Donation page best practices

Created by our Coaching team and inspired by top-performing campaigns, this checklist covers the decisions and settings that set your page up for success.

What type of donation page are you building?

Time-bound **Evergreen**

Time-bound donation pages are built around a deadline, goal, or giving day. We recommend including urgency features like progress bars and countdown timers to drive more donations before the deadline.

Getting started

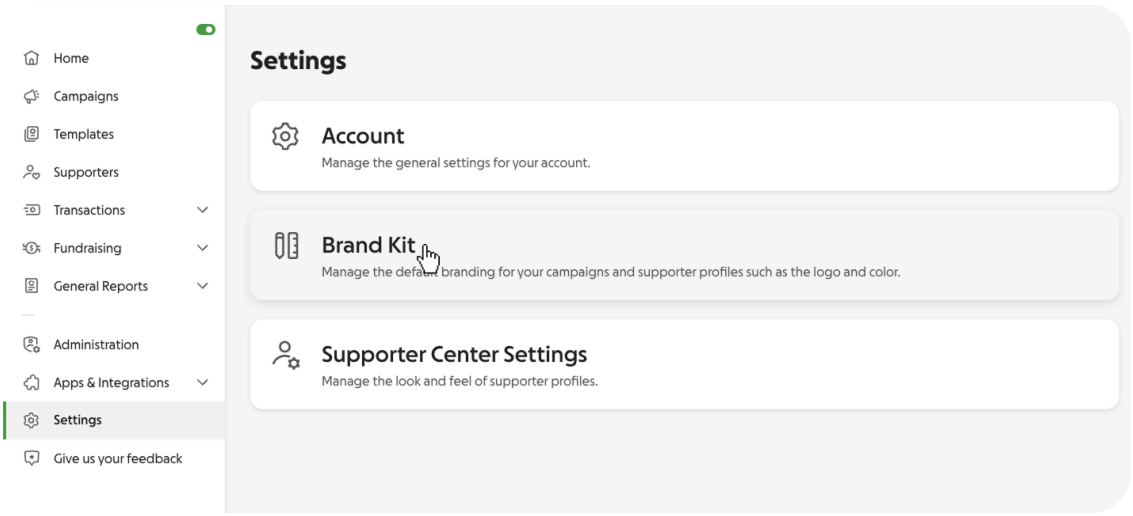
- [ ] **Build your donation page in Campaign Studio**

  Campaign Studio is GoFundMe Pro's latest campaign builder, giving you more flexibility for branding, storytelling, and design. Nonprofits that switched to Campaign Studio grew more than 7% faster during giving season, and campaigns built with guided setup published 81% faster.

- [ ] **Set up your Brand Kit and image library before you build**

  In your account **Settings**, select **Brand Kit** to add your colors, fonts, and logos once — they'll automatically apply to every campaign you create. This is especially useful if you're running multiple campaigns, since every new page

starts on-brand without any extra setup. You can also upload your organization's approved images to your Brand Kit library, so your team always has the right visuals on hand.



Brand Kit settings in GoFundMe Pro

Set up domain masking (optional)



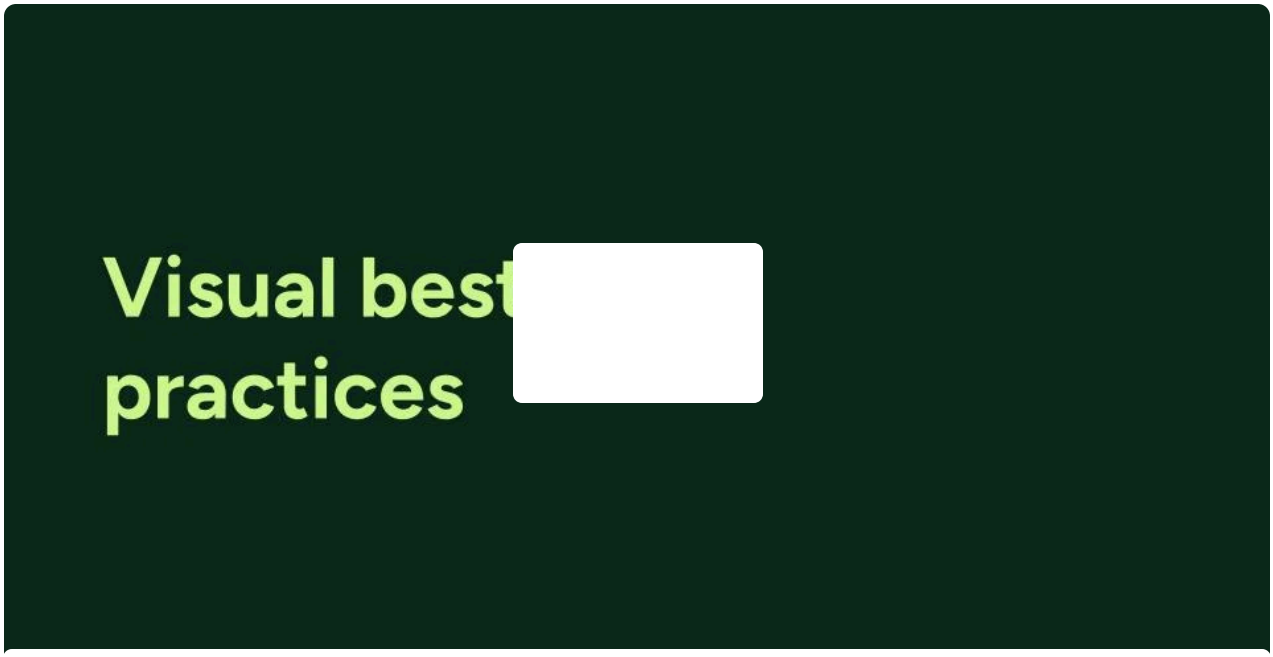
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Domain masking replaces the default GoFundMe Pro URL with your organization's own domain (like *give.yourorg.org*), so donors stay in a familiar, trusted environment from the click through to checkout. That continuity is especially valuable for first-time donors who are still deciding whether to give.

Once it's set up, domain masking applies to every campaign you build going forward — and existing campaign URLs automatically redirect to your new branded domain. One thing to keep in mind: shortened links shared in past emails or social posts won't carry over.

It's a one-time setup that's easiest with help from your IT team. Our help

Page design



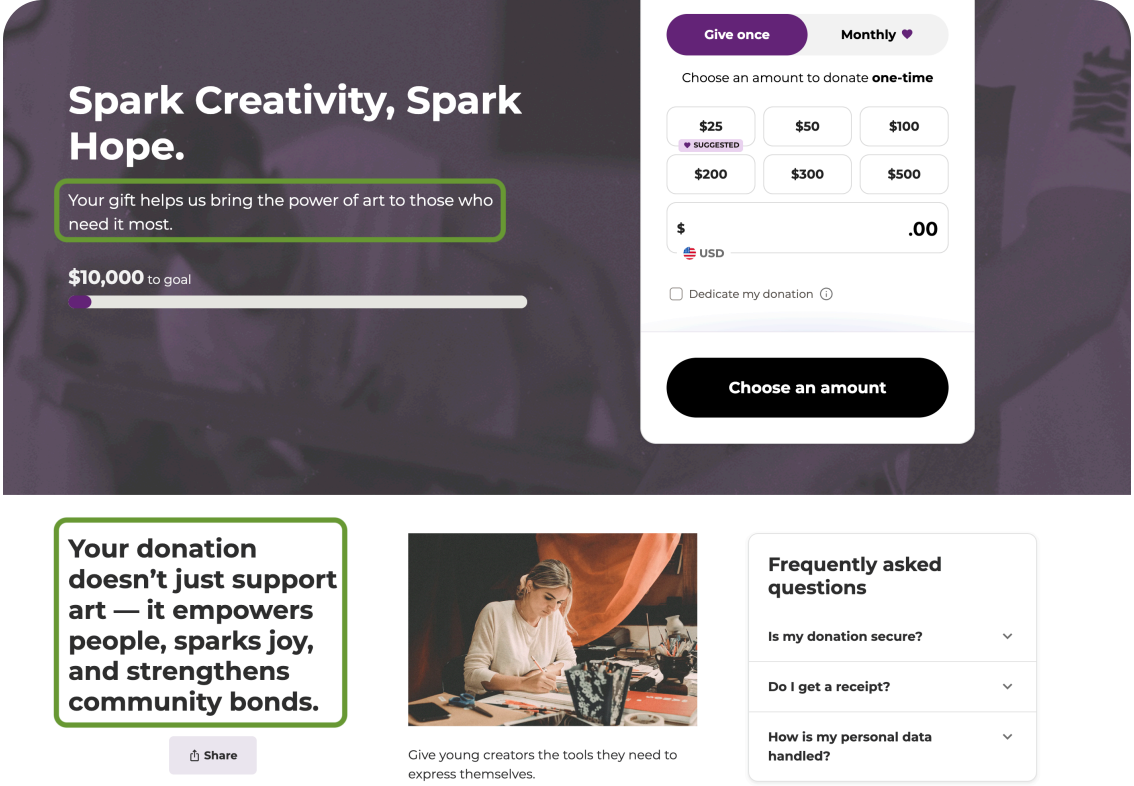
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Keep your form above the fold

Your checkout form should always be visible the moment someone lands on your page. Keep the donation grid element in the top layout of the page so

Keep text short and easy to scan

Short, chunked text helps supporters absorb your message and take action. Keep paragraphs to three or four sentences, and save longer storytelling for your website or emails.



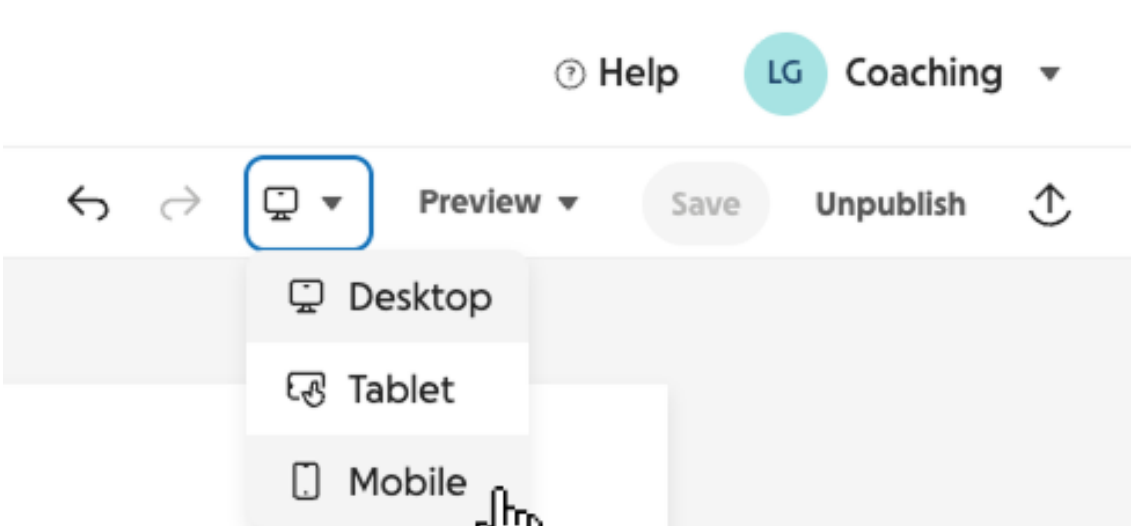
Example of short, chunked paragraphs on a donation page

Stick to two or three colors

Use two, maybe three colors across your donation page, thank you page, and emails. Sticking to your organization's primary and secondary colors builds supporter trust and keeps your page looking polished. If you need a

Preview and adjust your campaign for mobile

Most donations happen on mobile, so it's worth previewing your campaign in mobile view before you publish. Campaign Studio lets you make mobile-specific adjustments to text alignment, sizing, and arrangement, so take advantage of that and make sure your page looks great on a phone, not just a desktop.

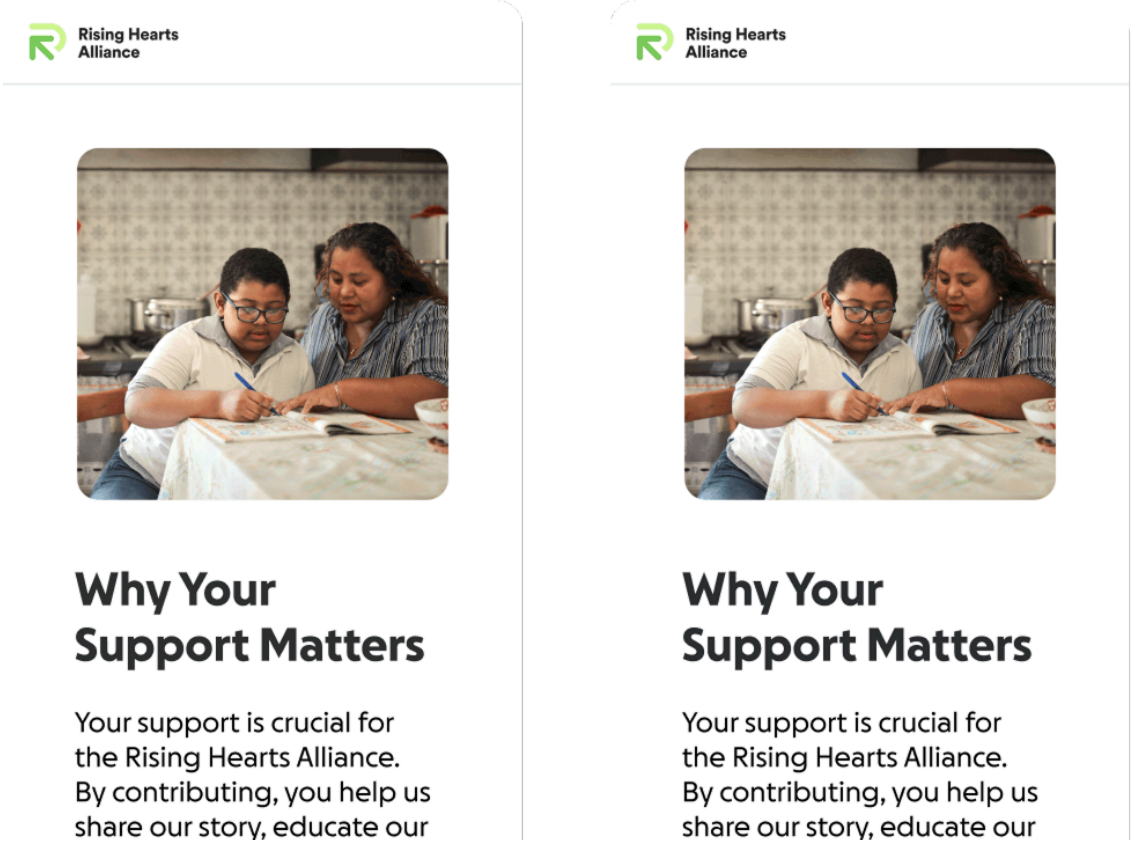


Donation form

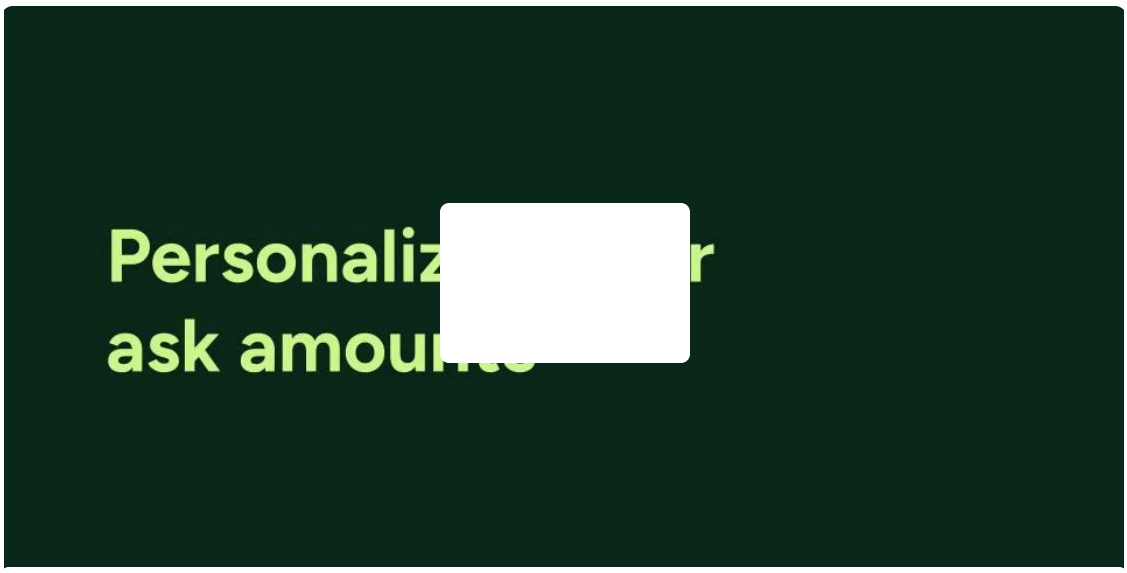
- [ ] **Let the sticky donate button do the work on mobile**

On mobile, the sticky donate button stays pinned to the bottom of the screen as supporters scroll, keeping your call to action always in view. It's on by default for every Campaign Studio page, and research shows it increased the rate of supporters reaching checkout by 5%. A streamlined checkout experience also drove 1.77% more donations per visit.

One thing to keep in mind: the sticky button only appears when your page has a single donation form. If your page includes Impact Tiles, use device-specific editing to hide them on mobile so desktop visitors still see them and mobile supporters still get the sticky button.



Optimize Intelligent Ask Amounts



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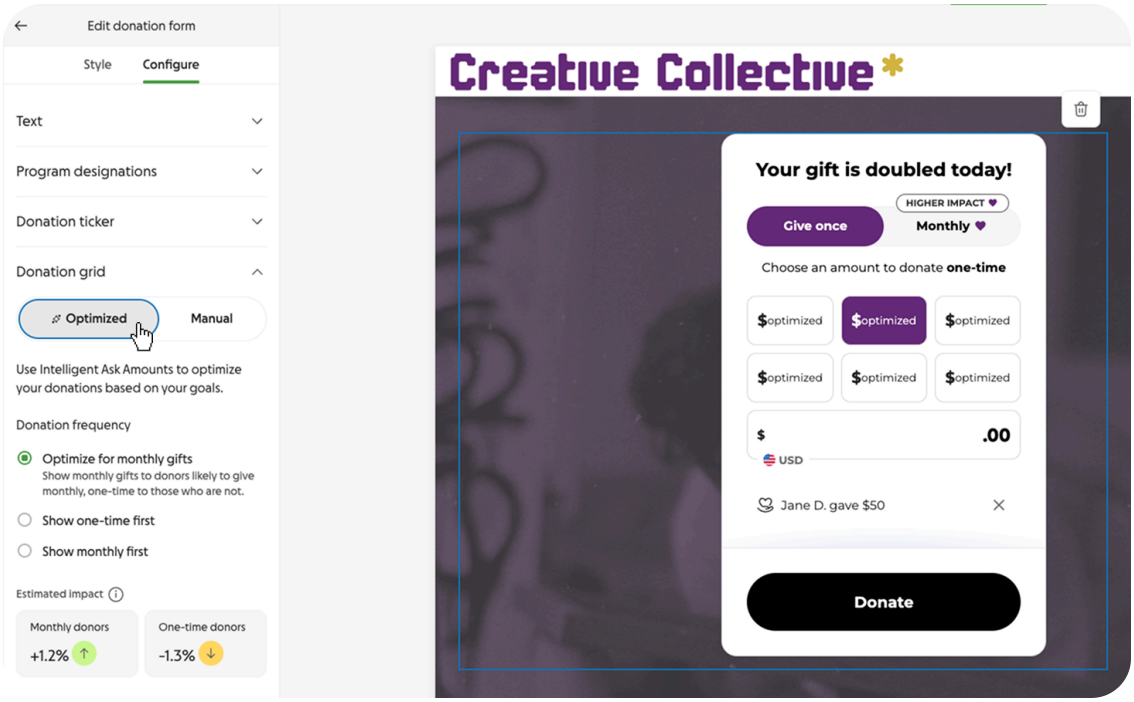
Intelligent Ask Amounts shows each supporter giving options based on their giving history, location, and device type, removing the guesswork and helping you avoid under-asking. Once it's on, customize it to fit your goals:

- **Optimize for monthly gifts:** Turn on the recurring option to nudge supporters toward monthly gifts. This is especially effective if sustainer growth is a priority.

- **Set a minimum and maximum:** A minimum raises the floor and encourages higher gifts. A maximum keeps amounts from feeling out of reach.

- **Add a special amount:** Highlight one giving level with a specific impact story, like "$50 feeds a family for a week."

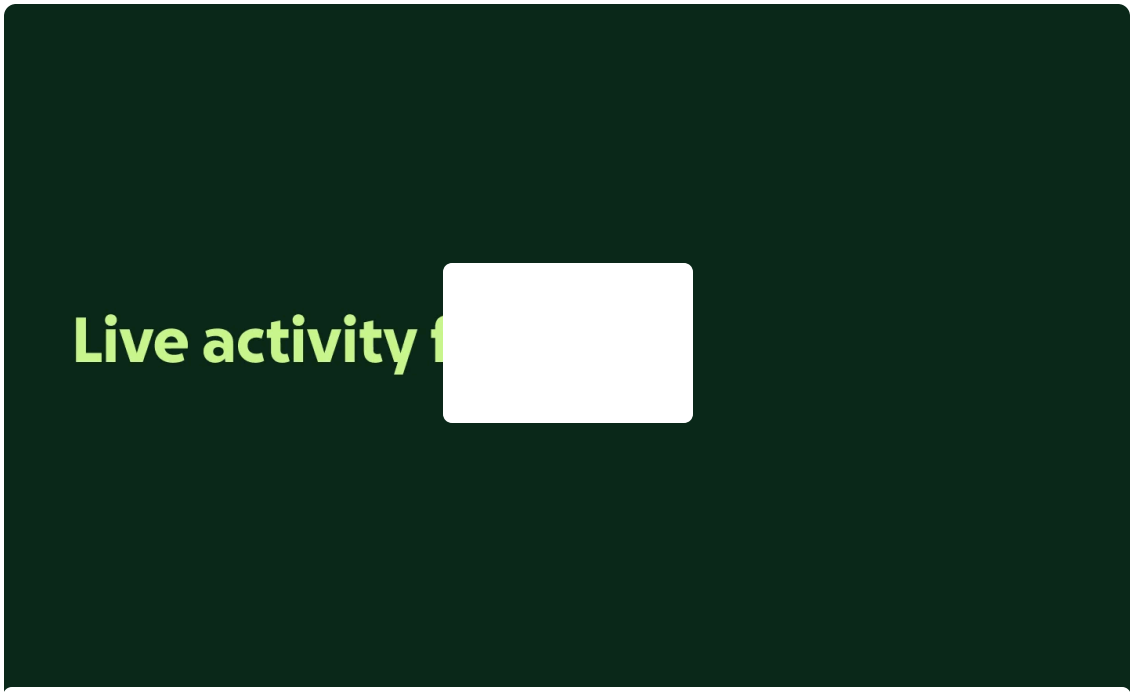
Research shows encouraging recurring giving produced a 38% lift in recurring donations, with less than half a percentage point impact on one-time gifts.



Intelligent Ask Amounts settings on a donation form

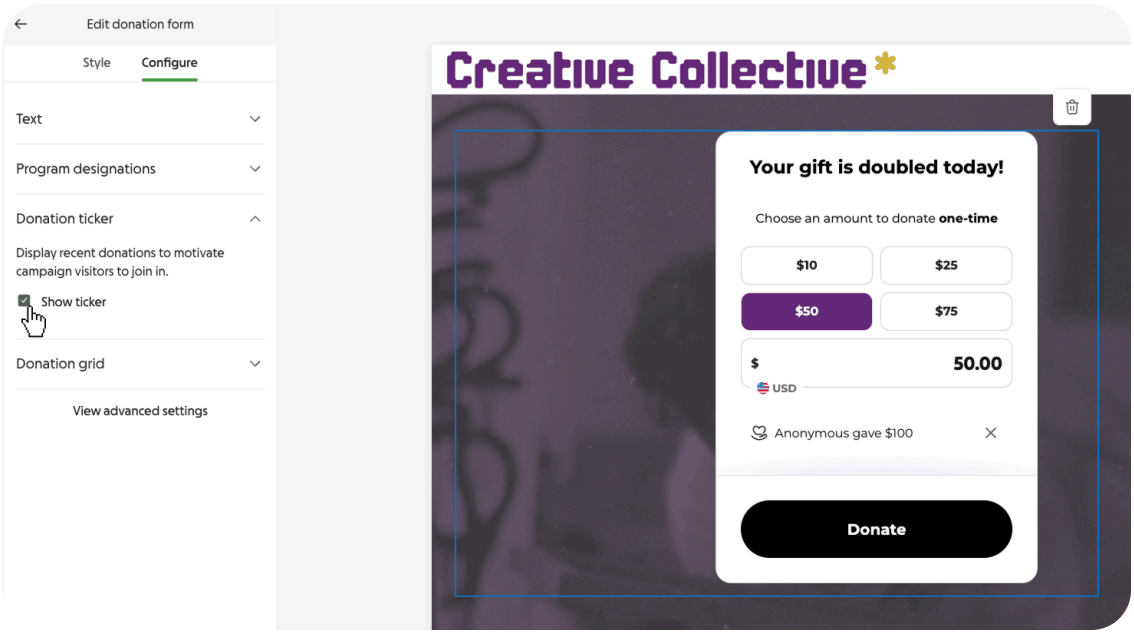
Turn the donation ticker on

0 of 17 completed



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The donation ticker displays recent gifts directly on your donation form, animating in real time as supporters choose an amount and complete checkout. It creates social proof right at the moment of decision, exactly where it counts most.



Donation ticker on a donation form

Use impact tiles strategically



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Impact tiles connect each donation amount to a concrete example of what it makes possible. The trade-off: adding them removes the sticky donate button.

Use them when storytelling outweighs convenience — typically when your donation page is a donor's first introduction to your organization. If donors are arriving from your website already knowing your mission, the sticky donate button is the stronger play.

- **Stick to three tiles or fewer.** Pick the amounts that resonate most — more options means more decisions, and more chances for a donor to step away.
- **One amount per tile.** The full donation grid is still at the top of the page; tiles are for storytelling, not replacing it.
- **These don't have to be literal.** A $25 tile doesn't need to represent exactly $25 of supplies — show the impact of that amount, not the accounting.

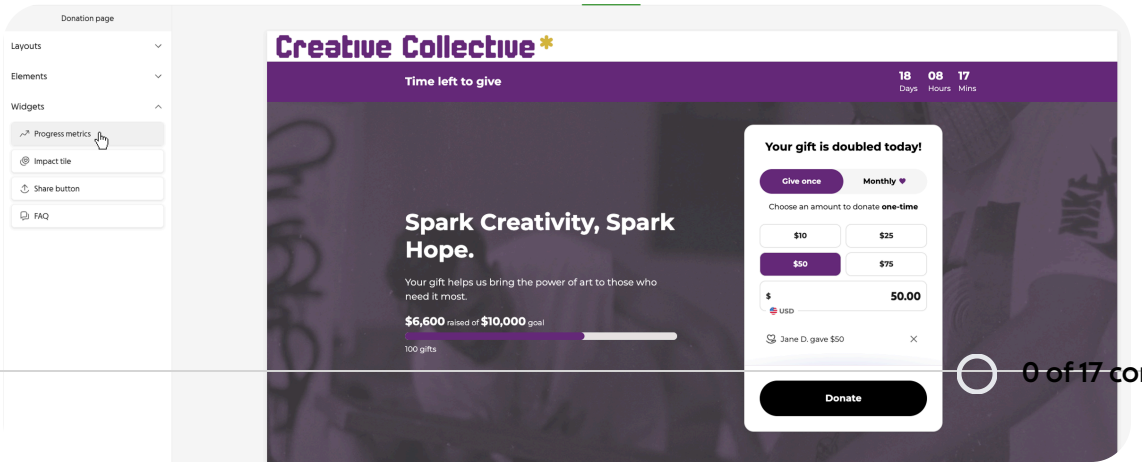
Add a progress bar



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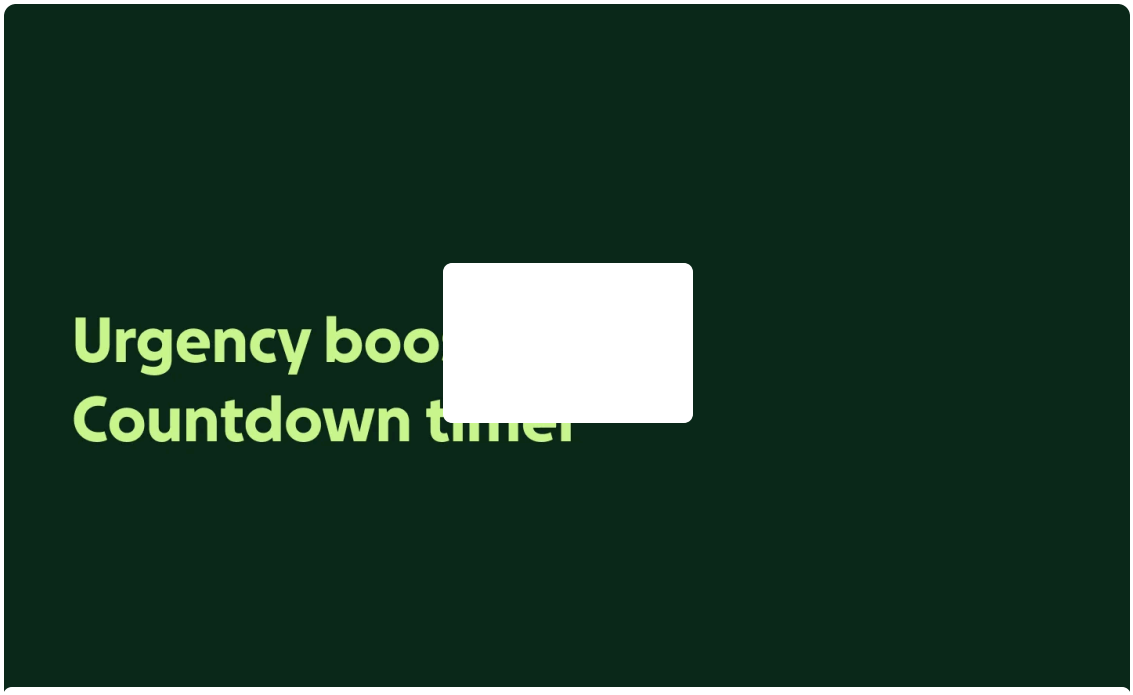
A progress bar shows donors how close you are to your goal, giving them a reason to help close the gap. Research shows removing it caused a 9% drop in donation volume.

- **Start with momentum.** Consider reaching 10% of your goal before turning it on — a bar stuck at 0% can have the opposite effect.
- **Matched dollars count.** If you're running a match, matched gifts automatically show in the progress bar — so a $10 donation displays as $20 of progress.
- **Celebrate milestones.** When you hit 25%, 50%, or 75%, post on social or send a quick email to keep momentum visible.



Progress bar and countdown timer on a donation form

Add a countdown timer



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A countdown timer turns your deadline into a rallying moment, giving donors a clear reason to act now rather than later.

- **Automatically adjusts for time zones.** Donors anywhere see an accurate countdown — no extra setup needed.
- **Set it and forget it.** When the timer ends, it disappears. Your campaign keeps running with nothing to manage.

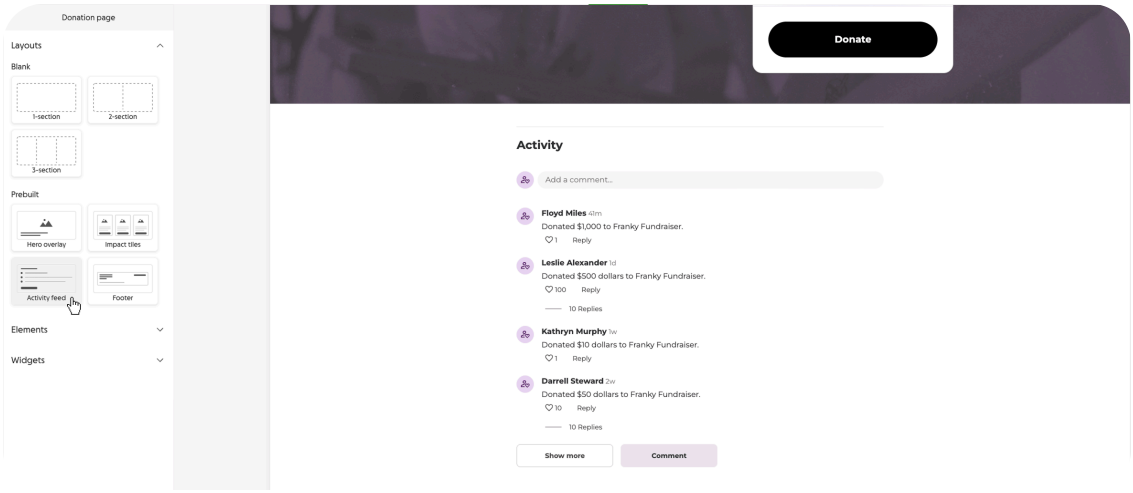
Most effective when tied to something real — a matching window, a giving day, a campaign sprint. If there's no genuine deadline, skip it; donors notice when urgency feels manufactured.

Keep your activity feed visible

The activity feed shows donations rolling in as they happen, creating real-time social proof that motivates other visitors to give. It works best when donation volume is high, like during a campaign launch, giving day, or seasonal appeal.

The feed also gives you a direct line to your supporters. Like or comment on a gift and the supporter gets notified, making them feel personally recognized.

Research confirms how much this matters: when we removed visible donor activity, campaigns saw a 9.1% drop in conversions and 10.2% less donation volume. Seeing others give isn't just encouraging, it's one of the strongest signals that drives someone to give.



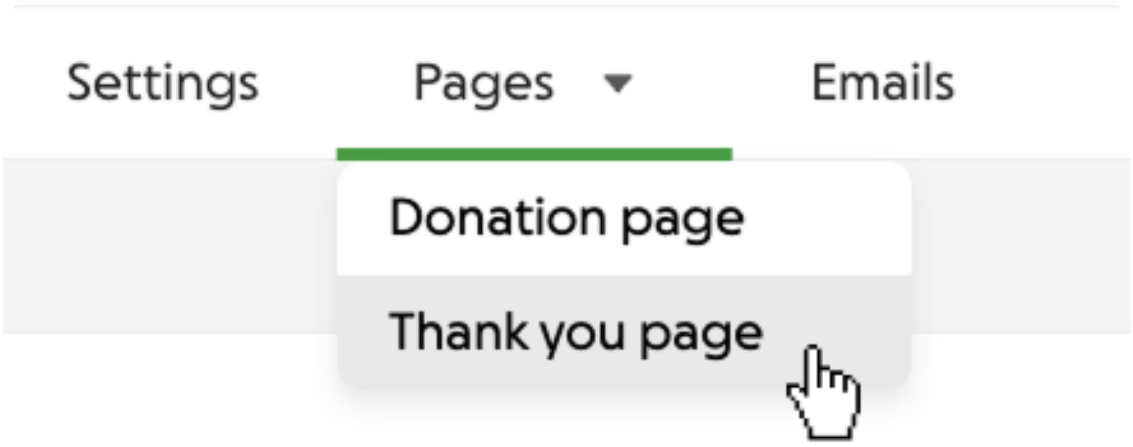
Activity feed showing recent donations

Post-donation experience

Review your thank you page

Make sure the message, colors, and fonts match the donation page. Your supporters are never more engaged than right after they give, so treat this page as prime real estate. Consider adding a photo or video, then invite

them to go further: share the campaign, sign up for your newsletter, or become a monthly supporter.

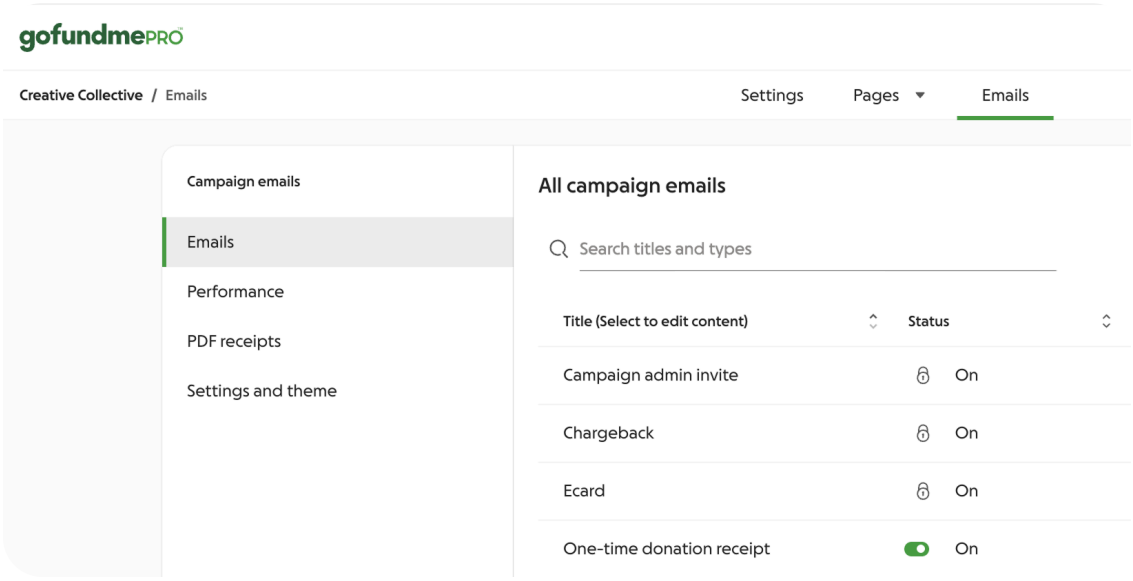


Navigating to the thank you page in Campaign Studio

Customize your campaign emails

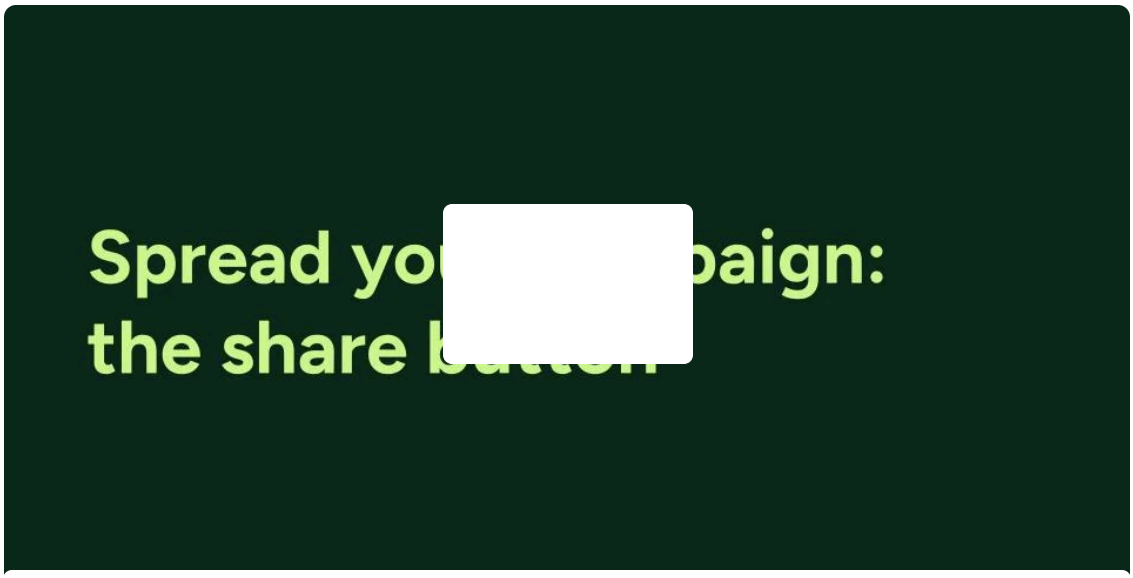
Your automated emails (donation confirmations, receipts, and recurring plan notifications) are often the first thing a supporter sees after giving. Start with **Settings and Theme** to make sure the logo, colors, and fonts match your donation page. Then add a warm thank-you message, a photo, an impact stat, or a quote that reminds supporters why their gift matters.

Don't overlook the recurring plan email. It's your one chance to welcome a new monthly supporter and set the tone for a lasting relationship.



Campaign email settings and customization options

Customize your share settings



1:14

Your supporters are one of your best distribution channels — a gift shared publicly can bring in more donors. Before you publish, head to **Settings → Sharing** to control what gets shared when someone clicks the share button.

- **Upload a dedicated sharing image** that represents your campaign — not just a cropped version of your hero photo.
- **Customize the default share text by channel.** Keep Twitter/X short and punchy; give Facebook a bit more room.
- **Write the text as if putting words in a supporter's mouth** — something they'd actually say to a friend.