Speaker 1: Good afternoon. Good afternoon everyone. Welcome to the webinar. This is the very first next after webinar of the year. So welcome, welcome, glad to have you. We'll give a few minutes here for folks to join. I know we're just at the top of the hour here, or the bottom of the hour top. I don't know the difference. It's, it's one o'clock central time right on the dot. So we'll give some time for folks to come back from lunch or get out of the meeting that they were just in and be able to join us. Um, so while you are joining and we're kind of twiddling our thumbs and waiting for people to join, I do have a question for you. First, I'd love for you to jump on the chat and let me know what's your name, what organization are you from, and then where in the world are you zooming in from today.

Speaker 1: I always love to see how far reaching this, this shared cause of growing generosity is reaching. So again, jump in the chat. Let me know your name, organization and where in the world are you zooming in from. Um, I'll kick us off. My name's Nathan Hill. Um, work here at Next after. Um, we are based in Plano, Texas, just north of Dallas. So that's where I'm zooming in from Today. I see Peter from W E L S, Lutherans for Life based in Milwaukee. Uh, we've got Riley here in the background from next after, um, zooming in from her home in Lake Dallas. Today we've got Noel from Migrant Clinicians Network. Welcome, welcome. So continue to drop that into the chat. We're gonna try to use the chat, um, fairly often today. Um, and while you're just kind of getting settled and watching those, um, names and organizations roll in, ooh, we've got something from Guatemala today.

Speaker 1: Lindsay, from Reach Initiative International. Welcome, glad you're here. Um, I do have kind of an icebreaker question slash poll for us. So I, I'll, I'll put a pull up in a moment and I do wanna get your answer. Um, here's the question. We've been having a lot of conversations just internally at next after, um, where, you know, we've been doing webinars forever. I started at next, after, basically seven years ago. And since my first day we're doing, we're doing webinars. People have been teaching webinars in the same format since like 2005 with a little picture and picture like talking head and you got some slides and you show up and you talk for 60 minutes and maybe you do some q and a. Same old, same old thing we've been talking about. You know, what's really, what's the best way to really deliver meaningful, um, education and, and teaching and content to you?

Speaker 1: Cuz our goal, our mission is to go decode what works in fundraising and equip as many people as they possibly can with what works. And so we wanna deliver that to you in a way that's meaningful. So I have four options for you. Which of the following would be most interesting to you as a, as a new way or continued way of, of learning new ways to grow your fundraising? Number one, something we've been talking about, it's kind of, sort of a joke, but also maybe semi-serious hot tub webinars. 45 minutes of basically this, but just in a hot tub, maybe we bring in some guests and we do some interviews, have some fun with that. Two bite-size videos. Maybe they're three minutes, five minutes, little bits and segments talking about, um, how-to guides or experiments and things we're learning through testing. Um, or we can keep just doing regular old webinars.

Speaker 1: Or number four, a fundraising show. Maybe it's 30 minutes, 40 minutes probably on YouTube. That's really kind of a form of entertainment exploring a different theme or topic related to fundraising. Or maybe we're talking about, uh, some psychology concepts. Maybe we're talking about storytelling and looking at it through a lens of different perspectives to try to unpack, um, what kinds of things we can be doing in our fundraising to see growth. So, um, I'm gonna deploy a poll here and I'll, I'll leave it up for maybe a minute. Um, if I can figure out how to deploy it here real quick and I'd love to just kind of hear your response. So I'm clicking the launch button now. The poll is up. Please choose your favorite answer. Now this isn't necessarily like you can only choose one answer, but it doesn't mean we're only gonna do that one thing. So we may do multiple things, but let me know here. Um, it's fun to kind of watch these results roll in. Um, I'll give about 20 more seconds to make sure that you have a chance to respond and then I'll hit end a poll so you can see what everyone else thinks too.

Speaker 1: While we're waiting for responses, we got a few more we're waiting on. I see Sarah from Minnesota, t b I ranch, which is in Wyoming. Welcome, we've got Charles from Nashua Baptist Church, uh, in New Hampshire. Welcome, we've got Annemarie Smith from the Reading league in Syracuse. Glad you're here. All right, I'm gonna go ahead and hit end polls if you haven't answered and you want to get it in real quick. 5, 4, 3, 2, 1. Here are the results. Here's what you voted for. I think you can, oh, let me hit share results so you can see these two. There you go. And this is what y'all said, most people saying a fundraising show, which sounds pretty fun. Some people still want regular old webinars, that's, that's fine too. Bite size videos, little segments, that's something we're talking about as well. Um, and then I'm so glad and so proud of the three of you that we're bold enough to choose hot tub webinar.

Speaker 1: I'm not sure if we're gonna do that, but we're gonna keep talking about it and laugh about it. So <laugh>, we'll see what happens with that. Thank you for that feedback. Honestly, it's really helpful for us as we're just trying to figure out how do we serve you better, especially going into a new year. How do we deliver content to you that's going to help you find new ways to practically grow your fundraising, not just for the sake of revenue, but for the sake of, uh, future impact as well. So I'll stop sharing and we are gonna jump right in. Um, I do wanna make sure that you know about upcoming this year, our nonprofit Innovation and optimization summit. This will be the eighth year for it, uh, which is pretty incredible. Uh, the, the theme this year is, come on down, it's a full on game show theme. I would love for you to join us at Neo Summit this year in Dallas, Texas. So you can start to make plans for that. Whoop drop my clicker. Uh, Marissa said this after attending last year, that Neo is obviously a good time. It's obvious because you can see all the videos and testimonials of people talking about how fun it is and all of that, but it's not only been really valuable educationally, it's also been a ton of fun. So she found tremendous value in it. Um, there's also this great quote

Speaker 2: From Daniel Sparks who attended one of our pre-summit workshops, um, as well as the full event. He said this, there was so much information that was applicable. It won't just change the way that we approach our donors. It's gonna change our philosophy of why we're even talking to our donors in the first place, which is really interesting. So I think you're gonna find a lot of power and insight in the content and in the speakers at this conference packed with a lot of fun and good networking in this growing community of people that are rallying around how do we use innovation in our non-profit space to grow giving and grow fundraising and grow generosity together. So I would love for you to join us. Please consider grabbing a ticket. Go to ni o summit.com. You can get the best price possible right now, so be sure and check that out.

Speaker 2: The most common question that we ever get related to one of these webinars is, is there gonna be a recording? The answer is always yes. So we are recording this webinar. We will send it to you after the webinar. Um, we might actually send it to you tomorrow because there's a few things we're finishing up on the research study and we wanna package all that up to you and get it up to you together. But we'll also include links to the slide deck so you can review what we've covered today. You can share that with colleagues and friends and others who might be interested. And I'm gonna try to make sure we have at least a little bit of time for some question and answer today. If you have questions that you'd like to be answered at the end of the webinar, use the q and a tool.

Speaker 2: There's a chat tool and there's a q and a tool. If it's in the chat, it's gonna get lost in the thread cuz there's a billion ideas and thoughts and comments in there, which is a good thing. But if you got a question you wanna answer, put in the q and a tool so I can keep track of it and make sure that we get to it at the very end. Okay, that's a lot of introductory stuff and I want to get into the details today. We're talking about this brand new research study that we've been working on honestly for about a year. We started the data capture for this study last February. Now it fueled a few different research projects we've released to you last year. Um, and this is kind of like the final piece of that, which is the nonprofit mobile donation experience.

Speaker 2: Now, I probably don't have to explain to you why this type of a study is at least interesting, if not really important, um, but I do wanna spend a moment talking about the why. You know, selfishly for us at next after is we're trying to just discover what works in giving. We certainly wanna take a deeper look at mobile. It's really easy to just design things on a desktop and kind of treat mobile as some sort of like secondhand thing that we don't think about until we've designed the page and they're like, oh yeah, we gotta figure out how do we make it look good on mobile? And, and then you just roll with it and you hope it, you hope it sticks and you hope it works. We've been starting to build some tools into our testing library to analyze both desktop and mobile traffic to get a better lens as to how are these channels working together, how are they different, what things improve on desktop and maybe decrease results on mobile or vice versa.

Speaker 2: And so there's definitely some interest from us to just dive deeper here. But here's what the market is actually showing. There's some interesting data, uh, posted on sata, um, that's showing, you know, way back, back in 2017, so this is basically six years ago at this point was when the pendulum swung from desktop to mobile. This was the first time Q1 in 2017 where mobile traffic eclipsed 50%. Now you can see in the chart it kinda like ebbs and flows and goes up and down after that. But the overall trend is up and to the right where mobile traffic is growing globally, uh, year over year, uh, Q2 of 2022, which is the most recent data they have posted, shows that 59% of global web traffic happens on a mobile device. So in terms of traffic, the tail, the, the scales have tipped and have been in the majority mobile traffic for quite some time at this point.

Speaker 2: But then if we look at actual donations and how we're performing on mobile versus desktop in the nonprofit sector, here's what Black Bot Institute has reported in their most recent uh, report on this is that 28% of online donations happen on a mobile device. You can look back at that chart and you see this trend of going up and to the right, it's increasing year over year over year and then was kind of flat 2020 to 2021 and remains to be seen what 2022 looked like once we get all those numbers in. But it's interesting to see it growing and then it kind of tapering off. It makes you ask this sort of like chicken and egg question I guess, you know, if we spend more time on mobile and and optimizing that experience, will that lead to more people actually giving on a mobile device or are people maybe just not, you know, ready to give on mobile devices so it's not worth spending the time?

Speaker 2: It's hard to really kind of tease that out. But if we look beyond the nonprofit sector, we look at sort of e-commerce as a whole. Here's what some of the data suggests is that, um, looking out to even 2025 mobile e-commerce revenue is projected to grow 64%. And so mobile give or mobile transactions overall are growing. And so if overall transactions are growing in that direction, we should be prepared in our space to be able to not just accept those but optimize for mobile when it comes to giving and donations. And sometimes we get really fixated, I'm just having the right tools, but sometimes we just forget about the experience holistically that someone has between the tools and the functionality and the copy and the messaging. And so as we went into this study, quite honestly a hypothesis that I had going into it was like, you know, sometimes as I'm just browsing different organizations' websites here and there, anecdotally it feels like many times mobile users are just kind of treated, you know, secondhand.

Speaker 2: Like they're not quite as important as the desktop. And so I figured that as once we got into the data we'd probably see some pretty poor user experiences on the mobile side. We'll get into what the data says in a moment, but you know, overall I was actually pretty surprised to see that most, you know, mobile donation pages are responsive and, and have a pretty decent user experience. And so we're gonna dive into what some of that benchmarking data looks like, like and then go a step deeper and look at copy and experimentation around copy to see how impactful is the copy on our mobile pages for our mobile users. So that said, let's look at the methodology. How did we actually conduct this report? Initially we identified 143 non-profit organizations that we're gonna make donations to. They spanned a wide variety of verticals trying to get a, a pretty decent picture of the non-profit space overall.

Speaker 2: Uh, getting a handful at least in every single um, kind of key vertical here. Uh, and also spanning a, a wide variety of revenues. It's skewing a little bit more towards some larger organizations. Typically those are the ones that are gonna have some of these tools in place and people to optimize and test, but still getting a wide spectrum of, you know, anywhere from small organizations with maybe one or two people up to these hundred million plus organizations. So some of the mega nonprofits as well. So getting a wide spectrum of organizations, that's where we started with these 143. The process to actually analyze the experience actually started on a desktop because what we wanted to do was look at the desktop experience versus the mobile experience. So we could compare and contrast. Sometimes when we are designing a website, we're designing a page or landing page or donation form, we start on the desktop.

Speaker 2: In fact, most of the time you're probably designing on a desktop and designing four desktop users. And then from there, as you're trying to figure out what does this look like for a mobile user, what typically ends up happening is maybe you've got different elements that you don't know what to do with and so you just hide them for the mobile user just to make it simple. So we wanted to look at is there actual congruency between the desktop experience and the mobile experience? Is there stuff desktop users are getting that mobile users never see because it just gets hidden for the sake of um, uh, reducing friction or trying to have a better experience or something like that. So we analyzed the homepage and the start of the donation process on desktop and then we went and we did the same thing on mobile and then actually completed the transactions on a mobile device giving $20 donations to all these organizations.

Speaker 2: Now every time we conduct one of these types of studies, you know, we always go in hoping to find new and innovative tactics and things like that that we can go put to the test. And I'm always shocked at the amount of uh, donation pages, donation forms where you just can't actually make a donation period. 94% of organizations we tried to give to we were successful. 6% we couldn't. Now just looking at those numbers on their face it seems like okay, yeah, the vast majority were fine. 6% of nonprofits though you couldn't make a donation. Even if they had a form there, you couldn't actually make it work. Whether there were errors in the form on unvalidating, the different fields, it just didn't make sense or you hit the button and then the loading wheel spins and spins and spins and spins and it never actually processes the transaction and you're just left hanging.

Speaker 2: Or the donate button is just so lost and so hard to find on the page that you just end up having to give up cuz you can't even find where to go. And give key takeaway number one or like the pre key takeaway cause I've got several for you, is just make sure your donation page works both on desktop and on mobile. Maybe put something in your calendar once a month to go actually put a test transaction through on desktop and mobile and make sure that your forms actually work. Cuz it doesn't matter how, how well optimized your form is, it doesn't matter what your follow-up communication to donors looks like. None of that stuff matters. You can't actually process a donation. So like step one, go test your form, make sure it works. From there, let's actually start optimizing and looking for opportunity. So here's where we started when we were making these donations, we tried to put ourselves in the shoes of a donor.

Speaker 2: The best tool that you have and that I have as marketers and fundraisers, as communicators to be able to connect with donors in, in a meaningful way is empathy. We have to put ourselves in their shoes, feel the pain that they go through in the donation process in order to figure out what are the ways that we can, um, test new ideas that might actually make things easier, help inspire greater giving. And so we're starting here with how do we even find where to give. If I come to your website, I go to your organization.org, bam, I'm interested in giving, how hard is it for me to actually find a dona donation form? For many of you that might sound like even a silly question, like, well of course there's a donate link in the navigation, it's on the right side and it's a big red button, you can't miss it.

Speaker 2: But in reality for a lot of organizations it gets lost, especially when you scale down to a mobile device, it gets lost in a menu or maybe it's way down below or the button gets hidden altogether and nobody knows where it is. Not even your your web content managers or things like that. So we're starting here on the homepage. What does it look like to go find where to give? We asked some key questions along the way. Uh, number one is, are you able to navigate the website without having to do that like pinch to zoom? You know, you're looking at your phone like this and you're doing this to try to make the screen bigger so you can actually read the text. Now in 2023, very, very, very, very few websites that is at the experience, but there's still a handful out there. Um, there was one organization in this study where you had to like do the pinch to zoom kind of thing in order to see, actually read the text and navigate the website or scroll all the way off the screen to find where the donate button was.

Speaker 2: So there were one, there was one of those organizations, if you don't want what I'm talking about, here's what it generally looks like. You come to the page, this is like the mobile screenshot from it and it looks like this and I know it's blown up on your screen, but you still can't read it. And so you gotta do this pinch to zoom thing and then you zoom in on, oh, it says make a gift and then I click on this button and then I go to the form. Interestingly enough, in this specific example, once you clicked on the button, it took you to a donation page that was built on a different tool than the website that was actually mobile responsive and a decent experience, but getting there was nearly impossible. So, but I do wanna celebrate this that only one out of 143 organizations had this pinch to zoom kind of, uh, navigation on the website.

Speaker 2: So good work everyone. We have websites that are like up to date at least as of like 2010. So we <laugh> we can actually navigate them without doing this pinch to zoom kind of thing. So that was actually a good thing. I expected to have a handful of those and we only had one, so that's good. Um, we're not gonna dive into every single one of these questions today. We just don't have time to explore every single one in a ton of depth. So I'm gonna jump to this third question. Can you locate the donate button in less than three seconds? Now the three second mark is not like some magical number, it's just, it's a, it's a benchmark number we pulled out as kind of a, a marker to say it's probably takes too long. If it's taking longer than that, that's probably too long.

Speaker 2: Uh, in terms of expectation of someone to be on your website, doing a lot of work to find where to give, uh, what we found was basically 72%, uh, took less than three seconds, which means that about a quarter of organizations took longer than three seconds on a mobile device to figure out where on earth do I go to give. Now there's a lot of, uh, reasons for this. Uh, primary one is that these donate buttons often get put in this tiny little menu. Uh, if you see on your screen in this little screenshot, um, this organization has a donate now button up here in the header. They've got another one right here by the logo, but oftentimes they get buried in this little hamburger menu. When the menu shrinks down and collapses, the donate button goes with it and then it's totally out of eyesight.

Speaker 2: I have to pull up the whole menu and scroll through it to find the donate button. That's the common experience of what typically happens. So about a quarter of organizations, it was fairly difficult to find. If I'm motivated to give, I'm ready to go. Where honor earth do I go? I don't, I don't know. It's <laugh>. It's taking too much work to find where to give. Now just looking at what the experience is doesn't actually tell us what works. How important is it to really make sure that someone can find it in less than three seconds? We have to go to experimentation and testing and optimization to figure out what's really the impact here. And, and so we're going to, let's look at an experiment. It's a pretty interesting one. Uh, this organization, this was, is what their navigation looked like. You've got these four different options at the top and if you're trying to find where to give and you're looking first at the navigation, it's not hard to find where to give in version A.

Speaker 2: You can clearly see the give option, but you do have to read every single one from left to right to figure out where's the give option. And so that takes a little bit more time and intentionality, but what if you just highlighted the most important thing, which is to give or to donate by simply highlighting the give option in the navigation. It draws your eye directly to it. So it's the first thing you see, rather than having to read everything kind of left to right, define where it is in the navigation and it led to a 24% increase in donations overall looking at desktop and on mobile. But I do wanna drill into the mobile experience because you know, who's to say that just highlighting the give button in the navigation does anything on mobile, especially if it gets lost in the menu. And so here's what, what the experience looked like for a mobile user.

Speaker 2: It does actually get lost in the menu. If you're on this website on your mobile device, you have to go here to the menu. You've gotta click the menu icon and it's gonna pop down the whole menu. It pushes the whole site down. You see the whole menu. It actually looks really nice and really clean. And then you've got all those different navigation options, support, serve, explore locations, my basket, my account, and then give. And you see give is still highlighted, buried in the menu, but it's still highlighted and it does stand out. So the question is, if it's buried this deep, do these kind of tactics even matter? What's interesting in this experiment is that they saw a 19% increase in donations on desktop, but they saw a 31% increase in donations on mobile. And that's not just on like some tiny little sample size of like two or three people.

Speaker 2: It was a solid significant sample size, uh, to show that, you know, this was actually maybe even more impactful for a mobile user than it was for a desktop. So even those little tactics even inside of one of these menus can make a dramatic difference on someone's experience. So if you're questioning is it even worth it for a mobile user to really, you know, do all these little tactics to improve the experience, the answer actually might be yes, it might be really significantly worth it In terms of donations, I wanna emphasize too, this is an increase not in people clicking the button to get to the page. It's an increase in the amount of people actually giving. This is real revenue coming back to the organization by making this one small tweak for these users. But adjusting your navigation is in everything. There's so many other little tactics that we can do to drive more attention to our, uh, donation pages and, and even just showing the option to give in order to support the work and the cause.

Speaker 2: Uh, in this organization, this experiment, um, they have a lot of articles on their website and we've run this type of experiment a few different times. And so as you're scrolling through the blog feed, it kind of looked like this where every blog is called out in these little cards. You've got the, uh, the image corresponding to the article or the blog. You've got the tags, you've got the title, the little description. You can click into it to open the article and read. What they put to the test was actually adding this little donate, uh, button that was fixed to the right side of the screen. So no matter how far you scrolled up or down here, the donate button was right there on the center of the screen. Always in your iPath. Even when you clicked into the article, it was still there. It's this pervasive donate button to make sure that you always know that there's an opportunity to give back.

Speaker 2: The implied idea is that if you're getting value from this content, you can give to support it to create more of it, to allow us to reach more people who might also think that it's valuable. So they're putting the option right there, front and center for people. This led to a 69% increase in donations overall. And I wanna highlight for you, uh, this led or this was at a 94% level of confidence. We're not gonna go deep today on statistical level of confidence or any <laugh>, any of that. In short, what I want you to know is we're shooting for a 95% level of confidence to be, to be confident moving forward. That version B, the treatment actually truly outperformed version A. So it's like right on the line of what our typical benchmark is. And then if you dive deeper into the impact from desktop and mobile, here's what we actually saw for a mobile user, it looked more like this, where the full view port is full of these, you know, article cards and the donate button stands out on the side of the screen.

Speaker 2: Uh, so it is there in the iPath all the time as you're scrolling. When you split out the two different segments, it led to a 23% increase in donations on desktop, but only at a 49% level of confidence, which is like less likely than a coin flip. But it led to a 485% increase in donations on mobile at a 99% level of confidence. And again, not just a tiny sample size, but a significant sample size. So I want you to keep this in mind that some of these little tactics that you might be installing on a desktop are actually maybe really moving the needle either positively or negatively for your mobile users. So keep that in mind. What kind of simple things can you be doing for your mobile users to show them the opportunity to give? Cause it might lead to not just more traffic on your donation page, but more people actually giving and real revenue for your organization to go fuel further impact.

Speaker 2: Here's your key takeaway. It's not gonna blow your mind, but make it easy for mobile visitors to see the opportunity to give, whether it's in the navigation or it's buried in the menu or it's on the right side of the screen or it's in the footer wherever it is, make sure that you're using these natural opportunities to show someone the opportunity to give and make it simple. Make it easy. That's finding where to give. Let's move next. So after you've clicked the donate button, then you get to a donation page at least theoretically we'll look at a a kind of a convoluted example a little bit later. But theoretically you landed on a donation page where you can make a gift. And after you've read through the copy on the page, the first choice you have to make about your donation is how much do you wanna give and how frequently do you want to give?

Speaker 2: Sometimes those, those options get interchanged back and forth. As we're looking at this gift selection option, we're looking to see is it just designed for mobile users, is it mobile friendly? Um, how do we define mobile friendly? It basically looks like what you see on your screen, these larger buttons that are bigger than your fingertip <laugh> so that you are confident that I'm pushing the right thing when I push the button. Not those tiny little radio bubble things where if you use your finger you're probably gonna press like two or three at once. We wanna use mobile friendly buttons that are about, you know, 40 pixels in size so that your finger can actually tap the thing and you're confident that you're choosing the right, the right option. What we found is that in choosing the gift frequency, about 50% of the gift frequency selectors use mobile friendly buttons.

Speaker 2: What I mean by that is when you're choosing, should I give one time or should I make a recurring gift or give monthly only 50% of those use these mobile friendly buttons. Um, secondly, looking at the gift array, 82% used more mobile friendly options. The gift array being the actual amount, the $50, a hundred dollars, 2 50, 80 2% used mobile friendly buttons for the gift array. Um, and then everyone else kind of had, had a variation of different types of selectors. I wanna dive into a couple of these though, looking specifically at the gift frequency, when we drill into what did everyone else do that didn't use mobile friendly buttons, here's the breakdown. The checkbox using a checkbox was the next most common gift frequency selector. You've got a variety of different options here in the red, the 14% is those little tiny radio buttons, the 9% and the yellow is actually not having an option to choose the gift frequency.

Speaker 2: So you're either locked in on a one time gift or you're locked in on a recurring gift when you get to the page. Uh, then the black, the 8% is using a dropdown box, which is kind of an interesting option. Um, not super common, but some people were using dropdowns for the gift frequency. I wanna zoom in on the checkbox cuz most of the time when you're using a checkbox as the selector for, um, choosing one time or recurring, most of the time it's a box that says, do you wanna make this a recurring gift? And that oftentimes happens after the gift array. And I'm not just making this up for the sake of making a point. Here's several examples of what we saw in this, this research study. In all of these, even though the designs are different and things like that, they have different gift arrays and different amounts.

Speaker 2: Uh, the the one on the left side of your screen doesn't even have an array. It's just an open field. They all have the gift amount first and then they have a checkbox that says, make this a monthly gift or Yes, I would like to make this gift monthly or make this an ongoing monthly donation where you're choosing the amount first and then you're hitting a checkbox to choose, do I want to make it a recurring gift? Now, I would submit to you that this might actually be getting the thought sequence in the wrong order because if I'm choosing first how much to give, I already have said in my brain what the frequency is. And most likely I'm thinking if I'm gonna choose to give you a hundred dollars, I'm assuming that's a, that's a one-time gift, at least in the states where recurring giving isn't quite as built out as maybe it is in other parts of the world.

Speaker 2: But if you haven't given me any context, I'm typically assuming it's a one-time gift and then you're asking me to upgrade it to become a monthly donation. And you maybe have to give you a hundred dollars right now, but I can't give you a hundred dollars every month. Maybe I could give you 25 every month, but not a hundred. So it might be getting the thought sequence in the wrong order. Here's an experiment to illustrate, um, how that might uh, be impacting results. Version A of this gift array and gift frequency selector looks like this. You've got the array, the five different options here, plus the other amount. And then down below you've got the checkbox to check that and say, yes, make this a recurring gift of whatever the dollar amount is. Version B, what they tested was using a tabbed donation form using more mobile friendly buttons.

Speaker 2: They're big enough to actually push with your finger, but now they've actually actually moved the location of the choice to the top. So you're first choosing, do I want to give a one-time gift or a monthly gift? Which sets the right context then for choosing the amount and what they saw by implementing this was actually a 15% increase in donations. So consider that both on desktop and on mobile is are you ordering these things in the right way in addition to using mobile friendly buttons. Secondly, looking at the gift array, how critical is it to use these kind of mobile friendly buttons? We'll look at an experiment about that in a moment. There's a lot of different options here. Mainly these two that stand out. And if you're not using mobile friendly buttons, uh, many use these little tiny radio buttons, some just didn't have a gift array at all, which is not necessarily a bad thing, especially if you have a high average gift.

Speaker 2: Just having an open form field might actually be better. It's a testable hypothesis. And then a couple using either a checkbox or a dropdown uh, box for the gift selection or for the the gift array drilling into these radio buttons though, here's what we've seen through testing version A and version B are the same form asking for the same, um, uh, donation to the same thing. The pages are exactly the same. The only difference is the style of the buttons. Version A is using radio buttons. Version B is using these mobile friendly buttons, easy to push. What they found was that using the mobile friendly button led to a 63% increase in donations. So sometimes it's the little things in these design elements and buttons that can actually make a pretty dramatic impact on conversions and the likelihood that someone's actually gonna complete their gift.

Speaker 2: So make sure that you use buttons and design elements that are mobile friendly. Again, the takeaway isn't gonna blow your mind, but sometimes it's in the detail and the nuance. Uh, we can't overlook some of the simple things in the mobile experience. Let's keep moving forward. Let's look at completing your donation. So after you've made it to the page, you've read the copy on the page, you've said, yeah, I'm gonna give, you've chosen your amount and how frequently now you've gotta go fill out all the details and actually go make the gift. So what do the form fields look like? What do they feel like? How do they function? We asked a series of questions around this starting with is the donation process all on one page? I want you to pause for a second. Let me think for a moment about your own donation page.

Speaker 2: You can even let me know in the chat. I'd be curious, is your donation process all on one page or does it take multiple steps to actually complete a donation? Again, let me know in the chat. Do you have one? You can just say one page or, or multiple pages. I'm, I'm curious to see if our, our webinar audience here today matches up with the benchmark data. I see Mike says one page, Lisa says multiple pages. Uh, Sarah says one page. What's interesting about this is that multiple pages could actually mean a lot of different things cuz there's multiple page loads, but then there's also like those little widgets that have multiple steps that don't load a new page, but there's still like a multi-step process. Um, so I see Bethany says sadly multiple, but you gotta put it to the test to really know and I'll show you a little bit of experimentation, but here's what people might be feeling if you have a multi-step process.

Speaker 2: This is maybe an extreme example but we're gonna go through it. I'm hiding the logo of this organization cuz I don't wanna beat up on anybody in particular. But I do want you to experience some of the pain that we felt in some of these processes that are not just two steps or three steps, but like many, many steps. So here we go. You land on the homepage on your mobile device. This is what it looks like in order to give, not give a sponsorship like a recurring gift, but just to go give a one time gift, you have to have this like initial click to go open the menu, which I'm, I'm gonna count as like a significant click in this process. Um, because then you do have to think about it. Where do I go to find the donate button? It's not right there.

Speaker 2: It must be somewhere buried in the navigation, in the menu. You open it up and then you can find the donate button. There's three options. Donate sponsor a child or give monthly. I just wanna make a one time donation. So I'm gonna click the donate button. Now I'm two clicks in already. That was are pretty quick. Two clicks, here we go, it loads. Then a new page that looks like this or you can choose uh, the gift array, how much do you actually want to give? And then below that you've got one of those dropdown selectors to choose the frequency. So I'm not gonna count clicks on the form of actually making the choices and things that I only wanna count like the significant steps in the process. And then I've gotta click donate Now after I actually choose the amount. So my expectation at this point I have clicked a donate button, I've come to a page and now I'm clicking another donate button.

Speaker 2: I'm really hoping that on the next page is when I actually start to put in my information, I can actually complete my gift. I hope you are too. Well hopefully like we're on the same page or we're ready to give this gift and then you land on the next page. And it's not a donation form, it's a giving basket. Okay, my frustration might be building a little bit, but okay, I'm going with it. Uh, I scroll down the page to still find, okay, where do I actually give It? Turns out I accidentally added two donations to my cart, which was not on purpose. That was an accident. Uh, and then there's a proceeded checkup button like I think I just did that cuz I click donate two different times already, but now I'm gonna click proceed to checkout and really hope that on the next page I get to enter my info and complete this So far four click, four step process, this big deep breath.

Speaker 2: We get to the next page and oh my goodness, there's still not an option for me to complete my gift. Now I have to choose, do I wanna complete my checkout as a guest or I could scroll down and because see Beth says that she would've exited the page by now. Me too. But we were highly motivated to complete the research study. So I can choose to continue as a guest or I can log in as a member, but if I log in as a member, what are the gods I remember of my password? Maybe it's not even saved in my like key chain like that happens all the time where I think it's saved but it's not. Cuz I used the app instead of the website when I saved it last time or something like that. And then I gotta run a password reset and that's gonna be a whole bunch of other steps.

Speaker 2: So I'm gonna just click continue as a guest. Note the count in the corner, we're up to five clicks in so far before we get to a page where I can start to enter my information. And now on this page, by the time I get to the end of this process, you can see right here at the top it's counting my progress. I can enter my contact info and I hit the submit button and then I get to the payment info button and I enter all my payment info and I hit the submit button to go to the next step. And then I have to go review all of the information that I have so painstakingly put in so far and make sure that it's all right and then click the submit button one last time before I get to the confirmation page where my gift is finally done.

Speaker 2: And all I wanted to do was give a quick little one-time gift, but it took me seven steps to get there. So again, I share this not to beat up on a single organization. That's not my intent at all. It's to help you feel some of the pain that people go through when they're trying to give a gift. And it takes multiple steps, especially on a tiny screen where you, maybe you'd rather give on a desktop but you don't want to forget to give right now because you're already motivated. You made the choice. You just want that process to be easy. You still need maybe copy which we'll look at to motivate you through the process, but you do want it to be a streamlined process. Seven steps is a lot. This organization, uh, is an interesting experiment. They had, uh, moved to a new donation platform tool and in doing so they weren't able to have a single page donation experience anymore.

Speaker 2: So they were trying to figure out how do we kind of reduce the steps in the process. And so the control version that they initially built, um, after someone would download an e-book, they'd land on this page, which is typically what we'd call an instant donation page, makes a donation appeal right there on the page and includes the form, but they weren't able to include the form on that page. And so you had to click a button that says Donate now to land on a page where you can start your gift that has the gift array and then you click through that and then you land on a third page where you can go complete the donation. So it's a three step process. Now they were able to figure out how do we reduce this down to a two-step process So they cut one page out of the process.

Speaker 2: It's not perfect, it's not a single page process, it's still two steps with a full page load in between. But just removing the one step and making it that much easier led to a 97% increase in donations. So as Beth here was feeling the pain of that process by like step five, what if you just got it down from five to four? Might you have retained Beth and maybe she would've actually completed, uh, her donation. So just making those little improvements can actually go a long way, even if it's not perfect, quote unquote. Perfect. Here's another example that I think is interesting to consider, especially if you have one of those, um, kind of multi-step widgets. It's not loading a new page, but it's kind of cycling you through the four or five different steps of the process. This organization wanted to put one of those to the test to see, you know, lots of people are using these.

Speaker 2: There's companies that are touting that this is like the best thing in the world, it's gonna lead to this super high conversion rate. You can implement it anywhere. Like is that real? Are those numbers real? Let's put it to the test version. A is a single page donation form. Donation page. Everything happens on one page from choosing the uh, gift amount all the way through entering your payment info, processing the gift version B. What they tested was this multi-step widget. I've got this little graphic that will show you all the different pieces here, but you start by choosing the gift frequency and then on the gift array, the amount, and then you enter your contact info, then you enter your payment info and it's this multi-step widget to get you to actually make the donation. And what they found, even though this, you know, might seem like a great way to, um, make the process simple and streamlined and not have these super long pages, it actually led to a 26% decrease in donations compared to the one page option.

Speaker 2: Now there's probably room to improve this process. It's not the perfect widget. You could probably optimize it in a whole bunch of different ways. But would you rather at this point be optimizing version A to figure out how do I get more people on the single donation page to convert more or spend my time time trying to improve something that already is starting behind? Maybe it doesn't make sense. It's a lot of room to have. You have to, you have to climb a lot in order to even equal the control here, let alone try to go beat it. So be careful if you're using these multi-step widgets. I would encourage you to test it against a single page experience. This is just one experiment. We don't have a lot of these in our library, but it, it's kind of some starting indicators to say that maybe these multistep widgets aren't the most effective.

Speaker 2: So put them to the test. Now I said we're not gonna go through every single question, so we're gonna jump forward to this one as you're going through the form. You know, typically when you en you, if you tapped on this first name field, you expect the the um, the keyboard to come up. When you put in your first name and you jump to the last name, you continue to type. And then when you get to the phone number field or anything, that's just requiring a number. I wonder if you ever actually think about this, this question, when you click on the phone number field, does it show a number keypad or does it show the alphabet keypad? I hadn't thought about this at all until actually going through this process and thinking about it sort of, uh, more out loud than subconsciously realizing, oh yeah, I do have this expectation that if I have to enter a number, that that number keypad better be there or else it's gonna be really frustrating.

Speaker 2: Here's what it looks like. Um, version A if you will. Uh, it uses an alphabet keyboard. When you click into the primary phone number field, all I see are letters. Now again, you may not consciously think like, oh that's weird. You just have to go through the process of clicking the number thing and then you've got them all in one row cuz it's got all the other characters and it's kind of hard to push all the numbers and it's just not the best experience versus version B where you click into a numeric field and it pulls up the keypad, the number keypad, that feels so much better. It's got all the numbers and the little characters that I need to perfectly enter my phone number with ease. And the the buttons are a little bit bigger so it's easier. I don't have a clear experiment around this one, but I can tell you from personal experience after going through this process, um, the alphabet keyboard for a phone number field leads to a hundred percent increase in frustration.

Speaker 2: Whether it's subconscious or it or it's actually coming out as you're going through the process. So I wouldn't actually test this, I would just make sure that the numeric keypad comes up when you have to enter a number. It's so much easier and uh, a lot less frustrating that way. Now the last one I wanna focus on here as it relates to different form fields, um, is are there different mobile payment options on the page? I'm curious if, and you can let me know in the chat, I'd be really curious to see, um, what you think too. Do you have something like Apple Pay or Google Pay on your donation form? I'll kind of keep going here, but let me know in the chat if you don't mind. Let me know. Uh, if you have a mobile payment option like Apple Pay or Google Pay, I'm curious to see how many actually have that implemented.

Speaker 2: Because what we found was that 41% had some sort of mobile payment option, which is a little bit higher than I would've guessed or expected. Granted, I would say we were fairly liberal in what we, um, considered to be a mobile payment option. We threw in like PayPal in there too, cuz sometimes that can be a mobile payment option. But also PayPal can be a little bit convoluted if you go off into like PayPal land for a while, that can be maybe frustrating sometimes. So we are fairly liberal in what actually constituted a yes in this case. But I do wanna show you an experiment and a little bit of data around it. This is not a clear Apple Pay or Google Pay experiment version A is just a standard donation form and version B is like a one click donation experience. The way it works is that this had been sent out to people who were members of this organization.

Speaker 2: So they had their credit card info actually saved on file along with their personal info so that when they sent them a link from an email, they would come to the donation page and inversion B all that info was stored behind the scenes. So all they had to say was, Hey, since you're a member, we've securely encrypted your most recent donation details for the card ending in and show the last four. And then it says, if you'd like to change your payment option, you can click here now so you have the option to change the card number or you can just click make my gift and it will process the donation that you've selected right then and there without any additional work. So it's, it's more like one of these more mobile payment types that just reduces the amount of friction and work in the process because typically like Apple Pay just requires the, the face ID in order to process and then it runs.

Speaker 2: What this led to was an 82% increase in donations. So I would highly encourage you to consider, uh, we don't have a lot of tests on this, but I want to get some more. And if you're running ex experimentation at all or you're considering using Apple Pay, Google Pay, I'd encourage you to test it. And probably at this point in time, a win is just still getting no real difference at all. You know, obviously you wanna see donations increase, but even if you implement Apple Pay and Google Pay and you don't see a difference in donations overall, it still might set you up for the future because here's what's projected to come. Uh, mobile payments right now are in 2021, were reported to be 1.7 trillion. How much, that's how much money is flowing through those mobile payment options and projected by 2027 to be more like 6 trillion.

Speaker 2: So it's, it's growing and it's growing rapidly. More and more people are adapting using those types of payments. So if we can be prepared for that, then we'll be set up for the future. So that's what I'd encourage you to do. And here's sort of the key takeaway for you. Don't make it harder for mobile users to give. Again, I'm not blowing anyone's mind here, it's, but it's all in the details. Invest in the right tech now that's gonna enable you to actually optimize for your mobile users. Cuz not every platform and every donation platform, uh, they're not all equal. Now moving to the end of com, excuse me, completing your donation. We need to look at verification and confirmation. Now, maybe you didn't think about those things at all, but some of these experiences require you to go verify that a, you're a human being and not a robot, or go verify, uh, the details of your gift before it actually gets confirmed.

Speaker 2: And then we looked at the confirmation page as well. So here's a few questions that we asked along the way. Do users have to complete one of those captions in order to verify that I am a person, I'm not a robot. Um, were we able to successfully give, which we talked about, we'll look at these, uh, a little bit in depth. I wanna start here with the capa. Uh, and we're gonna play a short little game. Let's look at the data first. 23%, almost one in four donation experiences on a mobile device required a CAPA to be completed before you could actually make the donation. So here's the game we're gonna play. Um, <laugh>, this is my favorite part of the webinar. Art, it's very excited for, uh, the name of the game is, oh dear God, please don't make me do this. And this is the mobile edition of this game, uh, where we're gonna start with round one on a desktop size capture, which nobody wants to fill out in the first place.

Speaker 2: But if you can figure this one out, I'll give you a thousand points. So let me know in the chat which one of these squares or which, which squares in total have a parking meter in them. Take a close look at your screen. Here's the problem with saying zero. You've gotta select something <laugh>. So what, what do you pick? What do you pick? It's, it's incredibly frustrating. I see, uh, Peter says two. Uh, all the, the, I'm, I'm not sure which ones you think of a park beater, cuz that's definitely a mailbox, so that just doesn't work. So, um, round two is same game, but on a mobile screen size, can you find all the street signs in this cap? This, this may be a little difficult. It's difficult on a desktop because it, it might be every single square, but you can't even really tell on a mobile screen size.

Speaker 2: You're staring at a phone that's this big and it's really hard to tell. Um, so sorry. Probably no points or gold size for anyone. This is just frustrating. These captures are frustrating, so anything we can do to reduce those is gonna improve things for your, your user. Anyway, that was just more fun for me probably than for anyone. Was the donation successful? We looked at this sad that 6% it didn't actually work. So again, go test your forms next. Looking at the confirmation page and the call to action on a confirmation page, uh, there's some interesting things that we found here. 71% of organizations had a confirmation page, which means 30, nearly 30% didn't, which is maybe confusing, but I'll show you what that might look like. Um, secondly, of those that had a confirmation page, was there a next step call to action and 57% asked donors to do something else.

Speaker 2: Take a next step. Many didn't ask them to do anything at all, which is interesting and curious. We'll look at some experiments around that as well. Uh, this donation page, uh, is a good example of what it looks like to not have a confirmation page. So the process looks like this upfront. On the mobile screen size, again, you're choosing your, your gift amount. You fill out all the form fields, you make your gift, I'm ready to donate, I'm ready to make this impact, and I've just given, maybe I've given a hundred bucks or 500 bucks, maybe I've given a thousand bucks. And then I, I get to this, there's no confirmation page, the form disappears, and I just get this, thank you for your donation sentence. And that's it. Which just makes me sad because I just spent this time and energy to go through and make a donation and I've invested my money with you and I really care about this cause and the people that I can impact with this gift.

Speaker 2: And it, I just feel let down at this point. What did my gift do? Who's it going to? Does it matter? I mean, I gotta thank you, but is it, it maybe feels half-hearted. There's not a lot going on here and it kinda makes me sad. So I wanna show you the importance of saying thank you in a meaningful way. This is not a donation page. Maybe you've seen this in some of our year end training. It's a really interesting experiment from a few years ago, but I think it's still very relevant. Uh, version A, basically during a year end campaign, this organization split their, their donor file in half. Version A got the same normal cadence of year end communication. Version B got the same cadence as well, but they also got a postcard that just was a thank you message that actually had a link inside of it.

Speaker 2: To go to a page where you could watch a thank you video from the president of the organization and just by being thanked in a meaningful way led to a 204% increase in the likelihood that they would give during the year end season. After all the data came in, they were 204% more likely to give because they were thanked and cultivated. Our friends at Bloomberg had some interesting data on this related to phone calls as well. Uh, the chart on the left, you can see, um, once someone gets a thank you phone call in the first 90 days, their attention rate jumps up from 33% to 41%. If they get more than one thank you phone call, then it jumps up even higher. Uh, the same trend is true if you're looking at the, the size of their second gift by just getting a thank you phone call, it jumps from a $50 second gift size to a hundred dollars second gift size because they were thanked in a meaningful way.

Speaker 2: And I think it starts on the confirmation page if you're let down right there, that's, this is a hard mountain to climb back up, um, with your follow up communication. But even consider this on your confirmation pages when you're thinking about next steps and calls to action, this organization runs what's called a serial ask, where after someone donates, then on the confirmation page, uh, in some cases they'll ask for a second donation, either to like a specific fund or to like a, a, like a a sister organization or something like that. And what they've found, at least in one of these experiments was that 25% of donors made an additional gift on the confirmation page right then and there. That's, that's not a small number that's really significant. Maybe that's not the right next step for you and for your donors, but consider what is the right next step.

Speaker 2: Is it a follow up survey about why they gave, is it an e-book? Is it a petition? Is it a video series or a course? Ask them to take a next step to continue to engage. They're at this mountaintop moment where they just gave to you because they care about the work that you're doing, they want to invest in and make an impact. So how can they continue to go deeper even after they've just given you their money? So key takeaway for you. Make it simple for donors to complete their gift. <laugh>, again, I'm not blowing anyone's mind. Give them a clear next step a what to do after they've given. And then where I want to end our time, and I know we're coming up on two o'clock here in a few minutes, I wanna focus on copy for just a moment. In this study, we didn't really dive deep into copy in terms of the benchmarking.

Speaker 2: Uh, typically if we're gonna go look at, you know, um, how do we improve mobile donation pages, there's a lot of common mantras and ideas out there about like, yeah, most people on a mobile device don't really read the copy and you just wanna make it easy and simple to give. Well, is that really true? And so I took a deep dive into our experiment library to find, um, an answer to that question. How important is copy? If you just go ask a Google and I type this in, mobile donation page tips right here at the top, there's a guide to mobile giving 1 0 1 that answers questions about what is mobile giving and what tools can you use and who can use mobile giving, but it doesn't talk about copy at all. You go to the second article and it certainly has 31 donation page tips.

Speaker 2: Only one of them is about copy. And what it does is it recommends putting your mission statement at the top of your page, which is something I would recommend that you don't do. Um, we can dive into that another day. Mission statements typically aren't focused on the donor. They're for the organization to make decisions. They're not donor-focused copy. So what did we do about copy? The way we can answer this question is by asking donors, using testing, using data, and using optimization. So from the get-go, uh, this experiment, uh, is an interesting one because it's really just implementing our stand standard donation page template. If you download a a donation page template from our website, uh, it recommends something like this. It's not the ultimate donation page in the world, but it's a better starting place based on what we've learned through testing. And so version A has a headline that has a big image behind it.

Speaker 2: It's hard to read the text, it's got navigation that might distract you. Version B removes those things. It adds a whole lot more copy about why you should give. And it led to a 69% increase in donations. That's good. It's also noteworthy that it increased giving proportionally in the same proportion on mobile and desktop. So this template is effective on both devices. Here's what it looks like on a desktop and mobile side by side. Nothing is being hidden for the mobile user. You're keeping all the copy. It's okay to make it a long form scrolling page with a lot of copy that talks about why someone should give. And then you can start to test inside of the copy. Now this organization running this, this experiment uses that same sort of template on the control version. It says, what does CaringBridge mean to you? It has some brand type of language, love, hope, connection.

Speaker 2: CaringBridge means something special to you, and you mean something special to us? Can you support CaringBridge today? Today? Version B took a different approach to the copy using more communal language, uh, type of approach. So I'll highlight a few things for you. The headline, 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? You know, firsthand the impact the CaringBridge can have in a very difficult circumstance, this type of language and this copy test led to a 52% increase in donations, but specifically on a mobile device. It didn't make that much of an impact on desktop, but it made a major impact for mobile users. We'll come back around to the why in a moment. This experiment, although in a different part of the page, the same sort of running concept through it, version A is asking you to choose the type of gift.

Speaker 2: Version B adds a little call out to emphasize why you should actually give a recurring gift. And by adding that call out, it led to a 456% increase in recurring donations. Granted, this is a pretty small sample size, but it's, you know, directional if you will. The call out made minimal difference on desktop, but it made a major impact on mobile. I'll show you one more and we'll talk about maybe some of the why behind this. Version A of this experiment just has this donate and honor of Kelly button, making it simple for mobile users to know where to go to give version B has a lot of copy talking about why you should give and who you're giving to, and it's asking for a specific, uh, donation to join $132 who have made a donation and honor of Kelly. It gives you an option to, uh, leave a note along with your donation and then has the button. There's so much more to read and so much more to interact with that maybe you would say, eh, it's probably too much for a mobile user, but in this case led to a 26% increase in donation and was most impactful for mobile traffic. Here's what I'd submit to you. The details of your copy might actually be most and more impactful for mobile users than they are for desktop users. A few comments

Speaker 3: On why I think this might be true. If I'm looking at a desktop screen that's this big, I'm scanning through. I'm trying to get the best of the information. I'm moving fast. I might not read everything. I might miss a lot of stuff. My screen's pretty wide. I'm gonna miss stuff that's over here in the right column. I tend to read left to right, so I'm not seeing what's over here. I'm not reading all the details, but if I'm looking at my phone, everything is brought even further into focus. Every single word carries that much more weight because it's in a smaller view port where it's right there. I can see the difference in the nuance in the copy more so than I might on a desktop. That's my working idea and hypothesis that I'd submit to you. But the data's pretty clear from the testing.

Speaker 3: These copy experiments in many cases are leading to significant increases on mobile even more so than they are on desktop. Now, we've covered a lot. I have a few parting thoughts for you and as we wrap up here. Number one, I am fully aware that you most likely don't have full control over all the nuances of your donation platform and of your donation form. And you can't necessarily go dive in and tweak some things in the code to go change what the experiment experience looks like when you pull up that phone number, uh, keypad and then the number keypad on the phone number field. So we need to invest in the right tools and in the right platforms, you need one that's mobile friendly. You need one that's easy to add and manipulate the copy and the messaging you need. One that's easy to set up new pages so you can contextualize things for donors in specific situations and specific campaigns.

Speaker 3: And you need the ability to test because none of us know what works. We have to put our ideas to the test. If you need a recommendation on this, I'm happy to give you one. Uh, just let me know. Secondly, don't neglect your copy. Your copy might be the most important thing both on desktop and on mobile. You need the underlying forms to work and to function well, but the copy might be the most important thing. So you can't neglect your copy and you need a tool that can let you implement changes and tweaks and test on your copy. And then third, this is a core value. At next after one of the most important ones always be testing. As you're getting into a new year, you're hopefully you're off to a great start already in 2023, setting goals and all of that, both personally, professionally, as an organization, can you please build testing into what you're working on this year?

Speaker 3: None of us know what actually works until we put it to the test. So I'd encourage you to focus on always be testing throughout this year so you know exactly what works to improve the experience for mobile users and lead to greater giving coming soon to you. I'm planning to get this to your inbox by the end of the week. So the, by the end of the day tomorrow, you should have this. There's a couple little tweaks I wanna make still to make sure that this is in a great spot for you. Um, is this full report on the nonprofit mobile donation experience. Hopefully this webinar has been helpful and insightful. There'll be some additional things in the report that we haven't covered here and vice versa. So we'll make sure that this gets out to you by the end of the week so you can get your own copy of this and dive even deeper.

Speaker 3: Now it is 1 59 and technically we have, oh, it just turned two o'clock, so technically we're out of time, but I'm willing to stay for a little bit and answer any, any questions that there are for the next five to 10 minutes or so. Um, I'm gonna go ahead and turn my screen share off. I'll pull up the q and a. I saw some questions come in there, uh, through the chat as well, so I'll kind of keep an eye there too. Um, someone did say that they're looking for recommendations on a donation platform. Um, I will share with you that, uh, uh, I donate is a fantastic platform. There's a lot of good platforms out there. Um, but specifically we've been working with the, I donate team to kind of engineer what we're learning through testing and optimization directly into the platform. And their latest product is engineering ab testing directly in there as well.

Speaker 3: So you don't necessarily have to go set up Google Optimize and install this stuff in order to run testing. It's built in the platform. So if you're looking for something new, uh, I donate as great tool to go checkout. So, um, take a look at that. Happy to connect you if you'd like a connection there. Uh, I see a question from Becca. She says, and I'm just reading these as we're going. I haven't pre-read these yet, so we'll see. Uh, Becca says this, I think another issue is that many donors are middle-aged and above with the accompanying eyesight changes. Designers and reviewers may be younger, not fully understanding readability issues, nothing to do with technical savvy, but how easy it is to read. It's a really interesting insight. Um, and I'd agree with you, especially in the sense that most donors across most organizations are, are, are 50 and up.

Speaker 3: Um, some organizations, depending on their focus might be more like 60, 70 plus. We see this, um, through a lot of the Google Analytics data that we're looking at, uh, et cetera. So we do wanna keep that in mind. How do we optimize this experience, not just for the the 20 year old, but for, uh, the 60 year old, 70 year old, 80 year old, someone with glasses, <laugh>. I mean very, very simply put not even anything to do with tech savvy as Becca's saying, but just making it readable. We're just chatting about this at lunch a little bit. We have, um, one of our, uh, account leads is working on some testing with an organization whose donors are about 70 years old and older. So how do you design a more accessible page for those people to make sure that they can clearly read the copy and understand why they should give and ultimately, uh, make their donation.

Speaker 3: So great insight, Becca. I I agree with it and I appreciate it. Uh, Caitlin says, do you have recommendations for platforms that offer these options or CRM doesn't have the option to choose which keyboard loads, mobile friendly buttons, tab forms, et cetera? Yeah, I don't know of a tool that lets you manually select which keyboard loads, which is why I say like, you have to choose the right tools up upfront. Um, and again, I would, uh, it's not a CRM tool, but from a donation platform perspective, I donate as a fantastic one. We've been using that tool a lot lately. Um, they're continuing to work on it and make it even better and better and better. Um, so that's one I would certainly encourage you to check out where you can do a lot of this stuff. And, and just from the get go, it's very mobile friendly.

Speaker 3: Um, then also they have, uh, apple Pay that's being integrated into it as well, so that you can go run that test and see what does Apple Pay actually do In terms of my donations, uh, let's see. We've got a question that says, can your confirmation page be a receipt as well? Confirmation pages are actually surprisingly difficult to test on just because of how platforms kind of implement them. So we don't have a lot of testing on the confirmation page itself. Um, but certainly you can confirm on the page exactly how much someone gave and, um, you could include a link to a receipt to go download and something like that. But I would just make sure that on that page, it's not just a bunch of transaction info. It might be a great opportunity to say thank you in a meaningful way and provide someone with a next step that might be paired with, you know, confirming the actual, uh, donation amount that someone just made and all that stuff.

Speaker 3: But I, I would also include copy in there to really meaningfully thank someone and show them here's the impact of your gift and here's what you can do. Next question from Lindsay. Which platforms do you recommend? Uh, again, we've chatted about that, um, so I'll mark that as answered. And then Lynn asked any insight on Give WP I don't know the details of that platform personally that much. Um, I have seen it a couple of times. I know I've chatted with some folks over there. I think it's a decent tool, but I don't really know any of the details about it. So, sorry, I don't have a better answer on that one. Lynn.

Speaker 3: Uh, and then lots of questions about specific platforms. Do you like fundraise? Um, again, I, I'm not, I'm not actually super in the weeds and in the details of a lot of these platforms. I can go get some answers for you. I do like fundraise. I think some of the things that they're, they're doing are really effective. I believe they integrate into a lot of good tools on the mobile side specifically, I don't know all the details over there. Hopefully this has been helpful for you. I know we went a little bit longer to answer some questions, uh, but hopefully this at least gets your brain turning about thinking about those mobile users and what the little tweaks are that you can make in order to improve that experience for them. And then put these things to the test. You really know what works. So you might be surprised to find your best idea actually didn't work or something you didn't think was gonna move the needle that much was actually really impactful. And it's gonna unpack these new learnings about what really works to grow, giving and generosity. So last thing. I'll leave you with this charge. Always be testing this year. I hope that you take that to heart, um, and put your best ideas to the test so we can grow gen, generosity and giving together. I appreciate you all. Thank you for being here. Thank you for giving, giving us your time today. Best of luck in all you're doing. Happy optimizing.