

NOW APPEARING!

**EMPOWERER OF
EMPATHY!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



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

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

**BOSS
- OF -**

B2B BIZ

🌀 **BRIAN CARROLL** 🌀

Speaking Session:

How Empathy Can Inspire Your Donors to Take Action

Presented By
Brian Carroll
B2B Lead Blog



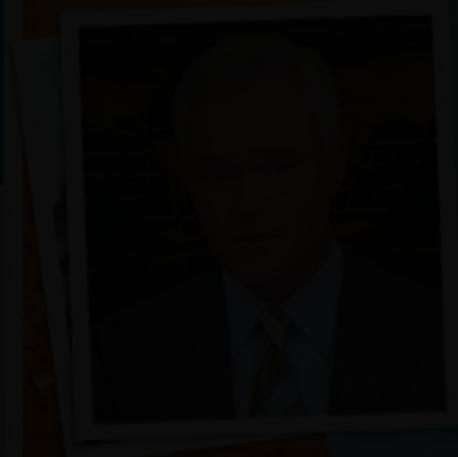
How Empathy Can Inspire Your Donors to Take Action

Brian Carroll

Financial Freedom

Life happens. Our professionals and services will get you back on track.
All free. No strings attached.

Why this?



As seen on
CBS News



click to
watch

Hope



Trust Gap

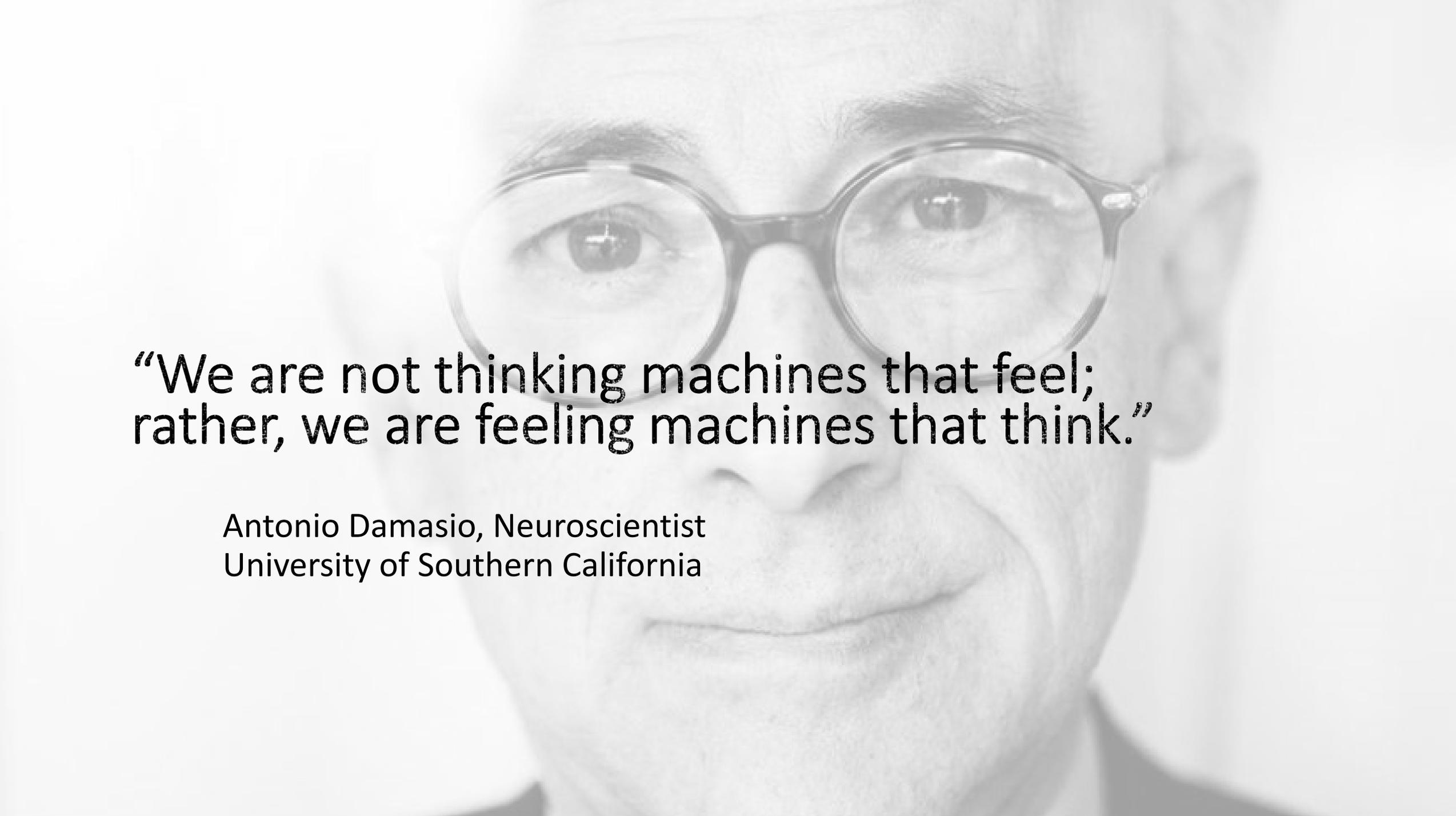


1 in 3 Americans lack confidence in nonprofits

-The Chronicle of Philanthropy Poll

Channels and Noise





“We are not thinking machines that feel;
rather, we are feeling machines that think.”

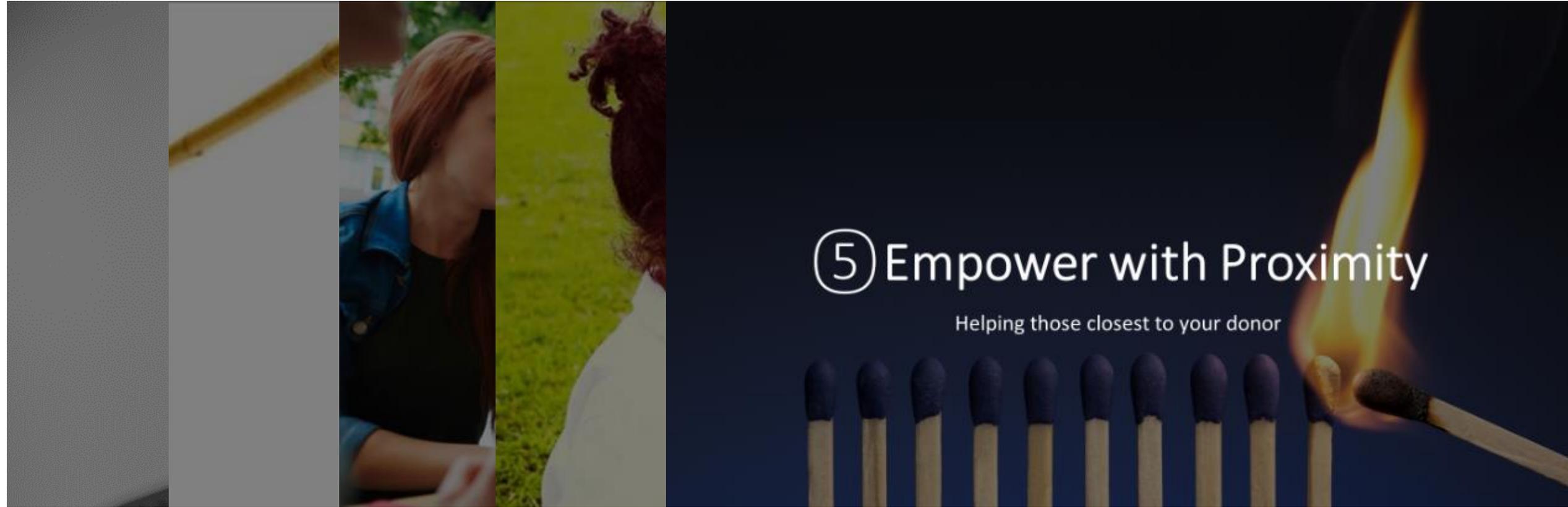
Antonio Damasio, Neuroscientist
University of Southern California

A pair of red and white sneakers with white laces and white soles, positioned on a dark, textured surface. The sneakers are the central focus of the image, with the text overlaid on them.

It begins with empathy

Understanding your donors thoughts and feelings

5 ways empathy can inspire donors to take action





① Put your donors first

Use donor-centric language

Control

Maximize with our Match

Treatment

Make a Tribute and We'll Double Your Gift

Principals in action:

Use words they say

Experiment ID: #1039

@brianjcarroll

How personal tone affects click rate

Control



Dear %%First Name%%,
I know you're busy, so I'll keep this sho
Americans for Prosperity is referring t

DONATE

Treatment



Dear %%First Name%%,
I hope you and your family are well

Principals in action:

Talk with donors and speak to their interests

P.S. Don't forget, in order to keep the state and federal policy victories coming, we must continue to reach and educate citizens all across the country. Become an Americans for Prosperity [Torchbearer](#) today.

This email was sent to: %%emailaddr%%
We respect your right to privacy - [view our policy](#)
Americans For Prosperity 1310 N. Courthouse Road, Suite 700
Arlington, VA 22201
[Update Profile and Subscription Preferences](#) | [One-Click Unsubscribe](#)

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Experiment ID: #4116

@brianjcarroll



② Map their motivation

Why do donors give?

How motivations affect click rate

C: Speaker



NextAfter ✓

Written by Nathan Hill [?] · July 28 at 3:58pm · 🌐

Join Brian Carroll, best-selling author and former Chief Evangelist at MECLABS, as he shares what he has learned throughout his career about

T1:Donor File



NextAfter ✓

Written by Nathan Hill [?] · July 28 at 4:08pm · 🌐

The primary means of growing your fundraising revenue and support for your mission is to grow your donor file. Learn 7 ways that you can grow your

Principals in action:

Focus on value/results they'll get

show you 7 ways you can use empathy in your fundraising to grow your donor file.

NEXTAFTER.COM

Learn More

show you 7 ways you can use empathy in your fundraising to grow your donor file.

NEXTAFTER.COM

Learn More

Experiment ID: #4609

@brianjcarroll

How premiums impact donor motivation



Thank you! You are now enrolled
in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.



Thank you! You are now enrolled
in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.

Principals in action:

**Sometimes people are transactional and
motivated by incentives**

\$

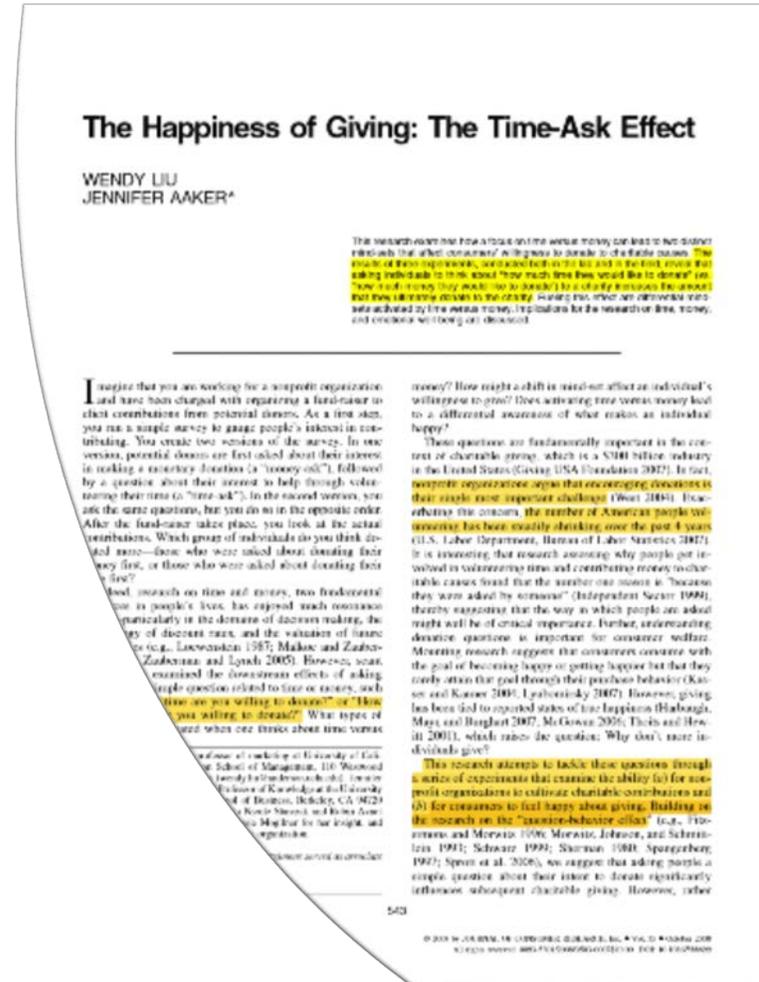
Experiment ID: #6145

Tested Elements:

- Added premium book for \$100 gift or more
- Included image of book

The Happiness of Giving

Asking for time vs. money increases the amount of donation (Donor Empathy)



Time and money asks activate different beliefs and goals

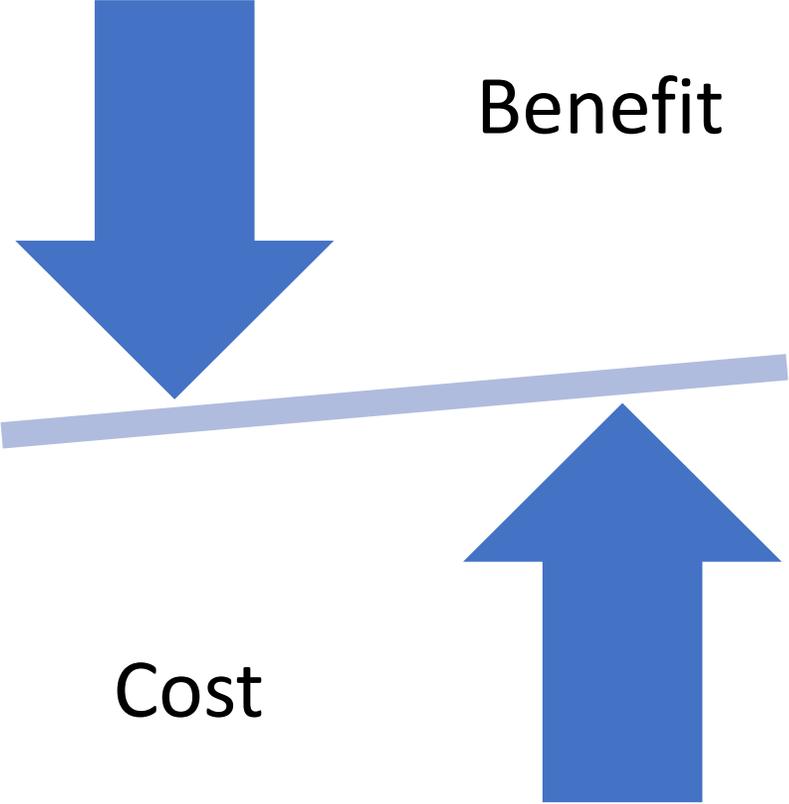
Time ask



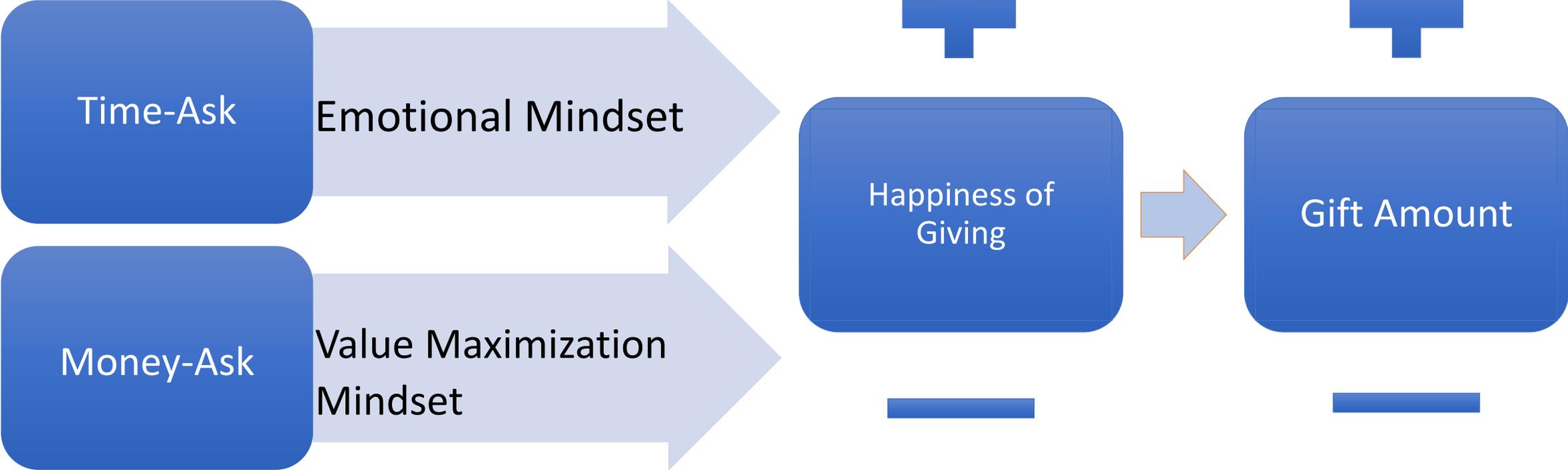
How will I feel?

VS

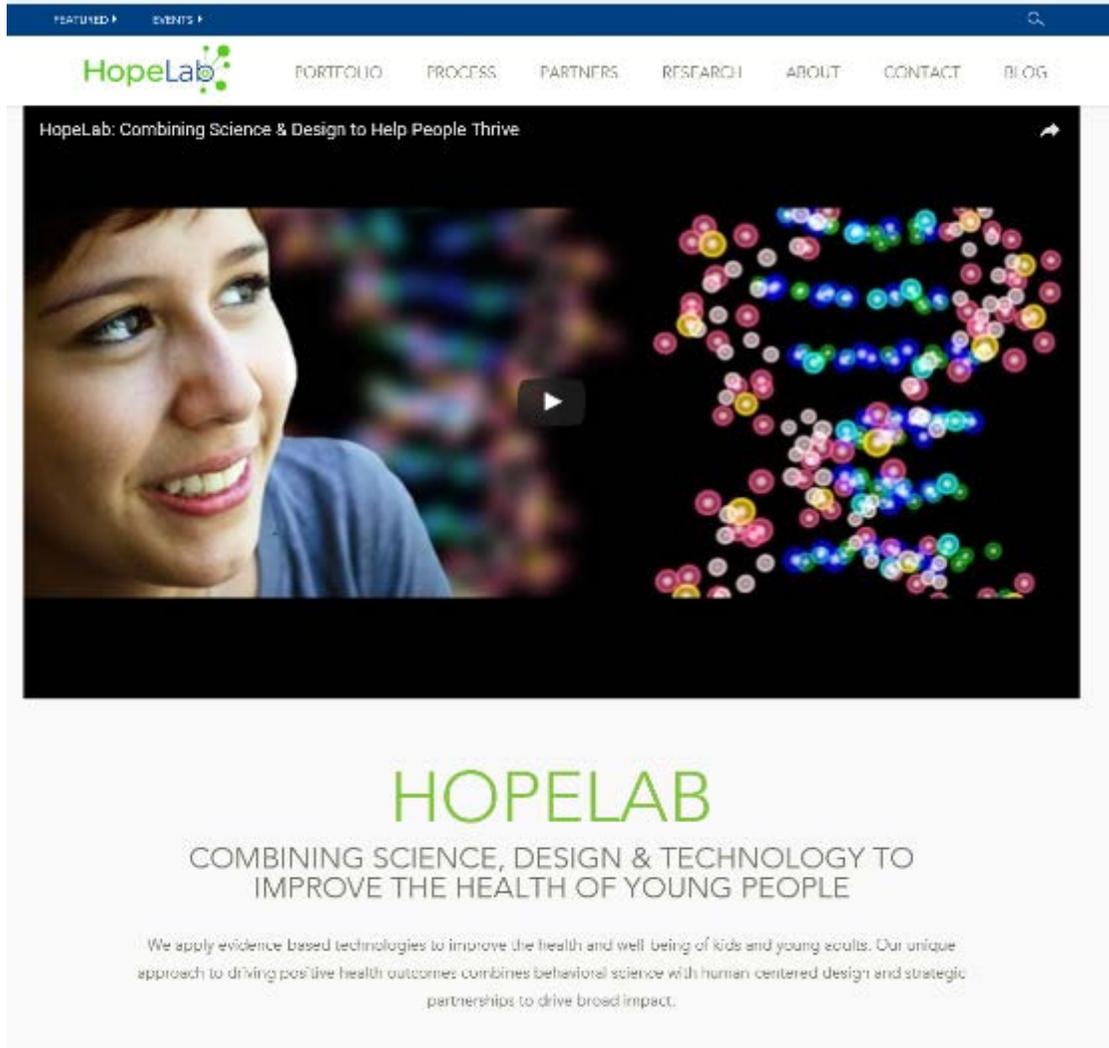
Money ask



Time and money asks activate different beliefs and goals



Time-Ask Effect experiment



How interested are you in volunteering for HopeLab?

Not at all 1 2 3 4 5 6 7 Very much

How interested are you in making a donation to HopeLab?

Not at all 1 2 3 4 5 6 7 Very much

Time-Ask Effect Results



53.44% increase in gift amount

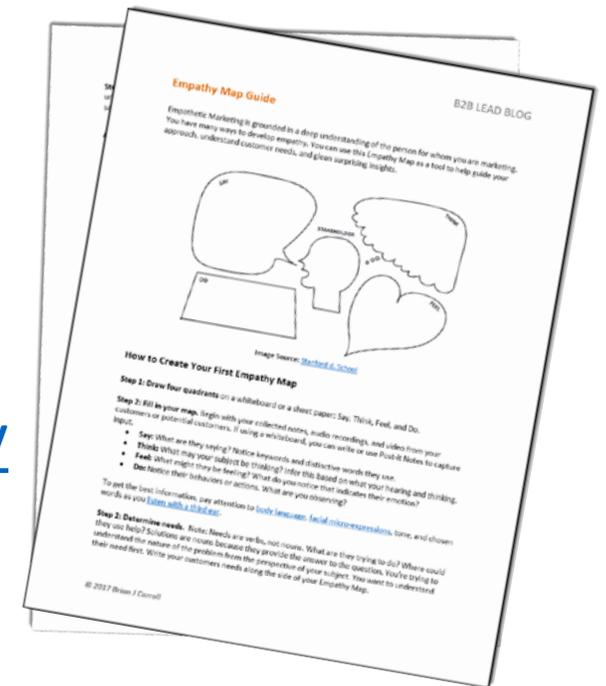
Principals in action:

**When people agree to help/give their time they
will be more likely to donate to your cause**

Things you can do to map donor motivation

- Use empathetic listening
- Meet donors face-to-face
- Listen to phone calls (or recordings) reps are having with donors
- Use Empathy Maps

Free Empathy Map Guide
b2bleadblog.com/empathy





③ Develop conversations,
not campaigns

Don't market to me, converse with me

Experiment: Background



Experiment ID: #616

Record Location: NextAfter Digital Research Library

Research Partner: The Heritage Foundation

Background: Think-tank soliciting year-end donations to meet annual fundraising goal.

Goal: To increase donations.

Research Question: Which email will generate the most revenue?

Test Design: A/B split test

Testing more conversational and empathetic tone

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: **Make this bold statement**



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.



136.2% increase in conv. rate
103.5% increase in average gift
380.7% increase in revenue

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

What doesn't work: impersonal and formal

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org

Subject: Make this bold statement

Dear Fellow Conservative,

Heritage is successful because of patriots like you. T

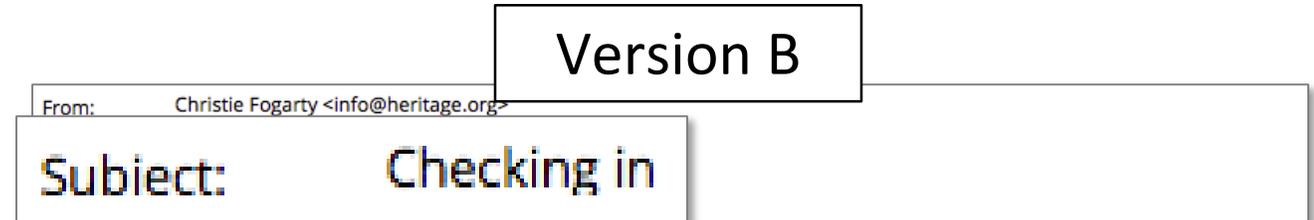
, now is the time to make a bold statement by standing with The Heritage Foundation.

Sincerely,



**Jim DeMint
President**

What works: conversational tone



Principals in action:

**The more genuine you make your approach,
the greater the potential for response**

Director of Membership
The Heritage Foundation

Conversation congruency across channels

The ad

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EXCLUSIVE: Get insider analysis each month from America's top military historians.

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Landing page

CONFLICTS OF THE PAST AS LESSONS FOR THE PRESENT
STRATEGIKA

The solutions to today's global conflicts can be found by examining our past.

Military history enthusiasts know that by looking at modern issues through the lens of history, we can understand what causes nations to go to war – and what lessons we can learn to maintain peace.

For the first time, an elite group of America's top military history experts have published a monthly newsletter that applies military history's greatest lessons to today's global tensions. These experts include:

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- Admiral Gary Roughead, General Jim Mattis and other experienced former leaders of America's Armed Forces
- Kori Schake, Kiron Skinner, Fred Kagan and other former National Security and military advisors

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Confirmation Page



Welcome Email



Experiment ID: #314

Experiment: Increasing conversation congruency

The ad

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EXCLUSIVE: Get insider analysis each month from America's top military historians.



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For the first time, America's top military history experts give you access to Strategika, a monthly newsletter that applies history's greatest lessons to today's global conflicts. Get it now!

[STRATEGIKA.HOOVER.ORG](https://strategika.hoover.org) [Learn More](#)

Like · Comment · Share ·  98  2  1

Experiment ID: #314

Experiment: Increasing conversation congruency

Control Landing Page



Treatment Landing Page



Principals in action:

When you are more congruent, it changes the conversation to be more reciprocal



Treatment maintains a consistent visual experience
Keeps congruent conversation from ad to landing page

A woman with curly hair in a bun and a young child with curly hair looking at each other in a field. The woman is on the left, and the child is on the right. They are both looking towards each other. The background is a green field.

④ Give useful content they want

The best fundraising feels like helping (because it is)

Content and related channels



Principals in action:

**Test the following: ebooks, petitions,
surveys, courses, access to free resources**

Interviews
How to content

More things you can do to give content they want

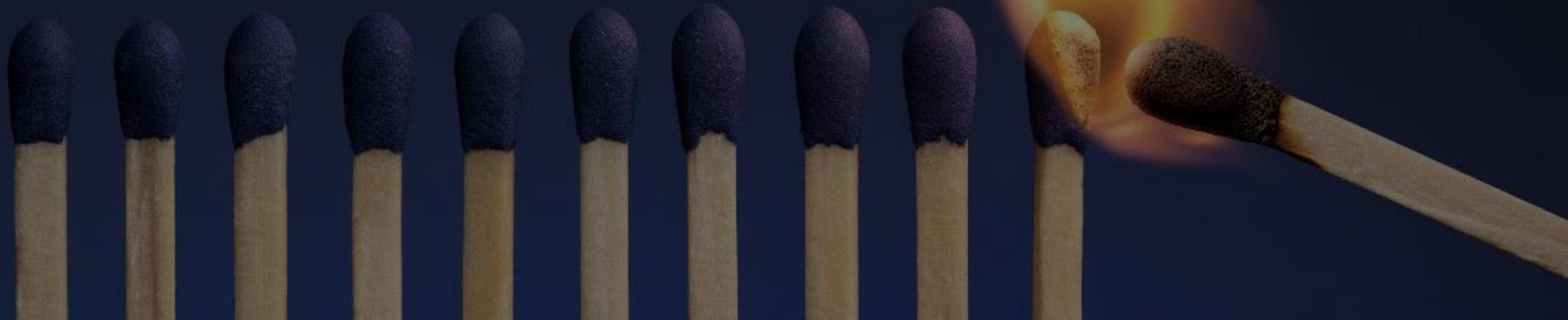
- Humanize your approach
- Test new content offers to help them on their journey

Principals in action:

**Platinum rule of empathy: Treat others as
THEY want to be treated**

⑤ Empower with Proximity

Helping those closest to your donor



Subject Line Experiment

Control

Treatment

Principals in action:

Help your people humanize their approach

Experiment ID: #4116

@brianjcarroll

Email Design Experiment

Control

Treatment 1 – “Urgency”

<< Test First Name >>

Treatment 2 – “Outlook”

Hi Courtney,

I hope this finds you well.

I'm sure you have come to realize this by now, but one of my biggest passions in life is to see people come to know Jesus Christ as their Lord and Savior.

Principals in action:

**Give them the tools to connect with donors
better**

before it's too late.

Greg

Experiment ID: #4647

@brianjcarroll

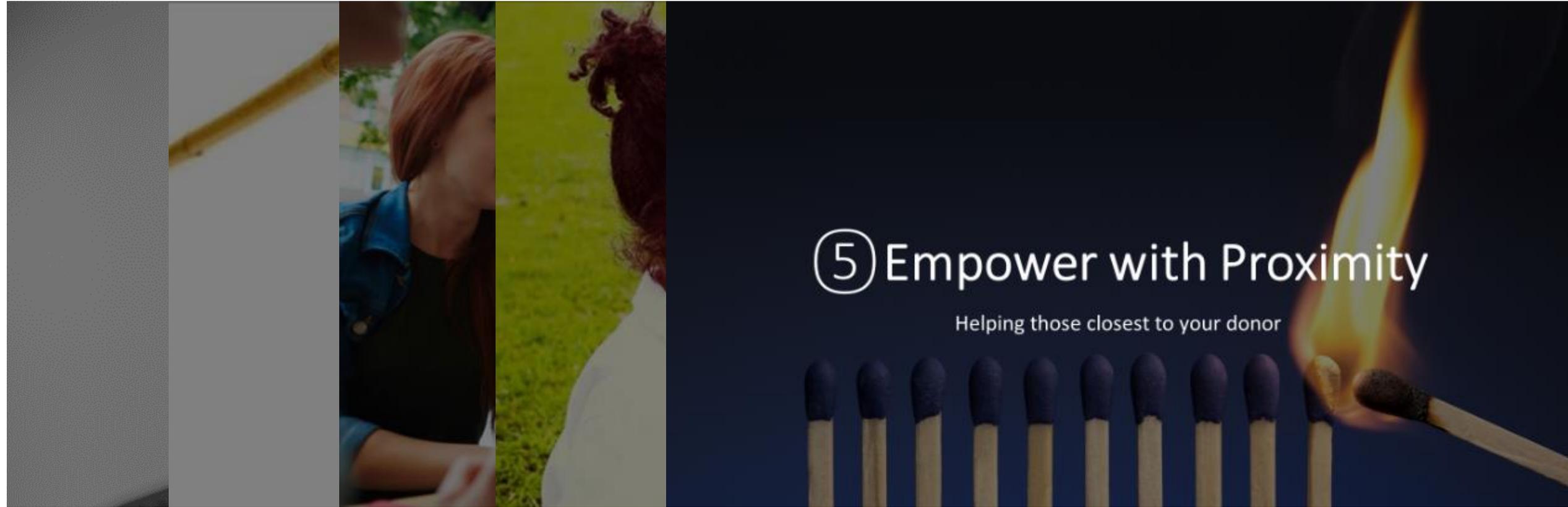
Things you can do empower those in proximity

- Train/help team apply their empathy to donors
- Ask about what is getting in the way of connecting with donors
- Review emails, social media, call guides, direct mail for donor empathy

Be the change you want to see

PRACTICE
Empathy

Takeaways



Thank you

brian@b2bleadblog.com
@brianjcarroll

Free Empathy Map Guide
b2bleadblog.com/empathy

