

# Optimize Giving by Improving Your Donation Platform

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Women In Development (WID),  
New York



IMPROVING YOUR DONATION PLATFORM

Today's Speakers



Carla brings over 9 years of marketing experience to the FNY team. During her time at Montclair State Campus Recreation she helped re-brand and strengthen their digital presence on social media, web, and email. She offers a unique and personalized approach to digital marketing implementation and strategy. She holds a Master's degree in Business Administration and a Bachelor's degree in Sociology.

Carla San Vicente Cunha

Senior Account Director of Digital Marketing, Faircom New York



Giselle a versatile digital marketing and communications leader with 20+ years of experience building multi-platform engagement programs – across social, email, websites, search, and earned and paid media – to fuel growth for purpose-driven organizations. She grew the International Rescue Committee's digital program from a single site and 10K social fans to 4 global sites, ~2+ million social fans, and \$28 million in online revenue. She also helped build successful online services for Weight Watchers and Consumer Reports.

Giselle Benatar

Senior Digital Marketing Consultant, Faircom New York

# Agenda

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1. UX trends & best practices
2. How to start optimizing
3. Guess the test



# UX TRENDS AND BEST PRACTICES

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## UX TRENDS AND BEST PRACTICES

# Online usage has shifted post-COVID.

- More screen-time, on more devices (especially mobile devices)
- More demand for “frictionless” transactions and commerce
- More people signed up to online subscriptions (music, movies, Peloton)
- People expect more personalization, customization
- Users guarding their personal info/privacy – platforms using this as a selling point.

**... What does this mean for your donation form?**



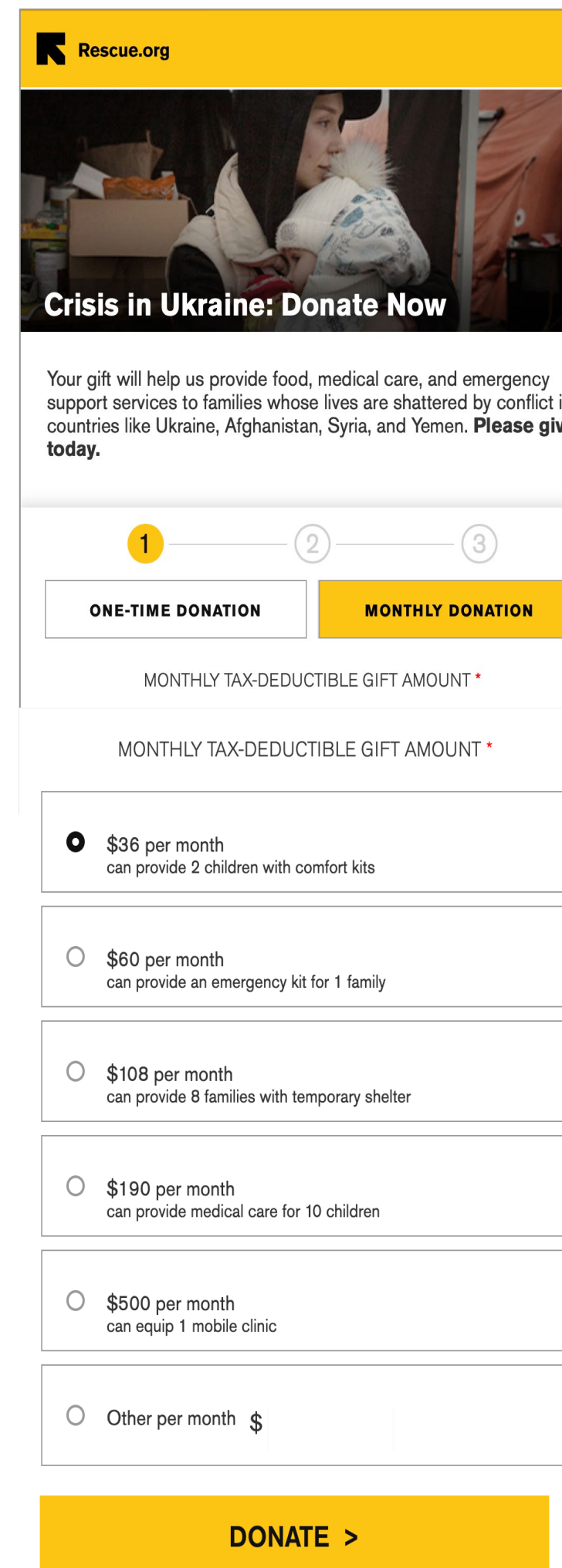
## UX TRENDS AND BEST PRACTICES

# Best Practice: Go mobile first

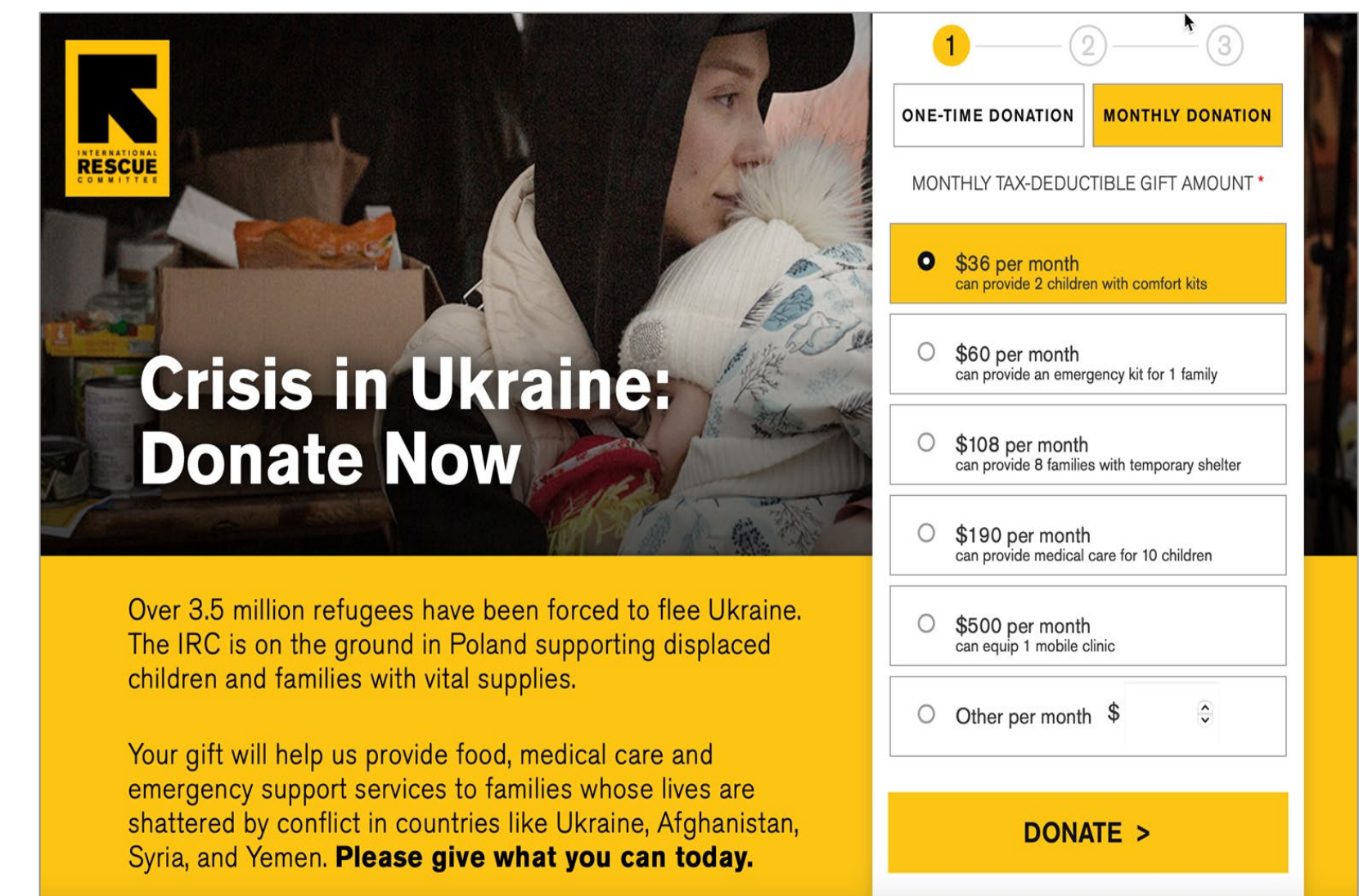
50% of nonprofit website visits came from mobile users. Mobile accounts for 39% of donor transactions

– M&R Benchmark Report, 2021

- Mobile experience leads:
- Fewer words
- Simple layouts
- “Stepped” processes; or scroll-a-ble forms
- Big buttons and fields, optimized for thumbs.



The desktop version of the Rescue.org donation form is a multi-step process. It starts with a header for 'Rescue.org' and a hero image of a woman holding a child. Below the image is a 'Crisis in Ukraine: Donate Now' section with a brief description of the need. The form is divided into three steps: 1. Select donation type (One-time or Monthly), 2. Enter the gift amount, and 3. Review and donate. The 'Monthly Donation' section is highlighted with a yellow background. It includes a 'MONTHLY TAX-DEDUCTIBLE GIFT AMOUNT' field and a list of donation options with radio buttons: \$36 per month (2 children), \$60 per month (1 family), \$108 per month (8 families), \$190 per month (10 children), \$500 per month (1 mobile clinic), and 'Other per month' with a custom amount field. A large yellow 'DONATE >' button is at the bottom.



The mobile version of the Rescue.org donation form is a single-page, scrollable design. It features a large hero image of a woman holding a child. Below the image is a 'Crisis in Ukraine: Donate Now' section with a brief description of the need. The form is divided into three steps: 1. Select donation type (One-time or Monthly), 2. Enter the gift amount, and 3. Review and donate. The 'Monthly Donation' section is highlighted with a yellow background. It includes a 'MONTHLY TAX-DEDUCTIBLE GIFT AMOUNT' field and a list of donation options with radio buttons: \$36 per month (2 children), \$60 per month (1 family), \$108 per month (8 families), \$190 per month (10 children), \$500 per month (1 mobile clinic), and 'Other per month' with a custom amount field. A large yellow 'DONATE >' button is at the bottom.

## UX TRENDS AND BEST PRACTICES

# Best Practice: Offer flexible payment options

When digital wallets are enabled, people see 11 – 14% lift in mobile conversion rates.

– *Classy Benchmark Report, 2021*

Means a revised user flow

1. Select donation amount
2. Select payment method
3. Enter info

New data questions?

- What user data are you able to capture.
- How are you enabling recurring transactions

AT&T 4:02 PM charitywater.org — Private

Donate with Apple Pay

or enter your details manually below

CARD PAYPAL BANK

First Name

Last Name

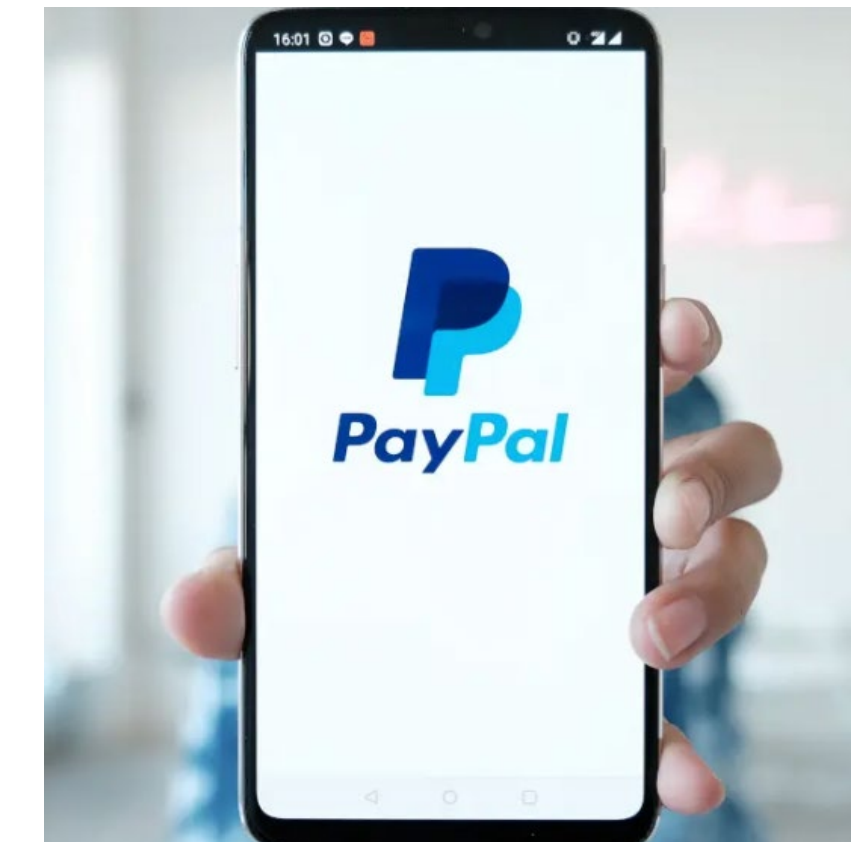
Email

(201) 555-0123 (optional)

Card number MM / YY

NEXT STEP

We'll store your payment method through Stripe's secure platform. You'll still be able to change your linked payment at any time to ensure your giving goes uninterrupted!

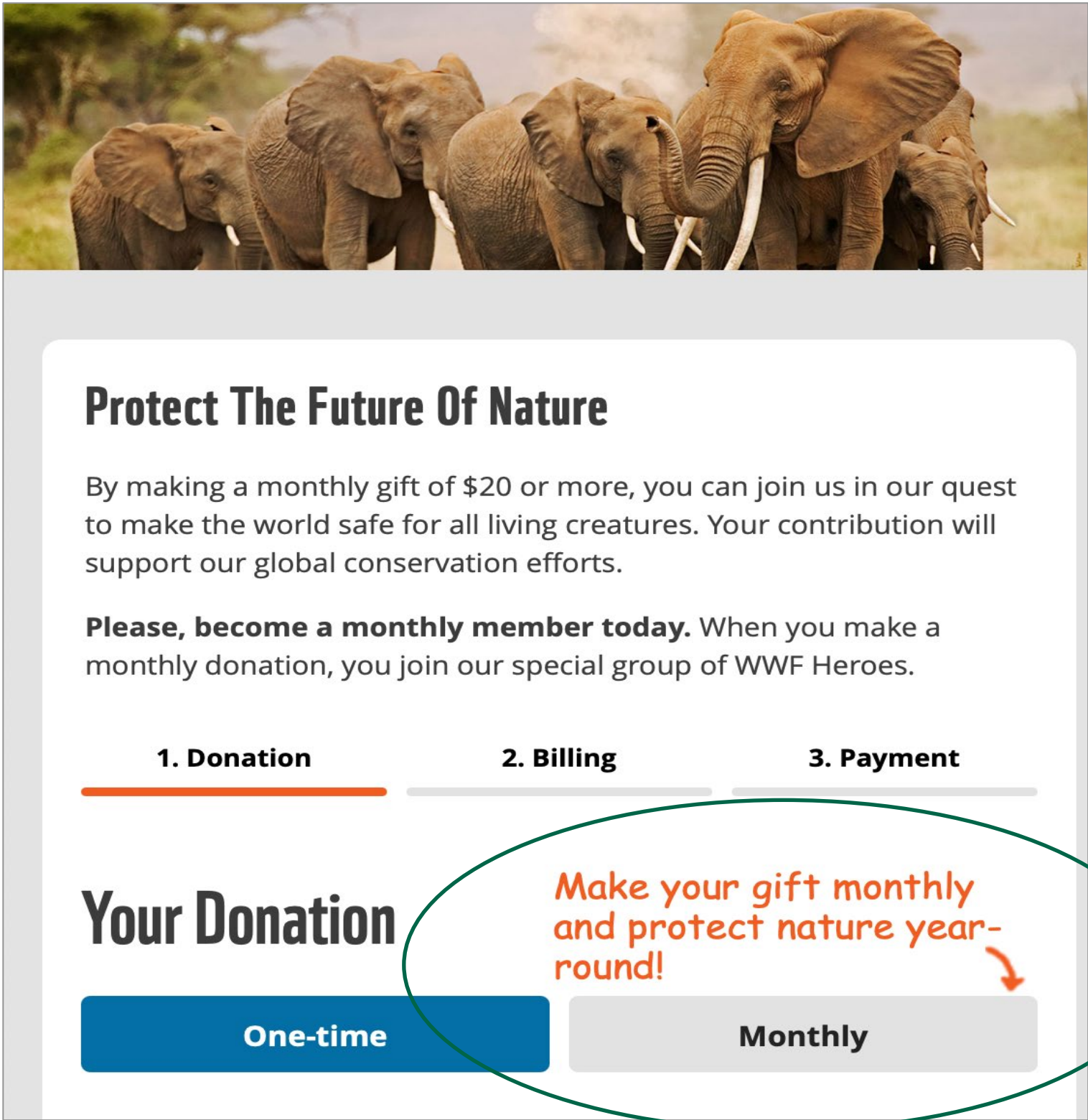




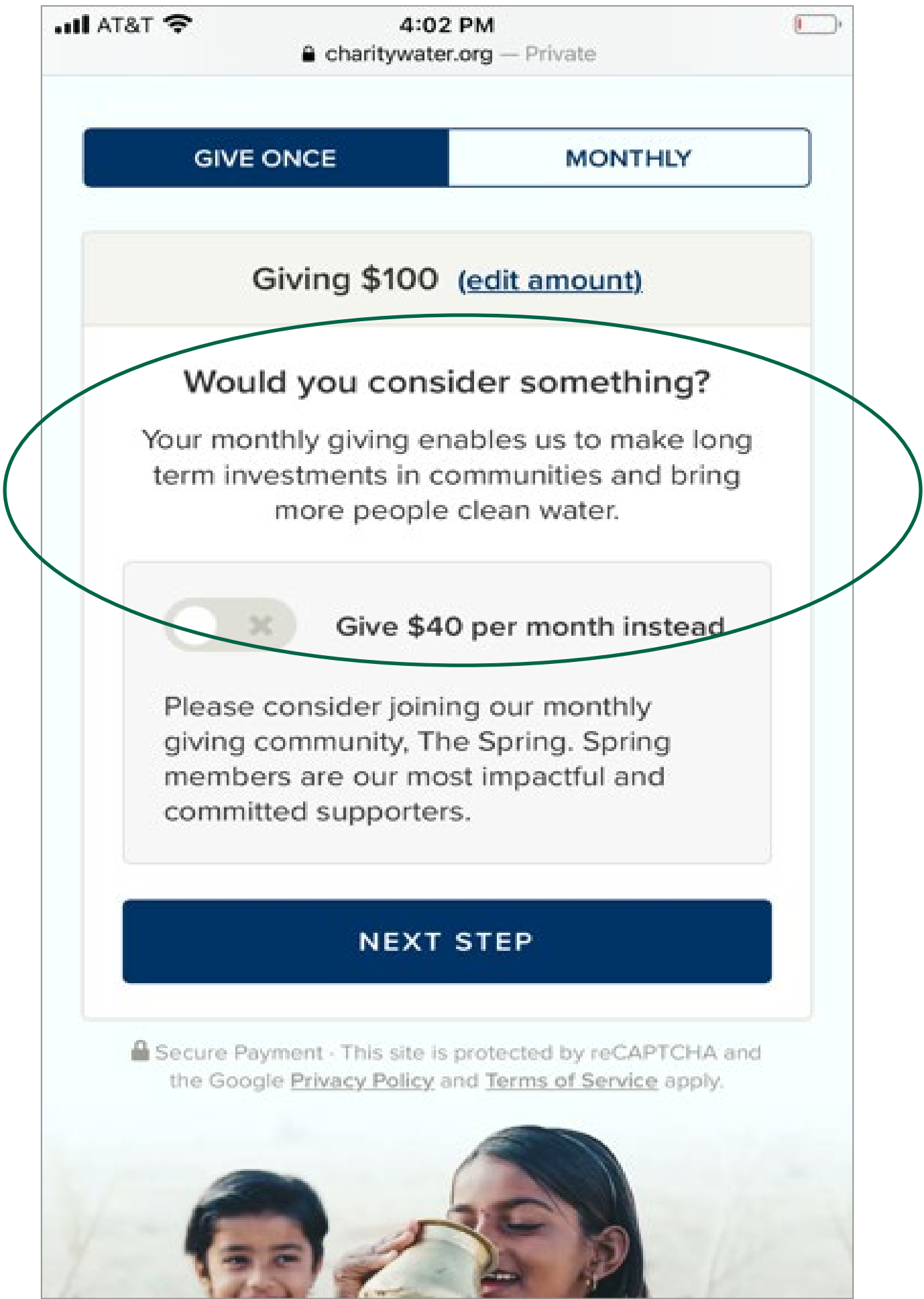
UX TRENDS AND BEST PRACTICES

Best Practice: Integrate recurring giving

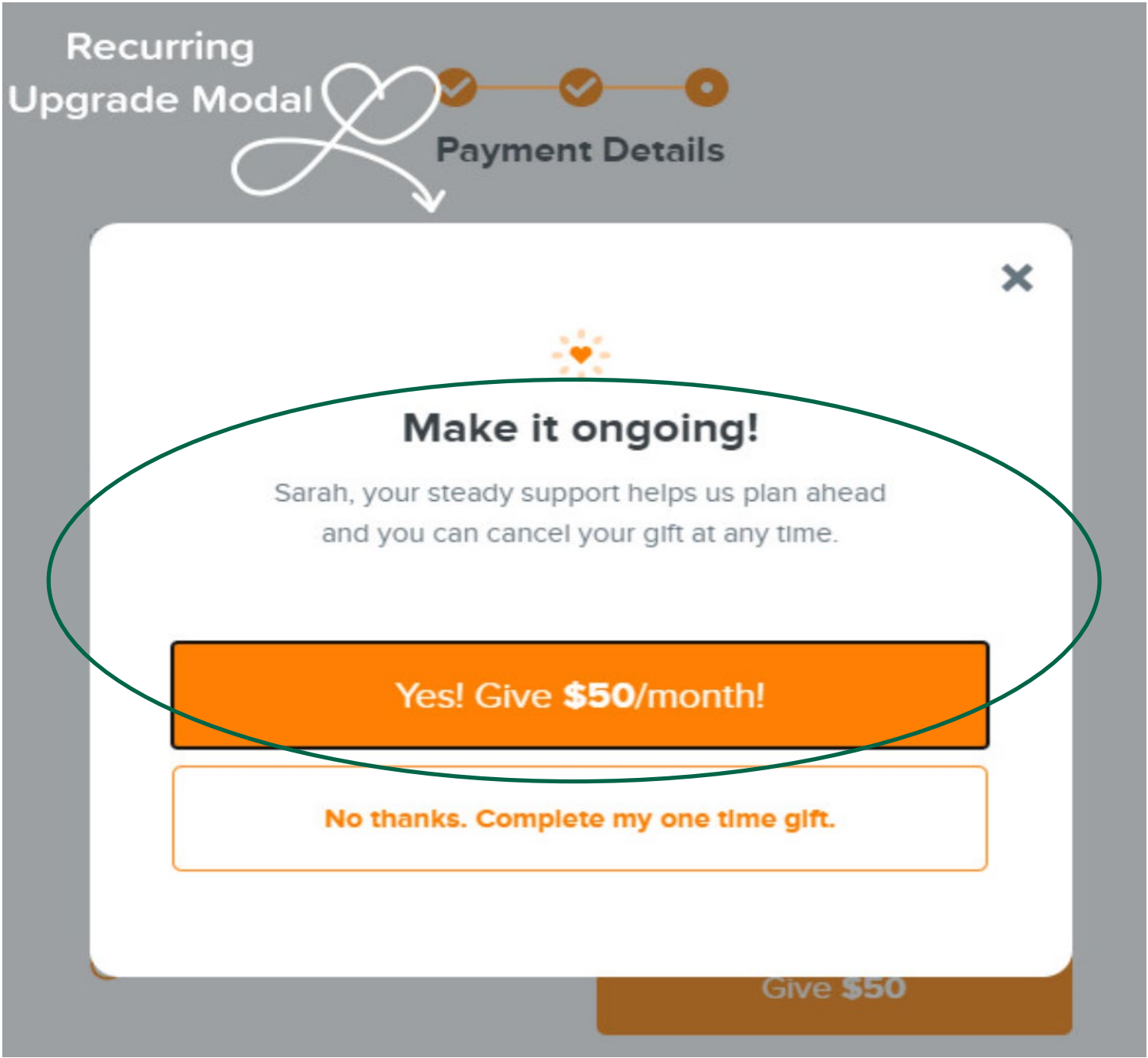
Upfront monthly “nudge”



In progress “nudge”



Prompt prior o completion





# Best Practice: Create personalized experiences, while respecting donor privacy

75% of consumers are Extremely or Very concerned about the privacy of their personal data. – Consumer Reports Survey, 2020

By end of 2023, third party cookies will be a thing of the past for Google. Firefox, Mozilla, etc. have already phased them out.

The future of targeted marketing

- Topic based marketing
- Contextual marketing
- Re-targeting, based on 1st party data

**Automate follow-up: re-engage & recover lost opportunities.**

Rescue conversions with built-in automated email follow-up and remarketing. Effortlessly recover lost opportunities and convert abandoned form leads.

↑ AVG. CONVERSION LIFT: **+10 — 15%** deals closed

[Get Started](#)

# Future Best Practice: Add currency options

Prepare to add new currency options...

Crypto Giving Tuesday campaign for 2021 generated \$2.4 million in 2021

- *The Giving Block*

45% of crypto owners gave \$1,000 or more to charity.

- *Fidelity Charitable Study*

DONATE CRYPTOCURRENCY  
TO SAVE THE CHILDREN

Save the Children®

1. PLEDGE2. INFO3. DONATE

Select Your Crypto

Bitcoin

Ethereum

Other crypto options

Enter Donation Amount

0.25

BTC

~\$11,225.69

USD

Donation notes

CONTINUE

TrustedSite

Click on the coin you'd like to give to get our wallet address		
All donations made directly to these wallets will be immediately converted to fiat upon receipt.		
<div><div>Bitcoin</div><div>BTC</div></div>	<div><div>Ethereum</div><div>ETH</div></div>	<div><div>Dogecoin</div><div>DOGE</div></div>
<div><div>Bitcoin Cash</div><div>BCH</div></div>	<div><div>Litecoin</div><div>LTC</div></div>	<div><div>Filecoin</div><div>FIL</div></div>
<div><div>Tezos</div><div>XTZ</div></div>	<div><div>Zcash</div><div>ZEC</div></div>	

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# HOW TO START OPTIMIZING

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## HOW TO START OPTIMIZING

# How to improve the user experience on your donation platform

Use Google Optimize to test landing pages for general donation pages and campaigns

Identify the objective of the general donation page and test:

- Long form versus short form copy
- One-time versus monthly gift as default?
- Other ways to give?
- Format the donation process differently by steps rather than a long form?

HUMAN RIGHTS WATCH

Change currency

1. DONATION AMOUNT 2. CONTACT INFORMATION 3. PAYMENT INFORMATION

**Donate now to help defend human rights & save lives.**

**Your gift will protect human rights around the world.**

Wherever brutality hides, we will find it. Our members allow Human Rights Watch researchers to expose tyranny, to empower victims, and to tell their stories to the world. Because of you, we can shine light into darkness.

SELECT DONATION TYPE

MONTHLY GIFT ONE TIME GIFT

A monthly gift helps us respond to urgent human rights abuses and plan ahead.

DONATION AMOUNT (USD)

\$12 \$15 \$25 \$50 \$ Other

☐ Yes, my gift is in honor or memory of someone special.

NEXT

**Other Ways to Give**

WIRE TRANSFER OR GIFT OF STOCK DONOR ADVISED FUND INCLUDE VIEW IN YOUR WILL DONATE BY MAIL DONATE BY PHONE 1-800-377-9479 GIVE FROM YOUR IRA

**Our Mission**

Human Rights Watch investigates and reports on abuses happening in all corners of the world. We are roughly 450 people of 70-plus nationalities who are country experts, lawyers, journalists, and others who work to protect the most at risk, from vulnerable minorities and civilians in wartime, to refugees and children in need. In order to maintain our independence, we accept no money from any government.

We rely solely on the generosity of people like you to defend human rights.

LEARN MORE

CHARITY NAVIGATOR OPEN TO THE PUBLIC HUMAN RIGHTS WATCH

Human Rights Watch is recognized in the United States as tax exempt under section 501(c)(3) of the Internal Revenue Code. Our federal tax ID number is 13-0874881.

IRC RESCUE

1 2 3

ONE-TIME DONATION MONTHLY DONATION

MONTHLY TAX-DEDUCTIBLE GIFT AMOUNT \*

☒ \$30 per month can provide an emergency kit for 1 family

☐ \$60 per month can provide an emergency kit for 1 family

☐ \$108 per month can provide 8 families with temporary shelter

☐ \$190 per month can provide medical care for 10 children

☐ \$500 per month can support 1 mobile clinic

☐ Other per month \$

DONATE >

**Crisis in Ukraine: Donate Now**

Over 3.5 million refugees have been forced to flee Ukraine. The IRC is on the ground in Poland supporting displaced children and families with vital supplies.

Your gift will help us provide food, medical care and emergency support services to families whose lives are shattered by conflict in countries like Ukraine, Afghanistan, Syria, and Yemen. **Please give what you can today.**

Your gift allows us to deliver comprehensive help to people affected by humanitarian crises and will be used where and when most needed. And, when combined with those of other donors, your gift becomes a powerful means to support our vital work, including education, health care, emergency support and job training for families in crisis worldwide.

CHARITY NAVIGATOR OPEN TO THE PUBLIC IRC

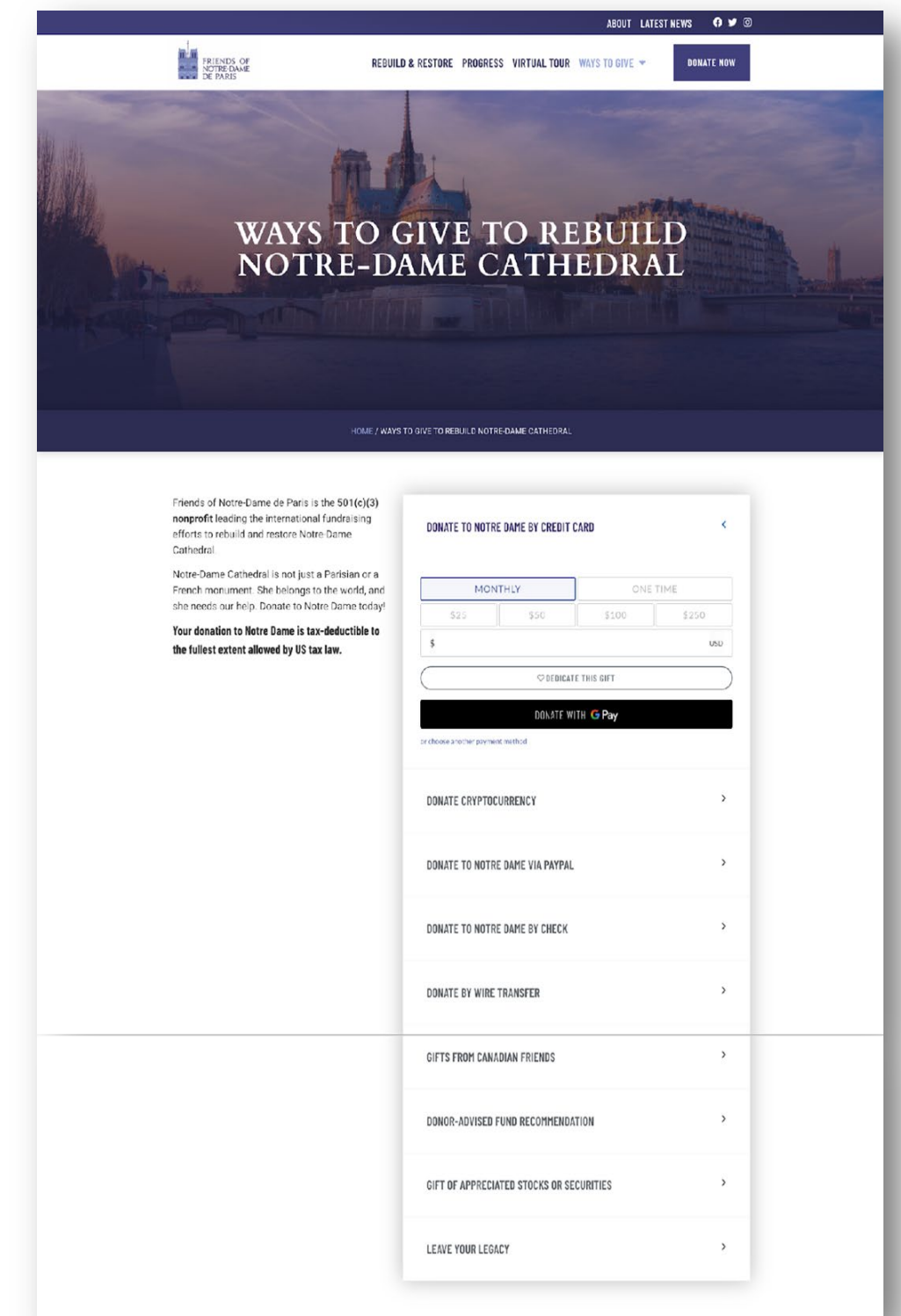
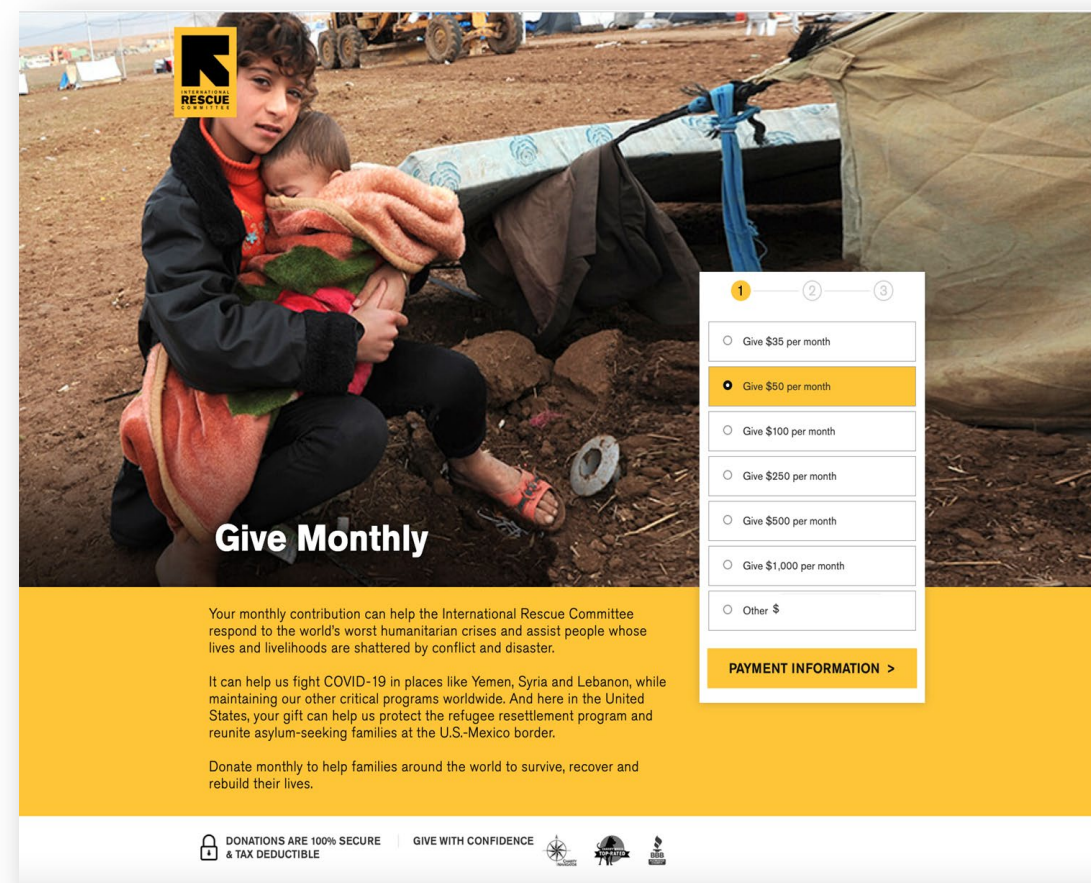
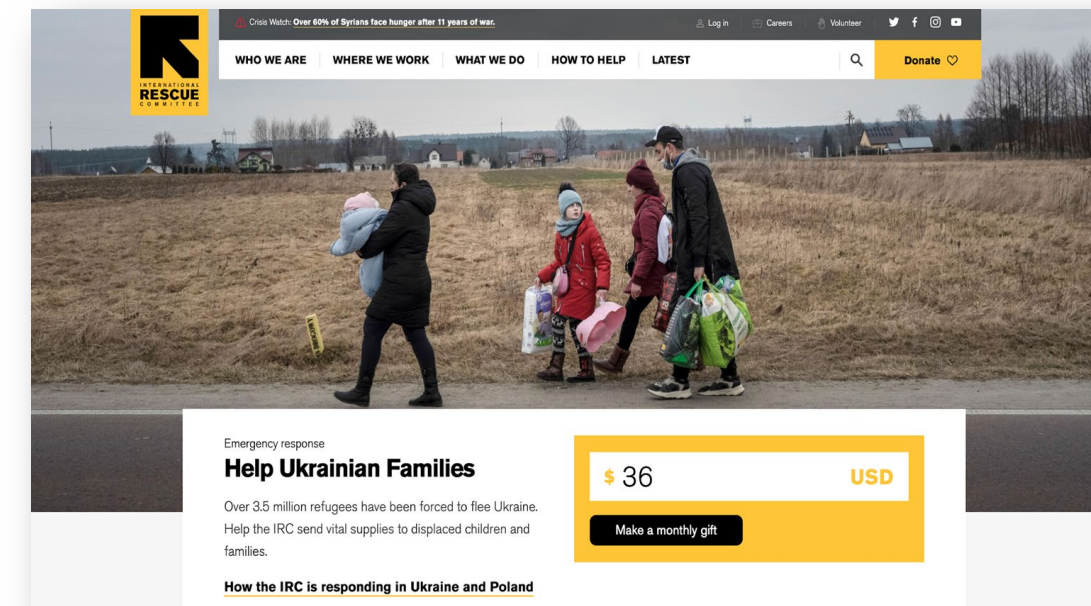
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## HOW TO START OPTIMIZING

# Ways to effectively use the donation form

- Placement on the front page for special campaigns
- Keep copy brief and include an action for the audience to take.
- Include different payment options like Apple pay, Google pay, etc.
- Include other ways to give below the form only on the general donation form unless you are pushing DAF specially for a campaign then you want to have a separate web page set up to promote it.





## HOW TO START OPTIMIZING

# Campaign Donation Forms

- Set up a campaign/segment tracking matrix.
- Personalize each form by audience type.
- Ask strings need to be relevant to campaign CTA and audience.
- Post donation automated thank you's need to be set up and then drive audiences to a welcome series if they're new to the file.
- Add automated pop-ups on the form for those hesitating to make a gift for monthly campaigns especially.

The screenshot shows a donation form for Human Rights Watch. The header features the organization's logo and a 'Change currency' dropdown. The form is divided into three sections: 1. DONATION AMOUNT, 2. CONTACT INFORMATION, and 3. PAYMENT INFORMATION. The main heading is 'URGENT: In Ukraine, countless lives are at stake'. Below this, there is a paragraph about the situation in Ukraine and a call to action to make an emergency gift. The 'DONATION AMOUNT (USD)' section offers options for \$50, \$100, \$250, \$500, and '\$ Other'. A 'MONTHLY GIFT' button is highlighted. Below the donation amount, there is a checkbox for 'Yes, my gift is in honor or memory of someone special.' and a 'NEXT' button. The 'Other Ways to Give' section includes icons for wire transfer, donor advised fund, include HRW in will, donate by mail, donate by phone, and give from your IRA. The 'Our Mission' section describes the organization's work and includes a 'LEARN MORE' button. The footer contains the organization's name, address, and contact information.

The screenshot shows a Facebook post from Human Rights Watch. The post features a video thumbnail of a damaged building. The text of the post reads: 'Expose Violations, Secure Justice. Dear Supporter, The list of military attacks in Ukraine harming civilians grows longer by the day, demonstrating a horrific pattern that may amount to war crimes. Human Rights Watch's researchers on the ground have mounted a targeted investigation to document and verify incidents so perpetrators can be held to account. But they can't do this vital work without your help. A group of concerned donors has released \$50,000 in matching funds to help us mobilize support for the emergency and for this investigation into potential war crimes. As the violations mount, I urge you to rush your emergency gift when it will make aX the impact for Ukraine.' Below the text is a 'DONATE X2' button. The post also includes a quote from Fred Abrahams, Human Rights Watch's Associate Director for Program, and a 'MAKE YOUR 2X-MATCHED GIFT' button. The bottom of the post features a 'DONATE TODAY' button and a 'DONATE NOW' button. The footer includes the text 'DONATE.HRW.ORG' and 'You Can Help Ukraine Today'.







# GUESS THE TEST

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GUESS THE TEST

Text Heavy vs. Text Light





**DONATE NOW - Help Rescue Lives**

Help the IRC save refugee families in crisis.  
Make your tax-deductible gift today.

**Founded in 1933 at the request of Albert Einstein,**  
the IRC delivers lifesaving care to people fleeing conflict and natural disaster. Year after year, the IRC is one of the highest-ranking nonprofits for accountability, transparency, and efficient use of contributions.

Across 40 countries and in 26 U.S. cities, the IRC is helping to restore safety and dignity to millions forced to flee from war, persecution and natural disaster.

**In one year alone, the IRC's lifesaving programs:**

- Provided 16 million people with primary and reproductive health care.
- Gave 3.3 million people access to clean drinking water and sanitation.
- Vaccinated 364,000 children; helped 331,000 women deliver babies.
- Cared for 11,000 sexual violence victims; mobilized 1.2 million people to lead prevention efforts in their communities.
- Helped resettle 10,900 newly arrived refugees in the United States; assisted 36,000 refugees, asylees and victims of human trafficking.

**The IRC's efficiency maximizes your gift's impact.**  
More than 90 cents of every dollar we spend worldwide goes directly to help refugees and others in desperate need.

93%

programs and services

2%

fundraising

5%

management and general

**DONOR TESTIMONIAL:**

*"I am very selective about which organizations I choose to support. IRC is in my top 5 without question. Their response to emergencies is immediate and effective. I trust them to use my donations in the most useful manner possible."* - Malena Feil

**Yes! I will donate a tax-deductible gift of:**

☐ \$35 ☒ \$50 ☐ \$100 ☐ \$250 ☐ \$500

☐ \$1000 ☐ Other \$

Minimum gift \$10.00.

☐ Yes, make my gift monthly  
Selecting "Yes" will cause your credit card to be charged once per month until its expiration date.

**Your Information**

First Name \*

Last Name \*

Email \*

Address \*

Address Line 2

City \*

Country \*

State/Province \*

ZIP/Postal Code \*

**Credit Card Information**

☒    

☐  [What is PayPal?](#)



Card Number \*

Expiration Date \*

Security Code \*

Every gift counts. Thank you! **SUBMIT DONATION**

 By clicking SUBMIT DONATION your credit card will be securely processed.



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**Your Information**

First Name \*

Last Name \*

Email \*

Address \*

Address Line 2

City \*

Country \*

State/Province \*

ZIP/Postal Code \*

**Credit Card Information**

☒    

☐  [What is PayPal?](#)

Card Number \*

Expiration Date \*

Security Code \*

Every gift counts. Thank you! **SUBMIT DONATION**

 By clicking SUBMIT DONATION your credit card will be securely processed.

GUESS THE TEST

Monthly vs. One time

A. Monthly vs. one-time listed side-by-side (one time select)

### Monthly donation

Please select your monthly tax-deductible gift amount below:

☐ Give \$35 per month

☐ Give \$50 per month

☐ Give \$100 per month

☐ Give \$250 per month

☐ Give \$500 per month

☐ Give \$1,000 per month

☐ or Give \$  per month

MAKE A MONTHLY DONATION >

### One-time donation

Please select your one-time tax-deductible gift amount below:

☐ Give \$50

☒ Give \$100

☐ Give \$250

☐ Give \$500

☐ Give \$1,000

☐ Give \$1,500

☐ or Give \$

MAKE A ONE-TIME DONATION >

B. Tabbed monthly vs. one time select

1

2

3

ONE-TIME DONATIONMONTHLY DONATION

ONE-TIME TAX-DEDUCTIBLE GIFT AMOUNT \*

☐ Give \$50

☒ Give \$100

☐ Give \$250

☐ Give \$500

☐ Give \$1,000

☐ Give \$1,500

☐ Other \$



**CONTACT: [carla@faircomny.com](mailto:carla@faircomny.com)**

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**THANK YOU!**