

Donation Landing Pages

Best Practice Guidelines





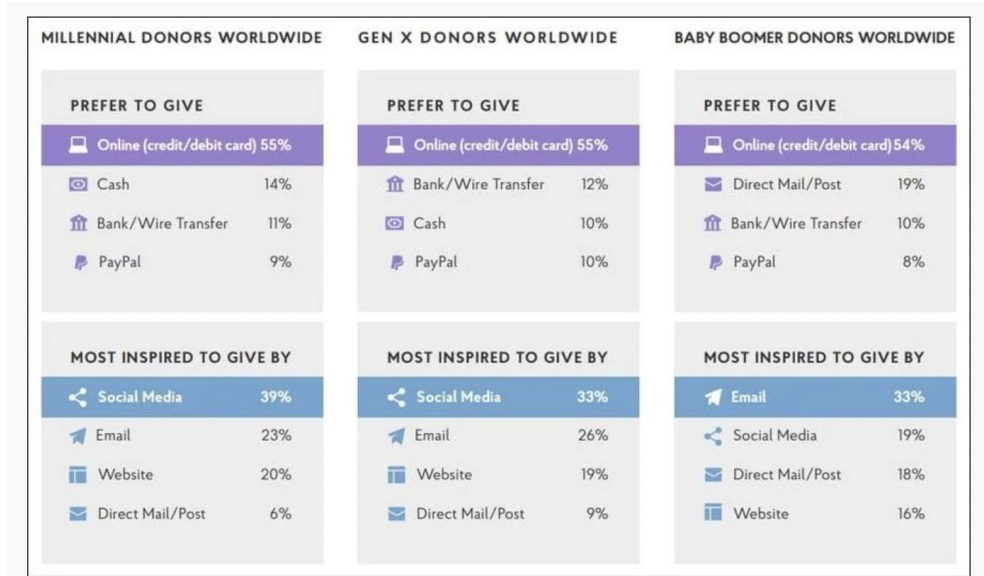
Overview

You want your donation landing page to inspire your donors to give and to give a lot. What inspires a donor to give? Understanding why they should give and what their money will support. This is one of the reasons we offer you the option of having multiple, campaign specific pages - that message may vary by need and you want the messaging and imagery to cater to that need.

Keep your page brand consistent. Your donors recognize your brand and it creates a sense of safety when entering their information in your donation form. This means using your hex colors, fonts, logo, and imagery that aligns with what they will see on your general website, emails, etc.

Online giving grew by 12.1% in 2021, according to our partners at Double the Donation. All of Humanitru’s pages are mobile friendly so that you never have to worry about the donor experience on mobile. Check out this graph that highlights generational differences in giving and shows that all generations prefer to give online.

And lastly, don’t forget to keep it simple. You want to provide your donors with an easy experience when giving you money. This means getting your “why” across in a concise way, making the donate button easy to find, making your page feel safe, not requiring a donor to login to make a gift, and keeping your required fields minimal. Anything that may frustrate a donor creates an opportunity for them to give up and leave your page without completing their donation.



[Source: 2018 Global Trends in Giving Report]

Getting Your “Why” Across

Cover Image

Research suggests using only one photo at the very top of your page. Some call this a “hero image”, whose purpose is to inspire your donors to give. Pick an image that shows what your mission supports in a way that inspires, gives hope, or evokes feelings of generosity.

With Humanitru, you can also add a video in lieu of a cover image.





An example of an effective cover/hero image on a landing page created with Humanitru.

Logo

A logo should also show up at the top of your page to keep brand consistency. RKD Group, a leading fundraising and marketing group, says “keeping the guidelines of your brand throughout the form make the page seem valid and up-to-date”. This is exactly why Humanitru lets you customize your page with your exact hex colors and font.

Header Text

Keep it simple but strong. The goal of the top half of your page is to tell your donors why they should give and what their money will support.

Supporting Text

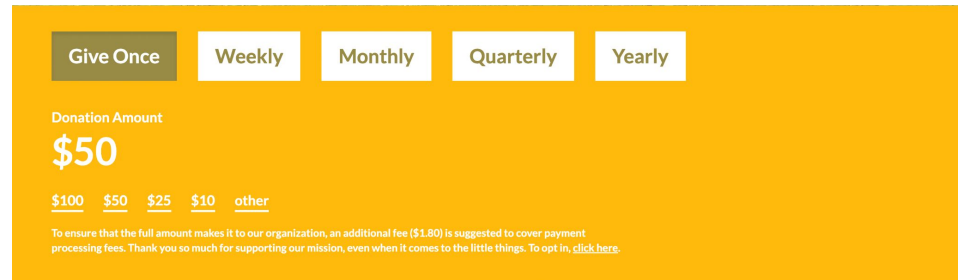
This is a great place to dive deeper (but we still recommend keeping it short) on why donors should support your mission and what their money will be used for.

The Psychology of a Gift

Giving Frequency Options

With Humanitru, you have the following gift frequency options:

- Give Once
- Weekly
- Monthly
- Quarterly
- Yearly



The screenshot shows a donation form with a yellow background. At the top, there are five buttons for frequency: "Give Once" (highlighted in dark grey), "Weekly", "Monthly", "Quarterly", and "Yearly". Below these is the "Donation Amount" section, which displays "\$50" in large text. Underneath the amount are five links: "\$100", "\$50", "\$25", "\$10", and "other". At the bottom of the form, there is a small disclaimer: "To ensure that the full amount makes it to our organization, an additional fee (\$1.80) is suggested to cover payment processing fees. Thank you so much for supporting our mission, even when it comes to the little things. To opt in, [click here](#)."

We recommend having all of these options on your page, however you can have any combination of the above options or choose to only have one option on your page.

When considering giving frequency options, it is important to note that monthly giving increased by 24% in 2021 and that recurring donors give an average of 43% more per year than one-time donors. Humanitru's automation features also make it easy to retain these donors - see our "The importance of saying thank you" section to learn more about these features.

Suggested Giving Amounts

With Humanitru, you have the ability to list specific suggested giving amounts on your page. There is, however, some strategy you should consider when choosing what amounts show up on your page.

Some experts recommend offering 3 options while others say up to 5 is appropriate. The consensus is clear, however, on always offering an "other" option.

According to our partners at Double the Donation, the average one-time gift across all nonprofit sectors is \$125 and the average monthly gift is \$25. Not sure what your average one-time gift is? Use your Humanitru Alpine database to find out ([here's a video how](#)). We recommend taking your average donation and making your suggested giving amounts slightly higher.

Payment Processing Opt In/Out

By setting your page to opt the donor into covering transaction fees by default, the donor is more likely to donate the extra amount, ensuring you get 100% of their intended donation. They are, of course, always given the option to opt out.

Alternatively, you can have your page default to the donor not covering the fees with the option to opt in. The number of donors that cover the fee when the page is set up this way is substantially less.

Progress Bars

One way to motivate a donor is to let them know they're helping you reach a goal. You can add a progress bar to your donation landing page that shows your goal and how close, in real time, you are to reaching that goal. Progress bars are great for creating a sense of urgency around a particular campaign. Don't worry, you can always change the goal mid-campaign! Contact your Customer Success Representative to get a progress bar added to your page.

Make Giving Easy

Once a donor clicks the “Donate” button on your page, you have many options to customize the form they will see. Some customizations have consequences, however.

Read about all of your options below.



Donation Form Options

(None of the below options are required and can be added to or removed from any form)

- **Company Name** and **Recognition Name** can be really nice when, for example, a sponsor is making their gift online and would like the recognition name to be the company and not their personal name tied to the credit card. Recognition name does auto populate itself when the Full Name field is filled out so that if the Full Name and Recognition Name are the same, which is the most common scenario, the donor does not need to do anything.
- **Anonymous Giving** is made simple with a check box. Unsure how to track anonymous giving? Check out this [video](#) for how information shows up in your database.

The screenshot shows a mobile-optimized donation form for the CAT RESCUE CLUB. At the top, there is a logo and a close button. The form fields include: Full Name (required), Email for Receipt (required), Company Name (with a note: "Enter your company to see any eligible matching gift programs"), Recognition Name (with a note: "To give anonymously, please leave the above field blank"), a checkbox for "Make this anonymous?", Address Line 1 and 2, City, State (dropdown), and ZIP. Below these is a text area for "Any particular notes you'd like to add?". There are checkboxes for "Apply to pledge" and "In Honor" / "In Memory" radio buttons. Payment options are "Credit Card" (selected) and "Bank Transfer". Below payment are fields for Card Number, Exp. (expiration date), and CVV. At the bottom, there is a checkbox for "I'm not a robot" with a CAPTCHA logo, and a large "Donate \$50" button.

- **Questionnaires** can be completely customized - you can use the form to ask check box questions like “What about our mission interests you? Scholarship Support, School Supplies Drive, Volunteering in Schools” or open ended questions like “How did you hear about us?”. Again, we want to reiterate that it is best practice to only ask for contact and payment information on your donation forms. If you do feel that you must ask questions, we recommend keeping them concise, as few questions as possible, and optional.
- **Apply to Pledge** is a simple way for a donor to indicate they are making a pledge payment online. You will have to reconcile the pledge payment on the back end of your database, but this will at least give you a nudge that the donor intends for their online gift to go toward their pledge balance.

The image shows a mobile-optimized donation form for the CAT RESCUE CLUB. The form is titled "CAT RESCUE CLUB" and includes a close button (X) in the top right corner. The form fields are as follows:

- Full Name**: A text input field with a person icon.
- Email for Receipt**: A text input field with an envelope icon.
- Company Name**: A text input field with a grid icon. Below the field is the text: "Enter your company to see any eligible matching gift programs".
- Recognition Name**: A text input field with a heart icon. Below the field is the text: "To give anonymously, please leave the above field blank".
- Make this anonymous?**: A checkbox with a question mark icon.
- Address Line 1**: A text input field with a house icon.
- Address Line 2**: A text input field.
- City**: A text input field.
- State**: A dropdown menu with a downward arrow.
- ZIP**: A text input field.
- Any particular notes you'd like to add?**: A text input field with a notepad icon.
- Apply to pledge**: A checkbox with a checkmark icon.
- In Honor** and **In Memory**: Two radio button options with ribbon icons.
- Payment Method**: Two buttons: "Credit Card" (selected) and "Bank Transfer".
- Card Number**: A text input field with a card icon.
- Exp.** and **CVV**: Two text input fields with a calendar icon and a lock icon, respectively.
- I'm not a robot**: A checkbox with a robot icon and the text "I'm not a robot". To the right is the reCAPTCHA logo and text: "reCAPTCHA Privacy - Terms".
- Donate \$50**: A large green button at the bottom.

- **Tributes** offer a way for donors to give in honor or memory of someone. Inside Charity notes that tributes are a great way to help donors connect with your cause. We have also seen an uptick in things like couples asking for donations in lieu of wedding gifts and funds set up for loved ones who have passed.
- **ACH** is only available from certain payment processors and not all of our processors allow for this option. Reach out to your Customer Success Representative if you're not sure if your processor offers ACH. The fees for making a donation through ACH are lower than those from a credit card, which is an attractive option for some donors.
- **reCAPTCHA** is a safety measure that your donors have likely seen before. They'll be happy to know that you are serious about preventing fraud. Reach more about reCAPTCHA [here](#).

CAT RESCUE CLUB

Full Name

Email for Receipt

Company Name
Enter your company to see any eligible matching gift programs

Recognition Name
To give anonymously, please leave the above field blank

Make this anonymous?

Address Line 1

Address Line 2

City

State

ZIP

Any particular notes you'd like to add?

Apply to pledge

In Honor In Memory

Credit Card Bank Transfer

Card Number

Exp. CVV

I'm not a robot

reCAPTCHA

Donate \$50

Questionnaires

You can ask any type of question you would like on your form with the option for the answers to be check boxes or open ended. Research suggests, however, that donors find long forms daunting and are likely to leave your form before completing their donation should they encounter one requesting a lot of information. Most best practice guides recommend only asking for contact and payment information.

If you really want to ask other questions, make sure they are optional and keep them to a minimum.



Double the Donation Integration

[Double the Donation](#) is a matching gift tool and a Humanitru Integration Partner. Check with your Customer Success Representative to see if a Double the Donation integration is included in your pricing - if it's not, you can add it onto your contract. Below are some compelling reasons to add a matching gift tool to your Humanitru donation landing page:

- Roughly \$2 - \$3 billion is donated through matching gift programs annually
- An estimated \$6 - \$10 billion in matching gift funds goes unclaimed every year
- More than 26 million individuals work for companies with matching gift programs
- 1 in 3 donors say they'd give a larger gift if they knew it would be matched and doubled



Keep Your Donors Donating!


Email Receipting

We all know how important it is to retain donors but you may not know that the lapsed donor rate is higher for those donors who make their first gift online. 31% of offline-only first-time donors are retained for over a year, versus 25% of online-only first-time donors.

The first step to retaining donors is thanking them for their gift. With Humanitru, an email is automatically sent out when an online gift is made. The email includes some best practice guidelines like the donor's name and the amount and date of their gift. The email sender will be you and the receipt will include your colors and logo for brand consistency and to help the donor feel secure that they gave money to the right organization. On the next page you can see an example of what the receipt will look like in the donors inbox as well as what it looks like when they open it.

Double the Donation

TEST John Doe—thank you for your donation! - Thank you for your donation! one-time \$25 on May 17, 2022



CAT RESCUE CLUB

Thank you for your donation!

ONE-TIME

\$25

on May 17, 2022 10:15 AM

Your donation makes a difference!

Transaction ID: -1
Please refer the above transaction ID if you have any inquiries or questions

While these best practices are automated with our system, you should include a customized message to your donors. That message should include how their donation will be used, links to additional information about your organization, and contact details if they have a question about your organization or their gift. Bonus, you can also include tax deduction verbiage to satisfy IRS requirements. Not sure what the IRS requirements are? Check out [this article](#) from their website.

When it comes to recurring donations, Humanitru makes it easy for donors to keep giving. Fifteen days before the one-year anniversary of a recurring gift, they will receive an automated email letting them know their gift will continue to occur in 14 days with the option for them to cancel their gift with a single click (this button is muted so as to not encourage donors to cancel their gift). There's no need for them to restart their gift, login, or deal with a forgotten password. It's a win-win to save you time and provide the donor with a great experience!

You can customize the message that donors receive in this recurring gift reminder email, and we highly recommend doing so.

There is some additional functionality in Humanitru's Alpine to be able to see the frequency of recurring donations, when a donor has canceled a gift, when a recurring charge did not go through and the reason it didn't, and set up notifications for yourself or other staff members. Not sure where to see this information? Check out [this short video](#). Humanitru's ability to automatically map information from your donation landing page back to your database is one of the great values we offer our customers. We can build a custom script for almost anything. For example, anyone who enters the phrase "emergency" into the notes field of their donation can automatically have an "Emergency Fund" campaign attached to it. The possibilities are endless to save you time and organize your data - reach out to your Customer Success Representative to have a custom script set up!

QR Codes

Each Humanitru page comes with a QR code that supporters can scan with their cell phone. It will take them directly to your customized landing page. We highly recommend putting QR codes on all printed collateral and mailers to give donors the option to give online without having to type in a daunting link. Again, it's all about the donor experience and making it easy for them to support your mission.

iFrame Options

Humanitru's donation landing pages live on a Humanitru URL requiring you to add a donation button to your website that leads the donor to the Humanitru page when they click it. While the look, feel, and even web address of the page will seemingly belong to you, some organizations prefer for their donation page to live directly on their website. Humanitru makes this possible with an iframe. An iframe allows you to create a "window" inside a webpage, and put another website inside of that window.

There are some drawbacks to using iframes. When using an iframe, you will need to maintain your own donation page (something like nonprofit.org/donate) and style it through a website builder like Squarespace or Wordpress. Within the donation page you create on your website, you will then need to create an iframe in which you put your Humanitru donation landing page link. Once you create an iframe, there are some aspects of support that Humanitru will no longer have control over, particularly when it comes to things like how the page will look on mobile.

Our Resources:

[Double the Donation Nonprofit Fundraising Statistic](#)

[M + R Benchmark Report](#)

[RKD Group Donation Form Best Practices](#)

[Inside Charity The Anatomy of a Great Donation Page](#)

[NTEN How to Have a Killer Online Donation Page](#)

