7 Best Practices for Givers and Forms

Impact both stewardship and engagement with forms. Receive the flexible, buildable tools you need to provide a secure, streamlined experience that helps church members with registration, payments, and donations. The intuitive form-building process means church staff can explore, modify, and create with ease.

1 Simplify Your Forms

Less is more when it comes to forms. Many fields can be a security hazard and intimidating to donors. It is crucial to keep online forms as simple and clean as possible by limiting the number of form fields.

2 Keep a Logical Layout

Group common information and provide a logical progression of questions. Forms should be easy to navigate with a reasonable flow of sequence. Keep donors engaged with a mobile-friendly layout.

3 Provide a Recurring Giving Option

Accelerate generosity throughout the year by providing a recurring gift option on your form. Recurring donors tend to give 42% more annually than those who give one-time gifts. Plus, stabilize your church budget and drive predictable financial consistency with recurring giving.

4 Make It Easy to Find

Your form can be perfectly polished and mobile optimized, but your church members need to be able to find it in order to give. Make your donate button obvious and provide the link to your giving form in your online communications.

5 Suggest Donation Tiers

Offer suggested donation amounts for various campaigns. Research shows that giving people options with suggested gift amounts leads to an increase in gift size. Rather than asking them to enter any dollar amount, recommend various giving levels.

6 Allow Gift Assistance

Provide a checkbox in your donation form for users to click if they're interested in covering the small processing fee. Many people are willing to do this, and it will help save in overall costs for your church. Don't forget to display the amount of the processing fee.

7 Optimize for Mobile

Because many people who are giving online do so from their phones, your donation form should be accessible from any device. This will improve donor experience and can even enhance generosity because it's easy to give from anywhere.