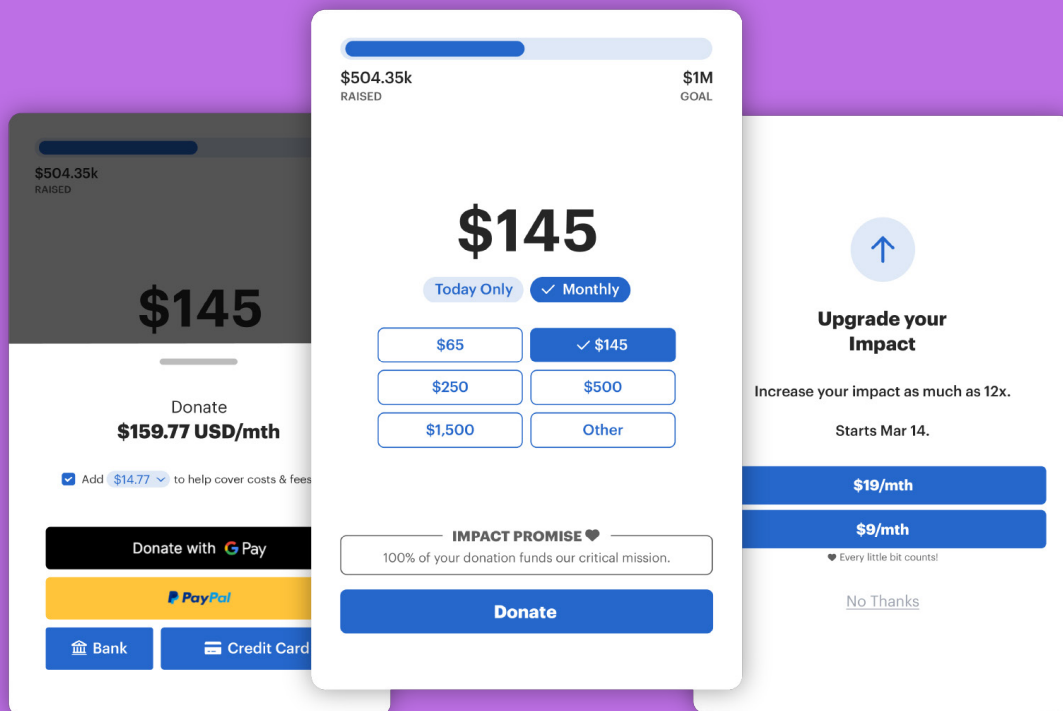




The Donation Form Optimization Checklist

25 Ways to Convert More Donors



Your donation form is the most important conversion point in your online fundraising strategy. **Donation form optimization** ensures the donor experience is convenient, trustworthy, and impact-driven, helping your organization reduce checkout friction, increase conversions, and grow online revenue.

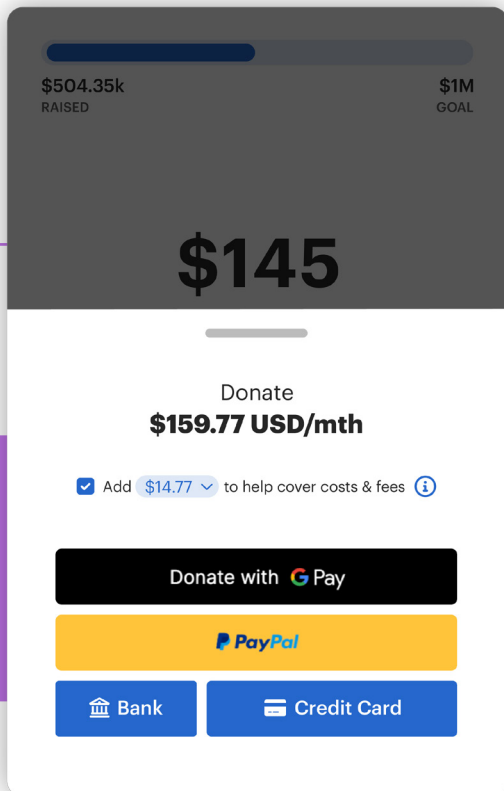
The donor experience

What matters:

- Slow pages increase abandonment during peak campaigns
- Long, complicated checkout processes increase drop-off rates
- More than half of online donors give from mobile devices
- Digital wallets are proven to help donors complete gifts faster

What optimization looks like:

The donation experience is mobile-first and frictionless. A streamlined form, minimal fields, and express checkout options allow supporters to complete their gift in seconds.



Checklist items:

- Your donation page loads in under 2 seconds**

If it takes longer, conversion rates often drop significantly.

- Your donation form contains 6–8 required fields or fewer**

Typical required fields include:

- Name
- Email
- Payment information
- Billing ZIP/postal code

- Your form is fully optimized for mobile giving**

Test by completing a donation on your phone in under 60 seconds.

- Digital wallet or express checkout options are available**

Examples: PayPal, Venmo, Apple Pay.

Built with Givecloud—a fully integrated online fundraising experience by DonorPerfect CRM, designed for speed, mobile responsiveness, and frictionless checkout.

Monthly giving optimization

What matters:

- Monthly giving simplifies the decision to give
- Clear recurring options increase participation
- Donor control improves long-term retention

What optimization looks like:

The monthly giving option is clearly visible, with suggested amounts and a simple toggle between one-time and recurring gifts. Donors can commit quickly and manage their support with ease.

The screenshot shows a donation interface with a progress bar at the top. On the left, it says '\$504.35k RAISED' and on the right, '\$1M GOAL'. The main amount '\$145' is displayed in large font. Below it, there are two toggle buttons: 'Today Only' and 'Monthly' (which is selected with a checkmark). Underneath are several amount buttons: '\$65', '\$145' (selected with a checkmark), '\$250', '\$500', '\$1,500', and 'Other'. At the bottom, there is a section titled 'IMPACT PROMISE' with a heart icon and the text '100% of your donation funds our critical mission.' Below that is a large blue 'Donate' button.

Checklist items:

- Monthly giving is clearly visible on the donation form**
Ensure it appears on the first screen.
- Monthly giving is presented as a recommended option**
Position it as the default or preferred choice.
- Suggested recurring gift amounts are personalized**
Use donor history or campaign context.
- Donors can easily choose between monthly and one-time gifts**
Make both options visible and easy to toggle.
- Supporters can manage recurring donations themselves**
Allow updates or cancellations without staff support.

Givecloud supports flexible recurring giving, with tools that let donors update or pause their own gifts.

Impact messaging

What matters:

- Donors are motivated by outcomes, not just amounts
- Clear impact reduces decision fatigue
- Reinforcing impact improves satisfaction and retention

What optimization looks like:

Donation options are presented as outcome-based choices that show the difference each gift makes. Visual cues and structured levels reduce hesitation and shift focus from cost to impact.



Givecloud connects gifts to real outcomes while ensuring donations are properly tracked and assigned in DonorPerfect.

Checklist items:

Your donation form leads with **mission impact**

Place impact messaging before or alongside amounts.

Giving levels are tied to **specific outcomes**

Help donors visualize the result of their gift.

Example impact-based giving levels:

- Classroom supplies for a student — \$25
- Books for a small group — \$50
- After-school tutoring session — \$75
- Technology access for a classroom — \$100

Impact messaging focuses on **solutions rather than costs**

Frame giving as participation in an outcome.

Donors receive confirmation of their **impact after giving**

Reinforce their contribution post-transaction.

Suggested gift amounts

What matters:

- Suggested amounts anchor donor decisions
- Personalization increases relevance
- Clear options reduce hesitation

What optimization looks like:

Giving levels are easy to scan, with one option emphasized to guide choice. The layout reduces decision fatigue while encouraging higher-impact gifts.

The screenshot shows a donation interface with a large "\$250" at the top. Below it are two tabs: "Today Only" (selected) and "Monthly". There are six buttons for different amounts: "\$95", "\$150", "\$250" (highlighted in blue), "\$1,250", "\$2,500", and "Other". At the bottom, there is a blue "Donate" button with a lock icon. Above the button is a small box with the text "A+ IMPACT PROMISE" and "100% of your donation goes directly to our mission." Below the button are links for "FAQ" and "Privacy & Legal".

Checklist items:

- Suggested gift amounts are clearly displayed**
Provide structured options instead of a blank field.
- Giving levels reflect donor history when possible**
Use past behavior to inform ask amounts.
- Supporters can enter a custom amount**
Allow flexibility for donor preference.
- Suggested amounts encourage upgrades without pressure**
Use spacing and emphasis to guide higher gifts.

Givecloud uses data from DonorPerfect to inform giving levels and track performance.

Trust and branding

What matters:

- Inconsistent design increases hesitation
- Security reassurance is critical at checkout
- Social proof builds confidence

What optimization looks like:

The donation form mirrors your website and includes visible trust signals like secure payment messaging and real-time activity. These elements reassure donors and reinforce participation.

The screenshot shows a donation form with several trust signals: a progress bar at the top showing '\$2.9K RAISED' and '\$10K GOAL'; a social proof notification that says 'TR from California gave \$25 1 day ago'; a large '\$200' amount with minus and plus buttons; two frequency buttons: 'Monthly' (selected) and 'Today Only'; a link for 'Dedicate My Donation'; an 'A+ IMPACT PROMISE' box stating '100% of your donation goes directly to rescuing, sheltering, and caring for animals in need.'; and a blue 'Donate' button with a lock icon.

Givecloud forms are fully customizable, with built-in trust and engagement tools.

Checklist items:

- Your donation form matches your website branding**
Fonts, colors, and layout feel consistent.
- The form appears embedded or seamless**
Avoid redirecting donors to unfamiliar pages.
- Security indicators reassure donors their payment is safe**
Include secure payment messaging near checkout.
- Social proof reinforces donor confidence**
Show visible activity from other supporters.
Examples include:
 - Real-time donation feeds
 - Campaign progress bars
 - Peer-to-peer participation

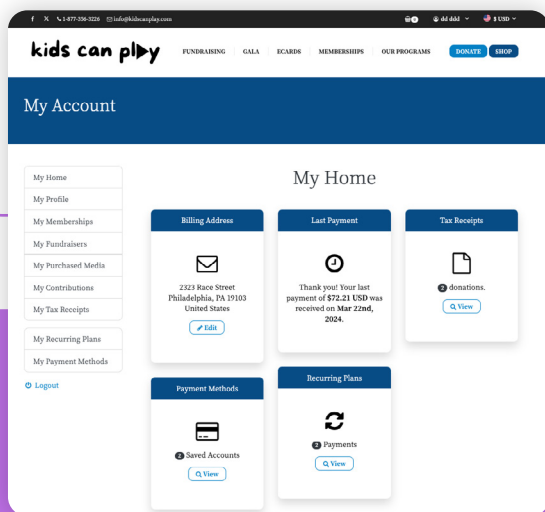
Retention and self-service

What matters:

- Retention starts immediately after the first gift
- Donor control reduces churn
- Automation improves efficiency

What optimization looks like:

Donors can manage their giving through a simple dashboard, including updating payment methods and accessing receipts. This reduces friction and supports long-term engagement.



Givecloud keeps donor records in sync while enabling self-service experiences.

Checklist items:

- Donors can update payment details themselves**
Reduce churn from expired or outdated information.
- Supporters can manage recurring gifts**
Allow changes without contacting staff.
- Receipts and tax documents are easily accessible**
Provide immediate access after giving.
- Donor data automatically syncs with your CRM**
Maintain accurate records and reporting.

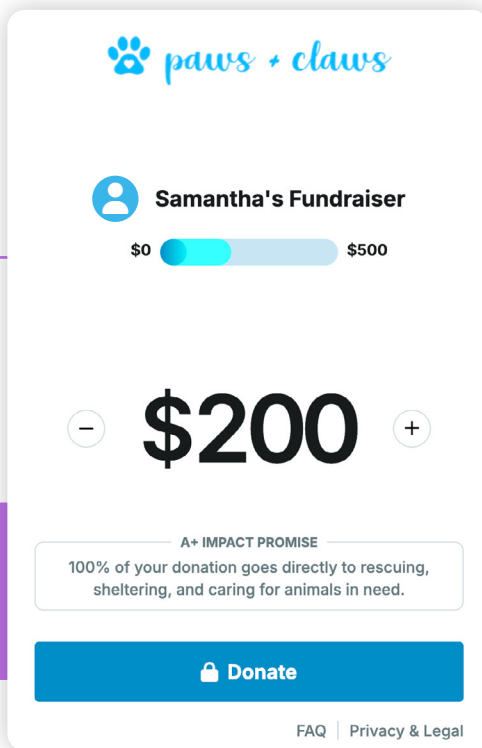
Cross-channel fundraising

What matters:

- Donors engage across multiple channels
- Consistency improves conversion rates
- Centralized data enables better decisions

What optimization looks like:

Supporters can give across campaigns, events, and purchases through a consistent experience. All activity connects back to one system, giving your team full visibility.



Checklist items:

Donation forms support peer-to-peer campaigns

Enable supporters to fundraise on your behalf.

Virtual event donations integrate with your platform

Create a seamless event giving experience.

Merchandise purchases and donations share one checkout

Reduce friction with combined transactions.

All data flows into your donor management system

Maintain a complete view of donor activity.

Givecloud connects fundraising channels while centralizing donor data.

Build a better giving experience

These strategies work better with tools designed for nonprofit fundraisers and development professionals. For example, nonprofits using DonorPerfect and Givecloud together have **increased online fundraising revenue by up to 72%**.

Two trusted platforms—one seamless experience:

- Build high-performance donation forms
- Grow sustainable monthly donor programs
- Deliver self-service donor experiences
- Sync online giving data with CRM reporting

