SCORE EACH CHECK 0–2 · FIX THE 0S FIRST

Nonprofit Donation Page Diagnostic

A 15-minute self-check for the one page that decides your online revenue.

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How to use this

1. Open your donation page **on your phone**, the way most supporters will see it. Then repeat on a laptop.
2. Ask someone outside your team to try to make a $25 gift while you watch. Don't help them.
3. Score each check: **2** = Yes, clearly · **1** = Partly, or only on some devices · **0** = No, or you're not sure
4. Add up your score at the end. Fix the 0s first.

1. First impression (the first five seconds)

#	CHECK	SCORE (0–2)
1	Within five seconds, a first-time visitor can tell what their gift will do.	_____
2	The page has one main action: give. Menus, pop-ups and competing links are removed or minimized.	_____
3	Every "Donate" button on your site leads straight to this page, in one click.	_____
4	The headline speaks to the donor's motivation, not your internal program names.	_____

2. Trust

#	CHECK	SCORE (0–2)
5	The page explains, in one or two sentences, what you do with the money.	_____
6	There is visible proof near the form: a real result, a short story or a credible rating.	_____
7	The page looks and reads like the rest of your site. No jarring jump to a different-looking third-party page.	_____
8	Security, privacy and tax-receipt information is visible near the payment fields.	_____

3. Form friction

#	CHECK	SCORE (0-2)
9	Suggested amounts are preselected, with a short line on what each amount does.	_____
10	Monthly giving is offered as a clear, equal option, not hidden in small print.	_____
11	You only ask for fields you truly need to process the gift and send a receipt.	_____
12	Donors can give without creating an account.	_____
13	Error messages say exactly what to fix, next to the field, without wiping what was typed.	_____
14	Donors can pay the way they prefer: card plus any digital wallets your donation platform supports.	_____

4. Mobile

#	CHECK	SCORE (0–2)
15	On a phone, the form and the Donate button are reachable without pinching, zooming or hunting.	_____
16	Tap targets are large, number fields open a number keypad, and nothing overlaps.	_____
17	The page loads quickly on a mobile connection. (Test it on your own phone, off Wi-Fi.)	_____

5. Follow-up

#	CHECK	SCORE (0–2)
18	The thank-you page confirms the gift, says what happens next and offers one next step (share, sign up, give monthly).	_____
19	The receipt/thank-you email arrives within minutes and sounds like a person, not a system.	_____
20	Someone on your team reviews donation page completions and drop-off at least monthly.	_____

Your total: _____ / 40

What your score means

SCORE	WHAT IT MEANS	WHAT TO DO
34–40	Strong foundation. Gains now come from testing and from the pages that send people here.	Look upstream: how donors arrive and what they read before they reach this page.
22–33	Supporters are giving despite the page. Real money is being left on the table.	Fix every 0 this month. Most are content or settings changes, not a rebuild.
0–21	People who already decided to give are likely leaving before they finish.	Treat this as a priority. The problem is probably the journey,

		not just the page.

The pattern behind low scores

When I look at donation pages that underperform, the problem is rarely the donation tool. It's how the page speaks to donors, whether it earns their trust, and whether people actually understand what happens to their money. Those are UX questions, and they usually reach beyond this one page.

That's what we found working with WWF-Canada, where our redesign of the mobile donation funnel led to *37% more* digital donations, and with Mercy For Animals, where donations rose *32%* in year one after we rebuilt the donor journey.

YOUR NEXT STEP

If you scored under 34, or you're not sure what's behind your 0s, bring this sheet to a 30-minute call. We'll go through your page together and I'll tell you honestly whether you need quick fixes or a bigger rethink.

BOOK A 30-MINUTE CALL ↗

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