

**RESPONSIVE DESIGN
DOUBLES MOBILE GIVING.**



DonorDrive
SOCIAL FUNDRAISING

Abstract: This paper examines the vital point where we've arrived today in the evolution of mobile giving and presents evidence for the big impact that responsive design is having on driving donations through mobile devices.



33% of Americans have abandoned desktops and laptops.

With the use of both desktop and laptop devices declining, nonprofit supporters are now looking to give to your organization through their mobile devices. This need for mobile-ready giving is immediate: An article by the [Harvard Business Review](#) notes that more than half of Americans access the Web by mobile devices and one third of those have now left their desktops and laptops behind completely.

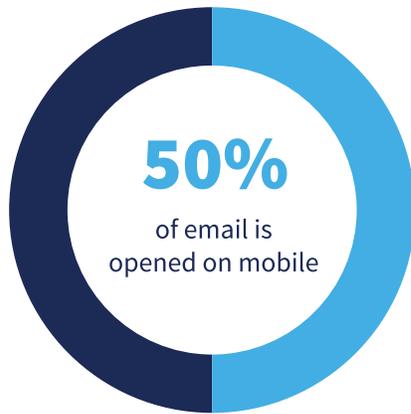
Not only do your supporters need the capability to give from their mobile devices, we're seeing indications that they're more likely to give by mobile than they were from a desktop or laptop. According to [Thrive Marketing](#), two thirds of all mobile shoppers make purchases at home, while just feet away from their desktop. And since a donation is a transaction too, this should be

a wake-up call that many of your supporters who give online now prefer the convenience of giving to your organization through the device currently in their hand.

An even more alarming statistic appeared in the [Chronicle of Philanthropy](#): 84% of nonprofits haven't made sites mobile friendly. Brad Davies of Dunham and Company did the research and puts this figure into perspective:

“Nonprofits are missing out on several billion dollars by not making their online-giving experience as easy and dynamic as possible.”

On top of that, the news just keeps getting worse for causes that haven't addressed mobile yet. Google recently announced that if your page isn't mobile-friendly and someone searches for that page on a mobile device, there will be [penalties](#).



Sean Riordan, DonorDrive’s Google Analytics Specialist, explains:

“If the page is not mobile friendly the bots that index the web for search engines know that people are searching from a phone. They see that mobile users who land on this page didn’t stay long. So when other people with those devices search, your site may get bumped down the list of results. It’s possible that sites not optimized for mobile devices won’t show on the first page anymore when searched by phone.”

Mobile is convenient.

One reason online giving is moving to mobile so rapidly is that evolving mobile web technology creates a better and easier experience for everyone, including your donors. A [Google/Nielsen](#) study finds that

81% of search engine users prefer searching on their phone, 50% of all email is [now opened on mobile](#), half of those on [Twitter](#) and three fourths of [Facebook](#) users access them by mobile. Everyone is using mobile for everything. And one thing we use mobile for that’s increased substantially is giving. Between 2011 and 2012, PayPal saw a [242% increase in the mobile donation dollars](#) they processed. Since users are now more likely to give by mobile, the convenience will also likely mean they’ll give more and give more often. You’ll see that our research in this paper bears out how much mobile friendliness boosts giving.

Mobile makes giving impulsive.

An emerging donor trend that’s a result of mobile convenience is “impulse giving”. People are more likely to give by mobile to



something that tugs at their heart strings while it's still tugging, as opposed to remembering to do it later on their desktop. A [Pew survey](#) of those who donated to the Red Cross by mobile for the 2010 Haiti earthquake showed that 50% donated immediately through their phone. One reason for this campaign going viral was that 43% of the donors then contacted friends and family from their mobile devices and asked them to give and 76% of those pleas were successful. The immediacy of mobile positively accelerates giving. Since the “asks” in DonorDrive Social Fundraising software are made by friends through email and social media, the convenience of making a donation on a mobile device is fueling social impulse giving. The donor is now able to tap the “Donate” button right now, wherever they are.

Why you're hearing so much about responsive design.

The current state of the art for mobile content delivery is called responsive design. The idea is pretty simple: Code your web pages for flexibility so that they render for best reading and function on whatever device is being used. While responsive is not the only way to do mobile, it's the method that Google recommends. The DonorDrive Team sees that responsive design is so potent at better fundraising that we built it in to all of our nonprofit client's fundraising sites at no extra cost.



The Evolution of mobile giving.

Mobile fundraising started with giving by SMS and has evolved through dedicated apps and dedicated mobile sites to arrive at responsive design.

The evolution of mobile giving.

Mobile fundraising's arrival at responsive design has been 16 years in the making—since the dawn of mobile giving. All the technologies in this evolutionary process are still in use, so we talked over these technologies with the DonorDrive Interactive Design Team to help understand why responsive was chosen and why it proves to be so effective at mobile fundraising in DonorDrive.

SMS Era: Text's powerful, but limited use.

Text giving came about in 1997 before the birth of the smartphone. Almost anyone with a mobile phone can give by text. Interactive Designer Amy Webb of DonorDrive feels that while donations get through via text, the experience for the donor is primitive:

“With giving by SMS, it's just text on your phone. That's all. You're not seeing any branded messaging.”

The experience is so generic that donors may be confused as to where their donation is actually going. Texting a word to a number seems simple, but the bounce rate (those who start to donate but don't complete the process) is [41% on average](#).

Giving by text goes through a basic, built-in texting app and payment often comes a month or more later after the donor pays their phone bill. Text giving can be convenient, but the experience is generic and you get no real data that could grow the relationship with that donor. Matt Radel, DonorDrive's Director of Design, feels its function is limited to a very specific kind of giving:

TEXT

- Dollars
- Cost-Effective Donation Processing
- Donor Relationship
- Branded Messaging
- SEO friendly
- Complete Site Content
- Cost-Effective Development

Text Giving.

Text giving is handled completely separately from your online giving site with no branding or content. When the donation is finished, so is your relationship with the donor.

Varies by Situation

“Text-to-Give campaigns have a short shelf life. It’s more of a micro-donation model, more disaster oriented. They’re better for short bursts of giving rather than longer campaigns.”

Text-to-give campaigns can also be [pricey and slow](#). While the donor donates \$10 that goes directly to your cause, there are numerous fees from phone companies and vendors on top of that can run in excess of 10% while the money can take up to 120 days to get to you. It’s possible that you’re having to shell out for these fees before you even see the revenue.

Text giving is also very regimented compared to a site-based online donation model. Text donations are normally limited to \$5 or \$10. By contrast, DonorDrive software has handled single electronic

donations of more than \$10,000 though a client’s fundraising site during an emergency campaign. Text has it’s place, but it’s not in handling most of your online giving for the future.

APP

- ✖ Dollars
- ✖ Cost-Effective Donation Processing
- ✔ Donor Relationship
- ✔ Branded Messaging
- SEO friendly
- Complete Site Content
- Cost-Effective Development

Dedicated App

Apps tend to be a closed ecosystem. While branding with your main fundraising site can be duplicated, content and the giving experience typically can't be.

✖ *Varies by Situation*

Application Era: There's not an app for that.

Next up the evolutionary chain is the connected app which appeared in 1999 with the launch of the Palm 7 handheld organizer. Having your own app is so cool. But they're costly and have proven ineffective at receiving donations. Some large organizations with substantial budgets to invest in developing apps have found them useful for branding and awareness, but not practical for giving. Matt sees them as an inconvenience for donors:

“Generally speaking, for donations and building brand awareness apps don't make sense. The donor has to find the app in an app store, download it (which can mean a long wait if you're on 3G), register credentials and then figure out how it works.”

An even bigger challenge in building a powerful app for your organization is that [Apple currently bans giving via apps](#). Giving can be encouraged within an iOS app, but the donor is directed to donate through the device's mobile browser on a page on the nonprofit's site. If roughly half of your mobile donors (those using iPhones and iPads) can't donate through the app, then apps are no longer practical as a channel for donations. Furthermore, if the donation page the app directs the supporter to isn't mobile friendly, you've lost even more donations.

The decision to build an app then tends to be a luxury that most nonprofits don't have. Matt sees that an online giving option must already exist and must be in addition to the app:



“I believe that associations need to get mobile right, and [do it] fast. I disagree that apps are the answer.”

Allyson Kapin, Most Influential Women in Tech by Fast Company

“It’s a separate investment. You need to be investing in your fundraising site and your overall presence first. Everything should already be part of that hub. To divide your resources and your budget to say ‘We’re going to allocate \$50,000 to build an app’—to what end?”

Even if you built an Android app to receive donations, apps as a rule don’t offer a good ROI. Consultant Allyson Kapin (named one of the Most Influential Women in Tech by Fast Company) feels that apps for any reason, giving or otherwise, are [not a practical idea for nonprofits](#):

“I believe that associations need to get mobile right, and [do it] fast. I disagree that apps are the answer.”

M Dot Era: Mobile sites create another web.

Next historically is the Mobile Web. It was born in 2002 with the introduction of the WAP 2.0 (Wireless Application Protocol), which made HTML on wireless browsers possible. This gave birth within the interactive development community to M Dot sites. These are dedicated sites built specifically for the limited technology that was available on mobile phones. They get their name from adding these separate mobile-only sites to your domain (yourdomain.com) through an m. subdomain (m.yourdomain.com.) With a M Dot site, all your mobile device traffic gets diverted to this subdomain, away from your regular site content. While this seemed a great idea almost decade ago, no one could have predicted that mobile devices

MOBILE SITE

- ✓ Dollars
- ✓ Cost-Effective Donation Processing
- ✓ Donor Relationship
- ✓ Branded Messaging
- SEO friendly
- Complete Site Content
- Cost-Effective Development

Mobile Site

While branding can be duplicated and donations can possibly be integrated, the M Dot screen experience has become a device-dependent nightmare.

would grow from tiny phones with slow EDGE connections to smartphones with fast 4G connections and extensive processing power. The old M Dot “one size fits all” philosophy isn’t valid in today’s device market, since there are now over [100 screen sizes](#).

And that’s just the first problem with a mobile site. Matt points out another complexity that prevented the M Dot philosophy from growing at a time when the smartphone and tablet market was exploding:

“The issue becomes (and this is how it was approached initially) you’re required to maintain two separate sets of content. Duplicating content for a mobile site requires near the same amount of strategy and time as creating the original content.”

In effect, web costs are doubled.

Like apps, mobile sites can be branded well, but they still run parallel to and are disconnected from the original site. Because the M Dot content was created for smaller screen sizes, it’s a watered-down version of the full site experience. Since today’s donor may likely be viewing both sites as they go through the donation process, DonorDrive Interactive Designer Lauren Romano notes that the switch between devices can be frustrating:

“It’s annoying to find different information on the two different sites. If a donor sees it on the desktop, but then can’t find it later on mobile, the organization can easily lose that donation as a result.”



Responsive works on any size screen, now as well as in the future.

The New Era: Responsive designing for the future.

The art of site design has been dramatically changed as it's evolved into the Responsive movement, which was born in 2010.

The principle behind responsive design is actually simple: Build one site that adapts itself to the device screen. Through advanced HTML, CSS and technologies like jQuery, text is easily readable and buttons are easily pressed on any device. The full content and function are there, only the layout has changed to give the supporter a consistent experience in interacting with the organization.

New devices, new screen sizes or new operating systems are added to the mix daily. All this device diversity is making both app and mobile site development less and

less appealing and is making responsive design more and more the clear choice for the future. Lauren sees that screen sizes will be changing even more:

“They’re going up as well as down: TV, watches, glasses.”

Matt says the array of screen sizes can be overwhelming:

“When you first show an NPO all the screen sizes available, it helps them understand the challenge that they’re up against in getting a donation. Obviously when you’re talking about a nonprofit organization, it’s lost dollars, literally, if people can’t use your site on their device.”

According to a [report from the UK](#): Before responsive was prevalent, half of those who tried to donate by mobile gave up.

RESPONSIVE DESIGN

- ✓ Dollars
- ✓ Cost-Effective Donation Processing
- ✓ Donor Relationship
- ✓ Branded Messaging
- ✓ SEO friendly
- ✓ Complete Site Content
- ✓ Cost-Effective Development

Responsive Design

Responsive (by its nature) is the only method of interactive giving that integrates into a single system. It saves costs by the creation of one site and processing of one set of data.

Matt sees that responsive design has eliminated size-related rendering issues of many of the predecessors methods as well as with what will arise in the future:

“Inevitably there will be a 13-inch tablet that comes out. With responsive, your site will already look good on it. And when there’s a three-inch tablet that comes out, you’re covered.”

Pete Cashmore, the founder of the popular tech news agency Mashable, felt that the Responsive Movement was growing so quickly that he dubbed 2013 [The Year of Responsive Design](#). And of course, 2014 is the year everyone realizes that.

Driving engagement.

By presenting the full site on every device, responsive design gives the donor the same content, messaging and branding they see on their desktop, but in a form that’s easily digestible on their mobile device. None of the other mobile giving options can do this. Lauren points out why this is so important:

“A Responsive site provides more motivation to donate and to further get involved with the cause. You have more information presented. In DonorDrive it just feels more personal.”

We feel that responsive is a must in peer-to-peer fundraising, where supporters are asking their friends and family to donate.

“You get the personality of the friend you’re donating to and you get their full story. It all comes back to creating a consistent experience.”



Mobile and tablet dollars were up 96% with responsive.



Mobile dollars were up 126% with responsive.

DonorDrive Interactive Designer Emily Drumm sees consistent experience improves the relationship with the cause:

“If the donor trusts that they can make a donation to your organization on whatever device they’re using, it will assist in keeping them more engaged.”

Responsive isn’t an add-on.

At DonorDrive we felt so strongly about responsive that we’ve completely integrated it into the web interface for every aspect of our fundraising software. So all DonorDrive event pages, personal fundraising pages and administrative back-end pages are responsive and usable from any device. For busy nonprofit staff, this means setting up events and running reports can be done from the desktop or on their iPhone on the bus headed to work. For the event

participant, modifying or sharing their fundraising page can be done on their iPad during their lunch hour. For the donor, an email from a family member participating in an event can be acted on directly from their Android phone or iPhone. With the tap of a link, a supporter can easily view the fundraising page, donate and share the page with their network, from right where they stand.

Our total adoption of responsive design has made DonorDrive the first fundraising software that’s completely untethered from the desktop. Anywhere, anytime, any-device-access frees nonprofits and their supporters to raise like never before. You can experience the world that responsive design opens up by testing a registration or donation at try.donordrive.com on your phone or on any device.



80% of the mobile donors gave on their smartphone, 20% gave on tablets.

The bottom line.

The impact that responsive design has on mobile giving is undeniably positive. We started implementing responsive design in DonorDrive across hundreds of DonorDrive custom client themes in February 2013. In instances where we were able to compare pre-responsive designed sites that were used in 2012 events with responsive designed sites used in 2013 events, the numbers are impressive.

Mobile and tablet dollars were up 96% with responsive. Mobile dollars were up 126% with responsive.

As you can tell, the donations received by mobile has made a dramatic leap since we've implemented responsive design across these sites. Another finding that hammers at the immediate need for causes to be mobile friendly is:

80% of the mobile donors gave on their smartphone, 20% gave on tablets.

So smartphones are ruling device donations with 4 out of 5 donors giving on their phone. While we hear so much about tablets replacing our laptops, phones are just how people choose to donate. What this shows is that your supporters want to engage with your organization on their smartphones. If your sites are not mobile friendly, you're really missing out on donations.

Why it works so well.

When coupled with responsive design, Peer-to-peer fundraising really thrives on mobile. Here's the process: The participant uses DonorDrive to ask friends and family to support the organization through email and through their social networks. When that ask is read on a smartphone, the recipient



“In essence, the responsive solution was a big step in future-proofing DonorDrive.”

Matt Radel, Director of Design

taps the link and the device opens the web browser. Since DonorDrive’s mobile responsive design renders fundraising page content so that text is readable, images fit the screen and the Donate button is large enough to be pressed, there are no obstacles blocking the giving process. As a result, mobile donations more than double.

For DonorDrive clients, responsive design is now built into their software at no extra cost. It just works without having to do anything to configure it. Our obviously-effective implementation of responsive design is the culmination of a two-year process that includes learning best practices at the foot of the cutting-edge masters who created responsive design: Luke Wroblewski (author of *Mobile First*) and Ethan Marcotte (author of *Responsive Web Design*). Not only have we integrated responsive design

into DonorDrive, we’ve set the responsive standard in fundraising today.

Matt sums up what brought us here:

“We’ve gone through more complex solutions to understand what would work best for our nonprofit clients and their supporters. What we’ve arrived at is a solution that’s a bit more simplistic to integrate, it’s cost effective and it’s SEO friendly (in Google’s view.) From the development end, it makes more sense in terms of development hours saved and being easier to maintain. In essence, the responsive solution was a big step in future-proofing DonorDrive.”



DonorDrive
SOCIAL FUNDRAISING



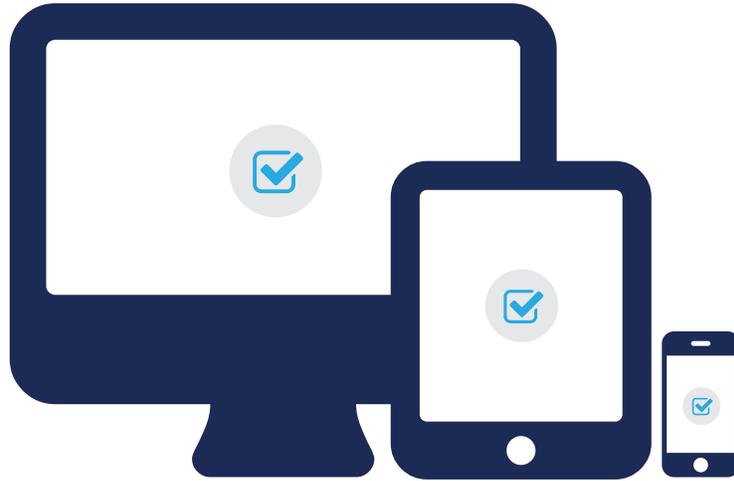
See responsive design in action.

A demo of DonorDrive Social Fundraising Software will show you how responsive design can boost online giving for your organization by making our powerful fundraising tools available on every device. Whether you do walks, runs, challenge events, community fundraisers, personal campaigns, ticketed events or capital campaigns, innovative DonorDrive has the flexibility to handle them. That's why organizations like Doctors Without Borders, Children's Miracle Network Hospitals, World Vision and ASPCA use DonorDrive to power their online fundraising.

Our demos are live and we personalize them to your nonprofit's needs, plus give you the opportunity to ask the questions that apply to your fundraising.

[Explore DonorDrive's responsive design](#)

and see the impact it can have on your fundraising.



Request a [demo of DonorDrive](#) today.



We needed software to be mobile responsive, we needed robust integrated social communications, and we needed it to be user friendly. DonorDrive was really a great complete solution for us and it's on the cusp of the industry.

Joel Calkins

Channel Products Manager | World Vision