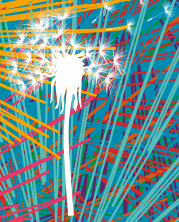




Parachute Digital

Guiding you through the digital landscape



The Digital Donation Experience – Expectation vs. Reality

Summary Report

September 2016

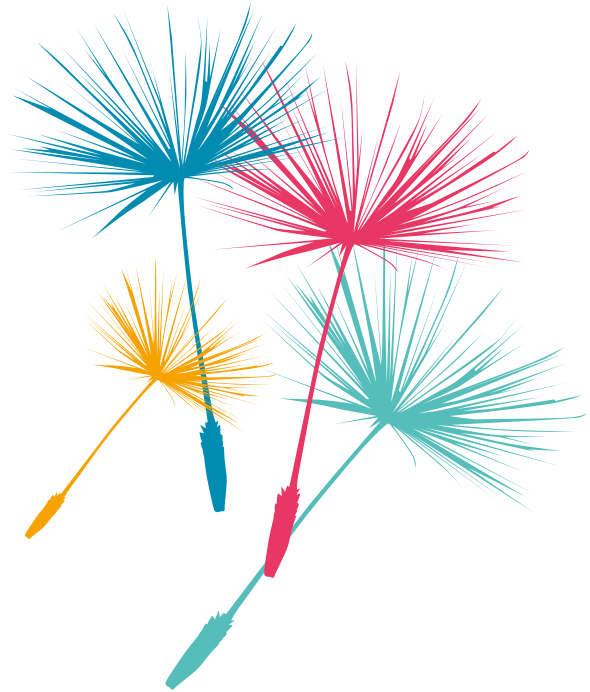
Research Summary

Digital fundraising is becoming a bigger focus for Australian charities and we want to help our clients be the best placed to capitalise on this growth area.

To do this, we needed to find the answers to some simple questions:

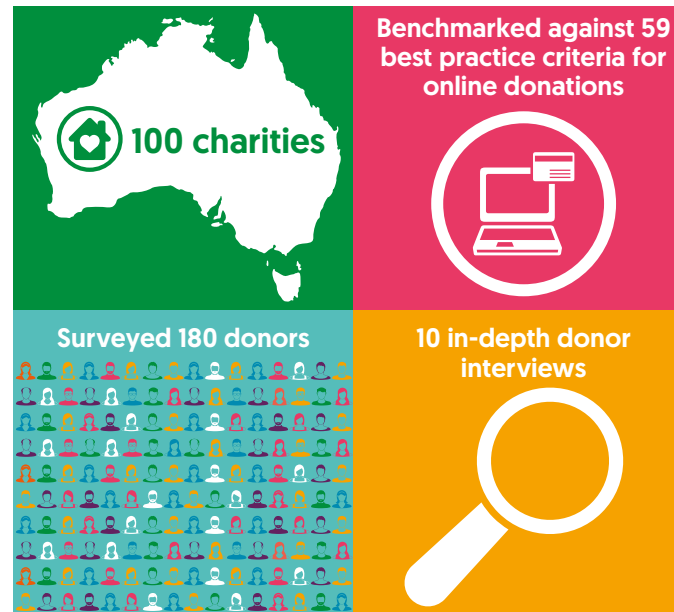
- What type of online donation experience do Australian donors expect from their favourite charity?
- What makes people visit a website donation page only to leave it before completing the donation?
- What does a best practice website donation page look like and are Australian charities measuring up?

These were some of the questions we set out to answer as we embarked on an Australian-first study into the expectations of donors in the digital age. We've outlined a summary of our findings. For the full report or if you would like to see how your organisation measured up, you'll need to give us a call.



Our Approach

- Benchmarked 100 Australian charities against a set of 59 best practice criteria for the online donation experience and analysed how organisations nurture their new donors.
- Surveyed 180 donors to determine their expectations of an online donor experience.
- Conducted 10 in-depth donor interviews to compare actual behaviour.



Who is getting it right?

The Top 10 Australian Website Donation Pages

Charity	One page form	Explains the cause	Image	Use dollar amounts	Explains what you can do for the amount	12 or less form fields	Maximum 9 mandatory fields	Mobile responsive	Validation	Minimum 2 online payment options	New page for thank you message	Is thank you personalised	%
The Wilderness Society	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	92%
Amnesty International	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	83%
Oz Child	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	83%
Anglicare	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗	75%
Fred Hollows Foundation	✗	✗	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	67%
Cancer Council	✓	✓	✓	✓	✗	✗	✗	✓	✗	✓	✓	✓	67%
Caritas	✓	✗	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	67%
Mission Australia	✗	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗	67%
National Breast Cancer Foundation	✓	✓	✓	✓	✗	✗	✗	✓	✗	✓	✓	✓	67%
Oxfam Australia	✓	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✗	67%

Top Tips – How to Get it Right

■ Speed is key

The average time it took us to donate \$10 was 2:04 mins. The Wilderness Society gives their donor a simple form that takes only 1:10 minutes. Best practice is under 1:30 mins.

■ Easy is just as important as fast

91% of survey respondents are more likely to exit an online donation page if it is difficult to navigate. “There’s just too much going on; I don’t know where to go!” - Donor Interviewee.

■ Donors don’t want to give all their details

The average number of fields our benchmarked charities asked donors to fill in was 19. Best practice is less than 10 mandatory fields. Many fields charities ask for are unnecessary to accept the donation or to develop an ongoing relationship with the donor.

■ Suggest how much to donate

33% of survey respondents preferred a suggested dollar value. “I want to know what my donation will do.” - Donor Interviewee.

■ Give your donors more than one payment option

65% of regular givers and 61% of one-off donors said they prefer to pay by credit card but almost 40% of one-off donors said they prefer to pay by PayPal or direct debit.

■ Design a journey for your supporters

Keep talking to your donors! Only 8 charities (out of 100) took their brand new donor on a designed donor journey.

Research Insights

Interesting numbers

72

Charities who **scored less than 50% on the benchmark**. Some simple changes could deliver more digital dollars.

79%

Survey respondents are more **likely to exit an online donation page if the process takes longer than a few minutes**.

81%

Donors would be **willing to donate more** if they knew exactly what their donation was providing.

90%

Charities are **missing the opportunity to encourage an ongoing** relationship with the donor

27%

Regular givers that prefer to donate by PayPal and direct debit over credit card.

28%

The number of organisations that did **not have a mobile responsive website donation page**.

Interesting Gender and Age insights

Research Insights

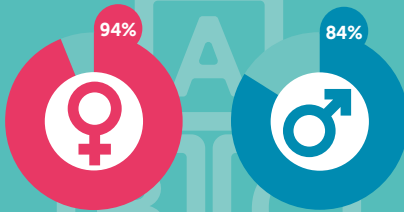
Women want simplicity, men want security

- Nearly all women [94%] surveyed felt that the simplicity of the website donation page was very important, compared to 84% of men.
- Men were more concerned about security than women with 75% compared to 66% respectively.
- Women [45%] said it was the stories and images would determine if they would donate compared to 34% men

Donors under 40 have different triggers to donate

- Under 40s are twice as likely to be triggered by public advertising than over 40s, and are more likely to donate at Christmas time.
- 41% of donors over 40 said the donation 'Thank you' process was important, compared to 33% of under 40s.
- Over 40s were more concerned with security than under 40s with 75% compared to 66% agreeing they would be more willing to donate based on security.

Women want simplicity, men want security



Target under 40s at Christmas time with public advertising



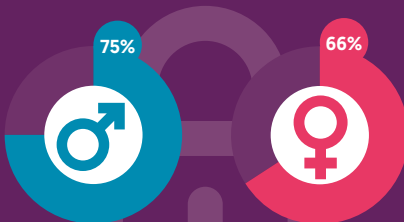
Under 40s are twice as likely to be triggered by public advertising than over 40s, and are more likely to donate at Christmas time.

Over 40s were more concerned with security

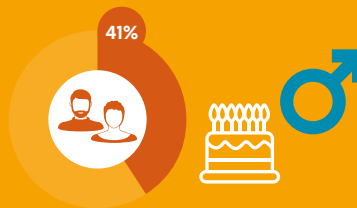


With 75% compared to 66% agreeing they would be more willing to donate based on security

Men are more concerned about security than women



The 'Thank you' process is important



For those aged over 40 years as well as men this is particularly important compared to 33% of under 40s.

Give your donors payment options










65% of regular givers and 61% of one-off donors said they prefer to pay by credit card.

But almost 40% of one-off donors said they prefer to pay by PayPal or direct debit.



7 things to do... to generate more website donations

-  **1** **Keep the form simple** - No more than one page and no more than ten form fields.
-  **2** **Make it fast** – To complete the transaction it should take no more than 1 and half minutes.
-  **3** **Tell your organisation's mission and provide the solution on the donation page** – Even though you think that people who reach the donation page are converted already, they are not.
-  **4** **Use visuals to tell your story** – Visuals provide an emotional connection - especially for women and under 40s, so use them to tell your story.
-  **5** **Make it secure** – Show donors how you keep their data secure (and private) using visual cues.
-  **6** **Say Thank You well** – Most benchmarked charities are doing this, so keep it up.
-  **7** **Build a relationship with your donor** - creating an ongoing digital donor journey is paramount and most charities are not currently doing this.

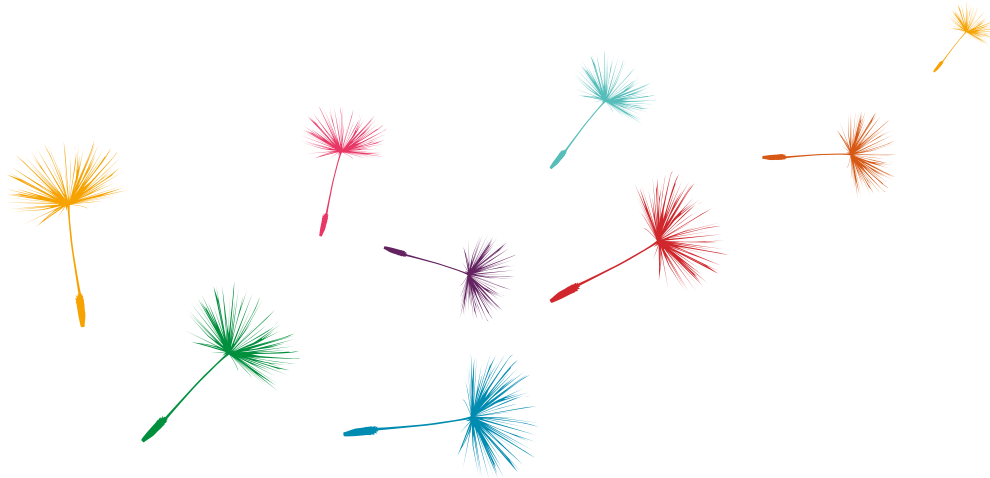


Benchmark your website donation page

If you would like the results to be presented to your executive team, peers or employees or if you would like to benchmark your charity, please do not hesitate to contact us at ask.us@parachutedigital.com.au to arrange a time.

About Parachute Digital

Parachute Digital works exclusively with not-for-profit organisations to give their supporters and donors a great experience online and to raise more money through digital channels. We can help you improve your donation page conversion rate. Find out more info at www.ParachuteDigital.com.au or contact us on **02 9188 4493** or via ask.us@parachutedigital.com.au





Parachute Digital

Guiding you through the digital landscape



02 9188 4493