6 QUESTIONS
TO OPTIMIZE YOUR
ONLINE FUNDRAISING

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The **Online Fundraising Scorecard** created by Dunham+Company and NextAfter, is the first of its kind in the nonprofit world. The researchers analyzed the fundraising habits and donor experience of 151 national charities, including 100 of the Chronicle of Philanthropy's Philanthropy 400, and documented the results. The results shine light on the gap between known best practices around online fundraising and what is actually occurring. We've collected six questions to ask about your online donation process to make sure that you are giving your donors the best experience and the highest probability of completing a gift.

① Does my donation page give donors options to leave the page?

72% of donation pages surveyed give donors links to other areas of the site, menus and other elements that allow donors to be distracted and leave the page.

! **Action item:** Make sure your donation page gives prospective donors a clear path to give a donation – with few options (if any) to do anything else. Once a prospective donor has indicated that they want to give a gift (by clicking the donate button), we need to make sure they are ushered through the process with no distractions.

② Does my donation page ensure security and credibility?

93% of donation pages surveyed provide at least one indicator that the page is secure or that the information shared will be kept safe. That's good! Your page should be visibly secure. Donors know from eCommerce experience to make sure the page is secure. It also doesn't hurt to give them "secure" icons near the credit card fields to let them know their data is secure.

One out of three landing pages do not include third party credibility indicators. You might think your organization is great and trustworthy, but it helps donors to hear it from a third party – especially if it's someone they know or trust.

! **Action item:** Add images near your donation form that remind donors that the form and page are secure. Your payment processor will probably have some of these for you.

! **Action item:** Find well-known advocates for your organization and place supportive quotes on the landing page. Don't have well known advocates? Ask donors why they support you, and highlight them! People want to know they are not alone in supporting your organization.

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3 Does my donation page give donors suggested amounts?

Only 22% of landing pages included a gift array with suggested donation amounts. It's important to remember that just because donors have decided to give a gift, they haven't necessarily decided how much to give. Your landing page can have a tremendous effect on this! A gift array gives donors a frame of reference for how much to give, and helps them place a value on their support.

Action item: Add a gift array to your page with a few suggested amounts. Don't add too many, or you risk giving your donor decision paralysis! Even better – suggest a recommended amount (or a "most popular" amount) by highlighting it and pre-selecting it. And make sure you don't put a limit on how much your donors can give. Also, ensure that they can always choose their own amount for their donation with an "other" box. You might be surprised by your donors' generosity!

4 Does my donation page have a strong value proposition?

Less than 50% of the landing pages surveyed have a value proposition, or a strong reason to take action. Just because your donors have clicked the donate button does not mean they are completely sold. Don't assume that your donors already understand your organization. Never stop communicating your cause and mission! Be sure to thank your donors profusely.

Action item: A strong value proposition conveys appeal ("I want to give to this organization"), exclusivity ("only this organization can do this"), credibility ("I believe this organization can do what it says") and clarity ("I understand exactly what this organization does"). Place this copy before the donation system under a strong headline.

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5 Does my donation page have a clear, urgent call to action?

1 out of 5 landing pages surveyed don't have a call to action on their landing page. Make sure your donors know what to do (give), where to do it (in the online donation system), and when to give it (now!). Only 14% of landing pages surveyed convey a sense of urgency to donate today.

Action item: Add a call to action above the donation icons. Something as simple as "Make your gift today" can increase conversion significantly. Also, look at the copy on your donation button. Does it create a sense of urgency? "Make my gift now!" is a good place to start!

6 Does my donation page work on a mobile device?

84% of landing pages surveyed are not optimized for mobile. We've seen mobile traffic skyrocket over the past few years. For many organizations, more than half of their traffic comes from mobile devices. Don't make your donors pinch and zoom – make sure your site has a clear mobile version.

Action item: You don't have to create a fully responsive page that works on every device ever created. Just create a simple version of the page that reads easily at 320 pixels wide and make sure mobile devices are redirected to it.

These six questions are just starting points – everything should be tested and optimized. Just because something works for one organization doesn't mean it will work for you. Here's to optimizing – and getting more!

To see how iDonate can help you optimize your fundraising with our revolutionary technology system, go to **iDonate.com**.

You can also call our friendly and knowledgable customer success agents at **877.410.4431**

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