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onecause® | WEBINAR

MAXIMIZING Donations

Fine-Tuning Your Year-End Giving Page



Matt Bitzegaio
Co-Founder & CEO
DonorDock

 Wednesday, September 18, 2024



Let's Get Started!

What's the one word that best captures your mood for year-end giving?



Beyond the Webinar

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Meet Our Presenter

For 22 years, Matt helped shape CRMs in the for-profit sector before founding DonorDock to help fill the need for a Donor Management CRM built for small nonprofits.

Matt holds a deep-seated passion for working with nonprofit organizations and strongly believes that technology should further enable their mission and drive more impact.

He and his family reside in West Fargo, ND.



Matt Bitzegaio

Founder & CEO

DonorDock



MAXIMIZING DONATIONS

DESIGN

Designing donation pages that will convert

STORYTELLING

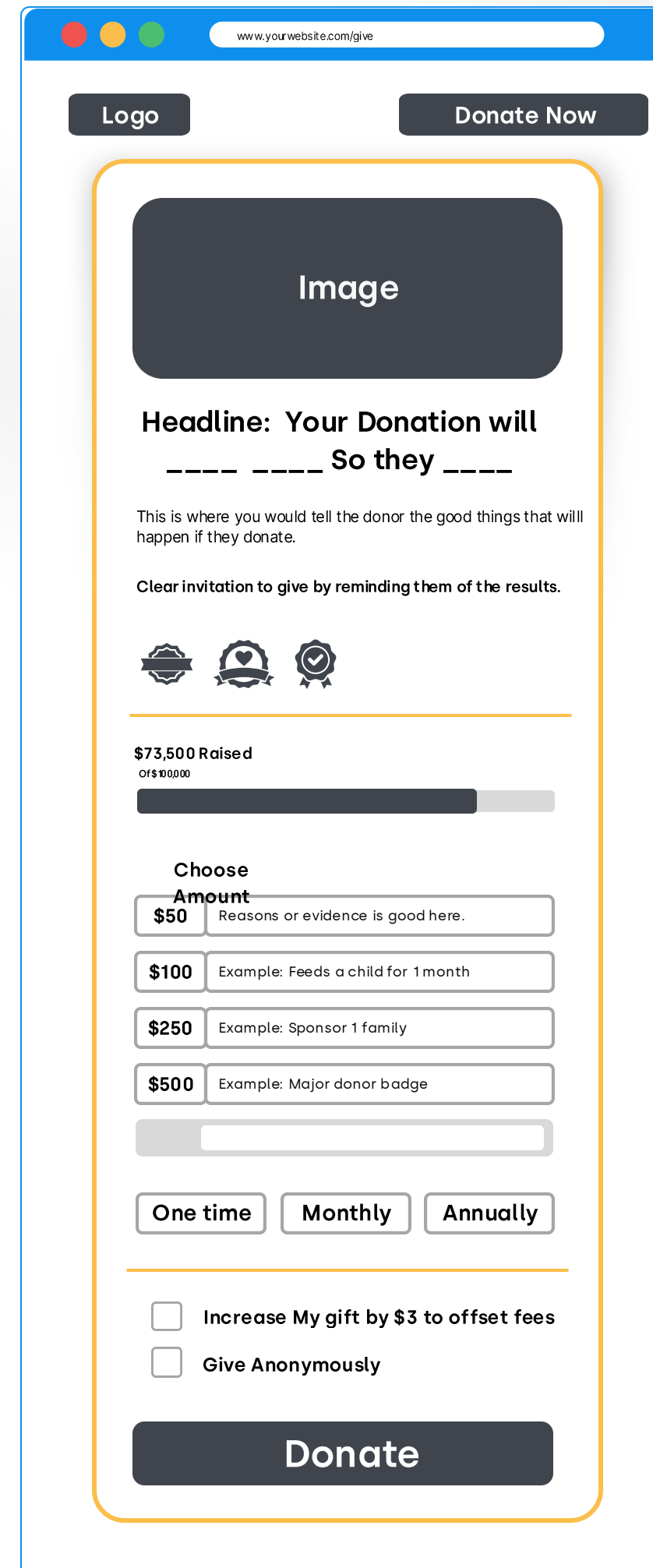
How to use storytelling to engage donors emotionally.

ANALYTICS

How to use data and analytics to optimize fundraising results.

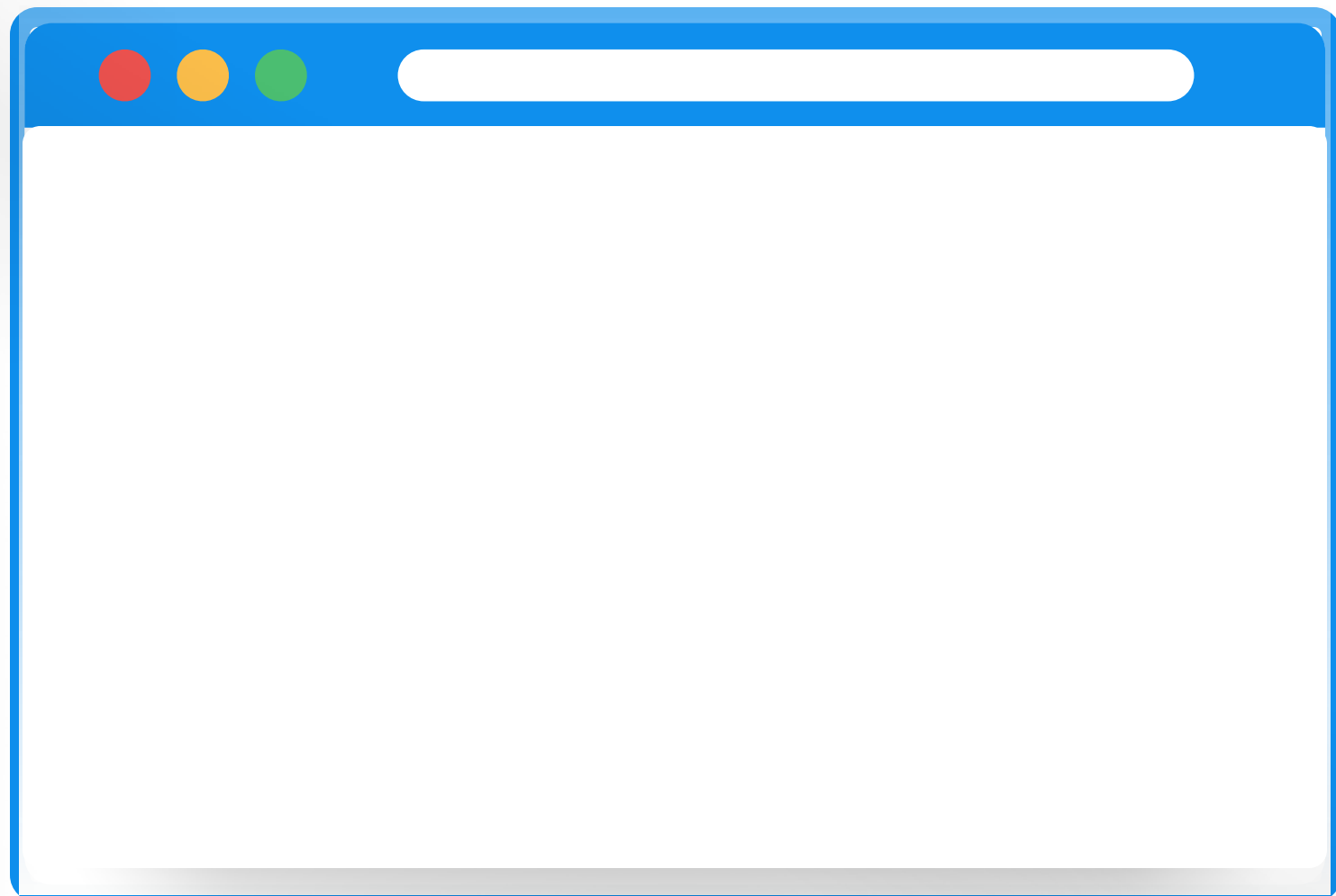
CRM

Using your CRM to effectively engage with donors





CREATING COMPELLING GIVING PAGE DESIGNS

A detailed design of a donation form within a browser window. The browser's address bar shows "www.yourwebsite.com/give". The page has a dark blue header with a "Logo" placeholder and a "Donate Now" button. The main content is enclosed in a rounded rectangle with a yellow border. It features a dark grey "Image" placeholder, a headline "Headline: Your Donation will _____ So they _____", and a sub-headline "Clear invitation to give by reminding them of the results." Below this are three award icons. A progress bar shows "\$73,500 Raised" out of a goal of "\$100,000". The "Choose Amount" section includes buttons for \$50, \$100, \$250, and \$500, each with a corresponding example. There are also buttons for "One time", "Monthly", and "Annually". At the bottom, there are two checkboxes: "Increase My gift by \$3 to offset fees" and "Give Anonymously". A large dark grey "Donate" button is at the very bottom.



CREATING COMPELLING GIVING PAGE DESIGNS

Simple, user-friendly layout:
A cluttered page leads to confusion. Ensure minimal distractions and guide the user through the process of donating.

www.yourwebsite.com/give

Logo Donate Now

Image

Headline: Your Donation will
----- So they -----

This is where you would tell the donor the good things that will happen if they donate.

Clear invitation to give by reminding them of the results.

\$73,500 Raised
of \$100,000

Choose Amount

\$50 Reasons or evidence is good here.

\$100 Example: Feeds a child for 1 month

\$250 Example: Sponsor 1 family

\$500 Example: Major donor badge

One time Monthly Annually

Increase My gift by \$3 to offset fees

Give Anonymously

Donate



CREATING COMPELLING GIVING PAGE DESIGNS

Mobile optimization:

Over 50% of online traffic is mobile. Make sure your donation page works on smartphones and tablets.

www.yourwebsite.com/give

Logo Donate Now

Image

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One time Monthly Annually

Increase My gift by \$3 to offset fees

Give Anonymously

Donate



CREATING COMPELLING GIVING PAGE DESIGNS

Clear call-to-action (CTA):

Make the donation button stand out. Use action-oriented language like "Donate Now" or "Make an Impact."

www.yourwebsite.com/give

Logo Donate Now

Image

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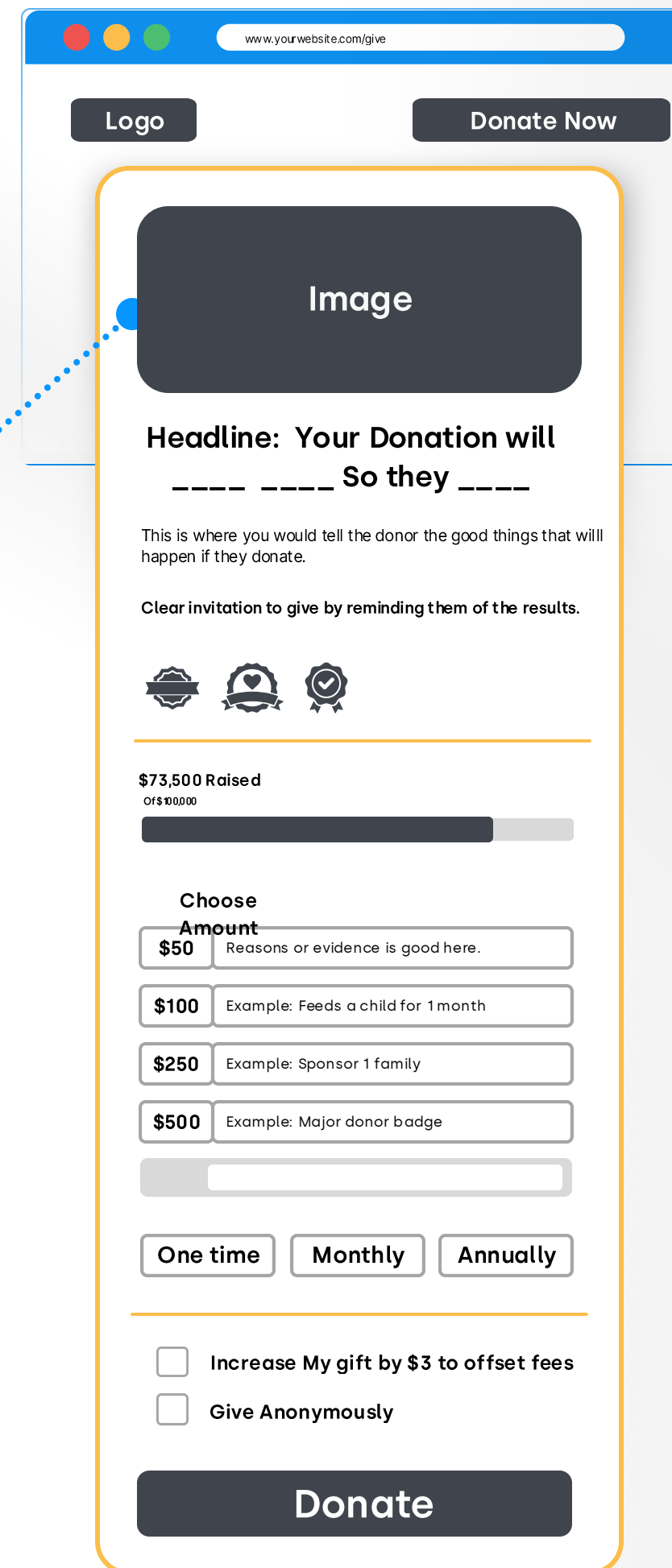
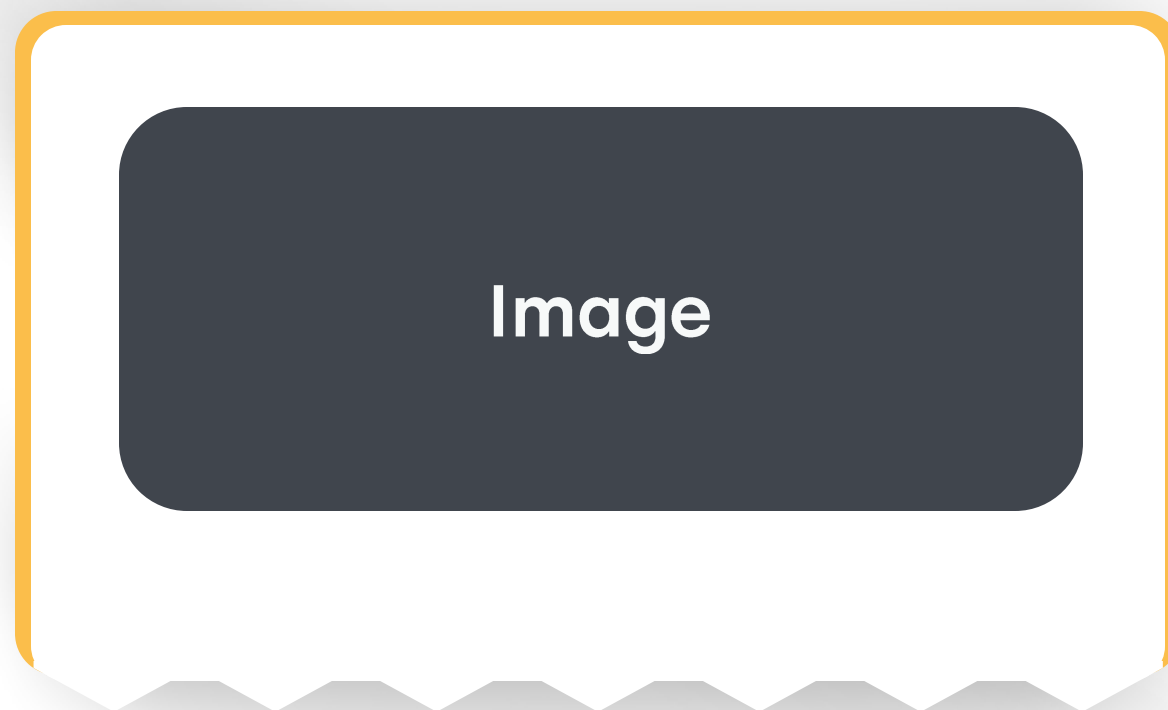
Donate

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BEST PRACTICES FOR Page Design

Visual Appeal:

- Use high-quality images/videos that showcase your organization in action. Emotional imagery can inspire generosity.
- Keep the design on-brand, ensuring consistent colors, fonts, and logos.



www.yourwebsite.com/give


Logo Donate Now

Image


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Clear invitation to give by reminding them of the results.



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\$100 Example: Feeds a child for 1 month

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\$500 Example: Major donor badge

One time **Monthly** **Annually**

Increase My gift by \$3 to offset fees

Give Anonymously

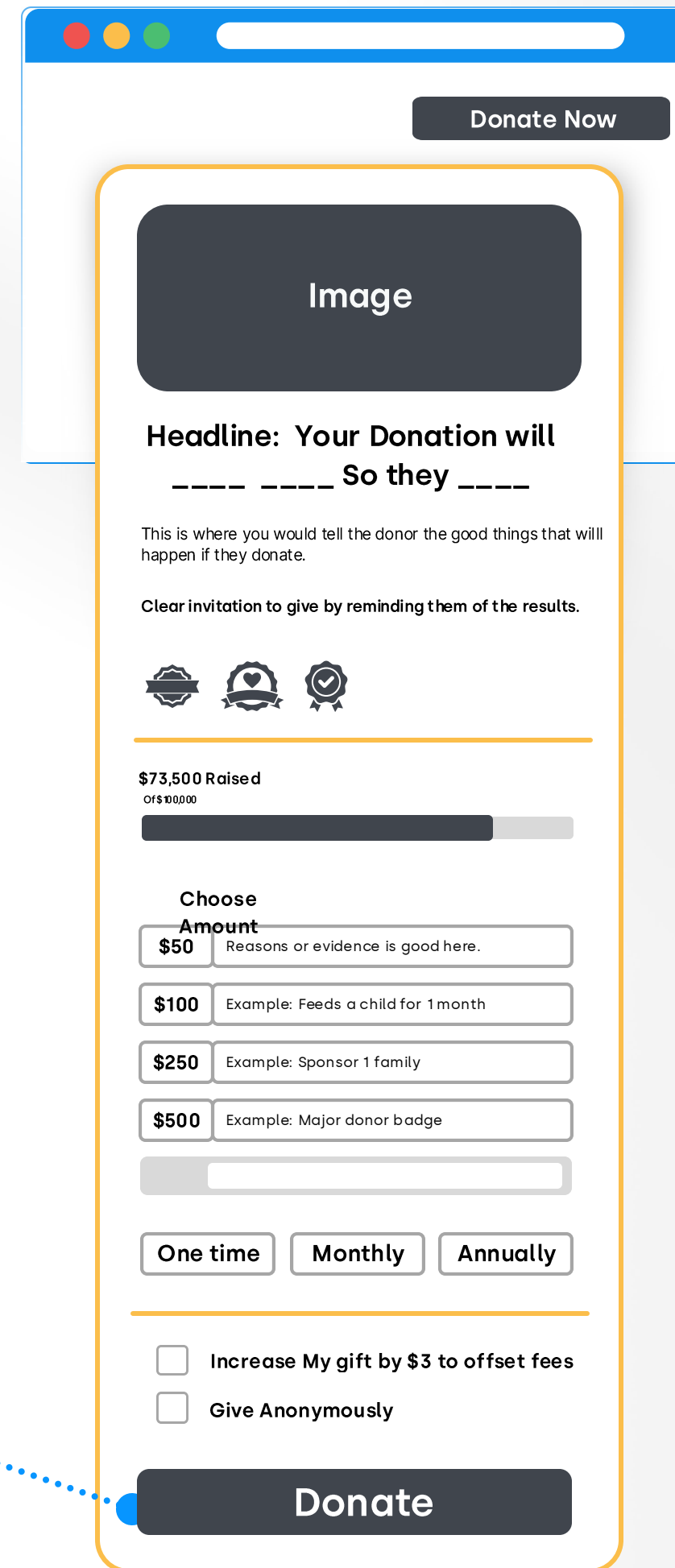
Donate



BEST PRACTICES FOR Page Design

Donation Process:

- Limit the number of fields in the donation form to avoid overwhelming users. Only ask for essential information.
- Offer multiple payment methods (credit card, PayPal, ACH, etc.) to accommodate different preferences.





EMOTION DRIVES ACTION

People are more likely to donate when they feel emotionally connected to a cause. Storytelling creates this connection by showing the real impact of a donation.

This is where you would tell the donor the good things that will happen if they donate.

Clear invitation to give by reminding them of the results.



www.yourwebsite.com/give

Logo Donate Now

Image

Headline: Your Donation will
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Give Anonymously

Donate



EMOTION DRIVES ACTION

Define your organization's mission:

- Clearly communicate the problem you're solving and why it matters.
- Avoid jargon or overly technical language—keep it personal and relatable.

This is where you would tell the donor the good things that will happen if they donate.

Clear invitation to give by reminding them of the results.



www.yourwebsite.com/give

Logo Donate Now

Image

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One time Monthly Annually

Increase My gift by \$3 to offset fees

Give Anonymously

Donate



EMOTION DRIVES ACTION

Focus on impact:

- Rather than just explaining what you do, show how it makes a difference in people's lives.
- Use metrics where relevant, such as "\$50 provides clean water for a family for one month."

This is where you would tell the donor the good things that will happen if they donate.

Clear invitation to give by reminding them of the results.



The screenshot shows a donation form on a website. A blue dotted line points from the text in the left callout box to the corresponding sections of the form. The form includes a 'Logo' and 'Donate Now' button at the top. Below is an 'Image' placeholder, a headline, a text area for impact, a progress bar for '\$73,500 Raised', a 'Choose Amount' section with options for \$50, \$100, \$250, and \$500, a frequency selector (One time, Monthly, Annually), and checkboxes for 'Increase My gift by \$3 to offset fees' and 'Give Anonymously'. A 'Donate' button is at the bottom.

www.yourwebsite.com/give

Logo Donate Now

Image

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Increase My gift by \$3 to offset fees

Give Anonymously

Donate



EMOTION DRIVES ACTION

Use real-life stories and testimonials:

- Share testimonials from people directly impacted by your work
- Feature a short success story that evokes emotion and highlights the tangible results of giving.

This is where you would tell the donor the good things that will happen if they donate.

Clear invitation to give by reminding them of the results.



www.yourwebsite.com/give

Logo Donate Now

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CREATING COMPELLING GIVING PAGE DESIGNS

Research Shows:

Campaigns that tell compelling stories raise more funds compared to those that simply present facts and figures.

The image shows a wireframe of a donation page. At the top, there is a browser window header with the URL 'www.yourwebsite.com/give'. Below the header, there are two buttons: 'Logo' and 'Donate Now'. The main content area is enclosed in a rounded rectangle with an orange border. It starts with a dark grey box labeled 'Image'. Below that is a headline: 'Headline: Your Donation will _____ So they _____'. A sub-headline reads: 'This is where you would tell the donor the good things that will happen if they donate.' Below this is a line of text: 'Clear invitation to give by reminding them of the results.' This is followed by three award icons. A progress bar shows '\$73,500 Raised' out of '\$000,000'. Underneath is a 'Choose Amount' section with four radio button options: '\$50' (with subtext 'Reasons or evidence is good here.'), '\$100' (with subtext 'Example: Feeds a child for 1 month'), '\$250' (with subtext 'Example: Sponsor 1 family'), and '\$500' (with subtext 'Example: Major donor badge'). Below these is a custom amount input field. There are three frequency buttons: 'One time', 'Monthly', and 'Annually'. At the bottom, there are two checkboxes: 'Increase My gift by \$3 to offset fees' and 'Give Anonymously'. A large dark grey 'Donate' button is at the very bottom.



LEVERAGE ANALYTICS TO OPTIMIZE FUNDRAISING STRATEGIES



KEY METRICS:

- **Conversion rate:** The percentage of visitors who complete a donation.
- **Average donation size:** Knowing this can help you target different donation amounts on your page.
- **Bounce rate:** High bounce rates may indicate issues with page load time, unclear messaging, or a poor user experience.

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LEVERAGE ANALYTICS TO OPTIMIZE FUNDRAISING STRATEGIES



DATA DRIVEN IMPROVEMENTS:

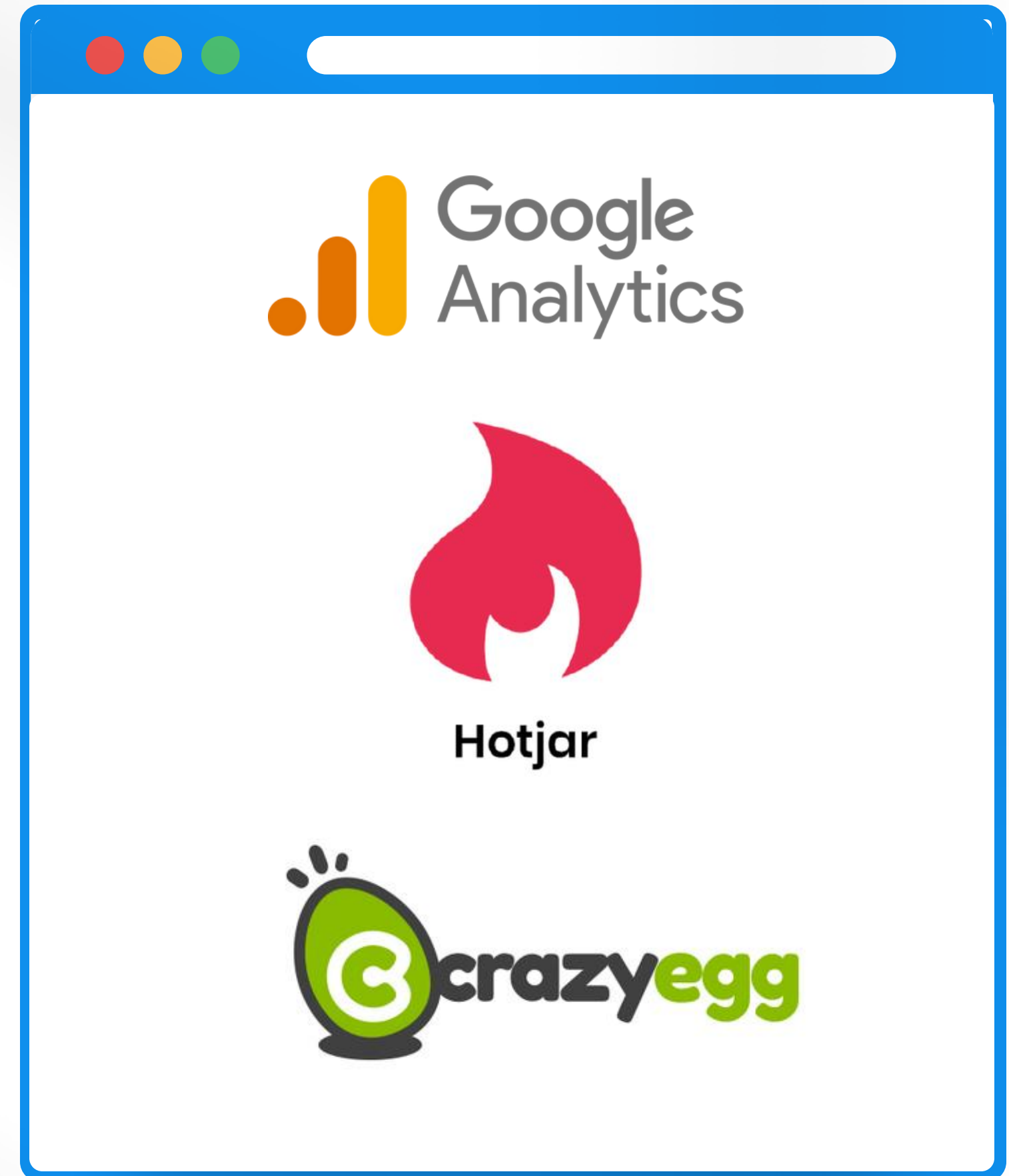
- **A/B Testing:** Test different page elements to see what drives more conversions.
- **Donor segmentation:** Use data to understand your audience better
- **Optimizing for mobile:** Analytics can reveal how many users are accessing your page from mobile devices, and if they're dropping off, you know it's time to improve mobile usability.

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ANALYTICS TOOLS

Visualizing our digital fundraising effectiveness

**Your giving platform should also have useful and important metrics and analytics as well!*



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SEGMENTATION & TARGETING

Using your CRM Effectively



Not all donors are the same.

Segmenting allows for better personalization.

Use your CRM to build relevant segments.

Examples:

1. Giving Frequency
2. Giving Channels
3. Donor Stage (Active, Lapsed)
4. Average Gift Size

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SEGMENTATION & TARGETING

Using your CRM Effectively



Create tailored messaging and campaigns for each segment.

Examples:

- send a special thank-you message to major donors
- send a re-engagement campaign to lapsed donors
- send a print mailer to those who prefer to give offline

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SEGMENTATION & TARGETING

Using your CRM Effectively



**Use data from your CRM to
personalize communications.**

- Use their name and reference past donations or interactions.
- Automate follow-up messages based on donor actions, such as a thank-you note after a donation or a reminder for those who haven't donated yet this year.



SEGMENTATION & TARGETING

Statistics

Emails sent to segmented donor lists have a

14.31% higher open rate



compared to non-segmented campaigns, according to Mailchimp.



SEGMENTATION & TARGETING

Statistics

Click-through rates for segmented email campaigns are

100.95% higher



A horizontal bar chart with a grey background. The bar is divided into two segments: a grey segment on the left and a blue segment on the right. The blue segment is significantly longer than the grey segment, representing a 100.95% increase. The text "Click-through rate" is written in white on the grey background.

Click-through rate

indicating that recipients are more likely to engage with content tailored to their interests and behaviors.



SEGMENTATION & TARGETING

Statistics

Personalized email campaigns
can result in up to

760% increase in revenue

A horizontal bar chart illustrating a 760% increase in revenue. The bar is divided into two segments: a small grey segment on the left labeled "Revenue" and a much larger blue segment on the right, representing the 760% increase.

Revenue

as reported by Campaign
Monitor.



SEGMENTATION & TARGETING

Statistics

According to Nonprofits Source,
donor retention rates increase by

14%

A horizontal bar chart showing a retention rate. The bar is composed of a long grey segment followed by a shorter blue segment. The text "Retention rate" is written in white on the grey part of the bar.

Retention rate

when a nonprofit sends targeted,
personalized communication to
donors.



AUTOMATION

Using your CRM Effectively



Build a series of emails leading up to key dates (e.g., Giving Tuesday, end-of-year deadlines)

This allows multiple engagement points over the weeks leading up to end-of-year, without overwhelming your team.



AUTOMATION

Using your CRM Effectively

Post-donation engagement is crucial for building long-term relationships and encouraging future giving.

- Use your CRM to automate sending thank-you messages and impact reports
- Set reminders for personalized follow-ups, such as a handwritten note phone call to major donors.



RECAP

DESIGN

Designing donation pages that will convert

STORYTELLING

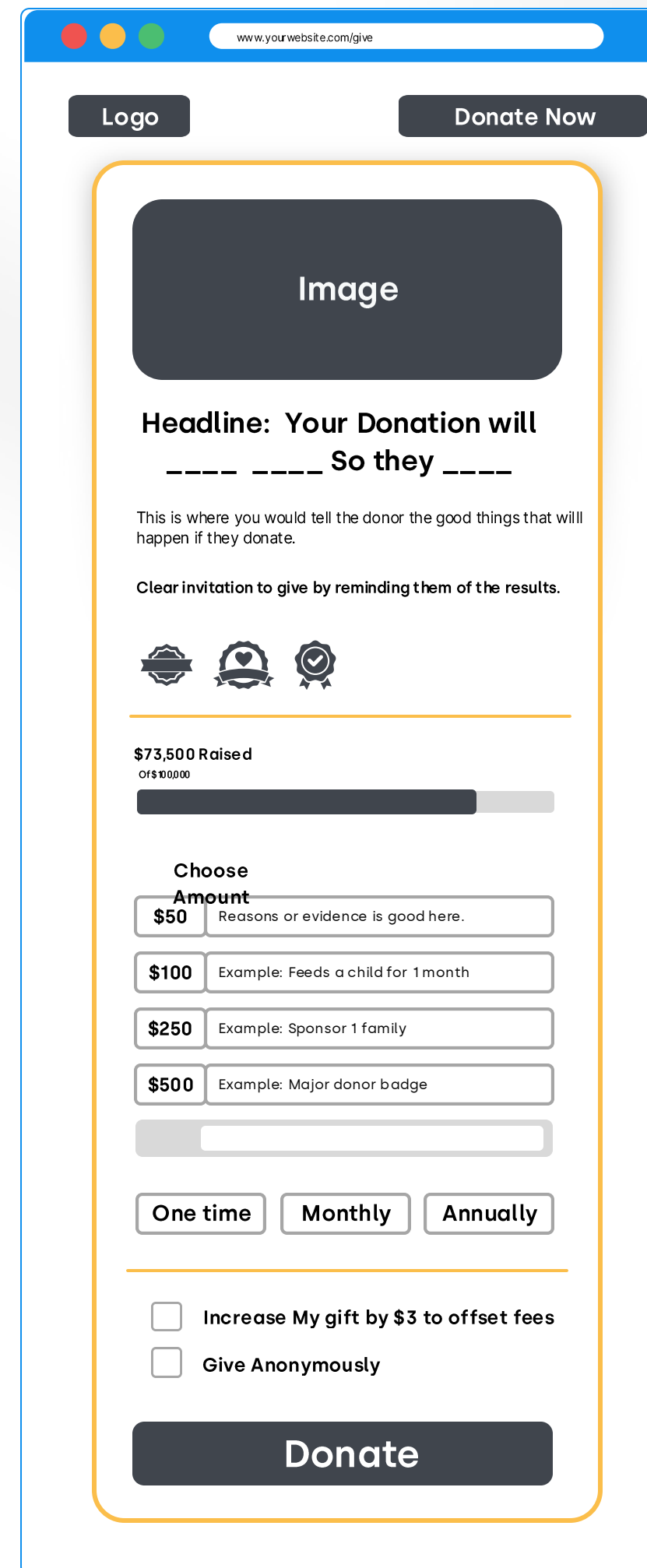
How to use storytelling to engage donors emotionally.

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“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® | WEBINAR

Transactional to **Transformational Giving**
A Roadmap for Success



Susan Kramer
CEO
Susan Kramer Consulting

Wednesday, September 25, 2024



onecause® | WEBINAR

Don't Close the Door on Your Donors:
Intentional Inclusivity
in Fundraising Events



Nikki DeFalco
Director, Partner Success
OneCause



Diana Fragnito
Director, Partner Development
OneCause

Wednesday, October 9, 2024





CELEBRATING

150

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank you!

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to Raise and Reach More



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Education of the CFRE International Application for initial
certification and/or recertification.

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