



Fundraising Optimization Checklist

Refine your ActBlue contribution form to reach and convert more donors.

- Customize your form design to match your brand**
Customize your contribution forms with your campaign's colors, logo, and imagery to make them eye-catching and easily identifiable! Or create two versions of the form design and run an A/B test to see which performs better.

- Remind donors to complete their donations**
When someone starts but doesn't complete their donation, you can encourage them to complete their gift with a remarketing email that explains why your work matters.

- Expand your recurring program**
Write a custom recurring pitch highlighting the monthly recurring option at a supporter's final step of donating. Or offer a free gift to recurring donors!

- Customize your donor thank-you message**
Add a personalized thank-you message to your email receipts! Let your supporters know how critical their donation is to your success and suggest other ways they can get involved.

- Help your supporters spread the word**
Use the social share tool to customize the link preview that shows up when supporters share your contribution form on social media or by text. It's a free, organic way to connect with new folks.

hi!

Questions? Find support at [help.actblue.com!](https://help.actblue.com)