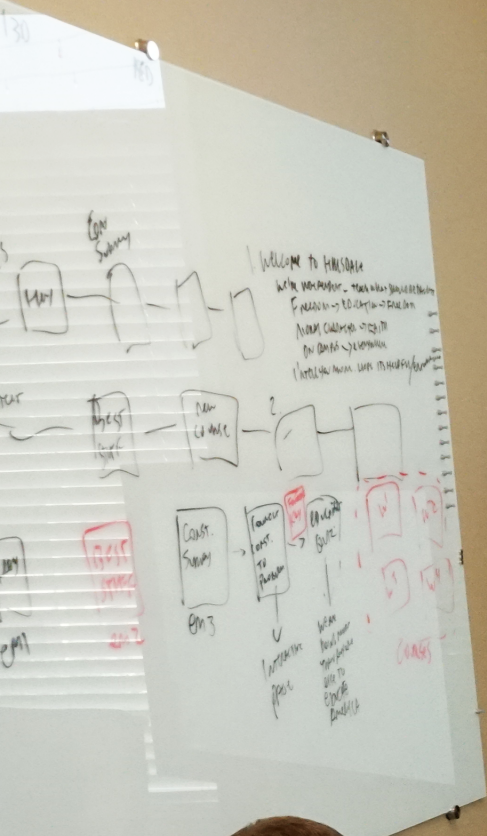
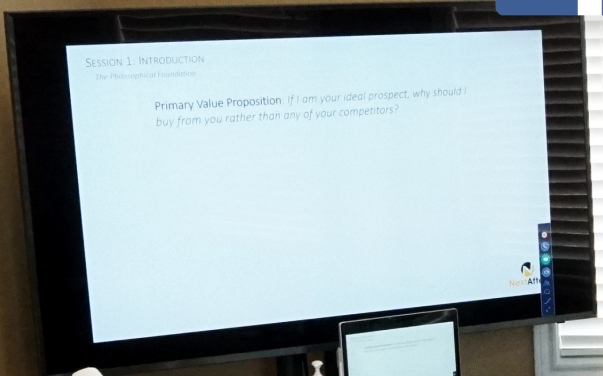


3 2 1



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NIO SUMMIT

SEPT. 27-28, 2018

SAN ANTONIO, TX

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Speakers



**DAVID JP
PHILLIPS**
The Magical
Science of
Story Telling



**AMY
HARRISON**
How to Write
Copy that
Crushes
Objections and
Gets Donations



**ANDY
CRESTODINA**
Next Level
Optimization –
Search,
Conversion,
and Content



MARIE VAINO
Conversion
Optimization
for Low-Traffic
Websites



**JOSH
MCQUEEN**
Generational
Changes in
Giving and
Volunteer
Work for
Nonprofits



KARL GILIS
Why You Fail
at Digital
Marketing, and
What to Do
About It

Venue

The Aztec Theatre
San Antonio, TX

“A Meso-American work of art.”



Networking & Entertainment

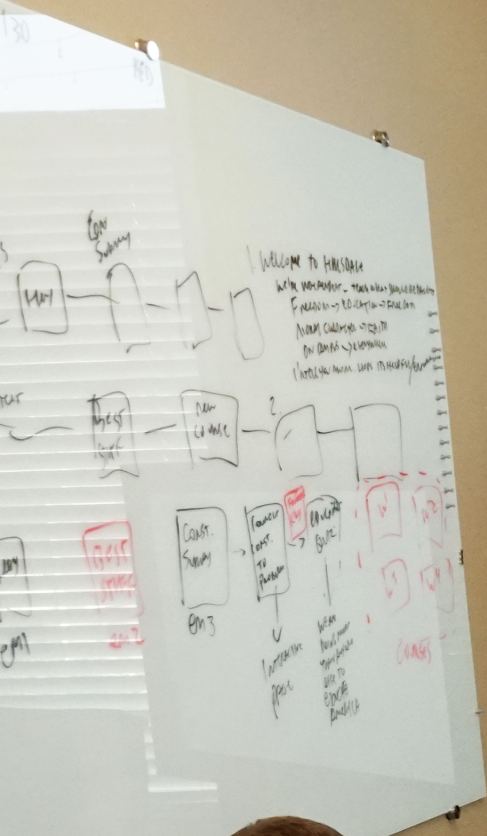
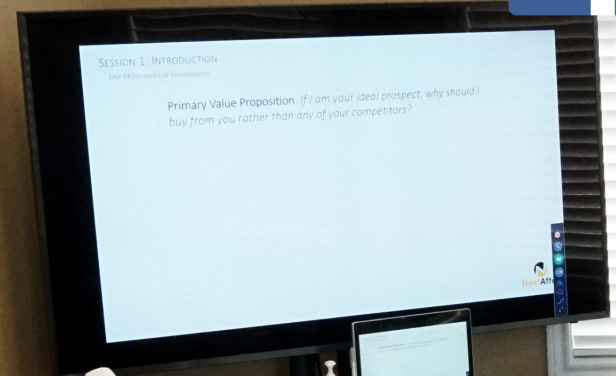
THE SPAZMATICS





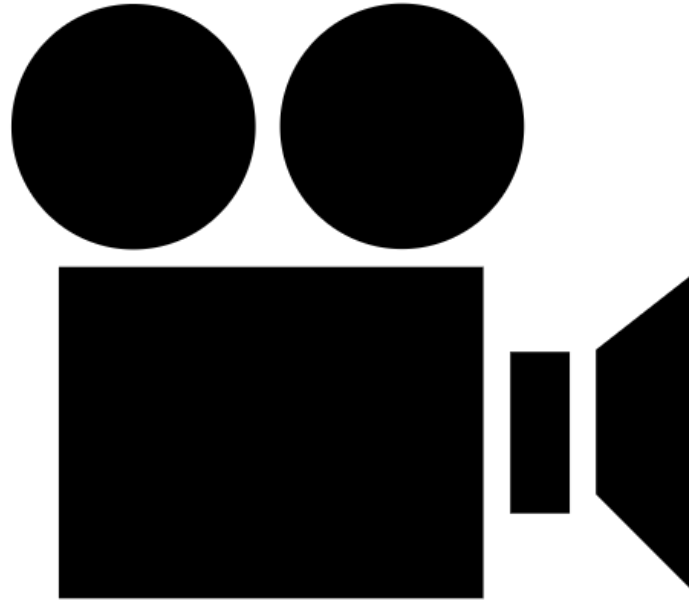
Learn More and Get Tickets at
WWW.NIOSUMMIT.COM

3 2 1



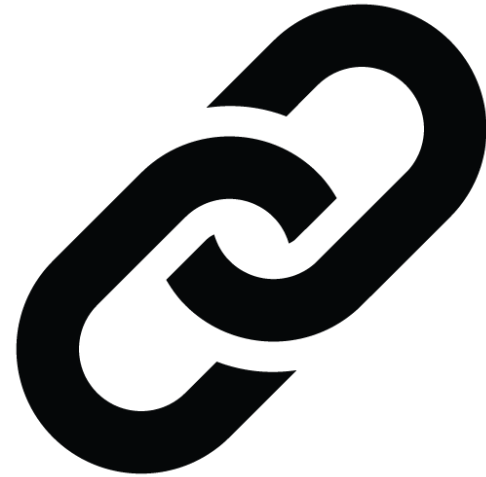
www.facebook.com/NextAfterInc

A Few Quick things...



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

A Few Quick things...



Links to featured resources and experiments will be sent out with the recording.

A Few Quick things...

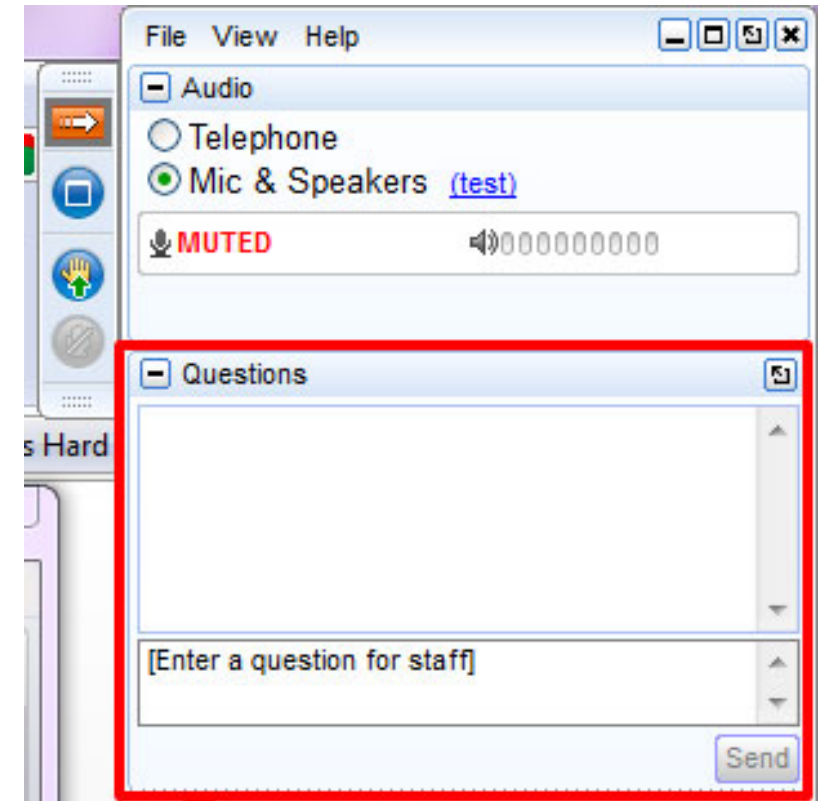


We want your questions!

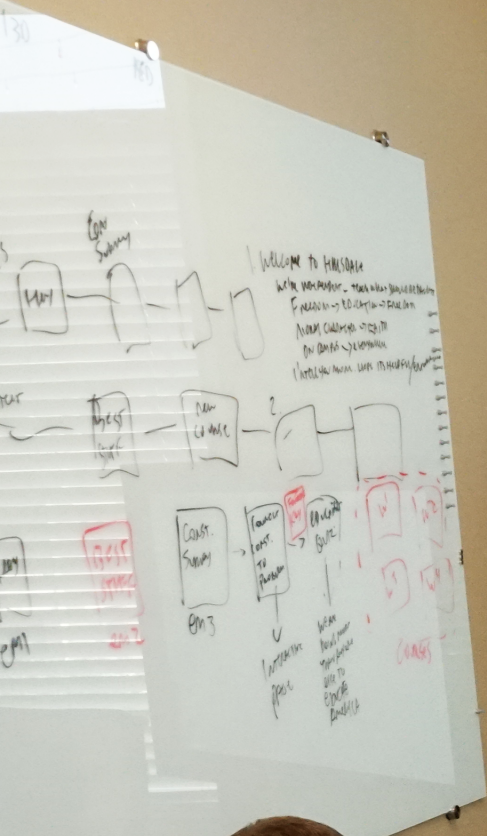
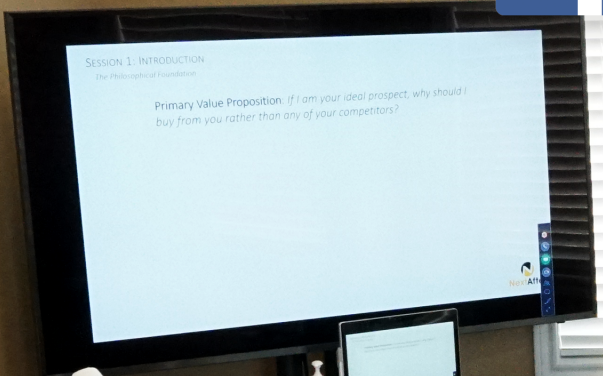


A Few Quick things...


Use the “Questions” tab in GoToWebinar to ask a question.



3 2 1



www.facebook.com/NextAfterInc

A close-up photograph of a person's hands. One hand is holding a gold-colored credit card, and the other hand is typing on a laptop keyboard. The background is softly blurred, showing a warm, yellowish light source. A semi-transparent white banner is overlaid across the middle of the image, containing the title text.

19 Pitfalls to Avoid on Your Main Donation Page

Let's start with an
EXPERIMENT



Experiment #8808




Research Question:

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



Experiment #8808

Original

LEADERSHIP INSTITUTEAbout Training Campus Career Resources Donate Login

Donate to the Leadership Institute

Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list

First Name:

Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution

\$25 \$50 \$100 \$250 \$500 \$1,000

Other:

Make this contribution:





One time Monthly


Your Payment Information

Card Number:

CSC: Expiration (MM/YY): /

what's this?


I'm not a robot 

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:

Leadership Institute
1101 North Highland Street
Arlington, VA 22201

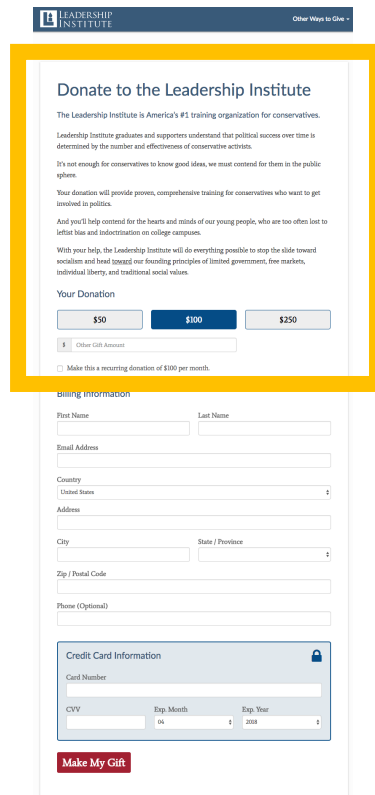
If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 if outside the U.S.

Individuals retain the right to remove their names and contact information from donor lists the Leadership Institute trades or shares. Please call 1 (800) 827-5323 for more information.



Experiment #88

Treatment



LEADERSHIP INSTITUTE Other Ways to Give

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives. Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses. With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.

Your Donation

Make this a recurring donation of \$100 per month.

Billing Information

First Name Last Name

Email Address

Country United States

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV Exp. Month Exp. Year

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.

Your Donation

Make this a recurring donation of \$100 per month.

Experiment #88

Treatment

LEADERSHIP INSTITUTE Other Ways to Give

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives. Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public square. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses. With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.

Your Donation

Make this a recurring donation of \$100 per month.

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV Exp. Month Exp. Year

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV

Exp. Month

04

Exp. Year

2018

Experiment #8808

Original

The screenshot shows the original donation form for the Leadership Institute. It is titled "Donate to the Leadership Institute" and includes a sub-header: "Your generous tax-deductible support equips conservative activists with the tools to make a difference." The form is divided into several sections: "Your Information" (with fields for Title, First Name, Last Name, Address Line 1, Address Line 2 (Optional), City, State, Zip Code, Phone, and Email), "Your Contribution" (with radio buttons for \$25, \$50, \$100, \$250, \$500, and \$1,000, and a "Make this contribution:" section with "One time" and "Monthly" options), and "Your Payment Information" (with fields for Card Number, Credit Card #, CSC, and Expiration (MM/YY)). There are also logos for Visa, Mastercard, American Express, and Discover. At the bottom, there is a "Donate" button and a "I'm not a robot" checkbox. A footer section provides contact information and a disclaimer.

Treatment

The treatment page features a dark background with a navigation bar at the top that says "LEADERSHIP INSTITUTE" and "Other Ways to Give". A large green arrow points upwards next to the text "135% In Donations". Below this, another green arrow points upwards next to "87% In Average Gift". A plus sign (+) is positioned between these two sections. At the bottom, a third green arrow points upwards next to "340% In Revenue". The background also shows a portion of the donation form with a plus sign (+) and an equals sign (=) indicating a calculation.

WHAT!?



Did we read that right??

Treatment

Original

The screenshot shows the 'Donate to the Leadership Institute' form. It includes sections for 'Your Information' (Title, Name, Address, City, State, Zip, Phone, Email), 'Your Contribution' (Amount: \$25, \$50, \$100, \$250, \$500, \$1,000; Frequency: One time, Monthly), and 'Your Payment Information' (Card Number, CSC, Expiration, Card Type). A 'Donate' button is at the bottom. A footer contains contact information and a disclaimer.



135%

In Donations



87%

In Average Gift



340%

In Revenue



“But wait... aren't they ready to give?”

Well yes... and no.



Today's Speakers



Tim Kachuriak

Chief Innovation & Optimization
Officer | NextAfter

tim@nextafter.com

@DigitalDonor

www.linkedin.com/in/timkachuriak



Jon Powell

Senior Director of Research and
Education | NextAfter

jon@nextafter.com

@JonPowell31

www.linkedin.com/in/jonpowell31/



W. FRANK BARTON
SCHOOL OF BUSINESS
R. P. CLINTON HALL





Why?



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 won because it pre-addressed all the **mistreatment** the original page made to the donor.

Treatment

The screenshot shows the 'Donate to the Leadership Institute' page. At the top, the Leadership Institute logo and 'Other Ways to Give' are visible. The main heading is 'Donate to the Leadership Institute'. Below this, there is a paragraph of text: 'The Leadership Institute is America's #1 training organization for conservatives. Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses. With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.'

Under the heading 'Your Donation', there are three buttons: '\$50', '\$100' (which is highlighted in blue), and '\$250'. Below these is a text input field for 'Other Gift Amount' and a checkbox for 'Make this a recurring donation of \$100 per month'.

The 'Billing Information' section includes fields for 'First Name', 'Last Name', 'Email Address', 'Country' (with a dropdown menu showing 'United States'), 'Address', 'City', 'State / Province' (with a dropdown menu), and 'Zip / Postal Code'.

 **340%**
In Revenue

Because people react to
websites **in the same way**
they react to people.



Key Question

Would you want to know if you were mistreating someone's generosity?



Our Goal This Webinar

Our goal is to help you discover if your main donation page is potentially mistreating some of your potential donors by looking at 19 potential pitfalls (in 5 key categories).



19 Pitfalls, 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 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.



19 Pitfalls, 5 Key Areas

- **Main Message**
- Template Design
- Donation Selection
- 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 bulleted list, a 'Premium image' placeholder, a 'Yes! I want to' section, and a payment section with fields for name, address, city, state, zip code, email, and credit card information. A blue button labeled 'Make My One-Time \$50 Gift' is at the bottom.

Logo

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Expire Month / Expire Year

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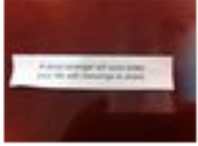


The Main Message





↑
891
↓



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

(i.imgur.com)

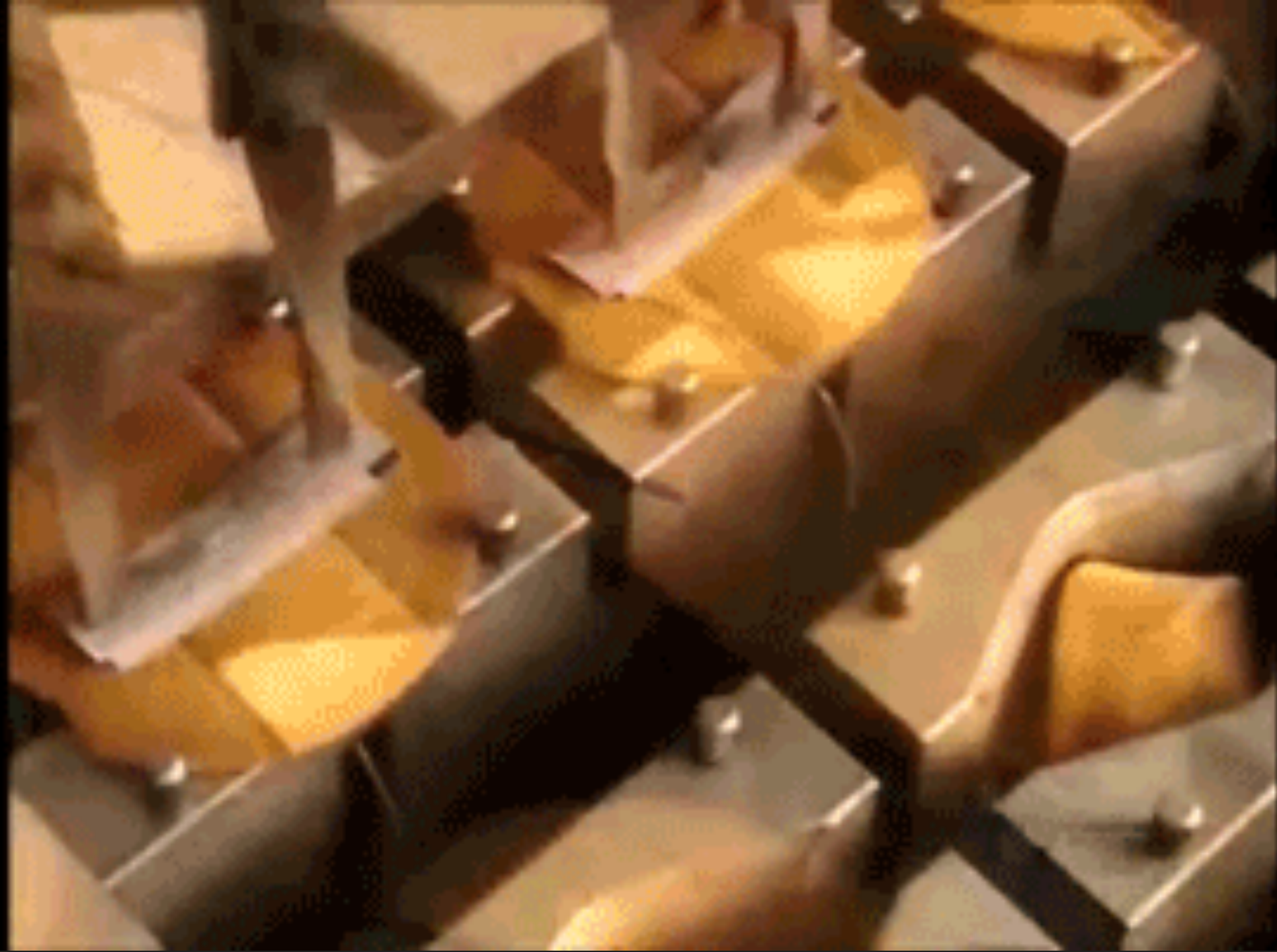
submitted 3 years ago by P82

[61 comments](#) [share](#) [save](#) [hide](#) [report](#)

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

[all 61 comments](#)





Main Message Pitfalls

1. Intro Copy: Little to no substance at all.
2. Body Copy: It is too long
3. Multimedia: Using it in lieu of text
4. Transition-to-action copy: There is none

1
2
3

4

Logo

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

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Pre-filled if possible Pre-filled if possible

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Address 2


City State Zip Code

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

Credit Card ACH Bank Account

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Expire Month / Expire Year

Make My One-Time \$50 Gift 

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Premium image

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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.



From This

Illinois Policy OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION ☰ 🔍 DONATE

ILLINOIS' COMEBACK STORY STARTS HERE

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

[Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#) [Email](#)

Select Donation Amount

Donor Information

Payment Information

GIVE NOW

1

To This

Illinois Policy OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION ☰ 🔍 DONATE

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

Donor Information

150% In Donations

- 1. Ma
- 2. Pit
- 3. In
- 4. B

ance at all.

s none



Main Message Pitfalls

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Premium image

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Address 1

Address 2


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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.



From This



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!

To This



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.

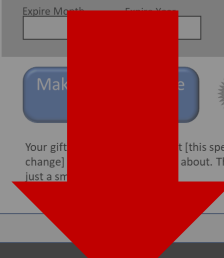
Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

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.

30.6%
In Donations



Main Message Pitfalls

1. Intro Copy: Little to no substance at all.
2. Body Copy: It is too long
3. **Multimedia: Using it in lieu of text**
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Logo

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When you donate to [organization name]

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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.



From This

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.



At Buckner, we want to create more stories like this. Our mission is to bringing hope and stability in the midst of turbulence to vulnerable and at-risk children. **But this is only made possible by people like you**, people that want to care for these children that need it most.

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives—in Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

100% of your gift will go directly to support ministry programs

1
2

[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
- Reasons or evidentials should be OK here — this is a reassurance page

To This

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This family was taking Christmas pictures in a photographer's studio. Immediately, as soon as the picture was over she jumped out of her seat, ran behind the photographer into the dark area of the studio, and got real quiet. A moment or so after that you could hear her crying.

Naturally her mom went over to find out what was wrong.

"Why are you crying? What's wrong?" She said, "Well, Mom, it's just that all of my life, foster families that I was with would ask me to sit over to the side so they could take their family picture at Christmas." She said, "Today is the first time that I've been allowed to be in the Christmas photo with the family."

As I read that story, I just had to take a break. It just knocked me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember all the times that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 137 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

There are Christmases that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your best gift in a while, this Christmas so that we can shine hope into the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

But, your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

100% of your gift will go directly to support ministry programs

Email (for receipt)

Preferred Phone (optional)

Card Number (filled if possible)

Card Number

Expiration Date

Expiration Month

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration Year

Expiration 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.

560%

In Donations



Main Message Pitfalls

1. Intro Copy: Little to no substance at all.
2. Body Copy: It is too long
3. Multimedia: Using it in lieu of text
4. **Transition-to-action copy: There is none**

1
2
3
4

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

Premium image

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.



From This



Heritage.org Other ways to give ▾

Donate to The Heritage Foundation

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

1
2

To This



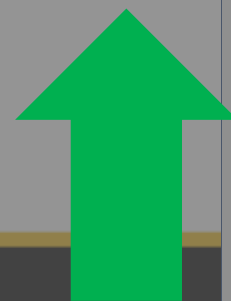
Heritage.org Other ways to give ▾

Donate to The Heritage Foundation

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.



49.4%

In Donations

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- 4. Tra

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19 Pitfalls, 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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As a thank you for your donation...

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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]

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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.



19 Pitfalls, 5 Key Areas

- ~~Main Message~~

- **Template Design**

- Donation Selection

- Personal Information Input

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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.





Template Design Pitfalls

5. Header Exit Links: They are present
6. Side Exit Links: They are present
7. Header Donate Button: Using it to skip the message
8. Text-formatting: Low contrast/difficult to read
9. Suggested Gift Array: standard selection circles

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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

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.



Template Design Pitfalls

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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

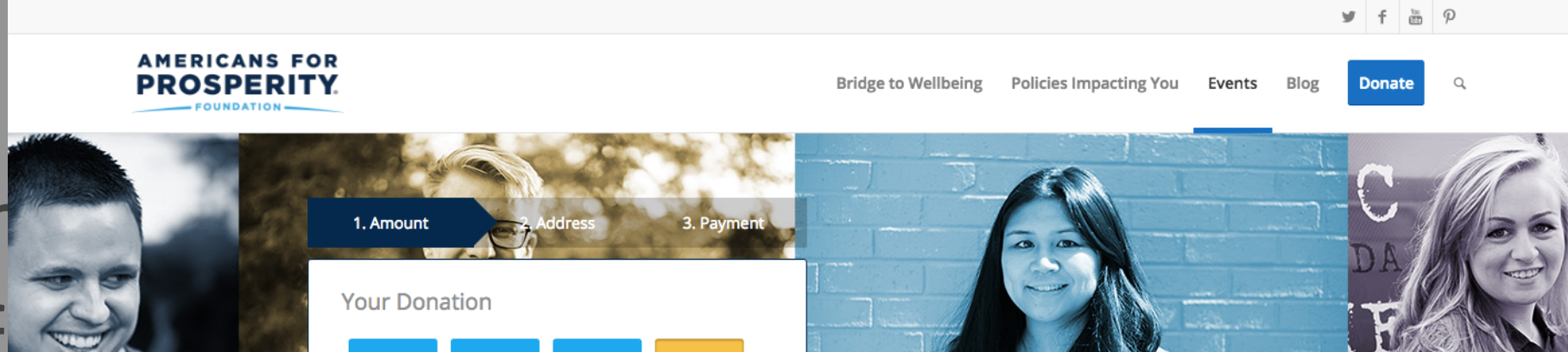
Expire Month / Expire Year

Make My One-Time \$50 Gift

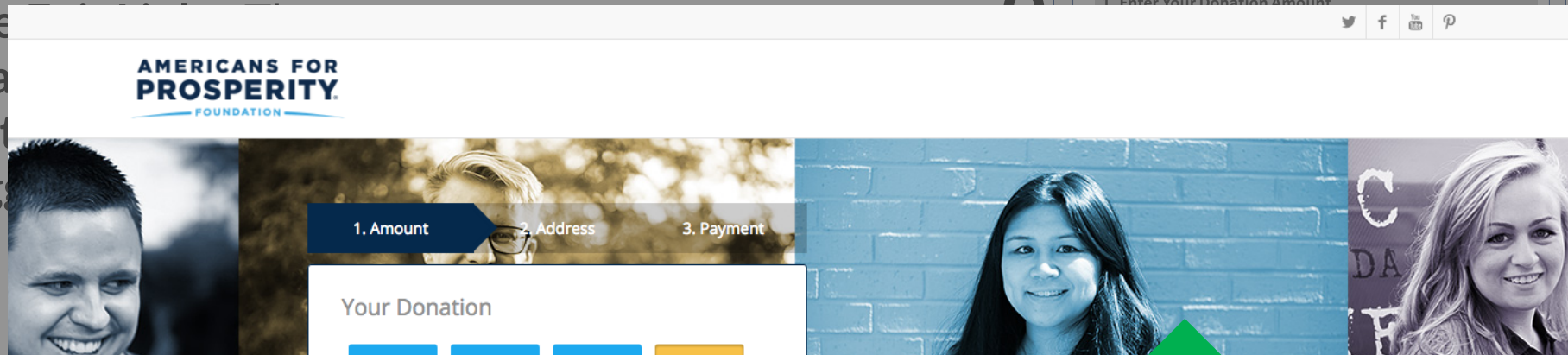
Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



From This



To This



5. Header Exit Links: They are prevented

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7. Header

8. Text

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195%
In Donations



Template Design Pitfalls

5. Header Exit Links: They are present
6. Side Exit Links: They are present
7. Header Donate Button: Using it to skip the message
8. Text-formatting: Low contrast/difficult to read
9. Suggested Gift Array: standard selection circles

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Logo

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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.



From This

FOCUS ON THE FAMILY STORE

Sign In Visit Focus Home Store

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 your donation recurring, your gift should ship between 1-2 business days and your donation will be debited from your account at that time.

\$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00
 Other \$

Free gift when making your donation recurring.

Make my donation recurring -- Please Select --

CHOOSE YOUR FREE GIFT

- Friends of Focus on the Family Best of Broadcast Collection Market Value: **\$20.00**
- Adventures in Odyssey #58: The Ties That Bind (Digital) Market Value: **\$7.99**
- The Drop Box Market Value: ~~\$13.99~~ **\$12.59**
- Citizen Magazine Subscription - 10 Issues (1 Year) Market Value: **\$19.99**

BILLING INFORMATION or Sign In

The address provided below will be used for both billing and shipping.

First Name Last Name

kevin@nextstep.com

Street Address

City Texas

United States Zip/Postal Code

Telephone (Optional)

OTHER DONATION TYPES

- Honor and Memorial Gifts
- Workplace Giving Programs
- Combined Federal Campaign
- Gift and Estate Planning
- Non-Cash Gifts

To This

FOCUS ON THE FAMILY

Sign In

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 your donation recurring, your gift should ship between 1-2 business days and your donation will be debited from your account at that time.

\$50.00 \$100.00 \$250.00

\$500.00 \$1,000.00

OR

Other \$

Free gift when making your donation recurring.

Make my donation recurring -- Please Select --

CHOOSE YOUR FREE GIFT

BILLING INFORMATION or Sign In

The address provided below will be used for both billing and shipping.

First Name Last Name

kevin@nextstep.com

Street Address

City Texas

United States Zip/Postal Code

Telephone (Optional)

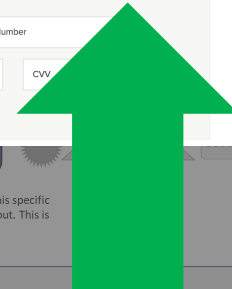
PAYMENT METHOD

Credit Card Electronic Funds Transfer (EFT)

MasterCard Card Number

03 - March 2020 CVV

Your Gift is Secure



5.5%
In Donations

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Logo
[General] Location request with broad

Template Design Pitfalls

5. Header Exit Links: They are present
6. Side Exit Links: They are present
7. Header Donate Button: Using it to skip the message
8. Text-formatting: Low contrast/difficult to read
9. Suggested Gift Array: standard selection circles

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Logo

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

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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

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 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.



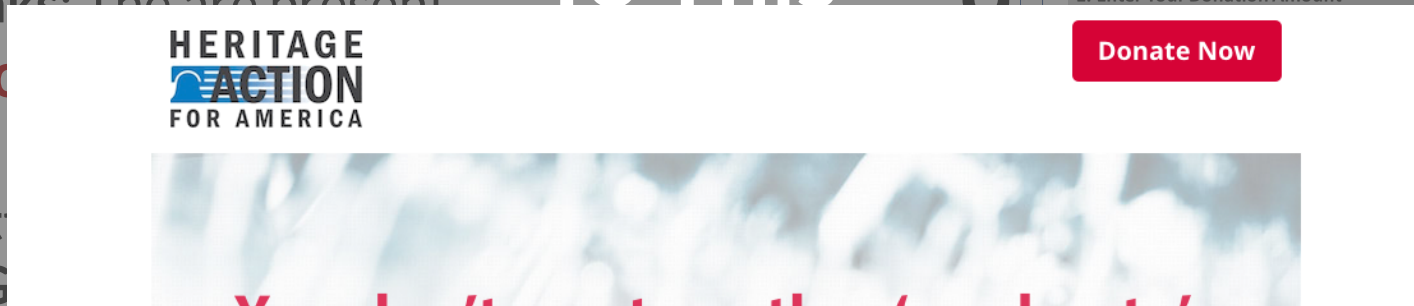
Template Pitfalls

- 5. Header Exit Links: They are present
- 6. Side Exit Links: They are present
- 7. Header Donor message
- 8. Text-formatting
- 9. Suggested Giving

From This



To This



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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 [organization name] means, but don't

reassurance page
NOT something
for them to

Premium image

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

Donate Now

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

ACH Bank Account

Expire Year

e-Time

impact [this page if already talked about. This is just enforcement.

28.2%
In Donations



Template Design Pitfalls

5. Header Exit Links: They are present
6. Side Exit Links: They are present
7. Header Donate Button: Using it to skip the message
8. **Text-formatting: Low contrast/difficult to read**
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Expire Month / Expire Year

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From This

Heritage: The trusted conservative leader

As a conservative, you know we are your voice in Washington.

For more than forty years, Heritage has **championed conservative principles** by countering the left's radical policies and keeping conservative ideas at the center of every debate. Here's what some of the movement's strongest voices have to say:

"We need Heritage's ideas to become the tools of battle."

—Sen. Ted Cruz (R-TX)

"Some of the finest conservative scholars alive today, live, work, and breathe at The Heritage Foundation."

—Rush Limbaugh

"No organization on earth is a better supplier of innovative, conservative ideas grounded in founding principles than Heritage."

—Sean Hannity

Your membership gets results

Here's the impact you had through your membership in 2013:

- ✔ Heritage led the fight to get rid of Obamacare. During the summer, we met with tens of thousands of citizens at town hall meetings across the country to expose the damaging impact of Obamacare. Through this nationwide campaign, which included a massive billboard in Times Square, Heritage forced this disastrous law to center stage of the political debate and focused attention on the damage it is inflicting on American workers and businesses.
- ✔ Heritage pushed for important reforms to welfare programs and made the case for breaking the link between food stamps and subsidies to farmers.
- ✔ We educated newly-elected congressmen on how the Washington Establishment works, and we developed a strong bench of new young leaders to help lead the conservative movement.
- ✔ By building a stronger nationwide network among 639 state and local conservative organizations, Heritage gave our movement new strategies to use against big government at the grassroots level.
- ✔ While the Obama administration stumbled in its dealings with Syria, Russia, and other countries, Heritage experts provided crucial direction to policymakers on foreign policy.
- ✔ Heritage worked with Congressional leaders to counter the administration's push for more regulations and red tape, which would limit freedom and increase prices for consumers while expanding the size and scope of the federal government.

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For more than forty years, Heritage has **championed conservative principles** by countering the left's radical policies and keeping conservative ideas at the center of every debate. Here's what some of the movement's strongest voices have to say:

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28.2%

In Donations

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19 Pitfalls, 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:

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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.



19 Pitfalls, 5 Key Areas

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

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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]

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

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







1. Choose Your Donation Amount

\$25

\$50

\$75

\$100

\$250

\$500



LIKE TAKING CANDY



FROM A BABY

quickmeme.com



1. Choose Your Donation Amount

\$25

\$50

\$75

\$100

\$250

\$500



Donation Selection Pitfalls

10. Multiple-choice Array: Defaulting to it

11. Upsell copy: Using it to boost average gift

12. Recurring Gift Selection: Defaulting to it

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12

11

Logo

[General donation request with broad reasoning headline]

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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

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.



Donation Selection Pitfalls

10. Multiple-choice Array: Defaulting to it

11. Upsell copy: Using it to boost average gift

12. Recurring Gift Selection: Defaulting to it

10
12

11

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

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

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

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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.



From This



What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge means something special to you, that's why you 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

<input type="button" value="\$25"/>	<input type="button" value="\$50"/>	<input type="button" value="\$75"/>
<input type="button" value="\$100"/>	<input type="button" value="\$250"/>	<input type="button" value="\$500"/>

 (minimum \$10.00)

- * Payment Plan
- One-time payment for the full amount
 - Monthly (12 per year) ongoing payments.

2. Enter Your Information

To This



What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge means something special to you, that's why you 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!

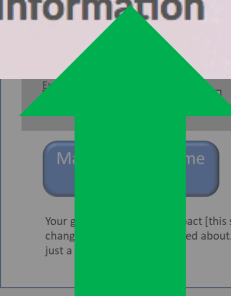
1. Choose Your Donation Amount

 (minimum \$10.00)

- * Payment Plan
- One-time payment for the full amount
 - Monthly (12 per year) ongoing payments.

2. Enter Your Information

* First Name * Last Name



126%

In Donations



Donation Selection Pitfalls

10. Multiple-choice Array: Defaulting to it

11. Upsell copy: Using it to boost average gift

12. Recurring Gift Selection: Defaulting to it

10
12

Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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- 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...

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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.

11



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

Email (for receipt)

Preferred Phone (optional)

ACH Bank Account

Expire Year

e-Time



22.3%

In Revenue



Donation Selection Pitfalls

10. Multiple-choice Array: Defaulting to it

11. Upsell copy: Using it to boost average gift

12. Recurring Gift Selection: Defaulting to it

10
12

11

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...

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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.



From This

Your donation

\$5	\$10	\$25
\$50	\$100	\$200
\$300	Other Amount	

(minimum \$2.00)

Payment Plan

- Monthly (12 per year) ongoing payments. \$10.00 per payment, until you contact us to cancel.
- One-time payment for the full amount

To This

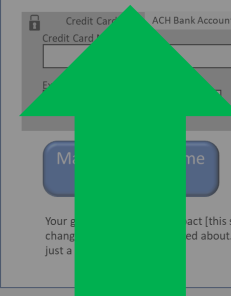
Your donation

\$50	\$100	\$250
Other Amount		

(minimum \$2.00)

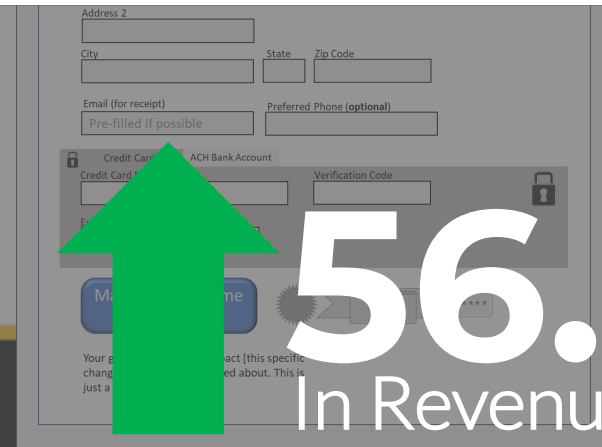
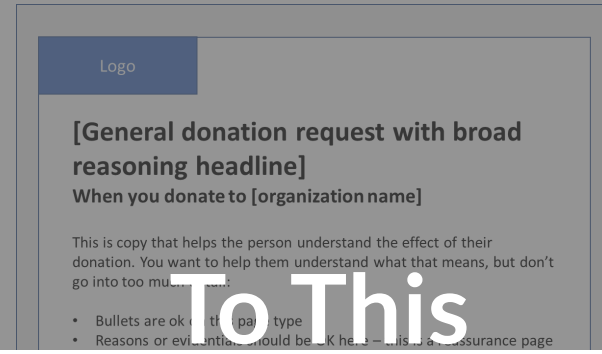
Payment Plan

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



56.7%

In Revenue



19 Pitfalls, 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:

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

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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.



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

1. Enter Your Donation Amount

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)
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Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year



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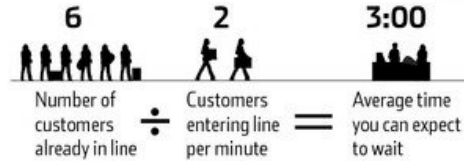




The Science of Lines

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.

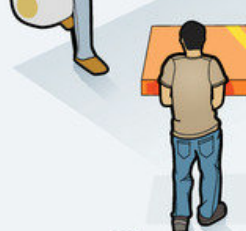
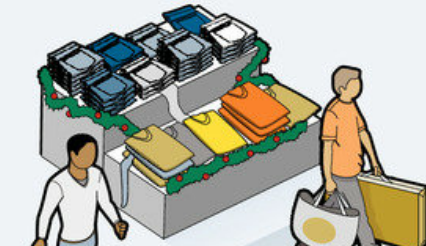
Impulse buying

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.



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.



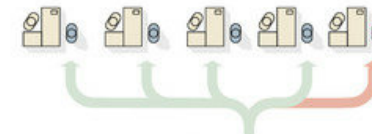
More staff

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

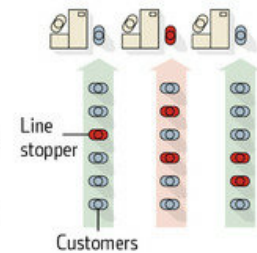
Check It Out

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.

Source: WSJ reporting

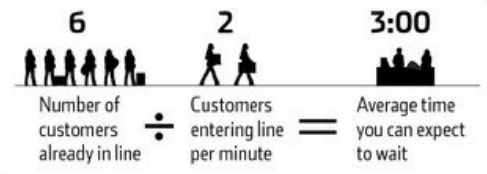
Mike Sudal/The Wall Street Journal



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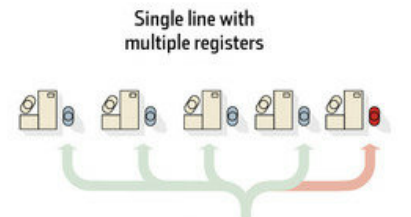
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Line jockeying
Short lines are usually short for a reason. Other shoppers may have concluded that a short line has an extremely slow or chatty cashier.

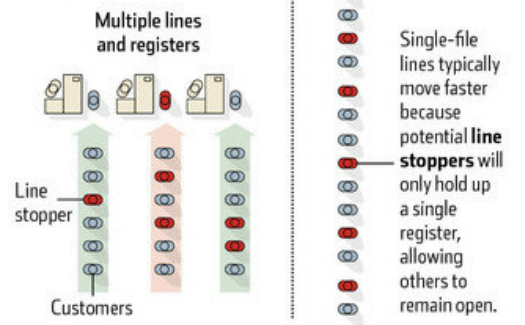


More staff
Some stores employ "runners" at the holidays to assist cashiers. Old Navy sends out "line expeditors" and "super helpers" during peak times.



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.

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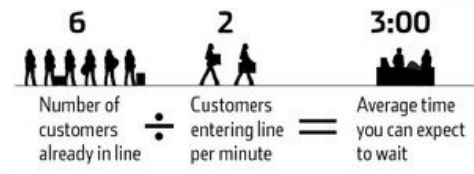
Mike Sudal/The Wall Street Journal



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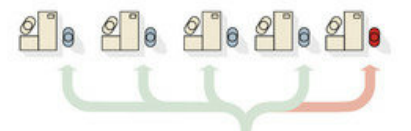
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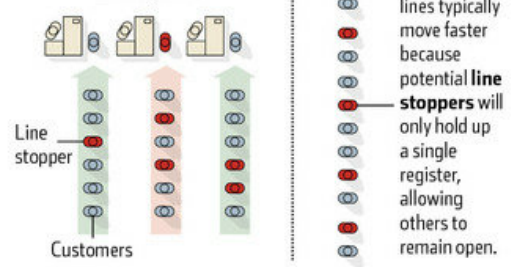
Check It Out

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Single line with multiple registers



Multiple lines and registers



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.

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Source: WSJ reporting

Mike Sudal/The Wall Street Journal



Personal Information Input Pitfalls

- 13. Input Fields: Appears unnecessarily long
- 14. Phone Field: Requiring it
- 15. Alternate Payment Methods: Not testing it
- 16. Verification pages: Not eliminating them

13

15

14

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.



Personal Information Input Pitfalls

13. Input Fields: Appears unnecessarily long

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Logo

[General donation request with broad reasoning headline]

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- 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
- 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

2. Enter Your Information (It's Secure)

13

14

15

16

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.



From This

Your Information

* First Name

* Last Name

* Country

* Street Address

Street Address 2

* City

* State

* Zip Code

* Email Address

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

Preferred Phone

Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

Donate \$70

Logo

To This

Your Information

* First Name

* Last Name

* Country

* Street Address

Street Address 2

* City

* State

* Zip Code

* Email Address

Preferred Phone

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

Payment Details

* Credit Card Number

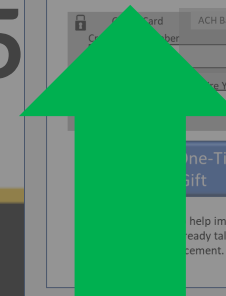
* Verification Code

* Expiration Month

* Expiration Year

Donate \$70

15



39.4%

In Donations



Personal Information Input Pitfalls

13. Input Fields: Appears unnecessarily long

14. Phone Field: Requiring it

15. Alternate Payment Methods: Not testing it

16. Verification pages: Not eliminating them

The screenshot shows a donation form with several sections and annotations:

- Logo**: Located at the top left in a blue box.
- [General donation request with broad reasoning headline]**: A bold heading followed by the text "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:"
- List-Group**: A bulleted list of points:
 - 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...**: A heading followed by text: "This is copy that describes the premium they get for donating above a certain amount." To the right is a blue box labeled "Premium image".
- Text**: "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]**: A heading.
- 1. Enter Your Donation Amount**: A heading followed by a long input field. Below it are two radio buttons:
 - 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)**: A heading followed by a form with several fields:
 - 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): A red box highlights this field.
- 15**: A large number annotation next to the "Preferred Phone (optional)" field.
- 13**: A large number annotation next to the "1. Enter Your Donation Amount" section.
- 14**: A large number annotation next to the "2. Enter Your Information" section.
- Payment Methods**: A section with "Credit Card" and "ACH Bank Account" tabs. The "Credit Card" tab is active, showing fields for "Credit Card Number", "Verification Code", "Expire Month", and "Expire Year".
- Buttons**: "Make My One-Time \$50 Gift" (blue), a "Sun" icon, a "Back" arrow, a "Next" arrow, and a "More" menu icon.
- Text**: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



From This

City State

Zip Code

Gift Information

Credit Card Number

To This

City State

Zip Code

Cell Phone

Gift Information

Credit Card Number

- 15. Alternate Payment Methods: Not testing it
- 16. Verification pages: Not eliminating them

50.6%
In Revenue



Personal Information Input Pitfalls

13. Input Fields: Appears unnecessarily long

14. Phone Field: Requiring it

15. Alternate Payment Methods: Not testing it

16. Verification pages: Not eliminating them

13

15

14

The screenshot shows a donation form with several sections and annotations:

- Logo**: A blue bar at the top left.
- Headline**: "[General donation request with broad reasoning headline]" and "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**: A list of four points explaining why the copy is helpful.
- Section: As a thank you for your donation...**: Includes a "Premium image" placeholder and text describing the premium.
- Section: Yes! I want to [support word] [benefit others experience from organization]**: A motivational statement.
- Section 1: Enter Your Donation Amount**: A text input field for the amount, followed by radio buttons for "one-time gift" (selected) and "monthly recurring gift".
- Section 2: Enter Your Information (It's Secure)**: A form with fields for First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional). The "ACH Bank Account" field is highlighted in red.
- Payment Methods**: A section with "Credit Card" and "ACH Bank Account" options. The "ACH Bank Account" option is highlighted in red.
- Verification**: A section with "Credit Card Number", "Verification Code", "Expire Month", and "Expire Year" fields. A lock icon is present.
- Buttons**: "Make My One-Time \$50 Gift" and a "Back" button.
- Footer**: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



From This

us demanding TRUTH in the media.

BECOME A MEMBER OF OUR GROWING MOVEMENT TODAY!

Choose Your Donation Level

One-time Gift Monthly Gift

MRC Basic Membership: DOUBLE your IMPACT!

With your membership gift, you will receive a free copy of our monthly newsletter, the Watchdog, and get updates of what your membership is helping accomplish. Plus, because of a Challenge Grant from two of our Trustees, any gift you

MRC THANKS OUR LOYAL MEMBERS

- William of Gaston, OR: \$100
- Louis of Sandy Hook, CT: \$50
- Dennis of Pine Knoll Shores, NC: \$50
- Joseph of Abington, PA: \$50

To This

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Choose Your Donation Level

One-time Gift Monthly Gift

MRC Basic Membership: DOUBLE your IMPACT!

With your membership gift, you will receive a free copy of our monthly newsletter, the Watchdog, and get updates of what your membership is helping accomplish.

Erik of Tucson, AZ: \$100

Ramsey of Spring, TX: \$50

Fred of Branford, CT: \$50

Michael of Montville, NJ: \$100

Donate with **PayPal**

14

65.3%
In Donations

Persona
Input Pitfalls

- 13. Input Fields: Appears unnecessarily long
- 14. Phone Field
- 15. Alternating
- 16. Verification



Personal Information Input Pitfalls

13. Input Fields: Appears unnecessarily long

14. Phone Field: Requiring it

15. Alternate Payment Methods: Not testing it

16. Verification pages: Not eliminating them

13

14

15

The screenshot shows a donation form with several sections and annotations:

- Logo**: A blue bar at the top left.
- Headline**: "[General donation request with broad reasoning headline]" and "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
- Section: As a thank you for your donation...**
 - Text**: "This is copy that describes the premium they get for donating above a certain amount."
 - Image**: A blue box labeled "Premium image" with a stack of three boxes behind it.
 - Text**: "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"
- Section: Yes! I want to [support word] [benefit others experience from organization]**
- Section: 1. Enter Your Donation Amount**
 -
 - This is a one-time gift of [\$xx above]
 - This is a monthly recurring gift of [\$xx above]
- Section: 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 Methods**:
 - Credit Card
 - ACH Bank Account
- Credit Card Fields**:
 - Credit Card Number**:
 - Verification Code**:
 - Expire Month**:
 - Expire Year**:
- Buttons**: "Make My One-Time \$50 Gift" (blue), a sun icon, a right arrow, a left arrow, and a "****" field.
- Text**: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



From 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) 687-6902
Street Address: 6115 Arlington 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-1111
Verification Number: 123
Expiration Date: 01/2017

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

To This

[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 a straight up thank you for the premium they get for donating above a certain amount. (Premium image)

Make a sentence, or two, and describe what this premium is, and what value they 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 our organization.

1. Enter Your Donation Amount

This is a one-time gift of \$xx above \$50
 This is a monthly recurring gift of \$xx above \$50

2. Enter Your Information

First Name: Last Name:

Address 1:

Address 2:

City: State: Zip Code:

Email (for receipt): Preferred Phone (optional):

Credit Card: ACH Bank Account:

Verification Code:

176%
In Revenue

P
I
13.
14.
15.
16

tion

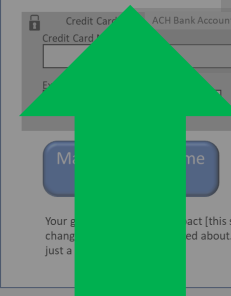
y long

testing it
nating them

13

14

15



19 Pitfalls, 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 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.



19 Pitfalls, 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.



Fail



Poor placement?



Fail



Poor placement?



Support Message Pitfalls

- 17. In-line Reviews: Not testing them first
- 18. Credit Card Input Section: Not reinforcing security
- 19. Text below CTA Button: Not utilizing it

17

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.



18

19



Support Message Pitfalls

17. In-line Reviews: Not testing them first

18. Credit Card Input Section: Not reinforcing security

19. Text below CTA Button: Not utilizing it

17

The screenshot shows a donation form with the following sections and annotations:

- Logo** (blue bar)
- [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...**
- Text: "This is copy that describes the premium they get for donating above a certain amount."
- Text: "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"
- Premium image** (blue box annotation)
- 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)**
- Form fields: First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), Preferred Phone (optional)
- Payment options: Credit Card, ACH Bank Account
- Form fields: Credit Card Number, Verification Code, Expire Month, Expire Year
- Make My One-Time \$50 Gift** (CTA button)
- Text below CTA: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."

18

19



From This



You Make CaringBridge Possible

As a nonprofit, **nearly 90% of our funding comes from people like you** who have experienced the power of CaringBridge firsthand.

CaringBridge helps those going through health-related challenges stay connected with friends and loved ones by providing a secure, ad-free place to post updates, and give and receive encouragement.

When compassionate people like you give to CaringBridge, you ensure that nobody experiences life's greatest challenges alone.

Donation Amount



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

1. Enter Your Donation Amount

Premium image

Support Pitfalls

17. In-line Reviews: Not testing them first

18. Credit Card Input Section: Not reinforcing security

19. Text below

To This



You Make CaringBridge Possible

As a nonprofit, **nearly 90% of our funding comes from people like you** who have experienced the power of CaringBridge firsthand.

CaringBridge helps those going through health-related challenges stay connected with friends and loved ones by providing a secure, ad-free place to post updates, and give and receive encouragement.

When compassionate people like you give to CaringBridge, you ensure that nobody experiences life's greatest challenges alone. People like the Bushaws rely on CaringBridge.

"CaringBridge has been this huge core thing in our lives for 12 years and it'll always be a part of our lives. The emotional connection that happens on CaringBridge doesn't happen anywhere else."

Natalie Bushaw, a CaringBridge author and mother of Logan and Owen

Donation Amount



18
48.5%
In Donations



Support Message Pitfalls

17. In-line Reviews: Not testing them first

18. Credit Card Input Section: Not reinforcing security

19. Text below CTA Button: Not utilizing it

17

The screenshot shows a donation form with the following sections and annotations:

- 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:"
- Bulleted list:
 - 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...**
- Text: "This is copy that describes the premium they get for donating above a certain amount." (Annotation 17)
- Text: "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" (Annotation 17)
- Premium image** (Annotation 17)
- 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]
- 18** (Annotation 18) points to the credit card input section:
 Credit Card ACH Bank Account
Credit Card Number [Input field] Verification Code [Input field]
Expire Month [Input field] / Expire Year [Input field]
- 19** (Annotation 19) points to the CTA button: **Make My One-Time \$50 Gift**
- Text below CTA: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



From This

Phone

Credit Card Information

Card Number *

Exp. Month * Exp. Year *

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

Make My \$50 Gift

To This


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

Phone

Credit Card Information 

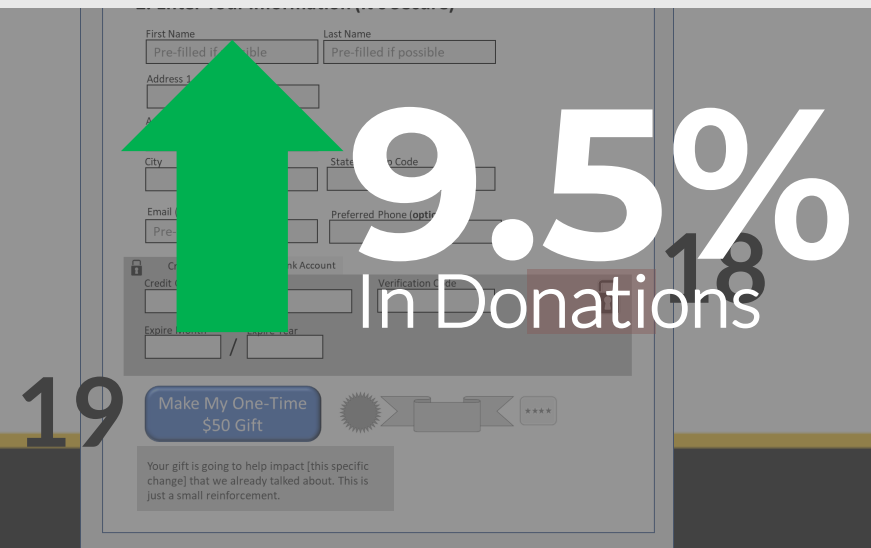
Card Number *

Exp. Month * Exp. Year *

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

Make My \$50 Gift

19. Text below CTA Button: Not utilizing it



Support Message Pitfalls

- 17. In-line Reviews: Not testing them first
- 18. Credit Card Input Section: Not reinforcing security
- 19. Text below CTA Button: Not utilizing it

17

The screenshot shows a donation form with the following sections and annotations:

- 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...**
- Text: "This is copy that describes the premium they get for donating above a certain amount." (Annotation 17 points to this text)
- Text: "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" (Annotation 17 points to this text)
- Premium image** (Annotation 18 points to a blue box labeled "Premium image")
- 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
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** (Annotation 19 points to this button)
- Text below CTA: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement." (Annotation 19 points to this text)

18

19



From This

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

Donate \$70

18. Credit Card input section: Not reinforcing security
19. Text below CTA Button: Not utilizing it

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

19

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.



Let's revisit the original
case study



So why again did the original lose?

Original

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Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information


Title: First Name: Last Name:
Choose from it: First Name Last Name

Address Line 1:
Address Line 2 (Optional):
Address Line 2 (optional):

City: State: Zip Code:
City: Choose from list: Zip Code:

Phone:
Phone Number:

Email:
Email Address:

I'm not a robot 

Your Contribution





\$25 \$50 \$100 \$250 \$500 \$1,000

Make this contribution:

Your Payment Information

Card Number:
Credit Card #:

CSC: Expiration (MM/YY): /
CSC: MM: / YY:
what's this?

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:
Leadership Institute
1001 North Highland Street
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 if outside the U.S.

Individuals retain the right to remove their names and contact information from donor lists the Leadership Institute trades or shares. Please call 1 (800) 827-5323 for more information.

Treatment

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.

Your Donation

Make this a recurring donation of \$100 per month.

Billing Information

First Name: Last Name:

Email Address:

Country:

Address:

City: State / Province:

Zip / Postal Code:

Phone (Optional):

Credit Card Information


Card Number:

CVV: Exp. Month: Exp. Year:



Why the Original Lost

Original

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Donate to the Leadership Institute

Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution


Make this contribution:


Your Payment Information

Card Number:

CSC: Expiration (MM/YY): /

what's this?



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1. Main Message Pitfalls

- Little to no copy at all!
- Not even transition-to-action copy



Why the Original Lost

Original

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Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution

Make this contribution:

Your Payment Information

Card Number:

CSC: Expiration (MM/YY): /

what's this?

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2. Template Design Pitfalls

- Header links
- Small button design
- Horizontal form approach



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Original

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Your Information

Title: Choose from list First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution

\$25 \$50 \$100 \$250 \$500 \$1,000

Other:

Make this contribution:


One time Monthly


Your Payment Information

Card Number:

CSC: Expiration (MM/YY): /

what's this?



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3. Donation Selection Pitfalls

- Large option gift array with lowest amount defaulted



Why the Original Lost

Original

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Donate to the Leadership Institute

Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution


Make this contribution:


Your Payment Information

Card Number:

CSC: Expiration (MM/YY): /

what's this?



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4. Personal Info Input Pitfalls

- Required Phone
- CAPTCHA



Why the Original Lost

Original

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Donate to the Leadership Institute

Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list

First Name:

Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

Your Contribution

Make this contribution:


Your Payment Information


Card Number:

Credit Card #

CSC: Expiration (MM/YY): /

what's this?



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5. Support Message Pitfalls

- No security reinforcement
- No impact reinforcement



Don't let your main
donation page **mistreat**
your donor's motivation.



Because people react to
websites **in the same way**
they react to people.



Download the template:

Nextafter.com/MainDonate

GENERAL DONATION PAGE

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

- Eliminate header
 - Exp. #4903 - 195% increase in donations
 - Exp. #991 - 25% increase in donations, 3% increase in average gift.
- Donate short-cut button
 - Exp. #2107 - 28.2% decrease in donations, 43% decrease in average gift.
 - Exp. #1547 - 18% decrease in average gift size.

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

- Adding extra design elements
 - Exp. #5641, 2161, 4367 - No difference in donations.
- Hard-to-read text
 - Exp. #1469 - 67.6% decrease in donations.
 - Exp. #1469 - 54.1% decrease in average gift size.

4 Background image: If using one, ensure it is related to your value proposition.

- Exp. #2369 - 19.8% increase in donations using a mission related image.
- Exp. #2013 - 53.1% increase in donations using a value proposition related image.
- Exp. #2904 - No difference using a seasonal background.

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

- Exp. #4164 - 21.2% increase in donations.

5 Intro Copy: Introduce your general value proposition here. Communicate clearly and concisely.

- Add value prop (when there is none)
 - Exp. #111 - 258% increase in donations.
 - Exp. #900 - 28% increase in donations.
 - Exp. #6623 - 150% increase in donations.
 - Exp. #1780 - 16% increase in donations.
- Clear and concise
 - Exp. #2023 - 27.4% increase in donations.

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

- Focus
 - Exp. #4467 - 43.8% increase in donations using general copy.
- Formatting
 - Exp. #4537 - 23.1% increase in donations using concise copy.
- Excessive Explanation
 - Exp. #6192 - 65% decrease in donations.
 - Exp. #3951 - 38.5% decrease in donations.
 - Exp. #2503 - 30.6% decrease in donations.
 - Exp. #5340 - No difference.
 - Exp. #1956 - No difference.

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
 - Exp. #6700 - 125.9% increase in donations.

14 Gift Type: Do not default or overemphasize a recurring gift.

- Exp. #6750 - 20% increase in revenue per visitor.
- Exp. #245 - 5.5% increase in donations, 48.5% increase in average gift.

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

- Exp. #1066 - 29.5% increase in donations using prepopulation, 16.4% increase in average gift.
- Exp. #6086 - No difference when adding optional phone number.
- Exp. #2112 - 42.6% decrease in donations when requiring phone.

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

- Exp. #5991 - 14.4% increase in donations.
- Exp. #5755 - 9.5% increase in donations.
- Exp. #6091 - No difference.

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

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 [See above]
 This is a monthly recurring gift of [See above]

2. Enter Your Information (It's Secure)

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

Address 1
Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Credit Card ACH Bank Account

Credit Card Number Verification Code
Expires Month / Expires Year

Make My One-Time 550 Gift

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

18 Call-to-action Button Area: Use credibility seals and reinforce impact of gift with brief copy.

- Adding credibility icons
 - Exp. #4990 - 22% increase in donations, 17% increase in average gift.
- Add value reinforce text.
 - Exp. #1234 - 31.3% increase in donations.
 - Exp. #1053 - 31.3% increase in donations.

19 Verification/Confirmation Pages: Eliminate them.

- Exp. #3711 - 121.5% increase in donations.
- Exp. #3712 - 130.6% increase in donations, 19.5% increase in average gift.

6 Main Image: No image needed.

- Exp. #3970 - 203% increase in donations.
- Exp. #1985 - 342% increase in donations.
- Exp. #1947 - No difference.

7 Video: Avoid it.

- Exp. #5827 - 560% increase in donations.
- Exp. #3970 - 203% increase in donations.
- Exp. #1985 - 342% increase in donations.

9 In-line Reviews: Use them cautiously.

- Exp. #3397 - 48.5% decrease in donations.

10 In-Line Premiums: Describe it here, and use an image.

- Exp. #2347 - 135.4% increase in donations.

11 Call-to-action Copy: Provide a single call-to-action at the end of the body copy, reinforcing the impact of donating.

- Exp. #641 - 166.4% increase in donations.
- Exp. #4269 - 49.4% increase in donations.

13 Gift Array Presentation: If using an array, use big designed buttons, and do not use a premium upsell.

- Use big designed buttons
 - Exp. #5612 - 22.3% increase in donations
 - Exp. #1434 - 63.1% increase in donations.
 - Exp. #15 - 59.9% increase in donations.
- Avoid premium upsell language (typically in membership organizations)
 - Exp. #447 - 34.5% decrease in donations.
 - Exp. #772 - 29.9% decrease in donations.
 - Exp. #780 - 12.6% decrease in donations.

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

- Add headers with numbering to clarify decision points.
 - Exp. #4638 - 12.5% increase in donations.
- Arrange and group form fields to reduce page length.
 - Exp. #1007 - 39.4% increase in donations.

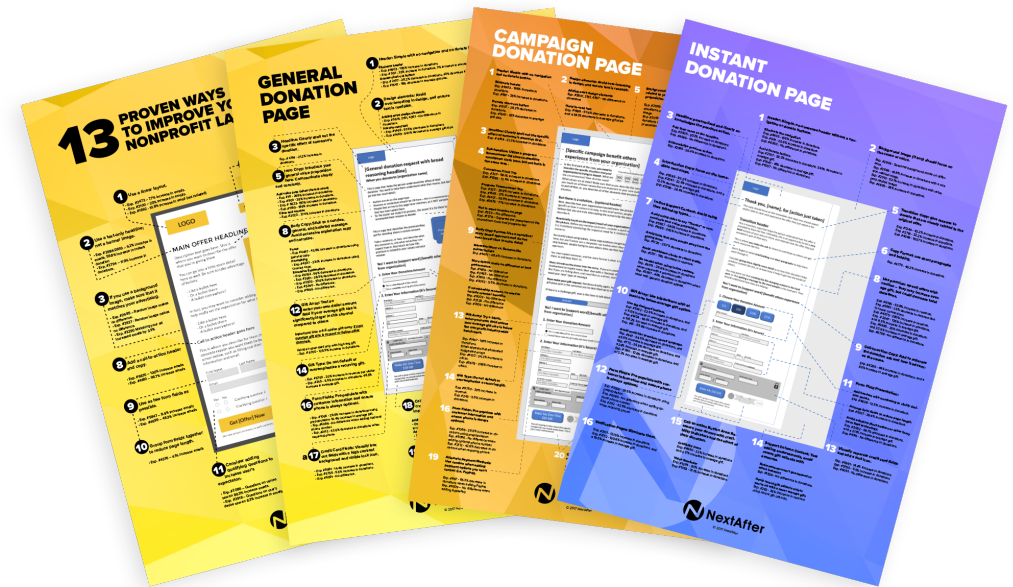
17 Alternate Payment Methods: Use caution when adding payment options you can't control (i.e. PayPal).

- Exp. #867 - 65.3% decrease in donations when adding PayPal, 6.6% increase in average gift.
- Exp. #6509 - No difference when adding ApplePay.

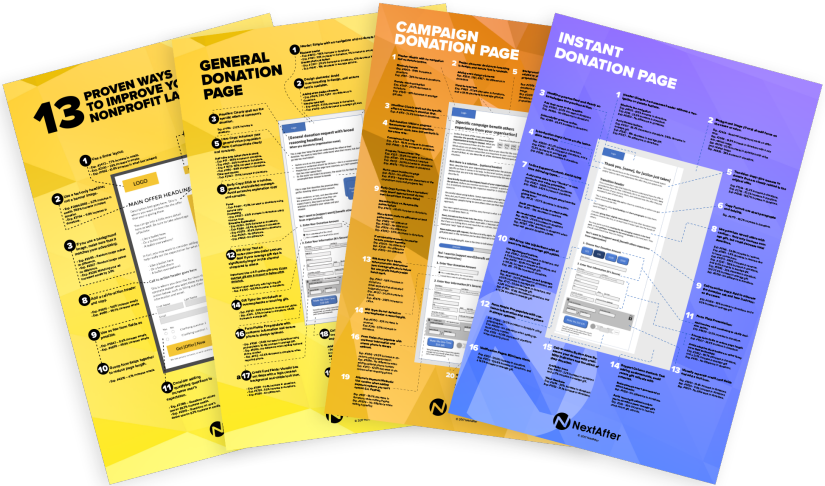
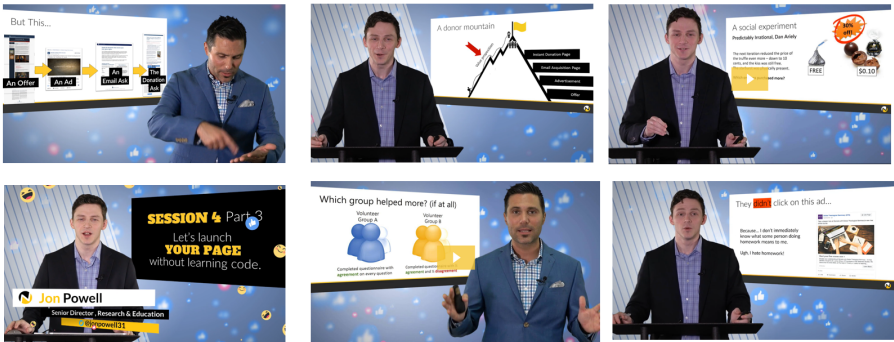
Donation & Landing Page Optimization

Free Online Course

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- Downloadable templates and tools
- Hands-on coaching
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- General donation pages
- Campaign donation pages
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QUESTIONS?

