

5 Ways Your

# Donation Page

Could Be Failing Your Donors

*Starting at 1pm central*

# Donation & Landing Page Optimization

\$199/person

## *Virtual Certification Workshop*

July 1<sup>st</sup> | 10am-4pm CST

- Core principles of effective landing pages
- Email acquisition pages
- Main donation pages
- Campaign donation pages
- Instant donation pages



**[NextAfter.com/virtual-workshop](https://NextAfter.com/virtual-workshop)**





5 Deal-Breaking Questions  
to Ask When

# Choosing a New Donation Platform



Get the free checklist  
and white paper

[NextAfter.com/5Questions](https://NextAfter.com/5Questions)



# Donation Pages Are Just One Piece in Your Online Fundraising Program

*Let us help you grow your revenue based on data-driven and proven strategies*

At NextAfter, we've conducted over **2,500 online fundraising experiments** to learn exactly what works to grow online fundraising programs.

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

If you'd like to see how data-driven strategies, proven-tactics, and research-driven fundraising solutions can **help you hit your fundraising goals** and grow your organization's impact, we'd love to chat.



**To see how we can partner** and unleash generosity together, just let us know you're interested at:

[NextAfter.com/work-with-us](https://NextAfter.com/work-with-us)



# Today's Speaker



**Nathan Hill**

Marketing Director

NextAfter

[nathan@nextafter.com](mailto:nathan@nextafter.com)



5 Ways Your

# Donation Page

Could Be Failing Your Donors



# Session 5

## DONATION & LANDING

# PAGE

## OPTIMIZATION





## ESSENTIAL WORKERS NEED PAID LEAVE

McDonald's front-line employees are facing an impossible decision in the midst of COVID-19: Keep their jobs or maintain their health.

[Learn more](#)



## ESSENTIAL WORKERS NEED PAID LEAVE

McDonald's front-line employees are facing an impossible decision in the midst of COVID-19: Keep their jobs or maintain their health.

[Learn more](#)

## DONATE TO THE ACLU

The ACLU has been at the center of nearly every major civil liberties battle in the U.S. for over 100 years. This vital work depends on the support of ACLU members in all 50 states and beyond.

**We need you with us to keep fighting — donate today.**

Contributions to the American Civil Liberties Union are not tax deductible.

**UPDATE YOUR MONTHLY DONATION >**

**RENEW YOUR MEMBERSHIP >**

**GIVE OVER THE PHONE**

 [1-888-567-ACLU](tel:1-888-567-ACLU)

### 1 Amount

Select donation type

One-time

Monthly

A monthly gift helps us respond to urgent threats and plan ahead.

Select or enter an amount to give

\$20

\$30

\$40

Other



Sign up for ACLU emails to stay informed and take action to protect people's rights.

Choose payment method

Credit Card

Monthly gifts can only be made via credit card

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### 1 Amount

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One-time

Monthly

# General Donation Page

**UPDATE YOUR MONTHLY DONATION >**

**RENEW YOUR MEMBERSHIP >**

**GIVE OVER THE PHONE**

 [1-888-567-ACLU](tel:1-888-567-ACLU)

Choose payment method

Credit Card

Monthly gifts can only be made via credit card

Let's start with an  
**EXPERIMENT**



# Experiment #6623



## Research Question:

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



# Experiment #6623


## Original

Illinois Policy

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

☰ 🔍

DONATE



# ILLINOIS' COMEBACK STORY STARTS HERE

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

Select Donation Amount

\$35

\$50

\$100

\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year

Security Code

GIVE NOW

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

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

Illinois Policy Institute does not accept government funding.




# Experiment #662

## Treatment

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.**

\$35

\$50

\$100

\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

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Year

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[GIVE NOW](#)



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Chicago, IL 60603*

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## Treatment



### Getting the unbiased truth

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Illinois Policy Institute  
600 S. LaSalle St.  
Suite 400  
Chicago, IL 60605

Illinois Policy Institute does not accept government funding.

### propose your plan

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

### Payment Information

Chicago Office | Illinois Policy  
190 South LaSalle Street | 5th Floor | Chicago, IL 60603  
T: 312.345.5700 | F: 312.345.5705  
Springfield Office | Illinois Policy  
802 South 5th Street | Springfield, IL 62704  
T: 217.228.8800 | F: 217.228.8808 | [info@illinoispolicy.org](#)



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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

### Payment Information

**GIVE NOW**

# Experiment #6623


## Original

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OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

☰ 🔍

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[Twitter](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Email](#)

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\$35

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\$100

\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

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Month

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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 on. We are doing all of this for people like you.

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

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

Select Donation Amount

\$35

\$50

\$100

\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year


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150%  
DONATIONS

# WHAT!?





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



Well yes... and no.



Want to accomplish the mission they ALREADY have in mind.

And yet...

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



# Why the Treatment Won

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

## Treatment



### Getting the unbiased truth

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

Select Donation Amount

\$35	\$50	\$100	\$250
Other Amount			

Donor Information

Cardholders Name	
Address	Address 2
City	
Illinois	Zip
Email	
Phone	

Payment Information

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# 150%

## In Donations

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



How are we  
doing?

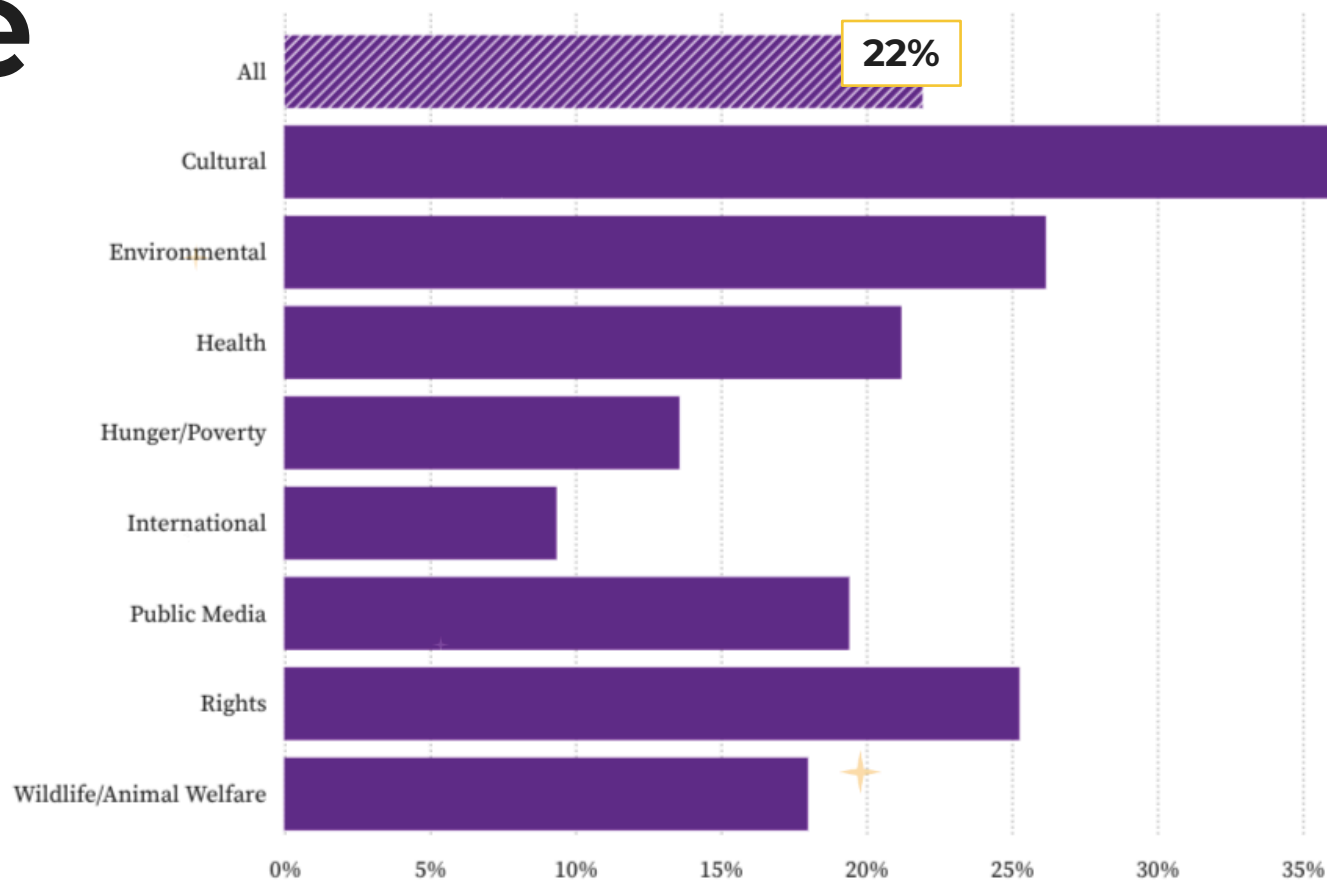


# How many visitors are actually donating?

22%

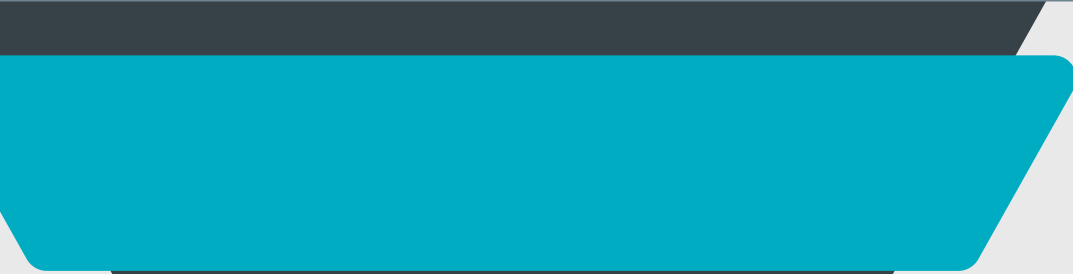
Website main donation page conversion rate

View as graph ▾

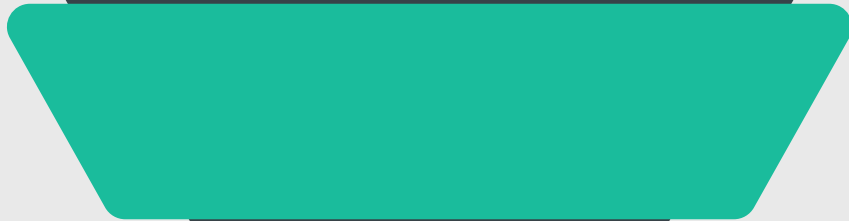




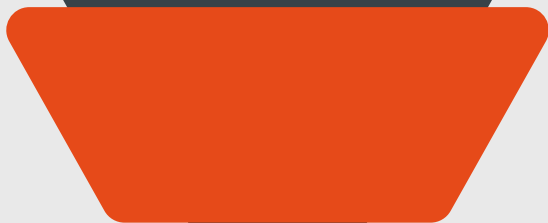
**Visits your donation page**



**Starts to read**



**Reads all the way to the form**



**Begins the donation process**



**Completes donation**



**Completes donation**

22%



78% Failure!

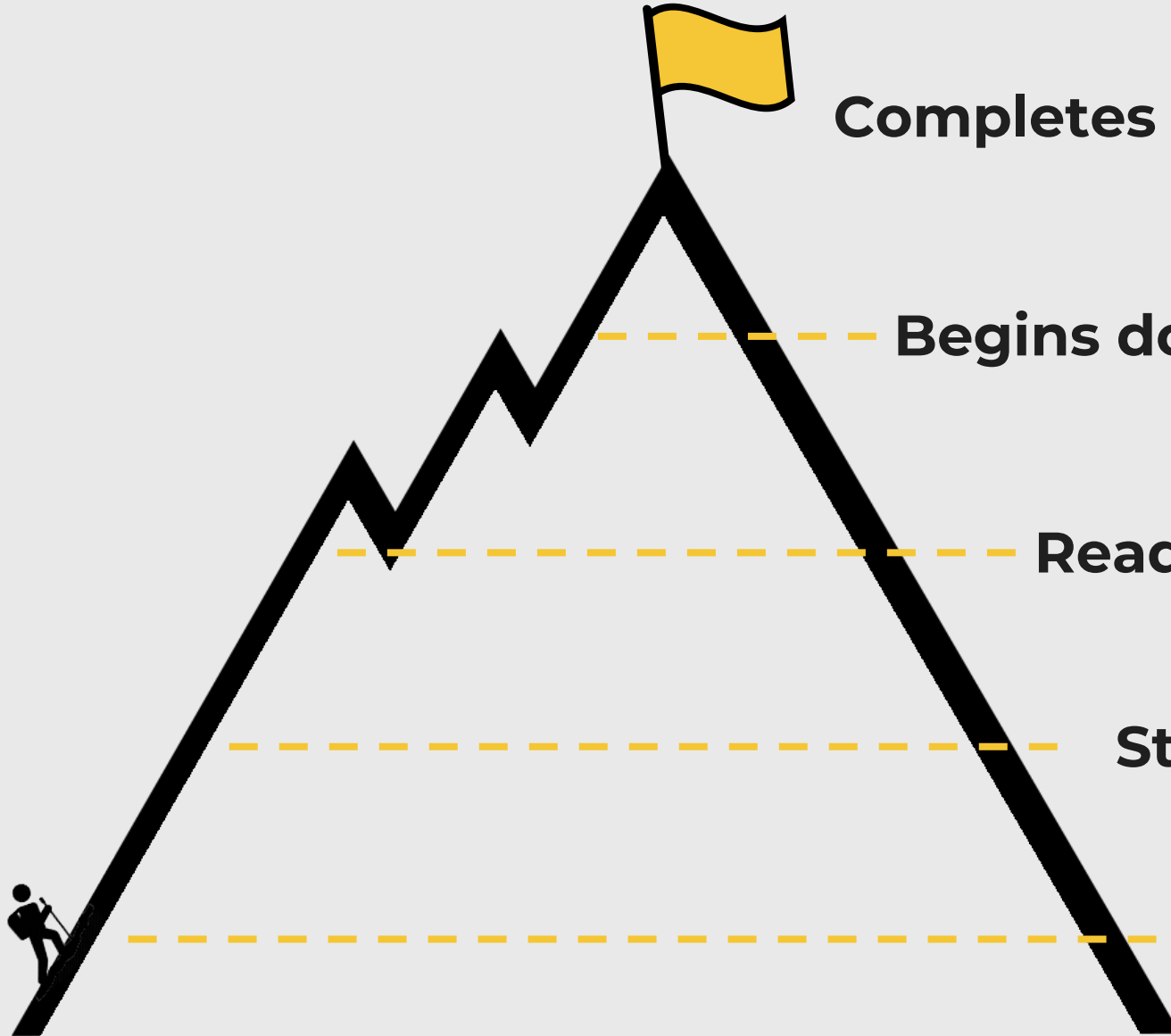
**Completes donation**

22%









**Completes donation**

**Begins donation process**

**Reads to the form**

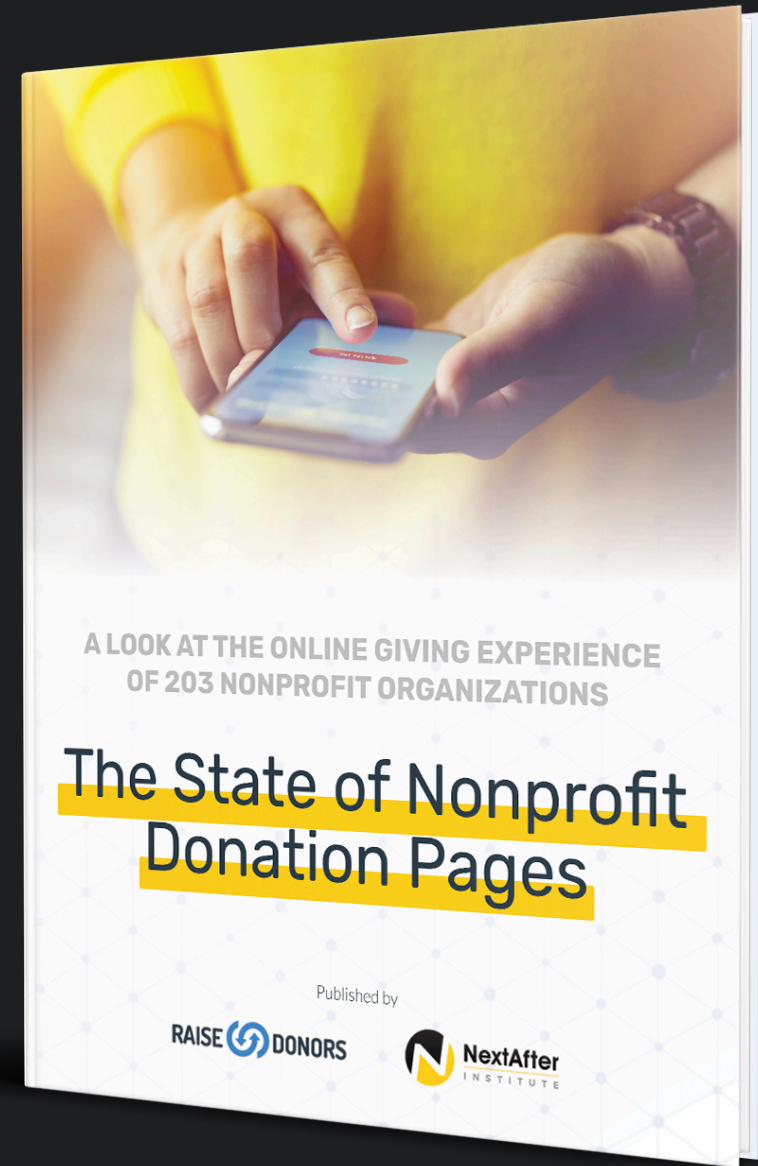
**Starts reading**

**Visits page**

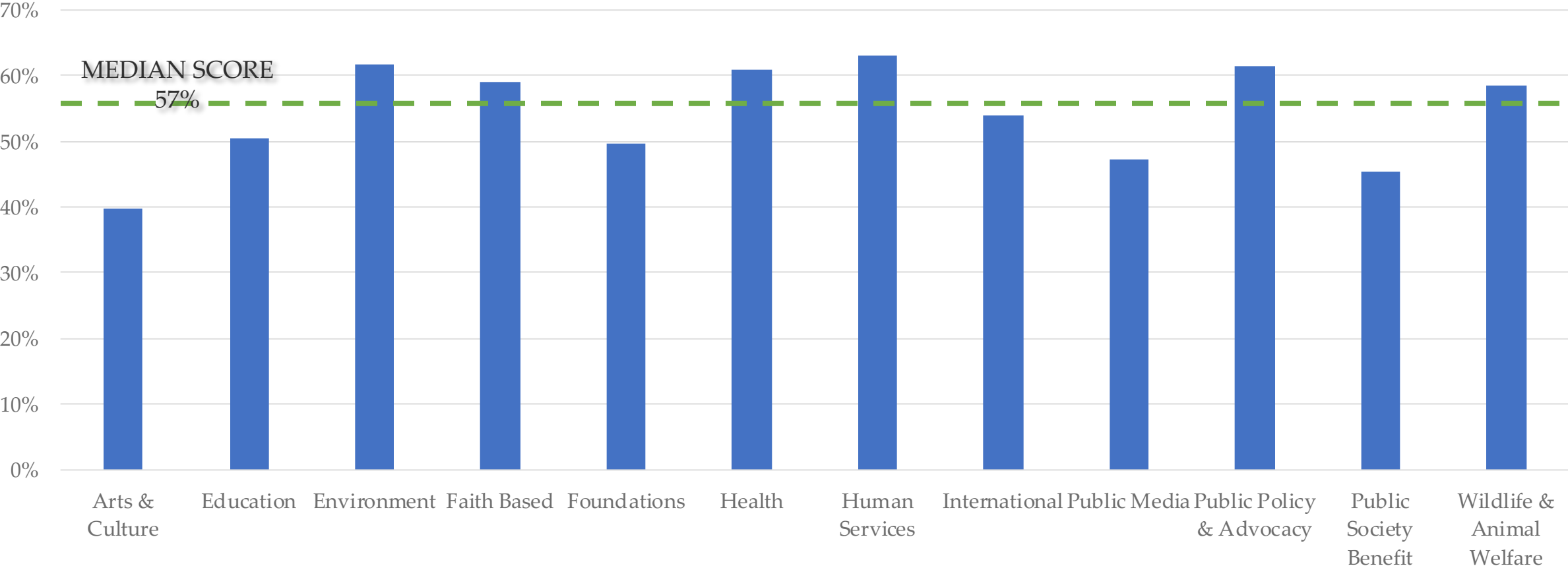


# THE STATE OF NONPROFIT DONATION PAGES

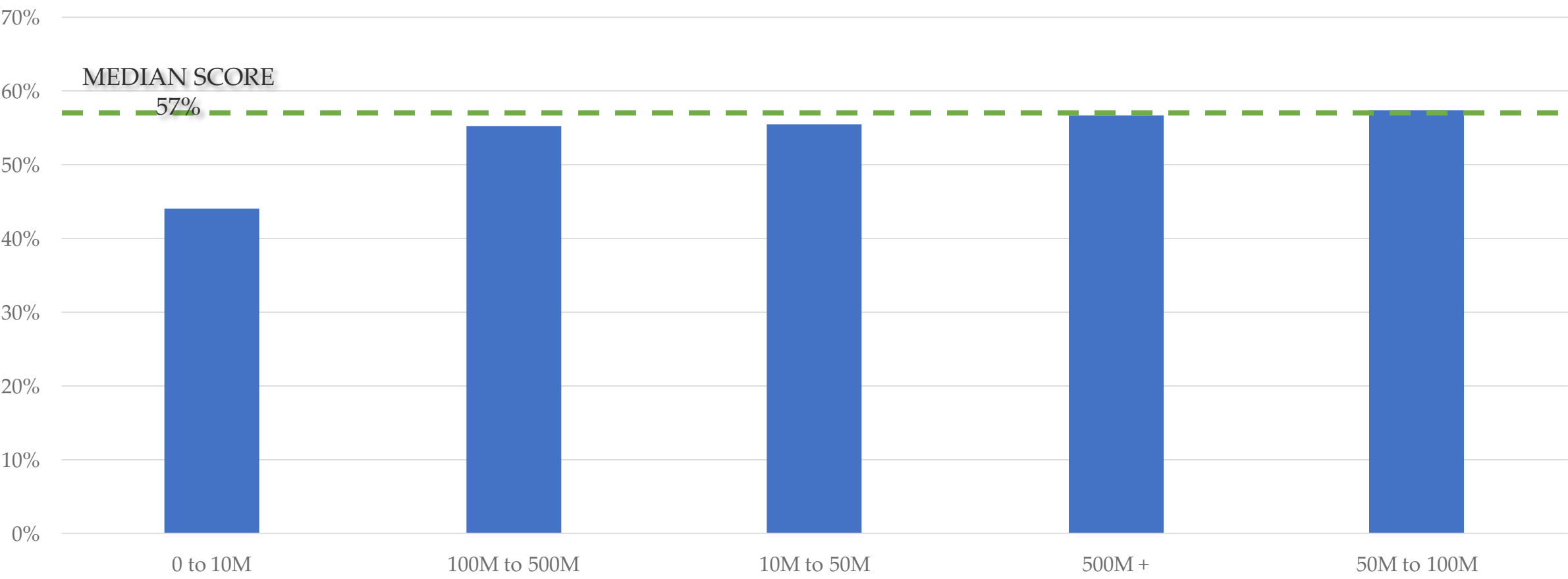
STATEOFDONATIONPAGES.COM



# Scores by Vertical



# Scores by Size



Everyone, yes  
even you, can  
improve.



# OUR GOAL:

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



# Key Question

How do I create a donation page that is optimized?



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

- Eliminate header
  - +195% Don (86% LoC) (4903)
  - +25.6% Don / +3% AvgG (991)
  - No Diff (6350)
- Eliminate Donate button
  - -28.2% Don / -34.1% AvgG (2107)
  - No diff Don / -18% AvgG (1547)
  - No diff (1557)

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

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

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

- +21.2% Don (4164)

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

- Add value prop (when there is none)
- +258% Don (111)
  - +28% Don (900)
  - +150% Don (8623)
  - +186% Don (1780)
- Clear and concise
- +27.4% Don (2023)

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

- Focus
- General vs. 1 Aspect +43.8% Don (4467)
- Formatting
- Concise vs. Narrative +23.1% Don (4537)
- Excessive Explanation
- No Diff (5340)
  - No Diff (1956)
  - No Diff (2134)
  - No Diff (4098)
  - -66% Don (6252)
  - -38.5% Don (3951)
  - -30.6% Don (2503)

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

**Important:** Use a 4-5 option gift array if your average gift size is around or below other channels

- Using an open-field only with high avg gift
- +125.9% Don (6700)

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

- +20% Rev/Visit (62750)
- +5.5% Don / +48.5% AvgG (245)
- +49% Don (single gift only vs recurring only)

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

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

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

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

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 [See above]

This is a monthly recurring gift of [See 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

Credit Card Number

Expiration Month

Expiration Year

ACH Bank Account

Verification Code

1

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.

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

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

# 6 Main Image: Unnecessary to include

- No Diff (1947)

# 7 Video: Avoid it

- +60% Don (5827)
- +203% Don (3970 not iso)
- +342% Don (1985)

# 9 In-line Review: Use them cautiously

- -46.5% Don (3397)

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

- +135.4% Don (2347)

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

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

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

- Use big designed buttons
- +22.9% Don / +9.5% AvgG (5632)
  - +63.3% Don / +18.2% AvgG (\$434, not iso)
  - +59.9% Don (15)
- Avoid multi-tier premium upsell language (typically in membership orgs)
- -34.5% Don / +18.6% AvgG (447)
  - -29.9% Don / +34% AvgG (772)
  - -12.6% Don / +12.2% AvgG (780)

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

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

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

- Adding Paypal -55.3% Don / +6.6% AvgG (867)
- Adding ApplePay No Diff (6509)

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

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

# 19 Verification pages: Eliminate them

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



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...

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

Address 1

Address 2

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

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

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

Make My One-Time  
\$50 Gift



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



# 5 Key Areas Where We Often Fail Our Donors

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

Logo

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

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

**2. Enter Your Information (It's Secure)**

First Name  
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.



# 5 Key Areas Where We Often Fail Our Donors

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

The image shows a wireframe of a donation form. A yellow rectangular box highlights the top portion of the form, which contains the following elements:

- A blue header bar with the word "Logo" in white.
- A bold headline: "[General donation request with broad reasoning headline]".
- A sub-headline: "When you donate to [organization name]".
- A paragraph of 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:".
- 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
- A section titled "As a thank you for your donation..." followed by a paragraph of text.
- A blue button labeled "Premium image" with a small icon of a stack of papers.

Below the highlighted section, the form continues with:

- A paragraph of 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".
- A bold section header: "Yes! I want to [support word] [benefit others experience from organization]".
- A sub-header: "1. Enter Your Donation Amount" followed by a text input field.
- Two radio button options:
  - ☒ This is a one-time gift of [\$xx above]
  - ☐ This is a monthly recurring gift of [\$xx above]
- A sub-header: "2. Enter Your Information (It's Secure)".
- A series of input fields for personal information: First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional). Each field has a "Pre-filled if possible" label.
- A section for payment information with tabs for "Credit Card" and "ACH Bank Account". It includes fields for Credit Card Number, Verification Code, Expire Month, and Expire Year.
- A blue button labeled "Make My One-Time \$50 Gift".
- A small graphic of a sun and a stack of papers.
- A final paragraph of text: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



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



Make your main message as  
**INCLUSIVE** as possible.  
For your ideal donor!






# The Main Message






# Experiment






## From This

 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.

**Donation Amount**

\$35

\$50

\$100

\$250

Other Amount

**Donor Information**

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

**Payment Information**

Visa, Mastercard or American Express Number

Month

Year

Security Code




GIVE NOW


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

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

Illinois Policy Institute does not accept government funding.

## To This

 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**

\$35

\$50

\$100

Other Amount

**Donor Information**

Cardholders Name

Address

City

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

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150%  
In Donations

↑  
891  
↓



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

(i.imgur.com)

submitted 3 years ago by P82

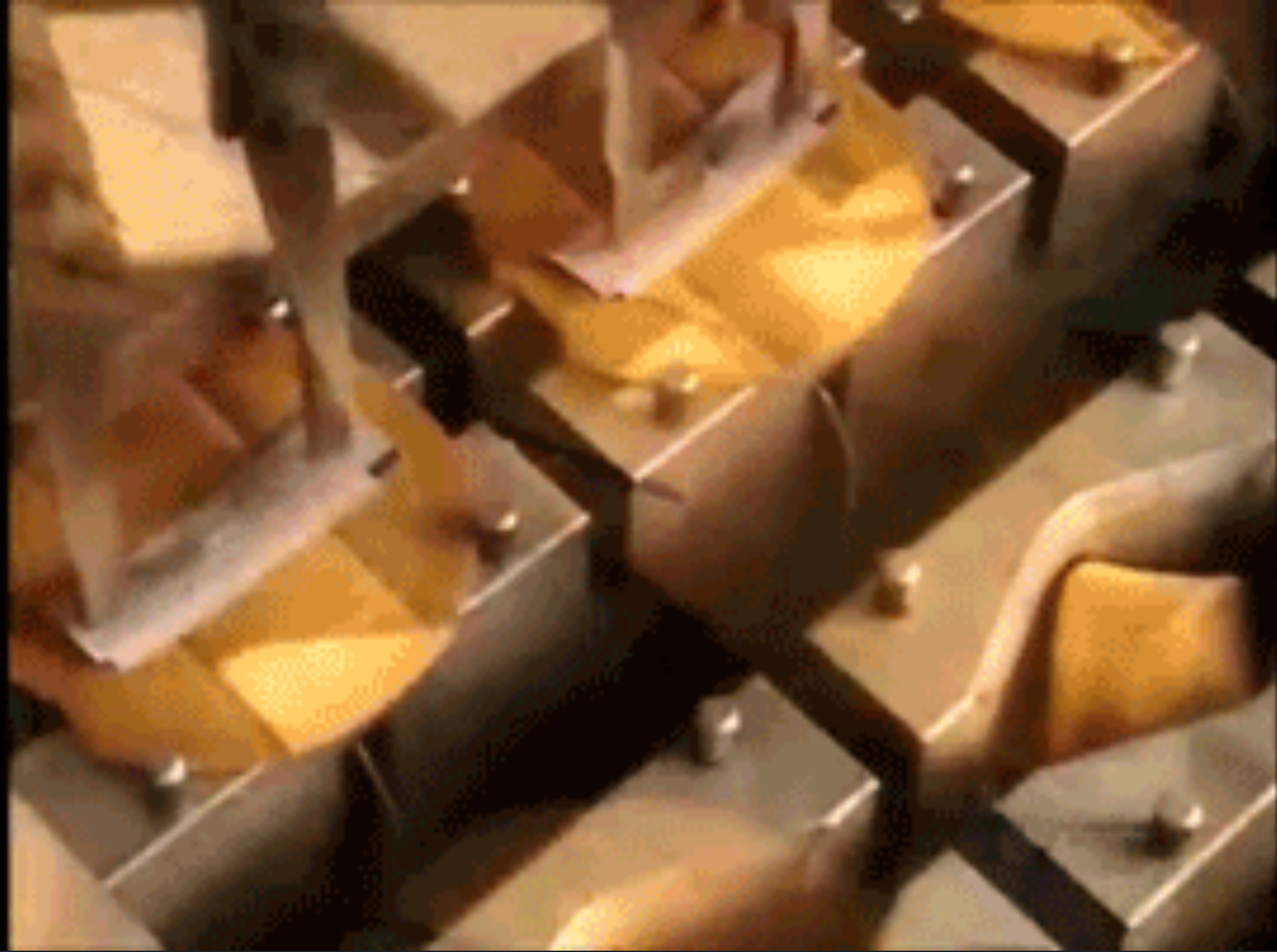
61 comments share save hide report

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

[all 61 comments](#)

---





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



# Experiment

A



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

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

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

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

B



## Tell Others About Jesus

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

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

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

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

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



30.6%

In Donations

# Experiment

## A



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30.6%

In Donations

ALLOW VISITORS TO USE THEIR  
OWN MIND, LIFE FOR VISUALS.



ALLOW VISITORS TO USE THEIR  
OWN MIND, LIFE FOR VISUALS.

*No videos, please :)*



# Experiment 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

# 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.

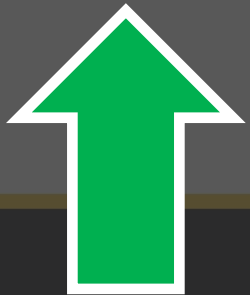
But, your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

**Please make a gift using the secure form below**

## Donation Information

Amount:

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



# 560%

## In Donations

REMINDE THEM OF THE DESIRED  
ACTION AND ITS EFFECT.



# Experiment

## From This

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



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- 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



# The Communicating Inclusively CHECKLIST

- ☐ Do you have a **main message** at all? Is it longer than just two lines?
- ☐ Does your main message **stay broad** and focus primarily on your values and common points of value and differentiation?
- ☐ Is your main message quickly **scannable**? Does the format lend itself to imagination?
- ☐ Do you include text that **calls them to action** and reinforces the value of their action?



30% OF NONPROFITS HAD  
LESS THAN 1 SENTENCE ON  
THEIR DONATION PAGE.



# 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

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  
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  
Credit Card Number  
  
Expire Month  
 /   
Expire Year

☐ ACH Bank Account  
Verification Code

☐

Make My One-Time \$50 Gift

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



# 5 Key Areas

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

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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.



#2

Make your main message as  
INCLUSIVE as possible.

Without DISTRACTION or  
MISDIRECTION.



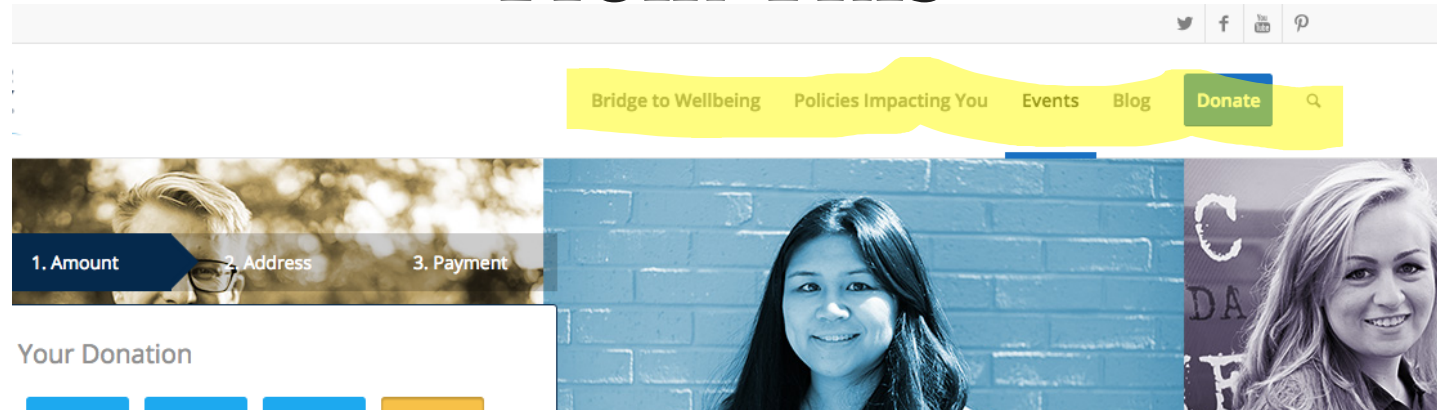


**DESIGN MUST SERVE A PURPOSE, NOT  
JUST LOOK NICE.**

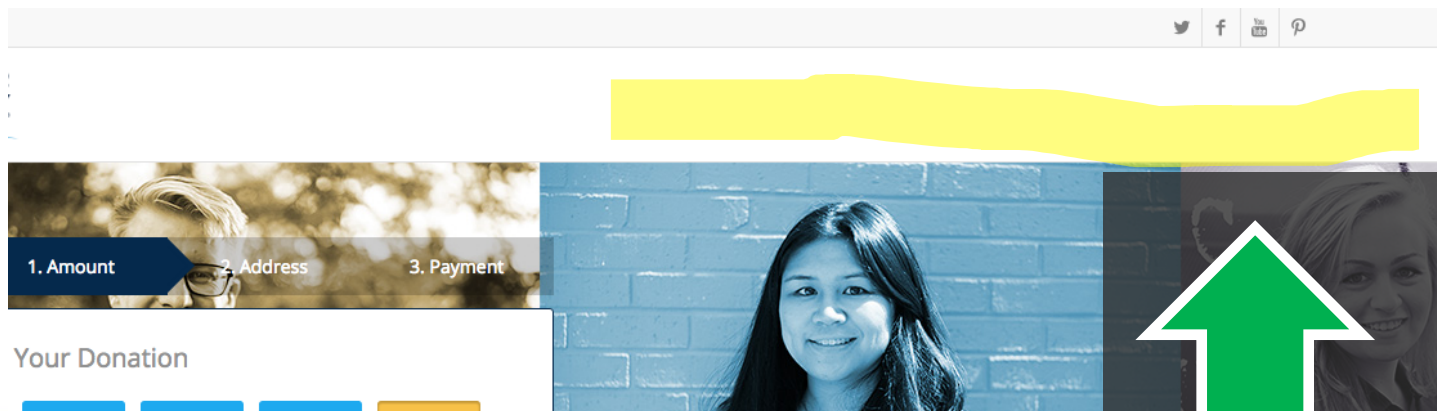


# Experiment

From This



To This



195%

In Donations

# Experiment From This



[Privacy Policy](#)

[Financial Accountability and Integrity](#)



## Other Ways To Give

### DONATE BY PHONE

For assistance or to give a gift by phone, call:

1-800-A Family (232-6459)

Monday - Friday, 6:00 am - 8:00 pm Mountain Time

### DONATE BY MAIL

To give a gift by mail:

Focus on the Family  
8605 Explorer Drive  
Colorado Springs, CO 80920

Download and print a mail-in form



### OTHER DONATION TYPES

Honor and Memorial Gifts

Workplace Giving Programs

Combined Federal Campaign

Gift and Estate Planning

Non-Cash Gifts

## 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

- 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: **\$17.99**
- ☐  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.

# To This

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- ☐ \$50.00 ☒ \$100.00 ☐ \$250.00  
☐ \$500.00 ☐ \$1,000.00

OR

Other \$

Free gift when making your donation recurring.

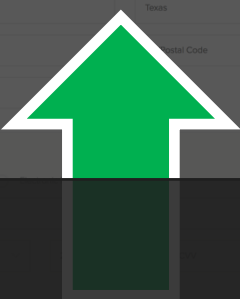
☐ Make my donation recurring

- + CHOOSE YOUR FREE GIFT

## BILLING INFORMATION or [Sign In](#)

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

**PAYMENT METHOD** ☒ ☐ ☐



# 5.5%

# In Donations



**DESIGN IS**

**THE DEVIL!**



**DESIGN IS**

**WRONG**

**THE DEVIL!**



# Fight for Wilderness

Donate now to protect public lands.

Photo Credit: Kevin McNeal

Give Monthly

Give Once

By becoming a monthly donor, you provide the ongoing resources to protect and defend our wildest places against the Trump administration's attacks.

\$15

\$25

\$36

\$50

Other

Your Gift Amount

**\$25.00**

Credit Card

First Name

Last Name

Email

Street Address

☐ I live outside of USA / Canada ?

City

State

Zip Code

Credit Card Number

Expiration Date

CVV Number ?

**DONATE NOW**

Your gift is tax-deductible





Email



Street Address

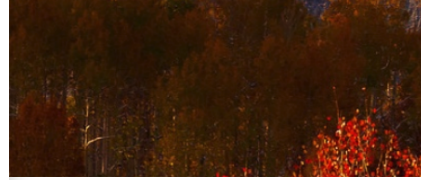
☐ I live outside of USA / Canada <sup>?</sup>

City <input type="text"/>	State State ▼	Zip Code <input type="text"/>
Credit Card Number <input type="text"/>	Expiration Date MM/YY	CVV Number <sup>?</sup> <input type="text"/>

**DONATE NOW**

Your gift is tax-deductible





## Our Values



### Trust and Collaboration

As One TWS, we forge trusted, respectful relationships and lasting collaborations. We are humble as individuals, and proud as a team.



### Community and Commitment

We are committed to the ideal that wilderness and all public lands can bring people and communities together and that everyone should share equitably in their benefits.



### Solutions and Science

True to our history we are guided by science, learning and adapting to create enduring solutions for future generations.

### Give a Gift by Phone

[1-800-843-9453 \(1-800-The Wild\)](tel:1-800-843-9453)

### Give a Gift by Mail

[Print out and complete this form](#)

### Contact Us

[1-800-843-9453 \(1-800-The Wild\)](tel:1-800-843-9453)  
[member@tws.org](mailto:member@tws.org)



# Experiment

## From This

**Your Gift Amount**

☐ \$25  
☐ \$50  
☐ \$100  
☒ \$250  
☐ \$500  
☐ Other  
\$ 250

Monthly gift? ☐ Make my gift repeat every month  
☐ I have a special request or comment

**Your Information**

## To This

**Your Gift Amount**

\$ 50

Monthly gift? ☐ Make my gift repeat every month

**Your Information**



63.1%

In Donations

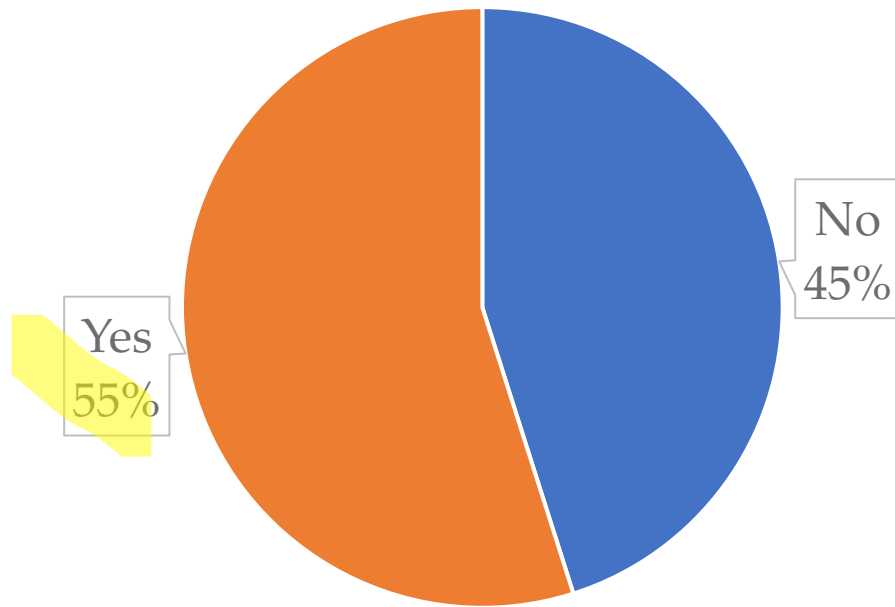
# The No Distraction/Misdirection CHECKLIST

- ☐ Does your main donation page include header links or side links that could influence them to act on any hesitation?
- ☐ Does the formatting and color scheme make it more difficult to read and process the message?
- ☐ Are you using design elements when it is appropriate, such as with your suggested gift options?

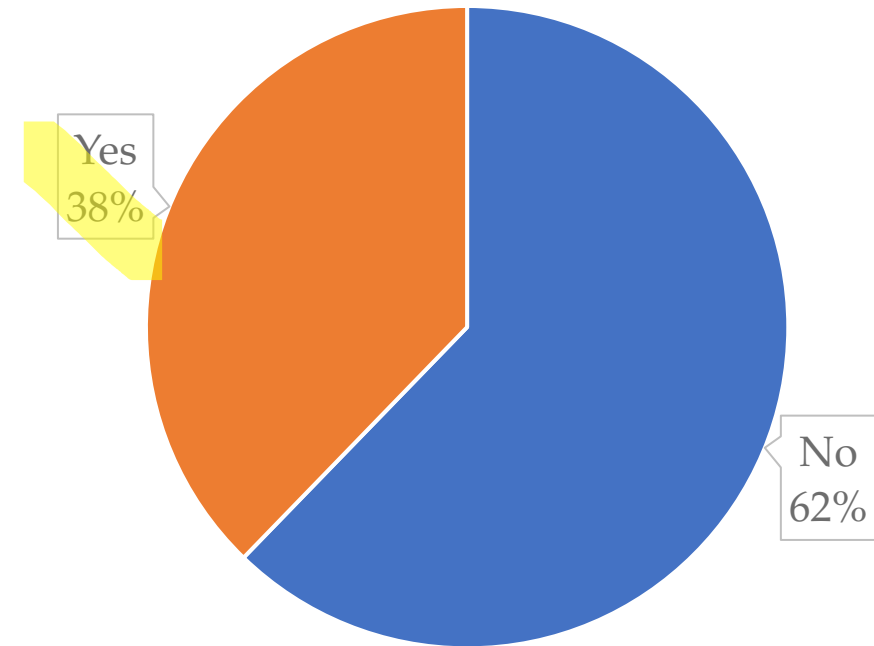


# Unnecessary Links & Distractions

MENU & NAVIGATION  
DISTRACTION?



MULTIPLE CALLS TO  
ACTION?



# 5 Key Areas

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- ~~Template Design~~
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Premium image

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**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

ACH Bank Account

Expiration Month

Expiration Year

Verification Code

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.



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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

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]

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.



Without DISTRACTION or  
MISDIRECTION.

Avoid appearing too  
**TRANSACTIONAL.**







### 1. Choose Your Donation Amount

\$25

\$50

\$75

\$100

\$250

\$500

Experiment

From This

To This

TRY WITH REPEAT & RETURN DONORS.

TRY WHEN YOU HAVE A HIGH AVERAGE GIFT.

JUST TRY.

CARING BRIDGE

What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge is a place where you can find support and help. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones.

Can you support CaringBridge today? Your support really makes a difference!

1. Choose Your Donation Amount

\$25 \$50 \$75

\$100 \$250 \$500

\$100.00 (minimum \$10.00)

\* Payment Plan

CARING BRIDGE

What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge is a place where you can find support and help. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones.

Can you support CaringBridge today? Your support really makes a difference!

1. Choose Your Donation Amount

\$100.00 (minimum \$10.00)

\* Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payment

2. Enter Your Information

\* First Name

\* Last Name



126%  
In Donations

# Experiment

## From This

### My Donation

\$50

\$100

\$250

\$100

(minimum \$5.00)

### My Information

First Name

Last Name

Email Address

## To This

### My Donation

\$50

\$100

\$250

\$100

(minimum \$5.00)

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

[Yes, upgrade my membership!](#)

### My Information

First Name

Last Name

Email Address

22.3%  
In Revenue

THE POWER OF CHOICE.



# Which gets the most sales?

A selection of 24 exotic jellies



Stopped by to look

A selection of 6 exotic jellies

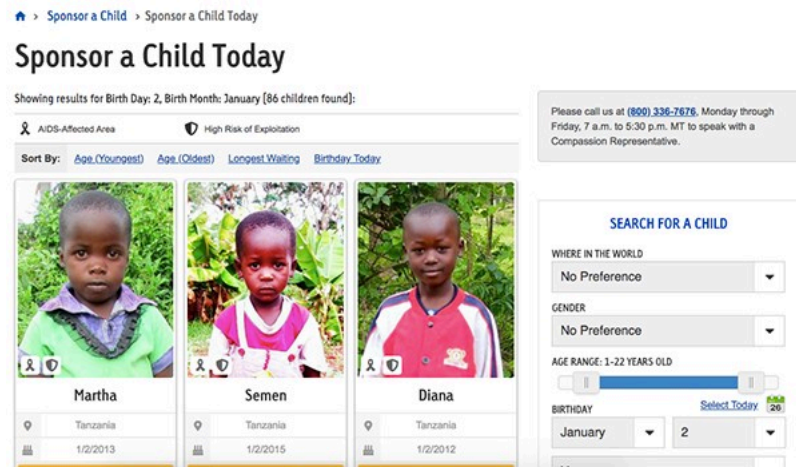
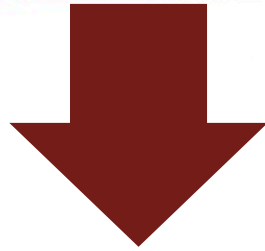
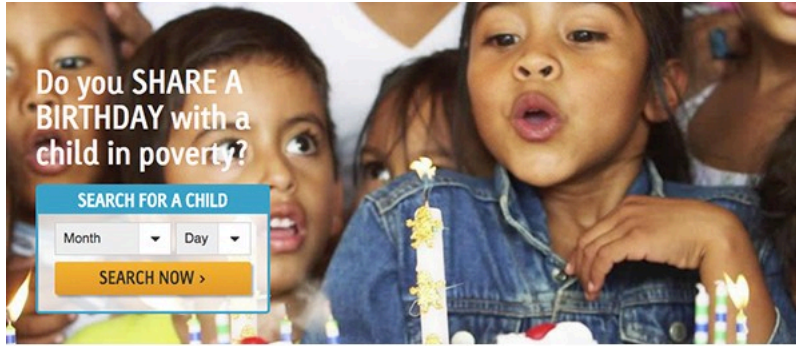


505%  
In Purchases

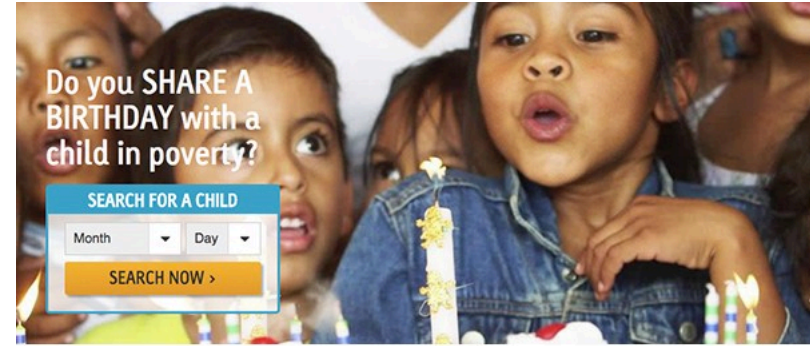


# Experiment

NOT This



BUT This



**EMPOWER** DONORS TO CHOOSE  
WITHOUT OVERWHELMING  
WITH OPTIONS.



# The Donation Selection CHECKLIST

- ☐ Does your main donation page have a higher than average gift size?  
Have you then tested an open field instead of suggested gift amounts?
- ☐ Are you trying to push a higher average gift unnaturally? Does it come off as opportunistic in any way?
- ☐ Are you offering choice but not too much choice?



# How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

## CONTROL

Your Donation

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

Make My \$50 Gift

AND A 44% INCREASE FOR PEOPLE ON  
MOBILE DEVICES.

TREATMENT **7.8%**

In Conversion Rate

Billing Information

First Name

Last Name

Email Address

Country

Address

City  State / Province

Zip / Postal Code

Phone (Optional)

**14.9%**

In Average Gift

Credit Card Information

Card Number

CVV

Exp. Month

Exp. Year

Make My \$50

**23.8%**

In Revenue

# 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

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.



# 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
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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**

☐ 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.



Avoid appearing too  
TRANSACTIONAL.

Minimize **PERCEIVED  
INPUT.**

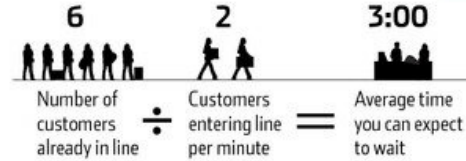




# The Science of Lines

## What's really happening at checkout

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



### Clock watching

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

### Impulse buying

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



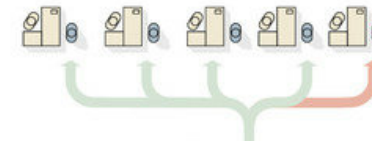
### Line jockeying

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

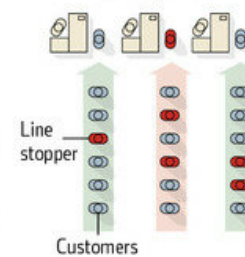
### More staff

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

### 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.

### 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.

### Bailing out

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

Source: WSJ reporting

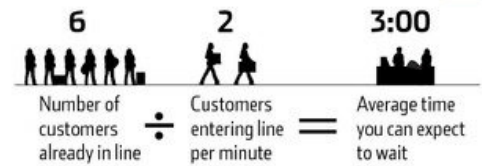
Mike Sudal/The Wall Street Journal



# The Science of Lines

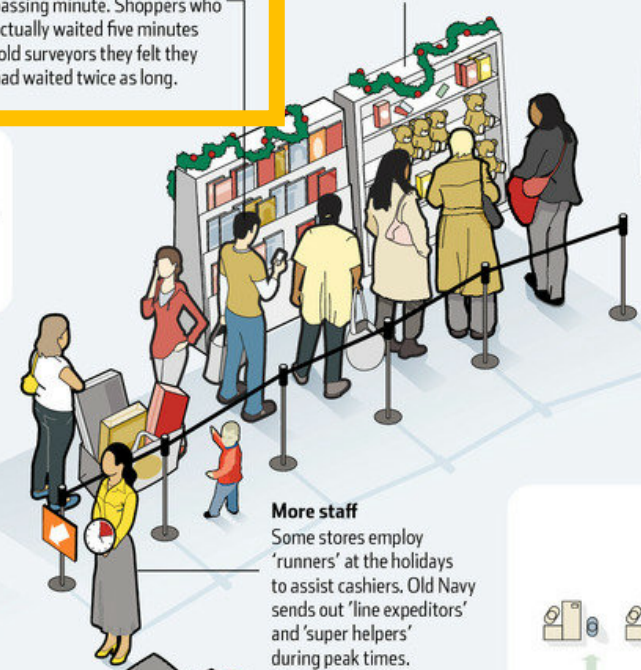
## What's really happening at checkout

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

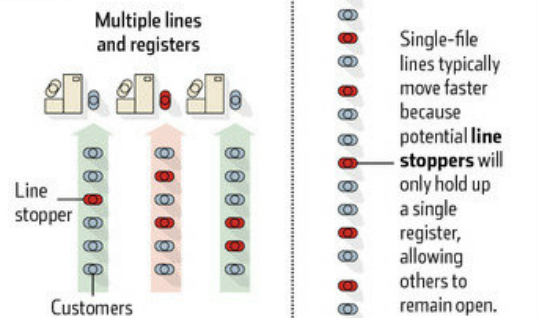


**Clock watching**  
Once a wait lasts longer than three minutes, the perceived wait time multiplies with each passing minute. Shoppers who actually waited five minutes told surveyors they felt they had waited twice as long.

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



**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.



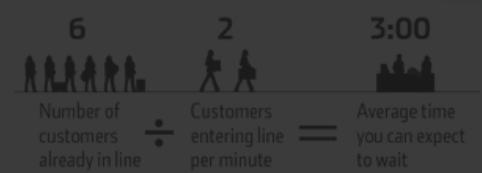
**Clock watching**  
Once a wait lasts longer than three minutes, the perceived wait time multiplies with each passing minute. Shoppers who actually waited five minutes told surveyors they felt they had waited twice as long.



# 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.



### Bailing out

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

Source: WSJ reporting

### Clock watching

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

### Impulse buying

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



### Line jockeying

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

### More staff

Some stores employ extra cashiers and assistants during peak times. Some stores also employ "super helpers" to assist customers with their shopping 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.



Mike Sudal/The Wall Street Journal

# PERCEPTION IS REALITY.

## Bailing out

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



# Experiment

From This

To This

## Your Information

\* First Name

\* Last Name

\* Country

United States

\* Street Address

Street Address 2

\* City

\* State

-Choose-

\* 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

## Your Information

\* First Name

\* Last Name

\* Country

United States

\* Street Address

Street Address 2

\* 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

-Choose-

\* Expiration Year

-Choose-

Donate \$70

FIELD LAYOUT FRICTION.



39.4%

In Donations

# Experiment

From This

To This

City

State

-Choose-

Zip Code

City

State

-Choose-

Zip Code

Cell Phone

Gift Information

Credit Card Number

Gift Information

Credit Card Number

**FIELD NUMBER FRICTION.**

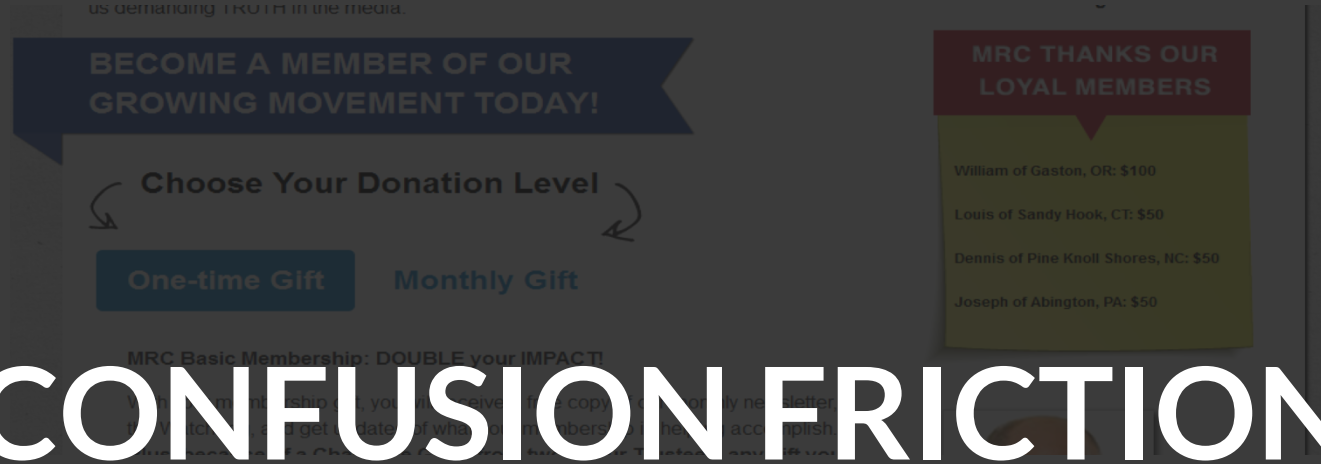


**50.6%**

In Revenue

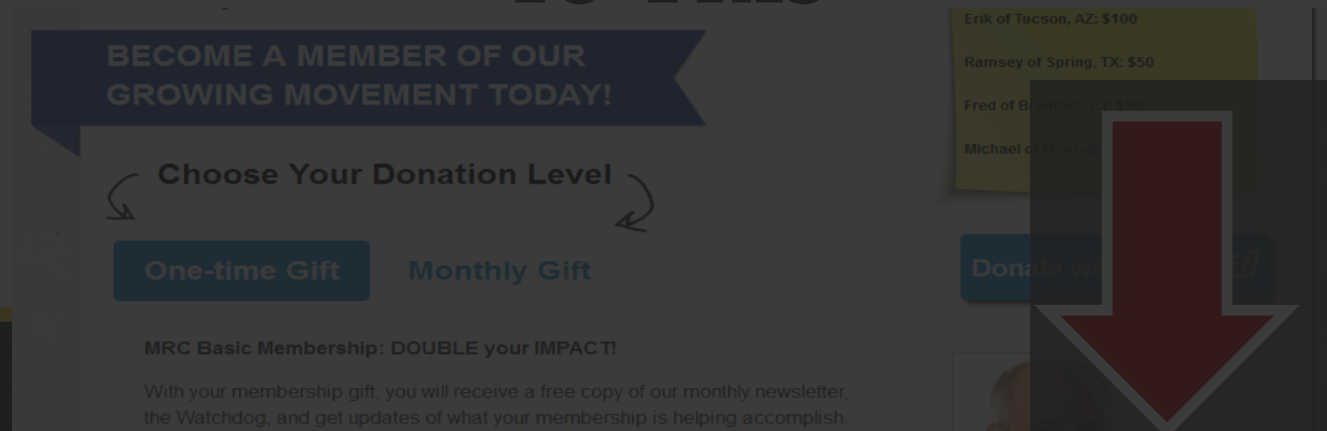
# Experiment

From This



# CONFUSION FRICTION.

To This



# 65.3%

## In Donations

# Experiment From This

# To This

# Straight to Thank You Page

# STEPS FRICTION.

## 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) 687-6962  
Street Address: 5115 Adlington Ave  
City: Riverside  
State: CA  
Zip Code: 92504  
Country: USA

### Donation Information

Gift Amount: \$5.00 (USD)  
Designation: Where Most Needed  
Recurrence: None (Single Gift)  
Payment Type: Credit Card  
Thank You Gift: A Lifetime of Wisdom

### Billing Information

Card Type: Visa  
Card Number: XXXX-XXXX-XXXX-1111  
Verification Number: 123  
Expiration Date: 01/2017

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

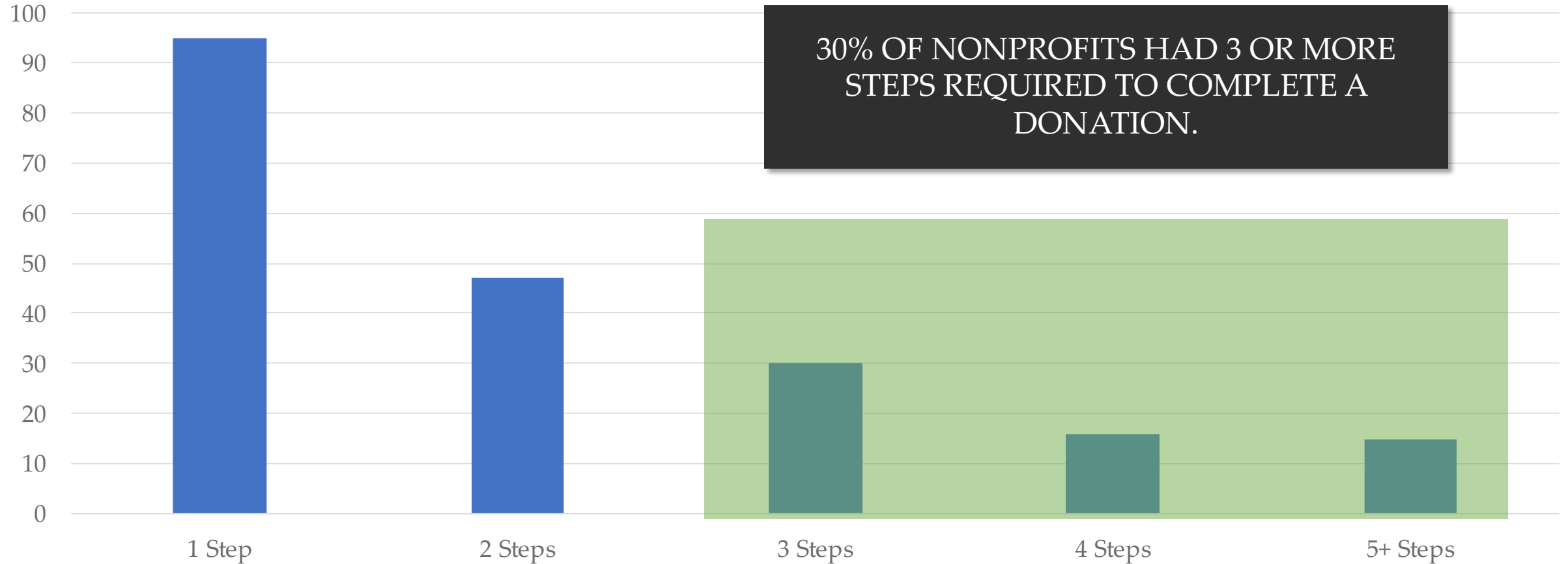
Process Donation



# 176%

## In Donations

# How Many Pages Does It Take to Complete Your Donation?



# Minimizing Perceived Input CHECKLIST

- ☐ Are your form fields grouped together, making the ask to feel/perceive shorter?
- ☐ Do you have any form fields that are perceived to be unnecessary to the visitor for the donation? Have you at least made them optional?
- ☐ Have you eliminated verification pages and unnecessary steps?



**40% OF ORGANIZATIONS REQUIRED  
NON-ESSENTIAL INFORMATION TO  
COMPLETE A DONATION.**



# 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

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.

# 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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**1. Enter Your Donation Amount**

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

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

**2. Enter Your Information (It's Secure)**

First Name  
Pre-filled if possible

Last Name  
Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)  
Pre-filled if possible

Preferred Phone (optional)

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.



Minimize PERCEIVED  
INPUT.

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



**Fail**



**Poor placement?**



**Fail**

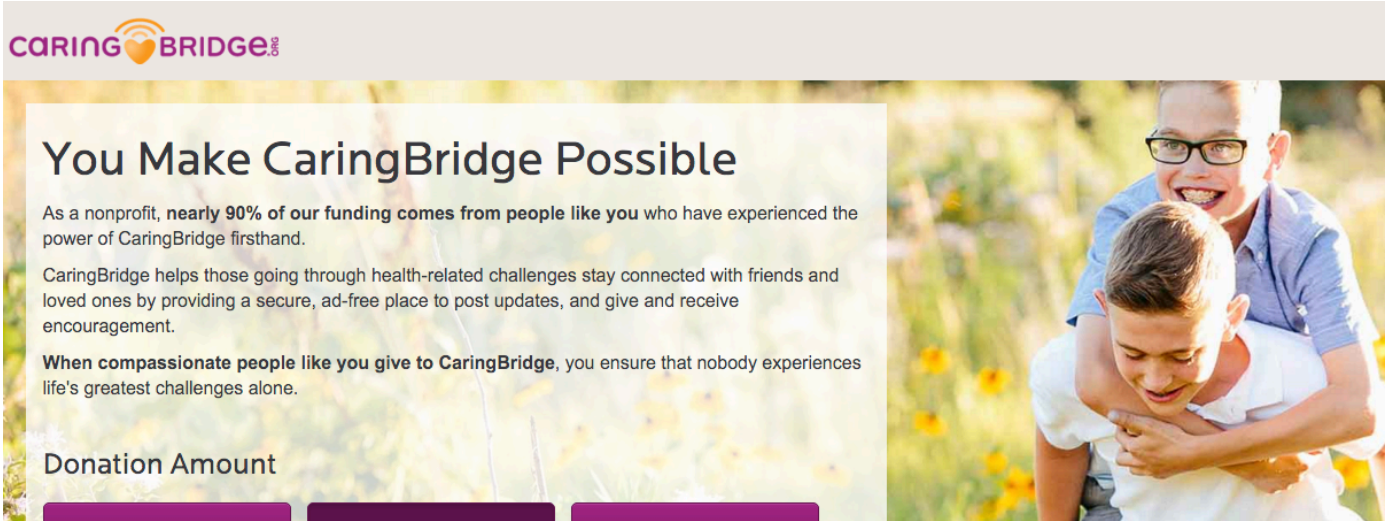


**Poor placement?**

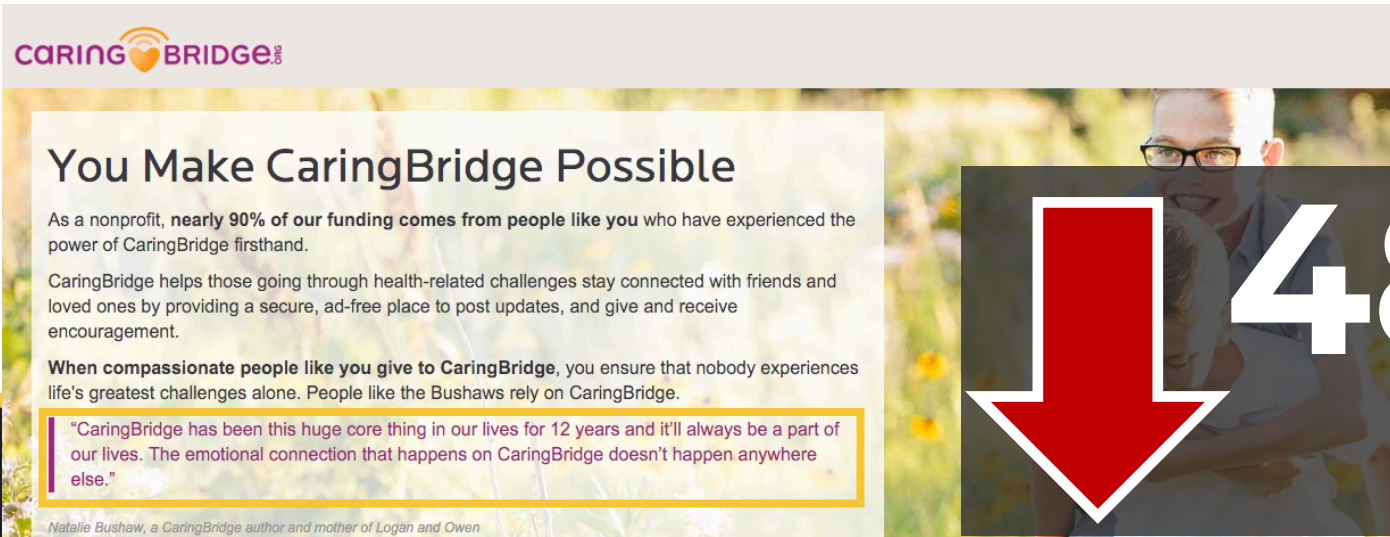


# Experiment

From This



To This

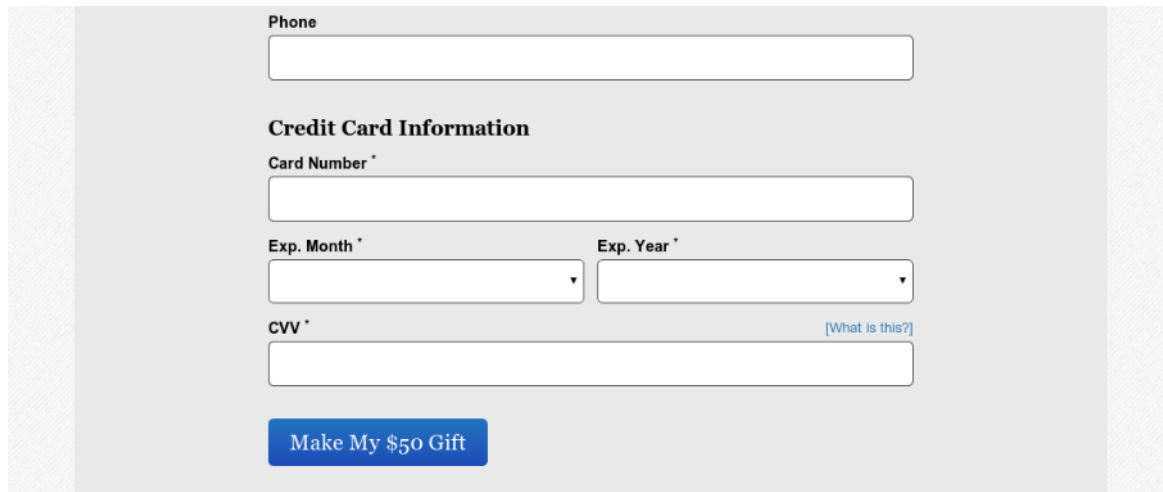


48.5%

In Donations

# Experiment

## From This



Phone

**Credit Card Information**

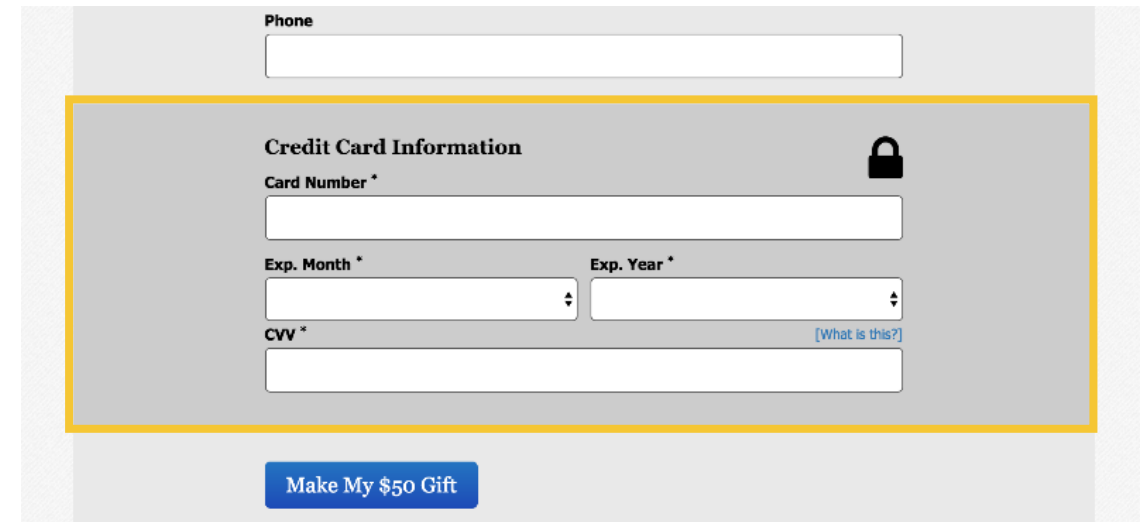
Card Number \*

Exp. Month \*      Exp. Year \*

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

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

## To This



Phone

**Credit Card Information**

Card Number \*

Exp. Month \*      Exp. Year \*

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

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



9.5%

In Donations

# Experiment

## From This

\* Credit Card Number

\* Verification Code

\* Expiration Month

-Choose-

▼

\* Expiration Year

-Choose-

▼

Donate \$70

## To This

\* Credit Card Number

\* Verification Code

\* Expiration Month

-Choose-

▼

\* Expiration Year

-Choose-

▼

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.



# Proper Support Placement CHECKLIST

- ☐ Are you testing your reviews before placing them in-line the main copy? Otherwise, are they in the peripheral view?
- ☐ When it's time to put the payment information in, do people perceive that they are in a secure area or on a secure page?
- ☐ Have you used the opportunity area below the donate button to remind donors of the impact of their gift?



# 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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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  
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.



Let's Review.



# 5 Key Areas Where We Often Fail Our Donors

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

The image shows a wireframe of a donation form. A yellow rectangular box highlights the top portion of the form, which contains the following elements:

- A blue header bar with the word "Logo" in white.
- A bold headline: "[General donation request with broad reasoning headline]".
- A sub-headline: "When you donate to [organization name]".
- A paragraph of 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:".
- 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
- A section header: "As a thank you for your donation...".
- A paragraph of text: "This is copy that describes the premium they get for donating above a certain amount."
- A blue box labeled "Premium image".
- A paragraph of 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".
- A bold section header: "Yes! I want to [support word] [benefit others experience from organization]".
- A section header: "1. Enter Your Donation Amount".
- A text input field.
- Two radio button options:
  - ☒ This is a one-time gift of [\$xx above]
  - ☐ This is a monthly recurring gift of [\$xx above]
- A section header: "2. Enter Your Information (It's Secure)".
- Form fields for "First Name" and "Last Name", each with a "Pre-filled if possible" label.
- Form fields for "Address 1", "Address 2", "City", "State", and "Zip Code".
- Form fields for "Email (for receipt)" and "Preferred Phone (optional)", each with a "Pre-filled if possible" label.
- A section for payment methods: "Credit Card" and "ACH Bank Account".
- Form fields for "Credit Card Number", "Verification Code", "Expire Month", and "Expire Year".
- A blue button labeled "Make My One-Time \$50 Gift".
- A series of icons: a sun, a magnifying glass, a folder, and a speech bubble.
- A paragraph of text: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



# 5 Key Areas Where We Often Fail Our Donors

- Main Message

- Template Design

- Donation Selection

- Personal Information Input

- Support Message

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

The image shows a donation form with a highlighted section for the main message. The highlighted section contains the following text:

[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 get from it. Also, make sure to mention the premium that you are offering.

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

Enter Your Donation Amount

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

Expiry Month  / Expiry Year

Make My One-Time \$50 Gift

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



# 5 Key Areas Where We Often Fail Our Donors

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

[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

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.

# 5 Key Areas Where We Often Fail Our Donors

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

Without **DISTRACTION** or **MISDIRECTION.**

The image shows a wireframe of a donation form with several sections and annotations:

- Logo**: Located at the top left of the form.
- [General donation request with broad reasoning headline]**: A headline section.
- When you donate to [organization name]**: A sub-headline.
- 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:**: A paragraph of text.
- Bullets are ok on this page type**: A note indicating that bullet points are acceptable.
- Reasons or evidentials should be OK here – this is a reassurance page**: A note indicating that reasons or evidentials are acceptable.
- People that arrive to this page have intention, as it NOT something that has interrupted them**: A note indicating that people arriving to this page have intention.
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate**: A note indicating that making the process easier helps the donor's mission.
- As a thank you for your donation...**: A section for a thank you message.
- This is copy that describes the premium they get for donating above a certain amount.**: A paragraph of text.
- Premium image**: A note indicating that a premium image should be included.
- Take a sentence, or two, and describe what premium they get. What they can expect from it. How much they know this premium will help them achieve and mission.**: A paragraph of text.
- Yes! I want to [support word] [benefit others experience from organization]**: A section for a confirmation message.
- 1. Enter Your Donation Amount**: A section for entering the donation amount.
- 2. Enter Your Information (It's Secure)**: A section for entering personal information.
- First Name**: A text input field.
- Last Name**: A text input field.
- Address 1**: A text input field.
- Address 2**: A text input field.
- City**: A text input field.
- State**: A dropdown menu.
- Zip Code**: A text input field.
- Email (for receipt)**: A text input field.
- Preferred Phone (optional)**: A text input field.
- Credit Card**: A section for entering credit card information.
- ACH Bank Account**: A section for entering ACH bank account information.
- Credit Card Number**: A text input field.
- Verification Code**: A text input field.
- Expiry Month**: A text input field.
- Expiry Year**: A text input field.
- Make My One-Time \$50 Gift**: A button.
- Your gift is going to help impact (this specific change) that we already talked about. This is just a small reinforcement.**: A paragraph of text.



# 5 Key Areas Where We Often Fail Our Donors

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

Logo

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

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

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

**As a thank you for your donation...**

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

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

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

1. Enter Your Donation Amount

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

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

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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



# 5 Key Areas Where We Often Fail Our Donors

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

Avoid appearing too  
**TRANSACTIONAL.**

The image shows a mockup of a donation form. It includes a 'Logo' placeholder at the top left. The main heading is '[General donation request with broad reasoning headline]' followed by 'When you donate to [organization name]'. Below this is a paragraph explaining the impact of the donation. A bulleted list follows, containing points like 'Bullets are ok on this page type' and 'Reasons or evidentials should be OK here'. A section titled 'As a thank you for your donation...' describes a premium level. A 'Premium image' placeholder is shown next to this section. Below the premium description is a sentence 'Take a sentence, or two, and describe what this premium is, and what value they can receive in return for this premium is to support your mission and your mission.' A highlighted section titled '1. Enter Your Donation Amount' contains a dropdown menu and radio buttons for one-time or recurring gifts. Below this is a section titled '2. Enter Your Information (It's Secure)' with fields for First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional). There are also fields for Credit Card Number, Verification Code, Expiry Month, and Expiry Year. A 'Make My One-Time \$50 Gift' button is present. At the bottom, a small paragraph states 'Your gift is going to help impact (this specific change) that we already talked about. This is just a small reinforcement.'



# 5 Key Areas Where We Often Fail Our Donors

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

The image shows a wireframe of a donation page. At the top is a blue 'Logo' box. Below it is a headline: '[General donation request with broad reasoning headline]' followed by 'When you donate to [organization name]'. A paragraph explains the impact of the donation. A bulleted list follows: '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', and 'So the easier we make it to process, the easier it is for them to accomplish their mission to donate'. A section titled 'As a thank you for your donation...' describes a premium and includes a 'Premium image' placeholder. Below this is a statement: 'Yes! I want to [support word] [benefit others experience from organization]'. The form is divided into two parts: '1. Enter Your Donation Amount' with a text input and radio buttons for one-time or recurring gifts, and '2. Enter Your Information (It's Secure)' which is highlighted with a yellow box. This section contains fields for First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), Preferred Phone (optional), and payment details (Credit Card Number, Expiry Month/Year, Verification Code, or ACH Bank Account). A blue button 'Make My One-Time \$50 Gift' is at the bottom, along with a small graphic and a final paragraph: 'Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.'

Logo

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

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

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

**As a thank you for your donation...**

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

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

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

**1. Enter Your Donation Amount**

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

**2. Enter Your Information (It's Secure)**

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

Address 1

Address 2

City  State  Zip Code

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

☒ Credit Card ☐ ACH Bank Account

Credit Card Number  Verification Code

Expire Month  / Expire Year

**Make My One-Time \$50 Gift**

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



# 5 Key Areas Where We Often Fail Our Donors

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

## Minimize PERCIEVED INPUT.

The image shows a wireframe of a donation form. It is divided into several sections:

- Header:** A dark blue bar with the word "Logo" in white.
- Main Message:** A section with a headline "[General donation request with broad reasoning headline]", a sub-headline "When you donate to [organization name]", and a paragraph of text. Below this is a bulleted list of points.
- Thank You:** A section titled "As a thank you for your donation..." with a paragraph of text and a small blue box labeled "Premium image".
- Support Word:** A section titled "Yes! I want to [support word] [benefit others experience from organization]".
- 1. Enter Your Donation Amount:** A section with a text input field and a small blue box labeled "Premium image".
- 2. Enter your Information (It's Secure):** A section with multiple input fields for personal information, including "First Name", "Last Name", "Address 1", "Address 2", "City", "State", "Zip Code", "Email (for receipt)", and "Preferred Phone (optional)".
- Payment Method:** A section with two tabs: "Credit Card" and "ACH Bank Account". The "Credit Card" tab is active, showing fields for "Credit Card Number", "Expiration Month", "Expiration Year", and "Verification Code".
- Footer:** A dark blue bar with a button labeled "Make My One-Time \$50 Gift" and a small blue box labeled "Premium image".



# 5 Key Areas Where We Often Fail Our Donors

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

Logo

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

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

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

**As a thank you for your donation...**

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

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

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

**1. Enter Your Donation Amount**

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

**2. Enter Your Information (It's Secure)**

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

Address 1

Address 2

City  State  Zip Code

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

☒ Credit Card ☐ ACH Bank Account

Credit Card Number  Verification Code

Expire Month  / Expire Year

**Make My One-Time \$50 Gift**

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



# 5 Key Areas Where We Often Fail Our Donors

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

Support your message in the  
**PROPER PROXIMITY**

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 to get. Also touch on how this premium is your value. This is miss...

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

1. Enter Your Donation Amount

☒ This is a one-time gift of [Six above]  
☐ This is a monthly recurring gift of [Six 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

Expiry Month  / Expiry Year

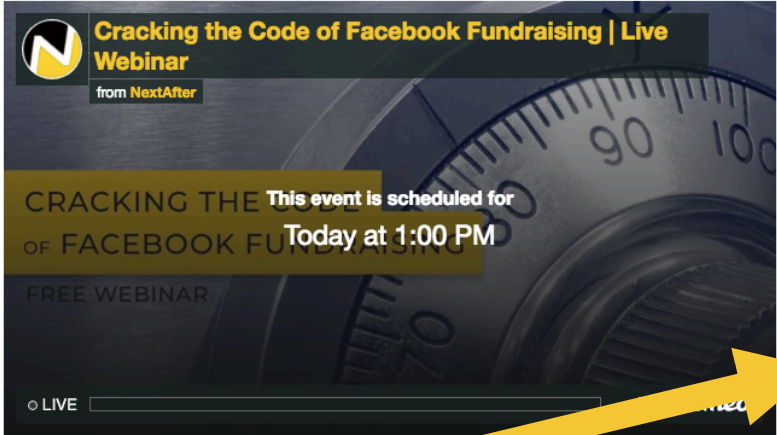
Make My One-Time \$50 Gift

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



# Questions?

Ask them here.



CRACKING THE CODE OF FACEBOOK FUNDRAISING  
FREE WEBINAR

This event is scheduled for  
Today at 1:00 PM



o LIVE

In this free webinar, Jason and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.


[Get a Recording of the Live Stream](#)

Chat 5 members



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Remember to be cool and play nice!

Type a message 



# Donation & Landing Page Optimization

\$199/person

## *Virtual Certification Workshop*

July 1<sup>st</sup> | 10am-4pm CST

- Core principles of effective landing pages
- Email acquisition pages
- Main donation pages
- Campaign donation pages
- Instant donation pages



**[NextAfter.com/virtual-workshop](https://NextAfter.com/virtual-workshop)**





5 Deal-Breaking Questions  
to Ask When

# Choosing a New Donation Platform




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# Questions?

Ask them here.

**Cracking the Code of Facebook Fundraising | Live Webinar**  
from NextAfter

CRACKING THE

OF FACEBOOK FUNDRAISING

FREE WEBINAR

This event is scheduled for

Today at 1:00 PM


LIVE

In this free webinar, Jason and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

Get a Recording of the Live Stream

Chat 5 members



No messages yet  
Remember to be cool and play nice!

Type a message

↑



# Donation Pages Are Just One Piece in Your Online Fundraising Program

*Let us help you grow your revenue based on data-driven and proven strategies*

At NextAfter, we've conducted over **2,500 online fundraising experiments** to learn exactly what works to grow online fundraising programs.

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

If you'd like to see how data-driven strategies, proven-tactics, and research-driven fundraising solutions can **help you hit your fundraising goals** and grow your organization's impact, we'd love to chat.



**To see how we can partner** and unleash generosity together, just let us know you're interested at:

[NextAfter.com/work-with-us](https://NextAfter.com/work-with-us)

