

Your Digital Donor Acquisition Funnel Checklist

Donor Acquisition Funnel

AWARENESS

CONSIDERATION

DONATION

REPEAT DONORS

A Donor Acquisition Funnel has two core purposes.

First, it lets you visualize your donors' giving journey. That means you can implement tactics designed to drive your donors through every stage—all the way to repeat donation.

Second, it prepares you for donor drop-off. When driving awareness, how many people need to be aware of your charity before you receive a donation? Or, when driving donations, how many new donors do you need for every repeat donor?

Not everyone who starts at the top of your funnel will reach the bottom. Setting goals for the bottom of the funnel will let you backward-engineer how much engagement you need at the top.

Use this **Digital Donor Acquisition Funnel Checklist** to evaluate what tactics you're already using to drive donors through their giving journeys, and which tactics you need to put in place next.

Awareness

During the **awareness** stage, you want to capture the attention of donors who aren't familiar with you or the impact you make.

■ **Make it easier for donors to find you with Search Engine Optimization (SEO).** When you use SEO best practices, search engines reward you by ranking your site higher in search results, whether for your charity's name or keywords related to the work you do. Your site should: be built for fast load times; use keywords relevant to your audience; and host valuable content that wins you external links (trusted sites linking to you!).

■ **Amplify your message through social media.** When your community shares your videos, events, and stories with their networks, you're reaching new eyes at no cost. Plan a robust social calendar and test what works best for the widest reach.

■ **Invest in Search Engine Marketing (SEM) and paid social.** Advertise on search engines and social media to reach donors who've never heard of your charity or your work. You can apply for Google grants to fund a search ad campaign, or spend some money boosting your social media posts.

Consideration

Once potential donors are aware of you, they're in the **consideration** stage—and you need to turn consideration into a donation.

- **Make the first three seconds count.** After landing on your website, donors will decide whether to stay in three seconds. Make sure your headlines and subheadings are clear, your images are high quality, and important information is presented in skimmable bulleted lists.
- **Craft clear key messaging.** Your messaging should concisely showcase your charity's mission, values, and impact. Tell a consistent story across channels by explaining how you make a difference and why you need their help.
- **Capture emails, if not donations.** If someone isn't ready to donate now, the next best thing is being able to nurture their interest in your charity. Capture newsletter sign-ups and send prospective donors regular emails that remind them of the difference you're making and why they should give.

Donations

Once a donor decides to give, the **donation** process should be streamlined. You'll want to reduce clicks, friction, and confusion.

- **Feature a prominent "Donate" button on your website.** Make sure your website's "Donate" CTA is highly visible and leads to a donation form designed to convert donors. You'll want a "Donate" button in your navigation bar, as well as additional CTAs across your website.
- **Make sure you're mobile-friendly.** When it comes to online giving, your donors could be giving from anywhere on their phones. Make sure your website and donation forms are optimized for a frictionless mobile experience.
- **Reduce friction and embed a donation form directly on your website.** When donors make it to your donation page, your form should reinforce their decision to give. Make sure your form includes suggested amounts they can give and what impact each amount will have.

Repeat Donors

The donor acquisition funnel doesn't end with a donation. By incorporating donor stewardship best practices, you'll be able to turn your one-time donors into **repeat donors**.

- **Send a personalized "thank you".** This simple but powerful gesture tells your donors that their donation matters. If you're able to, include their name and details about their gift.
- **Show them the impact.** Show where their donation dollars are going by highlighting how many people you've helped, offering stories from clients or beneficiaries, and reporting on program success with tangible numbers.
- **Cultivate your donor relationships.** Stay top of mind across your channels (email, social, etc.) by sharing organization news, opportunities to get involved, impact statements, and stories about your beneficiaries and programs. Donors who feel like they have a relationship with you will be more likely to donate again.
- **Use donor activity to send more engaging emails.** Personalized emails are more likely to engage your donor base and convert them again. Track donor data so you can create segmented donor lists and send more relevant content. You can store this information in spreadsheets, or use a Donor Management System to centralize your data.