

Donation CTA Template Pack

(Customize and plug into your website, emails, or social campaigns)

Section 1: [Insert Campaign Name]

Goal: _____

Audience: _____

Tone: ☐ Urgent ☐ Friendly ☐ Emotional ☐ Professional

Platform: ☐ Website ☐ Social Media ☐ Email ☐ Ads

Section 2: CTA Writing Table

Component	Your Draft
Action Verb	_____
Urgency / Emotion	_____
Purpose	_____
Personalization	_____
Placement / Platform	_____

Section 3: CTA Drafts (Examples)

1. _____
2. _____
3. _____

Section 4: A/B Test Options (Shortlist Two CTAs)

Option A: _____

Option B: _____

💡 Track which CTA gets more clicks/donations.

Section 5: Final Checklist (Tick All Before Use)

- ☐ Contains action verb
- ☐ 12 words or less
- ☐ Clear next step

☐ Emotionally engaging

☐ Fits the visual layout