

## 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](http://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](http://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](http://bit.ly). That will at least let you create something shorter  
[https://bit.ly/parishname\\_give](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:
  - Do not require a login or user ID number to make one-time gifts
  - 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:
  - Limited imagery. One parish photo, one parish logo.
  - No videos.
  - No links to other websites or other pages on the parish website.
  - 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.

The web page header should be identical to or closely resemble parish website header



## 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

GREAT  
PHOTO  
HERE  
*(optional)*

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

\$25    \$50    \$100    \$250  

- 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 <input type="text"/>	Security Code <input type="text"/>	
Expiration Date <input type="text" value="Month / Year"/>		

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

**Make your gift**