Use this list to ensure that your nonprofit's website is set up to generate as many donations as possible.

1. Overall Website Structure

   ☐ Visitors to your site instantly see pictures and concise copy about the problems your NPO tackles AND the results it achieves

   ☐ The design is fresh, clean, and reflects your NPO's brand personality

2. The Donate Button

   ☐ The button is "above the fold," visible, and inviting (e.g. Help save our planet., Invest in kids., Make Ourtown Healthier.)

   ☐ The color, shape, and size of the button fit with your NPO's branding, but also help it stands out clearly from everything else.

3. The Donation Page

   ☐ The page is well designed and free of any distracting content or links.

   ☐ The donation form is easy to fill out and collects only essential information. It allows your donors to make their gifts in memory / honor of someone and enter the acknowledgment info. And – if applicable – it gives them the option to give once or monthly, to general support, or contribute to a specific campaign.

4. Donation Processing

   ☐ The payment processing is safe, reliable, and easy to use.

   ☐ It generates an email to the appropriate staff with all the donation info and, ideally, integrates with your donor records system.

5. Thank You and Cultivation

   ☐ The automatic thank-you is customizable for your NPO and for any special campaigns you are running.

   ☐ You've prepared follow-up content that your donors value – i.e. that fits their specific interests and stage of engagement. You send one item within a day of the donation, and a second item a week or two later.

For more insights into cultivating leads and new donors, check out the Nonprofit Lead Nurturing Tool.

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