

# Online Giving Page Audit

Prospective donors leave the giving page at high rates when they encounter frustrating interfaces. The online donation process must be as smooth as possible to maximize conversion rates.

Use the below audit to determine how best to streamline your giving page.

## Identify Unnecessary Giving Page Fields

In the table below, list the information fields your giving page asks donors to fill out. To identify which fields you can safely remove, choose whether each one is "nice" or "need" to have. Select how negative an impact removing the field would be (e.g., removing the "name" field would likely be high, as you would not be able to identify donors, while removing "business address" would be low).

(Note: Giving page conversion rates drop off precipitously after 15 fields.)

Information Field Name	Nice to Have or Need to Have?		Negative Consequences of Removing It?		
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
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	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High
	Nice	Need	Low	Medium	High

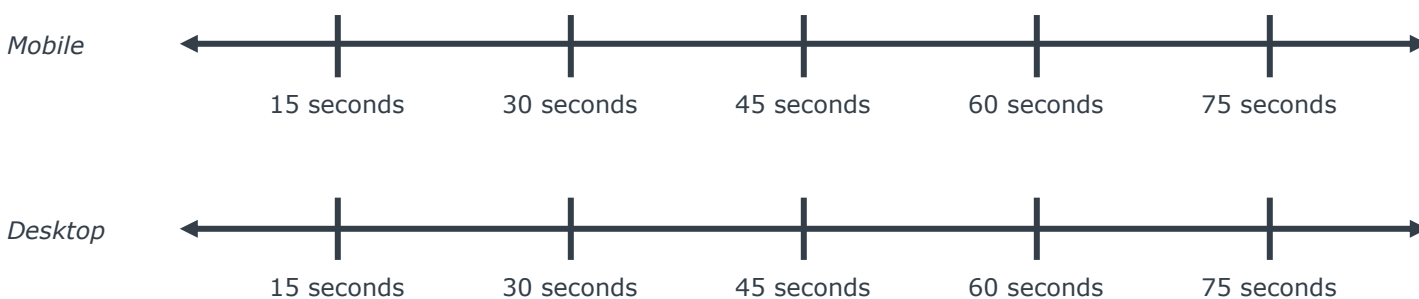
# Online Giving Page Audit (cont.)

## Calibrate Time to Checkout

To benchmark your giving page's current performance, open it on your mobile device and on a desktop computer. (You should navigate to the page that opens when you click on "Give Now" on your advancement website.)

Fill out all of your information (including your credit card number), but do not hit submit. Keep track of how long it takes you to complete all of the information fields from the moment you first open the page.

Repeat the process with four of your peer institutions' giving pages to evaluate how you compare. Mark below how long it takes to complete your institution's giving page with a dark circle. Use the numbers 1 through 4 to indicate how your peers performed.



## Evaluate Giving Page Replacements

Countless vendors offer streamlined giving pages that expedite checkout and boost conversion rates. Use the table below to organize your notes on the providers that your institution is evaluating.

Vendor Name	What do you like about their page?	What do you dislike about their page?	How easy would implementation be?