



# How creating a “short-cut” to the donation form affected donation conversion

Experiment ID: #2107



# Donation Form “Short-Cut”

## Tested Elements:

- Personalization of the Headline to increase the relevancy of the donation
- Additional copy added to increase clarity

## Treatment

The screenshot shows a donation form for Heritage Action for America. The form is titled "Treatment" and features a red border around the main content area. The main content area includes the Heritage Action for America logo, a "Donate Now" button, and a headline that reads "You can force the candidates to uphold conservative". Below the main content area, there is a section titled "Make your gift to Heritage Action" which includes a form for donor information and payment details. The form includes fields for name, address, city, state, zip, and phone number, as well as a "Donate Now" button.

# Donation Form “Short-Cut”

## Control

**HERITAGE ACTION FOR AMERICA**

**You don't want another 'moderate' in the White House**

For too long, Washington politicians have used hyper-partisanship to control the agenda, not to solve the problems of our nation. It's time to change the way we do things. We need a government that respects the rights of all Americans, not just the interests of special interest groups.

**You can force the candidates to uphold conservative principles**

There's only one way to ensure that the candidates who run for office in 2016 are the ones who will uphold the principles of the Constitution: you can force them to do so. By making the candidates of the major parties sign the Heritage Action Pledge, you can ensure that the candidates who run for office in 2016 are the ones who will uphold the principles of the Constitution.

**First, we put all the candidates on record regarding the conservative principles you believe in.**

Heritage Action for America is the only organization that has put all the candidates of the major parties on record regarding the conservative principles you believe in. We've done this for the past several years, and we'll do it again in 2016. We'll put all the candidates of the major parties on record regarding the conservative principles you believe in. We'll do this for the past several years, and we'll do it again in 2016.

- Limited Government:** How does each candidate plan to reverse the course of the last eight years, such as discretionary spending, and regulate the economy?
- Security:** How does each candidate plan to ensure the security of our nation, and the safety of our citizens?
- Opportunity:** How does each candidate plan to ensure that every American has the opportunity to succeed?
- National Security:** How does each candidate plan to ensure that our nation is secure, and that our citizens are safe?

**Second, we use grassroots pressure to compel them to stick to their guns and defend our conservative principles.**

Heritage Action for America will release our one-of-a-kind Presidential Platform Review, which will examine the policies proposed by every single presidential candidate. We will publish our findings, and we will support the right of every citizen to express their views. Using our influence, we will ensure that all presidential candidates are held accountable for their positions.

**Make your gift to Heritage Action**

**My Gift Amount**

**Your Information**

First Name  Last Name

Address

City  State  Zip

Phone

Day  Night

Cell

**Payment Details**

Credit Card Number

Expiry Month  Expiry Year

**Make my gift to Heritage Action**

## Treatment

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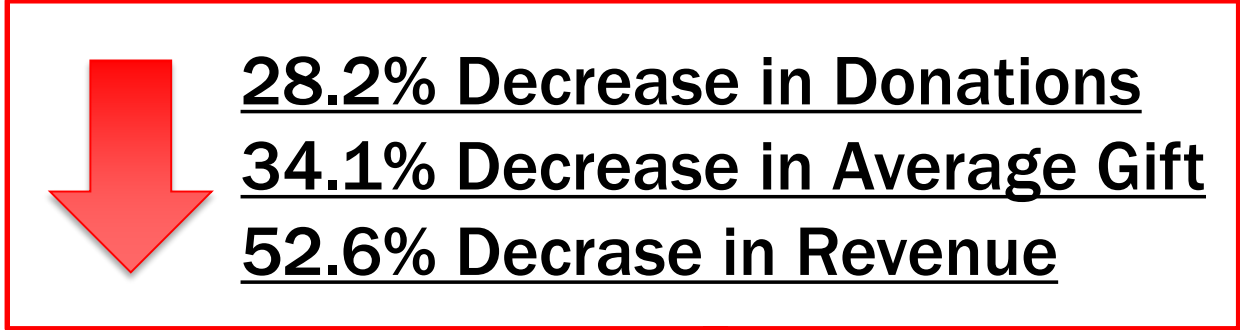
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**Your Information**

First Name  Last Name

Address

City  State  Zip

Phone

Day  Night

Cell

**Payment Details**

Credit Card Number

Expiry Month  Expiry Year

**Make my gift to Heritage Action**

# Donation Form “Short-Cut”



52.6% decrease in donations

Version	Donation Conversion	Relative Diff	Stat Confidence
C: No Donate Button	3.2%		
T1: With Donate Button	2.3%	-28.2%	97.8%

## Key Learning:



By adding a donation button, we enabled the donors to bypass the value proposition which decreased conversion and average gift.