

Last Minute Nonprofit Year-End Giving Checklist

15 quick fixes to make sure your site is ready to receive year-end donations

Your donors are ready to give — make sure your website is ready to receive.

Use this checklist to quickly review the key areas of your site before your year-end campaign launches.

Don't stress about doing it all — start with the Critical Stuff You Can't Skip, then tackle the rest as time allows.

The Critical Stuff You Cannot Skip

(Your donation form HAS to work — start here.)

Test Your Donation Form

Click through every step — on desktop, tablet, and mobile. Try multiple donation amounts and confirm emails send correctly.

Get That Donate Button Above the Fold

Make sure visitors see your “Donate” button without scrolling, on both mobile and desktop.

Link Directly to Your Year-End Campaign

All donation buttons should lead straight to your active campaign, not a general donation page.

Test Your Thank-You Page

After donating, visitors should land on a warm, clear confirmation page that thanks them by name and reinforces their impact.

Check Your SSL Certificate

Your site URL should start with `https://` — if not, call your web developer immediately. It's a security must.

The “Fact Check” List

(Quick trust-builders that take just minutes.)

Test Your Social Sharing Buttons

Make sure every icon links correctly — even social profiles and “share this” buttons on donation pages.

Update Staff and Board Bios

Add new people, update photos, and remove anyone no longer with your organization.

Double-Check All Contact Information

Verify phone numbers, emails, and addresses are current and easy to find.

Update Your Impact Numbers

Show what you've accomplished this year — people served, meals provided, families helped, etc.



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The “Nice-to-Have” Improvements

(Conversion boosters to tackle next or plan for next year.)

Update Your Needs List

Be specific about what physical donations you need – not just “clothing,” but “winter coats for kids”

Post Your Year-End Goal

Add a progress bar or goal thermometer so donors can see their impact grow in real time.

Add Matching Gift Info

If a donor or sponsor is matching gifts, highlight it everywhere you talk about your campaign.

Swap In Seasonal Photos

Replace summer imagery with current, winter-appropriate photos showing your work now.

Highlight Recurring Donation Options

Make monthly giving visible and easy to select – and confirm it actually works.

Speed Test Your Site

Use Google PageSpeed Insights or GTmetrix to see how fast your donation form loads, check mobile.

Final Tip

Start with the critical tasks first – especially testing that donation form – and work down the list as you have time.

A working form on an outdated site beats a broken form on a beautiful one every single time. And don't forget to check out the [full blog](#) post to learn more about each of these steps in greater detail.