

Stop Chasing Away Online Donors



ONLINE FUNDRAISING SCORECARD:
A National Study Analyzing Online
Fundraising Habits & Donor Experience



The conference that changed my
life.



Experiment: Control



Control (Step 2)

Industrial Fluid Power

Forces for a Productive
Safe Drilling Environment

Featured Offers



Catalog

Oilfield Products Catalog
[Download](#) the catalog for hose descriptions, dimensions and product numbers.



Manual

Oilfield Safety Manual
[Download](#) a manual on the proper handling, use and maintenance of rotary drilling and vibrator hose.

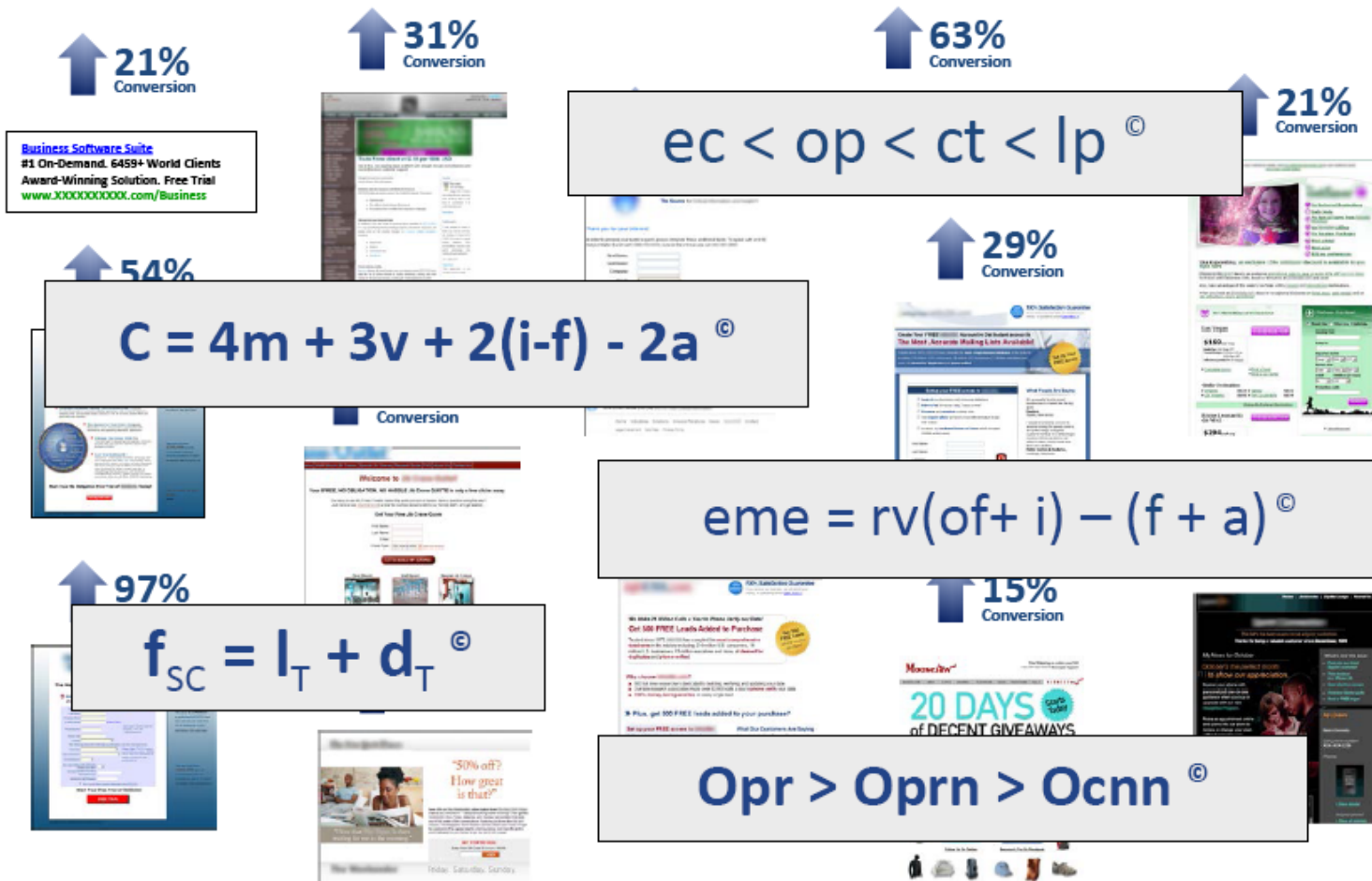


White Paper

Oilfield Hose Maintenance
Whitepaper
[Download](#) a white paper on oilfield hose maintenance and safety procedures to reduce downtime.

Step 2 gives visitors 3 equally weighted call-to-actions for report downloads.

Over 10,000+ Paths Tested



Email Optimization Methodology

$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})^{\text{©}}$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimization Methodology

$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})^{\text{©}}$$

Value Factors $\text{rv}(\text{of} + \text{i})$

Relevance (rv)

Offer (of)

Incentive (i)

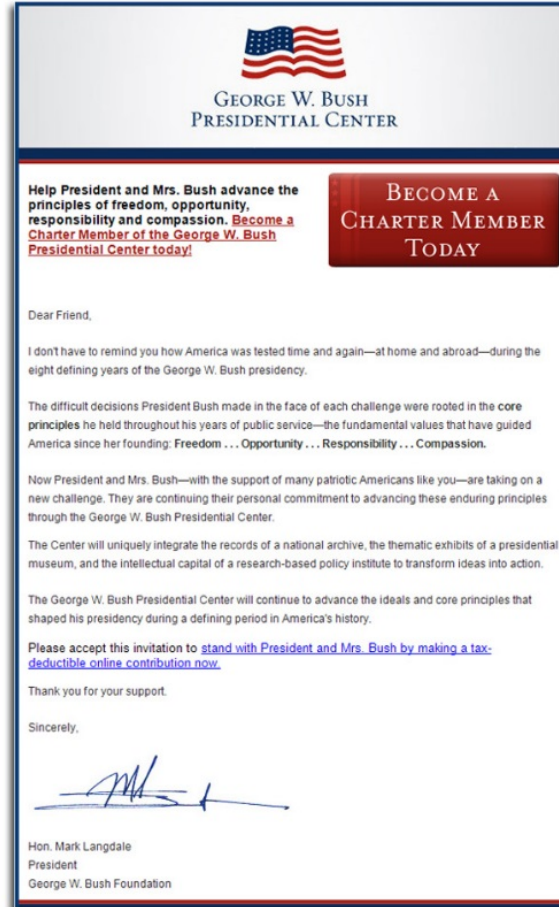
Inhibitors $(\text{f} + \text{a})$

Friction (f)

Anxiety (a)

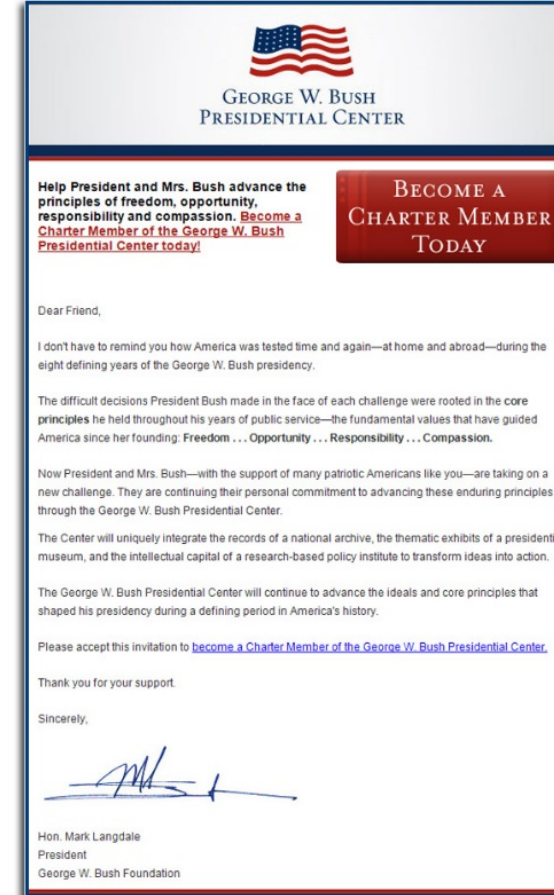
My first experiment.

Version A - Control



Version B - Treatment

139% Increase in Clickthrough Rate
42% Increase in Revenue



**ONLINE
FUNDRAISING
SCORECARD**

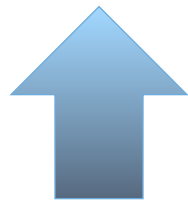
Impact of Increasing the Perceived Value

Original

Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

Optimized

Please accept this invitation to [become a Charter Member of the George W. Bush Presidential Center.](#)

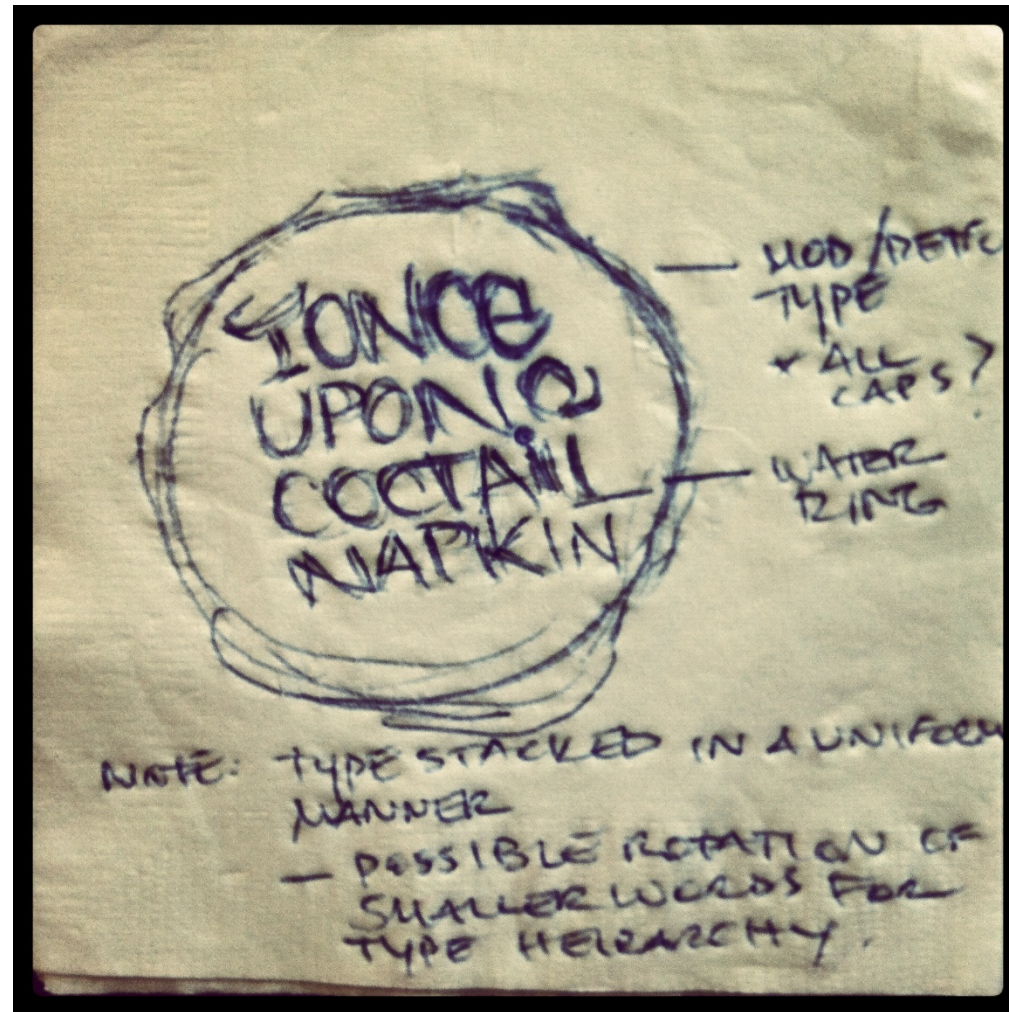


139% Increase in Clickthrough
42% Increase in Revenue

The most unlikely friendship
began.

Meet my nemesis.



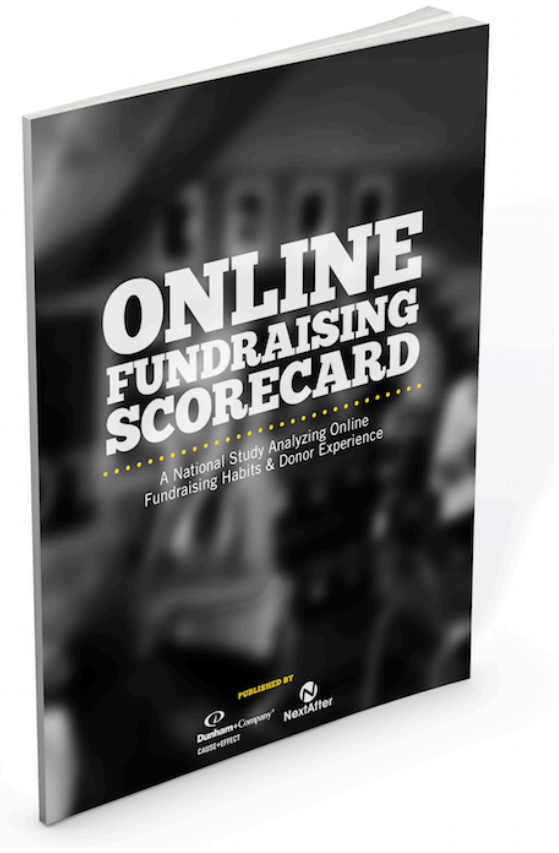


Methodology

1. Signed up to receive emails.
2. Watched our inbox; time/date stamped and analyzed each email.
3. Waited for an opportunity to give and then gave a \$20 donation.
4. Scored the donation process.
5. Monitored and recorded the acknowledgement and follow-up process.

Methodology

- Analysis of Four Key Functions
 - Email Capture
 - Email Communication
 - Donation Pages
 - Gift Acknowledgement
- Data collected 10/2012 thru 5/2013
- 46-Point Assessment



Scoring Criteria

MECLABS optimization heuristics:

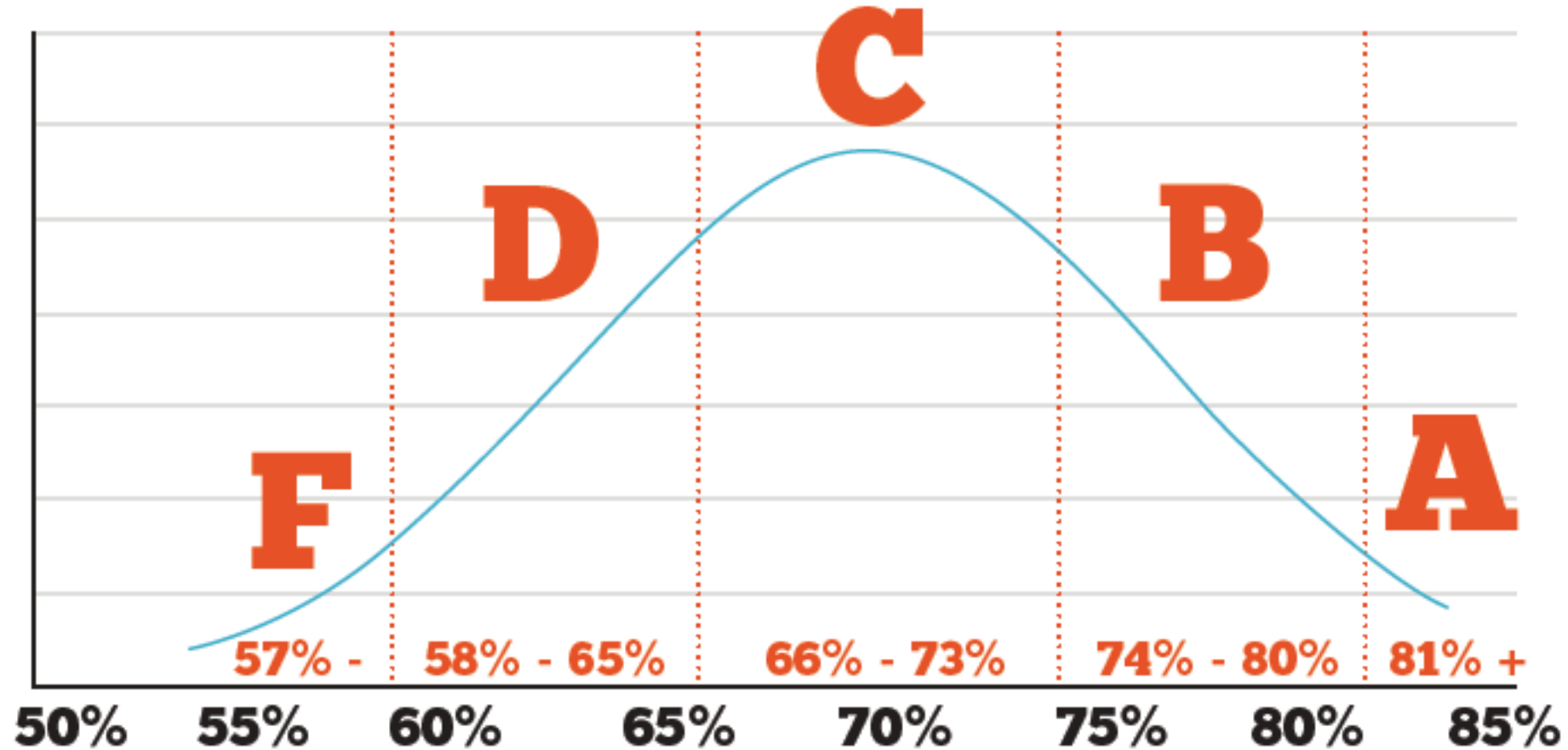
$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})$$

$$\text{ec} < \text{op} < \text{ct} < \text{lp}$$

So what
did we
learn?



We Had to Grade on a Curve



Some Verticals Do Better Than Others

At the head of the class:

- Animal Welfare: **81% A**
- Political Candidates: **78% B**
- Environment & Wildlife: **77% B**
- Public Affairs: **75% B-**
- Public Broadcasting Stations: **75% B-**

And the bottom five verticals:

- Jewish Organizations: **68% C**
- Christian Ministries: **67% C-**
- Performing Arts & Libraries: **67% C-**
- Hospitals: **65% D**
- Associations/Membership: **63% D**

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Sow to Reap

	Fundraising Percent	Score Percentile
1	33%	71%
2	29%	72%
3	26%	75%
4	22%	69%
5	22%	75%
6	21%	74%
7	19%	81%
8	19%	69%
9	19%	74%
10	17%	83%
11	17%	72%
12	16%	81%
13	16%	82%
14	16%	72%
15	16%	73%
16	15%	81%
17	15%	80%
18	15%	67%
19	15%	83%
20	14%	75%
21	14%	77%
22	13%	72%
23	13%	82%
24	13%	62%
25	12%	65%

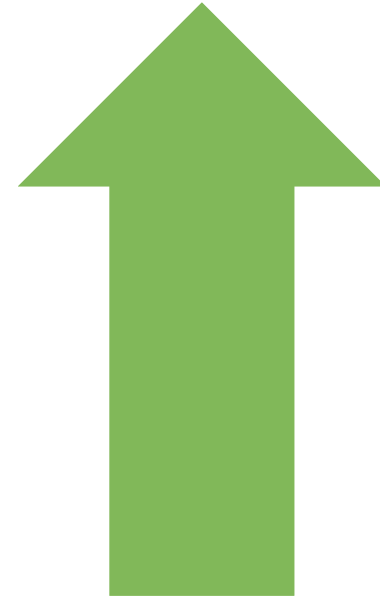
Figure 4 - Top 25 by Fundraising Percent

	Fundraising Percent	Score Percentile
1	2%	69%
2	2%	67%
3	2%	65%
4	1%	65%
5	1%	69%
6	1%	78%
7	1%	59%
8	1%	62%
9	1%	62%
10	1%	63%
11	1%	56%
12	1%	78%
13	0%	75%
14	0%	69%
15	0%	62%
16	0%	60%
17	0%	68%
18	0%	65%
19	0%	74%
20	0%	71%
21	0%	67%
22	0%	63%
23	0%	67%
24	0%	69%
25	0%	65%

Figure 5 - Bottom 25 by Fundraising Percent

What is the bottom line impact of optimization?

Organizations that had an optimized donation form saw 166% increase in online income compared to those organizations that didn't.



166%
Increase

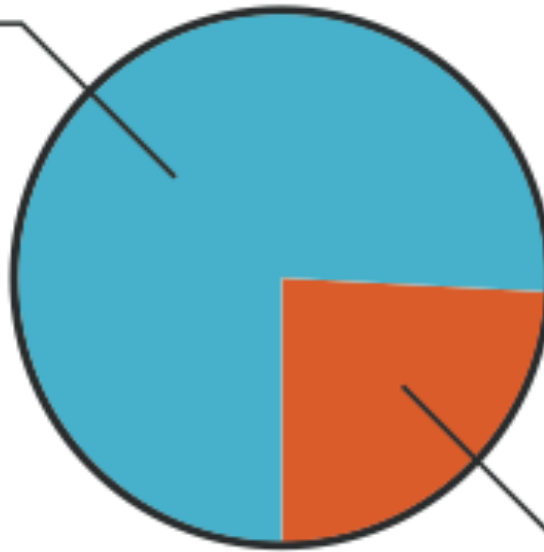
-
- Email Registration
-
-
-
-
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**GETTING PEOPLE TO
RAISE THEIR HAND**

Email Capture

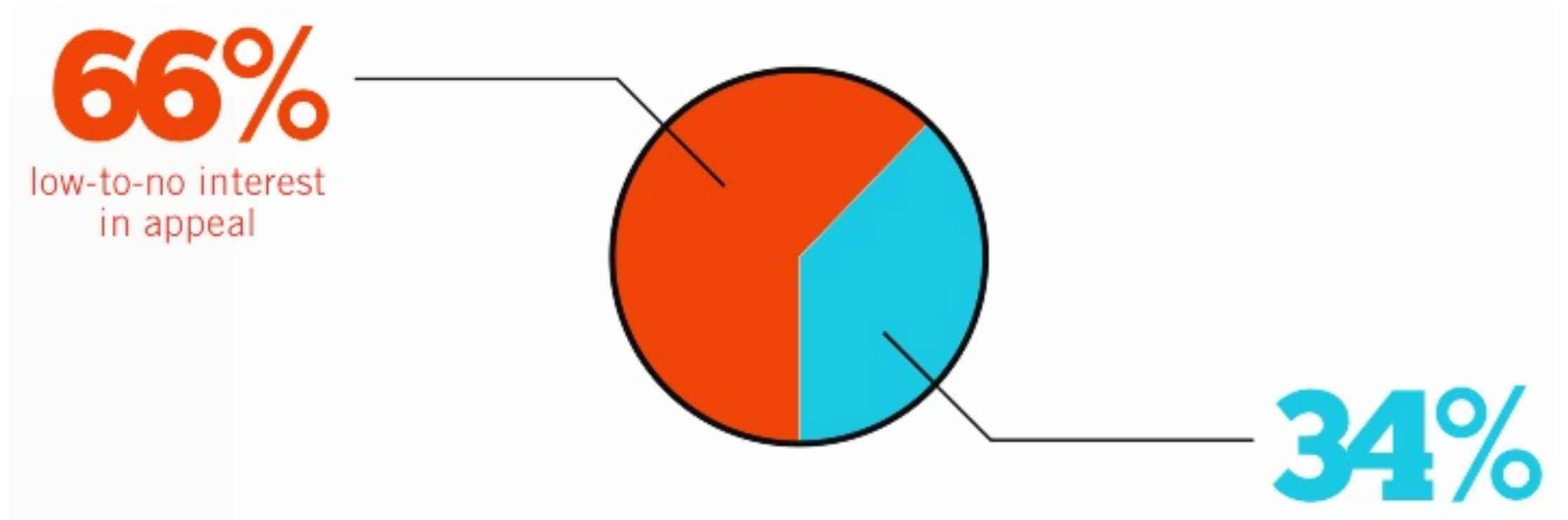
76%

takes less than
10 seconds to
find the email
sign-up



24%

Email Capture

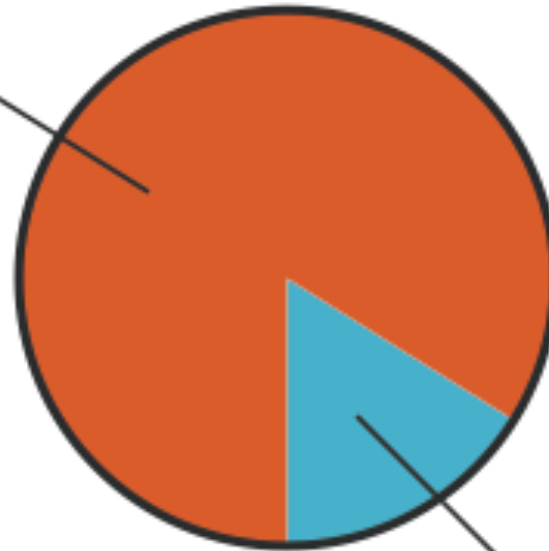


Email Capture

I can get a crappy newsletter anywhere!

84%

present a non-exclusive offer



16%

Email Value Proposition Assessment

Desire

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

Exclusivity

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

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for You

Business Solutions



Action Alert!

Tell Congress to keep key job training programs in fiscal cliff discussions

[[Take Action!](#)]



Find Your Local



Find job training centers and donation sites in your community.

[[Advanced Search](#)]

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DIY Project: Create Stockings from Thrifted Holiday Sweaters
November 30 | In: Shop

Tell Congress to Remember Key Job Training Programs in Fiscal Cliff Discussions
November 29 | In: Advocate

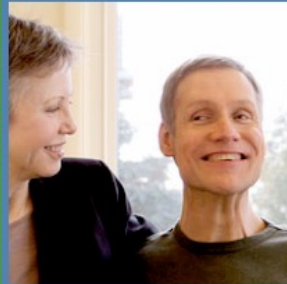
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Give a Financial Gift



Find a Job



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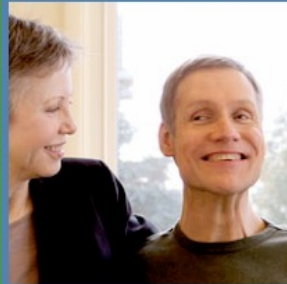
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The Business of Abortion

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Learn how your partnership can make a difference

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Connecting Real Life to Biblical Truth

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

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Updates from Del's blog

The "Nonsense" of the Risen Jesus

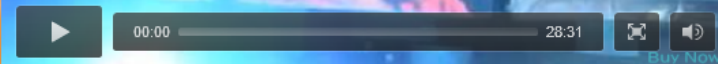
23 APR 2011

Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett

The Business of Abortion



Like

7 likes. Sign Up to see what your friends like.



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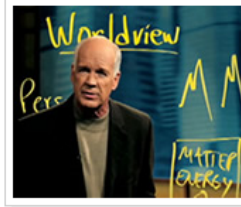
Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett

Become a Cross Examine Insider!

Want more Cross Examine and Del Tackett? Signup to become a Cross Examine Insider today and get instant FREE access to exclusive worldview content you won't find anywhere!



By becoming a CE Insider, you will receive:

- ✓ Special "Behind the Scenes" footage including *The Making of Cross Examine*
- ✓ Extended teaching and interviews from Del Tackett that are not aired on TV
- ✓ An Insider's sneak peek of the compelling special *How True Is Your View?*
- ✓ A virtual backstage pass to "After Hours with Del and John", an Insider exclusive
- ✓ Complete unlimited access to past episodes of Cross Examine
- ✓ A subscription to our content-packed weekly eNewsletter, *Weekly Worldview*
- ✓ And much more!

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First Name

Last Name

Address

Country

UNITED STATES ▼

City

State

- Select State - ▼

Postal Code

Email Address

☒ Yes, subscribe me to the Cross Examine newsletter

Register



CHECK OUT TV LISTINGS
for Cross Examine in your area



BROWSE OUR
RESOURCE
LIBRARY

*To help you
explore a Biblical
Worldview*



HAVE FEEDBACK?

We'd love to hear from you!



*A higher standard.
A higher purpose.*

**ONLINE
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SCORECARD**

Email Value Proposition Assessment

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-
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Email Communication

**GETTING PEOPLE
TO PAY ATTENTION**

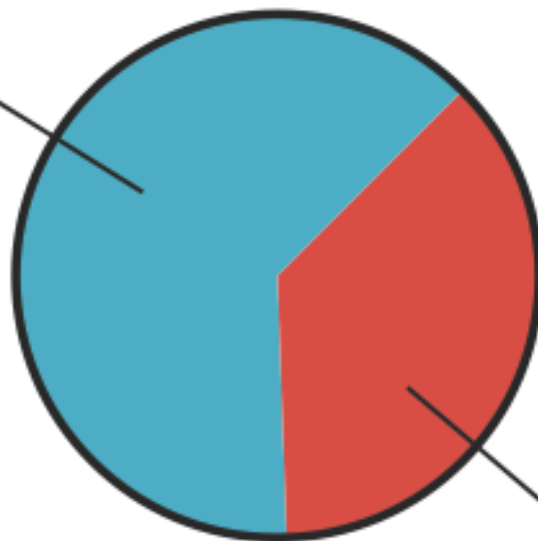
Question 1:

If I signed up to receive emails from an organization, what might I expect to receive in the first 30 days?

Not much! Shockingly, more than one-third of organizations sampled did not send a single email to their subscribers within the first 30 days of sign-up. Nothing. Nada. Zilch.

63%

sent at least one
email within 30
days of sign-up



37%

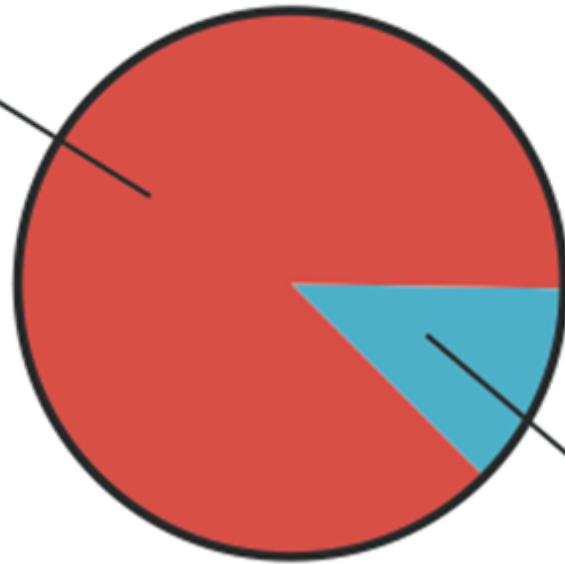
Question 2:

We've been talking about the importance of doing a Welcome Series for new email subscribers for almost a decade now. How many organizations are actually doing it?

Hardly any! Of the 151 organizations sampled in the study, only 18 actually employ a New Email Subscriber Welcome Series.

88%

did not employ a
welcome series



12%

Question 3:

How long after subscribing do organizations start asking for money?

Sign up for Email



A horizontal timeline with a black line and an arrow at the end. There are four large blue circles marking key points: 'Sign up for Email', '30 Days', '60 Days', and '90 Days'. Between these markers are smaller black dots representing intermediate days. Vertical lines connect the large blue circles to their respective text blocks.

60 Days

By 60 days, only 42% of the organizations had asked for a donation.

30 Days

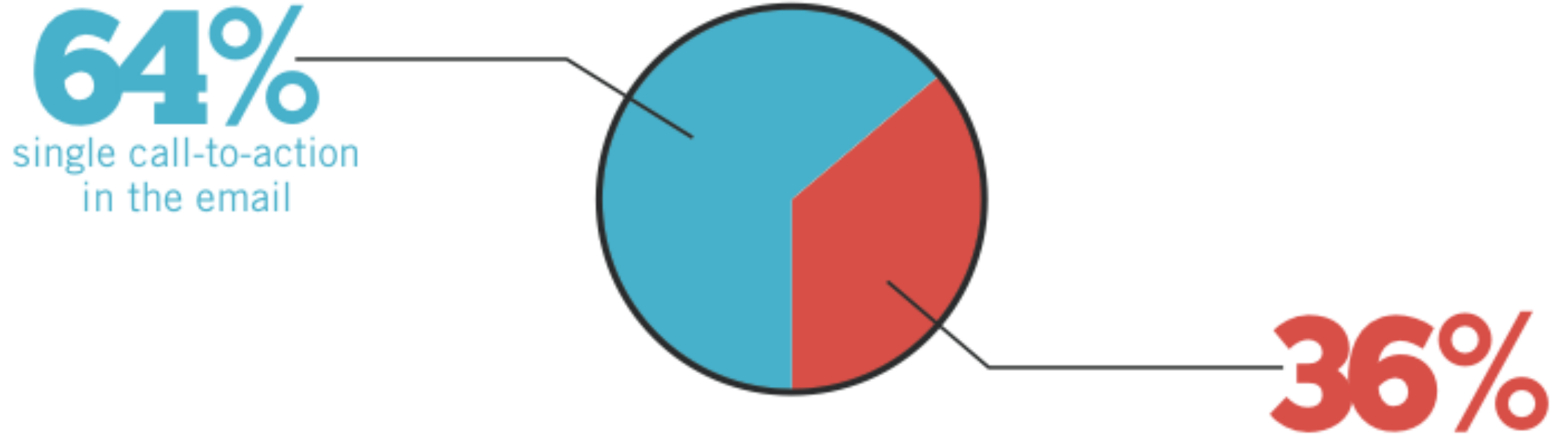
Only 37% of the organizations in our survey asked for a donation in the first 30 days.

90 Days

At the 90-day mark, 44% of the organizations surveyed had asked for a gift, leaving us to wonder if the other 56% ever sent out an appeal.

Email Frequency	Christian Ministries	Overall
Days from signup until first email sent.	22	20
Is an e-appeal send in the first 30 days?	Yes	No
Number of emails sent in 90 days.	20	7
Is there a Welcome Series in place?	No	No

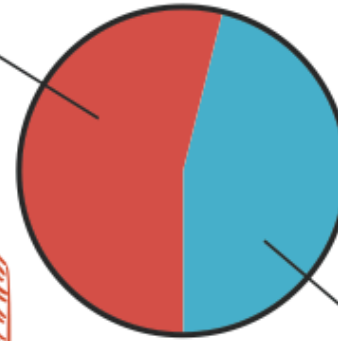
Getting people to click



Better hurry home if you want to read my email.

Even though more and more people are now reading their emails on a mobile device, most organizations in our sample are not making their emails mobile friendly. **Fifty-four percent of organizations are sending emails that are NOT optimized for viewing on a mobile device.**

54%
not optimized for
mobile viewing



46%

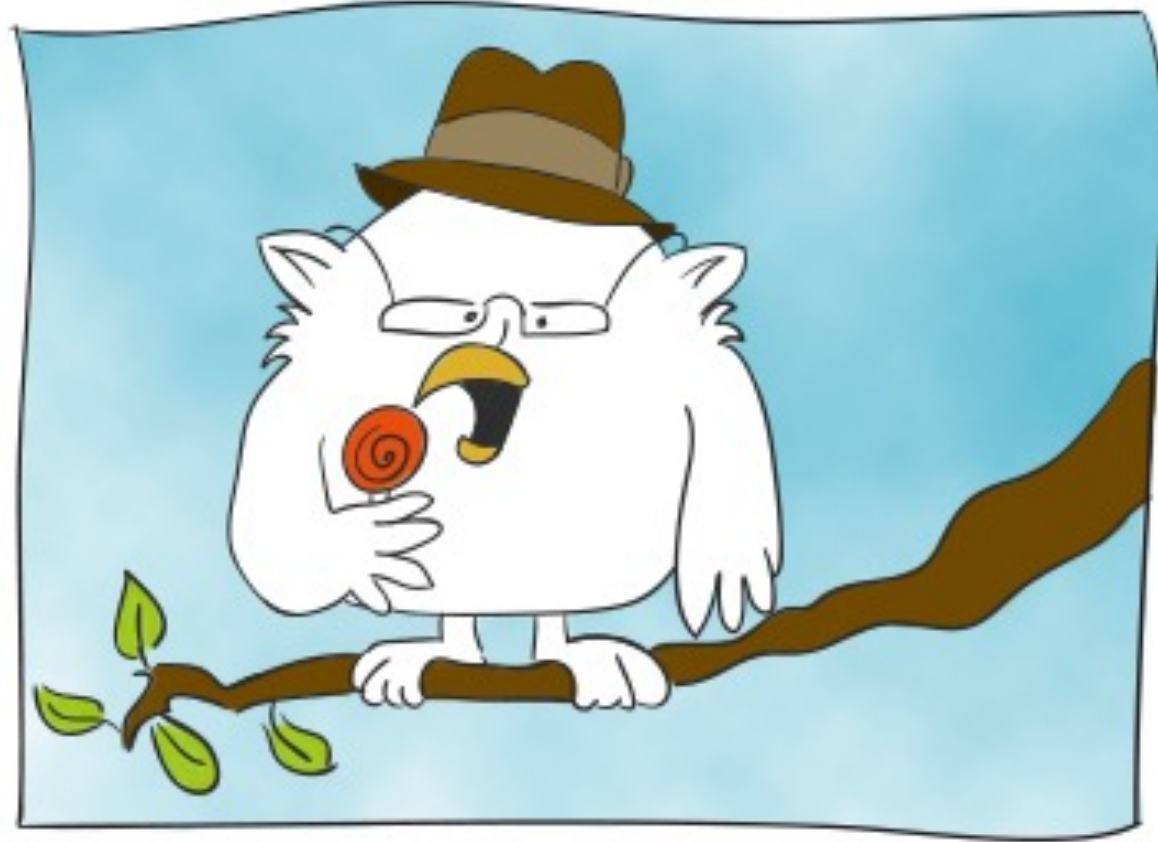
61% of consumers now read at least some of their emails on a mobile device.

- Yesmail "Email Compass: The Mobile Effect" (2013)

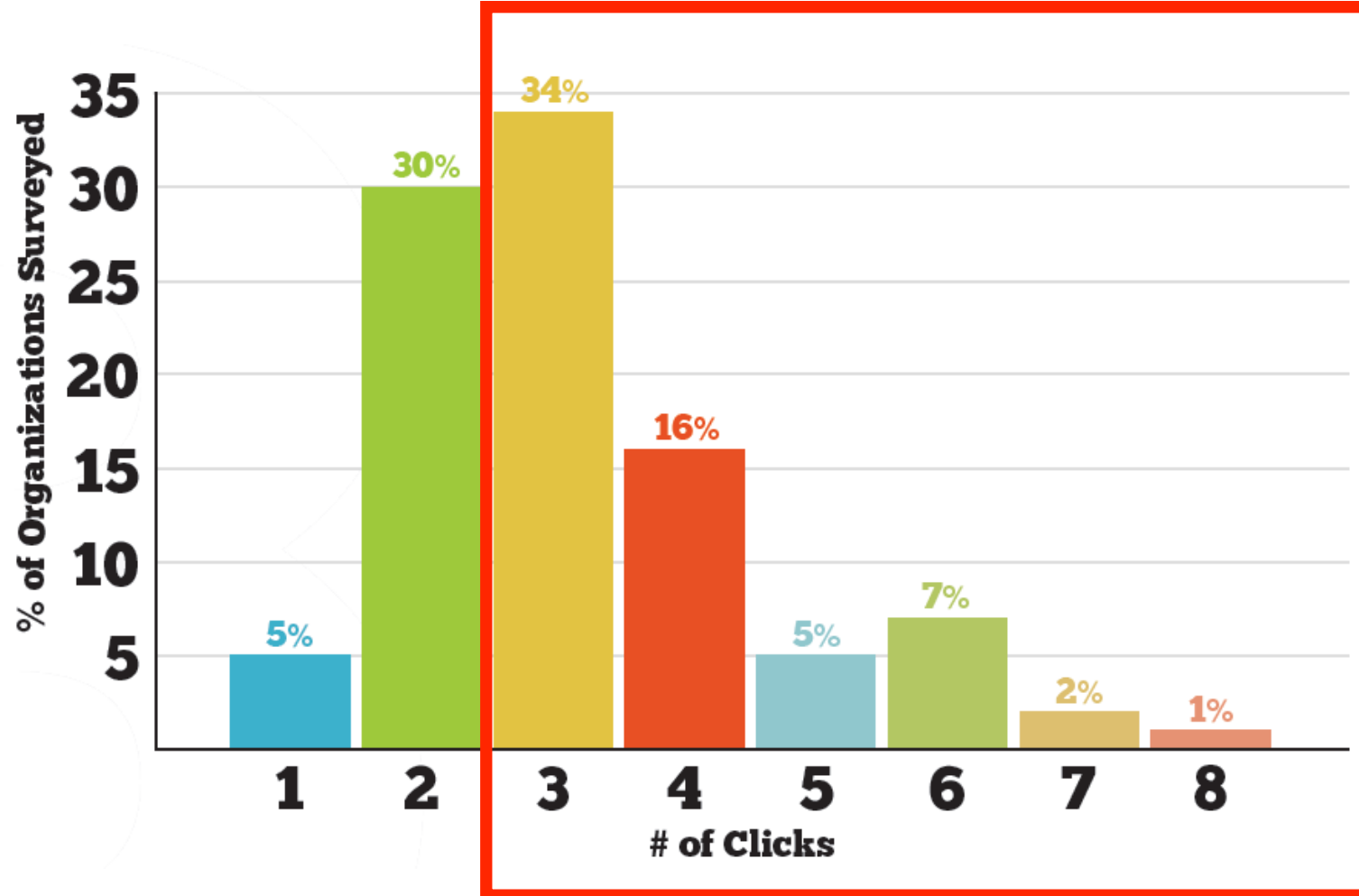


- Online Donation Experience
- **GETTING PEOPLE**
- **TO DONATE**

Mr. Owl, how many clicks does it take to get to the end of a donation form?



65% require 3 or more clicks.



Friction: Defined

/'frikSHən/ Noun.

The resistance that one surface or object encounters when moving over another.

Friction (in fundraising): Defined

/'frikSHən/ Noun.

Anything that causes psychological resistance to a given element in the donation process.

Friction in the online giving process is best understood when it is experienced.

Friction in the Giving Process

World Vision

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ABOUT THE FAMINE

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PLAN YOUR FAMINE

STORIES HEAR, WATCH, READ

DONATE

World Vision's

30 HOUR FAMINE

NATIONAL FAMINE DATES

February 25-26, 2011

April 29-30, 2011

OR, CHOOSE YOUR OWN DATE!

SIGN UP NOW!

LOVE hungry.

Why do the Famine?

Watch The Video!

Every day, hunger kills nearly 8,000 kids. You can do something about it. Band together to fight hunger, save lives—and write a different story for the planet.

[Learn more about the 30 Hour Famine.](#)

Join us on [f](#) [t](#) [y](#)

FAMINE STORIES

Erin

Famine group leader

"Every year, they get excited about this," says Erin of her group's response to the Famine.

[Read Erin's story.](#)

LEARN ABOUT HUNGER

Hunger Facts

More than a billion people go hungry every day. In many countries, 1 in 3 kids don't get the nutrition they need.

Know what you're up against. Learn more about hunger and how it can be stopped.

[Get the facts about hunger.](#)

LEARN ABOUT HUNGER

Study Tour

Check out your Famine funds at work - with your own eyes. Join us for an incredible journey to see how we love hungry around the world.

[Apply for the 2011 Study Tour](#)

PLAN YOUR FAMINE

Famine Rewards

Fundraising is hard work, but it doesn't have to be a thankless job. See what rewards you can earn just by raising money to fight hunger.

[Check out this year's Famine rewards](#)

2011 FAMINE LEADERS, [send in your funds ASAP!](#)

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Click Count:
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World Vision's 30 HOUR FAMINE

NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011

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Donate



Other Ways To Give

Wondering what else you can do to fight hunger and poverty? Give a single gift or sponsor a child in need!
[Discover more ways to help](#)

Help a hungry child today. You can donate to support an individual or group participating in the 30 Hour Famine. Your gift will be used to help feed and care for children in need. Find out more about [where your donations go](#).

[Search for a student or group](#)

[Looking for your page?](#)

For Participants

You can find your personal fundraising page to collect donations from friends and family. To search for your page [click here](#) and enter your name as the participant. You can login in to your page on the upper right corner of the page.

To search for your group's page and create your own fundraising page [click here](#) and enter your group's name. On your Team Fundraising page click on "Join Famine Group". From here you can make your own personalized fundraising page!

[Share This Page](#) | [Twitter](#) | [Facebook](#)

[SIGN UP NOW!](#)

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

[Or, get more info!](#)

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Click Count:
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To search for your group's page and create your own fundraising page [click here](#) and enter your group's name. On your Team Fundraising page click on "Join Famine Group". From here you can make your own personalized fundraising page!

Share This Page

SIGN UP NOW!

Ask your question!

1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t You

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Home • Donate • Other ways to give

Other Ways to Give

Make a general donation.

[Donate Now](#)

Change one life forever.

Wonderful things happen when you choose to help a child all year long through child sponsorship. For just over \$1 a day, you'll show your child God's unconditional love by providing them with access to critical resources such as:

- nutritious food
- clean water
- health care
- education
- and more

Plus, the benefits you provide your child extend to their family, community, and other children in need. That's because World Vision plans and works alongside local community members to find solutions that will change the future for their children - and their community.

[SPONSOR A CHILD](#)

Other Ways To Give

Wondering what else you can do to fight hunger and poverty? Give a single gift or sponsor a child in need!

[Discover more ways to help](#)

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Ask your question!

1.800.7.FAMINE
(1.800.732.6463)

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Friction in the Giving Process

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My Basket

My Basket

	type of donation	description	qty	amt	total
remove	One-time Gift	30 Hour Famine Group Contribution	1	\$30.00	\$30.00
				Shipping:	\$0.00
				Total:	\$30.00

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Help Fight Hunger \$100



Help provide food and other essentials to hungry children around the world.

[donate now](#)

Donate a Goat \$75



Goats provide hungry children with nutritious milk, cheese and yogurt.

[donate now](#)


Give Where Needed Most

Your gift will enable us to respond quickly in areas of greatest need, to help the world's most vulnerable children and families.

\$

[donate now](#)

Sponsor Brayan






Age: 6
Gender: Boy
Birthday: Oct 15, 2004
Country: Bolivia

[Sponsor Brayan](#)
[Search for a Child](#)

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Friction in the Giving Process

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The screenshot shows the World Vision website's account sign-in page. The header includes the World Vision logo, navigation links (Home, Our Work, Sponsor a Child, Ways to Give, Get Involved, About Us), and a search bar. The main content area is titled 'Account Sign-In' and contains a form with the following elements:

- Header: Sign In | 1 | E-mail Sign-Up | RSS | Press Center
- Follow Us: Facebook, Twitter, YouTube, BLOG | Help - Contact Us
- Navigation: Home, Our Work, Sponsor a Child, Ways to Give, Get Involved, About Us, search site
- Sign In button (highlighted with a red box)
- Form fields: Enter your email address (tkachuriak@kma.com), Create a new account (selected), Access my existing account, and my password is: (password field)
- Helpful Hints: Donor Services Representatives are available to assist you. To reach a Donor Services Representative, please call us at 1-888-511-6443. Current World Vision donors who have never registered online should create a new account. Forgot your password? Click Here. Has your email address changed since your last donation? Contact us
- Footer: Phone: (888) 511-6443, P.O. Box 9716, Federal Way, WA 98063-9716, © 2011 World Vision Inc., Home, Sponsor a Child, Giving Center, Get Involved, Our Mission, Trustworthy | Privacy Policy | Security | Site Map | General FAQ, Follow Us: Facebook, Twitter, YouTube, BLOG

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Our Work Sponsor a Child Ways to Give Get Involved About Us search site

Check Out: Donor Information

* First Name:

* Last Name:

* Email Address:

* Confirm Email Address:

* Phone Number () (5551212) Ext.

* Create Password: (6 character min.)

* Confirm Password:

* Required fields

Don't have an account?

If you have not yet created your online account, please complete the registration information and click the "continue" button.

Registering with us using this form will allow you to return to our site to access your account, view photos of your sponsored children and make donations easily and quickly.

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1 Donor Information 2 Mailing Information 3 Payment Information 4 Submit

Check Out: Mailing Information

All correspondence which cannot be sent by email will be sent to this address.

☐ Select From Existing (You can create a new address in the fields below.)

We do not have an address for you in our system

☒ Create New Address

Name Tim Kachuriak

* Country United States¹

* Address 1924 Stags Leap Lane

* City Frisco

* County Denton

* State Texas

* Zip 72321

☒ Use as Preferred Address

[* Required fields](#)

¹ We are able to support accounts in other countries on a limited basis. Please click [here](#) for more information.

[Continue](#)

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1 Donor Information 2 Mailing Information 3 Payment Information 4 Submit

Check Out: Review

Your Information:
Name: Tim Kachuriak
Phone: 412-4919254
Email Address: tkachuriak@yahoo.com

Mailing Information:
Name: Tim Kachuriak
Address: 1924 Stags Leap Lane
Frisco, TX 72321
Denton County
UNITED STATES
[edit mailing information](#)

Payment Information:
Payment Type:: Visa
Name: Tim Kachuriak
Address: 1924 Stags Leap Lane
Frisco, TX 72321
Denton County
UNITED STATES
[edit payment information](#)

type of donation	description	qty	amt	total	cards
One-time Gift	30 Hour Famine Group Contribution	1	\$30.00	\$30.00	
			Shipping:	\$0.00	
			Total:	\$30.00	

[update](#) [submit donation](#)

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Donors Don't Like Friction



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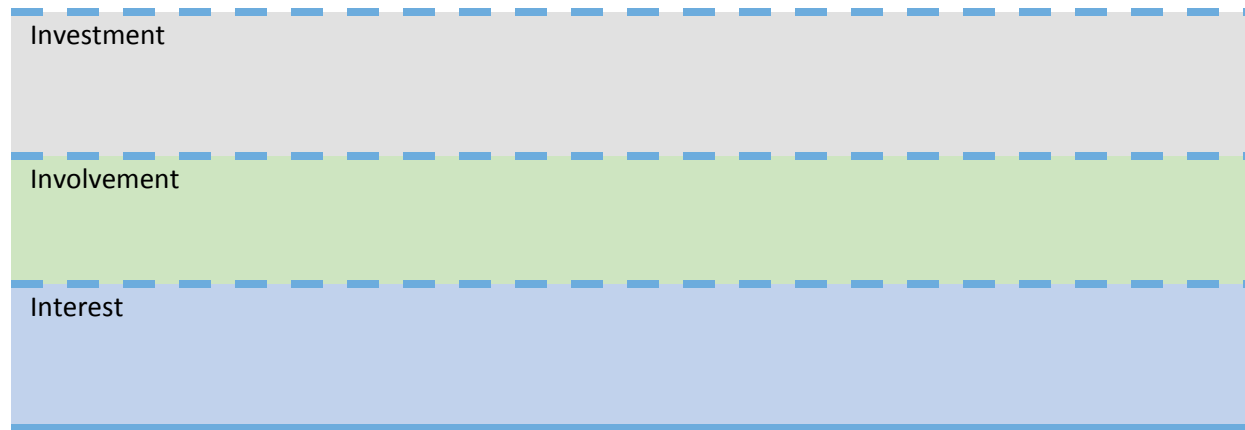
The difference between for-profit and non-profit.



Sparkline of a Donation

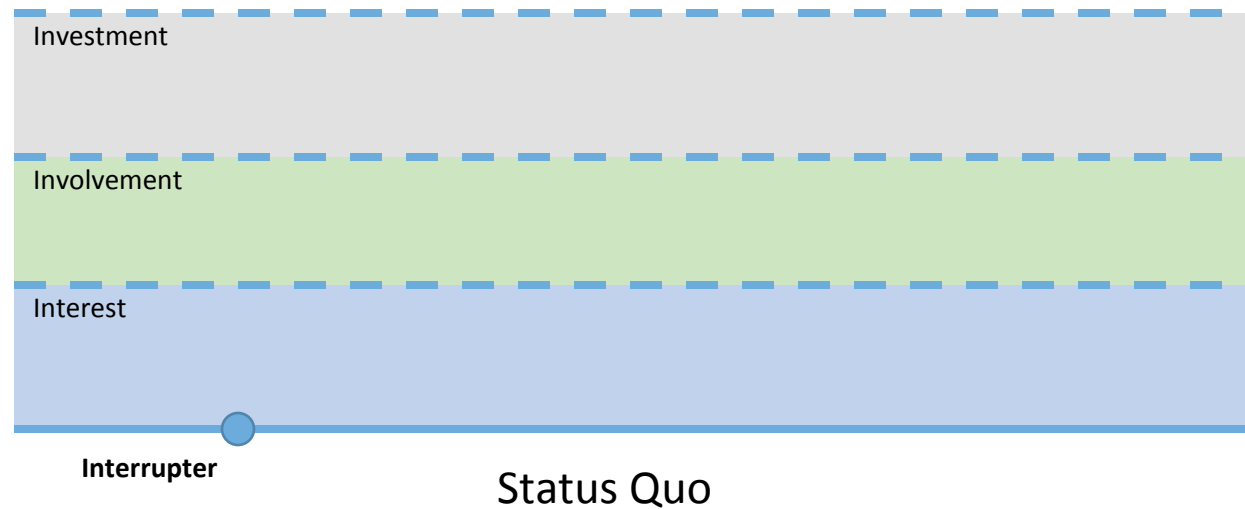
Status Quo

Sparkline of a Donation

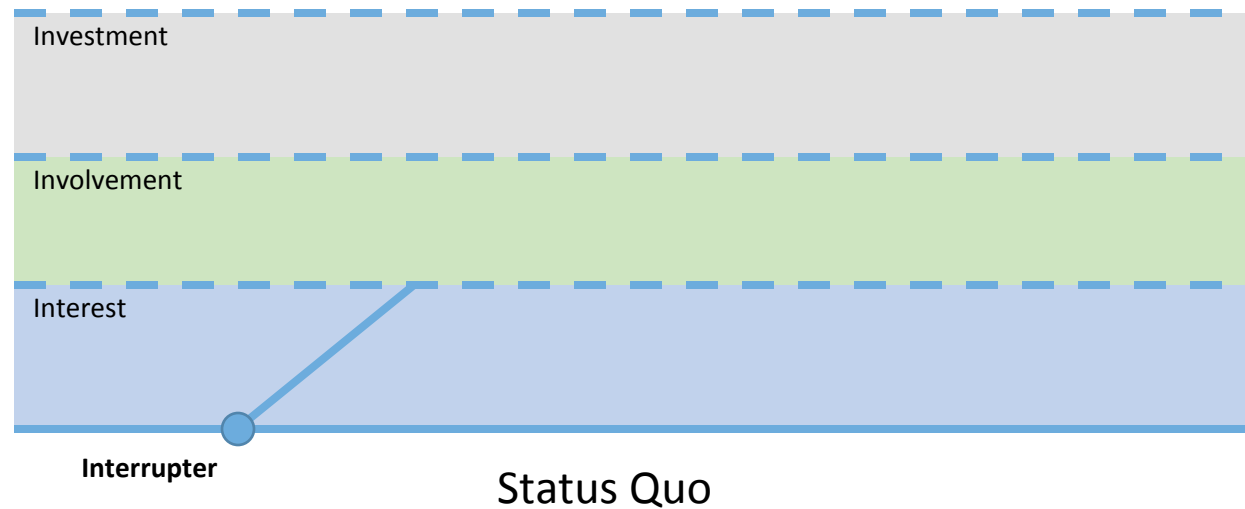


Status Quo

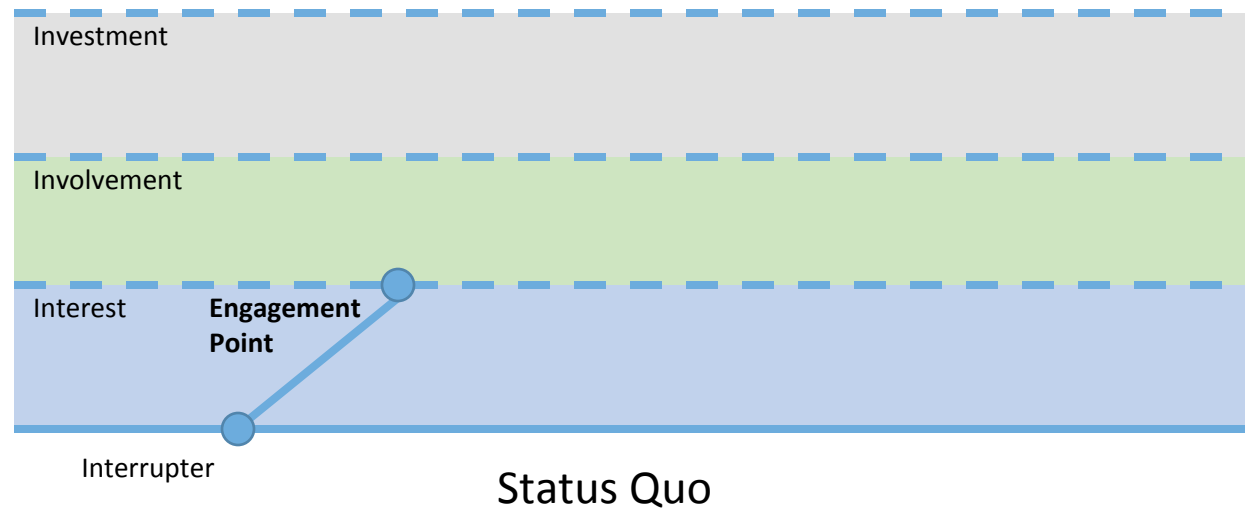
Sparkline of a Donation



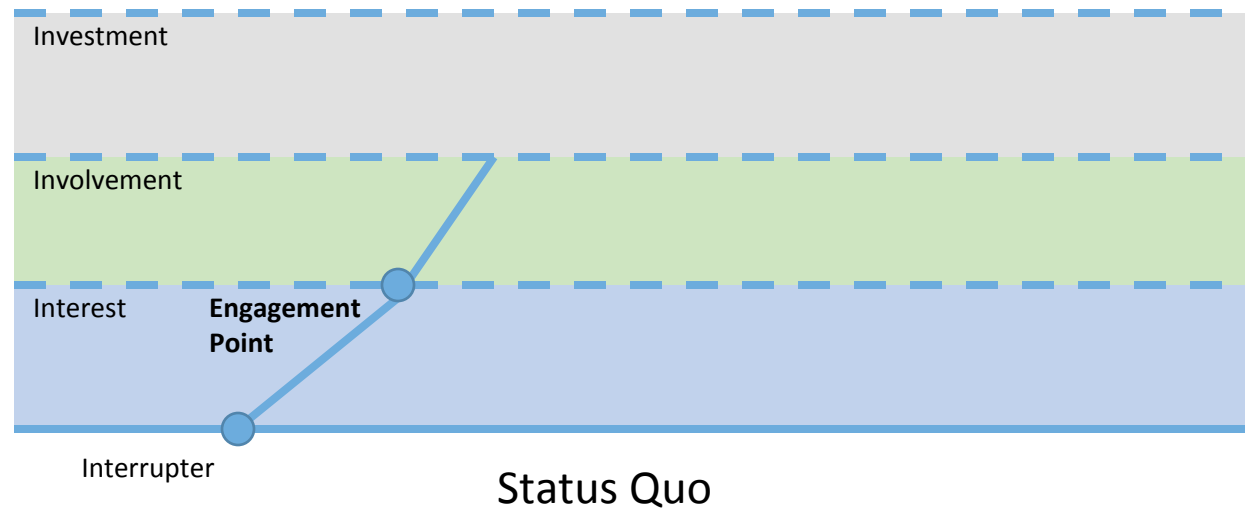
Sparkline of a Donation



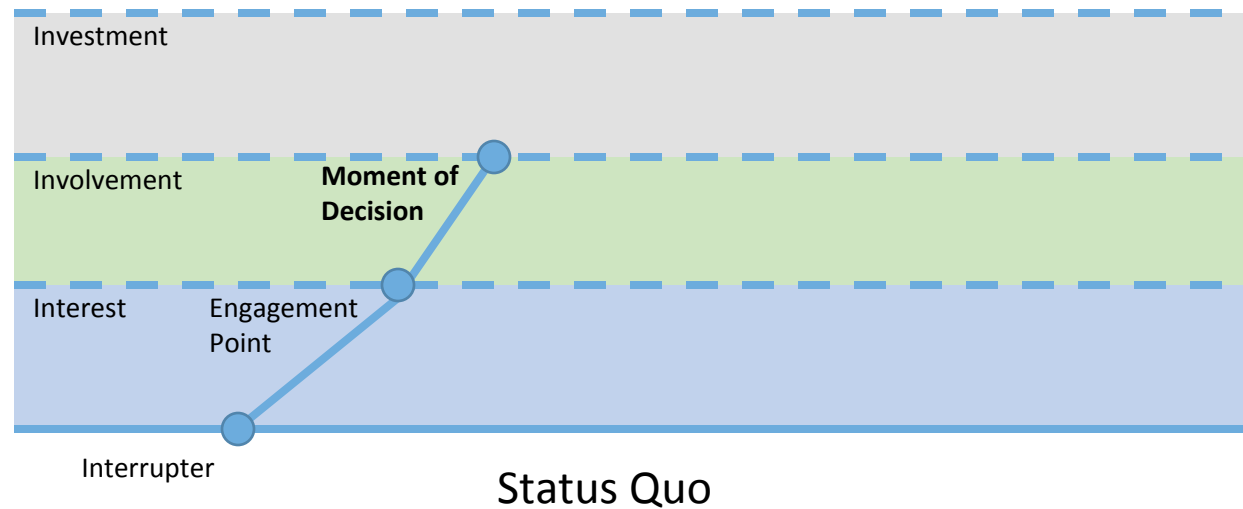
Sparkline of a Donation



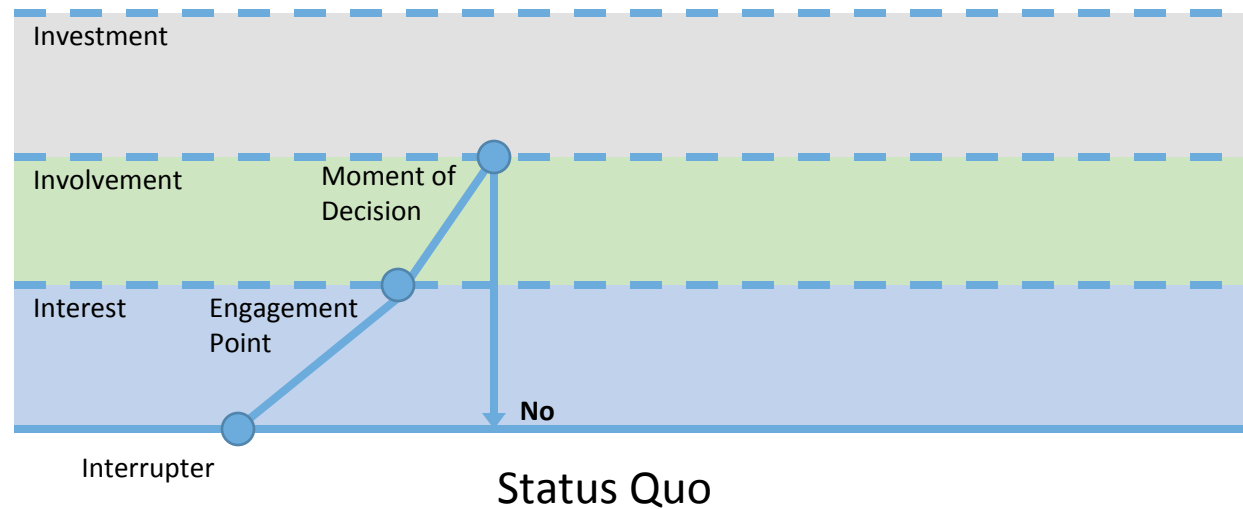
Sparkline of a Donation



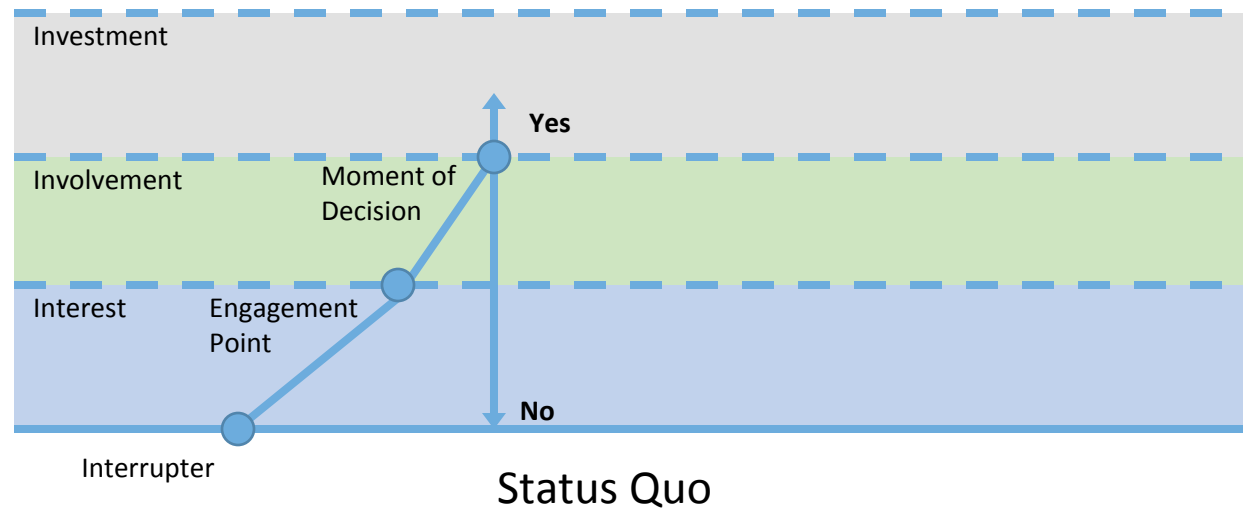
Sparkline of a Donation



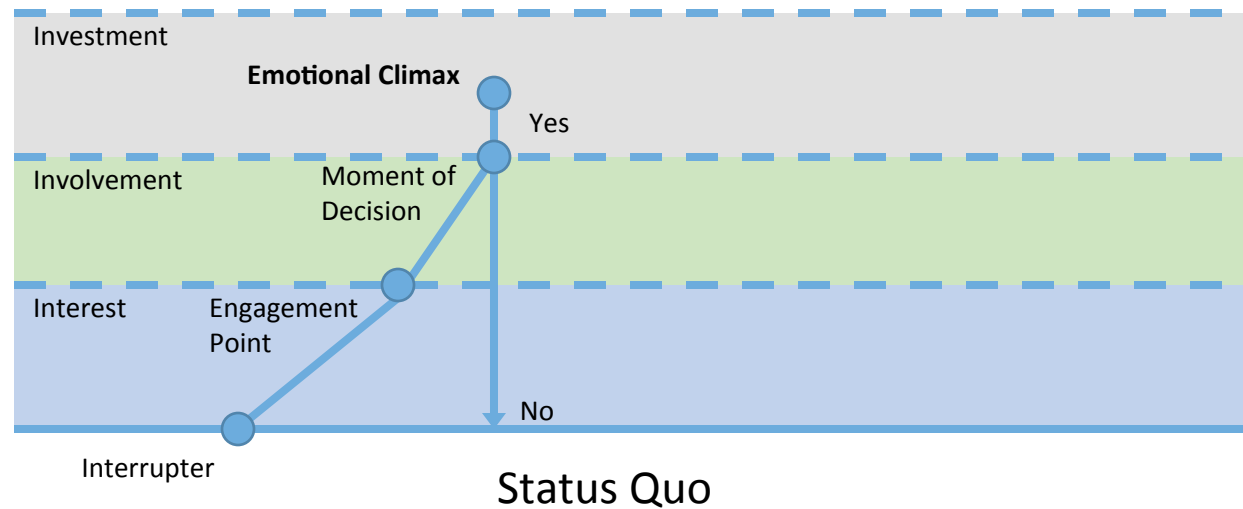
Sparkline of a Donation



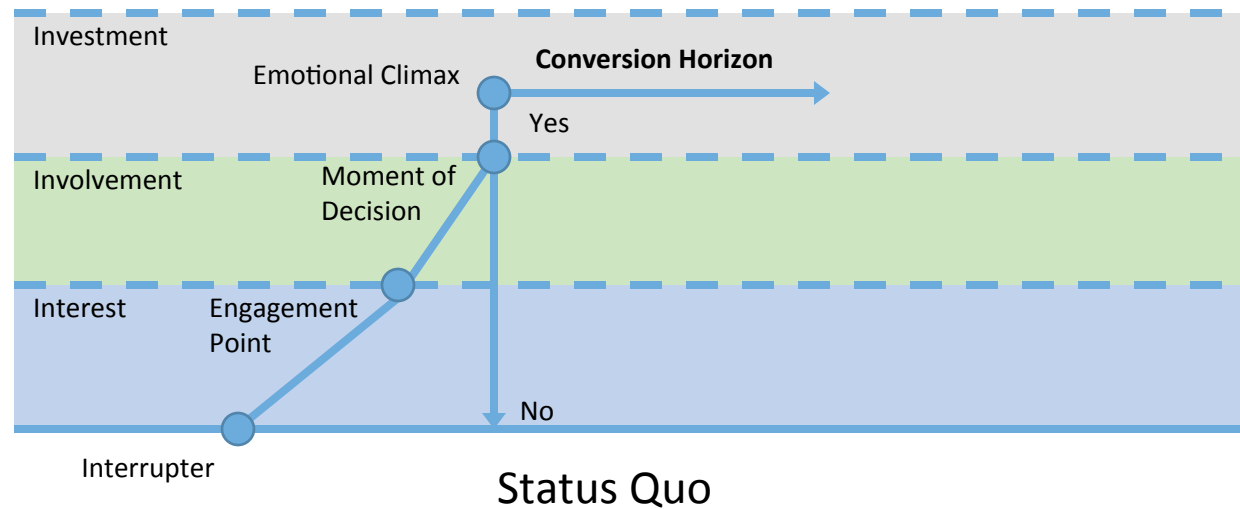
Sparkline of a Donation



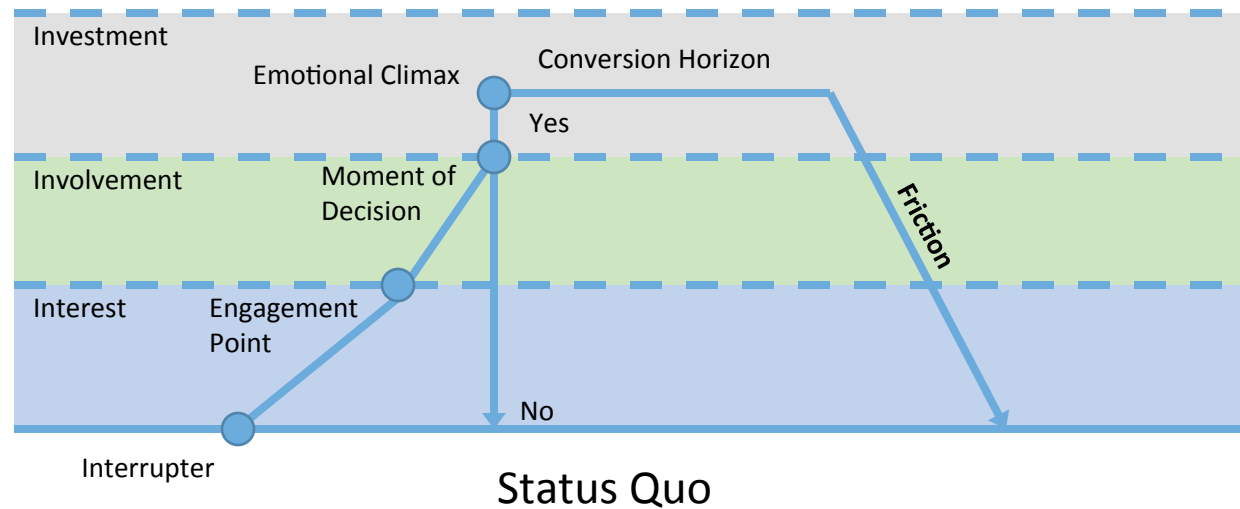
Sparkline of a Donation



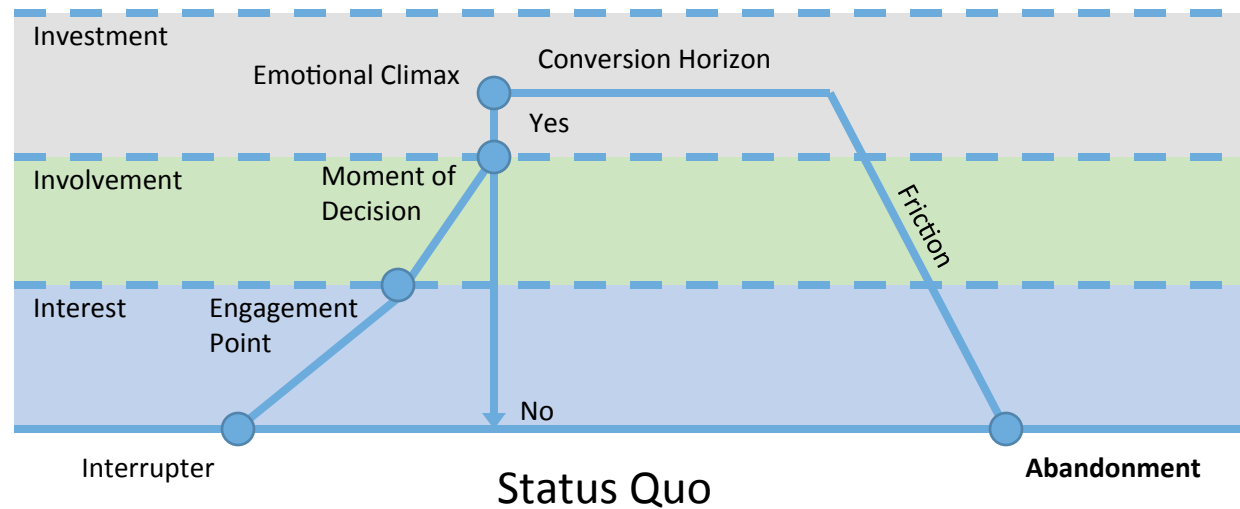
Sparkline of a Donation



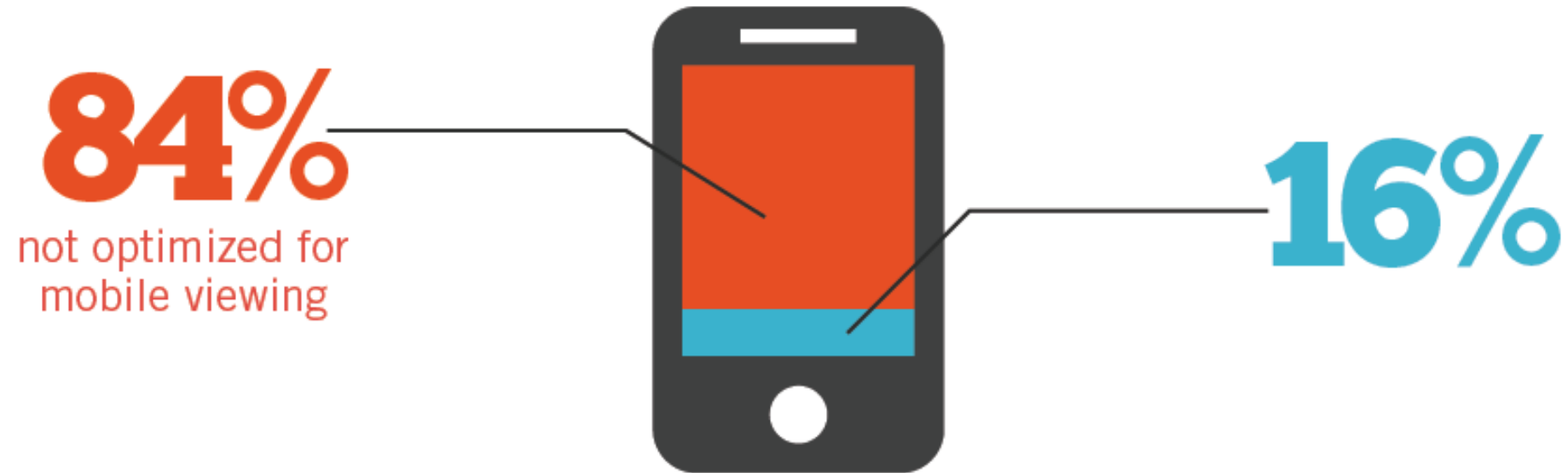
Sparkline of a Donation



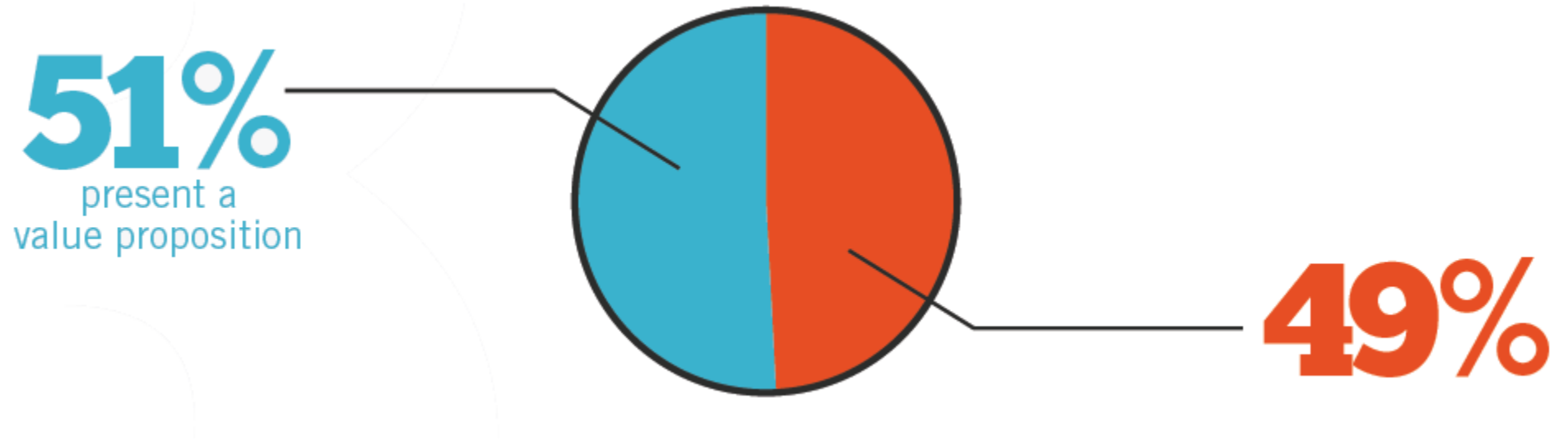
Sparkline of a Donation



Not Suitable for Smartphones



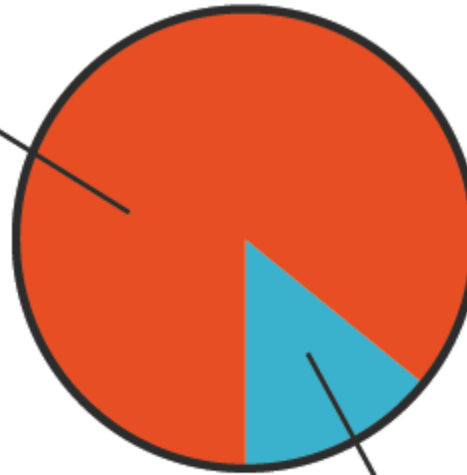
Give Me a Reason!



How About Now?

86%

create no sense
of urgency

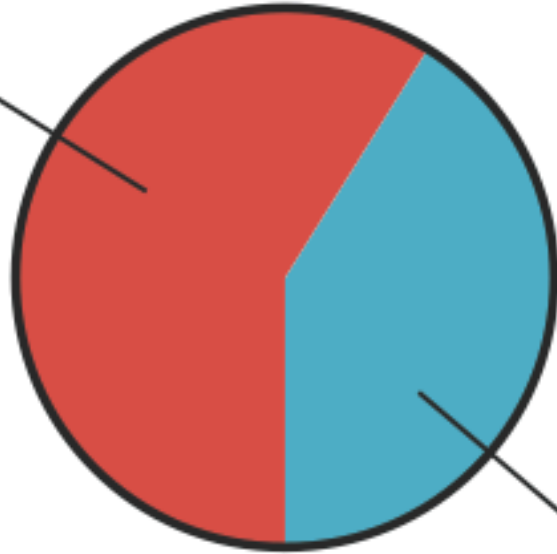


14%

- 
- Gift Acknowledgment
 - **GIVING PEOPLE**
 - **YOUR GRATITUDE**

63%

did not offer next
steps for the donor



37%

What about Multichannel Communication

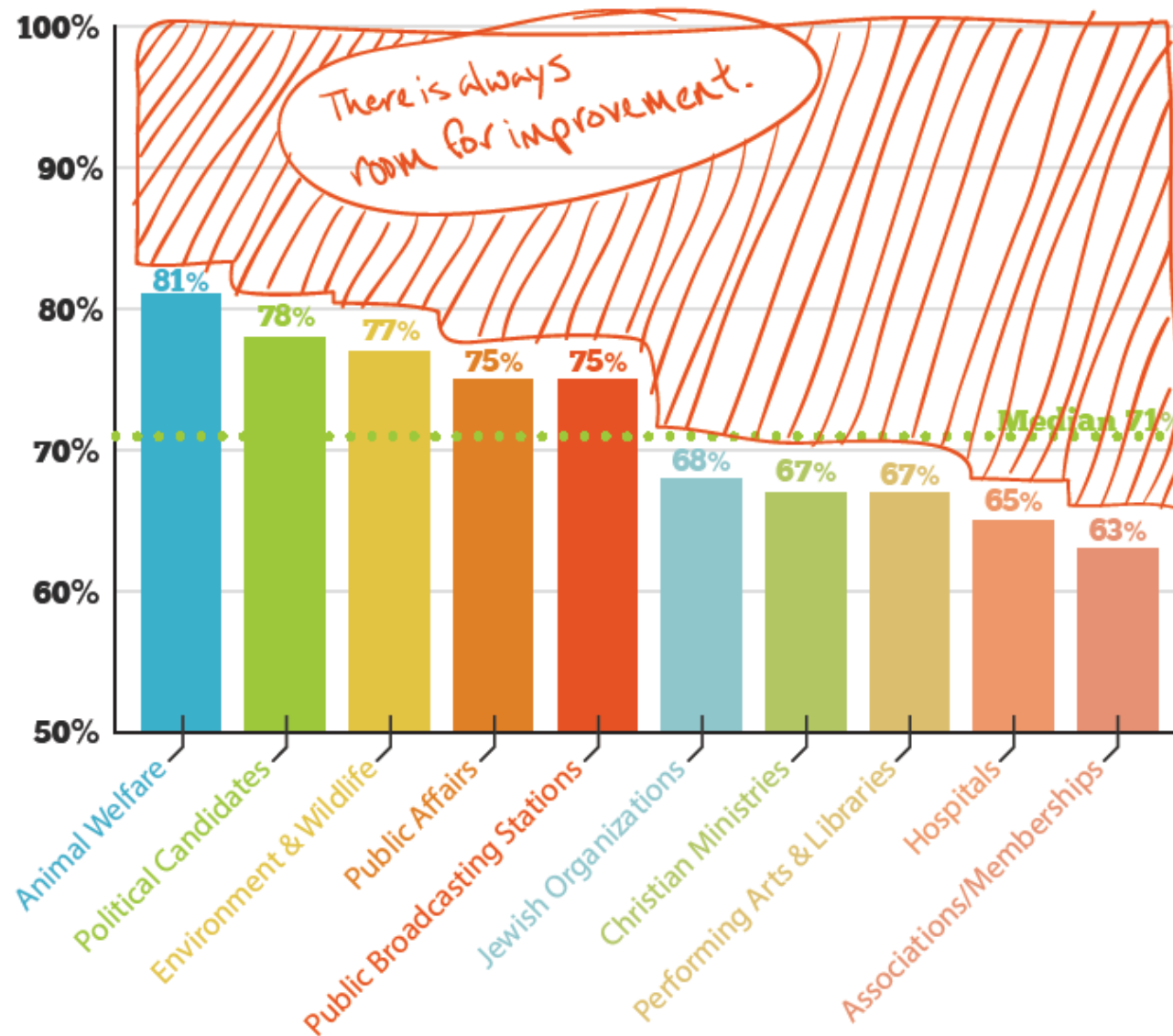


Sent mail by 61 organizations or 41% of the groups we gave gifts to

**Got mail from 48
organizations
that were not in
the study**



Final Report



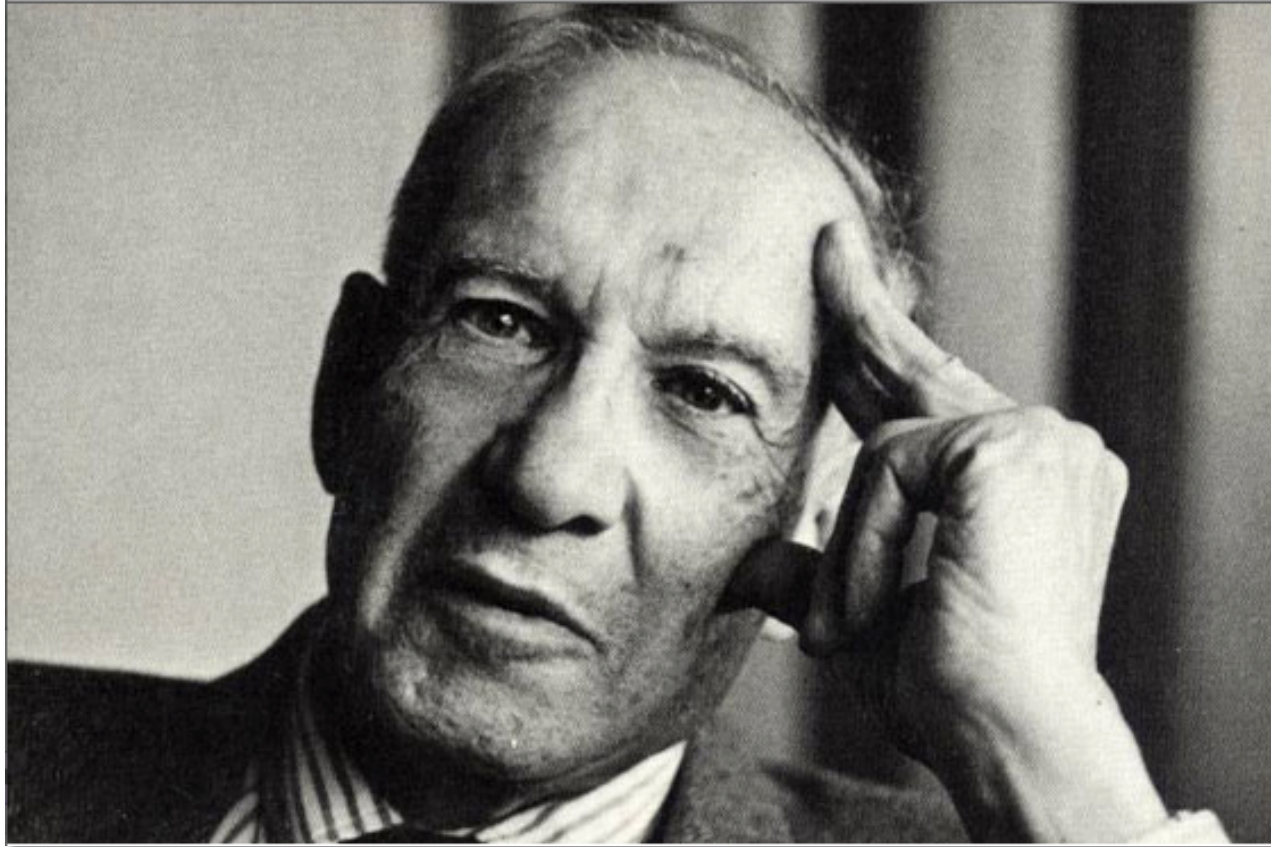
5 Things You Should Do Tomorrow:

1. Sign up to receive emails from your organization; score the appeal and exclusivity of our email signup offer.
2. Try to focus on one call-to-action in every email you send. What is the ONE THING you want people to do?
3. Design your emails for mobile first; there should be no “pinching” and “zooming” required for the user to read or respond to your message.
4. Give a donation to yourself; note any examples of friction in the process and develop a plan to mitigate it.
5. Don't leave your donors hanging; introduce a next step you want your new donors to take *after* giving a gift. How about an opportunity to share?

Why are we so obsessed with
this stuff?

“Toothpaste is peddled with far more sophistication than all of the world’s life-saving causes.”

- Nick Kristof

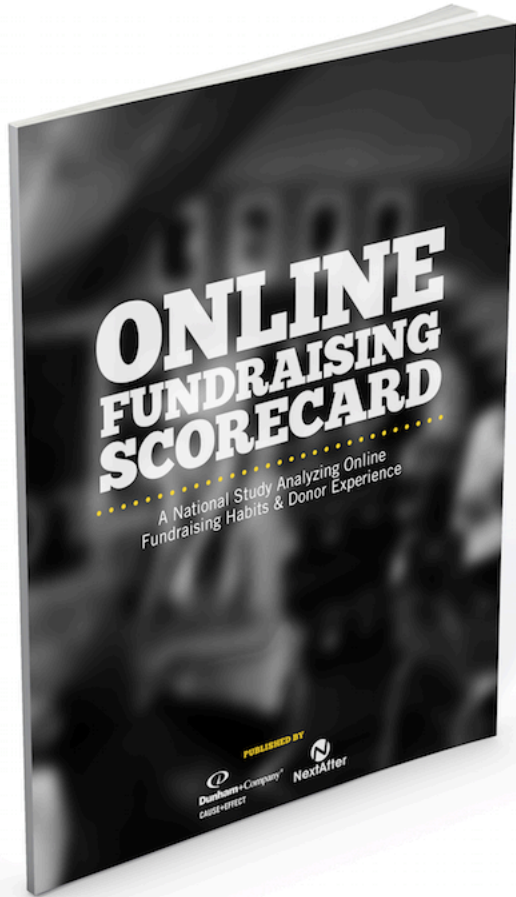


“Adequacy is the
enemy of
excellence”

Peter Drucker

Download the complete 48-page study

www.OnlineFundraisingScorecard.com



Brad Davies

brad@DunhamAndCompany.com

@BradJDavies



Tim Kachuriak

tim@NextAfter.com

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