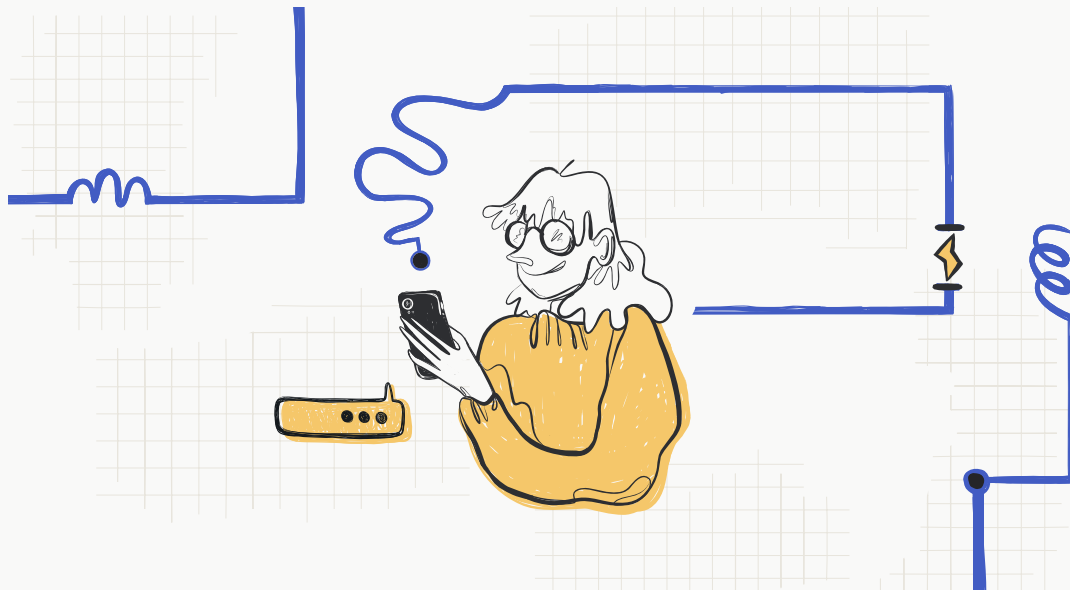


The Donor Conversion Checklist

Your donor conversion rate measures how many fundraising campaign page visitors go on to complete a desired action, such as a donation or event registration. Based on findings from our annual report, [The State of Modern Philanthropy 2022](#), this checklist will help you empower your community to take action through user-friendly donation processes that result in greater levels of giving.



Step One: Encourage Event Attendees to Give

Lock in the high conversion potential of events by giving attendees an incredible experience. With thoughtful planning, you can encourage generosity before, during, and after your fundraising event.

Offer Event Attendees Multiple Ways to Give

Kick off your event with a streamlined registration process

- Provide various ticket types to appeal to any registrant
 - Offer group, individual, VIP, early bird, or general admission tickets
- Share out promotional discount codes to drive registration spikes
- Include a donation button and a registration button
- Give donors an option to fundraise to cover registration costs
 - Set up branded peer-to-peer fundraising pages for participants

DID YOU KNOW? Events with peer-to-peer fundraising have the highest conversion rate (47%) of all campaign types.*

Drive donations on the day of your event

- Host a virtual or in-person silent auction
 - Make it easy to participate through mobile bidding and paddle raises
 - Host your auction online to engage more guests
 - Partner with local artists to offer a variety of items to bid on
- Encourage direct donations by promoting fund-a-need items
 - Call on donors to support specific research, projects, or goals
- Sell additional fixed-price items or merchandise online or onsite
- Prompt donations through a text-to-donate link at key event moments

DID YOU KNOW? Over 92% of virtual and in-person fundraising event attendees are likely to donate in addition to any registration or participation costs.

* A conversion represents either a donation transaction or a registration to an event.

Step One: Encourage Event Attendees to Give (Continued...)

- Remind Event Attendees Why Their Contributions Matter**
 - Display goals and donor shoutouts on a real-time fundraising thermometer**
 - Display real-time impact and your progress toward goals
 - Showcase compelling visuals that relate to the goal you've set
 - Display communities you're serving in event signage**
 - Tap into your audience's emotions with an inspiring agenda**
 - Encourage supporters, staff, and volunteers to network**
 - Encourage online networking through virtual breakout rooms
 - Create talking points to spark conversation in a live setting
 - Take the opportunity to tell stories that lead to increased generosity
 - Host intimate conversations about your programs

DID YOU KNOW? Ticketed events bring in the most donations above \$1,000, compared to all other campaign types.

Step Two: Create a Simple-to-Navigate Checkout Experience

Once you catch a donor's attention, ensure they're receiving a seamless checkout experience. We'll show you how to reduce points of friction by streamlining your checkout flow.

Simplify Your Donation Page

- Prompt quicker checkout with an embedded experience on your site
 - Host a pop-up modal to keep donors on one screen
- Stick to minimal form fields, gathering only necessary information
- Offer suggested donation amounts to guide donors' decisions
- Provide clear guidance with your FAQ box and instructional text
- Ensure donors can complete their gift from any device

DID YOU KNOW? Over 50% of traffic to any campaign type comes from a mobile device, and events with peer-to-peer fundraising see the most mobile traffic (67%)

Greet Donors With Flexible Payment Options

- Include options like PayPal and Venmo to increase donation size

DID YOU KNOW? Nonprofits with PayPal and Classy Pay activated during the 2021 giving season saw a four-point conversion lift compared to those without.

- Attract modern donors by enabling crypto giving on all donation forms
- Provide an ACH bank transfer option to double transaction sizes
- Give donors an option to select their preferred gift size

Step Three: Establish a Predictable Revenue Stream With Recurring Giving

Convert recurring donors to secure sustainable revenue and safeguard your ability to plan for the future. Let's look at what drives repeat donations and how to unlock them.

Highlight Recurring Gift Options on Every Donation Page

- Launch a branded recurring giving program with a custom donation page

DID YOU KNOW? On average, donation pages bring in the most recurring revenue compared to all other campaign types.

- Tell the story of what each recurring gift allowed you to accomplish

- Share the value of extending a one-time gift into a recurring membership

DID YOU KNOW? When a donor made a second donation in 2021, either to the same organization or a new one, 60% did so through a donation page.

Offer Donors Multiple Recurring Gift Frequencies

- Offer various automatic payments (i.e. weekly, monthly, quarterly)

- Encourage higher gifts with an ACH bank transfer option

- Tailor appeals with your most popular frequencies and gift amounts

DID YOU KNOW? Monthly recurring plans are the most common giving frequency selected by donors. The average monthly donation is \$31.

The State of Modern Philanthropy 2022: The Path to Lasting Donor Connections

Explore [The State of Modern Philanthropy 2022](#) for a deeper dive into our findings on what makes for successful donor acquisition, conversion, and retention efforts.

