



Optimizing Special Campaigns

When it comes to online fundraising, one size definitely does not fit all. Customizable donation pages make it easy to create landing pages and forms that perfectly match your specific fundraising goals.

All Campaigns Are Not the Same

All fundraising campaigns are special, but some are more special than others. They might have a specific focus, restriction, or goal that makes them different than a general fundraising campaign or an everyday donation page.

When your fundraising campaign has a special focus, your online donation page should follow suit. A separate donation page for special campaigns allows you to continue raising money for your general fund on your website while focusing on targeted campaigns for recurring donations, special events, or individual programs. When a donor lands on a page that has options and prompts that match your campaign criteria, they won't wonder if they landed in the wrong spot.

Optimize Your Page for Special Campaigns

As you create or update your donation page for special campaigns, keep in mind that your goal is to **achieve maximum message match**. Your images, language, and giving options should be consistent with your appeals and campaign type. If your appeal focuses on supporting a particular program, don't make donors hunt to find how to designate their gift.

Copy

If your campaign is all about the Annual Super Mega Mission Match, when you send supporters to your donation page to join the Annual Super Mega Mission Match, your page better have a big headline that says something like "Give to the Annual Super Mega Mission Match Today." It's also a good idea to include a few short—and we mean short—lines to describe and reiterate the goal of the Annual Super Mega Mission Match and what will happen as a result of the gift.

Images

Does the Annual Super Mega Mission Match have a special logo or campaign image? Then it needs to be on your donation page to let donors know that they've arrived at the correct destination. Remember: Your donation page should visually match your nonprofit's brand and the campaign materials that brought them to the page in the first place.

Options

I think you can guess what we're going to say here. If the Annual Super Mega Mission Match is all about recurring gifts or has a minimum gift level, don't offer unrelated options. You shouldn't have to do much explaining to allow your donor to complete their donation. Create a clear and easy path, then let donors do their thing.

As always, the goal here is to remove any friction that might slow down our donors or make it difficult for them to give to the campaign. When a donor has to stop and reconcile discrepancies or sift through unrelated giving options, they're more likely to eye the door instead of your donation page.

 **To-Do:** List three things that make your campaign unique. Make sure these three items are prominently featured on your donation page.

Special Campaign Examples and Ideas

Here are some of the most common fundraising campaigns that you can tailor donation page design, language, and giving options to reinforce your goals.

Recurring giving: Create a page that's all about recurring giving and establishes a clear path for donors to make a monthly gift.

Special events: Special events need special pages. A dedicated donation page speaks specifically to this event while keeping your everyday donation page up and running.

Capital campaign: Capital campaigns raise large sums for projects like opening a new building or renovating a shelter kitchen. Focus on your specific message in a dedicated donation page.

Specific programs: If your donors are giving to a specific program with a clear identity, set up a donation page that feels seamless with your messaging.

High-dollar campaign: If you have a campaign for high-dollar donors, don't send them to your donation page with a default giving level of \$50.

Membership drive: Giving and joining aren't always the same in donors' minds. Set up a special page if membership is a key part of your fundraising. Tailor the language to fit the action you want donors to take.

 **Tip:** Dedicated donation pages give you the freedom to be more specific and better describe donor options and benefits.
