



Building a Donation-Driven Website

SANCTUARY
WEBSITES





Sanctuary Websites

Dave Graham

Dave's corporate career success took an unexpected turn when he and his wife Sian accidentally ventured into creating websites for animal-related organizations back in 2012.

Over the last 12 years Dave has worked with clients around the world building websites for Dentists, Lawyers, Accomodation, eCommerce and of course Non-Profits.

Fast forward to 2021, Dave found his calling in crafting Donation Driven Websites for Animal Sanctuaries, and that's where he can best use his technical skills to save more animals.



SANCTUARY
W E B S I T E S



Who We've Worked With





Agenda

- WHY a Rescue Needs a “Donation Driven” Website
- WHAT Should be Included in a “Donation Driven” Website
- HOW to Create a “Donation Driven” Website
- What Makes a Website “Donation Driven”?
- Website Reviews / Q&A



WHY a Sanctuary or Rescue Needs a Donation Driven Website

01 | Information and Education

02 | Trust, Visibility and Awareness

03 | Event Promotion

04 | Adoption and Volunteer Opportunities

05 | Fundraising and Donations

06 | Email List Building and Communication



WHAT Should Go On a Donation Driven Website?

01 | Donate Button

02 | Sponsor an Animal

03 | Animal Profiles

04 | History and Background

05 | Adoption Information

06 | Volunteer Opportunities

07 | Events and Fundraisers

08 | Latest Updates

09 | Newsletter Sign-up

10 | Engaging Imagery and Videos



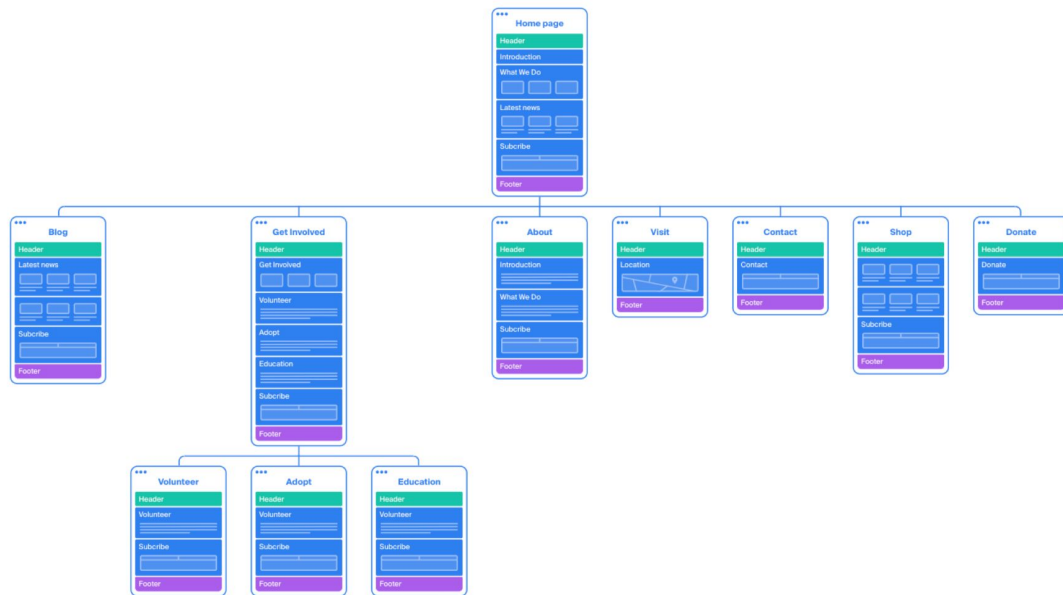
HOW to Create a “Donation Driven” Website





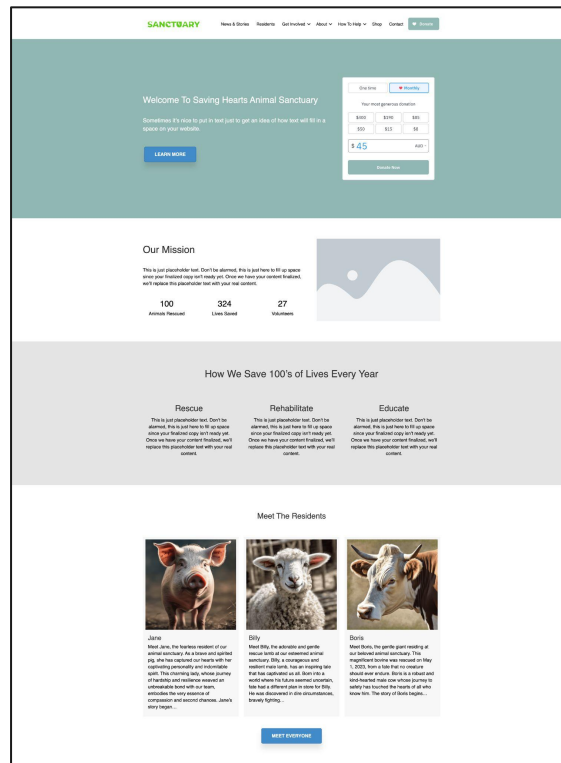
Sitemap

A sitemap is a crucial tool in the early stages of a Sanctuary web design project as it serves as a blueprint or visual representation of the structure and organization of a website.



Content

Obtaining content before the design phase empowers designers to create a design that effectively complements and showcases the content, resulting in a more coherent, user-centric, and visually appealing website.





Content First

“Content First” avoids trying to get the proverbial round peg into a square hole - which can be a challenge when working with commercial website templates.



Design & Build

Once the website structure has been defined, and the prototype has all the pages filled with content, it's ready for design.

If you're not doing a custom design, you can use a ready made template - just ensure they have the right elements for maximizing donations.

Tip: Use lightweight Charity related WordPress Themes





What Makes a Website “DONATION DRIVEN”?

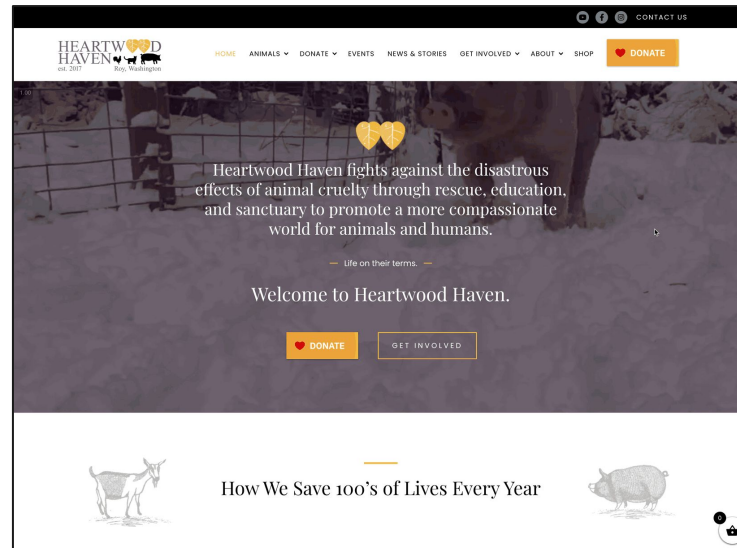




Sticky Header

A Sticky Header makes sure your Donate button is visible at all times.

Don't force your donors to go looking for the donate button!





Donate Button

Make your Donate button stand out from the rest of the website menu structure.

Change the background color to something that attracts the visitors attention.





Compelling Images

Your website visitors just love seeing those beautiful creatures you've rescued and have provided a forever home to.

Try to keep them around 100kb in file size to keep the website loading fast.

Use [Shortpixel.com](https://shortpixel.com) to optimize.





Clear Mission Statement

Provide a concise and compelling overview of the sanctuary's mission and purpose, to ensure people know exactly what it is your organization does.

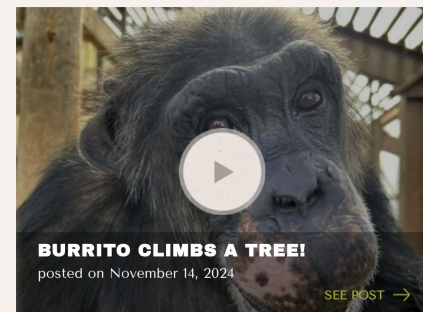
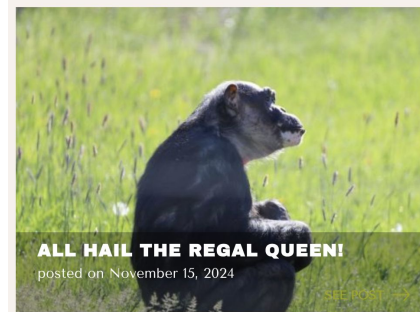




Up to Date Content

Regularly post content on your website and share that content on social media and newsletter to drive traffic back to the website. Google will love you for it too!

Don't make the mistake of posting only to social media networks that you don't own or control.



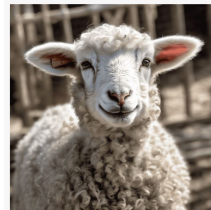


Animal Database

By having an animal database on your website you can create profile pages to keep your visitors engaged. These profile pages are perfect for asking for sponsorships.

Ask for sponsorships at the animal level or species level.

These pages also generate evergreen content for sharing to social media.



Species
Pig
Gender
Female
Breed
Yorkshire
Born (location)
Born
Birthdate
05/01/2023
Rescue Date
05/01/2023


Fun Fact: **Playful Nature** Pigs are playful and curious animals. They enjoy toys and can engage in playful behaviors, such as running around, chasing each other, and even playing with balls.


[♥ Sponsor a Pig](#)



Sponsorship Programs


A sponsorship program is critical for securing funding, creating financial sustainability, fostering engagement, educating the public, building a sense of community, promoting the sanctuary, encouraging philanthropy, offering personalized experiences, diversifying fundraising, and allowing for potential growth in support over time.





Become Gandalf's Flock Mate


Big, bold and honestly kinda moody, Gandalf is one of the more famous Shear Existence faces and the head of the Goat herd. If you love someone a tad over the top, whose moods swing so fast you may get whiplash (whatever you do, don't pat him in the wrong spot), and a who is unapologetically himself, you have met your perfect match. Sponsor Gandalf and enjoy the escapades and delight of a goat who is a tad extra in all the ways.

 **Secure donation**

\$250	\$130	\$55
\$35	\$25	\$20

\$ **25** AUD ▾

[Donate monthly](#)



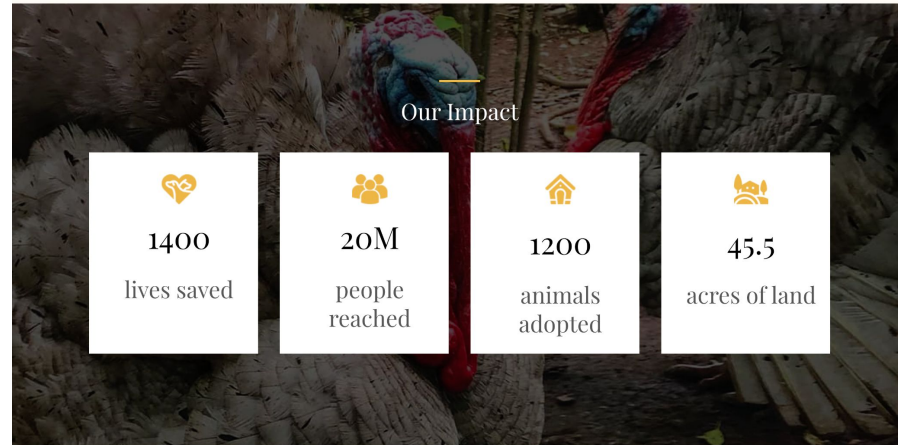
“One regular donor contributes 4x the amount of a single donor”

(Raisely 2023)



Trust & Credibility

Presenting your impact online increases trust, visibility and awareness of the animal sanctuary, and the wonderful achievements you have made for the animals you've helped save.

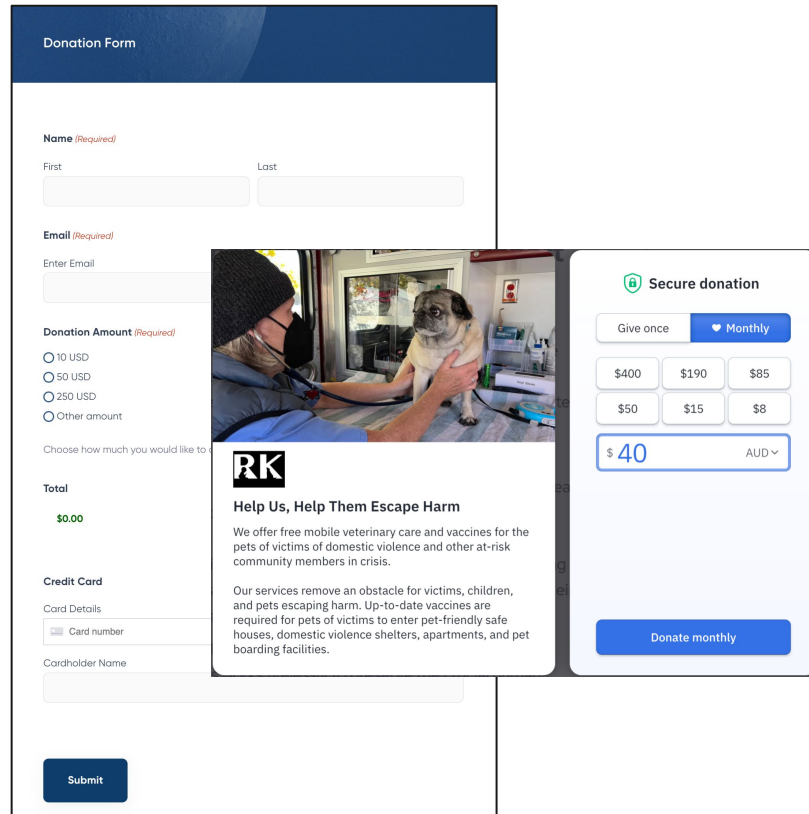




No More Long, Boring Donation Forms

Use a donation platform that utilities micro commitments instead of long boring forms. The psychology is that once you start a transaction the donor is more compelled to complete it.

Long, boring forms put a hurdle in the way of that impulsive donation.



Donation Form

Name (Required)

First Last

Email (Required)

Enter Email

Donation Amount (Required)

10 USD
 50 USD
 250 USD
 Other amount

Choose how much you would like to donate

Total

\$0.00

Credit Card

Card Details

Card number

Cardholder Name

Secure donation

Give once Monthly

\$400 \$190 \$85
\$50 \$15 \$8

\$ 40 AUD

RK

Help Us, Help Them Escape Harm

We offer free mobile veterinary care and vaccines for the pets of victims of domestic violence and other at-risk community members in crisis.

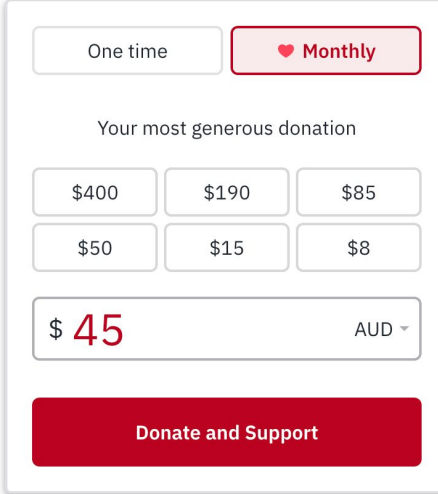
Our services remove an obstacle for victims, children, and pets escaping harm. Up-to-date vaccines are required for pets of victims to enter pet-friendly safe houses, domestic violence shelters, apartments, and pet boarding facilities.



Conversion Optimized Donation Form

By using a donation platform that provides suggested amounts, rather than a blank field to type in a number reduces friction for the donor.

There are also some donation platforms that automatically boost the suggested amounts increasing your donations.



One time Monthly

Your most generous donation

\$400	\$190	\$85
\$50	\$15	\$8

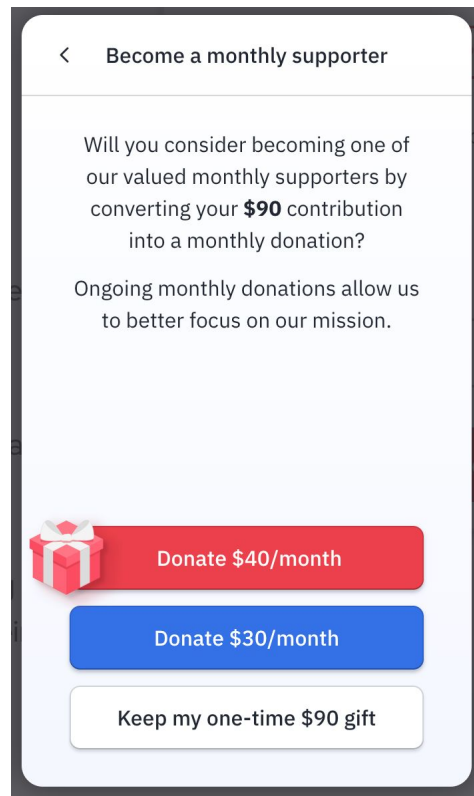
\$ 45 AUD ▾

Donate and Support



Convert Once Off Donations to Monthly

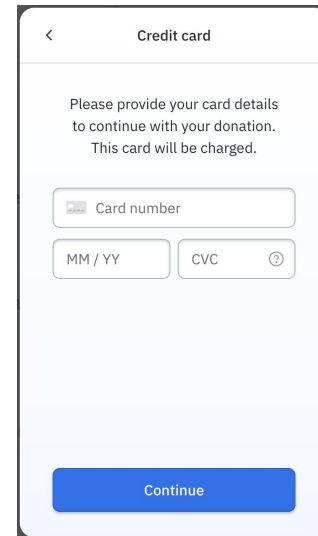
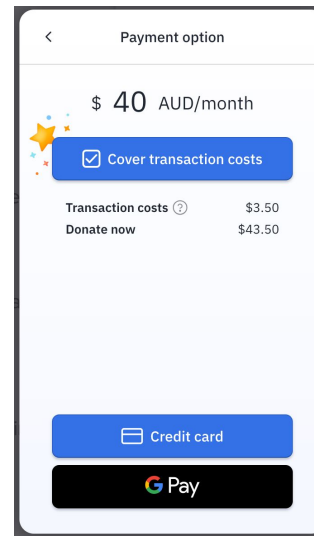
Use a donation platform that automatically suggests to the donor a lower monthly donation amount which in the long term results in more donations for your organization.






Ask For Data In The Right Sequence

Asking for the payment details upfront, and then asking for Name, Address, Phone afterwards will reduce the friction of giving, boosting donations.







Boost Donations with AI, Machine Learning and UX

Use popup elements to provide social proof that others have donated encourages your website visitors to become donors themselves.

Use reminder pop ups to encourage abandoned donations to be completed.

 Complete your \$40 gift to make a difference	I'm ready
	Not today

elaine s. donated \$50   San Bruno, United States	Donate
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Don't Force Your Donors Through a Checkout






Forcing your donors through a Cart & Checkout process of an ecommerce site increases friction and reduces the impulse of donating.

Choose Your Charity Donation

Please select as many charity donations as you like, and the funds will be allocated to the correct project.

Filter: Project Reset Search:

[Add Selected to Cart](#)

Name	Project	Donation	Add
 Send a Cow	Africa	£100.00	<input checked="" type="checkbox"/>
 Immunise a Child	Africa, Health & Wellbeing	£20.00	<input type="checkbox"/>
 Rainforest Project	Environment	£40.00	<input type="checkbox"/>
 Brazilian Forest Fires Project	Environment, Natural Disasters	£50.00	<input type="checkbox"/>
 Choose Your Donation		£10.00 - £20.00	<input checked="" type="checkbox"/>

£10.00

[Add Selected to Cart](#)



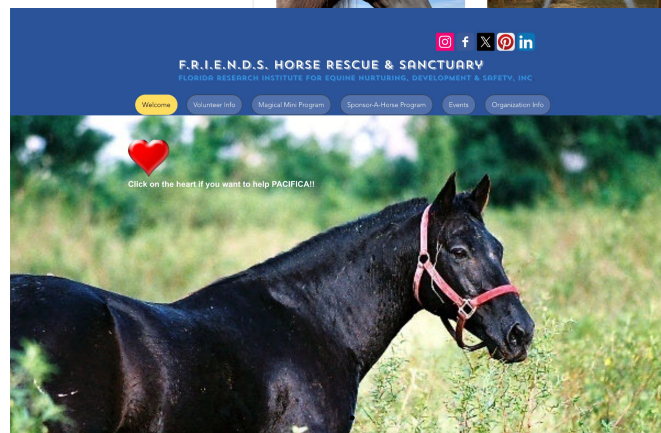
Boosting Donations

Optimize the donation process to be simple, intuitive, and compelling reducing the friction for the donor.



Website Reviews

- 01 | F.R.I.E.N.D.S Horse Rescue & Sanctuary
- 02 | Roanchar Ranch Draft Horse Rescue





Thank you.

Questions?

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WEBSITES

<https://sanctuarywebsites.com>