

The Donation Page Friction Study

A Look at How Friction is Impacting the Online Giving Experience of 643 Nonprofits



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Executive Summary

Friction – elements on your donation page that slow down and prevent donors from giving – is one of the biggest killers of online donations.

In the *2020 Global Online Fundraising Scorecard* study with **NextAfter** and **Salesforce.org** that looked at the online giving experience of 585 organizations in 9 countries, we found that **95% of organizations had at least [some form of friction](#)** in their online giving experience, proven to hinder or hurt the chances of a donation. And it's partly because of these friction elements that a **[main donation page conversion rate is just 21%](#)** (according to the *2020 M+R Benchmark report*). Or put another way, **79% of people who visit a donation page with an expressed interest in giving [do not give](#)**.

But what are the main friction elements? Which are the most important to remove or reduce in the giving experience? And which is the most prevalent in a nonprofit's online giving process? Those were some of the key questions we sought to answer with this study with **Fundraise Up**. Based on **NextAfter's** analysis of over **1,000 organizations' donation pages and 2,800 experiments** related to online fundraising and **Fundraise Up's** experience working with the world's leading nonprofits, we developed a **25 question self-assessment tool for nonprofits** to assess their friction in their online giving experience. We then attributed positive points for responses that have been proven – by **NextAfter** experiments, **Fundraise Up** data, or other reliable experiments and data sources – **[to reduce friction and increase conversion](#)**.

In total, **643 unique organizations across 17 verticals** completed the assessment with an **overall average score of 17 for a grade of 68%**. So there's room for almost all organizations to improve but where? In our research, work, and this study, we group different friction points into 8 different categories:

Field Number Friction:

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

Field Layout Friction:

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

Form Error Friction:

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

Confusion Friction:

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

Decision Friction:

When there are too many decisions to be made, either at any one point or throughout the process. Especially without any context or clarity.

Steps Friction:

The more steps you are required to complete a transaction, the greater the chance of abandonment.

Device Friction:

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

Waiting Friction:

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

In this study, you'll see more detailed explanations, experiments, findings, takeaways, and actions related to each of the 8 friction factors but when we view all of the research and responses as a whole, 6 things stood out as key findings:

1 Organizations need to remove as many distractions and confusing calls to action as possible.

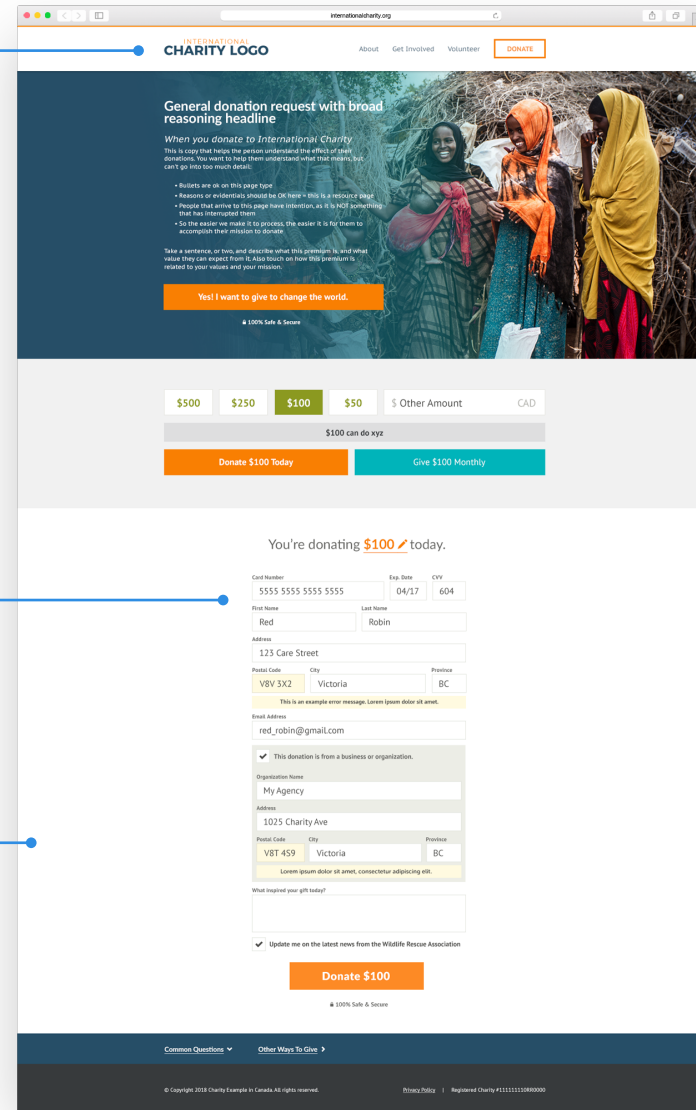
6 in 10 organizations had a distracting menu, navigation, or other links that took visitors away from the donation page while 3 in 10 had an additional call to action not related to completing the gift. *These are unnecessary distractions for donation page visitors and should be removed.*

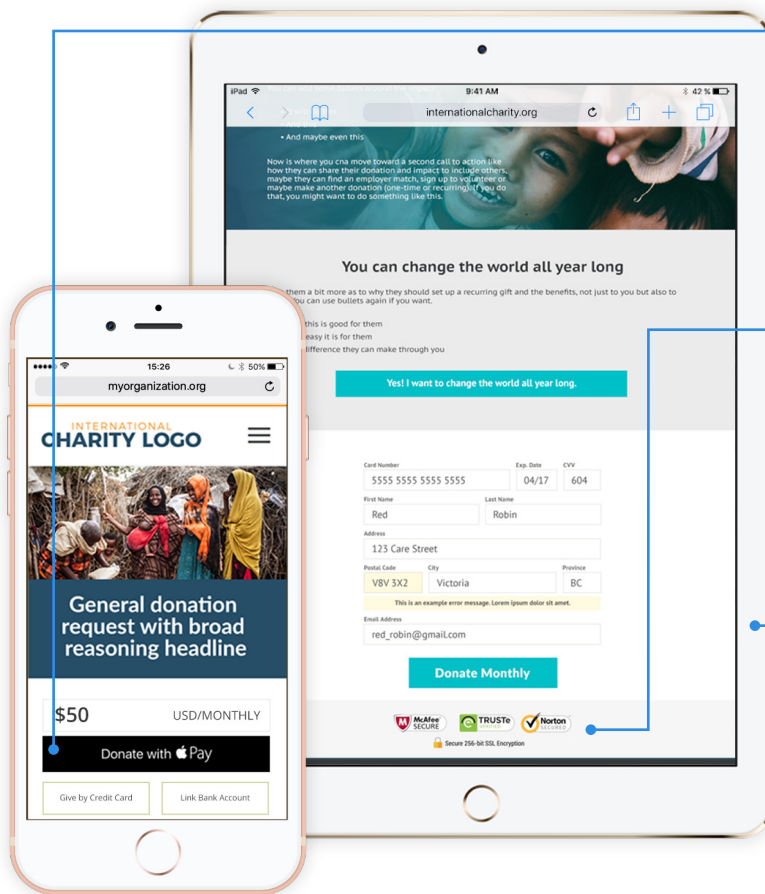
2 Nonprofits should limit the amount of required non-essential information collected on their donation forms.

3 in 10 organizations required visitors to provide their phone number and 1 in 4 required a gift designation. *While seemingly simple information, any non-essential information that is required, and the more information overall, organizations are asking for the more likely a possible donor is to abandon the process.*

3 Nonprofits need to consider the cumulative negative impact of page loads, steps, and new tabs and windows.

While only 13% of organizations had a donation page that took more than 5 seconds to load, 40% opened a new tab or window, 29% did so on a 3rd party domain, and 37% had more than 1 full page load once on the donation page needed to complete the gift. *Each of these things in and of themselves can hurt conversion but when some or all of them are combined, the impact can be disastrous and particularly so for people on mobile devices.*





4

Enabling mobile wallets is an opportunity very few organizations are taking advantage of.

Despite evidence that mobile payments can help increase conversions on mobile devices up to **3 times**¹ and Fundraise Up finding **13% to 20%** adoption and **2% to 6%** increase in conversion depending on the mobile wallet and device², only **15%** of organizations in the study said they had/used mobile wallets and **6 in 10** did not have PayPal as a payment option.

5

Nonprofits should try to build more trust on their donation page and through the giving experience.

3 in 10 organizations had a third-party endorsement of some kind to help show why their organization was trustworthy and **1 in 2** did not have any kind of security reinforcement (visual or message) around the Credit Card input area (where it is most needed).

6

Organizations need to focus more on their conversion rate data and testing their donation page.

Only **10%** of people in the study knew what their main donation page conversion rate was and only **1 in 10** organizations have conducted an A/B test on their donation page in the last six months.

These are just some of the key insights that were observed from this in-depth research study. We invite you to check out the rest of the report for other insightful data that will help you reduce friction throughout your online donation process.

¹ 2021 Donation Page Friction Study
² Research: Showing PayPal as a Donation Method Leads to a Nearly 7% Conversion Hike

Introduction



A Note from Fundraise Up

Friction is something so easy to spot, but so difficult to get rid of.

The reasons why it exists vary: The opinion of one person or department versus another. A process or marketing dependency that makes it impossible to remove. A technical limitation by a software platform.

That's why when NextAfter mentioned they were developing this report, we knew we wanted to be involved. It perfectly aligns with our mission and ethos. By participating in this report, we're hoping more nonprofits will be able to spot the friction that is limiting their donors from supporting their missions.

If we can help even further, we'd be honored. But spotting the friction is a valuable start.

Happy reading,

The Fundraise Up Team



What is Friction and Why Does it Matter?



Friction is the psychological resistance that your visitors experience when trying to complete an action. Friction is a conversation killer.³

As we look to grow giving overall and online fundraising more specifically, we need to think about why people do, or do not, give and then ensure our donation pages and the experience we provide address those issues. When we look at the current benchmark for donation page conversion from the [2021 M+R Benchmark](#) it is 21%. Or put another way, 79% of people who visit the main donation page with some interest in giving do not give. So the question is, why?

Friction is one of the elements that contribute to people not completing their donations. If we use the below conversion heuristic from MECLABS you'll see that friction is on the cost side of the equation. This is a negative factor when people are making purchases or giving decisions, along with anxiety. These are called cost factors. On the value factor on the positive side, there are things like incentives and, more importantly, your value proposition (message and offer communicated).

³ Unbounce

↑
VALUE

COST
↓

The MECLABS Conversion Sequence Heuristic ©

$$\mathbf{C} = \mathbf{4m} + \mathbf{3v} + \mathbf{2(i-f)} - \mathbf{2a}$$

CONVERSION	MOTIVATION	VALUE PROPOSITION (CLARITY)	INCENTIVE	FRICITION	ANXIETY
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The goal is to then communicate more value and increase the perceived value throughout the giving experience while decreasing the perceived costs, to get more conversions and donations. That's the general framework that we use when we think about a donation. In this study, we are focusing more on the friction component of the equation.

In our forensic research analyzing over 1,000 donation pages from organizations in 9 countries we've seen, observed, and experienced friction in almost every case. In fact, in 2020 we partnered with Salesforce.org on **The Global Online Fundraising Scorecard** and looked at the online giving experience of 585 organizations and found that 95% of them had at least some form of friction in their online giving experience, proven to hinder or hurt the chances of a donation.

And in our applied research — where we create, run, and analyze tests with real nonprofits — of the 2,800+ experiments we have in our **Digital Fundraising Research Library**, roughly one quarter are related to donation pages and 10% are related to friction, where we've seen how big role friction can play in hurting conversion but also how organizations can, and should, address those friction areas.

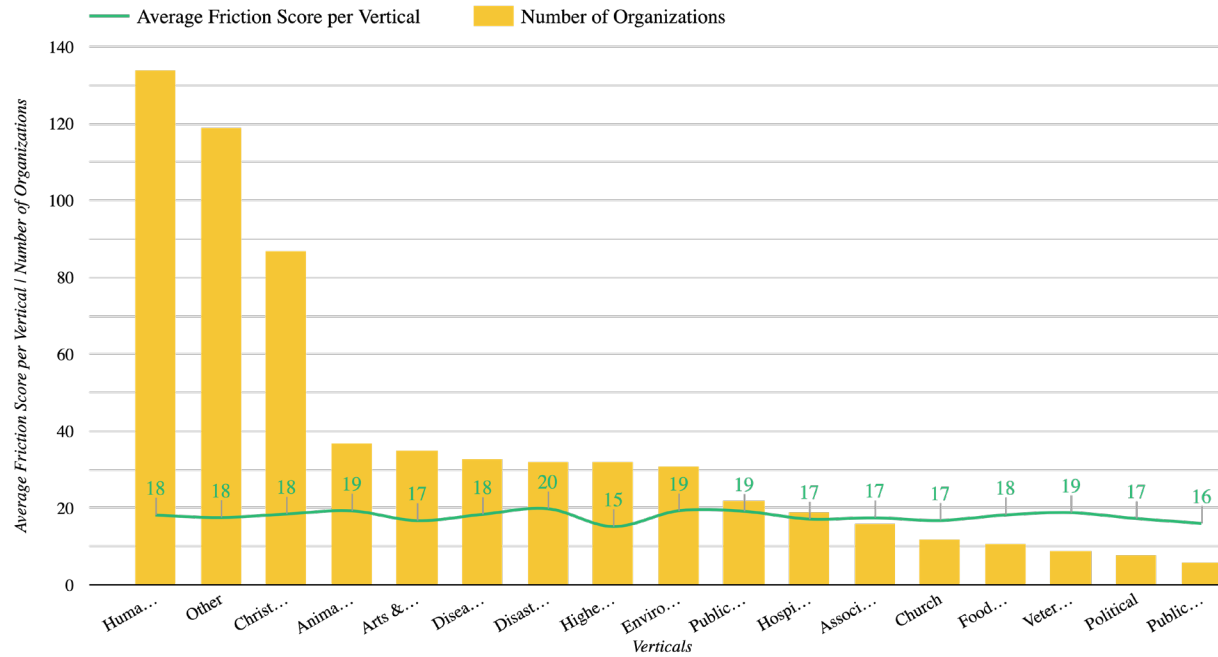
But while we knew a lot about friction, we wanted to learn more and, even more importantly, try to help nonprofits see the friction in their own online giving experience and how to address and improve it.

How We Did The Study

In collaboration with Fundraise Up, we built a tool where people could go through and do a self-assessment of their donation page and complete 36 different questions related to the online giving experience, and then benchmark themselves to the other 600 and some organizations that have filled out this tool. 25 of those questions were given positive or negative points based on what our research suggests will help or hurt conversions.



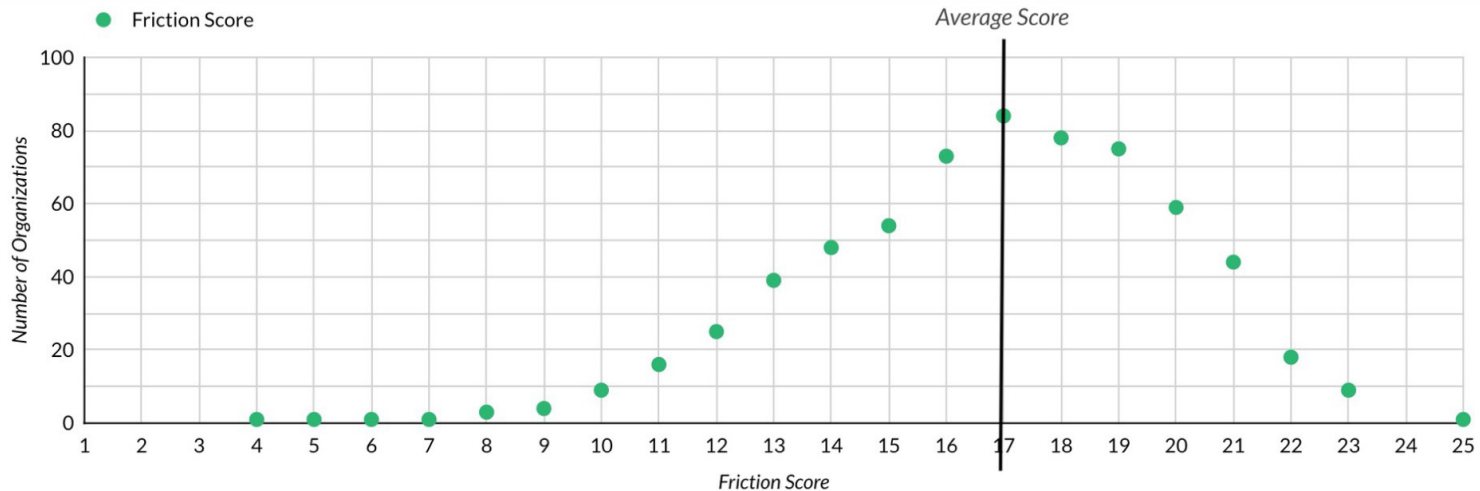
NUMBER OF ORGANIZATIONS PER VERTICAL WITH THEIR AVERAGE FRICTION SCORE



We looked at 643 organizations split across 17 different verticals. For this study, we nullified three verticals that had less than 10 responses, which included the Veterans, Political, and Public Broadcasting verticals. Since we're dealing with unequal datasets, we wanted to make sure we only compared verticals with reasonable sample sizes.

When looking at the average friction score for each vertical, we found that Higher Education was the worst-performing on average, with a score of 14 out of 25. In contrast, Disaster and International Relief scored the best, with an average score of 19 out of 25.

Number of Orgs 643	Number of Verticals 17	Average Friction Rate 17	Median Friction Rate 17	Average Grade 68%
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Overall, the average friction score and the median friction score came out to 17, which equates to an average grade of 68%. According to the self-assessment results, some of the higher-performing organizations were:

- Animal Care Trust
- Feeding America
- National Audobon Society Inc.
- PETA Foundation
- Terra Peninsular
- Texas Public Policy Foundation
- United Arts Council Greensboro

So the question is, why did they perform well? Or why did the other organizations perform poorly? And this is where the eight different types of donation page friction come into play. So we're going to go through all these eight with some examples of why it's important and what we saw in the study.

The 8 Types of Friction That Are Killing Your Donation Pages



1 Field Number Friction

This friction point refers to the more form fields you present and the more information you are collecting, the greater the chance that someone will abandon the process. If it looks like, or even feels like, too much work for the donor to do, the greater the chance someone will not donate. In previous research from our experiment library, we've seen that just adding one required field, especially a personal piece of information like a cellphone number, can decrease donations or the likelihood of conversion by 42.6%.

FROM THIS

City State

Zip Code

Gift Information

Credit Card Number

TO THIS

City State

Zip Code

Cell Phone

Gift Information

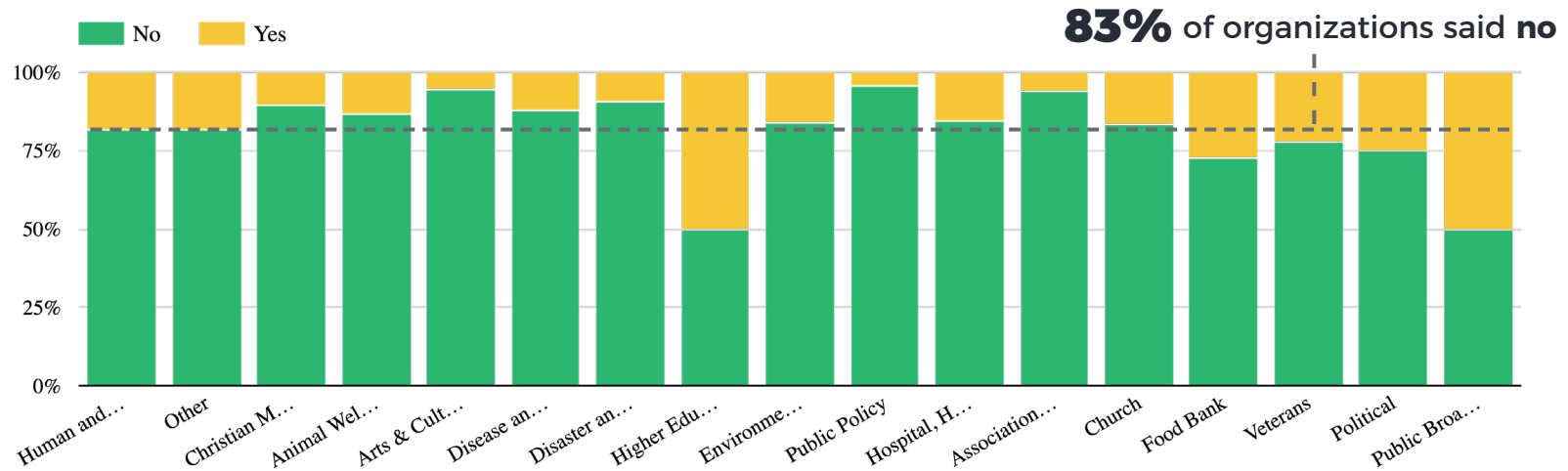
Credit Card Number

↓ 42.6% in Donors

Fundraise Up found that requiring a phone number can decrease overall conversion by about 2%⁴. Both independent studies indicate that requiring a personal piece of information such as a cellphone number can decrease your conversion rate.

⁴ <https://blog.fundraiseup.com/research-finding-requiring-a-donors-mailing-address-cuts-conversion-by-up-to-18>

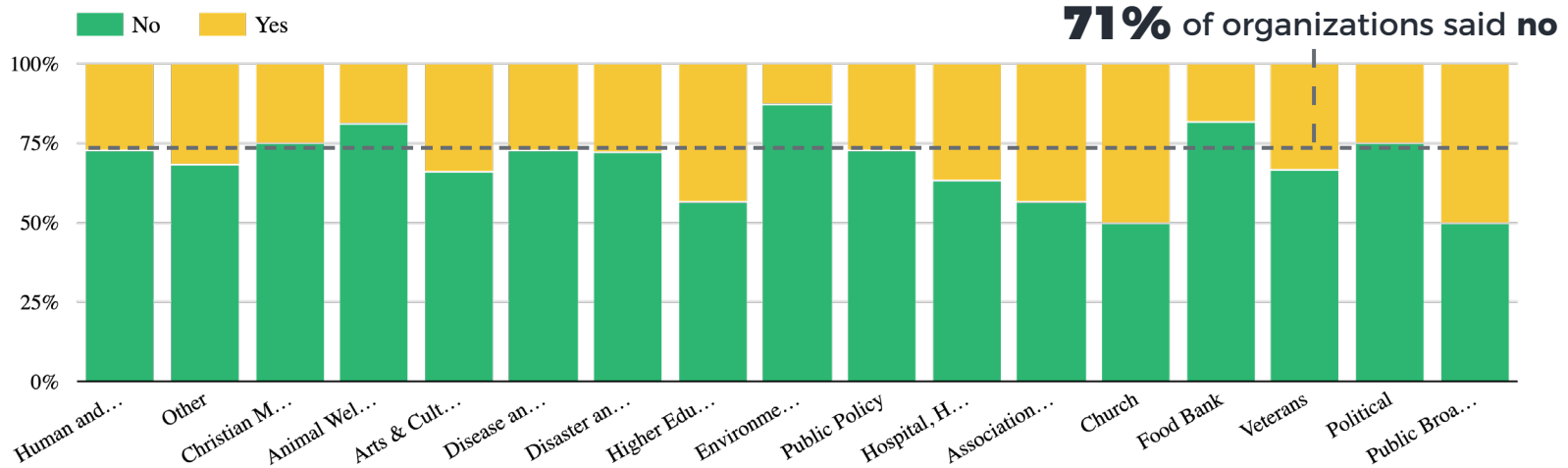
DOES THE DONATION FORM REQUIRE ANYTHING MORE THAN BASIC BILLING INFORMATION?



When we looked at if organizations required non-essential billing information other than the basic items needed to process a gift, 83% of organizations said no. We normally find that about 30 to 40% of organizations require extra info.*

**Of note: This was unusually high as we'd expect this to be more around 60% or 70% based on past research studies. As you'll see later on, 29% of organizations required a phone number, which is technically more than basic information. This indicates an issue with the quiz question and/or the understanding of what is considered 'basic' billing information.*

DOES THE DONATION PAGE REQUIRE A PHONE NUMBER?



Next, we looked specifically at whether or not a phone number was required to donate. About 29% of organizations required a phone number, while 71% did not. Higher Education and Churches were some of the verticals that were more likely to require a phone number to complete a donation.

But whether the phone number is required or optional, there are still more form fields that may give the illusion of additional work for the donor to do. Other form fields, like putting a name in honor of someone or their special instructions, like who's your employer, may increase the chances of someone abandoning the giving process.

Not This

Payment Information already have an account?

First Name* Last Name* Suffix

Country*
United States of America

Address Line 1*

Address Line 2

City* State/Province* Postal Code*

Email Address*

Phone Information*

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

Password

Confirm Password

Payment Information

Save this payment for later use.

Card Number

Expiration January 2021

CVV2 888

Donation frequency

Today
 Recurring

Donation details

Where do you want your donation directed?

Nonprofit's Discretion

* Do you want your donation to be anonymous?

No

Enter name to appear publicly

Is this donation in honor or memory of someone?

Not in honor/memory

Special instructions or comments for nonprofits. (Optional for a specific project, contact the charity in advance to ensure they can honor your request)

I'm a proud employee of

- Select -

* Required field

CANCEL ADD TO CART

But This

Transaction a regular contribution to keep a family together official about name/immigration policy other

Use the form below to make your donation and change a life today:

1 ✓ Donation amount 2 Your Info 3 Credit Card Info

2. Your Information

First Name* Last Name*

Address, line 1*

City* State* Zip Code*

Choose one...

Email Address* Phone

555-555-5555

Next >>

<< Back

Option to add phone number

Key Takeaway

Do you have to get that information to process a gift? If not, remove it, and only ask for information that's needed to complete the transaction. Now there are some caveats and special cases, but as the general rule of thumb, this should be your starting point only to require and mandate information you need to process the gifts. Any other question or additional input can be asked after the transaction has been completed.

2

Field Layout Friction

Field number friction works in conjunction with field layout friction. Field layout friction refers to how form fields are laid out. Do they use horizontal space, or are they long because of how they're laid out? This has an impact on someone's likelihood to start and complete the donation form.

In this experiment, the amount of information in these two forms are the same. The only difference is the layout. For example, the form on the left did not use horizontal space, so this form appears longer to the donor. The donation form on the right used horizontal spacing and also grouped the fields, such as city, state, and zip code.

The form on the right appears shorter because of these adjustments. Yet these adjustments increased conversion by almost 40% by just laying out the form differently! If it looks like it's less work, donors are more likely to start and complete the form.

NOT 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

* Expiration Month
 -Choose-

* Expiration Year
 -Choose-

Donate \$70

BUT THIS

Your Information

* First Name * Last Name

* Country
 United States

* Street Address

Street Address 2

* City * State
 -Choose- * Zip Code

* Email Address Preferred Phone

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

Payment Details

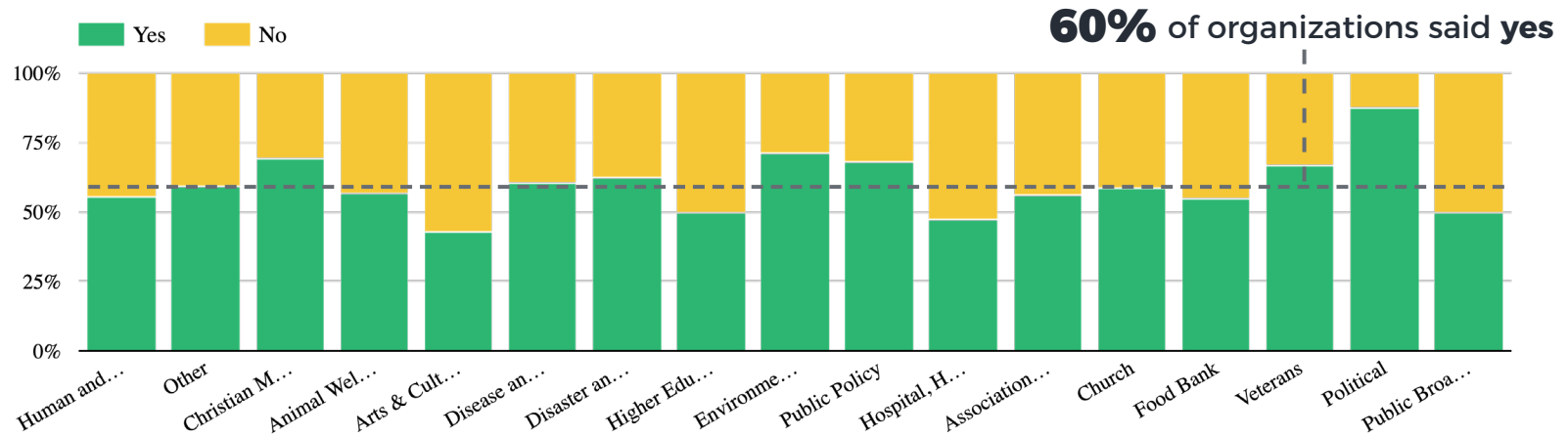
* Credit Card Number * Verification Code

* Expiration Month
 -Choose- * Expiration Year
 -Choose-

Donate \$70

↑ **39.4%**
in Donations

ARE THE FORM FIELDS GROUPED TOGETHER?



In this instance, we asked the organizations if the form fields were grouped on their donation page. 60% of the organization reported that the form fields are grouped. Arts and Culture scored the lowest in this case, while the other organizations scored relatively close to the overall average.

In these examples, you can see how the form on the left is much longer than the form on the right. The two examples on the right are a widget-style forms, making the giving experience appear shorter. Again, you can see how the use of horizontal space can reduce the chances of the donor feeling overwhelmed, thus increasing the chances of them completing the donation process.

Not This

The screenshot shows a complex, vertical form with multiple sections: Campaign/Fund Information, Donation Amount, Payment Method, Donor Comments, Donor Information (with fields for First Name, Middle Name, Last Name, Suffix, Organization, Email, Address, City/Town, Country, State, Postal Code, Phone), Billing Information (with fields for Name on Card, Card Type, Card Number, Card CVV Num, Exp. Date, Organization, Address, City/Town, Country, State, Postal Code, Billing Phone), and a Sign In section. A 'Submit' button is at the bottom. Two vertical red lines are drawn on the right side of the form to emphasize its length.

But This

The screenshot shows a shorter, widget-style form. At the top, there is a progress indicator with three steps: 'Amount', 'Name', and 'Payment'. Below this, it says 'You're donating \$35'. The form is divided into two main sections: 'DONOR INFORMATION' and 'PAYMENT INFORMATION'. The 'DONOR INFORMATION' section includes fields for Cardholder's Name, Address, City (with a dropdown menu showing 'Texas'), State, Zip, and Email. The 'PAYMENT INFORMATION' section includes a field for Card Number (with a lock icon) and a checkbox for 'Join more than 30,000 Texas conservatives and receive The Cannon daily email.'. A 'NEXT' button is located at the bottom right of the form.

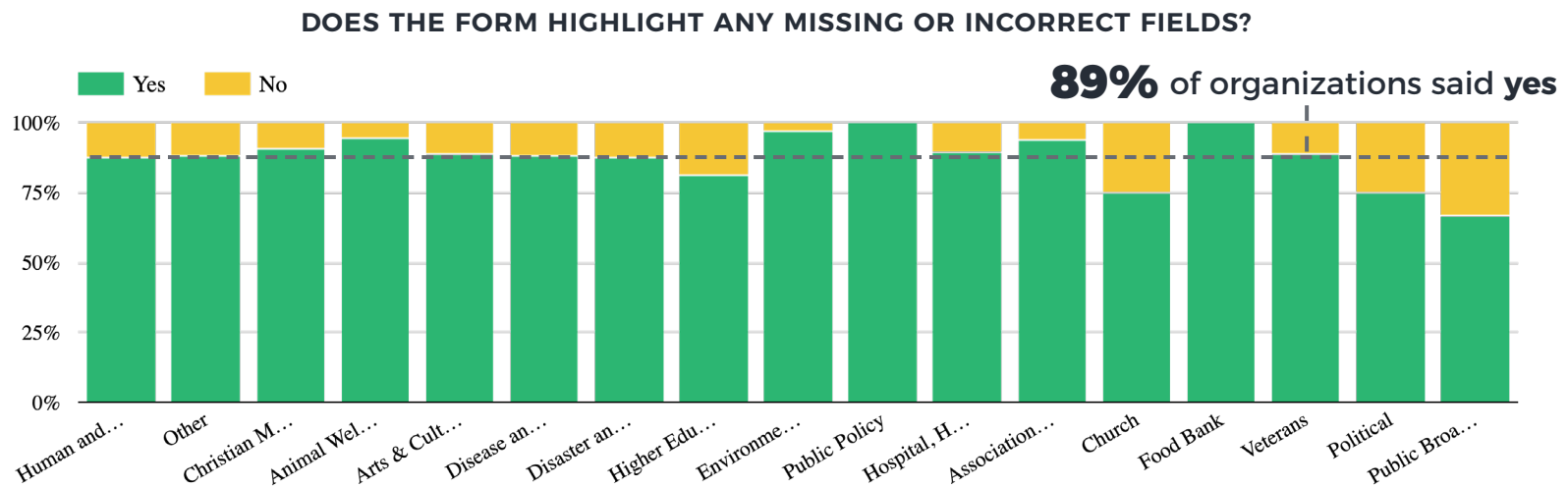


Key Takeaway

Grouping the form fields together and using horizontal spacing to reduce the perceived work required to complete the donation will significantly increase the chances of donors completing the giving process. Perception is the reality in the eyes of the donor, so the more work it looks like it will be, the more likely they will abandon the form.

3 Form Error Friction

Another friction point that is dependent on the type of donation tool being utilized is form error friction. This is when you're filling out your information and you miss a field that is required, or you misspell something you typed in, and the page notifies you right away that you have made a mistake. As opposed to getting to the end, clicking next, refreshing the page, notifying you of missing or inaccurate input, then making you start all over again.



In this question, we asked if the form highlighted missing or incorrect fields, and 89% of organizations said yes. The vertical that scored the lowest were Churches, which performed less than the average.

[Donation](#) | [a legal consultation to keep a family together](#) | [official about humane immigration policy](#) | [Membership](#)

Use the form below to make your donation and change a life today:

1 ✓ Donation amount | 2 Your Info | 3 Credit Card Info

2. Your Information

First Name* Last Name*

Address, line 1*

City* State* Zip Code*

Email Address* Phone

Key Takeaway

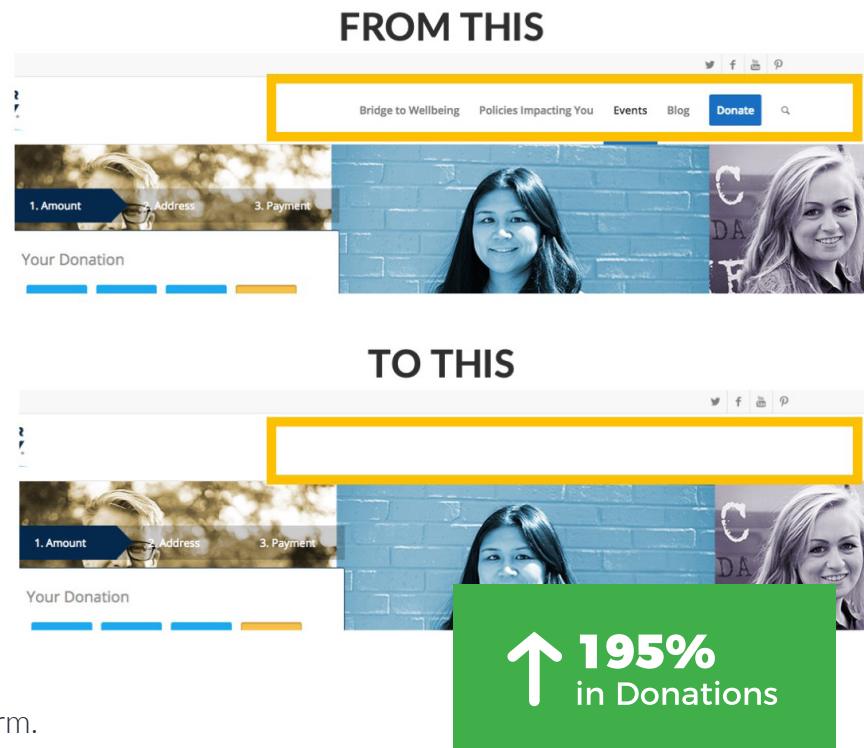
What you don't want to have is a lack of clarity in terms of what information is required or not. Even if you don't have the form error notification system, you can annotate the required fields in text or with an asterisk, letting the user know that the information is required. This reduces the chance of the user getting frustrated and possibly abandoning the form.

4 Confusion Friction

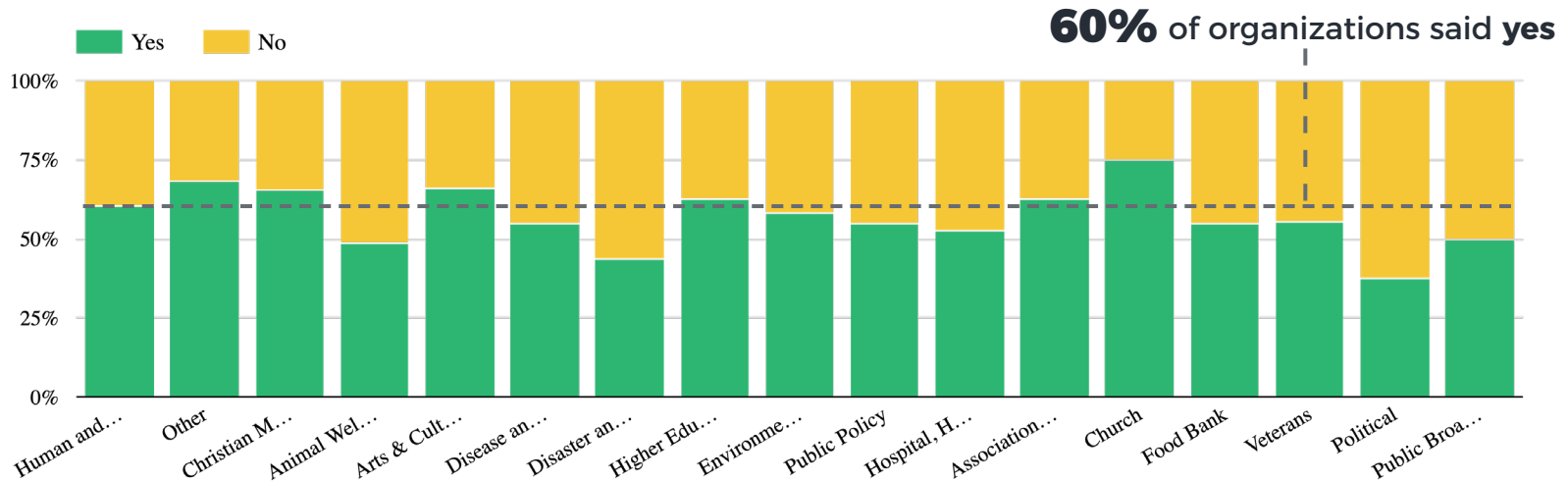
Confusion friction refers to any unexpected items to include navigation bars, competing calls to action, distracting links, and messages that are not related to the giving experience.

A classic example of this is the navigation bar typically located at the top of the donation page. From the donor's perspective, they have already expressed interest in donating by coming to the donation page. Having a navigation bar or links to other pages could lead them away from completing the donation.

In the example above, though it was a small sample size, the organization saw almost a 200% increase in donations by removing the navigation bar on top. This would stop the donor from navigating to another page, such as the blog or policies while completing the donation form.

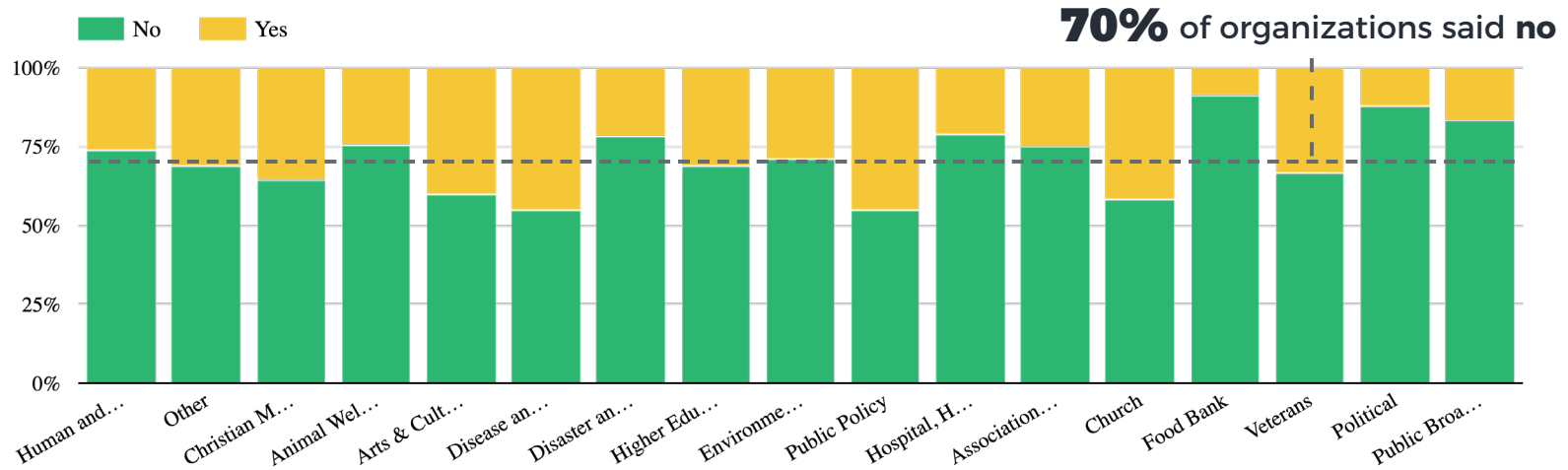


ARE THERE LINKS, BUTTONS, MENUS OR OTHER NAVIGATION ELEMENTS ON YOUR DONATION PAGE?



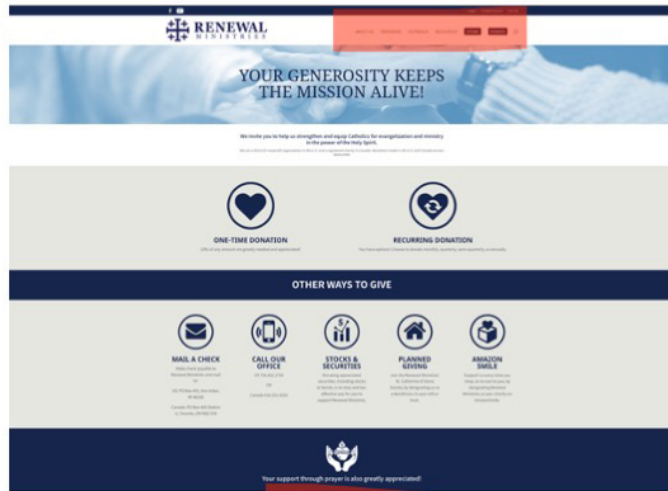
We found that 60% of organizations in this study said that they have menus, navigational links, or other distractions on their donation page. It is critical to keep in mind what is important to have on a donation page to reduce any chances of the donor navigating to another page of the website.

ARE THERE OTHER CALLS TO ACTION ON YOUR DONATION PAGE?

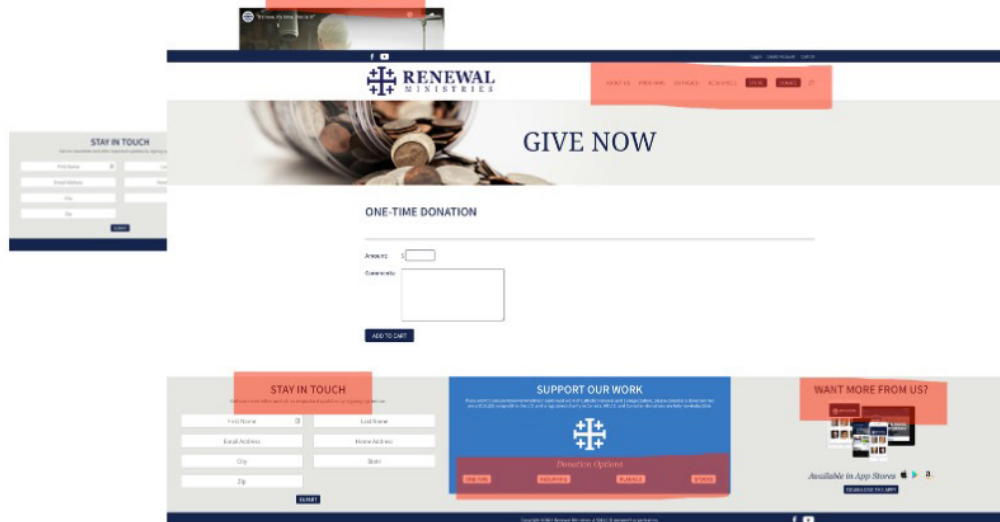


Another item to eliminate are other calls to action on your donation page. According to the research, 70% of organizations reported that they do not have other calls to action on their page. Food Banks did a better job of not having other competing calls to action on the page, compared to other organizations.

Not This

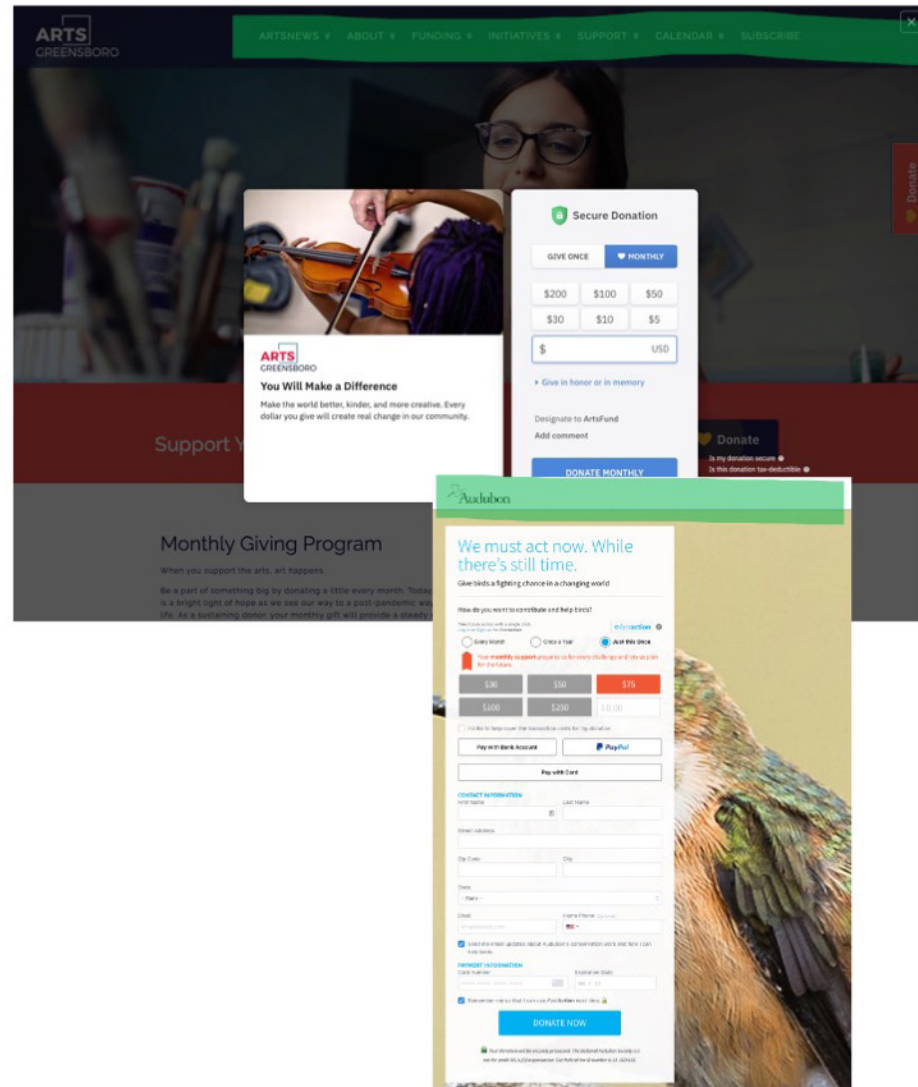


In the examples on the left, you can see the distracting links on top of the form, which could take you away from donating. There is also a video to learn more about the ministry, a button to stay in touch, a link to sign up for a newsletter, and another link to download an app.



But This

The example on the right is a streamlined example made by Fundraise Up. This format works like a widget lightbox, where the navigational elements are still there, but you can't click them. While it does have links on the side to answer questions, it answers the questions without completely leaving the online giving experience. The example below is in a one-page format from the Audubon Society. In this instance, there are no links on top and nowhere else to go but the donation page itself.





Key Takeaway

See if your donation tool or website content management system allows you to remove or hide navigational links and other distractions on the donation page. Also, be sure to eliminate any other conflicting calls to action.

5 Decision Friction

Decision friction is when there are too many decisions to be made either at any one point or throughout the process, especially without context and clarity. This is closely related to confusion friction.

NOT This

The screenshot shows a donation form titled "YOUR DONATION". It features a payment amount selector with options for \$50, \$100, \$200, \$500, and "Other Amount". Below this, there are three checkboxes: "Add 3% to my donation to cover credit card fees.", "Make this a recurring gift! I want to save lives every month as a Caring Partner.", and "Dedicate my donation in honor or in memory of someone.". The form then moves to "PAYMENT DETAILS" with fields for Card Number, Expiration (Month and Year), and Security Code. The "YOUR INFORMATION" section includes fields for Name (First and Last), Email, Phone, Country (with a dropdown menu), Address (with a dropdown for "I have a military address"), City, State/Territory, and Zip Code. A "Comments" field is at the bottom, with a yellow box highlighting the text "We'd love to hear from you!". A red "Give Now" button is at the bottom right.

BUT This

The screenshot shows a simplified donation form titled "YOUR DONATION". It features a payment amount selector with options for \$50, \$100, \$200, \$500, and "Other Amount". Below this, there is a single checkbox: "Make this a recurring gift! I want to save unborn babies 365 days a year.". The form then moves to "PAYMENT DETAILS" with fields for Card Number, Expiration (Month and Year), and Security Code. The "YOUR INFORMATION" section includes fields for Name (First and Last), Email, Phone, Country (with a dropdown menu), Address (with a dropdown for "I have a military address"), City, State/Territory, and Zip Code. A red "Give Now" button is at the bottom right. A green box with a white arrow pointing up and the text "107% in Donations" is overlaid on the bottom right of the form.

In the example on the left, even though the form asks for relatively small things such as covering the fees, dedicating the donation in honor of someone, or leaving a comment, the organizations saw a 107% increase in donations by removing those additional questions.

When looking at why donors make the decisions they do, there are six fundamental questions that a donor is asking themselves:

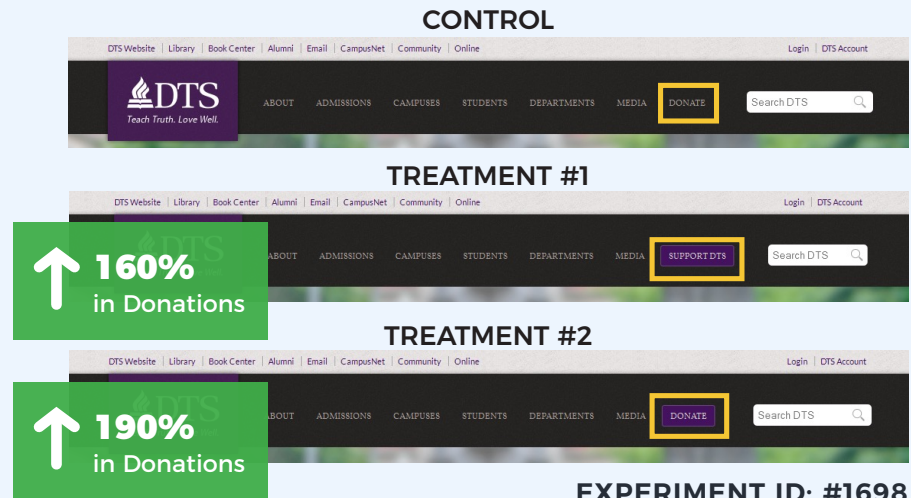
- 1 Where do I give?
- 2 Why should I give?
- 3 What do I want to support?
- 4 How often do I want to give?
- 5 How much do I want to give?
- 6 How do I want to pay?

The 6 Fundamental Giving Decisions

1

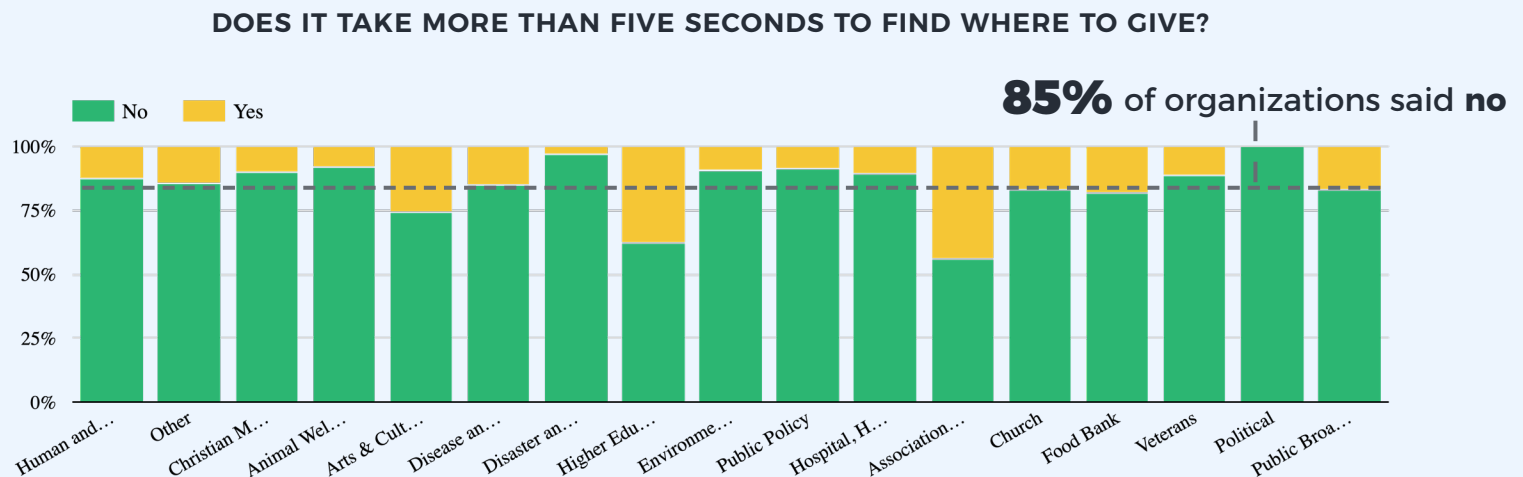
Decision Friction: Where do I give?

In this experiment, DTS did one treatment that said “Support DTS” in purple, and then a second treatment to say “Donate” in purple instead. By calling out and making the donate button stand out on the navigation bar, they saw a 160% and a 190% increase in donations.



This is a traffic-based strategy. If someone is interested in giving, how do you let them know where to give using design in your navigation? A button that's a different color than the navigation is the best way to get more clicks.

When we asked if it takes more than five seconds to know where to give, 85% of organizations said no. But that leaves 15% of organizations where it takes more than five seconds to know where to give.



In particular, the Associations and Membership groups seem to be burying their donation button or ways to give on their page. The same goes for Higher Education organizations, where there may be several competing priorities on their page, including scholarships and giving to foundations. Figuring out where to give should be a relatively simple task, but answering why people give may be a little bit more complex.

2

Decision Friction: Why should I give?

If you recall the giving equation from the beginning, the main component on the value side is the value proposition, which answers the question of why one should give. Why should I give to you as opposed to another organization or give at all? One of the ways that you can answer that is by using copy on your donation page.

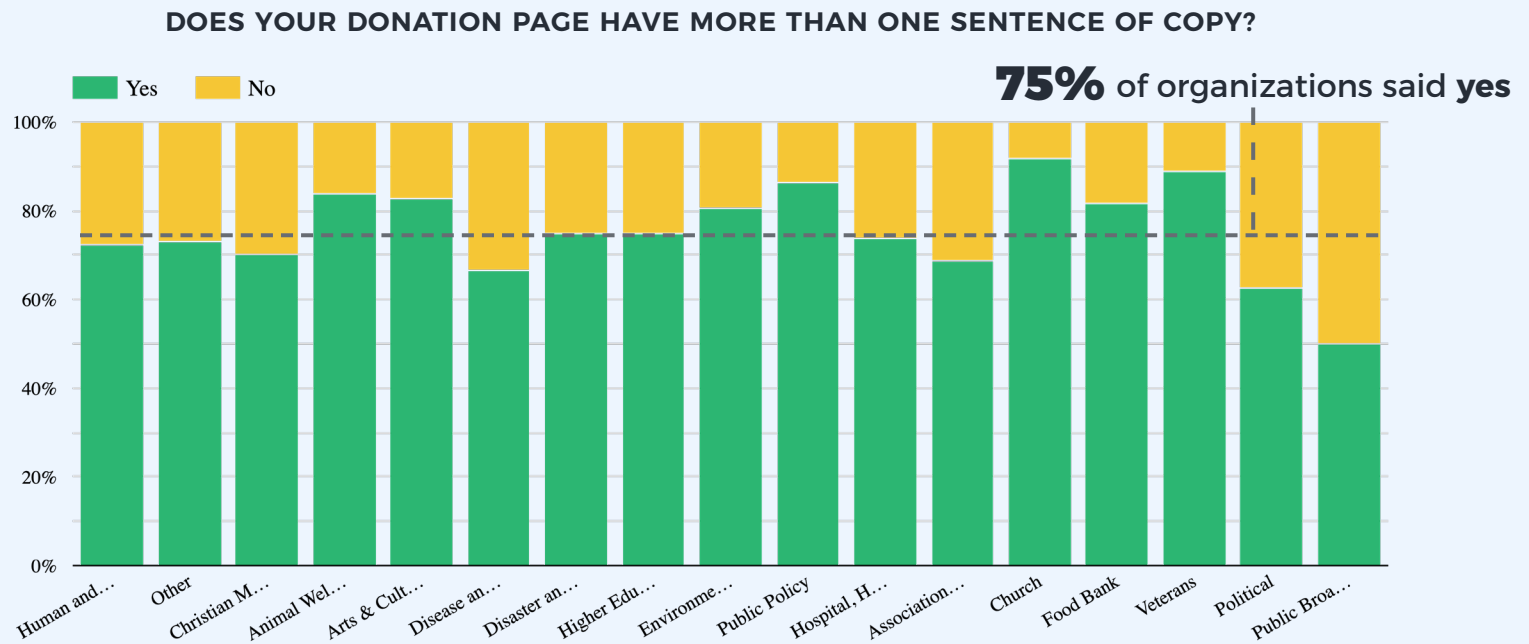


The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION	MOTIVATION	VALUE PROPOSITION (CLARITY)	INCENTIVE	FRICTION	ANXIETY
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For this research, we did not deduct or add points since this is not technically a friction point, but we do know that this is something that drives donations. We found that about 75% of organizations have more than one sentence of copy on their donation page, which means that a quarter of organizations have no copy. These organizations run the risk of assuming that the donor knows exactly who they are, how much they want to give and know exactly why they should give.



Past experiments have shown that as little as two sentences of copy on a donation page to simply reconfirm why a donation is needed today, can increase donations by 28%. More often than not, most donors need a bit more persuasion and a bit more copy to proceed with the donation.

FROM THIS

Thank you for your commitment to CaringBridge.

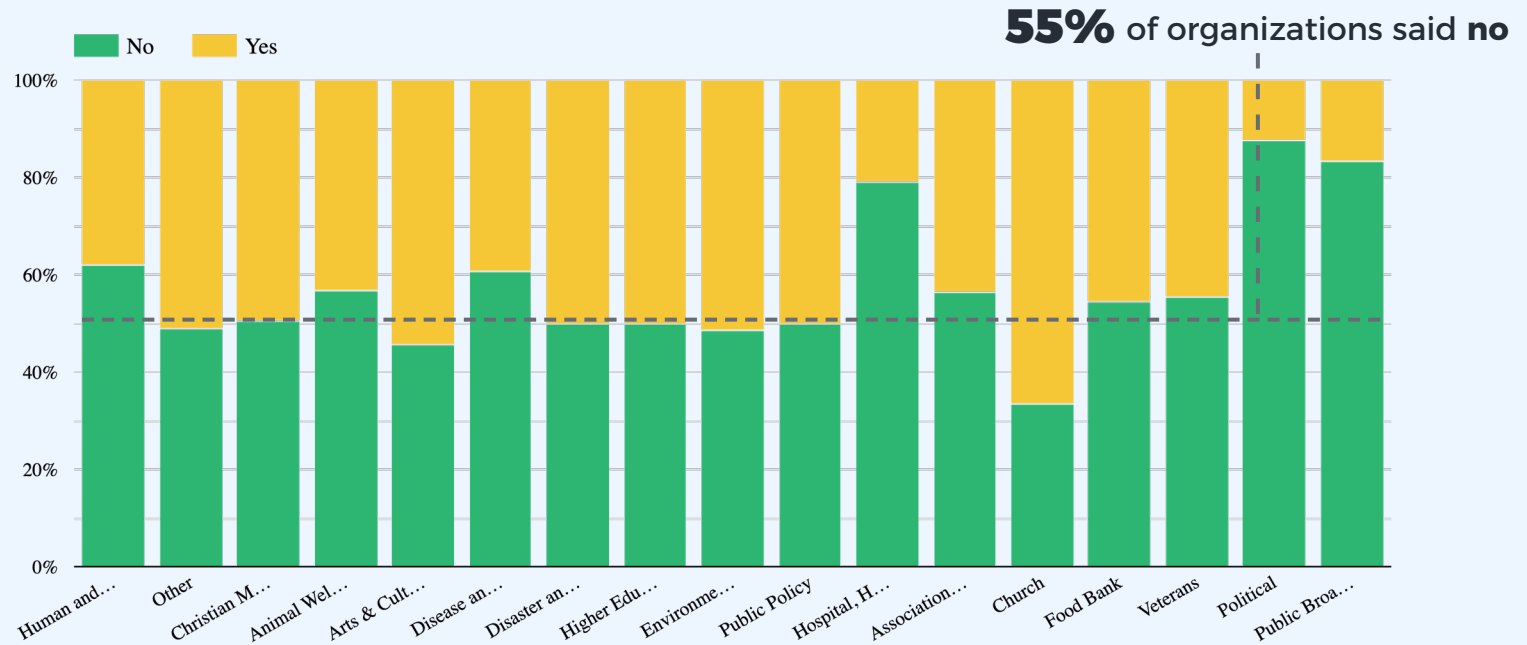
TO THIS

Thank you for your commitment to CaringBridge.
Your donation is safe, secure, private and tax deductible.

**↑ 28%
in Donations**

EXPERIMENT ID: #900

DOES THE DONATION PAGE HAVE MORE THAN 4 SENTENCES OF COPY?



Roughly half of the organizations, or 55%, did not have more than four sentences of copy or text on their donation page. At this point, we know that by using a little bit more copy, you can better articulate why a donation is needed as opposed to giving someone else the chance to come up with their conclusion.

This experiment is one of the most used experiments in our library. By adding five short paragraphs to answer the question of why the donation is needed, they saw a 150% increase in donations. You don't need reams of copy and text on your donation page. But people need a reason to give and often need that in copy on the page itself.

CONTROL

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Therefore, 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

TREATMENT

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

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 number of residents it has ever won. Lawmakers in Springfield are setting their consciences - 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 open change, to get Illinois back on a more progressive 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 know. We are finding the stories the legacy media aren't reporting. And we are doing all of this for people like you.

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

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

Select Donation Amount

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

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

↑ 150%
in Donations

EXPERIMENT ID: #6623

3

Decision Friction: What do I want to support?

Once the donor understands why they want to donate, the next step is to answer what they want to support. Some examples include determining the gift designation or supporting different parts of the organization. In this case, this is a child sponsorship organization, which is one of their main sources of revenue. They have a recurring revenue model where you can choose a child to sponsor with monthly gifts.

Original

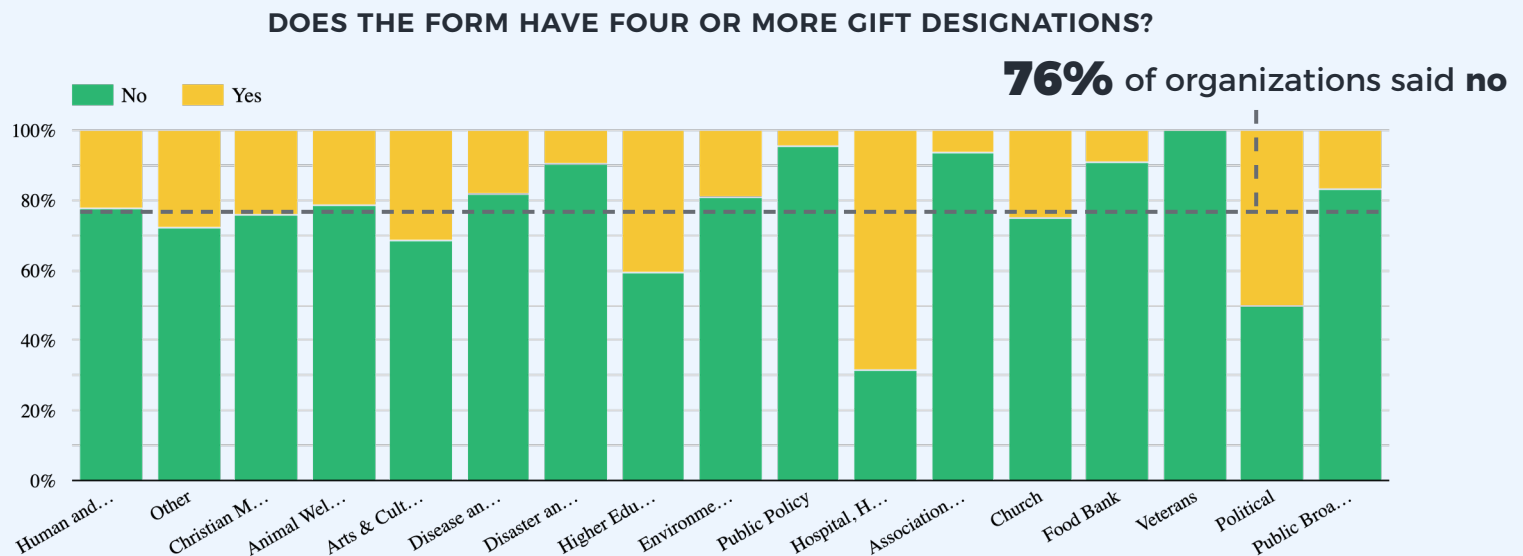
The original website layout features a top navigation bar with links for 'GIFT CATALOG', 'COMPASSION STORE', 'MY ACCOUNT', 'LOG IN', 'CHECKOUT', and 'CONTACT US'. Below the navigation is a search bar and a 'SPONSOR NOW' button. The main content area is titled 'Sponsor a Child Today' and includes a 'Questions?' section with a 'Chat With Us Live' button. A 'SEARCH FOR A CHILD' section allows users to filter by 'Where in the World' (Indonesia), 'Gender' (No Preference), and 'Age Range' (1-12 years old). Below the search filters is a grid of child profiles, each with a photo, name, and 'CHOOSE ME' button. The profiles shown include Love, Mercy, Camila, Delapama, Isai, and Rivaldo. A 'Start Sponsoring a Child Today!' section provides details about the program and the support provided.

One Child

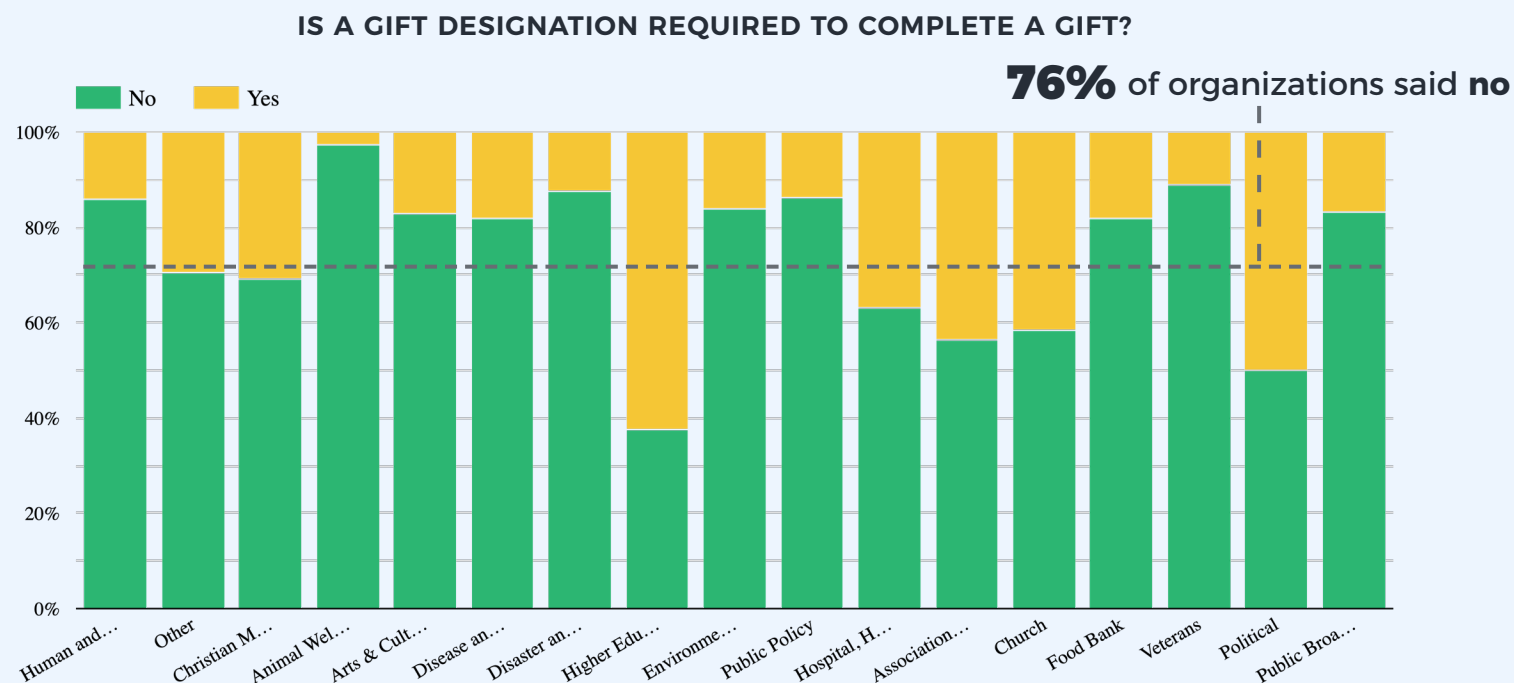
The modified website layout focuses on a single child, 'Sponsor a Child from Indonesia'. It features a large photo of the child, 'My name is Matthew and I am 5 years old.', and a prominent 'SPONSOR ME' button. Below this is a 'Sponsor a Child in Asia' section with a similar layout. A green callout box with an upward arrow and the text '48% in Conversions' is overlaid on the right side of the page. The bottom of the page shows a grid of other children for sponsorship, including Rivaldo, Muel, Thushalini, Avanthika, Vinitha, Ellina, Remon, Seerajan, Kowhin, and Sadhurshini.

They hypothesized that the original treatment on the left, with rows and rows of children, all equally weighted, wasn't helping the donor make the decision. So instead, they changed the approach by prioritizing one child on top, while still being about to view the other rows of children. By making it easier to make a decision, this organization saw an increased conversion of 48%. They improved the likelihood of a decision by reducing the choices or prioritizing one choice.

One common dilemma that many organizations run into is by having too many options for gift designations. We asked how many organizations had four or more gift designations, 76% said they did not. Hospitals, Higher Education, and other larger organizations like these typically have sister or partner foundations that often drive more gift designations.



Next, when we asked how many required a gift designation, 76% said no. In contrast, the majority of Higher Education organizations require you to designate where you want your gift to go. This can be extremely risky, especially if they require a gift designation without a lot of context and clarity.



The first example to the right shows a dropdown with an overwhelming amount of options and ways to designate your gift. The next example from another organization allows you to contribute to an area, a staff, or to reset the form, but there's no context. They assume that you know who the staff member is, or what area you want to support.

What we'll often suggest is that an organization pick at least one or two, maybe up to four areas, that someone can choose from. A common method used to help the donor decide is to have gifts pre-selected on the page, as seen on the example on the right. By visually narrowing down the options, it will help the donor decide where they want to give.

Not This

The screenshot shows a 'Gift Details' form. At the top, there are radio buttons for gift amounts: \$50, \$100 (selected), \$250, \$500, \$1,000, and Other. Below this is a dropdown menu labeled 'Designate my gift to...' with a long list of options including 'Greatest Needs at Mayo Clinic' (highlighted in green), 'Caplan Expansion at Mayo Clinic', 'Clinical Trials', 'COVID-19 Clinical Fund - Testing Capability and Availability/Overall COVID-19 Response', 'COVID-19 Research Fund-COVID-19 and Related Viruses Targeted Research, Vaccine Development &...', 'Greatest Needs at Mayo Clinic', 'Mayo Clinic Alix School of Medicine Endowed Scholarship Fund', 'Mayo Clinic Innovation Exchange', 'Mayo Clinic Platform', 'Medical Education', 'Medical Research', 'Novel Therapeutics and Advanced Diagnostics', and 'Other'. To the right, there is a form for selecting a recipient, with a search bar containing '\$20.00 One-Time' and the instruction 'PLEASE FIND AND SELECT A RECIPIENT'. The search bar has a placeholder 'Location, Staff Member Name, Ministry, Area #' and a search icon. Below the search bar are buttons for 'AREA', 'STAFF', and 'RESET FORM'. A message below says 'Please select a recipient above to continue customizing your gift.' At the bottom are 'BACK' and 'NEXT' buttons.

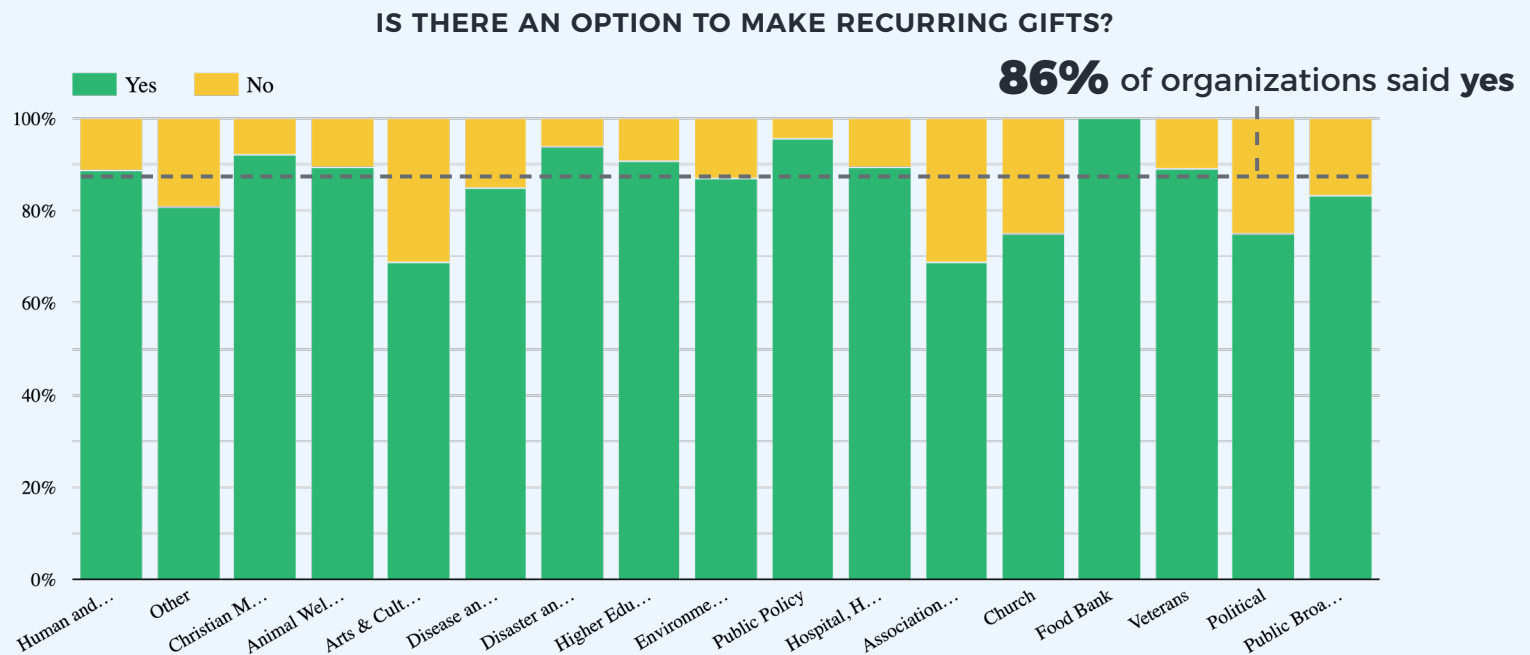
But This

The screenshot shows a donation form for 'InTouch STORE'. At the top, there is a navigation bar with 'Back to intouch.org', 'En Español', 'LOG IN', 'ACCOUNT', and a phone number '1 800 789 1473'. Below the navigation bar is a banner that says 'JOIN US IN LEADING PEOPLE WORLDWIDE'. The main content area features a photo of a man and a 'Thank you for your support!' message. Below the message is a 'Gift Amount' section with radio buttons for \$10, \$50 (selected), \$100, \$200, and Other. There is also a 'Giving Frequency' section with radio buttons for 'One Time Gift' and 'Monthly Recurring'. Below this is a 'Payment Information' section with a 'Credit Card' button and a 'PayPal' button. The 'Billing Information' section includes fields for 'First Name', 'Last Name', 'Suffix', 'Country*', 'Address Line 1*', 'Address Line 2', 'City*', 'State/Province*', 'Postal Code*', and 'Email Address*'. There is also a 'Phone Information*' section. At the bottom, there is a 'Confirm Password' section and a 'Payment Information' section with a 'Save my payment for later use' checkbox and a 'Submit' button. The form is visually cluttered with a lot of text and small icons.

4

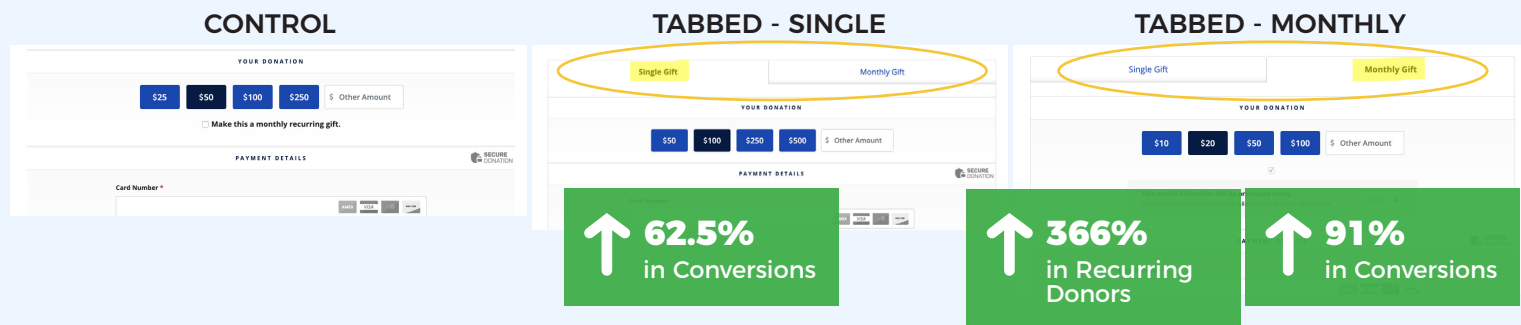
Decision Friction: How often do I want to give?

Now that the donor knows what they want to support, the next question is how often they want to give. Recurring donors are worth at least five times more than one-time donors and their donor retention rate is about two times higher. So when we asked organizations if there is an option to make recurring gifts on their donation page, 13% of them said no.



What surprised us the most was that Arts and Culture scored the lowest. Generally speaking, the smaller an organization is, the more emphasis is placed on recurring giving. Additionally, recurring donors take less time, energy, and costs the same to retain.

There are different ways to present this option to the donor beyond using the standard “check the box” method to select a recurring gift. One of these methods is the tabbed approach, where you have a single gift tab and a monthly gift tab. When you make the monthly gift tab the default, it will increase your conversion rate.

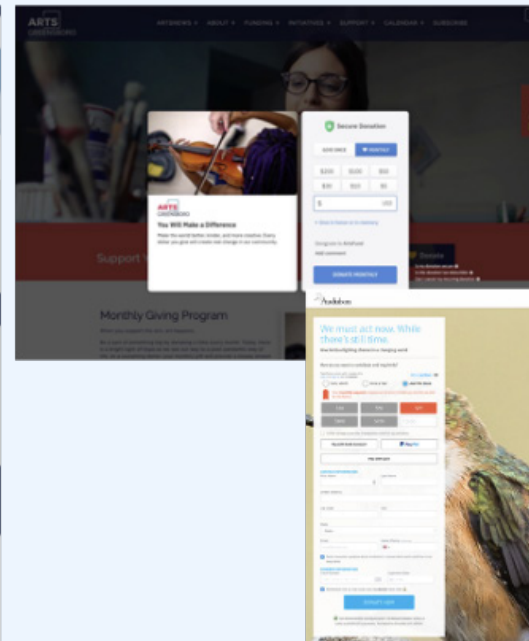


While related, there is a difference between frequency and amount when it comes to donations. By letting donors choose the frequency first, it makes choosing the amount easier. In this example, by having the open monthly gift tab as the default, the organization saw a 366% increase in recurring donor conversion, with no discernible difference in one-time donor conversion.

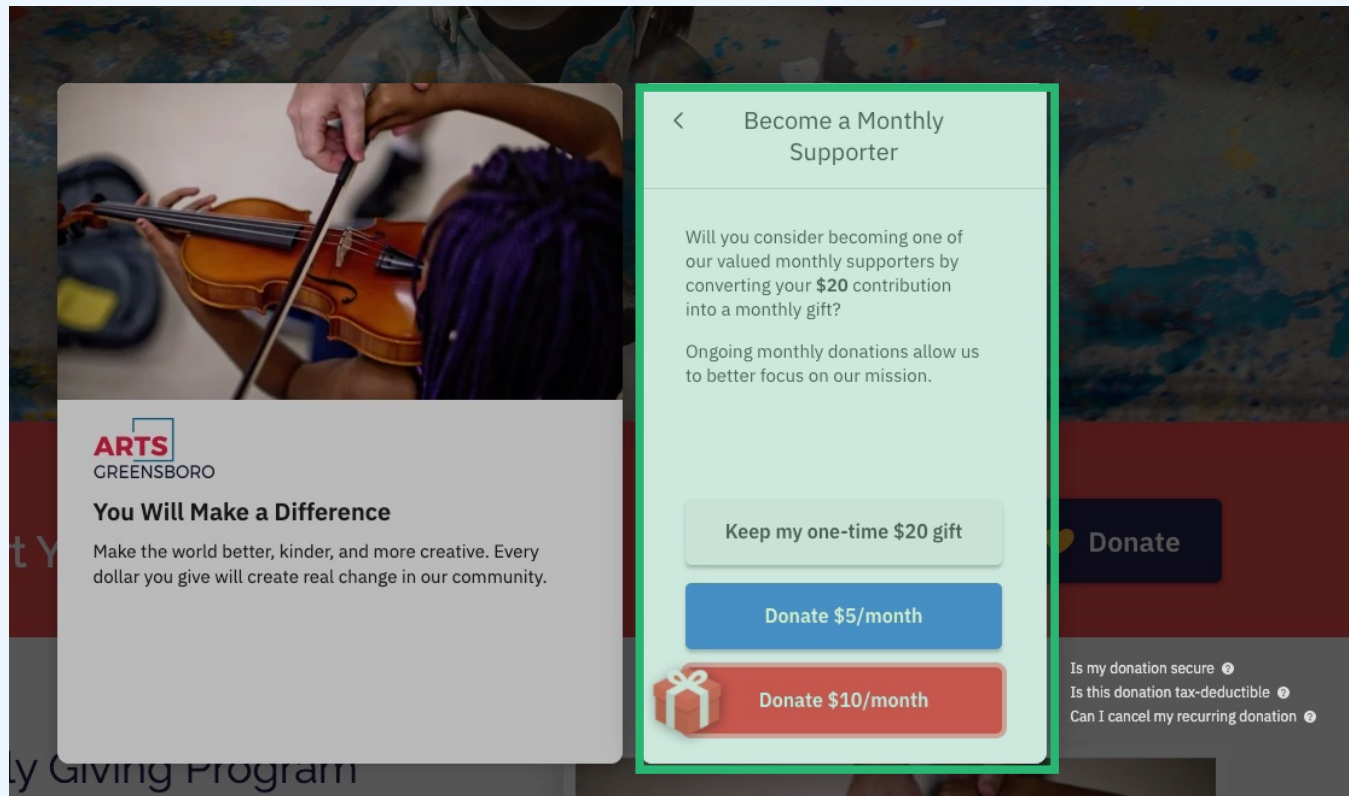
Not This



But This



In the example above, you can see how the page on the left displays one-time donations and monthly donations equally weighted, giving very little reason to choose one over the other. Additionally, the page shows five other ways to give, adding more confusion to the donor viewing the page. Where else, the examples on the right follow the tabbed approach.



Taking a closer look at the form- Once you're in the flow of the process, they have an upgrade nudge that provides options to either keep your one-time gift, donate \$5 a month, or \$10 a month with one click, thus converting to a monthly gift.

In this example by Audubon, they suggested a monthly gift by using the nudging technique. They placed an arrow below the monthly option and provided context to why this option is better, by stating that it helps them plan for the future. These methods help donors, especially new ones, hone in on recurring giving. Now the next question is, how can we make it even easier for someone to choose the amount that we want them to choose?

The screenshot shows the Audubon donation page. At the top, the Audubon logo is visible. The main heading reads "We must act now. While there's still time." Below this, a sub-heading says "Give birds a fighting chance in a changing world". The central focus is a green-bordered box titled "How do you want to contribute and help birds?". Inside this box, it says "Take future action with a single click. Log in or Sign up for FastAction" and features the "fastaction" logo. There are three radio button options: "Every Month", "Once a Year", and "Just this Once". The "Just this Once" option is selected, but a small red arrow points to the "Every Month" option. Below the options, a text box states: "Your monthly support prepares us for every challenge and lets us plan for the future." Below this, there are several donation amount buttons: "\$30", "\$50", "\$75", "\$100", "\$250", and "\$0.00". The "\$75" button is highlighted in red. Below the amount buttons, there is a checkbox for "I'd like to help cover the transaction costs for my donation". There are two main payment methods: "Pay with Bank Account" and "Pay with Card". The "Pay with Card" option is selected. Below the payment methods, there is a "CONTACT INFORMATION" section with fields for "First Name", "Last Name", "Street Address", "Zip Code", "City", "State", "Email", and "Home Phone (Optional)". There is a checkbox for "Send me email updates about Audubon's conservation work and how I can help birds." Below this is a "PAYMENT INFORMATION" section with fields for "Card Number" and "Expiration Date". There is a checkbox for "Remember me so that I can use FastAction next time." At the bottom of the form is a large blue "DONATE NOW" button. At the very bottom, there is a small disclaimer: "Your donation will be securely processed. The National Audubon Society is a not-for-profit 501(c)(3) organization. Our federal tax ID number is 13-1624102."

5

Decision Friction: How much do I want to give?

Now that we have made it clearer for our donors to discern between one-time and monthly giving, we want to help them decide how much they want to give.

In this case, the organization wanted to nudge donors to give \$50, which was higher than their average online donation. On the treatment page, they annotated the \$50 with a star and labeled it as the most popular, working as a social-proof type nudge to select that option over the other ones. With that change, they saw an 8% increase in conversion, 15% increase in average gifts, which resulted in an increase of 24% in revenue.

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

TREATMENT

Your Donation

Billing Information

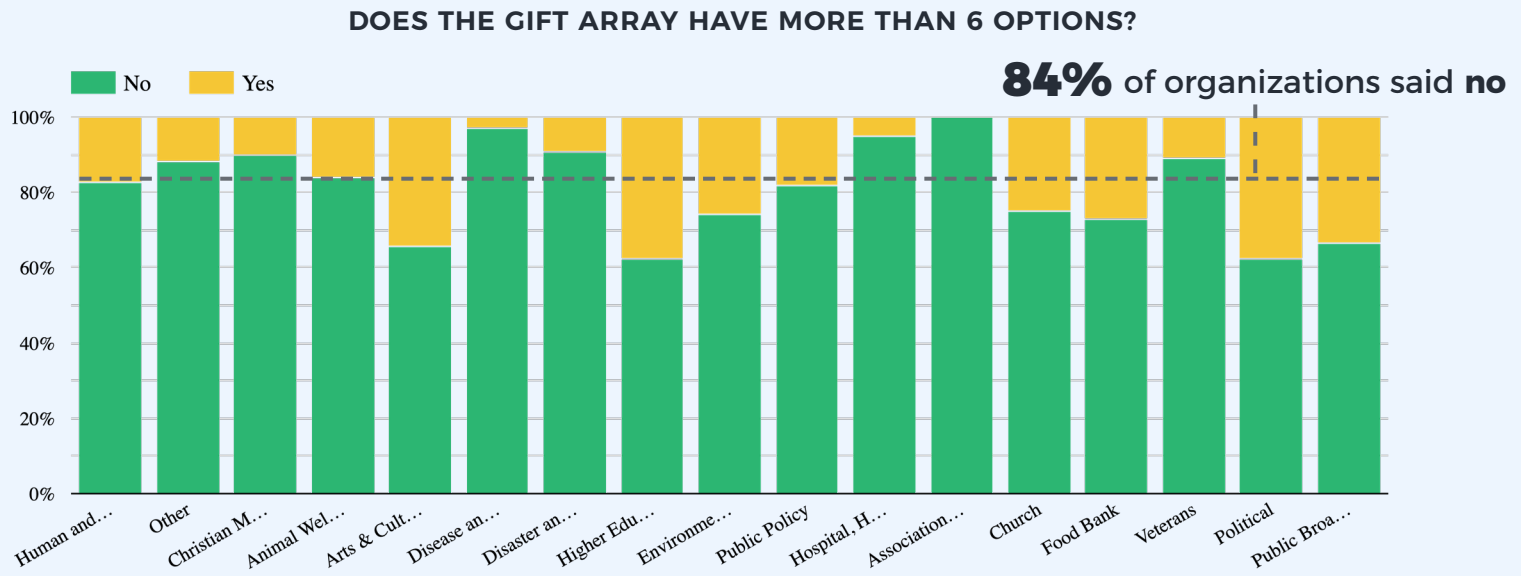
First Name Last Name
 Email Address
 Country
 Address
 City State / Province
 Zip / Postal Code
 Phone (Optional)

Credit Card Information 🔒

Card Number

CVV Exp. Month Exp. Year

EXPERIMENT ID: #16415



When we asked how many organizations had more than six gift array options, 84% of them said no.

Salesforce conducted a study that concluded that 75% of organizations globally had three or four suggested gift options. This leads us to suggest that having three to four options is a safe option to display on your page. Which brings us to the next question, how do I want to pay?

6

Decision Friction: How do I want to pay?

We partnered up with Fundraise Up to conduct a study on the use of different transaction methods, including PayPal. In the two examples below, one page had no option to use PayPal, versus the page on the right, which had options to pay with a card, your bank account, and PayPal. This research found that 20% of users chose to use PayPal, which increased the conversion to 6.6%.

One caveat to this is when you choose to pay with PayPal it takes you away from the donation page to sign in to your PayPal account, then brings you back to the donation page. Having to go back and forth between pages can harm your conversion rate, as opposed to having PayPal integrated into your payment methods.

The screenshot shows a donation form with two distinct sections: "DONOR INFORMATION" and "PAYMENT INFORMATION".

DONOR INFORMATION

- Cardholder's Name
- Address
- City, State (Texas), Zip
- Phone (Optional)
- Email

PAYMENT INFORMATION

- All major cards accepted
- Card number, MM/YY, CVC
- Join more than 30,000 Texas conservatives and receive The Cannon daily email.
- GIVE NOW** button

At the bottom, there are logos for "Donor Transparency" and "Charity Navigator" (four stars), along with text stating the foundation is certified transparent and a four-star member.

The screenshot shows a donation form with integrated payment options. The headline is "We must act now. While there's still time." and the sub-headline is "Give birds a fighting chance in a changing world".

How do you want to contribute and help birds?

Take future action with a single click. [Log in](#) or [Sign up for FastAction](#)

Every Month Once a Year **Just this Once**

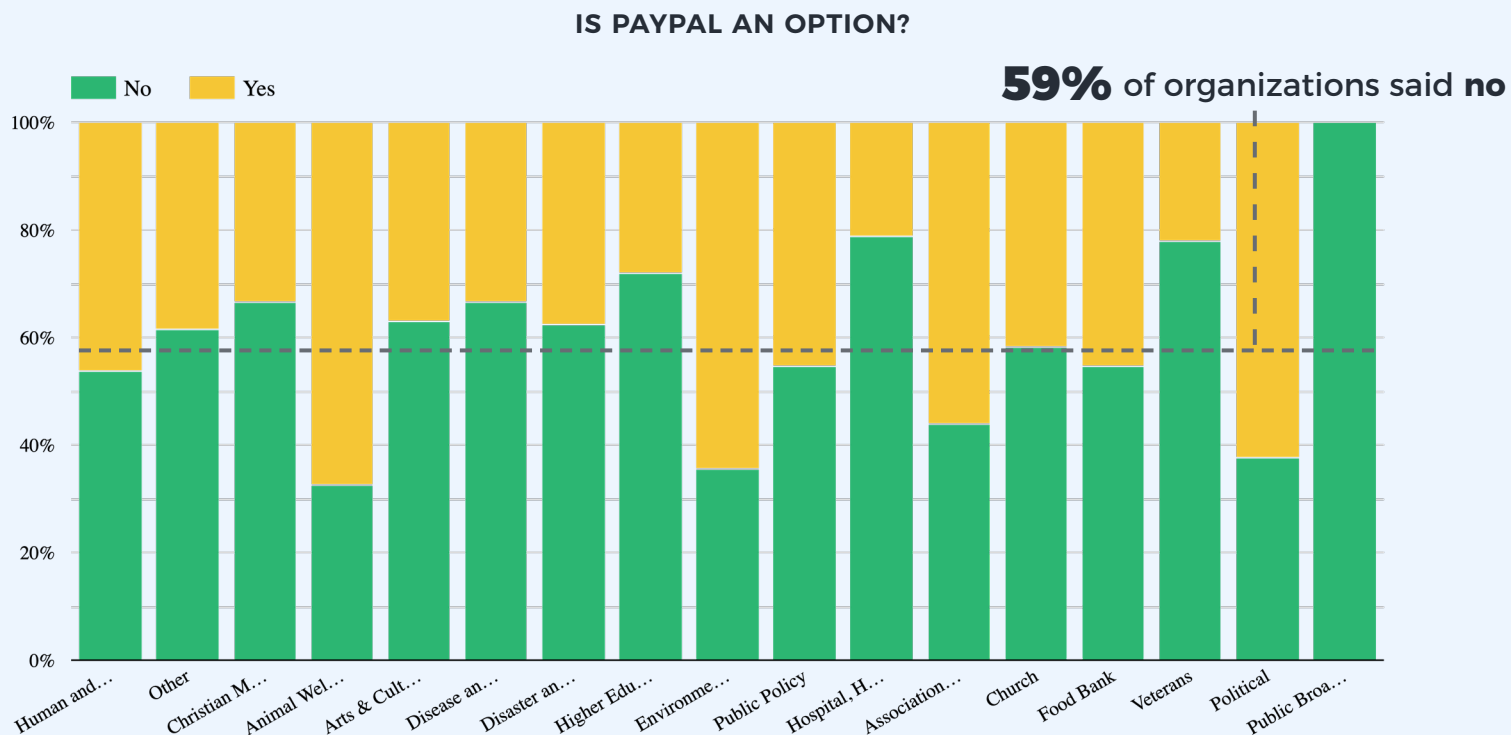
Your **monthly support** prepares us for every challenge and lets us plan for the future.

Amount selection buttons: \$30, \$50, \$75, \$100, \$250, \$0.00

I'd like to help cover the transaction costs for my donation

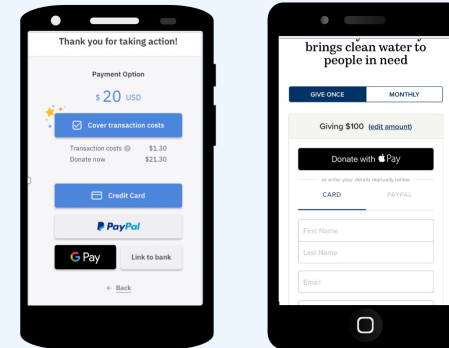
Payment options: **Pay with Bank Account**, **PayPal**, **Pay with Card**

Even though data suggests that 20% of donors used PayPal, 59% of the organizations did not have it as an option. This is something to consider turning on for donors to have as an option.



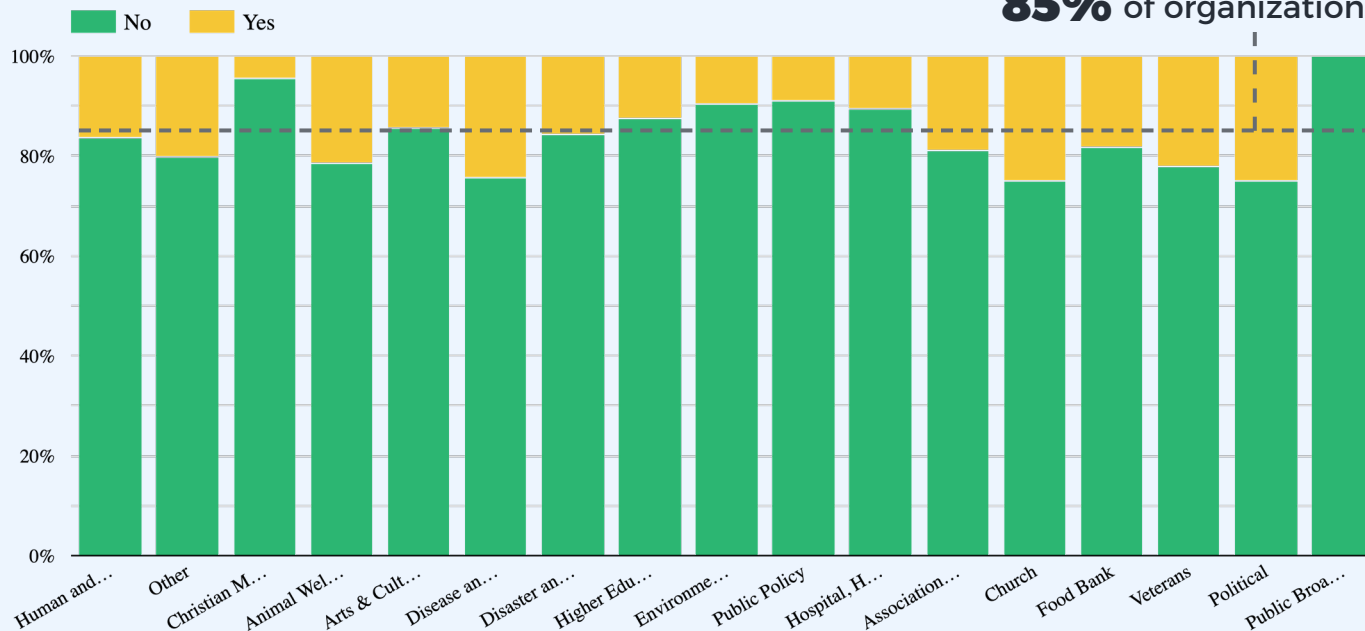
Another payment option to consider is a mobile wallet, which includes Google Pay, Apple Pay, and Amazon Pay. In this case, only 15% of organizations in this study said that they had mobile wallet payments enabled.

GOOGLE PAY VS APPLE PAY



DO YOU HAVE MOBILE WALLET AS AN OPTION?

85% of organizations said **no**





In a recent study by Fundraise Up, they found that 21% of Android users chose to pay with Google Pay. They predicted that including Google Pay on Google-enabled devices should increase conversion by 2.2%. They saw a similar trend with Apple where 21% of iOS users chose to use Apple Pay and they projected that including Apple Pay on iOS devices should lead to a 1.2% increase in conversion. So the key is to include several payment options on your donation page, but doing so where it won't take the donor away from the page to complete the transaction.



Key Take-aways

To reduce decision friction, there are several steps you can take to make the experience as smooth as possible for the user.

1. Make it easy for potential donors people to find the **Donate** call to action button in your navigation bar.
2. Add copy on the donation page to solidify why the user should donate to you. After that, limit the number of decisions a donor has to make.
3. Reduce the number of available gift options to three to four, if feasible.
4. Use defaults, suggestions, and social nudges to help guide the donor.
5. Enable mobile payment options and PayPal to provide the user with as many payment options as possible. But do so without interfering with the flow of the giving process.

6

Steps Friction

In the previous section, we've alluded to the negative impacts of having to switch between multiple pages, like in the PayPal example. Step friction refers to just that - the more steps you have to go through to complete the transaction, the greater the chance of abandonment there is. This could refer to having to page loads and hopping between domains as well.

Taking a look at this four-step process, you can see how there's a different page for each part of the donation page. When this organization made the form fit on one page, they saw an increase of 18% in donations.

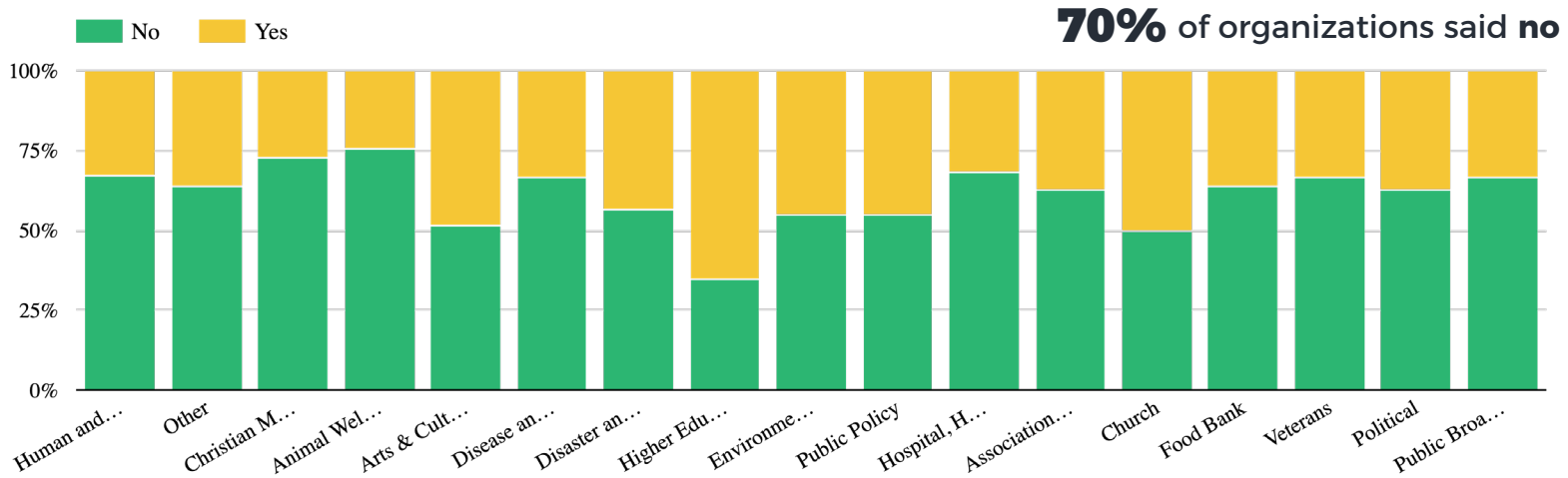
CONTROL

TREATMENT

EXPERIMENT ID: #6092

In our study, we found that 30% of organizations had more than one full page load to complete the donation process. This can be a major detriment to larger organizations, such as those in Higher Education, which scored the lowest in this category.

ONCE YOU ARE ON THE DONATION PAGE, DOES IT TAKE MORE THAN ONE FULL PAGE LOAD TO COMPLETE?



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) 627-4362
Street Address: 5115 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

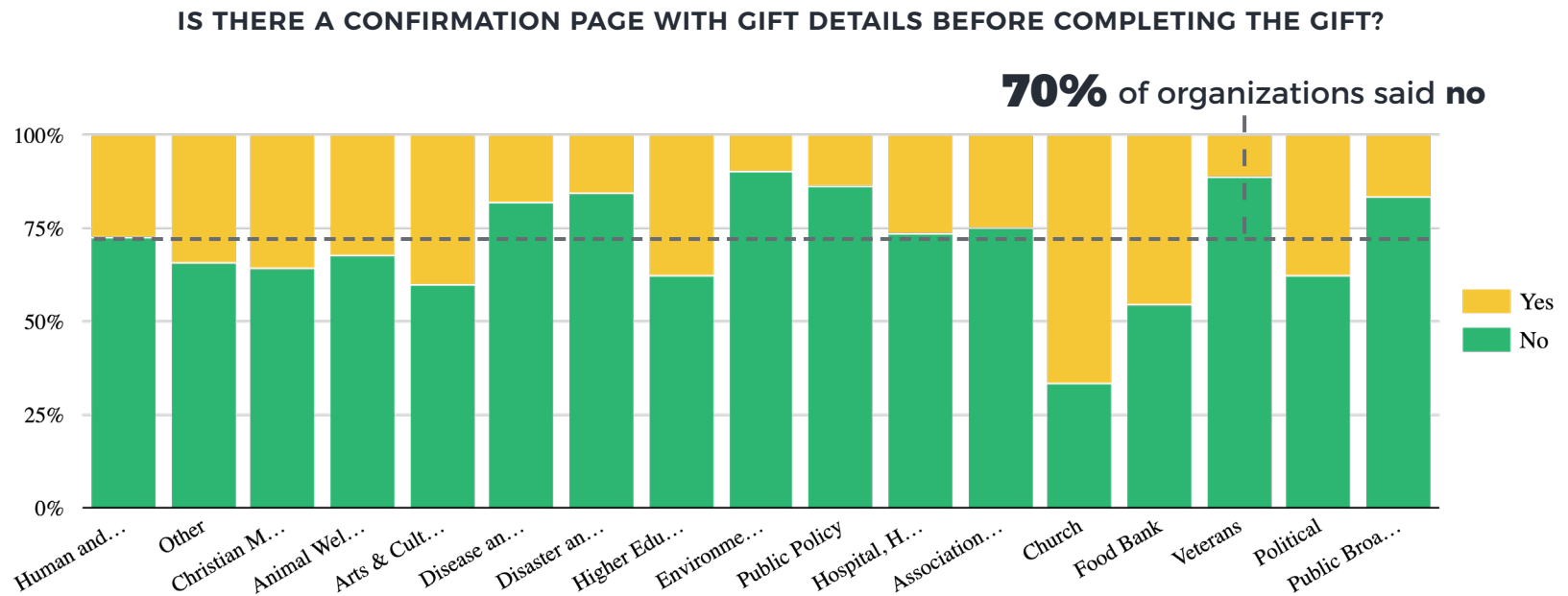
Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

TO THIS

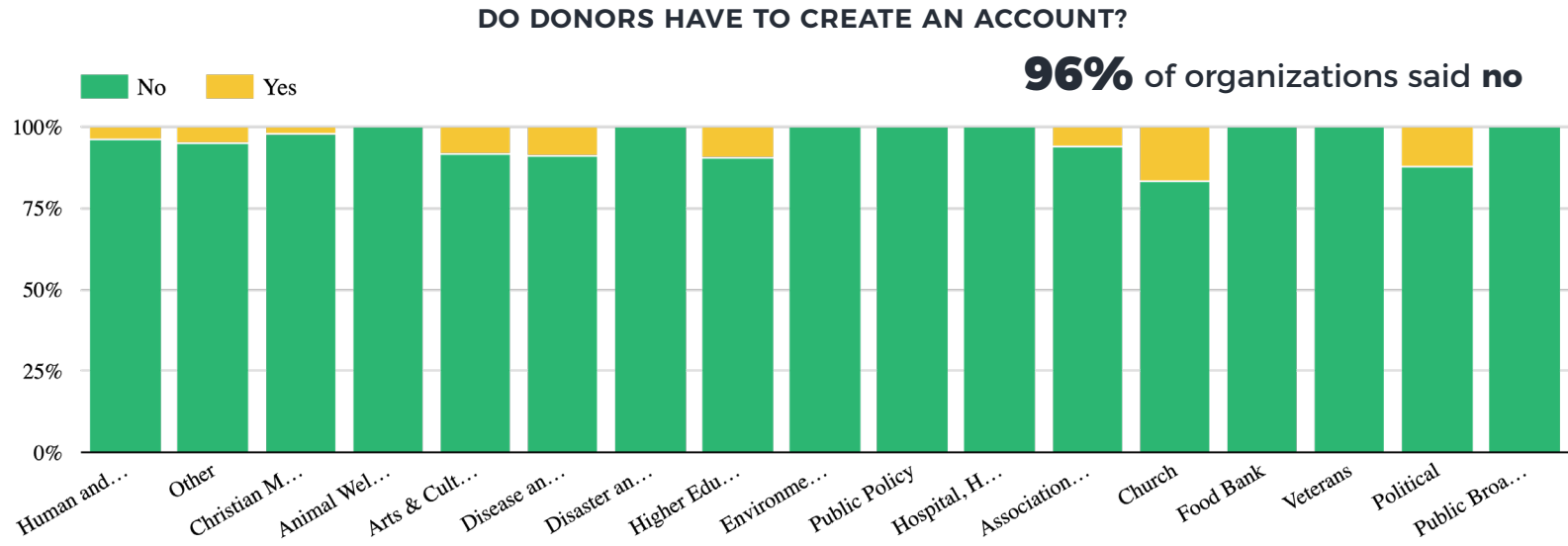
Straight to
Thank You
Page

Another page that adds an unnecessary step to the process is including a confirmation page before completing the transaction. In the example above, the organization saw a 176% increase in donations when they removed the confirmation page.

This page often comes from check-out cart-type tools from older legacy systems. In this case, 30% of organizations said they did have a confirmation page.

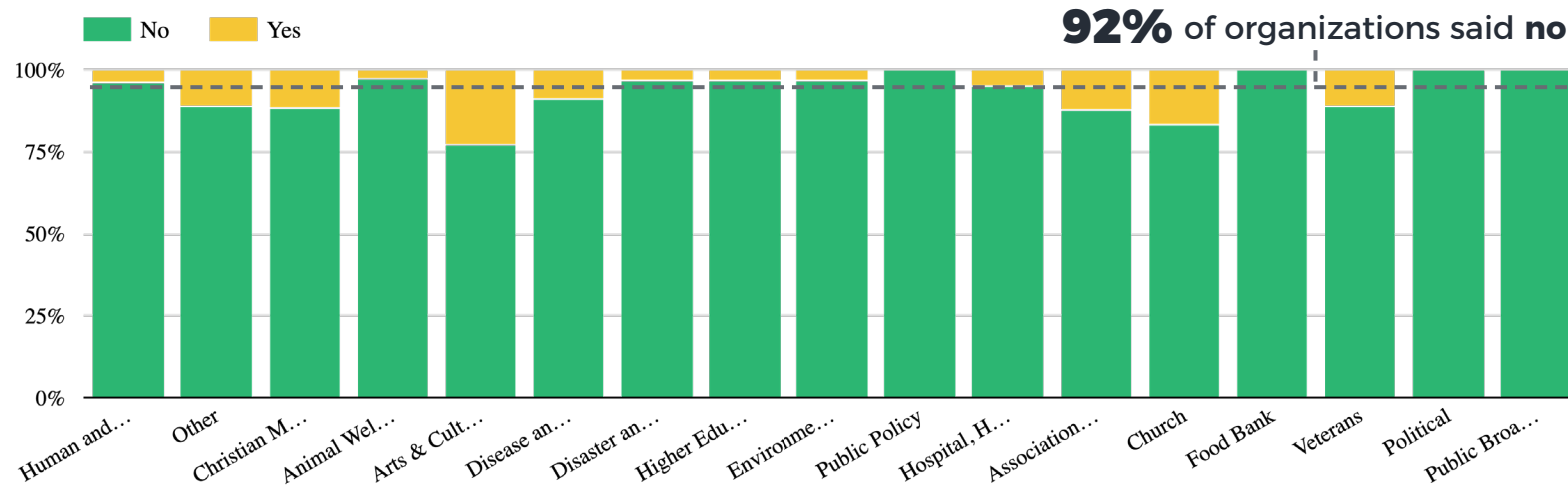


Another unnecessary step is having donors create an account to complete the transaction. Luckily, only 4% of organizations said they required this. The key thing here is to make creating an account optional if you need to include this in the process.



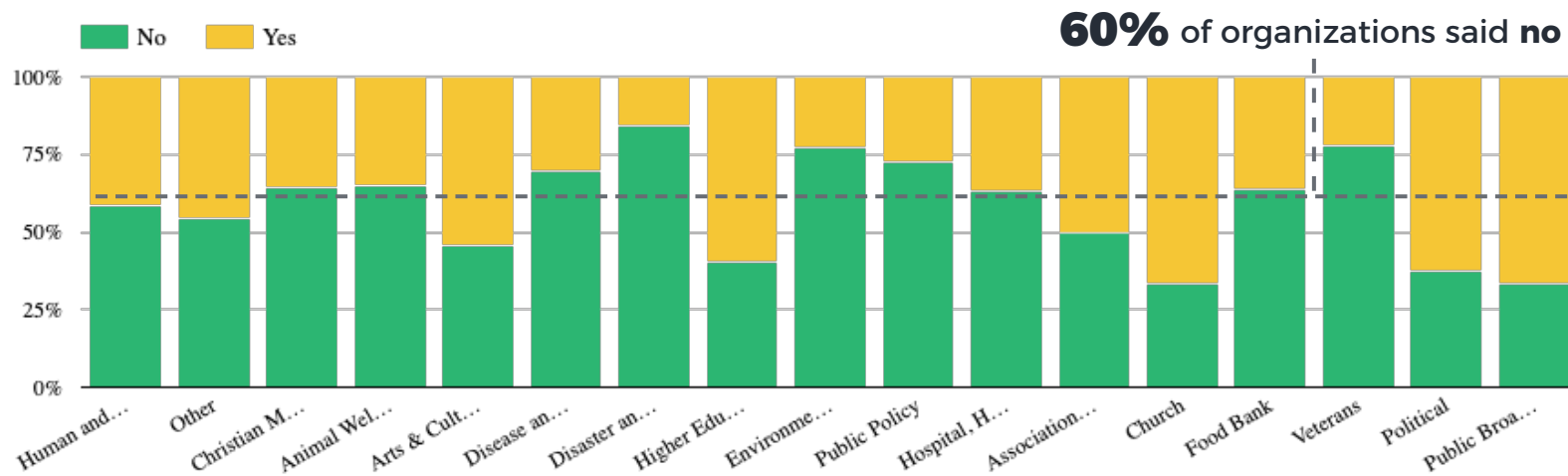
Another option is to wait until after the transaction has been completed to ask the user if they would like to create an account to perhaps manage their donations in the future. But delay that question till after the transaction has been completed, don't make it part of the actual giving process itself. In conjunction with having a confirmation page is requiring donors to add their donation to a check-out cart. Only 8% of organizations said that they have this as part of their donation process. More often than not, organizations, like those in Arts and Crafts, maybe selling something and want to get donations during the same transaction.

DO DONORS HAVE TO ADD THEIR DONATION TO A CHECK-OUT CART?



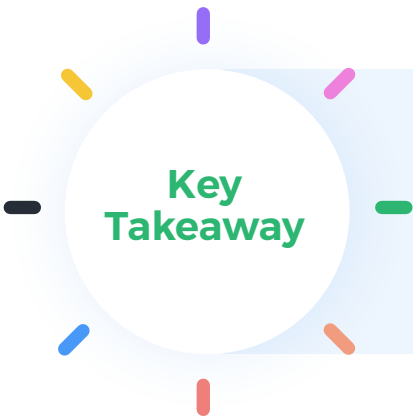
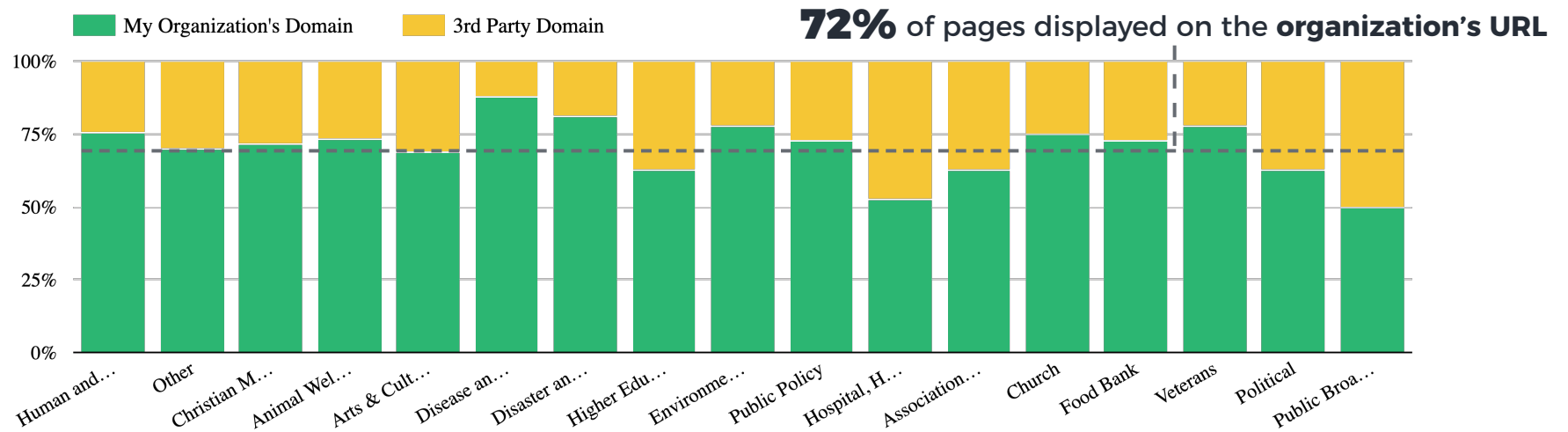
An additional item that may add to the friction is when the donation page opens in a new tab or window. Fundraise Up has done research that indicated that views from step to step can go down as much as 8%, which means you are potentially losing 8% of donors from step to step, just by opening a new tab or window. 40% of organizations reported that their donation page opens in a new tab or window. This is where things start to compound.

DOES THE DONATION PAGE OPEN IN A NEW TAB OR WINDOW?



Using a third-party domain, can further add to the friction. If the user started on your donation page, then ended up at another domain throughout the process, trust can start to erode. You're also dealing with different load times, further complicating the donation process. Here we see that 72% of organizations kept their donors on their URL, but that leaves 28% that are going to a third-party URL.

DOES THE URL SHOW YOUR ORGANIZATION OR A THIRD-PARTY URL?



Key Takeaway

Every time you have to open a new page, tab, or new window, you're going to deal with different load times. You could lose donors solely based on windows and load times. So reducing the number of steps, removing unnecessary ones, and keeping the donation process on one page and on your own URL, will keep donors from abandoning the donation process.

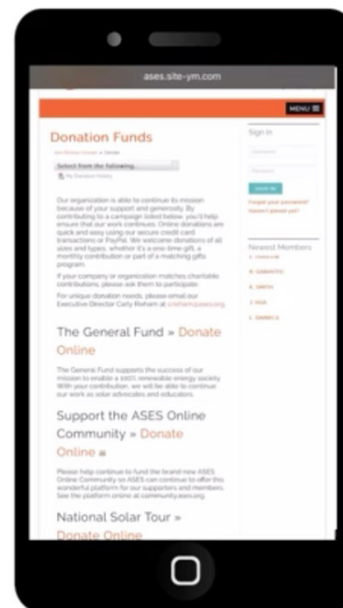
7 Device Friction

Any type of friction is exacerbated when it's on a mobile device or tablet. Device friction is when you need to pinch and zoom to navigate, or when you encounter some other issue preventing or slowing down the giving process on a mobile device.

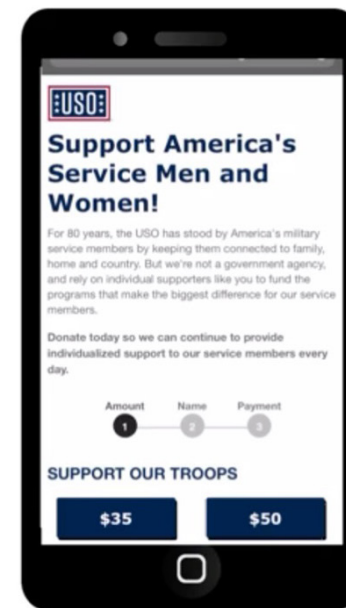
The examples above show what a basic mobile-friendly donation page should and should not look like. When the page isn't mobile-friendly, the font becomes harder to read, while the links and buttons become more difficult to click on. It also takes longer to scroll through and navigate around.

Why is it important for your page to at least be functional on mobile? 25% of giving now happens on a mobile device, and that number is growing by about 20% every single year. So more and more people are visiting websites and making donations from their mobile devices, which only emphasizes the importance of having a mobile-friendly page, including mobile wallets, and keeping the process as smooth as possible.

NOT THIS

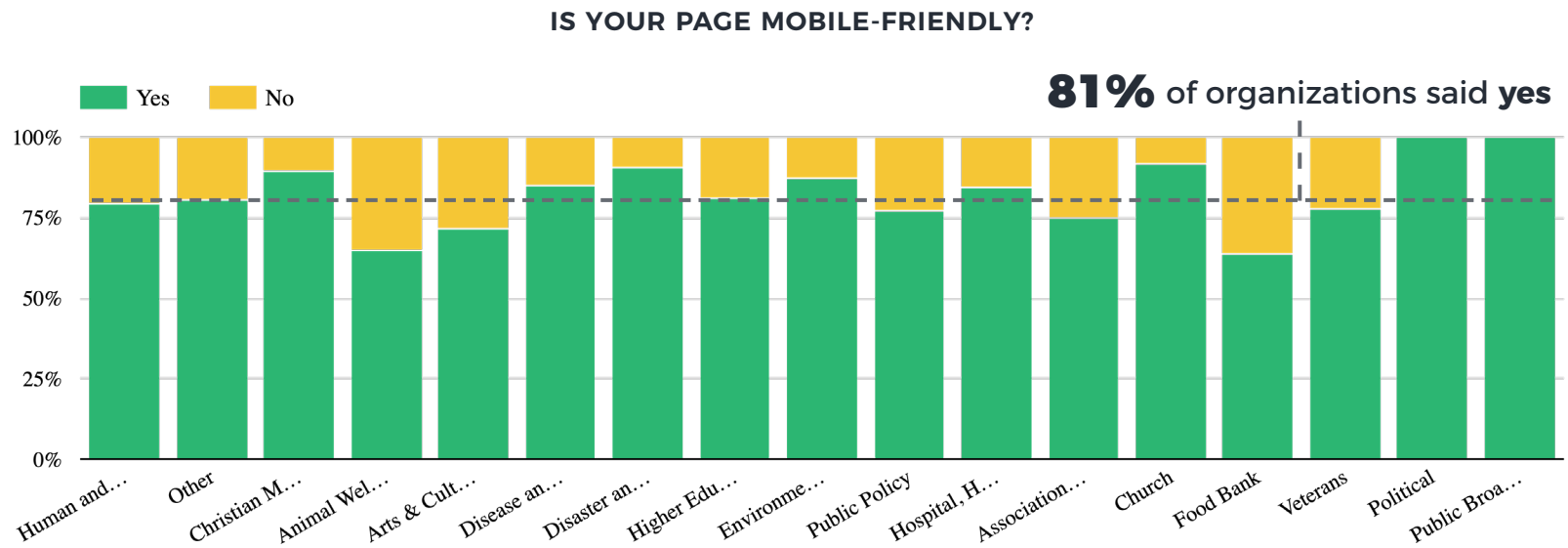


BUT THIS



To be mobile-friendly, you have to be able to navigate without pinching and zooming, at the very least. One thing to keep in mind with friction is that everything is worse on mobile devices. From field layout, field number, form error, confusion, decision, and device waiting; everything is compounded on a mobile device where you're moving faster and you're on a smaller screen.

With that said, 19% of organizations in this study did not have a mobile-friendly donation page. This is a great opportunity to explore other donation tools if the one you're currently using isn't compatible with mobile devices, so you're not missing out on these potential donors.



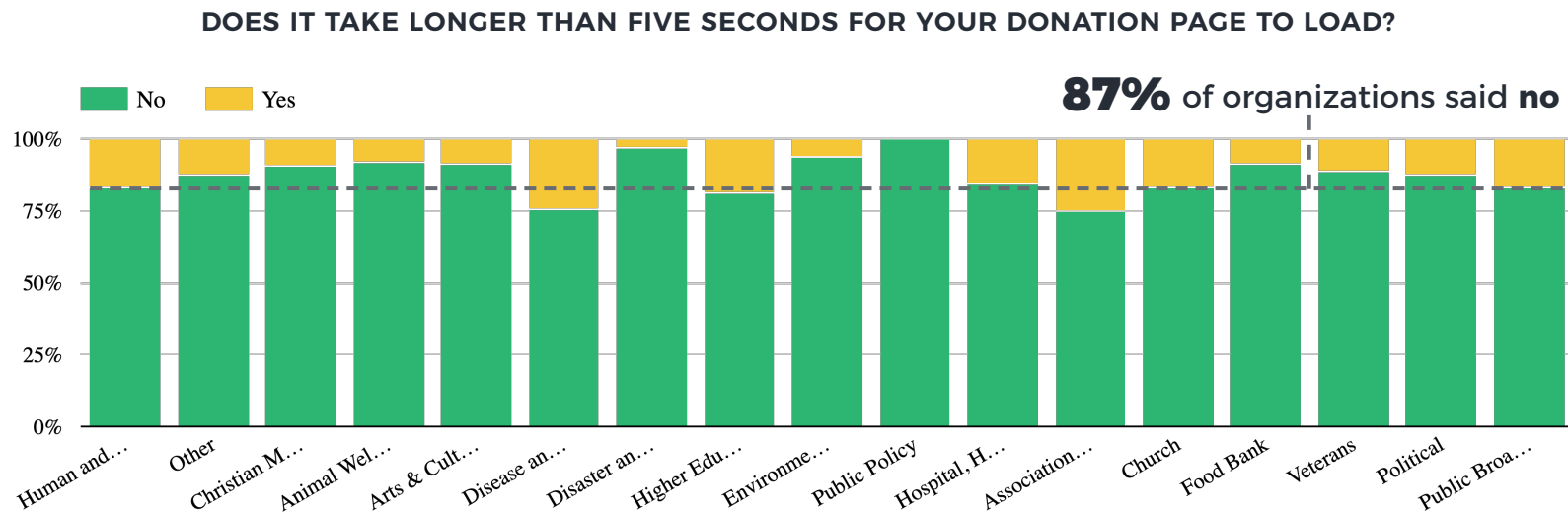


Key Takeaway

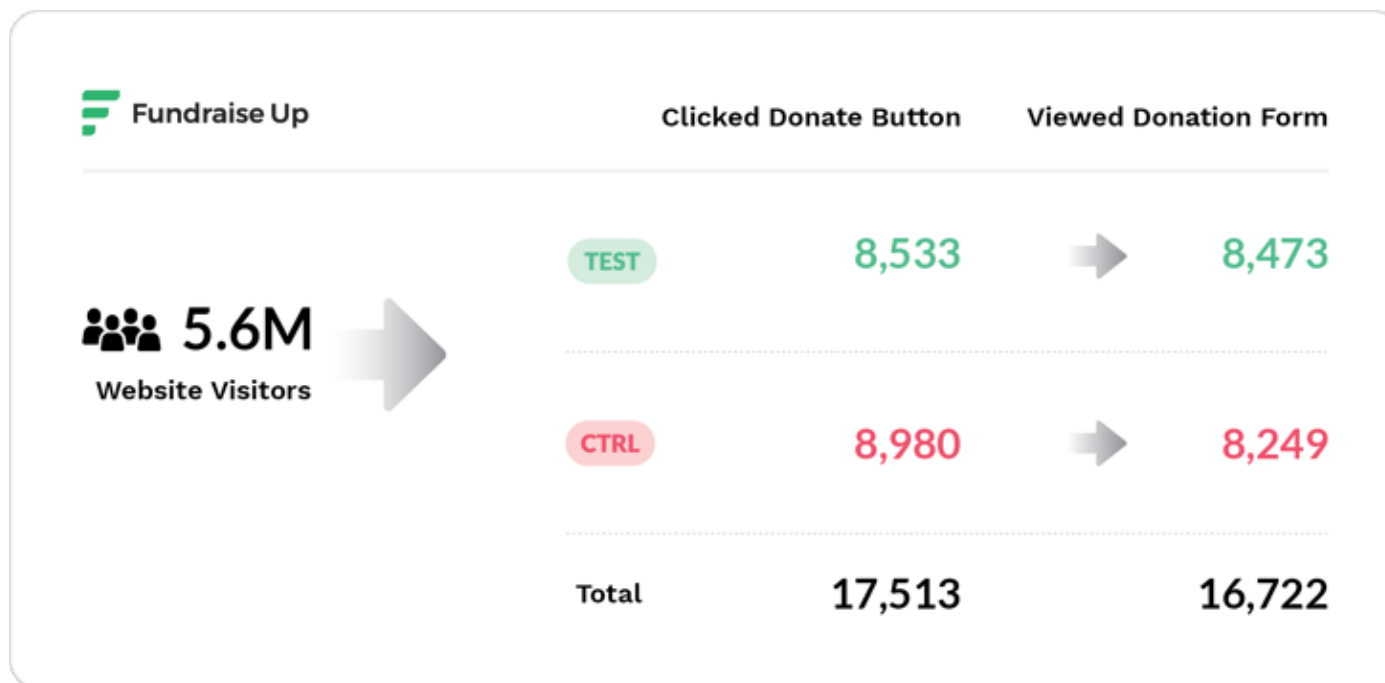
Reduce or eliminate as much friction as you can, because it doesn't just add up on a mobile device, it compounds! So at a minimum, ensure that your donation pages are mobile-friendly and integrate mobile payment options to make it easier for the donor.

8 Waiting Friction

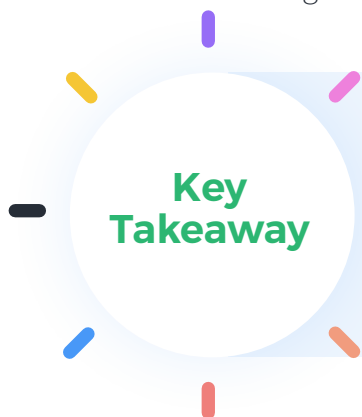
Waiting friction refers to anything that causes the donor to wait. This can include load times and spinning wheels. In an M+R Benchmark study, they found that the average main donation page takes about 2.6 seconds to load on a desktop, and 2.7 seconds on mobile. This just adds more time when accounting for all these different steps.



When we asked organizations if it takes longer than five seconds for their donation page to load, 13% of them said yes. This means that there is a potential that they are losing out on donors that are not willing to wait for more than five seconds.



In a research study done by Fundraise Up, they found an 8% drop-off rate occurred each time a new tab or page opened, compared to keeping donors on the same page. So keep this in mind as you time how long it takes for pages to load during the donation process.



Key Takeaway

Have other people test and report back any areas that they experienced any type of lag. You can also reduce wait time by formatting your donation page to fit onto one page and reduce the number of steps to complete the transaction.

Other Findings



This research study has provided us insight into other findings that are not necessarily considered friction areas but are still very critical to the online donation process. One of those findings is that trust matters.

↑
VALUE

COST
↓

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION MOTIVATION VALUE PROPOSITION (CLARITY) INCENTIVE FRICTION ANXIETY

If you look back at the giving equation on the cost side, we have this **anxiety factor**. This anxiety factor can be broken down into two main questions:

Why should I trust you with my money?

Why should I trust you with my information?

Regarding the money question, one way to answer this for the donor is by visually displaying a seal. See the example to the right.

In this example, the organization added the Charity Navigator seal next to the other two seals they had below the credit card section. Adding this right below this section helped reassure the donor that this is a trustworthy organization and that they have been verified by someone else. They saw a 64% increase in donations, with a 92% statistical significance in this case.

CONTROL

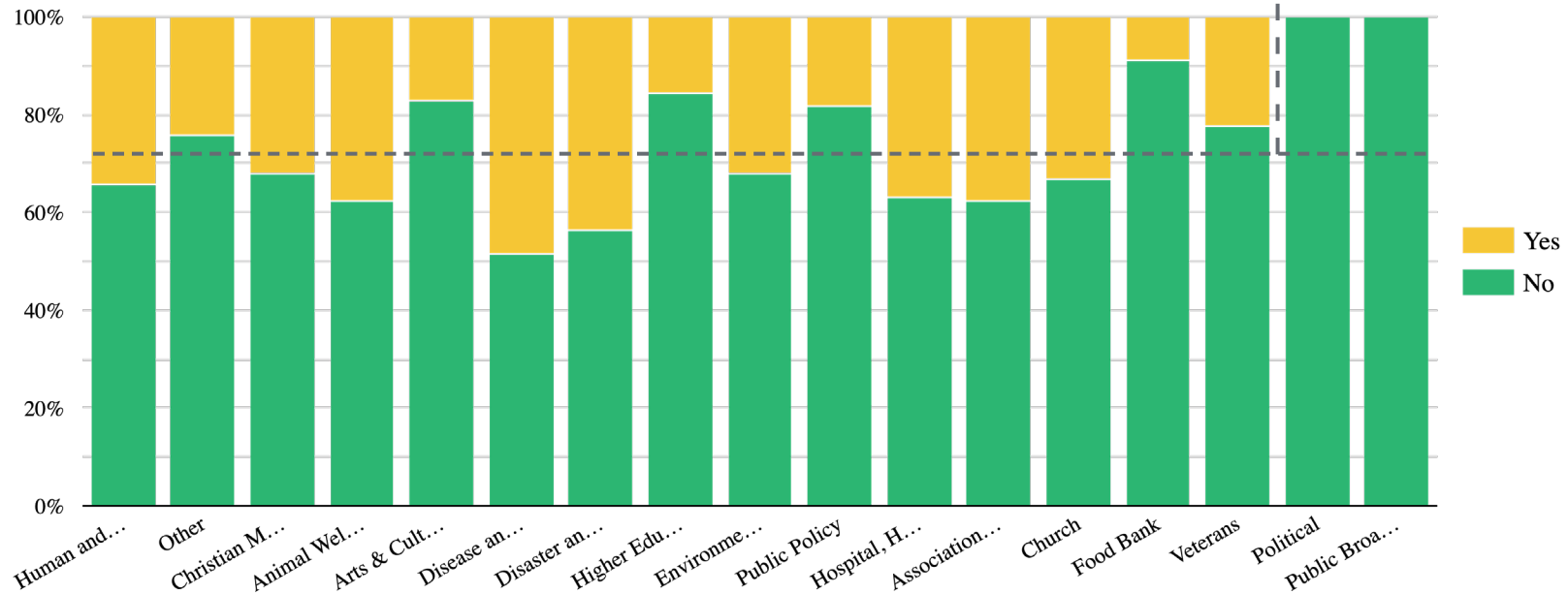
EXPERIMENT ID: #38276

TREATMENT

↑ 64%
in Donations

DOES THE PAGE INCLUDE ANY CREDIBLE THIRD-PARTY ENDORSEMENTS?

70% of organizations said **no**

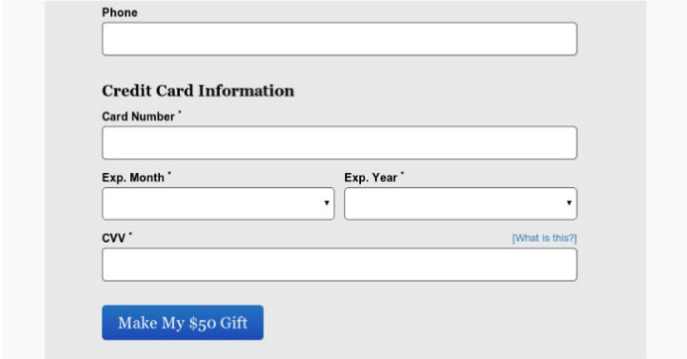


In this study, we found that 70% of organizations did not have credible third-party endorsements on their donation page. Not having any third-party endorsements on your page isn't the end-all, be-all when it comes to easing the donor's anxiety. Matter of fact, it's more important that the donor knows why they should give, but there is very little downside to showcasing how trustworthy you are with some kind of seal.

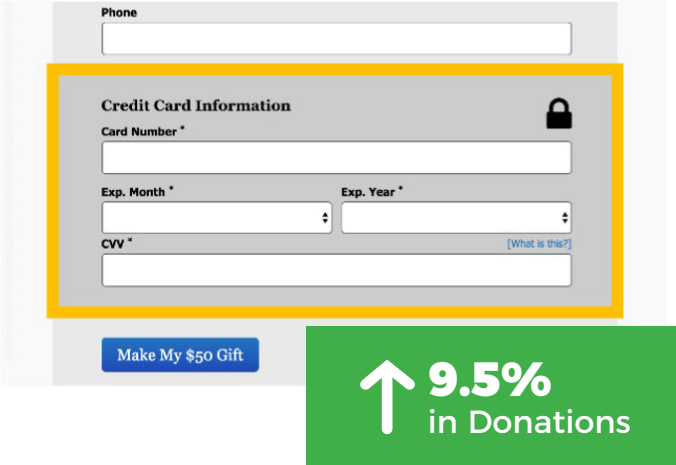
The next question to address is, why should I trust you with my information? In particular, credit card information.

What we have seen in previous experiments is that by calling out the credit card area with a different color and by placing a lockbox symbol near the credit card field, we saw a 9.5% increase in donations, even though the page is no more secure than the original one. But the visual reinforcement was enough to ease the donor's concerns over trusting them with their sensitive information.

FROM THIS



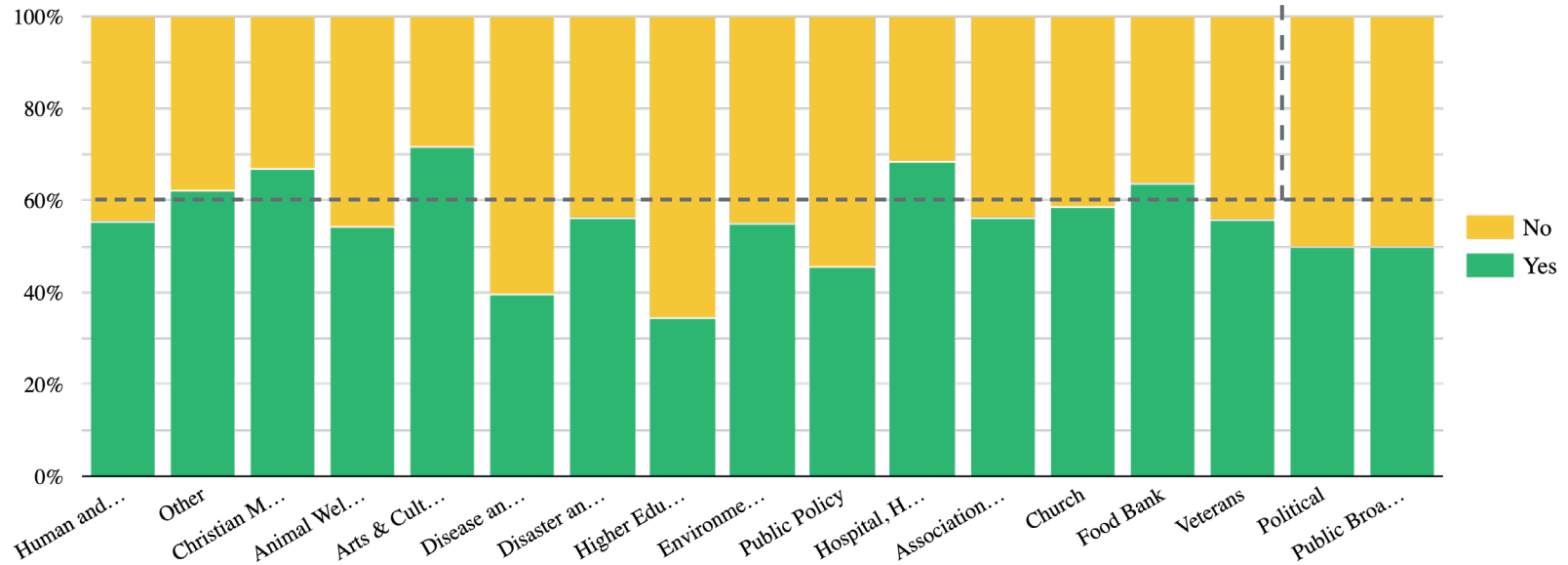
TO THIS



**↑ 9.5%
in Donations**

IS THERE SOME KIND OF SECURITY MESSAGE OR REINFORCEMENT AROUND THE CREDIT CARD AREA?

52% of organizations said **no**



This is something that 52% of organizations did not have when asked if there was some kind of security message or image around the credit card area. This is an easy opportunity to showcase trust, by simply calling out the credit card area and by placing a lockbox near the field.

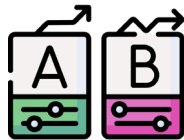
This next set of findings highlights that you can't optimize what you can't measure.



For example, **10% of people** who completed the form for this study **did not know their main donation page's conversion rate.**



Additionally, **52% of organizations** **have not made any changes to their donation page** in the last three months.



Lastly, **92% of organizations** **have not conducted A/B tests on their donation page** in the last six months.

Conclusion



Making improvements to your donation page may feel like a daunting undertaking, and we get that! That's why we wanted to create a report that provided you with practical steps that you can take right now to improve your donation-giving experience. These recommendations are all backed up by data from the friction assessment taken by 643 organizations, coupled with data from our own experiments and research provided by our partners. We challenge you to take the friction assessment located in the resources section below and test out different solutions yourself! Because the only way to improve is by continuously testing and learning from all the research that has been done.

Additional Resources





The Impact of Asking Donors to Cover Transaction Costs

When it comes to online giving, one hotly-debated topic has ruled the nonprofit conversation since the earliest days of digital fundraising: “Should we ask donors to cover the transaction costs?”

For years, the answer has been unclear. Some people say yes, let donors cover the costs. Others say no, donors don’t want to cover those costs or shouldn’t be responsible for them. Finally, new research from Fundraise Up reveals the true impact of asking donors to cover transaction costs and how the ability to cover these costs affects a donor’s future giving.

GET THE REPORT HERE: engage.fundraiseup.com/cover-costs

Get the Latest Online Fundraising Research & Real Nonprofit Experiments.

Want to check out the experiments that were referenced throughout this report? Or have you wondered how many nonprofits are sending mail to their online donors and vice versa? How are nonprofits trying to keep monthly donors whose credit cards have expired? Those are just a few of the questions asked and answered through first-hand, original research performed by the NextAfter Institute.

You can get them all, for free, at nextafter.com/resources.



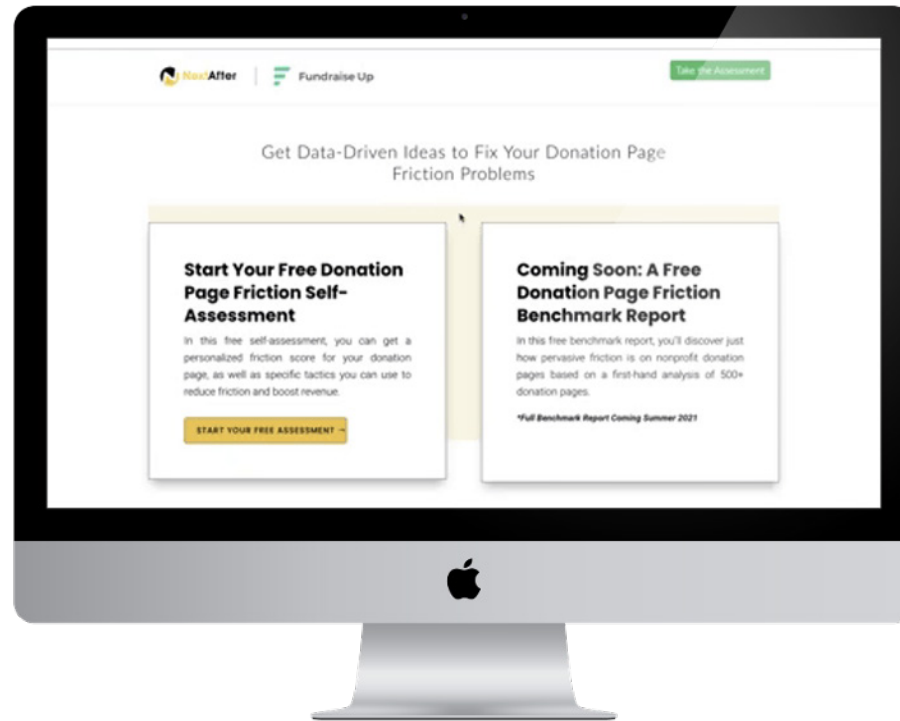
Case Study: How Fundraise Up Helped Rainforest Trust Gain More International Donors and Streamline Fundraising Operations

Rainforest Trust needed an online fundraising solution that could improve the donor experience, encourage recurring donations, accept multiple international currencies and payment methods, and streamline back office fundraising operations.

Learn why Fundraise Up was the right choice for Rainforest Trust and how we helped their team boost online donation revenue by 50% and see a 25% increase in international donations.

READ THE CASE STUDY: engage.fundraiseup.com/rainforest-trust





See how your donation page compares and where you can improve!

In this free self-assessment, you can get a personalized friction score for your donation page, as well as specific tactics you can use to reduce friction and boost revenue.

Check out this free tool at <https://donationpagefriction.com>.

About Fundraise Up



Page redirects, lengthy forms, limited giving options, and other issues are friction points in the online giving experience that limit donor support for nonprofits. Fundraise Up exists to solve the friction problem.

Leveraging AI, machine learning, and data science, Fundraise Up reduces giving form friction, doubles a nonprofit's donation revenue, and triples recurring donor acquisition using a platform that is fully integrated into the code of a nonprofit's website.

Using Fundraise Up, nonprofits can individualize the donation experience using AI-powered suggested donation amounts, intelligently convert one-time givers to monthly supporters, and get 92% of donors to cover processing costs, including the cost to use Fundraise Up.

Leading nonprofits leverage Fundraise Up contract-free and with zero monthly or annual fees. They pay just a simple per-transaction rate that is reduced as they take advantage of more platform features. And as a nonprofit's digital fundraising partner, Fundraise Up provides complimentary platform onboarding and free lifetime support.

[LEARN MORE AT FUNDRAISEUP.COM](https://www.fundraiseup.com)

About NextAfter



NextAfter’s mission is to decode what works in fundraising and make it as accessible to as many nonprofits as possible. We work towards this mission in three ways:

- 1 A FUNDRAISING RESEARCH LAB**
[NEXTAFTER.COM/RESEARCH](https://nextafter.com/research)
Conducting marketplace research, A/B testing, and digital experimentation to discover what works to attract, acquire, and retain more donors and raise more money online.
- 2 A DIGITAL FUNDRAISING CONSULTANCY**
[NEXTAFTER.COM/WORK-WITH-US](https://nextafter.com/work-with-us)
Working side-by-side with nonprofit organizations to help them develop and execute research-backed digital fundraising strategies designed to generate sustainable online revenue growth.
- 2 AN INSTITUTE FOR ONLINE FUNDRAISING**
[NEXTAFTER.COM/INSTITUTE](https://nextafter.com/institute)
Equipping nonprofit fundraisers and digital marketers with data-driven and evidence-based research, resources, and training.

Over the past 6 years, we have:

- Open sourced over 2,500 online fundraising experiments complete with creative samples, data sets, and key discoveries.
- Done 9 mystery donor studies analyzing online fundraising trends spanning 1000+ different organizations across 12 verticals in the United States, Canada and Australia.
- Enrolled over 4,500 people and certified more than 500 students in one of 8 online courses where fundraisers can deepen their knowledge in critical areas based on real evidence.

[LEARN MORE AT NEXTAFTER.COM](https://nextafter.com)

