Donation Page Best Practices

Tips to help you rethink your parish offertory page to make it donor-centric:

Ensure your parishioners can arrive at your giving page as easily as possible. There are two ways to achieve this.

1) At the top of the parish home page, prominently feature a DONATE button or GIVE NOW header in your menu options. Don’t hide your giving page as a sub-menu of another category.

2) Make sure your giving page address is simple – something like “www.stmarys.com/donate”
   a. Once you have the simple address, publish and share it in bulletins, pulpit announcements, social media, text messages, livestreams, etc.
   b. Avoid multiple slashes, dashes and underscores. For example, don’t use parishname.com/giving/ways-to-give/donate/offertory-monthly/gift-online_process
   c. If the parish cannot easily change the address of your donation page, consider using a URL shortener like bit.ly. That will at least let you create something shorter https://bit.ly/parishname_give

General best practices for parish offertory donation pages:

- Create a dedicated giving page solely for offertory giving.
- Host your donation form on your parish website. Whenever possible, do not send your parishioners to an outside website or vendor. You lose gifts when you do so.
- The fewer “required” fields, the better:
  o Do not require a login or user ID number to make one-time gifts
  o Only ask for the information that the parish absolutely needs to process the gift. You likely do not need a home phone and a cell phone to process the gift. In fact, you may not need either to process the gift.
- Always offer a recurring gift option. The most popular options are weekly, bi-weekly and monthly gifts.
- Keep the design elements minimal and clean:
  o Limited imagery. One parish photo, one parish logo.
  o No videos.
  o No links to other websites or other pages on the parish website.
  o Overly-produced pages detract from the purpose of the page – to secure donations.
- If using suggested gift amounts, always use ascending amounts. i.e. $25, $50, $100, $250.
- Limit the number of clicks to donate. Use only one “Submit” or “Make Your Gift” button to confirm the donation.
Thank you for supporting <parish name> through online giving!

An area for some brief and compelling copy. Inform your parishioners on how their gift makes an impact at the parish. Keep it concise! No more than four sentences.

- Bullet points
- Can be compelling
- If they are brief
- And offer support

1) Yes! I want to make a gift of:

$25      $50      $100      $250      Insert Amount: $_________

○ This is a one-time gift
○ This is a monthly recurring gift

2) Enter Your Information:

First Name: __________________________  Last Name: __________________________

Address Line 1: __________________________
Address Line 2: __________________________

City: __________________________  State: __________________________  Zip: __________________________

Email: __________________________  Preferred Phone # (Optional): __________________________

Credit Card Number: __________________________  Security Code: __________________________

Expiration Date: __________________________  Month / Year: __________________________

Your gift helps our parish achieve its mission of doing X, Y and Z...

Make your gift