GIVING PATH REVIEW

Anchor Ministries International

PREPARED FOR SEAN · ANCHORMINISTRIES.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
4 + scroll	A pop-up blocks the way, twice	Quick fixes

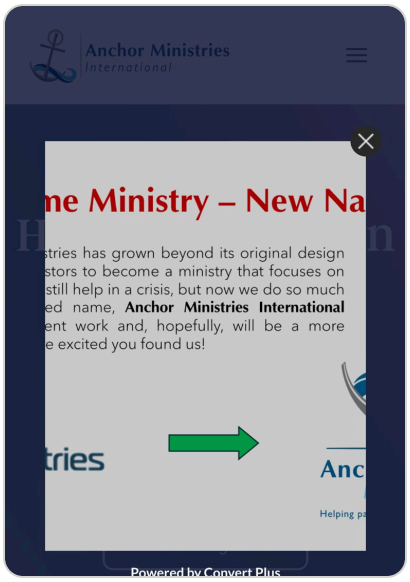
> "Before I can give, I close the same pop-up twice, open the menu to find Donate, then scroll past three other forms. That's four taps and a scroll before I see a dollar amount."
>
> WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✕	Findable	MISSING	On a phone, Donate is hidden inside the menu.
◖	Fast	NEEDS WORK	Four taps and a scroll before you see a dollar amount.
✕	Focused	MISSING	Four donation forms are stacked on one page.
✕	Friction-free	MISSING	The rename pop-up is cut off on both sides and appears twice.
◖	Trusted	NEEDS WORK	The link you sent opens without the secure padlock (http).

The path, **step by step**

OPTIMISTIC



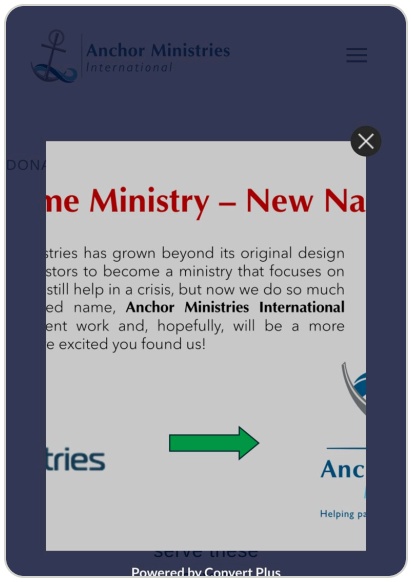
01 Home page

It opens behind a full-screen “New Ministry, New Name” pop-up. On a phone the image is cut off on both sides.



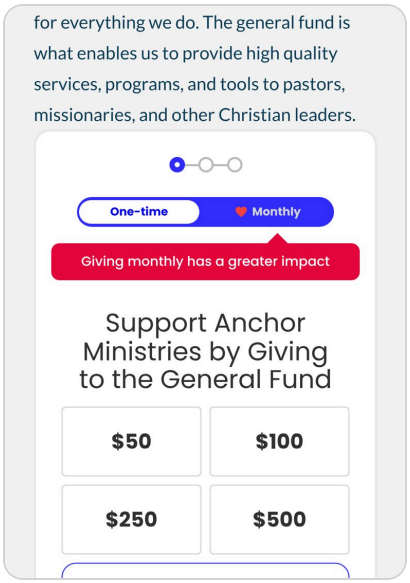
02 Close the pop-up

The first screen offers “View Programs.” No Donate button is visible; it’s inside the menu.



03 Menu → Donate

The same pop-up appears again, right over the donate page.



04 Close it and scroll

The intro text is squeezed into a narrow column. About two screens down is the first of four stacked 3-step forms (General Fund, Staff Support, Projects and Programs, Zimbabwe).

THE PATH AT A GLANCE

01 Home page
02 Close the pop-up
03 Menu → Donate
04 Close it and scroll

RESULT **4 + scroll**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Turn off the rename pop-up, or show it once and never on the donate page

It's the first and the fourth thing a donor sees.

IMPACT · HIGH EFFORT · TINY

2

Put a Donate button in the phone header, outside the menu

It should be one tap from any page.

IMPACT · HIGH EFFORT · SMALL

3

Lead with one form and secure every page

Put the General Fund form first, with the other funds as a choice inside it. Redirect every page to https.

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-anchor-ministries

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.