

KLRN donation funnel update 2024

Recommendations

Based on PBS best practices and an [analysis of KLRN donation funnel abandonments](#), here are options to streamline and update our Allegiance donation pages:

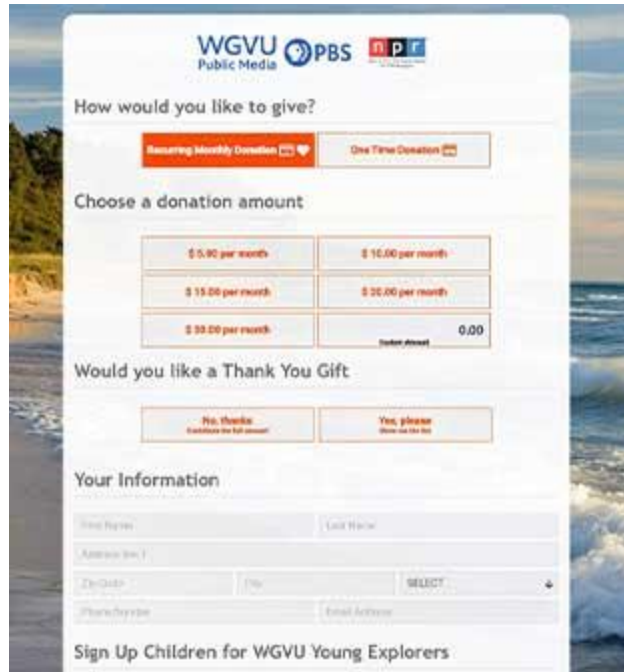
- Eliminate initial landing page
- Add value proposition that answers "why" someone should support us
- Streamline form and give it a cleaner, mobile look
 - Replace checkboxes and radio buttons with large mobile-friendly buttons
 - Consider removing fields not required
 - Phone number
 - Question about favorite programs
 - Request for information on other ways to support KLRN
 - Comments
 - Instead, ask for feedback and requests in confirmation email and letter
 - Consider removing sustainer agreement, or don't require that it be clicked
 - Operator forms are different
 - Phone number is required
 - Email is not required, so there might not be a confirmation email
- Consider combining single-donation and sustainer forms, and make new form Passport enabled
 - Place option to select single or monthly payments first
 - Keep offering gift premiums between pledges as long as ROI makes sense
 - Maybe only show gift premiums when users click a button to see them
 - Or send users to gift search app when premiums button is clicked
 - Figure out how to handle gifts, like tickets, for combined single and sustainer forms
 - Or, if possible, don't show gift premiums for sustainer donations
- Consider adding an exit survey
 - But note that while survey can be linked to an account, it can't be linked to a donation
 - That means info has to be re-entered, so keep it to a minimum, like name and email

KLRN forms

- [Single Donation](#)
- [Sustainer](#)
- [Passport](#)

Allegiance donation form examples

[WGVU Public Media, Michigan](#)



The WGVU Public Media donation form is a multi-step process. It begins with the question "How would you like to give?" with two options: "Recurring Monthly Donation" (selected) and "One Time Donation". The next step is "Choose a donation amount" with a grid of options: \$5.00 per month, \$10.00 per month, \$15.00 per month, \$20.00 per month, \$25.00 per month, and "Other Amount" (set to 0.00). The third step is "Would you like a Thank You Gift?" with two options: "No, thanks" and "Yes, please". The final step is "Your Information" with fields for Name (First, Last), Address (Street, City, State, Zip), Phone, and Email. A link to "Sign Up Children for WGVU Young Explorers" is at the bottom.

[St. Louis Public Radio](#)



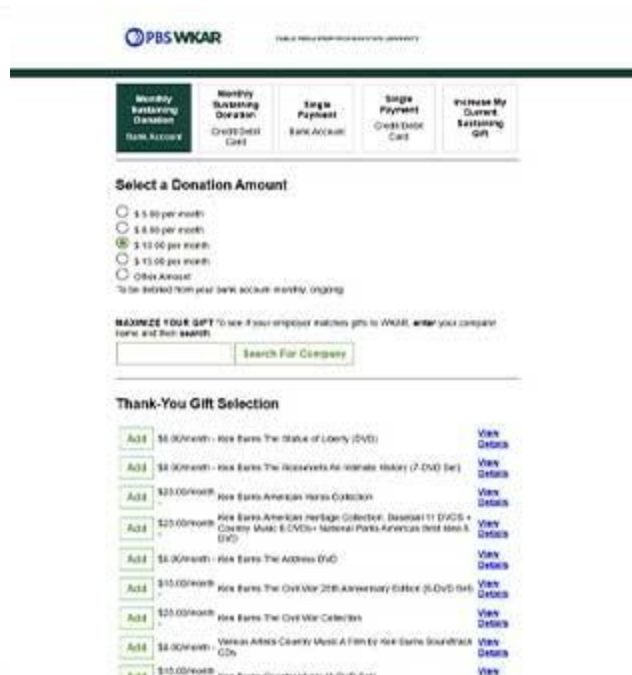
The St. Louis Public Radio donation form is a multi-step process. It begins with the question "How would you like to give?" with two options: "Recurring Monthly Donation" (selected) and "One Time Donation". The next step is "Choose a donation amount" with a grid of options: \$5.00 per month, \$10.00 per month, \$15.00 per month, \$20.00 per month, \$25.00 per month, and "Other Amount" (set to 0.00). The third step is "Would you like a Thank You Gift?" with two options: "No, thanks" and "Yes, please". The final step is "Your Information" with fields for Name (First, Last), Address (Street, City, State, Zip), Phone, and Email. A link to "Sign Up Children for WGVU Young Explorers" is at the bottom.

[Ideastream Public Media, Ohio](#)



The Ideastream Public Media donation form is a multi-step process. It begins with the question "How would you like to give?" with two options: "Recurring Monthly Donation" (selected) and "One Time Donation". The next step is "Choose a donation amount" with a grid of options: \$5.00 per month, \$10.00 per month, \$15.00 per month, \$20.00 per month, \$25.00 per month, and "Other Amount" (set to 0.00). The third step is "Would you like a Thank You Gift?" with two options: "No, thanks" and "Yes, please". The final step is "Your Information" with fields for Name (First, Last), Address (Street, City, State, Zip), Phone, and Email. A link to "Sign Up Children for WGVU Young Explorers" is at the bottom.

[WKAR Public Media, Michigan](#)



The WKAR Public Media donation form is a multi-step process. It begins with the question "How would you like to give?" with two options: "Recurring Monthly Donation" (selected) and "One Time Donation". The next step is "Choose a donation amount" with a grid of options: \$5.00 per month, \$10.00 per month, \$15.00 per month, \$20.00 per month, \$25.00 per month, and "Other Amount" (set to 0.00). The third step is "Would you like a Thank You Gift?" with two options: "No, thanks" and "Yes, please". The final step is "Your Information" with fields for Name (First, Last), Address (Street, City, State, Zip), Phone, and Email. A link to "Sign Up Children for WGVU Young Explorers" is at the bottom.

KLRN data analyses

- [KLRN Donation Funnel FY 2024](#)
- [KLRN Donor Profiles FY 2020-2024](#)
- [KLRN Passport Engagement FY 2022-24](#)

PBS and PMDMC donation funnel studies

PBS Mystery Donor Benchmark - 2023

Analyzing What It's Like to Subscribe and Donate to 75 PBS Stations

- [Presentation](#)
- [Full Report](#)
- [Checklist](#)

[PMDMC Web Conversions - 2022](#)

Re-Evaluating Your Online Donation Form

[PBS Digital Fundraising Scorecard - 2019](#)

A look at the online giving experience of 56 PBS member stations