

A Metric That Matters

Guide to Increasing Average Donation Value

This guide provides essential strategies and practical tools to help charity fundraisers boost the average value of donations in their campaigns. While average donation value is a critical metric, it's sadly often overlooked!

The document concludes with a downloadable worksheet to help you plan and implement donation value improvements.



By: UK/EU Customer Success Team

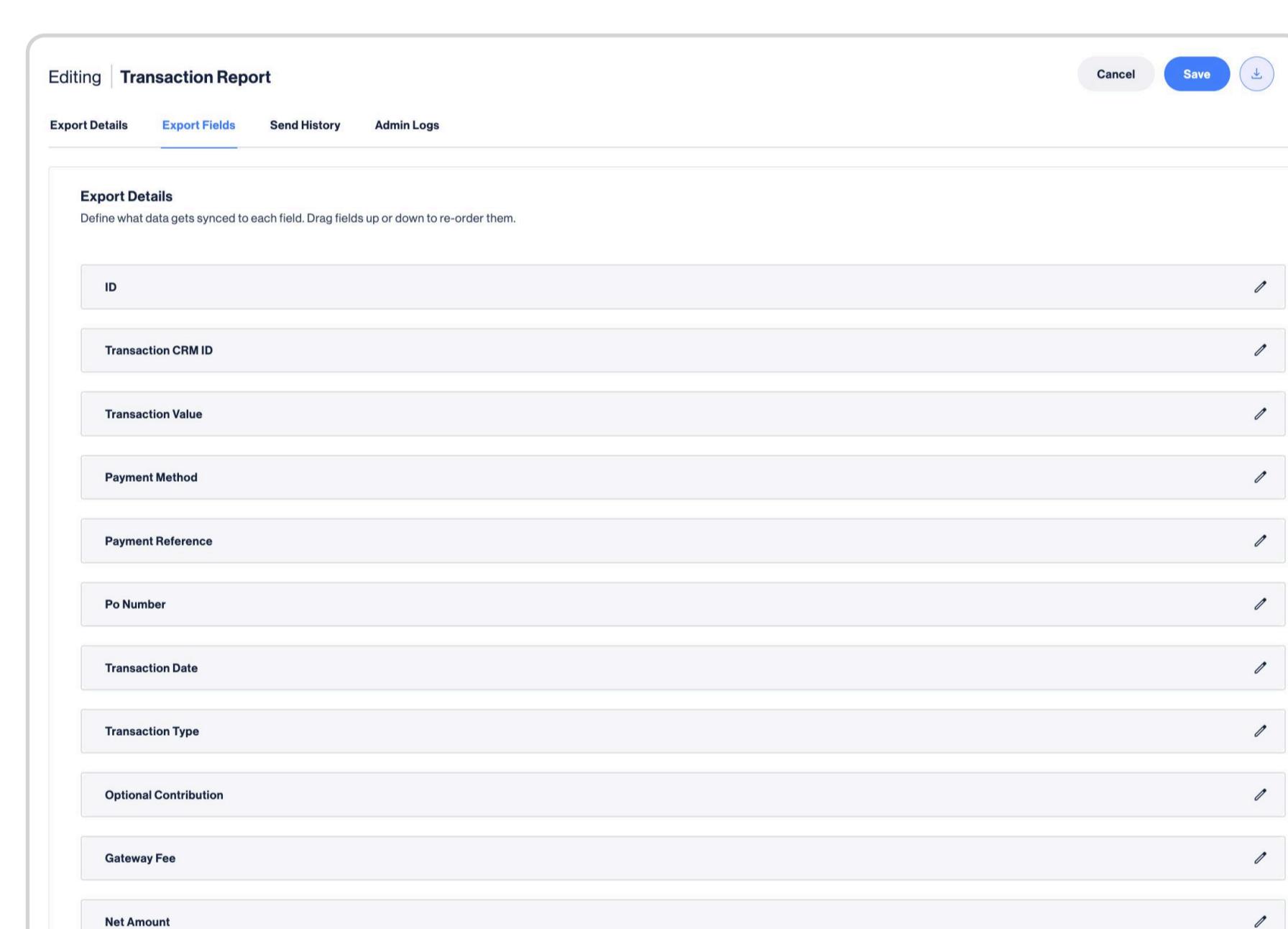
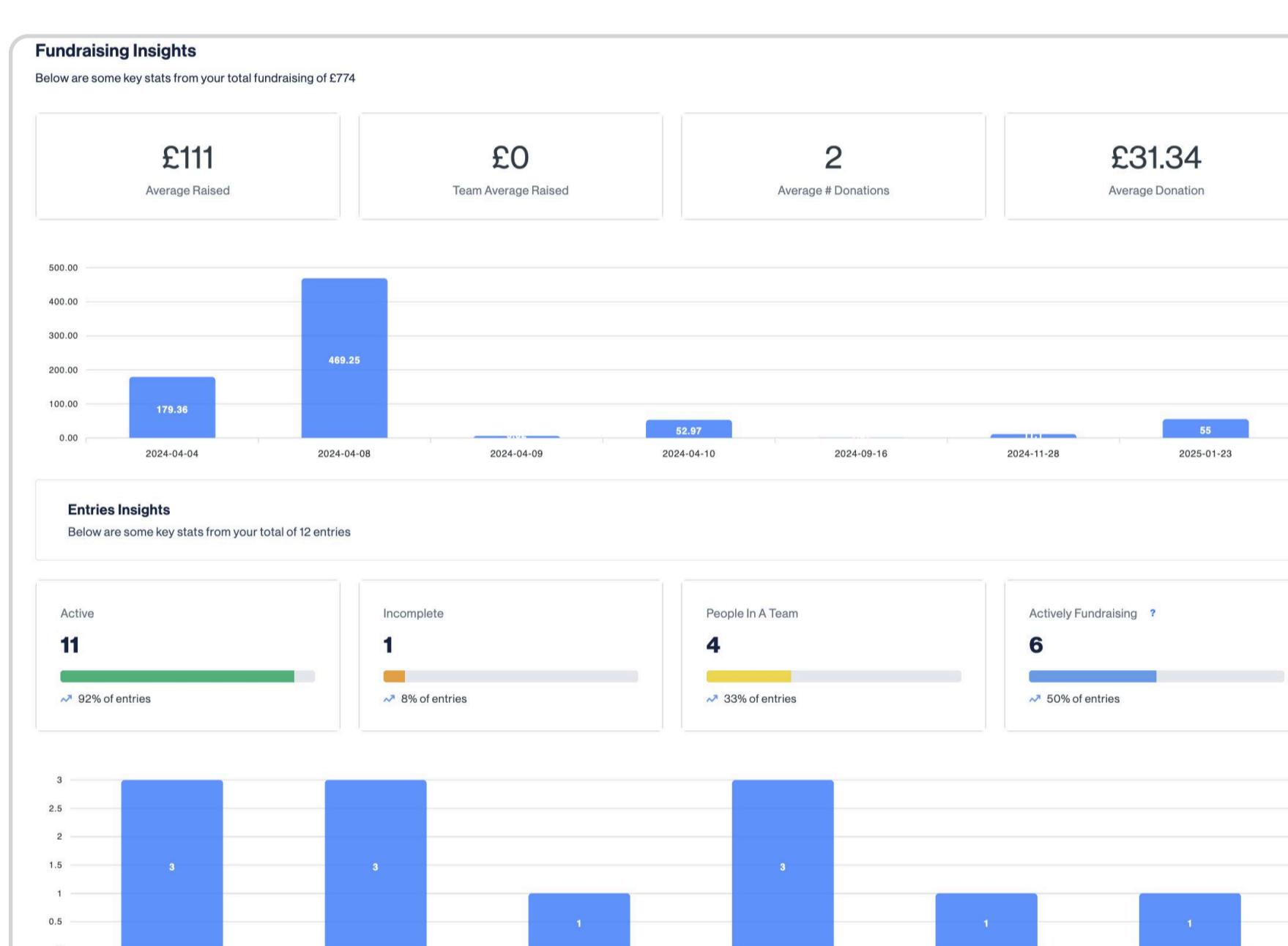
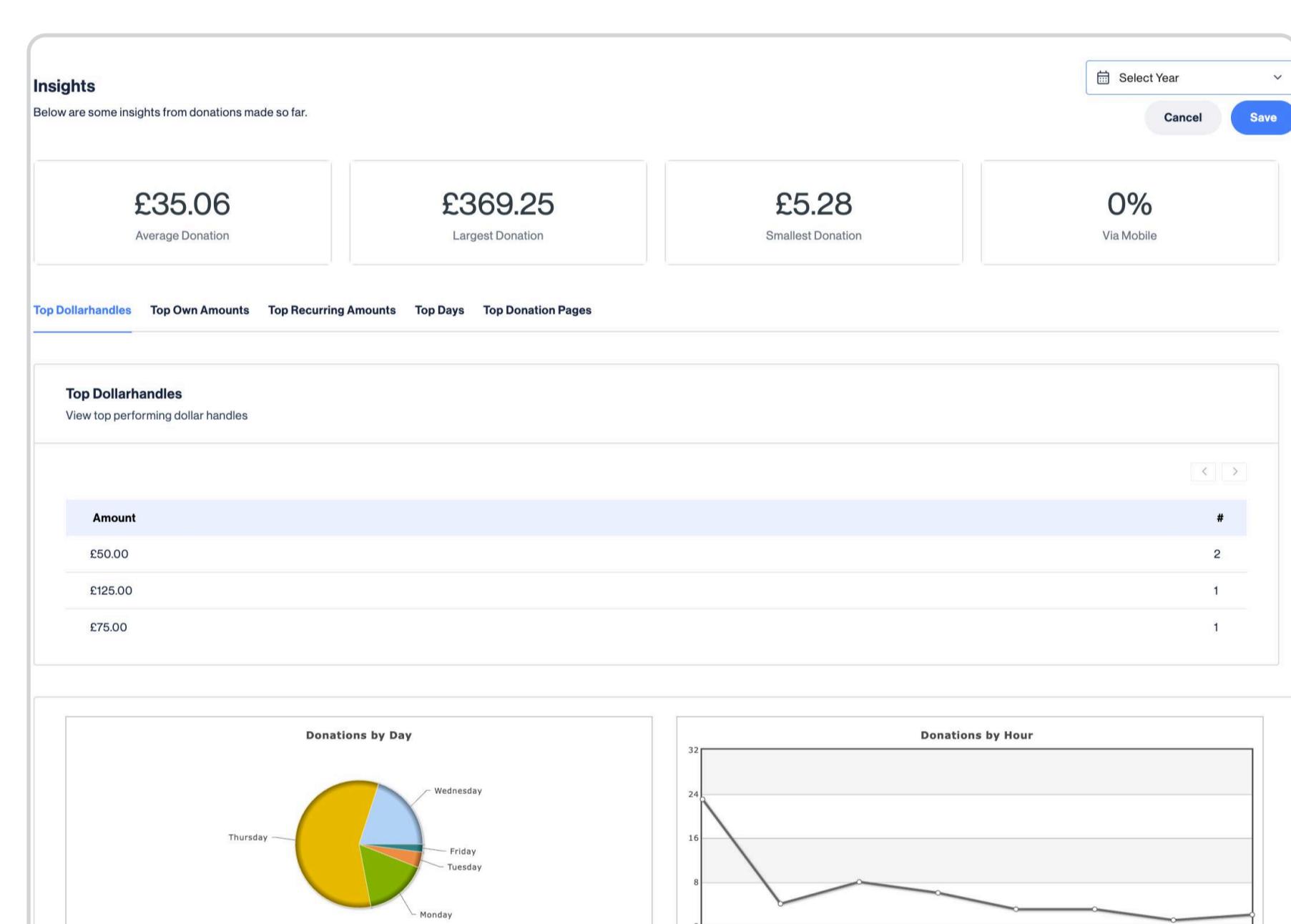
Benchmark Data & Measurement Tools

Understanding what constitutes a minimum average donation value is the first step to improvement.

Campaign Type	Target Average Donation
Virtual	£23
Bespoke	£36
Third Party	£29
Global Target	£30 across all transactions

● Taken from a representative sample of a cross section of relevant events from the UK and EU regions

Measurement Tools



Donation Insights Tab

- Average donation
- Largest and smallest donations
- % of donations made via mobile
- Top performing dollar handles
- Top performing own donation amounts
- Top days for donations

Event Insights Tab

- Average raised (by active fundraisers)
- Team average raised
- Average number of donations per page
- Average donation value
- Complete and incomplete registration rates
- Fundraising activation rate

Data Exports

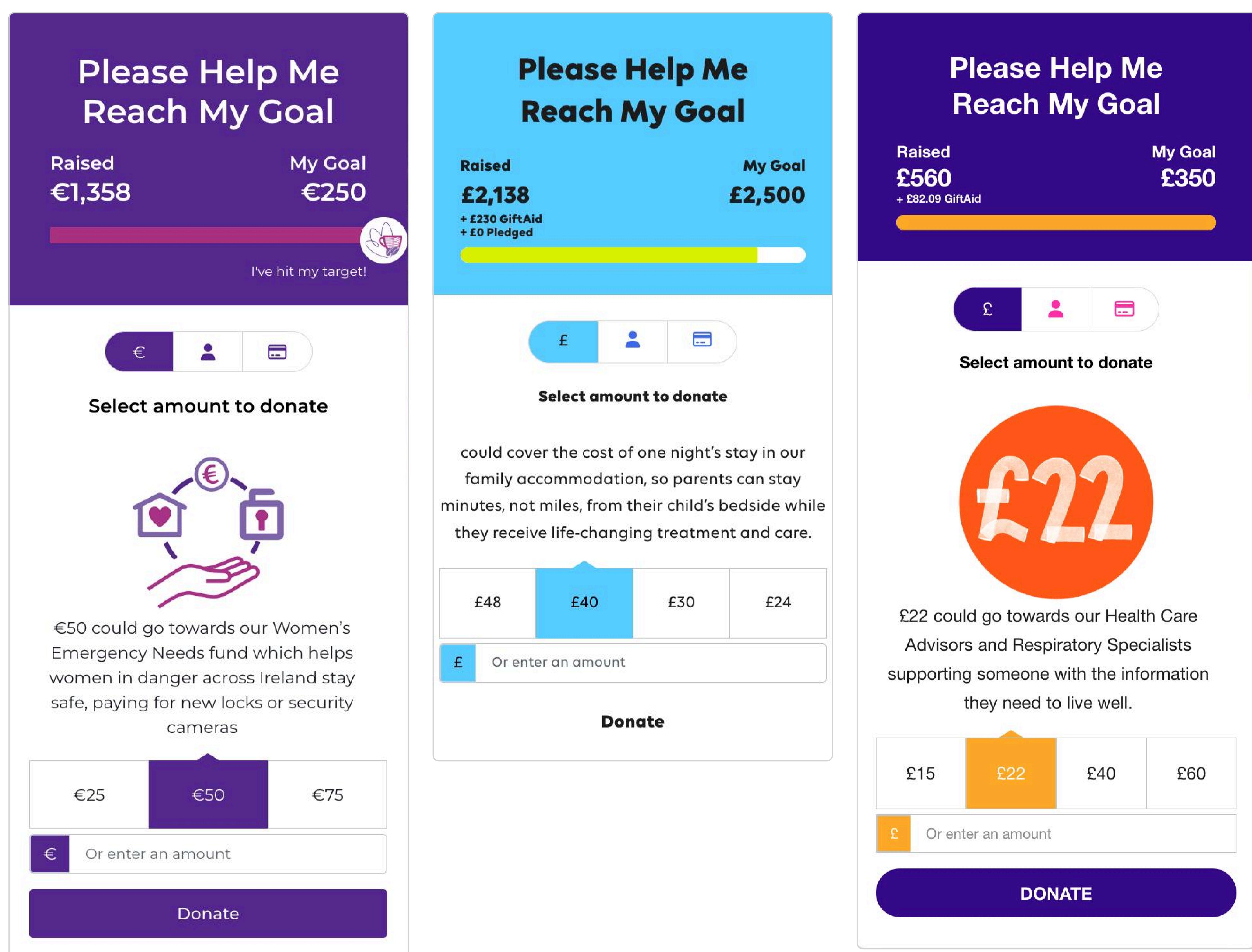
- Participant and donor data
- Transaction data
- Fundraiser performance
- Fundraiser page interactions
- Self donation rates

Optimising Donation Amounts

The first core strategy focuses on setting the right donation handles and presentation.

Setting Appropriate Donation Handles

- **Never** set a value below £15, it sets the wrong tone
- Always select a default amount (second lowest works best) – slightly above the median is ideal!
- Consider using non-round numbers (e.g., £17 instead of £15) to appear more specific to your impact
- Regularly review campaign data and remove lowest handles if rarely chosen
- Make your donation handles specific to each event, if you can



Strategic Presentation

Tactics to test and optimise for higher average donation values:

Optimise order of suggested amounts

Select amount to donate

Make an Exec Level Donation

\$505
Help provide emergency accommodation for a family in crisis

\$75
Help feed a family for a day

\$120
Help a family keep the power on this winter

\$300
Help relocate a person sleeping rough to accommodation services

Experiment with layout orientation

Select amount to donate

£20
£20 could provide a young person with an inspiring two hours of work experience in a stable job in a thriving sector.



£50
£50 could help The King's Trust provide a young person managing a struggling new business with expert mentoring.



£100
£100 could leave a lasting legacy. This donation could



Make handles visually stand out to boost social proof

Select amount to donate

£36
could fund one hour of vital dementia research.

★ SUGGESTED AMOUNT ★

£50
could provide proteins to help researchers read DNA for one experiment.

£80
could provide 100 plates to grow a 'mini-brain'.

*custom build required

Use creative wording for "Other amount"

breast cancer vaccine

Give the gift of hope

Give hope gift

\$129
can help fund a counselling session for someone with breast cancer



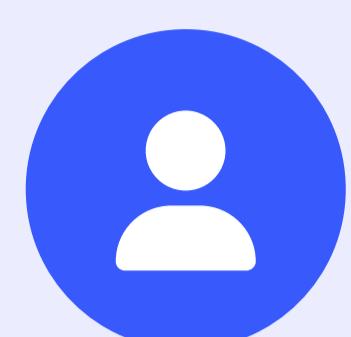
Surprise me

\$ Or enter an amount

Donate

*custom build required

Audience Focussed & Communicating Impact



Consider Your Audience When Setting Values

- High net worth individuals
- Corporate audiences
- Mobile vs. desktop users

Be ambitious but realistic with suggested amounts based on audience capacity



Making the Ask Tangible

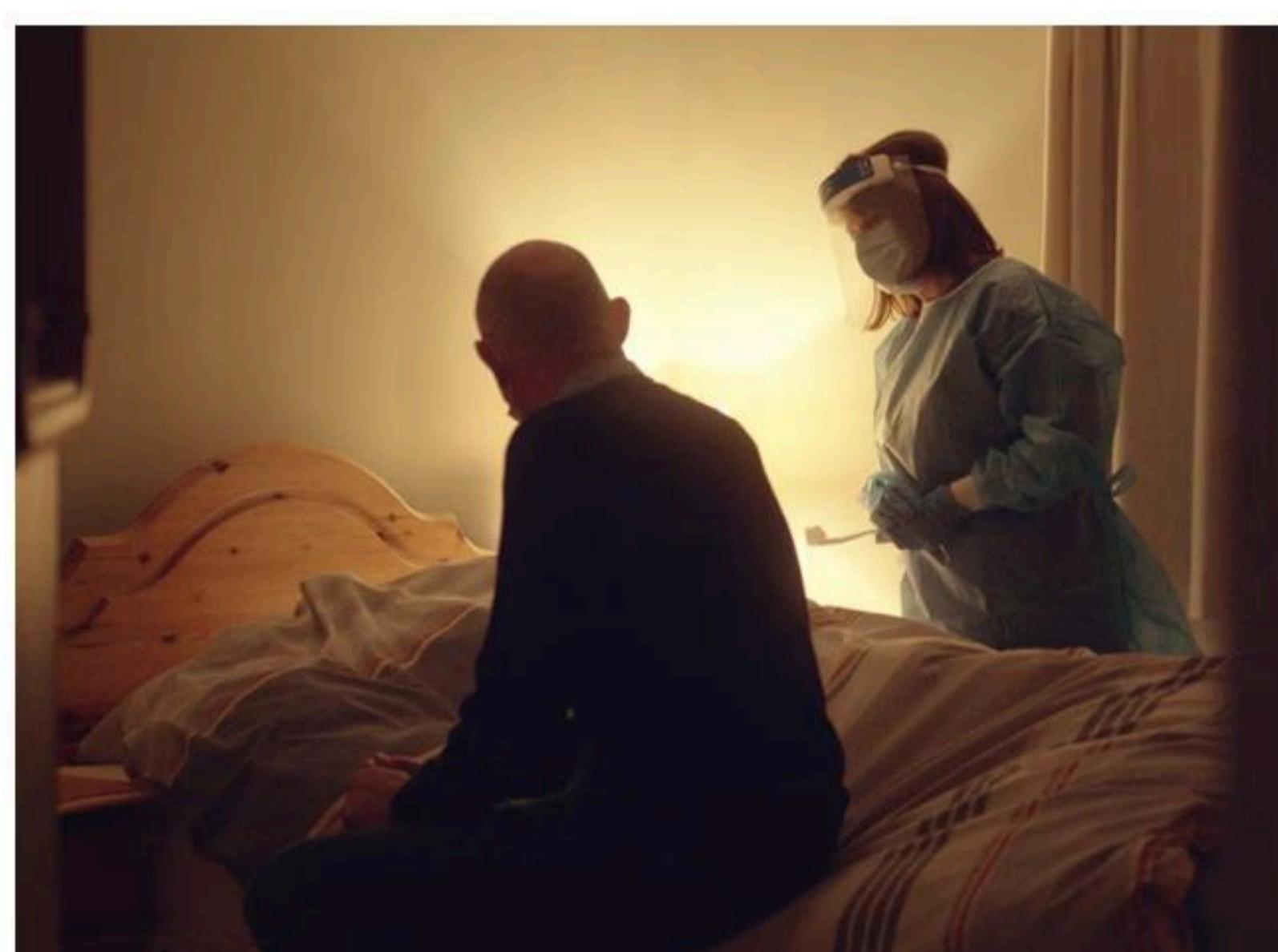
- Include compelling imagery with donation handles
- Add clear explainer text showing impact
- Ensure people understand what their donation achieves, especially during economic hardship

Great examples of tangible impact

Effective impact communication helps donors understand the value of their contribution, making them more likely to give generously.

- Practical, tangible explanation of what that value could fund
- Emotive image directly related to the explanation

Select amount to donate



Will help pay for the cost of two hours of Night Nursing, providing end of life care to a patient in their own home.



€ Or enter an amount

Donate

Select amount to donate



could support a Samaritans volunteer this year as they answer calls for help



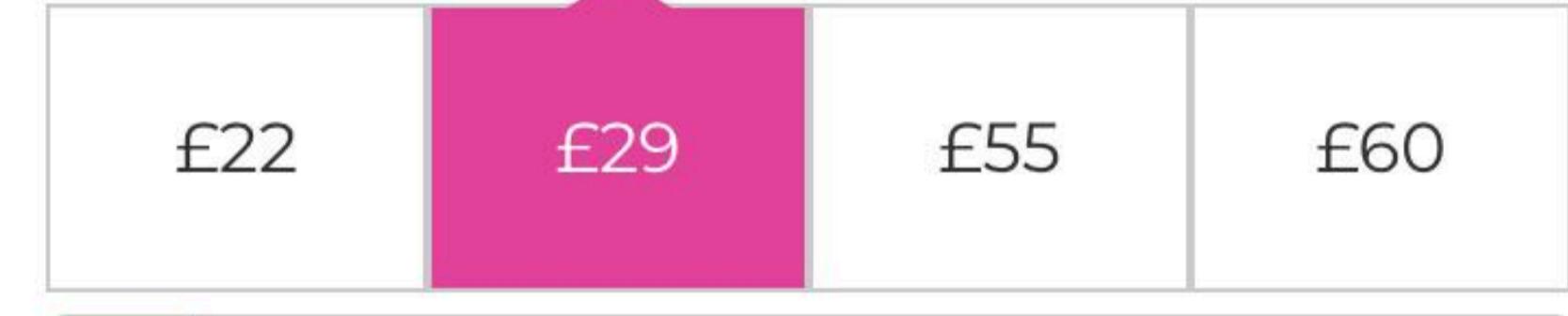
€ Or enter an amount

Donate

Select amount to donate



could pay for a young person to start their Gold Duke of Edinburgh's Award journey, the highest level of the DofE and that requiring the most commitment



£ Or enter an amount

DONATE

Psychological Nudges & Value Enhancement

Implement Donation Nudges

We've seen donations values **increase by up to 16%** using these techniques!

[Learn how to set up Donation Nudges here](#)

Celebrate interaction

Please Help Me Reach My Goal

Raised

£19

+ £0 GiftAid

My Goal

£250



Great start!

Please Help Me Reach My Goal

Raised

£80

+ £13.25 GiftAid

My Goal

£150



Most popular amount!

Highlight what largest donations could fund

Raised

£0

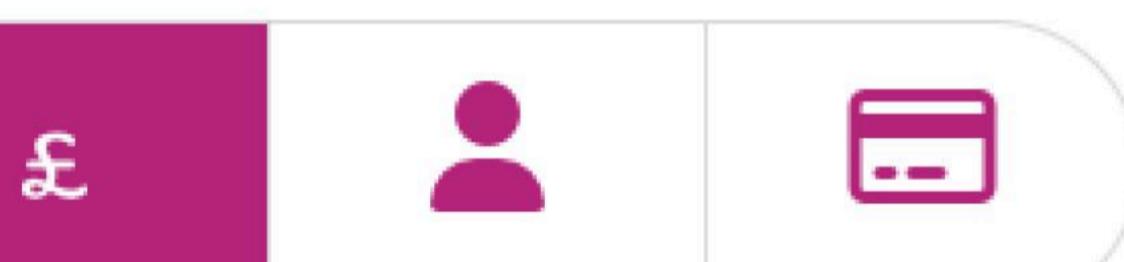
+ £0 GiftAid

My Goal

£250



Wow, thank you!



Select amount to donate

Could pay for the telephone costs of 25 families calling our free Helpline whenever they need support.

£19 **£33** **£50** **£96**

Use Gamification Elements

Tie in nudges to the incentives you're running - donors want to help the friend their sponsoring, as well as your charity

Raised
£0
+ £0 GiftAid

My Goal
£250



Nearly got my medal...

Create Urgency

If you're coming up to a deadline, or have Matched Giving running, make sure donors know it!

Raised
£53
+ £0 GiftAid

My Goal
£500



Double donation time!

Reinforcement Through Communication

Reinforcing your suggested donation amounts across key supporter touchpoints can help normalise giving levels and subtly guide donor behaviour.

Include suggested amounts in social share content

Individual Fundraising Social Sharing

This copy will appear when a fundraising page is shared socially.

 Facebook Sharing

 Instagram

 Twitter Sharing

 SMS Sharing

 Email Sharing

 in Linkedin Sharing

 Whatsapp Sharing

Reference amounts in fundraising page copy



I'm running 100K for Dementia UK

This February, I'm running 100K and raising funds to help ensure no family faces dementia alone. I'm taking on the challenge for Dementia UK, the specialist dementia nursing charity, and would be grateful for your support.

Your donation, big or small, makes a difference. Just £8 can cover the telephone costs for two families seeking support through Dementia UK's free Helpline. £33 could fund a new dementia specialist Admiral Nurse to spend an hour helping a family in the community, offering practical solutions and emotional support to cope with their loved one's distressed behaviour.

Thank you!

Repeat in "Get Support" email copy

Subject

Will you help me make a difference?

Message

Hi there,
I'm taking part in 100K in February to raise money for Dementia UK – a cause close to my heart.
By supporting my challenge, you can offer a lifeline to more families living with dementia. A donation of just £8 could cover the telephone costs of two people calling Dementia UK's Helpline for expert, compassionate support from a specialist dementia nurse.

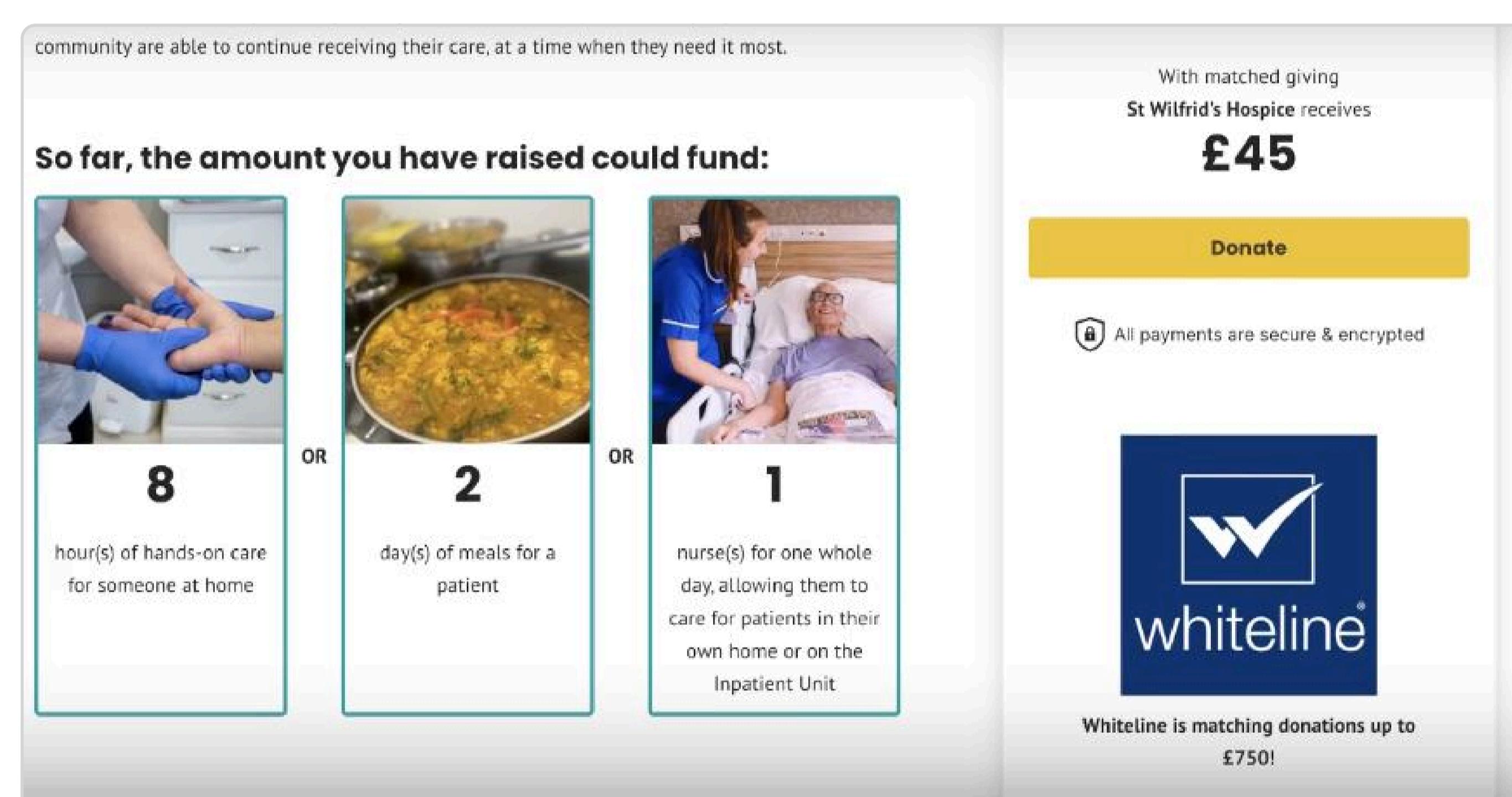
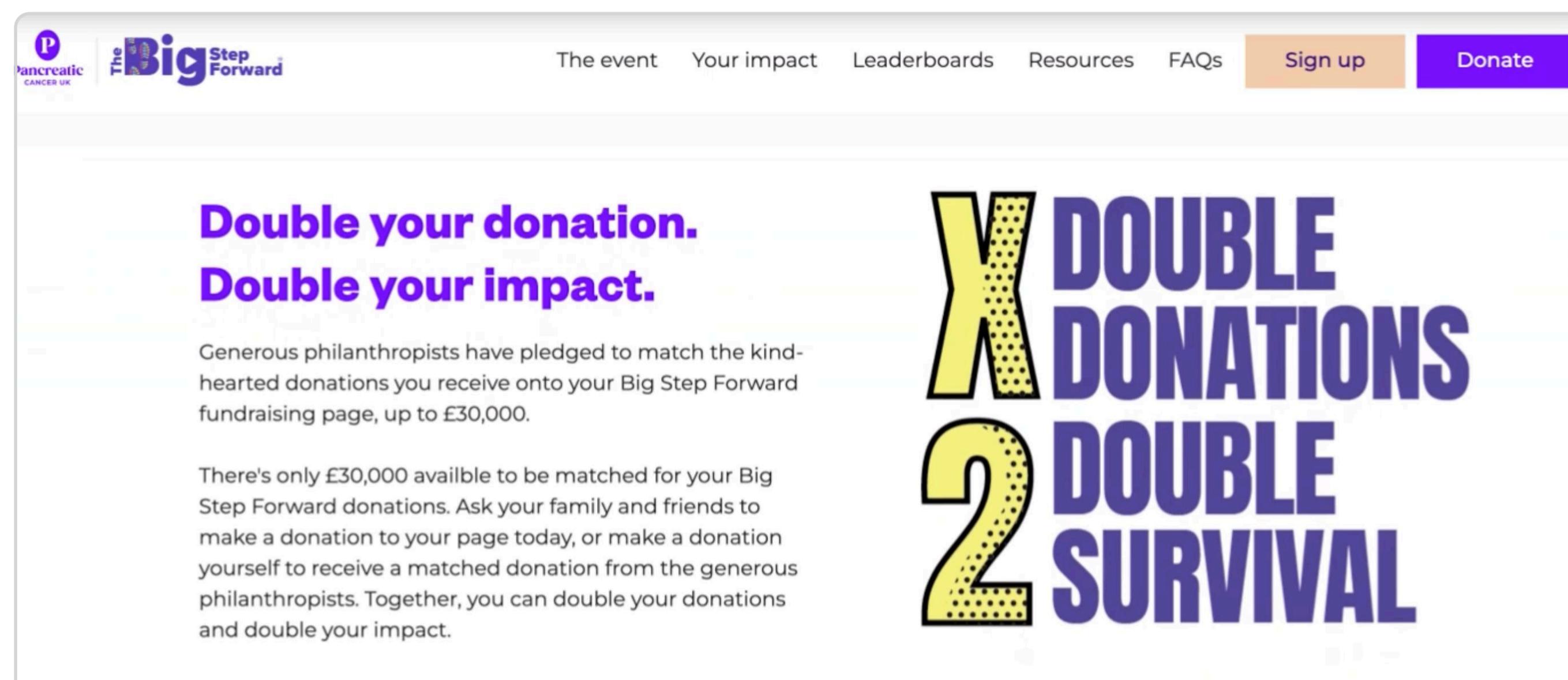
To sponsor me, simply click the link to my page:
<https://fundraise.dementiauk.org/fundraisers/>

 Send Email

Value Enhancement Strategies

Matched Giving Programs

- Partner with sponsors for matching donations
- Create urgency through time-limited matching periods
- Donors give more when they know their impact is multiplied



Consider Recurring Donation Options

- Offer monthly giving alternatives for sponsored donations

Please Help Me Reach My Goal

Raised **£2,272**
+ £212.39 GiftAid

My Goal **£2,500**

£

Select amount to donate

£25	£50	£75
-----	-----	-----

£ Or enter an amount

I'd like to make this donation

Once	Weekly	Monthly	Yearly
------	--------	---------	--------

Donate

Accessibility & Implementation

Accessibility

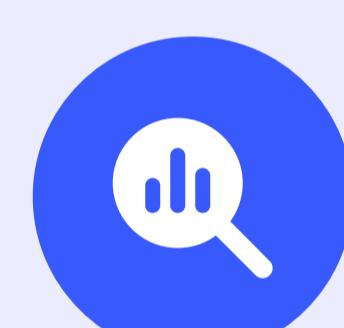
Ensuring your fundraising platform is accessible isn't just about compliance, it's about inclusivity and performance. Accessible websites see 12% higher traffic, as inclusive design broadens the audience and improves engagement. (Forrester)

Recommended Tools:

- [WAVE](#) - A suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities, identifying many accessibility and WCAG errors.
- [Accessible Web](#) - Offers services and tools to help organisations ensure their websites are accessible and compliant with accessibility standards.

Implementation Tips

Getting the most out of donation handles means balancing thoughtful design with data-driven decisions. Below are some practical tips for setting up, testing, and refining your approach.



Analyze Current Patterns

Start by reviewing how supporters currently engage with your donation amounts. Are they selecting preset handles, or opting to enter a custom amount? Use your platform's reporting tools to identify trends across different campaigns or audience types.



Test Different Approaches

Run A/B tests to trial different orderings, layouts, and wording. Compare how audiences respond to ascending vs descending order, or whether centring the middle option increases its selection. Keep tests consistent and isolate one variable at a time.



Review & Adjust

Monitor live performance during campaigns and make small adjustments based on early results. If one donation level is over- or under-performing, consider tweaking the wording or value. Post-campaign analysis can help shape future strategy.



Customize by Event

Donation behaviour can vary significantly between events or audience types. A community fun run may need lower entry-level amounts than a gala dinner. Tailor your handles to fit the tone, expected giving level, and motivation behind each campaign.

Worksheet: Average Donation Value Optimisation

Complete this worksheet for each major fundraising campaign and keep as a reference for future optimisation

Current Status Assessment

Campaign Name: _____

Target Audience: _____

Current Average Donation: £ _____

Benchmark Comparison

Below target (action needed) At target (maintain strategy) Above target (consider raising goals)

Donation Handle Strategy

Current Handles

Position	Amount	Selection Rate	Notes
1			
2			
3			
4 (Other)			

Proposed Handles

Position	Amount	Expected Impact	Notes
1			
2			
3			
4 (Other)			

Audience Analysis

Primary Demographics: _____

Giving Capacity: _____

Device Usage: Primarily Mobile Primarily Desktop Mixed

Key Considerations: _____

Impact Communication Planning

Donation Amount	Impact Description	Visual Description

Testing Plan

What variations will you test? _____

How will you measure results? _____

Nudge Implementation

Selected Nudge Strategies: Time-limited matching Impact visualization Social proof messaging

Other _____

Expected Outcome: _____

Implementation Timeline

Action	Responsible	Deadline	Status

Results Tracking

Campaign Start Date: _____

Campaign End Date: _____

Metric	Pre-Implementation	Post-Implementation	Change
Avg. Donation			
Total Raised			

Notes & Observations

Next Steps
