

Online Donation Cost Comparison

	IATS	Wells Fargo	Network For Good	Donor Buddy	PayPal Standard	PayPal Pro
Website Programming	\$500+	\$500+	n/a	n/a	n/a	\$500+
Setup Fee	n/a	\$99	n/a	n/a	n/a	n/a
Monthly Fee	\$20	\$31	n/a	\$22.50 ¹	n/a	\$30
Per Transaction	\$0.20	\$0.30	n/a	\$0.20	\$0.30	\$0.30
Percentage	2.9%	2.4% ²	4.75%	n/a	2.9% ²	2.9% ²
Where Checkout	Your site	Your site	Network For Good	Register with Donor Buddy	PayPal	Your site

www.iats.ticketmaster.com
www.wellsfargo.com
www.networkforgood.org
www.donorbuddy.com
www.paypal.com

¹ Monthly fee increases with number of registered donors

² Percentage decreases with higher amount of donations accepted

Online Donation Set-up Checklist

Documents

- Organization's contact information
- Owner/Officer personal contact information
 - Home and business addresses, telephone and fax numbers, e-mail address, driver's license number, Social Security numbers for owner(s)
- Tax identification numbers
 - Employer ID
 - Social Security number if you're a sole proprietor
- Your Web site URL
- 501c3 confirmation letter
- Checking account number and bank routing number
- Voided check with the organization name on it
- Credit card or bank statements
- Articles of incorporation

Transaction Estimates

- Average amount per transaction
- Dollar amount of transactions accepted per year by credit card

For Website

- Sample donation form
- Refund policy

Get People To Donate!

Start with an attractive, user-friendly design for your Web site

Your Web site's design should be attractive, modern and easy-to-use. The goal is to instill trust and confidence so that visitors will be more likely to donate. If your Web site has a modern appearance, people are more likely to believe that you are an active and involved organization.

Organize your Web site effectively and logically

Be sure to group information together logically and use descriptive navigation buttons and links to assist visitors in finding the information they need. If a visitor cannot easily navigate the site, they will get frustrated and leave. If a Web site is easy to navigate, visitors are more likely to stay on the site, which increases the likelihood that they will make a donation.

Make your “call to action” easy to find and obvious

If you want people to make a donation to your organization through your Web site, then tell them to do so! Create a noticeable donation button and place it in a highly visible location on your Web site. The easier you make it for people to donate, the more likely people will be to do so.

Now, this does not mean to make the button flash, spin around, or otherwise annoy your visitors. That will make you look more like a used car salesman instead of a reputable nonprofit organization. If you are tasteful, you are more likely to instill trust in your potential donors.

Make it personal

Tell a story. Give examples of the personal impact your organization has had. This creates an emotional connection with your visitors, and people are more likely to act when they are emotionally involved.

Show them where their money goes

People want to know where their money is going when they give. If you can show people exactly where their money is going, this will build more trust in potential donors and will make them more likely to give. Look at this example from Save the Children: <http://www.savethechildren.org.uk>

Another effective way to build trust and empower your donors is to allow them to earmark their online donations. You can give them specific areas of need or allow them to specify their own. For example:

- Wherever there is the most need: \$_____
- Food for the poor: \$_____
- Homeless shelter: \$_____
- AIDS awareness: \$_____
- Cancer research: \$_____
- Other: _____: \$_____

Pick a solution that supports recurring gifts

The easiest way to get people to donate more money is to give them a way to give without having to think about it. By allowing people to set up recurring gifts, they are more likely to give more money over the long run because they don't have to consciously remember to donate every month or year.

Promote online donations in your offline messages

Don't assume that just because your online donation form is on your Web site that the world will know it's there. Promote your online donation form when you are speaking with potential donors, in your newsletters, brochures, and articles. Having an online donation form gives people a great reason to visit your site, so use it to drive traffic.

Writing Tips
By Macon Morehouse

www.networkforgood.org/npo

Even with the best intentions, a story that is not written or presented well will not be received well in return. Following these simple rules and guidelines for before and during the writing process can save you unnecessary headaches while improving how your message is presented to the world.

1. Identify a good story. Not every happening at your non-profit is a story [for instance, getting new board members typically is not a story, though it might be worth a head's up to a local people-on-the-move or business column]. A story shouldn't be about *everything* your non-profit is doing. Look for a single, compelling focus and if possible, a strong peg [a reason why this is a story now] such as a trend, a news hook, an upcoming event that is open to the public or an amazing human-interest story about one of your employees or the people you are helping [see pitching tips #3 and #4].
2. Stay focused. Keep the point of your story in mind as you collect facts and conduct interviews so that you don't clutter your mind or the story with unnecessary information.
3. Don't try to get fancy with your writing – that can make it difficult for people to read and can actually hide the message you are trying to get across. Use clear, straightforward language and tell your story from beginning to end rather than jumping back and forth to different points in time. If you are writing something technical, find a way to translate it into more accessible language. How would you explain it to your mother? Your son? Readers can explore your website or ask questions if they want more detailed information.
4. Find great anecdotes to illustrate your story. Don't expect the anecdotes – particularly ones that tap into emotions – to come within five minutes of interviewing your story subject. Take the time to really talk with them while probing for the best stories. These anecdotes bring the story to life and often provide a good lead [beginning] or kicker [ending] for your story.
5. Be descriptive. Ask detailed questions in your interview. If it's a story about helping a family who can't afford groceries, ask what was in the refrigerator, or what their typical breakfast is. Use those details to make your reader hear, feel, see, taste and smell what you are writing about.
6. Don't take a "kitchen sink" approach. Be concise; not everything has to be thrown in. Including a few well placed and powerful anecdotes or quotes is much more effective than cramming in as many as is physically possible. Pick and choose what best conveys your message and the emotion of the story.
7. Tell your readers why they should care. To effectively reach a reader he or she has to become emotionally invested. How does what you are writing about affect them and the world around them?
8. Answer the question: Why now? That is, make sure there is some currency to your story. Stories that feel "old", either involving events from years ago or hyping as "new" some trend that has been around for a while will be of little or no interest to the media or potential readers.
9. Make your story part of a larger picture. For instance, is the problem you are writing about regional [a drought, for instance] or part of a national problem [growing number of obese children]?
10. Proofread. Better yet, have someone else proofread your story for you before you send it out or post it to your website. Make sure to catch all spelling and grammatical errors while checking to make sure the story makes sense. Does it have a clear beginning, middle and end? Are the facts correct? Does it answer the questions that it raises? Is any information missing?