

Optimizing Your Fundraising Page for Success

General Best Practices

- Establish a clear goal and a targeted deadline for your campaign.
- Define the default frequency of donation you wish to encourage among your donors.
- Establish donation tiers that offer donors impactful giving options.
- Inspire donors through a matching gift initiative.
- Use the Kindest Campaign Donation Tracker to track campaign performance of your fundraising channels.
- Craft a compelling power statement and accompany it with a clear call-to-action.



Create Compelling Content on Your Fundraising Page

Design Best Practices

- Design captivating campaign banners or integrate engaging videos with powerful calls-to-action.
- Incorporate high quality imagery throughout your fundraising page for added impact and appeal.
- Direct attention to your ask with persuasive calls-to-action.
- Incorporate headers, visuals, and supplementary content to maintain clarity and prevent wordy paragraphs.
- Elevate your match with a branded banner for maximum visibility.
- Carry your design strategy across your fundraising channels to maintain a consistent brand and voice.