

The Fast and the Frictionless

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Director of Product, GiveCampus

June 15, 2022



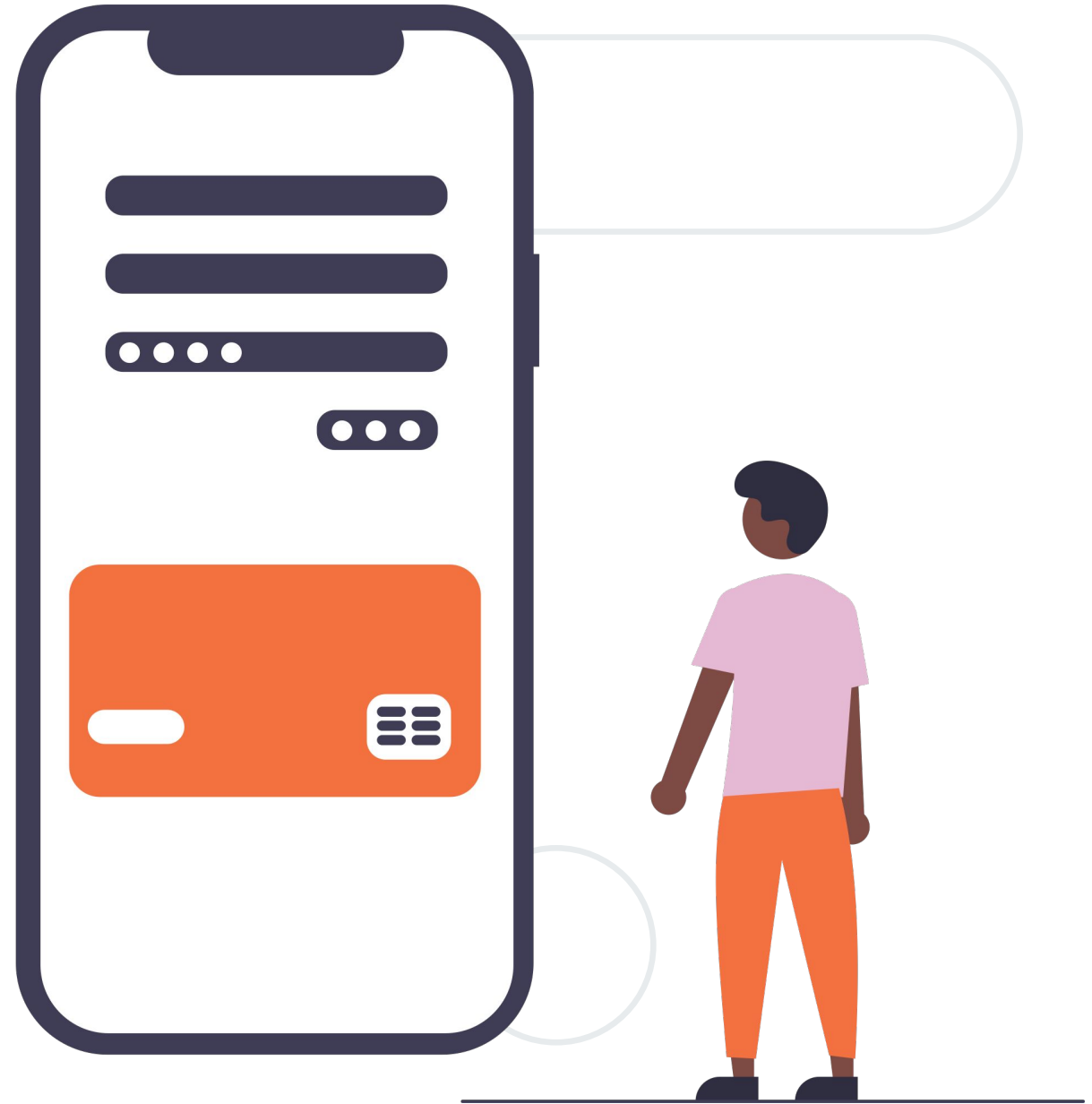


About GiveCampus

GiveCampus is the world's leading fundraising platform for non-profit educational institutions. Trusted by more than 1,000 colleges, universities, and K-12 schools, our mission is to advance the quality, the affordability, and the accessibility of education.



**It's gotten harder
to secure each gift**





Small changes add up

Status Quo

1000 page visits

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400 donors converted

x \$400 avg gift

\$160,000 raised

Conversion Optimized

1000 page visits

- + Mobile-first design
- + Digital wallets
- + Remove 1 req. field
- + Remove 2 text fields

482 donors converted

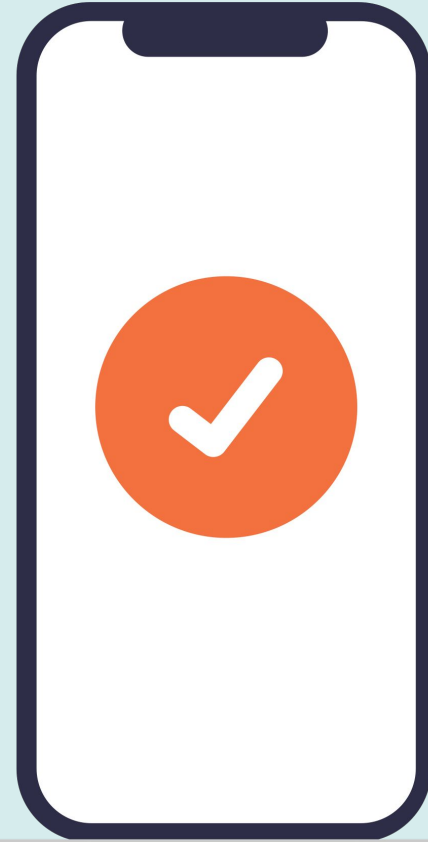
x \$400 avg gift

\$192,800 raised

+\$32,800



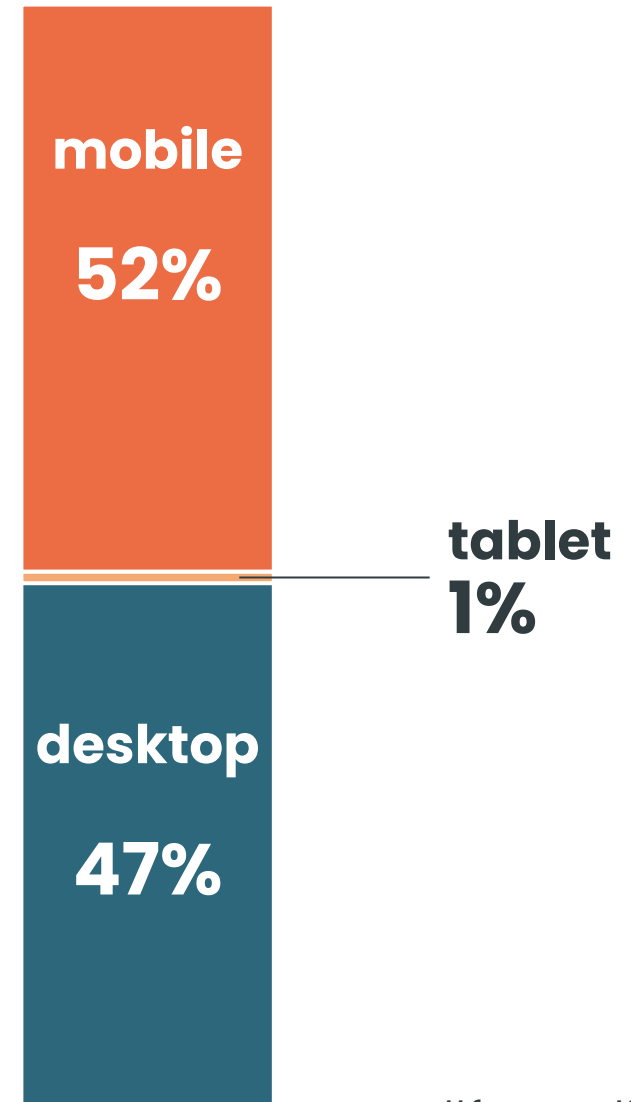
frictionless
giving
experiences are
convenient



over half of
donors are **on**
their phones

device type

last 90 days on GiveCampus



9:48
Mail

Online Giving Form

Donation Information

Gift # 1

Fund / Designation Selection

Gift Amount

Comments

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address
ie: example@technolutions.com

First Name

Middle Name

Last Name

Birthdate

Home Address



GIVECAMPUS

10:14
Mail
givecampus.com

COLGATE UNIVERSITY Sign in

Thank you for your gift during Reunion weekend.

Your support makes Colgate's historic transformation possible.

\$13.00 \$113.00 \$2,000.00

Amount *

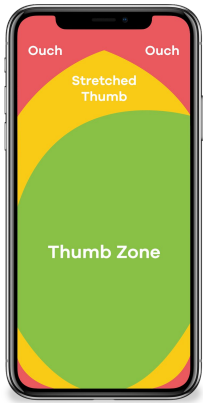
Designation
Select a Designation

Name *

Email *



#fastandfrictionless



small fields, off to one side

10:20

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address

First Name

Middle Name

Last Name

Birthdate

Home Address

Country

Street

City

State

Postal Code

Submit

GIVECAMPUS



10:14

COLGATE UNIVERSITY

Designation

Name *

Email *

Pay with venmo

Pay with PayPal

Apple Pay

or

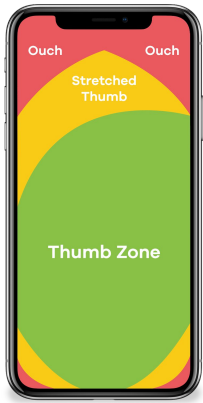
Make Your Gift

* Indicates required field

large fields, accessible across thumb zone



#fastandfrictionless



10:20

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address

First Name

Middle Name

Last Name

Birthdate

Home Address

Country

Street

City

State

Postal Code

Submit

small button
outside thumb
zone

GIVECAMPUS



10:14

COLGATE UNIVERSITY

Designation

Name *

Email *

By continuing, you certify you have read and agree to the terms of service and the privacy policy.

Pay with venmo

Pay with PayPal

Apple Pay

or

Make Your Gift

* Indicates required field

large buttons,
accessible across
thumb zone



#fastandfrictionless

10:20

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

\$

Donor Biographical Information

Email Address

ie: example@technolutions.com

First Name

Middle Name

Last Name

Birthdate

Home Address

Country

United States

Street

City

State

Select State

Postal Code

Submit

not enough space between fields, leading to errors



GIVECAMPUS

10:14

Mail

givecampus.com

COLGATE UNIVERSITY Sign in

Designation

Select a Designation

Name *

First, MI, Last Name

Email *

Email

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Pay with **venmo**

Pay with **PayPal**

Apple Pay

or

Make Your Gift

* Indicates required field

plenty of space between fields, reducing errors



#fastandfrictionless

5%

increase in conversion after we
implemented a mobile-first design

digital wallets

Recurring

Name *


Leslie Knope


Email *

leslie@pawnee.edu

By continuing, you certify that you have read and agree to the [terms of service](#) and [privacy policy](#).

venmo

 **PayPal**

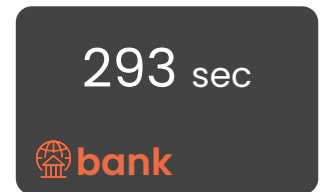
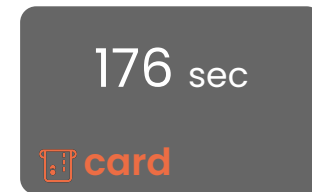
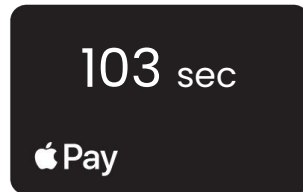
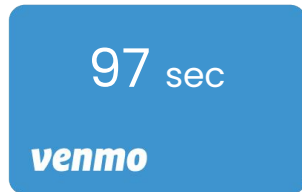
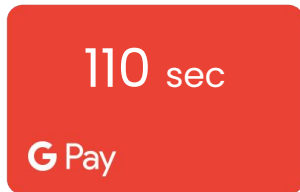
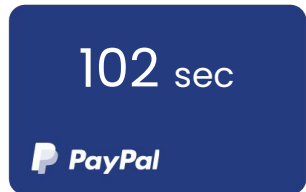
 **Apple Pay**

Checkout

65% of gifts made on mobile devices use a digital wallet



Digital wallets save donors, on average, 73 sec per gift



digital wallets

average 102 sec



frictionless
giving
experiences are
convenient

✓ Convenience Checks

- Conduct a “thumb zone” test

Pull up your form on your phone, look for:

- field size and placement
- button size and placement
- breathing room between fields

- Conduct a digital wallet audit

Do you offer:

- PayPal
- Venmo
- Apple Pay
- Google Pay

Are they visible when donors first land on your form?



frictionless
giving
experiences are
seamless



fewer steps

Development & Alumni Relations

Online Giving Form

Donation Information

Gift # 1

Fund / Designation Selection

Gift Amount

Comments

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address

First Name

Middle Name

Last Name

Birthdate

Home Address

Country


Street

City

State

Postal Code

Submit



Sign In

Women in STEM Solving Problems

Applied Science for a world that works for everyone

Amount *

Name *

Email *

Please share what inspired your gift to WISSP today

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Pay with **venmo**


Pay with **PayPal**

Apple Pay

or

Make my Gift

* Indicates a required field



-0.6

percentage point decrease in conversion for
each additional field added before payment

-1.2

percentage point decrease in conversion for
each additional field added before payment

-1.2

percentage point decrease in conversion each
time a field is set to **required*** before payment

-2.4

percentage point decrease in conversion each time
a new, **required*** text field is added before payment



Online Giving Form

Donation Information

Gift # 1

Fund / Designation Selection

Gift Amount

Comments

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address

First Name

Middle Name

Last Name

Birthdate

Home Address

Country

Street

City

State

Postal Code

Submit

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15



Women in STEM Solving Problems

Applied Science for a world that works for everyone

Amount *

\$

Name *

First, MI, Last Name

Email *

Email

By sharing your email you will receive a quarterly newsletter that provides project updates.

Please share what inspired your gift to WISSP today

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Pay with venmo

Pay with PayPal

Apple Pay

or

Make my Gift

* Indicates required field

1

2

3

4

+16.8pp

increase in conversion




+168 donors

per 1000 page visits



+\$67,200

assuming avg gift of \$400

 Log In

Support Pawnee University




All gifts help secure the University's position as a premier institution of learning


Amount *


Name *

Email *

By continuing, you certify that you have read and agree to the [terms of service](#) and [privacy policy](#).


  





 Log In


Have you recently moved or do you need to update any key contact information?


Home Address


 **99 M Street Southeast** Washington, DC, USA

 **99 Madison Avenue** New York, NY, USA


 **99 Main Street** Hempstead, NY, USA


 **99 MacDougal Street** New York, NY, USA


 **99 Maple Ave** Richmond, VA, USA

powered by 

Cell Phone








 Log In


Thank you for your generosity!


Did you know that alumni are **44% more likely** to make a gift if someone they know invites them to?

[Make another gift!](#)






Double your impact!
See if your employer will match your donation




All information provided by Double the Donation 

less time

Address

-  **99 M Street Southeast** Washington, DC, USA
-  **99 Madison Avenue** New York, NY, USA
-  **99 Main Street** Hempstead, NY, USA
-  **99 MacDougal Street** New York, NY, USA
-  **99 Maple Ave** Richmond, VA, USA

powered by 

11 sec

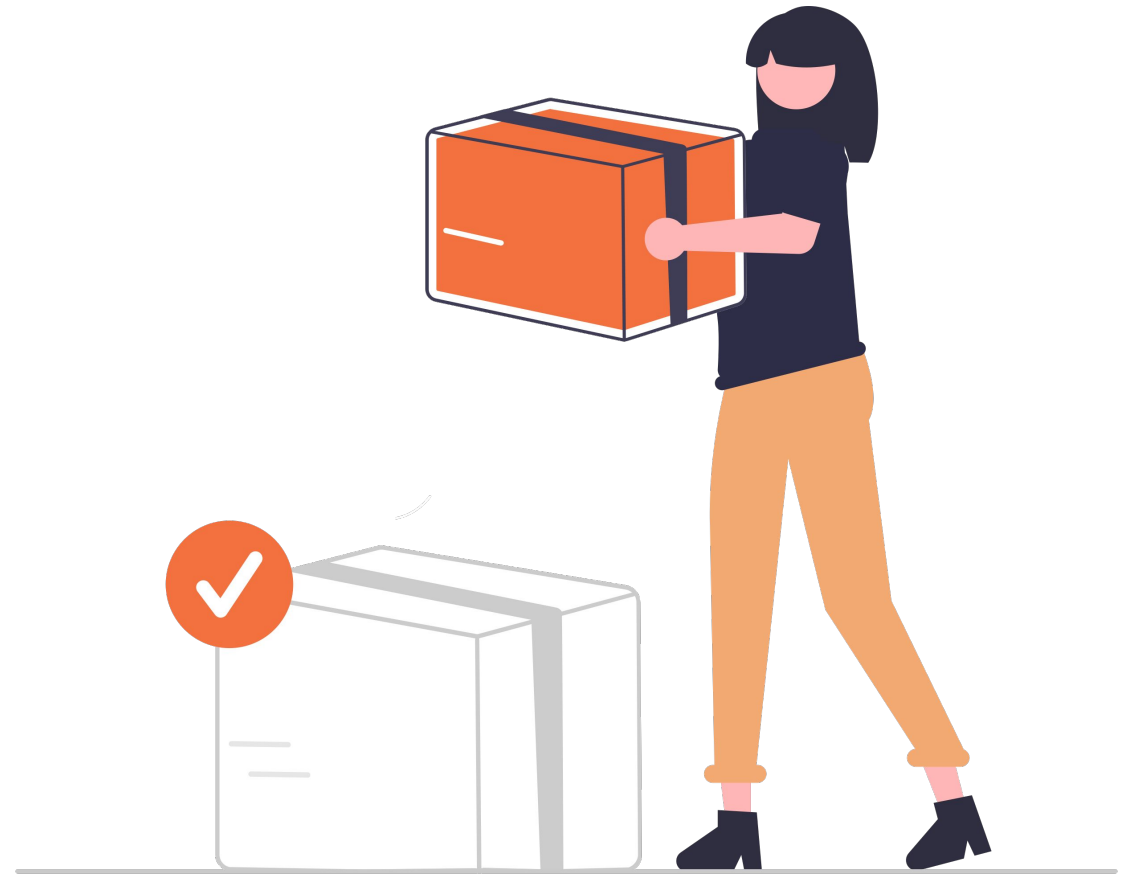
faster to complete the form with

 Address Autocomplete

+0.24

percentage point increase in conversion
with **Google** Address Autocomplete

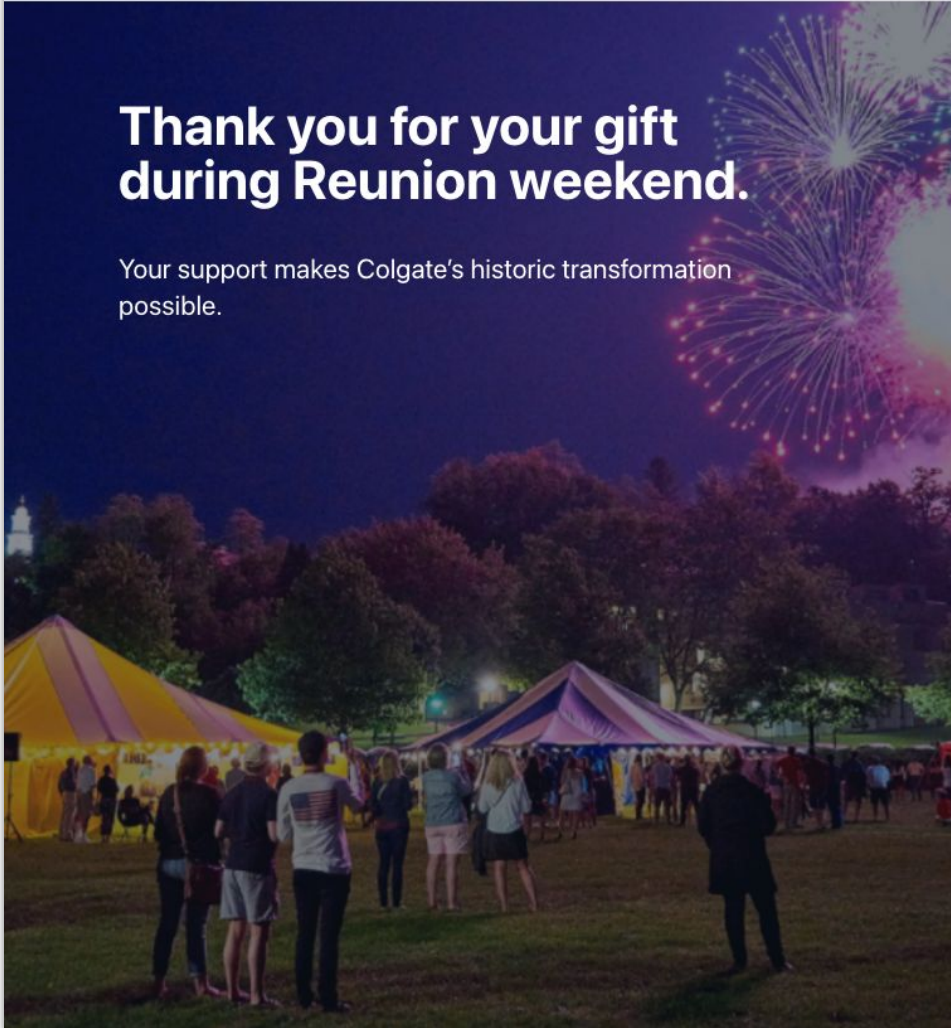
less complexity



COLGATE UNIVERSITY

Thank you for your gift during Reunion weekend.

Your support makes Colgate's historic transformation possible.



suggested ask amounts

\$13.00

\$113.00

\$2,000.00

Amount *

\$

Designation

Select a Designation

Name *

First, MI, Last Name

Email *

Email

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Pay with **venmo**

Pay with **PayPal**

or

Make Your Gift

* Indicates required field

66%

of donors pick from suggested ask amounts



Thank you for your loyal support of Hobart and William Smith Colleges.

Every year, you make a gift that helps students learn and grow at HWS. Loyal support from donors provides critical financial aid that is relied on by 90% of our students.

As you renew your support again this year, please consider a monthly gift to provide critical, sustained support to HWS students now and in the future.

One-Time		Recurring
\$1,000.00	\$500.00	\$250.00
\$100.00	\$50.00	

Renew My Gift Of: *

Support our students year round with a monthly gift.

Area of Support *



priority designation

Name *

Email *

Country *

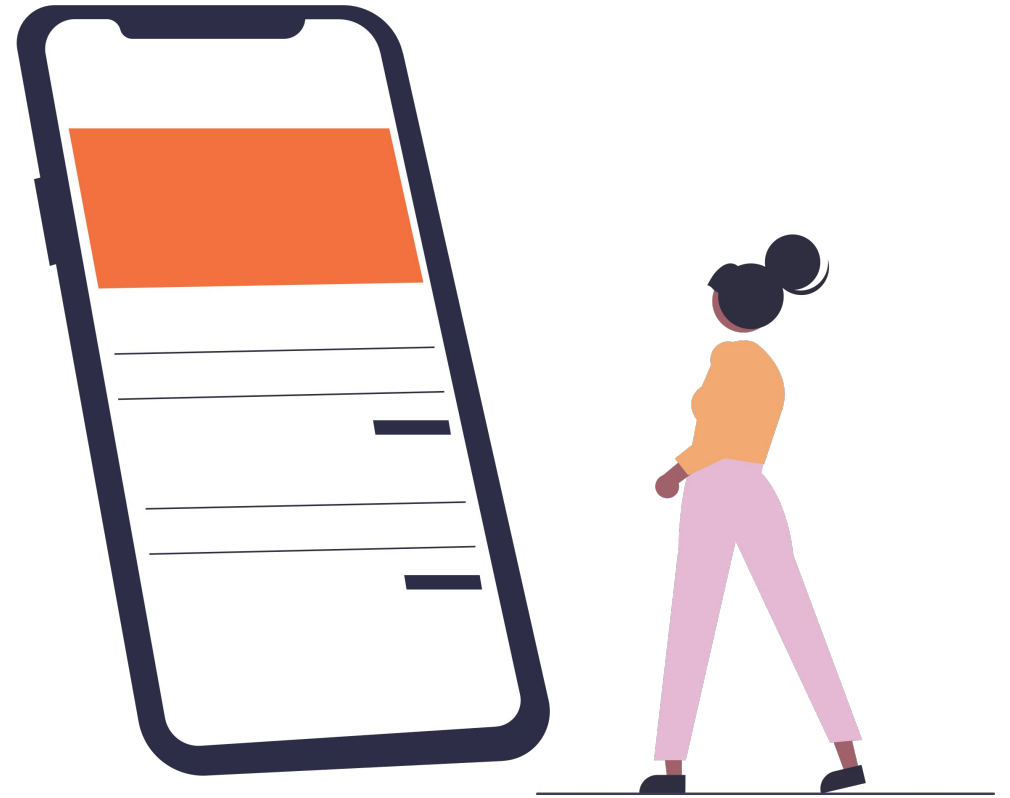
ZIP code *

Looking to make this gift in honor / memory of someone? Enter their name after you complete your gift!

56%

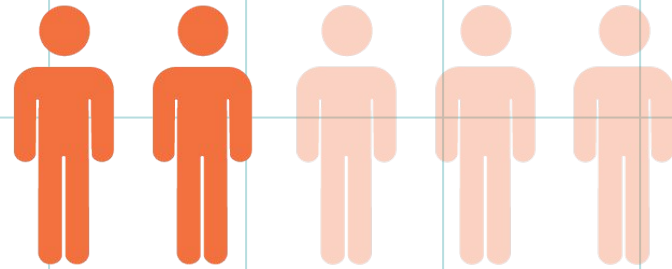
of donors who select a designation
choose from the priority list

recurring giving

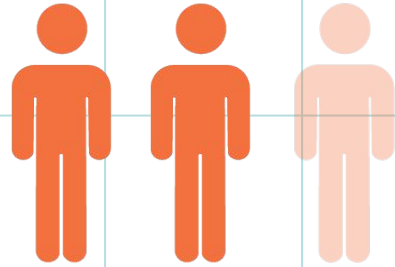


85%

of fundraising initiatives on GiveCampus offer
recurring giving as an option for donors

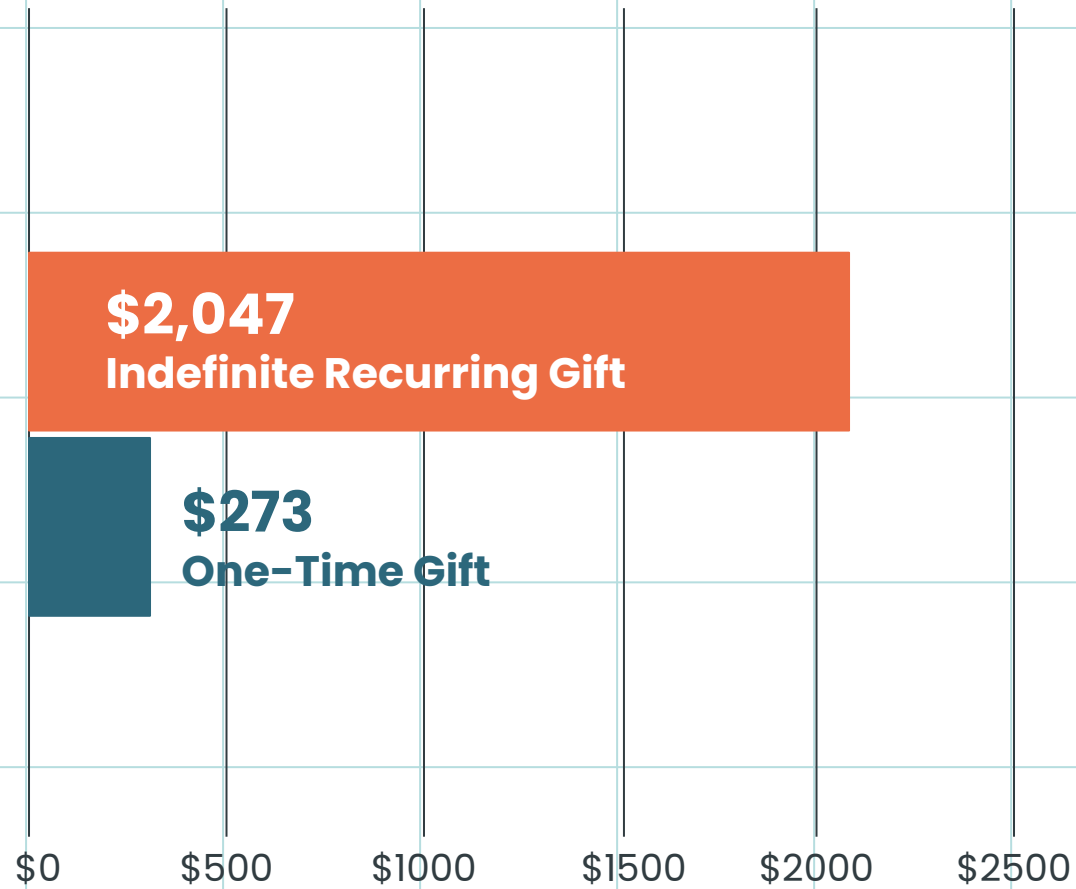


40% of recurring gifts are set up as **indefinite**



68% of recurring gifts are set up as **monthly**

Expected Lifetime Value





frictionless
giving
experiences are
seamless

✓ Seamlessness Checks

Conduct a form field count

Calculate conversion impact of:

- # text fields (-1.2pp)
- # required fields (-1.2pp)
- # required text fields (-2.4pp)

Conduct a complexity audit

For each field or step on your form:

- Can you use automation or defaults?
- Can you provide structured choice?
- Can you move it to a post-payment form?

Evaluate recurring giving options

Do you offer:

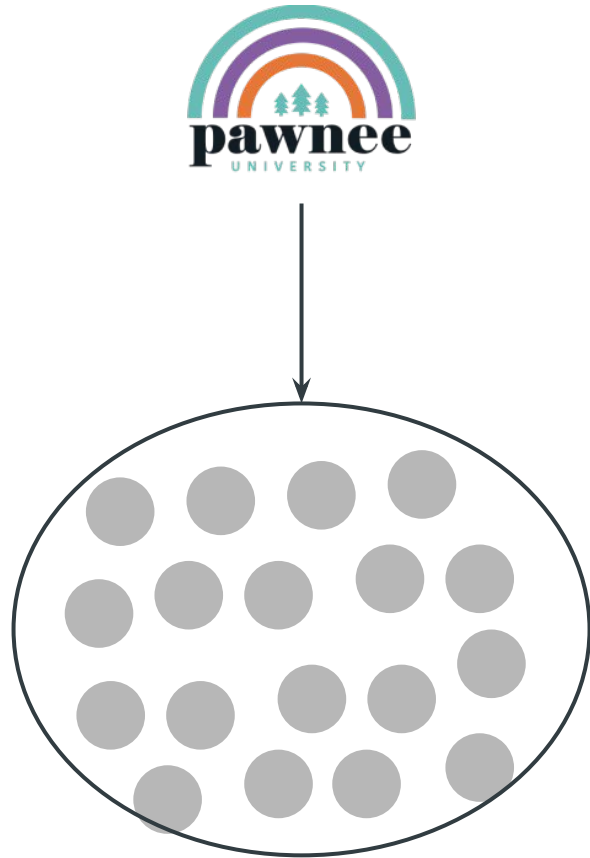
- Monthly and annual recurring giving?
- Indefinite recurring giving?
- Ability to upgrade gifts?
- Card auto-rescue?



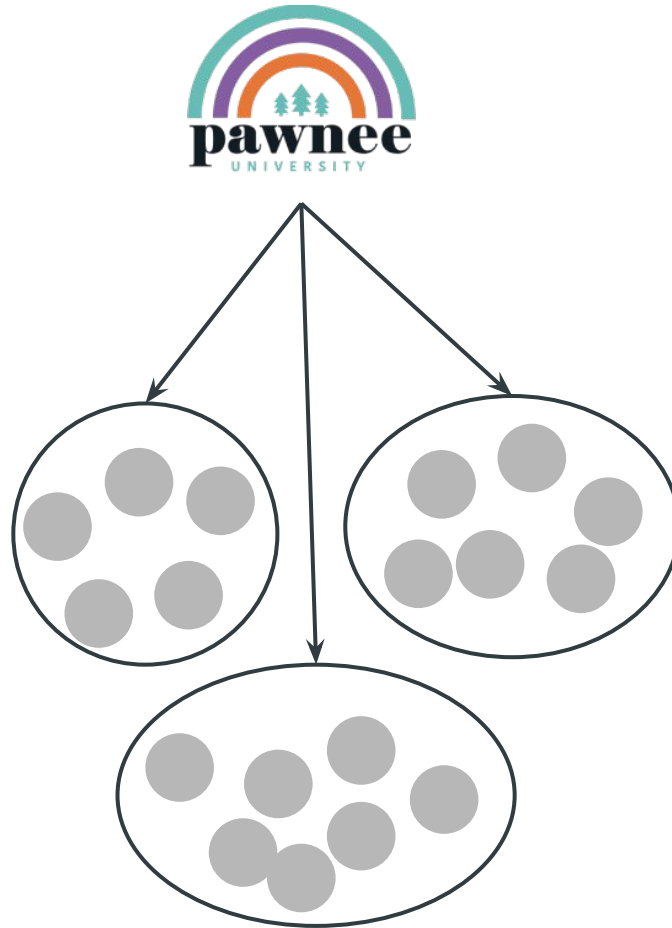
frictionless
giving
experiences are
personalized



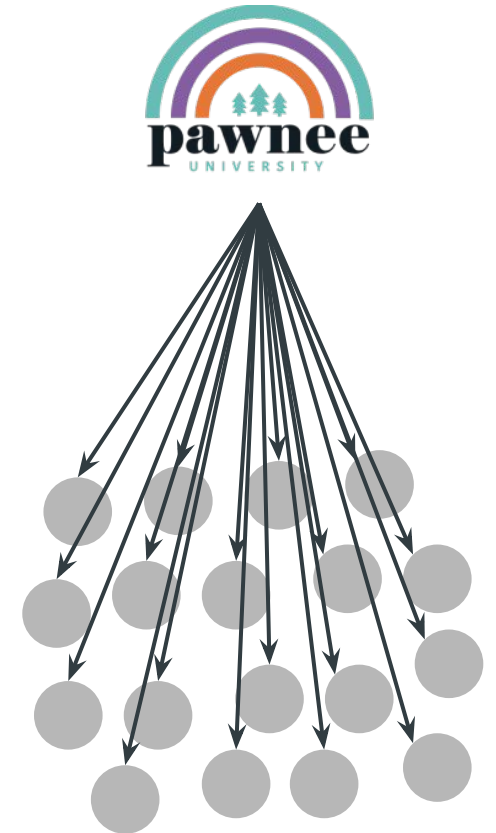
ONE-TO-MANY



ONE-TO-SOME



ONE-TO-ONE



Thank you for your loyal support of Hobart and William Smith Colleges.

Every year, you make a gift that helps students learn and grow at HWS. Loyal support from donors provides critical financial aid that is relied on by 90% of our students.

As you renew your support again this year, please consider a monthly gift to provide critical, sustained support to HWS students now and in the future.

One-Time	Recurring	
\$1,000.00	\$500.00	\$250.00
\$100.00	\$50.00	

Renew My Gift Of: *

\$ Enter an amount to keep your annual streak going!

Support our students year round with a monthly gift.

Area of Support *

Annual Fund +

Select or search for the fund(s) of your choice. ▼

Name *

First, MI, Last Name 👤

Email *

Please share your preferred email

Country *

United States ▼

ZIP code *

ZIP or postal code

Looking to make this gift in honor / memory of someone? Enter their name after you complete your gift!

Thank you for giving back to St. Lawrence 🎁

You've probably heard that gifts of all size matter. But do they really make an impact? Ummm.... **YES!** ✅

Each year, young alumni average over \$100,000 in giving, making a MAJOR impact 🙌. Your gift shows current students you've got their backs and reinforces that St. Lawrence has one of the top alumni networks in the country.

Thank you for supporting St. Lawrence! ❤️❤️❤️

One-Time	Recurring
\$5.00	\$10.00
\$25.00	
\$50.00	\$100.00

Amount 💰 *

Support our students year-round with a monthly or yearly gift.

Designation

Select a Designation ▼

Name *

First, MI, Last Name 📄

Email *

Email

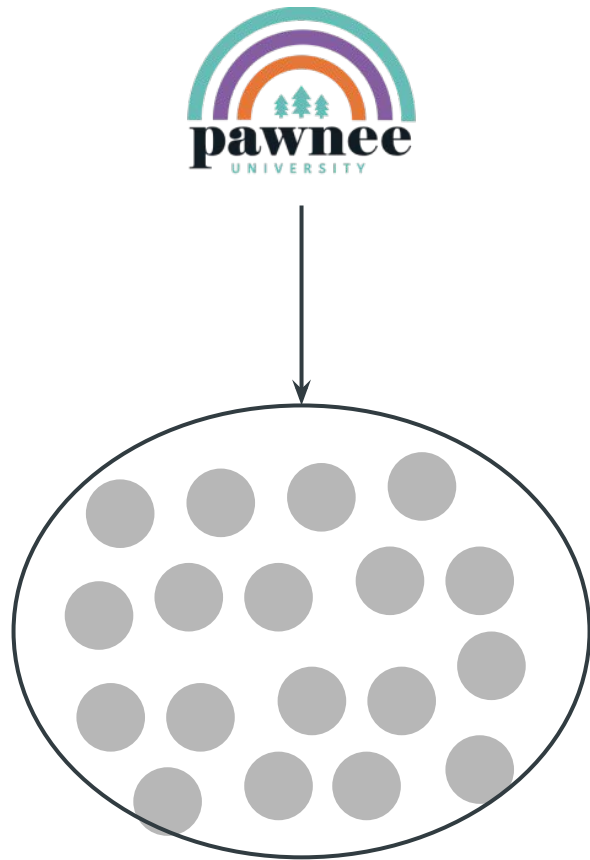
Country *

United States ▼

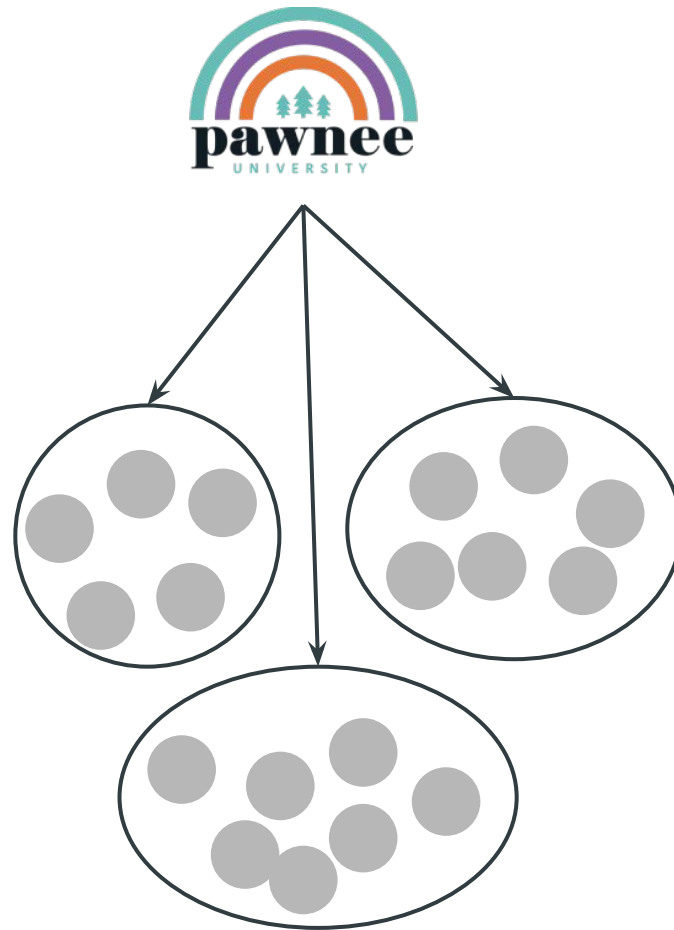
ZIP code *

ZIP or postal code

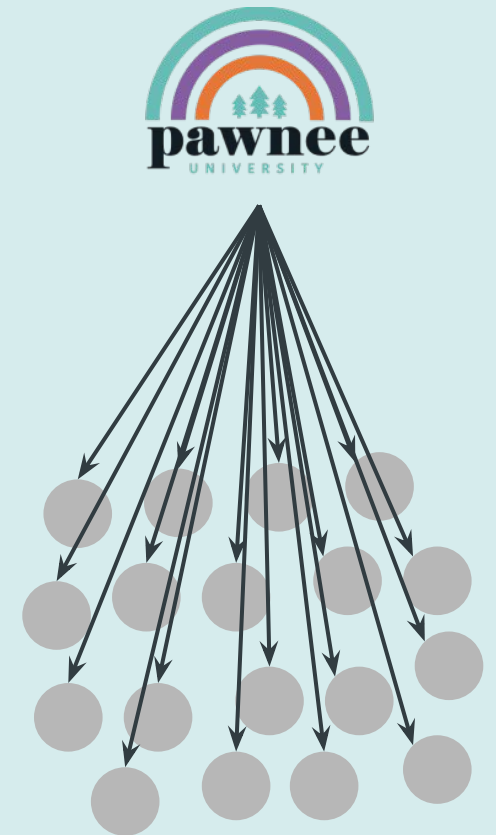
ONE-TO-MANY

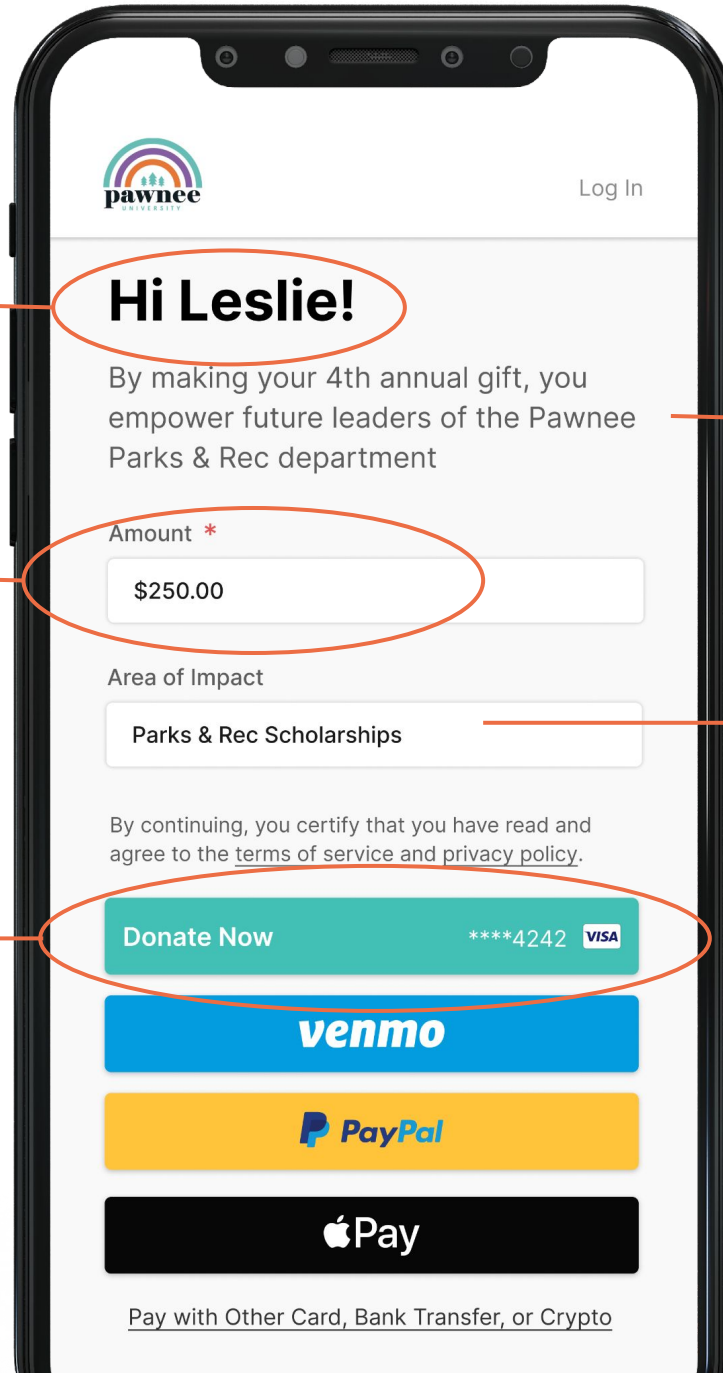


ONE-TO-SOME



ONE-TO-ONE





greet each donor by name

set an ask amount unique to each donor

show default, saved card for one-click gift

deliver a personalized call to action

default to the designation you know each donor cares about



frictionless
giving
experiences are
personalized

✓ Personalization Checks

Conduct a messaging audit

Can you:

- Tailor messaging to different segments?
- Pull messaging through form fields?
- Tailor messaging to each donor?

Conduct a personalization audit

Can you:

- Personalize ask amounts for each donor?
- Personalize designations for each donor?
- Avoid asking the donor for information you already have?
- Allow donors to complete their gift in one click?

**Don't lose them
at the finish line!**



feedback?

jennnn@givecampus.com

schedule a demo?

info@givecampus.com