

# Optimizing Giving Pages & Donation Forms

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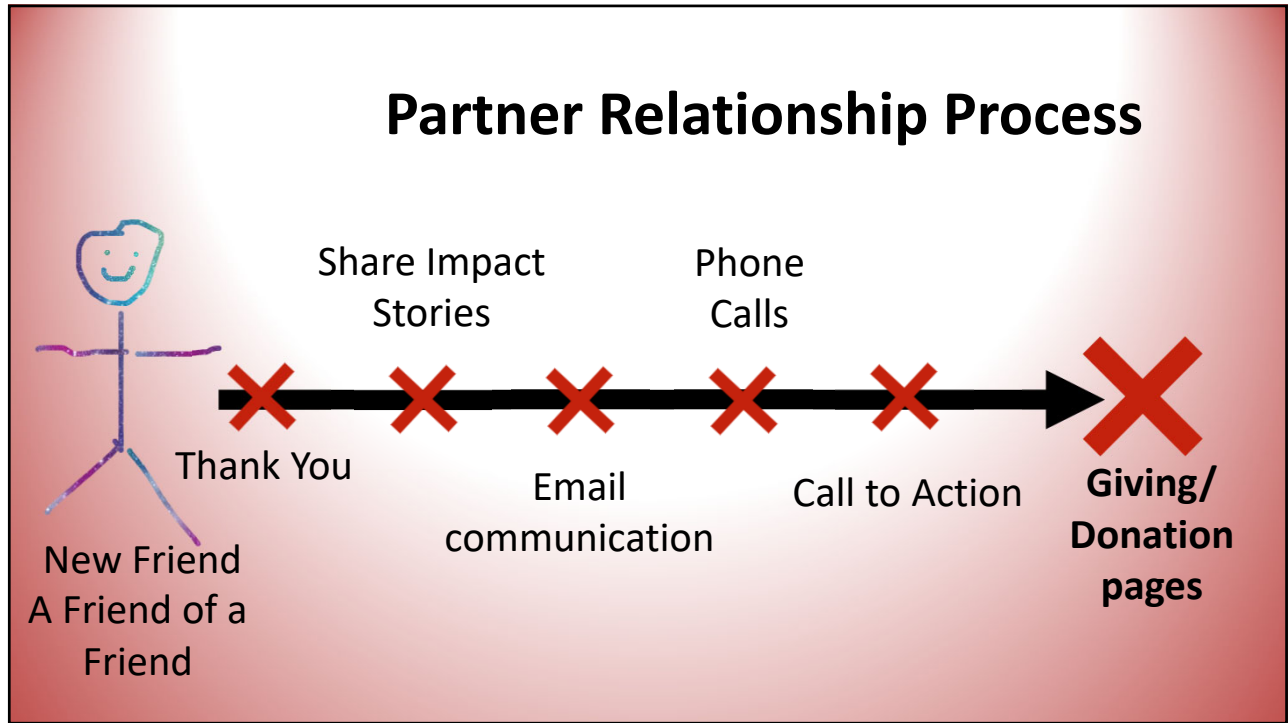


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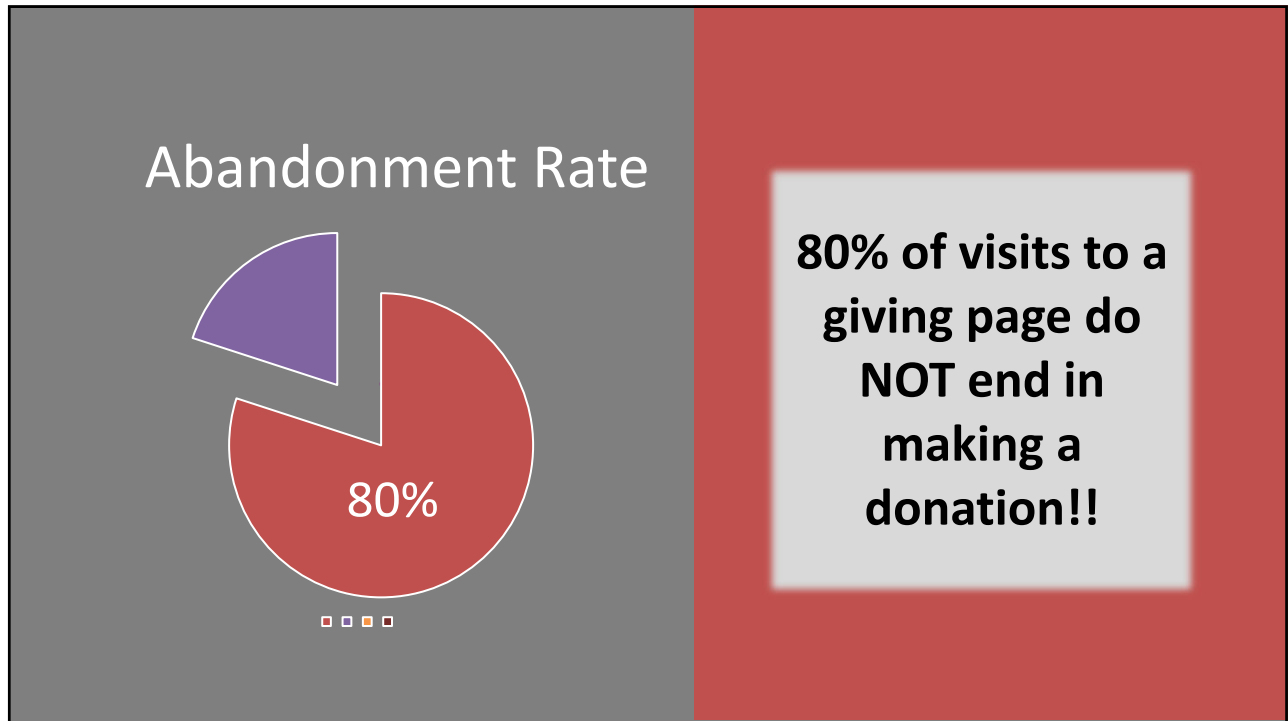
Your Giving Pages & Donation Forms Are Guides to Donor Relationships



2



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4



5

## What is a Giving Page?

JOIN THE Community of Care >      Monthly Giving    Donate Now    AZ Tax Credit

StreetLightUSA      About Us    What We Do    NEED HELP?    Ways To Give    Events    Contact Us    Careers

It is your website "Donate" or "Give" page that guides your potential and current giving partners to know HOW they can be a part of your Kingdom work through financial gifts.

House of Refuge SUNNYSLOPE      PROGRAMS    STORIES    GIVE    ≡

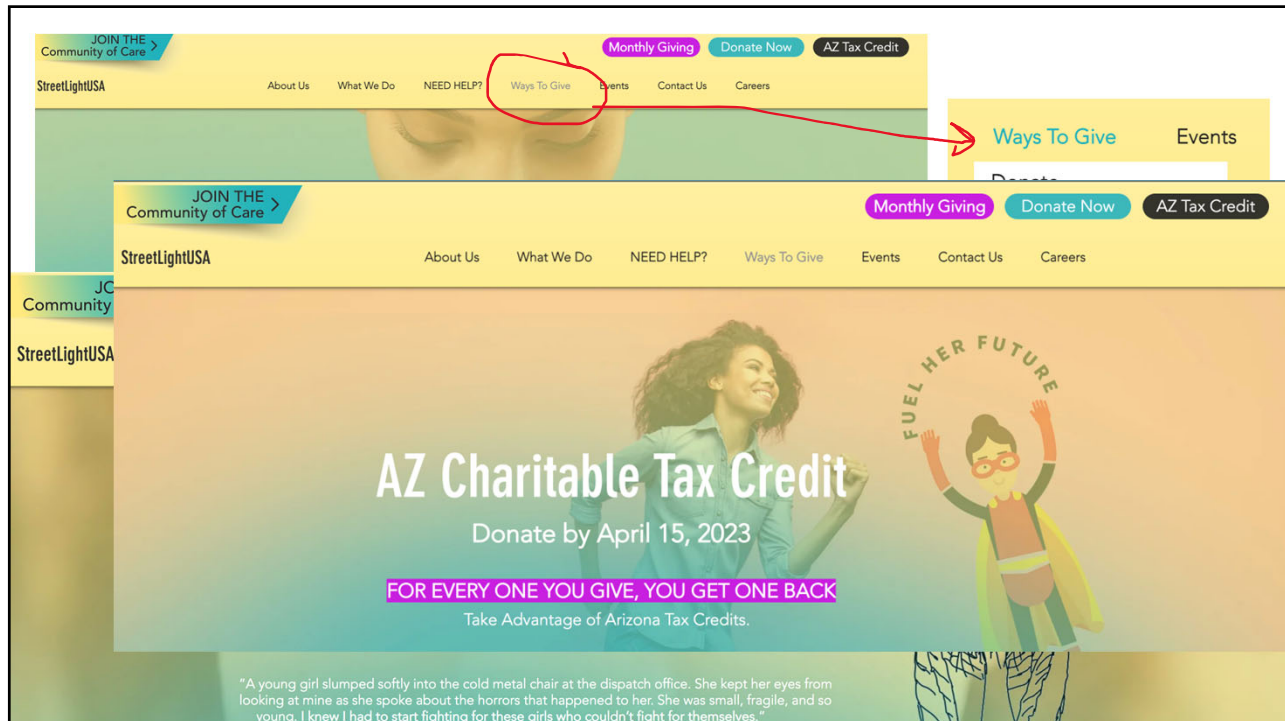
6

# CONSIDER IT FROM A DONOR'S PERSPECTIVE

- Visibility
- Navigation
- Language
- Shared Goal
- Options
- Impact
- Security



7



8

- **Doable** – Let donors know how any gift can make a difference.
- **Credibility** – Include a testimony and/or data to show donors your work is effective and life changing.
- **Uniqueness** – Show donors what sets your work apart from others and why partnering with you is special.
- **Compelling** – Clearly explain why the work you do is needed right now and why they should give.

## CREATE A SIMPLE BUT STRONG VALUE PROPOSITION

9

## A Non-Profit Example

Support St.  
Louis Seniors

You can help St. Louis seniors! Donate to ensure they have access to nutrition, health, safety and transport services. These vital services help seniors stay independent longer.

Give Today

10

## Become a Home and Hope Partner

Housing and food are an ongoing need for all of our residents. By partnering with us monthly, you assure that the stress of housing scarcity is relieved and residents can be mentored toward real transformation.

[Access Your Giving Account](#)


"As a volunteer and monthly partner, I've seen firsthand how dramatically this ministry, with the Holy Spirit, changes people to become Children of God."  
- Rich, Monthly Partner

YOUR DONATION

<a href="#">\$27</a>	<a href="#">\$54</a>
<a href="#">\$108</a>	<a href="#">\$216</a>


11

# Make it easy!



**BOYS & GIRLS CLUBS OF AMERICA**

Find a Club | Donate Now



**Help get a kid's great future started today!**

Boys & Girls Clubs keep kids safe by providing a positive environment where they can learn, play, and grow. Donate today to help get more kids on the road to a greater future!

**Secure donation**

Give once |  Monthly

\$500 \$300 \$100

\$50 \$25 \$10

\$ 10 USD

Give in honor or in memory

Donate

Is my donation secure? - Is this donation tax-deductible? - Can I cancel my recurring donation?

Boys & Girls Clubs of America uses cookies to give you the best experience on our website. Read about cookies in our privacy policy. By closing this message, you consent to our use of cookies on this device in accordance with our policy unless you have disabled them.

[AGREE](#)

12

## REDUCE FRICTION

- Count clicks to give
- Count decisions to make
- Look at things that can distract a giver from giving
- Look for confusing, frustrating or unclear steps
- Make it easier!

13

## How well are your giving pages guiding your partners?

- How visible is your giving button(s) on your home page?
- Is your language clear and reflect your philosophy of giving?
- Do you have clear, simple options for partners to choose from?
- Do you have simple, compelling value statements on your giving page?
- Does your systems allow you to create custom giving pages with simple options (amounts and ways to give) including recurring?
- Have you reduced distractions?

14

## What Are Donation Forms?

**It is your donation processing form that allows you to receive online gifts.**

- Give an array of giving options amounts and ways to give
- Only ask for the basic information needed to process the gift
- Embed your form on a webpage so you can include a value proposition
- Think like a donor – build confidence and make it easy
- Show their giving is secure

15

## Provide a variety of payment options



ONE TIME RECURRING

Choose a **one-time** amount

\$50 \$100

\$200 \$250

USD ▾ \$ Other



PayPal

CREDIT CARD

BANK TRANSFER

- An array of giving amounts for people to choose from
- A variety of methods for giving – online or offline

### Give by Mail

To Give by mail please send checks made payable to “Reconciled World” to:

Reconciled World  
PO Box 1131  
Wheaton, IL 60187

16

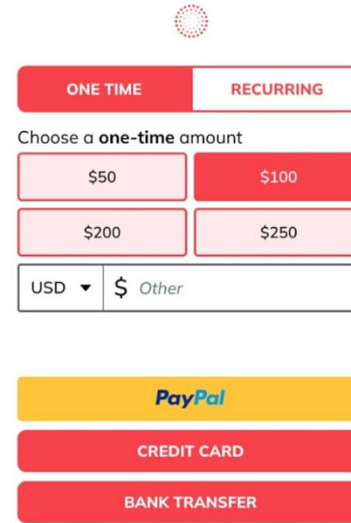


## VALUE PROPOSITION REMINDER

**TOGETHER WE ARE EQUIPPING GIRLS AND BOYS AROUND THE WORLD WITH THE INFLUENCE THEY NEED TO DEFEAT THE INJUSTICE THEY SURVIVED.**

Join us and set the next great story in motion.

▶ **100% OF FUNDS GO DIRECTLY TO RAISING CHILDREN FROM INJUSTICE TO INFLUENCE**



ONE TIME RECURRING

Choose a **one-time** amount

\$50 \$100

\$200 \$250

USD \$ Other

PayPal

CREDIT CARD

BANK TRANSFER

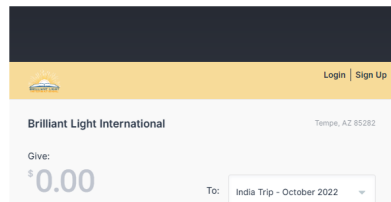
17

## EMBEDDED FORM



Brilliant Light Ministries provides interactive recovery training, discipleship, and mentoring for brokenhearted women. We do this by partnering with existing recovery shelters to provide recovery classes for vulnerable women at no cost to them.

We currently partner with Phoenix Dream Center, Hope Women's Center, and Prison Aftercare, where we are leading this recovery and discipleship program at each women's center. Our program focuses on freedom from strongholds, tearing down lies and replacing with the truth of God's Word. We want to see vulnerable women restored to abundant life in Jesus.

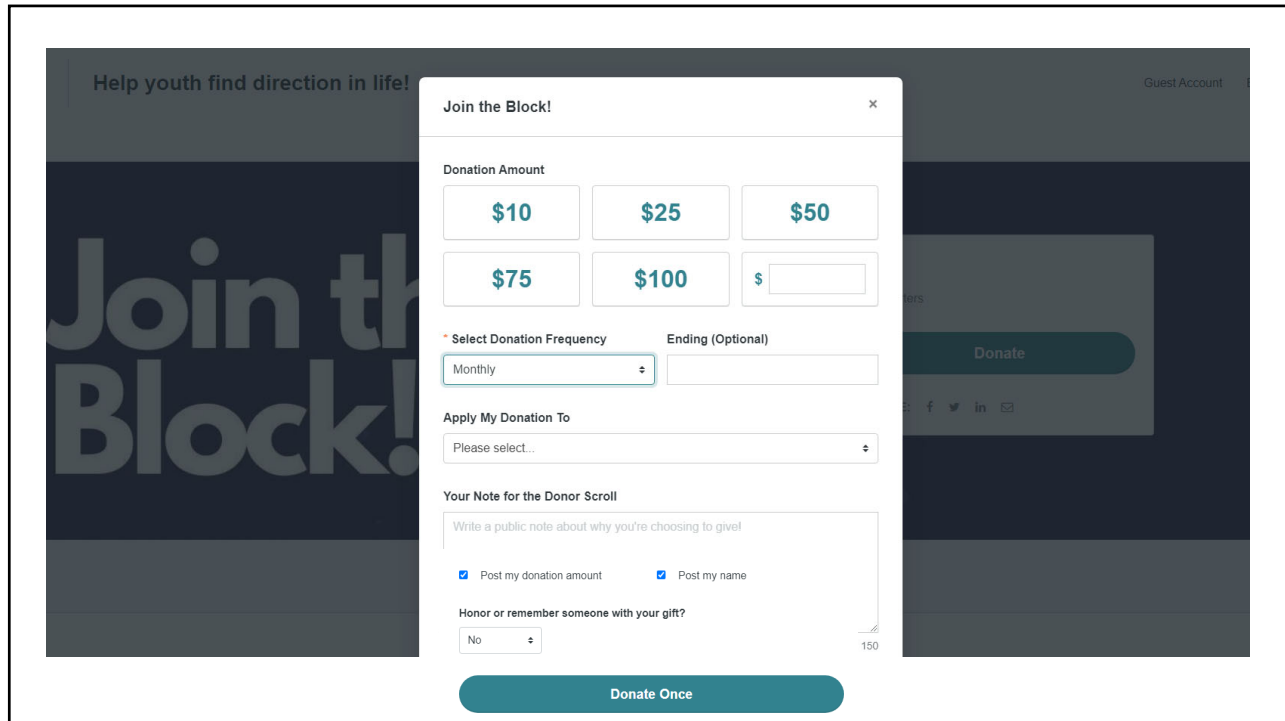


Brilliant Light International

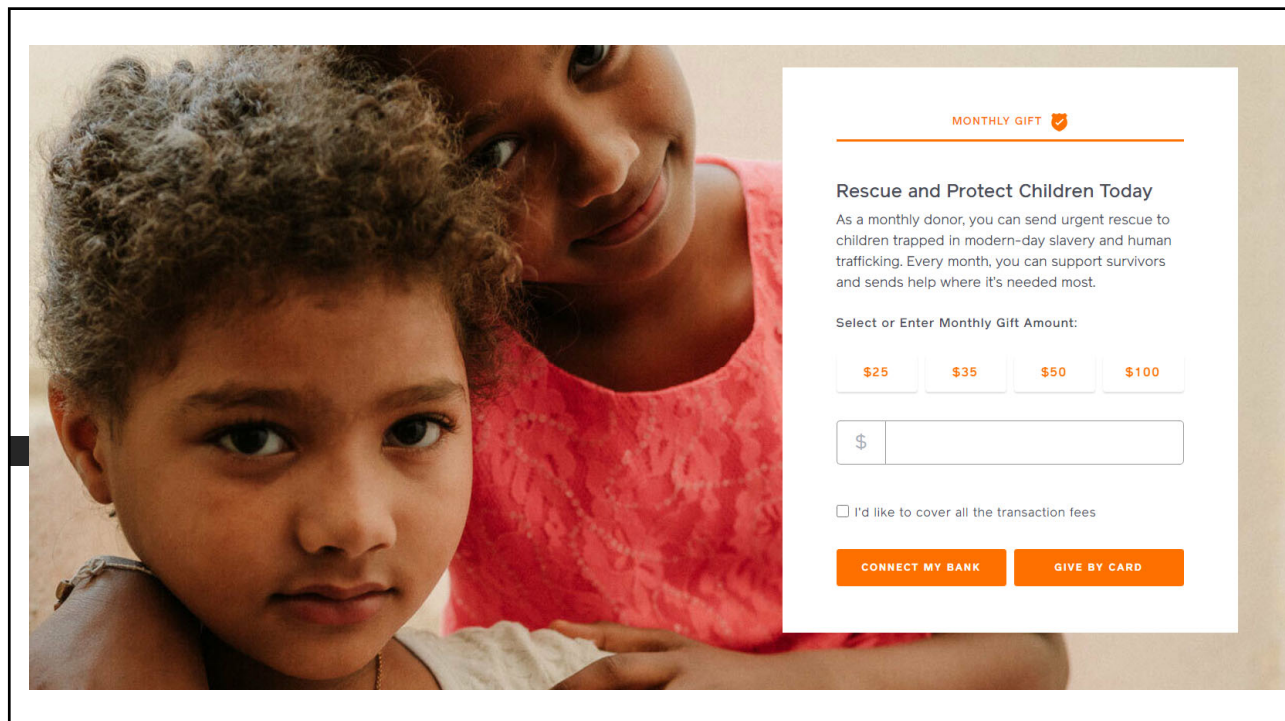
Give: \$0.00

To: India Trip - October 2022

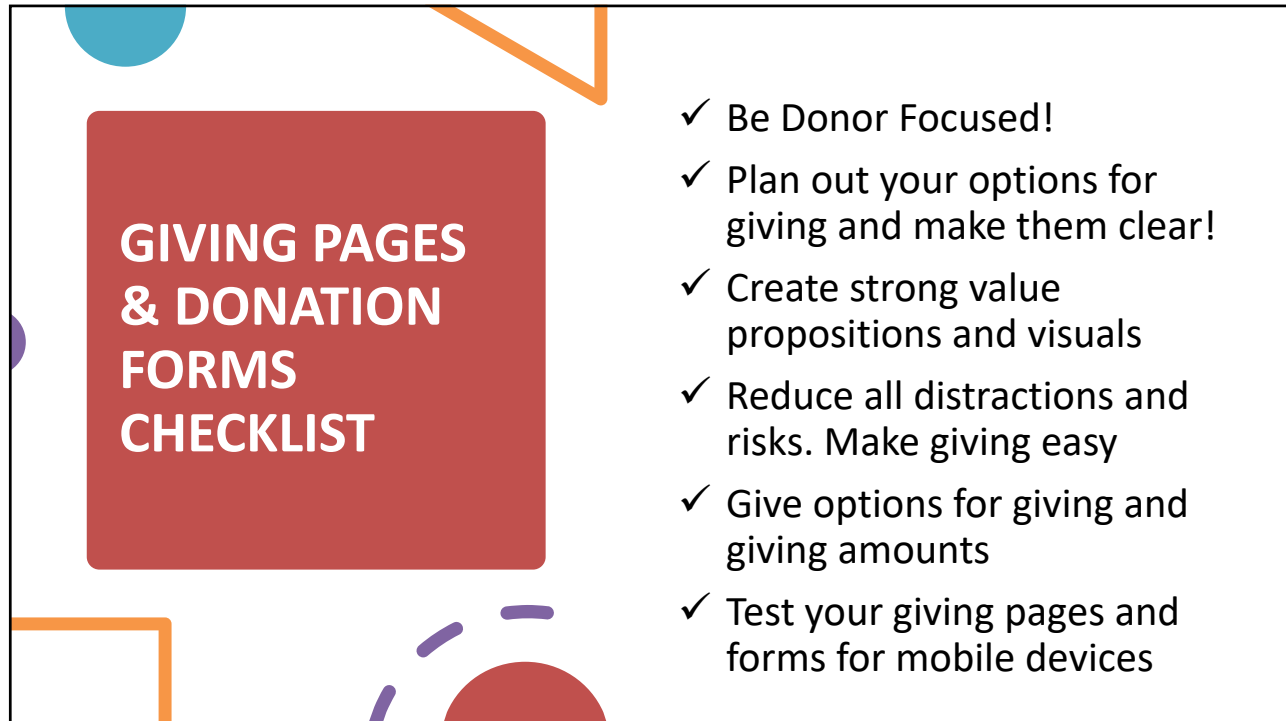
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19



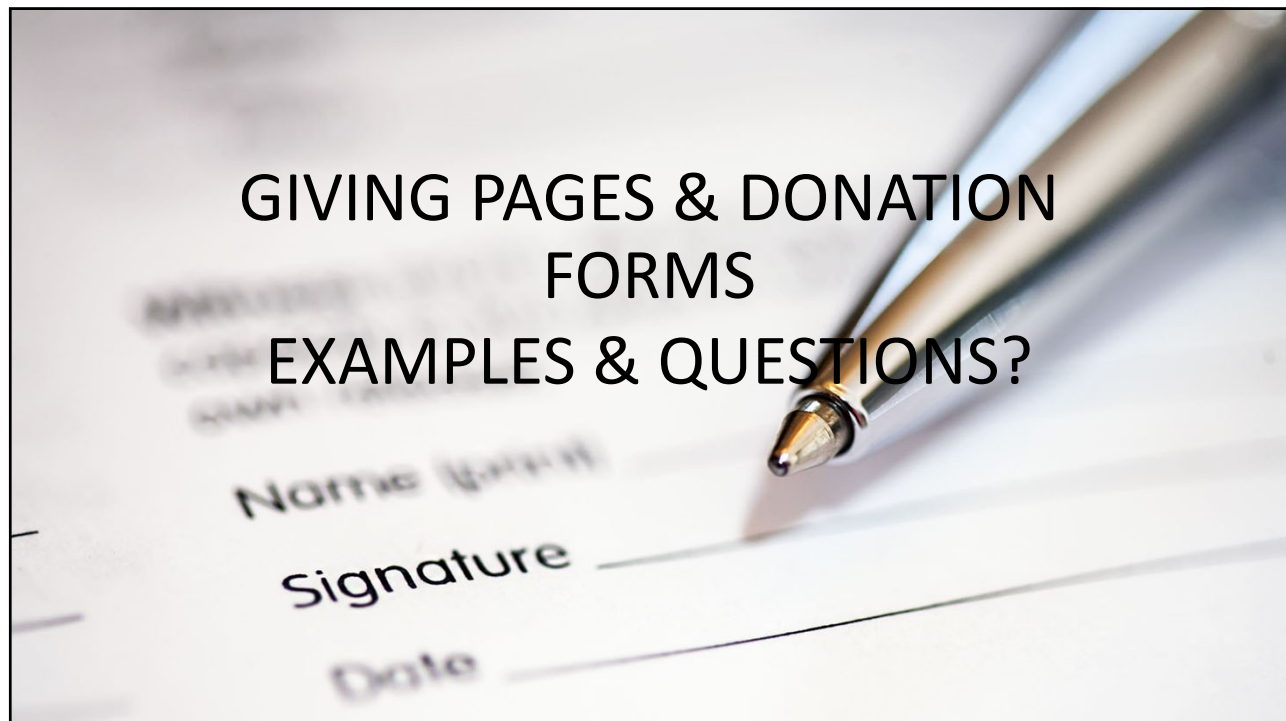
20



**GIVING PAGES  
& DONATION  
FORMS  
CHECKLIST**

- ✓ Be Donor Focused!
- ✓ Plan out your options for giving and make them clear!
- ✓ Create strong value propositions and visuals
- ✓ Reduce all distractions and risks. Make giving easy
- ✓ Give options for giving and giving amounts
- ✓ Test your giving pages and forms for mobile devices

21



**GIVING PAGES & DONATION  
FORMS  
EXAMPLES & QUESTIONS?**

22