

20 WAYS TO INCREASE

YOUR WEBSITE DONATIONS



STIMULATING SUCCESS

Your nonprofits donation page is the most important place on your website for donors. It is the primary place where a potential donor comes to consider giving. Your donation page helps your organization be stronger and allows opportunity for growth. Without donations it is hard for an organization to be able to sustain itself and create an impact. *Please read our proven list of 20 ways to increase your website donations.*

1. MAKING IT EASY TO DONATE:

Statistically, it is known that people are happier when they donate money to a cause that they find important. You want to make sure that when a donor supports your organization, the whole experience is one that creates ease for them.

2. ADD A DONATION POP-UP TO YOUR MAIN PAGE

Donors would like to see ways that they can take immediate action. As your website home page is what donors often see first, you should add a pop-up on the page so that donors can feel compelled to invest in your organization.

3. PROVIDE THE OPTION FOR DONORS TO PAY CREDIT CARD PROCESSING FEES:

As a best practice, require that donors opt-in to pay the fee. You can use the following language as an example to guide this request: *I want to help [your organization's name] mission even more by covering the processing fees and other costs associated with my donation.*

4. GIVE THE OPPORTUNITY FOR YOUR DONORS TO MAIL IN DONATIONS:

It is important to have information on your website on how donors can mail in their donations. For some supporters, it is easier to mail in donations and you need to make sure that your organization provides donors with different ways that they can support your mission.

5. EXCEPT ESTATE/ LEGACY GIFTS:

When donors have a relationship with an organization, they generally would like to make a lasting impact. Planned gifts are easy to make and represent a present-day commitment to the long-term future. Make sure that your donors know that this is an option for them.

6. EXCEPT ELECTRONIC FUNDS TRANSFER:

For some donors, this might be the best donation option for them. Make sure to include different options that will allow your organization to reach fundraising goals.

7. ALLOWS DONORS TO DONATE MARKETABLE SECURITIES:

For some donors, it is important to donate in a way that they feel comfortable. Marketable securities are not as common, but it does guarantee that your organization will be able to reach a wider audience of donors.

8. EXCEPT DONOR ADVISED FUNDS:

For those donors that want to feel more included or part of the process, this is a great way that they can contribute to your organization. It is important to include options that allow donors to feel part of the organization.

9. MATCHING GIFTS:

Matching gifts can double, and sometimes triple, the impact of a donor's gift. Many employers sponsor matching gift programs and will match charitable contributions.

10. ASK FOR A RECURRING GIFT:

There is nothing wrong with asking supporters for a recurring gift. As an organization, you have to make sure that you build relationships with donors and develop loyalty. Loyal donors help the sustainability of the organization.

11. OPTIMIZE FOR MOBILE DEVICES:

Most people utilize their mobile devices for everything including their banking. Make sure that your website and donation portal is mobile device friendly to allow more people to donate to your mission.

12. ONBOARD YOUR ORGANIZATION TO SOCIAL MEDIA GIVING TOOLS:

This opportunity allows your organization to reach more supporters and have more engagement. Your organization should be able to impact more people and reach fundraising goals.

13. LIST NOTABLE GIVING DAYS:

It is important to have and participate in notable giving days since donors are more inclined to donate to organizations that represent their values. On these days (your organization founder's day, special annual occasion, etc.) organizations have more presence and are able to reach a greater audience.

14. USE POWERFUL IMAGERY:

One of the most important things when it comes to fundraising is that supporters truly understand the importance of your mission and the impact that your organization is making. Make sure that you are describing the work of your organization in detail and with examples that allow supporters to understand the importance of donating to your organization.

15. DESCRIBE THE IMPACT OF YOUR ORGANIZATION:

People want to make a difference and when they know that the organization they support is constantly working on creating change they tend to donate more to support their cause.

16. TIE GIVING LEVELS TO YOUR MISSION:

Adding giving levels to your mission incentivizes donors to donate and gives them instant gratification because they know that their donation is making a difference.

17. GIVE THE OPTION FOR DONORS TO CHOOSE WHAT THEIR DONATION SHOULD SUPPORT:

Allowing supporters to have an option makes them feel more part of your community and allows them to know that their opinion and values matters because they can directly donate to what is most important to them.

18. ALLOWS DONORS TO HONOR SOMEONE SPECIAL:

You want to make sure that as you work on your mission, you give space for supporters to honor those who support your same values, that helps create community.

19. PERSONALIZE THE DONOR EXPERIENCE:

When people donate to your organization, you want to acknowledge that their donation is important. Personalizing the donor experience allows you to build a relationship with the donor.

20. OPTIMIZE YOUR THANK YOU PAGE:

There is not a better way to build relationships and create loyalty than making sure that the donor knows how appreciative you are for their donation. This makes the donor feel part of the organization and lets them know that their donation makes a difference.

Now that you have gone through our proven list of 20 ways to increase your website donations, it's time for you to create a plan to ensure that your organization maximizes every opportunity to raise donations.

If you believe your nonprofit organization or institution could benefit from a fresh, experienced and objective set of eyes, Stimulating Success is your partner for transformative change.

We would be pleased to meet with you at your convenience to discuss your organizational goals.

SCHEDULE A CALL WITH US TODAY!

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