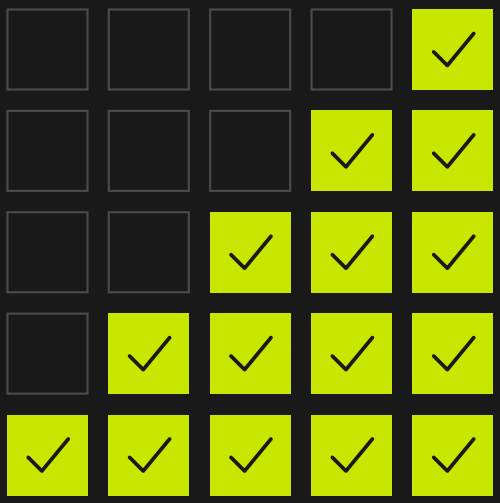
givelayer.

RESOURCE 01 / PRE-LAUNCH

01



5 AREAS · 25 CHECKS

GIVINGTUESDAY 2026

Campaign companion worksheets

PRE-LAUNCH CHECKLIST

THE DONATION-PAGE STRESS TEST

A practical pre-launch checklist for nonprofit fundraising teams.

Use before launch. Mark each item complete, assign owners where needed, and resolve critical issues before sending traffic to the page.

WHEN TO USE

Before promoting your donation page.

WHAT'S INSIDE

25 checks across five areas, an issue log and a final launch decision.

HOW TO USE

Fill in on screen or print. Each check has an owner field.

IMPORTANT

These are operational planning aids, not a full payment, security, accessibility, tax or legal compliance audit.

RESOURCE 01 · PRE-LAUNCH CHECKLIST

Stress-test checklist

> Use before launch. Mark each item complete, assign owners where needed, and resolve critical issues before sending traffic to the page.

REVIEW DETAILS

CAMPAIGN / ORGANIZATION _____

PAGE URL _____

REVIEWER _____

REVIEW DATE _____

01 Campaign clarity

5 CHECKS

DONE	CHECK	OWNER / NOTE
☐	The campaign goal and purpose are clear near the top of the page.	
☐	The impact statement is specific and supported by the organization.	
☐	Suggested donation amounts are appropriate and accurately explained.	
☐	Matching-gift terms, cap, eligibility and deadline are confirmed.	
☐	The page explains who is asking for support and what funds will support.	

02 Mobile and usability

5 CHECKS

DONE	CHECK	OWNER / NOTE
☐	The page is readable and usable on a smartphone.	
☐	The donate button and form fields are easy to find.	
☐	Required fields are limited to what the organization and platform need.	
☐	Instructions and error messages are clear.	
☐	The page explains what happens after a donation.	

03 Payment journey

5 CHECKS

DONE	CHECK	OWNER / NOTE
☐	The correct donation URL opens and is used in campaign links.	
☐	Only currently supported payment methods are shown or advertised.	
☐	The platform's approved process for testing payments has been followed.	
☐	The team knows how to handle failed, duplicate or refunded transactions.	
☐	Donation amounts and applicable charges are clearly presented.	

04 Confirmation and stewardship

5 CHECKS

DONE	CHECK	OWNER / NOTE
☐	The confirmation page appears after a completed donation.	
☐	The thank-you message is accurate and does not overpromise impact.	
☐	Receipt settings and wording have been checked for the relevant jurisdiction.	
☐	A person or team owns donor questions and follow-up.	
☐	The next donor communication is planned.	

05 Tracking and accessibility

5 CHECKS

DONE	CHECK	OWNER / NOTE
☐	Links and QR codes point to the intended destination.	
☐	Tracking parameters are tested where used.	
☐	Images have appropriate alternative text and text remains readable.	
☐	Keyboard navigation and clear labels have been checked where feasible.	
☐	The team knows which sources will be used to review clicks and gifts.	

06 Issues to resolve before launch

ISSUE LOG

Resolve critical issues before sending traffic to the page. Assign an owner and a due date to every issue.

#	ISSUE / RISK	OWNER	DUE DATE	RESOLVED?
01				☐
02				☐
03				☐
04				☐
05				☐
06				☐

07 Final launch decision

SELECT ONE

☐ Ready to launch

☐ Launch after fixes

☐ Hold launch

NOTES / CONDITIONS FOR LAUNCH

IMPORTANT

This checklist does not establish legal, tax, accessibility, security or payment-system compliance. Seek specialist review where required.