





CASE STUDY | CHARITIES & NON-PROFITS

Traffic most charities would envy, and a donation journey that squandered it. Every lost donor had already decided to give. The website talked them out of it.

41% → 78%

donation completion rate after the
rebuild

£900,000

of additional unrestricted income in
year one, approximately

[n]

supporting metric, for example mobile
completion rate, from records

The situation

[Client name] had traffic most charities would envy and a donation journey that squandered it. Analytics showed 41% of people who started a donation finished it. The rest were lost to a five-step process, forced account creation, and a payment page that looked nothing like the charity people thought they were giving to.

What we did

We rebuilt the journey around one principle: never put anything between a willing donor and the thank-you page that does not have to be there. Five steps became two. Account creation became optional and moved to after the donation. The payment page kept the charity's branding all the way through, and the form asked for exactly what the payment needed and nothing more. We tested the lot with real supporters, including donors using screen readers, because accessibility failures were quietly costing donations too.

What the client says

“ [Client quote to be gathered and signed off.] ”

[Name, role, company]

Could your website do this?

Ask us for a free written review of your website. We will tell you in plain English what is holding it back and what we would do first. You keep the report whether you work with us or not.

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