

THE NONPROFIT MOBILE DONATION EXPERIENCE

Research Journal



Ice Breaker Question

Which of the following kinds of fundraising content would you prefer?

1. **Hot Tub Webinars** – 45 minutes of fundraising research, training, and interviews from a bubbling jacuzzi.
2. **Bite-Sized Videos** – 5-minute how-to videos, experiment breakdowns, skits, and other edutainment segments.
3. **Regular Ol' Webinars** – 60 minutes of teaching and training on ZOOM with a little bit of Q&A.
4. **A Fundraising Show** – 30-40 minutes of an entertaining show exploring fundraising strategies, tactics, psychology, and more from unexpected perspectives.





"NIO obviously is a good time.

It's not only been really valuable educationally, but it's been a ton of fun!"

Marissa Stein
Coral Reef Alliance





"There was so much information that was applicable.

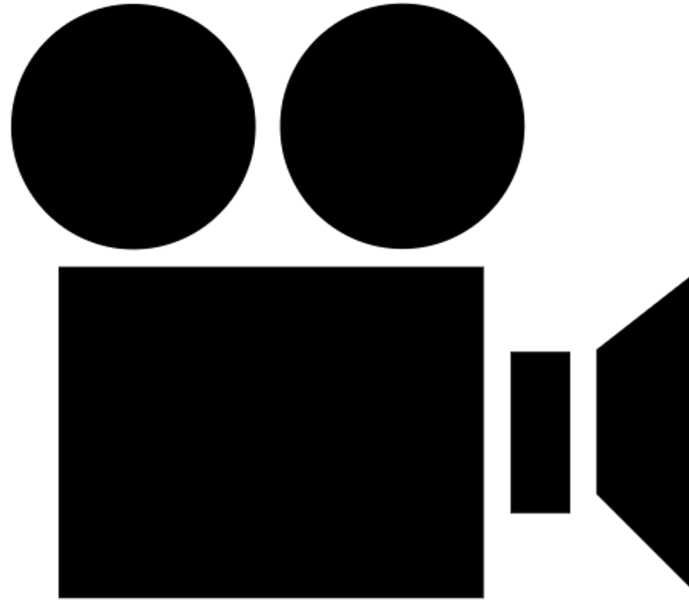
It won't just change the way we approach our donors, but our philosophy of why we're talking to them in the first place."

**DeNail Sparks
EveryNation**

DIGITAL FUNDRAISERS **COME ON DOWN!**

niosummit.com

A Few Quick things...



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

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.

THE NONPROFIT MOBILE DONATION EXPERIENCE

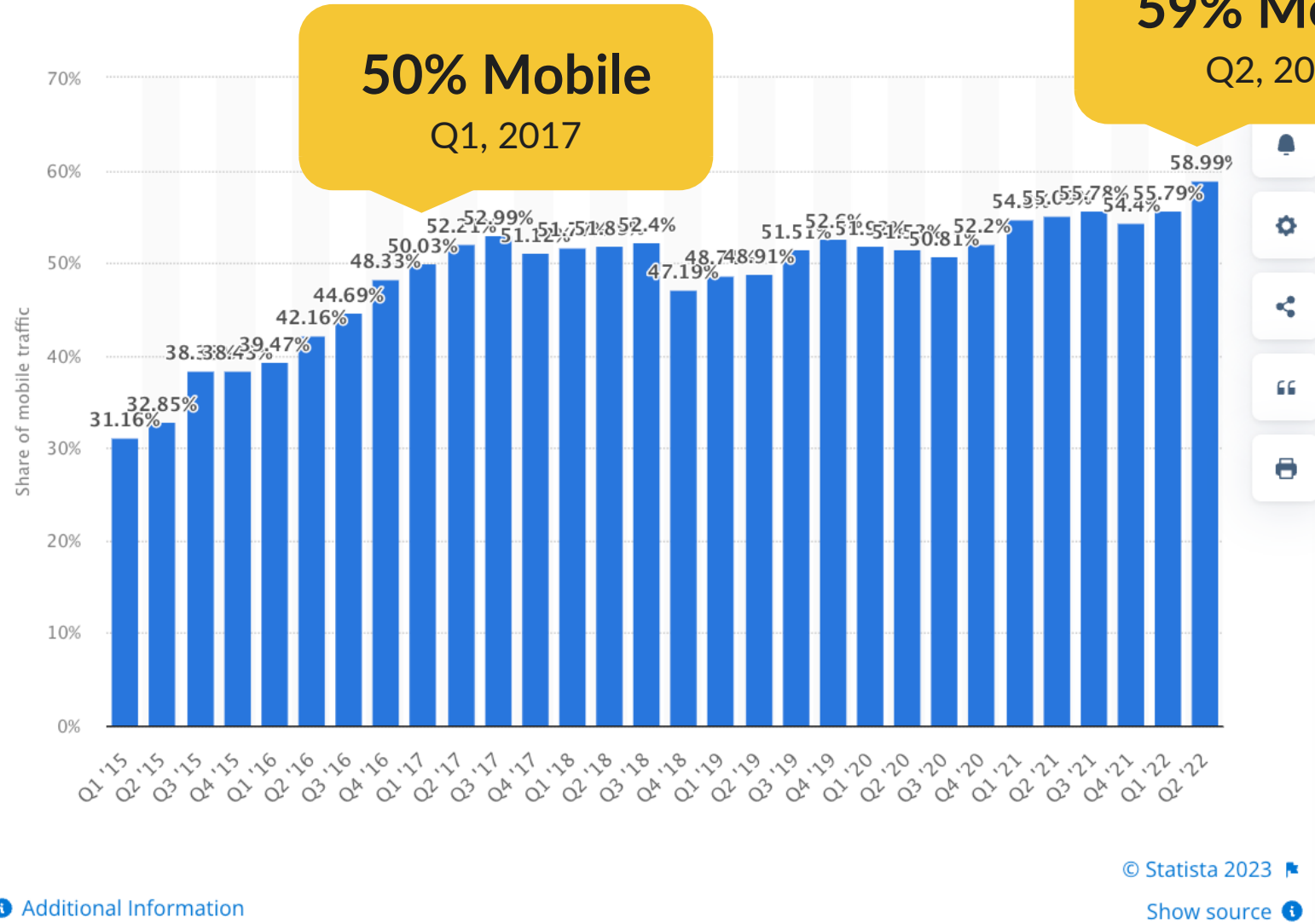
Research Journal



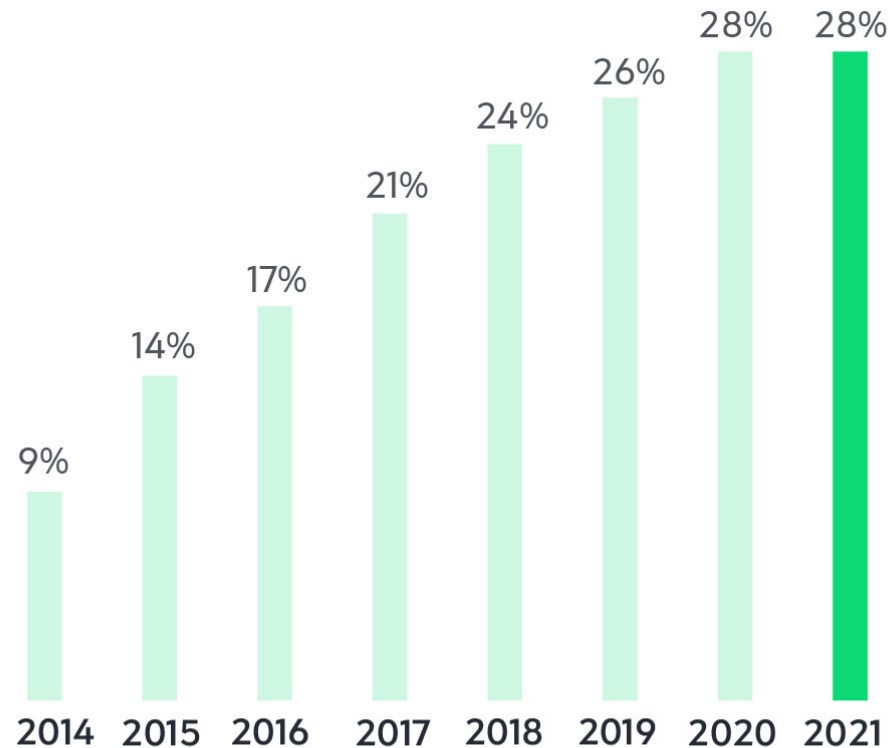
Why conduct this study?



Mobile Web Traffic Over Time

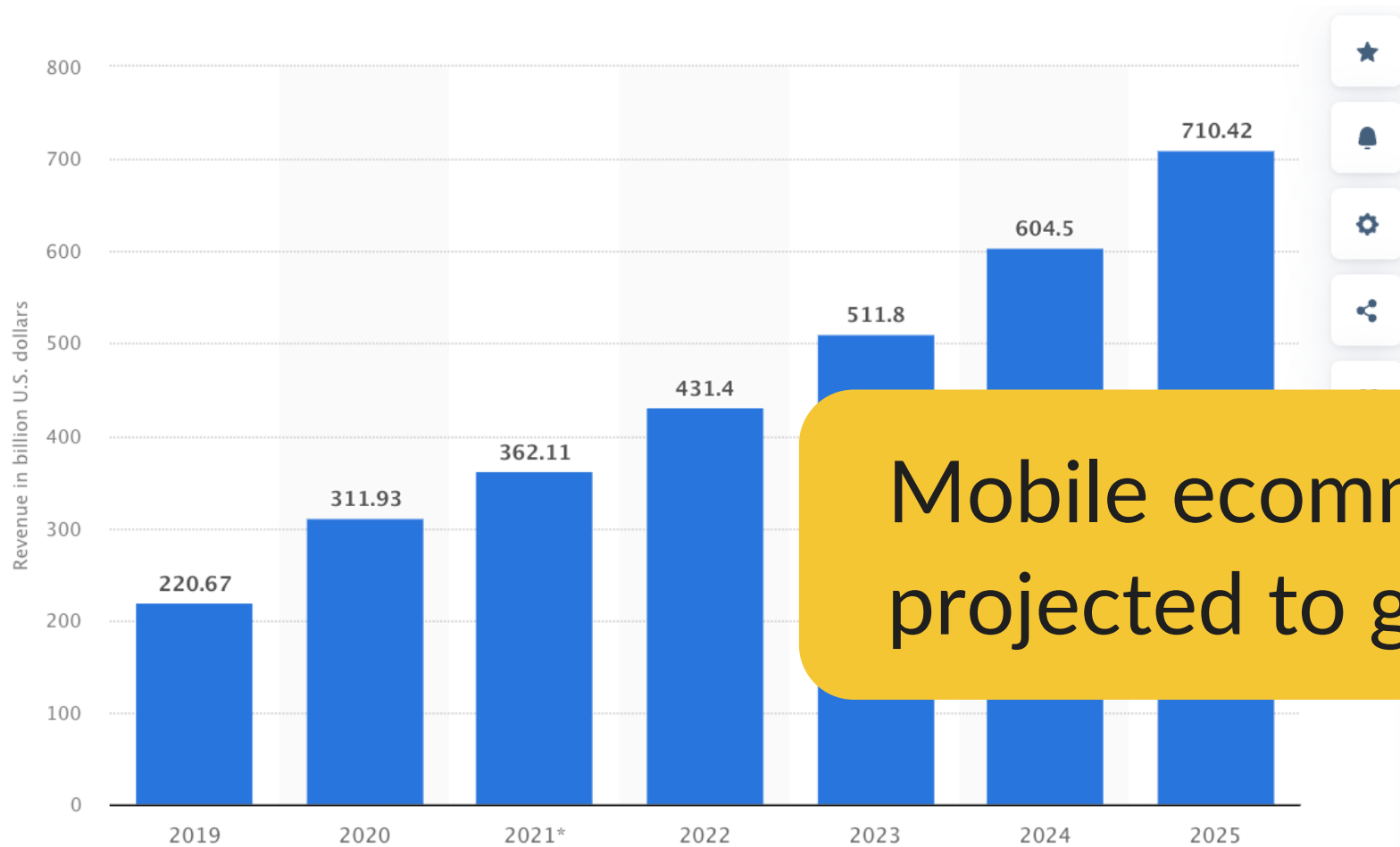


Percentage of Online Transactions Made Using a Mobile Device



Just 28% of online donations happen on a mobile device.

Mobile eCommerce Revenue



Details: United States; eMarketer; 2019 to 2020

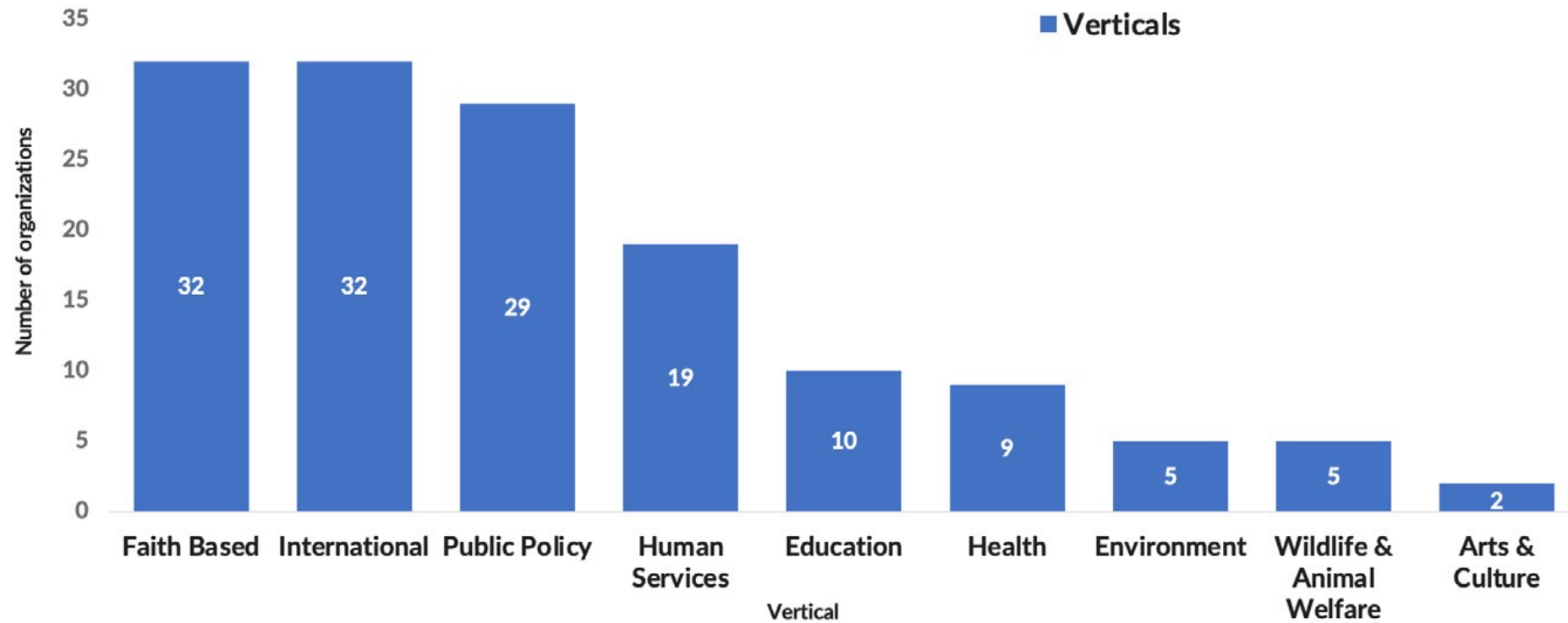
The Methodology



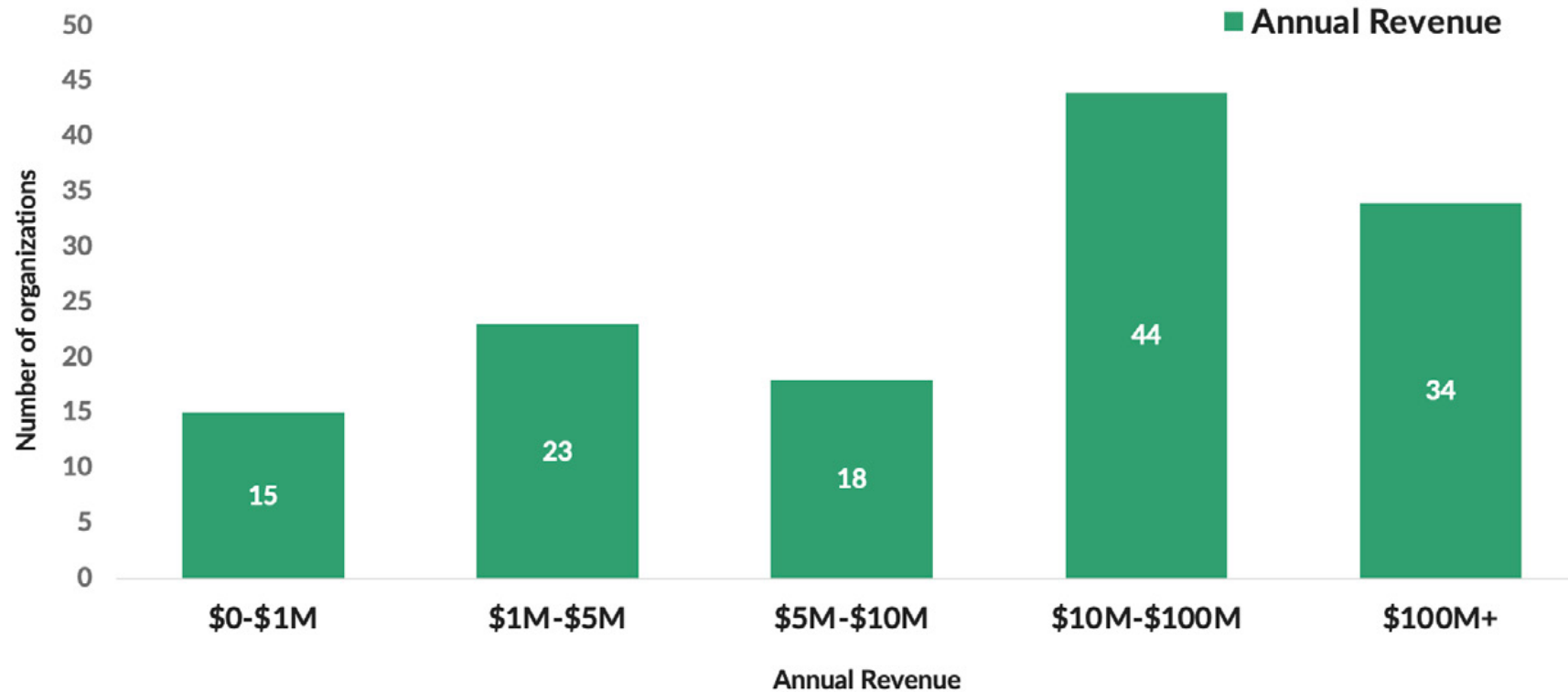
143 Organizations



143 Organizations



143 Organizations



143 Organizations

Desktop

Analyzed the homepage and donation process for congruency.

Mobile

\$20 donations were completed on the mobile device.

Successful Donations

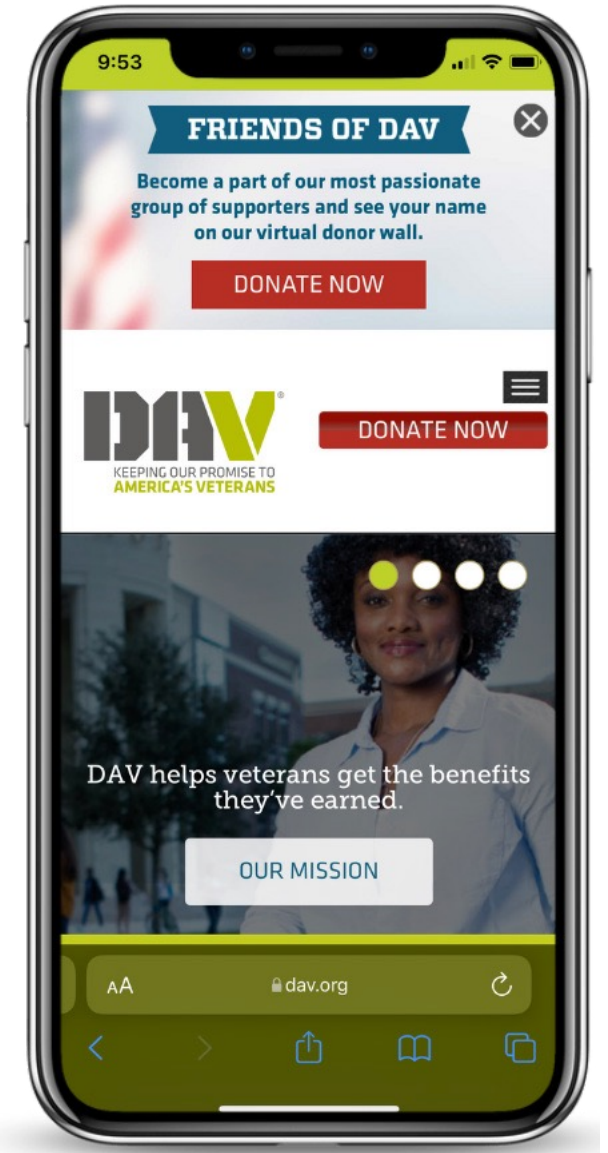
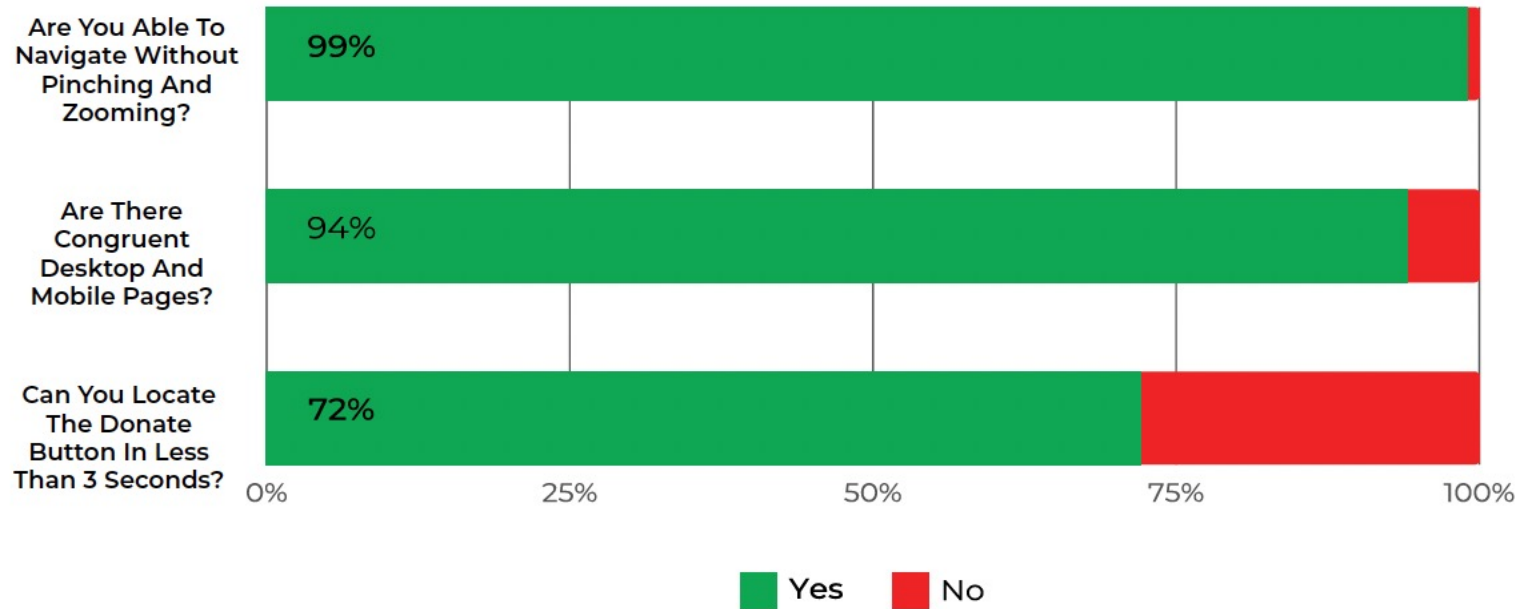


Finding **Where** to Give

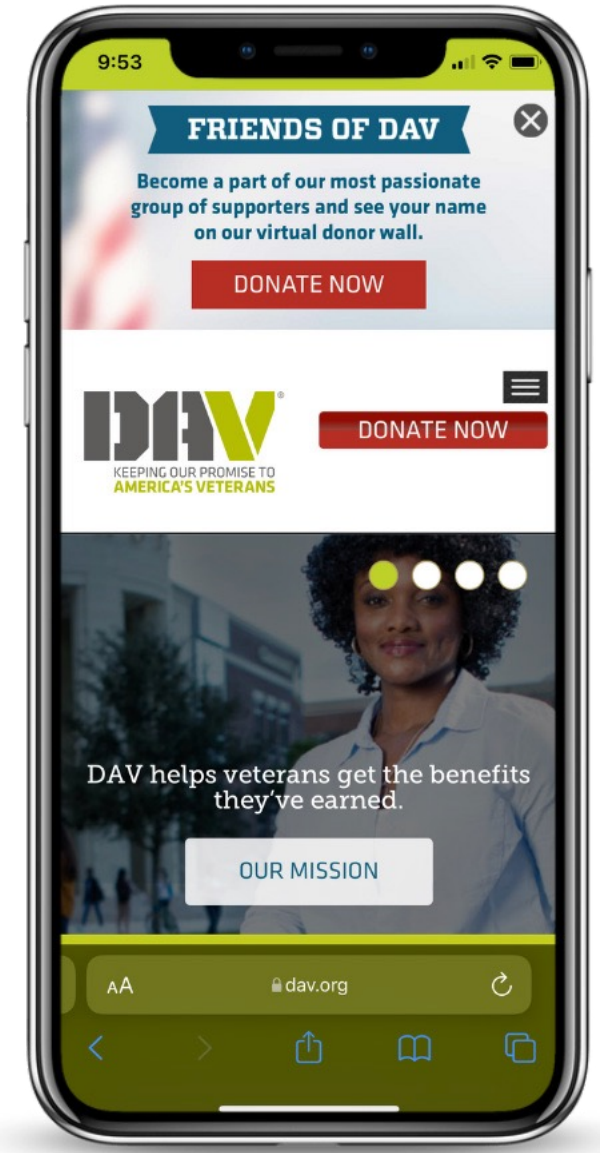
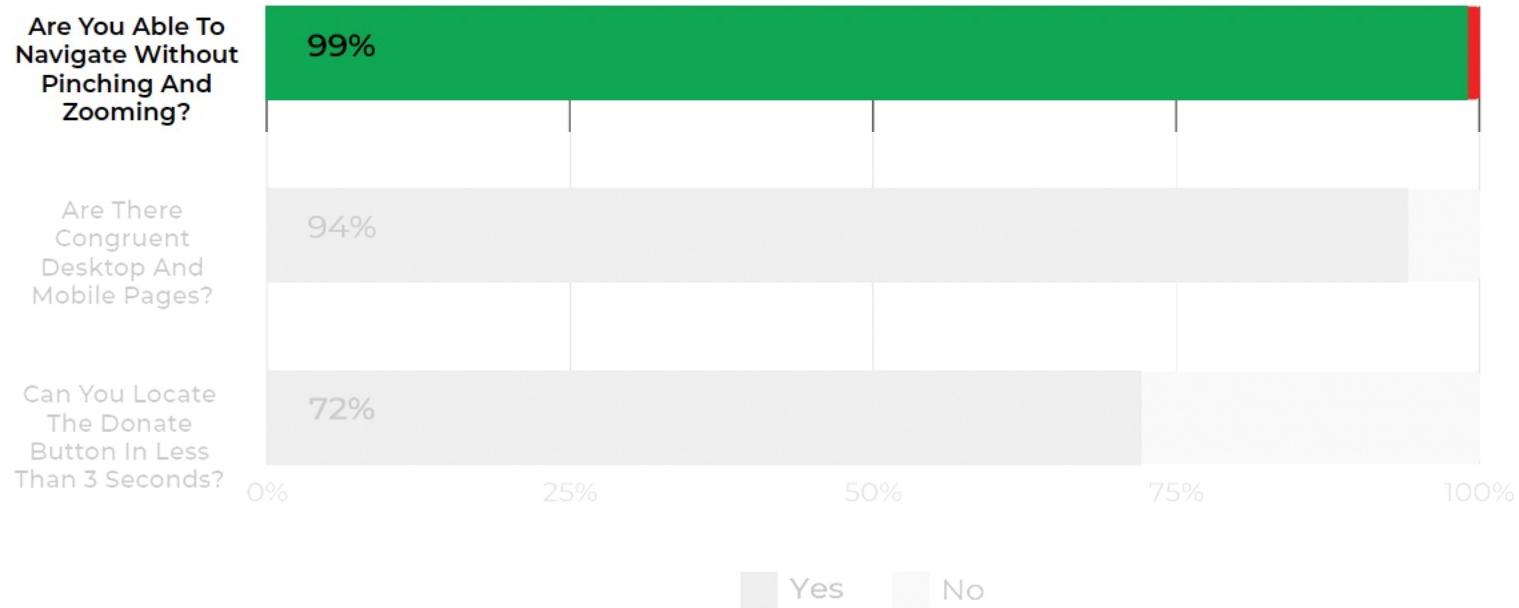
Homepage

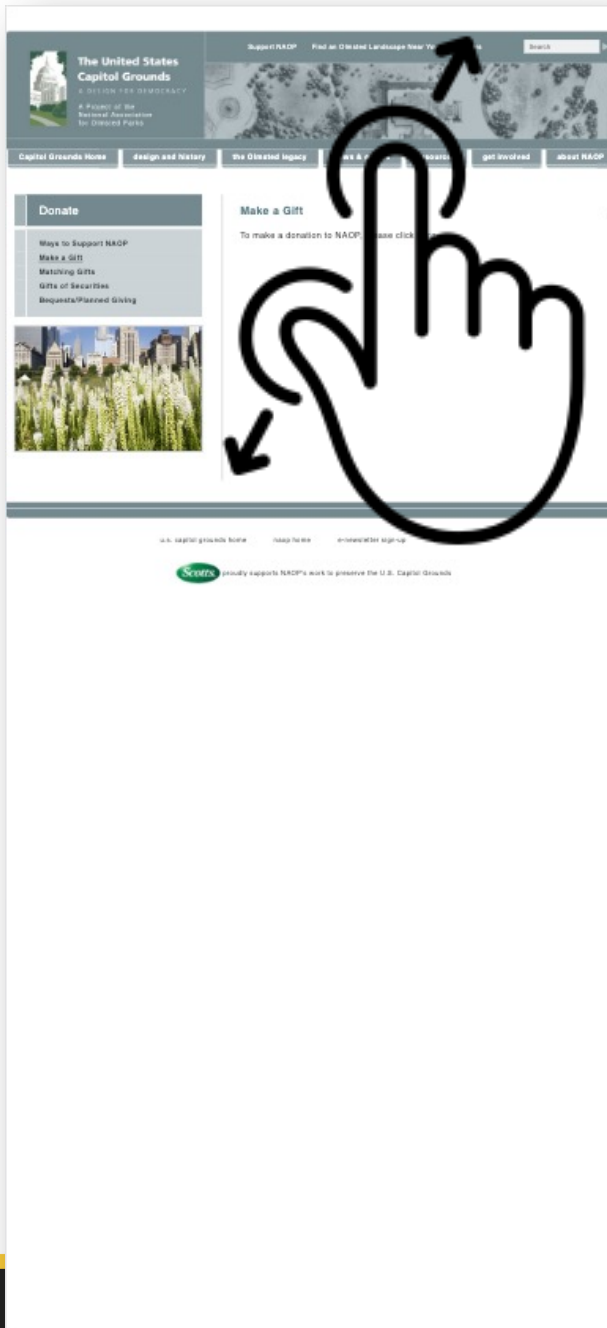


Homepage



Homepage

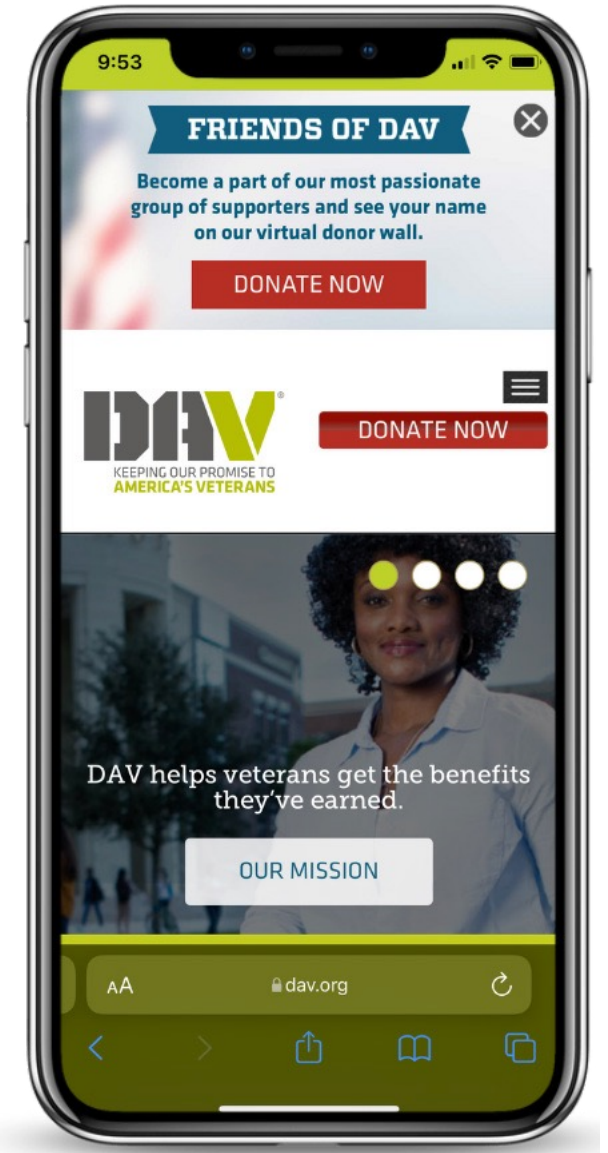
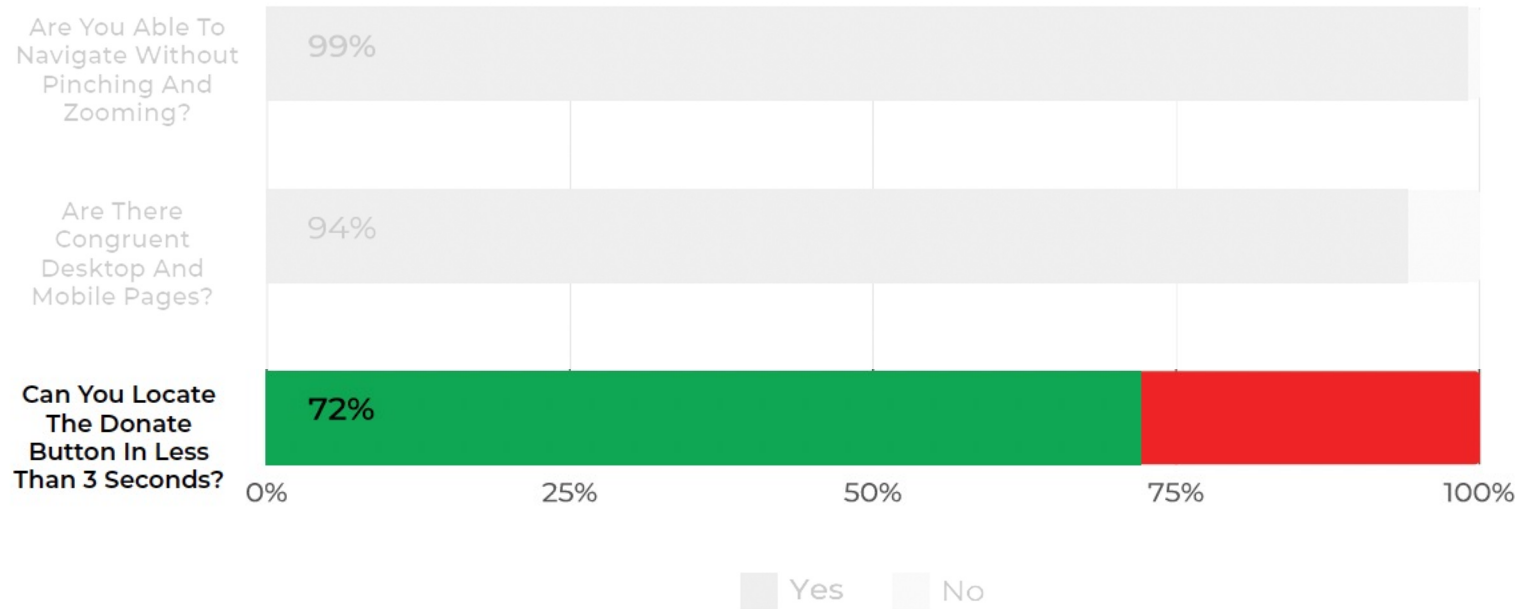






1 out of 143

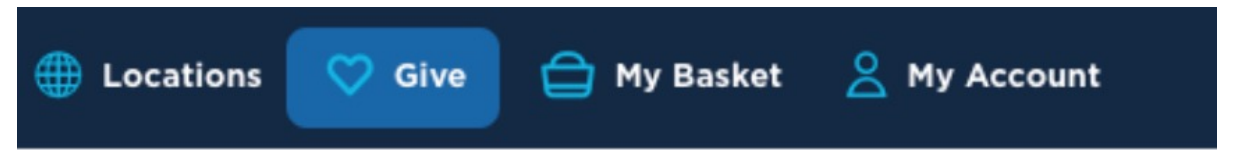
Homepage



Control



Highlighted Button



24%
In Donations

Every Journey in Mission
has a First Step

TAKE YOURS AT 24-HOUR DEMO

FROM THE BLOG

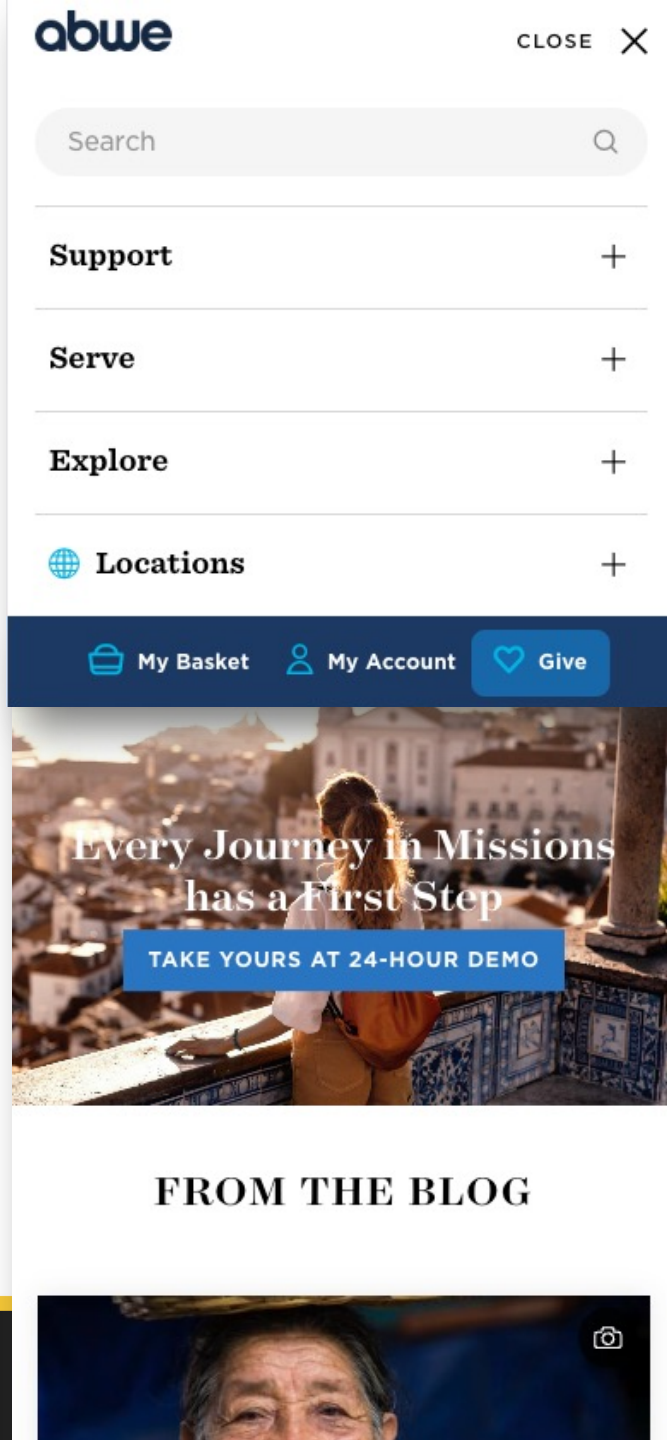


Photo Essay | [Field Stories](#)

Image Bearers and the Life-Changing Power of Stories

A short-term trip to Nicaragua highlights the role of storytelling in affirming human dignity.

JAN 18, 2023



19%

In Donations on Desktop



31%

In Donations on Mobile



Control



Article | [Missionary Life](#)

Why Relationships Are the 'Stuff' of the Missionary Task

When we abstract the advance of the gospel from flesh-and-blood human beings, we miss the mark.

JUL 5, 2022

Sticky Donate Button



Article | [Missionary Life](#)

Why Relationships Are the 'Stuff' of the Missionary Task

When we abstract the advance



69%

In Donations*





Article | [Missionary Life](#)

Time Tracking: Making the Best Use of Our Limited Hours

Examining how we spend our time can help us achieve what really matters.

JAN 5, 2023



♥ DONATE

Article | [Bible & Theology](#)

Grace and Peace From God for the New Year

People who serve the Lord can always be assured of his love.

We use cookies to improve your experience on our website. Please read our [privacy policy](#) to find out more.

×

CLOSE



23%

In Donations on Desktop
**49% Level of Confidence*



485%

In Donations on Mobile
**99% Level of Confidence*



The background image shows a hand holding a smartphone. On the screen, there is a donation app interface. At the top, it says 'HELP US TO'. Below that, there is a large, semi-transparent text overlay that reads 'MAKING THE WORLD BETTER'. At the bottom of the screen, there is a yellow button with a pink heart icon and the word 'DONATE' in blue. Below the button, there is a link that says 'BECOME A VOLUNTEER'.

KEY TAKEAWAY

Make it easy for mobile visitors to see the opportunity to give.

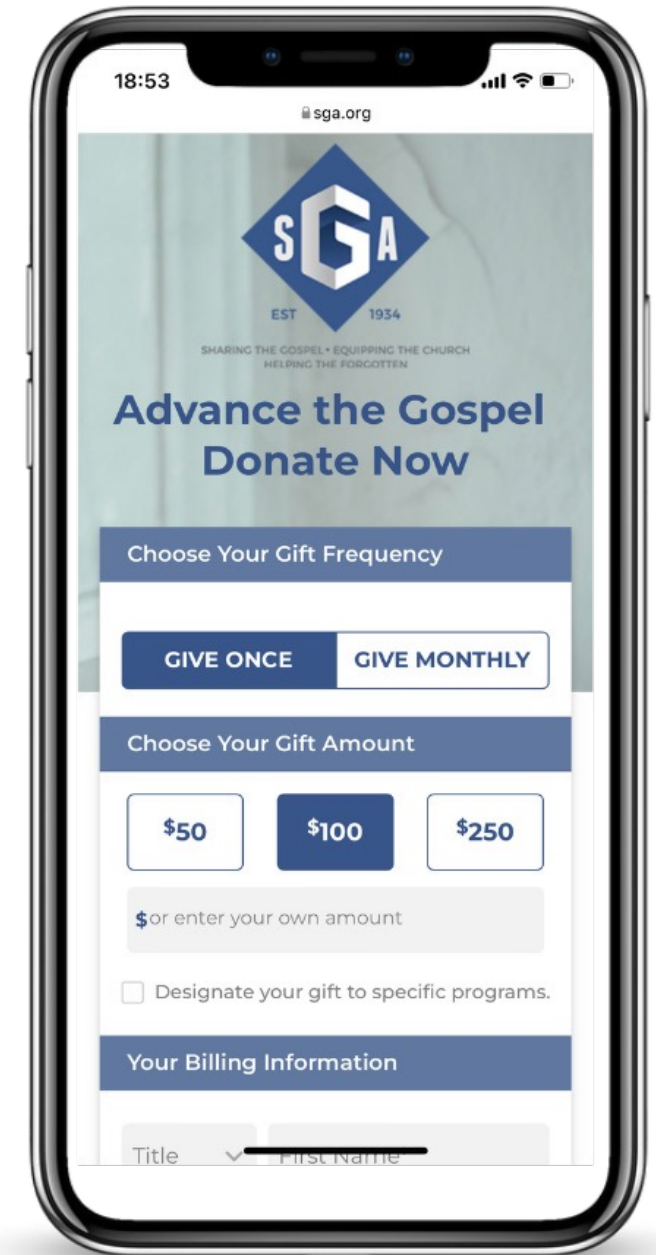
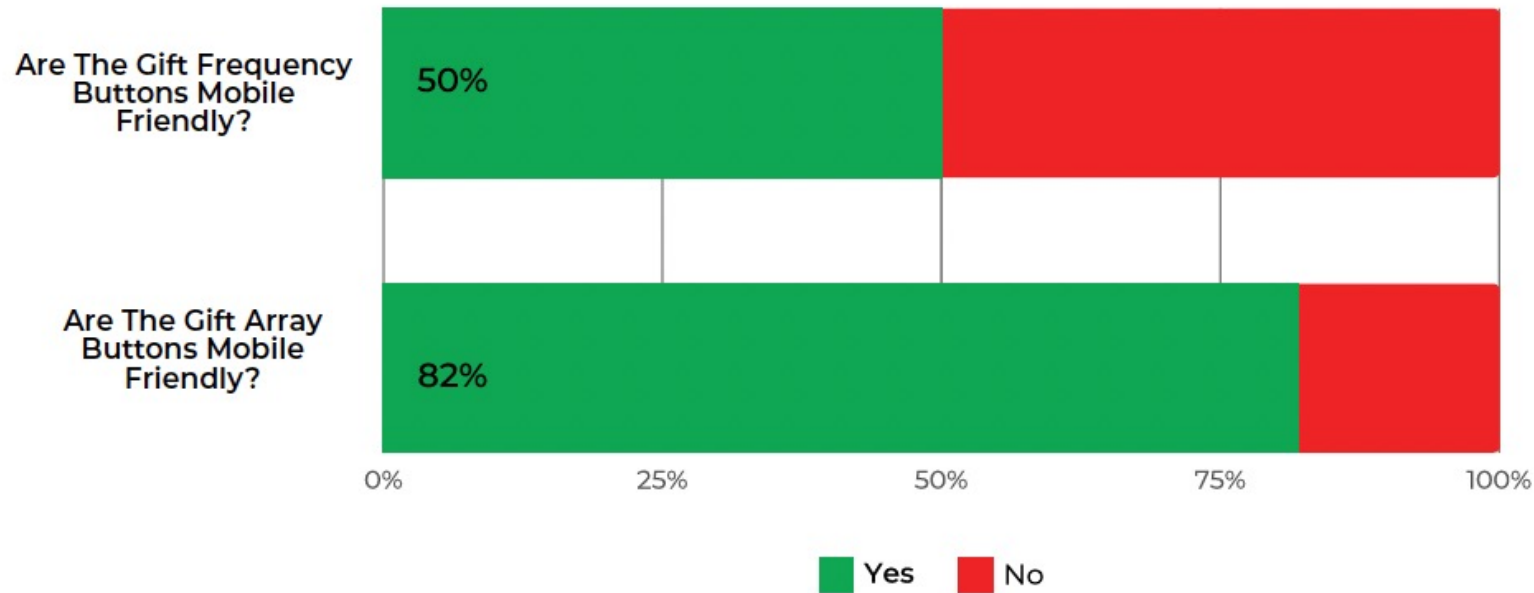


Choosing Your Donation

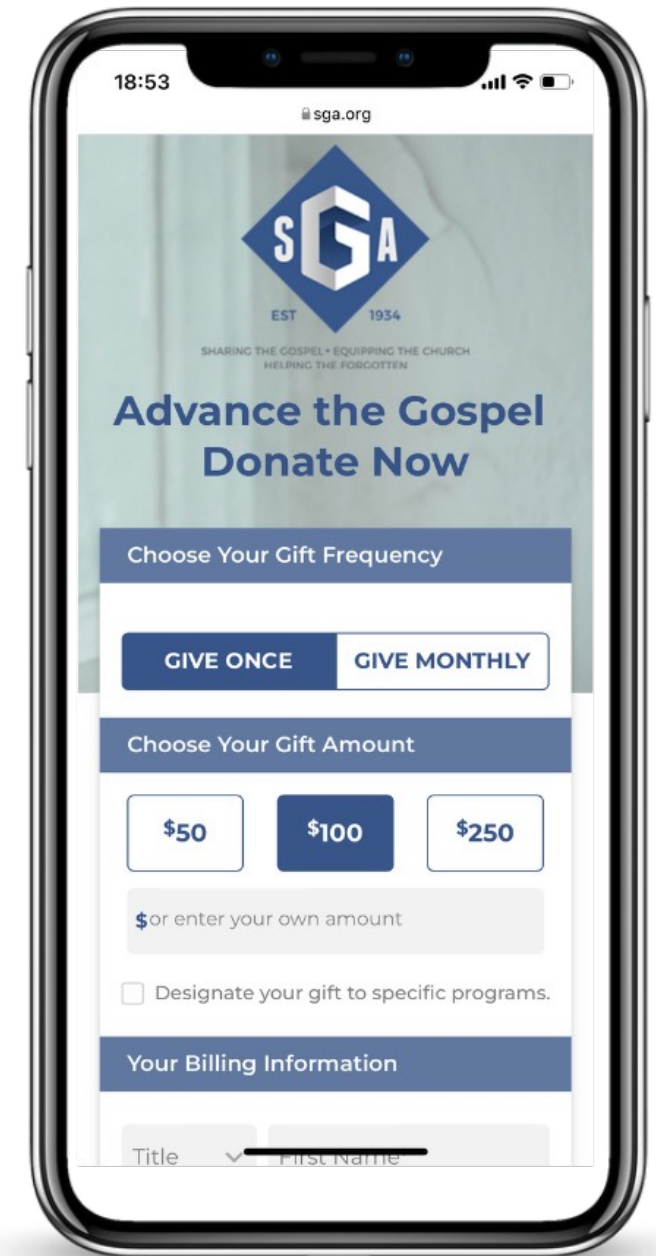
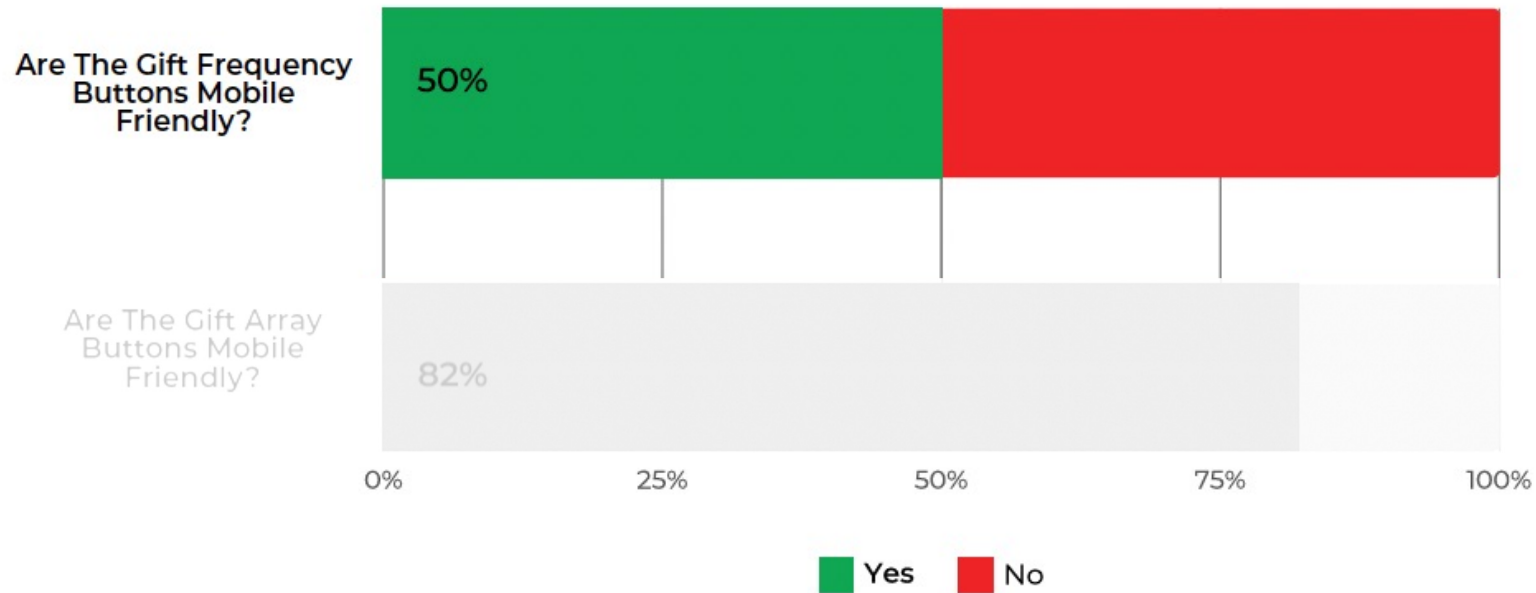
Gift Arrays & Frequency



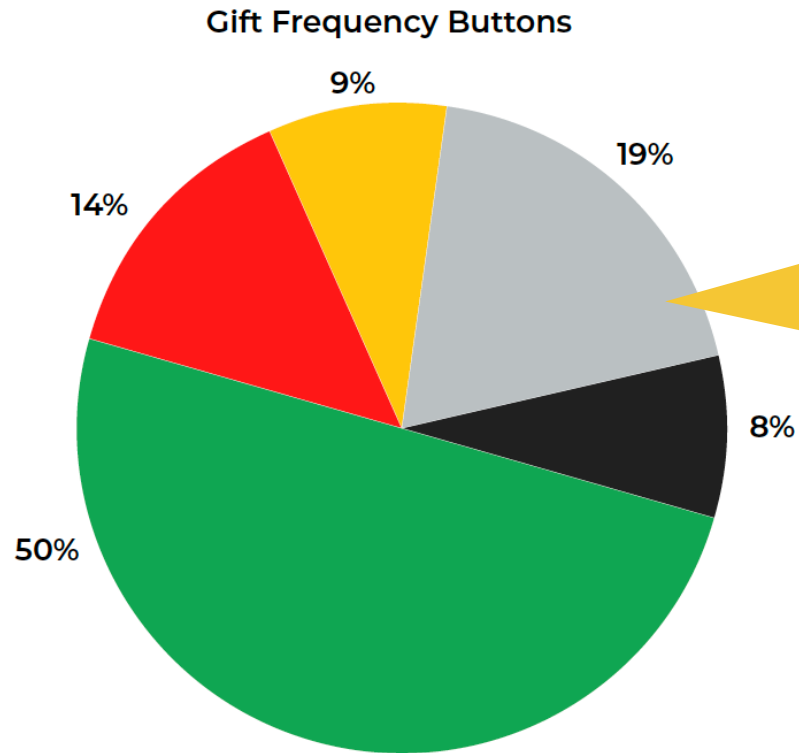
Gift Selection



Gift Selection



Gift Selection



The checkbox was the next most common Gift Frequency selector.

■ Checkboxes ■ Drop Down Box ■ Mobile Friendly Buttons ■ Radio Buttons ■ There's no option to select the donation frequency

Online Donation

Amount:

\$

Please include details about your gift (ex. designation, given as a result of attending an event, use where needed most, etc.):

optional

Recurring Gift

☐ Make this a monthly gift

ENTER YOUR GIFT AMOUNT

\$50	\$100
\$250	\$500
\$5,000	\$10,000
\$ Other	

☐ Yes, I would like this to be a monthly gift.

YOUR DONATION

\$50	\$100
\$500	\$1,000
\$ Other Amount	

☐ Make this an ongoing monthly donation.



Control

Step 1: Choose the amount you would like to give

\$50

\$100

\$250

\$500

\$1,000

Other

☐ Make this a recurring gift of \$0 per month

Tabbed Donation Form

Single Gift

Monthly Gift

Step 1: Choose the amount you would like to give

\$50

\$100

\$250

\$500

\$1,000

Other



15%
In Donations

Gift Selection

Are The Gift Frequency Buttons Mobile Friendly?

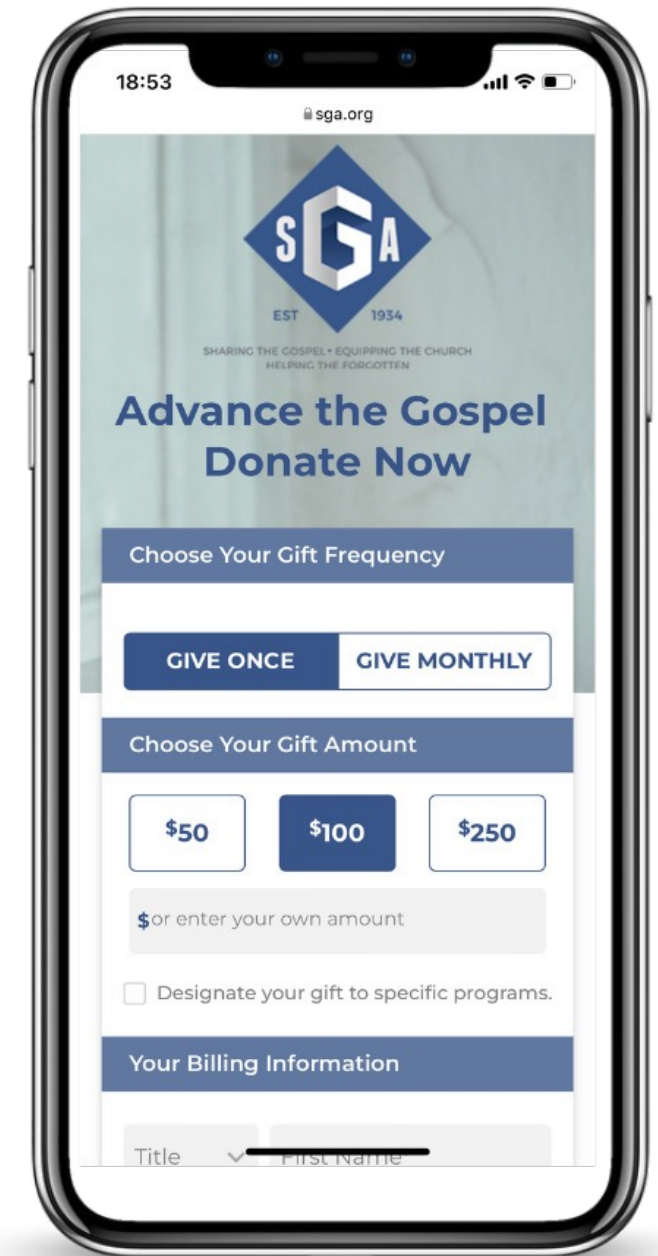
50%

Are The Gift Array Buttons Mobile Friendly?

82%

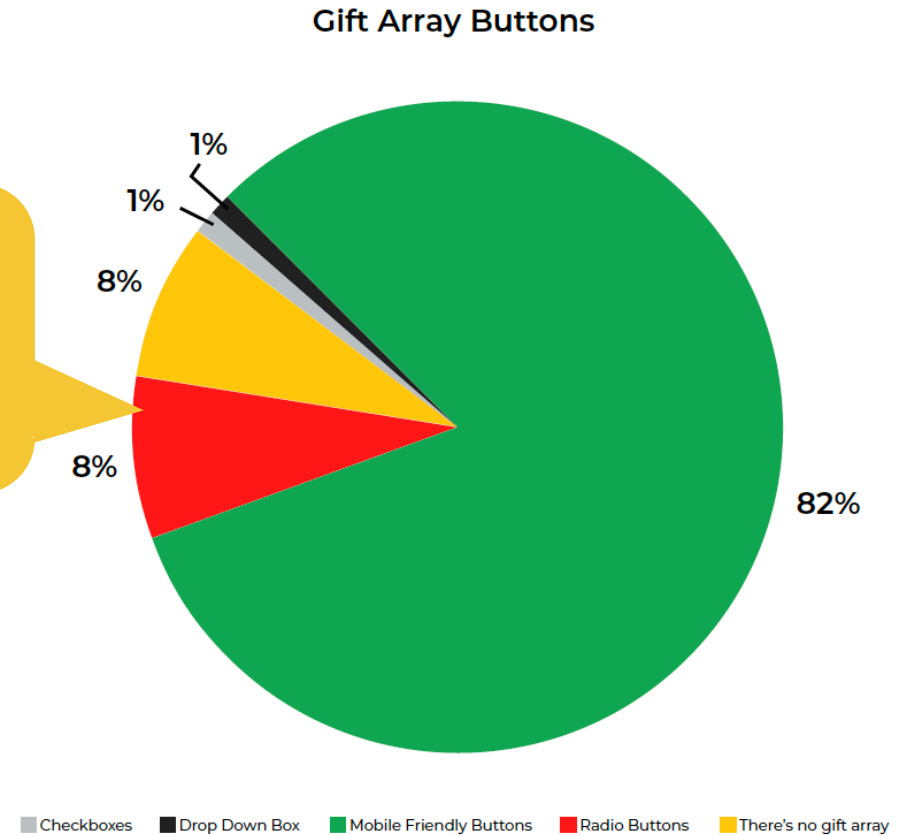
0% 25% 50% 75% 100%

Yes No



Gift Selection

Radio buttons were the next most common gift array selector.



Experiment

Radio Buttons

Your Gift Amount

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

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

Your Information

Mobile-Friendly Buttons

Your Gift Amount

\$ 50

Monthly gift? ☐ Make my gift repeat every month

Your Information



63.1%

In Donations

The background image shows a hand holding a smartphone. On the screen, there is a donation app interface. At the top, it says 'HELP US TO'. Below that, there is a large, semi-transparent text overlay that reads 'MAKING A BETTER WORLD'. At the bottom of the screen, there is a yellow button with a pink heart icon and the word 'DONATE'. Below the button, there is a link that says 'BECOME A VOLUNTEER'.

KEY TAKEAWAY

Use buttons and design elements that are mobile-friendly.

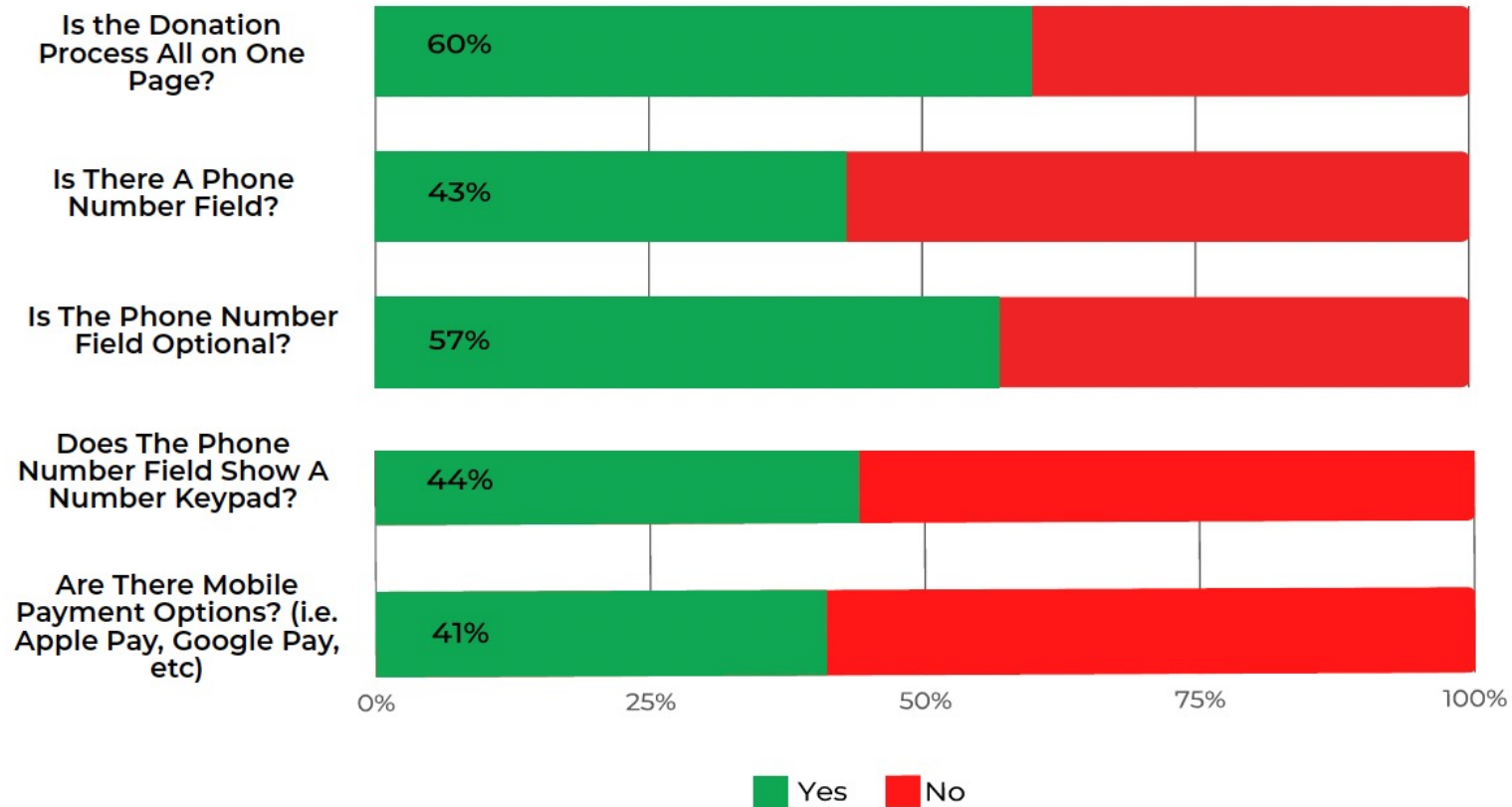


Completing Your Donation

Form Fields & Functionality



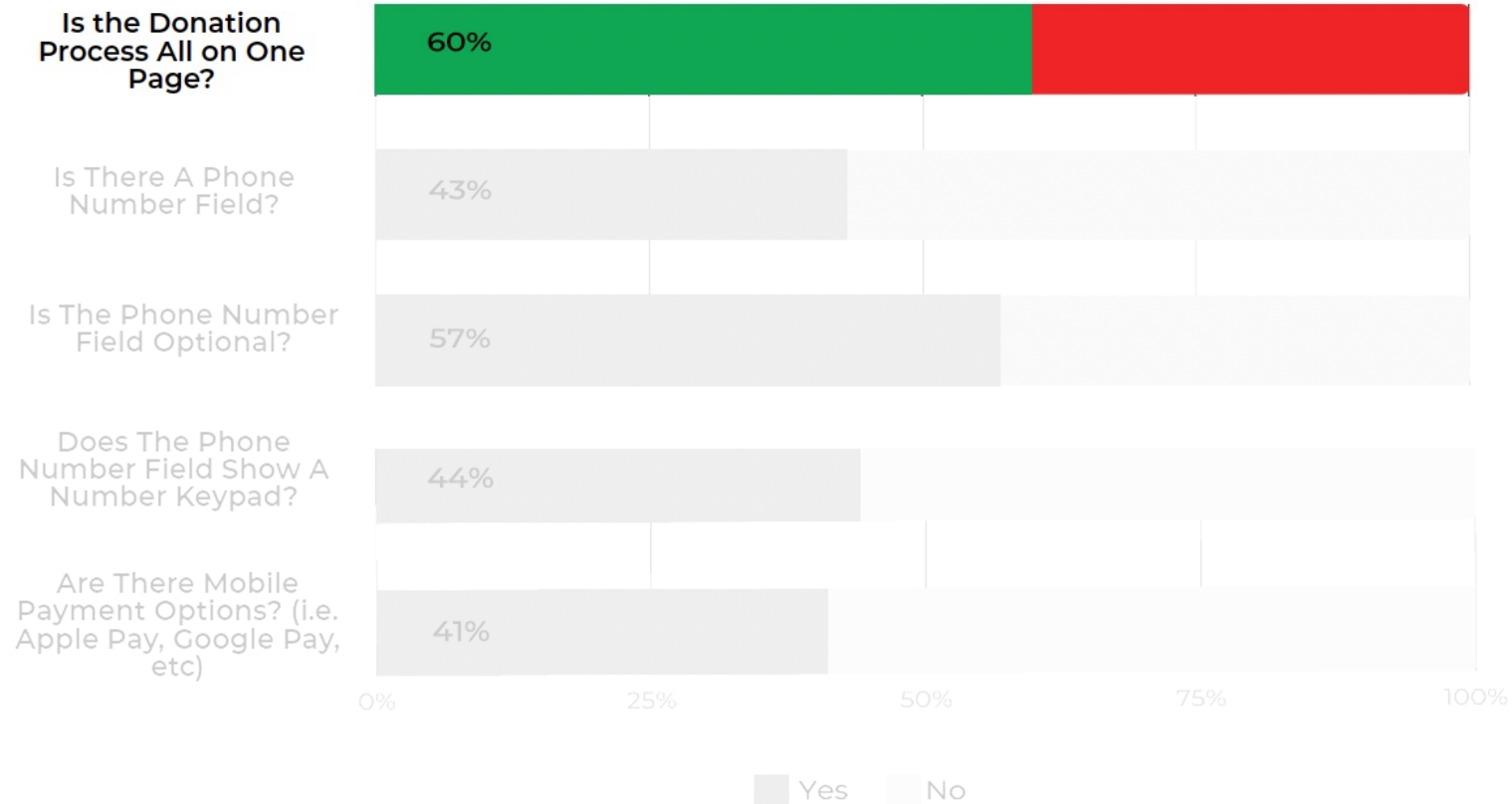
Form Fields



A mobile app interface for a donation form. The screen shows a 'Your Billing Information' section with the following fields: Title (dropdown), First Name* (text), Last Name* (text), Email* (text), Country (dropdown, currently 'United States'), Address* (text), City* (text), State* (dropdown), Zip Code* (text), and Phone (text). Below these fields is a security notice: 'You may make this donation with confidence that your transaction is encrypted and secure.' followed by three payment options: Credit Card (selected with a blue dot), Paypal, and Bank Transfer. Below the payment options are fields for Card number and MM / YY. At the bottom is a large red button labeled 'Send \$20 NOW'. The footer shows the URL 'sga.org'.

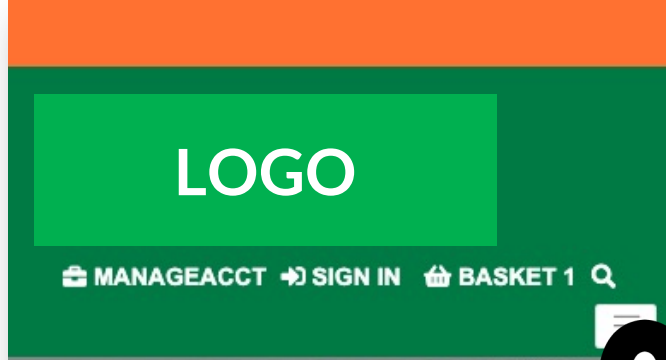


Form Fields



A mobile app interface for a donation form. The title is "Your Billing Information". The form includes the following fields: Title (dropdown), First Name* (text), Last Name* (text), Email* (text), Country (dropdown, currently showing "United States"), Address* (text), City* (text), State* (dropdown), Zip Code* (text), and Phone (text). Below the form, there is a security notice: "You may make this donation with confidence that your transaction is encrypted and secure." followed by three radio button options: Credit Card (selected), Paypal, and Bank Transfer. Below these are fields for Card number and MM / YY. A large red button at the bottom says "Send \$20 NOW". The footer shows the URL "sga.org".





**Be the difference
between hunger
and hope**

SPONSOR NOW

**Keeping Kids
Healthy, Educated
and Safe Since 1938**



Click



LOGO

MANAGEACCT SIGN IN BASKET 1

ABOUT US

GET INVOLVED

DONATE

SPONSOR A

GIVE MONT

Balance between anger and hope

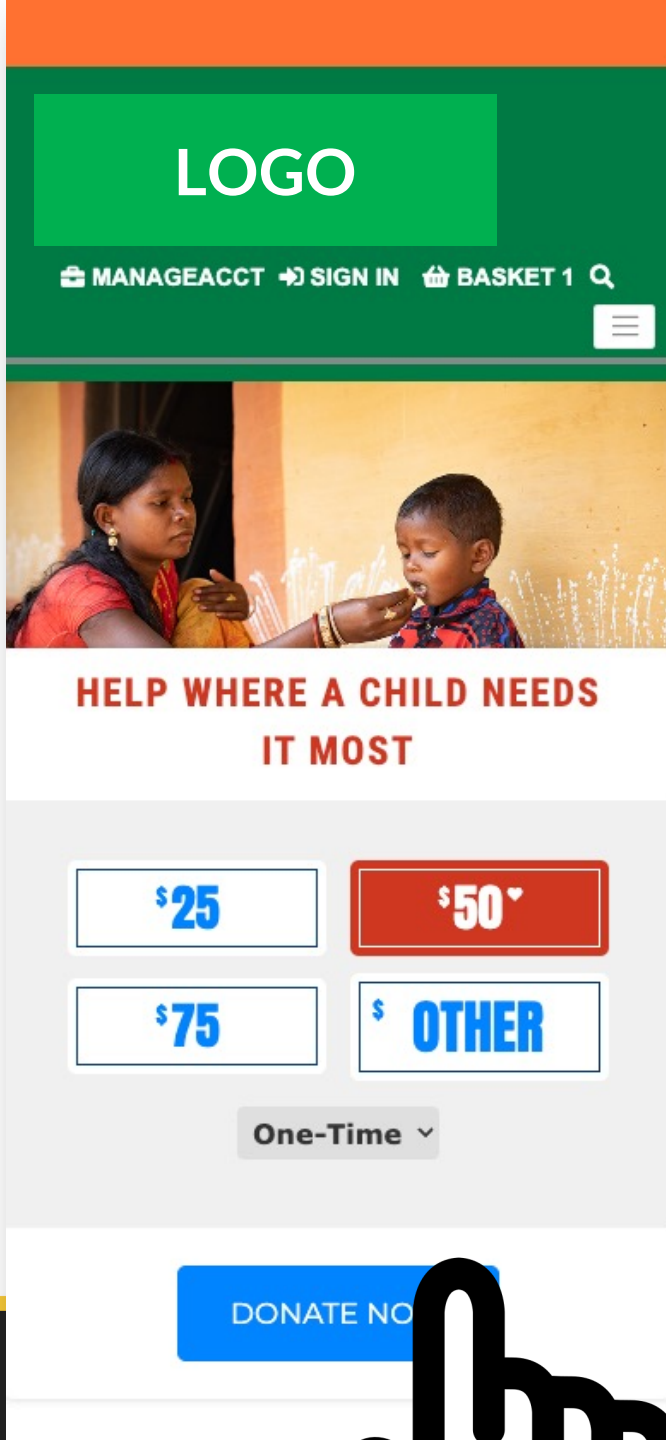
SPONSOR NOW

Keeping Kids Healthy, Educated and Safe Since 1938

2

Clicks





Clicks



LOGO

MAN ACCT SIGN IN BASKET 2 Q

MY GIVING BASKET



WHERE NEEDED MOST

One-time ▼

\$25.00

[REMOVE](#)

3

Clicks





WHERE NEEDED MOST

One-time ▾

\$25.00

[REMOVE](#)

SUBTOTAL

\$50.00

PROCEED TO CHECKOUT »

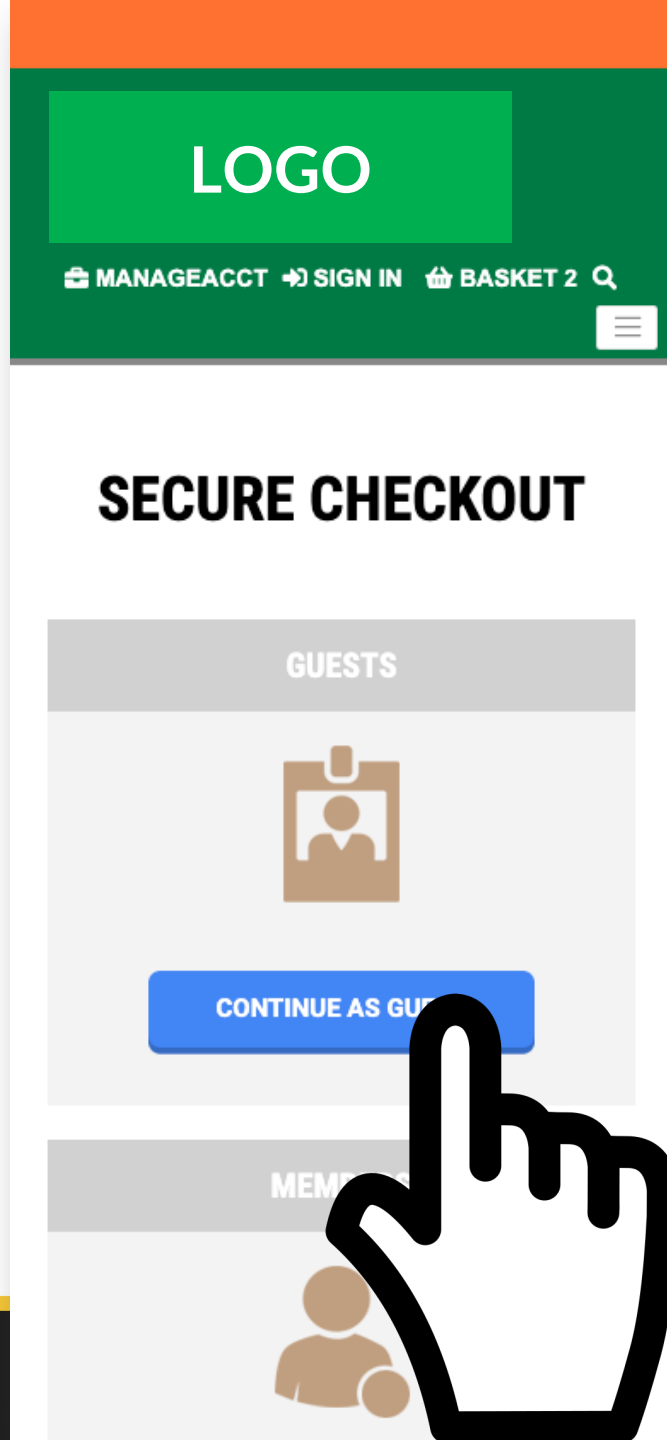
[SPONSOR A CHILD »](#) [CONTINUE DONATING »](#)

If you are experiencing issues
out and need assistance, please call
800-776-6767 anytime between
- 7 p.m. (ET) on Monday through

4

Clicks





5

Clicks



LOGO

MAN ACCT SIGN IN BASKET 2

SECURE CHECKOUT

1

2

3

4

Contact Info Payment Info Review Confirmation

☒ I AM AN INDIVIDUAL

☐ I REPRESENT AN ORGANIZATION

Contact ID

Optional. Previous donors can find their contact ID on their donor statements to expedite processing.

Title

Suffix

First Name *

7

Clicks



Control - 3 step process

Thank you, Karina... your eBook is on its way!

Thank you for your thank you for the eBook! We have an amazing team of volunteers who are working hard to make sure you receive your eBook as soon as possible. We will have an email alerting you when the eBook is ready to be downloaded. We will have an email alerting you when the eBook is ready to be downloaded.

Here's a little secret about why we're giving this eBook away to you absolutely free of charge. Memorizing God's Word doesn't just benefit you—the blessing we give up to over 100 million people in need. It's a blessing that can be passed on to others. We want you to be able to pass it on to others.

If you're thinking about how many people who are in need every day, you can make the difference by giving us your support. We'll make sure you receive your eBook as soon as possible.

With a gift of \$10 or more today, you will receive a free eBook of the Topical Memory System. We'll have an email alerting you when the eBook is ready to be downloaded.

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Support NAVIGATORS MINISTRY

Thank you for helping transform lives through Life-to-Life discipleship!

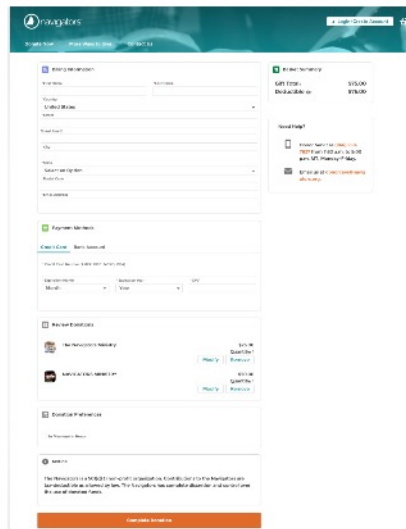
\$25 \$50 \$75 \$100 \$ Other

☐ Monthly GIFT ☐ Anonymous GIFT ☐ In Memory/For Memory

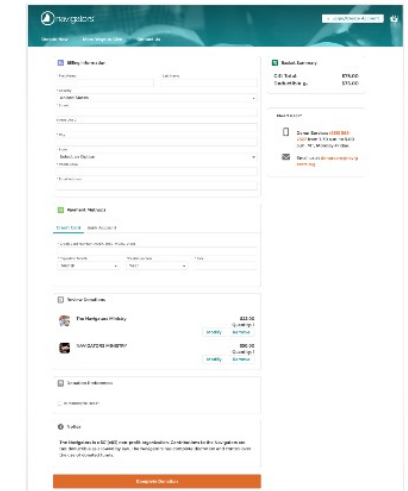
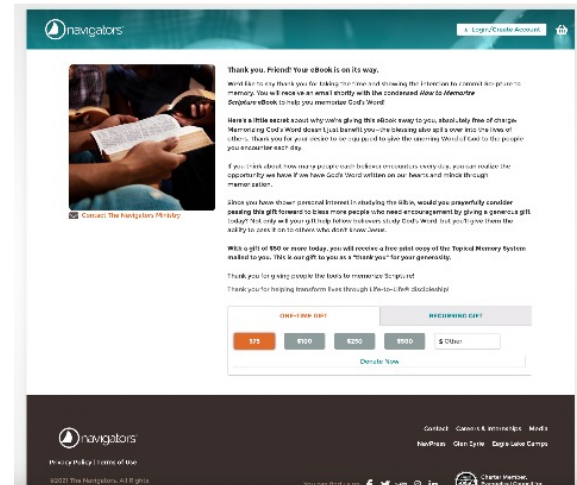
[Donate Now](#) [Add to Basket](#)

About NAVIGATORS MINISTRY

Every Navigator's passion is to help others to know Christ, make Him known, and help others do the same. Through small-group Bible studies and Life-to-Life discipleship, we come alongside people and teach them to be Christ's followers as they study and apply the Word of God to their lives. Then we train them to pass what they have learned on to others.



Treatment - 2 two step process



97%
In Donations



Control

Make a difference. Donate Now!

If you prefer to use [paypal](#) [click here](#) or continue below to donate via credit card

DONATE MONTHLY

DONATE TODAY

↶ A monthly gift will go even further to hold politicians accountable and fight for lower taxes and government waste.

Donation amount:

\$10

\$25

\$50

\$100

\$200

Other

Donations of \$100 and higher receive the Taxpayer magazine.

Donations to the Canadian Taxpayers Federation are not tax deductible

Enter your information:

First Name

Last Name

E-mail

Province

Address

City

Postal Code

 Credit card information

Cardholder name

Card number

CVV 

Expiry

Donate

Multi-Step Widget

Make a difference. Donate Now!

GIVE MONTHLY

GIVE ONE TIME

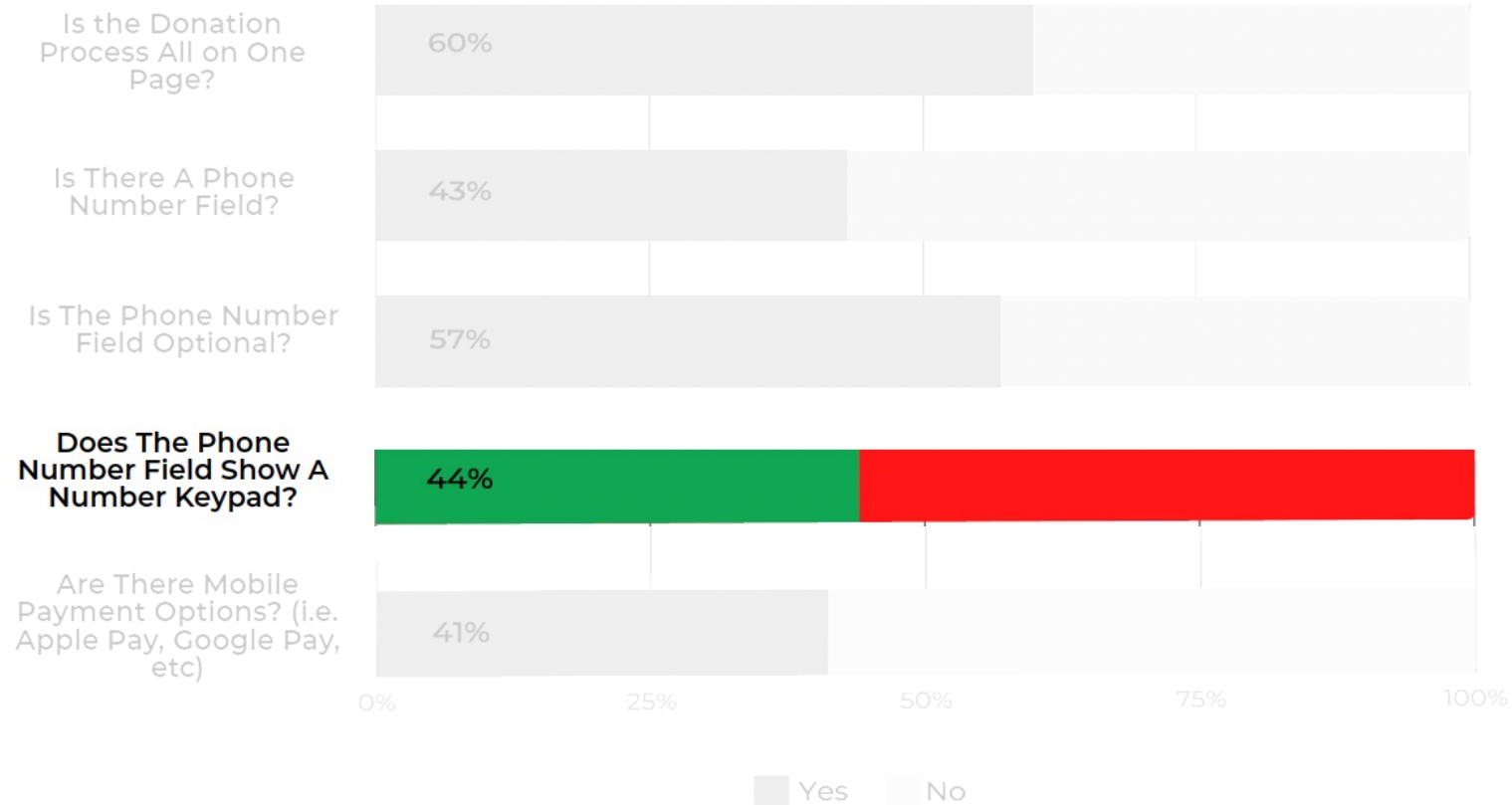
Remind me later >>



26%
In Donations




Form Fields



A screenshot of a mobile application interface for a donation form. The title is 'Your Billing Information'. The form includes the following fields: a 'Title' dropdown menu, 'First Name*' and 'Last Name*' text inputs, an 'Email*' text input, a 'Country' dropdown menu set to 'United States', an 'Address*' text input, 'City*', 'State*' (dropdown), and 'Zip Code*' text inputs, and a 'Phone' text input. Below the form fields, a security notice states: 'You may make this donation with confidence that your transaction is encrypted and secure.' Underneath this, there are three radio button options: 'Credit Card' (selected), 'Paypal', and 'Bank Transfer'. Below the payment options are fields for 'Card number' and 'MM / YY'. At the bottom of the form is a large red button labeled 'Send \$20 NOW'. The footer of the app shows the URL 'sga.org'.



ALPHABET




3:45

Email* Confirm Email*

Primary Phone Number*

+ Secondary Phone Number (optional)

PAYMENT INFORMATION  SSL Secure

Name on Card*

ligonier.org

AutoFill Contact Done

Q W E R T Y U I O P

A S G H J K L

Z X C V B N M

space go

100%

In Subconscious Frustration

NUMERIC

10:43

FIRST NAME * LAST NAME *

MOBILE PHONE *

EMAIL * 123-456-7890

COUNTRY *
United States

STATE *
— Select a State —

ZIP *

CITY * ADDRESS *

ijm.org

AutoFill Contact Done

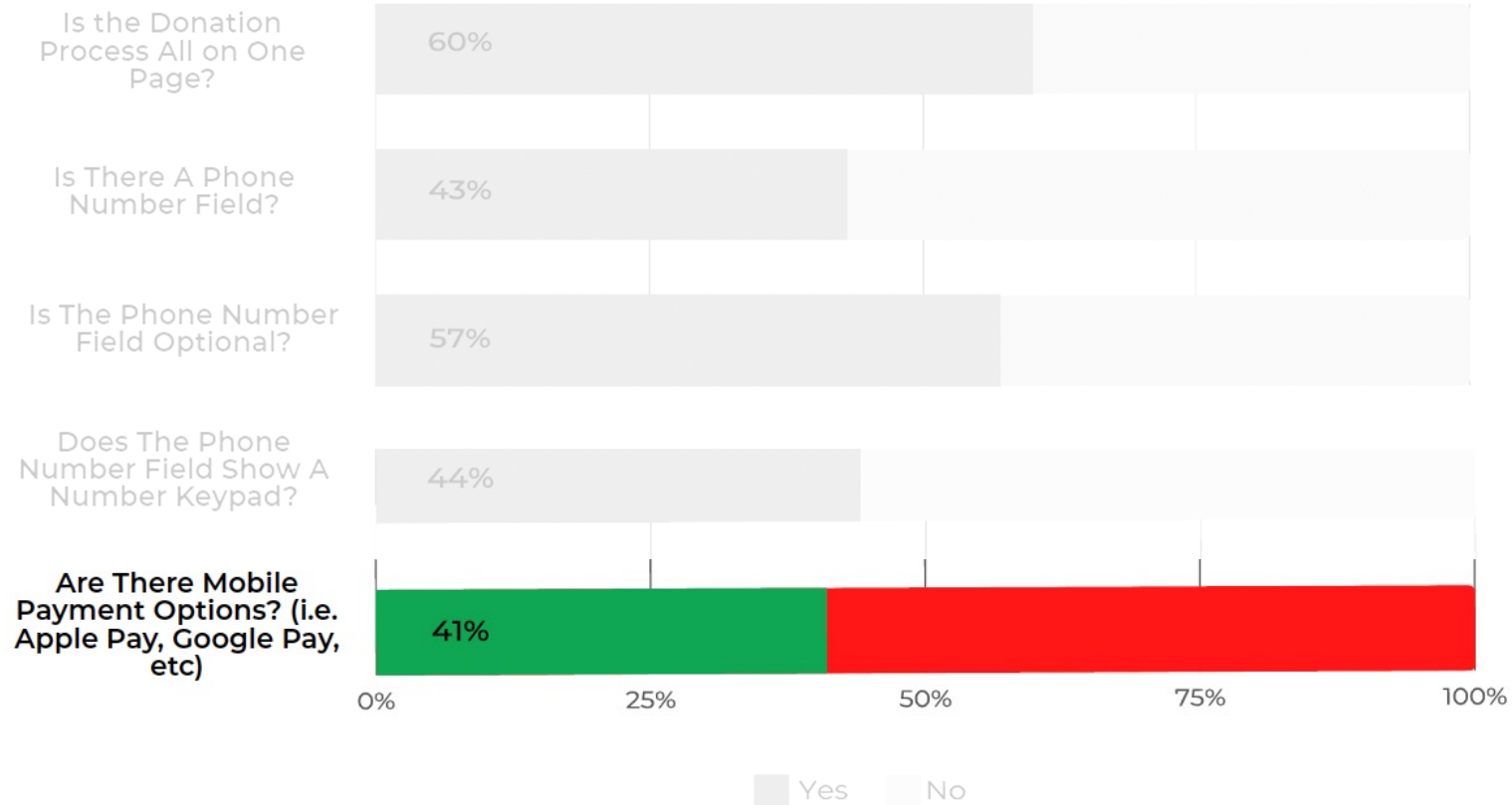
1 2 3
ABC DEF

4 5 6
GHI JKL MNO

7 8 9
PQRS TUV WXYZ

+ * # 0

Form Fields



A mobile app interface for a donation form. The title is 'Your Billing Information'. The form fields are: Title (dropdown), First Name* (text), Last Name* (text), Email* (text), Country (dropdown, set to 'United States'), Address* (text), City* (text), State* (dropdown), Zip Code* (text), and Phone (text). Below the form fields is a security notice: 'You may make this donation with confidence that your transaction is encrypted and secure.' followed by three radio button options: 'Credit Card' (selected), 'Paypal', and 'Bank Transfer'. Below these is a card number field with a placeholder 'Card number' and a date field 'MM / YY'. At the bottom is a large red button labeled 'Send \$20 NOW'. The footer shows the URL 'sga.org'.



Your Donation


\$25

\$50

\$100

\$

Other Gift Amount



Privacy - Terms

☐ Make this a recurring donation of \$50 per month.

Your Information


First Name

Last Name

Email Address

Country

United States



Privacy - Terms

Address

City

State / Province

Your Donation


\$25

\$50

\$100

\$

Other Gift Amount



Privacy - Terms

☐ Make this a recurring donation of \$50 per month.

Clare Erff from Falls Church, VA:

Since you are a member, we have securely encrypted your most recent donation details for the card ending . If you'd like to change your payment option, [click here now](#).

MAKE MY GIFT

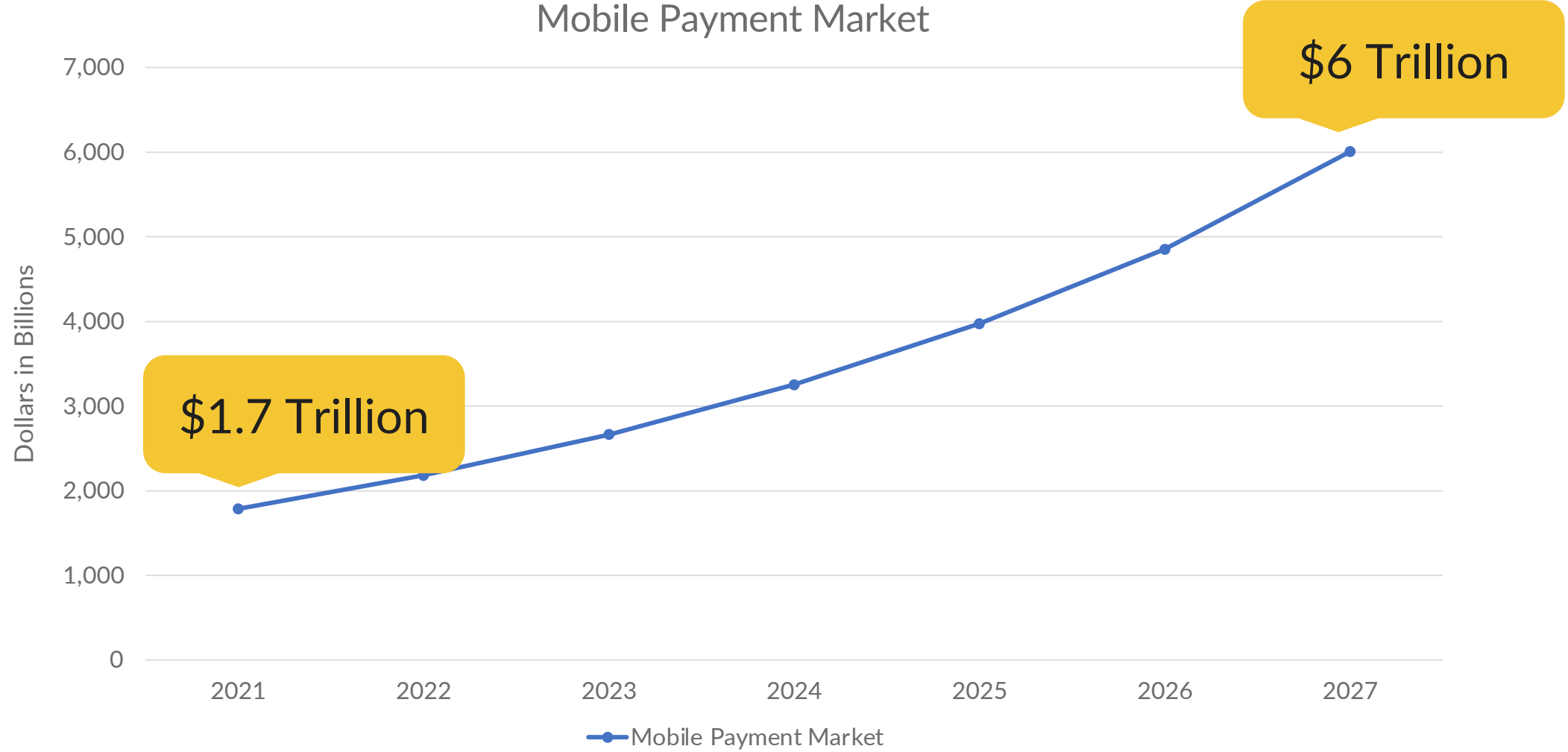


82%

In Donations



Mobile Payment Market



The background image shows a hand holding a smartphone. On the screen, there is a donation app interface. At the top, it says 'HELP US TO'. Below that, there is a large, bold text box with the message 'Don't make it harder for mobile users to give. Invest in the right tech that will let you optimize for mobile users.' Below the text box, there is a 'DONATE' button with a pink heart icon. At the bottom, there is a link that says 'BECOME A VOLUNTEER'.

KEY TAKEAWAY

**Don't make it harder for mobile users to give.
Invest in the right tech that will let you
optimize for mobile users.**

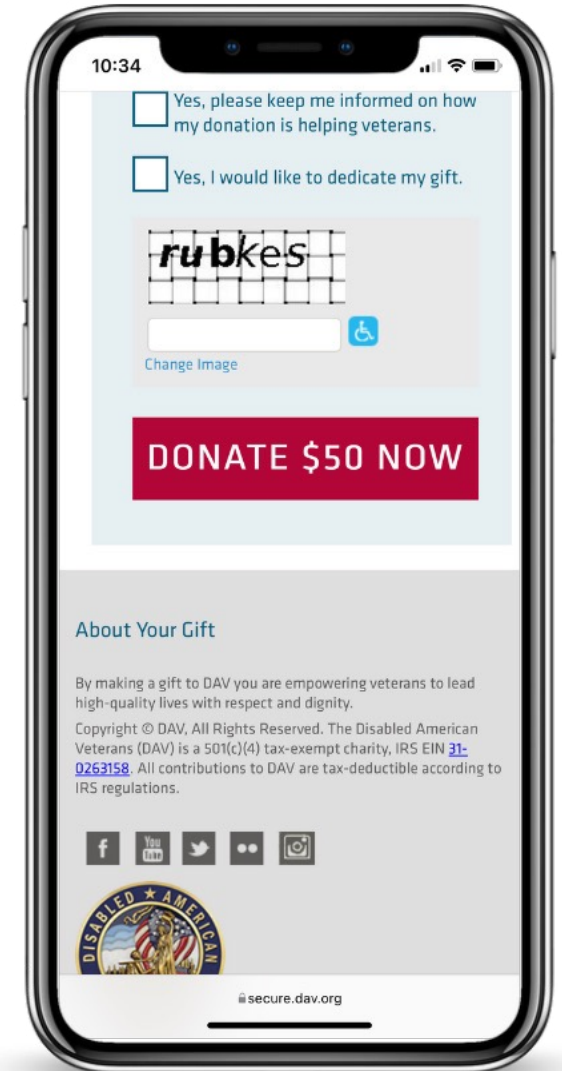
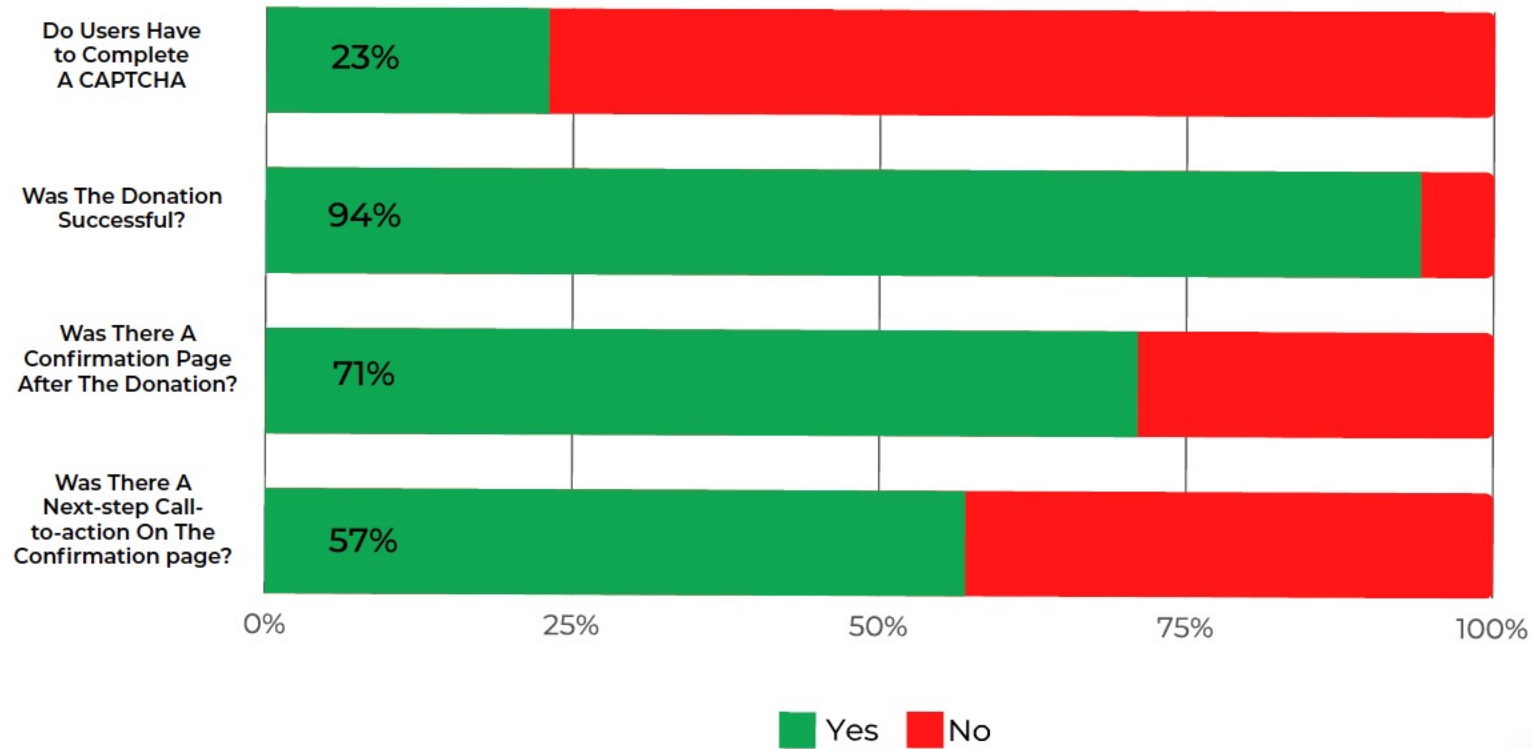


Completing Your Donation

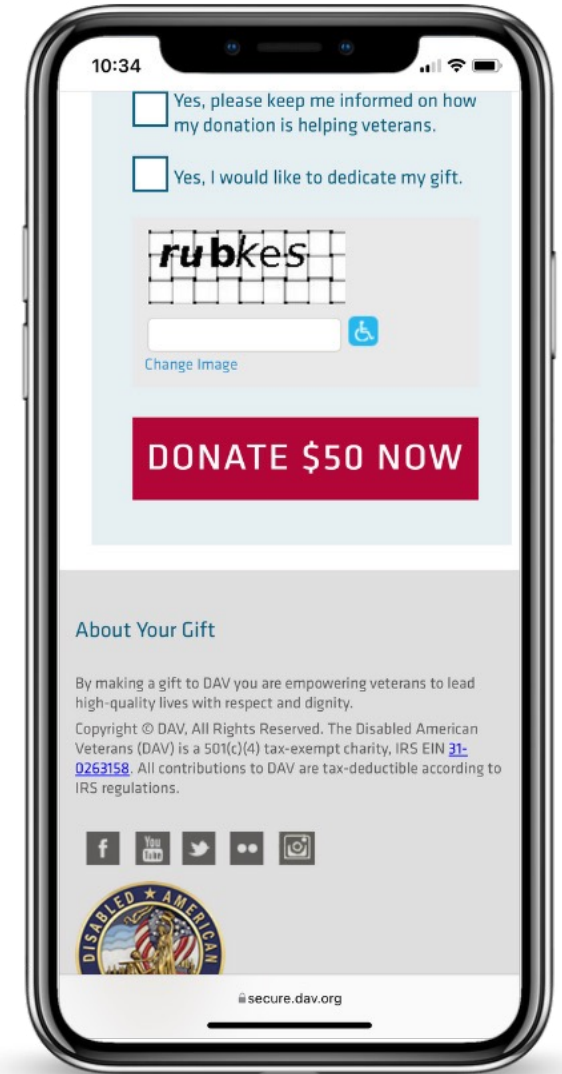
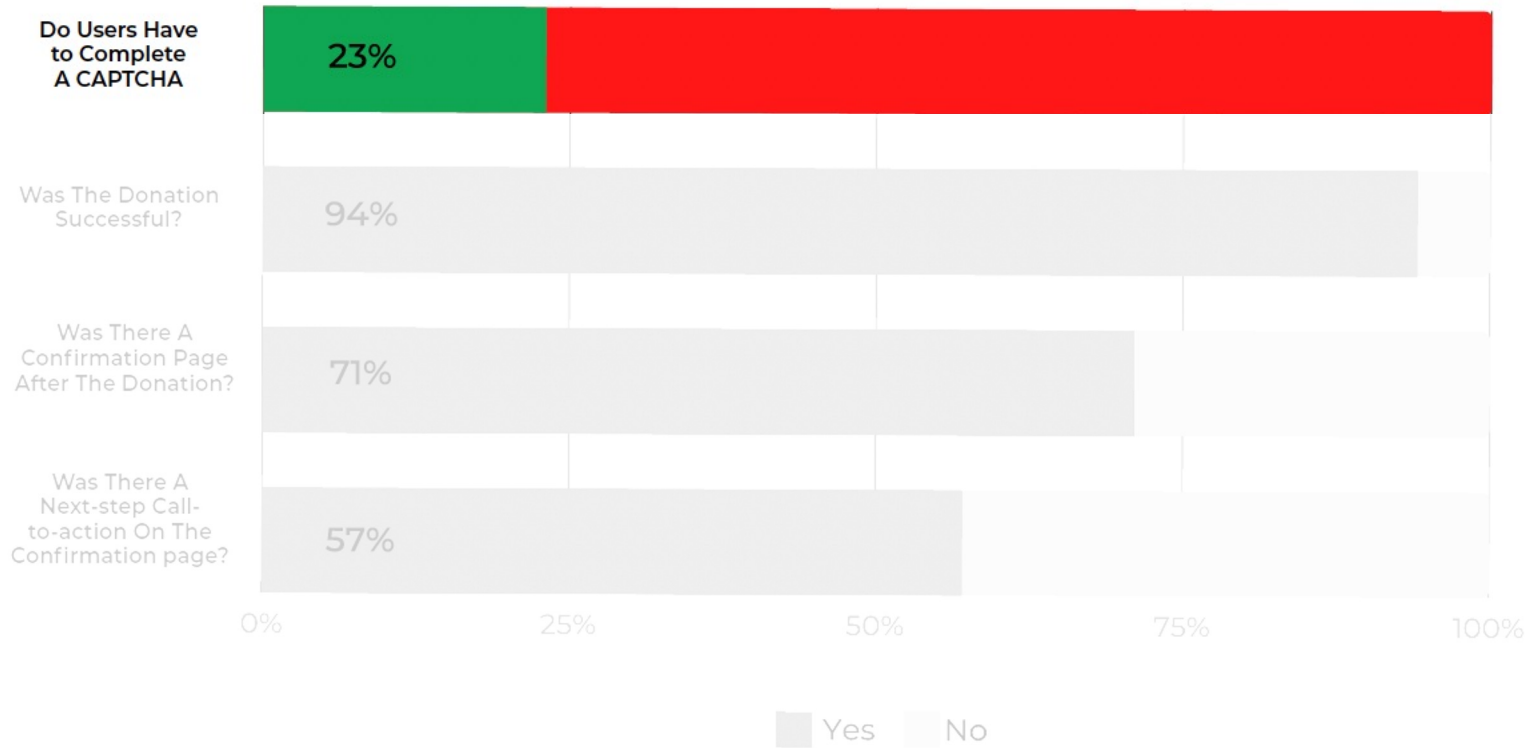
Verification & Confirmation



Verification & Confirmation



Verification & Confirmation



Let's Play a Game

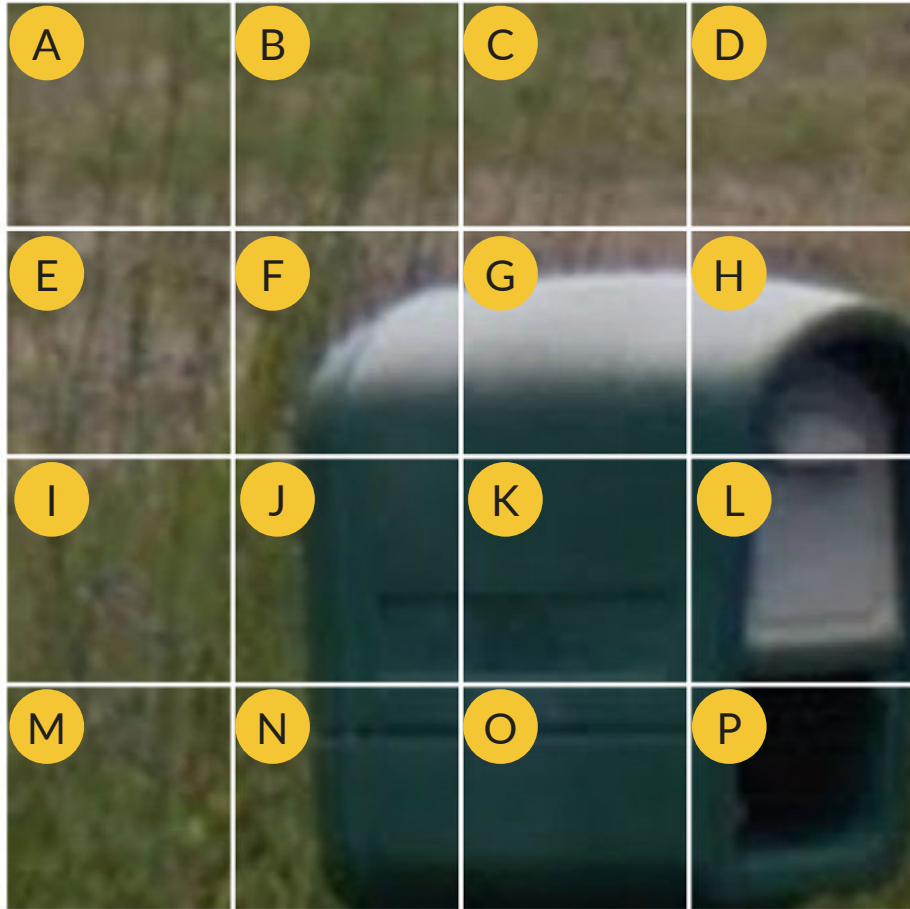
The Name of The Game is...

“Oh dear God, please don't make me do this.”

Mobile Edition



Select all squares with
parking meters



Please select all matching images.



VERIFY

Round 1: Desktop Size

**Put your answers in the chat.
Winner gets 1000 points.**



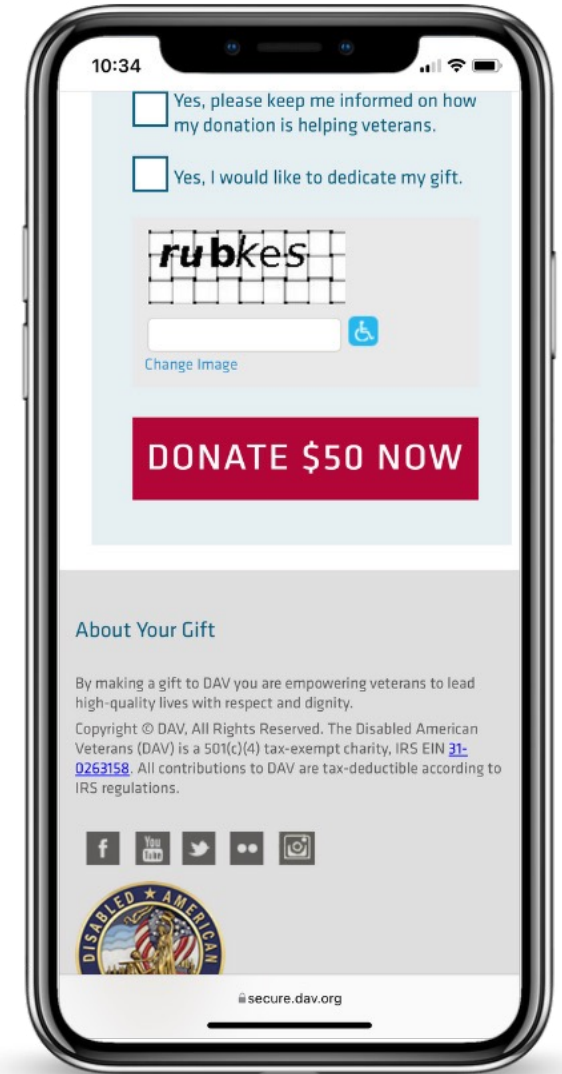
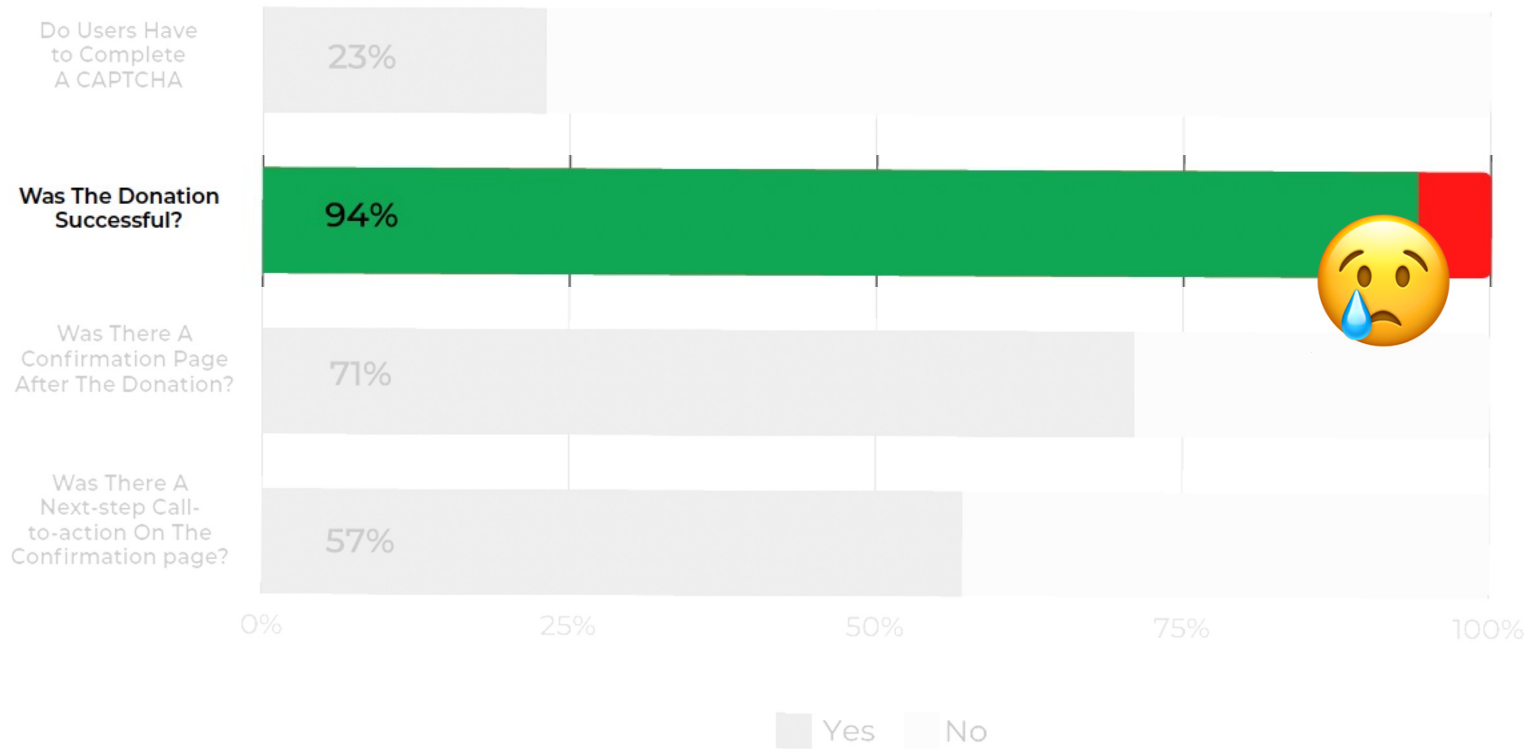


Round 2: Mobile Size

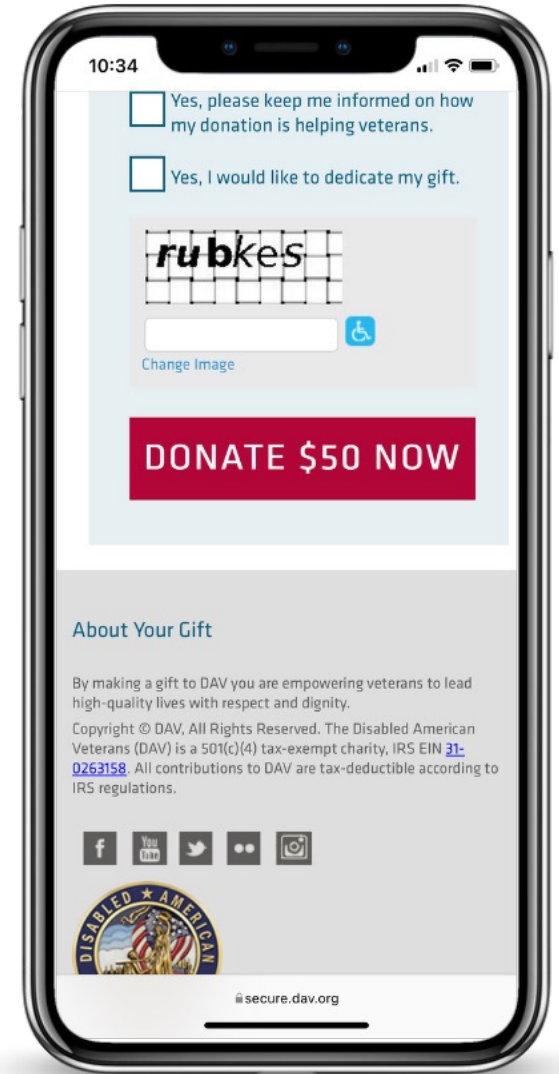
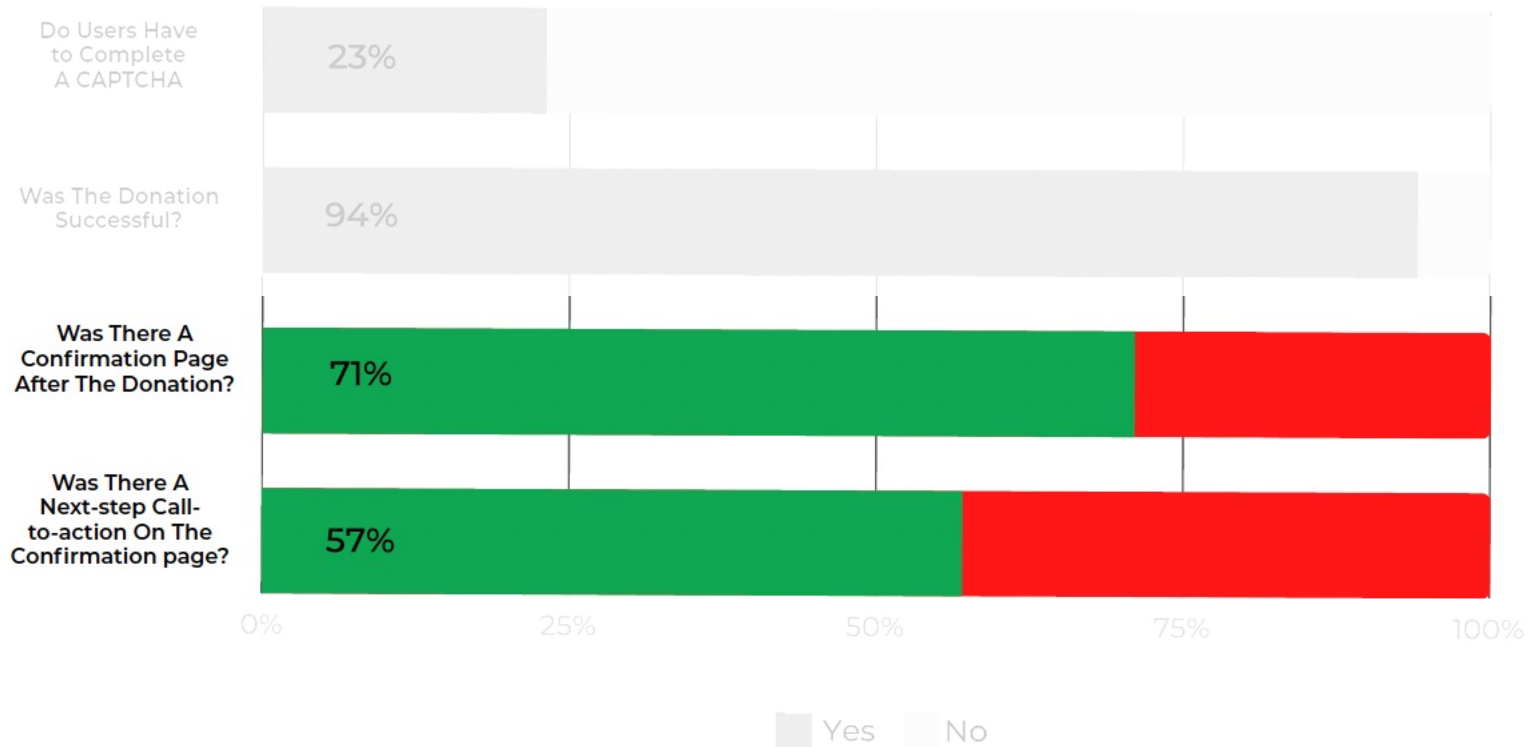
Put your answers in the chat.
Winner gets 20,000 gold stars.



Verification & Confirmation



Verification & Confirmation



Give a One-Time Gift

Donation Amount*

\$50

\$100

\$500

\$1000

Other

☐ I'd like to make a monthly gift of \$50.00

Tribute

I would like to designate my gift to support:

Select...

Leave blank to designate your gift to the area of greatest need

Gift Notes

First Name*

Last Name*

Enter your business name if you'd like your business to receive the tax receipt for this gift

Business Name

Email Address*

This email will be used to log into your donor portal and to send your tax receipt for this gift

Give a One-Time Gift

Thank you for your donation!



No Post Card

No Postcard Sent

Post Card

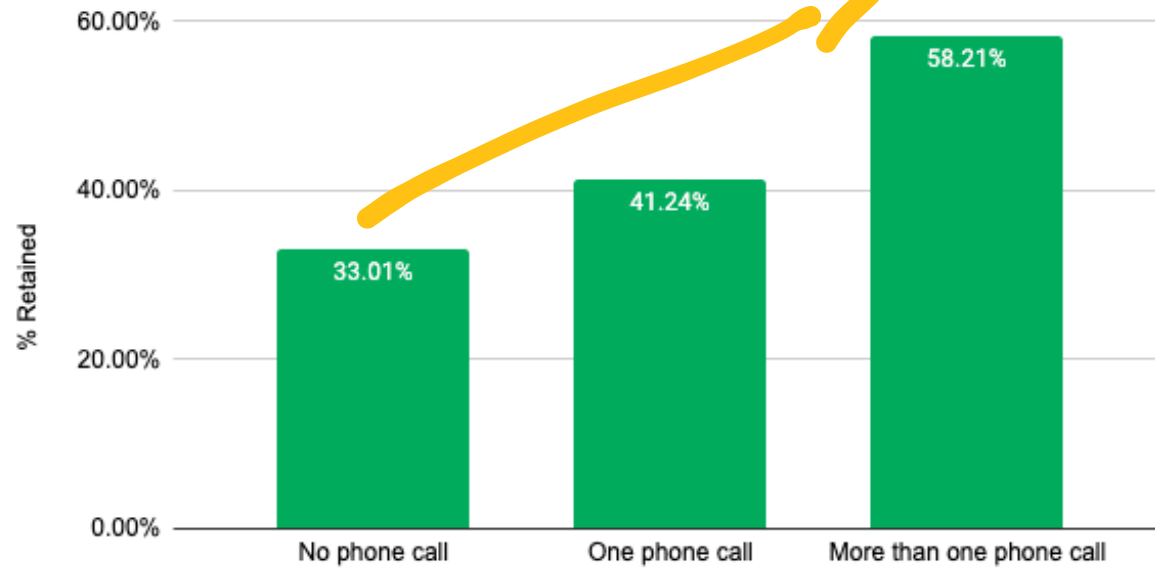


204%

In Donor Conversion



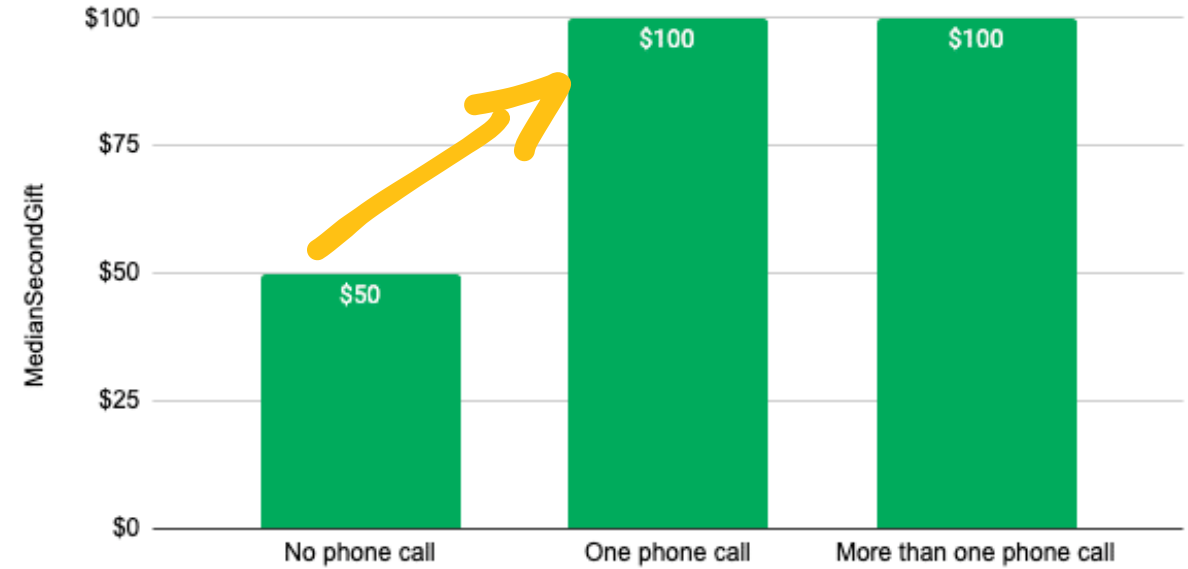
Impact of phone calls on 1st-time donor retention



 bloomerang

of phone calls w/in 90 days of 1st gift

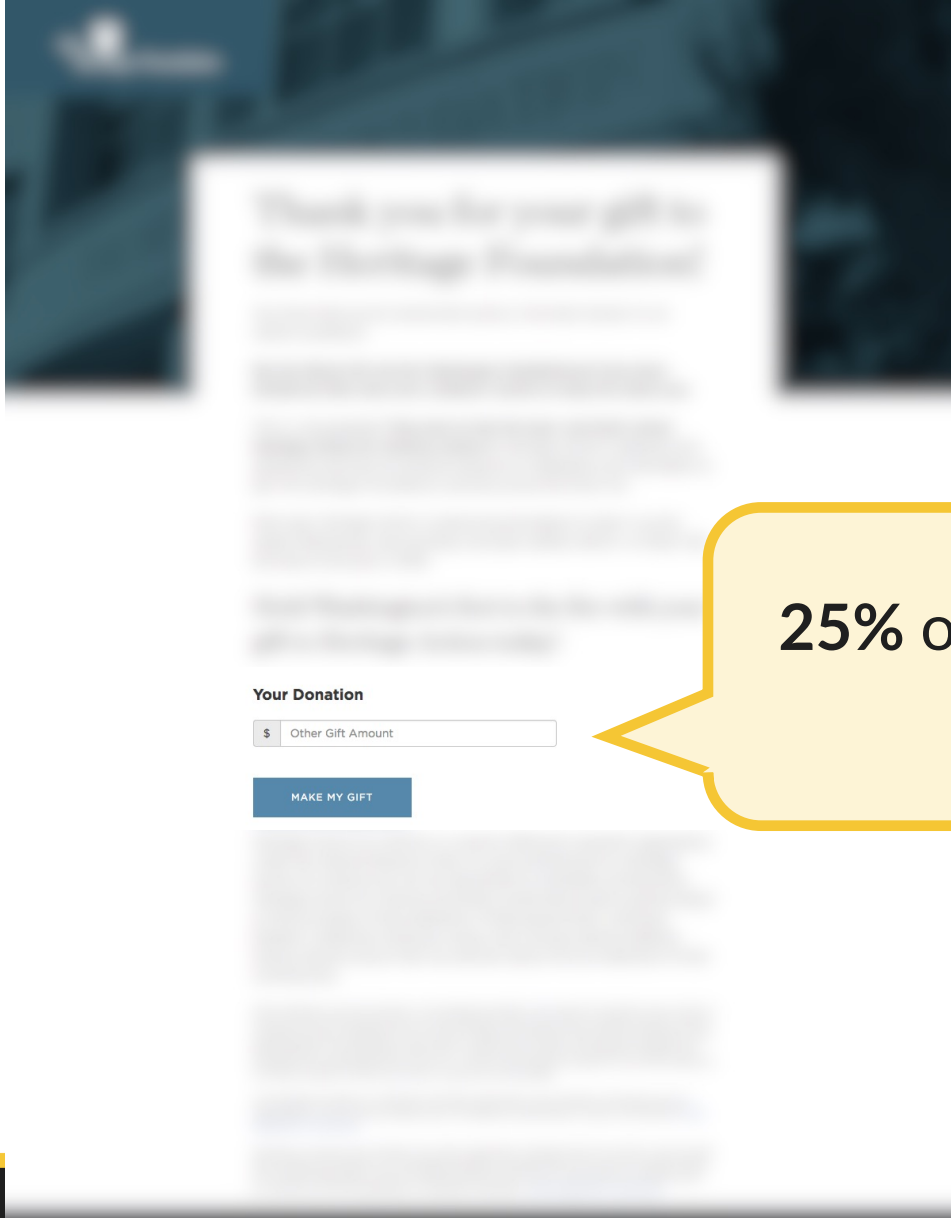
Impact of phone calls on second gift size



 bloomerang

of phone calls w/in 90 days of 1st gift

Serial Ask



You could also test offering...

- A follow-up survey
- An ebook
- A petition
- A video series or course

25% of donors made an additional gift on the confirmation page.



The background image shows a hand holding a smartphone. On the screen, there is a donation app interface. At the top, it says 'HELP US TO'. Below that, there is a large, semi-transparent text overlay that reads 'MAKING A BETTER WORLD'. At the bottom of the screen, there is a yellow button with a pink heart icon and the word 'DONATE' in blue. Below the button, there is a link that says 'BECOME A VOLUNTEER'.

KEY TAKEAWAY

Make it simple for donors to complete their gift. And give them a clear next step.

But what about **copy**?

Let's ask Google.



About 73,300,000 results (0.51 seconds)

Mobile Giving Best Practices

- Keep It Simple. No one wants to spend 20 minutes searching for a donation form. ...
- Offer Different Options. Different donors want to support you through different ways. ...
- Offer Comprehensive Support. Your donors aren't software experts.

<https://www.qgiv.com/blog/mobile-giving>

Mobile Giving 101: The Essential Fundraising Guide [Updated]

About featured snippet

Feedback

People also ask

What makes a good donation page?



How do you optimize a donation page?



What should a donation page say?



How do you gracefully ask for donations?



Feedback

<https://www.qgiv.com/blog/donation-pages>

31 Nonprofit Donation Page Best Practices (That Work Fast)

What's our #1 nonprofit **donation page** best practice? Use online **fundraising** software! Click to learn more about building great **donation pages** and forms.

People also search for

[donation page template](#) [donation pages for nonprofits](#)
[donation page examples](#) [classy donation page examples](#)
[best donation pages](#) [donation page design](#)

<https://donorbox.org/nonprofit-blog/donation-page-...>

27 Donation Page Best Practices For Nonprofits - Donorbox

Jan 6, 2023 — Address the most common questions from your donors on your **donation page**.

You can achieve this by simply adding or linking your top FAQs to the ...

[Make Sure Your Online...](#) · [Customize Your Donation Page](#)

<https://snowballfundraising.com/Blog>

Answers questions like...

- What is mobile giving?
- What tools can you use for mobile giving?
- What kinds of organizations can use mobile giving?

Zero mentions of:

- Copy
- Messaging
- Story
- Storytelling
- Value proposition



About 73,300,000 results (0.51 seconds)

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 About featured snippets  Feedback

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<https://snowballfundraising.com/Blog>

31 donation page tips

1 tip is about copy.

And it recommends putting your mission statement at the top of your donation page.

^^Please don't do this.



But what about **copy**?

Let's ask donors using testing.



Change Headline

INTERACTIVE MODE

EDIT

EXPLORE

TGC

US EDITION

EDITORIAL

PODCASTS

EVENTS

ABOUT US

DONATE TO TGC

Thank you for sharing your feedback!

Amplify the Gospel Online by Making a Gift Today!

HOW MUCH WOULD YOU LIKE TO GIVE?

\$50

\$100

\$200

\$500

Other

\$

40

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

First

Last

PHONE NUMBER

EMAIL

US

Email Address

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

EXPIRATION DATE

Card Number

Month

Year

CVV

ADDRESS

COUNTRY

Street Address

United States

CITY, STATE AND ZIP CODE

City

State

ZIP Code

GIVE NOW

GivingFuel

Secure Online Giving Powered by Church & State

CHECK

The Gospel Coalition
P.O. Box 170346
Austin, Texas 78717

ANNUAL REPORT

2020 Annual Report

QUESTIONS?

Email Us >
Call Us - 1-844-GIVE-TGC
Looking for Giving Records?
SIGN IN

Every dollar you give reaches 10 people around the globe with gospel-centered resources that encourage believers, strengthen the church, and provide hope to the searching.

Change headline + Add copy

INTERACTIVE MODE

EDIT

EXPLORE

TGC

Thank you for sharing your feedback!

Your survey response has been received. Before you go, we'd like to ask you to consider one more thing.

In today's noisy world where can you find truth? Whose voice do we trust?

We believe the answer to both questions is Jesus Christ. Do you believe this as well?

If so, we need your support to help more people break through the dizzying, deafening noise to more clearly hear "the words of eternal life" (John 6:68).

We want to create more multimedia content, events, courses, books, training, and global resourcing to clearly communicate the gospel of Jesus Christ.

But right now, we need your help to reach more people around the globe with these gospel-centered resources.

If you believe The Gospel Coalition has had a positive impact on your faith and spiritual growth, would you consider giving back today?

Your gift today will help:

- Provide articles, podcasts, and videos that will encourage others to know the gospel and connect it to all areas of life
- Support believers in a culture growing increasingly hostile towards Christianity
- Provide gospel-centered resources to our 12 million+ readers outside the U.S. who access TGC through our Arabic, Chinese, Farsi, Korean, Spanish, and other regional based websites
- Help believers think carefully and Christianly about the complexities and challenges of a rapidly changing culture

Will you help us share these resources to encourage believers, strengthen the church, and provide hope to the searching?

If so, please use the secure donation form below to make your gift now:

HOW MUCH WOULD YOU LIKE TO GIVE?

\$50

\$100

\$200

\$500

Other

\$

40

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

First

Last

PHONE NUMBER

EMAIL

US

Email Address

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

EXPIRATION DATE

Card Number

Month

Year

CVV

ADDRESS

COUNTRY

Street Address

United States

CITY, STATE AND ZIP CODE

City

State

ZIP Code

GIVE NOW

GivingFuel

Secure Online Giving Powered by Church & State

CHECK

The Gospel Coalition
P.O. Box 170346
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ANNUAL REPORT

2020 Annual Report

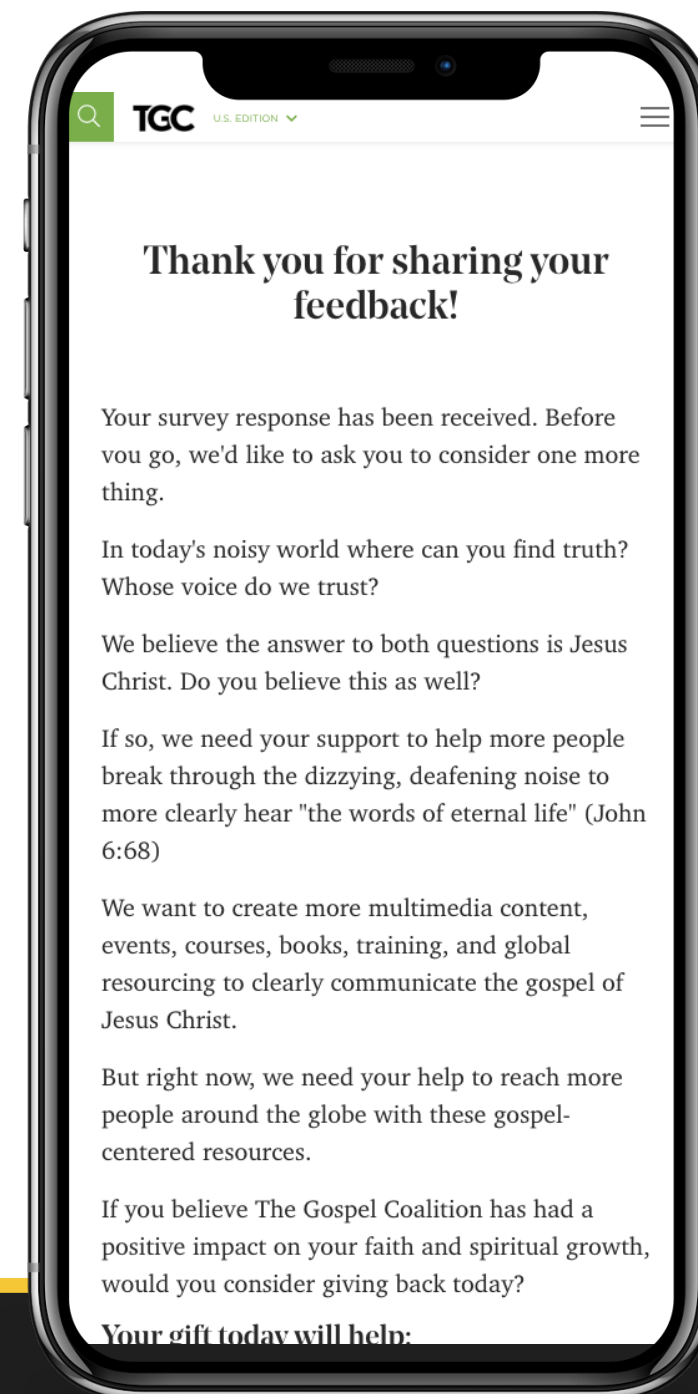
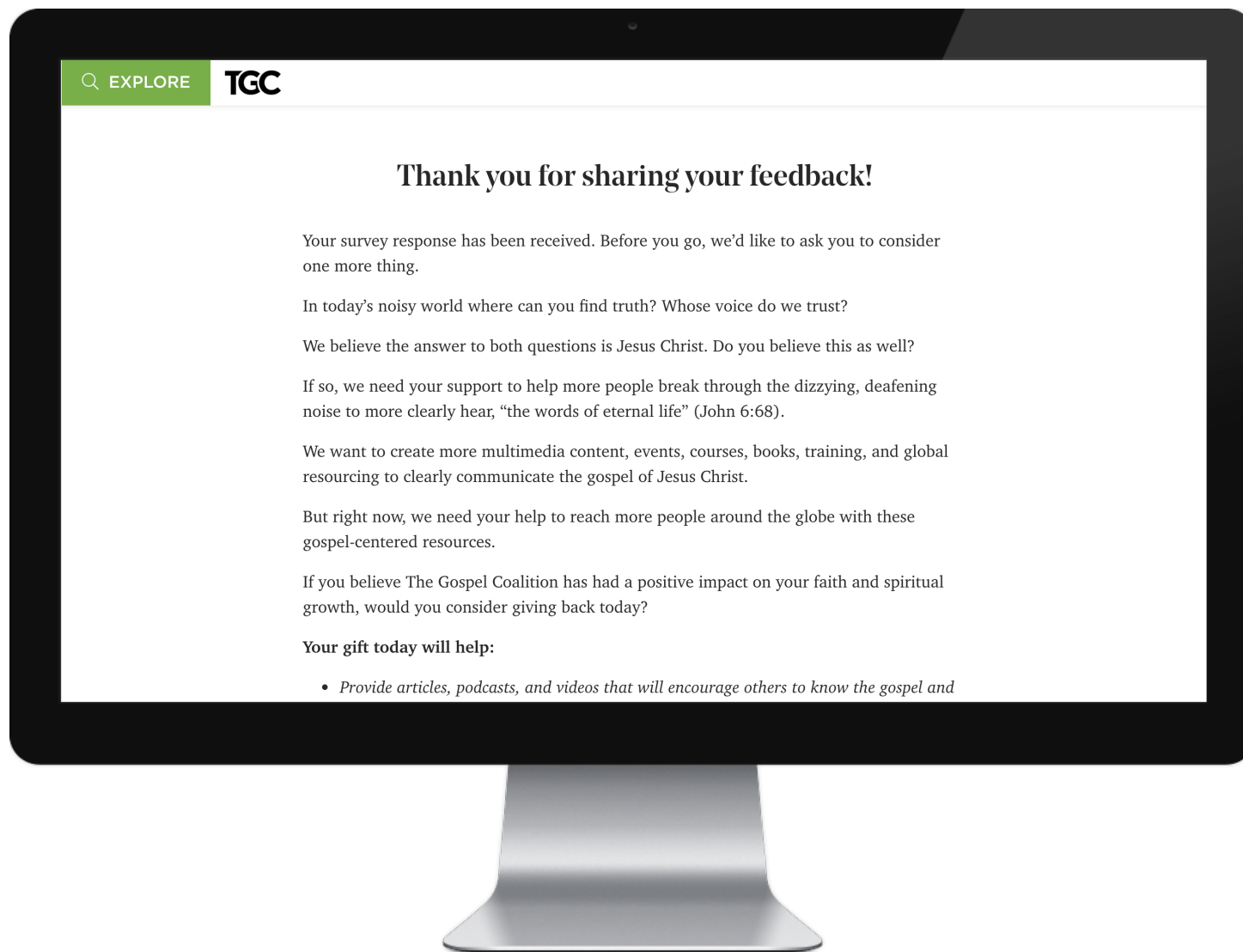
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SIGN IN

Every dollar you give reaches 10 people around the globe with gospel-centered resources that encourage believers, strengthen the church, and provide hope to the searching.

Donations increased in equal proportion for both mobile and desktop traffic.

69%
In Donations



\$60

☐ MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

First

Last

PHONE NUMBER



EMAIL

Email Address

☐ I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

Card Number

EXPIRATION DATE

Month

Year

CVV

ADDRESS

Street Address

COUNTRY

United States

CITY, STATE AND ZIP CODE

City

State

ZIP Code

GIVE NOW

HOW MUCH WOULD YOU LIKE TO GIVE?

\$35

\$50

\$100

\$250

Other

\$60

☐ MAKE THIS A MONTHLY GIFT


TELL US ABOUT YOURSELF

NAME

First

Last

PHONE NUMBER



EMAIL

Email Address

☐ I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

Card Number

EXPIRATION DATE

Month

Year

CVV

ADDRESS

Street Address

COUNTRY

United States

CITY, STATE AND ZIP CODE

City

State

ZIP Code

GIVE NOW



Control

What Does CaringBridge Mean To You?

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

And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones.

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

1. Enter Your Donation Amount

Treatment #1

Help Keep Friends and Family Connected

First, thank you for staying connected through CaringBridge. Your emotional support through comments, hearts, and care means so much.

If it's not too much to ask, would you consider giving a gift to help CaringBridge stay online? So many people benefit from CaringBridge—the authors who write the journals, the family and friends who read updates, and the caregivers who receive support through the encouraging comments.

You know firsthand the impact that CaringBridge can have in very difficult circumstances. And we'd like to give you the opportunity to help provide that impact. We'd like to ask for your support to continue to provide CaringBridge to you and your loved ones.

you're willing, please make your donation today. Thank you for your contribution!

Enter Your Donation Amount

\$100.00

Payment Plan

☒ One-time payment for the full amount



52%

In Donations on Mobile

Communal language made minimal difference on desktop, but a major increase on mobile.



Control

Type of gift:

- ☒ One-time gift
☐ Recurring gift

Anonymous:

- ☐ I prefer to make this donation

+

Monthly Callout

Type of gift:

- ☒ One-time gift
☐ Recurring gift

Anonymous:

- ☐ I prefer to make this donation

, +

Help isolated people
experience Christ's love
365 days a year with a
monthly gift today.

The recurring giving call-out made minimal
difference on desktop, but major impact on mobile.

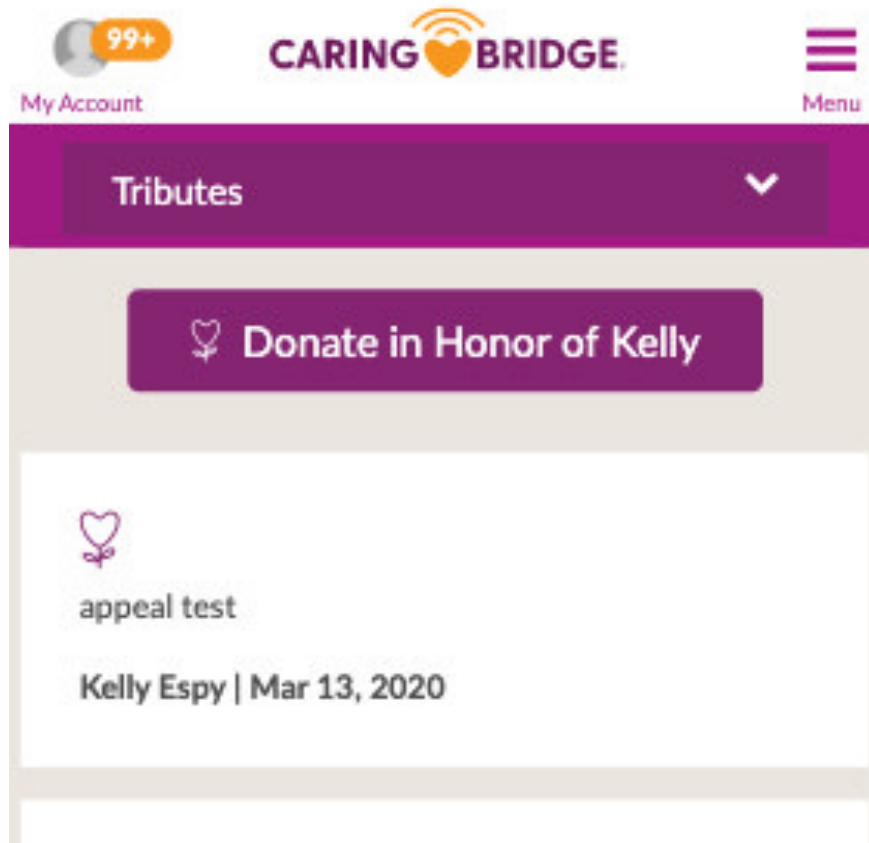


456%

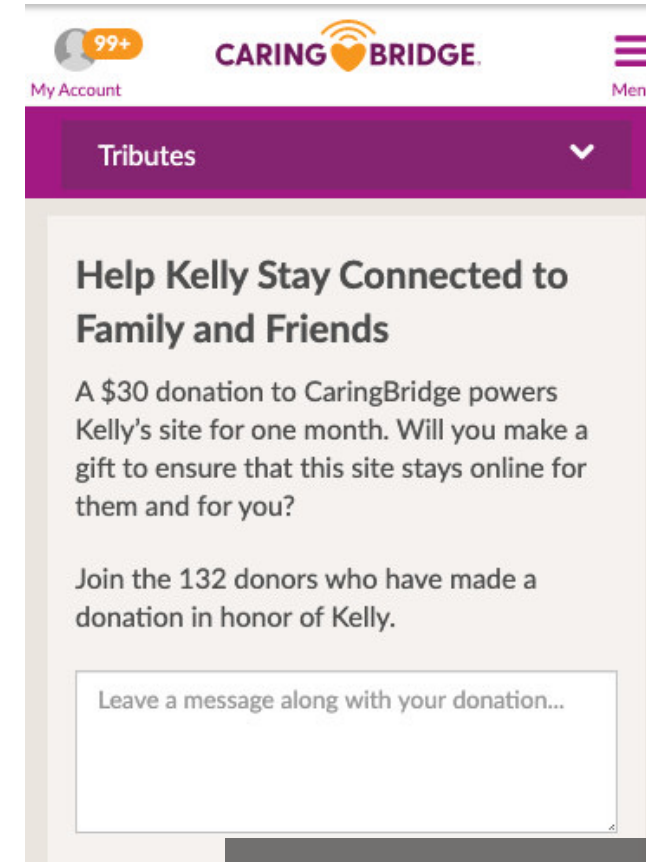
In Recurring Donations



Donate Button



Tribute Widget



Expanded value prop on the donation call-to-action was most impactful for mobile traffic.



26%
In Donations



The background image shows a hand holding a smartphone. The screen displays a fundraising app interface with the text 'HELP US TO' at the top, 'MAKING A BETTER WORLD' in the middle, and a 'DONATE' button with a heart icon at the bottom. A finger is touching the 'DONATE' button. Below the 'DONATE' button, the text 'BECOME A VOLUNTEER' is visible.

KEY TAKEAWAY

The details of your copy might be even more impactful for mobile users than for desktop users.



A few parting thoughts



1

Invest in the right donation platform.

Let me know if you need a recommendation.

Mobile friendly. Easy to add and manipulate copy & messaging. Simple to quickly create unique donation landing pages. Ability to test.

2

Don't neglect your copy.

This is often the biggest driver of results, and the element that fundraisers tend to have the most control over.

3

Always be testing.

Testing and optimization is the only way you'll discover what truly works to improve results from your mobile donation experience.





Coming soon
to your inbox!



Questions?

