

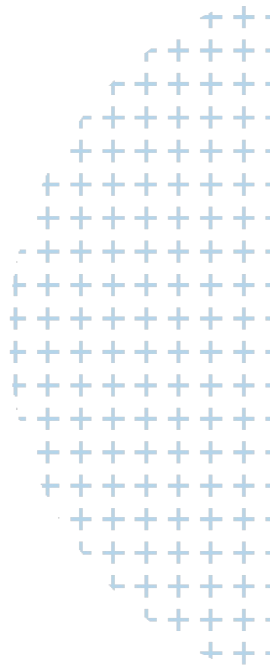


# Donation Page Design

## Helping your customers help you



Seth Hillbrand



# Background

1991

KiCad was first developed in 1991

2007

Put under source control in 2007

KiCad Website circa 2005



# Background

1991

KiCad was first developed in 1991

2007

Put under source control in 2007

2015

First donations in 2015

KiCad Website circa **2015**



# Background

1991

KiCad was first developed in 1991

2007

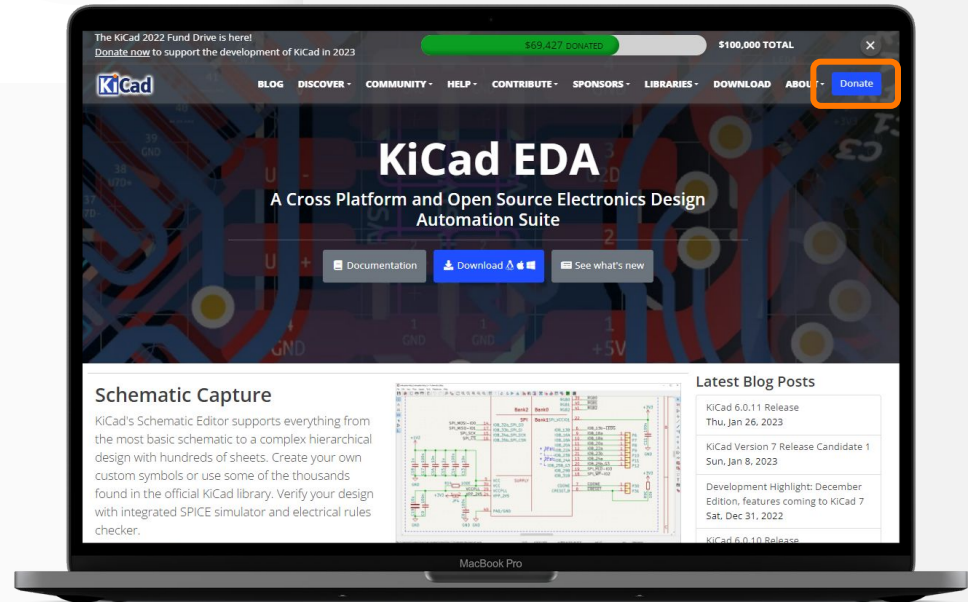
Put under source control in 2007

2015

First donations in 2015

2022

- Two full-time employees
- 8 core developers
- 100s of contributors

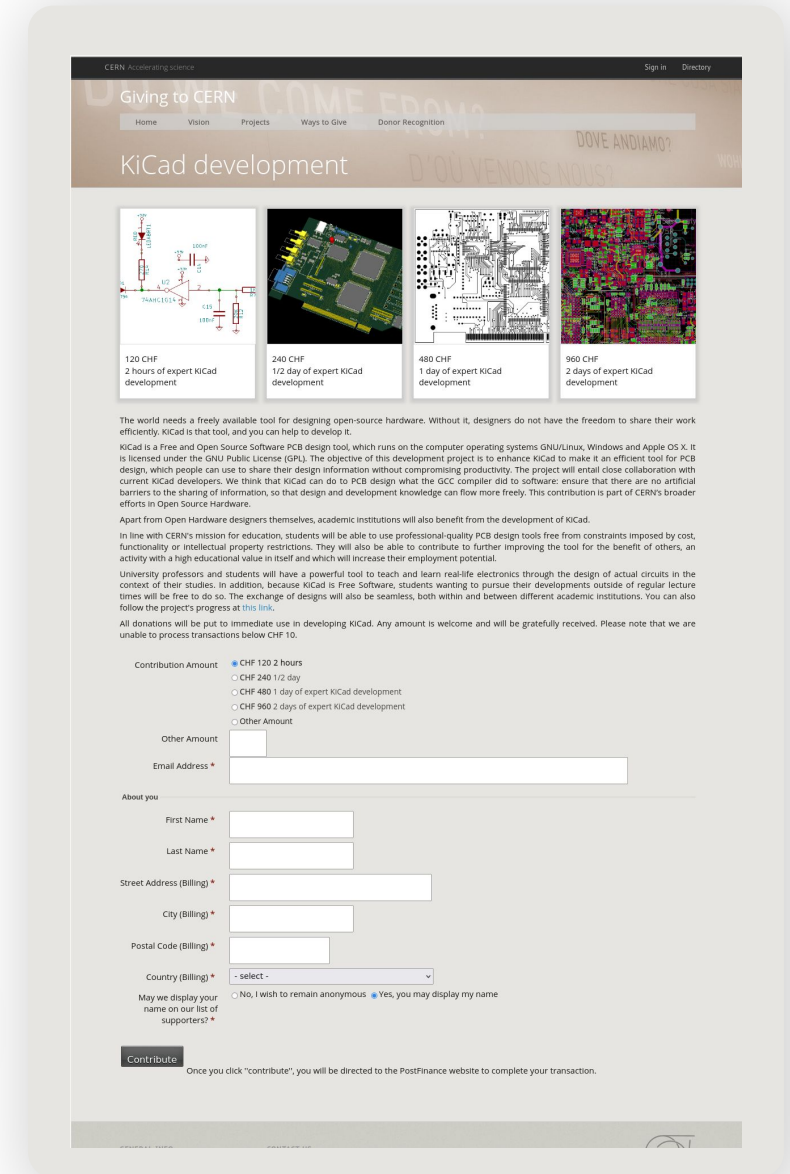


# Early Donating was Painful

## We had some serious donation pain points

- 8 separate, required fields
- Donations were in Swiss Francs
- Donations went to separate entity

## Donation Click Path:



# Steps to fixing

01

**Identify your donors**

02

Don't interrupt your donors experience

03

Shorten the click path

04

Bring donations in-house

05

Test, test, test

06

Build the community (this happens at every step)

# Who is your customer?



**KiCad's customers are professional circuit designers and engineers**



## **Are your customers?**

- Programmers (you work on an API library or an IDE)
- Writers (you work on LibreOffice/Abiword/etc)
- Teachers (MOOGs)
- Project Managers
- Graphic Designers
- etc...

**Your customer drives every other choice about design**

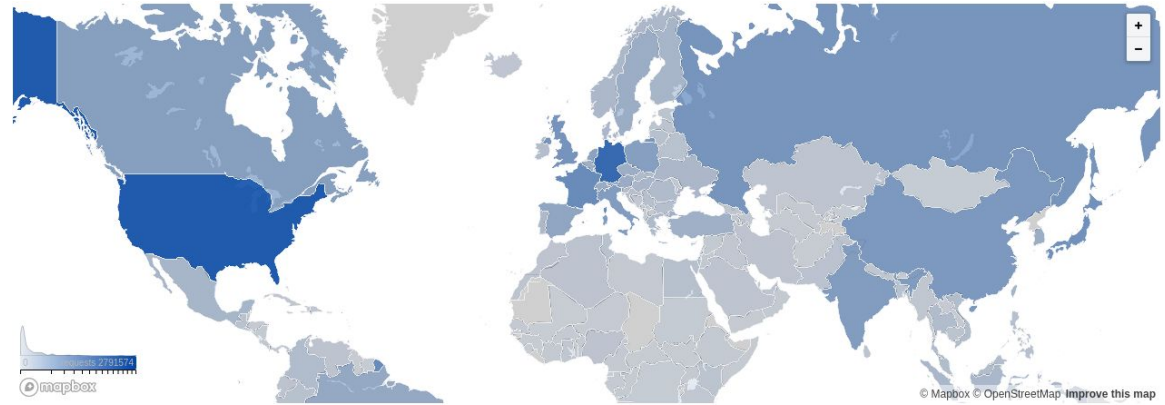
# Who is your customer?



**KiCad's customer base is located in:**

- United States
- Germany
- France
- Japan
- United Kingdom

**We should offer donations in USD, Euro, Yen and GBP, not Swiss Francs**



Top Traffic Countries / Regions	
Previous 30 days	
Country / Region	Traffic
United States	2,791,574
Germany	2,128,991
France	940,283
Japan	793,693
United Kingdom	706,849



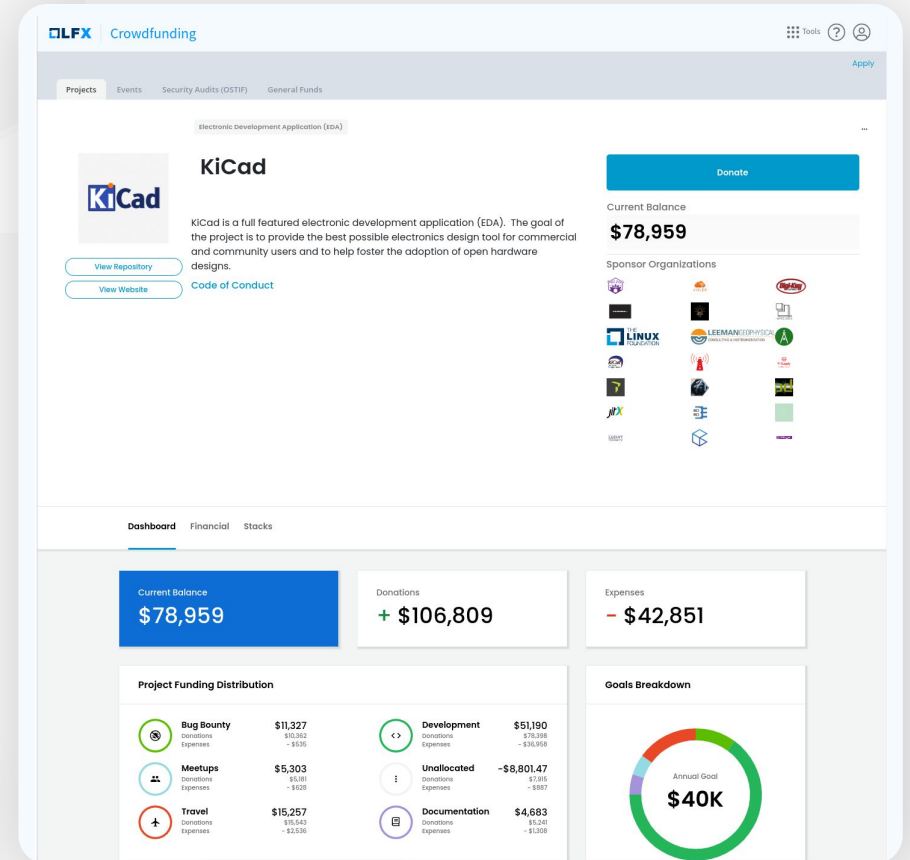
# Who is your customer?



## In 2019, KiCad joined The Linux Foundation's crowdfunding program

- Still multiple pages before donating
- Still lots of extra required data
- Still slow page loading
- BUT donations handled in USD

Donations increased from  
10/month to 30/month



# Steps to fixing

01

Identify your donors

02

**Don't interrupt your donors experience**

03

Shorten the click path

04

Bring donations in-house

05

Test, test, test

06

Build the community  
(this happens at every step)

# Don't interrupt your donors' experience

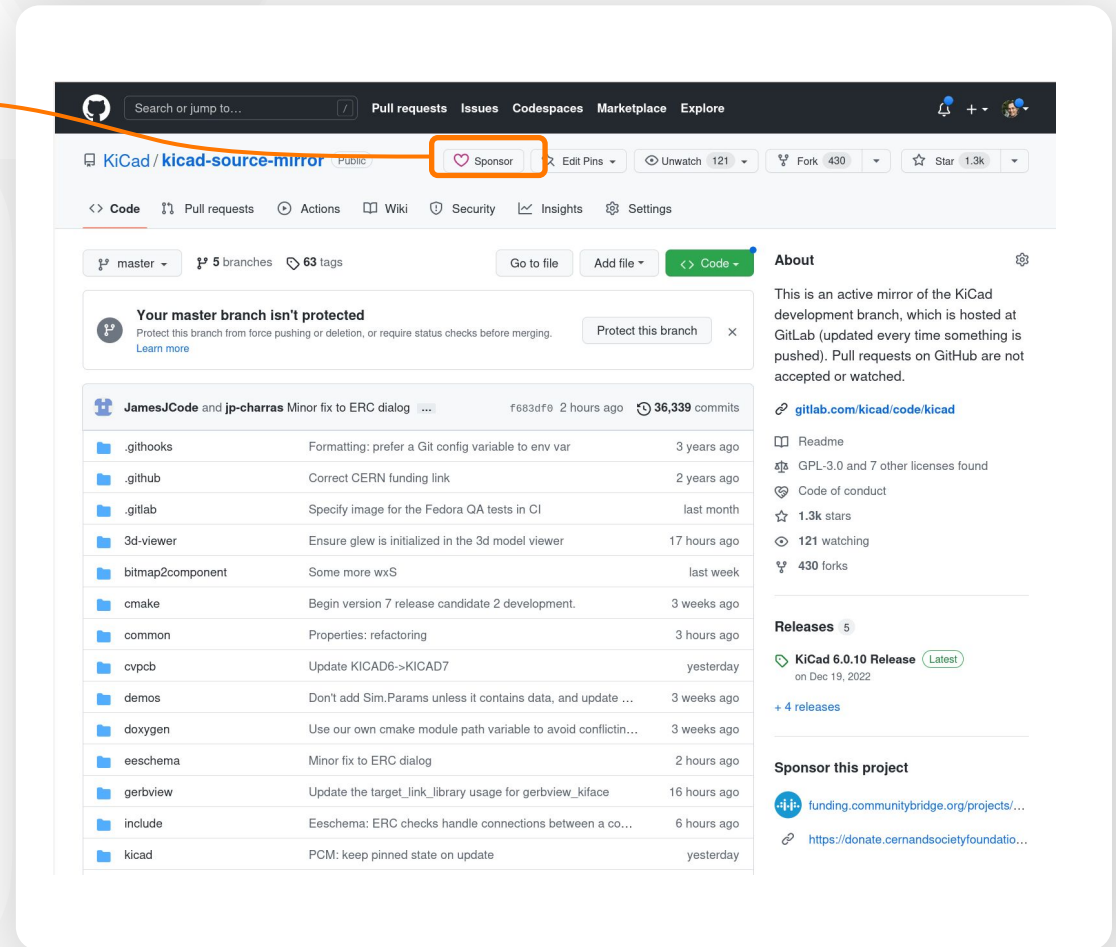


## Github "Sponsor" is not enough

- One-way interaction
- Hard to find unless you are a developer
- Multiple clicks to donate



Most donors will never find it unless they are already looking for it



Customer clicks here to download the program

KiCad

BLOG DISCOVER COMMUNITY HELP CONTRIBUTE SPONSORS LIBRARIES DOWNLOAD ABOUT Donate

Home / Download / Windows Downloads

## Windows Downloads

KiCad supports Windows 8.1, 10 and 11. See [System Requirements](#) for more details.

### Stable Release

Current Version: **6.0.10**

64-bit (recommended) ^

#### Worldwide

- OSDN
- GitHub

#### Europe

- CERN - Switzerland
- Futureware - Austria

#### Asia

- 阿里云 AlibabaCloud

#### All Platforms

- Ubuntu
- macOS
- Windows**
- Debian
- Flatpak
- Arch Linux
- Fedora
- openSUSE
- Raspberry Pi OS
- Linux Mint
- Gentoo
- FreeBSD
- Source Code

Shows the donation option while downloading in the background

KiCad donations **increased** from 30/month to 80/month

The screenshot shows the KiCad website's 'Download' page for Windows. At the top, there is a navigation bar with links for 'BLOG', 'DISCOVER', 'COMMUNITY', 'HELP', 'CONTRIBUTE', 'SPONSORS', 'LIBRARIES', 'DOWNLOAD', and 'ABOUT', along with a 'Donate' button. Below the navigation bar, there is a breadcrumb trail: 'Home / Download / Windows Downloads'. The main content area features a 'Thank you for downloading KiCad!' message, followed by a link to start the download if it doesn't begin. A large, light gray box contains a donation prompt: 'Accelerate KiCad today with your donation'. Inside this box, there is a progress bar with the KiCad logo, a text prompt 'If KiCad is valuable to you, please consider donating to help us make it even better. Here's what we are using your donations for in 2022.', and five donation amount buttons: '\$15', '\$25', '\$40', '\$100', and '\$250'. Below the buttons, there is a currency selector set to 'USD' and two tabs: 'One-Time' (selected) and 'Monthly'. A checkbox option is present: 'Round up my donation to \$ 41.46 to cover processing fees.' At the bottom of the prompt box, there are two buttons: 'Donate via PayPal' and 'Donate via Credit Card/eWallet'. Below the prompt box, there is a note: 'eWallet donations are accepted from AllPay (CN¥), Apple Pay, Google Pay, Sofort(€), iDEAL(€), giropay(€) and SEPA Debit(€)'. On the right side of the page, there is a section titled 'All Platforms' with a list of operating systems: Ubuntu, macOS, Windows (highlighted), Debian, Flatpak, Arch Linux, Fedora, openSUSE, Raspberry Pi OS, Linux Mint, Gentoo, and FreeBSD, along with a 'Source Code' link.

# Steps to fixing

01

Identify your donors

02

Don't interrupt your donors experience

03

**Shorten the click path**

04

Bring donations in-house

05

Test, test, test

06

Build the community (this happens at every step)

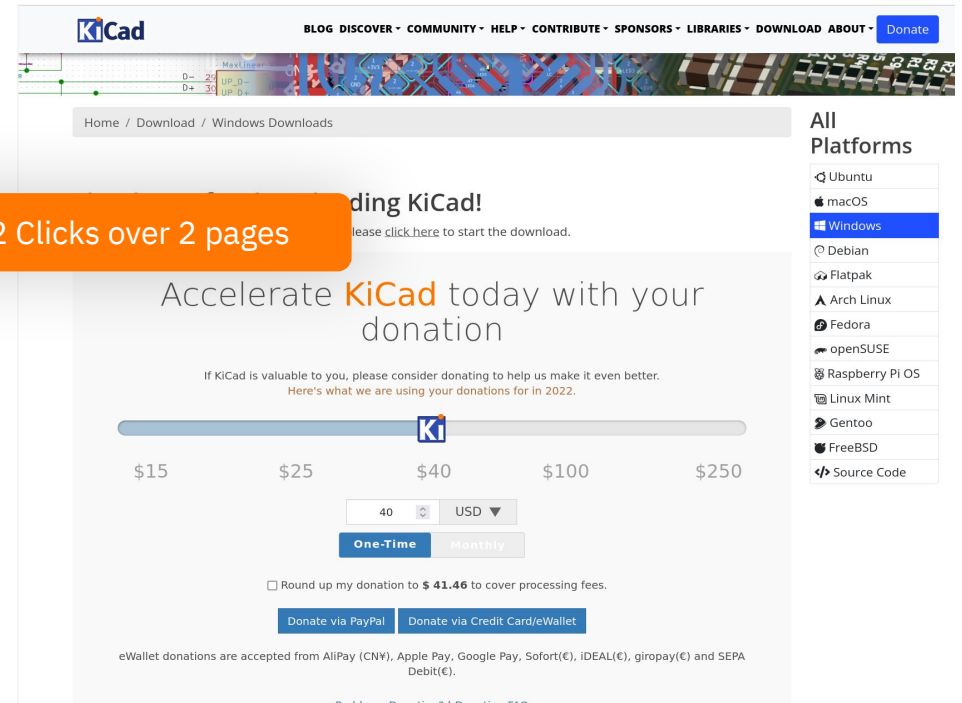
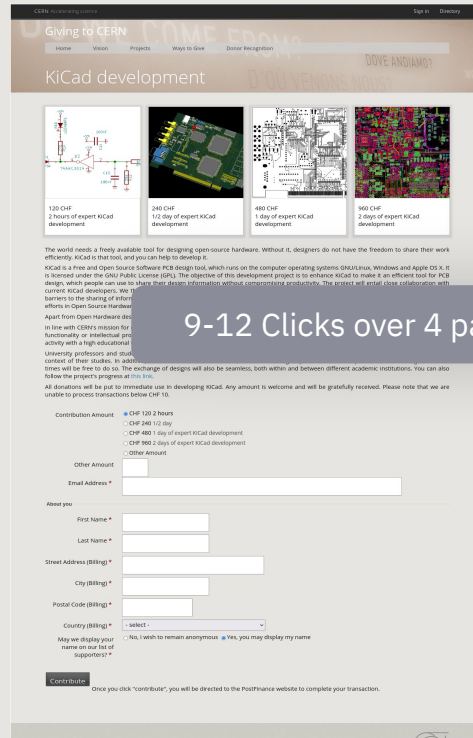
# Shorten the click path

- Every extra click means you've lost donors
- Every extra page loses even more donors

1-2 Clicks over 2 pages

9-12 Clicks over 4 pages

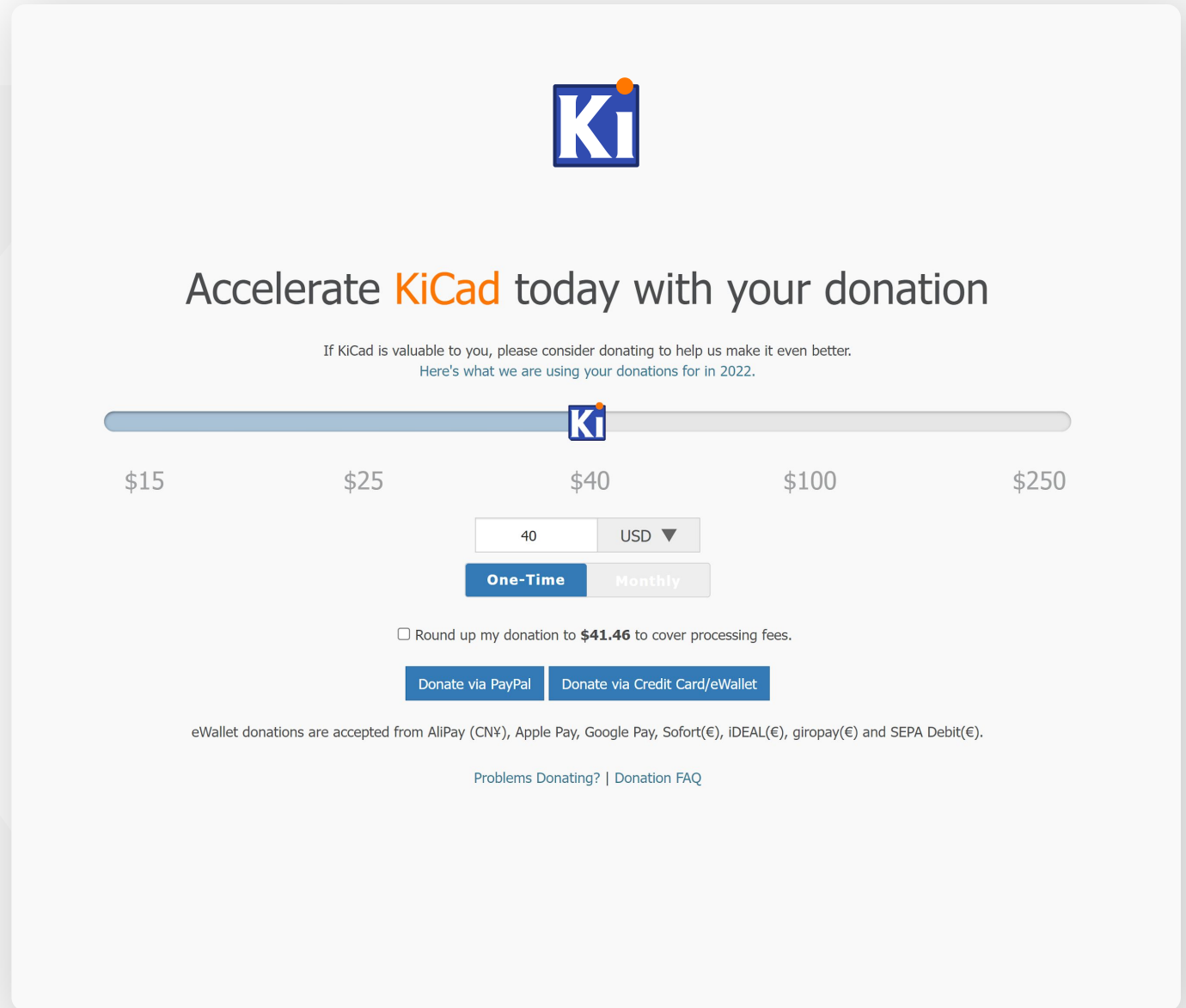
- **Single page donation design**
- **Show everything at once**
- **One click payment where possible**



# Shorten the click path

We built our own  
donation page  
<https://donate.kicad.org>

- Cached with cloudflare
- Loads in less than 50ms



The screenshot displays the KiCad donation interface. At the top is the KiCad logo. Below it, the heading reads "Accelerate KiCad today with your donation". A sub-headline states: "If KiCad is valuable to you, please consider donating to help us make it even better. Here's what we are using your donations for in 2022." The main feature is a horizontal progress bar with a "Ki" logo marker. Below the bar are five price points: \$15, \$25, \$40, \$100, and \$250. A text input field is set to "40" and a currency dropdown is set to "USD". There are two buttons: "One-Time" (highlighted in blue) and "Monthly". Below these is a checkbox labeled "Round up my donation to \$41.46 to cover processing fees." At the bottom are two buttons: "Donate via PayPal" and "Donate via Credit Card/eWallet". A footer note states: "eWallet donations are accepted from Alipay (CNY), Apple Pay, Google Pay, Sofort(€), IDEAL(€), giropay(€) and SEPA Debit(€)." At the very bottom are links for "Problems Donating?" and "Donation FAQ".



# Shorten the click path

← KiCad

Donation Supporting KiCad

**€35.00**

Your contribution is critical to building the next version of KiCad. Thank you.

Email

seth@kicad.org

Payment method

Card SEPA SEPA Direct ... SOFORT ...

Name

Seth Hillbrand

Country or region

Germany

Donate €35.00

We built our own  
donation page <https://donate.kicad.org>

- Cached with cloudflare
- Loads in less than 50ms



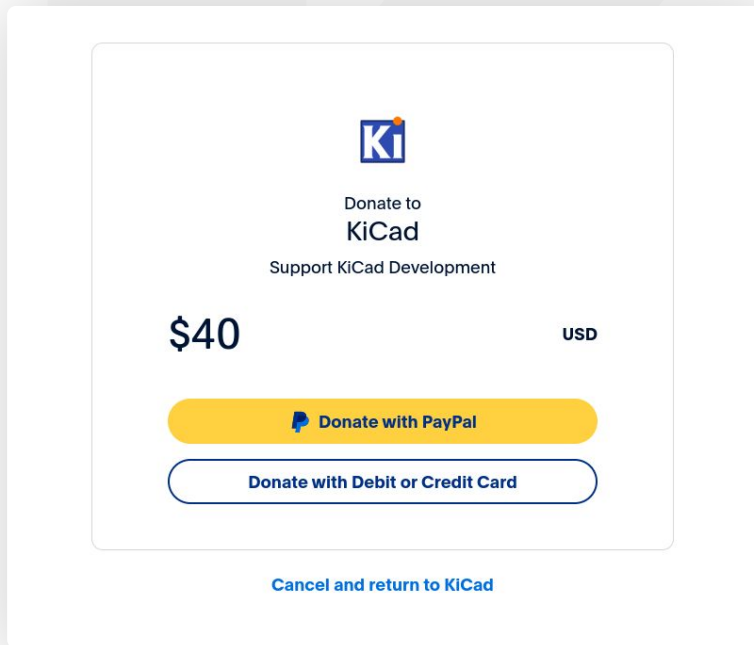
**Stripe  
payments**  
2 clicks

- Credit card, iDEAL, SEPA, SOFORT, AliPay
- Payments in local currencies (USD, Euro, Yen, GBP, Yuan)

# Shorten the click path

We built our own  
donation page <https://donate.kicad.org>

- Cached with cloudflare
- Loads in less than 50ms



## Stripe payments 2 clicks

- Credit card, iDEAL, SEPA, SOFORT, AliPay
- Payments in local currencies (USD, Euro, Yen, GBP, Yuan)



## PayPal payments 1 click

- Adding PayPal option increased number of successful donations from 80/month to 108/month

# Steps to fixing

01

Identify your donors

02

Don't interrupt your donors experience

03

Shorten the click path

04

**Bring donations in-house**

05

Test, test, test

06

Build the community  
(this happens at every step)

# Bring donations in-house



## External

- GitHub sponsors
- Linux Foundation crowdfunding
- Ko-Fi
- OpenCollective
- Patreon
- PayPal
- etc...

*External processors all require accounts.  
So “**Know your Donors**”*

*Where do your donors have accounts?*



## Internal

- Stripe
- Braintree
- etc...

*Internal processors allow you to handle processing locally.*

*Fewer clicks, faster response times*

# Bring donations in-house



## Make your own donation page

- Donors know that their donation goes to support your project
- The branding should look/feel the same as your project's homepage

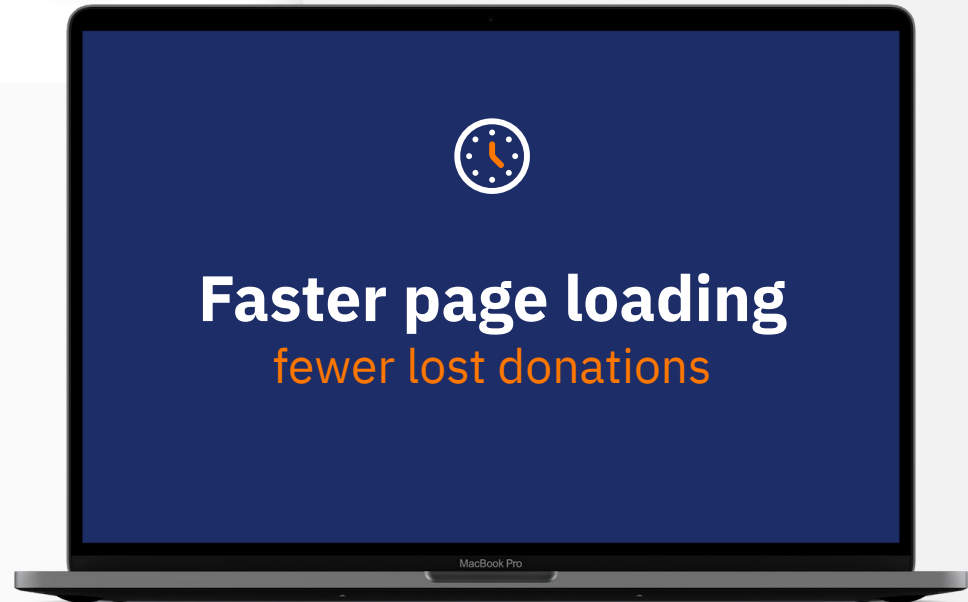


# Bring donations in-house



## Use Content Delivery Network (CDN)

- Faster page loading = fewer lost donations
- Use CDN tools to customize your donation page
- Default donations in Euros for IPs from Europe/Yen for IPs from Japan

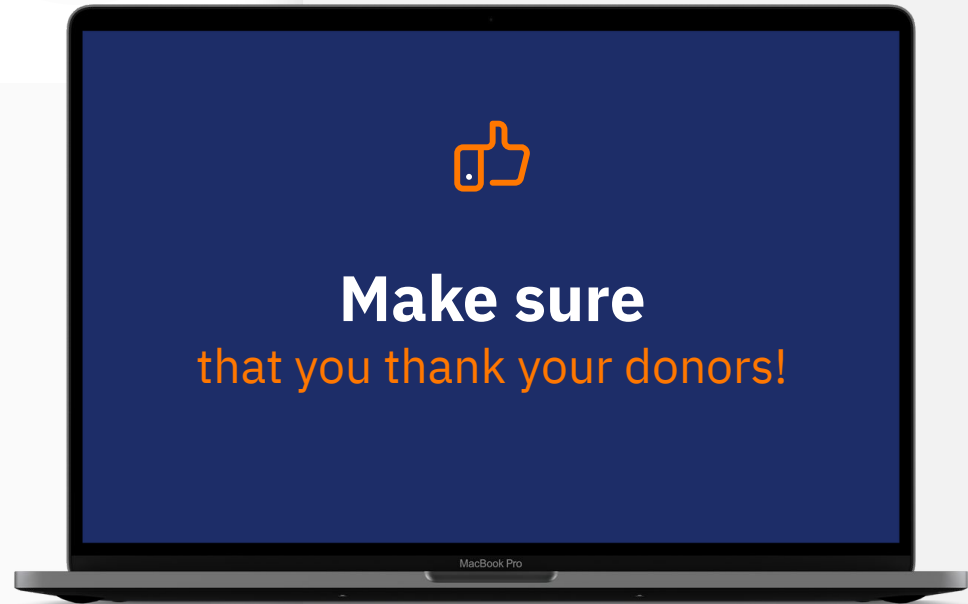


# Bring donations in-house



## Keep your own records

- Keep your own records
- Do not rely on an external processor to handle your donation records
- Make sure that you thank your donors!



# Steps to fixing

01

Identify your donors

02

Don't interrupt your donors experience

03

Shorten the click path

04

Bring donations in-house

05

**Test, test, test**

06

Build the community  
(this happens at every step)



# Test, Test, Test

Never replace your donation page outright

Make a new page

Old – donate\_41.html

New – donate\_42.html

```
61  /*
62  * Add Donate thank you page during download
63  */
64  $(".dl-link").click(function() {
65      $(".initial-text").hide();
66      $(".page-heading").hide();
67      var donate_iframe = Math.random() < 0.5 ? "donate_41" : "donate_42";
68      $(donate_iframe).show();
69      $(".backup-link")[0].href = this.href;
70  })
71
```

# Test, Test, Test

## Number your revisions

Insert the number in your product

```
52 session = stripe.checkout.Session.create(  
53     submit_type=checkout_type,  
54     payment_method_types=payment_types,  
55     line_items=[  
56         {  
57             'price_data': {  
58                 'currency': str(donate_currency).lower(),  
59                 'product_data': {  
60                     'name': product,  
61                     'metadata': {  
62                         'origin' : cancel_dest,  
63                         'campaign' : campaign_num  
64                     }  
65                 },  
66                 'unit_amount': unit_amount,  
67             },  
68             'quantity': qty,  
69             'description': desc  
70         }],  
71     mode='payment',  
72     success_url='https://go.kicad.org/thank-you',  
73     cancel_url='https://www.kicad.org' + cancel_dest,  
74 )
```

The screenshot shows the KiCad dashboard interface. At the top, there is a navigation bar with the KiCad logo, a search bar, and various utility icons. Below the navigation bar, there are tabs for Home, Payments, Balances, Customers, Products (highlighted), Billing, Reports, Connect, and More. The main content area is titled 'Products' and shows a list of products. The selected product is 'Donation Supporting KiCad', which has 'No prices' listed. Below the product name, there are sections for 'Coupons', 'Shipping rates', 'Tax rates', and 'Pricing tables'. The 'Tax rates' section shows 'Updated Jan 25, 2023' and 'MRR \$0.00'. There is an 'Edit' button next to the product name. Below this, there is a 'Details' section with a table of product information: Name (Donation Supporting KiCad), Created (Jan 25), Statement descriptor (None), and Feature list (None). There is also an 'Edit metadata' button. The 'Metadata' section shows 'origin' as '/download/windows/' and 'campagin' as '42'. Finally, there is a 'Logs' section showing 'No logs'.

# Test, Test, Test

## Number your revisions

Insert the number in your product

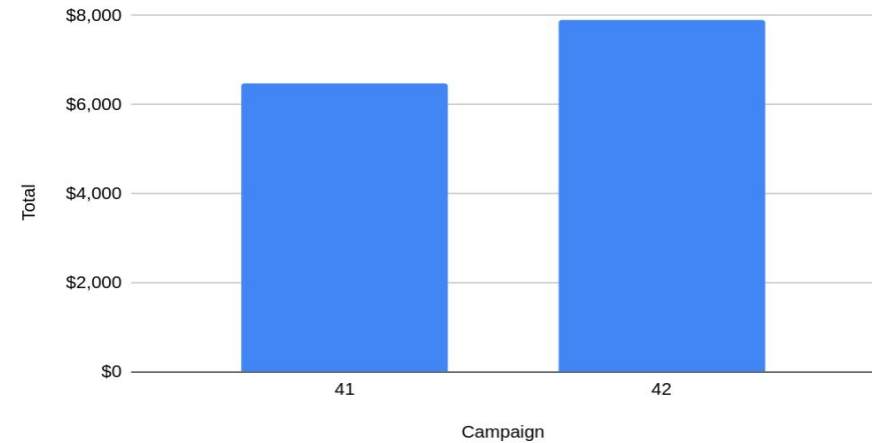
## Review your results regularly

## Optimize for your goals

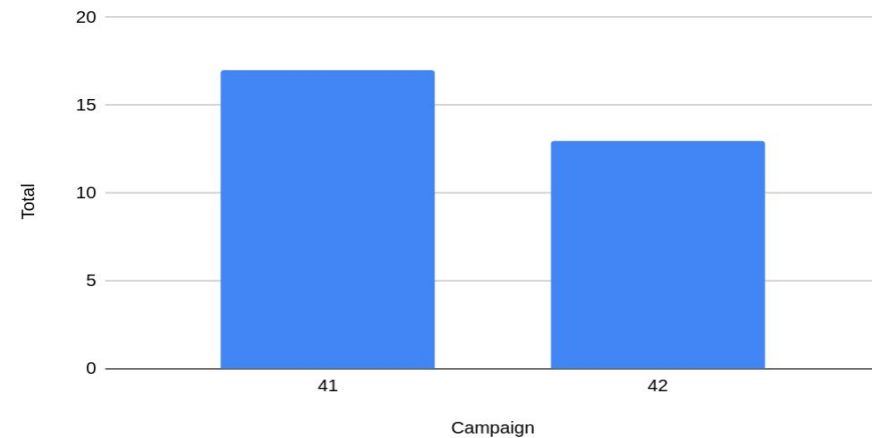
- Revenue to support your project
- Recurring support
- Donors joining your mailing list
- New donors

What you don't test, you don't know

1/5/2023 - 1/12/2023 Total Donations



1/5/2023 - 1/12/2023 Recurring donors



# Steps to fixing

01

Identify your donors

02

Don't interrupt your donors experience

03

Shorten the click path

04

Bring donations in-house

05

Test, test, test

06

**Build the community  
(this happens at every step)**

# Build the community



**Every donation is an opportunity to  
build your community**

# Build the community



**Donors are your most  
invested customer**

# Build the community



**Make sure that every donor receives a “Thank You” email from the project**

# Build the community



## Offer ways to deepen the connection

- Badges on user forums
- T-shirts/stickers/pins for donation levels
- Special conference calls for donation levels



# Build the community



## Offer directed donations

- Let your customers choose which features they most support
- They see direct results when the features are implemented

# Build the community



## Support your upstream

- Community goes both ways
- Connects your customers with a project they don't directly use

# Last few tips

Set a minimum donation amount (~USD 5) to prevent your processing fees (30¢ + 3-5%) from exceeding 10% of the donation and enforce with Javascript

Allow donors the option of covering the 3-5% processing fees

The screenshot shows the KiCad website's donation page. At the top, there is a navigation bar with links for 'BLOG', 'DISCOVER', 'COMMUNITY', 'HELP', 'CONTRIBUTE', 'SPONSORS', 'LIBRARIES', 'DOWNLOAD', and 'ABOUT', along with a 'Donate' button. Below the navigation bar is a breadcrumb trail: 'Home / Download / Windows Downloads'. The main heading is 'Thank you for downloading KiCad!' followed by a link to start the download if it doesn't start. The central part of the page features a large heading 'Accelerate KiCad today with your donation' and a sub-heading 'If KiCad is valuable to you, please consider donating to help us make it even better. Here's what we are using your donations for in 2022.' Below this is a progress bar with a 'Ki' logo and a scale from \$15 to \$250. A dropdown menu shows '40' and 'USD'. There are 'One-Time' and 'Monthly' buttons. A checkbox is checked, with the text 'Round up my donation to \$41.46 to cover processing fees.' Below the checkbox are two buttons: 'Donate via PayPal' and 'Donate via Credit Card/eWallet'. At the bottom, there is a note: 'eWallet donations are accepted from AliPay (CN¥), Apple Pay, Google Pay, Sofort(€), iDEAL(€), giropay(€) and SEPA Debit(€).'

# Last few tips

Always monitor for fraud!

Bad actors will use your donation page to test their stolen credit card credentials

You are responsible for refunding fraudulent charges and will get penalized if you do not!

AMOUNT	DESCRIPTION	CUSTOMER	DATE
\$5.00 USD Canceled X	pi_...	steven.tucker@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	colleen.wagner@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	calvin.gilbert@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	austin.may@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	stanley.duncan@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	ernest.austin@gmail.com	Dec 10, 2021, 11:58 PM ...
\$5.00 USD Canceled X	pi_...	peyton.torres@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	jon.lewis@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	floyd.williamson@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Succeeded ✓	pi_...	john.gonzalez@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	gabriella.myers@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	benjamin.tucker@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	tyrone.chavez@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	clayton.anderson@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	lawrence.lambert@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	christine.andrews@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	ana.banks@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	leonard.may@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	austin.watts@gmail.com	Dec 10, 2021, 11:57 PM ...
\$5.00 USD Canceled X	pi_...	wayne.crawford@gmail.com	Dec 10, 2021, 11:57 PM ...

# Questions?

**KiCad**

**Donation Page**

**Sources**

<https://www.kicad.org>

<https://donate.kicad.org>

<https://gitlab.com/kicad/services/kicad-website>

<https://gitlab.com/kicad/services/kicad-donate>



seth@kicad.org



@kicad@fosstodon.org