



# Online fundraising

Various online fundraising strategies  
by public benefit organizations







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Websites of foundations and non-profit organizations they are very different. From professional to vintage-looking from the early internet era. They are also run differently collections for the functioning of the organization, specific projects or specific beneficiaries of the foundation.



# **Platforms/Operators used at the internet fundraising**



sites worth knowing and other ways to help

# 1.5%, payment to the account

The most popular way to raise funds via the Internet,  
however, it seems to be the least effective.



**\*but it may just seem that way**

# fanimani.pl

FaniMani - affiliate program used by many foundations/ngos. It is a browser add-on/smartphone app that pays a percentage of the money to a partner foundation's account when making purchases (at the same time, it is free for the user). Quite often used by NGOs\*.

**\*so maybe it works?**

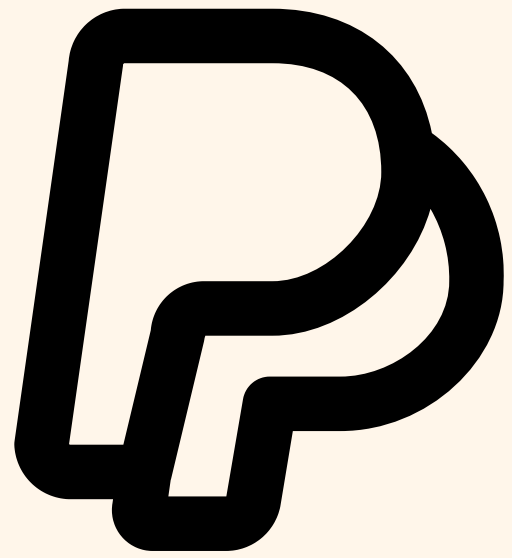


# patronite.pl

Patronite – not very common, but common. A website where you can acquire "patrons" – continuous support. It works out differently. It functions better as a platform for creators.







# [www.paypal.com](http://www.paypal.com)

This popular service, founded by Elon Musk, allows you to easy internet transfers. Polish non-profit organizations they often put a widget of this operator.

# pomagam.pl, siepomaga,zrzutka.pl

Popular Polish websites that allow you to drive online fundraisers for specific/specified purposes persons. Often used on NGOs websites and often they turn out to be effective.



# wplacam.ngo.pl

A common way sometimes. The platform simplifies the way of collecting, provides an easily modifiable widget, seems easy to set up and saves time.



# shops, gadgets, services

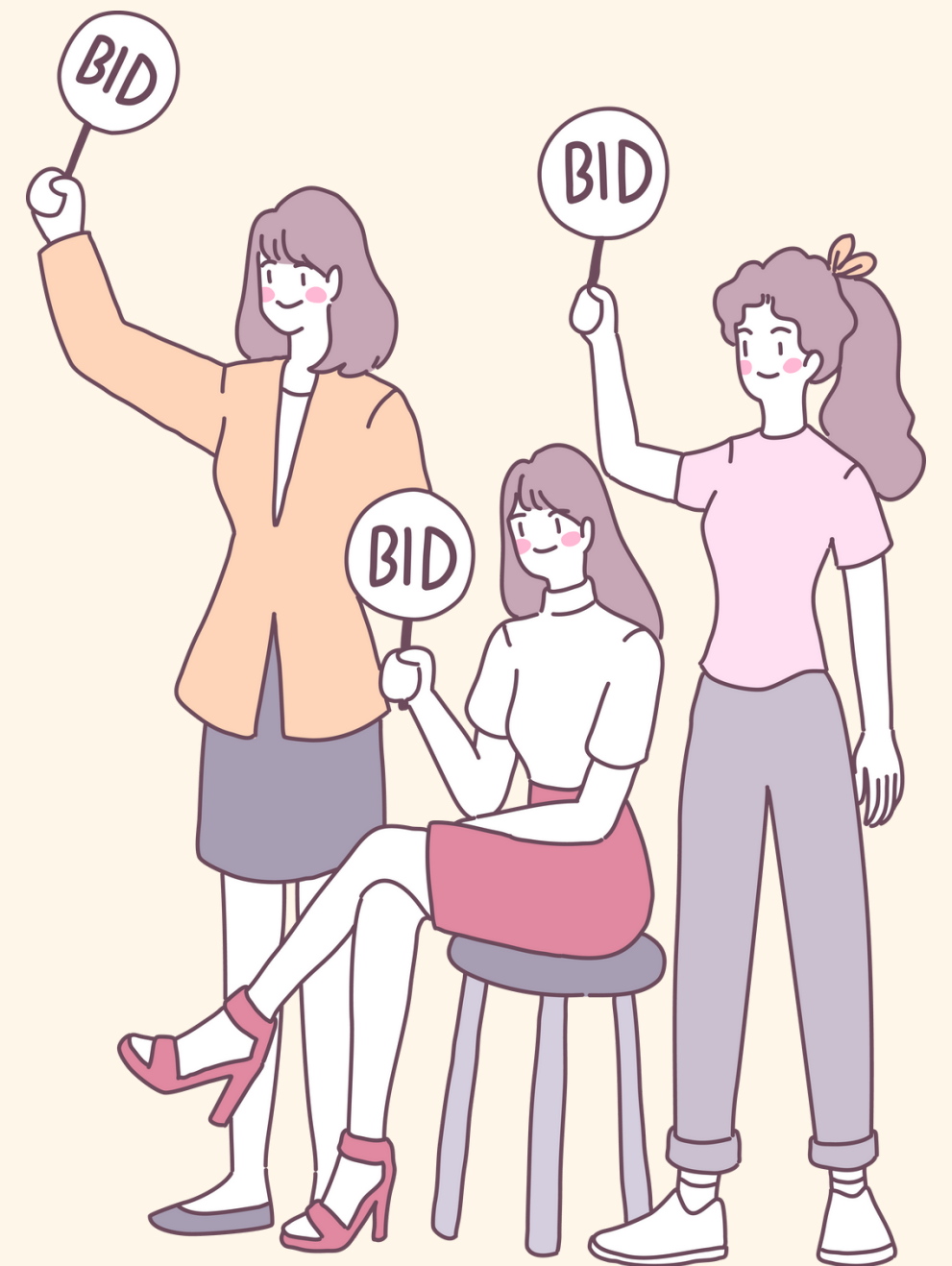
Some foundations raise funds by selling gadgets with your logo or related to the image of the foundation (like foam clown noses sold by Red Nose Foundation). Some of the NGOs They also provide paid services.





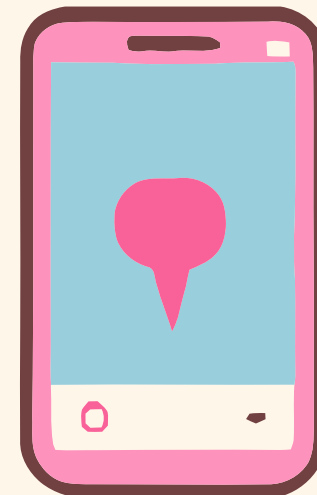
# Allegro auctions

Not very common, but seems to be effective method of raising funds. They are often displayed not so much "precious" as unusual items, such as which will be a treat for a collector.



# "charity" sms

Uncommon, probably because of the high operator commission, way. It seems to be effective because today everyone has a mobile phone and sending an SMS is less of a hassle than transfers, bank transfers and others.



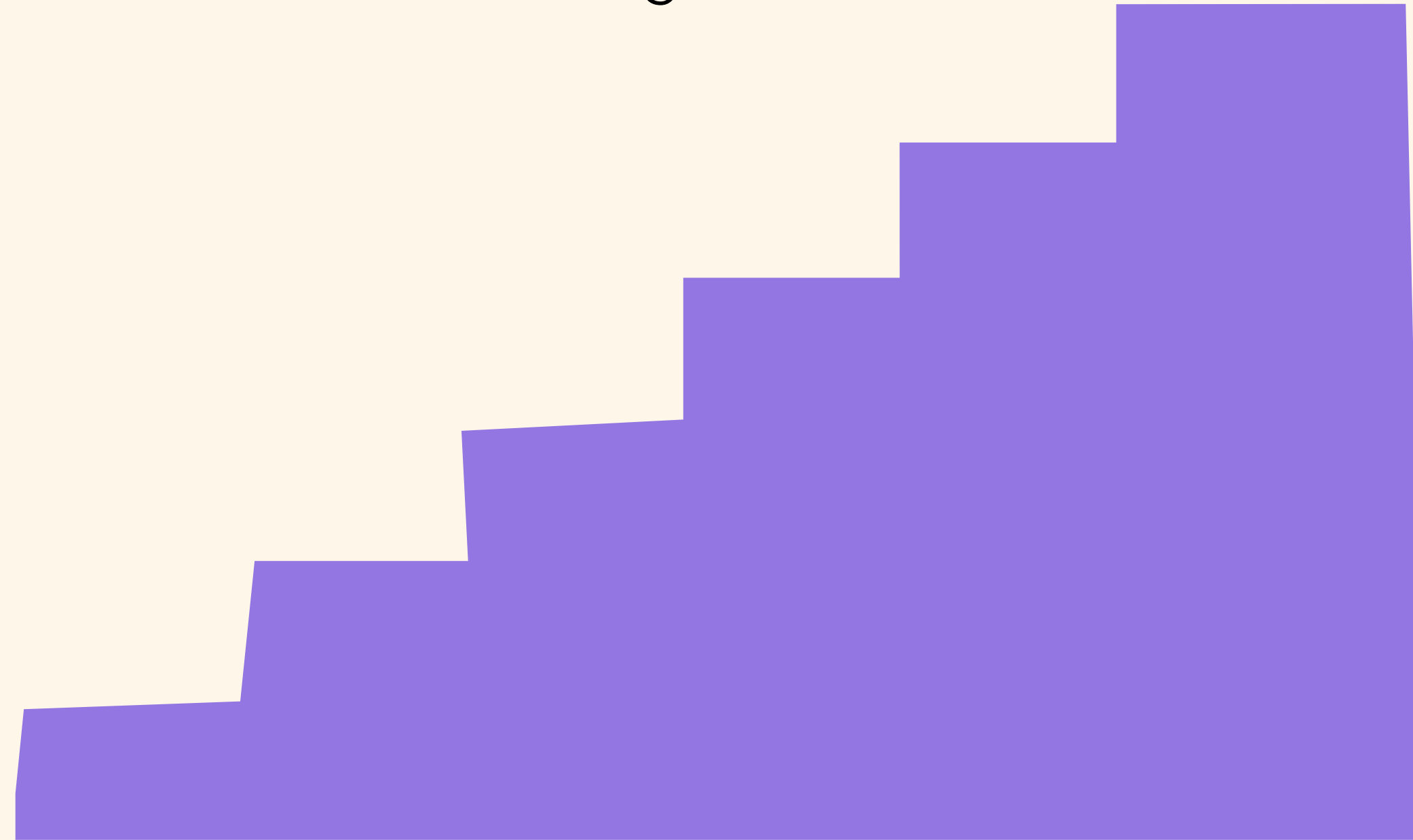
# other ways

Some nonprofits also use other, sometimes very creative, ways to raise funds. A proposal to rewrite the inheritance, a proposal to collect for a given foundation at the wedding.



# *summary*

Fundraising platforms are different, which one is it most effective depends on the specific case. However, it is worth noting that the largest (and smartest) foundations use many platforms at once, thus increasing the likelihood of donations.



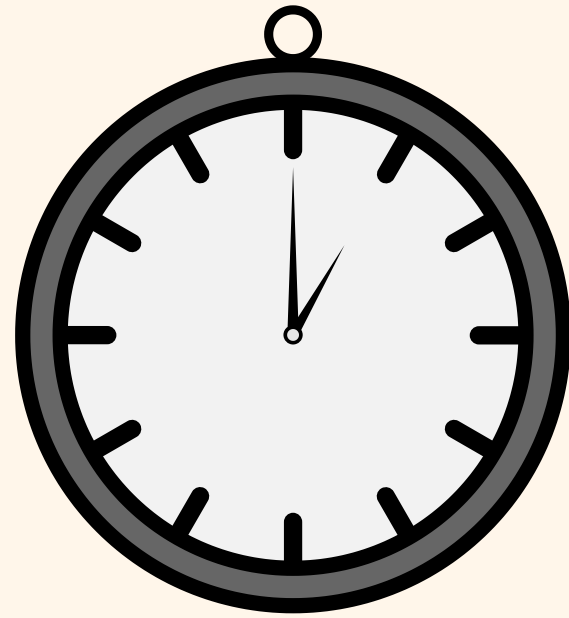


**here are various regularities  
that can be noticed when  
visiting the websites of NGOs**

# specific purpose

The foundations that are most successful in fundraising are those that clearly describe the purpose of the fundraiser, making it "closer" to the donor, more tangible and, at the same time, more satisfying. It is also worth to "illustrate" this goal through an adequate and emotionally evoking photograph.





# **the visitor has little time...**

Rule - the person entering the website has a few seconds to find information. Concentrated content with easily accessible (highlighted and “pushed to the top”) important content allows a potential donor to make a decision faster.

# visualize



It seems that an interesting, original visualization of the payment can affect the attractiveness of the website user and can encourage support, and in the case of support, to change the decision - to increase the amount of payment to the foundation's account.



# ascetic style

Western foundations – maybe an "off-line" way of conducting collections.  
The websites lack very invasive widgets, popups and banners.



# pop-ups

Pop-up windows, often with a link to the payment, large, often decorated with a photo referring to the action and a specific fundraiser.



# no rules

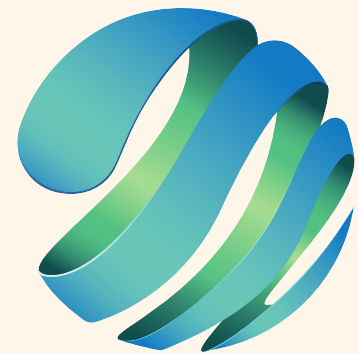


Clear rules are generally hard to come by - some sloppy pages with lots of rebounds hidden somewhere on the page meet these rebound goals, some better done ones don't. Perhaps it is a matter of some activities outside the website.



**here are various  
important tips and  
observations found on  
the internet regarding  
fundraising online**

# Create a subpage with a fundraiser with a logo.



Make it easy for donors to help your organization. Make sure your fundraising page is secure, up-to-date, and branded with your organization's logo. A fundraising website should be frugal in terms of the number of elements and it must be easy to set up and manage.

# **The following good practices will help you build a fundraiser page that not only reflects your brand but also increases donations:**

- Make sure the fundraising page is easy to find on your organization's website.
- Make sure you have a repeat payment option to make monthly donations easier.

Put a "thermometer" on the page to create a sense of urgency.

- Make sure to share on social media so that donors can tell others about your organization.
- Customize the look of your website by using the right fonts and other elements of your organization's branding.



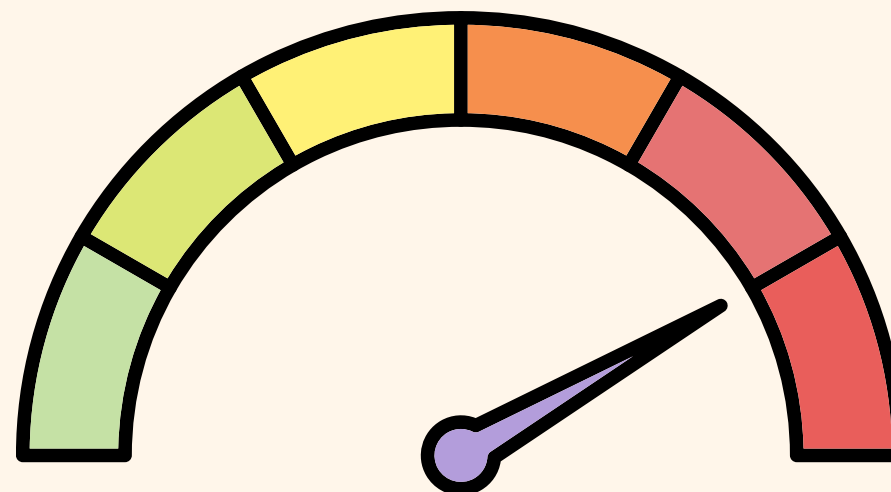
# important matters

**A crowdfunding campaign occurs when a "community" (usually a group of people on the internet) funds a project or program. Each person contributes a small portion of one larger goal.**

Include a visual support counter on your fundraising page to measure your progress.

Make sure your website is mobile friendly and includes a social sharing option. According to research, 12% of Facebook shares convert to donations.

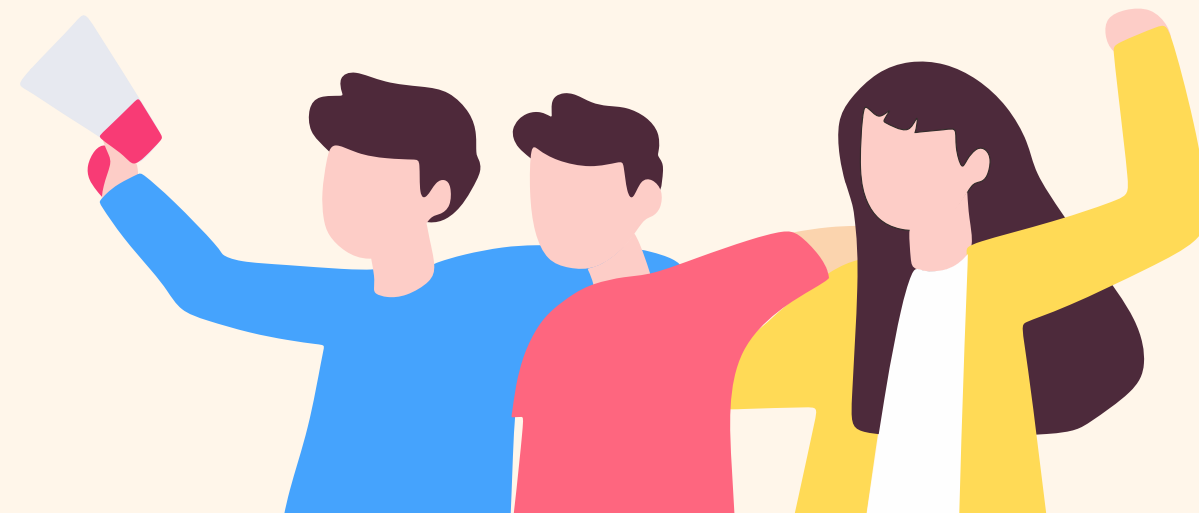
Make sure you keep your supporters updated on the progress of your project. Such campaigns collect 126% more than those that do not include such information.





# Launch the membership program

Membership programs have many advantages. They provide predictable revenue for your organization, help build a loyal base of supporters, and allow you to offer benefits to your members. These can include exclusive access to updates and newsletters, attending member-only events to raise more funds and recognize their support, and special programs to make them feel part of your mission.

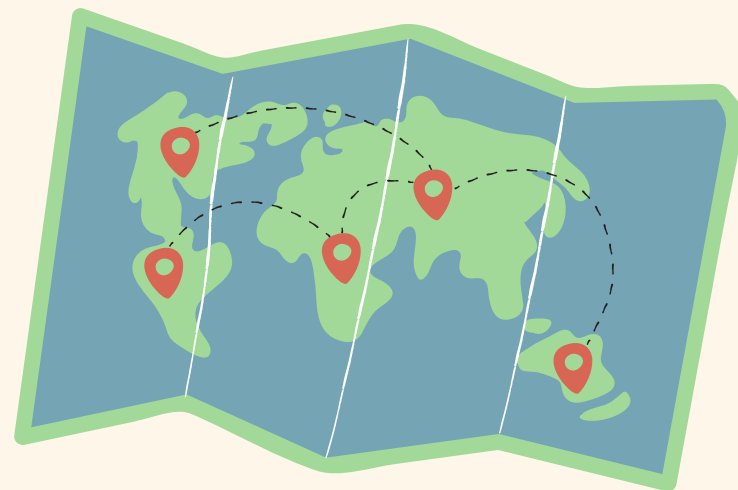


# take care of easy navigation

Make sure your deposit page is easy to find. No matter how well-designed and functional your donation page is, it won't function if your donors can't find it.

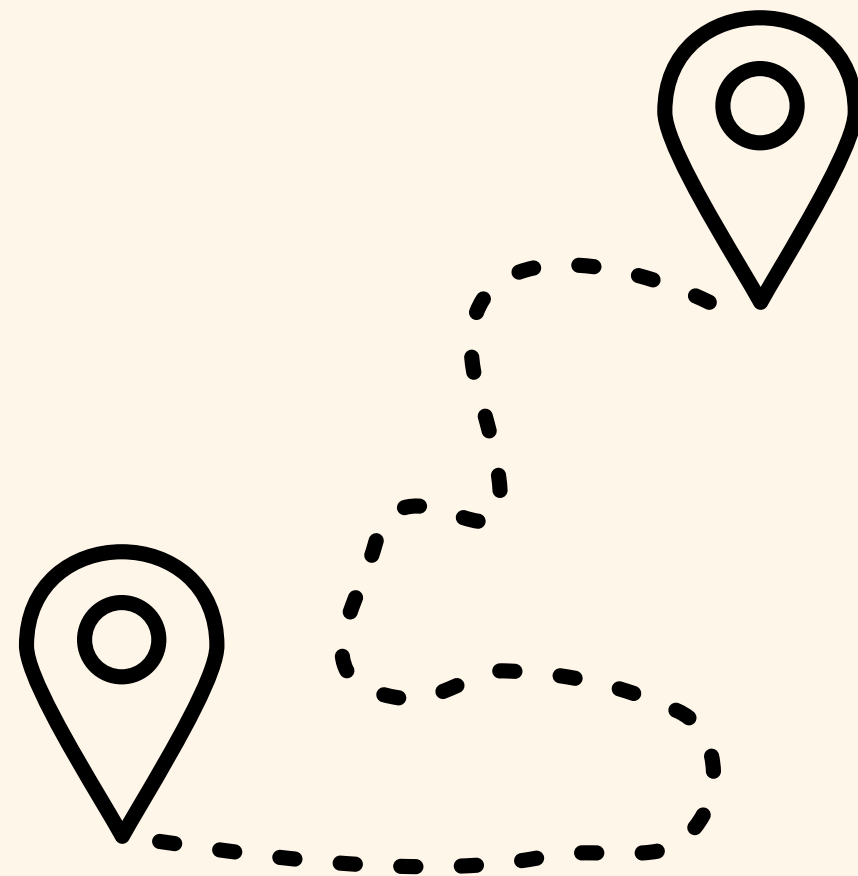
Make sure your deposit links/buttons are easy to find.

The donor should be able to find your link within seconds. A good practice is to place the link at the very top, in the header of the page. Highlight this button/link with a bright and eye-catching color scheme. By placing an eye-catching "Donate Now" button, you will increase the chance that backers will land on your donation page.



# shortcuts

The "support" link should lead directly to the payment form. It is a common mistake to place other explanations or texts between these two phases. Although it is well-intentioned (to inform donors about other opportunities to participate or donate), any intermediate step lowers the conversion rate. Even registering or solving the captcha before paying lowers the conversion rate.



# call to action

In order for donors to find your donation page, a call to action should be included in every communication channel to your target audience - emails, social media posts, videos. For nonprofits, calls to action are usually always calls for contributions. Strategically place requests for deposits in various places on your website.



# Answer the "Why" question

Not every visitor to your website comes with the intention of making a donation. Most must believe it. Formulating a concise but tempting and convincing "why" will convince the undecided.

Your deposit page should be more than just a deposit form.

Your donation page should gently remind people why they chose to support your organization.



# Use ready-made solutions to create a fundraising page.

Ready-made solutions provide many possibilities to customize the website and save your time.



# your brand

Remember that your fundraising page is an extension of your brand. The fundraising subpage should be harmonized with the rest of the page. This builds trust in visitors and increases the likelihood that the visit will convert into a payment. Consistent branding not only makes the page look better, it also tells donors that donations are going to your organization, not some random fundraising site.

Adapted fundraising pages for non-profit websites raise 6 times as much money as the average.





# important details

Choose a color that matches your business.

Place your logo

Add a matching background

Add a section where you explain to donors how their money will be used

Add details of other ways donors can help your organization.



# www on your phone

Your deposit page should be mobile-friendly, which means it should scale the size of the page to the device you're using. Our smartphones are becoming an increasingly popular way to connect, share and access information and donate, and we expect optimized fundraising sites.

In 2020, 49% of global internet traffic is mobile. And 98.7% of social media users use mobile devices to access websites and apps.

By implementing a mobile-responsive website design, nonprofits can increase their donations by an average of 126%. If a visitor to your site gets frustrated trying to make a donation to your organization via mobile device, there's a good chance they'll leave your site without making a deposit.



# help with the decision

Select predetermined deposit sums

Deposit totals should stand out on your page. There should be no distractions around this zone, allowing your deposit form to play first fiddle. It is recommended to give defined size ranges, allowing them to decide how much they want to give.



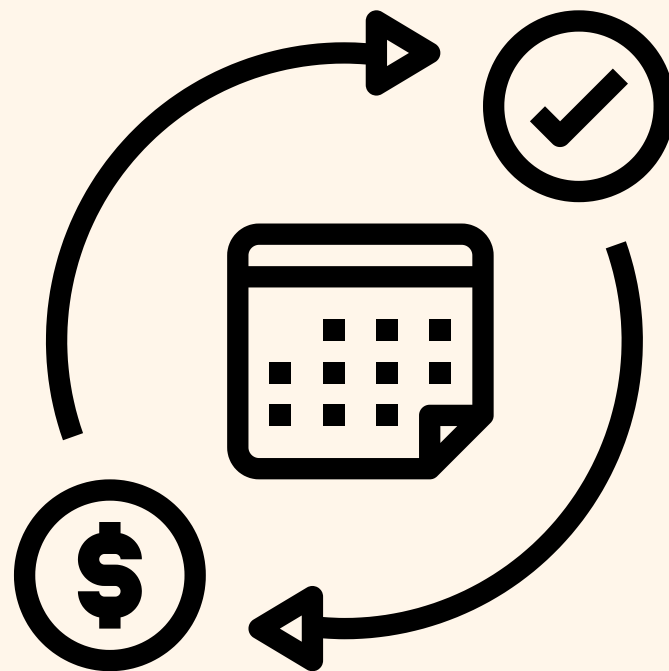
A large majority of the top 100 nonprofits suggest 4-5 different deposit amounts, with the option to enter your own amount. About half of these organizations highlight the default suggested value (usually the second or third option).

# recurring payments

Suggest recurring payments.

Retaining your donors is one of the most important metrics for nonprofits. Repeat donors are of great value to nonprofits. Not only do most payments come from existing donors, but also establishing new relationships is more costly than maintaining existing ones.

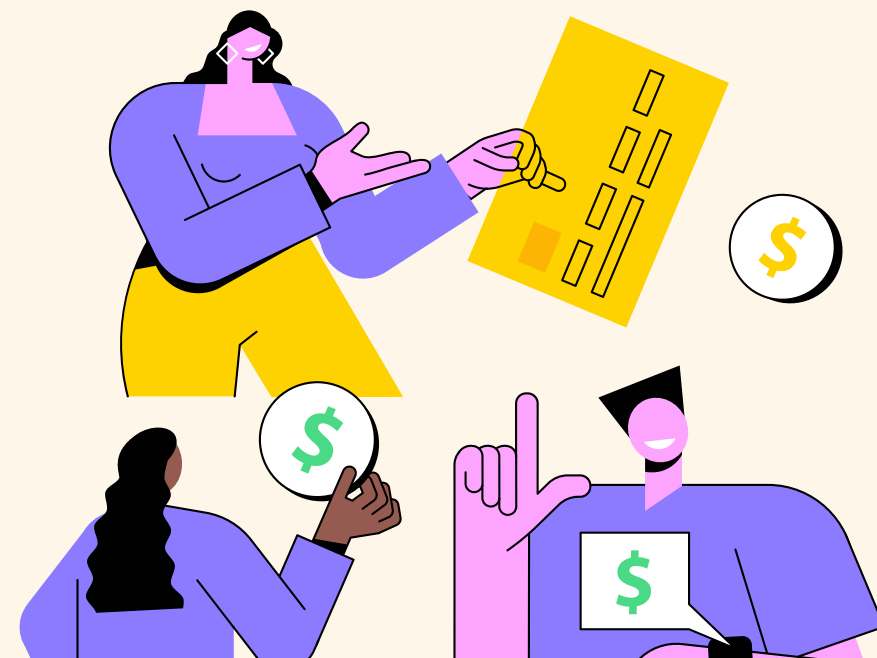
While there are many good practices that boost donor retention rates, one of the easiest is to offer recurring contributions on your fundraising page.



# give me a choice

Giving donors a choice of different payment options is crucial to ensure an optimal experience for them. By giving an outline of the various payment options, you will make it more convenient for your donors, as they will be able to choose the option that suits them best. The more options you provide, the more donor preferences you will consider, and thus, the more likely you are to make a donation.

In your form, list all the payment methods your organization accepts.



# Limit yourself to one page

To keep the donor experience uncomplicated and simple, limit your fundraising page to one page and as few required fields as possible.

The easier the process is, the more likely the donor will make it to the end. If limiting the form to one page is not possible, be transparent about how many pages it contains.



# simplicity and clarity

The most important tip – you should focus on making your donor's experience simple, clear and exciting. Your goal should always be for everyone who reaches your fundraising page to make a donation there. To achieve this, make your website clear and simple. Limit the amount of text, photos, videos and links to what is most important and arrange the page content in a logical way.

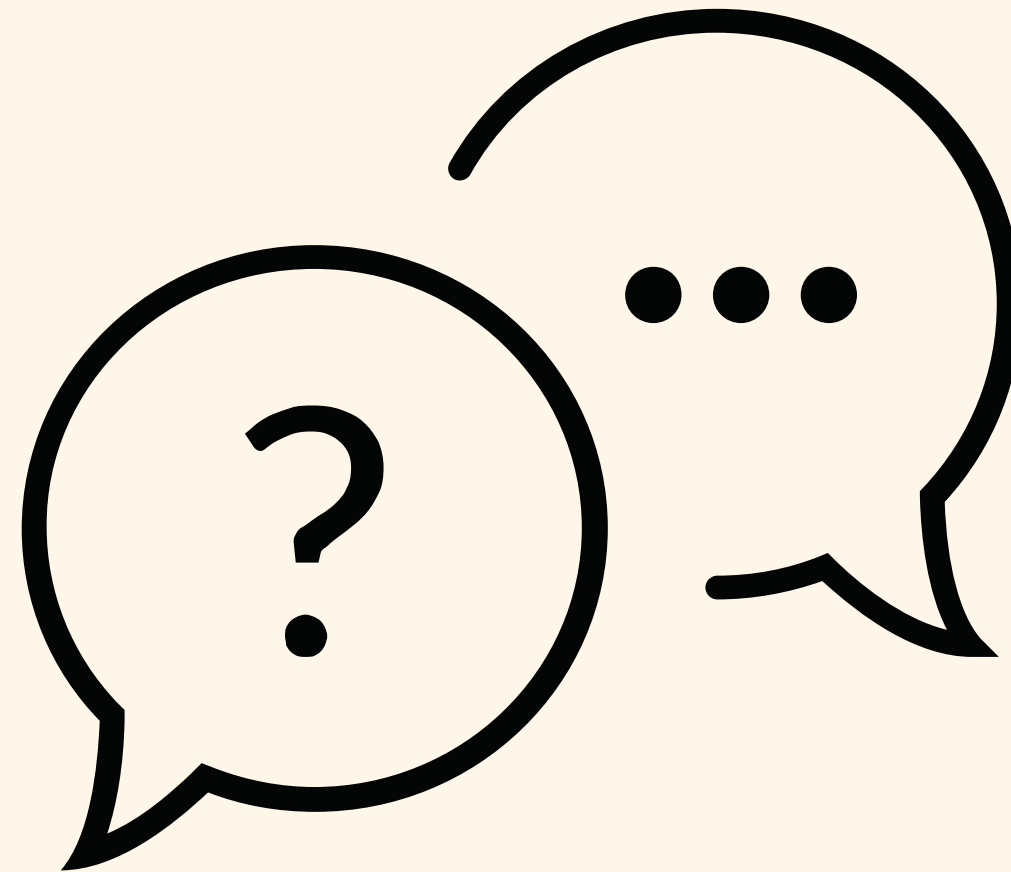
Remember, every extra step is a chance for the donor to get distracted or rethink the decision.





# answer the questions

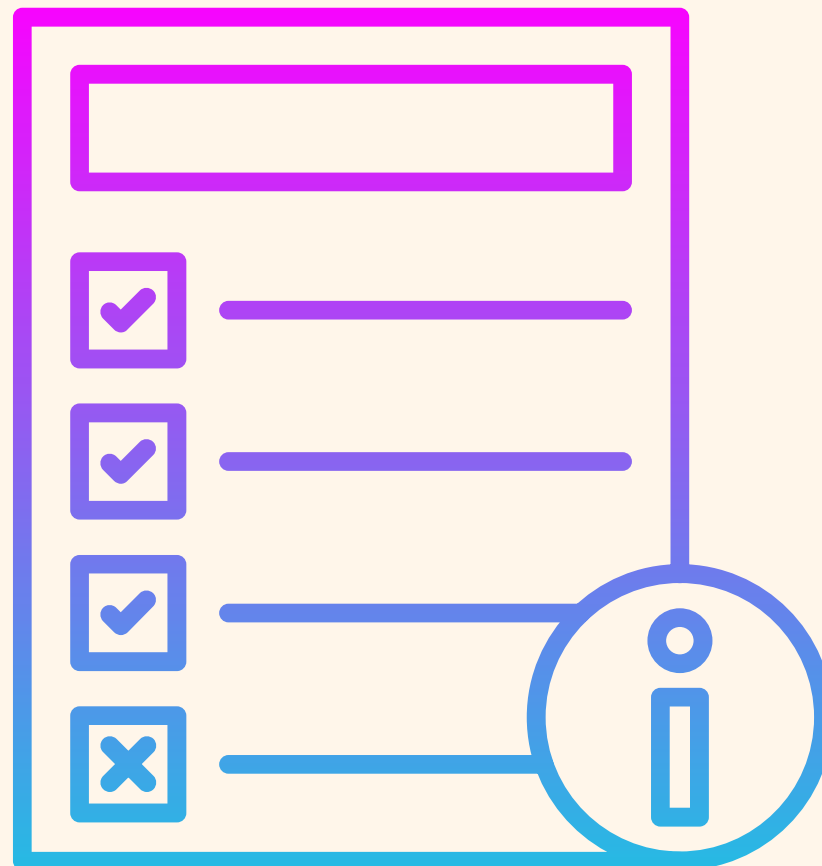
Answer the most common donor questions on your fundraising page. You can do this by adding or linking to a subpage with answers to frequently asked questions. The FAQ helps to gain the trust of donors and shows that your foundation is a responsible organization. A simple explanation to answer the most frequently asked question, how where your deposits go etc.



# custom fields

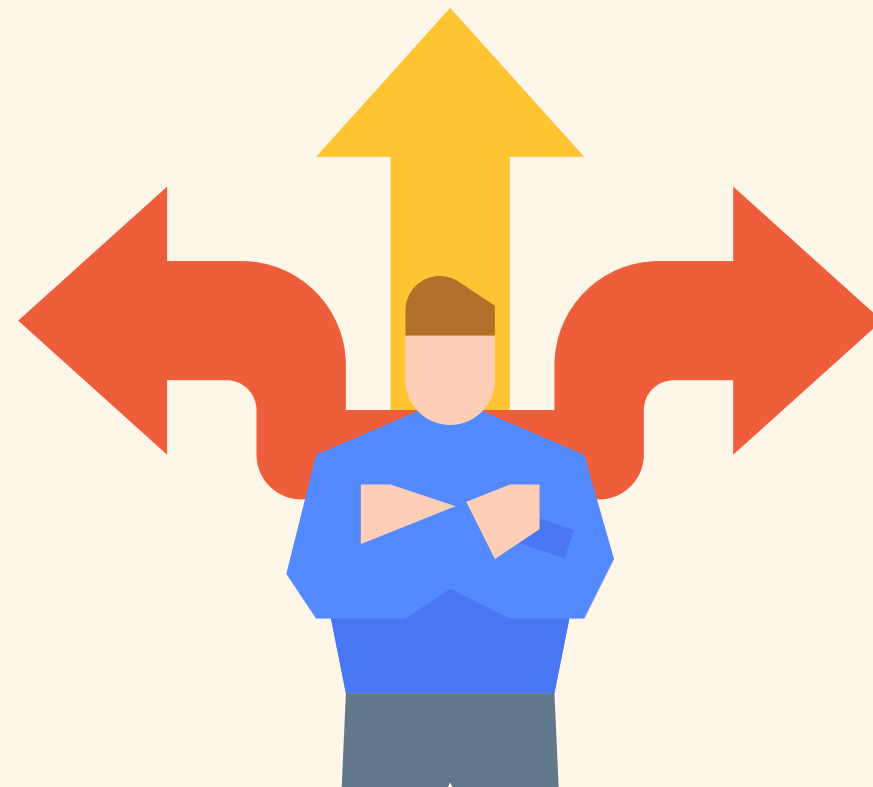
Enable custom fields on the form

Include fields for additional information that will benefit your organization. In addition to providing more options for your donor, this information can be used to categorize your donors. For example, you can add questions about whether your donors are interested in volunteering or how they found out about your organization.



# possibilities

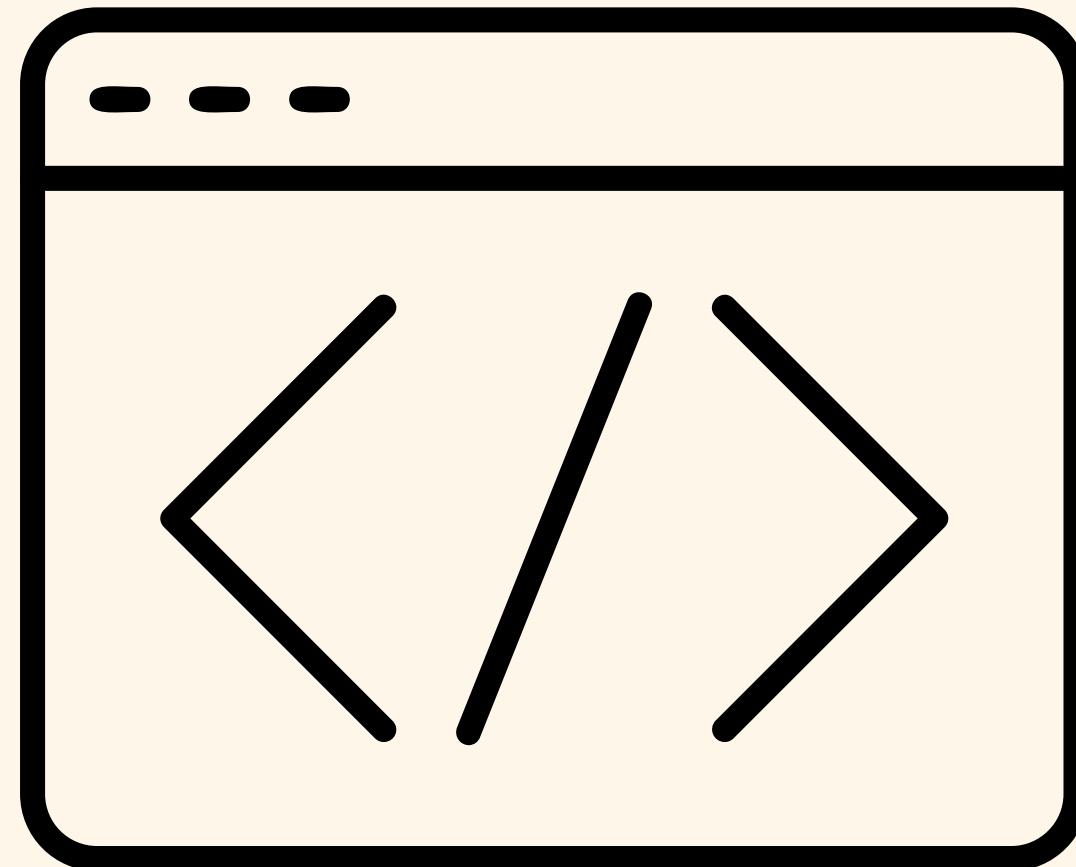
Take care of the variety of opportunities your donors can get involved in. Maybe volunteering, gift giving, fundraising, corporate donations, membership programs, or by getting involved in other initiatives. Make sure these options are listed for your donors on your fundraising page. It may surprise you how many of your supporters would like to help in other ways.



# form embedded on the page

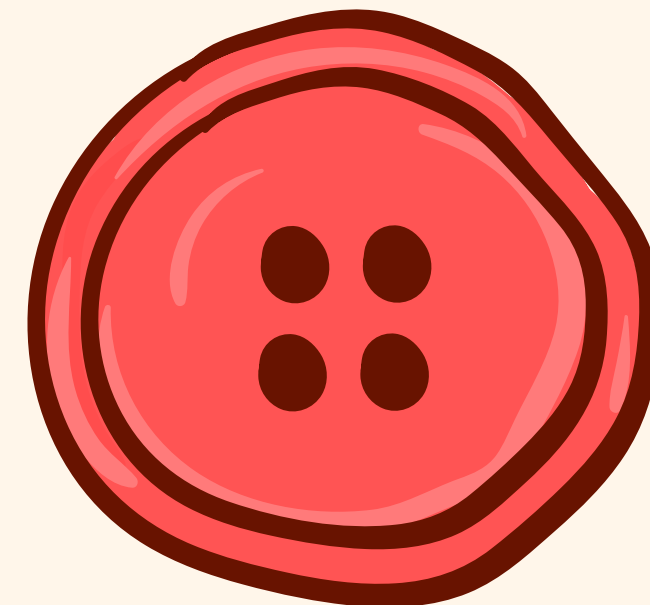
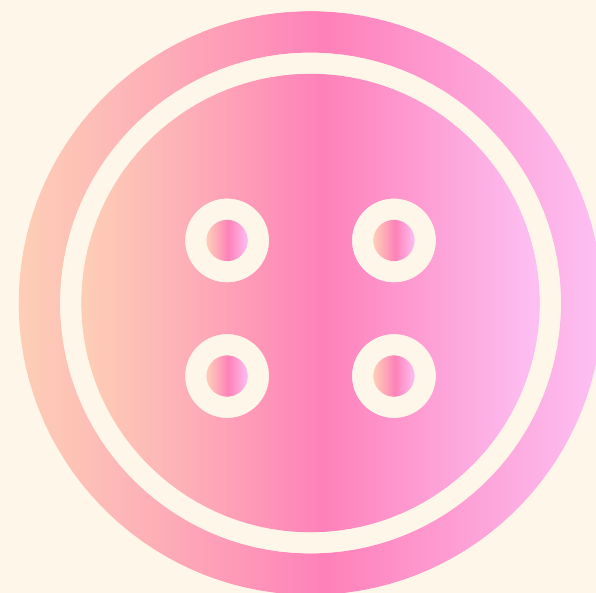
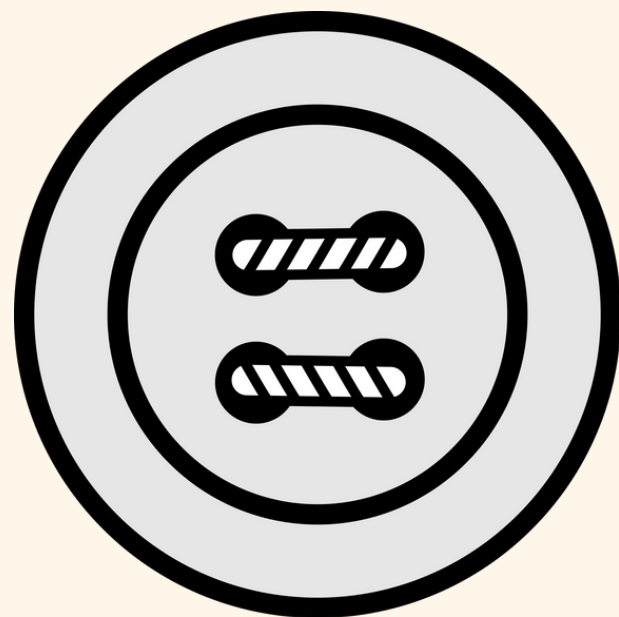
Embed the donation form on your fundraising page

You need an optimized donation process so that you are only a few clicks away from visiting the website and completing your donation. Therefore, embedding your form in the page is an effective and recommended practice. It also establishes trust in your foundation that might be questionable if the donor were redirected to another site.



# try different buttons

Check out the different texts on the donation buttons to find the ones that work and encourage action. Your donor should have it made clear that at the push of a button, their donation will be donated. For example, instead of "donate", the button could be described as "donate", "approve donation", "act now", "donate now".



# handling fees

By allowing your donors to cover the processing fees, you will increase your donations and your donor will pay the same amount they wanted.



# accessibility

## Follow the accessibility guidelines

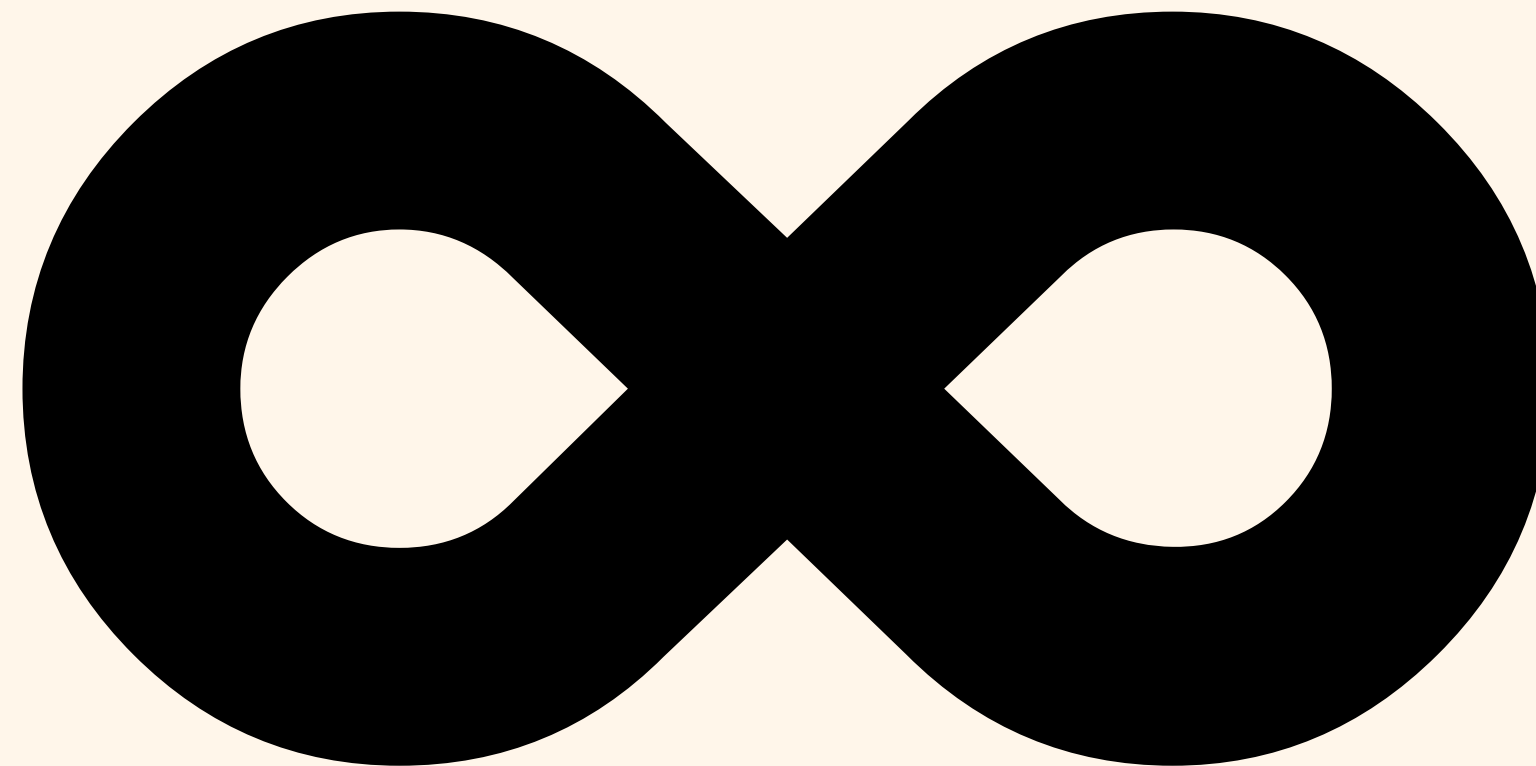
**By following the website accessibility guidelines, you will make your website accessible to everyone, including people with disabilities. According to these guidelines, you need to use contrasting colors, add descriptions to images and photos, and clearly label text boxes outside of boxes.**





# branding

Your logo should be on the banner. This will ensure the donor is paying to the right organization. It should be clearly visible, because it gives a sense of security.



# SEO

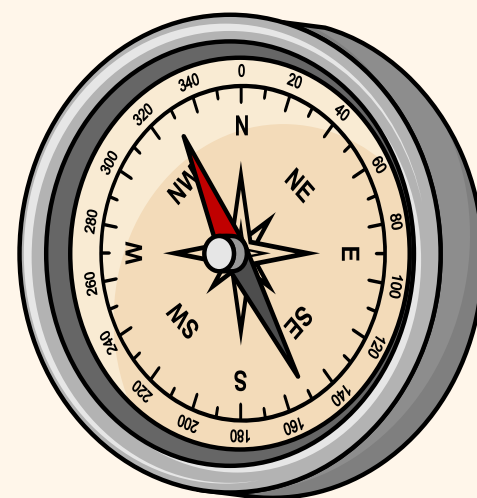
Pay attention to the title

The title of your donation page should match its content. Keep it short, to the point, and make sure your keywords are at the beginning (for SEO purposes).



# With menu or without menu?

Many nonprofits opt to include menus/navigation to provide guests with more information about their activities and keep them engaged. But also the menu can distract guests and make them get lost on the site. Consider not posting a menu on your fundraising page.



# A picture is worth a thousand words

People are visual beings. Your donor page should feature captivating, high-quality, powerful, and visually appealing photos. You can use free stock photos. They should captivate with emotions.



# safety first

Your address should start with HTTPS

The "s" at the end stands for SSL and allows for the secure transfer of sensitive information (for example, credit card numbers). Donors knowing that their information is safe are more likely to donate.



# Note the "fold"

This is the part of the page your visitors see without scrolling down. All relevant information should be placed within this space. Less important information should be placed at the bottom of the page. Thanks to this, the guest does not have to scroll down to find the most important information (which can distract him from making a donation).



# clarity

Describe how donations are used. 63% of donors would like to know how their money is used by public benefit organizations.

Describe clearly what percentage of your organization's funds are used for research, treatment, education, administration, etc. Or, if using tiers, tie each donation to a gift.

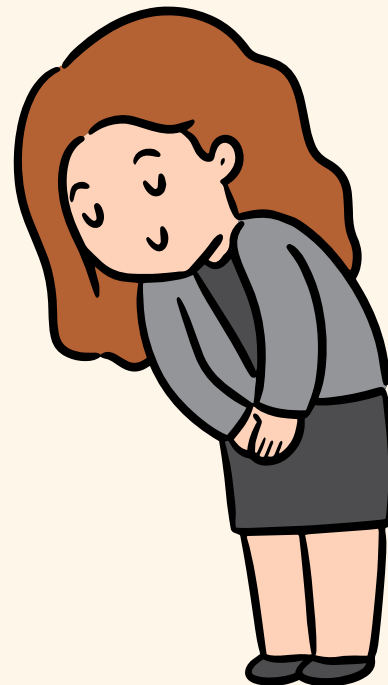


# thank you!

Create a thank you page!

Many nonprofits are so focused on the page that they forget to create a thank you page. The donor should be redirected to this page. Thanking your donors is one of the most important elements of donor retention and should not be overlooked.

Automate payment receipts so your donors always know you've received their gift.





# share "share"

Remember the "share" option

Alongside the thank you page, it is important to encourage donors to share the page on social media, invite friends to donate, and provide other donor resources.



# support

Include information on how other donors can support you  
By providing such information, you will get better engagement. By involving donors in various projects and activities, you will increase the percentage of donor retention.

This gives your donors choice and flexibility that increases the chance of engagement. Be careful not to distract them from the main purpose of the fundraiser.



# Conclusions

There are many ways to improve your fundraising page and encourage guests to donate, one thing is clear: simplicity triumphs when we talk about fundraising pages.

Improving your fundraising page is probably the best thing you can do with your website and the most effective way to increase your fundraising efforts.

Putting these tips into practice will ensure that your website is impeccably designed and offers a seamless donor experience. Thanks to the potential of guest engagement, it makes them believe in your cause and drives donations – allowing the organization to fulfill its mission more effectively.

