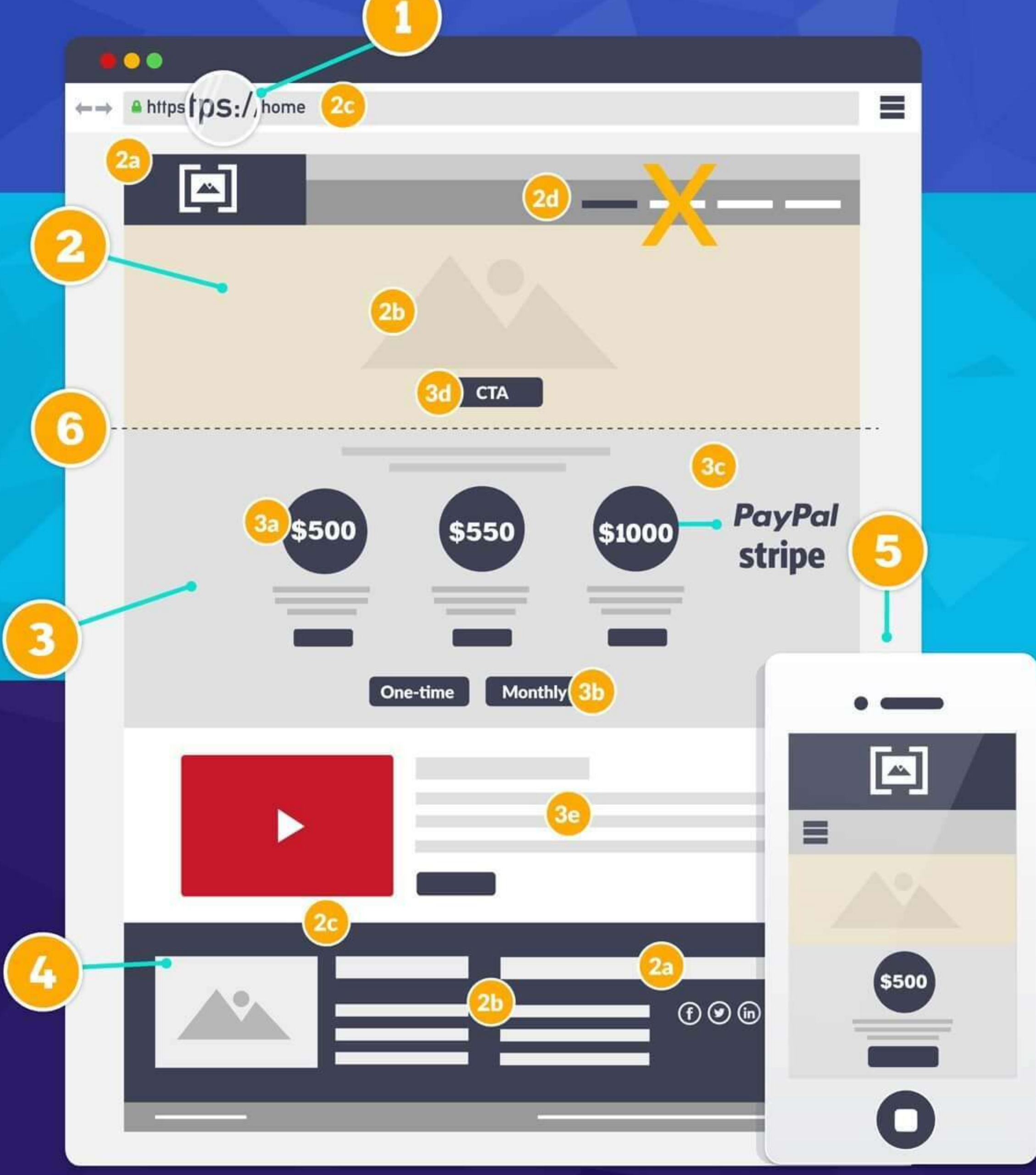


DONATION LANDING PAGE

HOW DESIGN ATTRACTS DONORS

Your donation page is an essential part of your nonprofit's website. For some nonprofits, this may be your primary way of receiving donations. Therefore, it is crucial to design a donation page that converts. If a viewer has already landed on your donation page it is important to reward them with an exciting, simple, and secure donating experience.



THE 7 KEY FEATURES TO A SUCCESSFUL DONATION LANDING PAGE

1 URL: Your nonprofit donation page URL should be short and sweet, contain your focus keyword, and start with https. When a donor is ready to donate they need to know your page is secure. SSL (or the "s" at the end of the http) allows for all confidential information (credit card numbers, social security numbers, addresses, etc.) to be transmitted securely through your website's server.



63%

of donors want to know how their money will be used

- Money for Good II Report -

2 Banner: This is the first thing your viewer will see- make it worthwhile. Your banner should include:

a. Your logo- it is imperative that your nonprofit's logo is visible on the banner. When making a donation, a donor wants to be certain they are donating in the correct place- your nonprofit logo verifies just that.

b. Captivating image- Pictures are worth a thousand words. The banner of your donor landing page needs to be powerful, of high-quality, and visually pleasing.

c. Title- The title is key. Page titles indicate what the content on that page is all about. Keep it short and engaging, make sure your keywords are towards the beginning, and that your URL matches the title you choose for SEO purposes.

d. Navigation/menu: No need for this feature on your donor landing page. By having a navigation/menu your donors and/or supporters are distracted and tempted to go elsewhere on your site- the opposite of what your donation landing page is trying to accomplish.



84%

of nonprofit donation landing pages are not optimized for mobile.

- Online Marketing Scoreboard -

3 The Body: The body is where the focus of the donor landing page lies. Identify exactly what your goal is and execute it with simplicity and precision. The more text on the page, the less drive your donors experience.

a. Donation amount: The donation amounts should stand out on the page. There should be no distractions around this area, leaving the page simple and straight to the point. White space is not a bad thing. It is always best to provide your donors with giving levels, allowing them to decide how much they are willing to give.

b. Frequency: Provide your donors with the option to donate one-time or monthly. By giving your donors the choice, it puts them in control of their donation schedule. No one likes to be told how much they are required to donate.

c. Payment options: Allow donors to decide how they would like to pay- Credit Card/PayPal. Include your payment options directly below where your donors choose a donation amount. It is ideal to use an online payment platform that allows donors to make the donation directly on your web page. To make a donation it should be as simple as possible, leaving the donor at ease with their purchase.

d. Call-to-action: Your nonprofit's call-to-action is a key player in the landing page. This button needs to stand out from the rest of the page (contrasting color), be clickable, and create a sense of urgency. The text should be large, legible, and concise. This is the conversion piece.

e. The result: Enclose interesting information as to where the donations are going. Add appealing videos, images, statistical data, infographics, etc. When giving a donation it is always nice to see directly what it is going towards.



65%

Of nonprofits require 3 or more clicks to make a donation

- Online fundraising scoreboard -

4 The footer: Although the footer may be located at the end of the page, it is just as important as any other part of your landing page.

a. Social Media: Include your social media links for your donors and supporters to connect with you.

b. Security: As mentioned in the URL section, make sure it is clear to the donor that your donations landing page is extremely secure. There should be visual indication that payments are made through a secure platform.

c. Nonprofit info: Just like any other page on your website, there should be links connecting the user to your other website pages (about us, blog, fundraise, etc.) This is also a great place to include your nonprofit's address and contact info.



51%

of people who visit your website do so on a mobile device.

- Mobile Cause -

5 Mobile friendly/ responsive: Nearly two-thirds of Americans own smartphones and 7% are smartphone-dependent. It is becoming way more popular to connect to the internet on your smartphone rather than your desktop or laptop computer. Create a landing page that will resize itself according to the device being used, allowing for optimal viewing. Your donors, supporters, and members are expecting this, so make sure you deliver.



73%

Of nonprofits do not offer a "share" option after making an online donation.

- Online Marketing Scorecard -

6 The fold: This is the space the viewer sees on the page without scrolling. All crucial information should be placed within this area. This way the viewer is not tempted to scroll when making their donation.



75%

of young donors are turned off by out-of-date websites.

- qgiv -

7

"Thank you" page: With so much importance on the donations page itself, the "thank you" page is many times overlooked. After making a donation, the donor will be redirected to the "thank you" landing page. It is vital that your nonprofit create a page that says thank you, encourages donations from friends/ sharing on social media, and/or provides other resources for the donor. This way your nonprofit can further engage with its donors.

SOURCES

- <http://www.ironpaper.com/webintel/articles/nonprofit-marketing-statistics-for-2015/>
- <http://www.slideshare.net/smaclaughlin/50-fascinating-nonprofit-statistics>
- <http://npengage.com/nonprofit-fundraising/11-donation-form-optimization-stats-youll-wish-you-d-knew-yesterday-infographic/>

Elevation is a leading web solution firm that specializes in nonprofit website design. But it doesn't stop there. We believe in elevating nonprofits by giving them the best website designs so they can develop an online presence in order to influence greater change within their community.