

# THE CHURCH GIVING PAGE SCORECARD

## A 10-MINUTE AUDIT TO FIND WHAT MAY BE COSTING YOUR CHURCH ONLINE GIFTS

Evaluate your church giving experience across five essential areas: clarity, confidence, connection, conversion, and continuation.

**40-POINT  
SCORE**

**5 KEY AREAS**

**PRACTICAL  
NEXT STEPS**

**Todd Turner**

Creative Digital Guide

# Your giving page is part of your ministry

A giving page is more than a payment form. It is a moment when someone is deciding whether to trust your church, participate in the mission, and act on a generous impulse.

## WHAT THIS SCORECARD MEASURES

This tool evaluates the digital giving experience your church controls. It is not a theological assessment, a financial audit, or a judgment about the generosity of your congregation.

## How to use it

- Open your church giving page on a phone, preferably in a private browser window.
- Answer each question honestly. Mark Yes only when the answer is clear and consistently true.
- Give yourself one point for every Yes and zero points for every No.
- Record each category score, then total all five categories on the results page.
- Circle the three improvements that would make the greatest difference for your church.

## INVITE AN OUTSIDE PERSPECTIVE

Ask a staff member, volunteer, and someone unfamiliar with your church to complete the scorecard separately. Their different answers may reveal where assumptions are hiding.

# Clarity

Can a visitor quickly understand why giving matters and what their gift helps make possible?

| # | QUESTION                                                                   | YES<br>1                 | NO<br>0                  |
|---|----------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | The page explains the purpose of giving in plain, understandable language. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The main headline communicates more than a generic instruction to give.    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | A visitor can identify what ministry their generosity supports.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The page connects giving to the church mission or vision.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | The primary giving button is easy to find without searching.               | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | The page uses specific language instead of internal church terminology.    | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | The visitor knows what action to take next.                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | The most important message is understandable within a few seconds.         | <input type="checkbox"/> | <input type="checkbox"/> |

CLARITY SCORE

8 /

### QUICK IMPROVEMENT

A technically functional page can still be unclear. If the page says only “Give” or “Online Giving,” add one brief statement explaining why generosity matters and what it enables.

### WATCH FOR THIS

Do not make donors decode ministry abbreviations, budget categories, or unexplained fund names.

# Confidence

Does the page give donors good reasons to trust the church and complete the gift?

| # | QUESTION                                                                              | YES<br>1                 | NO<br>0                  |
|---|---------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | The church name and visual identity are immediately recognizable.                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The page uses a secure connection and the donation form appears trustworthy.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Contact information is available for giving questions.                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The page explains how gifts are used or managed responsibly.                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | The giving form does not unexpectedly send visitors to an unfamiliar-looking website. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | The page avoids exaggerated promises, manipulation, or artificial urgency.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Financial or organizational information is available elsewhere on the website.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | The confirmation experience assures the donor that the gift was received.             | <input type="checkbox"/> | <input type="checkbox"/> |

CONFIDENCE SCORE

8 /

## QUICK IMPROVEMENT

Donors should never have to wonder whether they are on the correct page, whether the form is secure, or whom to contact with a question.

## WATCH FOR THIS

A logo alone does not create trust. Clarity, consistency, security, accountability, and follow-through work together.

# Connection

Does the giving experience connect generosity to people, ministry, and meaningful outcomes?

| # | QUESTION                                                                          | YES<br>1                 | NO<br>0                  |
|---|-----------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | The page shows how generosity supports real ministry, people, or outcomes.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The page includes a relevant story, example, image, or impact statement.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | The language focuses on mission rather than only expenses or institutional needs. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The page helps donors see themselves as participants in the work.                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Images feel authentic and relate directly to the ministry being described.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Stories are shared respectfully and with appropriate permission.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Campaign-specific asks have their own focused explanation or landing page.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | The tone reflects gratitude, dignity, and the personality of the church.          | <input type="checkbox"/> | <input type="checkbox"/> |

CONNECTION SCORE

— /  
8

QUICK IMPROVEMENT

People respond when they understand what their generosity joins, strengthens, or makes possible. Connect the gift to ministry without reducing people to fundraising props.

WATCH FOR THIS

Buildings, payroll, and operations matter. Explain how those resources serve people and advance the mission.

# Conversion

Can a willing donor complete a gift easily, especially from a phone?

| # | QUESTION                                                                                 | YES<br>1                 | NO<br>0                  |
|---|------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | The page and form work correctly on a mobile device.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The donation form asks only for information that is genuinely needed.                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Suggested gift amounts are reasonable for this church or campaign.                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | A donor can easily choose a custom gift amount.                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | One-time and recurring options are easy to understand.                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | The page avoids unnecessary navigation, popups, and competing calls to action.           | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | The giving process is fast and does not contain confusing steps.                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | All buttons, links, payment options, and confirmation screens have been tested recently. | <input type="checkbox"/> | <input type="checkbox"/> |

CONVERSION SCORE

— /  
8

## QUICK IMPROVEMENT

Do not confuse simplicity with emptiness. Give donors enough information to act confidently, then remove anything that distracts from completing the gift.

## WATCH FOR THIS

Test the process with someone who did not build it. Watch silently and note every hesitation.

# Continuation

Does the church continue the relationship after someone completes a gift?

| # | QUESTION                                                                         | YES<br>1                 | NO<br>0                  |
|---|----------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | The donor immediately receives a clear confirmation and sincere thanks.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The receipt or follow-up message reconnects the gift to the mission.             | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | First-time donors receive an appropriate welcome or personal acknowledgment.     | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Recurring giving is presented as a meaningful option, not merely a checkbox.     | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | The church regularly shares stories and updates between financial appeals.       | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Donors can manage recurring gifts and update payment information easily.         | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | The church has a plan for acknowledging significant or unusual gifts personally. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Donor information and communication preferences are handled responsibly.         | <input type="checkbox"/> | <input type="checkbox"/> |

CONTINUATION SCORE

— /  
8

## QUICK IMPROVEMENT

A completed transaction is the beginning of stewardship and relationship, not the end. Gratitude and meaningful updates help donors remain connected to the mission.

## WATCH FOR THIS

Do not turn every thank-you into another request. Give appreciation room to stand on its own.

YOUR RESULTS

# Calculate your giving-page score

Transfer the five category scores below. This score is a practical conversation starter, not an industry benchmark or guarantee of fundraising results.

| CATEGORY     | SCORE                                           |
|--------------|-------------------------------------------------|
| Clarity      | <div><div></div><div>8</div><div>/</div></div>  |
| Confidence   | <div><div></div><div>8</div><div>/</div></div>  |
| Connection   | <div><div></div><div>8</div><div>/</div></div>  |
| Conversion   | <div><div></div><div>8</div><div>/</div></div>  |
| Continuation | <div><div></div><div>8</div><div>/</div></div>  |
| TOTAL SCORE  | <div><div></div><div>40</div><div>/</div></div> |

# What your score suggests



## 34-40 | STRONG FOUNDATION

Your giving page supports confident action. Focus on testing, refinement, donor follow-up, and keeping stories and information current.



## 25-33 | MEANINGFUL OPPORTUNITIES

Several parts work, but gaps may be weakening trust or response. Prioritize your lowest category and fix the most visible friction first.



## 16-24 | UNNECESSARY BARRIERS

Interested donors may be encountering unclear messaging, weak connection, or a difficult process. Build a focused improvement plan before adding more promotion.



## 0-15 | REBUILD THE EXPERIENCE

The form may process gifts, but the overall experience needs attention. Begin with clarity, mobile usability, and donor confidence.

# Five improvements you can make quickly

Start with one meaningful improvement rather than trying to redesign everything at once.

---

## 1. Replace the generic headline

Change “Give” into a mission-centered statement such as: Your generosity helps people find hope, community, and a place to grow.

## 2. Add one sentence of impact

Directly above the form, explain what gifts support and what becomes possible because people give.

## 3. Test the complete mobile journey

Use a phone to make a small real gift. Check the form, payment options, receipt, confirmation page, and follow-up email.

## 4. Strengthen recurring giving

Explain why monthly generosity helps the church plan, serve consistently, and respond to ministry opportunities.

## 5. Improve the thank-you

Replace a transactional confirmation with genuine gratitude and one clear sentence connecting the donor to the mission.

## DO THIS BEFORE BUYING MORE TRAFFIC

Fix major giving-page barriers before promoting the page more heavily. Increased traffic cannot compensate for a confusing or untrustworthy experience.

# Build the page in the donor's order

A strong giving page answers the questions a donor is likely asking, in roughly the order they arise.

|   |                                 |                                                                                            |
|---|---------------------------------|--------------------------------------------------------------------------------------------|
| 1 | WHY DOES THIS MATTER?           | A mission-centered headline and brief statement of purpose.                                |
| 2 | WHAT WILL MY GIFT HELP DO?      | A specific impact statement, short story, or ministry example.                             |
| 3 | WHY SHOULD I TRUST THIS CHURCH? | Recognizable branding, responsible language, security, and accessible contact information. |
| 4 | HOW DO I GIVE?                  | A visible, mobile-friendly form with reasonable options and minimal friction.              |
| 5 | WHAT HAPPENS NEXT?              | A clear confirmation, sincere thanks, receipt, and thoughtful follow-up.                   |

**SAMPLE OPENING COPY**

Your generosity helps our church create spaces where people can encounter Christ, find community, and grow in faith.

Every gift supports the ministries, people, and practical work that make this mission possible.

**KEEP IT TRUE TO YOUR CHURCH**

Replace broad language with the real mission, ministry outcomes, and voice of your congregation.

YOUR PLAN

# Choose the next three improvements

Select improvements that are important, achievable, and clearly owned by someone on your team.

| PRIORITY | IMPROVEMENT | OWNER | DUE |
|----------|-------------|-------|-----|
| 1        |             |       |     |
| 2        |             |       |     |
| 3        |             |       |     |

## Questions for your team

- Which category received our lowest score?
- Where might a first-time donor feel uncertain or confused?
- What important ministry result is missing from our giving story?
- What could we improve this week without changing giving platforms?
- How will we know whether the change helped?

**REVIEW AGAIN**

Repeat the scorecard after making changes. Compare the experience, not merely the number.

# Turn your score into a stronger giving experience

A self-assessment can uncover obvious opportunities. An outside review can identify the assumptions, friction, and missed connections that are harder to see from inside the organization.

## A Digital Giving Audit can examine:

- Your giving-page message and case for support
- The mobile donor experience from arrival through confirmation
- Trust, clarity, visual hierarchy, and calls to action
- Recurring-giving presentation and donor follow-up
- Practical priorities your team can act on next

### REQUEST A DIGITAL GIVING AUDIT

**CreativeDigitalGuide.com**

## About Todd Turner

Todd Turner is a digital strategist and fundraising consultant who helps churches, ministries, and nonprofit organizations clarify their message, strengthen donor engagement, and build digital experiences that move people toward meaningful action.

A note about results: This scorecard is an educational diagnostic. Improving a giving page can remove barriers and strengthen the donor experience, but no score or recommendation guarantees an increase in donations.