



Weekly Tip - May 25, 2026

Is your Giving Page costing your donations?

Dear Ministry Leader,

Here's a painful reality:

Many nonprofits spend enormous energy driving people to their giving page...without ever evaluating whether the page actually converts well.

A confusing giving page is like inviting guests to dinner and then locking the front door.

Take a fresh look at your online giving experience:

- Is it simple?
- Is it mobile-friendly?
- Is your case clear immediately?
- Does the page feel warm and trustworthy?
- Is monthly giving emphasized?
- Does the donor know what impact their gift will make?

Remember, clarity increases generosity.

One of the simplest improvements many organizations can make is reducing friction. Fewer clicks. Cleaner wording. Stronger visuals. Clearer impact statements.

Sometimes, a few small changes can dramatically improve response.

And please remember this important principle:

People do not give because organizations have needs. People give because they believe their gift matters.

P.S.

If you haven't reviewed your giving page in the last 12 months, this week would be a great time. Better yet, ask three trusted friends to walk through the giving process and give honest feedback. Or just maybe, contact me [by email](#) or phone (209) 541-5720 and let me help.

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