



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip
March 9, 2026
Giving Page Conversion

Dear Ministry Leader,

“Most nonprofits spend their time trying to get more people to their giving page. But the real opportunity may be helping more of the people who are already there say yes.” Here are a few statistics, reminders, and tips for your consideration.

1. The average nonprofit giving page converts only about 15–20% of visitors.

That means 80–85% of the people who land on the page leave without giving.

In other words, if 100 interested people click your “Give” button, only about 15–20 actually complete the gift.

This is why even small improvements to a giving page can produce significant results. If you move conversion from 18% to 25%, you increase online giving by nearly 40% without adding a single new visitor.

2. Mobile conversion rates are dramatically lower than desktop.

Typical conversion benchmarks:

Desktop: ~18–22% Mobile: ~10–14%

Yet more than **half of nonprofit website traffic now comes from mobile devices**. So if a giving page is difficult to navigate on a phone, the organization is almost certainly losing gifts from people who intended to give.

3. Simpler giving pages raise more money.

Studies repeatedly show that every extra step reduces completion rates. For example:

Removing unnecessary form fields can increase conversions by 10–20%. Reducing the giving process to one or two screens dramatically improves completion rates.

Many nonprofits unintentionally treat their giving page like a data collection form instead of a generosity opportunity. The numbers above make it clear that this is a mistake we can't afford to make.

Here are a few more tips on how you can improve your giving page conversion rate and better engage potential financial partners.

1. Put the mission and impact at the top of the page

Many giving pages start with the form instead of the reason to give. Before someone fills out a form, they should see a short reminder of why their gift matters. A strong headline and one or two sentences about the impact can dramatically increase completion.

For example:

"Your partnership helps lost and hurting teenagers discover hope, belonging, and a future with Christ."
This keeps the giving page focused on purpose, not process.

2. Offer clear suggested gift amounts

Suggested giving levels reduce decision fatigue and increase average gift size. Instead of a blank field, provide 4–5 meaningful options tied to ministry impact.
Example:

\$50 – Provide the food and supplies for one Campus Life club

\$150 – Support a student leader for a week

\$300 – Sponsor a teen for camp

People are far more likely to complete a gift when they see a clear starting point.

By the way, this is commonly referred to as a value-giving array. Watch for future tips that talk about giving page options and when different types (fill in the blank, giving array, value giving array) are the most efficient for a given event, campaign, etc.

3. Make the monthly partnership the first option

Organizations that highlight monthly giving on the giving page often see 15–25% of online donors choose the monthly option.

A simple toggle works well:

One-Time Gift | Monthly Partnership

When monthly giving is framed as an ongoing partnership, it often becomes the most powerful long-term growth strategy for ministries.

4. Reduce the number of required fields

Every additional field increases friction. Most organizations ask for far more information than they actually need. At a minimum, a giving form only needs:

Name - Email - Payment information

Address, phone, and other fields can often be optional. Simplifying the form can improve completion rates by 10–20%.

5. Make sure the page works beautifully on a phone

Over half of nonprofit website visitors are now on mobile devices, yet many giving pages are still designed primarily for desktop.

Check three things:

Are the buttons large and easy to tap?

Does the page require minimal scrolling?

Can someone complete the gift in under 60 seconds?

If giving feels difficult on a phone, many people who intended to give will simply stop or get too easily distracted.

6. Make sure your giving page allows for digital wallets

Apple Pay and Venmo are a must. Google Pay also has a high potential.

Cash App and I'm sure others I'm not familiar with are possibilities, but then you start running into formatting and complexity issues.

Why not try this?

Take ten minutes this week and walk through your giving page(s) on your phone. If the process feels confusing, slow, or cluttered, there's a good chance your partners are experiencing the same thing. But better yet, since you know your page, you aren't really the best test. Ask a trusted donor for a \$1 gift during an appointment with them (tell them you will give the \$1 back), then ask about navigation or page issues.

Passionately,

Rick

P.S. Not sure? I get it. Let me encourage you to call one or two of my clients. Brad Bills from Hosea Youth Services at (541) 301-8553, Ron Riemersma from Badgerland Youth for Christ at (920) 251-5217, Stacy Young from Noble Warriors at (804) 347-7593.

If you are not actively pursuing both asset-based gifts and Legacy gifts, you need to figure out, right now, how to add those critical partnership and giving stream elements into your fund development plan.

According to the team at Freewill (which many of you are familiar with), something as simple as just a few notes and letters a year, mentioning the possibility of either of the above, can make a dramatic difference. So let's get started:

1. Commit to adding a newsletter blurb 3 times next year to mention the possibility. Schedule those now!
2. [Download the attached letter](#), customize it, and send it twice a year, in addition to your newsletter pieces.
3. Need to know more about Legacy Giving or Asset-based gifts? There are a ton of resources. Call me, and I'll share several.

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