![DonorSnap - Donor Management Made Easy]

Collecting Online Donations Tips and Tricks

Online fundraising was up more than 20% in 2020. It is important for nonprofits to have a solid online fundraising strategy. This includes having effective donation pages and donation forms.

What do you need to start collecting online donations

1. A modern up to date website that is secure (https or lock symbol)

2. Dedicated donation page on website ex: blackbearcommunitycenter.org/donate

3. Donation form and credit card processing

   - DonorSnap uses goEmerchant, you can then create online forms with our responsive forms tools. All donations will feed into DonorSnap

   - Instructions on how to setup goEmerchant account here - https://donorsnap.com/support/docs/goemerchant-setup-video/

4. We do not recommend you use PayPal to collect online donations. Learn why here - https://donorsnap.com/blog/paypal-vs-donorsnap/

Collecting Online Donations using DonorSnap with goEmerchant vs. PayPal

	PAYPAL	DONORSNAP WITH GOEMERCHANT
PRICE	2.9% + $0.30 per transaction	Will meet or beat
SET UP TIME	3-4 Days	3-4 Days
DONATION FORM LOCATION	Leaves website	Embedded on your wesbite
DEPOSITS	Have to request, not auto	Daily automatic deposits
RECURRING DONATIONS	Must have PayPal account for recurring donations	Accepts recurring donations from anyone
INFORMATION CAPTURE	Limited in ability to capture donor information	Customizable to capture all demographics
FEED INTO DATABASE	Manual entry of each donation	Automatically feeds into database with click of a button
PROCESSING FEES	Taken out of each donation	Billed monthly for cleaner accounting

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Donation Page Best Practices

- Should be a dedicated page on your website

- Make it easily accessible from every page

  o Best to include it in your menu bar

- Include a strong headline

  o should be an enticing "value proposition"

- Offer a breakdown of what gift amounts will do

  o This can be a separate graphic element on your donation page (make in Canva)

- Link to your recurring giving page

  o Ideally, this should be a different page

- Add your donation form

Donation Form Best Practices

- Only ask for necessary information

  o take advantage of Hidden Form Fields

How to Hide a Form Field

1. From the responsive forms tool with your form highlighted click the form builder tab **FORM BUILDER**

2. Click on the gear icon next to the form field you want to have hidden

		Field Name	Text Displayed on Form	Default Value	Required	Hidden	Read Only
‖	⚙	**Donation Date**	**Date Received**		☐	☐	☐

3. Click on the hidden check box and click save and return

Change Layout Item ✕

Form Fields Settings

Field Name	Donation Date
Text Displayed on Form	Date Received
Default Value	[ ] 📅
Required	☐
Hidden	☑
Read Only	☐

💾 Save & Return   🗑 Cancel

4. The hidden form field will now be highlighted in yellow and the field will be hidden from the form, however the info will feed into DonorSnap with each donation.

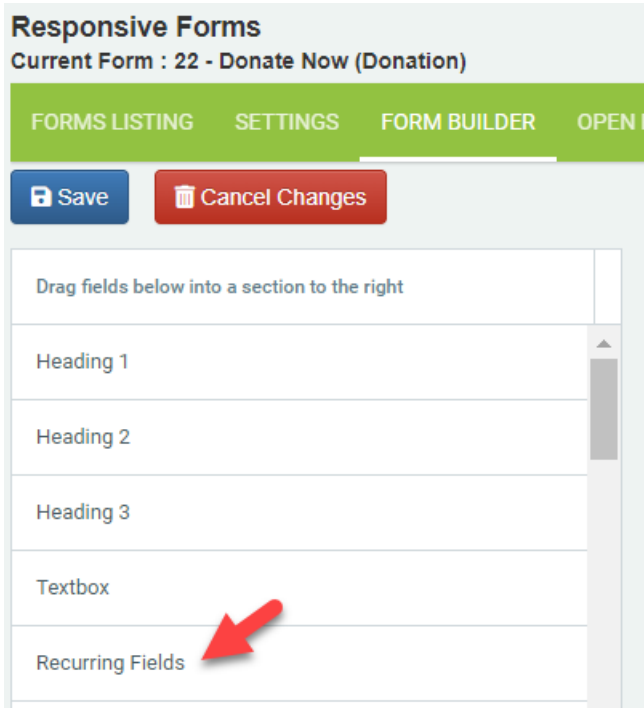|		Field Name	Text Displayed on Form	Default Value	Required	Hidden	Read Only
‖	⚙	**Donation Date**	**Date Received**		☐	☑	☐

- Include a recurring giving option even if you have a separate monthly giving page

  o do NOT set this as the default

How to add Recurring Giving Option to Forms

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1. From the form builder tab find the Recurring Fields field on the right

2. Drag and drop the Recurring Fields tab on your form, ideally by your donation amount.

- Offer the option for donors to cover processing fees (Field name is Processing Fee %)

- Offer a breakdown of gift amounts and what they will do

    o To learn how to set this up visit - https://donorsnap.com/support/docs/use-predefined-donation-amounts-in-responsive-forms/