

The Landing Page Design Playbook

One page, one offer, one job: carry the message into a decision.

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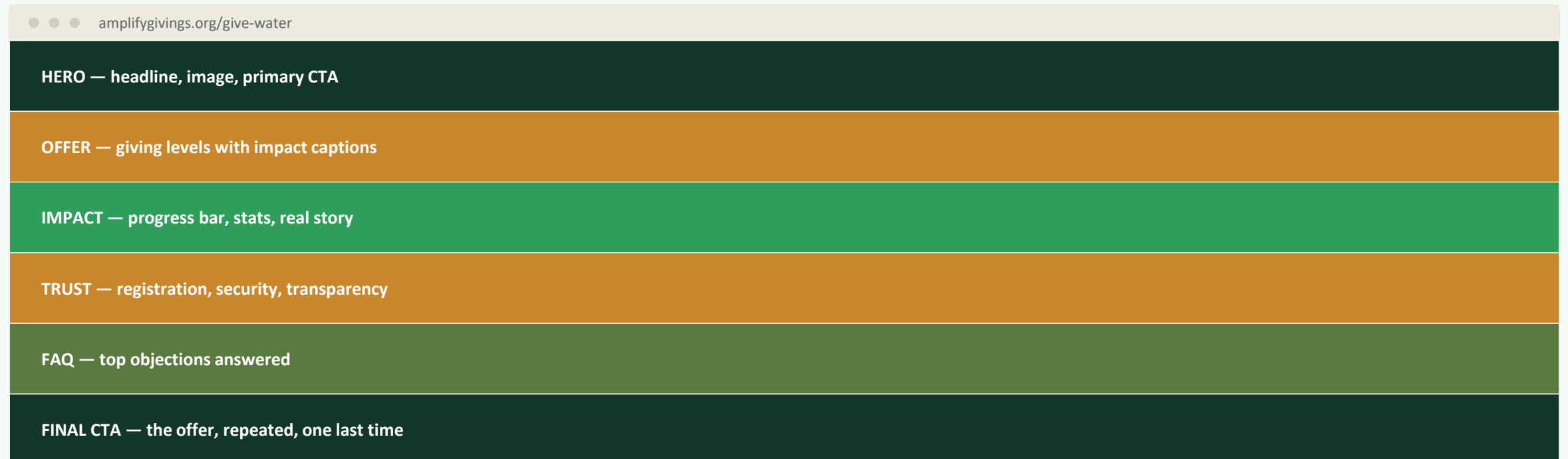
Example

The Landing Page Formula

One page, one offer, one job: carry the message into a decision.

WHAT THIS PAGE MEANS

Every major offer gets its own dedicated page — never the homepage. The formula stays the same regardless of cause: Problem → Offer → Impact → Proof → Trust → Donation → FAQ → final CTA.



Hero Section

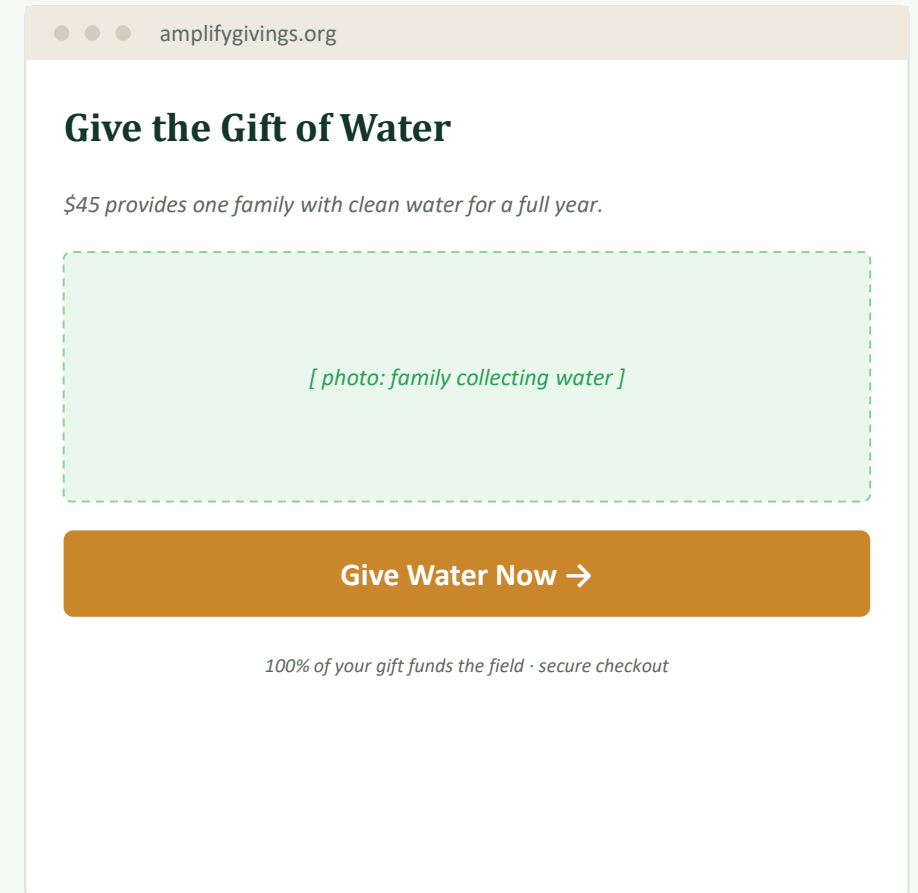
The first 3 seconds decide whether anyone keeps scrolling.

WHAT THIS SECTION MEANS

Above the fold has one job: prove in an instant that this page matches what the visitor clicked on, and give them one obvious next step. No navigation, no competing message.

RULE

If someone only reads the headline and looks at one photo, they should still understand exactly what you're asking for.



Offer & Giving Levels

Translate a dollar figure into something a donor can picture funding.

WHAT THIS SECTION MEANS

80% of supporters give below \$50, but more than half the total often comes from larger tiers — so the ladder needs both ends covered. Every tier should say what it funds, not just what it costs.

amplifygivings.org

\$25 One month of clean water	\$45 One year, one family
\$100 A shared well, 5 families	Other Enter your own amount

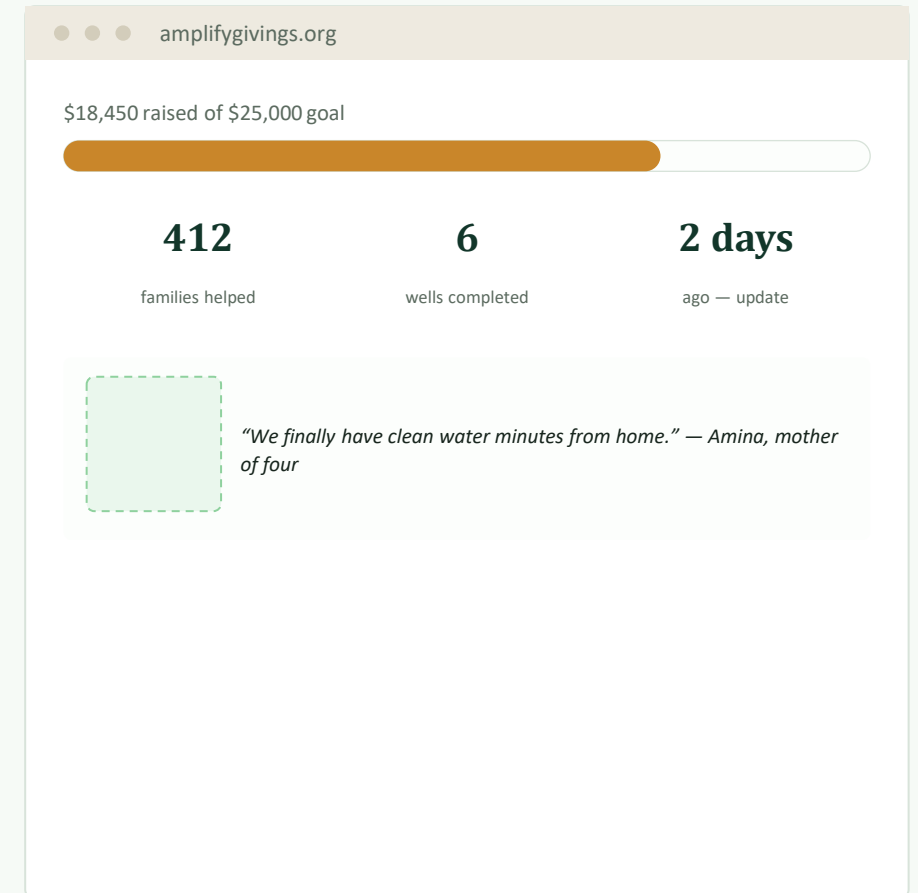
☒ Make this a monthly gift

Impact & Social Proof

Prove this is real, working, and already trusted by others.

WHAT THIS SECTION MEANS

This is where doubt gets resolved. A live progress number, a concrete statistic, and a real story do more than any amount of persuasive copy — donors want evidence, not adjectives.

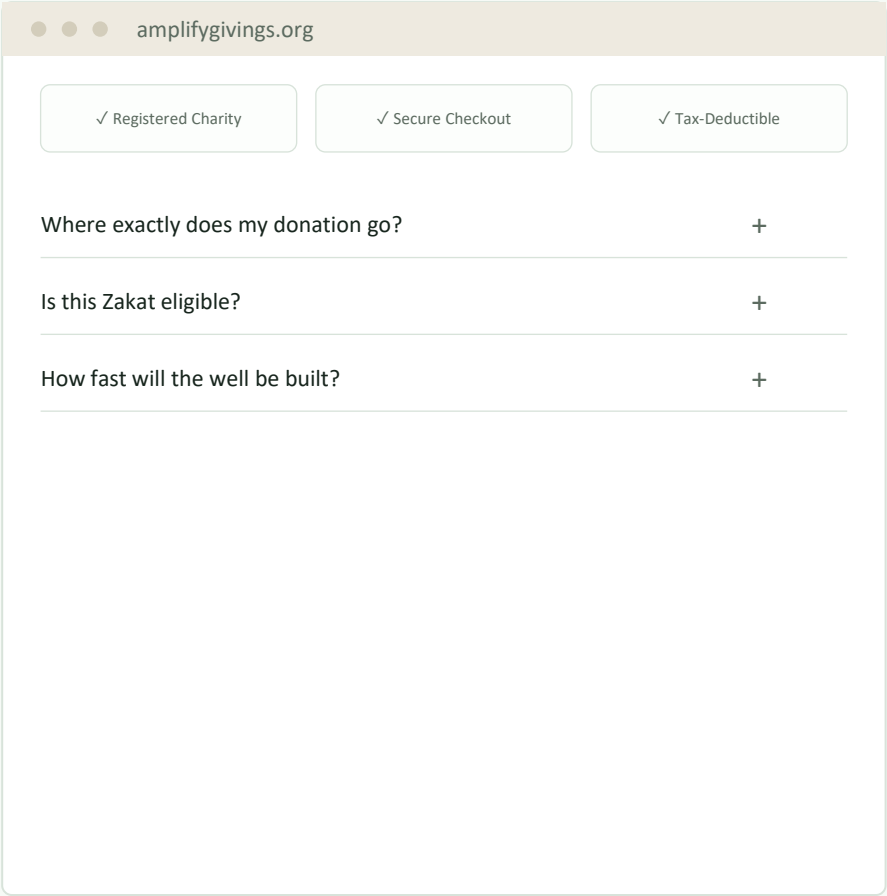


Trust & FAQ

Remove the last doubts before the ask.

WHAT THIS SECTION MEANS

By this point the donor believes the cause — the remaining hesitation is usually about the organisation, not the mission. Registration details, security signals, and honest FAQs close that gap quietly.



Mobile & Final CTA

Most donors are on their phone — design for that reality first.

WHAT THIS SECTION MEANS

Mobile donation pages convert lower than desktop mostly because of friction, not the device itself. A sticky CTA, one-tap payment, and a final direct ask at the bottom close that gap.

MOBILE CHECKLIST

Sticky donate bar, digital wallets (Apple/Google Pay), minimal fields, and a final CTA that repeats the offer clearly.

Give the Gift of Water

[photo]

\$45 = one family, one year of clean water.

\$45

Donate →

Full Example, Assembled

Every section from this playbook, on one page, for one offer.

amplifygivings.org/give-water

Give the Gift of Water

\$45 provides one family with clean water for a full year.

[photo: family collecting clean water]

Give Water Now →

\$25

\$45

\$100

Other

\$18,450 raised of \$25,000 goal

"We finally have clean water minutes from home." — Amina, mother of four

✓ Registered Charity

✓ Secure Checkout

✓ Tax-Deductible

Your \$45 is still waiting to become clean water.

Give Water Now →

PRE-LAUNCH CHECKLIST — EVERY SECTION, ONE PASS

- ✓ Hero headline matches the ad word-for-word
- ✓ Giving levels cover the full range with impact captions
- ✓ Progress bar and stats are current, not stale
- ✓ Trust badges and FAQ are visible before the final ask
- ✓ Sticky mobile CTA and wallet payments are enabled
- ✓ Final CTA section repeats the offer clearly