

betterworld

Mobile giving peaks in summer –
is your donation form ready?



The donation form checklist that can increase conversions by 55%.

Most nonprofits spend months planning year-end fundraising and Giving Tuesday campaigns. But they often overlook one of the biggest fundraising opportunities of the year: summer mobile giving.

With donors spending more time on their phones, attending events, traveling, and engaging on social media, summer is a prime season for mobile donations. The question is simple:

Can your donation form convert a donor in under 30 seconds on a smartphone?



The mobile giving reality.

The shift to mobile giving is no longer a trend – it's the norm.

Key mobile fundraising stats

Statistic

Online donations made on mobile devices

Nonprofit website traffic from mobile devices

Growth in completed mobile donations (YoY)

Desktop donation conversion rate

Mobile donation conversion rate

Mobile donations increase with responsive design

Potential lift from digital wallet checkout

Donors who prefer Apple Pay

Donors who prefer Venmo

Data

45%

53%

50%

11%

8%

126%

Up to 55%

11%

8%

The challenge isn't getting donors to your donation page – it's converting them once they arrive. Mobile donation forms convert **27% worse than desktop forms**, meaning even small friction points can result in significant lost revenue.



Why summer is a mobile giving opportunity.

While nearly 30% of annual giving still happens in December, summer creates ideal conditions for mobile fundraising. Donors are:

- Spending more time on their phones
- Engaging heavily on social media
- Attending outdoor events and fundraisers
- Responding to seasonal campaigns and urgent causes
- Giving on the go instead of from a desktop computer

For organizations running summer campaigns, mobile performance directly impacts fundraising results.

The mobile donation form audit.

Use this checklist before launching your next summer campaign.

1. Load in under 3 seconds

Mobile users are impatient. If your donation page loads slowly, many visitors will leave before seeing the form.

Benchmark: Less than 3 seconds.

2. Keep everything on one screen

Donors should be able to:

- Select a gift amount
- Enter basic information
- Choose a payment method
- Submit their donation

The fewer screens and fields, the higher the conversion rate.

3. Offer digital wallets

Typing card details on a phone creates friction. Include:



Digital wallets can increase mobile donations by up to 55% by reducing checkout steps.

4. Eliminate unnecessary fields

Only ask for information you truly need.

Recommended:

- Name
- Email
- Payment information

Every additional required field creates another opportunity for donors to abandon the process.

5. Stay on your website

Redirecting donors to a third-party payment page creates trust issues and additional drop-off points.

Organizations using embedded, branded donation forms can raise up to 6x more than organizations relying on redirect-based experiences.

6. Ensure responsive design

Responsive donation forms automatically adapt to mobile screens.

The impact is substantial:

Nonprofits with responsive donation pages see 126% more mobile donations than those without them.

Campaigns that depend on mobile giving.

Some summer fundraising efforts are especially sensitive to mobile performance.

Campaign type

Outdoor events & galas

Social media campaigns

Text-to-give campaigns

Peer-to-peer fundraising

Back-to-school drives

Why mobile matters

Guests donate in real time from their phones

Donations happen directly from posts and ads

Immediate action requires instant checkout

Most supporters share and donate via mobile

Urgency-driven campaigns generate mobile traffic

If your organization runs any of these campaigns, optimizing your donation form may be one of the highest-ROI improvements you can make this summer.



Quick 5-minute mobile audit.

Open your donation page on your phone and answer these questions:

- ✔ Can it load in under 3 seconds?
- ✔ Can donors see donation amounts immediately?
- ✔ Are Apple Pay, Google Pay, PayPal, or Venmo available?
- ✔ Does the donation stay on your website?
- ✔ Are there five or fewer required fields?
- ✔ Is the Donate button easy to tap with one thumb?
- ✔ Does the donor receive immediate confirmation?

If you answered **“No” to more than two questions**, your donation form is likely costing you gifts.

The bottom line.

Mobile giving now drives nearly half of all online donations, and mobile traffic accounts for more than half of nonprofit website visits. Yet many organizations still optimize their donation experience for desktop users first.

The nonprofits that succeed during summer campaigns aren't always the ones with the biggest audiences or budgets. They're the ones that make giving fast, simple, and friction-free when donors are ready to act.

Before launching your next campaign, audit your donation form. A few small improvements could have a major impact on conversion rates and revenue.





Ready to see how your donation form stacks up?

BetterWorld's fundraising experts can help you evaluate your current donation experience and identify opportunities to improve mobile conversions. Our free donation forms are mobile-optimized, embeddable, and support Apple Pay, Google Pay, PayPal, and Venmo—with no platform fees.

[Book a personalized demo today](#) to see how BetterWorld can help you create a faster, more donor-friendly giving experience before your next campaign launches.