

HOW TO USE

Impact-Driven Messaging To Build Trust Through Your Website

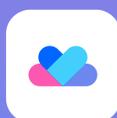


Donors aren't tired of giving. They're just tired of being told the same message over and over again. It's time to take supporters beyond the payment portal.

Learn how you can use impact-driven messaging to build trust through your website.

THIS E-GUIDE INCLUDES:

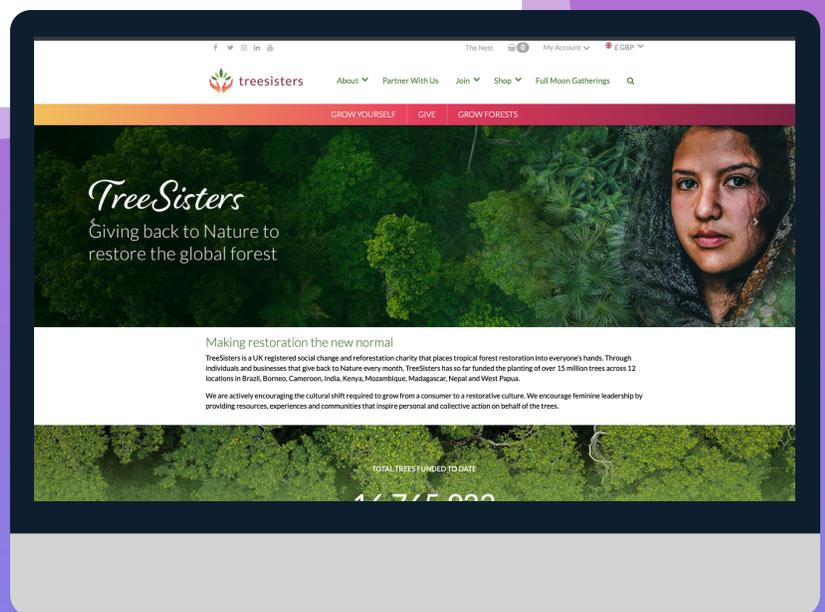
- The importance of demonstrating impact to supporters**
- How to build trust with supporters in a digital world**
- 6 website changes you can make to increase trust online**



The Importance Of Impact

At the end of the day, you care most about the people you're impacting. So do your supporters!

You already have your beneficiaries' best interest at heart, but by changing the tone of messaging on your website, you can ensure donors understand your level of commitment.



Building Trust In A Digital World

Donors are more receptive to language focused on the impact they are supporting vs. the dollar amount they are donating.

“Thank you for your \$20 donation.”

“[FIRST NAME], thank you for providing meals for a family for 1 week.”

You have an opportunity to deepen trust with donors by tweaking your website messaging to reinforce that when they support your organization, they are directly making a difference to change lives.

Keep scrolling to learn ways you can implement this!



6 Website Changes To Increase Trust Online

Incorporate Impact-Centric Language

You hear a lot about using “donor-centric” language in your fundraising appeals. But have you ever considered the power of “impact-centric” communication?

Impact-driven language hones in on the change your supporters will create through a donation.

IMPACT-CENTRIC TERMS:

Nourish
Save
Rescue
Educate
Heal

Equip
Empower
Restore
Uplift
Rebuild



ACTION STEPS

- Use impact-centric terms at least once on our homepage and giving page.**
- Use impact-centric language near each giving amount.**

Create A Familiar Experience For Supporters

Trustraising is about giving your supporters a fighting chance to build a heart connection to your mission in a digital world. Give them that chance!

In other words, do what their brain is expecting! Free the mind of your supporter so they can be free to focus on impact—on the outcomes of partnering with your mission—instead of how to navigate your donation form.

ACTION STEPS

- Use similar fonts to the fonts they see all day.
- Use similar button colors for your donate buttons.
- Use icons that are familiar.
- Use similar positioning.

EXAMPLE:

Donation Page A

Make a Difference

Name

Email

Credit Card Number

Expiry Date

CVV

Submit



Donation Page B

Make a Difference

\$50

\$100

\$300

Name

Email

0000 0000 0000 0000

MM / YY CVV

Add \$2.35 to cover the fees and make the most impact.

 Pay Now

 Your card will be charged safe and securely.



Share Compelling Stories Through Words and Visuals

Stories shape people; they can inspire them to feel, think, and act differently.

Use the power of storytelling to connect your nonprofit's community, supporters, beneficiaries, and potential employees with your cause!

Storytelling should be a central part of every page of your website.

Your homepage should include your mission, vision, and impact statements, as well as a testimonial.

You may also want to dedicate entire pages to storytelling, such as blogs, testimonial graphics, and video libraries.



Share Compelling Stories Through Words and Visuals

CONTINUED

Don't forget eye-catching visuals! This includes stock photos, videos, icons, fonts, and colors that complement your stories. Visual communication enhances the impact of your messaging.

EXAMPLE:

SAF INTERNATIONAL

Main Website | Gift Catalog

Sponsor a Child Donate

Sponsor a Child

Sponsor a Child for just \$35/month

Sponsor a Child

Many communities across South Asia are struggling and losing hope. We exist to uplift these people by guiding them along Baba Nanak's path towards self-betterment.

ACTION STEPS

- Add at least one story on each page of our website.**
- Add at least one compelling visual on each website page.**

Make Sure Your Website Loads Quickly and Feels Secure

You don't want anything distracting supporters from the impact and story you're sharing on your website!

Protect your donor's information by purchasing an SSL and using a platform that is secure.

Donors may find it comforting as they pay attention to security logos on your site. Compress pictures, avoid Flash, and limit custom scripts, plugins, and fonts (sans serifs is always a winner!).



<https://www.website.com>



<https://www.website.com>



ACTION STEPS

- Purchase an SSL.
- Compress all images (Try tinypng.com!).
- Remove Flash.
- Limit custom scripts, plugins, and fonts.

Invite Supporters Into An Online Experience

People won't always remember what you say, but they will remember how you make them feel. The same is true when you are creating a digital experience for supporters.

Make sure your website is easy to navigate and is built with a responsive design, so supporters feel like they're going on a journey with your nonprofit rather than wandering through clunky pages.

ACTION STEPS

Your website should have:

- Clear page navigation.
- Primary navigation bar.
- Contact information in the footer.
- Overall user-friendly interface for viewers to explore.

Empower Supporters to Make A Difference

After inspiring supporters to give, make sure they know where they can donate!

Make your donate button easy to find. Put a “donate” or “donate now” button on the top right corner of your navigation bar, so donors can easily see where they can give.

Include clear calls to action (CTAs) throughout your website, so supporters have ample opportunity to visit your giving page.

Keep CTAs consistent throughout your website. Use the same 1–3 short, keyword phrases, such as “Donate,” “Donate Now,” or “Make a Difference.”

Empower Supporters to Make A Difference

CONTINUED

Remove any and all hurdles for getting to your donation page. Buttons and links should take them directly to your giving page where they'll find a quick, easy-to-use donation form. Test, test, and re-test!

EXAMPLE:

The screenshot shows the website for Hospice of San Joaquin. At the top left is the logo with a butterfly icon. The top navigation bar includes links for "FOR HEALTHCARE PROVIDERS", "COVID-19 NEWS & ANNOUNCEMENTS", "GRIEF SUPPORT", "EVENTS", and "NEWS". Below this is a secondary navigation bar with "ABOUT US", "OUR SERVICES", "VIRTUAL TOUR", and "CONTRIBUTE". A prominent orange "CONTRIBUTE" button is circled in pink in the top right corner. The main content area features a banner image of two women, one holding a gift, with the text "Creating a Legacy of Hope" and a "Donate Today" button circled in pink. Below the banner is a blue section with a butterfly icon, a link to "HERE" for annual memorial service tributes, and a "Make a Tribute" button circled in pink.



ACTION STEPS

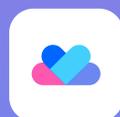
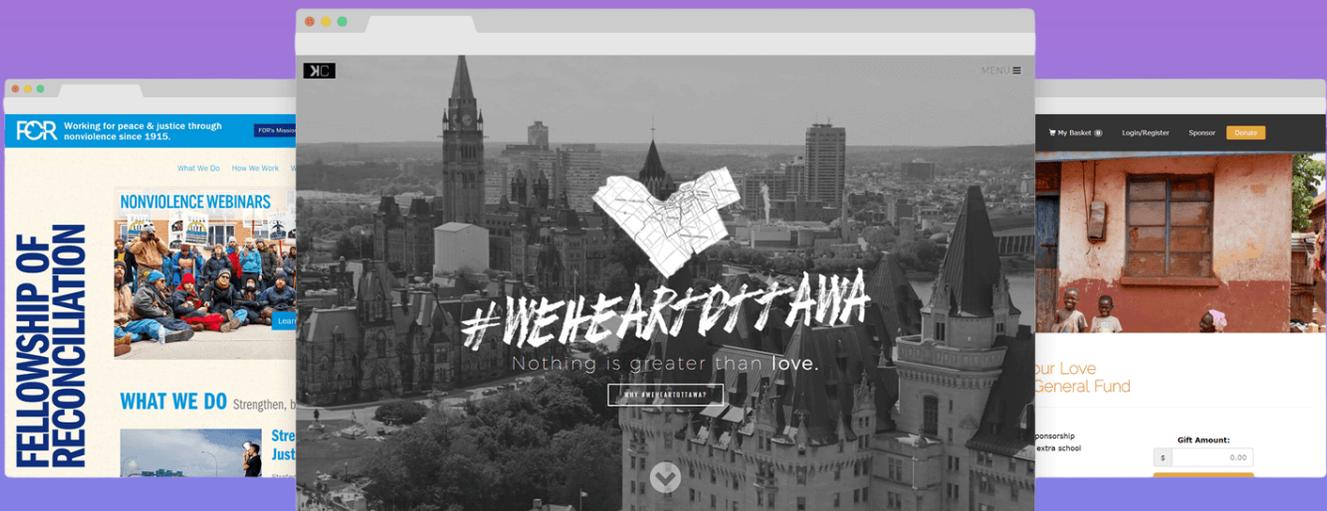
- Donate button on top-right corner of the navigation bar.
- Include at least 1 "donate now" CTA on each page.
- Use the same 1-3 CTAs throughout the site.
- Test all "Donate" links to make sure they go straight to an easy-to-use donation form that is working correctly.

Boost Digital Trust With Givecloud

Create an engaging fundraising experience that's focused on building trust and inviting supporters to make an impact. Our tools and tech allow you to focus on doing what you do best.

Use Givecloud's simple tools to do all of your fundraising in one place, so you can spend more on mission, and less on administration.

[Try Givecloud - It's Free!](#)



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