

NOW APPEARING!

**INVIGORATING
INSTRUCTION!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



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



**ALIAS
"BREAD BOY"**

♪ **JON POWELL** ♪

Working Session:

How to Choose a Facebook Offer That Gets Names and Inspires Instant Gifts

Presented By

Jon Powell

NexAfter



Course Excerpt



Turning Facebook **LIKES** Into **DONORS**

Session 3

Creating a Compelling Offer

*“If I am your ideal donor, why should I pay attention to you, **much less give to you**, rather than browse my Facebook newsfeed?”*



About this Test



HILLSDALE COLLEGE

Partner Background

Founded in 1844, Hillsdale College is an **independent liberal arts college** with a student body of about 1,400. Hillsdale's educational mission rests upon two principles: academic excellence and institutional independence. **The College does not accept federal or state taxpayer subsidies for any of its operations.**

As part of their service, they offer free courses, as a service to the public. Like other not-for-profits, **they need donations to survive.**




How Do We Get More Donors?

Version A

H Hillsdale College
Sponsored · 🌐 Like Page

Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.



Support
HILLSDALE COLLEGE

Make your donation now »

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

[SECURE.HILLSDALE.EDU](https://secure.hillsdale.edu) Learn More


Like Comment Share Buffer




How Do We Get More Donors?


Version B

Billy Gray and Matt Schlientz like Hillsdale College Online Courses.

 Hillsdale College Online Courses
Sponsored (demo) · 

 Like Page


Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.



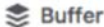


Activate your free course now »

Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

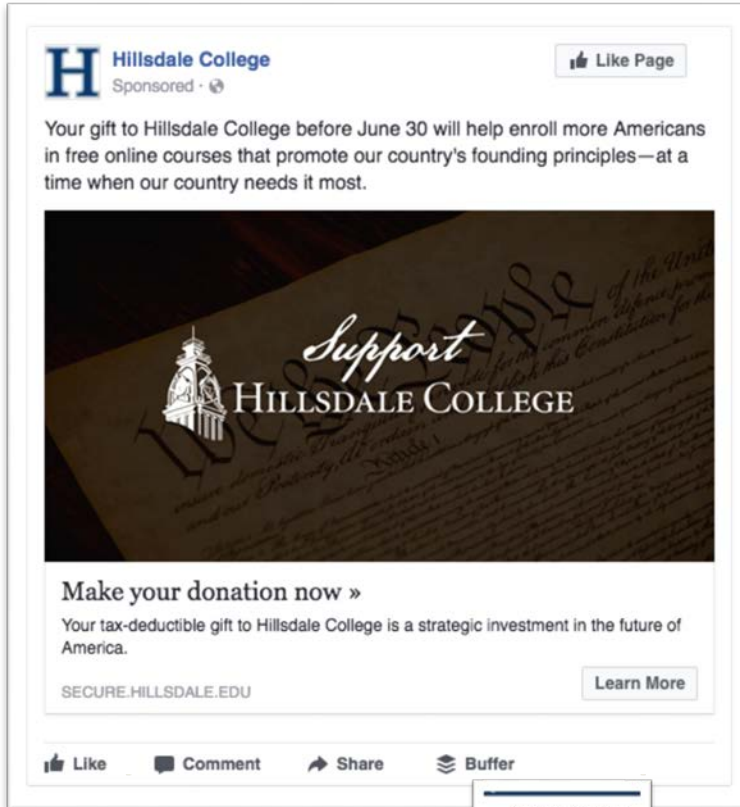
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 Like  Comment  Share  Buffer




1) Support Us Now



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Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.



Support HILLSDALE COLLEGE

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SECURE.HILLSDALE.EDU [Learn More](#)

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SECURE.HILLSDALE.EDU [Learn More](#)

Like Comment Share Buffer



Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Make your tax-deductible gift to Hillsdale College now!

LET US GET STARTED!

Amount: \$100 \$250 \$500 \$1000

ADDITIONAL INFORMATION

Name: _____

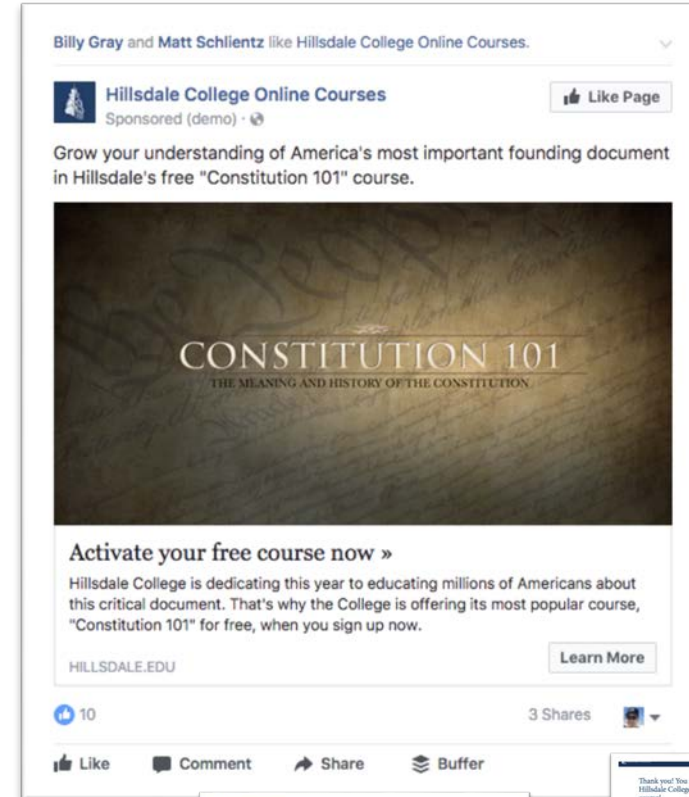
Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SEND YOUR DONATION

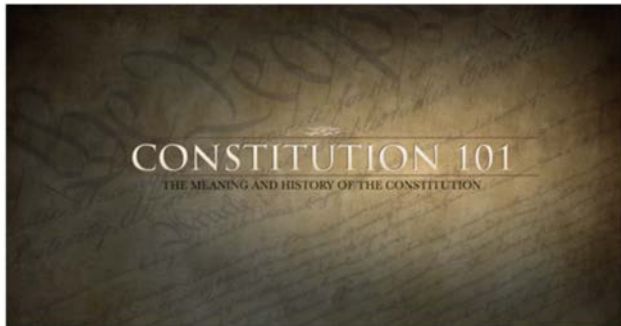
2) Activate Your Free Course



Billy Gray and Matt Schlientz like Hillsdale College Online Courses. Like Page

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Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.



CONSTITUTION 101
THE MEANING AND HISTORY OF THE CONSTITUTION

Activate your free course now »

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HILLSDALE.EDU [Learn More](#)

10 3 Shares

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CONSTITUTION 101
THE MEANING AND HISTORY OF THE CONSTITUTION

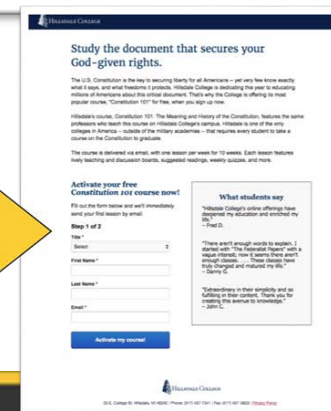
Activate your free course now »

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HILLSDALE.EDU [Learn More](#)

10 3 Shares

Like Comment Share Buffer



Study the document that secures your God-given rights.

The U.S. Constitution is the founding charter for all Americans—and yet very few know exactly what it says, and what freedoms it protects. Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Hillsdale's course, **Constitution 101: The Meaning and History of the Constitution**, features the same professors who have been teaching an **Hillsdale College** course, "Hillsdale is one of the only colleges in America—outside of the military academies—that requires every student to take a course on the Constitution to graduate.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson includes helpful teaching and discussion boards, suggested readings, weekly quizzes, and more.

Activate your free Constitution 101 course now!

It's as fast and easy as you want it to be. We'll email you your first lesson by email.

Step 1 of 2

Name: _____

Select: _____

Last Name: _____

Email: _____

Activate my course!

What students say

"Hillsdale College's online offerings have deepened my education and enriched my life."
— Paul D.

"There aren't enough words to explain, I should say, the 'epiphany' I experienced as a result of this course. It has inspired me to do things I had not dreamed of."
— John C.

"I'm glad to hear that you are so excited about this course. Thank you for helping us spread the word to knowledge."
— John C.

SEND YOUR DONATION

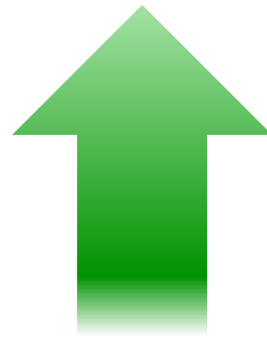


Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!

SEND YOUR DONATION



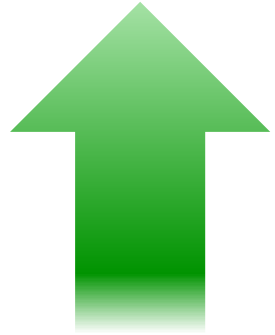
What Happened

 **209%** Increase in **CLICKS**

| Version | S1 Click Rate | Donation Rate | Avg. Gift |
|-------------------------|---------------|---------------|-----------|
| Version A (Support Us) | 0.41% | 0% | \$0 |
| Version B (Free Course) | 1.26% | 1.18% | \$58.33 |
| Relative Difference | 209% | ∞ | ∞ |



What Happened



∞%

Increase in

DONATIONS

| Version | S1 Click Rate | Donation Rate | Avg. Gift |
|-------------------------|---------------|---------------|-----------|
| Version A (Support Us) | 0.41% | 0% | \$0 |
| Version B (Free Course) | 1.26% | 1.18% | \$58.33 |
| Relative Difference | 209% | ∞ | ∞ |



How did we do it?



We used an
OFFER



OFFER

/'ôfər, 'äfər/

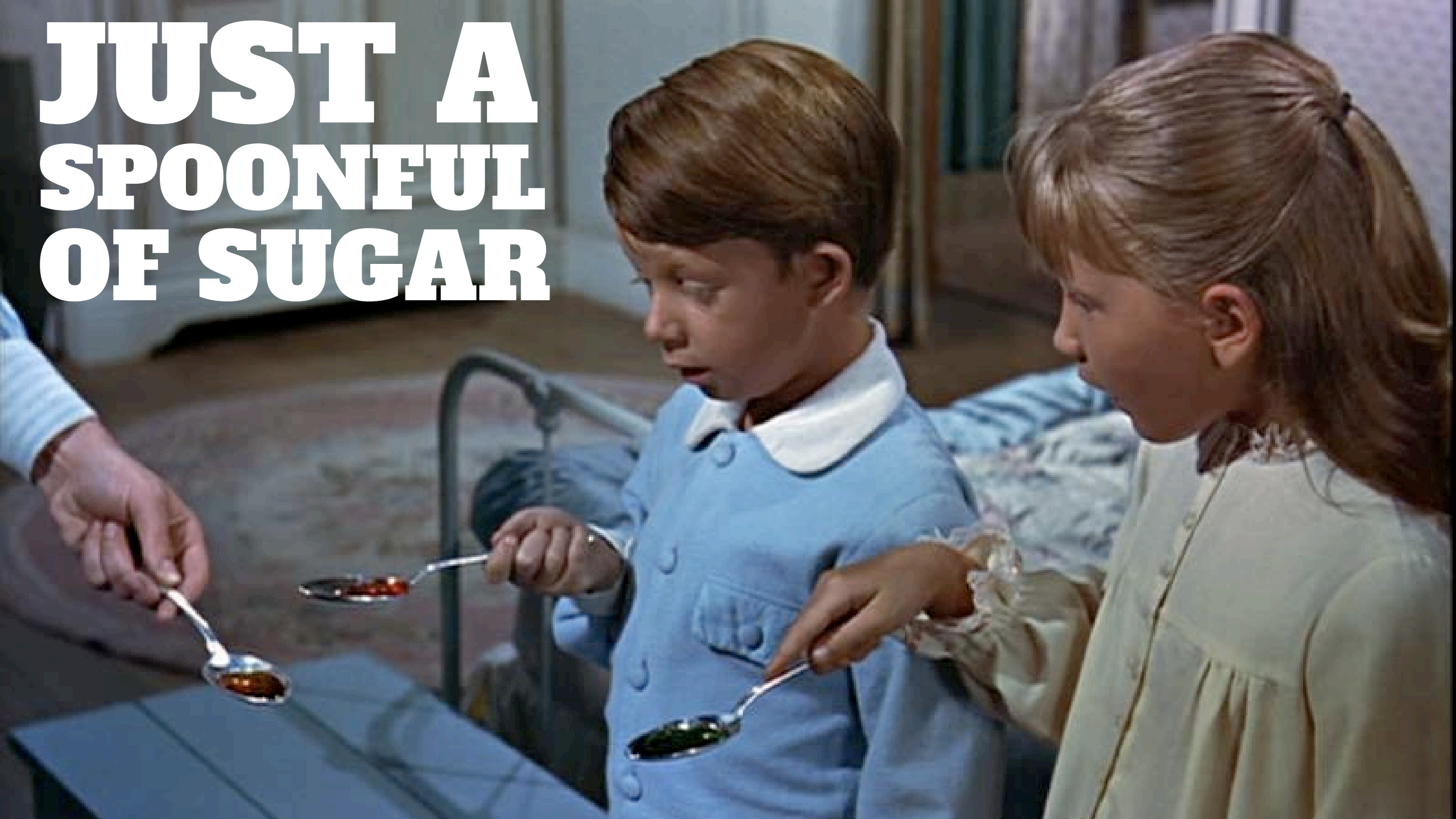
1. Something of value that your fans (or everyone else's fans) would be willing to trade their email for.

OFFER

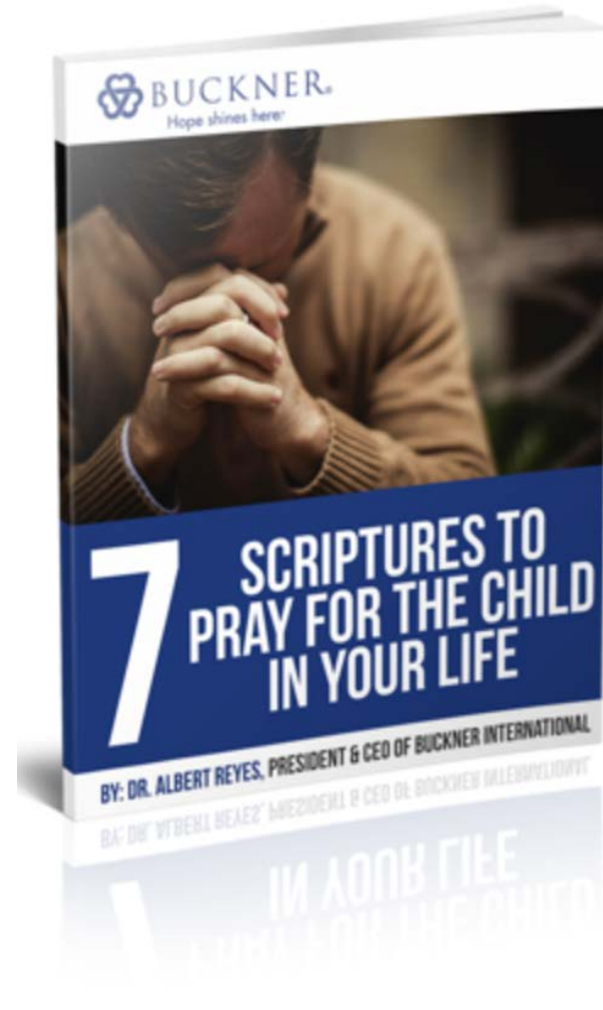
/ˈɒfər, 'æfər/

2. Something attractive that helps a donor see you as the solution to the problems they want to see solved.

**JUST A
SPOONFUL
OF SUGAR**



Example 1: eBook




7 things you should be praying for if you want to do everything you can to protect and provide for your child.





Example 2: Resource Center



 **EXPLORE TEXAS HISTORY RESOURCE CENTER**


The Infamous Bonnie & Clyde

The Infamous Bonnie & Clyde

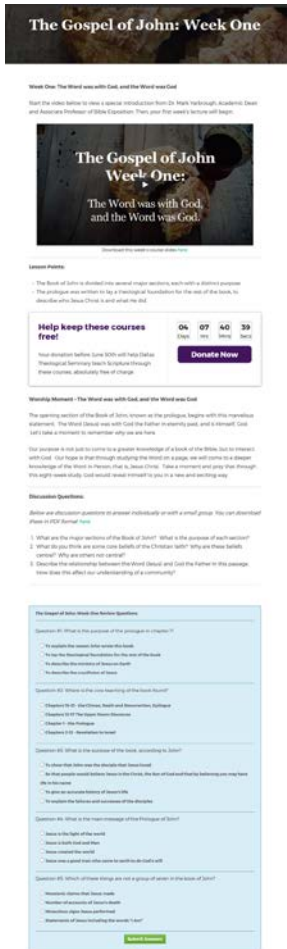
-  Bonnie Parker
-  Clyde Barrow
-  Clyde Barrow Wanted Poster

John F. Kennedy Assassination: 50 Years Later

-  Arriving at Meacham Field
-  JFK's Motorcade in Dallas
-  Lee Harvey Oswald Fingerprint Card

Free online archive of 66,000+ articles about Texas History after email registration.

Example 3: Free Online Course



Week One: The Word was with God, and the Word was God

Start the video below to view a special introduction from Dr. Mark Yarbrough, Academic Dean and Associate Professor of Bible Exposition. Then, your first week's lecture will begin.



Download this week's course slides [here](#).

Lesson Points:

- The Book of John is divided into several major sections, each with a distinct purpose.
- The prologue was written to lay a theological foundation for the rest of the book, to

8-week free online course with video lessons delivered via email.



Example 4: Quiz

Think you know the Constitution?

Many Americans know the Constitution well -- they understand how it protects their freedoms and paved the way for a great nation to be built. But many more Americans don't know enough about it. How much do you know about the Constitution?

Take this quiz and find out how much you know about the U.S. Constitution...

Some of the answers will surprise you.

GET STARTED

WHAT IT IS NOT:

It is *NOT* your organizational value proposition.

It is *NOT* a request to help you.



The majority of people do not go online to

GIVE,

they go online to

GET.

IT HAS TO BE...

An *EXPRESSION* or *DEMONSTRATION* of your organizational value proposition in action, be it through knowledge transfer, an action on the visitor's behalf, or even a tangible.



Why?



Because...

THE OFFER

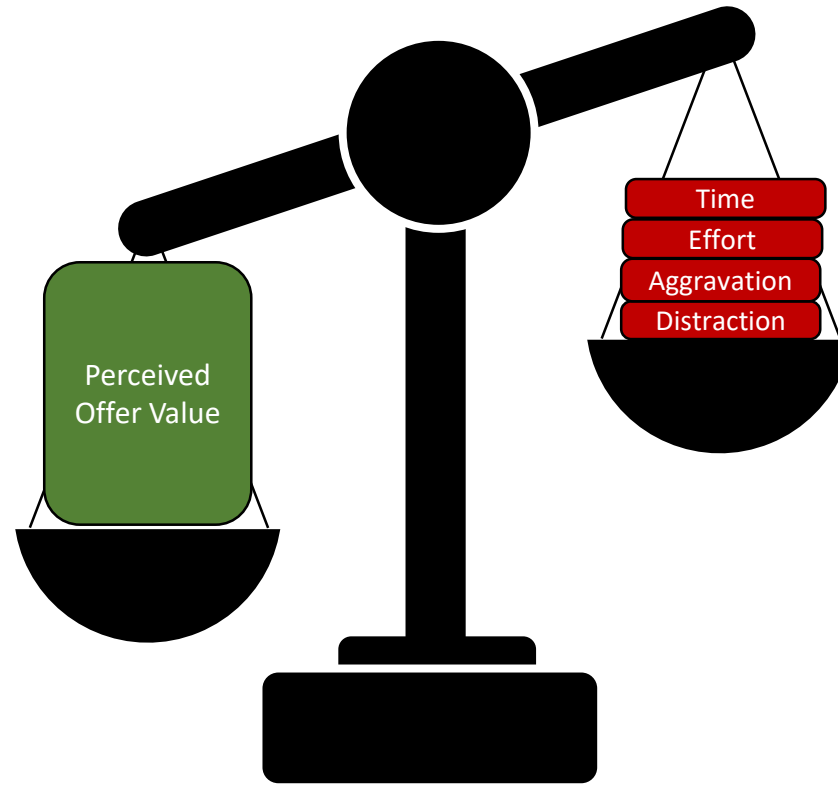
is your chance to help a new donor

EXPERIENCE

your value proposition firsthand.



There is one
caveat...



Your offer has to deliver more value than it *mentally* costs to get it.



A Personal Example...



FREE Summer Vacation Self-Defense

**7 Self-Defense Techniques
for 75% of situations**







How do I create/pick an offer that gets response and increases giving?



OUR GOAL:

By the end of this session, you'll understand FOUR PRINCIPLES that will help you identify a worthy offer that:

- ✓ Creates connection
- ✓ Inspires giving
- ✓ Doesn't cost YOU much

PRINCIPLE 1

It needs to be Free



A social experiment

Predictably Irrational, Dan Ariely

The first experiment offered subjects a truffle for 15 cents (about half its actual cost) or a kiss for 1 cent.

Which one was purchased more?



\$0.01



\$0.15

27%

73%

A social experiment

Predictably Irrational, Dan Ariely

The next experiment reduced the price of each product by one cent – the truffle was offered at 14 cents, and the kiss was free.

Which one was purchased more?



FREE



\$0.14

69%

31%

A social experiment

Predictably Irrational, Dan Ariely

The next iteration reduced the price of the truffle even more – down to 10 cents, and the kiss was still free. The starburst was physically present.

Which one was purchased more?



FREE



30%
off!



\$0.10

64%

36%

A social experiment

Predictably Irrational, Dan Ariely

To see if the appeal of the free kiss was based on convenience (not having any change, having to hunt around in a purse for coins, etc.), **the experiment was repeated in a cafeteria food line** where the cost of the chocolate could be easily added to the total purchase.



FREE



\$0.10

A social experiment

Predictably Irrational, Dan Ariely

Even with the elimination of paying inconvenience, **the free kiss was still the overwhelming choice.**



FREE



\$0.10

#WINNING

We are absurdly conditioned to

LOVE

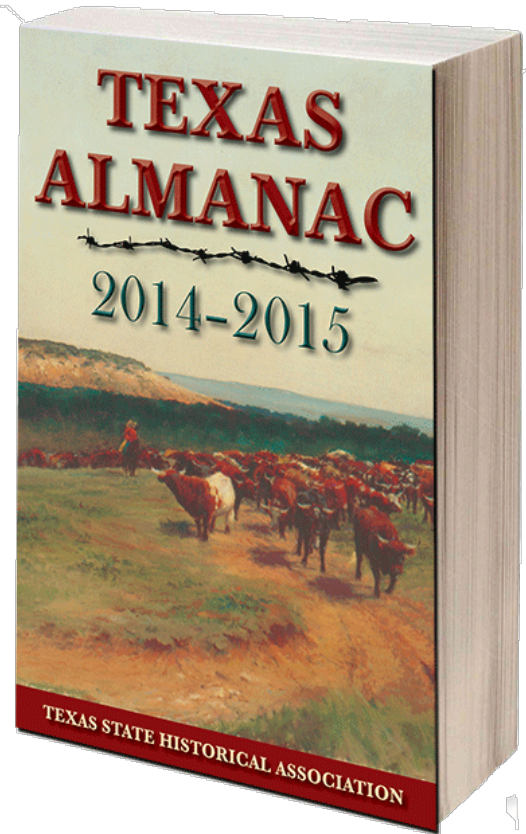
everything that is

FREE



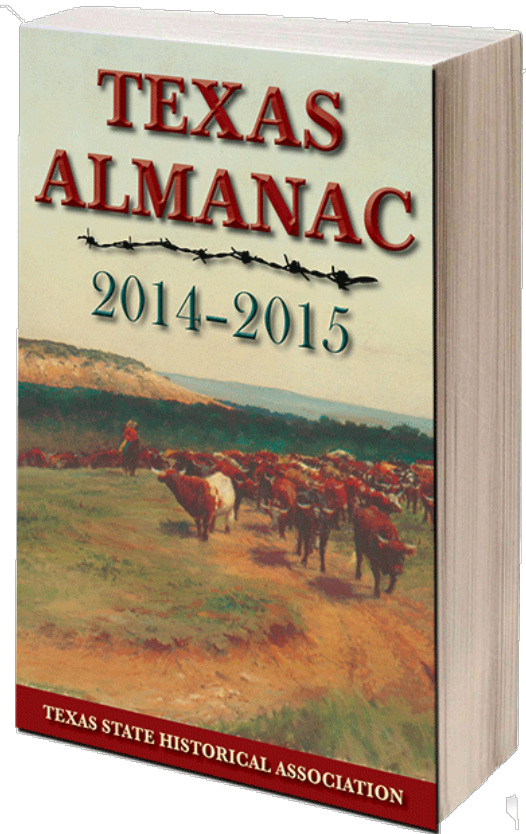
Are you sure I
shouldn't just sell it
at cost?

The Texas Almanac eBook on CD-ROM



One CD sells for \$19.95
X 15 total units sold since
release
= \$299.95 in Revenue

The Texas Almanac eBook Free Download



61,062 clicks (visitors)

X 27.2% email conversion rate
= 16,899 new emails acquired

X 1.53% Instant Conversion (donation) to Member
= 258 New Members

X \$53.50 Avg. Gift
= \$13,805 in Member Revenue



From This



\$299.95

Total Revenue

To This



Download

\$13,805

Instant Donation Revenue

4,502%

In Revenue



PRINCIPLE 2

It needs to be a bridge



The bridge between people

For the offer to be accepted and valued, it must be RELEVANT to your donor's interests.

On the same token, for your offer to effectively serve your organization, it must be RELEVANT to your cause.



Poor Example 1

While this offer may be attractive to your ideal donor, it does little/nothing to help them experience the value proposition of your organization.



Poor Example 2



While an offer like this may go into great depths and detail of your organization, it is very unlikely to immediately connect your customer.

Example: A proper balance (#1365)

From This


LIMITED TIME OFFER!

Remember Goliad!

Get your FREE eBook!

When Sam Houston's revolutionary soldiers won the Battle of San Jacinto and secured independence for Texas, their battle cry was "Remember the Alamo! Remember Goliad!" Everyone knows about the Alamo, but **far fewer know about the stirring events at Goliad.** Craig Roell's lively new study of Goliad brings to life this most important Texas community.

For a limited time, the Texas State Historical Association is giving away this dramatic story so that all **Texas history enthusiasts can learn the true details of this gripping tale.**



Craig H. Roell's 100 page *Remember Goliad!* contains:

- ★ The sad tale of James Fannin and his valiant men
- ★ Two of the **most controversial events** in the Texas Revolution
- ★ Plus much more...

Get YOUR copy of *Remember Goliad!*

First Name

Last Name

Email Address

SEND ME MY FREE REMEMBER GOLIAD! EBOOK



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To This

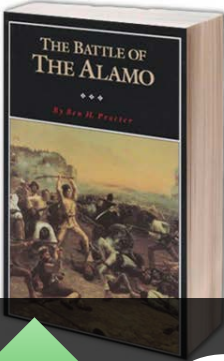
LIMITED TIME OFFER!

The Battle of the Alamo

Get your FREE eBook!

The dramatic story of one of the most famous events in Texas history is told by Ben H. Procter. Procter describes in colorful detail the background, character, and motives of the prominent figures at the Alamo—Bowie, Travis, and Crockett—and the course and outcome of the battle itself.

This concise and engaging account of a turning point in Texas history will appeal to students, teachers, historians, and general readers alike.



Ben H. Procter's 40 page *The Battle of the Alamo* contains:

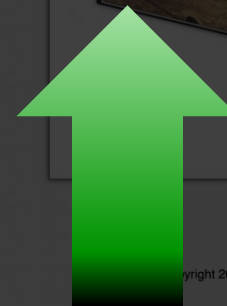
- ★ The dramatic story of Bowie, Travis, and Crockett
- ★ A vivid story of the events and outcome of the famous battle
- ★ An overview of how the battle of the Alamo fit into the larger fight for Texas independence
- ★ Plus much more...

Get YOUR copy of *The Battle of the Alamo!*

First Name

Last Name

SEND ME MY FREE THE BATTLE OF THE ALAMO! EBOOK



61%
In Emails



Example: A proper balance (#1365)

From This

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First Name

Last Name

Email Address

SEND ME MY FREE REMEMBER GOLIAD! EBOOK



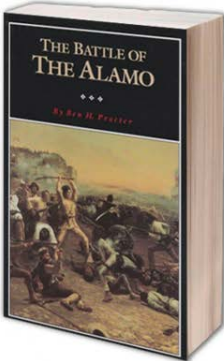
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To This

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- ★ Plus much more...

Get YOUR copy of *The Battle of the Alamo!*

First Name

Last Name

Email Address

SEND ME MY FREE BATTLE OF THE ALAMO EBOOK



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PRINCIPLE 3

It needs to appear valuable



How do you increase the perceived value of a free offer anyway?



What you

PUT INTO

an offer has an effect on what you

GET BACK

from it.

Perceived time to engage correlates with instant donor conversion rate

| Offer | Donor Time Investment | Donor Conv. Rate |
|---------------|------------------------------|-------------------------|
| Petition | 10 seconds | 0.33% |
| Quiz | 2 minutes | 2.73% |
| eBook | 10 minutes | 3.11% |
| Online Course | 8 weeks | 5.97% |



PRINCIPLE 4

It can't appeal to everyone



The

SPECIFIC

offer to the specific person

OUTPERFORMS

the general offer to the general person.

Example (#2806)

From This

FAQ | DONATE

The Gospel of John

Study the Gospel of John with Dallas Theological Seminary – for free.

For more than 90 years, Dallas Theological Seminary has educated thousands of pastors, teachers, missionaries and scholars, using the Bible as the **central course of study**.

We believe that the whole Bible, as Paul says in Timothy, is "useful for teaching, rebuking, correcting, and training in righteousness". That's why we've made our course, **The Gospel of John**, free for the first time. You can enroll to take this course for free, using the form below.

The Gospel of John is taught by Dr. Mark Bailey, DTS President and Professor of Bible Exposition. The course is delivered by email, one lesson per week for 8 weeks. Each week, you'll receive video teaching, reflection questions, and additional reading resources for deeper study.

This course is designed for anyone who wants to:

- Get rich expository teaching from DTS professors
- Learn more about God's word and the truth it holds
- Grow in your ability to read and interpret Scripture

Sign up now and get your first lecture instantly!

First Name:*

Last Name:*

Address Line 1:*

[Are you already registered? Click here to login and continue your course.](#)

To This

FAQ | DONATE

Take an online course from Dallas Theological Seminary for free!

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Grow in your knowledge of the Scriptures through a study in the Gospel of John.

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First Name: Last Name:

Address:

City:

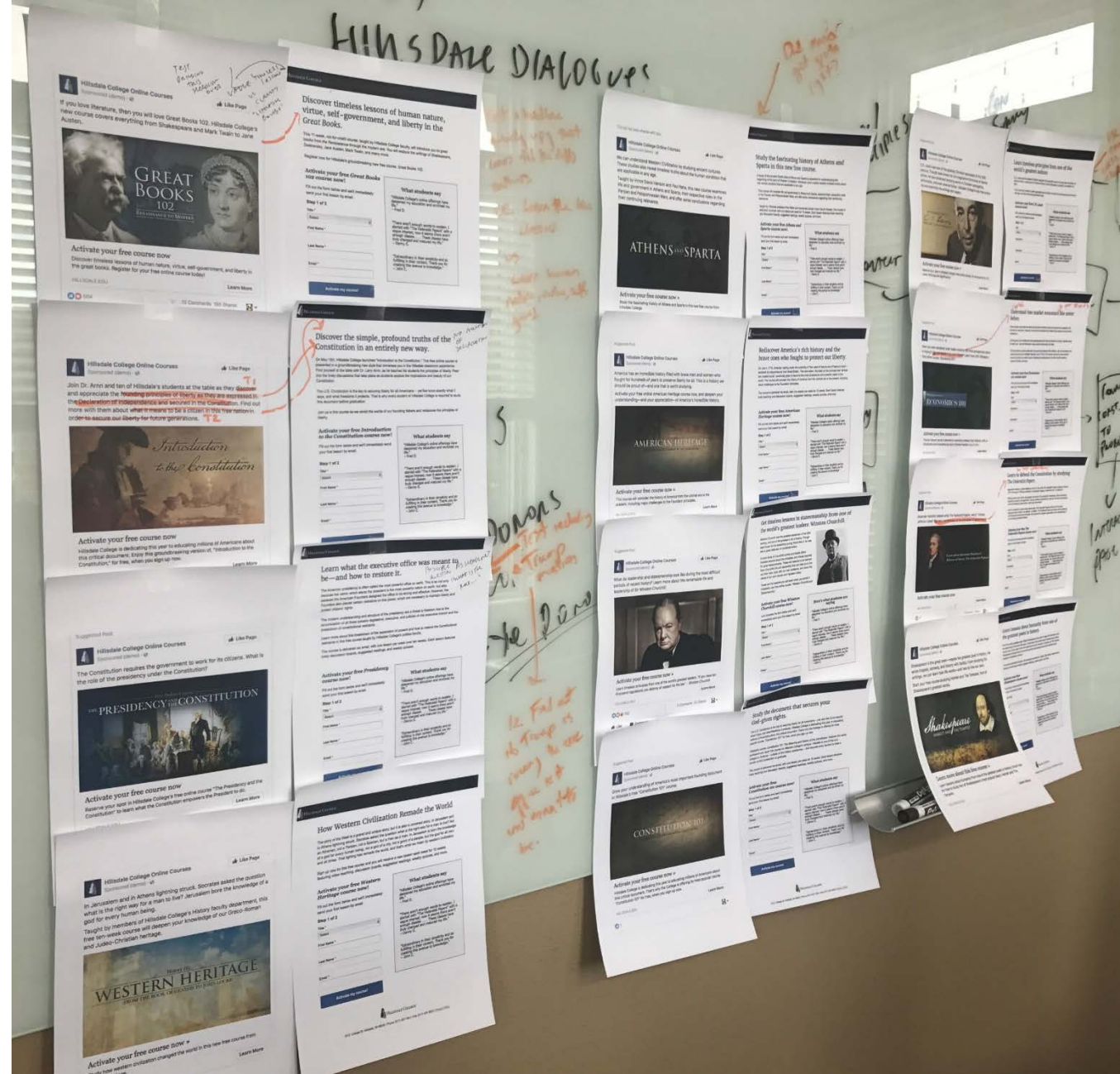
18.1%
In Donations

17.8%
In Average Gift



An offer portfolio Hillsdale College

Knowing this principle, non-profit Hillsdale college has created at least 12-different online courses ranging from subjects such as classical literature to the constitution to theology all the way down to the study of Sparta and Athens.



About this Test

The Testing Partner

A non-profit complex that includes former President George W. Bush's presidential library, museum, policy institute and the offices of his foundation.

The Testing Objective

Determine which call to action will yield the most clicks and donations.

The Testing Approach

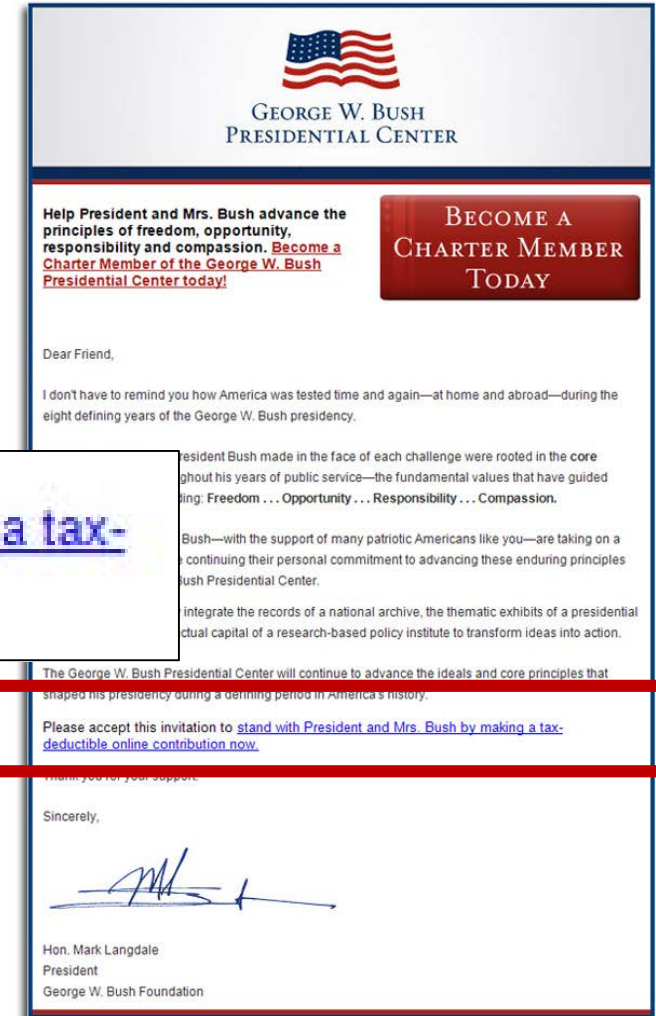
Two identical emails with different blue underlined text links at the end tested against each other simultaneously




How Do We Get More Support?

Original Email Call to Action

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



The screenshot shows an email header with the George W. Bush Presidential Center logo and name. Below the header is a red button that says "BECOME A CHARTER MEMBER TODAY". The main body of the email contains a call to action: "Please accept this invitation to stand with President and Mrs. Bush by making a tax-deductible online contribution now." This text is highlighted with a red box. The email also includes a signature from Mark Langdale, President of the George W. Bush Foundation.


GEORGE W. BUSH
PRESIDENTIAL CENTER

**BECOME A
CHARTER MEMBER
TODAY**

Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. [Become a Charter Member of the George W. Bush Presidential Center today!](#)

Dear Friend,

I don't have to remind you how America was tested time and again—at home and abroad—during the eight defining years of the George W. Bush presidency.

President Bush made in the face of each challenge were rooted in the core throughout his years of public service—the fundamental values that have guided him: Freedom . . . Opportunity . . . Responsibility . . . Compassion.


President Bush—with the support of many patriotic Americans like you—are taking on a new challenge—continuing their personal commitment to advancing these enduring principles through the George W. Bush Presidential Center.

The George W. Bush Presidential Center will continue to advance the ideals and core principles that shaped his presidency during a defining period in America's history.

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

Thank you for your support.

Sincerely,

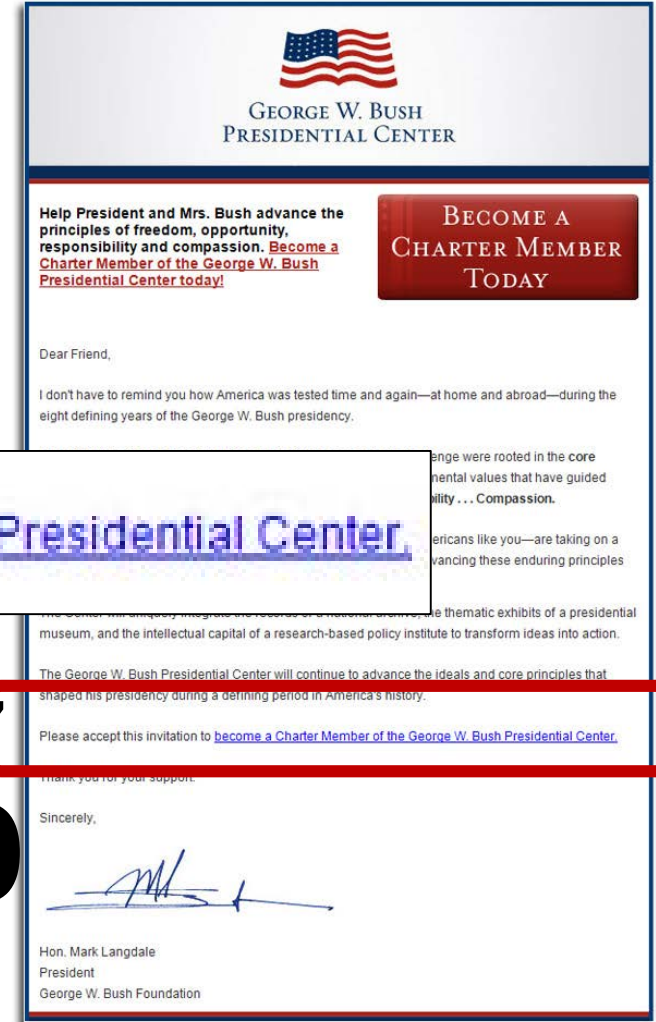


Hon. Mark Langdale
President
George W. Bush Foundation



How Do We Get More Support?

Treatment Email Call to Action



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

**141%**

In Clicks

**42%**

In Revenue



So how do I create a
GOOD OFFER

from scratch to get new
EMAILS & DONORS
from Facebook?

Courses.NextAfter.com

ONLINE COURSES

Online Courses



Turning Facebook Likes Into Donors

The ability to effectively utilize Facebook for fundraising has eluded fundraisers for years. In this course, we'll show you a **proven 4-step strategy** to turn Facebook into one of your most *reliable* and *sustainable* sources of new donors and revenue.

[Learn More About *Turning Facebook Likes Into Donors*](#)



COMING SOON

More Online Courses Coming Soon

We're working to create a suite of online courses that will help you learn and apply proven strategies to **acquire new donors**, grow your email fundraising revenue, lift conversion rates on your **donation pages**, and much more. Check back soon the next online course on nonprofit fundraising optimization.



TURNING FACEBOOK LIKES INTO DONORS

Turning Facebook Likes Into Donors

Turn Facebook Into a Sustainable Source of New Donors With This Free Online Course

Fundraisers and marketers have been trying to crack the code of Facebook fundraising for years. But even the most creative and thoroughly planned campaigns often fail to acquire any significant number of donors or revenue.

Over the past 5 years, we've **tested and proven a new methodology** that approaches Facebook fundraising differently, understanding that people go online to get, not to give.

Time and time again, this 4-step methodology has helped countless organizations turn Facebook into one of their most *reliable* and *sustainable* sources of new donors.

What You'll Learn From this Free Course

In this free online course, you'll learn this **4-step methodology**, as well as all of the online fundraising skills and mechanics you need to launch and optimize a successful Facebook fundraising campaign.

TURNING FACEBOOK LIKES INTO DONORS

Turning Facebook Likes Into Donors

The ability to effectively utilize Facebook for fundraising has eluded fundraisers for years. In this course, we'll show you a proven 4-step strategy to turn Facebook into one of your most reliable and sustainable sources of new donors and revenue.

View the full session list below, check your progress, and start your next lesson.

| Module 1 | Turning Facebook Likes Into Donors | |
|----------|--------------------------------------------------------------------|-----------------------|
| Unit 1 | Introduction (24:53) | <input type="radio"/> |
| Unit 2 | The Underlying Secret (22:23) | <input type="radio"/> |
| Unit 3 | Creating a Compelling Offer (33:22) | <input type="radio"/> |
| Unit 4 | Creating an Email Acquisition Landing Page (50:40) | <input type="radio"/> |

BUT WAIT



THERE'S MORE

Worksheets and Templates

Landing Page Template



We've outlined the 13 key elements of an effective landing page based on 80+ landing page experiments with real nonprofit organizations. Use this template as a guide as you create your next offer page.

[Download the landing page template.](#)

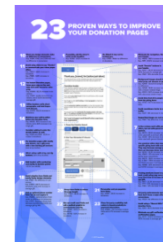
Session 3 – Creating a Compelling Offer

This worksheet will walk you through all of the most important steps to discovering your next great free content offer.

[Download the worksheet.](#)

Session 4b – Creating a Landing

Donation Page Template



We've outlined the key elements of a high converting donation page based on 100+ donation page experiments. Use this template as a guide the next time you create a donation page.

[Download the donation page template.](#)

Session 4 – Creating an Email Aquisition Landing Page

Your landing pages shouldn't sound like marketing, they should be conversational. This worksheet will guide you as write conversational copy for your next landing page.

[Download the worksheet. \[PDF\]](#)

[Download the worksheet. \[DOCX\]](#)

Session 5 – Creating an Instant

PLUS

A Pretend Organization and Offer

BringBackManners.org



Making
American
Kids
Polite
Again



A Pretend Organization and Offer



A Pretend Organization and Offer



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can learn manners
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