

Sage Fundraising Online

Contextual Giving

Tap into Your Donors' Commitment through Contextual Giving

Problem: Giving online is primarily driven by passion, opportunity, and convenience, yet online giving forms are traditionally separated from the content that inspires a donor to act.

This situation is most often created when:

- Your donation solution forces donors to leave your website to complete a transaction.
- A generalized donation form is too long and has too many unnecessary or irrelevant questions.
- In the worst cases, a combination of the above.

Solution: Contextual giving means that your organization can provide more giving opportunities and scenarios, enabling you to convert more donors while they are viewing content that inspires them.

Place a Sage Fundraising Online form directly on pages with content that motivates people to give.

How contextual giving works

Create and place fundraising forms within specific content on your website, creating new and more relevant giving opportunities. Visitors can fully complete a transaction while remaining on the same page that originally inspired them.

Much of the content on your website is extremely relevant for embedding giving forms, including:

- All programs and areas where your organization's services are making a difference.
- Personal stories about your organization's impact.
- Stories involving volunteer activity.
- Organizational vision and goals for the future.

Sage Fundraising Online forms can easily be customized to directly reflect the specific content on any host page.



Extending the opportunity

Challenge your team to identify all giving opportunities on your website, then create new content around these opportunities that would help stimulate new donor acquisition.

Visit www.sagenonprofit.com/fundraisingonline for more information.