



ACHIEVE

ONLINE GIVING CHECKLIST

Website & Online Tools

Online Giving Checklist: Website

STORYTELLING

My organization's website has...

Great imagery/visuals	YES	NO	I'M NOT SURE
Video content	YES	NO	I'M NOT SURE
Impact stories	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

DONATION FORMS

My organization's donation forms...

Are not too long	YES	NO	I'M NOT SURE
Have multiple gift tiers	YES	NO	I'M NOT SURE
Offer recurring gift options	YES	NO	I'M NOT SURE
Let donors cover processing fees	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

MOBILE RESPONSIVE

My organization's...

Website is mobile responsive	YES	NO	I'M NOT SURE
Forms are mobile responsive	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

TRACKABILITY

My organization utilizes...

Facebook tracking pixel(s)	YES	NO	I'M NOT SURE
Google Analytics	YES	NO	I'M NOT SURE
Google Tag Manager	YES	NO	I'M NOT SURE
Tracking links	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

Online Giving Checklist: Digital Tools

EMAIL

My organization uses...

Segmented email lists	YES	NO	I'M NOT SURE
An email platform that integrates with our website	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

SOCIAL MEDIA

My organization has the following social channels/tools...

Facebook	YES	NO	I'M NOT SURE
Facebook Donation Account	YES	NO	I'M NOT SURE
Instagram	YES	NO	I'M NOT SURE
Twitter	YES	NO	I'M NOT SURE
Other(s):	YES	NO	I'M NOT SURE

PAID ADVERTISING

My organization runs...

Facebook ads	YES	NO	I'M NOT SURE
Instagram ads	YES	NO	I'M NOT SURE
Google pay-per-click (PPC) ads	YES	NO	I'M NOT SURE
PPC ads with Google Grant funding	YES	NO	I'M NOT SURE
Other:	YES	NO	I'M NOT SURE

Other ways my organization facilitates online giving: