



Training

Donation page checklist


What donors need to see before they give

November 2024

Firstly, a quick intro

Over 10 years' experience in optimising websites

The Conversion Optimisation team here at Fresh Egg have worked with a number of charity clients over the years optimising donation pages and funnels



Tim Richards
Conversion Services
Director

What will we cover today?

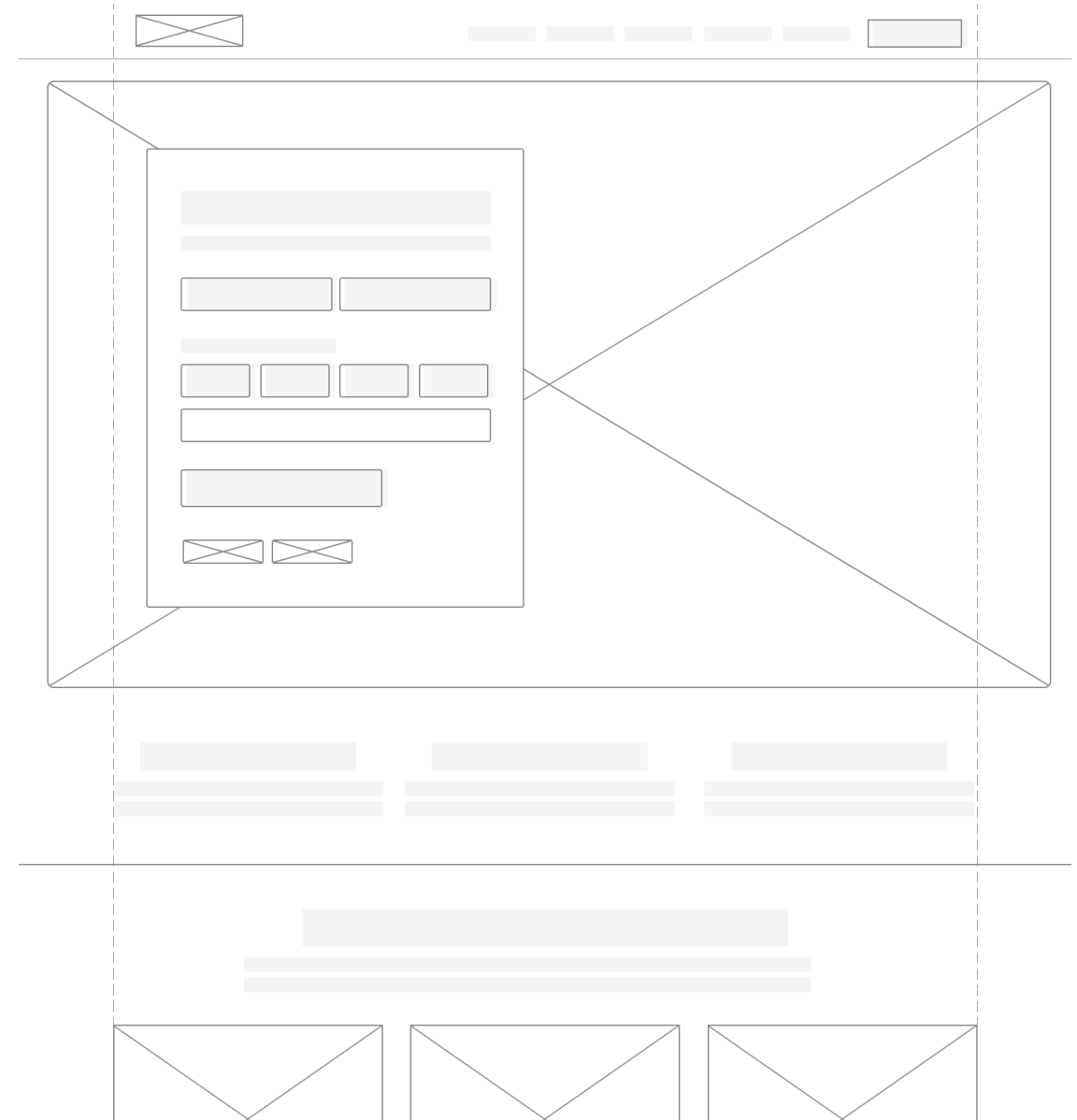
- The role of a donation page and how we optimise donation pages
- Donation checklist – 6 key areas for increasing donations
- Further resources
- Questions

What does a donation page do?

Your donation page sits between your main pages and your donation funnel. It is a landing page for campaigns and an entrance for donation journeys.

Why focus on it?

- Lots of highly-engaged visitors
- A key decision-making page
- Involved in the majority of donations
- High “value leakage”
- A good candidate for A/B testing

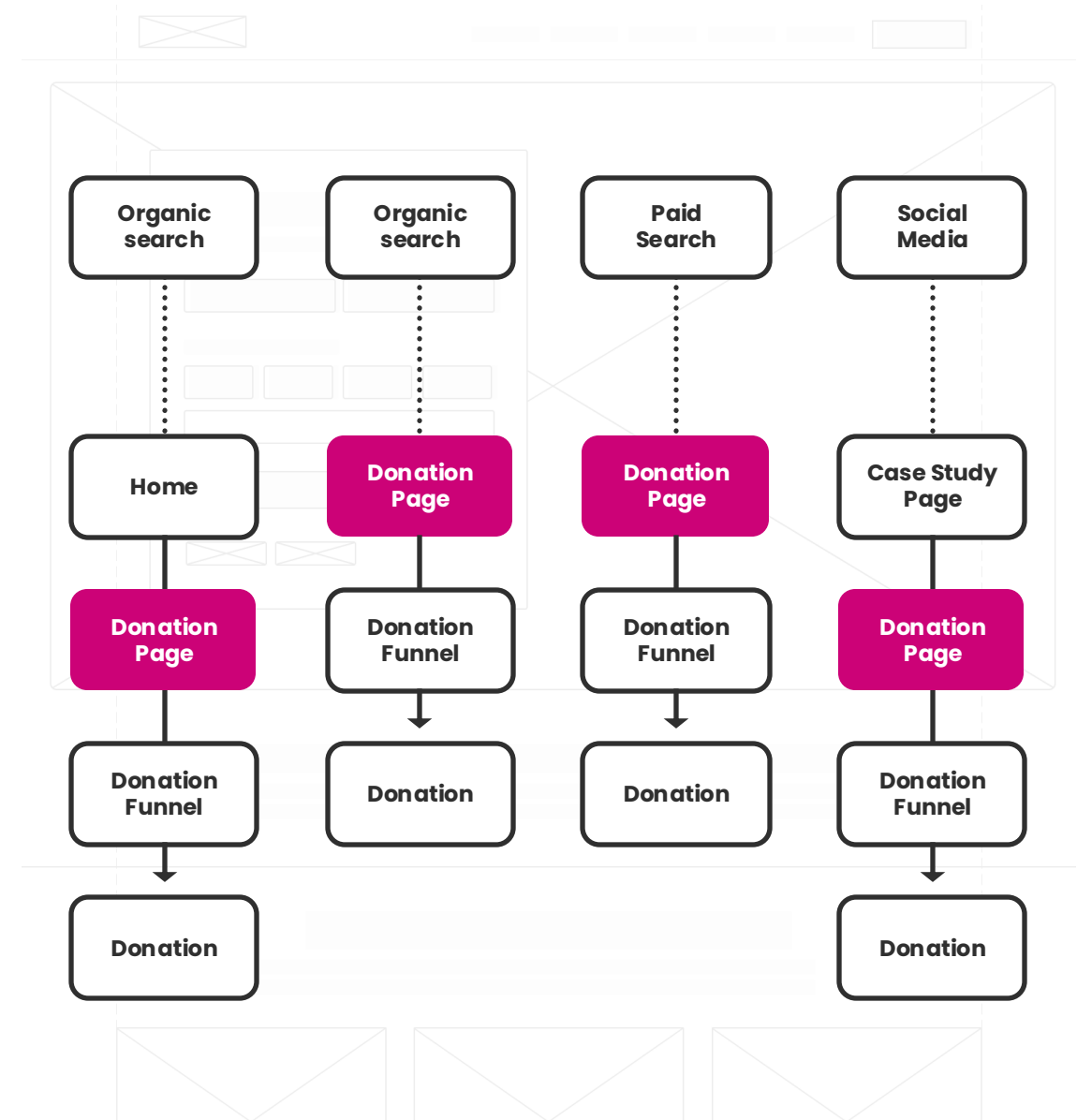


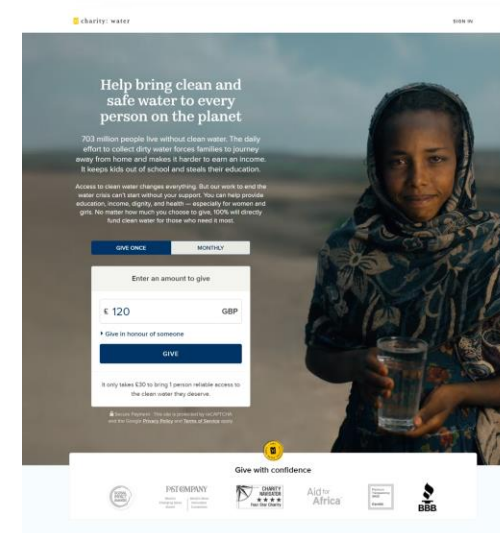
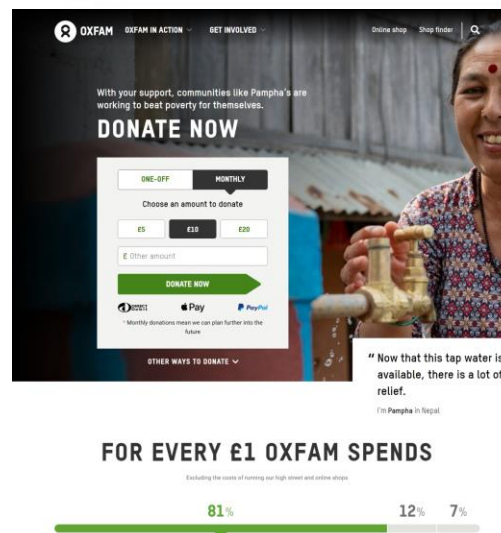
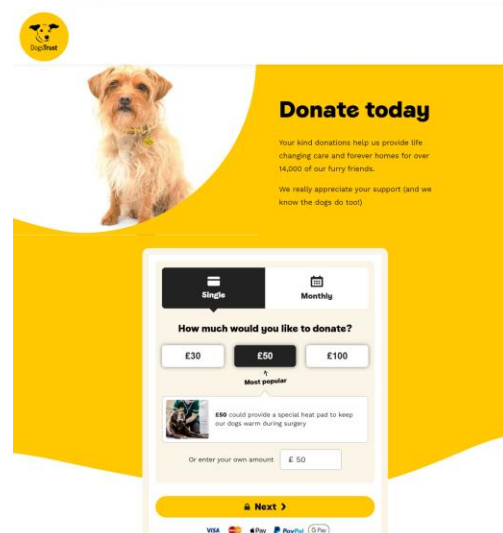
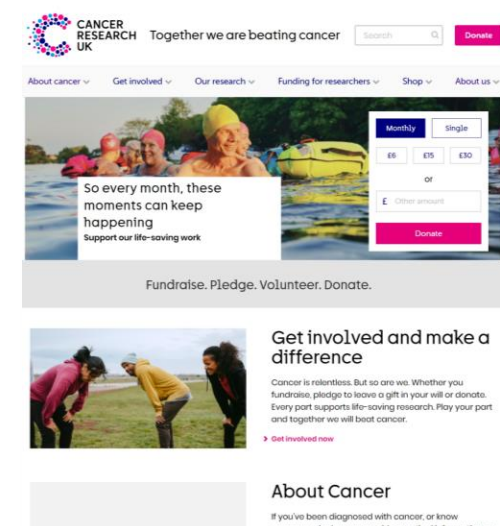
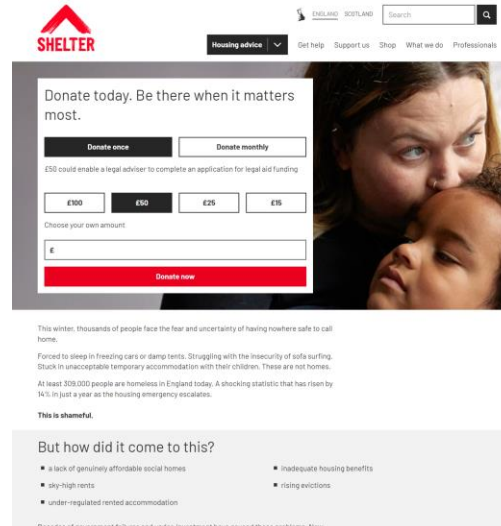
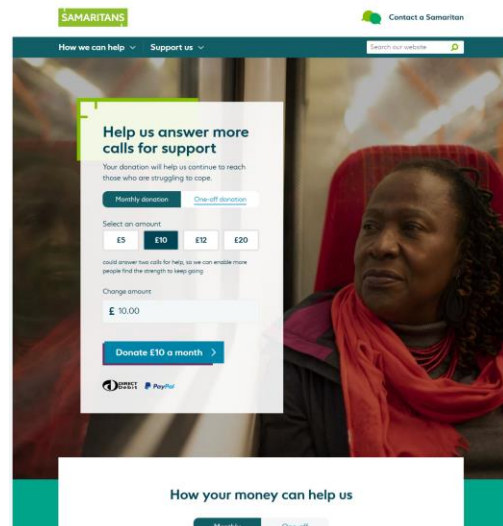
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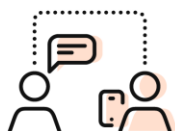
How do we optimise donation rate?

We use a combination of quantitative and qualitative methods to understand user behaviour then test interventions to find uplift

CRO research toolkit



Quantitative analysis



User testing



Audience interviews



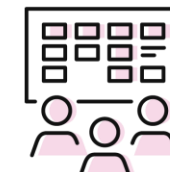
Heuristic review



Competitor research



Empathy mapping



Card sorting



Heatmap analysis



A/B testing



Customer journey mapping



Surveys



Preference testing



Tree testing



Recorded sessions

How do we optimise donation rate?

We use a combination of quantitative and qualitative methods to understand user behaviour then test interventions to find uplift

The Fresh Egg Test Archive

29/04/2021	03/06/2021	Payment page	Charity	Conversion rate	Clarity	-3.14%
08/06/2021	29/07/2021	Donation page	Charity	Page progression	Motivation	+19.43%
15/06/2021	30/07/2021	Donation page	Charity	Page progression	Social signals	-12.32%
05/07/2021	03/08/2021	Landing page	Charity	Sign-ups	Motivation	+24.84%
21/08/2021	02/10/2021	Donation page	Charity	Conversion rate	Motivation	-5.34%
28/09/2021	10/11/2021	Menu	Charity	Conversion rate	Friction	+2.19%
20/11/2022	04/01/2022	Donation page	Charity	Page progression	Social signals	-3.89%
08/01/2022	27/02/2022	Landing page	Charity	Conversion rate	Clarity	-1.32%
01/02/2022	10/03/2022	Donation page	Charity	Page progression	Biases/Heuristics	+6.18%
20/02/2022	30/03/2022	Donation page	Charity	Conversion rate	Friction	+1.45%
30/02/2022	14/04/2022	Sitewide banner	Charity	Conversion rate	Motivation	+8.38%

DONATION PAGE CHECKLIST

What donors need to see before they give

What donors need to see before they give

- 1 Charity proposition**
- 2 Charity premium
- 3 Proof of impact
- 4 Social signals
- 5 Directions
- 6 Motivation

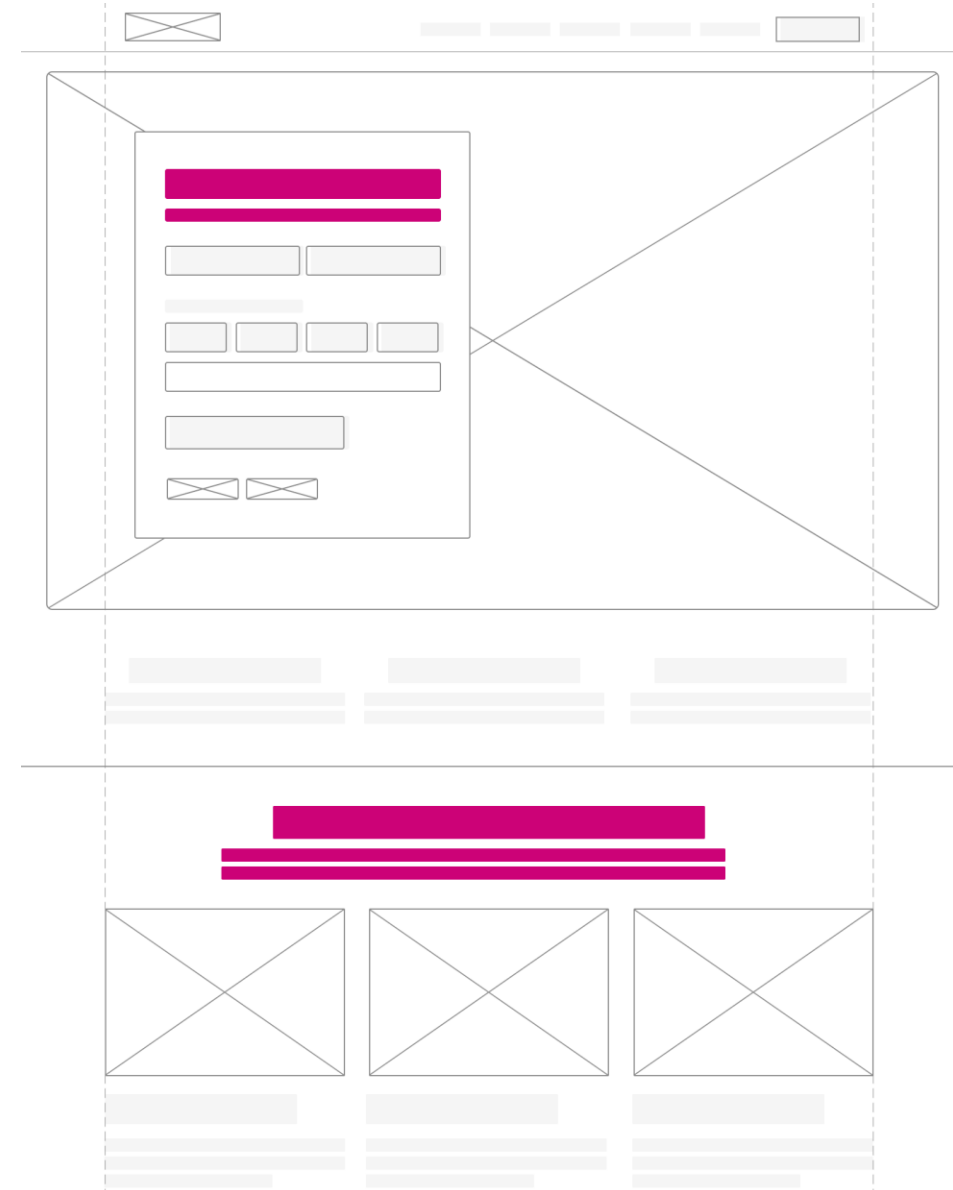
1 Charity Proposition

A charity proposition tells your visitor why they should donate to this 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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Shops



Contact us



Find a foodbank

[Home](#) [What We Do](#) [Get Help](#) [Get Involved](#) [About](#) [News & Blog](#)

MAKE A DONATION

HELP US SUPPORT FOOD BANKS AND END THE NEED FOR EMERGENCY FOOD IN THE UK

Your donation helps us provide vital support today, and campaign for a better future where everyone can afford the essentials.

[Single Donation](#)[Regular Donation](#)

Help us plan
ahead

Make a one-off donation to The Trussell Trust

GiveDirectly

Send money directly to people in need

ONCE MONTHLY

\$25 \$50 **\$100** \$500

\$1,000 \$5,000 Other

☐ Dedicate this donation [?](#)

Continue

Poverty relief - Africa ([edit program](#))

[Giving from outside the U.S.?](#)

We've delivered \$700M to over 1.5M people.
Join over 110,000 donors in trusting people in poverty to decide what they need most.



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2

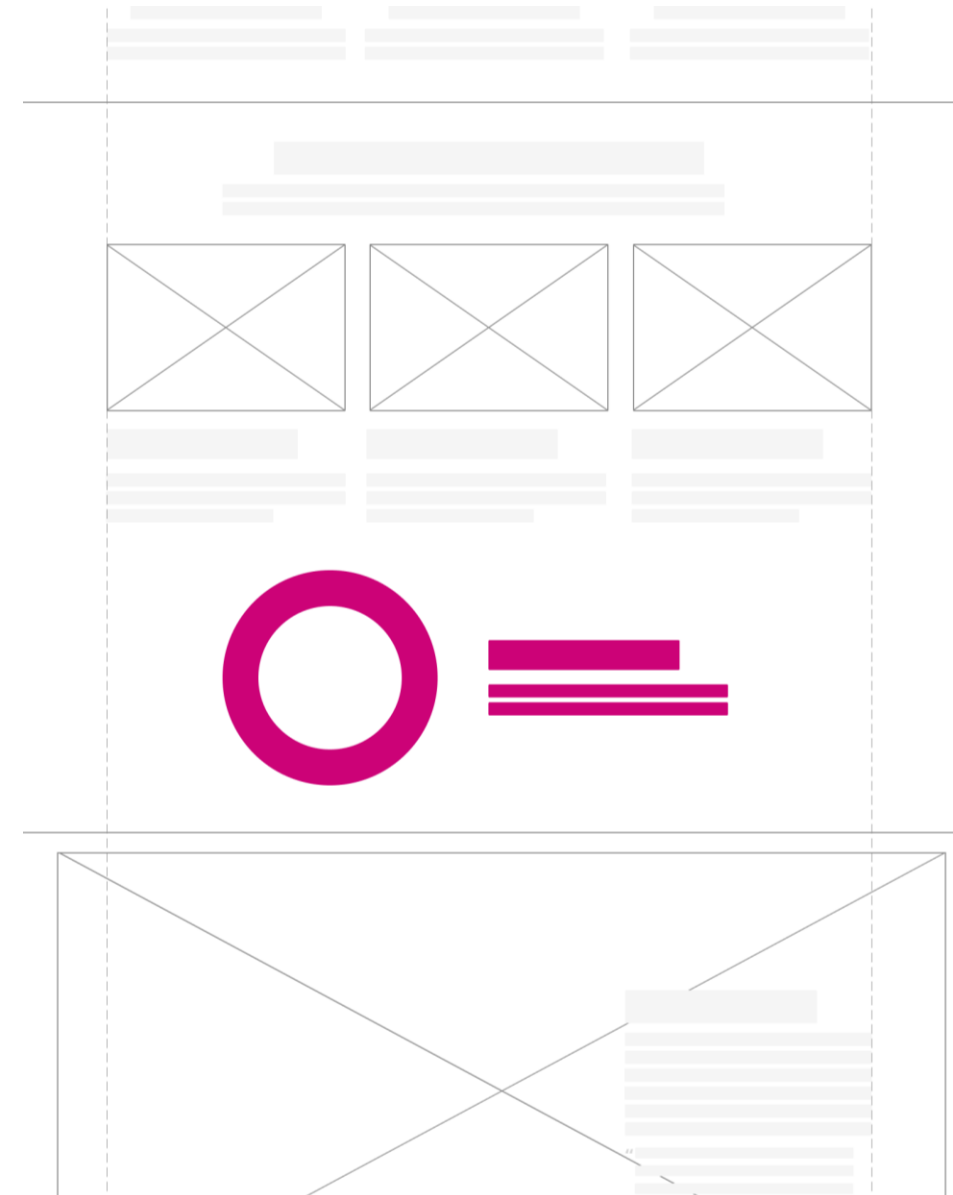
Charity premium

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

Potential donors look for charities with a small charity premium and avoid charities that appear to spend money on the wrong things. 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



2 Charity premium

Your charity premium is the extra amount a donor's contribution towards charitable purposes.

Potential donors look for a charity premium and avoid donations on the wrong things. A charity premium is 30% (70p per £1) but most organisations do not offer one.

How to address a charity premium

- Transparency
- Highlight the availability of a charity premium
- Gift matching
- Use corporate sponsorship to cover administration

“ I ... made clear last year that it was important, during these difficult financial times of the pandemic, and now the cost-of-living crisis, that trustees remember at all times that they are stewards of other people's money, charged with delivering their charity's purposes with them.

Orlando Fraser

Chair of the Charities Commission

International Journal of Nonprofit and Voluntary Sector Marketing
Vol. 2, Nonprofit Voluntary Sect. Mark. (in press)
Published online in Wiley InterScience
(www.interscience.wiley.com) DOI: 10.1002/nvsm.293



experiment

Netherlands

...ing letters affect response envelopes, with a full colour controlled field experiment at ... were sent out to planned ... show that packages with ... rates are lower and the ... from donor aversion against

Gooding-Williams (2002) ... from consumer research to ... The basic argument of ... nonprofits, using more ... envelopes, more easily ... of potential donors and are ... them to open the envelope, ... attractiveness hypothesis'. ... Gooding-Williams (2002) find ... attractiveness hypothesis in a ... donors to a homeless shelter ... rent versions of a fundrais- ... another charity. The respon- ... likely to report intentions to ... re, when the envelope was ... active. In turn, the intention ... envelope generated a positive ... the charity and this attitude ... increased the intention to donate. The relation- ... ships of attention and envelope characteristics, ... with the intention to open the envelope were

Correspondence to: René Bekkers, Department of Sociology, Faculty of Social Sciences, Utrecht University, Deesdorpsestraat 2, 3504 CA Utrecht, The Netherlands. E-mail: r.bekkers@fsw.uu.nl

FOR EVERY £1 OXFAM SPENDS

Excluding the costs of running our high street and online shops

81%
is spent fighting poverty

12%
is spent on vital
support costs

7%
goes towards raising the
next £1



81% GOES TOWARDS HELPING COMMUNITIES OVERCOME POVERTY

Your gift can help families learn eco-friendly farming skills, get access to emergency food or help support small businesses suffering losses to get grants and keep people in work.

OXFAM IN ACTION

100% of your donation funds clean and safe drinking water

We're on a mission to bring clean water to the 703 million people living without it. You can join us. No matter how much you give, every penny funds clean water projects around the world.

GIVE ONCE

MONTHLY

Choose an amount to give per month

£5 GBP/mo

£10 GBP/mo

£20 GBP/mo

£40 GBP/mo

Other amount

DONATE MONTHLY

Your £20.00 monthly donation can give 8 people clean water every year. 100% funds water projects.

Secure Payment - This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



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3 Proof of impact

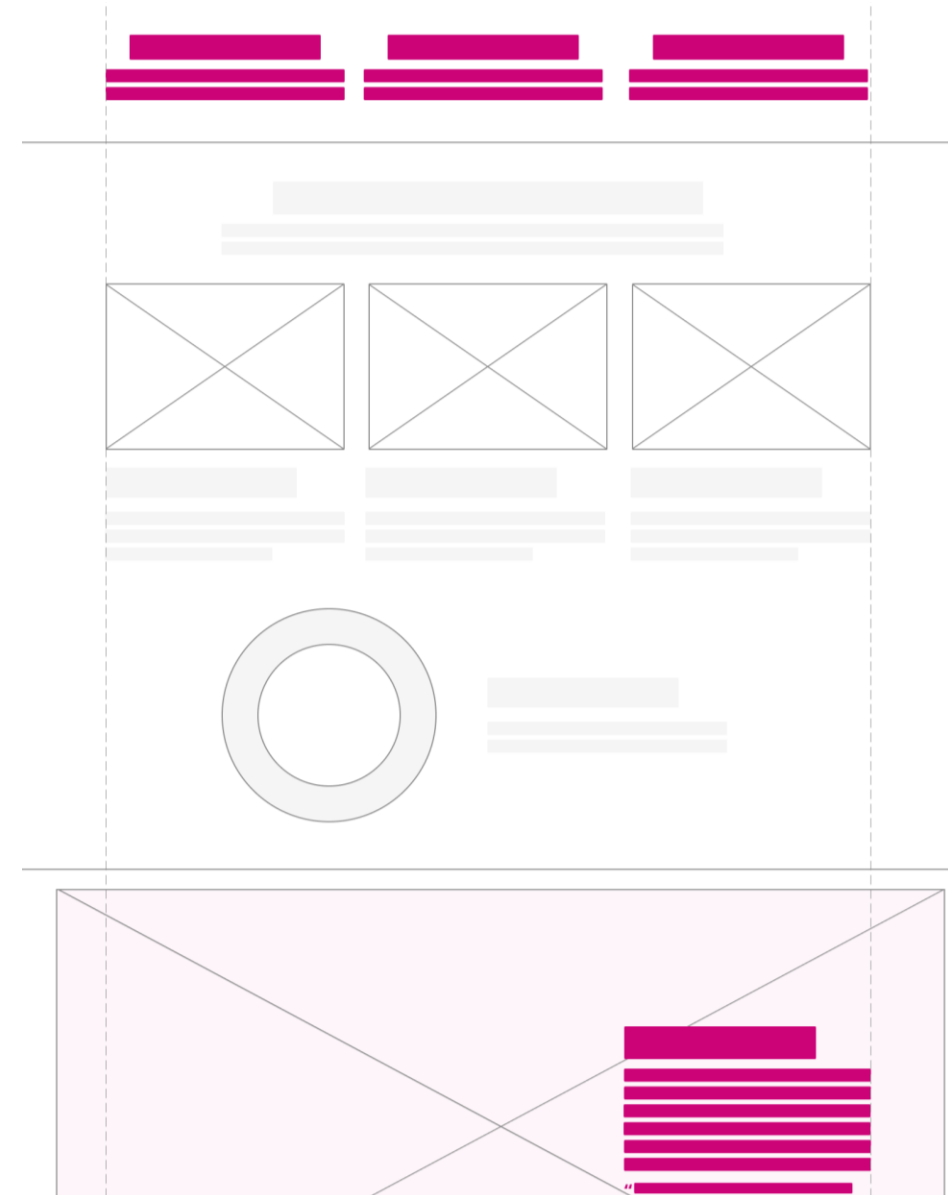
Visitors need to know that your work makes a big difference

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:

1. Is money spent well?
2. Will it make a noticeable difference?

How to demonstrate efficacy

- Statistics
- Case studies
- Testimonials





FIGHT FOR HOME

We exist to defend the right to a safe home, because home is everything. The fight to end the housing emergency starts here.

How we help

No one needs to face homelessness or unsafe housing alone. Last year over five million people turned to Shelter for advice.

15,555

households received support from our emergency helpline

15,846

households came to our local hubs in England for support

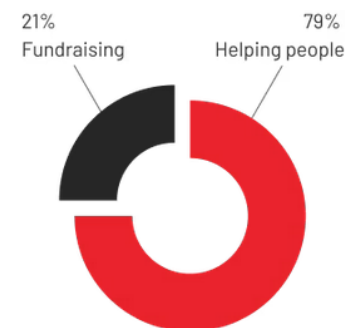
12,900

households who sought help saw a positive change in their housing situation

How you fuel the fight for home

We couldn't do this without you. For every £1 you donate:

- 79p is spent directly on helping people through advice, support and campaigning
- 21p is spent on fundraising





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We're making a difference

We're working to make sure nobody has to face a mental health problem alone. People need our support more than ever, and demand for our services is growing.



130,973

queries answered by our
helplines in 2022-2023



83p

from every £1 we spend on
supporting people with
mental health problems



23.3 m

times someone accessed
our mental health
information in 2022 - 2023

**With your help we can be on the other
end of the phone, in local communities
and campaigning hard in 2023.**

Make a donation today

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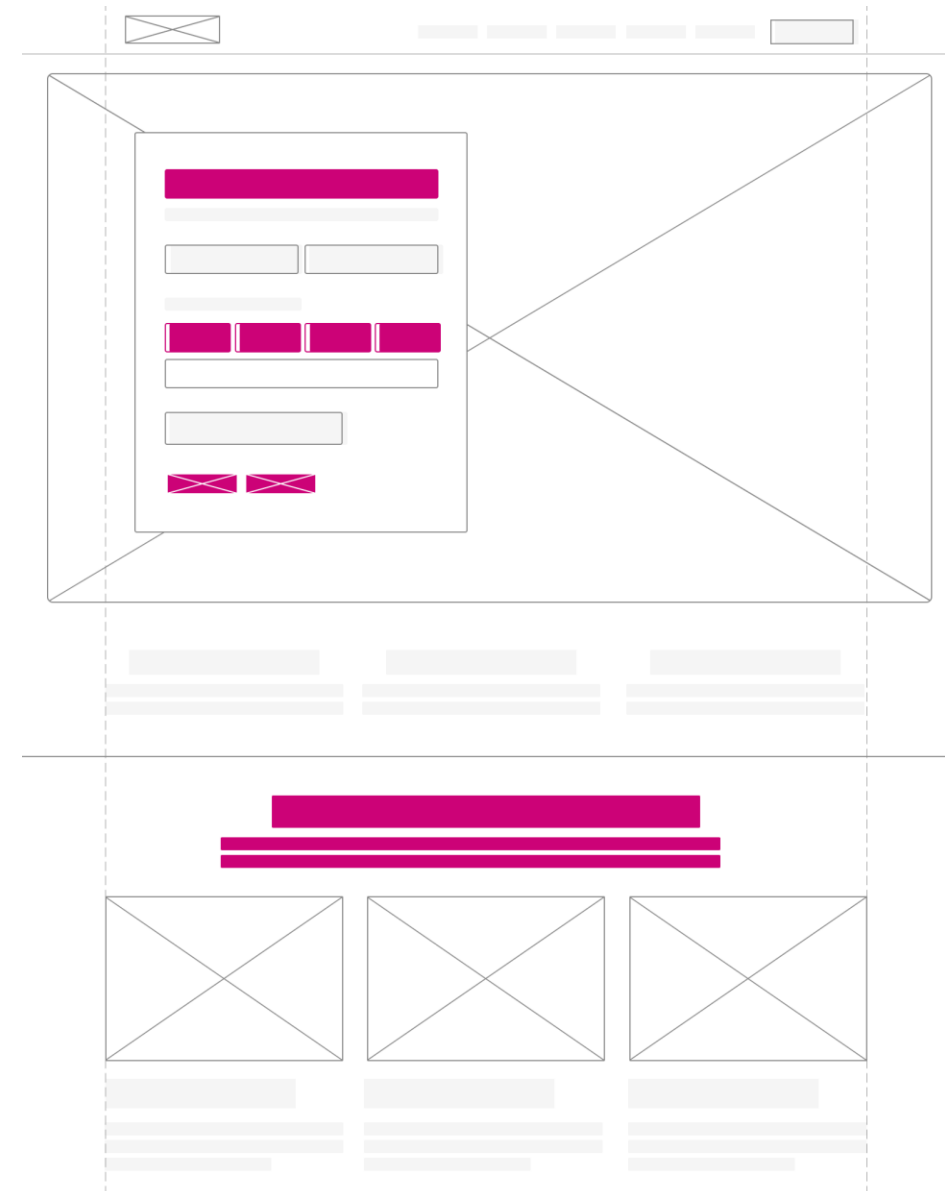
4 Social signals

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



Together, we can end the water crisis

Here's how you can take action today:



Join The Spring

The Spring is a passionate community of 70,000+ supporters who bring clean water to rural communities every month.

A £15 monthly donation can give 6 people clean water every year.

GIVE MONTHLY

100% of your donation funds clean water.



Meet the community changing lives.

The Spring is composed of generous, passionate, and determined people — like you — from more than 100 countries around the world. Our members have already transformed over a million lives with access to clean water, sanitation, and hygiene. Stand with us and change millions more. You're going to fit right in.



"I used to have monthly subscriptions with several different companies. But then the makeup, tote bags, and international snacks started to accumulate. With The Spring, I can donate that money and see the impact my support makes around the world."

Cindy Agoncillo



"The Spring isn't just a subscription. It's a community of passionate investors. Being part of The Spring makes me hopeful that there will be more children who can dream bigger because they don't have to carry the weight of dirty water."

Krupa Patel



"I'm currently an environmental engineer working on improving New York City's water and wastewater resources. Water is something that is very important to me, and access to clean water is something that we often take for granted."

Larry Ge

Will you help make tonight someone's last night on the streets?

£200 could help **teach someone life skills** such as paying bills and support them to find a **permanent home**.

£65 could help a **frontline worker** reach someone **sleeping rough**.

£29 could help us **provide essentials** for someone arriving at a St Mungo's hostel.

Rough sleeping is on the rise. With the increased pressures of the cost of living crisis, we need to prepare for this to continue.

But with your support, St Mungo's frontline workers can help more people sleeping rough and find them safe beds in from the cold. Your donation can make sure more people have their last night on the streets – and their first night of a new life.

Mary G	2 days ago
Robert H	3 days ago
Victoria J	about 5 hours ago
Huw M	about 6 hours ago
Joseph M	about 13 hours ago
Keith M	about 22 hours ago

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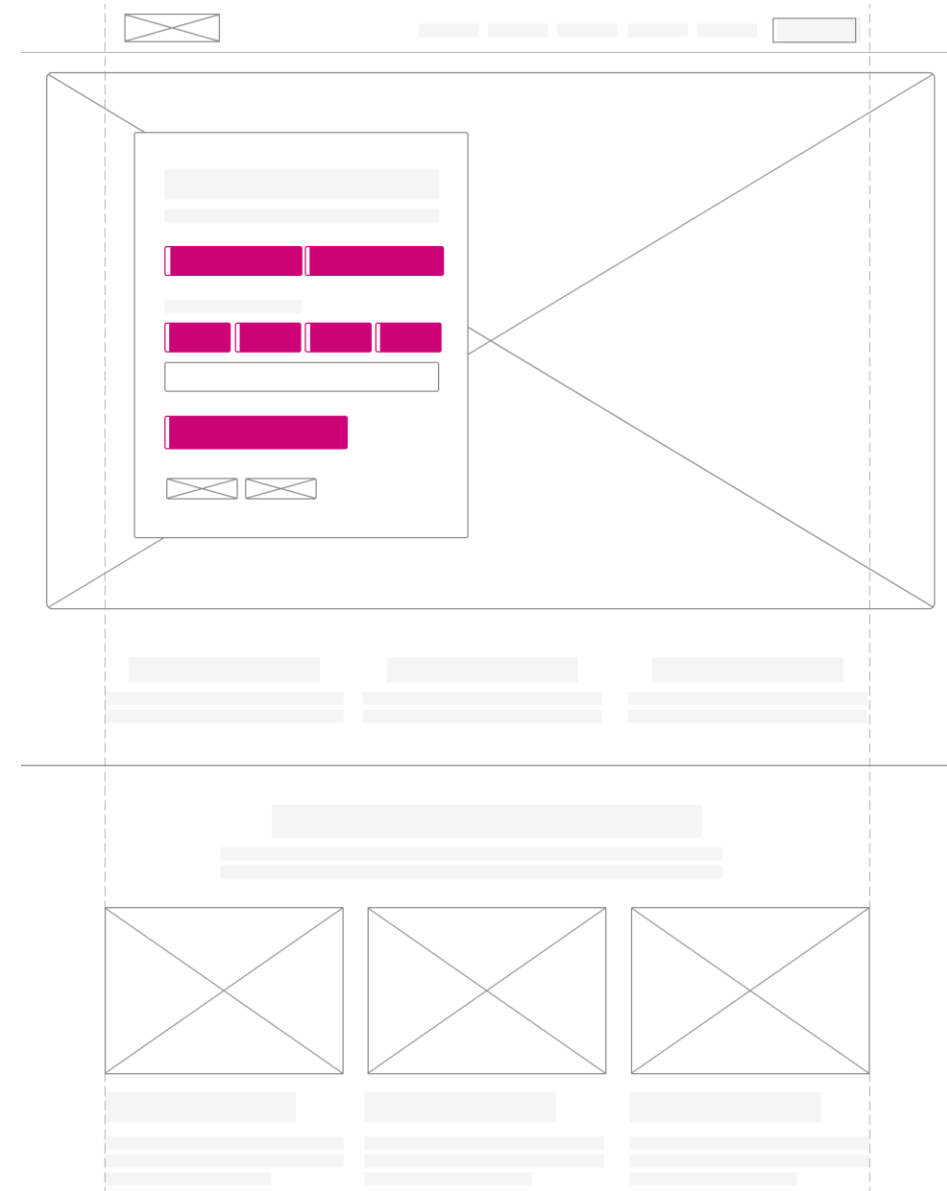
5 Directions

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 in the right order and highlights the most important content. 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



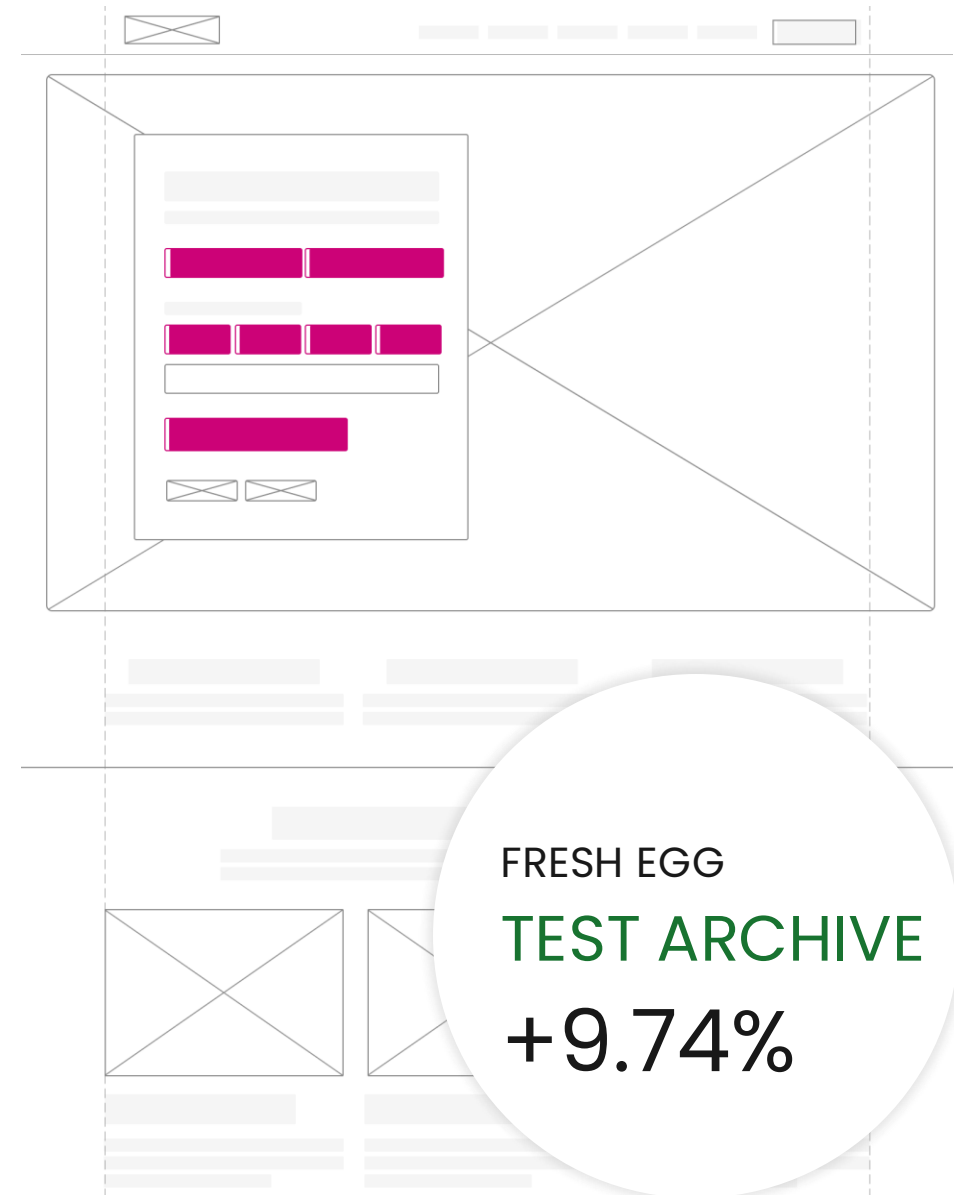
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Help us answer more calls for support

Your donation will help us continue to reach those who are struggling to cope.

Monthly donation

[One-off donation](#)

Select an amount

£5

£10

£12

£20

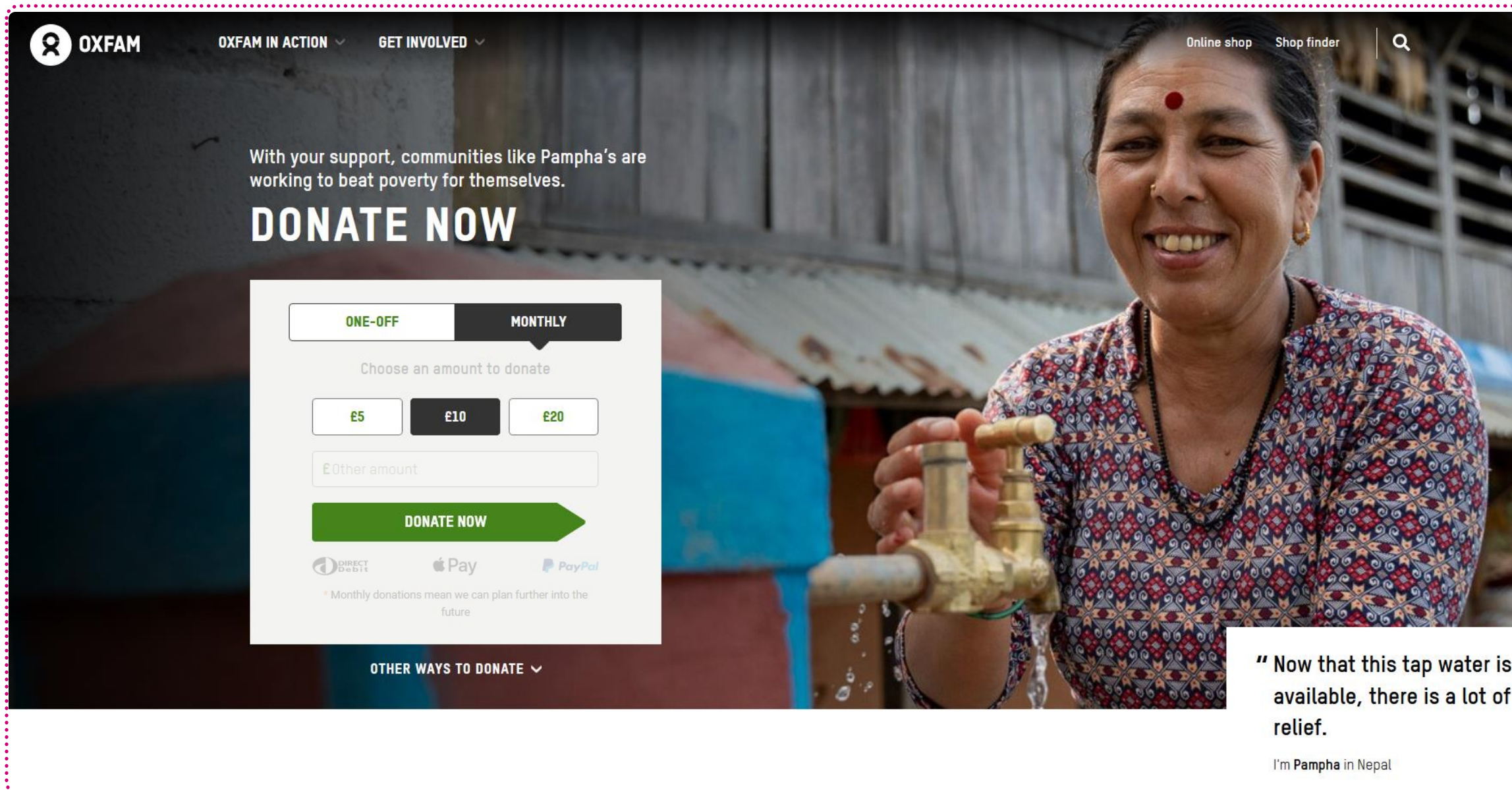
could answer two calls for help, so we can enable more people find the strength to keep going

Change amount

£ 10.00

Donate £10 a month >





OXFAM OXFAM IN ACTION GET INVOLVED Online shop Shop finder

With your support, communities like Pampha's are working to beat poverty for themselves.

DONATE NOW

ONE-OFF MONTHLY

Choose an amount to donate

£5

£10

£20

£ Other amount

DONATE NOW

DIRECT Debit

Apple Pay

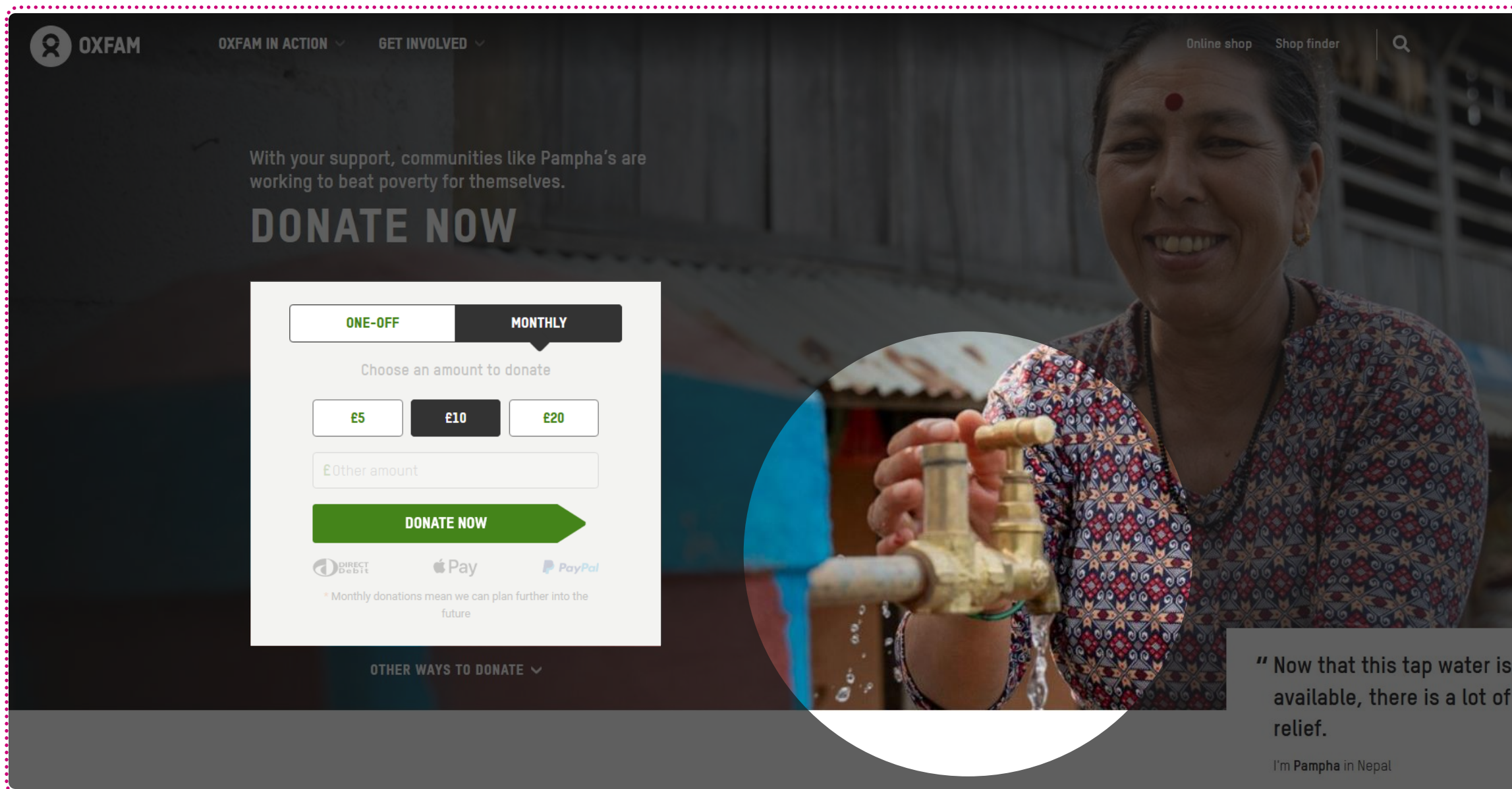
PayPal

* Monthly donations mean we can plan further into the future

OTHER WAYS TO DONATE

" Now that this tap water is available, there is a lot of relief.

I'm Pampha in Nepal

A mockup of an Oxfam donation page. The background is a dark image of a woman, Pampha, smiling and holding a brass tap handle from which water is flowing. The page layout includes a top navigation bar with the Oxfam logo, 'OXFAM IN ACTION', 'GET INVOLVED', 'Online shop', 'Shop finder', and a search icon. The main content area features a headline about supporting communities like Pampha's, a large 'DONATE NOW' button, and a donation form. The form has tabs for 'ONE-OFF' and 'MONTHLY' (selected), a 'Choose an amount to donate' section with buttons for £5, £10, and £20, and a text input for '£ Other amount'. Below the form is a green 'DONATE NOW' button and logos for Direct Debit, Apple Pay, and PayPal. A testimonial from Pampha is in a grey box on the right.

OXFAM

OXFAM IN ACTION GET INVOLVED

Online shop Shop finder

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£5 £10 £20

£ Other amount

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DIRECT Debit Apple Pay PayPal

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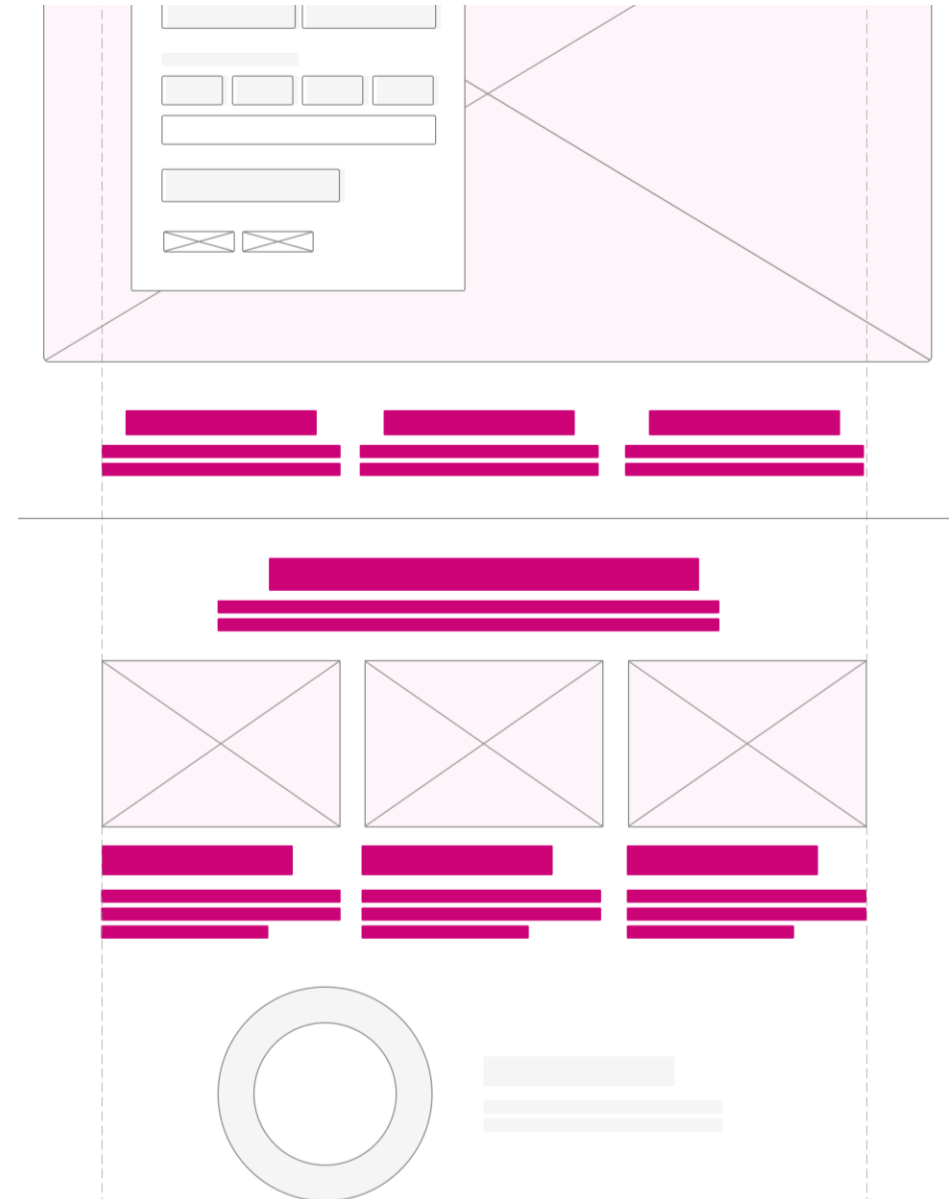
6 Motivation

Understanding what motivates your supporters will make your donation page more 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





Donate to WaterAid UK

The UK's dedicated water charity. Donate to help bring lifesaving clean water to more girls like Veronique.

→ [Donate now](#)

“ We have a shower and a gaboné (Malagasy word for latrine). Now, I am cleaner. When I get my period, I no longer have to go to the river, I can wash myself at home.

- Veronique, Madagascar

[Home](#) > [Donate](#) > [Donate to the British Red Cross](#)

DONATE TO THE BRITISH RED CROSS

To save lives, we need you.
Please help us with a
monthly donation.

Per month

Now

How much would you like to donate?

£5

£8

£10

Other

DONATE BY DIRECT DEBIT



**In an emergency, every second counts.
And so does every penny.**

HOW YOUR CHARITY DONATION IMPACTS CHILDREN

Move the slider to see how your donation could make a difference for children every month



£20



166

water purification tablets

OR



117

malnutrition treating
food sachets

OR



11

midwives' birth kits

OR



1

school-in-a-bag kits

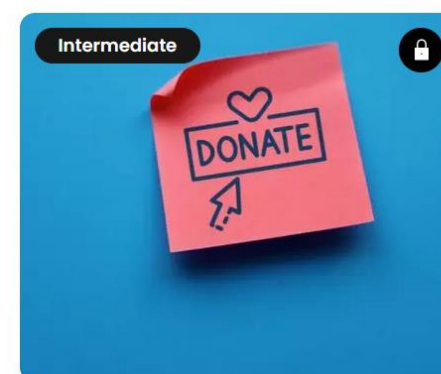
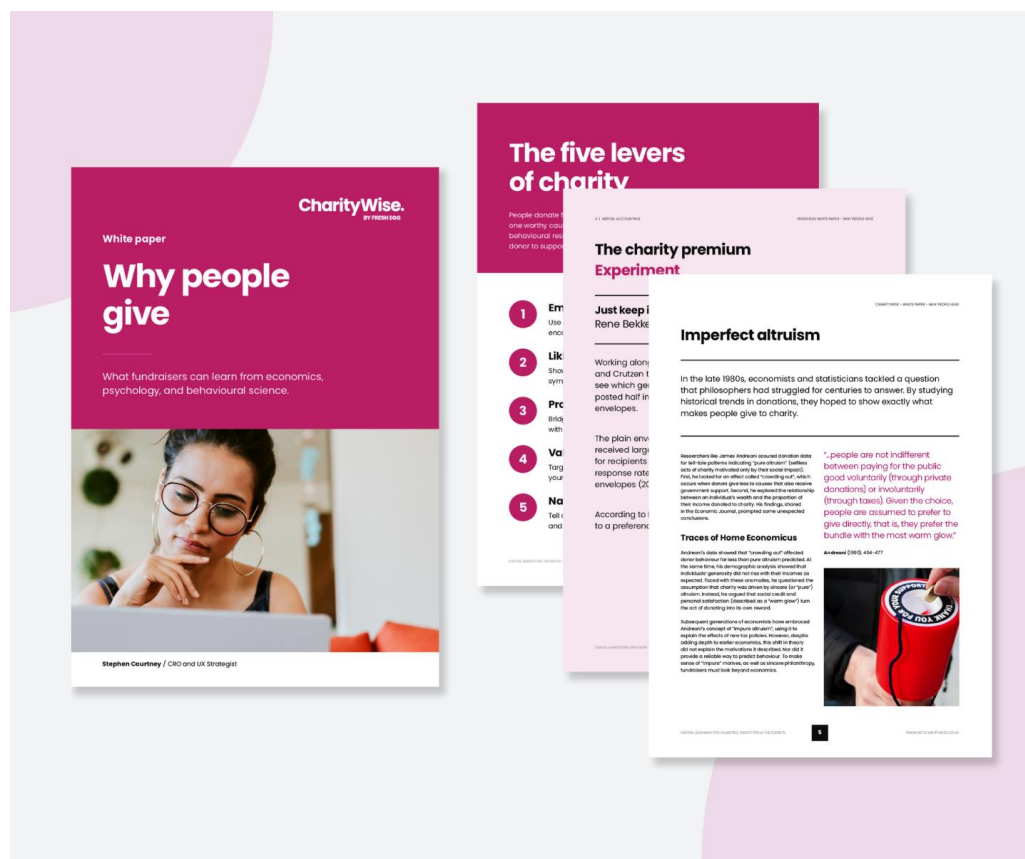
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DONATION PAGE CHECKLIST

Next steps

Learn how to optimise your whole charity website

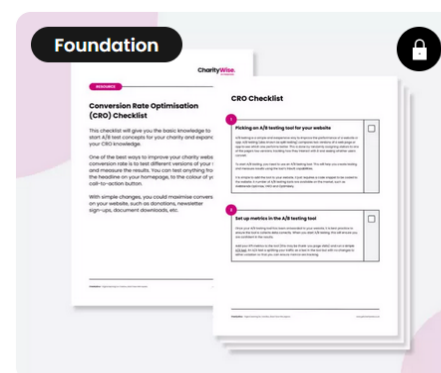


Website Optimisation

Five things you can do today to maximise your donation funnel

Jake Lambert

18 December 2023 • 6 min read



Website Optimisation

Conversion Rate Optimisation Checklist (download)

Stephen Courtney

15 December 2023 • 1 min read

Any questions...

Thank you.

If you have any questions, please email us:

hello@getcharitywise.co.uk