



Are You Fit to Fundraise?

Transform Your Donation Form for Greater Giving



Our impact

96+ **Countries**

\$1.6B+ **Donations Raised**

4.8M+ **Donors Inspired**

75,000+ **Fundraising Campaigns**

50,000+ **Organizations Trust Us**

A man in a dark suit and light-colored shirt is looking down at his smartphone. He is standing on a train platform, holding onto a vertical metal pole with his left hand. The background shows the interior of a train car with windows and doors. The text 'The Importance of a Great Donation Form.' is overlaid on the image. 'The Importance' is circled in yellow, 'Great' is in a blue rounded rectangle, and 'Donation Form.' is underlined in pink. A pink heart icon is in the bottom right corner.

The Importance of a
Great Donation Form.



Key Benefits

A great online donation form...



can be easily shared, increasing reach & donations



makes secure giving convenient - anytime, anywhere



captures critical data for analysis & optimization

A Look at the Stats

and boosts your conversions.

15%

Average
Conversion Rate

↑35%

with Monthly Giving
pre-selected

6x

by adding custom
branding to the form

Poll Question

How donor-friendly do you think your donation form is?

A

Great, our donors love it!

B

It could use some improvement.

C

It needs a complete overhaul.

D

I'm not sure!



The Donation Form

Fitness Test! →

How it works:



1. Start with a Score of 0

This is your starting point, you will add points as you go through the criteria.

How it works:



2. Evaluate Your Donation Form

Rate your organization for each of the 10 criteria to come based on the following scale:

Awesome
(+ 2 points)

Okay
(+ 1 point)

Needs Help
(+ 0 points)

How it works:



3. Calculate Your Total Score

After you've gone through all 10 criteria, calculate your total score. This will give you an idea of how well you're doing in terms of having a donation form that's fit for purpose.

How it works:



4. Interpret Your Results

Based on your total score, determine which score range you fall into. This will give you an idea of how much work you need to do to improve your donation form, and what areas you need to focus on.

How it works:



5. Make a Plan for Improvement

If your fitness score has you questioning your donation form's performance, visit us at Booth 220 and find out how Donorbox can take your form from functional to fully fit for first-rate fundraising. Our team will guide you in creating a customized improvement plan based on your score and aligned to your mission.

Ready?

Let's begin 

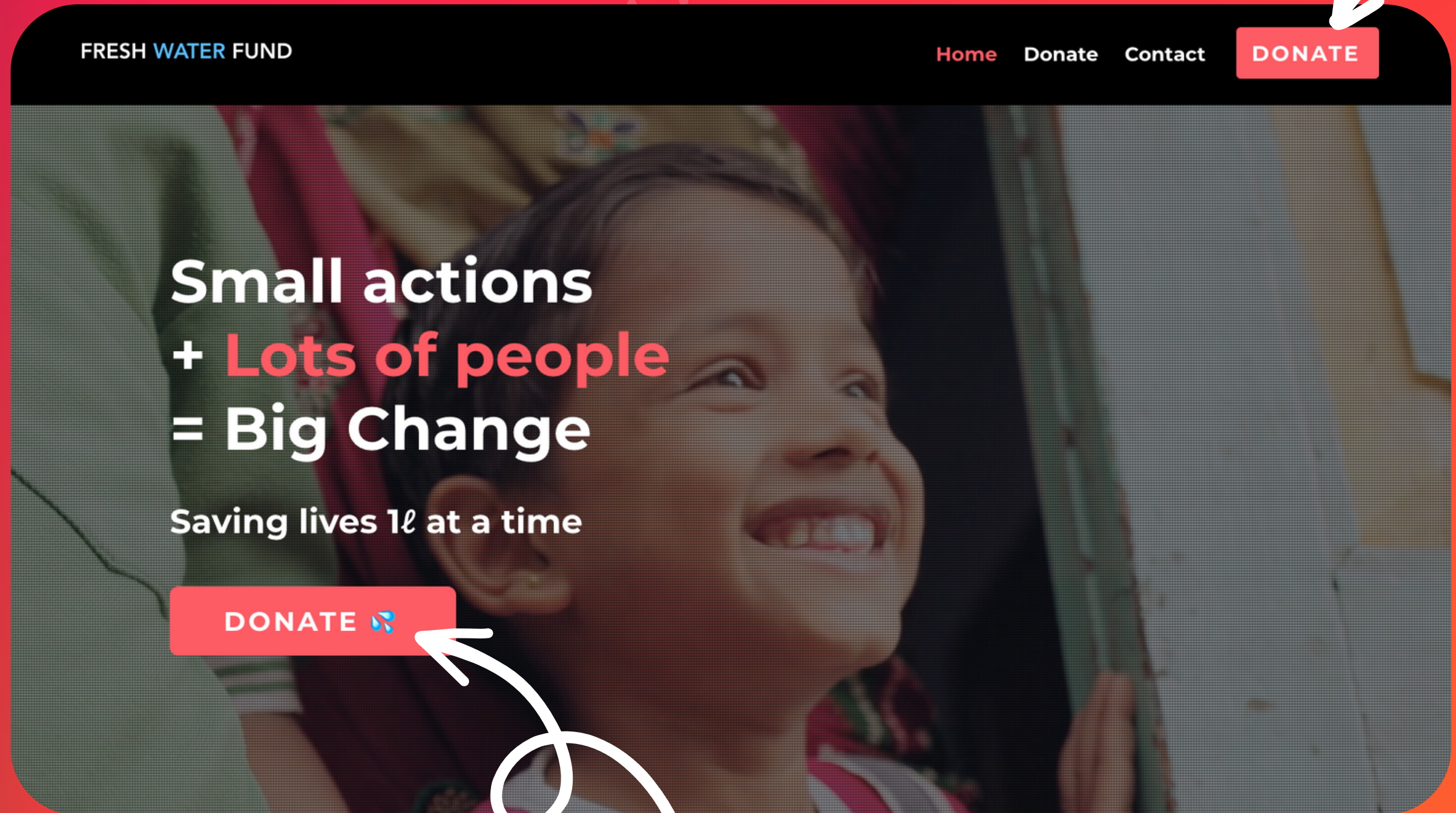
1/10

Your donate button is easy to find, prominently displayed and “sticky”.

Awesome = 2

Okay = 1

Needs Improvement = 0



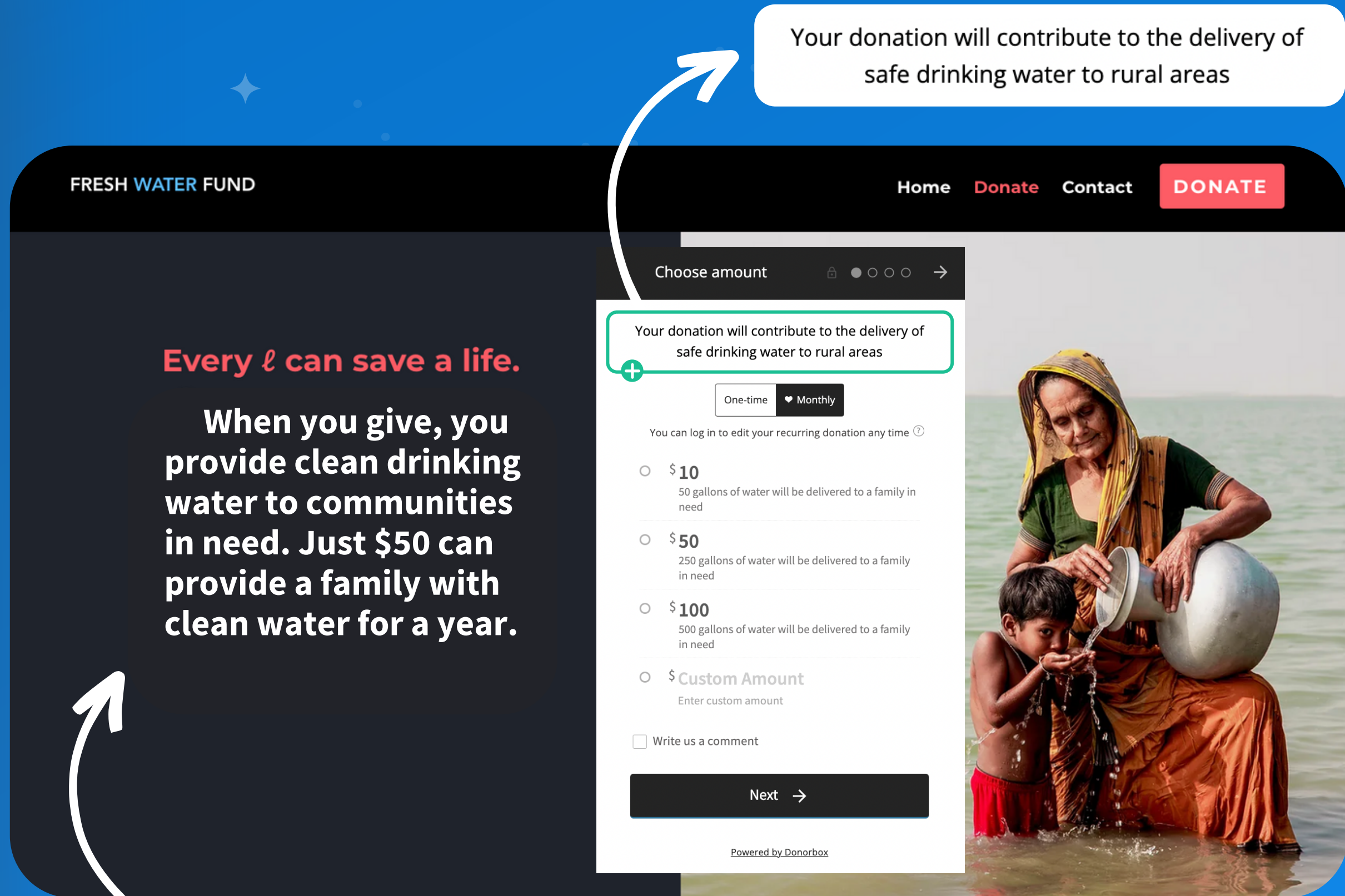
2/10

You have a strong CTA with clear and engaging messaging.

Awesome = 2

Okay = 1

Needs Improvement = 0



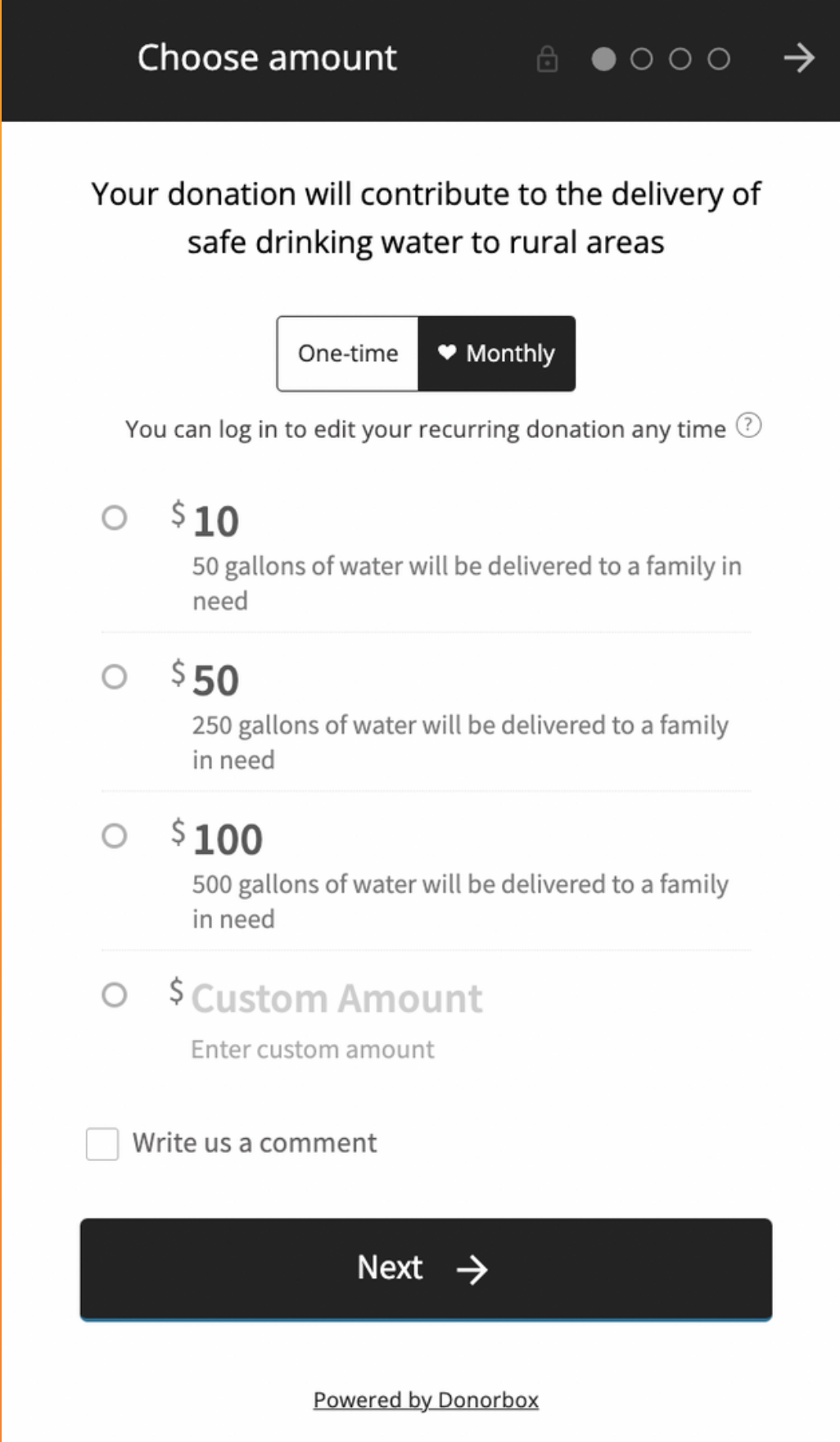
3/10

You have a donation form that is streamlined, simple, user-friendly, and can easily be embedded onto your site.

Awesome = 2

Okay = 1

Needs Improvement = 0



The screenshot shows a mobile-optimized donation form. At the top, the title 'Choose amount' is displayed in white on a dark background, accompanied by a lock icon, four status circles (the first is filled), and a right-pointing arrow. Below the title, the text 'Your donation will contribute to the delivery of safe drinking water to rural areas' is centered. A toggle switch allows users to select between 'One-time' and 'Monthly' (which is currently selected and highlighted in dark blue). A link with a question mark icon states 'You can log in to edit your recurring donation any time'. The form lists four radio button options: '\$10' (50 gallons of water), '\$50' (250 gallons of water), '\$100' (500 gallons of water), and '\$ Custom Amount' (with a subtext 'Enter custom amount'). A checkbox labeled 'Write us a comment' is located below the options. A large dark blue button with the text 'Next' and a right-pointing arrow is positioned at the bottom of the form. At the very bottom, the text 'Powered by Donorbox' is visible.

Choose amount

Your donation will contribute to the delivery of safe drinking water to rural areas

One-time Monthly

You can log in to edit your recurring donation any time ?

\$10
50 gallons of water will be delivered to a family in need

\$50
250 gallons of water will be delivered to a family in need

\$100
500 gallons of water will be delivered to a family in need

\$ Custom Amount
Enter custom amount

Write us a comment

Next →

Powered by Donorbox

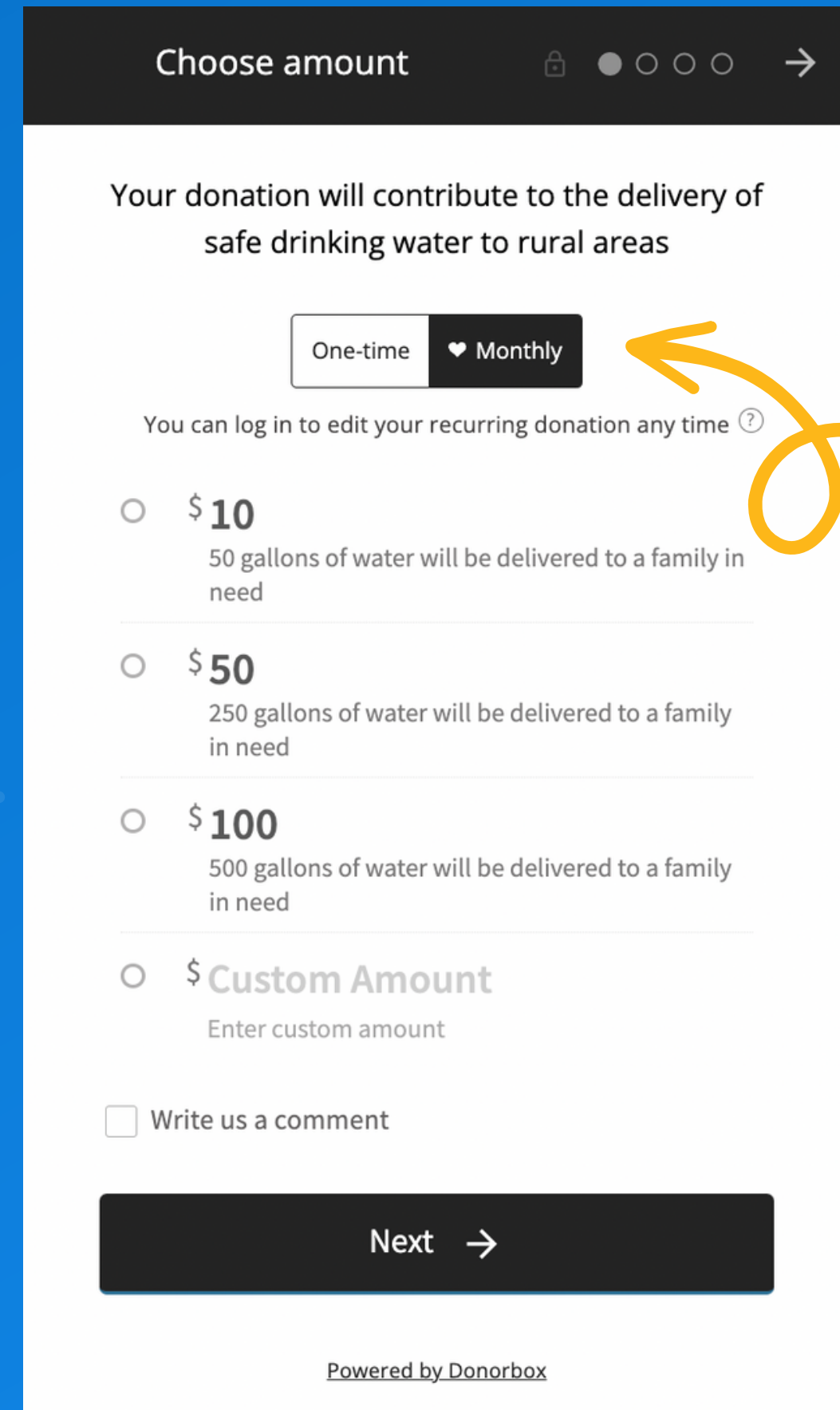
4/10

You have enabled the option for recurring donations, making your giving sustainable.

Awesome = 2

Okay = 1

Needs Improvement = 0



Choose amount

Your donation will contribute to the delivery of safe drinking water to rural areas

One-time Monthly

You can log in to edit your recurring donation any time ?

\$ **10**
50 gallons of water will be delivered to a family in need

\$ **50**
250 gallons of water will be delivered to a family in need

\$ **100**
500 gallons of water will be delivered to a family in need

\$ **Custom Amount**
Enter custom amount

Write us a comment

Next →

Powered by Donorbox


5/10

You give the option for donors to make a gift in honor or in memory of someone.

Awesome = 2

Okay = 1

Needs Improvement = 0

Choose amount  ● ○ ○ ○ ○ →

Dedicate my donation in honor or in memory of someone

In honor / memoriam

In honor of In memory of

Honoree Name
Grandma Jane

Person to notify
Recipient Name
Mom

Notify this person by
Recipient Email
thebestmom@gmail.com

Message for the recipient (optional)
Mom, I know how much grandma cared about this cause. Just wanted you to know that I'm thinking about grandma on her heavenly birthday. //

Next →

Powered by Donorbox

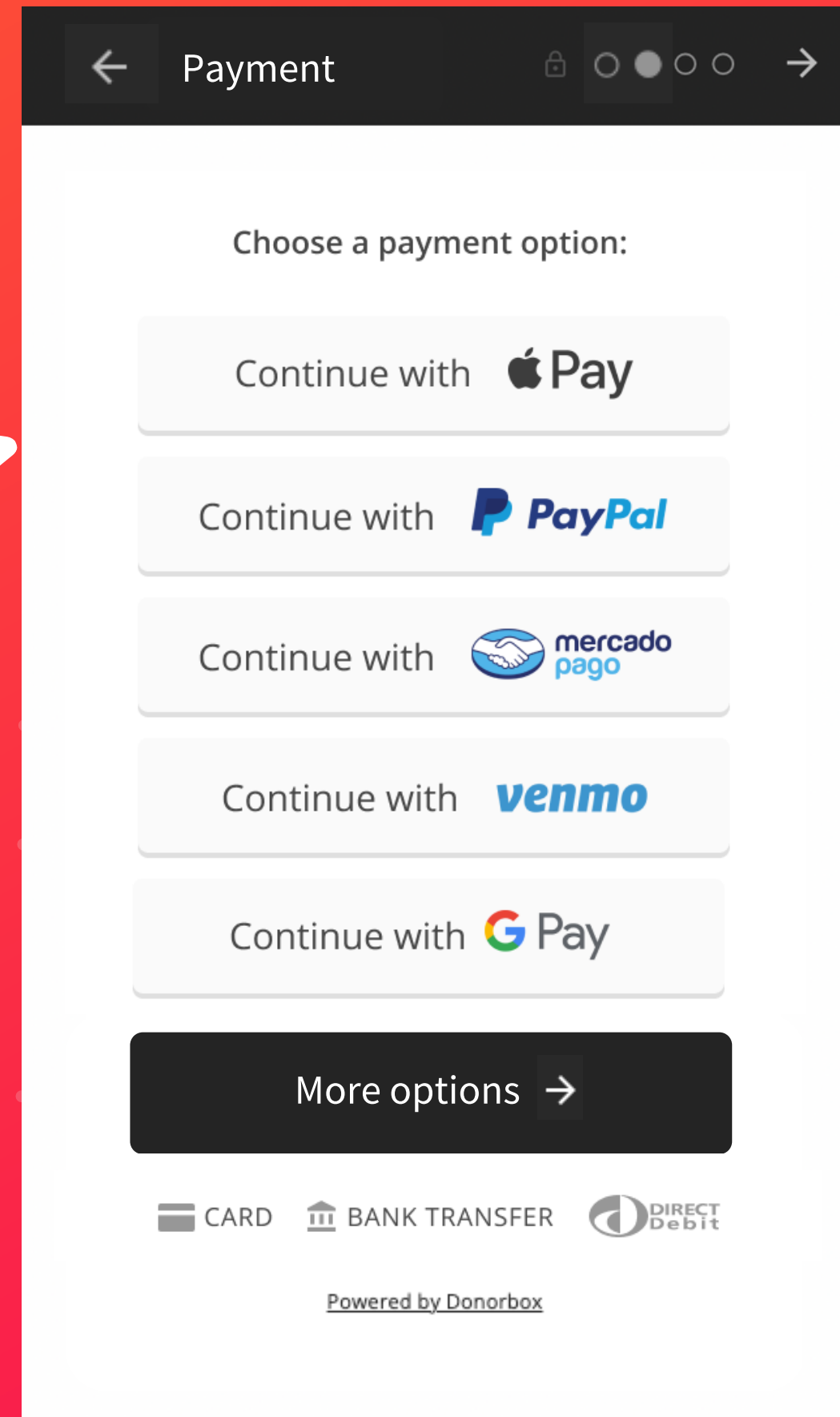
6/10

You have enabled multiple payment options such as Apple Pay, Google Pay, Paypal, and Venmo.

Awesome = 2

Okay = 1

Needs Improvement = 0



7/10

Your form is accessible and convenient for mobile users.

Awesome = 2

Okay = 1

Needs Improvement = 0

Choose amount

Your donation will contribute to the delivery of safe drinking water to rural areas

One-time Monthly

You can log in to edit your recurring donation any time ?

\$10
50 gallons of water will be delivered to a family in need

\$50
250 gallons of water will be delivered to a family in need

\$100
500 gallons of water will be delivered to a family in need

\$ Custom Amount
Enter custom amount

Write us a comment

Employer Donation Matching

Matching Company Name

Search company name...

Type in your employer's name to find out if they can match your donations

Next →

Powered by Donorbox

8/10

Your donation form tiers clearly demonstrate the impact of donations.

Awesome = 2

Okay = 1

Needs Improvement = 0



Choose amount 🔒 ● ○ ○ ○ ○ →

Your donation will contribute to the delivery of safe drinking water to rural areas

You can log in to edit your recurring donation any time [?]

- \$ **10**
50 gallons of water will be delivered to a family in need
- \$ **50**
250 gallons of water will be delivered to a family in need
- \$ **100**
500 gallons of water will be delivered to a family in need
- \$ **Custom Amount**
Enter custom amount

Write us a comment

Powered by [Donorbox](#)

9/10

You give the option for donors to cover the processing fees.

Awesome = 2

Okay = 1

Needs Improvement = 0

A screenshot of a mobile payment form titled "Payment". The form is displayed on a white background with a dark blue header. The header contains a back arrow, the title "Payment", and three status indicators. Below the header, there is a "CARD" section with a card icon. A row of card logos is shown: VISA, Mastercard, AMEX, Discover, JCB, and UnionPay. Below the logos, there are input fields for "Card Number", "Expiration MM / YY", and "CVC Code". There are two checkboxes: "Save my information for future donations." and "Optionally add \$2.37 to cover processing fee". A green button labeled "Donate \$52.37 One-time" is at the bottom. Below the button, there is a disclaimer: "This form is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply." and a footer: "Powered by Donorbox".

10/10

You're using automated donation receipts and personalized thank-you's.

Awesome = 2

Okay = 1

Needs Improvement = 0

Donation receipts

Email subject

Variables

Thanks for Donating to The Clean Water Fund


Email body

Variables

B i U AA A x² A

Dear {donor_first_name},

Thank you for your donation to the Clean Water Fund! Your gift has been doubled through a special matching challenge. This means that your donation will go twice as far in providing clean water to those who need it most, like Anna.



Your donation is making it possible to provide reliable and long-lasting solutions to communities in need of clean water. It is your generosity that is making a tangible difference in the lives of people who are suffering of a lack of access to this basic necessity.

The details of your donation are listed below.

{donation_details}

Please keep this receipt for your tax records. No goods or services were received in exchange for your contribution, making your gift fully tax-deductible as allowed by law.

With deepest gratitude,
Jane Smith
The Clean Water Fund
donations@cleanwaterfund.org

Characters : 841

Complete Editor

BONUS

You have company gift matching with Double the Donation enabled on your form.



Choose amount 🔒 ● ○ ○ ○ ○ →

Your donation will contribute to the delivery of safe drinking water to rural areas

\$50
100ℓ of water will be delivered to a family in need

\$100
200ℓ of water will be delivered to a family in need

\$ Custom Amount
Enter custom amount

Employer Donation Matching

Matching Company Name

Type in your employer's name to find out if they can match your donations

Write us a comment

Next →

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How did you do?

Was your donation form fit
for fundraising?



0-6 points → Just getting started

Congratulations on taking the first step toward creating a user-friendly donation page and form! You have a lot of room for improvement, but - don't worry - we're here to help.



7-14 points → On the right track

You're making progress and have several key elements in place, but there's still room for improvement. Keep going, you're so close!



15-20 points → A donation form superstar!

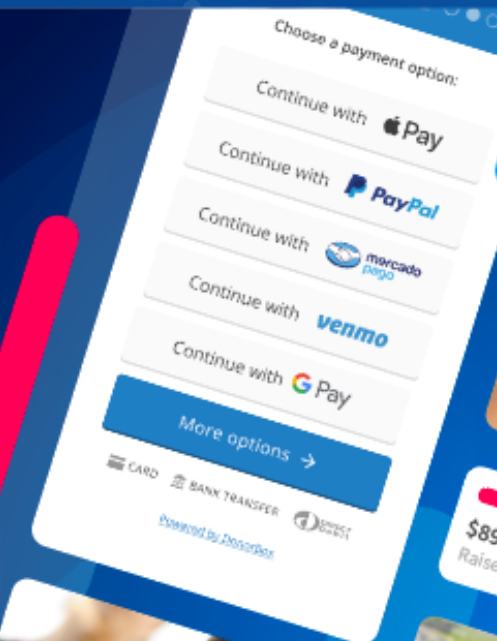
Wow, you've got a fantastic donation form that is user-friendly, visually appealing, and optimized for success. Donors will love contributing to your cause through your donation page and form. Great job!

Now, let's make a plan for improvement!

Booth #220



4X Faster Fundraising



**Check out these Fit
Donation Forms!**



Choose amount



A monthly gift helps us to respond to time-critical wishes and to plan ahead for children on their wish journeys.

One-time Monthly Annually

€ 10

€ 25

€ 50

€ 100

€ 250

€ 500

€ Custom Amount

Dedicate my donation in honor or in memory of someone

What prompted your donation?

Choose one



Write us a comment

Next →

Powered by Donorbox

Make a Donation

Seriously ill children have heard enough bad news for a lifetime. You have the power to give them hope. Your donation helps Make-A-Wish Ireland deliver joy, memories and much-needed good news to hundreds of families across Ireland.

Your donation will help children like Ruadhán, aged 11. He had his wish to see a puffin granted and it's thanks to the incredible people that donate to Make-A-Wish Ireland. You can read more about Ruadhán's wish at the link below or watch his video diary of his wish.



Click below to see how your kind donations have helped grant the wishes of seriously ill children throughout Ireland.

OUR WISHES

RUADHÁNS STORY

Support our Global Education Fund



Empty classrooms are not just a U.S. problem. Today, more than 80% of children in developing countries have reduced access to schools and formal instruction due to the pandemic. But that hasn't stopped us. Because of donors like you, UWS has provided classrooms for 43,000 children.

United World Schools (UWS) believes every child deserves access to quality, inclusive classrooms. With a pioneering model that builds primary-education schools in remotes global communities for less than \$40,000, we have grown to more than 260 schools across Myanmar, Nepal, Madagascar, and Cambodia. With an average annual operating budget under \$10,000 per school, our scale has grown steadily while maintaining quality that exceeds national standards in performance, gender equity, attendance, and graduation.

85 cents out of every dollar raised goes directly to our schools!

As UWS looks to expand its UN Award-winning model to exponentially more communities and countries, we embarked on a multiyear engagement plan to launch our 501(c)(3) non-profit operations in the United States. No country on earth has more influence on global education policy; nor resources available to impact it.

Whether expanding the UWS network of schools through American donor support, influencing policy makers and partner organizations with our model, or simply raising awareness on the world stage for the millions of children who will never see the inside of a classroom, UWS' US team is building generational change for children all over the world.

Choose amount



One-time Monthly

- \$ 50,000**
funds a new school build and operation for its first year
- \$ 25,000**
funds an entire school year for 250 children
- \$ 10,000**
funds the entire operations of a UWS school for a year
- \$ 5,000**
allows UWS to fully support the education of 50 new students for a year
- \$ 1,000**
can build a library in a UWS school
- \$ 500**
supports a regional Education Monitor for two months
- \$ 100**
funds an entire school year for one child
- \$ Custom Amount**
Enter custom amount

How did you learn about UWS?

Write us a comment

Next →

Black Girls CODE builds pathways for Black girls to embrace the current tech marketplace as builders and creators by introducing them to skills in computer programming and technology. Radical action is needed if we are to close the opportunity gap for Black women and girls. We lead a global movement to establish equal representation in the tech sector. Black Girls CODE is devoted to showing the world that Black girls can code and do so much more. Together, we are creating stronger economies and more equitable societies—ultimately realizing the true potential of democracy through diversity and inclusion.



Choose amount

Consider making a recurring donation to maximize your impact!

- One-time
- Monthly
- Quarterly
- Annually

\$ 25 \$ 50 \$ 100

\$ 250

\$ Custom Amount

Employer Donation Matching

Matching Company Name

Search company name...

Type in your employer's name to find out if they can match your donations

- Dedicate my donation in honor or in memory of someone
- Write us a comment
- Display your donation & comment on the donor wall

Next →

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We are a 501(c)(3) charitable organization. Our EIN # is 45-4930539. All donations are fully tax-deductible and no goods or services have been exchanged for this donation.

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

Look who's fundraising on our behalf!

1st Talent Acquisition \$1,647.81 raised 43 donations	2nd B.E.C.O.M.I.N.G. Erg \$48.07 raised 2 donations	3rd Korvis Krow \$26.67 raised 1 donation
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You can also help us to achieve our goals!

[I want to fundraise for this](#)

Donor Wall 3508

Ashley Massaro | \$5.50

Cristin Buckley | \$519.52

We lost Ben in 2014, each year we try to further his interests, he would have loved what you're doing

Sterling

Javonne | \$100

Owchemy Labs Inc | \$374.14

Becky Swafford | \$104.15

Brianna Anderson

Tierra

Ohio State Society of Women Engineers | \$31.46

On behalf of the Society of Women Engineers at The Ohio State University, we support you in making this world a better place for the future of engineering!

Hip-Hop Discord, on behalf of q3p LLC | \$27.36

Thank you for all of the incredible work Black Girls CODE does on a global scale. The mission is important.

Slackers Brewing Co. | \$600

These are the proceeds from Slackers Brewing Co.'s Black is Beautiful submission called Night Jörts.

Kyla Carlson | \$156.07

Marcia Harris | \$26.27

Savanna Baxter | \$10.70/M



Visit us at Booth #220

Helping you help others

support@donorbox.org



AFPICON | NEW ORLEANS
2023 | APRIL 16-18

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