

How to create thoughtful, seamless donation forms and raise more with ease

Popup, linked, or embedded

Custom branding

Start a ripple. Change a life.

Encourage recurring giving

The Ripple Project is a global initiative committed to expanding access to clean, safe drinking water in rural and underserved communities around the world. At its core, the project believes that clean water is a basic human right – not a privilege – and works tirelessly to make it a reality through sustainable, community-led solutions. From installing well systems and filtration units to providing hygiene education and maintenance training, The Ripple Project takes a long-term, impact-first approach to every community it serves.

What sets The Ripple Project apart is its emphasis on partnership and empowerment. Rather than dropping in with short-term fixes, the organization works alongside local leaders and residents to co-create water solutions that last. Every project begins with listening – understanding a village's needs, challenges, and existing resources – and ends with equipping the community to maintain the systems long after installation. This model ensures that the ripples created by each donor's gift extend far beyond a single moment in time.

Through the support of donors, The Ripple Project has brought clean water to thousands of families across Sub-Saharan Africa, South Asia, and Latin America. Just \$25 can provide six months of clean water to a household – and every donation fuels not just access, but dignity, health, and opportunity. With a mission rooted in equity and sustainability, The Ripple Project continues to grow its impact, one drop – and one ripple – at a time.

Add a video

The Ripple Project

Give once **Monthly** Annually

Choose an amount to give
You'll be making a monthly donation of \$100.

\$10 \$25
\$100 \$250

Donate

Secure donation

Mobile optimized

The Ripple Project

Give once **Monthly** Annually

Choose an amount to give
You'll be making a monthly donation of \$100.

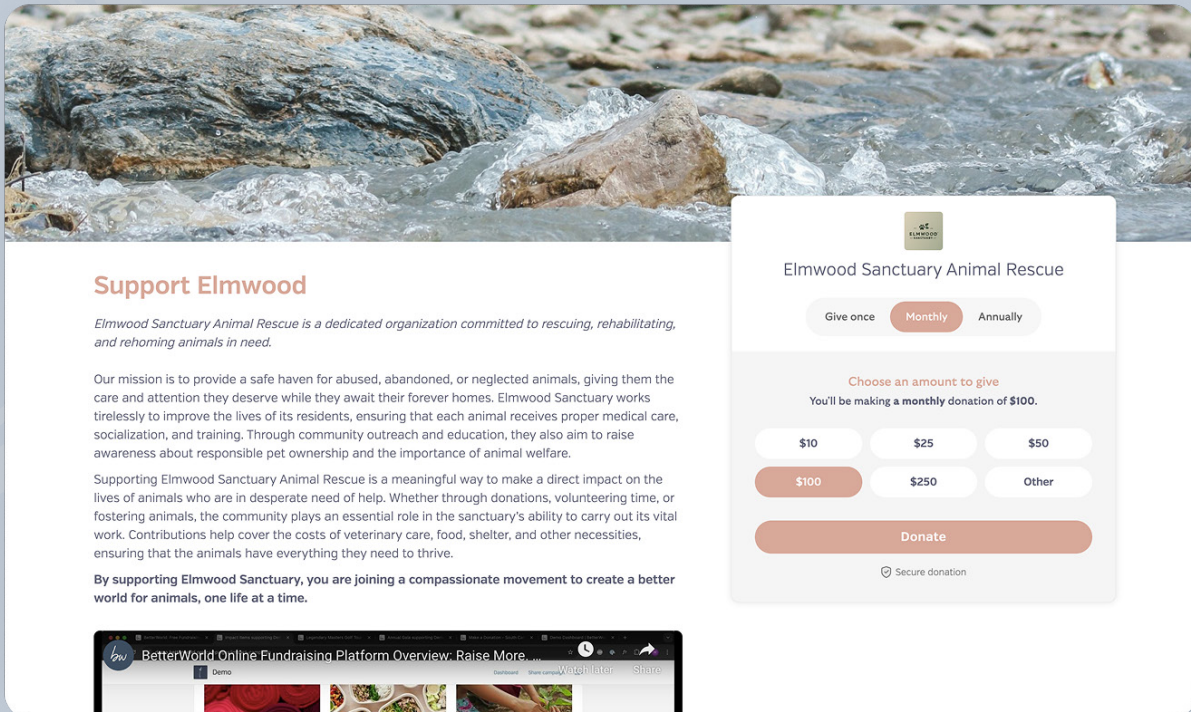
\$10 \$25
\$100 \$250 Other

Donate

Secure donation

Start a ripple. Change a life.

The Ripple Project is a global initiative committed to expanding access to clean, safe drinking water in rural and underserved communities around the world.



Donation forms often live quietly in the background, set up long ago and rarely revisited.

But this quiet corner of your website holds incredible potential. And, with a few minor adjustments, it can become one of the most powerful tools in your fundraising toolkit, building trust, reducing friction, and encouraging recurring giving.

In this guide, we'll walk through why your donation form matters more than you think and how it can even open the door to more donations.

Whether you're a team of ten or a team of one, these practical, low-lift ideas can help you increase giving, reduce stress, and create a smoother experience for your supporters.

The real cost of “good enough” forms



Donation forms can be easy to overlook, especially if they were inherited or “just work.” But “good enough” can come at a cost, and in many cases, that cost is steep.

Think of your donation form like an envelope across town. If someone told you it had \$2 in it, you probably wouldn’t drop everything to get it. But if they said it had \$200,000? You’d go because the value justifies the effort.

The same logic applies here: donation forms may seem like a small detail, but getting them right can unlock tens—or even hundreds of thousands of dollars in value.

How these costs can add up over time:

- **Lower conversion rates:** A modern form can convert up to 30% more donors. For example, if 100,000 people visit your donation page over time, improving your form could mean 1,500 additional donors, just by making it easier to give.
- **Outdated design increases drop-off:** Long, clunky forms discourage giving, especially on mobile. And every bit of friction (like unclear language or an extra question) can cause donors to walk away.
- **Platform fees quietly add up:** Some platforms charge fees of 1.5–2%. If you’re processing \$1 million a year, that’s \$15,000–\$20,000—money that could go toward funding your mission.
- **The cost of convenience:** Many teams stick with what’s easiest, like using the form bundled with their CRM—even if it means sacrificing performance or transparency.
- **Opportunity cost:** Some organizations spend hundreds of hours planning events that raise a fraction of what an optimized donation form could bring in with much less effort.

Your donation form can be a strategic tool that attracts more giving. When optimized, it helps you raise more, spend less, and offer donors the kind of thoughtful, trustworthy experience they expect.

Good donation forms feel effortless

When a donor reaches the form on your website, they're already motivated to give. Your job is to gently clear the path so it's easy for them to complete their donation.

3 ways to make your form feel effortless:



1

Prioritize simplicity

Organizations receive 30% more donations when forms are clean and intuitive



2

Offer flexible payment options

57% of donors give more on mobile, offer flexible options like Venmo, PayPal, or Apple Pay



3

Lean into modern design

150% conversion boost when forms explain why to give—share why your mission matters

When your form is clean, flexible, and built with care, it lets donors know you value their time and contribution. Thoughtful forms not only increase donations, but they also help supporters feel confident in their decision to give.

These simple shifts don't require a major overhaul, but they do make a major difference.

Let's look at how to keep improving through testing and iteration.

Test, tweak, and watch giving grow



Once your form is live, the work isn't over, and that's a good thing. Testing and iterating over time helps you uncover small changes that lead to big results. Design and user experience aren't just about aesthetics; they're about building trust and making the giving process easier, clearer, and more intuitive.

When you're willing to test and tweak, giving tends to grow.

Start with what you can control

You don't have to overhaul everything to start seeing improvements. Some of the most valuable tests are small and simple. For example, at BetterWorld, we learned of one nonprofit that moved its donation form from the top of a landing page to the bottom and saw a 100% increase in conversions. Why? Because new visitors needed more context before they were ready to give.

Try testing one element at a time

Here are a few common A/B tests worth trying:

- **Form placement** (top vs. bottom of the page)
- **Recurring gift default** (monthly vs. one-time)
- **Suggested amounts** or preset buttons
- **Form field order** (frequency before amount)

Don't forget mobile performance

More than half of nonprofit website traffic comes from mobile devices. But many donation forms are still challenging to complete on phones. Make sure yours:

- Loads quickly

- Uses responsive design
- Offers mobile-friendly payment methods (like Apple Pay, Venmo, or PayPal)

A slow or clunky mobile experience often causes donors to abandon the form before completing their gift.

Use multiple forms strategically

Think of donation forms like drill bits, not one-size-fits-all. You can use different versions in different places across your site and campaigns:

- A pop-up form for newsletter signups
- A campaign-specific form that defaults to monthly giving
- A simplified landing page form for smaller dollar asks
- A general giving form embedded on your homepage

This tailored approach lets you guide donors more intentionally based on where they are and what they're responding to.

Remember: It doesn't have to be perfect to get better

If switching tools or building new forms feels overwhelming, start by evaluating what you're already using. Run one test. Update one section. Simplify one step. The gains add up, and often, so do the donations.

Tools that support your impact and mission



Your donors are generous with their time, trust, and attention. A great donation form honors that. It removes friction, builds trust, and makes it easy for people to take action.



Whenever I got into BetterWorld and saw what was offered, I was blown away by everything to use between auctions, giveaways, donation campaigns, and ticketed events.

Mike Brown

Executive Director,
Big Brothers Big Sisters of Jasper & Newton Counties

Improving your form doesn't have to mean switching platforms overnight. Often, it begins with small, thoughtful changes—such as simplifying your layout, updating your defaults, or optimizing for mobile. These shifts can increase giving, strengthen donor relationships, and help you grow with less effort.

Want to explore how BetterWorld can help you create smarter, simpler donation forms? [Click here to learn more.](#)

Takeaways just for you



Donation form self-audit checklist

Ask yourself:

- ✓ Is our form easy to complete on a phone?
- ✓ How many steps or fields does it take to give?
- ✓ Is monthly giving clearly presented or encouraged?
- ✓ Are fees transparent for the donor (and for us)?
- ✓ Can donors pay using the methods they prefer (e.g., Venmo, PayPal, Apple Pay)?
- ✓ Does our form visually align with our brand?
- ✓ When was the last time we tested or updated it?

A/B test ideas to try this quarter

You don't need to change everything—just test one variable at a time:

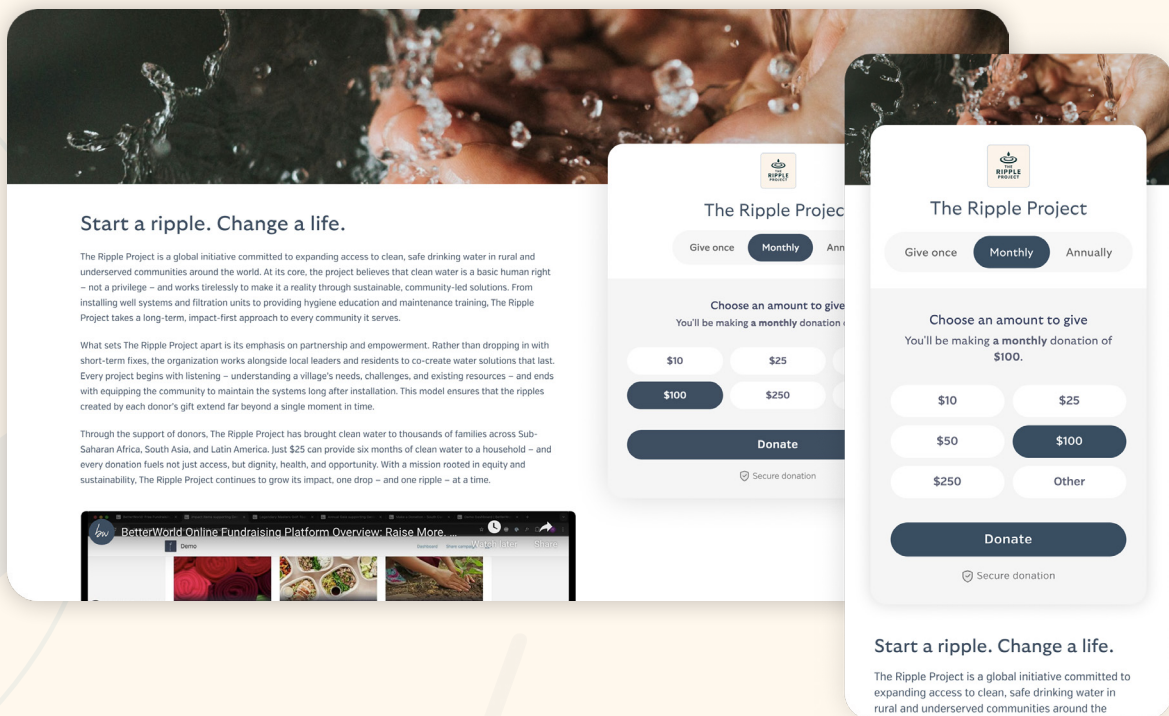
- Form placement (top of page vs. bottom)
- Default to monthly vs. one-time
- Suggested donation amounts or labels (“most popular,” “impact-based”)
- Field order (e.g., frequency before amount)
- Copy changes (brief “why this matters” message near the donate button)

Pick one, set a time frame, and track the results.

Questions to ask your platform provider

Whether you're sticking with your current tool or exploring others, these questions can help surface potential gaps:

- What are the actual fees we're paying—platform, processing, or otherwise?
- Can we customize the donation experience (form layout, defaults, messaging)?
- Is the form mobile-optimized and fast-loading?
- What payment methods are supported?
- Do you support recurring giving and donor choice?
- Can we A/B test or use multiple forms for different campaigns?
- Does this integrate with our CRM or email tools? How seamless is that process?



Contact us today to [get a demo](#) or simply [sign up!](#)

betterworld.org