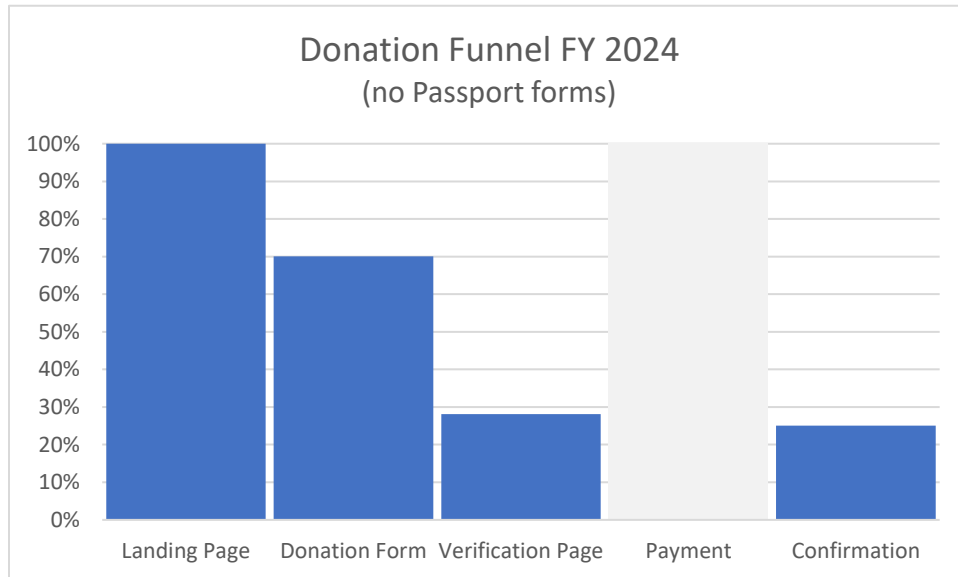
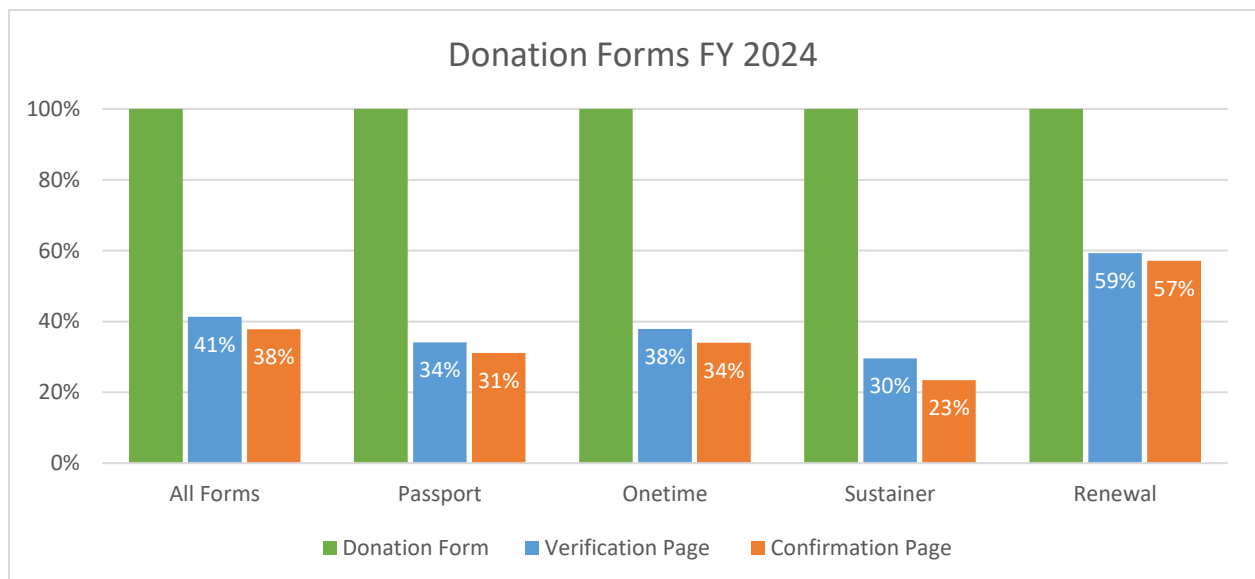


KLRN donation funnel FY 2024



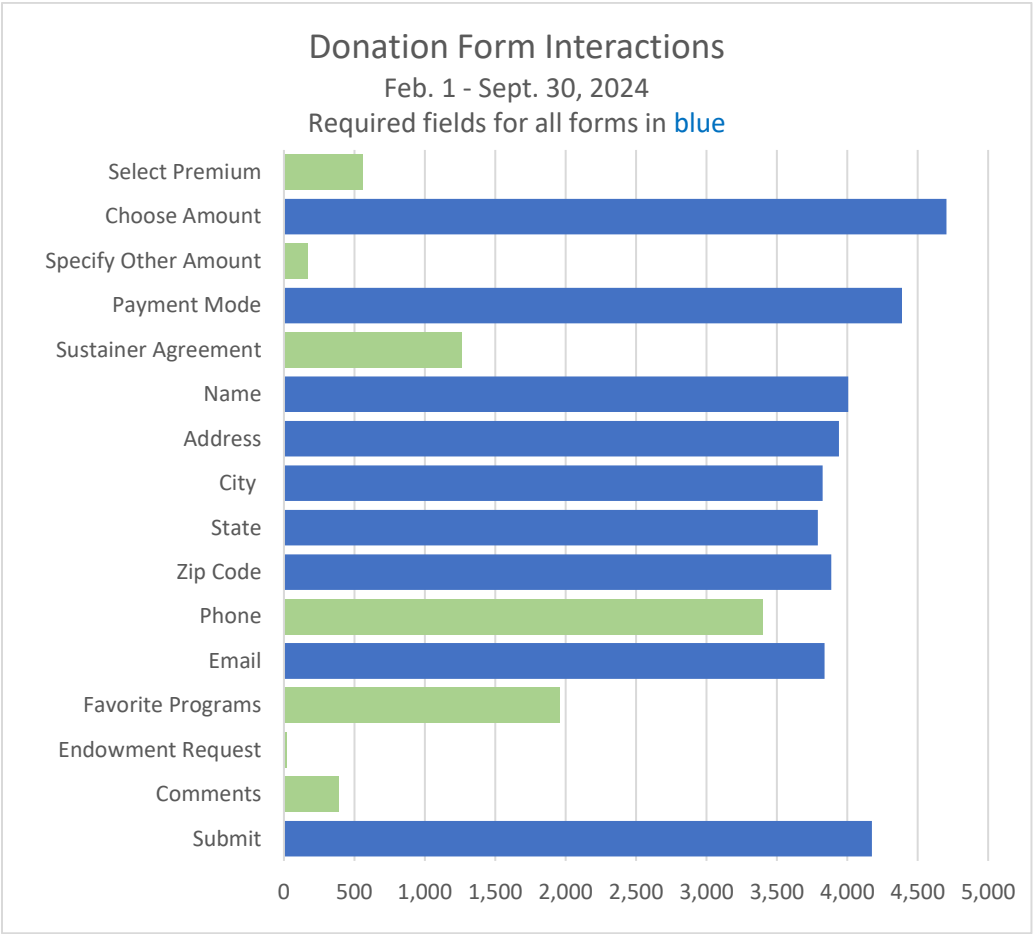
More than 13,000 users visited the klrn.org/donate landing page over the past year. One third left without clicking through to a donation form. Two-thirds abandoned the funnel after getting to the second page.

Except for members up for renewal, only a third of users who arrived to a donation form continued to a verification page. This includes Passport funnels, which exclude the klrn.org/donate landing page.

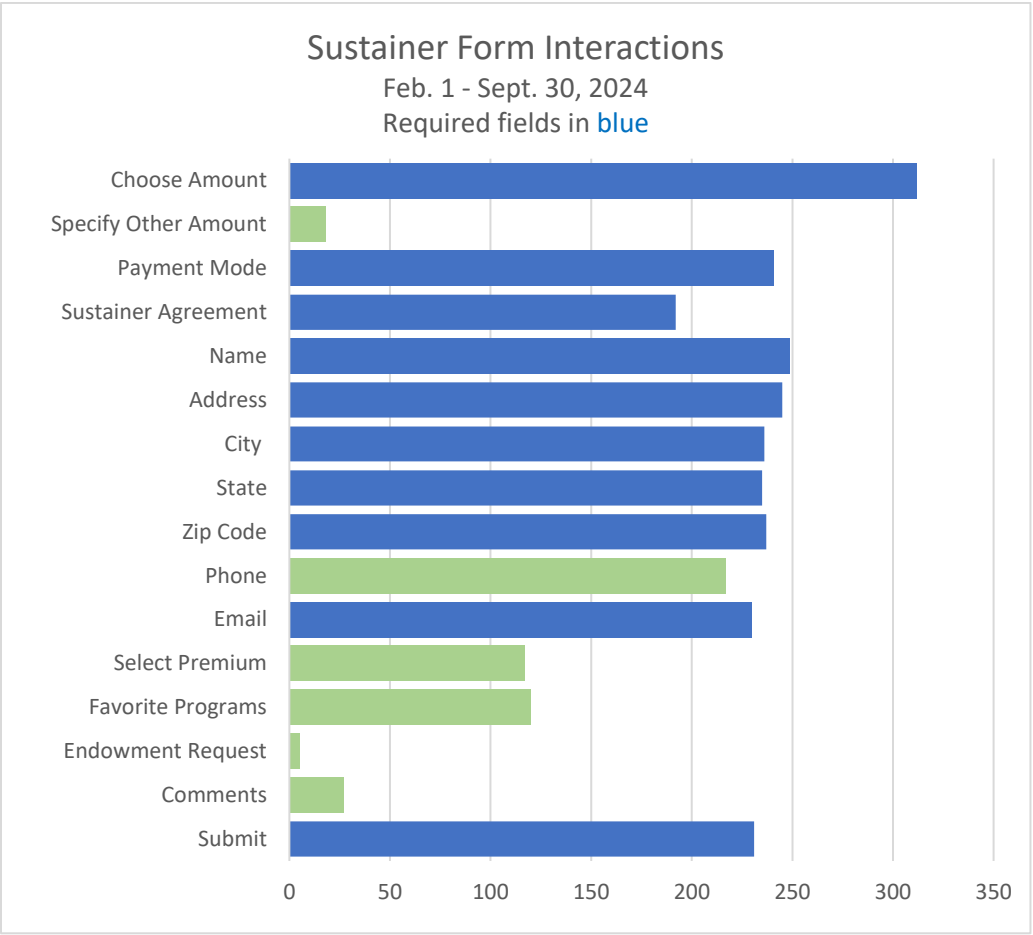


Donation form interactions

Many users start abandoning our forms when asked for personal information. Friction increases as more personal details are requested. The biggest sticking point on single-donation forms is the “Email” field, while on Passport forms it is “State”.



Users face a unique friction point on sustainer forms. The biggest stumbling block there is the required “Sustainer Agreement” checkbox, with the “Email” field being a far second.



Summary: KLRN donation funnel FY 2024

- One-third of users leave the **klrn.org/landing** page without clicking through
- Two-thirds of users abandon the page that asks for personal information
- Friction increases as more personal details are requested
- Less than 5% of users get hung up with the actual payment process
- The sustainer agreement causes more friction than personal information