



# MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip  
May 5, 2026  
Adding a Gift Array to a Sticky Bar?

Dear Ministry leader,

Even 6+ years into the founding of Multiply 417, I'll still be a voracious reader of well-known fundraising research organizations, like NextAfter, Freewill, and several others. I've been very clear that, for some of the time, my weekly tips are mostly straight from their ideas, experiments, etc.

This week is no different, and I just wanted to offer a hearty thanks to the team at NextAfter for their continual efforts.

**First**, what's a sticky bar? It is a term used to define a standalone "layer" that appears on multiple pages of your website, and especially on your front page. It is different from a "pop-up" in that the box is static, meaning it doesn't appear or pop up after a set amount of time. But it is clearly a layer, meaning it is not embedded into the page itself, but sits on top of it.

In Image 1 below, you can see a pop-up window, "Say Goodbye to writer's block...". But if that window was permanently on the front page, or any page you choose to attach it to, that makes it a sticky bar.

**Second**, the experiment is about using a sticky bar that is essentially a shortcut to your giving page, but the giving array choices they will have when they get to that page are already shown in the sticky bar window. See Image 2 below.

The results of the experiment! The control image received a .10% click-through rate, while the Sticky Bar with the included giving array "clicked in" at .53%, an improvement of 447.5% based on 33,207 sample responses, which means it achieved a 100% statistical relevance score.

So, how will you start using a sticky bar in the future? Want some ideas? You know how to reach me.

Passionately,

**Rick**

**P.S.** At \$125 an hour, you can find a better investment in your ministry's stability and growth. Give me a call and let's talk about the possible ways I can help. I'm always willing to take as much time as you need to ask questions and get clear on exactly why you should be using someone like myself and Multiply 417.

Image 1

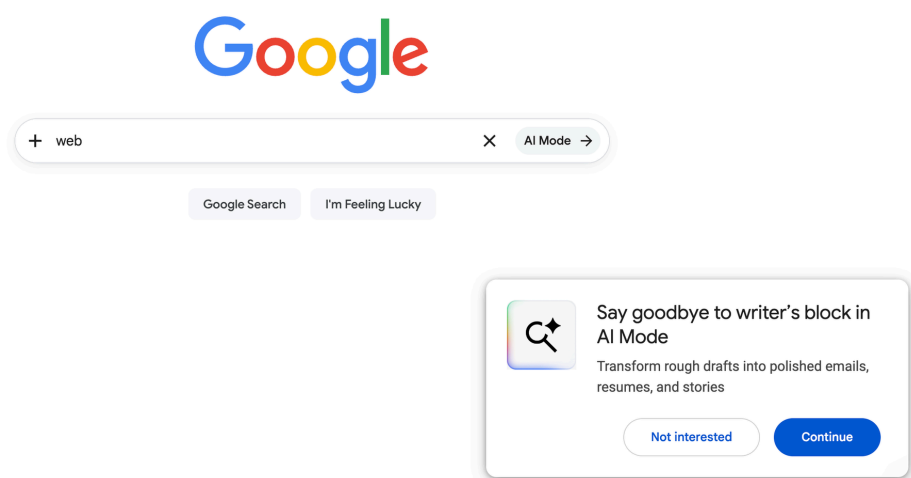
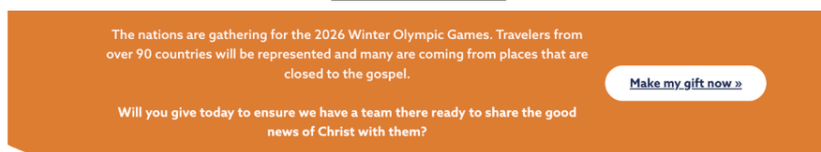
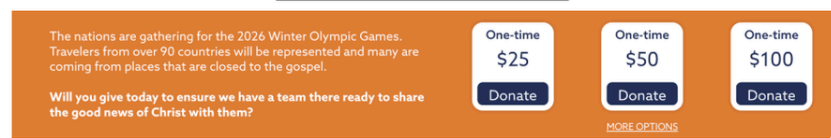


Image 2

C: Control



T1: Treatment #1



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