

Raise[®]
2022

Why Should I Give to You?

*4 Keys to Answering Your Donors'
Most Fundamental Question*

NATHAN HILL  NextAfter

Which will get a **greater**
response?

A Homepage Ad

Headline & Copy

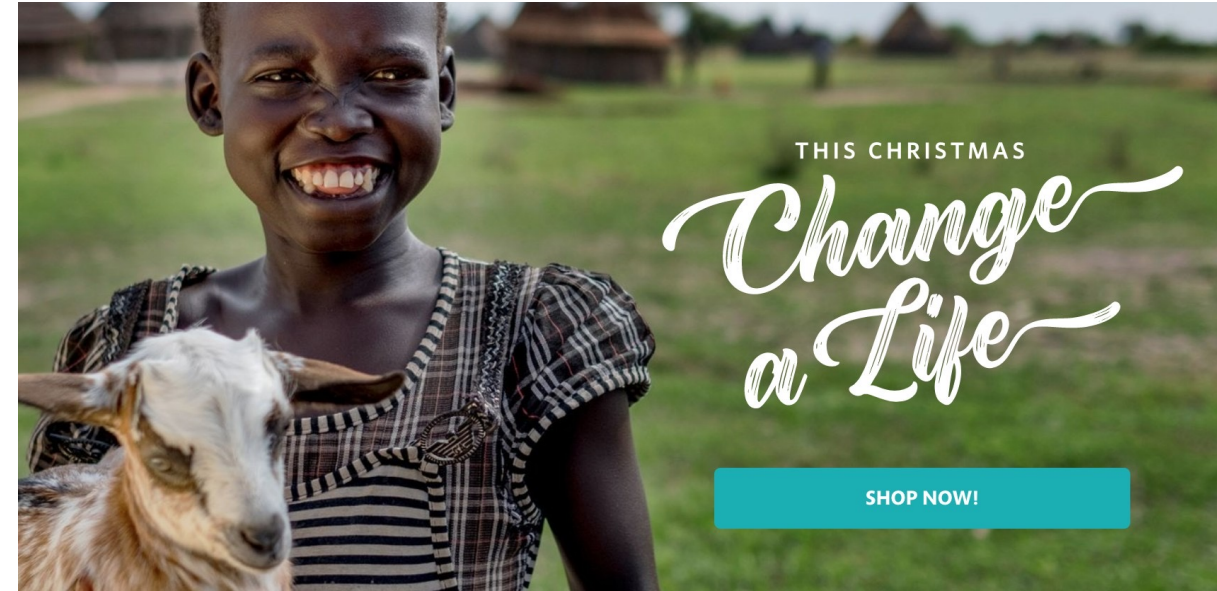


You Can Change a Life with a Gift

This Christmas, give a gift that can meet a critical need of a child or family living in poverty. When a family receives a goat, education, water, or some other tangible solution, their lives are changed for years to come.

[CHANGE A LIFE BY GIVING A GIFT](#)

Branded Campaign Tagline



THIS CHRISTMAS

Change a Life

[SHOP NOW!](#)

An Email

Succinct Email Appeal

Hi Kelly,

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Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy

Fundraising Campaign Manager

www.CaringBridge.org | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



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While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

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A Donation Page

Headline & Form



Together, we're writing the next chapter of Illinois' comeback story.



Select Donation Amount

Donor Information

Payment Information

GIVE NOW

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:
Illinois Policy Institute
190 S. LaSalle St.
Suite 1500
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.

Headline, Long Text, & Form



Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

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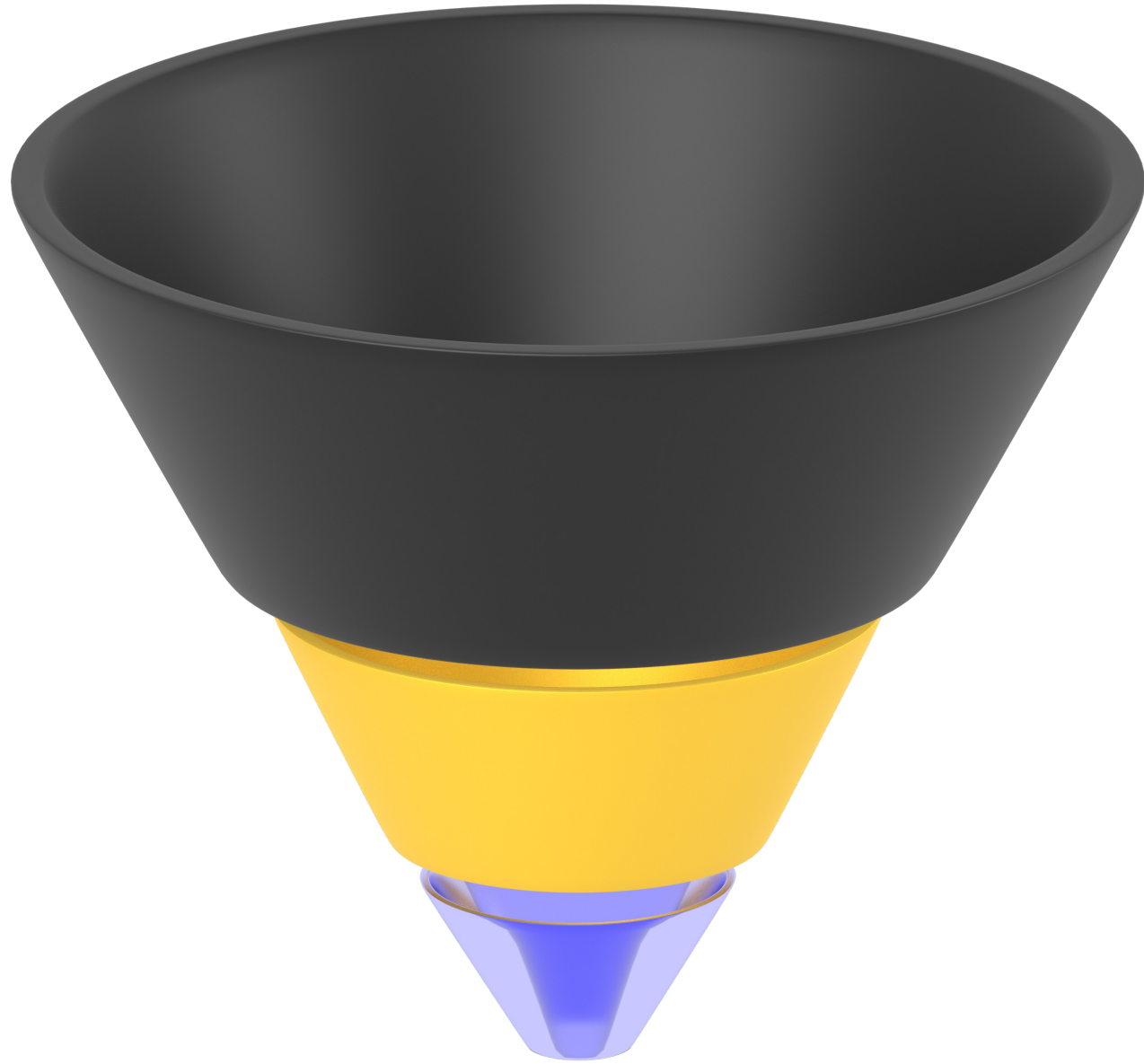
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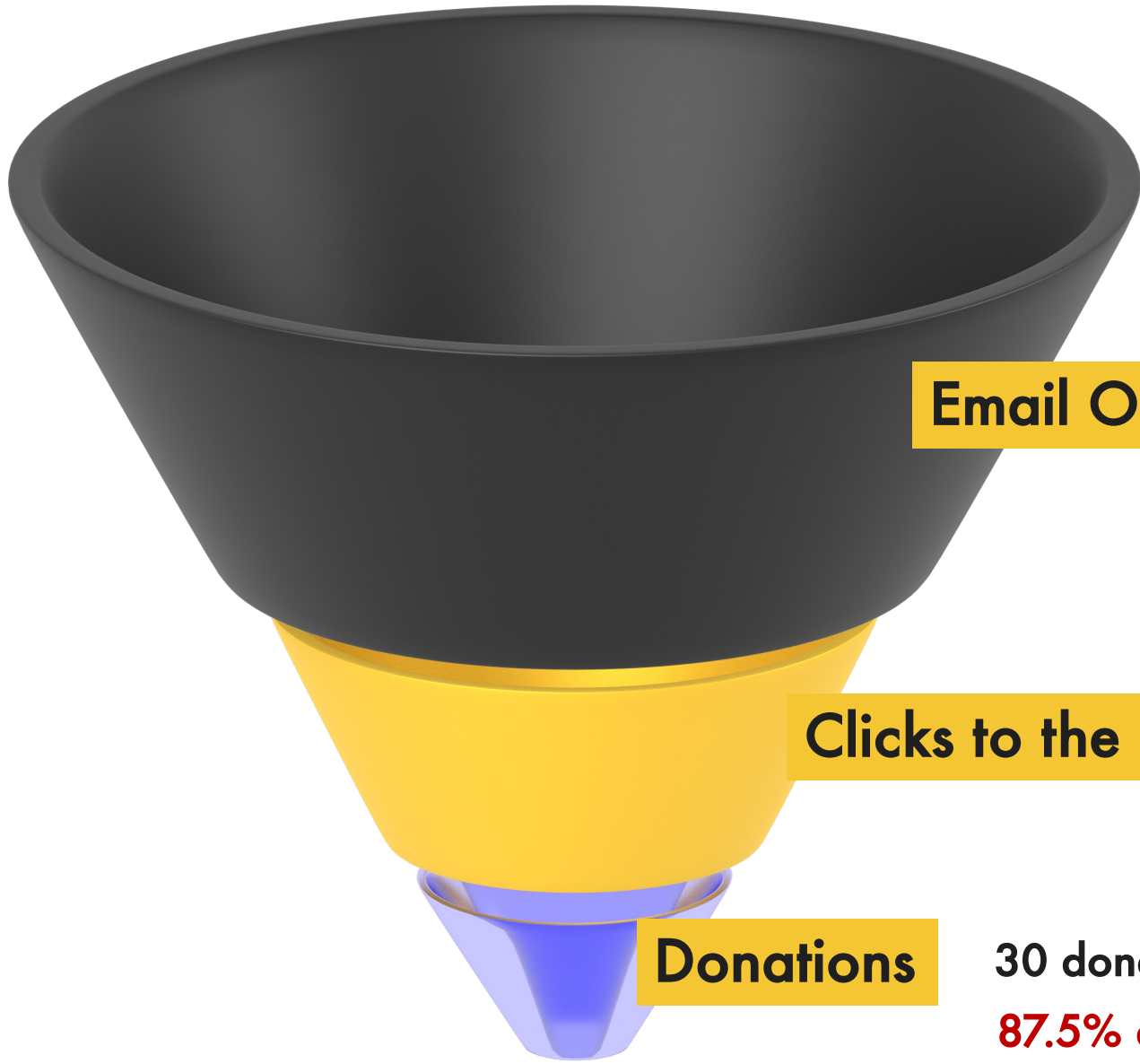
What's the **difference**?



The

Donor

Funnel



Email Opens

2400 opens, 24% Open Rate
76% did not open

Clicks to the Donation Page

240 clicks, 10% CTOR
90% did not click

Donations

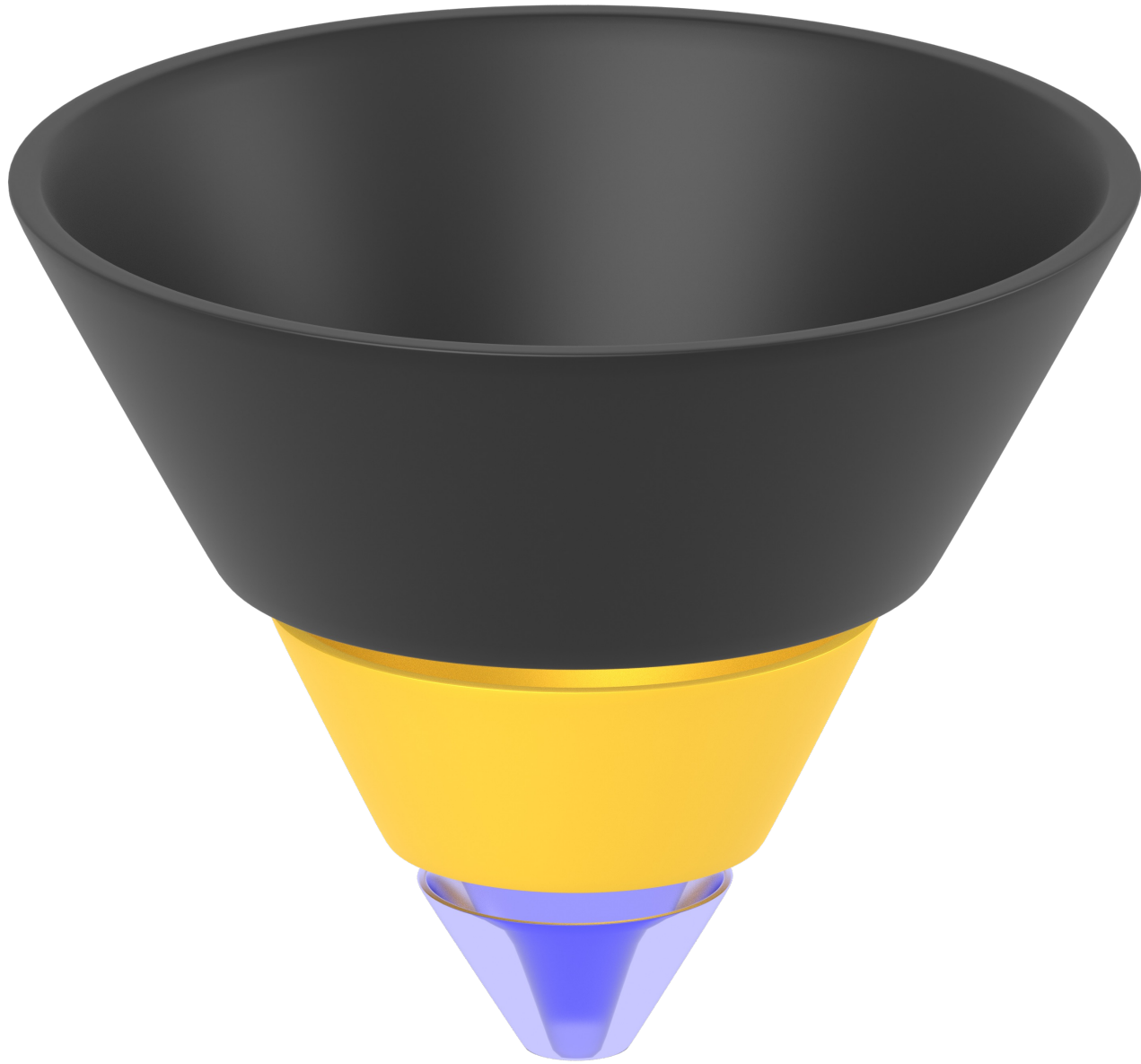
30 donations, 12.5% Page Conversion Rate
87.5% did not donate

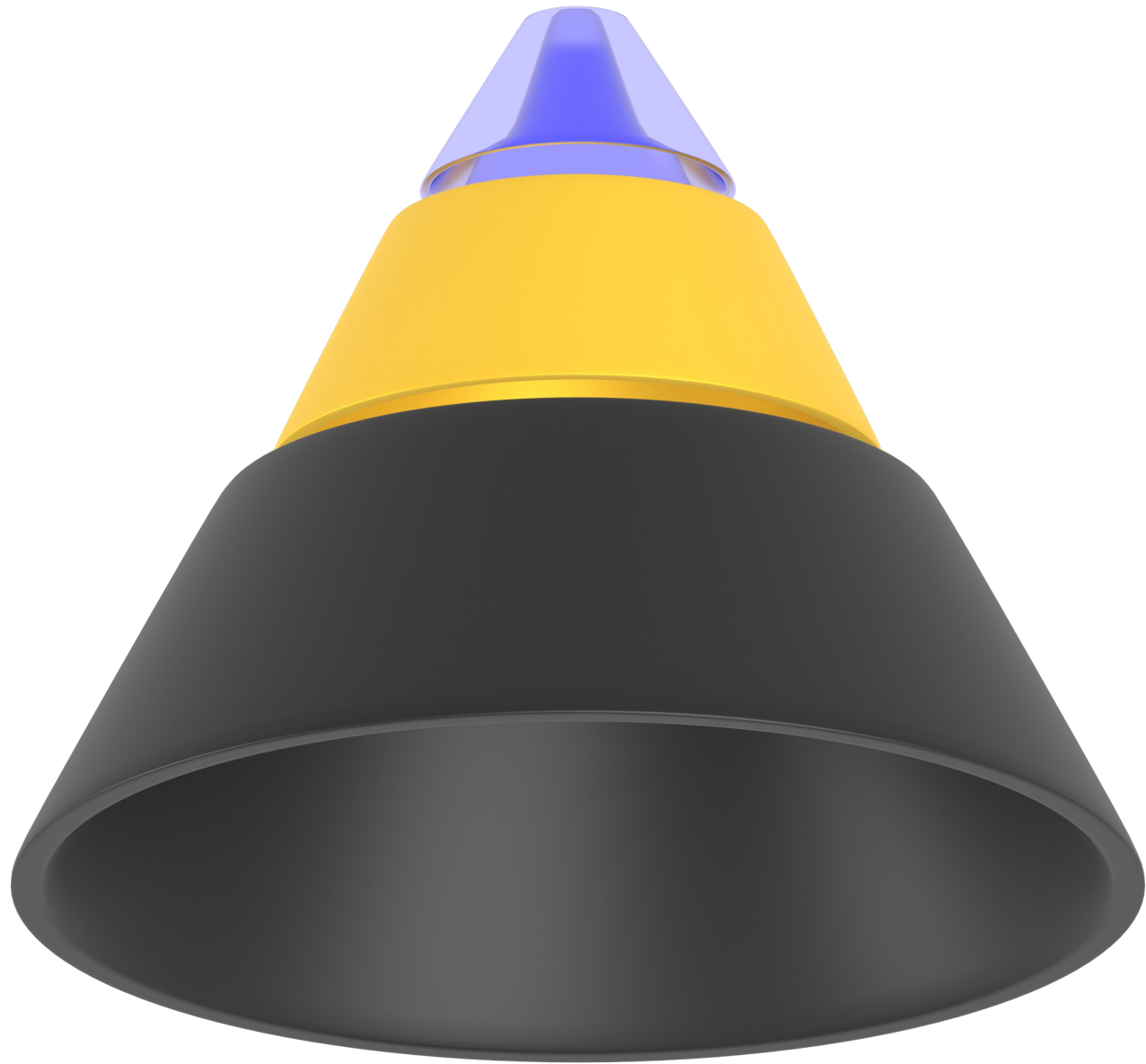
The average donation page
converts 21% of visitors.

- M+R Benchmarks

The average donation page
fails 79% of potential
donors.

- M+R Benchmarks







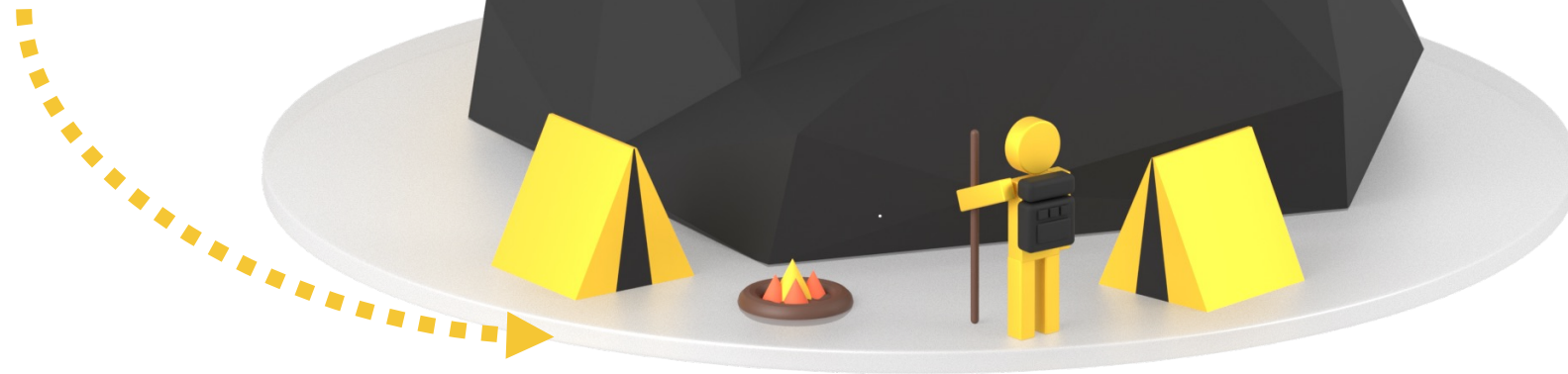
The

Donor

Mountain

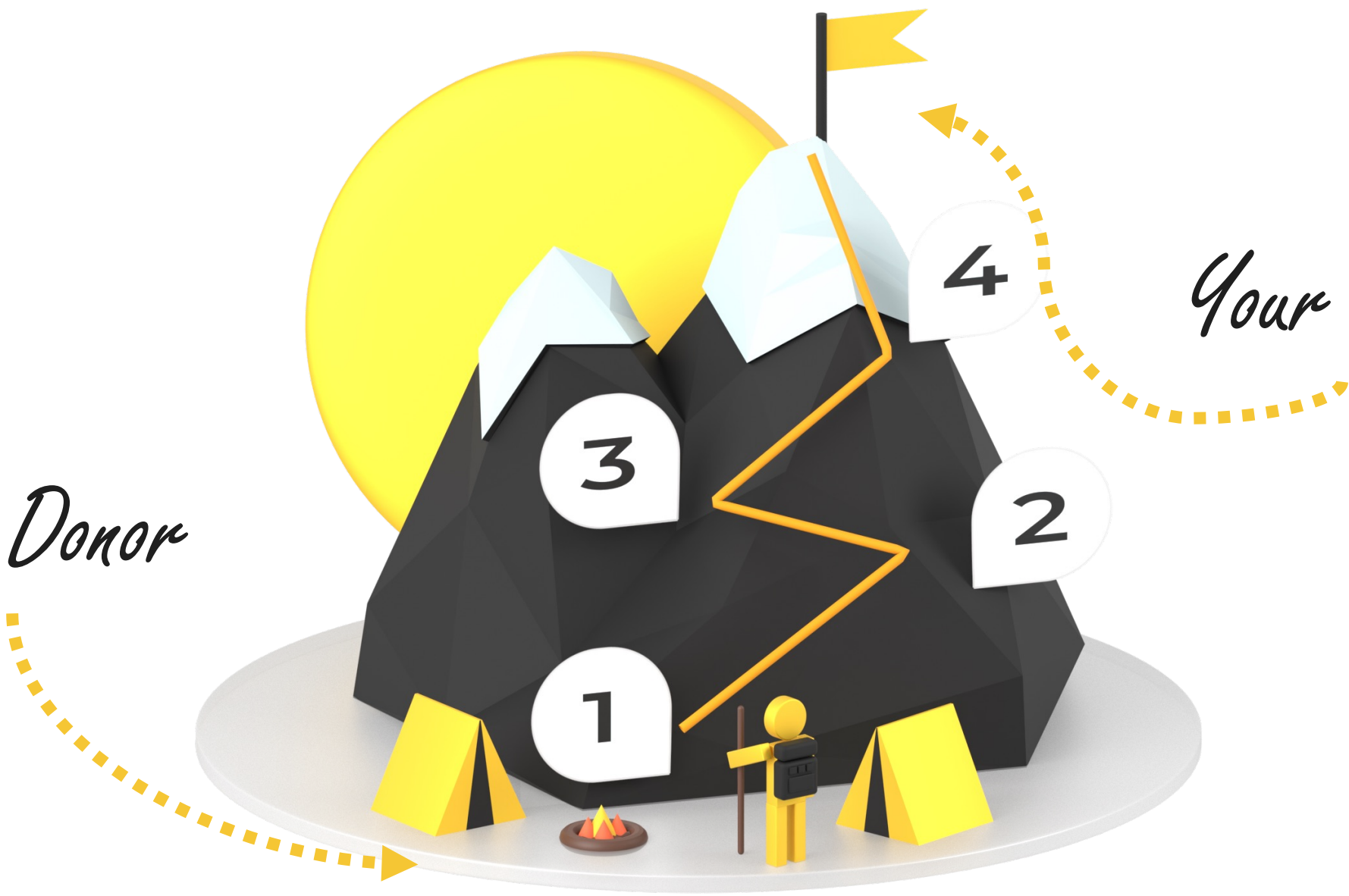


Your Donor



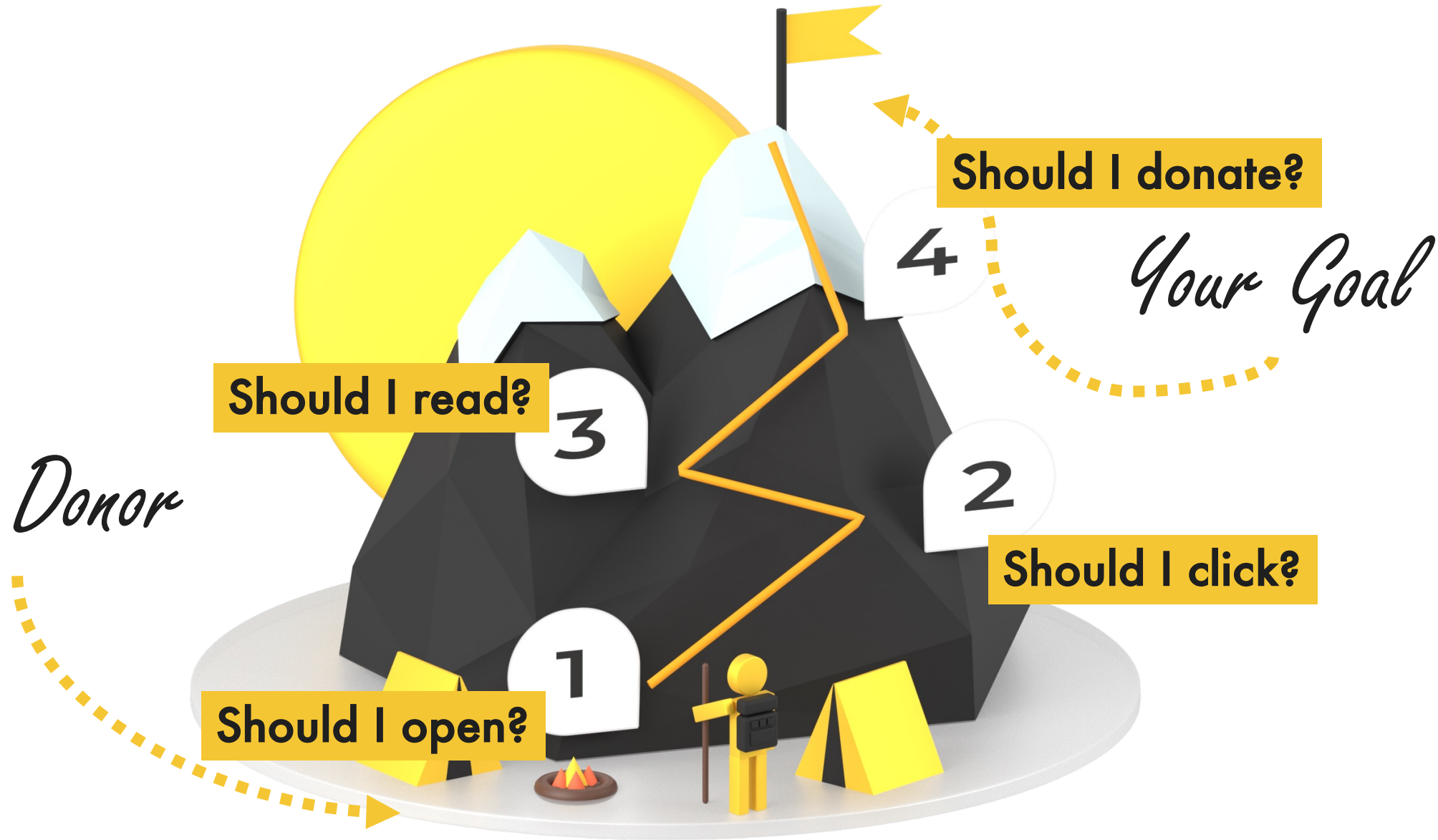
Your Goal

Your Donor



Your Goal

Your Donor





You are the Sherpa

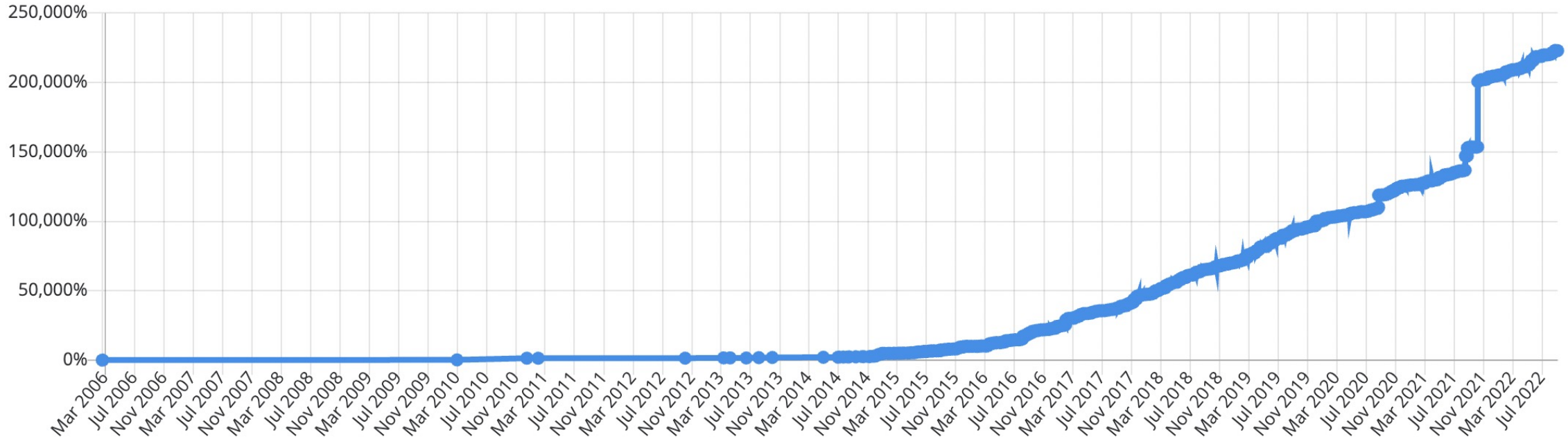


We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.

Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



TOTAL SAMPLES

590,033,604

TOTAL CONVERSIONS

16,420,960

TOTAL RECORDED

3,823

CUMULATIVE NET IMPACT

222,904.2%

Headline & Copy



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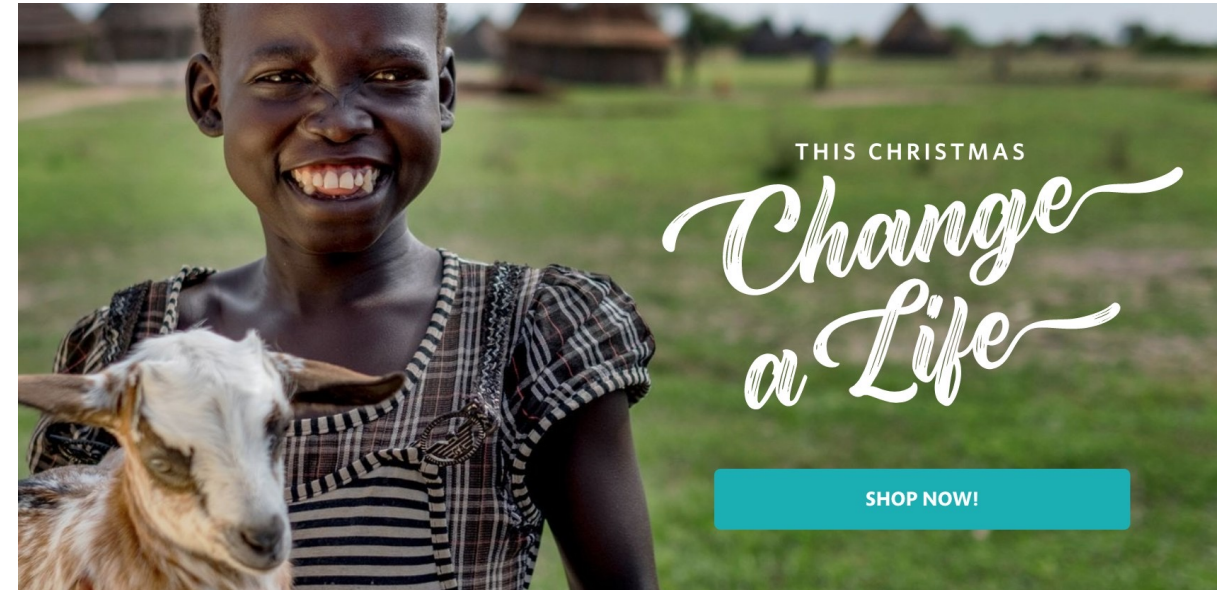
35%

In Donations

CHANGE A LIFE BY GIVING A GIFT

A large green arrow points upwards from the bottom left towards the '35%' text.

Branded Campaign Tagline



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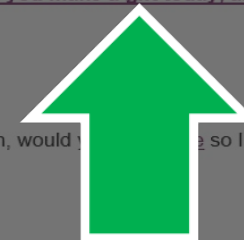
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42%
In Donations

Headline & Form



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Select Donation Amount

Donor Information

Payment Information

GIVE NOW

Headline, Long Text, & Form



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Select Donation Amount

Donor Information

Payment Information



150%
In Donor Conversion

GIVE NOW

Rais



What is a **value**
proposition?

not
What is ^Ya value
proposition?

A value proposition is not...



Your mission statement

Sierra Club

To explore, enjoy and protect the planet. To practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives.

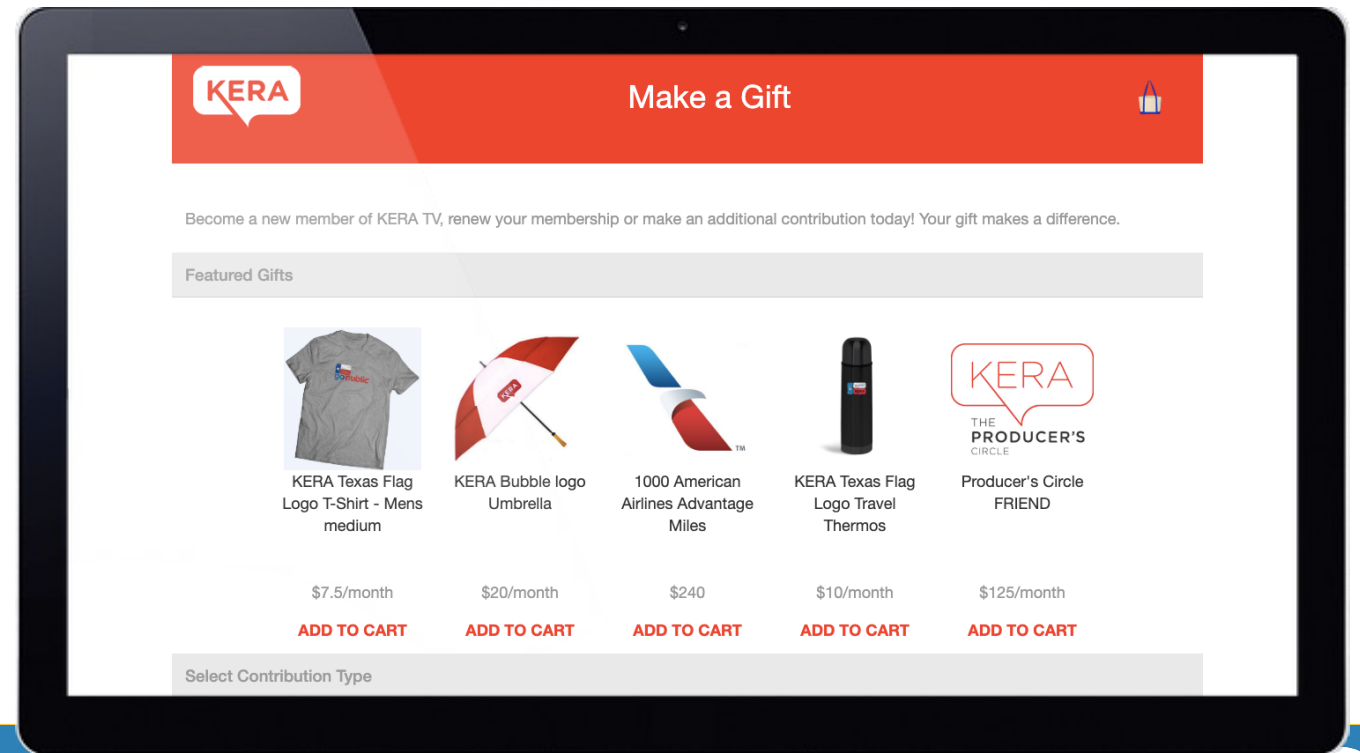
A value proposition is not...



Your mission statement



An incentive



VALUE PROPOSITION:

An answer to one critical question:

“If I am your ideal donor, why should I give to you rather than some other organization (or at all)?”

Activity

Write out the answer to this question:

“If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?”

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

1

*You need to be able to answer the question **in the mind of the donor**. Everything must be framed in the mind of the person you are trying to reach.*

Breaking down the question

If I am your ideal supporter, **why should I** donate to you rather than another organization (or at all)?

- 2 A value proposition is **the conclusion** to the question in a donor's mind. It's the answer to a why question – not a what, when, or how question.

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

3

*Even though we are not trying to compete, **donors will use comparison to come to their own conclusion.** This requires you to differentiate and assist them in the process.*

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

4

*Just as people come online to get, not to give, our reason/conclusion must be strong enough to **inspire action against the distraction of life** as a whole.*

Adding to the question

If I am your ideal supporter, why should I [desired action] rather than [alternative action]?

- 5 The value proposition question **doesn't just occur at the time of donation**, it occurs every step up the mountain.


4 Elements of an **Effective** Value Proposition

#1

Appeal

How badly do I want it?

Control

 Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

[Donate](#)


Treatment 1

 Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade

[Donate](#)

Reverse Order


Treatment 2

 Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.

[Donate](#)

Impact of the site

Treatment 3

 Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

[Donate](#)

Emotional appeal

Control



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Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
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6%

In Donations*

Reverse Order

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Help Kade stay connected to family and friends.
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1%

In Donations*

Impact of the site

Treatment 3



Show your love and support for Kade.
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67%


In Donations

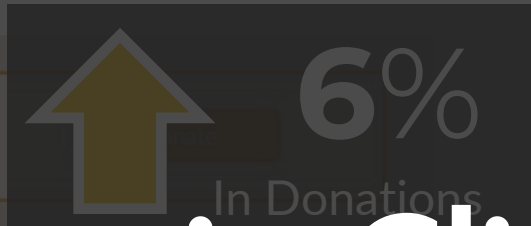
Emotional appeal

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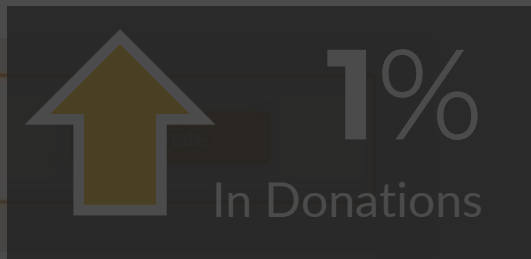


Reverse Order

No Difference in Clicks

Treatment 2

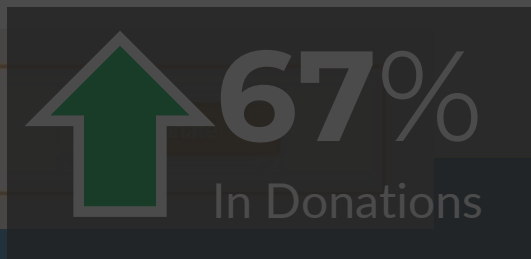
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Impact of the site

Treatment 3

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Emotional appeal

#2


Exclusivity

Can I get this somewhere (or anywhere) else?


General Ask

Make a WonderFull Tribute Donation

Honor Deborah with a Tribute donation and help CaringBridge connect people with love and support when they need it most.



Add a message to your Tribute donation




255 characters remaining

I'll Help Now


Personalized Ask

Honor Deborah with Your Tribute Donation

Make a gift to CaringBridge in honor of Deborah to make sure that the website that brings them joy on a daily basis stays up and running this holiday season.



Add a message to your Tribute donation



255 characters remaining

I'll Help Now



86%


In Donor Conversion

#3

Clarity

How quickly and easily do I understand it?

Control

Sign In  Menu

Share, Connect and Rally Support
Personal, Protected Websites for
Every Health Journey

Visit a Friend's Website


Person's Name

START YOUR FREE WEBSITE

[Start a Site](#)


Save Time with One Update

No more repeating the story over and over. Connect with all of your family and friends at once, giving you time to focus on what matters.



Dedicated to Your Health Journey

Short Text - Card

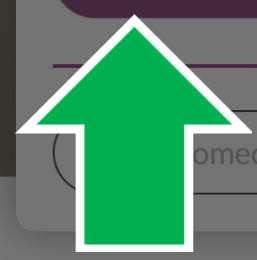
Sign In  Menu

Personal Protected Sites for Every Health Journey


Free personal site to share health updates and rally support

[Create a Site](#)

OR

 **31%**
In Sites Created

Long Text - Card


Sign In  Menu

Start your free, personal CaringBridge site today

Stay connected to friends and loved ones through any health journey

- Share health updates with one click
- Private, protected, and ad-free
- Easily coordinate support, meals, and care

[Create a Site](#)

 **10%**
In Sites Created*

#4

Credibility

Do I believe what you're claiming is true?

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Succinct Email Appeal

- Let me tell you what your gift will do...
- Courtney was diagnosed with breast cancer...
- Her family stepped up to take of the present...
- "I knew my kids were always somewhere safe..."
- She decided to face her health journey with optimism...she shared that attitude with everyone reading her CaringBridge journal.
- "People who don't have support...have a harder time making it through."

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CaringBridge is free to use, but it's not free to run. We have a team of developers, quality assurance technicians, business analysts and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through CaringBridge has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

I'm so grateful for this group of donors who has stepped up. [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



Long-form Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through these sites has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through."

Just like Courtney's friends were an encouragement to her pursuit of positivity, [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

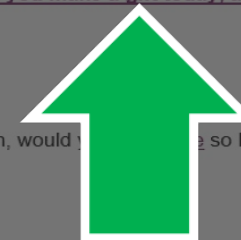
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42%
In Donations

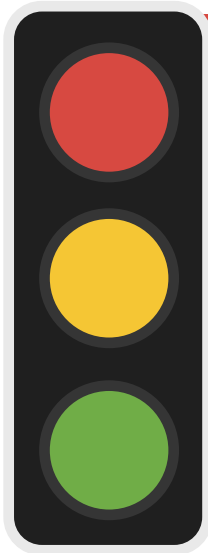
Scoring your own value proposition.

APPEAL

Your ideal donor



How badly do I want this?



No Interest



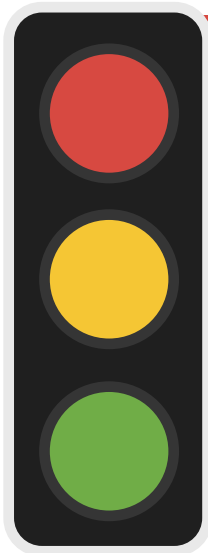
Possible Interest



High Interest

EXCLUSIVITY

Where else can I get this?



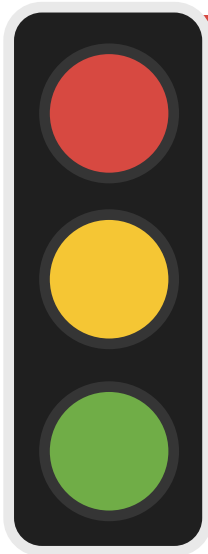
Anywhere Else

Somewhere Else

Nowhere Else

CLARITY

How well do I understand it?



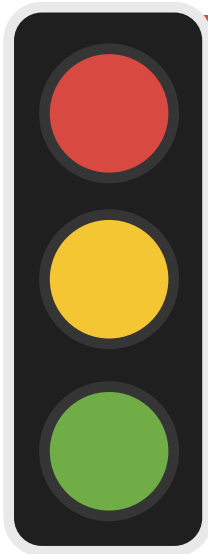
Not at All

"I think I get it"

Crystal Clear

CREDIBILITY

How much do I believe & trust you?



Unbelievable

Somewhat Believable

Easy to Believe

Value Proposition Examples

**PSA: This organization is actively running testing and experimentation.*



Save the Children®

SAVE A LIFE: DONATE TODAY

Vulnerable children need you more than ever.

Right now, children are living through a global pandemic against the backdrop of hunger, conflict and natural disasters. Your gift today can help make change that protects the lives of children, families and their communities.

- \$50 - can provide enough food to keep 3 children from going hungry for a month
- \$150 - can wrap 30 warm, cozy blankets around children affected by conflict
- \$300 - can provide 150 face masks to refugee health workers on the front lines

Join us today and make change for children.





Save the Children®

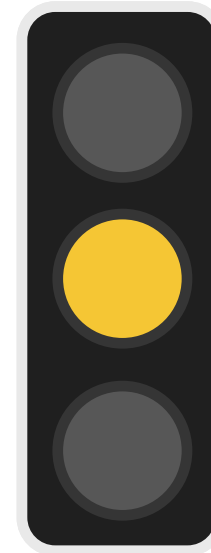
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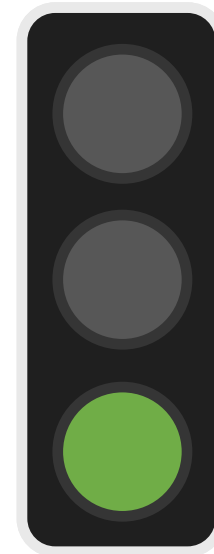
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EXCLUSIVITY
Where else can I get this?





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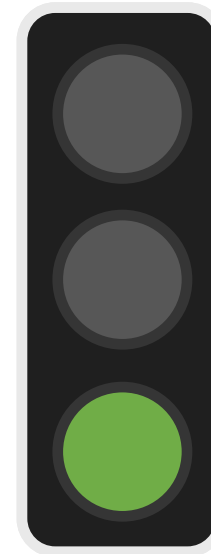
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CLARITY
How well do I understand it?





Save the Children®

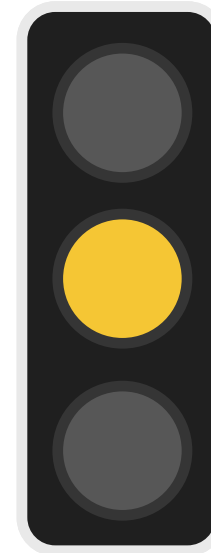
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CREDIBILITY
How much do I believe & trust you?



Activity for later...

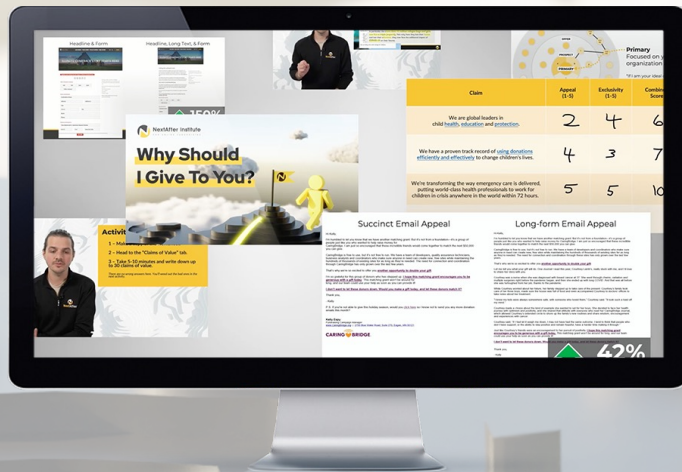
Pull up your main donation page and ask this question:

“If I am your ideal donor, why should I give to you rather than another organization (or at all)?”

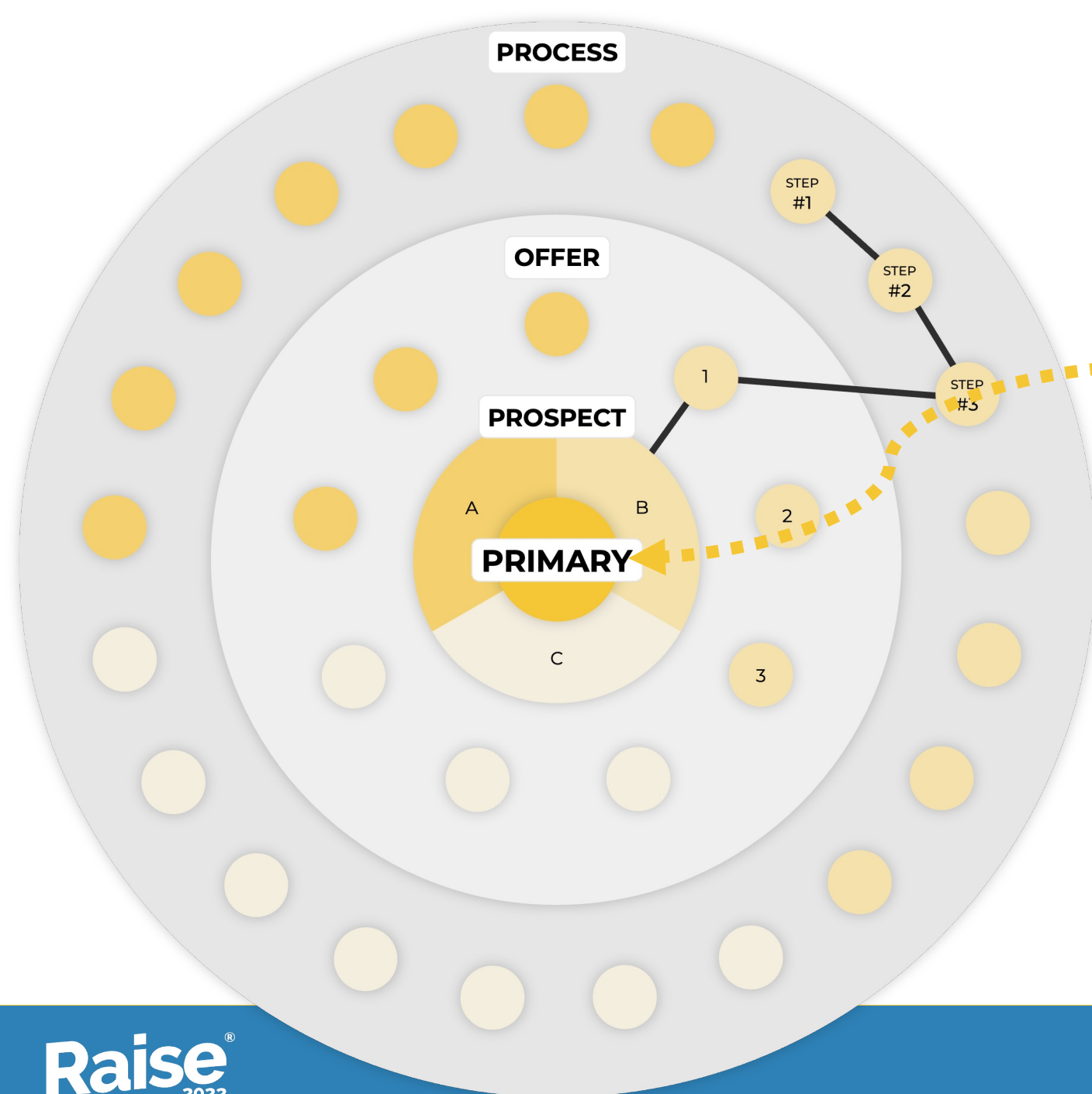
Appeal • Clarity • Exclusivity • Credibility

Why Should I Give to You?

Get free access to the course for 30 days at



[NEXTAFTER.COM/FREE-VP-COURSE](https://nextafter.com/free-vp-course)



Primary
Focused on your organization as a whole.

“If I am your ideal donor, why should I give to you...?”

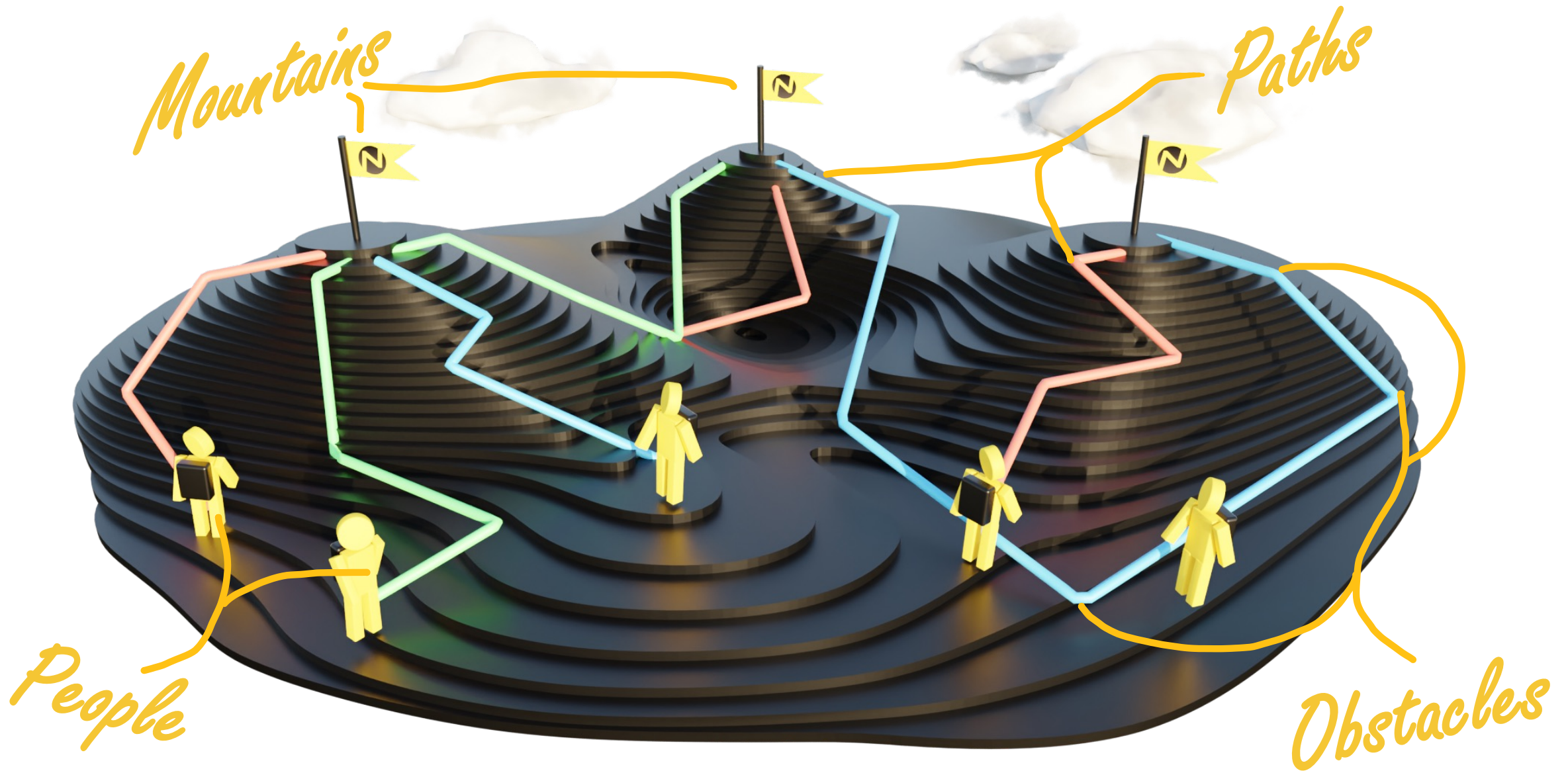


Scoring Your Claims of Value

Instructions
Below you should see all of your claims of value that you entered on the first sheet. Use this sheet to score each claim it's appeal and exclusivity on a scale of 1 to 5. A "1" is a low score. A "5" is a high score.

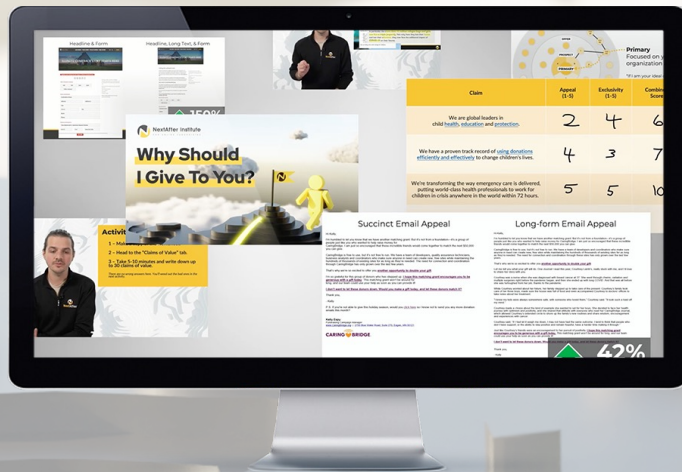
#	Claim of Value	Appeal Score (1-5)	Exclusivity Score (1-5)	Combined Score
1	[INSERT CLAIM OF VALUE HERE]			
2				
3				
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6				
7				
8				
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21				





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Why Should I Give to You?

*4 Keys to Answering Your Donors'
Most Fundamental Question*