

Give

+



NONPROFIT
LEARNING LAB

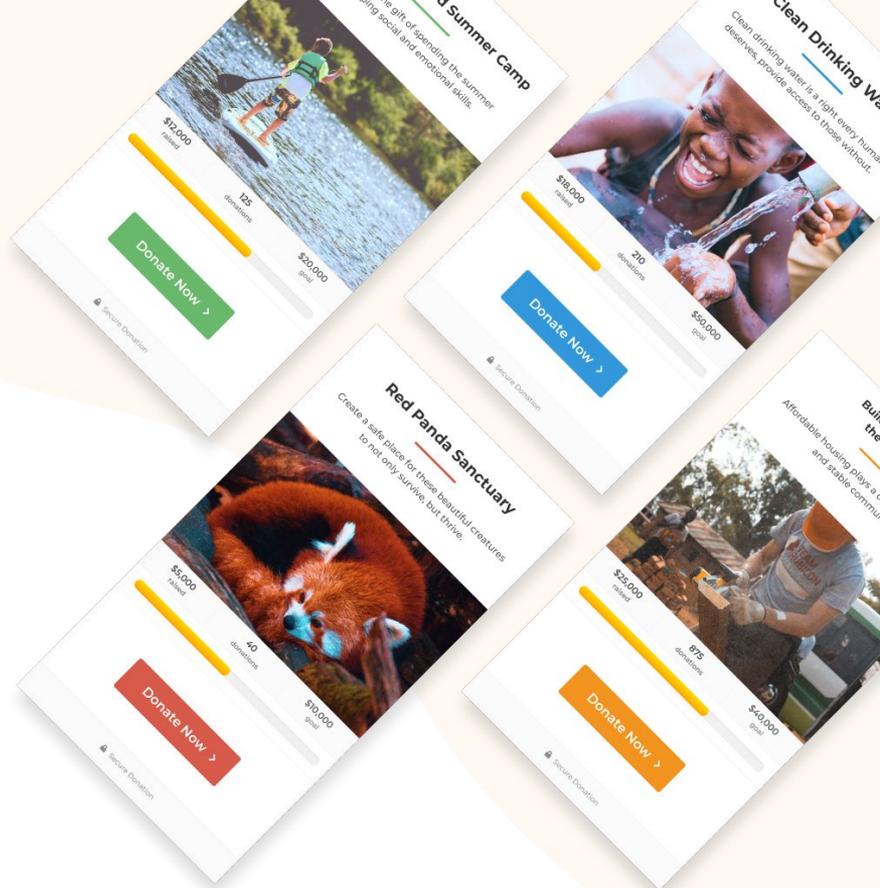


Building Donation Landing
Pages for **#GivingTuesdayNow**
with WordPress

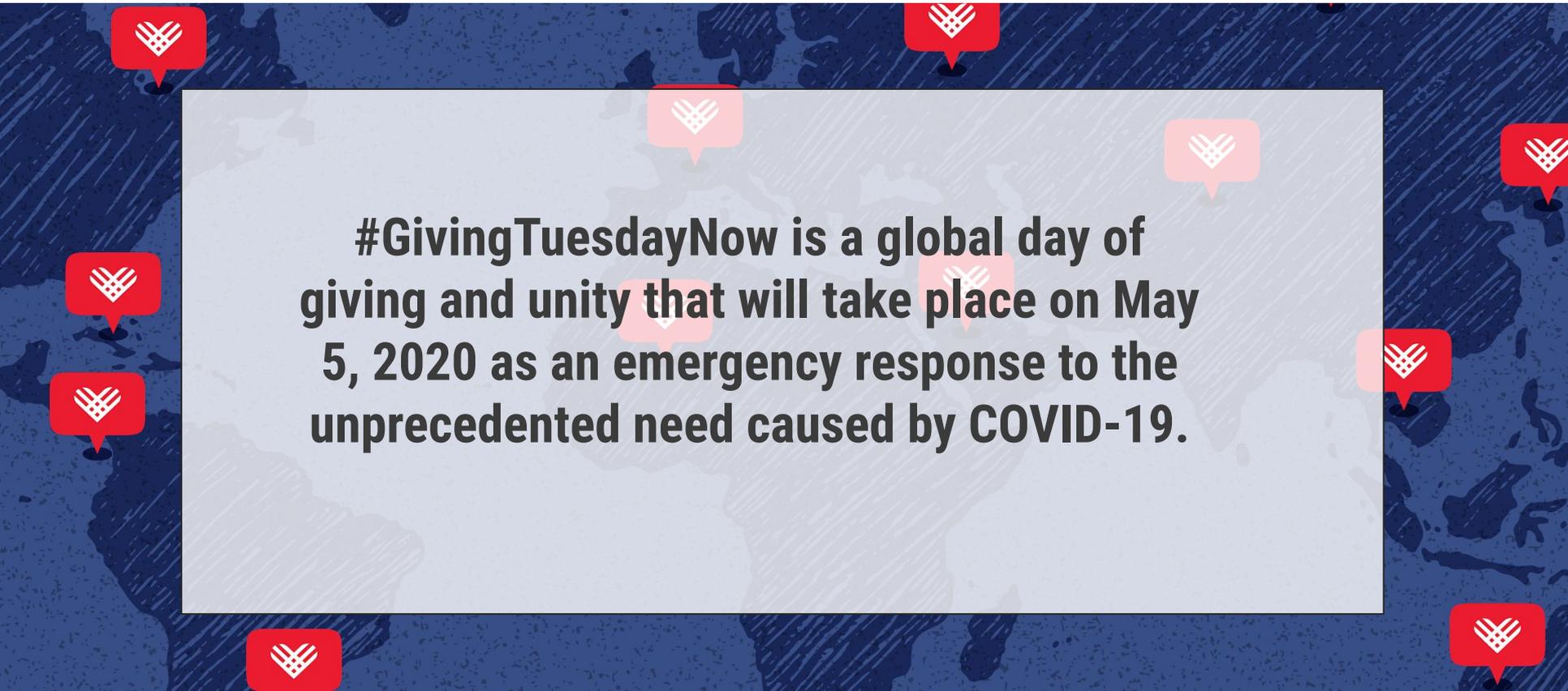
April 20 | 10 am - 10:45 am PT | 1 pm - 1:45 pm ET

GOALS

- ✓ Launch a #GivingTuesdayNow campaign
- ✓ Understand Hosting Options
- ✓ Understand Page Builder Options
- ✓ Understand GiveWP



What is #GivingTuesdayNow?



#GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

Quick Poll!

Have you ever participated in Giving Tuesday before?



Yes!



No



Why WordPress?

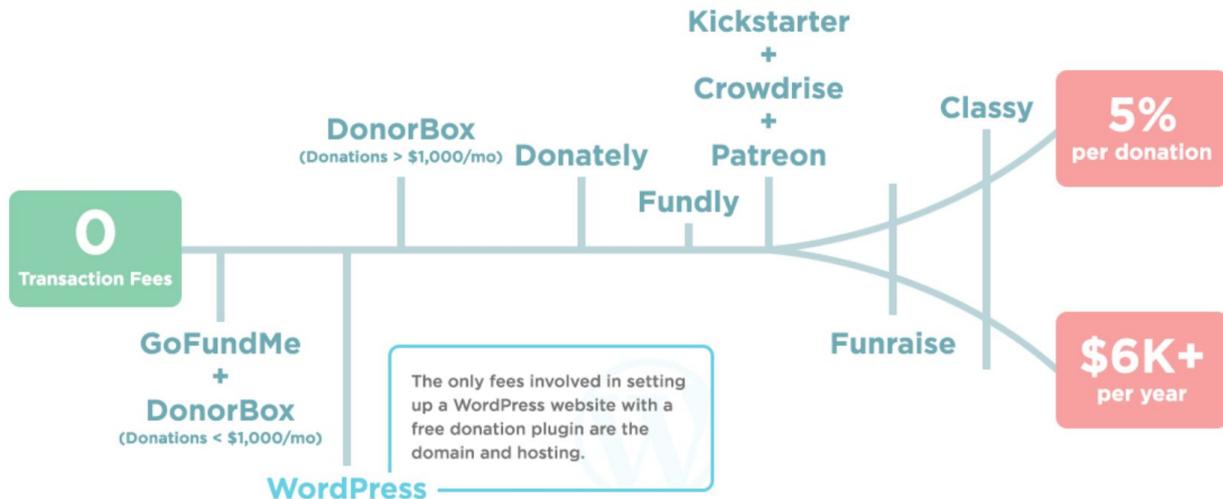
WordPress is Perfect for Fundraising



Why Choose for Fundraising?

How Much Does Fundraising Cost?

Some platforms charge a fee, others take a percentage of each donation, some do both.



Why Choose for Fundraising?

Who Owns Your Donor Data?



Complete Ownership

WordPress



Shared Ownership

Classy

Kickstarter

Funraise

Crowdrise

Patreon

Fundly

Network for Good



No Ownership

GoFundMe



Why Choose for Fundraising?

How Easy & Flexible is the Design?



Quick Poll!

*Do you already have a
WordPress website?*



Yes!



No



How to Host a WordPress Website

It's easier than you think



Spin Up a WP Site Quickly

You don't have to be a developer

GoDaddy Managed WP Hosting

Really great on-boarding process that allows you to have a basic website within a few clicks.



WP Engine

They created the “managed WordPress” space and know how to do it really well. They also have NPO discounts if you ask.



Bluehost

Official recommendation of WordPress. They have some of the best prices, specifically for NPOs.



Kinsta

Kinsta

A more “premium” hosting, but with reasonable pricing as well.



SiteGround

Siteground

Very affordable with good hardware. A little more technical platform, not as much hand-holding.



Liquid Web™

Liquid Web

Very good hardware, good pricing, good on-boarding. A solid option with NPO discounts as well.

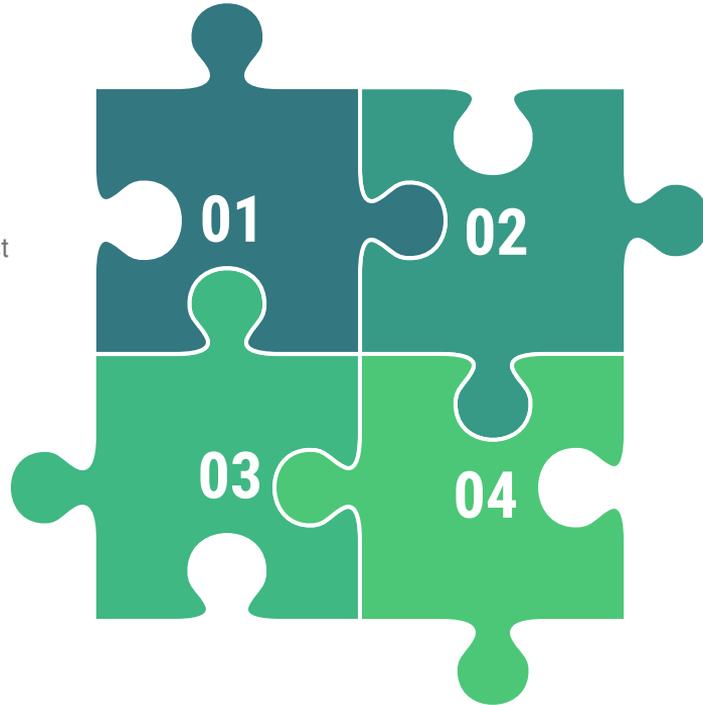
Hosting Requirements

Security

Security is more than an SSL certificate. Make sure to ask your host how they help secure your site

Encryption

- SSL certificates
- cURL 7.40 minimum
- PHP 7.1 minimum
- MySQL 5.6 minimum



Backup and Restore

Where do they store the backup? How do you access it? How do you restore it?

Staging Environment

Testing your live site is best with a live and secure staging environment.



WordPress Page Builders

They're not all created equal...



Recommended Page Builders

They make Landing Pages EASY



The WordPress Editor (aka “Gutenberg”)



It's become ubiquitous and has a lot of options, but is still very dependent on the stability of your theme.



Elementor



Really makes beautiful, full-page designs easy. Thousands of pre-made templates for free and paid to choose from.



Beaver Builder



Also very robust, works in a way that some find more intuitive. Large and generous community of users to lean on.

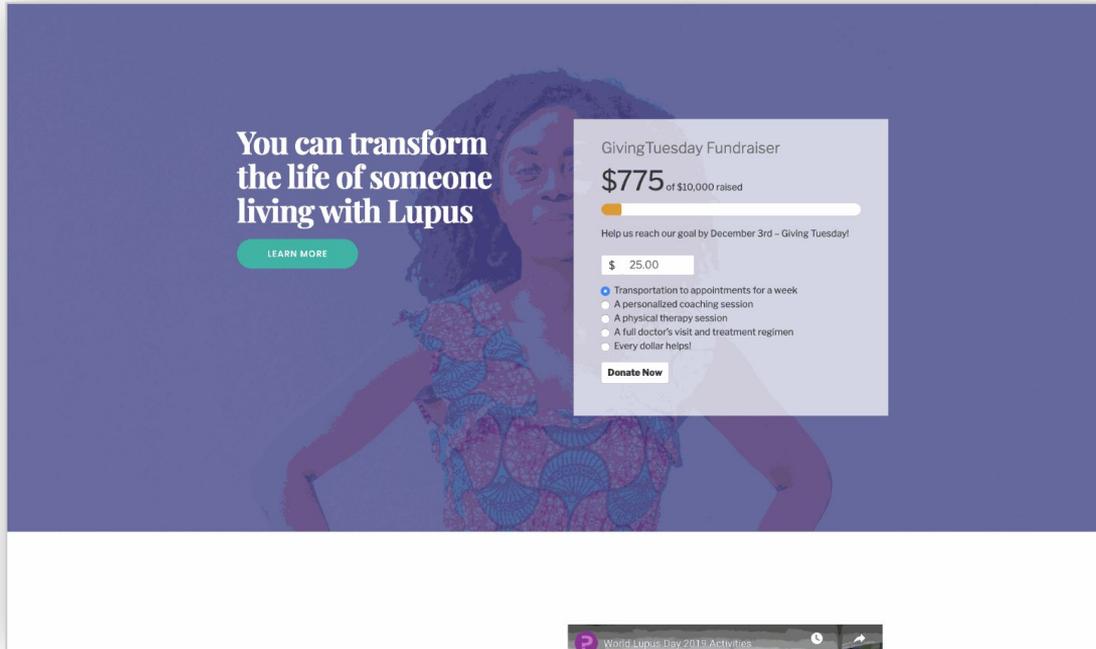
Principles of Good Landing Page Design

Keeping it Simple

- ✔ **Tell Your Story**
- ✔ **Make it Visual**
- ✔ **Add Testimonials**
- ✔ **Limit actions to one: Donate!**



Elementor Landing Page Example



- ✔ Donate at the top
- ✔ Story with convincing data and visuals
- ✔ Tells where your gifts will be applied
- ✔ Shows recent donors and their comments of support
- ✔ Reinforces the Cause
- ✔ Ends with another chance to Donate



Beaver Builder Landing Page Example



- ✔ Donate at the top
- ✔ Story with convincing data and visuals
- ✔ Tells where your gifts will be applied
- ✔ Shows progress bar to elevate urgency
- ✔ Provides Stories of the students they benefit

Quick Poll!

*What do you think of
Gutenberg?*



Love it!



Hate it



Give

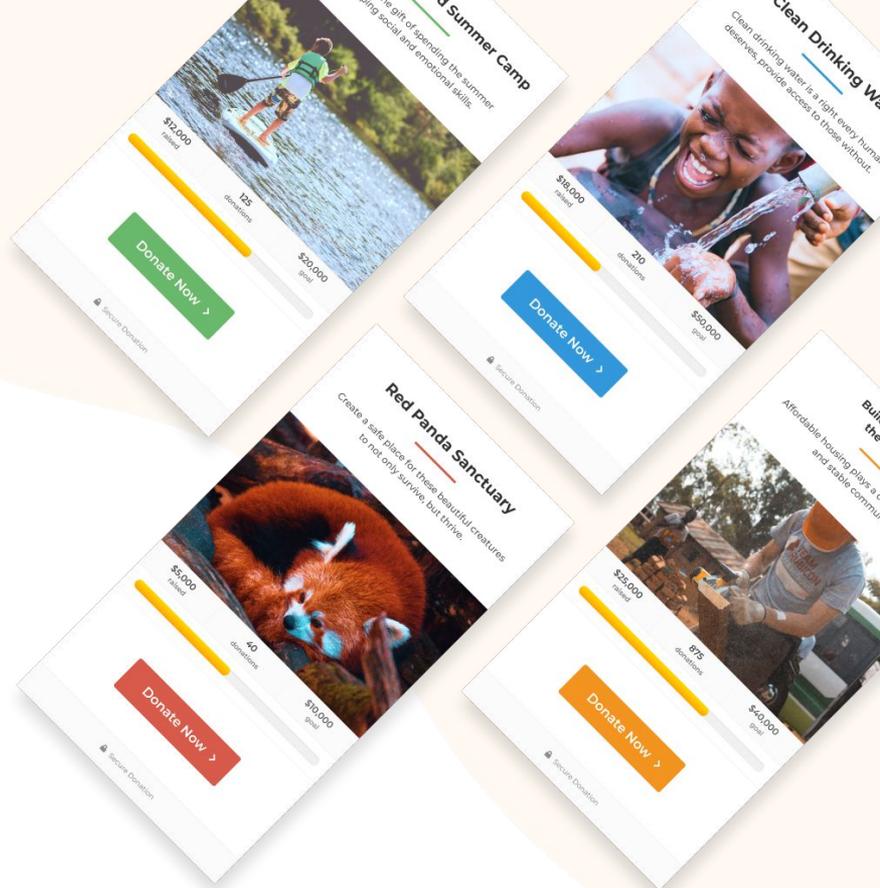
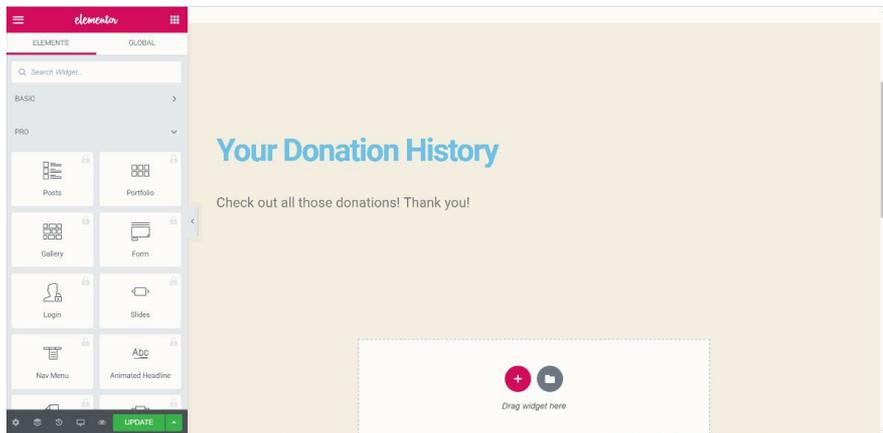
Using GiveWP for Donations

Let GiveWP empower your self-hosted, flexible,
customizable, secure online donations.



1. Works with WP + Page Builders

- ✓ Blocks
- ✓ Shortcodes
- ✓ Widgets



2. Flexibility + Control + Simplicity

Recurring Donations

every month for

Choose the recurring billing interval, period, and length of time.

Custom Amounts

Enabled Disabled

Donor Comments

Enabled Disabled

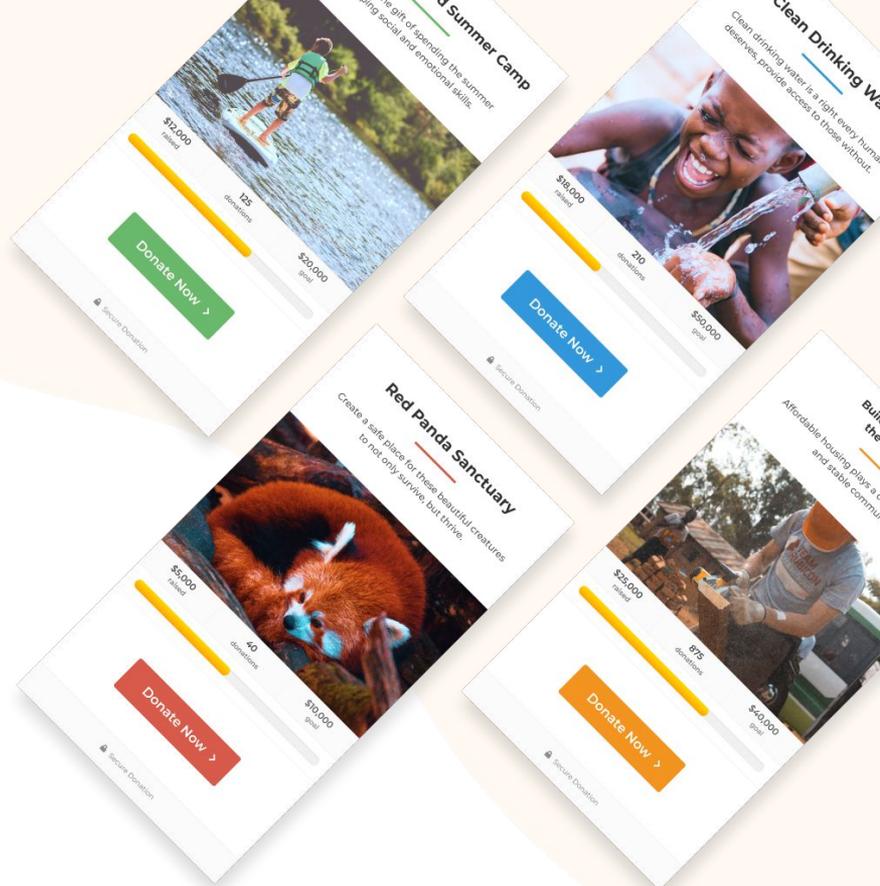
Goal Format

Amount Raised
 Percentage Raised
 Number of Donations
 Number of Donors

Only count recurring donations

Display Options

All Fields Modal Button Reveal



3. Donor Management

[Donor Profile](#) [Donor Notes](#) [Delete Donor](#)



#1 Tara Claeys

Donor since November 29, 2016

[Edit Donor](#)

User ID: **2** - [Disconnect User](#)

Address: **123 Test St**
San Diego CA US 92101

2 Completed Donations **\$75.00 Lifetime Donations**

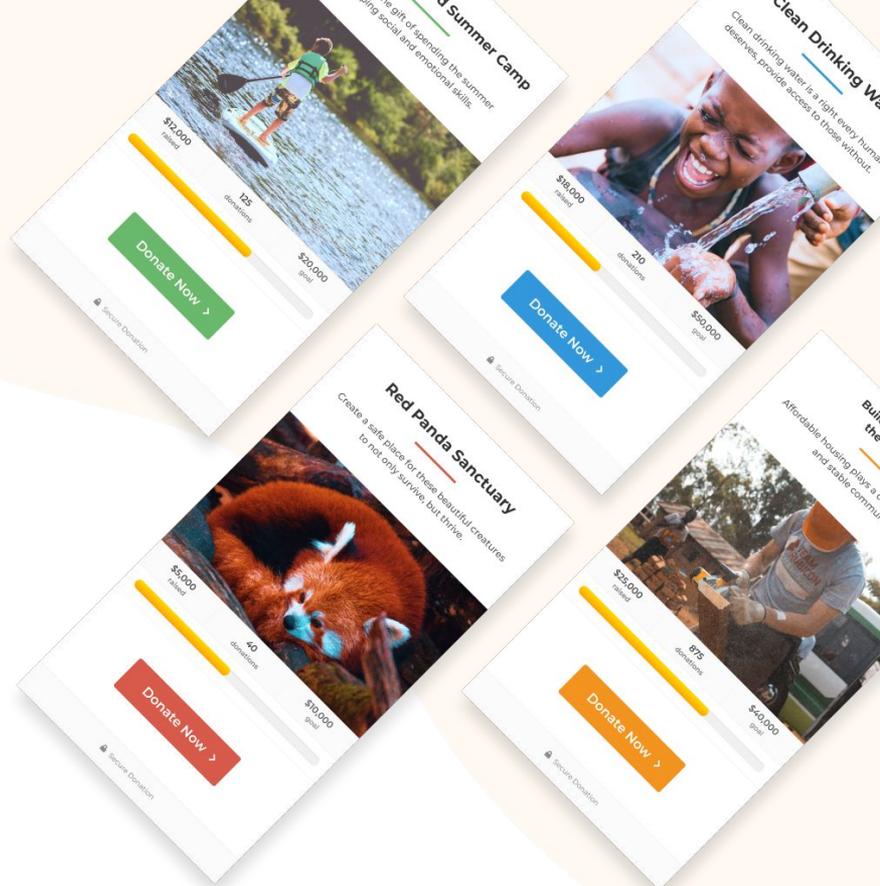
Donor Emails

Email	Actions
tara@example.com ★	

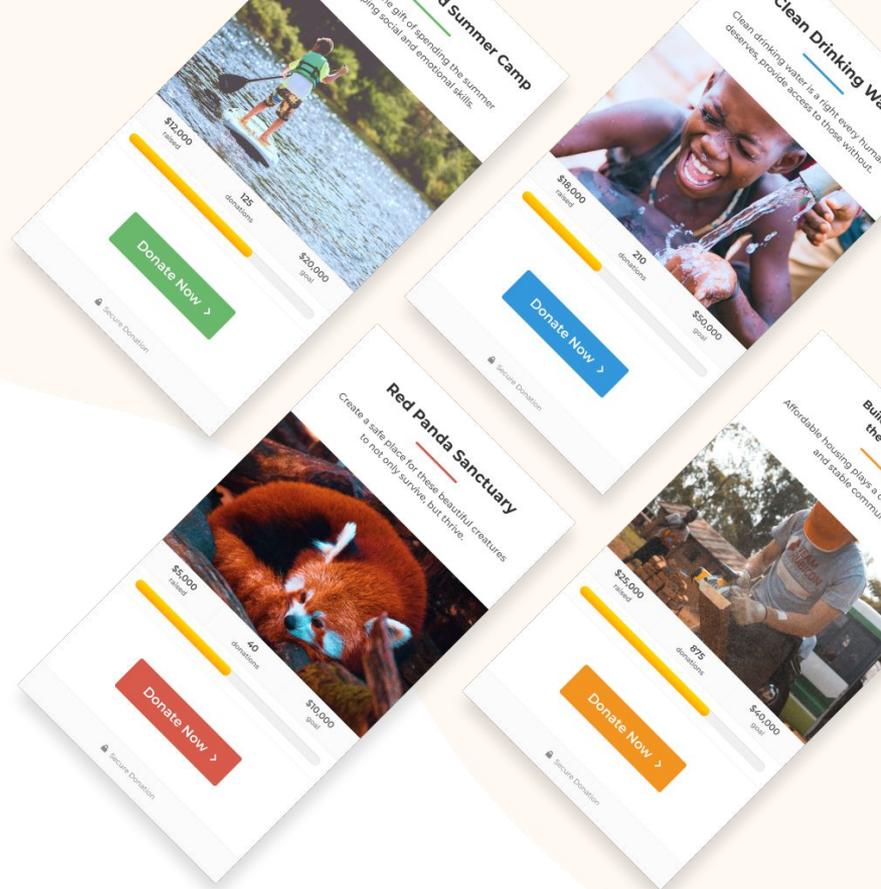
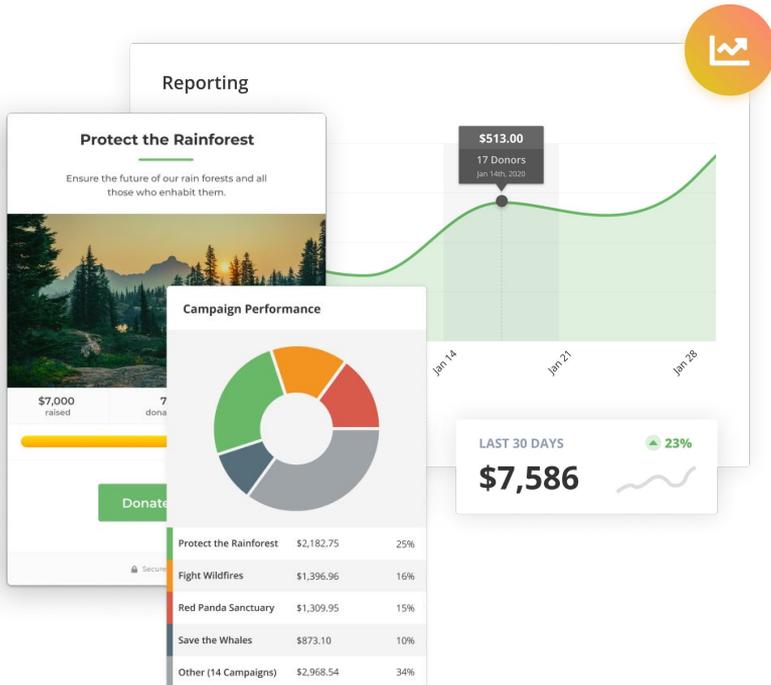
Make Primary [Add Email](#)

Recent Donations

ID	Amount	Date	Status	Actions
22	\$25.00	January 23, 2017	Complete	View Donation
20	\$50.00	November 29, 2016	Complete	View Donation



4. Reporting



5. Affordable Add-ons



Accept Credit Cards On Site

Create powerful fundraising campaigns directly in WordPress. Accept one-time and recurring donations, set campaign goals, and so much more!



Host of Marketing Integrations

Connect to powerful marketing platforms like MailChimp and Constant Contact with GiveWP fundraising marketing add-ons.



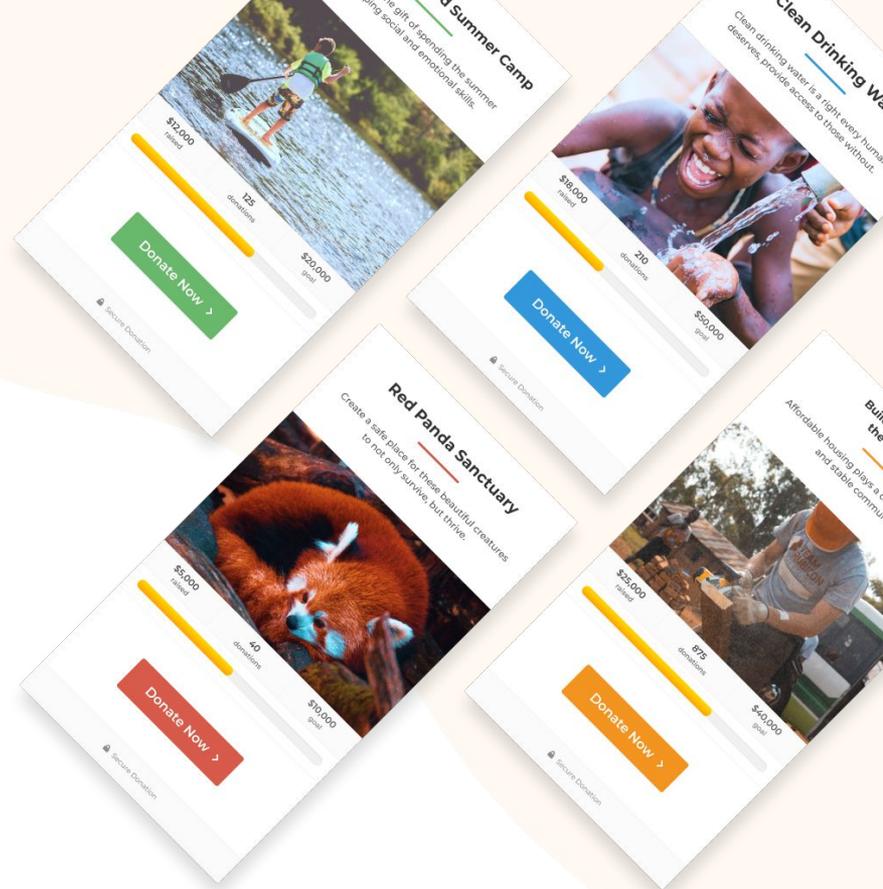
Salesforce Integration with Zapier

Integrate your donation forms with your Salesforce account through the Zapier add-on to maintain better donor relationships.



Enhanced eCommerce Tracking

Add the GiveWP Google Analytics add-on to keep track of your donation form performance and donor traffic behavior.



Quick Poll!

Are you satisfied with your current online giving platform?



Yes



Neutral



No