



StratusLIVE WEBINAR



# Donation Pages that Convert:

How to Use Effective Page Design and AI

# MEET THE SPEAKERS



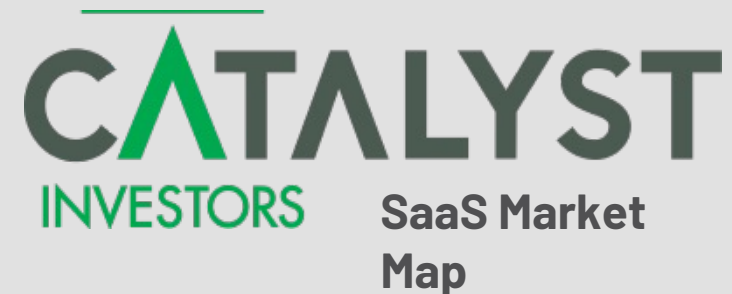
**Katie Wilson**  
Digital Marketing  
Manager  
StratusLIVE



**Kelly Perry**  
Senior Digital  
Marketing Manager  
StratusLIVE

# AGENDA

- Introduction to StratusLIVE
- Untapped Potential of Online Giving
- The Importance of a Strong Brand
- On-Page Donation Page Optimization Tips and Tools
- How to Use AI to Drive Conversions
- Importance of Integrated CRM & Digital Engagement Platform
- Donation Page Examples
- Q&A



techsoup



Awarded by CIOReview



# DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%  
Implementation  
Success Rate

20+ M  
Donor Profiles

+58 NPS

\$1B+  
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, AI-powered, fully-integrated, enterprise-class solution for modern digital fundraising.

# ORGANIC TRAFFIC & ONLINE DONOR ACQUISITION

38%

of all nonprofit website visits in 2022: organic

.23%

of organic website visitors donated

33%

Of recurring donors are acquired online

Average monthly donor **contributed more** over the course of the year than average one-time donor



# IMPORTANCE OF BRAND IDENTITY

Brands are more than logos and color schemes:

- ✓ Design
- ✓ Messaging
- ✓ Audience Targeting
- ✓ Consistency

A strong brand identity:

- ✓ Sets your Nonprofit Apart
- ✓ Builds Trust
- ✓ Fosters Donor Loyalty

# BRAND GUIDELINES

Ensure everyone in your organization maintains clear brand identity by providing everyone with a set of guidelines. This can be as short as a one-page PDF, or a multi-page PowerPoint.

- Tone/Voice
- Colors
- Fonts
- Images
- Logos



## Artist Impact Brand Guide

### Font Guide

**Aa**

Quincy - Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890.,?'

**Aa**

Brasika - Header Text

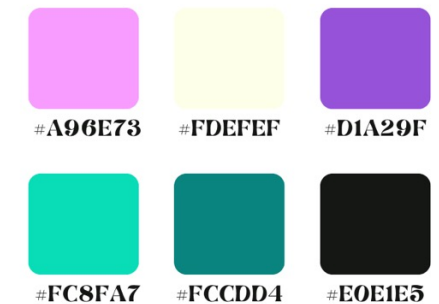
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890.,?'

### Voice & Audience

**Inspiring & Fun**  
Artists & Parents of Teens

We believe that every young artist deserves a chance to shine, and we are here to be their guiding light. Our vibrant and engaging programs are meticulously designed to nurture creativity, foster growth, and celebrate diversity in artistic expression.

### Color Palette



### Graphics



# ON-PAGE OPTIMIZATION FUNDAMENTALS

Add Headings  
with Target  
Keywords

Meta  
Description

Alt-Tags

Mobile  
Optimization



# ADDITIONAL OPTIMIZATION TIPS

- ✓ Place your donation button above the fold
- ✓ Use a contrasting button color
- ✓ Offer multiple payment methods including digital wallets
- ✓ Integrate your online donation page with your CRM



# DONOR ENGAGEMENT TOOLS

- Designations
- Tribute & Memorial Gifts
- Benefits/Incentives
- One-time or Recurring Giving Levels
- Upsell to Recurring Widget

## KEEP TRACK

Leverage Google Analytics and Tag Manager to collect valuable data on user behavior and interaction within your digital engagement platform, providing insights that can **improve user experience and marketing strategies**

- Page views
- Starts a donation or registration
- Makes a donation
- Registers for an event or volunteer opportunity
- Creates a fundraising page



# USING AI TO DRIVE CONVERSIONS

## Generative

Creates new content using existing data, helps automate the creation of personalized fundraising materials.

## Predictive

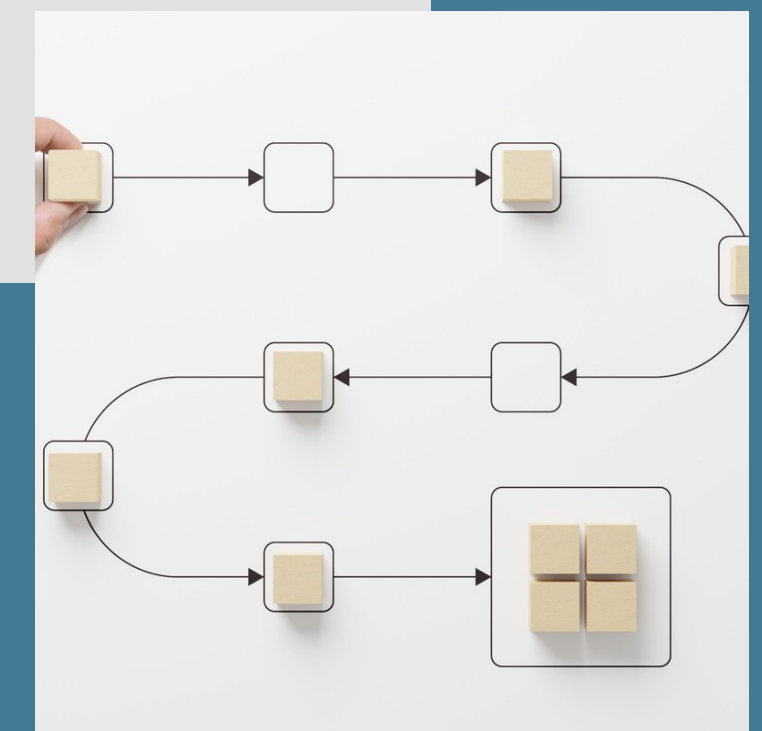
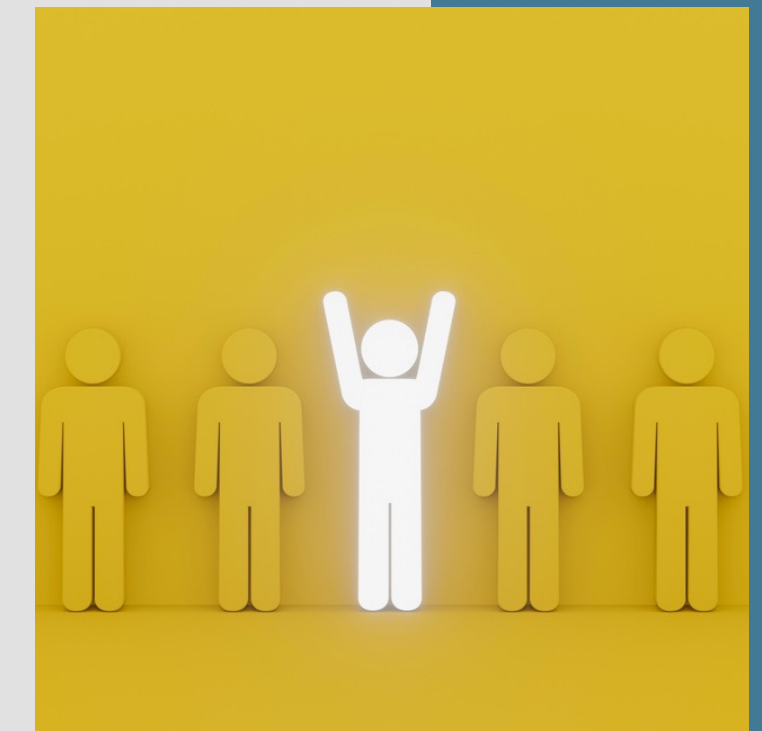
Analyzes past data to forecast future outcomes, helping nonprofits identify trends and potential major donors.

## Personalization

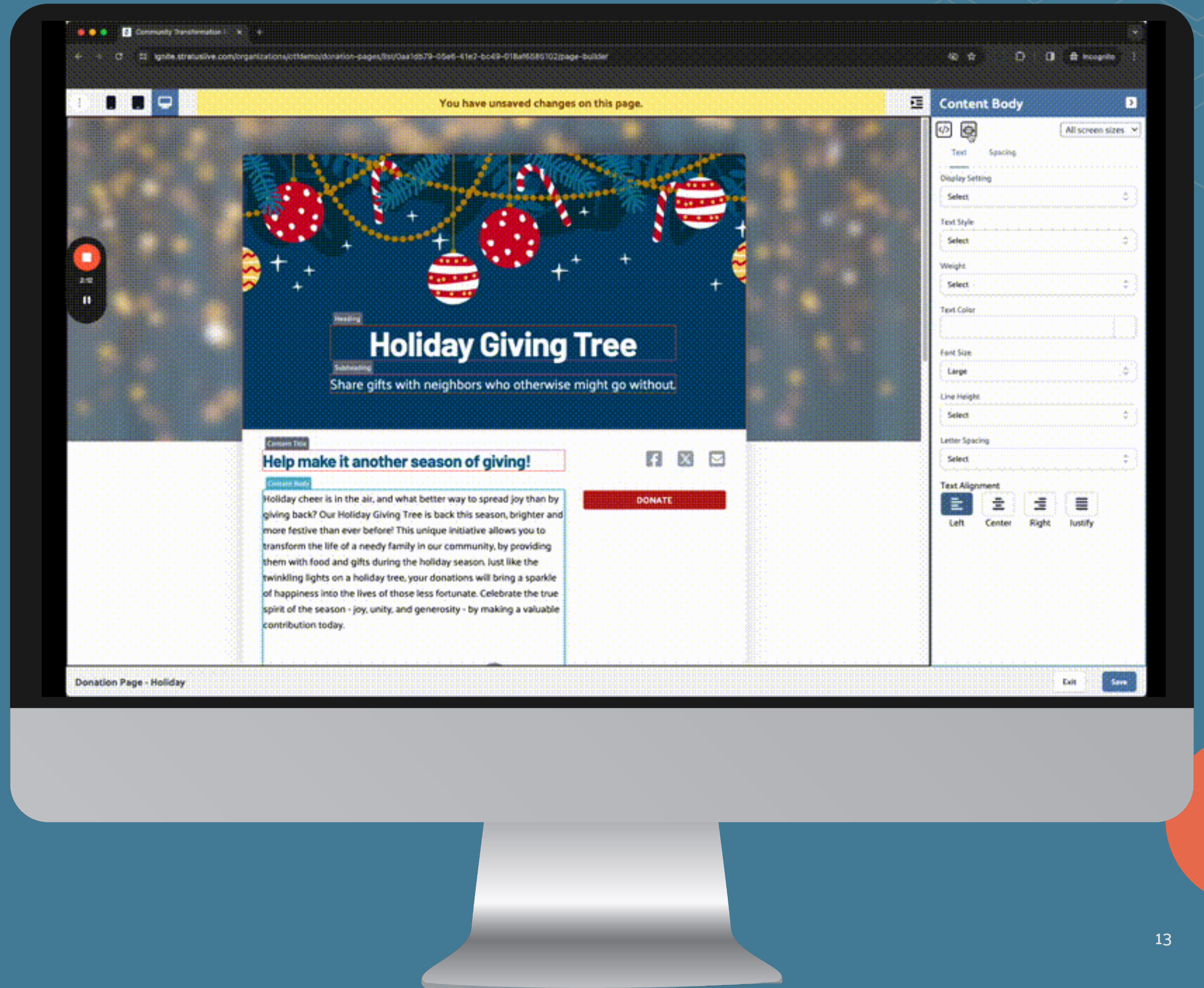
Tailors interactions to individual preferences, enhancing donor engagement through customized communications.

## Automation

Streamlines routine tasks, increasing efficiency in administrative functions like data entry and donation processing.



IGNITE AI



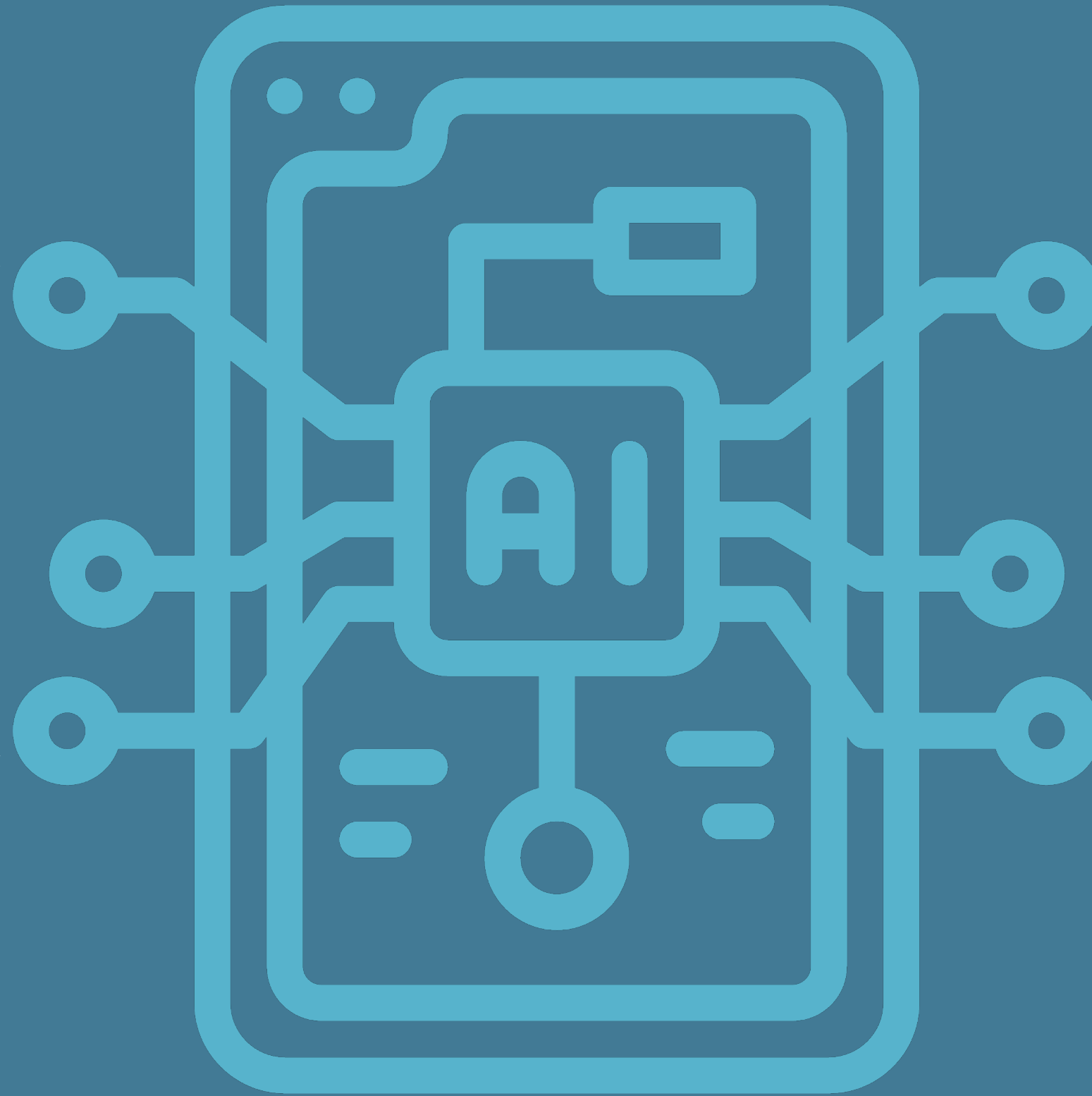
# PROMPTING AI

A Successful Prompting Strategy is Crucial:

- ✓ Understand the output you want
- ✓ Ensure AI knows what its role is in what you want created
- ✓ Details are the key
- ✓ Be granular and specific
- ✓ Give helpful feedback
- ✓ ALWAYS check for accuracy

**CRM**

Donor History  
Interests  
Donor Behavior



Preferred Campaign Types  
Cause Interests  
Activities

**DIGITAL  
ENGAGEMENT**



# DONATION PAGE EXAMPLES





THANK YOU

ANY QUESTIONS?

StratusLiVE

**Stay In Touch**

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