

IMPROVE ONLINE GIVING

Many schools ask us how they can improve their online giving performance, so we have put together a few easy to use tips and improvement ideas to help those schools and others who may be facing similar challenges.

Don't Hide Your Donor Page

Place a prominent link to your donor page on the home page of your website. Don't turn the pleasure of making a donation into a game of "hide-and seek", forcing your donors to work to make a donation. Many successful schools place the "Online Giving" prompt at the top of the home page rather than hide it behind a link to the **Advancement** or **Alumni** areas. Donors are looking for simple, easy to use navigation.

Design Your Donor Page Carefully

Your donor page will be used by a wide range of donors with different levels of online skills. Be sure it appeals to everyone with a simple straightforward design and easy to use forms. Try not to ask for more information that is absolutely necessary to complete the transaction. Some national non-profits have reduced their fields to name, email address, street address, amount of gift, and payment method.

Promote Online Donations Every Chance You Get

Drive visitors to your website and your donor page in every piece of printed communication that you distribute. Use newsletters, special notices and special events to promote your website. Consumers are using online services in unprecedented numbers for financial activity. Online giving overall in the US has increased from \$250 million in 2000 to \$15.4 billion in 2008.

Recurring Donations

Encourage your donors to convert to a recurring donations program, and invest in an automated credit card processing system that checks for expiring credit cards, prepares year end official tax receipts, and saves administrative time. Research shows that a recurring donor will give **eight times** more than a casual donor over their lifetime.

Invest in Leading Technology

Innovative technology makes the giving experience easier for the user and provides you with savings. A web-based hosted solution relieves your internal IT resources and ensures PCI-DSS compliant security, future upgrades and ongoing technical support.

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