![Parachute Digital — Guiding you through the digital landscape]

Donation Pages that Deliver Checklist

If you follow this simple checklist, we guarantee you will increase the conversion rate on your donation pages.

5 must haves for a great online donation experience.

Your donors deserve it!

KEEP IT SIMPLE

- ☐ Keep your donation page to 1 page
- ☐ Limit the form fields to 7 (we dare you)
- ☐ Pre-populate the form fields

MAKE IT EASY

- ☐ Be mobile friendly
- ☐ Use the right keyboards & large buttons

SHOW, DON'T TELL

- ☐ Give the donor visual dollar handles
- ☐ Divide content in chunks with (sub)headings
- ☐ Make the ask relevant to your donor's life

SAFE & SECURE

- ☐ Validate the form fields
- ☐ Give visual safety cues
- ☐ Put a friendly privacy policy at the bottom

SHOW THE LOVE

- ☐ Say thank you well
- ☐ Personalise the thank you message.

Calculate the opportunity you're missing

How many people visit your donation page in 1 year?

How many drop off without donating?

What is your average gift online?

Now times the number of drop offs by your average gift online?

 X **=**

How much revenue have you missed out on in the last year?

What could your organisation achieve with this money?

Parachute Digital supports not-for-profit organisations to give their supporters and donors a great online experience and increase their digital revenue.

Ask us to help you improve your donation page conversion rate.

Find out more info at www.ParachuteDigitalMarketing.com.au and contact us at 02 9188 4493 or via ask.us@parachutedigital.com.au.