CauseMatch

CHECKLIST FOR QUICK WINS TO OPTIMIZE YOUR FUNDRAISING PAGE

1 Lead with a clear headline + 1-sentence impact ("$36 feeds a family for a day").

2 Put a prominent Donate button above the fold; keep the form on-page (no extra clicks).

3 Use smart presets (e.g., $36, $72, $180) + a monthly toggle on by default.

4 Show social proof (recent donors, testimonials) and a live progress bar + deadline.

5 Keep checkout under 60 seconds: mobile-first, Apple/Google Pay, no forced accounts.

6 Use one strong hero image or 30–45s video, not a gallery.

7 Add fee-cover option, clear privacy/trust badges, and concise FAQs.

8 Track and improve:
- UTM tags
- Conversion analytics
- A/B test headline
- Presets
- Donate Button
- Copy