

***6 TIPS TO MAKE
YOUR CHURCH
DONATION
PAGE SHINE***

VANCO

1 Offer a Clear Path To Donate

Your church's website is a great place to post notifications and communications to members, but it's also a great home for your donation page. When users visit your website, they should have a clear path to the donation page. By including a button or a link on every page of the website, you guide web visitors toward a desirable action: giving!



2 Make Your Giving Button Stand Out

No matter where a visitor is on your website, they should notice the donate button. By using a color that contrasts with your website, you'll attract attention to your giving button. Generally, oranges work the best, but it really depends on your website. One color to avoid is red as it can cause hesitation to click due to its associations with stop signs, stop lights and alarms.



3 Demonstrate Your Purpose

When businesses ask for a sale, they show exactly what the purchaser will get for their money. This clear return on their dollar is what helps a consumer decide between Product A and Product B. It might seem entirely different for churches and giving, but the root is the same. There are thousands of places requesting donations and donors' resources are limited. They can only give to a handful of causes. By clearly showing givers the impact their donations will have, it makes it easier for them to choose your church. Be clear about what you have done with donations and what you will achieve with them.

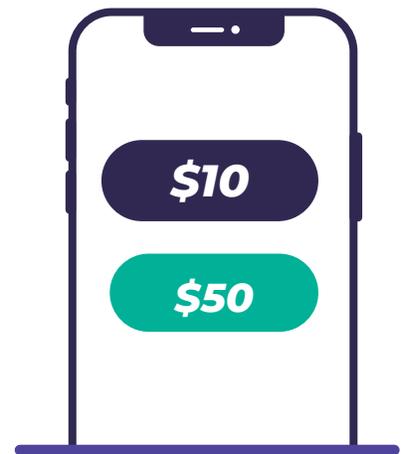
4 *A Picture Can Speak Volumes*

Words can't explain the joy your church's mission brings to the recipients of donations. For this reason, including pictures of individuals who have been helped or who need help, can help givers connect with the cause of your mission, the people in need of support.



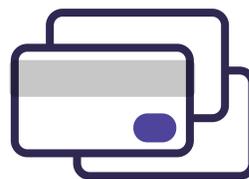
5 *Pre-Selected Donations*

It's amazing what a suggestion can do. By including a preselected donation amount or offering a suggested gift, the donor doesn't have to worry about how much is enough.



6 *Recurring gifts*

If somebody is willing to give once, they're more likely to give again. Facilitate the process by offering them the chance to simply click a box to make their gift recurring.



For more tips on financial stewardship for churches, check out our online resources and materials at [GivePlus.com/resources](https://www.giveplus.com/resources). Or contact us at **800.675.7430** to talk to an eGiving expert about optimizing your Giving Page.