

NONPROFIT DONATION TOOLS CHECKLIST



ONLINE GIVING

Optimize it for success: Make it feel like your nonprofit

- Include your organization's logo and colors on the donation page on your website as well as a compelling photo that shows your cause.
- Add a clear call to action along with a short, inspiring message that invites people to join you in your mission.
- Offer recurring options so people can set up automatic weekly or monthly donations.
- Offer the option for people to choose to pay the transaction fees for their donations.
- Add suggested donation amounts.
- Customize separate pages to tell stories and support your various projects or fundraising campaigns.

How to share it: Make it easy to find

- Add a "Donate" button at the top of your website's homepage that links to your donation page.
- Link to your donation page in your emails.
- Share the link to your donation page on your social media channels.
- Mail a letter with simple instructions for how to donate online to people who tend to pay by cash or check.



www.aplos.com
support@aplos.com
888-274-1316

TEXT TO GIVE

Optimize it for success: Keep it simple for your donors

- Add options for donors to give to specific areas of your nonprofit, such as a campaign or special fund.

When to share it: In the moment

- Before and after your events, and during your fundraising appeal, share your number on a slide with simple instructions to text "GIVE."
- Include instructions in event handouts and on cards at your tables.
- Display your Text to Give number during virtual events. Include a slide before the event starts, share the number at the bottom of the screen, and present it on a slide during a fundraising appeal.
- Share your Text to Give number on your social media channels. Invite people to support your organization after your events, or when you need to communicate a particular giving opportunity or need.

OTHER TOOLS

Optimize them for success: Continue to offer good alternatives

- People who use Bill Pay can set up a direct payment through their bank.
- Checks still work! Some check writers aren't ready to set up an online payment yet, but a faithful donor is a faithful donor, regardless of how they give.