



Online Fundraising

2020

Research-Backed

Strategies to Grow Virtually

THURSDAY APRIL 9TH | 1PM ET | 12PM CT | 10AM PT

Session Hosts



Kelly Velasquez-Hague
VP of Content
Marketing



Brady Josephson
VP of Content
Marketing



Rich Dietz
Director of P2P &
Online Fundraising

WARNING!

There's a lot in here... get your pencils ready...



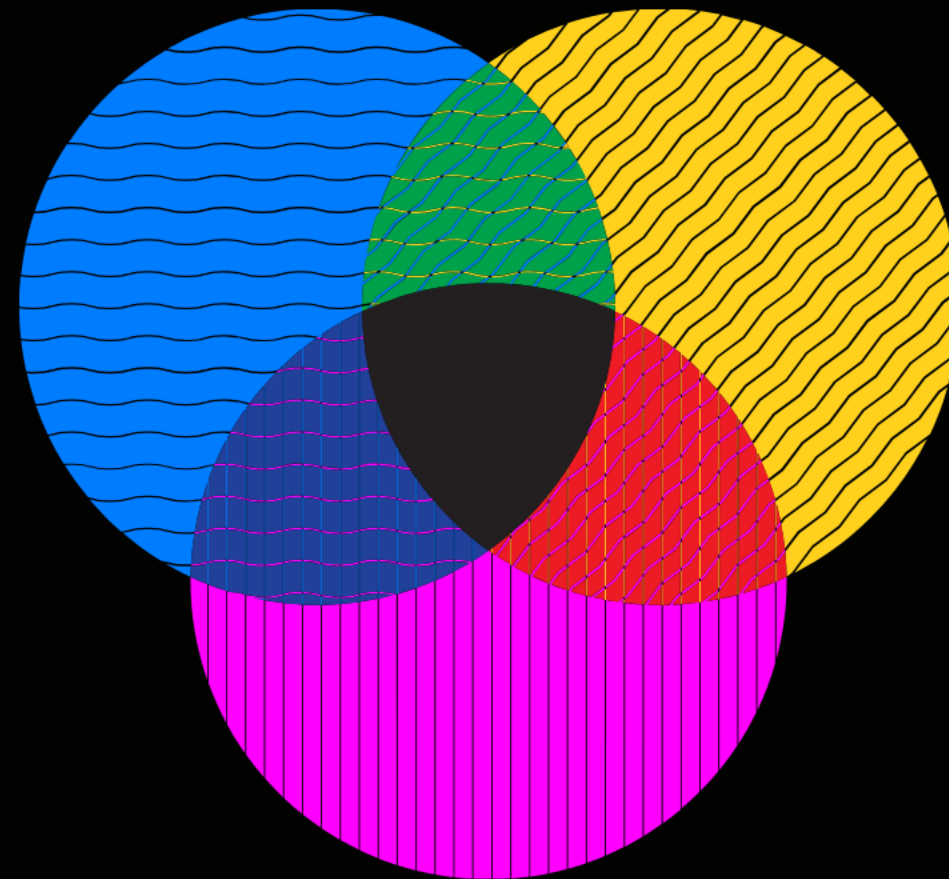


**WHERE DO THESE
IDEAS COME
FROM?**

OUR APPROACH

Forensic
Research

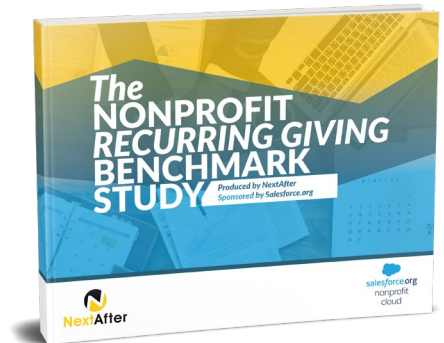
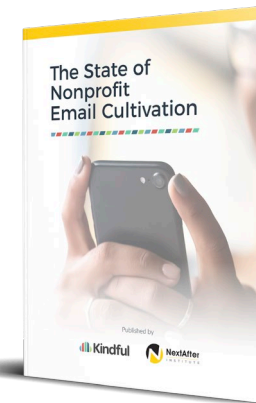
APPLIED
Research



ACADEMIC Research

FORENSIC RESEARCH.

[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)



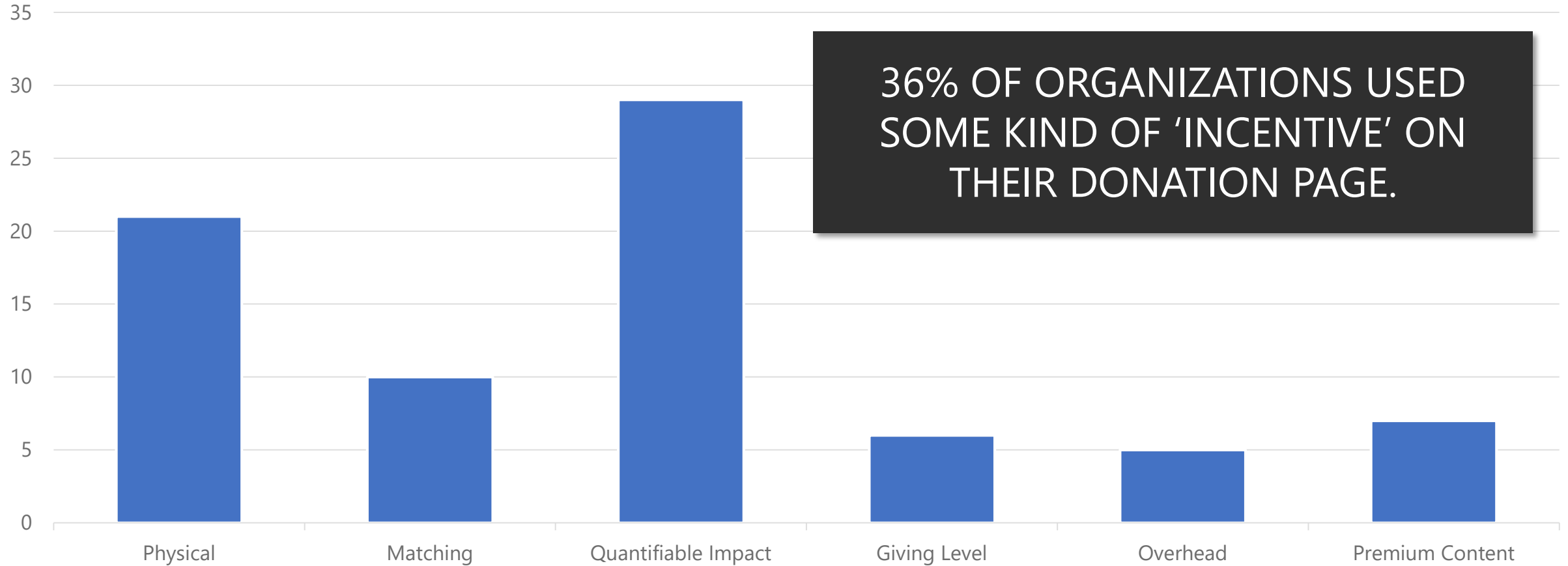


203 NONPROFITS ACROSS 12 VERTICALS.

**27 DATA POINTS FROM THE GIVING
PROCESS.**

5 DATA POINTS FROM THE THANK YOU PAGE.

Which Incentives Were Used?



Social Proof and Nudges

INTERESTING

LIKE THIS

Select giving frequency:

☐ Monthly ☒ One-Time

Your steady support prepares us for every challenge and lets us plan for the future!

\$250	\$100	\$75
\$50	\$30	\$0.00

Most people are giving \$75. Please give what you can.

DONATE NOW »

OR THIS

Gift Type:

☐ Monthly ☒ One-Time

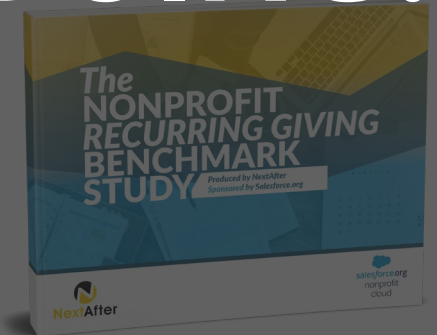
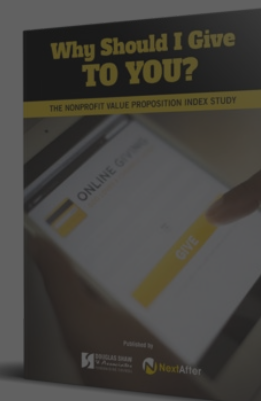
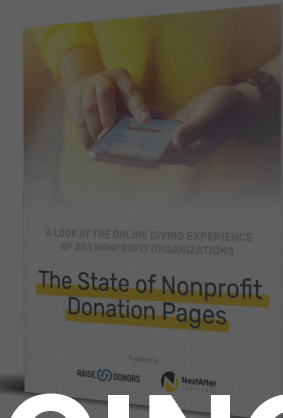
Gift Amount (\$5 Min)

\$500	\$100	\$50	\$25
\$0.00			

Most people are giving \$100 right now. Please, give what you can.

FORENSIC RESEARCH.

WHAT ARE ORGANIZATIONS DOING?



@bradyjosephson



APPLIED RESEARCH.

NEXTAFTER.COM/RESEARCH

Shares



How increasing clarity in the value proposition and creating differentiation in the call-to-action affects new site signups

31.1% lift



Date Added: July 3, 2019
Research Partner: CaringBridge
Element tested: Name Acquisition Copy

CaringBridge wanted to increase the number of new journal sites that were created from the homepage, primarily from mobile devices (which constituted the majority of traffic). After an initial review of the homepage, a few potential issues were identified. First, new site signups were not prioritized—"visiting a friend" was above it in the visual hierarchy. On mobile, the headline "Start your free website" and the call to action "Start a site" were right next to each other, with no description in between. In fact, most of the value proposition was actually below the call to action. They decided to create two treatments— The first treatment used a visual image of someone using a computer to access CaringBridge —to reinforce the feeling that a CaringBridge site creates. Second, a new call-to-action was used: "Create a site", instead of "Start a site", to emphasize that the site was new. Finally, the headline was changed to clarify what CaringBridge offered—"Personal, protected websites for every health journey". This copy was on the treatment, but was secondary to the headline "Share, Connect and Rally Support". They wanted to also see if "help text" would further increase conversions. They knew this would vary based on the visitor's familiarity with CaringBridge, but they added additional bullet points of copy, as well as personalizing the headline to reflect what CaringBridge can do for you, the visitor: "Start your free, personal CaringBridge site today". They launched a three-way test to determine which experience drove the most new site signups from the homepage.

[View the experiment »](#)

How a video ad increased email acquisition rate

35.7% lift



Date Added: July 3, 2019
Research Partner: The Heritage Foundation
Element tested: Advertising

As a part of The Heritage Foundation's acquisition efforts promoting their "What You Need to Know about Religious Freedom" ebook, we wondered what impact a video-based ad would have on our ability to acquire emails and donors.

[View the experiment »](#)

How the placement of a donation ask in an article impacts donor conversion

Not Valid



Date Added: June 27, 2019
Research Partner: EWTN
Element tested: Advertising

On the National Catholic Register's website, we had previously tested adding a donation opportunity within the site's articles. We found we were able to increase donor acquisition by 800% with this "Dear Reader" style donation ask. We then rolled this out to all traffic and monitored engagement metrics on the website. Engagement for the articles didn't drop off and we continued to see donations come in from the feature. We then hypothesized the

SEARCH THE LIBRARY

Keywords

Search

[Show Advanced Options](#)

FILTER BY AREA OF FOCUS

- Advertising (245)
- Emails (192)
- Email Acquisition Pages (162)
- Donation Pages (202)

GET THE LATEST RESEARCH IN YOUR INBOX TODAY

Subscribe today to receive the latest research from NextAfter. These tests offer new ideas for nonprofits to increase their names, donors, and dollars acquired.

Send me the latest research

APPLIED RESEARCH.

NEXTAFTER.COM/RESEARCH

Impacts donor conversion



Date Added: June 27, 2019
Research Partner: EWTN
Element tested: Advertising

On the National Catholic Register's website, we had previously tested adding a donation opportunity within the site's articles. We found we were able to increase donor acquisition by 800% with this "Dear Reader" style donation ask. We then rolled this out to all traffic and monitored engagement metrics on the website. Engagement for the articles didn't drop off and we continued to see donations come in from the feature. We then hypothesized the placement of the Dear Reader. Would we be able to increase donor conversion by placing it mid-article or at the end of the article? We tested this by splitting the traffic 50/50.

[View the experiment »](#)

How visually emphasizing a gift amount on a primary donation page impacts revenue

📈 23.8% lift



Date Added: June 27, 2019
Research Partner: The Missionary Oblates of Mary Immaculate
Element tested: Donation Page Form

Significant testing had been done on the Missionary Oblates primary donation page in an effort to increase donor conversion. Because of the low conversion rate from this page, we weren't able to validate these experiments or help improve conversion on the page. Because of this, we hypothesized testing an element on the page that might impact overall revenue and average gift. For this experiment we tested visually emphasizing a larger gift amount than what we knew was the average gift on this page. To do this, we put the higher suggested gift amount in the middle of the gift arrays, put a box around it and noted that gift amount to be the "most popular".

[View the experiment »](#)

How an additional design element affected registrations from a webinar email

Not Valid



Date Added: June 27, 2019
Research Partner: NextAfter
Element tested: Name Acquisition Copy

The majority of our emails are hyper-personal and text only. But recently, we've seen digest-style emails perform better using some basic design elements including simple images and HTML buttons. We believe the reason for this is that our emails can be very heavy. And if you're not reading every line, a design element can quickly show what the offer is and provide a clear call-to-action. In this case, we wondered if a similar approach could help improve registration rates in our webinar invitation emails.

[View the experiment »](#)

How creating a longer "process" impacted desktop donor conversion

📉 -39.5% drop



Date Added: June 27, 2019
Research Partner: Alliance Defending Freedom
Element tested: Donation Page Copy, Name Acquisition Form

In an effort to improve downstream donor conversion of people signing the statement of belief on the ADF blog, we decided to test out a new way to frame the process. The current control had the first step of signing the statement of belief and then the second step was a thank you page with a donation form on it. Our hypothesis was that we could improve donor conversion by making

APPLIED RESEARCH.

NEXTAFTER.COM/RESEARCH

Shares



How visually emphasizing a gift amount on a primary donation page impacts revenue

Experiment ID: #16415

The Missionary Oblates of Mary Immaculate

The Missionary Oblates of Mary Immaculate are a Roman Catholic congregation of priests and brothers founded after the French Revolution by St. Eugene De Mazenod to work among the poor. Today there are nearly 4,000 missionaries working in more than 60 countries around the world.

Experiment Summary

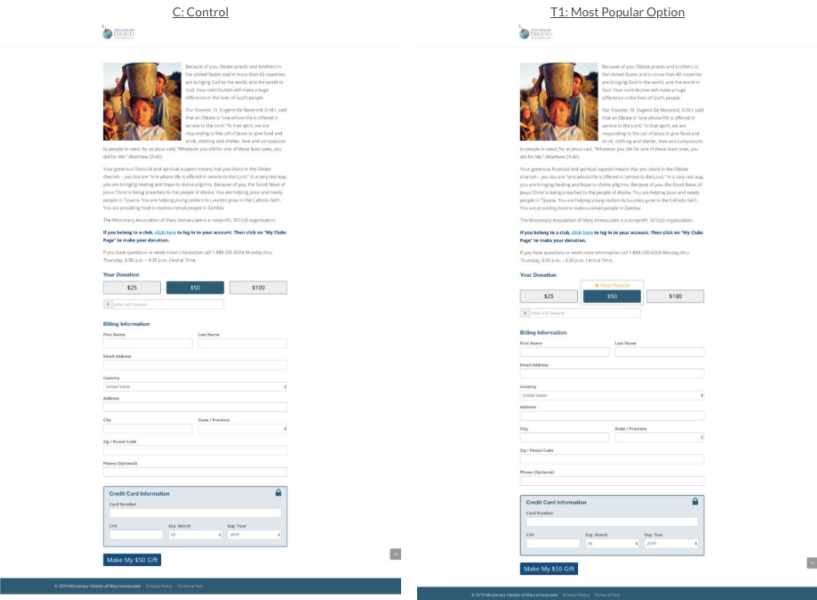
Timeframe: 4/16/2019 - 6/14/2019

Significant testing had been done on the Missionary Oblates primary donation page in an effort to increase donor conversion. Because of the low conversion rate from this page, we weren't able to validate these experiments or help improve conversion on the page. Because of this, we hypothesized testing an element on the page that might impact overall revenue and average gift. For this experiment we tested visually emphasizing a larger gift amount than what we knew was the average gift on this page. To do this, we put the higher suggested gift amount in the middle of the gift arrays, put a box around it and noted that gift amount to be the "most popular".

Research Question

Can we increase average gift and overall revenue by visually emphasizing a specific gift amount?

Design



Results

	Treatment Name	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C:	Control	\$10.85			\$26.90

APPLIED RESEARCH.
NEXTAFTER.COM/RESEARCH

Design

C2: Control

P1: Most Popular Option

Because of you, I have private and business in the United States and in more than 40 countries, including 14 in the world, and the majority in 14. Your contribution will make a huge difference in the lives of 140 people.

For example, 14 people in the United States and 14 people in the United States will be able to go to the United States and 14 people in the United States will be able to go to the United States and 14 people in the United States will be able to go to the United States.

For example, 14 people in the United States and 14 people in the United States will be able to go to the United States and 14 people in the United States will be able to go to the United States.

Because of you, I have private and business in the United States and in more than 40 countries, including 14 in the world, and the majority in 14. Your contribution will make a huge difference in the lives of 140 people.

For example, 14 people in the United States and 14 people in the United States will be able to go to the United States and 14 people in the United States will be able to go to the United States.

For example, 14 people in the United States and 14 people in the United States will be able to go to the United States and 14 people in the United States will be able to go to the United States.

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Address

City **State / Province**

Zip / Postal Code

Phone (Optional)

My Information

First Name **Last Name**

Email Address

Country

Results

Treatment Name	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C: Control	\$10.85			\$26.90
T1: Most Popular Option	\$13.43	23.8%	97.4%	\$30.90

This experiment was validated using 3rd party testing tools. Based upon those calculations, a significant level of confidence was met so these experiment results are valid.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

We were able to increase overall revenue from the primary donation page by 24%. By visually emphasizing the gift and noting it as the “most popular,” we eliminated some of the decision process friction in making a gift and increased the average gift on the page. Additionally, we saw an even stronger increase in revenue (44%) for people on mobile devices. This learning has a significant impact on revenue for the organization.

Share this research with a colleague

Our mission is to help elevate the field of fundraising by openly sharing our research and inspiring a wider community of testing and optimization. If you have found our research to be helpful, insightful, or even just interesting—[please share it with a fellow fundraiser](#).

Your Name _____

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

CONTROL

Your Donation

Billing Information

First Name

Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV

Exp. Month

Exp. Year

Make My \$50 Gift

AND A 44% INCREASE FOR PEOPLE ON
MOBILE DEVICES.

TREATMENT 7.8%

Your Donation

In Conversion Rate

Billing Information

First Name

Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

14.9%

In Average Gift

Credit Card Information

Card Number

CVV

Exp. Month

Exp. Year

Make My \$50 Gift

23.8%

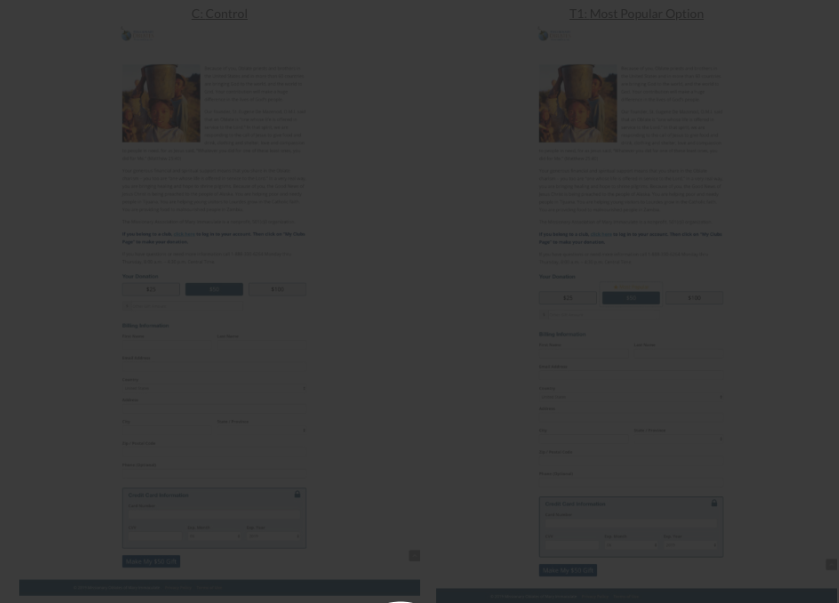
In Revenue

APPLIED RESEARCH.

NEXTAFTER.COM/RESEARCH

WHAT DO PEOPLE DO.

Design



Results

	Treatment Name	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C:	Control	\$10.85			\$26.90
T1:	Most Popular Option	\$13.43	23.8%	97.4%	\$30.90

This experiment was validated using 3rd party testing tools. Based upon those calculations, a significant level of confidence was met so these experiment results are valid.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

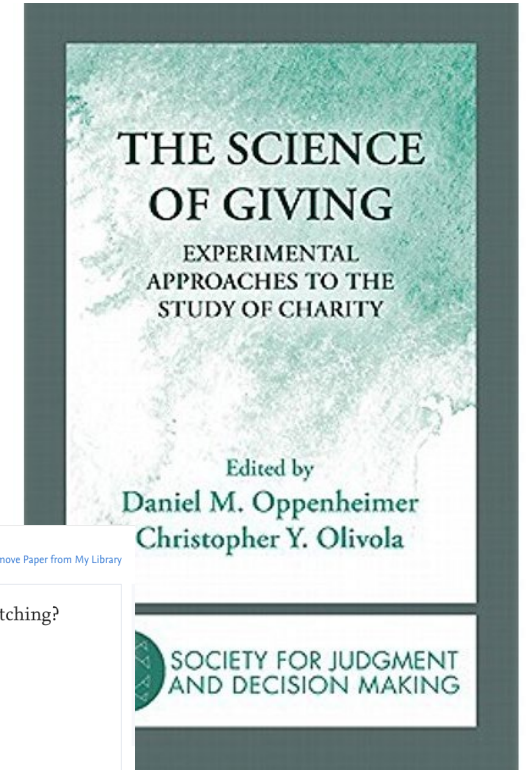
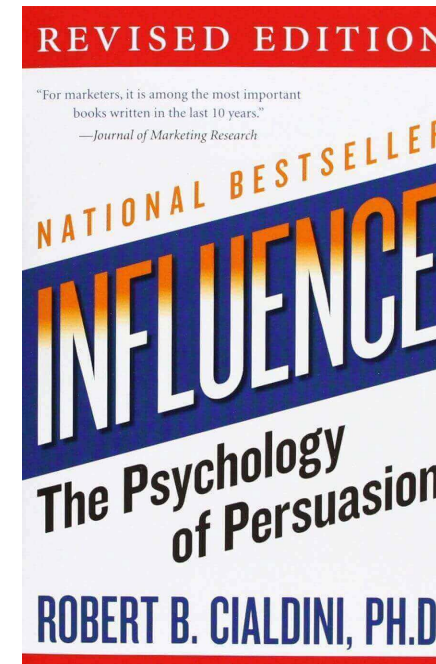
We were able to increase overall revenue from the primary donation page by 24%. By visually emphasizing the gift and noting it as the "most popular", we eliminated some of the decision process friction in making a gift and increased the average gift on the page. Additionally, we saw an even stronger increase in revenue (44%) for people on mobile devices. This learning has a significant impact on revenue for the organization.

Share this research with a colleague

Our mission is to help elevate the field of fundraising by openly sharing our research and inspiring a wider community of testing and optimization. If you have found our research to be helpful, insightful, or even just interesting—[please share it with a fellow fundraiser.](#)

Your Name

'ACADEMIC' RESEARCH.



[Download This Paper](#) [Open PDF in Browser](#) [Remove Paper from My Library](#)

Do Beliefs About Peers Matter for Donation Matching? Experiments in the Field and Laboratory

41 Pages • Posted: 3 Jun 2015 • Last revised: 13 Sep 2016

[Laura Gee](#)
Tufts University; IZA

[Michael Schreck](#)
Analysis Group, Inc.

[There are 2 versions of this paper](#)

Date Written: August 31, 2016

Abstract

Charitable giving has been about 2% of US GDP since the turn of the century. A popular fundraising tool is donation matching where every dollar is matched by a third party. But field experiments find that matching does not always increase donations. This may occur because individuals believe that peer donors will exhaust the matching funds. We develop a theory of how beliefs about peers' donations affect one's own likelihood of donation. We test our theory using novel "threshold match" treatments in field and laboratory experiments. These treatments form small groups and offer a flat matching bonus if a threshold number of donations is received. One "threshold match" treatment more than doubles the donation rate in the field relative to no match. To better understand the mechanism behind this huge increase, we use a lab study to replicate the field results and further show that beliefs about peers' donations matter. Our theoretical, lab, and field results combined suggest people are more likely to donate when they believe they are more pivotal to securing matching money. Beliefs about others matter, and they should be taken into account when trying to increase donations.

Keywords: Charitable Giving, Field Experiment, Matching

JEL Classification: C93, D64, H41

Suggested Citation:

Social Proof:

Also called 'consensus' or 'social influence', it is a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation.



Robert Cialdini's Famous Washroom Experiment

CONTROL

Environmentally focused message

35% OF PEOPLE WILL REUSE
TOWELS.

TREATMENT 1

75% of our guests reuse their towels at some time during their stay, so please do so as well.



26%

In Towel Reuse

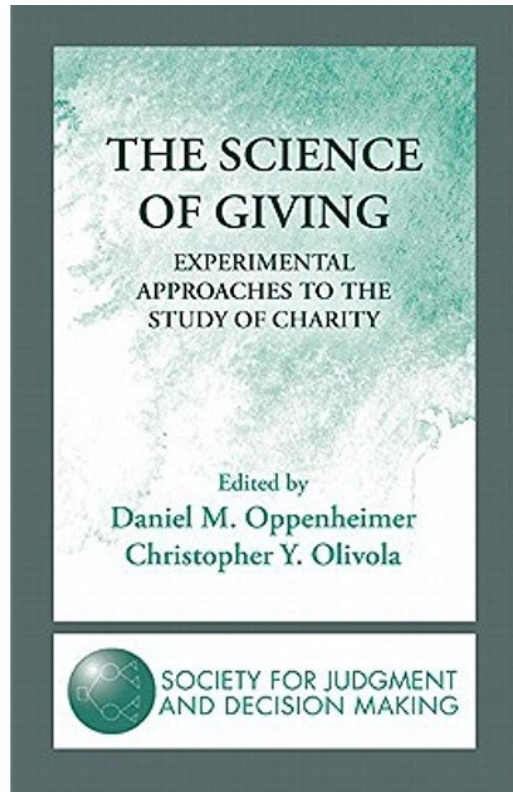
TREATMENT 2

75% percent of people who have stayed in this room have reused their towel.



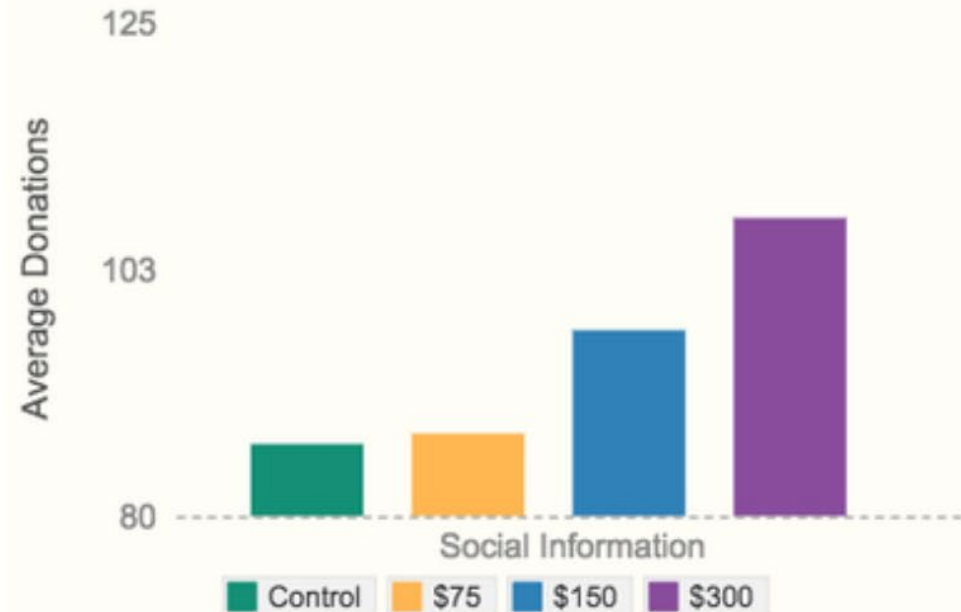
33%

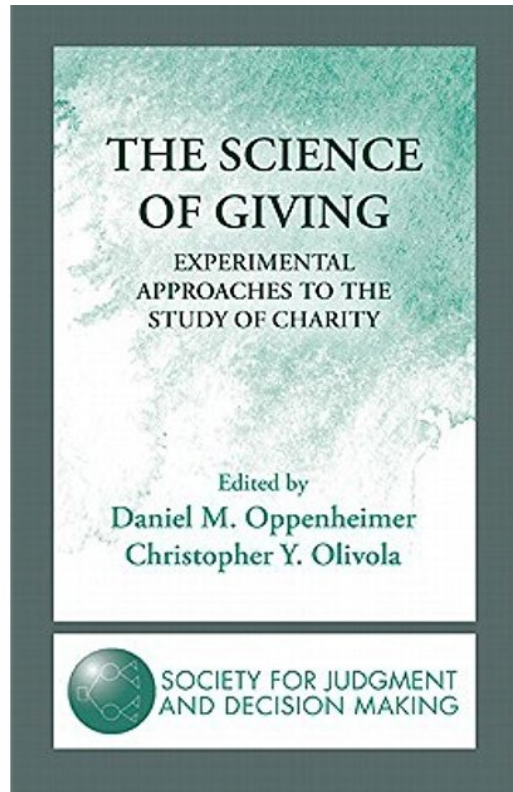
In Towel Reuse



FIELD EXPERIMENTS IN PUBLIC RADIO

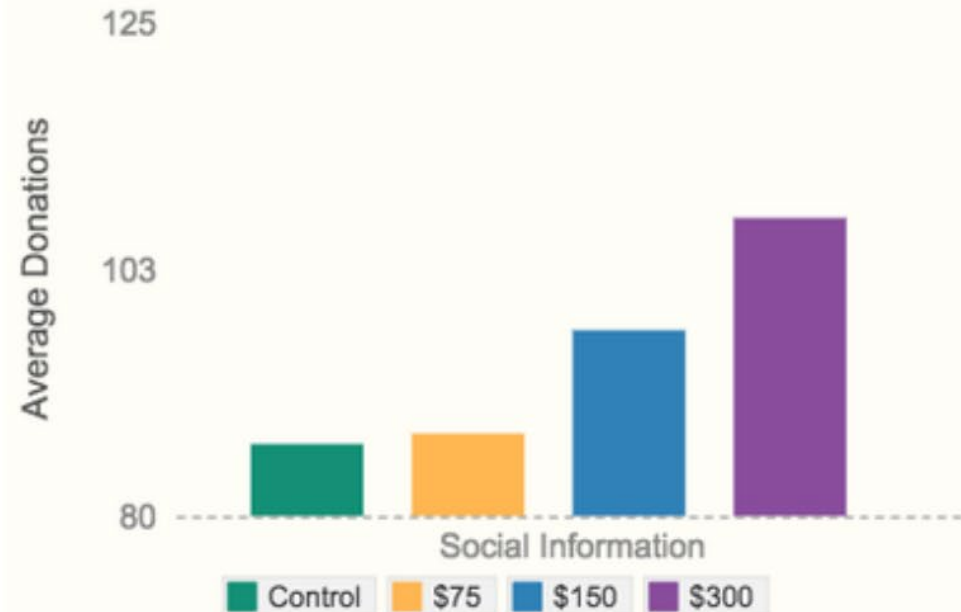
In a 2009 field experiment with a public radio station, callers were put into four groups; those receiving no social information and those who were told about another donor who made a \$75, \$150 or \$300 donation.





FIELD EXPERIMENTS IN PUBLIC RADIO

In a 2009 field experiment with a public radio station, callers were put into four groups; those receiving no social information and those who were told about another donor who made a \$75, \$150 or \$300 donation.



**CITING A PRIOR DONATION
OF \$300 INCREASED GIVING
AN AVERAGE OF 29%**

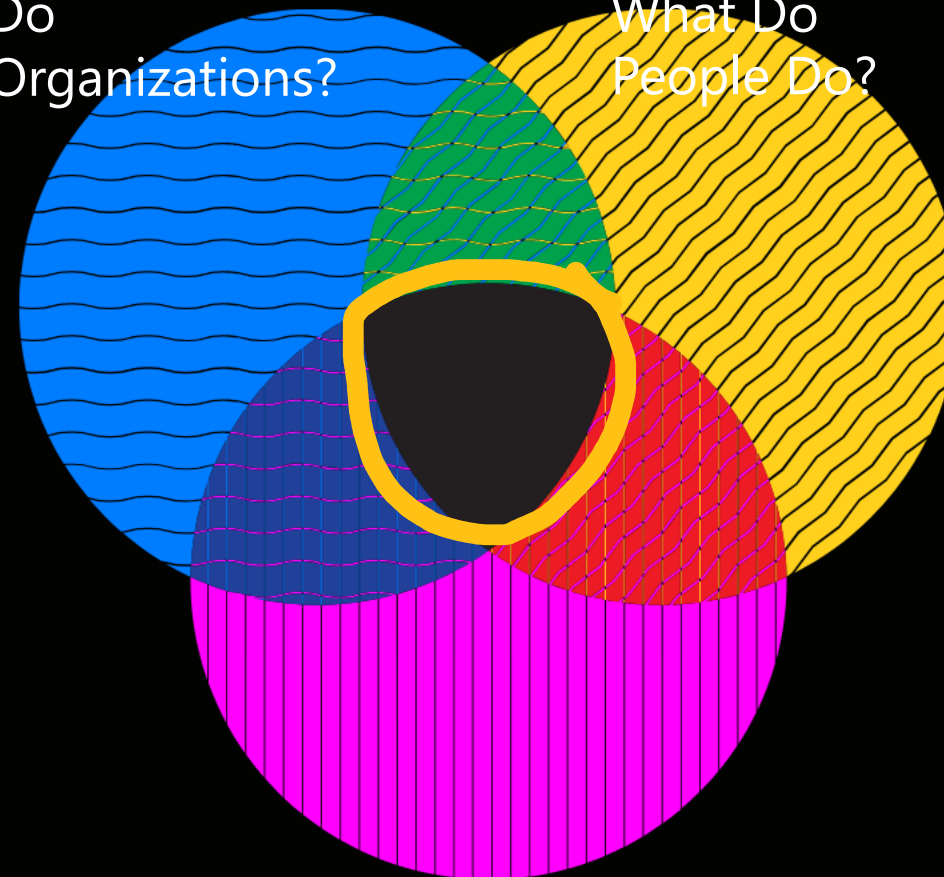


**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

OUR MISSION

Forensic
research What
Do
Organizations?

APPLIED
research
What Do
People Do?



ACADEMIC research
What Could/Should People Do?

Try using social proof and 'social nudges' to increase donations, average gift, and recurring donors.



Today:

***Not about how to do online fundraising
but to give you ideas and information to
focus in your online fundraising efforts
and try new things based on research in
2020.***



What about COVID-19?



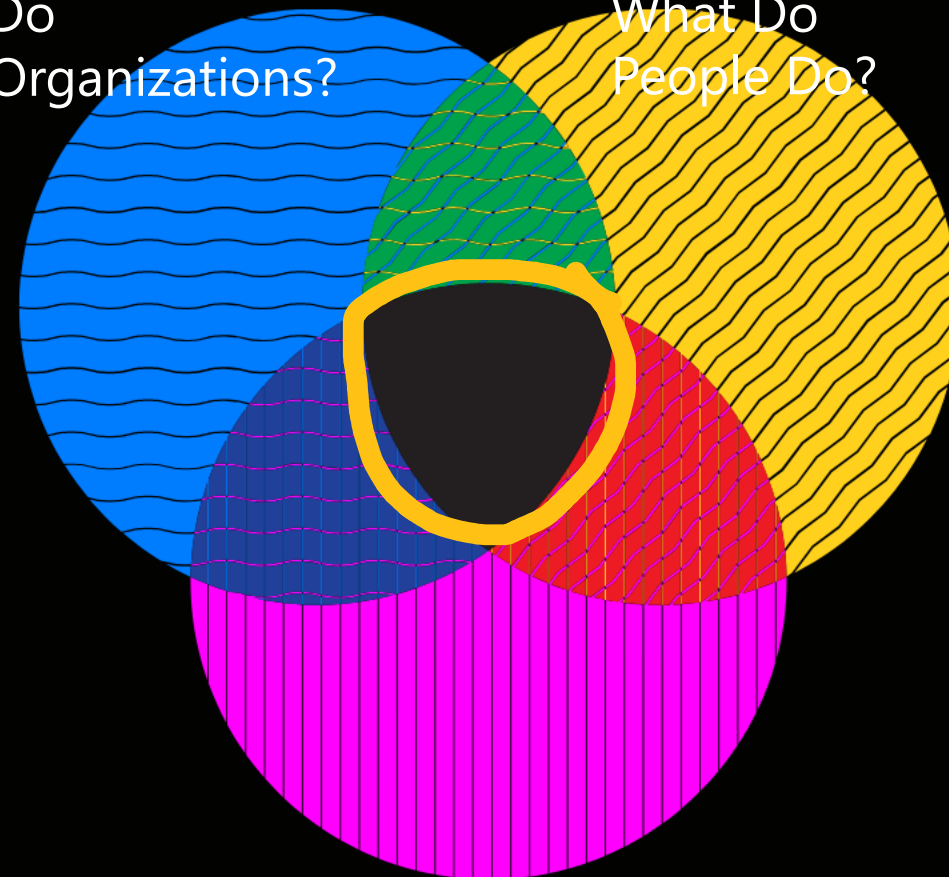


**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

OUR MISSION

Forensic
research What
Do
Organizations?

APPLIED
research
What Do
People Do?



ACADEMIC research
What Could/Should People Do?

WEBINAR
APRIL 23

CORONAVIRUS NONPROFIT FUNDRAISING RESPONSE TOOL.

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)



Coronavirus *Nonprofit Fundraising Response*



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that *no one truly knows what the "correct" response is.*

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Email Trends &
Examples

Web Traffic Trends
Coming Soon

Resources

Get Updates on
Response Trends



Nonprofit Email Volume Trends

@bradyjosephson





Online Fundraising 2020

RESEARCH-BACKED STRATEGIES TO GROW VIRTUALLY

@bradyjosephson | brady@nextafter.com | nextafter.com

Here's the big **problem**.



New Donor Retention Rates

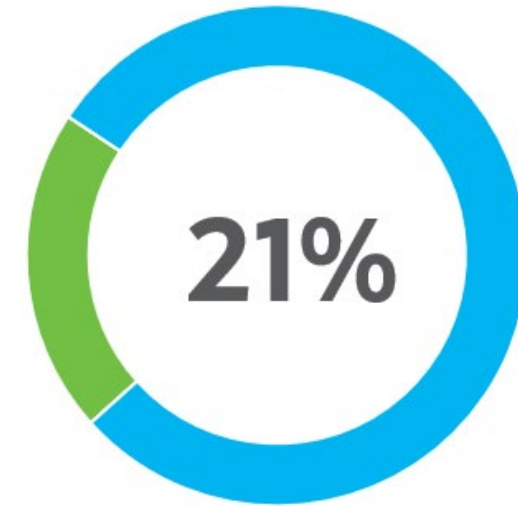
ONE-YEAR



First-year, online-only donor retention rate

MULTI-YEAR

Single Gift Donors



21% of donors acquired with a single gift in 2017 were still giving in 2019.



We have a communications problem.

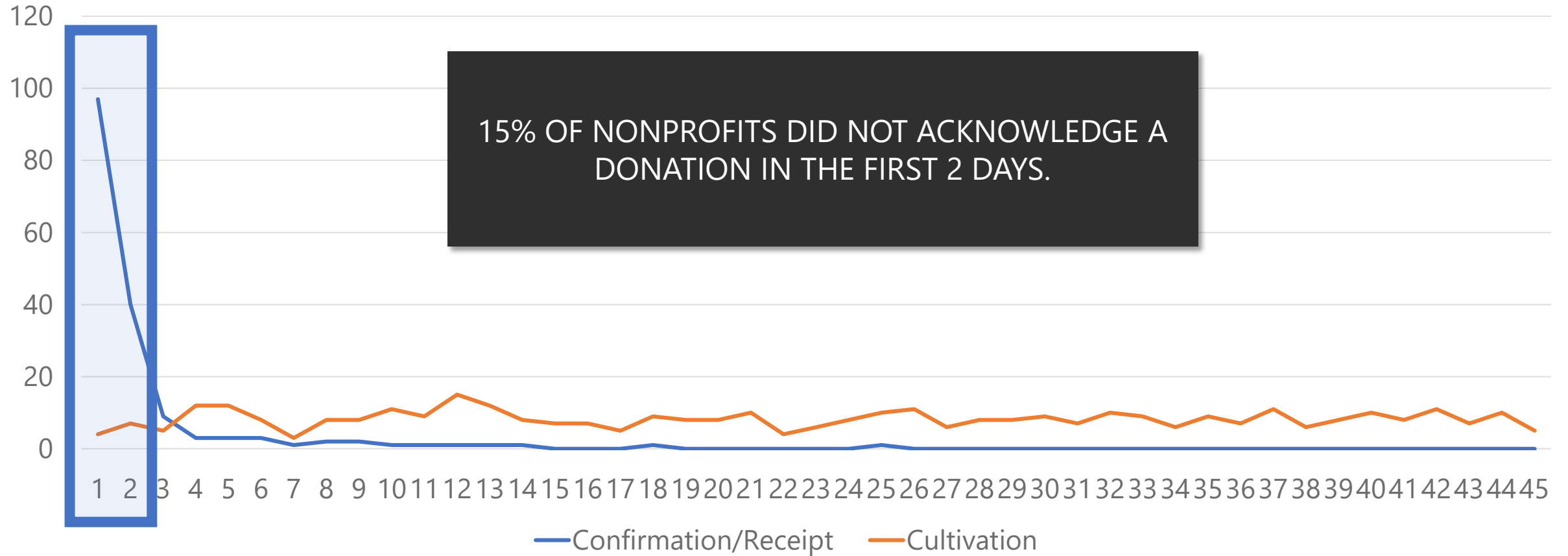




STRATEGY

DO BETTER THANKING

All Email Types to Donor Over Time



**Make sure your donors are
being thanked for their
gifts.**



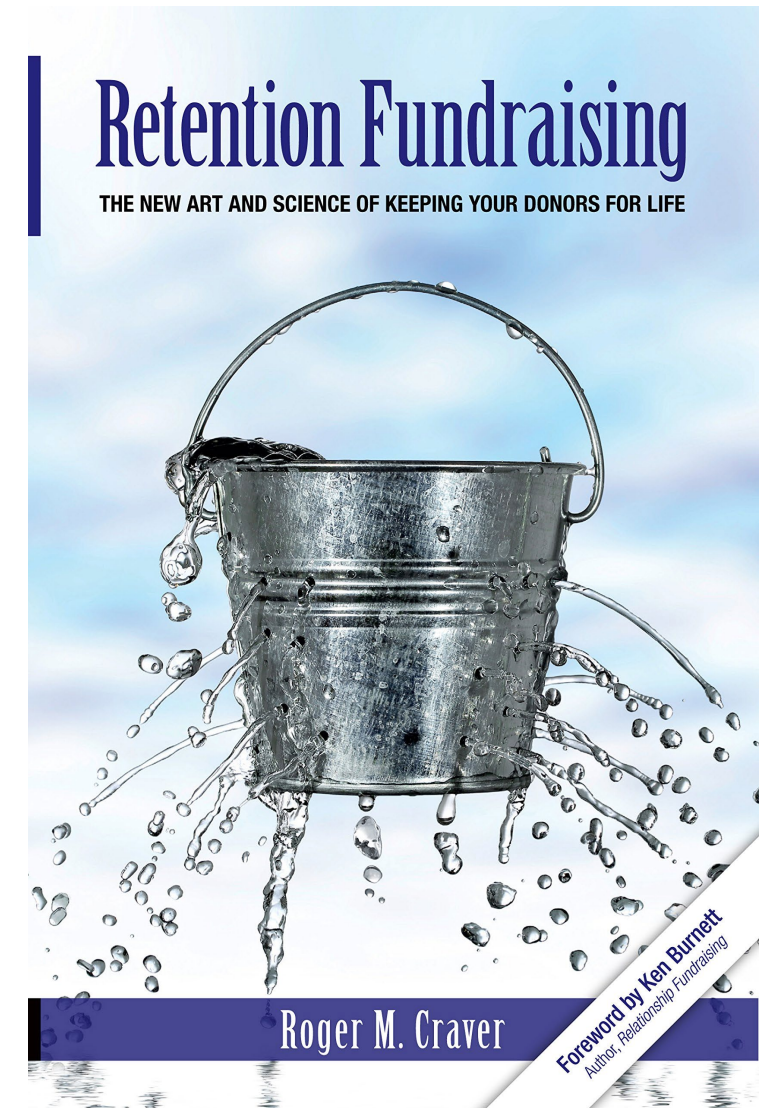
But how?



But how? Message.

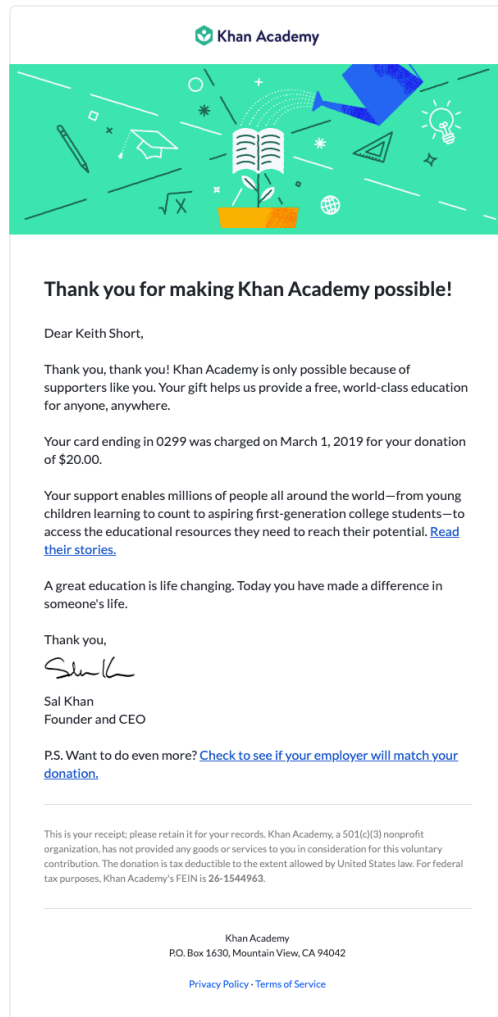


- Saying thank you is easy retention win #1.
- It should be timely and confirm the donation was received
- Should focus on
 - Why the gift is appreciated
 - Why the gift matters and
 - How the gift was put to work.

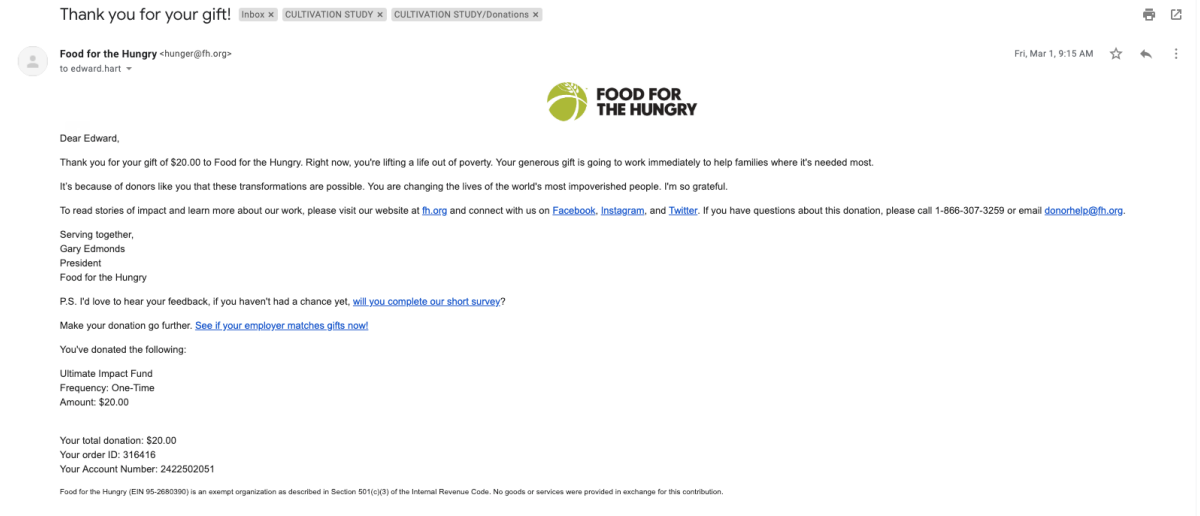


Some Good Examples

LIKE THIS

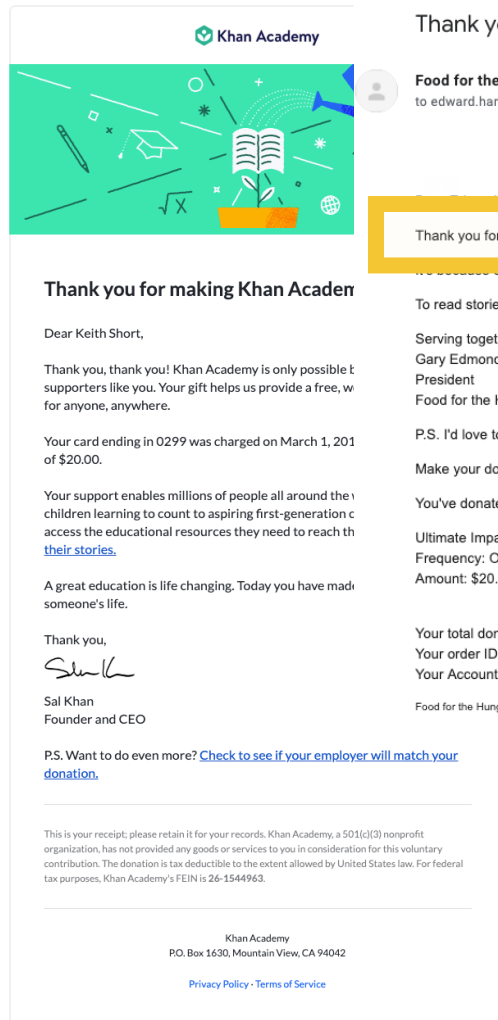


OR THIS

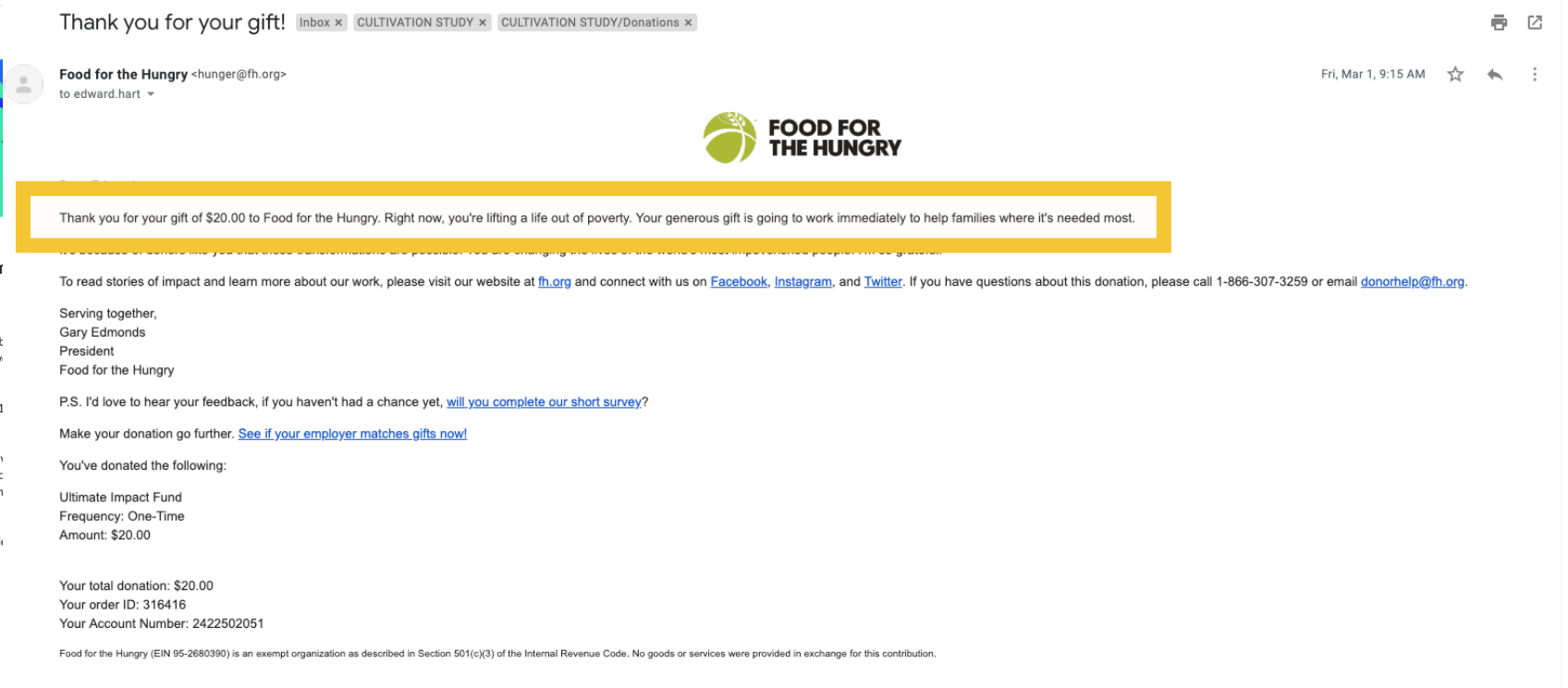


Some Good Examples

LIKE THIS



OR THIS



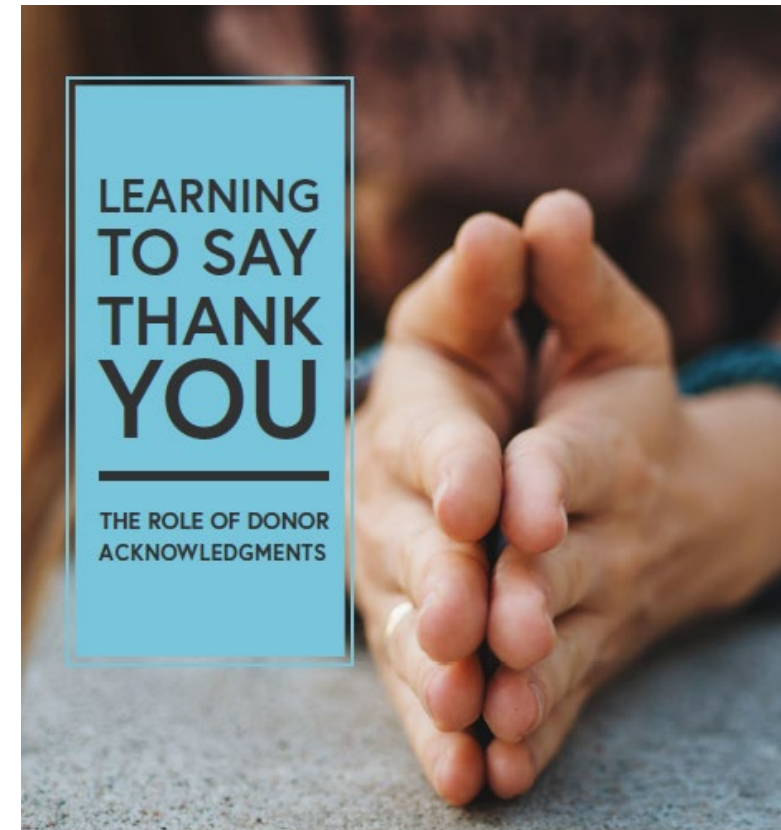
@bradyjosephson



**Make sure donors are not just
acknowledged but thanked with how
their donation is needed and being used.**



FROM “LEARNING TO SAY THANK YOU” PHILANTHROPY- CENTRE.ORG/REPORTS



By
Jen Shang, Adrian Sargeant, Kathryn
Carpenter and Harriet Day
September 2018



Thank-You Communications and the Influence on Engagement and Downstream Behavior

- Goodwill shoppers and members of the rewards club
- Shoppers received 3 thank you emails over a few weeks after their purchase
- Sent a survey 4 months after the first thank-you email

	The control condition	The shopper condition	The community condition
The impact shoppers' actions have on a beneficiary	Yes	Yes	Yes
The role of the shopper in making this impact		Yes	Yes
The impact shoppers' actions have on the Goodwill community			Yes

Thank-You Communications

	The control condition	The shopper condition	The community condition
The impact shoppers' actions have on a beneficiary	Yes	Yes	Yes
The role of the shopper in making this impact		Yes	Yes
The impact shoppers' actions have on the Goodwill community			Yes

Thank-You Communications

	The control condition	The shopper condition	The community condition
The impact shoppers' actions have on a beneficiary	Yes	Yes	Yes
The role of the shopper in making this impact		Yes	Yes
The impact shoppers' actions have on the Goodwill community			Yes

Condition 1

Hello Goodwill Supporter,

Thank you.

We know that you're used to getting emails about sales and retail events from Goodwill. But this email is meant to just share our thanks.

Thank you for every dollar you spend.

Thank you for making Round Up donations whenever possible.

By shopping at Goodwill, you create opportunities for Goodwill graduates like Shawntay. This year, she earned her high school diploma from the Goodwill Excel Center and graduated from our Hospitality Training Program. Now, she is a hotel front desk attendant and plans to earn her Associate Degree in Hospitality Management.

She could not have done it **without you.**

Thank you.

Thank-You Communications

	The control condition	The shopper condition	The community condition
The impact shoppers' actions have on a beneficiary	Yes	Yes	Yes
The role of the shopper in making this impact		Yes	Yes
The impact shoppers' actions have on the Goodwill community			Yes

Condition 2

Hello Goodwill Supporter,

We know that you're used to getting emails about sales and retail events from Goodwill. But this email is meant to just share our thanks.

Thank you for every dollar you spend.

Thank you for making Round Up donations whenever possible.

By shopping at Goodwill, you create opportunities for Goodwill graduates like Shawntay. This year, she earned her high school diploma from the Goodwill Excel Center and graduated from our Hospitality Training Program. Now, she is a hotel front desk attendant and plans to earn her Associate Degree in Hospitality Management.

Thanks to you, Shawntay has a new career in hospitality.

But more than that, thanks to you Shawntay has a new chance.

You have given Shawntay a chance to support herself, a chance to feel proud, and a chance to be the best version of herself that she can be.

She could not have done it **without you.**

Thank you.

Thank-You Communications

	The control condition	The shopper condition	The community condition
The impact shoppers' actions have on a beneficiary	Yes	Yes	Yes
The role of the shopper in making this impact		Yes	Yes
The impact shoppers' actions have on the Goodwill community			Yes

Condition 3

Hello Goodwill Supporter,

We know that you're used to getting emails about sales and retail events from Goodwill. But this email is meant to just share our thanks.

Thank you for making a difference in thousands of lives in our Goodwill community.

Thank you for making a difference in thousands of lives in our Goodwill community.

Thank you for making Round Up donations whenever possible.

Everything you do with Goodwill helps to change thousands of lives.

By shopping at Goodwill, you create a positive impact on the lives of graduates like Shawntay. This year, she earned her high school diploma from the Goodwill Excel Center and graduated from our Hospitality Training Program. Now, she is a hotel front desk attendant and plans to earn her Associate Degree in Hospitality Management.

Thanks to you, Shawntay has a new career in hospitality.

But more than that, thanks to you Shawntay has a new chance.

You have given Shawntay a chance to support herself, a chance to feel proud, and a chance to be the best version of herself that she can be.

She could not have done it **without you**.

Thank you.

Key Findings - Behavior



People (generally) care more about **their impact** than the collective impact.



Try thanking and acknowledging the donor's specific impact — not yours or even the community at large.



Your communications — including thank you's — can shape how donors **feel about *past* actions and influence *future* actions.**





@bradyjosephson



But how? Phone.

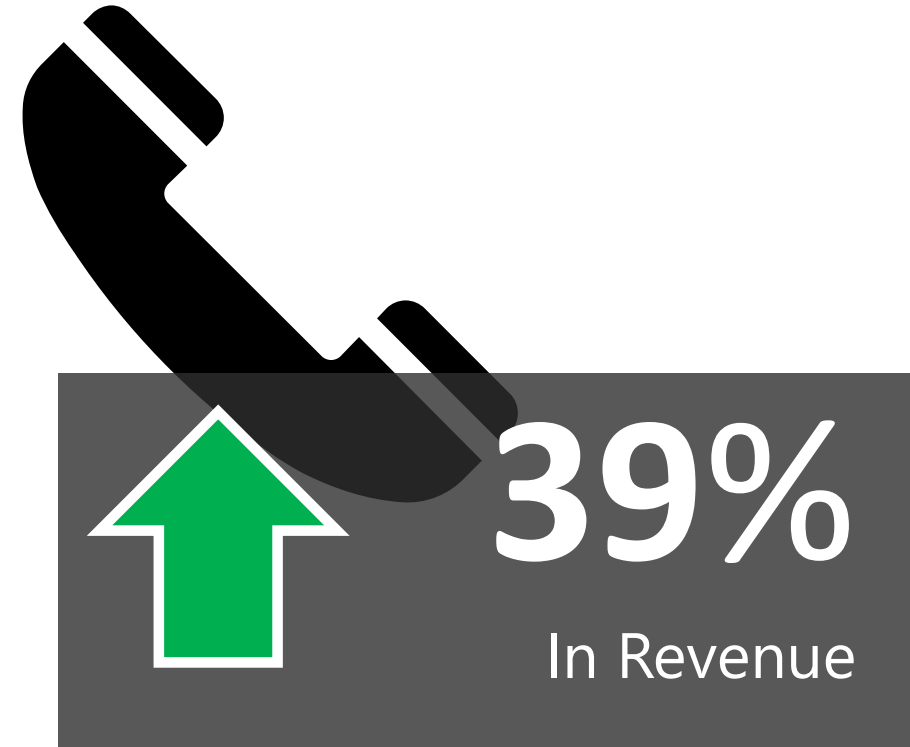


From Penelope Burk's "Donor Centered Fundraising"

NO THANK-YOU CALL



THANK-YOU CALL

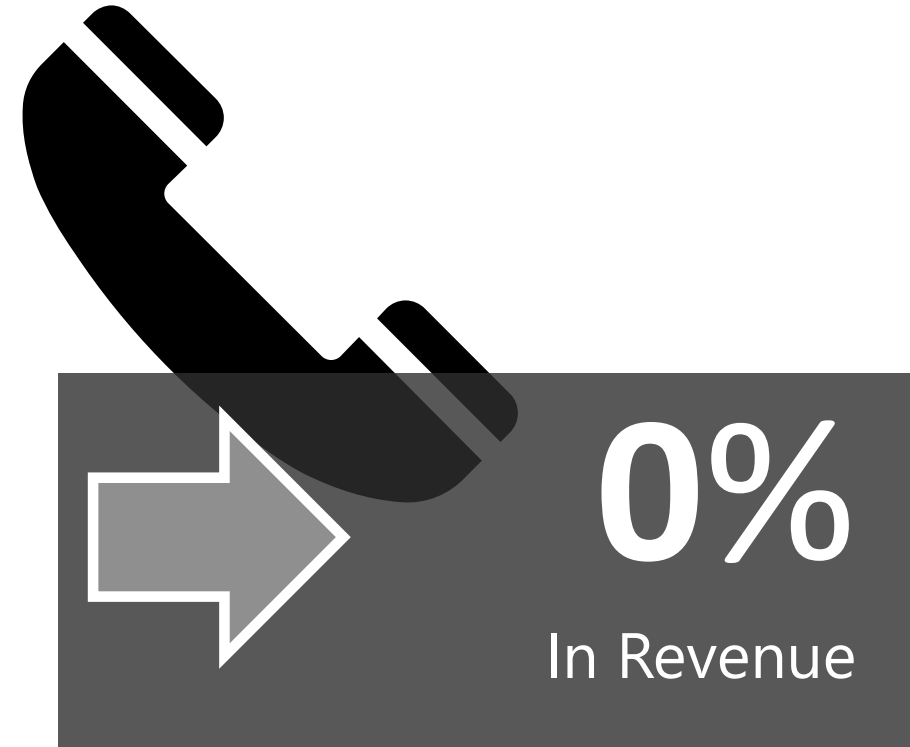


From Samek & Longfield's "Do Thank-You Calls Increase Charitable Giving"

NO THANK-YOU CALL



THANK-YOU CALL





#SchittsCreek



@bradyjosephson



THIS

Do Thank-You Calls Increase Charitable Giving? Expert Forecasts and Field Experimental Evidence

62 Pages • Posted: 13 May 2019

BECAME THIS

Calling donors to thank them doesn't make them more likely to give again

November 25, 2019 10.12am EST



What Does Some Other Data Have to Say?



- Bloomerang examined the stewardship habits of a random customer sample:
 - 3,729 nonprofit organizations in the US and Canada and 1,915,939 donors.
 - The organizations span a wide variety of sizes and cause types.
- They looked at first-time donations made between 2012 and 2018, and what effect a phone call or multiple phone calls within 90 days of that first gift made on their retention rates, second gift size and second gift timing.

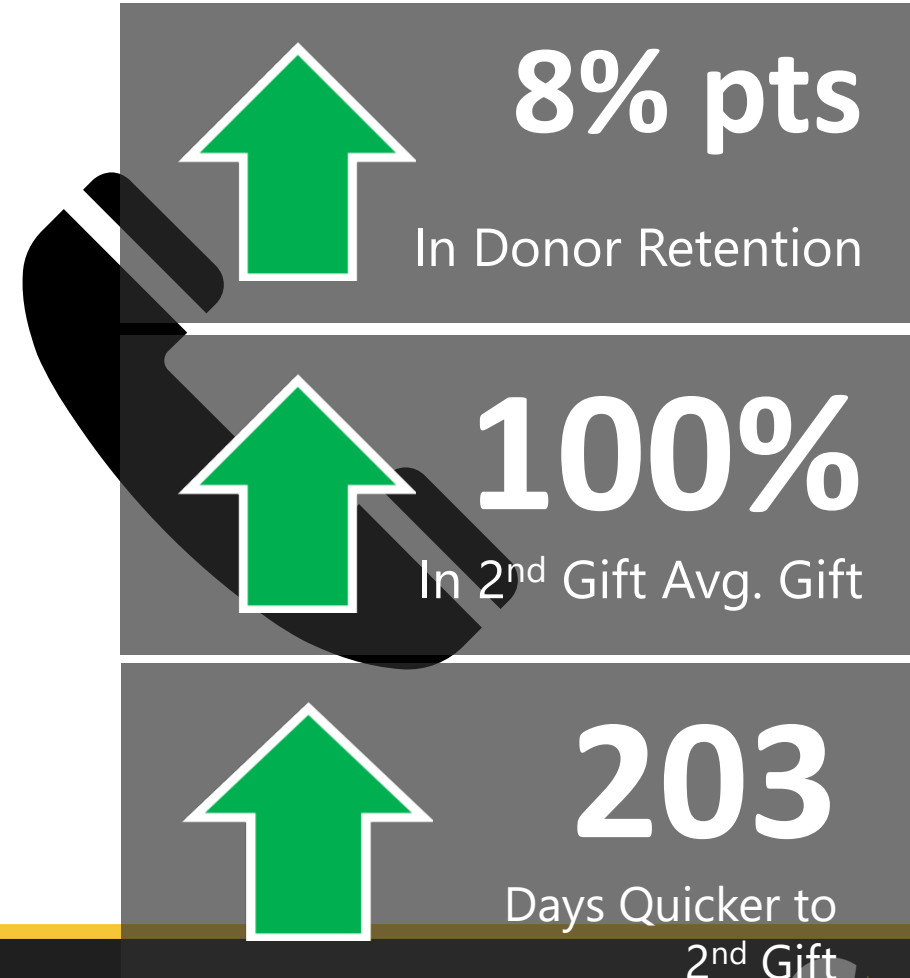


Bloomerang Analysis of Thank You Calls Within 90 Days of 1st Gift

NO THANK-YOU CALL



ONE THANK-YOU CALL





Try calling your donors to say thanks quickly after their gift and focus on gratitude and their impact.



Why are you talking about
phone...

I don't have **time**...

I don't have **money**...



6 FUNDRAISING HACKS YOU CAN USE TO GROW REVENUE THIS YEAR

[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)



6 Fundraising Hacks

1. Google Analytics – To find unexpected content
2. Rev – Audio transcription
3. Fiverr – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
5. Optimize – Changing the unchangeable pages
6. SlyBroadcast – The personal-touch done at large scale



How does it work?

1. Campaign information
2. Upload or record your voicemail
3. Upload recipients
4. Send or schedule campaign

The screenshot displays the Slybroadcast web application interface for creating a new campaign. The top navigation bar includes the Slybroadcast logo, a 'New Campaign' button, and links to Dashboard, Manage Audio, Manage Lists, Reporting, and FAQ. The main content area is divided into four steps:

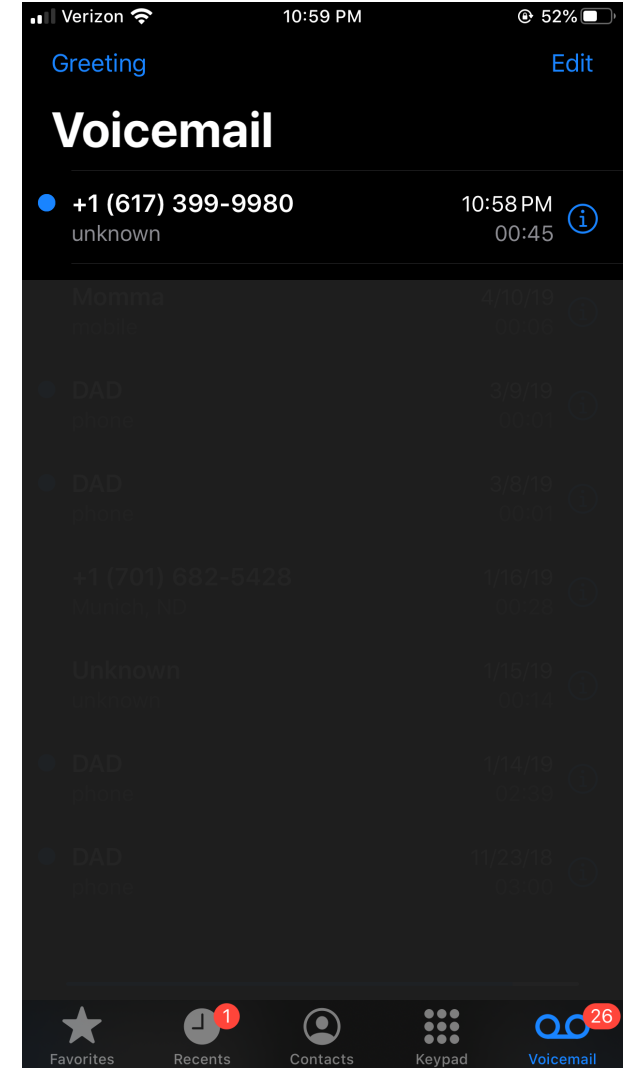
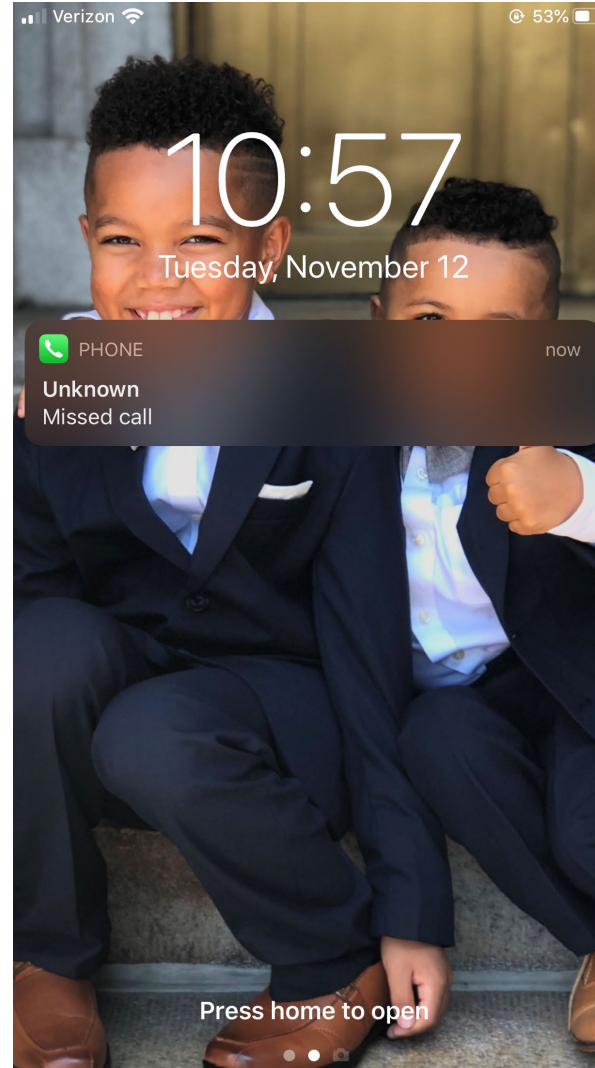
- 1. Campaign Information**: This section contains a 'Campaign Name' field with the text 'Year-end Campaign', an 'Optional' label, a 'Caller ID' field with the text '(312) 555-1212', and a note 'Should Be 10 Digits Length'.
- 2. Choose a Recording**: This section features a 'Select an Audio Recording' dropdown menu and three buttons: 'Select an Existing Recording', 'Record via Phone', and 'Upload a Recording'.
- 3. Add Recipients**: This section includes a 'Choose a Recipient List' dropdown menu and three buttons: 'Choose a Recipient List', 'Enter Phone Numbers', and 'Upload a Recipient List'. A green dot icon and the text 'Click to Send to Mobile Phone Numbers ONLY' are also present.
- 4. Set Campaign Send Time**: This section contains three buttons: 'Send Immediately', 'Choose Delivery Date & Time', and 'Set up Stop Time (Optional)'.

A green 'Submit Campaign' button is located at the bottom of the form.



How does it work?

1. It does a half of a ring.
2. It shows up as a missed call from "Unknown"
3. Voicemail is delivered to the top of your voicemail messages with the call back number.



Sly Broadcast + CRM + Zapier

When this happens ...

1. New Contact in List in HubSpot

Choose App & Event

Choose Account

Customize Contact

Contact List

Webinar Registrants Total - March 12, 2020

The list you want to check for new contacts.

Refresh Fields

Find Data

Done Editing

2. Start New Campaign Using an Audio File

Customize Voice Mail

Campaign Name

March 2020 Research Webinar

Name of your campaign. This is optional.

Audio File

March 2020 Research Webinar Thanks

Destination Number(s)

1. Phone Number: 4108489413

Phone number or numbers you wish to send a voice message to. Multiple phone numbers should be separated by a comma. (Examp... more)

Caller ID

7789949311

Phone number that you want the voice mail to come from. This number will appear within the recipient's voice mailbox.

Campaign Start Time

now

Time will be automatically converted into EST.

Send To Mobile Phones Only

1

Webhook URL

Type or insert...

URL that will receive call status post backs. Must be URL encoded.

Refresh Fields

slybroadcast

DashboardManage AudioManage ListsReportingFAQ

New Campaign

Campaign Dashboard

View Original Dashboard

AllScheduledCompletedRunning

Remaining Delivery Credits

162

Scheduled Messages

3

Recharge Account

Create a New Campaign

Upload or Create New Recording

7:13 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List

6:58 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List

6:54 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List

6:52 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List

6:43 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List

6:36 pm - 3/10/20 ET

Completed

1 Recipient(s)

March 2020 Research Webinar

March 2020 Research Webin...

7789949311 No List



Try automated thank you calls to save time and money while being timely.



Do Better Thanking Checklist

- ☐ Thank donors personally, quickly, and specifically
- ☐ Focus on the impact of their gift and how it's already being put to work
- ☐ If you call your donors, do so sooner after their donation and focus on gratitude and the difference their donation makes
- ☐ Try automating your thank you process to include phone calls or voice mails to save time and resources





STRATEGY

DO MORE CULTIVATION

Experiment ID: #18608

How additional cultivation content impacts engagement, donations, and revenue.



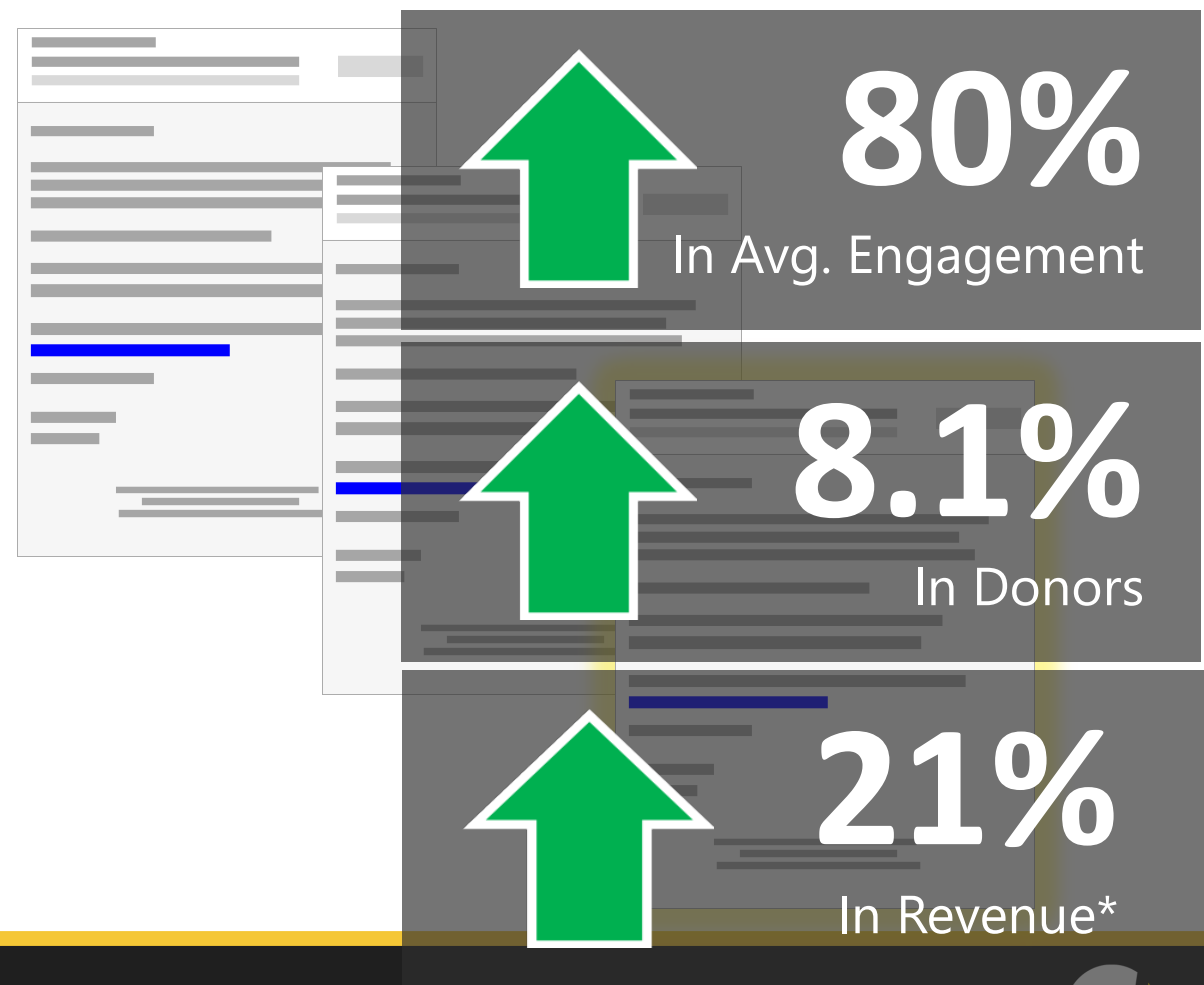
How Increasing Cultivation Impacts Revenue

3 MONTHS

CONTROL



TREATMENT



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

@bradyjosephson

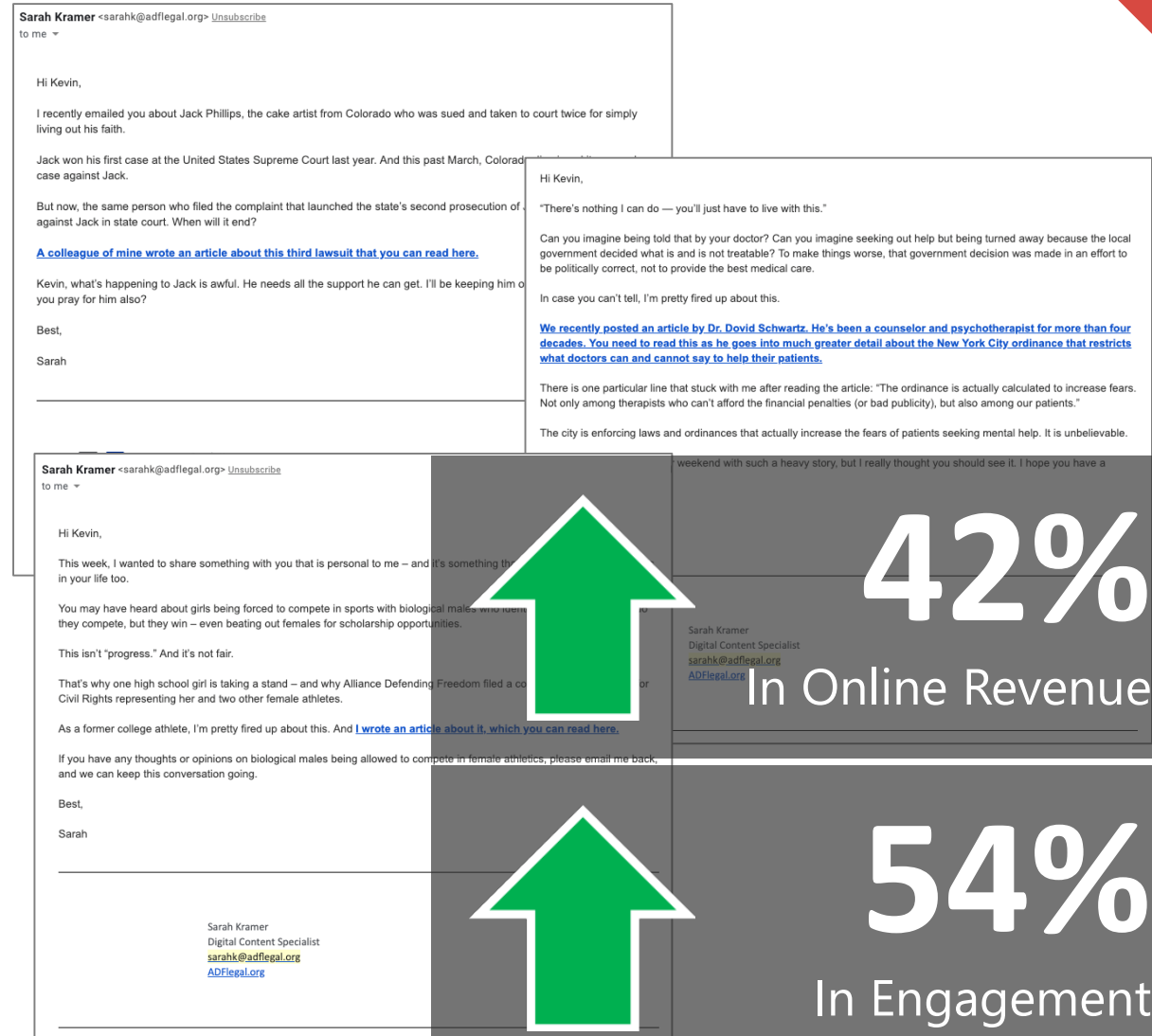


No Additional Cultivation



No Additional Cultivation

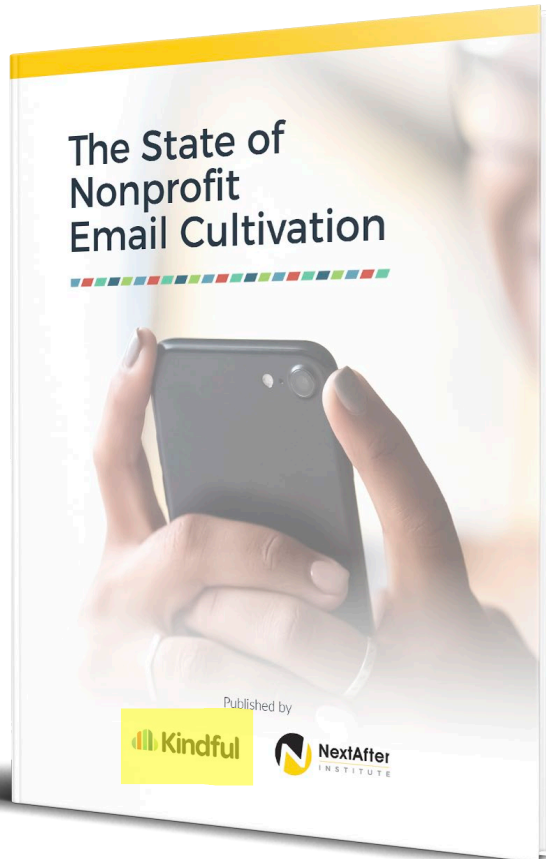
With Additional Cultivation



**Try sending more cultivation
only emails.**



SPECIAL THANKS



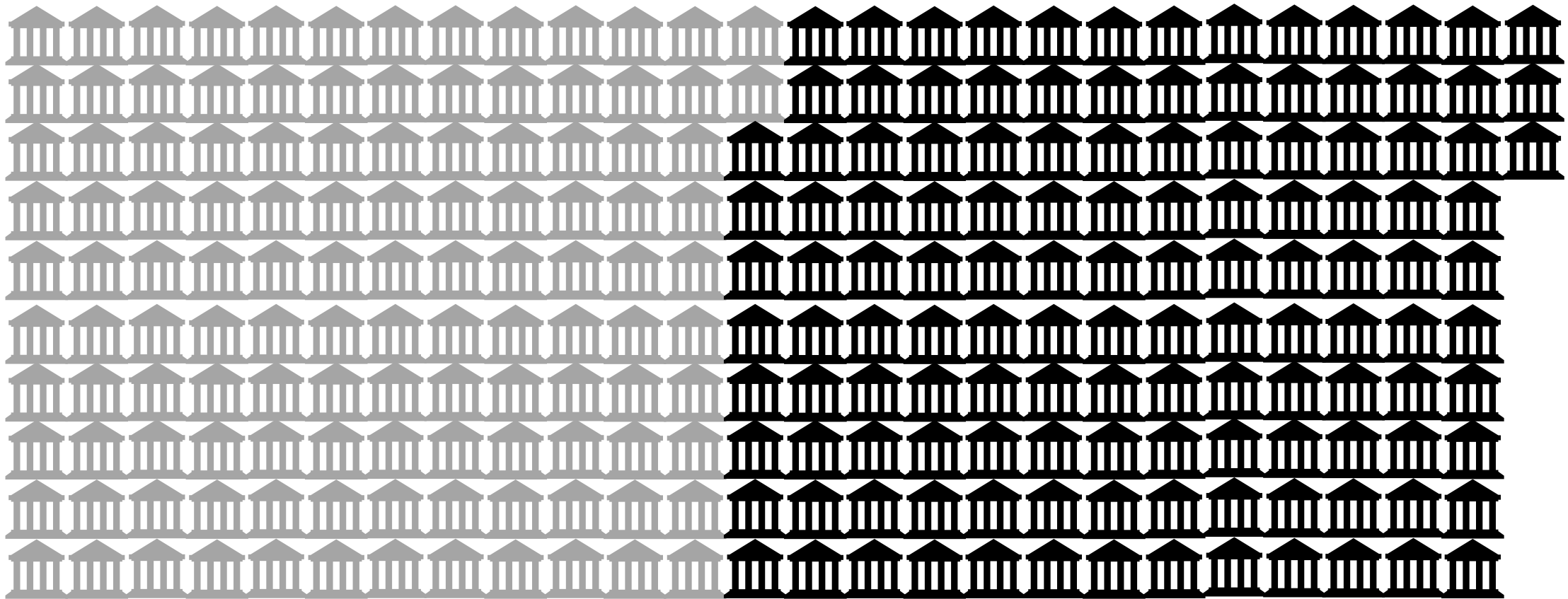
2,589 EMAILS ANALYZED AND CLASSIFIED.

199 NONPROFITS ACROSS 12 VERTICALS.

2 PERSONAS (SUBSCRIBER & DONOR).



We Were Only Able To Subscribe, Give, And Get Emails To Both Persona's From 48% Of Nonprofits.





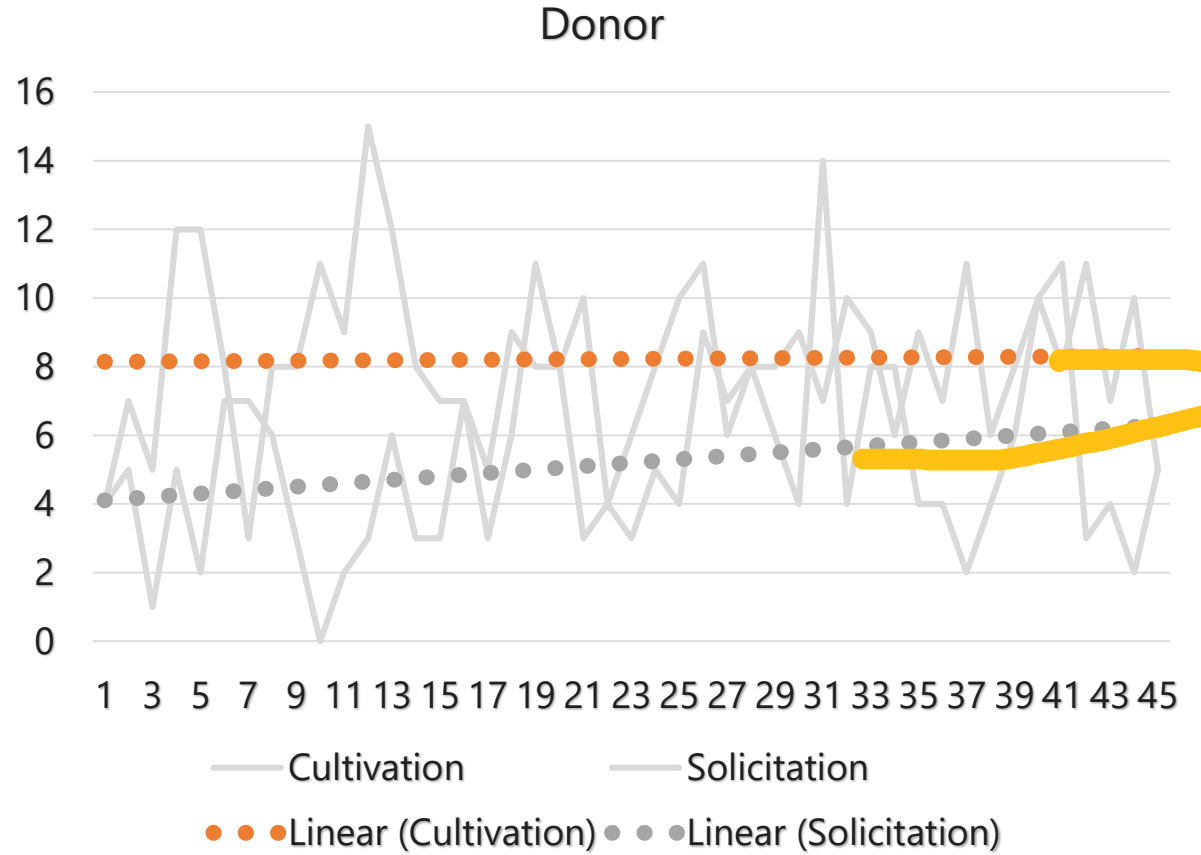
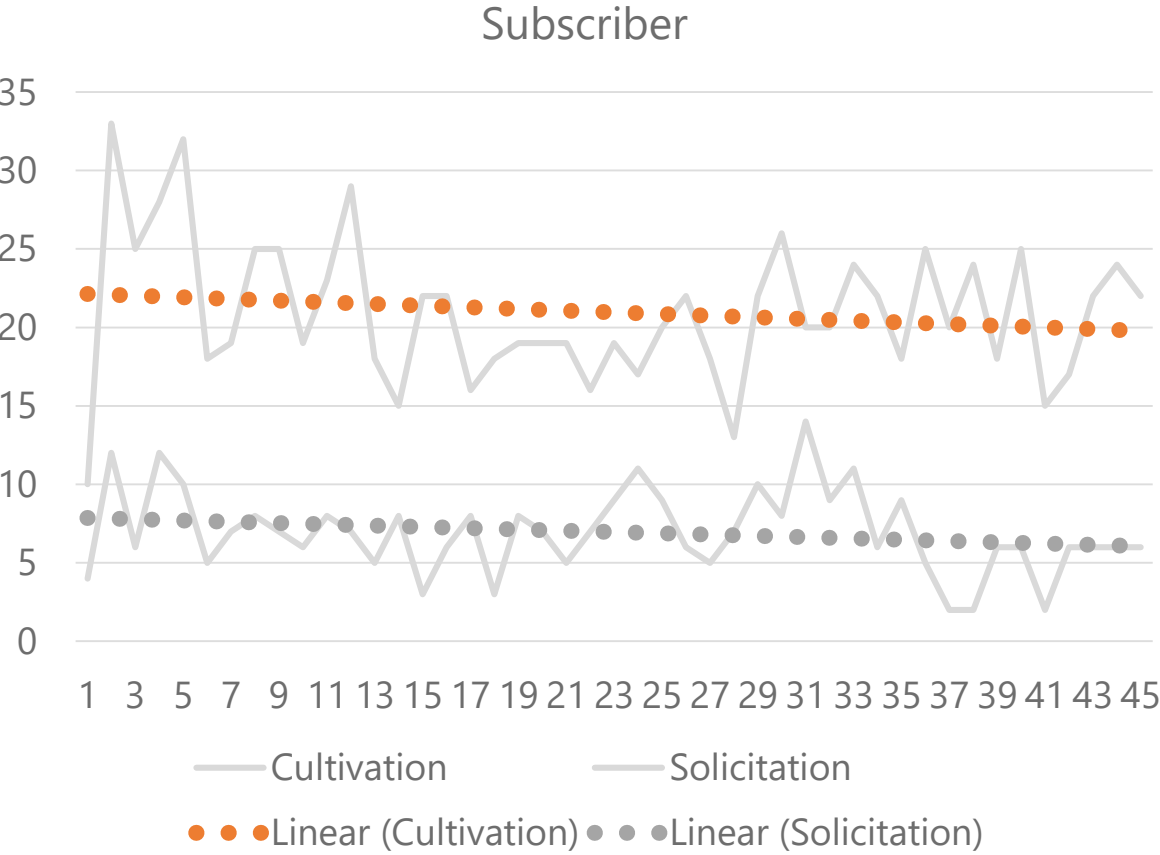
Test your forms, signup, and giving process.



A subscriber gets 3.0 cultivation emails for every solicitation they receive compared to 1.6 for donors.



Emails by Persona Over Time



**Are you cultivating your donors?
As time goes on?**



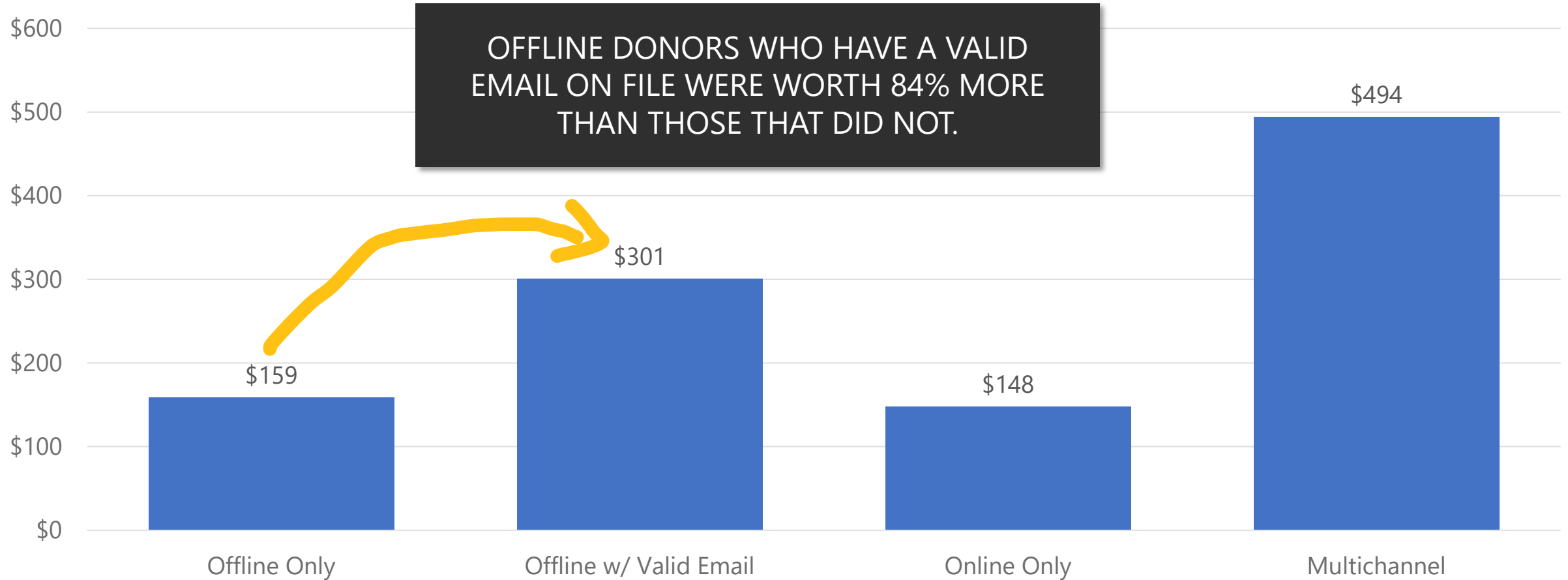
How else?



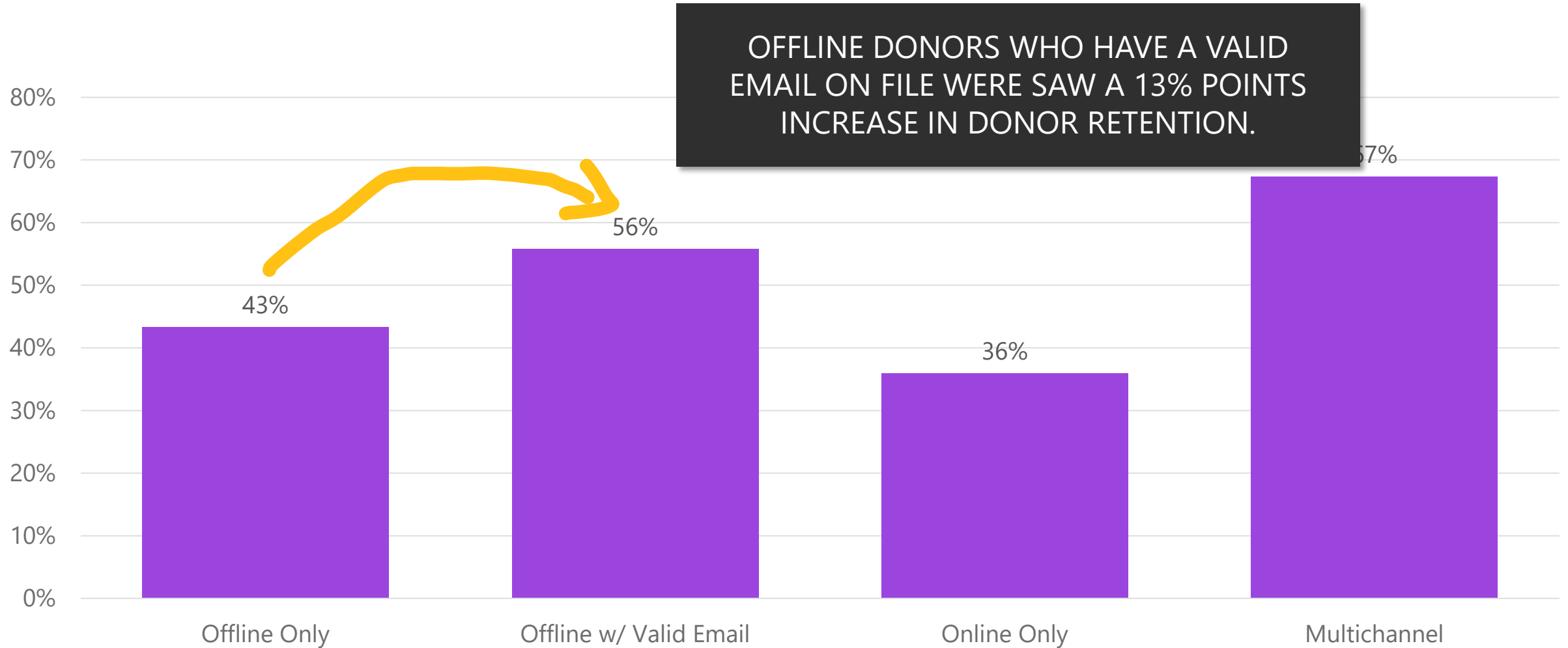
How else? **Multi-channel.**



Average Revenue per Donor by Channel Cohort



Average Donor Retention by Channel Cohort

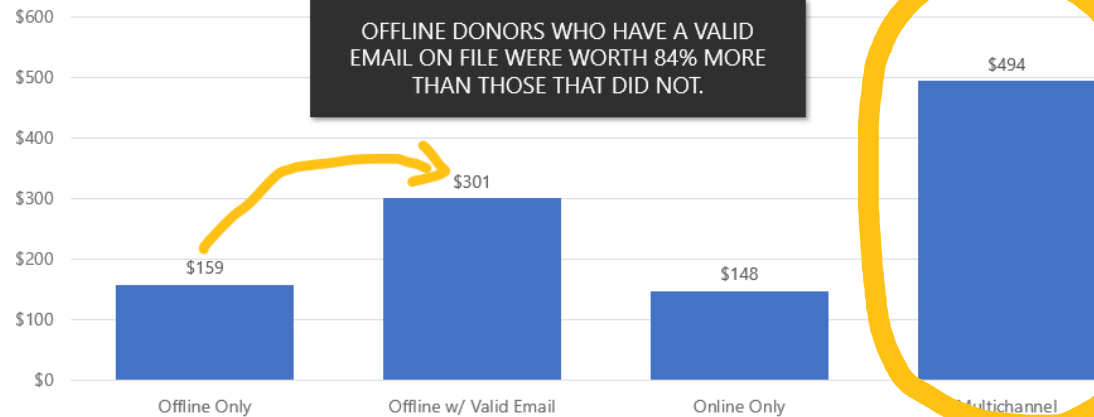


Get and send emails to offline donors.



Remember These?

Average Revenue per Donor by Channel Cohort

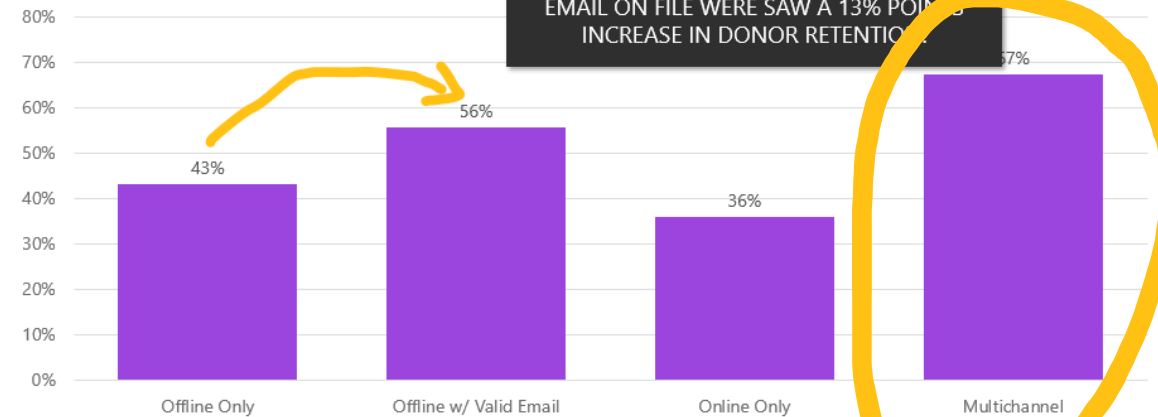


Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services

@bradyjosephson



Average Donor Retention by Channel Cohort



Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services

@bradyjosephson



First Year Donor Retention Rates by Age and Channel

FIRST YEAR DONOR RETENTION BY AGE

AGE	ONLINE ONLY	OFFLINE ONLY	MULTICHANNEL
18 – 24	19%	24%	50%
25 – 34	22%	25%	55%
35 – 44	21%	24%	54%
45 – 54	21%	24%	52%
55 – 64	22%	26%	58%
65 – 74	24%	29%	62%
75+	26%	26%	59%

Source: Blackbaud Target Analytics



**Send cultivation communications
in other channels.**



Likelihood to Become a Multi-Channel Donor by Cohort

OFFLINE TO MULTI-CHANNEL

0.47%

Multi-Channel Conversion Rate

OFFLINE W/ EMAIL TO MULTI-CHANNEL

2.15%

Multi-Channel Conversion Rate

ONLINE TO MULTI-CHANNEL

9.32%

Multi-Channel Conversion Rate

1883%

In Multi-Channel Conversion Rate



Look at acquiring donors online and converting to multi-channel through offline channels.



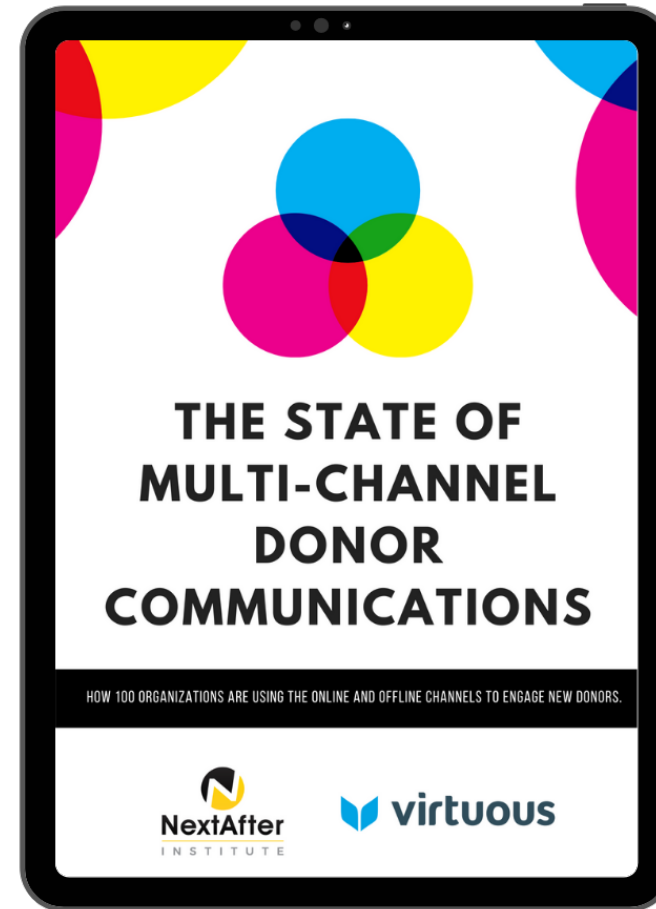
Do More Cultivation Checklist

- ☐ Are you sending emails that don't contain asks (at all)?
- ☐ Can you create engaging content that talks about your work, impact, and need for giving from a donor's perspective that doesn't ask?
 - ☐ Then send content to your donors before an ask or a campaign
- ☐ Can you break up the 'one big newsletter' email into 2, 3, or 4 smaller, more specific emails?
- ☐ Can you use mail, phone, and email to engage online AND offline donors?



IN PROGRESS

HOW ARE OFFLINE AND ONLINE DONORS COMMUNICATED WITH IN THEIR FIRST 3 MONTHS?





STRATEGY

BE MORE HUMAN

IN EMAIL

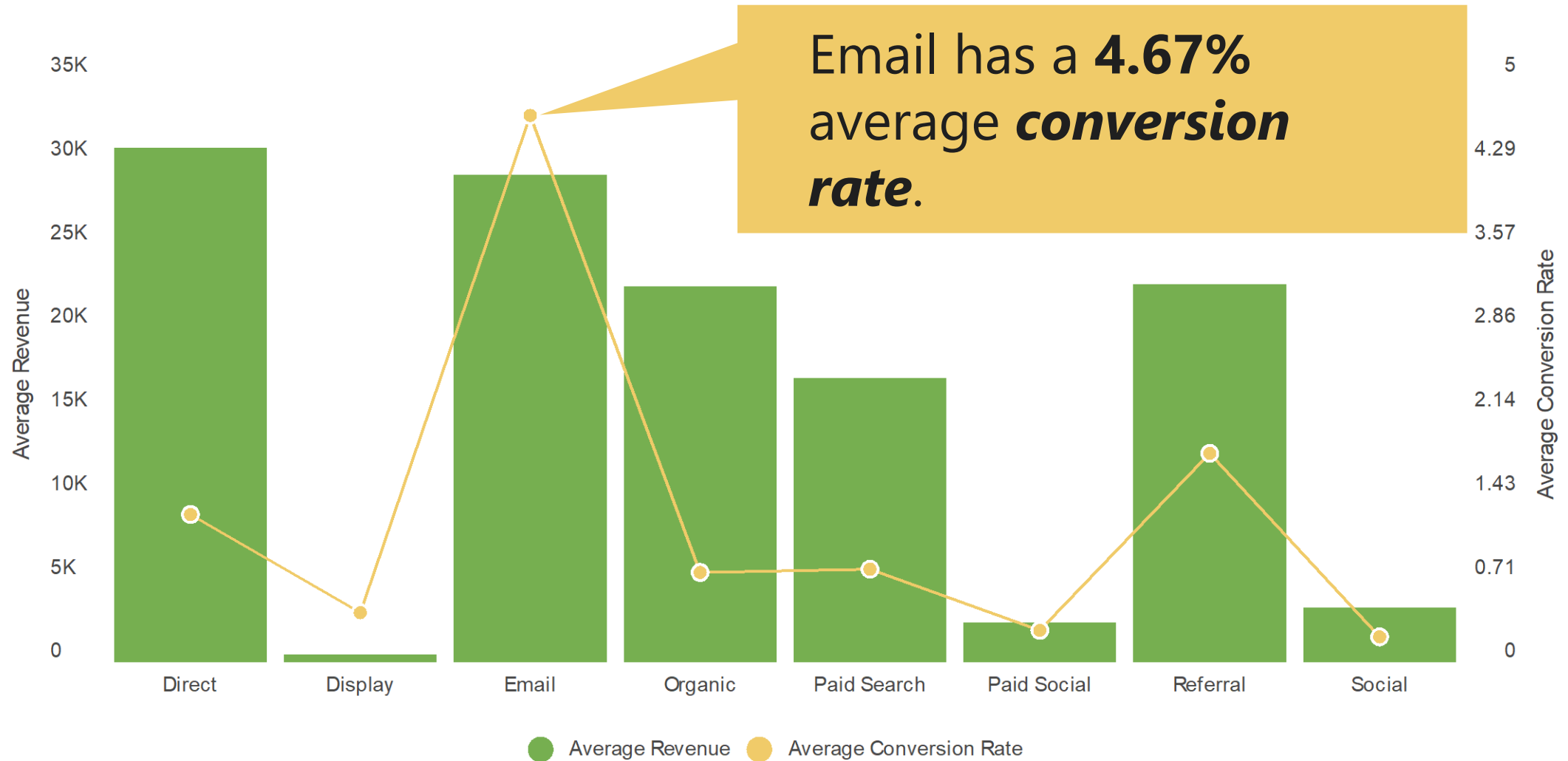
People give to **people**,
not marketing machines.



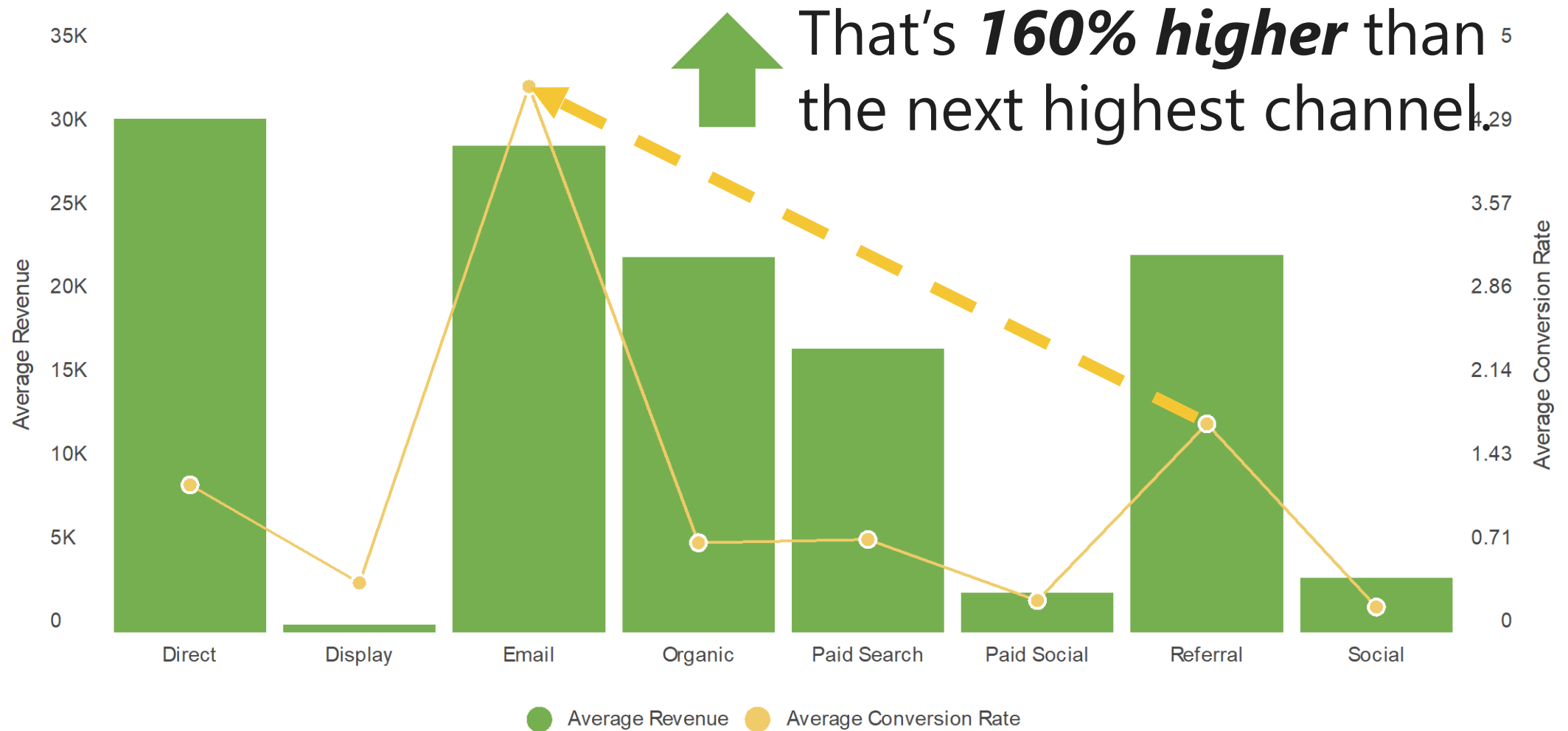
Why email?



Average Conversion Rate Per Channel



Average Conversion Rate Per Channel



But how?

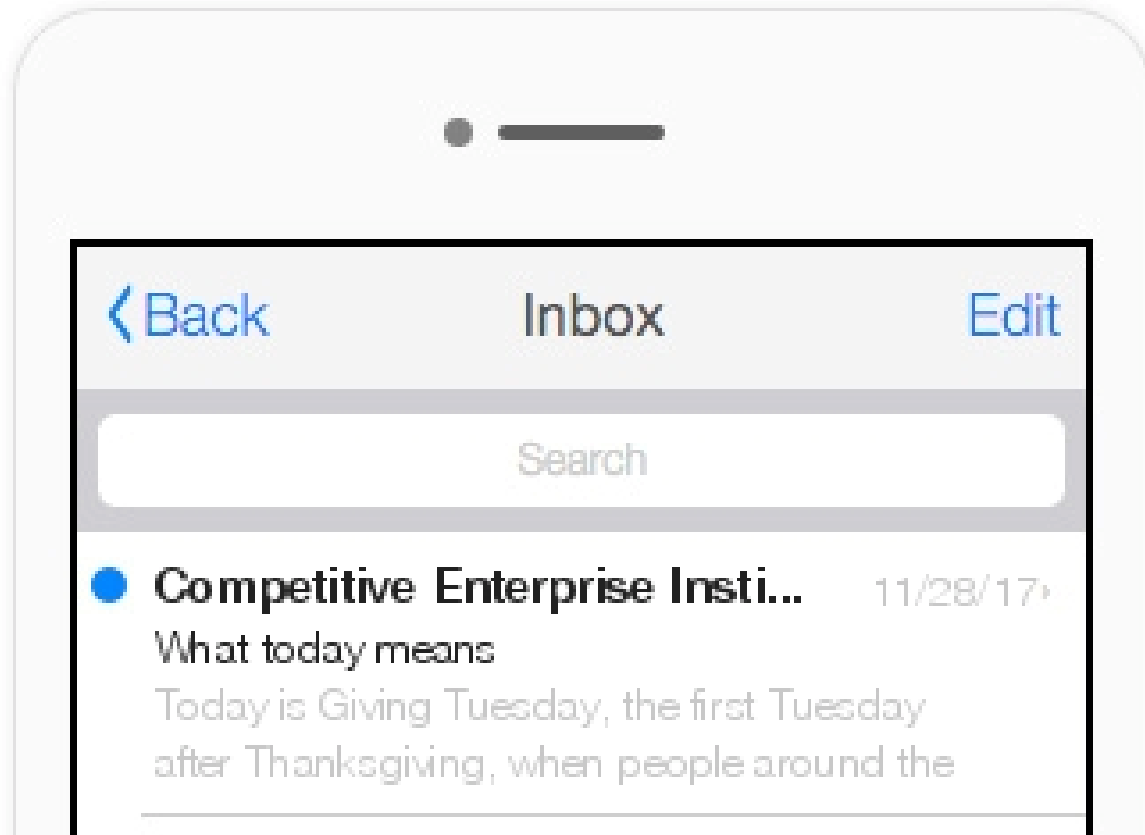


But how? Email sender.

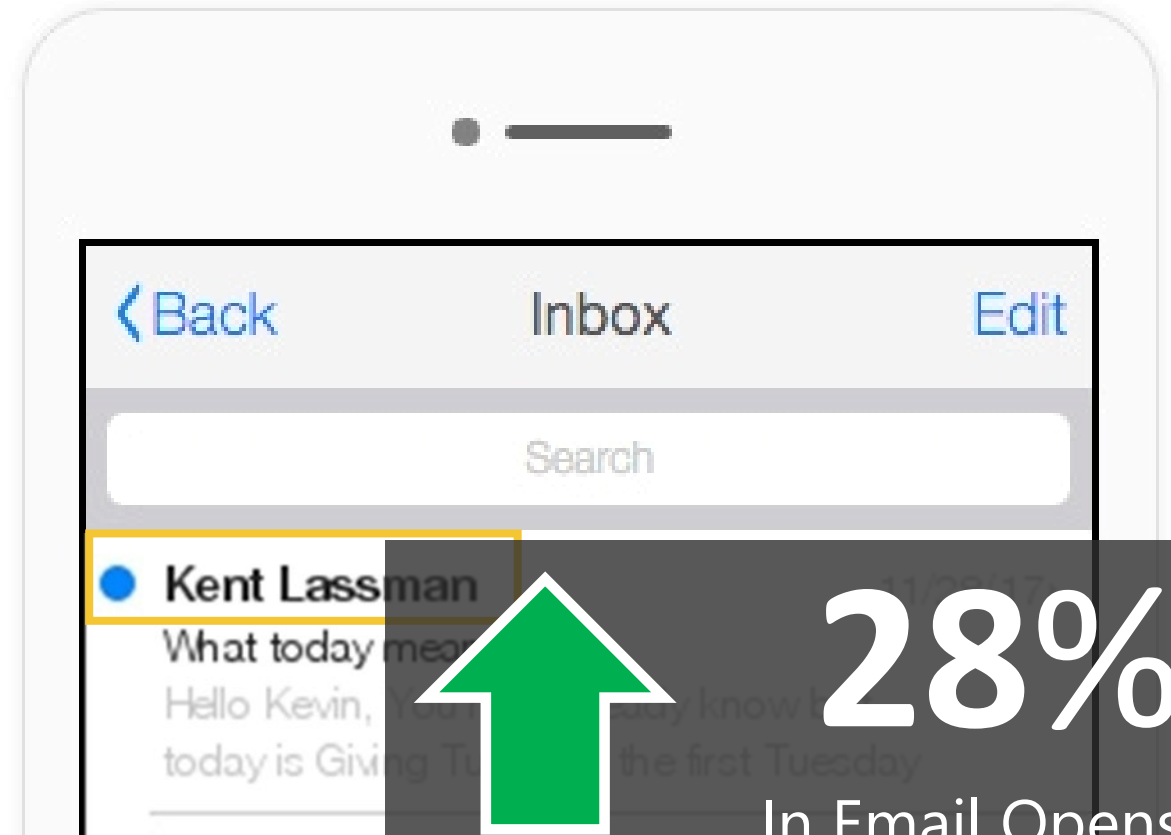


Experiment #8010

VERSION A



VERSION B



Experiment #5930

A

● Jacinta Tegman, World Co... 2:59 PM ▶
FW: 📧📧📧 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 2:59 PM ▶
FW: 📧📧📧 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



**TRY SENDING EMAILS FROM A
PERSON (OR A PERSON,
ORGANIZATION IF YOU MUST).**

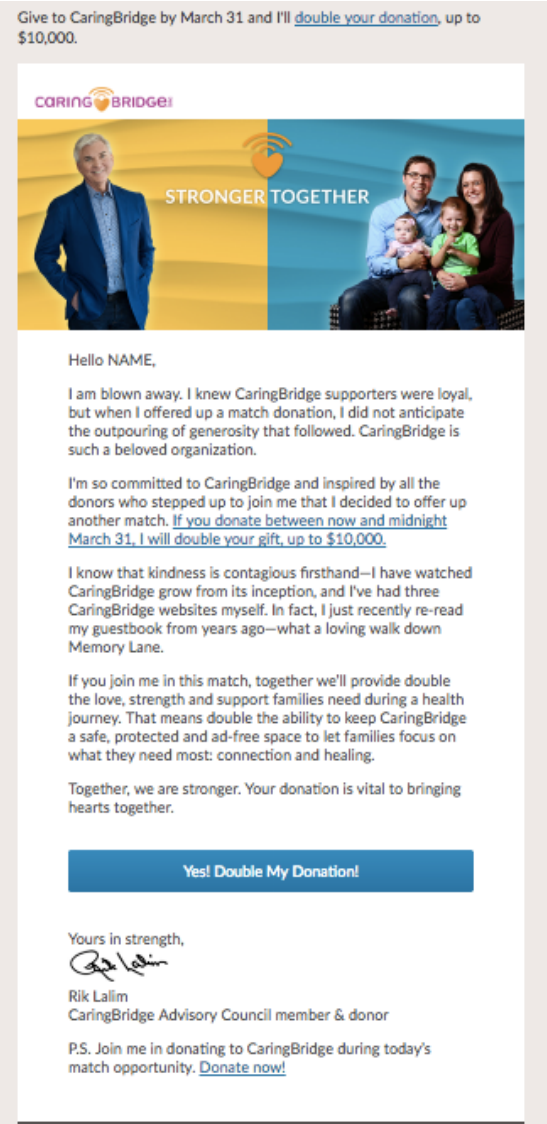


But how? Design.

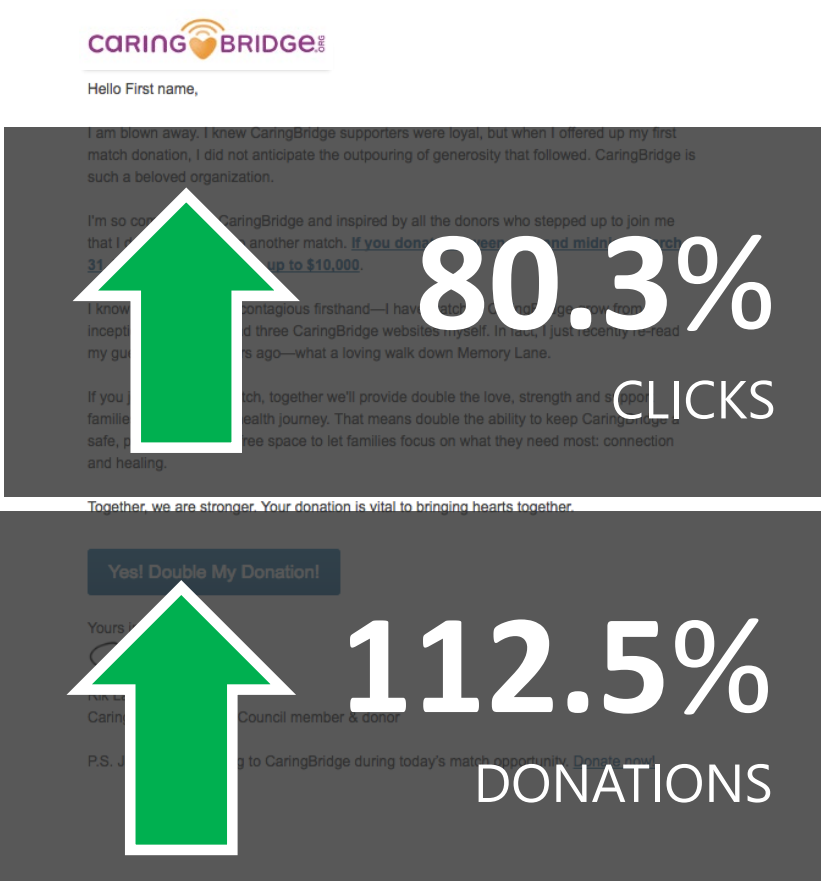


Experiment #4174

CONTROL



TREATMENT



**TRY A MORE PLAIN TEXT STYLE OF
EMAIL DESIGN.**



But how? Tone.



Experiment #4171

CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

[Yes! Match My Gift Now!](#)

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to ensure CaringBridge will always be here when your loved ones need it.

We appreciate your support — thank you!

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist



Look Closer

CONTROL

- Logo placement reduced



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

Yes! Match My Gift Now!

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to make sure CaringBridge will always be here when your loved ones need it most.

We appreciate your support – thank you!

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist



Look Closer

CONTROL

- Call to action button moved to text/link



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

[Yes! Match My Gift Now!](#)

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to make sure CaringBridge will always be here when your loved ones need it most.

We appreciate your support – thank you!

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist



Look Closer

CONTROL

TREATMENT

- More personal and relevant salutation

Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.



Look Closer

CONTROL

- More human sounding introduction to the campaign

Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.



Look Closer

CONTROL

- It's written to YOU

Hello First name,

When **your** world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

TREATMENT

Hello First name,

I know **you've** been using CaringBridge recently to stay connected to **your** loved ones, and I hope it's been a source of strength for **you**.

Right now, we're in a short campaign to raise money to keep CaringBridge there for **you**, and those like **you** who need a safe, protected place to connect during life's most challenging times.



Look Closer

- Logo placement reduced
- Call to action button moved to text/link
- More personal and relevant salutation
- More human sounding introduction to the campaign
- It's written to YOU

CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

Yes! Match My Gift Now!

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to make sure CaringBridge will always be here when your loved one needs it most.

We appreciate you — thank you

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist



145.5%
DONATIONS

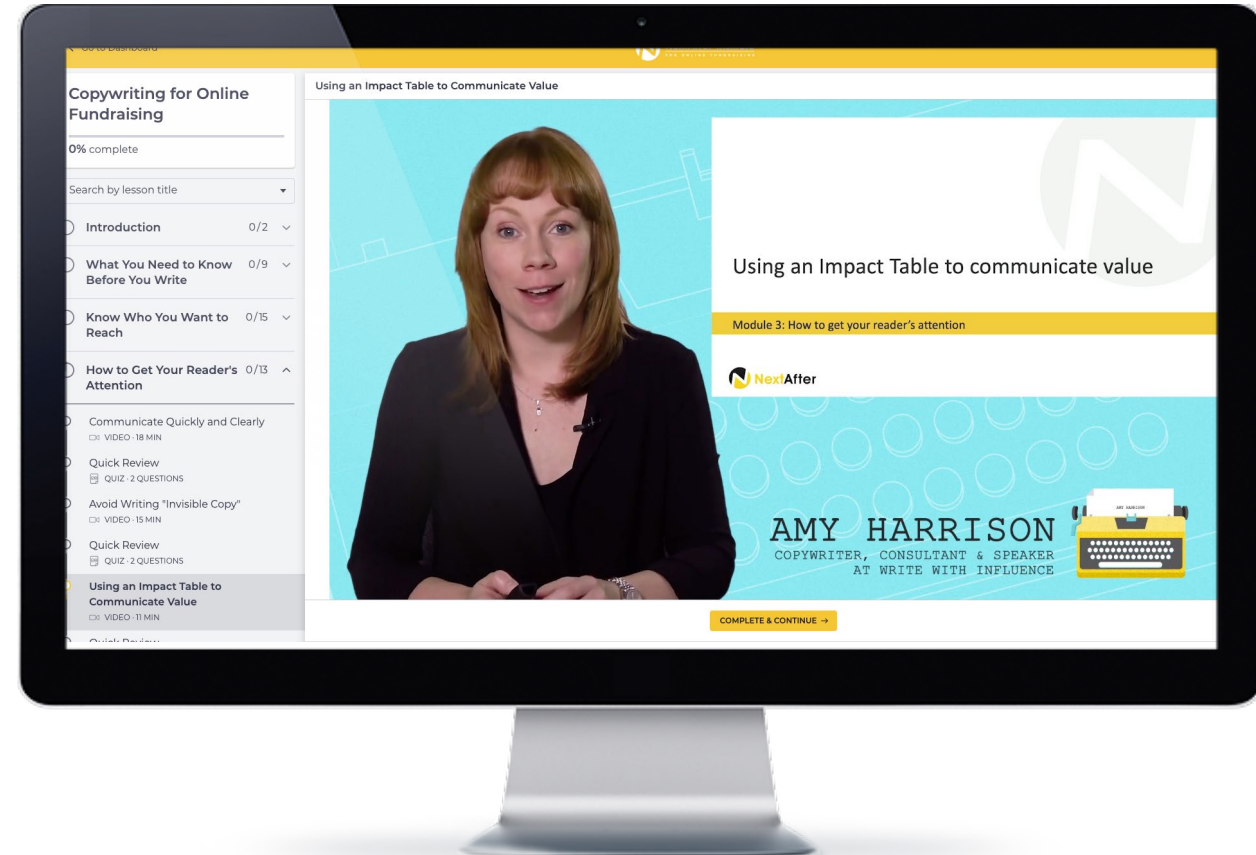


**TRY A MORE PERSONAL AND HUMAN
TONE IN YOUR EMAIL COPY.**



COPYWRITING FOR ONLINE FUNDRAISERS.

[COURSES.NEXTAFTER.COM](https://courses.nextafter.com)



And be ready for replies
and **engagement...**



Personal Example

PERSONAL

Hi fellow optimizer,

I hope you're doing well. For real. In a (virtual) workshop we did this week, Jeff Giddens, our President, kind of called me out for starting so many of my emails with, "I hope you're doing well", so as I was writing this email to you I was trying to think of a different introduction but now more than ever, I truly hope you're doing well.

And I hope you're doing alright working from home too. That's actually why I'm emailing you today as we've been hard at work to give you some new videos, resources, and training to hopefully inspire you and help you become a better marketer and fundraiser. There's a lot in here so strap in...

First, I'd like to offer you full access to any online fundraising course you'd like, for free. You can choose a brand new course like Google Analytics for Nonprofits with Chris Mercer (we actually launched it this week just for you) or any of the other 7 certification courses on copywriting, email fundraising, donation pages, A/B testing, and more.

Access your free course with the code "learnfromhometry" at courses.nextafter.com.

Second, I put together an email series where I will send you one of the best (and my favourite) talks from the past three Nonprofit Innovation & Optimization Summits. Each day for two weeks, you'll get one 15 to 30 minute video session like Philanthropic Psychology by Dr. Adrian Sargeant, Proving SEO Success by Dana DiTomaso, or How to Make Sure You're Testing the Right Stuff by Peep Laja.

You can get your daily dose of inspirational and information talks, again for free, here: <https://www.niosummit.com/daily-nio-summit-video/>

Third, I've recorded a bunch of new podcast episodes for you. I've got some great guests and interviews — like Michael Wasserman, CEO & Co-Founder of Tiltify, [talking about livestream fundraising and virtual events in a COVID-19 world here](#), and Gabe Cooper, CEO of Virtuous Software, [discussing his new book, Responsive Fundraising](#), and how some organizations are responding to the coronavirus pandemic

EXTRA PERSONAL

Hi fellow optimizer,

I hope you're doing well. For real. In a (virtual) workshop we did this week, Jeff Giddens, our President, kind of called me out for starting so many of my emails with, "I hope you're doing well", so as I was writing this email to you I was trying to think of a different introduction but now more than ever, I truly hope you're doing well.

And I hope you're doing alright working from home too. I know for me it's been nice as I can play with my son Hendrix more during the day ([baby slide for the win](#)), be able to pet my dog Melly when I'm stressed (cute puppy photo [here](#)...please come back to this email after...), and in a weird way grow closer to people who seem to a bit more open even if it's through Zoom (also, so much Zoom...).

It's also been really hard as I just feel off. My routine is all messed up. I'm not sleeping well. My temper has flared up. I miss people. It's hard. I'm also getting a bit loopy and have to do weird things to keep myself entertained like 'shoot hoops' on a LittleTikes net (I may have recorded it and posted it on LinkedIn too, [here](#), because I mean why not... please come back to this email after...).

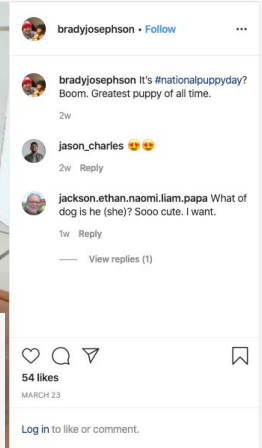
I just find myself saying, "crazy times" a lot but also "gotta keep going". So it's on that note that I'll stop sharing about me and share with you some new videos, resources, and training to hopefully inspire you and help you become a better marketer and fundraiser. There's a lot in here so strap in...

First, I'd like to offer you full access to any online fundraising course you'd like, for free. You can choose a brand new course like Google Analytics for Nonprofits with Chris Mercer from MeasurementMarketing.io (we actually launched it this week just for you) any of the other 7 certification courses on copywriting, email fundraising, donation pages, A/B testing, and more.

Access your free course with the code "learnfromhometry" at courses.nextafter.com



Example



And I hope you today training to There's a

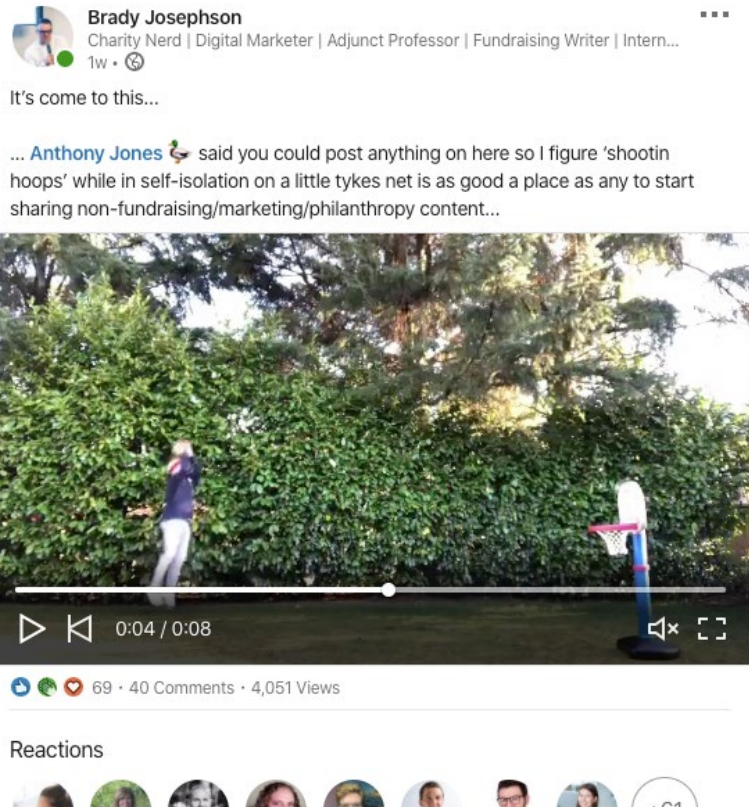
First, I'd for free. Chris Mercer certification more.

Access y

Second, my favorite Summits Philanthropic DiTomaso

You can <https://www.learnonline.com/>

Third, I've guests a talking at Gabe Collier Fundrais



Hi fellow optimizer,

I hope you're doing well. For real. In a (virtual) workshop we did this week, Jeff Giddens, our President, kind of called me out for starting so many of my emails with, "I hope you're doing well", so as I was writing this email to you I was trying to think of a different introduction but now more than ever, I truly hope you're doing well.

And I hope you're doing alright working from home too. I know for me it's been nice as I can play with my son Hendrix more during the day ([baby slide for the win](#)), be able to pet my dog Melly when I'm stressed ([cute puppy photo here](#)...please come back to this email after...), and in a weird way grow closer to people who seem to a bit more open even if it's through Zoom (also, so much Zoom...).

It's also been really hard as I just feel off. My routine is all messed up. I'm not sleeping well. My temper has flared up. I miss people. It's hard. I'm also getting a bit loopy and have to do weird things to keep myself entertained like 'shoot hoops' on a Little Tikes net (I may have recorded it and posted it on [LinkedIn too, here, because I mean why not...](#) please come back to this email after...).

I just find myself saying, "crazy times" a lot but also "gotta keep going". So it's on that note that I'll stop sharing about me and share with you some new videos, resources, and training to hopefully inspire you and help you become a better marketer and fundraiser. There's a lot in here so strap in...

First, I'd like to offer you full access to any online fundraising course you'd like, for free. You can choose a brand new course like Google Analytics for Nonprofits with Chris Mercer from MeasurementMarketing.io (we actually launched it this week just for you) any of the other 7 certification courses on copywriting, email fundraising, donation pages, A/B testing, and more.

Access your free course with the code "learnfromhometry" at courses.nextafter.com.

Second, I put together an email series where I will send you one of the best (and my favourite) talks from the past three Nonprofit Innovation & Optimization Summits. Each day for two weeks, you'll get one 15 to 30 minute video session like Philanthropic Psychology by Dr. Adrian Sargeant, Proving SEO Success by Dana DiTomaso, or How to Make Sure You're Testing the Right Stuff by Peep Laja.

Personal Example

PERSONAL

Hi fellow optimizer,

I hope you're doing well. For real. In a (virtual) workshop we did this week, Jeff Giddens, our President, kind of called me out for starting so many of my emails with, "I hope you're doing well", so as I was writing this email to you I was trying to think of a different introduction but now more than ever, I truly hope you're doing well.

And I hope you're doing alright working from home too. That's actually why I'm emailing you today as we've been hard at work to give you some new videos, resources, and training to hopefully inspire you and help you become a better marketer and fundraiser. There's a lot in here so strap in...

First, I'd like to offer you full access to any online fundraising course you'd like, for free. You can choose a brand new course like Google Analytics for Nonprofits with Chris Mercer (we actually launched it this week just for you) or any of the other 7 certification courses on copywriting, email fundraising, donation pages, A/B testing, and more.

Access your free course with the code "learnfromhometry" at courses.nextafter.com.

Second, I put together an email series where I will send you one of the best (and my favourite) talks from the past three Nonprofit Innovation & Optimization Summits. Each day for two weeks, you'll get one 15 to 30 minute video session like Philanthropic Psychology by Dr. Adrian Sargeant, Proving SEO Success by Dana DiTomaso, or How to Make Sure You're Testing the Right Stuff by Peep Laja.

You can get your daily dose of inspirational and information talks, again for free, here: <https://www.niosummit.com/daily-nio-summit-video/>

Third, I've recorded a bunch of new podcast episodes for you. I've got some great guests and interviews — like Michael Wasserman, CEO & Co-Founder of Tiltify, [talking about livestream fundraising and virtual events in a COVID-19 world here](#), and Gabe Cooper, CEO of Virtuous Software, [discussing his new book, Responsive Fundraising, and how some organizations are responding to the coronavirus pandemic](#)

* 47.9%



Hi fellow optimizer,

I hope you're doing well. For real. In a (virtual) workshop we did this week, Jeff Giddens, our President, kind of called me out for starting so many of my emails with, "I hope you're doing well", so as I was writing this email to you I was trying to think of a different introduction but now more than ever, I truly hope you're doing well.

And I hope you're doing alright working from home too. That's actually why I'm emailing you today as we've been hard at work to give you some new videos, resources, and training to hopefully inspire you and help you become a better marketer and fundraiser. There's a lot in here so strap in...

First, I'd like to offer you full access to any online fundraising course you'd like, for free. You can choose a brand new course like Google Analytics for Nonprofits with Chris Mercer (we actually launched it this week just for you) or any of the other 7 certification courses on copywriting, email fundraising, donation pages, A/B testing, and more.

Access your free course with the code "learnfromhometry" at courses.nextafter.com.

Second, I put together an email series where I will send you one of the best (and my favourite) talks from the past three Nonprofit Innovation & Optimization Summits. Each day for two weeks, you'll get one 15 to 30 minute video session like Philanthropic Psychology by Dr. Adrian Sargeant, Proving SEO Success by Dana DiTomaso, or How to Make Sure You're Testing the Right Stuff by Peep Laja.

You can get your daily dose of inspirational and information talks, again for free, here: <https://www.niosummit.com/daily-nio-summit-video/>

Third, I've recorded a bunch of new podcast episodes for you. I've got some great guests and interviews — like Michael Wasserman, CEO & Co-Founder of Tiltify, [talking about livestream fundraising and virtual events in a COVID-19 world here](#), and Gabe Cooper, CEO of Virtuous Software, [discussing his new book, Responsive Fundraising, and how some organizations are responding to the coronavirus pandemic](#)



-11.2%*
IN CONVERSIONS



186.5%
IN REPLIES



Personal Example

Wow – would just like to say kudos on this email. In a world where we all now read the same verbiage in emails, it's so nice to get one like this. 'Baby slide for the win' def. put a smile on my face. Please keep it up 😊

PS – love the content as well. Thanks!

Hey Brady,

Derek here, from [Abounding Service](#) in Phoenix (We teach adult refugees English and citizenship changing the trajectory of entire families so they in turn can save others!)

Hey Brady,

Great slide video!

Have you seen the [Pony Up Daddy Saddle](#)? Another livin'

Actually, I have a Pony Up Daddy Saddle that my 4 year old boy outgrew.

Love all your stuff - I'm sort of a super-lurker and need to

I'd be happy to send it to you - and certainly as a gesture of gratitude for all your help!

And we just got on to Virtuous. Lots and lots of content to

Is there a better address these days than the office?

You're a beacon - keep up the amazing work!

Derek

5810 Tennyson Parkway #102
Plano, TX 75024

Of course, I understand if you'd prefer to decline because of the COVID stuff. Not sick over here, but I get it.

Thanks!

Derek



So what are **nonprofits** doing?



Email Sender

<input type="checkbox"/> ☆ Open Doors USA	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Sarah Tesch	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ MADD	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ NPR News	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Rebekah Warwick	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Michaela Smiley, Mo.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Houston Food Bank	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Room to Read 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Liberty in North Ko.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The IRC 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ EWTN	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Museum of Flight	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ KET Classroom	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Leukemia & Lymph.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Nature Conserva.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Emily Stevenson, En.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Notre Dame Club of .	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Pittsburgh Symphony.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations

Heather, Because Her God is Our God, Too... - She Is Our Sister... Heather, Disciplers, mentors, providers, teachers, healers, nurture...	Mar 8
Will you help a girl succeed in an apprenticeship in Ghana? - Celebrate International Women's Day with us by helping incredible gir...	Mar 8
Receipt for your online gift - Dear Phil, Thank you so much for donating to MADD in honor of your loved one. Your donation will he...	Mar 8
Fewer Jobs Added; An Anthem For Women; The Cost Of Going 'Cashless' - Plus: E. coli can make you sick, but researchers are se...	Mar 8
Molly, Put House Democrats on the Record on Infanticide - Hi Molly, In February the Senate failed to pass the Born Alive Act, with ...	Mar 8
More women, higher wages - Women's International Day - Celebrate International Women's Day with us by helping incredible gir...	Mar 8
Did You See Our Last Message? - Help us Meet Our \$2,000 March - Houston Food Bank Help Now TO DAY Enter YOUR...	Mar 8
CULTIVATION STUDY/Email: Happy International Women's Day - Today we honor women like Sarah. Can't see the image? View it in your browser	Mar 8
Anger & Mourning - Help us Meet Our \$2,000 March - Houston Food Bank Help Now TO DAY Enter YOUR...	Mar 8
CULTIVATION STUDY/Email: [WATCH NOW] Girl Rising + The IRC - In honor of International Women's Day, watch this moving film fro...	Mar 8
Make a difference - Help animals around the world Having problems seeing this message? View in Browser Morris Animal Founda...	Mar 8
Join the conversation - Connect with us on social Having problems seeing this message? View in Browser Morris Animal Foundat...	Mar 8
This week on Bookmark Brief: Fr. Matthew Mary, MFVA, presenter - One of EWTN's own Franciscan Missionaries of the Eternal Wo...	Mar 8
Read about Hazels' mischievousness! - On International Women's Day we say, "Keep 'Em Flying, Fifinella!" Not rendering correctly...	Mar 8
PBS: International Women's Day - Email not displaying correctly? View it in your browser. International Women's Day Every year on...	Mar 8
Honor Women Scientists This International Women's Day - International Women's Day Scientist Spotlight Click here to view this ...	Mar 8
One Day Only: Donate by Midnight for Your FREE Tote! - Trouble viewing this email? Click here The Nature Conservancy Give by M...	Mar 8
The moment you joined the fight - The Earth has never needed you more than she does now. Donate to our Legal Challenge Fund t...	Mar 8
Register now for the St. Paddy's Day Parade - Register now for the St. Paddy's Day Parade View in browser The best time of the y...	Mar 8
Thank You from the Pittsburgh Symphony Orchestra - Thank you for your support of the Pittsburgh Symphony Orchestra! Ms. Hea...	Mar 8

74% OF EMAILS WERE SENT FROM THE ORGANIZATION ONLY.



Email Sender

<input type="checkbox"/>	☆	Open Doors USA	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Sarah Tesch	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	MADD	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	NPR News	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Rebekah Warwick	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Michaela Smiley, Mo.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Houston Food Bank	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	Room to Read 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	Liberty in North Ko.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	The IRC 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	EWTN	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	The Museum of Flight	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	KET Classroom	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	The Leukemia & Lymph.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	The Nature Conserva.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	Emily Stevenson, En.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/>	☆	Notre Dame Club of .	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/>	☆	Pittsburgh Symphony.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations

Heather, Because Her God is Our God, Too... - She Is Our Sister... Heather, Disciplers, mentors, providers, teachers, healers, nurture...	Mar 8
Will you help a girl succeed in an apprenticeship in Ghana? - Celebrate International Women's Day with us by helping incredible gir...	Mar 8
Receipt for your online gift - Dear Phil, Thank you so much for donating to MADD in honor of your loved one. Your donation will he...	Mar 8
Fewer Jobs Added; An Anthem For Women; The Cost Of Going 'Cashless' - Plus: E. coli can make you sick, but researchers are se...	Mar 8
Molly, Put House Democrats on the Record on Infanticide - Hi Molly, In February the Senate failed to pass the Born Alive Act, with ...	Mar 8
More women, better jobs - International Women's Day — we are celebrating women who are brave, resilient, and innovative. Wo...	Mar 8
Did You See Our Last Message? - Help Us Meet Our \$2000 Mattie Houston Food Bank Help Goal! Help Now! Please Help Us Meet Our Goal...	Mar 8
CULTIVATION STUDY/Email - Happy International Women's Day. Today, we honor women like Sary. Can't see the images? View as w...	Mar 8
Anger & Courage - The story of a woman who, with North Korean soldiers, fought for the freedom of her country.	Mar 8
CULTIVATION STUDY/Email - [WATCH NOW] Girl Rising + The IRC - In honor of International Women's Day, watch this moving film fro...	Mar 8
Make a difference - Help animals around the world. Help a problem. Making a difference? View in browser Morris Animal Foundat...	Mar 8
Join the conversation - Connect with us on social Having problems seeing this message? View in Browser Morris Animal Foundat...	Mar 8
This week on Bookmark Brief: Fr. Matthew Mary, MFVA, presenter - One of EWTN's own Franciscan Missionaries of the Eternal Wo...	Mar 8
Read about Hazels' mischievousness! - On International Women's Day we say, "Keep 'Em Flying, Fifinella!" Not rendering correctly...	Mar 8
PBS - International Women's Day - Email not displaying correctly? View it in your browser. International Women's Day Every year on...	Mar 8
Honor Women Scientists This International Women's Day - International Women's Day Scientist Spotlight Click here to view this ...	Mar 8
One Day Only: Donate by Midnight for Your FREE Tote! - Trouble viewing this email? Click here The Nature Conservancy Give by M...	Mar 8
The moment you joined the fight - The Earth has never needed you more than she does now. Donate to our Legal Challenge Fund t...	Mar 8
Register now for the St. Paddy's Day Parade - Register now for the St. Paddy's Day Parade View in browser The best time of the y...	Mar 8
Thank You from the Pittsburgh Symphony Orchestra - Thank you for your support of the Pittsburgh Symphony Orchestra! Ms. Hea...	Mar 8

17% OF ALL EMAILS WERE
SENT FROM A PERSON,
ORGANIZATION.



Email Sender

<input type="checkbox"/> ☆ Open Doors USA	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Sarah Tesch	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ MADD	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ NPR News	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Rebekah Warwick	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Michaela Smiley, Mo.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Houston Food Bank	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Room to Read 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Liberty in North Ko.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The IRC 2	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Morris Animal Found.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ EWTN	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Museum of Flight	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ KET Classroom	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Leukemia & Lymph.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ The Nature Conserva.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Emily Stevenson, En.	Inbox	CULTIVATION STUDY	CULTIVATION STUDY/Email
<input type="checkbox"/> ☆ Notre Dame Club of .	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations
<input type="checkbox"/> ☆ Pittsburgh Symphony.	Inbox	CULTIVATION STUDY	CULTIVATION S.../Donations

Heather, Because Her God is Our God, Too... - She Is Our Sister... Heather, Disciplers, mentors, providers, teachers, healers, nurture...	Mar 8
Will you help a girl succeed in an apprenticeship in Ghana? - Celebrate International Women's Day with us by helping incredible gir...	Mar 8
Receipt for your online gift - Dear Phil, Thank you so much for donating to MADD in honor of your loved one. Your donation will he...	Mar 8
Fewer Jobs Added; An Anthem For Women; The Cost Of Going 'Cashless' - Plus: E. coli can make you sick, but researchers are se...	Mar 8
Molly, Put House Democrats on the Record on Infanticide - Hi Molly, In February the Senate failed to pass the Born Alive Act, with ...	Mar 8
More women, less violence - Celebrate International Women's Day - We're celebrating women's leadership and impact on International Wo...	Mar 8
Did You See Our Last Message? - Help Us Meet Our \$25,000 March for Houston Food Bank Help - Help New York City's FOUR ...	Mar 8
CULTIVATION STUDY/Email Happy International Women's Day. Today we honor women like Sony. Can't see the images? View in w...	Mar 8
Anger & Courage - Thank you for taking time to read this. We're celebrating women's leadership and impact on International Wo...	Mar 8
CULTIVATION STUDY/Email [WATCH NOW] Girl Rising + The IRC - In honor of International Women's Day, watch this moving film fro...	Mar 8
Make a difference - Help animals around the world Having problems seeing this message? View in Browser Morris Animal Founda...	Mar 8
Join the conversation - Connect with us on social Having problems seeing this message? View in Browser Morris Animal Foundat...	Mar 8
This week on Bookmark Brief: Fr. Matthew Mary, MFVA, presenter - One of EWTN's own Franciscan Missionaries of the Eternal Wo...	Mar 8
Read about Hazels' mischievousness! - On International Women's Day we say, "Keep 'Em Flying, Fifinella!" Not rendering correctly...	Mar 8
PBS International Women's Day - Email not displaying correctly? View it in your browser. International Women's Day Every year on...	Mar 8
Honor Women Scientists This International Women's Day - International Women's Day Scientist Spotlight Click here to view this ...	Mar 8
One Day Only: Donate by Midnight for Your FREE Tote! - Trouble viewing this email? Click here The Nature Conservancy Give by M...	Mar 8
The moment you joined the fight - The Earth has never needed you more than she does now. Donate to our Legal Challenge Fund t...	Mar 8
Register now for the St. Paddy's Day Parade - Register now for the St. Paddy's Day Parade View in browser The best time of the y...	Mar 8
Thank You from the Pittsburgh Symphony Orchestra - Thank you for your support of the Pittsburgh Symphony Orchestra! Ms. Hea...	Mar 8

9% OF ALL EMAILS WERE
SENT FROM JUST A
PERSON.



KIND OF LIKE THIS

Donor update: A new home for Ndume

Inbox x

CULTIVATION STUDY x

CULTIVATION STUDY/Donations x

Ingrid E. Newkirk donore@peta.org via server8839.e-activist.com
to alexander.campbell

Sat, Mar 16, 5:36 AM



[View this message online.](#)



Good News for Animals

Dear Alexander,

You probably know of Koko the gorilla, who became famous for her use of American Sign Language. While she blurred the line that humans draw between themselves and other animals, Koko was also denied the freedom that every thinking, feeling individual deserves. She spent nearly all of her life in involuntary service, confined for decades at The Gorilla Foundation (TGF)—which is, by PETA's estimation, the worst facility in the country for gorillas. TGF has repeatedly failed to meet even the minimum requirements of the federal Animal Welfare Act, racking up animal-welfare citations for failures such as administering dangerous medication without a veterinarian's approval. The facility has become so notorious for unsafe conditions for both gorillas and staff members that no reputable North American gorilla facility would ever consider moving a gorilla there.

Without PETA's help, Ndume the gorilla might have endured a miserable life and death at TGF, too. He was first "acquired" by the facility as a companion for Koko, although the two spent years separated from one another, only occasionally having contact through cage bars. When Koko died in June of last year, Ndume found himself isolated in a trailer, totally cut off from any others of his species. TGF had initially pledged to return him to the accredited Cincinnati Zoo, where he'd receive expert care, after Koko's death—but instead, it began fighting tooth and nail to keep him.

Because most of his life has been spent in captivity, Ndume can't be released into the wild. There are no accredited gorilla sanctuaries in the United States, so when the Cincinnati Zoo filed a lawsuit seeking to compel TGF to return Ndume, PETA gave the case an important boost by filing an *amicus curiae* ("friend of the court") brief. We alerted the court that Ndume deserves to be in the best possible captive conditions, living among other gorillas in a social group and receiving the care that he needs—and that means he must be relocated to the Cincinnati Zoo without delay.

After this legal intervention—and outcry from nearly 68,000 PETA supporters, who took action online—a federal court recently ordered TGF to relinquish Ndume!

Not only does the court's judgment mean [a new life for Ndume](#)—it also means that the law sees gorillas as more than "ordinary chattel."

This wonderful news for Ndume is just one of PETA's many legal wins for animals in the past year. You may recall that we recently secured a first-of-its-kind consent judgment stating that declawing endangered and threatened big cats when not medically necessary is a violation of the Endangered Species Act—and [a disturbing video of a lion being subjected to this painful amputation](#) is now reminding thousands why our legal work is so vital. With your help, we're working to secure freedom and a better life for many more long-suffering animals like Ndume.

Thank you for supporting our trailblazing legal work and all of our campaigns to help animals.

Very truly yours,

Ingrid E. Newkirk
President

BUT MORE LIKE THIS

A calling to serve the most vulnerable

Inbox x

CULTIVATION STUDY x

CULTIVATION STUDY/Donations x

CULTIVATION STUDY/Email x



Albert Reyes albert.reyes@buckner.org via mta-bbcspool.convio.net
to Wendy

Sun, Mar 10, 11:01 AM



Dear Wendy,

I wanted to introduce myself to you and explain a little bit more about what I feel is one of the most important missions in life.

Since our founding in 1879, Buckner has worked to strengthen families, protect children, and provide permanency and stability through foster care and adoption.

Everything that we do is grounded in a scriptural calling to serve and to care for vulnerable children and families. There are many verses that support this idea, but one that comes to mind is Psalm 82:3.

"Defend the weak and the fatherless; uphold the cause of the poor and the oppressed."

I'm so grateful to be a part of a ministry that works to live out this command every day. I often hear stories of struggling families finding hope and encouragement through holistic care. One story that I've always found particularly inspiring is Tilla's.

If you have two minutes to spare today, I'd invite you to watch her story in the video below. I think it will be a source of inspiration for you too.



<https://buckner.org/finding-unexpected-hope>

If there's anything I can do to help you get connected to the ministry of Buckner – either to find out more, volunteer, or if you need care yourself – please reply and let me know.

I hope you have a great day.

Blessings,

Albert L. Reyes
President/CEO Buckner International



[Privacy Policy](#) | [Unsubscribe](#)





Santa Anita Racetrack Bans Drugs and Whips
In a watershed moment for the horse-racing industry, the Santa Anita racetrack has banned the use of medications and whips on race days following the deaths of 22 horses in two months.

[READ MORE](#)



Herbal Essences Joins PETA's 'Beauty Without Bunnies' List
PETA is pleased to welcome iconic haircare brand Herbal Essences to our list of cruelty-free brands and companies. See how this exciting news illustrates parent company Procter & Gamble's commitment to ending animal tests.

[READ MORE](#)



Coca-Cola Ends Iditarod Sponsorship
Following months of pressure from PETA, including attention-grabbing protests and e-mails from more than 205,000 of our supporters, the Coca-Cola Company has now cut ties with the cruel Iditarod. Let's keep the pressure on Chrysler and other companies still supporting the race to do the same!

[READ MORE](#)



Go Behind the Scenes With 'The PETA Podcast'
Tune in today for details about our legal work, rescues, groundbreaking investigations, and so much more!

[READ MORE](#)



PETA | 2019 Rescued! calendar

Marshall
While a gas station is a great place to fuel up, it's not a great place for a cat to live. But that's where Marshall had been hanging out for months, dodging cars and begging for handouts, when a PETA fieldworker spotted him. With a little coaxing, she was able to persuade him to hop into her van and take a road trip back to PETA's animal shelter in Virginia, where he was neutered, vaccinated, and microchipped before being put up for adoption. In his new home, he loves "borrowing" his human sister's toys and snuggling and watching TV with her at night.

[Download your FREE desktop wallpaper of Marshall here.](#)



Video: February's Biggest Wins for Animals



Cincinnati Children's Hospital Stops Using Cats in Training Courses



Victoria Beckham Ditches Exotic Skins



Hershey's Bans Animal



PETA Cosponsors



Dolphinaris Arizona

BUT MORE LIKE THIS

A calling to serve the most vulnerable

[Inbox x](#) [CULTIVATION STUDY x](#) [CULTIVATION STUDY/Donations x](#) [CULTIVATION STUDY/Email x](#)



Albert Reyes albert.reyes@buckner.org via [mta-bbcpool.convio.net](#)
to Wendy →

Sun, Mar 10, 11:01 AM



Dear Wendy,

I wanted to introduce myself to you and explain a little bit more about what I feel is one of the most important missions in life.

Since our founding in 1879, Buckner has worked to strengthen families, protect children, and provide permanency and stability through foster care and adoption.

Everything that we do is grounded in a scriptural calling to serve and to care for vulnerable children and families. There are many verses that support this idea, but one that comes to mind is Psalm 82:3.

"Defend the weak and the fatherless; uphold the cause of the poor and the oppressed."

I'm so grateful to be a part of a ministry that works to live out this command every day. I often hear stories of struggling families finding hope and encouragement through holistic care. One story that I've always found particularly inspiring is Tilla's.

If you have two minutes to spare today, I'd invite you to watch her story in the video below. I think it will be a source of inspiration for you too.



<https://buckner.org/finding-unexpected-hope>

If there's anything I can do to help you get connected to the ministry of Buckner – either to find out more, volunteer, or if you need care yourself – please reply and let me know.

I hope you have a great day.

Blessings,

Albert L. Reyes
President/CEO Buckner International



[Privacy Policy](#) | [Unsubscribe](#)



WHY NOT LIKE THIS?

Dear Alexander,

You probably know of Koko the gorilla, who became famous for her use of American Sign Language. While she blurred the line that humans draw between themselves and other animals, Koko was also denied the freedom that every thinking, feeling individual deserves. She spent nearly all of her life in involuntary service, confined for decades at The Gorilla Foundation (TGF)—which is, by PETA's estimation, the worst facility in the country for gorillas. TGF has repeatedly failed to meet even the minimum requirements of the federal Animal Welfare Act, racking up animal-welfare citations for failures such as administering dangerous medication without a veterinarian's approval. The facility has become so notorious for unsafe conditions for both gorillas and staff members that no reputable North American gorilla facility would ever consider moving a gorilla there.

Without PETA's help, Ndume the gorilla might have endured a miserable life and death at TGF, too. He was first "acquired" by the facility as a companion for Koko, although the two spent years separated from one another, only occasionally having contact through cage bars. When Koko died in June of last year, Ndume found himself isolated in a trailer, totally cut off from any others of his species. TGF had initially pledged to return him to the accredited Cincinnati Zoo, where he'd receive expert care, after Koko's death—but instead, it began fighting tooth and nail to keep him.

Because most of his life has been spent in captivity, Ndume can't be released into the wild. There are no accredited gorilla sanctuaries in the United States, so when the Cincinnati Zoo filed a lawsuit seeking to compel TGF to return Ndume, PETA gave the case an important boost by filing an *amicus curiae* ("friend of the court") brief. We alerted the court that Ndume deserves to be in the best possible captive conditions, living among other gorillas in a social group and receiving the care that he needs—and that means he must be relocated to the Cincinnati Zoo without delay.

After this legal intervention—and outcry from nearly 68,000 PETA supporters, who took action online—a federal court recently ordered TGF to relinquish Ndume!

Not only does the court's judgment mean [a new life for Ndume](#)—it also means that the law sees gorillas as more than "ordinary chattel."

This wonderful news for Ndume is just one of PETA's many legal wins for animals in the past year. You may recall that we recently secured a first-of-its-kind consent judgment stating that declawing endangered and threatened big cats when not medically necessary is a violation of the Endangered Species Act—and [a disturbing video of a lion being subjected to this painful amputation](#) is now reminding thousands why our legal work is so vital. With your help, we're working to secure freedom and a better life for many more long-suffering animals like Ndume.

Thank you for supporting our trailblazing legal work and all of our campaigns to help animals.

Very truly yours,



Ingrid E. Newkirk
President



Be More Human Checklist

- ☐ Can you send emails from a person as opposed to your organization?
 - ☐ Make sure you have a good reply email and not "donotreply@"
- ☐ Can you remove big design elements that can easily be perceived as marketing
 - ☐ Unless images 100% support, they most likely distract...
- ☐ Can you write in a more personal, human way (from a person to a person)
 - ☐ Use 'you' and 'your' a lot
 - ☐ Read it out loud to yourself or a colleague as a quick check
- ☐ Make sure the entire email is consistent with it's personal nature and tone, not just one element
- ☐ Be ready for replies and engagement





STRATEGY

FOCUS ON RECURRING

Why recurring?



Remember These?

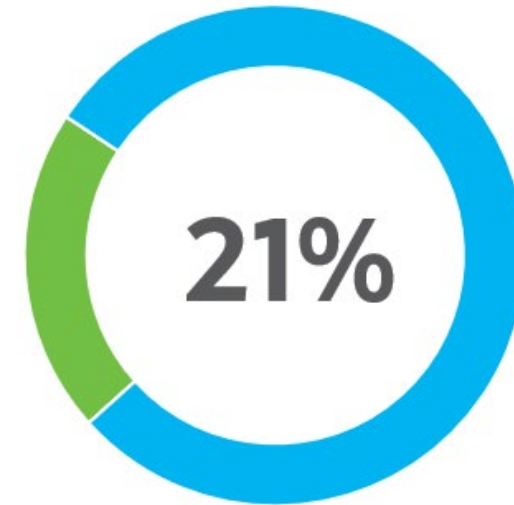
ONE-YEAR



First-year, online-only donor retention rate

MULTI-YEAR

Single Gift Donors

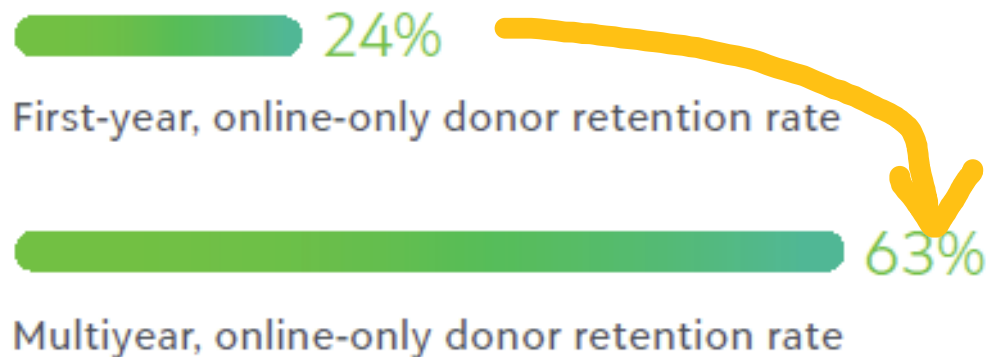


21% of donors acquired with a single gift in 2017 were still giving in 2019.

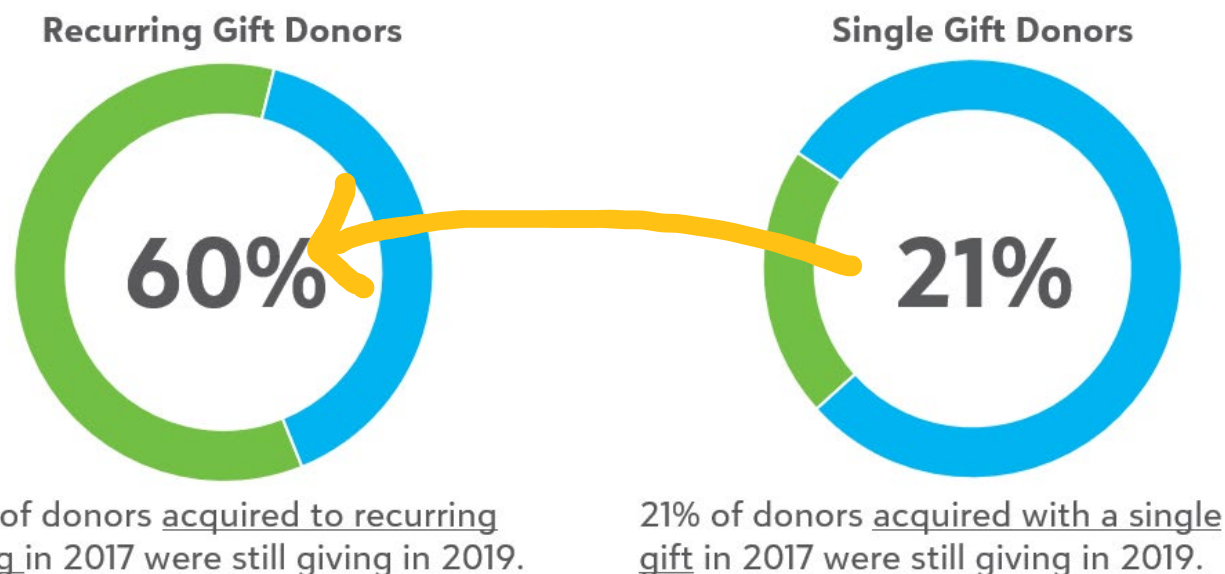


Remember These?

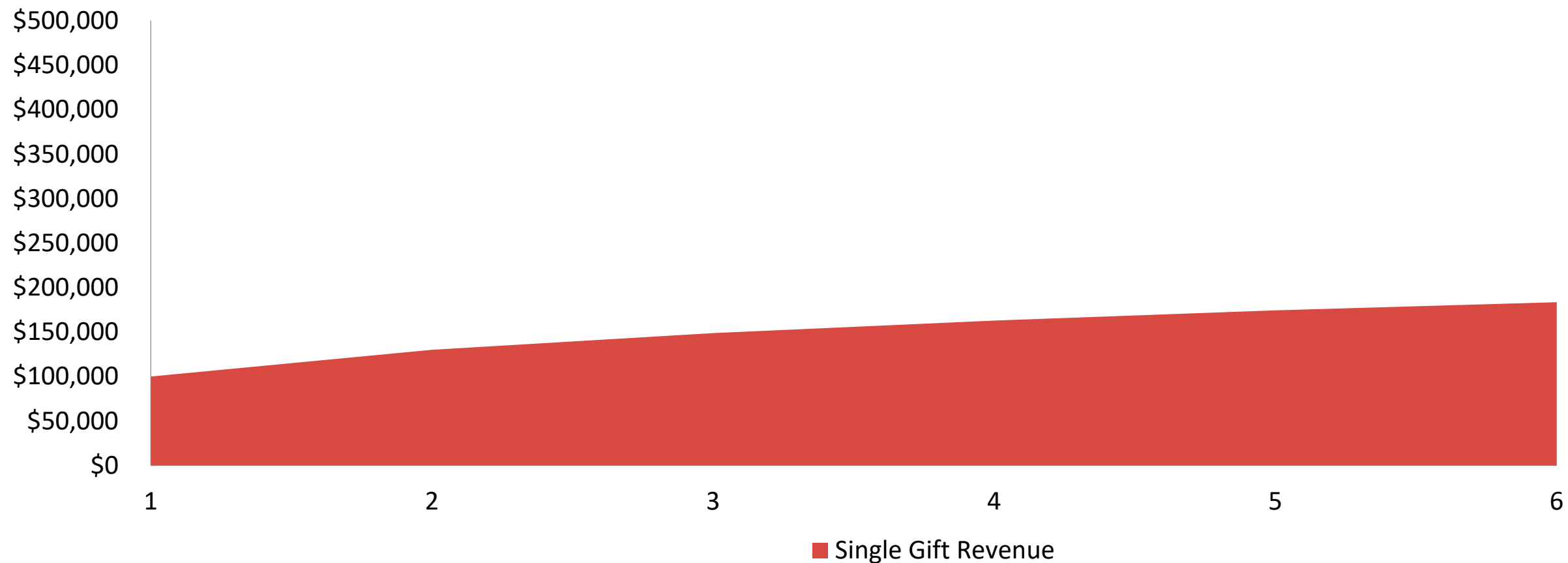
MULTI-YEAR



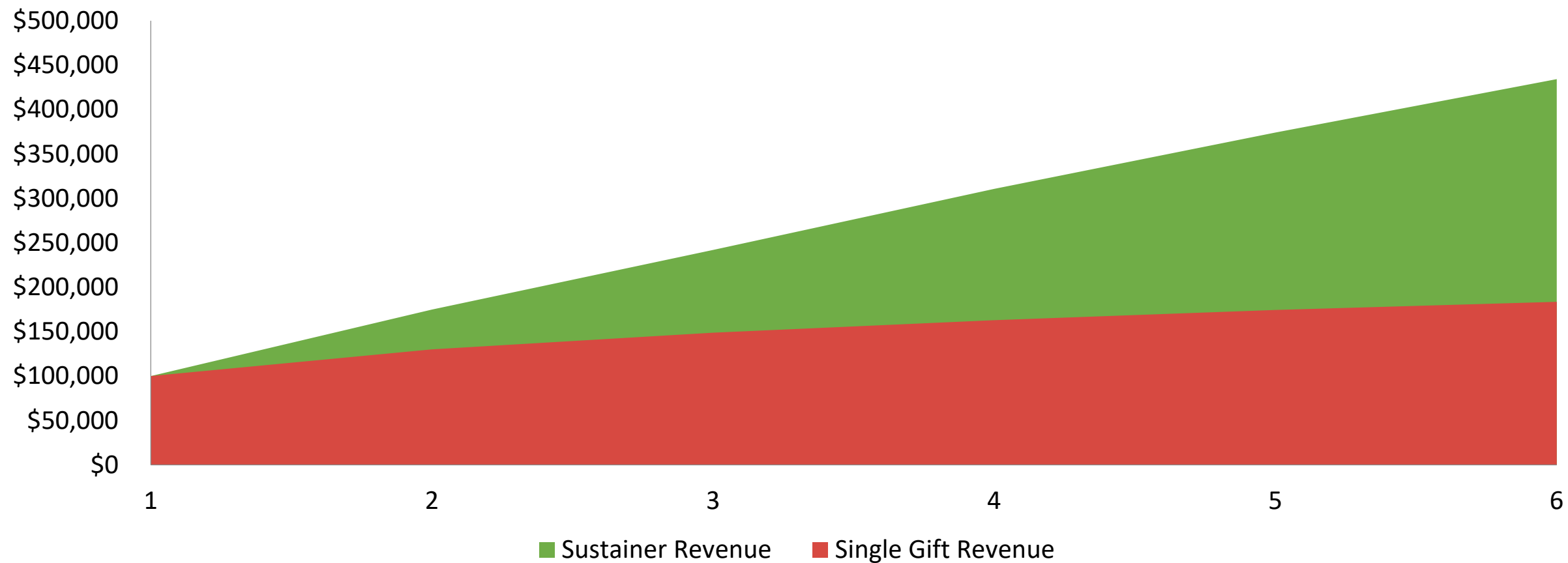
RECURRING



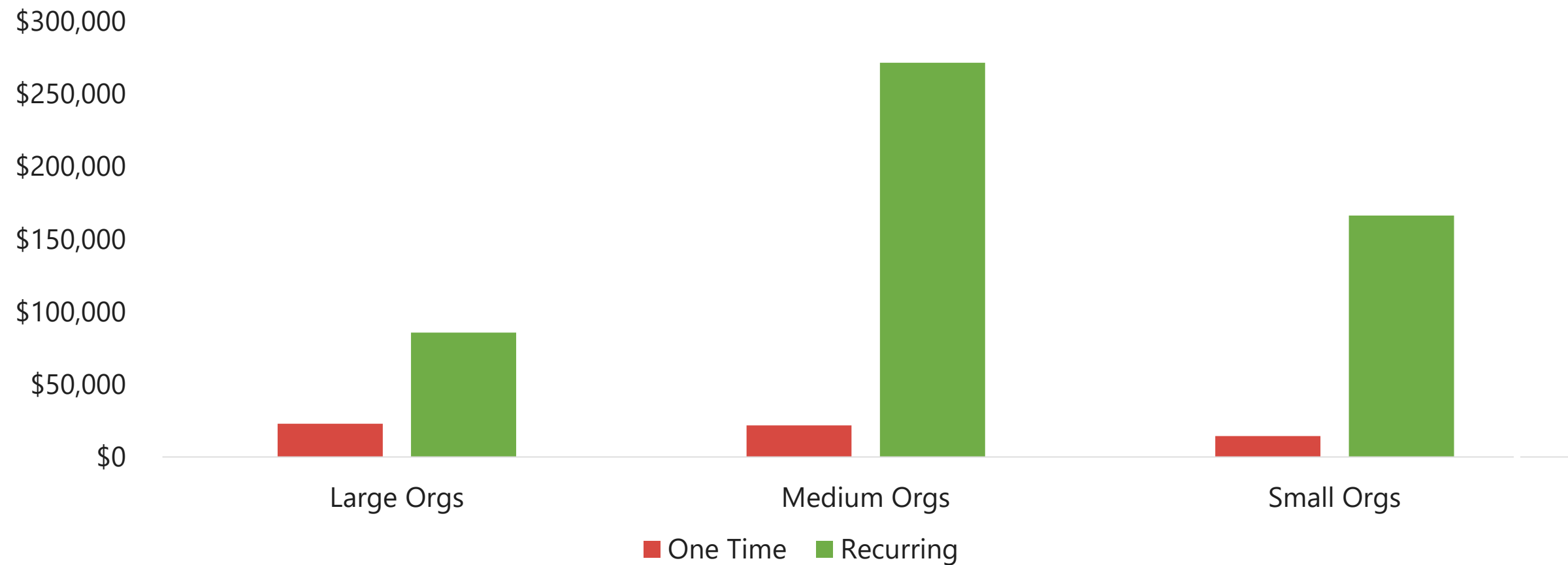
6 Year Value of 1,000 Donors



6 Year Value of 1,000 Donors

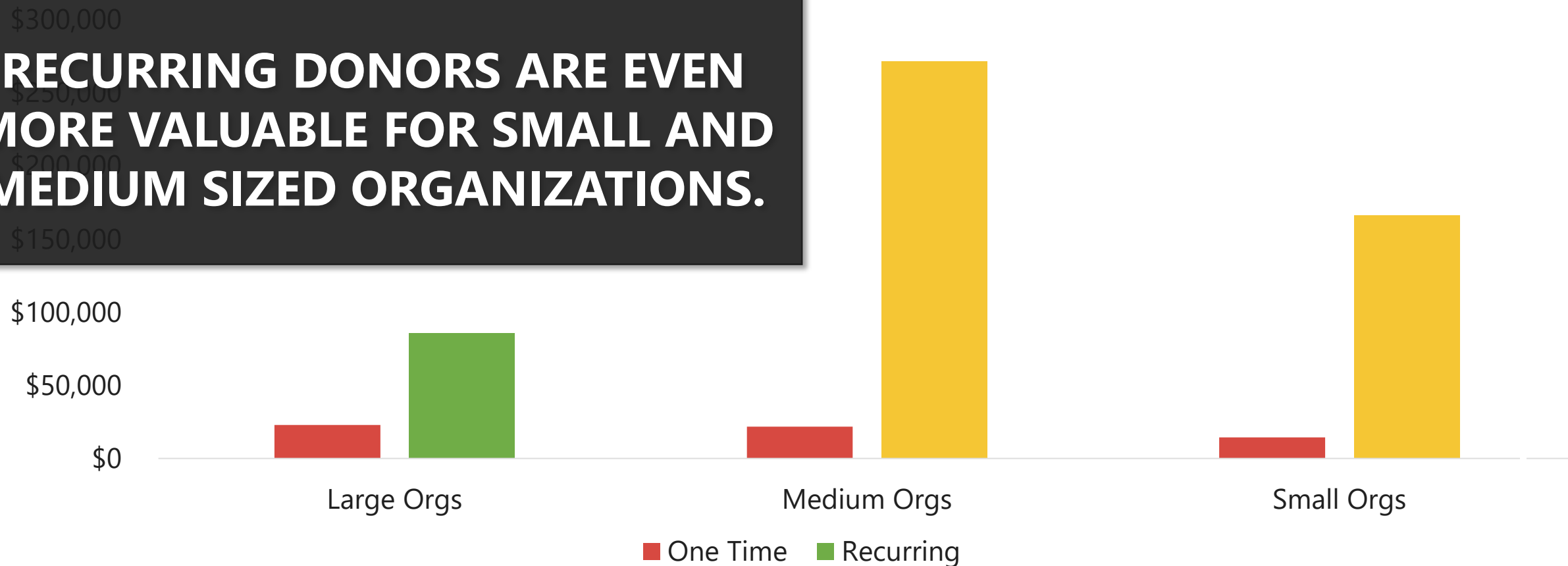


Cumulative Revenue per 1,000 Donors After 5 Years



Cumulative Revenue per 1,000 Donors After 5 Years

RECURRING DONORS ARE EVEN MORE VALUABLE FOR SMALL AND MEDIUM SIZED ORGANIZATIONS.



But how?



The secret to growing recurring giving is...



The secret to growing recurring giving is... **focusing on recurring giving.**





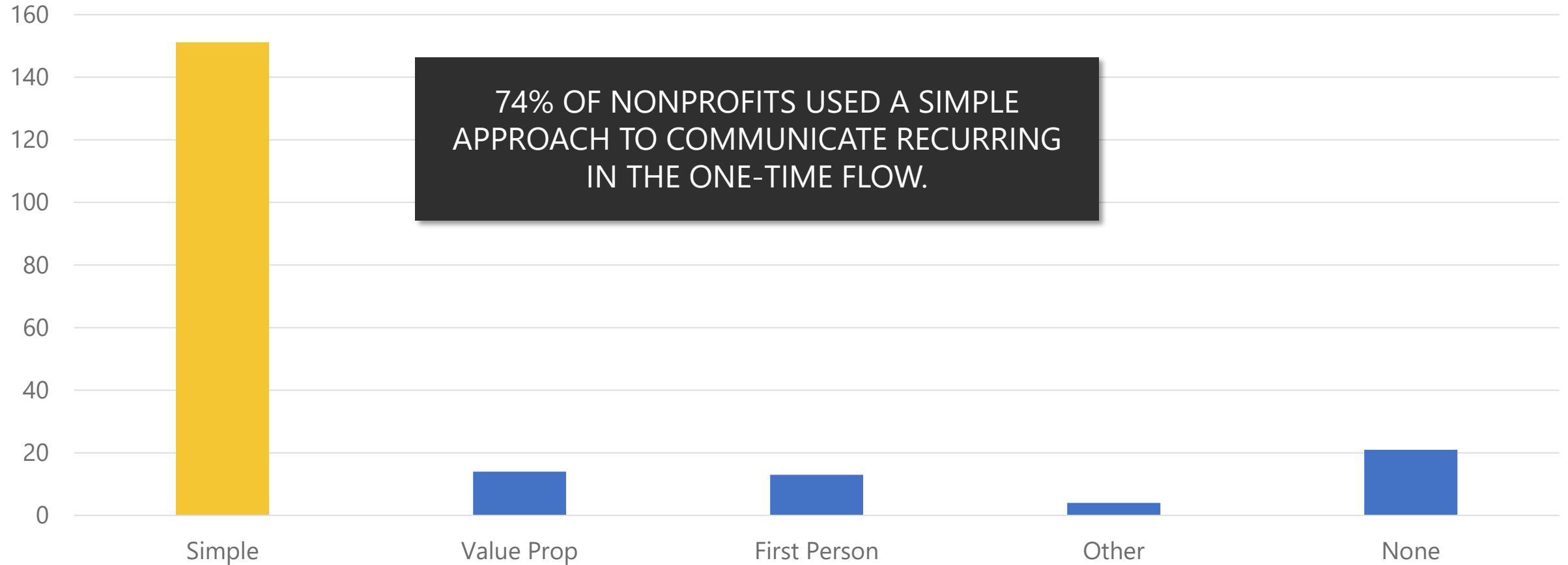


203 NONPROFITS ACROSS 12 VERTICALS.

**27 DATA POINTS FROM THE GIVING
PROCESS.**

5 DATA POINTS FROM THE THANK YOU PAGE.

How Are They Communicating The Recurring Option?



GIVE HOPE

Make a tax-deductible donation to provide help WHERE MOST NEEDED through the Feed the World Fund.

\$

☐ Make this a recurring monthly gift

 GIVE BY CREDIT CARD

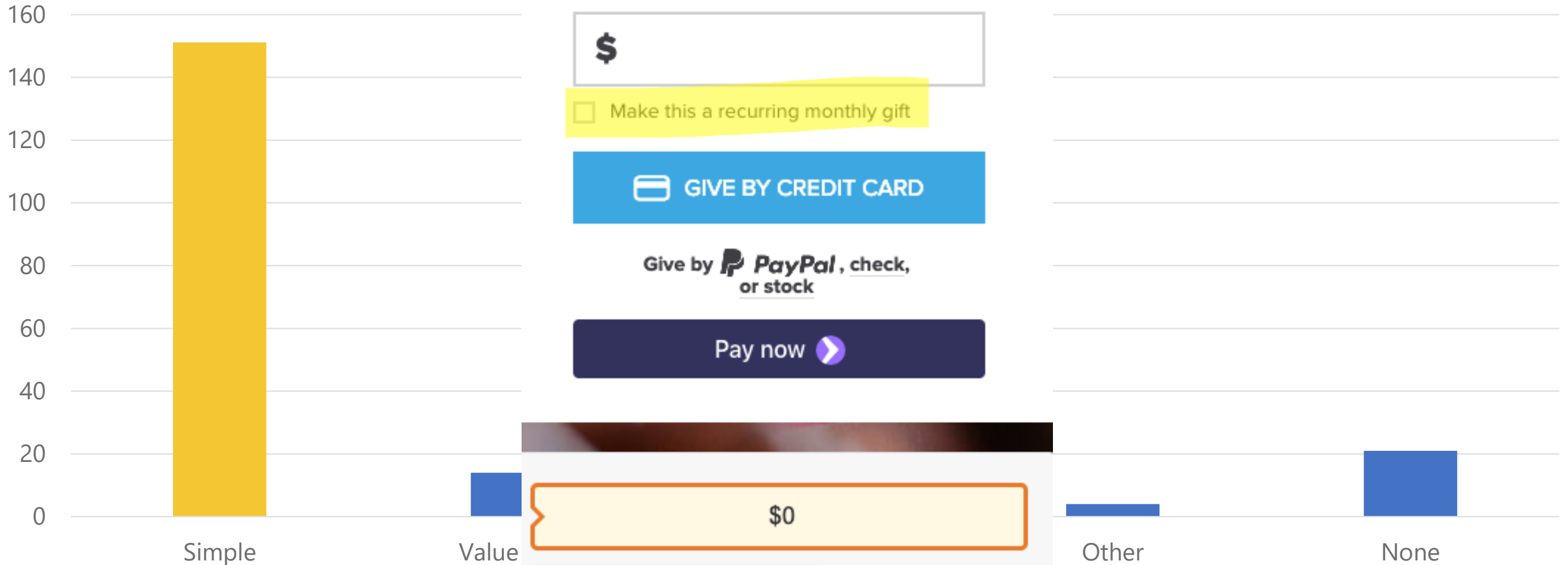
Give by  **PayPal**, check,
or stock

Pay now 

\$0



Donate with Amazon



Only 7% of nonprofits had a value proposition for why you should become a recurring donor.



Recurring Value Proposition Examples

A NUDGE



We must act now. While
there's still time.

Give birds a fighting chance in a
changing world

Birds and their habitats are under attack. With your help, we can fight back. We can protect birds and the places they need — as long as we have people like you who will help.

Select giving frequency:

☐ Monthly ☒ One-Time

Your steady support prepares us for every challenge and lets us plan for the future!

\$250	\$100	\$75
\$50	\$30	\$0.00

Most people are giving \$75. Please give what you can.

DONATE NOW »

FULL VALUE PROP

GIVE MONTHLY

DONATE ONCE

RENEW

MORE WAYS TO GIVE

Make a Monthly Donation

You can protect threatened species and their habitats today with a monthly donation to World Wildlife Fund. Your support of WWF's global conservation work will make a world of difference.

Your donation makes you a member of WWF. A monthly gift of \$100+ makes you a Partner in Conservation.



Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

OTHER

☐ I would like to cover processing fees and other expenses to ensure WWF receives more of my contribution.



How Communicating The Impact Of A Recurring Gift Can Increase Conversion With New Visitors

EXPERIMENT ID: #18659

CONTROL



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

\$25	\$50	\$ 50
\$100	\$250	<input checked="" type="radio"/> One-time Gift <input type="radio"/> Monthly Gift

GIVE NOW

OR GIVE TO SPECIFIC AREAS

Where Most Needed

TREATMENT



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

\$25	\$50	\$ 50
\$100	\$250	<input checked="" type="radio"/> One-time Gift <input type="radio"/> Monthly Gift

GIVE NOW

48.4%

In New Recurring Donors

Try giving donors a reason to become a recurring donor.



14% of organizations had a 'prompt' to upgrade to a monthly gift.



Sierra Club Testing

Nudges and Nudges with Social Proof

CONTROL – NO SOCIAL


PROTECT THE PLANET

SIERRA CLUB

Select Your Gift

\$15 \$25 \$35 \$50 \$100 \$ other

☒ Make my gift monthly.

 A monthly gift does even more to protect the environment

Your Information

First Name

Last Name

Email

Street Line 1

TREATMENT – SOCIAL PROOF


EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB

Select Membership Amount

\$15 \$25 \$35 \$50 \$100 \$ other

☒ Make my membership monthly.

 100,893 donors have already signed up to give monthly - join them today

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City

State

Zip


Be a champion for the environment. Join today.

From delisting endangered species like the Gray Wolf to drilling for dirty tar sands oil, the threats to our environment have never been greater.

Your support is absolutely essential to preserving our most precious natural resources — join the nation's largest and most effective grassroots movement today.

As a special thank you, we'll send you a free field messenger bag as well as these exciting Members-only benefits:

- Free Sierra Club Field Messenger Bag (limited time!)
- One-year subscription to Sierra magazine
- Worldwide Members-only outdoor trips
- Automatic membership in your local Chapter
- Discounts on Sierra Club calendars, books, and other merchandise





30%

In Recurring Donors

Try nudging donors to make a recurring gift.
And try adding social proof.



How Presenting The Opportunity To Make A Recurring Gift At The Moment Of A Person’s One-time Gift Transaction Affects Recurring Gift Conversion.
Experiment ID: #9024

CONTROL

TREATMENT

THE POP-UP DIDN'T SIGNIFICANTLY IMPACT THE LIKELIHOOD OF A PERSON GIVING A ONE-TIME GIFT.

My Gift to Support Family Ministry

Your gift will go to work immediately - transforming lives through the power of the Gospel.

Giving is quick, easy and secure. Simply complete the form below.

If you choose to make your donation recurring, you will be charged within 1-2 business days and your donation will be debited from your account at that time.

Amount: \$500.00 \$1,000.00 \$250.00

\$500.00

\$1,000.00

Other \$

Free gift when making your donation recurring.

Make my donation recurring

-- Please Select --

Before we process your gift, would you consider something?

NO

YES

Would you like to convert your gift?

YES!

Convert my gift to a \$50 monthly gift

Make it recurring

Cancel

Gift



64%
In Recurring Gifts

TX - Texas

75024

Country

United States

Email Address

abigail.blake@

You'll receive ema

You ca

Payment Info

Credit Card Num

4246315258

Expiration Date

04

What is this?

SUBMIT ►

MAKE YOUR GIFT MONTHLY

...and an extra 1,000 meals will be provided thanks to a generous partner. Monthly giving is the most efficient and effective way to support hungry families - will you change your gift to a \$9 monthly gift instead?

YES! Process my
monthly gift of \$9 instead ►

No, thanks. Process my original gift of \$20 >>



Try a pop-up/prompt in the one-time donation flow to upgrade to a recurring gift.



11% of organizations defaulted to a monthly gift.




Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB



Protect Endangered Species

Endangered species face far too many threats – the impacts of climate change on their delicate ecosystems, development by the fossil fuel industry, and relentless efforts to dismantle the Endangered Species Act. Help us continue to protect wildlife on the brink of extinction. Make your donation today!

Select Your Gift

☒ Make my gift monthly.

93,528 donors have already signed up to give monthly - join them today

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country

Payment Information

☒ I'd like to cover the 3% transaction fee.


Card Holder Name

Card Number

TREATMENT - MONTHLY

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB



Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

93,528 donors have already signed up to give monthly - most are giving \$20 right now.


Thank You for Taking Action!

Now, our natural world — the clean air, safe drinking water, wildlife and wild places we love — are under attack and we need you now more than ever.

Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to SIERRA magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Special access to webinars, calls, and events with conservation leaders
- Wilderness Guardian newsletter
- Members-only ecotravel opportunities
- Automatic membership in your local chapter
- Exclusive discounts on products and services to help you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country

Payment Information

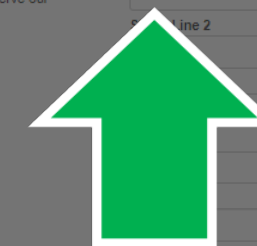
☒ I'd like to cover the 3% transaction fee.

Card Holder Name

Card Number

\$200K to \$1M

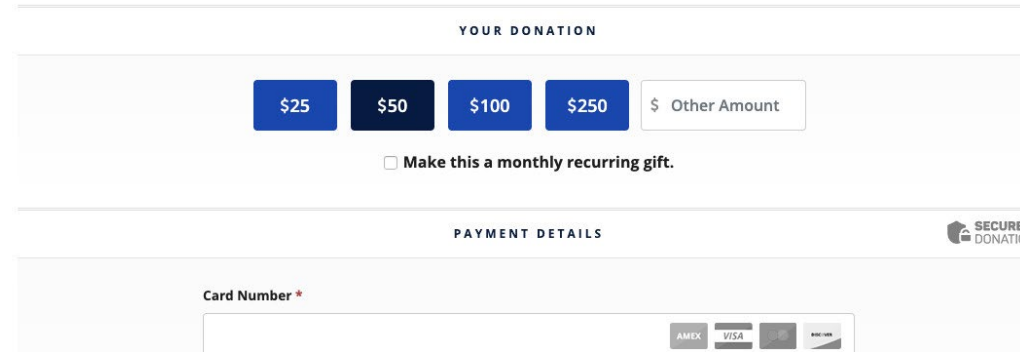
In Recurring Revenue Over 2 Years



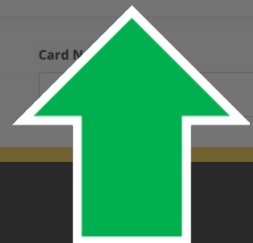
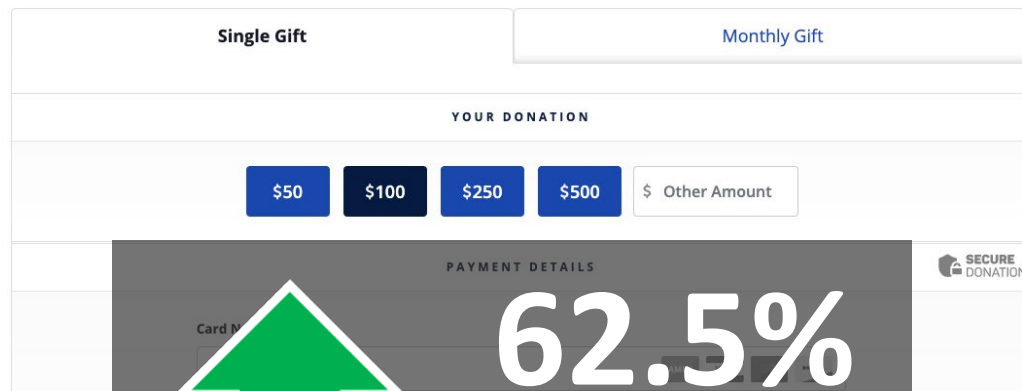
@bradyjosephson

Defaulting to Monthly Tabbed Treatment

CONTROL

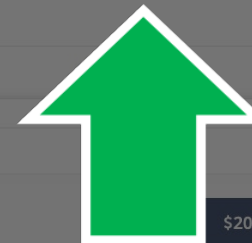
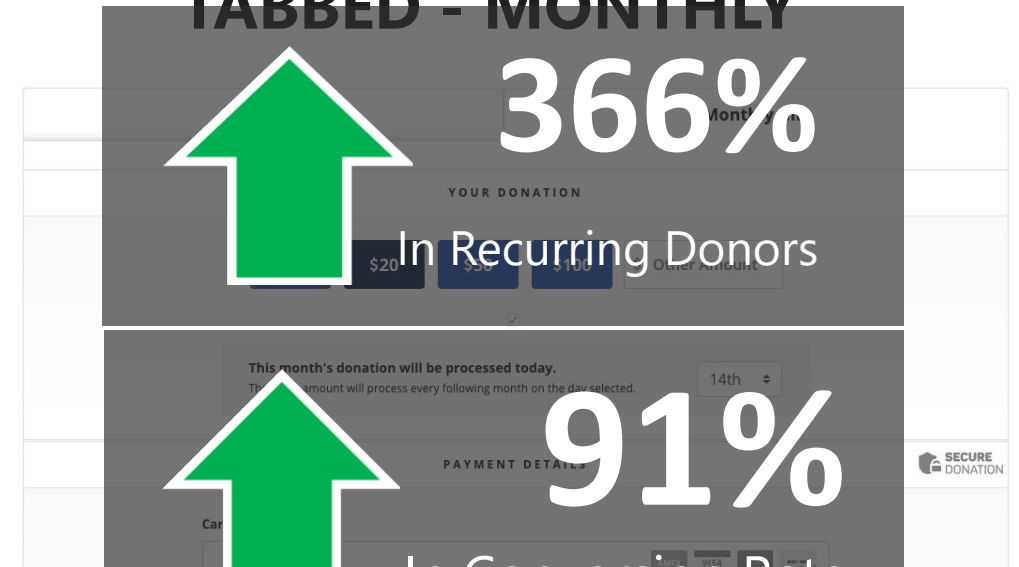


TABBED - SINGLE

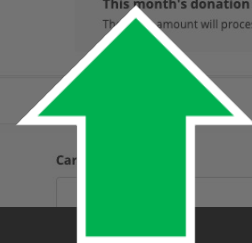


62.5%
In Conversion Rate

TABBED - MONTHLY



366%
In Recurring Donors



91%
In Conversion Rate



Defaulting to Monthly Tabbed Treatment

CONTROL

YOUR DONATION

☐ Make this a monthly recurring gift.

PAYMENT DETAILS

SECURE DONATION

NO DISCERNIBLE EFFECT ON ONE-TIME DONOR CONVERSION.

TABBED - SINGLE

Single Gift Monthly Gift

YOUR DONATION

PAYMENT DETAILS

SECURE DONATION

62.5% In Conversion Rate

TABBED - MONTHLY

366% In Conversion Rate

YOUR DONATION

PAYMENT DETAILS

SECURE DONATION

91% In Conversion Rate



Try defaulting to a recurring gift (and consider a tabbed layout).



**Default how? Smaller
donations.**



How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

Single Gift

Monthly Gift

Your Monthly Donation

\$15

\$20

\$25

\$

Other Gift Amount

Billing Information

First Name

Last Name

5 OPTIONS, \$10 LOWEST

Single Gift

Monthly Gift

Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

\$

Other Gift Amount

Billing Information

First Name

Last Name



125.5%

In Recurring Donors

How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

5 OPTIONS, \$10 LOWEST

NO DIFFERENCE IN AVERAGE GIFT.

Single Gift

Monthly Gift

Your Monthly Donation

\$15

\$20

\$25

\$

Other Gift Amount

Billing Information

First Name

Last Name

Single Gift

Monthly Gift

Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

\$

Other Gift Amount

Billing Information

First Name

Last Name



125.5%

In Recurring Donors

How the minimum gift amount asked on a recurring pop-up impacts overall revenue

EXPERIMENT ID: #18640

CONTROL \$15

Would you like to convert your gift to an ongoing monthly gift?

YES!
Convert my gift to a \$15 monthly gift.

No, thanks.
Process my original one-time gift.

TREATMENT \$19

Would you like to convert your gift to an ongoing monthly gift?

YES!
Convert my gift to a \$19 monthly gift.

No, thanks.
Process my original one-time gift.

43.3%

In Revenue per Visitor

Try lowering your first and default recurring gift amounts.



Focus More on Recurring Giving Checklist

- ☐ Make recurring giving a priority for you and your team internally
 - ☐ Set goals, assign responsibility, offer rewards, recognition, and incentives
- ☐ Try having a reason why someone should make a recurring gift present on your donation page
- ☐ Try 'nudging' one-time donors to make a recurring gift
 - ☐ Include social proof if you can
- ☐ Try defaulting to a recurring gift on your donation page
- ☐ Try lowering your first and suggested recurring gift amount(s)
- ☐ Offer an EFT/Direct Debit option on your donation page
- ☐ Make sure you monitor the differences of new visitors/donors and repeat visitors/donors

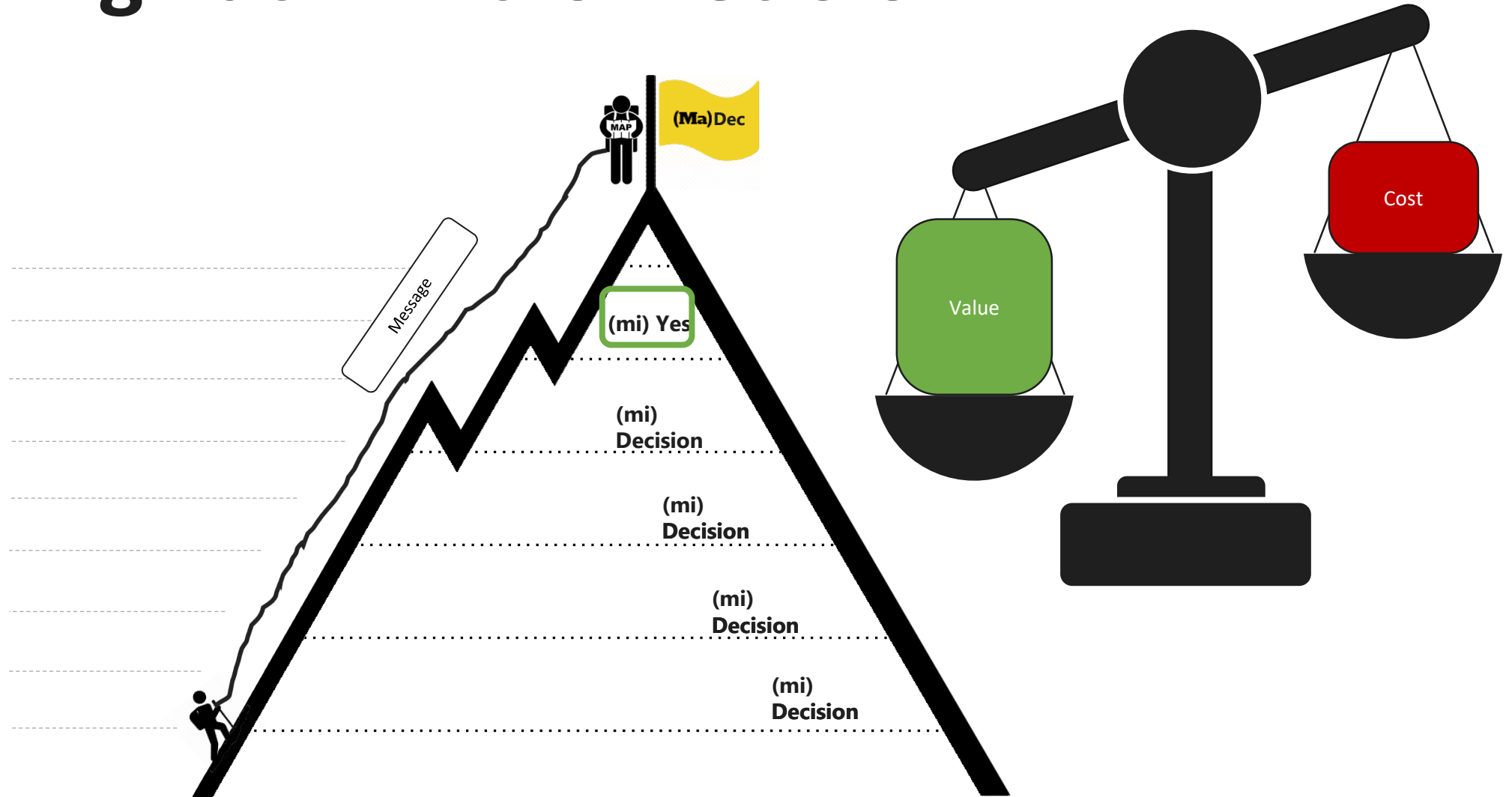




STRATEGY

SMALL ACTIONS >> BIG ACTIONS

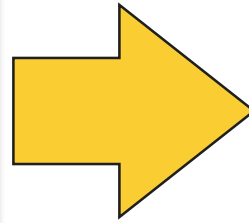
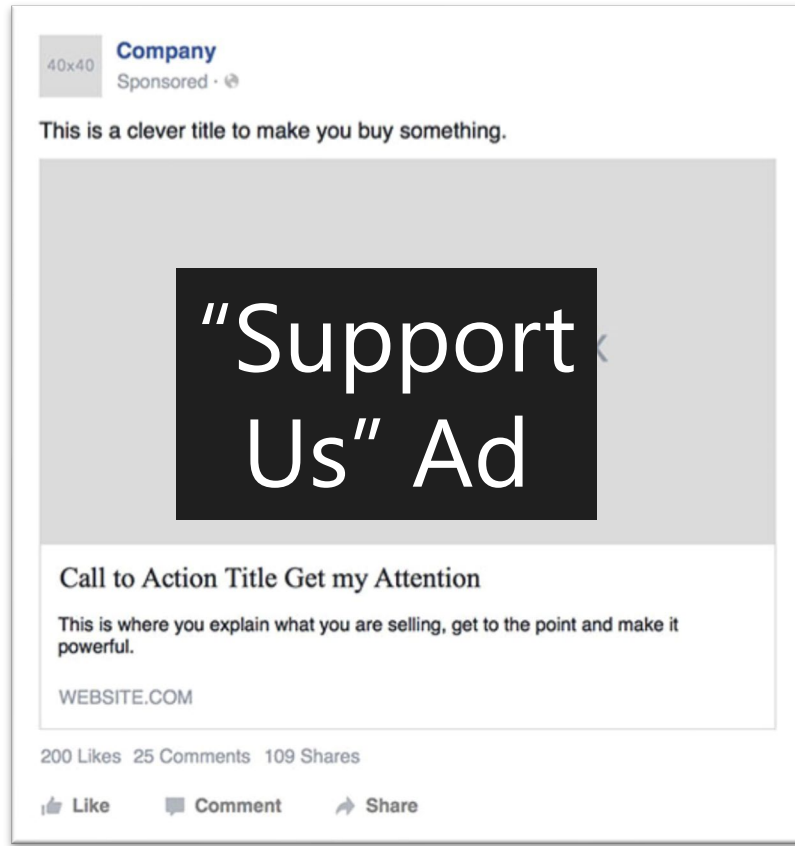
Optimizing Each Micro-Decision

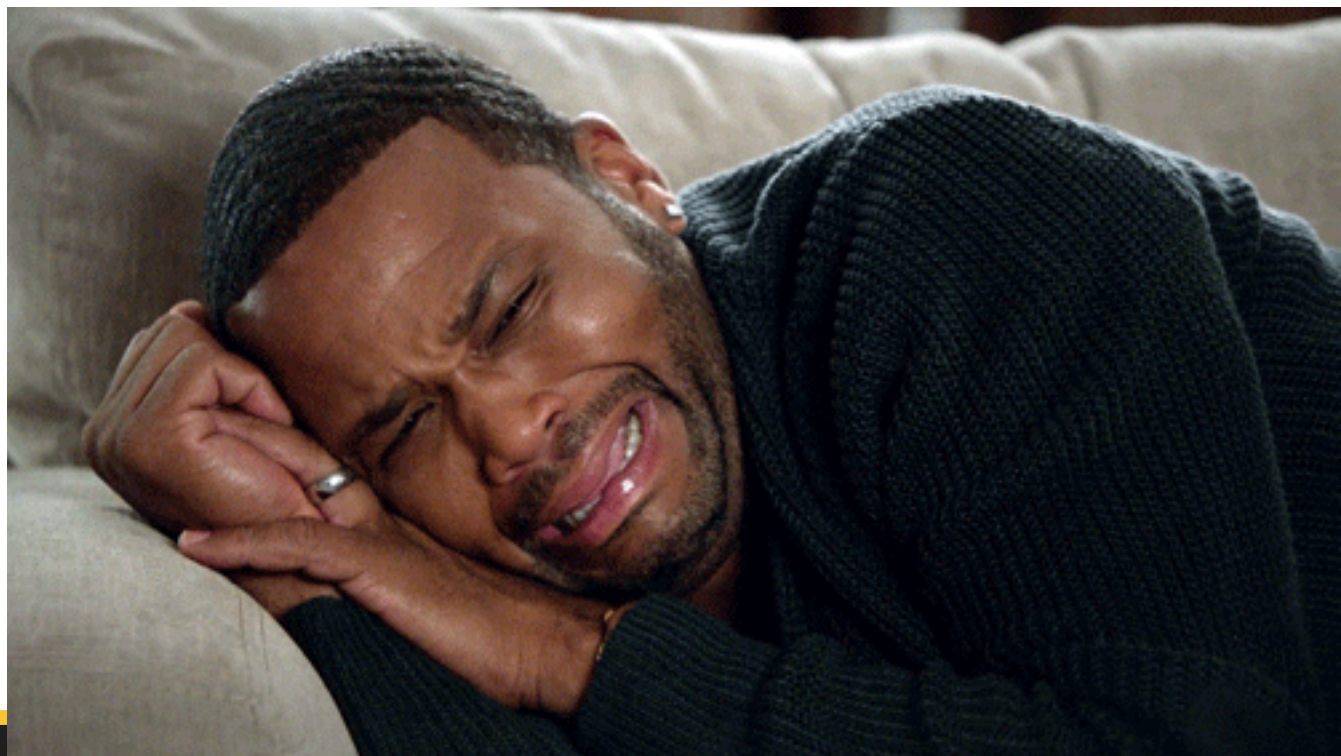




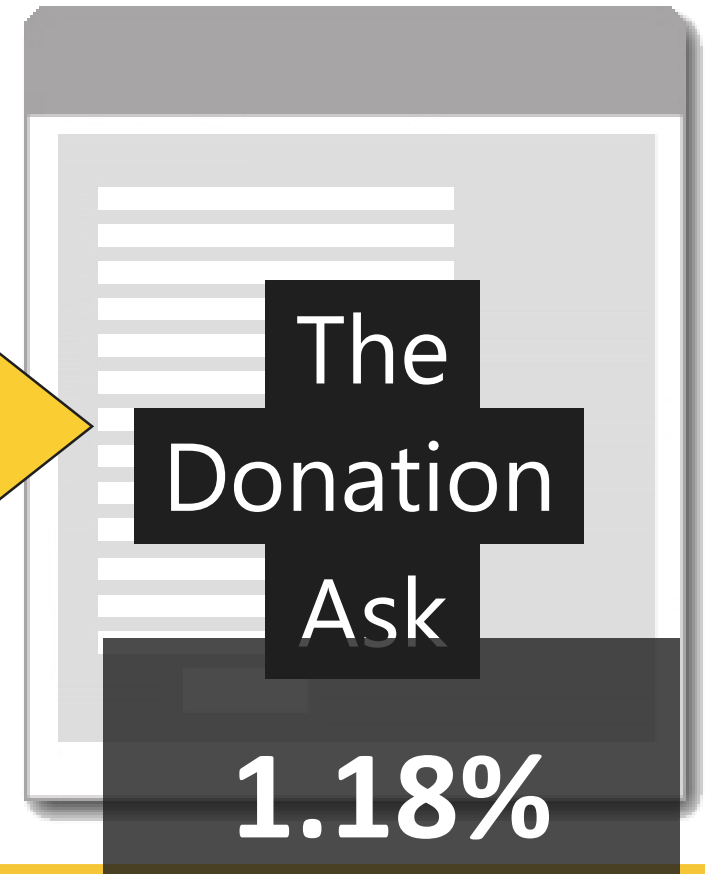
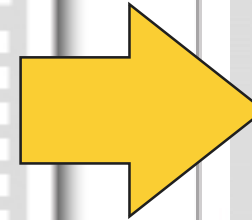
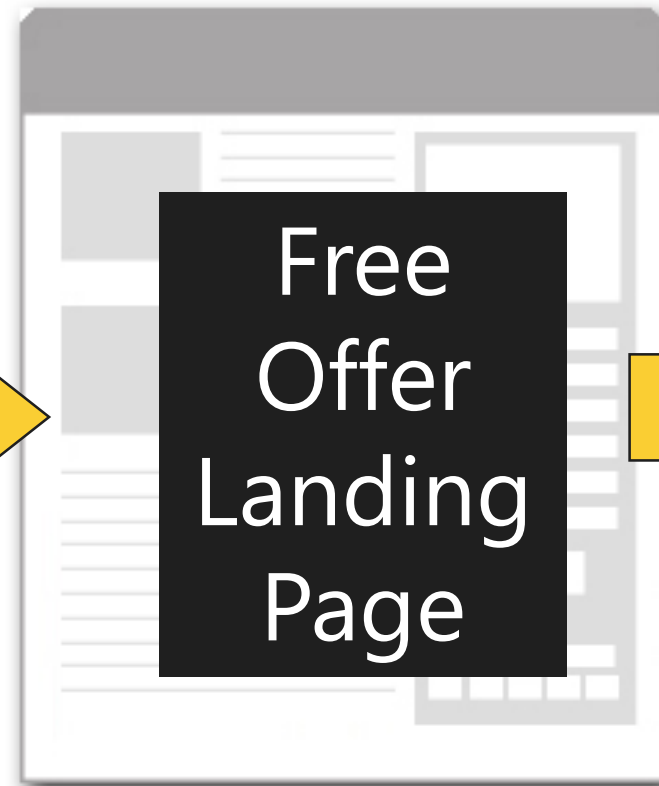
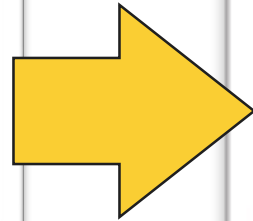
COGNITIVE MOMENTUM.

Facebook Ad Direct Ask





Facebook Ad Email Ask

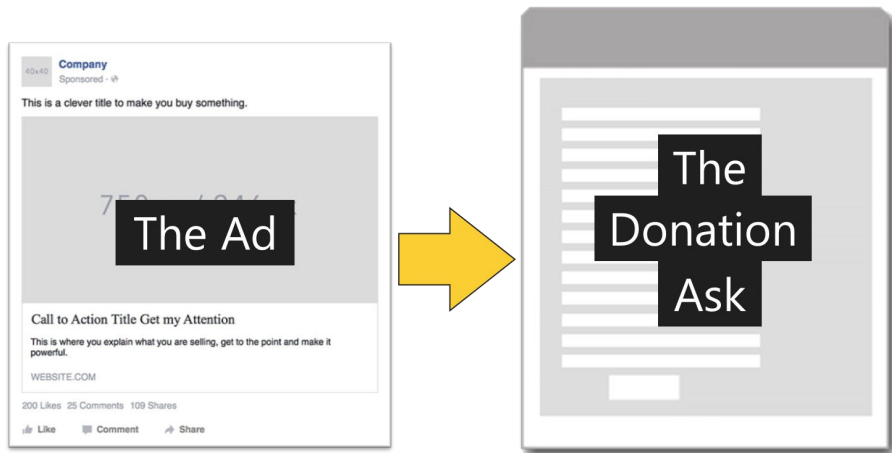


Conversion Rate
@bradyjosephson

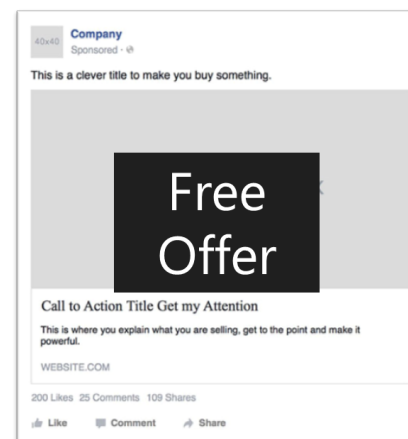


Which Strategy Resulted In More Donors?

Version A



Version B

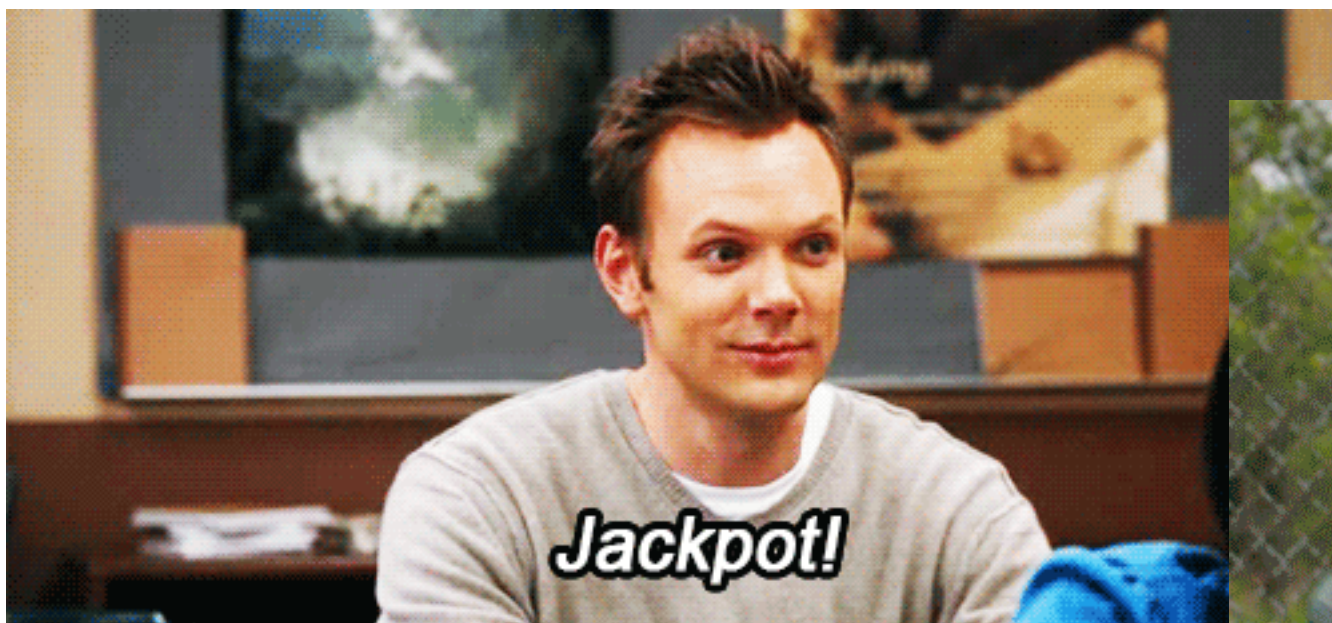


 $\infty\%$
In Conversion Rate

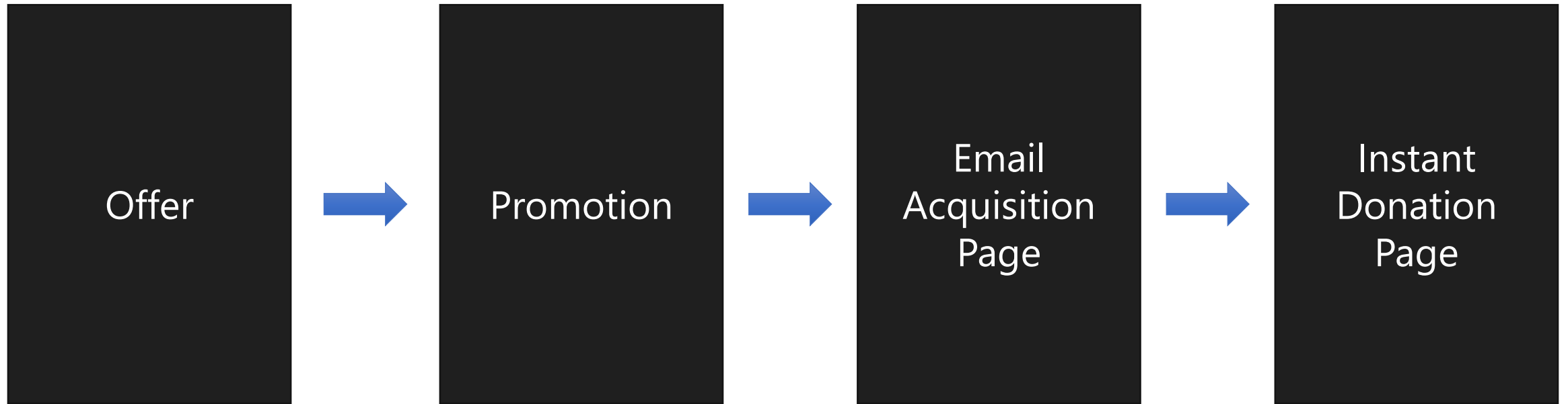
 $\infty\%$
In Average Gift

 $\infty\%$
In Revenue





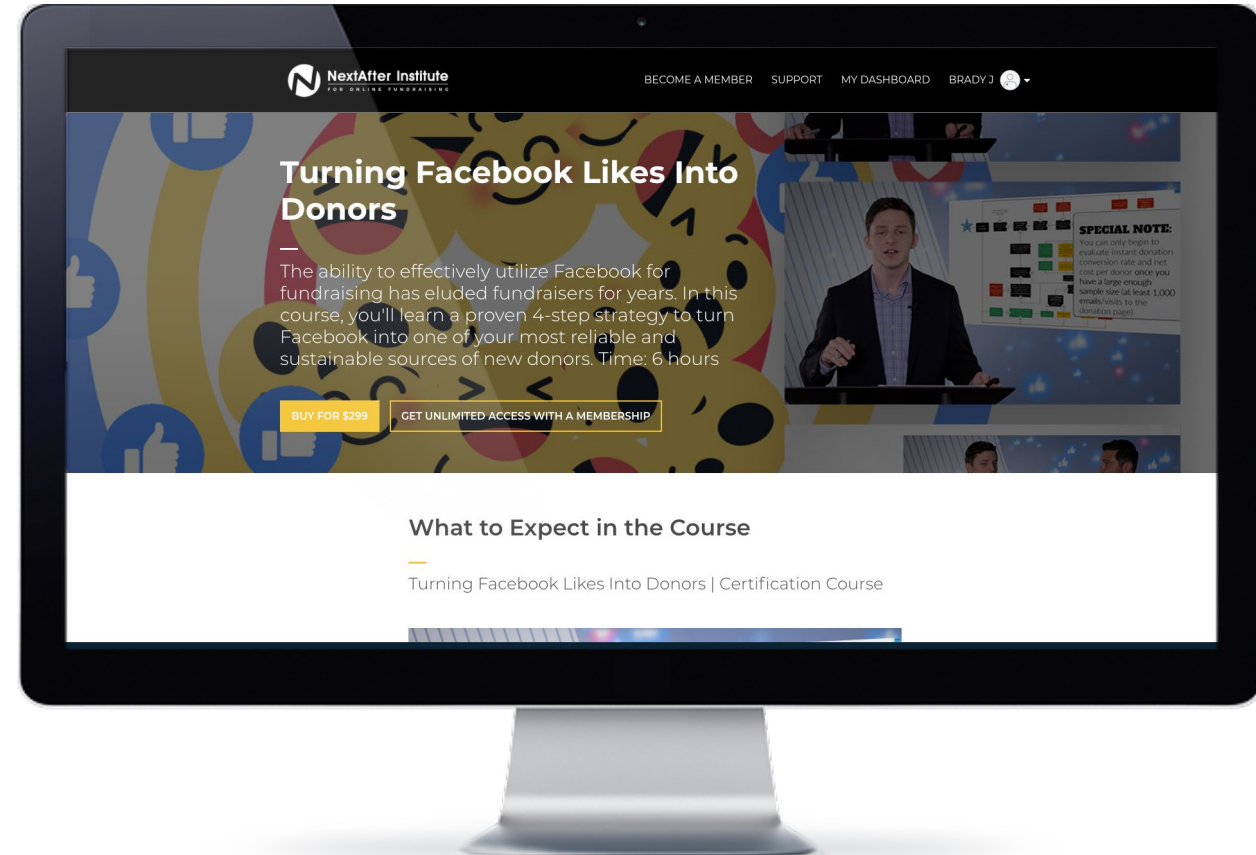
A Donor Acquisition Model Through Content Offers and Email Acquisition



Try acquiring emails first as a route to acquiring donors.



TURNING FACEBOOK LIKES INTO DONORS. COURSES.NEXTAFTER.COM



But **how** else?



CONTROL

FROM THE DESK OF FRANKLIN GRAHAM



"God is our refuge and strength, a very present help in trouble. Therefore we will not fear ..."
— Psalm 46:1–2, ESV

Dear Friend,

While most of Florence has moved on from the Carolinas, her destructive force is still being felt across these two states. Entire communities are under water, and there are reports of harrowing rescues as flooding continues. Once the waters recede and the roads reopen, many people will return home to find they've lost everything.



They need your prayers.

Please pray that God will comfort them in their suffering, give strength to first responders, utility workers, and volunteers, and draw many people to His Son, Jesus Christ.

Will you also pray for our Rapid Response Team? We've deployed teams of chaplains to hard-hit areas to minister in Jesus' Name and offer emotional and spiritual care to victims and first responders.

Thank you for your heart to reach hurting people with the Good News of God's love.

May God richly bless you,

Franklin Graham
President & CEO
Billy Graham Evangelistic Association

GIVE NOW

P.S. Friends like you are essential partners in deploying Rapid Response Team chaplains. Without your prayers, their ministry would not be effective, and without your gifts, they could not go.

TREATMENT

FROM THE DESK OF FRANKLIN GRAHAM



"God is our refuge and strength, a very present help in trouble. Therefore we will not fear ..."
— Psalm 46:1–2, ESV

Dear Friend,

While most of Florence has moved on from the Carolinas, her destructive force is still being felt across these two states. Entire communities are under water, and there are reports of harrowing rescues as flooding continues. Once the waters recede and the roads reopen, many people will return home to find they've lost everything.



They need your prayers.

Please pray that God will comfort them in their suffering, give strength to first responders, utility workers, and volunteers, and draw many people to His Son, Jesus Christ.

Will you also pray for our Rapid Response Team? We've deployed teams of chaplains to hard-hit areas to minister in Jesus' Name and offer emotional and spiritual care to victims and first responders.

Thank you for your heart to reach hurting people with the Good News of God's love.

May God richly bless you,

Franklin Graham
President & CEO
Billy Graham Evangelistic Association

I WILL PRAY

Give Now

P.S. Friends like you are essential partners in deploying Rapid Response Team chaplains. Without your prayers, their ministry would not be effective, and without your gifts, they could not go.

CONTROL

FROM THE DESK OF FRANKLIN GRAHAM



"God is our refuge and strength, a very present

Franklin Graham
President & CEO
Billy Graham Evangelistic Association

GIVE NOW

...ready to minister in people's homes and offer emotional and spiritual care to victims and first responders.

Thank you for your heart to reach hurting people with the Good News of God's love.

May God richly bless you,

Franklin Graham
President & CEO
Billy Graham Evangelistic Association

GIVE NOW

P.S. Friends like you are essential partners in deploying Rapid Response Team chaplains. Without your prayers, their ministry would not be effective, and without your gifts, they could not go.

TREATMENT

FROM THE DESK OF FRANKLIN GRAHAM



Franklin Graham
President & CEO
Billy Graham Evangelistic Association

I WILL PRAY

Give Now

Thank you for your heart to reach hurting people with the Good News of God's love.

May God richly bless you,


Franklin Graham
President & CEO
Billy Graham Evangelistic Association

I WILL PRAY

Give Now

P.S. Friends like you are essential partners in deploying Rapid Response Team chaplains. Without your prayers, their ministry would not be effective, and without your gifts, they could not go.

CONTROL



BGEA CHAPLAINS MINISTERING ACROSS CAROLINAS

Help Give Hope to Victims of Hurricane Florence. Support the Billy Graham Rapid Response Team.

Crisis-trained chaplains are deployed to some of the hardest-hit areas. Your gift helps provide emotional and spiritual care to those affected by Hurricane Florence.

\$25

\$50

\$ 50

\$100

\$250


☒ One-time

☐ Monthly

GIVE NOW

© 2018 Billy Graham Evangelistic Association
BGEA is a registered 501(c)(3) non-profit organization. [Privacy](#)

TREATMENT



PRAY FOR THOSE AFFECTED BY HURRICANE FLORENCE

Millions have been impacted by this deadly storm. Will you commit to pray for the Carolinas and the relief efforts for those affected by Hurricane Florence?

Name*
FIRST LAST

Email* ZIP / Postal Code*


☐ I pledge to pray for those affected by Hurricane Florence

Your email address will not be published but you will receive our next BGEA ministry update. You can opt out of future emails at any time.

I COMMIT TO PRAY

© 2018 Billy Graham Evangelistic Association
BGEA is a registered 501(c)(3) non-profit organization. [Privacy](#)





THANK YOU FOR PRAYING

People are hurting all over the Carolinas and the Billy Graham Rapid Response Team will help minister to the emotional and spiritual needs of those affected by Hurricane Florence.

Will you give today?

\$25

\$50

\$100

\$250

GIVE NOW

© 2018 Billy Graham Evangelistic Association
BGEA is a registered 501(c)(3) non-profit organization. [Privacy](#)



30%
In Donations

Try asking for an easier, non-financial action before asking for a donation in context.




Sierra Club Testing

Defaulting to Recurring Gift

THIS IS ACTUALLY AN
INSTANT DONATION PAGE
WITH A RECURRING GIVING
DEFAULT PUSH.

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB




Thank You for Taking Action!

New research shows that the places we find most beautiful — wild places we love — are under attack and we need you now more than ever.

Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to *SIERRA* magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Special access to webinars, calls, and events with conservation leaders
- Wilderness Guardian newsletter
- Members-only ecotravel opportunities
- Automatic membership in your local chapter
- Exclusive discounts on products and services to help you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

93,528 donors have already signed up to give monthly - most are giving \$20 right now.

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

\$200K to \$1M

In Recurring Revenue Over 2 Years

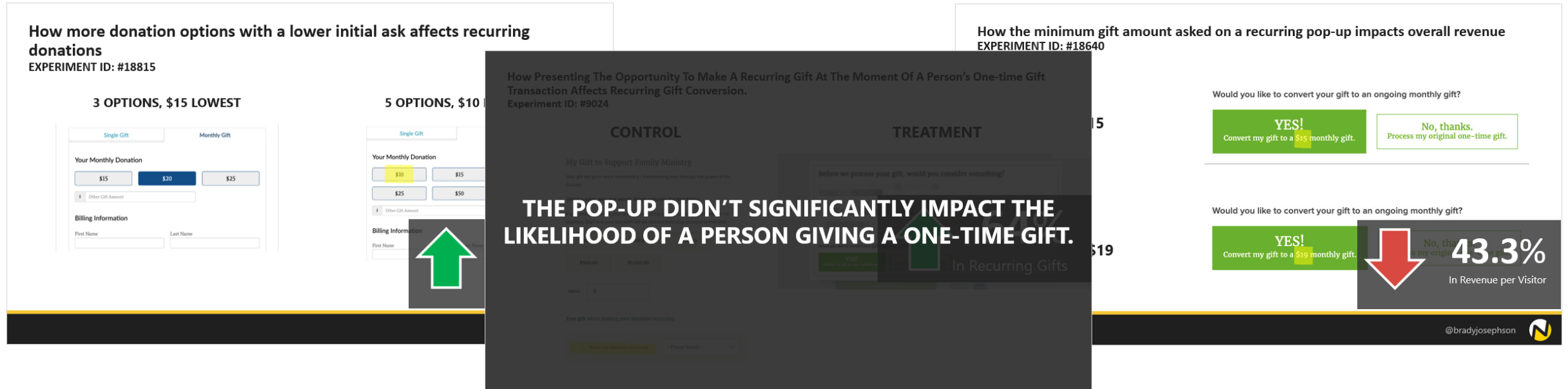
Try a recurring default on an instant donation or confirmation page.



It applies to **mental processes**
as well, not just actions.



Remember These?



Your job throughout the giving process is to keep people saying "Yes" and/or ensure they don't say "No". A high first gift amount, suggested donation, or even recurring ask can stop people while a lower or one-time amount allows them to keep going and, often, choose a higher amount (either one-time or over time).

So what are nonprofits **doing?**



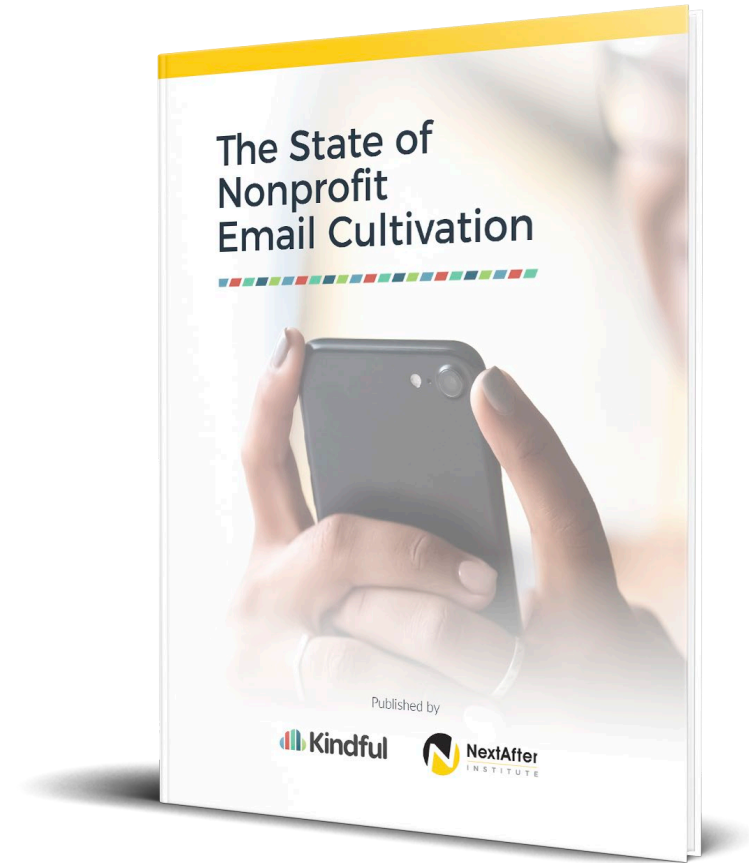
**61% OF CHARITIES DID NOT
HAVE A CONFIRMATION
PAGE AFTER EMAIL SIGNUP
AND ONLY 22% HAD ANY
KIND OF CALL TO ACTION.**



Have a confirmation/thank-you page.



**60% OF NONPROFITS
OFFERED US NOTHING TO
DO AFTER WE SIGNED UP
TO GET THEIR EMAILS.**



**Offer a next step or action
after an email signup.**



Usefulness of Confirmation Pages

1. User experience
2. Continued engagement
- 3. Tracking, measuring, and testing**

2 Goal description

Name

Webinar Registration Goal ID 5 / Goal Set 1

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

3 Goal details

Destination

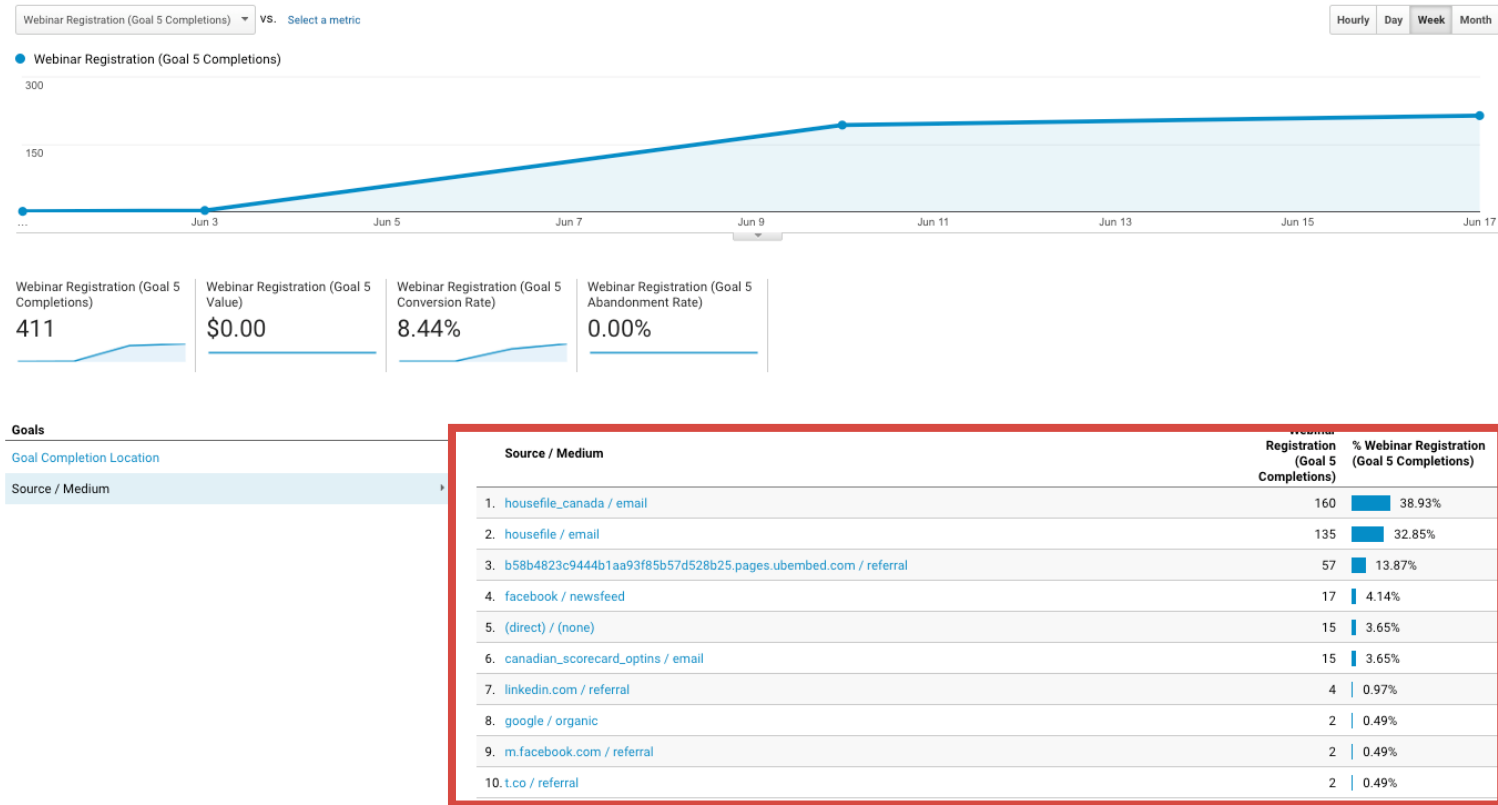
Regular expression ▾ ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.



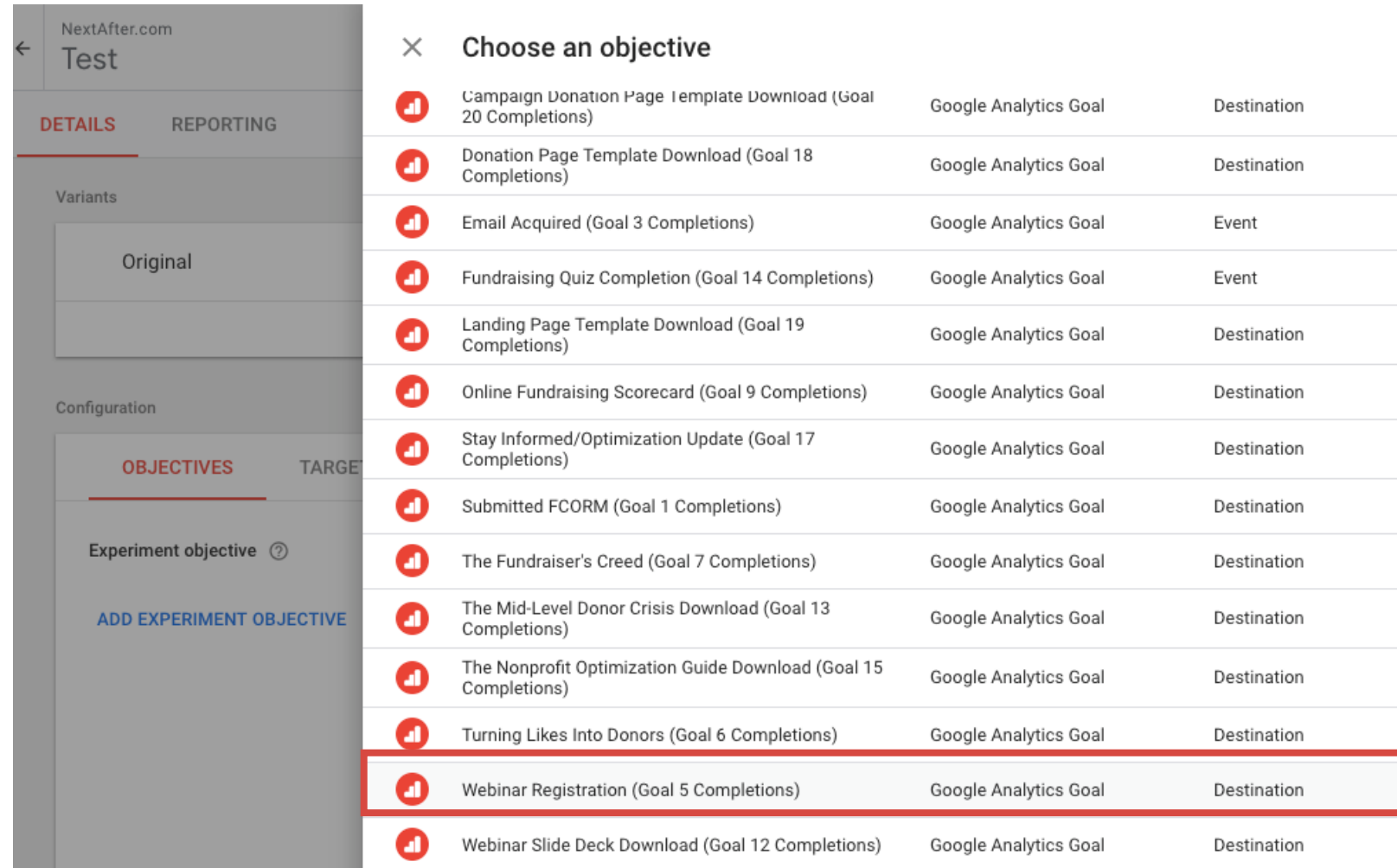
Usefulness of Confirmation Pages

1. User experience
2. Continued engagement
3. Tracking, measuring, and testing

















Usefulness of Confirmation Pages

1. User experience
2. Continued engagement
3. **Tracking, measuring, and testing**



The screenshot displays the NextAfter.com interface for configuring a test. The sidebar on the left includes a 'Test' header, 'DETAILS' and 'REPORTING' tabs, a 'Variants' section with an 'Original' variant, and a 'Configuration' section with 'OBJECTIVES' and 'TARGETS' tabs. The 'OBJECTIVES' tab is active, showing an 'Experiment objective' field and an 'ADD EXPERIMENT OBJECTIVE' button. The main area on the right is titled 'Choose an objective' and contains a table of available objectives.

	Campaign Donation Page Template Download (Goal 20 Completions)	Google Analytics Goal	Destination
	Donation Page Template Download (Goal 18 Completions)	Google Analytics Goal	Destination
	Email Acquired (Goal 3 Completions)	Google Analytics Goal	Event
	Fundraising Quiz Completion (Goal 14 Completions)	Google Analytics Goal	Event
	Landing Page Template Download (Goal 19 Completions)	Google Analytics Goal	Destination
	Online Fundraising Scorecard (Goal 9 Completions)	Google Analytics Goal	Destination
	Stay Informed/Optimization Update (Goal 17 Completions)	Google Analytics Goal	Destination
	Submitted FCORM (Goal 1 Completions)	Google Analytics Goal	Destination
	The Fundraiser's Creed (Goal 7 Completions)	Google Analytics Goal	Destination
	The Mid-Level Donor Crisis Download (Goal 13 Completions)	Google Analytics Goal	Destination
	The Nonprofit Optimization Guide Download (Goal 15 Completions)	Google Analytics Goal	Destination
	Turning Likes Into Donors (Goal 6 Completions)	Google Analytics Goal	Destination
	Webinar Registration (Goal 5 Completions)	Google Analytics Goal	Destination
	Webinar Slide Deck Download (Goal 12 Completions)	Google Analytics Goal	Destination



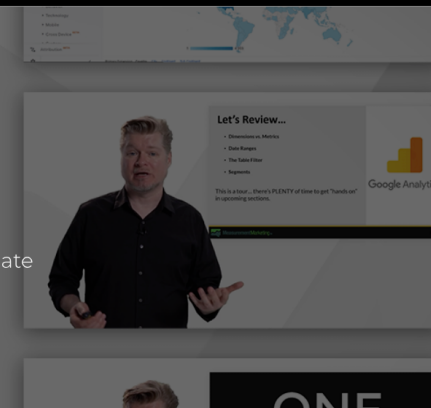
GOOGLE ANALYTICS FOR NONPROFITS. COURSES.NEXTAFTER.COM

Google Analytics for Nonprofits

In the Google Analytics for Nonprofits course, Chris Mercer will walk you through how to set up Google Analytics, give you a framework to answer your biggest analytics questions, and teach you to navigate the most relevant and helpful reports.

BUY FOR \$299

GET UNLIMITED ACCESS WITH A MEMBERSHIP



What to Expect in the Course

Google Analytics for Nonprofits | Certification Course

You are currently in Preview Mode. [Return to your dashboard.](#)



One of the most common problems that nonprofit fundraisers – and marketers in general – face is that they don't know what channels are actually leading to positive results.

Now, the tools to get this critical data and insight into your fundraising performance have never been more readily available than they are today. The challenge is **making sure your analytics are set up properly**, and that you know **where to look to get the answers** you need to grow.

Chris Mercer, a Google Analytics wizard and founder of MeasurementMarketing.io, is going to help you solve this problem. During this course, he's going to:

- Help you make sure Google Analytics is set up to track your online fundraising and marketing properly
- Give you a framework for how to view your data and *find answers to your questions*
- Teach you to navigate Google Analytics and utilize reports that are most relevant to you as a nonprofit fundraiser and marketer.

Plus, this course is split out into mini sessions. If you need to go back to get a refresher on a particular report or idea, you can find it with ease.

Review the course syllabus below to see exactly what you can expect in this certification course on *Google Analytics for Nonprofits*.

Use Small Actions to Lead to Bigger Actions Checklist

- ☐ Focus on getting possible donors to say yes — either in their actions or in the minds — to keep cognitive momentum working for you
- ☐ Consider a secondary action — pledge, email reminder, survey, etc. — for less motivated donors to get an email or small commitment
- ☐ For donor acquisition, consider acquiring email signups through content offers and then move to an instant donation ask
 - ☐ Try a default recurring gift ask
- ☐ Try an instant upgrade or additional gift on your donation thank you page
- ☐ Offer some action on your email signup and donation thank you pages (oh, and make sure you have one of those)





Online Fundraising 2020

RESEARCH-BACKED STRATEGIES TO GROW VIRTUALLY

@bradyjosephson | brady@nextafter.com | nextafter.com

5 Strategies for Your Online Fundraising in 2020

- ☐ Do better thanking
- ☐ Do more cultivation
- ☐ Be more human
- ☐ Focus on recurring giving
- ☐ Use small actions to lead to bigger actions





Bonus Ideas!

- ☐ Focus on boomers
- ☐ Try using social proof to encourage donation amounts and types
- ☐ Frontload communications after a donation or email signup
- ☐ Show branded Facebook ads to your direct mail donors
- ☐ Try using a match to incentivize greater giving or a giving type
- ☐ Structure actions as part of a set (pseudo-set framing)



Go deeper.



**ACCESS A FREE ONLINE
FUNDRAISING
CERTIFICATION COURSE.
[COURSES.NEXTAFTER.COM](https://courses.nextafter.com)**





**ACCESS ANY & ALL
COURSES FOR JUST
\$24.50/MONTH.**
NEXTAFTER.COM/MEMBERSHIP



PODCAST



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

- Jeremy Reis, Food for the Hungry

Subscribe via



Just text

FREAKSHOW
to **31996.**

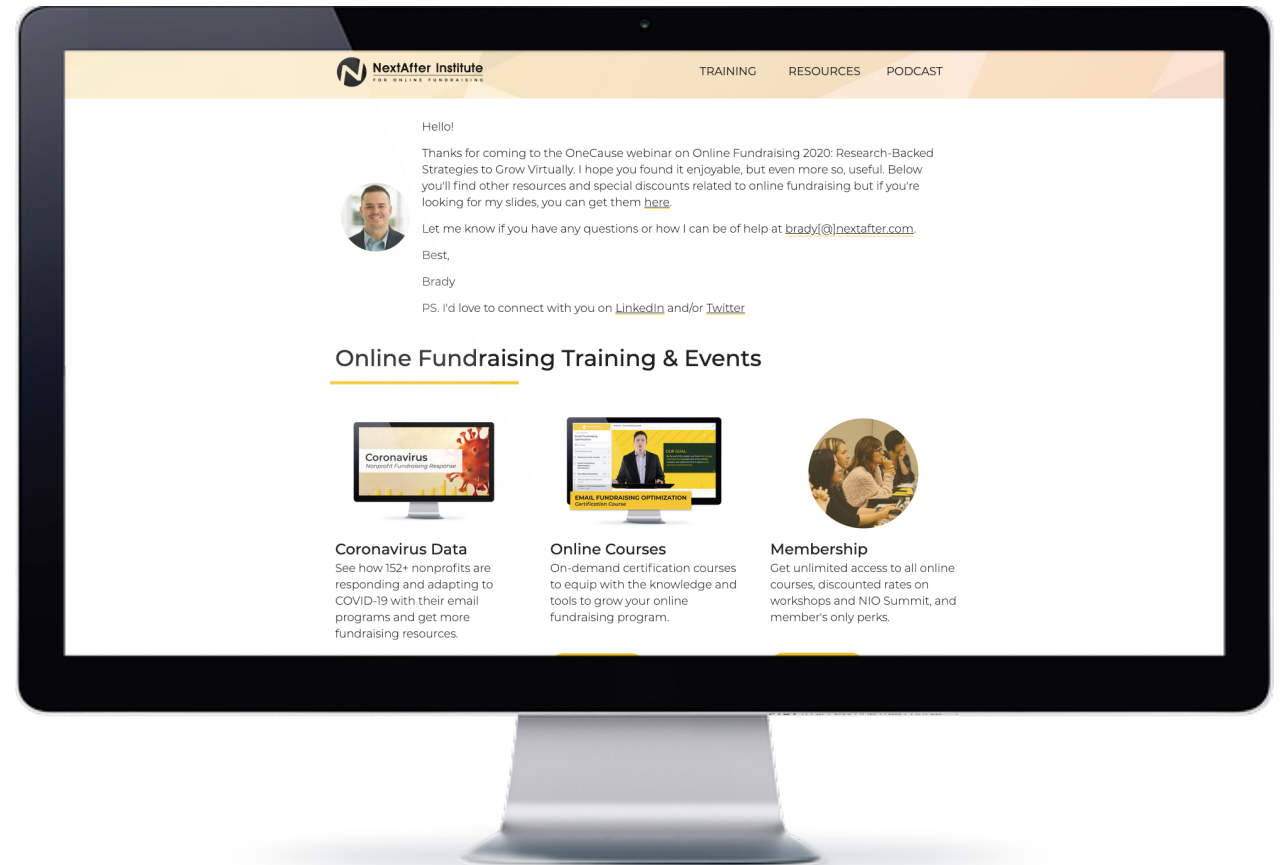
We'll send you a link to subscribe.

*United States Only

GENEROSITYFREAKSHOW.COM



**GET LINKS, DISCOUNTS,
& SLIDES FROM TODAY.**
NEXTAFTER.COM/ONECAUSE-WEBINAR




Questions.



QUESTIONS?

BRADY@NEXTAFTER.COM
/IN/BRADYJOSEPHSON
@BRADYJOSEPHSON

PODCAST



★★★★★

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

- Jeremy Reis, Food for the Hungry

Just text
FREAKSHOW
to **31996**.

We'll send you a link to subscribe.

*United States Only

GENEROSITYFREAKSHOW.COM

USE THE CODE "LEARNFROMHOMETRY"
TO GET 1 FREE COURSE AND
"LEARNFROMHOMEJOIN" TO GET 50%
OFF YOUR MEMBERSHIP.

courses.nextafter.com

nextafter.com/membership

niosummit.com

@bradyjosephson

