

NOW APPEARING!

**GENERAL
GENEROSITY
MUST BE SEEN
TO BE BELIEVED
SIMPLY
STUPENDOUS!!**



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



**CHAMPION
- OF -
CHARITY**

TIM KACHURIAK

Welcome Session:

Introduction to NIO Summit 2017

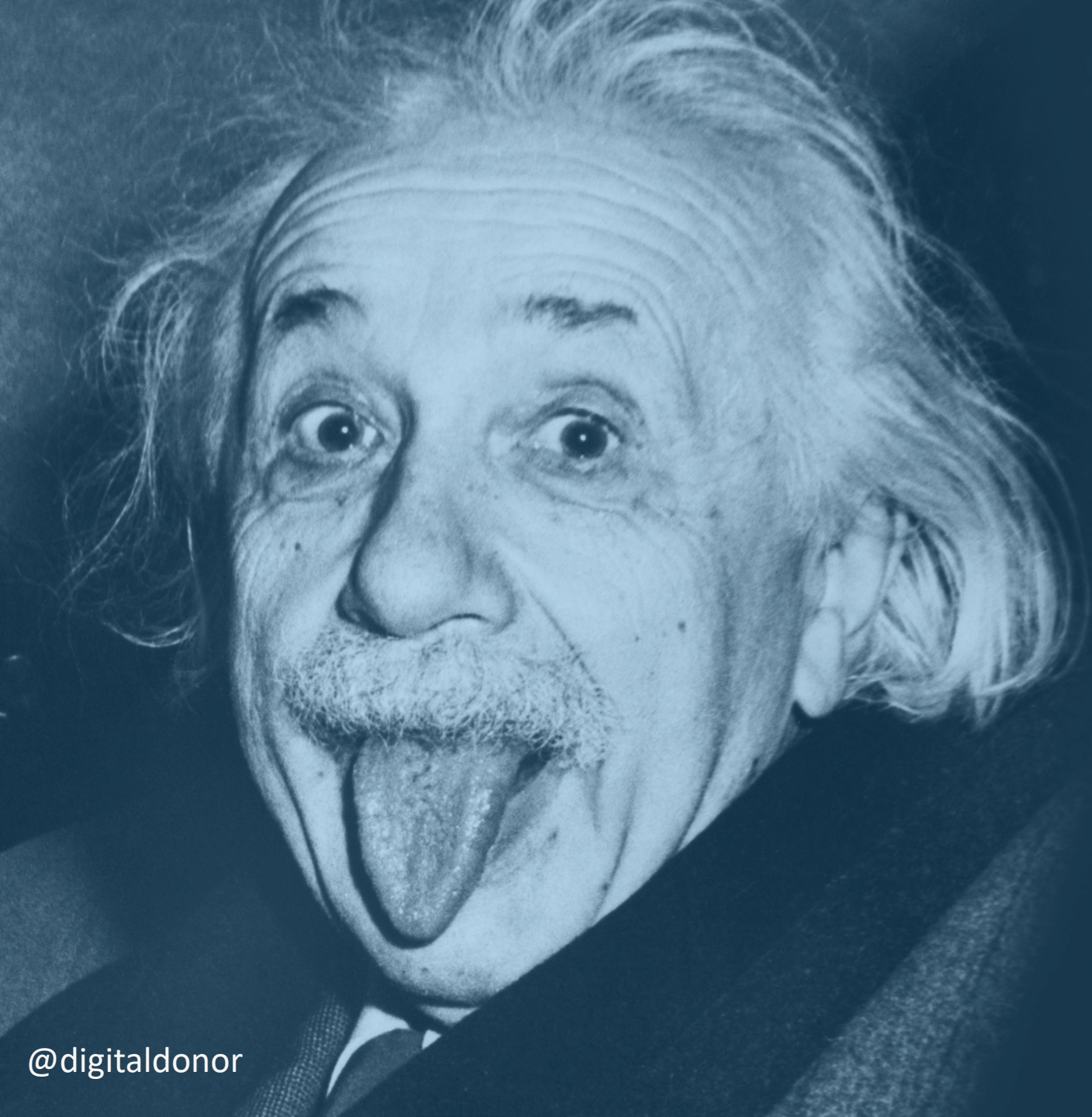
Innovation's Trojan Horse

Presented By

Tim Kachuriak

NextAfter





Insanity:

“Doing the same thing over and over again and expecting different results.”

- Albert Einstein

Insanity (in the modern world):

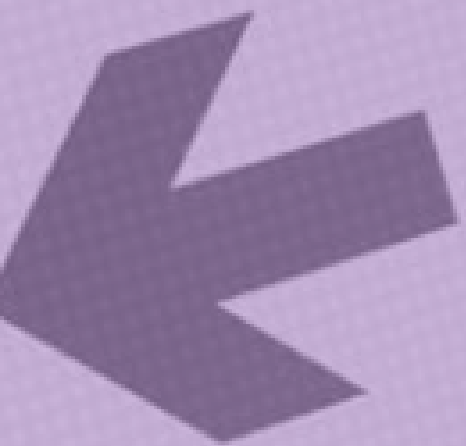
Doing the same thing over and over again
and expecting the SAME Results.

A dark, atmospheric illustration of the Grim Reaper. The figure is a skeleton in a black hooded robe, holding a large scythe. The background is a dark, cloudy night sky with a full moon in the upper left. The overall tone is somber and ominous.

Innovate or die.



<http://www.>

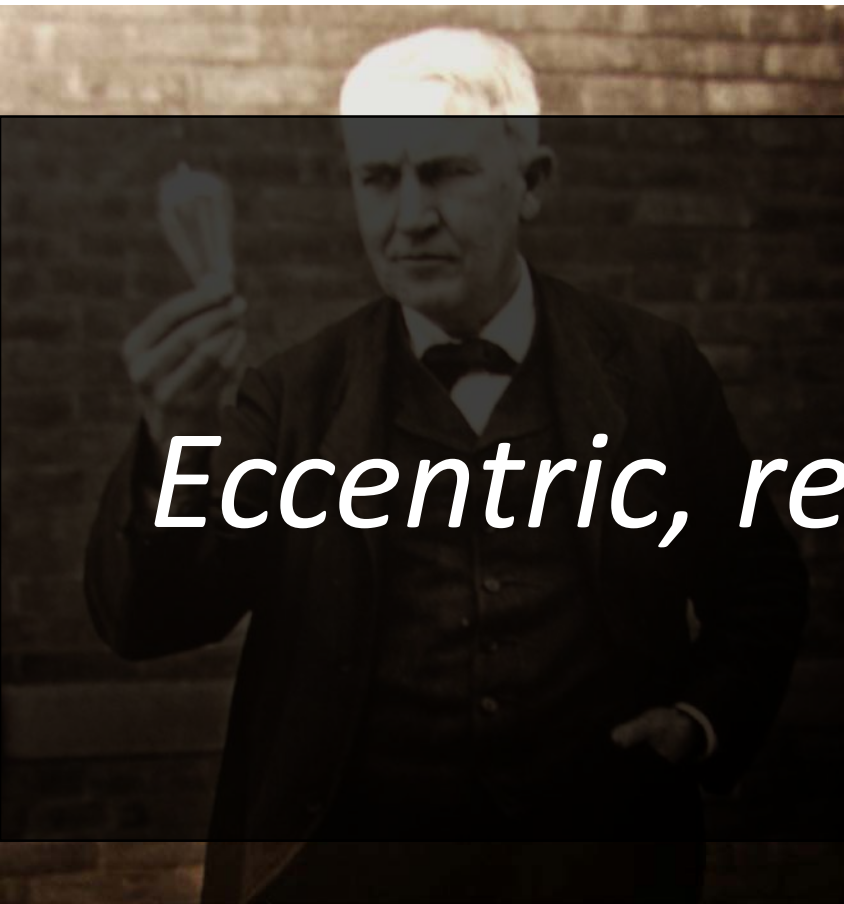




innovator

*What kind of person is capable of
innovation?*

Thomas Edison



Light Bulb

Robert Kahn



Internet

Steve Jobs



(really) Smart Phone

Eccentric, really smart, rich, white guys

“Good for them.
But I’m not any of
those things.”

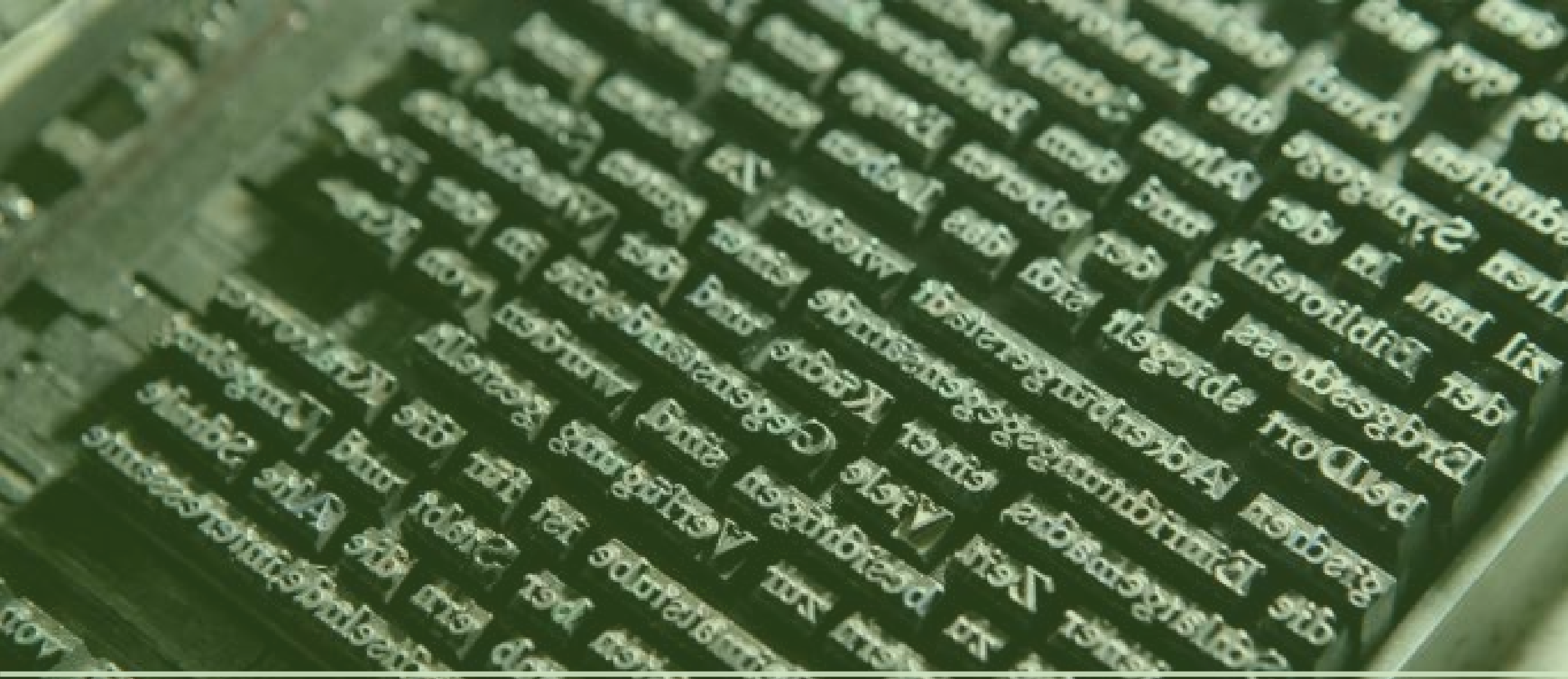




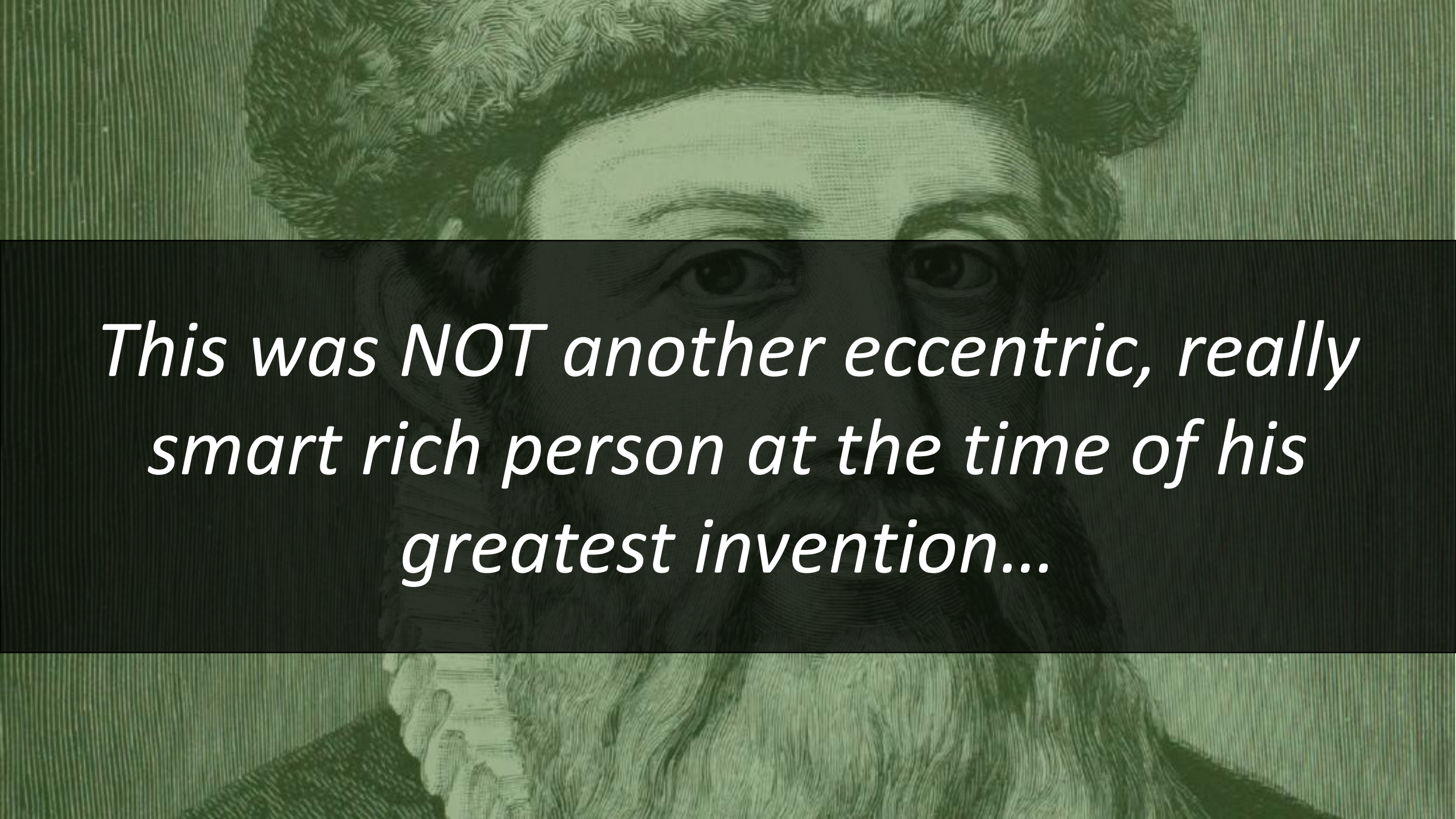


Johannes Gutenberg

1400-1468



The Printing Press




This was NOT another eccentric, really smart rich person at the time of his greatest invention...

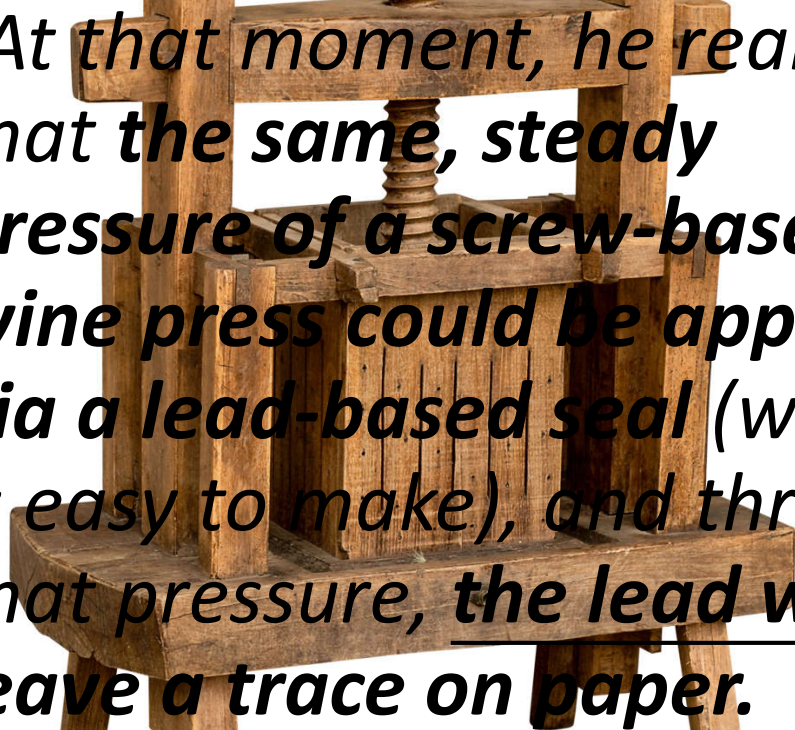


Metal Worker

*So how did this seemingly ordinary man
come up with one of the most important
inventions in the last thousand years?*



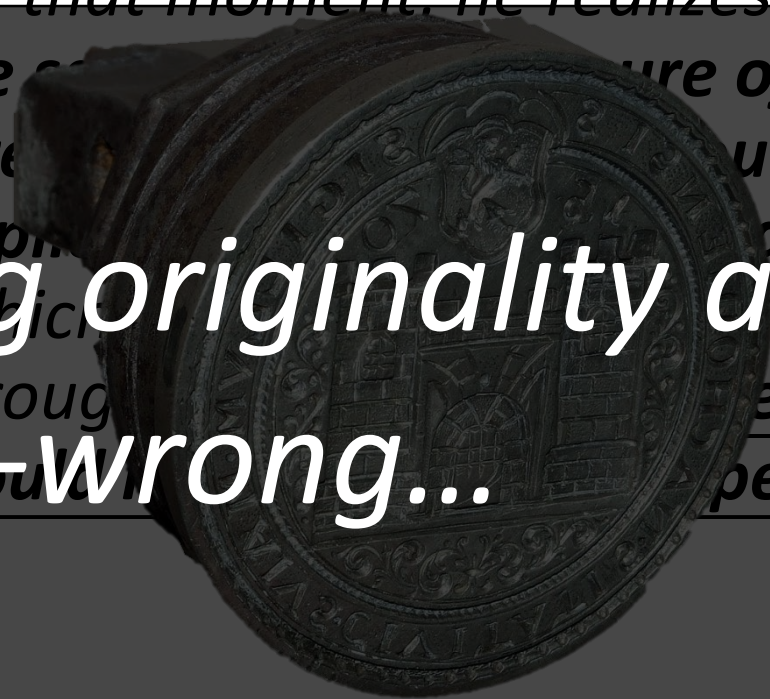
“I took part in the wine harvest. I watched the wine flowing, and going back from the effect to the cause, I studied the power of this press which nothing can resist...”

A wooden screw-based wine press, positioned on the right side of the image. It features a central wooden screw mechanism with a horizontal handle, mounted on a wooden frame with four legs. The press is used for extracting juice from grapes.

*“At that moment, he realizes that **the same, steady pressure of a screw-based wine press could be applied via a lead-based seal (which is easy to make), and through that pressure, the lead would leave a trace on paper.**”*



“At that moment, he realizes that the security of a screw press could be applied to the printing of a lead typeper.”



We have been getting originality and innovation all-wrong...

innovate

“The creative act ... does not create something out of nothing; it uncovers, selects, re-shuffles, combines, synthesizes already existing facts, ideas, faculties, skills.”

--Arthur Koestler, The Act of Creation



INNOVATION



is about

ASSIMILATION

not

FORMATION

That's why we created this
conference.



**Nonprofit
Innovation**

Jessica Jackley
Co-Founder of KIVA



**Marketing
Automation**

Mathew Sweezey
Salesforce.com



**Understanding
Value Proposition**

Tim Kachuriak
NextAfter



People Metrics

Dr. Chuck Coker
LifeThrive



Analytics

Annie Cushing
Annielytics.com



**Research &
Testing**

Kevin Peters
NextAfter



**Crafting Your
Value Proposition**

Austin McCraw
MECLABS



**Conversion
Optimization**

Peep Laja
Conversion XL



**Data-Driven
Decisions**

Ton Wesseling
Online Dialogue



Copywriting

Amy Harrison
Write With Influence



Google Adwords

Kristina Cutura
KristinaCutura.com



**Empathetic
Fundraising**

Brian Carrol
B2B Lead Blog



**Email and Value
Prop Workshops**

Jon Powell
NextAfter



Human Data

Dr. Chuck Coker
LifeThrive



**Persuasion
Psychology**

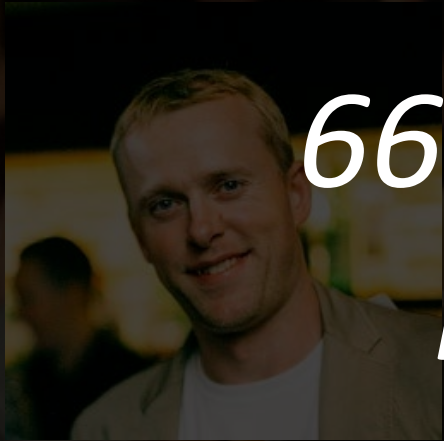
Bart Schutz
Online Dialogue



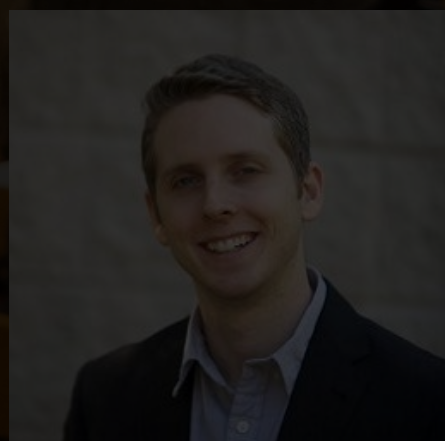
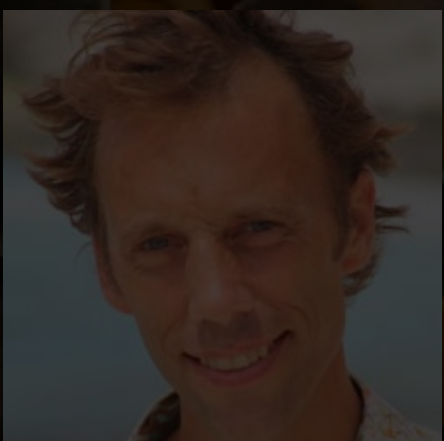
Conference Hosts

**Jeff Giddens &
Courtney Gaines**
NextAfter





66% of Speakers come from the For-Profit Marketing Space



*True innovation feels unreachable,
at least for many of us.*

Challenges



1. Risk Aversion

**"MOVE FAST AND
BREAK THINGS.
UNLESS YOU ARE
BREAKING STUFF,
YOU ARE NOT MOVING
FAST ENOUGH."**

Mark Zuckerberg

CEO, Facebook

The background features a repeating diamond-shaped pattern of faces, creating a textured, mosaic-like effect. In the center, there is a faint, larger-scale image of a woman holding a young child, which is partially obscured by the pattern.

2. Stewardship Distortion



@digitaldonor

A glass with several pieces of tape applied to its surface. Water is leaking from the glass through the tape patches, with streams of water falling from the bottom. The background is a solid orange color.

3. Talent Seepage

"Uncharitable is the most courageous and necessary of all of the recent books that have been written about philanthropy and the nonprofit sector."

—Bill Shore, Founder & Executive Director, Share Our Strength

UNCHARITABLE

HOW RESTRAINTS ON NONPROFITS UNDERMINE THEIR POTENTIAL



DAN PALLOTTA

Misconstruction:

“There has to be a limit on the amount of money people can make in charity.”

“To place a limit on compensation is to place a limit on outcomes. If a limit were placed on the amount of profit the stockholders of the Edison Electric Light Company could make, there would be a limit on the innovation they would be willing to fund and pursue. There would be less innovation. Similarly, limits on compensation for alleviating social problems only limit the degree to which people finance, work on, and innovate on behalf of those problems.”

- Dan Pallotta

The man with a plan



A large wooden Trojan horse sculpture is the central focus, set against a rural landscape with rolling hills and a small building in the distance. The entire image is overlaid with a semi-transparent purple filter. The text 'Optimization is Innovation's Trojan Horse' is written in white, with 'Optimization' underlined.

Optimization is Innovation's Trojan Horse

Optimization

1. Mitigates Risk

Reduces the potential downside of failure

2. Produces Key Learnings

Evolves your understanding of your value proposition

3. Builds Credibility

Demonstrates the power of perpetual performance improvement

4. Attracts Co-Conspirators

Finds people that share your value of innovation

5. Smokes-out Detractors

Identifies people that are a threat to innovation

My Story

Nonprofit Industry
Benchmarks

1% - 4%

Donation Conversion Rate

0.15%

Email Response Rate

Nonprofit Industry
Benchmarks

96% - 99.85%
Failure Rate

The conference that changed my life.

Experiment: Results



12% Increase in Conversions

By changing a few words we increased total conversion by 12%

Optimized Page #3

The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

It's An Exact Digital Replica Of The Printed Paper

It's not a web site, but a digital reproduction of the New York Times - the only newspaper in America to win over 80 Pulitzer Prizes.

Every article, color photograph and advertisement is automatically delivered to your computer. And users can do more: they can search and navigate through the paper with ease.

To help you evaluate the free version of The Times, we are offering a **7-Day Free Trial**. And if you decide to continue receiving the Electronic Edition, we will reward you with a savings of up to 80% off the print edition.

Top 5 Reasons To Start Your Free Trial Now

- 1. It is searchable.**
You can search by topic, person, event, or keyword. Results for individual pages come in just seconds.
- 2. It is easy to read.**
You can view headlines, images and video clips at what you wish.
- 3. It can be archived.**
You can keep your own archive of articles for future reference and research.
- 4. It is portable.**
You can read it on e-readers, on iPads or on the next-generation, anytime.
- 5. It is convenient.**
You can get it without your electronic delivery and keep the newspaper waiting for you.

Start Your 7-Day Free Trial

Select your delivery preference

- New York (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)
- New York (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)
- 7-Day (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)

Continue To Free Trial

NEWSSTAND

Optimized Page #4

The New York Times
electronic edition

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- 5. It is convenient.**
You can get it without your electronic delivery and keep the newspaper waiting for you.

Start Your 7-Day Free Trial

Select your delivery preference

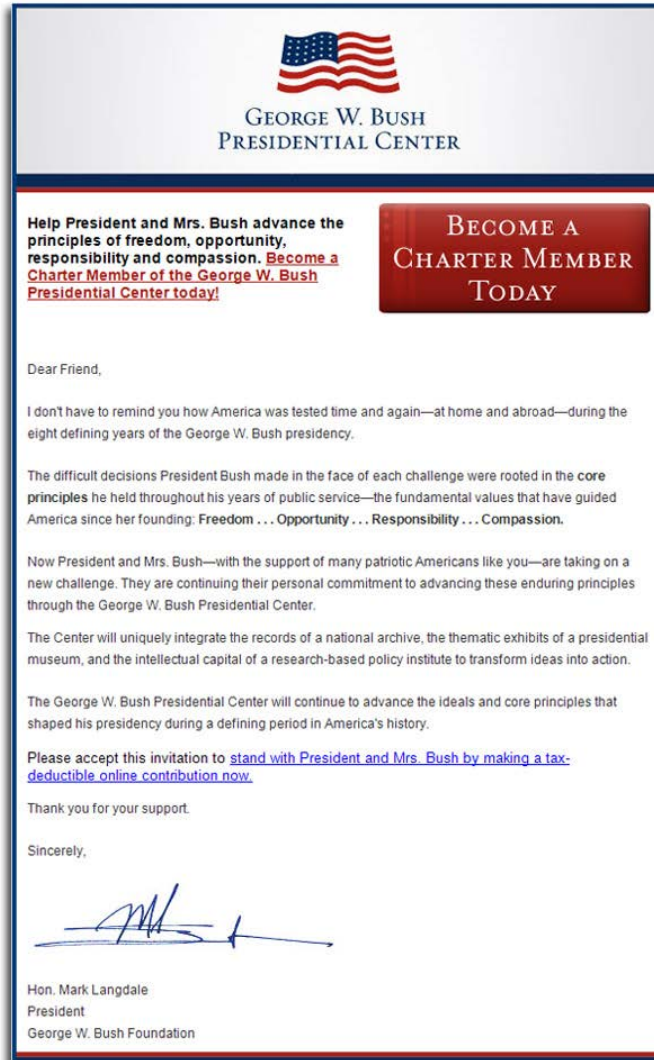
- New York (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)
- New York (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)
- 7-Day (Delivered Monday-Friday, 6:00 AM to 6:00 PM, 7 days a week)

Continue To Free Trial

NEWSSTAND

My First Experiment

Version A - Control



GEORGE W. BUSH
PRESIDENTIAL CENTER

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!](#)

BECOME A CHARTER MEMBER 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.

The difficult decisions President Bush made in the face of each challenge were rooted in the core principles he held throughout his years of public service—the fundamental values that have guided America since her founding: Freedom . . . Opportunity . . . Responsibility . . . Compassion.

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


The Center will uniquely integrate the records of a national archive, the thematic exhibits of a presidential museum, and the intellectual capital of a research-based policy institute to transform ideas into action.

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.](#)

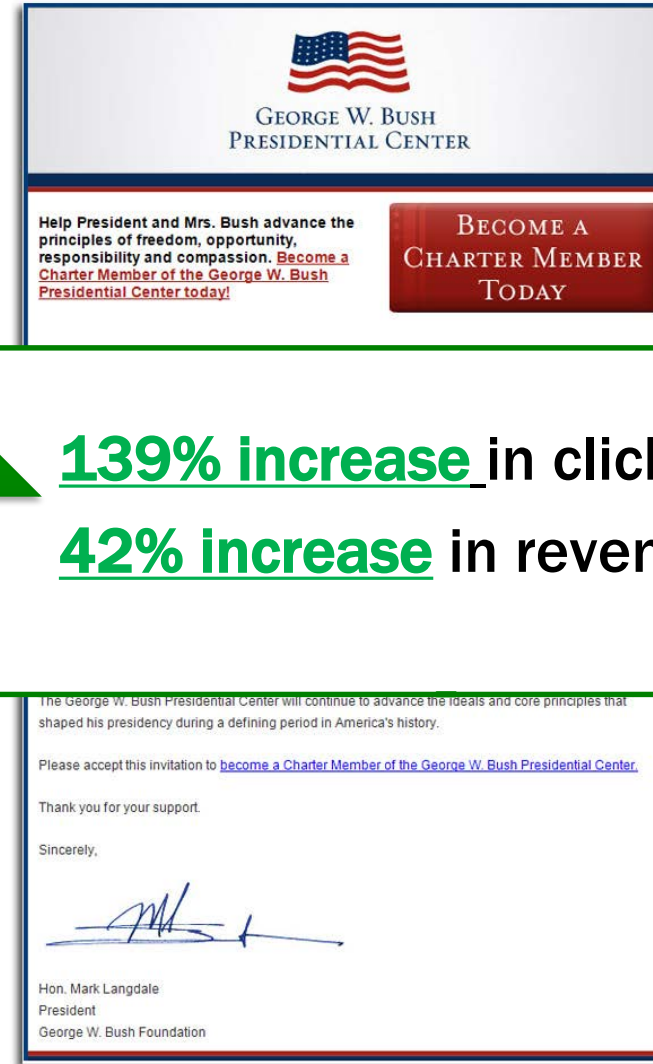
Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

Version B - Treatment



GEORGE W. BUSH
PRESIDENTIAL CENTER

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!](#)


BECOME A CHARTER MEMBER TODAY

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.

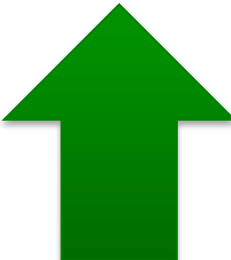
Please accept this invitation to [become a Charter Member of the George W. Bush Presidential Center.](#)

Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation



139% increase in clickthrough
42% increase in revenue

Small Changes >> Big Impact

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

Small Changes >> Big Impact

Original

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

This Could Change Everything

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 5 most important learnings
from the last 9 years of testing—and more
than 800 documented experiments.

LEARNING #1

There is a difference
between **ORDERING**
A PRODUCT and
MAKING A GIFT.

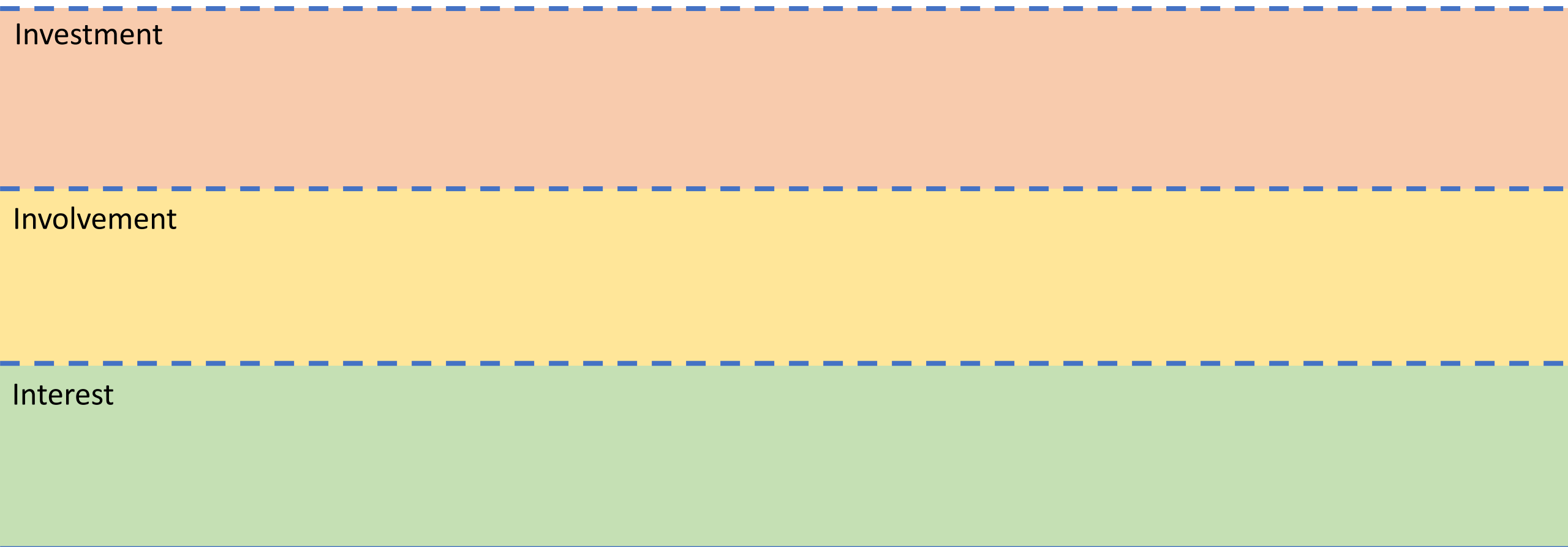


The difference between **Buying** and **Giving**

Sparkline of a Donation

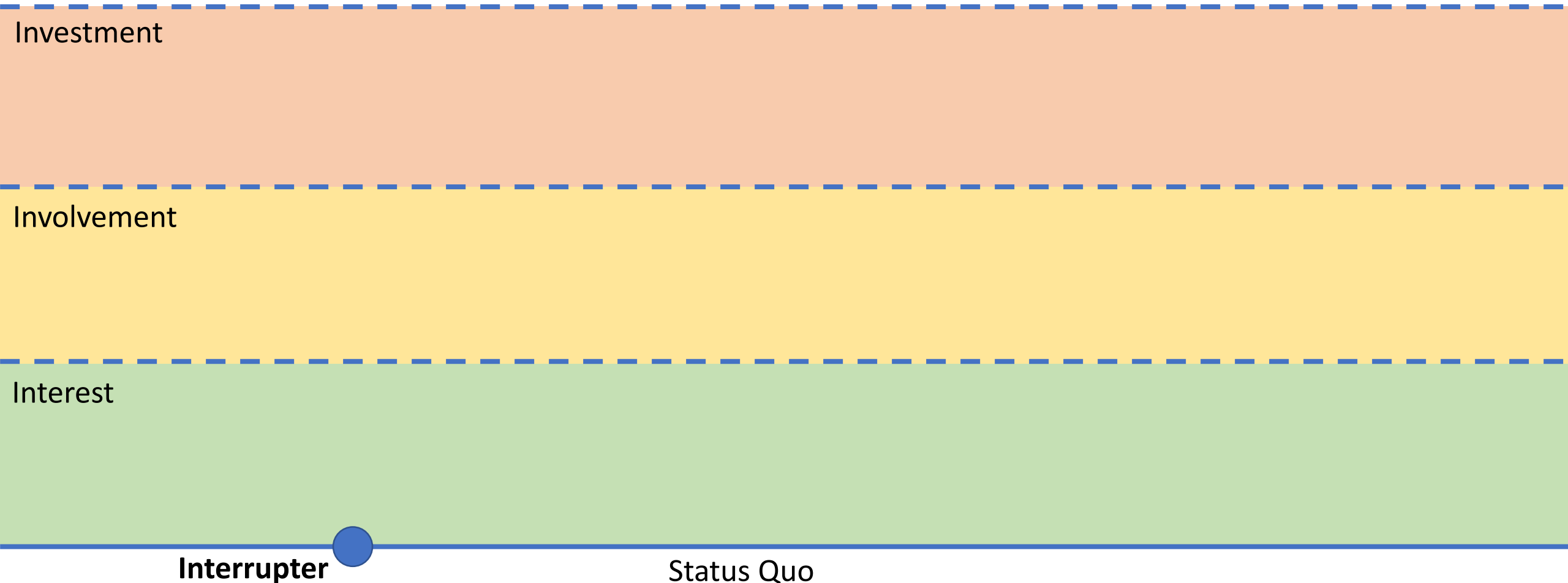
Status Quo

Sparkline of a Donation

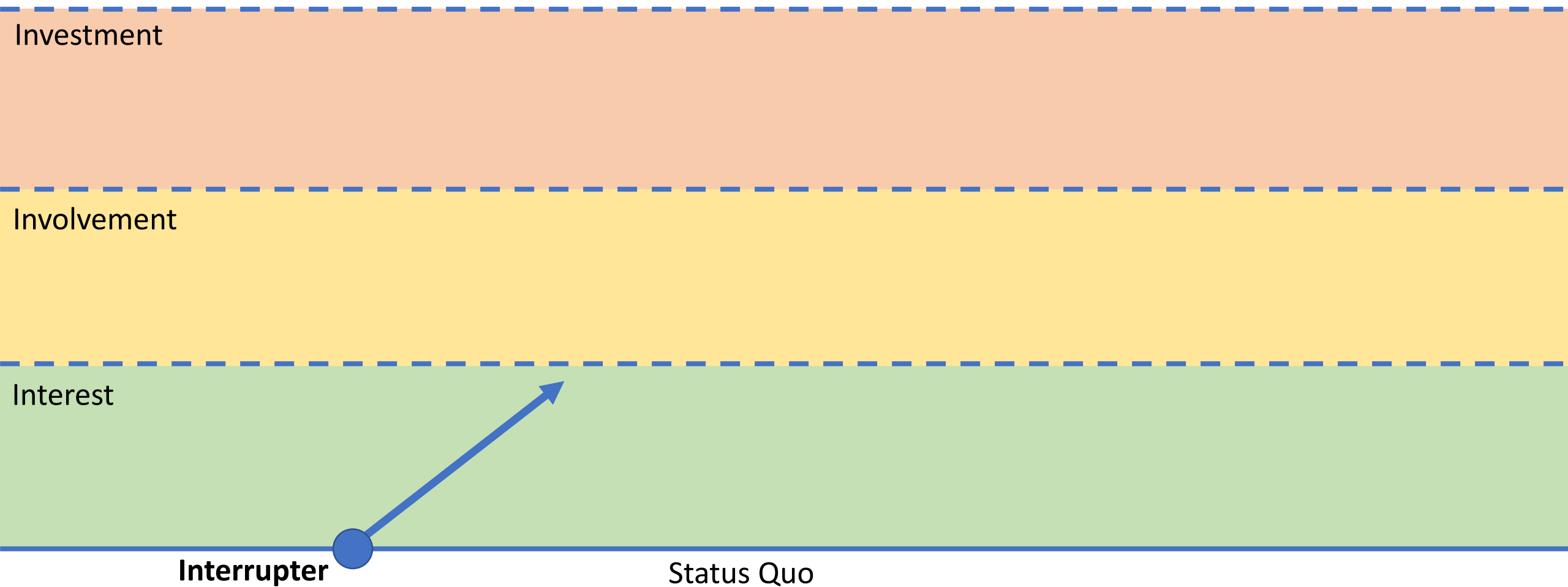


Status Quo

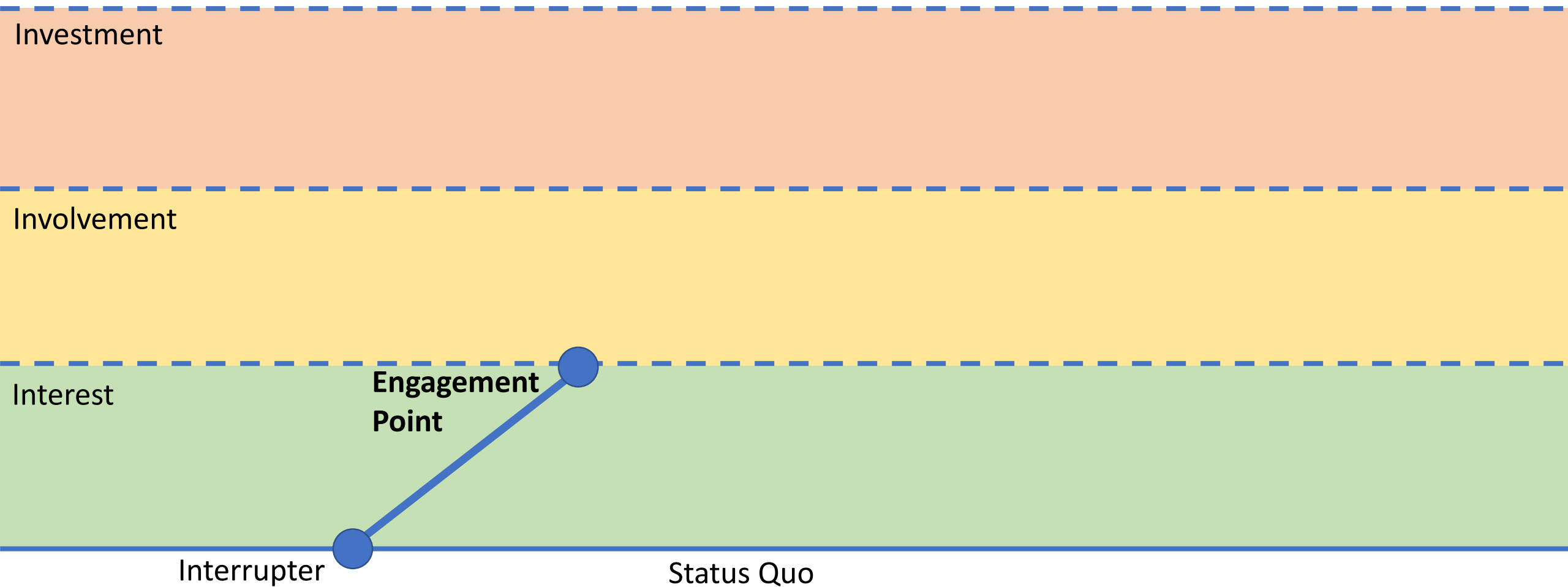
Sparkline of a Donation



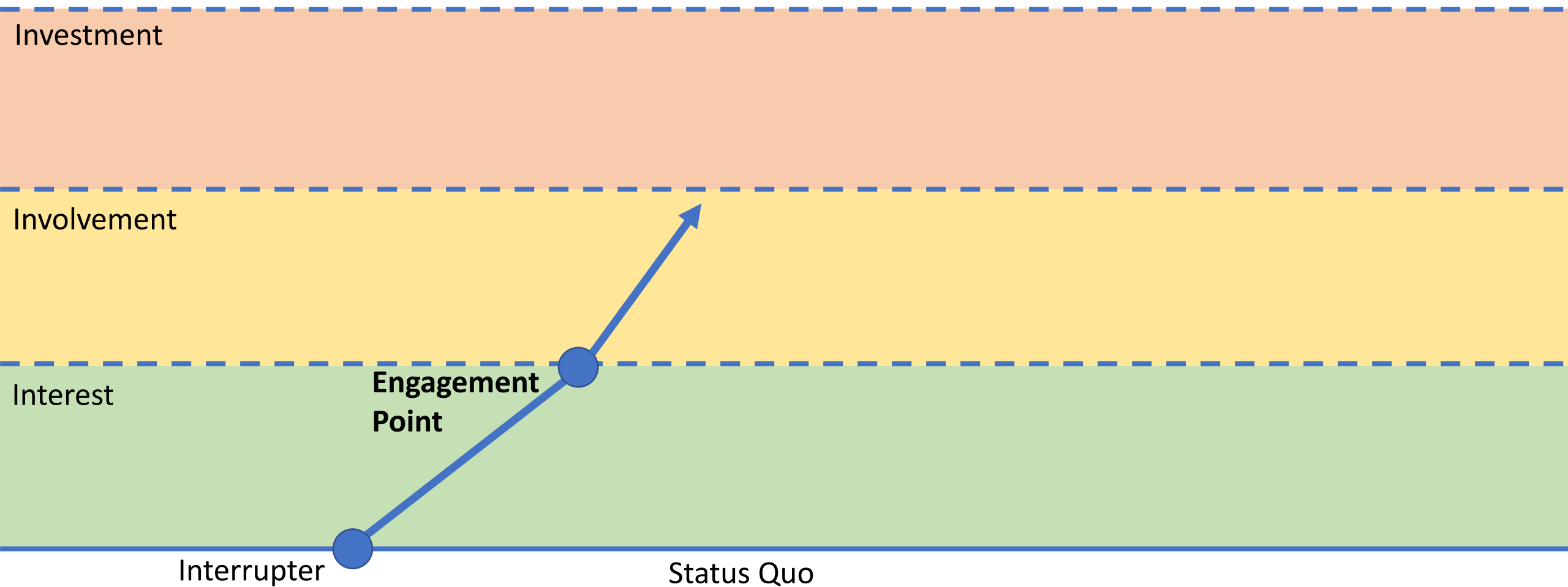
Sparkline of a Donation



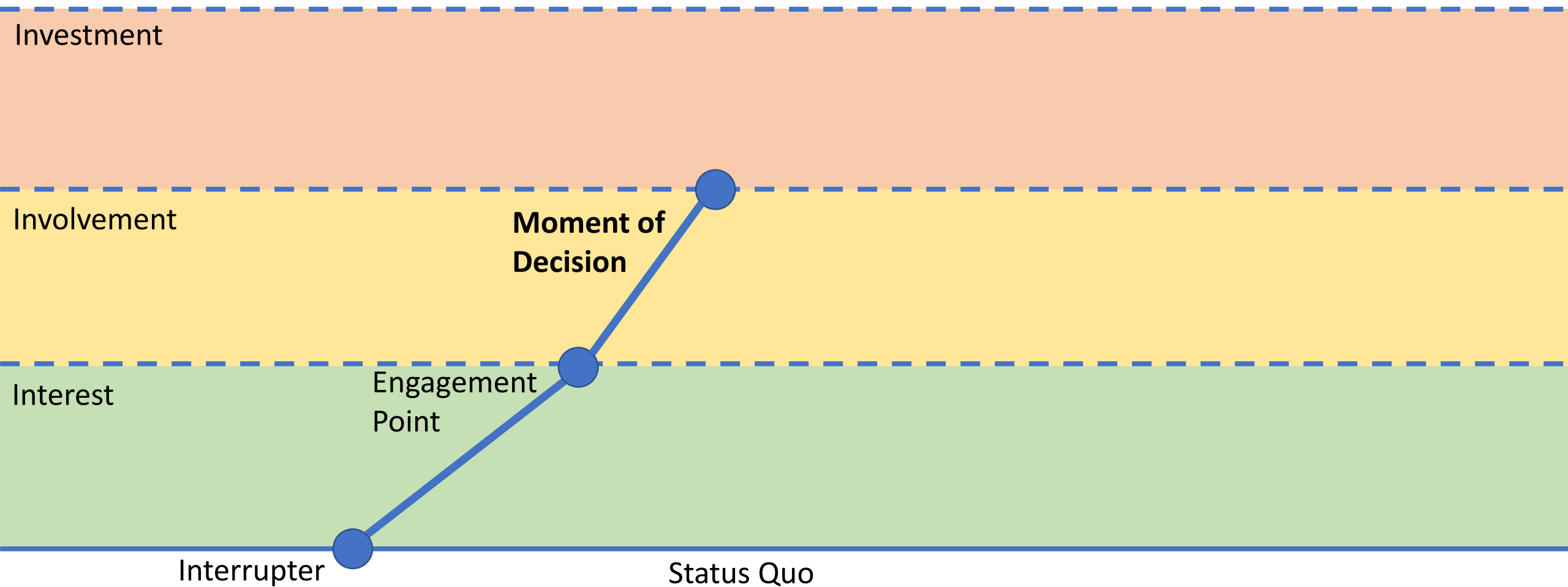
Sparkline of a Donation



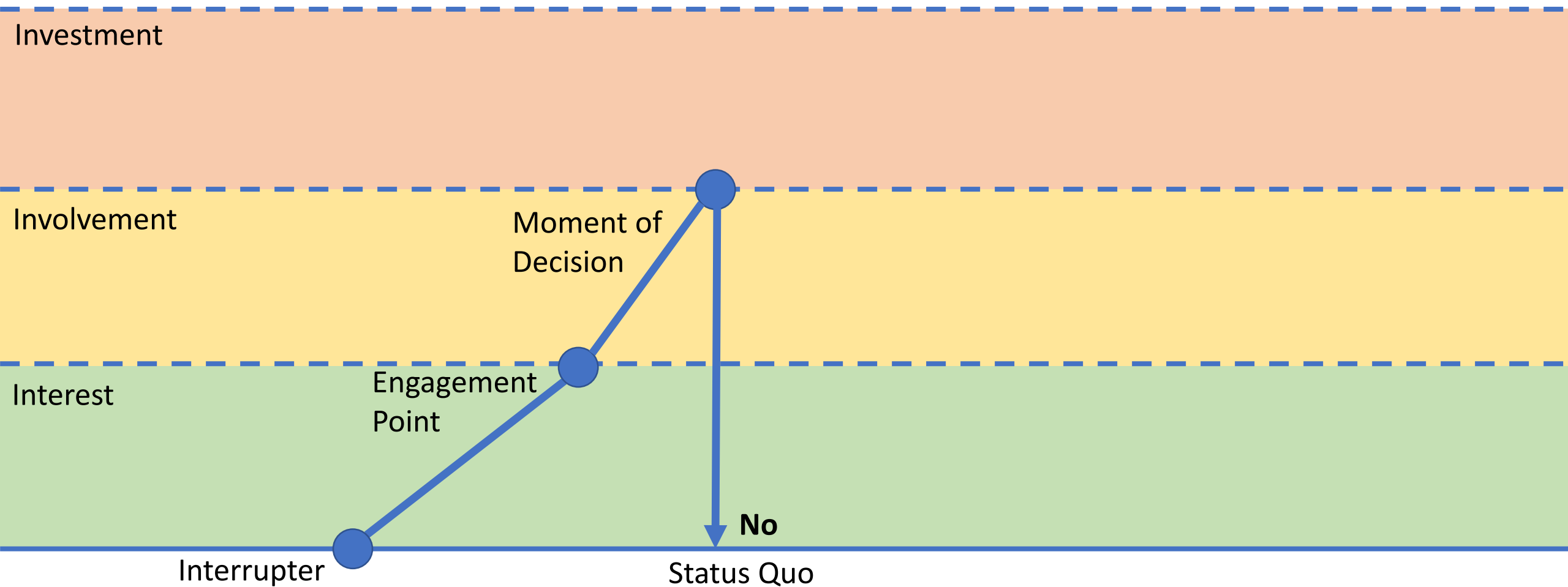
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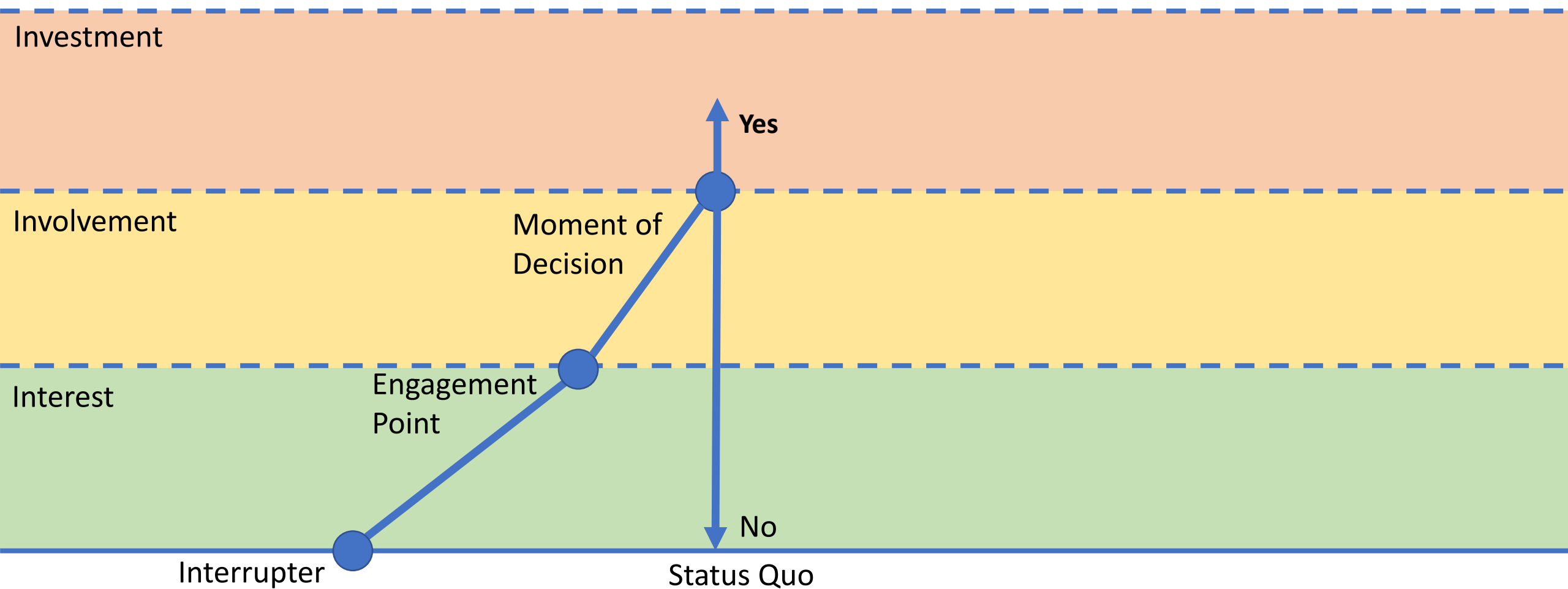
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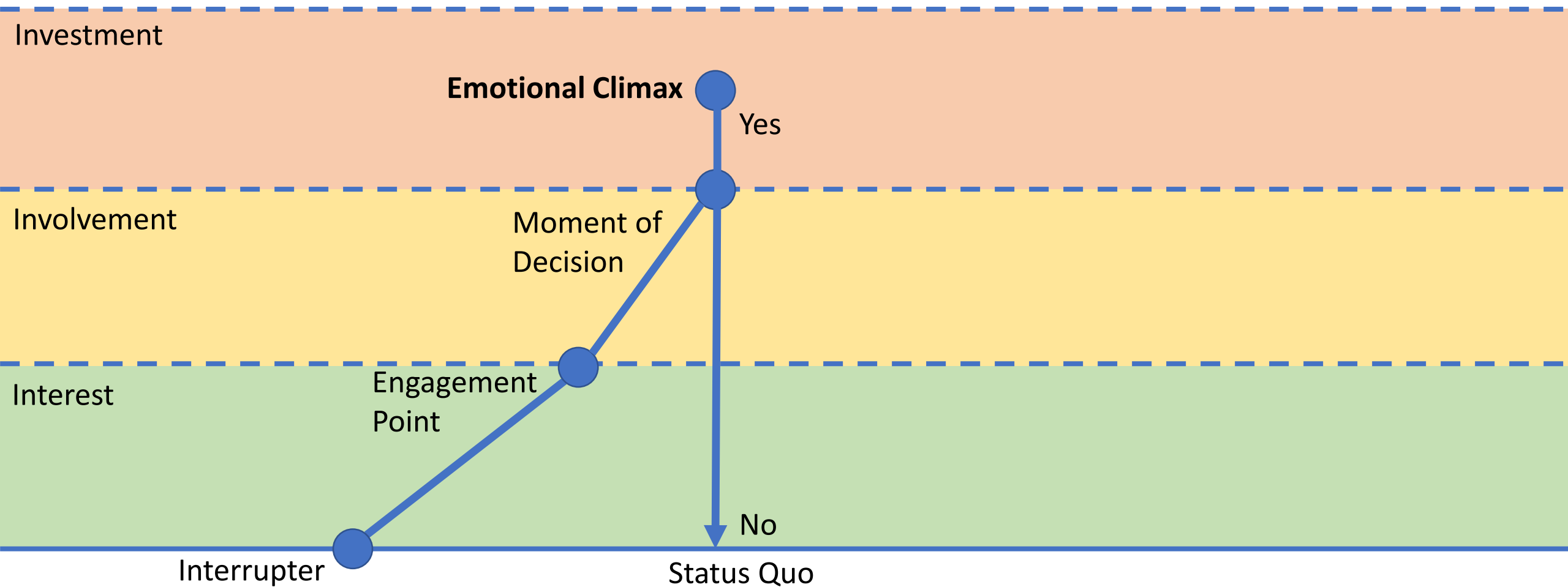
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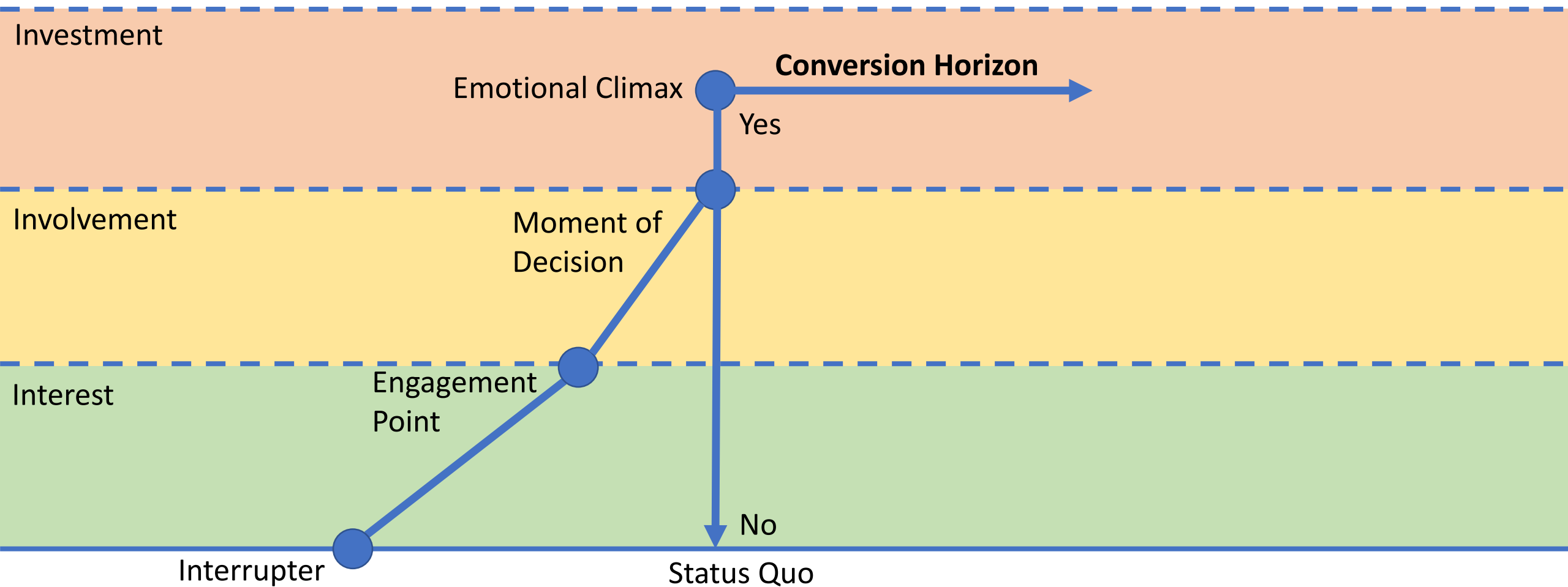
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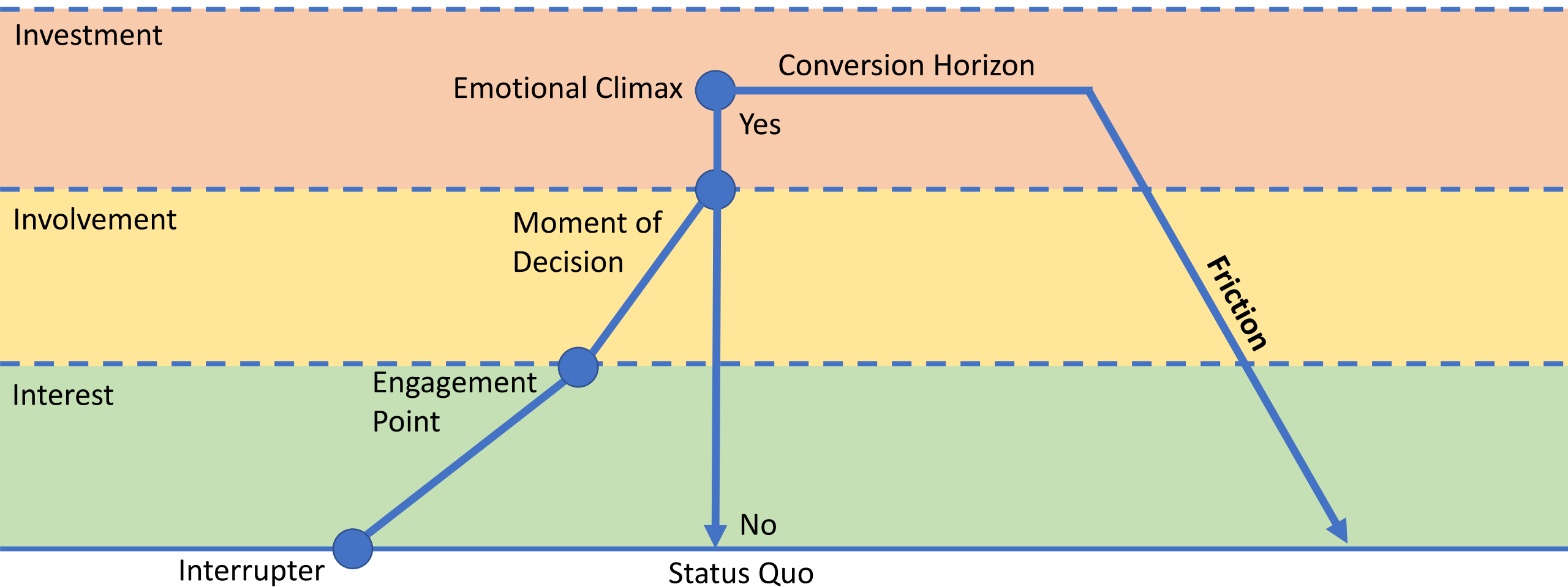
Sparkline of a Donation



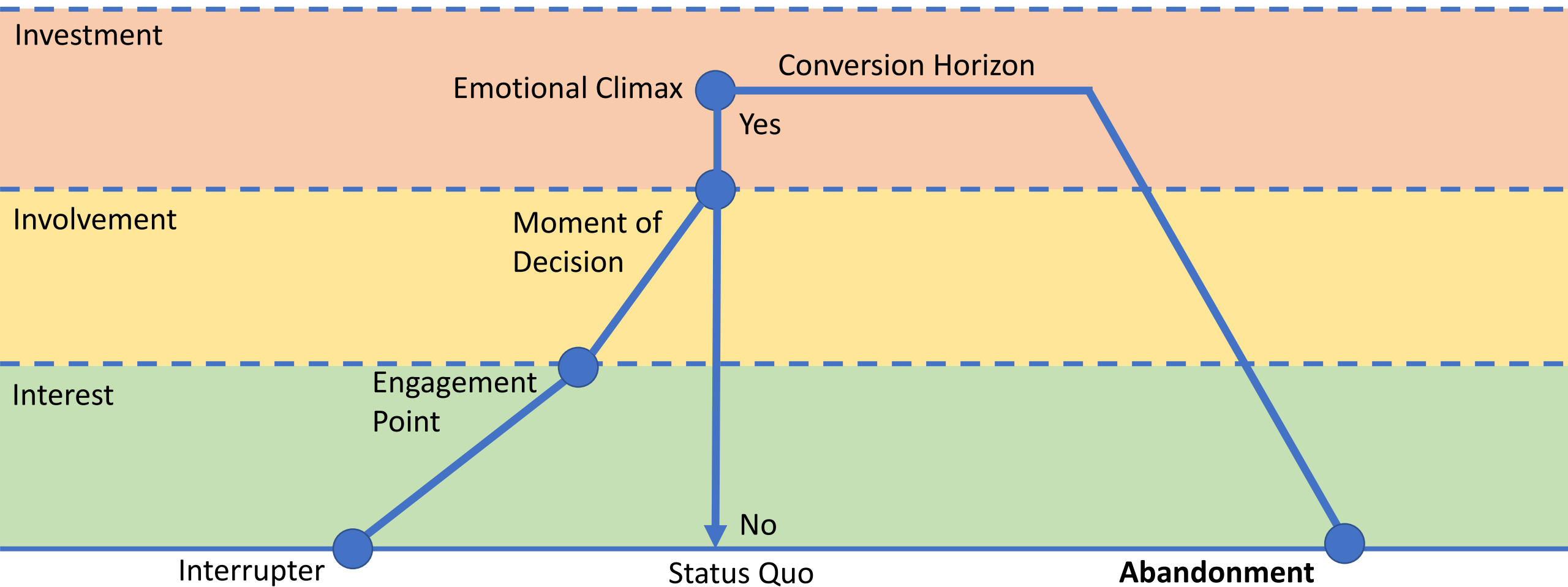
Sparkline of a Donation



Sparkline of a Donation



Sparkline of a Donation



LEARNING #2

Your prospective donor doesn't understand the reasons **WHY THEY SHOULD GIVE** to you (and that's probably your fault).



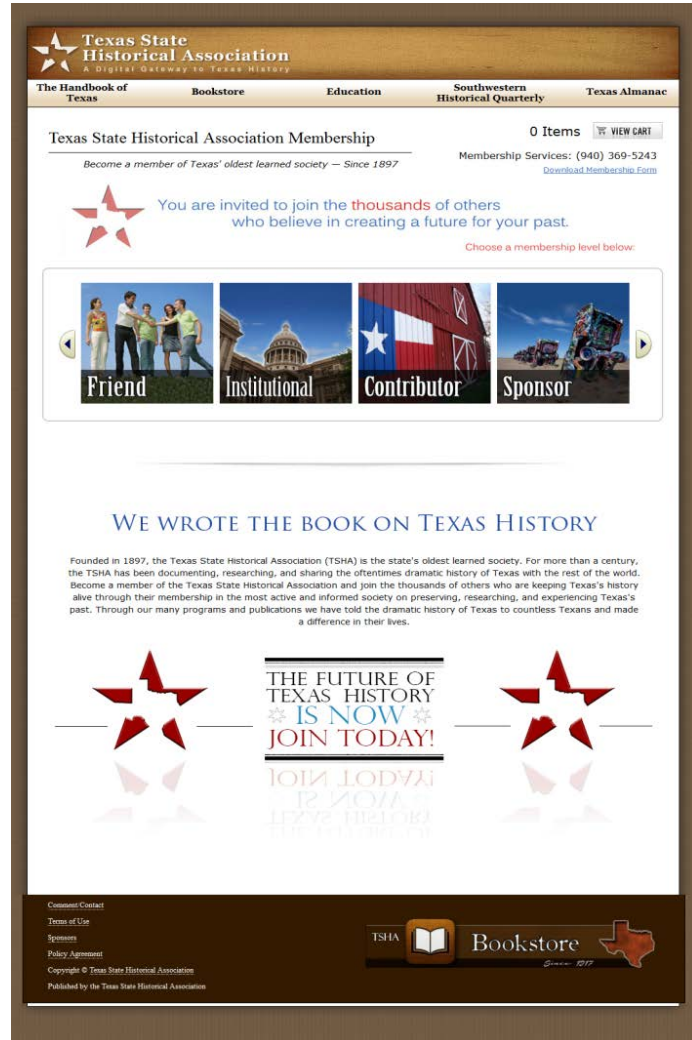
NextAfter
Research Library

Experiment ID: #3793

How a donation page can be improved by clarifying the reasons to give

This page needed a radical redesign

Control



Background:

- Client: Texas State Historical Association
- Primary donation page for TSHAOnline.org
- Four different membership options presented
- Copy is not specific and makes unclear and unsubstantiated claims

Every Potential Donor Asks This Question

“If I am your ideal donor, why should I give to you rather than some other organization, or no one at all?”

Here's the radical redesign

Treatment Changes:

- Radical redesign with long form copy to appropriately convey the value proposition
- Added copy outlining reasons why visitor should join the TSHA as a member
- Included evidentials to back up each claim

Treatment

GET INSIDER ACCESS
to the Most Exclusive Texas History Club in the Nation

Since after a short group of very special people have made a pledge to keep Texas history alive. They have been doing by the half the work of an understanding of our history every generation must start over. They are a proud group. Like the forefathers of the nation, they must go with others read down. Like the historians, they lead rather than follow. They are helping to preserve the important lessons from the past to their own children and their children will have something to look forward to and learn from.

Who are these special men and women? They are the members of the Texas State Historical Association. The best and most important people in our state are joining to save history to their generations.

- The members of the Texas State Historical Association are the 11,000 members who make up the nation's largest and most exclusive Texas history club. Each year more than 100,000 people join our club. It is one of the 100 most important organizations in the world.
- In 11 years, we have published the *American Historical Quarterly*. This scholarly journal is the most important journal in the field of Texas history and is one of the most important journals in the world.
- We published the *Journal of American Studies*, a multidisciplinary journal of history, government, literature, and culture that has been published since 1937, and is one of the most important journals in the world.
- We have published more than 100 books and have one of the largest online research centers in the world. Our research center has been available for free to all since we started in 1996.
- More than 100,000 members benefit from our research and educational programs that make history research and learning easier than ever.

Now, you too can become a member of this exclusive club. You will receive a special gift of a Texas history book and a special gift of a Texas history book. You will also receive a special gift of a Texas history book and a special gift of a Texas history book.

Join TSHA online today, and your membership will be activated instantly!

Membership Levels

- **Individual** - \$100 per year. Includes access to all TSHA resources and a special gift of a Texas history book.
- **Family** - \$200 per year. Includes access to all TSHA resources and a special gift of a Texas history book.
- **Corporate** - \$500 per year. Includes access to all TSHA resources and a special gift of a Texas history book.

Your Name

First Name:
Last Name:
Email Address:
Address:
City:
State:
Zip Code:

Gift Information

Gift Card Number:
Expiration Date:
Expiration Month:
Expiration Year:

DONATE

- Headline arrests attention by conveying an exclusive offer
- First paragraph focuses on primary value proposition

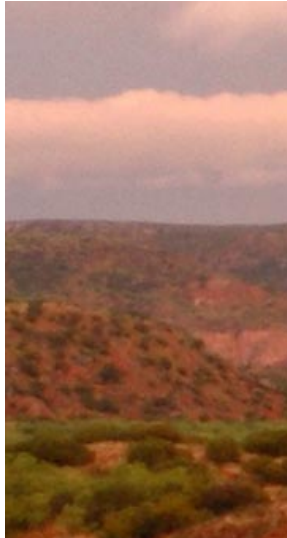


GET INSIDER ACCESS
to the Most Exclusive Texas History Club in the Nation

Since 1897, a select group of very special people have made a pledge to keep Texas history alive. They have been driven by the belief that without an understanding of our history, every generation must start over. They are a proud group. Like the defenders of the Alamo, they stand up while others stand down. Like Sam Houston, they lead rather than follow. They are helping to preserve the important lessons from the past so that our children and their children will have something to look forward to and learn from.

Who are these special men and women? They are the members of the Texas State Historical Association.

The Texas State Historical Association (TSHA) is the most trusted organization preserving Texas history for future generations.



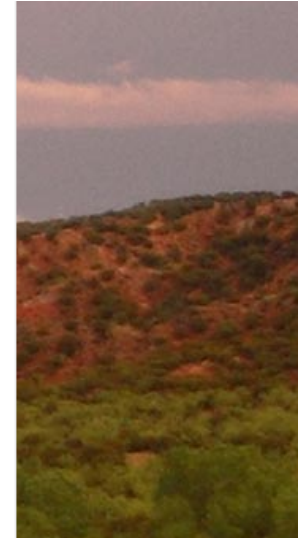
Now, you too can become a member of this exclusive club.

When you join us today as a member of the Texas State Historical Association, you will be part of a unique group of people dedicated to standing as vanguards of our proud Texas heritage and will help us continue to develop innovative programs that bring history to life.

For example, TSHA was one of the first historical associations to begin digitizing its entire archive of content—which spans more than 115 years—and making it available to the world *free of charge* on the *Handbook of Texas* and *Texas Almanac* websites. Today, **more than 500,000 people access these websites every single month.**

Insider access to Texas history.

Members of the Texas State Historical Association get more than just satisfaction that they are helping preserve our Texas history; they also get access to special benefits unavailable anywhere else.



The value proposition is reinforced throughout the copy

Here they are side-by-side

Control

The screenshot shows the Texas State Historical Association's membership page. At the top, there's a navigation bar with links for 'The Handbook of Texas', 'Bookstore', 'Education', 'Southwestern Historical Quarterly', and 'Texas Almanac'. Below this, the main heading is 'Texas State Historical Association Membership' with a 'VIEW CART' button showing '0 Items'. A sub-heading reads 'Become a member of Texas' oldest learned society — Since 1897'. A central message says 'You are invited to join the thousands of others who believe in creating a future for your past.' Below this is a carousel of membership levels: 'Friend', 'Institutional', 'Contributor', and 'Sponsor'. Further down, a section titled 'WE WROTE THE BOOK ON TEXAS HISTORY' describes the association's mission. At the bottom, there's a call to action 'THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!' and a 'Bookstore' link.

Treatment

This screenshot is identical to the 'Control' version but includes a green arrow pointing to a callout box. The callout box contains the text: '146.5% increase in conversion rate'. Below the callout box, the 'DONATE' button is visible, indicating the end of the membership process.

This is the impact of a radical redesign

 146.5% increase in conversion rate

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Short Form	1.1%		
T1: Radical Redesign LF	2.6%	146.5%	100%

Key Learning:

✓ A radically different treatment is sometimes needed to get big increases in conversion. By altering the page to more forcefully communicate a compelling argument that highlighted the exclusivity of membership, we were able to increase donations by 146.5%.

NOT This

Make a Gift Online

Donation Amount:

\$ USD

In honor of In memory of

Credit Card Check

Payment Info

Name on card:

Card number:

Expires: Jan 2019 Card type: VISA

Security code:

Billing Information

Full name:

Email:

Phone:

Address 1:

Address 2:

City:

State/Region:

Zip/Postal Code:

Country: United States Of America

Comments:

Submit Donation

ECFA Gold Seal

BUT This



The world needs Biblical truth now more than ever.

We live in a world desperately searching for truth. Each day, people direct their lives based on cultural pressures and popular opinion, rather than the unshakable truth found in God's word. For more than 100 years, Dallas Theological Seminary has equipped servant-leaders to guide the church and build up the body of Christ around the world. DTS professors use the entire Bible as the central course of study — and it does not return void.



"My greatest fear for our church, or any church, for that matter, is erosion. Theology gives any ministry its solidity. My training in theology at Dallas Seminary has been invaluable to me!"



186.5% increase
in Donations

Payment Info

Name on card:

Card number:

Expires: Jan 2019 Card type: VISA

Security code:

Billing Information

Full name:

Email:

Phone:

Address 1:

Address 2:

City:

State/Region:

Zip/Postal Code:

Country: United States Of America

Comments:

Submit Donation

ECFA Gold Seal

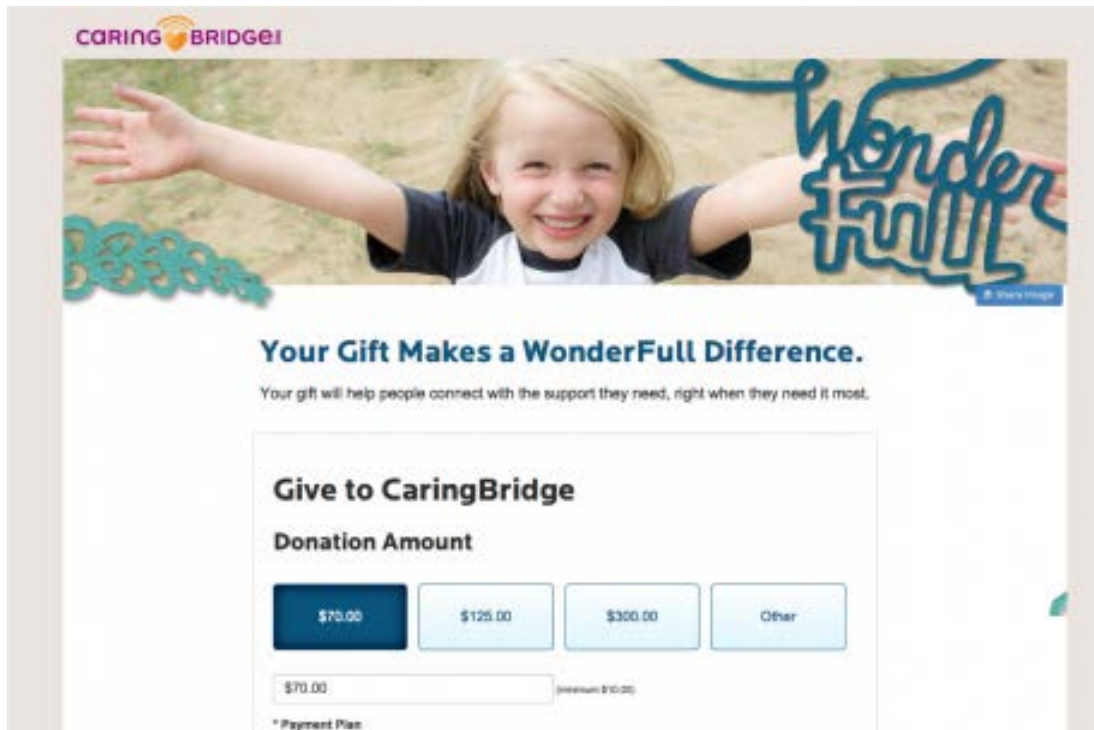
NOT This



BUT This



NOT This



CARING BRIDGE

WonderFull

Your Gift Makes a WonderFull Difference.
Your gift will help people connect with the support they need, right when they need it most.

Give to CaringBridge

Donation Amount

\$70.00 \$125.00 \$300.00 Other

\$70.00 (Minimum \$10.00)

* Payment Plan

BUT This



CARING BRIDGE

WonderFull

127.6% increase
in Donations

"The first week after my daughter's diagnosis, people were checking in and checking up on us, sending prayers, thoughts and love. Using CaringBridge was the best decision I possibly could have made in our journey with cancer."

—Joy Steinback, mother of Julia

Help us help even more people through life's most challenging times. Make today a day you do something WonderFull. Give now. Please give generously today.

LEARNING #3

Don't **COPY** what other people do – they may be **DOING IT WRONG.**



NextAfter
Research Library

Experiment ID: #3552

How a modern design trend
affected conversion on a
donation page

Modern design trend experiment

Control

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name *

Last Name *

Email Address *

Country *

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

Exp. Year *

CVV * [\[What is this?\]](#)

Background:

- Partner: Hillsdale College
- Main Donation Page form
- Used traditional design styling and static field labels

Modern design trend experiment

Treatment Changes:

- Modernized the form by implementing current design trends
- Minimized the visual size of the form by removing field labels
- Implemented new technique “adaptive placeholders”

Treatment

My Gift Amount

\$25 \$50 \$100
\$250 \$500

\$ Other Gift Amount

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name Last Name

Email Address

Country
United States

Address

City

State Postal Code

Phone (Optional)

Credit Card Information

Card Number

Exp. Month Exp. Year CVV

[\[What is this?\]](#)

Make My \$50 Gift

Adaptive Placeholders

Billing Information

First Name

Last Name

Email Address

Country

United States

Address

City

State

Postal Code

Phone (Optional)

Is your shipping information different than the billing address?

Modern design trend experiment

Control

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name *

Last Name *

Email Address *

Country *

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

Exp. Year *

CVV * [What is this?]

Treatment

My Gift Amount

\$

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

Billing Information

First Name

Last Name

Email Address

Country

Card Number

Exp. Month

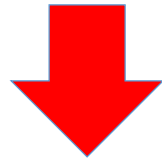
Exp. Year

CVV [What is this?]



69.7% decrease
in donations

Modern design trend experiment



69.7% decrease in donations

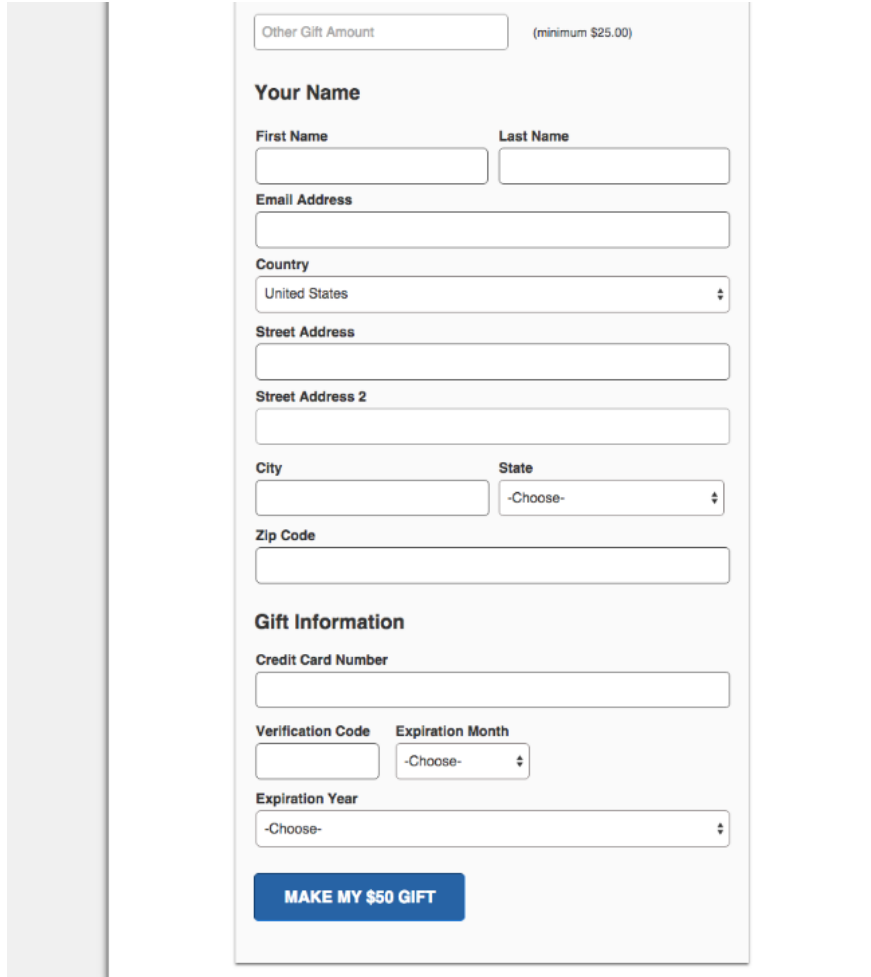
Version	Conv. Rate	Relative Diff	Stat Confidence
C: Traditional form	3.0%		
T1: Modern Form	0.91%	-69.7%	100%

Key Learning:

✓ Beware of modern design fads! Test everything and don't make decisions based on what's **popular**, make decisions on what **works**.

Impact of asking for too much too soon.

Control



Other Gift Amount (minimum \$25.00)

Your Name

First Name Last Name

Email Address

Country
United States

Street Address

Street Address 2

City State
-Choose-

Zip Code

Gift Information

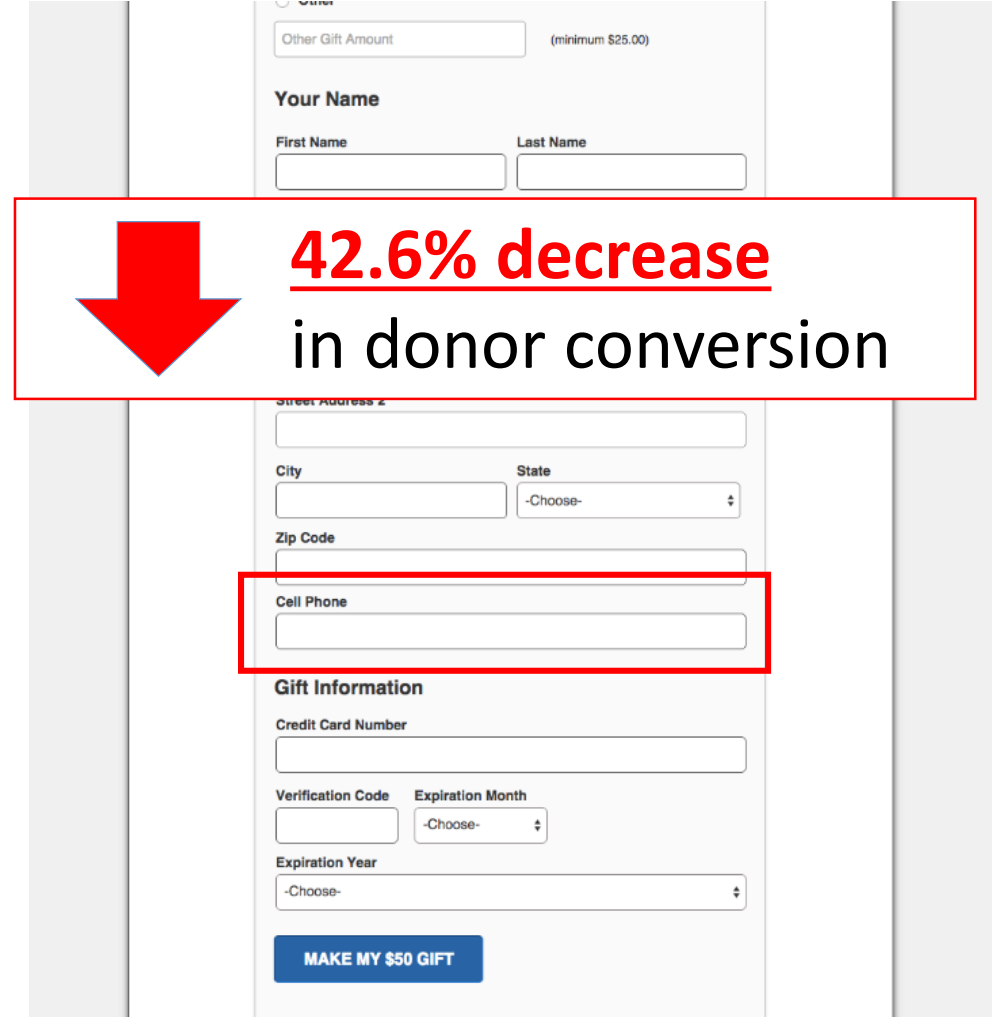
Credit Card Number

Verification Code Expiration Month
-Choose-

Expiration Year
-Choose-

MAKE MY \$50 GIFT

Treatment



Other Gift Amount (minimum \$25.00)

Your Name

First Name Last Name

Street Address 2

City State
-Choose-

Zip Code

Cell Phone

Gift Information

Credit Card Number

Verification Code Expiration Month
-Choose-

Expiration Year
-Choose-

MAKE MY \$50 GIFT

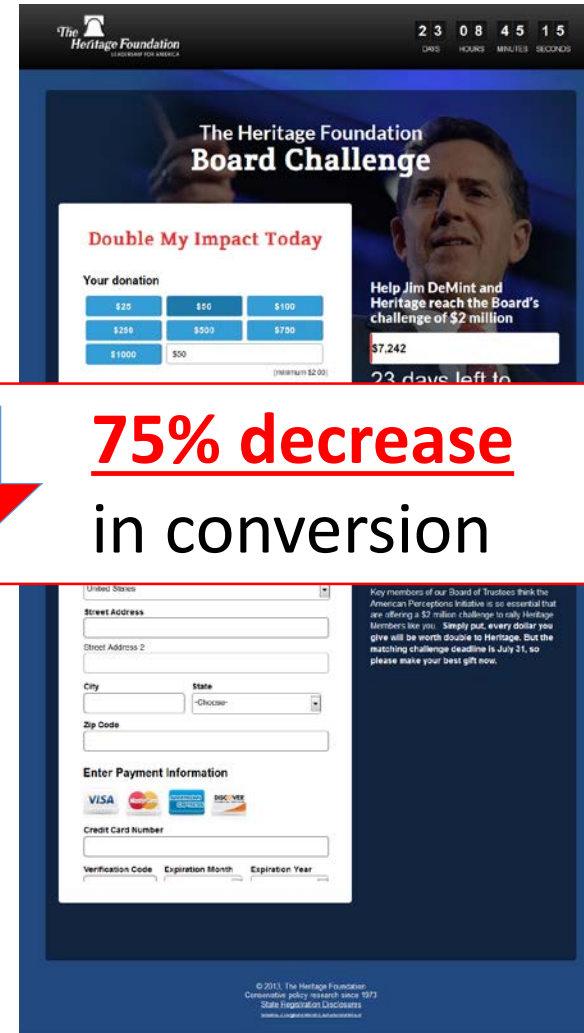
42.6% decrease
in donor conversion


“Ugly” vs. “Pretty” Design

Control



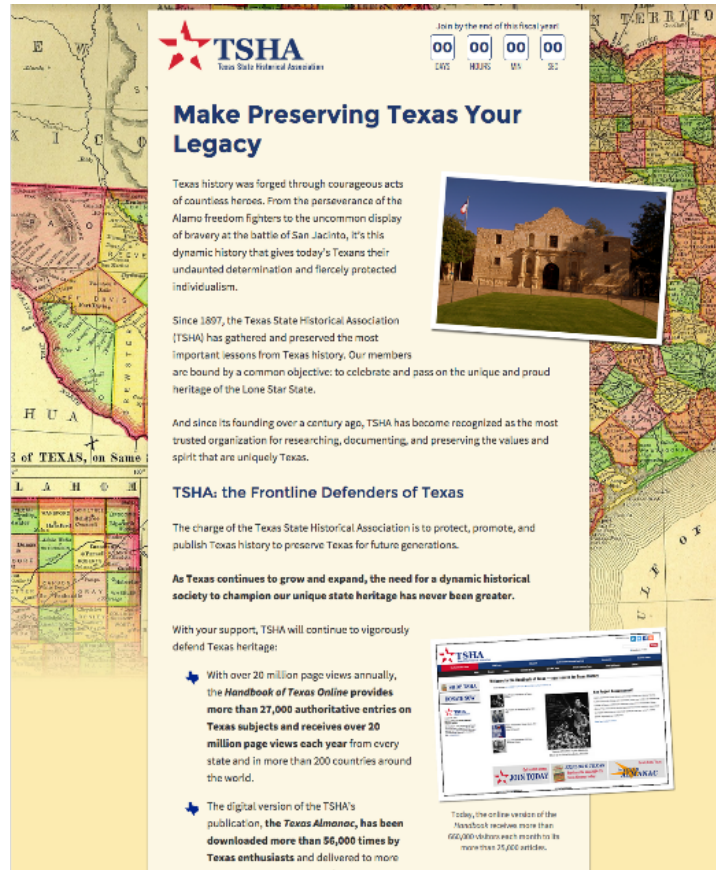
Treatment



 **75% decrease**
in conversion

Video vs. Text on Donation Pages

Control



Join by the end of this fiscal year!

00 00 00 00
CLOSING HOURS

Make Preserving Texas Your Legacy

Texas history was forged through courageous acts of countless heroes. From the perseverance of the Alamo freedom fighters to the uncommon display of bravery at the battle of San Jacinto, it's this dynamic history that gives today's Texans their undaunted determination and fiercely protected individualism.

Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.

And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and preserving the values and spirit that are uniquely Texas.

TSHA: the Frontline Defenders of Texas

The charge of the Texas State Historical Association is to protect, promote, and publish Texas history to preserve Texas for future generations.

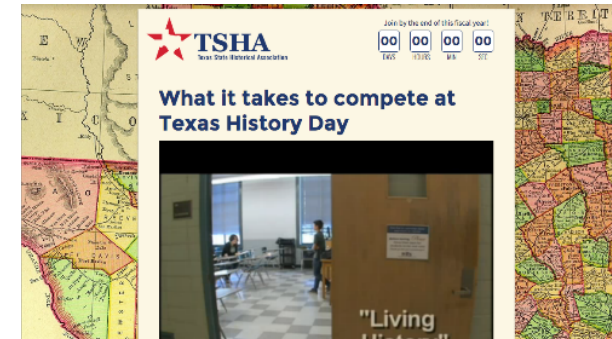
As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

With your support, TSHA will continue to vigorously defend Texas heritage:

- With over 20 million page views annually, the *Handbook of Texas Online* provides more than 27,000 authoritative entries on Texas subjects and receives over 20 million page views each year from every state and in more than 200 countries around the world.
- The digital version of the TSHA's publication, the *Texas Almanac*, has been downloaded more than 56,000 times by Texas enthusiasts and delivered to more than 1,100 new members of the TSHA.

Today, the online version of the *Handbook of Texas Online* receives more than 600,000 visitors each month to its more than 27,000 articles.

Treatment



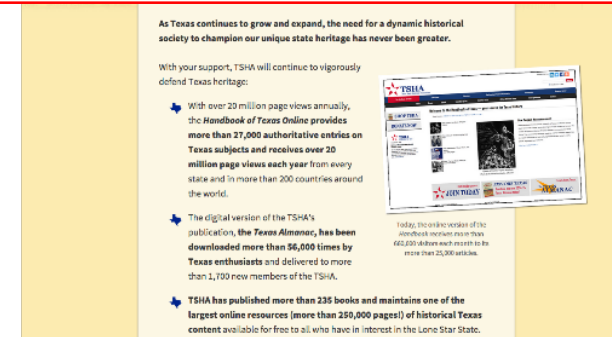
Join by the end of this fiscal year!

00 00 00 00
CLOSING HOURS

What it takes to compete at Texas History Day

"Living History Day"

77.4% decrease
in conversion



As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

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- The digital version of the TSHA's publication, the *Texas Almanac*, has been downloaded more than 56,000 times by Texas enthusiasts and delivered to more than 1,100 new members of the TSHA.
- TSHA has published more than 236 books and maintains one of the largest online resources (more than 250,000 pages!) of historical Texas content available for free to all who have an interest in the Lone Star State.

Today, the online version of the *Handbook of Texas Online* receives more than 600,000 visitors each month to its more than 27,000 articles.


Video vs. Text on Donation Pages

Control

harvest:greg laurie

Jonathan Laurie's Story

Jonathan Laurie shares his testimony in "What's It Going to Take?"




Calling Our Loved Ones to Faith

Do we have a part to play in restoring a person who has fallen away? Yes we do. James 5:19 says,

"If someone among you wanders away from the truth and is brought back, you can be sure that whoever brings the sinner back will save that person from death and bring about the forgiveness of many sins."

Get a copy of *Come Home*, by James MacDonald, to find out what your role is in God's restoration of prodigals. It will be sent to you for a donation of any amount.




Help call others home to the Lord with a financial gift to Harvest Ministries today.

\$25 \$35 \$50 \$100

Treatment

harvest:greg laurie



Don't give up on the prodigals.




203% increase

in Donations

Return of prodigals and offers hope, encouragement and an open invitation to those who are wandering to return to the safety of forgiveness in Jesus.

We want to offer this resource to you today, when you give a donation of any size to Harvest Ministries.



It is my personal desire, and that of our ministries, for people who are lost to find restoration in Christ. I highly recommend *Coming Home*. Let's not give up hope on the prodigals in our lives.

Get this resource, today.

Video vs. Text on Donation Pages

Control



A Special Story of Hope this Christmas

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.



At Buckner, we want to create more stories like this. Our mission is to bring hope and stability in the midst of turbulence to vulnerable and at-risk children. But this is only made possible by people like you, people that want to care for these children that need it most.

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives. In Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other \$

Billing Information

*Title:

*First name: *Last name:

*Country:

*Address lines:

*City: *State: *ZIP:

Phone:

100% of your gift will go directly to support ministry programs

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

Financial Accountability
Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.



Security & Privacy
All online donations made on this page are sent with a secure, encrypted connection. Your personal and financial information will remain private.

Treatment



A Special Story of Hope this Christmas

A Message from Buckner President Albert L. Reyes

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This family was taking Christmas pictures in a photographer's studio. Immediately, as soon as the picture was over she jumped out of her seat, ran behind the photographer into the dark area of the studio, and got real quiet. A moment or so after that you could hear her crying.

Naturally her mom went over to find out what was wrong.



560% increase

in Donations

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other \$

Billing Information

*Title:

*First name: *Last name:

*Country:

*Address lines:

*City: *State: *ZIP:

Phone:

*Email:

100% of your gift will go directly to support ministry programs

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

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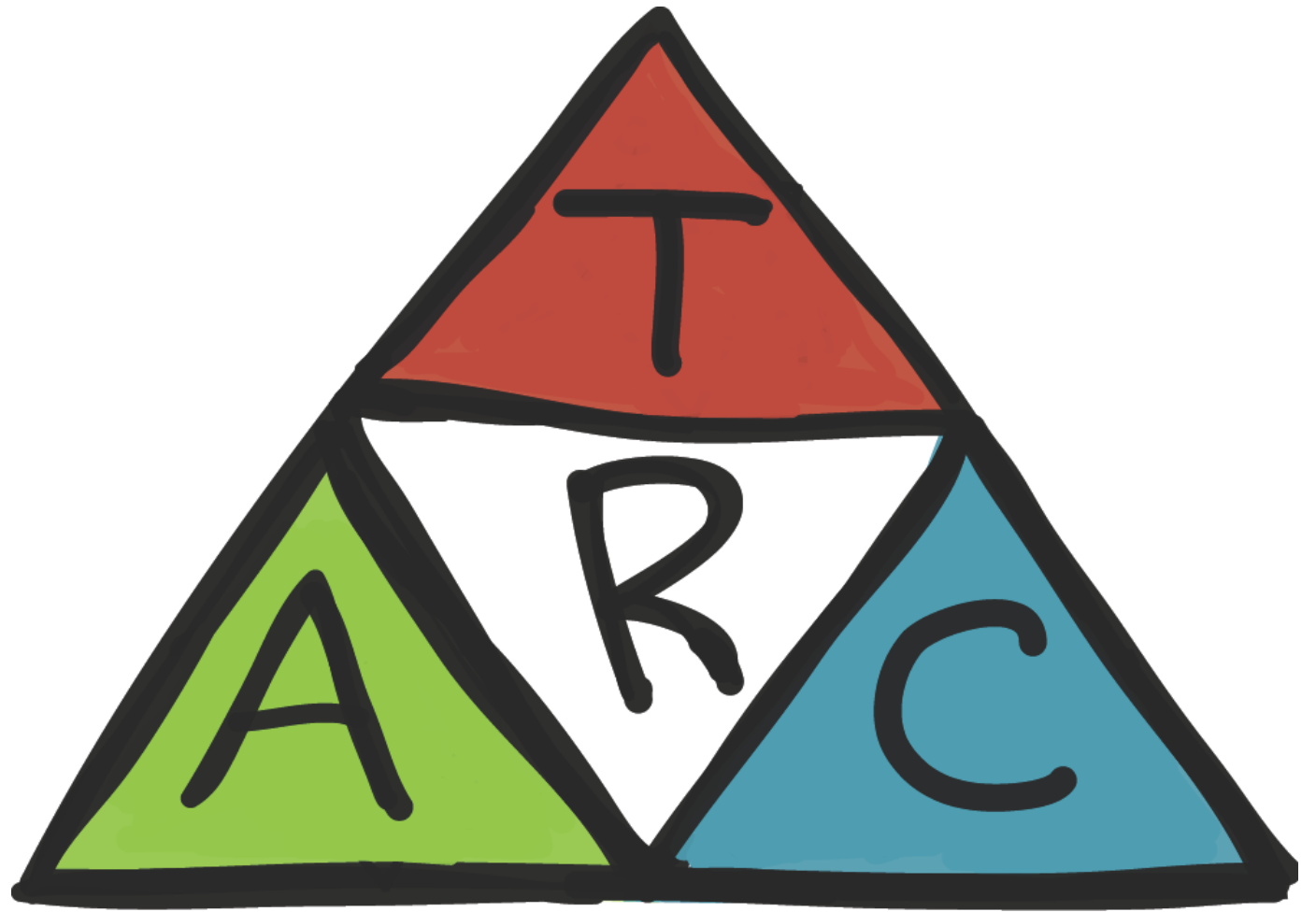


Security & Privacy
All online donations made on this page are sent with a secure, encrypted connection. Your personal and financial information will remain private.

LEARNING #4

There are **THREE**
PRIMARY METRICS
that affect revenue (and they
can all be **OPTIMIZED**).

The Flux
Capacitor of
Revenue
Maximization



Exponential Impact of Optimization

	Baseline
Web Traffic	100,000
Conversion Rate	2.00%
Avg. Gift Value	\$70.00
Revenue	\$140,000.00

Revenue = Traffic X Conversion Rate X Avg. Gift

Exponential Impact of Optimization

	Baseline	26.2% in one Area
Web Traffic	100,000	100,000
Conversion Rate	2.00%	2.52%
Avg. Gift Value	\$70.00	\$70.00
Revenue	\$140,000.00	\$176,400.00
Change in Revenue	0%	26.2%

Exponential Impact of Optimization

	Baseline	26.2% in one Area	26.2% in two areas
Web Traffic	100,000	100,000	126,200
Conversion Rate	2.00%	2.52%	2.52%
Avg. Gift Value	\$70.00	\$70.00	\$70.00
Revenue	\$140,000.00	\$176,400.00	\$222,617.00
Change in Revenue	0%	26.2%	59.0%

Exponential Impact of Optimization

	Baseline	26.2% in one Area	26.2% in two areas	26.2% in three areas
Web Traffic	100,000	100,000	126,200	126,200
Conversion Rate	2.00%	2.52%	2.52%	2.52%
Avg. Gift Value	\$70.00	\$70.00	\$70.00	\$88.34
Revenue	\$140,000.00	\$176,400.00	\$222,617.00	\$280,942.00
Change in Revenue	0%	26.2%	59.0%	100%

Strategic Framework

When it comes to increasing online revenue, there are three primary strategies:

- ✓ **Optimize Traffic**
Get more of the (right) **people to show up**
- ✓ **Optimize Conversion Rate**
Get more people to say, **“Yes!”**
- ✓ **Optimize Average Gift**
Get more people to say **“Heck yes!”**

LEARNING #5

OPTIMIZATION can
change the **WORLD**.

Research Library



Validate Your Own Experiments

How Adding a Value Proposition Increased Conversion Rate by 258.1%

Experiment ID: #111

Senator John Cornyn

Experiment Timeframe: 4/20/2014 - 4/30/2014

John Cornyn has served as a U.S. Senator from Texas for more than 14 years and is the current Senate Minority Whip for the 113th Congress. As election season begins, a torrent of traffic comes to JohnCornyn.com. This traffic includes likely voters looking to confirm their affiliation, donors looking to support the Senator, and people seeking information about all of the candidates. The Senator Cornyn's team wanted to make sure that friction and anxiety were minimized on their main donation page and that credibility and clarity were increased so that the most motivated potential donors would make a gift to support the Cornyn campaign.

Hypothesis

By providing a clear and credible reason to give, we can increase both the average gift and conversion rate of the main donation page.

Design

C: No Value Prop Language



T1: Value Proposition on Page



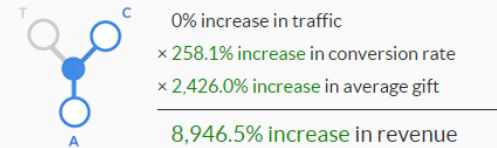
Results

	Treatment Name	Conv. Rate	Relative Difference	Confidence	Average Gift
C:	No Value Prop Language	0.11%			\$13.00
T1:	Value Proposition on Page	0.38%	258.1%	96.3%	\$328.38

This experiment has a required sample size of 2,556 in order to be valid. Since the required sample size was met and there is a level of confidence above 95% the **experiment results are valid**.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

The new treatment delivered a 258.1% increase in donor conversion, with a statistically valid sample size. Team Cornyn learned a few things about their donor base through this test:

1. Experience matters. Even though the donor might be motivated to get to the donation page, they need to be reminded throughout the process that Senator Cornyn aligns with their core beliefs and is worthy of their donation. Donors to Senator Cornyn are thoughtful — they can't be expected to just react to a donation opportunity, they must be persuaded along the way.
2. Design matters. Simply adding the c donation process is crucial to a positiv

Share

What better way to show off these results than share them with your colleagues and boss! Enter their email below to send them a path to the experiment and the password necessary to gain full access it.

Your Name

Recipient's Name

Recipient's Email

Message to Recipient (optional)

Share the Learnings

Download

If you really want bragging rights, you'll want to show this experiment off in person. Don't worry, we've taken the time to create the presentation for you!

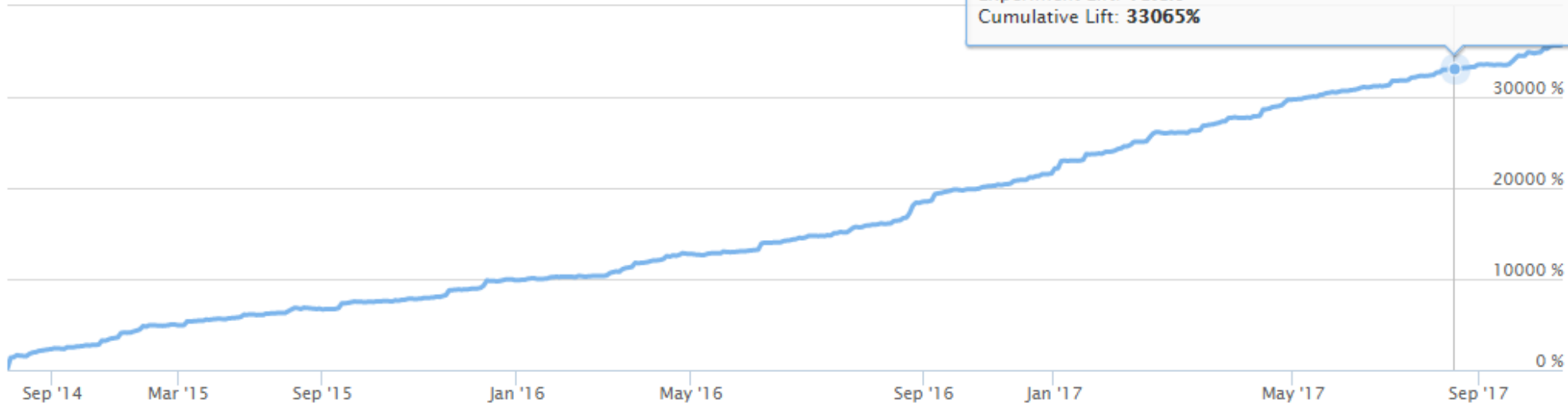
Pick your format of choice:



NextAfter Testing Lab

Zoom 1m 3m 6m YTD 1y All

How relevant landing page copy impacts email acquisition rate
Experiment Lift: 18.3%
Cumulative Lift: 33065%

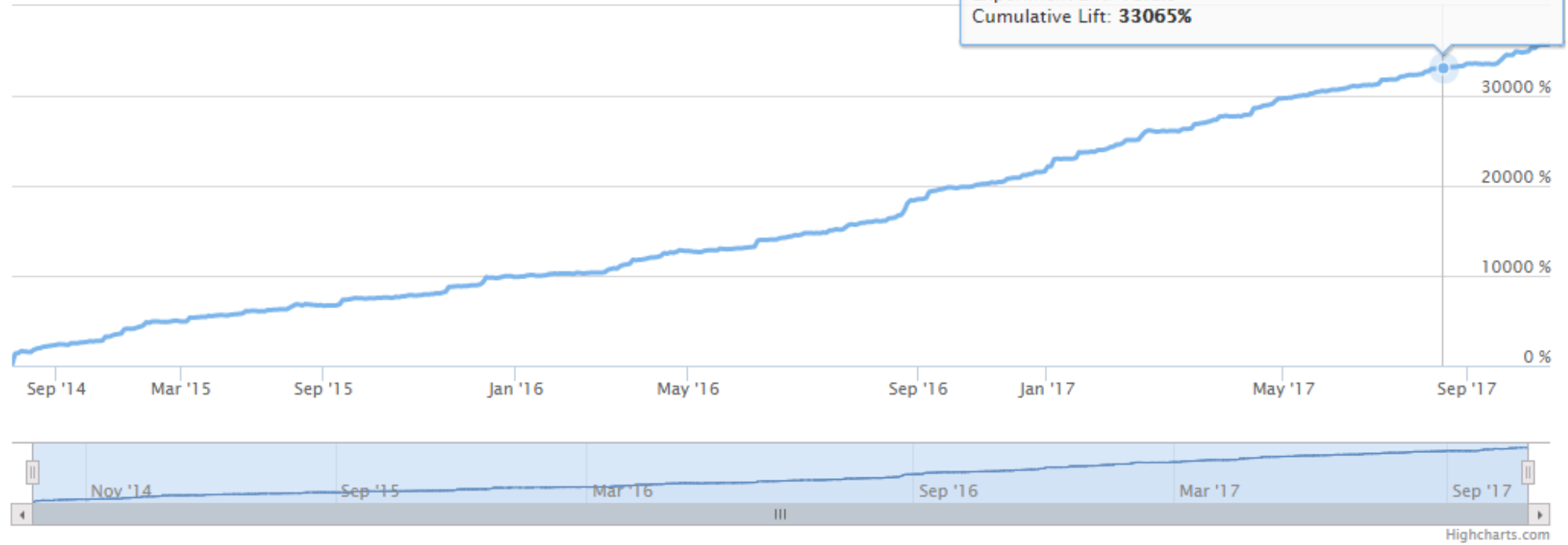


Highcharts.com

NextAfter Testing Lab

Zoom 1m 3m 6m YTD 1y All

How relevant landing page copy impacts email acquisition rate
Experiment Lift: 18.3%
Cumulative Lift: 33065%



Total Samples
89,244,921

Total Conversions
1,570,974

Cumulative Net Impact (CNI)
35,756.1%



Help us unleash the most generous generation in the history of the world