The “DRG/Cosmo” Online Giving Friction Quiz

**Section 1 Yes No**

1. Does your giving page include links to other content pages?
2. Does it take more than one click to reach the donation form from the

“Donate” button on your homepage?

1. Does it take longer than five seconds for your donation page to load?
2. Do you have gift designation options on your donation page?
3. Do you provide an option to make a gift in memory of someone?
4. Does your form include any additional fields besides payment

and contact information?

1. Do you have to pinch and/or zoom to complete your donation

page on a mobile device?

1. Do you require visitors to register/create accounts in order to

make a donation?

1. Do you have a code verification or ‘captcha’ they must submit

in order to donate?

1. When a field is omitted, does your donation page highlight

the missing field(s)?

1. Does your donation process require donors to ad their

donations to a “cart”?

1. Does your donation process ask donors to opt in to receive

emails from your organization?

1. Has it been more than six months since you ran a test donation?
2. Does it take more than one click to complete your

donation process?

1. Does your donation page have buttons, banners or navigation

that takes the donor out of the donation process?

**Section 2**  **Yes No**

1. Do you currently monitor and measure your donation abandonment rate?
2. Do you know your average donation conversion rate?
3. Have you performed an A/B split test on your donation process

in the last six months?

1. Have you made any changes to your giving page in the last six months?
2. Do you have a benchmark or goal for your donation conversion

rate on your website?

Add the total number of “yes” responses from section 1 to the total number of “no” responses in section 2.

If your score is:

Between 1 and 3: You are doing pretty well. Congrats! But good is the enemy of great.

Between 4 and 8: There is definitely some friction in your online giving process… time to revisit?

More than 9: The good news is that there is a great deal of opportunity ahead!