GIVING PATH REVIEW

Rising Tide Ranch

a ministry of Unleashed

PREPARED FOR BUCK · RISINGTIDERANCHCA.COM · UNLEASHEDWORLDWIDE.COM · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
2 + a change of site	Ranch donors land on a general Unleashed form	Quick fixes

> "Someone moved by the ranch taps Donate and lands on a different site and then a form that never mentions the ranch. Giving the ranch its own option would keep that donor's reason in front of them."

WHAT A DONOR EXPERIENCES, IN ONE LINE

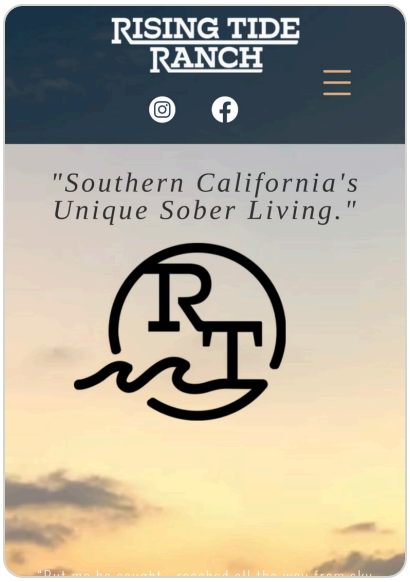
FIVE CHECKS ON YOUR GIVING PATH

✓ Findable	STRONG	DONATE is in the ranch site's menu.
◖ Fast	NEEDS WORK	Ranch site, then the Unleashed donate page, then the form.
✕ Focused	MISSING	The form is titled for Unleashed and never mentions the ranch.
◖ Friction-free	NEEDS WORK	"Post my name" and "Post my amount" are checked by default.
✓ Trusted	STRONG	EIN, 990s and California certificate linked.

WHAT WE SAW ON A PHONE

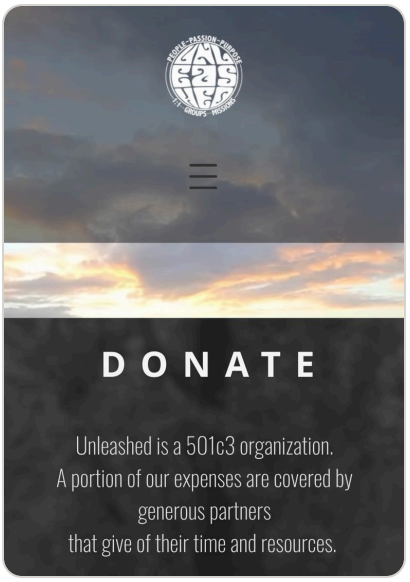
The path, **step by step**

OPTIMISTIC



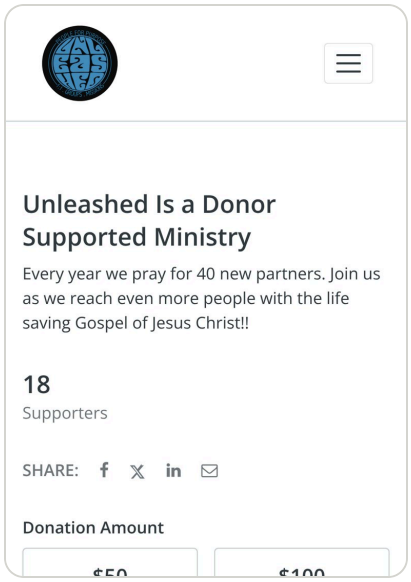
01 Rising Tide Ranch site

DONATE is in the menu.



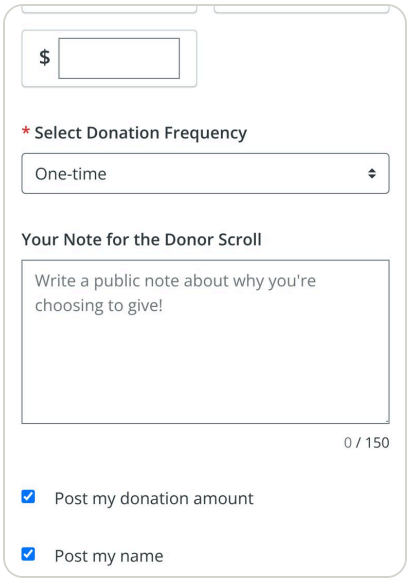
02 It opens Unleashed

A different site and name: a dark sky photo and one Donate button.



03 Tap Donate

The form is titled “Unleashed Is a Donor Supported Ministry.” Nothing mentions the ranch.



04 Below the amounts

“Post my donation amount” and “Post my name” are checked by default. The button reads “Donate Once.”

THE PATH AT A GLANCE

01 Rising Tide Ranch site

02 It opens Unleashed

03 Tap Donate

04 Below the amounts

RESULT **2 + a change of site**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Give the ranch its own giving option

Add a “Support Rising Tide Ranch” form or designation and link it from the ranch site, so donors see what they're funding.

IMPACT · HIGH EFFORT · SMALL

2

Skip the middle page

Point the ranch's DONATE straight at the form.

IMPACT · MEDIUM EFFORT · TINY

3

Uncheck “post my name and amount” by default

Many donors to a recovery ministry would rather give quietly.

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-rising-tide-ranch

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.