



How to Get More People to Your Page

Can you imagine putting so much effort into your donation page only to have nobody see your handiwork? We're going to show you some very simple strategies to draw people to your page and support your mission.

How to Get More People to Your Donation Page

Even if you have the best donation page in the world (and we're sure you're pretty close at this point), it won't generate donations all by itself. You need a strategic plan for reaching out to your target audience and encouraging them to understand and support your cause.

Here are six key things to keep in mind as you drive traffic to your website and donation page:

1. Make it painfully easy to find the "donate" option.

Marketing guru Seth Godin says our target markets are often "lazy people in a hurry." Your audience is bombarded with hundreds of messages each day. Adding to the clutter or making it hard to figure out how to give is a one-way ticket to doom. Big, bold, beautiful donation buttons are what we're after.

2. Make it clear where the money goes.

Now is the time to be completely transparent about what you do with contributions and gifts. Honesty and openness make your organization trustworthy. Illustrate this with testimonials, endorsements, and badges from groups like Charity Navigator or the Better Business Bureau.

3. Explain the how of your mission (not just the what).

Just because you're out to "end poverty" or "save animals" doesn't differentiate you from the other anti-poverty or animal-friendly charity down the street. Paint the picture of how your nonprofit is getting the job done in addition to explaining what the job is. Be specific!

4. Appeal to donors' ideals and values.

Put yourself in your donors' shoes: What's most important to me? Convenience, a happy feeling, or a sense of accomplishment? Do I want to affect a certain group of people's lives? Your mission won't tug at the heartstrings of every single person—but make sure it hits home with your target audience(s).

5. Show your connection to or presence in the local community.

This element is key to making the ask: Do your best to make a connection to the people and places from which you're soliciting donations. Whether your program work is in Africa or your soup kitchen is on Main Street, include language to offer a sense of relevance to your website visitors.

6. Don't forget to ask.

This is not the time to be shy about asking for donations. Now that you've made it easy and compelling to become a part of your nonprofit's work and impact, reach out to your audience and send an appeal.

The Right Way to Use Your Donation Button

Big buttons matter. Big, bold, juicy, bordering-on-obnoxious donate buttons.

Unfortunately, many nonprofits offer tiny, buried buttons—which might as well be no buttons at all! Why does this matter? Research shows that size does matter: Bigger donate buttons can help convert more donors!

Here are the six qualities of effective donation buttons to keep in mind as you integrate your online donation page into your website, emails, and more:

1. Make it big.

Your website visitors should find your donate button in two seconds or less. A tiny text link in the footer is tough for on-the-fence (or even die-hard) donors to find. And if donors can't easily find a way to give, they may think you don't need their donation. Not exactly the message you want to send. Here's an example of what we consider a BIG button:



2. Make it bold.

Your button should stand out from your website and landing pages. If your entire site is blue, a blue button is not going to pop. Choose a contrasting color that works with your brand but still commands attention.

3. Put it "above the fold."

"Above the fold" is a term rooted in print publications. It means an item is located near the top of a Web page and can be viewed in a browser without scrolling down. Give your donate button prime real estate so your visitors have a quick and easy way to make a donation.

4. Is it really a button?

When is a button not a button? When readers don't click on it. Your button should look like a button (think pill-shaped) and give donors clues that it's clickable.

5. Words matter.

What you call your button matters as much as its shape and color. This means no vague words like "help" or "support"—stick with clear, action-oriented words like GIVE or DONATE. Better yet: DONATE NOW. Tell supporters exactly what to expect when they click that button, then take them straight to the donation page without any intermediate steps.

6. Set it free.

Include a link to donate in every communication you send out. Put a link in your email signature. Include your donate button in your email campaigns. List your website on all offline communications, too. When interested supporters visit your site, they'll have no trouble completing their donation!

★ Tip: View your website on your computer and mobile device. Can you see your donate button without squinting? Go big or go home!
