

Nathan Hill ([00:00:00](#)):

Good afternoon. Good afternoon, everyone. Welcome to the webinar. We're gonna get started here in about, we'll say one to two minutes as everybody's trickle it in. I see the attendee account number is just, shooting upwards. So we'll give a minute or so for people to join as you're joining, I'd encourage you to go to your chat and jump in there and let us know who you are, what organization you're from and where in the world are you tuning in from? It's always exciting to see just how far this cause of growing giving and generosity is reaching. And so we'll see, we'll see where you're at. Most of us, I think all three of us, myself, Courtney and Riley, who's in the background all coming to you from, sunny, Plano, Texas. It's not sunny. It's covered in ice and it's freezing cold.

Nathan Hill ([00:00:45](#)):

and we're Texans and we're not used to this. So pray for us, I guess. Let's see. We've got Steve from Hope walks in. Ooh, it's jumping through Carlisle, Pennsylvania. We've got Rob from Camp Bethel ministries in Wise, Virginia. McKayla Booth, John Deere classic in SIL, Illinois. Shout out to Illinois. It's we're actually, all three of us have spent a good amount of time. That's wonderful. We got lots of folks joining today. We got Brian from Chicago, ginger from Boston. Katy's in Nashville. We got some Canadian representation Courtney from Ontario. Hopefully, I pronounced that correctly. Challenge us on the cold weather. Oh yes. I mean, yeah, you certainly win, but we're also very cold even. So I guess we're weak or something. Jada from year up in Boston, we've got Catarina from Baja, California, Mexico. Welcome.

Nathan Hill ([00:01:40](#)):

Welcome. Welcome. We're still glad you're all here. Um, hopefully we don't waste any moment of your time today. We're gonna jump right in and talk about donation pages. A couple quick things before we dive into really the, the core content today, that I want to go over. Number one, if you haven't heard, we have official dates for the nonprofit innovation and optimization summit, um, in my opinion, and I'm incredibly biased here, but it is the best conference you can go to in the nonprofit space specifically, if you are in fundraising, marketing communication, and trying to find ways to grow your digital program, um, we bring in lots of really cool, interesting speakers, many of them from the, the, for profit sector who have innovative ideas on, on the cutting edge that we think can make a transformational impact on your fundraising and your nonprofit marketing.

Nathan Hill ([00:02:30](#)):

So I'd encourage you to check out the Neo summit two full days of speaking sessions. We've got a couple pre-conference workshops we've, adding a, a post-conference workshop. It's a ton of fun, lots of great parties and, and networking and time to, meet minded, fundraisers and peers who can help grow you and encourage you, and maybe have solutions to problems that you're facing right now. So I'd encourage you to check out the Neo summit. John Lang, had posted on LinkedIn a few weeks ago, actually, that after he attended Neo summit, his organization raised 35% more from their website at the end of 2021, which is incredible. So shout it to John in the first place. But secondly, that's what you can expect, as results from the Neo summit. We don't guarantee 35% increases for everyone who attends, but I can guarantee you're gonna walk away, with incredible in sites that are gonna make an impact on your fundraising right away.

Nathan Hill ([00:03:22](#)):

So check out all the details I summit.com, and save 600 bucks with the code super early bird. Hello, Ronna from cold icy, Austin, Texas, few, additional things, just kind of housekeeping items. a video will,

will be made available to you later this evening. We'll send an email around 5:00 PM central time. It's later this evening, with the recording of the whole presentation. So if you wanna watch parts back or share it with a colleague, you'll have the links to do so. We'll also send the slides. We'll send, additional resources that we mentioned throughout the presentation today. So you'll have those links. You don't have to take like COPI notes and write down every single URL. We'll send you as many of those as we can. and we are gonna do our best to have some additional time for question and answer at the end of the presentation.

Nathan Hill ([00:04:09](#)):

So all along the way today, if you have thoughts and ideas, drop them in the chat, or if I ask you to like vote on an experiment, drop those in the chat. But if you've got questions that you want, and two, at the end of the presentation, go to your zoom tool bar, hit the Q and a tool and put your questions in there. That's the best way for us to keep track of what questions are coming in, and if we've answered them yet or not, I need to introduce myself. My name is Nathan. If we haven't met yet, I run marketing here at next, after which, um, you know, when I say marketing, I really mean in kind of our, our missional focus. We're trying to decode what works in fundraising and equip as many nonprofits as we possibly can with what we're learning.

Nathan Hill ([00:04:49](#)):

And so that's what I have the privilege of working on and doing every single day, which is why we host these webinars for you. but you also see Courtney Gaines, who's our senior vice president and our client services, department when working with nonprofits every single day to grow giving she's joining. And at the end of the presentation today, she's gonna share a couple new and really interesting experiments related to growing donations. So welcome Courtney. Thank you. Glad you here. Yeah. without further ado, we're gonna jump right in to five. Your donation page might be failing your donors, hopefully not, but we'll see, you might find some insights and ways to improve, but let's make sure that we are all talking about the same thing. So here's an example of what a, a main donation page is, which is really where our focus is today.

Nathan Hill ([00:05:38](#)):

There's lots of types of donation pages. We're gonna focus on the main donation. This organization. You've probably heard of them, called save the children. This is their homepage. in fact, right now, if you actually go to their homepage, they have a little emergency alert, cuz they're trying to raise some funds so they can go help, people in crisis, children in crisis, specifically in the Ukraine region, cuz obviously there's some help that is needed there now. So feel free to go check that out on their website. but if you go to their homepage, you'll see in the top corner, this little donate button, this red button, you probably have something similar to that, on your website. Most organizations do. If you go ahead and you click that button, you come to a page page that looks like this says donate today, save a life.

Nathan Hill ([00:06:19](#)):

You've got some copy. And then below you've got a donation form, looks like this kind of long form. You scroll down, you see the whole thing, bam. This is the main donation page. This is our focus today. And the reason I wanna have some clarity about what type of donation page are we talking about is because there's nuance between a main donation page as well as a campaign donation page and what we call an instant donation page. There's lots of different types with different strategies and nuances. This is where our focus is today. The primary donation page on your website. We're gonna start by looking at an

experiment if you've been on, different webinars next after, before, maybe you've seen this one, but I think it's really, really important and really critical. This is from a group called Illinois policy Institute. And the main question they were asking on their page is, you know, can we craft a different design?

Nathan Hill ([00:07:10](#)):

That's gonna lead to more donations. And so here's their original donation page. Take a look at it. I'll give you a moment. You see a header at the top with some different navigation links. You see, the headline Illinois comeback story starts here. There's a little red bar with some copy together. We're writing the next chapter of Illinois' comeback story. And then below you've got a donation form, pretty typical looking main donation page, but they wondered if we could write a little bit more copy, take maybe a slightly different approach to the presentation and is this gonna influence donations? So now it has some copy. It says getting the unbiased truth. It lays out reasons why someone should give why they created, you know, this organization in the first place, how you can join the fight. And then you've got the same donation form down below.

Nathan Hill ([00:08:00](#)):

And so as we look at them side by side, you know, they're very similar. The, the, the design is mostly the same, a couple little tweaks. the primary difference is that you've got a lot more copy in version B. Are you ready for the result? Does anyone wanna guess the result I'll tell you that the treatment one, but by much, do you wanna guess how much you can just drop on the chat? what percentage increase did the treatment lead to 10% increase in donations? 20%? Omar says 60 Andy says 45. I see 150 in there. It's kind of unpredictable. It could be across the board. Here comes the answer. It led to 150% end increase in donations just by adding some copy, talking about why someone should give, what are they giving to? What's the impact that I can make as the donor.

Nathan Hill ([00:08:51](#)):

I see Margaret says probably just removing the social media icons and links helped too. You're probably right. And we'll talk a little bit about that later on today. There's a couple changes that make a dramatic impact here, but this is pretty incredible. And for those that haven't seen this experiment before, sometimes these results can be kind of mind blowing. Like how, how on earth can you increase giving by so much on a page where most people, people have already clicked a button that says I wanna donate and they land on the page. Shouldn't they be motivated enough to give already? That's that's the typical reaction and typical response. And it's a little bit of yes and no because people that come to your main donation page, they're certainly on a mission they've expressed some interest in giving. We're not quite sure how motivated, but we know there's something that prompted them to go to your page.

Nathan Hill ([00:09:39](#)):

They're on a mission to potentially donate or at least get more information about giving. However, as with any decision, people are also looking at, you know, why should I go back? Is there a reason that maybe I, I should second guess my decision or my choice here? Why, why should I not G give, there might be lots of reasons and, and fears that I need to overcome in the process. So there's kind of this push and pull. I ha have a desire to give and to give back and make an impact. Well, there might be some reasons why I wouldn't wanna part with my money specifically with your organization. So there's a push pull. And the reason that as treatment one is that the treatment understood that the donor was not fully motivated yet. When they landed on this page to give there was more work that had to be done for someone to actually choose and make that final decision to say, yes, I am gonna give, fill out

the form, put in their info, click the donate button and actually part with their money, the process wasn't over, just because they landed on the page.

Nathan Hill ([00:10:42](#)):

And you can't assume that people are already motivated to donate at any point in the giving process, especially on the donation page, but how are we doing as a sector? How are we doing it as nonprofits overall, according to M and R, this is their 2020 benchmark. the average main donation page conversion rate, which is how many people that are visiting the page are actually giving is 22%. So your specific page might not be 22, maybe it's 23, maybe it's 21. Maybe it's as low as 14. But on average we have in the nonprofit sector, a 22% conversion rate on our primary donation pages, which honestly, that sounds pretty decent. That that sounds pretty good. 22% comparatively like, oh, I, I think we take that, especially when we look at things through the lens of the donor funnel or a typical more traditional sales funnel and how a funnel works.

Nathan Hill ([00:11:38](#)):

It looks like something like this, where you've got lots of people coming in the top. You may have thousands of people visiting your donation page, coming in the top of the funnel. And then they start to trickle down. Some of those begin to read, and then some of those people begin to read and make it all the way down to the donation form itself. And then they start the process and you've gotta get out your credit card. And you're starting to put in info, you put in all your contact info and then you actually complete the donation by clicking the button and bam, we've got a 22% donation completion rate and we pat ourselves on the back and we celebrate this because that's awesome. And but sometimes we fail to look at the inverse of this metric, which probably tells a more true story of what's going on on our pages, which is a 78% failure rate.

Nathan Hill ([00:12:24](#)):

22% looks like, yeah, we're getting almost one in four people to donate. That's great. 78% failure rate says three out of four people visit our page, have expressed interest in giving. And somehow we have let them down that they're not ready to part with their money to make an impact on this incredible cause. So that really flips the narrative and causes us to ask some challenging questions. How can I do a better job? I, as a fundraiser, do a better job of inspiring my donor. Yes. Every step and ultimately give the funnel is kind of a flawed analogy. Cuz when you think about a funnel, when I see this, I typically think of making like a nice little cup of coffee. like I did this morning, but to make a cup of coffee through a funnel like a pour Rover, gravity has to be at work to pull the water down through the funnel and through the grounds to make your cup of coffee.

Nathan Hill ([00:13:17](#)):

But in our case, as fundraisers, as communicators as marketers, we don't have gravity working in our favor. There's no natural forces that are pulling potential donors down through our funnel and making it easier to say yes to giving there's a lot of work to say yes at every single steps. So we often talk about flipping the funnel upside down, donors, aren't falling into your funnel. They have to climb up it, which means it's more like a donor mountain and on our donor mountain, your donor starts at the bottom. Their ultimate goal is at the top trying to get people to say yes to giving and all along the way there's a series of steps or people have to say yes at every single one in order to give. So it might look like this. Should I open your email? Yes or no. Should I actually click the link in your email to go consider giving yes or no?

Nathan Hill ([00:14:07](#)):

and once I click and I get to the page, should I even read the copy? Am I interested enough to actually read it? Yes or no. And then ultimately, should I give, and then should I click that final button and actually part with my money, but your role and our role as fundraisers is that we're the Sherpa. You are the Sherpa because you know the path and it's your job and your task to guide your donors from the base of that mountain all the way to the top and do the hard work of figuring out what is the best and right path to most people from the bottom to the top and ultimately give to make an impact. So that's our role as fundraisers in this process. Now we conducted a study, with our friends that raised donors and virtuous a couple of years ago, called the state of nonprofit donation pages.

Nathan Hill ([00:14:52](#)):

We actually just did sort of data intake on a brand new donation page study, just last week looking specifically at mobile donation pages, some more to come there too, but early returns are that a lot of these trends are still very similar even after a couple years, but here's overall how we scored these Don nation pages. We went through the experience for 203 organizations. We compared what's on these pages with what we know works through AB testing and optimization. What we know works to actually grow giving. And then we scored every page, according to what we know works and what doesn't and the median score was not amazing. I mean, if you go back to your day is in school, 57% is, is a solid F so that's not great. the good news there is that there's lots of room to grow. If I told you that everybody got a 100%, then we wouldn't need to be here.

Nathan Hill ([00:15:42](#)):

We've got, we've got the best donation pages we can have, but there's lots of room to grow and improve across every vertical. no one vertical is really it out of the park. So we all have room to grow. And the same story is true. When we look at the data, split out by different sizes of organizations, smaller organizations tend to have a slightly lower score in many cases that might be because they have less established programs. maybe they're not investing too much of digital fundraising yet, but even once you hit this higher tier and higher, higher level of, of revenue, that doesn't necessarily mean that you're that much more effective on your donation page. There's still lots of room to grow regardless of where you fall in your vertical, regardless of where you fall in terms of the size of your organization, which again is good news.

Nathan Hill ([00:16:30](#)):

There's lots of room to improve. And so my goal and our goal by the end of this session, is to help you discover some of the ways that you can craft a main donation page to connect with the motivations of your potential donors. And we're gonna keep moving fast today. I tend to think that it's better for me to throw, you know, 15 ideas of your way and hopefully one will stick in your context so you can make an impact in then for us to just talk about one thing, that's maybe doesn't end up being relevant for you. So we're gonna move fast. If you've got questions, drop them in the Q and a, we can come back to some things and revisit them. Um, but we're gonna throw a lot of different experiments on ideas, your way over the next, 30 minutes or so here.

Nathan Hill ([00:17:12](#)):

and next after we help nonprofits grow their digital fundraising, we do that through conducting experimentation it's AB tests and optimization to prove what works and what doesn't to grow. Giving. those experiments have spanned, 438 million donor interactions. We've analyzed the giving experience

of over a thousand nonprofits across nine different countries. And the reason I share all this with you is not to like brag or something. Um, although we're very proud of these numbers, it's because I don't want you to just blindly, trust me. Why should you do that? Why should you go blindly trust anyone? Who's just sharing more best practices. We should go where the data leads us and the data helps us understand what donors are telling us. So don't trust me, trust what the data says. And we're gonna look at a lot of experimentation with data today. We've used this experimentation to craft, several different types of, landing page templates, including this main donation page template.

Nathan Hill ([00:18:08](#)):

So we don't have time to go through all 19 of these key elements today. we could spend the whole rest of the day talking about it and probably not, cover everything, but we do have time to look at five key areas where we often fail our donors. And I'll give you gonna give you a key principle in each key area that you can go apply to your donation page, as soon as even to day in some cases. So let's dive in. We're gonna look first at the main message and the key principle related to your main message is this that you wanna make your main message as inclusive as possible, but not for the whole globe, not for the whole world, not for every person in all of humanity, but as inclusive as is possible for your ideal donor. So keeping that targeted in mind, understanding who your ideal donor is, how do we make our message as inclusive to the wide variety of motivations that my ideal donors might be bringing to the table on the main donation page?

Nathan Hill ([00:19:06](#)):

Excuse me, my good friend, John Powell, who put some of this, thinking together originally came up with this great analogy that I think is really helpful. The main message on your donation page on your primary donation page should read something like a fortune cookie. And that's not to say it should be like really vague and unclear, but to say that it should be all encompassing of the, the variety of perspectives, the, that people might be bringing to the table, because when you open a fortune cookie, even if like I could open my fortune and it could be relevant to me, but it's probably relevant to you and anybody else who would've opened that fortune cookie it's written in a specific way to be, it vague enough that I can read myself into it and my story into it, but specific enough that it feels tangible and, and practical, but this is the worst case scenario where you open a fortune cookie and there's nothing in it.

Nathan Hill ([00:19:59](#)):

Like what a huge let down. But this happens on our donation pages quite often. And that's what happened in this experiment. We looked at at the very beginning here today, you come to the page, interested in finding out more giving, and you're just kinda left high and dry. There's no copy about why I should give. It's just a form. It's just a page to make a transaction, but I wanna know the impact. This is a, this is a fortuneless fortune cookie. So we wanna avoid that. We need to have some type of messaging for sure. Here's a quick little screenshot from a Reddit thread of, with a fun little fortune, a short stranger will soon enter your life with blessings to share. You can see the caption at the top says, my wife is 24 weeks pregnant today. This is what her Chinese fortune cookie had to say.

Nathan Hill ([00:20:47](#)):

Now this is obviously it feels very, intentionally written for the person that opened this fortune. Yeah, I'm 24 weeks pregnant. I'm gonna have a little baby soon. I'm gonna get to meet that person. Who's a stranger right now, but they're gonna be small and tiny. I'm gonna rock 'em and they're gonna be great. And it's gonna bless our life, but you, me specifically, me Nathan, like I'm not pregnant and my wife IST



pregnant, but this is still relevant to me because I could go, you know, next time I go out to a coffee shop or whatever. Maybe I meet someone who's just shorter than me and we've become lifelong friends. I don't know, but I can see this in my own story because it's written in a way that anyone can read their own, you know, motivations into it. If you will, despite the fact active, these are being mass produced and shipped, you know, all across, the country and the globe to all sorts of restaurants, they still feel relevant to everyone who opens it.

Nathan Hill ([00:21:36](#)):

And that's what we're trying to do on our page. Keep the message, at the high level, being broad and all encompassing of the motivations of your donors while keeping it tangible and keeping it so scannable. Here's a great experiment that I think is helpful to illustrate this two very different approaches to a main donation page and the messaging on it. We're gonna walk through version a version B side by side. this organization is called harvest ministries. They're based, in California, they are a Christian ministry. so just bring that into to the, the, the copywriting, even if that's not your, you know, faith perspective or background, that's their ideal donor. So understanding that we can kind of go through the copy here, both headlines version a versus version B version a says your gift helps reach the loss with the gospel of Jesus Christ.

Nathan Hill ([00:22:24](#)):

Version B says, tell of, is about Jesus. Fairly similar version B is maybe a little more vague version, a gets a little more specific, maybe a little bit more impactful, but really the difference is in this. The is the nuanced copy below. So let's go down version a says, when you donate to harvest, you join a team committed to knowing God and making him known, we reach millions of people and your gift will support that version B takes a very different approach and dives into more of a narrative style copy. And it starts to talk about the specific impact that, that Greg Lowry, who's kind of the head of the organization is having through the work that he's doing on a daily basis, which is an aspect of their organization, but not necessarily the whole version, a continues into some bullet points, talking about radio programs and 650 stations.

Nathan Hill ([00:23:13](#)):

And here's all these events that we do where we impact people. here's kind of the core goals, answering questions about faith. We reach millions of people through online broadcasts. So it's bullet pointing out all these like sort of key differentiators and key programs that I might be motivated to give to. They don't know exactly which one, you know, I'm bringing to the table and motivated by, or version B continues this narrative thread around sort of a single track around a single way that people are being impacted by this ministry. You continue to the bottom version, a asked you to, give a gift to harvest and version B asks you to give a gift to har harvest to help pastor Greg continue, the work that he's doing. So version a is very broad talking about the organization as a whole version B falls, more of a narrow path talking about an as of it, but maybe not the whole.

Nathan Hill ([00:24:07](#)):

And what they saw was that version B was too narrow, led to a 30% decrease in donations. It got too focused on a specific aspect of the organization. And so what it did is it almost alienates people that come in with a different motivation version, a was written with this broader messaging to encompass the variety of motivations that are brought to the main donation page. So today, if you go back and look at your donation page, look at it through that lens and try to start understanding, am I, am I focusing too

much on a specific program or a specific problem or a specific aspect of our organization, or is this encompassing of the motivat that everyone might be bringing to the table on this page, but more than anything, I'd encourage you to make sure you have some copy on your page. Some is better than none.

Nathan Hill ([00:24:55](#)):

And, we conducted this study with salesforce.org, last year called the global online fundraising scorecard. And we found that 30% of organizations have no copy on their, not so much as a single sentence explaining why someone should give so bare minimum, start with making sure you have some copy explaining why someone should give that's. If you take one thing away about the main message, make sure you have copy explaining why that is the most important thing. One more thing about the main message and then we'll move on. This is a common question that comes up. How do I best use video on my donation pages? And we have tested this time and time and time and time and time and time again. And we see the same result version a has a video explaining why someone should give telling a nice story, talking about the problem, talking about the potential impact you can make as a donor version version B does not have a video version B uses all text to explain the same concepts that are in the video.

Nathan Hill ([00:25:54](#)):

It's basically taking the same value proposition, but putting it in a different format using text. And what they found was this led to a 527% increase in donations. This is not a one off experiment. This is not some sort of like random fluke. Every time we have tested turning video into text on a donation page, it leads to a very similar result. We have multiple experiments in our library, just like this one that lead to a 500 plus percent increase in donations. The worst case is that it doesn't make a difference in giving at all, which actually is still good news. And still says, we should just have text because it costs a lot of money to produce these really high quality videos. So you may be better off just communicating via text in your main message. Let's move on to key area. Number two, which is the template design.

Nathan Hill ([00:26:44](#)):

What should your page actually look like? We won't get into every single nuance today, but a few highlights. The core principle is that you want your donation page design to lead people towards a single call to action. You don't want to distract them or misdirect them to other opportunities to do something else. We want a streamline page that leads towards one call to action. And that's to donate. When you look at something like this, this is a very interesting looking chair. It's probably not the most comfortable chair to sit in. Maybe you see this type of chair in sort of a, a modern art museum or something like that. And, and it's purpose in that case is just sort of to be like visual Decker. Its purpose is not really to be a comfortable seat. And so we have to keep in mind with our design.

Nathan Hill ([00:27:29](#)):

What is the purpose of this design element? What is the purpose of the design that I'm putting into this page? Is it to look pretty and be cool and be modern? Or is it to actually help serve the need of helping the donor? You know, ascend the mountains say yes at every single, ultimately lead to a gift. We don't want it just to look nice. We want it to serve a purpose. So a few things to keep in mind on your template. Here is an experiment where on this donation page, you can probably pretty clearly see what's being tested in version a, this page has the, website navigation still at the top. Now this is after someone has clicked that blue donate button you've clicked the donate button. You come to the donation page and at the top, it gives you other things to do equally weighted.



Nathan Hill ([00:28:15](#)):

You've already said donate, but now it's saying, well, you could go check out this bridge to wellbeing. You could look at policies impacting you. Maybe you should look at events or you could browse the blog or just search for something. They're all kind of equally weighted there at the top. After I've already said that I wanna donate. So you're putting these additional steps in front of me and maybe distracting me from the ultimate goal. So in version B, they remove the whole website navigation from the donation page to make it a streamline landing page. And they saw 195% increase in donations. There's a very simple change that you can make, hopefully even today, if you have your navigation on your donation page, I would hide it or remove it because they're gonna be distracting links, keeping people from moving forward through the donation process.

Nathan Hill ([00:28:58](#)):

This experiment is a, is a fairly recent one looking at, you know, how should we arrange the order of elements on the page? You can see in version a or the control here. You've got, a lot of copy at the top, excuse me, value proposition, copy explaining why someone should give. And then it kind of continues down the right side of the page while you also have, this form, almost a mobile looking form, but even on the desktop version in the left column, it says your gift and you start to make your gift there. Version B took a slightly different approach to the layout where all, all the copy lived above the form. I'll kind of scroll you through the page here so you can see it all, all the copy, all the value proposition copy now lives above the form. So by the time you get to the donation form, you are fully informed now as to why, excuse me, why I should give to you.

Nathan Hill ([00:29:50](#)):

And that's when they ask you to make a decision. There's a lot of different nuances on this page. I'll highlight a few of them for you here at the top. they're actually using this tab approach to choosing your gift level, not just the gift amount, but a monthly gift versus a one time gift. Where if you go check out the other page, it's actually asking you to choose your gift amount before you choose the type of gift, which may actually cause some confusion. If I'm not clear that the, the amount I'm so collecting is a monthly value. Well, it might kind of throw me off once I get down to this type of gift. But if someone is clear about which type of gift are they giving before they choose the actual gift amount, it adds some clarity, and reduces the confusion.

Nathan Hill ([00:30:35](#)):

So they're using this tab approach to choose monthly versus one time. They're also using some, more or mobile friendly style buttons to make it clear what the amount is. You're choosing sometimes on a, a mobile device. If you're, you're trying to give a donation here, your thumb is bigger than the buttons sometimes. So they're giving really clearly sized buttons, and then below, they're starting to group some of these form fields together. So rather than having this super long page, it's starting to feel a little bit tighter, reducing friction. And then one more thing, I'll draw your attention to as well. They have these like credibility seals here, a guide star seal ECFA that are just trying to boost credibility and trust so that I can trust as I'm giving that my money's going to something that, is valuable and impactful, and they're gonna use it in the best way in version B, they move these down to where it really matters most, which is right when you're about to click the donate button.

Nathan Hill ([00:31:29](#)):

And so all these factors combined actually led to a 65% increase in donations. So I would highly encourage you to move away from this two column approach. If you have that and move to a single column approach where you're explaining your value proposition on the top, why should I give to you? And then after you've done that, then you can make, you can put your form on the page, which actually asks the question. If you will give, we don't wanna force someone to make a decision about giving before they're fully informed, have that copy at the top form at the bottom. And it's okay if it's a longer page, one more experiment related to temp in design. Again, back to those mobile buttons, just to show how impactful these can be. Version a has those little radio style buttons, and your thumb's gonna hit like two or three of 'em at once.

Nathan Hill ([00:32:13](#)):

Version B uses more of these, bigger bubbly buttons that it's easier for your finger to push and B accurate with. And that led to a 63% increase in donations. So even some of these little tweaks to design can make a dramatic impact by improving the experience the user is having on your form. If you do one thing related to your template today, or this week, I would go ahead and remove all the links that are taking someone away from the donation page. We don't want to distract or misdirect people that are on our page. They've come with the intention of giving. Let's not encourage them to go somewhere else and go check out some events that you have going on. They've already said they're interested in giving so we can streamline that process for them.

Nathan Hill ([00:32:56](#)):

Let's move on to donation selection. Donation selection is really your gift array. How do you present the options as to how much should I give? And at what frequency, we'll look at a couple experiments related to this, but really the driving principle here to keep in mind, as you look at your own page is you wanna avoid appearing overly transactional. You wanna be genuine. You wanna be authentic. You wanna focus on the impact that someone can make and stay away from, you know, wording and language that might cause someone to enter this transactional state thinking. You know, if I give 50 bucks, what do I get back for me? We wanna avoid that. We're not purchasing a product. We're making a donation to make an impact. Let's look at an experiment that I think is really, really interesting, cause it's fairly common and a just has a, a simple gift array.

Nathan Hill ([00:33:42](#)):

You've got three different giving amounts. A hundred dollars is defaulted. You've got 50, a hundred, two 50, and there's an open field to add in another amount version B is a little bit different. The options are exactly the same, but now there's some additional copy below. It says your gift of a hundred bucks qualifies you for the Patriots club membership, 150 bucks, for only 150 more, you can be upgraded to the freedom circle member. And this is an interesting way to start to position. You know, why someone should, you know, give it a higher level, which is a very common tactic to try to add some additional incentives, to try to boost our average gift size or incentivize someone to give now maybe rather than later. But here's what happened in this case. This led to a 22% decrease in revenue and what's happening here.

Nathan Hill ([00:34:30](#)):

My hypothesis, if you will, is that if someone comes to this page and they're considering how much they should give, they're probably thinking about the impact they can make with a hundred dollars or two 50 or 50, whatever their amount is. They think about the impact they can make. But once you start to

position, these different membership levels at different differing amounts, you're starting to think as the donor like, well, what, so what's the right level for me to give in order to get the benefits for me. And I'm out of the giving mindset. And I'm more in this transactional state trying to, trying to figure out, am I getting the best bang for my, if you will. And so that in my view is what led to this decrease in overall revenue led to, overall less donations for this organization because they're moving into a transactional mindset as opposed to this giving mentality.

Nathan Hill ([00:35:17](#)):

So consider that in your gift array, make sure you're not being opportunistic, make sure you're being authentic. And here's another interesting thing that you can test. And I would emphasize that you should test this one in version a, you see a pretty large gift array. You've got six different amounts, ranging from 25 bucks to 500 bucks. If you choose any of those. And then you've got the open field to put in a, a different amount, your own custom amount version B removes the gift array entirely and only has that open field. And what they saw was actually 126% increase in donations, which is pretty remarkable. That's a, that's a huge lift, but what's happening. And, and why, why would lead to such an increase in donations? Almost every page has a gift array. And, um, most of the time we wanna provide, you know, options to help someone consider how much of a gift is valuable, but in this case, and, and possibly on your page as well, you often have returning visitors and returning donors, repeat donors, people who are familiar with your organization, many of them maybe have given before and have a certain idea in their brain already as to how much they wanna give.

Nathan Hill ([00:36:24](#)):

When they're coming back to your donation page, they don't require as much context to understand how much of, of a gift is valuable. And so the working thought here was if we just give them the open form field, they may be inclined to actually put in a higher gift amount that we would typically recommend. And so what they saw by doing so is that their hypothesis was true because they had all these repeat returning donors opening up the field actually led to greater giving. They weren't hindered by the gift array options. They actually became more generous. So this is a tactic I'd encourage you to tech test. Don't implement this one blindly because it, it could go either way, depending on your audience and your traffic and your donors. I'd try it. If you have a lot of repeat or returning donors on your main donation page, I'd try it.

Nathan Hill ([00:37:09](#)):

If you have a significantly high average gift, so like 150 bucks maybe, or higher, or if you think it just might work for you, just try it, but test it so that you know exactly the impact that it's making. So there's a tactic for you. If you do one thing related to your gift array, take a look at it through the lens of, am I being opportunistic, maybe in the way that I'm positioning some of our, our gift amounts, make sure additional incentives don't come across as opportunistic. and don't take someone away from the giving mentality and put them in this sort of transactional state. So look at your page, that lens today. What about the form fields? Cause this is a really critical area. That's where most people go to first, when thinking about how do I improve my page, they go to, what does the form look like? How do I improve the form? How do I make it easier? And that's obviously a component, but there's a lot of other things that go at that as well. Let's look at some ideas around form fields. The main driver here, the main, idea to keep in mind is that you wanna minimize the perceived input of the form, the perception of the amount of work that the form is going to take.

Nathan Hill ([00:38:16](#)):

I'm not sure when the last time was that you waited a long line. Maybe the last time you waited a long line, look like this. If you're waiting to get a COVID test. I know just a few weeks ago was we were at the, the peak of the, um, variant here, in north Texas area, I was just driving down the street, going to pick up some food or something like that. And there was this long line of cars exiting this tiny little parking lot that had just like, almost like a little shed in the back. That was the COVID test site. And the cars are just sneaking down the street for blocks. And it was, it was the long I'm so glad that I had gotten COVID the week before, before it actually blew up and had gotten tested and all that stuff. So I didn't have to wait in this hours long line.

Nathan Hill ([00:38:53](#)):

There's some really interesting research and science around waiting in line, that I think personally is really fascinating. but one thing that's really interesting is that after someone has waited in line for three minutes, we start, we as people start to multiply how long we've actually been waiting. So as you can see, shoppers who actually wait in line for five minutes, told players that they had waited for 10. They waited twice as long. And in fact, and this doesn't apply to donations, but it's just interesting. Men are way less patient than women and men are way more likely to give up on a line sooner than women. So congratulations ladies on the call today, you are far more patient, but what's really interesting is, is that perception here is really someone's reality because if I've been waiting in a line, whether it's at a grocery store, it's for a COVID test, and I feel like I've been waiting for 10 minutes, and then you tell me, actually, you've only been waiting for five.

Nathan Hill ([00:39:50](#)):

Like I'm not encouraged by that. I'm probably more frustrated by that. And are you kidding me? I've only been here for five minutes. It feels like ages, or it feels like ours because the way I perceive time and the way I perceive reality is my own reality. This happens on our donation pages. We often say that, you know, anxiety and friction doesn't really live on the page. It lives in the brain. It lives in the mind. I think this is a great experiment example of that, cuz version A and version B are in fact the same exact form, technically speaking, they're the same form. They have the same amount of information that they're asking for arranged in the same order, same required fields. They should take the same exact amount of work in order to give a gift. But version B looks a whole lot easier because they're combining some of these similar fields together.

Nathan Hill ([00:40:44](#)):

They're using some of the horizontal space on the page to combine similar fields and reduce the length of the form, which actually makes me feel like it's less work. Now it's a good thing. This isn't just about how we feel about the page. It's what the data tells us. The data tells us that this led with 39% increase in donations by making the form feel like it is less work. Again, the perception of the form is my reality. So we need to make it perceived to be less work by using this horizontal space. This is, something that we would call fee, yield, layout friction. We wanna reduce friction in the process, make it easier for someone to give here's another example related to form fields. You can probably see the difference. Very clearly. There's an additional form field in version B that requires a cell phone number.

Nathan Hill ([00:41:34](#)):

And here's what it did. It led to a 50% decrease in revenue. And I know that we as fundraisers wanna make those thank you phone calls. And we wanna reach out to donors and, and talk to 'em about why

they gave and all that stuff. Granted, a little sidebar here. A lot of that's pretty theoretical cuz all the research we've done looks like nobody's actually calling their donors. So that's a sidebar. Something else we can talk about at a later date, but we wanna get those numbers. We can cultivate people, but it's leading to a significant decrease in conversions and revenue. So make sure you don't require a phone field. You can still capture a lot of phone numbers with an optional phone number field without hurting your conversion rates and revenue. So if you have a phone field, make it optional, this is what we call field.

Nathan Hill ([00:42:18](#)):

Number friction, having asking for too many things that aren't perceived as necessary. This experiment is actually fairly common. You may have a, a multi-step giving process and this is something for you to consider. In version A, there is three step in the process. You came to page one where you enter your info about giving page two. You have to verify your gift. But when you come to this page, it, it kind of looks like you're done. It looks like you've made your donation. You you're verifying the personal information and how much you actually gave. It almost looks like a receipt in some ways. And what they noticed was that a lot of people weren't actually making it through through to the next step, cuz this page was intended for you to make sure all your info was right. Then you have to click that process donation button to actually be done and to actually have given this makes sense.

Nathan Hill ([00:43:05](#)):

If you're, you know, purchasing a product and you gotta verify your shipping address to make sure it gets to the right place, but maybe it doesn't make sense in this case. So in version B, they remove this a rectification step. And what they saw was 176% increase in donations. So take a look at your process and your page, make sure you remove as many of these steps as possible possible because every time you have to load a new page, you're gonna lose people along the way. That's what we call steps. Friction. Again, back to the research. What does the research say that people are doing 30% of nonprofits in this study required, more than two steps, excuse me, in the donation process. So the page had to load more than two times to actually complete a donation. Again, every step of the way you're gonna lose more and more people.

Nathan Hill ([00:43:53](#)):

So you wanna reduce that as much as it's possible. If you do one thing related to form fields, remove all the unnecessary form fields. I mentioned, we just did data capture for a new study last week. And one of the most frustrating forms that I went through right at the top required me to put my title in. It's like, I don't really go by Mr. I'm not a rev. I'm not in the military. So I don't have a military title. Like what do I put in here? So I'm just gonna pick one, but even little things like that can really cause some friction along the way. So remove unnecessary form fields and definitely unrequired unnecessary form fields.

Nathan Hill ([00:44:33](#)):

And lastly, your supporting message. There's a lot that you can do around your form and around your page to support and enhance your messaging. But the proximity of those messages is really critical. We need to support our message in the right and prop proximity on earth. Does that mean, I think this pretty much explains it. Take a moment, take it in. This is probably some poor placement of some signs here. You've got, you know, individually, these signs are fine. You've got the McDonald's sign like, oh yeah, I'm gonna pull off there. I'm gonna grab a burger on my, on my, my trip. I know exactly what exit to take. Cause I see the giant golden arches. The other one, if I'm interested in go to the casino, like

great, here's a good deal. Cool. Putting them together. Totally different. Meaning. So two independent messages put together can actually change both of them in significant ways.

Nathan Hill ([00:45:24](#)):

Proximity matters. Here's another example is outside of a church worship teaching and friends sounds really great. Sounds like something I wanna be a part of, but right at the top says WTF, which does not mean worship teaching and friends. So the proximity of our messages with other messages can actually change the meaning fundamentally and entirely. And we have to understand that on our page in version A and version B of this donation page, they are both equally secure pages, nothing different about the security of these pages. Version A is equally as secure. When you put your credit card info in as version B, except version B feels a whole lot more secure because they put a little padlock icon. That's just an image. It doesn't do anything. It's just an image. The little gray box is just a gray box. It doesn't do anything other than tell the donor and potential donor at this point at the most critical point of wanting to emphasize security that, Hey, it's okay.

Nathan Hill ([00:46:23](#)):

You can give your information is secure. Now I could theoretically go look in the URL and see that it's like HTTPS and check like security certificate, but that's not right next to where I'm entering my info. The proximity of that security message matters. We need to put it where, where those alarm bells are going off that like, is this secure? Can I trust this? Oh yeah, I can. They put a padlock on it. And that's the perception of proximity. This led to a 9.5% increase in donations. This page, a similar type of concept. One of the most under you utilize spaces on a page, on a donation pages, right under that donate button. This is the point of no return. I get to this spot on the page. I'm about to click the button. And once I do that, you've got my money. I can't go back.

Nathan Hill ([00:47:07](#)):

So this is where all the alarm bells go off. Like, do I really wanna make this impact? Do I trust you to make the impact that you say that you can make with my money? Do I trust that my information is secure and that you're not gonna sell it? You're not gonna spam me that I'm not gonna like have my identity stolen or something like that. And so they add this little box at the bottom with some text that says your tax deductible donation powers a nonprofit service providing safe, protected websites. Every seven minutes, a new site is created along with the new compassionate community to, to surround the individual on their health journey. They're reinforcing that you can trust them. They're reinforcing where or gift is going. And that little bit of copy led to a 31% increase in donations. I would bet you, if you put that at the top of the page, it doesn't make that much of an impact, but putting it right there by the button makes a dramatic impact because of the proximity to where the alarm bells are going off in your head.

Nathan Hill ([00:48:01](#)):

So if you do one thing related to supporting message, make sure your payment info looks and feels secure. All you gotta do is add a padlock icon. You can just Google padlock icon, save it. And then boo, put it on your page. Good to go. So there's your five key areas. Obviously there's way more we could get into, but these are five ways that we often fail our donors of five, very common points on our pages where we can sort of miss the mark. And hopefully you have some new tools to help, um, align with an motivations. If you're donors and lead to greater giving, just to review those five points really quick.



Before I hand things over to Courtney for a few minutes, number one, with your main message, make it as inclusive as possible for your ideal donors, your template design, don't distract people.

Nathan Hill ([00:48:45](#)):

Don't misdirect people make sure it's a streamlined process, straight to a donation. Don't give them other things to, to do along the way. Third, your donation selection, avoid appearing to transactional. Keep them in that mindset and state of focused on giving, not getting something back for me. Personal info input minimize the perceived input because perception is someone's reality. And lastly supporting message, support your message in the right and proper proximity. If you wanna dive deeper, we've got a whole course it's actually available for free for about another month. Thanks to our good friends at virtuous. You can check that out next [after.com/donation](#) course. it's a lot of on-demand videos and sessions walking through all the different types of donation and landing pages, as well as our templates we put together based on testing. you'll learn how to craft three unique donation pages, learn how to write more effective copy craft, better design, create landing pages that lead to more subscribers and a whole bunch more so you can check that out, but without further a deal, I wanna hand things over to Courtney for the next few minutes to kind of close us out here.

Nathan Hill ([00:49:48](#)):

she's been running a lot of experiments, and has a couple that she wanted to share specifically related to increasing donations on your website and improving your donation page. So Courtney it's all you.

Courtney Gaines ([00:49:59](#)):

Awesome. Thanks Nathan. I'm still rolling on your poor placement, images that you shared with us today. Google

Nathan Hill ([00:50:08](#)):

Poorly placed billboards. It's a,

Courtney Gaines ([00:50:10](#)):

That was amazing. Thanks for that laugh. Um, yeah, thanks for having me. as Nathan said, we are, we are constantly testing because that is how we're learning and growing and, and getting even greater responses. And so I brought two experiments today to kind of just share with you. These are a bit more, I would say, advanced in nature, um, from a testing perspective, but maybe, spark some ideas in, in what your page looks like or the experience that people are having with your own donation page. So the first one, um, is with an organization that we have been testing, may and for over five years. So you can imagine at this point, we're always trying to find something new and trying to learn something even deeper about their donors. Um, and, and in this test, um, what's, what's interesting with this is, Nathan, I have to do thank you.

Courtney Gaines ([00:51:05](#)):

what's interesting. I'm about this is that they have a high mobile audience on their site. And Nathan had mentioned this, that we, we just recently did a, a mobile study that all of that data and information and learnings is gonna be coming out, which I'm so pumped about. Cuz we have been, testing in this space, and we need to be testing more and more in this space. And, and with this organization, this was a huge for focus. How can we increase mobile conversion? So you can see, the control on the left, looks

something like this pretty, pretty straight to the point what's not showing is there is value proposition at the top of the page as, as, um, we just walked through during this webinar. But, um, it's a typical experience. So when you're on your device and you're starting to scroll, you see the value proposition and then you get to the form and we thought, what is something that we could do to capture that mobile audience even more?

Courtney Gaines ([00:52:03](#)):

How can we get them and prevent them from continuing to scroll on feed? Because mobile devices, it is so much easier to kind of just scroll and move away from your donation page, um, than to actually do the thing we want them to do, which is ultimately make a gift. So we developed this treatment now, there's, it's, it's animated. Hopefully you can kind of get an idea for how it works. We'll wait for it to start over, but you can see as you're scrolling on the page, what happens is when you get to the form, we had the form kind of lock. So again, you're scrolling, scrolling, you get to the form. And we had code written that caused the form to lock on the person's, mobile device. And when it locks, they really have two options. They could either X out of the lock screen where it has the donation form front and center, or they could make a gift.

Courtney Gaines ([00:53:02](#)):

And so once you did that, people would select the amount they would want to get, give. They would click next step and go to the second step and the donation per process. So again, instead of on the control, having people kind of scroll, scroll, scroll, I don't wanna do that. We're forcing them to make a decision at the point of, of the, the pathway where they're saying, how much do I wanna give, should I give it locks the screen on their phone and says, make a gift or exit, make that decision. And what we found with this by kind of captivating that audience to do the thing we want them to do. We saw a significant increase. In fact, 36% in increase in donor conversion on mobile devices. Now this is, this is a significant, impact because mobile conversion is so much less than desktop and, and it's difficult to increase our conversion, but again, the idea of kind of capturing and captivating that audience right there, and then to make the decision we want them to do, whether that is to exit and they could or make the gift, we saw a significant increase.

Courtney Gaines ([00:54:11](#)):

and then the other, experiment that I brought to kinda show you today is, is not so much on the donation page itself. It's actually on, on the website. Um, so we've got a lot of organizations who have these very high traffic pages. So either there's articles or blogs or, or news stories, I'm sure a lot of your organizations have those kind of pages. And so you've got all this, this volume of traffic coming to them. Well, how can we convert more of those people? So this organization was providing parenting resources, um, for those with, with young kids, this specific article on their site was about, you know, helping kids with nightmares. And you can see it's a typical article page. And again, imagine on your mobile device or on desktop devices, you're scrolling, you're reading, right? And, and you're captivated on that page because you came there to learn, to get educated, to, to get insight, whatever you trust that org for you're there to consume their content.

Courtney Gaines ([00:55:11](#)):

And we thought, how can we convert more of that traffic? So we added what we're calling a sticky donate button, and you can see that here in the treatment, um, where we simply just added this button on the right hand side of the page is you can see that little green, button with the heart. And again, as

someone is scrolling on that page, they will actually, the sticky donate button will remain on, will remain on the page. So again, you're scrolling, scrolling, scrolling. You can see that here as an example, and that sticky donate button stays there. And by just simply adding this kind of this stickiness, this opportunity to give as someone is captivated on the page, we saw a 61% increase in donor conversion. Now we tested this donate feature, um, across their entire website. Um, we saw like an 11% increase on the homepage, some other, internal pages that gets high volumes of traffic to, saw an increase as well. But the most significant lift was on the article pages. And again, it's really because you, you have that captive audience, this high volume of, of, of people consuming your content. How can we get more people to say, yes, you can rely on us for this content, but guess what would you consider making a gift as well? People are likely to convert and give every as we saw with this example. Awesome. Thanks Nathan.

Nathan Hill ([00:56:49](#)):

Thanks Courtney. Sorry about the slide mix up there. Everything froze for a second. thank you so much. I, it's just always cool to see some, some of the newer experimentation that's running. I think for those of who, those of us who, um, maybe are joining one of these webinars for the first time, some of that might be like over our heads in terms of trying to implement that, you know, there's many folks who have seen this for four or five times and are looking for the next new thing. So I appreciate your, your insights. Absolutely. feel free to jump in the Q and a, and drop any additional questions that you have in there. We've got a few minutes for some questions. Um, as you get your questions in just another reminder, check out [ni summit.com](#), to see what's coming up this September at the nonprofit innovation and optimization summit, you can save 600 bucks now with, discount codes, super early bird. So that's almost half off the ticket price. so yeah, if you get your ticket, now you can save a whole bunch on your ticket and join the best nonprofit digital fundraising conference that you've ever attended in your whole life. It's gonna be incredible, and a ton of fun. So check that out. and I think we've got some time for some questions. So let's pull that up.

Nathan Hill ([00:58:01](#)):

And Courtney, if you wanna jump in on these, feel free to, we've got question from Omar. So like it came in towards the beginning, says wouldn't it be better to use a video appeal instead of text on a donation appeal doing so would cut down time on reading as well as providing the potential donor with nuances that are often missed with text. Now, Omar, I don't know if this came in before or after I showed the video example, but again, we've, we've, we've, we've asked the same questions and tried to really figure out, you know, how, what impact does video play? Why is text better every time that we test it? Um, and it doesn't seem to have a direct correlation to like the quality of the video or something. Um, E three, that, you know, ran that experiment has very high quality, highly produced content and, and videos.

Nathan Hill ([00:58:47](#)):

And Courtney, you can probably speak more to that too. but it doesn't have to do with, it's not like it was a bad video or something, but every time we use text, instead of video, it's a better medium of just communicating that message right away. Someone watching a video, might have a lot of different interpretation of what, you know, the images mean and everything like that. It takes longer. It's more passive listening as opposed to actively reading. So there's probably a lot of different variables at play, but again, you can test it for yourself as well. I'd encourage you to see how it works for you and your audience, Courtney, anything you'd add related to video.

Courtney Gaines ([00:59:22](#)):

Yeah, I would say like really the basic thing that I always say with that, um, cause I think someone asks later on like, Hey, we see it performs better, but, but why you kind of, talked a little bit about that. I would also say, what is the one thing you want them to do when they get to that page? Do you want them to watch the video, which is a, an action they have to take, or do you want that one action? If there's an action you want them to take, to make a gift. And so really that's, for me, that's like the, the most basic idea behind it is that it's an additional call to action that you're asking them to make when really you just want that donation. So that

Nathan Hill ([01:00:01](#)):

Makes a ton of sense. Cool. Well, Omar, thank you for the question. I think it's a good one and one will continue to ask and hopefully you can find some answers too, just through, through some testing, question from anonymous. Now, Courtney, should we answer questions from people that won't put their name on?

Courtney Gaines ([01:00:17](#)):

I don't know. I don't trust them. Is there a lock symbol on this? Yeah. Can we trust them?

Nathan Hill ([01:00:24](#)):

but it it's a good question. Yes. and so we, we will answer it, although I'd encourage you to, to, you know, own your question. It's okay. There's no dumb questions here. You can ask away, ask anything and everything. Um, the question is, have you done experiments or tests about how much text is ideal on a page? you wanna take that one? Courtney?

Courtney Gaines ([01:00:45](#)):

Yeah. Um, so, I would say that it, it is not a matter of the length of the text. It's a matter of the strength of your value proposition. And so when we have tested this, and I know you're like, that is not the answer I want or was hoping for, but it's the truth, right? So we have tested that time and time. Again, sometimes it's shorter, sometimes it's longer, but how effectively can you communicate the why? Why should I give to you rather than some other organization or not at all? And, and that is really the strength of the value proposition that you're, that you're communicating. Now, I will say on mobile devices, we are seeing a little bit shorter copy to do well. I'm not saying one sentence, we're still doing paragraphs of copy. But, um, the bottom line with this is the strength of your message is much more important than the length of your message.

Nathan Hill ([01:01:41](#)):

Agreed. That's wonderful. Thank you. Well said. Um, I'm curious what you think about this one too. Tracy's asking. She says, so her web designer wants a single call to action. So is not to distract people on the page. You want one thing that they're doing, so I I'm, I'm there with you. Okay. but she says my donor services team wants it to be easier for donors to give via stock crypto DAF, and other means and believes that donors go to the donate page first to look for those options right now, those other ways to give are just kind of buried. So how do you meet the needs of both teams?

Courtney Gaines ([01:02:18](#)):

That's a really, it's a, it's a hard question, very candidly. Um, and, and I don't have a, a, a perfect answer for you except for, I would absolutely test adding all of those options in, I would also encourage you to do some analysis before going into that test to really see how many donations are you getting through stuff and crypto and da and all of those things. Um, because most likely the people who are giving through through those mediums, there's a certain motivation for it. And it's probably not for the majority of the people coming to your site or your organization. Right? So, um, for instance, like a da, I would, I would encourage that through email, if you can identify specific people on your file, who are most likely to, to give a da give through DAF, then, then email them that specific opportunity.

Courtney Gaines ([01:03:10](#)):

Again, you have to think about the majority of the people coming to that page. What is their motivation? What are they most likely to give my hypothesis will of adding a lot of different giving options on a primary donation page is that it's actually going to hurt you hurt your conversion as a whole, because, you know, whatever percentage is, um, most likely very high are coming just to give in the easiest way possible, which would normally be through credit a card. But again, do the analysis. Maybe you have a site that is like getting a ton of crypto or something, you know, I don't know what that is maybe right now. Right. Um, but like, do some of that analysis before you go into it, definitely test it. My hypothesis though. I think that's going to hurt your conversion as a whole.

Nathan Hill ([01:03:59](#)):

Yeah. I, and, and that's well said my, I I'd agree. I think some places you might consider, you know, dropping them to obviously putting them in your footer, even if it's just in other ways to give link that lives in your footer. It's not in the path. It's not distracting someone from the primary call to action. But if I'm the, on that page and I'm intentionally looking for other ways to give, I'm gonna go check the footer as an option, there might be ways to play with your navigation. I know some people will have like a primary donate link and then in other ways to give either next to it or on like a, a sub dropdown. So you could potentially play with that too, just to make sure they're still accessible. You don't wanna hide 'em, but make sure they're not distracting from, from the majority, um, question from JD, we can see text performs better than video. You have info on why that is. Yes. We answered that. So I'll mark that one off. Thanks for the question. JD question from Robert, where should required state regulatory, solicitation disclosures be placed? Courtney?

Courtney Gaines ([01:05:02](#)):

I think I'm, I need, um, clarity on, on that question. Maybe I'm not understanding it correctly. Nathan, do you? I, I think I understand, but I, I don't wanna assume

Nathan Hill ([01:05:12](#)):

That's, that's exactly how I feel. I think I understand the question, but I don't wanna tell you something wrong, especially with something as critical as like legal stuff. Um, I, cause we are not a, yeah, not

Courtney Gaines ([01:05:23](#)):

Lawyers that's for

Nathan Hill ([01:05:24](#)):

Sure. I'd encourage you to reach out. I mean, one of our good partners is Harbor compliance. They've got some good info and that sort of thing. so they might be a good resource for you. Um, most typically that does not live from and send around the donation page though. I can tell you that much. Yep. Um, right question from Meg, have you done any tests, putting, name and contact fields above and below the payment fields? Does one perform better than the other Courtney? I feel like you run a recent experiment on that. Yes.

Courtney Gaines ([01:05:56](#)):

Yes. Again, you're not gonna like this answer cause I was so excited about the results that I got when I tested it recently. I tested this years ago. Um, I saw actually, um, a decrease, when I had tested it years ago, but that's actually a great example of I tested it again, cuz I wanted to see if, user behavior, gender behavior has changed since then. And what I did was, the donation form originally had, gift info and credit card information at the top with the personal information at the bottom and, and every donation form is a little bit different. So that was, that was this very specific one. I said, Hey, let's, let's actually test asking for the easier information first and easier meaning personal information, right. That's less threatening than my credit card. So, um, I swapped the order, just kind of flip those on its head.

Courtney Gaines ([01:06:45](#)):

Um, and we saw, a double digit, I wanna say 24% increase in, in donor conversion by asking for the, the easier information at the top and then credit card. second, as soon as I published that and excited and, and sharing this with our entire team, you know, our team is, is testing with other organizations as well. They're like, hfunny. I just tested that with this other organization and we saw the opposite effect. So all of that to say, we have to test, but how cool that, you know, if it, if you're gonna get a learning either way and if it happens to be a green arrow man, that 24% increase in donor conversion is welcomed. So

Nathan Hill ([01:07:25](#)):

Absolutely now Courtney, I know that you've got more tests to run and nonprofits to serve. So we'll keep time pretty close here. let's do one more question if you're okay with it. Sure. Um, cuz it's related to where like you might get differing results depending on where you tell this. We'll have to see, Hailey's asking the question when you, oh am I, is it the right one? Sorry Hailey, I jumped, past the question I was looking for now. This is actually a question from Adam, Hailey. We can come back to you. Adam's wondering. Ah know, where'd it go? Well, sorry. My question feed is blown up here. It is. This is the right one question from V would you please share high level research regarding adding options for donors to pay the processing fees? Thanks for, um, we've run an experiment recently.

Nathan Hill ([01:08:13](#)):

There's been a lot of data from a lot of providers, donation, page tools, et cetera, about, you know, asking donors to cover processing fees and lots of interesting, you know, insights on like downstream impact of that and how many donors are willing to do that. And that's, it's all great. And it's all interesting. But to date, we had never seen anyone actually run an experiment to what does having that as an option do for conversions are you actually hindering the amount of people that would give by just having that as an option on the page? we recently ran that as an experiment and we actually saw a decrease in overall donations by having the option to cover processing fees on the page. Now I don't think I'm not ready to go like shout it from the mountain tops that you should like never have donors cover browser fees like that. That's not what we're ready to do, but it certainly is thought provoking and something to consider something to test, because you know, the downstream impact stuff is interesting,



but are you making enough of a negative by actually having it that the, the further benefits actually aren't helpful? So these are some of the more complex questions we can start to get answers to through testing and data Courtney, anything you'd say around that question?

Courtney Gaines ([01:09:26](#)):

No, I mean, since we were able to validate that I've got two tests running right now to see, if we can validate it, I think that's actually, we've tested this before, but to get valid results, you need high volumes of traffic and high conversion rate cuz you're changing one small variable on the page. So, um, more, more research to come, but absolutely test if you're able to.

Nathan Hill ([01:09:48](#)):

Yeah. Cool. Well thank you so much, Courtney. I'll probably answer a couple questions if you've gotta jump off. That's totally fine. Um, there's a question from Haley here real quick. When you say increased donations, are you talking about an increase in the number of donations or in total revenue throughout the slides? So when we send those, you can check 'em out that it is noted. If it says donations like an increase in donations, that means total number of people actually giving regardless of the amount, if it says revenue that is looking at all the revenue coming in, not just on a per donor basis, but all the revenue coming in overall. So I just wanna get that one answered and, and cleared up as well. All right. Well thank you so much. I know there's additional questions. Feel free to shoot me an email if you want, um, some follow up on some of those, I'll do my best to get back to you. Um, but hopefully you found something helpful and interesting today that you can go apply on your page maybe as soon as in the next hour, definitely this week and, and absolutely in the next week to come thank you for your time. We wish you all the best. We're rooting for you all the time here at next after. and we'll see you on the next webinar. Take care of y'all.