

# “Be Your Donor” Day Checklist

Put yourself in your donor’s shoes to guarantee that your fundraising strategy will inspire them to give more!

## Website: Visit your nonprofit home page

- Can you easily find your contact information?
- What happens when you reach out to your nonprofit via phone, email, contact form?
- Is it easy to find the donate button on your home page?
- What does your website look like on a mobile device?

## Email: Sign up for your nonprofit’s email list or newsletter

- Is it easy to join your email list?
- Are the benefits to signing up clear?
- What happens once you submit your email address?
- Do you get a welcome message sent to your inbox?
- How do your emails look on a mobile device?

## Making a donation: Make an online donation to your nonprofit

- When you click “donate,” do you go directly to a donation form?
- How many clicks does it take to get to the actual form for making a gift?
- How long does it take to complete the donation? How many fields are required?
- What happens once you submit a donation?
- How long does it take for you to get a receipt?
- How long does it take for you to get a thank you note?
- How often do you hear about the difference you made?
- Can you easily make a donation on a mobile device?