

Donations with a User-Friendly Website: Make a Difference



Non-profit organization | giftoflife.eu
United Kingdom

► Industries

Charity

► Services Used

Web development

► The Brief

Gift of Life is a non-profit organization dedicated to collecting donations for children in need of medical assistance. Their previous website was outdated, ineffective, and plagued with technical issues, hindering their ability to engage with potential donors effectively. They needed a modern and user-friendly website to enable visitors to create personalized donation pages and easily share them through various channels to encourage fundraising on behalf of the organization.

► The Challenge

The existing website was outdated, lacked a user-friendly interface, and failed to inspire confidence in potential donors. It had numerous bugs and technical issues, resulting in a poor user experience and potential donors abandoning the donation process.

► The Solution

GrowMore undertook the challenge of revamping Gift of Life's website, delivering a modern and user-friendly solution to meet their objectives. The new website featured a streamlined donation process, making it easy for visitors to contribute funds with just a few clicks. Secure payment gateways were integrated to ensure donor confidentiality.

GrowMore implemented a feature that allowed visitors to create personalized donation pages, enabling individuals to advocate for the cause and raise funds on their birthdays, anniversaries, or other special occasions.

► The Impact

The new website significantly improved the user experience, resulting in increased donor engagement and a reduction in donation abandonment rates. The introduction of personalized donation pages empowered supporters to become fundraisers, leading to a wider donor base and a substantial rise in donations. Additionally, the modern and visually appealing website enhanced Gift of Life's brand reputation, inspiring trust and encouraging more individuals to contribute to the cause. The integration of social media sharing capabilities allowed supporters to extend the organization's reach, resulting in increased awareness and support from new donors.

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23% rise in the total number of donations

47% growth in the number of new donors

35% rise in the time spent on the website

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