GIVING PATH REVIEW

Cimarron Equine Sanctuary

and Center for Learning

PREPARED FOR DAVID · CIMARRONEQUINESANCTUARY.COM · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
1 after scrolling, or 2 via menu	Three routes to give; none is called Donate	Quick fixes

> "There are three different ways to give on your site, and a donor has to scroll or guess to find any of them. One clear Donate button would carry a lot more of your hay-season traffic."

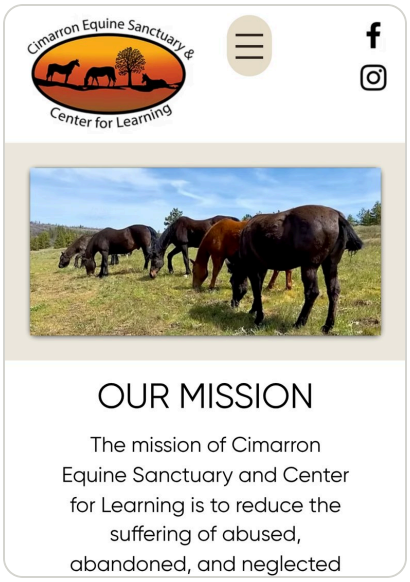
WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

Findable	NEEDS WORK	No Donate in the menu or on the first screen. The giving page shows as "…Contribute."
Fast	NEEDS WORK	One tap, but only after scrolling to a small button.
Focused	MISSING	A home button, a contribute page with its own form, PayPal, Venmo and checks.
Friction-free	NEEDS WORK	The page says "use the form to the right," but on a phone it's below.
Trusted	NEEDS WORK	EIN listed, but two addresses in two states without saying which is which.

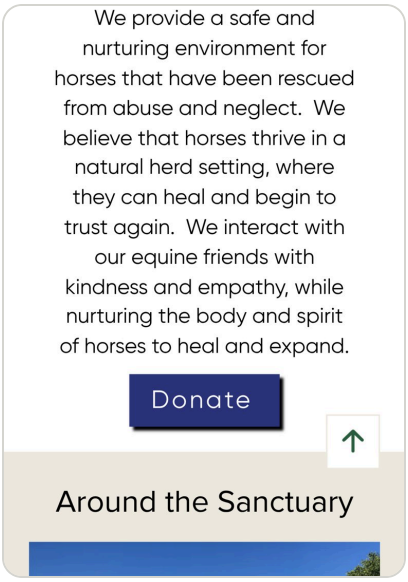
The path, **step by step**

OPTIMISTIC



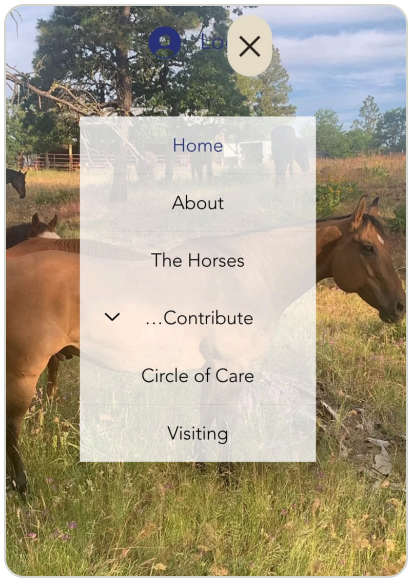
01 Home page

Logo, horses and mission. No Donate on the first screen or in the header.



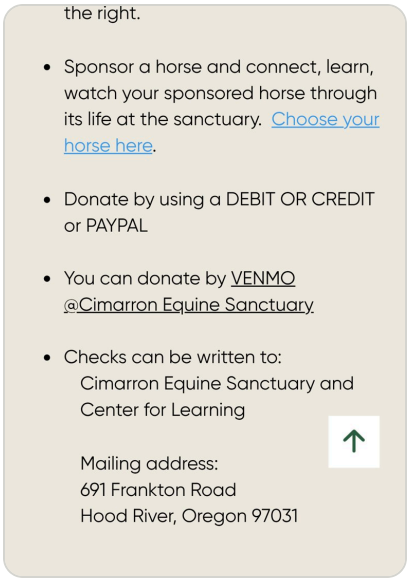
02 Scroll about a screen

A small Donate button sits under the mission text.



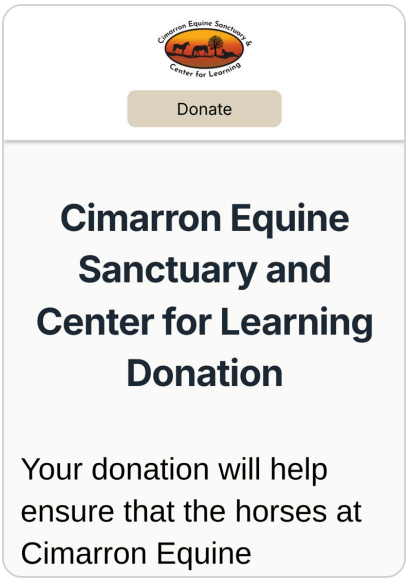
03 Or open the menu

There's no "Donate." The giving page is "How to Contribute," shown as "... Contribute" on a phone.



04 How to Contribute

Five ways to give: a form "to the right" (below, on a phone), PayPal, Venmo, sponsor a horse, and checks, with two addresses in two states.



05 The home button's form

It opens a separate form page whose title and story fill the first screen before any amount.

THE PATH AT A GLANCE

01 Home page

02 Scroll about a screen

03 Or open the menu

04 How to Contribute

05 The home button's form

RESULT **1 after scrolling, or 2 via menu**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Add “Donate” to the menu and header

Rename “How to Contribute” to “Donate” and point every button at the same form.

IMPACT · HIGH EFFORT · TINY

2

Lead the giving page with the form

Move PayPal, Venmo and checks below it as “Other ways to give,” and change “to the right” to “below.”

IMPACT · MEDIUM EFFORT · SMALL

3

Label the two addresses

For example, “Mail checks to” for Oregon and “Where the horses live” for Washington, so donors aren’t unsure.

IMPACT · LOW EFFORT · TINY

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-cimarron-equine-sanctuary

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.