

# DONATION PAGE CHECKLIST

CHECKLIST



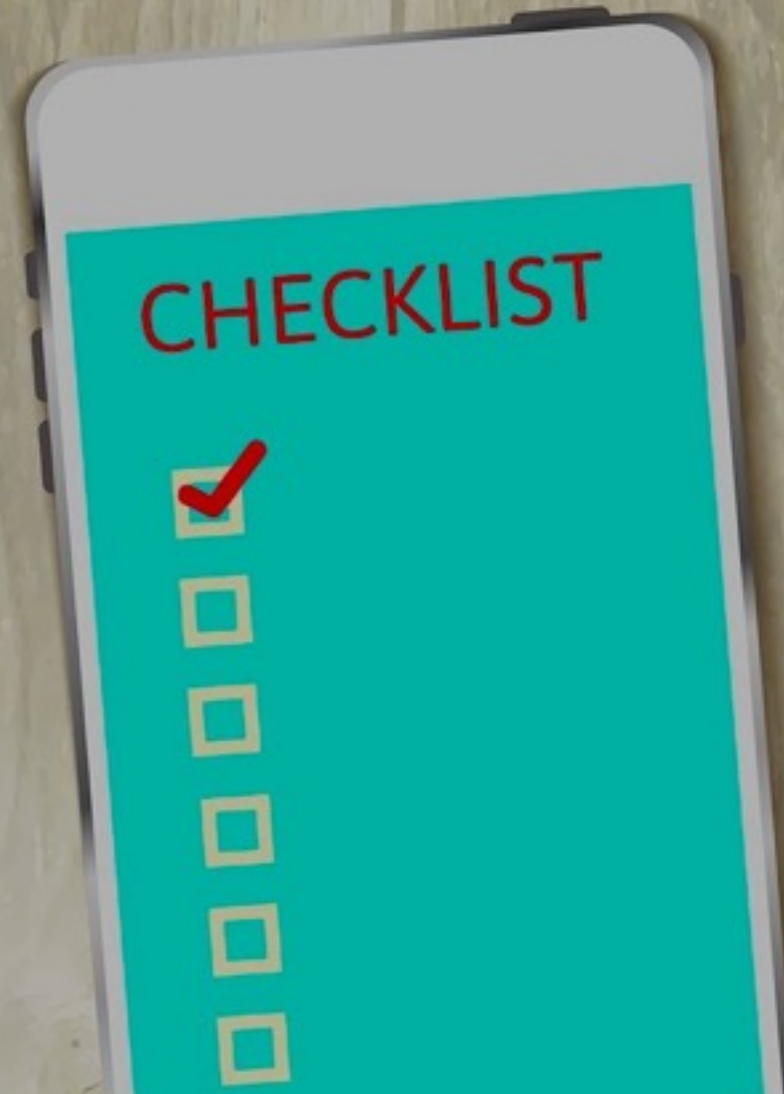
*for  
awesomeness!*

by  
John Haydon

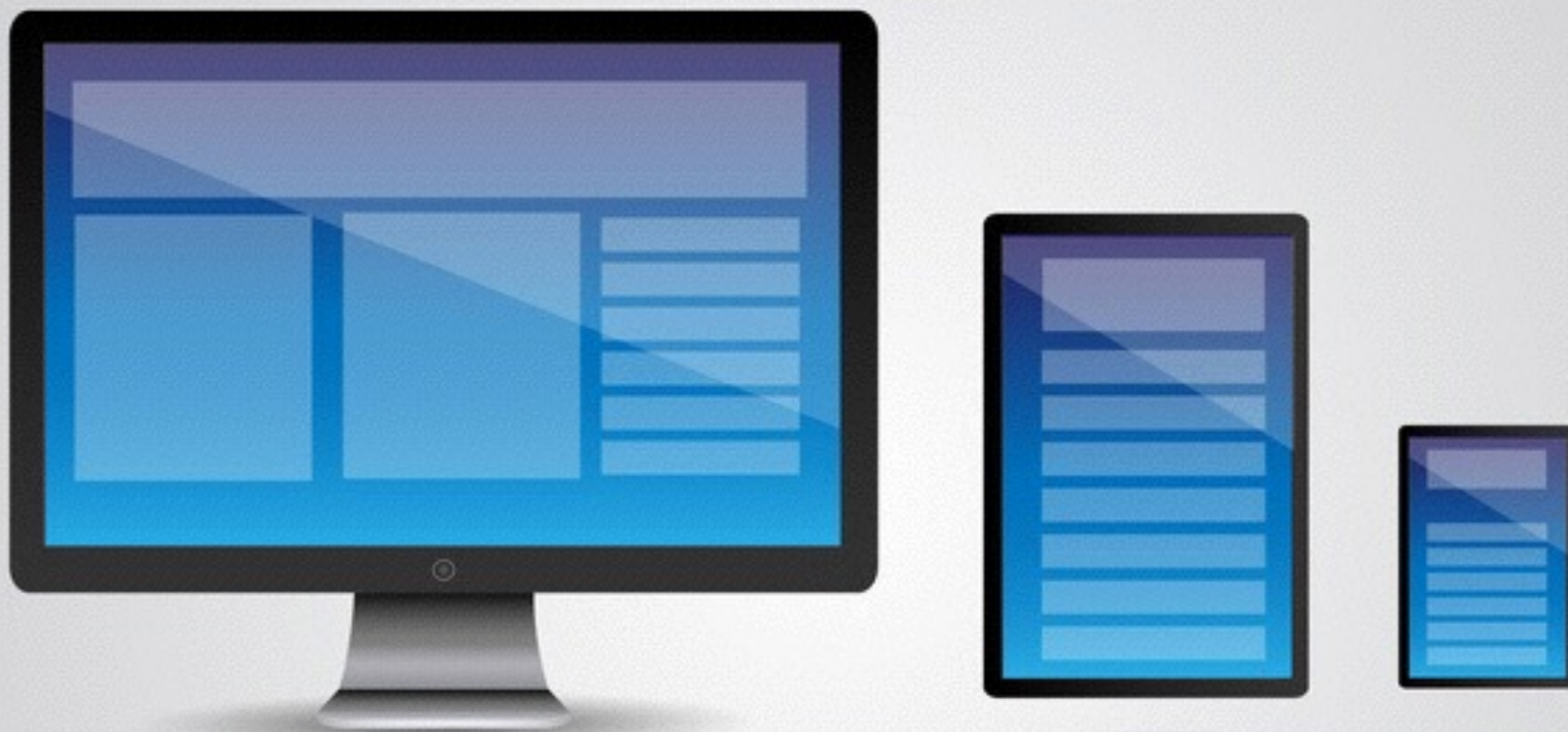
# Donation Page Checklist for Small Nonprofits

- Donation page is easy to view and use on smart phones
- A compelling story
- A clear call-to-action
- Story communicates urgency
- Images show the impact
- Our donation page has no jargon or big words
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# EXAMPLES



- Our donation page is mobile-friendly





- Our donation page features a compelling story



Log in

About

Get Involved

Blog

Past Drops

Partners

Total Given:  
**\$90,232**

Est. money and gifts

AS SEEN ON:



## Love Drop Year in Review

12 months. 12 cities. 12 families. \$90,000 given to those who not only needed it, but also deserved it. Together, we proved that micro-giving through social media really does work!

We had the privilege of representing this team all around the country for an entire year, and the experience was one we will never forget. It was truly an honor to work with all of you wonderful, giving people, and we'd like to thank you for making 2011 a life-changing year for ALL of us.

3.2k

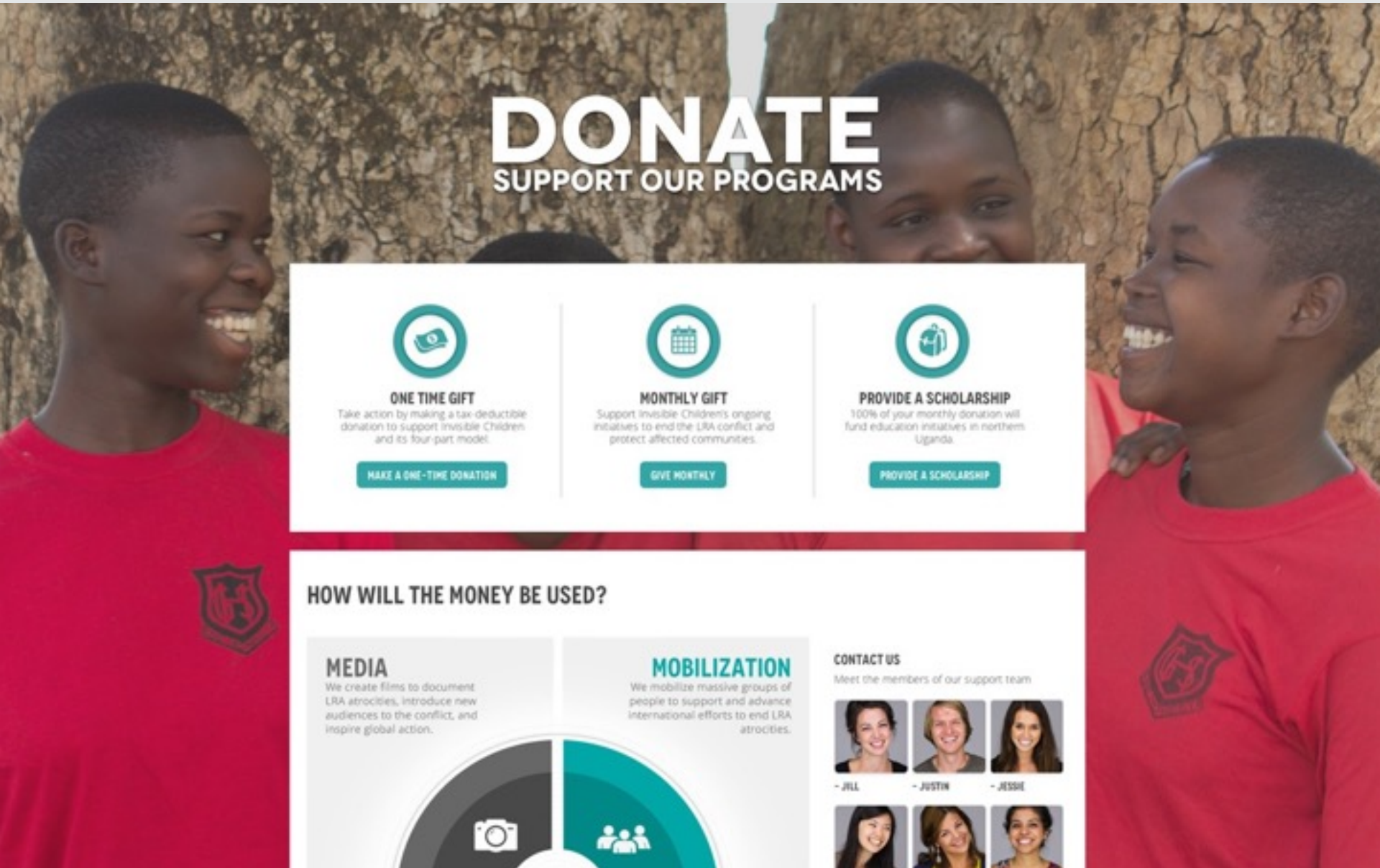
1,462

Share

Tweet

While this phase is over, we're always cooking up more ways to do good. To stay in the loop for future Love Drop plans, [sign up here](#). Thanks for being a part of it all, we'll see you again soon! :)

- Our donation page has a clear call-to-action



- Our donation page communicates a sense of urgency

## Donate Today To Support Clean Air

### \$1-for-\$1 Limited Time Match

We so appreciate any donation to Moms Clean Air Force, a special project of Environmental Defense Fund, dedicated to protecting our children from dangerous air pollution.

**Your tax-deductible gift will be matched \$1-for-\$1** to build a community of mothers and fathers across the country to support strong clean air standards for our kids.

With a donation of at least \$25, you may also choose to receive our official Moms' Clean Air Force t-shirt as a free gift. It's our way of saying thanks for your support, and your way to show off your commitment to fighting pollution with motherly love!

Protect our littlest citizens this season,  
and your gift will be matched.





- Images show the impact

**LIVESTRONG™**

**FOUNDATION**

[WE CAN HELP](#) [TAKE ACTION](#) [WHAT WE DO](#) [WHO WE ARE](#) **[DONATE](#)** [SHOP](#)



Tammy Darling  
CANCER SURVIVOR

# DONATE

LIVESTRONG survivorship programs and services help thousands of survivors. They depend on the generosity of supporters like you.

Thanks to you, we've raised millions to help those affected by cancer. And we won't stop there.



- Our donation page has no jargon or big words



**GIVE A LITTLE. HELP A LOT.  
GIRLS GET LESS THAN TWO CENTS OF A  
DEVELOPMENT AID DOLLAR. SHAKE THAT UP.**

- Makes use of arrows to direct attention

JOIN US IN ENDING  
EXTREME POVERTY

BECOME **ONE**



- Donation page is optimized for search

Ways To Donate | Donate to Brain Tumour Research | Brain ...  
[www.braintumourresearch.org/donate](http://www.braintumourresearch.org/donate) ▼

**Brain tumour research** is woefully under-funded – your support is desperately needed and is very much appreciated by those working on behalf of **brain tumour** ...

- Donation form includes only necessary fields

## Billing Information

---

\*First Name:

\*Last Name:

\*Street 1:

Street 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

Country:

\*Email Address:



- Donation form offers suggested donation amounts



Projects Gifts About Help Account



**A teacher spends \$40 every month on classroom essentials.**

Starting in February, I'll make a monthly gift of \$

select  
10  
15  
20  
25  
30

to ease that burden.

Count me in

- Donation page has no distracting sidebar



Sign In | Cart: 0 (\$0.00) | Español | Cambridge, MA (02138)

1 Select a Donation Cause > 2 Enter Donation Amount & Select Options > 3 Enter Payment Method & Finalize Donations

Home > Donate Funds

## Where the Need is Greatest [Change Cause](#)

[Show Cause Description](#)

**1** Enter an Amount:  
to Give & Impact Lives.

\$

\$10.00 is the minimum online donation.  
\*All donations are tax deductible.

**2** Multiply Your Impact:  
*optional*

**Make this a Monthly Donation.**

**Make this Donation**



- Donation page has no competing CTAs

## Sponsor a Dog Today!...

Here's how **YOU** can help the dogs and cats that cannot be adopted or support those awaiting new homes. Many of our animals have special needs and your sponsorship will enable us to keep our promise to all the animals in our care of **always providing a safe place to live and the necessary medical care they need and deserve.**


**The most effective way you make a difference in the lives of these dogs is by sponsoring one.** You can eliminate one or more animal's pain and suffering today by sponsoring a dog for less than 70 cents or 0.55 Euro a day.

**To see all the beautiful dogs available for sponsorship please visit our website gallery by clicking here:**

[Sponsor A Soi Dog Today!](#)

- Donation button is a contrasting color

**LIVESTRONG<sup>™</sup>**  
**FOUNDATION**




Help us provide support to cancer patients today.

\$25    \$50    \$100    \$500    \$1000    Other

Make this donation in honor or memory of someone?

Donate Now Using:

Credit Card >     PayPal >

Make this a monthly gift. ?



- Donation page includes phone number



# Helping St. Jude is easy.

## Donation Amount

\$25  \$50  \$100  \$250  \$500  Other

- Make this my monthly donation.  
*We will automatically receive your gift each month.*
- Dedicate my donation.  
*Honor someone special or memorialize someone who has passed with your gift. Then send a special notification card electronically or by mail via our form on the next page.*

[Contact Us](#)

[Español](#)

[Donate By Mail](#)

**Donate By Phone: 800-805-5856**

## Payment Method

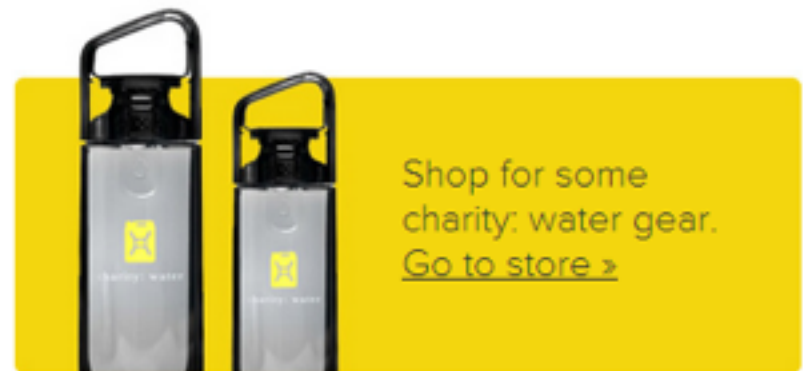
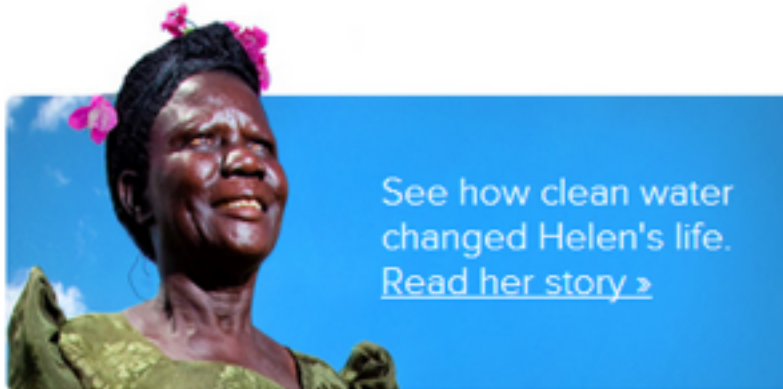
     Check

- New donors are redirected to a Thank You page

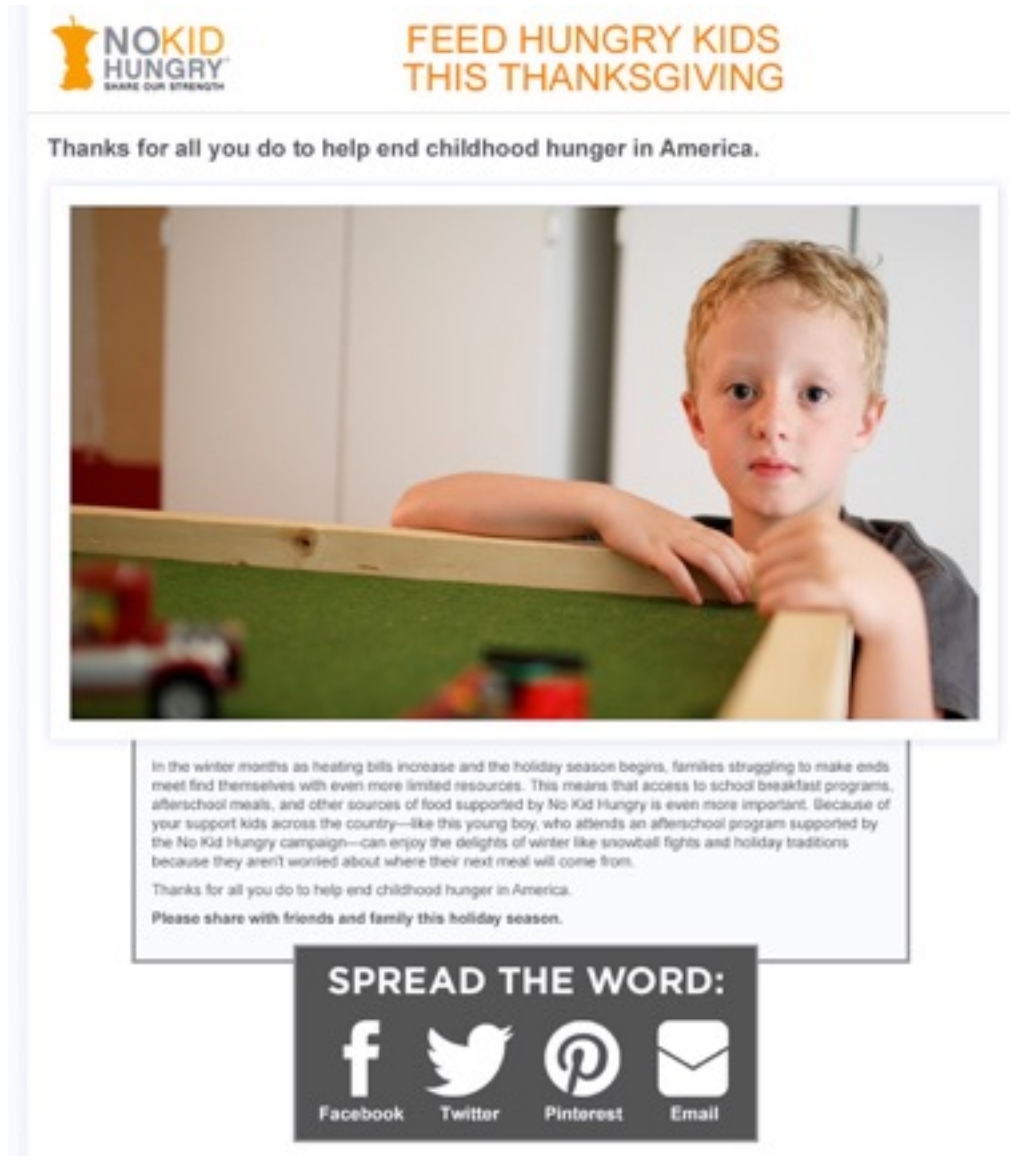


**Thanks Heather!**

Your donation of \$25.00 has been processed.  
100% of your money will fund clean water projects for people in need.




- Thank you page includes social sharing.



**NOKID HUNGRY**  
SHARE OUR STRENGTH

**FEED HUNGRY KIDS  
THIS THANKSGIVING**

Thanks for all you do to help end childhood hunger in America.







In the winter months as heating bills increase and the holiday season begins, families struggling to make ends meet find themselves with even more limited resources. This means that access to school breakfast programs, afterschool meals, and other sources of food supported by No Kid Hungry is even more important. Because of your support kids across the country—like this young boy, who attends an afterschool program supported by the No Kid Hungry campaign—can enjoy the delights of winter like snowball fights and holiday traditions because they aren't worried about where their next meal will come from.

Thanks for all you do to help end childhood hunger in America.

Please share with friends and family this holiday season.

**SPREAD THE WORD:**

Facebook   Twitter   Pinterest   Email

- Thank you page is being tracked in Google Analytics

# Google Analytics

Anywhere. Anytime.



- New donors immediately receive a thank you email



Thank you,

Dear Adam,

Thank you for your gift of \$100 to our organization. The advancements we have made can be attributed in many ways to people like you who have generously supported our mission. We are grateful for your generosity and hope that you will take great pride in the important difference that your gift makes.

**Make Your Donation Go Twice as Far:**

Did you know that many companies match donations made by their employees to our organization?

[Click here to see if your company will match your donation and to access the appropriate forms, guidelines, and instructions.](#)

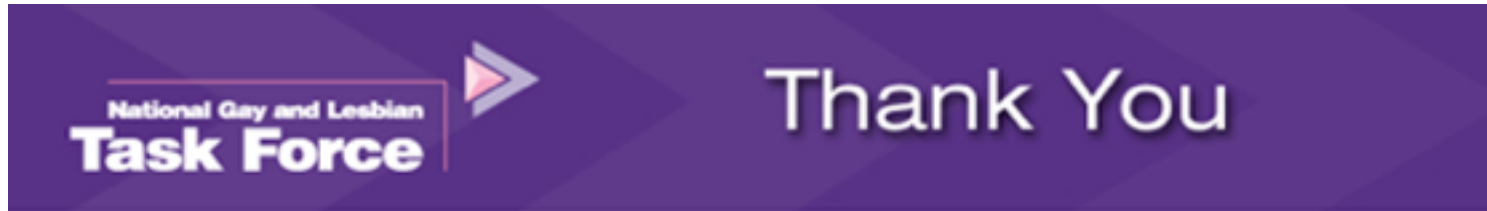
**DOUBLE YOUR DONATION**



**Will Your Company  
Match Your Donation?**

**Find out instantly!** 

- Email asks new donors to share campaign on social



Dear Heather,

On behalf of all us at the Task Force, thank you so much for your donation. Every dollar will help us continue our fight toward full equality on the streets, at work and in every aspect of our lives.

To stay updated on the latest news and actions from the Task Force, be sure to:

- Keep up with what's happening by making regular visits to the [Task Force Web site](#).
- Keep in touch with the Task Force on [Facebook](#).
- Follow the Task Force on [Twitter](#).

Thanks again for your generous support — it's what enables us to continue to take action, build power and create change!



Sincerely,

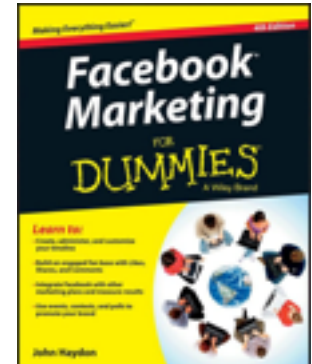
A handwritten signature in black ink, which appears to be "Rea Carey".

Rea Carey, Executive Director  
National Gay and Lesbian Task Force

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# About John Haydon



**Consultant, Trainer, Coach** - Helping nonprofits get more from their digital marketing and online fundraising. Consultancy based in Cambridge, MA.

**Instructor** at Marketing Profs University, regular contributor at Social Media Examiner

**Author:** Facebook Marketing for Dummies, Facebook Marketing All-In-One

**Speaker:** The Nonprofit Technology Conference, Social Media 4 Nonprofits, Blackbaud's BBCon, New Media Expo, AFP New Jersey, TechSoup, GrantSpace, Chronicle of Philanthropy, NetworkForGood and various local Chamber of Commerce.

**Clients include:** Habitat for Humanity, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Boston Medical Center, Community TechKnowledge, Scholastic, TechSoup, WaterAid America, University of Massachusetts, Community Music Center of Boston, National Wildlife Federation, Razoo Foundation.