

Audit Your Online Donor Experience: Holiday Season Edition



Cary Walski, Founder & Nerd-in-Chief, Copilot
Chris Briggs, Major Gift Officer, Clare Housing

Wednesday, December 13, 2023





About Your Presenters

Cary Walski

*Founder, Copilot: Web Development
& Ongoing Support for Nonprofits*



Chris Briggs

Major Gift Officer, Clare Housing



**Please be active in the chat
throughout!**



**What do you hope to get out of
today's session?**



What is the online donor experience?



Why does it matter?



40%



Assessment Process & Improvement

Tips to Create an AMAZING ODE

Step-by-Step Case Study: Clare Housing

1. Online entrance points
2. Website and/or donation page
3. Success message
4. Receipt
5. Stewardship & post-donation relationship



Five Factors of the AMAZING ODE

- Security
- Accessibility & Ease-of-Use
- Branding
- Messaging
- Stewardship/Relationship Building

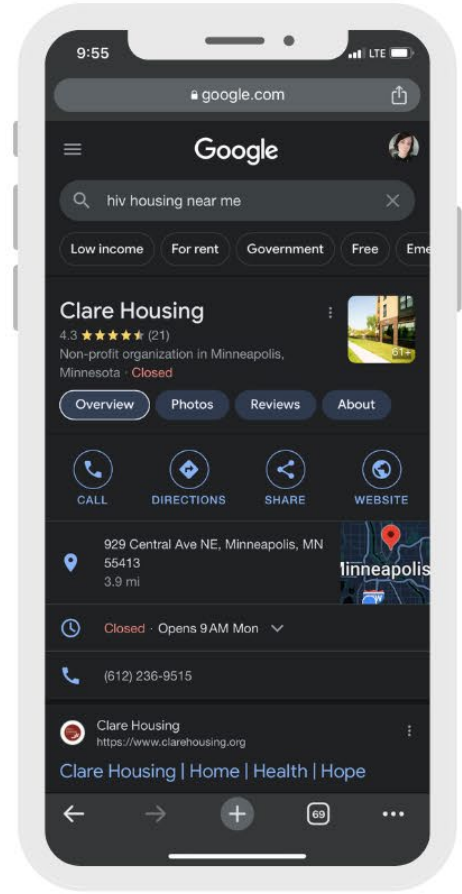
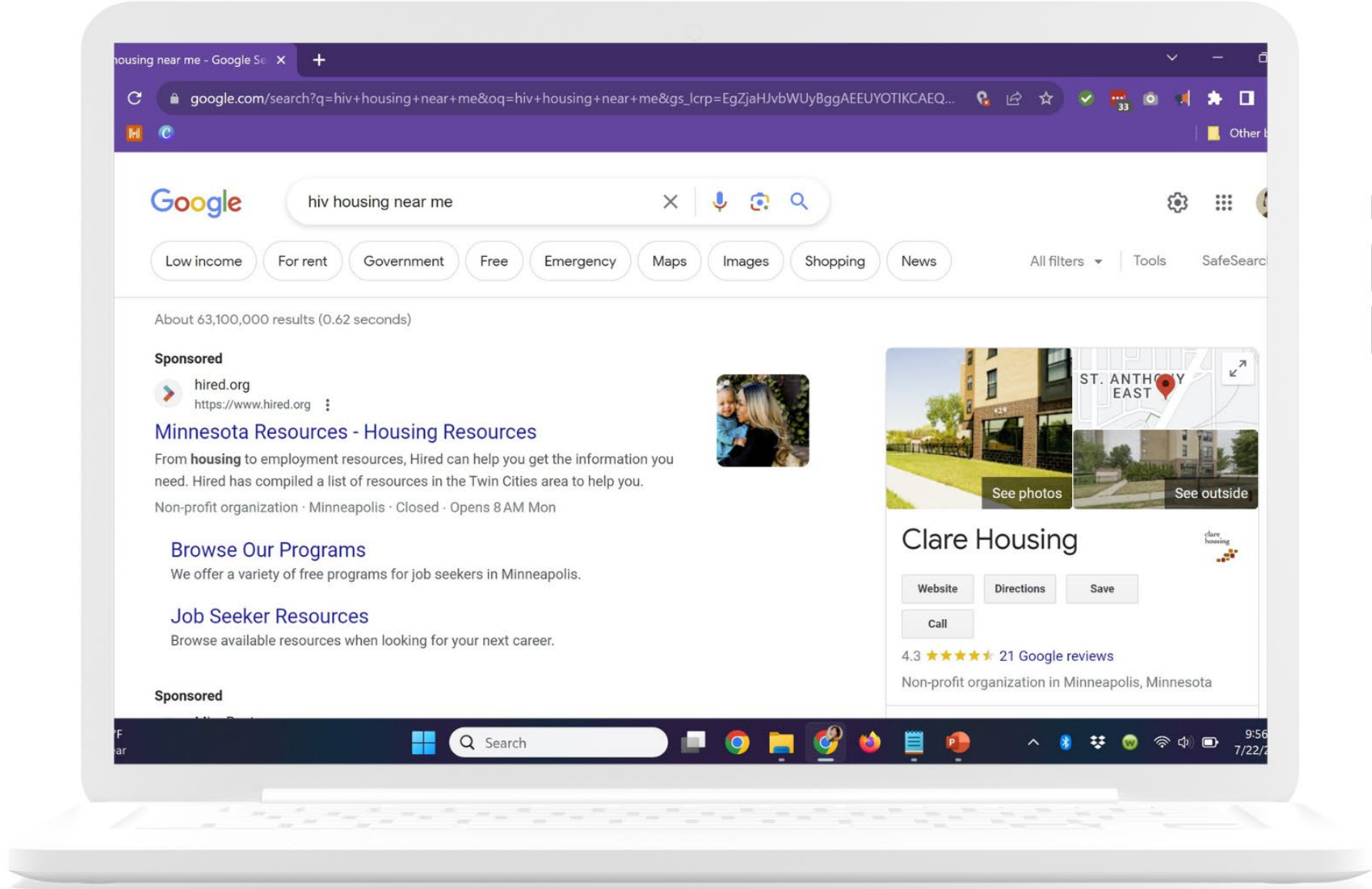


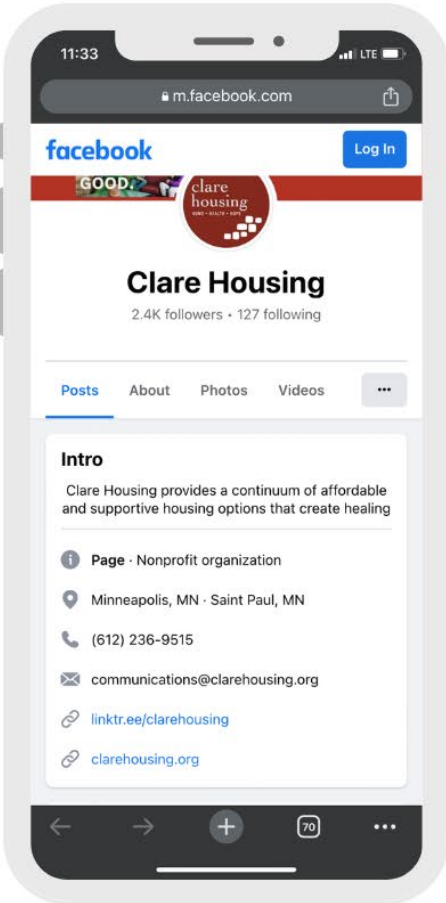
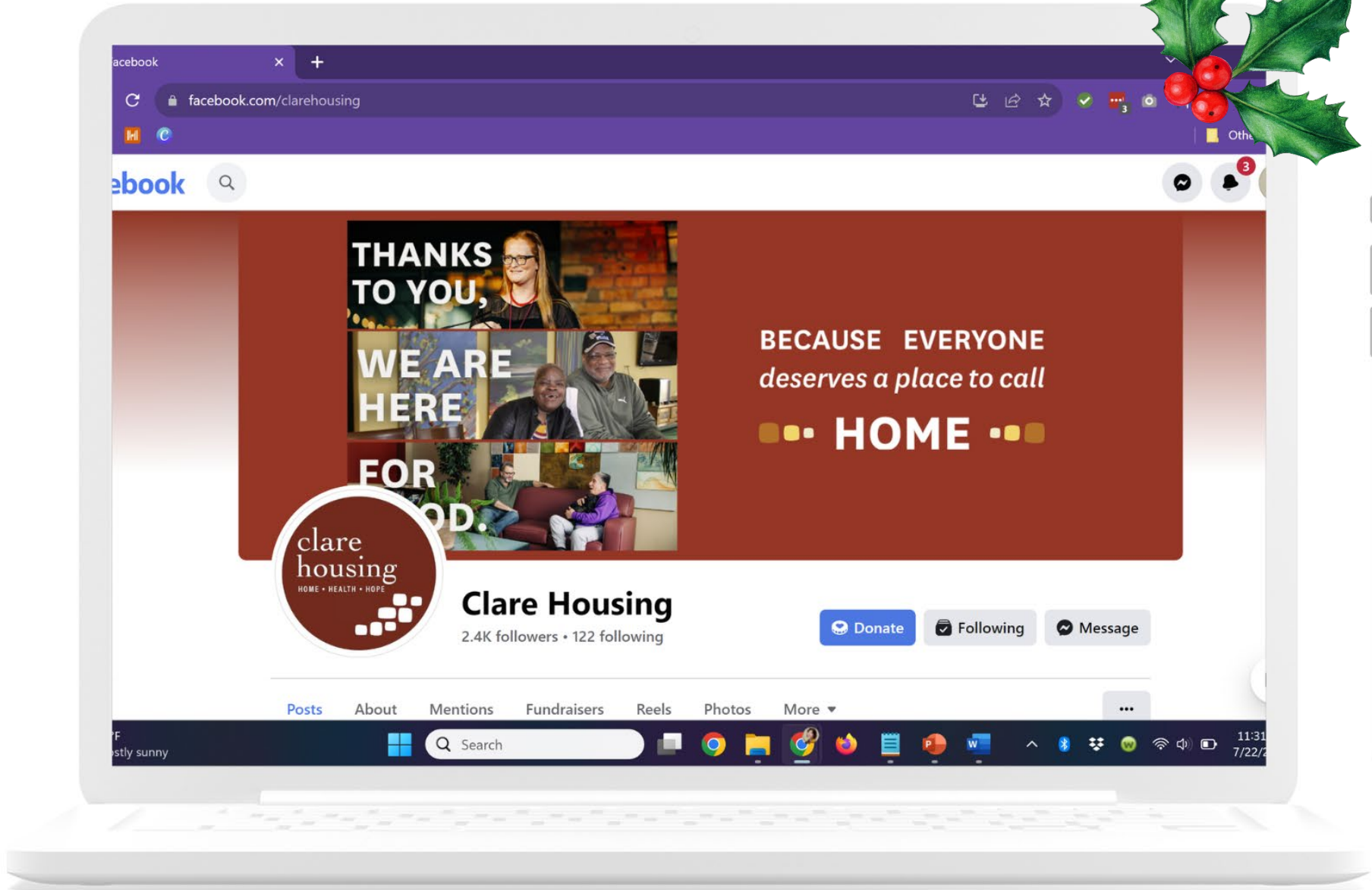
Warning: “Yikes” Moment

**Bonus: Schedule a FREE
walk-through with me.**

Step 1: The Entrance Points

- Document your online entrance points
- Assess them from the donor perspective (mobile too!)
 - Search engine result pages (SERPs)
 - Social media accounts
 - Enewsletter
 - Email signature, etc.
- *Is it easy figure out how to donate? Would I want to?*

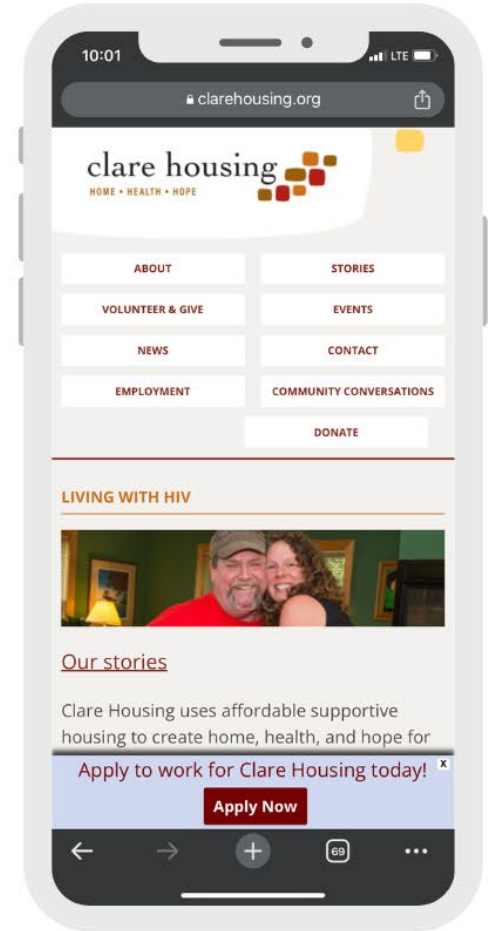
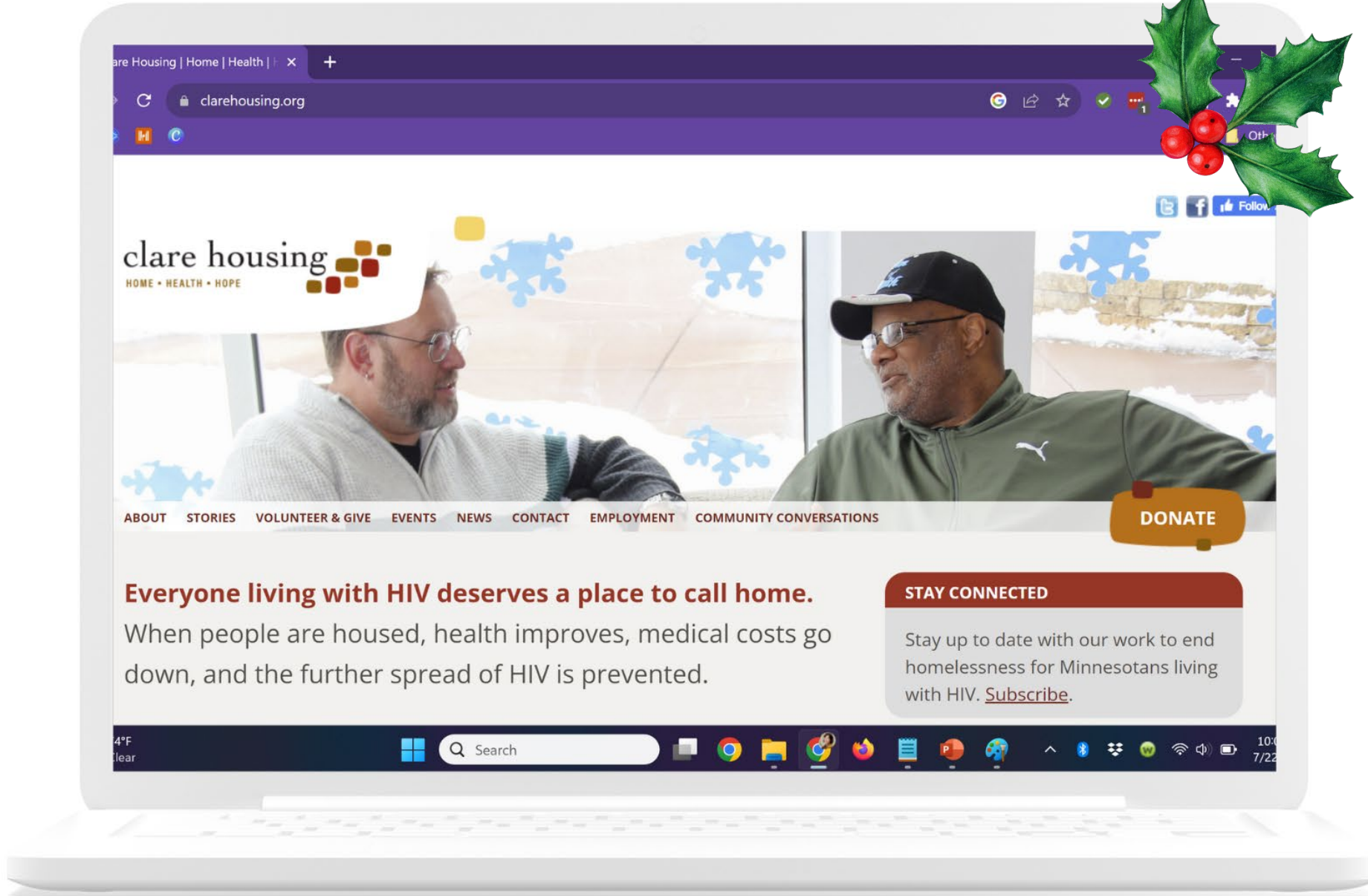






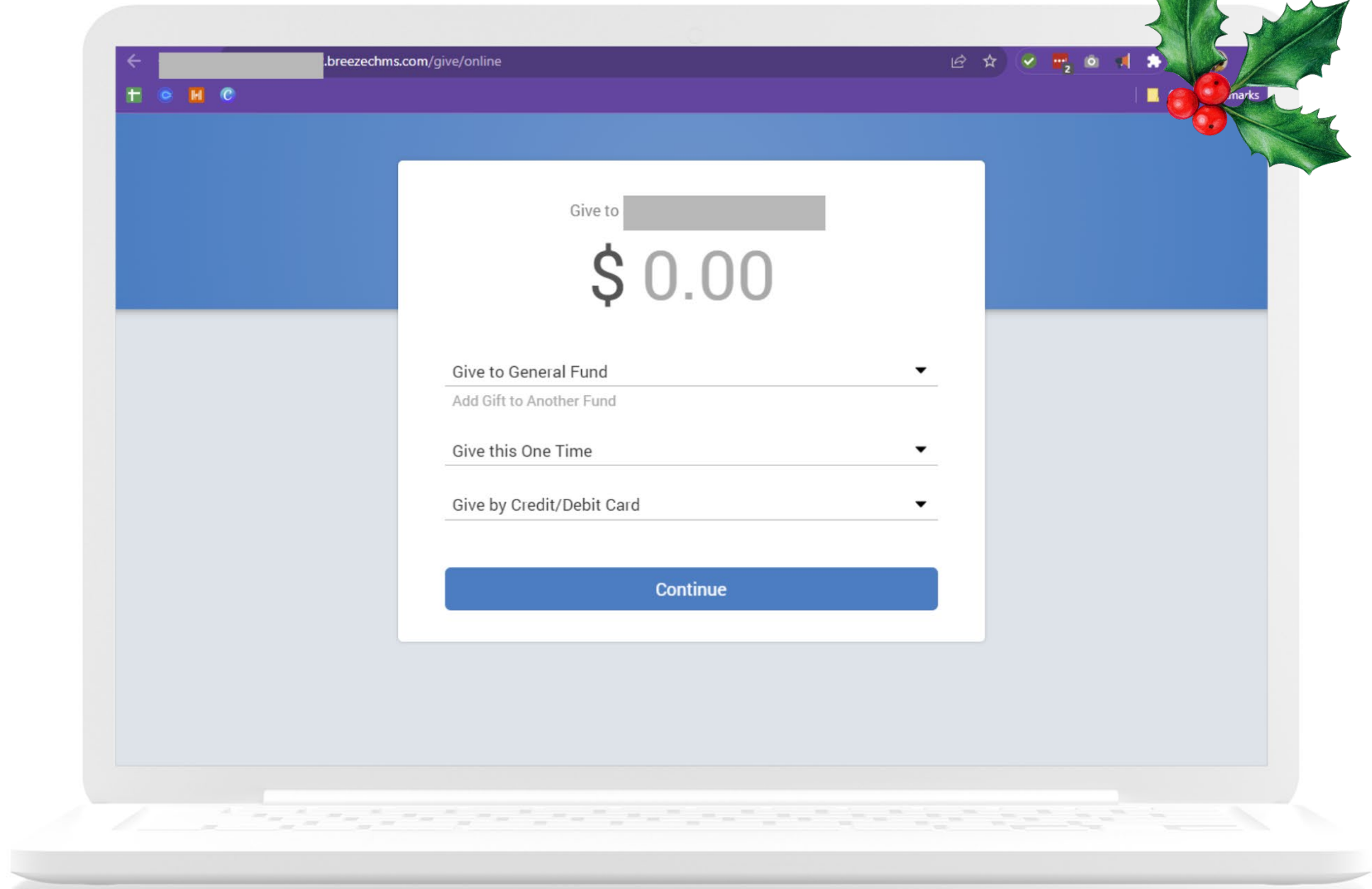
Step 2: The Website

- Security
- Accessibility & Ease-of-Use
- Branding
- Messaging



Step 3: The Donation Page

- Brief Detour: Offsite versus onsite or embedded donation pages



← .breezechms.com/give/online

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Give to

\$ 0.00

Give to General Fund



Add Gift to Another Fund

Give this One Time



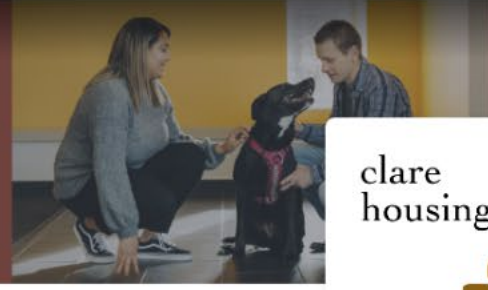
Give by Credit/Debit Card



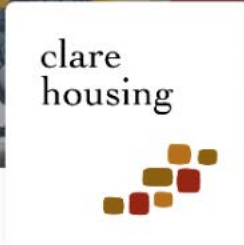
Continue



giveMN.org
Build Community & Grow Giving



THANKS TO YOU,
WE ARE HERE
for good.



Clare Housing

A nonprofit organization

Donate

Fundraise

Share this organization

1,047 donors

About

Custom page





Step 3: The Onsite Donation Page

- Onsite Experience
 - Security
 - Accessibility & Ease-of-Use
 - Branding
 - Messaging



CLARE HOUSING DONATION

MAKE A GIFT TODAY

For 35 years, Clare Housing has helped people living with HIV/AIDS to find home, health and hope through supportive housing.

By providing safe, low-barrier, permanent housing options and supportive services, we have helped thousands of people to find a sense of belonging and community and take steps towards wholeness.

With 390 people on our waiting list, we know that we have so much more work ahead of us. Minnesota's HIV outbreak and surge in homelessness mean that the services and housing we provide are essential and more in demand than ever before. We know we can't do it alone.



Donation Form

Type of Contribution

- Individual contribution
- Organization contribution (this gift is being made on behalf of an Organization)

Contact Information

Name *

Thank you for helping us empower youth!



Your support provides affordable, safe and stable housing that empowers people to maximize their health, independence, dignity, and quality of life. Thank you for keeping our residents connected to home, health and hope!

DONATION

**Give now from your
Donor-Advised Fund**

\$2,100.00 - Covers the unsubsidized cost to house a resident for one year.

\$380.00 - Buys a week of healthy groceries for one Care Home of four residents.

\$175.00 - Covers unsubsidized cost to house one resident for one month.

\$50.00 - Buys a week of household and medical supplies for one resident.

Other

Show my support by making this a recurring donation

CONTACT INFORMATION

First Name *

Last Name *

Email *

ZIP Code *

PAYMENT INFORMATION

Savings

Checking


Credit Card

Credit or debit card *

Comments

INCREASE MY IMPACT

Yes! Add \$0 to help offset bank fees

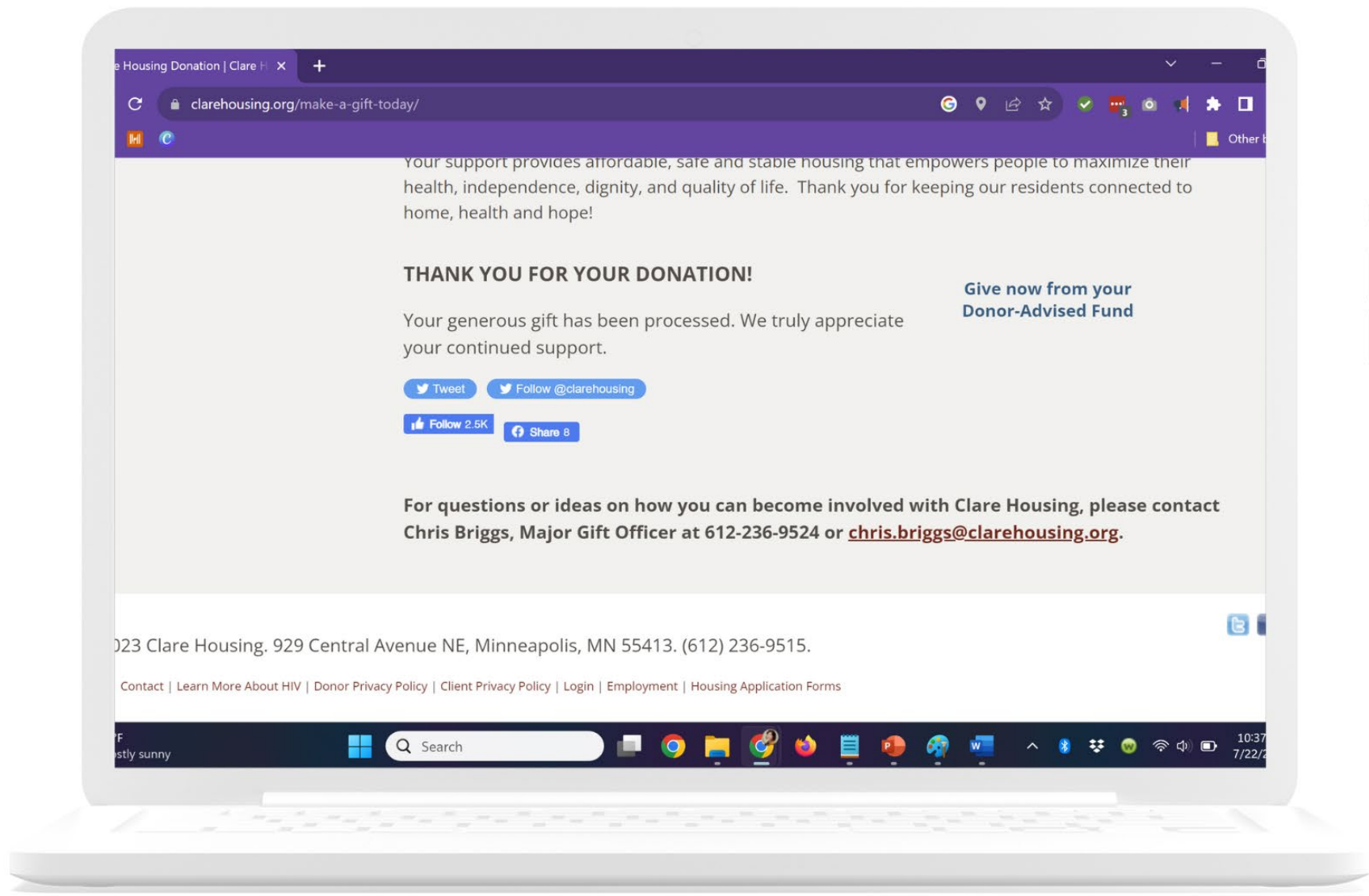
 I'm not a robot 
reCAPTCHA
Privacy - Terms

Donate

For questions or ideas on how you can become involved with Clare Housing, please contact Chris Briggs, Major Gift Officer at 612-236-9524 or chris.briggs@clarehousing.org.

Step 4: The Success Message

- Is it visible?
- Is it robo-talk?
- Opportunity for analytics



Clare Housing Donation | Clare Housing

clarehousing.org/make-a-gift-today/

Your support provides affordable, safe and stable housing that empowers people to maximize their health, independence, dignity, and quality of life. Thank you for keeping our residents connected to home, health and hope!

THANK YOU FOR YOUR DONATION!

Your generous gift has been processed. We truly appreciate your continued support.

[Tweet](#) [Follow @clarehousing](#)

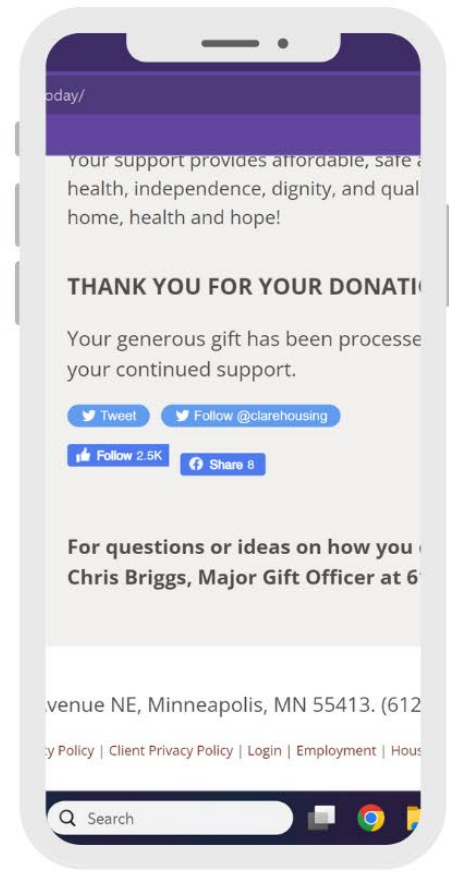
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23 Clare Housing, 929 Central Avenue NE, Minneapolis, MN 55413. (612) 236-9515.

Contact | Learn More About HIV | Donor Privacy Policy | Client Privacy Policy | Login | Employment | Housing Application Forms

10:37 AM 7/22/2024



Clare Housing Donation | Clare Housing

clarehousing.org/make-a-gift-today/

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Contact | Learn More About HIV | Donor Privacy Policy | Client Privacy Policy | Login | Employment | Housing Application Forms

Search

Step 5: Automated Receipt

- Security
- Personalized
- Branded
- Campaign continuity



Search in mail

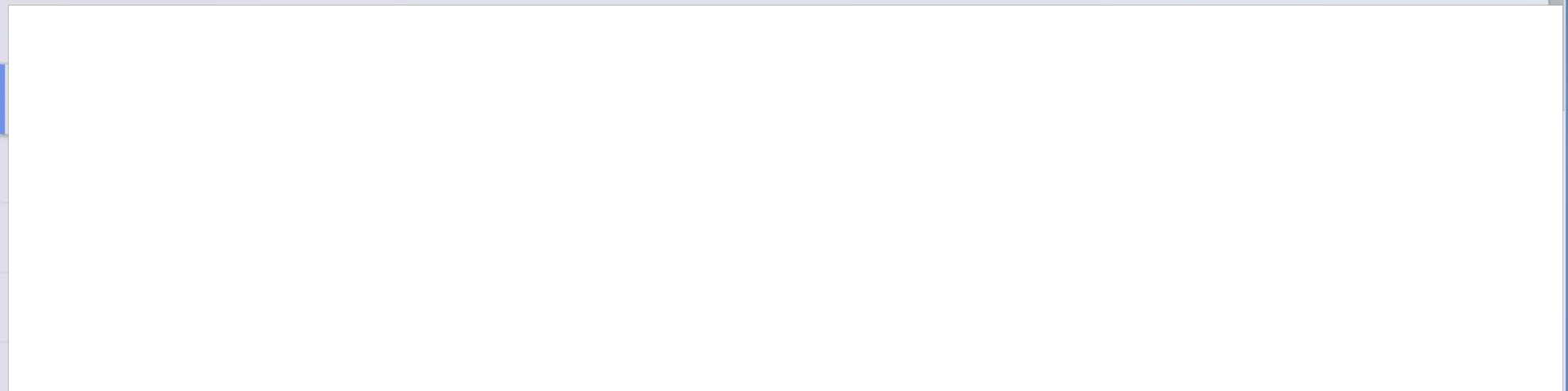
Google

Compose

- Inbox 68
- Starred
- Snoozed
- Sent
- Scheduled 2
- Drafts 33
- Spam 106
- More

Important and unread 1-25 of 68

Clare Housing Thank you! - Cary, thank you for your generous gift of \$103.29 on 12/9/... 11:33 AM



31

Keep

+



Search in mail



1 of 68

Thank you! External > Inbox x



Clare Housing outreach@clarehousing.org via bloomerang-mail.com to me

11:33 AM (11 minutes ago) ☆ ↶ ⋮



Thank you

- 67
- 2
- 33
- 106
- +
- Nippers 2,114
- REQUESTS

- 31
- Lightbulb icon
- Calendar icon
- Person icon
- +

Search in mail

Navigation icons: Back, Add, Info, Delete, Mail, Clock, Reply, Forward, More, 1 of 68, Forward, Print

Cary, thank you for your generous gift of \$103.29 on 12/9/2023!

Please retain a copy of this email for your tax records.

Thank you for your wonderful support of Clare Housing residents! Your donation allows us to continue our mission of providing a continuum of affordable and supportive housing options that create healing communities and optimize the health of people living with HIV/AIDS.

"I thank everybody for the contributions given. Because of your contributions, I am blessed to have a place to call home."
- Scott, Clare Housing Resident

Thank you from the bottom of our hearts!



67

2

33

106

+

ers 2,114

UESTS

31

Lightbulb icon

Smiley face icon

Person icon

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Step 6: Stewardship



Q & A

A gift for you!
Get a free one-hour
virtual ODE audit!

gocopilot.org/contact



**What are you going
to do next?**