

Festive fundraising framework

1

Set clear and diverse KPIs for your appeal



2

Plan integrated campaigns for higher engagement



3

Use PURLs - QR codes in DM / links in eDM



4

Create dashboards and performance reports



5

Use landing pages to improve consideration



6

Leverage Google Ads and your Google Grant



7

Optimise site content for relevant search keywords



8

Utilise Meta's Advantage+ with lots of creatives



9

Set up enhanced conversions on Google / Meta



10

Build lookalike audiences from donors



11

Test new strategies with small budgets to learn



12

Celebrate recent donors as social proof



13

Track and monitor appeal performance regularly



14

Eliminate unnecessary donor log-ins to reduce friction



15

Optimise your donation form for mobile users



16

Highlight security features and payment options upfront



17

Offer multiple payment options - PayPal / Apple Pay



18

Pre-select your common donation to avoid hesitation



19

Share the impact of a donor's support



20

Simplify your form fields to reduce time



21

Run A/B tests to maximise conversion rates



22

Encourage social sharing after a donation



23

Promote the benefits of regular gifts



24

Follow up / retarget visitors who didn't donate



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