Donation Page Audit Checklist

Elevate your nonprofit's fundraising potential with 4aGoodCause's Donation Page Audit Checklist.

This tool is crafted by 4aGoodCause for nonprofit professionals eager to optimize their donation forms. It includes 94 best practices across 13 key characteristics of a successful donation page.

Wonder how your nonprofit stacks up? Let's calculate your grade and start turning clicks into donations.

Use this checklist to evaluate your current page, pinpoint weaknesses, and transform your donation experience.

1. Findable

Even a perfect donation page will not be successful if it cannot be found. Make sure the link to your donation page is prominent across your entire website.

- ☐ Big, bold donate button available on every page of your website
- ☐ Linked from a support us section of your website
- ☐ Linked from a ways to give page
- ☐ Linked from blog posts or places where your impact is highlighted
- ☐ Linked from a call-to-action spotlight on your home page

2. Branded

Your logo, brand colors, and consistent brand messaging should align throughout your website and your donation page. Donors give 38 percent larger gifts to branded donation pages.

- ☐ Includes the nonprofit's logo
- ☐ Includes the color scheme of the nonprofit
- ☐ Messaging is consistent with your brand elsewhere online

3. Isolated

Remove main navigation components so that the donation page acts more like a landing page (no distracting links to take donors away from the process).

- ☐ Header navigation has been removed

This checklist was created by 4aGoodCause.

- ☐ Side navigation has been removed
- ☐ Limited footer navigation
- ☐ No links in the text appeal that take the donor away from the page
- ☐ No other calls-to-action on the page (email list sign for example)
- ☐ No distracting or lengthy media (video) that needs to be watched to give

4. Mobile-friendly

Donors use all kinds of devices, and as such, your page should be responsive—viewable on any digital device. At 4aGoodCause, 60 percent of traffic to our clients' donation pages is from mobile devices.

- ☐ Employs a responsive design
- ☐ Has an appealing design on mobile
- ☐ Text is easy to read on mobile
- ☐ Form is user-friendly on a phone
- ☐ Form is user-friendly on a tablet
- ☐ Uses big buttons and text areas that are easy to tap on a mobile device
- ☐ Offers mobile wallet payment options

5. Trustworthy

Your page should be fully encrypted with a security certificate and logo to assure your donors that their information is secure.

- ☐ Is secured by a valid security certificate
- ☐ Has a security trust logo
- ☐ Has other indicators of a secure transaction (padlock icon or security statement)
- ☐ Has privacy and security policies

6. Compelling

Help donors understand the value of their gift. Tell your story. Think of this as an opportunity to showcase your elevator pitch.

- ☐ Has a strong, call-to-action headline
- ☐ Has text that explains the problem, your solution, and how a gift can help
- ☐ Text is scannable and easy to read
- ☐ It appeals to a donor's emotions
- ☐ It assumes that people know nothing about you or your efforts
- ☐ It explicitly tells people what will be done with their money
- ☐ Uses a story of one person, place, or thing

This checklist was created by 4aGoodCause.

☐ Has one or more images that support the text and the decision to give

7. Urgent

Tell your donors why their gift is needed now. Use active words, buttons, and headlines that demonstrate this urgency with words and phrases such as "now" or "don't wait".

☐ Text appeal helps the donor understand why gifts are needed sooner rather than later
☐ The submit button uses action language like Donate Now

8. Concise

A long, complicated check-out process can cost you up to 21% of your potential donors (source: The Baymard Institute). To mitigate this, think of fewer form fields with fewer steps to complete the donation. Additional information can be gathered in follow-up surveys or communication after donations have been made.

☐ Is a one-step process
☐ Account creation or login is not required
☐ Does not include fields that are not necessary for taking the gift
☐ Does not require a phone number

9. Clear

Use ample white space on your form. Use headings, subheadings and body copy appropriately so it is clear where information goes, what is being asked and how to complete the process.

☐ Has clear section form headers
☐ Makes good use of white space
☐ Page layout is logical with appeal first and form second
☐ Uses modern form layout
☐ Related fields are logically grouped together
☐ Optional fields are highlighted, not required fields
☐ The total amount is calculated and shown before submission
☐ The option for a recurring gift versus a one-time gift is clear

10. Maximizing

Give donors options that encourage larger donations. Monthly giving. Option for donors to cover processing fees. Matching gift options. Suggested giving levels. These are all ways to maximize donation amounts.

☐ Gift frequency is chosen before the amount

This checklist was created by [4aGoodCause](#)*.*

- ☐ Has suggested giving amounts
- ☐ Has different suggested giving amounts for one-time and monthly
- ☐ The gift array is ordered from low to high
- ☐ Gift arrays have 5 choices or less
- ☐ A default suggested gift amount is set
- ☐ Donors can choose "other" to give any amount
- ☐ Has impact statements
- ☐ Allows donors to offset processing fees
- ☐ Cover the fees option is a reasonable percentage
- ☐ Cover the fees option goes to the nonprofit, not the platform
- ☐ Donors can give in honor or memory of a loved one
- ☐ Donors can notify friends and family of tribute donations
- ☐ Has a corporate matching gift option
- ☐ Supports credit / debit card payments
- ☐ Supports e-check / ACH payments
- ☐ Support Apple Pay payments
- ☐ Supports Google Pay payments
- ☐ Supports Paypal payments

11. Helpful

Always include contact information—if your donor has a question while completing the form, it should be easy for them to connect with you. If error messages appear due to incorrect form fields or missing information, those messages should be in plain language and easily call out where those errors are (and how to fix them).

- ☐ Shows inline error messages
- ☐ Shows a summary of errors upon submission
- ☐ Error messages are in natural language a person can understand
- ☐ Helpful tips are available for entering payment information
- ☐ Has contact information if the donor has questions
- ☐ The donation form remembers the donor and helps make subsequent donations easier
- ☐ The form is friendly to international donors

12. Thankful

The first thank you should appear automatically on the donation confirmation page. Showcase your appreciation right away. From there, set an automated email message that thanks the donor again and provides additional information such as tax deduction forms and information, or how to stay connected to your organization.

This checklist was created by 4aGoodCause.

- ☐ The confirmation screen includes an immediate on-screen thank you
- ☐ The confirmation screen is printable and includes details of the gift
- ☐ Sends an automated email thank you
- ☐ Email thank you is sent from a real person
- ☐ Email thank you is sent from a real email address you can reply to
- ☐ Email thank you expresses gratitude
- ☐ Email thank you includes contact information if the donor has questions
- ☐ Email thank you includes a statement of tax deductibility
- ☐ Email thank you invites the donor to their donor portal where they can manage their gift

13. Amplifying

Catch the donor while they're feeling good and doing good—ask them to share their act of kindness! Add social sharing buttons or automated actions after their donation processes where they can give a shout-out on Facebook or even send an email to family and friends with information about your organization (this can work well with donations specific to events).

- ☐ Donor can share the nonprofit's website on social media
- ☐ Donor can visit the nonprofit's social media pages
- ☐ Donor has the option to create a donor account

Bonus - Optimize for Monthly Giving

Monthly donations offer nonprofits a stable cash flow, aiding in planning and reducing dependency on irregular fundraising. Donors often engage longer, enhancing their connection to the mission. Highlighting this on your donation page can boost sustained support, strengthening the impact on your cause.

- ☐ Nonprofit has a dedicated monthly giving program page on its website
- ☐ Dedicated landing page leads to a monthly giving only donation page
- ☐ The monthly gift option is prominent and easy to select
- ☐ The main donation page defaults to a monthly gift
- ☐ Utilizes icons or colors to attract donors toward the monthly gift option
- ☐ Provides suggested giving levels specifically for recurring gifts
- ☐ Avoid decision fatigue by keeping your recurring options simple
- ☐ Payment choice defaults to e-check / ACH
- ☐ Includes a monthly giving conversion pop-up offer
- ☐ Has a donor portal where donors can easily manage their recurring gift