

## Friction! It's What's Killing Your Online Donations

### Identifying Friction in the Giving Process

**Defined:** /'frikSHən/ Noun.  
Anything that causes psychological resistance to a given element in the online donation process.

#### Examples of Length Friction:

- **Steps Friction** – having a large number of steps to complete in order to give a donation
- **Fields Friction** – having a large number of fields to complete in order to give a donation

#### Examples of Difficulty Friction:

- **Decision Friction** – requiring a gift designation code, having multiple options
- **Confusion Friction** – using unclear copy or “inside baseball” language
- **Error Friction** – making users have to re-input all of their data when an error is submitted
- **Device Friction** – making users have to pinch and zoom to complete a donation on a mobile device
- **Registration Friction** – making users have to create an account prior to giving a gift
- **Focus Friction** – making it unclear to the user where they need to go and/or click in order to give their donation

## Self Assessment

Is there friction in your online giving process? Answer the following questions to the best of your knowledge to find out if friction may be slowing your donors down.

SECTION ONE		YES	NO
1	Does your giving page have include links to other content pages?	<input type="checkbox"/>	<input type="checkbox"/>
2	Does it take more than 1 click to complete your donation process?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does it take longer than 5 seconds for your donation page to load?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do you have gift designation options on your donation page?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you provide an option to make a gift in memory of someone else?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your form include any additional fields besides payment and contact information?	<input type="checkbox"/>	<input type="checkbox"/>
7	Do you have to pinch and zoom to complete your donation page on a mobile device?	<input type="checkbox"/>	<input type="checkbox"/>
8	Do you require visitors to register an account to make a donation?	<input type="checkbox"/>	<input type="checkbox"/>
9	When a field is omitted, does your donation page highlight the missing field(s)?	<input type="checkbox"/>	<input type="checkbox"/>
10	Does it take more than 2 steps to complete a donation?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does it take more than 1 click to reach the donation form from the "Donate" button from the homepage?	<input type="checkbox"/>	<input type="checkbox"/>
12	Does your donation process require donors to add a donation to a "cart"?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your donation process ask donors to opt-in to emails?	<input type="checkbox"/>	<input type="checkbox"/>
14	Has it been more than 6 months since you ran a test donation?	<input type="checkbox"/>	<input type="checkbox"/>
15	Does your donation page have buttons, banners, or navigation that takes the donor out of the donation process?	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL FOR "YES"</b>			
<b>TOTAL FOR "NO"</b>			

<b>SECTION TWO</b>		<b>YES</b>	<b>NO</b>
1	Do you currently monitor and measure your donation abandonment rate?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you know what your average donation conversion rate is?	<input type="checkbox"/>	<input type="checkbox"/>
3	Have you performed an A/B split test on your donation process in the last 6 months?	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you made any changes to your giving page in the last 3 months?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you have a benchmark or goal for your donation conversion rate on your web site?	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL FOR "YES"</b>			
<b>TOTAL FOR "NO"</b>			

Add together the total number of "Yes" responses from SECTION ONE to the total number of "No" responses from SECTION TWO.

If your score is:

Between 1 and 3

You are doing pretty good. But remember that good is the enemy of great. It is probably time to do some testing to try to optimize your online giving process.

Between 4 and 8

There is definitely some friction in your online giving process—use some of the recommendations from this workshop to optimize your web site for accepting donations.

More than 9

It's amazing that people are actually donating! Time to get some professional help to smooth out the friction in your giving process and make it easier for people to give.

## How to Reduce Friction in Your Online Giving Experience

**Step 1:** Identify your donation page's primary goal. Is it ensuring the maximum number of gifts at the highest amount? Making sure everyone tells you their estate commitments? Making sure the donor enters the correct four-character solicitor code so you can properly attribute the gift in your database?

- Without a goal, you can't determine what's helping and what's hurting conversion.

**Step 2:** You can't fix what you can't measure – get Google Analytics integrated with your ecommerce system.

- Enable [Ecommerce Tracking](#)
- Implement the Tracking Code
- Use UTM Codes on all links in emails, banners, social media, etc.
  - This is Easy with [Google URL Builder](#)

**Step 3:** Create a “Radical Redesign” of your online giving experience focused on optimizing the following:

### Length Friction

- Reduce the number of steps required to complete a donation
- Reduce the number of fields required to complete a donation

### Difficulty Friction

- Remove unnecessary gift designations
- Review how your error handling is currently configured; make adjustments to make it easier for the donor to go back and fix changes (preferably before they hit the submit button)
- Review the buttons and links that lead the donor through the online donation experience; Do they make sense? Is it clear what the donor needs to do next?
- Get rid of registration process; configure the giving experience so that the donor can give a gift WITHOUT having to create an account
- Test your giving page to see how fast it loads. If it is longer than 3 seconds, there is a problem
- Test your giving page on different devices. If you can't easily give a gift on your cell phone, neither can you donors. Create a mobile optimized version of your online giving experience and code your page so that version is served when someone visits on a mobile device

**Step 4:** Set up an A/B Split test that serves each version of your online giving experience in an equal rotation

- [Use Experiments](#) in Google Analytics to set up your test
  - Configure your goal
  - Setup the test by pasting each version into a New Experiment
  - Deploy the additional tracking code to the default landing page
  - Confirm that the test is configured correctly

**Step 5:** Validate Results to 95% Level of Confidence

- Use the [NextAfter Validation Tool](#)
- If the test does not reach 95% validity, keep testing
- If the test does validate, submit your experiment to the [NextAfter Research Library](#) so other nonprofits can learn from you!

## Need Some Help Getting Started?

Contact one of our Fundraising Scientists:



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