

Donation Form Best Practices



Sample Logo

\$ \$\$ \$\$\$ \$\$\$\$

Other:

*Field: Field:

Field: *Field:

*Field: *Field:

*Field: Field:

Email:

Submit

Include your organization logo at the top of the form.

Include engaging imagery.

Reinforce why you need help with minimal copy.

Stick to 3-4 gift amounts, and always include an “other” field.

Clearly note all required fields. (*)

Include a field for an email address.

Make sure the submit button is clear and large.

Keep branding in line with your standard guidelines.
Use fewer fields for quick and easy gift giving.

Additional Tips

Suggest gift amounts, based on current average gift.

Always display a thank you page to confirm a gift was securely processed.

Note on the form that the donor’s gift will be securely processed.

Make sure your form is mobile responsive.