

Friction Tolerance Threshold

How much is too much?

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Agenda

01. Room Audit! Who's tried?
 02. The Friction Tolerance Threshold
 03. Data That Screams Urgency
 04. How Do We Fix It
 05. Why Do We Fix It + Bonuses
 06. High-Fives, Discussion, Questions
-

A Room Audit: Who's Tried!?

01

How many of us... ?

*Let's **make** a donation.*

- **Make a \$5 donation on your phone** (more about why later)
- **Finish the donation** in ~1 minute
- **Show me the donation** email/receipt later and I'll give you \$5

*Did you get an
acknowledgement and
receipt?*

4'

Average time to complete a donation
vs 2.3' with modernized donation platforms

*We **ask donors** all day, every day,
to **donate**.*

*We often **don't know what**
we're asking them to do.*

The Friction Tolerance Threshold

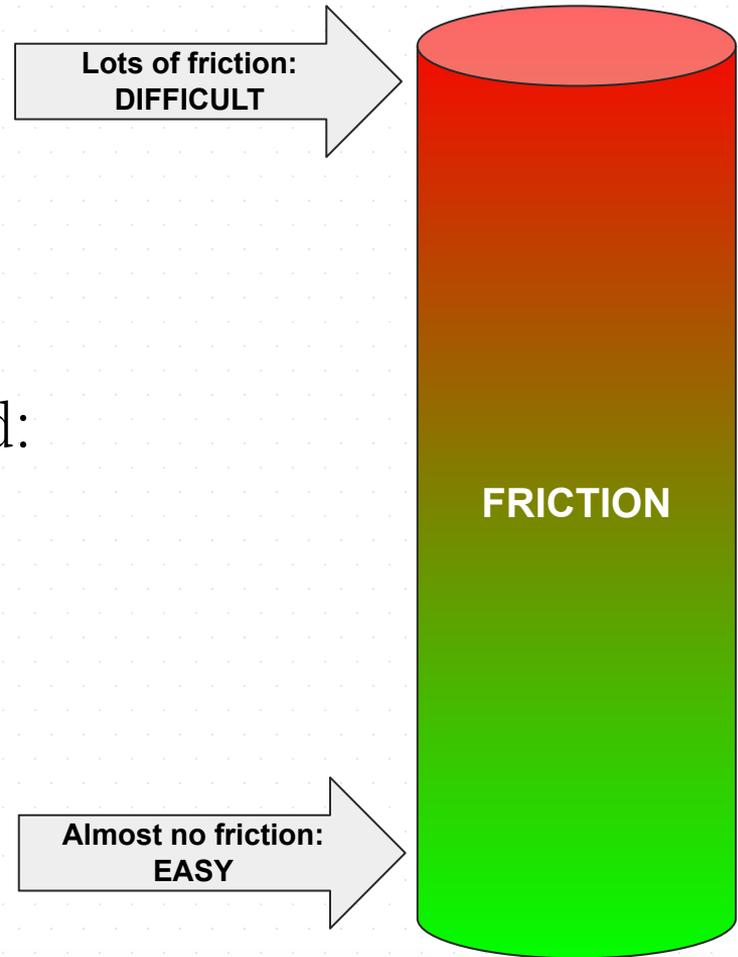
02

“Friction Tolerance Threshold”

*What do you think that
means?*

Friction Tolerance Threshold:

How much friction will I, as a human, tolerate to complete a transaction.



Your Cart

Please add low sodium soy sauce packets.

[Add Promo Code](#)

Tip your delivery person ⓘ

Traffic, parking, weather, stairs—they face it all so you don't have to.

10%	15%	20%	25%	\$3.0
\$0.89	\$1.34	\$1.79	\$2.23	

Subtotal	\$8.95
Small Order Fee ⓘ	\$2.00
Service Fee ⓘ	\$1.34
Delivery Fee ⓘ	\$2.99

Place Order - Delivery \$18.91

PIPCORN

[Show order summary](#) **\$18.00**

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop Pay

Apple Pay

PayPal

Google Pay

OR

Contact [Have an account? Log in](#)

Email

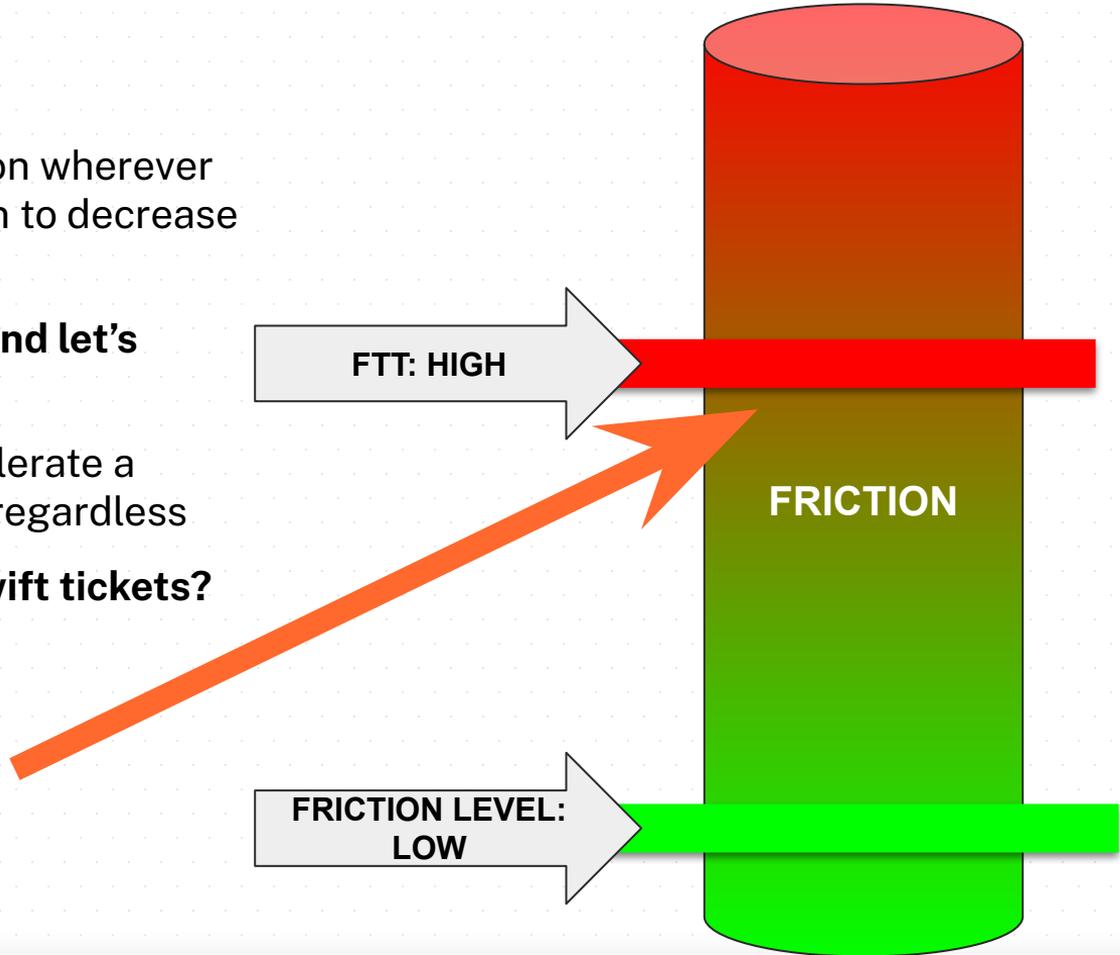
 **Add to Cart**

or 1-Click Checkout

 **Buy now with 1-Click®**

Buying

- eCommerce removes friction wherever possible because it's known to decrease revenue
 - **One click, into the cart and let's complete the purchase**
- However, the human will tolerate a significant level of friction regardless
 - **Ever try to get Taylor Swift tickets?**



How much would you like to give



Single Gift

Monthly Gift

YOUR GIFT AMOUNT:

\$50

\$100
MOST POPULAR

\$250

\$ Other Gift Amount

WHERE SHOULD YOUR GIFT GO? [?]

Enter fund or missionary...

Search other funds >>

Amount: USD 100.00

Frequency: One-Time

Add To Your Gift

Cover Processing Fees

YOUR INFORMATION:

Give on behalf of an organization

FIRST NAME * [?]

LAST NAME * [?]

ADDRESS [?]

CITY [?]

STATE/PROVINCE [?]

ZIP/POSTAL CODE [?]

Tribute Gift

Anonymous Gift [?]

YOUR PAYMENT INFORMATION:

Credit Card

Bank Account

CREDIT CARD NUMBER:

Card number

MM / YY CVC

Please enter your billing zip code.

DONATE NOW



100% Secure



PUT NUTRITIOUS MEALS ON OUR NEIGHBORS' TABLES

Your gift will help us provide nutritious food for individuals and families experiencing food insecurity. Every \$1 you give provides enough food for 3 meals.

Thank you for helping our communities thrive!

Gift Amount

One-Time

Monthly

[?]
Giving monthly is the most effective way to help us fight food insecurity throughout our community.

\$1000

\$500

\$25

\$100

\$50

\$25

\$ Other

I will cover the transaction fee for my donation for a total of **\$103.38** (Credit Card) or **\$103.00** (PayPal).

Billing Information

Make this gift on behalf of a company or organization

* First Name:

* Last Name:

Mobile Number:

Credit Card

Checking Account

PayPal

* Credit Card Number:

* Expiration Date:

01

2025

* CVV Number:

Honor/Memorial Information

This gift is to honor or in memory of someone.

Yes, keep me updated on my impact through email updates.

No, I do not want to be updated on my impact through email updates.

MAKE MY GIFT

Questions? Contact us at



Your secure basket

	Amount	Quantity	Total
 General Donation	\$50.00 <small>(one-time gift)</small>		\$50.00

Press the "Update-my-basket" button to save changes.

CONTINUE HELPING

UPDATE MY BASKET

Total:

\$50.00

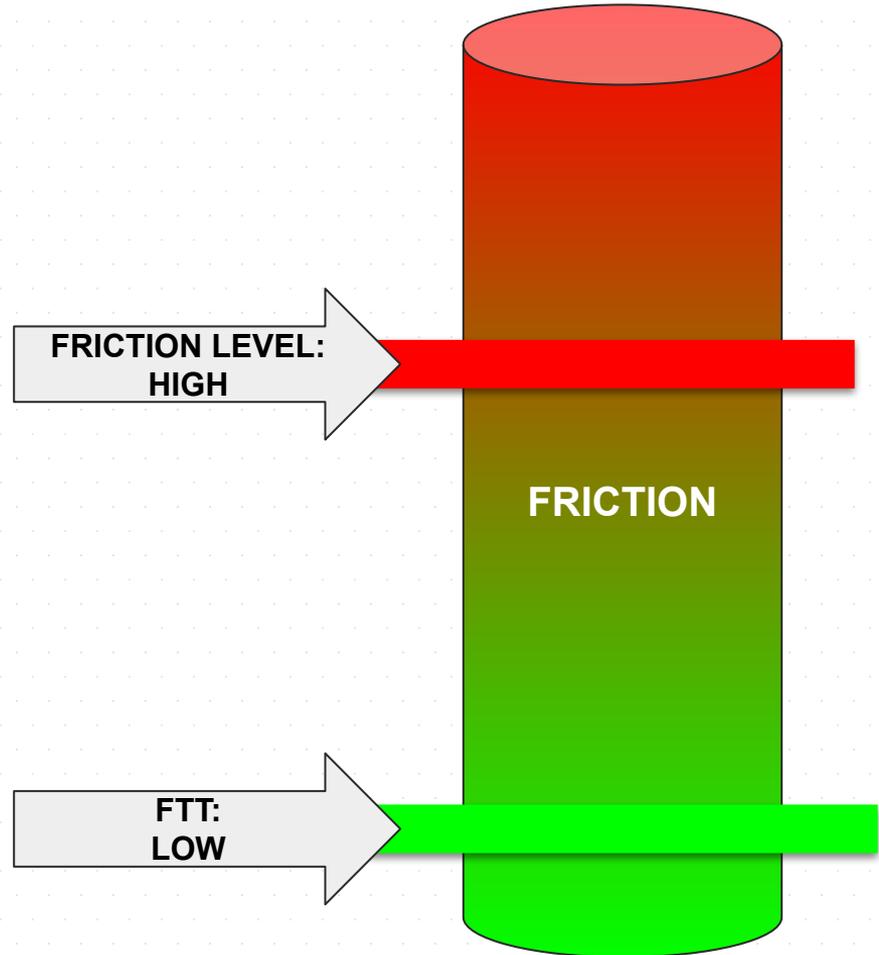
COMPLETE MY DONATION

Giving

- Donation forms are riddled with unnecessary frictions
- Because of this, conversion rates suffer and ROI/ROAS is low
- Trust and connection is damaged

Examples:

- One or few payment methods
- Unclear errors
- Dated UI/UX (trust/usability)
- Mobile-difficult
- No “auto complete”



*We're shooting ourselves
in the foot.*

Both feet.

***When buying,** tolerance is higher because we want to get the thing.*

***When giving,** we get the thing when we click Donate.*

Not when we finish.

*We almost look for an excuse to not give.
Especially with impulse giving e.g. ads.*

What's the *thing* we get
when giving?

The bar is higher for nonprofits.

*WE NEED TO WORK **HARDER** AND
BE **BETTER** THAN ECOMM!*

But they have money.

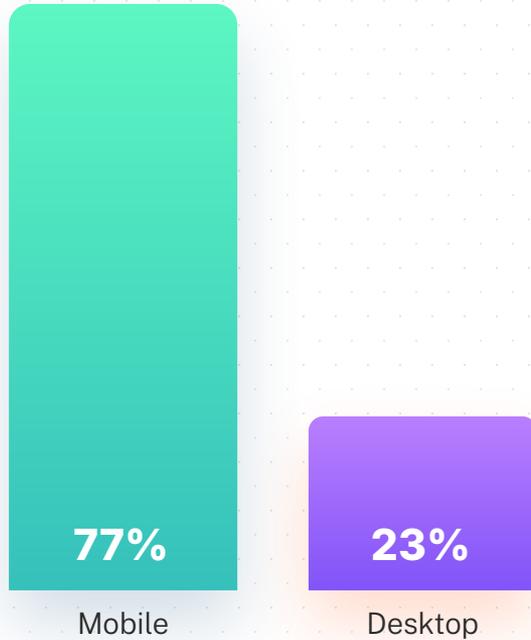
We don't.

(we'll talk about that later)

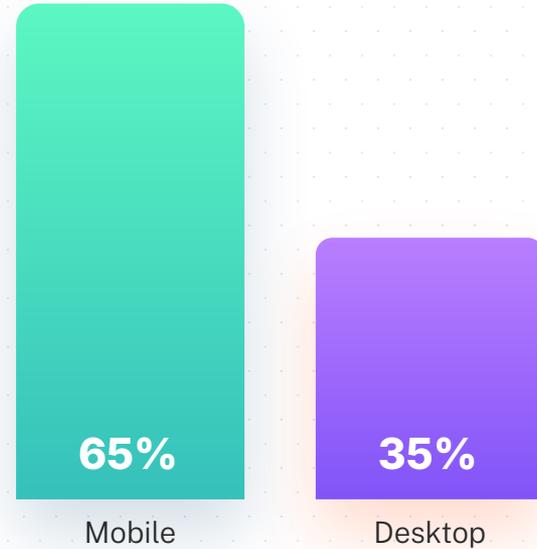
Data That *Screams Urgency* 🤯

03

All web traffic

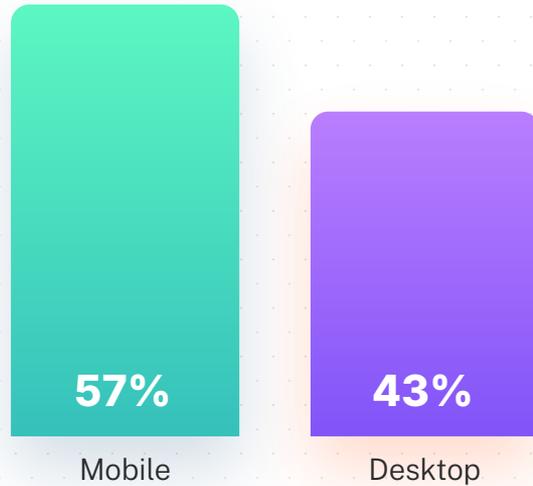


Purchases

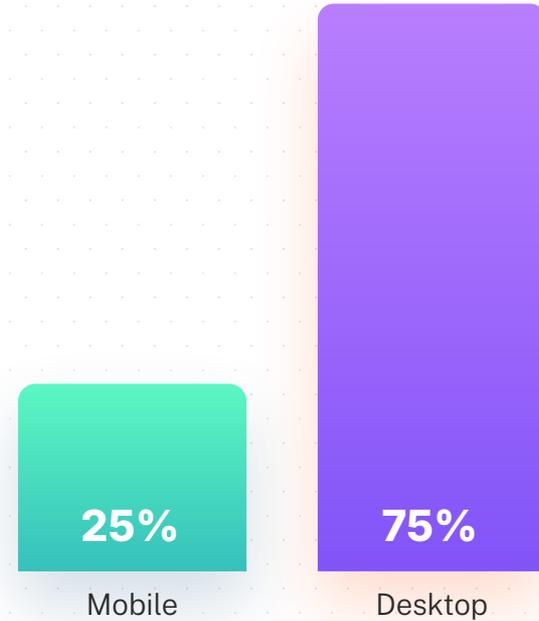


Source: <https://doublethedonation.com/nonprofit-fundraising-statistics/>

Org web traffic



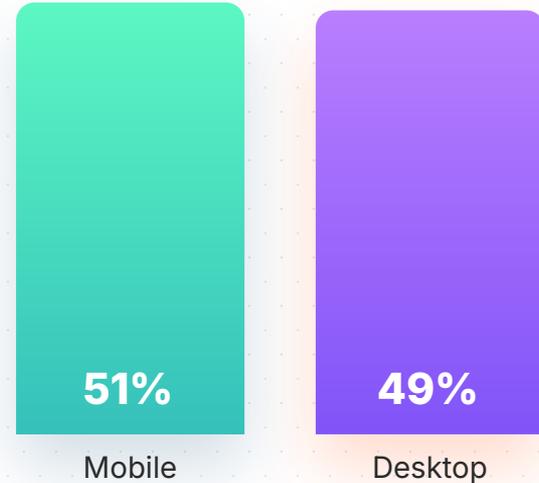
Donations



Source: <https://doublethedonation.com/nonprofit-fundraising-statistics/>

When using an AI-powered, , personalized, mobile-optimized digital giving platform

- Mobile conversion triples
- Personalized experience for mobile ascending/descending, payment methods, address autocomplete, etc
- Apple Pay, Google Pay, Venmo, etc.
- Cost coverage impact





Speed Tax

Each 1s delay in nonprofit page load =
7% donation drop vs. 3% in retail

3s+ = 32% Abandonment Increase



Payment Friction

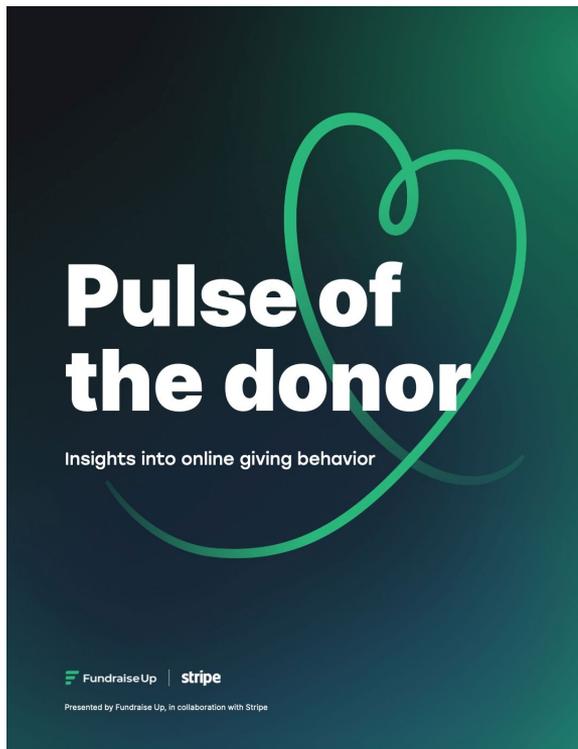
Nonprofits miss 53% of mobile-first donors by lacking Apple Pay/Wallet options

RKD Group, Statista, ZEN

Digital Payment Adoption

Metric	Nonprofits	Ecommerce Sector
Apple Pay Acceptance	<5% of donation forms ¹	90% of US retailers ²
Mobile Wallet Usage	28% of online donations ⁸	58% POS, 36% online usage ²

RKD Group, SheltersUnited, Fortunately, Statista



Pulse of the Donor (Nonprofits Using FRU)	Industry Benchmark (M+R Benchmark)
Average One-Time Gift: \$206 +79%	Average One-Time Gift: \$115
Average Monthly Gift: \$45 +87%	Average Monthly Gift: \$24
Average Conversion Rate: 30% +114%	Average Conversion Rate: 14%
% Donations on mobile: 51% +54%	% Donation on mobile: 33%
<p>The technology used can <u>reverse negative trends</u> and <u>amplify positive trends</u>. It is critical to remove friction and level up.</p>	

How Do We Fix This?

04

Level up!

Technology exist to make this possible.
(and it doesn't cost you anything)

Do the things they're already used to.

Dynamic donation experience

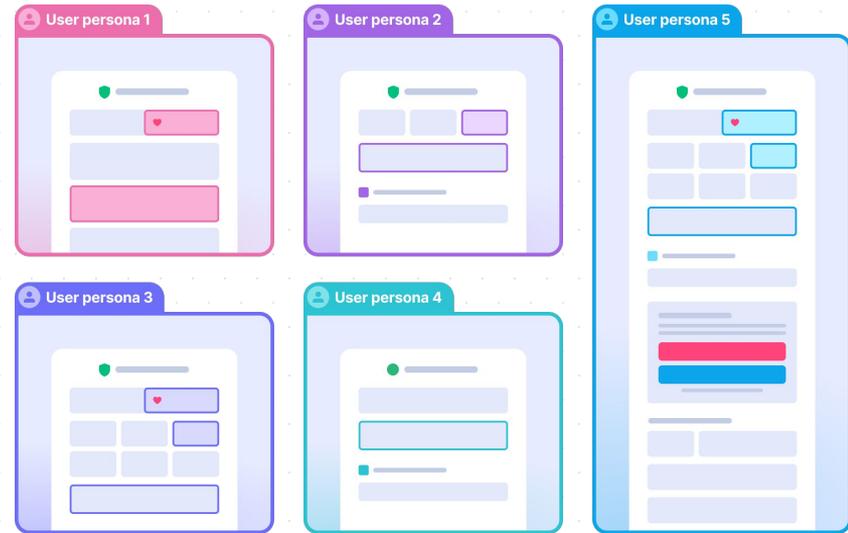
Today (with legacy technology)

Same interface for everyone



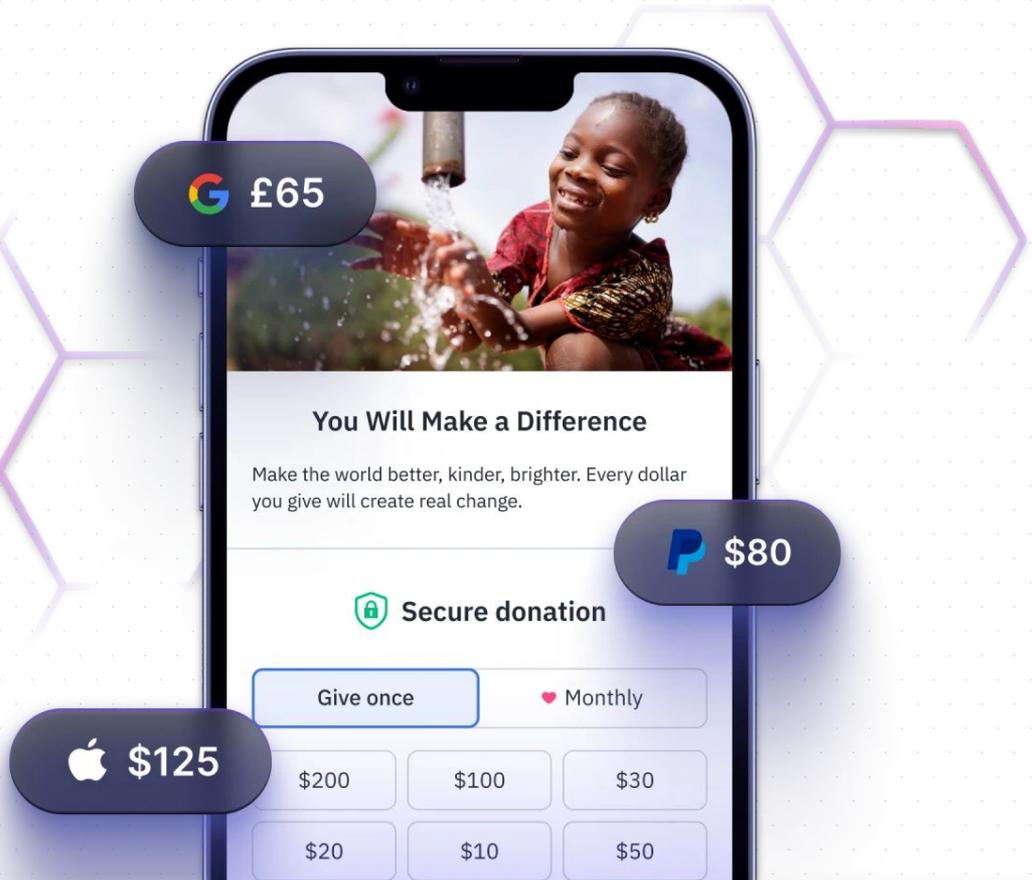
Also Today (with modern platforms)

Personalized interface for each donor



AI

- Predicts the best donor experience that will result in donating
- Auto-Adjusts:
 - UI
 - Ask Amount
 - Currency
 - Language
 - Frequency
 - Payment methods



Species Climate People



SAVE RAINFOREST NOW!

Your gift to Rainforest Trust today makes a tangible difference in the fight to save species, care for communities and protect our planet.

We thank you for your support!

Secure donation

Give once Monthly

\$20 \$40 **\$100**

\$120 \$220 \$320

\$ 100 USD ▾

Dedicate this donation

Designate to [Lifesaving Response to](#) ▾

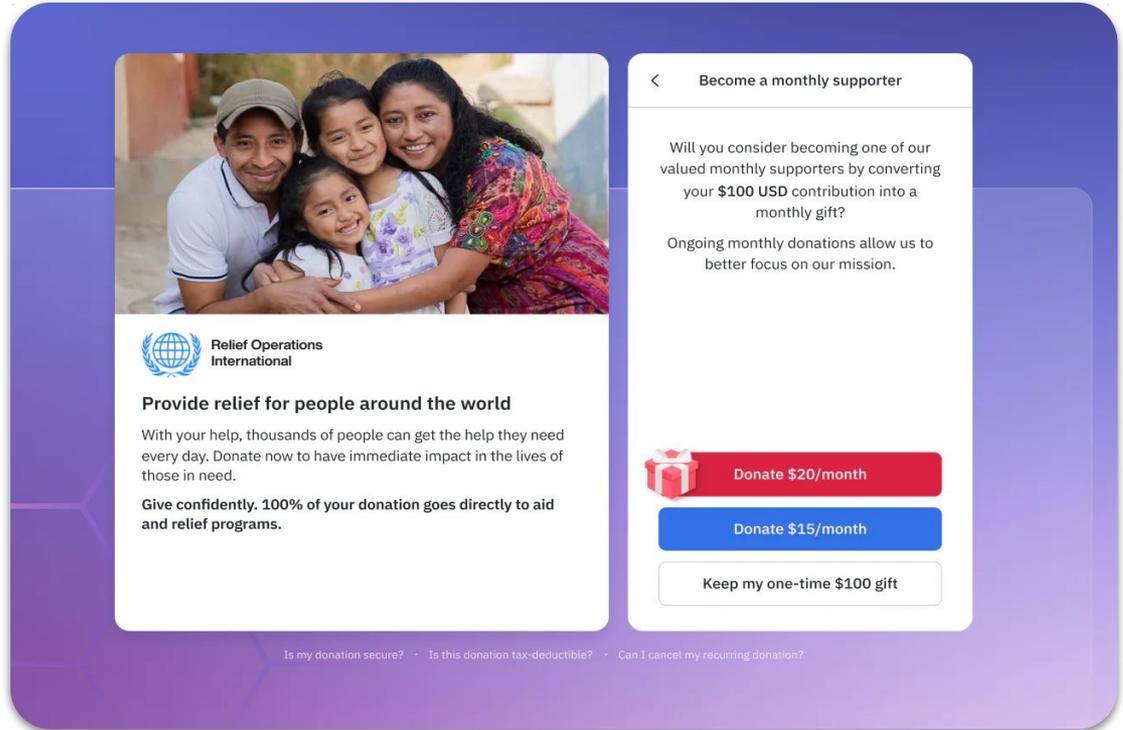
[Add comment](#)

Donate

[Is my donation secure?](#) · [Is this donation tax-deductible?](#) · [Can I cancel my recurring donation?](#) · [Donate crypto](#)

“Subscribe and Save”

- AI determines when (and when not) to propose a switch to monthly
- Convert 3-10% of OTG to Monthly
 - 3-10x Monthly Donor Acquisition



The screenshot shows a mobile app interface for Relief Operations International. It features a photo of a family, the organization's logo, and a message asking if the user would like to convert a \$100 one-time donation into a monthly gift. Three buttons are provided: a red button for '\$20/month', a blue button for '\$15/month', and a white button for 'Keep my one-time \$100 gift'. At the bottom, there are three small links: 'Is my donation secure?', 'Is this donation tax-deductible?', and 'Can I cancel my recurring donation?'.

Relief Operations International

Provide relief for people around the world

With your help, thousands of people can get the help they need every day. Donate now to have immediate impact in the lives of those in need.

Give confidently. 100% of your donation goes directly to aid and relief programs.

Become a monthly supporter

Will you consider becoming one of our valued monthly supporters by converting your \$100 USD contribution into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.

Donate \$20/month

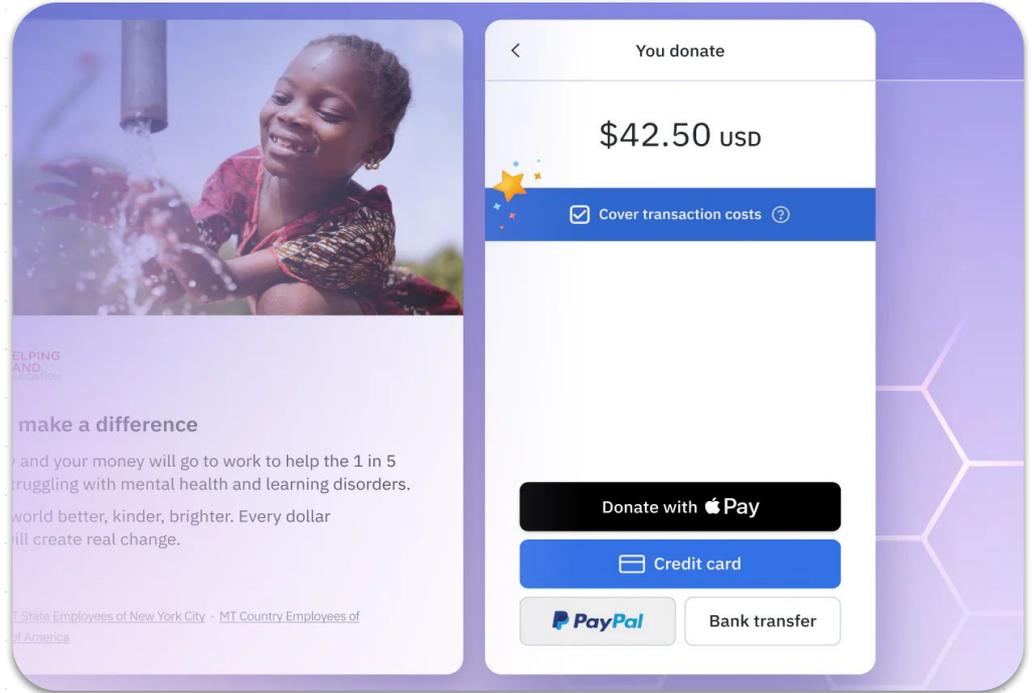
Donate \$15/month

Keep my one-time \$100 gift

Is my donation secure? · Is this donation tax-deductible? · Can I cancel my recurring donation?

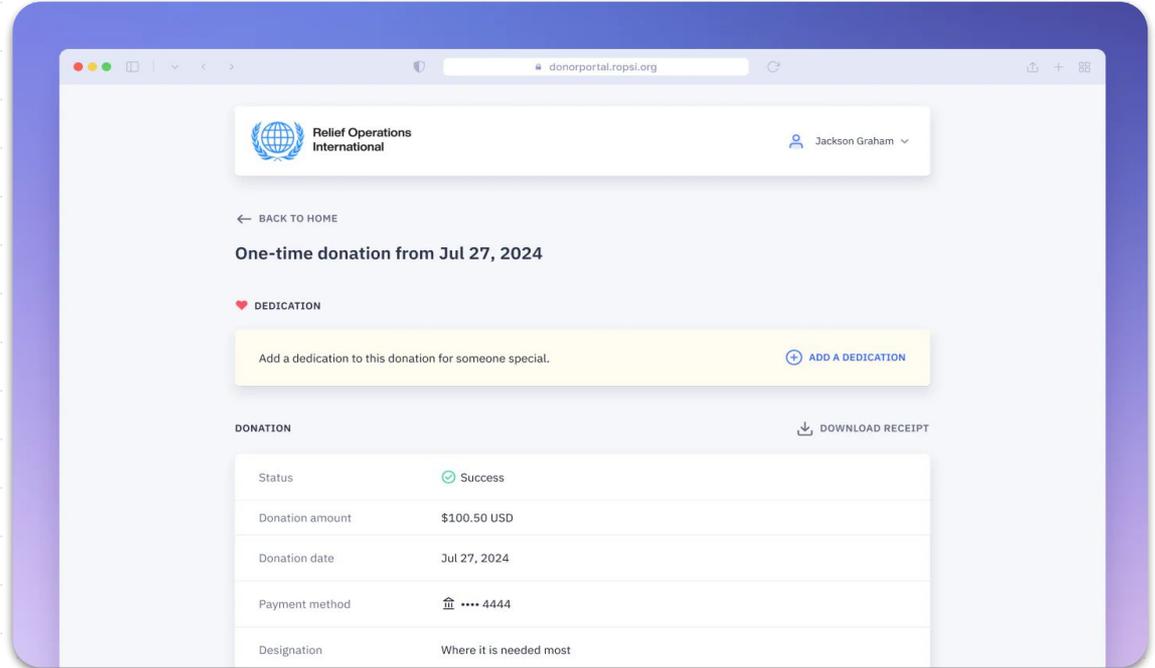
“Convenience Fee”

- When providing a smooth UX, donors are very willing to cover all costs
- Eliminate software costs and most processing costs



“Self Service Dashboard”

- Give control
 - Increase trust
 - Increase retention
 - Reduce internal admin work



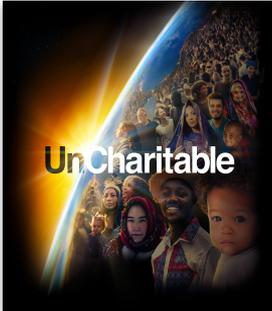
Why Do We Fix This?

05



Bonuses

- Modern Digital Fundraising CFRE Certificate '25
- Pulse of the Donor Benchmark Report
- LinkedIn Connection
- Uncharitable Streaming





06

Thank you!



Salvatore Salpietro

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