

10 Practices to Help Increase Non-Profit Donations



1) Go Mobile

Do you have a mobile fundraising strategy? In 2016, 17% of online transactions were made using a mobile device. This was a 21% year-over-year increase and represents a continuing shift by donors to consumer-oriented engagement channels.

If you're using a website analytics tool like Google Analytics, jump in there to see how much of your web traffic is coming from mobile users.

2) Grab People's Attention

You probably spend a lot of time driving people to your website and reaching out via snail mail, but visits and postage don't equal dollars!

- *Once you have someone's attention, it's important that you draw their attention to your "donate now" button or your call to action. Don't be afraid to make your fundraising ask the most important element of your message.*
- *Make sure you let people know exactly how their donation will be used.*
- *Use strong imagery that supports your reason for giving.*

- *The color of your call to action stands out on the page.*
- *Give the option to make your donation a recurring gift.*

3) Make Sure You're Branded

Building your brand is tough.

It takes hard work, strategic thinking, time and persistence- and not to mention, money, but it also builds trust and recognition.

Make sure you include your name, logo, compelling imagery, typography, and copy that align with your brand standards.

Doing this helps potential donors feel secure and understand that they are in the right place. A branded page builds trust, confidence and increases the likely hood that a person visiting your donation form will complete their transaction.

4) Use Compelling Imagery

People are visual beings. We like to “see” what we buy. That’s why online stores use lots of product images and why brick and mortor stores will never die.

5) Keep it Simple

Most marketing materials and websites have a lot going on. We understand you have a lot to say and you want the best “bang for your buck,” but over complicating things will undermine your message.

Helpful things to keep it simple:

- *Revised the top navigation on your website to be simpler.*
- *Eliminate any unnecessary copy or images that don't directly pertain to your message or call to action.*
- *For donation pages on websites, eliminate your side bars.*
- *Simplify design and color schemes.*
- *Hire a professional designer to help you streamline your website and marketing materials.*
- *People don't like to give away too much information or spend a lot of time filling out long forms. Be sensitive to this and make sure to limit your donation form to only the fields you need.*

7) Use Giving Levels

Research has shown that suggesting giving amounts leads to improved donation form performance by increasing average online gift size.

It's a simple concept, really. Instead of asking people to type in the amount they want to give, suggest a handful of amounts. The goal is to get people to give larger amounts than they would if left to make their own, unaided decision.

8) Encourage People to Give Monthly

Getting a one-time gift is great, especially if that gift is a big one. But receiving a monthly recurring gift, even if for a smaller original amount, is so much better!

By getting a new donor to give monthly you've done a few things:

- Grown long-term online fundraising performance.
- Increased monthly revenue predictability.
- Improved the odds that you'll retain that donor over a longer period of time.
- Make sure you offer a simple way for donors to opt-in to monthly giving.

9) Give People a Way to Stay in Touch

This one is simple.

If a person gets to your online donation form, pulls out their credit card and decides to give you money, it's likely they'd be open to hearing from you again.

It might also be the last real opportunity you have in which the person is this eager to interact with your nonprofit.

Take advantage of this opportunity you have to build your email house file by making it easy for people to opt-in or give you their email when they donate.

10) Add Social Proof

Essentially, social proof is the demonstration that others have gone before you and done it. They've purchased that book, tweeted that page or shared that photo on Facebook.

In the context of fundraising, social proof is showing potential donors that others have supported the cause and that money has been raised.

Hopefully the 10 tips above have given you some new ideas and/or sparked thoughts on how you can improve your fundraising program!