
Landing on Gold

Optimizing your donation landing pages to increase giving:
a bright spot in a tough economy



Donordigital

Online Fundraising · Advocacy · Advertising

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Introduction

In a year of tighter budgets and reduced staffing, we can all use a few new ideas on how to do more with less.

Even as it gets harder for non-profit organizations to attract and retain new online donors, one thing all organizations can control is the execution on their donation landing pages. **Indeed, landing page testing and optimization may be the closest thing non-profits have in 2009 to a magic bullet – and it's one of the surest ways we've found to help our clients raise more money in a tough economy.**

Often only 20% – sometimes as few as 10% – of the people who come to a donation page actually complete the transaction. If you can increase your donation page “conversion rate” from 10% to 20%, it would double your fundraising revenue from existing traffic! (Assuming average gift size is unchanged.)

In challenging times like these, that's as good as gold.

Donordigital's best practices to lifting conversion rates on landing pages¹

- **Use large donate buttons.** Larger donate buttons convert more donors than smaller buttons.
- **Use color.** Colorful, high-contrast donate buttons work better than grey buttons...but seasonality and color choice can influence results.
- **Streamline your forms.** Removing unnecessary fields from the personal information form (such as “title” or “suffix”) significantly increases the conversion rate.
- **Stay focused.** Give your landing page visitors only one action to take, not multiple actions.
- **Avoid distractions.** Don't give your visitors a reason to detour from the page before completing the action you want them to take. In other words, avoid putting full site navigation and links on a landing page that will encourage visitors to abandon the page.

Testing project background and objectives

Donordigital and Amnesty International USA (AIUSA) have been working for 18 months on a multivariate testing project aimed at improving conversion rates across web, email and search donation landing pages.

Multivariate testing is a process by which more than one component of a web page may be tested at the same time. While A/B split tests are performed to determine the better of two options, multivariate testing can determine the effectiveness of numerous combinations of page elements. The only limits on the number of variables that can be evaluated in a multivariate test

¹ We have conducted tests to validate most, but not all, of these recommended industry practices with a non-profit audience. Be sure to test these variables with your own audience! To learn more, visit www.donordigital.com to download our previous testing whitepaper published in May 2008, *Perfecting Your Page: Can donation page optimization boost online giving?*, as well as the “Additional Resources” section at the end of this report.

are the amount of time it will take to get a statistically valid sample of visitors (i.e. page traffic) and the capabilities of the testing platform.

In May 2008, we published our first whitepaper on the multivariate landing page testing findings based on our collaboration with Amnesty, *Perfecting Your Page: Can donation page optimization boost online giving?* Now, with another year of testing behind us, we have prepared a follow-up report containing additional findings from three new tests.

To conduct our multivariate testing experiments, we partnered with Optimost (owned by Interwoven), whose proprietary software platform facilitates rigorous multivariate testing on nearly every conceivable aspect of a donation landing page. The platform also tracks whether conversions to donate are statistically different from current levels.

Our testing aimed to optimize landing pages used for site traffic coming from multiple online sources, including e-mails, search engines, and website links. This report focuses on three recent experiments we conducted with Amnesty International USA for paid search and email messaging.

Key Testing Takeaways

- A horizontal gift string layout performed significantly better than the vertical gift string layout (Google search and email audiences).
- Supporters with no online giving history respond better to more conservative gift string values, e.g. \$35 to \$250, than to wider-ranging gift string values, e.g. \$35 to \$1,000 (email audience).
- Donation page copy that emphasizes your mission is critical. And putting a lot of emphasis on the tax benefits from giving may not matter all that much to prospective online donors (Google search audience).

Testing Results In Detail

Test 1: Google Search Landing Page

Donordigital began working with Amnesty International to optimize its Google paid search donation landing page in late 2007, incorporating new copy, a bigger font size for text and a large, high-contrast donate button. (Amnesty does not have a Google Grant, so it pays normal rates for its keywords on Google, Yahoo, and other search engines.)

In October 2008, we sought to make additional improvements ahead of the critical December fundraising season. We launched a multivariate test with four new variables (page components): (A) introductory copy, (B) mission copy, (C) gift string layout, and (D) form field layout.

Each of these variables had two possible “values,” as indicated below

Table 1

Test 1: Google Landing Page Variables				
Creative	Variable A: Introductory copy	Variable B: Mission Copy	Variable C: Gift String layout	Variable D: 1 vs. 2-column field layout
Value 1	<i>Control copy</i>	<i>Appears in right column</i>	<i>Vertical</i>	<i>1-column</i>
Value 2	More emphasis on tax-deductibility	No mission copy	Horizontal	2-column

Variables in italics denote those present on the “baseline” landing page used prior to and during testing. See Appendix 1.1 for full creative details.

As each combination of variable values was tested, a total of 8 “challenger” landing pages were evaluated alongside the “baseline” control page. (See Appendix 1.1 for a detailed description of page combinations)

Test 1 Results:

- A horizontal gift string layout performed 21% better than the vertical gift string layout, at a 94% confidence level.
- A page without mission copy performed almost 23% worse than a page where copy in the right-column highlighted the organization’s impartiality and life-saving work.
- A 2-column form field layout (which reduced scroll time) and alternate introductory copy that put more emphasis on tax benefits did not generate significantly better results than a 1-column form field layout and standard introductory copy.
- By adopting the winning creative in time for the holiday giving season, Amnesty saw a 40% improvement on its paid search conversion rate in December 2008 versus December 2007, which translated to \$72,000 in incremental revenue from its Search donation pages in that month alone.²

Table 2

Test 1: Google Landing Page Test Results			
Baseline Creative*	Challenger	Conversion Rate % Change	Challenger Significantly Different?³
Introductory copy	More emphasis on tax-benefits in copy	+2.3%	NO
Mission copy in right column	No mission copy in right column	-22.7%	YES – Negative
Vertical Gift String Layout	Horizontal Gift String Layout	+21.4%	YES – Positive
1-column form field layout	2-column form field layout	-6.5%	NO

*See Appendix 1.1 for full details.

² This calculation is based on applying the conversion rate of the 12/07 SEM campaign to page clicks and average gift recorded in the 12/08 SEM campaign. The difference between the two revenue outcomes equals incremental dollars raised in 12/08 due to improved page conversion.

³ We ascribe statistical significance at the 90% confidence level (i.e., any test with a 90%+ confidence was considered statistically significant) and directional significance at the 80% confidence level.

Test 2: Email Donation Page 1

In mid-2008, Donordigital and Amnesty sought to determine whether gift string layout had a significant impact on the conversion rate and revenue raised on an email landing page. Because our hypothesis involved a single variable, we constructed the test as a simple A/B test rather than a multivariate test.

Table 3

Test 2: Email Donation Page Variables	
	Variable A: Gift String Layout**
Value 1	<i>Vertical</i>
Value 2	Horizontal

Variables in italics denote those present on the “baseline” landing page used prior to and during testing.

***See Appendix 1.2 for full details.*

Test 2 Results:

- The email donation page featuring a horizontal gift string had a conversion rate that was 13.5% better than the page with a vertical gift string, and was directionally significant at an 80% confidence level (based on its z score).⁴
- The horizontal gift string brought in 18% more revenue than the page using a vertical gift string. The average gift was also 5% higher for the horizontal gift string, excluding outlier gifts.

Table 4

Test 2: Email Landing Page Test Results			
Baseline	Challenger	Conversion Rate % Change	Challenger Significantly Different? ⁵
Vertical Gift String Layout	Horizontal Gift String Layout	+13.5%	Directionally

Test 3: Email Donation Page 2

Heading into the all-important holiday fundraising season in 2008, Donordigital and Amnesty International wanted to find out if more conservative gift string values relative to the typical suggested giving amounts could convert significantly more supporters with no online giving history.

Our hypothesis was that a more conservative gift string (with a lower gift at the high end and no change to entry price point) could potentially make giving look more appealing to supporters who had never contributed online.

⁴ The z score for our horizontal gift string conversion rate was 1.29, which equates to an 80% confidence level. The z score is a statistical measure of how many standard deviations a raw score is from the mean. It's a way to standardize and compare data on one scale. The z-score = (data point – mean)/ standard deviation.

⁵ We assessed statistical significance at the 90% confidence level (i.e., any test with a 90%+ confidence was considered statistically significant) and directional significance at the 80% confidence level.

We used the Optimost platform to run this test, as it was part of a complex multivariate testing experiment being conducted simultaneously with Amnesty donors. However, this test could also easily have been set up as a simple A/B test.

Table 5

Test 3: Email Donation Page Variables	
	Variable A: Gift String Values
Value 1	<i>\$35-\$75-\$150-\$500-\$1,000</i>
Value 2	<i>\$35-\$75-\$100-\$150-\$250</i>

Variables in italics denote those present on the “baseline” landing page used prior to and during testing.

***See Appendix 1.3 for full details.*

Test 3 Results:

- The donation page featuring a more conservative gift string (from \$35 to \$250) had a 15% better conversion rate than the donation page featuring gift string values ranging from \$35 to \$1,000 and was directionally significant⁶.
- The page with the more conservative gift string brought in just 1% more revenue than the page using a broader gift string. *The average gift, however, was 13% lower for the conservative gift string, as would be expected when using much lower suggested giving amounts.*

Table 6

Test 2: Email Landing Page Test Results			
Baseline	Challenger	Conversion Rate % Change	Challenger Significantly Different? ⁷
Broader Gift String	Conservative Gift String	+15%	Directionally

We think the discovery that more conservative gift string values provided a meaningful lift to donation page conversion for first-time online donors is a meaningful one for Amnesty International. Recognizing that our test was conducted during a time of recession, however, we believe that the optimal suggested giving amounts for a non-donor audience may be a moving target.

If you’ve been testing gift strings during this recession, you may want to retest in a more “normal” fundraising environment to ensure that your approach is still a winning one.

⁶ The horizontal gift string outperformed the vertical gift string at an 81% confidence level, which is directionally meaningful, and on the cusp of statistical significance (we rate a result statistically significant at the 90%+ confidence level).

⁷ We assessed statistical significance at the 90% confidence level (i.e., any test with a 90%+ confidence was considered statistically significant) and directional significance at the 80% confidence level.

Recap of Key Testing Takeaways

- **A horizontal gift string layout performed significantly better than the vertical gift string layout** (Google search and AIUSA email audiences).
- **Supporters with no online giving history respond better to more conservative gift string values, e.g. \$35 to \$250**, than to wider-ranging gift string, values, e.g. \$35 to \$1,000 (AIUSA email audience).
- **Donation page copy that emphasizes your mission is critical.** And putting too much emphasis on the tax benefits from giving may not matter all that much to prospective donors (Google search audience).

Summary

In these tough times, most organizations are cutting back on spending that's not perceived as mission-critical. If you can do nothing else this year, make sure you budget for testing and analytics!

With the opportunity to quickly boost your bottom line, you simply can't afford *not* to be testing your most highly trafficked web donation forms (especially because you may be seeing a reduced average gift size these days).

While certain factors increased donation page conversion among AIUSA's supporters, results with your supporters may differ. Make sure to test these variables with your audience before rolling out any creative changes to your own landing pages!

Within a few months time of initiating your own testing program, we're confident you'll discover several new ways to boost your donation page conversion rates and possibly net more dollars online, even if your outbound marketing efforts remain the same.

On the following pages are some practical guidelines to help you get started.

How to start a testing program in your organization

While you may want to try implementing some of our learning with Amnesty for your organization, results with your supporters may differ (even markedly). So it's imperative to test with your own audience before rolling out similar changes to your web donation pages.

Seven testing rules of thumb:

1. Before you begin testing, **verify that your web analytics program** is able to accurately track traffic to your secure web donation pages and collect historical data to establish your benchmark conversion rate, ideally over the past 12 months or longer.
2. **Choose landing pages for testing that receive strong traffic and conversions** to yield readable results. A good rule of thumb is that each variation of a landing page tested generates a minimum sample size of $n = 100$ actions (i.e., conversions). For example, if you conduct a multivariate test with 9 possible page combinations (as in the Amnesty Google search page test 1 discussed on p. 3), you should ideally get 900 conversions – or 100 per page variation – to generate statistically significant results.
3. **Take some risks.** Steer clear of nuanced changes early on in favor of alternatives that are likely to get noticed, such as a headline, different graphics, new page layout, etc.
4. **Choose only a few variables to test initially**, with 2 values for each, so that you can generate meaningful results in a relatively short period of time.
5. **Don't combine multiple values (e.g., size and copy) in one variable (page component)** – it will be impossible to determine which value is impacting the results.
6. **Be sure to track revenue and average gift size** (if your testing software allows this) in conjunction with the conversion rate to evaluate a test's impact more fully.
7. **Seasonality can affect your test outcome** if the traffic during a particular season is markedly different. For example, in December many Web visitors probably arrive with a much stronger intention to donate than normal. Similarly, **different kinds of traffic (e.g. paid search audience vs. email list audience) can produce different results from the same variable!** So don't jump to conclusions without thorough testing.

Visit the Appendix below for more information about our testing methodology, as well as test creatives that might give you additional ideas.

Which type of testing is right for you?

If you seek to test multiple variables on a single page and you have the staff resources to manage a complex testing project, then multivariate testing is worth considering.

- **To conduct multivariate testing (MVT), you'll also need:**
 - **A third-party testing platform** such as Google Website Optimizer, Interwoven's Optimost platform, Omniture Test & Target (formerly Offermatica), or another commercial vendor.
 - **Enough traffic on your landing pages to produce actionable results.** A good rule of thumb is 100 actions per page variation tested.
 - **Patience.** These tests are more time-consuming to construct than A/B tests and may need to run for weeks or months to generate statistically significant results.
 - **Perhaps a consultant** to help you construct, launch, and analyze your testing results and recommend next steps.

If you don't have enough page traffic, time, lots of variations to test, or a dedicated budget to conduct multivariate testing, simple A/B tests are the way to go to gather actionable results in short order.

What does testing cost?

- It depends. Factors such as the level of testing, analytics and web coding capabilities in your organization, as well as the number of landing pages you seek to test, will influence the cost of your online testing work.

If you are anxious to get started on a testing program of your own, or still have questions about this research project, just give Donordigital a call to learn more at (510) 843-8888.

Testing platforms available

We believe **Google Website Optimizer** (GWO) will become the testing program of choice for non-profits, as it's free and you no longer need to be a user of Google AdWords or Google Analytics in order to use it. Basically, all you need to access the program is a Gmail account. The program works with web analytics.

While GWO requires that you add tags to your test and conversion pages in order to track user visits and conversions, these tags do not interfere with any other existing tags on your pages. As such, your existing analytics program (works with Google Analytics or others) should continue to work properly even while your experiments are running in Optimizer.

While it's a solid tool available at no cost, our work with the GWO platform has uncovered some shortcomings. The most significant is the inability to track fundraising metrics (transaction size, revenue, etc.) on the various page combinations of your test, to determine if your new creative is affecting dollars raised in addition to the page conversion rate.

It is possible to track fundraising results of the various page combinations if you add JavaScript⁸ to integrate your test in GWO with Google Analytics; if you do not, you will need to rely solely on the conversion rate data to evaluate your test results.

In addition, unless you're highly experienced at testing and analytics, you may also need a consultant to help you construct tests and analyze the results when using the GWO platform, as it does not offer account management services to guide you through your testing work.

To check out Google Website Optimizer, visit: <http://www.google.com/analytics/>.

Interwoven's **Optimost** platform (www.interwoven.com), **Widemile** (www.widemile.com), and Omniture's **Test&Target** (formerly Offermatica) (http://www.omniture.com/en/products/conversion/testandtarget?s_cid=1440) also provide multivariate testing software with full service account support. The high cost of these platforms, however, will likely be a deterrent for many non-profits.

⁸ The Javascript was developed by ROI Revolution and can be accessed by visiting: <http://www.roirevolution.com/blog/2008/05/using-website-optimizer-with-google-analytics-new.html>

Additional Resources

Marketing Experiments explores a plethora of topics related to optimization of marketing communications and landing pages on its website:

<http://www.marketingexperiments.com/>

Optimost explains the many advantages of multivariable testing in comparison to A/B split testing and how those advantages can help you make smarter marketing decisions:

<http://www.interwoven.com/media/collateral/whitepaper/wp-Advantages-Multivariable-Testing.pdf>

Optimost shares its best practices for optimizing web forms:

http://www.interwoven.com/media/collateral/whitepaper/wp_best_practices_optimizing_webforms.pdf

Widemile provides a primer for newcomers to multivariate testing:

<http://testingblog.widemile.com/2007/12/26/multivariate-testing-a-quick-primer/>

Widemile shares five quick tips to effective A/B Split testing:

<http://testingblog.widemile.com/2007/12/05/5-quick-tips-to-effective-ab-and-split-testing/>

Nick Allen contributed to this report.

About Donordigital

Donordigital is a full-service online fundraising, advocacy, and advertising company. Since 1999, we have been developing and managing successful online programs for major organizations committed to using the Internet to build their constituencies and achieve their goals for social change.

We partner with our clients to develop programs with lasting value. Building—and maintaining—strong relationships is at the core of what we do.

Donordigital has worked with numerous organizations, including Amnesty International USA, CARE, AmeriCares, NAACP, Human Rights Campaign, the Humane Society of the United States, the United Nations Foundation, Farm Aid, the UN Refugee Agency (UNHCR), and GlobalGiving.

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Berkeley, California 94710

Appendix

Testing Methodology

- 1) For each test, Donordigital and Amnesty International USA consulted with Optimost to understand the maximum number of page components (variables) we could test at one time⁹, yet still produce statistically significant results.¹⁰ The amount of traffic to the pages was the main limiting factor.
- 2) With these limits in mind, in consultation with our client we chose variables that we believed could significantly improve donation page conversion rates.
- 3) Combinations of these variables were then vetted and tested on individual landing pages.
- 4) Optimost tracked test results on its proprietary server, where we could view them in real time and compare the “challenger” pages to the “baseline” landing page creative.

Donordigital analyzed results and, with Optimost, made recommendations for future testing.

Due to sample size constraints, we focused on the “variable” level results. (Individual landing pages, which combined multiple variables, did not typically yield high enough sample sizes to be statistically different from the baseline.)

Appendix 1.1: Google Search Page

Test 1: Google Landing Page Variables				
Creative	Variable A: Intro copy	Variable B: Mission Copy	Variable C: Gift String layout	Variable D: 1 vs. 2- column field layout
Value 1	Control Copy	Appears in right column	Vertical	1-column
Value 2	Control Copy	None	Vertical	2-column
Value 3	New tax-oriented copy	None	Vertical	1-column
Value 4	New tax-oriented copy	Appears in right column	Vertical	1-column
Value 5	Control Copy	None	Horizontal	1-column
Value 6	New tax-oriented copy	None	Horizontal	2-column
Value 7	Control Copy	Appears in right column	Horizontal	1-column
Value 8	Control Copy	Appears in right column	Vertical	2-column
Value 9	New tax-oriented copy	Appears in right column	Horizontal	2-column

⁹ Optimost utilizes client estimates of expected levels of traffic paired with the expected page conversion rate to arrive at sample size projections. Ideally each landing page tested would generate a minimum sample size of n = 50 actions (i.e., conversions).

Google Search Page test, continued

Introductory Copy (control):

Donate to Amnesty International and help defend human rights and protect lives around the world.

Your tax-deductible gift to Amnesty International will help:

- Free prisoners of conscience
- Stop torture
- Abolish the death penalty
- End violence against women
- Ensure that every person enjoys full human rights

Amnesty depends on the generosity of individuals like you to fund our life-saving work. To maintain our impartiality, Amnesty does not accept any money from governments.

Introductory copy (challenger):

Make a charitable donation to Amnesty International today and help protect people wherever justice, freedom, truth and dignity are denied.


A Nobel Peace Prize winner, Amnesty International conducts hard hitting investigations and wages powerful grassroots campaigns to expose human rights abuses and protect individuals at risk.

Your today gift will support our programs to:

- Stop torture
- Save Darfur
- End violence against women
- Abolish the death penalty
- Release those unjustly imprisoned for their beliefs

Amnesty International is a 501(3)(c) nonprofit organization; and your donation is fully tax deductible. Please select your gift amount below:

Baseline creative – with vertical gift string and 1-column layout of form fields:



AMNESTY INTERNATIONAL USA
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Take Action > *Stand Up For Human Rights - Make A Tax-Deductible Donation To Amnesty International*

Donate to Amnesty International and help defend human rights and protect lives around the world.

Your tax-deductible gift to Amnesty International will help:

- Free prisoners of conscience
- Stop torture
- Abolish the death penalty
- End violence against women
- Ensure that every person enjoys full human rights

Amnesty depends on the generosity of individuals like you to fund our life-saving work. To maintain our impartiality, Amnesty does not accept any money from governments.

Yes, here is my tax-deductible contribution of:

\$1,000

\$500

\$100

\$50

\$35

TOTAL (or enter another amount here): \$

*** required information**

Your Information

First Name:*

Last Name:*

Email:*

Credit Card Information

Cardholder's Name:*

Credit Card Number:*

CVV Number:* [Explain](#)

Credit Card Type:*

Credit Card Expiration:*

Credit Card Billing Information

Address Line 1:*

Address Line 2:

City:*

State:

Province:

ZIP/Postal Code:*

Country:*

Check here if you do NOT want your postal address to be exchanged with other organizations. (Note, we NEVER exchange email addresses.)

Sign up for updates

Amnesty News and Actions
Sign-Up to receive news and action alerts from Amnesty International about urgent human rights issues.

To ensure proper processing, please click the Donate button only once. Do not exit this window until you receive confirmation that your information has been processed, which may take a minute or two.

Thank you!

DONATE NOW!

By clicking Donate Now!, your credit card will be processed

ABOUT AMNESTY INTERNATIONAL

Amnesty's global mission is rooted in a fundamental commitment to the rights, dignity, and well-being of every person on Earth. Recipient of the Nobel Peace Prize, Amnesty's more than 1.8 million members worldwide fight to uphold the ideals enshrined in the Universal Declaration of Human Rights. Our "About Amnesty International" page has more information including our AIUSA Annual Report and 990 Form.


Amnesty International USA is a tax exempt 501(c)(3) nonprofit organization.

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Challenger creative – with horizontal gift string and 2-column layout of form fields:



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Take Action > *Stand Up For Human Rights - Make A Tax-Deductible Donation To Amnesty International*

Make a charitable donation to Amnesty International today and help protect people wherever justice, freedom, truth and dignity are denied.

A Nobel Peace Prize winner, Amnesty International conducts hard hitting investigations and wages powerful grassroots campaigns to expose human rights abuses and protect individuals at risk.

Your today gift will support our programs to:

- Stop torture
- Save Darfur
- End violence against women
- Abolish the death penalty
- Release those unjustly imprisoned for their beliefs

Amnesty International is a 501(3)(c) nonprofit organization; and your donation is fully tax deductible. Please select your gift amount below:

Yes, here is my tax-deductible contribution of:

\$250 \$150 \$100 \$75 \$35 **TOTAL \$**

Or enter your own amount in the box above

*** required information**

Your Information

First Name:*
Last Name:*
Email:*

Credit Card Billing Information

Address Line 1:*
Address Line 2:
City:*
State: -- please make a selection --
Province:
ZIP/Postal Code:*
Country:*

Credit Card Information

Cardholder's Name:*
Credit Card Number:*
CVV Number:* [Explain](#)
Credit Card Type:*
Credit Card Expiration:*

Check here if you do NOT want your postal address to be exchanged with other organizations. (Note, we NEVER exchange email addresses.)

Sign up for updates

Amnesty News and Actions
Sign-Up to receive news and action alerts from Amnesty International about urgent human rights issues.

To ensure proper processing, please click the Donate button only once. Do not exit this window until you receive confirmation that your information has been processed, which may take a minute or two.

Thank you!

DONATE NOW!

By clicking Donate Now!,
your credit card will be processed


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Appendix 1.2: Email donation landing page 1

Vertical gift string layout (control):



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Home > [Support Our China Olympics Legacy Campaign](#)

Please make a tax-deductible contribution to help Amnesty draw worldwide attention to the plight of thousands of Chinese citizens who have been silenced against their will.

Please select your tax-deductible gift amount below:

\$1,000
 \$500
 \$250
 \$150
 \$75

TOTAL \$
Or enter your own amount in the box above



Your Information

First Name*
Last Name*
Email*

Credit Card Billing Information

Address Line 1*
Address Line 2
City*
State*
Province
ZIP/Postal Code*
Country*


Credit Card Information

Cardholder's Name*
Credit Card Number*
CW Number* [Explain](#)
Credit Card Type*
Credit Card Expiration*

Check here if you do NOT want your postal address to be exchanged with other organizations. (Note, we NEVER exchange email addresses.)

To ensure proper processing, please click the Donate button only once. Do not exit this window until you receive confirmation that your information has been processed, which may take a minute or two.

Thank you!




By clicking "Donate Now!" your credit card will be processed.

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Email donation landing page 1, cont.
Horizontal gift string layout (challenger):



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[Our Priorities](#) | [What You Can Do](#) | [News & Events](#) | [About Us](#) | [Member Center](#) | [Student Center](#)

ABOUT US


Home > [Support Our China Olympics Legacy Campaign](#)

Please make a tax-deductible contribution to help Amnesty draw worldwide attention to the plight of thousands of Chinese citizens who have been silenced against their will.

Please select your tax-deductible gift amount below:

\$1,000 \$500 \$250 \$100 \$35 **TOTAL \$**

Or enter your own amount in the box above



* required information

Your Information

First Name*
Last Name*
Email*

Credit Card Billing Information

Address Line 1*
Address Line 2
City*
State*
Province
ZIP/Postal Code*
Country*


Credit Card Information

Cardholder's Name*
Credit Card Number*
CW Number* [Explain](#)
Credit Card Type*
Credit Card Expiration*

Check here if you do NOT want your postal address to be exchanged with other organizations. (Note, we NEVER exchange email addresses.)

To ensure proper processing, please click the Donate button only once. Do not exit this window until you receive confirmation that your information has been processed, which may take a minute or two.

Thank you!




By clicking "Donate Now!" your credit card will be processed.

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Appendix 1.3: Email donation landing page 2

Standard gift string form (control):



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