



# Donation Form Check-up Checklist

Have you tried making a donation on your organization's form recently? You should do a periodic form check-up to ensure the process is easy and painless for your donors. Use this handy checklist to tick off important parts of the online donation process!



- Is your donate button brightly colored and easy to find?
- Is everything (your website, form, and post-donation email communication) mobile-optimized?
- Does your form's branding match that of your website?
- Does it take one click to make a donation? More than one means donors are working too hard!
- Are your donation amounts at the top (NOT payment information)?
- Did you keep required fields to a minimum?
- Do you have a recurring giving option?
- Is your thank-you page customized with a warm thank-you that sounds human?
- Did you receive an email receipt promptly after submitting your donation? (Remember, this combined with a thank-you page does not a thank-you letter make!)
- Are there social sharing options on your form and/or thank-you page?



\*Don't forget to go through the process on a mobile device, just to be sure everything looks good and that making a donation is easy!