GIVING PATH REVIEW

Good Samaritan Outreach

PREPARED FOR CHRISTINE · GOODSAMARITANOUTREACH.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
2	Strong already; small polish	Polish

> "You're ahead of most sites I review: Donate is visible on the first screen. These are small changes to remove the last bit of scrolling and doubt."

WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✓ Findable	STRONG	A red DONATE in the header and "Give Today" in the hero, both on the first screen.
✓ Fast	STRONG	Two taps to the amount buttons.
◖ Focused	NEEDS WORK	A second giving program with its own form shares the donate page.
◖ Friction-free	NEEDS WORK	The form starts about 1.5 screens down. The page took about 10 seconds to finish loading.
✓ Trusted	STRONG	The 501©(3) and tax-deductible statement is on the page.

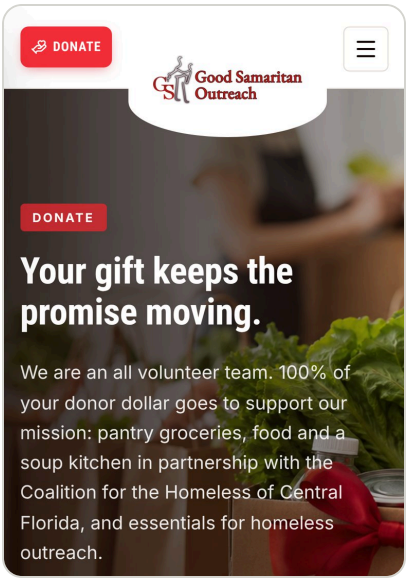
The path, **step by step**

OPTIMISTIC



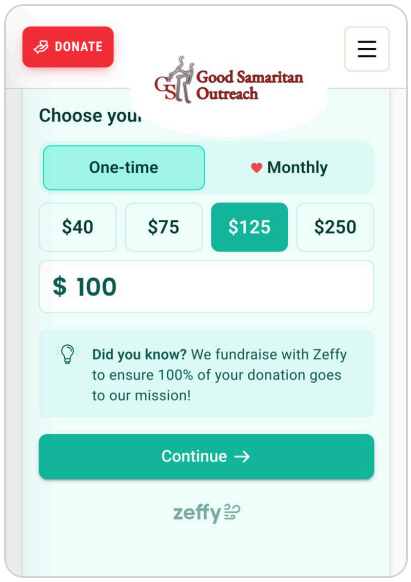
01 Home page

A red DONATE in the header and a "Give Today" button in the hero, both visible without scrolling. The best start of any site I reviewed this week.



02 Tap DONATE

The donate page opens with a large photo and copy. The form starts about a screen and a half down.



03 The form

One-time or monthly, then $40 / $75 / $125 / $250. In one of our tests the $125 tile was highlighted while the amount box read $100; in another they matched.

No screenshot for this step

04 Below the form

A second, separate program for local businesses has its own form. The page runs about 12 phone screens.

THE PATH AT A GLANCE

01 Home page
02 Tap DONATE
03 The form
04 Below the form

RESULT **2**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Show the amount buttons on the first screen

Shorten the photo hero or move the form above it.

IMPACT · HIGH EFFORT · SMALL

2

Double-check the default amount

Open the form on your phone a few times. If the highlighted tile and the amount box ever disagree, set one clear default so donors aren't unsure what they're giving.

IMPACT · MEDIUM EFFORT · TINY

3

Give the business program its own page

One ask per page. Dropping the second form should also speed the page up noticeably.

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-good-samaritan-outreach

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.