

Donation Page Checklist

Your donation page sits between your main website and your donation funnel, often serving as a landing page for campaigns. It is usually the last page a visitor sees before they commit to donating, making it a critical point of conversion.

Because your donation page plays such a key role in shaping donor behaviour, it should be a priority when optimising your website for fundraising. Even small tweaks can make a big difference in improving donation rates.

This checklist highlights six essential elements that every donation page should include to meet the minimum threshold of credibility and ease for potential donors. While this isn't about making drastic changes, ensuring these elements are in place will help create a seamless and trustworthy experience.

How to use this checklist:

- Review your donation page and check whether each element is present and functioning effectively
- If something is missing or unclear, make simple improvements—small adjustments can have a significant impact
- Test your changes and monitor performance to see what works best for your audience

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Charity Proposition

A charity proposition tells your visitor why they should donate to your organisation and not another one.

It is a short statement that clearly outlines the problem and explains how you intend to solve it.

Your proposition should be: SCRUM

- **Specific** – A well-defined challenge and solution
- **Concrete** – Tangible and quantifiable
- **Realistic** – An achievable end goal
- **Unique** – A novel cause or approach
- **Meaningful** – Motivating potential donors



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Charity Premium

Your charity premium is the proportion of a donor's contribution that doesn't go directly towards impact.

Potential donors look for charities with a small charity premium and avoid those that spend a lot of money on fundraising or governance. A typical benchmark for the charity premium is 30% (70p for every £1 goes to charitable work) but most organisations aim for less than 20%.

How to address objections

- Transparency
- Highlight the availability of GiftAid
- Gift matching
- Use corporate sponsorship to cover administration



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Proof of impact

Visitors need to know that your work makes a big difference.

The effectiveness of your approach is a key part of your proposition. Demonstrating efficacy also helps address concerns about the charity premium and two other common objections:

- Is money spent well?
- Will it make a noticeable difference?

How to demonstrate efficacy

- Statistics
- Case studies
- Testimonials



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Social signals

Potential donors will be reluctant to take action unless they can see evidence that other people believe in your work.

Social influence is one of the most powerful interventions for promoting generosity and positive behaviour. Studies from the Institute for Behavioural Research have shown that a social precedent can make someone 42% more likely to donate.

How to use social signals

- User generated content
- Engagement statistics
- Quotes and endorsements
- Trust and authority badging



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Directions

Website visitors rely on non-verbal design cues to show them what they are expected to do.

Good design guides a user through the donation page, highlighting important information and steering them through complex choices. Subtle cues can help them make difficult choices, like whether to donate once or monthly and how much to give.

How non-verbal cues help users:

- Visual prominence shows users what to look at first
- Directional cues help guide them through content
- Colour, shape, and familiar design patterns communicate an element's function and status
- Economic use of design and text prevents confusion



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Motivation

Understanding what motivates your supporters is key to making your donation page persuasive.

Psychological and behavioural research highlights a range of factors that motivate charity, but what motivates your supporters is likely to be specific.

Motivational factors

- Empathy
- Liking
- Proximity
- Values
- Narrative
- Urgency
- Concreteness
- Imperfect altruism

