

onecause® | WEBINAR

Strategies to **Activate Your Donors** on

GIVING TUESDAY

by **Investing in Them First**



Nathan Hill

Vice President, NextAfter Institute



Wednesday, July 26, 2023



Raise®

#FEARLESSSERIES

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 - Share with friends on social
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 - Wrap-up email with Webinar recording
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Learn more about the ALL NEW OneCause Fundraising Platform

PRESENTERS



Dawn Lego (she/her)

Director, Brand Engagement
OneCause



Nathan Hill (he/him)

VP, NextAfter Institute
NextAfter



NextAfter Institute
FOR ONLINE FUNDRAISING

Give to Your Donors First

An **Online Fundraiser's Guide** to
More Donations on ***Giving Tuesday***



We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



We perform experiments...

Compassion

▲ 14.4% lift

How a simplified decision process and contextual landing page design affects conversion

[VIEW](#)

KUOW

▲ 28.8% lift

Will a less designed, more text based email lead to more donations?

[VIEW](#)

CARING BRIDGE

▲ 125.9% lift

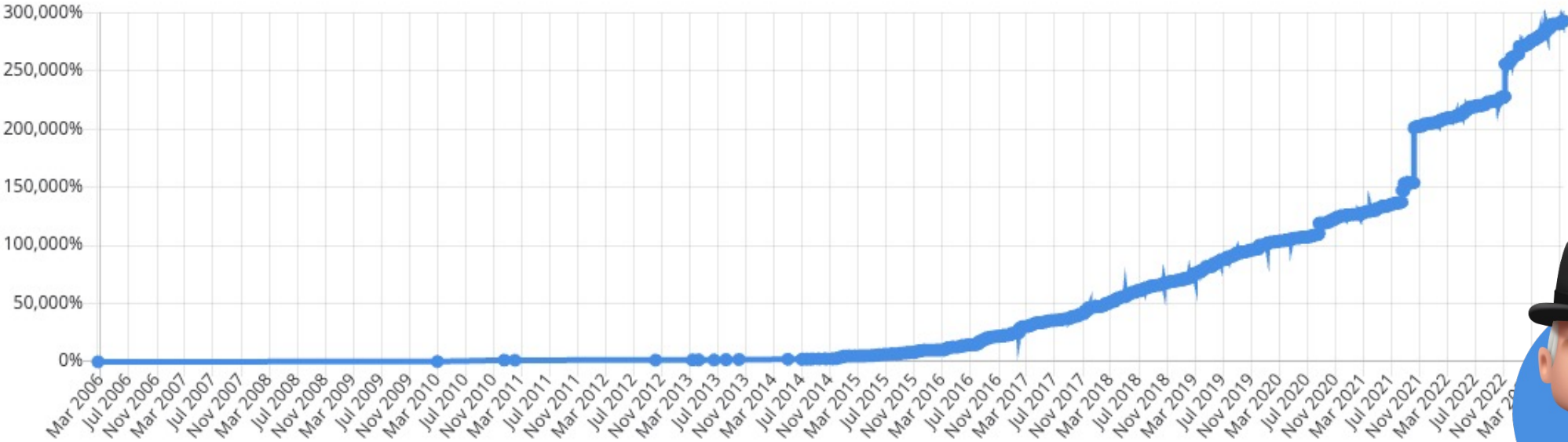
How an open field on a donation form affects donor conversion rate

[VIEW](#)



Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



TOTAL SAMPLES
723,120,689

TOTAL CONVERSIONS
21,577,939

TOTAL RECORDED
5,443

CUMULATIVE NET IMPACT
292,652.1%

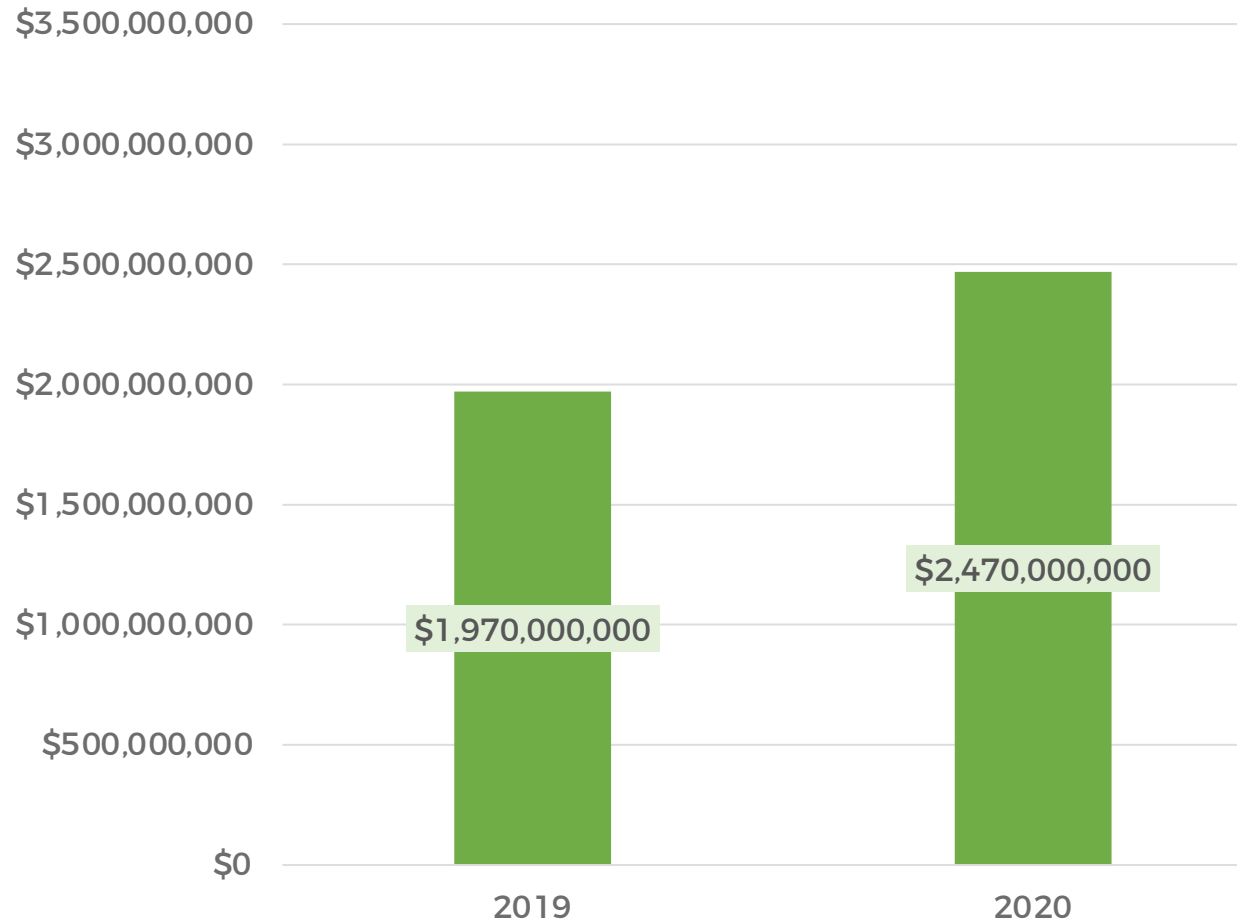
Is Giving Tuesday really
that important?



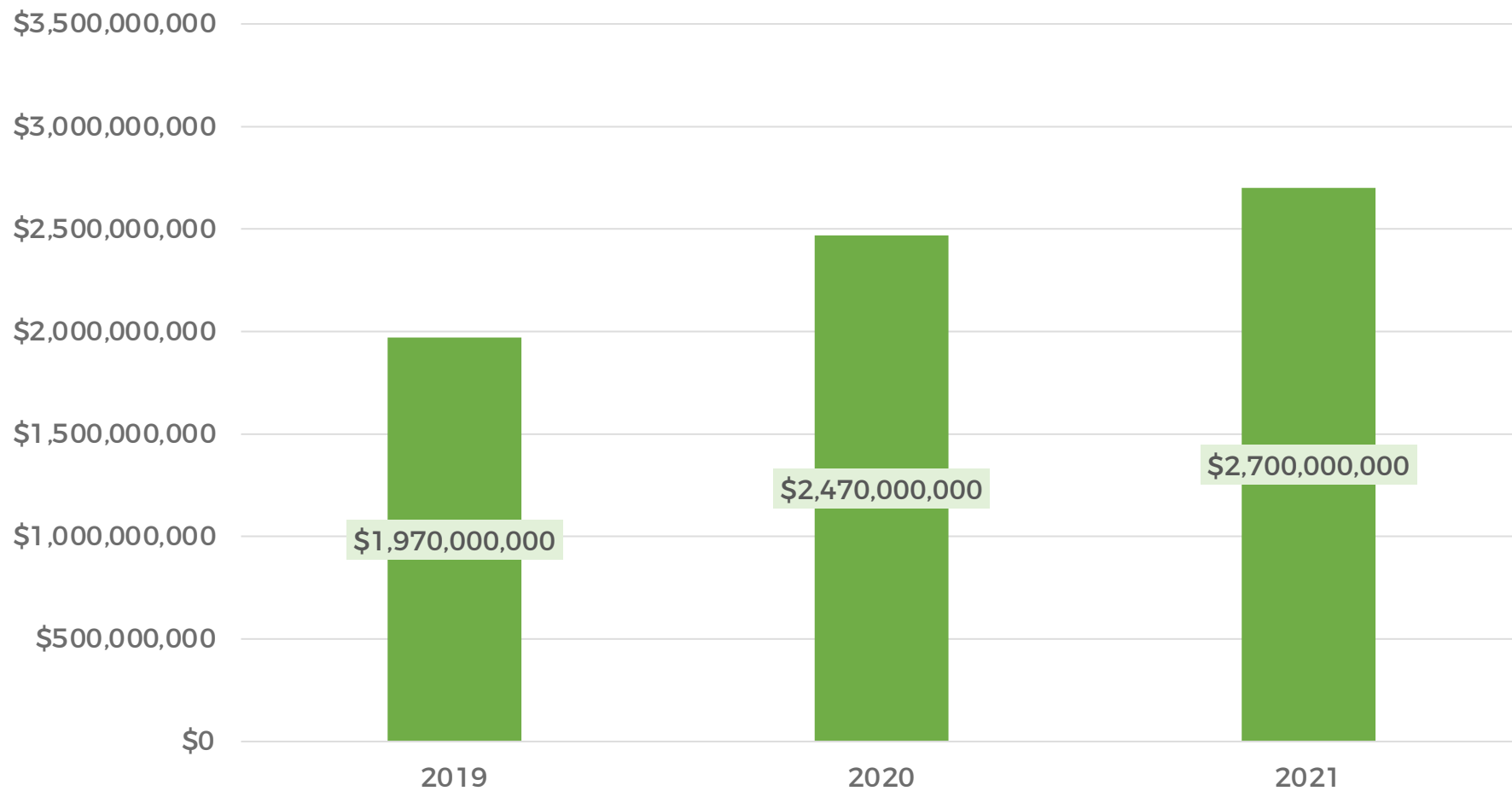
Giving Tuesday Revenue Over Time



Giving Tuesday Revenue Over Time

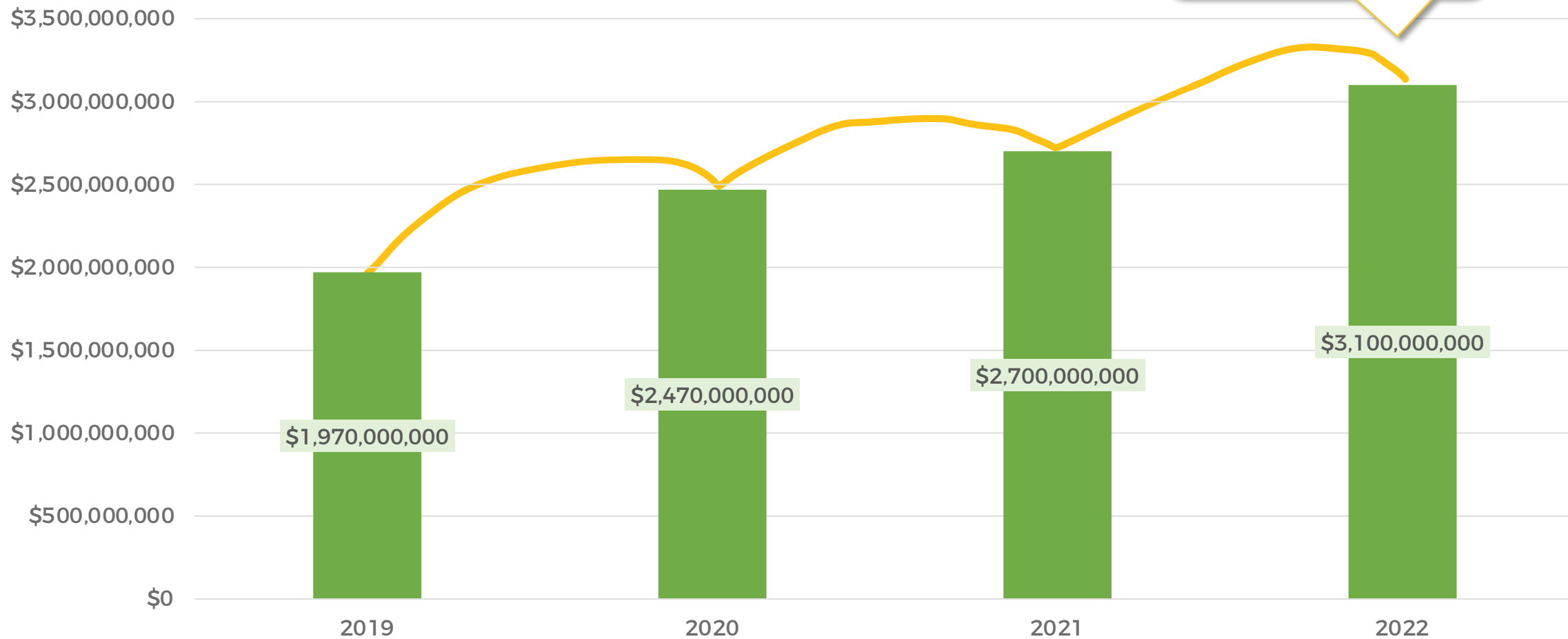


Giving Tuesday Revenue Over Time



Giving Tuesday Revenue Over Time

57% Growth
over last 3 Years



How far reaching is Giving
Tuesday?



20.1 billion

social media impressions



20.1 billion

social media impressions

85 countries

With official Giving Tuesday movements



20.1 billion

social media impressions

85 countries

With official Giving Tuesday movements

Your donors will see Giving Tuesday *everywhere*,
even if your organization does not participate.



20.1 billion

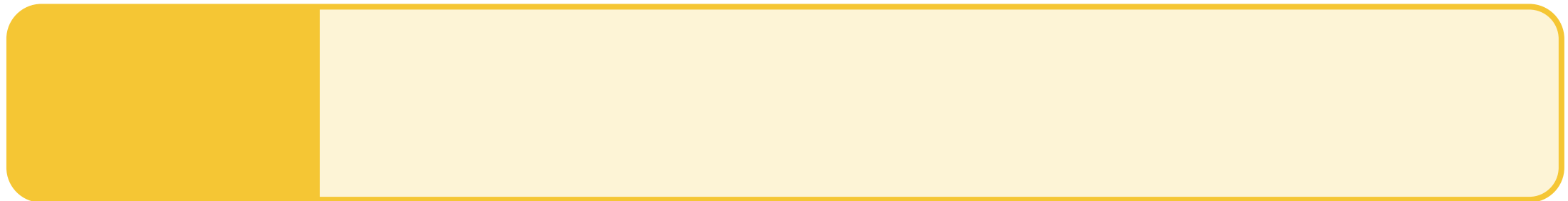
social media impressions

85 countries

With official Giving Tuesday movements

20% sent mail

during Giving Tuesday Week



20.1 billion

social media impressions

85 countries

With official Giving Tuesday movements

80% sent no mail

during Giving Tuesday Week



20.1 billion

social media impressions

85 countries

With official Giving Tuesday movements

57% sent emails

during Giving Tuesday Week



20.1 billion

social media impressions

85 countries

With official Giving Tuesday movements

43% sent no emails
during Giving Tuesday Week



20.1 billion

social media impressions

60 countries

With official Giving Tuesday movements

**Don't expect donations if you
don't ask.**

43% sent no emails

on Giving Tuesday Week



Okay...but **how** do you ask
for donations on **Giving**
Tuesday?



Giving Tuesday Emails

If you can only send one email...





Annika,

The countdown is on.

Giving Tuesday is only two days away. We don't have much time left to meet our \$37,270 goal by midnight on November 30th. 656 generous supporters have already given — but we need 211 others to give today to stay on track for our goal.

Annika, it's only thanks to you, and people like you, that Greenpeace can continue to advocate for the environment. [Can I count on you to make a special \\$25 gift for Giving Tuesday?](#) Your donation will support independent environmental campaigns to act on the climate crisis, protect nature and stop plastic pollution.

Without you, none of the victories we achieved together this year would have been possible. Here are a few highlights of what you were able to accomplish:

- **Greenpeace supporters like you were part of a movement demanding a green and just recovery from the pandemic.** This led to \$30 billion in new funding for the climate in the Spring budget.
- After years of advocacy, **you got single-use plastics categorized for the first time as “toxic” under federal**

The #GivingTuesday Campaign

This email can be viewed as the kickoff to your year-end fundraising season.

Keep in mind, GivingTuesday is the start of the campaign—not the endgame.



#GivingTuesday emails

When should you send?

Giving Tuesday morning

What should you say?

Explain the significance. Ignite urgency. Ask them to give.



GREENPEACE

Urgency Language

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Articulating the significance of the donation

We achieved together this year a few highlights of what you

- **Greenpeace supporters like you were part of a movement demanding a green and just recovery from the pandemic.** This led to \$30 billion in new funding for the climate in the Spring budget.
- After years of advocacy, **you got single-use plastics categorized for the first time as “toxic” under federal legislation.**
- **You helped stop the GNL pipeline in Quebec** — the biggest gas project ever proposed in the province. Thanks to you Quebec has announced a ban on all new fossil fuel development.

With your support, Greenpeace will continue to hold our decision-makers to account, and we will hold strong if they try to silence our



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With your support, Greenpeace will continue to hold our decision-makers to account, and we will hold strong if they try to silence our voices.

**Clear and specific
call-to-action**

As a 100% independent organization, Greenpeace doesn't accept governments or corporations. This keeps
ence so we can act as a voice for people
means we're relying on the generosity
of people like you to keep going.

[Annika, please make a \\$25 donation for the future of our planet before the Giving Tuesday deadline.](#)

Thanks for your support.

Shawn-Patrick
Program Director, Greenpeace Canada



Building a Case for Support

Define the problem(s)	More children living in conflict and warzones now than at any time in the past 20 years.
Propose the solution(s)	12 million children need shelter, education, and support from the pandemic.
How your gift will be used	Your gift will provide enough food to keep children from going hungry; it will help wrap blankets around children affected by conflict; it will provide facemasks to refugee health workers on the front lines.
Promote Incentive	Your gift today will be matched dollar-for-dollar up to \$25,000.
Make the ask	Will you donate today and directly support children living in conflict around the world?



The #GivingTuesday Emails How-To

- ❑ Acknowledge their name, the reason for your email (reminder)
- ❑ Remind them of what's at stake, as well as the physical deadline
- ❑ Make a direct donation ask

GREENPEACE

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NOT THIS

I admit it: I ate a little too much last Thursday. Did you? (The leftovers didn't help the situation!)

Sometimes after eating a lot of rich fare, it feels good to "reset" with a little exercise and some plain, normal, healthy food.

You know I arrived in full force indulged what I arrived But opportunity to reset our priorities a little—to get back to what's important.

2-3 paragraphs to setup the email.

I love this day! Because as Christians, we know that what we have is not ours—it's God's. And he asks us to steward it wisely. And today, hundreds of thousands of people will do just that, giving to causes they care about.

But I know you care about the ultimate cause—the cause of Christ. It's the greatest gift of all—and one that can be received any day, any time, any place.

Today, I'd like to ask you to consider a gift to Harvest



BUT THIS

Happy Tuesday, December 1st. It might seem like just a normal day, but there's something happening that you might not know about.

A few as a Cyb

Jumps right into the reason for the email.

I love this day! Because as Christians, we know that what we have is not ours—it's God's. And he asks us to steward it wisely. And today, hundreds of thousands of people will do just that, giving to causes they care about.

But I know you care about the ultimate cause—the cause of Christ. It's the greatest gift of all—and one that can be received any day, any time, any place.

Today, I'd like to ask you to consider a gift to Harvest Ministries in celebration of Giving Tuesday. You'll receive much more than a simple charitable donation—it has the potential to give the gift of eternity to someone who is searching right now.



Since you have 4 months to prepare...

The Giving Tuesday Email Timeline



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





The Sunday Before

The Goal

Educate donors on the significance of Giving Tuesday, **announce a match** or goal if you have one, and call them to **participate immediately**.



Key Elements to Include

Email 1 - The Sunday Before

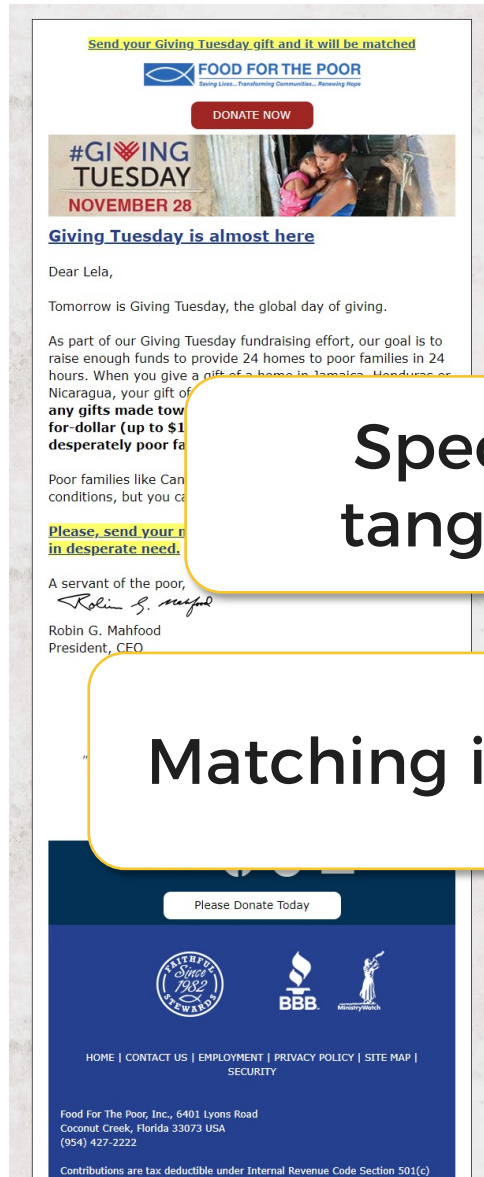
- Acknowledge their name and the reason for your email (Giving Tuesday is coming)
- Educate them on the day itself and why it's important for them to participate.
- Ask them for a donation now as a result of your shared values.
- Announce a match if available.



The Sunday Before

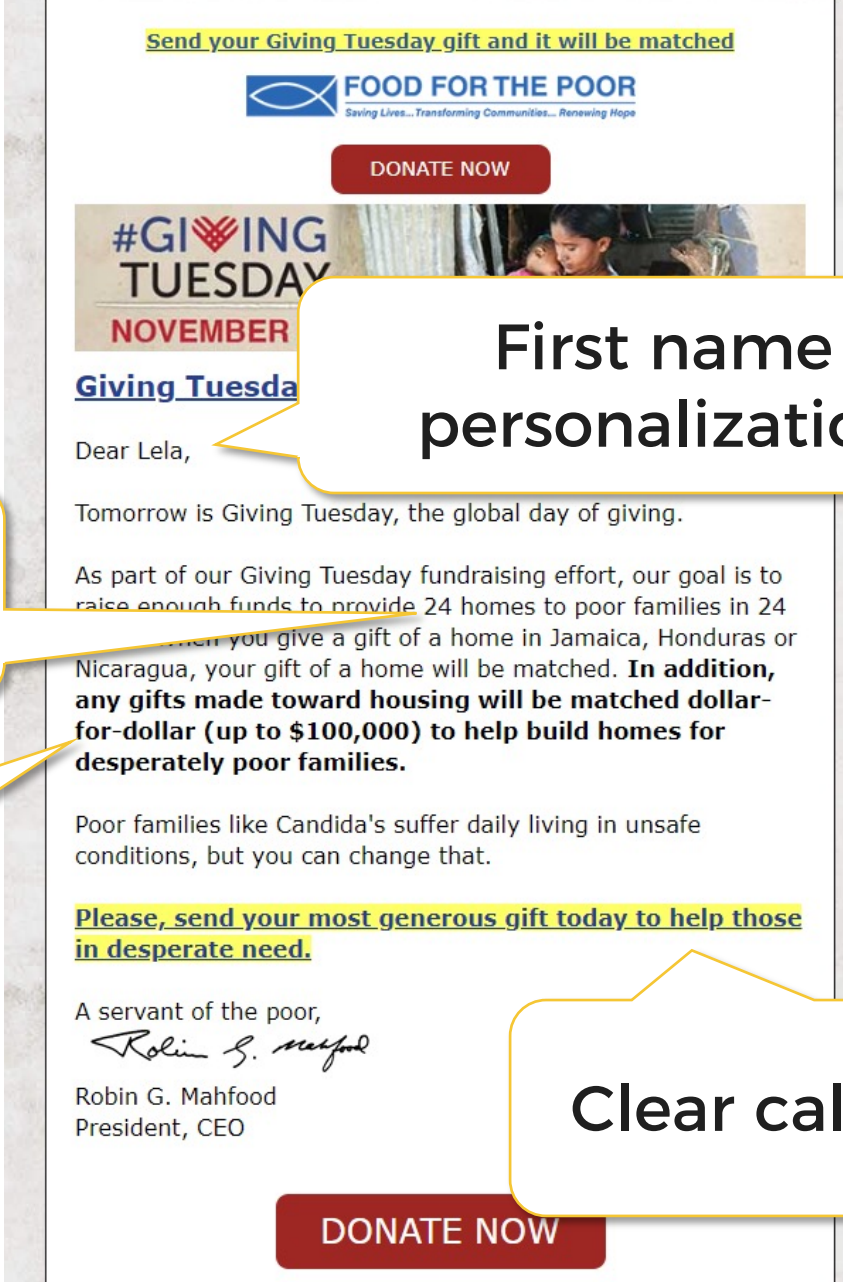


Lead-up Example



Specific and tangible goal

Matching incentive



First name personalization

Clear call-to-action



First Name Personalization

No Personalization

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager

With Personalization

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

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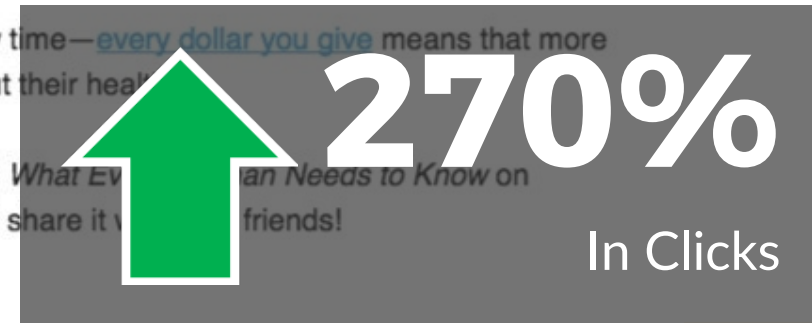
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You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager



Designed VS Human

Control - Designed

Web Version


KUOW | npr [DONATE](#)

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and

Treatment - Plain

Web Version

Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to [raise \\$1 million dollars for KUOW](#), so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

[We're less than \\$250,000 away from our goal. Can you pitch in now?](#)

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take *incredibly seriously* at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

[Donate Now](#)

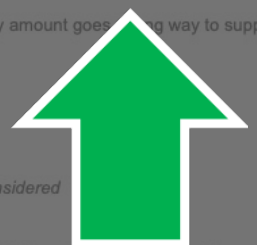
If you can join us today, any amount goes a long way to supporting nonprofit independent journalism.

Thank you,


Kim Malcolm
KUOW Host, *All Things Considered*

KUOW Puget Sound Public Radio
4518 University Way NE Suite 310, Seattle, WA, 98105 US

Email Preferences | Privacy Policy



29%
In Donations



Financial VS Donor Goal

Thermometer

Power Hour

Today's Goal



CaringBridge has received a \$100,000 challenge gift from the Richard M. Schulze Family Foundation—but only if we raise \$100,000 before midnight. Would you help?

[Donate now »](#)

It's CaringBridge Power Hour! Your donations keep CaringBridge going strong, and we only need two more donations this hour to reach our goal.



Will you make your donation now?

[Donate now »](#)



25%


In Donations



Quick Email Optimization Reminders

1. Send from an actual human being, not your organization's name.
2. Personalize the emails using the donor's first name.
3. Avoid HTML design. Use an email design that looks authentic and human.
4. Write copy in a warm, friendly, and personal way.
5. Ask donors to do one thing per email. Don't include multiple kinds of calls-to-action.

A Proven Fundraising Email Template



Jane Doe An opportunity for you, [First Name] - Start with a warm greeting. It could be as simple as "Hope you're..."

1 Sender Name
Send from a *real, believable, human-being* at your organization. People give to people – not to faceless organizations.

2 Subject Line
The goal of the subject line is to get someone to open. Make the email feel *valuable*, and leave just enough info out to *spark curiosity*.

3 Preview Text
Don't customize your preview text. Let it *pull in the first line of text* from your email – like a normal email you'd receive from a friend.

4 Salutation
Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation – not force someone to give.

5 Explain the Problem
Explain the problem at hand. Don't be afraid to *write a few paragraphs* if need be. If there's no problem, there's no need to donate.

6 Propose a Solution
The solution to the problem at hand might be large in scope. But *your donor needs to catch the vision* of why their donation is needed.

7 Articulate Their Impact
Explain in tangible detail how a donation is going to be used. Who will a donation help? How will it help? How much is impactful?

8 Add an Incentive
Incentives give donors a reason to *give now instead of later*. Use a deadline, free gift, match opportunity, or other reasons to give now.

9 Clear call-to-action
Don't ask donors to do something vague like "Stand with us" or "Give hope". And don't ask the impossible like "End world hunger". *Simply ask them to donate.*

NextAfter



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





Giving Tuesday Morning

The Goal

Provide a **free offer** *without* making a **donation ask**. Ask them to get the offer in exchange for their email address.





Giving Tuesday Morning

The Goal

Provide a free offer *without* making a donation ask. Ask them to get the offer in exchange for their email address.

***Even though you already have it.**



Before we look at the email, let's look at the **larger strategy**.



Giving Tuesday Morning

The Goal

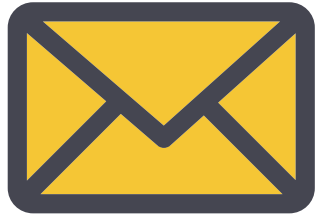
...donation ask. Ask them to get the offer in
...for the success.

**Even though you have it.
content marketing*

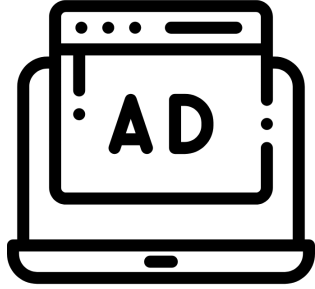




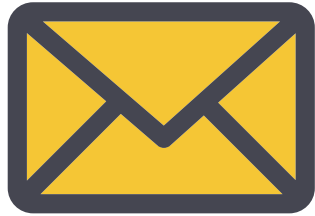
OR



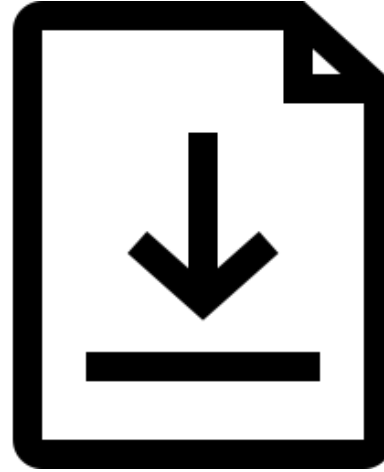
Advertisement or Email



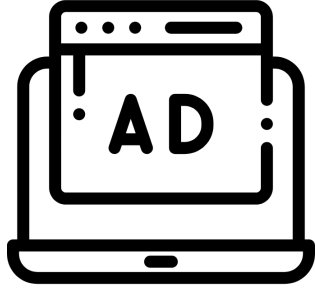
OR



Advertisement or Email



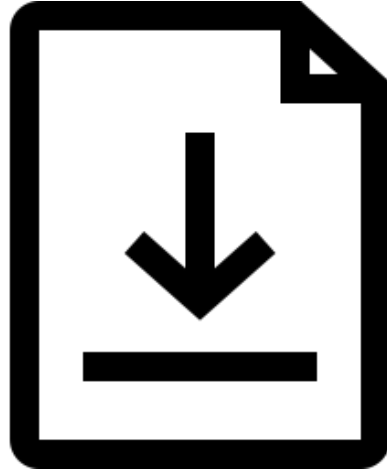
Offer Landing Page



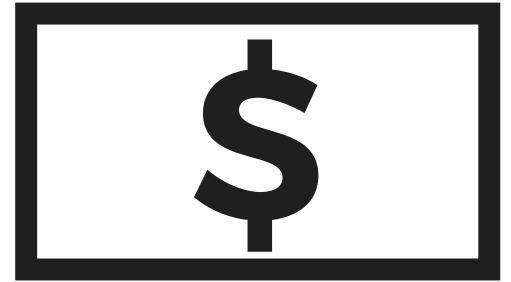
OR



Advertisement or Email

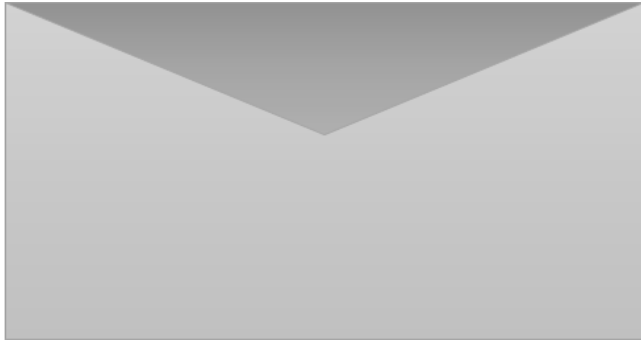



Offer Landing Page



Instant Donation Page

A Real Giving Tuesday Example



 **TSHA**
Texas State Historical Association

Our #GivingTuesday Gift to You:
Get the *Portable Handbook of Texas* eBook for FREE

As part their mission to make Texas history both accessible and enjoyable for current and future generations, the TSHA has created the Portable Handbook of Texas. This comprehensive publication contains the most popular stories pulled from the over 27,000 articles found in the 6-volume Handbook of Texas. **It is the must-have eBook for any Texas history enthusiast!**

Today only, the TSHA is offering this eBook, the *Portable Handbook of Texas*, for free. In this exclusive eBook, you will discover:


- ★ **Over 1,000 pages of exclusive content** documenting all things Texas
- ★ **The most popular stories** of the people, places, and events from Texas's past
- ★ **Historical photos and maps** to help bring the stories to life
- ★ **Plus so much more!**

Get **YOUR** copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!


First Name Last Name

Email Address

SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK



© Copyright 2015 - Texas State Historical Association - Privacy Policy

 **TSHA**
Texas State Historical Association

Thank you
Your free copy of the *Portable Handbook of Texas* eBook will be sent to your inbox within the next 5 minutes.

Give Back to Texas this #GivingTuesday

Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for giving back. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

Today millions of people will give generously to their favorite cause.

Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.

Like the defenders of the Alamo, they stand up while others stand down.
Like Sam Houston, they lead rather than follow.

Today, you are invited to join that group.

Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.

And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and protecting the values and spirit that are uniquely Texas.

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE

When you accept this invitation, you will feel a real pride in claiming your position as a frontline defender of Texas heritage... and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:

- ★ **Instant Access** - You will gain immediate access to the **TSHA Digital Library** which is home to every publication ever produced in TSHA's 118-year history. You'll also receive exclusive copies of the latest original ebook from the TSHA and Riding Line, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like Texas Talks where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.

Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.

Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is heralded as the premier reference guide for everything Texan. **And it can be yours for FREE just by becoming a member of the TSHA.**

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support Texas?

Texas Needs Champions to Preserve Her Great Heritage

Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our proud heritage.

As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

Will you respond to this call and accept your invitation?

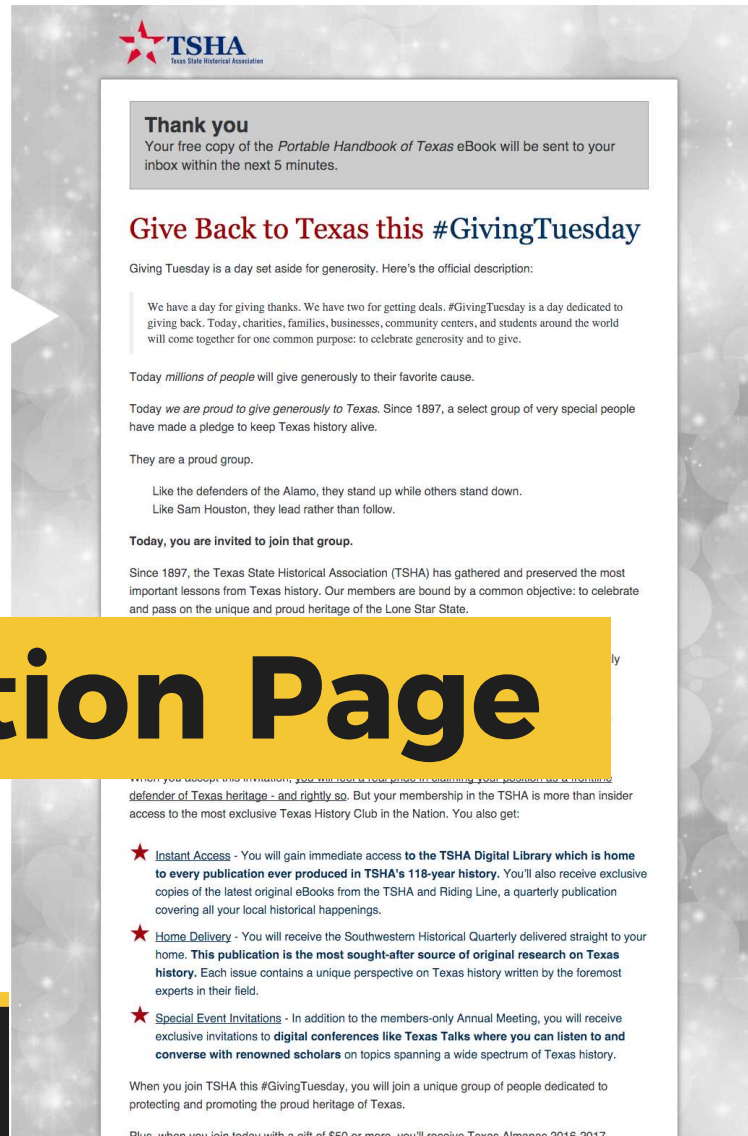
****Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. Act now before this limited offer expires and it's too late (you'll always be able to buy the Almanac later... you'll just pay a whole lot more for it)! Do not delay.**

Activate your Membership Today!

- \$25.00 - Basic Membership**
Great for students or K-12 Educators! K-12 educators will receive a copy of the hardcover edition of the Texas Almanac in lieu of the Southwestern Historical Quarterly.
- \$50.00 - Friend of Texas**
This is our most popular level.
- \$100.00 - Texas Ambassadors**
In addition to basic membership benefits, Texas Ambassadors receive a copy of the new bound edition of the Texas Almanac.
- \$250.00 - Texas Pioneers**
In addition to basic membership benefits, Texas Pioneers receive a copy of the hardcover edition of the Texas Almanac.
- \$500.00 - Defenders of Texas History**
In addition to basic membership benefits, Defenders of Texas History receive a copy of the hardcover edition of the Texas Almanac and one (1) FREE membership in the



A Real Giving Tuesday Example



The screenshot shows an email from TSHA (Texas State Historical Association) with a white background and a grey border. At the top left is the TSHA logo, a red star with the text 'TSHA Texas State Historical Association'. Below the logo is a grey box with the text: 'Thank you Your free copy of the Portable Handbook of Texas eBook will be sent to your inbox within the next 5 minutes.' The main body of the email is white with black text. It starts with the heading 'Give Back to Texas this #GivingTuesday' in red and black. Below this is a paragraph describing Giving Tuesday. Then there is a quote in a light blue box: 'We have a day for giving thanks. We have two for getting deals. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.' This is followed by several paragraphs of text, including 'Today millions of people will give generously to their favorite cause.', 'Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.', 'They are a proud group.', 'Like the defenders of the Alamo, they stand up while others stand down. Like Sam Houston, they lead rather than follow.', 'Today, you are invited to join that group.', 'Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.', and 'When you accept the invitation to join the Texas State Historical Association, you are joining the most dedicated defender of Texas heritage - and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:'. This is followed by three bullet points, each starting with a red star: 'Instant Access - You will gain immediate access to the TSHA Digital Library which is home to every publication ever produced in TSHA's 118-year history. You'll also receive exclusive copies of the latest original eBooks from the TSHA and Riding Line, a quarterly publication covering all your local historical happenings.', 'Home Delivery - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.', and 'Special Event Invitations - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like Texas Talks where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.' The email ends with 'When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.' and 'Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.'

Instant Donation Page



A Real Giving Time

Will you respond to this call and accept your invitation?

****Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. Act now before this limited offer expires and it's too late (you'll always be able to buy the Almanac later...you'll just pay a whole lot more for it!) Do not delay.**

★ Activate your Membership Today! ★

- \$25.00 - Basic Membership**
Great for students or K-12 Educators! K-12 educators will receive a copy of the flex-bound edition of the *Texas Almanac* in lieu of the *Southwestern Historical Quarterly*.
- \$50.00 - Friend of Texas**
This is our most popular level.
- \$100.00 - Texas Ambassadors**
In addition to basic membership benefits, Texas Ambassadors receive a copy of the flex-bound edition of the *Texas Almanac*.
- \$250.00 - Texas Pioneers**
In addition to basic membership benefits, Texas Pioneers receive a copy of the hardcover edition of the *Texas Almanac*.
- \$500.00 - Defenders of Texas History**
In addition to basic membership benefits, Defenders of Texas History receive a copy of the hardcover edition of the *Texas Almanac* and one (1) FREE Registration to the Annual Meeting of TSHA.
- \$1,000.00 - President's Council**
In addition to basic membership benefits, members of the President's Council receive a copy of the hardcover edition of the *Texas Almanac*, two (2) FREE Registrations to the Annual Meeting, and an invitation to attend a special VIP Reception.
- Other**
Other Gift Amount (minimum \$25.00)

Your Name

First Name Last Name

Email Address

Country

Street Address

Street Address 2

Credit Card Number

Verification Code Expiration Month Expiration Year

MAKE MY \$50 GIFT

Instant Donation Page



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4 Key Differences from a Main Donation Page

- Introductory Message



Confirm receipt of the free offer. *Fast.*

The screenshot shows a donation confirmation page with a blue header containing a 'Logo' placeholder. A yellow box highlights the main message: 'Thank you, [name], for [action just taken]'. Below this, the text reads: 'This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.' The page includes a 'Transition header' section with explanatory text, followed by a '1. Choose Your Donation Amount' section with buttons for \$25, \$50, \$100, and \$250, and an 'Other Amount' input field. The '2. Enter Your Information (It's Secure)' section contains various input fields for personal and payment details. A 'Make My \$50 Gift' button is prominently displayed. At the bottom, there is a small paragraph: 'Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.'



Experiment #8971

From This



Congratulations!

You are now enrolled in the I Still Do® Online Course.

Before you begin your course, there are five important things for you to know!

1. **Course material for your first session will be arriving via email in just a few minutes.** Check your inbox shortly.
2. **Each week for the next 3 weeks, you will receive a similar email containing the next lesson.** Each session includes a video teaching (ranging from 30-45 minutes), discussion questions to lead conversations with your spouse, and a short quiz (don't worry, this isn't a pass or fail quiz, it is to simply help reinforce what you've learned).
3. **After you finish the course, you'll receive a certificate of completion.** Congrats!
4. **This online course you are about to take is free because of the generosity of people who believe in our mission. FamilyLife is completely donor-funded.** That means other generous people, like you, have made this course possible through their donations to our ministry. That's something we give thanks for!
5. We are thrilled that you've taken this step to invest in your marriage. **Will you help us provide more valuable teaching content, such as this course, to more people?** A gift of any amount to FamilyLife will go a long way to underwrite the costs of creating and promoting efforts like these.

Please make your gift today to help FamilyLife continue to offer biblical help and hope to other marriages like yours.

You can make your gift using the secure donation form below.

SELECT AN AMOUNT

\$50

\$100

\$250

To This



Congratulations!

You are now enrolled in the I Still Do® Online Course.

Before you start your free online course (which will arrive in your inbox shortly), there's a few things we'd like you to know...

- **This online course is made possible and free because of the generous support of people who believe in our mission. Isn't that incredible?**
- **FamilyLife is completely donor-funded.** This means that we rely on the support of people like you to make resources like this online course, free, and to equip couples as they strengthen their marriages and families.
- Before this course, people had to go to an event to hear the message of hope and healing that is only found in Christ for their marriage. **Now, millions of people can access this invaluable content to restore their marriage and seek oneness with their spouse for years to come.**
- In order to reach those people with this message, we had to first reach more people about the course first. **Will you help us get this course into the hands of more people?**

Your gift of \$50 will help us reach more people about this course.

Don't hesitate, make your gift using the secure form below.

SELECT AN AMOUNT

\$50

\$100

\$250



165%

In Donations

4 Key Differences from a Main Donation Page

- Main Message

#2

Make your donation ask *in context*.

The screenshot shows a donation page layout with several key elements highlighted in yellow:

- Logo**: Located at the top left of the page.
- Thank you, [name], for [action just taken]**: A message of gratitude at the top.
- Transition header**: A section of text explaining the transition from the main message to the donation ask.
- 1. Choose Your Donation Amount**: A section with buttons for \$25, \$50, \$100, and \$250, and an input field for "Other Amount".
- 2. Enter Your Information (It's Secure)**: A section with input fields for First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional).
- Credit Card Number**: A section with input fields for Credit Card Number, Verification Code, Expire Month, and Expire Year.
- Make My \$50 Gift**: A prominent blue button for the donation.

Below the form, there is a small text block: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



Experiment #4348

From This



Congratulations!

You are now enrolled in the *Tell Someone* online course.

You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

We offer this course for free because we are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Here's what happens next:

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Deepen Your Study

This free online course is a great starting place to help you go and share your faith. We want you to get the most out of your study of the *Tell Someone* course. To help you go beyond that starting place and deepen your study, we have developed a companion book for you.



When you give a tax-deductible gift to Harvest Ministries, we will send you a copy of this course companion book, which provides additional insight into each lesson and will help deepen your understanding of the course material.

Get your copy today by giving a gift to Harvest.

To This



Congratulations!

You are now enrolled in the *Tell Someone* online course.

You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Harvest Ministries offers this course, *Tell Someone*, for free. We are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Harvest Ministries doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to reach others with the message of the gospel.

You can help others take advantage of this free course too, by making a tax-deductible donation today.

We want all people to deepen their relationship with God and take seriously the command God gave us to go and tell others about Christ.

Your gift to Harvest Ministries today will help us promote this course to more people so that others can actively share the gospel with their neighbors.

Make *Tell Someone* available to more people by giving today.

Special offer: When you give a gift to Harvest Ministries, we will send you a copy of this *Tell Someone* companion book.



164%

In Donations

4 Key Differences from a Main Donation Page

- In-Line Premium

#3

Avoid incentives with a **required gift amount** – unless you test it.



The screenshot shows a donation form with the following sections:

- Logo**
- Thank you, [name], for [action just taken]**
This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.
- Transition header**
This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.
This is where **you make the ask** for them to contribute so others can get more resources like this.
Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.
Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.
You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.
- Yes! I want to [support word] [benefit others experience from organization]**
- 1. Choose Your Donation Amount**
Buttons for \$25, \$50, \$100, and \$250. The \$50 button is highlighted. Below is an "Other Amount" input field.
- 2. Enter Your Information (It's Secure)**
Form fields for: First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional).
- Credit Card Number** and **Verification Code** fields.
Fields for **Expire Month** and **Expire Year**.
- Make My \$50 Gift** button (highlighted in yellow).
- Footer text: "Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement."



Experiment #5661

From This

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

Why does Dallas Theological Seminary offer these courses for free?

We are offering this course on Genesis for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.

Your donation keeps this course free

Dallas Theological Seminary doesn't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.

Choose your donation amount

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

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Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.



4 Key Differences from a Main Donation Page

- Donation Selection



Give them guidance on gift amounts.

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25 \$50 \$100 \$250

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

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



Experiment #2802

From This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

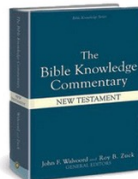
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

Payment Info

To This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

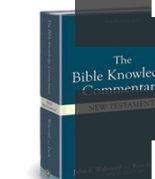
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

Payment Info



34.7%
In Donations



16.4%
In Average Gift



Giving Tuesday Morning

The Goal

Provide a free offer *without* making a donation ask. Ask them to get the offer in exchange for their email address.

***Even though you already have it.**



The Email



The Landing Page

The Instant Donation



exclusive eBook, you will discover:

- ★ **Over 1,000 pages of exclusive content** documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
- ★ **Historical photos and maps** to help bring the stories to life
- ★ Plus so much more!

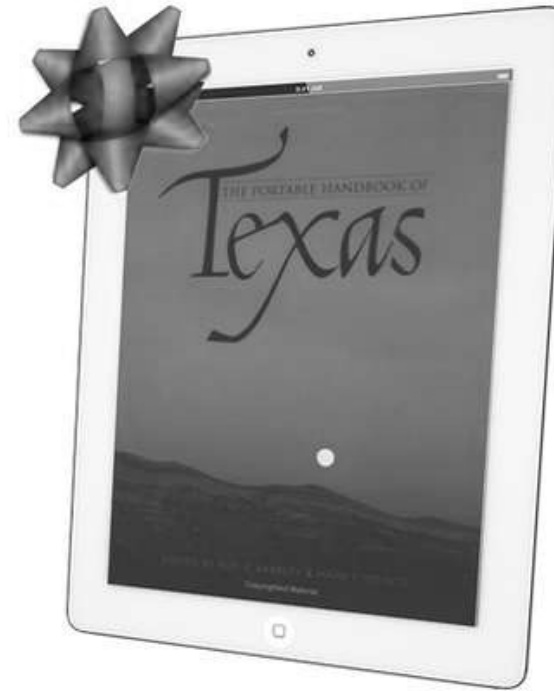
Get **YOUR** copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!

First Name

Last Name

Email Address

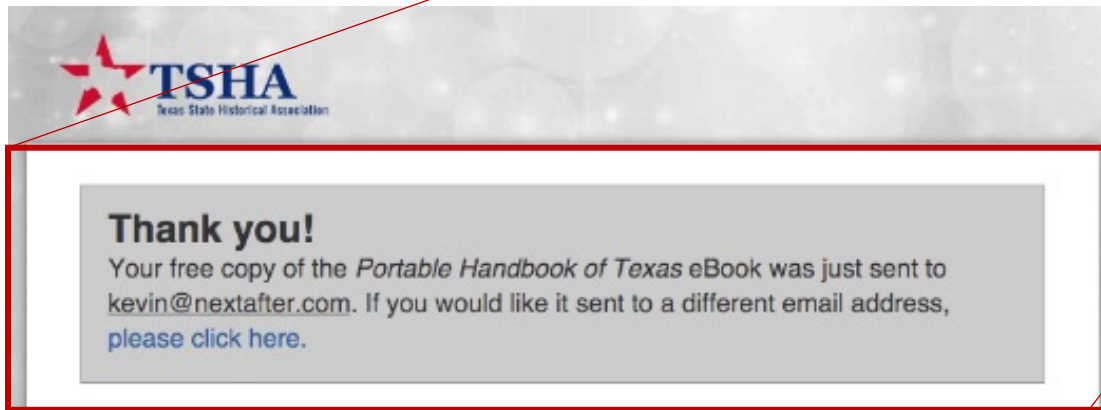
**SEND ME THE PORTABLE
HANDBOOK OF TEXAS EBOOK**



© Copyright 2015 - Texas State Historical Association - [Privacy Policy](#)



We've tested that...



Thank you!
Your free copy of the *Portable Handbook of Texas* eBook was just sent to kevin@nextafter.com. If you would like it sent to a different email address, [please click here.](#)

Give Back to Texas this #GivingTuesday

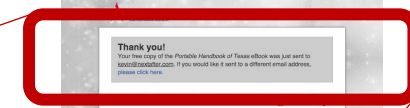
Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for getting deals. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

Today *millions of people* will give generously to their favorite cause.

Today *we are proud to give generously to Texas*. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.



Thank you!
Your free copy of the *Portable Handbook of Texas* eBook was just sent to kevin@nextafter.com. If you would like it sent to a different email address, [please click here.](#)

Giving Tuesday is a day set aside for generosity. Here's the official description:
We have a day for giving thanks. We have two for getting deals. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.
Today *millions of people* will give generously to their favorite cause.
Today *we are proud to give generously to Texas*. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.
They are a proud group.
Like the children of the Alamo, they stand up when others stand down.
Like the Texans, they lead where they lead.

Today, you are invited to join that group.
Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important stories from Texas history. Our members are proud to be a part of the work to celebrate and pass on the unique and proud heritage of the Lone Star State.
And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and protecting the stories that shaped the Lone Star State.

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE!
When you accept the invitation, you'll be eligible for a complimentary gift certificate for a limited edition of *Texas Heritage*, and rights to a free membership in our Texas to make more than 1000 access to the most important Texas history stories in the history. The offer is:

- ★ Digital Access:** You'll get full access to the TSHA Digital Library which is home to every publication ever published in TSHA's 118-year history. You'll also receive exclusive access to the most important stories from the Lone Star State, a quarterly publication covering all your favorite Texas history topics.
- ★ Digital Delivery:** You'll receive the Southern Historical Quarterly delivered straight to your inbox. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in the field.
- ★ Exclusive Access:** In addition to the membership-only Annual Meeting, you will receive exclusive access to digital content from the Texas Almanac when you join today and receive **members with respected scholars** on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to giving and protecting the proud heritage of Texas.
Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017. Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is considered the most important reference guide for everything Texas. [Add \\$45 to your order and you'll receive a free copy of the 2016-2017 Texas Almanac.](#)

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support TSHA?

Texas Needs Champions to Preserve Her Great Heritage
Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our state's heritage.

All Texas citizens are urged and expected to help the need for a dynamic historical society to champion our unique state heritage for every Texas citizen.

Will you respond to this call and accept our invitation?
"Responding" when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. And you'll receive the most important reference guide for everything Texas. [Add \\$45 to your order and you'll receive a free copy of the 2016-2017 Texas Almanac.](#) [Join today!](#)

Activate your Membership Today!

- \$25.00 - Basic Membership
Great for anyone who is 18 or older and lives in Texas and wants to make a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.
- \$50.00 - Friend of Texas
Great for anyone who is 18 or older and lives in Texas and wants to make a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.
- \$100.00 - Texas Ambassador
In addition to being a member of the "Friend of Texas" membership, this membership makes a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.
- \$250.00 - Texas Patron
In addition to being a member of the "Friend of Texas" membership, this membership makes a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.
- \$500.00 - Benefactor of Texas History
In addition to being a member of the "Friend of Texas" membership, this membership makes a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.
- \$1000.00 - Honorary Member
In addition to being a member of the "Friend of Texas" membership, this membership makes a copy of the Handbook of Texas online to the Texas State Historical Association's online archive.

Other Gift Amount: (minimum \$25.00)

Your Name
First Name: Last Name:
Email Address:
Country:
Street Address:
City: State:
Zip Code:

Gift Information
Credit Card Number:
Expiration Date: Expiration Year:



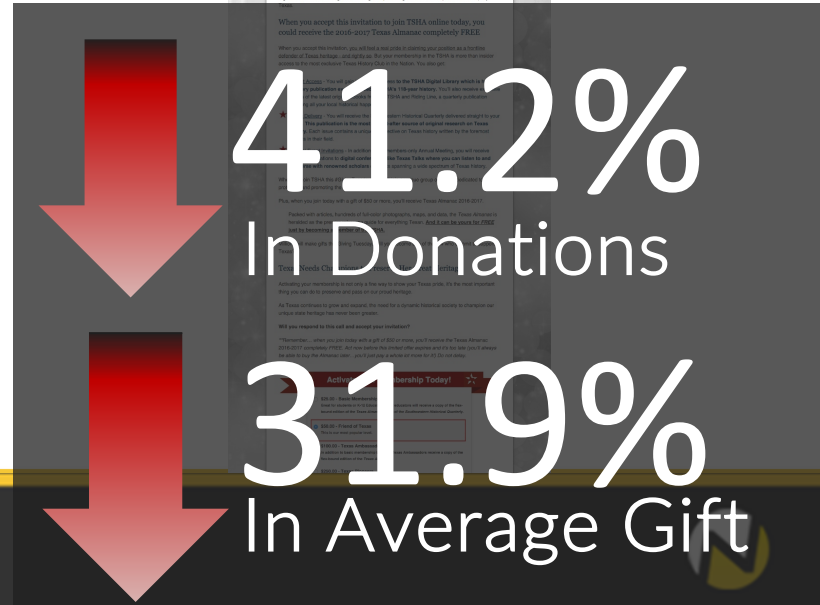
Did Version B work?

Email » Landing Page » Instant

The flowchart for Version A shows a grey envelope icon on the left, followed by a black arrow pointing to a landing page. The landing page features a white box with the text: "Our #GivingTuesday Gift to You: Get the Portable Handbook of Texas eBook for FREE". Below this is a form with fields for "First Name" and "Last Name", and a "SEND ME THE PORTABLE HANDBOOK OF TEXAS eBook" button. A black arrow points from the landing page to a grey envelope icon on the right, representing the "Instant" step.

Email » Instant

The flowchart for Version B shows a grey envelope icon on the left, followed by a black arrow pointing directly to a grey envelope icon on the right, representing the "Instant" step.



Did Version B work?

Tested, Working Process

Test Version B

How do you write the **email**?



41.2%
In Donations



31.9%
In Average Gift

Key Elements to Include

Giving Tuesday Morning

- Acknowledge their name, their time, and their contribution.
- Call them to download something free that you've made especially for them, as a way of showing your own participation in Giving Tuesday.
- DO NOT** ask for money in the email or on the email acquisition landing page .
- Follow up** by asking for a donation immediately after they have accepted your free offer (confirmation page).



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





Giving Tuesday Evening

The Goal

Remind them of the **significance** of Giving Tuesday, ignite **urgency**, and ask them to **donate now**.



Key Elements to Include

Giving Tuesday Evening

- Acknowledge their name and the reason for your email (reminder).
- Remind them of what's at stake, as well as the physical deadline.
- Make a direct donation ask.

Dear Larry,

We've got amazing news: you can make your #GivingTuesday gift go even further starting right now.

To help us meet our ambitious \$250,000 goal, **our board will now TRIPLE match all gifts made until midnight tonight.**

[Do your part to help save the lives of vulnerable people around the world – and have *three times the impact*. Make a #GivingTuesday donation now and have your gift triple matched >>](#)

[DONATE](#)

[View this message on the Web >](#)



Dear Larry,

Every holiday season has one precious day that has nothing to do with shopping the sales and has everything to do with generosity of spirit. That day is today: #GivingTuesday.

To celebrate #GivingTuesday, **the CARE board of directors has committed to match triple match every gift until midnight tonight. For today only, your gift will have twice three**



Jacinta Tegman <jacintategman@worldconcern.org>
to Pamela ▾

Sun, Dec 31, 2017, 10:06 PM ☆ ↶ ⋮

Pamela,

Just wanted to send you a quick note to make sure you received this e-mail – I don't want you to miss out on the chance to [double your gift](#)! God bless!

Jacinta

From: Jacinta Tegman

Sent: Sunday, December 31, 2017 9:45 AM

To: Pamela Overby <PamelaOverby@tridentpath.com>

Subject:



Just hours left to double your gift!

Dear Pamela,

Today is your last chance to DOUBLE your gift!

You will help children and families in poverty see and experience the true light of Christ.

Please, while there's still time, click here and give: worldconcern.org/shine

Thank you for remembering those in greatest need as we ring in the New Year!

God bless you,

...

Jacinta Tegman
President, World Concern



P.S. [Give before midnight, Dec. 31st](#) to take advantage of year-end tax benefits and watch your gift double!

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Normal Follow-up

Hi fellow optimizer,

I emailed you last week and noticed you haven't responded yet.

Just in case you missed it, I wanted to see if you would be interested in joining us for a (free) webinar focused on donor cultivation; specifically, how to cultivate in such a way that will actually inspire more **donations**.

Because at the end of the day, that's what is being measured.

The stats on donor retention rates I've found aren't super encouraging (~45% for example, via Bloomerang), and the kind of tactics I've seen from bloggers either say the same thing we've always heard or recommend something so incredibly personal that no fundraising team with an already full plate would easily be able to pull it off for even ¼ of their donor list.

What's a fundraiser to do, then?

We'll tackle that next week (Jan. 23, 1pm CT) by walking you through 3 strategies from our research that have proven to help increase donations from your existing donors (i.e without having to handwrite 5,000+ thank-you notes).

Will you be able to make it?

Here's the link:

<https://www.nextafter.com/cultivate-stronger-donors-without-sending-more-appeals/>

-Jon

--

Jon Powell

Senior Director of Research and Education
NextAfter

Cell: [904-210-3434](tel:904-210-3434)

Email: jon@nextafter.com

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From: Jon Powell [mailto:jon@nextafter.com]

Sent: Tuesday, January 9, 2018 10:49 AM

To: CONTACT.EMAIL

Subject: Cultivation vs acquisition

Hi fellow optimizer,

How has the new year started for you?

The start of this year for me has actually been incredibly busy on the research front.

One of the deep dives I've been doing has to do with donor cultivation, because – even though there a lot of best practices out there – there's not really a lot of *data* on how to cultivate donors effectively.

Realistically, there are only two ways of getting more donations...you can spend money to acquire brand new donors, or you can invest your budget in cultivating existing donors so that they give again, or at a higher level.

Even though we know the common refrain "it's cheaper to retain an existing customer/donor than it is to acquire a new one," many organizations focus their efforts on acquisition while their donor retention rates slide.

In an effort to help, I'll be conducting a free webinar with the team on January 23 (1pm CT) where we'll break down three unique strategies – spanning both [digital fundraising](#) and [direct mail](#) – that will help you cultivate a higher value donor, improve retention rates, and acquire more donations from your existing file.

And the best part? We'll get a little bit into the psychology of what's really happening, so you can go beyond the strategies we present and create your own.

You can read more about it and register for the free webinar here:

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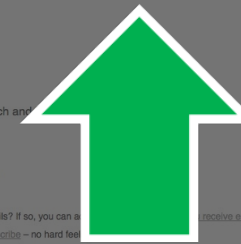
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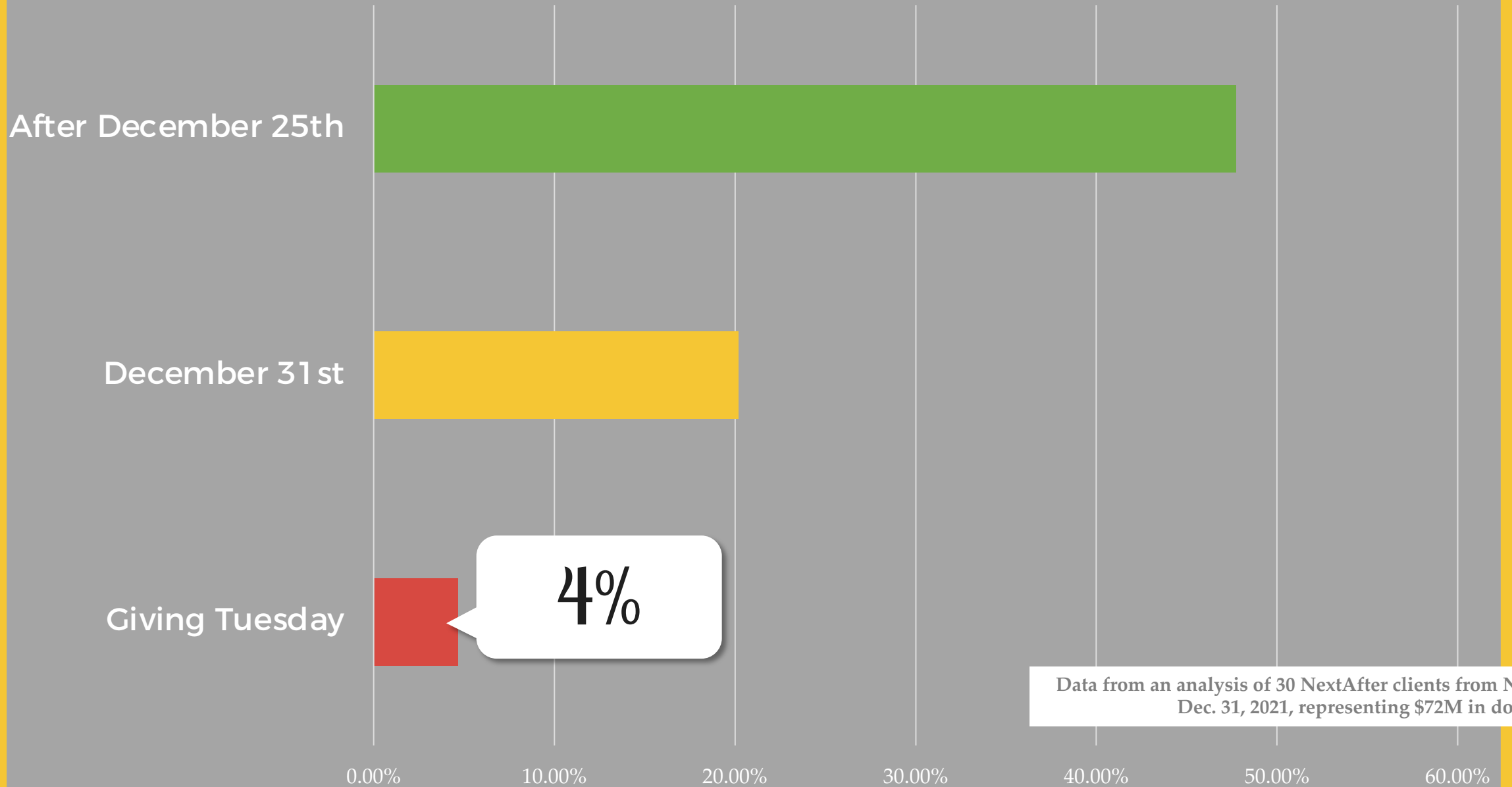
In Emails Acquired



One More Thing...



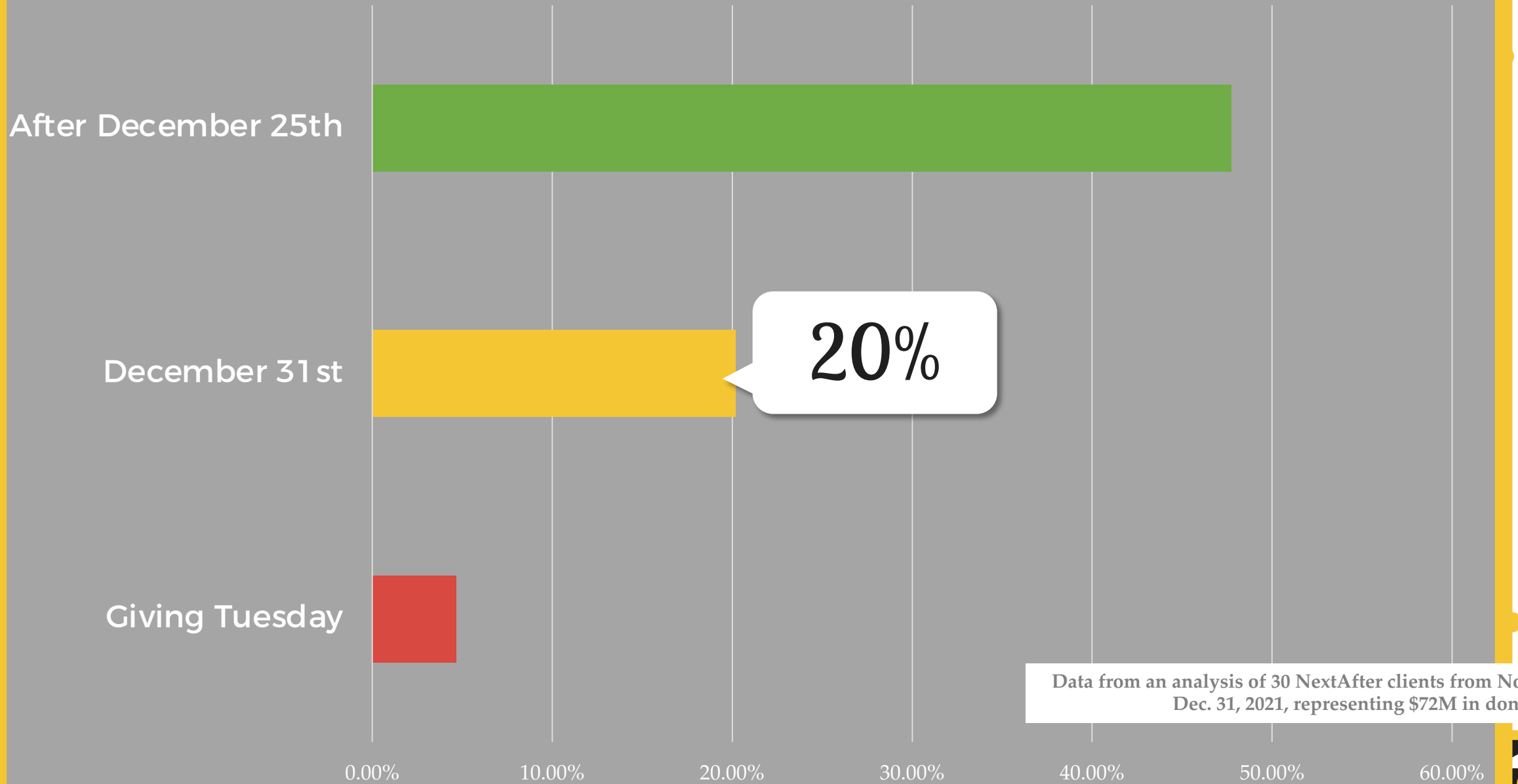
Percentage of Online Year-End Revenue



Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2021, representing \$72M in donations.



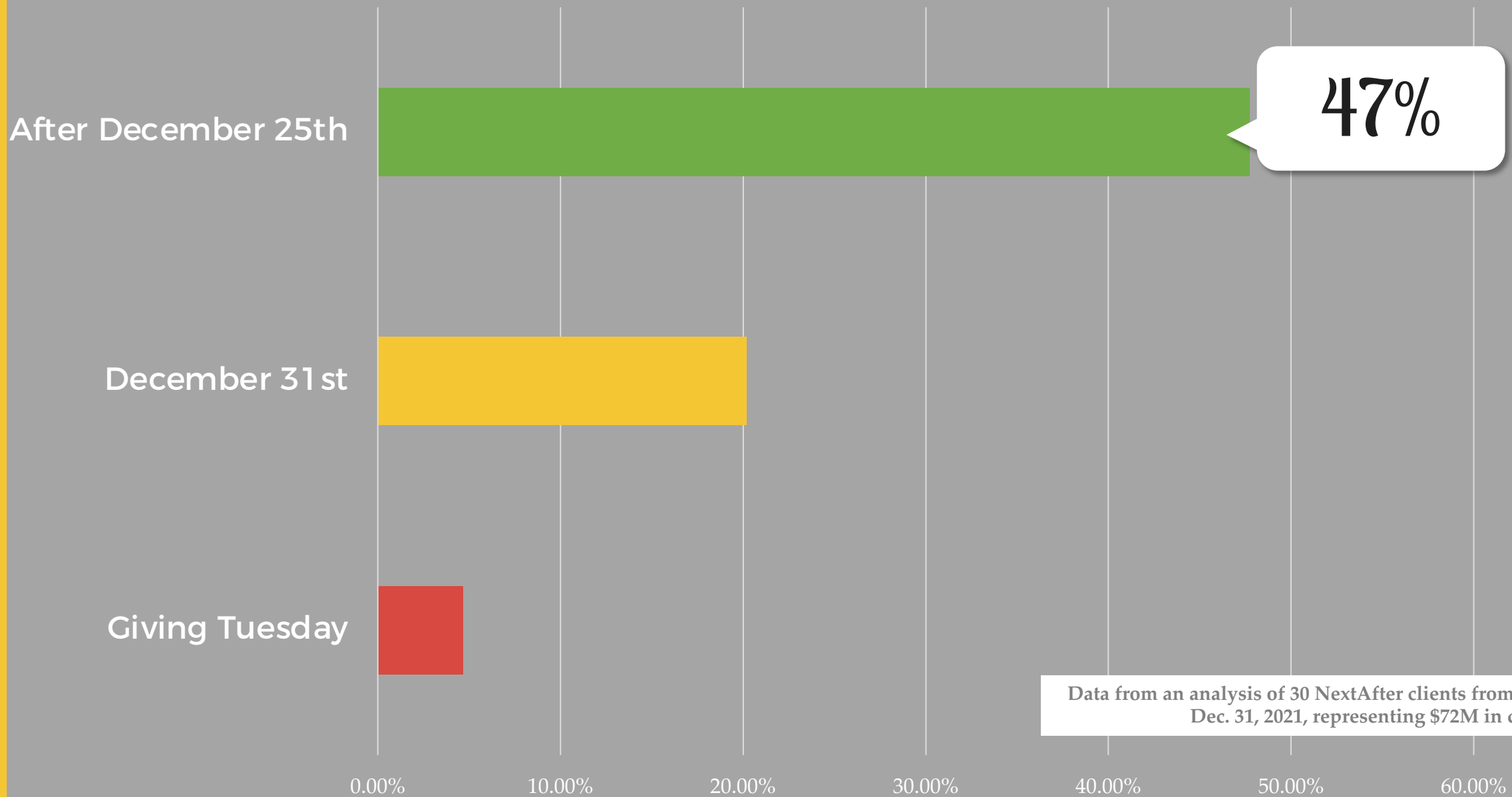
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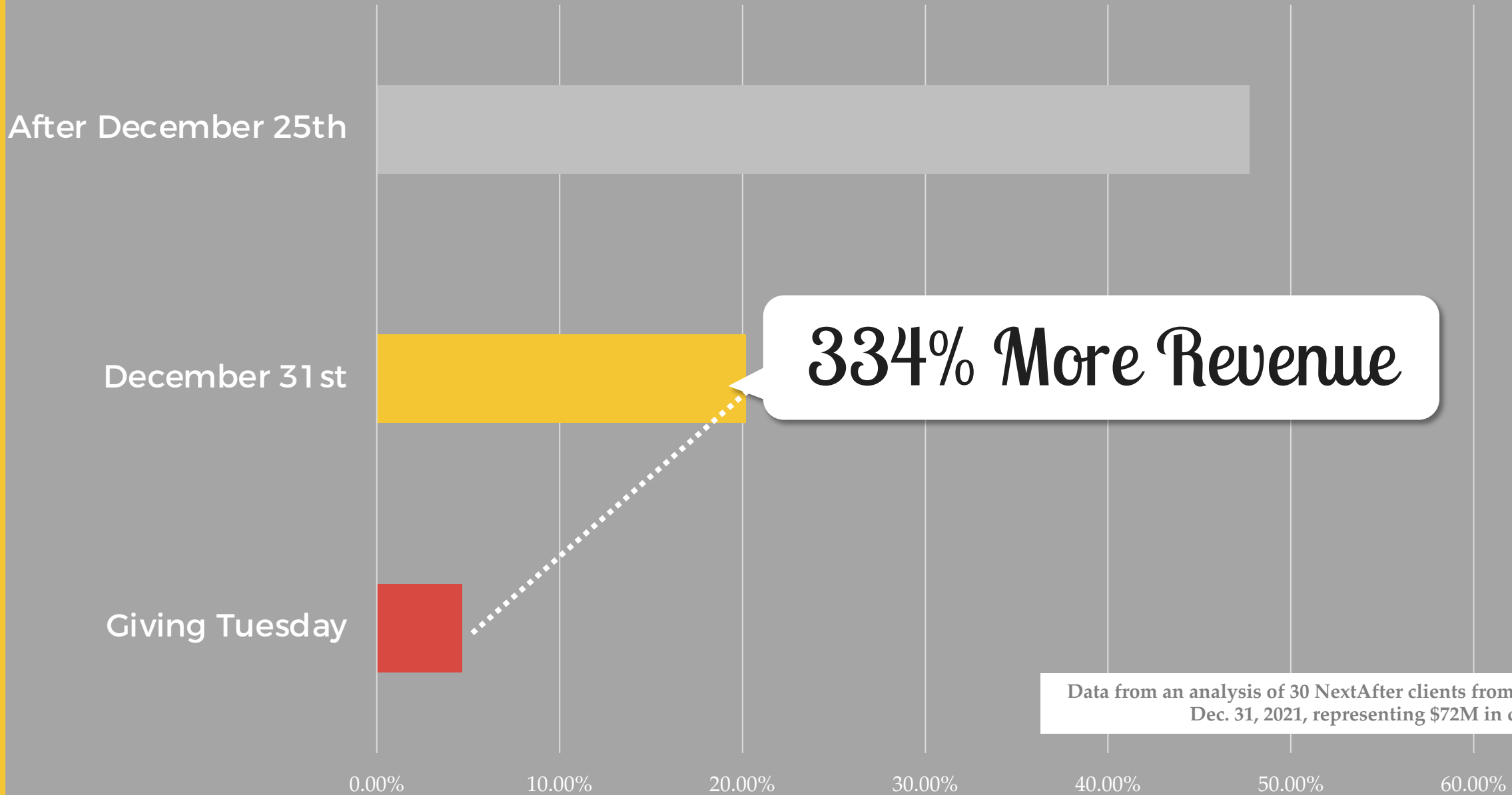
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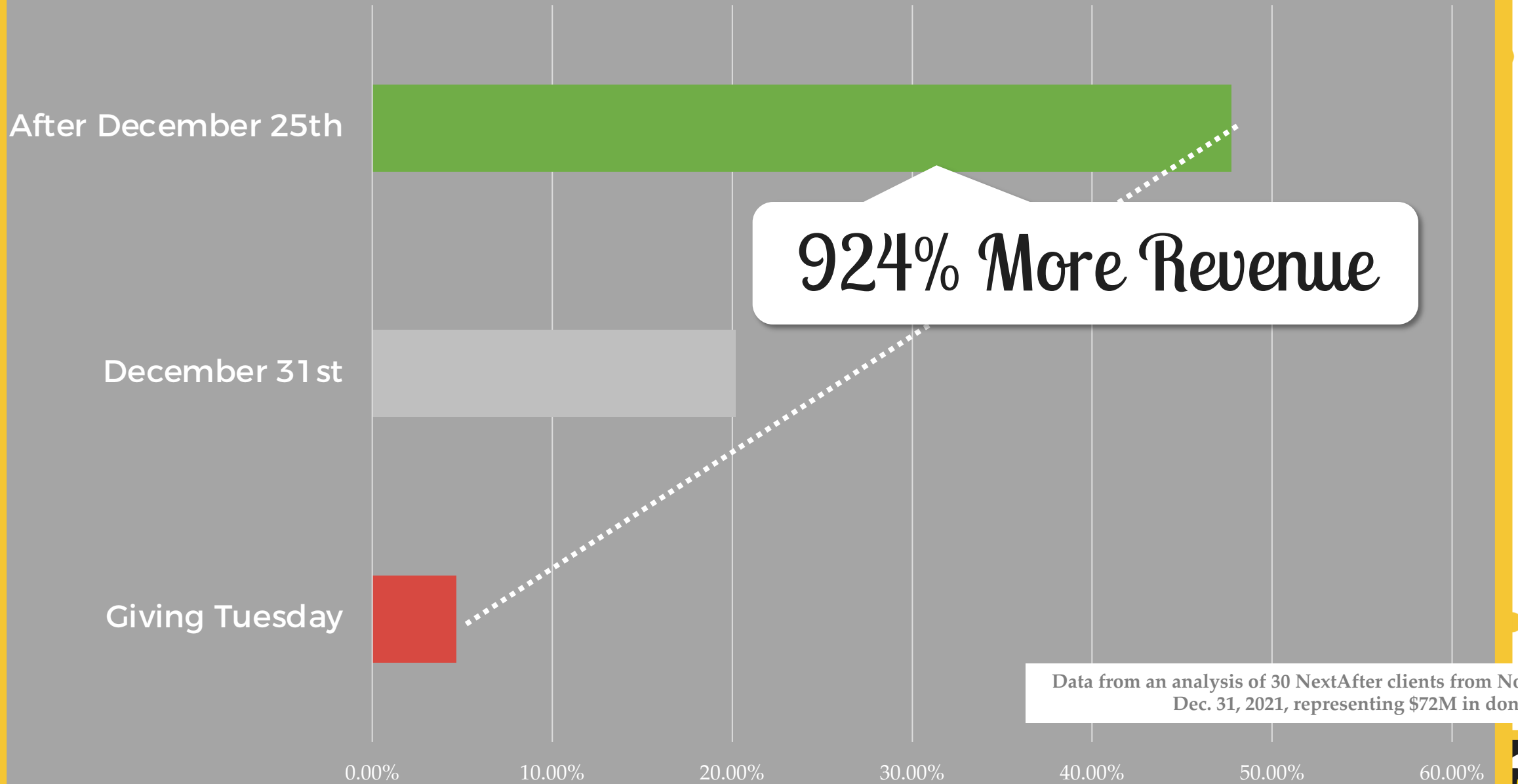


334% More Revenue

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Year-End Fundraising Resources

Year-end fundraising campaigns often end up being exactly the same year after year. On the one hand, there are *common tactics that are proven to work*. But on the other, if you aren't testing new strategies, you can't hope to *improve your results* each year-end season.

The resources below will equip you with *essential strategies and skills* to improve your online fundraising efforts this year-end and optimize your way to more donations and revenue.



Free Training



Research Study



Other Resources

Get Certified in Year-End Fundraising Course

In this 4-session year-end fundraising certification course, you'll learn *proven techniques, strategies, and tactics* that can help lead you to a record setting year-end season.

During the course, you'll receive insights to cut through a crowded inbox, a full *year-end timeline outlining what emails to send*, tips to get the most out of each type of email, and *ideas to implement on your donation page* to maximize revenue.

[Get Access to the Course »](#)



Brand New Year-End Multichannel Fundraising Research

In this brand new research study conducted in partnership between Virtuous and NextAfter, you'll see exactly how nonprofits communicate with, cultivate, and appeal to both online and offline donors during the year-end season.

You'll get critical answers to questions like:

- How do nonprofits communicate with online and offline donors differently during the end of the year?
- What do organizations prioritize first: Giving Tuesday or December



Get More Free Year-End Resources



nextafter.com/year-end



Maximize Your Online Fundraising During the Last Week of the Year

Whether you've started planning your year-end fundraising campaign or not, this guide will equip you with field-tested and proven strategies to maximize donations during the biggest giving week of the entire year.

- In part 1, you'll learn 5 specific tactics you can implement to maximize donations from your existing web traffic.
- In part 2, you'll get a 3-email timeline with complete instructions on when to email your donors and what to say during the final year-end stretch.
- In part 3, you'll find 5 tested and proven ways to increase donations and revenue on your year-end donation page during the last week.

[Get the Free eBook »](#)



Other Resources to Grow Your Online Fundraising

Cut Through the Clutter with Your Year-End Fundraising [eBook]

Use the insights from an analysis of over 2500 year-end fundraising emails sent from top nonprofits in this free eBook to cut through the inbox clutter and reach more donors this year-end season.



[Get the Cut Through the Clutter eBook »](#)

Supercharge Your Year-End Fundraising [Webinar]

Discover quick, actionable tips to help you communicate why donors should give more effectively, maximize donations from your web traffic, and jolt your campaign with some paid advertising.



[Watch the Year-End Webinar »](#)

A 3 Step Guide to Giving Tuesday [Blog Post]



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[Read the blog post on Giving Tuesday »](#)



10 Proven Year-End Fundraising Ideas to Actually Grow Your Revenue [Blog Post]

[Read the blog post on year-end fundraising ideas »](#)



3 Perspectives of Year-End Fundraising – The Generosity Freakshow [Podcast]

[Listen to the podcast on year-end fundraising »](#)

Get More Free Year-End Resources



nextafter.com/year-end



NextAfter Institute is the training arm of NextAfter, an online fundraising research and consultancy focuses on helping nonprofits acquire more donors and grow their revenue in order to increase impact and grow generosity.

Have a question?
Ask away using the form below.

FIRST NAME* LAST NAME*



onecause®

W E B I N A R



SUPERCHARGE

Your Nonprofit Content Creation:

Unlocking the Potential of ChatGPT

WEDNESDAY, AUGUST 16, 2023



Seth Giammanco

Principal
Strategy & Technology
Minds On Design Lab



Raise Nation Radio

The Podcast for Fearless Fundraisers



onecause®
POWERFUL FUNDRAISING SOLUTIONS



info@onecause.com

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888.729.0399