Online giving

Best practices

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What we know

• **Online giving is growing.** In 2014, we’ve seen a 69% increase in dollars raised.

• **Mobile matters.** Giving using mobile devices is up to 9%, a 3% increase for this year.

• **Convenience.** It’s the #1 reason donors give.

• **Your site matters.** The majority of donors get to the U online giving tool from unit websites or marketing materials.
Online giving at the U

Pathways to online giving:

• Unit sites
• U homepage
• UMF site
• U crowdfunding site
UMF’s new online giving system

Features:
• Merged MMF online giving pages
• Responsive design
• No financial data storage
• No administrative fee
• User tested for optimal performance
• U branded, allowing for fund descriptions
Research and development

We analyzed online giving data and website analytics.

Also, in the usability lab, we studied:
• MMF/UMF’s old online giving tools
• The new tool prior to launch
• The new tool after launch
New giving tool results

Breakdown:
• 25% increase in dollars
• 18% increases in gifts
• 27.5% increase in donors
Best practices

• Prominent giving link in global nav.
• Link directly to a U transactional page.
• Add calls to action when possible.
• Review promoted funds for your unit.
• Market giving opportunities in social media and other mass communications.
AHC template standards

• A prominent link going into the UMF giving tool in a site’s global navigation.

• Optional additional information about giving, linking to UMF’s new website.
A few examples

- www.cancer.umn.edu
- www.peds.umn.edu
- www.raptor.cvm.umn.edu
Making changes:

UMF’s request process

Submit updates to existing online giving pages and requests for the creation of new giving pages through a web-based form.

Giving pages and changes will go live within two weeks of the request date.
How do we measure effectiveness?

- Dollars raised
- Number of gifts and number of donors
- Devices used when making gifts
- How donors get to our giving tool
- Search terms within the tool
- Abandon rates
Coming soon...

An online giving digital toolkit, featuring:

• Best practices
• Button graphics
• Info about available online tools

What else would be helpful?
Questions?

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