# Best Practices: Giving Page

What is a Giving Page?

A giving page is a platform that allows for online donations to be made. It should provide a **seamless and customizable giving experience** for your supporters to make secure donations using a variety of payment types.

Reducing Friction

80% of visits to giving pages do not end in a donation. It's important to **make the donation process as smooth as possible** to increase a donor's willingness to give.

Every field on the form is a "micro yes." Consider waiting until after a donation is made to ask for any additional information or requests.

80%
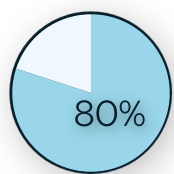
Use your screen space wisely to avoid making the giving process appear lengthy, confusing or cluttered.

Be sure to elimate any visual distraction that isn't directly adding to your appeal.

Basic Checklist

Before launching your giving page, make sure it has the following **essential qualities**:

- a strong value proposition
- a frictionless experience
- a variety of payment options
- a customizable gift array
- prompts for recurring gifts
- mobile optimization
- an effective thank you page
- limited external navigation

Your website can be used to tell your story and offer information, while your giving page should be a clear and focused **path to making a donation** and connection with supporters.

How strong is your Value Proposition?

The **most critical contributing factor** to the success of a giving page is how well the value proposition (or why someone should give) is communicated.

Giving is a deeply personal act and donors need to feel an **emotional connection**, as well as logical reason, for why they should donate.

Make sure the **four essential elements** (appeal, credibility, exclusivity, and clarity) of value are clearly defined on your giving page.

APPEAL
Letting donors know the specifics of how their gift will be used or the impact it will make builds connection and appeal.

CREDIBILITY
Include testimonials or data about your impact and organization to show donors that you are trustworthy and credible.

VALUE

EXCLUSIVITY
Show donors what makes your organization unique & why donating to your mission is special or what sets you apart.

CLARITY
Make sure your appeal is clear so donors can fully understand why they should give. Don't try to persuade, just explain.

Testing Your Giving Page

Test, implement, and re-evaluate effectiveness by comparing the performance of page variations:

1 CREATE YOUR PAGES
Ensure you are following best practices of overall design, digital marketing & online fundraising. Use 1 or 2 variables between versions.

2 MEASURE YOUR RESULTS
After launching a new giving page, track the following:
- traffic
- conversion rate*
- average gift size
- number of gifts & total giving

Save separate reports on these metrics for 7/14/30 days.

3 MODIFY AND RE-TEST
Using the metrics, compare the performance of your pages to identify what made it successful. Repeat to continue improvements!

*The **conversion rate** is the number of gifts vs. the number of unique visitors to your giving page.

The Importance of Saying "Thank You"

Whether it is through a landing page after a gift is made, a pop-up window, and/or an email, donors should be given **immediate thanks** and recognition for their gift.

Make sure your message of gratitude is sincere and specific to that person's donation. This is not just about giving your donor a receipt, this is about establishing a relationship and showing deep gratitude.

Consider using the opportunity to:

- ask for more information
- offer ways to stay in touch
- provide specifics on their impact
- suggest making a recurring gift

You might even encourage them to share their act of generosity with others as inspiration!

Thanking your donors shouldn't feel transactional—it's about giving them **a deep sense of meaning and satisfaction** from making their gift.