

Online donation checklist.

**Ensure your fundraising campaigns
are ticking the right boxes.**

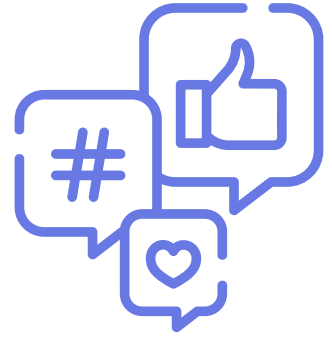
Do you sometimes feel like fundraising is an uphill battle? We've been there too! To help you, we have identified a list of not-to-be-missed essentials for online fundraising.



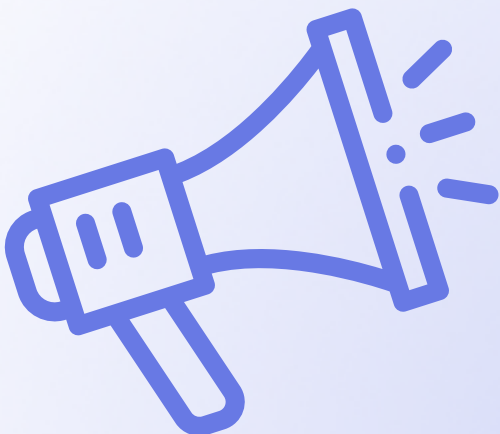


Design standards

- The donation form sits within your branded website, matching your fonts and colors. No need for external donation forms.
- The donation form is easy to use in simple steps. A simple transaction can be completed in under 1 min.
- Ensure it is mobile optimised. Your donation form should look good and work well on any device.
- Put the donation 'Ask' in context. Provide plenty of your brand image & copy surrounding the donation request.
- Show the impact your fundraising would make. This adds incentive for your supporter to complete the donation.
- Provide multiple suggested giving options (e.g. \$50, \$100, \$200) and set your preferred default giving amount.
- Enable recurring donations and have the ability to make it the default (e.g. Monthly, Quarterly, Annually).
- Allow people to contribute to the cost of payment processing with a "cover processing fees" option.
- Keep data collection to a minimum. If you need additional data, ensure the donation form is as compact as possible.




**A recent
experiment showed
150%
increase in giving
just by adding the
relevant
campaign copy.**



Raise Donors &
Next After institute



Payment processing

- Provide payment options to suit all donors. Credit card, direct debit, PayPal or even Apple/Google pay wallets for mobile users.
- Avoid providing 'direct deposit' options – this adds more work for administration.
- Offer a donor portal as an alternative to direct deposit, where donors can self-manage their direct debit donations.
- Provide visual proof of security settings to increase confidence when processing payments.
- “Thank well”. Set up a sincere thank you message on donation confirmation page, and email receipt.
- Provide an option to share on social media upon completion of the donation, this will extend the reach of your campaign. 
- Set up an automatic tax receipt to reduce the administration effort.
- Provide transparency with chart explaining how their donation will be used, including administration and fundraising costs.
- Provide convenient giving options such as text to give, which facilitates quick donations in offline environments.



Payment processing



OUR GOAL IS \$10,000



1 — 2 — 3

YOUR DONATION

Once-off

Monthly



\$50



\$100



\$200



\$

DONATE \$100 NOW



1 in 3 Australians say they are more likely to donate to charity if they could do so with the help of digital technology.

Business Insider
Australia



Campaign approach



You are able to produce dedicated campaigns - not just a single general donation page.



Your donation form can appear in multiple locations. (e.g. donate button on top of page, campaign page, pop up).



Have a progress bar to showcase how close you are to reaching your campaign goal.



Tell the story of how the donations will be used, show statistics and impact, and support it with photos and videos.



Include social proof to present the impact, highlighting how others have contributed to the campaign.



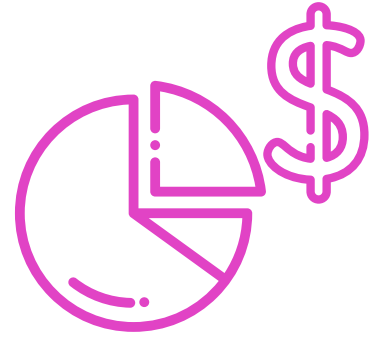
Provide the ability to donate without asking for registration or login.



Offer an opt-in option to subscribe to your newsletter as part of the donation experience.



Ensure you are able to record offline donations to get a complete picture of campaign success.



12%
of the population
don't trust
organizations
to spend
their money well.

Make sure your campaigns are clear, and your donors know where their funds will be spent.

NP Source
Online giving statistics



Donor management



Ensure you have visibility of overall donor activity, often provided by donor management dashboards.



Have access to reports with donor stats and insights such as gift history, failed transactions, income over time etc.



You can easily export segmented donor data.



You have your CRM integrated with your donor management tools (e.g. etapestry, salesforce)



Your finance systems (e.g. Xero, Quickbooks) are connected to your donor management tool.



Have the ability to review individual campaign success.



Your whole team can collaborate to make fundraising efforts a success.



Set criteria for significant donors and see them highlighted on dashboards and reports.



You can take a donation on behalf of a donor when they contact you by phone or other offline means, and record it online.



The key to dealing with donor challenges is taking a donor-centric approach.

Our platform provides realtime analysis of campaign performance. With unlimited users, the whole team can collaborate to make fundraising efforts a success.

Now that you have completed this checklist, you can identify areas for improvement and review your donation tools!



Take the Generous tour



Check our fundraising insights

If you are looking for a tool that can offer you the best donation technology, you can get started with Generous on our \$0/month Startup plan.

GET STARTED

Let's start increasing giving



GenerousTM

 [Generous.fundraising](https://www.facebook.com/Generous.fundraising)

 hello@getgenerous.com

 [getgenerous.com](https://www.getgenerous.com)