

The Ultimate Fundraising Website Checklist

How to Turn Visitors Into Donors - and Donors Into Lifelong Supporters

This checklist helps you quickly evaluate whether your website is helping or hindering your fundraising goals, covering the essentials every non-profit needs to attract, convert, and retain supporters online.



Your website is often your donor's first interaction with your cause and **their decision to give is made in seconds.**

1. The Essentials

First Impressions That Inspire Trust

Begin with the essentials that create an immediate, trustworthy first impression.

- ✓ Clear mission statement and impact at a glance
- ✓ Prominent donation call to action (CTA) above the fold (visible without scrolling)
- ✓ Clean, mobile-friendly design
- ✓ Trust indicators (testimonials, logos, secure payment badges)

2. The Donation Experience

Smooth, Simple, and Secure

Ensure every donor encounters a smooth, simple, and secure giving experience.

- ✓ Fewer clicks to complete a donation
- ✓ Multiple payment options and recurring gift toggle
- ✓ Clear, informative confirmation and thank-you page
- ✓ Personalized follow-up email or receipt — easily automated through most donation or contact form systems



People engage with genuine stories and seamless experiences
— not just websites.

3. Content That Converts *Real, Relatable Stories*

Use compelling content that inspires action and builds emotional connection.

- ✓ Real stories with names, photos, and outcomes
- ✓ Clear explanation of donation impact
- ✓ Videos and visuals that connect emotionally
- ✓ Short, clear copy that makes the cause relatable

4. Optimize Your Site *Search, Speed and Accessibility*

Improve visibility, performance, and accessibility with a few key enhancements.

- ✓ Fast load times and clean code
- ✓ SEO-friendly titles and meta tags
- ✓ WCAG 2.2 compliance checklist
- ✓ High-contrast design and alt text for images
- ✓ Analytics and conversion tracking set up (GA4, events, UTM links)

10-Point Fundraising Website Checklist

1. Clear mission statement
2. Prominent donate button
3. Compelling visuals and stories
4. Fast loading and mobile-friendly
5. Simple, secure donation process
6. Accessibility compliance
7. Thank-you page and follow-up
8. Impact statements and proof
9. SEO optimization
10. Integrated analytics tracking



How Fringe Can Help

Fringe Media designs and supports high-performing fundraising websites that turn inspiration into action. From donation form styling and campaign landing pages to platform integrations we ensure your digital giving experience is intuitive, secure, and fully on brand.

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