by Antoinette de Janasz

E-commerce and fundraising share a common goal … money! Retailers quickly saw the potential of online sales and invested time, money, and resources into optimizing their strategies for maximum results.

Nonprofits can apply these same proven tactics to improve online fundraising - leveraging digital marketing, user experience (UX) improvements, and data-driven engagement to increase donor contributions and long-term support.

In 2024, online giving made up 31% of all donations - a 4% increase from 2022. This continued growth highlights the many advantages of digital giving, including:

- UX - just like in e-commerce, a seamless & engaging experience is key to successful online fundraising
- Convenience - donors can give anytime, anywhere. Subscription options also provide a steady, predictable cash flow

- Broader reach - online fundraising expands visibility, helping nonprofits connect with potential donors who may not attend in-person events
- Data-driven insights - nonprofits can track donor engagement, optimize strategies & measure key performance indicators (KPIs) with ease

As online giving continues to grow, nonprofits that embrace digital tools can boost efficiency, increase donor retention, and maximize fundraising success.

What can nonprofits learn from e-commerce?

1. UX matters

A great donor experience is key to maximizing online contributions. Your fundraising site should be user-friendly, easy to navigate, and optimized for all devices.

Think about it - what makes someone stay on a website and complete a purchase? Simplicity and ease of use. The same applies to online fundraising.

A mobile-friendly website is essential

A fast-loading, mobile-responsive website removes barriers that might deter donors, making the giving process smooth and hassle-free. By reducing friction and improving usability, you encourage more supporters to complete their donations without hesitation.

A well-optimized mobile-friendly site should:

- Adjust to different screen sizes
- Load quickly
- Provide an intuitive, simple donation process

Nothing frustrates donors more than a slow website. Studies show that a 1-second delay in load time can reduce conversions by 7% - which means fewer donations!

Your website should be transparent and informative. Donors want to trust where their money is going. In fact, 75% of donors look for clear impact details before making a gift.

Best practices for a trustworthy fundraising page:

- Share impact stories & testimonials
- Use engaging donation guides
- Provide clear, easy-to-read financial reports
- Highlight how donations make a difference

Want to see what makes us stand out? Check out [BetterWorld vs. Competitors – See the Difference](#)

2. Convenience: make giving easy & automated

Technology has revolutionized online fundraising, making it easier, faster, and more efficient - for both donors and organizations. One of the most effective ways to increase revenue and donor retention is

through recurring giving programs.

Recurring giving is the future

Right now, 57% of donors are part of a recurring giving or subscription-based program. That's a huge opportunity for nonprofits to create sustainable revenue streams.

Here's why monthly giving matters:

- It provides a steady cash flow & predictable revenue
- It boosts donor retention rates (since donors stay engaged longer)
- It makes giving effortless - one setup & done!

How to encourage monthly giving

One easy way to increase recurring donations is to use pop-ups and targeted messaging. But surprisingly, only 16% of nonprofits take advantage of this!

Try this: After a donor makes a one-time contribution, show a pop-up asking if they'd like to make it a monthly donation instead. *Our free donation forms make it simple!*

3. Broader reach: expand your donor base

Nonprofits can significantly expand their audience by using social media and digital marketing - just like e-commerce brands do.

Why social media matters for fundraising

Social platforms like Facebook, Instagram, and LinkedIn allow nonprofits to:

- Engage with a larger audience
- Share compelling impact stories
- Encourage peer-to-peer fundraising
- Make giving as simple as clicking a button

A strong social media strategy can increase visibility far beyond an existing donor base, helping nonprofits reach new supporters who may never have heard of the cause otherwise.

Easy ways to use social media for fundraising

- Create shareable content - videos, donor testimonials & impact stories perform best
- Host live fundraising events - Engage donors in real time through Q&As, behind-the-scenes stories & live giving campaigns
- Use *peer-to-peer fundraising* - Encourage supporters to fundraise for you!

4. Data-driven insights: the power of analytics

E-commerce brands use data and analytics to understand their customers, improve marketing and drive more sales. Nonprofits can do the same with fundraising.

By analyzing donor behavior and engagement, nonprofits can:

- Track what's working & what's not
- Personalize donor communication
- Optimize marketing strategies for better results

Email fundraising & donor retention

Collecting donor information is critical for long-term fundraising success. Much like retailers nurture customer relationships, nonprofits should engage with donors consistently. Offline donors who provide an email address have a 29% higher retention rate. 45% of online donors say email is the most effective way to inspire repeat giving.

The future of online fundraising

As donation revenue and philanthropy continue to grow, nonprofits must adapt to changing donor preferences - just like e-commerce brands constantly refine their strategies to retain customers and drive sales.

The nonprofits that embrace digital fundraising strategies will see:

- Higher engagement
- Increased donor retention
- More sustainable revenue streams

Take your online fundraising to the next level with BetterWorld's cutting-edge technology. *Ready to raise more and keep more? Explore* BetterWorld *today!*