

NOW APPEARING!

**CATALYST FOR
CHANGE!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**



**VIZIER
- OF -
VALUE**

⌘ **AUSTIN McCRAW** ⌘

Keynote Session:

Designing a Value Proposition to Attract New Donors

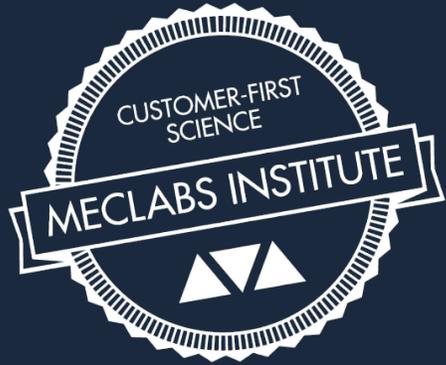
20 Years of Behavioral Research Distilled into 4 Essential Principles

Presented By

Austin McCraw

MECLABS





MECLABS
INSTITUTE

Designing a Value Proposition to Attract New Donors

*20 Years of Behavioral Research Distilled
Into Four Essential Principles*

Before we do anything...

A Science-based Institute with a Consultancy



Conducts **rigorous scientific experiments** with research partners from all industries to help leaders **optimize the financial performance** of their sales and marketing funnels

Draws from 20 years of research including:

- 20,000+ sales path experiments
- 1 billion tested emails
- 500,000 executive interviews
- 2,200 brand-side case studies
- 36,980 companies benchmarked



A Science-based Institute with a Consultancy



Conducts **rigorous scientific experiments** with research partners



Your Value Proposition does not exist
on that sheet of paper...

- 500,000 executive interviews
- 2,200 brand-side case studies
- 36,980 companies benchmarked



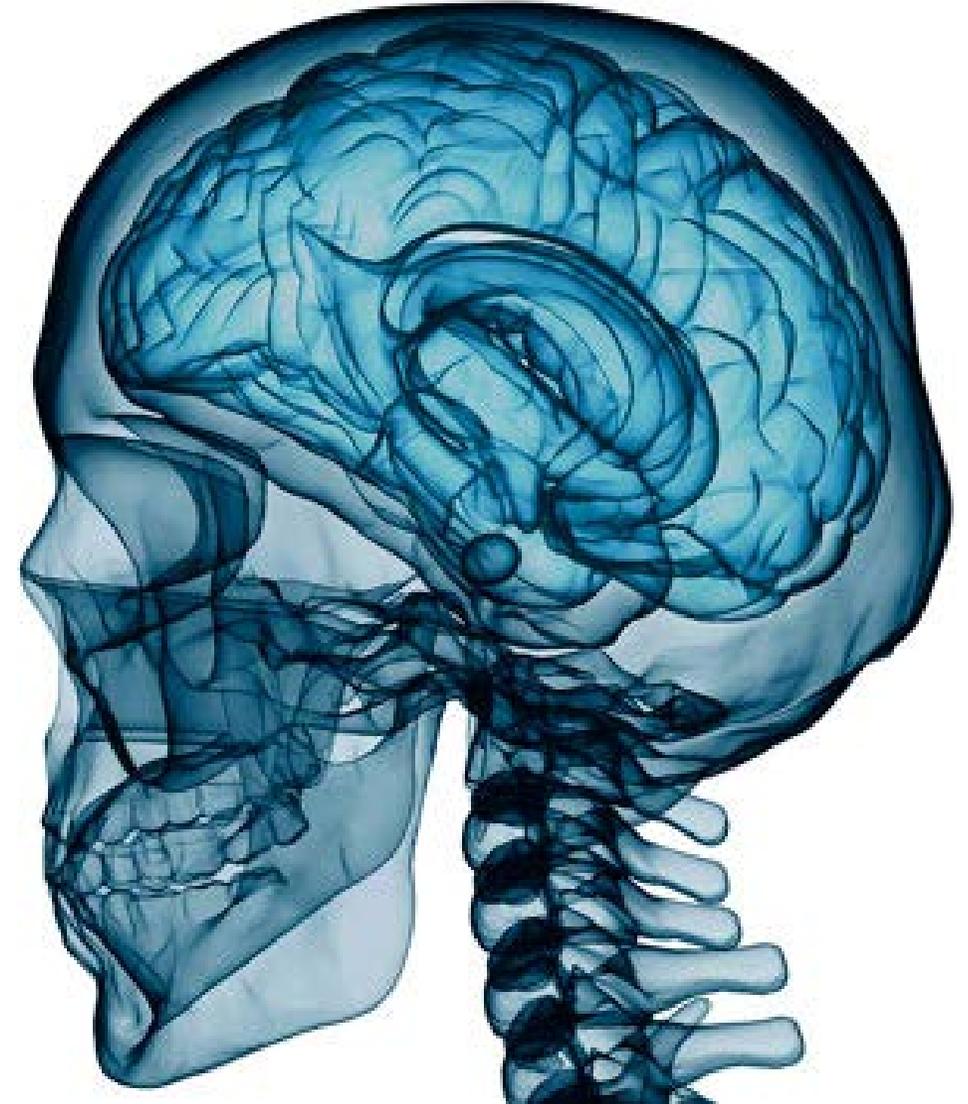
HARVARD
UNIVERSITY

UF | UNIVERSITY of
FLORIDA

A Value Proposition is...



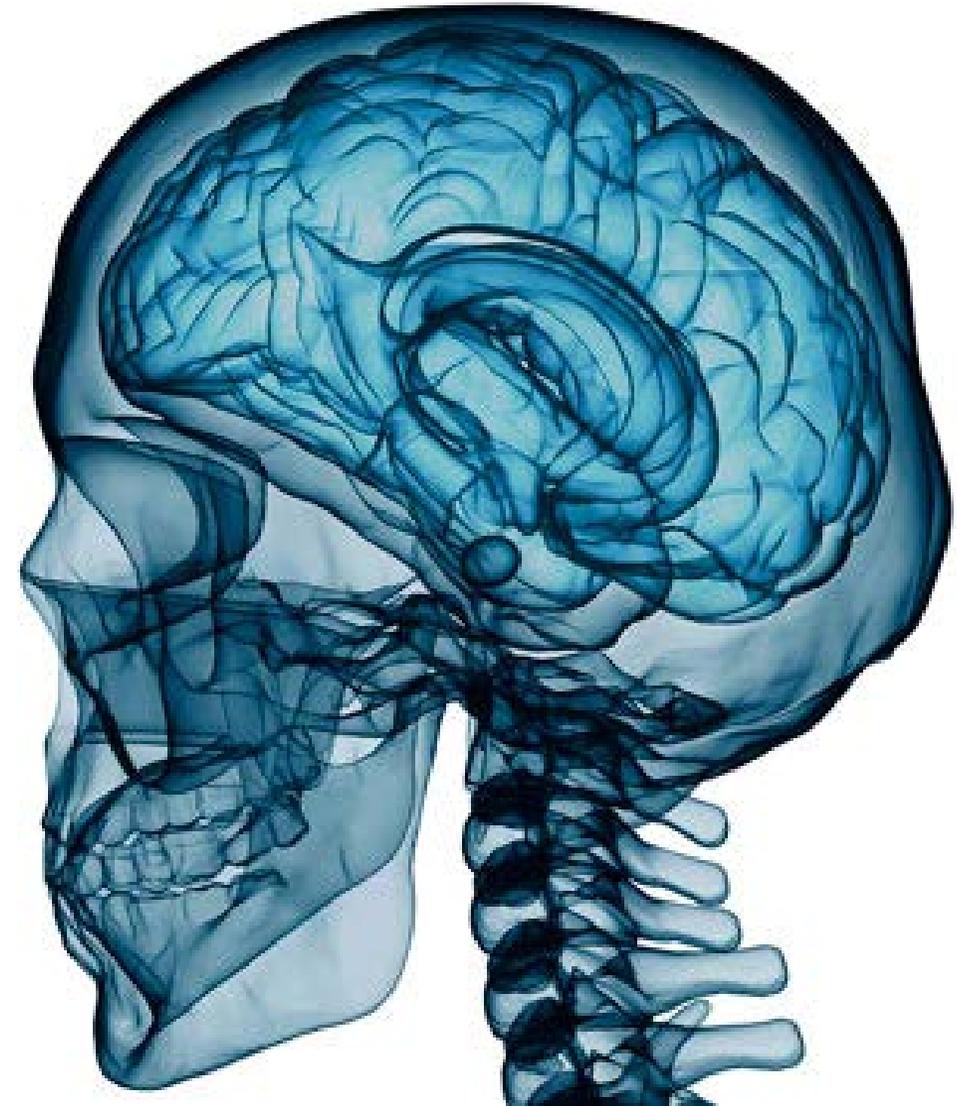
A Reason



It is...



If I am your ideal prospect, why should I give to you rather than....



What is the reason for giving?



THE GLOBAL LEADERSHIP SUMMIT

Home Need Impact Scope Ways to Give Contact Us [Give Now](#)

GIVE

CREATE A RIPPLE EFFECT & UNLEASH A MOVEMENT OF COURAGEOUS LEADERS

One Time

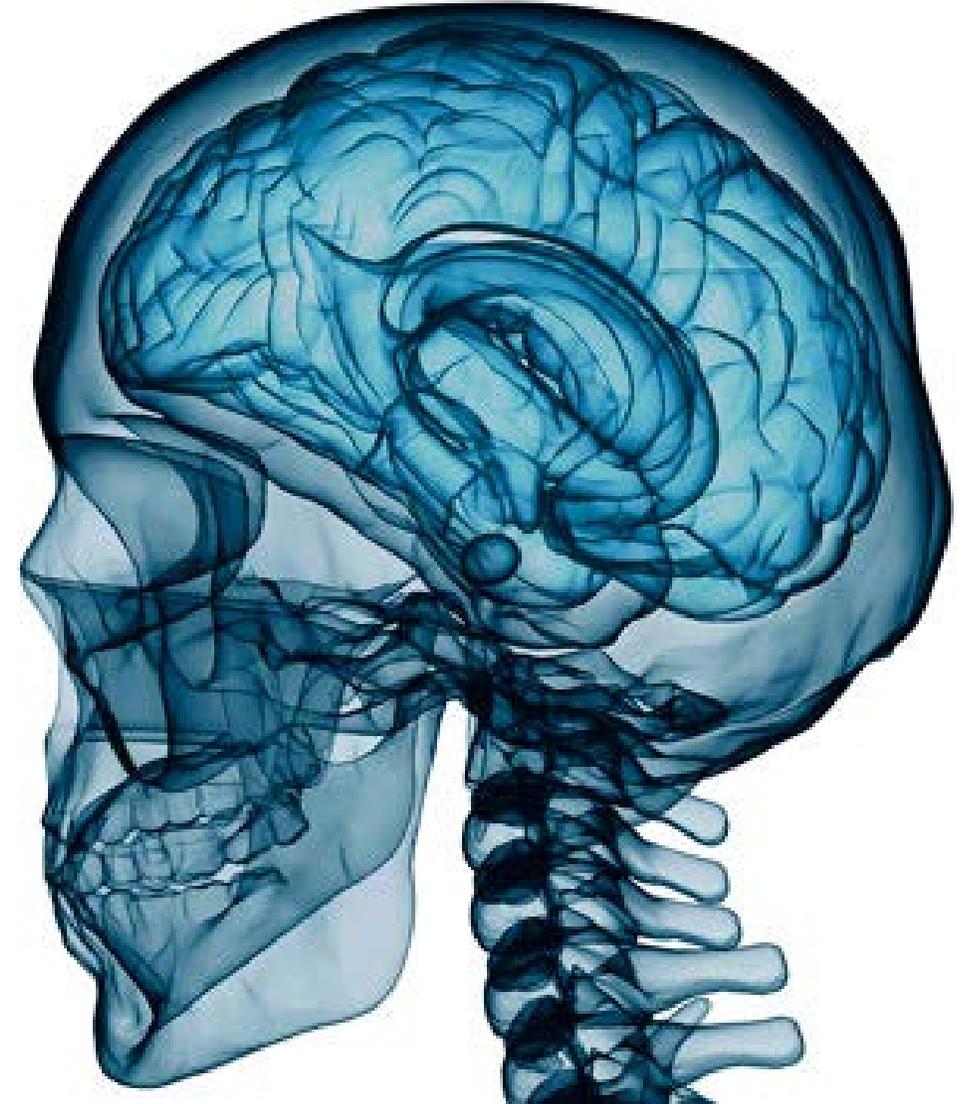
SELECT AMOUNT

\$ 75

DIRECTED TO

Where needed most

[Continue](#)

A close-up photograph of a person's hand, palm up, holding a small amount of water. A single drop is falling from the palm into a body of water, creating a ripple effect. The background is a blurred landscape with water and hills.

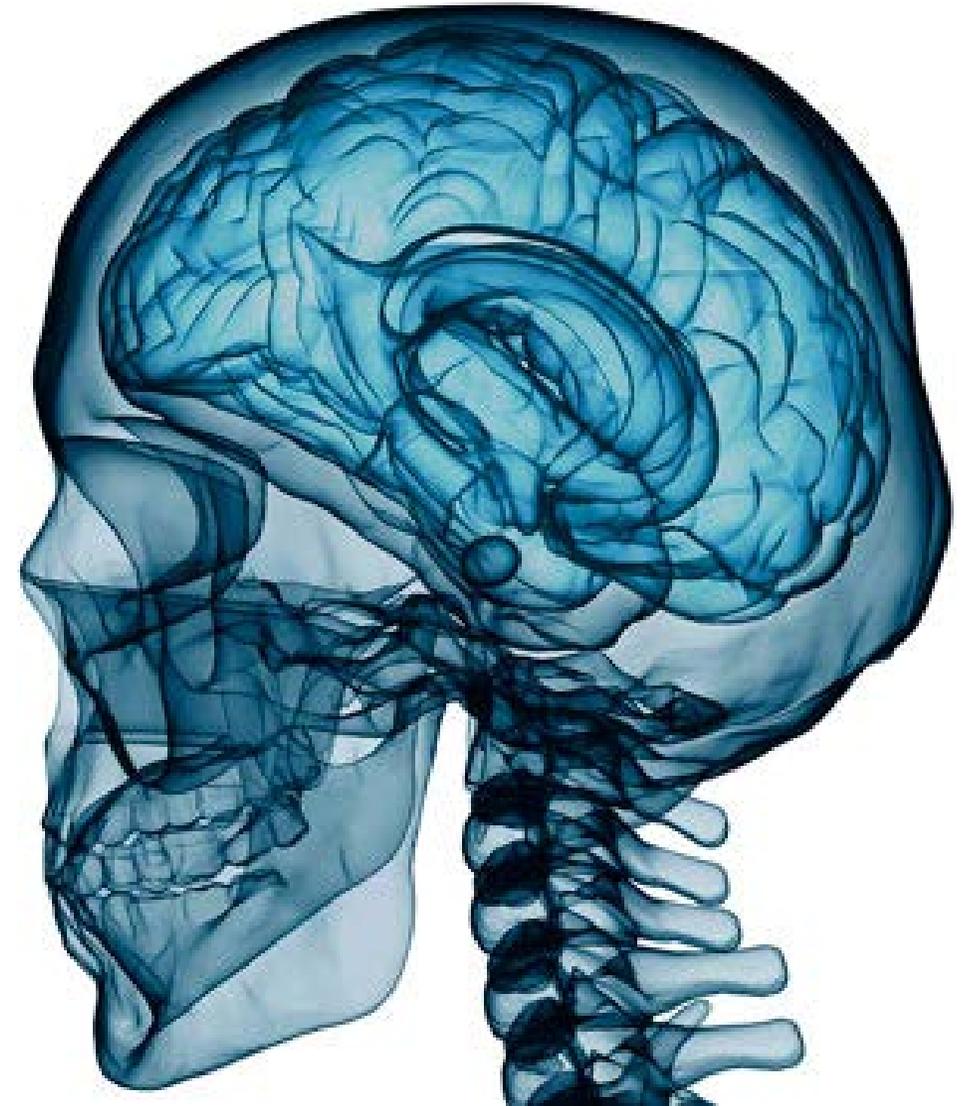
What is the reason for giving?



Select a Monthly Giving Level

- Chairman's Circle** \$834/month \$10,000/year
- Founders Club** \$417/month \$5,000/year
- 2500 Club** \$209/month \$2,500/year
- 1000 Club** \$84/month \$1,000/year
- 700 Club Gold** \$40/month \$480/year
- 700 Club** \$20/month \$240/year

Monthly Amount \$



What is the reason for giving?



The number one reason new donors do not pay attention to us is because we fail to pay attention to them.



What is the reason for giving?



We need to stop trying to get our value propositions into our campaigns; we must get them into the minds of our potential donors



What is the reason for giving?



So how do we do this?



The Value Proposition Heuristic



$$Vf_{Ac} - Cf_{Ac} = Nf$$

$Vf = (Ap \text{ ; } Ex)$
 $Ac = (Cl \text{ ; } Cr)$
 $Cf = (Mt \text{ ; } Mn)$

Main Elements:

Nf = Net Force of the Value Proposition

Vf = Gross Force of the Value

Cf = Gross Force of the Cost

Ac = Acceptance

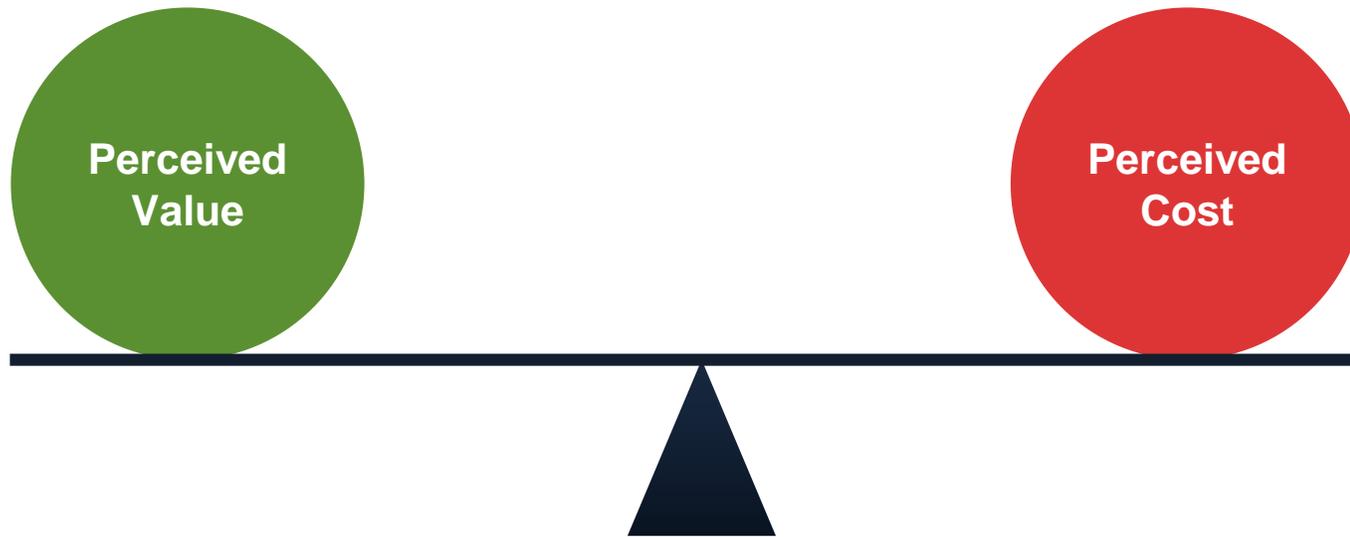
Sub Elements:

Vf { *Ap = Appeal*
Ex = Exclusivity

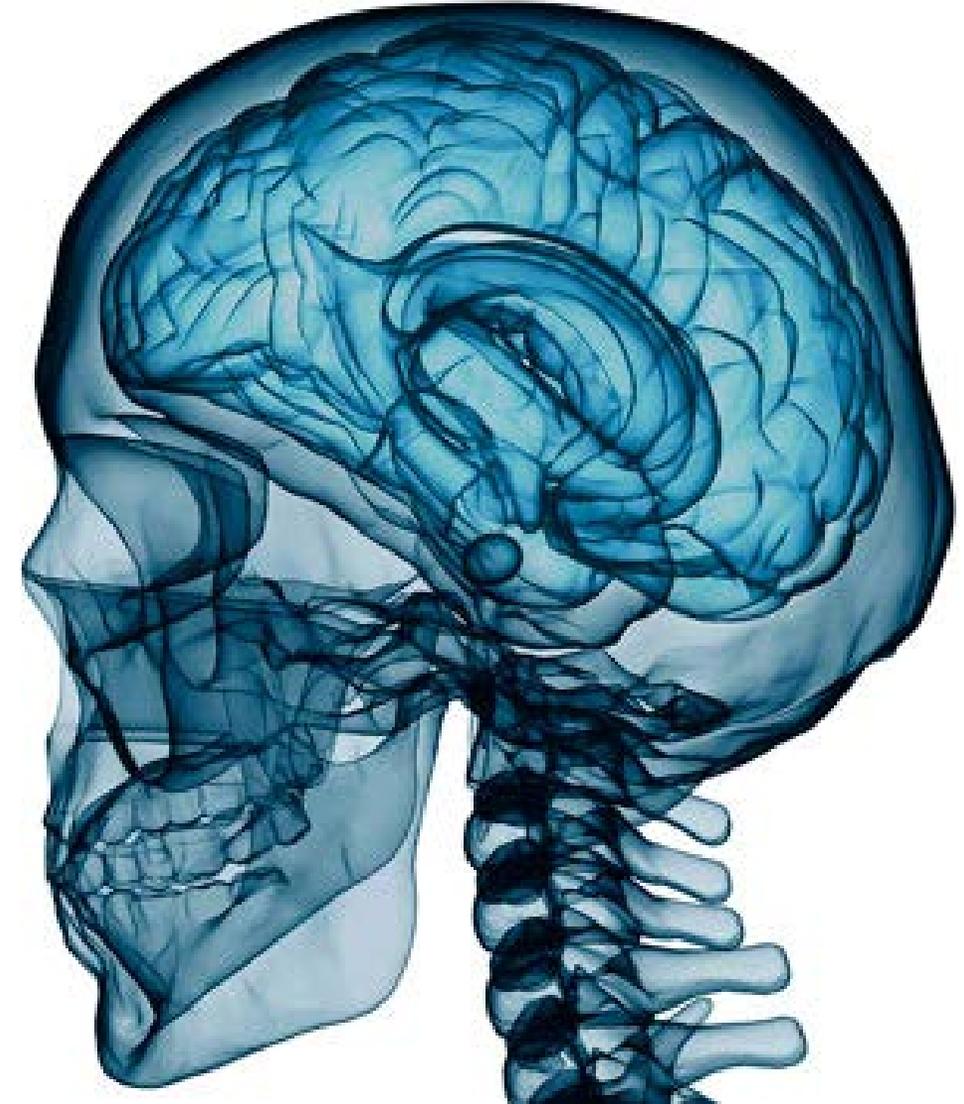
Cf { *Mt = Material*
Mn = Mental

Ac { *Cl = Clarity*
Cr = Credibility

Experiment: The fulcrum



$$Vf_{Ac} - Cf_{Ac} = Nf$$



The four conclusions of an
effective value proposition.

“I want it”

What is wrong with this CTA?



Donate Today

Experiment #1: Background



Company: *SurveySpot Headline Test*

Test Protocol: TP1111

Problem: A survey company offering to pay its members to take surveys

Hypothesis: Reducing the perceived friction and adding value proposition by reducing the length of the page and adding a headline will increase the number of registrants because prospects desire a quick process focused on the value they will receive

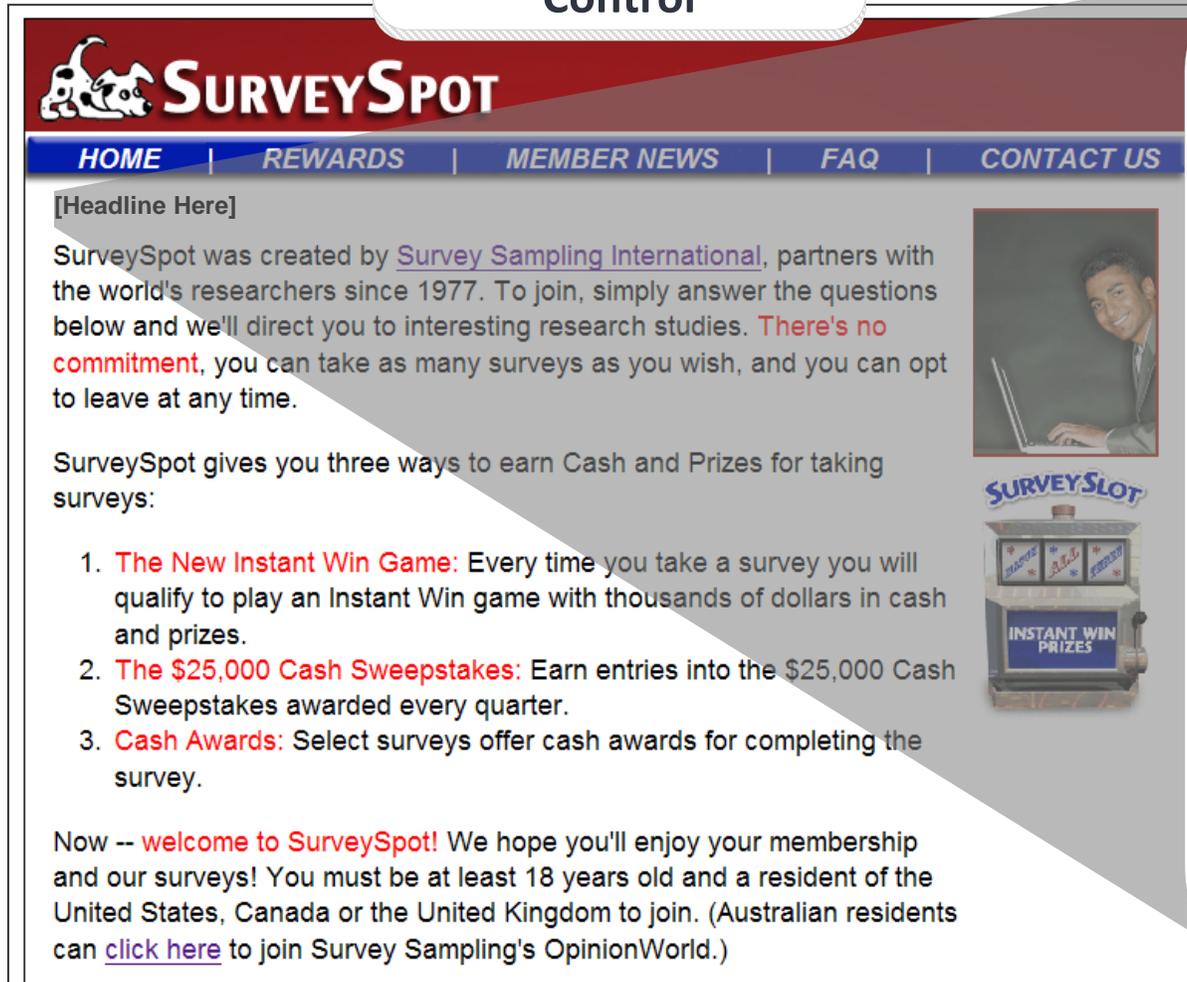
Goal: To increase qualified survey panelist registrations

Primary Research Question: Which panelist registration page will have a higher conversion rate? Which headline will generate the highest subscription rate?

Primary KPI: Subscription rate

Experiment #1: Control and Treatments

Control



The screenshot shows the SurveySpot website homepage. At the top left is the SurveySpot logo, which includes a cartoon dog head. Below the logo is a navigation bar with links for HOME, REWARDS, MEMBER NEWS, FAQ, and CONTACT US. The main content area features a placeholder for a headline, followed by a paragraph of introductory text. Below this is a list of three ways to earn cash and prizes, each with a red heading. To the right of the text is a small image of a man at a laptop and a slot machine labeled 'SURVEYSLOT' and 'INSTANT WIN PRIZES'. At the bottom, there is a paragraph of text about membership requirements and a link to join.

[Headline Here]

SurveySpot was created by [Survey Sampling International](#), partners with the world's researchers since 1977. To join, simply answer the questions below and we'll direct you to interesting research studies. **There's no commitment**, you can take as many surveys as you wish, and you can opt to leave at any time.

SurveySpot gives you three ways to earn Cash and Prizes for taking surveys:

1. **The New Instant Win Game:** Every time you take a survey you will qualify to play an Instant Win game with thousands of dollars in cash and prizes.
2. **The \$25,000 Cash Sweepstakes:** Earn entries into the \$25,000 Cash Sweepstakes awarded every quarter.
3. **Cash Awards:** Select surveys offer cash awards for completing the survey.

Now -- **welcome to SurveySpot!** We hope you'll enjoy your membership and our surveys! You must be at least 18 years old and a resident of the United States, Canada or the United Kingdom to join. (Australian residents can [click here](#) to join Survey Sampling's OpinionWorld.)



▶ *Which headline won?*

1. Join the SurveySpot Community and Have Your Opinions Count
2. Get Rewarded for Your Opinion
3. Set Up Your FREE Account Today and Start Earning Money!
4. Take Online Surveys From Home and Win Cash & Prizes

Experiment #1: Results

ALL HEADLINES FROM EXPERIMENT (BY PERFORMANCE)

- ↑ 10.44% **Get Paid** to Take FREE Surveys
- ↑ 8.87% **Here's Your First Survey**, and an Invitation to Join Our Research Community
- ↑ 7.46% **Get Paid** to Fill Out Online Surveys
- ↑ 7.23% **Get Rewarded** for Your Opinion
- ↑ 5.67% **Surveys** – Quick, Easy and FREE
- ↑ 5.12% **Win Cash & Prizes** for Online Surveys
- ↑ 5.03% Set Up Your FREE Account Today and Start Earning Money!
- ↑ 4.24% You're Invited to Join the SurveySpot Community and to Earn Rewards For Your Opinions
- ↑ 3.36% Join the SurveySpot Community and Have Your Opinions Count
- ↑ 2.95% Take Online Surveys From Home and Win Cash & Prizes



Experiment #2: Background



Company: *Christian Broadcasting Network*

Test Protocol: TP12179

Problem: The incentive layout on mobile proved to be effective, however we saw a decrease in the desktop performance

Research Question: Which donation page will generate the highest donation rate and overall revenue?

Hypothesis: By applying the mobile layout on desktop, we will increase donation rate and overall revenue

Goal: To increase overall revenue in the call center by offering callers a one-time donation

Primary KPI: Revenue

Secondary KPI: Donation rate

Experiment #2: What donors said...



Responses	
	She just hasn't had a chance of setting up. She is afraid that some months she may not have to give.
	She doesn't like to give electronically. – Did not have time for remaining of survey. Just mailed check in today.
	He does not like the electronic stuff. He is 75 yrs old and says he is old fashioned.
	Wife does not believe in electronic giving. They maintain control in regards to adding or subtracting and the timing of sending.
	She gives as she is able and has banking system.
	health is not good; she prefers to mail in if possible
	She feels more comfortable and in control.
She just prefer	Responses
She give autom	She wants to help others.
He do not have	Water Wells projects/ Clean water
His wife told hir	News and helping of people/ other ministries.
She just chose	Water wells/ clean water for people.
He like to have	Outreach ministries.
	She wants to help more people when you can. She tithes to her local church.
	She enjoyed watching Pat Robertson and enjoys giving to help as she is able.
	Partner was watching it on television and saw that we were helping all over the world especially the children, and Pat inspired her.
	She love to give because CBN do so much for the ministry, and she also love Pat.
	Partner wanted to help other people.
	Partner decided to give because he is very thankful.
	Partner just wanted to help people.
	Everette was watching the show and he saw children that needed help.
	Partner stated that years ago her neighbor used to watch the 700 Club and invited her to watch the show. Pat also encouraged her a lot.

“I want to help others.”

“Water wells/clean water for people”

“I want to help more people”

“Saw children needing help”

“I love to give because [organization] does so much ministry”

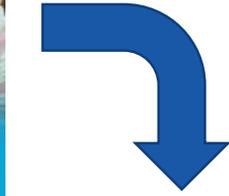
Experiment #2: What donors did...



MAKE YOUR LIFE COUNT

Your gift through CBN can provide aid and spread the gospel to millions in need

MAKE A DIFFERENCE >



Through CBN

greatest difference. For 55 years, CBN has been consistently transforming the world by spreading the gospel and providing aid to those in need.

- **338 million** people receiving Christian programming annually
- **265,000** people worldwide are helped by medical missions
- **100,000** orphans are cared for through CBN's ministry, Orphan's Promise.
- And much more...

Select a Monthly Giving Level

<input type="radio"/> Chairman's Circle	\$834 /month	\$10,008/year
<input type="radio"/> Founder's Club	\$417/month	\$5,004/year
<input type="radio"/> 2500 Club	\$209/month	\$2,508/year
<input type="radio"/> 1000 Club	\$84/month	\$1,008/year
<input type="radio"/> 700 Club Gold	\$40/month	\$480/year
<input type="radio"/> 700 Club	\$20/month	\$240/year

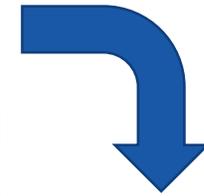
Monthly Amount \$

Charge your monthly pledge automatically on day each month.

"WE BOTH BROKE DOWN CRYING"

See how Cheryl discovered the power to overcome addiction in CBN's *Victory Through Life's Storms*.

Streaming Available **Get Your DVD** CBN



Life's Trials with Strength and Courage
Partner and get *Victory Through Life's Storms*

CBN partners helping make an impact on millions of lives around the world by giving through CBN.

In gratitude, we'll send you both:

- a DVD copy of *Victory through Life's Storms* by Pat Robertson
- PLUS additional **faith-building teachings** each month

In this powerful DVD, you'll discover how people who have experienced some of life's greatest struggles like stage 4 cancer, marital infidelity, disability and addiction have **overcome these obstacles** through the power of God's word.

Select a Monthly Giving Level

<input type="radio"/> Chairman's Circle	\$834 /month	\$10,008/year
<input type="radio"/> Founder's Club	\$417/month	\$5,004/year
<input type="radio"/> 2500 Club	\$209/month	\$2,508/year
<input type="radio"/> 1000 Club	\$84/month	\$1,008/year
<input type="radio"/> 700 Club Gold	\$40/month	\$480/year
<input type="radio"/> 700 Club	\$20/month	\$240/year

Monthly Amount \$

Charge your monthly pledge automatically on day each month.

78%
In Donation Rate



Experiment #3: Background



Research Partner: *Fisher's Center for Alzheimer's Research Foundation*

Experiment ID: TP1041

Background: A nonprofit that supports Alzheimer's disease research

Hypothesis: Focusing the value proposition and addressing anxiety by changing the copy and adding/emphasizing third-party credibility indicators will increase the donation rate because customers are concerned that their donation will effectively go toward what they want.

Goal: To significantly increase donations on their site

Research Question: Which page will generate the most donations?

Primary KPI: Donation rate

Experiment #3: Control vs. treatment



FISHER CENTER FOR ALZHEIMER'S RESEARCH FOUNDATION

HOME

You Can Give Hope!

94% RESEARCH
6% ADMINISTRATIVE

How Donations Are Used
94.4% of donations go directly to research. Only 5.6% go to administrative costs.

The Fisher Center for Alzheimer's Research Foundation is one of the world's largest research teams leading the battle against Alzheimer's disease, and you can help us.

We fund over 85 scientists across the United States, with partnerships and collaborations in 11 other countries, all under the direction of Nobel Laureate Dr. Paul Greengard at The Rockefeller University in New York City.

The donation you make today will help us continue to fund important research to find a cure for Alzheimer's Disease.

I am making this donation in memory or honor of a loved one.

LIVE SUPPORT! Online / Offline / Leave A Message



↑ 54%
In Donation Rate

The Cure Is Close, Your Donation Brings Us Closer



Meet Jenny and her Grandma.
Jenny's grandmother is one of the 5 million Americans affected by Alzheimer's disease. Because her grandmother has Alzheimer's, Jenny suffers. Her whole family does. Grandma doesn't know Jenny anymore, and that hurts. Caring for Grandma takes its toll on Jenny's Mom, and Dad, and the family finances.

As Alzheimers sufferers experience a gradual decline in their mental state, caregivers can do little but watch this devastating disease rob them of their memories and functional abilities. The emotional heartbreak and financial burden on family members and other caregivers can be overwhelming. This is why we need to do more research, and why we are asking for your help.

Our team of internationally renowned scientists, under the direction of Nobel laureate Dr. Paul Greengard, has been at the forefront of seminal research that has provided a conceptual framework for modern day investigations into Alzheimer's disease.

We are helping millions live with Alzheimer's disease. Your donations will help billions live without it.

94% RESEARCH
6% ADMINISTRATIVE

“I want it”



Key Principle: A donor does NOT cease to be human in the act of donating.

Key Principle: For most donors, the act of giving is still an act of receiving. Though not consciously motivated by return, the average donor does subconsciously calculate “what will I get” by giving.

Key Principle: Therefore, we must ensure that we connect our request of support directly to one or more of three “levers of appeal”:

1. Relevance
2. Importance
3. Urgency

Experiment #3: Background



Company: *Christian Broadcasting Network*

Test Protocol: TP12143

Problem: There is not enough distinction in the level-specific value proposition to motivate a potential donor to give at higher levels

Research Question: Which donation page will generate the highest donation rate and overall revenue?

Hypothesis: Increasing the perceived value of each level by adding unique incentives for each level will increase the total revenue generated by donations because prospective donors are willing to give more but need further justification for giving at high-levels.

Goal: To increase overall revenue by adding donation-level value proposition

Primary KPI: Revenue

Secondary KPI: Donation rate

Experiment #3: Control



CBN
THE CHRISTIAN BROADCASTING NETWORK

Give by phone 1-800-823-6053 or mail-in giving form.
About CBN Ministries

Select a secure online giving option...

Option 1 **Monthly Pledge** Option 2 Single Gift Option 3 Pledge Payment More Giving Options...

Monthly Pledge "Pledge Express"

Become a CBN Partner or [increase your existing pledge.](#)

Select a Monthly Giving Level

<input type="radio"/>	Chairman's Circle	\$834 /month	\$10,008/year
<input type="radio"/>	Founder's Club	\$417/month	\$5,004/year
<input type="radio"/>	2500 Club	\$209/month	\$2,508/year
<input type="radio"/>	1000 Club	\$84/month	\$1,008/year
<input type="radio"/>	700 Club Gold	\$40/month	\$480/year
<input type="radio"/>	700 Club	\$20/month	\$240/year

Monthly Amount \$

Charge your monthly pledge automatically on day each month.

Name/Address

Title* (Mr./Mrs./...)

First Name*

Mid Name

Last Name*

Spouse Name

Suffix (Sr./Jr./II/...)

Address*

City*

State*

Zip*

Country*

E-mail*

Phone - - (optional)

Remember name and address next time

Continue to Payment

Evangelical Council for Financial Accountability Norton SECURED

Our Gift to You!

by Pat and Gordon Robertson

Exclusive for CBN Partners
Become a CBN partner and receive *The Secret Kingdom and the Law of Expectation* DVD by Pat and Gordon Robertson, and exclusive partner access to watch online.
700 Club members receive 1 DVD
700 Club Gold members can receive up to 3 DVDs
1000 Club members and above can receive up to 5 DVDs

Monthly Pledge "Pledge Express"

Become a CBN Partner or [increase your existing pledge.](#)

Select a Monthly Giving Level

<input type="radio"/>	Chairman's Circle	\$834 /month	\$10,008/year
<input type="radio"/>	Founder's Club	\$417/month	\$5,004/year
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<input type="radio"/>	1000 Club	\$84/month	\$1,008/year
<input type="radio"/>	700 Club Gold	\$40/month	\$480/year
<input type="radio"/>	700 Club	\$20/month	\$240/year

Monthly Amount \$

Charge your monthly pledge automatically on day each month.

Name/Address

Title* (Mr./Mrs./...)

First Name*

Mid Name

Our Gift to You!

Exclusive for CBN Partners
Become a CBN partner and receive *The Secret Kingdom and the Law of Expectation* DVD by Pat and Gordon Robertson, and exclusive partner access to watch online.
700 Club members receive 1 DVD
700 Club Gold members can receive up to 3 DVDs
1000 Club members and above can receive up to 5 DVDs

Experiment #3: Treatment



CBN THE CHRISTIAN BROADCASTING NETWORK Give by phone 1-800-822-6033 or [make an online form](#) [About CBN Ministries](#)

Select a secure online giving option...

Option 1 **Monthly Pledge** Option 2 Single Gift Option 3 Pledge Payment [More Giving Options...](#)

Become a CBN Partner with a monthly "Pledge Express" donation or [increase your existing pledge](#).

Please select a **Monthly Giving Level**

- 700 Club \$20/month**
You receive...

The Secret Kingdom and the Law of Expectation DVD
Pat and Gordon Robertson share principles that have helped thousands of people find success, favor, peace and purpose in their lives.
- 700 Club Gold \$40/month**
Receive *The Secret Kingdom and the Law of Expectation DVD set*, plus...
Pat's Top 10 Teachings DVD set
Get a collection of the 10 most powerful teachings and narrations from Pat and Gordon Robertson.
- 1000 Club \$84/month**
Receive all of the above, plus...
Superbook Season 1 DVD set
Get the complete 1st season of CBN's Superbook series with 13 animated Bible stories!

[See Other Giving Levels](#)

Your Monthly Donation Amount \$ Charge your monthly pledge automatically on day each month.

Enter your **Name & Address**

Title* First Name* Last Name*

Address*

City* State*

Zip* (Outside U.S. use NA) Country*

Phone Number Email Address*

Remember name and address next time

[Continue to Payment](#)

Become a World Changer
Join CBN partners who are bringing the love of God to millions of hurting people every day.
As a partner, you can help provide medical care, clean water, humanitarian aid, and a message of hope to those who need it most.

Please select a Monthly Giving Level

- 700 Club \$20/month**
You receive...

The Secret Kingdom and the Law of Expectation DVD
Pat and Gordon Robertson share principles that have helped thousands of people find success, favor, peace and purpose in their lives.
- 700 Club Gold \$40/month**
Receive *The Secret Kingdom and the Law of Expectation DVD set*, plus...

Pat's Top 10 Teachings DVD set
Get a collection of the 10 most powerful teachings and narrations from Pat and Gordon Robertson.
- 1000 Club \$84/month**
Receive all of the above, plus...

Superbook Season 1 DVD set
Get the complete 1st season of CBN's Superbook series with 13 animated Bible stories!

[See Other Giving Levels](#)

Your Monthly Donation Amount \$ Charge your monthly pledge automatically on day each month.

"I'd like to personally thank you for considering giving to CBN. Your gifts are critical in spreading the Gospel and providing aid to millions in need. Generous support has empowered us to serve God's mission for 56 years." —Pat Robertson

Experiment #3: Treatment (expanded)



CBN THE CHRISTIAN BROADCASTING NETWORK Give by phone 1-800-822-6033 or mail-in giving form About CBN Ministries

Select a secure online giving option...

Option 1 Monthly Pledge Option 2 Single Gift Option 3 Pledge Payment More Giving Options...

Become a CBN Partner with a monthly "Pledge Express" donation or [increase your existing pledge](#).

Please select a Monthly Giving Level

- 700 Club \$20/month**
You receive...
 The Secret Kingdom and the Law of Expectation DVD
Pat and Gordon Robertson share principles that have helped thousands of people find success, favor, peace and purpose in their lives.
- 700 Club Gold \$40/month**
Receive The Secret Kingdom and the Law of Expectation DVD set, plus...
 Pat's Top 10 Teachings DVD set
Get a collection of the 10 most powerful teachings and narrations from Pat and Gordon Robertson.
- 1000 Club \$84/month**
Receive all of the above, plus...
 Superbook Season 1 DVD set
Get the complete 1st season of CBN's Superbook series with 13 animated Bible stories!

[See Other Giving Levels](#)

Your Monthly Donation Amount \$ Change your monthly pledge automatically on day each month.

Enter your Name & Address

Title* First Name* Last Name*

Address*

City* State*

Zip* (Outside U.S. use NA) Country*

Phone Number Email Address*

Remember name and address next time

[Continue to Payment](#)

Become a World Changer
Join CBN partners who are bringing the love of God to millions of hurting people every day.
As a partner, you can help provide medical care, clean water, humanitarian aid, and a message of hope to those who need it most.

Receive all of the above, plus...
 Superbook Season 1 DVD set
Get the complete 1st season of CBN's Superbook series with 13 animated Bible stories!

2500 Club \$209/month

Receive all of the above, plus...
 Exclusive Christian Flag
Get a Christian flag flown over the CBN Studio. Exclusively from CBN, they are designed for outside use, made of 100% heavyweight nylon with pure brass grommets.

Founder's Club \$417/month

Receive all of the above, plus...
 Exclusive Israel Flag
Get an Israeli flag with this exclusive CBN offer. This flag is designed for outside use and engineered for durability. Each flag is made of 100% heavyweight nylon and features a double sewn canvas header and pure brass grommets for easy display on any flagpole.

Chairman's Circle \$834/month

Receive all of the above, plus...
 Weekend at a CBN Spring Event
Enjoy an exclusive weekend with CBN at our Spring Partner Event where you'll experience uplifting worship and fellowship. You'll be encouraged and blessed as we share how your generous giving is enabling CBN to change the world and spread the Gospel.

[Hide Other Giving Levels](#)

Experiment #3: Results



7%

Relative Increase in Overall Donation Rate



17%

Relative Increase In Monthly Revenue



37%

Relative Increase in 700 Club Gold Donation Rate

The screenshot shows the CBN website's donation interface. At the top, it says 'Give by phone 1-800-823-6053 or mail-in giving form.' and 'About CBN Ministries'. Below this, it prompts the user to 'Select a secure online giving option...' with three options: 'Option 1 Monthly Pledge', 'Option 2 Single Gift', and 'Option 3 Pledge Payment'. The 'Monthly Pledge' option is selected. A link says 'Become a CBN Partner with a monthly "Pledge Express" donation or [increase your existing pledge.](#)'

The main section is titled 'Please select a Monthly Giving Level' and lists three options:

- 700 Club \$20/month**: You receive... *The Secret Kingdom and the Law of Expectation DVD*. Pat and Gordon Robertson share principles that have helped thousands of people find success, favor, peace and purpose in their lives.
- 700 Club Gold \$40/month**: Receive *The Secret Kingdom and the Law of Expectation DVD set*, plus... **Pat's Top 10 Teachings DVD set**. Get a collection of the 10 most powerful teachings and narrations from Pat and Gordon Robertson.
- 1000 Club \$84/month**: Receive all of the above, plus... **Superbook Season 1 DVD set**. Get the complete 1st season of CBN's Superbook series with 13 animated Bible stories!

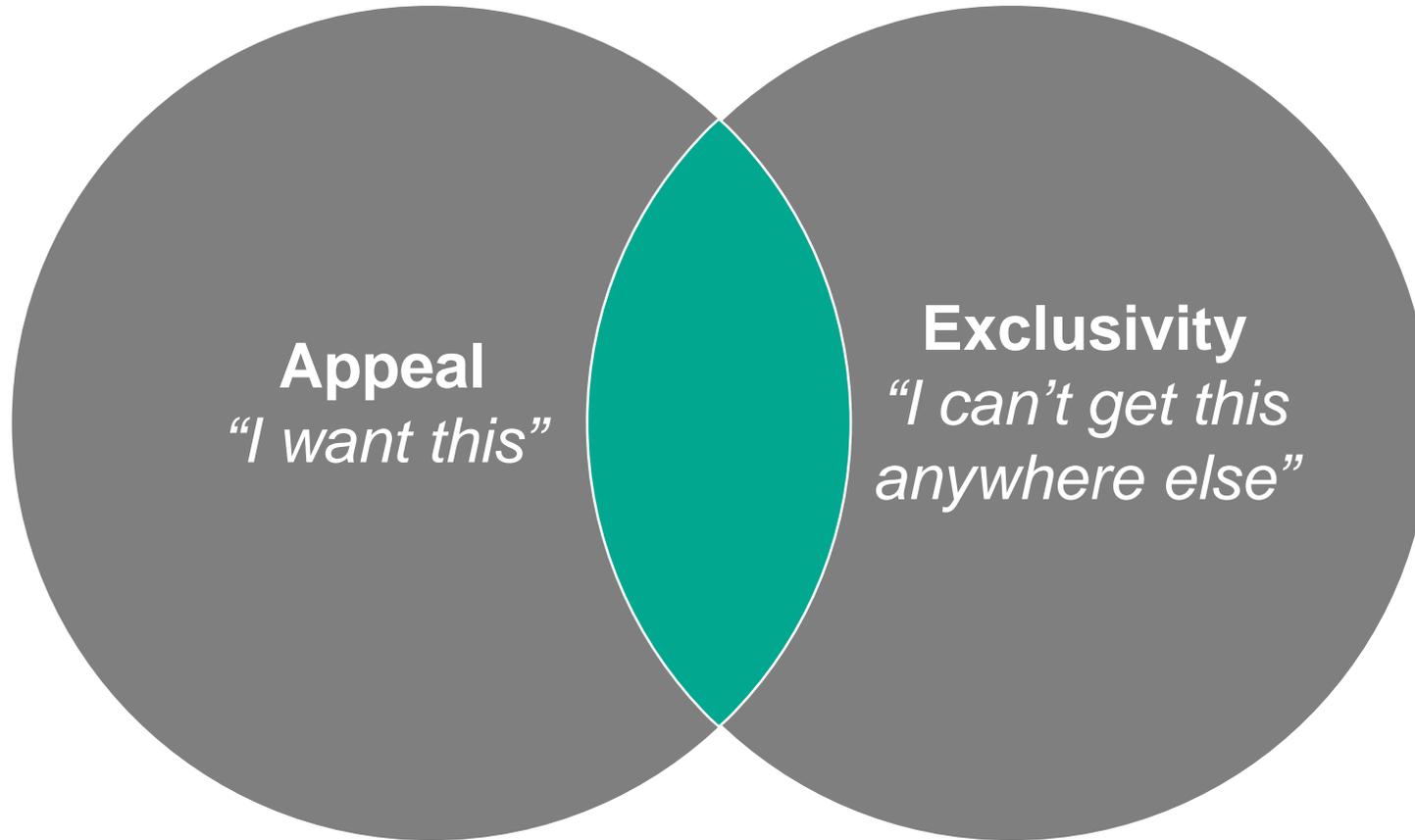
A link 'See Other Giving Levels' is provided. Below the options, a form shows 'Your Monthly Donation Amount \$ 40.00' and 'Charge your monthly pledge automatically on day 2 each month.'

At the bottom, there is a section 'Enter your Name & Address' with input fields for 'Title*', 'First Name*', and 'Last Name*'. Security logos for Norton Secured and eCPA are visible. A testimonial from Pat Robertson is on the right: 'I'd like to personally thank you for considering giving to CBN. Your gifts are critical in spreading the Gospel and providing aid to millions in need. Generous support has empowered us to serve God's mission for 56 years.' —Pat Robertson



“I can’t get it anywhere else”

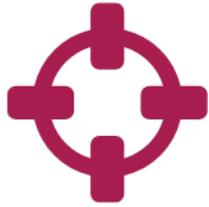
“I can’t get it anywhere else”



“I can’t get it anywhere else”



“I can’t get it anywhere else”



Specialized Focus



Effectiveness



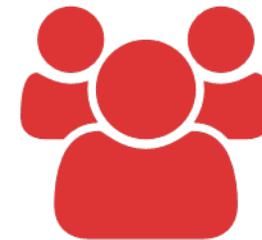
Unique Experience



Exclusive Status



Locality



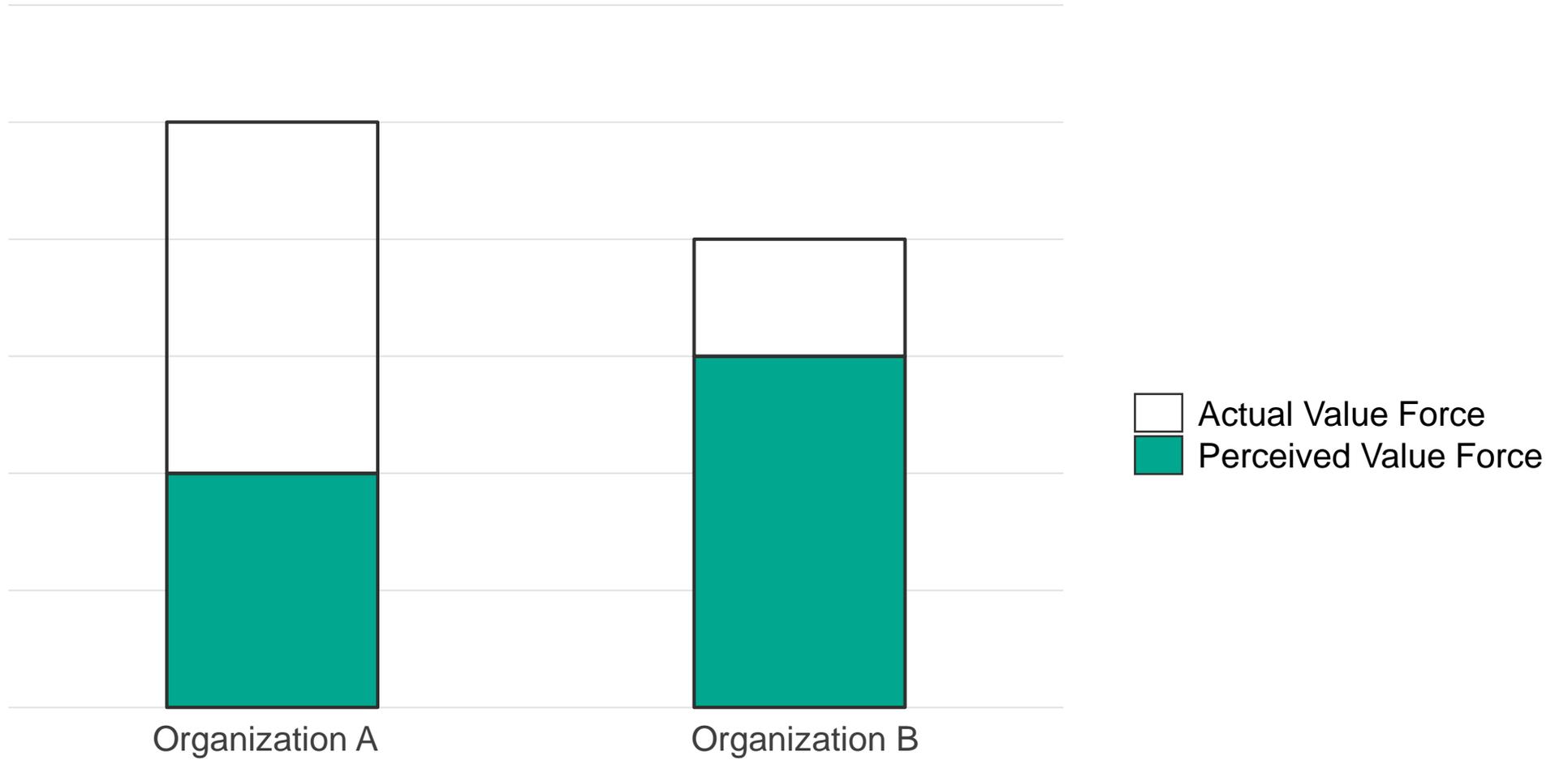
Affiliations

“I understand it”

“I understand it”



“I understand it”



Experiment #4: Background



Company: *Willow Creek Association*

Test Protocol: TP12186

Problem: The current donation page lacks clarity around the value of a donation

Research Question: Which donation page will generate the highest donation rate and total revenue?

Hypothesis: Bringing greater value proposition clarity by adding copy, changing imagery and providing evidentials will motivate more people to give because people need more clarity around what their donation will do before they decide to give

Goal: To increase overall revenue generated from this page by clearly reinforcing value proposition

Primary KPI: Revenue

Secondary KPI: Donation rate

Experiment #4: Control



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GIVE

CREATE A RIPPLE EFFECT & UNLEASH A MOVEMENT OF COURAGEOUS LEADERS

One Time

SELECT AMOUNT: \$ 75

DIRECTED TO: Where needed most

Continue

WHAT RIPPLE EFFECT WILL YOU HAVE?

Scrolling through our news feeds each day and seeing the steady onslaught of insanity in our world is enough to drive the most hopeful among us into despair. Greed, violence, racial tension, corruption, disease, natural disasters and families displaced by war are the norm.

Surprisingly, so many leaders like you are hopeful. Not because you believe the insanity will miraculously end, but because **you have discovered a solution to it...**

The ripple effect of an inspired and equipped Christ-centered leader.

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Ignite a year-round movement. Imagine the impact!

Give Now

The Ripple Effect

GIVE

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One Time

SELECT AMOUNT: \$ 75

DIRECTED TO: Where needed most

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Experiment #4: Control



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Where needed most
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Experiment #4: Treatment



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When you give to The Global Leadership Development Fund, you empower leaders who create a ripple effect of love and grace in their communities.

Giving online today is the fastest and most impactful way to help leaders all over the world.

DONATION FREQUENCY: One Time | SELECT AMOUNT: \$ 75*

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* \$75 is all it takes to send one leader to an international Summit

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HELP LEADERS WORLD-WIDE

Will you prayerfully consider how you can help fund the \$3M gap that remains with a year-end gift?

Progress bar: \$5 Million Raised (0 to \$5M)

Because of You... [EXPAND YOUR RIPPLE EFFECT](#)

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IMPACT BY THE NUMBERS

THE INDEPENDENT RESEARCH FIRM EXCELLENCE IN GIVING SAYS THAT INVESTING IN THE SUMMIT IS ONE OF THE MOST FRUITFUL INVESTMENTS YOU CAN MAKE AND GRACE IN THEIR COMMUNITIES AND AROUND THE WORLD.

- \$75**: The amount it costs to sponsor a single leader to attend the GLS
- 675**: The number of Summit sites around the world with people who now have access to world-class leadership content
- \$15K**: The cost to translate the GLS into a single language, the currently available GLS into 59 languages a year
- 128**: The number of countries where the GLS is now available to the leader's who need it most

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Experiment #4: Treatment



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Experiment #4: Side-by-side



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GIVE

CREATE A RIPPLE EFFECT & UNLEASH A MOVEMENT OF COURAGEOUS LEADERS

One Time

SELECT AMOUNT

\$ 75

DIRECTED TO

Where needed most

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2015 Annual Report

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128

The number of countries where the OLS is now available to the leaders who need it most

Experiment #4: Results



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GIVE

CREATE A RIPPLE EFFECT & UNLEASH A MOVEMENT OF COURAGEOUS LEADERS

One Time

SELECT AMOUNT

\$ 75

DIRECTED TO

Where needed most

Continue

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Make an Impact

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2016 DONATIONS

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\$0 \$4M \$8M \$10M

\$5 Million Raised

Because of You...

EXPAND YOUR RIPPLE EFFECT

2015 Annual Report

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54% The increase in the number of leaders who have been trained

54%
In Donation Rate

“I believe it”

"I believe it"



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WATCH LIVE

FBI Clinton Foundation probe finds 'avalanche' of corruption evidence against her - but agents fear Justice Department will stop her going on trial

- Clintons are accused of running a pay-for-play operation out of State that favored donors to their charity - a charge they have denied
- Feds are 'actively and aggressively pursuing' a case, Fox's Bret Baier said Wednesday, and they have an 'avalanche' of evidence
- FBI's pursuit of the case is rooted in recordings of a suspect in a different corruption case who spoke about foundation's alleged dirty dealings
- The FBI, under the leadership of director James Comey, believed those



NEWS FUNDRAISING PHILANTHROPY MANAGEMENT POLICY

Moore Charitable Foundation Revealed as Victim of \$25 M Scam

By RUTH MCCAMBRIDGE | March 31, 2016

6 13

VETERANS

Wounded Warrior Project's top execs fired amid lavish spending scandal

Published March 10, 2016 · Fox News

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AMERICA

50 Years Ago, Sugar Industry Quietly Paid Scientists To Point Blame At

September 13, 2016 · 9:59 AM ET

CAMILA DOMONOSKE



DEAD PRESIDENTS Donald Trump's Charity Scandal Is About to Go National

The Trump Foundation was just ordered to stop fundraising in New York. Many, many other states could soon follow suit.

GIDEON RESNICK, TIM MAK 10.05.16 1:00 AM ET

New York could be just the start. Donald Trump's charity may soon be in hot water in states across the country—part of a long and painful process that could tie up the Republican nominee to the election and beyond.



Leonardo DiCaprio, the Malaysian Money Scandal and His "Unusual" Foundation

by Gary Baum · August 17, 2016, 7:25am PDT



According to the Justice Department, certain

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VETERANS

Wounded Warrior Project's top execs fired amid lavish spending scandal

Published March 10, 2016 · Fox News

f t g e p



FBI Clinton Foundation probe finds

Today, a clear value proposition is not enough, it must also be *instantly credibility*.

By RUTH MCCAMBRIDGE | March 31, 2016

f 6 in 13 t



Leonardo DiCaprio, the Malaysian Money Scandal and His "Unusual" Foundation

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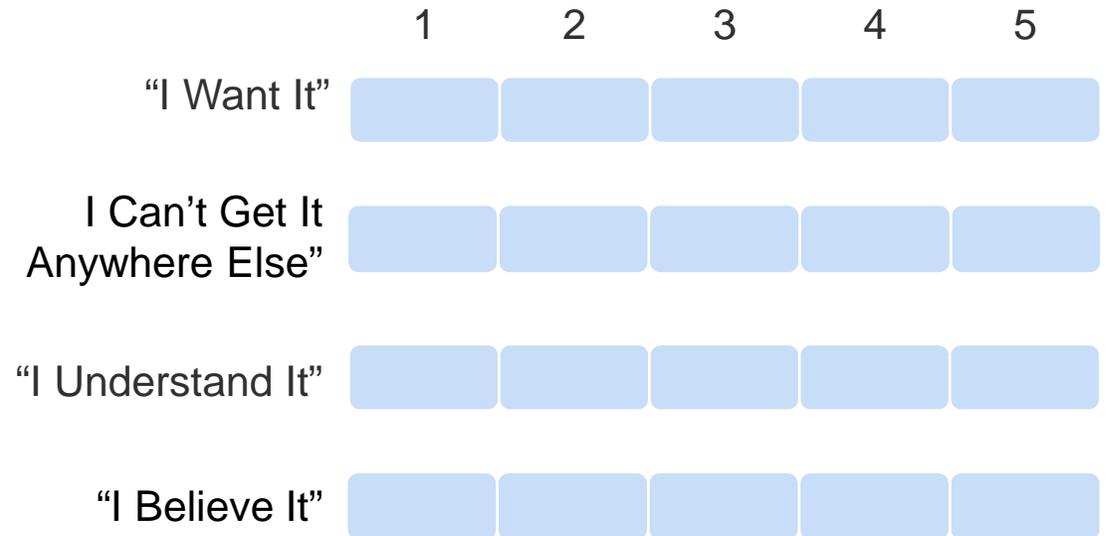
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According to the Justice Department, certain

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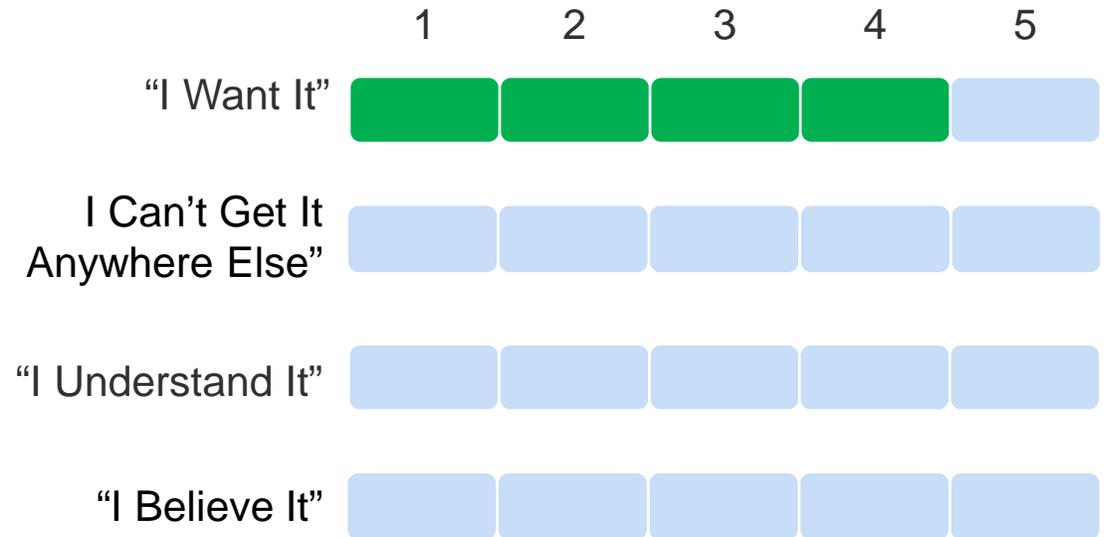
Value Proposition: We have the nation's fastest mobile broadband network and the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries; the largest Wi-Fi network in the United States based on branded and operated hotspots.



“I believe it”



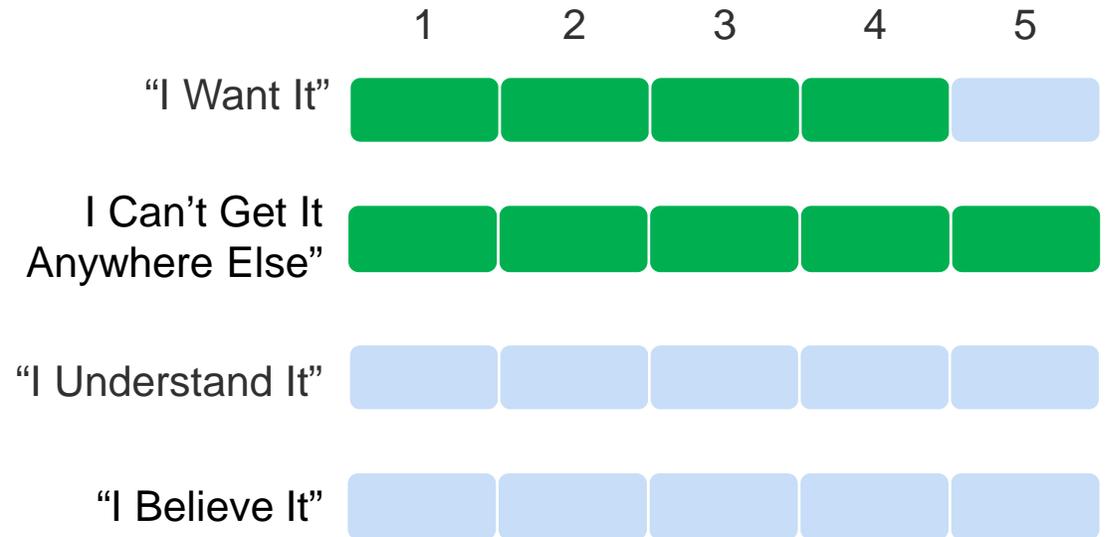
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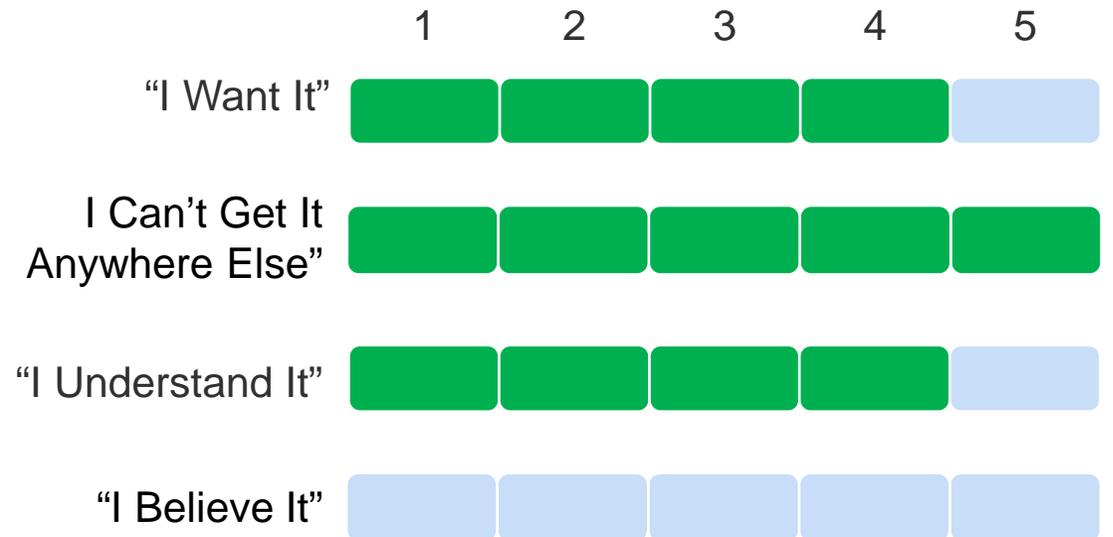
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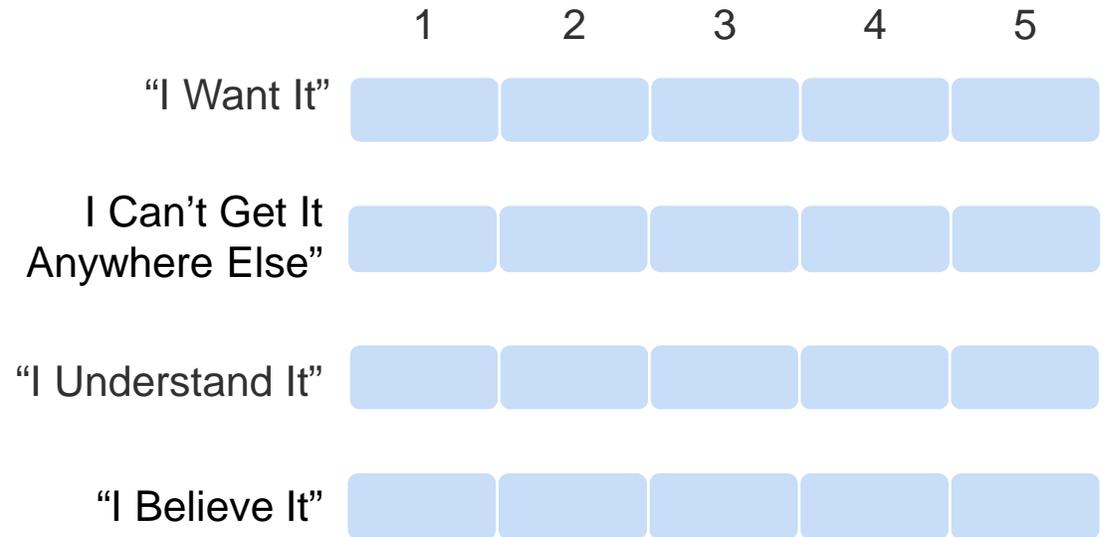
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$$Vf_{Ac} - Cf_{Ac} = Nf$$

“I believe it”



Key Principle: There are three primary ways to increase the perceived credibility of a value proposition.

1. **Quantification:** Don't just tell me it will have the greatest impact, tell me how much impact.

Examples of Quantification



- **338 million** people receiving Christian programming annually
- **265,000** people worldwide are helped by medical missions
- **100,000** orphans are cared for through CBN's ministry, Orphan's Promise.
- And much more...

IMPACT BY THE NUMBERS

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2. **Specification:** Don't just tell me you are the most connected, tell me the specific connections you have.



We provide care and support to those affected

The Alzheimer's Association works on a global, national and local level to provide care and support for all those affected by Alzheimer's and other dementias. We are here to help.

- We have local chapters across the nation, providing services within each community. [Find a chapter near you.](#)
- Our professionally staffed [24/7 Helpline](#) (1.800.272.3900) offers information and advice to more than 300,000 callers each year and provides translation services in more than 200 languages.
- We host face-to-face [support groups](#) and [educational sessions](#) in communities nationwide.
- We connect people across the globe through our [online message boards](#), ALZConnected®. Our online community is ready to answer your questions and give you support.
- We provide caregivers and families with comprehensive online resources and information through our [Alzheimer's and Dementia Caregiver Center](#), which features sections on [early-stage](#), [middle-stage](#) and [late-stage caregiving](#).
- Our free online tool, [Alzheimer's Navigator](#)®, helps those facing the disease to determine their needs and develop an action plan, and our online [Community Resource Finder](#) is a comprehensive database of programs and service, housing and care services, and legal experts.
- We house the [Alzheimer's Association Green-Field Library](#), the nation's foremost library and resource center devoted to increasing knowledge about Alzheimer's disease and related dementias.
- Our safety service, [MedicAlert](#)® + [Alzheimer's Association Safe Return](#)®, is a 24-hour nationwide emergency response service for individuals with Alzheimer's or a related dementia who wander or have a medical emergency.

Our Mission is to provide hope and healing for people in crisis. We do this through a variety of programs and services:

- 24 hour sexual assault/rape and domestic violence crisis lines.
- Safety planning for survivors of domestic violence, sexual violence and child abuse.
- Shelter for survivors of domestic violence.
- Hospital accompaniment for survivors of sexual assault/rape (24/7).
- Individual, couples and family counseling as well as play therapy for children.
- Trauma informed counseling for adults or children who have witnessed or experienced physical or sexual abuse or other traumatic situations.
- Adult support groups for survivors of sexual assault/rape and domestic violence.
- Teen support groups for survivors of sexual assault/rape.
- Post-traumatic stress debriefings for groups affected by violence.
- Support groups for non-offending caregivers of children who have been abused.
- Court advocacy/accompaniment including assistance filing 50-B and 50-C orders, accompaniment to civil and criminal court and court-related meetings.
- Legal representation by pro-bono attorneys for domestic violence survivors.
- Domestic violence education and counseling for women who are incarcerated in Mecklenburg County.
- Assistance with applications for Crime Victim's Compensation.
- Case management including assistance accessing community resources, support networks and coordination of referrals.
- Education and systems advocacy around the issues of sexual assault/rape, domestic violence, child abuse, trauma and victimization.

Safe Alliance assists over 10,000 people annually throughout Mecklenburg County and Lake Norman. We also reach thousands more through our educational and prevention programs as well as institutional advocacy efforts.

Safe Alliance is a United Way of the Central Carolinas member agency. We strive to make our services accessible to all people. Please let us know how we may assist you. Alternate formats of materials are available upon request.

“I believe it”



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2. **Specification:** Don't just tell me you are the most connected, tell me the specific connections you have.
3. **Verification:** Don't just tell me about the unique experience, let someone else do your bragging.

Examples of Verification



Media Impact



"Thank you for knocking this search out of the park. We saw several people and your candidate was the only one we wanted to move forward with."



Adwoa Jones
Human Resources Director, Atlantic Council

"I have had the pleasure of working with Nonprofit HR for many years. I can't say enough about the excellent service we have always received. The office is efficient and responsive to our needs, especially in handling our quick turnaround requests. The personnel they provide us with are professional and very skilled. I think their customized help is critical for the small and mid sized firm that can't afford to hire the wrong person or keep someone on payroll who fails to make a real contribution."



Wiley J. Simons
Associate Director, Human Resources, ASAE

From a Nonprofit Partner

"The team at Wired Impact satisfied all of our requests on time and on budget, resulting in a site far superior in every way to our previous one. Additionally, they provided helpful information on related issues, and advised on the pros and cons of all of the decisions made along the way."

[See more testimonials](#)



Jenny Lovet
APSE

"Nonprofit HR is an invaluable partner to Achieve. Their team of consultants have reshaped our HR department and their guidance, leadership and expertise have enabled our employees to focus on their work and further our mission."



Sandy Boyd
COO and Senior Vice President, Strategic Initiatives, Achieve

From a Nonprofit Partner

"Pro Bono Partnership found Wired Impact had the deep technical knowledge and expertise to advise us on the right tools, platforms, and options to accomplish our website goals. Thanks in large part to their nonprofit specialization, they were able to help guide us through an ambitious timeline and a complex content and functional process. We're thrilled with our new site and continue to hear positive feedback from our multiple constituencies!"

[See more testimonials](#)



Marcia Levy
Pro Bono Partnership

Summary and Additional Resources

Value Proposition Check List

“I want it” (Appeal)

- Are claims focused on present prospect’s desires and interests?
- Do claims connect with the prospect’s essential needs (i.e., safety goals, belonging)
- Do they reference natural or artificial urgency?

“I can’t get it anywhere else” (Exclusivity)

- Does there appear to be an “only” factor?
- Is it followed by a specific comparison to a known competitor or area?

“I understand it” (Clarity)

- Are claims/evidentials described with active verbs and concrete nouns?
- Are they described using the prospect’s vocabulary?
- Are they sequenced logically?

“I believe it” (Credibility)

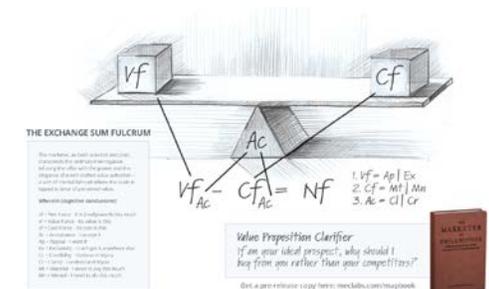
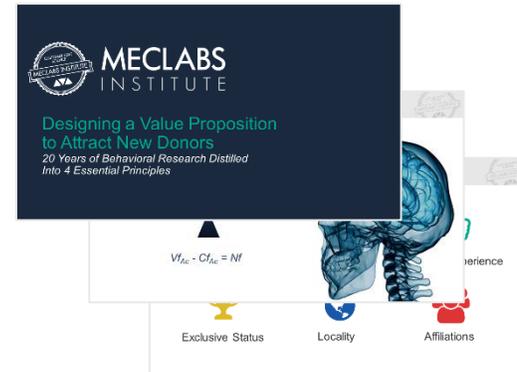
- Are they described using specific facts?
- Are they described using quantitative language?
- Are they backed up by third-party references?

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5 case studies
4 conclusions of an effective value proposition
- **The MECLABS Institute Guide to Optimization**
22 pages includes an in-depth look at 3 of 10 patented heuristics
Tactical tools and detailed examples to optimize your campaigns
- **Value Proposition Reference Card**
Value proposition heuristic and clarifier
Exchange sum fulcrum to help you balance perceived cost and perceived value of every offer and exchange you're providing



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