



# The Nonprofit's Donation Page Checklist



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# Introduction

**It's crucial your donation page is optimized for conversion.**

Driving visitors to your donation page is the first step, but ensuring that they finalize their gifts is where the true work lies.

Elements such as a branded look and feel, concise messaging, and a seamless checkout flow can pave the way to increased conversion rates, revenue, and donor satisfaction.

Use this checklist to optimize your donation page, but make sure to test and experiment with what ultimately works best for your nonprofit audience.

This list will cover elements like:

- Brand colors and logos
- Giving options
- Domain-masking
- Suggested donation values
- Custom questions
- Dedications

And so much more. Learn how to optimize your donation form for conversion with this checklist.



## DID YOU KNOW?

Branded donation forms **raise six times more** than non-branded forms <sup>1</sup>

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<sup>1</sup> Nonprofits Source, "The Ultimate List Of Charitable Giving Statistics For 2018."  
<https://nonprofitssource.com/online-giving-statistics/>



**01**

# **Donation Page Checklist**

A fully customized donation page with a compelling appeal, strong visuals, and branded call to action can be the difference between converting a visitor or losing a donation.



### PRO TIP

Make sure your donate button is a standout color at the top of your website, and that donors are just one click away from the donation form.

## Must-Have Elements

### Consistent Branding

- ☐ Display your organization's logo in the header

**PRO TIP:** On Classy, the ideal logo for your donation page header is 300 x 50 px.

- ☐ Keep the colors consistent with your other campaigns
- ☐ Use your brand's voice and tone in your messaging

### Strong Visuals

- ☐ Include a custom, high-quality background image

**PRO TIP:** Classy donation forms showcase imagery on the right-hand side of the page, so find a background image with a focal point on the right-hand side. You can also use a plain wallpaper from Classy's stock library. Keep in mind that the ideal background hero image for your Classy campaign is 1280 x 720 px.

## Compelling Appeal

- ☐ Use clear and concise messaging to explain your mission
- ☐ Include a photo or video to elevate your appeal

## Seamless Checkout Flow

- ☐ Customize your suggested donation values

**PRO TIP:** Use your organization's average donation size to decide which values make the most sense, but be sure to filter out offline donations and ticket purchases for the most accurate data. If you think your results were skewed by outliers, look at your median next. You can easily pull this information from your Classy transaction report.

- ☐ Experiment with the arrangement of your suggested donation values, such as displaying the values from highest to lowest
- ☐ Default the pre-filled suggested donation amount to the second-to-highest value
- ☐ Include a recurring giving donation option

**PRO TIP:** Offer your donors greater flexibility with Classy's recurring frequencies. In addition to monthly gifts, supporters can make donations that recur on a quarterly, semi-annual, or annual basis.

- ☐ Offer your donors multiple ways to give (*e.g., ACH, credit card, digital wallets like Apple Pay and Google Pay*)

**PRO TIP:** Enable [Classy Pay](#), our in-house payment processor, to reconcile payments and deposits all from your Classy account.

- ☐ Allow donors the option to cover a portion of the transaction fees

**PRO TIP:** Enable [Classy Mode](#), a feature that allows supporters to increase their gifts to help cover your costs, and set it to default.

- ☐ Customize your email receipts to reflect your cause

## Further Optimizations

- ☐ Enable [domain-masking](#) to reflect your brand
- ☐ Consider adding pertinent custom questions to gather additional information about your donors, and observe and test this against overall page performance
- ☐ If applicable, give donors the option to select program designations
- ☐ Allow supporters to dedicate their donations in honor or memory of someone
- ☐ Offer donors the option to send a postal notification, eCard, or email to the honoree
- ☐ Include FAQs to support your donors

! **PRO TIP:** Add “Can I mail a check?” to your FAQs list.

An abstract white line drawing on a blue background, consisting of several overlapping, rounded, organic shapes that resemble a stylized flower or a cluster of cells.

**02**

# **Sample Donation Page**



## The Nonprofit's Donation Page Checklist

Even if a visitor hits your donation page with the original intent to donate, an underwhelming first impression, or a poorly structured or distracting page, can result in a missed opportunity.

Donation pages on Classy are designed to move donors through a speedy and seamless checkout experience. In fact, *The State of Modern Philanthropy 2020* found that 60% of people who make a donation on Classy do so in less than one minute. Learn how you can streamline your donation process on Classy.

women **move** 1

You're making a difference

2

Thank you for making a difference for women this giving season. Your contribution has such a large impact on our community. We could not do the work we do without generous donors like yourself.

Select An Amount

How often would you like to donate?

One-time  
✓ Monthly 3  
Quarterly (every 3 months)  
Semi-annually (every 6 months)  
Yearly (every 12 months)

\$50 \$25 \$10 \$5 Other 4

Make your gift go further. Give monthly.

Dedicate my donation in honor or in memory of someone

☒ Type ☒ In honor of... ☐ In memory of...

Honoree's Name\* Jacob Harris

Recipient's Email adam.harris@website.com

✓

- 1 All campaigns built on the Classy platform are automatically built with domain-masking to help elevate and reflect your brand. Carry over your organization's typical logo, colors, font, imagery, and overall style to maintain your aesthetic.
- 2 Include a photo on your page to engage donors, and keep the copy clear and concise to highlight the way each donation will impact your mission.
- 3 Include a recurring giving option with frequencies tailored to any donor's needs and budget. On Classy, donors can choose to give on a monthly, quarterly, semi-annual, or annual basis.
- 4 Easily pull donor data from your Classy transaction report to decide which donation values make the most sense. Default to the second-to-highest value to encourage larger gifts.

## The Nonprofit's Donation Page Checklist

The screenshot shows a donation form with several sections. At the top, a red circle with an upward arrow points to the header. Below it, a checkbox for 'Dedicate my donation in honor or in memory of someone' is checked. The 'Type' section has two radio buttons: 'In honor of...' (selected) and 'In memory of...'. A yellow box with the number 5 is next to the 'In honor of...' option. The 'Honoree's Name' field has 'Jacob' and 'Harris' as options. The 'Recipient's Email' field has 'adam.harris@website.com'. Below it, a checkbox for 'Optionally send a notification email' is present. The 'Recipient's name' field has 'Adam' and 'Harris' as options. A text area for 'Your Message to the Recipient' is below. A note says 'Please spell check, include how you would like your name(s) signed, mention the amount if desired, and format your message as you would like it delivered.' Below this is the 'Your Information' section, marked with a yellow box and the number 6. It includes fields for 'Name\*' (Sandra, Harris), 'Email\*' (sandra.harris@website.com), and 'Phone Number' (555-287-7374). A checkbox for 'Make donation anonymous' is present. Below the 'Your Information' section, the 'Amount' is \$104.00 USD. A checkbox for 'I'd like to cover the fees associated with my donation so more of my donation goes directly to Women Move.' is checked. A yellow box with the number 7 is next to this checkbox. To the right, there's a link to 'Terms of Service and Privacy Policy'. Below that are four payment options: 'DONATE WITH G Pay', 'PayPal', 'CREDIT CARD', and 'BANK ACCOUNT'. A yellow box with the number 8 is next to the 'BANK ACCOUNT' option. At the bottom, a 'Questions' section is shown, marked with a yellow box and the number 9. It contains two questions: 'Is this donation tax deductible?' and 'Can I mail a check?'.

Make your gift go further. Give monthly.

Dedicate my donation **in honor or in memory** of someone

☒ Type ☒ In honor of... ☐ In memory of...

Honoree's Name\* Jacob Harris

Recipient's Email adam.harris@website.com

Optionally send a notification email

Recipient's name\* Adam Harris

Your Message to the Recipient

Please spell check, include how you would like your name(s) signed, mention the amount if desired, and format your message as you would like it delivered.

**Your Information**

Name\* Sandra Harris

☐ Make donation anonymous

Email\* sandra.harris@website.com

Your receipt will be emailed here.

Phone Number 555-287-7374

Amount: \$104.00 USD

☒ I'd like to cover the fees associated with my donation so more of my donation goes directly to Women Move.

By clicking the donate button, I agree to the [Terms of Service](#) and [Privacy Policy](#)

DONATE WITH G Pay

PayPal

CREDIT CARD

BANK ACCOUNT

**Questions**

- Is this donation tax deductible?
- Can I mail a check?

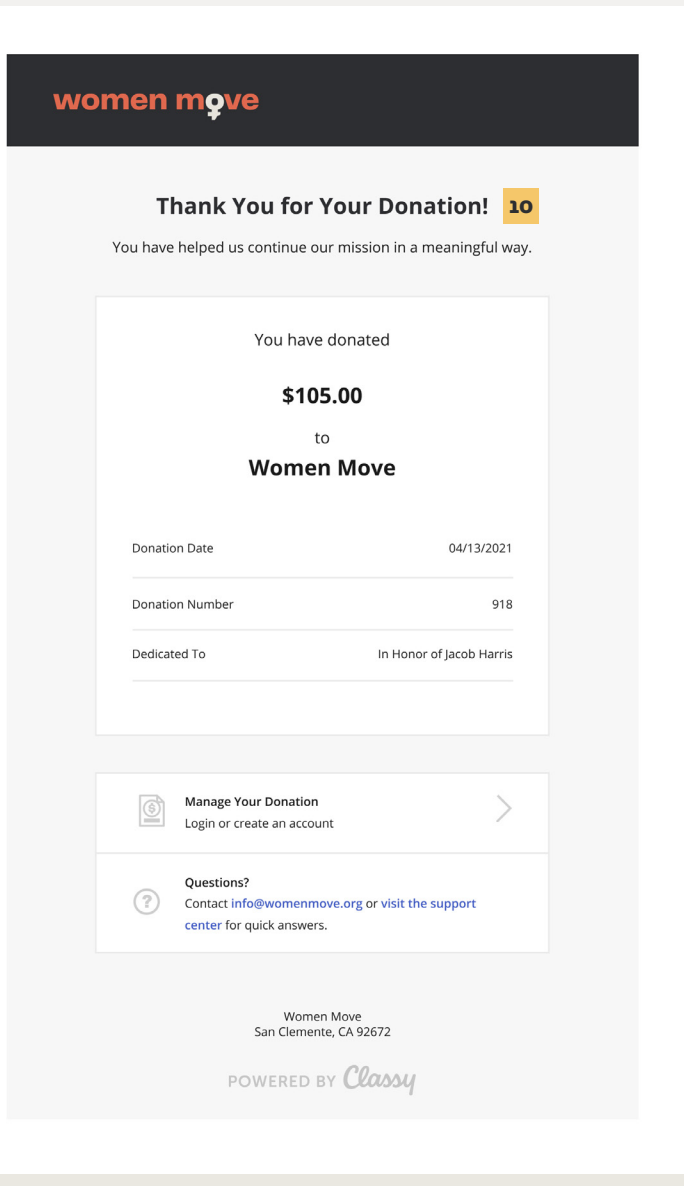
- 5 Allow for program dedications, and offer donors the opportunity to send a notification to the honoree.
- 6 Add pertinent custom questions, like a phone number, to gather additional contact information, or other strategic questions that may help you better understand your donors.
- 7 Encourage donors to cover a portion of the fees by enabling Classy Mode and setting it to default.
- 8 Offer multiple payment options to streamline the checkout process. Any Classy customer with a paid subscription account and 501(c)3 nonprofit status can also use Classy Pay, our in-house payment processor that reconciles payments and deposits, protects against fraud, and automatically updates expired card information.
- 9 Fewer is generally better when it comes to FAQs, but be sure to include "Can I mail a check?" on your list.



### DID YOU KNOW?

When Classy mode is enabled by default, **85% of donors choose to cover a portion of the fees associated with their gifts**. When donors need to opt in, 65% of them choose to cover a portion of the fees.

## The Nonprofit's Donation Page Checklist

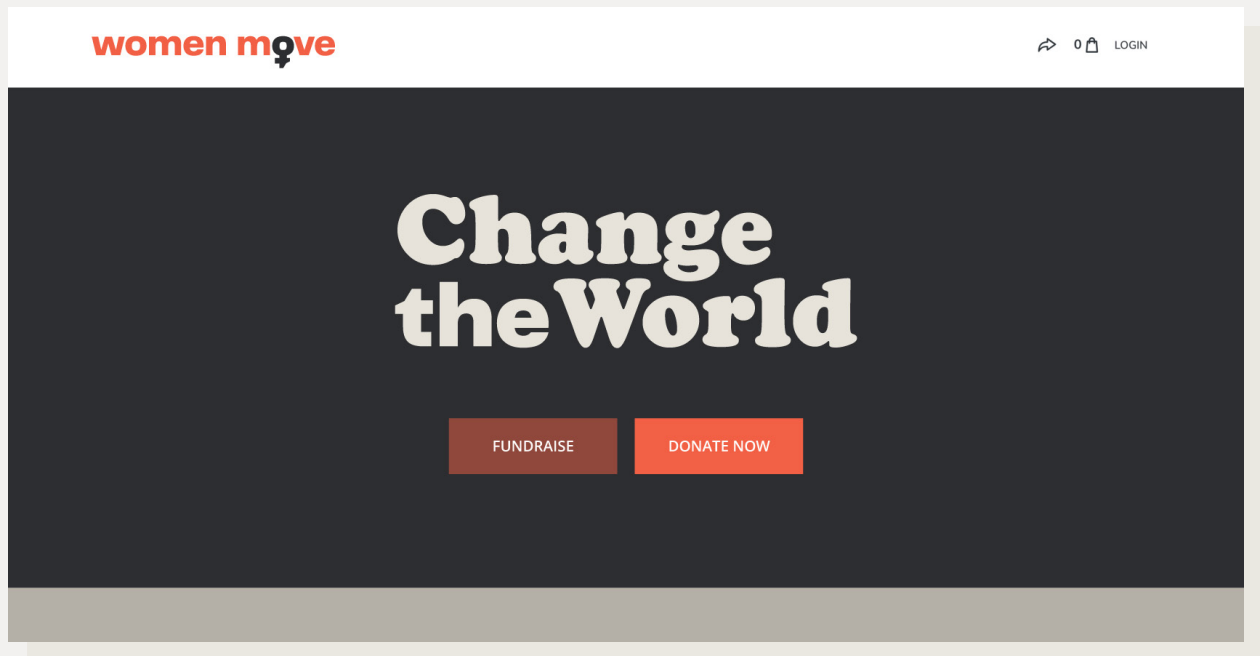


- 10** Elevate your email receipts with a customized headline, background image, and thank you message to show how much you appreciate each gift.

## The Nonprofit's Donation Page Checklist

A Classy donation page allows you to put your brand front and center, offer unique features to improve your donor experience, and streamline the checkout process. **Branded donation pages raise [six times](#) more than non-branded forms**, which is why building a customized Classy campaign page and aligning with our team's suggested best practices can help your organization achieve higher conversion rates and expand its reach.

Link your Classy donation page to the main donate button on your website and motivate donors to support your mission.



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## Conclusion

**Use this checklist to fully optimize your donation page.**

When you prioritize these best practices and features, you set yourself up to convert more donors and raise more money for your mission.



# Take Your Donation Page to the Next Level

Convert more donors. Raise more money.

[Talk to a Classy Expert](#)

*Classy*