



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip May 11, 2026 Sticky Bar vs Slide-up/Pop-up Bar

Dear Ministry Leaders,

Last week, we talked about the value of a sticky bar that came configured with your giving array. The idea was that while a visitor was still on the first page of your website, your sticky bar would be there as well and would be a compelling factor in priming them to make a gift. Additionally, the sticky bar "amounts" or giving array would match exactly what they would see when moving to your giving page.

But this week we are going to take the science one level deeper and look at the difference in conversion rates between a sticky bar and a pop-up (or, in this case, a slide-up).

What we found in our experiment (speaking on behalf of the NextAfter team) was a **127% increase in conversion** when replacing our static sticky bar with a slide-up.

See the video below.

Just a quick review

A **STICKY BAR** is a static "layered" frame that sits on top of your home (or others pages') web page. It is meant to grab a visitor's attention and provide a shortcut (in this instance) to your giving page. Note: There are other valuable ways to use a sticky bar aside from just providing a shortcut to your giving page. [Go to my webpage](#), and you can see how I use it to recruit a prayer team.

A **SLIDE-UP** is similar to a sticky bar, but it is NOT static. You set it up with timing parameters, such as how long after I show up on your home page does the slide-up appear, and how long does the slide-up stay in place before it retreats. A slide-up is just another version of a pop-up, strictly determined because it visually appears to slide up onto the screen.

[Check out the video to understand the idea and concept.](#)

Passionately,

Rick

P.S. Want to make a thoughtful investment in the stability and future growth of your ministry? I welcome a conversation about how I can support your work—feel free to call anytime. I'd be happy to take the time needed to answer questions and clearly explain how partnering with me and Multiply 417 can serve your goals well. I'm confident that an investment of just a few hundred dollars per month can make a significant difference.

Image 1

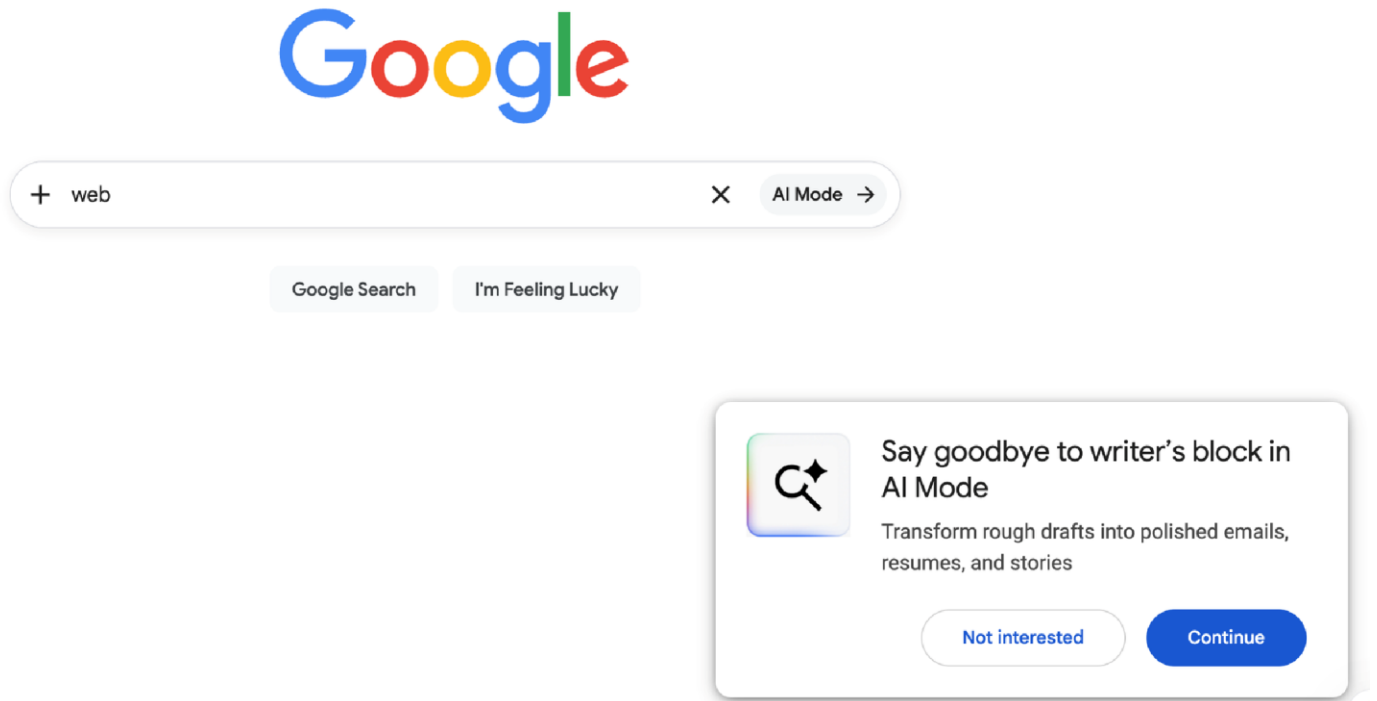


Image 2

C: Control

The nations are gathering for the 2026 Winter Olympic Games. Travelers from over 90 countries will be represented and many are coming from places that are closed to the gospel.

[Make my gift now »](#)

Will you give today to ensure we have a team there ready to share the good news of Christ with them?

T1: Treatment #1

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Will you give today to ensure we have a team there ready to share the good news of Christ with them?

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Multiply 417
(209) 541-5720
www.multiply417.com

