

# Further adventures in optimisation

Taking our donation pages to the next level

WEDNESDAY 20 MAY 2020

# Overview

From digital beginnings...

- Started working with Engaging Networks in 2013 as we launched a new website, started to run online appeals and send regular emails for the first time (RIP 'Quarterly Newsletter')
- Proper integration of campaigns from 2015
- Testing of donation pages, email format and features

# Overview

...to digital success

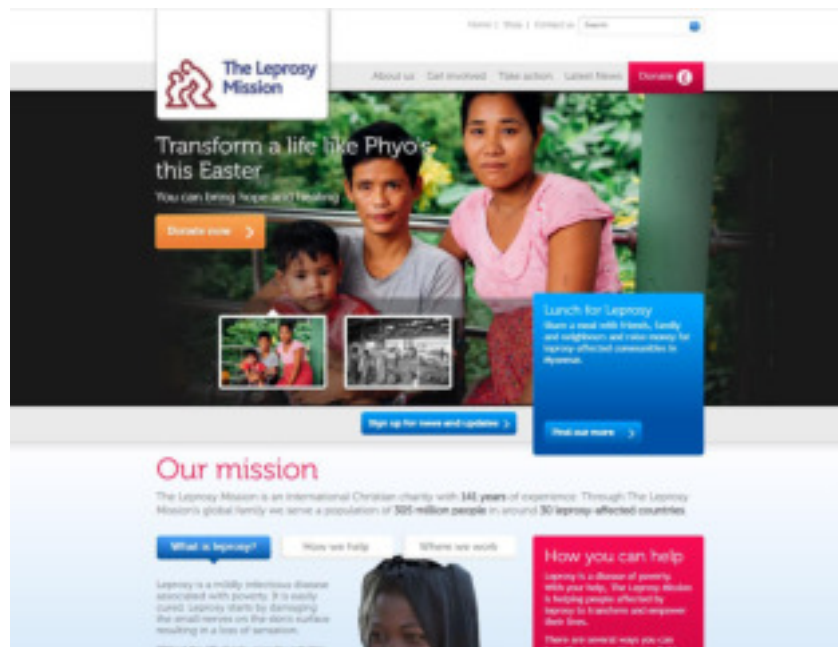
- 2019 was a record year with a UK Aid Match appeal helping us achieve online income of £294,000 (up from £54,000 in 2013)
- New website project finally underway
- Growth in online income as proportion of overall income
- From 6% in 2013 to 15% in 2019

# A new website

An overhaul in every way

- No more clunky design
- No more uninspiring copy
- User journeys that we've actually thought about, in line with objectives
- A focus on donors
- Looking towards deeper engagement and higher conversion

# Out with the old

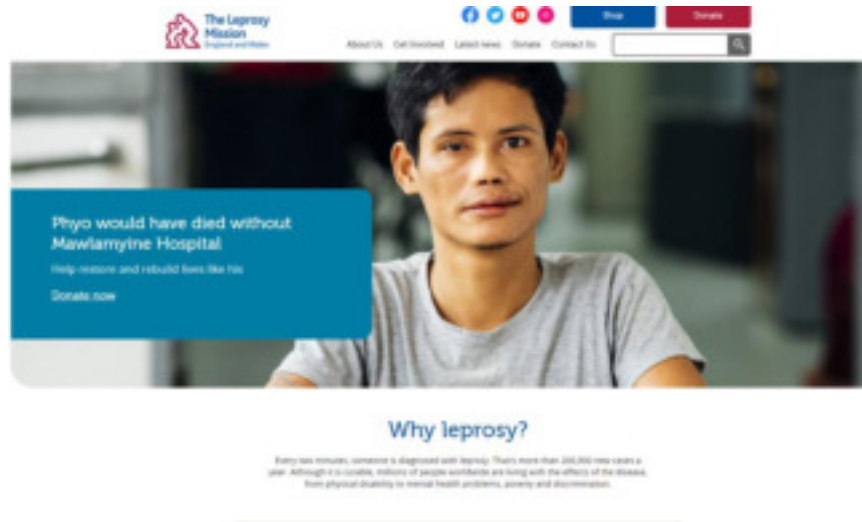


The screenshot shows the homepage of The Leprosy Mission. At the top, there is a navigation bar with the logo and links for 'About us', 'Get involved', 'Take action', 'Latest News', and 'Donate'. The main banner features a family photo and the text 'Transform a life like Phyo's this Easter. You can bring hope and healing.' Below this is a 'Donate now' button. A blue call-to-action box says 'Lunch for Leprosy: Share a meal with friends, family and neighbours and raise money for leprosy-affected communities in Myanmar.' Below the banner is a section titled 'Our mission' with a sub-header 'The Leprosy Mission is an international Christian charity with 148 years of experience. Through The Leprosy Mission's global family we serve a population of 305-million people in around 30 leprosy-affected countries.' There are three tabs: 'What is leprosy?', 'How we help', and 'Where we work'. The 'What is leprosy?' tab is active, showing text about leprosy as a curable disease and a 'How you can help' box with a 'Find out more' button.



The screenshot shows the 'About us' page of The Leprosy Mission. The navigation bar is similar to the homepage. The main heading is 'About us' with a large image of a woman. A sidebar on the right lists navigation options: 'About us', 'Mission, vision & values', 'President, Vice-Presidents & Board', 'Our team', 'Global Network', 'Latest issues & events', 'Our partners', 'What is leprosy?', 'How we help', 'Where we work', 'Our history', 'Open information', and 'FAQs'. The main content area has a heading 'About us' and a paragraph: 'We are an international Christian development organisation that diagnoses, treats and offers specialist care, including reconstructive surgery, to leprosy patients. Our aim is to transform and empower the lives of people affected by leprosy.' Below this is a paragraph about leprosy as a disease of poverty and the services provided. There are two sections: 'Highlights' with three bullet points and 'Stigma' with a paragraph about social stigma. At the bottom, there is a section 'Three million disabled' with a paragraph about the disease.

# In with the new



The Leprosy Mission  
Inspire and heal

ABOUT Us | Get Involved | Latest news | Donate | Contact Us

Phyo would have died without Mawlamyine Hospital  
Help restore and rebuild lives like his  
[Donate now](#)

### Why leprosy?

Every few minutes, someone is diagnosed with leprosy. There are more than 200,000 new cases a year. Although it is curable, millions of people worldwide are living with the effects of the disease, from physical disability to mental health problems, poverty and discrimination.



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### Leprosy defeated, lives transformed

We are a global Christian organisation leading the fight against leprosy.

Following Jesus Christ, we seek to bring about transformation, breaking the chains of leprosy and empowering people to regain freedom, dignity and life as it is intended.

No one should suffer because of a preventable and treatable disease. We work with people of all faiths and races to defeat leprosy and transform the lives of people affected.

The Leprosy Mission's global fellowship works in 28 countries.

Our focus is on ten countries in Africa and Asia - Bangladesh, Ethiopia, India, Madagascar, Myanmar, Somalia, Nepal, Niger, Nigeria, Sri Lanka and Sudan. These places have high rates of leprosy or lack the services or opportunities needed to people affected.

As well as supporting people living with leprosy today, we serve future generations by working to end the transmission of the disease, so they may be born into a world free from leprosy.

Explore

- About Us
- About leprosy
- Working in partnership
- Who we support
- How we work
- Where we work
- Our history
- Latest Annual Report
- Supporting
- How your money is spent

# Bringing the new into EN

## How do we make the transition seamless?

- Communication between you, your developers and your Engaging Networks' developer
- Access to Beta site ahead of EN development
- Test the new templates in advance
- A good time to try something new

# A bit about templates...

## Designing for a parallel universe

- Same but different: Consistency is important but consider user experience first and foremost
- Do you need all the page elements? I.e. search bar
- HTML/CSS - usually you can grab from website (great for H1, H2 and so on), but you do need to write your own styles too.
- Remove unnecessary scripts and CSS, for quicker page loads



# User experience

## If you build it they will come (and donate)

- We have now added Loqate for address lookups

## Scripts in template to:

- set character limits for account number, sort code and CWV
- remove spaces from email address field
- Set 'other' amount field as integer only

All this will help boost conversions!

# Old donation pages

## Help find and cure children like Kavinus and Hariskran today



Not far from the bombed church in Battalawa, Sri Lanka, lives a family facing a huge challenge.

Their eldest son Kavinus was taken to the local hospital when his parents noticed patches on his back. But after the doctor misdiagnosed him, his leprosy was left untreated and the disease has now spread.

Now the family face another blow as Kavinus' younger brother Hariskran has also been diagnosed with leprosy. Thankfully for Hariskran, his symptoms were spotted early. But right now, there are many more children left undiagnosed and at risk.

Help us find and cure a child like Kavinus and Hariskran today.

### Your donation amount

£120

£72

£24

Other

YOUR DETAILS  PAYMENT  CONFIRMATION

Title

Please select

First name

Last name

Email address

### How we contact you

We really value our relationship with you but to make a real impact together, it's important we know that you're happy to hear from us. We promise we keep your data safe and will not share your details at any time. You can read our [Privacy Policy](#) for more information.

By email

If Yes / No

**Next step**

YOUR DETAILS  PAYMENT  CONFIRMATION

## Thanks Hannah

We just need a little more information to complete your donation.

### Your details

Address 1

Address 2

City

Postcode

Country

United Kingdom

### Your card details



Payment type

Visa

Card number

Card expiration

MM/YY - MM/YY


# Previous tests

- One page vs two page process (two page process won)
- Varying donation amounts (average online gift is higher than average offline gift)
- Security icons (supporters were more likely to donate if they were there)
- Layout

# Easter appeal - messaging test

## The winner

Phyo "would have died" without Mawlamyine Hospital



Mawlamyine Christian Leprosy Hospital in Myanmar is a truly transformative place.

Your donation amount

£25	£67
£120	Other

YOUR DETAILS  PAYMENT  CONFIRMATION

Title  
Please select

First name

Last name

Email address

## Transform a life like Phyo's this Easter

# Messaging tests on Facebook

- **Positive** 'transformed life' vs **Dramatic** 'I could have died' vs **Ambassador** 'This is a place where miracles happen'
- Testing aimed at our core acquisition audience of Baby Boomers
- Ambassador focus as winning ad confirmed what we'd found out about this audience through telephone research
- 'Dramatic' ad clearly won over 'Positive' one

# Easter appeal - design test

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Your donation amount

£25

£67

£120

Other

YOUR DETAILS  RECAP  CONFIRMATION

Title

Please select

First name

Last name

Email address

The winner:



Phyo "would have died" without Mawlamyine Hospital

Mawlamyine Christian Leprosy Hospital in Myanmar is a truly transformative place.

Diagnosed with leprosy at 18, Phyo received vital treatment for his wounds to avoid infection and

Donation amount

£25

£67

£120

Other

Title

Please select

# Giving Tuesday appeal - design test



## Save lives at Leprosy Mission hospitals this Giving Tuesday

Leprosy Mission hospitals are a lifeline for the people they serve. But due to the global threat of COVID-19 their services and medical staff must prepare for a new emergency.

The coronavirus brings new, life-threatening challenges to people affected by leprosy and its medical staff are in desperate need of supplies. From official testing kits to personal protective equipment (PPE), these items are essential to stay safe, and save lives.

Donation amount	
£18	£50
£120	Other

Title

Please select

First name

## The winner

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The coronavirus brings new, life-threatening challenges to people affected by leprosy and its medical staff are in desperate need of supplies. From official testing kits to personal protective equipment (PPE), these items are essential to stay safe, and save lives.

This Giving Tuesday, £8 from you can provide a set of boots, gloves, a mask, gown, and goggles to

**How much would you like to give?**

Single gift Hospital gift

£18	£50
£120	Other

Title

Please select

First name

Last name

# Giving Tuesday appeal

- Best response to a single email in five years (since a previous emergency appeal)
- Largest amount donated online in a single day in five years
- New design had higher conversion rate (but both performed well)



# Future plans

- More testing to optimise
- Analysis of how online appeals have performed to influence whether they still align with direct mail
- New marketing automations for regular givers and new donors (post- Salesforce integration)
- More acquisition activity combining Facebook and EN

# Thank You.

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