

# MAIN DONATE PAGE CHECKLIST

## THE MAIN MESSAGE (COPY)

- Longer than 2 lines, answers 'why donate?'
- Broad, common value points across audiences and scannable?
- Includes call to action text?

## TEMPLATE DESIGN

- No header donate buttons or links?
- Easy-to-read font and color palette?

## DONATION SELECTION

- Tested an open field?
- Not forcing a higher gift commitment?

## FORM FIELDS

- Fields grouped together to save vertical space?
- No unnecessary fields or info verify pages?

## SUPPORT CONTENT

- No in-line reviews?
- Secure-looking payment section?
- Impact reminder copy below submit button?
- 3rd party credibility logos near submit button?