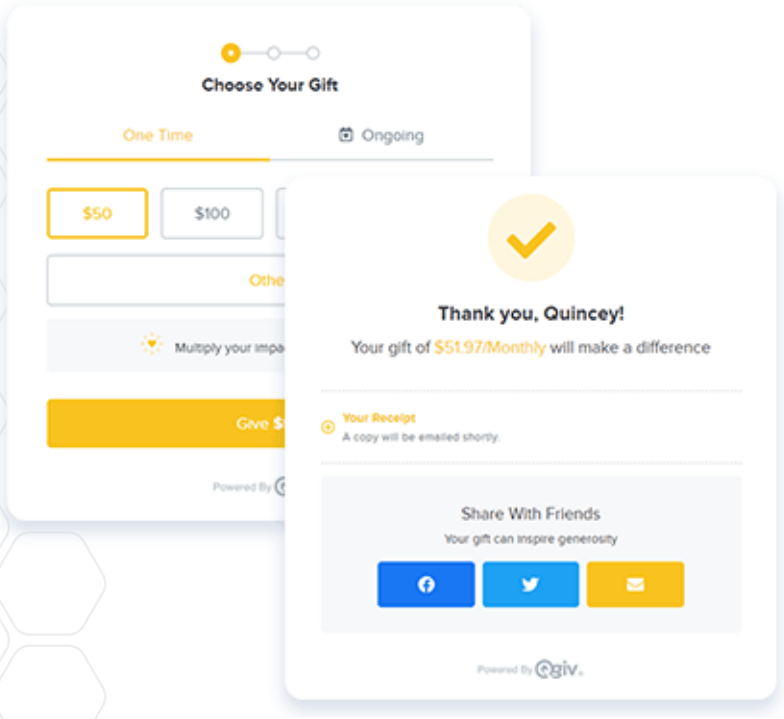
5 Donation Form Trends to Increase Giving

Why?



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

Staying on top of emerging trends will help you secure more donations and stay ahead of donor expectations!

Trend #1:
Focus on Speed

Speed impacts conversion rates

Speed directly correlates to improved conversion rates and more funds for your organization.

Page speed has a major impact:

-4.42%

for **every additional second** of load time, **conversion rates drop by 4.42%** on average

0-2 seconds

The highest conversion rates occur on pages that load between 0-2 seconds

The length of your form matters too:

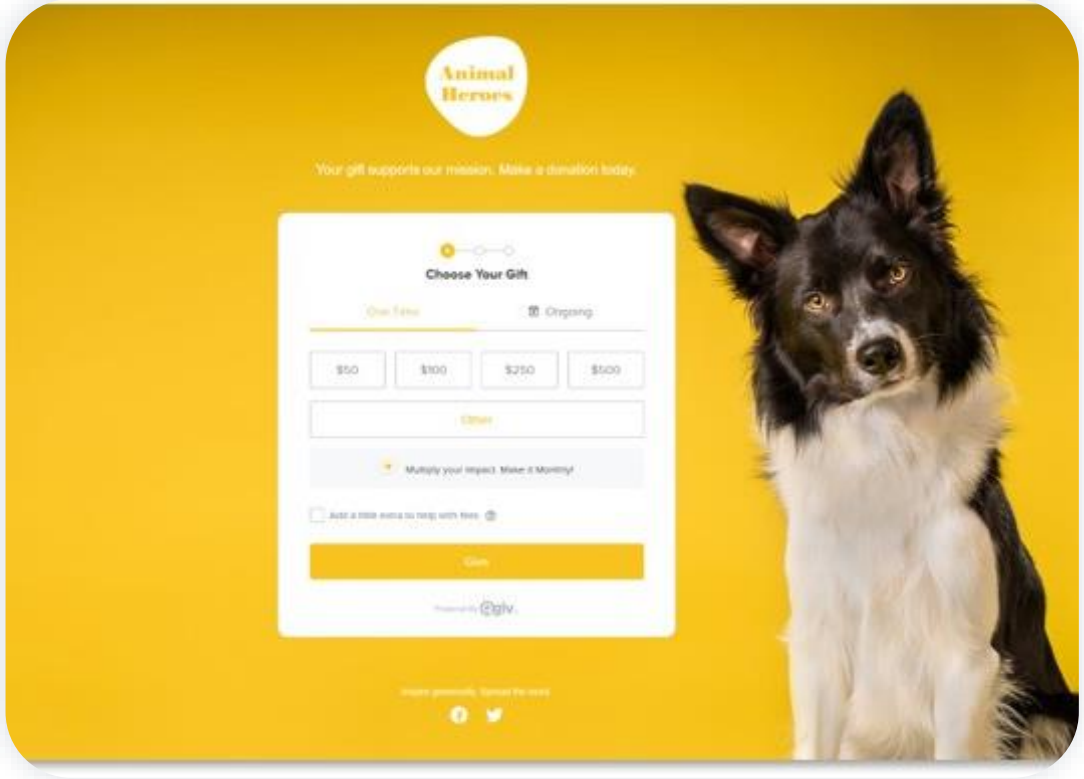
Long forms are visually overwhelming

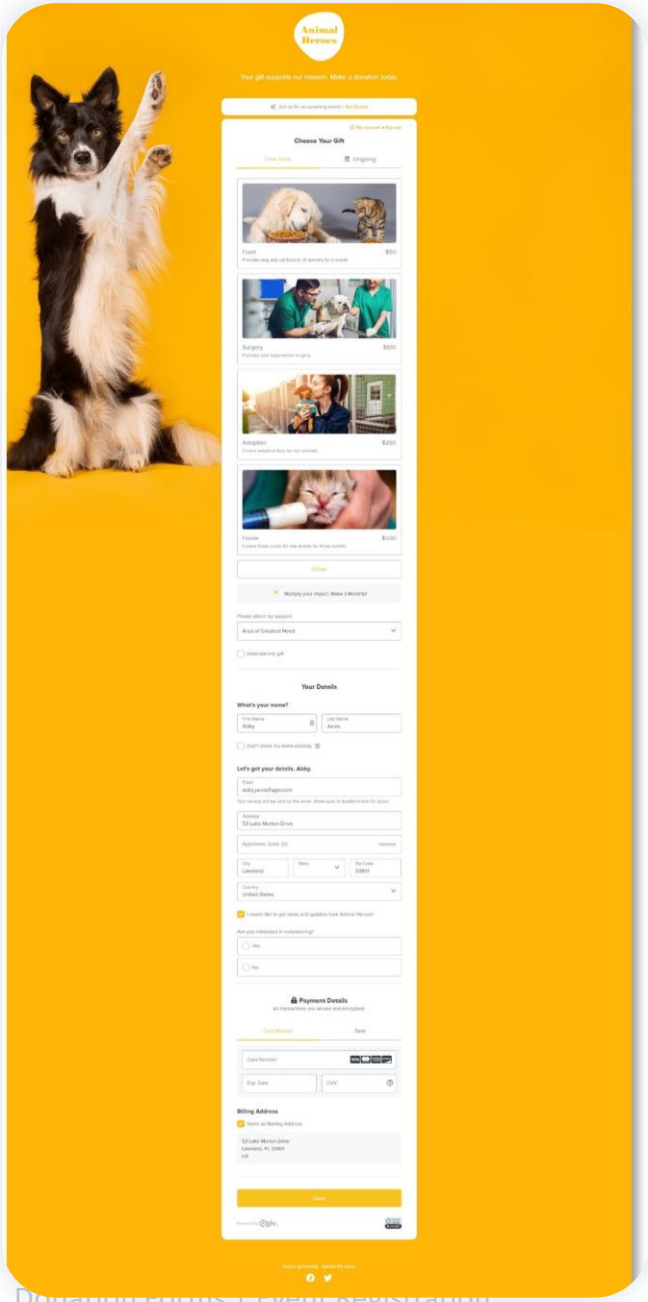
Splitting the donation process into pieces makes it easier for people to **stay focused**

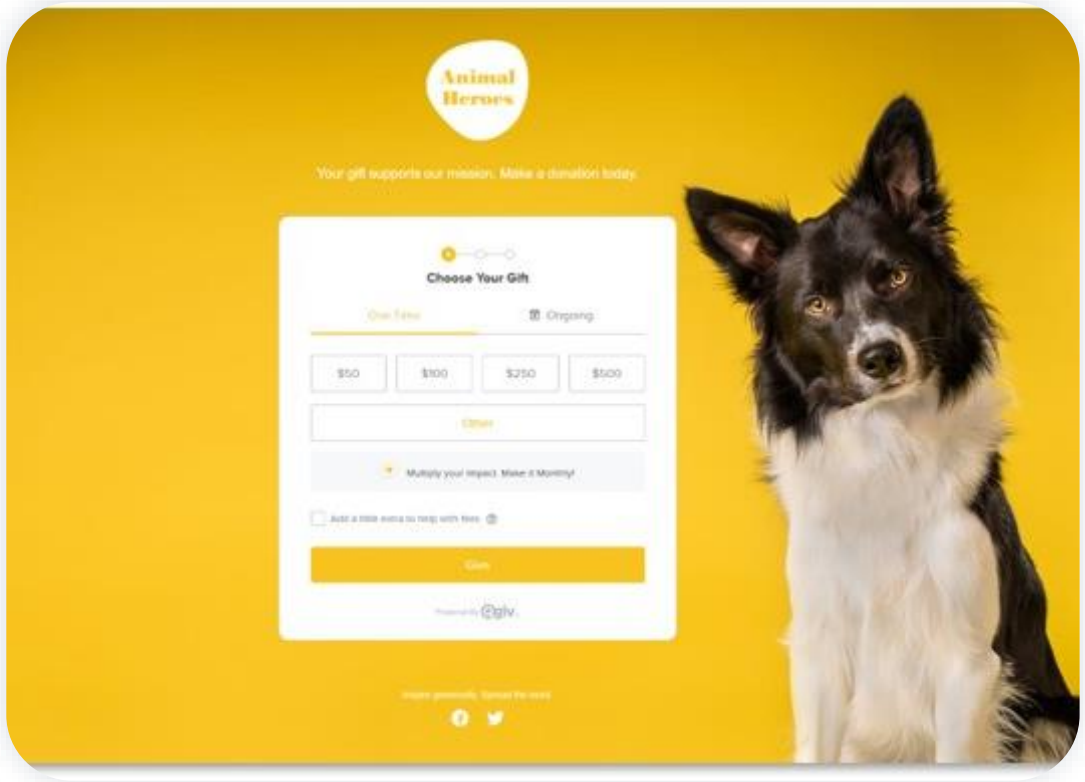
https://blog.hubspot.com/marketing/page-load-time-conversion-rates

How to improve speed

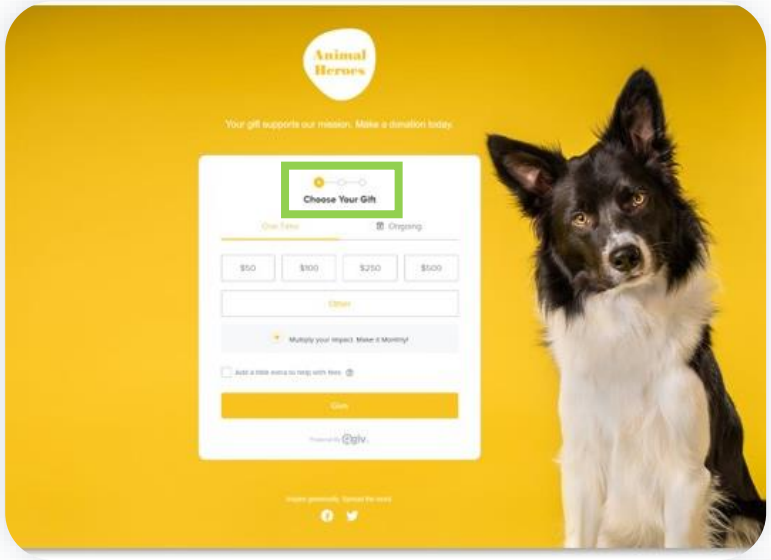
- Remove **excess fields**
- Focus on the “**mobile first**” strategy
- Provide **fast payment** options
  - Express Donate
- Minimize the **total number of images**
- Use **image optimizers**
- Use **multi-step forms to** “**chunk**” the giving process

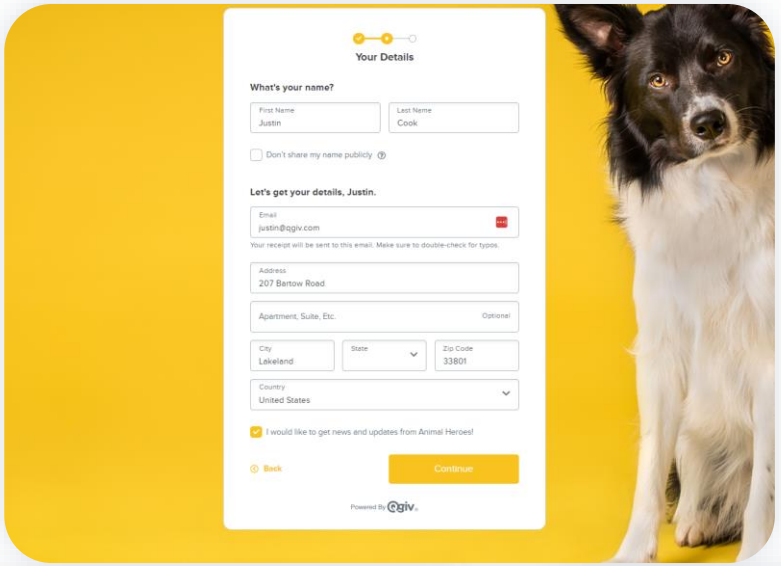


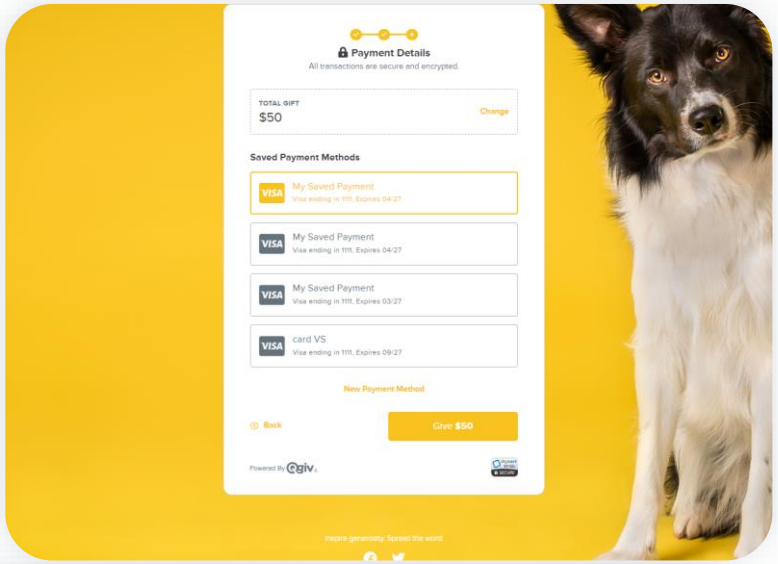

Animal Heroes
Your gift supports our mission. Make a donation today.
Choose Your Gift
Your Details
Payment Details


Animal Heroes
Your gift supports our mission. Make a donation today.
Choose Your Gift
$50
$100
$250
$500

Chunking improves conversion rates







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”**

Trend #2: Personalize the Giving Experience

Improve donor retention through personalization

Personalization engages donors and builds deeper, meaningful relationships.

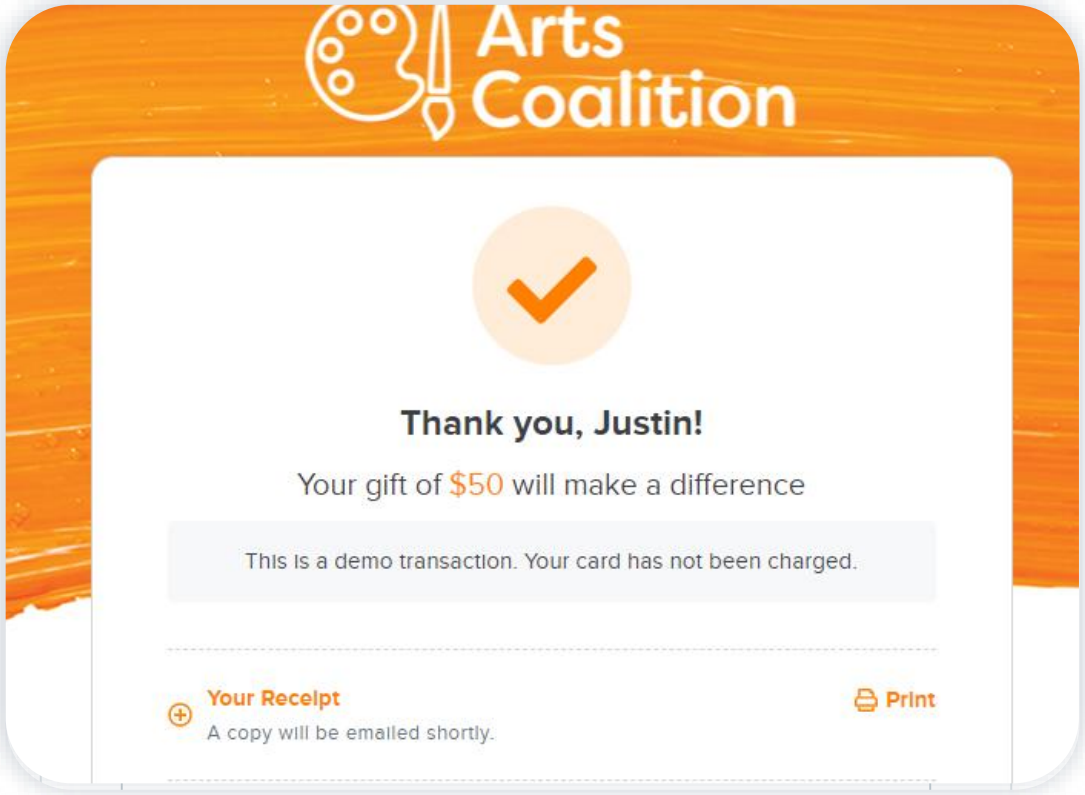
Donors ***want*** **to feel valued!**
13% of donors **stop giving** because they weren't thanked.

Personalization **builds connections with donors.** 18% of donors stop giving because of poor service or communication.

Donors are **more likely to stay engaged** with your organization. 36% stop giving because they start giving to another.

How to add personalization

- Use **personalization tokens**
- Dynamically **suggest donation amounts**
  - “Smart Amounts”
- Customize **confirmation pages and thank you emails**
- Build **donor lists** for future segmented communications



Trend #3: Provide Multiple Payment Options

Convenient payments improve conversion rates

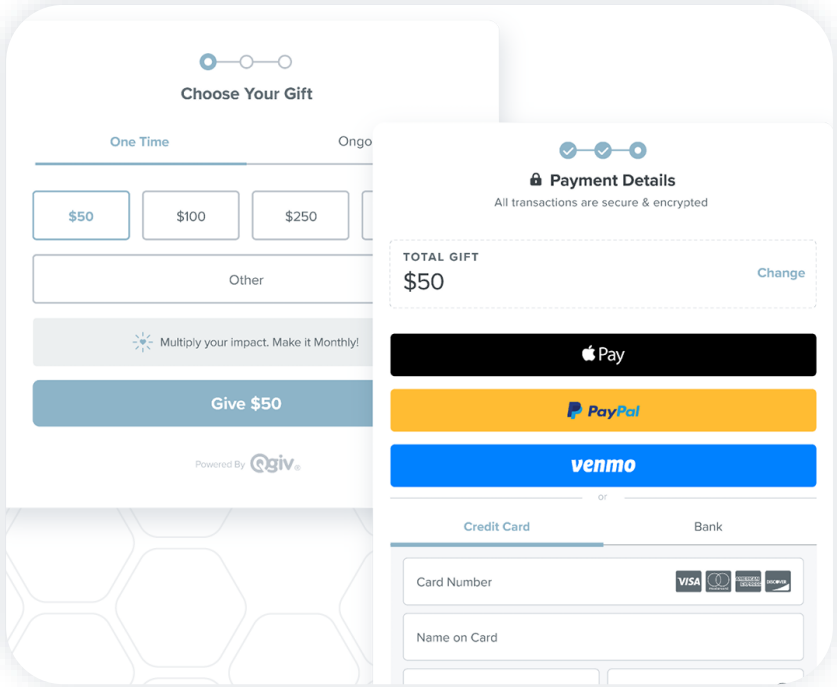
When donors see their preferred payment method, they are more likely to give.

1-2	donors typically have 1-2 preferred payment methods
+30%	can increase conversion rates up to 30% with top payment methods added

https://www.aciworldwide.com/blog/what-is-the-link-between-payment-methods-and-conversion-rates

Multiple payment options

Empower donors to give based on their preferences with multiple payment options.



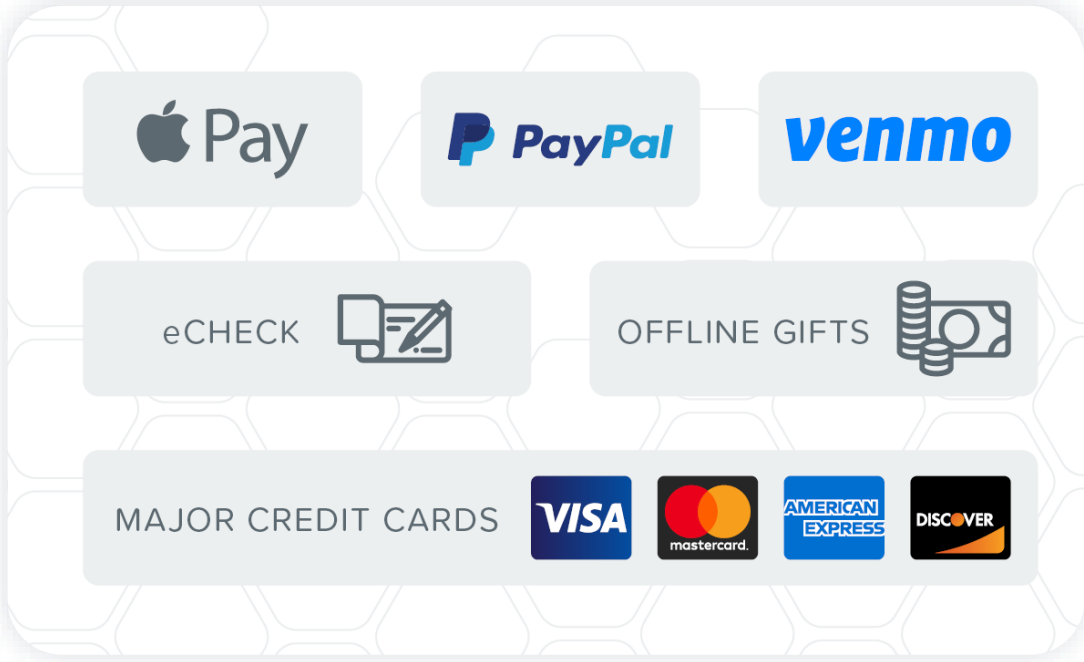
Flexibility **empowers donors to choose** how they give, no matter where they are

Digital wallets like, Apple Pay and PayPal/Venmo, **make the payment step fast**

Donors are **more willing to give** when they see their preferred giving options

What payment options to add

- Major **credit cards** and **eCheck**
  - Visa, Mastercard, American Express, Discover
- Add **popular digital wallets** such as:
  - Apple Pay
  - PayPal
  - Venmo
- **Offline** donations or registrations



Trend #4:
Improve Donor Retention with Recurring Gifts

Recurring donors are important

Recurring donors give more and have higher retention rates compared to one-time donors.

+42%	monthly donors give about 42% more annually than one-time donors
90%	donor retention rate of monthly recurring donors
~52%	of millennials prefer to give monthly gifts instead of one large gift

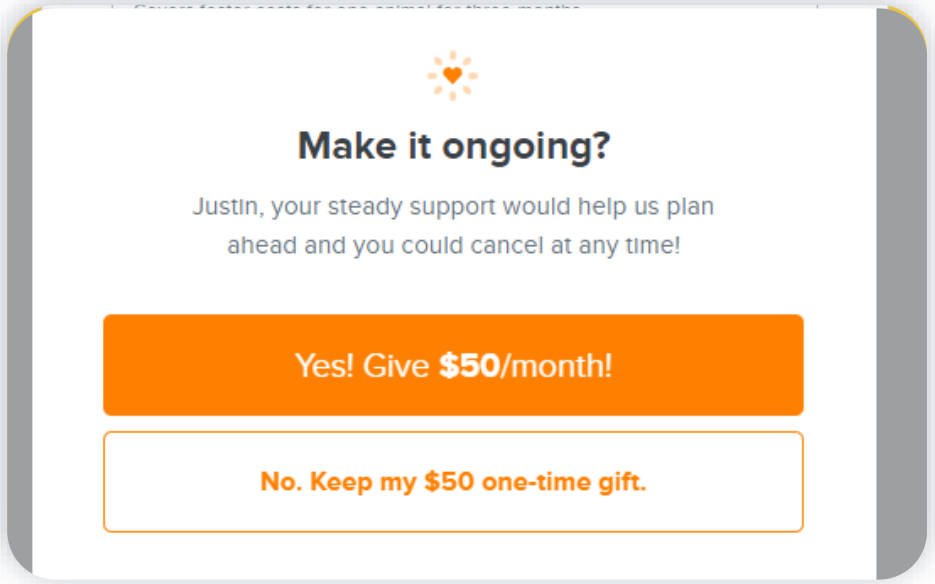
https://go.qgiv.com/ebook-generational-giving-report

https://bloomerang.co/blog/the-state-of-donor-retention-in-one-image/

How to encourage recurring gifts

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

- Enable **recurring gifts** on your donation form
- **DO NOT default** to recurring gifts
- Include a **short, clear ask** for recurring gifts
- Offer a **variety** of billing frequencies
- Allow donors to select **start and end dates**
- Use **subtle callouts** to encourage upgrades
- As a final callout, use **recurring prompts**



Trend #5:
Use Trust Indicators

Use trust indicators

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

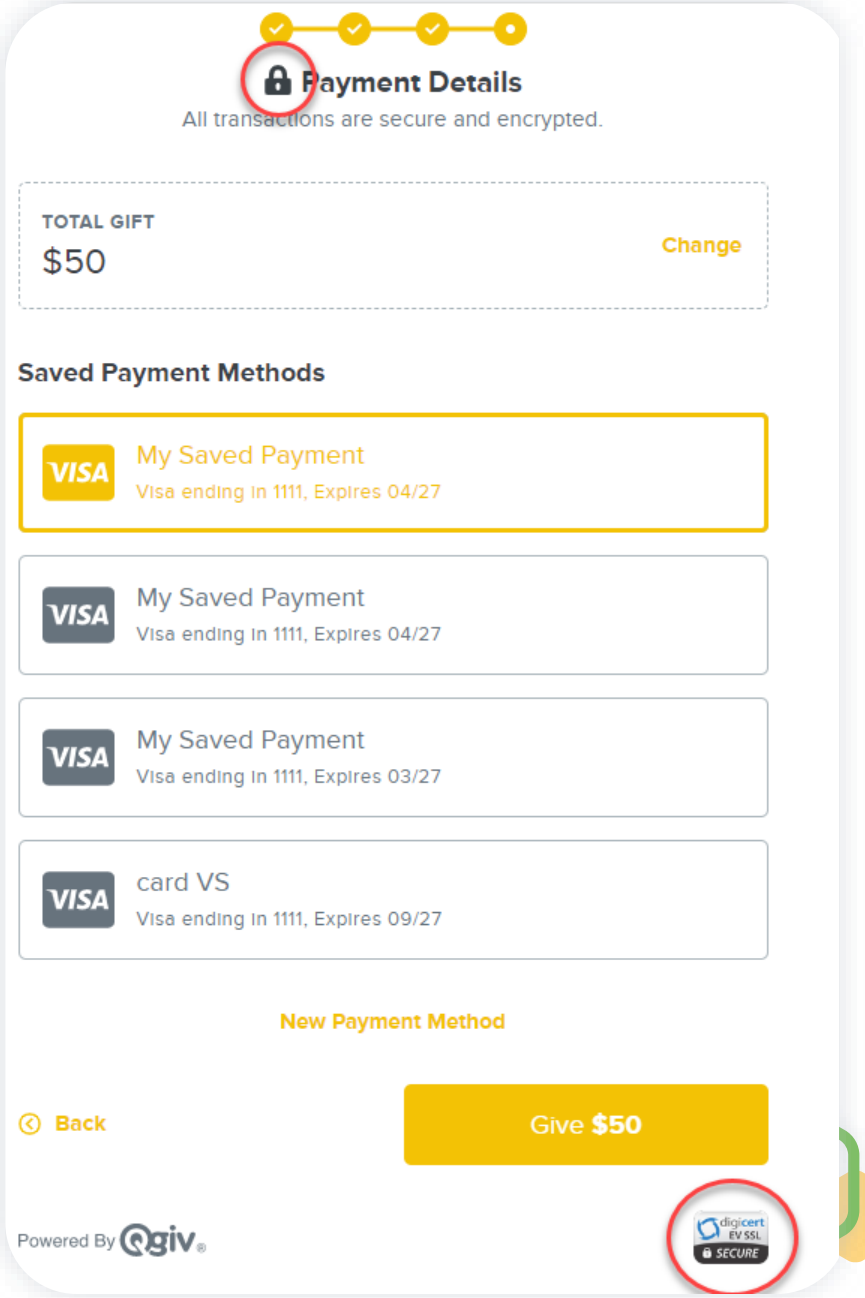
Use trust indicators

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

+ Use **https://** on your donation form

+ Include **lock icon** near payment info. NextAfter found this can increase donations by 95%.

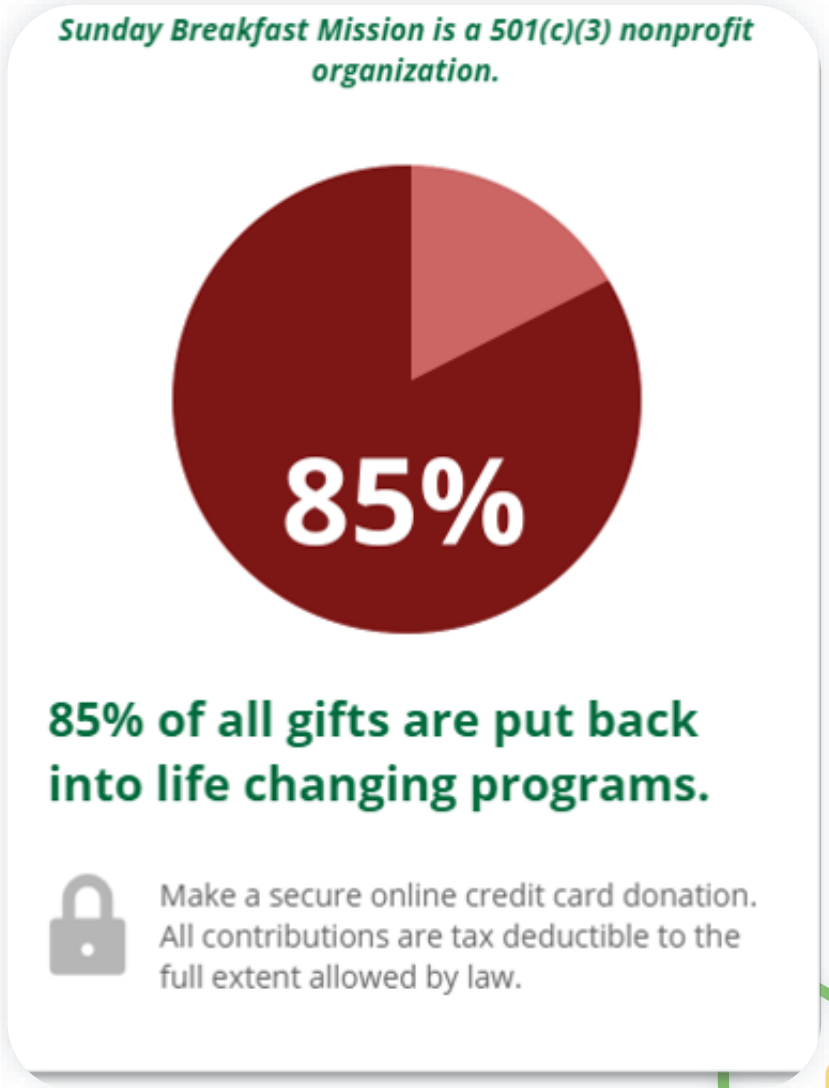
+ Don't remove **security certificates**; leave them by the submission button



Use trust indicators

Where do you 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



Thanks for watching!

Use the info below if you have any questions or want more best practices!

Have questions?

+ Email us at marketing@qgiv.com

Want more best practices and resources?

+ Click this link qgiv.com/blog for more best practices

Want to see Qgiv's donation forms in action?

+ Request a demo at qgiv.com/demo-request