

Sage Fundraising Online

Tailored Donation Forms

Generate User-Friendly Donation Forms Tailored to Each Giving Option

Problem: One of the biggest barriers to receiving online donations is the unwieldy complexity of donation forms, especially when there are multiple giving options.

Organizations often spend time and effort trying to create a single, complicated fundraising form that can handle all of the potential giving options a user may select. However, a successful donation form is one that is simple, requires a minimal amount of "clicks," and is easy for donors to use.

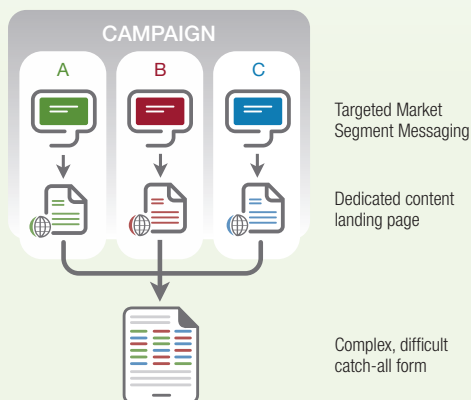
Solution: Sage Fundraising Online eliminates this problem by making the form creation process so simple, it's easy to build and deploy many different forms based on how a user wishes to give. Then just point the user to the correct form, and it will seem as if a custom form was built just for them.

How tailored donation forms work

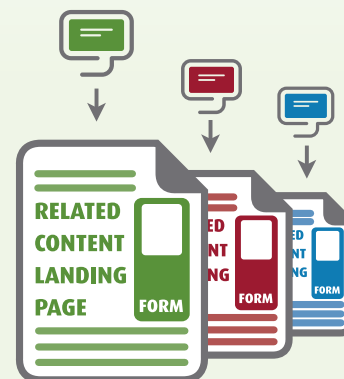
Sage Fundraising Online is designed so that each form can be customized to the exact donor experience you are trying to create. A better, more convenient donor experience means that people are more likely to give first, give more, and give more often.

Since you can create as many forms as you want in Sage Fundraising Online at no additional cost, it is more effective to develop new forms based on how you think users will want to give. From an administrator's perspective, having the ability to easily create, edit, and test forms is critical for generating the best results.

Traditional Donation Page



Simplified Donation Pages



Extending the opportunity

Vary the ask array between forms and see which versions get the best donation results. Test and re-test often. Use top performing strategies to continuously improve the effectiveness of your campaigns.

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