GIVING PATH REVIEW

Minnesota Lacrosse Hall of Fame

PREPARED FOR MARK · MNLACROSSEHOF.ORG · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
2	The form says you're 99% done	Quick fixes

> "Donate is the first button on your phone screen, which is better than most. Two settings on the form are quietly costing you: a goal that looks finished, and a pop-up that trades a $30 gift for $5."

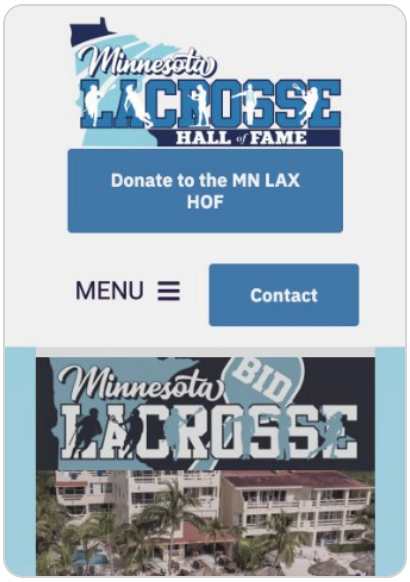
WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

✓ Findable	STRONG	"Donate to the MN LAX HOF" is the first button on the phone screen.
✓ Fast	STRONG	Two taps to the form.
◖ Focused	NEEDS WORK	The home page runs about 70 phone screens and leads with September's auction.
◖ Friction-free	NEEDS WORK	The donate button's text lines overlap on a phone.
◖ Trusted	NEEDS WORK	The goal bar reads 99% of $10,400, so the campaign looks finished.

The path, **step by step**

OPTIMISTIC



01 Home page

"Donate to the MN LAX HOF" is the first button you see. A good start.



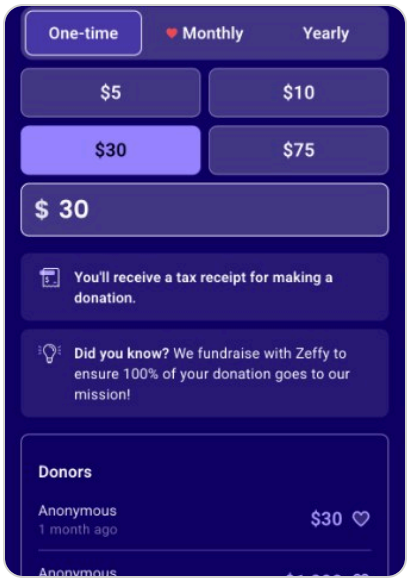
02 Donate page

A "How To Donate" hero, then a large "Click Here To Donate" button. On a phone its lines of text overlap.



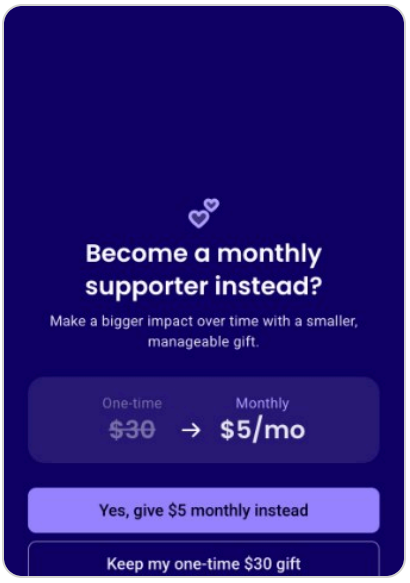
03 The form opens

The progress bar reads $10,290 of a $10,400 goal: 99%.



04 Choose an amount

$30 is preselected. Tap Continue.



05 A pop-up appears

"Become a monthly supporter instead?" It offers $5 a month in place of the $30 gift.

THE PATH AT A GLANCE

01 Home page
02 Donate page
03 The form opens
04 Choose an amount
05 A pop-up appears

RESULT **2**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Reset the goal

A bar at 99% tells donors you're done. Set a 2027 goal tied to something concrete (sticks in kids' hands), or hide the bar.

IMPACT · HIGH EFFORT · TINY

2

Rethink the monthly pop-up

As set up, it turns a $30 gift today into $5 today. Turn it off, or have it suggest a monthly amount closer to the gift.

IMPACT · MEDIUM EFFORT · TINY

3

Fix the overlapping button and tighten the home page

Fix the text spacing on the donate button. Move current asks above last season's auction items.

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-mn-lacrosse-hall-of-fame

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.