**Checklist for Webpage Updates to boost year-end giving**

* **Update: Now is the time to update your webpage if you still have announcements about this summer. Refresh it to reflect your plans for next summer and the need for support.**
* **Give Now**: Do you have an easy to find “Give Now” on the home page of the website?
* **Pop up box on the home page**: In November and December most of the traffic to your webpage will be donors seeking to give. If you can, build in a pop-up box for donations on your home page to help drive more giving.
* **Why Give?** Once I arrive at the online giving page, clearly explain why giving to your Camp is important, and what difference it will make during this time of COVID. Use bullet points and not a long paragraph of text.  (P.S.: Also, don't start thanking me for giving until I've made the donation. Many camps make that mistake.)
* **Who Gives?** You can boost donations by including a quote or testimonial from a parent or Alumni explaining why they give. Is there an attractive picture of the person who made the testimonial? If so, include that as well.
* **Show Me**: Are there lovely images of camp and kids on the page? Better yet, do you have a story of impact, or a story of need, to illustrate the importance of giving?
* **Stay Put**: Is the online donation form embedded into the page, so I don't have to click once again to make a donation? Research shows that with each additional click, people will change their minds and leave without completing the donation.
* **Less work**: Is there a limited number of required fields to fill out, and a limited number of choices I'm required to make? For example, placing City and State fields side by side instead of on two different lines will visually and psychologically look like less work. Also, many Jewish Camps allow the option of making a gift in honor of someone, but make the mistake of leading with this option at the top of the page, which looks like twice as many fields to fill out to make a simple donation. It looks like too much work. Instead, ask at the end if it is in honor of someone, and only if yes, have more fields become visible.
* **Your name the way you like it**: Have you asked me how I would like to be addressed? (As in please call me "Tom" instead of calling me "Thomas" which is the name required by my credit card.)
* **What are you saying?**: Are you using language I can understand, instead of the jargon you use in your office? For example: "Please apply my gift to where it is most needed" instead of "Give to the Annual Fund," or "Please use my gift to help a camper in need" instead of "Give to Scholarship."
* **Is it safe?:** At the bottom of the online donation page, do you include badges or icons to show that the website and the donation is secure and safe? Please help put my mind at ease.
* **Thank me**: Once I've made a donation, is the automatic confirmation warm and clear? Does it include a photo? (The automated on-line “thank you” is easy enough to update.) Is the email confirmation warm and clear, easy to print, and include images? In addition, camps are increasingly involving Board members in calling or emailing donors and personally thanking them for being so kind and generous. The more warm, connected, and personal the experience is for the donor, the more likely they will give again.
* **Return the favor**: Donating to make a difference feels wonderful and makes me happy. Help me to share my enthusiasm for giving with my fellow Camp friends and community through social media.  Make it easy by providing me with a link back to my favorite social media platforms.
* **Check out the competition**: Look at websites of other Jewish Camps and see what they have in place.