



PBS Digital Fundraising Scorecard

A look at the online giving experience of **56 PBS member stations.**

Research & analysis performed by **NextAfter Institute**
Commissioned by **PBS Development Services**



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Introduction

How do PBS member stations compare – to one another and other organizations – when it comes to their online giving experience and where can they improve?

We sought to answer this by donating a one-time gift of \$20 to 56 PBS member stations varying in size, licensee type, and geography. Throughout the giving process, we collected answers to the same 37 questions we had already asked 204 other nonprofits in a previous study. We then analyzed and scored each process based on what these 350+ donation page experiments suggest is effective for digital fundraising.

We looked at questions like:

- How easy was it to find where to give on local or station websites?
- How clear was it to understand the impact of a gift?
- What giving options were available, selected, or suggested?
- What incentives, if any, were used to inspire giving?
- How easy was it to complete the form and make the donation?
- What happened immediately after the donation?

While there were many interesting insights, we boiled them down to five key findings. This study will share those key findings along with statistics, examples, and experiments to show where and how member stations can improve their online giving experience. There are some ideas and resources at the end to try and ensure this isn't just a study that sits on desks but leads to changes, experiments, and growth.

Lastly, while we recognize the uniqueness of the PBS system as well and the constraints of tools and technology that all stations must deal with, we do not factor these elements into our analysis. Our hope and goal is that we can present the data through the eyes of the donor to objectively shed light on the good practices and opportunities to improve the online giving experience.

NextAfter Institute

FOR ONLINE FUNDRAISING

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Recommendations

1 Communicate the local value proposition to potential donors.

Only five member stations in the study were identified with a strong value proposition. Or put another way, only 1 in 10 gave prospective donors a good reason to support the mission.

More than half of member stations (55%) used less than a sentence on their donation page to introduce and reinforce the local value proposition.

It may seem counterintuitive to tell people who have clicked “Donate” why they should give, but the majority of prospective donors (upwards of 90%) abandon donation forms. Either they haven’t fully made up their mind or are figuring out how and how much to give. A strong value proposition can help convert prospects to donors.

This is not only an area of improvement for member stations, but for most nonprofits as well. Only 1 in 3 nonprofits we’ve studied gave a good reason to give on their donation page.

Not this

The screenshot shows a donation confirmation page. At the top, there are navigation links for 'News', 'Listen', 'Watch', 'Education', and 'Support'. A 'DONATE NOW' button is visible in the top right. The main heading reads 'Thank you for your gift to Public Media!'. Below this, there is a 'Select Gift Amount' section with radio buttons for \$60.00, \$120.00, \$365.00, and \$500.00, along with an 'Enter Amount' field. There is also a 'Comments' text area, a dropdown menu for 'How did you hear about us' (set to 'TV program'), and another dropdown for 'I would like to support' (set to 'TV').

This screenshot shows a section titled 'I Would Like to Support:' with four unchecked checkboxes. The text is mostly blurred, but the structure is clear.

But this

Your contribution to [redacted] is much more than financial support. It is a gift of the world to everyone in our community. It helps us continue to bring all the insights, discoveries, controversies, cultures, excitement, and entertainment the world has to offer to the [redacted]. Without your contribution, this world—along with all the enrichment it brings— might not otherwise be accessible for so many. Make your donation now, and help us ensure that everyone in this community has access to the world of ideas [redacted] provides.

One-Time Donation

Your tax-deductible gift helps [redacted] deliver programs that inspire, educate, and entertain viewers in our 13 county coverage area.

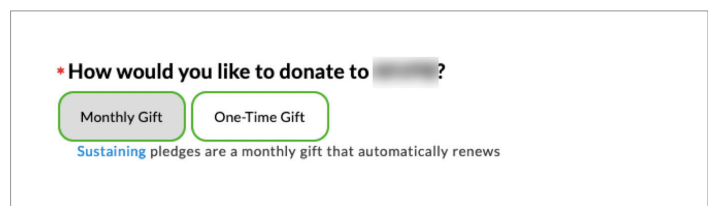
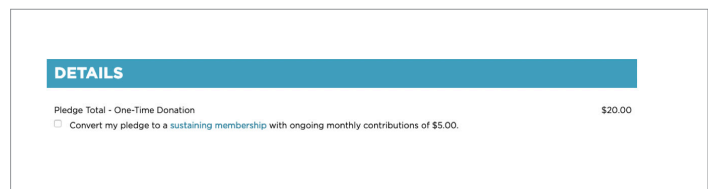
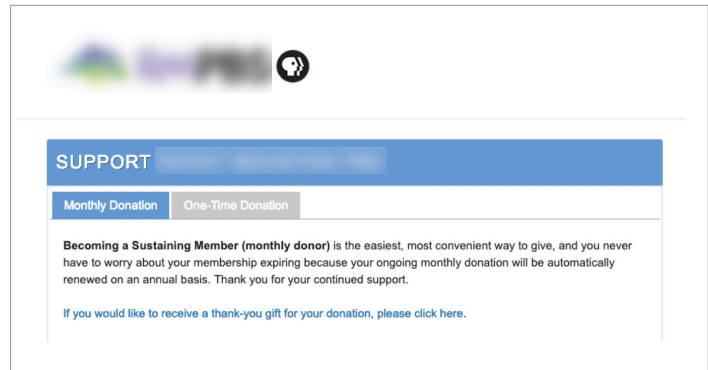
2 Experiment with different strategies to convert a greater number of donors.

Member stations were more likely to ask to make a sustaining gift (just about four times), offer a sustaining giving option (only one station did not), and communicate the 'why' behind a sustaining gift by default when compared to their nonprofit peers.

Despite the growth of sustainers across the system, there is always room to improve.

Only six stations (13%) had inserted a value proposition while one station used their homepage or navigation to try and attract sustainers.

Just one station had a prompt or popup (e.g. lightbox) to try and 'upgrade' one time donors to become sustainers within the donation flow itself – tactics that are commonplace across the nonprofit industry.



What language was used?

The majority of member stations (60%) use 'Monthly' language to talk about recurring giving while 28% are using 'Monthly Sustainer', 17% using 'Sustainer', 17% using 'Member' language, and 2% are using something else.

3 Remove elements that cause friction during the online giving experience.

In any online giving experience there can be friction and elements that slow or even stop a possible donor in their tracks. There can be decision friction from too many choices, field number friction by requiring unnecessary information, and confusion friction, "Do I need to put my amount in again? Click submit again?" The more friction a giving process has, the more likely a donor is to abandon their donation.

We found that 43% of member stations had three or more steps required to complete a donation compared to only 30% of their peers. Member stations were also 3x more likely to use CAPTCHA in the donation experience- which is both frustrating for donors and unnecessary to secure donations.

Highly motivated donors may be willing to put up with extra steps and added friction but newer, younger, or even mobile donors may be less inclined to do so in this increasingly digital environment.

The collage illustrates the donation process flow:

- Gift Selection:** A dropdown menu for "Select gift based on giving level" with a warning: "If you do not wish to receive a Thank-You Gift, skip this area, otherwise click down arrow". A list of gift options is shown, including "AGING BACKWARDS 2" and "CONVERSATION WITH KEN BURNS DVD".
- Personal Information:** Fields for Title, First Name, Middle Initial, Last Name, Joint Donor First Name, Joint Donor Middle Initial, and Joint Donor Last Name.
- Mailing / Contact Information:** Fields for Country (United States), Address, Apt # / Address 2, City, State/Province (IL - Illinois), ZIP/Postal Code, Daytime Phone Number, and Email Address.
- Payment Information:** Fields for Credit Card Type, Card Number, Expiration Date, and Name on Card.
- Questions/Comments:** A text area for donor feedback with a character count.
- Donation Summary:** A summary of the pledge details, including a total of \$20.00 and a CAPTCHA challenge ("I'm not a robot").
- Final Confirmation:** A summary of donor information (Thomas Anderson) and pledge details (Credit Card Type: Visa, Name on Credit Card: Paul Clowe, Expiration Date: 04/2023) with "submit" and "back to pledge" buttons.

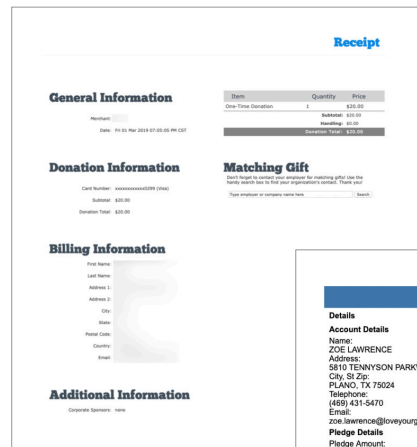
4

Leverage the 'thank-you' page to engage donors in mission.

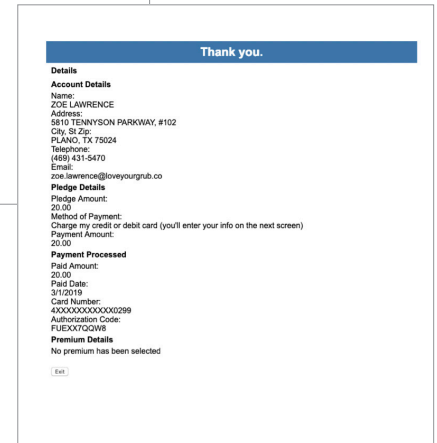
The online giving experience doesn't end once the gift has been made. It continues to the 'thankyou' page, which is the optimal time to thank the donor. More than 9 out of 10 stations did this already, and half (49%) expanded on the impact of their gift.

Thanking the donor and expanding on the impact is a best practice, but this is also an opportunity to further engage donors and even move them to another action. Subsequent actions may include an upgrade to a recurring gift, activate/upgrade to get Passport, or request to complete a short survey.

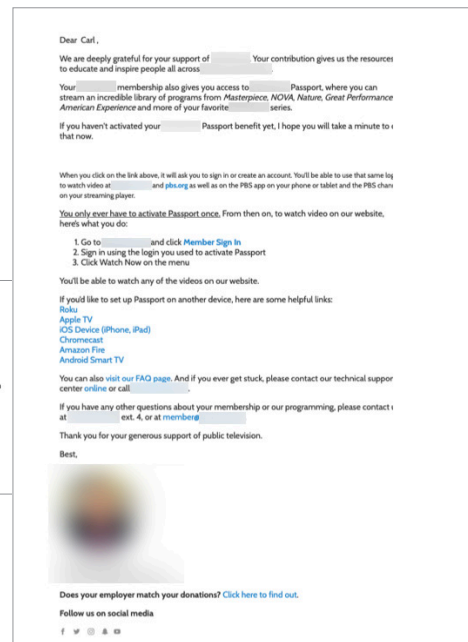
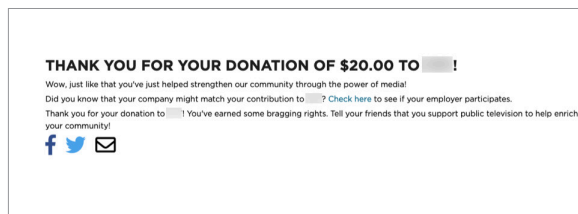
Three out of four (73%) member stations had no additional actions for a donor to take.



Not this



But this



5 Integrate PBS Passport throughout the giving process.

The Passport 18-month study, *Navigating a Sea Change in Fundraising*, reported that Passport has helped stations, like THIRTEEN, reverse a decline in file size and actually trigger 10% growth. For KLRU it helped activate new, younger members (60% of their activations are between 26-55).

While we saw Passport represented as we made our donations, only four member stations (9%) used Passport as a way to incentivize gifts, and just five stations (12%) discussed Passport on the 'thank-you' page.

Stations are passing up the opportunity to more effectively communicate Passport and its value to prospective donors. As well as an opportunity to use more advanced strategies – like a pop-up or prompt before completing a one-time, non-Passport qualifying donation to upgrade donors.

The collage consists of four screenshots from a PBS Passport website:

- Top Screenshot:** A promotional message: "Your gift during our Spring TV Pledge Drive makes [redacted] programs possible, so every time you tune in you will see your gift at work! You'll also enjoy great member benefits such as Passport.*" It features the Passport logo and a list of benefits: "Through Passport, our popular member benefit, stream your favorite PBS shows whenever and wherever you want. binge-watch full seasons of your favorite shows like *Victoria*, *Finding Your Roots*, *The Great British Baking Show* and *Nature*."
- Middle Screenshot:** A "JOIN RMPBS PASSPORT" form. It includes a "Monthly Donation" section with radio buttons for \$5/month (\$5.00), \$10/month (\$10.00), \$15/month (\$15.00), \$20/month (\$20.00), \$42/month (\$42.00), and \$100/month (\$100.00). Below this is a "Your Information" section with fields for First Name, Last Name, Email Address, Phone Number, Country (set to United States), Street Address, City, State, and Zip Code. A "Payment Details" section includes fields for Credit Card Number, Verification Code, Expiration Month, and Expiration Year. A "SUMMIT MONTHLY DONATION" button is at the bottom.
- Bottom-Right Screenshot:** A "WELCOME TO PASSPORT, YOUR LATEST MEMBER BENEFIT" page. It features a video thumbnail and text: "Get access to thousands of hours of video on demand." It lists "Quality shows, on your schedule" and "Getting started with Passport is so easy in 3 steps: 1. Create your account, 2. Activate Passport, 3. Start watching your favorite content." A "GET STARTED, WATCH QUALITY SHOWS ON YOUR SCHEDULE" button is at the bottom.
- Bottom Screenshot:** A "SUPPORT THE PROGRAMS YOU LOVE AND WATCH PASSPORT NOW" page. It has a "CHOOSE A DONATION TYPE" section with "MONTHLY" and "ONE-TIME" buttons. Below is a "CHOOSE A DONATION AMOUNT" section with radio buttons for \$5/month, \$10/month, \$15/month, and \$20/month. A "WOULD YOU LIKE A MAGAZINE SUBSCRIPTION AS PART OF YOUR MEMBER BENEFITS?" section has a "No thank you" button.

Methodology

What is it like to make an online donation to local PBS stations?

Making a donation to your organization may appear simple, clear, and straightforward to you but... **you are not your donor**. You know too much – for better or worse. By becoming a donor to over 350 donation pages from different stations and objectively capturing key data points from the important online giving experience we can get a better gauge on what is good or bad from **the only perspective that really matters: the donor's**.

Make a Donation

We started on the station's homepage and took the easiest/quickest path to make an online gift of \$20. And for 12 stations specifically, we started on PBS.org and donated to watch Passport content.

Capture the Process

As we went, we took screenshots of key parts in the process and collected the answers to 34 different questions from the homepage through the 'thank you' page.

Analyze & Score the Experience

We then looked at and scored the results to compare what we saw with 157 other organizations that we collected the same data for and our experiment library.

Have you tested your forms?

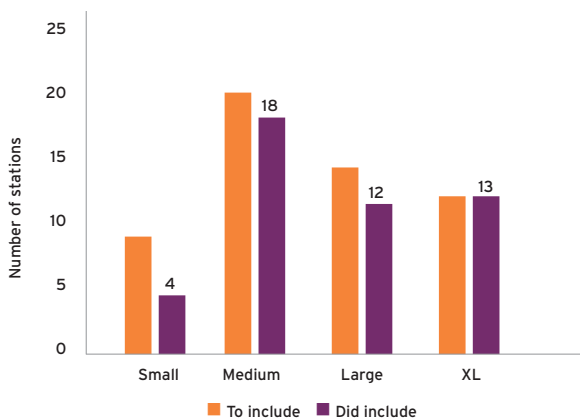
Calculating how many stations we could not donate to wasn't a part of our analysis, as we just assumed it wouldn't be an issue, but **we could not complete a donation to 16% of PBS stations**. This is high, and should be addressed first before looking at other areas to improve and optimize. We recommend donating to your local station once a quarter to avoid such scenarios.

Who is in the study?

We sought to include a representative sample of all members stations based on station size, market, and licensee type but were ultimately **able to include only 47 of the 56 stations** because of barriers including:

- Broken forms
- Higher than \$20 minimum donations
- Legal/tax receipt issue
- Too confusing or difficult to complete

Forty-seven member stations were included in the final analysis with 12 stations from the Passport Station User Group (SUG) for a special look at PBS Passport.



The donor mountain

Donors aren't 'falling' into your marketing funnels but rather falling out. Instead of a donor funnel, think about a donor mountain where you, the fundraiser/marketer, are at the top and your possible donor is at basecamp at the bottom.

Your duty is to help them scale the mountain by communicating why they should give at each stage of their journey. From visiting your website, to the donation page, the form, the very last button they click, and even after the donation is done. These are all opportunities to optimize the experience to motivate donors to complete the climb and support your cause.



Online Giving Experience

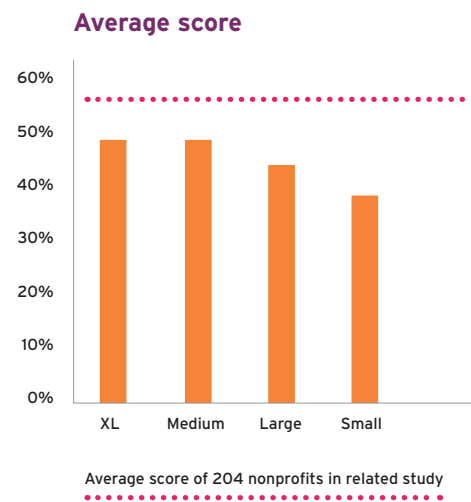
All nonprofits large and small have room to improve when it comes to the online giving experience. Member stations should have a greater sense of urgency as 57% of member stations scored 50% or below (a failing grade) while just 32% of the 204 other organizations received this score of 50% or below.

Size does matter. Mostly

More than half of the organizations that we could not give to were in the 'Small' category and they had an average score of 38%.

This may be related to the tools available as these stations were less likely to be optimized for mobile and require three or more steps to complete a donation.

However, size isn't everything. Medium stations were 'better' than Large and close to XL stations.



How was this scored?

Points were added or subtracted based on the data we collected and what we've seen help or hurt online giving from 350+ donation page experiments. For example, a strong value proposition got three points but a page that wasn't secure lost two points.

Analyzing the steps of an online donor journey

At different parts of the donor journey, different questions were asked to see how member stations were helping pull possible donors up the mountain or where they would potentially fall off.

First, we had to find out where to give. Then, once we were on the donate page, could we understand why we should make a gift to this organization compared to another organization or not at all?

If we continued on, which we did, then we had to choose our amount (\$20 for the study) and one-time or sustaining (one-time for the study) looking at the defaults and suggestions throughout the process.

PBS has the fairly unique option to claim and receive a physical gift or premium. However, we chose to look at other incentives like matching, content/Passport, and 'impact' anchors.

When we arrived at the form, we looked at the information it required and what effort was being made to inspire trust through either the form or third-parties like Guidestar and donor testimonials.

Finally, we looked at what happened after the donation was made and what additional actions were suggested.

Throughout the process we counted and analyzed the steps in a donation process, specifically focusing on what a donor may be thinking or required to do at each step.

Is it easy to find where to give?

Where is the button on the home page? What does it look like? Are the stations differentiating between one-time and recurring giving?

Is it clear why you should give?

What is the value proposition? Is it clear? Are they using copy? Different for sustaining or Passport?

How & how much can you give?

Are there suggested amounts? Default to recurring or one-time? Common gift arrays?

We found that 70% of PBS stations had 2 or more actual steps to complete a donation compared to just 53% of their non-profit peers.

What other incentives are used?

Something tangible? Something that feels exclusive? Passport or premium content?

What's required or distracting?

Are there non-essential form fields? Navigation or differing call-to-action's? Security or trust marks?

What's after the donation?

Is the donor thanked? Well? Any additional actions or opportunities to engage?

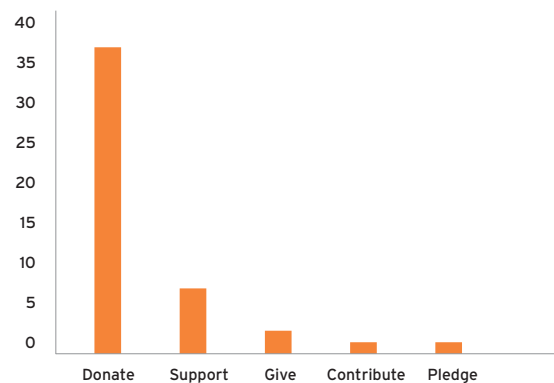
More than three-quarters of member stations (77%) use an easily findable button with DONATE language (Donate Now, Donate Today, Donate To STATION, etc.) to attract visitors looking to make a gift online. This is nearly identical to the 78% of their nonprofit counterparts.

What about mobile?

While we completed the donations on desktop – as is most common for donors to do – we looked at the donation page in mobile view and found that **26% of members stations did not have a mobile optimized donation page** compared to just 6% for their nonprofit peers.

This is most likely a tool or platform issue, but as mobile giving rates continue to increase as suggested by Blackbaud's Charitable Giving Report in their 2018 estimate that 24% of all online transactions were using a mobile device, it could be a costly issue.

What is the one-time gift call to action button labeled on the homepage?



What about recurring?

Only one organization (2%) used their home page or navigation to try and attract more recurring donors. While this isn't incredibly common among other non-profits either (17%) it is noticeably less prevalent amongst member stations.

How changing the website navigation to address multiple segments effects traffic

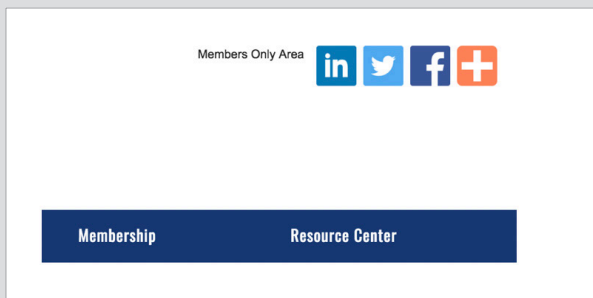
Experiment breakdown

This organization was focused on membership to access their content – not too dissimilar to member stations – and decided to use their website navigation to make it more clear where two key visitor groups should go:

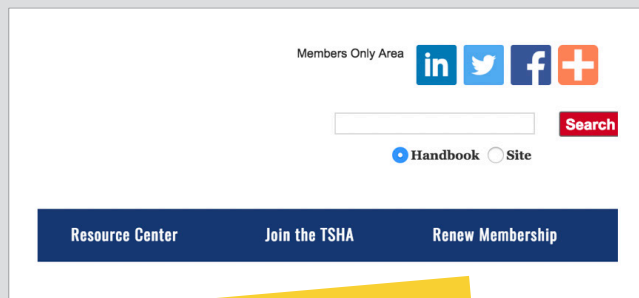
- Those who wanted to become a member
- Those who wanted to renew their membership

Those visitors may look similar but they want to do very different things so by letting them choose from the navigation – seen on every page – it led to an increase in traffic of 16% to both pages.

Control



Treatment



 **16%**
in donation
clicks

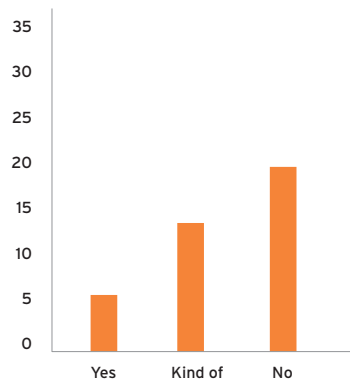
The value proposition answers the donors' main question, "Why should I give to you, rather than another organization, or not at all". Only five stations (11%) did a great job of answering it while most, 30 (64%), have an opportunity to grow.

It's not just member stations who can improve in this area as 40% of the 204 other organizations we looked at also have an opportunity to grow communicating their value proposition on the donation page.

But why?

In a word? Copy. 55% of member stations used one sentence or less to communicate their value proposition. And only four out of 47 stations (9%) had more than four sentences. This makes it hard to communicate the 'why' to a donor when the answer to the 'why' is the main driver of online donations and revenue; it's both worth it, and necessary, to use some copy.

Do they have a strong value proposition?



A screenshot of a web form titled "Donor Contact Information" with a blue header. The form includes several input fields: "First and Last Name" with a red asterisk, "Company", "Address" with a red asterisk, "Address Line 2", and "City" with a red asterisk. The PBS logo is visible in the top right corner of the page.

PBS example

Does this help you understand what your donation will do? Confirm why giving is a good choice? Inspire a greater gift? Stand out from other local organizations? It's hard to achieve fundraising goals when there is not a strong value proposition.

How the addition of value proposition impacts donor conversion

Experiment breakdown

This is one of the clearer examples and experiments in our library where you can see the main difference between the two: copy.

But it's not just about copy, it's what the copy does. Through the headline and four short paragraphs, the treatment helps to add clarity to the question in the mind of the donor – why should I give to you rather than another organization or station or not at all – instead of hoping they just 'get it' or come into the page knowing what their donation will do and why you are trustworthy.

This led to a **150% increase in donations!**

Control

Treatment

150%
in donations

It's Not Just About Using Copy But How You Use It. How Can These Be Improved?

LOOK AT THESE FROM A DONOR'S POINT OF VIEW

Looking at the donation page example, would you want to give to save paperwork? Perhaps. If you REALLY cared about them. But is that a reason to give? Or THE reason to give? Probably not. What does the donor get, receive, or help advance with their gift?

The pop up example is better when it talks about supporting "... quality programming that entertains and inspires." But is that unique to PBS or your member station? Why not just subscribe to Netflix, HBO, Amazon Prime, etc.?

When answering the value proposition question, think about answering three key questions:

- Do they want what you're offering? How bad? Is it unique to you?
- Do they understand what you're offering? Quickly? Simple? Clearly?
- Do they believe what you're claiming? Believable? Trustworthy?

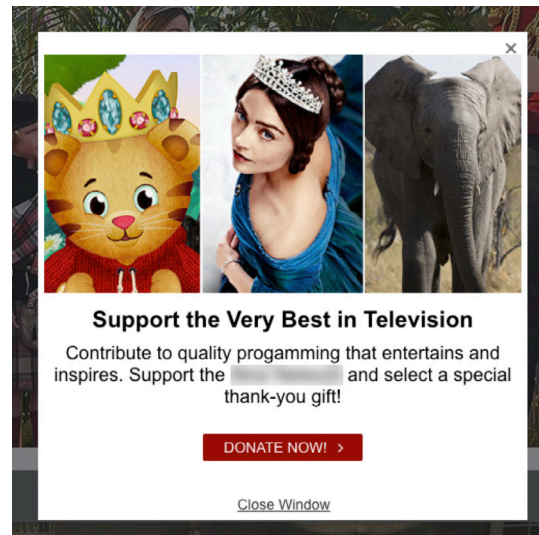
By focusing on what makes PBS unique compared to other content sites, speaking simply and clearly about the impact of a donation beyond access to content, and leveraging the brand trust and social proof of peers stations should be able to better communicate the impact of a donation.

Donation Page

By pledging online you help reduce a tremendous amount of paperwork, and decrease the time needed to process your donation.

We are [REDACTED] Public Media and we depend on your support to continue bringing you the national and local programs you love!

Pop up



BUT HOW MUCH?

Just about **half of member stations chose to pre-select a donation amount** to help increase the average gift or improve the conversion rate by reducing decision friction. **The most common pre-selection was actually 'Other' (26%)** followed by \$120 (22%) and then \$60 (13%).

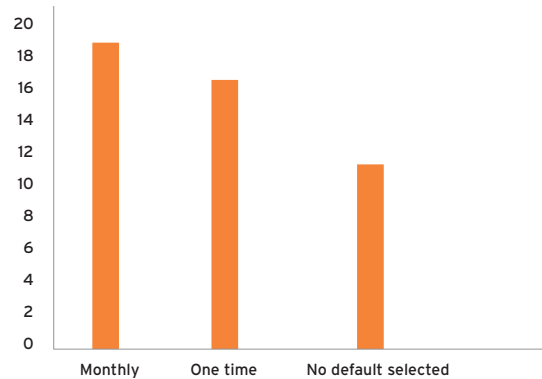
The **lowest pre-selected amount was \$10** and the **highest was \$240**.

ONE-TIME OR SUSTAINING?

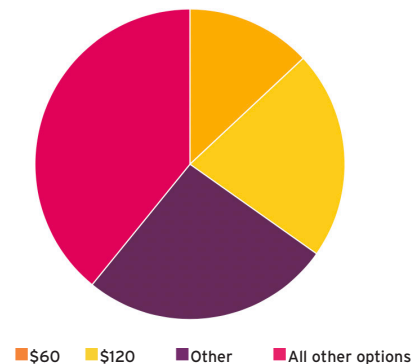
Member stations were almost **four times more likely to default possible donors** to a monthly gift compared to their non-profit peers as a way to encourage recurring donations.

But, while **40% of member stations used the default to monthly strategy** on their donation page, **only 13% (six stations) had a reason – or value proposition** – for possible donors to become a sustaining donor.

What is the default giving option?



If amount is pre-selected, what is it?



The effect of a reverse (high to low) gift array on donations

Experiment breakdown

Defaulting to a sustaining gift, pre-selecting a donation amount, or, in this case, ordering the gift array – the suggested amounts – from high to low can have a negative impact.

You may expect to see a decrease in donations in this case as they are starting with a higher amount but they also saw a decrease in average gift. Why? It felt forced. And when it comes to charitable giving, when people feel forced into an action it often decreases the likelihood that they'll give and decreases their good feelings which can show up in a lower average gift as well.

The attempt to improve giving and gift size backfired in each case in this experiment.

Control

Treatment

15.7%
donations

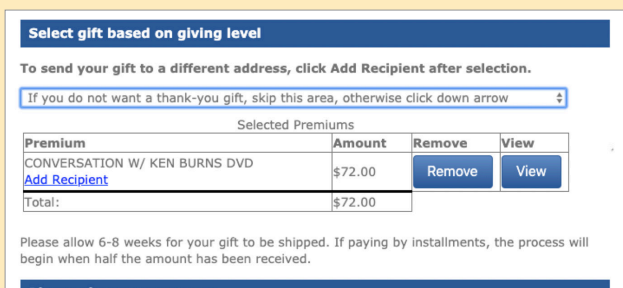
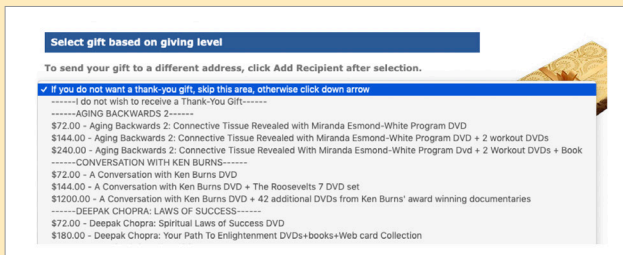
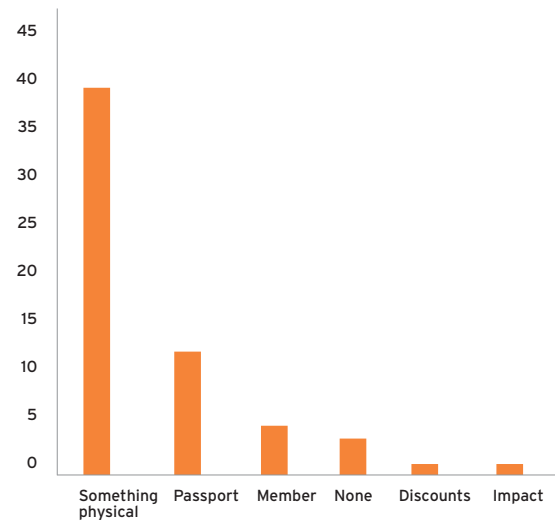
11.3%
average gift

Gifts and premiums a plenty.

Ninety-four percent of member stations used an incentive in their online giving experience. This is significantly greater than their nonprofit peers who use incentives 36% of the time. The big difference is the use of physical or tangible items like thank-you gifts or premiums. Eighty-three percent of member stations in the study offered prospective donors the chance to get a gift or premium which is more than eight times greater than other nonprofits.

If you are familiar with on-air fundraising drives (i.e. pledge), this isn't too surprising but what may be is that only 12 organizations (26%) used Passport as an 'incentive' in some way during the giving process. There may be room to start using Passport as an incentive over more physical items to both improve the value proposition and simplify the donation process.

What additional incentive is used (if any)?



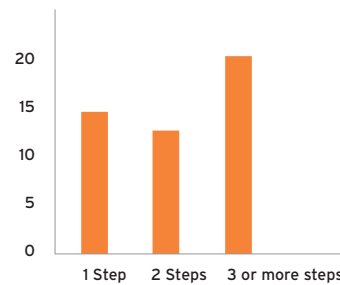
Is it worth it?

The use of these premiums may improve the value proposition – we have seen tangible gifts both increase and decrease giving in our experiments – but it certainly adds extra steps and decisions to the donation process which can negatively impact overall giving. In the example to the right, the many different options to choose from makes it unclear if the donor needs to change their gift amount as well. Worth testing: is the benefit of the premium greater than the friction added to the donation experience?

Using thank-you gifts for general online donors and these 'premiums' in campaigns can create extra friction during the giving process, namely:

- 1. Decision Friction:** any additional decision the donor must make, especially without context or clarity, increases the chances that they will abandon the donation.
- 2. Confusion Friction:** extra steps to complete a donation, language that is 'insider' or out of context, and multiple buttons/links can be overwhelming for donors and lead to abandonment.

Number of steps to complete a donation

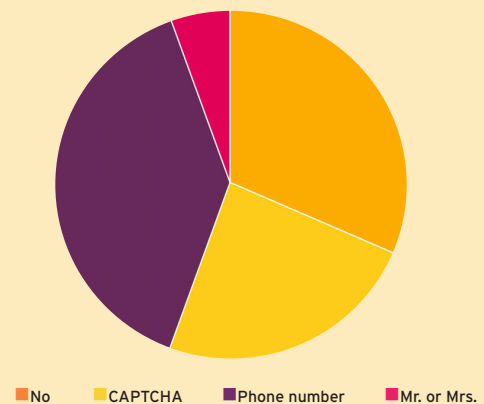


Some ideas to limit friction are:

- Pre-select **ONE** option so people don't have to choose from many equally weighted options
- Offer the chance to choose a gift **AFTER** the donation has been completed
- Clearly **EXPLAIN** the gift options in context of their donation amount

Is it really required?

More than a third (36%) of member stations required information that is not needed to process an online donation like phone number, Mr. or Mrs., or filling out a CAPTCHA security step. This is actually slightly better than other nonprofits (40%) overall but when it came to CAPTCHA, member stations were 3x more likely to make their prospective donors complete that step before completing their donation.



How additional friction from a verification screen affects revenue

Experiment breakdown

One of the 'steps' we often saw was an 'are you sure you want to give' page where the possible donor has one last chance to review, change, and confirm their donation. It also gives them one more time to cancel.

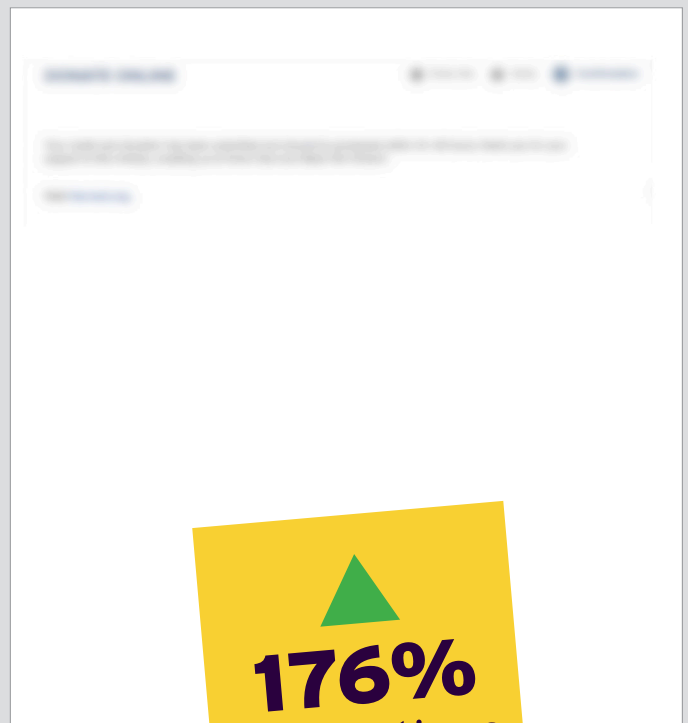
But, more often, it creates confusion as these pages look like a thank-you page so the donor assumes they are done when in reality they have more work to do.

This experiment simply shows that by removing that extra step, donations increased 176%!

Control

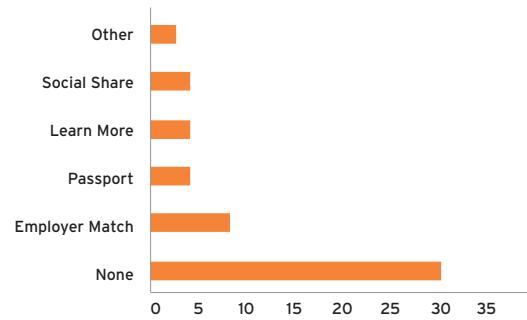


Treatment



Just because someone has given, it doesn't mean that's the end of their journey. In fact, immediately after a donation is made is one of the most opportune times to offer further actions or points of engagement as the donor has experienced a 'reward' from simply completing their donation and is feeling good. However, **64% of member stations opted not to include additional action(s) or next step(s) to donors once they completed a one-time gift.**

If there is a next step or action, what is it?



WNET Example

THIRTEEN had one of the better 'thank-you' pages with a focus on actions/next steps.

Some good things:

- Personalized to the donor using their name
- Thanked the donor and reaffirmed the impact of their gift
- Has a call to action to activate Passport (if their gift was large enough)
- Included information on how to get your employer to match, email updates, and the iPad app as well as connect on social media

Some opportunities to improve:

- In this case we gave \$20 so aren't actually able to activate Passport so instead of 'activate' what if it was 'get access to' and was more of an immediate upgrade ask to reach \$60 in order to activate Passport
- The language could be positioned more as the donor's impact, as opposed to the organization's (use 'you' language, not 'our' language)
- There's probably too many things for someone to do so being more focused on *one* main action – upgrade/activate Passport – may be best or at least put them in a hierarchy – 1. Activate Passport 2. Get your employer to match 3. Connect with us on Facebook – so it's more clear what they should do next

Thank You For Choosing To Support THIRTEEN

Dear Jack, ¹

² Thanks so much for making a donation to THIRTEEN, the tri-state area's flagship public television station! Our high-quality, inspiring and commercial-free programs need the support from viewers like you. Again, we thank you.

If you donated \$60 or more, live in the United States, and have not yet activated your THIRTEEN Passport account, click the blue button below to complete your registration in THIRTEEN Passport. You will be prompted to create a personalized login account to use for future access to the THIRTEEN Passport service.

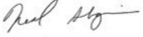

[Click here to activate your THIRTEEN Passport access](#) ³

Here are a few more useful tools for you:

| | | |
|--|-------------------------------------|--|
| DOUBLE YOUR GIFT ⁴ | SUBSCRIBE | EXPLORE |
| Find out if your employer will match your donation | Sign up for our weekly eNewsletters | Download our free iPad app to watch programs |

You can also connect with us on [Facebook](#) and [Twitter](#).

Sincerely,



Neal Shapiro
President & CEO, WNET

So what? Ideas

1

Try using the home page or navigation to attract sustainers using Passport as lead offer.

2

Try adding copy on your donation page to answer the question in the mind of the donor as to why they should give and/or why they should give monthly.

3

Try giving visitors more freedom – with clarity and context – to choose their gift amount and type instead of ‘forcing’ them into it.

4

Try reducing the decisions around gifts/premiums donors need to make and consider focusing more on Passport as an incentive.

5

Try removing any unnecessary or required information and remove extra steps, like the ‘are you sure you want to give’ page, to complete a donation.

6

Try adding a call to action – like upgrade to Passport or a monthly donation – immediately after a one-time donation.

So what? Resources

Improving and optimizing the online giving experience takes work and time but here are some resources to make that work a bit easier and save you some time along the way. Get them all at nextafter.com/PBS.

ONLINE TRAINING

Get certified in donation & landing page optimization through the PBS Training Academy.

DONATION PAGE GUIDE

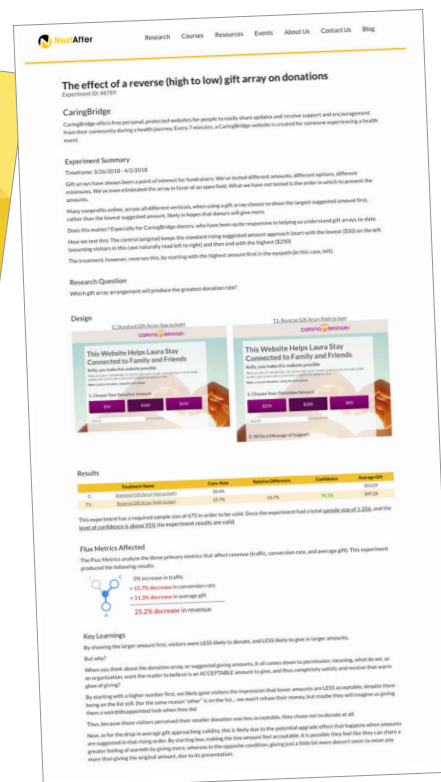
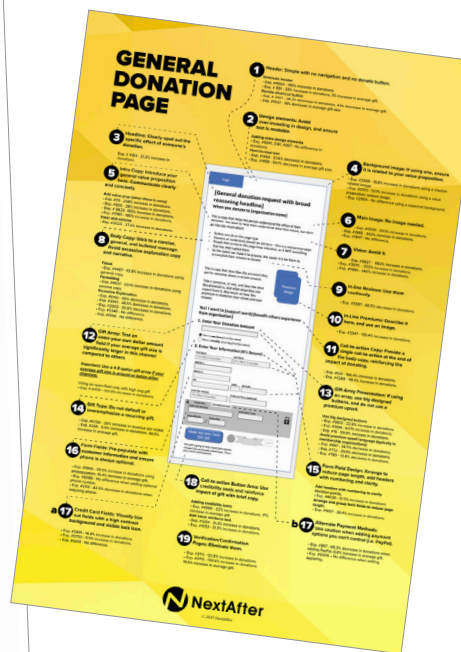
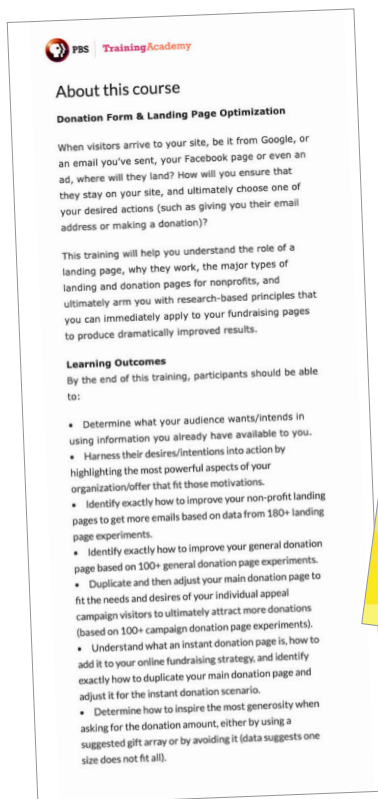
Discover 19 different areas for testing & improvement for your donation page.

OUR NEIGHBORHOOD

A PBS member station community for knowledge exchange and professional networking.

EXPERIMENT LIBRARY

Explore all 1500+ non-profit A/B tests for ideas, innovation, and inspiration.



About PBS

PBS and our member stations are America's largest classroom, the nation's largest stage for the arts and a trusted window to the world. In addition, PBS's educational media helps prepare children for success in school and opens up the world to them in an age-appropriate way.

We invite you to find out more about America's largest public media enterprise.

PBS.ORG



About NextAfter

The NextAfter Institute exists to equip nonprofit fundraisers and digital marketers with original research, evidence-backed resources, and data-driven training to better understand their donors and why they give to raise more money online and fund their life-changing work.

NEXTAFTER.COM

