

5 Ways Your

Donation Page

Could Be Failing Your Donors



THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

[NIOSUMMIT.COM](https://niosummit.com)



SAVE \$600 WITH CODE SUPEREARLYBIRD

SAVE \$600 WITH CODE SUPEREARLYBIRD

NIO Summit 2022

- 2 full days of **innovative speakers**
- 2 pre-conference online fundraising **workshops**
- 1 post-conference online fundraising **workshop**
- Absurdly fun **parties** and **networking**



Jon DeLange · 1st

1w ...

Helping Non-profits implement Next Generation tools to drive gro...

After attending NIO Summit, my org raised 35% more from our website at the end of 2021 YoY!

Like ·    5 | Reply · 2 Replies

THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

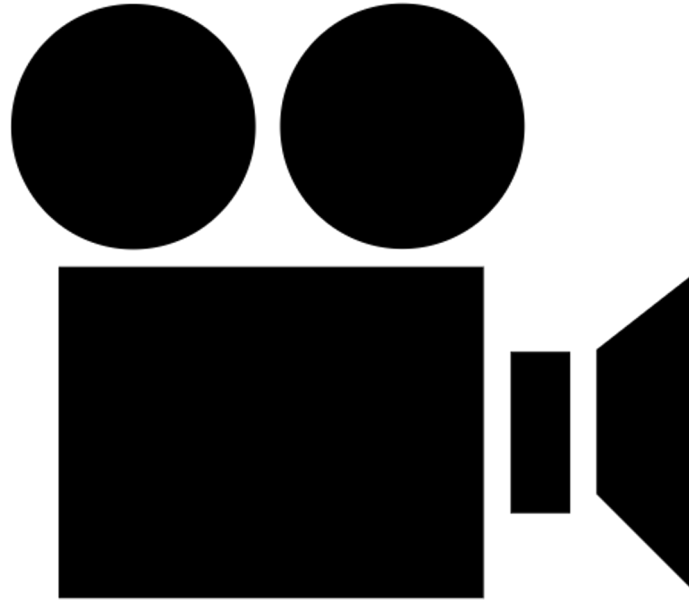
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SAVE \$600 WITH CODE SUPEREARLYBIRD

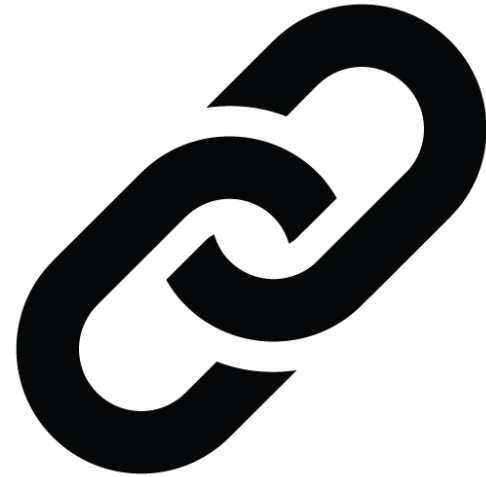
A Few Quick things...



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.

Today's Speakers



Nathan Hill

VP of Marketing



Today's Speakers



Nathan Hill
VP of Marketing



Courtney Gaines
Senior Vice President



5 Ways Your

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Save the Children®

Enter search term



[Who We Are](#) ›

[What We Do](#) ›

[Ways to Help](#) ›

[Shop Gift Catalog](#) ›

[Sponsor a Child](#) ›

[Donate](#)

**TOGETHER, WE CAN MAKE
THE WORLD A BETTER PLACE
FOR CHILDREN EVERYWHERE**

DONATE TODAY

We work in the hardest-to-reach places, where it's toughest to be a child.

When you give to Save the Children, [85% of every dollar](#) goes straight to our mission to provide lifesaving relief to children.

- \$50 can provide enough food to keep 3 children from going hungry for a month



Enter search term

[Who We Are >](#)

[What We Do >](#)

[Ways to Help >](#)

[Shop Gift Catalog >](#)

[Sponsor a Child >](#)

[Donate](#)



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When you give to Save the Children, 85% of every dollar goes straight to our mission to provide lifesaving relief to children.

- \$50 can provide enough food to keep 3 children from going hungry for a month

\$150 can provide enough food to keep 9 children from going hungry for a month



DONATE TODAY: SAVE A LIFE

Vulnerable children need you more than ever.

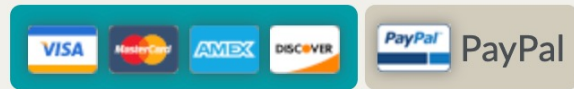
Right now, children are living through a global pandemic against the backdrop of hunger, conflict and natural disasters. Your gift today can help make change that protects the lives of children, families and their communities.

- **\$50** - can provide enough food to keep 3 children from going hungry for a month
- **\$150** - can wrap 30 warm, cozy blankets around children affected by conflict
- **\$300** - can provide 150 face masks to refugee health workers on the front lines

Join us today and make change for children.



4. ENTER YOUR PAYMENT INFORMATION



*CREDIT CARD NUMBER

*CVV



*EXPIRATION DATE



I want to help even more by covering the cost of the transaction fee on my donation. My total will be \$0.00.

See if your employer will match your donation!

Enter the name of your company

*REQUIRED FIELD

Once you donate, an account with a temporary password will be created for you in our Supporter Center. Simply log in to securely view this as well as any future gifts and so much more. You'll also start receiving email news of your generosity in action, including inspiring children's stories, emergency alerts and ways to get involved.

By making a donation, you give us permission to use your gift, when applicable, combined with those of other donors, as part of our matching gift fund to inspire more donors like you to support our mission. Whether or not your gift is matched, it will still be tax deductible to the full extent allowable by IRS regulations in the same year it was made. If you donate after December 31, your donation will be matched in



**DONATE TODAY: SAVE A
LIFE**

Main Donation Page

- **\$50** - can provide enough food to keep 3 children from going hungry for a month
- **\$150** - can wrap 30 warm, cozy blankets around children affected by conflict
- **\$300** - can provide 150 face masks to refugee health workers on the front lines

Join us today and make change for children.



Let's start with an
EXPERIMENT



Experiment #6623



Research Question:

Which main donation page design will increase donations, if at all?



Experiment #6623

Original

Illinois Policy

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story

Select Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

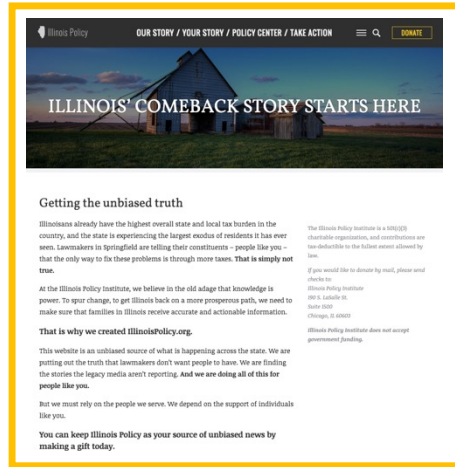
If you would like to donate by mail, please send checks to:
Illinois Policy Institute
100 S. LaSalle St.
Suite 1500
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.



Experiment #662

Treatment



ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

That is why we created IllinoisPolicy.org.

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

SELECT DONATION AMOUNT

\$35 \$50 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GET NOW



Chicago Office | Illinois Policy
190 South LaSalle Street | 5th Floor | Chicago, IL 60603
t: 312.346.5700 | f: 312.346.5705

Springfield Office | Illinois Policy
802 South 5th Street | Springfield, IL 62704
t: 217.228.8900 | f: 217.228.8908 | info@illinoispolicy.org

f t i

COPYRIGHT © 2017 ILLINOIS POLICY | ILLINOIS COMEBACK STORY STARTS HERE



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Donor Information

Payment Information

Chicago Office | Illinois Policy
190 South LaSalle Street | 5th Floor | Chicago, IL 60603
t: 312.346.5700 | f: 312.346.5705

Springfield Office | Illinois Policy
802 South 6th Street | Springfield, IL 62704
t: 217.228.8800 | f: 217.228.8808 | info@illinoispolicy.org



COPYRIGHT © 2017 ILLINOIS POLICY | ILLINOIS COMEBACK STORY STARTS HERE

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Experiment #6623

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But we must rely on the people who care about the state of Illinois. We need individuals like you.

You can keep Illinois Policy as your unbiased news by making a gift today.

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Donor Information

Payment Information

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150% DONATIONS



WHAT!?



Want to accomplish the mission they ALREADY have in mind.

And yet...

Want to second-guess their choice, find reason to turn back.



Why the Treatment Won

The treatment understood that the donor was not yet **fully motivated** to donate.

Treatment



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Select Donation Amount

Donor Information

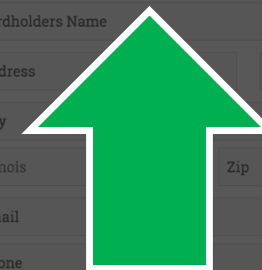
Payment Information

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150%

In Donations

You can't assume that
people are already
motivated to donate.



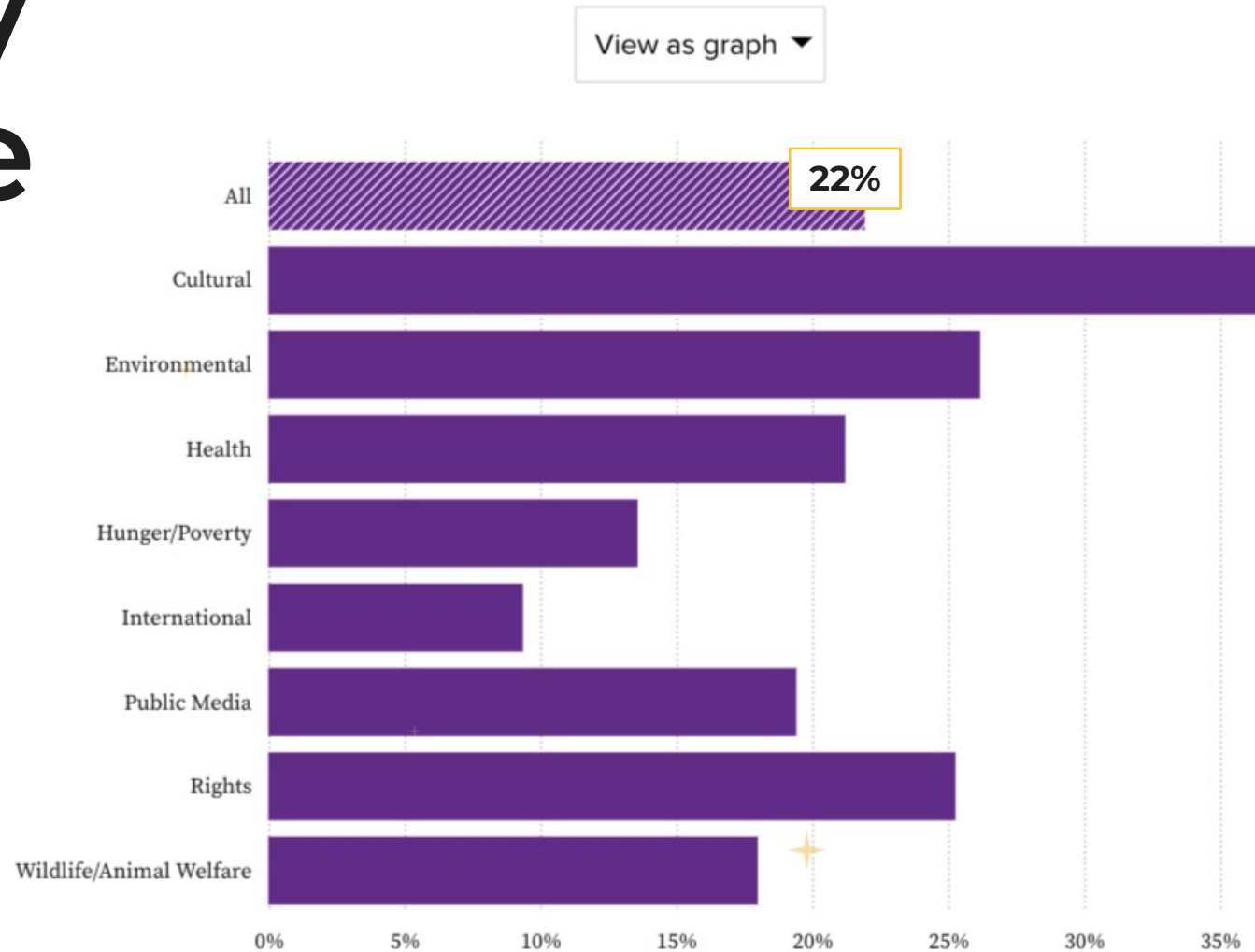
How are we
doing?

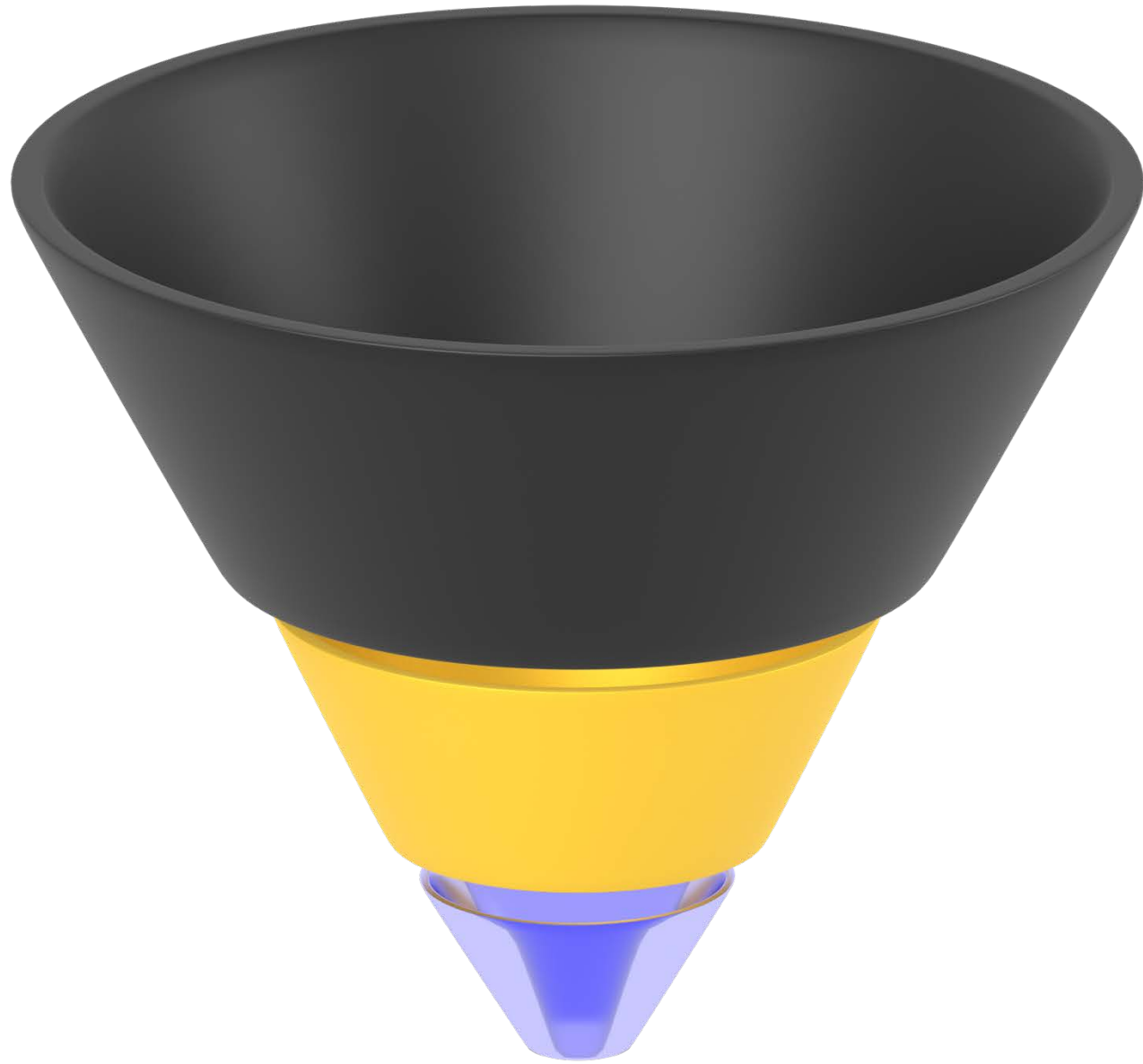


How many visitors are actually donating?

22%

Website main donation page conversion rate



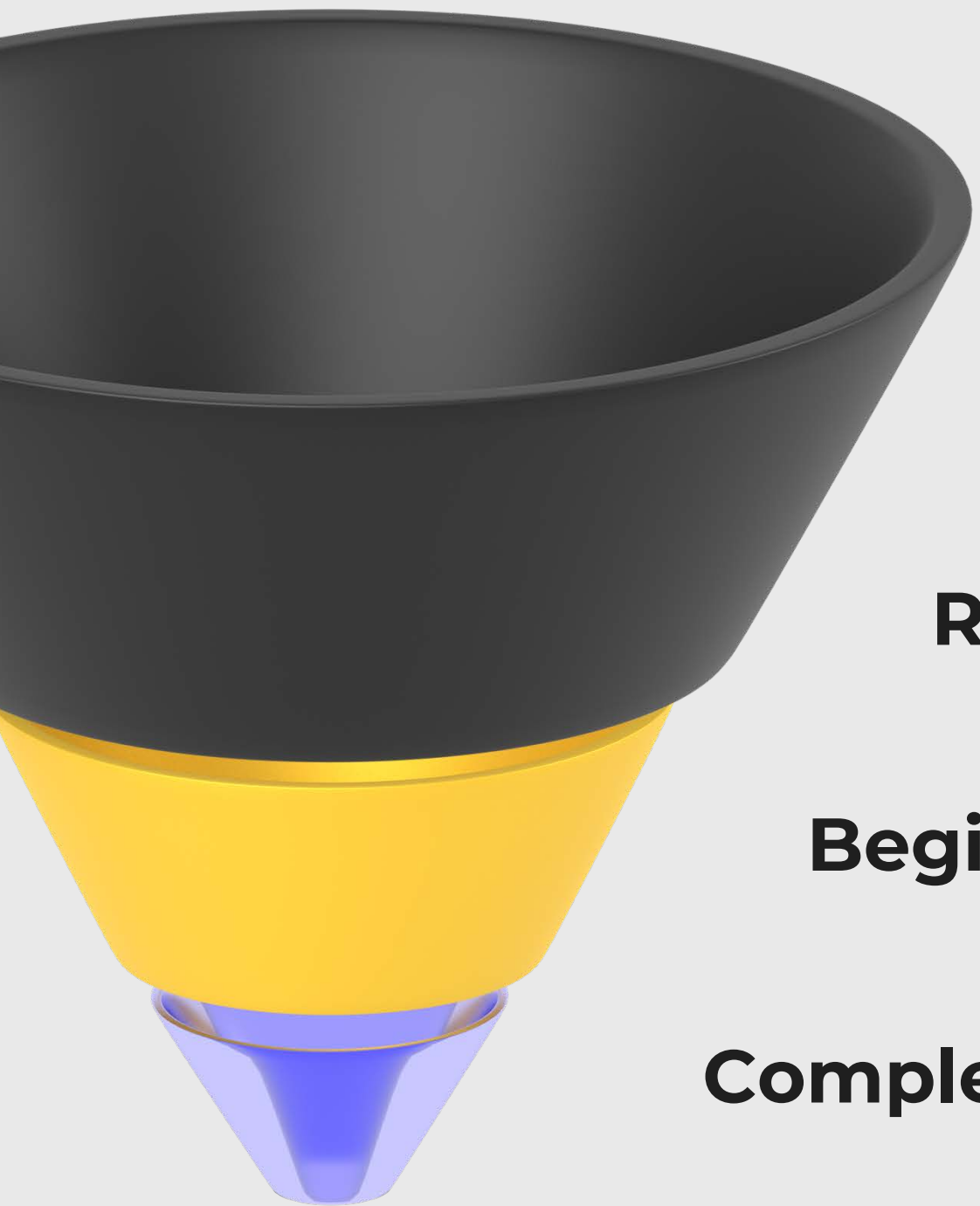


The

Donor

Funnel





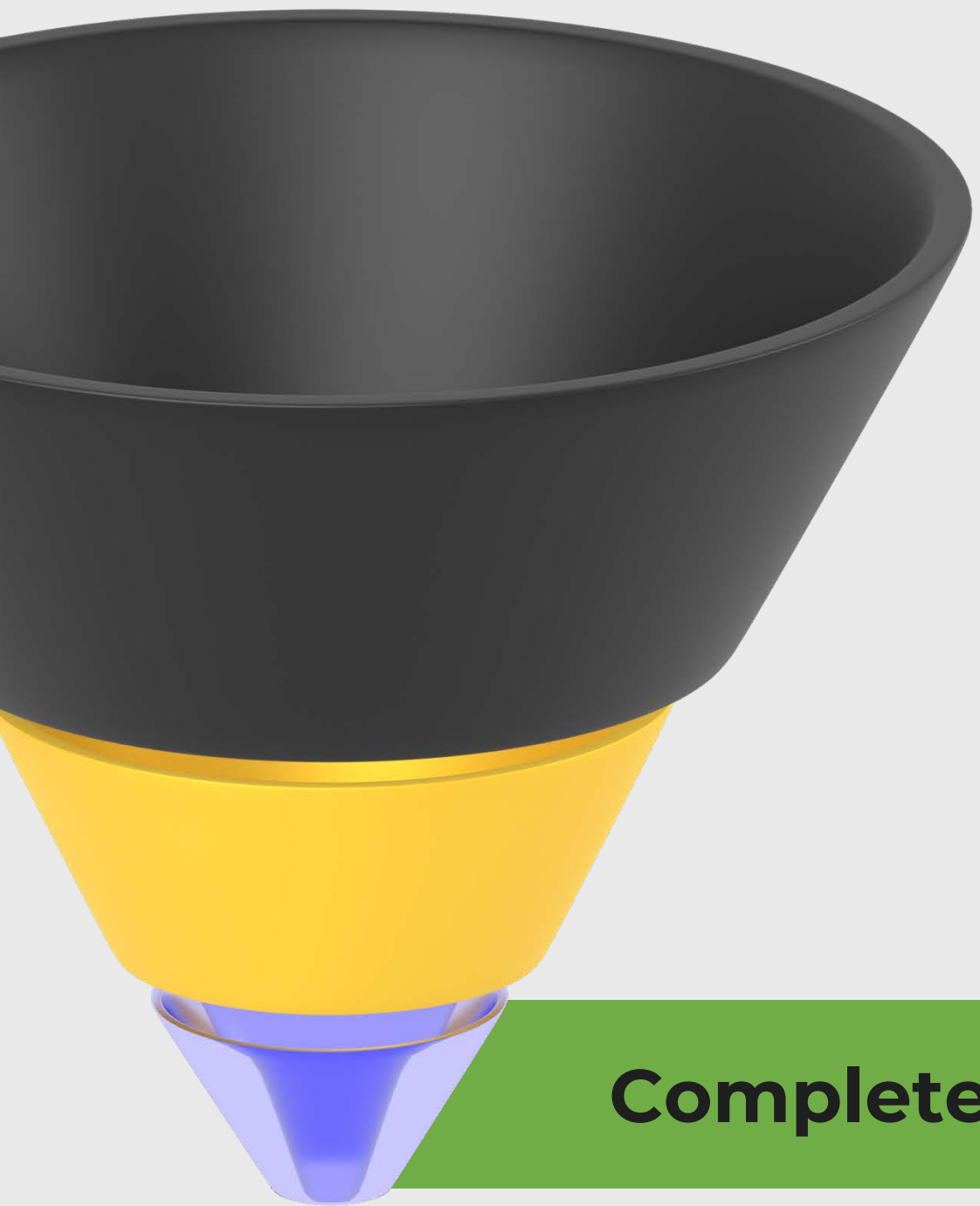
Visits your donation page

Starts to read

Reads all the way to the form

Begins the donation process

Completes donation



Completes donation

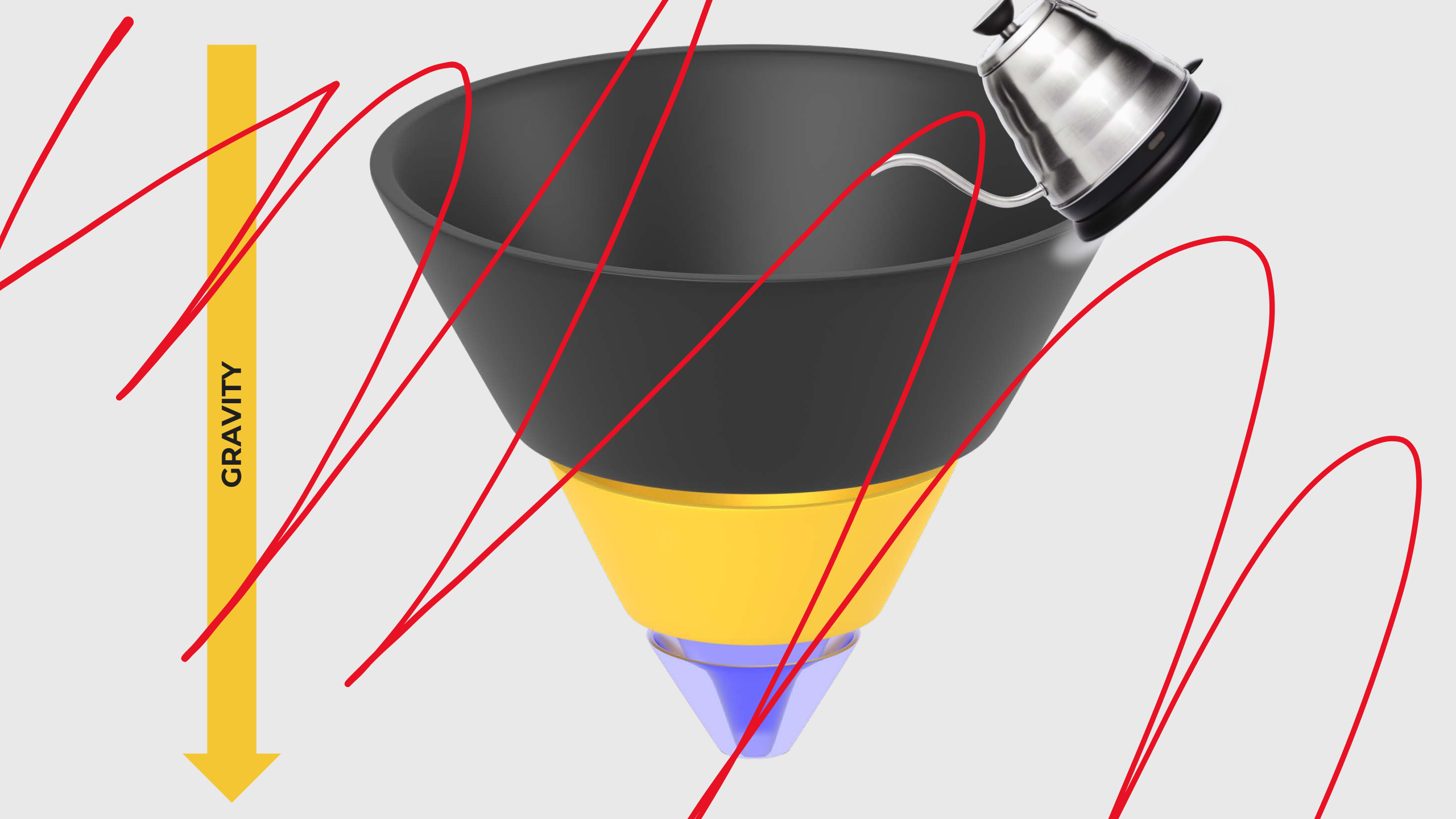
22%



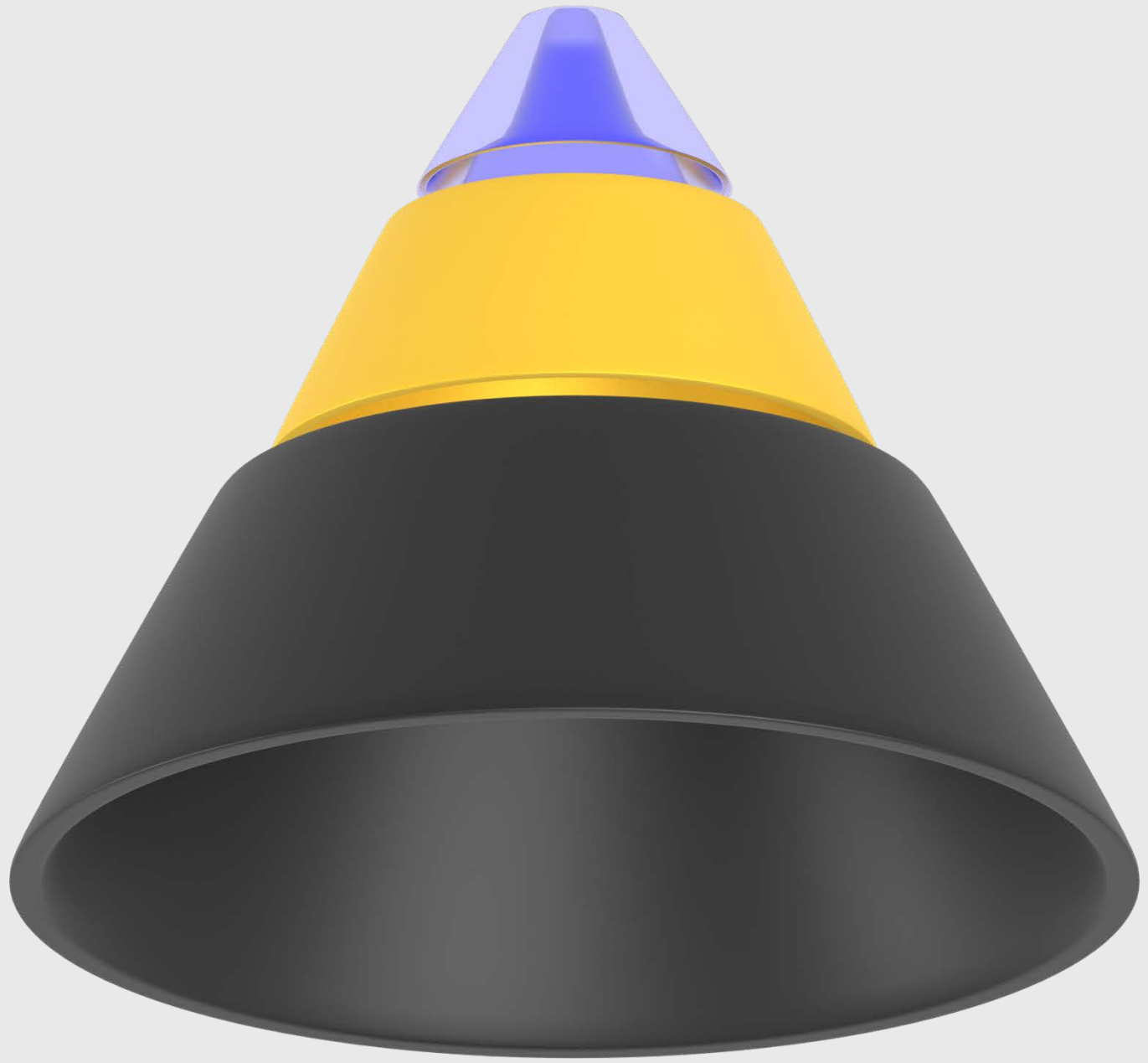
78% Failure!

Completes donation

22%



GRAVITY





The

Donor

Mountain



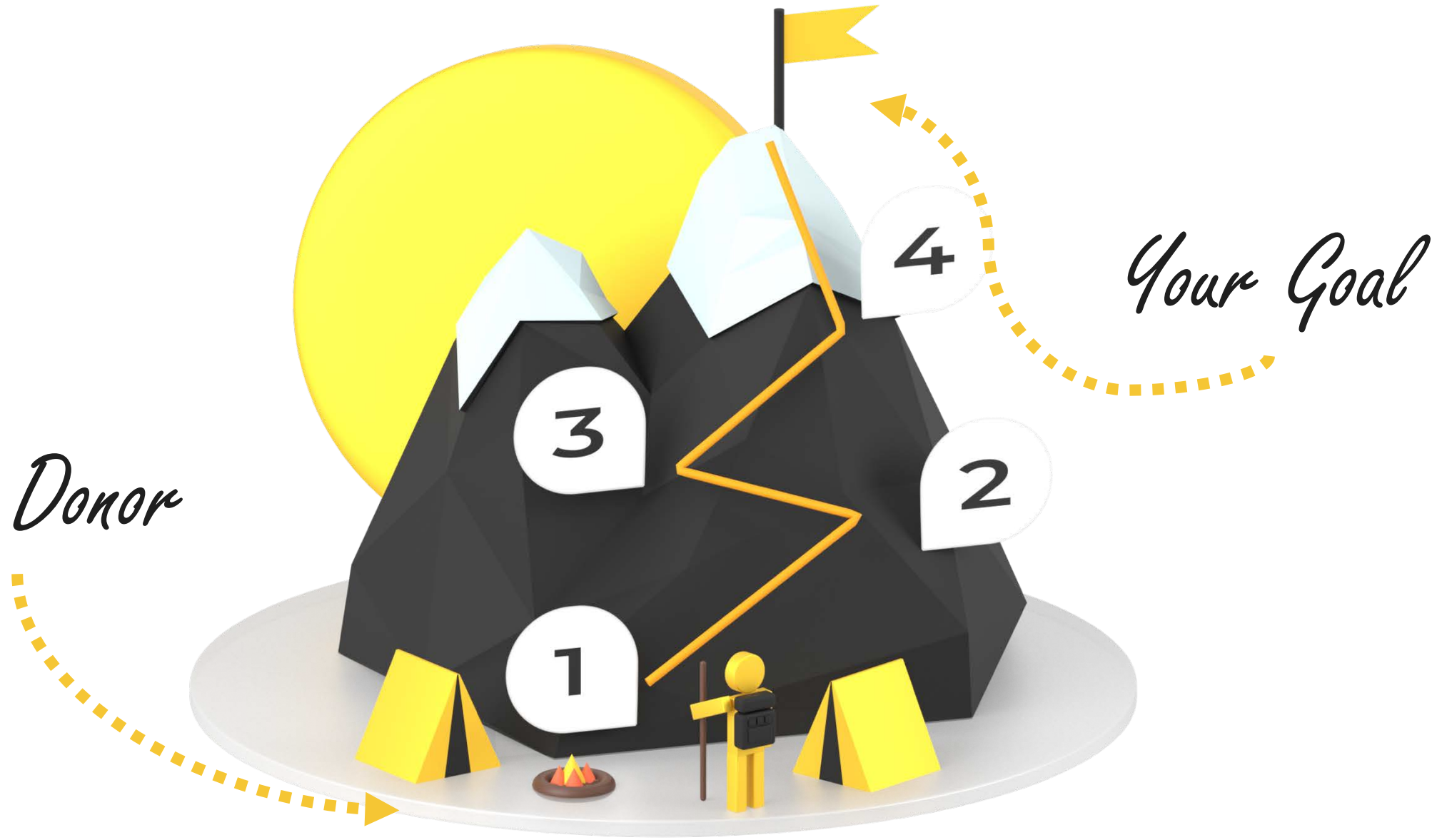
Your Donor



Your Goal



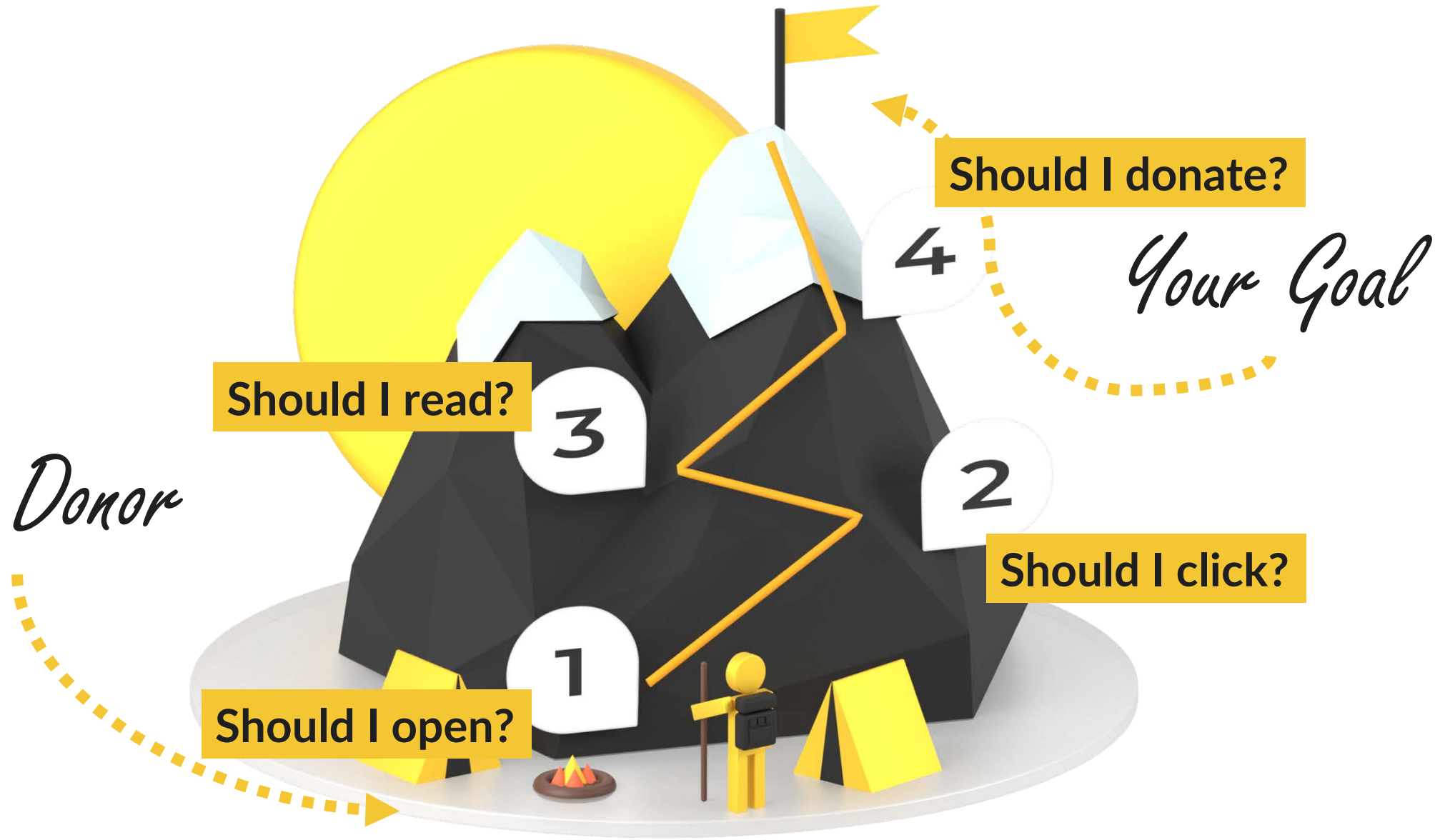
Your Donor



Your Goal



Your Donor

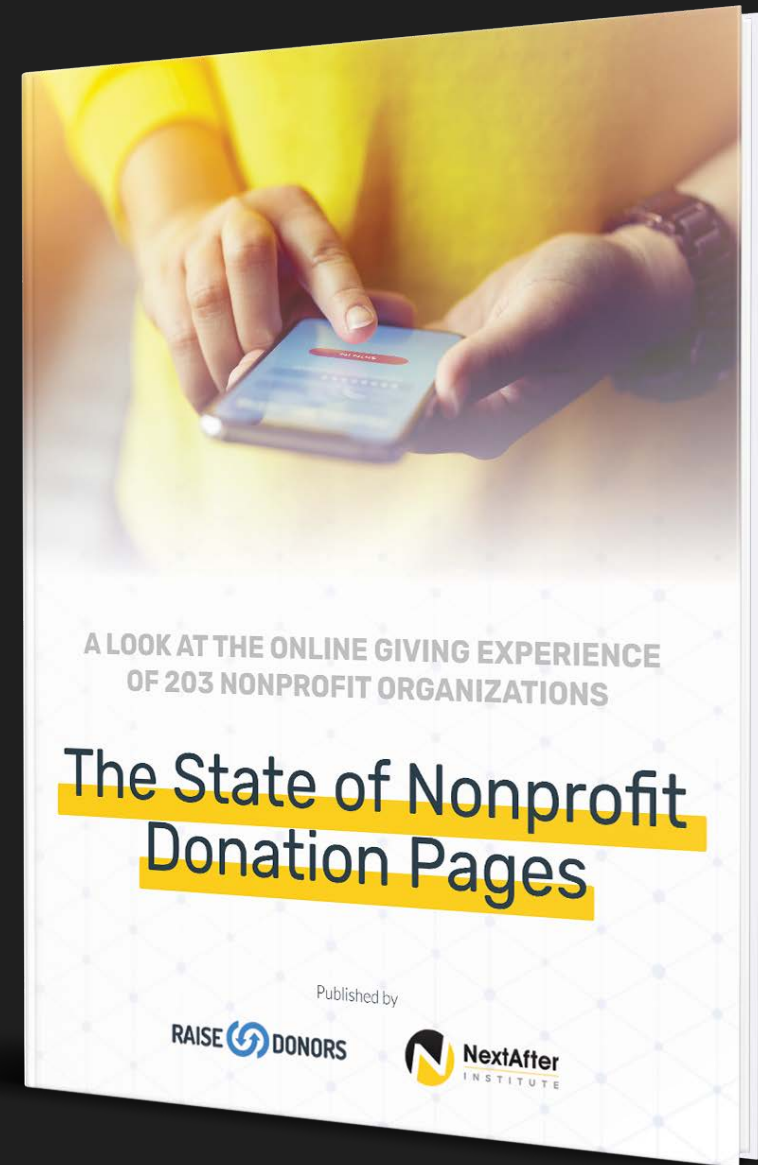




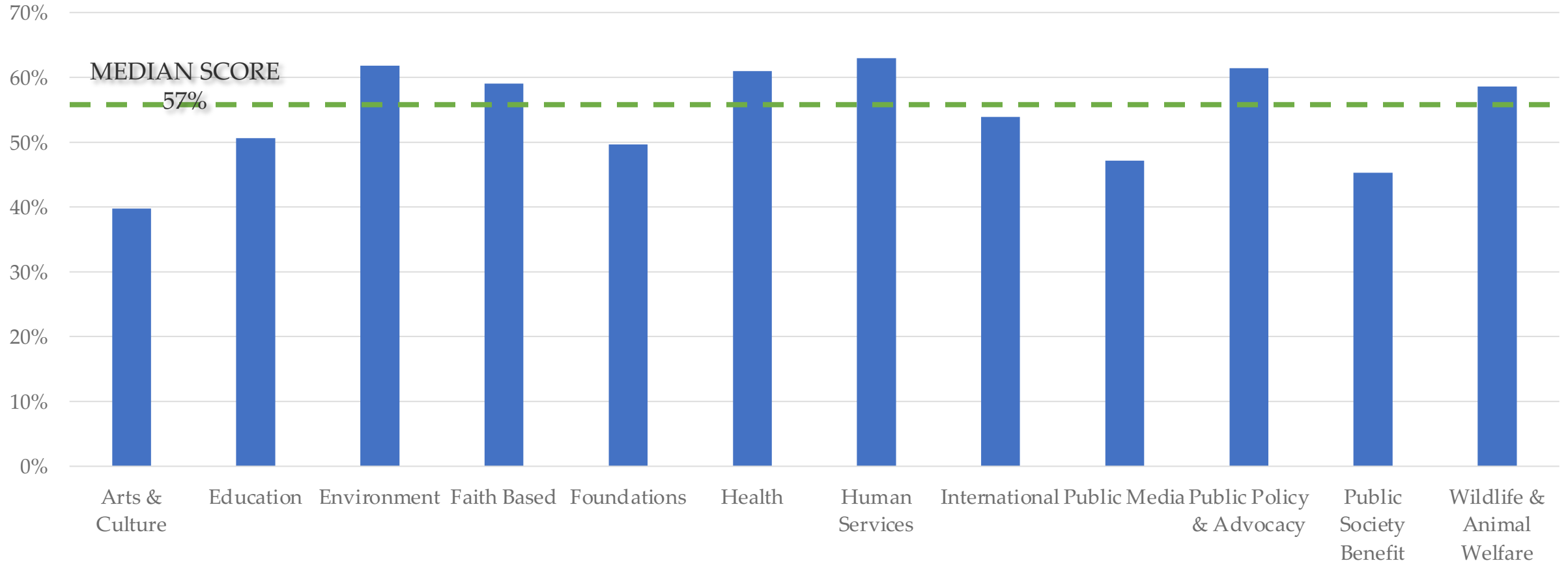
You are the Sherpa

THE STATE OF NONPROFIT DONATION PAGES

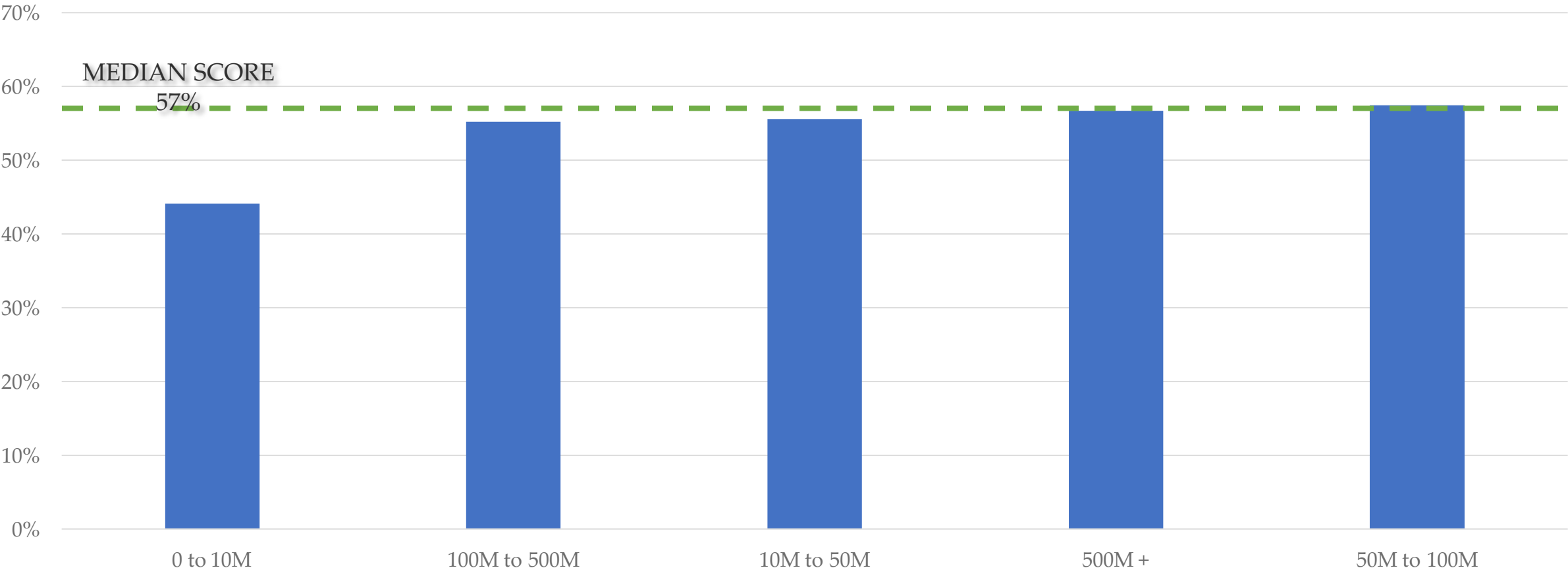
STATEOFDONATIONPAGES.COM



Scores by Vertical



Scores by Size



OUR GOAL:

By the end of this webinar, you will discover how to **craft a main donation page that connects** to the motivations of your potential donors.





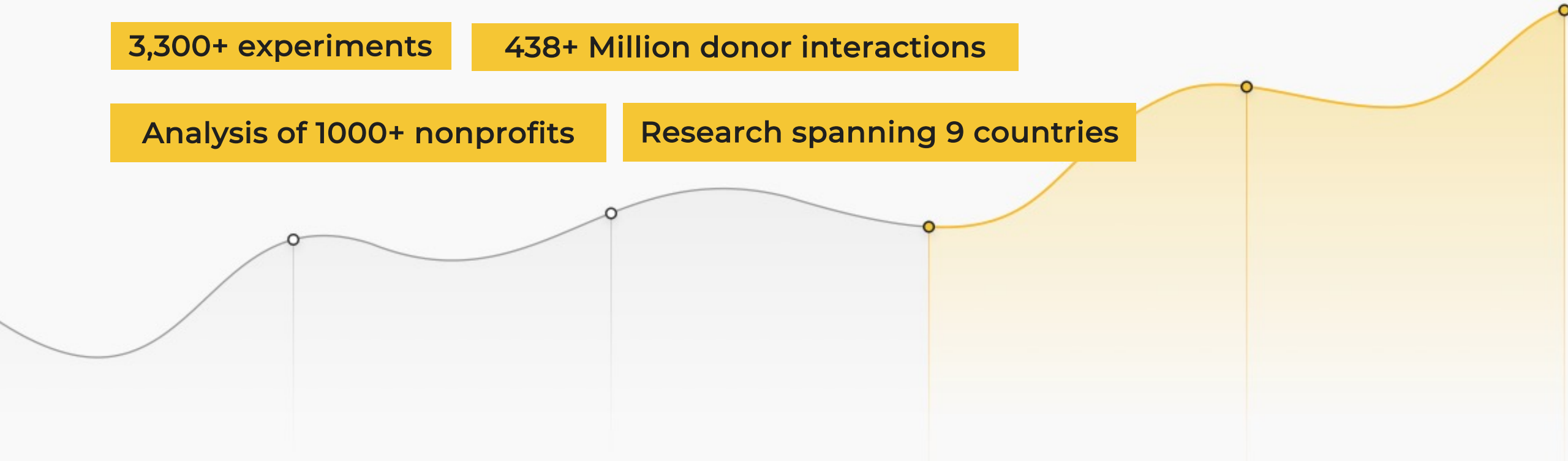
We help nonprofits
grow their digital
fundraising.

3,300+ experiments

438+ Million donor interactions

Analysis of 1000+ nonprofits

Research spanning 9 countries



1 Header: Simple with no navigation and no extra donate button

- Eliminate header
 - +195% Don (661) (4003)
 - +25.6% Don/+3% AvgG (991)
 - No Diff (6350)
- Eliminate Donate button
 - 28.2% Don/ -34.1% AvgG (2107)
 - No diff Don/ -18% AvgG (1547)
 - No diff (1557)

2 Design elements: Avoid over-investing in design and ensure text is readable

- Adding a touch of design
 - Donate 3 pages: No Diff (5641)
 - Donate 2 pages: No Diff (2161, 4367, 2138)
- Ensure text is readable
 - 67.6% Don/ -54.1% AvgG (1469)

3 Headline: Clearly spell out the specific effect of someone's donation first

- +21.2% Don (4164)

5 Intro Copy: Ensure you have general value prop present (if there is none and write clearly, concisely)

- Add value prop (when there is none)
- +238% Don (111)
 - +28% Don (900)
 - +150% Don (8623)
 - +186% Don (1780)
- Clear and concise
- +27.4% Don (2023)

8 Body Copy: Avoid excessive explanation copy, narrative and stick to a more general, concise and bulleted message.

- Focus
- General vs. 1 Aspect +43.8% Don (4467)
- Formatting
- Concise vs. Narrative +23.1% Don (4537)
- Excessive Explanation
- No Diff (5340)
 - No Diff (1956)
 - No Diff (2134)
 - No Diff (4098)
 - 66% Don (6253)
 - 38.5% Don (3951)
 - 30.6% Don (2503)

12 Gift Array: Test an enter-your-own dollar amount field if your average gift size is significantly larger in this channel compared to others

- Important:** Use a 4-5 option gift array if your average gift size is around or below other channels
- Using an open-field only with high avg gift
- +125.9% Don (6700)

14 Gift Type: Eliminate any over-emphasis or defaulting to recurring gifts

- +20% Rev/Visit (6750)
- 5.5% Don / +48.5% AvgG (245)
- +49% Don (single gift only vs recurring only)

16 Form Fields: Pre-populate with customer information and ensure phone is always optional

- Prepopulate: +29.5% Don / +16.4% AvgG (1066, not iso)
- Add optional Phone Field: No Diff (6086)
- Make phone required: -42.6% Don (2112)

17a Credit Card Fields: Visually box out fields with a high contrast background and visible lock icon

- No Diff (6091)
- +14.4% Don (5991)
- +9.5% Don (5755)

4 Background image: Not necessary. If using one, ensure it is related to / or demonstrates your value proposition

- No diff - 2904 (2) (seasonal background)
- +19.8% Don, mission related image (2569) (3)
- +53.1% Don, value prop related image (2013) (3)

6 Main Image: Unnecessary to include

- No Diff (1947)

7 Video: Avoid it

- +560% Don (5877)
- +203% Don (3970 not iso)
- +342% Don (1985)

9 In-line Review: Use them cautiously

- 8.5% Don (1397)

10 In-Line Premiums: Use them here with an image

- +135.4% Don (2347)

11 Call-to-action Copy: Include it once at the end of the body copy with impact reinforcement and not multiple times throughout

- +166.4% Don / -4.9% AvgG (641)
- +49.4% Don (4269)

13 Gift Array Presentation: If using an array, use big designed buttons, and DO NOT include multi-tiered premium upsell language in this location

- Use big designed buttons
- +22.9% Don / +9.5% AvgG (5612)
 - +63.3% Don / +18.2% AvgG (\$434, not iso)
 - +59.9% Don (15)
- Avoid multi-tier premium upsell language (typically in membership orgs)
- 34.5% Don / +18.6% AvgG (447)
 - 29.9% Don / +34% AvgG (772)
 - 12.6% Don / +12.2% AvgG (780)

15 Form Field Presentation: Arrange to reduce page length, add headers with numbering and clarity

- Add headers with numbering and clarity to decision points
- +12.5% Don (4638)
- Arrange/Group form fields to reduce page length
- +39.4% Don (1007)

17b Alternate Payment Methods: Implement new payment methods with paths you can't control with caution.

- Adding PayPal -85.3% Don / +6.6% AvgG (867)
- Adding ApplePay No Diff (6509)

18 Call-to-action Button area: Re-assure donors with credibility and gift effect in this area

- Adding credibility icons
- +22% Don / +17% AvgG (4990, not iso)
- Add value reinforcement text
- +31.3% Don (1234)
 - +31.3% Don (1053)

19 Verification pages: Eliminate them

- +121.5% Don (3711)
- +130.6% Don, +19.5% AvgG (3712)



[General donation request with broad reasoning headline]

When you donate to [organization name]

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.



Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission

Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

- This is a one-time gift of [\$xx above]
- This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name <input type="text"/>	Last Name <input type="text"/>
<small>Pre-filled if possible</small>	<small>Pre-filled if possible</small>

City <input type="text"/>	State <input type="text"/>	Zip Code <input type="text"/>
------------------------------	-------------------------------	----------------------------------

Email (for receipt) <input type="text"/>	Preferred Phone (optional) <input type="text"/>
<small>Pre-filled if possible</small>	

<input type="radio"/> Credit Card	<input type="radio"/> ACH Bank Account
Credit Card Number <input type="text"/>	Verification Code <input type="text"/>
Expire Month <input type="text"/>	Expire Year <input type="text"/>

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- Personal Information Input
- Support Message

Logo

[General donation request with broad reasoning headline]
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2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

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5 Key Areas Where We Often Fail Our Donors

- **Main Message**
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- Personal Information Input
- Support Message

The screenshot shows a donation form with a yellow highlight box around the main message section. The form includes a logo, a headline, a paragraph of text, a list of bullet points, a 'Premium image' placeholder, a 'Yes! I want to [support word] [benefit others experience from organization]' section, and a '1. Enter Your Donation Amount' section with radio buttons for one-time or monthly gifts. Below that is a '2. Enter Your Information (It's Secure)' section with fields for First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional). At the bottom, there are fields for Credit Card Number, Verification Code, Expire Month, and Expire Year, along with a 'Make My One-Time \$50 Gift' button and a 'Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.' message.

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]

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- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...
This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission

Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Make your main message
as **INCLUSIVE** as possible.

For your ideal donor!



The Main Message





Experiment

From This

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story.

Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

To This



Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

That is why we created IllinoisPolicy.org.

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

Select Donation Amount

\$35 \$50 \$100

Other Amount

Donor Information

Cardholders Name

Address

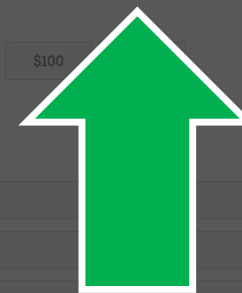
City

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:

Illinois Policy Institute
190 S. LaSalle St.
Suite 1500
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.



150%

In Donations

↑
891
↓



My wife is 24 weeks pregnant today. This is what her Chinese fortune cookie had to say

(i.imgur.com)

submitted 3 years ago by P82

61 comments share save hide report

A short stranger will soon enter
your life with blessings to share.

[all 61 comments](#)





KEEP THE MESSAGE BROAD,
ALL-ENCOMPASSING,
TANGIBLE AND SCANNABLE.



Experiment

A



Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie's radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B



Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person's basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate biblical truth in a culture that needs it most.

Tell others about Jesus. Make your gift to Harvest Ministries today.



Experiment

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30.6%

In Donations

30% of organizations globally had
**no copy on their
donation page**
explaining why someone should give.

globalonlinefundraising.com



ONE THING

Make sure you have copy that explains why someone should give!



AND ONE MORE THING....



Video based donation page



The people in India desperately need our help.



Will you join e3 Partners in this important ministry work? We invite you to make a gift today to support the relief effort for those suffering in India.

How much do you want to donate?

\$25.00	\$50.00	\$75.00	\$100.00	\$ Custom Amount \$0.00
---------	----------------	---------	----------	----------------------------

Billing Info

First Name *	Last Name *
Email *	Phone Number +1 (201) 555-0123
Country* United States	
Address 1 *	
Address 2	
City *	State * Zip Code *

Payment Type

Credit Card Debit Card PayPal

Payment Info

Card Number *	Month * Year *	CVV *
---------------	-------------------	-------

I would like to add \$1.94 to help cover the transaction cost.

Text based donation page



The people in India desperately need our help.

At this very moment, a terrible situation is unfolding on the other side of the world in South Asia. As you may have seen in the news, **India is in the midst of a serious, nationwide crisis due to the resurgence of COVID-19.** Let me paint a picture for you: hospitals are overflowing beyond capacity ... medical supplies, particularly oxygen, are running critically low ... there are dead bodies on the streets ... and the crematoriums themselves are breaking down due to round-the-clock use. In April alone, the country recorded a staggering 3 million new cases (over 400,000 in a single day) and over 17,000 deaths. And many of those 17,000 died without ever having heard the name of Jesus. Those souls are lost forever, but you can help save so many others.

To put it plainly, these circumstances are appalling, and it appears that it is only going to get worse.

As the Body of Christ, we are not only called to bring the true light of the Gospel to those who have never heard, but also to alleviate suffering when it is in our power to do so. e3 Partners has been working with indigenous leaders in South Asia to share the Gospel and plant churches for many years, and this extensive network will enable us to move quickly. In fact, many of these leaders and their families are in dire circumstances themselves.

So let me ask you a simple question: are you willing to rush a donation to assist the people of India, who so desperately need our help? **Just \$33 will provide an entire family with food, hand sanitizer, facemasks, and vitamin C for one month.** Think of it, a donation of just \$100 will provide for three families, \$1,000 for 30 families. A little goes such a long way. And by providing physical relief, we are opening the door for the spiritual relief of the Gospel. Already, we have seen thousands upon thousands turn to Christ through the compassion and generosity of God's people, many of these from among some of the most unreached people groups in the world. We have learned that where there is suffering, God is at work.

So, will you join us? The people of India need our help. And in doing so, remember the words of Jesus in Matthew 25:40: "Truly I tell you, whatever you did for one of the least of these, you did for me."

We invite you to make a gift today to support the relief effort for those suffering in India.

How much do you want to donate?

\$25.00	\$50.00	\$75.00	\$100.00	\$ Custom Amount \$0.00
---------	----------------	---------	----------	----------------------------

Billing Info

First Name *	Last Name *
Email *	Phone Number +1 (201) 555-0123
Country* United States	
Address 1 *	
Address 2	
City *	State * Zip Code *

Payment Type

Credit Card Debit Card PayPal

Payment Info

Card Number *	Month * Year *	CVV *
---------------	-------------------	-------



527%
In Donations



5 Key Areas

- ~~Main Message~~
- **Template Design**
- Donation Selection
- Personal Information Input
- Support Message

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]


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This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2


City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year



Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.

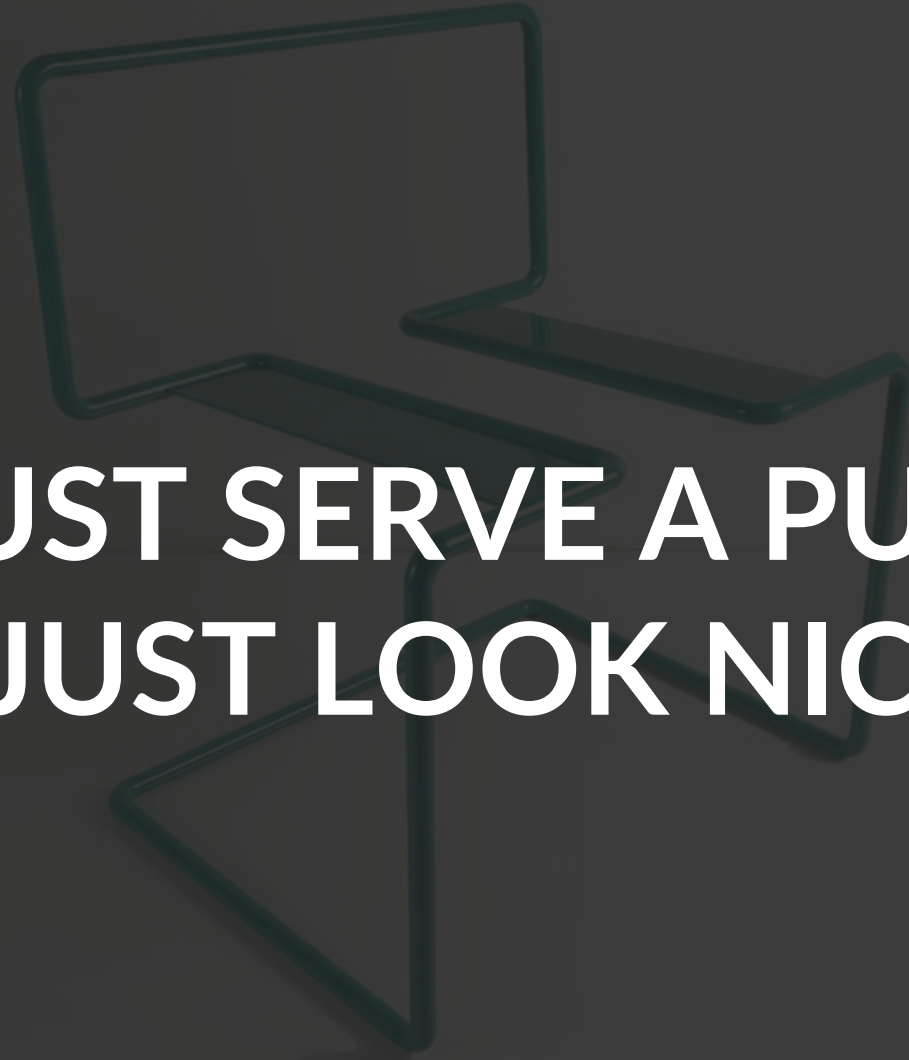


#2

Make your main message
as INCLUSIVE as possible.

Without **DISTRACTION** or
MISDIRECTION.



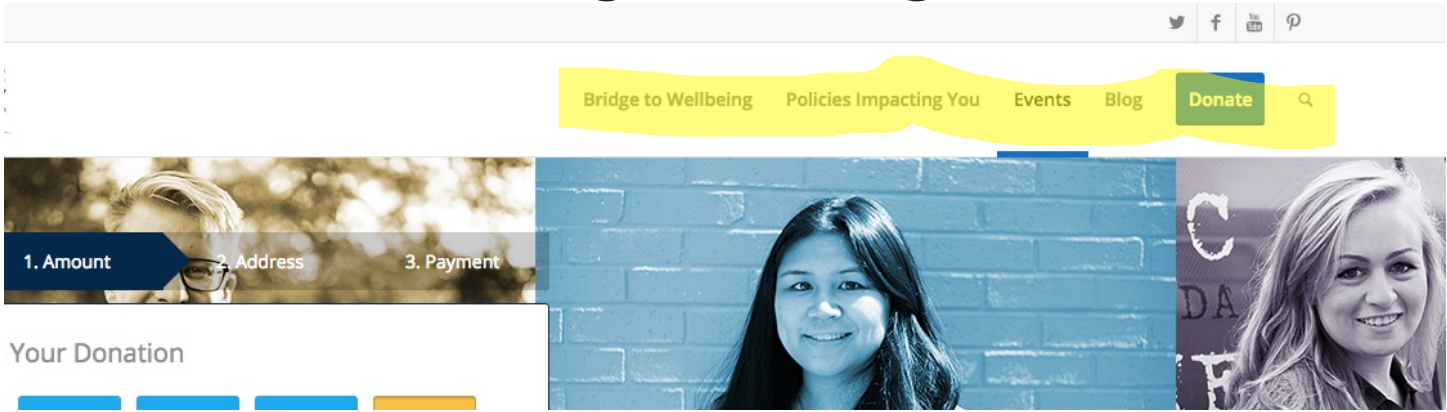


**DESIGN MUST SERVE A PURPOSE, NOT
JUST LOOK NICE.**

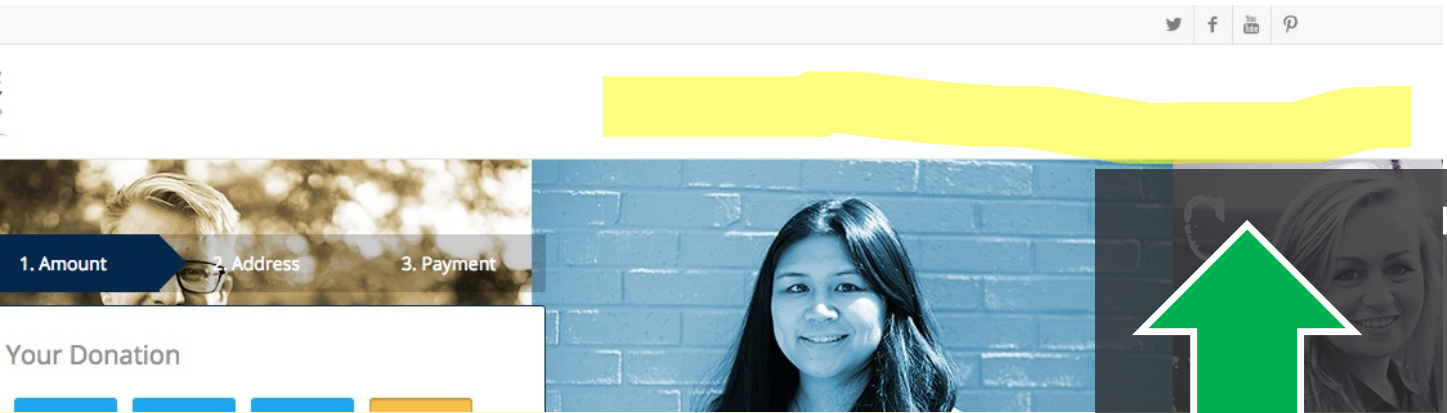


Experiment

From This



To This



195%

In Donations

Control

HERO SQUAD

HELP MILITARY FAMILIES ENGAGE WITH THE TRUTHS IN GOD'S WORD!

You already appreciate the sacrifices made by members of our military, but you may not realize their choice to serve and protect our country means their families, their spouse, parents and especially kids, will also sacrifice years of a normal life.

You can imagine that growing up is tough for children in military families as they face unique challenges like being asked to navigate their formative years without one of their parents or starting over at a new school again and again that can leave them feeling alone, insecure and isolated.

With your help, we want to help these kids find peace and comfort in God alone in the midst of any worldly uncertainty.

That's why we've launched the Hero Squad. We want to form a circle of support around these children and teens to point them to the only permanent source of security and self-esteem—God's Word.

Through your support, you can ensure that sons and daughters of Service members have the opportunity to discover they are known, loved, and accepted by God.

When you make a gift of \$19 a month, we'll put your gift to work to immediately begin delivering multiple care packages throughout the year to military families that include:

- A Bible (for many, it's their very first personally owned Bible!)
- Age-appropriate weekly devotional
- Biblically-based spiritual resources
- Journal and Bible study materials
- Family scripture engagement activities
- Special additional gift box items of thanks from a grateful nation to inspire them

With your monthly support, we can show military children they are valued and loved. Your gift will play a role in helping them build faith, hope, and purpose for their lives. While military families are sacrificing physically and emotionally to protect our nation and our way of life, your monthly support will ensure that they don't sacrifice spiritually.

Will you help the children of America's heroes experience God's hope and peace during their darkest hours by supporting the Hero Squad with a monthly gift of \$19 today?

★ YOUR GIFT

\$39

\$29

\$19

\$ Other

TYPE OF GIFT:

Monthly gift

One-time gift



Your gift puts the Word of God into the hands of Military children to help them learn how Jesus provides strength for all of life's battles. By making a monthly gift today, you will provide age-appropriate Bible-engagement activities and devotionals that are sent regularly throughout the year directly to homes of Military families in need of spiritual encouragement.

Your monthly support helps Military children build a life of faith and purpose through the truth of God's Word.

Since 1816 donors to American Bible Society have had the assurance that their contributions are faithfully providing God's word to American Warriors and their families.



Treatment #1

HERO SQUAD

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BILLING INFO

*Title:

*First Name:

Middle Initial(s):

*Last Name:

*Address:

*City:

*State:

*Zip:

*Phone:

*Email:

PAYMENT INFO

*Cardholder Name:

*Card Number:

*Billing Zip Code:

*Card Expiration:
MM YY

*Security Code:

SEND GIFT NOW OF \$39.00

 Your gift will be securely processed

Donate by Mail 
To make a phone donation or tribute gift please call toll free, 1-866-895-4448

MONTHLY

ONE-TIME

Your Monthly Donation

\$19 \$29 \$39 \$ Other

Giving monthly is the most effective way to ensure military children have the hope of Scripture year-round.

Billing Information

Title*

First Name* Last Name*

Address*

City* State*

Zip* Phone*

Email*

Payment Information

Cardholder Name*

Card Number* Billing Zip*

Card Expiration*
MM YY

Security Code*

MAKE YOUR MONTHLY GIFT



\$19

\$ Other

TYPE OF GIFT:

Monthly gift

One-time gift

Your gift puts the Word of God into the hands of Military children to help them learn how Jesus provides strength for all of life's battles. By making a monthly gift today, you will provide age-appropriate Bible-engagement activities and devotionals that are sent regularly throughout the year directly to homes of Military families in need of spiritual encouragement.

Your monthly support helps Military children build a life of faith and purpose through the truth of God's Word.

Since 1816 donors to American Bible Society have had the assurance that their contributions are faithfully providing God's word to American Warriors and their families.



Learn how your gift will be used
Donate by Mail
To make a phone donation or tribute gift please call toll free, 1-866-895-4448

BILLING INFO

*Title:
*First Name:
Middle Initial(s):
*Last Name:
*Address:
*City:
*State:
*Zip:
*Phone:
*Email:

PAYMENT INFO

*Cardholder Name:
*Card Number:

Giving monthly is the most effective way to ensure military children have the hope of Scripture year-round.

Billing Information

Title*
First Name* Last Name*
Address*
City* State*
Zip* Phone*
Email*

Payment Information

Cardholder Name*
Card Number* Billing Zip*
Card Expiration*
Security Code*

MAKE YOUR **65%** In Donations

Since 1816 donors to American Bible Society have had the assurance that their contributions are faithfully providing God's word to American Warriors and their families.



Experiment

From This

Your Gift Amount

- \$25
- \$50
- \$100
- \$250
- \$500
- Other

\$ 250

Monthly gift? Make my gift repeat every month

I have a special request or comment

Your Information

To This

Your Gift Amount

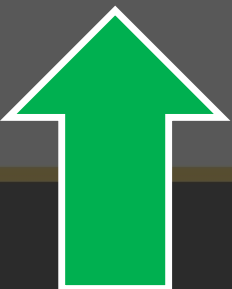
\$25 \$50 \$100

\$250 \$500

\$ 50

Monthly gift? Make my gift repeat every month

Your Information



63.1%

In Donations

ONE THING

Remove all links that take someone away from the donation page.



5 Key Areas

- ~~Main Message~~
- ~~Template Design~~
- **Donation Selection**
- Personal Information Input
- Support Message

Logo

[General donation request with broad reasoning headline]
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Address 2

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Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Without DISTRACTION or
MISDIRECTION.

Avoid appearing too
TRANSACTIONAL.



Experiment

From This

My Donation

(minimum \$5.00)

My Information

First Name

Last Name

Email Address

To This

My Donation

(minimum \$5.00)

Your gift of \$100 qualifies you for a **Patriot's Club Membership**. For only \$150 more, you can be upgraded to a **Freedom Circle Member** which gives you access to quarterly conference calls to stay up-to-date on Heritage's work.

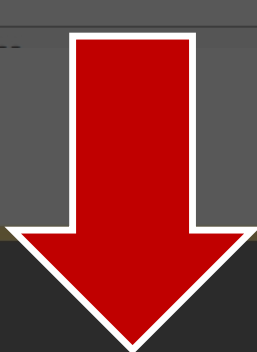
[Yes, upgrade my membership!](#)

My Information

First Name

Last Name

Email Address



22.3%
In Revenue

Experiment

From This



TRY WITH REPEAT & RETURN DONORS.

What Does CaringBridge Mean To You?

Love. Hope. Help. CaringBridge has helped me through my loss. It's why I use it. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones. Can you support CaringBridge today? Your support really makes a difference!

1. Choose Your Donation Amount

\$25	\$50	\$75
\$100	\$250	\$500

\$100.00 (minimum \$10.00)

* Payment Plan

To This



TRY WHEN YOU HAVE A HIGH AVERAGE GIFT.

What Does CaringBridge Mean To You?

Love. Hope. Help. CaringBridge has helped me through my loss. It's why I use it. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones. Can you support CaringBridge today? Your support really makes a difference!

1. Choose Your Donation Amount

\$100.00 (minimum \$10.00)

* Payment Plan

- One-time payment for the full amount
- Monthly (12 per year) ongoing

2. Enter Your Information

* First Name

JUST TRY.



126%

In Donations

ONE THING

Make sure any additional incentives to give don't come across as opportunistic.



5 Key Areas

- ~~Main Message~~
- ~~Template Design~~
- ~~Donation Selection~~
- **Personal Information Input**
- Support Message

Logo

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2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2


City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year



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Avoid appearing too
TRANSACTIONAL.

Minimize **PERCEIVED**
INPUT.

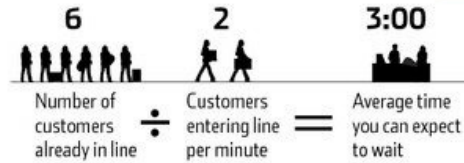




The Science of Lines

What's really happening at checkout

A shopper can use this **formula**, by John D.C. Little, to determine expected wait time: Average wait time = average number of people in line divided by their arrival rate.



Clock watching

Once a wait lasts longer than three minutes, the perceived wait time multiplies with each passing minute. Shoppers who actually waited five minutes told surveyors they felt they had waited twice as long.

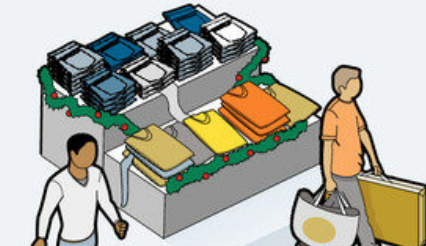
Impulse buying

Mall retailers are copying grocery stores with items like tiny stuffed animals and gift cards next to lines to distract from the wait.



Line jockeying

Short lines are usually short for a reason. Other shoppers may have concluded that a short line has an extremely slow or chatty cashier.



More staff

Some stores employ 'runners' at the holidays to assist cashiers. Old Navy sends out 'line expeditors' and 'super helpers' during peak times.



Bailing out

Men are more likely to give up on a line than women. Men start to inflate the amount of time they believe they have waited in line after just two minutes. With women, it's three minutes.

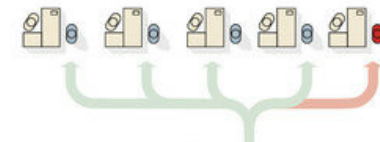
Source: WSJ reporting



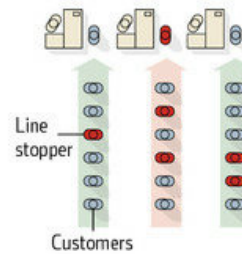
Check It Out

A single-file line leading to three cashiers is about three times faster than having one line for each cashier. At least one of the three lines could have a random event, such as a price check, that would slow the line.

Single line with multiple registers



Multiple lines and registers



Single-file lines typically move faster because potential **line stoppers** will only hold up a single register, allowing others to remain open.

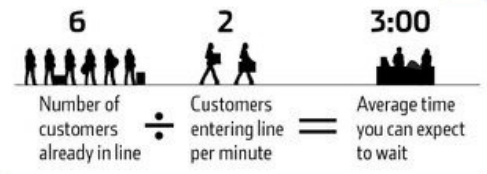
Mike Sudal/The Wall Street Journal



The Science of Lines

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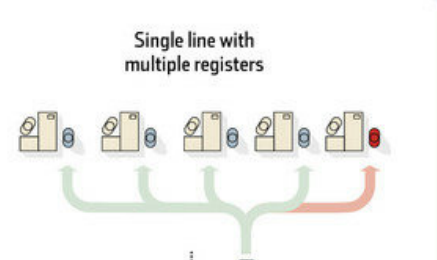
Impulse buying
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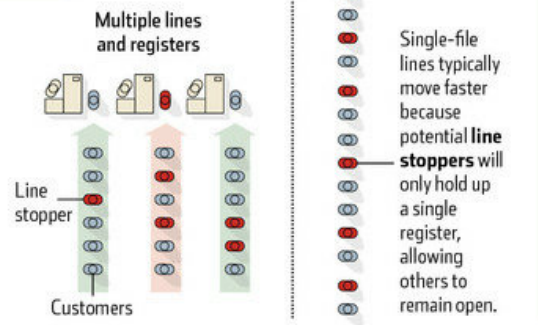
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Clock watching
Once a wait lasts longer than three minutes, the perceived wait time multiplies with each passing minute. Shoppers who actually waited five minutes told surveyors they felt they had waited twice as long.

Source: WSJ reporting

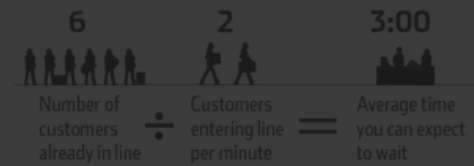
Mike Sudal/The Wall Street Journal



The Science of Lines

What's really happening at checkout

A shopper can use this **formula**, by John D.C. Little, to determine expected wait time: Average wait time = average number of people in line divided by their arrival rate.



Clock watching

Once a wait lasts longer than three minutes, the perceived wait time multiplies with each passing minute. Shoppers who actually waited five minutes told surveyors they felt they had waited twice as long.

Impulse buying

Mall retailers are copying grocery stores with items like tiny stuffed animals and gift cards next to lines to distract from the wait.



Line jockeying

Short lines are usually short for a reason. Other shoppers may have concluded that a short line has an extremely slow or chatty cashier.

More staff

Some retailers add staff to assist customers during peak times.

Single line with multiple registers

PERCEPTION IS REALITY.

Bailing out

Men are more likely to give up on a line than women. Men start to inflate the amount of time they believe they have waited in line after just two minutes. With women, it's three minutes.

Bailing out

Men are more likely to give up on a line than women. Men start to inflate the amount of time they believe they have waited in line after just two minutes. With women, it's three minutes.

Check It Out

A single-file line leading to three cashiers is about three times faster than having one line for each cashier. At least one of the three lines could have a random event, such as a price check, that would slow the line.



Source: WSJ reporting

Mike Sudal/The Wall Street Journal



Experiment

From This

Your Information

* First Name
[text input]

* Last Name
[text input]

* Country
United States

* Street Address
[text input]

Street Address 2
[text input]

* City
[text input]

* State
-Choose-

* Zip Code
[text input]

* Email Address
[text input]

Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone
[text input]

Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number
[text input]

* Verification Code
[text input]

To This

Your Information

* First Name [text input] * Last Name [text input]

* Country
United States

* Street Address
[text input]

Street Address 2
[text input]

* City [text input] * State [text input] * Zip Code [text input]

* Email Address [text input] Preferred Phone [text input]

Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number [text input] * Verification Code [text input]

* Expiration Month [text input] * Expiration Year [text input]

-Choose-

Donate \$70

FIELD LAYOUT FRICTION.



39.4%

In Donations

Experiment

From This

To This

City State

Zip Code

Gift Information

Credit Card Number

City State

Zip Code

Call Phone

Gift Information

Credit Card Number

FIELD NUMBER FRICTION.



50.6%

In Revenue

Experiment

From This

To This

DONATE ONLINE 1 Enter Info 2 Verify 3 Confirmation

Please verify that your information is correct, or click here to make changes. [Process Donation](#)

Personal Information

First Name: Harvest
Last Name: Test

Contact Information

E-mail: Test@harvest.org
Phone Number: (951) 687-8982
Street Address: 5115 Adlington Ave
City: Riverside
State: CA
Zip Code: 92504
Country: USA

Donation Information

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: XXXX-XXXX-XXXX-3111
Verification Number: 123
Expiration Date: 01/2017

Please verify that your information is correct, or click here to make changes. [Process Donation](#)

Straight to
Thank You
Page

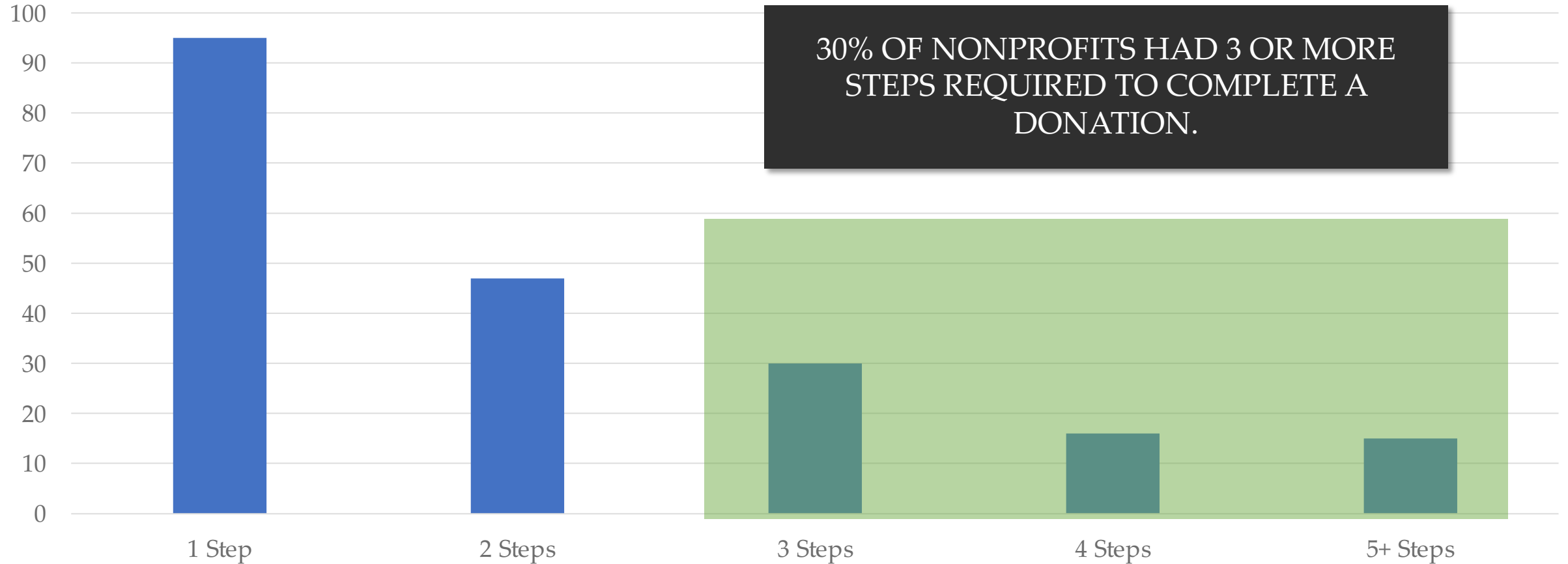
STEPS FRICTION.



176%

In Donations

How Many Pages Does It Take to Complete Your Donation?



ONE THING

Remove all unnecessary form fields (I'm looking at you, required "Title" field).



5 Key Areas

- ~~Main Message~~
- ~~Template Design~~
- ~~Donation Selection~~
- ~~Personal Information Input~~
- **Support Message**

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]


This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission



Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Minimize PERCEIVED
INPUT.

Support your message in
the **PROPER PROXIMITY.**





Poor placement?



Poor placement?

Experiment

From This

Phone

Credit Card Information

Card Number *


Exp. Month * Exp. Year *

CVV * [\[What is this?\]](#)

[Make My \\$50 Gift](#)

To This

Phone

Credit Card Information 

Card Number *

Exp. Month * Exp. Year *

CVV * [\[What is this?\]](#)

[Make My \\$50 Gift](#)



9.5%

In Donations

Experiment

From This

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

Donate \$70

To This

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

Donate \$70

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. Every 7 minutes, a new CaringBridge site is created - along with a new compassionate community to surround that individual on their health journey.



31.3%

In Donations

ONE THING

Make sure your payment info looks and feels secure. (aka, add a padlock icon)



5 Key Areas

- ~~Main Message~~
- ~~Template Design~~
- ~~Donation Selection~~
- ~~Personal Information Input~~
- ~~Support Message~~

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]


This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
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- People that arrive to this page have intention, as it NOT something that has interrupted them
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Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission



Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2


City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year



Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Let's **Review.**



5 Key Areas Where We Often Fail Our Donors

- **Main Message**
- Template Design
- Donation Selection
- Personal Information Input
- Support Message

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
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Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission

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1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



5 Key Areas Where We Often Fail Our Donors

- Main Message

- Template Design

- Donation Selection

- Personal Information Input

- Support Message

Make your main message as **INCLUSIVE** as possible.

The image shows a screenshot of a donation form with several annotations. A yellow box highlights the top section of the form, which includes a "Logo" field, a "General donation request with broad reasoning headline" section, and a "Premium message" callout. The "Premium message" callout is a blue speech bubble pointing to a section of the form that describes the premium for donating above a certain amount. The form itself includes fields for "First Name", "Last Name", "Address 1", "Address 2", "City", "State", "Zip Code", "Email (for receipt)", "Preferred Phone (optional)", "Credit Card", "ACH Bank Account", and "Wire Transfer Code". There is also a "Make My One-Time \$50 Gift" button and a "Your gift is going to help impact (this specific change) that we already talked about. This is just a small reinforcement." message at the bottom.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- **Template Design**
- Donation Selection
- Personal Information Input
- Support Message

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]


This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission



Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- **Donation Selection**
- Personal Information Input
- Support Message

The screenshot shows a donation form with the following sections:

- Logo** (top left)
- [General donation request with broad reasoning headline]** (top center)
- When you donate to [organization name]** (top center)
- This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:** (top center)
- Bullets are ok on this page type** (top center)
- Reasons or evidentials should be OK here – this is a reassurance page** (top center)
- People that arrive to this page have intention, as it NOT something that has interrupted them** (top center)
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate** (top center)
- As a thank you for your donation...** (top center)
- This is copy that describes the premium they get for donating above a certain amount.** (top center)
- Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission** (top center)
- Premium image** (top right)
- Yes! I want to [support word] [benefit others experience from organization]** (top center)
- 1. Enter Your Donation Amount** (highlighted in yellow)
- 2. Enter Your Information (It's Secure)** (bottom center)
- First Name** (Pre-filled if possible)
- Last Name** (Pre-filled if possible)
- Address 1**
- Address 2**
- City** (State, Zip Code)
- Email (for receipt)** (Pre-filled if possible)
- Preferred Phone (optional)**
- Credit Card** (ACH Bank Account)
- Credit Card Number** (Verification Code)
- Expire Month** (Expire Year)
- Make My One-Time \$50 Gift** (button)
- Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.** (bottom center)



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- Personal Information Input
- Support Message

Avoid appearing too
TRANSACTIONAL.

The image shows a screenshot of a donation form. The form is titled "General donation request with broad reasoning headline" and includes a "Logo" placeholder. The main message area contains a headline, a sub-headline, and a paragraph of text. Below this is a list of bullet points. A "Premium image" placeholder is visible on the right side. The form then asks for a "Thank you for your donation" message. The highlighted section, "1. Enter Your Donation Amount", includes a text input field for the amount and three radio button options: "This is a one-time gift of \$50 above", "This is a one-time gift of \$100 above", and "This is a monthly recurring gift of \$50 above". Below this is the "2. Enter Your Information (It's Secure)" section, which includes fields for "First Name", "Last Name", "Address 1", "Address 2", "City", "State", "Zip Code", "Email (for receipt)", and "Preferred Phone (optional)". The payment section offers "Credit Card" and "ACH Bank Account" options, with fields for "Credit Card Number", "Expiration Date", and "Verification Code". A "Make My One-Time \$50 Gift" button is located at the bottom of the form. The footer contains a small paragraph of text and a logo.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- **Personal Information Input**
- Support Message

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]


This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission



Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- Personal Information Input
- Support Message

Minimize PERCIEVED INPUT

The image shows a donation form with the following sections:

- Logo**
- [General donation request with broad reasoning headline]**
When you donate to [organization name]
- This is copy that helps the person understand the effect of their donation.** You want to help them understand what that means, but don't go into too much detail:
 - Bullets are ok on this page type
 - Reasons or evidentials should be OK here – this is a reassurance page
 - People that arrive to this page have intention, as it NOT something that has interrupted them
 - So the easier we make it to process, the easier it is for them to accomplish their mission to donate
- As a thank you for your donation...**
This is copy that describes the premium they get for donating above a certain amount.
Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission.
- Yes! I want to [support word] [benefit others experience from organization]**
- 1. Enter Your Donation Amount**
This is a one-time gift of [\$xx above]
This is a monthly recurring gift of [\$xx above]
- 2. Enter your information (It's Secure)**
 - First Name (Pre-filled if possible)
 - Last Name (Pre-filled if possible)
 - Address 1
 - Address 2
 - City, State, Zip Code
 - Email (for receipt) (Pre-filled if possible)
 - Preferred Phone (optional)
 - Payment Method: Credit Card (Credit Card Number, Expiry Month, Expiry Year) or ACH Bank Account (Bank Name, Account Number)
- Make My One-Time \$50 Gift**
- Your gift is going to help impact (this specific change) that we already talked about. This is just a small reinforcement.**

A yellow box highlights the '2. Enter your information' section.



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- Personal Information Input
- **Support Message**

The screenshot shows a donation form with the following sections:

- Logo** (top left)
- [General donation request with broad reasoning headline]**
When you donate to [organization name]
- Text: "This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:"
- Bullets:
 - Bullets are ok on this page type
 - Reasons or evidentials should be OK here – this is a reassurance page
 - People that arrive to this page have intention, as it NOT something that has interrupted them
 - So the easier we make it to process, the easier it is for them to accomplish their mission to donate
- As a thank you for your donation...**
This is copy that describes the premium they get for donating above a certain amount.
Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission.
- Yes! I want to [support word] [benefit others experience from organization]**
- 1. Enter Your Donation Amount**
[Input field]
 This is a one-time gift of [\$xx above]
 This is a monthly recurring gift of [\$xx above]
- 2. Enter Your Information (It's Secure)**
First Name [Pre-filled if possible] Last Name [Pre-filled if possible]
Address 1 [Input field]
Address 2 [Input field]
City [Input field] State [Input field] Zip Code [Input field]
Email (for receipt) [Pre-filled if possible] Preferred Phone (optional) [Input field]
- Payment Section (highlighted in yellow):**
Credit Card / ACH Bank Account
Credit Card Number [Input field] Verification Code [Input field]
Expire Month [Input field] / Expire Year [Input field]
[Make My One-Time \$50 Gift] button
[Progress indicator]
- Text: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



5 Key Areas Where We Often Fail Our Donors

- Main Message
- Template Design
- Donation Selection
- Personal Information Input
- Support Message

Support your message in the
PROPER PROXIMITY.

The image shows a screenshot of a donation form with several annotations. A blue box labeled "Logo" is at the top left. A blue box labeled "[General donation request with broad reasoning headline]" is at the top right. A blue box labeled "When you donate to [organization name]" is below the headline. A blue box labeled "This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:" is on the left side. A blue box labeled "Bullets are ok on this page type" is on the right side. A blue box labeled "Reasons or evidentials should be OK here – this is a reassurance page" is on the right side. A blue box labeled "People that arrive to this page have intention, as it NOT something that has interrupted them" is on the right side. A blue box labeled "So the easier we make it to process, the easier it is for them to accomplish their mission to donate" is on the right side. A blue box labeled "As a thank you for your donation..." is on the left side. A blue box labeled "This is copy that describes the premium they get for donating above a certain amount." is on the left side. A blue box labeled "Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on the premium itself and your value proposition. Miss" is on the left side. A blue box labeled "Premium image" is on the right side. A blue box labeled "Yes! I want to [support word] [benefit others experience from organization]" is on the left side. A blue box labeled "1. Enter Your Donation Amount" is on the left side. A blue box labeled "This is a one-time gift of (\$xx above)" is on the left side. A blue box labeled "This is a monthly recurring gift of (\$xx above)" is on the left side. A blue box labeled "2. Enter Your Information (It's Secure)" is on the left side. A blue box labeled "First Name" is on the left side. A blue box labeled "Last Name" is on the left side. A blue box labeled "Address 1" is on the left side. A blue box labeled "Address 2" is on the left side. A blue box labeled "City" is on the left side. A blue box labeled "State" is on the left side. A blue box labeled "Zip Code" is on the left side. A blue box labeled "Email (for receipt)" is on the left side. A blue box labeled "Preferred Phone (optional)" is on the left side. A blue box labeled "Credit Card" is on the left side. A blue box labeled "ACH Bank Account" is on the left side. A blue box labeled "Credit Card Number" is on the left side. A blue box labeled "Verification Code" is on the left side. A blue box labeled "Expiry Month" is on the left side. A blue box labeled "Expiry Year" is on the left side. A blue box labeled "Make My One-Time \$50 gift" is on the left side. A blue box labeled "Your gift is going to help impact (this specific change) that we already talked about. This is just a small reinforcement." is on the left side.



NOW
FREE

THANKS TO
 virtuous

DONATION & LANDING

PAGE

OPTIMIZATION

nextafter.com/donationcourse

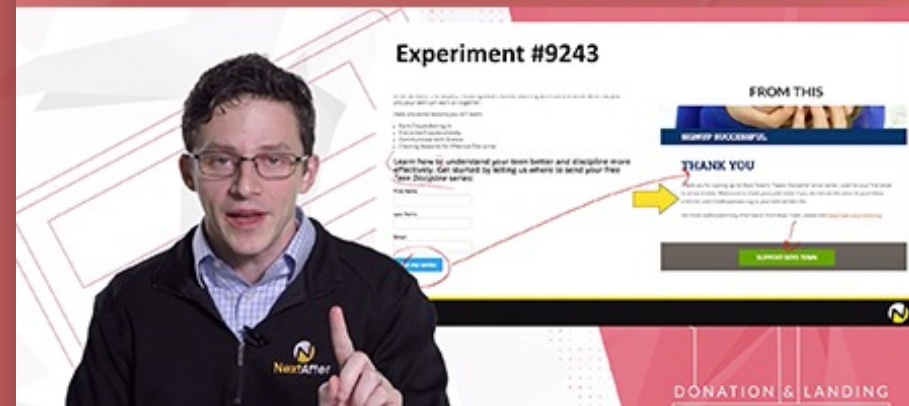
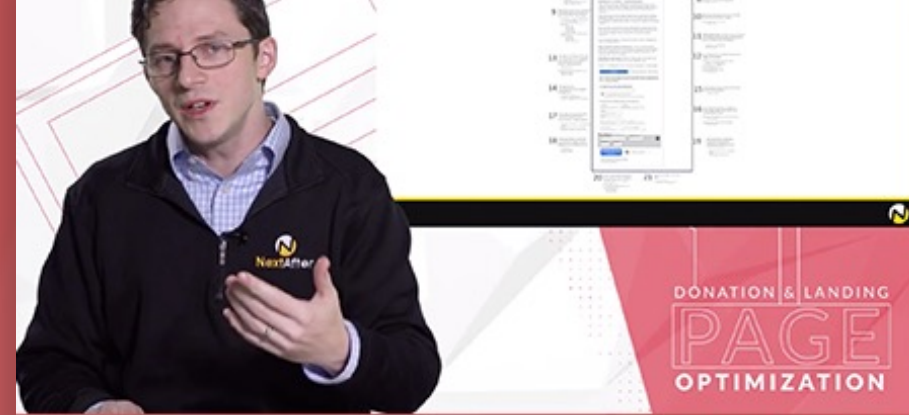
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This course will show you how to:

- 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.

Brand-New Donation Experiments

With Courtney Gaines



EXPERIMENT

Can we increase **mobile conversion** on the donation page?

Control

2:14

Single Gift Monthly Gift

Step 1: Choose the amount you would like to give

\$50 \$100

\$250 \$500

\$1,000

Other

Free gift when making your recurring donation of at least \$5.


Step 2: Please provide your

Chat now

donate.focusonthefamily.com — Private

Locked Donation Form

My Gift to Support Family Ministry

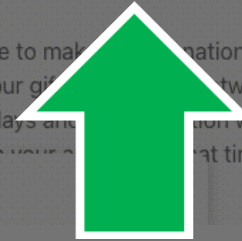


Your gift will go to work immediately - transforming lives through the power of the Gospel.

Giving is quick, easy and secure. Simply complete the form below.

If you choose to make a recurring donation, your gift will be debited from your account between 1-2 business days and your card will be debited from your account at that time.

Chat now



36%
In Donations



EXPERIMENT

Can we increase donor
conversion on pages with
high traffic?

Control



Though you cannot entirely stop your child from having nightmares, there are some immediate responses and preventative measures you can take to help your child get a good night's rest.

"Mommy! I had a bad dream."

Your heart aches for your child as they recover from another nightmare. You crawl out of your bed and walk to your child's room. You wish you could take away their nightmares, but unfortunately we can't control our children's imaginations. These bad dreams often leave us wondering **how to help kids with nightmares**.

Though you cannot entirely stop your toddler or young child from having nightmares, there are some immediate responses and preventative measures you can take to help your child get a good night's rest.

Immediate Responses to Your Kid Having Nightmares

There are two aspects to your child having nightmares: the before and the after. While your child's nightmares might seem overwhelming, you can learn how to calm your child after a nightmare and how to create an environment where your child's nightmares would become less frequent.

Sticky Donate Button



Though you cannot entirely stop your child from having nightmares, there are some immediate responses and preventative measures you can take to help your child get a good night's rest.

"Mommy! I had a bad dream."

Your heart aches for your child as they recover from another nightmare. You crawl out of your bed and walk to your child's room. You wish you could take away their nightmares, but unfortunately we can't control our children's imaginations. These bad dreams often leave us wondering **how to help kids with nightmares**.

Though you cannot entirely stop your toddler or young child from having nightmares, there are some immediate responses and preventative measures you can take to help your child get a good night's rest.



61%
In Donations



Questions?



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Jon DeLange · 1st

1w ...

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And we use these learnings to help a select amount of nonprofits reach more people, acquire more donors, and grow their revenue.

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