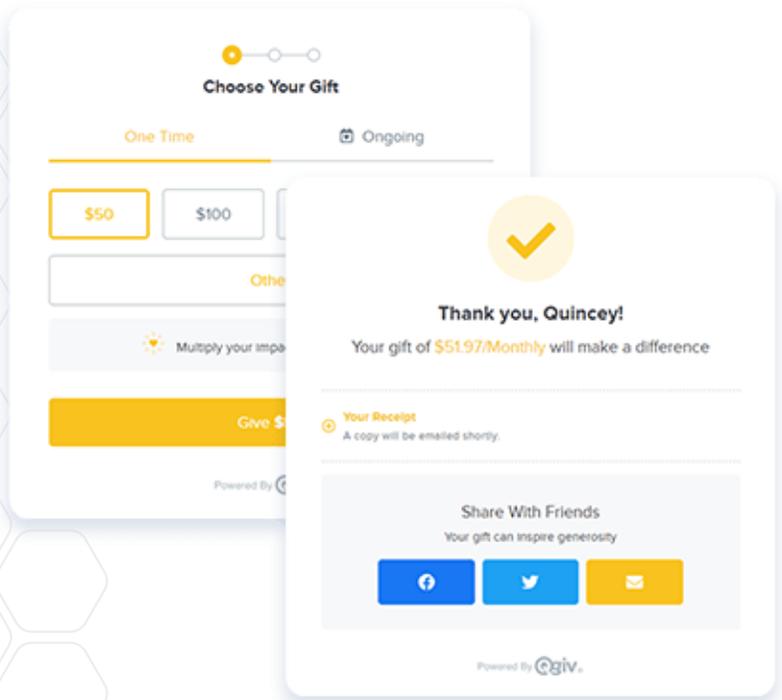


# 5 Donation Form Trends to Increase Giving



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Why?



**54.8%**

of donors prefer going online to make their donation



**83%**

of people who land on your main donation page won't end up making a donation

**Staying on top of emerging trends will help you secure more donations and stay ahead of donor expectations!**



# Trend #1: Focus on Speed



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# Speed impacts conversion rates

Speed directly correlates to improved conversion rates and more funds for your organization.

Page speed has a major impact:

**-4.42%**

for **every additional second** of load time, **conversion rates drop by 4.42%** on average

**0-2 seconds**

The highest conversion rates occur on pages that load between 0-2 seconds

The length of your form matters too:

Long forms are visually overwhelming

Splitting the donation process into pieces makes it easier for people to **stay focused**

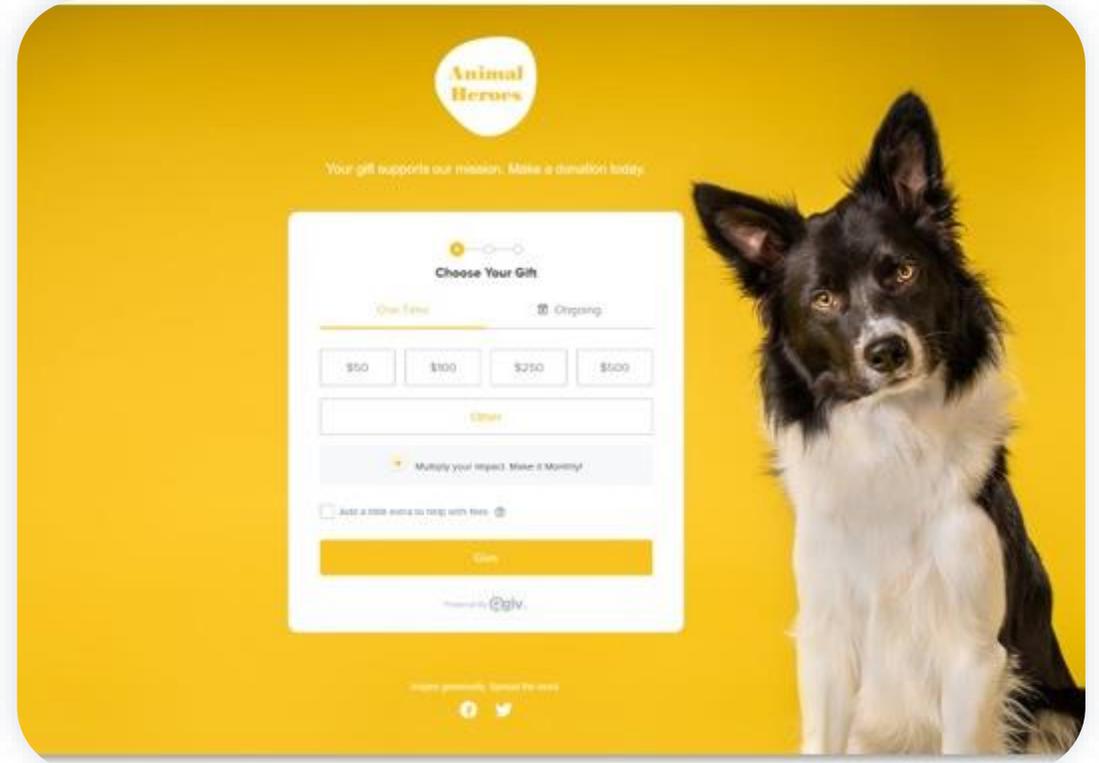




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# How to improve speed

- + Remove **excess fields**
- + Focus on the “**mobile first**” strategy
- + Provide **fast payment** options
  - Express Donate
- + Minimize the **total number of images**
- + Use **image optimizers**
- + Use **multi-step forms** to “**chunk**” the giving process



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Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



**Animal Heroes**

Your gift supports our mission. Make a donation today.

Choose Your Gift

- Food: Provides dog and cat food to animals in need. \$100
- Surgery: Provides and supports surgery. \$100
- Adoption: Provides adoption fees for our animals. \$100
- Access: Support other costs for our animals. \$100

**Your Details**

What's your name?

First Name: [input] Last Name: [input]

Let's get your details, baby.

Address: 55 Lake Michigan Drive

City: [input] State: [input] Zip Code: 20021

Country: [input]

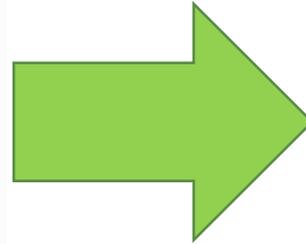
**Payment Details**

Card Number: [input] [input] [input] [input]

Exp. Date: [input] [input] CVV: [input]

**Billing Address**

55 Lake Michigan Drive  
Lansing, MI, 48206  
US



**Animal Heroes**

Your gift supports our mission. Make a donation today.

Choose Your Gift

One Time Giving

\$50 \$100 \$250 \$1000

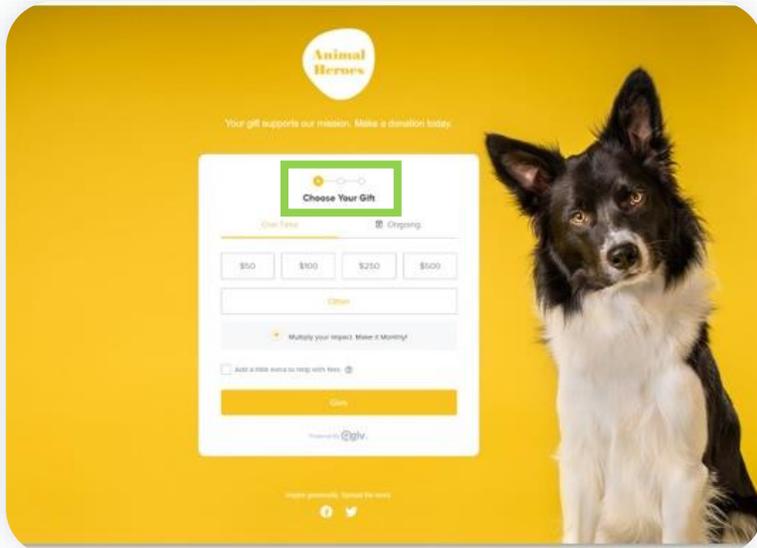
Donate

Multiply your impact. Make it Monthly!

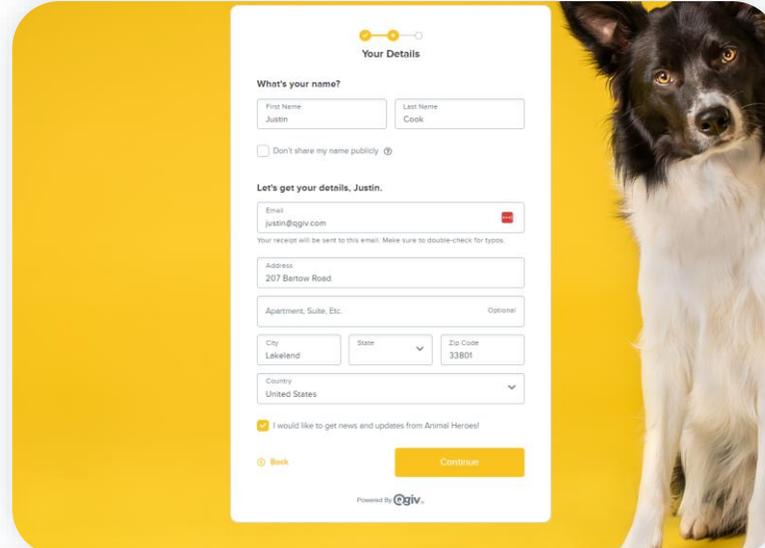
Add a Bill email to help with this.



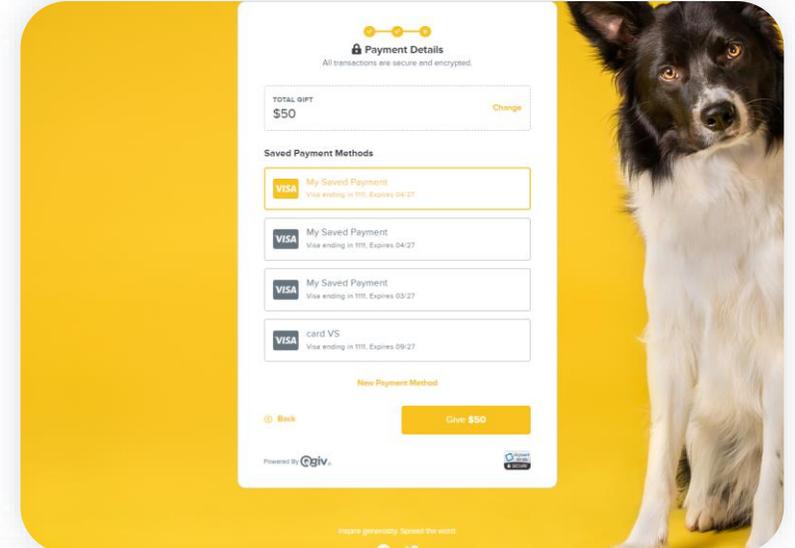
# Chunking improves conversion rates



Finishing one “step” before moving onto the next **solidifies a donor’s decision** to give



Moving from one step to the next helps build **“cognitive momentum”**



# Trend #2: Personalize the Giving Experience

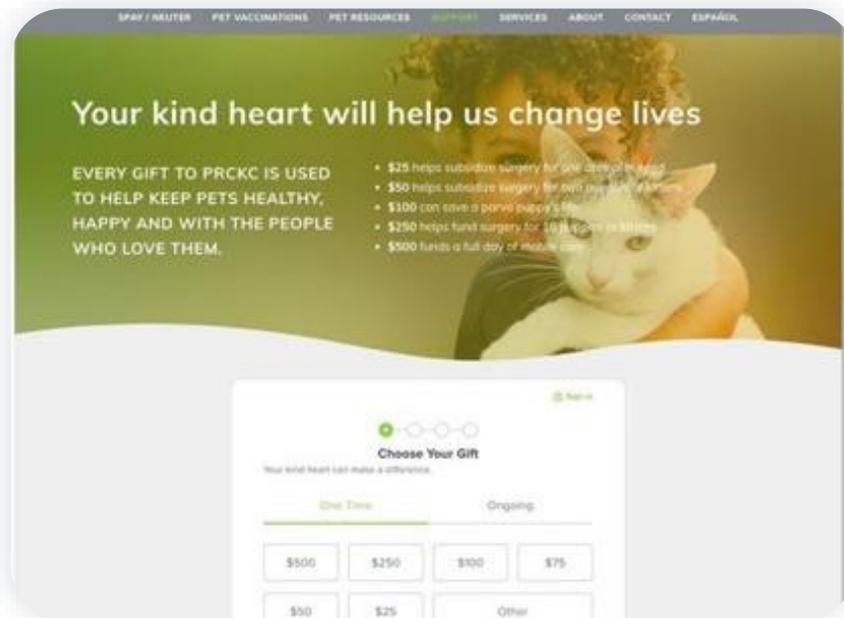


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# Improve donor retention through personalization

Personalization engages donors and builds deeper, meaningful relationships.



Donors **want to feel valued!**

**13%** of donors **stop giving** because they weren't thanked.

Personalization **builds connections with**

**donors.** 18% of donors stop giving because of poor service or communication.

Donors are **more likely to stay engaged**

with your organization. 36% stop giving because they start giving to another.

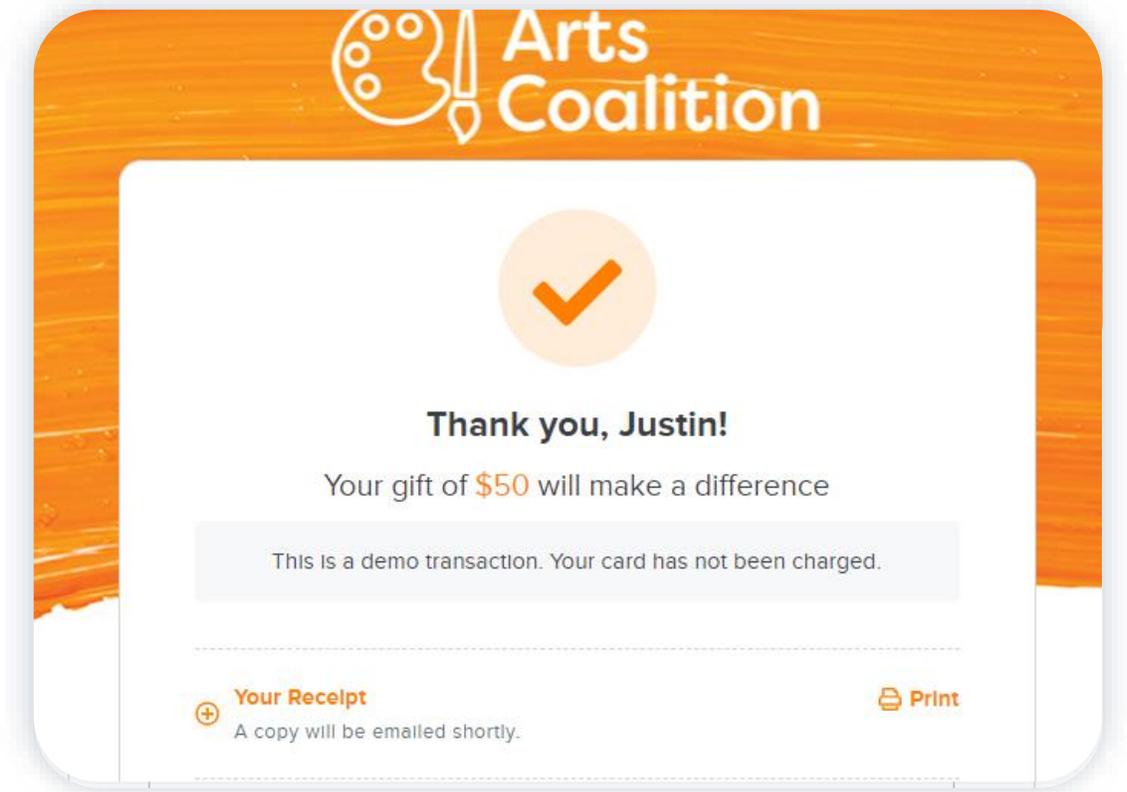




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# How to add personalization

- + Use **personalization tokens**
- + Dynamically **suggest donation amounts**
  - “Smart Amounts”
- + Customize **confirmation pages and thank you emails**
- + Build **donor lists** for future segmented communications



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# Trend #3: Provide Multiple Payment Options



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# Convenient payments improve conversion rates

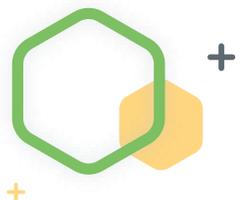
When donors see their preferred payment method, they are more likely to give.

1-2

donors typically have 1-2 preferred payment methods

+30%

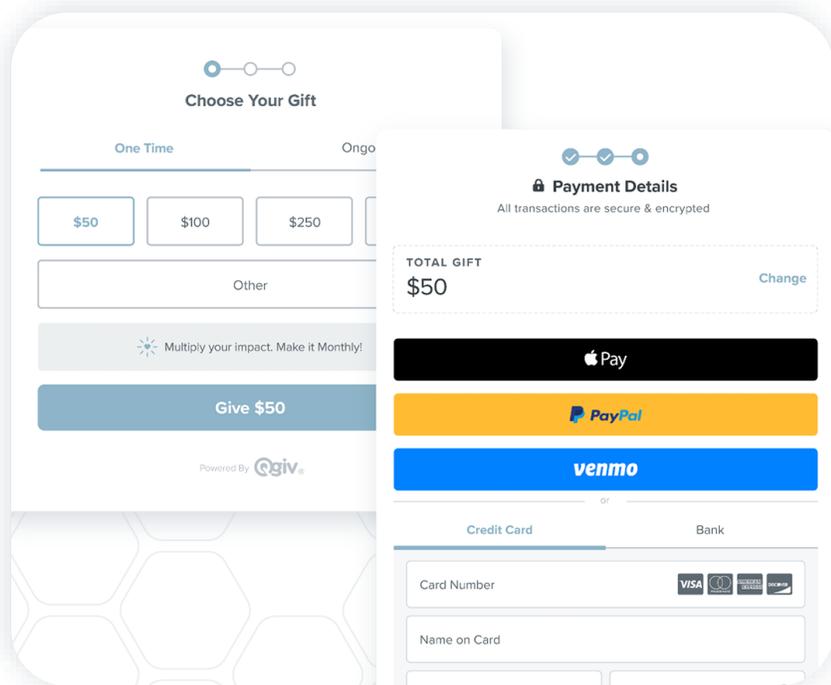
can increase conversion rates up to 30% with top payment methods added





# Multiple payment options

Empower donors to give based on their preferences with multiple payment options.



Flexibility **empowers donors to choose** how they give, no matter where they are

Digital wallets like, Apple Pay and PayPal/Venmo, **make the payment step fast**

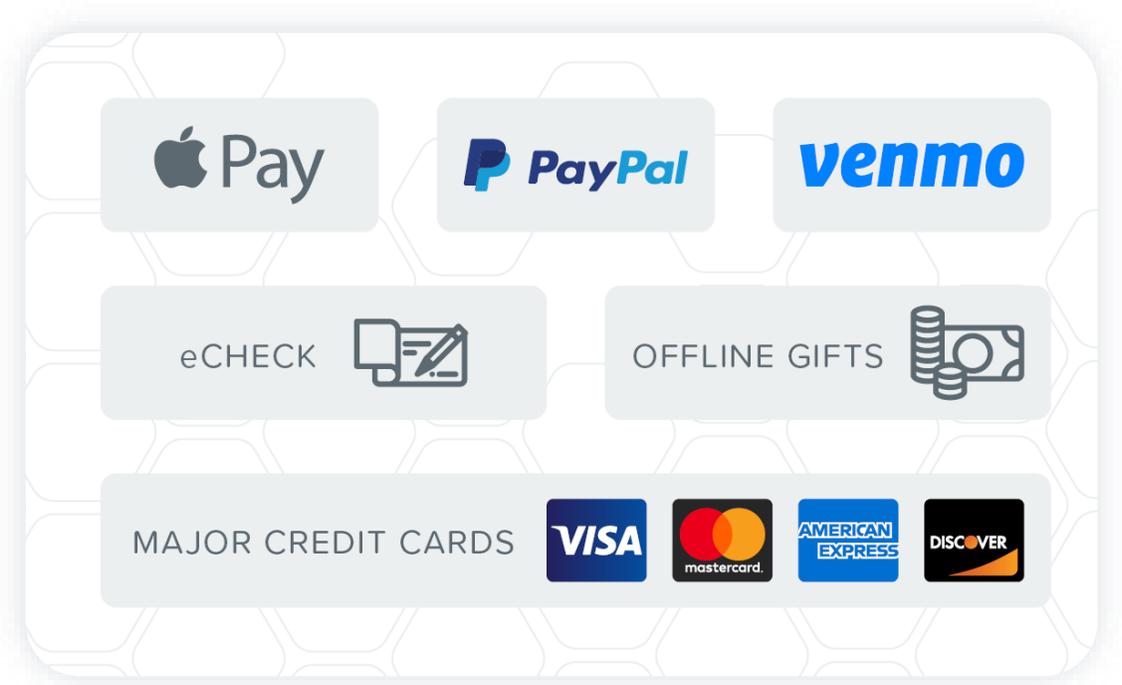
Donors are **more willing to give** when they see their preferred giving options





# What payment options to add

- + Major **credit cards** and **eCheck**
  - Visa, Mastercard, American Express, Discover
- + Add **popular digital wallets** such as:
  - Apple Pay
  - PayPal
  - Venmo
- + **Offline** donations or registrations



# Trend #4: Improve Donor Retention with Recurring Gifts



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



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# Recurring donors are important

Recurring donors give more and have higher retention rates compared to one-time donors.

+42%

monthly donors give about 42% more annually than one-time donors

90%

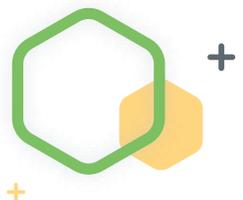
donor retention rate of monthly recurring donors

~52%

of millennials prefer to give monthly gifts instead of one large gift

<https://go.qgiv.com/ebook-generational-giving-report>

<https://bloomerang.co/blog/the-state-of-donor-retention-in-one-image/>

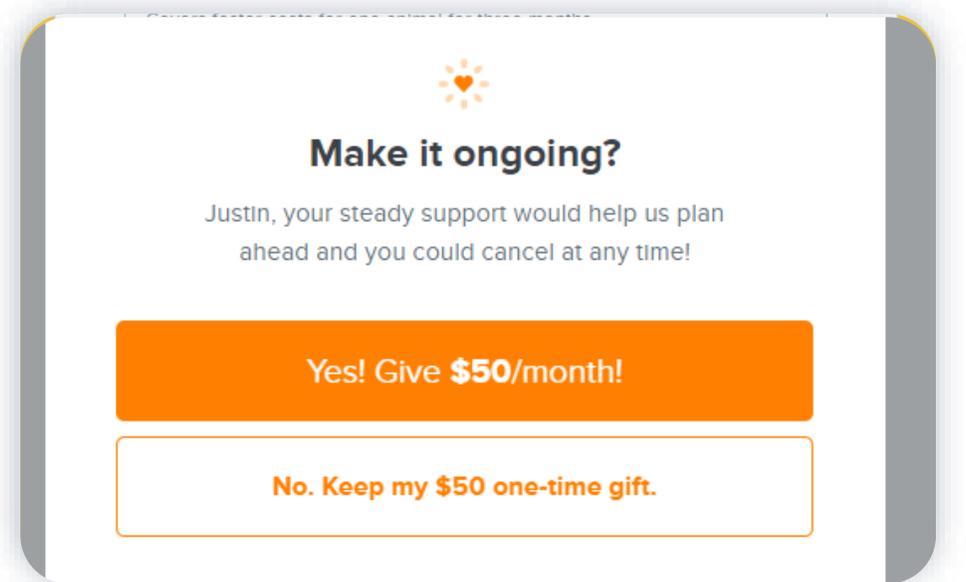




# How to encourage recurring gifts

Give donors the option to make a recurring gift, even if they're only making a one-time gift.

- + Enable **recurring gifts** on your donation form
- + **DO NOT default** to recurring gifts
- + Include a **short, clear ask** for recurring gifts
- + Offer a **variety** of billing frequencies
- + Allow donors to select **start and end dates**
- + Use **subtle callouts** to encourage upgrades
- + As a final callout, use **recurring prompts**



# Trend #5: Use Trust Indicators



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



## Use trust indicators

These are very small details, but they're huge for your donors. Why?

- + Many donors worry about handing out **personal information** online
- + Data leaks are a thing, and **they are a pain** for everyone
- + It's a great way to **alleviate skepticism** and doubt



# Use trust indicators

Foster feelings of security by **including security signals** on your donation page

- + Use **https://** on your donation form
- + Include **lock icon** near payment info. NextAfter found this can increase donations by 95%.
- + Don't remove **security certificates**; leave them by the submission button

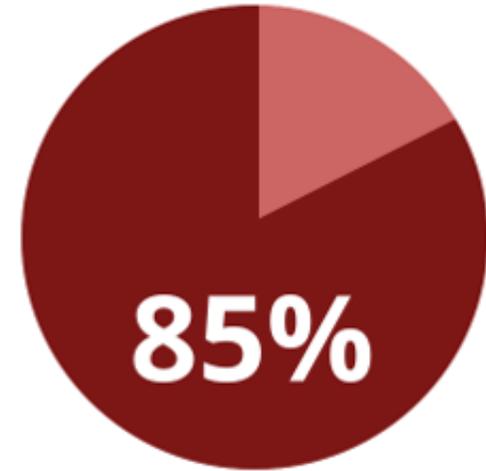
The screenshot shows a donation page interface. At the top, there is a progress indicator with four yellow circles, the first of which is highlighted with a red circle and a lock icon. Below this is the heading "Payment Details" and the text "All transactions are secure and encrypted." A dashed box contains "TOTAL GIFT \$50" with a "Change" link. Below that is a section titled "Saved Payment Methods" containing four entries, each with a VISA logo and text: "My Saved Payment", "Visa ending in 1111, Expires 04/27". At the bottom, there is a "New Payment Method" section, a "Back" button, and a large yellow "Give \$50" button. A red circle highlights a "digicert EV SSL SECURE" logo in the bottom right corner.

# Use trust indicators

Where do you start?

- + **Talk to your webmaster** about security and having a secure page/site
- + Your donation form already includes a lock icon and security certificates!
- + Use Form Builder to add any **additional trust indicators**, badges, or other information

*Sunday Breakfast Mission is a 501(c)(3) nonprofit organization.*



**85% of all gifts are put back into life changing programs.**



Make a secure online credit card donation. All contributions are tax deductible to the full extent allowed by law.



# Thanks for watching!

Use the info below if you have any questions or want more best practices!

Have questions?

+ Email us at [marketing@qgiv.com](mailto:marketing@qgiv.com)

Want more best practices and resources?

+ Click this link [qgiv.com/blog](https://qgiv.com/blog) for more best practices

Want to see Qgiv's donation forms in action?

+ Request a demo at [qgiv.com/demo-request](https://qgiv.com/demo-request)

