

Church Giving Health Check

Discover Your Giving Friction

The 10-Minute Giving Audit Every Church Should Run

Find out exactly where your giving experience is losing first-time givers.

Complete this audit in under 6 minutes. Grab your phone and go through your giving experience exactly as a first-time guest would. No saved cards. No autofill. No shortcuts. **First-time givers are the most likely to abandon.** This checklist tells you exactly where you're losing them.

Start here

SECTION 1: Page Load and Access

Speed is trust. If your giving page loads slowly or your QR code fails, most people won't try again.

- | Y | N | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Does your giving page load in under 3 seconds on a cell connection (not wifi)? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does your QR code scan on the first or second attempt? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does the giving page open directly to a form? (Check if it requires extra navigation to find the give button) |
| <input type="checkbox"/> | <input type="checkbox"/> | Is your giving page URL simple enough to type manually if the QR code fails? |

SECTION 2: Mobile Experience

More than 70% of in-service giving happens on a phone. If the experience breaks on mobile, it breaks for most of your givers.

- | Y | N | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Does your giving page display correctly on a phone without pinching or zooming? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are all buttons large enough to tap accurately with a thumb? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the font readable without straining in a dimly lit room? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does the page function properly on both iOS and Android? |
| <input type="checkbox"/> | <input type="checkbox"/> | Was your giving page tested on a phone before it went live? |

SECTION 3: Account and Access Requirements

Requiring an account before someone can give is the single biggest drop-off point in church giving. First-time guests won't create one.

- | Y | N | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Can a first-time visitor give without creating an account? |
| <input type="checkbox"/> | <input type="checkbox"/> | Can a first-time visitor give without logging in? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is a guest checkout option visible and easy to find without scrolling? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does your platform support Apple Pay or Google Pay for instant checkout? |

SECTION 4: Form Length and Complexity

Every extra field is a reason to stop. The best giving experiences feel effortless because they are.

- ^Y ^N Does it take 3 or fewer steps to complete a gift from QR scan to confirmation?
- Are there fewer than 5 fields a first-time giver has to fill out?
- Is the default giving fund clearly labeled so a first-time giver knows where their money goes?
- Are giving amounts pre-populated so the giver does not have to type a number?

SECTION 5: The In-Service Experience

Giving during a service is a moment, not a process. If it takes longer than a minute or feels awkward, the moment passes.

- ^Y ^N Can a first-time giver complete a gift in under 60 seconds from the moment they scan?
- Is the giving experience discreet enough that it doesn't draw attention or interrupt the service?
- Does the confirmation screen reassure the giver clearly that their gift went through?
- Is there a clear next step or follow-up after the gift is completed?

Scoring

Count how many questions you answered **NO** to.

0 to 2 — Low Friction

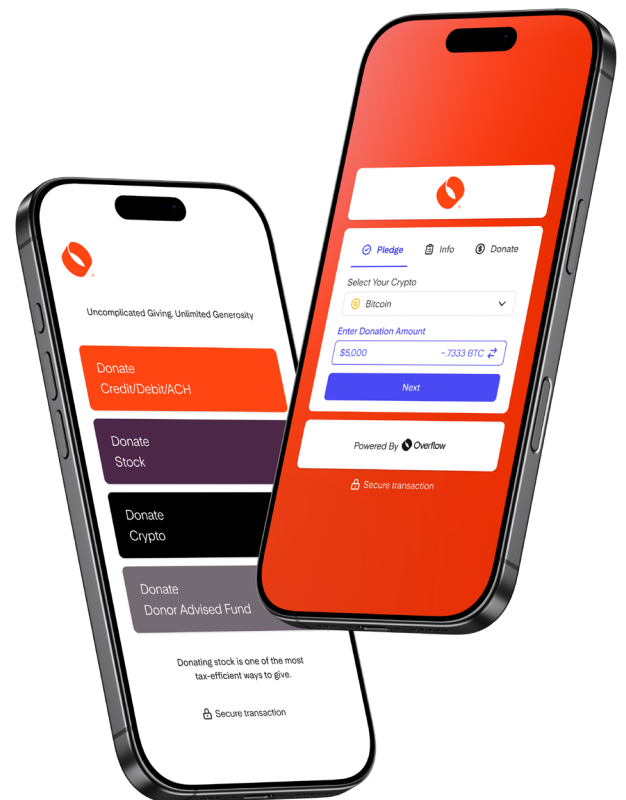
Your giving experience is in good shape. Keep testing regularly and monitor abandonment data to catch new issues before they cost you.

3 to 6 — Moderate Friction

You are losing gifts every Sunday. Start with mobile experience and account requirements. Those two areas alone account for the majority of drop-off.

7 or more — High Friction

Significant generosity is being left on the table every week. Your giving experience needs a full review. Start with load speed, mobile optimization, and guest checkout. Then work through the rest.



Next Step

You found your friction. Now let's fix it. Connect with us and we will walk through your giving experience together, show you exactly where givers are dropping off, and build a clear path to a giving experience that gets out of the way and lets generosity happen. See [What's Possible](#) → [Generosity Without Limits](#)