



Donation Form Tips for Busy Fundraisers

Build donation forms that inspire and convert with these design tips

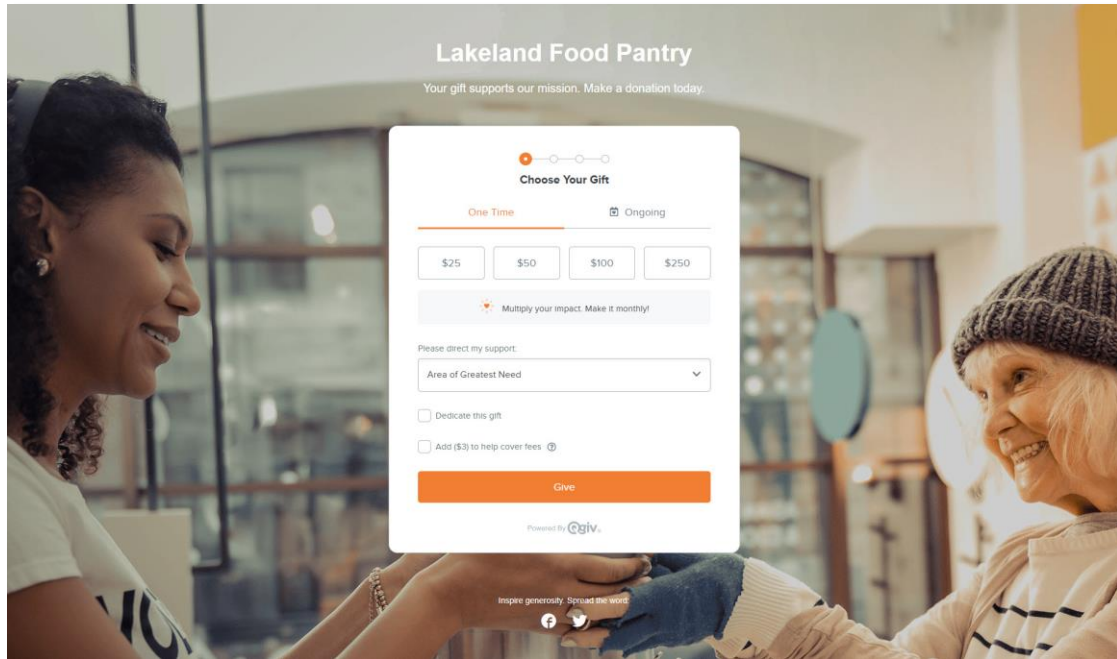




Why focus on building great forms?

Does it *really* make much of a difference?

Why focus on form design?

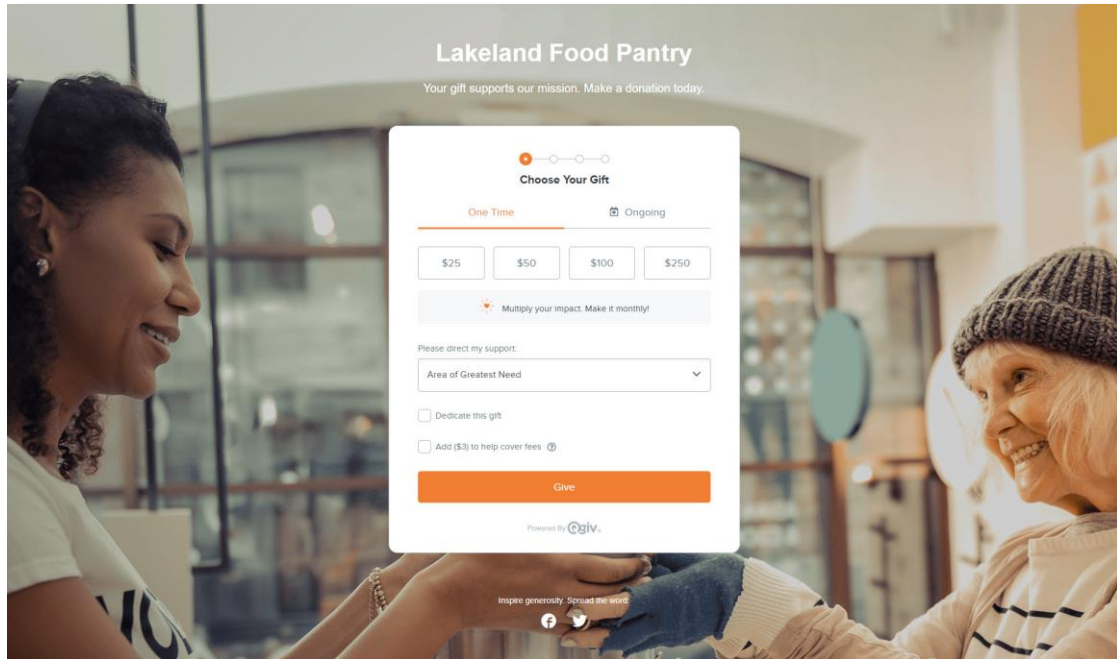


54.8% of donors
prefer going online to
make their donation

83% of people who
land on your main
donation page won't
end up making a
donation

Good form design can
help you appeal to
dedicated donors and
convince potential
donors

Good form design will:



Build trust

Reduce
anxiety

Remove
friction

Let's Get To It!

We'll cover how to build an outstanding donation form from top to bottom, including:



+ What design elements to include on if you want to encourage donations



+ The best donation form layout and why it works



+ Tips and tricks for getting bigger gifts and more recurring donations



+ Strategies for reassuring nervous donors, showing impact, and more



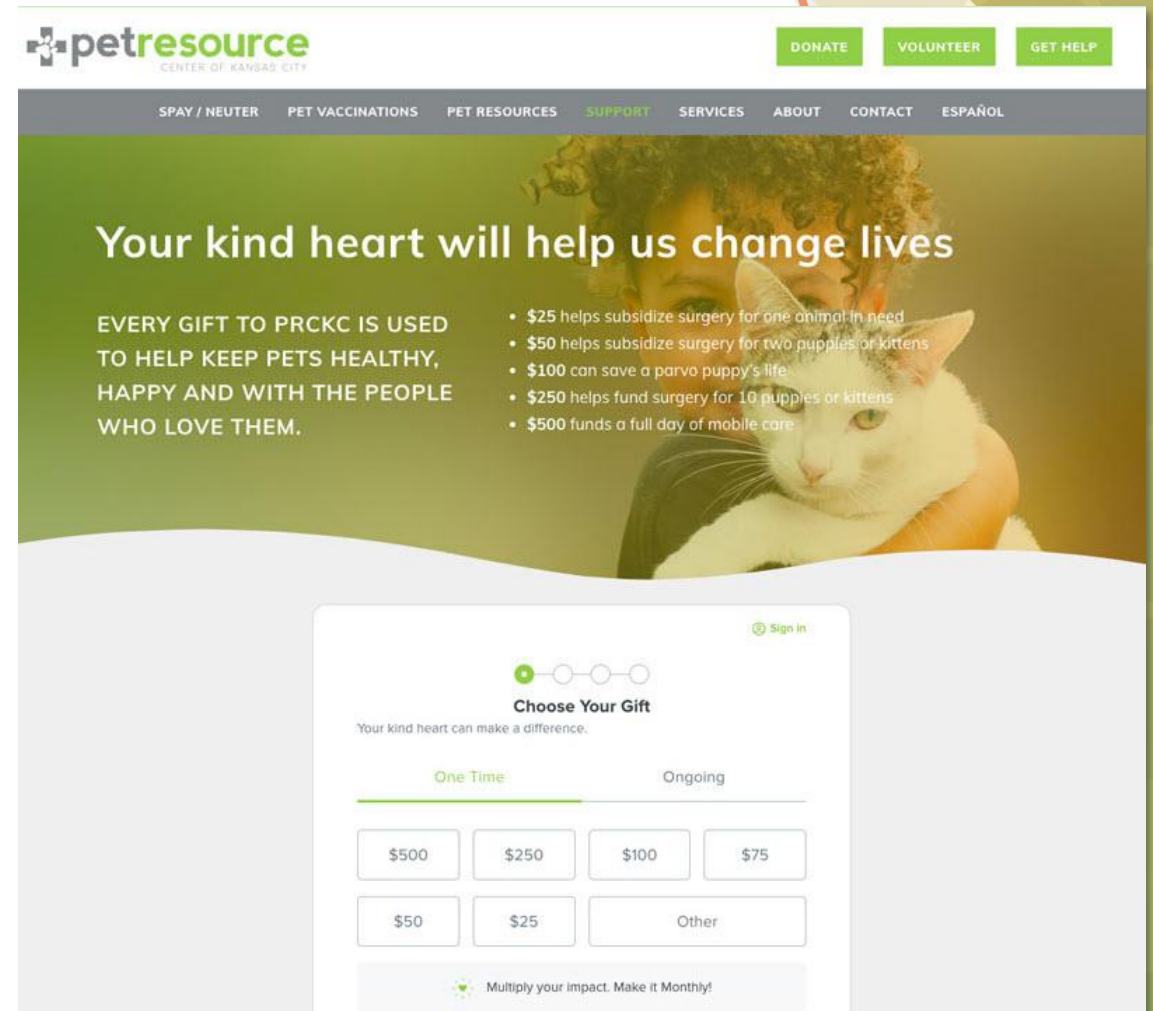
Put your story on your form

It's a powerful way to keep donors' attention

Put your story on your form

Why?

- + Humans are **visual creatures!**
- + We want to make a **tangible difference**
- + People give to people, not organizations. We want to know **who we're supporting**

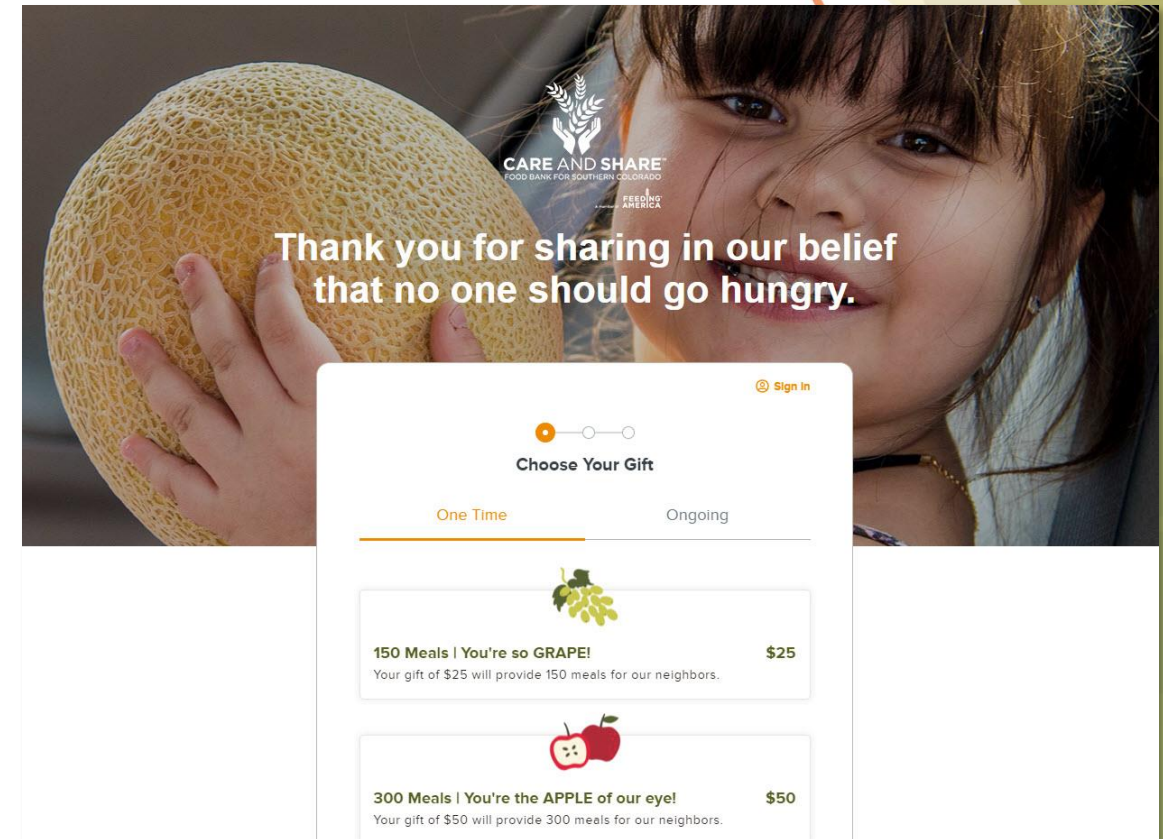


The screenshot shows the PetResource Center of Kansas City website. The header includes the logo and navigation links: DONATE, VOLUNTEER, GET HELP. Below the header is a navigation bar with links: SPAY / NEUTER, PET VACCINATIONS, PET RESOURCES, SUPPORT, SERVICES, ABOUT, CONTACT, ESPAÑOL. The main content area features a large image of a person holding a cat, with the text "Your kind heart will help us change lives". Below this, it states "EVERY GIFT TO PRCKC IS USED TO HELP KEEP PETS HEALTHY, HAPPY AND WITH THE PEOPLE WHO LOVE THEM." and lists the impact of different donation amounts: \$25, \$50, \$100, \$250, and \$500. A "Choose Your Gift" section is visible, with tabs for "One Time" and "Ongoing". The "One Time" tab is selected, showing a grid of donation amounts: \$500, \$250, \$100, \$75, \$50, \$25, and "Other". A "Sign in" link is in the top right corner of the form area. At the bottom of the form, there is a checkbox for "Multiply your impact. Make it Monthly!".

Put your story on your form

Most donors who land on your form aren't committed to making a gift. Help them commit by including:

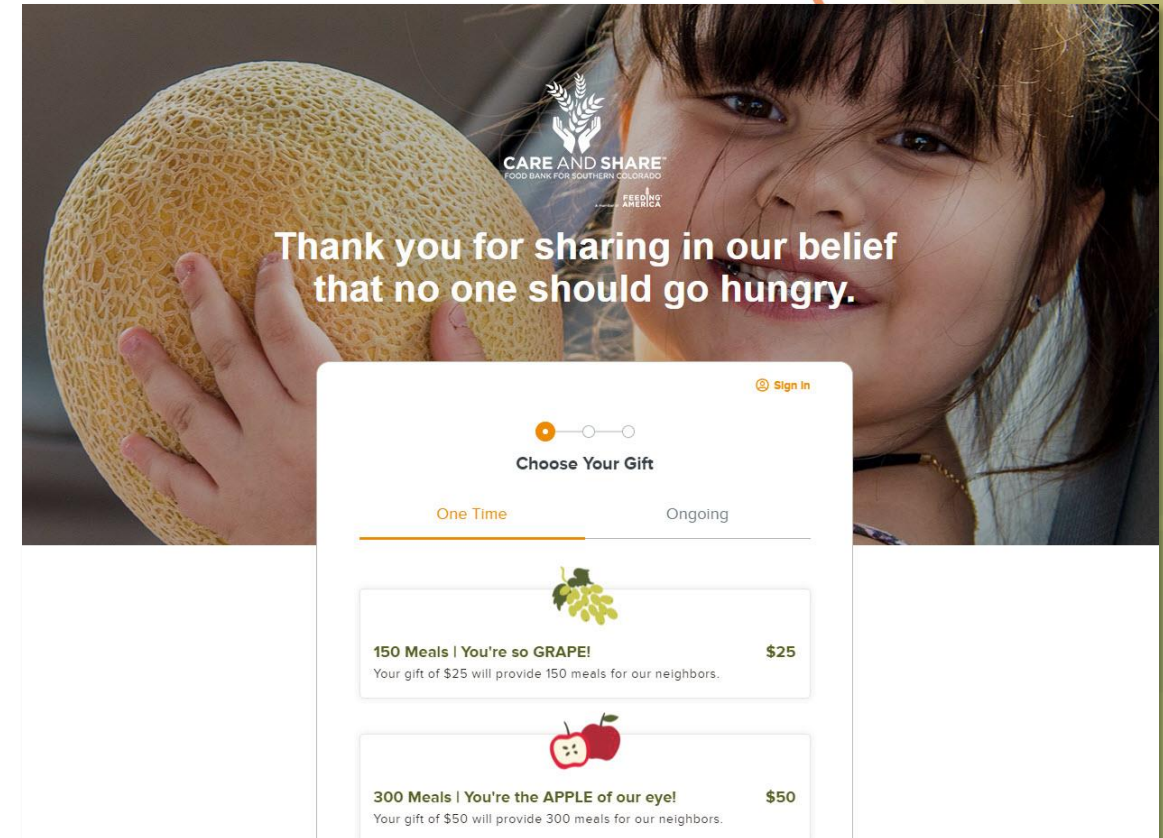
- + A high-quality photo
- + A short impact statement
- + Quality > quantity!



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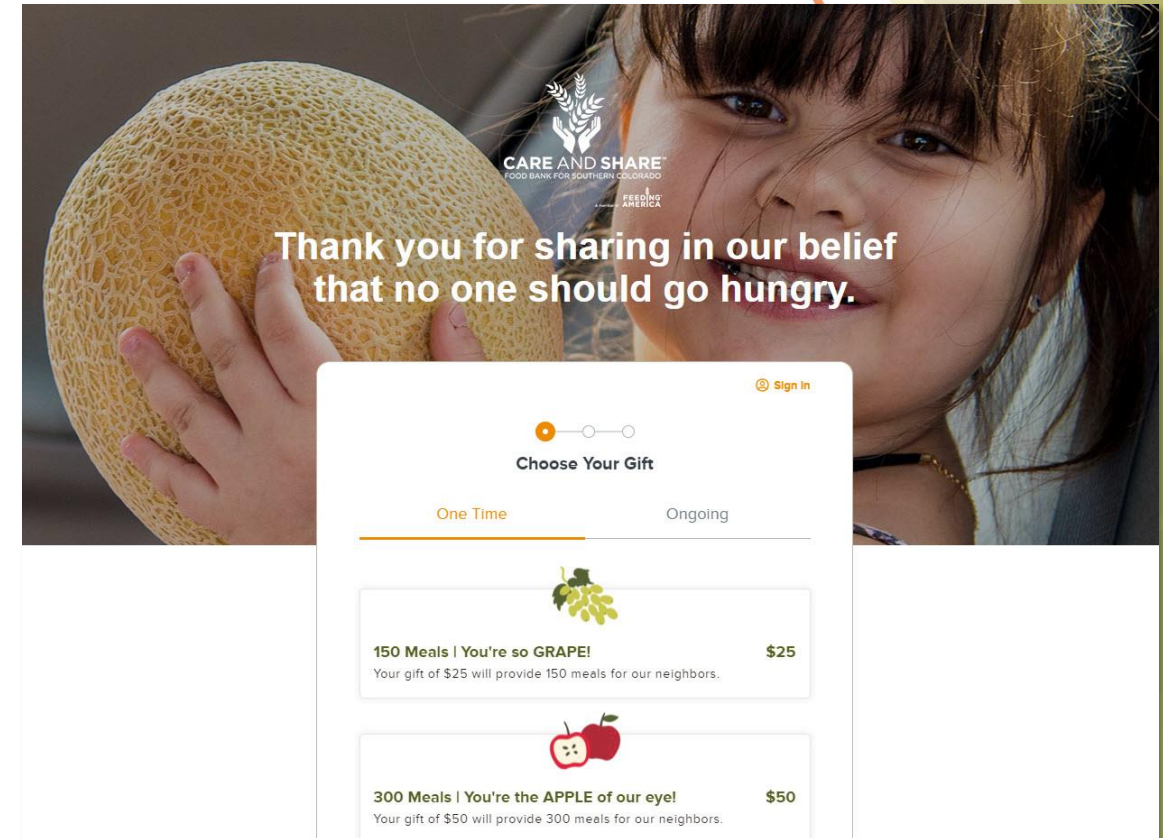
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- + A short impact statement
- + **Quality > quantity!**



Put your story on your form

Use Qgiv's form builder!

- + Upload images that reinforce your campaign and appeals
- + Add copy that reinforces a donor's decision to give
- + Go a step further and add other elements that make donors feel great about giving

The screenshot displays the Qgiv form builder interface. On the left, a settings panel for the 'Header Logo' is visible, featuring an 'Upload an Image' button, a note about image dimensions (200px wide, 10MB or less), and checkboxes for 'Display Page Heading' (checked) and 'Display Page Subheading' (checked). Below these are text input fields for the heading ('Together, we can solve hunger.') and subheading ('Make a donation today.'). Further down are color selection options for 'Text Color' (dark green) and 'Background Color' (orange), followed by a 'Header Background Image' section with another 'Upload an Image' button and a note about dimensions (1920px wide by 600px tall, 10MB or less). At the bottom of this panel are 'Update Settings' and 'Cancel' buttons. On the right, a sidebar shows a 'Landing Page' dropdown, 'Save Page' and 'Reset Page' buttons, and a 'Widgets' section with a search bar and a grid of widget icons including Layout Container, Custom Content, Page Title, Button, Video, Twitter Feed, Facebook Page, Thermometer, Image Gallery, and Event List.

Put your story on your form

Use Qgiv's form builder!

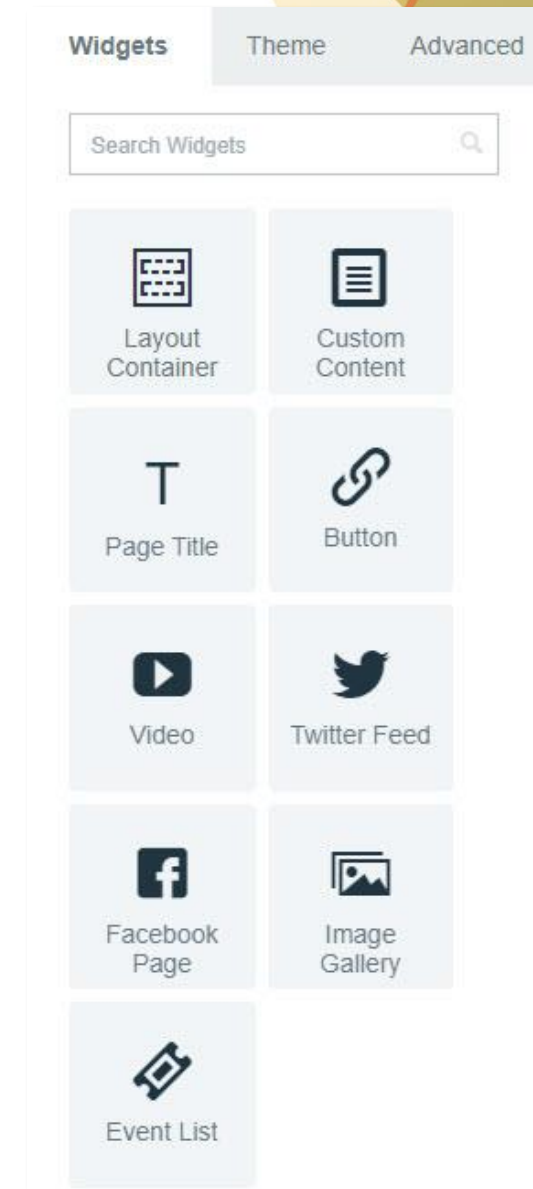
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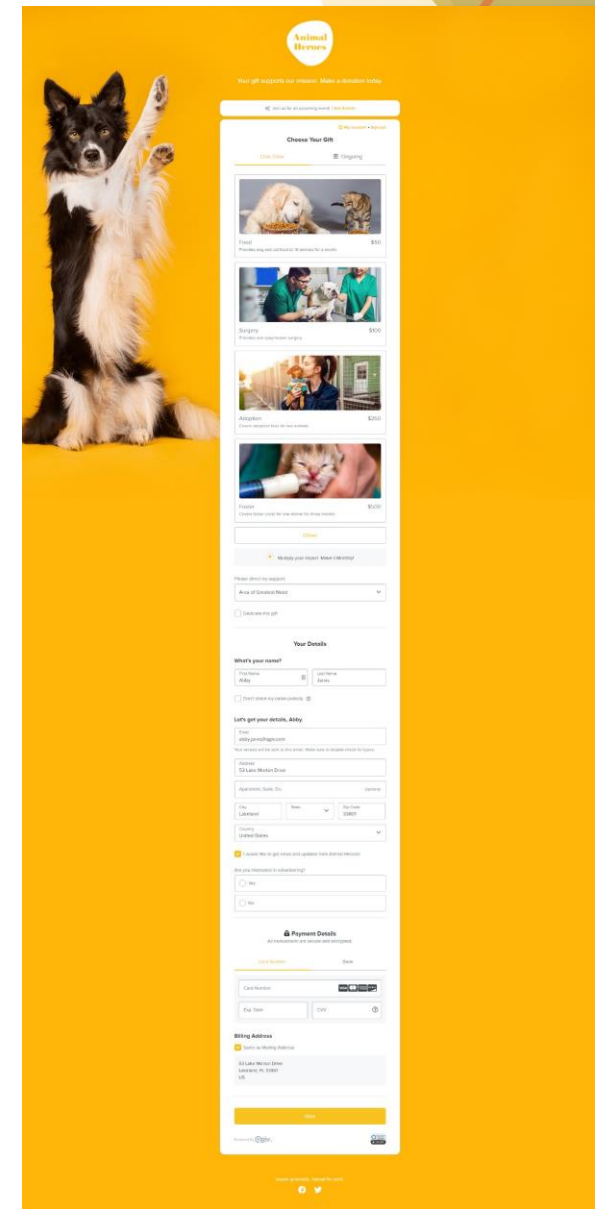
Split Up the Giving Process

Improve conversion rates by breaking your donation process into multiple steps

Split Up the Giving Process

Why?

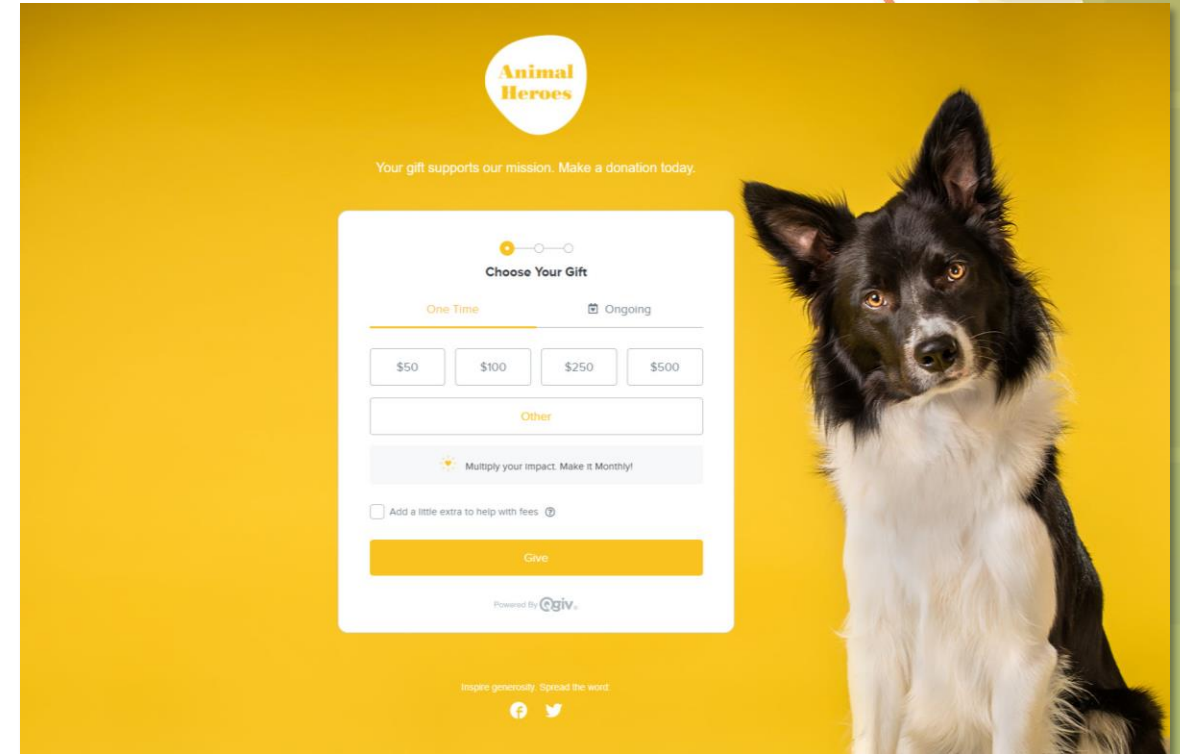
- + Long forms are **visually overwhelming**
- + Splitting the donation process into pieces makes it easier for people to **stay focused**



Split Up the Giving Process

Why?

- + Finishing one “step” before moving onto the next **solidifies a donor’s decision** to give
- + Moving from one step to the next helps build **“cognitive momentum”**



Split Up the Giving Process

Where do I start?


- + In your control panel, choose the form you want to split into steps
- + Go to “**Form Settings**” and choose “**Multistep Form**” under the “Appearance Settings” header
- + Not all forms can be converted! You can **easily create new forms** and apply the multi-step format

▼ Appearance Settings

Select a style for this form:

☒ **Multistep Form**

Display each section of your form as individual steps -- great for complex forms or pages.



The preview shows a form with a header 'Choose Gift' and three horizontal lines representing input fields. A 'Continue' button is at the bottom. Above the form, there are three numbered circles (1, 2, 3) connected by lines, indicating the multistep process.



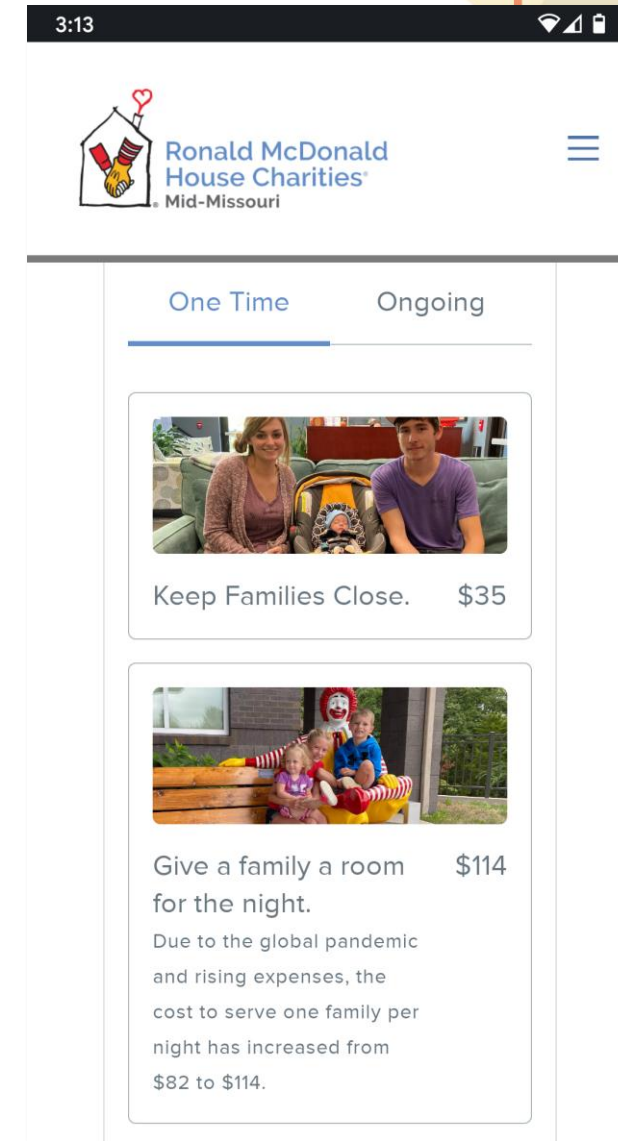
Add suggested donation amounts

An easy way to show donors their impact (and scratch the online shopping itch!)

Add suggested donation amounts

Why?

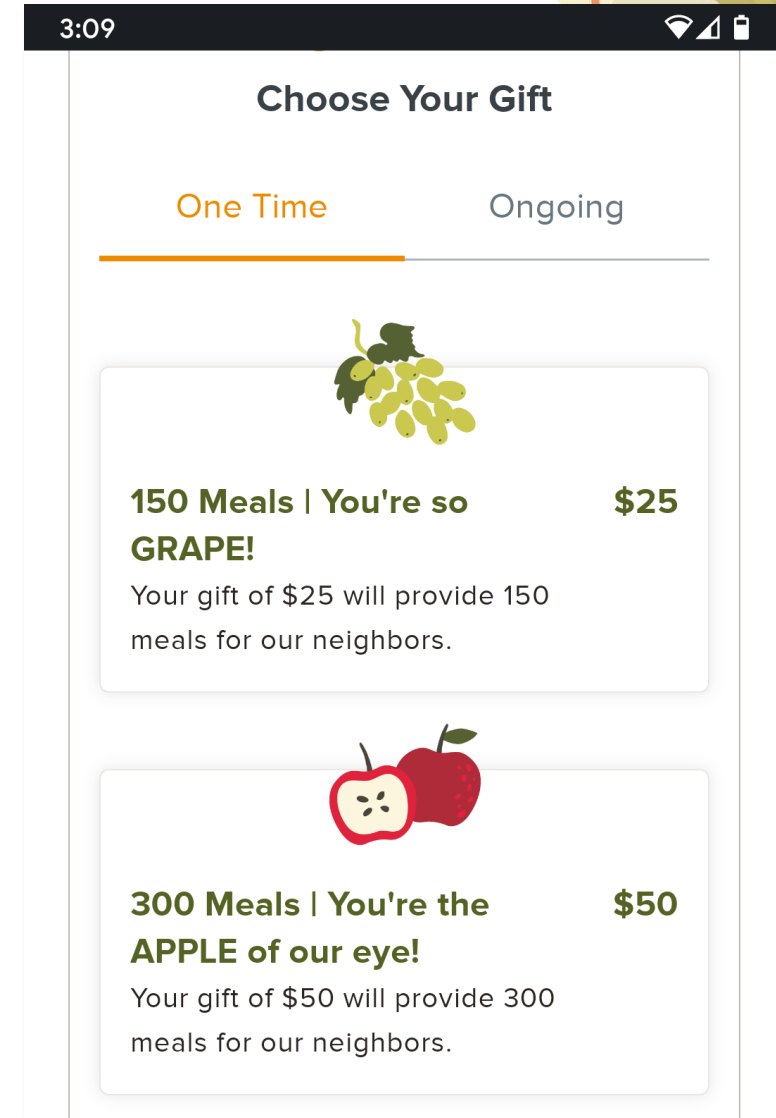
- + Donors will often **give more**
- + Reduces the amount of **mental energy** a donor spends deciding how much to give





Add suggested donation amounts

Communicate a donor's impact with donation amount descriptions.

- + Offer a variety of donation options
- + Describe what each dollar amount can achieve
- + Experiment with suggested donation amounts, descriptions, and style



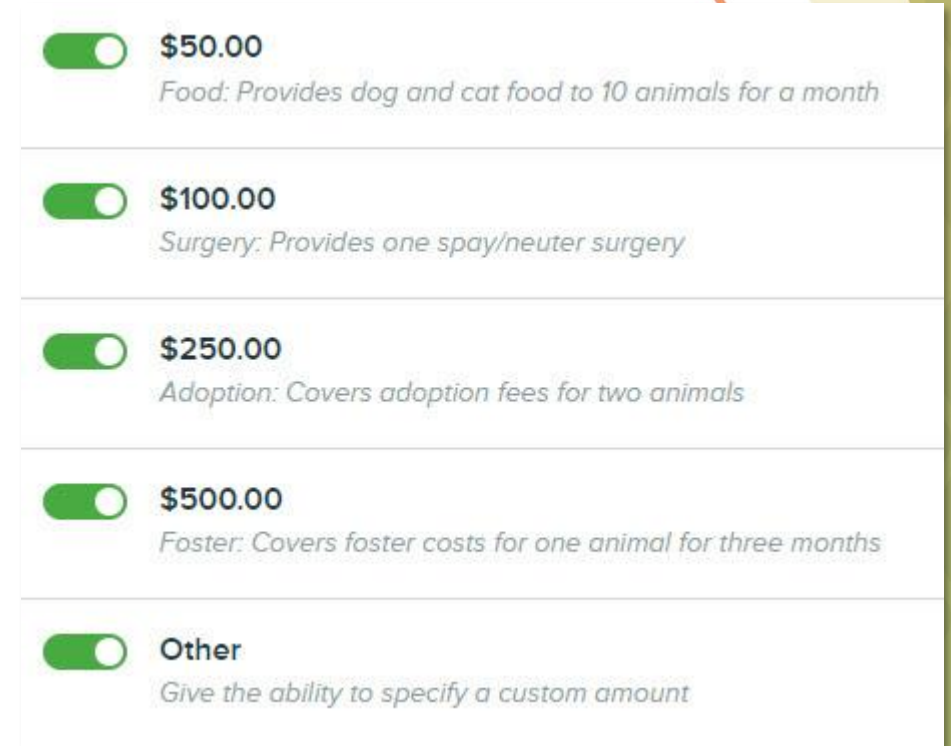
The screenshot shows a mobile app interface for choosing a gift. At the top, the status bar displays the time 3:09 and icons for Wi-Fi, cellular signal, and battery. The app title "Choose Your Gift" is centered. Below the title are two tabs: "One Time" (selected, indicated by an orange underline) and "Ongoing". The main content area displays two gift options, each with a fruit illustration, a description, and a price.

Gift Option	Description	Price
 150 Meals You're so GRAPE!	Your gift of \$25 will provide 150 meals for our neighbors.	\$25
 300 Meals You're the APPLE of our eye!	Your gift of \$50 will provide 300 meals for our neighbors.	\$50

Add suggested donation amounts

Where do I start?

- + Identify a **range** of amounts
- + Create those amounts in the “Donations” section of your Form Settings
- + **Add descriptions** related to the story you’ve told so far
- + When adding descriptions, focus on showing the donor **tangible impacts**



The screenshot shows a list of suggested donation amounts in the Qgiv Form Settings. Each entry has a green toggle switch, a bold amount, and a description in italics.

<input checked="" type="checkbox"/>	\$50.00	<i>Food: Provides dog and cat food to 10 animals for a month</i>
<input checked="" type="checkbox"/>	\$100.00	<i>Surgery: Provides one spay/neuter surgery</i>
<input checked="" type="checkbox"/>	\$250.00	<i>Adoption: Covers adoption fees for two animals</i>
<input checked="" type="checkbox"/>	\$500.00	<i>Foster: Covers foster costs for one animal for three months</i>
<input checked="" type="checkbox"/>	Other	<i>Give the ability to specify a custom amount</i>

Add suggested donation amounts


Supercharge it!

- + Combine **storytelling** and **impact statements**
- + Associate each amount **with a photo** to reiterate impact
- + Create **different suggested amounts** for recurring gifts

Progress indicator: 1st step selected (purple dot), 2nd, 3rd, 4th (grey dots).

Choose Your Gift

One Time Monthly



\$25

Provide abandoned infants with nutrition and medical care



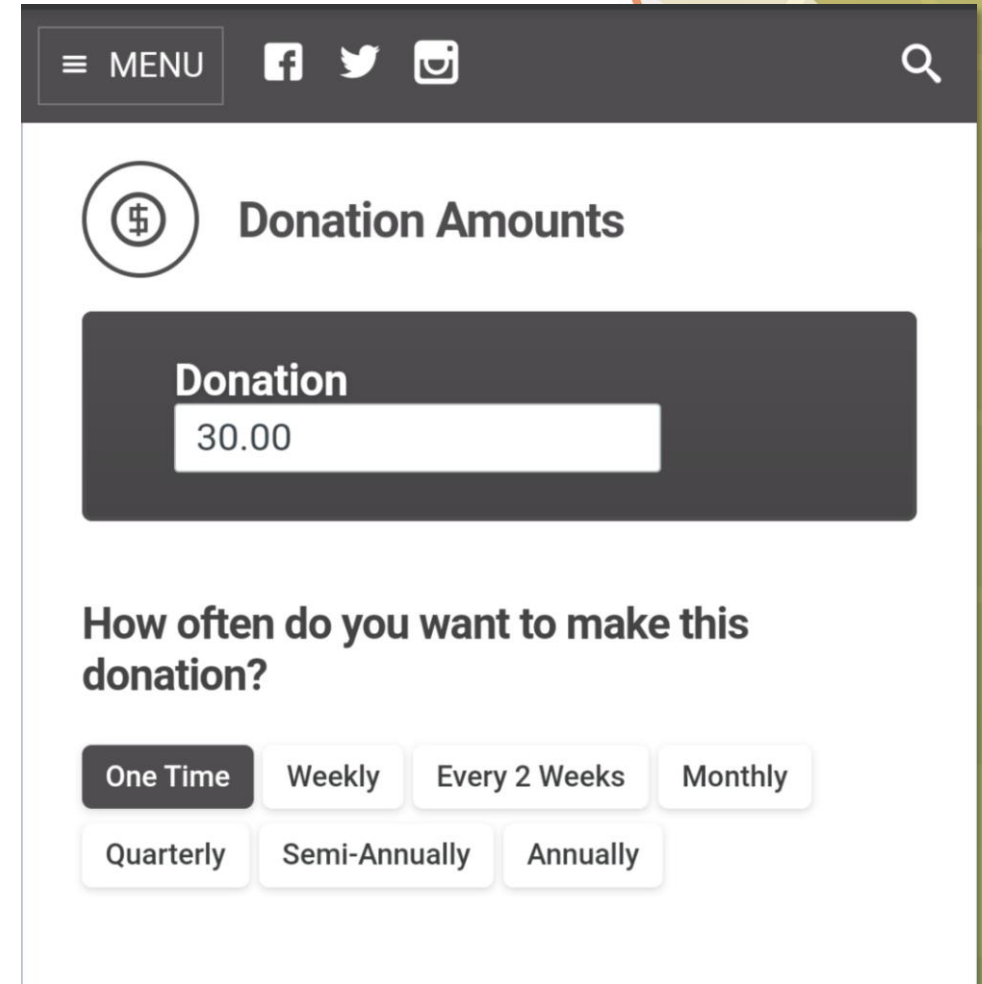
Enable recurring gifts

This is a simple but important step!

Enable recurring gifts

Why?

- + Recurring donors have **higher donor retention** rates
- + Monthly donors give about **42% more** per year than one-time donors
- + It's a great engagement tool, **especially for younger donors**



The screenshot shows a donation form with a dark header bar containing a menu icon, social media icons for Facebook, Twitter, and Instagram, and a search icon. Below the header, the form is titled "Donation Amounts" with a dollar sign icon. A dark input field labeled "Donation" contains the value "30.00". Below this, the question "How often do you want to make this donation?" is followed by a row of buttons: "One Time", "Weekly", "Every 2 Weeks", and "Monthly". The "One Time" button is selected. Below this row are three more buttons: "Quarterly", "Semi-Annually", and "Annually".

Enable recurring gifts

Give donors the option to make a recurring gift, even if they're only making a one-time gift.

- + Include a **short, clear ask** for recurring gifts
- + Offer a **variety** of billing frequencies
- + **DO NOT default** to recurring gifts



The screenshot shows a donation form for a charity. At the top, there's a header with the text 'Provide a meal and hope for hungry, homeless people' and a sub-header 'Give meals and care—just \$2.09'. Below this, a paragraph explains the impact of a meal. A list of benefits includes 'Nutritious meals', 'Safe shelter', and 'Clothing'. The form is divided into two main sections: 'MAKE A ONE-TIME GIFT' and 'DONATE MONTHLY'. The 'MAKE A ONE-TIME GIFT' section has buttons for \$35, \$50, \$100, \$250, and \$500, plus an 'Other' button. The 'DONATE MONTHLY' section has a 'GREATEST IMPACT' badge, a description of the impact, and a button for 'Yes! I want to donate \$20 a month.' and an 'Other' button.

Provide a meal and hope for hungry, homeless people

Give meals and care—just \$2.09

To someone who is hungry and homeless, one meal can bring hope and mark the first step toward true life change. Please give today and provide:

- Nutritious meals
- Safe shelter
- Clothing

MAKE A ONE-TIME GIFT

Your one-time gift will help people.

\$35 \$50 \$100 \$250 \$500

\$ Other

DONATE MONTHLY **GREATEST IMPACT**

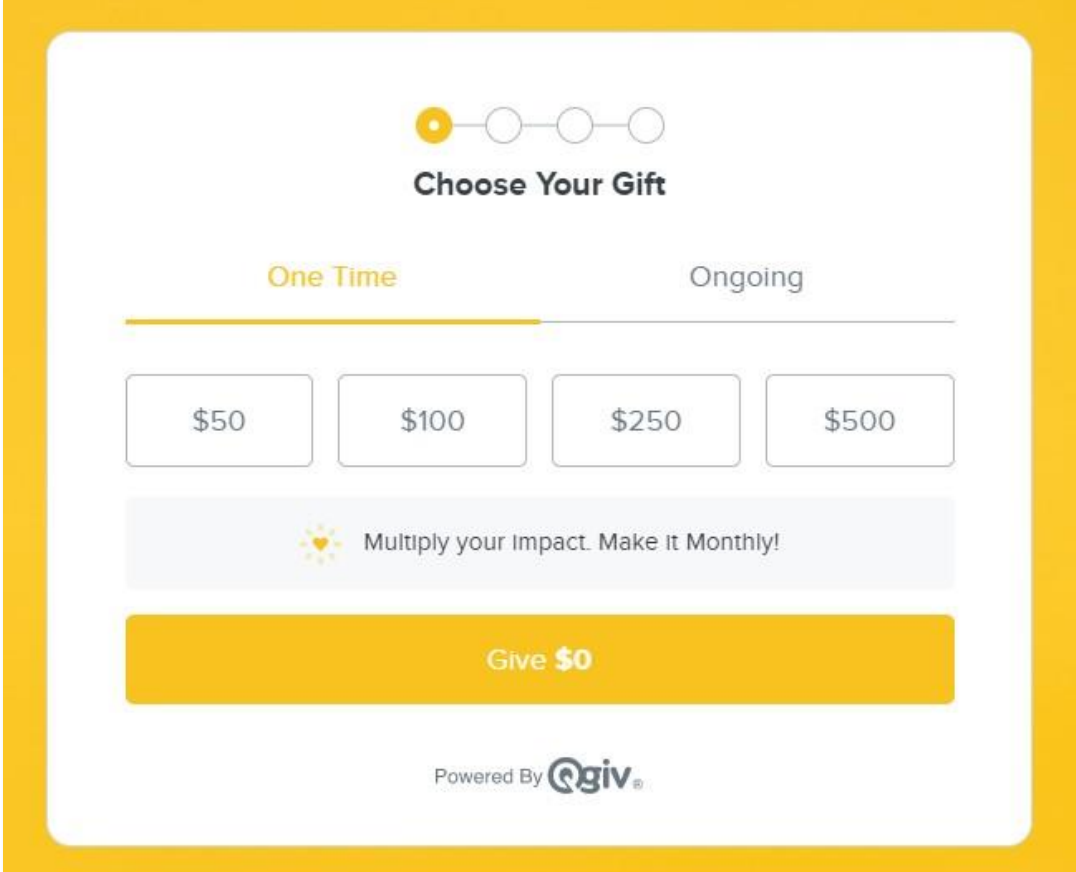
Become a monthly donor and your ongoing support will provide food and shelter for hungry, homeless neighbors.

Yes! I want to donate \$20 a month. \$ Other

Enable recurring gifts

Where do I start?

- + Enable recurring donations on your forms
- + Create a short case for recurring support for your form
- + Let donors set their own start and end dates

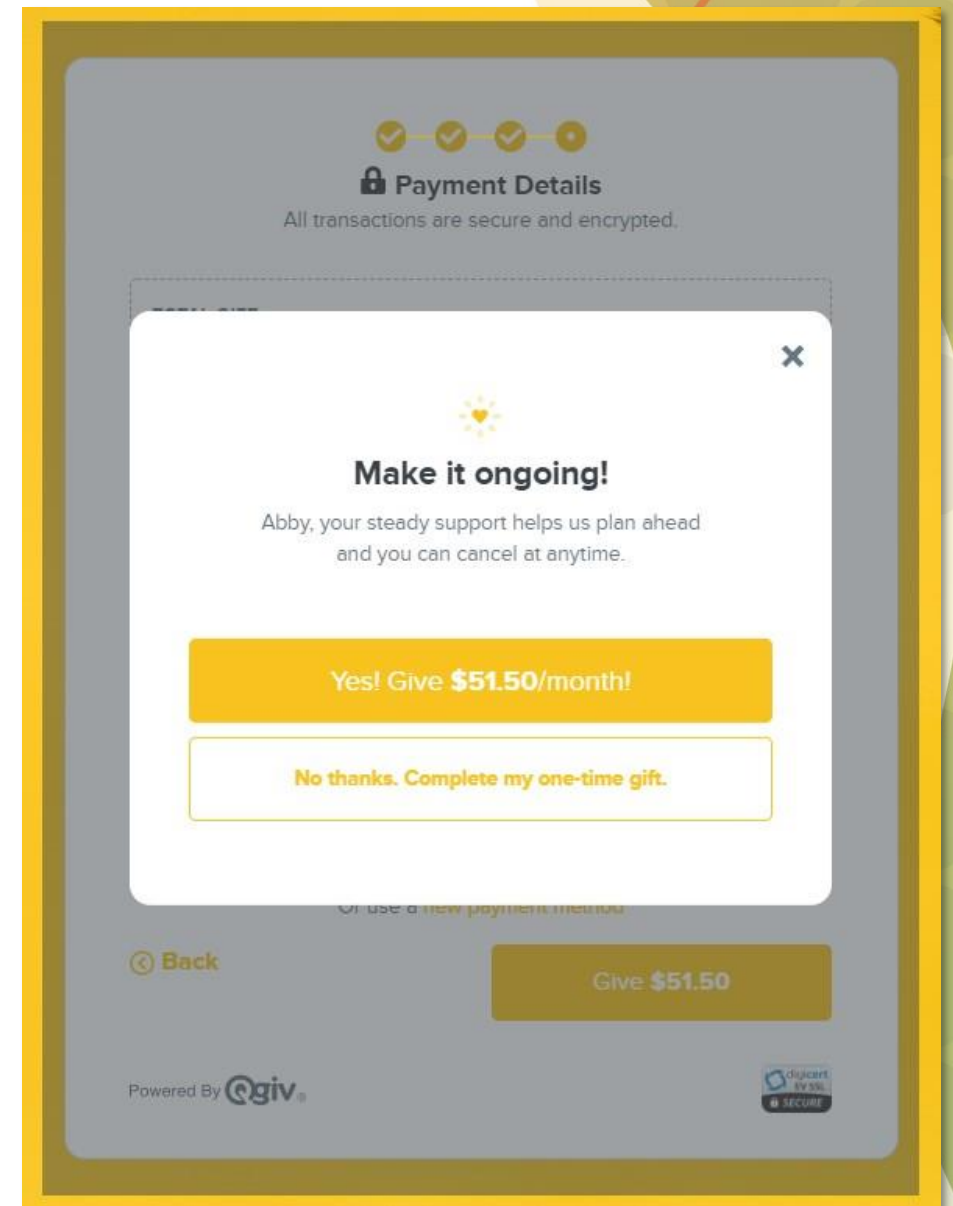


The screenshot displays the 'Choose Your Gift' section of a Qgiv donation form. At the top, a progress indicator shows four steps, with the first step being active. Below this, the title 'Choose Your Gift' is centered. A toggle switch is positioned between 'One Time' (which is selected) and 'Ongoing'. Under the 'One Time' tab, four buttons are visible for donation amounts: '\$50', '\$100', '\$250', and '\$500'. Below these buttons, a light blue banner features a heart icon and the text 'Multiply your Impact. Make it Monthly!'. At the bottom of the form, a large yellow button is labeled 'Give \$0'. The footer of the form indicates it is 'Powered By Qgiv'.

Enable recurring gifts

Where do I start?

- + If it suits your campaign, try enabling the **recurring modal**
- + This modal pops up near the end of the donation process and **invites donors to upgrade** their one-time donation to a recurring donation





Use trust indicators

These are very small details, but they're huge for your donors

Use trust indicators

Why?

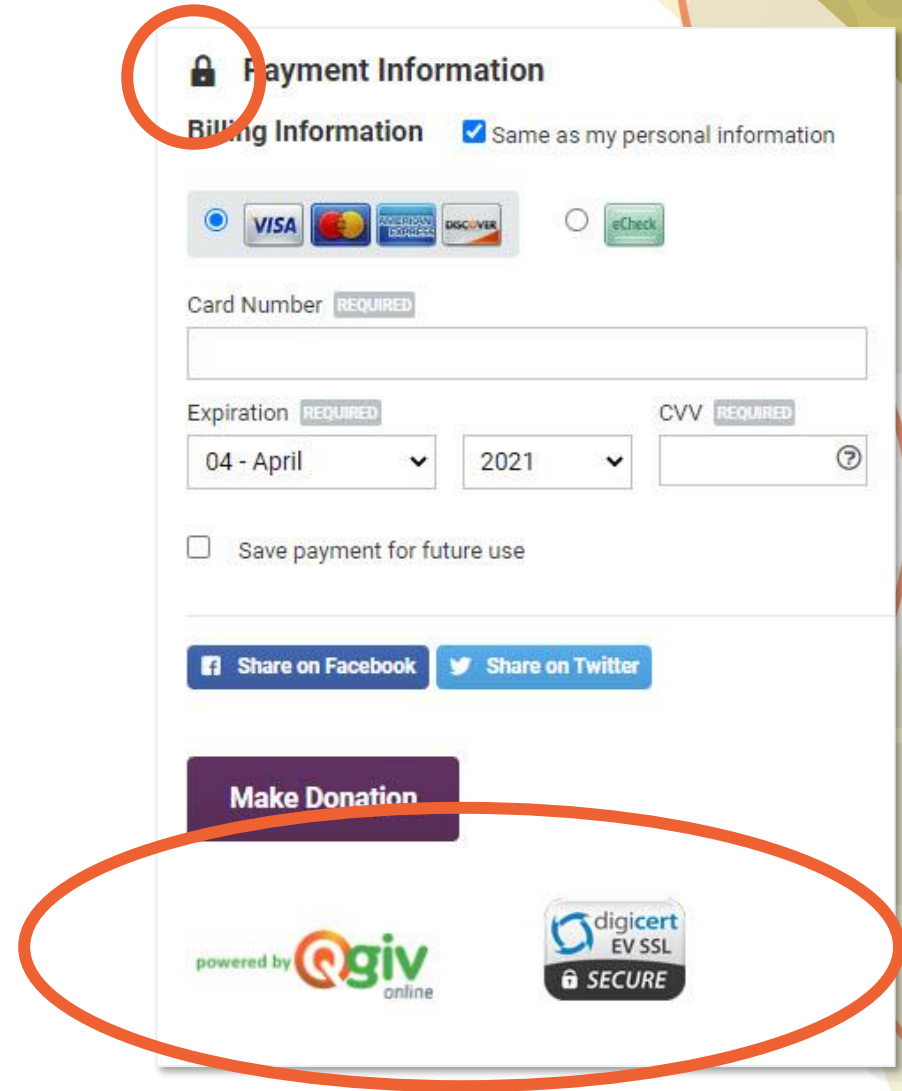
- + Many donors worry about handing out **personal information** online
- + Data leaks are a thing, and **they are a pain** for everyone
- + It's a great way to **alleviate skepticism** and doubt



Use trust indicators

Foster feelings of security by **including security signals** on your donation page

- + Use **https://** on your donation form
- + Include **lock icon** near payment info
- + Don't remove **security certificates**; leave them by the submission button



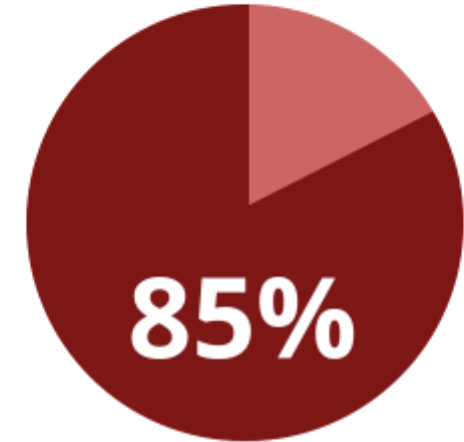
The screenshot shows a 'Payment Information' form. A red circle highlights a lock icon next to the title. Another red circle highlights the bottom of the form, which includes the 'Qgiv online' logo, a 'powered by' tag, and a 'digicert EV SSL SECURE' badge. The form itself contains fields for 'Billing Information' (with a checked box for 'Same as my personal information'), payment method selection (VISA, MasterCard, American Express, Discover, and eCheck), 'Card Number' (REQUIRED), 'Expiration' (REQUIRED, with dropdowns for '04 - April' and '2021'), and 'CVV' (REQUIRED). There is also a checkbox for 'Save payment for future use', social media sharing buttons for Facebook and Twitter, and a 'Make Donation' button.

Use trust indicators

Where do I start?

- + **Talk to your webmaster** about security and having a secure page/site
- + Your donation form already includes a lock icon and security certificates!
- + Use Form Builder to add any **additional trust indicators**, badges, or other information

Sunday Breakfast Mission is a 501(c)(3) nonprofit organization.



85% of all gifts are put back into life changing programs.



Make a secure online credit card donation. All contributions are tax deductible to the full extent allowed by law.



Wow, that was a lot to take in

Right? Don't worry: here's a quick review

Let's Wrap It Up

There are three simple ways to raise more money on your donation form: building trust, reducing anxiety, and removing friction.



Put your story on your form to keep donors engaged



Add suggested giving amounts and impact statements



Leave trust indicators and security certificates intact



Split your donation form into smaller steps



Enable recurring gift options and CTAs



Contact Qgiv if you have any questions about your forms!

Qgiv's Online Fundraising Tools



Unlimited training and customer support



Flexible pricing and no long-term contracts



Includes access to year-round forms, event registrations, and more

Not using Qgiv yet?
contactus@qgiv.com

Already using Qgiv?
support@qgiv.com

Not ready to talk yet?
Learn more at
qgiv.com