

8 WAYS TO INCREASE ONLINE DONATIONS

1 INTEGRATE YOUR DONATION PAGE INTO YOUR SITE



58% OF MILLENNIALS PREFER TO DONATE ON AN ORGANIZATION'S SITE¹

2 OPTIMIZE YOUR SITE FOR MOBILE

In one study released by Google

25%

OF ONLINE DONORS MADE A DONATION ON A MOBILE DEVICE²



3 USE A PROMINENT DONATE BUTTON THROUGHOUT YOUR SITE

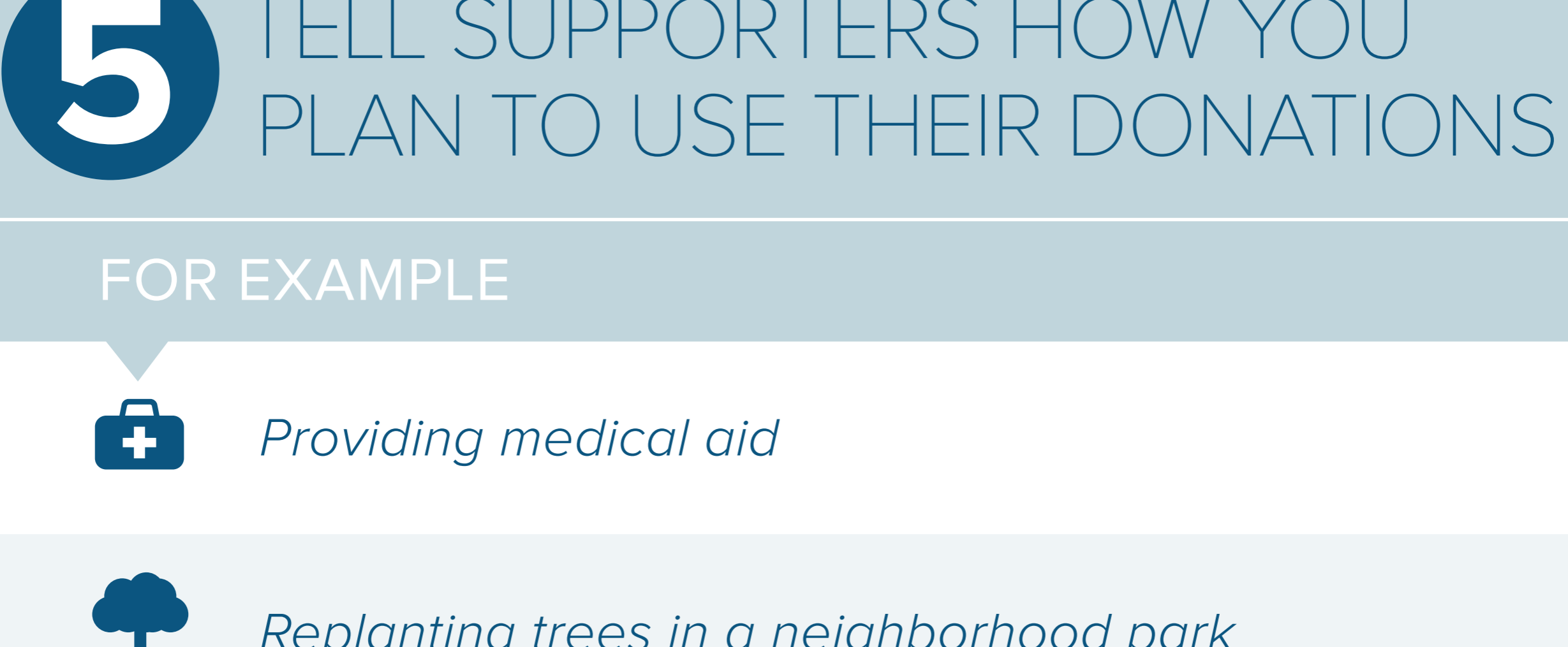


4 MAKE ORGANIZATION FINANCES EASY TO FIND



POTENTIAL DONORS ARE LOOKING FOR FINANCIAL INFORMATION.

PERCENTAGE OF PEOPLE THAT SAID ORGANIZATION FINANCIAL INFO IS IMPORTANT WHEN DECIDING TO DONATE³



5 TELL SUPPORTERS HOW YOU PLAN TO USE THEIR DONATIONS

FOR EXAMPLE

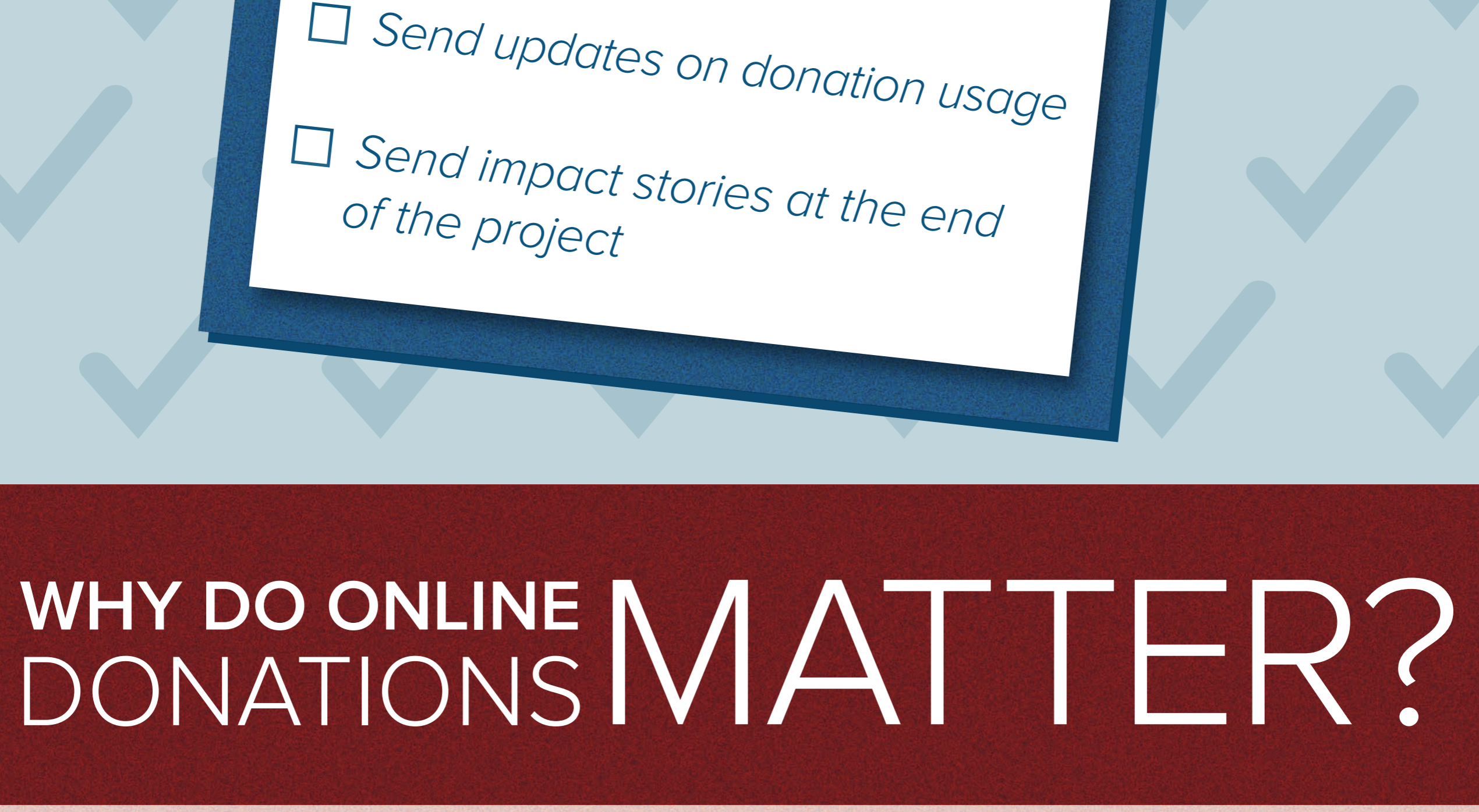
- Providing medical aid
- Replanting trees in a neighborhood park
- Delivering meals to your community
- Purchasing equipment to better fulfill your mission

6 ESTABLISH AN EMOTIONAL CONNECTION

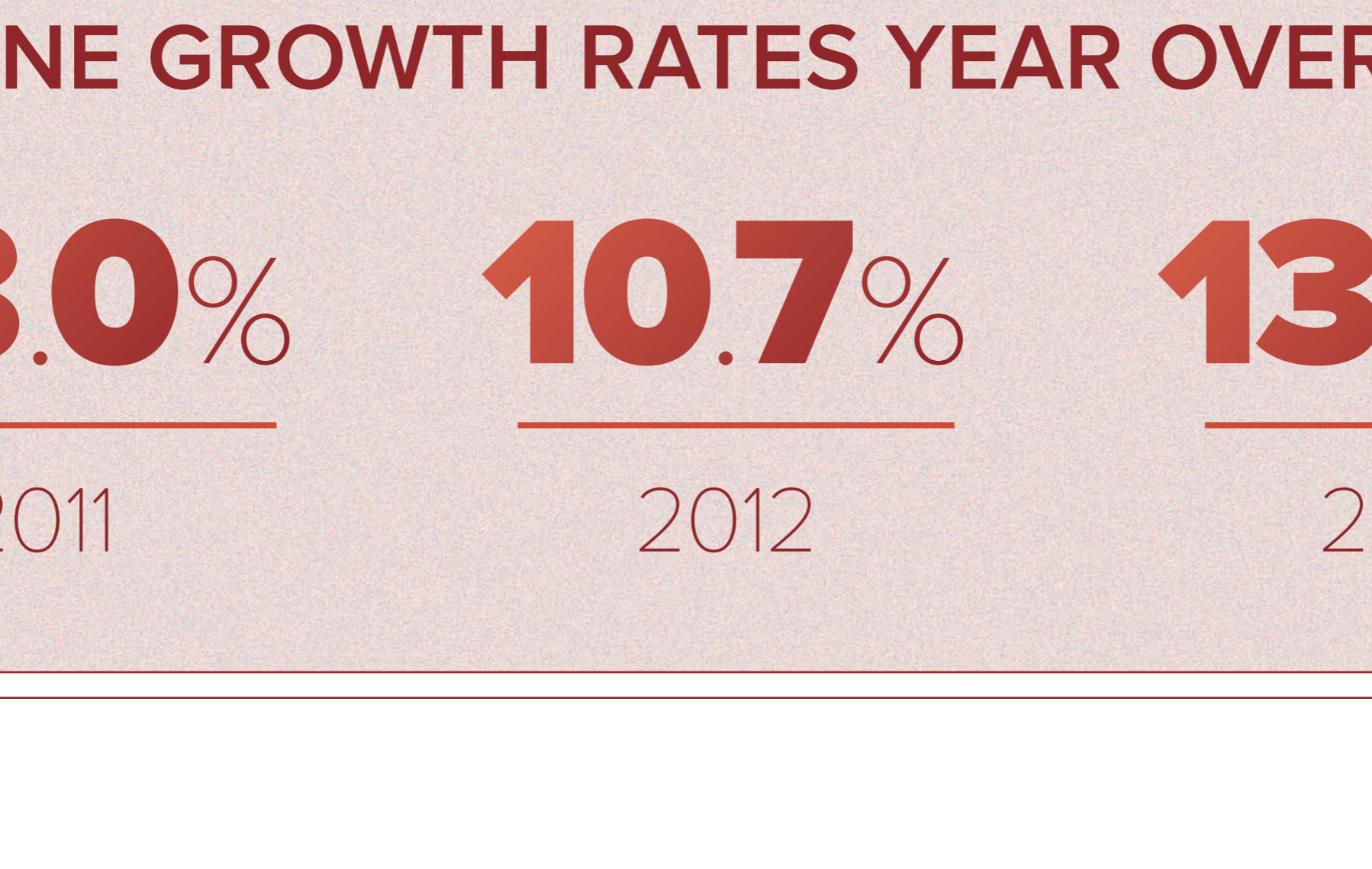
- Showcase the problem you're addressing
- Show the impact your donors can have on solving that problem



7 INCLUDE TESTIMONIALS & BLOG POSTS FROM PAST DONORS



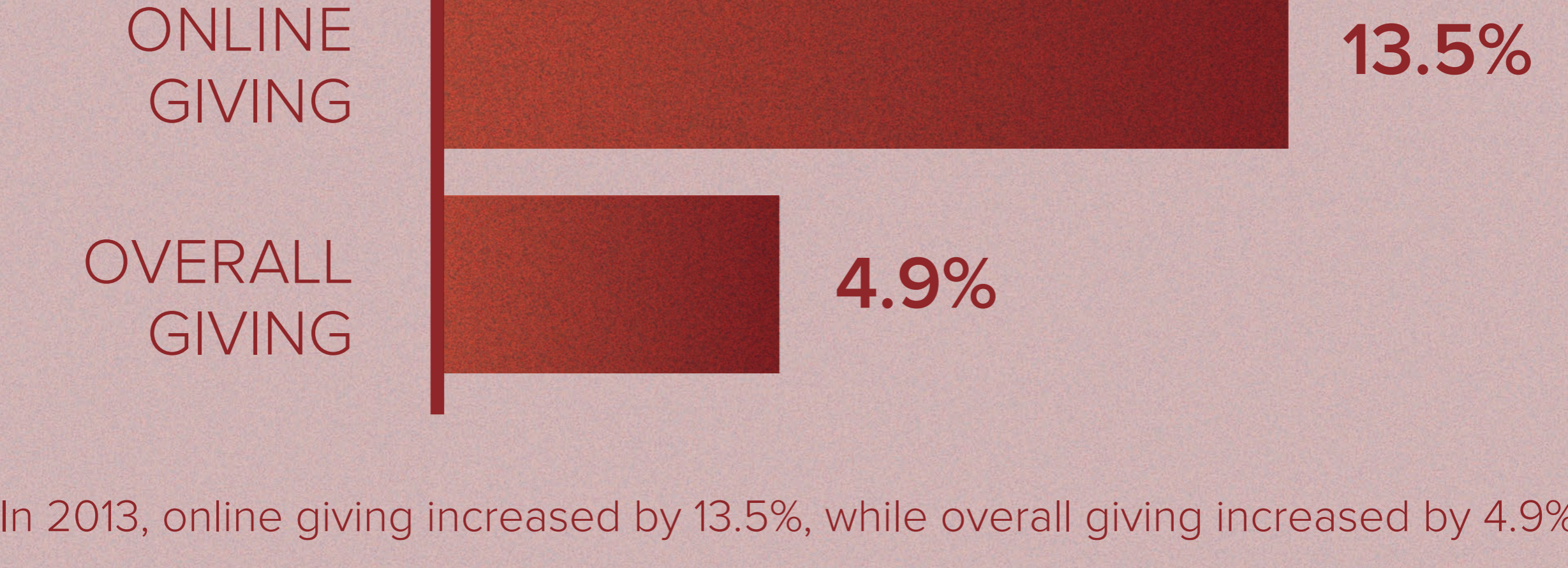
8 CREATE A STRONG POST-DONATION EXPERIENCE



WHY DO ONLINE DONATIONS MATTER?

ONLINE DONATIONS ARE GROWING EVERY YEAR

ONLINE GROWTH RATES YEAR OVER YEAR⁴



ONLINE GIVING IS GROWING FASTER THAN OVERALL GIVING



In 2013, online giving increased by 13.5%, while overall giving increased by 4.9%.⁴

WI WIREDIMPACT

At Wired Impact, we build websites for nonprofits.

Here at Wired Impact we believe there's a huge need for nonprofit organizations to more effectively utilize the web. If you have any questions about building an awesome nonprofit website, or ways to maximize your web presence, please visit us at wiredimpact.com

To learn more about growing your online fundraising, head to wiredimpact.com/tag/fundraising

SOURCES

¹Millennial Donors Report 2011 – Achieve and Johnson, Grossnickle and Associates

²Driving Donations Digitally – Google

³Money for Good II: Summary Report – Hope Consulting

⁴2013 Charitable Giving Report – Blackbaud

⁵Millennial Donors Report 2013 – Achieve and Johnson, The Case Foundation