

Donation Forms the Firefly Way

CONTENT | STRUCTURE | SIMPLICITY

Your nonprofit's donation forms can affect the success of your campaigns. You need to make your case to potential donors clearly and succinctly, structure your content so it's easy to complete online transactions, and properly thank and acknowledge those who give. Here how to make sure your donation forms aren't holding back your campaign results.

1 Design Matters

Use powerful photos to inspire donors, and make sure your text is both compelling and specific. Don't be vague when it comes to where the money is going or how it will be used.

2 Keep It Simple

Don't overwhelm your page with extra questions or actions. The less distracted people are by the page, the more focused they can be on completing their donation.

3 Once And Again

Your forms should default to recurring donations and not one-time gifts. Also, form fields should be placed in the order you want people to make decisions, so put frequency first and then amount.

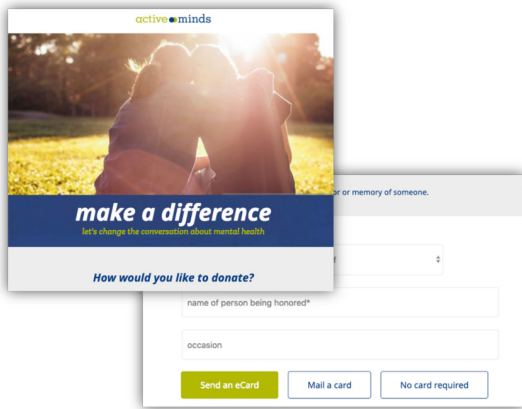
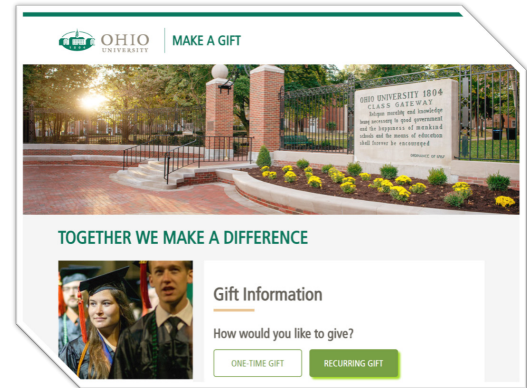
4 Give Thanks

Don't overlook thanking your donors. Use web pages and emails to give them other ways to get involved with your organization. Include social sharing options so your supporters share their love for your organization.

Case Studies

OHIO UNIVERSITY

We developed a custom Luminate Online donation form that included both one-time and recurring gift options. And by building the form as a template, Ohio University's staff are now able to produce donation forms that feature the programs alumni care about most.



ACTIVE MINDS

The donation form we designed for Active Minds features a powerful hero image and reinforces the organization's mission. Donors can also choose an honor or memorial gift, with the option to send or email an acknowledgement card, a great way to share information and cultivate new supporters.

HUNTSMAN CANCER FOUNDATION

It was important to the HCF team that donors understand how much of their contribution would go directly to research and programming. To avoid any ambiguity we included an impact statement on their form that gives supporters all the information they need.

100%

of your donation to Huntsman Cancer Foundation goes to cancer research at Huntsman Cancer Institute.

About Firefly

Firefly Partners specializes in creating tailored digital solutions for progressive nonprofits. We work in partnership to design beautiful websites, integrate platforms, create effective emails, and optimize digital tools to help organizations achieve their goals. www.fireflypartners.com



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