

A young woman with long brown hair, wearing a camouflage-patterned hoodie and a dark blue sweater, is riding a bicycle on a city street. She is smiling broadly and looking towards the camera. The background shows a street with buildings and a clear sky. A blue circular logo with the letters 'PWI' is overlaid on the image.

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DONATIONS:

**A Couple of Simple Website Conversion Tips —
Regarding Donations and Photos**



Sometimes, taking the next step to make your website more effective is pretty simple and straightforward. Here are two tips you can implement on your site to improve engagement and conversions.

DONATION TIP

Pre-Selected Donations Amounts

One of the quickest and easiest ways to increase the amount of your average donation is by implementing pre-selected options on your donation page.

For example, instead of having donors just fill in a blank space with their donation amount, create a list of set donation amounts: like \$10, \$20, \$50, \$100, etc. This will inspire people to choose a larger amount than they would if they wrote in the amount themselves. You, of course, should always have an “other” option as well – for donors who have a specific amount they want to contribute.

If you want to take it a step further, set tangible outcomes for each amount donated. For example, next to the \$10 amount you might say, “Buys a vegetable garden for a low-income family” or next to the \$100 option, you could say, “Drills a freshwater well for people in a remote community”. People considering donating to your organization will be more inspired to give if they clearly understand the tangible impact of their gift,





PHOTO TIP

Stop Using Stock Photos

Many organizations, but especially nonprofits, think that using cheesy stock photos on their websites will make them look more professional – and ultimately convert better.

However, we've found that stock photos often have the opposite effect.

We've found that photos of real experiences and real people always connect better – especially if you're looking for more donor and volunteer conversions. Instead of using stock photos, invest in good quality, high resolution photos of the people, animals, or places that your organization is serving every day.

The bottom-line is: If you want visitors to your website to be inspired to engage with you, give them a glimpse of the "real life" of your organization. You'll both be glad you did.





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