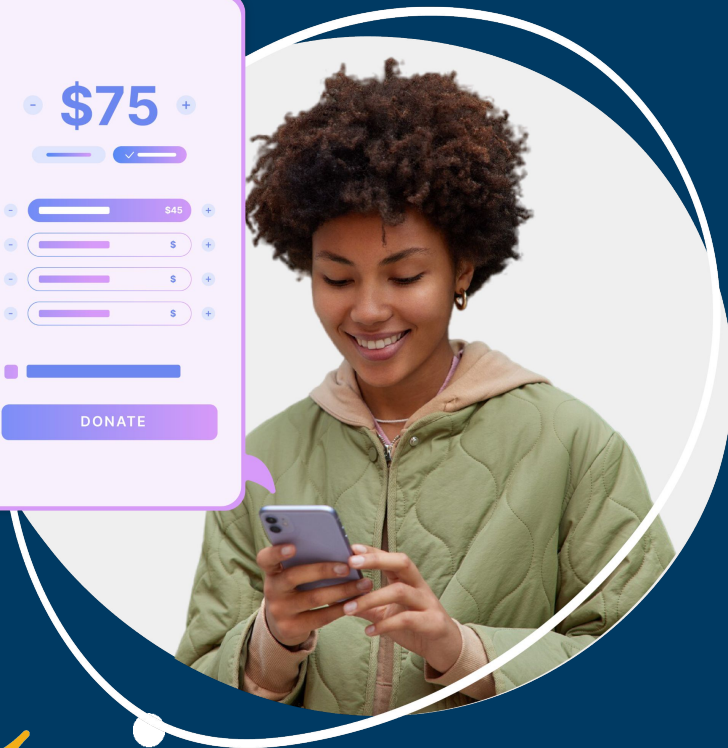
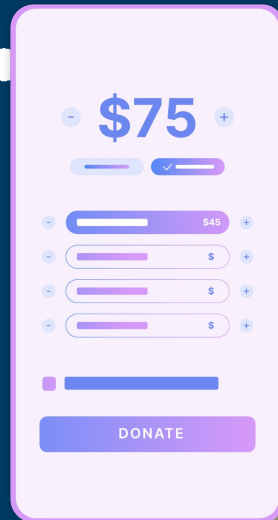




COMMUNITY CONFERENCE SPARK





Hello, my name is Josh Bloomfield

CEO and Founder of Givecloud, a trailblazing tech company that revolutionizes fundraising and donor experiences in the 21st century.

CONNECT WITH ME:



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How to Spark Online Donor Relationships Built on Trust

Strategies to simplify and strengthen your donation process





**A DELIGHTED donor becomes
a DEVOTED donor.**





A DELIGHTFUL EXPERIENCE,
not an online form.





A DELIGHTFUL EXPERIENCE,
not an online form.





Poor user journey





So, what does a poor user journey look like anyway?



Inconsistent narratives and a lack of cohesion between messaging elements.



Premature exits, and missed opportunities for meaningful connections.



Excessive content, confusing navigation, and cumbersome donation forms.



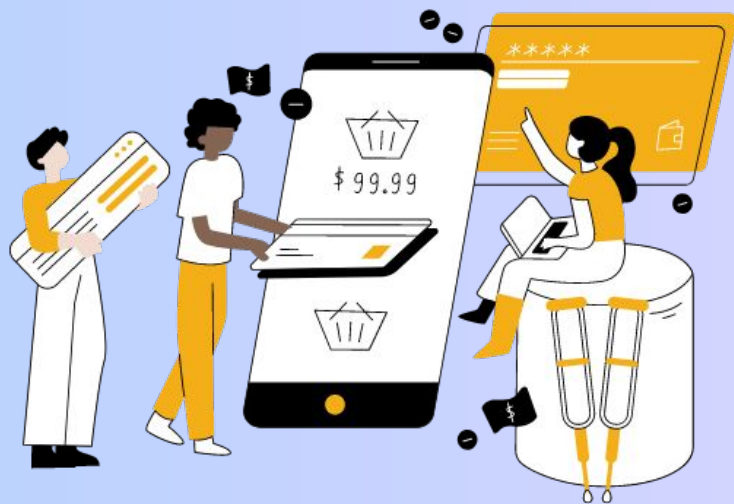
Did you know...

18% of people abandon their cart because of a long and complicated checkout process.

Multi-step form variations tend to see a conversion increase of 21.4%.



Let's paint a picture!



- Imagine your favourite song.
- Your brain's flow-state engages. This is YOUR JAM.
- Image the track suddenly changes.
- Flow state disengages
- Your exercising mental energy to stay engaged
- What are the chances you just turn off the new song?

With Givecloud...

With our solution, the donation form seamlessly opens over the page, removing all distractions.

Plus, our multi-step forms ensure a streamlined and user-friendly donation process.





Traditional Donation Form

✓ SUGGESTED DONATIONS CUSTOM DONATION START A MONTHLY DONATION

✓ \$25 \$50 \$100 \$250 \$750 \$1,000

Go Paperless
Because only electronic correspondence from The Elephant Sanctuary

COMMENT
Leave a public comment with your donation.

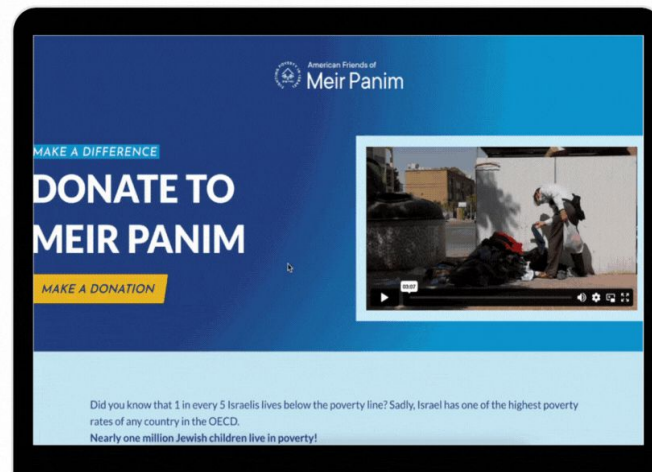
☐ Keep me anonymous

BILLING
✓ INDIVIDUAL ORGANIZATION
First Name Last Name

PAYMENT
CREDIT / DEBIT PAYPAL
Credit Card Number
0000 0000 0000 0000
MM / YY CVV
00 / 00 000
☐ Save this payment information securely.
We support

ADDRESS
Address
Street and number, P.O. box, c/b.
Address 2
Apartment, suite, unit, building, floor, etc.

Delightful Experience





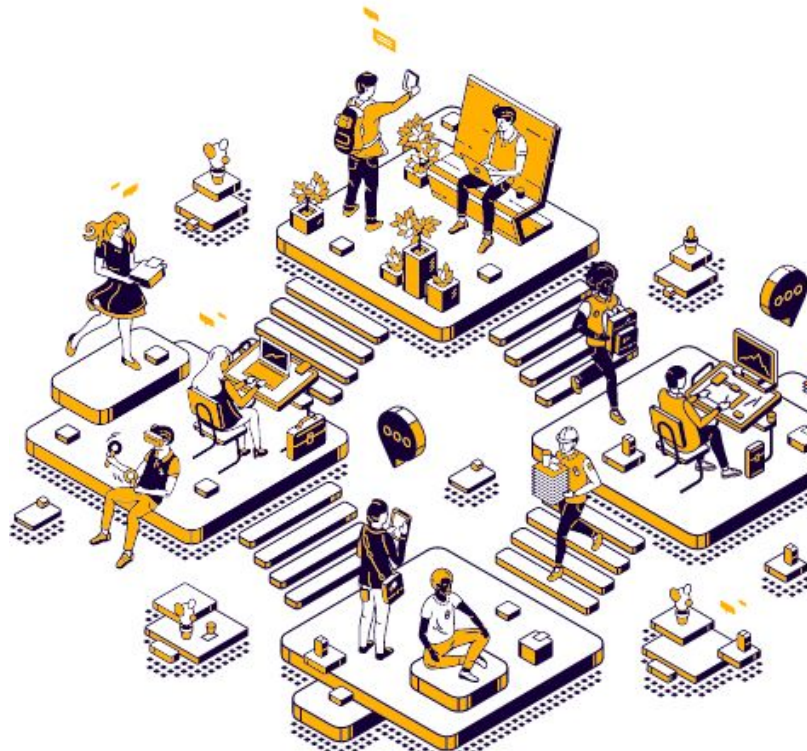
Too many form fields



What does “too many form fields” even mean?

Bombarding the donor with numerous questions because you're focused on gathering data.

Think about it – who wants to spend valuable time filling out a dozen or more form fields just to make a donation to a cause they care about?

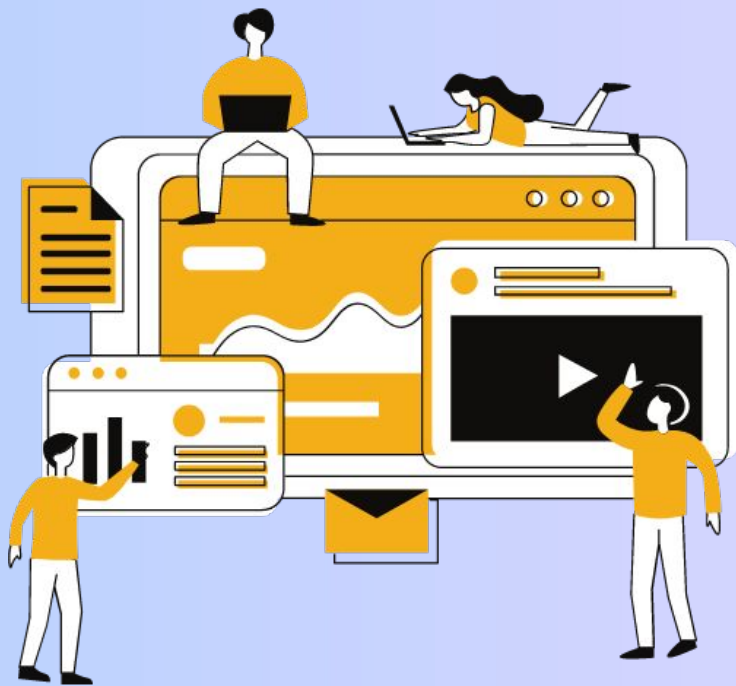


Did you know...

1/3 of nonprofit organizations ask 20 questions on their donation forms.

Reducing the number of form fields to 10 or under increases conversions by 120%, and reducing form fields to four or less increases conversions by 160%.





Let's paint a picture!

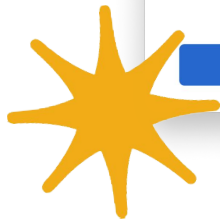
Ever tried donating to a cause you love, only to face a questionnaire that makes you feel like you're redoing your taxes?

It's overwhelming and off-putting, like a task you'd rather procrastinate on.

Just like taxes, you might end up postponing it or leaving it for the last minute because, let's be real, who has the time or energy for all that hassle?

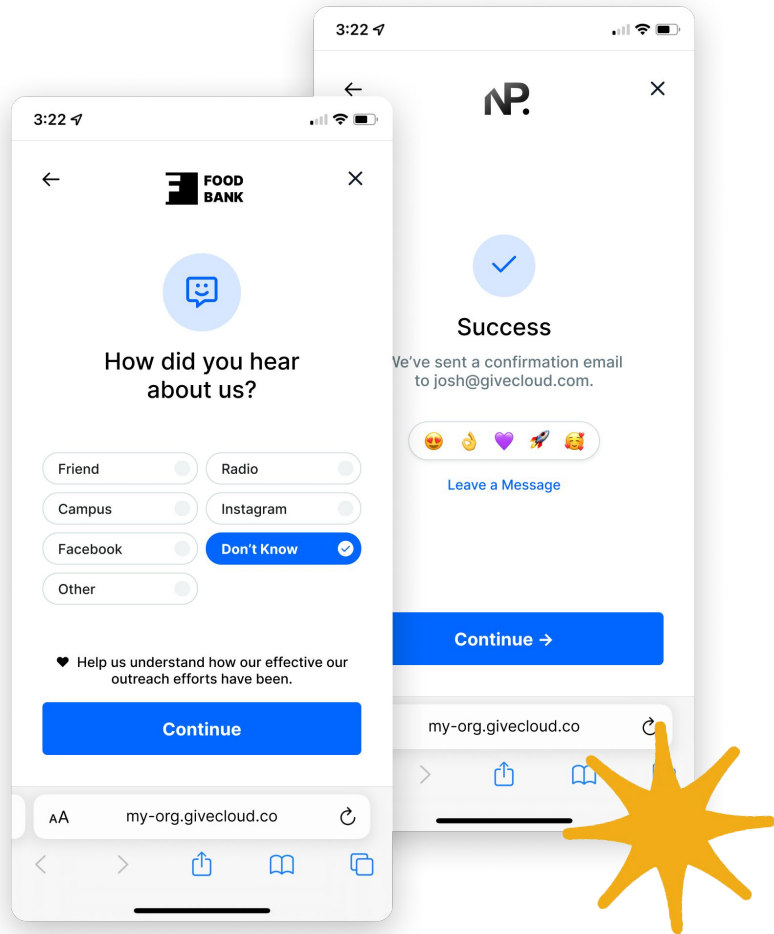
With Givecloud...

- Fewer form fields: We keep it simple, asking only for essential information.
- Automatic form filling: Save time with autofill features that fill in details for donors.
- Data collection after donation: Gather more insights even after the donation process.

This is a mobile app screen for the 'American Friends of Meir Panim' organization. At the top, there is a back arrow, the organization's logo, and a close 'X' button. Below the header is a blue circle containing a white shield with a checkmark. The title 'Secure Payment' is centered. A message states: 'You can rest assured that your information is always protected by our bank level encryption.' Under the heading 'Credit Card', there are input fields for 'Card Number', 'MM / YY', and 'CV'. At the bottom is a blue button labeled 'Continue →'.This is a mobile app screen for the 'American Friends of Meir Panim' organization, showing the 'Last Step' of the donation process. It features a back arrow, the organization's logo, and a close 'X' button at the top. A blue circle with a white heart icon is centered above the title 'Last Step'. A message says: 'Giving us your contact info allows us to send you your donation confirmation and receipt.' Under the heading 'Contact Info', there are input fields for 'First & Last Name', 'Email Address', and 'Billing Address'. A checkbox option reads 'This is a business donation.' with an information icon. An 'Edit Manually' link is at the bottom right. A blue button at the bottom says 'Give \$159.77 CAD/mth' with a lock icon.

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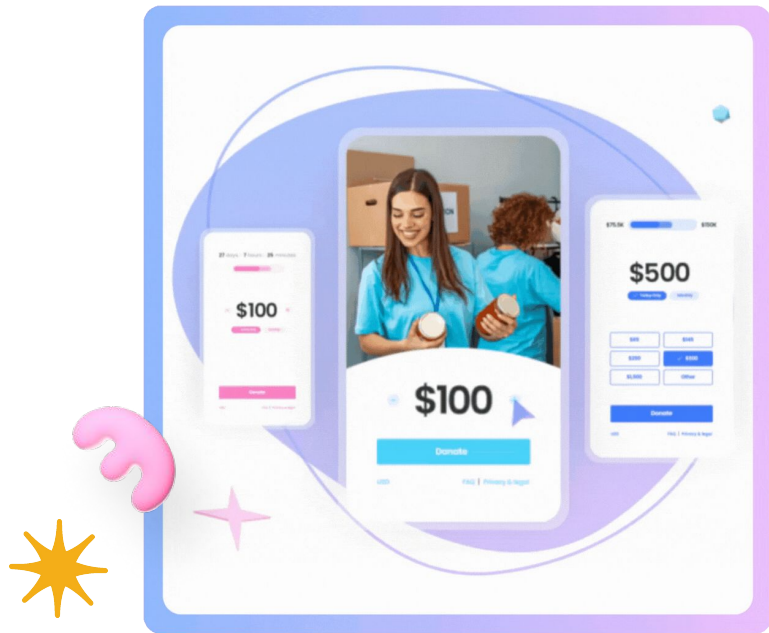


Inconvenient payment methods

What do we mean by “inconvenient payment methods”?

Your donor is ready to make an impact after being moved by your story.

But the moment they have to retrieve their credit card, they're faced with real-world distractions that could pull them away, causing them to abandon the donation altogether.



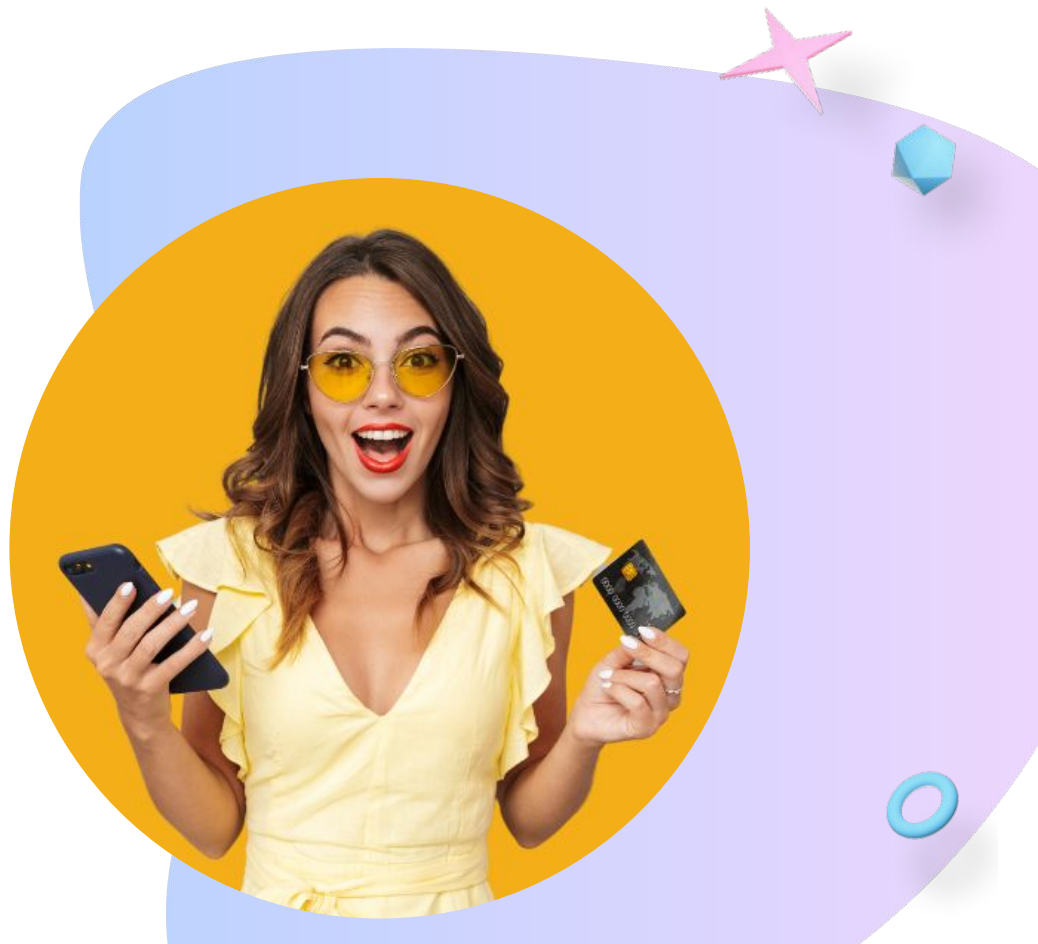
Did you know...

A whopping 60% of donors abandon their donations.

GooglePay has 150 million users.

PayPal has 236 million users.

ApplePay has 640 million users.





Let's paint a picture!

Ever been in a drive-thru line, stomach growling, ready to feast, only to reach the window and find out their debit machine is down?

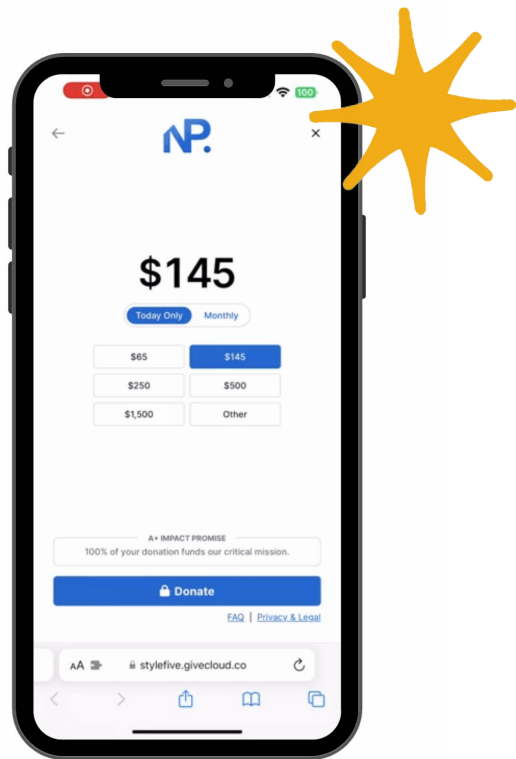
Frustrating, right?

You drive past the pickup window empty-handed, regretting not having carried cash in years.

Hangry and defeated, you vow to always stash a few bucks in the glove compartment, just in case!

With Givecloud...

- Wallet Pay is a simple - one-touch way to convert donors.
- All the donor's information can still be captured through the payment process.





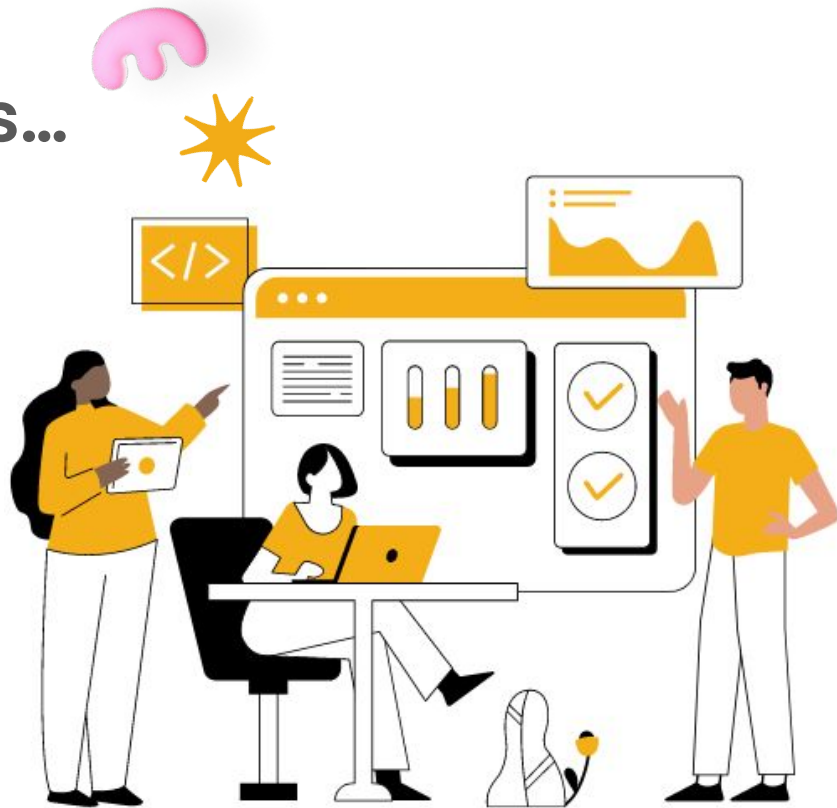
Unnecessary redirects



The harsh reality of redirects...

When donors are eager to give, redirecting them to another page interrupts their flow and may lead to losing their support.

Plus, redirects can slow down your website, as each one adds another step for the browser to navigate through, making the process less efficient.



Did you know...

47% of people expect web pages to load in under 2 seconds.

40% will abandon a site that takes over 3 seconds to load.

For every second long mobile page load delay, conversions drop by up to 20%.





Let's paint a picture!

STOP INTERRUPTING MY FAVORITE JAM!

With Givecloud...

Givecloud embeds forms directly onto your website, eliminating redirects entirely.

Donors can donate seamlessly without leaving your site, maximizing engagement and fundraising potential while fostering stronger connections with supporters.





**Untrustworthy donation
experience**





So, why is this bad?

When potential donors land on your donation page and encounter:

- A lack of mobile-friendliness
- An absence of SSL security
- No clear promise of impact
- A generic, unbranded appearance

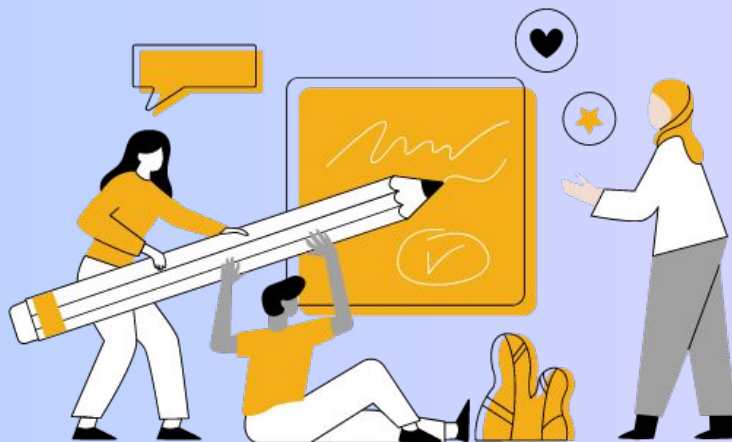
It sends a clear message: You look sketchy AF.



Did you know...

17% of people abandon their online shopping carts because they didn't trust the site with their credit card information.





Let's paint a picture!

Imagine someone showing up at your front door saying they were fundraising for your favorite organization, BUT:

- They had no badge
- They had a large stain on their shirt
- They didn't communicate well

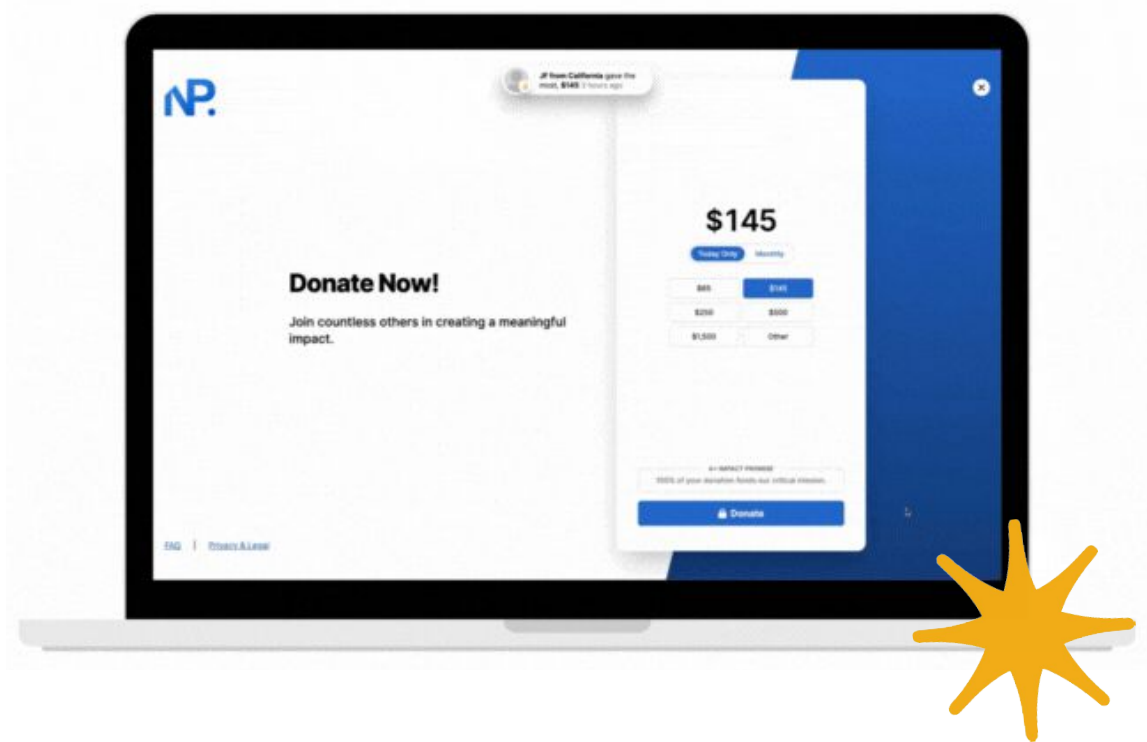
You'd be suspicious.

With Givecloud...

Keep your brand clear

Keep your coloring simple

Show some fineprint



Thanks for joining!

Grab the presentation resources in the chat!



Presentation summary



Presentation slides



Trust-Building Checklist

