

# BEYOND BEST PRACTICES

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What seven organizations learned about converting more donors on their web donation forms

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## SUMMARY

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We've all heard that it's easier to convert an existing supporter than to go out and find a new one.

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So, we're constantly amazed by how much money is spent on marketing programs aimed at attracting incremental supporter traffic to nonprofit organization websites, while so little is spent working to improve the user experience for existing audiences on donation landing pages to increase conversion.

In our experience, a typical web donation page that has never been tested converts less than 15 percent of the visitors that reach it. Consequently, form optimization remains a tremendous revenue opportunity for many nonprofit organizations at minimal cost.

If you're like most fundraisers, you want to figure out how to persuade more people to actually make a donation when they reach your donation landing pages.

What our latest research has found is that there's no single set of changes to a donation form – horizontal or vertical gift string, one-column or two-column form field layout – that's guaranteed to work for every organization. We did find out which elements on donation forms most influence donor “conversions,” and that can make your testing faster and cheaper, just in time for the all-important year-end giving season.

# PROJECT OVERVIEW

This paper examines our recent multivariate testing work with 7 “power users” of Convio’s fundraising software. Participants were large U.S. nonprofit organizations in the environmental, animal welfare, international development and health sectors.

The project goals were to:

1. Identify donation form best practices — if they exist — that improve conversion rates across organizations.
2. Help participants raise more money online through donation page optimization.
3. Provide insights to the Convio product development team as it continuously works to enhance standard donation forms.

Because we sought to identify best practices on donation forms across organizations, we didn’t test page elements that are highly brand, mission or audience-specific, e.g. marketing offers, gift string values, photos, color palettes, graphics, copy, premiums, etc. While these creative elements can have a big impact on form conversion rates, they’re best tackled individually.

## Variables We Selected for Testing

- » **Gift String Layout:** Horizontal vs. vertical
- » **Column Layout:** Form fields in one column vs. two columns
- » **Form Length:** one-page vs. two-page forms
- » **Field Group Order:** re-ordering contact info, payment info, gift string field groups
- » **Trust Seals:** placement of BBB, Charity Navigator and VeriSign seals on page

*Why test these variables?* We can boil it down to two key opportunities on donation forms:

- » Reduce the time or difficulty involved in completing the form
- » Reduce a donor’s anxiety about the organization’s credibility/effectiveness/page security

Improvement in any of these areas leads to greater form completion rates.

## Target Audience

Our multivariate donation page tests focused on optimizing high volume, general web donation pages rather than forms geared to narrower audiences (e.g. email or targeted marketing campaigns) where preferences were more likely to differ.

Our decision to focus on general web donation forms was based on the theory that the broader the audience mix, the more likely we were to find similarities in user preferences across organizations.

# KEY FINDINGS

Our tests revealed marked differences from one group to the next with the same variables, and undermined the assumption that there are form best practices at the variable level — in fact they're largely elusive.

But there's a silver lining. Since many creative changes on donation forms have little to no impact on user behavior, **the ability of marketers to identify the changes that matter most can save lots of time and money.** On this front, we made several important discoveries.

Our results suggest the following **elements meaningfully affect user behavior on most donation forms:**

- » **Form length:** A one-page form does significantly better for most organizations.
- » **Column layout:** One or two columns – let your audience decide.
- » **Trust seals:** Prominent placement above the fold matters, and more than one may help too.

Figuring out what your audience prefers requires direct testing, but we're confident you can make some breakthroughs by focusing in on these variables.

In contrast, changing gift string layouts produced material differences for some but not others, while re-arranging the field group order was not, by itself, significant for anyone.

## TEST RESULTS AT A GLANCE

### Columns and Gift String Layouts

Four groups tested these two variables, and results were all over the map.

Table 1

| Organization                           | Columns & Gift String Layouts   | Page Conversion Improvement          |
|--|---|--------------------------------------|
| PETA, 1 <sup>st</sup> test             | Vertical Gift String, 2-column form<br><b>beat</b><br>Vertical Gift String, 1-column baseline form                              | 99% chance that it's<br>97% better   |
| PETA, repeat test                      | Vertical Gift String, 2-column form<br><b>beat</b><br>Vertical Gift String, 1-column baseline form                              | 90% chance that it's<br>26.4% better |
| Leading Conservation Organization A*   | Horizontal Gift String, 2-column form<br><b>lost to</b><br>Vertical Gift String, 1-column baseline form                         | 95% chance that it's<br>20.7% worse  |
| International Development Organization | Horizontal Gift String, 1-column form<br><b>beat</b><br>Vertical Gift String, 1-column baseline form                            | 96% chance that it's<br>21.3% better |
| World Wildlife Fund                    | 2 side-by-side Vertical Gift Strings, 1-column form<br><b>beat</b><br>2 stacked Horizontal Gift Strings, 1-column baseline form | 76% chance that it's<br>10.7% better |

\*Unlike the other tests in this project, Conservation Org A's experiment was run with an email audience rather than a general web audience (due to traffic constraints).

Exhibit I: Columns & Gift String Layout Winner, PETA



**Donate Now**  
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

International:       Return to PETA.org



### Become a Member

We need your financial support in order to put a stop to cruelty to animals.

Together, we can make the world a better place for all beings. Your donation will go to work instantly to help animals suffering and dying on factory farms and in laboratories, the fur industry, and circuses as well as other forms of "entertainment."

An annual donation of \$16 or more entitles you to many member benefits. Members receive a free year's subscription to our lively quarterly magazine *Animal Times*, which is packed full of the latest news, delicious vegetarian recipes, and easy tips on how to stop animal suffering in your own community.

All fields with an asterisk (\*) are required.

|   |   |
|---|---|
| <b>Your Name</b>  | <b>Other Information</b>  |
| Title <input type="text"/>  | Tel. (home) <input type="text"/>  |
| * First <input type="text"/>  | * Email Address <input type="text"/>  |
| Middle <input type="text"/>   | <input checked="" type="checkbox"/> Yes, I would like to receive e-mail from PETA.              |
| * Last <input type="text"/>   | <b>Donation Information</b>   |
| Suffix <input type="text"/>   | * Select Gift Amount <input checked="" type="radio"/> \$16.00                                   |
| <b>Organizational Name</b>  | <input type="radio"/> \$25.00   |
| Company or Organizational Name (if applicable) <input type="text"/> | <input type="radio"/> \$50.00   |
| <b>Location Information</b>   | <input type="radio"/> \$100.00  |
| * Street Address <input type="text"/>                               | <input type="radio"/> Other Amount <input type="text"/>   |
| Street Address (line 2) <input type="text"/>                        | <input type="checkbox"/> Yes, I would like to automatically repeat my gift to PETA every month. |
| * City <input type="text"/>   | <b>Payment Information</b>  |
| * State/Province <input type="text"/>                               | * Payment Type <input type="text"/>   |
| * Zip/Postal Code <input type="text"/>                              | Cards Accepted <input type="text"/>   |
| Country <input type="text"/>  | * Card Number <input type="text"/>  |
|   | * Card Security Code <input type="text"/> <a href="#">What is this?</a>                         |
|   | * Expiration Date <input type="text"/>  |

Donations to PETA are tax-deductible to the extent allowed by U.S. law.

Exhibit 2: Columns & Gift String Layout Baseline, PETA



# Donate Now

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

International:      [Return to PETA.org](#)



## Become a Member

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Together, we can make the world a better place for all beings. Your donation will go to work instantly to help animals suffering and dying on factory farms and in laboratories, the fur industry, and circuses as well as other forms of "entertainment."

An annual donation of \$16 or more entitles you to many member benefits. Members receive a free year's subscription to our lively quarterly magazine *Animal Times*, which is packed full of the latest news, delicious vegetarian recipes, and easy tips on how to stop animal suffering in your own community.

All fields with an asterisk (\*) are required.

### Your Name

Title

\* First

Middle

\* Last

Suffix

### Organizational Name

Company or Organizational Name (if applicable)

### Location Information

\* Street Address

Street Address (line 2)

\* City

\* State/Province

\* Zip/Postal Code

Country

### Other Information

Tel. (home)

\* E-Mail Address

Remember Me  Remember Me

### Donation Information

\* Select Gift Amount

\$16.00

\$25.00

\$50.00

\$100.00

Other Amount

Yes, I would like to automatically repeat my gift to PETA every month.

Your donation will be in U.S. dollars. You can find the value in your local currency by using a [currency converter](#).

\* Select a Payment Type:

Cards Accepted

\* Card Number

\* Card Security Code  [What's this?](#)

\* Expiration Date

Donations to PETA are tax-deductible to the extent allowed by U.S. law.

## Form Length & Gift String Layouts

In these tests, results were more consistent, reinforcing our belief that one-page forms convert more donors than two-page forms:

Table 2

| Organization                        | Form Length & Gift String Layouts   | Page Conversion Improvement                  |
|-------------------------------------|---|--|
| National Wildlife Federation        | Horizontal Gift String, 1-page form<br><b>beat</b><br>Vertical Gift String, 2-page baseline form  | <i>99% chance that it's<br/>109% better</i>  |
| American Diabetes Association       | Vertical Gift String, 1-page form<br><b>beat</b><br>Vertical Gift String, 2-page baseline form    | <i>90% chance that it's<br/>20.0% better</i> |
| Leading Conservation Organization B | Vertical Gift String, 1-page form<br><b>lost to</b><br>Vertical Gift String, 2-page baseline form | <i>77.5% chance that it's<br/>10% worse</i>  |

Exhibit 3: Form Length & Gift String, NWF Winning Page



[DONATE](#) [NEWSLETTER](#) [KIDS](#)  [GO](#)

[WILDLIFE](#) [GLOBAL WARMING](#) [GET OUTSIDE](#) [NEWS & MAGAZINES](#) [HOW TO HELP](#) [SHOP](#) [HOME](#)

## Donate Today

Help protect wildlife across the country

### Donate \$30 or more today and get a FREE gift!



When you support National Wildlife Federation, you'll not only be helping America's wildlife, you'll also receive a FREE field bag\* and a membership to NWF (see benefits to the right!)

Your field bag is made of 100% cotton canvas, measures a roomy 11" x 12" and features a comfortable sling strap with adjustable buckle. Multiple compartments are great for cameras, books and much more. Use this handy field bag whether you're walking in nature or around town!

We promise to put your donation to work immediately. Your free field bag is our way of saying thank you for protecting America's wildlife.

*\*While supplies last. Substitutions may apply.*  
Please allow 6-8 weeks for delivery. Accessories not included.

**Select Gift Amount:**

- \$30.00
- \$50.00
- \$100.00
- \$250.00
- \$500.00
- \$1,000.00
- Enter an Amount

**Billing Information**

Title:

\*First Name:

\*Last Name:

Suffix:

\*Street 1:

Street 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

Country:

\*Email Address:

\*Please choose how you'd like to receive National Wildlife Magazine

I'd like to receive email communications from National Wildlife Federation  Yes

**Payment Information**

Credit Card Type:  VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

\*Credit Card Number:

\*CVV Number:  [What is this?](#)

\*Expiration Date: 08 2010

### Please Support Wildlife Today



Join our family of wildlife supporters with a gift of \$30 or more.

**Member Benefits:**

- 1-year subscription to *National Wildlife*, NWF's award-winning, full-color nature magazine.
- NWF membership card and decal.
- Nature travel opportunities — exclusive invitations to see wildlife in their natural habitat with NWF Expeditions.
- 10% discount off all NWF catalog merchandise

**Other ways to give**

[Donate monthly and make an even bigger difference!](#)

[Give a Leadership Gift](#)

[More ways to give >](#)

**Donate by phone:**

To donate by phone, or if you have any questions, please call  
**1-800-822-9919.**

**Donate by mail:**

Print this form to donate with a personal check, money order, or credit card and mail to:

National Wildlife Federation  
11100 Wildlife Center Dr  
Reston, VA 20190-5362

**FAQ**

Have a question or concern? [Read our frequently asked questions.](#)



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Exhibit 4: Form Length & Gift String, NWF Baseline

## Trust Seals

Results in this set of experiments provided further evidence that placing trust seals (e.g. Better Business Bureau & Charity Navigator) higher on the page where more visitors will see them increases donor conversion. In one instance, two trust seals were found to be better than one.

Pages with the Verisign security logo displayed near payment field information or the donate button also performed better. Field group order changes on their own were not found to affect form conversion rates. Below are the significant findings:

Table 3

| Organization                           | Trust Seals & Field Group Order  | Page Conversion Improvement              |
|--|--|--|
| International Development Organization | BBB logo added to upper right corner of page alongside Charity Navigator logo<br><b>beat</b><br>Baseline with Charity Nav logo in upper right corner of page and BBB logo below the fold   | <i>95% chance that it's 20% better</i>   |
| World Wildlife Fund                    | BBB and CN logo displayed in the upper right corner of the page replacing a rotating GIF image (of a premium)<br><b>beat</b><br>Baseline with BBB & CN logos shown below the fold and a rotating GIF image in upper right corner of page | <i>90% chance that it's 20.0% better</i> |
| Trust Seals & Column Layout            |  |  |
| American Diabetes Association          | 2-column form, BBB & VS logos above the fold in the Payment Info section<br><b>beat</b><br>Baseline with 1-column form, BBB & VS logos halfway down the page (below the fold) in the Payment Info section                                | <i>94% chance that it's 77% better</i>   |

Exhibit 5: Trust Seals & Field Group Order, World Wildlife Fund Winning Page



ALMOST A QUARTER OF THE WORLD'S MAMMALS  
FACE A HIGH RISK OF EXTINCTION WITHIN 30 YEARS

[DONATE](#) [ADOPT](#) [TRAVEL](#) [LEARN](#)

Other WWF Sites

HOME | WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW

get email from WWF

follow: [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

Click the globe to explore WWF's work

### Support World Wildlife Fund's Global Conservation Efforts

This is a one-time contribution to support WWF's Global Conservation Efforts ([make a monthly donation instead](#)).  
Your donation makes you a **member of WWF**.

**Select Your Donation**

**Partners in Conservation:**  \$1,000  \$2,500  \$5,000  \$10,000

**WWF Members:**  \$25  \$50  \$100  \$250  \$500

Other

**Select Your Thank-You Gift**

**Maximize My Donation**  
I prefer not to receive a gift, maximizing my support of WWF's global conservation efforts.

**WWF Panda T-Shirt**  
Washed soft and faded, regular fit light blue tee in 100% organic cotton featuring the beloved panda logo.  
Select Size:



[See Larger Image](#)

**Two Water Bottles**  
Two aluminum water bottles with the WWF logo.



[See Larger Image](#)

**2 Large WWF Logo Totes**  
These two 100% reusable grocery bags can take the place of hundreds of paper and plastic bags used each year.



[See Larger Image](#)

**WWF Gift Center**  
Make a symbolic donation to help protect species and their habitats. [Adopt an animal](#).

**Monthly Giving**  
Pledge a monthly commitment of \$10 per month (just \$0.33/day) and get the free WWF grocery totes. [Become a monthly donor](#).

**Gift Memberships**  
Give your family and friends a gift membership to WWF. [Gift a membership](#).

**Renew your Membership**  
Don't miss a moment! Your gift helps save endangered species, protect old forests and address global threats. [Renew your membership](#).

**Memorial Donations**  
Remember loved ones by supporting a cause which has a lasting impact on the earth. [Donate in memoriam](#).

**Tribute Donations**  
Honor someone with a gift to WWF in their name. [Donate in tribute](#).

**Legacy Gifts and Gift Planning**  
Make from a million individuals more gifts in support of the work of World Wildlife Fund over the past year. Large and small, these gifts are vital to the success of WWF's efforts to save a living planet for future generations. [Learn more](#).

**Matching Gifts**  
Double or triple your donation with a matching gift from your employer. [Learn more](#).

**Panda Pages**  
Create your own personalized minivisible and take an active role in raising funds to help support WWF's conservation work. [Learn more](#).

**Make a Wired Donation to WWF**  
Make a donation to WWF from your bank. [Learn more](#).

**Give the Gift of Stock**  
A gift of stock can provide much-needed support for WWF's conservation projects and offer you financial benefits as well. [Learn more](#).

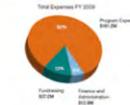
**Other Ways to Give**  
[Find out more](#).

OTHER PAYMENT METHODS

**By Phone**  
1-800-CALL-WWF

**By Postal Service**  
[Click here to download the form](#)

HOW OUR FUNDS SUPPORT CONSERVATION



Total Expenses FY 2009  
Conservation: 82.2%  
Administration: 17.8%

82 percent of WWF's spending is directed to worldwide conservation activities.

AN ORGANIZATION BASED ON TRUST




Larry Linden      Roger Sant

Co-Chairmen of the Board Larry Linden and Roger Sant hold WWF accountable for best practices in governance, accountability and transparency at all levels of the organization. [Read more about WWF and governance.](#)



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- Global Markets
- Community Action
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- Amazon
- Arctic
- Borneo and Sumatra
- Coastal East Africa
- Congo Basin
- Coral Triangle
- Eastern Himalayas
- Galapagos
- Namibia
- Northern Great Plains
- Other Places

**Species**

- Overview
- Species Finder
- Tigers
- Giant Panda
- Rhinoceros
- Polar Bear
- Whales & Dolphins
- Elephants
- Marine Turtles
- Great Apes
- Other Species
- Wildlife Trade
- Species Science
- News and Updates
- Publications
- Take Action

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- Field Work and Programs
- Freshwater Science
- Ecosystem Services
- Natural Capital Project
- Conservation Social Science
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- Data and Tools
- Ecoregions
- Kathryn Fuller Science for Nature Fund
- Publications
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- Business and Climate
- Learn What WWF is Doing
- International Work
- Take Action Today
- Publications

**Act Now**

- Donate
- Partners in Conservation
- Adopt
- Stay Informed
- Take Action
- Good Stuff
- Travel
- Wallpaper
- Ecards
- Social Spot
- Panda Pages

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FACE A HIGH RISK OF EXTINCTION WITHIN 30 YEARS**

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Other WWF Sites

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get email from WWF

follow: [Social Media Icons]

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[See Larger Image](#)

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Two aluminum water bottles with the WWF logo.



[See Larger Image](#)

**2 Large WWF Logo Totes**

These two 100% recyclable grocery bags can take the place of hundreds of paper and plastic bags used each year.



[See Larger Image](#)

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Make a symbolic adoption to help protect species and their habitats. Adopt an animal.

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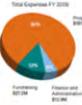
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Exhibit 7: Trust Seals & Column Layout, ADA Winning Page

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## Donate Donate Today!

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- [Giving Societies](#)
- [Volunteer](#)
- [ADA Research Foundation](#)

**Connect with Others**

Discuss healthy eating habits in our "Eating Right" Message Boards.

[Visit the Message Boards](#)

Home

Donations to the American Diabetes Association help fund leading-edge research that affects the health and well-being of millions of people living with diabetes. Your funds are put to work immediately to support important research efforts and help provide much needed services to people with diabetes.

Give a general donation now, below. Or, if you prefer, use our [Memorial Donation Form](#) or our [Honor Donation Form](#) to give a donation in the name of a family member or friend.

Please enter your donation information in the spaces below.

### Gift Information

\* Select Donation Amount:

\$50  
  \$75  
  \$100  
  \$200  
 Other

Yes, automatically repeat this gift every month.

### Payment Information

ABOUT SSL CERTIFICATES  
[ADA Privacy Policy](#)

Credit Card Type:

\* Credit Card Number:

\* CVV Number:  What is this?

\* Expiration Date:

Same Billing Address?  The billing address for my credit card is the same as my address.

### Your Information

Title:

\* First Name:

Middle Name:

\* Last Name:

Suffix:

Company Name:

\* Address Type:  Home  Work

\* Street 1:

Street 2:

\* City:

\* State/Province:

\* ZIP/Postal Code:

\* Country:

Phone Number:

\* Email Address:

Email Interests:

- Yes, I want to become a Diabetes Advocate and receive Advocacy Action Alert email.
- Yes, I'd like a free subscription to Diabetes World, ADA's weekly eNewsletter.
- Yes, I would like to receive email communications from ADA related to this initiative.

Complete Donation

DIABETES BASICS

Risk Test  
Are you at risk for diabetes? Take the test to find out.

ENEWSLETTER

Stay in the Know  
Sign-up to receive our eNewsletter

ABOUT US

Double Your Gift!  
During June, Rte-Aid is matching your donations dollar-for-dollar

NEWS & RESEARCH

Meet the Researchers  
Learn more about ADA Researchers

HOW TO GIVE

Bank of America ADA Card  
Help Stop Diabetes by signing up for a Bank of America Visa Card

Follow us on Twitter, Facebook, Flickr and YouTube

[Información en Español](#) | [Sign In](#) | [About Us](#) | [Online Store](#) | [Help](#) | [Site Map](#) | [Diabetes Pro](#) | [eNewsletter](#) | [For Media](#) | [Careers](#)

American Diabetes Association 1701 North Beauregard Street Alexandria, VA 22311 1-800-DIABETES

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POWERED BY

Exhibit 8: Trust Seals & Column Layout, ADA Baseline Page

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[Diabetes Basics](#) | [Living With Diabetes](#) | [Food & Fitness](#) | [Donate](#) | [In My Community](#) | [Advocate](#) | [News & Research](#)

## Donate Donate Today!

- [Learn How Your Donation Dollars Will be Spent](#)
- [Promotions That Give Back](#)
- [Participate in an Event](#)
- [Corporate Sponsorship](#)
- [Giving Societies](#)
- [Volunteer](#)
- [ADA Research Foundation](#)

**Connect with Others**

Discuss healthy eating habits in our "Eating Right" Message Boards.

[Visit the Message Boards](#)

Home

Donations to the American Diabetes Association help fund leading-edge research that affects the health and well-being of millions of people living with diabetes. Your funds are put to work immediately to support important research efforts and help provide much needed services to people with diabetes.

Give a general donation now, below. Or, if you prefer, use our [Memorial Donation Form](#) or our [Honor Donation Form](#) to give a donation in the name of a family member or friend.

Please enter your donation information in the spaces below.

### Gift Information

\* Select Donation Amount:

\$50  
  \$75  
  \$100  
  \$200  
 Other

Yes, automatically repeat this gift every month.

### Your Information

Title:

\* First Name:

Middle Name:

\* Last Name:

Suffix:

Company Name:

\* Address Type:  Home  Work

\* Street 1:

Street 2:

\* City:

\* State/Province:

\* ZIP/Postal Code:

\* Country:

Phone Number:

\* Email Address:

Email Interests:

Yes, I want to become a Diabetes Advocate and receive Advocacy Action Alert email.

Yes, I'd like a free subscription to Diabetes World, ADA's weekly eNewsletter.

Yes, I would like to receive email communications from ADA related to this initiative.

### Payment Information

Credit Card Type:

\* Credit Card Number:

\* CVV Number:  What is this?

\* Expiration Date:

Same Billing Address?  The billing address for my credit card is the same as my address.

Title:

\* First Name:

Middle Name:

\* Last Name:

Suffix:

\* Street 1:

Street 2:

\* City:

\* State/Province:

\* ZIP/Postal Code:

\* Country:

Complete Donation

DIABETES BASICS

Risk Test

Are you at risk for diabetes? Take the test to find out.

ENEWSLETTER

Stay in the Know

Sign-up to receive our eNewsletter

ABOUT US

Double Your Gift!

During June, Rte-Aid is matching your donations dollar-for-dollar

NEWS & RESEARCH

Meet the Researchers

Learn more about ADA Researchers

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Bank of America ADA Card

Help Stop Diabetes by signing up for a Bank of America Visa Card

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BEYOND BEST PRACTICES Web Donation Form Optimization 14

# UNDERSTANDING THE RESULTS

Our tests revealed that no single approach works on every donation form. That's likely because creative changes on a page (such as switching form fields to display in 2-columns instead of 1-column) aren't tested in isolation — a web user experiences that change within the context of the overall page creative. How a single change fits into this broader context is not the same from one organization's donation page to the next. Consequently, how a user perceives it may not be the same.

Moreover, we've noticed from our testing that if the user experience on the baseline form is difficult (as measured by a low page conversion rate), one or two formatting changes typically has a more positive impact on conversion rate than the same changes on a form where the user experience is already pretty good. This is based on the law of diminishing returns — significant improvement on

a form already converting at a high level is much harder to achieve than on a form with a poor conversion rate.

These factors are key to understanding why the same creative change can meaningfully impact the form conversion rate of one organization but not another.

But there were still lessons learned. Our tests showed that **the following elements meaningfully affect user behavior on forms most of the time:**

- » **Form length:** One-page forms generally do significantly better than two-page forms.
- » **Columns:** One or two? Let your audience decide.
- » **Trust seals:** Placement above the fold (where they are highly visible to users) often provides a significant lift to donor conversion, and two may be better than one.

---

## WHAT'S NEXT?

*If best practices at the variable level are largely elusive, how do we take forms to the next level?*

To optimize a web donation form, or any other landing page for that matter, you must evaluate how well it answers a user's top three questions:

1. *Where am I?*
2. *What can I do here?*
3. *Why should I do it?*

All donation pages converting at a high level answer the first two questions in seven seconds or less (the attention span of the average web user). A page visitor should never have to scroll down the page to answer them!

Addressing the third question successfully is perhaps the biggest challenge in the optimization process. It's about effectively communicating your organization's unique

value proposition to donors, and can be accomplished in a variety of ways, including better marketing copy, compelling photos, trust seals, a mission statement, supporter testimonials, etc.

We realize that evaluating your donation pages in this way may require a new way of thinking, by stepping into the donor's shoes, and out of an "organizational" mindset. But even though it may be politically difficult to make changes to your forms based on a user's perspective, it is well worth the effort. **Your current donation page may be causing you to leave real money on the table with folks who were already on your website and motivated to give.**

With the Convio Donations API allowing clients to customize their donation forms top to bottom, there's more opportunity than ever to experiment and figure out what's most effective with your audience.

---

### Want to read more research like this?

Visit [www.Donordigital.com](http://www.Donordigital.com) to access past landing page testing whitepapers.

# APPENDIX: SELECTED TEST RESULTS IN DETAIL

## Gift String & Column Layouts

### PETA

In our test of gift string and column layouts, PETA's audience demonstrated a clear preference for a challenger page showing a two-column form field layout and vertical gift string.

This version produced nearly double the conversion rate of PETA's Become a Member baseline form (which featured a one-column form field layout and vertical gift string), and was significant at a 99 percent confidence level.

Table 4: PETA – Gift Strings & Columns

| Test Version | Page Creative                         | Conversion Rate % Change | Result Significantly Different from Baseline? |
|--------------|---------------------------------------|--------------------------|---|
| Baseline     | Vertical Gift String, 1-column form   | ---                      |   |
| Challenger 1 | Vertical Gift String, 2-column form   | 97.0%                    | YES, at a 99% confidence level                |
| Challenger 2 | Horizontal Gift String, 1-column form | 24.3%                    | NO  |
| Challenger 3 | Horizontal Gift String, 2-column form | -5.7%                    | NO  |

Given the stunning results achieved in just a week's time, we decided to repeat the experiment in an effort to validate our findings (there was a small chance that audience sampling bias had skewed results).

Sure enough, we replicated our findings in the second test with a much larger data sample – the same page won for a second time, producing a 26 percent improvement in donor conversion versus the baseline, which was statistically significant at a 90 percent confidence level.

Table 5: PETA Round I Experiment – Repeat Test

| Test Version | Page Creative                         | Conversion Rate % Change | Result Significantly Different from Baseline? |
|--------------|---------------------------------------|--------------------------|---|
| Baseline     | Vertical Gift String, 1-column form   | ---                      | ---   |
| Challenger 1 | Vertical Gift String, 2-column form   | 26.4%                    | YES, at a 90% confidence level                |
| Challenger 2 | Horizontal Gift String, 1-column form | 13.5%                    | NO  |
| Challenger 3 | Horizontal Gift String, 2-column form | 7.4%                     | NO  |



**Donate Now**  
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

International:       [Return to PETA.org](#)



### Become a Member

We need your financial support in order to put a stop to cruelty to animals.

Together, we can make the world a better place for all beings. Your donation will go to work instantly to help animals suffering and dying on factory farms and in laboratories, the fur industry, and circuses as well as other forms of "entertainment."

An annual donation of \$16 or more entitles you to many member benefits. Members receive a free year's subscription to our lively quarterly magazine *Animal Times*, which is packed full of the latest news, delicious vegetarian recipes, and easy tips on how to stop animal suffering in your own community.

All fields with an asterisk (\*) are required.

|   |   |
|---|---|
| <b>Your Name</b>  | <b>Other Information</b>  |
| Title <input type="text"/>  | Tel. (home) <input type="text"/>  |
| * First <input type="text"/>  | * Email Address <input type="text"/>  |
| Middle <input type="text"/>   | <input checked="" type="checkbox"/> Yes, I would like to receive e-mail from PETA.              |
| * Last <input type="text"/>   | <b>Donation Information</b>   |
| Suffix <input type="text"/>   | * Select Gift Amount <input checked="" type="radio"/> \$16.00                                   |
| <b>Organizational Name</b>  | <input type="radio"/> \$25.00   |
| Company or Organizational Name (if applicable) <input type="text"/> | <input type="radio"/> \$50.00   |
| <b>Location Information</b>   | <input type="radio"/> \$100.00  |
| * Street Address <input type="text"/>                               | <input type="radio"/> Other Amount <input type="text"/>   |
| Street Address (line 2) <input type="text"/>                        | <input type="checkbox"/> Yes, I would like to automatically repeat my gift to PETA every month. |
| * City <input type="text"/>   | <b>Payment Information</b>  |
| * State/Province <input type="text"/>                               | * Payment Type <input type="text" value="Credit Card"/>   |
| * Zip/Postal Code <input type="text"/>                              | Cards Accepted <input type="text"/>   |
| Country <input type="text"/>  | * Card Number <input type="text"/>  |
|   | * Card Security Code <input type="text"/> <a href="#">What is this?</a>                         |
|   | * Expiration Date <input type="text"/> <input type="text"/>                                     |

Donations to PETA are tax-deductible to the extent allowed by U.S. law.

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PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  
905 FRONT ST., NORFOLK, VA 23510 



# Donate Now

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

International:        [Return to PETA.org](#)



### Become a Member

We need your financial support in order to put a stop to cruelty to animals.

Together, we can make the world a better place for all beings. Your donation will go to work instantly to help animals suffering and dying on factory farms and in laboratories, the fur industry, and circuses as well as other forms of "entertainment."

An annual donation of \$16 or more entitles you to many member benefits. Members receive a free year's subscription to our lively quarterly magazine *Animal Times*, which is packed full of the latest news, delicious vegetarian recipes, and easy tips on how to stop animal suffering in your own community.

All fields with an asterisk (\*) are required.

#### Your Name

Title

\* First

Middle

\* Last

Suffix

#### Organizational Name

Company or Organizational Name (if applicable)

#### Location Information

\* Street Address

Street Address (line 2)

\* City

\* State/Province

\* Zip/Postal Code

Country

#### Other Information

Tel. (home)

\* E-Mail Address

Remember Me  Remember Me

#### Donation Information

\* Select Gift Amount

\$16.00

\$25.00

\$50.00

\$100.00

Other Amount

Yes, I would like to automatically repeat my gift to PETA every month.

Your donation will be in U.S. dollars. You can find the value in your local currency by using a [currency converter](#).

\* Select a Payment Type:

Cards Accepted

\* Card Number

\* Card Security Code  [What is this?](#)

\* Expiration Date

Donations to PETA are tax-deductible to the extent allowed by U.S. law.

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PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  
850 FRONT ST., NORFOLK, VA 23510



## U.S. International Development Organization

With the main web donation form of a large international development organization, we found their audience preferred a one-column form field layout and horizontal gift string. The exact opposite of PETA's audience!

The winning page delivered a 21 percent better conversion rate than the organization's baseline form, which featured a one-column form field layout and vertical gift string, and was significant at a 96 percent confidence level.

Table 6: U.S. International Development Organization – Round 1 Experiment

| Test Version | Page Creative                         | Conversion Rate % Change | Result Significantly Different from Baseline? |
|--------------|---------------------------------------|--------------------------|---|
| Baseline     | Vertical Gift String, 1-column form   | ---                      |   |
| Challenger 1 | Horizontal Gift String, 1-column form | 21.3%                    | YES, at a 96% confidence level                |
| Challenger 2 | Vertical Gift String, 2-column form   | -2.5%                    | NO  |
| Challenger 3 | Horizontal Gift String, 2-column form | 2.8%                     | NO  |

While audience differences likely contribute to the different test outcome, we believe that the more streamlined set of form fields on this organization's donation page, which required less scrolling relative to PETA's, as well as the higher overall conversion rate (showing greater user satisfaction with the page) also contributed to the layout changes having less impact on user behavior.

Donate to provide hope, dignity and economic opportunity

Help fight poverty and respond to desperate need by making a tax-deductible gift today.

With your support we can:

- Help poor families send their children to school
- Help people learn skills to start and sustain their own businesses
- Deliver emergency aid when disaster strikes
- Help women build a better life for themselves, their families and their communities



You can feel confident knowing that 91 cents of every dollar donated supports lifesaving programs.

Gift Information

Select a Gift Amount: \$50 \$100 \$250 \$500 \$1,000

- Yes, please make this a monthly gift to
- I would like to honor someone special with my gift.

Billing Information

\*First Name:

\*Last Name:

\*Address Line 1:

Address Line 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

\*Country:

\*Email Address:

Yes, I would like to stay informed about work around the world.

Credit Card Information

Select a Payment Type: Credit Card



\*Credit Card Number:

\*CVV Number:  [What is this?](#)

\*Expiration Date: 09 2010



Click here to view privacy policy. If you have questions about donating online, please e-mail us or call 1-800-



Your contribution is tax-deductible as described on your receipt and to the extent allowed by law

A copy of the latest financial report and registration filed by this organization can be obtained by contacting toll-free 1-800- or by writing directly to Residents of certain states can click here to find out how this information can also be obtained.

is organized under the laws of the District of Columbia, United States and is a nonprofit 501(c)(3) organization. EIN/tax ID number:

### Donate to provide hope, dignity and economic opportunity

Help fight poverty and respond to desperate need by making a tax-deductible gift today.

With your support we can:

- Help poor families send their children to school
- Help people learn skills to start and sustain their own businesses
- Deliver emergency aid when disaster strikes
- Help women build a better life for themselves, their families and their communities



You can feel confident knowing that 91 cents of every dollar donated supports lifesaving programs.

#### Gift Information

\*Select a Gift Amount:

\$50.00

\$100.00

\$250.00

\$500.00

\$1,000.00

\_\_\_\_\_

Yes, please make this a monthly gift to

I would like to honor someone special with my gift.

#### Billing Information

\*First Name:

\*Last Name:

\*Address Line 1:

Address Line 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

\*Country:

\*Email Address:

Yes, I would like to stay informed about work around the world.

#### Credit Card Information

\*Select a Payment Type:

Credit Card Type:

\*Credit Card Number:

\*CVV Number:  [What is this?](#)

\*Expiration Date:



## Trust Seals & Field Group Order

### World Wildlife Fund

Our test with World Wildlife Fund (WWF) focused on placement of trust seals in a more visible location in the upper right corner of the page, while at the same time eliminating an animated GIF image (something many web users find annoying) of a premium in that location, in combination with a new field group order on the page.

We found that moving trust seals from the bottom of the page to the upper right corner of the page, while eliminating the rotating GIF image of a polar bear plush delivered a 27 percent lift in conversion on WWF's main web donation form. Results were significant at a 95 percent confidence level.

The field group order change by itself, and in combination with the trust seal placement change, was not significantly different from the baseline.

Table 9: World Wildlife Fund

| Test Version | Field Group Order & Trust Seals   | Conversion Rate % Change | Challenger Significantly Different? |
|--------------|---|--------------------------|-------------------------------------|
| Baseline     |   | ---                      |                                     |
| Challenger 1 | New field group order, original trust seals   | 19.4%                    |                                     |
| Challenger 2 | Original field group order, BBB & Charity Navigator logos in upper right corner of page replacing a rotating GIF image of a premium | 27.3%                    | YES, at a 95% confidence level      |
| Challenger 3 | New field group order, BBB & Charity Navigator logos in upper right corner of page replacing a rotating GIF image of a premium      | 17.1%                    |                                     |



**ALMOST A QUARTER OF THE WORLD'S MAMMALS  
FACE A HIGH RISK OF EXTINCTION WITHIN 30 YEARS**

[DONATE](#) [SHOP](#) [TRAVEL](#) [1-800-888-8888](#)

Other WWF Sites

HOME | WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW





get email from WWF

follow    

Click the globe to explore WWF's work

### Support World Wildlife Fund's Global Conservation Efforts

This is a one-time contribution to support WWF's Global Conservation Efforts [\(make a monthly donation instead\)](#)

Your donation makes you a **member of WWF**.



**Select Your Donation**

**Partners in Conservation:**  \$1,000  \$2,500  \$5,000  \$10,000

**WWF Members:**  \$25  \$50  \$100  \$250  \$500

Other:

**Select Your Thank-You Gift**

**Maximize My Donation**

I prefer not to receive a gift, maximizing my support of WWF's global conservation efforts.



**WWF Panda T-Shirt**

Washed soft and faded, requires fit light blue tee in 100% organic cotton featuring the beloved panda logo.

Select Size:



[See Larger Image](#)

**Two Water Bottles**

Two aluminum water bottles with the WWF logo.



[See Larger Image](#)

**2 Large WWF Logo Totes**

These big 100% recycled grocery bags can take the place of hundreds of paper and plastic bags used each year.



[See Larger Image](#)

**Donor Information**

\*Name:

\*Address 1:

Address 2:

\*City/State/Zip:

\*Country:

\*Email Address:

Phone Number:

Start my FREE subscription to WWF's monthly newsletter and receive up-to-date news on how WWF is protecting endangered species and their habitats.

Remember me

**Payment Information**

Payment Type:

\*Credit Card Type:  VISA  M/C  A/M  D/C  A/C

\*Credit Card Number:  \*CVV Number:  [What is this?](#)

\*Expiration Date:  -

World Wildlife Fund is a 501(c)(3) charitable organization.



**SUPPORT WWF**

**WWF Gift Center**

Share a symbolic adoption to help protect species and their habitats. [Adopt an animal](#)

**Monthly Giving**

Provide a monthly commitment of \$10 per month (just \$6.25/yr) and get two free WWF grocery totes. [Become a monthly donor](#)

**Gift Memberships**

Give your family and friends a gift membership to WWF. [Gift a membership](#)

**Renew your Membership**

Don't miss a month! Your gift helps save endangered species, protect wild habitats and address global threats. [Renew your membership](#)

**Memorial Donations**

Remember loved ones by submitting a secure online, tax-deductible gift to WWF. [Donate in memory](#)

**Tribute Donations**

Honor someone with a gift to WWF in their name. [Donate in tribute](#)

**Legacy Gifts and Gift Planning**

Using their irrevocable, irrevocable trust gift in support of the work of World Wildlife Fund over the past year. Large and small, these gifts are vital to the success of WWF's efforts to save a living planet for future generations. [Learn more](#)

**Matching Gifts**

Double or triple your donation with a matching gift from your employer. [Learn more](#)

**Panda Pages**

Choose your own personalized non-vehicle and take an active role in helping WWF to help support WWF's conservation work. [Learn more](#)

**Make a Wired Donation to WWF**

Make a donation to WWF from your bank. [Learn more](#)

**Give the Gift of Stock**

A gift of stock can provide much-needed support for WWF's conservation projects and offer you financial benefits as well. [Learn more](#)

**Other Ways to Give**

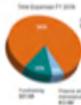
[Find out more](#)

**OTHER PAYMENT METHODS**

**By Phone**  
1-800-CALL-WWF

**By Postal Service**  
[Click here to download the form](#)

**SEE OUR FUNDS SUPPORT CONSERVATION**



62 percent of WWF's spending is directed to wildlife conservation activities.

**AS ORGANIZATION BOARD CHAIR**




Larry Linden    Roger Barn

Co-Chairman of the Board Larry Linden and Roger Barn hold WWF accountable for best practices in governance, accountability and transparency at all levels of the organization. [Read more about WWF and governance.](#)

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- About WWF
- Vision
- History
- Financial Info
- Annual Report
- Governance
- Board Members
- National Council
- Executive Team
- Experts
- Newsroom
- PSAs
- Careers
- Fellowships

**What We Do**

- Where We Work
- Government Relations and Policy
- Our Approach
- Partnerships
- Global Markets
- Community Action
- Scholarships, Grants and Awards

**Places**

- Amazon
- Arctic
- Borneo and Sumatra
- Coastal East Africa
- Congo Basin
- Coral Triangle
- Eastern Himalayas
- Galapagos
- Namibia
- Northern Great Plains
- Other Places

**Species**

- Overview
- Species Finder
- Tigers
- Giant Panda
- Rhinoceros
- Polar Bear
- Whales & Dolphins
- Elephants
- Marine Turtles
- Great Apes
- Other Species
- Wildlife Trade
- Species Science
- News and Updates
- Publications
- Take Action

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- Field Work and Programs
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- Ecosystem Services
- Natural Capital Project
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- Species Modeling
- Remote Sensing and GIS
- Data and Tools
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- Kathryn Faber Science for Nature Fund
- Publications
- Scientists

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- Section Overview
- Latest Climate News
- Climate Change Basics
- Impacts and Adaptations
- Forest Carbon
- Influencing Policy
- Business and Climate
- Learn What WWF is Doing
- International Work
- Take Action Today
- Publications

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- Donate
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- Adopt
- Stay Informed
- Take Action
- Good Stuff
- Travel
- Wallpaper
- E-cards
- Social Spot
- Panda Pages

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FACE A HIGH RISK OF EXTINCTION WITHIN 30 YEARS

HOME WHO WE ARE WHAT WE DO PLACES SPECIES SCIENCE CLIMATE ACT NOW

Other WWF Sites

get email from WWF

follow:    

Click the globe to explore WWF's work

### Support World Wildlife Fund's Global Conservation Efforts

This is a one-time contribution to support WWF's Global Conservation Efforts ([make a monthly donation instead](#))

Your donation makes you a [member of WWF](#)

**Select Your Donation**

**Partners in Conservation:**  \$1,000  \$2,500  \$5,000  \$10,000

**WWF Members:**  \$25  \$50  \$100  \$250  \$500

Other

**Select Your Thank-You Gift**

**Maximize My Donation**

I prefer not to receive a gift, maximizing my support of WWF's global conservation efforts.

**WWF Panda T-Shirt**

Washable gift and symbol of WWF's conservation efforts. Available in light blue for men and dark blue for women.

Select Size:



[See Larger Image](#)

**Two Water Bottles**

Two aluminum water bottles with the WWF logo.



[See Larger Image](#)

**2 Large WWF Logo Totes**

These two 100% recycled grocery bags can take the place of hundreds of paper and plastic bags used each year.



[See Larger Image](#)

### SUPPORT WWF

**WWF Gift Center**

Make a symbolic donation to help protect species and their habitats. [Shop all options](#)

**Monthly Giving**

Receive a monthly commitment of \$10 per month (just \$10.00) and get two free WWF grocery totes. [Become a monthly donor](#)

**Gift Memberships**

Give your family and friends a gift membership to WWF. [Get a membership](#)

**Renew your Membership**

Don't miss a month! Your gift helps save endangered species, protect vital habitats and address global issues. [Renew your membership](#)

**Memorial Donations**

Honor loved ones by supporting a cause which has a lasting impact on the earth. [Donate in remembrance](#)

**Tribute Donations**

Honor someone with a gift to WWF in their name. [Donate in tribute](#)

**Legacy Gifts and Gift Planning**

More than a million individuals make gifts in support of the work of World Wildlife Fund each year. Large and small, these gifts are vital to the success of WWF's efforts to save a living planet for future generations. [Learn more](#)

**Matching Gifts**

Double or triple your donation with a matching gift from your employer. [Learn more](#)

**Panda Pages**

Create your own personalized micro-website and take an active role in raising funds to help support WWF's conservation work. [Learn more](#)

**Make a Wired Donation to WWF**

Make a donation to WWF from your bank. [Learn more](#)

**Give the Gift of Stock**

A gift of stock can provide much-needed support for WWF's conservation projects and offer you financial benefits as well. [Learn more](#)

**Other Ways to Give**

[Find out how](#)

**Donor Information**

\*Name:  First Name  Last Name

\*Address 1:

Address 2:

\*City/State/Zip:  City  State  ZIP

\*Country:  United States

\*Email Address:

Phone Number:

Start my FREE subscription to WWF's monthly e-newsletter and receive up-to-date news on how WWF is protecting endangered species and their habitats.

Remember me

**Payment Information**

Payment Type:  Credit Card

\*Credit Card Type:  VISA  M/C  A/M  D/C  R/B

\*Credit Card Number:  \*CVV Number:  What is this?

\*Expiration Date:  06  2010

Submit

World Wildlife Fund is a 501(c)(3) charitable organization.





**Who We Are**

- About WWF
- Vision
- History
- Financial Info
- Annual Report
- Governance
- Board Members
- National Council
- Executive Team
- Experts
- Headquarters
- PSA's
- Careers
- Fellowships

**What We Do**

- Where We Work
- Government Relations and Policy
- Our Approach
- Partnerships
- Global Markets
- Community Action
- Scholarships, Grants and Awards

**Places**

- Amazon
- Arctic
- Borneo and Sumatra
- Coastal East Africa
- Congo Basin
- Coral Triangle
- Eastern Himalayas
- Galapagos
- Namibia
- Northern Great Plains
- Other Places

**Species**

- Chimpanzee
- Species Funder
- Tigers
- Giant Pandas
- Rhinoceros
- Polar Bear
- Whales & Dolphins
- Elephants
- Marine Turtles
- Great Apes
- Other Species
- Wildlife Trade
- Species Science
- News and Updates
- Publications
- Take Action

**Science**

- Overview
- Field Work and Programs
- Freshwater Science
- Ecosystem Services
- National Capital Project
- Conservation Social Science
- Species Modeling
- Remote Sensing and GIS
- Data and Tools
- Ecoregions
- Kuby's Puffer: Science for Nature Fund
- Publications
- Scientists

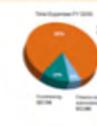
**Climate**

- Section Overview
- Latest Climate News
- Climate Change Basics
- Impacts and Adaptation
- Forest Carbon
- Business and Climate
- Learn What WWF is Doing
- International Work
- Take Action Today
- Publications

**Act Now**

- Donate
- Partners in Conservation
- Adopt
- Stay Informed
- Take Action
- Good Stuff
- Travel
- Wallopaper
- EcoCard
- Social Spot
- Panda Pages

**82 PERCENT OF WWF'S SPENDING IS DEDICATED TO WORKING CONSERVATION ACTIVITIES**



**AS ORGANIZATION BASED ON TRUST**




Larry Linden      Roger Saut

Co-Chairmen of the Board Larry Linden and Roger Saut hold WWF accountable for best practices in governance, accountability and transparency at all levels of the organization. [Read more about WWF and governance](#)

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World Wildlife Fund 1250 Twenty-Fourth Street, N.W. P.O. Box 37180 Washington, DC 20090-7180

WWF

## International Development Organization

Our test of trust seal placement and field group order with a large international development organization corroborated our finding with WWF that increased visibility with trust seals provides a material lift in page conversion.

Table 10: International Development Organization

| Test Version | Page Creative  | Conversion Rate % Change | Challenger Significantly Different? |
|--------------|--|--------------------------|-------------------------------------|
| Baseline     | Original Field Group Order, Charity Navigator logo in upper right, BBB logo below the fold | ---                      |                                     |
| Challenger 1 | New Field Group Order, Trust seal placement same as baseline                               | 22.6%                    | NO                                  |
| Challenger 2 | Original Field Group Order, BBB logo placed next to Charity Navigator logo above the fold  | 51.5%                    | YES, at a 94% confidence level      |
| Challenger 3 | New Field Group Order, BBB logo placed next to Charity Navigator logo above the fold       | 5.9%                     | NO                                  |

# International Development Organization, Winning Creative:

**Donate to provide hope, dignity and economic opportunity**  
Help fight poverty and respond to desperate need by making a tax-deductible gift today.

With your support we can:

- Help poor families send their children to school
- Help people learn skills to start and sustain their own businesses
- Deliver emergency aid when disaster strikes
- Help women build a better life for themselves, their families and their communities



You can feel confident knowing that 91 cents of every dollar donated supports lifesaving programs.

## Gift Information

\*Select a Gift Amount:  \$50  \$100  \$250  \$500  \$1,000

- Yes, please make this a monthly gift to
- I would like to honor someone special with my gift.

## Billing Information

\*First Name:

\*Last Name:

\*Address Line 1:

Address Line 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

\*Country:

\*Email Address:

Yes, I would like to stay informed about poverty-fighting work around the world.

## Credit Card Information

\*Select a Payment Type:

Credit Card Type:

\*Credit Card Number:

\*CV Number:  [What is this?](#)

\*Expiration Date:



[Click here](#) to view privacy policy. If you have questions about donating online, please [e-mail](#) us or call 1-800-

Your contribution is tax-deductible as described on your receipt and to the extent allowed by law

A copy of the latest financial report and registration filed by this organization can be obtained by contacting toll-free 1-800 , or by writing directly to . Residents of certain states can [click here](#) to find out how this information can also be obtained.

is organized under the laws of the District of Columbia, United States and is a nonprofit 501(c)(3) organization. EIN/tax ID number:

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[Click here](#) to view our privacy policy. If you have questions about donating online, please [e-mail](#) us or call 1-800-

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# TESTING METHODOLOGY

We used Google Website Optimizer to track page views and conversions on test pages for all experiments. The amount of traffic flowing to test donation pages was the main limiting factor in determining the number of test variables we could run.

To determine test significance, we compared the conversion rate of “challenger” donation pages to conversion rate of the “baseline” donation page, and calculated its z score.

The Convio platform was used to host donation pages and process transactions for all organizations participating in the testing project.

## ABOUT DONORDIGITAL

Donordigital helps nonprofit organizations, campaigns, and socially responsible businesses use the Internet for fundraising, advocacy, and marketing. We provide strategy and implementation to enable organizations to use e-mail, the Web, and other communications to build their constituencies and change the world. Visit [www.Donordigital.com](http://www.Donordigital.com) to learn more.

2550 Ninth Street, Ste 103  
Berkeley, CA 94710  
phone: (510) 843-8888  
[info@donordigital.com](mailto:info@donordigital.com)



## ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit [www.convio.com](http://www.convio.com).

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