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THE INDIVIDUAL GIVING GUIDE

Maximising every moment

How to grow every gift, from the moment a supporter lands on your page to the campaign wrap.



A note from Funraisin

Every day, supporters come to your donation page wanting to help. Some give straight away. Some start a donation, get interrupted by the doorbell or a boiling kettle, and plan to come back later. Some give once and would happily give again if you asked at the right time.

We've seen this across the many charity campaigns we've worked on. A small change at the right moment can make a big difference to how much a campaign raises.

That's why we wrote this guide. It follows the supporter from the moment they land on your appeal page to the moment the campaign ends, and shows you how to:

- Make every supporter feel seen, from a personalised URL to a heartfelt thank-you
- Build a donation page and form that are quick and easy to use on a phone
- Bring back supporters who were interrupted, and invite one-off donors to give monthly
- Use matched giving and community to inspire more people to give

Every section includes practical steps, tips to get it right and the numbers to track, so you can try one idea in your next appeal and see what it does.

We hope it helps you raise more for the causes you care about most!

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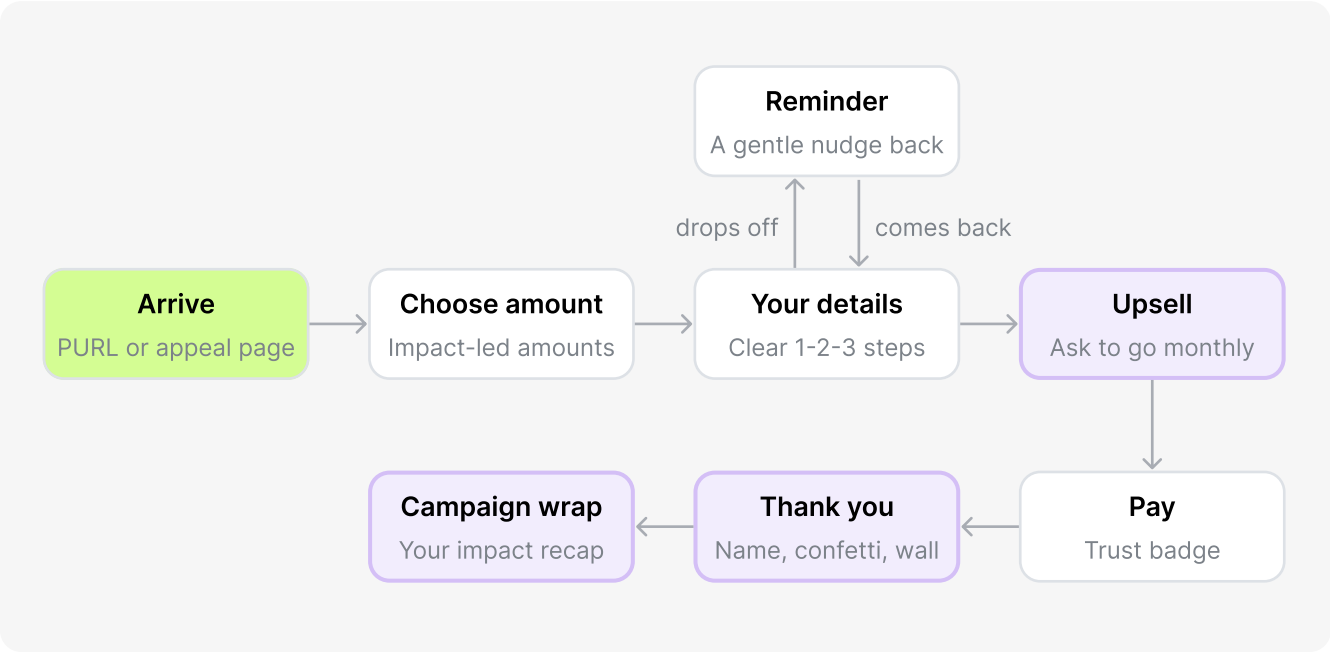
Donation walls, donor messages and how peer-to-peer feeds the appeal.

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The key numbers to track for every appeal.

The donor journey at a glance

Every step from landing to campaign wrap is a chance to grow the gift



Every moment counts, from a supporter's first visit to your site or landing page, to the celebration at the end.

The highlighted moments offer the biggest opportunity to grow each gift beyond the first donation: the upsell, the thank-you and the campaign wrap.

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Part 1

Small touches that grow every gift

Sometimes, it's the small things that make the biggest impact.

Small touches across the donor journey add up to a bigger first gift, more people finishing their donation and a better chance of a second gift. Some insightful information for you, personalised experiences are now expected: 81% of people prefer organisations that personalise. In addition to this 44% of donors say they would give when the experience is personalised, and in the economic climate it's important to offer your supporters meaningful opportunities to engage in your impact.

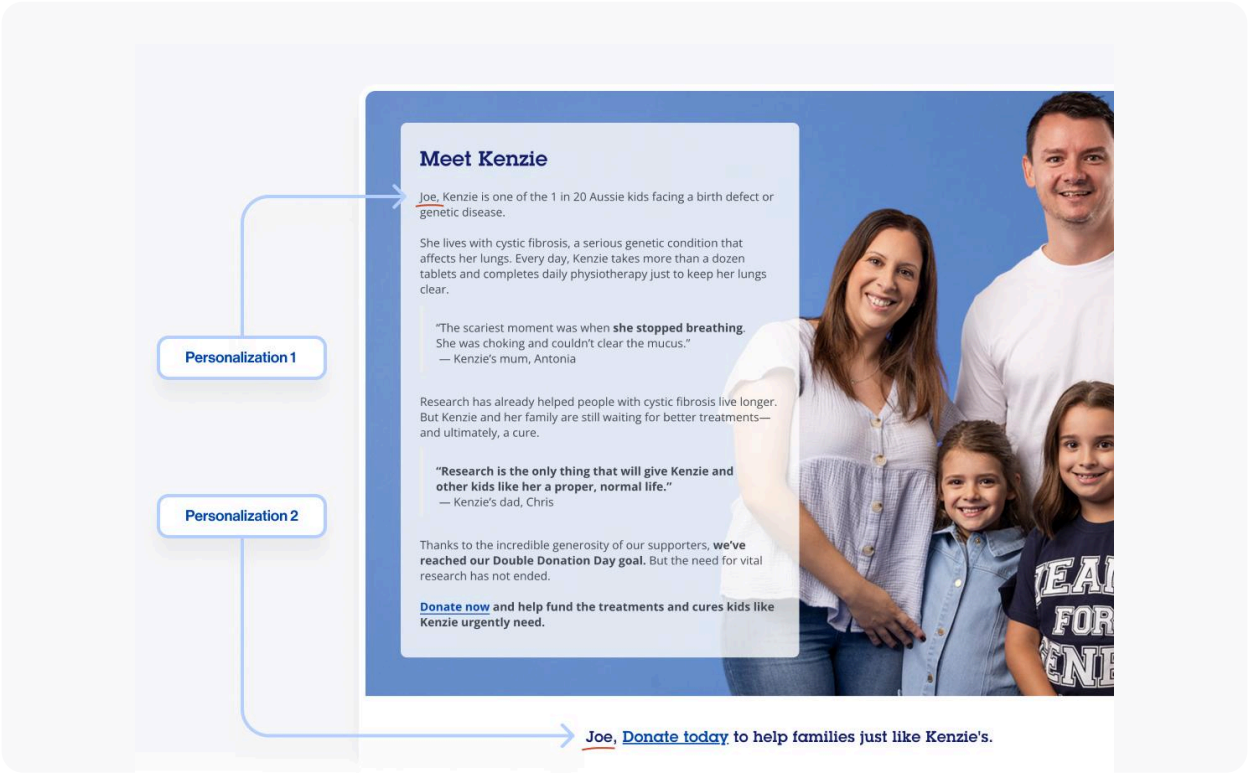
1. Personalised URLs (PURLs) make supporters feel seen

A PURL is a unique link for a specific supporter, giving you the opportunity to show them everything from their name to their history to the reason they first said yes. It doesn't need to be complex. Use it to:

- **Celebrate their impact.** Show what their donation made possible for your charity.
- **Show you see them.** Open with their name, years of support and money raised
- **Share what they care about.** Show the causes and stories that matter most to them.
- **Suggest gifts that feel right.** Base the ask on what they've given before, so it feels within reach.

Example

Even a simple "hello Jenna!" in an email that is promoting the upcoming appeal can go a long way to convince someone to donate. Putting their name on thank you emails, showing the impact of their donation can really help.



Try this in your next appeal

Try this in your next appeal: send your 100 most loyal supporters a personalised link to a page that greets them by name and shows what they gave last year.

Keys to success

- **Clean data first.** Check names and donation amounts before you launch so every page feels personal.
- **The right level of detail.** Keep recognition warm and stick to what supporters would expect you to know.
- **Ask amounts that match their history.** Suggest an amount slightly above their last gift. Someone who usually gives £10 is more likely to say yes to £15 this time than £500.

What to measure

Click-through from email to the personalised URL, conversion on personalised URLs compared with a generic page, average gift, and uptake of the next-step offer using analytic tools such as GA4.

2. Interactive pages turn visitors into givers

People are busy, and most will see your appeal on their phone. On the strongest pages, the donate button sits within thumb reach, with one photo and one line explaining why it matters, and the page looks just like the email or advert that brought people there.

Example

Great Ormond Street Hospital Charity's Build It. Beat It. appeal turns each donation into a virtual brick in a wall. Tapping a brick shows the donor's name, message and amount, which shows instantly that others are giving. A personal story about one patient makes the cause feel specific and real.

Try this in your next appeal

Try this in your next appeal: add one custom interactive element that shows the impact of each gift, such as a brick in a wall, a tile in a mosaic or a pin on a map.
That said, if you are looking for something simpler and pre-built you can display a donation totaliser, or a donor message wall that can deliver a similar impact.

Keys to success

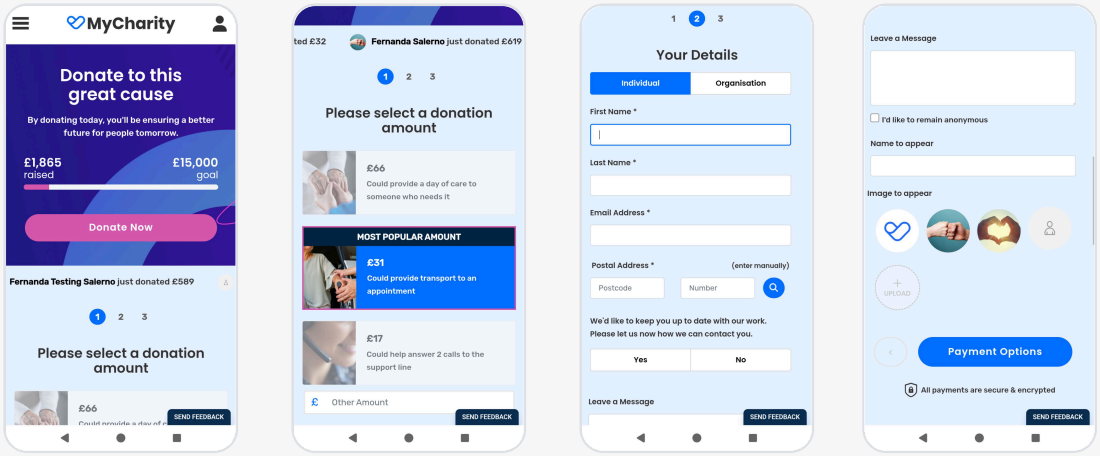
- **Interaction with a purpose.** Use features that make the impact clearer or encourage giving.
- **Fast-loading media.** Keep video and animation file size small so the page loads quickly on a phone.
- **Consistent branding.** Match your emails, social posts and appeal page so supporters know they are in the right place.

What to measure

Moble conversion rate, time on page, how many people interact (taps, shares), and how many come back to the page which can be measured with analytic tools such as GA4.

3. A quick form helps more people finish

STAGE	WHAT TO INCLUDE	WHY IT WORKS
1. Landing Page	A clear donate button above the fold, plus the fundraising goal and progress so far	Nobody has to scroll to act, and the goal gives context
	A live ticker of recent donations	Social proof that others are donating
2. Choosing an amount	Specific donation handles, with impact statements and relevant imagery, of what each amount could support (e.g. £31 could provide transport to an appointment)	Impact of donations is tangible for the donor
	A pre-selected donation handle by default	Helps donors choose quickly and encourages a particular level of giving
3. Your details	Clear 1–2–3 progress markers across the stages within the donation form	Donors know how many stages are left to complete
	Postcode address lookup	Faster and better address quality - important for Gift Aid claims
	Optional display name, message and photo to appear publicly	Gives the next visitor a reason to give if a donation wall is displayed on the appeal page
4. Payment	A trust badge , digital wallets	Reassures donors as they pay, speeds up the payment process
5. Thank you	The donor's name, a custom "surprise" touch such as confetti, and a link to the donation wall	Recognition, plus a reason to stay engaged
6. Donation wall	A real-time feed of names, amounts and messages, plus a second donate button	Reinforces community and catches anyone still scrolling



Landing page | Choosing an amount | Your details | Message and photo

Testing tips

- **Make a test donation on your own phone before going live.** Count the taps or clicks and form fields, and note anywhere you hesitate.
- **Share your appeal page with colleagues across the organisation, and ask them to make a test donation.** Ask them to see how long it takes them to complete it, and whether any elements caused confusion.
- **Review your donation handle amounts periodically during every campaign.** Look at what people actually give. Set the pre-selected default amount a few pounds higher than your current most-popular amount, to help uplift your average donation value and test if people will give more than before when it's perceived as the default.
- **Only ask for what you need in the donation form.** Every extra required field is another reason to leave. Move optional extras (message, photo) after the essentials.
- **Test one change at a time** so you know what made the difference.

Try this in your next appeal

Make a test donation on your phone today and remove one field you do not need.

Keys to success

- **Impact statements that match the amounts.** Make each one specific and believable.
- **A clear payment step.** Show every cost up front so there are no surprises.
- **A thank-you page with a follow-up CTA.** Invite donors to visit the donation wall, share or sign up.

What to measure

Drop-off rate and where people drop off, average gift value, and how often the default amount is chosen.

4. Turn one-off gifts into monthly giving

When someone looks to donate, that moment is when they are most connected to your cause and they could even give a little more if you asked them.A monthly ask adds one short, optional step to the donation process before checkout, inviting them to upgrade their one-off gift to a regular one. Monthly or scheduled giving turns a single gift into a lasting relationship, and 38% of online donors who give in one year give again the next.

How to frame the ask

1. **Make it one small.** optional step in the donation flow, after the amount is chosen and before payment.
2. **Suggest a monthly amount lower than their one-off gift.** For example: "Turn your £30 into £10 a month." A smaller monthly figure feels easy but adds up to more: £10 a month is £120 a year, four times a £30 one-off gift.
3. **Show what it achieves over time.** such as "£10 a month funds a support call every week of the year." Accompanying images help too.
4. **Make saying no effortless.** A clear "No thanks, keep my one-off gift" keeps their first gift safe.
5. **Welcome new regular givers properly.** with a dedicated thank-you and an early update on their impact.

Try this in your next appeal

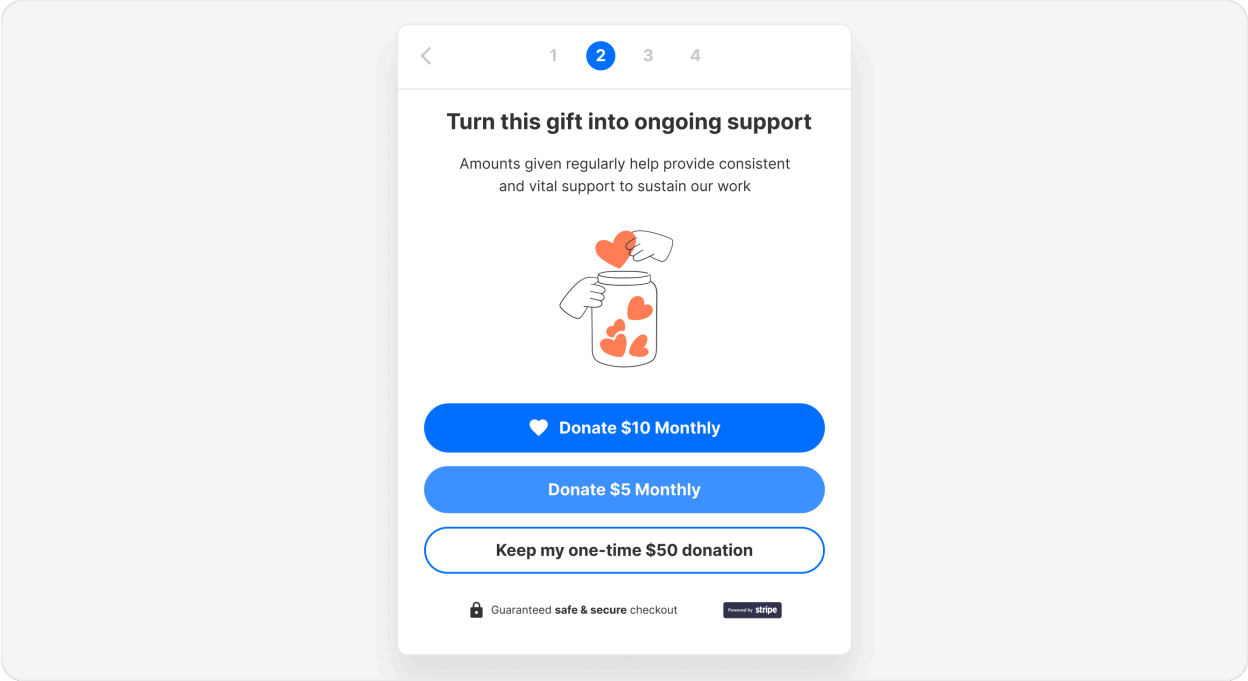
Add one monthly ask after the amount step, using the wording “Turn your £30 into £10 a month.”

Keys to success

- **A clear, active choice.** Use plain wording and unticked boxes so donors choose regular giving themselves.
- **The right timing.** Ask once they have chosen their first gift.
- **A warm welcome**. Stay in touch in the first three months, when a regular giver settles in.

What to measure

How many one time donors you have, the average monthly amount, using your CRM to see how many regular givers are still giving after 3, 6 and 12 months.



5. A gentle nudge brings interrupted gifts home

Often, people leave a donation half-finished because life gets in the way. The doorbell rings, the kettle boils, or they open another internet tab, forgetting their intention. A gentle, light-touch pop-up ("Complete your gift to make a difference") brings them back to finish what they started. According to the CAF Giving report in 2026, 66% of giving is unplanned, so a quick reminder while they still want to give helps more gifts arrive.

One warm nudge at the right time works best

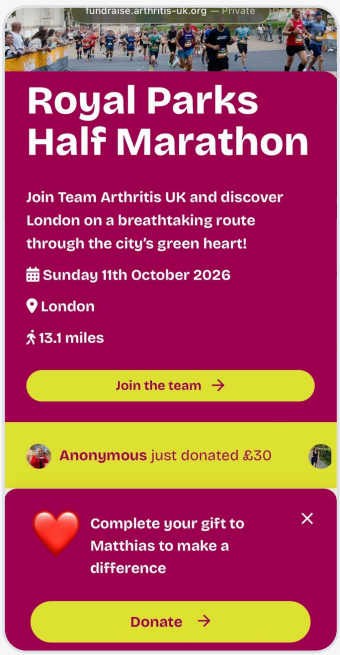
- **On the page:** if someone starts a gift and wanders off, show a gentle prompt when they return (“Complete your gift to make a difference”).
- **Keep it light.** One nudge is helpful; three feels like chasing.

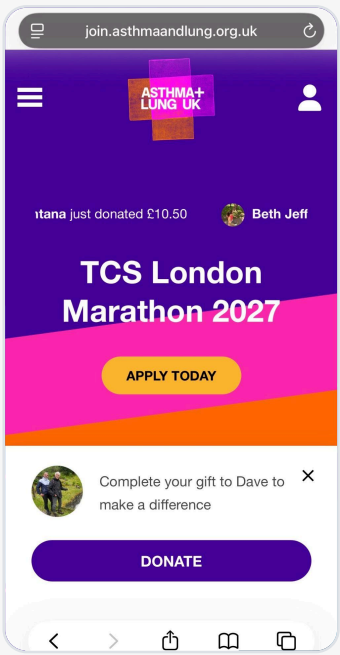
Try this in your next appeal

Set up one reminder email that goes out within 24 hours. For example:

Subject: Your gift to [charity] is nearly there

Hi [Name], thank you for starting your gift to [appeal]. Your details are saved, so it takes less than a minute to finish. [Complete my gift]



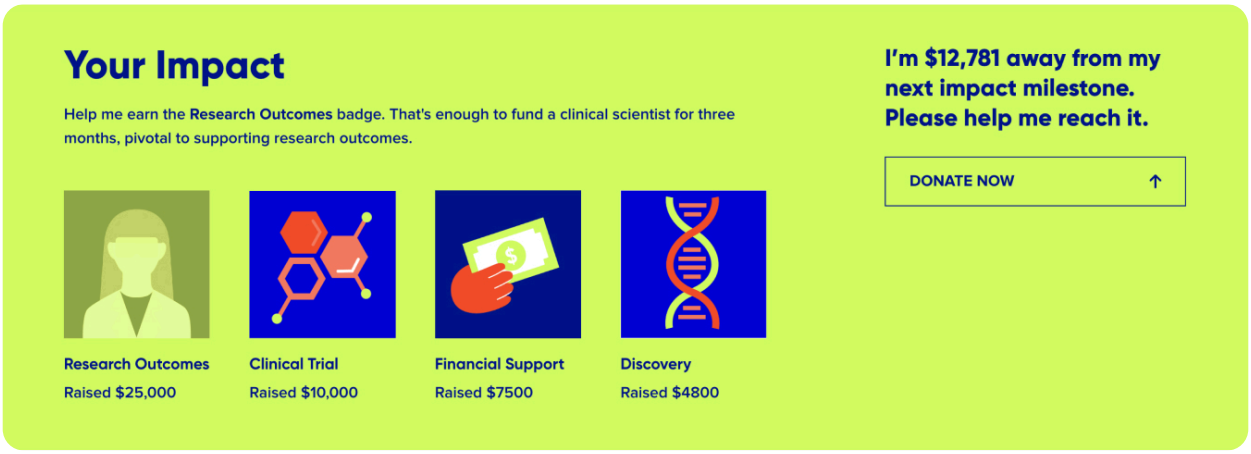


Keys to success

- **Reminders that arrive and stop on time. Use suitable time frames** to remind donors e.g. 1 hour, 24 hours. Make sure **completed gifts switch the reminder off.**

6. A personal wrap inspires the next gift

The end of a campaign is when supporters remember how you made them feel. A campaign wrap works like Spotify Wrapped: a personalised page that pulls in each supporter's name, what they gave or did, and what it could fund, ending with a call to action to stay involved. A personal wrapped page gives supporters a reason to stay, and it is often what turns a first gift or interaction into a second.



Example

World's Greatest Shave uses impact badges to celebrate fundraising milestones. It is then recapped through a PURL when the campaign closes, which acknowledges the impact each fundraiser has made for blood cancer research and patient care.





Try this in your next appeal

send every supporter a one-page recap with their name, what they gave and the impact of their donation. Speak to our team and see how we can create a unique experience for your supporters

Keys to success

- **Good timing.** Send your wrapped page within a few weeks of the campaign ending for short-term campaigns and several updates for long-term campaigns
- **Impact claims you can stand behind.** Use the same impact figures your finance and services teams use.
- **One clear call to action.** A single next step works better than five.

What to measure

Open and view rates, shares, sign-ups or gifts from the next-step offer via GA4, and how many come back next year compared with people who didn't receive a wrap.

Part 2

Create urgency with matched giving to maximise every gift

Matched giving is a superpower in your pocket.

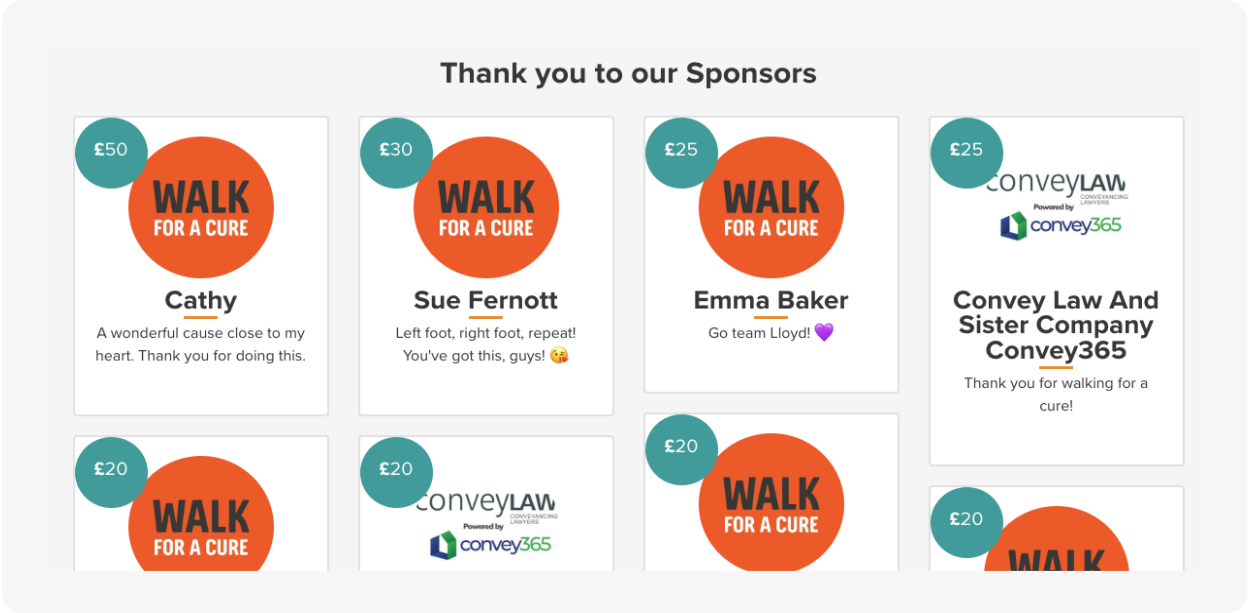
The opportunity to have a donation matched, or more, gives people a reason to give today and make an ever greater impact at no extra cost.

A small match fund is enough to start

A philanthropist, major donor or corporate partner puts up funds to multiply donations made during a set window. Start with a pot big enough to get people excited (we know that's easier said than done!). Matching works on individual giving appeals as well as peer-to-peer fundraising campaigns.

Example

On Alzheimer's Research UK's Walk for a Cure, fundraising pages show the corporate partner's matched contribution alongside each donation, so supporters can see the boost at a glance.

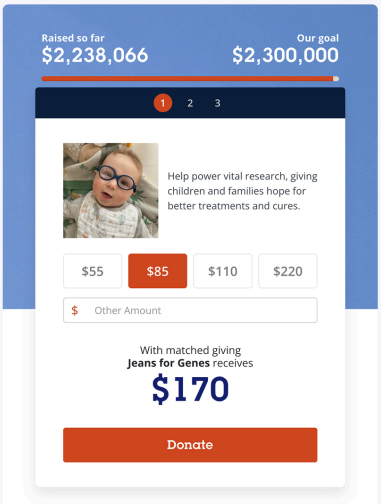


Five steps take a match from idea to launch

1. **Secure your match.** Agree the ratio, the cap and the window with your funder.
2. **Set a short window.** A day or a weekend gives people a clear reason to give urgently.
3. **Launch with energy.** Tell supporters the match is live and show what each gift becomes.
4. **Share updates.** Celebrate milestones as the match fills up, and have your next message ready.
5. **Thank your funder.** Send results and supporter stories so they want to match again next year.

Six design touches make matched giving work harder

1. **Countdown clock.** Show exactly how long the matching period is live for, and reset the clock for each new matching window.
2. **Celebrate your sponsored matched giving partner.** Feature partner logos prominently. Most corporate partners value the visibility.
3. **One prominent call to action.** The donate button should be the most visible thing on the page.



4. **Donation ticker.** Live proof that others are giving right now.
5. **A short, strong case for support.** Explain the cause in a few lines, ideally with a video or image.
6. **Do the maths for them.** Show what each amount becomes once it’s matched (e.g. £25 becomes £50) so donors on the fence can see the difference instantly.

Keys to success

- **Clear terms.** Say exactly what is matched, up to what limit and until when.
- **A plan for when the match is used up.** Have your next message ready, such as a new match window or a final push to the goal.
- **Keep your funder in the loop.** Report back with results and stories, as that's what secures next year's matching pot.

What to measure

Total raised including the match, how much of the match fund was used, number of new donors during the window compared with outside it, average gift, and how many of those new donors give again.

Part 3

Building a community to help spread generosity

Generosity is contagious.

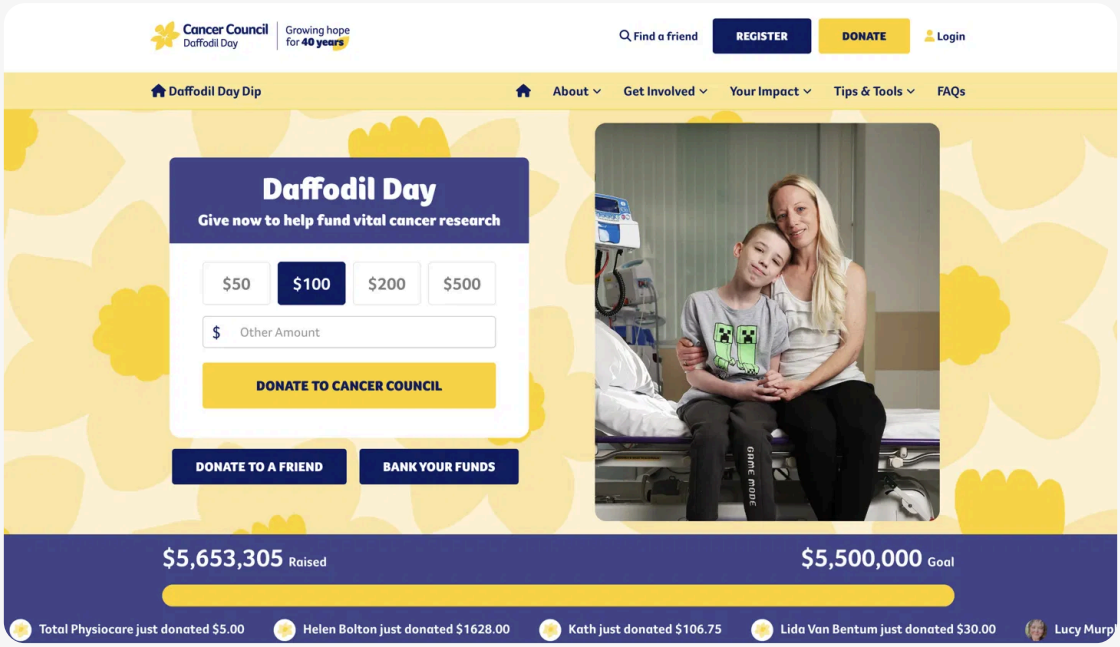
When Sam signs up for a sponsored shave, ten of his friends hear about your cause for the first time. When supporters can see people like them taking part, a single gift becomes part of a shared purpose, and generosity spreads.

Appeals and peer-to-peer grow stronger together

An individual giving appeal and a peer-to-peer challenge work well side by side, in one campaign hub. Each fundraiser brings their own network with them. Industry benchmarks show each fundraiser brings in around 10 new donors.

Example

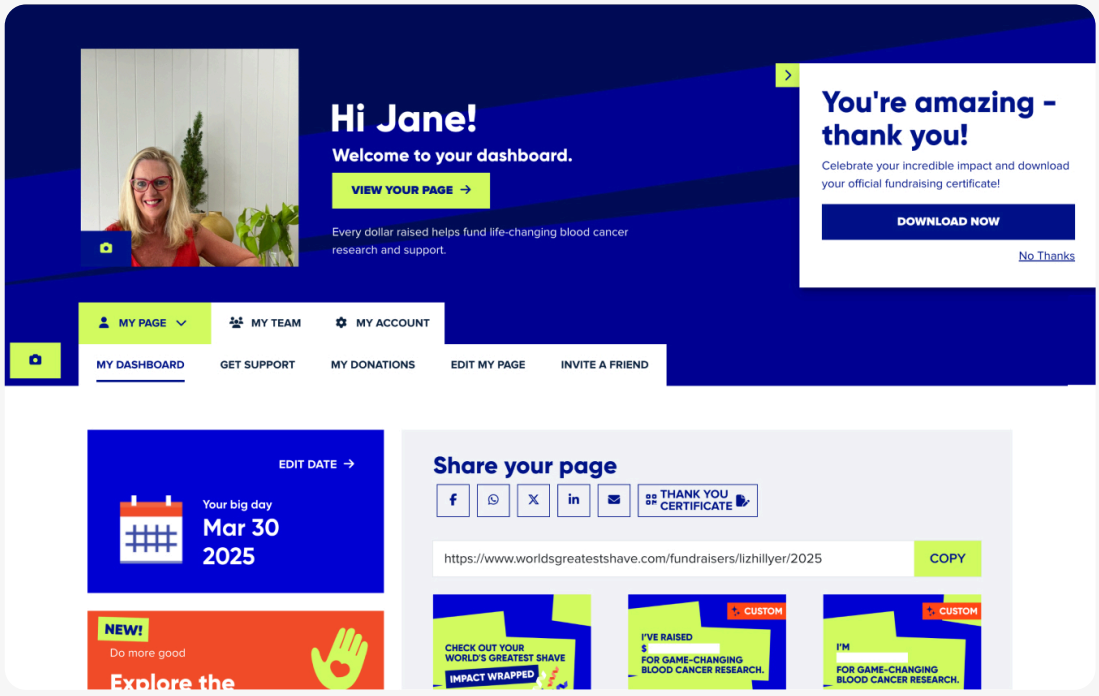
Cancer Council's Daffodil Day hub lets people donate to the appeal, donate to a friend or sign up for the challenge, all from one page. A live ticker and a running total keep the momentum visible.



Five things that make a community come together

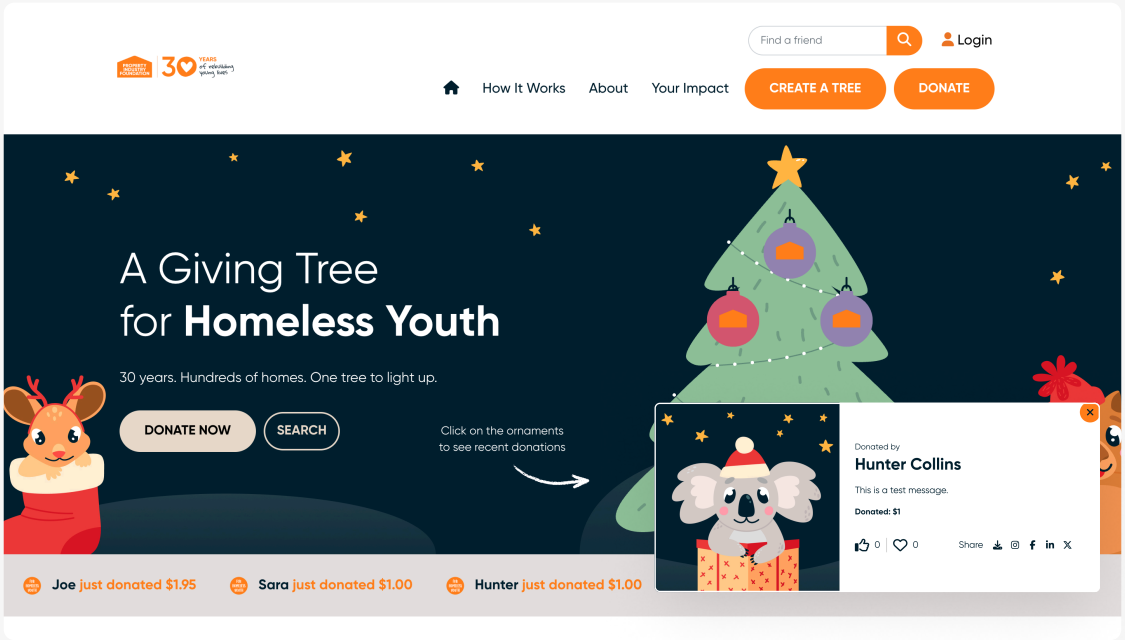
The Leukaemia Foundation's World's Greatest Shave in Australia shows individual giving doesn't have to work in silo and building a strong community can be just as important:

- **A strong brand** that people want to be associated with when donating or fundraising.
- **Clear ways to get involved**, from quick donations to supporter DIY challenges shared on social media
- **Interactive elements** such as tickers, leaderboards and donation walls.
- **"People like you"**: real supporters, photos and social posts, so newcomers can see themselves and positively influence them to join and take part.
- **A visible shared goal** that everyone is contributing to even when making one-off donations



Visible donors inspire more donors

- **Donation walls.** A live feed of names, amounts and messages shows newcomers that others are already giving. Link to it from the thank-you page so every donor can see themselves on the wall.
- **Donor messages and photos.** Invite donors to say why they gave. Those messages become your most persuasive copy, written by supporters for other supporters.
- **Shared milestones.** Celebrate together when you reach 25%, 50% and 100%, and post each one on social media and in emails.



Peer-to-peer brings new supporters to your appeal

Every fundraiser shares your cause with their own friends, family and colleagues, many of whom have never heard of you. Running a separate appeal alongside a peer-to-peer challenge lets you:

1. **Give supporters a choice:** donate to the cause, or take on the event challenge to help raise more.
2. **Feed fundraisers' donations into one shared total**, so every gift moves the whole campaign forward.
3. **Ask new donors who arrived through a fundraiser** to follow the appeal and give again later.

Keys to success

- **Names shared with permission.** Always offer an anonymous option.
- **A lively wall from day one.** Seed it with early supporters, staff or trustees before launch.
- **One focused hub.** A single hub with clear options works better than separate pages.

What to measure

Donors who arrived through fundraisers, average number of donors per fundraiser, and how many fundraiser-sourced donors give to the charity again.

Part 4

Six benchmarks to show what's working

A few metrics to track

Track a few benchmarks consistently across every appeal, so you can see which tactics are working. Measure them before you make a change, then compare afterwards. New to tracking? Start with three: conversion rate, average gift and monthly switches.



NUMBER TO TRACK	WHAT IT TELLS YOU	TACTICS THAT IMPROVE IT
Conversion rate (visitors who donate)	How well the page turn interest into gifts	Interactive pages, form design, reminders
Average gift	Whether your amounts, defaults and impact statements are working	Personalised URLs, suggested amounts, matched giving
One-off to monthly switches	How many donors become regular givers	Monthly ask
New donors per campaign	How far beyond your existing supporters the campaign reaches	Peer-to-peer, matched giving, donation walls and tickers
Donors who give again within 12 months	Whether supporters stay with you after their first gift	Personalised URLs, campaign wraps, thank-you journeys
Matched giving fund used	Whether your match and multiplier was the right size and ratio	Matched giving

Tip

Report these numbers by channel and by device. Mobile often tells a different story from desktop.

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Ready to make every moment count?

Remember the supporter whose kettle boiled halfway through their gift? With every moment working together, their story ends well. They come back to a friendly reminder. They are invited to turn their £30 into £10 a month. They see their name on the donation wall, and when the campaign ends, they get a campaign wrap showing the support calls her gift funded. One gift becomes a relationship.

Start with one moment. Find the one on the journey map with the most room to grow, record your numbers, make one change and see what it does.

Book a demo with Funraisin and we can help map these moments into your next appeal.

Sources

- Forbes, 2024: 81% of people prefer organisations that provide personalised experiences
- Share Services, 2026: 44% of donors would give when the experience is personalised
- CAF Giving Report: offer your supporters meaningful opportunities to engage in your impact
- Double the Donation, 2026: 38% of online donors who give in one year give again the next
- CAF Giving Report, 2026: 66% of giving is unplanned

Before launch

About Funraisin

The fundraising platform built to help you raise more.

Funraisin is fundraising software that gives charities the freedom to create extraordinary supporter experiences. From peer-to-peer events and always-on fundraising to Giving Days, major appeals, and community campaigns.

Better campaigns, faster.

Launch and optimise campaigns faster, reduce operational friction, and create journeys that feel authentic from first interaction through to stewardship.

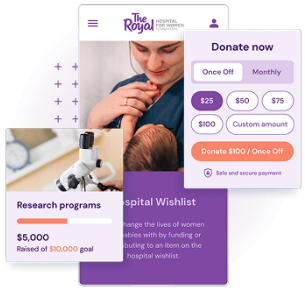
All your data in one place.

The flexibility to customise, integrate, extend, and evolve experiences without rebuilding from scratch.

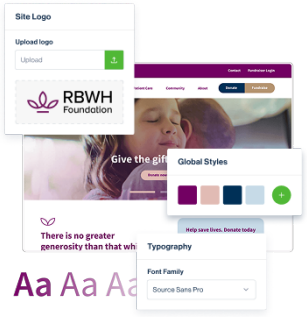
Built for ambitious nonprofits, Funraisin combines flexibility with operational control. The result is fundraising technology designed for how modern fundraising organisations actually work.

Extraordinary supporter experiences are rarely created by campaigns alone. They are built through alignment between people, systems, strategy, and vision.

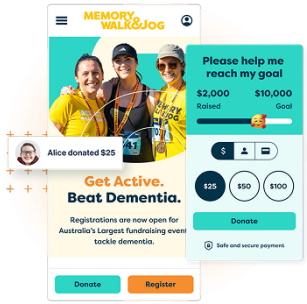
One platform.
Every giving moment.



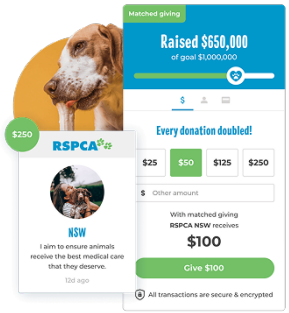
Appeals & recurring giving



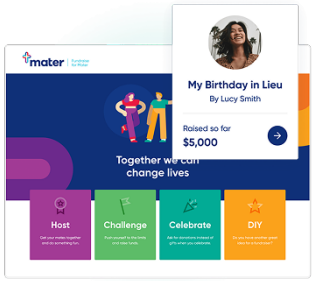
Always-on giving & brand sites



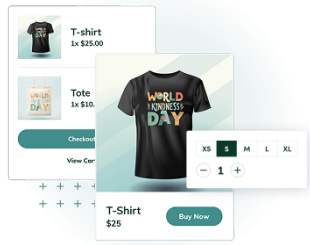
Peer-to-peer & events



Giving days, campaign & rallies



DIY, celebrations & tributes



Shop, e-Cards & more