



DONATION PAGE RUBRIC

Organization:
URL:

2018 Edition

Item	Scale				
	P o o r	Good			E x c e l l e n t
1. The donation page is accessible in 1 click / the donation page is easy to find on the home page of the website.	1	2	3	4	5
2. The donation page is mobile friendly.	1	2	3	4	5
3. The page is clear and concise – there aren’t multiple links leading the donor away from the page (limited navigation), there is limited text, and the page is not cluttered.	1	2	3	4	5
4. There is a brief and compelling “why” that encourages the donor to give.	1	2	3	4	5
5. There are suggested, realistic, donation tiers (4 to 6) and a custom entry input option.	1	2	3	4	5
6. There is an option to make the gift a monthly or recurring gift.	1	2	3	4	5
7. There are limited images on the page. If there are images, they relate to the value proposition.	1	2	3	4	5
8. The form fields are kept to a minimum – only necessary information is garnered.	1	2	3	4	5
9. The donation amounts are equated to an intended impact.	1	2	3	4	5
10. The donor is kept on the site to make their gift. The donation process is done through a secure processor.	1	2	3	4	5
11. The donation page is branded.	1	2	3	4	5
12. There are social sharing options either on the main donation page or on the donation confirmation page/donation receipt.	1	2	3	4	5
13. After the donation, the donor is sent to a specific page of interest, a thank you, a survey, etc. (somewhere meaningful).	1	2	3	4	5
14. The donor receives an email receipt automatically after making their gift.	1	2	3	4	5
15. The donation form is easy to use, overall.	1	2	3	4	5

Additional comments: