GIVING PATH REVIEW

Love INC of Greater Washington County

PREPARED FOR TRAV · LOVEINCWASHCO.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
3 + scroll	Donate is the last item in the menu	Quick fixes

> "You're in your launch phase, when early gifts matter most, but a phone visitor has to open the menu and go to the last item to find Donate. A couple of small changes put it in front of them."

WHAT A DONOR EXPERIENCES, IN ONE LINE

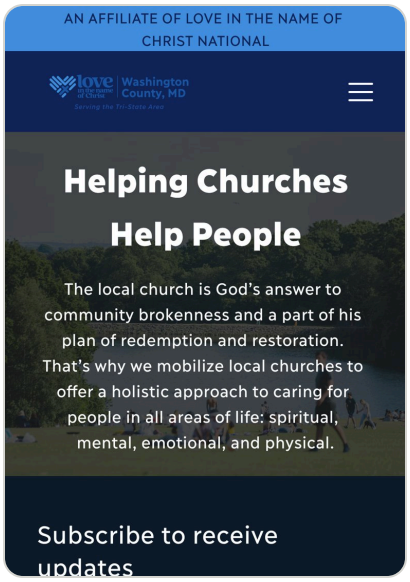
FIVE CHECKS ON YOUR GIVING PATH

✕ Findable	MISSING	No donate button on the home page. Donate is the last of eight menu items.
◖ Fast	NEEDS WORK	Menu, Donate, scroll, then "Donate Here": three taps and a scroll.
✓ Focused	STRONG	One form, with check-by-mail as a backup.
◖ Friction-free	NEEDS WORK	The headline has a typo, and the button is below the first screen.
✓ Trusted	STRONG	501©(3), EIN and Candid Bronze seal, with your director named.

WHAT WE SAW ON A PHONE

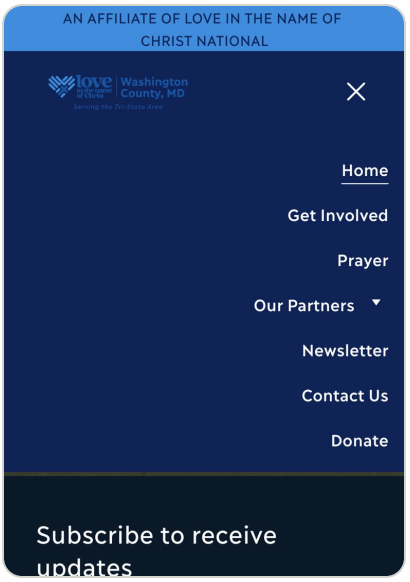
The path, **step by step**

OPTIMISTIC



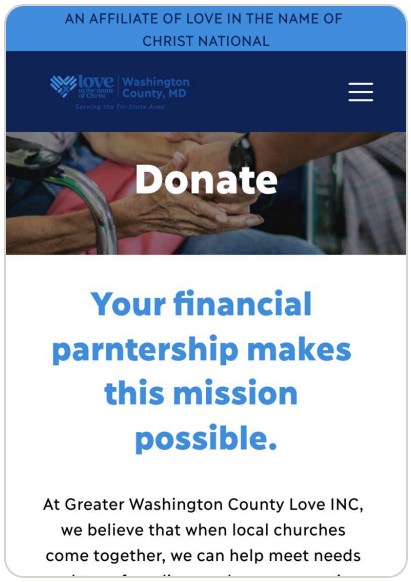
01 Home page

A mission hero, then "Subscribe to receive updates." There's no donate button on the home page.



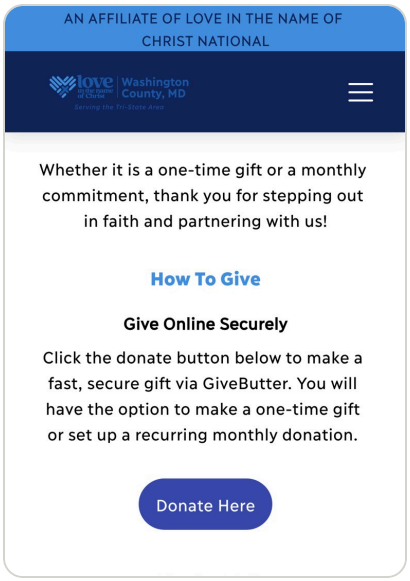
02 Open the menu

Donate is the last of eight items.



03 The donate page

The headline reads "Your financial parntership makes this mission possible."



04 Scroll to How To Give

Most of a screen down, "Donate Here" opens the form.

THE PATH AT A GLANCE

01 Home page

02 Open the menu

03 The donate page

04 Scroll to How To Give

RESULT **3 + scroll**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Add a Donate button to the phone header and the home hero

Early gifts fund your opening, so make giving one tap from every page.

IMPACT · HIGH EFFORT · SMALL

2

Fix the headline typo (“partnership”)

It’s the largest text on the page.

IMPACT · HIGH EFFORT · TINY

3

Put “Donate Here” right under the headline

Keep the early-investment story below the button for anyone who wants to read it first.

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-love-inc-washington-county

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.