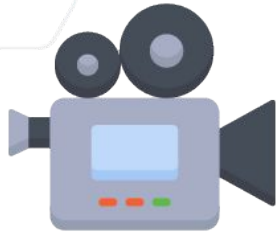


Best Practices to Optimize Your Donation Form to Raise More



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion. We'll answer all questions in a Q&A portion at the end of the presentation.



+ Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!

Meet the Speaker



Tiara Stephan, Product Marketing Coordinator

+ With Qgiv for 2 ½ years!

- + I love researching fundraising best practices and helping nonprofits level up their fundraising game.
- + You can often find me at a concert, watching movies, playing trivia, or hanging out with my 2 dogs!

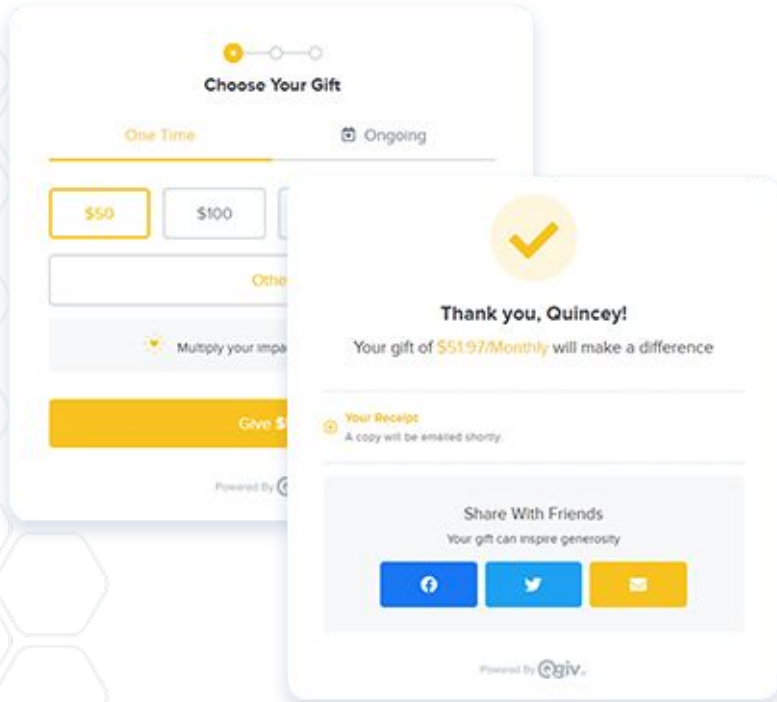


Why Focus on Building Great Forms?



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Why focus on form design?



-3.4%

decrease in overall donors YoY in 2023

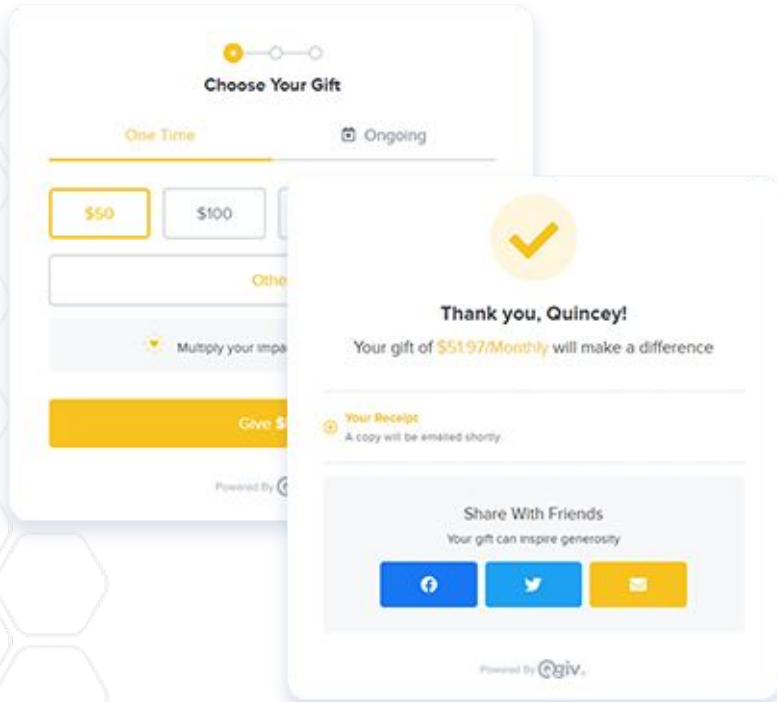


-2.5%

decrease in donor retention YoY in 2023

It's more important than ever to focus on good donation form design.

Why focus on form design?



1%

increase in donor retention for Qgiv clients



5%

increase in annual donation volume for Qgiv clients

Good form design can help you appeal to dedicated donors and convince potential donors.



+ Good form design will:



Build trust



Reduce anxiety



Remove friction





+

Let's get to it!

We'll cover how to build an outstanding donation form from top to bottom, including:

- + What design elements to include if you want to encourage donations
- + The best donation form layout and why it works
- + Tips and tricks for getting bigger gifts and more recurring donations
- + Strategies for reassuring nervous donors, showing impact, and more



+



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Add Your Story to Your Form



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Add your story to your form

It's a powerful way to keep donors' attention. Why?



Humans are hardwired to **pay attention to visual cues!**

We want to make a **tangible difference**—that's why donors give!

People give to people, not organizations—we want to know **who we're supporting.**



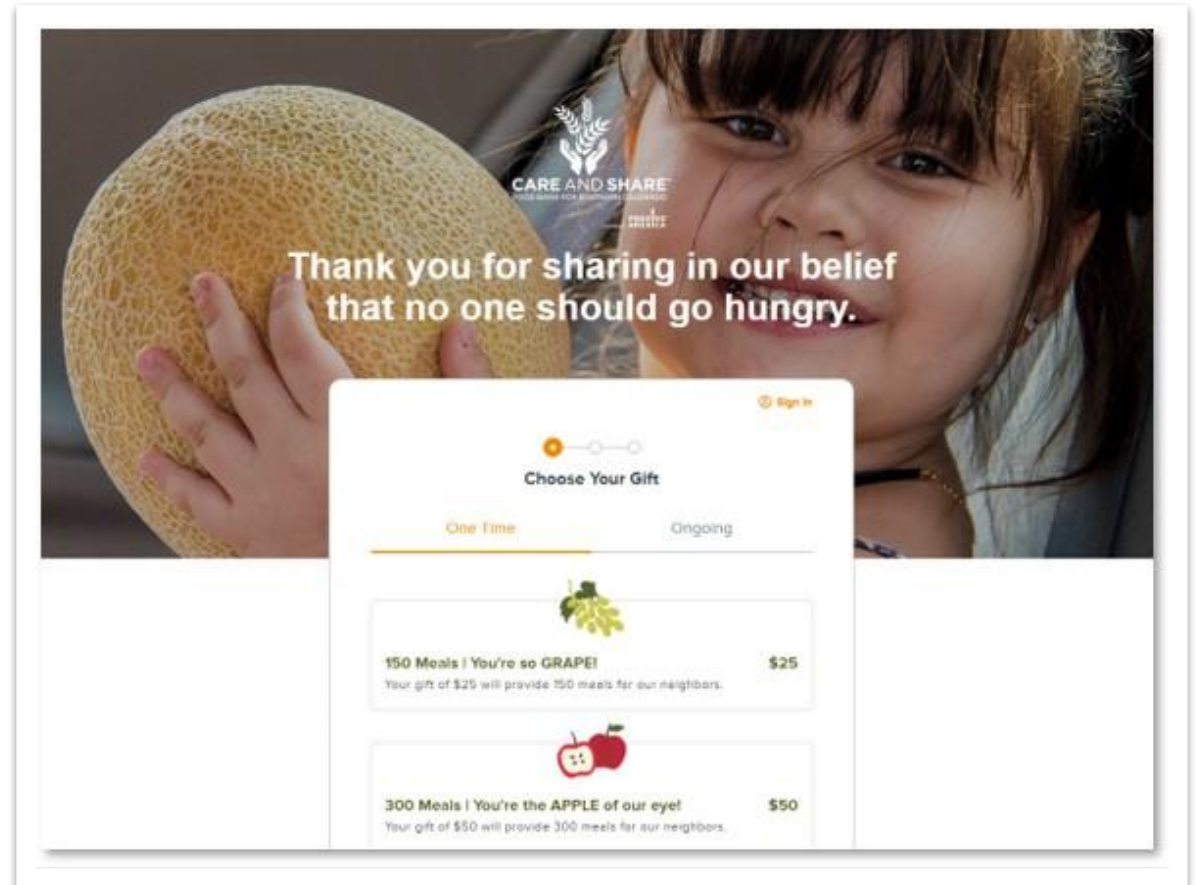


+

How to tell your story

Most donors who land on your form aren't committed to making a gift. Help them commit by including:

- + A high-quality photo (but avoid videos!)
- + A short impact statement
- + Quality > quantity!



Be Intentional About Donation Amounts



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Be intentional about donation amounts

Communicate a donor's impact with donation amount descriptions.

Choose Your Gift

One Time Ongoing

150 Meals | You're so GRAPE! \$25
Your gift of \$25 will provide 150 meals for our neighbors.

300 Meals | You're the APPLE of our eye! \$50
Your gift of \$50 will provide 300 meals for our neighbors.

Offer a variety of donation options.

Describe what each dollar amount **can achieve**.

Experiment with suggested donation amounts, descriptions, and style.





Choose donation amounts carefully

Where do I start?

- + Identify a **range** of amounts.
- + Create those amounts in the “Donations” section of your Form Settings.
- + **Add descriptions** related to the story you’ve told so far.
- + When adding descriptions, focus on showing the donor **tangible impacts**.



\$50.00

Food: Provides dog and cat food to 10 animals for a month



\$100.00

Surgery: Provides one spay/neuter surgery



\$250.00

Adoption: Covers adoption fees for two animals



\$500.00

Foster: Covers foster costs for one animal for three months



Other

Give the ability to specify a custom amount



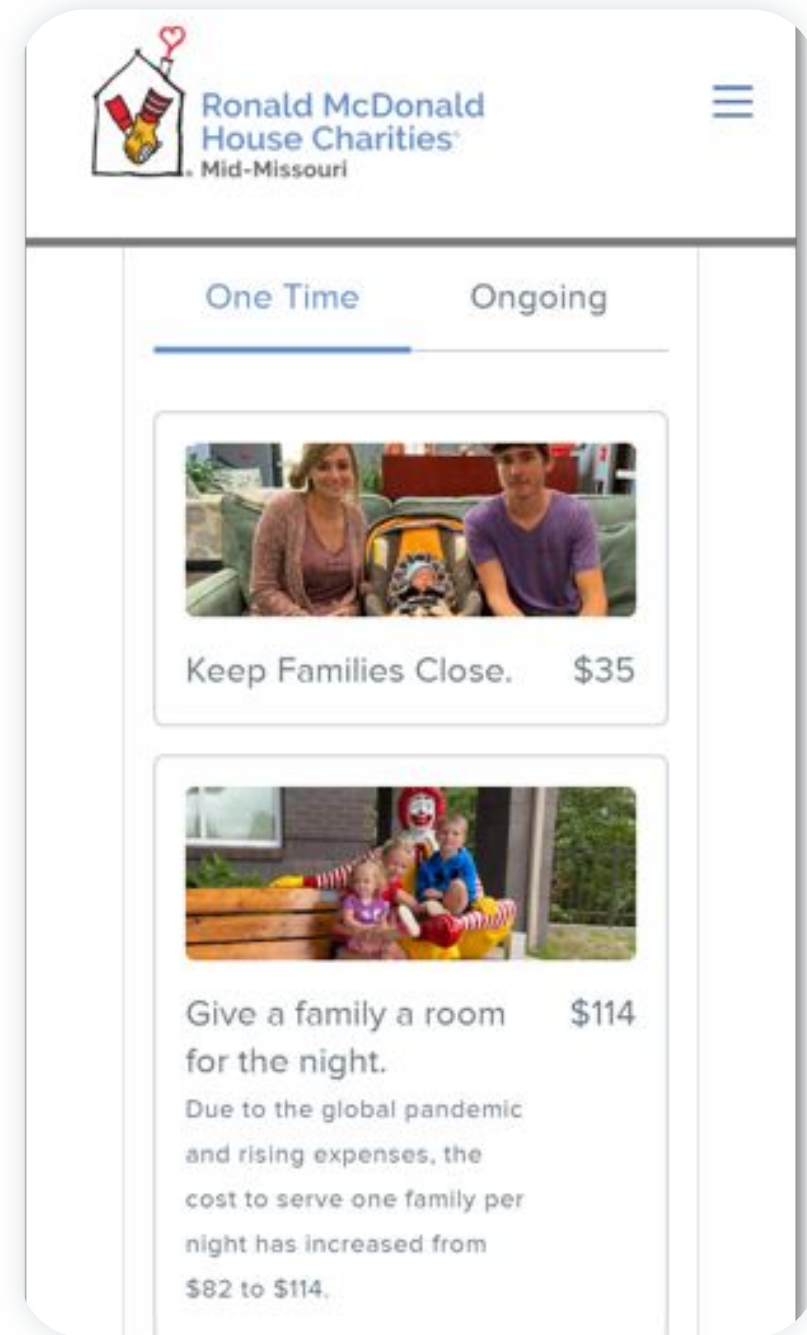


+ Add impact images to donation amounts

It's an easy way to show donors their impact (and scratch the online shopping itch!).

Why?

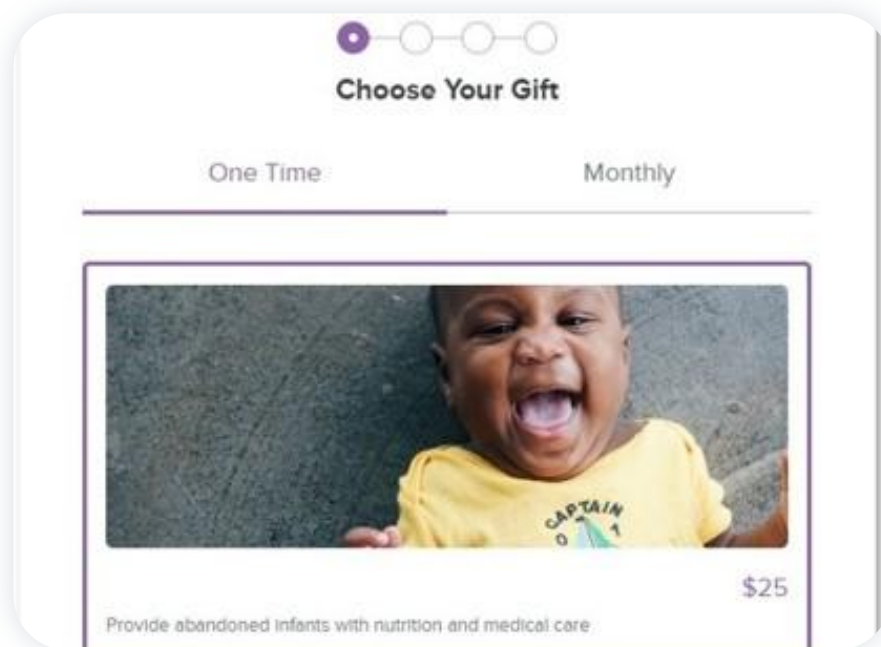
- + Donors will often **give more**.
- + It reduces the amount of **mental energy** a donor spends deciding how much to give.





Tell a story with donation amounts

Supercharge it!



Combine **storytelling** and **impact statements**.

Associate each amount **with a photo** to reiterate impact.

Create **different suggested amounts** for recurring gifts.



Expedite the Giving Process



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+ Expedite the giving process

Why?

- + Long forms are **visually overwhelming**.
- + Splitting up the donation process into pieces makes it easier for people to **stay focused**.
- + Even if your donation form isn't *actually* less complicated, **it feels less complicated**.

The image shows a donation form for 'Animal Heroes' on a yellow background. The form is titled 'Choose Your Gift' and offers four options: Food (\$50), Surgery (\$100), Adoption (\$200), and Foster (\$200). Below the options are sections for 'Your Details' (name, email, address), 'Payment Details' (credit card), and 'Billing Address'. A 'Donate' button is at the bottom.

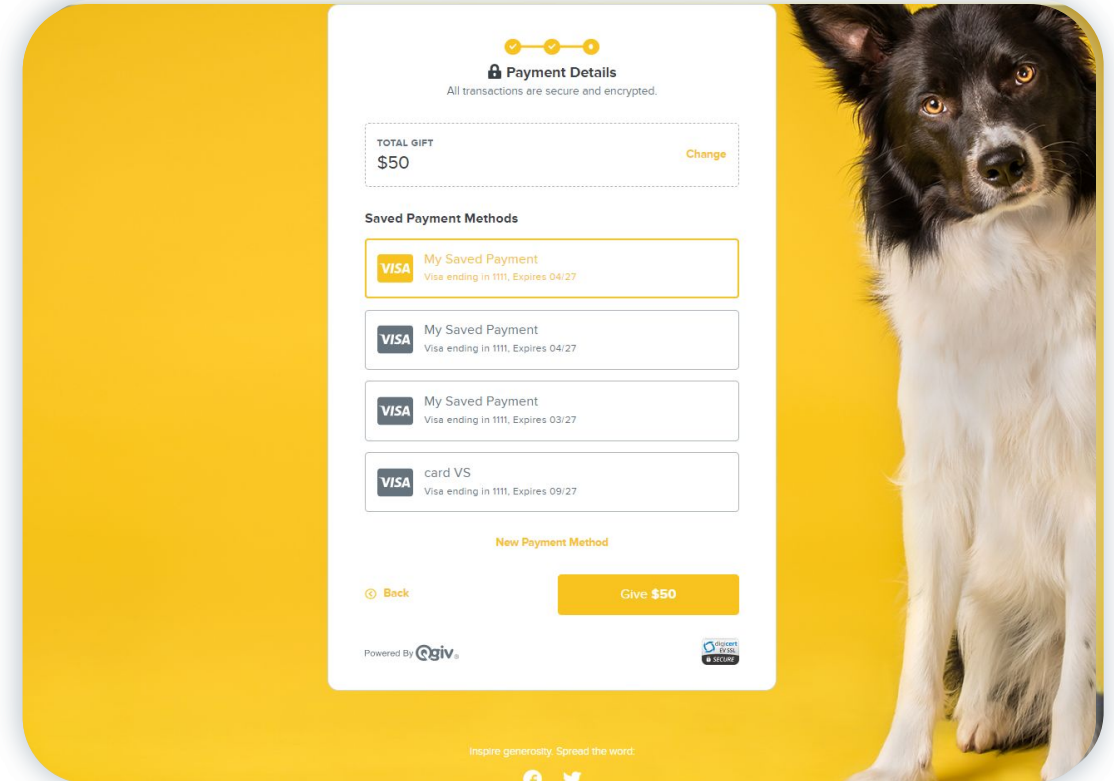




+ Sectioning improves conversion rates

Why?

- + Finishing one “step” before moving onto the next **solidifies a donor’s decision** to give.
- + Moving from one step to the next helps build **“cognitive momentum.”**
- + **“Sectioning”** makes the donor feel invested in the process and encourage them to complete their gift.



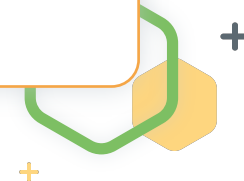
Offer multiple payment options

The image shows a mobile app interface for donations. The first screen, titled 'Choose Your Gift', has a progress indicator at the top. It offers 'One Time' and 'Ongoing' options. Under 'One Time', there are buttons for '\$50', '\$100', and '\$250', along with an 'Other' input field. A banner below says 'Multiply your impact. Make it Monthly!'. A large blue button at the bottom says 'Give \$50'. The second screen, titled 'Payment Details', shows 'TOTAL GIFT \$50' with a 'Change' link. It features three large payment buttons: Apple Pay (black), PayPal (orange), and Venmo (blue). Below these are options for 'Credit Card' and 'Bank', with a 'Card Number' field and a 'Name on Card' field. Logos for VISA, Mastercard, American Express, and Discover are visible. The bottom of the screen says 'Powered By Qgiv'.

Flexibility empowers donors to choose how they pay, no matter where they are.

Digital wallets, like Apple Pay and PayPal/Venmo, make the payment step fast.

Donors are more willing to complete their transaction when they see their preferred payment options.



Enable Recurring Gifts



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+

Enable recurring gifts

This is a simple but important step! Why?

- + Recurring donors have **higher donor retention** rates.
- + Monthly donors give about **42% more** per year than one-time donors.
- + It's a great engagement tool, **especially for younger donors**.

My Account • Sign Out

Choose Your Gift

One Time **Ongoing**

Give **Monthly** ▾

4 Weeks of Snacks \$25

Provides 4 full weeks of nutritious snacks for 1 child in our after-school program

Greatest Impact

Thanks for giving Monthly! Your steady support helps us meet ongoing needs and plan for the future.

Your gift starts today. Cancel anytime.



+



+

Enable recurring gifts

Give donors the option to make a recurring gift, even if they're only making a one-time gift.

- + Include a **short, clear ask** for recurring gifts.
- + Offer a **variety** of billing frequencies.
- + **DO NOT default** to recurring gifts unless you're running a campaign for recurring gifts

My Account • Sign Out

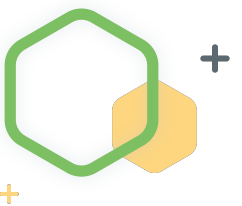
Choose Your Gift

One Time Ongoing

Give **Monthly**

Weekly
Every Other Week
Monthly
Quarterly
Semiannually
Annually

Other



+

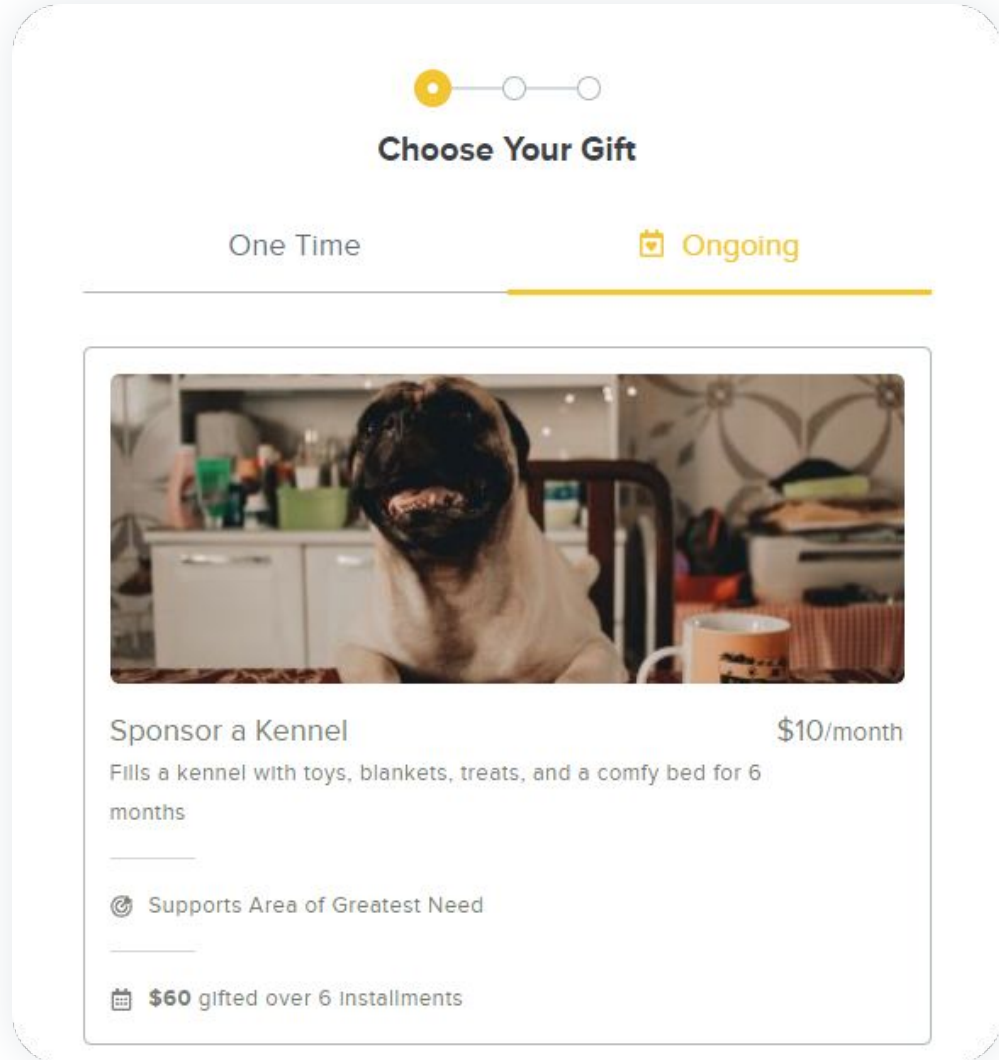


+

Enable recurring gifts

Where do I start?

- + Enable recurring donations on your forms.
- + Create a short **case for recurring support** for your form.
- + Let donors **set their own** start and end dates.

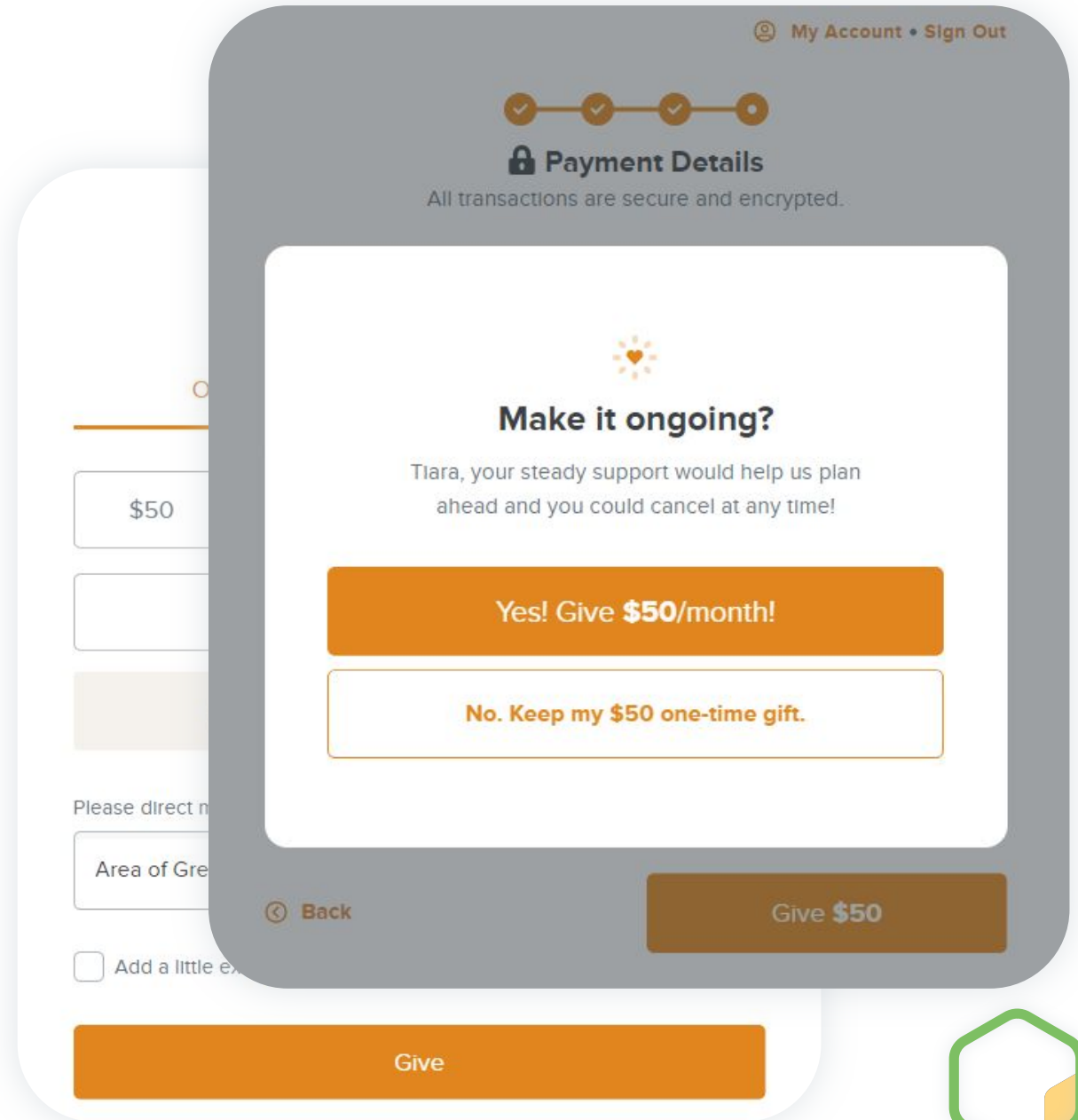




Enable recurring gifts

Where do I start?

- + If available, try enabling **recurring nudges** and **recurring upgrade prompts**.
- + This modal pops up near the end of the donation process and **invites donors to upgrade** their one-time donation to a recurring donation.



Use Trust Indicators



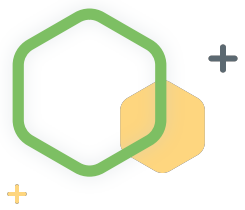
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+ Use trust indicators

These are very small details, but they're huge for your donors. Why?

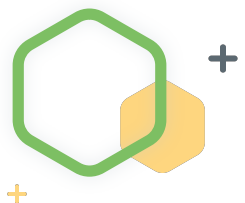
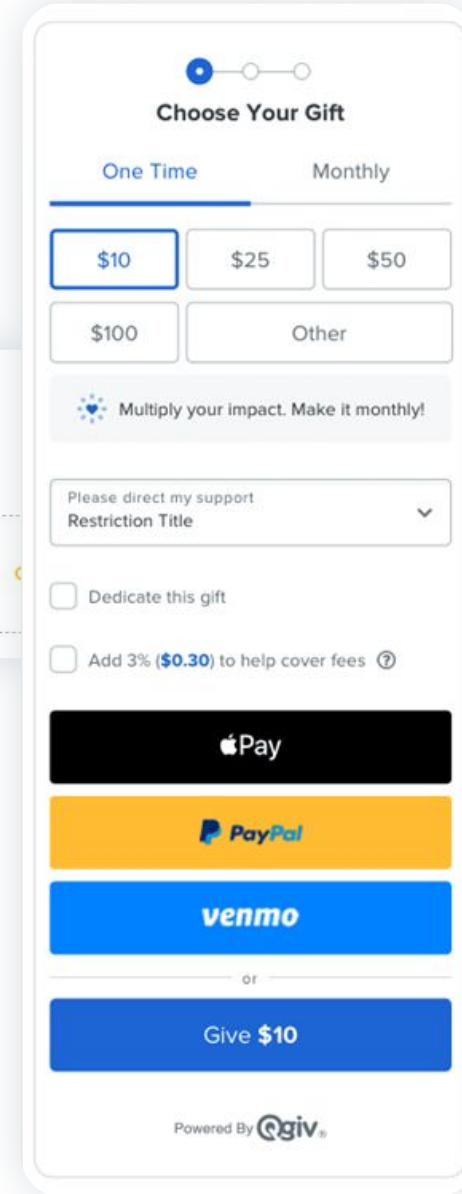
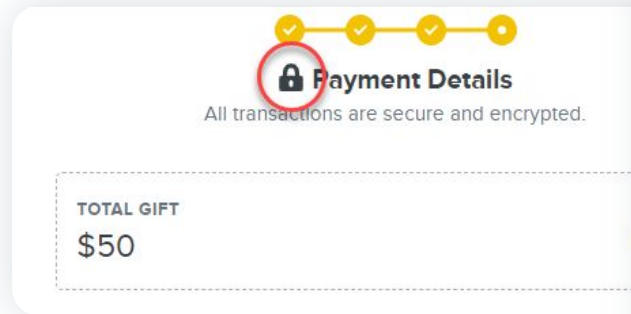
- + Many donors worry about handing out **personal information** online.
- + Data leaks are a thing, and **they are a pain** for everyone.
- + It's a great way to **alleviate skepticism** and doubt.



Types of trust indicators

Foster feelings of security by **including security signals** on your donation page.

- + Use **https://** in your donation form URL.
- + Include **lock icon** near payment info.
- + Don't remove **security certificates**—leave them by the submission button.
- + Add **digital payment options**



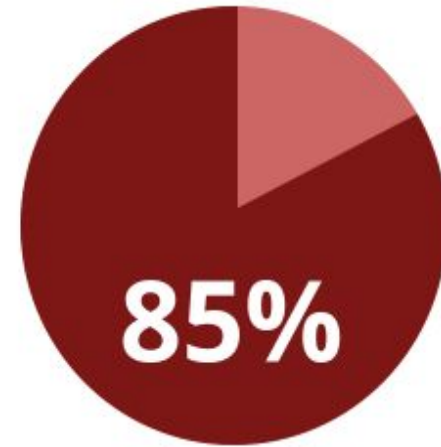


+ How to include trust indicators

Where do I start?

- + **Talk to your webmaster** about security and having a secure page/site.
- + Your donation form already includes a lock icon and security certificates!
- + Use Form Builder to add any **additional trust indicators**, badges, or other information.
- + Turn on **Express Donate** in your form settings

Sunday Breakfast Mission is a 501(c)(3) nonprofit organization.



85% of all gifts are put back into life changing programs.



Make a secure online credit card donation. All contributions are tax deductible to the full extent allowed by law.





Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





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