



ONLINE DONATION INVESTIGATION

THE NONPROFIT PARTNERSHIP'S ONLINE DONATION INVESTIGATION: WINNERS LISTING & POSITIVE HIGHLIGHTS

MAY 2018: SARAH REED CHILDREN'S CENTER

- The payment processor kept the donor on the web page (it did not take the donor elsewhere, like PayPal)
- The page was mobile friendly
- The page was branded
- There were social sharing options available after the donation was made
- An email receipt/thank-you was received automatically after the donation was made

Visit them online at <https://www.sarahreed.org/>

JUNE 2018: BIKE ERIE

- The payment processor kept the donor on the web page (it did not take the donor to a site like PayPal, for example)
- There was an SSL badge present so that the donor was aware that their payment information was safely processed
- Employer match information was provided
- The form was mobile friendly and there were social sharing options

Visit them online at <https://bikeerie.org/>



ONLINE DONATION INVE\$TIGATION

JULY 2018: ACHIEVEMENT CENTER

- The donation page was very easy to find - the donor doesn't have to search for a way to give to this organization
- There was a "verified and secured" badge on the form which instilled confidence and privacy (in regards to credit card information)
- There were social sharing options after the donation was made
- An email receipt/thank-you was received automatically after the donation was made

Visit them online at <https://www.achievementctr.org/>

AUGUST 2018: GIRARD SCHOOL DISTRICT FOUNDATION

- It was easy for the user to find where to make the donation
- The donation process was easy - the form was user-friendly
- Directional language was helpful and written clearly (for example, the GSDF made sure the donor knew that they did not need to have a PayPal account even though they'd be directed to make their donation through PayPal - sometimes, when working with programs like this, we forget how confusing they can be to someone new!)
- There was the option to designate the donation to a specific fund, to make the gift recurring, and/or to make the gift a tribute donation

Visit them online at <https://www.girardsdf.org/>



ONLINE DONATION INVESTIGATION

SEPTEMBER 2018: BETHESDA LUTHERAN SERVICES

- It was very easy to find where to donate and the form was simple to navigate - the design was nice and clear.
- The donor is kept on the website to pay.
- A thank you & receipt was automatically received post-donation.
- The donation page was mobile friendly.
- There were options for the donor to designate where the donation was meant to go.

Visit them online at <http://www.bethesda1919.org/>

OCTOBER 2018: STAIRWAYS BEHAVIORAL HEALTH

- The donor is kept on the website when making their gift
- There are realistic donation tiers provided and an option to input a custom amount
- They provide a page describing their different funds and giving options
- The donor receives a thank you/receipt automatically, post-donation
- There is the option to make the text larger on their site - this is an awesome option for a viewer with vision impairments!

Visit them online at <http://www.stairwaysbh.org/>

NOVEMBER 2018: ERIE HUMANE SOCIETY

- The donor is given the option to give to the general support fund or is able to choose "Donor's Choice," options for specific restricted funds by interest
- The donor is kept on the site while making their gift
- The data entry fields are kept to a minimum - only necessary information is asked for
- The donor is sent to a thank you page when the donation is complete and also receives a thank you/receipt email automatically, post-donation

Visit them online at <https://www.eriehumanesociety.org/>



ONLINE DONATION INVESTIGATION

DECEMBER 2018: ERIE PHILHARMONIC CHORUS

- The donation page was clear and concise – there were no links or distracting images to take the donor off course.
- The donation page was secure and branded.
- A thank you email was received automatically, post-donation.
- The page was mobile friendly.

Visit them online at <http://eriephil.org/chorus/>

JANUARY 2019: ERIE UNITED METHODIST ALLIANCE (EUMA)

- The donation page was easy to find and easy to use
- The site is secure
- There is information about matching gifts which encourages the donor to check with their employer
- There is a "create profile" option for easy recurring giving

Visit them online at <https://euma-erie.org/>

FEBRUARY 2019: YMCA OF GREATER ERIE

- The donation page is mobile friendly
- The donation page is easy to find, clear, and easy to use
- The donor is kept on the site while making their gift
- The donor receives a thank you email automatically post-donation
- There are realistic donation tiers and a custom input option

Visit them online at <https://www.ymcaerie.org/>



ONLINE DONATION INVE\$TIGATION

MARCH 2019: ASBURY WOODS

- The donation page was simplistic, branded, and easy to navigate
- The donation is processed through a secure processor
- The donor is sent to a thank-you page, post-donation
- An email receipt is received automatically, post-donation

Visit them online at <http://www.asburywoods.org/>

APRIL 2019: SECOND HARVEST FOOD BANK OF NWPA

- The donate button was prominent and easy to find. There were links to find ways to get involved in multiple spots on the website.
- The donation page is mobile friendly.
- The donation page is clear; there aren't multiple links leading the donor away from the page
- There are suggested, realistic giving tiers and a custom input option
- There's an option to make the gift monthly (plus quarterly and annually!)
- The donation amounts are equated to an intended impact
- The donation is made through a secure processor
- The donor receives an email (thank you and payment details) automatically, post-donation
- There are social-sharing buttons

Visit them online at <https://nwpafoodbank.org/>



ONLINE DONATION INVE\$TIGATION

MAY 2019: ERIE CITY MISSION

- The donor is kept on site to make their gift
- The donation is made through a secure processor – the SSL certificate is present, there is PCI information, and reCAPTCHA is used
- Recurring giving has multiple options: weekly, monthly, quarterly
- The form fields are kept to a minimum
- There are social sharing options, post-donation

Visit them online at <https://www.eriecitymission.org/>