GIVING PATH REVIEW

AUADD

Americans United Against Destructive Driving

PREPARED FOR WILLIAM · AUADD.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
1	The form defaults to monthly	Quick fixes

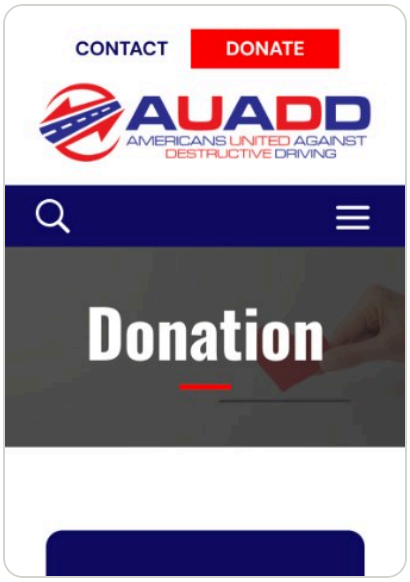
> "Getting to your form is easy, since DONATE is at the top of every page. The form itself has three settings that could cost you gifts or surprise donors, and each is a quick fix."
>
> WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✓ Findable	STRONG	A red DONATE is at the top of every page.
✓ Fast	STRONG	One tap to the form.
◖ Focused	NEEDS WORK	The cash form and a stock/vehicle form share one page.
✕ Friction-free	MISSING	Defaults to Monthly, presets a designation, and the fee line shows "$X.XX."
✓ Trusted	STRONG	Names, titles and a phone number are on the page.

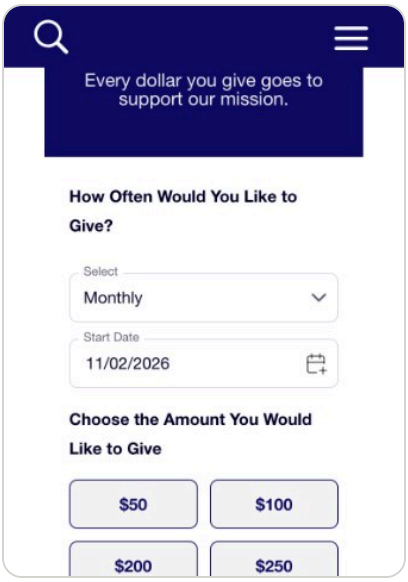
The path, **step by step**

OPTIMISTIC



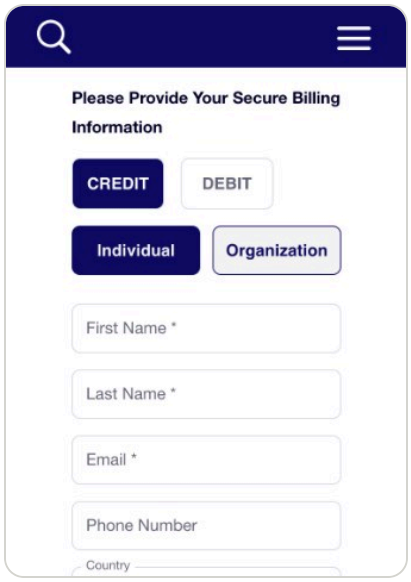
01 Any page

A red DONATE sits at the top of the phone screen. A strong start.



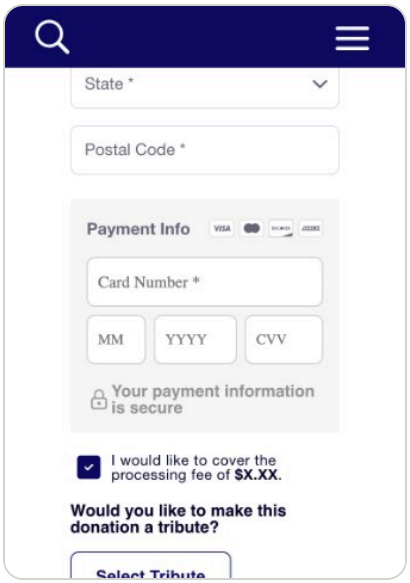
02 The form opens

It's set to "Monthly" with a start date, and the designation is preset to "Teen Educational App." No amount is selected.



03 Billing details

Credit/debit and individual/organization toggles, then name, email, phone and full address.



04 Bottom of the form

A pre-checked box reads "I would like to cover the processing fee of $X.XX": a placeholder, not an amount. A second form for stock and vehicles sits below.

THE PATH AT A GLANCE

01 Any page
02 The form opens
03 Billing details
04 Bottom of the form

RESULT **1**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Default to one-time

A donor moving quickly may sign up for monthly without noticing, then ask for a refund. Default to one-time, or select neither and ask.

IMPACT · HIGH EFFORT · TINY

2

Show the real fee amount

Placeholder text at the moment of paying reads like a glitch. Show the dollar amount, or leave the box unchecked.

IMPACT · HIGH EFFORT · TINY

3

Default the designation to “Where it’s needed most”

Move the stock and vehicle form to your “What Can Be Donated” page.

IMPACT · MEDIUM EFFORT · SMALL

YOUR WALK-THROUGH VIDEO

See it the way a donor *does.*

WATCH ONLINE · ABOUT ONE MINUTE · NO SOUND NEEDED

Your giving path, recorded on a phone, with each step and the three fixes: optimistic.digital/giving-path-review-auadd

How we checked: we followed your giving path the way a donor would, on an iPhone-size screen (390 px wide), between Oct 28 and Nov 2, 2026. Load times vary by connection. We didn’t submit any payment. Some forms are hosted by your giving platform, so a few settings may need changing in that account rather than on your website.