

OPTIMIZING YOUR ONLINE GIVING SITE

#Altraining



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LEARNING OUTCOME

After participating...

...you will be able to improve your online giving site to attain, retain, and convert more donors for your institution.



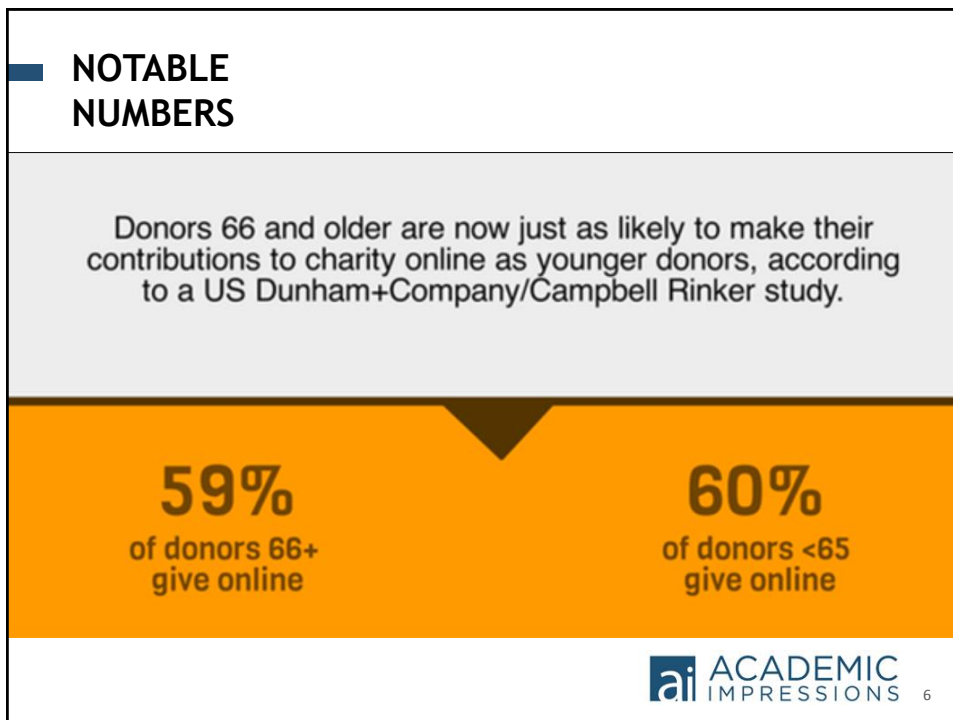
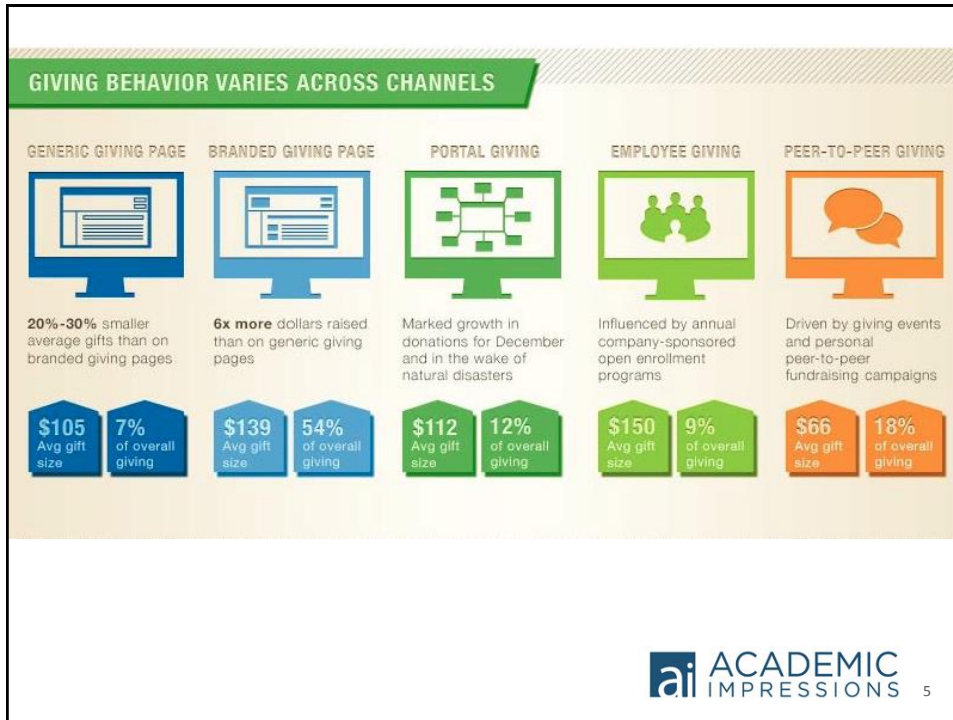
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AGENDA

- Making the Case For a Donor-Centered Giving Page
- Elements Of A Well-Designed Giving Website
- Stewardship: After the Give
- Mobile Giving Sites: How to Make it Work
- Essential Resources For Understanding Donor Behavior

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MAKING THE CASE FOR A DONOR- CENTERED GIVING PAGE



**A NOTE
ABOUT TIMING**



The average gift donated at 5:00am is \$140, more than 2x the 9:00am average of \$65.



POLL

**What is your current
abandonment rate for your
online giving site?**



POLL

How many clicks per month does your online giving site receive?



TAKEAWAYS

ARE YOU TURNING OFF ONLINE DONORS?

On average, 47% of people who visit donation sites don't end up making a gift.

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ELEMENTS OF A WELL-DESIGNED GIVING WEBSITE



■ ELEMENTS OF A WELL-DESIGNED GIVING PAGE

- Simplicity
- Low number of clicks to give
- Less time to complete transaction
- Tax receipt
- Acknowledgement
- Responsive to social media interactions



CASE STUDY

THEN

- 78% abandonment rate, losing over \$750,000 per year
- No online giving for athletics (donation)
- No recurring option
- No way to give to more than one fund at once
- Printed receipts for digital gifts

NOW

- 26% abandonment rate
- Online giving for athletics
- Recurring giving option
- Giving to multiple funds
- Automatic online receipts



BEST PRACTICES

Let's discuss some Do's and Don'ts of online giving pages.





POLL

POP QUIZ:

**How many clicks does it
take to get your
institution's giving page?**



**DO:
SECURITY IS
KEY**



**DO:
SECURITY IS
KEY**



**DO:
GIVE ME
OPTIONS**

Get Started

I would like to: *

- Choose One --
- Make a New Gift
- Make a New Pledge
- Make a Pledge Payment
- Make a Multi-Year Pledge



**DO:
REMEMBER
YOUR TONE**

STEP 1 - GIFT INFORMATION

How would you like to support the University?

\$ |

Please choose from the options below:

- I would like to support an area of greatest need.
- I would like to choose from a list of areas to support.
- I would like to specify an area to support.

Frequency of Gift

- One Time
- Monthly
- Quarterly
- Semi-Yearly
- Yearly

Your Total Commitment **\$100.00**

CAMPAIN PROGRESS \$0 **\$558.2m** \$1 BILLION [View Donor Map](#)

ai ACADEMIC IMPRESSIONS 19

**DON'T:
OVERWHELM DONORS
WITH TOO MANY
OPTIONS**

Search for Giving Opportunities

You can search by fund name or number,
keyword, or school, college, or department.

Browse for Giving Opportunities by Area

- [Campuswide Support](#)
- [Schools and Colleges](#)
- [Campus Programs](#)

ai ACADEMIC IMPRESSIONS 20

**DON'T:
OVERWHELM DONORS
WITH TOO MANY
OPTIONS**

Please choose constituent type.
Choose One... ▼

Please apply my gift to:
Choose One... ▼

- Choose One
- Circle of Scholars Endowed Scholarship
- Dr. Christopher Kiernan Memorial Scholarship
- Our Lady of Mercy Chapel
- Dance Workshop Fund
- Theatre Arts Alumni Scholarship
- Vision of Mercy Scholarship
- Legacy Scholarship
- 50th Reunion Gift
- Academic Programs
- Graduate Studies Scholarship
- Athletics
- Library Development
- Mercy Relief Fund
- Nursing Scholarship
- Scholarships
- Senior Challenge Gift
- Study Abroad Scholarship
- University Endowment
- Where Needed Most



**DO:
PROVIDE CLEAR
CONTACT
INFORMATION**

After making your gift, you will receive an email confirmation and can expect an acknowledgment in the mail. If you would like to send your gift through the mail, you may [download a printable version of this form](#). If you have any questions or would prefer to make your gift over the phone, call 803-777-7244 or toll free 877-349-2106, or email us at scgift@sc.edu.



**DON'T:
MAKE ME
LOG IN**

Log In or Register Below:

Username:

Password:

Stay logged in.

[Register for an account](#)

[Forgot username/password?](#)

Create an account to make future giving easier, check your giving history/tax receipt and view and purchase exclusive [REDACTED]

Alumni, parents, and friends can make a gift in support of the University's priorities without creating a username and password.

However, creating an account will

- Make your future donations faster
- Help you find other [REDACTED]
- And allow you to update your alumni information

**DO:
BE SENSITIVE &
MODERN**

Is credit for this gift to be shared with your spouse or partner?

Yes

No

Thank you for all you do for Wake Forest.

Follow these simple steps to make a gift that will create, educate, and inspire.

• For information about other ways to give, see below.
Fields marked with * are required.

Gift Information *

To give to more than one fund, enter the gift information for your first fund and click +.


\$ The Wake Forest Fund

Recurring Gift

Make this a recurring gift


GIFT AMOUNT \$0.00 total

Other Gift Information

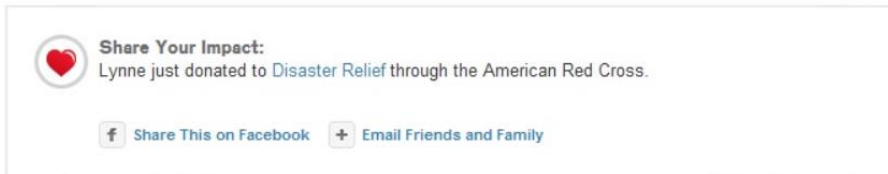
 **ACADEMIC IMPRESSIONS** 25

**DON'T:
ASK FOR MORE
INFORMATION**

- Do you ask questions unrelated to making the gift?
- Do you want me to give or watch a video?
- Do you need to know my business contact info?

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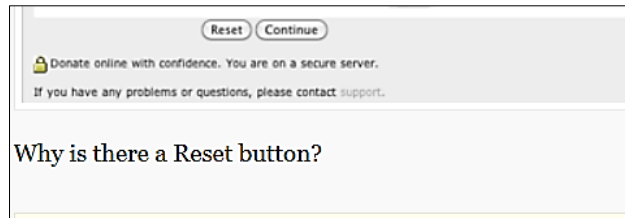
**DO:
ALLOW USERS
TO SHARE
THEIR GIFT**



**DON'T:
USE POOR
GRAPHICS**



**DON'T:
HAVE A RESET
BUTTON**



**DO:
ACCEPT
AMERICAN EXPRESS**



**DON'T:
TREAT ME AS IF
I'M AT A STORE**



**DON'T:
ASK FOR
SHIPPING
INFORMATION**

Cardholder Last Name:	<input type="text"/>	Required
Suffix (ie. Jr, Sr, III):	<input type="text"/>	Optional
Billing Address:	<input type="text"/>	Required
Apartment or Suite:	<input type="text"/>	Optional
Billing City:	<input type="text"/>	Required
Billing State or Province:	<input type="text"/>	Required
Billing Postal/Zip Code:	<input type="text"/>	Required
Billing Country:	<input type="text" value="United States"/>	Required
Day Time Phone Number:	<input type="text"/>	Required
Mobile Phone Number:	<input type="text"/>	Optional
Credit Card#:	<input type="text"/>	Required
Expiration Date:	<input type="text" value="January 2011"/> <input type="text" value="12"/>	Required
Card Verification Value:	<input type="text"/> What's This?	Optional
E-Mail Address:	<input type="text"/>	Required
Special Instructions/Notes:	<input type="text"/>	Optional
Maximum of 70 Characters:	<input type="text"/>	Optional

Shipping Information - If you wish to ship to an address other than the address listed above, uncheck the box below and complete the additional information.

Ship to Billing Address: Yes, Ship To Address Above

Company:	<input type="text"/>	Optional
Ship To / Recipient:	<input type="text"/>	Optional
Shipping Street Address:	<input type="text"/>	Optional
Shipping Apt or Suite:	<input type="text"/>	Optional
Shipping City:	<input type="text"/>	Optional
Shipping State or Province:	<input type="text"/>	Optional
Shipping Postal/Zip Code:	<input type="text"/>	Optional

**DO:
GIVE ME THE
FREEDOM TO
CHOOSE**

I would like to make my gift in installments

Scheduled Payments

First Payment: Charged Today \$ 0.00

Remaining Payments: 1 of \$0.00 \$ 0.00
(\$5.00 min)

Total Amount: \$ 0.00

Make payments based on:
1st Day Of Month x Frequency: Monthly

The remaining payments will be placed between: Jun 01, 2012 - Jun 01, 2012

Notify me [] days before my card will be charged.

**DO:
PUSH ME TO
MONTHLY/
RECURRING**

STEP 1/4 MY DONATION(S)

MY DONATION IS

A SINGLE DONATION A MONTHLY PLEDGE


5TH OF THE MONTH 20TH OF THE MONTH

Learn more about our monthly donor program and benefits.


Your first donation will be charged monthly starting on 12/5/13.

**DON'T:
TREAT ME LIKE A
MAIL-ORDER BRIDE**

Gift Details


Appeal Code (optional) 

**DON'T:
TREAT ME LIKE A
MAIL-ORDER BRIDE**




Our records show you have given to [redacted] every year for 25 years! Please continue your support this year by completing this form and sending it to [redacted] or by giving online at [redacted]. Please make checks payable to [redacted] or see other payment options on the back of this form. **Thank you!**

Yes! I'll continue my support with a gift of \$ _____ to _____ (designation).
 This is a joint gift with my spouse. Name: _____ Class Year: _____ (if applicable).

 UXN
UNC_PID# _____

Possible Appeal Code locations are circled in red.

 UXN

Help us keep our records up to date:
Name _____
Address _____
City/State/Zip _____
Phone _____ Call Phone _____
Email _____

JUST DON'T!

Your donation was successfully recorded

 [Print Receipt](#)

Thank you so much for your generous donation to support The [REDACTED]. Print the receipt for your records. It can be used as the official donation receipt for tax purposes. No goods or services were received by the donor as a result of this gift.

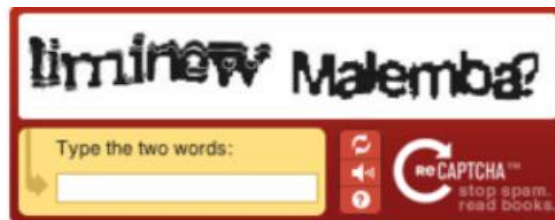
Save your Confirmation Number in case you need to contact us about your donation.

Note: All amounts are shown in US Dollars. This donation will appear on your credit card statement as [REDACTED].

[Make Another Donation](#)

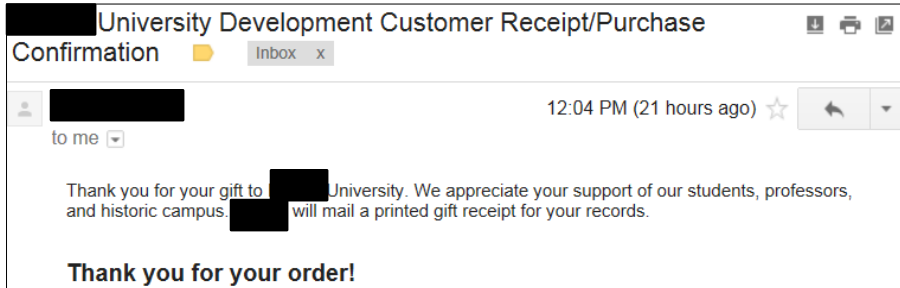
 **ACADEMIC**
IMPRESSIONS 37

JUST DON'T!



 **ACADEMIC**
IMPRESSIONS 38

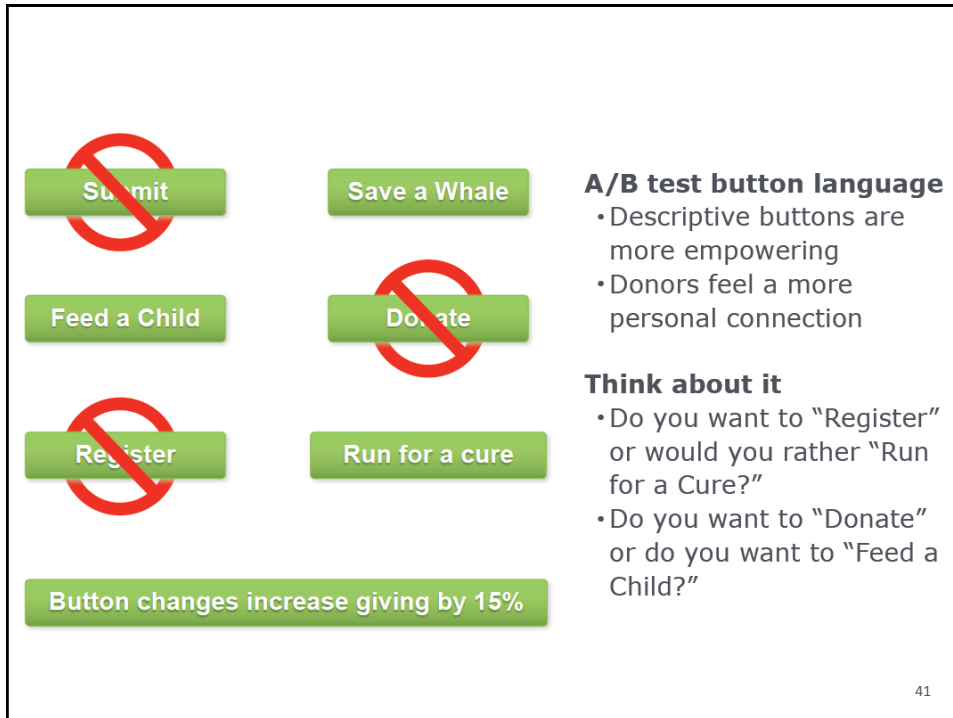
**DON'T:
SEND ME A
CONFIRMATION
LIKE THIS!**



POLL

**What does your 'give'
button say?**





The image displays a comparison of button labels for an online giving site. On the left, three buttons labeled 'Submit', 'Donate', and 'Register' are each crossed out with a red circle and a diagonal slash, indicating they are less effective. On the right, three buttons labeled 'Save a Whale', 'Feed a Child', and 'Run for a cure' are shown without markings, indicating they are more effective. A summary box at the bottom states that these button changes increase giving by 15%.

A/B test button language

- Descriptive buttons are more empowering
- Donors feel a more personal connection

Think about it


- Do you want to "Register" or would you rather "Run for a Cure?"
- Do you want to "Donate" or do you want to "Feed a Child?"

Button changes increase giving by 15%

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ORDER MATTERS!

1. Amount and gift type
2. Designation/fund
3. Gift frequency
4. Donor information
5. Payment information
6. Sharing links

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STEWARDSHIP: AFTER THE GIVE



THANK YOU LYNNE!

YOU'VE JUST CHANGED LIVES.

This is Helen Apio. She used to walk a mile and a half to a neighboring village to get water. The walk was long, and the wait was even longer once she got there. Helen's village didn't have a well.

When she brought the water home, she'd say to herself, "How should I use this water today? Should I water my garden so we can grow food? Should I wash my kids' uniforms? Should I use it to cook? Should we drink this water?" With two children, one husband and 10 gallons, Helen never had enough water.


We saw the shame in her eyes when she described how her two kids were often sent home from school because their uniforms were dirty.

But a few years ago, people did exactly what you did today -- they donated. And because of those donations, Helen's village got a well. Now, Helen has all the water she needs.



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charity: water *thank you*



Water changes everything. Preventable waterborne diseases are drastically reduced. Long walks to muddy ponds and rivers are no longer necessary. Time spent collecting water goes down, which gives women a chance to earn an income and children a chance at a better education. Clean water offers improved health, a higher quality of life and hope for a better future.

Thank you for your donation!

- the charity: water team

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Giving

Home > Giving > Thank You

Thank You

Dear Lynne Wester,

Thank you for supporting the University of Massachusetts Boston. Your gift empowers our student-centered, public, research university to achieve new heights. Please note, that the line item on your credit card statement will read, Institutional Advancement, Shrewsbury, MA.

- ▶ For more information on giving at UMass Boston visit www.umb.edu/giving or email: giving@umb.edu.
- ▶ Learn more about the Chancellor's Council, the cornerstone of philanthropy at UMass Boston.
- ▶ You may contact Carolyn Flynn, Esq. to learn about planned giving opportunities.
- ▶ If you are a graduate, visit or join university's Alumni On-Line Community


to learn about your benefits, update your contact information, or provide Class Notes for the Alumni Magazine.

- ▶ Link to the university's [Twitter](#), [Facebook](#) or [YouTube](#).

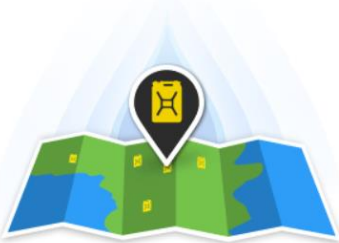
We look forward to hearing from you!

Sincerely,
Gina Cappello
Vice Chancellor

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 charity: water Email not displaying correctly? [See it here »](#)

Hi Lynne,
we sent your money to the field.




You donated to help bring clean and safe water to people in need.
We'd like to update you on the following donation:

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DONATION AMOUNT	DATE OF DONATION	WHERE YOUR MONEY WENT
\$30.00	11/27/2012	Malawi

YOUR MONEY WAS SENT TO MALAWI.

It was pooled with other donations made at that time to fund clean water projects for nearly 24,000 people living there.



15.3M
PEOPLE LIVE
IN MALAWI

17%
LIVE WITHOUT
CLEAN WATER

More than 15 million people live in Malawi, and 17% don't have access to clean, safe drinking water.

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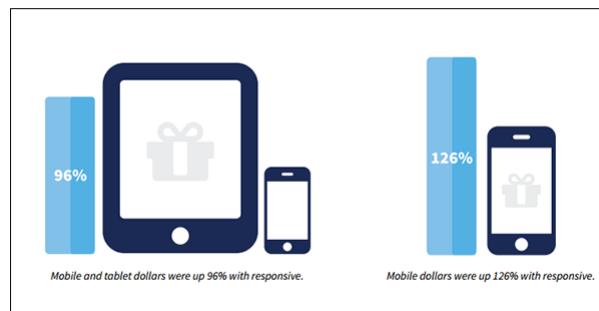
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MOBILE GIVING SITES: HOW TO MAKE IT WORK



RESPONSIVE DESIGN

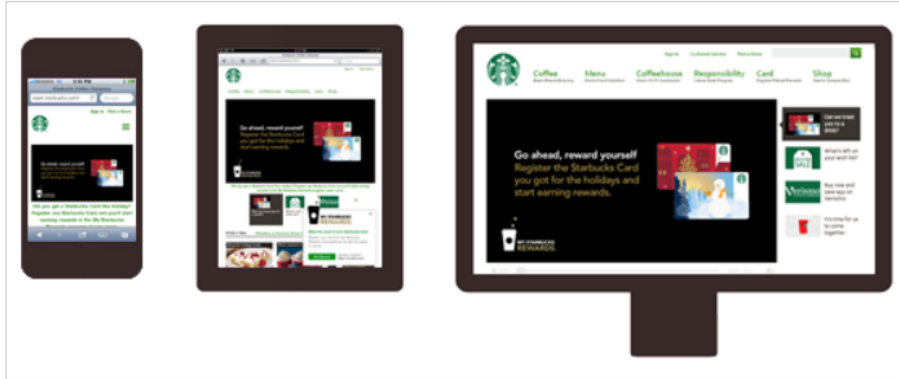
1. Responsive design doubles giving on mobile devices.



http://www.donordrive.com/blog/sneak-peak-of-our-white-paper-responsive-design-doubles-mobile-giving/#.U3jQb_ldXmc

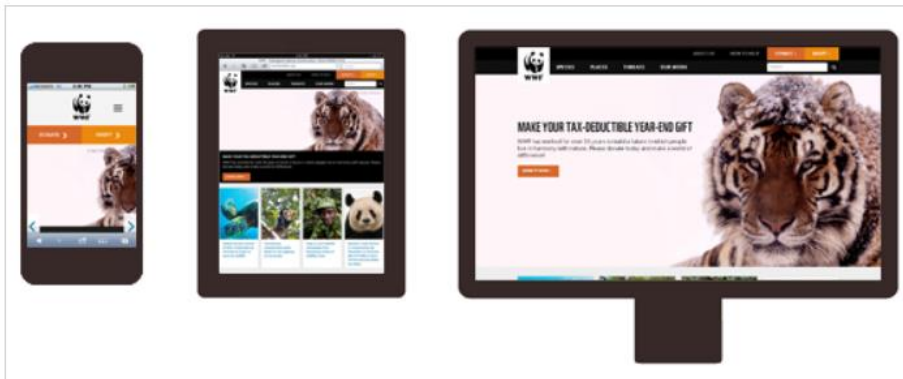
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Examples of Responsive Web Design Starbucks

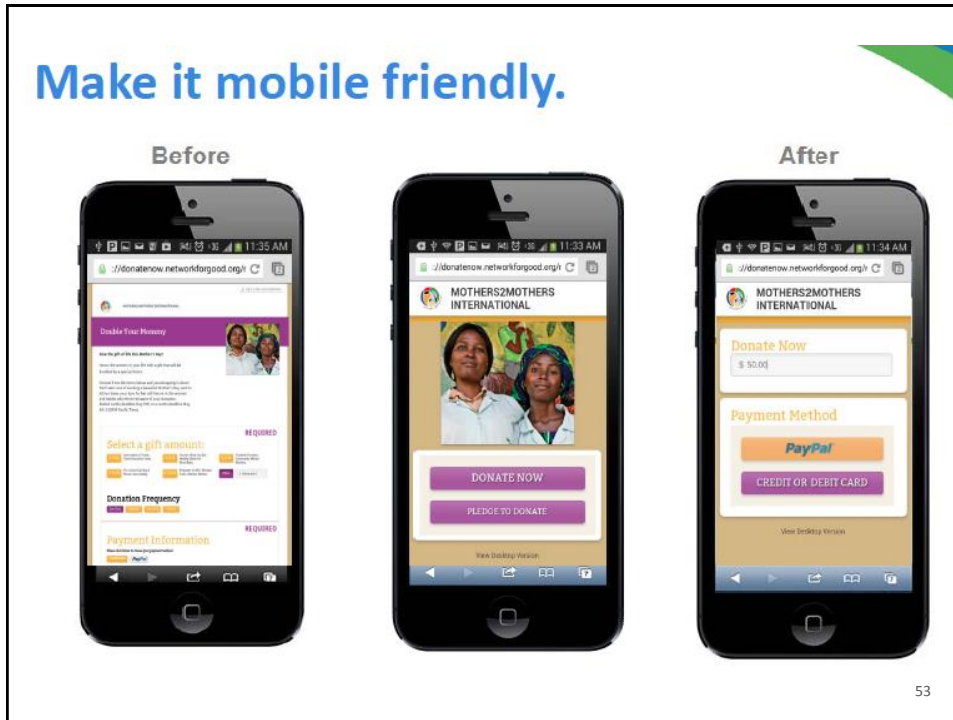


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World Wildlife Fund




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TAKEAWAYS

- Best online giving website practices
- Order of presentation matters
- Reduce donor frustration and abandonment
- Optimize for the future

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ESSENTIAL RESOURCES FOR UNDERSTANDING DONOR BEHAVIOR



RESOURCE

1. [2015 Charitable Giving Report](#)
2. [2016 M+R Benchmarks Study](#)
3. [The Top 10 Most Effective Donation Form Optimizations You Can Make](#)
4. [The Chronicle of Philanthropy's Online Giving Trends](#)





QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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