GIVING PATH REVIEW

The David C. Howard Foundation

DCH Behind You

PREPARED FOR MICHAEL · DCHBEHINDYOU.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
1 (hero) or 15 screens (header)	The header Donate button scrolls instead of opening the form	Quick fixes

> "Your hero button goes straight to the form, which is exactly right. The DONATE NOW in your header, the one people tap from anywhere, sends them about 15 screens down the page instead."

WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✓ Findable	STRONG	DONATE NOW is in the phone header on every screen.
◖ Fast	NEEDS WORK	The header button scrolls about 15 screens down instead of opening the form.
✓ Focused	STRONG	One form for everything.
◖ Friction-free	NEEDS WORK	On the form, the highlighted $100 tile and the $125 in the amount box disagree.
✓ Trusted	STRONG	"501©(3) Certified Nonprofit" is on the first screen.

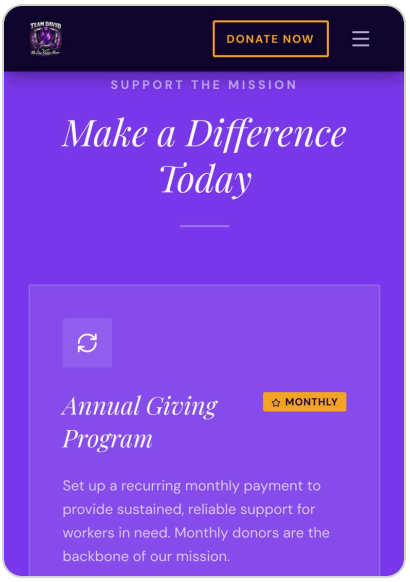
The path, **step by step**

OPTIMISTIC



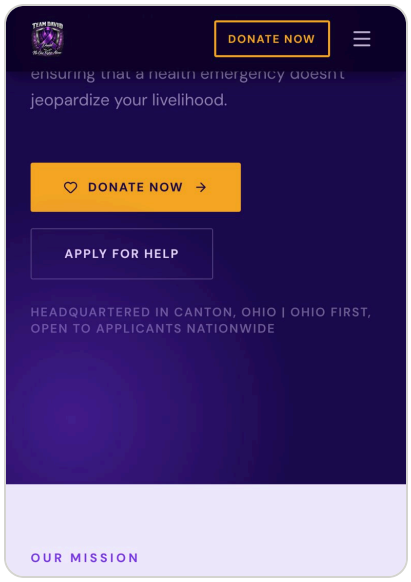
01 Home page

DONATE NOW is in the phone header and stays there as you scroll.



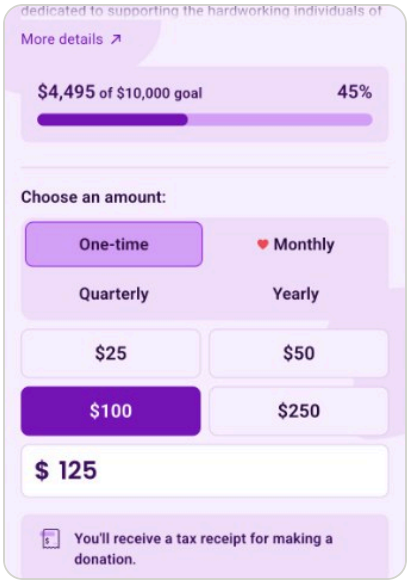
02 Tap the header button

It scrolls down the home page to “Support the Mission,” about 15 phone screens down and past everything else, not to the form.



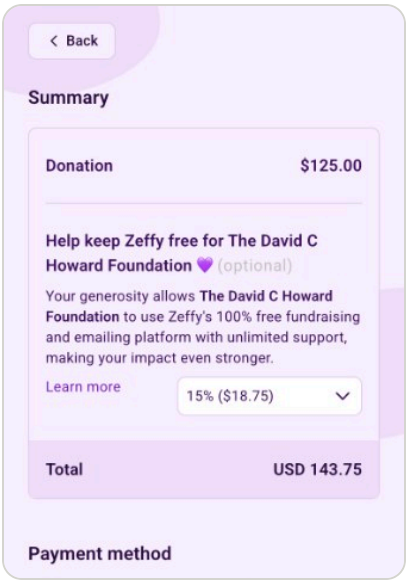
03 Or the hero button

The DONATE NOW in the hero goes straight to the form. This is the faster path.



04 Choose an amount

The $100 tile is highlighted, but the amount box reads $125.



05 Continue

The summary adds a preselected 15% optional tip to the form provider. $125 becomes $143.75 unless the donor changes it.

THE PATH AT A GLANCE

01 Home page
02 Tap the header button
03 Or the hero button
04 Choose an amount
05 Continue

RESULT **1 (hero) or 15 screens (header)**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Point the header DONATE NOW straight at the form

Use the same link as the hero button. Every page then becomes one tap from giving.

IMPACT · HIGH EFFORT · TINY

2

Make the default amount agree

Pick one default so the tile and the box show the same number.

IMPACT · MEDIUM EFFORT · TINY

3

Check the tip setting

See whether your form settings allow a lower or zero default tip. If not, add a line near the button saying the tip is optional.

IMPACT · MEDIUM 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-david-c-howard-foundation

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.