How to Take Your Donation Pages to the Next Level

As a supporter who arrives to a donation page has already expressed interest in making a donation by clicking, the goal of the page is to reinforce their decision to give by providing a smooth, positive experience.

An effective donation page targets a key segment of an organization’s audience and minimizes any barriers to a successful transaction. Succinct copy, relevant imagery, and a short form each play a role in keeping a supporter on track to donate.

While donation page results vary by audience, organizations should regularly experiment with ways to optimize their donation pages in order to raise more money for their cause.

To start, use your current conversion rate as a benchmark, and incorporate the tips below to improve from there.
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TARGET
Write copy with a clear audience in mind.

SIMPLIFY
Format text for easy reading.

ORGANIZE
Arrange donation amounts in descending order from left to right.

COLLECT
Gather only need-to-know information from your supporters. Use the data you collect to more effectively engage supporters going forward.

TEST
Before publishing, fill out the page yourself to find ways to improve the experience. Solicit feedback from your colleagues and potential donors. Use this information to make revisions.

STREAMLINE
Keep the page free of navigational items or hyperlinks to minimize distractions and ways to exit.

LIMIT
Include only FAQs which are truly frequently asked and relevant to the donation process.

FOCUS
Place the most important copy and imagery above the fold.

DESIGN
Use colors that align with your organization’s brand. If you include photos, ensure they’re high resolution, relevant, and eye-catching.

DIFFERENTIATE
Create unique, nuanced donation pages for each of your key segments that still align to the rest of your campaign messaging.

For more tips about donation pages, visit support.classy.org.