

Checklist

for donation pages

**non
profit
.top**

Checklist for donation pages

ESSENTIAL

Review and improve your loading speed	<input type="checkbox"/>
Improve the usability of the donation form	<input type="checkbox"/>
Optimize the mobile page	<input type="checkbox"/>
Include donation buttons or forms on crucial pages	<input type="checkbox"/>
Include powerful images on the donation page	<input type="checkbox"/>
Include powerful data on the donation page	<input type="checkbox"/>
Include data to gain donors trust	<input type="checkbox"/>
Enhance recurring donations	<input type="checkbox"/>
Optimize the donation confirmation page	<input type="checkbox"/>

RECOMMENDED

Present your organization first	<input type="checkbox"/>
Give more contact options for questions and donations	<input type="checkbox"/>
Donation button always visible	<input type="checkbox"/>
Show several donation buttons on the home page	<input type="checkbox"/>
Ask donors for opinions/suggestions	<input type="checkbox"/>
Remove distractions on the donations page	<input type="checkbox"/>
Respect your organization's branding on the donation page	<input type="checkbox"/>
Show answers to frequently asked questions (FAQ)	<input type="checkbox"/>

OTHER IDEAS

Test different texts/approaches	
1-page donation page vs. several pages/steps	
Capture emails before asking for a donation	
Incite a feeling of guilt	
Try more or less text	
Show other options to collaborate (or not)	
Test urgency	
Offer more payment options	
Show forms instead of donate buttons	
Show the most recent donations	
Show exit popups	
Show initial popups	
Show donation widgets	
Put a donation form on the home page	
Try with different buttons	
Try different default amounts of donations	
Offer user accounts	
Use website personalization tools	
Try showing other options to help on the donation page	
Boost large donations	
Show specific projects or beneficiaries	
Show the impact of different amounts	
Offer gifts for donation	
Give an honorary title or exclusive benefits depending on the amount donated	