GIVING PATH REVIEW

# HOT-PAWS

Heart of Texas Partners in Animal Welfare Services

PREPARED FOR LIZ · HOT-PAWS.ORG · WALKED ON A PHONE-SIZE SCREEN

| TAPS TO A PAYMENT FORM | BIGGEST ISSUE | SIZE OF FIX |
|---|---|---|
| Scroll 4 screens, then a text link | Donate isn't in the menu or header | Quick fixes |

> "Your donation form is one of the best I've seen this week. Each amount says what it does. The problem is getting there: there's no Donate in the menu, and the link is a small "Click Here" four screens down."

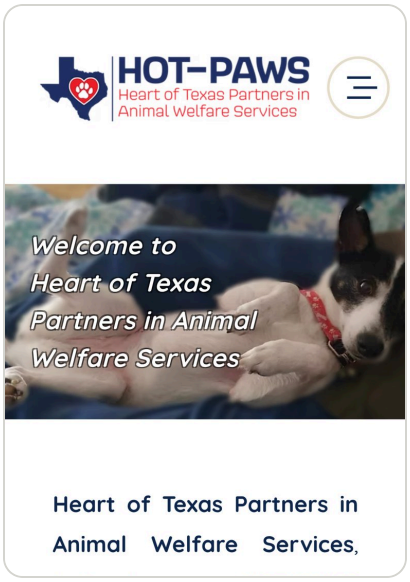
WHAT A DONOR EXPERIENCES, IN ONE LINE

## FIVE CHECKS ON YOUR GIVING PATH

| | | |
|---|---|---|
| ✕ Findable | MISSING | No Donate in the menu, header or first screen. |
| ◖ Fast | NEEDS WORK | Scroll about four screens, then tap a small "Click Here." |
| ✕ Focused | MISSING | Five ways to give listed with equal weight. |
| ✓ Friction-free | STRONG | The form is clean, and $75 says "Shots and wormer for one dog." |
| ✓ Trusted | STRONG | Candid Platinum Seal of Transparency. |

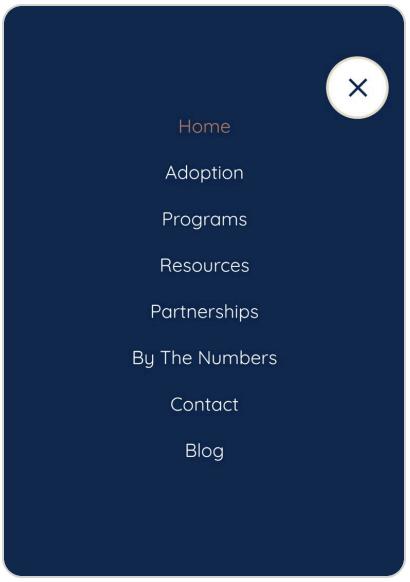
# The path, **step by step**

OPTIMISTIC



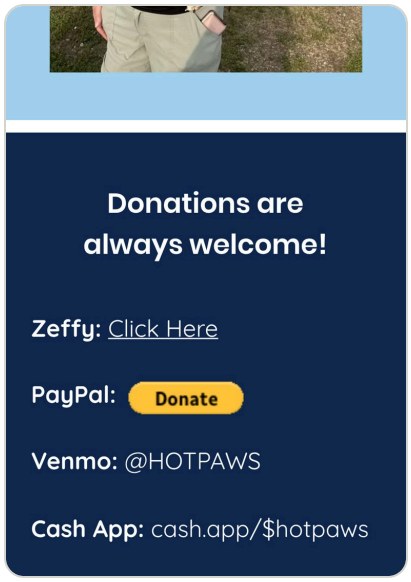

**01** Home page

Logo, a welcome photo, then mission text. No Donate button.



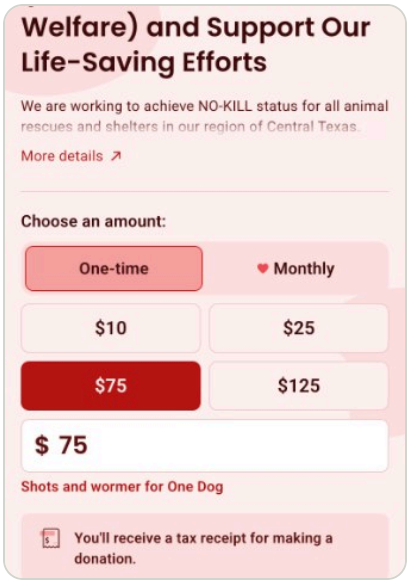

**02** Open the menu

Eight items (Adoption, Programs, Resources…) and no Donate.




**03** About four screens down

“Donations are always welcome!” lists five ways to give with equal weight. The online form is a small “Click Here” link.




**04** The form

Good: $75 is preselected with “Shots and wormer for One Dog” under it.

THE PATH AT A GLANCE

01 Home page
02 Open the menu
03 About four screens down
04 The form

RESULT **Scroll 4 screens, then a text link**

WHAT TO CHANGE

# Three fixes, **ranked by impact**

OPTIMISTIC

**1**

### Add Donate to the menu and the header

Point both at your form. This one change does most of the work.

IMPACT · HIGH  EFFORT · TINY

**2**

### Turn “Click Here” into a large “Donate now” button

List PayPal, Venmo, Cash App and checks below it as “Other ways to give.”

IMPACT · HIGH  EFFORT · TINY

**3**

### Show your impact labels on the site

Put “$75 vets one dog” next to the button. You've already written them.

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-hot-paws

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.