





The great donation page checklist



Use the following checklist to evaluate your nonprofit's donation page

№	COPY CHECKLIST	
1	Short, compelling copy explains the impact of a donation in 2–3 sentences.	
2	Is there a clear sense of urgency (e.g., “Families need food today”)?	
3	If a matching donation incentive is available, is it highlighted clearly?	
4	Is the language donor-centric (“You can make a difference”) rather than organization-focused (“We need your help”)?	
№	LAYOUT CHECKLIST	
1	Is the donation form above the fold, so visitors don’t have to scroll?	
2	Are navigation and extra links removed or minimized to limit distractions?	
3	Is the form mobile-friendly and easy to use on a phone? (Often overlooked.)	
4	Is the overall layout clean and uncluttered, drawing attention to the form?	

№	VISUALS CHECKLIST	
1	Does the page use a compelling image or video that sparks emotion?	
2	Are visuals aligned with the mission (e.g., people served, communities impacted)?	
3	Do visuals reinforce urgency or impact rather than act as filler?	
4	Is there a consistent brand look and feel (colors, fonts, tone)?	

№	CHECKOUT CHECKLIST	
1	Is the donation process a multi-step form (instead of one long form)?	
2	Are only essential fields included (no unnecessary info requests)?	
3	Is the form mobile-friendly and easy to use on a phone? (Often overlooked.)	
4	Are recurring donation options easy to find and select?	
5	Are there productized donation levels (e.g., \$25 = 10 meals, \$50 = a week of housing)?	
6	Are multiple payment methods available, including digital wallets (Apple Pay, Google Pay, PayPal)?	

For examples of great nonprofit donation pages, visit:



118group.com/research/great-nonprofit-donation-pages