GIVING PATH REVIEW

Growling Garden

PREPARED FOR HEATHER · GROWLINGGARDEN.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
No link	There's no Donate link on the site	Small build

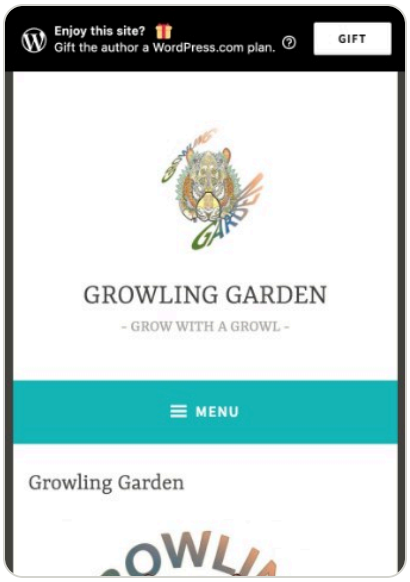
> "A neighbor who wants to help with your Thanksgiving boxes can't find a Donate button anywhere on the site. Your fundraiser page exists, but nothing on the site points to it."
>
> WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✕	Findable	MISSING	None of the nine menu items is Donate, and there's no button on the home page.
✕	Fast	MISSING	There's no path from the site to a gift.
✕	Focused	MISSING	The link you sent is a mug fundraiser the site never links to.
◖	Friction-free	NEEDS WORK	A "Gift the author a WordPress.com plan" banner runs across the top.
◖	Trusted	NEEDS WORK	Your EIN is listed, but legal notes come before your mission on the home page.

The path, **step by step**

OPTIMISTIC



01 Home page

A “Gift the author a WordPress.com plan” banner sits across the top. The menu has nine items, one listed twice, and none of them is Donate.



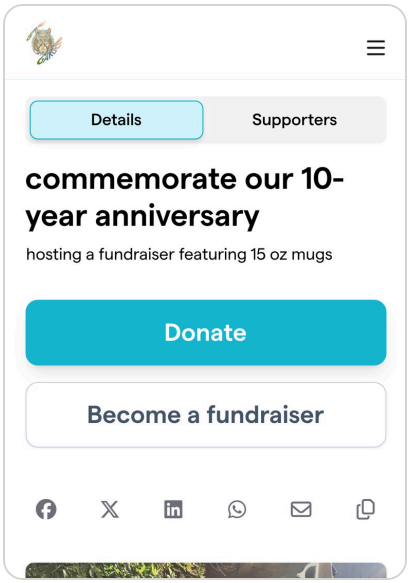
02 Scroll the home page

Below the logo, the first text is legal language (brand ownership, liability waiver, “unincorporated nonprofit”). Your mission comes after it.



03 Look for a way to give

The Thanksgiving 30 meal boxes page has no donate button. The only giving link on inner pages goes to a stock-donation page.



04 The page you sent

Your 10-year anniversary mug fundraiser ($21 of $300). The site doesn’t link to it.

THE PATH AT A GLANCE

01 Home page
02 Scroll the home page
03 Look for a way to give
04 The page you sent

RESULT **No link**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Add Donate to the menu and the home page

Point both at a general “Support Growling Garden” form. You already have a fundraising account, so it takes minutes to set up.

IMPACT · HIGH EFFORT · SMALL

2

Put a donate button on the Thanksgiving boxes page

State the goal (“help us fill 30 boxes”). It’s your most timely page.

IMPACT · HIGH EFFORT · TINY

3

Clean up the first impression

Remove the banner (a paid plan does this) and lead with your mission. Move the ownership and waiver notes to an About page, and drop the duplicate menu item.

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-growling-garden

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.