

# 4Site Studios

How new templates, analytics, and Google Optimize are helping online giving and advocacy

July 22nd, 2019

# Bryan Casler

## Director of Digital Strategy

- Got my start with Iraq Veterans Against the War
- CRMs and making it happen and are in my **bones**
  - IBM 3270 emulator
  - VB Script / Spreadsheet Macros
  - Salsa Client (2009) / Alum (2014)
- Works with all 4Site's Engaging Networks clients
- ...









# Custom and Pre-Built Templates



INTERNATIONAL CAMPAIGN FOR TIBET

## HELP SAVE TIBET

Your gift will help to promote human rights and democratic freedoms for the people of Tibet. All efforts are made possible by the contributions of people of conscience like you.

Together, we can shift the balance toward compassion and kindness. Make a gift today.



### DONATION INFORMATION

**ONE-TIME GIFT** MONTHLY GIFT

Select Gift Amount

\$50 **\$75** \$150 \$250 \$500 Other

☐ In Honor Of ☐ In Memory Of [Learn more here >](#)

### YOUR INFORMATION

First Name  Last Name



Ocean Conservancy

HAVE QUESTIONS?  
800-619-1541

## Help Us

### Help Make a Difference for the Future of Our Ocean

**Give Monthly** Give Once

**\$25** \$50 \$100 \$0

Custom Amount

Support ocean acidification research. We're bringing the brightest minds together to work towards scientific solutions and policy actions.

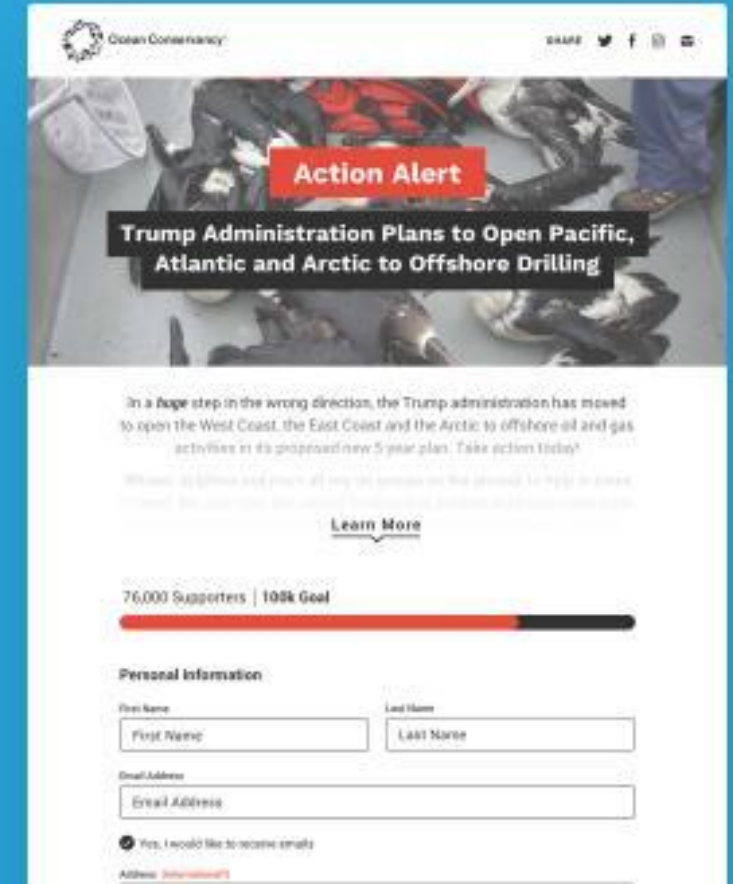
### Personal Information

First Name  Last Name





Email Address

Address (International)

Street Address



Ocean Conservancy

SHARE    

## Action Alert

### Trump Administration Plans to Open Pacific, Atlantic and Arctic to Offshore Drilling

In a huge step in the wrong direction, the Trump administration has moved to open the West Coast, the East Coast and the Arctic to offshore oil and gas activities in its proposed new 5-year plan. Take action today!

[Learn More](#)

76,000 Supporters | 100k Goal

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☒ Yes, I would like to receive emails

Address (International)

OVERLAY BOUNDARIES

None

County

Assembly

Senate

RESET

ZOOM TO

Select a County

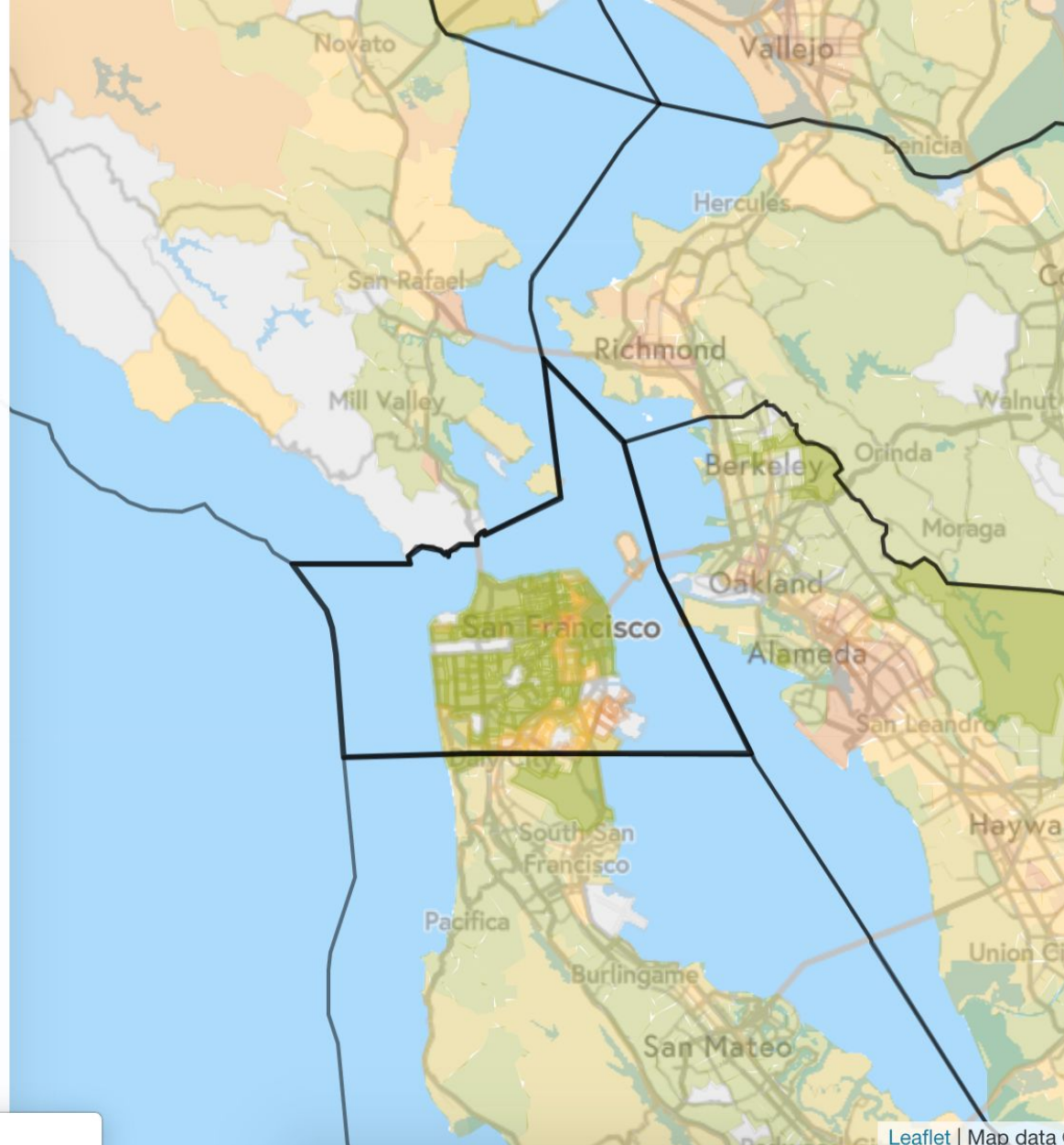
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FILTER BY QUANTILES

Download PDF

FAQ

<https://strongstartindex.org>

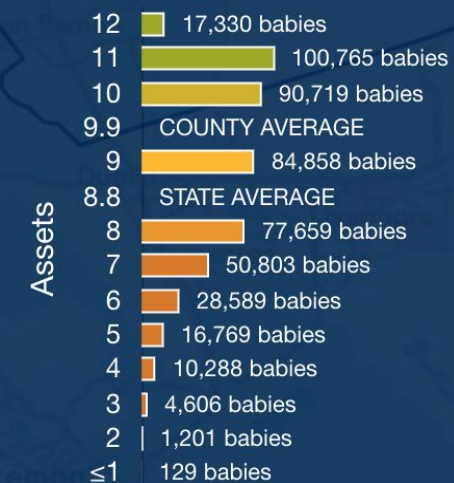


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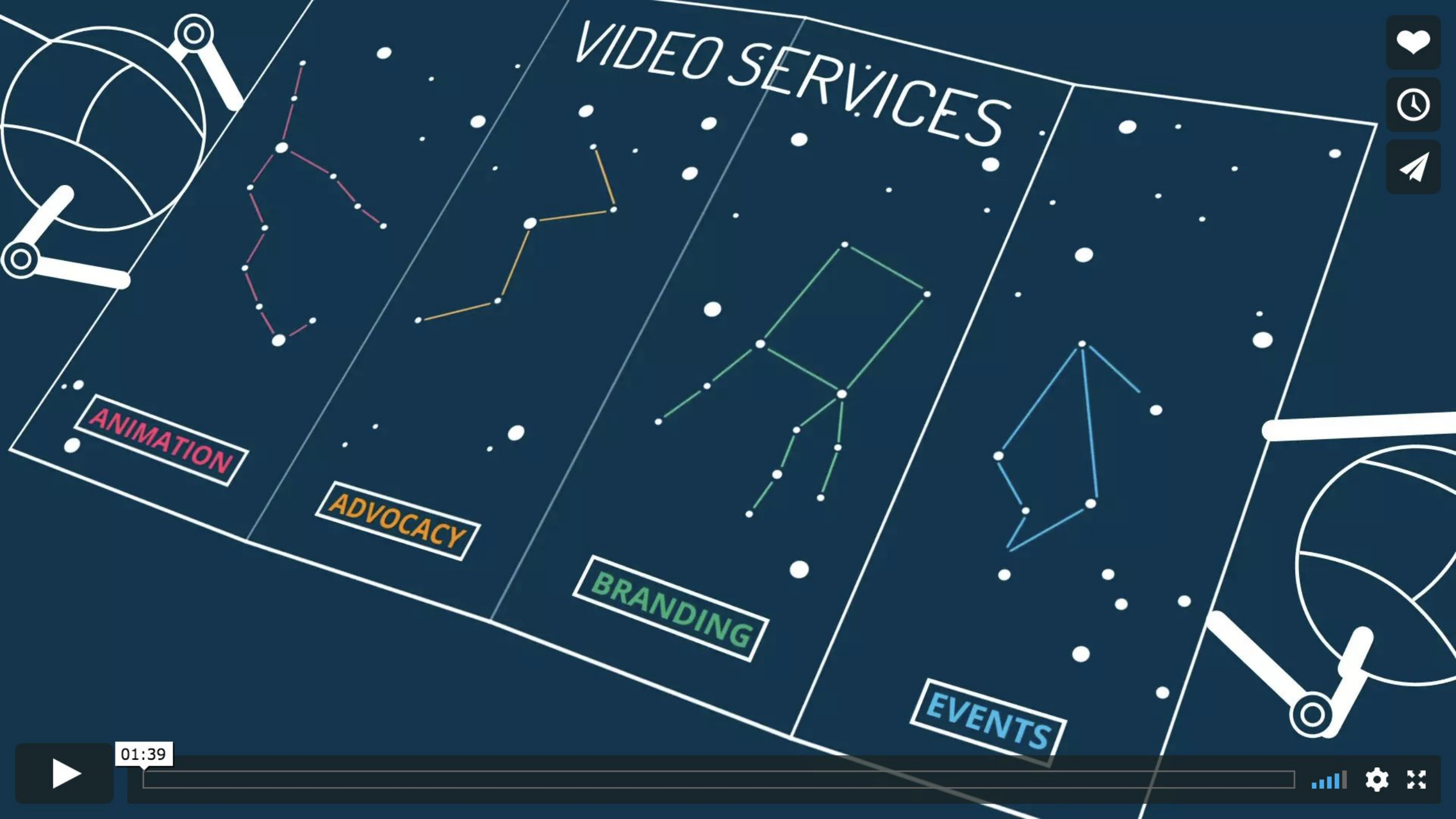
San Francisco County

Births in County 9,020  
Births in State 485,573

Strong Start Scores (State)







# VIDEO SERVICES

ANIMATION

ADVOCACY

BRANDING

EVENTS



01:39



# How new templates, analytics, and Google Optimize are helping boost online giving and advocacy

Do you have "**Template Anxiety**," "**Page Envy**," or worry you might not be tracking the right metrics for your campaign? Then this session is for you. We'll review from start to finish the complete overhaul of Online Giving and Advocacy pages.

- What motivated their change
- Design approach
- Technical underpinnings for the project
- Migration strategy
- How campaign performance is measured
- How Google Optimize is helping drive improvements

# Our Work with Engaging Networks

- Legacy Page Builder
  - Ocean Constitution
  - Oath of Our Ocean
- Current Page Builder
  - Paypal, Give by Check, Upsell Lightbox, Homepage Lightbox with embedded forms, Include Processing Fee, One Click Donation Customization, multi-action forms, advanced validation (NeverBounce, Honeypot), A/B testing, custom analytics
- Migration/Transitioning from Salsa, Luminate, Nation Builder ...



# Template Overhaul

## What Motivates Change

- #1: Seeing a drop in conversions
- Hard for admins to Update
- Poorly Documented
- Cross Browser Consistency
- Few Layout Options
- Slow / Sluggish Load Times

# Design

## Our Approach

- Individual & team ideation
- Maneuvering the confines
- Always pet Dax (break & revisit)
- Fake it until you make it (low-fi to hi-fi)
- Presenting & gathering feedback

LOGO

Title \_\_\_\_\_  
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Text \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

GIVE ONCE | MONTHLY } 1/2 width

\$10 | \$25 | \$50 } 1/3 width

\$150 | \$250 | \$Super Us

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Address Address Line 2 } 1/2 width  
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LOGO

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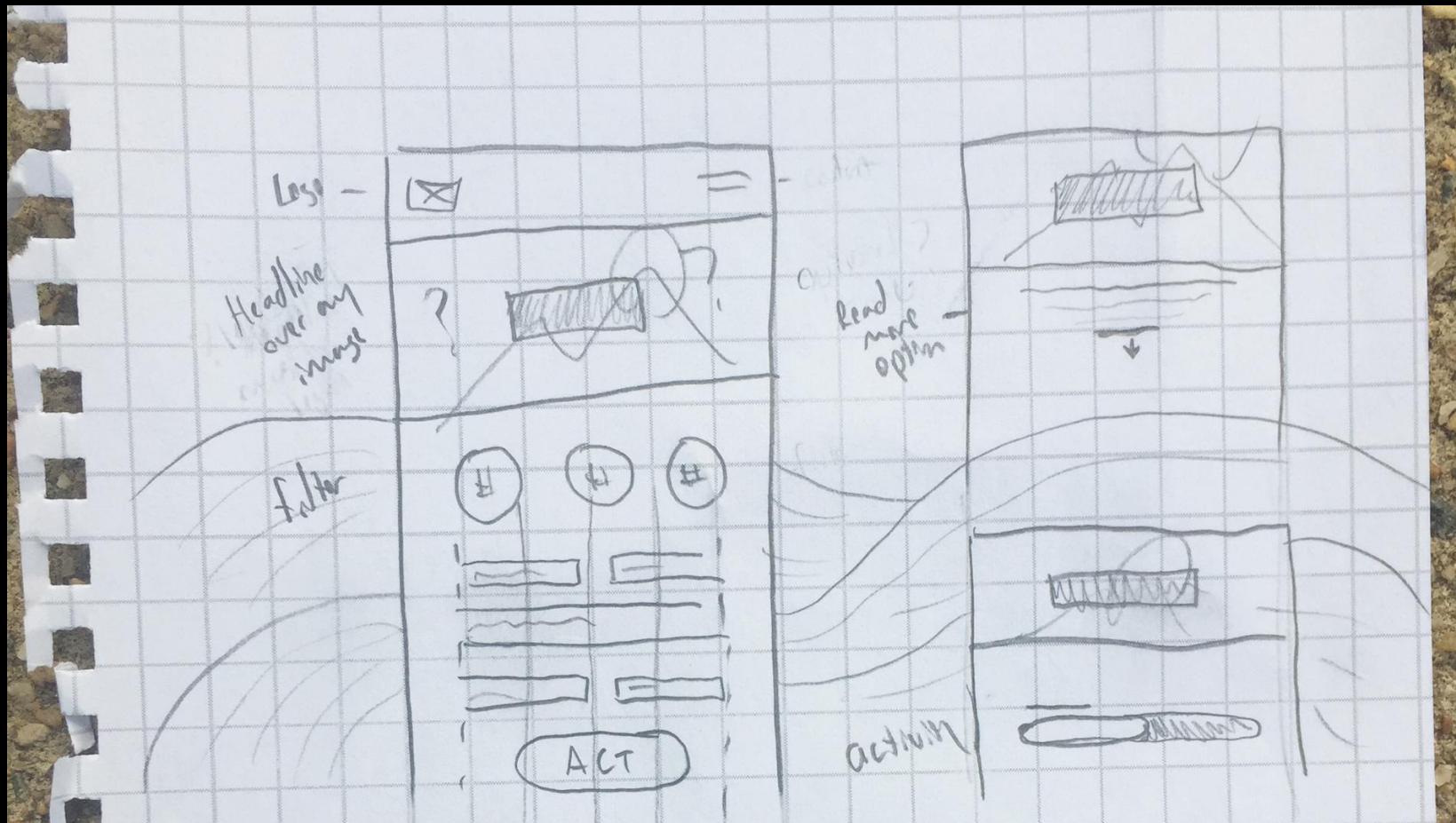
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Ocean Conservancy®

## Help make a difference for the future of our ocean!

Our ocean unifies our world like nothing else. Saving it from ongoing threats is a cause that *affects us all*. We're on the front lines of ocean protection, investing in research, leadership and advocacy that advances science-based solutions that work.

### My Payment Type\*

Credit/Debit 

Check 

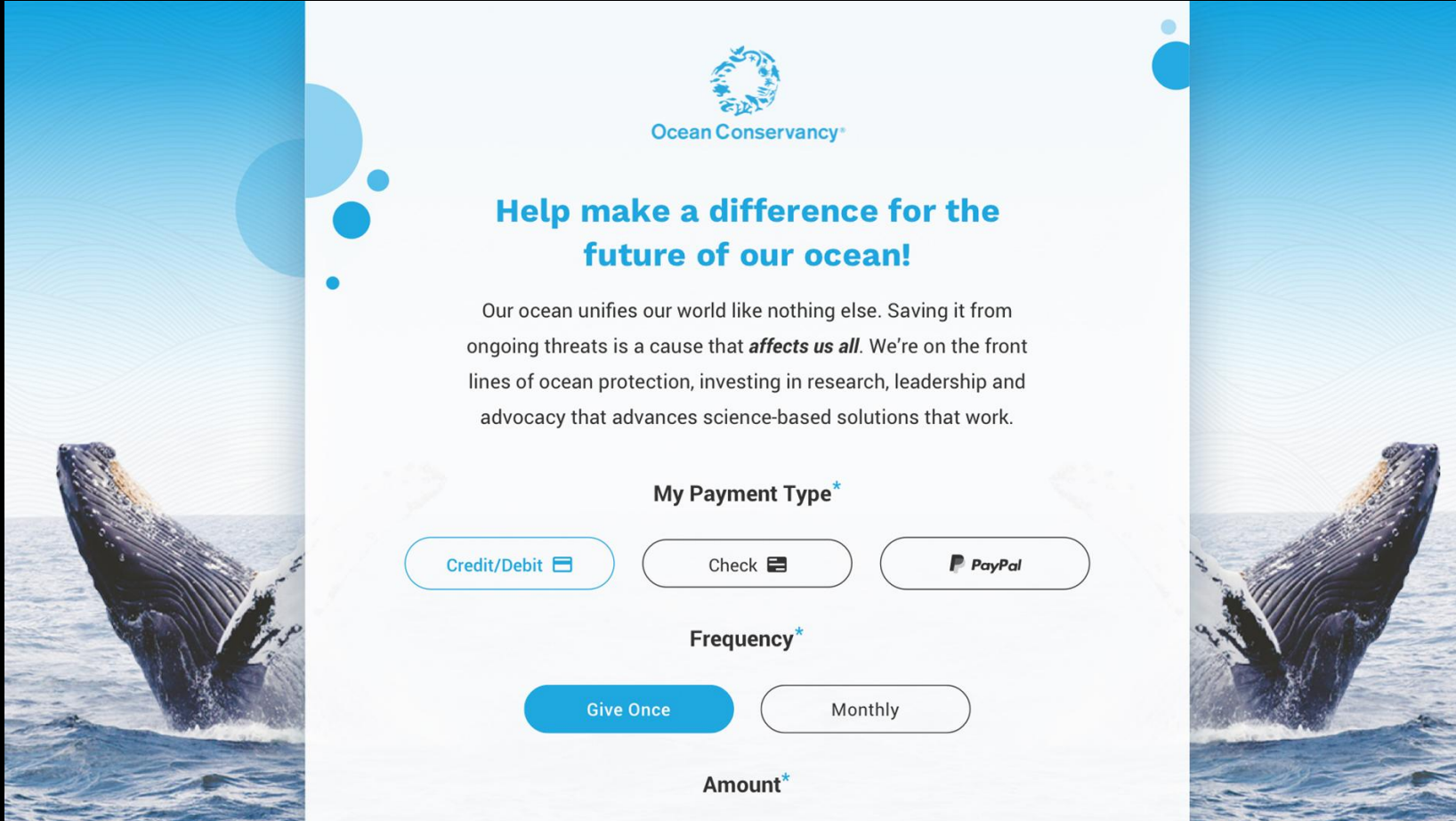
 PayPal

### Frequency\*

Give Once

Monthly

### Amount\*






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Give Once

 Credit/Debit

 Check

 PayPal

**\$25**

Support crucial ocean acidification research. We're committed to bringing together ...



**\$50**

Help the fight against risky offshore oil drilling in the Arctic Ocean. Stand with ...



**\$100**

Let's restore the Gulf of Mexico, not only to recover from the BP Deepwater Horizon ...



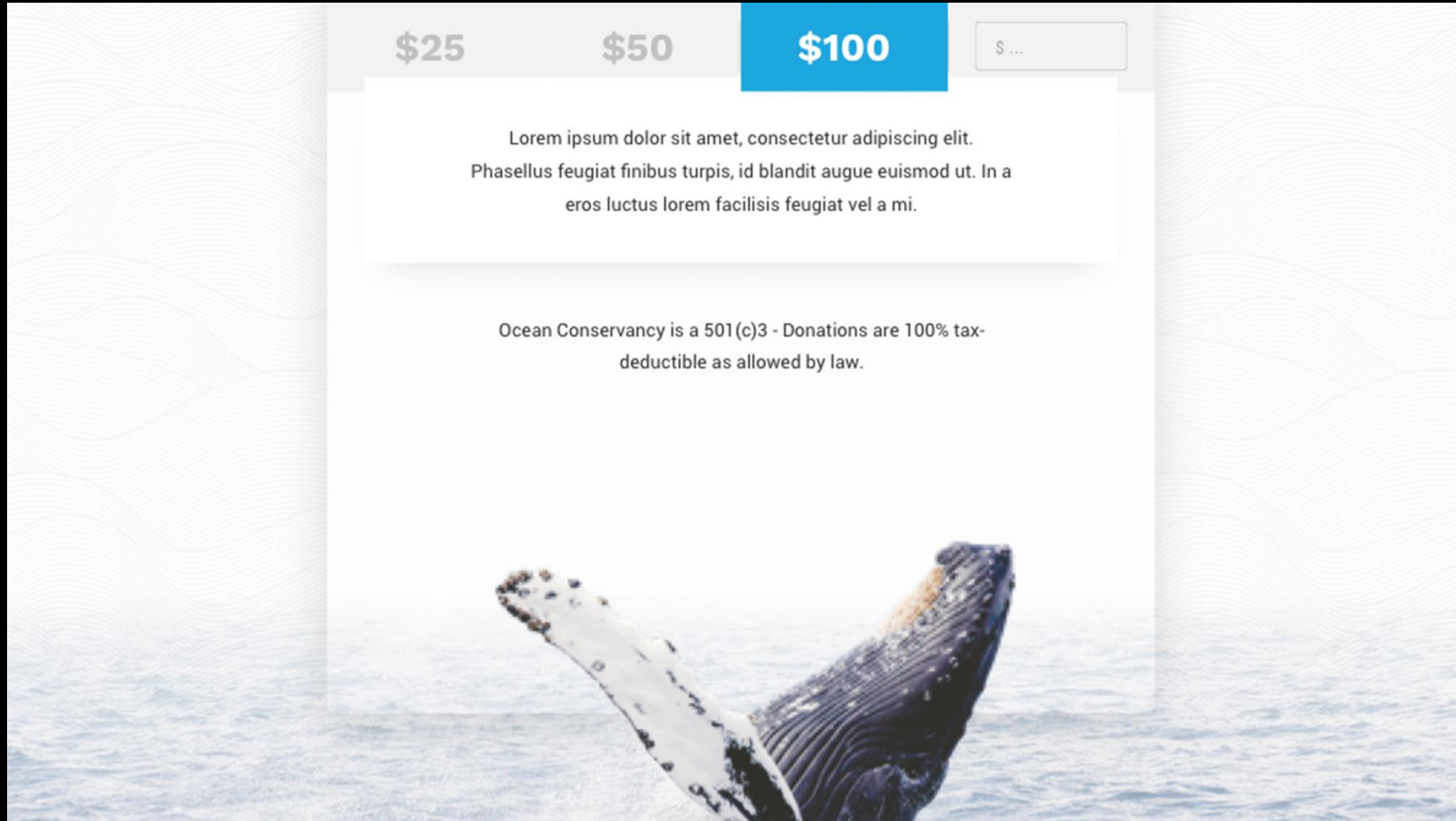
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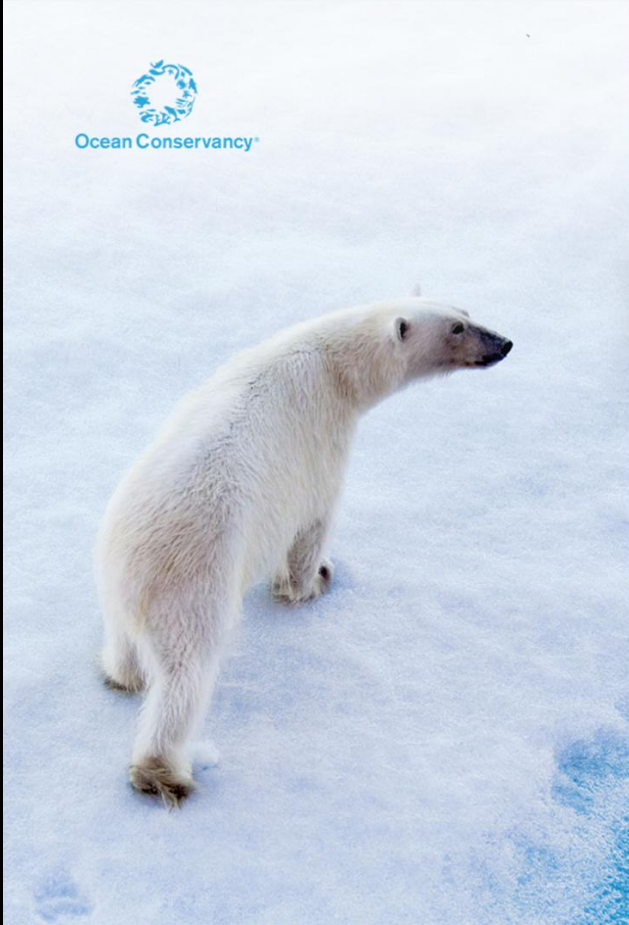
Enter your your own amount and help however you can ;)



Personal Information







## Help make a difference for the future of our ocean!

✓ **\$25**

Support ocean acidification research and help bring the brightest minds together to work towards scientific solutions and policy actions.

**\$50**

Let's restore the Gulf of Mexico, not only to recover from the BP Deepwater Horizon, but to be healthier than before.

**\$100**

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Give Once

Lorem ipsum dolor

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**\$50**

**\$100**

**\$0**  
Other Amount

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Full Address

City

City



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Details



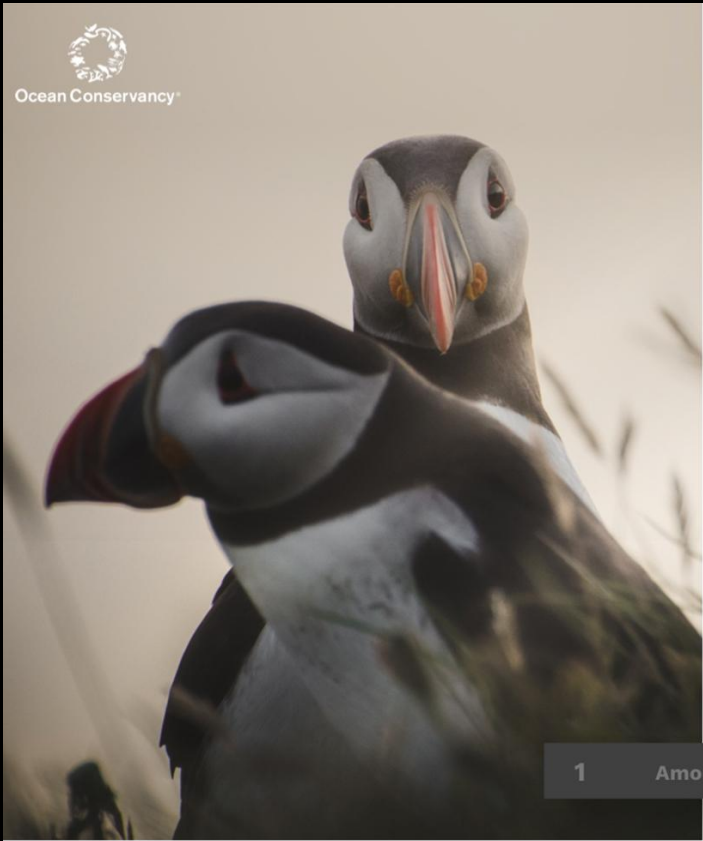
3

Payment Info





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## Payment Information

Credit

Debit

PayPal

Check

Credit Card Number

0000-0000-0000-0000

Card Type

Visa

Expiration Date

Month

Year

Label

Security Code

abc

Please Review

☒ I would like to cover the fees so 100% of my contribution goes to Ocean Conservancy

Donate Now

CHARITY NAVIGATOR  
★★★★  
Four Star Charity

ACCREDITED BUSINESS  
BBB

Ocean Conservancy is a 501(c)3  
Donations are 100% tax-deductible  
as allowed by law.

1

Amount

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2

Details

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3

Payment Info



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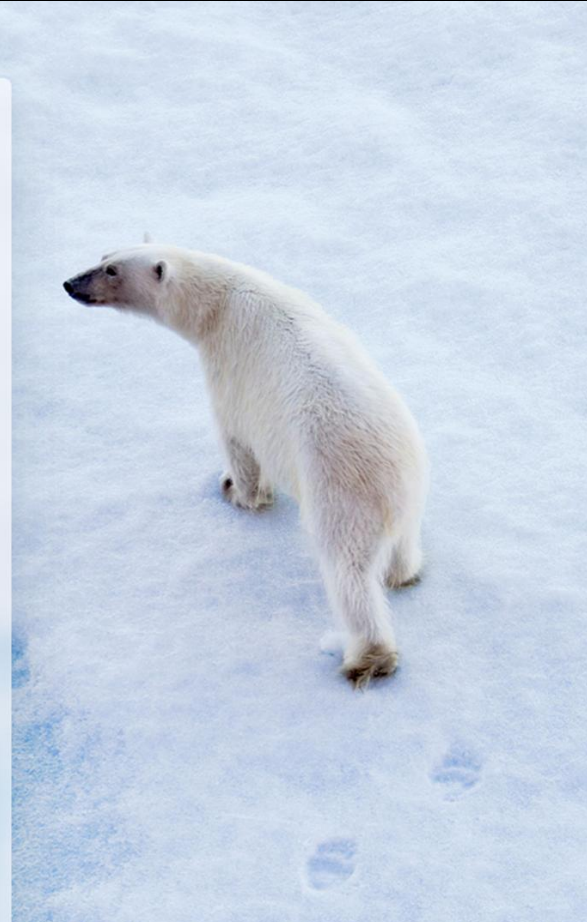
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In a *huge* step in the wrong direction, the Trump administration has moved to open the West Coast, the East Coast and the Arctic to offshore oil and gas activities in its proposed new 5 year plan. Take action today!

Whales, dolphins and more all rely on groups on the ground, to help in times of need. We can't lose this critical funding that enables such important work.

Marine mammal funding cuts [Learn More](#) sample of the marine cuts in the

76,000 Supporters | 100k Goal





# Development

## Technical Underpinning

- Built for Engaging Networks Page Builder
  - Editing Experience Must Match Expectations
- Class based layout choices, limited Javascript
- Fast by default
  - Page load but also reflected in styling
  - choices and default selection.

# Training

## Migration Strategy

- [Page triage and planning](#)
- [Documentation](#) (With video and screenshots)
- Group build out session
- Follow on support
- Soft roll out and performance testing
- URL Redirects

# Performance

- Saw that the new form had much higher one time, monthly and overall conversion rates
- Mobile conversion rates increased the most
  - Improvements in email and facebook revenue
- Reduced average time on page from 2:31 to 1:30

# Training and Improvements

## Ongoing Enhancements

- Google Optimize
  - One-time vs Monthly as Default
  - One Column vs Two Column (Advocacy vs Fundraising)
- Give by Check
- Thermometer Widget Anywhere! ([Demo](#))



# Training and Improvements

- Donation Receipting (Going Stylish)
- Page Loads (Google PageSpeed Insights)
  - Async Loading of CSS and Fonts (time to render / first interact)
  - Edge Caching
  - Image placeholders
  - Pre-caching assets from website
  - Turbolinks
- Seamless Lightboxes

# Training and Improvements

- Donation to eCard to Thank You donation page
- Upsell Lighboxes
- Blueprints!
- Debug Overlays / Buttons for Visualization
- Gen 3 of our template framework
  - Sass - More layouts out of the box (A/B test them all!)
  - CSS Grids with IE11 Support
  - *Stupid Fast* (sub 3 seconds for time to interact)

# Thank You

Let's discuss your projects / ideas:  
[bryan@4sitestudios.com](mailto:bryan@4sitestudios.com)



# Presentation Title Here

Subtitle here

EVENT DATE IN CAPS

