GIVING PATH REVIEW

Surfer Joe & Kai Foundation

PREPARED FOR DAVID · SURFERJOEANDKAI.FOUNDATION · WALKED ON A PHONE-SIZE SCREEN

TAPS TO A PAYMENT FORM	BIGGEST ISSUE	SIZE OF FIX
No form	There's no way to give online	Small build

> "I tapped Donate three different ways and each one dropped me at a list of email addresses. Someone ready to give tonight has no way to do it."
>
> WHAT A DONOR EXPERIENCES, IN ONE LINE

FIVE CHECKS ON YOUR GIVING PATH

◐	Findable	NEEDS WORK	Donate links exist, but none appears on the first phone screen.
✕	Fast	MISSING	Every Donate link jumps to email addresses. The path ends there.
✕	Focused	MISSING	The meme coin sits beside direct donations as an equal way to give.
✓	Friction-free	STRONG	The layout reads well on a phone.
✕	Trusted	MISSING	The footer reads "EIN: [Your EIN]" and © 2025.

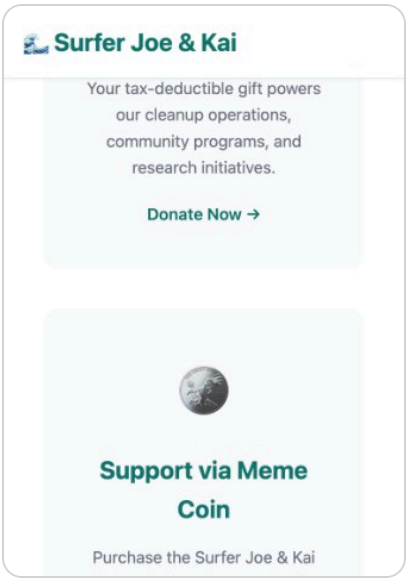
The path, **step by step**

OPTIMISTIC



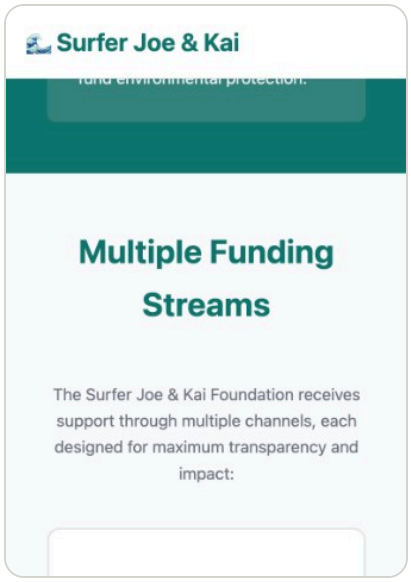
01 Home page

It loads quickly with a clear mission. The first-screen buttons are “Get Involved” and “Learn More.” There’s no Donate button.



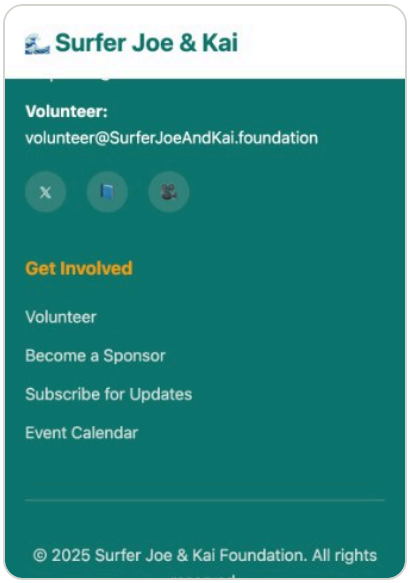
02 Tap “Donate Now”

In the How to Help section, “Donate Now” jumps to the contact section. The card right beside it promotes the meme coin.



03 Funding streams

Direct donations and the coin are presented as equal options.



04 The path ends in the footer

You see email addresses for info, grants, corporate and volunteers. The footer still has template text where the EIN should be.

THE PATH AT A GLANCE

01 Home page
02 Tap “Donate Now”
03 Funding streams
04 The path ends in the footer

RESULT **No form**

WHAT TO CHANGE

Three fixes, **ranked by impact**

OPTIMISTIC

1

Add a real donation form and point every Donate button at it

A ready donor has nowhere to put a card today. One page with amount buttons and a monthly option is enough.

IMPACT · HIGH EFFORT · SMALL

2

Replace “[Your EIN]” with your real EIN and update the year

Grant makers and careful donors check this line. Template text there makes them hesitate.

IMPACT · HIGH EFFORT · TINY

3

Make tax-deductible giving the clear first option

Give the coin its own page and say plainly what is and isn’t a tax-deductible gift.

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-surfer-joe-and-kai

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.