“Be Your Donor” Day Checklist

Put yourself in your donor’s shoes to guarantee that your fundraising strategy will inspire them to give more!

Website: Visit your nonprofit home page
☐ Can you easily find your contact information?
☐ What happens when you reach out to your nonprofit via phone, email, contact form?
☐ Is it easy to find the donate button on your home page?
☐ What does your website look like on a mobile device?

Email: Sign up for your nonprofit’s email list or newsletter
☐ Is it easy to join your email list?
☐ Are the benefits to signing up clear?
☐ What happens once you submit your email address?
☐ Do you get a welcome message sent to your inbox?
☐ How do your emails look on a mobile device?

Making a donation: Make an online donation to your nonprofit
☐ When you click “donate,” do you go directly to a donation form?
☐ How many clicks does it take to get to the actual form for making a gift?
☐ How long does it take to complete the donation? How many fields are required?
☐ What happens once you submit a donation?
☐ How long does it take for you to get a receipt?
☐ How long does it take for you to get a thank you note?
☐ How often do you hear about the difference you made?
☐ Can you easily make a donation on a mobile device?

Need help with your nonprofit’s online fundraising? Our software can help!
www.networkforgood.com/products | 888-284-7978 ex 1