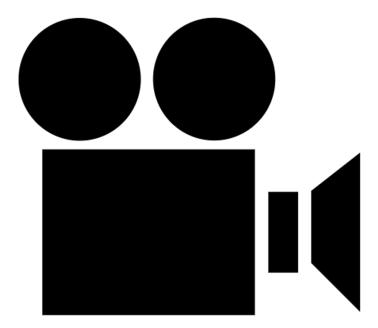
NextAfter Fundraise Up The 8 Types of Friction That Are Killing Your Donations

Key findings from analyzing 643 donation pages

A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.



A Few Quick things...



We have time for additional Q&A.





2 Days. 16+ Speakers. 600+ Fundraisers & Marketers



Standard Price: \$1295 Early Bird: \$500 Off

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NIOSummit.com



tand Price: \$1295 arly brock \$500 Off

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NextAfter Fundraise Up The 8 Types of Friction That Are Killing Your Donations

Key findings from analyzing 643 donation pages

Today's Speakers



Brady Josephson

VP & Managing Director, NextAfter Institute



Today's Speakers



VP & Managing Director, NextAfter Institute



Nic Miller

Director of Partnerships, Fundraise Up

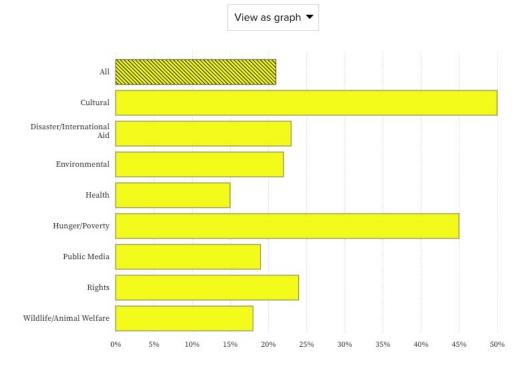




NextAfter Fundraise Up The 8 Types of Friction That Are Killing Your Donations

Key findings from analyzing 643 donation pages

79% OF MAIN DONATION PAGE VISITORS DO NOT MAKE A DONATION.



Website main donation page conversion rate

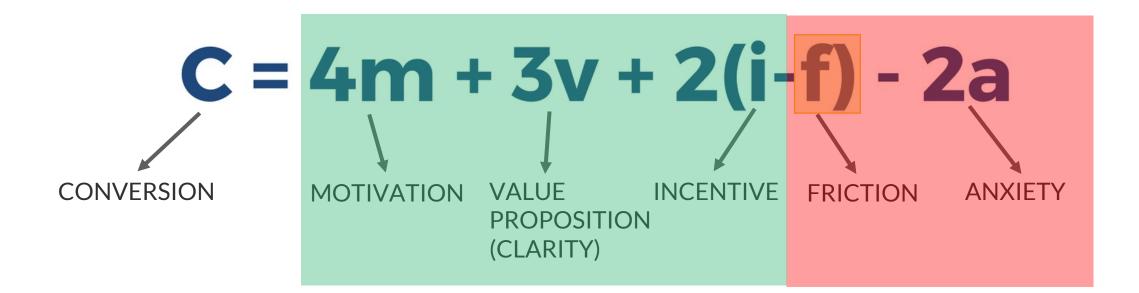
mrbenchmarks.com







The MECLABS Conversion Sequence Heuristic ©



FRICTION

the psychological resistance that your visitors experience when trying to complete an action. Friction is a conversion killer







ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH How the design of a donation page and value proposition affect donor conversion





THE WORLD'S LARGEST ONLINE FUNDRAISING EXPERIMENT LIBRARY.

NEXTAFTER.COM/EXPERIMENTS

LEADERSHIP INSTITUTE

How the design of a donation page and value proposition affect donor conversion

EXPERIMENT ID; #8808

Leadership Institute

Experiment Summary

Timeframe: 03/26/2018 - 04/09/2018

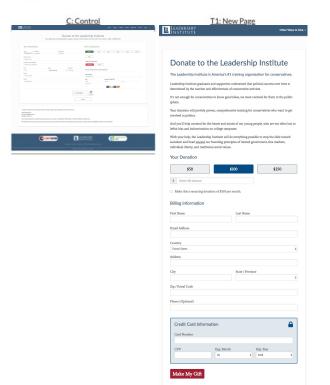
Leadership Institute saw less than optimal conversion on their donation pages. A review of their main donation page, as well as the donation page for one of their program websites showed that they had minimal value proposition copy, a wide layout, and a two-column form that required a CAPTCHA to complete. They built a new donation microsite that radically streamlined and reordered the donation process, added value proposition copy, removed the required CAPTCHA.

They split traffic between their two main donation pages to determine the impact of this new donation microsite on giving.

Research Question

How will a radical redesign of the donation template affect donations?

Design





How The Design Of A Donation Page And Value Proposition Affect **Donor Conversion EXPERIMENT ID: #8808**

CONTROL

			Leadership Institute conservative activists with the tools to make a difference.
Your Information			Your Contribution
Title: First Name: First Name: Address Line 1:	Last Na Last N		\$25 \$59 \$100 \$250 \$500 \$1,000 Obtain:
Address Line 1 Address Line 2 (Optional): Address Line 2 (optional)			Make this contribution: Creatine Creati
City: City	State: Choose from list	Zip Code:	Your Payment Information
Phone: Phone Number			Credit Card #
Email: Email Address			CSC: Exploration (MM/YY): CSC MM / 'Y' whar's this? VIX2 OD TO
		I'm not a	a reloci Andre Solida Donate
To make a contribution by mail, plea Leadership Institute 1101 North Highland Street Arlington, VA 22201	e make your check payable to the Leadershi	p Institute and send it to:	
	o donate by phone, you can reach us at (800)		000 if outside the U.S. trades or shares. Please call 1 (800) 827-5323 for more information.

Fundraise Up
•

TREATMENT	-
-----------	---

Donate to	the Leadersh	nip Institute
The Leadership Institu	te is America's #1 training or	ganization for conservative
	ates and supporters understand th r and effectiveness of conservative	
It's not enough for conser sphere.	vatives to know good ideas, we mu	st contend for them in the pub
Your donation will provid involved in politics.	e proven, comprehensive training i	for conservatives who want to g
And you'll help contend fo leftist bias and indoctrinat	or the hearts and minds of our you ion on college campuses.	ng people, who are too often lo
socialism and head <u>toward</u> individual liberty, and trac	rship Institute will do everything j our founding principles of limited litional social values.	
Your Donation		
\$50	\$100	\$250
	donation of \$100 per month.	
 Make this a recurring Billing Information 	donation of \$100 per month. Last Name	
Make this a recurring of Billing Information		-
Make this a recurring of Billing Information		2
Make this a recurring o Billing Information First Name Email Address Country		
Make this a recurring of Billing Information First Name Email Address Country United States		
Make this a recurring of Billing Information First Name Email Address Country United States		
Make this a recurring of Billing Information Billing Information First Name Email Address Country United States Address		
Make this a recurring model of the second se	Last Nam	
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Make this a recurring of Billing Information First Name Email Address Country United State Address City Zip / Postal Code Phone (Optional)	Last Narro	
Make this a recurring of Billing Information First Name Email Address Country United State Address City Zip / Postal Code Phone (Optional) Credit Card Info	Last Narro	
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Make My Gift

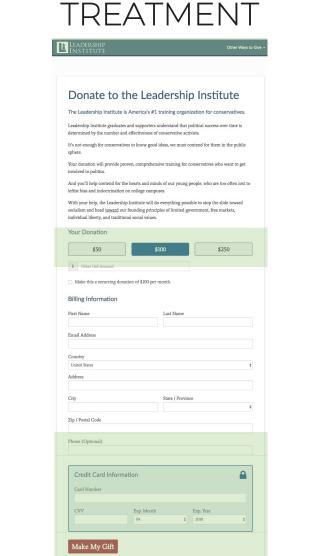


How The Design Of A Donation Page And Value Proposition Affect Donor Conversion EXPERIMENT ID: #8808

CONTROL

Your Informatio	n		Your Contribution
Tide: First Name: Lost Name: Choose from Ii 9 First Name Last Name			525 550 5100 5250 51,000
Address Line 1: Address Line 1			Other
Address Line 2 (Optional): Address Line 2 (optional)			Make this contribution: One time Monthly
City: City	State: Choose from I	Zip Code: st	Your Payment Information
Phone Number Email: Email Address			Credit Card # CSC Explantion (MM/YY): CSC MM // YY what's this?
			r a relact Constant Section Se

Fundraise Up





How The Design Of A Donation Page And Value Proposition Affect Donor Conversion EXPERIMENT ID: #8808

CONTROL

	Your generous tax-d		e Leadership Insti	tute he tools to make a difference.
	-			
Your Information			Your Contribution	
Title: First Name: Last Name: Choose from II \$} First Name Last Name		\$25 \$9	0 \$100 \$250 \$500 \$1,000	
Address Line 1:			Other:	
Address Line 1				
Address Line 2 (Optional):			Make this contribution:	
Address Line 2 (optional)			One time Mo	nthly
City:	State:	Zip Code:	New Decement In	for more than a
City	Choose from list	Zip Code	Your Payment In	formation
Email: Email Address			Credit Card # CSC: CSC what's this?	Expiration (MM/YY): MM // YY
			a nobot	
To make a contribution by mail, p Leadership Institute 1101 North Highland Street Arlington, VA 22201	lease make your check payable to the Leader	ship institute and send it to:		
If you have any questions or prefe	er to donate by phone, you can reach us at (8	100) 827-5323 (LEAD), or (703) 247-2	000 if outside the U.S.	



THE WORLD'S LARGEST ONLINE FUNDRAISING EXPERIMENT LIBRARY.

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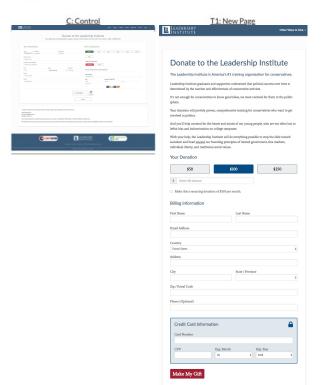
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Research Question

How will a radical redesign of the donation template affect donations?

Design





Results

TREATMENT NAME		CONV. RATE	RELATIVE DIFFERENCE	CONFIDENCE
C:	Control	3.0%		
T1:	New Page	7.1%	134.7%	95.8%

This experiment has a required sample size of 223 in order to be valid. Since the experiment had a total <u>sample size of 470</u>, and the <u>level of confidence is above 95%</u> the experiment results are valid.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

The new donation microsite resulted in more than twice as many donations across the two primary pages. Since this was a radical redesign, it's not clear how each individual element contributed to the lift. But the lift is statistically valid and the opportunity cost is clear.

The new donation microsite also enables future optimization testing, which should begin immediately across multiple donation pages.

Experiment Documented by Jeff Giddens

Jeff Giddens is President of NextAfter.

Question about experiment #8808

If you have any questions about this experiment or would like additional details not discussed above, please feel free to contact them directly.

THE WORLD'S LARGEST ONLINE FUNDRAISING EXPERIMENT LIBRARY.

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ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.



Fundraise Up

How the design of a donation page and value proposition affect donor conversion Leadershin Institut





95% OF ORGANIZATIONS HAD SOME FORM OF FRICTION IN THE ONLINE DONATION PROCESS PROVEN TO HURT OR HINDER THE CHANCES OF A DONATION.

globalonlinefundraising.com







ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.



Fundraise Up

How the design of a donation page and value proposition affect donor conversion Leadershin Institut





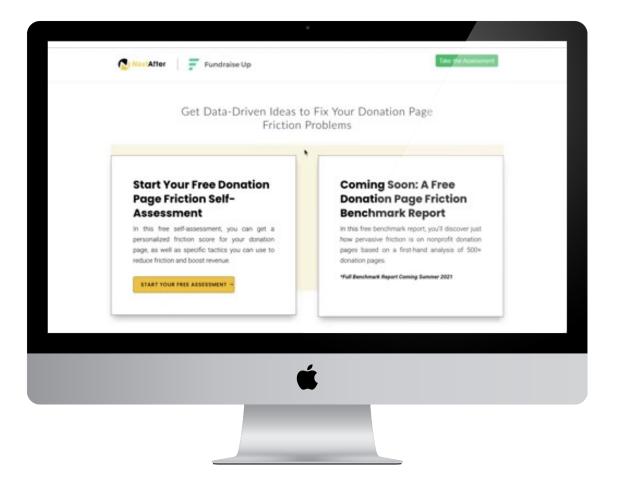
donationpagefriction.com





What We Did

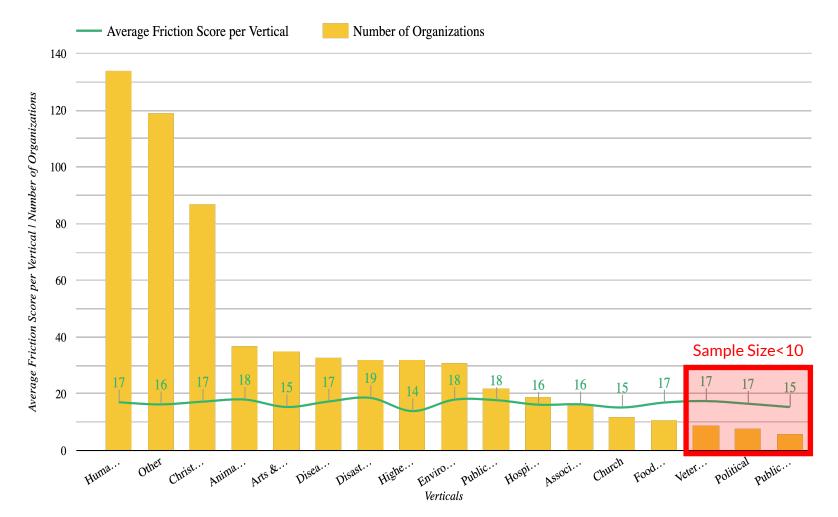
- Organizations completed a **36** question self-assessment while making a \$20 donation
- But only 25 of those questions received a positive or negative point based on our experiment research proven to help or hinder conversion
- In the end, 643 organizations contributed to the study results





Friction Scores Across Verticals

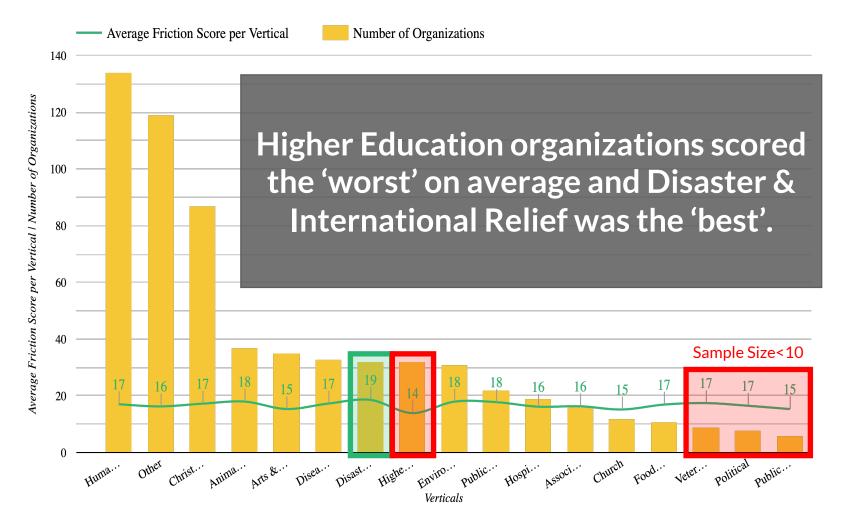
- 17 verticals total
- The top 3 largest verticals
 - Human Services (20%)
 - Other (18.5%)
 - Christian Ministry (13.5%)
- Verticals with less than 10 organizations were nullified (veterans, political and public broadcasting)





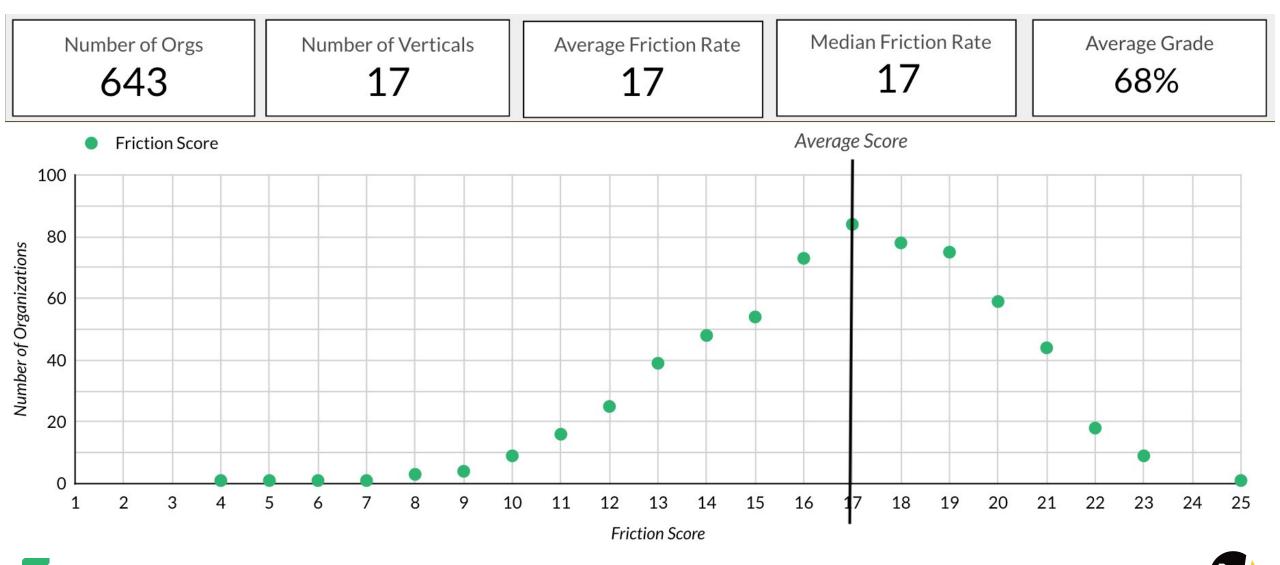
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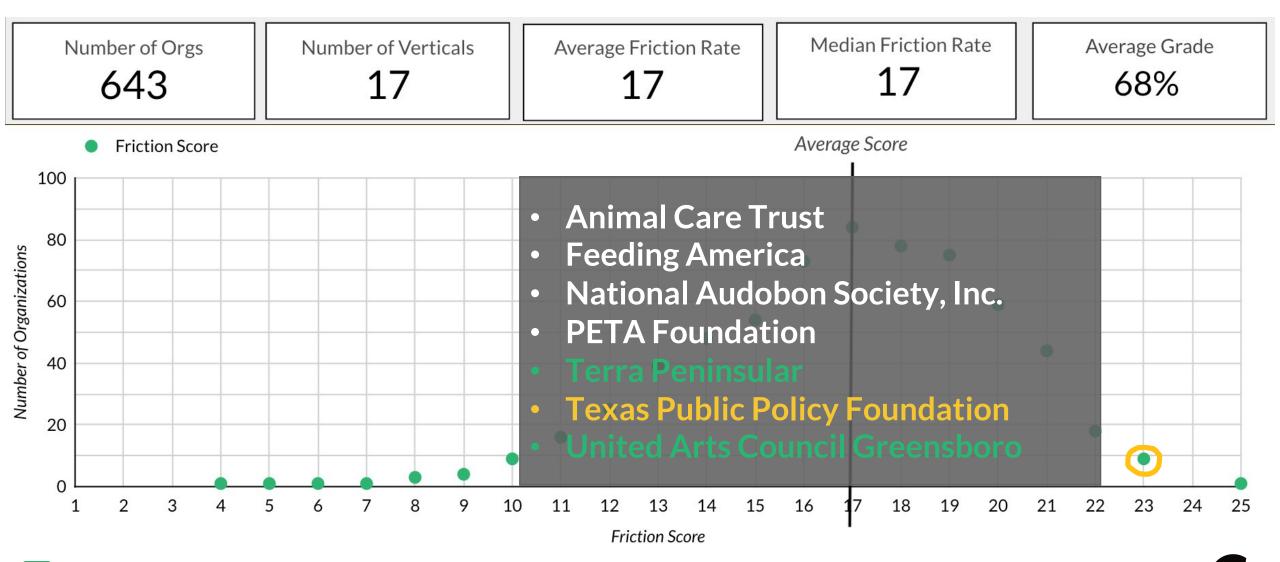


Overall Results





Overall Results





BUT WHY?





8 Types of Donation Page Friction

1 Field Number Friction	Pield Layout Friction	Form Error Friction	Confusion Friction
⁵ Decision	6 Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Field Number Friction: Why does it matter?

The more form fields you present and the more information you are collecting the greater the chance that someone will abandon the process.

rd Number *	Personal Details	Address Detai Address*	
Enter your card number	Individual	Enter a location	
ame on Card •	First Name *	Can't find your address	\$?
Enter your card name	Please type your first name		
piry Date • CCV •	Last Name *		
MM YYYY eg 321	Please type your last name		
I'm not a robot			
reCAPTCHA Privacy-Terms			
	Optional		
	Date of Birth*		
	Day Month Year		
	 Sign up to receive updates on A21 activiti initiatives and support 		
	How did you hear about us?*		
r clicking the 'Donate Now' button you are reeing to our Terms & Conditions	Personal Information	Middle/Former Name	Last Name *
	First Name *	Middle/Former Name	
		Middle/Former Name	nnus, Alumna, or Student
	First Name *	Middle/Former Name	nnus, Alumna, or Student
	First Name *	Middle/Former Name	nnus, Alumna, or Student ent ulty or Staff
	First Name *	Middle/Former Name	nnus, Alumna, or Student ent ulty or Staff
	First Name *	Middle/Former Name	nnus, Alumna, or Student nnt uity or Staff nd
	First Name * Email address * Spouse First Name	Middle/Former Name	nnus, Alumna, or Student ent alty or Staff ad Spouse Last Name nnus, Alumna, or Student ent
	First Name * Email address * Spouse First Name	Middle/Former Name Class Year Alun Pare Face Free Spouse Middle/Former Class Year Alun Pare Pare Pare Pare Pare Pare Pare Pare	nnus, Alumna, or Student Int Illy or Staff Ind Spouse Last Name Innus, Alumna, or Student Int Illy or Staff
	First Name * Email address * Spouse First Name Email address	Middle/Former Name	Annus, Alumna, or Student ent alty or Staff ad Spouse Last Name nnus, Alumna, or Student ent ulty or Staff ad
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	First Name * Email address * Spouse First Name Email address Street Address *	Middle/Former Name Class Year Alun Pare Free Spouse Middle/Former Class Year Alun Pare Pare Pare Pare Pare Pare Pare Pare	Annus, Alumna, or Student ent alty or Staff ad Spouse Last Name nnus, Alumna, or Student ent ulty or Staff ad



How Adding One Required Field Affects Donor Conversion EXPERIMENT ID: #4928

FROM THIS

City	State	
	-Choose-	\$
Zip Code		
·		
Gift Information		
Gift Information		

-Choose-	\$
]
	6°
7	
	n Done
	42.

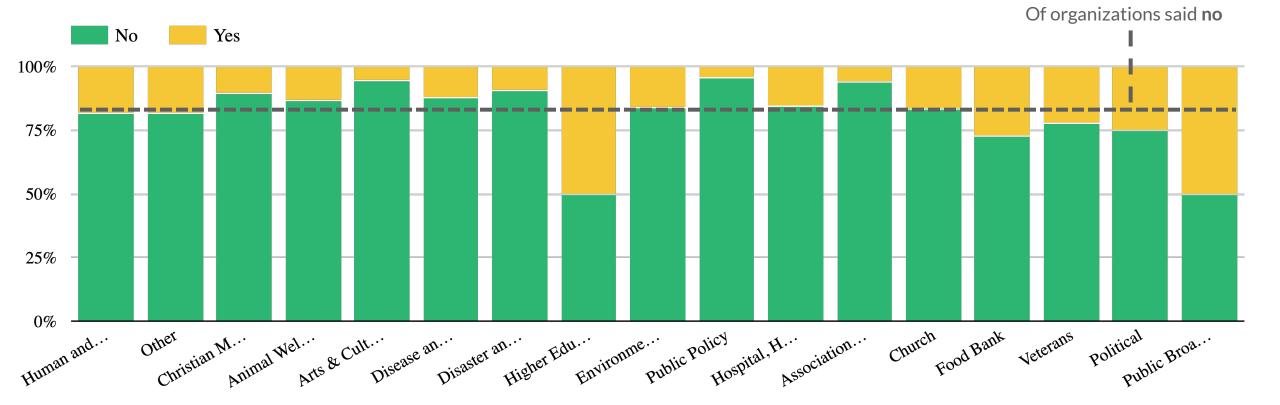
TO THIS

rs



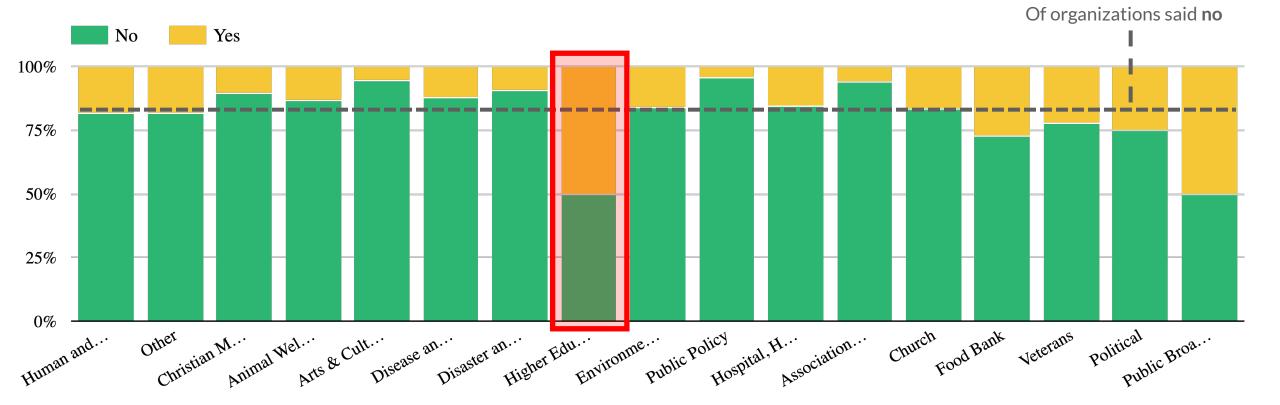
Does the donation form require anything more than basic billing info?

83%

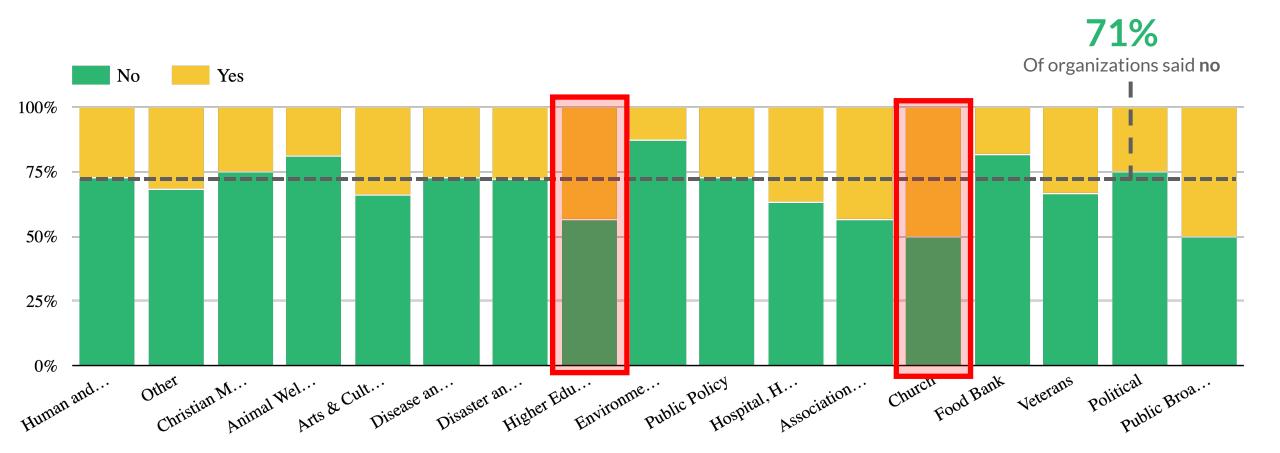


Does the donation form require anything more than basic billing info?

83%



Does the donation form require a phone number?



Not This

Payment Information

already have an account?

First Name*	Last Name*	Suffix
Country*		
United States of Ameri	ca	`
Address Line 1*		
Address Line 2		
City*	State/Province*	Postal Code*
	~	
Email Address*		
Phone Information*		

Create An Account (optional)

~

Creating a secure account allows you to manage your giving, view transaction history, and will ease checkout on future visits. Password must be at least 8 characters and contain at least one uppercase letter, one lowercase letter, and one number. You may also choose to checkout as a guest by not entering and confirming a password.

Password

Confirm Password

Payment Information 🚊

Card Number	Card Number			
Expiration	January	~	2021	~
CVV2	888			

Donation frequency	
Today	
 Recurring 	
Donation details	
Where do you want your donation directed? 🤅	
Nonprofit's Discretion	
* Do you want your donation to be anonymou	is? 😧
No	
Enter name to appear publicly 🚱	
Is this donation in honor or memory of some	2002

Special instructions or comments for nonprofit. (To donate for a specific purpose, contact the charity in advance to ensure they can honor your request)

CANCEL

-- Select --

* Required field

*

*

*

นสารเสนิงท	keep a family together	immigration policy	cuzensnip
Use the form below to m	ake your donation and chang	e a life today:	3
✓ Donation amount2. Your Information		ur Info	Credit Card Info
First Name*		Last Name*	
Address, line 1*			
City*	State*	Zip Code*	
	Choose one	•	
Email Address*		Phone 555-555-5555	
	Nex << E	Option to	

But This





Remove unnecessary required form fields Only ask for information that is needed to complete the transaction



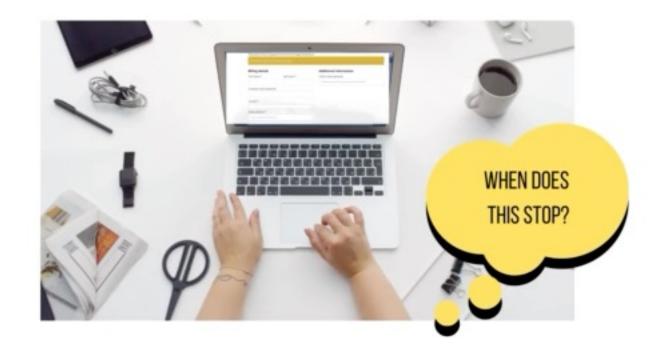
8 Types of Donation Page Friction

Field Number Friction	Pield Layout Friction	Form Error Friction	4 Confusion Friction
Decision	Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Field Layout Friction: Why does it matter?

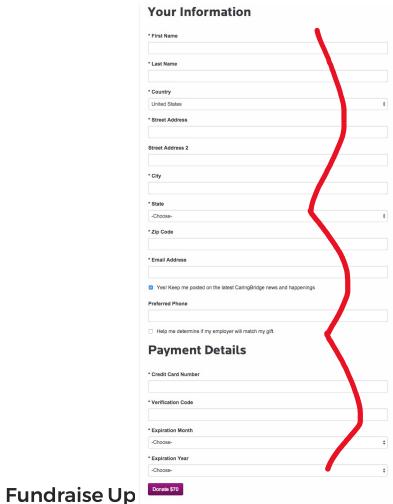
How form fields are displayed, grouped, and spaced impacts the perceived cost or effort required to complete an action.



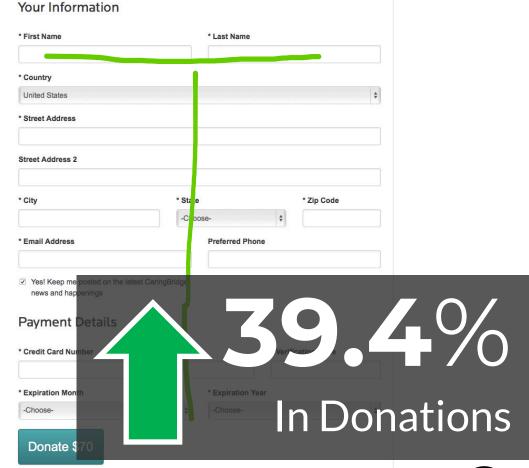


Experiment

NOT THIS



BUT THIS



Are the form fields grouped together?

60% Of organizations said yes Yes No 100% 75% 50% 25% 0% Association... Hospital, H... Food Bank Disease an... Disaster an... Higher Edu... Public Policy Public Broa... Christian M... Animal Wel... Environme... Veterans Political Human and... Church Other Arts & Cult.

Not This

AMERICAN SOLAR ENERGY SOCIETY		Member Po
DASES.ORG JOIN/RENE	W/DONATE SOLAR 2021 ASES ONLINE COMMUNITY TINY W/	NTTS SOLAR TODAY ARCHIVES
onations - S	Secure Online Donation Form	Sign In
Campaign/Fund Information		Username
Campaign/Fund *	The General Fund SSL SECURED or Select a Different Fund	Password
Donation Information	BY BIL INCREMENDIN	SIGN IN
Donation Amount	\$	Forgot your password?
Payment Method *	Ocheck/Money Order ⊖PayPal ACH/E-Check (US banks only) ®Credit Card ■ ■ ■ ■ ■ ■ ■ ■ ■ 1000	Haven't joined yet?
In memory of / in honor of	Name of honorary individual	Newest Members
Additional email address to notify someone of		H. SCARBERRY
your donation in honor of/in memory of?		E. HARLOW
Include gift amount		R. GARAVITO
and/or your name?	Optional: ASES can send your name and/or amount donated in the notification email for in memory/in honor of gift.	K.SMITH
Donor Comments	8mr	
Donor Information	A	
First Name *		
Middle Name		
Last Name *		
Suffix		
Organization		
Email *		
Address *		
Address Cont.		
City/Town *		
Country *	United States	
State	~	
Postal Code*		
Phone *		
Billing Information		
I Olick here if billing address is t	he same as donor address)	
Name on Card		
Card Type *	`	
	What is this?	
Card CVV Num *	What is this? (format: mm/yyyy)	
Organization	uumac mini yyyy	
Organization		
Address Cont.		
City/Town*		
Country *	United States	
State	United states	
Postal Code"		

But This

	Amount Name Payment 1 2 3 You're donating \$35 First Name: Last Name: Address:
DONOR INFORMATION	City: State: Zip:
Cardholder's Name	
Phone (Optional) Email	
PAYMENT INFORMATION All major cards accepted	
Join more than 30,000 Texas conservatives and receive The Cannon daily email.	



Group form fields and use horizontal space to reduce the perceived work required to complete a donation



8 Types of Donation Page Friction

Field Number	Field Layout	Form Error	Confusion
Friction	Friction	Friction	Friction
⁵ Decision	Steps	Device	⁽⁸⁾ Waiting
Friction	Friction	Friction	Friction



Form Error Friction: Why does it matter?

When incomplete fields or incorrect information isn't displayed clearly or until after the form is submitted.

2	Vour	recei	nt inf	orm	atio
∠.	rour	recei	priin	VIIII	auoi

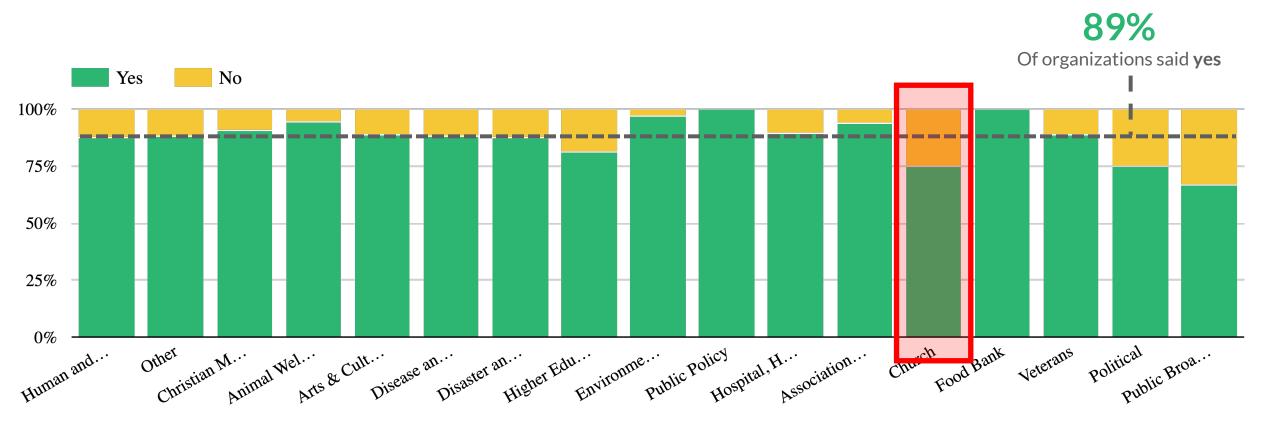
First Name		
Middle Name		
		Â
Last Name		
Email	N	
Address		
Street	Unit	
Search		
City	State/Province	

🕀 Back

Next 🕣



Does the form highlight the missing fields?



Not This

Payment Information

			already have an account?	
First Name*		Last Name*	Suffix	
	8			
Country*				
United States o	f America			~
Address Line 1*				
Address Line 2				
City*	Sta	te/Province*	Postal Code*	
Email Address*				
Phone Informat	ion*			

Create An Account (optional)

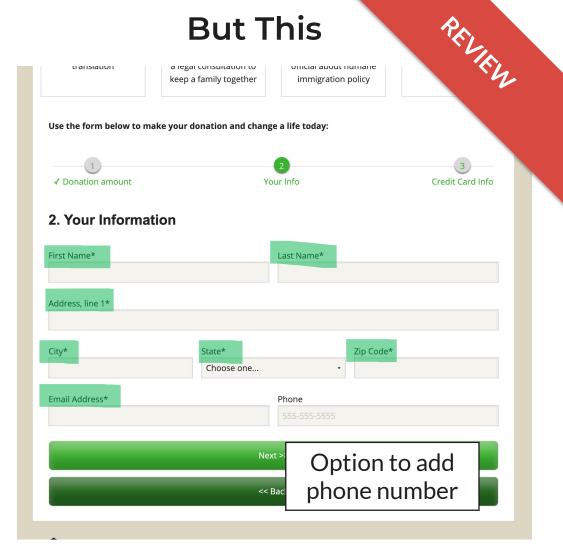
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Password

Fundraise Up

Confirm Password

Payment Info	rmation 🔒	i de la companya de l	
Save this payme	nt for later use.		
Card Number	Card Number		
Expiration	January	♥ 2021	•
CVV2	888		



Enable the ability for any missing or incorrect fields to be highlighted as the donor is completing the form Show donors which fields are required with text or design





8 Types of Donation Page Friction

Field Number	Pield Layout	Form Error	Confusion
Friction	Friction	Friction	Friction
Decision	6 Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Confusion Friction: Why does it matter?

When there are unexpected items to navigate, competing calls to action, or distracting links and messages not related to the act of giving.







Experiment

FROM THIS



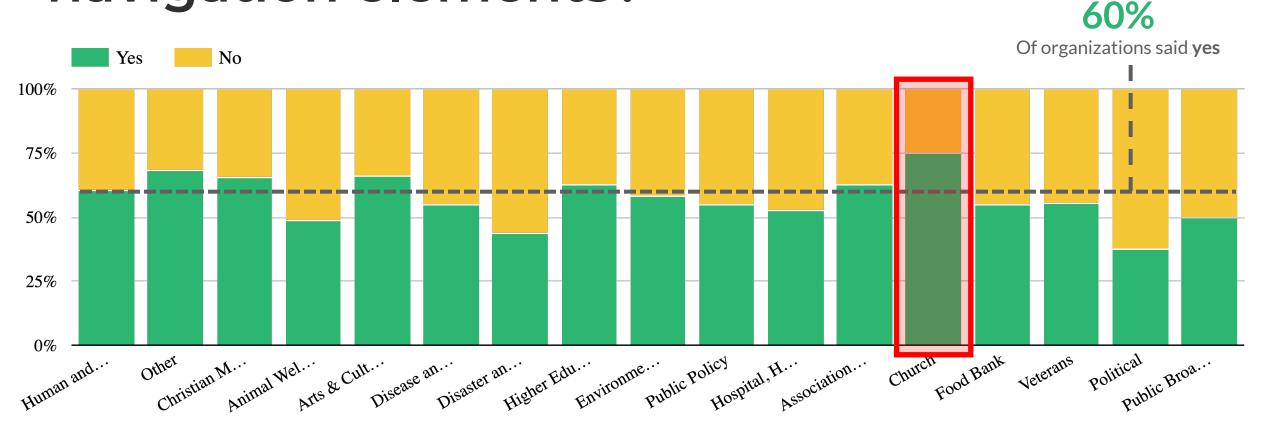
TO THIS



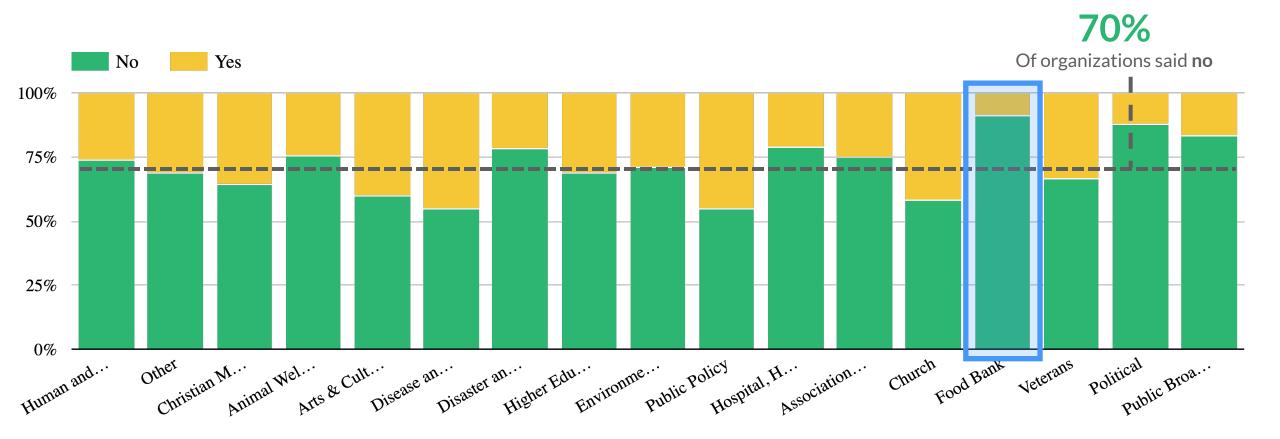




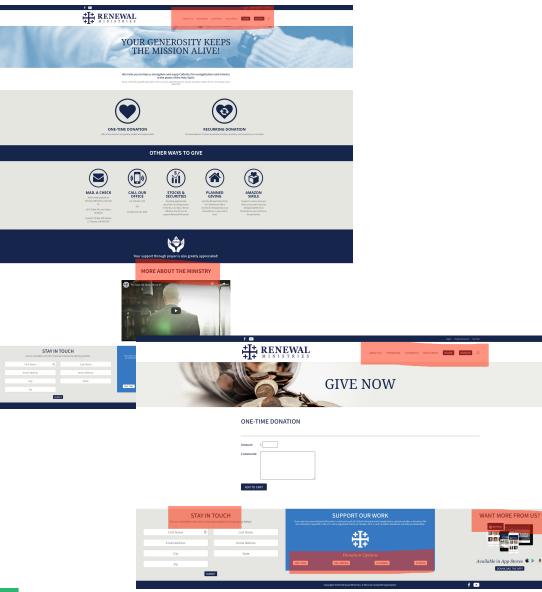
Are there links, buttons, menus or other navigation elements?



Are there other calls to action on your donation page?

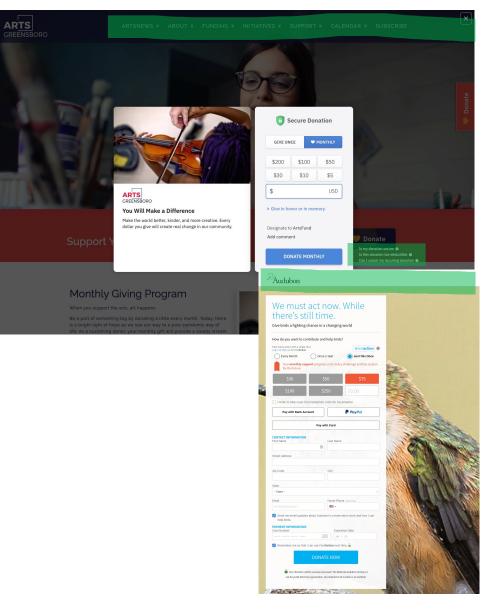


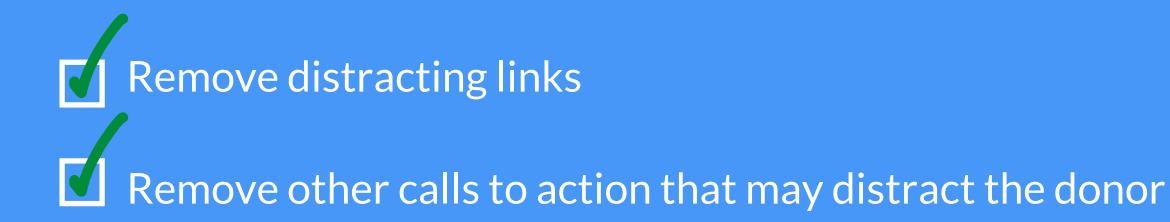
Not This



Fundraise Up

But This









8 Types of Donation Page Friction

Field Number	Pield Layout	Form Error	Confusion
Friction	Friction	Friction	Friction
Decision	6 Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Decision Friction: Why does it matter?

When there are too many decisions to be made either at any one point or throughout the process especially without context and clarity (closely related to confusion friction).





NOT This

	YOUR DONATION	
	\$50 \$100 \$200 \$500 \$ Other Amount	
	 Make this a recurring gift! I want to save lives every month as a Caring Partner. 	
	Dedicate my donation in hanor or in memory of someone.	
	PAYMENT DETAILS	SECUR DONA
	Card Number *	
	AND 120 -	
	Expiration * Security Code	
	Month • Year •	
	YOUR INFORMATION	
	Name *	
	First Name	
	1 em giving on behalf of an organization	
	briail *	
	Phone	
	Country *	
	United States •	
	I have a military address	
	Address *	
	City *	
	State * Zip Code *	
	State / Territory e	
	Comments	
	We'd love to hear from you!	
Fundraise l		
	10 magan in	

-

BUT This

	PAYMENT DETAILS	C SECURE DONATION	-
Card Number *		-	
Expiration *	Year +		
	YOUR INFORMATION		
Name *			
First Name	Last Name		
 I am giving on behalf of an organiz 	zation		
Email *			
Phone			
Country *			
United States		*	
I have a military address			
Address *			
City *			
State *	Zip Code *)79
State / Territory	•		

WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?





WHERE DO I GIVE?

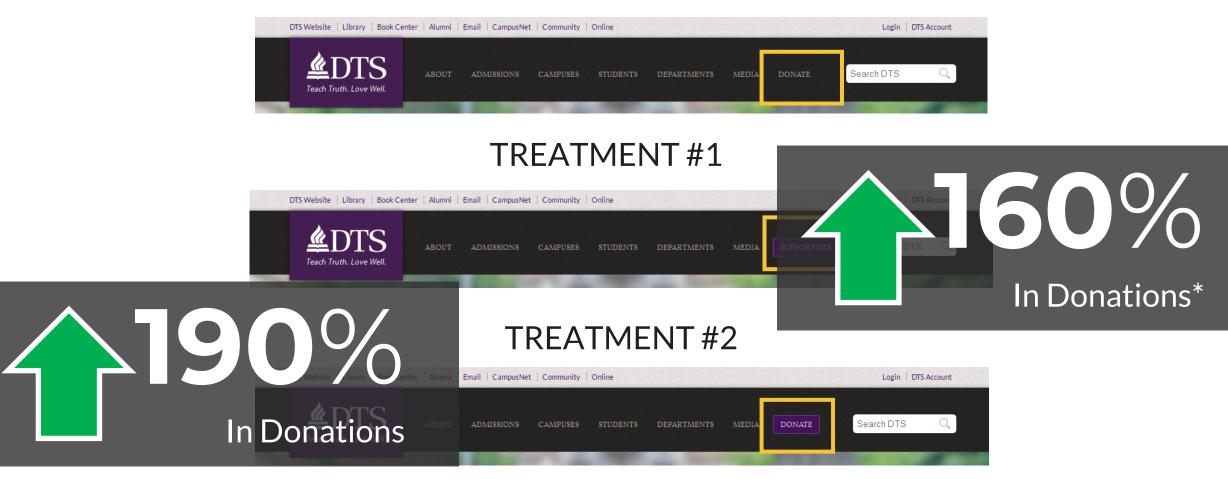
WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?





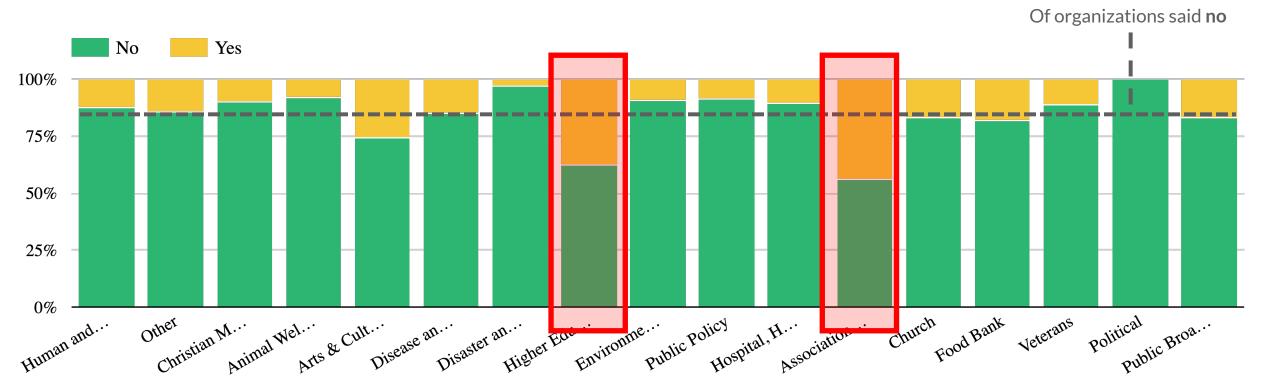
How Visually Emphasizing The Donate Button Affects Traffic Experiment ID: #1698

CONTROL



*94% level of confidence

Does it take more than 5 seconds to find where to give?



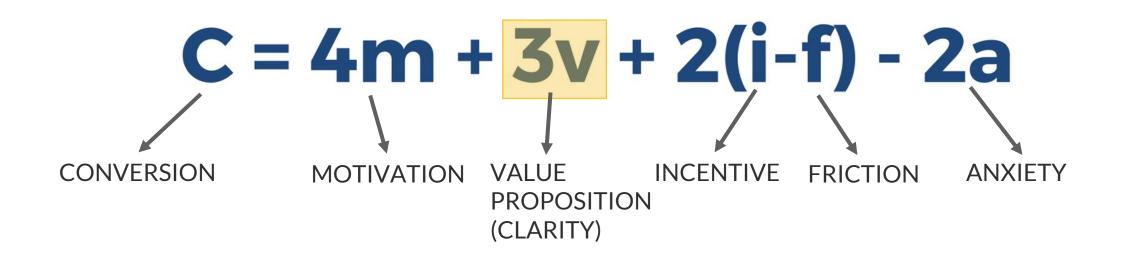
WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?



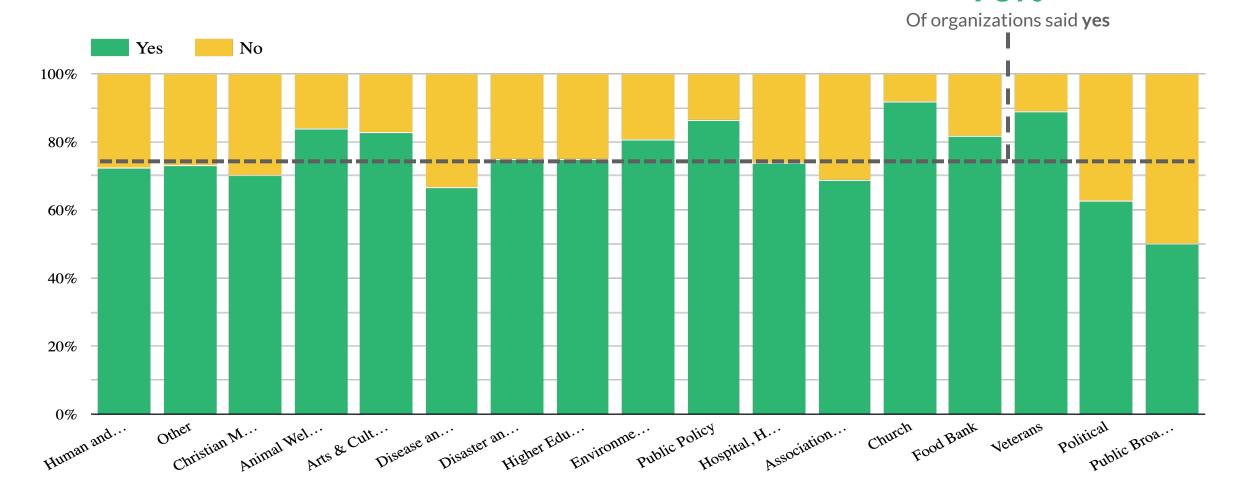


The MECLABS Conversion Sequence Heuristic ©

COST

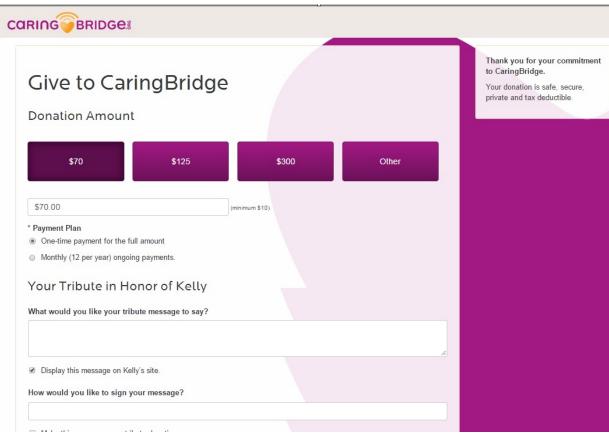


Does the donation page have more than 1 sentence of copy? 75%



Experiment #900

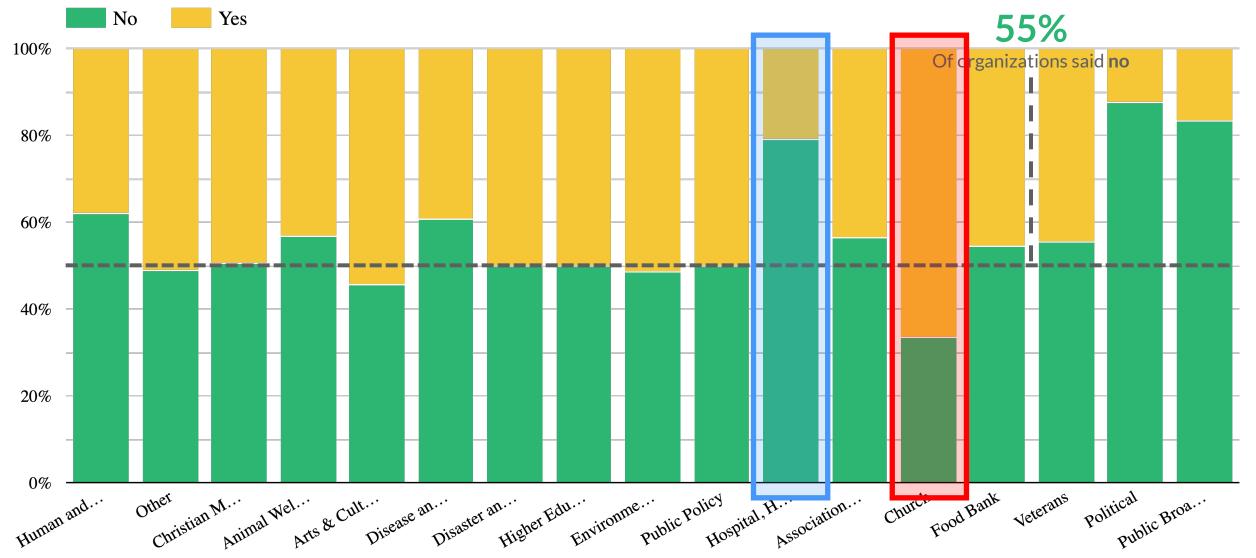
FROM THIS



TO THIS CORING Thank you for your commitment Give to CaringBridge to CaringBridge. Your donation is safe, secure, When you give to CaringBridge, you ensure that Kate's safe, protected place to share health updates will always be here. Make a private and tax deductible. donation now, and share a personal message for Kate. Your support matters **Donation Amount** \$70 \$125 \$300 Other \$70.00 (minimum \$10) * Payment Plan One-time payment for the full amount Monthly (12 per year) ongoing payments. Your Tribute in Honor of Kate What would you like your tribute message to say? sdf 28% Display this message on Kate's site. How would you like to sign your message In Donations



Does the donation page have more than 4 sentences of copy?



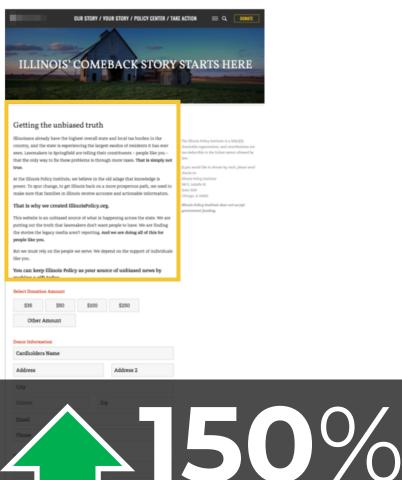
How The Addition Of Value Proposition Impacts Donor Conversion Experiment ID: #6623

CONTROL

States -	OUR STORY / YOU	IR STORY / POLICY CENTER / T	TAKE ACTION = Q DOMATE
ILLINOIS'	сомен	BACK STOR	Y STARTS HERE
Together, we're writing the n	ext chapter of Illino		
Select Donation Amount			The Illinois Policy institute is a 500(c)(2) charitable organization, and contributions are tax-deductible to the fullest extent allowed by
\$35 \$50	\$100	\$250	law. If you would like to donate by mail, please send
Other Amount			checks to: Illinois Policy Institute 190 S. LaSalle SL
Donor Information			Suite 1500 Chicago, II. 60603
Cardholders Name			Illinois Policy Institute does not accept government funding.
Address		Address 2	
City			
Illinois	Zip		
Email			
Phone			
Payment Information			
Visa, Mastercard or Ame	erican Express N	lumber	
Month	Year	Security Code	

GIVE NOW





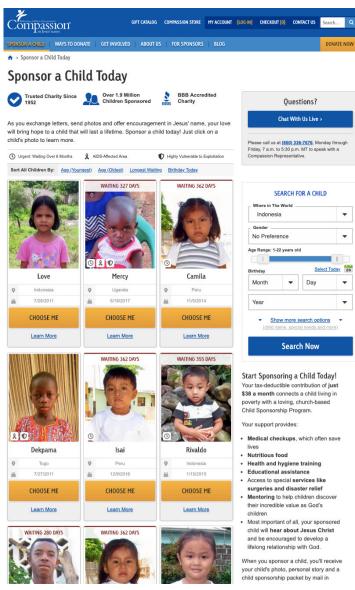
In Donations

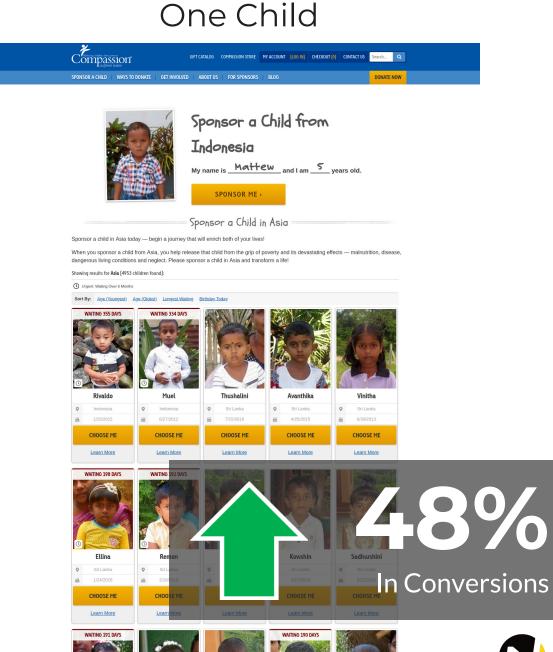


WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?



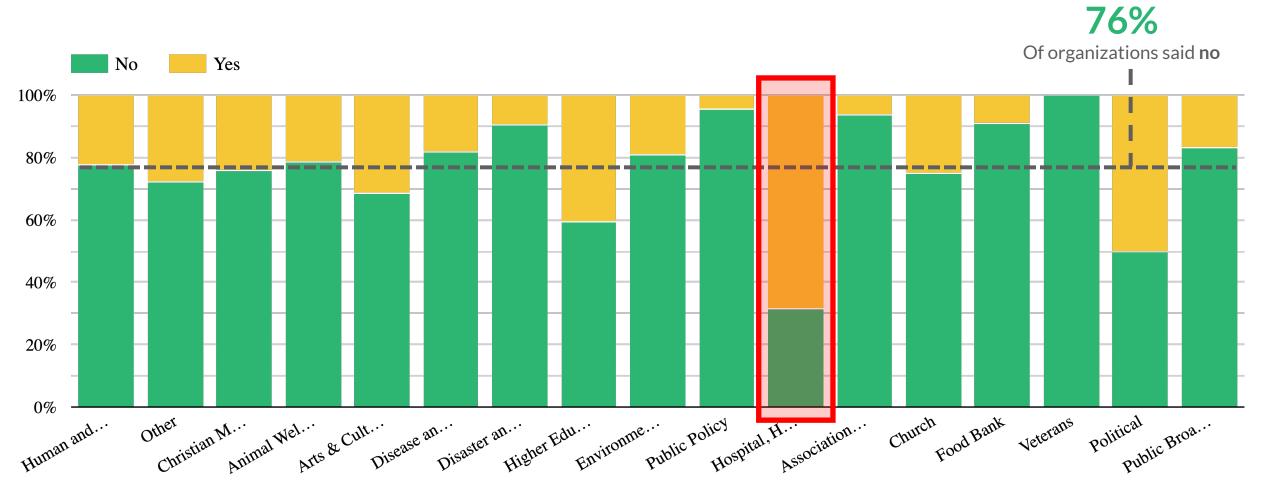
Original



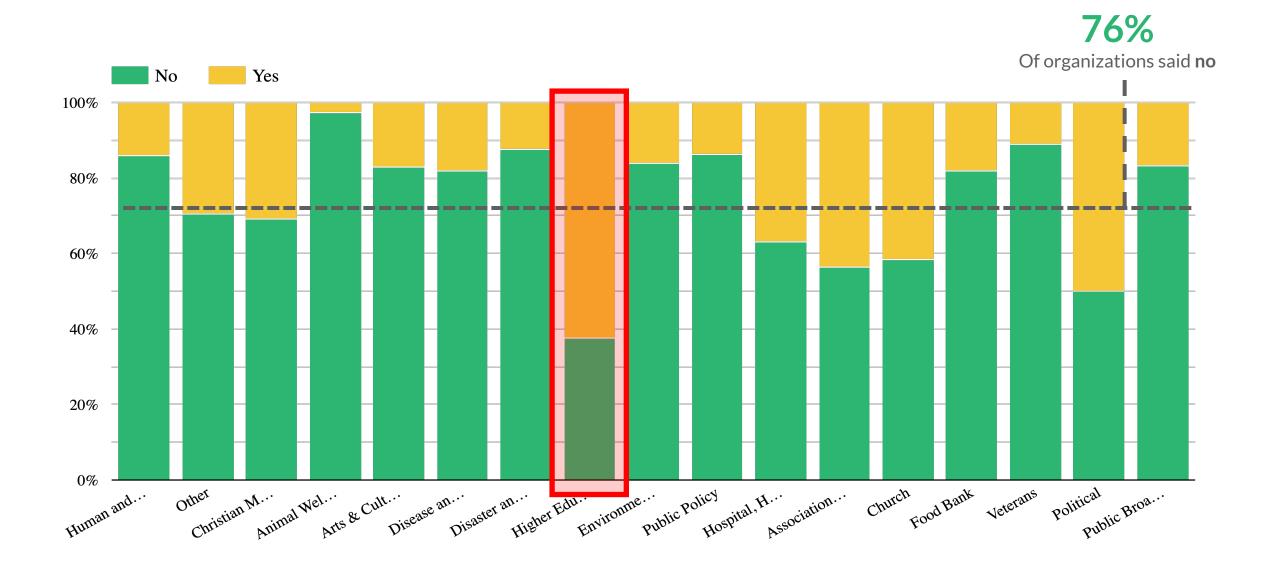




Does the form have more than 4 gift designation options?



Is a gift designation required to complete your gift?



Gift Details	
\$50 \$100 \$250 \$500 \$1,000 Oth	ar
Designate my gift to Greatest Needs at Mayo Clinic	
Cancer Research Capital Expansion at Mayo Clinic Clinical Trials COVID-19 Clinical Fund - Testing Capability and Availability/Overall 0 COVID-19 Research Fund-COVID-19 and Related Viruses Targeted R Greatest Needs at Mayo Clinic Mayo Clinic Alix School of Medicine Endowed Scholarship Fund Mayo Clinic Innovation Exchange Mayo Clinic Platform Medical Education Medical Research Novel Therapeutics and Advanced Diagnostics	
Other	\$20.00 One-Time
	PLEASE FIND AND SELECT A RECIPIENT Location, Staff Member Name, Ministry, Area # Q AREA STAFF RESET FORM
	Please select a recipient above to continue customizing your gift.
Fundraise Up	BACK NEXT →

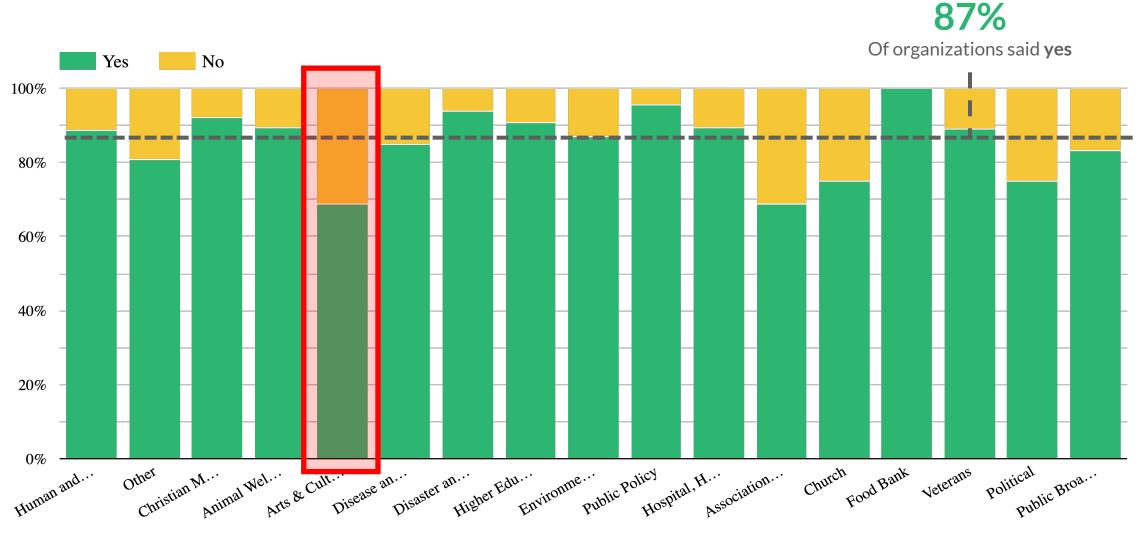
But This

Your impact: \$1 = 10 meals Every dollar you give can provide at least				
10 meals to families in need through the Feeding America network of food banks.	Back to intouch.org En Español	LOG IN ACCOUNT		
Gift Amount (Required)		LOGIN ACCOUNT		٩
			₽ 800-789-1473	Q 🛒
One-Time Monthly				
T Giving monthly is the most effective way to help feed kids and families year-round.	JOIN US IN LEADING F	PEOPLE	WORLD	WIDE
\$1000 \$500 \$250				
		Gift Amount		
\$100 \$50 \$25		\$25 \$50 \$100	\$200 Other	
		Giving Frequenc	/	
		One Time Gift Mo	onthly Recurring	
Payment Type (Required)		Payment Inform		y have an account?
🚍 Credit Card 👂 PayPal		First Name*	Last Name*	Suffix
	Thank you for your support!		8	
Billing Information (Required)	Because of your generosity, more people will get to receive the life- changing message of the gospel.	Country*	-	
First Name	It is our privilege and joy to continue leading people worldwide into a growing relationship with Jesus Christ and strengthening the local	Address Line 1*	ca .	
E	church.			
Last Name	No matter what challenges we face. Ministry Opportunities Amidst COVID-19	Address Line 2		
	Thanks to your prayers and gifts, we've been able to give many people	City*	State/Province* Pos	stal Code*
Street 1	much needed hope and encouragement. Since the beginning of the coronavirus pandemic, twice as many people) [
	as usual have sought out biblical encouragement from us online. And in 2020 alone, we responded to over 80,000 prayer requests.	Email Address*		
Street 2 (Optional)	Still Fulfilling the Great Commission	Phone Information*		
	Thankfully, we've also been able to safely continue our Messenger Lab initiatives. To date you've helped us give away over 1.1 million free,	· ·		
City	solar-powered Messengers to those in need of biblical teaching and God's Word in their native language.	Create An Account (op	itional)	
	But there is still more to do. And we thank God for your continued	transaction history, and	int allows you to manage your g I will ease checkout on future vis	sits. Password must
State/Province ZIP	support and prayers.	lowercase letter, and or	and contain at least one upper the number. You may also choose	case letter, one e to checkout as a
*	If you are interested in more tax-efficient ways to give through planned giving, please visit our Planned Giving webpage	guest by not entering a	nd confirming a password.	
Country	or give us a call at 1-800-967-2200.	Password		
United States	Having trouble making your donation? Call 1-800-789-1473	Confirm Password		
Email Address	Cuil 1600-163-1473			
		Payment Inform	nation 🔒	
You'll receive email updates related to Feeding America. You can unsubscribe at any time.		Save this payment for		
This donation is on behalf of a company or		Save this payment in	n later use.	
organization.		Card Number	Card Number	
Payment Information (Required)		Expiration	January ¥ 2021	~
Credit Card Number		CVV2	188	
Expiration Date CVV Number				
05 🔺 2021 🛓			Submit	
What is this?				
SUBMIT				
Donations made through this appeal support Feeding				
America's entire mission and will not be designated to a specific program or location.				

WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?



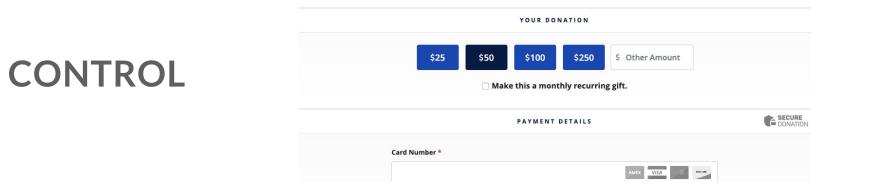
Is there an option to make recurring gifts?

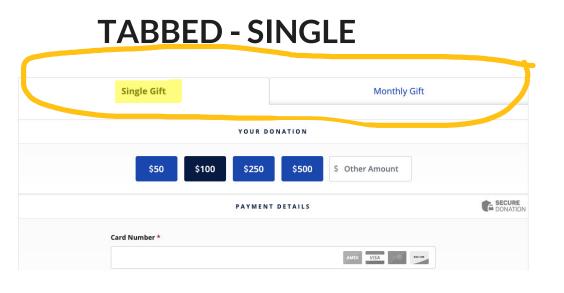




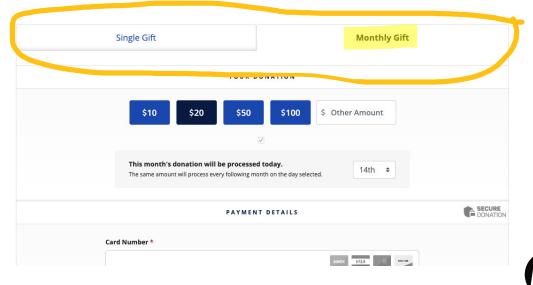


Defaulting to Monthly Tabbed Treatment



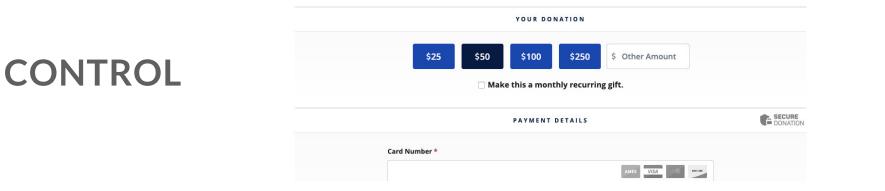


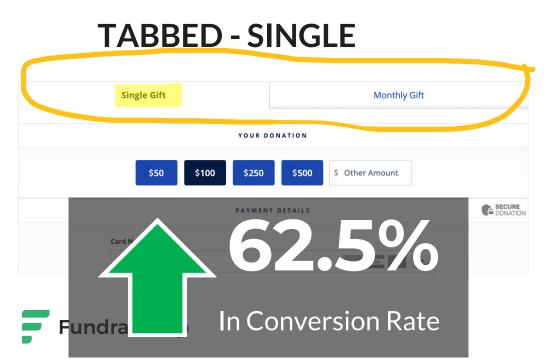
TABBED - MONTHLY

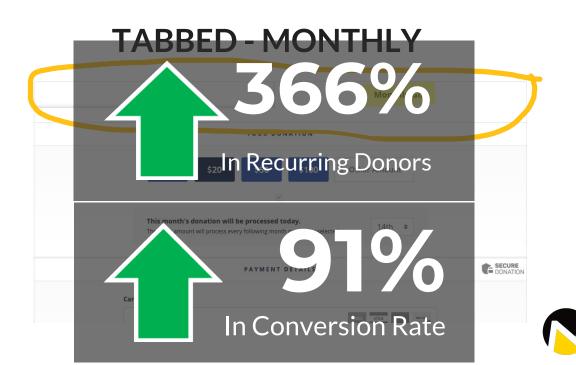




Defaulting to Monthly Tabbed Treatment

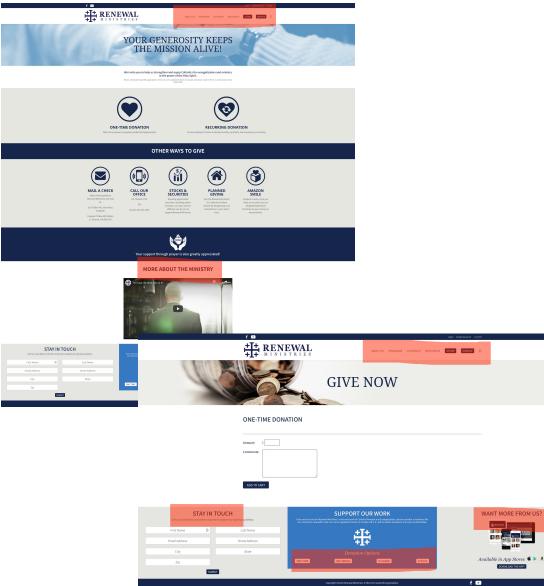


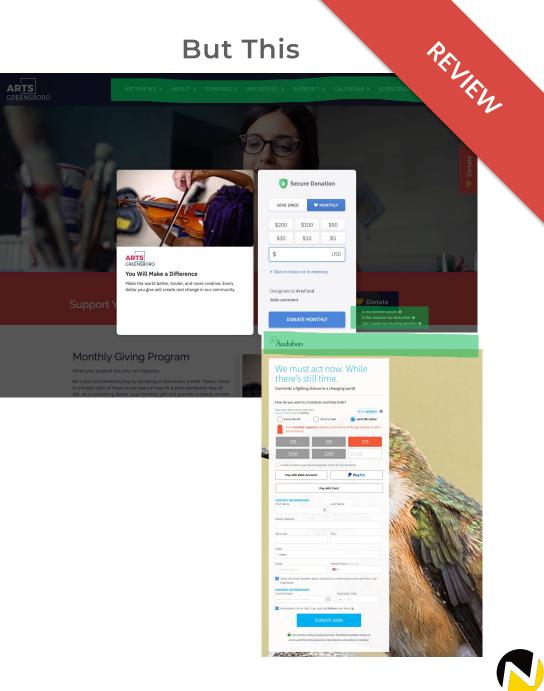




Defaulting to Monthly Tabbed Treatment

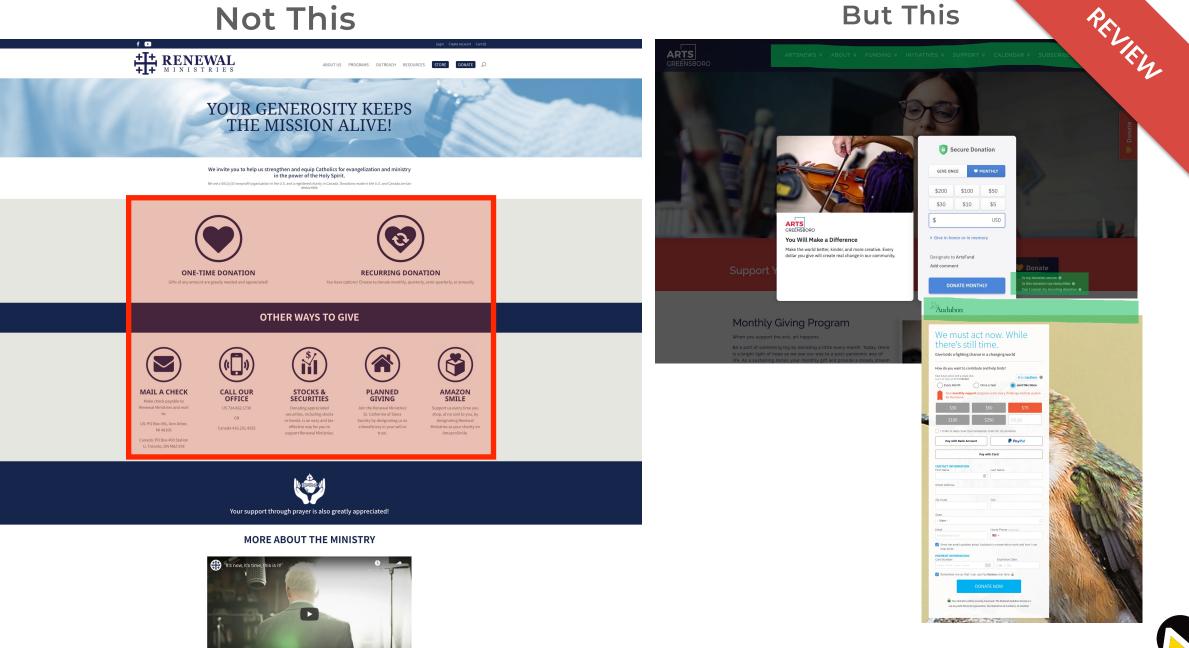






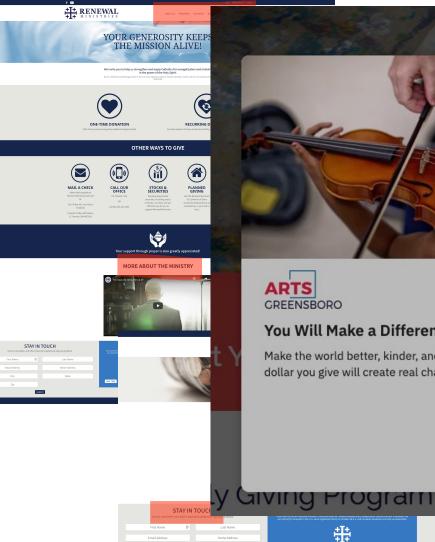
Fundraise Up

But This



But This

PELIEN



SUBMIT



You Will Make a Difference

Make the world better, kinder, and more creative. Every dollar you give will create real change in our community.

Available in App Stores 🗯 🕨 🧯

Become a Monthly Supporter

Will you consider becoming one of our valued monthly supporters by converting your **\$20** contribution into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.

Keep my one-time \$20 gift

Donate \$5/month

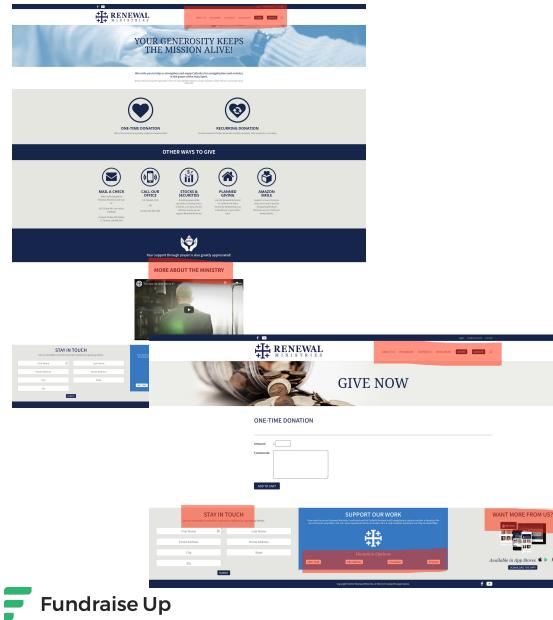
Donate \$10/month

Donate

Is my donation secure @ Is this donation tax-deductible 📀 Can I cancel my recurring donation @

AND A DESCRIPTION OF A

Fundraise Up





We must act now. While there's still time.

Give birds a fighting chance in a changing world

Your monthly support pr for the future.	epares us for eve	ery challenge and lets us
\$30	\$50	\$75
\$100	\$250	\$0.00
I'd like to help cover the transa	ction costs for m	ny donation
Pay with Bank Account		PayPal
	22. 12 122	
CONTACT INFORMATION	Pay with Card	ne
CONTACT INFORMATION First Name		ne
CONTACT INFORMATION First Name Street Address	Last Nan	ne
CONTACT INFORMATION First Name Street Address Zip Code	Last Nan	ne
CONTACT INFORMATION First Name Street Address Zip Code	Last Nan	ne
CONTACT INFORMATION First Name Street Address Zip Code	Last Nan	ne Noñe (Optional)
CONTACT INFORMATION First Name Street Address Zip Code State - State -	Last Nan	
CONTACT INFORMATION First Name Street Address Zip Code State - State - Email	City	NONE (Optional)



WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?





How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue Experiment ID: #16415

\$25	\$5	50	\$100	
\$ Other Gift Amount				
Billing Information				
First Name		Last Name		
Email Address				
Country				
United States				\$
Address				
City		State / Provin	nce	
				\$
Zip / Postal Code				
Phone (Optional)				
				۵
Credit Card Infor	mation			
Card Number				
CVV	Exp. Month		Exp. Year	¢
	06	\$	2019	



Your Donation		- Most Dopulat	,	
105		Most Popular		
\$25		\$50	\$10	00
\$ Other Gift Amou	nt			
Billing Information	on			
First Name		Last Name		
Email Address				
Country				
United States				\$
Address				
City		State / Prov	vince	
				\$
Zip / Postal Code				
Phone (Optional)				
Credit Card In	formation			
Card Number				
CVV	Exp. M	lonth	Exp. Year	
	06	\$	2019	\$

Make My \$50 Gift

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue Experiment ID: #16415

Your Donation				
\$25	\$	50	\$100	
\$ Other Gift Amount				
Billing Information				
First Name		Last Name		
Email Address				
Country				
United States				\$
Address				
City		State / Provi	nce	
				\$
Zip / Postal Code				
Phone (Optional)				
and a second				1
Credit Card Infor	mation			
Card Number				
0.04	Exp. Month		Exp. Year	
CVV				

MEN**7.8%** In Conversion Rate First Name Last Name 14.9% City In Average Gift Zip / 23.8%

In Revenue

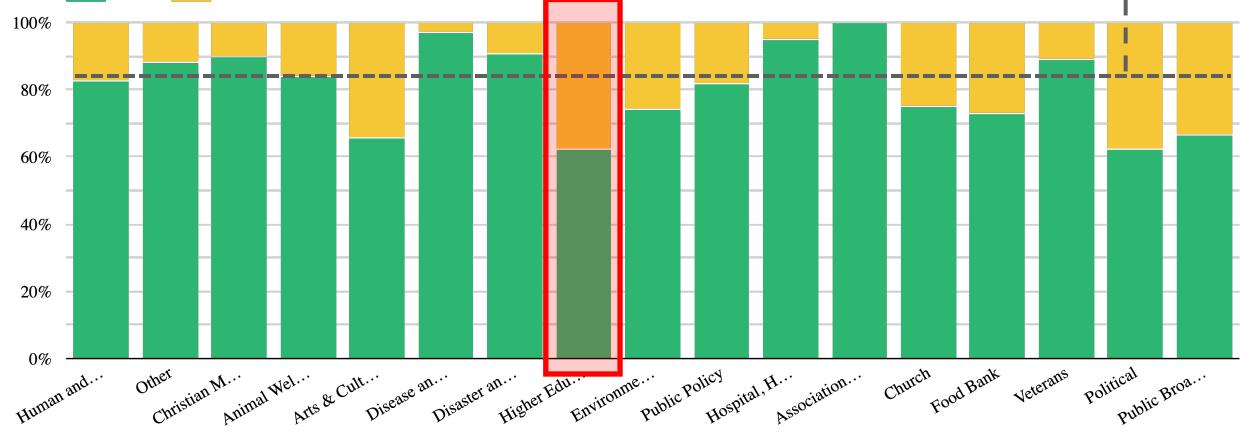
Fundraise Up

Does the gift array have more than 6 options?

No

Yes

84% Of organizations said no



75% OF ORGANIZATIONS HAD 3 OR 4 SUGGESTED GIFT OPTIONS.



Source: The Global Online Fundraising Scorecard, Salesforce.org, 2021

WHERE DO I GIVE? WHY SHOULD I GIVE? WHAT DO I WANT TO SUPPORT? HOW OFTEN DO I WANT TO GIVE? HOW MUCH DO I WANT TO GIVE? HOW DO I WANT TO PAY?



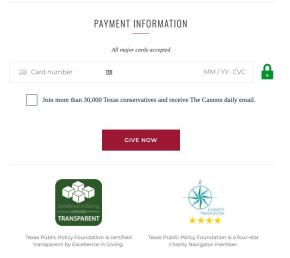


Does Having PayPal Help?

NO PAYPAL

DONOR INFORMATION

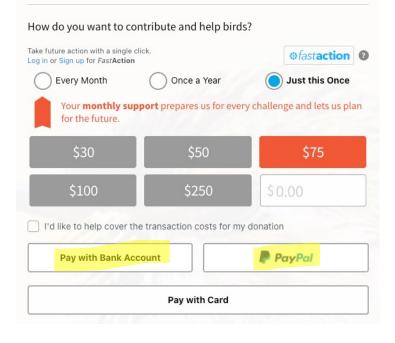
Cardholder's Name			<u>۱</u>
Address			
City	Texas	♦ Z	ip
Phone (Optional)			
Email			



WITH PAYPAL

We must act now. While there's still time.

Give birds a fighting chance in a changing world





Source: Research: Showing PayPal As A Donation Method Leads To A Nearly 7% Conversion Hike

Does Having PayPal Help?

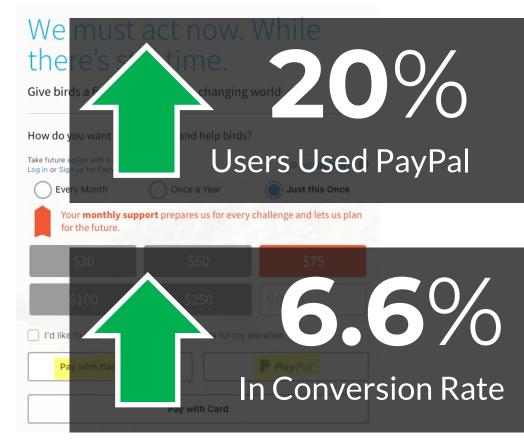
NO PAYPAL

DONOR INFORMATION

Cardholder's Name			À
Address			
City	Texas	\$ Zip	
Phone (Optional)			
Email			

PAYMENT INFORMATION All major cards accepted Card number MM / Yr CvC Image: Card number <

WITH PAYPAL



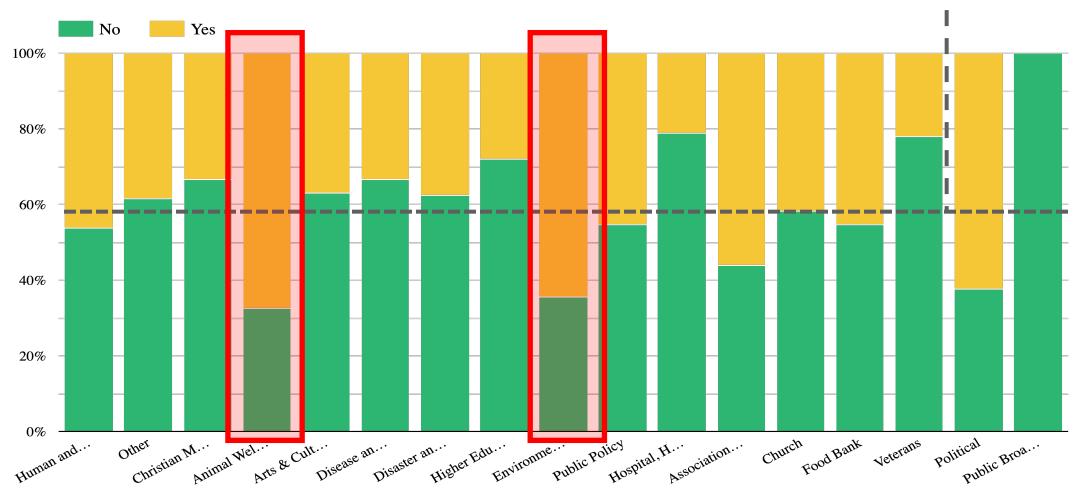


Source: Research: Showing PayPal As A Donation Method Leads To A Nearly 7% Conversion Hike



Is PayPal an option?

59% Of organizations said **no**



ONLY 15% OF ORGANIZATIONS SAID THEY HAD MOBILE WALLET PAYMENTS ENABLED.



Does Having Mobile Wallet Payments Help?

GOOGLE PAY

7:32

theadventureproject.org

.... 🕆 🔳

ήĥ.

The Adventure Project ×



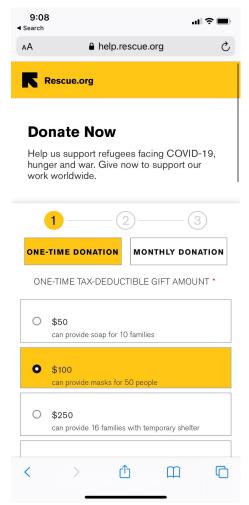
Thank you for taking action!

Your support will provide parents with the tools and skills to become profitable entrepreneurs. They learn a specialized trade **proven to reduce child mortality** in their communities.

Once working, they earn an income and move their entire family out of poverty. No endless aid or dependency, here. Just **transparent**, **lasting impact**.

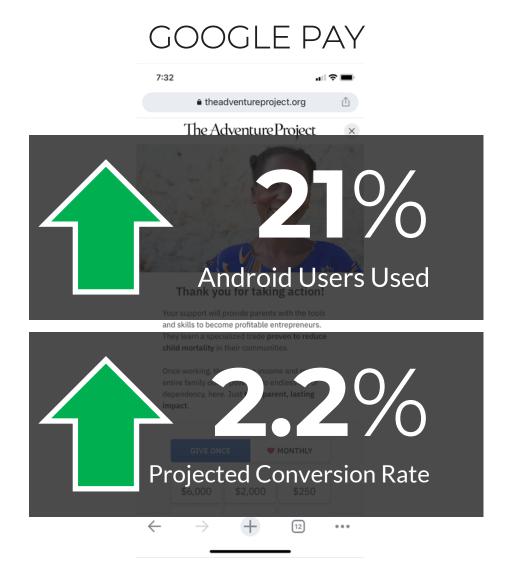
	GIVE ONG	CE (MONTHLY	
	\$6,000	\$2,000	\$250	
\leftarrow	\rightarrow	+	12	•••



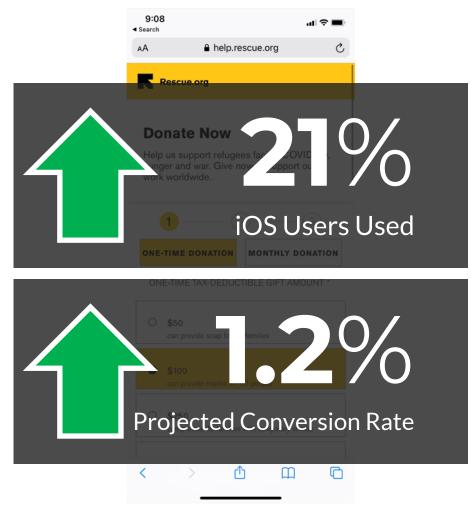




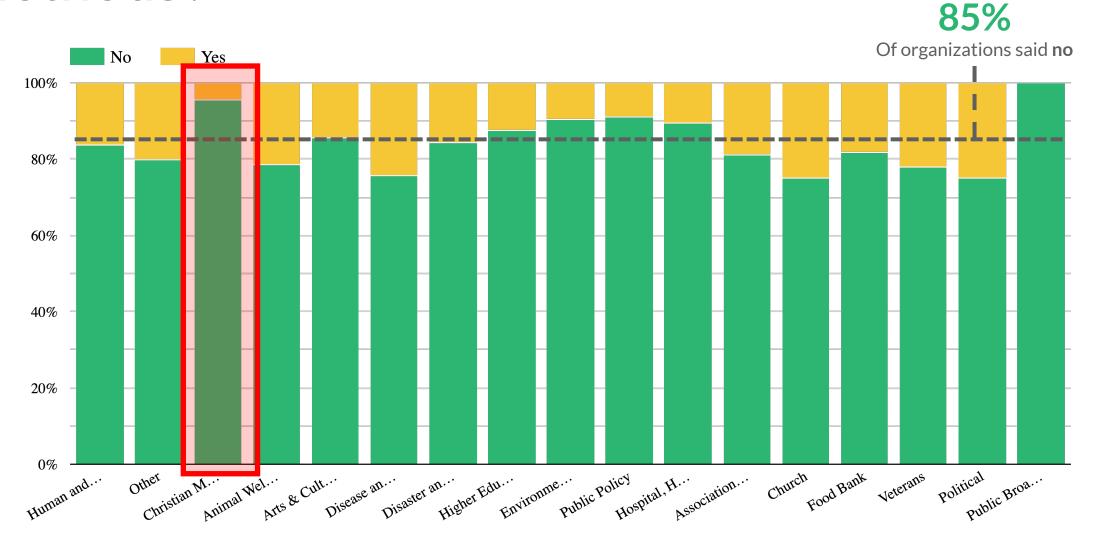
Does Having Mobile Wallet Payments Help?







Are there any mobile wallet or express payment methods?



Make it easy for people to find the Donate call to action in your navigation Limit the number of decisions a donor has to make Reduce the number of available options within that choice Use defaults, suggestions, and social nudges to help guide the donor Try enabling mobile payment options



Make sure you have a reason to give on your page and throughout the giving process





8 Types of Donation Page Friction

Field Number Friction	Pield Layout Friction	Form Error Friction	4 Confusion Friction
Decision	Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



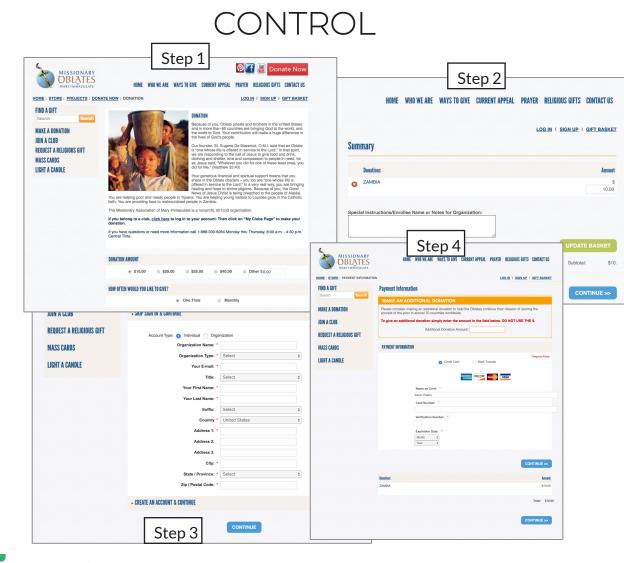
Steps Friction: Why does it matter?

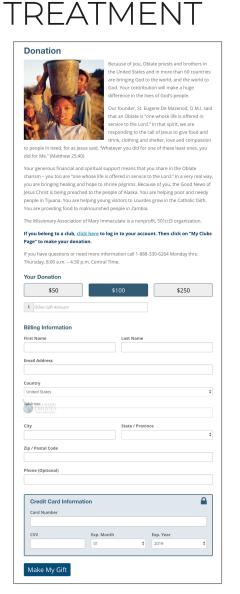
The more steps – could be clicks but more so page loads – you have required to complete a transaction the greater the chance of abandonment (especially when you hop domains and for people on mobile devices).





How a Donation Platform Can Impact Donor Conversion **EXPERIMENT ID: #6092**



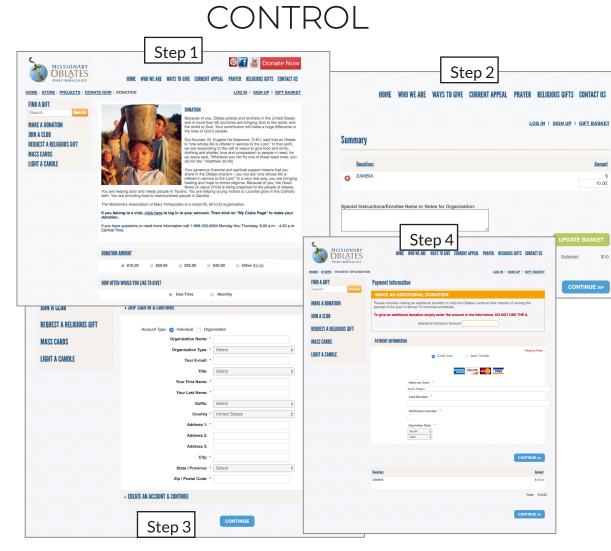


City



Fundraise Up

How a Donation Platform Can Impact Donor Conversion **EXPERIMENT ID: #6092**



Fundraise Up



Donation



he United States and in more than 60 countries re bringing God to the world, and the world to d. Your contribution will make a huge erence in the lives of God's people. ur founder. St. Eugene De Mazenod. O.M.I. said

at an Oblate is "one whose life is offered in ervice to the Lord." In that spirit, we are sponding to the call of lesus to give food and Irink, clothing and shelter, love and compassion

\$250

to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me " (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism - you too are "one whose life is offered in service to the Lord." In a very real way you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of lesus Christ is being preached to the people of Alaska. You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

The Missionary Association of Mary Immaculate is a nonprofit, 501(c)3 organization

If you belong to a club, click here to log in to your account. Then click on "My Clubs Page" to make your donation

If you have questions or need more information call 1-888-330-6264 Monday thru Thursday, 8:00 a.m. - 4:30 p.m. Central Time

Last Name

Your Donation

\$50 \$ Other Gift Amount

Exp. Month

\$ 2019

01

Billing Information

First Name

Email Addre

Country

United S

Addre

City

Zip / Postal Co

Phone (Option

Credit Ca

Card Nu

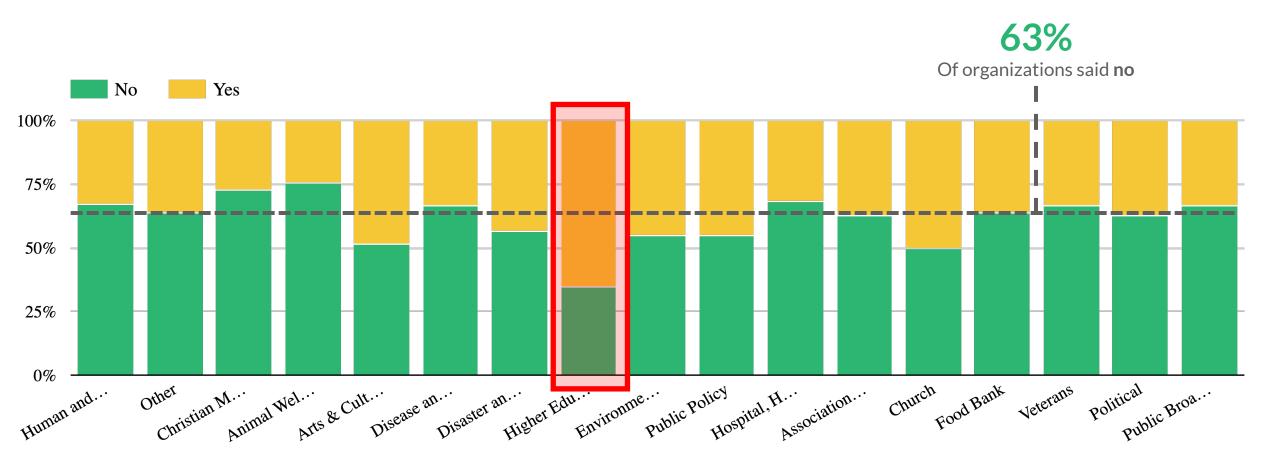
Make My Gift

CVV

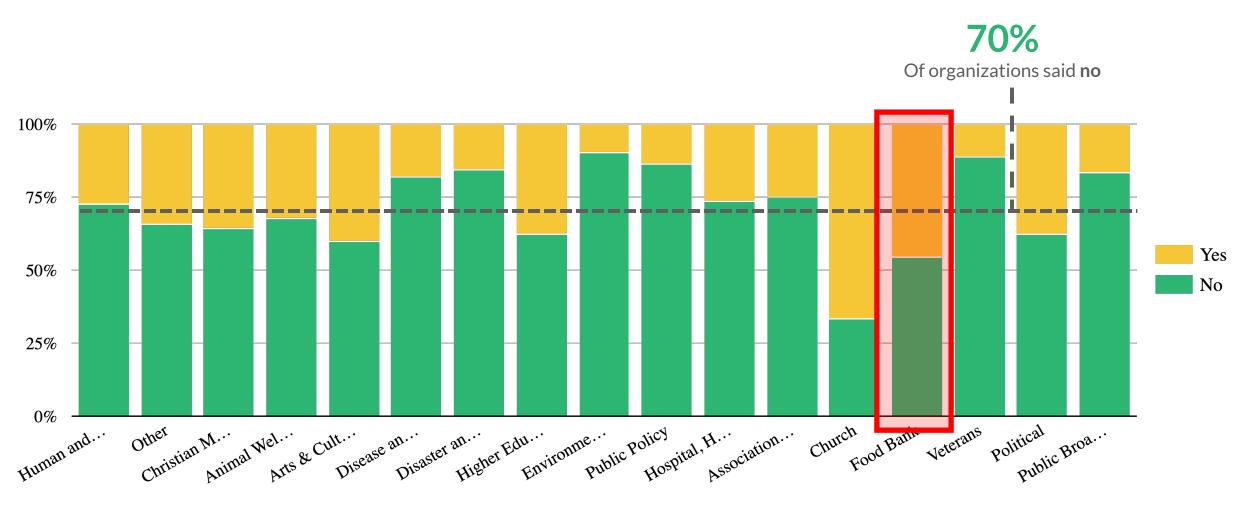
18% In Donations



Once you are on the donation page, does it take more than 1 full page load to complete?



Is there a confirmation page with gift details before you complete your gift?



Experiment

FROM THIS

NATE ONLINE		Enter Info	Verity Confirmat
Please verify that your in	formation is correct, or click here	to make changes.	Process Donatio
Personal Information	n		
First Name:	Harvest		
Last Name:	Test		
Contact Information			
E-mail:	Test@harvest.org		
Phone Number:	(951) 687-6902		
Street Address:	6115 Arlington Ave		
City:	Riverside		
State:	CA		
Zip Code:	92504		
Country:	USA		
Donation Information	n		
Gift Amount:	\$5.00 (USD)		
Designation:	Where Most Needed		
Recurrence:	None (Single Gift)		
Payment Type:	Credit Card		
Thank You Gift:	A Lifetime of Wisdom		
Billing Information			
Card Type:	Visa		
Card Number:	XXXXX-XXXXX-XXXXX-1111		
Verification Number:	123		
Expiration Date:	01/2017		

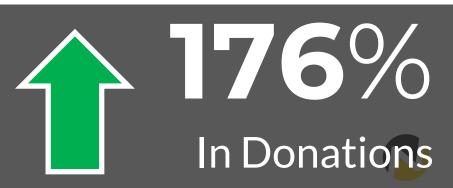
Please verify that your information is correct, or click here to make changes.

Process Donation



TO THIS

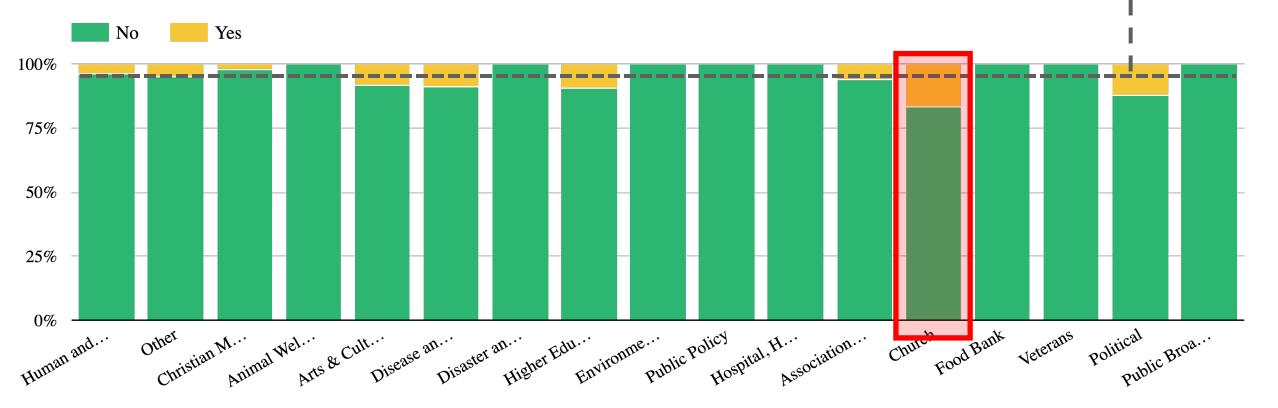
Straight to Thank You Page



Do donors have to create an account?

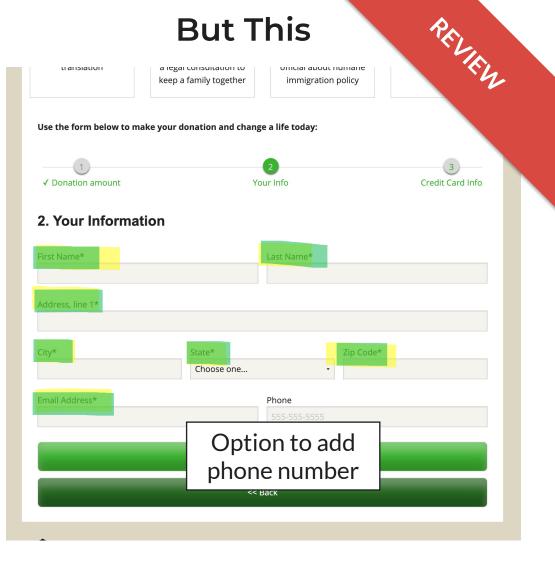
96%

Of organizations said **no**



Payment Information

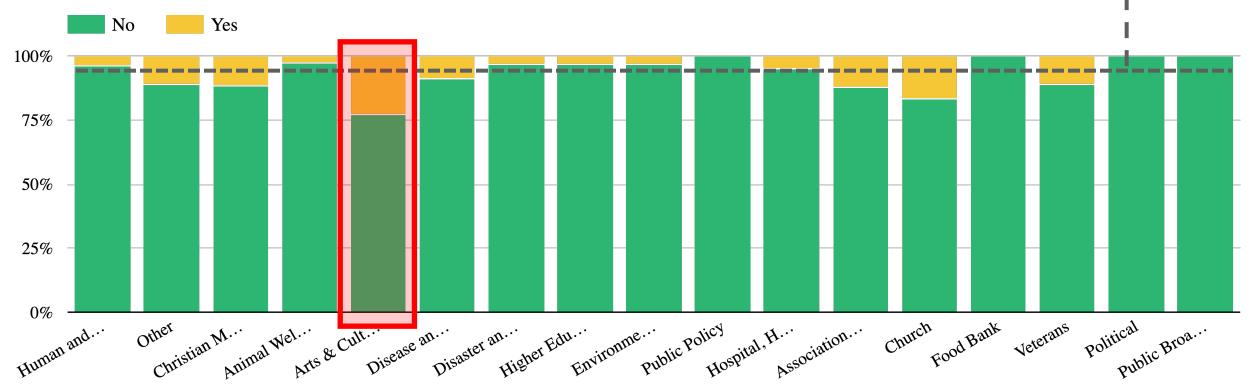
	alre	eady have an account?
First Name*	Last Name*	Suffix
Country*		
United States of Am	erica	~
Address Line 1*		
Address Line 2		
City*	State/Province*	Postal Code*
Email Address*		
Phone Information*		
Create An Account (Creating a secure acc	(optional) count allows you to manage you	ır giving, view
be at least 8 characte lowercase letter, and guest by not entering Password	and will ease checkout on future ers and contain at least one upp I one number. You may also cho e and confirming a password.	e visits. Password must percase letter, one
be at least 8 characte lowercase letter, and guest by not entering Password Confirm Password Payment Infor	ers and contain at least one upp one number. You may also cho ; and confirming a password.	e visits. Password must percase letter, one
be at least 8 characte lowercase letter, and guest by not entering Password Confirm Password	ers and contain at least one upp one number. You may also cho ; and confirming a password.	e visits. Password must percase letter, one
be at least 8 characte lowercase letter, and guest by not entering Password Confirm Password Payment Infor	ers and contain at least one upp one number. You may also cho ; and confirming a password.	e visits. Password must percase letter, one
be at least 8 characte lowercase letter, and guest by not entering Password Confirm Password Payment Infor Save this paymen	ers and contain at least one upp one number. You may also cho and confirming a password.	e visits. Password must percase letter, one





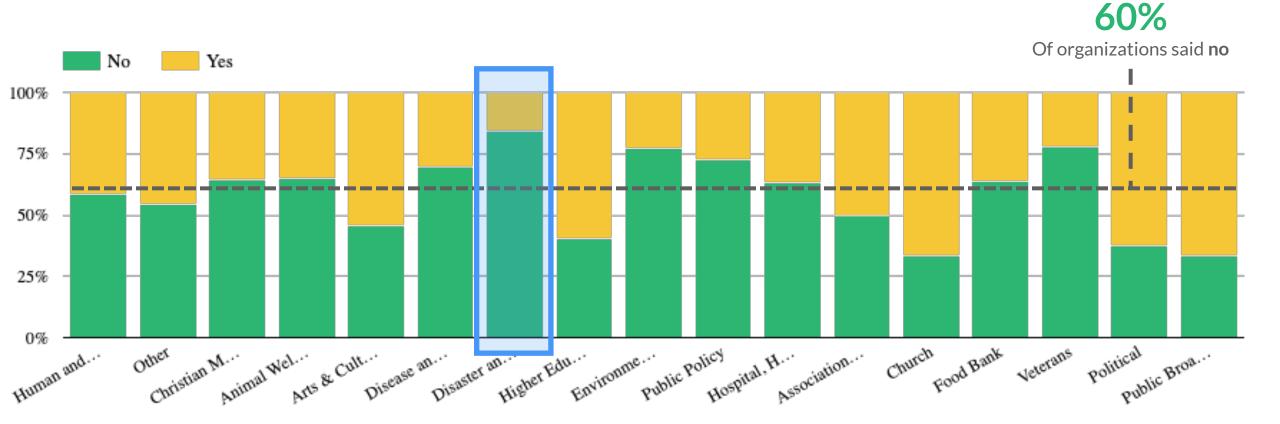


Do donors have to add their donation to a check-out cart?



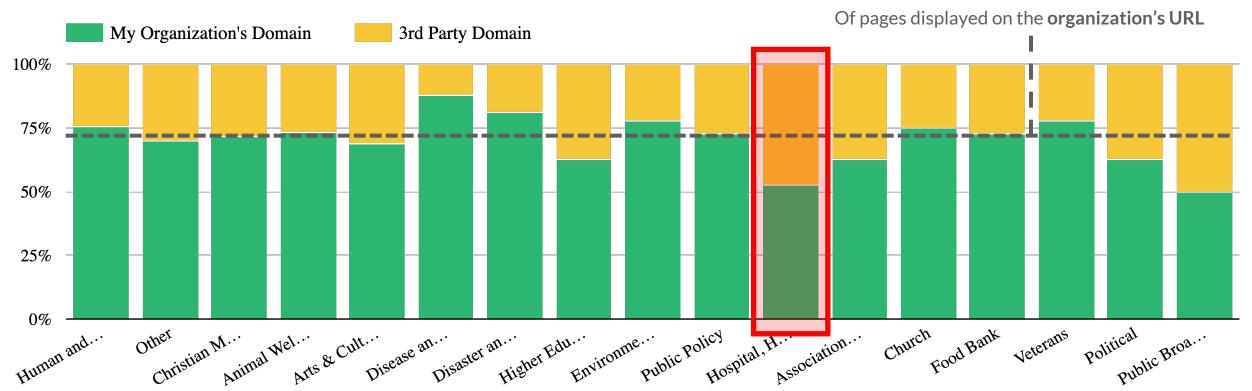
92% Of organizations said no

Does the donation page open in a new tab or window?



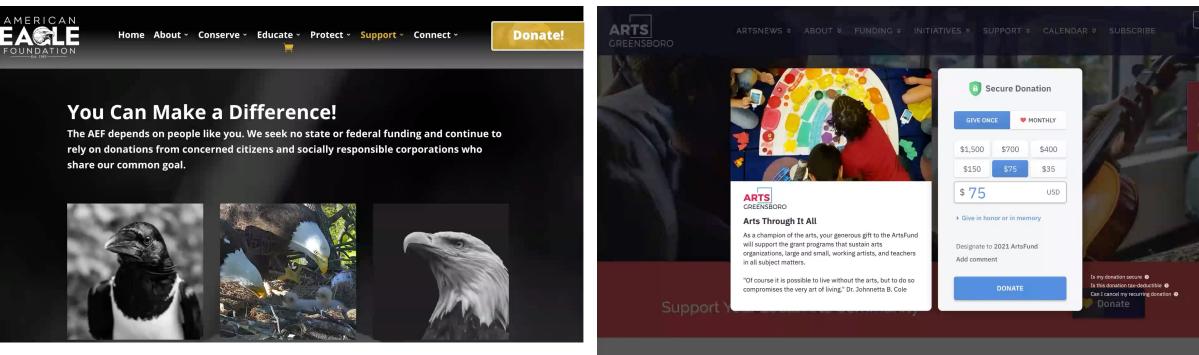
Does the URL show the organization or 3rd party URL?

72%



Not This

But This





Reduce the number of steps and remove unnecessary ones Keep the donation process on one page





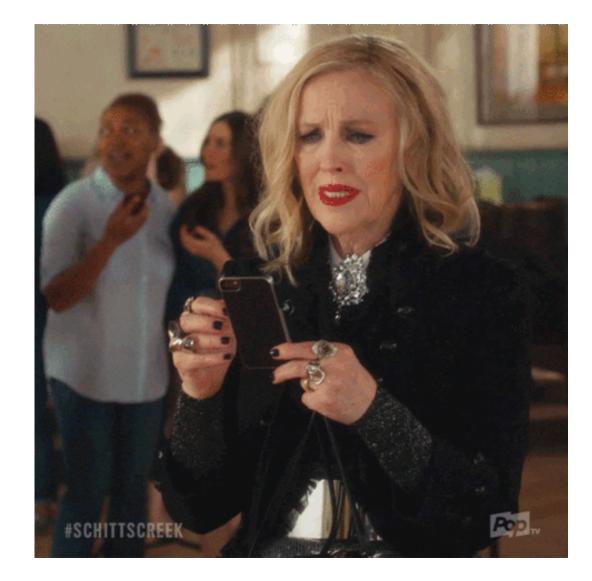
8 Types of Donation Page Friction

Field Number	Pield Layout	Form Error	Confusion
Friction	Friction	Friction	Friction
Decision	6 Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Device Friction: Why does it matter?

Needing to pinch & zoom to navigate, unable to complete a transaction, or encounter some other issue preventing or slowing the giving process unique to a mobile device or tablet.





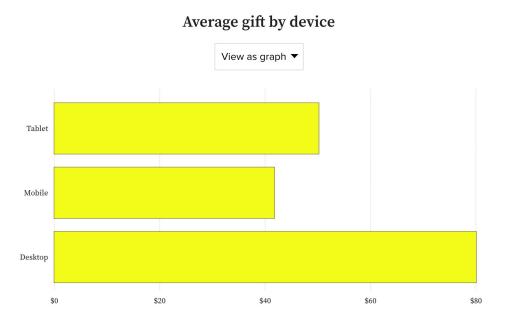
- Half of all website visits are on a mobile device
- 25% of all online giving is on a mobile device

BUT...

- The conversion rate on mobile is ~1/3 of that on desktop
- The average gift on desktop is 90% larger

Website share by device





Fundraise Up

8 Types of Donation Page Friction





How a Donation Platform Can Impact Donor Conversion EXPERIMENT ID: #6092

64.3% INCREASE ON MOBILE DEVICES.

Fundraise Up

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue Experiment ID: #16415

CONTROL



First Name

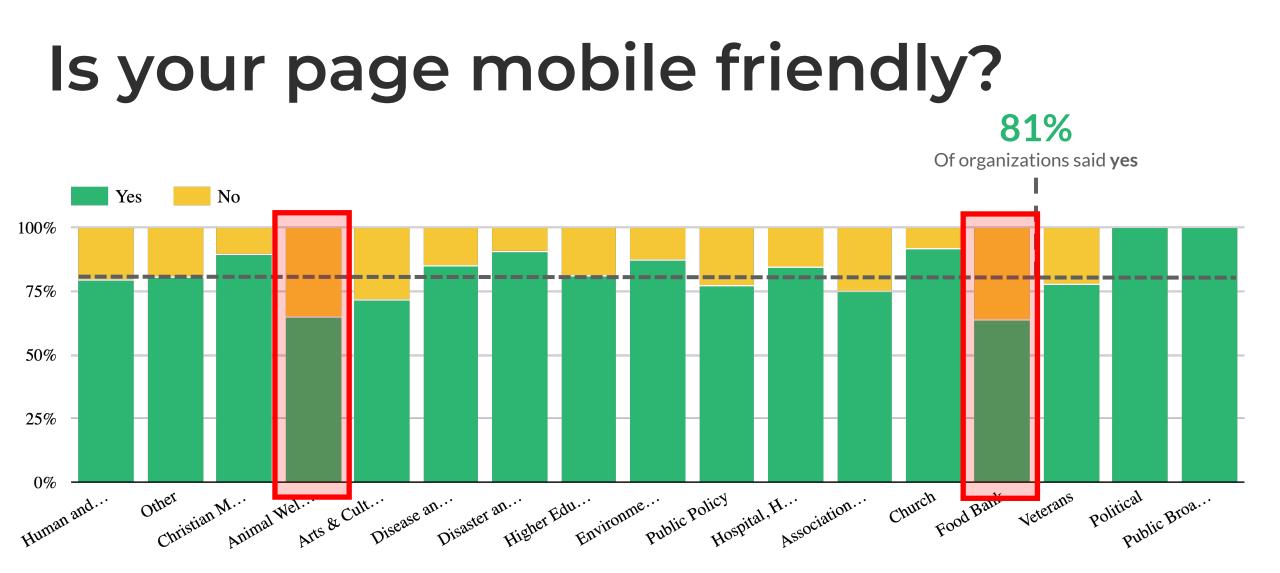


44% INCREASE ON MOBILE DEVICES.



Fundraise Up

Cond Information minute 23.8% My 550 My 550



NOT THIS

ases.site-ym.com	
	MENU E
Ionation Funds	Sign in
an Anna Tanan a Sanan	1000 C
Select from the following	in the second se
	The second s
Our organization is able to continue its mission	Finget your parameter
because of your support and generosity By pertributing to a campaign listed below, you'll help	theorem and a second starts
ensure that our work continues. Online donations are quick and waxy using our secure credit card	
transactions or PayPai. We welcome donations of all sizes and types, whether it's a one-time gift, a	Newsod Membors
monthly contribution or part of a matching gifts program.	a remain
Fyour company or organization matches charitable contributions, planae ask them to participate	6 laborers
For unique donation needs, please entail our	a carrier
Executive Director Carly Roham at conformations and	A MER
The Council Day of Council	1. Desert A
The General Fund » Donate	
Online	
The Gereral Fund supports the success of our mission to enable a solit remeatate energy society with poor eventbuilding, we will be able to pertinue our work as solar advocates and educators.	
Support the ASES Online	
Community » Donate	
Online =	
Pease help-certinue to fund the transit mar ASES bridge Community so ASES can continue to other this workter Ku platform for our supporters and members, See the platform online at community uses on;	
National Solar Tour »	
Donate Online	

BUTTHIS





Reduce and/or eliminate other friction because on a mobile device doesn't just add up, it compounds!
 At a minimum, ensure the donation page is mobile friendly – but aim for mobile optimized pages, if possible



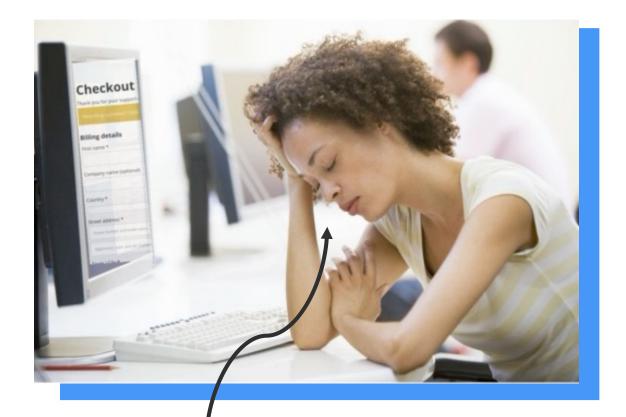
8 Types of Donation Page Friction

Field Number	Field Layout	Form Error	Confusion
Friction	Friction	Friction	Friction
⁵ Decision	Steps	Device	⁸ Waiting
Friction	Friction	Friction	Friction



Waiting Friction: Why does it matter?

Anything that causes the donor to wait, such as the spinning wheel of death and page loads.



Your donors are falling asleep as they wait for donation pages to load!





Donation page load time (seconds)



	Desktop	Mobile
All	2.66	2.77
Cultural	3.10	3.00
Disaster/International Aid	2.60	2.80
Environmental	2.42	2.66
Health	2.98	3.24
Hunger/Poverty	2.56	2.62
Public Media	2.32	2.31
Rights	2.47	2.66
Wildlife/Animal Welfare	2.57	2.63
Large	2.64	2.93
Medium	2.64	2.66
Small	2.65	2.58

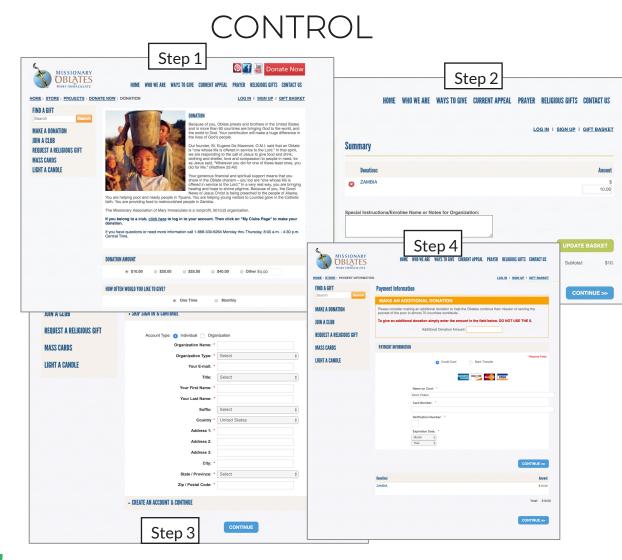
THE AVERAGE MAIN DONATION PAGE TAKES 2.66 SECONDS TO LOAD ON DESKTOP AND 2.77 SECONDS ON MOBILE.

mrbenchmarks.com





How a Donation Platform Can Impact Donor Conversion **EXPERIMENT ID: #6092**



TREATMENT

Donation



Because of you, Oblate priests and brothers in he United States and in more than 60 countries re bringing God to the world, and the world to d. Your contribution will make a huge erence in the lives of God's people. ir founder. St. Eugene De Mazenod. O.M.L. sair

at an Oblate is "one whose life is offered in ervice to the Lord." In that spirit, we are sponding to the call of Jesus to give food and Irink, clothing and shelter, love and compassion

\$250

to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me " (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism - you too are "one whose life is offered in service to the Lord." In a very real way you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of lesus Christ is being preached to the people of Alaska. You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

The Missionary Association of Mary Immaculate is a popprofit, 501(c)3 organization

If you belong to a club, click here to log in to your account. Then click on "My Clubs Page" to make your donation

If you have questions or need more information call 1-888-330-6264 Monday thru Thursday, 8:00 a.m. - 4:30 p.m. Central Time

Last Name

Your Donation

\$50 \$ Other Gift Amount

Exp. Month

01

Exp. Year

\$ 2019

Billing Information

First Name

Email Addre

Country

United S

Addre

City

Zip / Postal Co

Phone (Optio

Credit Ca

CVV

Make My Gift

18% In Donations

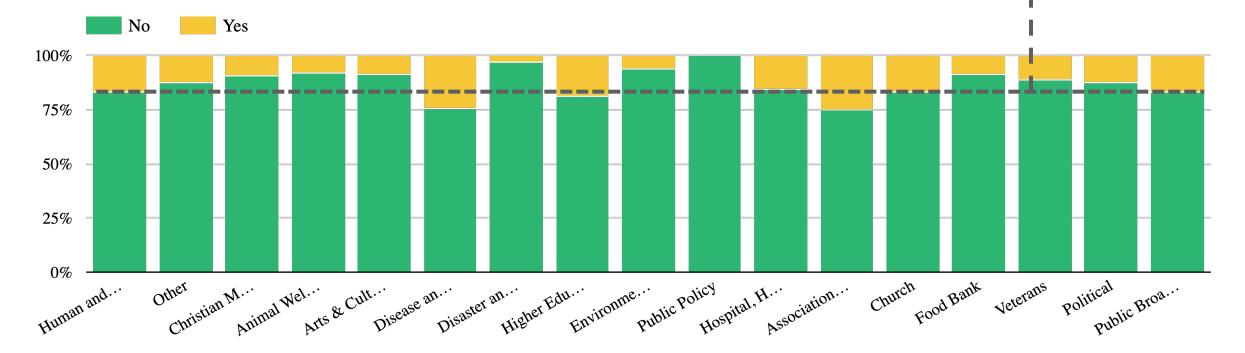
PELIEN



Fundraise Up

Does it take longer than 5 seconds for your donation page to load?

87% Of organizations said **no**



THE FORM THAT WENT TO A NEW PAGE SAW AN 8% DECREASE IN DONATION PAGE VIEWS COMPARED TO ONE THAT LOADS ON THE PAGE.

Fundraise Up	Clicke	d Donate Button	Viewed Do	onation Form
₩ 5.6M	TEST	8,533	•	8,473
Website Visitors	CTRL	8,980	•	8,249
	Total	17,513		16,722

blog.fundraiseup.com





Have others test and report what areas have lag

Reduce wait time by formatting your donation page to fit onto one page (when possible)

Reduce the number of steps needed to complete the transaction





OTHER FINDINGS.



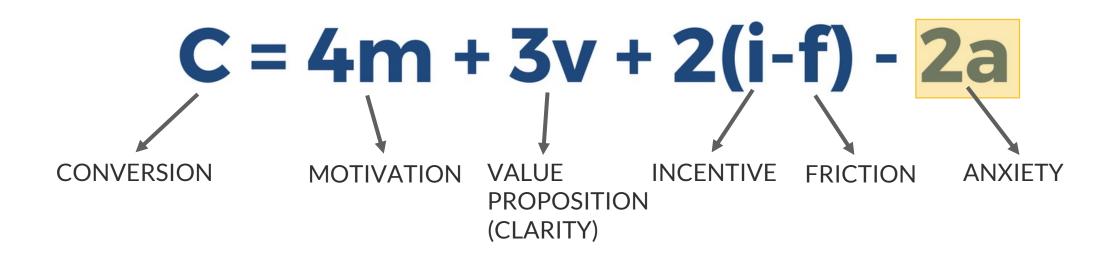
TRUST MATTERS.







The MECLABS Conversion Sequence Heuristic ©



WHY SHOULD I TRUST YOU WITH MY MONEY? WHY SHOULD I TRUST YOU WITH MY INFO?



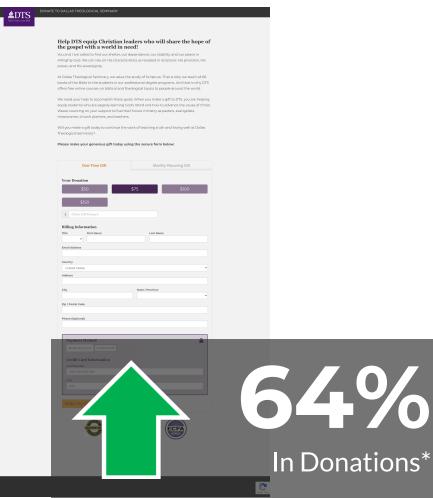
WHY SHOULD I TRUST YOU WITH MY MONEY? WHY SHOULD I TRUST YOU WITH MY INFO?



How Trustmarks On A Donation Page Impacted Donations And Revenue EXPERIMENT ID: 38276

EDTS Process Assets Lower Meet	OWNTE TO DALLAS THEOLOCICAL SEMINARY	
	Help DTS equip Christian leaders who will share the hope of the gospel with a world in need! Vou and we called to find or white or departments, our stability, and our passe in Amighty food. We can rely on Hie characteristics as revealed in Scripture. His provision. His power, with His somegingt.	
	pores, an una soveneque; At Jallas Theological Servinary, we value the study of Scripture. That is why we teach all 66 backed at the Bible to the students in our professional degree programs. And that is why DTS offers free online courses on biblical and theological topics to people around the world.	
	We need your help to accomplish these goals. When you make a gift to DTS, you are helping equip students who are aqueryl kauming Gods Word and how to advance the cause of Christ. Weare counting on your support to fuel their future ministry as pastors, evengelists, missioneries, church planters, and teachers.	
	Will you make a gift today to continue the work of teaching truth and loving well at Dallas Theological Seminary? Please make your generous gift today using the secure form below:	
	One-Time Gift Monthly Resurring Gift	
	Your Donation \$50 \$75 \$100 \$150	
	S Other CR Amount Billing Information Tris For Name Last Name	
	Peal Advess	
	Contry United States Address	
	City Balas / Province * Eig / Protect Code	
	Prese (pained) Payment Method	
	Bank Account Credit Card Credit Card Information Card Manuer INK ISIN ISIN ISIN Credit Card Information Credit Card	
	Make My Cite	
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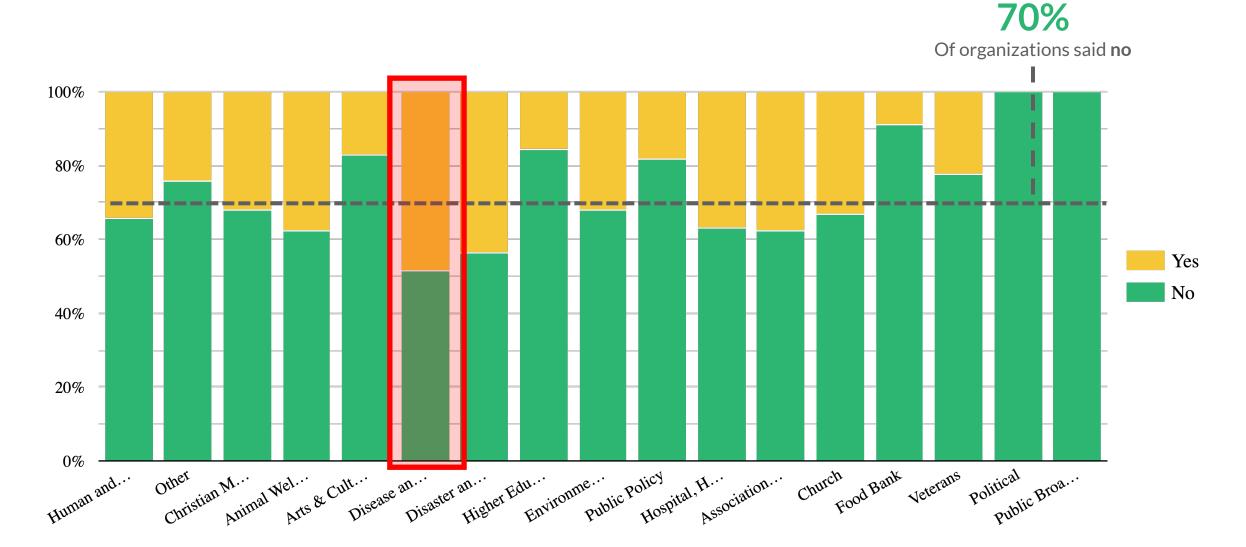








Does the donation page include credible 3rd party endorsements?



WHY SHOULD I TRUST YOU WITH MY MONEY? WHY SHOULD I TRUST YOU WITH MY INFO?



Experiment

FROM THIS

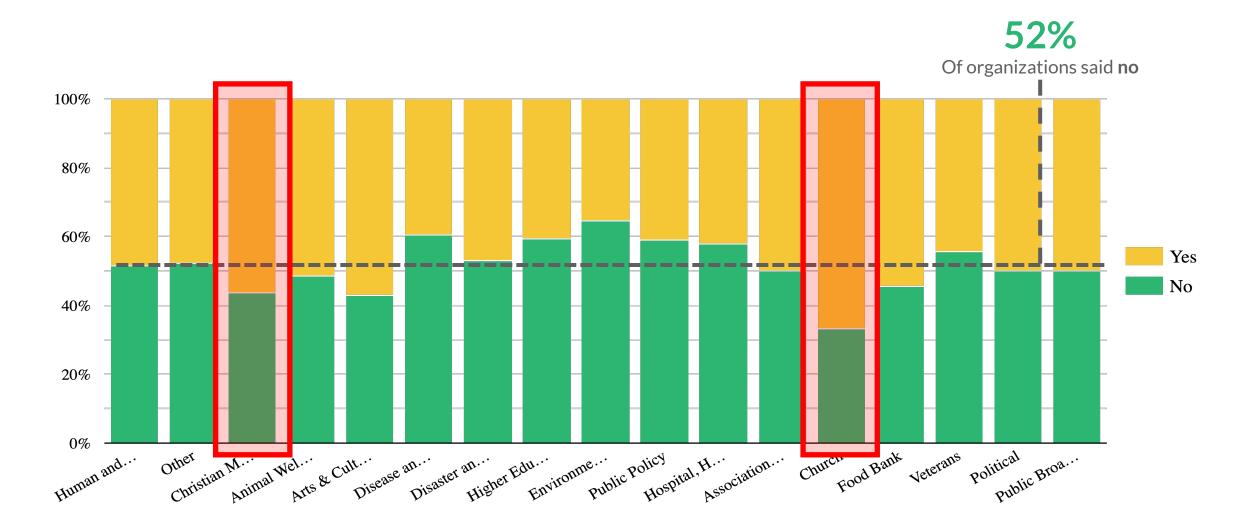
TO THIS

Credit Card Information Card Number		Credit Card Information	
Exp. Month * Exp. Year *	•	Exp. Month * Ex	p. Year *
cvv.	[What is this?]	÷	• [What is this?]





Is there some kind of security message or reinforcement around the credit card area?



CREDIT CARD SECURITY REINFORCEMENT

d Number	Card Number		<	Credit Card
ration	January ~ 2021	~		
	888		SSL	We abide by strictest industry standards, and never store any of
			256-bit encryption Safe & Secure	your credit card information.
			Larc	Number 🖪
			MM / YY	cvc 😰
				CVC 😰
				CVC 😰
				CVC 😰

Fundraise Up

3RD PARTY TRUSTMARKS

	IFORMATION		
All major car	rds accepted		
Card number 🖪	MM/YY CVC		
	atives and receive The Cannon daily email.		
GIVE 1	NOW		
Excellence in Glving TRANSPARENT	NANGATOR		
Texas Public Policy Foundation is certified transparent by Excellence in Giving.	Texas Public Policy Foundation is a four-star Charity Navigator memb^+		
	Pay	ment Information (R	equired)
	Cred	it Card Number	
	Expi	ration Date	CVV Number
	Expi 05	ration Date	CVV Number
		A 2021 A	
		A 2021 A	What is this
		♦ 2021 ♦	What is this
		♦ 2021 ♦	What is this



specific program or location.

Try using some 'trustmark' from a 3rd party to build trust and ensure it's 'in view' while making a donation
 Reinforce the security of the page and in particular the Credit Card area with shading, lockboxes, and/or copy/text





YOU CAN'T OPTIMIZE WHAT YOU CAN'T MEASURE.



ONLY 10% OF ORGANIZATIONS KNEW THE CONVERSATION RATE FOR THEIR MAIN FUNDRAISING PAGE.



Fundraise Up





92% OF ORGANIZATIONS HAVE NOT CONDUCTED A/B TESTS ON THEIR DONATION PAGE IN THE PAST 6 MONTHS.



Make donations to your organization regularly Install eCommerce or other way to get conversion rates and revenue besides CRM For more proven tactics, just implement them but for riskier ideas or less proven, run an A/B test





ONE MORE IDEA...

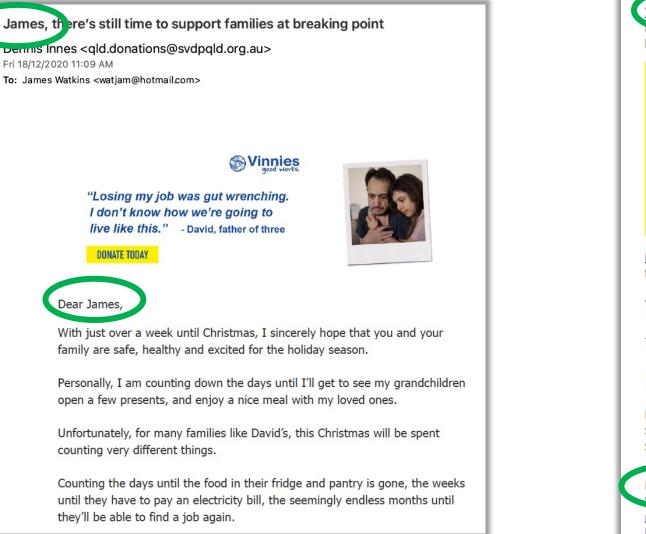


Marcus Blease Co-Founder Donor Republic @bleasem DONORREPUBLIC.COM.AU

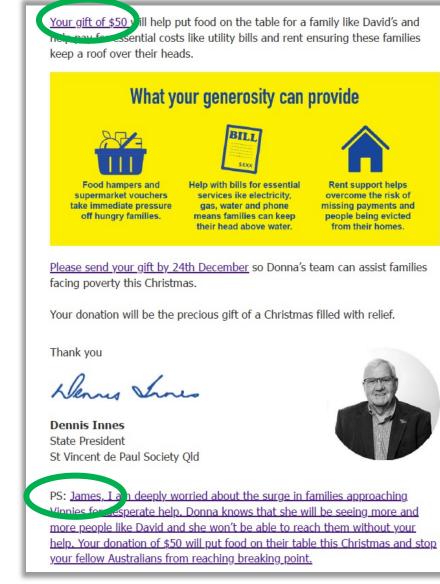




Integrating personalisation into the online journey



Fundraise Up





JAMES, WILL YOU BRING A FAMILY BACK FROM BREAKING POINT THIS CHRISTMAS?

"I was panicking when I lost my job. I was thinking, how do I feed my children?" – David, father of 3.

Hunger. Desperation. Poverty. James, this will be a Christmas like no other for thousands of Australians.

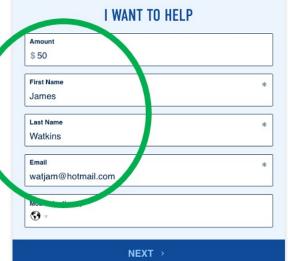
The year 2020 will go down in history as one of extraordinary hards ip, of loss and the sense of fear that follows the upheaval of society.

In the period leading up to Christmas Day, millions of Aussie familes will be experiencing more and more pressure. Many will reach breaking

James, with your elp, we can turn a year of hardship into time of happiness for an oustralian family in need. Your committed donation o software, owne food and financial relief to mums, dads and their children experiencing poverty.

Please make it a Christmas like no other for all the right reasons.





1









JAMES, WILL YOU BRING A FAMILY BACK FROM Breaking Point This Christmas?

"I was panicking when I lost my job. I was thin ing, how do I feed my children?" – David, father of 3

Hunger. Desperation. Poverty. James, this will be a Christmas like no other for thousands of Australians.

The year 2020 will go down in history as one of extraordinary hardship, of loss and the sense of fear that follows the upheaval of society.

In the period leading up to Christmas Day, millions of Aussie families will be experiencing more and more pressure. Many will reach breaking point.

James, with your help, we can turn a year of hardship into time of happiness for an Australian family in need. Your committed donation of \$50 can provide food and financial relief to mums, dads and their children experiencing poverty.

Please make it a Christmas like no other for all the right reasons.

I WANT TO HELP

JAMES, THANK YOU SO MUCH FOR YOUR KIND GIFT.

2

1

Your generous donation win nep to prevent many Australian families from spiralling into a long-term poverty cycle, and will help us enact a longterm plan that will keep more and more families out of hardship.

Your tax receipt will be emailed to you shortly.



\$50 can provide food hampers to families, taking away the stress of how they will feed their children this week and the next.



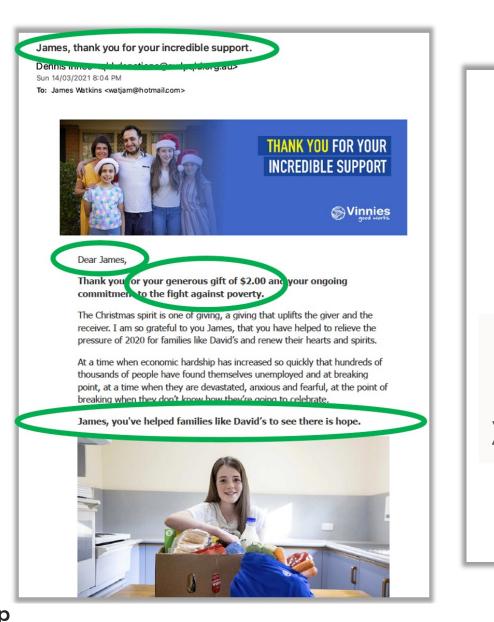
\$75 can supply medicine for vulnerable people, so no one misses out on vital treatment which could have life-long consequences.



\$100 can pay for essential household expenses today, so the rent, mortgage and bills don't accrue to an insurmountable debt later.



Integrating personalisation into the online journey



You've supplied medicine for vulnerable people, so no one misses out on vital treatments. And you've paid essential household expenses, so the rent, mortgage and bills don't accrue to an insurmountable debt in 2021.

You are making Christmas like no other for all the right reasons.

Thank you

Dennis Innes State President St Vincent de Paul Society Qld

PS: James, if you or someone you love is struggling financially as a result of Covid-19, please don't hesitate to call Vinnies on 1800 846 643.

Tax Receipt

177% increase in gross income! X 3 conversion to donate

Donations \$2 and more are tax deductible

Donation Received from:

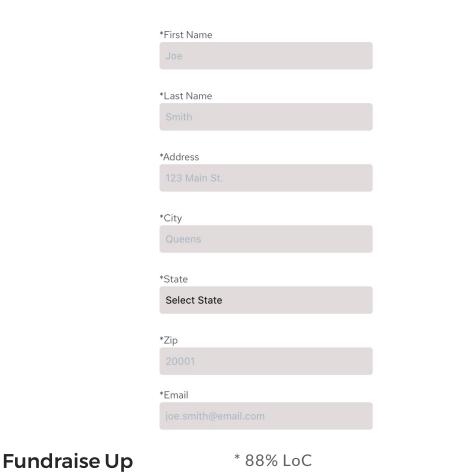
James Watkins

watjam@hotmail.com

How prefilling a donation form on mobile devices impacts donor conversion

CONTROL

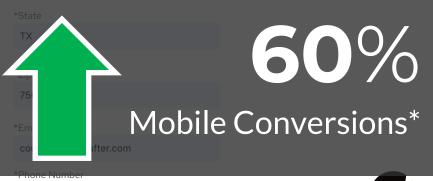
Contact Information



PRE-FILL

Contact Information



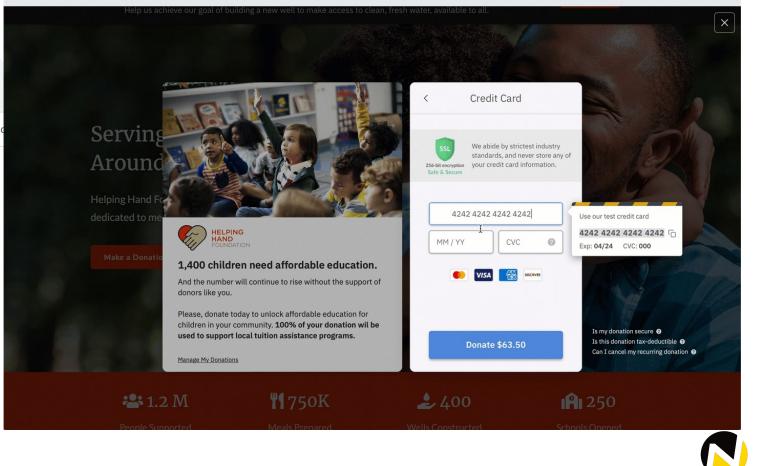


Marketing email



URL that launches Checkout





Test Mode: You are currently looking at Checkout in test mode.



Try passing through personal details like name to the donation page Try passing through key information like name, email, and even payment information into the form





GO DEEPER.



SEE HOW YOUR PAGE COMPARES AND WHERE YOU CAN IMPROVE.

Friction Problems	
Page Friction Self- Assessment Donation In this free self-assessment, you can get a personalized friction score for your donation page, as well as specific tactics you can use to reduce friction and boost revenue. In this free ber how pervasive pages based donation page	Soon: A Free In Page Friction hark Report chimark report, you'll discover jus friction is on norprofit donation on a first-hand analysis of 500- A

donationpagefriction.com





DONATION PAGE FRICTION CHECKLIST.

nextafter.com/resources





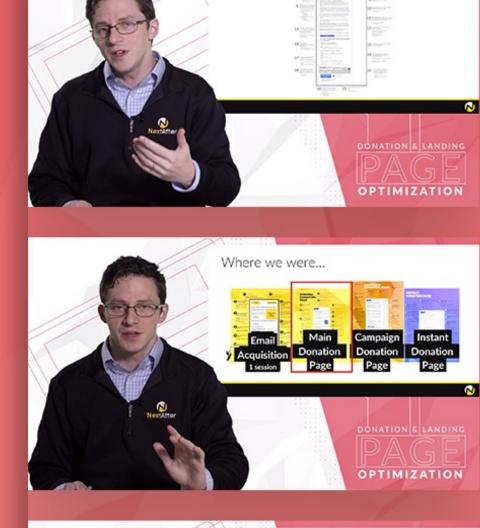
NOW FREE THANKS TO () raisedonors



nextafter.com/donationcourse



nextafter.com/donationcourse







nextafter.com/donationcourse

This course will show you how to:

Craft and implement **3 unique**

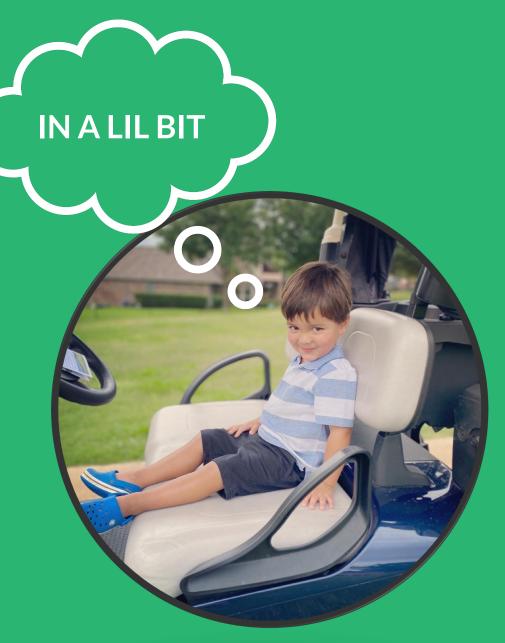
types of donation pages in

your fundraising

- Write more effective donation page **copy**
- Craft a **design** that leads towards more conversions
- Create **landing pages** that lead to new email subscribers
- And much more.

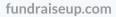


QUESTIONS.





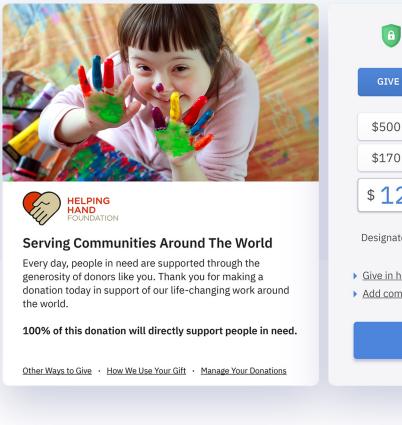




Fundraise Up

The Online Fundraising Platform for Enterprise Nonprofits.

Powered by AI, machine learning, and data science.



6 Secure Donation				
GIVE ON	GIVE ONCE 🤎		MONTHLY	
\$500	\$3	50	\$250	
\$170	\$1	00	\$75	
\$ 120 USD				
 Designate to Area of Greatest Need. <u>Give in honor or in memory</u> <u>Add comment</u> 				
	DON	ATE		
	GIVE ON \$500 \$170 \$ 120 Designate to Give in hono	GIVE ONCE \$500 \$3 \$170 \$1 \$ 120 Designate to Area of Give in honor or in Add comment	GIVE ONCE	













Neverthirst



FREE WEBINAR

The Impact of Asking Donors to Cover Transaction Costs

Some say asking works, others say it doesn't. Find out what the data says.

June 3 @ 2 P.M. ET/11 A.M. PT

QUESTIONS.

brady@nextafter.com | nextafter.com hello@fundraiseup.com | fundraiseup.com



