

onecause®



To

Subject

Creating an **Awesome Welcome Series** to Crush Engagement

TUES, APRIL 20TH | 1PM ET | 12PM CT | 11AM MT | 10AM PT

SEND



with Brady Josephson, NextAfter Institute



Session Hosts



Jenna Jameson
Manager, Research & Corp Comms
OneCause



Brady Josephson
Managing Director
NextAfter Institute for Online Fundraising

HOUSEKEEPING

- Q&A → Ask questions for the hosts. We'll leave 10-15 min at the end to answer questions.
- Chat → Engage with attendees and answer prompted questions from hosts. No soliciting please!
- Recording → Recording and slides will be sent via email.

THANKS!



A DIGITAL FUNDRAISING CONSULTANTCY

NEXTAFTER.COM



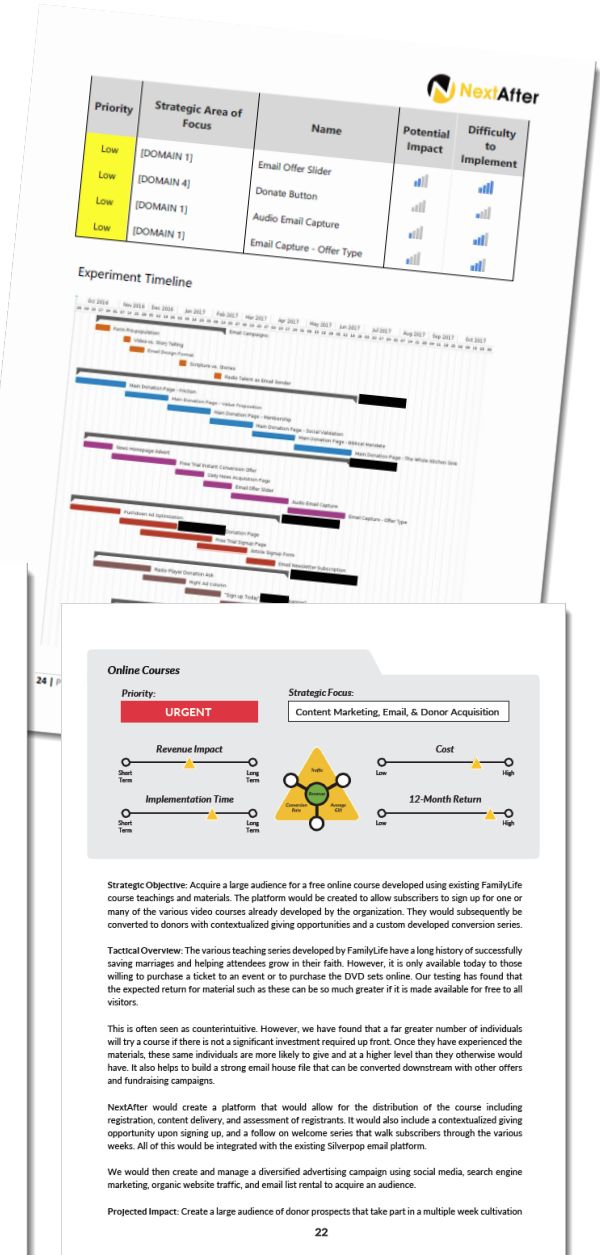
Design of Experiments

As part of this engagement, we wanted to identify not only new initiatives that [ORGANIZATION] should undertake but also opportunities to optimize existing assets. By examining the website and email program, we have identified the best opportunities for potential improvement and have created a Design of Experiments.

The goal of this list is not to suggest the “best practices” to use but to identify areas for testing that could produce significant impact. These are grouped by areas of focus and are prioritized by both their level of difficulty and potential impact.

Experiment Summaries

Priority	Strategic Area of Focus	Name	Potential Impact	Difficulty to Implement
High	Email Campaigns	Form Pre-population		
High	[DOMAIN 3]	Main Donation Page – Minimize Friction		
High	[DOMAIN 3]	Main Donation Page – Value Proposition		
High	Email Campaigns	Video vs. Story Telling		
High	[DOMAIN 4]	Radio Player Donation Ask		
High	[DOMAIN 5]	Pop-up Email Offer – Value Proposition		
High	[DOMAIN 5]	Gospel Donation Page Radical Redesign		
High	[DOMAIN 5]	Email Offer Placement		
High	[DOMAIN 2]	Pushdown Ad Optimization		
High	[DOMAIN 1]	News Homepage Advert		



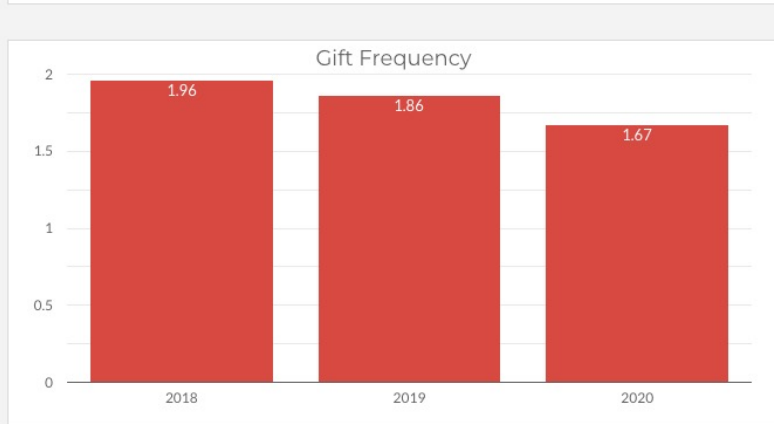
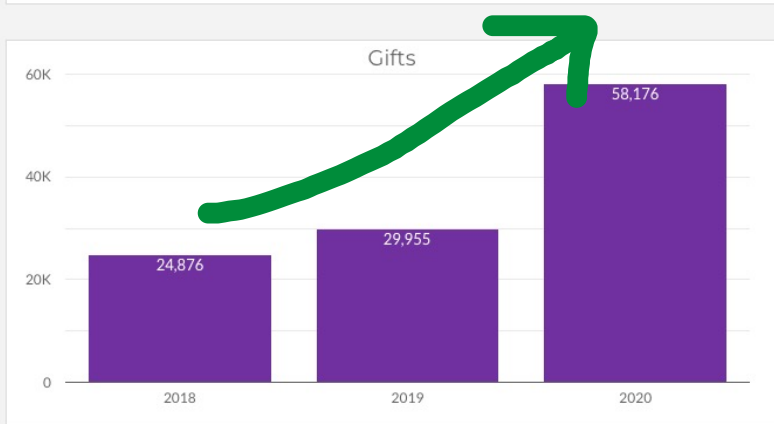
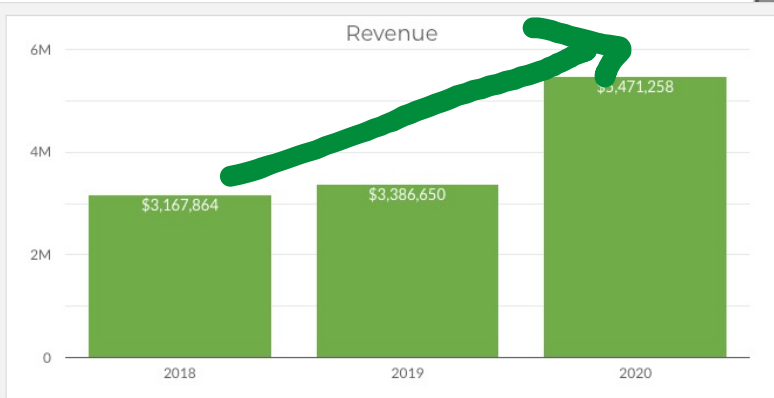


kevin 8:32 AM

We're presenting to [redacted] (and all of their other vendors) today after finishing up their fiscal 2020. For those that don't know, [redacted] is one of our oldest clients and they are definitely our largest client in terms of billings. After running the numbers, we learned that we have officially increased their online revenue by more than 11x in the 5+ years we've been working with them. We took them from \$800K in FY2015 up to \$9.5M this last fiscal year.



A DIGITAL
FUNDRAISING
CONSUMER
NEXTAFTER.COM



Strategic Focus: Content Marketing, Email, & Donor Acquisition

ue Impact

Station Time

12-Month Return

Acquire a large audience for a free online course developed using existing FamilyLife video materials. The platform would be created to allow subscribers to sign up for one or more video courses already developed by the organization. They would subsequently be able to purchase the course materials and a custom developed conversion series.

The various teaching series developed by FamilyLife have a long history of successfully helping attendees grow in their faith. However, it is only available today to those who purchase a ticket to an event or to purchase the DVD sets online. Our testing has found that a platform such as these can be so much greater if it is made available for free to all.

is counterintuitive. However, we have found that a far greater number of individuals here is not a significant investment required up front. Once they have experienced the new individuals are more likely to give and at a higher level than they otherwise would to build a strong email house file that can be converted downstream with other offers and campaigns.

create a platform that would allow for the distribution of the course including delivery, and assessment of registrants. It would also include a contextualized giving sign up, and a follow on welcome series that walk subscribers through the various offerings that could be integrated with the existing Silverpop email platform.

ate and manage a diversified advertising campaign using social media, search engine website traffic, and email list rental to acquire an audience.

Create a large audience of donor prospects that take part in a multiple week cultivation

22

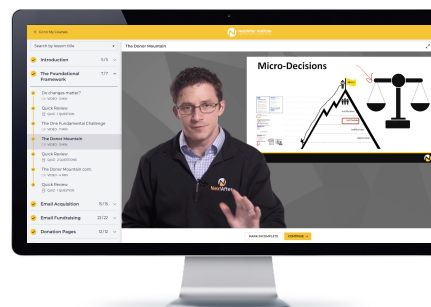
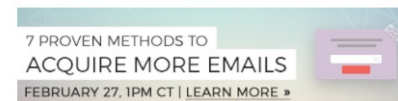
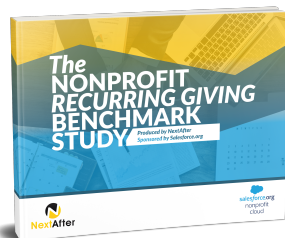
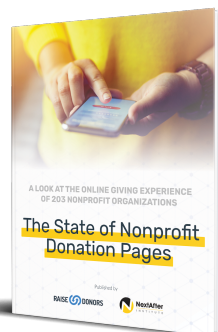
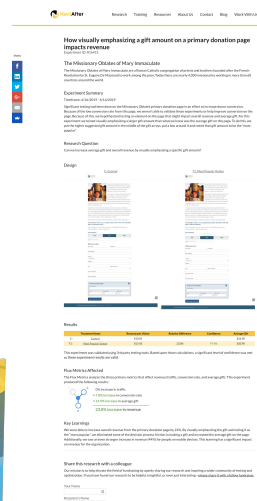
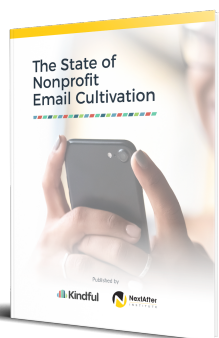


ON A **MISSION** TO DECODE WHAT WORKS IN
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS
MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



NEW DONOR WELCOME SERIES

WHAT AND WHY



WELCOME SERIES.

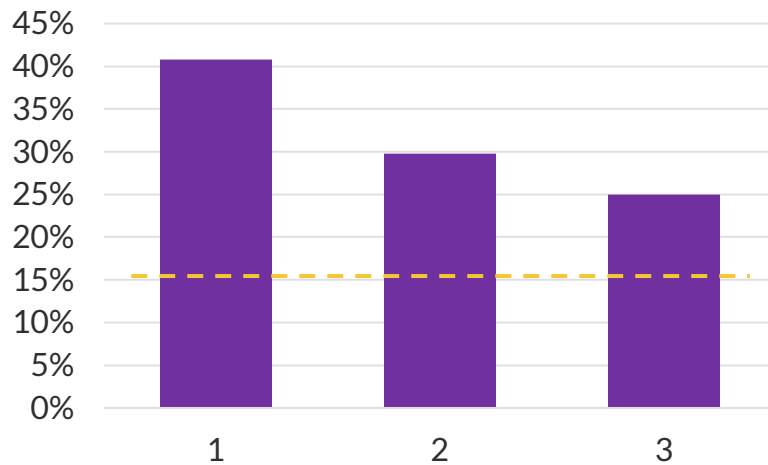
A series of emails that introduce people to your organization. A Welcome Series is one of the most important touchpoints in the donor lifecycle. It's so much more than just an email to deliver the tax receipt after a donation. It introduces your donors to your brand, gets them excited about being involved with you, and lets them know what they can expect from your brand.



Impact on Engagement

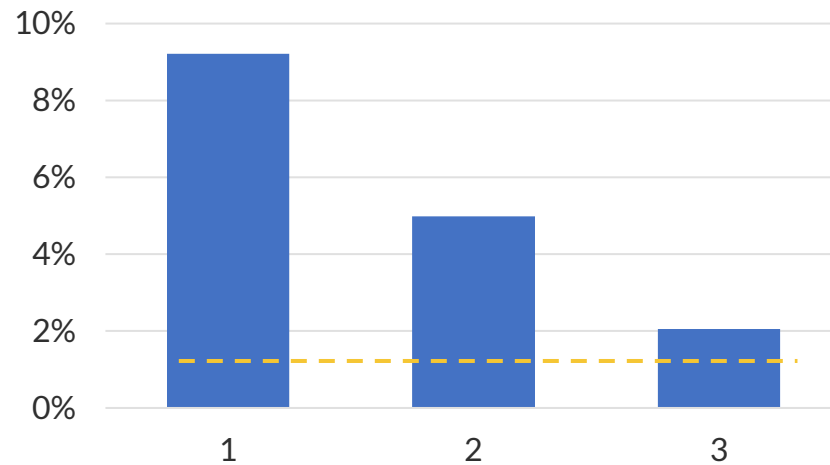
Welcome series offer conversion opportunities when engagement metrics are at their highest

Open Rate



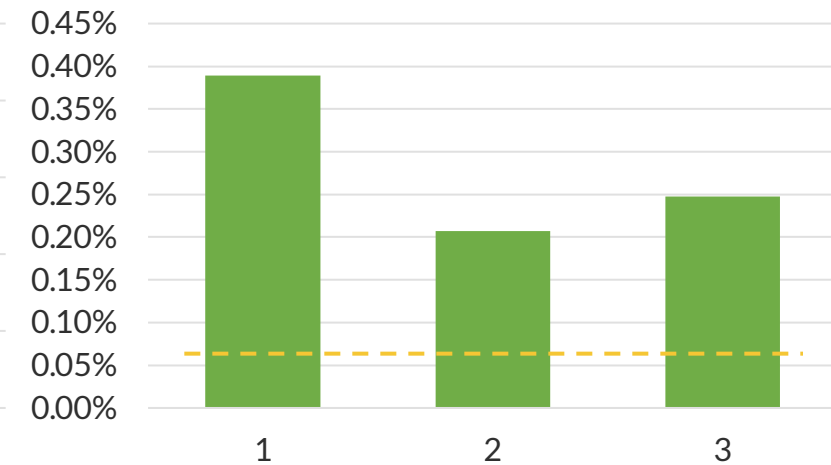
NPO Benchmark 15%

CTR



NPO Benchmark 1.2%

Response Rate



NPO Benchmark 0.04%



Impact on Engagement

Welcome series offer conversion opportunities when
engagement metrics are at their highest

THE FIRST EMAILS YOU SEND ARE SOME OF THE MOST ENGAGED (OPENED AND READ) YOU WILL EVER SEND TO THAT PERSON.



NPO Benchmark 15%



NPO Benchmark 1.2%



NPO Benchmark 0.04%

WELCOME SERIES. *WHY?*

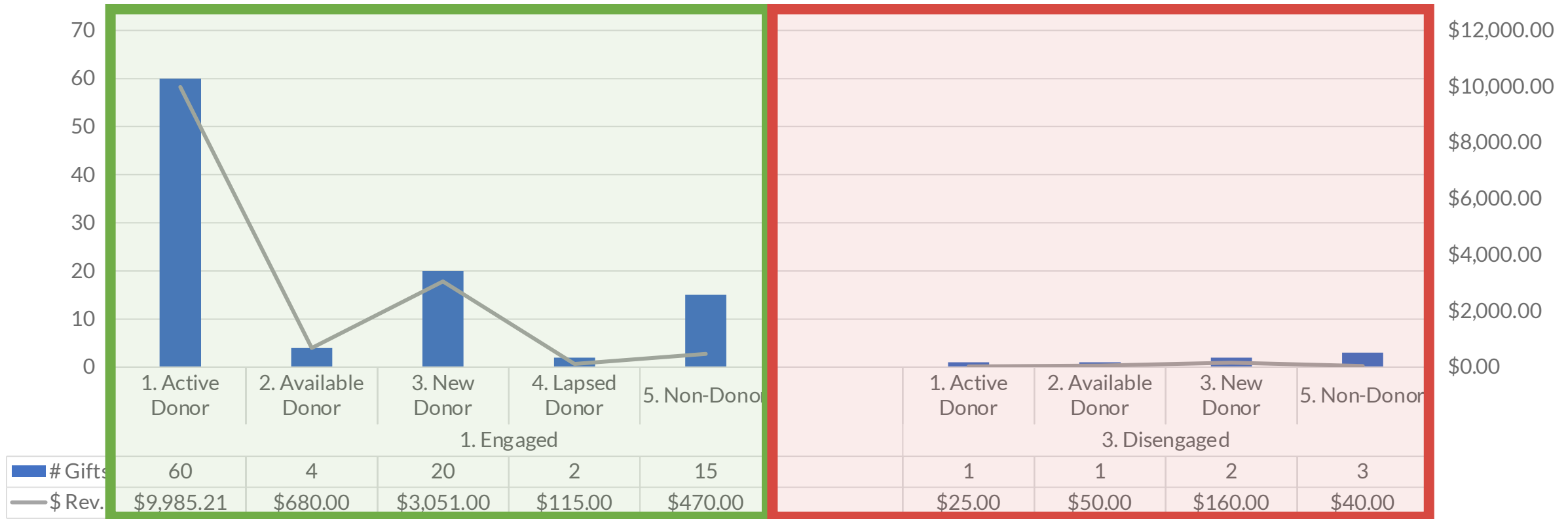
They engage new donors when they are most engaged and receptive to your communications.



**SUBSCRIBERS WHO RECEIVE A WELCOME SERIES
SHOW 33% MORE LONG-TERM ENGAGEMENT.**



Gifts/Rev. by Engagement* & Donor Status

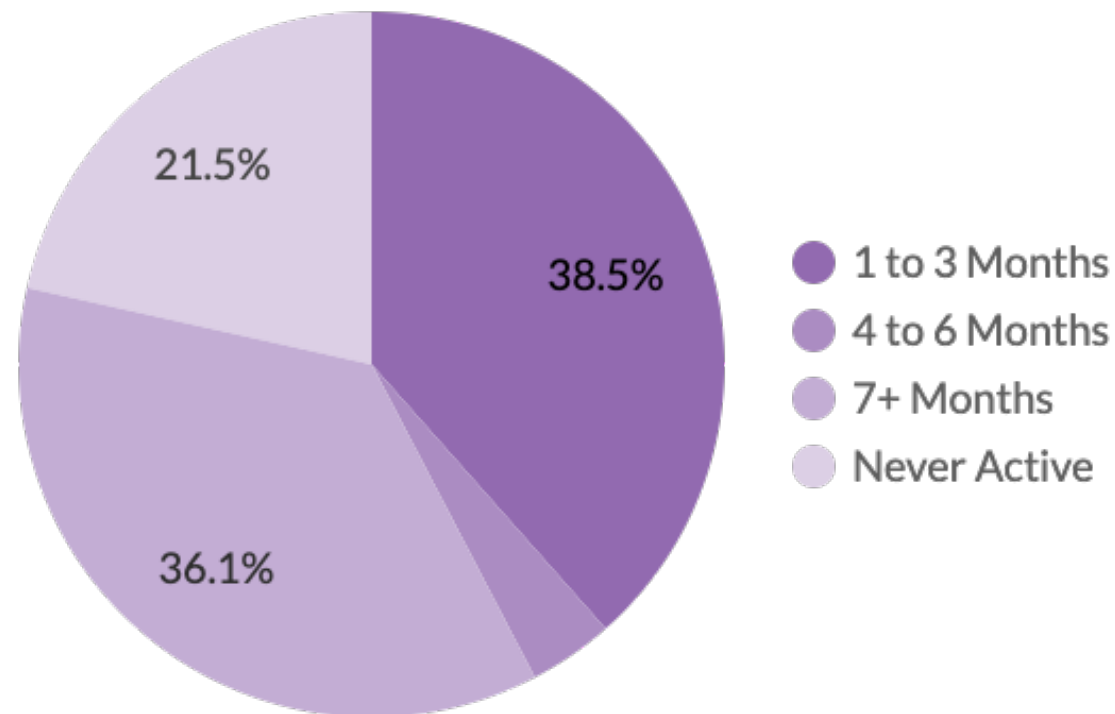


91% of gifts & 96% of revenue came from “Engaged” email status. Ultimately, email sender reputation and email deliverability are paramount for the online program to continue to scale and grow.



- 61% of email recipients have not opened or clicked an email in the past 3 months.
- 58% have not opened or clicked an email in the past 6 months.
- 22% have never opened or clicked an email.

Recent Email Engagement*



WELCOME SERIES. *WHY?*

They help increase engagement and
engagement leads to increased giving.



Overall retention is <44% and roughly half that for new donors



Repeat Donor
Retention Rate
(YTD) 59.6%

↓ -3.9%
YTD Change



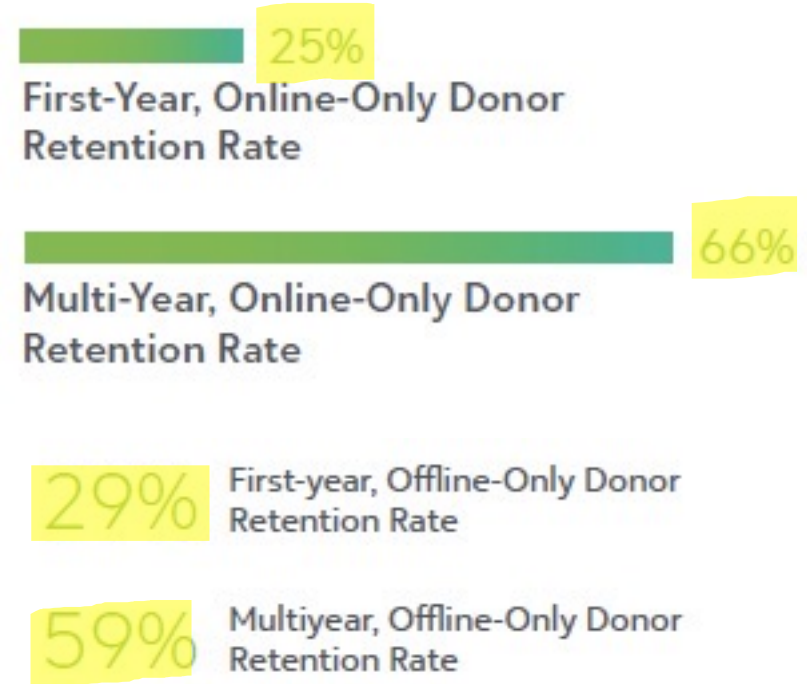
New Donors
Retention Rate
(YTD) 19.3%

↓ -9.2%
YTD Change



Recapture Rate
(YTD) 4.3%

↑ +1.8%
YTD Change



**“...WHEN IT COMES TO IMPROVING LIFETIME VALUE —
THE ONLY TRUE METRIC THAT MATTERS — THE
TACTICS/TECHNIQUES/FREQUENCY OF ACTIVITY FROM
THE FUNDRAISING DEPARTMENT ACCOUNTS FOR LESS
THAN 20% OF THE ULTIMATE VALUE ON A DONOR FILE.”**

- Roger Craver, Author of Retention Fundraising



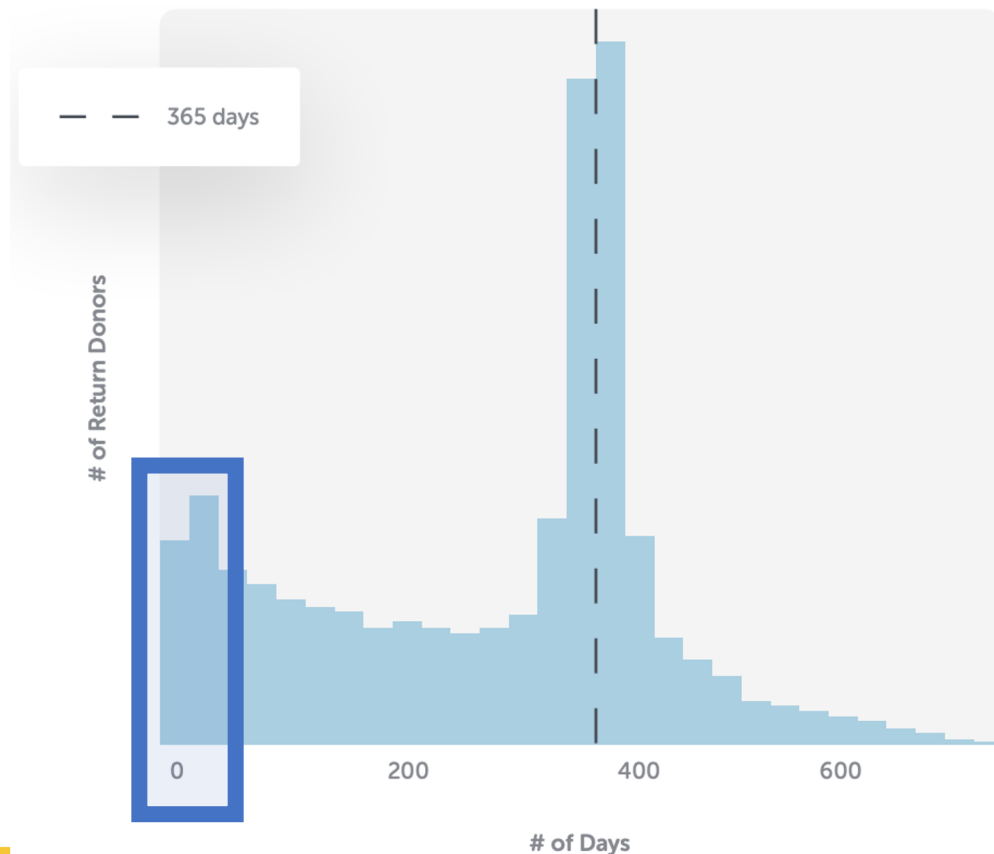
WELCOME SERIES. *WHY?*

They help proactively answer questions, provide support, and focus on customer/donor support.

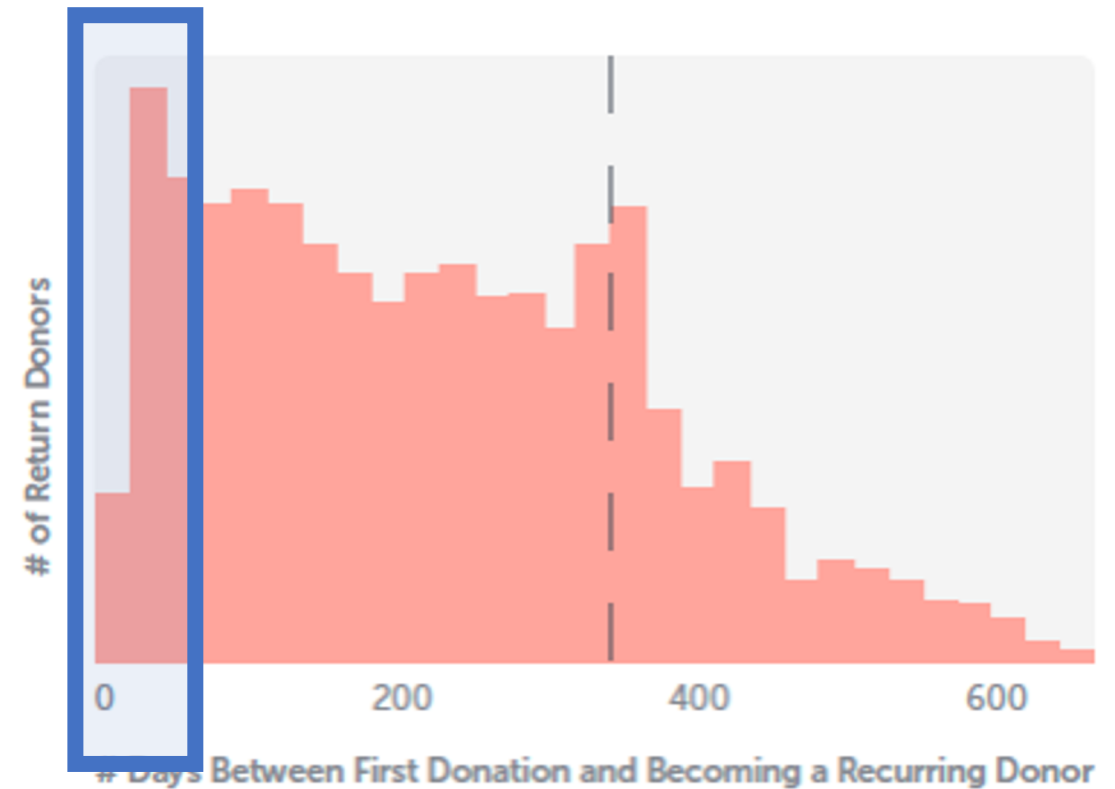


When Are Donors Most Likely To Make A Second Gift — One-Time or Recurring?

Days Between First Donation and Second Donation
for Return Donors



Days Between First Donation and Becoming
a Recurring Donor

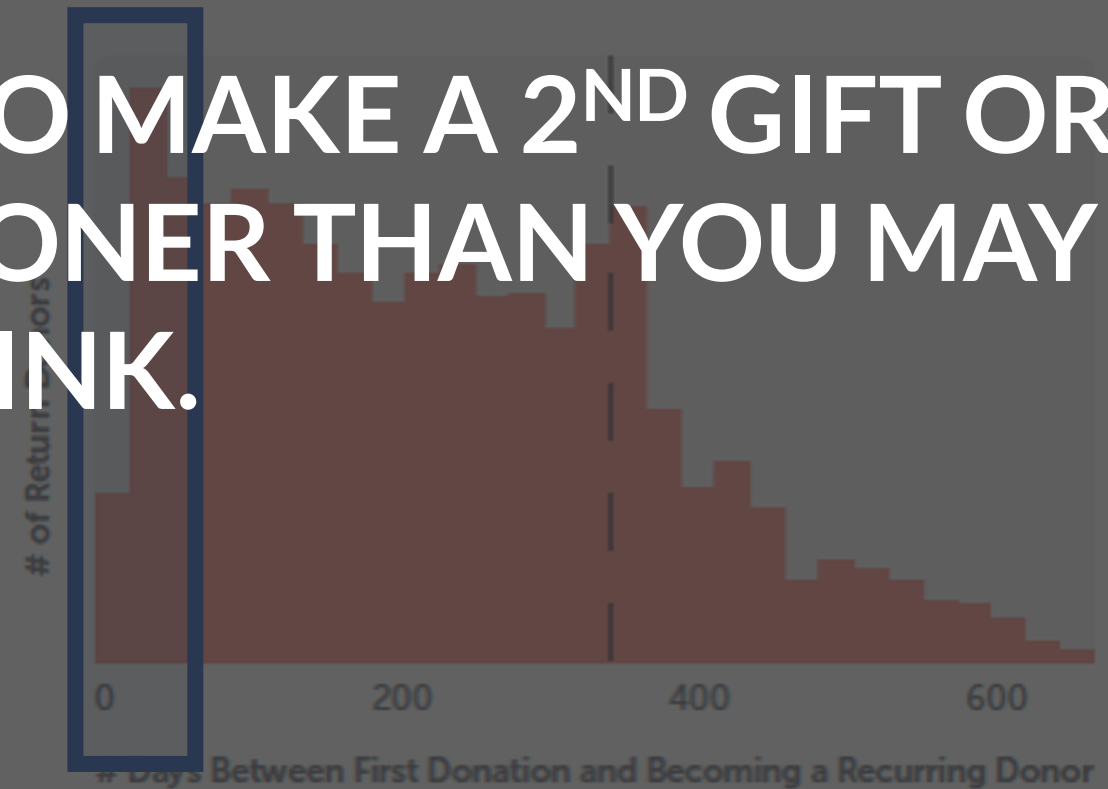


When Are Donors Most Likely To Make A Second Gift — One-Time or Recurring?

Days Between First Donation and Second Donation
for Return Donors



Days Between First Donation and Becoming
a Recurring Donor



PEOPLE ARE LIKELY TO MAKE A 2ND GIFT OR RECURRING GIFT SOONER THAN YOU MAY THINK.

WELCOME SERIES. *WHY?*

They can help build up enough trust and relational equity that you can move people to consider making a gift much sooner than you, or they, may think.



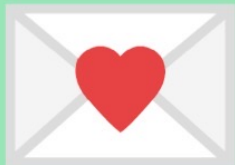
Why a Welcome Series?

- They engage new donors when they are most engaged and receptive to your communications.
- They help increase engagement and engagement leads to increased giving.
- They help proactively answer questions, provide support, and focus on customer/donor support.
- They can help build up enough trust and relational equity that you can move people to consider making a gift much sooner than you, or they, may think.



WELCOME SERIES. *HOW?*





WELCOME SERIES 101: HOW TO CREATE A SUCCESSFUL NONPROFIT WELCOME SERIES

by Meredith Esquivel



6 Ways to create a winning welcome email series

EMMA EMAIL



You've probably heard your whole life that first impressions are lasting impressions. It doesn't matter if it's for a date, job interview, or big corporate presentation. Your audience is likely going to make a decision about you before you even say anything.

3 Tips to Build the Perfect Email Welcome Series

Posted In [fundraising](#)

3 min



How to Create a Welcome Email Series for Your Nonprofit

Elizabeth Chung

Last Modified: August 14, 2019

5 min read



A nonprofit [welcome email](#) series gives your organization the chance to solidify its relationships with new donors.

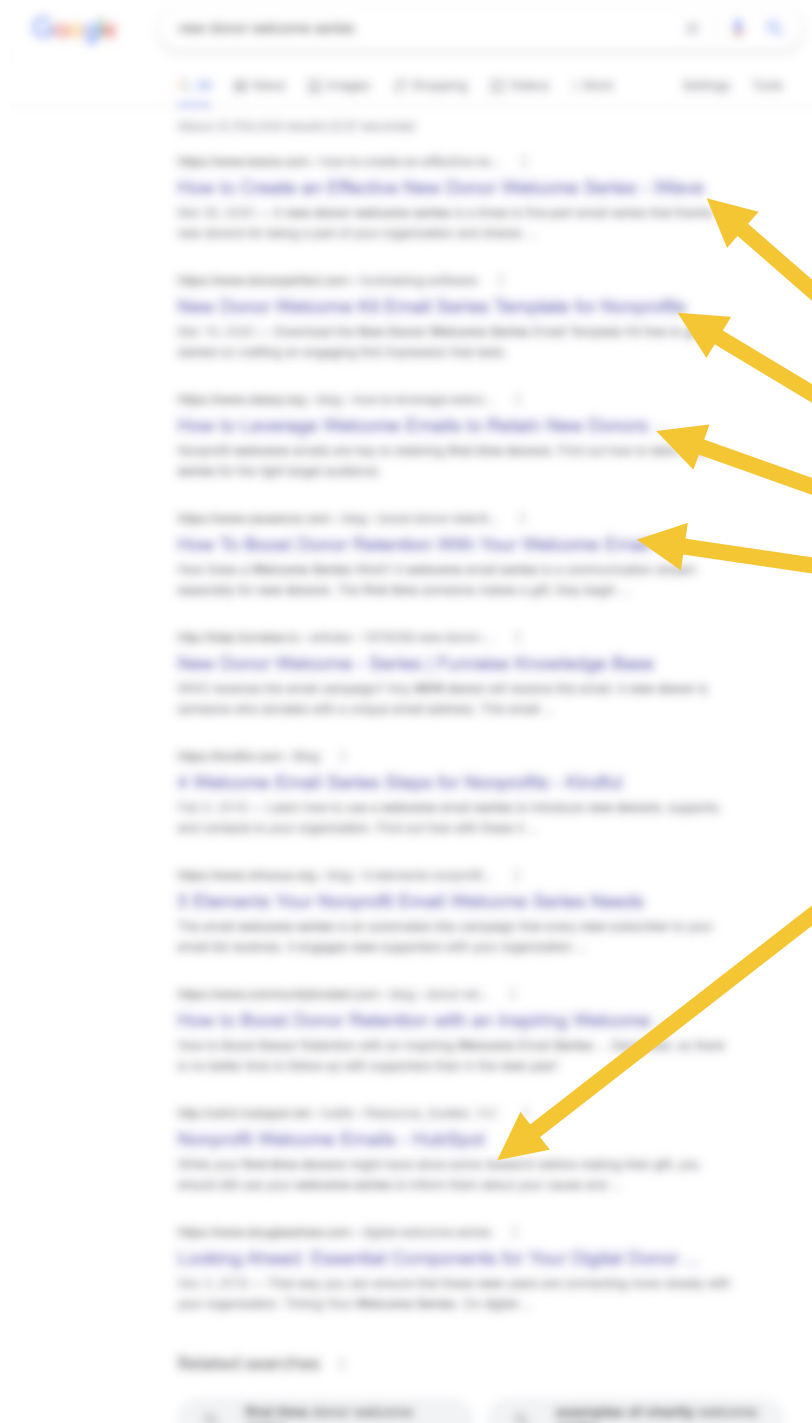
THREE ISSUES.



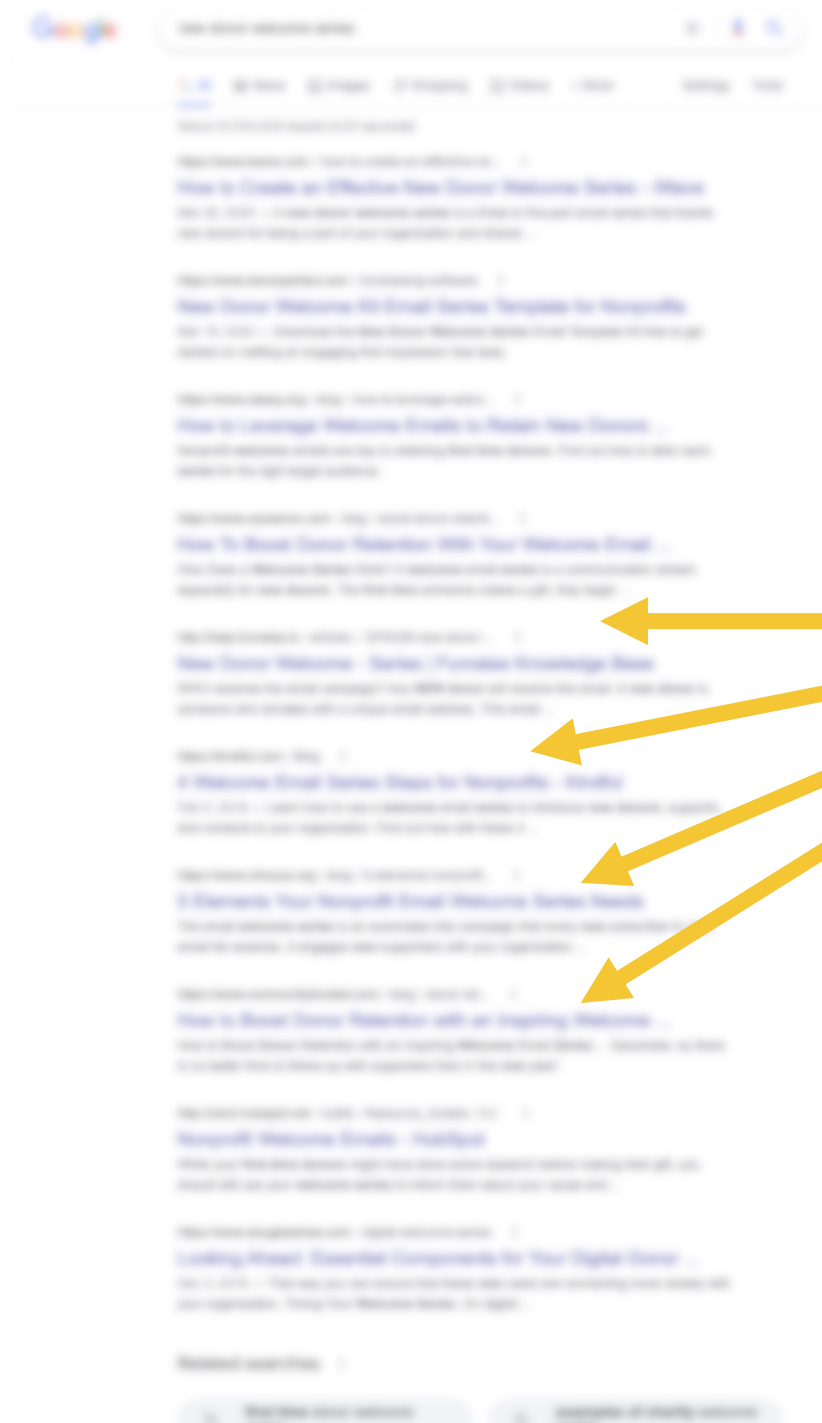
ISSUE #1:

Most of the advice out there comes from vendors, especially technology platforms, and many don't even send emails.





DONATION PLATFORMS.



CRMS (NOT ALL HAVE EMAIL FUNCTIONALITY).



ONE CONSULTANT/SERVICE PROVIDER.



ISSUE #2:

There is little to no evidence, research, or data behind the suggestions, templates, and strategies.



EMAIL #2: EDUCATE AND DEMONSTRATE IMPACT.

1. **Use this email to show readers how your organization is making strides in its mission.** Remember, keep your copy short and scannable—you can link out to further content.
2. **Include high-quality images to keep your readers engaged.** Consider sharing an awesome infographic or photos of your beneficiaries.
3. **Include a call to action.** Depending on the email's content, you can ask readers to:
 - a. See their impact by checking out a photo blog.
 - b. Watch a filmed testimonial from a beneficiary or staff member.
 - c. Read a full impact story on your blog.
 - d. Share an infographic included in your email.
4. **Display social share buttons in your email footer,** so readers can choose to follow your social channels.

WHY?
SAYS WHO?

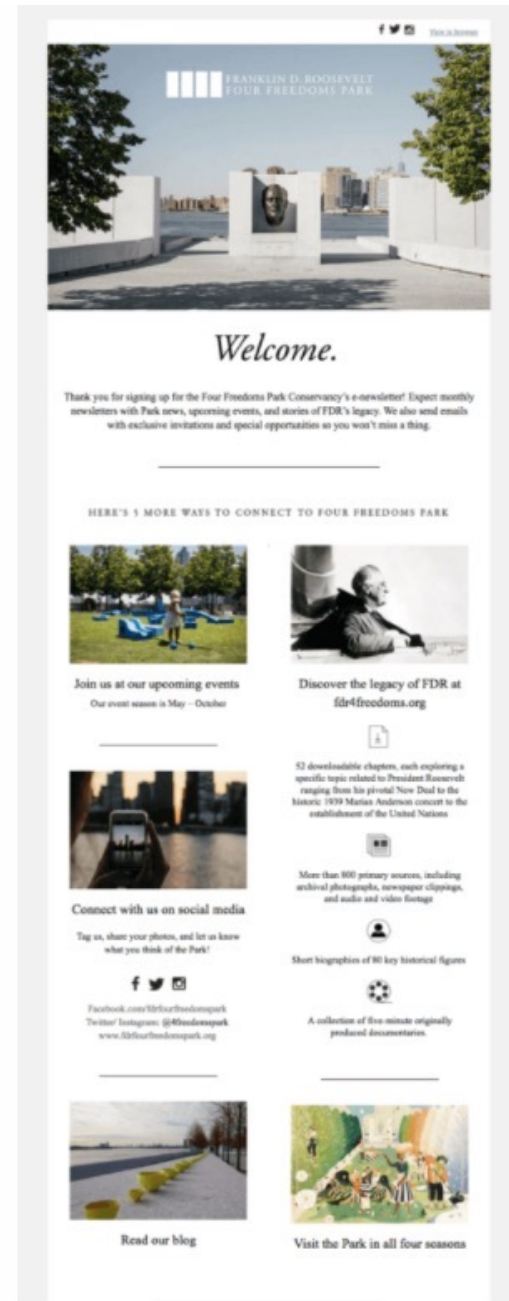
ANATOMY OF THE PERFECT WELCOME EMAIL

The first email from the [Franklin D. Roosevelt Four Freedoms Park Conservancy](#) appeals to users who have already shown engagement by signing up with their email address by giving them “5 more ways to connect with Four Freedoms Park.”

The options then take users to key sections of the park’s website, including their event calendar, the legacy of its namesake, social media links, their blog, and information on visiting the park in all 4 seasons (thereby reminding users that they’re open year-round since their events only take place May through October).

Also in this welcome email, Four Freedoms Park lists its hours and directions (alongside a map) and reiterates its purpose: To serve as the first memorial dedicated to FDR in his home state of New York, celebrating the Four Freedoms that the president described in his 1941 State of the Union speech.

There’s plenty for the user to dive into here, regardless of their key interest, and the template will make for easy updates to content if and when the Four Freedoms Park Conservancy decides to test out new links or calls to action.



BASED ON WHAT?
WHAT'S THE GOAL?

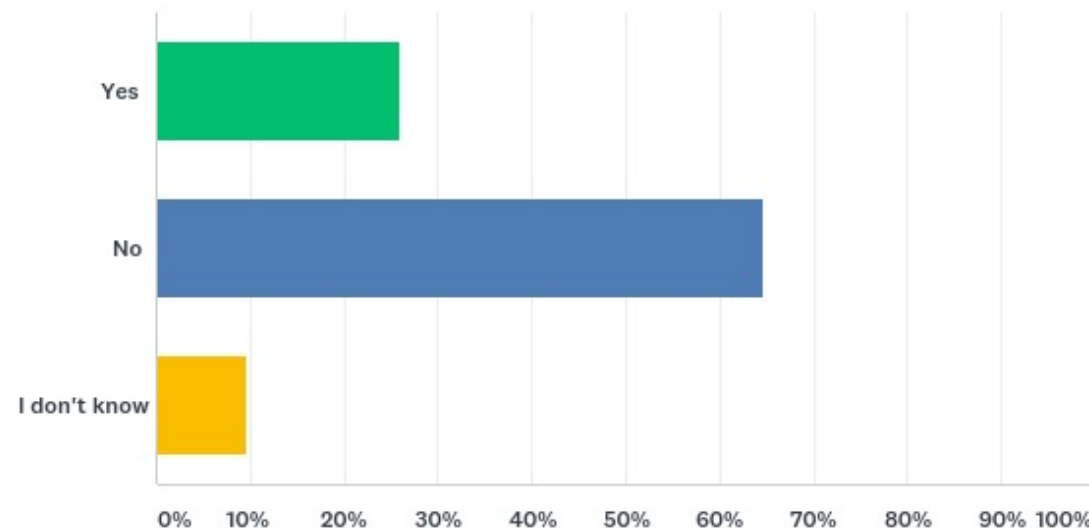
ISSUE #3:

Very few organizations are actually sending a new donor welcome series.

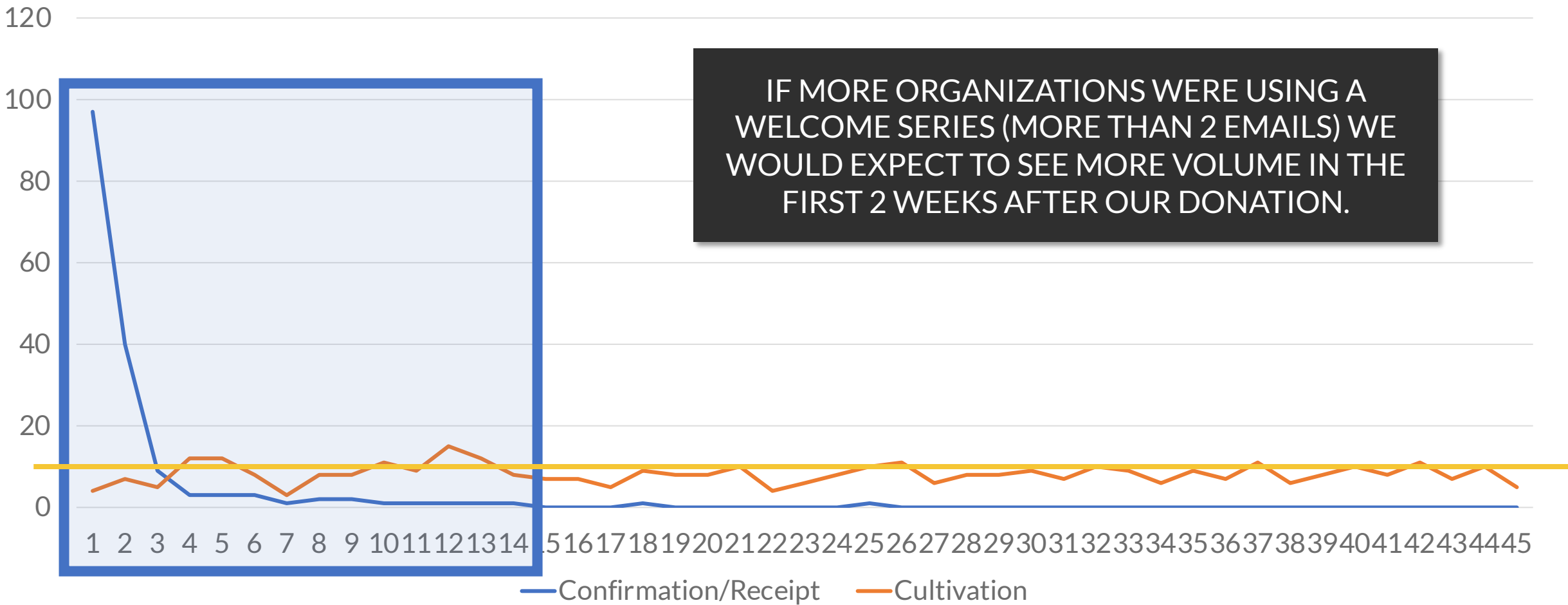


**74% OF RESPONDANTS
DID NOT HAVE OR
DIDN'T KNOW IF THEY
HAD A WELCOME
SERIES.**

Q17 Do you have an automated welcome series for new subscribers?

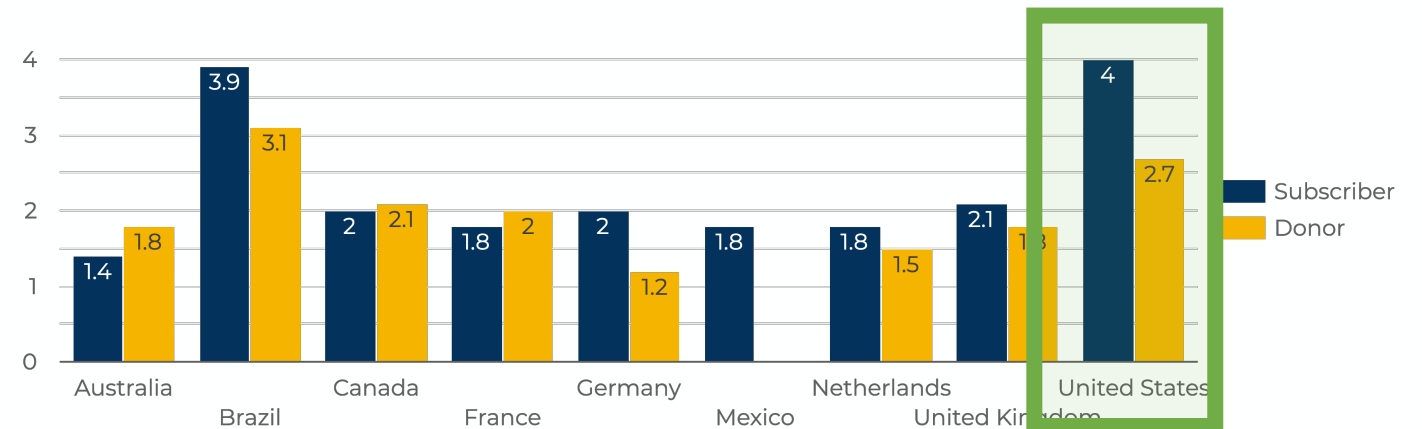


All Email Types to Donor Over Time



- Globally, from organizations who sent at least 1 email, the Email Subscriber and the Online Donor received 2 emails in the first 14 days

Number of Emails in the First 14 Days After Signup/Donation





THE QUEST

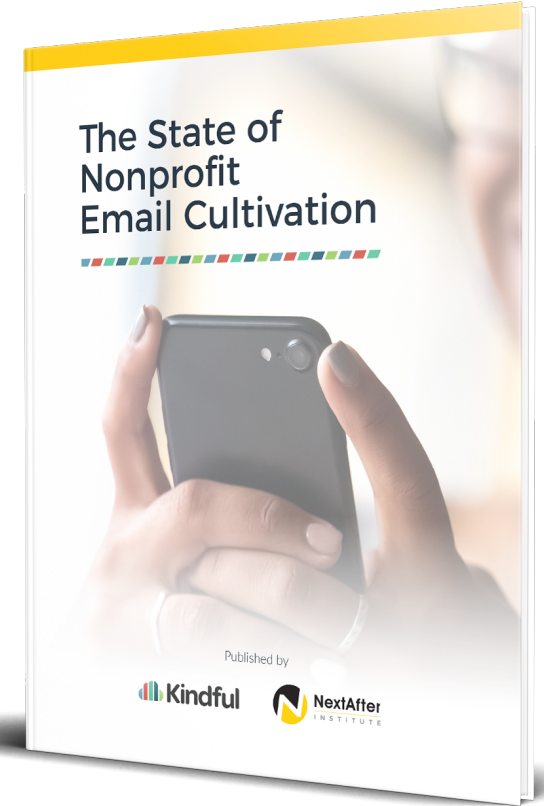
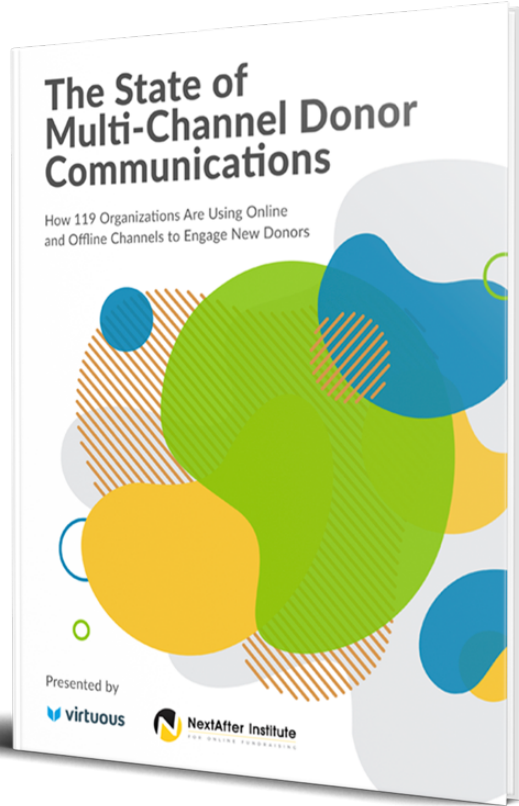


Institute for Sustainable
Philanthropy



Institute for Sustainable
Philanthropy

Donor Voice
The Experience and Relationship Company



nextafter.com/resources



TODAY'S GOAL

Provide research based concepts to build your own new donor welcome series from and share real examples to provide ideas and tips to create your own.



Four Caveats...

1. There is no perfect structure, cadence, template for all organizations
2. Something is better than nothing
3. This isn't tested (and welcome series' are very difficult to test)
4. I am not an academic, behavioural scientist, or cognitive psychologist



...But I Have Had The Chance To Speak With Many...



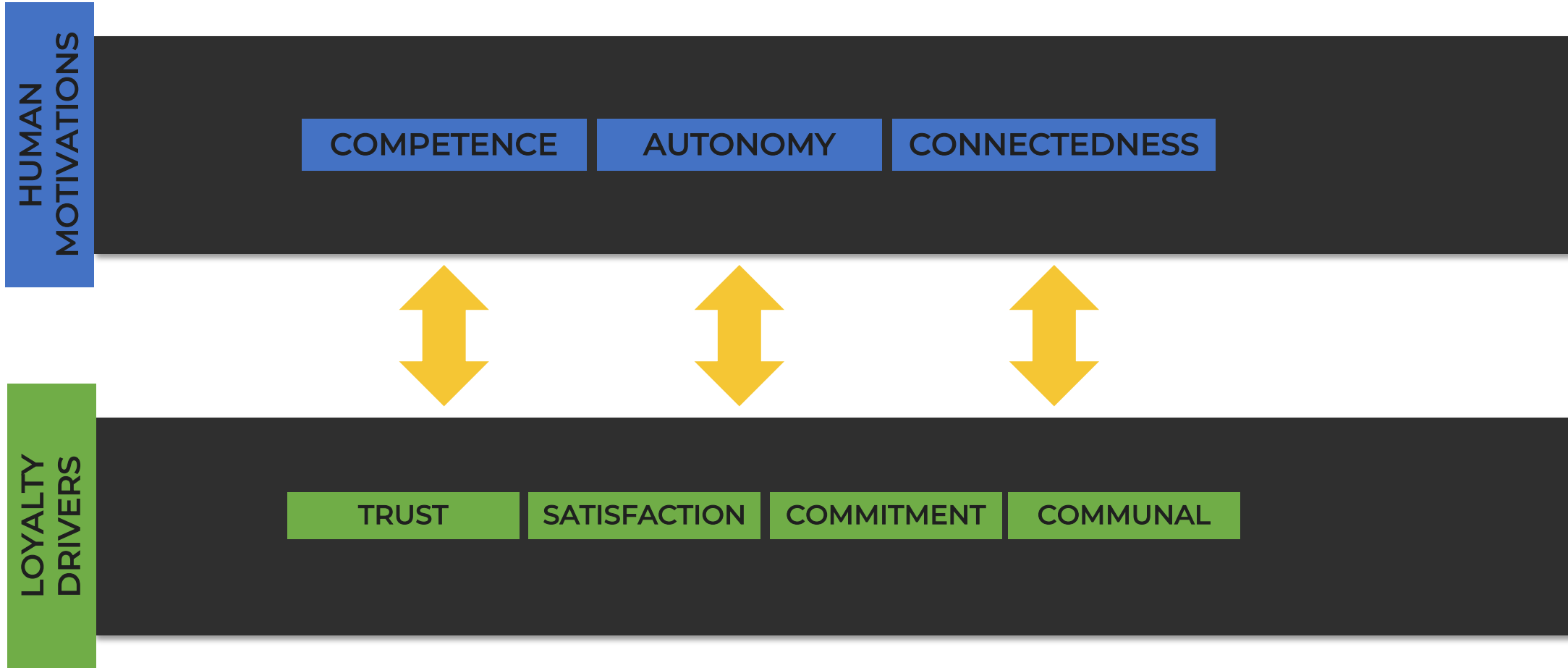
PODCAST



*"Great podcast for nonprofit
leaders looking for cutting edge
fundraising advice!"*

- Jeremy Reis, Food for the Hungry

Driving Human Behaviour & Long-Term Loyalty



Driving Human Behaviour & Long-Term Loyalty

HUMAN MOTIVATIONS

COMPETENCE

AUTONOMY

CONNECTEDNESS

HUMANS ARE COMPLEX.

LOYALTY DRIVERS

TRUST

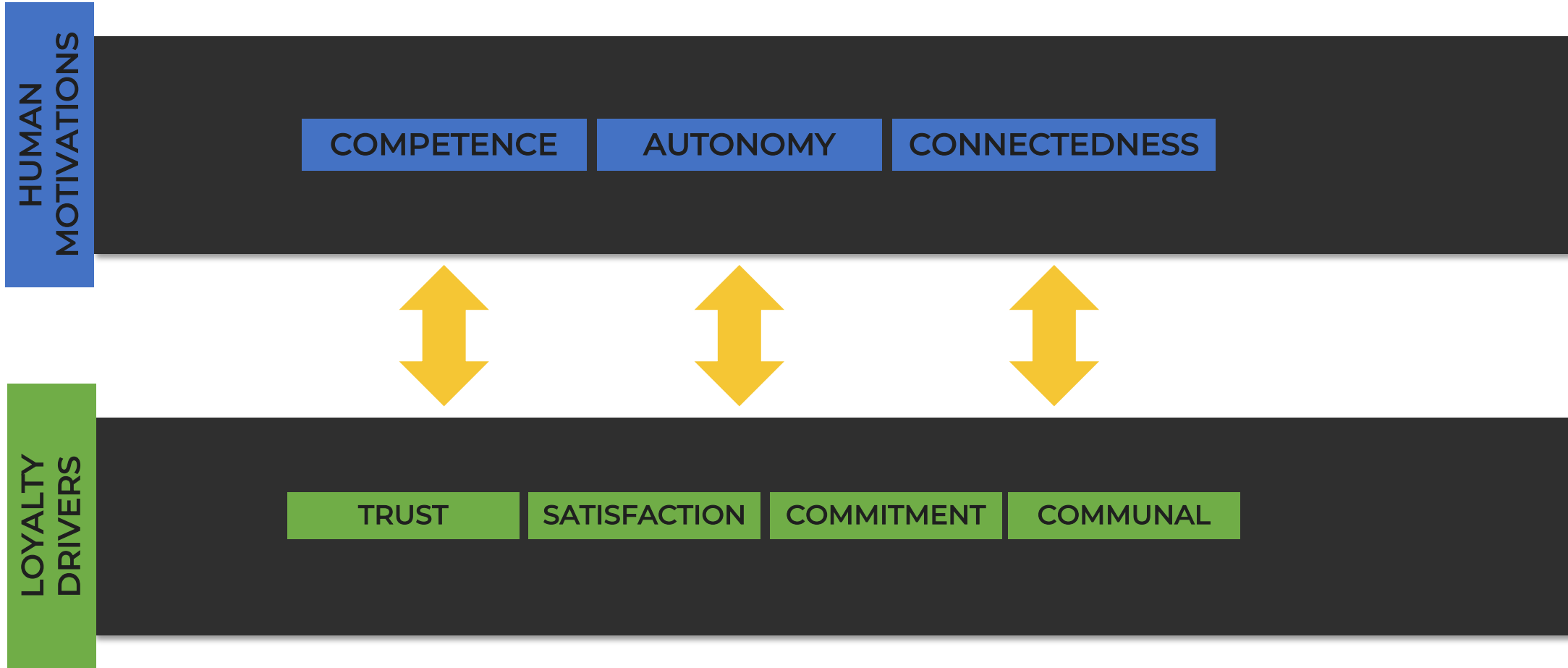
SATISFACTION

COMMITMENT

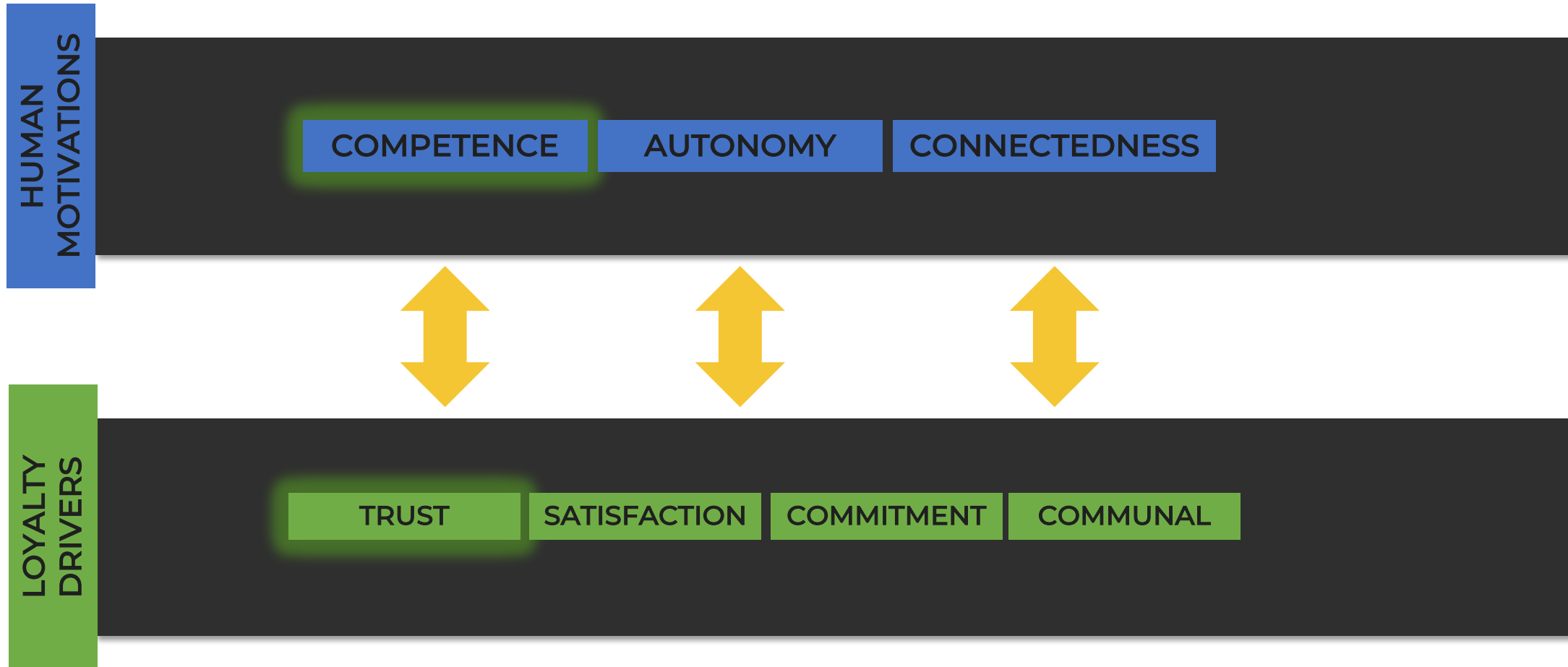
COMMUNAL



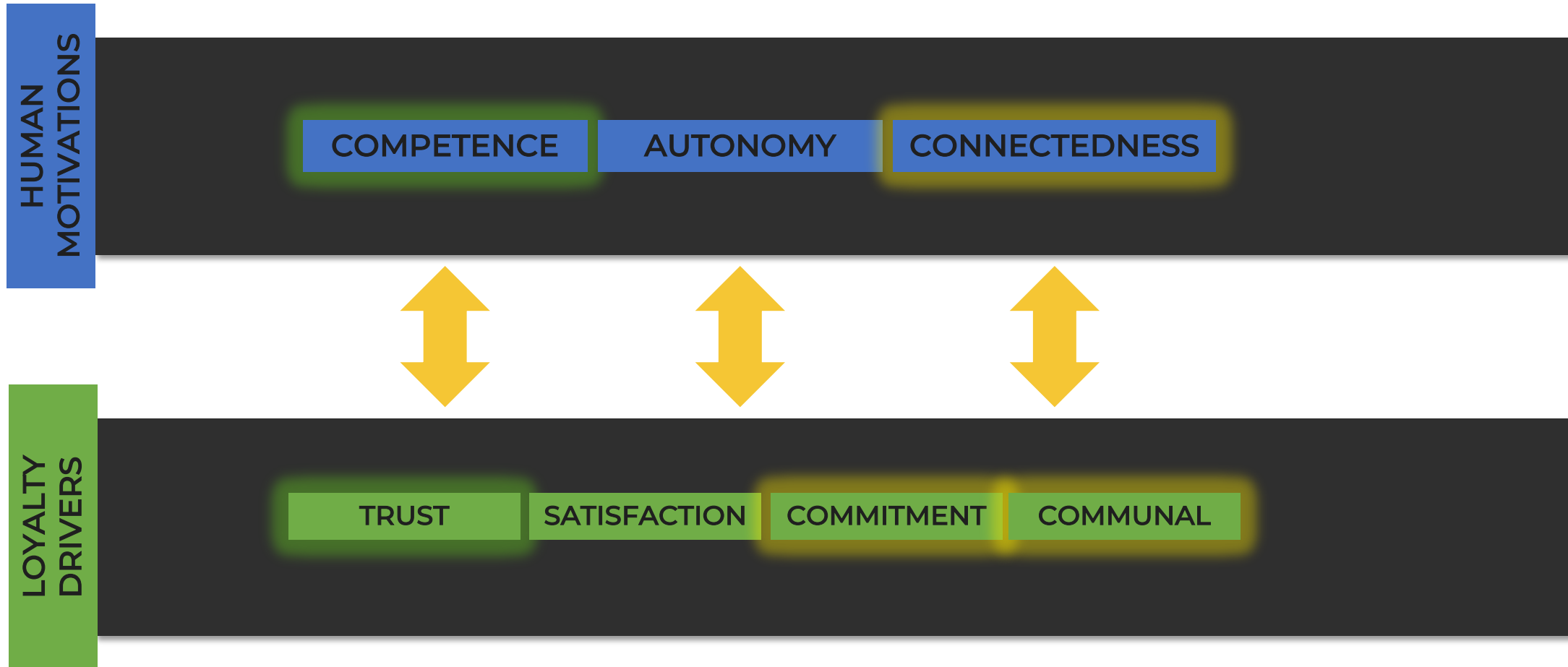
Driving Human Behaviour & Long-Term Loyalty



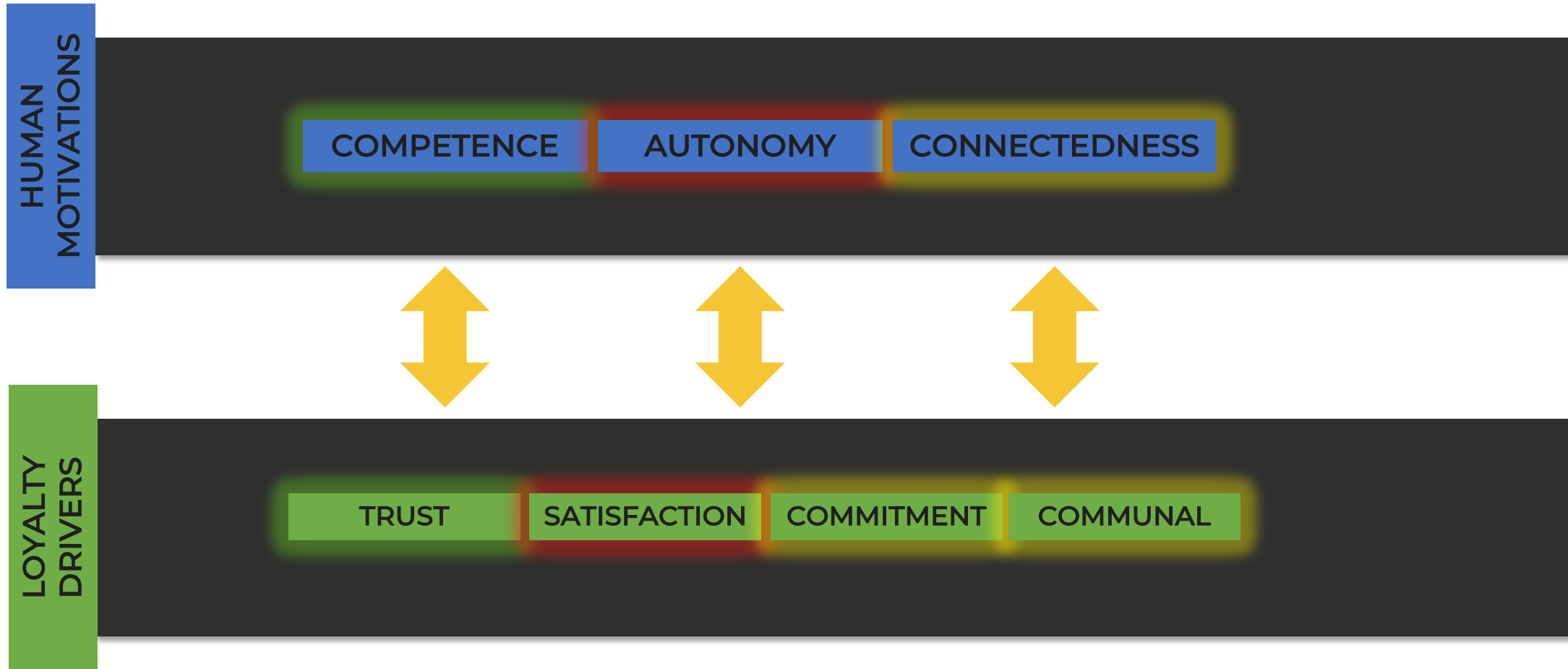
Driving Human Behaviour & Long-Term Loyalty



Driving Human Behaviour & Long-Term Loyalty



Driving Human Behaviour & Long-Term Loyalty



NEW DONOR WELCOME SERIES

8 EMAILS YOU COULD SEND



8 New Donor Welcome Emails You Could Send

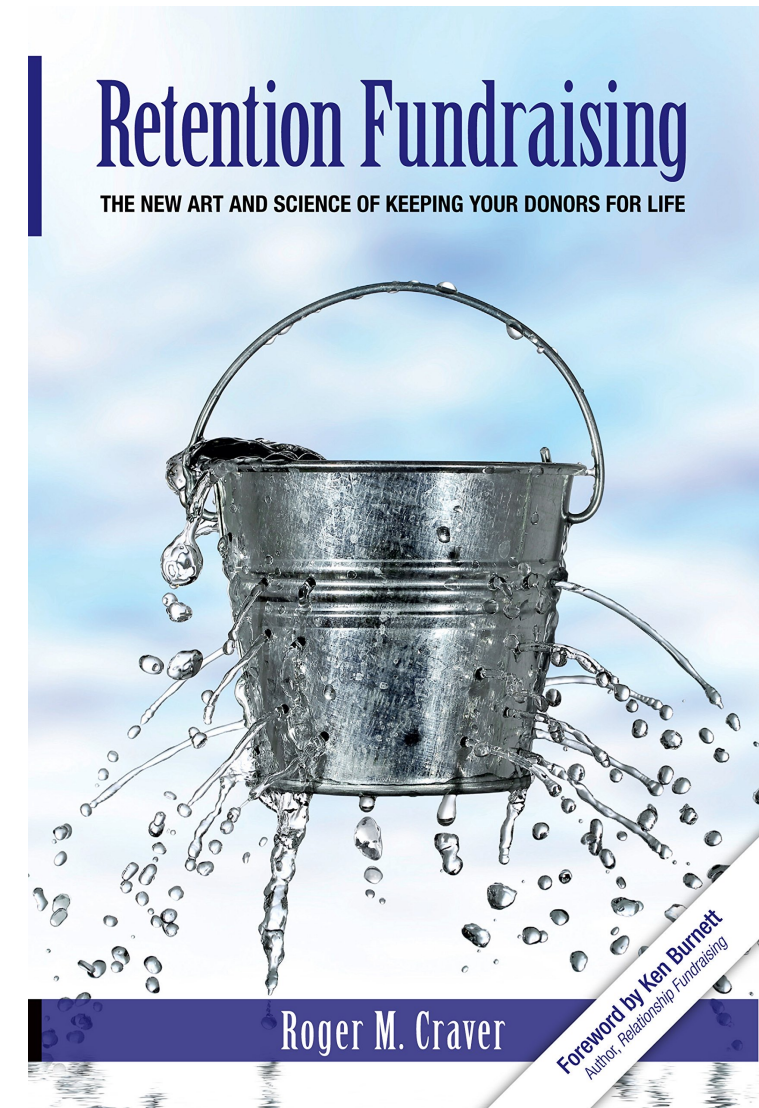
1. The Thank You Email
2. The Welcome Email
3. The Content Offer Email
4. The Survey Email
5. The Impact/Story Email
6. The Ask Email
7. The Reply Back Email
8. The Transition Email



THE **THANK YOU** EMAIL.

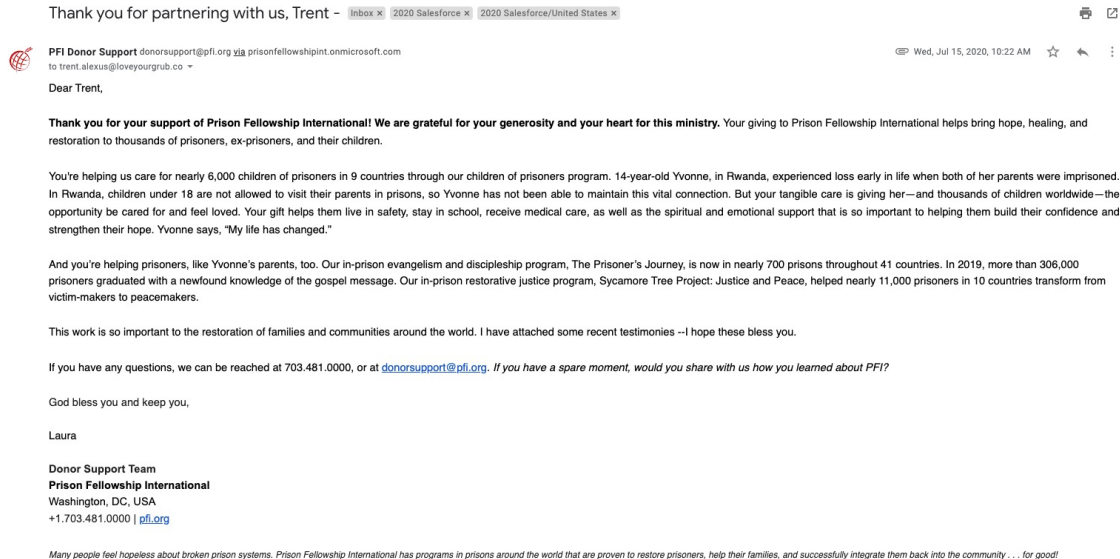


- Saying thank you is easy retention win #1.
- It should be timely and confirm the donation was received
- Should focus on
 - Why the gift is appreciated
 - Why the gift matters and
 - How the gift was put to work.



The Thank You Email

- ❑ From Donor Relations or ED/CEO
- ❑ Confirm the donation and tax deduction eligibility
- ❑ Express gratitude for the donation
- ❑ Refer to them as a generous person
- ❑ Share how the donation is or will be put to use
- ❑ Provide contact information
- ❑ Do not ask for any further action



COMPETENCE

AUTONOMY

CONNECTEDNESS

TRUST

SATISFACTION

COMMITMENT

COMMUNAL



Thank you for partnering with us, Trent -

Inbox x

2020 Salesforce x

2020 Salesforce/United States x



PFI Donor Support donorsupport@pfi.org via prisonfellowshipint.onmicrosoft.com
to trent.alexus@loveyourgrub.co ▾

Wed, Jul 15, 2020, 10:22 AM



Dear Trent,

Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your heart for this ministry. Your giving to Prison Fellowship International helps bring hope, healing, and restoration to thousands of prisoners, ex-prisoners, and their children.

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

And you're helping prisoners, like Yvonne's parents, too. Our in-prison evangelism and discipleship program, The Prisoner's Journey, is now in nearly 700 prisons throughout 41 countries. In 2019, more than 306,000 prisoners graduated with a newfound knowledge of the gospel message. Our in-prison restorative justice program, Sycamore Tree Project: Justice and Peace, helped nearly 11,000 prisoners in 10 countries transform from victim-makers to peacemakers.

This work is so important to the restoration of families and communities around the world. **I have attached some recent testimonies** --I hope these bless you.

If you have any questions, we can be reached at 703.481.0000, or at donorsupport@pfi.org. If you have a spare moment, would you share with us how you learned about PFI?

God bless you and keep you,

Laura

Donor Support Team
Prison Fellowship International
Washington, DC, USA
+1.703.481.0000 | pfi.org

Many people feel hopeless about broken prison systems. Prison Fellowship International has programs in prisons around the world that are proven to restore prisoners, help their families, and successfully integrate them back into the community . . . for good!



THE WELCOME EMAIL.



The Welcome Email

- ❑ From ED/CEO or Community
- ❑ State your values, beliefs, mission, and/or who you seek to serve
- ❑ Reflect who they are as a supporter
- ❑ Refer to the community they've joined and/or are a part of
- ❑ Invite them to learn more

COMPETENCE

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COMMUNAL



Trent, thank you for joining the fight to end slavery! We're excited you're with us.

Just to make sure we've introduced ourselves properly...

We are International Justice Mission (IJM), a global organization that partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

With you, we're a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.

Your gifts are already making a difference in this fight. Because of you, families are being freed from forced labor. Children are being rescued from sex trafficking and violence. Vulnerable widows no longer stand alone. **This rescue and restoration can only happen because people like you are with us!**

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.

You can also manage your profile and giving at [Your Portal](#). Just enter your information and click *Create Account* to get started. Be sure to use the email address we have on file for you – trent.alexus@loveyourgrub.co – you can always change it later!

[SIGN IN NOW](#)

In the coming weeks, you'll start receiving stories about survivors, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. You're an important part of this movement, and we want you to see the rescue and restoration that you're making possible.

Thank you again for joining us in the fight to end slavery!

Until all are free,
The IJM Team

P.S. Don't forget — add connect@ijm.org and giving@ijm.org to your address book, trusted sender list or company whitelist to make sure our emails don't get filtered out of your main inbox, and feel free to reach out to us at either address if you ever have any questions!



IJM.org | [Donate](#)

Update your email preferences or unsubscribe | [Privacy Policy](#)
Donations: PO Box 96961, Washington, DC 20090-6961, United States
Correspondence: PO Box 58147, Washington, DC 20037, United States

*A pseudonym. All text and images © 2020 International Justice Mission.

If you have trouble viewing this email, [click here](#).



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Your gifts are already making a difference in this fight. Because of you, families are being freed from forced labor. Children are being rescued from sex trafficking and violence. Vulnerable widows no longer stand alone. **This rescue and restoration can only happen because people like you are with us!**

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.

You can also manage your profile and giving at [Your Portal](#). Just enter your information and click *Create Account* to get started. Be sure to use the email address we have on file for you – trent.alexus@loveyourgrub.co – you can always change it later!

SIGN IN NOW

In the coming weeks, you'll start receiving stories about survivors, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. You're an important part of this movement, and we want you to see the rescue and restoration that you're making possible.

The Welcome Email

- ☐ From ED/CEO or Community
- ☐ State your values, beliefs, mission, and/or who you seek to serve
- ☐ Reflect who they are as a supporter
- ☐ Refer to the community they've joined and/or are a part of
- ☐ Invite them to learn more

COMPETENCE

AUTONOMY

CONNECTEDNESS

TRUST

SATISFACTION

COMMITMENT

COMMUNAL

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Thank you again for joining us in the fight to end slavery!

Until all are free,
The IJM Team

P.S. Don't forget — add connect@ijm.org and giving@ijm.org to your address book, trusted sender list or company whitelist to make sure our emails don't get filtered out of your main inbox, and feel free to reach out to us at either address if you ever have any questions!



[IJM.org](https://www.ijm.org) | [Donate](#)

[Update your email preferences or unsubscribe](#) | [Privacy Policy](#)

Donations: PO Box 96961, Washington, DC 20090-6961, United States

Correspondence: PO Box 58147, Washington, DC 20037, United States

*A pseudonym. All text and images © 2020 International Justice Mission.



If you have trouble viewing this email, [click here](#).

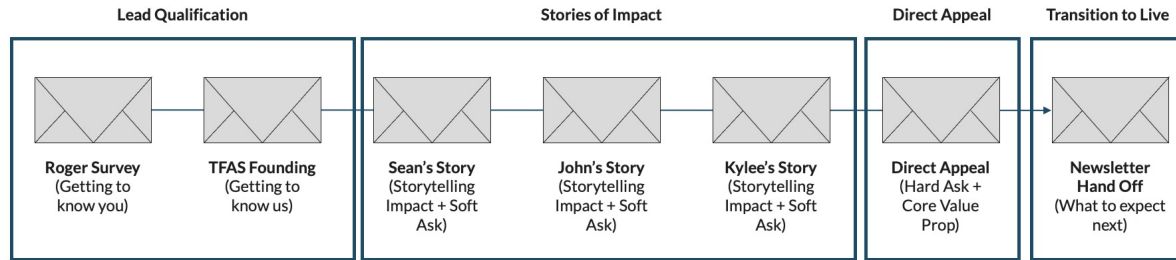
THE **CONTENT OFFER** EMAIL.



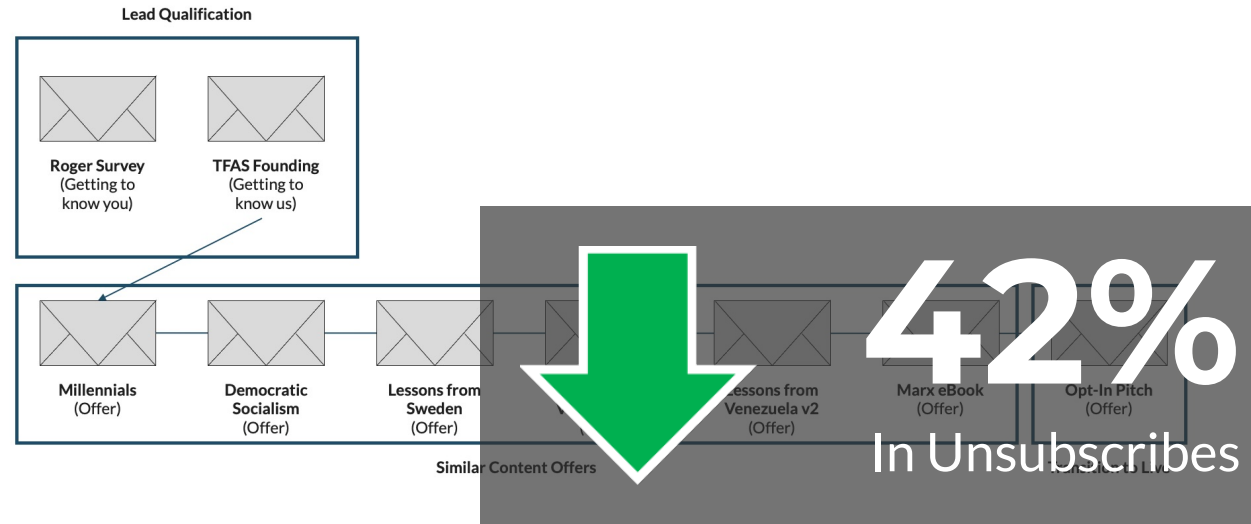
How An Offer-focused Welcome Series Impacts Donor Conversion Rate

SUBSCRIBERS

ORG-FOCUSED



OFFER-FOCUSED





One at a Time —
your free gift from
Food for the Hungry

[Download Your eBook](#)

Dear Edward,

If you have been looking for a way to follow God's calling and bring lasting life-change to those who are hurting ... today is your day to do just that.

I have a unique opportunity for you ... I would like to give you a gift: our free eBook, *One at a Time*.

[Please take a moment to download it here.](#)

I hope that you will download it today because it offers a glimpse into the history of Food for the Hungry and the heart of our founder, Larry Ward.

I know that these stories will resonate with you ... they show you the passion we have for our work as we:

1. Help people see that they have a future.
2. Bring about long-term transformation in the neediest communities.
3. Lift people out of poverty.
4. Teach and help people grow their own healthy, self-sustaining farms and gardens.
5. Help impoverished children receive the food and education they need — which can lead to helping the whole community.

Food for the Hungry's desire is to end poverty by going into the hard places and closely walking with the world's most vulnerable people.

We actively partner with churches, leaders, and families to:

- build transformational relationships,
- usher in justice,
- and renew communities.

The end result? God's purpose is revealed in each person we serve.

Our vision is that one day we will be able to look back and say, "God called and we responded until physical and spiritual hungers ended worldwide."

And our mission is to walk with churches, leaders and families in overcoming all forms of human poverty by living in healthy relationship with God and His creation.

[Please find out more — and discover how you can get involved — download *One at a Time* now. It's our free gift to you.](#)

Thank you for your interest in serving those in the most desperate situations, together with Food for the Hungry!

Serving together,

Gary Edmonds
President

P.S. [Please download your free eBook now.](#) I believe it will be a great blessing for you to see how you can be a part of helping the neediest people with God's love. Let's stay connected together on [Facebook](#), [Twitter](#), and [Instagram](#). You can also find us on [YouTube](#) too!

The Content Offer Email

- ❑ From ED/CEO or Communications
- ❑ Share what the resource is, how it is connected to your work, and how it will benefit them if/when they get it
- ❑ Only call to action is to download the content offer

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CONNECTEDNESS

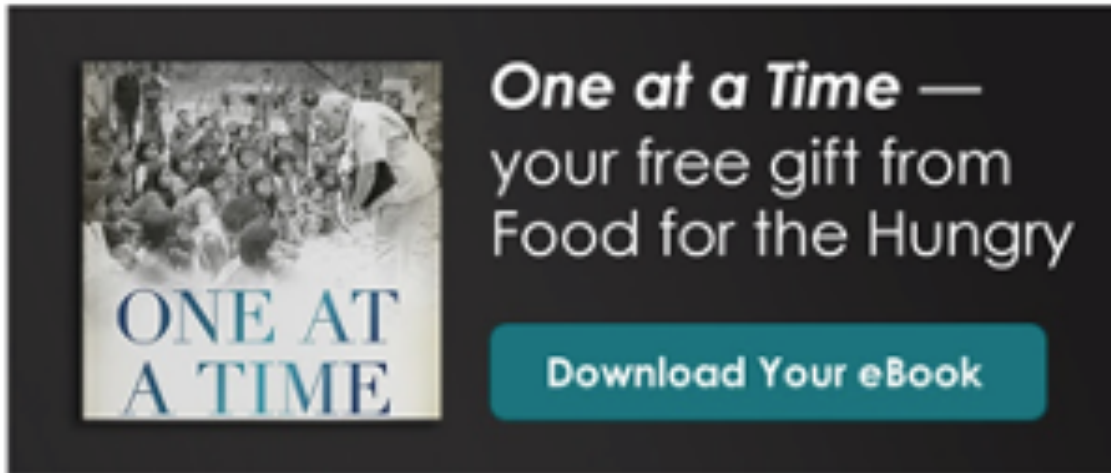
TRUST

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Hi Trent,

At Autism Speaks, our goal is to connect and empower people with autism and their families with resources and information — so that every person with autism, across the spectrum and throughout the life span, can reach their full potential.

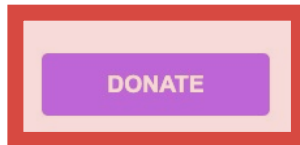
Looking for information about the early signs of autism, special education advocacy, resources and services for adults on the spectrum, financial planning or anything in between? Our dedicated Autism Response Team (ART) is here to help.

Check out [10 Ways the Autism Response Team Can Help](#) for more details.

You can contact ART by calling 1-888-AUTISM2 (288-4762), en Español: 1-888-772-9050, or by emailing help@autismspeaks.org.

We look forward to hearing from you and supporting you and your family.

Lindsay Naeder
Senior Director, Mission Delivery



Autism Speaks | 1 East 33rd Street, 4th Floor | New York, NY 10016
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Connect with us:

[Unsubscribe](#)

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"Love Anyway", Trent.

It makes for an easy slogan. Or a nice hashtag.

But it's one of the hardest things any of us can do.

How do you love anyway, when you come face to face with your enemy?

That's what our friend Sadiq did.



Sadiq travels all over Iraq with us, providing relief to war-torn families. One trip took him to a detention center where hundreds of men and teenage boys were held, accused of supporting ISIS. Guilty until proven innocent.

When Sadiq showed up with food, water, and clothing, he recognized one of the prisoners.

The man was held separate from the other detainees, because he had been positively identified as an ISIS leader.

This man was responsible for the death of Sadiq's friend.

It would have been the most natural thing in the world for Sadiq to say, "Not you."

"You don't deserve my help. You don't deserve compassion."

Instead, Sadiq crouched low, held a bottle to the man's lips, and said, "You killed my friend. Now I've come to give you a drink of water."

Imagine a love powerful enough to forgive your most hated enemy. Now imagine that love multiplied across Iraq, Syria, Korea, the US-Mexico border... and where you live, too.

What would change? *Everything.*

You can hear the rest of Sadiq's story on the Love Anyway podcast.

[Listen and subscribe here.](#)

Thank you for being on this journey with us.

The Content Offer Email

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THE **SURVEY** EMAIL.



**JUST 1.5% OF SUBSCRIBERS AND 4.5% OF
DONORS RECEIVED A SURVEY.**



The Survey Email

- ❑ From ED/CEO or Community
- ❑ Communicate the importance of the donor in your work, value of their input and perspective, and desire to hear them
- ❑ Give a sense of how long the survey will take
- ❑ Only have one CTA to take the survey

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Trent,

I wanted to thank you again for your recent gift to Planned Parenthood.

Donors are the backbone of our work to protect Planned Parenthood health centers and defend our reproductive rights. Your gift helps ensure that we have the resources we need to continue to protect care at Planned Parenthood health centers, provide critical sex education, and advocate to expand reproductive and sexual health care.

I don't have to tell you, Trent, there's no shortage of attacks on access to the care Planned Parenthood health centers provide each and every day. **As we plan for the future and respond to what's happening right now, I'd love to hear your thoughts on what matters most to you.** [Can you answer a few quick questions to help inform our work?](#)

The work ahead won't be easy, but we've shown time and time again that we can beat the odds when we work together. Advocates like you helped defeat the repeal of the Affordable Care Act and efforts to "defund" Planned Parenthood not once, not twice, but three times over.

These days, we have to work harder and smarter and go bigger to beat back attacks on Planned Parenthood health centers, reproductive health care providers, patients, and our communities.

Your support continues a legacy of hundreds of thousands of people pooling their resources to protect health care for millions and build the movement for reproductive care. So, tell us — how are you feeling about this moment, our work, and the road ahead?

Thank you for being with us, Trent — I'm proud to work alongside you.



Sincerely,

Alexis McGill Johnson, President & CEO
Planned Parenthood Federation of America

Trent: YOUR gift is building a movement. [Tell us what matters most to you »](#)

We need your input to shape the next phase of our work. Please, take a moment to share your thoughts now.

TAKE OUR SURVEY



The Survey Email

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The Survey Email

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- ❑ Only have one CTA to survey

CAN COLLECT ADDITIONAL INFORMATION YOU DON'T HAVE (PRE-FILL IT IF YOU DO)

IDENTITY.
PREFERENCES.
SATISFACTION.
COMMITMENT.

COMPETENCE

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CONNECTEDNESS

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We want to hear from you!

New attacks on Planned Parenthood and reproductive rights make our mission of "Care. No Matter What" more important than ever – and we're going to need you with us to protect access to care for all.

Your Information:

First Name Trent	Last Name Alexus
Date of Birth (Optional) MM/DD/YYYY	Pronouns (Optional) - Select -
Gender (Optional) - Select -	Sexual Orientation (Optional) - Select -
Race (Optional) - Select -	
Zip 75024	
Email trent.alexus@loveyourgrub.co	Mobile Phone + [Country Code] [Phone Number]

By providing your cell phone number, you agree to receive calls and texts to that number from Planned Parenthood organizations that may be automatically dialed or prerecorded on Planned Parenthood issues and other ways to get involved. Msg freq varies. STOP to quit. Msg & Data Rates May Apply. [Terms](#).

You'll receive emails from Planned Parenthood organizations. You may unsubscribe at any time.

Please take a few moments to fill out the short survey below. Thank you for sharing!

As we look ahead, which of the following Planned Parenthood priorities is most important to you? (Choose one.)

- ☐ Stopping dangerous legislation that would ban abortion and/or roll back health care coverage.
- ☐ Working to protect and expand access to important health services like cancer screenings, affordable birth control, and other basic preventive care.
- ☐ Standing up for people targeted by hostile lawmakers — particularly women, people with low incomes, LGBTQ people, undocumented Americans, and people of color.
- ☐ Making sure health centers have the resources they need to provide care to their patients — no matter what.
- ☐ All of the above.
- ☐ Other

How are you looking to get more involved with Planned Parenthood? (Check all that apply.)

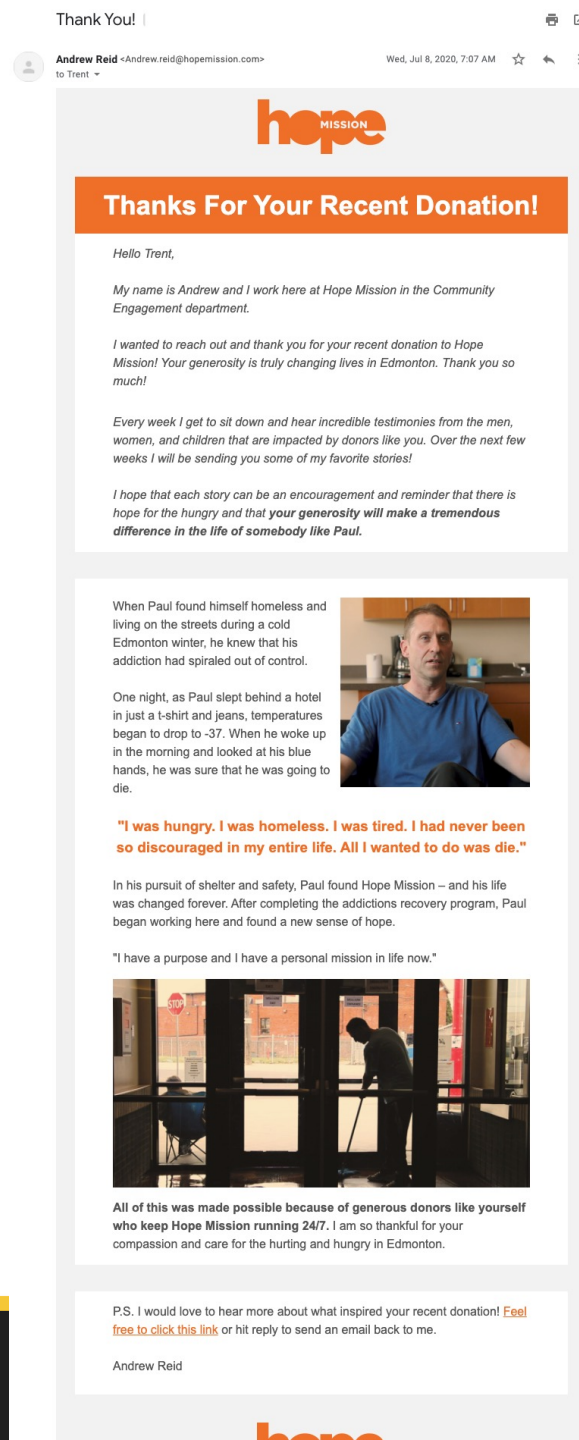
- ☐ Joining virtual events and taking action online, through petitions or over social media.
- ☐ Volunteering with Planned Parenthood in my community.
- ☐ Making a financial contribution to support Planned Parenthood organizations.
- ☐ Keeping up-to-date with health care-focused news and content.
- ☐ Seeing intersectional content, like how reproductive rights intersects with social justice.
- ☐ Other

Is there anything else you'd like to share? An experience from the last few months? A story about why you stand with Planned Parenthood? (Optional)

SUBMIT

THE **IMPACT/STORY** EMAIL.





The Impact/Story Email

- ☐ From ED/CEO or Programs Person
- ☐ Restate the problem your organization exists to solve
- ☐ Restate how crucial the donor's gift is/was in helping solve the problem
- ☐ Provide a link to read, watch, hear, and learn more about a specific project

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Thanks For Your Recent Donation!

Hello Trent,

My name is Andrew and I work here at Hope Mission in the Community Engagement department.

I wanted to reach out and thank you for your recent donation to Hope Mission! Your generosity is truly changing lives in Edmonton. Thank you so much!

Every week I get to sit down and hear incredible testimonies from the men, women, and children that are impacted by donors like you. Over the next few weeks I will be sending you some of my favorite stories!

I hope that each story can be an encouragement and reminder that there is hope for the hungry and that **your generosity will make a tremendous difference in the life of somebody like Paul.**

When Paul found himself homeless and living on the streets during a cold Edmonton winter, he knew that his addiction had spiraled out of control.

One night, as Paul slept behind a hotel in just a t-shirt and jeans, temperatures began to drop to -37. When he woke up in the morning and looked at his blue hands, he was sure that he was going to die.



"I was hungry. I was homeless. I was tired. I had never been so discouraged in my entire life. All I wanted to do was die."

In his pursuit of shelter and safety, Paul found Hope Mission – and his life was changed forever. After completing the addictions recovery program, Paul began working here and found a new sense of hope.

"I have a purpose and I have a personal mission in life now."



The Impact/Story Email

- ☐ From ED/CEO or Programs Person
- ☐ Restate the problem your organization exists to solve
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- ☐ Do not make an ask or have a link to a donation page

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"I have a purpose and I have a personal mission in life now."



All of this was made possible because of generous donors like yourself who keep Hope Mission running 24/7. I am so thankful for your compassion and care for the hurting and hungry in Edmonton.

P.S. I would love to hear more about what inspired your recent donation! [Feel free to click this link](#) or hit reply to send an email back to me.

Andrew Reid



Donate Monthly



Hope Mission, PO Box 953, Edmonton, AB T5J 2L8, Canada
[Update your subscription](#) — [Unsubscribe](#)

The Impact/Story Email

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THE MONTHLY GIFT ASK EMAIL.



The Monthly Gift Ask Email

- ❑ From ED/CEO or Development
- ❑ Reference and thank them for their past gift and how it's helped
- ❑ Build from that to make the case for how a regular monthly donation can do more
- ❑ Let them know they can change, pause, and/or cancel at anytime
- ❑ Only link to a monthly focused donation page

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Your recent gift says something about you, Trent.

It says you know how important it is to protect Planned Parenthood health centers and the affordable, nonjudgmental care so many patients get, that you want to defend that care, no matter what.

Not everyone makes space in their budget to support our work — not everyone can. But you did. I want to thank you again for that, and ask that you [consider making an even bigger difference — day after day — by starting a monthly gift.](#)

After signing up with a credit/debit card or PayPal, your monthly gift will process on this day each month. You can easily change your gift or cancel at any time.

In recent years, steady, reliable support from monthly donors made it possible for us to stop the multiple attempts to repeal the Affordable Care Act, block efforts to "defund" Planned Parenthood last year, and delay the Trump-Pence administration's dangerous gag rule from cutting patients off from care.

We don't know what will be thrown at us next, but we need to be prepared for anything so patients can continue getting the care they need. Monthly donors are going to make the difference in so much of our work to come.

\$35, \$25, \$15 — whatever you can afford to give monthly will make such a big difference. [Start your monthly gift now.](#)

Your monthly gift will help:

- **Support essential care at Planned Parenthood health centers** across the country and protect and expand access to birth control, safe and legal abortion, and other forms of reproductive health care.
- **Spread awareness about fresh attacks on our health and rights** from the Trump-Pence administration and others, making sure the people in power hear from those who would be most impacted by extremist policies and get the facts on the harm they'd cause.
- **Ensure that we can remain a trusted resource for sexual health information for millions of people** as the largest provider of sexual health information in the country.

We've already put your recent gift to work against the threats we face, but the truth is the other side isn't stopping. We have to keep working to protect the birth control, Pap tests, STI testing, cancer screenings, and other lifesaving forms of reproductive health care Planned Parenthood patients rely on every single day.

[Power our defense of reproductive health care week after week, month after month. Start your monthly gift to Planned Parenthood Federation of America.](#)

Thanks for never giving up.



Sincerely,

Alexis McGill Johnson, President & CEO
Planned Parenthood Federation of America



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Our right to control our bodies and futures is under attack like never before. Help us continue to expand access to vital reproductive health care and quality sex education — no matter what attacks come next by [starting a monthly gift today.](#)

GIVE MONTHLY

The Monthly Gift Ask Email

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Power our defense of reproductive health care week after week, month after month. Start your monthly gift to Planned Parenthood Federation of America.

Thanks for never giving up.



Sincerely,

Alexis McGill Johnson, President & CEO
Planned Parenthood Federation of America

visit plannedparenthood.org

Control

3

Donations needed
this hour to reach our goal!

Your donation will be matched, dollar for dollar, thanks to a \$30,000 gift from the CaringBridge Board of Directors.

[Donate to CaringBridge now »](#)



Treatment #1

3

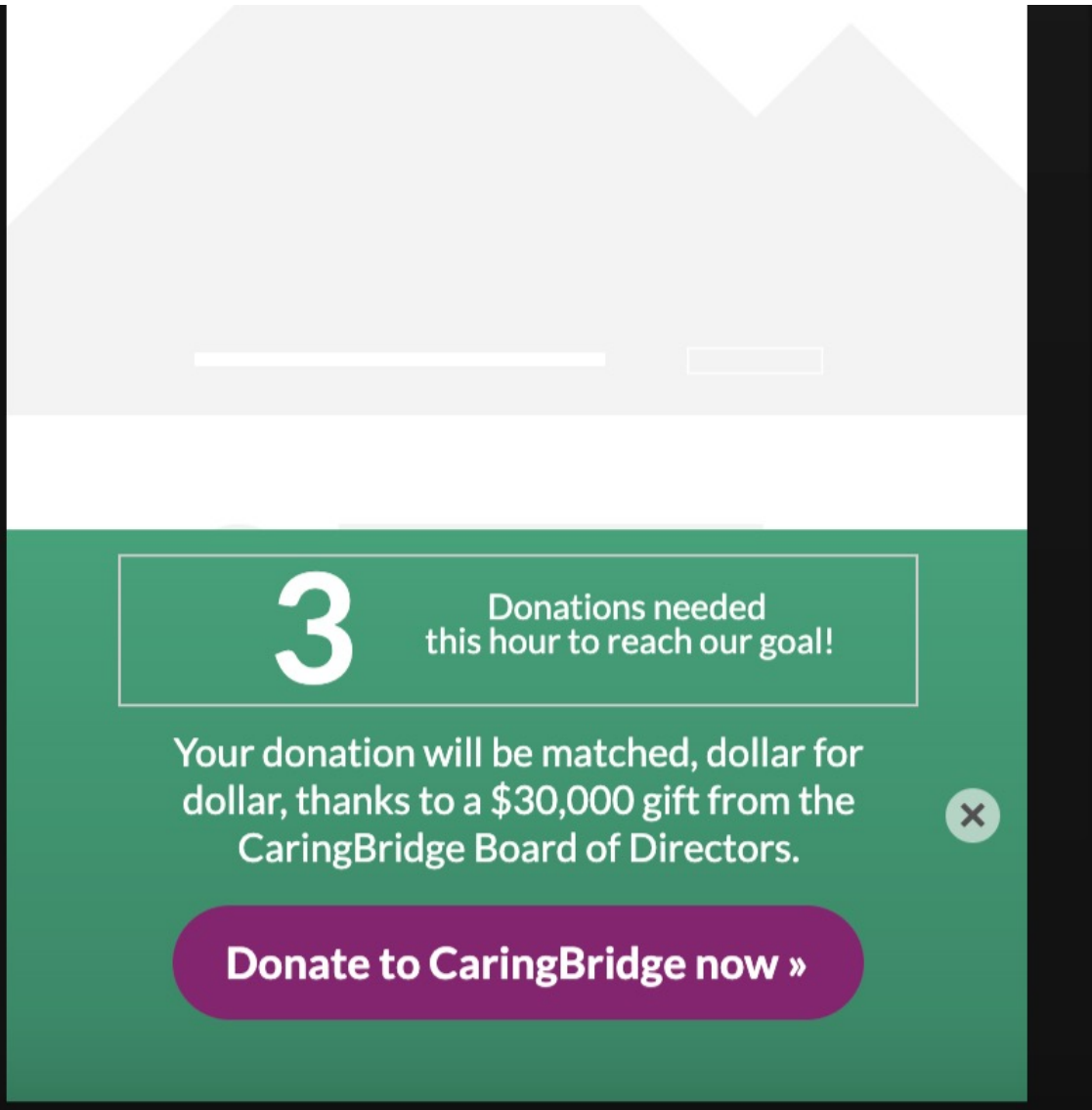
Donations needed
this hour to reach our goal!

You've been such a great friend by staying connected through CaringBridge. If it's not too much to ask, would you consider giving today so that our Board of Directors can match your gift?

[Donate to CaringBridge now »](#)



Control

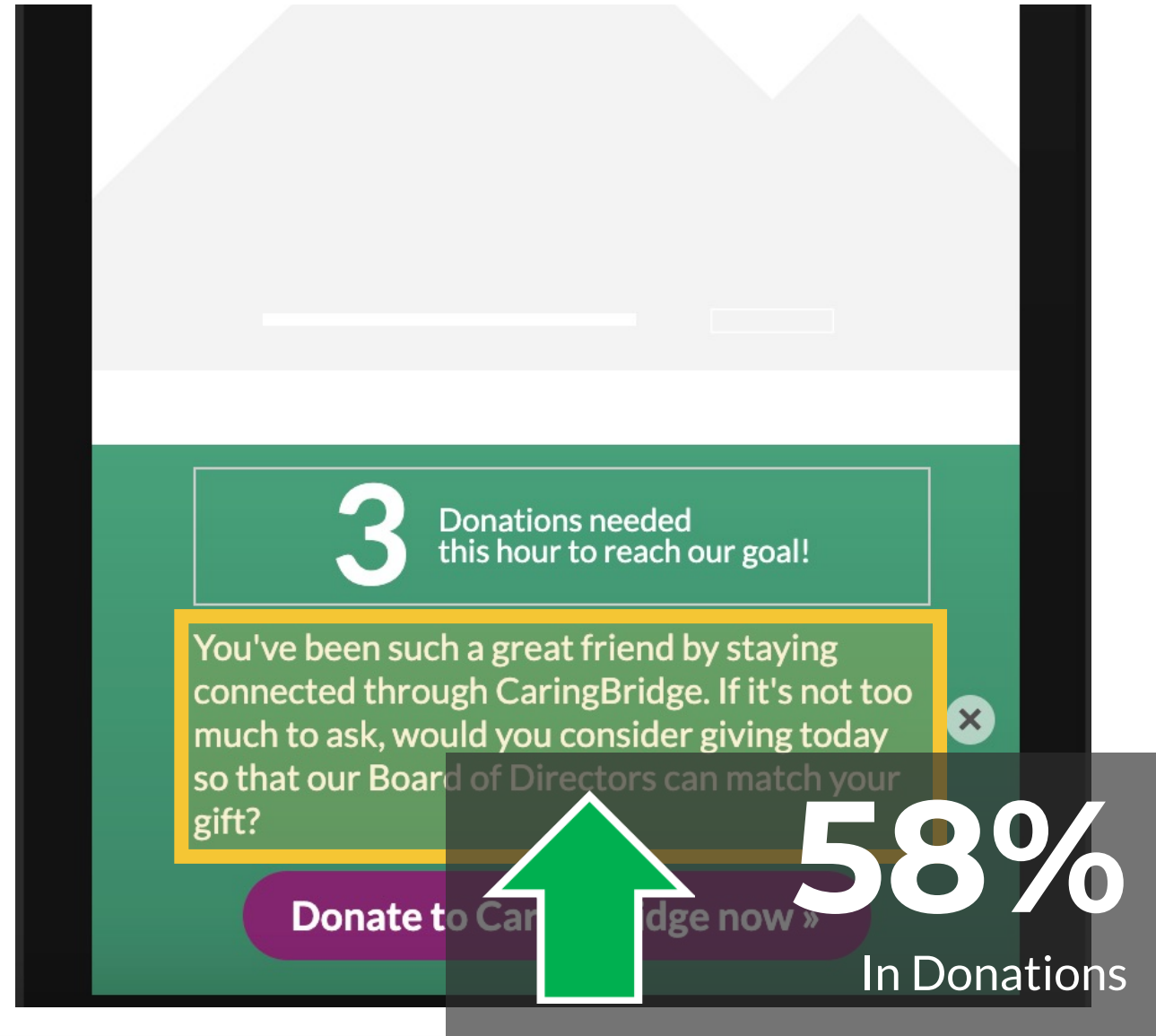


3 Donations needed this hour to reach our goal!

Your donation will be matched, dollar for dollar, thanks to a \$30,000 gift from the CaringBridge Board of Directors.

Donate to CaringBridge now »

Treatment #1



3 Donations needed this hour to reach our goal!

You've been such a great friend by staying connected through CaringBridge. If it's not too much to ask, would you consider giving today so that our Board of Directors can match your gift?

58% In Donations

Donate to CaringBridge now »



THE REPLY BACK EMAIL.



The Reply Back Email

- ☐ From ED/CEO or Community
- ☐ Write very personally and style like a Gmail or Outlook email
- ☐ Ask a relevant question that they can easily respond to and you're truly interested in knowing
- ☐ Be ready to filter emails back and respond accordingly
- ☐ No additional ask or link

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Subject: Matt at Preemptive Love - Thank You!

From: Matt Malcom <matt.malcom@preemptivelove.org>

To: trent.alexus@loveyourgrub.co

Date Sent: Tuesday, July 7, 2020 11:17:16 AM GMT-05:00

Date Received: Tuesday, July 7, 2020 11:20:09 AM GMT-05:00

Hi Trent!

This is Matt at Preemptive Love. If someone else hasn't already, I want to be the first to welcome you to the Preemptive Love community and say thank you for showing up to love anyway.

Please know you always have a seat at our table. We value you. Your story and voice matter to us.

If you wouldn't mind, I'd love to hear back from you! Feel free to share why you support Preemptive Love and what inspires you to love anyway. You can reply to this email or send me a text anytime.

Of course, if there is anything else on your mind, please feel free to reach out as well!

Peace!

Matt

COVID-19 UPDATE: [Preemptive Love named a top COVID-19 responder](#) by Charity Navigator



Matt Malcom

Donor Relations Coordinator

US Cell: (254) 236-8814

US Office: (254) 400-2033



We're building the most diverse community of peacemakers on the planet TO END WAR. [Join us.](#)



The Reply Back Email

- ❑ From ED/CEO or Comm
- ❑ Write very personally and like a Gmail or Outlook email
- ❑ Ask a relevant question that can easily respond to and truly interested in knowing
- ❑ Be ready to filter emails and respond accordingly
- ❑ No additional ask or link

Subject: Matt at Preemptive Love - Thank You!
From: Matt Malcom <matt.malcom@preemptivelove.org>
To: trent.alexus@loveyourgrub.co
Date Sent: Tuesday, July 7, 2020 11:17:16 AM GMT-05:00
Date Received: Tuesday, July 7, 2020 11:20:09 AM GMT-05:00

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COMPETENCE

AUTONOMY

CO

TRUST

SATISFACTION

COMMITM



THE **TRANSITION** EMAIL.



What's next?



Roger Ream <rogerream@tfas.org>
to trent.alexus ▾

Dear Trent,

As the President of TFAS, I'm exposed to great and uplifting news every day about how our alumni are making a generational impact to preserve American values here and abroad.

Since you've become such an important supporter and friend to me, I've asked my team to make sure that you are kept up to date on how we are defending your values.

Thank you again for your continued support. Without you, we would have lost America decades ago. With you, we have a fighting chance to preserve our values.

As always, please let me know if you have any questions, OK? I value your opinion and will do my best to respond quickly.

Thank you for your support!

Sincerely,

Roger Ream
President

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The Transition Email

- ❑ From ED/CEO or Communications
- ❑ Thank them again for the donation and how it is helping or has helped
- ❑ Give them a sense of what they can expect from you moving forward
- ❑ Restate how they can change their preferences and unsubscribe at anytime
- ❑ Allow replies and/or provide contact information for if/when they have any questions at all

COMPETENCE

AUTONOMY

CONNECTEDNESS

TRUST

SATISFACTION

COMMITMENT

COMMUNAL



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8 New Donor Welcome Emails You Could Send

1. The Thank You Email
2. The Welcome Email
3. The Content Offer Email
4. The Survey Email
5. The Impact/Story Email
6. The Ask Email
7. The Reply Back Email
8. The Transition Email



NEW DONOR WELCOME SERIES

TIMING



Four Caveats...

1. There is no perfect structure, cadence, template for all organizations
2. Something is better than nothing
3. This isn't tested (and welcome series' are very difficult to test)
4. I am not an academic, behavioural scientist, or cognitive psychologist



8 New Donor Welcome Emails You Could Send

1. **The Thank You Email**
 2. **The Welcome Email**
 3. The Content Offer Email
 4. The Survey Email
 5. The Impact/Story Email
 6. The Ask Email
 7. **The Reply Back Email**
 8. **The Transition Email**
- 4 Emails over 14 days
 - Day 1 – The Thank You Email
 - Day 4 – The Welcome Email
 - Day 9 – The Reply Back Email
 - Day 14 – The Transition Email
 - Remove from other appeals and asks during this time-frame



8 New Donor Welcome Emails You Could Send

1. **The Thank You Email**
 2. **The Welcome Email**
 3. The Content Offer Email
 4. The Survey Email
 5. **The Impact/Story Email**
 6. **The Ask Email**
 7. **The Reply Back Email**
 8. **The Transition Email**
- 6 Emails over 18 days
 - Day 1 – The Thank You Email
 - Day 2 – The Welcome Email
 - Day 6 – The Reply Back Email
 - Day 10 – The Impact/Story Email
 - Day 14 – The Ask Email
 - Day 18 – The Transition Email
 - Remove from other appeals and asks during this time-frame



8 New Donor Welcome Emails You Could Send

1. The Thank You Email
 2. The Welcome Email
 3. The Content Offer Email
 4. The Survey Email
 5. The Impact/Story Email
 6. The Ask Email
 7. The Reply Back Email
 8. The Transition Email
- 8 Emails over 24 days
 - Day 1 – The Thank You Email
 - Day 2 – The Welcome Email
 - Day 6 – The Content Offer Email
 - Day 10 – The Survey Email
 - Day 15 – The Impact/Story Email
 - Day 18 – The Ask Email
 - Day 21 – The Reply Back Email
 - Day 24 – The Transition Email
 - Remove from other appeals and asks during this time-frame



NEW DONOR WELCOME SERIES

DESIGN & DELIVERY



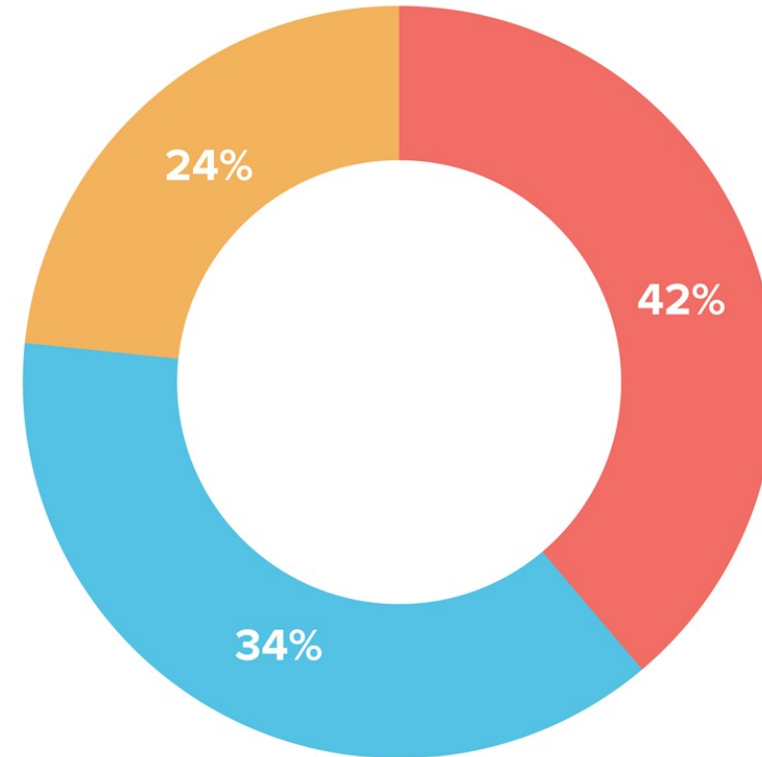


FLUENT
a cogint company

Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

- Sender or from name
- Subject line
- Preview text



Source: Data is from a joint Litmus-Fluent survey of 1,361 American adults (aged 18+) nationwide on July 5, 2016. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.7%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this research.



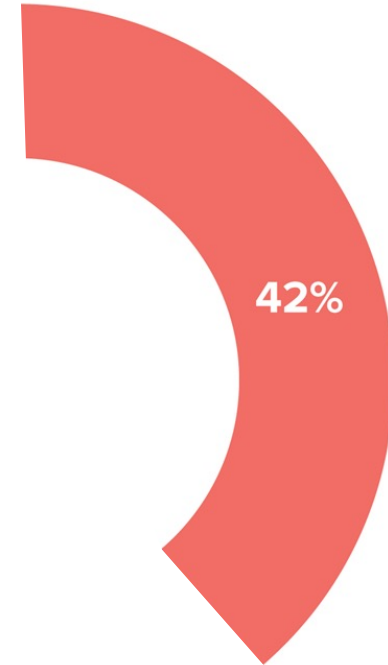


FLUENT
a cogint company

Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

42% look to see who the email is from *first*.



Source: Data is from a joint Litmus-Fluent survey of 1,361 American adults (aged 18+) nationwide on July 5, 2016. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.7%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this research.



Experiment #5930

A

● Jacinta Tegman, World Co... 2:59 PM ›
FW: [REDACTED] Only 1 day left to DOUBLE your gift!
Dear *ISALUTATIONI*,
copied it below.
In case you missed my email yesterday, I've

B

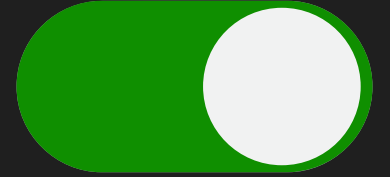
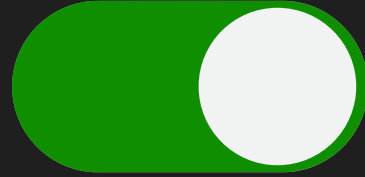
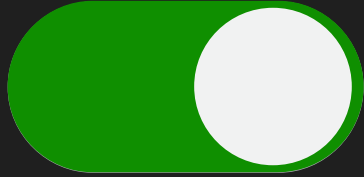
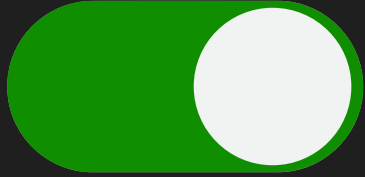
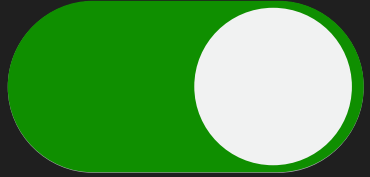
● Jacinta Tegman [REDACTED] 2:59 PM ›
FW: [REDACTED] Only 1 day left to DOUBLE your gift!
Dear *ISALUTATIONI*,
copied it below.
In case you missed my email yesterday, I've



18%

In Email Opens





MYSTERY

UTILITY

YOU

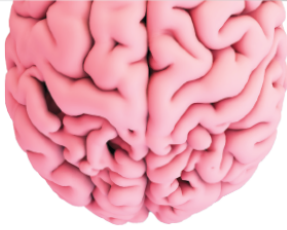
RECENCY

AUTHENTICITY

SUBJECT LINES

5 Mental Levers

that Anyone Can Use to Get More Opens and Donations



#1 Write out your subject line focusing primarily on the value to the reader. (*utility*)

CONTENT THAT PROVIDES VALUE:

- An eBook
- A guide
- An idea
- A course
- An opportunity
- A free gift

#2 Re-write your subject line to not completely give away the topic. (*mystery*)

PHRASES TO INVOKE MYSTERY:

Did you hear about _____?
Something you need to know
Is this what you were looking for?
An idea for you
The secret to _____

#3 Add a recency cue. (*recency*)

WORDS TO INVOKE RECENCY:

- Today
- Tomorrow
- Yesterday
- Good morning
- Monday-Sunday
- This week
- Last week
- Tonight

#4 Add a "made for you" cue or phrase. (*you*)

WORDS/PHRASES TO IMPLY "YOU":

- You
- Your
- You'll
- Yours
- [First Name]

#5 Check to make sure it doesn't sound opportunistic or self-centered. (*authenticity*)

UNAUTHENTIC EXAMPLES:

- Jane Doe, Organization Name (Sender Line)
- Act now to claim your free offer (Subject Line)
- Don't miss this great opportunity (Subject Line)
- Dear friend (Preview Text)
- Dear valued donor (Preview Text)



Want to dive deeper? Check out the email fundraising certification course at courses.nextafter.com



nextafter.com/subjectline



LESS LIKE THIS



Dear Edward,

If you have been looking for a way to follow God's calling and bring lasting life-change to those who are hurting ... today is your day to do just that.

I have a unique opportunity for you ... I would like to give you a gift: our free eBook, *One at a Time*.

[Please take a moment to download it here.](#)

I hope that you will download it today because it offers a glimpse into the history of Food for the Hungry and the heart of our founder, Larry Ward.

I know that these stories will resonate with you ... they show you the passion we have for our work as we:

1. Help people see that they have a future.
2. Bring about long-term transformation in the neediest communities.
3. Lift people out of poverty.
4. Teach and help people grow their own healthy, self-sustaining farms and gardens.
5. Help impoverished children receive the food and education they need — which can lead to helping the whole community.

Food for the Hungry's desire is to end poverty by going into the hard places and closely walking with the world's most vulnerable people.

We actively partner with churches, leaders, and families to:

- build transformational relationships,
- usher in justice,
- and renew communities.

The end result? God's purpose is revealed in each person we serve.

Our vision is that one day we will be able to look back and say, "God called and we responded until physical and spiritual hungers ended worldwide."

And our mission is to walk with churches, leaders and families in overcoming all forms of human poverty by living in healthy relationship with God and His creation.

[Please find out more — and discover how you can get involved — download *One at a Time* now. It's our free gift to you.](#)

Thank you for your interest in serving those in the most desperate situations, together with Food for the Hungry!

Serving together,

Gary Edmonds
President

P.S. [Please download your free eBook now](#), I believe it will be a great blessing for you to see how you can be a part of helping the neediest people with God's love. Let's stay connected together on [Facebook](#), [Twitter](#), and [Instagram](#). You can also find us on [YouTube](#) too!



Trent, thank you for joining the fight to end slavery! We're excited you're with us.

Just to make sure we've introduced ourselves properly...

We are International Justice Mission (IJM), a global organization that partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

With you, we're a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.

Your gifts are already making a difference in this fight. Because of you, families are being freed from forced labor. Children are being rescued from sex trafficking and violence. Vulnerable widows no longer stand alone. **This rescue and restoration can only happen because people like you are with us!**

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.

You can also manage your profile and giving at [Your Portal](#). Just enter your information and click [Create Account](#) to get started. Be sure to use the email address we have on file for you — trent.alexus@loveyourgrub.co — you can always change it later!

[SIGN IN NOW](#)

In the coming weeks, you'll start receiving stories about survivors, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. You're an important part of this movement, and we want you to see the rescue and restoration that you're making possible.

Thank you again for joining us in the fight to end slavery!

Until all are free,
The IJM Team

P.S. Don't forget — add connect@ijm.org and giving@ijm.org to your address book, trusted sender list or company whitelist to make sure our emails don't get filtered out of your main inbox, and feel free to reach out to us at either address if you ever have any questions!



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Correspondence: P.O. Box 58141, Washington, DC 20057, United States

*A pseudonym. All text and images © 2020 International Justice Mission.

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MORE LIKE THIS

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to trent.alexus

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Thank you for partnering with us, Trent - [Inbox](#) [2020 Salesforce](#) [2020 Salesforce/United States](#)

PFI Donor Support donorsupport@pfi.org via prisonfellowshipint.onmicrosoft.com
to trent.alexus@loveyourgrub.co

Dear Trent,

Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your heart for this ministry. Your giving to Prison Fellowship International helps bring hope, healing, and restoration to thousands of prisoners, ex-prisoners, and their children.

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity to be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

And you're helping prisoners, like Yvonne's parents, too. Our in-prison evangelism and discipleship program, The Prisoner's Journey, is now in nearly 700 prisons throughout 41 countries. In 2019, more than 306,000 prisoners graduated with a newfound knowledge of the gospel message. Our in-prison restorative justice program, Sycamore Tree Project: Justice and Peace, helped nearly 11,000 prisoners in 10 countries transform from victim-makers to peacemakers.

This work is so important to the restoration of families and communities around the world. I have attached some recent testimonies --I hope these bless you.

If you have any questions, we can be reached at 703.481.0000, or at donorsupport@pfi.org. *If you have a spare moment, would you share with us how you learned about PFI?*

God bless you and keep you,

Laura

Donor Support Team
Prison Fellowship International
Washington, DC, USA
+1.703.481.0000 | pfi.org

Many people feel hopeless about broken prison systems. Prison Fellowship International has programs in prisons around the world that are proven to restore prisoners, help their families, and successfully integrate them back into the community ... for good!



THIS IS WHAT OUR “OPTIMIZED” EMAILS LOOK LIKE...

Something for you to consider [Inbox x](#) [CULTIVATION STUDY x](#) [CULTIVATION STUDY/Email x](#)



Fr. David [Unsubscribe](#)
to leonard.mclean ▾

Hello Leonard,

As we proceed through Holy Week, I pray this is a time of many graces for you – especially during this uncertain season we are in. It certainly has been for me here at the National Shrine of Our Lady of the Snows.

One of my goals this Holy Week is to bring more people into a partnership with the Missionary Oblates. As we continue our work around the world we see the needs of the poor greater than ever as we all experience this global pandemic. Sustainers of our ministry are critically needed right now. Monthly supporters help the Oblates to maintain our ministries here at the Shrine and provide for the ongoing physical and spiritual care of those who need it most.

Is this something you would consider?

This Holy Week, I'd like to offer you a special opportunity to have a Votive Candle lit for you every month at the Shrine. When you become a monthly supporter of the Missionary Oblates with a gift of \$15 or more, we will light a candle for your intentions every single month and bring those before the Lord.

I have set a goal of 100 candles to be lit by the end of this Holy Week. The great news is it looks like we might reach this goal, but I need your help. Will you become an Oblate sustainer at this time and truly bless our missionaries during Holy Week?

I would be honored to light a candle for you every month at the Shrine. The Votive Candle will be a reminder that the Oblates and our Shrine pilgrims are lifting your prayer requests towards Heaven.

You can make your monthly contribution here: <https://oblatesusa.org/have-a-candle-lit/>

I hope you will consider this. What a beautiful sight it will be to light 100 candles every single month for the intentions of our faithful, monthly supporters.

I pray you have had a spirit-filled Holy Week so far, and I pray that the next few days are filled with joy as you celebrate the new life we receive through Jesus Christ.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

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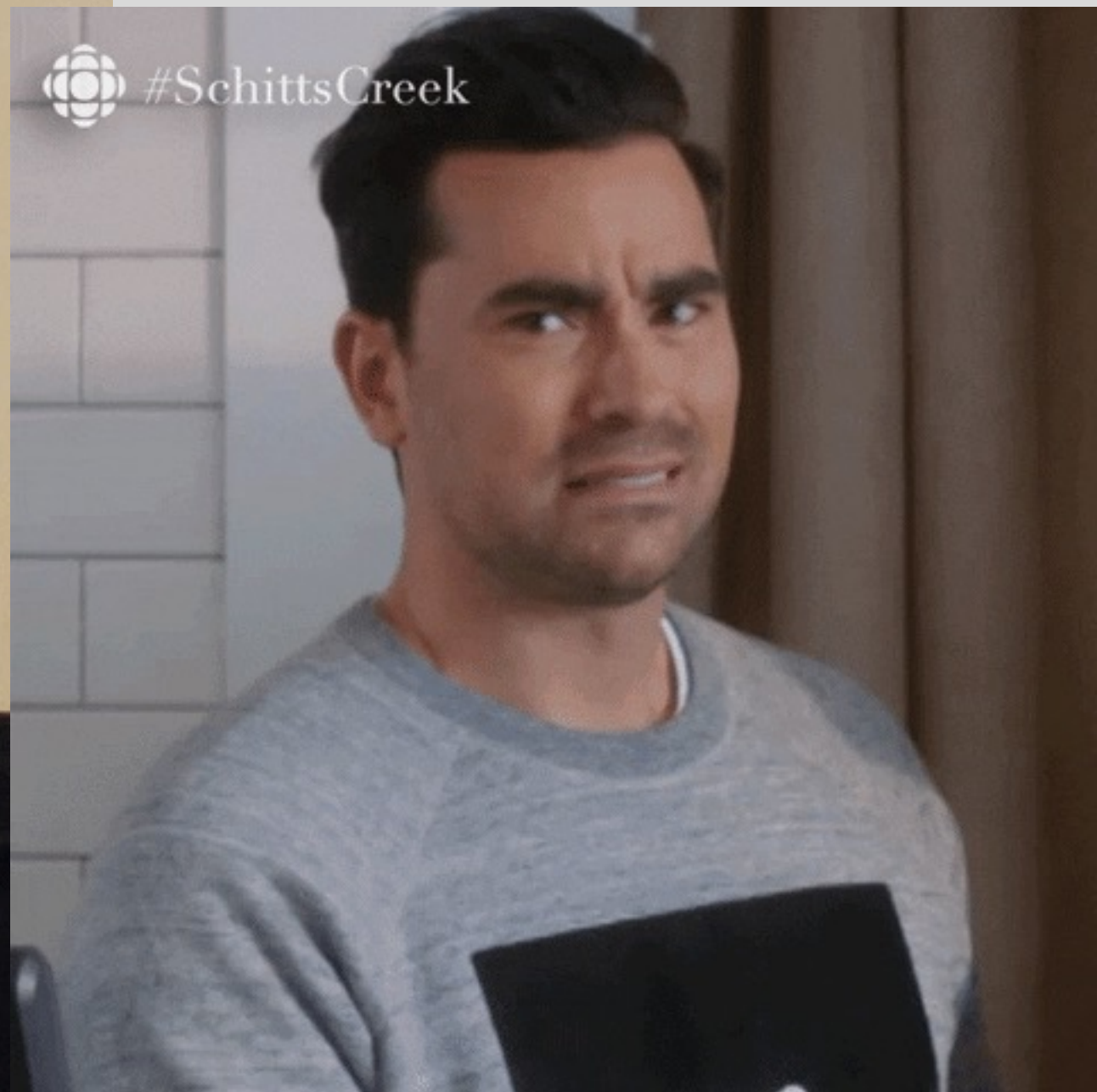




#SchittsCreek



#SchittsCreek



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YOU + MYSTERY.

Something for you to consider

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FROM A PERSON.

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I pray you have had a spirit-filled Holy Week so far, and I pray that the next few days are filled with joy as you celebrate the new life we receive through Jesus Christ.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

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PERSONAL/RELEVANT INTRODUCTION & MENTIONS PANDEMIC.

Something for you to consider

Fr. David [Unsubscribe](#)
to leonard.mclean

Hello Leonard,

As we proceed through Holy Week, I pray this is a time of many graces for you – especially during this uncertain season we are in. It certainly has been for me here at the National Shrine of Our Lady of the Snows.

One of my goals this Holy Week is to bring more people into a partnership with the Missionary Oblates. As we continue our work around the world we see the needs of the poor greater than ever as we all experience this global pandemic. Sustainers of our ministry are critically needed right now. Monthly supporters help the Oblates to maintain our ministries here at the Shrine and provide for the ongoing physical and spiritual care of those who need it most.

Is this something you would consider?

This Holy Week, I'd like to offer you a special opportunity to have a Votive Candle lit for you every month at the Shrine. When you become a monthly supporter of the Missionary Oblates with a gift of \$15 or more, we will light a candle for your intentions every single month and bring those before the Lord.

I have set a goal of 100 candles to be lit by the end of this Holy Week. The great news is it looks like we might reach this goal, but I need your help. Will you become an Oblate sustainer at this time and truly bless our missionaries during Holy Week?

I would be honored to light a candle for you every month at the Shrine. The Votive Candle will be a reminder that the Oblates and our Shrine pilgrims are lifting your prayer requests towards Heaven.

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Oblate Chaplain Director



PROBLEM/SOLUTION &
CONNECTS PANDEMIC TO
PEOPLE THEY SERVE.

Something for you to consider

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to leonard.mclean

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CLEAR CALL TO ACTION.

Something for you to consider

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NO “DESIGN”.

Something for you to consider

inbox x CULTIVATION STUDY x CULTIVATION STUDY/Email x

Fr. David [Unsubscribe](#)
to leonard.mclean ▾

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Email Series Control

SUBSCRIBERS

Email 1: Marriage
Resources

Email 2:
Product Offer

Email 3:
Product Offer

Email 4: Digital
Resources

Email 5: Digital
Resources

Email 6: Digital
Resources

Email 7: Digital
Resources

Email Series Treatment

SUBSCRIBERS

Hi [Name],

Thanks for signing up for the [Product Name] email series. I'm excited to share with you the [Product Name] and how it can help you [Benefit].

Here's what the [Product Name] can do for you:

- It can help you [Benefit 1].
- It can help you [Benefit 2].
- It can help you [Benefit 3].

Let's get started with the [Product Name] today. You can find the [Product Name] in the [Product Name] section of the [Product Name] website.

Best regards,
[Name]
[Title]
[Company]

Email 1: Reply Back

Hi [Name],

Thanks for signing up for the [Product Name] email series. I'm excited to share with you the [Product Name] and how it can help you [Benefit].

Here's what the [Product Name] can do for you:

- It can help you [Benefit 1].
- It can help you [Benefit 2].
- It can help you [Benefit 3].

Let's get started with the [Product Name] today. You can find the [Product Name] in the [Product Name] section of the [Product Name] website.

Best regards,
[Name]
[Title]
[Company]

Email 2: Digital Resource

Hi [Name],

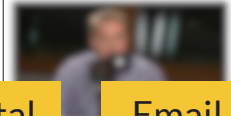
Thanks for signing up for the [Product Name] email series. I'm excited to share with you the [Product Name] and how it can help you [Benefit].

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Best regards,
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[Title]
[Company]



Email 3: Digital Resource

Email 4: Reply Back

Hi [Name],

Thanks for signing up for the [Product Name] email series. I'm excited to share with you the [Product Name] and how it can help you [Benefit].

Here's what the [Product Name] can do for you:

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- It can help you [Benefit 2].
- It can help you [Benefit 3].

Let's get started with the [Product Name] today. You can find the [Product Name] in the [Product Name] section of the [Product Name] website.

Best regards,
[Name]
[Title]
[Company]

Email 5: Product Offer

Email 6: Digital Resource

Email 7: Direct Ask

Hi [Name],

Thanks for signing up for the [Product Name] email series. I'm excited to share with you the [Product Name] and how it can help you [Benefit].

Here's what the [Product Name] can do for you:

- It can help you [Benefit 1].
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- It can help you [Benefit 3].

Let's get started with the [Product Name] today. You can find the [Product Name] in the [Product Name] section of the [Product Name] website.

Best regards,
[Name]
[Title]
[Company]

CONTROL



TREATMENT



RECEIVED OVER
1500 RESPONSES



33%

In Opens



42%

In Clicks



875%

In Donations



99%

In Revenue

SUBSCRIBERS

EMAIL FUNDRAISING OPTIMIZATION CERTIFICATION COURSE

courses.nextafter.com



NEW DONOR WELCOME SERIES

TOOLS



DONATION PAGE

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...
This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission

Premium image

Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

☒ This is a one-time gift of [\$xx above]
☐ This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Address 2

CityStateZip Code

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

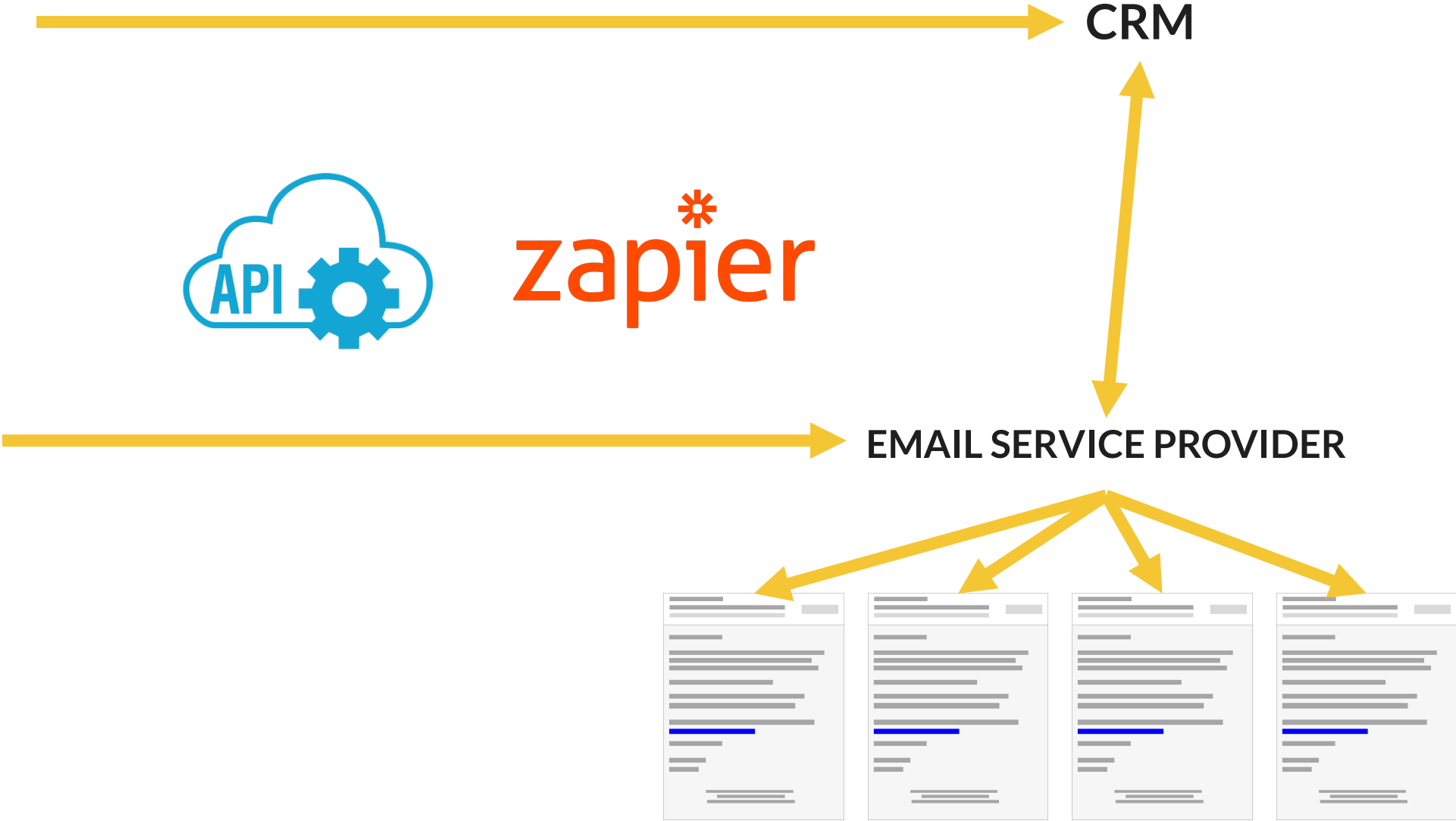
Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



NEW DONOR WELCOME SERIES

OTHER CHANNELS

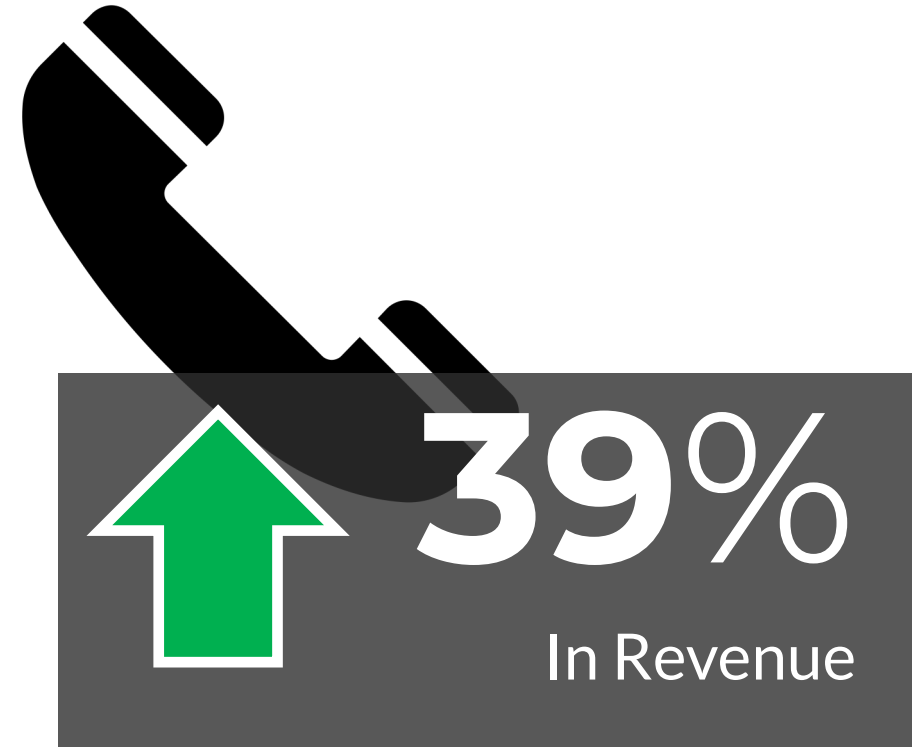


From Penelope Burk's "Donor Centered Fundraising"

NO THANK-YOU CALL



THANK-YOU CALL



Buckner Offline Donor Welcome

- 1 – THANK YOU & RECEIPT
- 2 – THANK YOU POSTCARD
- 3 – IMPACT POSTCARD
- 4 – IMPACT POSTCARD
- 5 – APPEAL LETTER



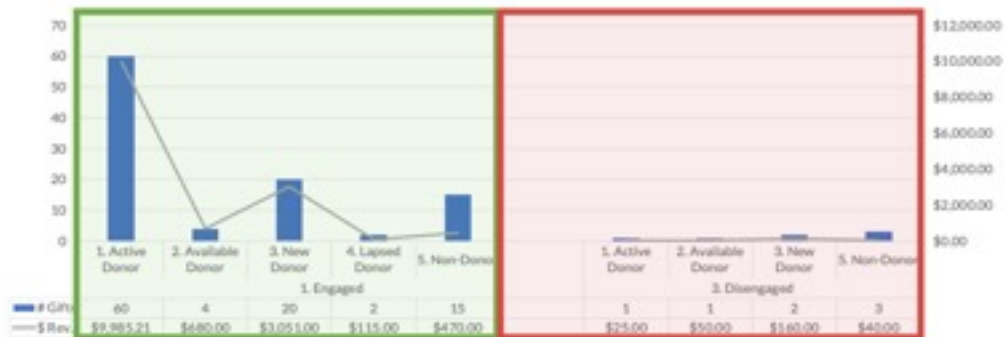
WHAT HAPPENS **AFTER** YOUR
NEW DONOR WELCOME SERIES?



Engagement Needs to Continue!

REVIEW

Gifts/Rev. by Engagement* & Donor Status

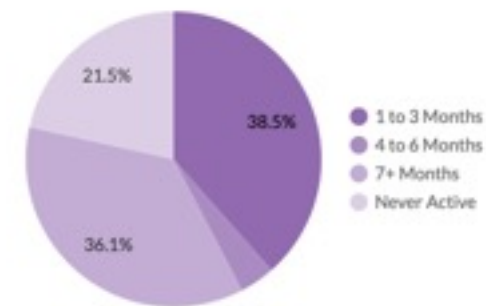


91% of gifts & 96% of revenue came from "Engaged" email status. Ultimate email deliverability are paramount for the online program to

Engagement = at least one open and/or click in the past 11 emails, EXPERIMENT ID: 47190: How breaking your fundraising

- 61% of email recipients have not opened or clicked an email in the past 3 months.
- 58% have not opened or clicked an email in the past 6 months.
- 22% have never opened or clicked an email.

Recent Email Engagement*



* At least one open and/or click within the past 6 months

Overall retention is <44% and roughly half that for new donors



Repeat Donor Retention Rate (YTD) 38.6%

↓ -3.9% YTD change



New Donors Retention Rate (YTD) 18.3%

↓ -9.2% YTD change



Recapture Rate (YTD) 4.3%

↑ +1.8% YTD change

25% First-Year, Online-Only Donor Retention Rate

66% Multi-Year, Online-Only Donor Retention Rate

29% First-year, Offline-Only Donor Retention Rate

59% Multiyear, Offline-Only Donor Retention Rate

Source: Fundraising Effectiveness Project, Year-to-Date Fundraising Performance, 2020 and Blackbaud Institute, Charitable Giving Report, 2020



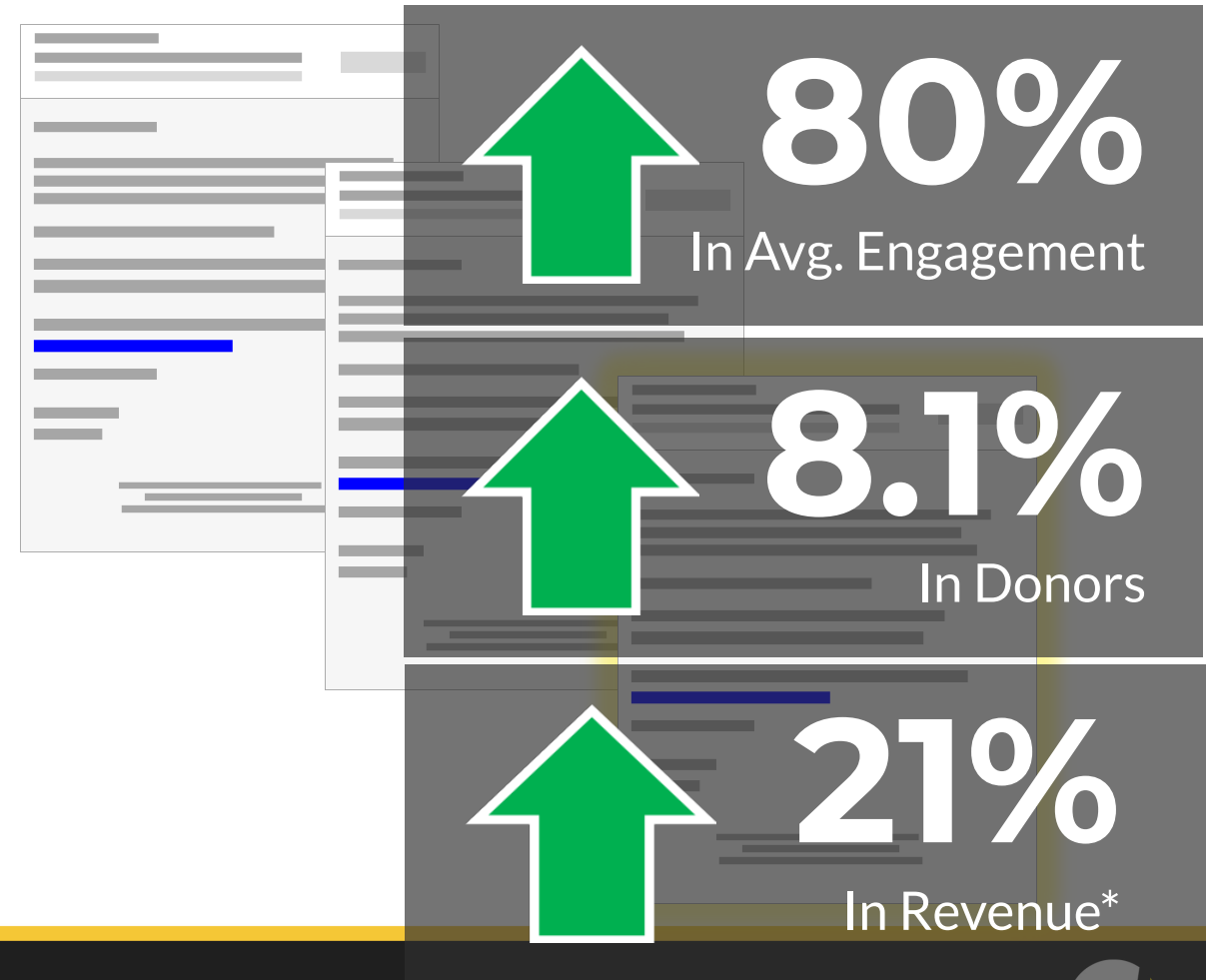
How Increasing Cultivation Impacts Revenue

3 MONTHS

CONTROL



TREATMENT



* Revenue increase has 98% LoC but has not yet reached statistically significant sample size



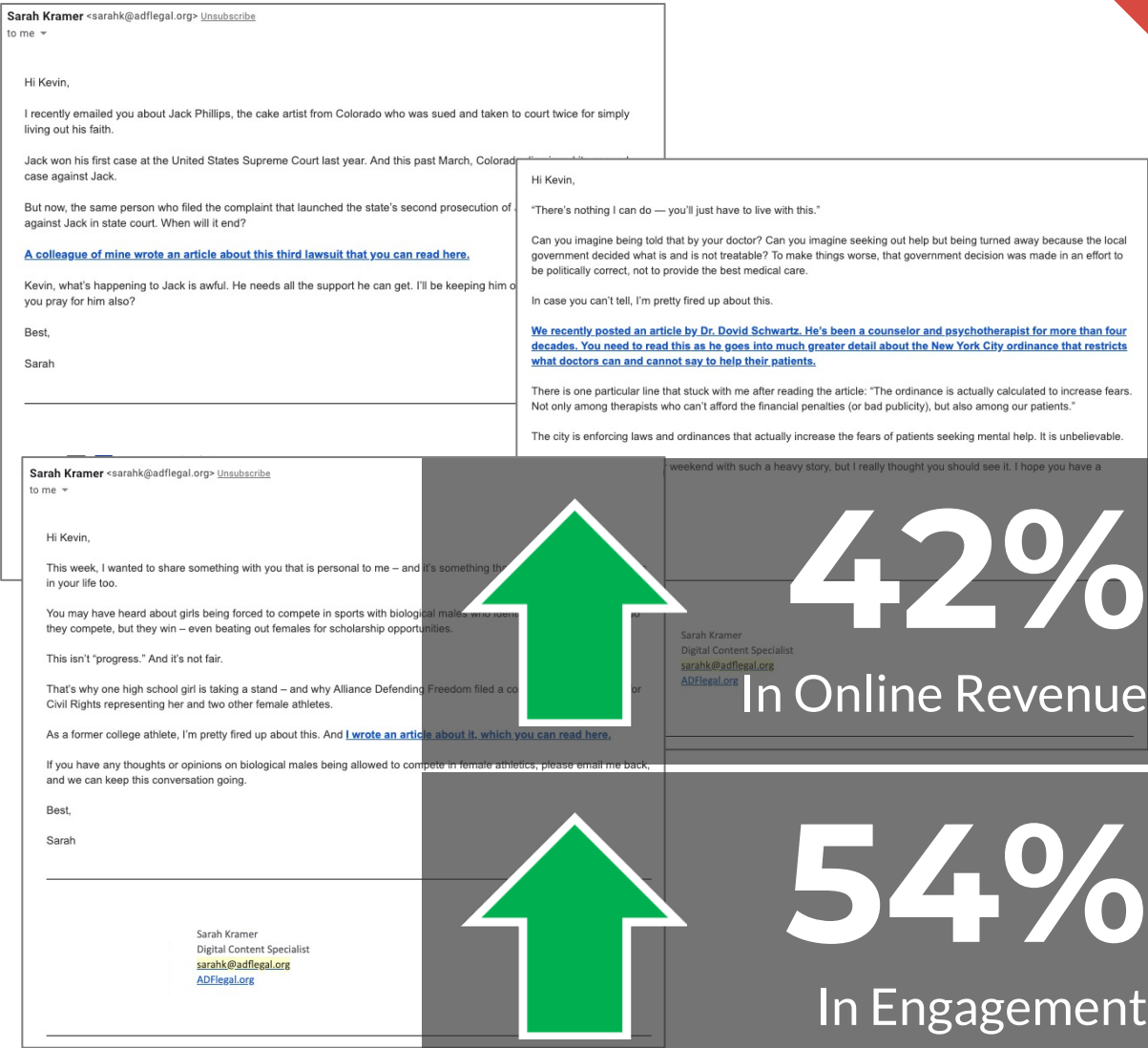
6 MONTHS

No Additional Cultivation



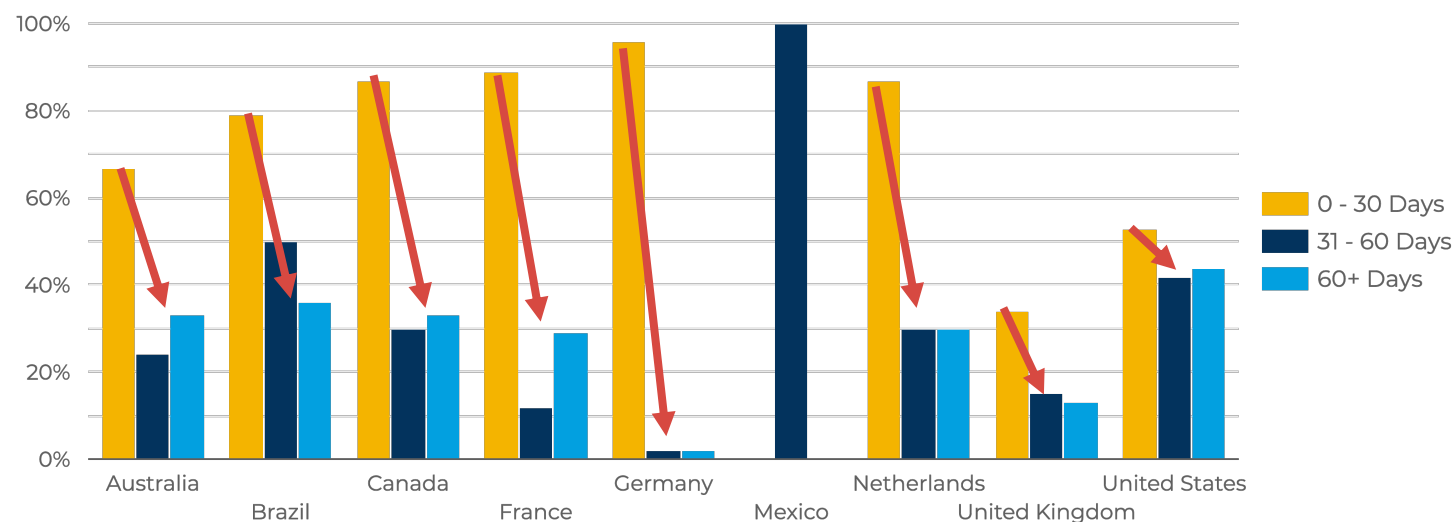
No Additional Cultivation

With Additional Cultivation

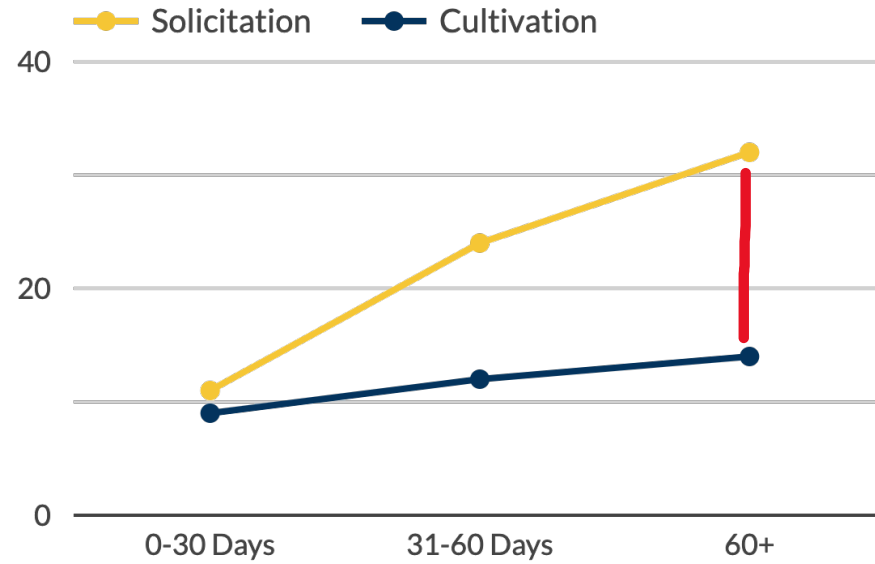


- 3 in 10 organizations sent at least 1 cultivation email to the Online Donor beyond 60 days

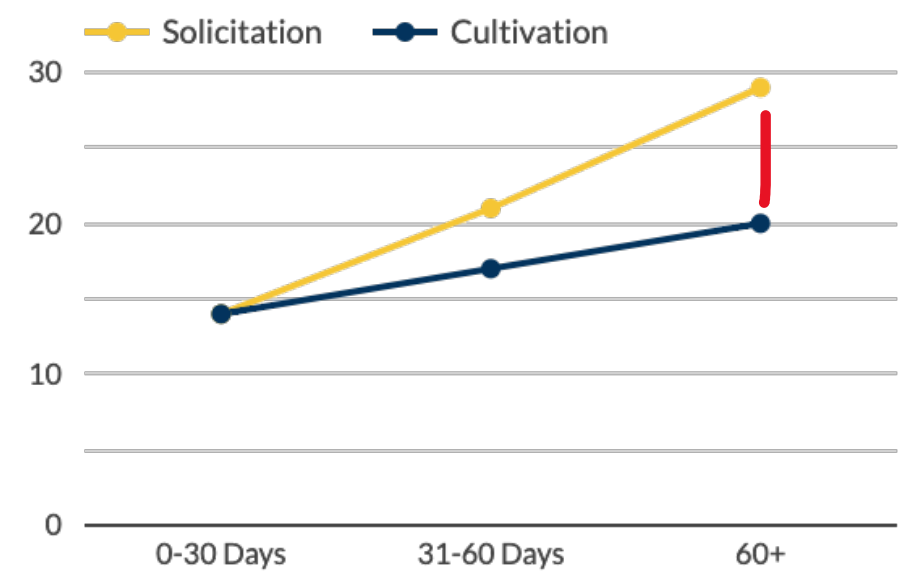
Percent of Organizations Sending Cultivation to the Online Donor Over Time



CHILDREN

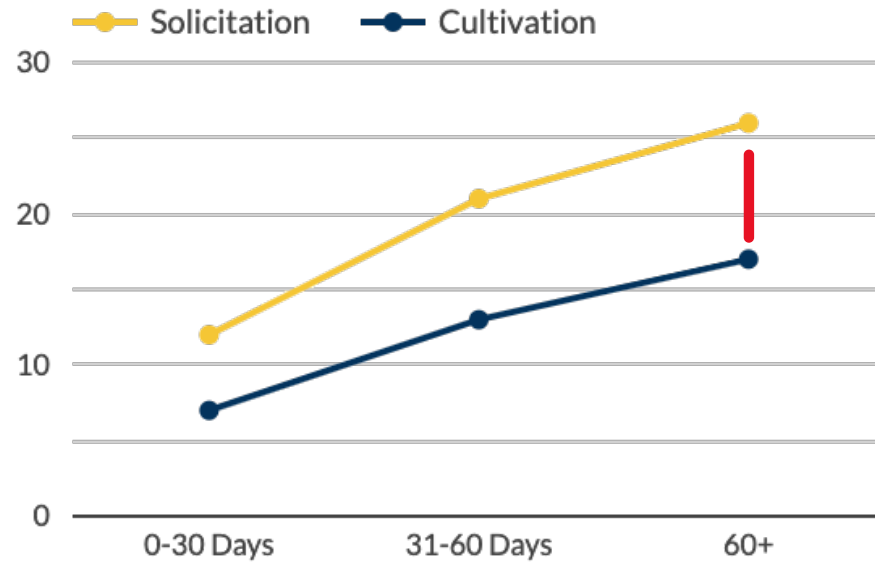


CHILDREN

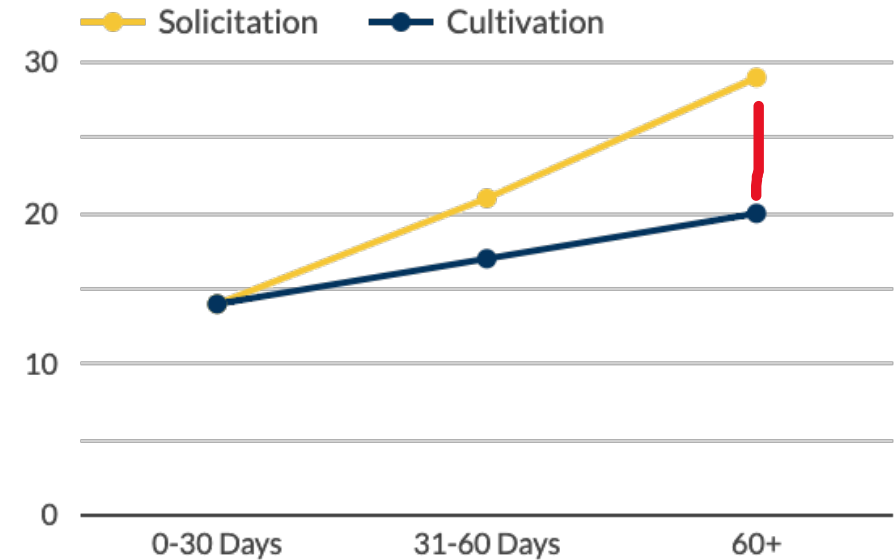


ONLINE
DONOR

ENVIRONMENT



INTERNATIONAL



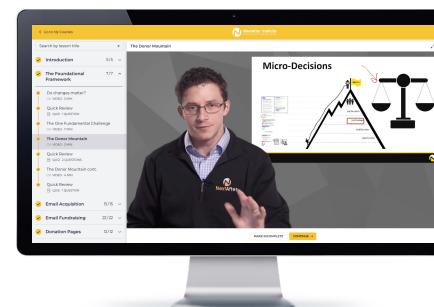
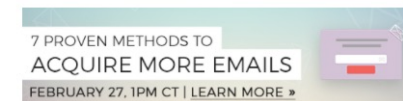
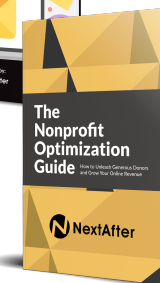
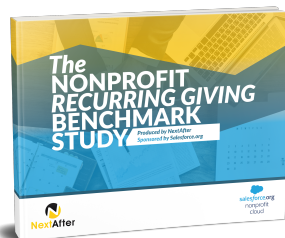
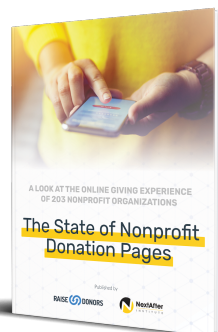
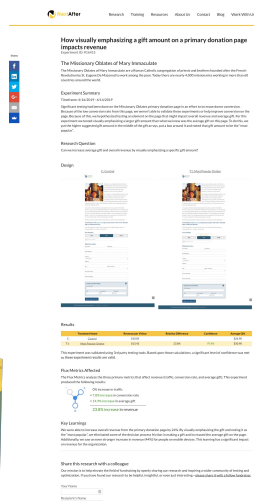
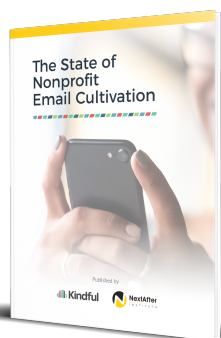
GO DEEPER.

ON A **MISSION** TO DECODE WHAT WORKS IN
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS
MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING





VISIT US ON THE

OneCause YouTube Channel

1:41 / 2:00





info@onecause.com
www.onecause.com
888.729.0399

Brady Josephson
brady@nextafter.com
[@bradyjosephson](https://www.instagram.com/bradyjosephson)
[in/bradyjosephson](https://www.facebook.com/bradyjosephson)
nextafter.com