GIVING PATH REVIEW

C.A.R.E.

Cat & Canine Assistance, Referral and Education

PREPARED FOR MARY · CARE4PETS.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
3 + a choice	The site isn't built for phones	Redesign

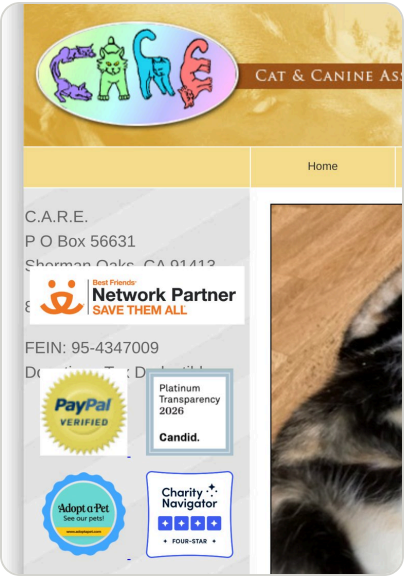
> "Your ratings are excellent. On a phone, though, a donor has to pinch and zoom to find the paw button, then choose between three payment services before seeing a form."
>
> WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

Findable	NEEDS WORK	The paw Donate button is there, but on a phone you pinch and zoom to find it.
Fast	NEEDS WORK	Three taps, then a choice between services before any form.
Focused	MISSING	Two different donations pages and three services side by side.
Friction-free	MISSING	The desktop layout is shrunk onto the phone, about 2.5 screens wide.
Trusted	STRONG	Candid Platinum and Charity Navigator four-star badges, EIN listed.

The path, **step by step**

OPTIMISTIC



01 Home page

The desktop layout is shrunk onto the phone. It's about two and a half phone-widths wide, so you pinch and scroll sideways. It took about 7 seconds to finish loading in our test.

No screenshot for this step

02 Tap the paw Donate button

It sits in the left column. The "Help The Animals" menu item goes to a different donations page.



03 "Donations – Click to Pick!"

Three payment services side by side, plus checks by mail, four store wishlists, car donation and in-kind gifts.

No screenshot for this step

04 Pick a service

You leave the site to fill in that service's form.

THE PATH AT A GLANCE

01 Home page
02 Tap the paw Donate button
03 "Donations – Click to Pick!"
04 Pick a service

RESULT **3 + a choice**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

One Donate button that goes straight to one form

Your page already says which service you prefer. Make that the button, and list the others under “Other ways to give.”

IMPACT · HIGH EFFORT · SMALL

2

Make the site work on a phone

Most donors arrive on a phone, and today they see a tiny desktop page. This is the structural fix, and the right answer is a responsive rebuild.

IMPACT · HIGH EFFORT · LARGER

3

Merge the two donations pages and move the badges next to the button

Your Candid and Charity Navigator badges are strong. Put them where the decision happens.

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-care

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.