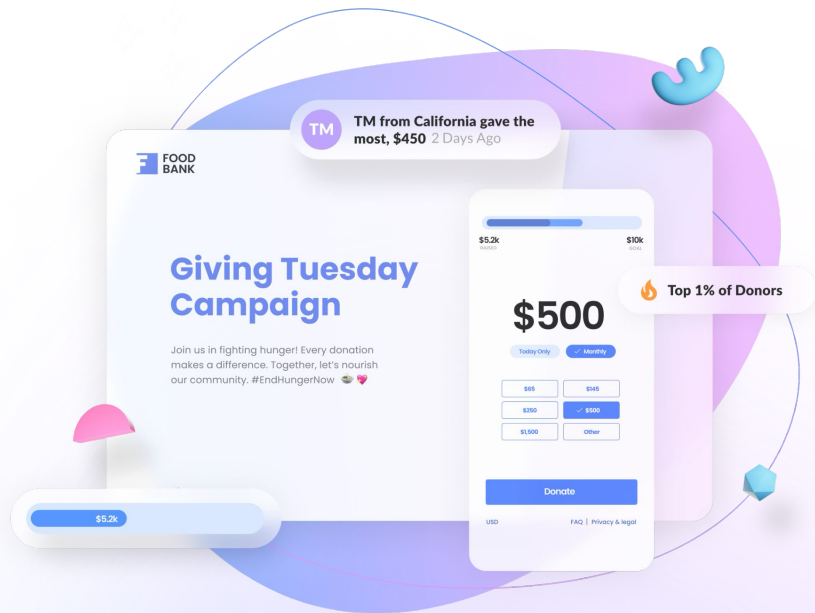


# Protecting the Spark

Build trust. Reduce friction.  
Help more donors follow through.





# Protect the Spark







PROTECT

~~Manufacture~~  
generosity.





## Science

The psychology of digital donors and why our tactics work.



## Website

Great forms start with great websites.

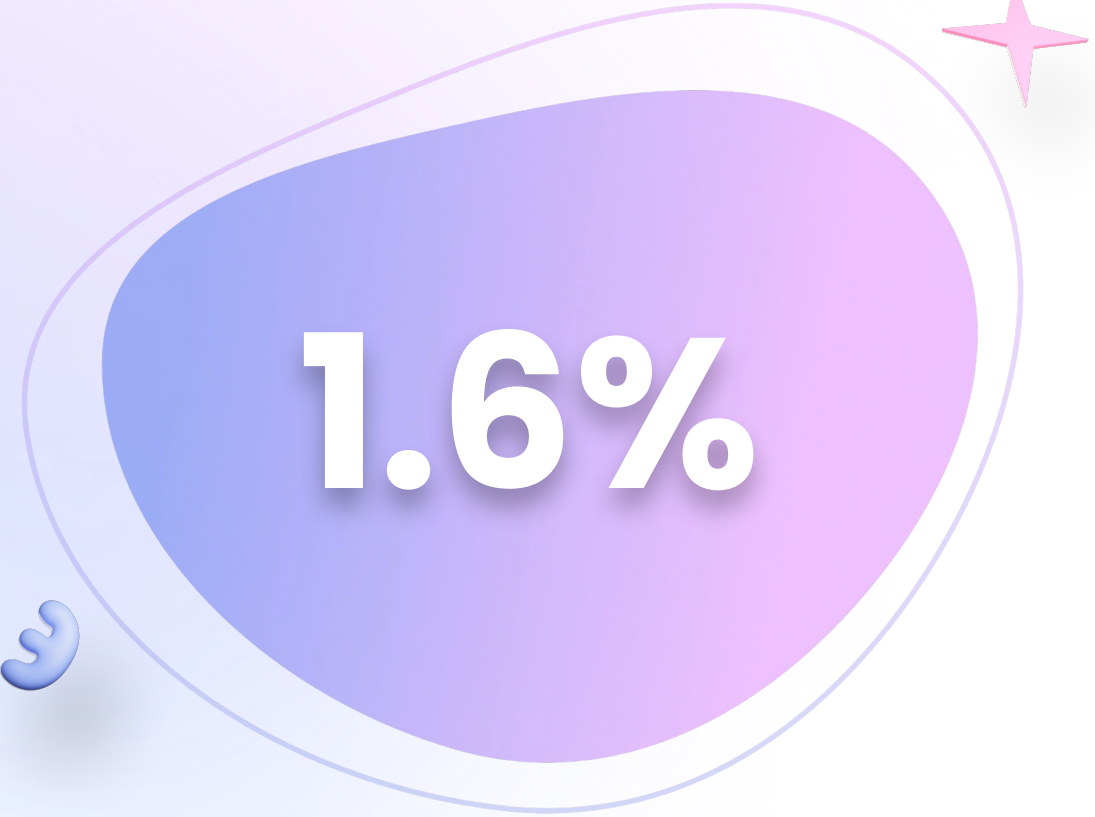
## Form

Perfecting the giving moment.





15%



1.6%

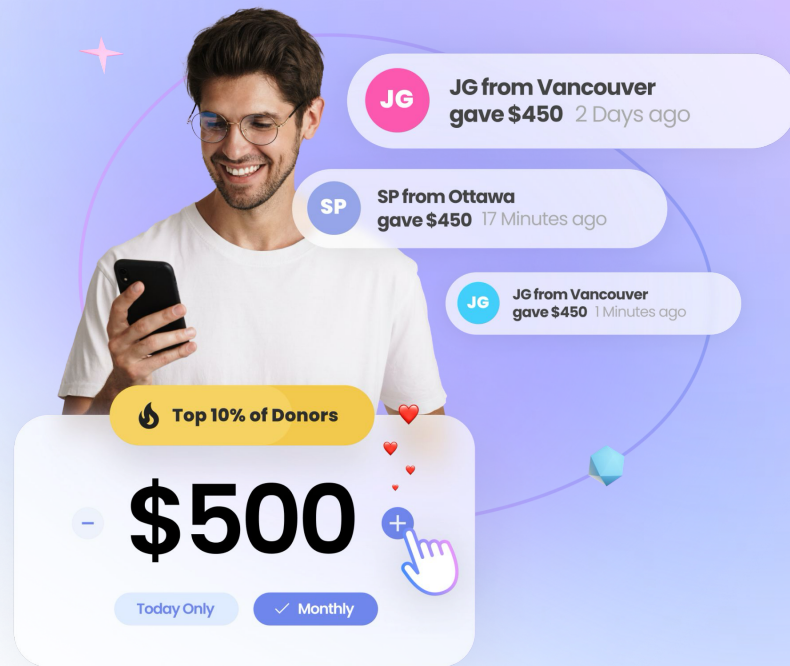
# Donors expect ease.

They bring checkout expectations  
into giving.



# Trust is felt first.

Design answers questions before words do.







# Traffic changes proof.

Best practices help everyone.  
Larger datasets prove it faster.



# Care. Not tricks.

Optimization should help donors complete the generous act they came to do.





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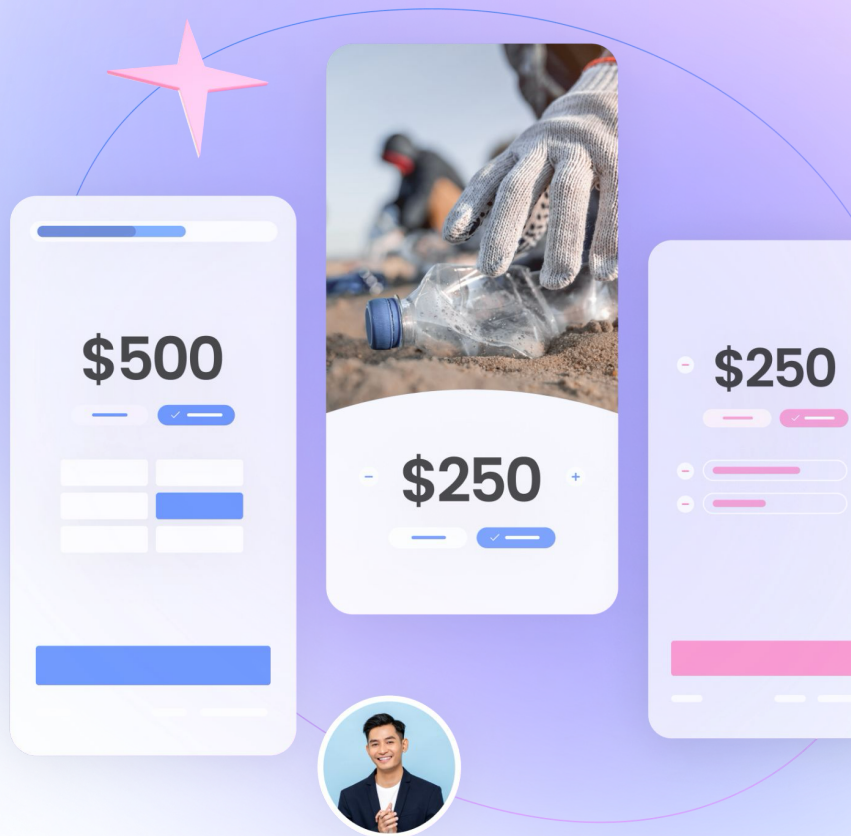
# Trust begins before the donor clicks Donate.

Your form inherits the emotional state created by your website.



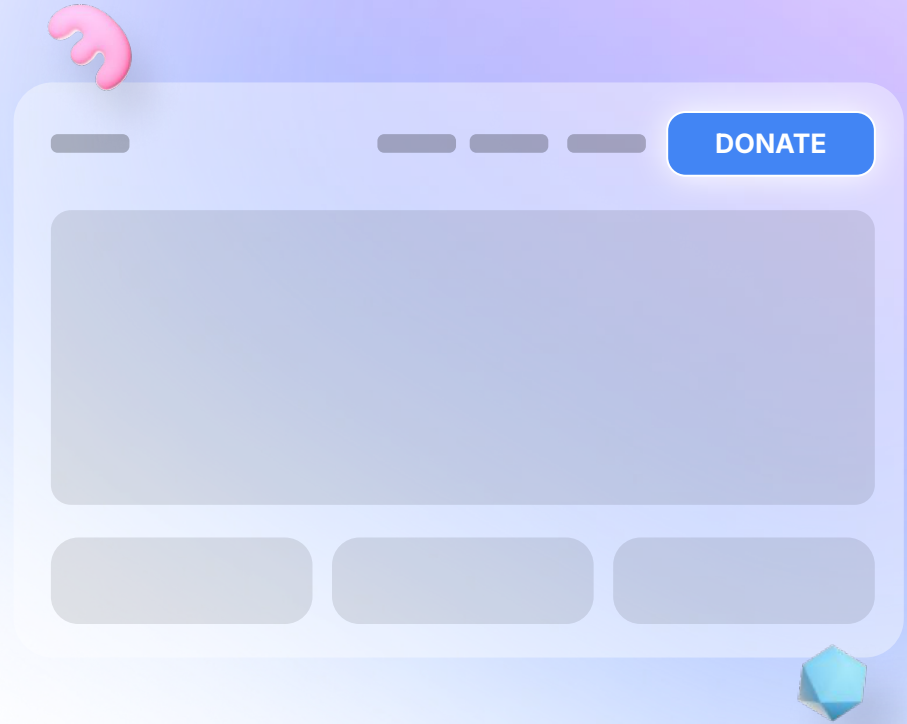
# Clarity creates confidence.

A donor should understand the mission in seconds.



# Make Donate unmistakable.

Generosity needs a visible next step.

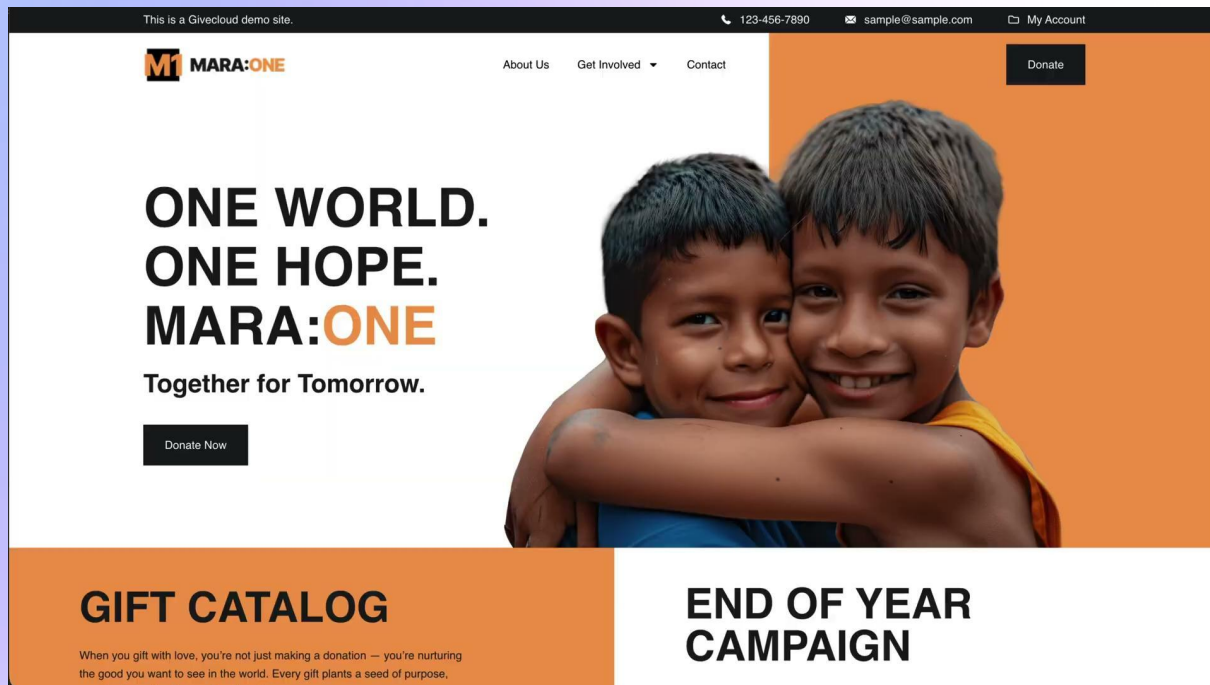


Your gift today helps provide emergency meals  
before the weekend. [Donate Now](#)

Meals are waiting!  
[Click Here](#) to Complete  
Your Donation.

# Remind. Don't interrupt.

Use banners and sticky  
prompts to steward intent.



# Protect focus.

Choose the form  
experience that  
reduces distraction.





# Trust continues...

A Donor Portal makes the relationship easier to manage.



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The psychology of digital donors and why our tactics work.



## Website

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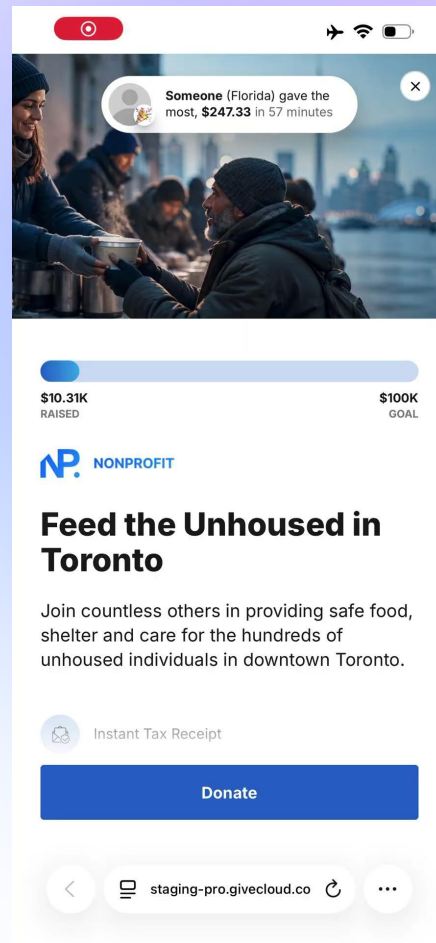
# Delight is emotional confirmation.

That mattered. You matter.



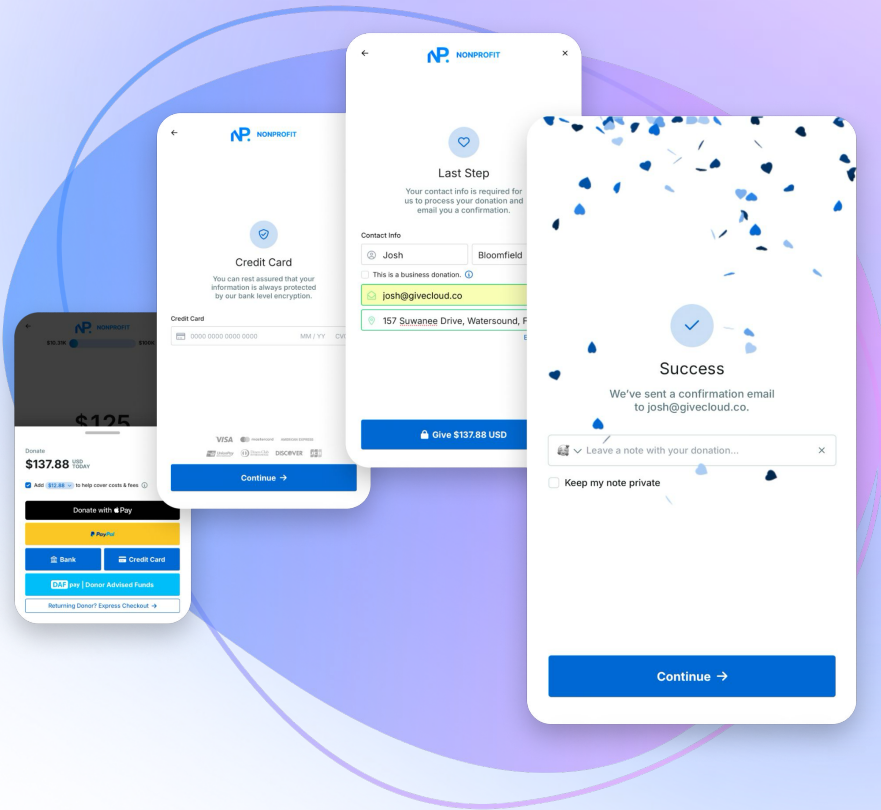
# Beauty + Function

The form should build trust  
and protect momentum.



# One step at a time.

Donors can handle a journey.  
They struggle with overwhelm.



YES! I want to help drive hunger out of my community.

I want to give \*

One time ☒ Months ☐

\$25 ☒ \$50 ☐ \$100 ☐ \$500 ☐ Other

Tell us about yourself

First name \*  Last name \*

☐ This is a business/organization donation

Email \*  Phone number \*

For your donation receipt

Address \*

☒ Add address 2

City \*  State/Province \*  Zip/Postal

Country \*

☒ Add a dedication

Select your payment method \*

☐ Credit card ☐ PayPal ☐ Venmo ☐ Bank account

☒ No billing and contact addresses are the same

Make the most of my donation

☒ I want to add \$10 to my donation to help offset processing fees, so 100% of my contribution can benefit the organization.

Need help?

Privacy Policy

Read and our Development Office at [fundraising@mentemusekitchen.org](mailto:fundraising@mentemusekitchen.org) or (800) 497-6164

Terms/Conditions

In submitting your payment, you authorize us to charge the account shown for the amount of the transaction amount listed. Account information for Recurring Payment/Recurring Billing is not stored and stored securely as follows: "We automatically processing of your future payments hourly up as anytime if you wish to discontinue your charge."

[Review Donation](#)

TASK Development Office

(800) 497-6164 [fundraising@mentemusekitchen.org](mailto:fundraising@mentemusekitchen.org)

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\$158.02K RAISED

\$300K GOAL

\$250

Today Only ☒ Monthly ☐

\$95

\$250

\$2,500

General Donation ☒

Dedicate My Donation ☐

A+ IMPACT PROMISE

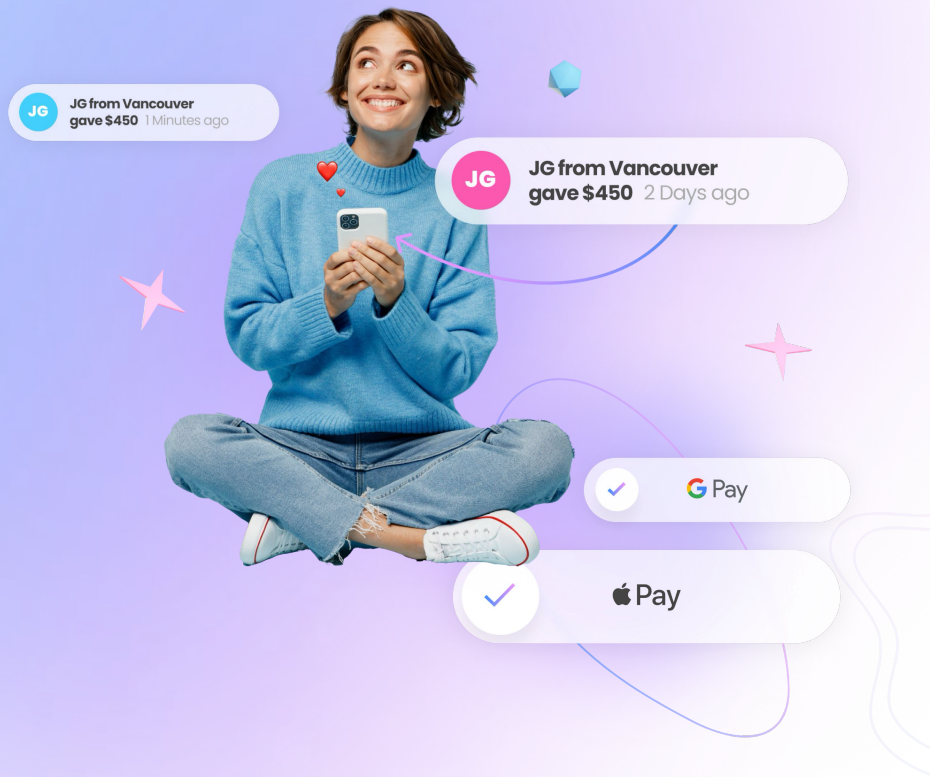
100% of your donation goes directly to our mission thanks to generous corporate sponsors who fund our operations.

[Donate](#)

USD  EN

# Every option has a cost.

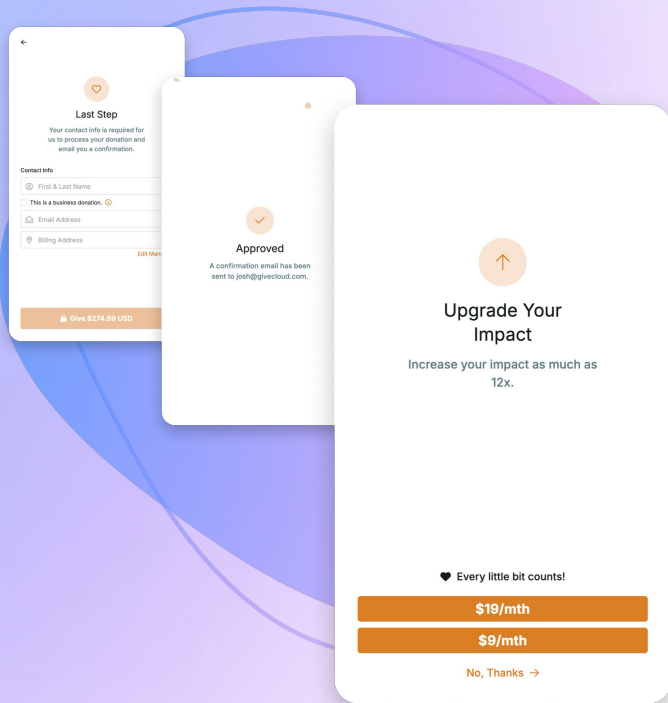
Choice can help.  
Too much choice slows action.



# Reassure. Then accelerate.

Social proof and modern payments help donors keep moving.





# Invite the deeper yes.

Post-transaction asks should feel  
meaningful, not heavy.

# Try the 10min Audit



- ☐ Was the donate path obvious?
- ☐ Did the page feel trustworthy?
- ☐ Did the form feel connected to the organization?
- ☐ How many decisions did you have to make?
- ☐ How many fields did you have to complete?
- ☐ Did the payment options feel modern?
- ☐ Did you know what your gift would do?
- ☐ Did the thank-you moment feel meaningful?



My Home

Supporters

Fundraise

Features

Contributions

Recurring Plans

Email Automation

Reports

Settings

## Morning Joshua 🥰

Here's how June 2026 is going: compared to the same time in the previous month

Total Amount

\$1.6K

↑ 212%

One-Time

\$1.6K

↑ 212%

Recurring

\$0

No data

New Supporters

0

No data

Contributions

7

↑ 75%

Average Size

\$229.36

↑ 78%

Average Daily Amount

\$1.6K

↑ 212%

DCC Coverage

9.1%

↓ 13%

TEST MODE

PINNED

View Live Site

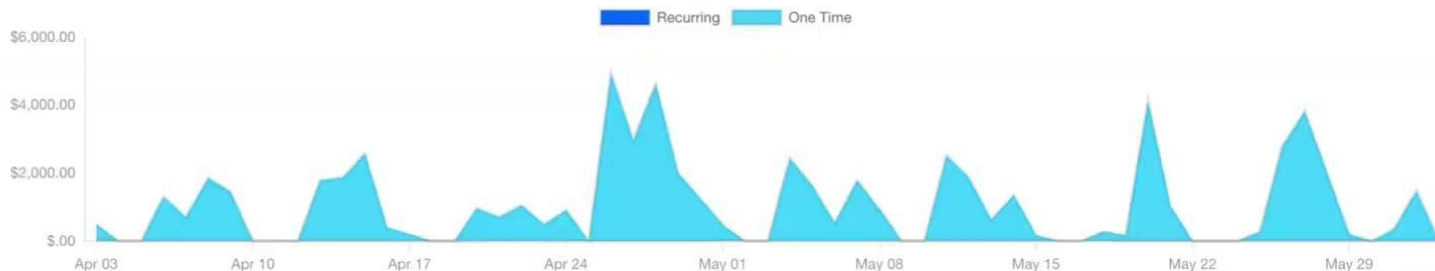
New Contribution (POS)

Event Check-Ins

Leave a 5-Star Review

Product Ideas &amp; Feedback

Contributions: Last 60 Days



Today's Engagement

Best Performing: 12 months

Supporter Growth 30 Day





# Protect the Spark

A better form is better stewardship.



# Research & Internal References

- 
- M+R Benchmarks 2026
  - Baymard
  - NN/g
  - Stanford Credibility
  - Givecloud performance data
- 