



Kids Help Phone Canada: Reimagined Donation Form Delivers with Off-the-Charts Results!



STRATEGY



DESIGN



DEVELOPMENT



ANALYTICS



SUPPORT



MIGRATION



A GOOD DONOR EXPERIENCE IS CRITICAL TO FUNDRAISING PERFORMANCE.

Meet our friends at Kids Help Phone (KHP). Located in Canada, they offer free and anonymous counseling services to improve the emotional health and well-being of young people. The staff at Kids Help Phone works tirelessly to share young people's perspectives – locally, nationally, and globally. The KHP team partnered with Firefly to evaluate and address critical issues with their donation form. Built in Artez, their simple form was just too simple – they couldn't offer an array of giving options to supporters. The form wasn't responsive and conversion rates were not where the organization needed them to be. Firefly analyzed performance metrics in order to craft a new user flow and visual interface. Now it's fast and easy to make any type of donation – no matter what type of gift the donor wants to make!

CASE STUDY

fireflypartners.com



Sophisticated Development Makes It Easy for Donors

The original plan was for Firefly to develop a custom API form on Artez to meet the client's requirement for full control of all form fields. We came up with a different approach – designing three separate responsive donation forms (one-time gift, monthly gift, and tribute gift) and pulling them all together into a single donor experience. Did we mention that each form needed to be built in both French and English?

Increased Email Appeal Conversion by 30%

The new KHP donation forms went live for the 2016 End of Year Fundraising campaign, and man, did they perform well! Gifts made from the website saw conversion rates improve from 30% to 43%. For gifts made from a link in an email appeal, the page completion rate went from 11.25% to 45.16%!

Mobile First for Better Conversions

It's important to note that 70% of KHP supporters use their phones to read email from the organization. Recent benchmark data shows that one out of every three clicks in an email happens via a mobile device, so ease of use on a phone is critical for digital fundraising success.

Are you treating your online donors like the MVPs they are? We can't overstate the importance of ensuring your supporters have a pleasant, easy way to make an online donation. Check out your donation processes on a phone or tablet and make a pledge to give your donors the best experience possible. Whether you need a complex form like the one we built for Kids Help Phone or a one-page form with a compelling ask, there is always room to improve your conversion rates!

PS: No matter what software you use to process donations (or sell event tickets), improvement is possible! We'll evaluate your current set up, review past campaign results, and build you a modern, mobile-friendly process for your donors in just a few short weeks. We'll even train your team to manage the new form in-house!

Contact us today for a free quote:

info@fireflypartners.com

303-515-7155