

Your Donate Page Could Be Losing 79% of Donors You Send There – Here's Why! *Quick Fixes to Reduce Friction and Boost your Results*

[Dusty Rhodes "Your Donate Page Could Be Losing 79% of Donors You Send There" - HisAir.Net](#)

Part 3 of the [Fundraising Red Zone series](#)

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FEATURE ARTICLE NEW



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It is now officially the 2024 year-end fundraising season! All your plans, meetings, decisions, logistics, designs, content creation, production elements – oh, and the party planning! - you want it all leading to a celebration of record-setting results for the sake of the mission! And rightfully so!

But...what if 79% of the audience you drive to your donate webpage...do not give?

The bad news – that 79% is a real statistic and it happens way too often. People find your donate page and then get distracted, confused or frustrated while trying to give and they give up trying.[1] Researchers blame it on ‘friction,’ a resistance people experience when trying to complete an action. People are on your donate page because they are ready to give, most likely, but something about the webpage is slowing them down enough they do not complete their transaction.

The good news - fixing issues is usually a relatively quick change to some tactical aspects on the donate page. Doing so can greatly improve the donor’s experience so they complete their transaction, satisfying both you and the donor.

To clarify, friction is not about a malfunctioning donate page where there’d be immediate widespread agreement to get it fixed. Friction is often ‘good things’ including form layout on the donate page that a well-intentioned person or department wanted there, but it is slowing the donor down to the point of leaving the page before giving. According to the Donate Page Friction Study[2] examples can include *Decision* friction, asking donors to decide too many options; *Confusion* friction, forcing donors to make a decision they were not prepared for; *Field* friction, asking for too much information; *Steps* friction, requiring too many clicks, page-loads and steps.

In many cases taking actions to reduce friction on your donate page will not be strategic changes to your overall campaign, as it’s too late for those. [We’re too inside that fundraising red zone I wrote about earlier](#), similar to football teams playing in the red zone close to the goal line, the closer we get to our goal lines midnight December 31st the more critical it is to execute at your highest level because there is little to no time left to make up for costly mistakes. While reducing this friction should

not affect your strategy, making tactical changes will improve the positive outcomes of your strategy because more donors will complete their transaction.

Here are three examples of friction on donate pages from that recent study, and some tested tactics you can act on to improve response levels.

Field Layout Friction

In this experiment, the amount of information in these two forms are the same. The only difference is the layout. The donation form on the left used vertical space, so this form appears longer to the donor. The donation form on the right used horizontal space and also grouped similar fields together, such as city, state, and zip code.

NOT THIS

Your Information

* First Name

* Last Name

* Country
United States
* Street Address

Street Address 2

* City

* State
-Choose-
* Zip Code

* Email Address

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

 Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

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

BUT THIS

Your Information

* First Name _____ * Last Name _____
* Country
United States
* Street Address

Street Address 2

* City _____ * State -Choose- * Zip Code _____
* Email Address _____ Preferred Phone _____
 Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number _____ * Verification Code _____
* Expiration Month -Choose- * Expiration Year -Choose-



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

Tip: Keeping all fields on one page gets higher response rates than making the donor click to a 2nd or 3rd webpage to complete their information.

Confusion Friction

Confusion in the donor's mind happens when unexpected items appear like navigation bars, multiple calls-to-action, distracting links, and messages that are irrelevant to making the transaction. A classic example is the navigation bar at the top of the donation page. From the donor's perspective, they have already expressed interest in donating by coming to the donation page. A navigation bar or links to other pages often leads them away from completing the donation.

FROM THIS



TO THIS



In the example above, the organization saw **almost a 200% increase in donations by removing the navigation bar on top**. Removing it prevents the donor from navigating to another page, such as Events or the Blog page, while completing the donation form.

Tip: If you want to display a seal of accreditation approval on your donate page (for example, ECFA), display the seal without imbedding a link in it.

Decision Friction

Asking the donor to make too many decisions, especially without context and clarity, can cause them to hesitate when they would prefer to continue moving forward and complete the form.

NOT This

YOUR DONATION

\$50 \$100 \$200 \$500 \$ Other Amount

Add 3% to my donation to cover credit card fees.

Make this a recurring gift! I want to save lives every month as a Caring Partner.

Dedicate my donation in honor or in memory of someone.

PAYMENT DETAILS

Card Number *

Expiration * Security Code

YOUR INFORMATION

Name *

I am giving on behalf of an organization.

Email *

Phone *

Country *

I have a military address.

Address *

City *

State *

Zip Code *

Comments

We'd love to hear from you!

Give Now

AMOUNT: \$10

BUT This

YOUR DONATION

\$50 \$100 \$200 \$500 \$ Other Amount

Make this a recurring gift! I want to save unborn babies 365 days a year.

PAYMENT DETAILS

Card Number *

Expiration * Security Code

YOUR INFORMATION

Name *

I am giving on behalf of an organization.

Email *

Phone *

Country *

I have a military address.

Address *

City *

State *

107% in Donations

GRAND AMOUNT: \$10

Care Net is a public charity, exempt from federal income tax as an organization, described in Section 501(c)(3) of the Internal Revenue Code. All contributions to the organization are tax-deductible to the fullest extent of the law.

In the example above, even though the form is asking for appropriate information such as dedicating the donation in honor of someone or leaving a comment, organizations saw a **107% increase in donations by removing those additional questions.**

Tip: Those and other questions can be asked later such as on a Thank You webpage that displays after their transaction, or in a post-transaction Thank You email that is sent later.

If you choose to make some of these changes or more to reduce your donate page friction, try to get them done either before you conduct another on-air fundraising event and certainly before the final week of December which, typically, is the biggest fundraising week of the month.

Most call-to-actions from on-air appeals to emails to text giving messages to QR codes and even direct mail response pieces, are likely directing people to the website donate page. Considering that, plus Giving USA studies reminding us each year the number of donors to mission-driven nonprofits

nationwide are declining, including to listener-supported Christian music radio stations, that is hopefully enough incentive for us to do whatever we can to give our donors the easiest and simplest experience when trying to give their gift.

Tip: You can take a friction self-assessment specific to your own donation webpage. You'll receive a personalized Donation Page Friction score with industry benchmarks and specific tips to reduce unnecessary friction – all based on a/b testing and first-hand research. It is free courtesy of *Fundraise Up* and *NextAfter*. Here's the link: [Take the Assessment | Donation Page Friction Assessment](#)

[1] The 2021 M+R Benchmark donate page conversion rate is 21%; 79% of people who visit the main donation page with interest in giving, do not give.

[2] 2021 Donation Page Friction Study; surveyed 643 organizations across 17 different verticals including faith-based and public broadcasting outlets.

Dusty Rhodes is a strategic executive helping nonprofit leaders grow revenues to fulfill their missions for wider and deeper impact! He works alongside leadership creating visionary strategic plans and the revenue strategies to fund them for sustainable growth. His accomplishments span 30+ years serving in Christian media and ministry as an award-winning radio morning show talent, Program Director, General Manager, Chief Operating Officer, Chief Development Officer and Senior Vice President.

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