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# The Common Good's To don't list

Common sense ideas  
to help your donors  
do more good

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# 4.

## Website

*Use this list to make your website more engaging for donors and potential supporters.*

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### **DON'T bury the 'Ask' button.**

Make it bold and place it in a prime eye-catching location. Test which colour works best (it's most likely NOT your brand colours). Test which word/phrase gets the most clicks. Is it 'Donate'? 'Give Now'? If you're not sure where to start, visit the top 5 national charity websites.



### **DON'T brag about your awards and fundraising success.**

Attribute your success to your donors and others who help make it possible. Inspire your website visitors to become one of your supporters by highlighting shared values and the positive change your volunteers and staff are able to make because of donor support.



### **DON'T hide staff contact information.**

Make it easy for a loyal or potential donor with a compliment, complaint or donation to contact your fundraising team directly. Be sure to include email addresses and direct phone numbers. You won't get a lot of calls, but when you do, they will be important.

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If you need extra help, email [david@cgfundraising.com](mailto:david@cgfundraising.com) or call 1 800 991-3318 x101. Visit [www.cgfundraising.com/to-dont-lists](http://www.cgfundraising.com/to-dont-lists) for more downloadable To Don't Lists.

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