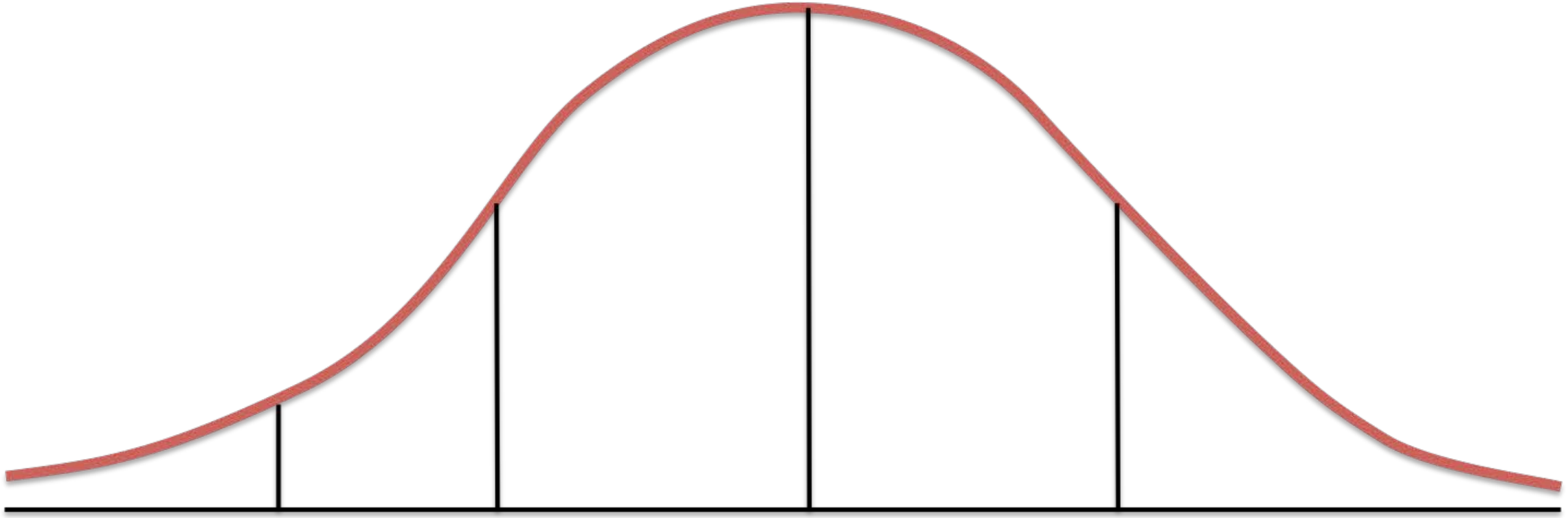
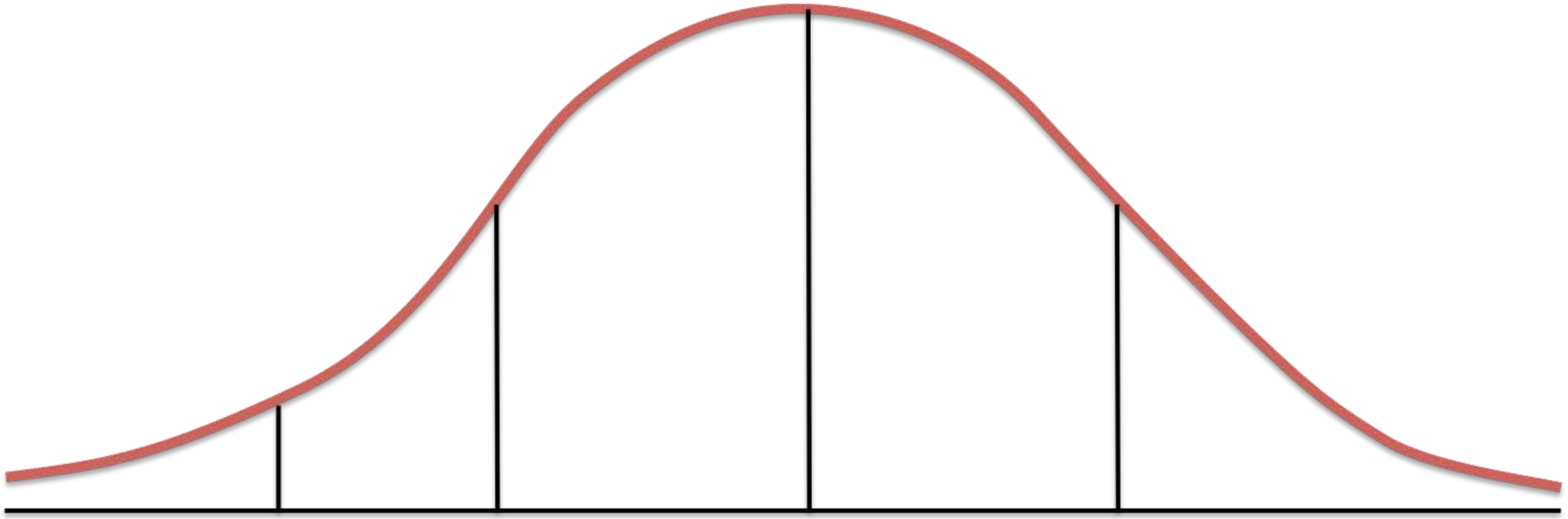
OPTIMIZE YOUR FUNDRAISING

The Diffusion of Innovation Curve



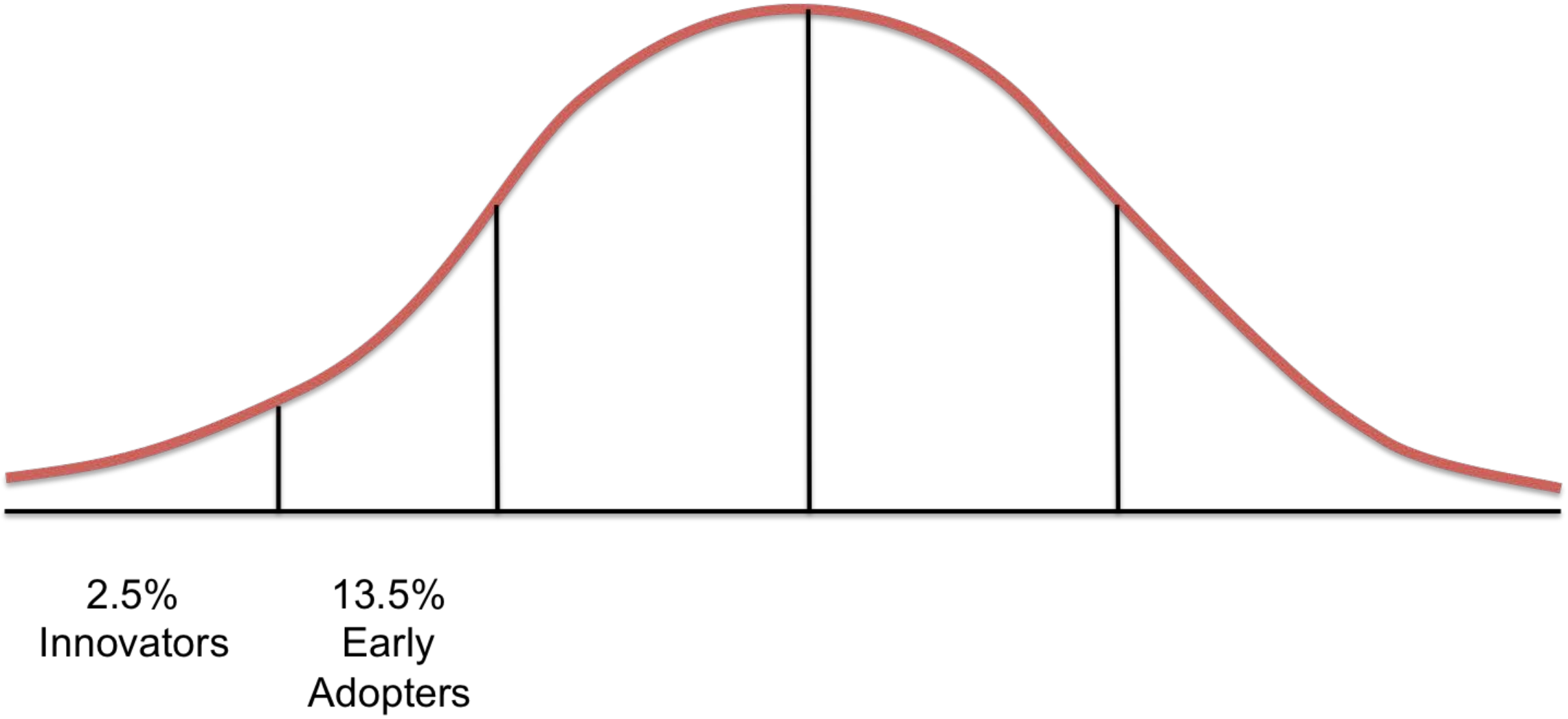
Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

The Diffusion of Innovation Curve



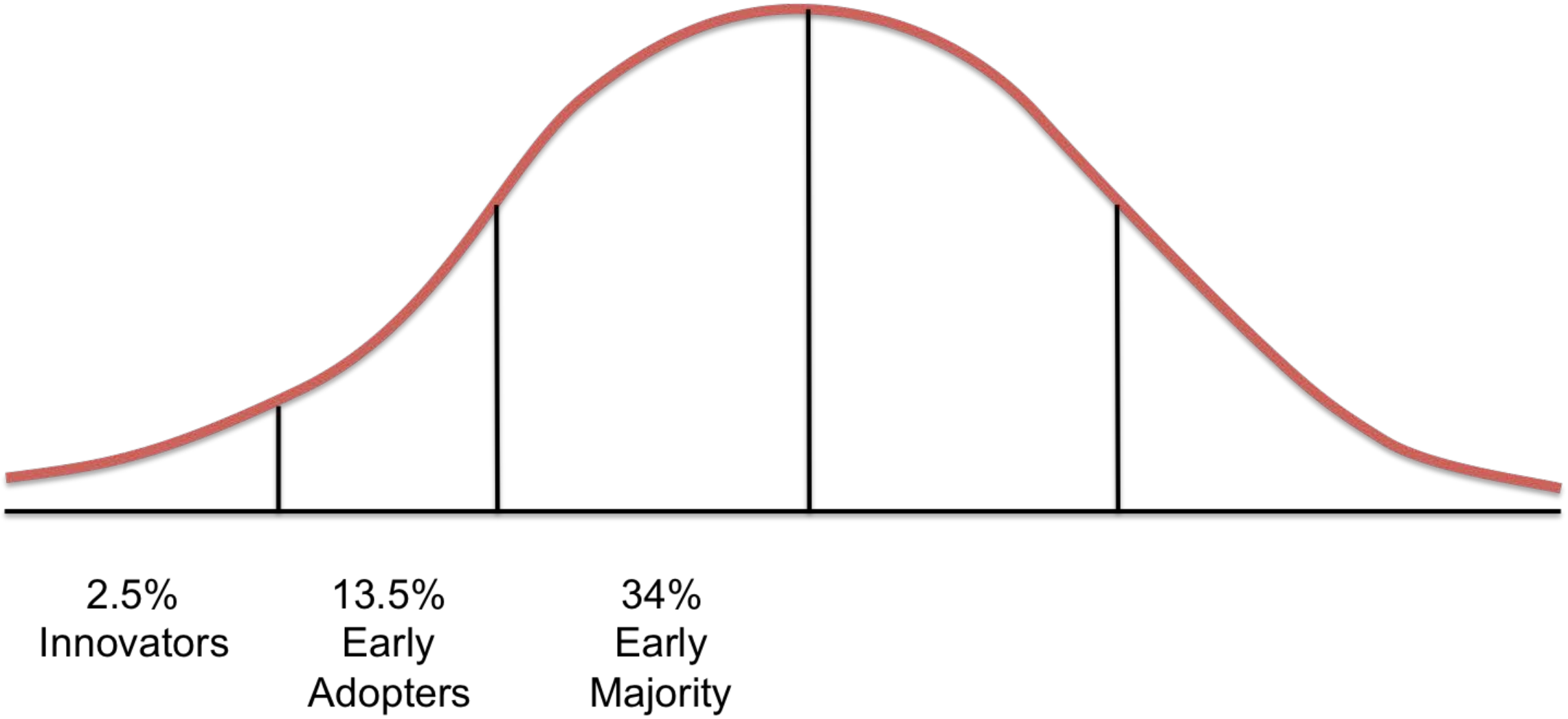
Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

The Diffusion of Innovation Curve



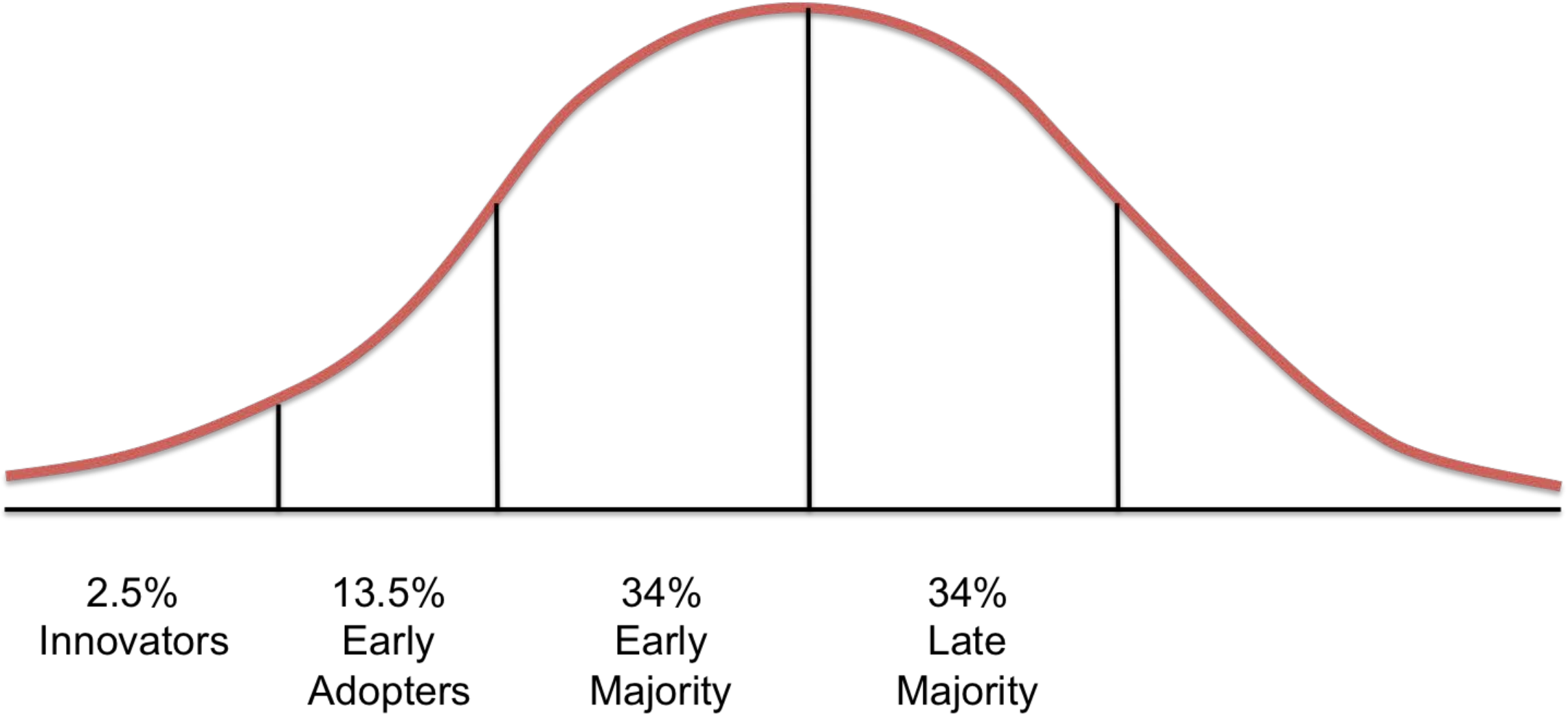
Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

The Diffusion of Innovation Curve



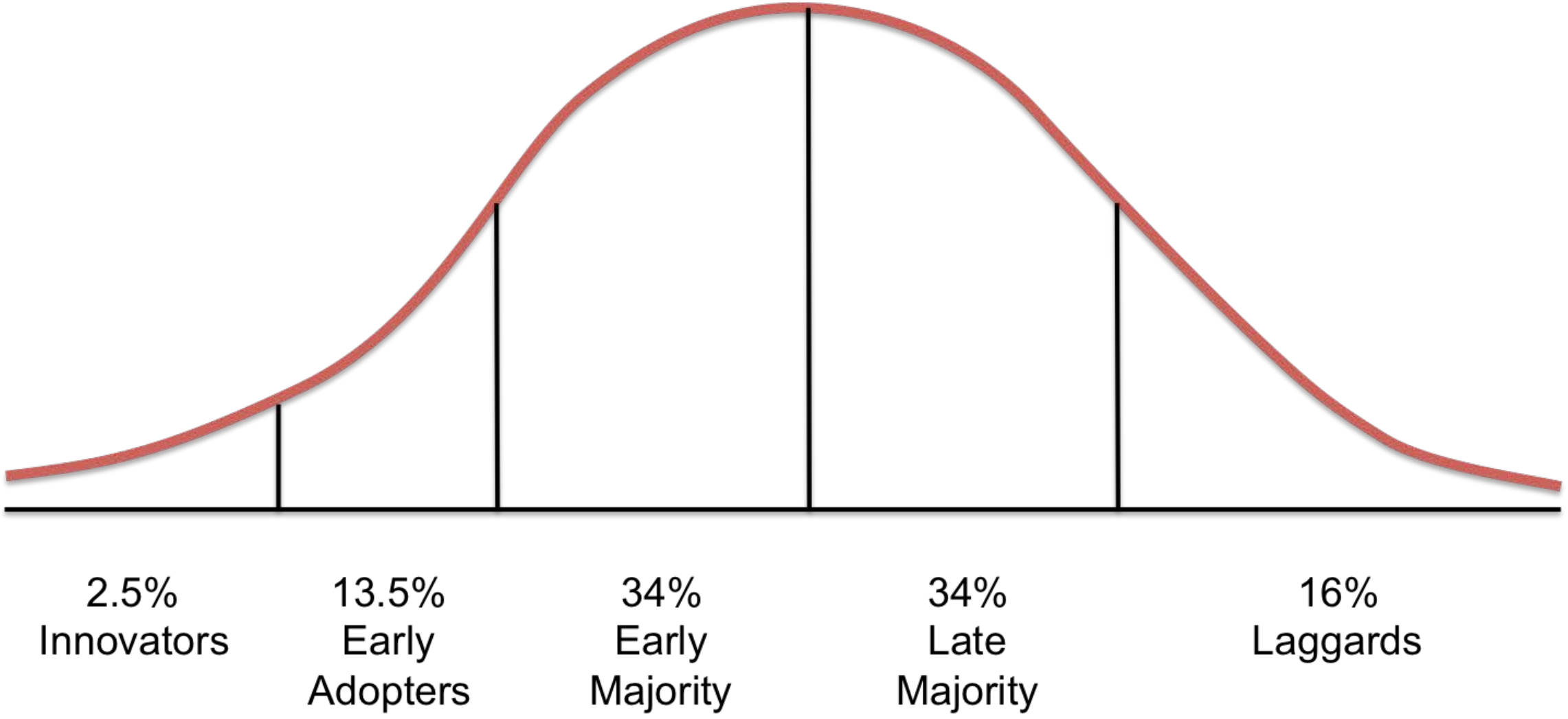
Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

The Diffusion of Innovation Curve



Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

The Diffusion of Innovation Curve



Rogers, Everett. *Diffusion of Innovations*. Simon & Schuster Inc., U.S., 2012.

Welcome to the 2.5%

Let’s start with an experiment!

VERSION A

CARING BRIDGE

Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. **If you donate between now and midnight March 31, I will double your gift, up to $10,000**.

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

112.5%

In Donations

VERSION B

Give to CaringBridge by March 31 and I'll double your donation, up to $10,000.

CARING BRIDGE

Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. If you donate between now and midnight March 31, I will double your gift, up to $10,000.

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. Donate now!

VERSION A – 550 Words

Hello Fellow Conservative,

Well, that didn't take long.

Earlier this fall, your Leadership Institute organized a national "Normandy Coalition" of more than a dozen conservative and liberty-minded nationwide student organizations, policy groups, and legal defense foundations.

Inspired by Allied forces' successful efforts to free Europe from totalitarianism, our new Normandy Coalition features a three-step plan to defeat the left's modern brand of tyranny that has seized so much of America's higher-education system.

Not long after you helped launch our Normandy Coalition to liberate America's campuses from the grip of leftist thugs, violence erupted against conservatives.

At the University of Michigan last month, the local College Republicans chapter invited liberty-minded conservative scholar Charles Murray to speak on campus.

Murray's recent college appearances have spurred leftist rage, including at Middlebury College in March. Violent leftist protestors shut down Murray's scheduled debate with Democrat professor Allison Stanger. When Professor Stanger openly supported Murray's right to appear on campus, the mob attacked her for her "betrayal" of leftist ideology.

Professor Stanger received a concussion and a trip to the hospital.

Attacks like this one at Middlebury were the driving force behind the launch of our Normandy Project, so my team stood prepared when Murray visited the Michigan campus last month.

Sure enough, a gang of "Antifa" packed the room to shout at Murray and the other students who dared listen to him.

Among these students was Nathan Berning, a well-trained Leadership Institute field coordinator I had sent to organize young conservatives. As your Institute trained him to do, he filmed the protestors with his smartphone to document their disruptions.

When the crazed leftists saw what Nathan was doing, they demanded he stop filming – then hit him several times.

Finally, the angry Antifa mob wrested the phone from his hand, drawing blood in the process. Then they threw the phone down from a plaza to the street below.

Fortunately, Nathan's camera recorded the entire attack for evidence.

Thank God they didn't injure Nathan even more.

Nathan filed a complaint with the campus police who soon identified the student who damaged his phone. Nathan also plans to press charges against his attackers.

In our Normandy Project, our allies will work together to file civil suits and other legal actions to hold leftists accountable and make them literally pay for their crimes that suppress speech, damage property, and injure people like Nathan.

Imagine what a difference it would make to see headlines about Antifa held financially responsible for their actions. That would be a real game-changer for conservatives and for all Americans who value free speech.

Fellow Conservative, you can achieve such victories with your special contribution today.

Just as prior generations did when faced with tyranny, conservatives like us must take our stand for freedom. Your contribution would empower my team and our Normandy Coalition to defend young conservatives under attack.

Please help to free America's campuses. Thank you so much.

Cordially,

Morton C. Blackwell
President

P.S. If's Nathan Berning's terrible experience demonstrates what young conservatives are up against today: a vicious, tyrannous left.

But you and I are there to help these young conservatives stand strong. By supporting your Leadership Institute and our allies in the "Normandy Coalition", you'll make leftist perpetrators pay for their hateful crimes and liberate America's universities from their tyranny.

Thank you for your help.

Copyright © 2017 Leadership Institute, All rights reserved.
You are receiving this email because you opted in at our website.

VERSION B – 2,200 Words

106.3%

In Donations

VERSION A – Text Appeal

BUCKNER.
Hope shines here

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.

"Why are you crying? What's wrong?" She said, "Well, Mom. It's just that all of my life, foster families that I was with would ask me to sit over to the side so they could take their family picture at Christmas." She said, **"Today is the first time that I've been allowed to be in the Christmas photo with the family."**

As I read that story, I just had to take a break. It just knocked me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember all the times that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 137 years, **Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without**. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

There are Christmases that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your best gift in a while, this Christmas so that we can shine hope into the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

But, 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

Amounts

$ 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.

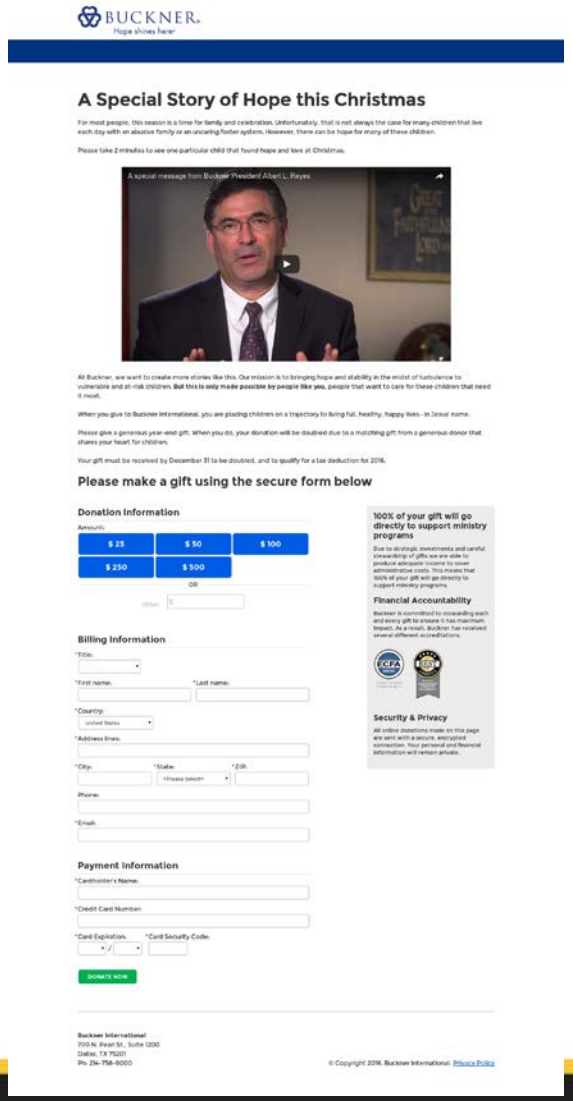
Security & Privacy

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

60.2%

In Donations

VERSION B – Video Appeal


BUCKNER.
Hope shines here

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.

A special message from Buckner President Albert L. Reyes

At Buckner, we want to create more stories like this. Our mission is to bringing 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

Amounts

$ 25 | $ 50 | $ 100

$ 250 | $ 500

OR

Other

Billing Information

*Title:

*First name: *Last name:

*Country:

*Address lines:

*City: *State: *ZIP:

Phone:

*Email:

Payment Information

*Cardholder's Name:

*Credit Card Number:

*Card Expiration: *Card Security Code:

DONATE NOW

Buckner International
700 N. Pearl St., Suite 1200
Dallas, TX 75201
Ph. 214-758-8000

© Copyright 2016. Buckner International. Privacy Policy

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

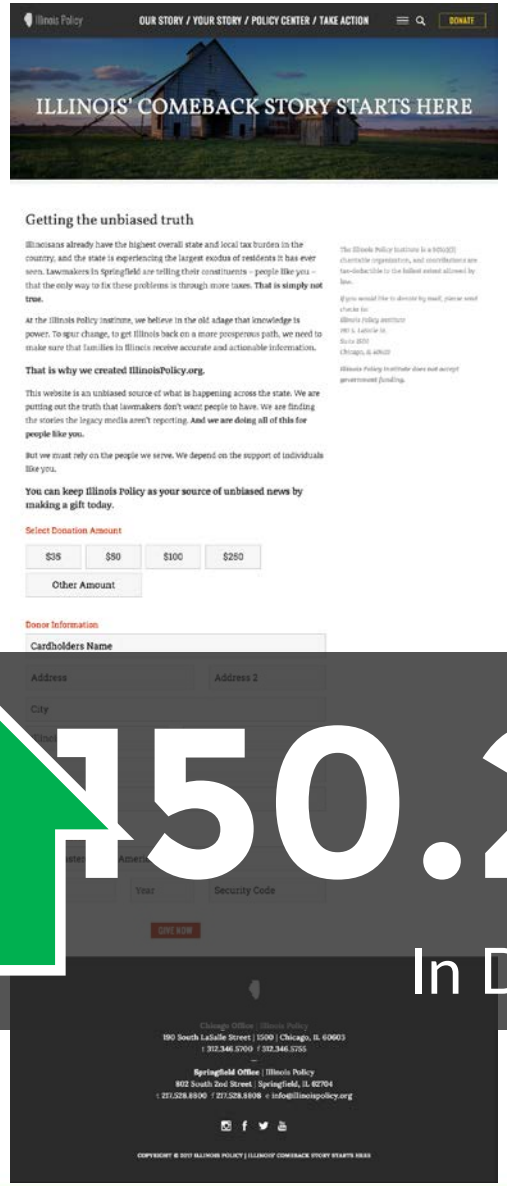
Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.

Security & Privacy

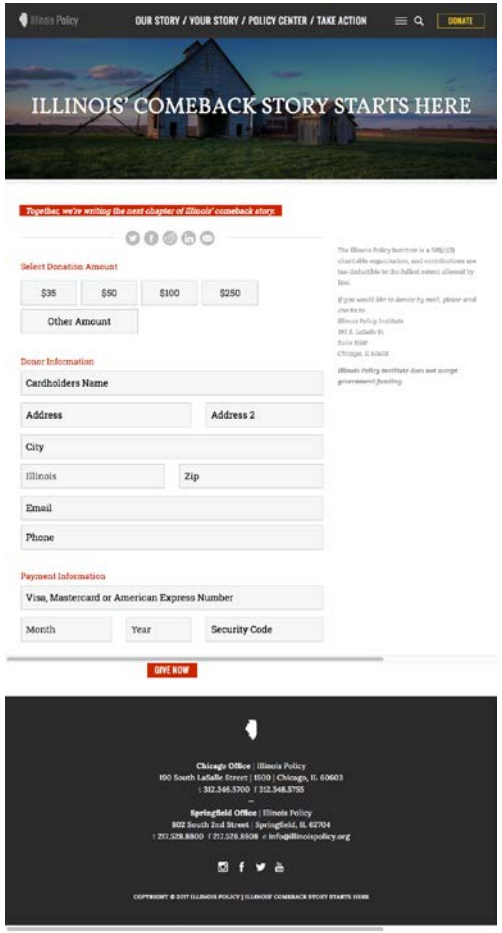
All online donations made on this page are sent with a secure, encrypted connection. Your personal and financial information will remain private.

Experiment # 5827

VERSION A – Lots of Text



VERSION B – Minimal Text



↑ 50.2%

In Donations

Experiment # 5827

VERSION A – Facts

I hope your week is going well.

This week, a group of Illinois state senators introduced a plan to balance the state's budget without tax hikes.

You read that right: The new plan relies on meaningful spending cuts and economic reforms instead of taking more money from taxpayers like you.

Illinoisans are hungry for this kind of reform. In fact, we recently commissioned a poll that found more than half of Illinois voters want lawmakers to balance the state budget by only cutting spending.

But status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits.

That's where you become a critical part of this effort.

Your generous donation will help pressure key lawmakers to support this no-tax-hike budget.

Here's a secure link to make your donation today and support this effort.

https://illinoispolicy.org/no-tax-hikes

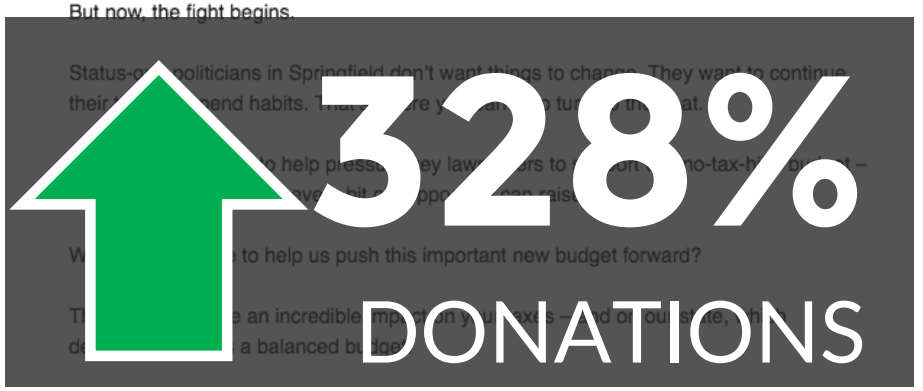
John Tillman
CEO
Illinois Policy

VERSION B – Emotions

I wanted to get this news to you as soon as I could – a group of Illinois state senators introduced a plan this week to balance the state's budget **without tax hikes.**

Illinois Policy scholars have championed this kind of plan, one that relies on meaningful spending and economic reforms instead of taking more money from taxpayers like you.

But now, the fight begins.



I'd be honored if you joined us at this critical inflection point.

Here's a secure link to make your donation today and support this effort:
https://illinoispolicy.org/no-tax-hikes

Thanks for standing for balanced budgets and lower taxes.

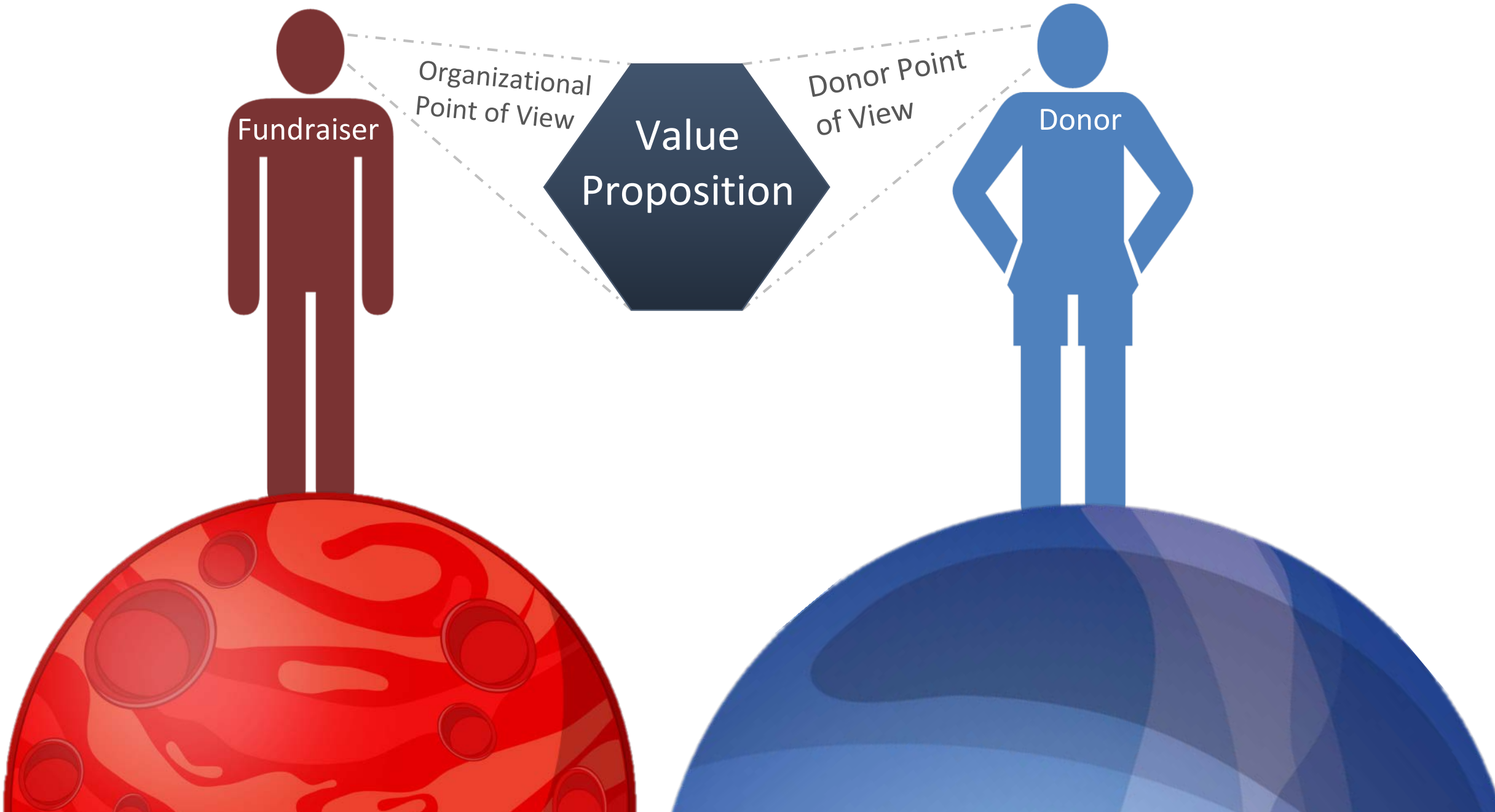
John Tillman
CEO
Illinois Policy

How did *you* do?

The Fundraiser's 3 Fatal Flaws:

1. We fail to see what our donors see.
2. We fail to hear what our donors are saying.
3. We fail to speak in our donor's language.

We fail to see what our donors see.

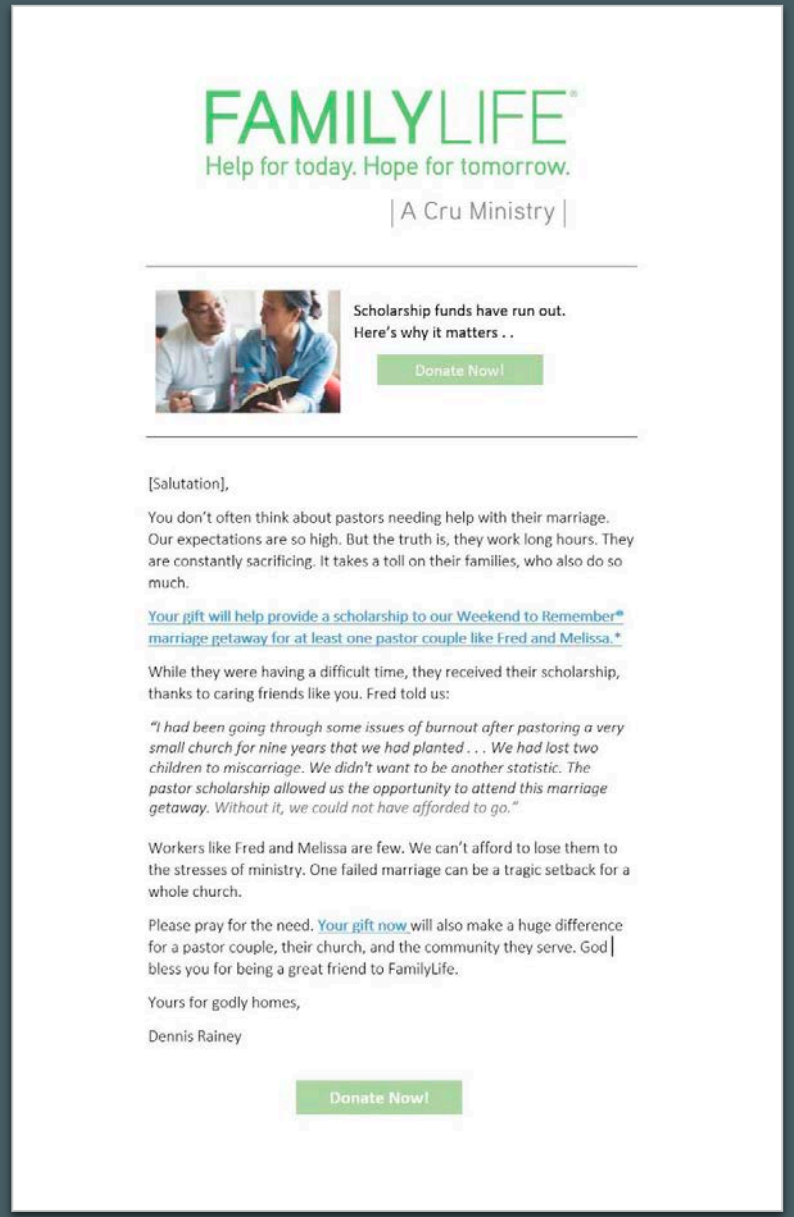

Fundraiser
Organizational Point of View
Value Proposition
Donor Point of View
Donor

Fundraiser Sees:

- Professional
- Polished
- Nicely designed

Donor Sees:

- Marketing



FAMILYLIFE®
Help for today. Hope for tomorrow.
| A Cru Ministry |

Scholarship funds have run out.
Here's why it matters . .

Donate Now!

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."

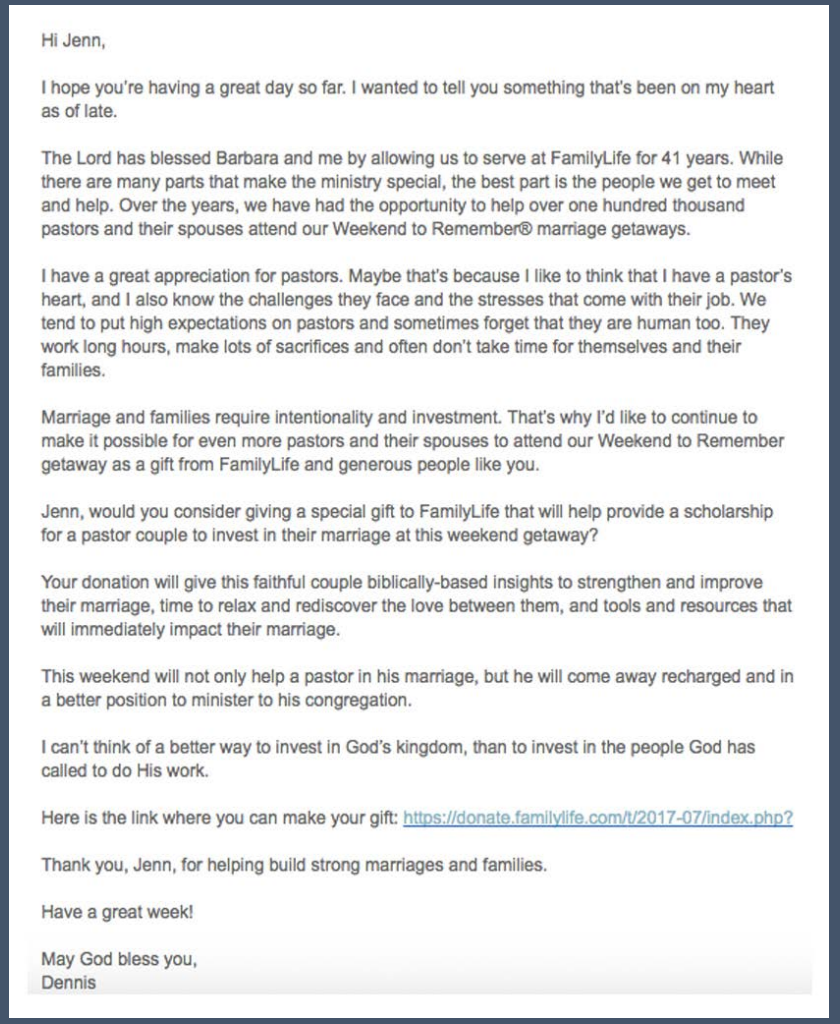
Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. Your gift now will also make a huge difference for a pastor couple, their church, and the community they serve. God bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

Donate Now!



Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.

Jenn, would you consider giving a special gift to FamilyLife that will help provide a scholarship for a pastor couple to invest in their marriage at this weekend getaway?

Your donation will give this faithful couple biblically-based insights to strengthen and improve their marriage, time to relax and rediscover the love between them, and tools and resources that will immediately impact their marriage.

This weekend will not only help a pastor in his marriage, but he will come away recharged and in a better position to minister to his congregation.

I can't think of a better way to invest in God's kingdom, than to invest in the people God has called to do His work.

Here is the link where you can make your gift: https://donate.familylife.com/t/2017-07/index.php?

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,
Dennis

Fundraiser Sees:

- Unprofessional
- Boring
- Plain

Donor Sees:

- An email from a friend

Organizational-Centric

FAMILYLIFE®
Help for today. Hope for tomorrow.
| A Cru Ministry |

Scholarship funds have run out.
Here's why it matters . .

Donate Now!

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. Your gift now will also make a huge difference for a pastor couple, their church, and the community they serve. God bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

Donate Now!

Donor-Centric

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and invest . That's wh like to contir o make it possible for even more pastors and their s to attend Weekend to ember getaway as a gift from FamilyLife and generous like you.

Jenn u consider giving a special gift to FamilyLife that will help provi a scholarship for le to invest in their marriage at this weekend getaway?

his faithful couple biblically-based insights to strengthen and improve x and rediscover the love between them, and tools and resources that pact their marriage.

not only help a pastor in his marriage, but he will come ged and in minister to his congregation.

tter way to invest in God's kingdom, than to invest in the ple called to do His work.

Here is the link where you can make your gift: https://donate.familylife.com/t/2017-07/index.php?

Thank you, Jenn, for helping build strong marria g s and am l s.

Have a great week!

May God bless you,
Dennis

27%

Experiment # 6988

Not This

<< Test First Name >>,

God has primarily chosen to reach people through people. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell them.

But here's what I want people to understand: **sharing the gospel is not a duty to be dreaded—it is a privilege to be enjoyed.** In fact, leading someone to Jesus is about the greatest joy there is, this side of heaven.

Let me help you get excited about sharing your faith. My book *Tell Someone* will be sent to you in thanks for a donation of any amount to Harvest Ministries this month. If you already have a copy, I challenge you to give one to a friend.

Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!

Greg

But This

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.

I love how God has primarily chosen to reach people through people to do this work. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell people about Christ.

But here's what I want you to understand: **sharing the gospel is not a duty to be dreaded—it is a privilege to be enjoyed.** In fact, leading someone to Jesus is about the greatest joy there is, this side of heaven.

Have you ever experienced this?

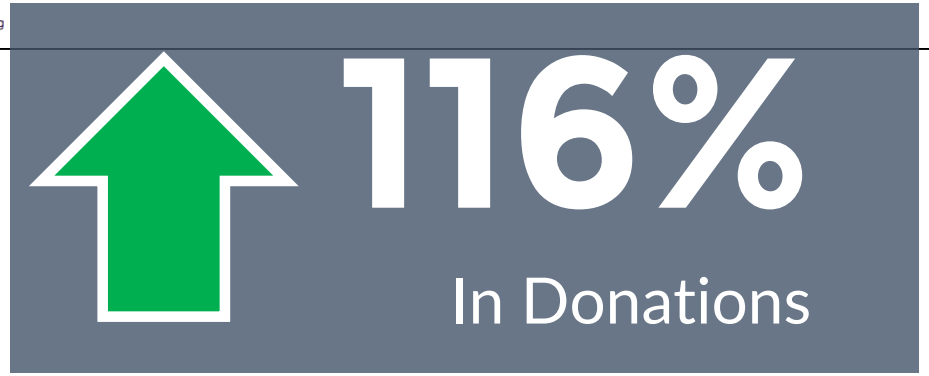
I want to help you get excited about sharing your faith. My book *Tell Someone* will be sent to you in thanks for a donation of any amount to Harvest Ministries this month. If you already have a copy, I challenge you to give one to a friend.

Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!

Here's a link to get your book now:
http://www.harvest.org/tell-someone-book

Have a great rest of your week,

Greg



Experiment # 4647

Not This

Dear << Test First Name >>,

A growing number of Christian leaders recently made statements that no mission work should go towards conducting or supporting sharing Jesus with the Jewish community. Essentially, they argue that since the Jewish people are already "God's people," they don't need to be saved by faith in Jesus.

They couldn't be more wrong. Jewish people really do need Jesus.

Here at Jews for Jesus, we weep and pound the table about the Jewish people who don't know Christ. In fact, we feel *very specifically* called by God to reach the Jewish community with the saving message of Jesus Christ.

We know that there are many thoughtful Christians who believe this as well. That's why we're asking you for your help.

Would you be willing to support Jews for Jesus — **especially now in this holy season as we celebrate Christ's resurrection?** If Jesus really and truly rose from the dead, then how can we even contemplate not telling that good news to Jewish people?

You can help reach unbelieving Jewish people by giving a gift to Jews for Jesus.

Give a gift to Jews for Jesus today!

Your brother in Jesus the Messiah,

David Brickner,
Executive Director,
Jews for Jesus

But This

Dear << Test First Name >>,

I hope you and your family are well.

Since I know you have a heart for the Jewish people, I wanted to send you a quick note about a burden that has been on my heart.

A growing number of Christian leaders recently made statements that no mission work should go towards conducting or supporting sharing Jesus with the Jewish community. Essentially, they argue that since the Jewish people are already "God's people," they don't need to be saved by faith in Jesus.

They couldn't be more wrong. Jewish people really do need Jesus.

Here at Jews for Jesus, we weep and pound the table about the Jewish people who don't know Christ. In fact, we feel very specifically called by God to reach the Jewish community with the saving message of Jesus Christ.

I know that there are many thoughtful Christians who, like you, believe this as well. That's why I'm asking you for your help.

<< Test Firs[illegible]uld yo[illegible]ake a [illegible] to Jews for Jesus [illegible]pecially [illegible] this [illegible]ason [illegible]e celebrate Chri[illegible]ection? [illegible]sus really [illegible]truly [illegible] the dead, then [illegible]eve[illegible]template [illegible]lling that good [illegible]ews to Jewish people

If the call to re[illegible]elieving Jewish [illegible]esonates wi[illegible] here's a link to make a special donation today towards this effort: JewsforJesus.org/SupportEvangelism

Thank you so much, << Test First Name >>
Your brother in Jesus the Messiah,

David Brickner
Executive Director
Jews for Jesus

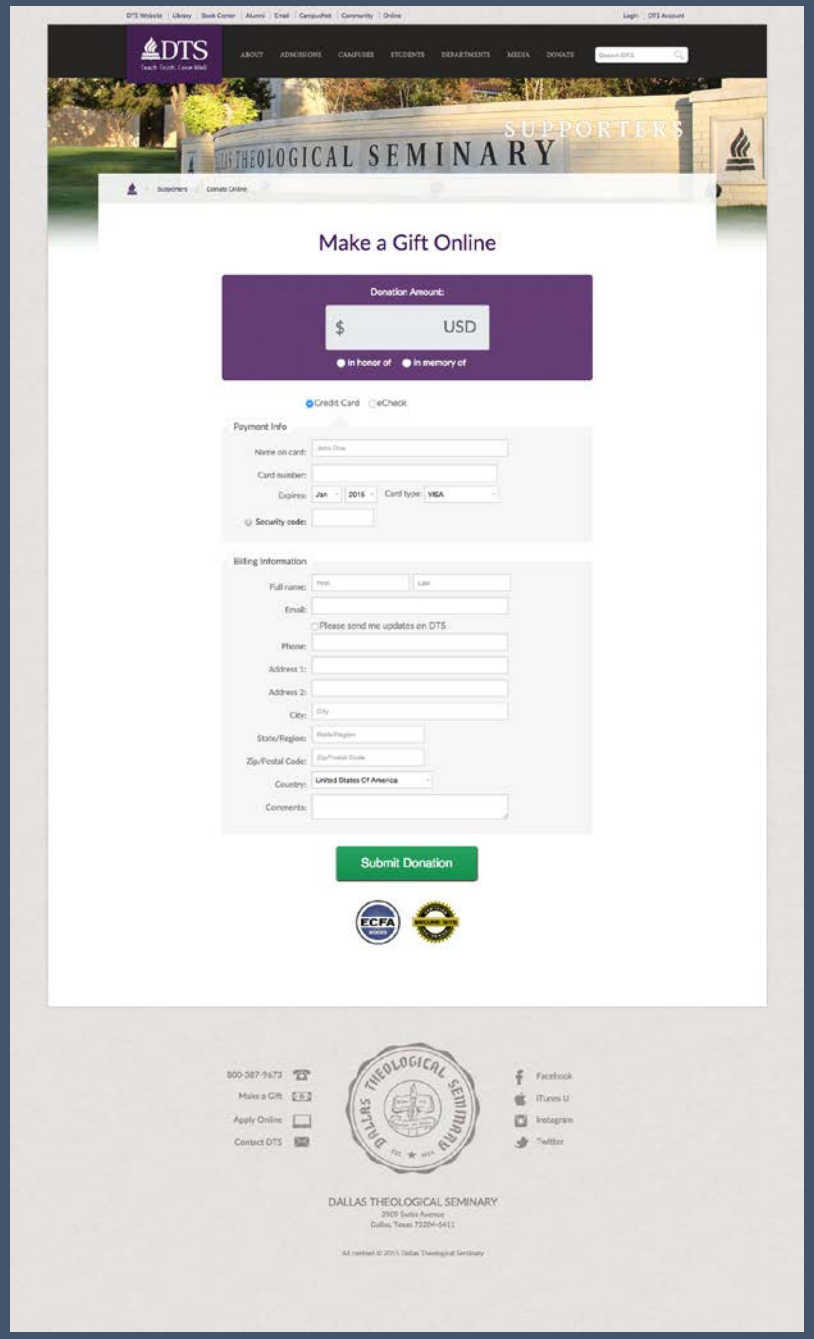
305%

In Donations

Experiment # 3423

People give to people,
not email machines.

@digitaldonor



Fundraiser Sees:

- Clean design
- Minimal copy
- Donation form is above the fold

Donor Sees:

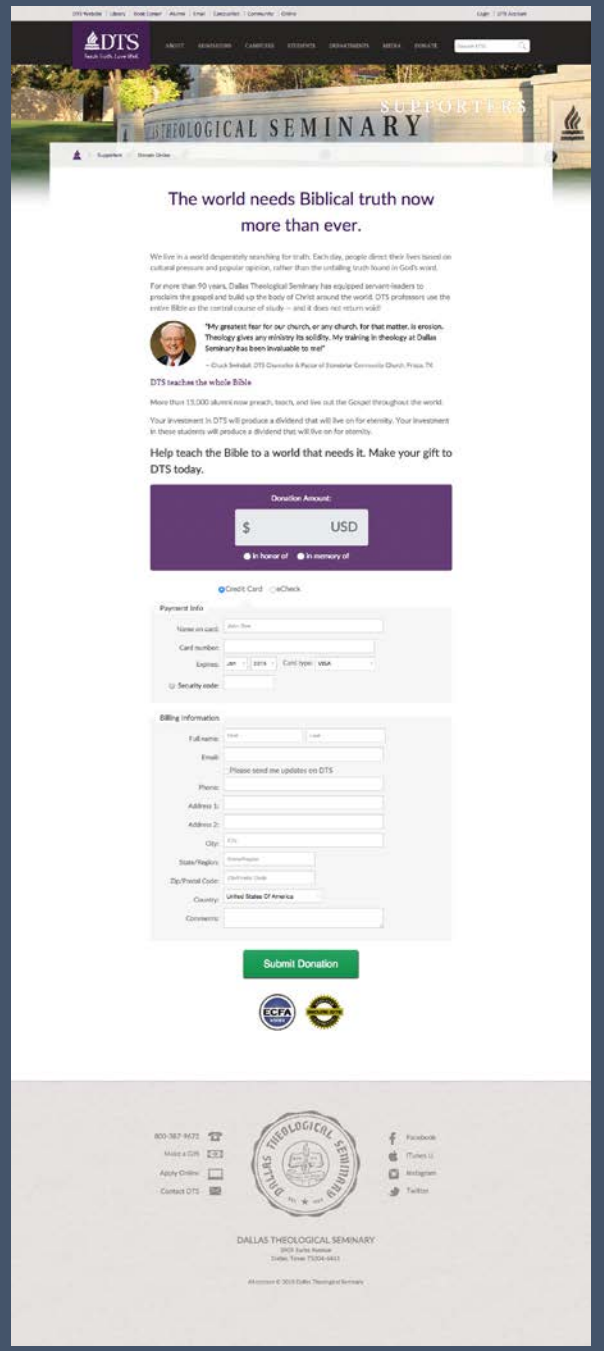
- All cost and no value

Fundraiser Sees:

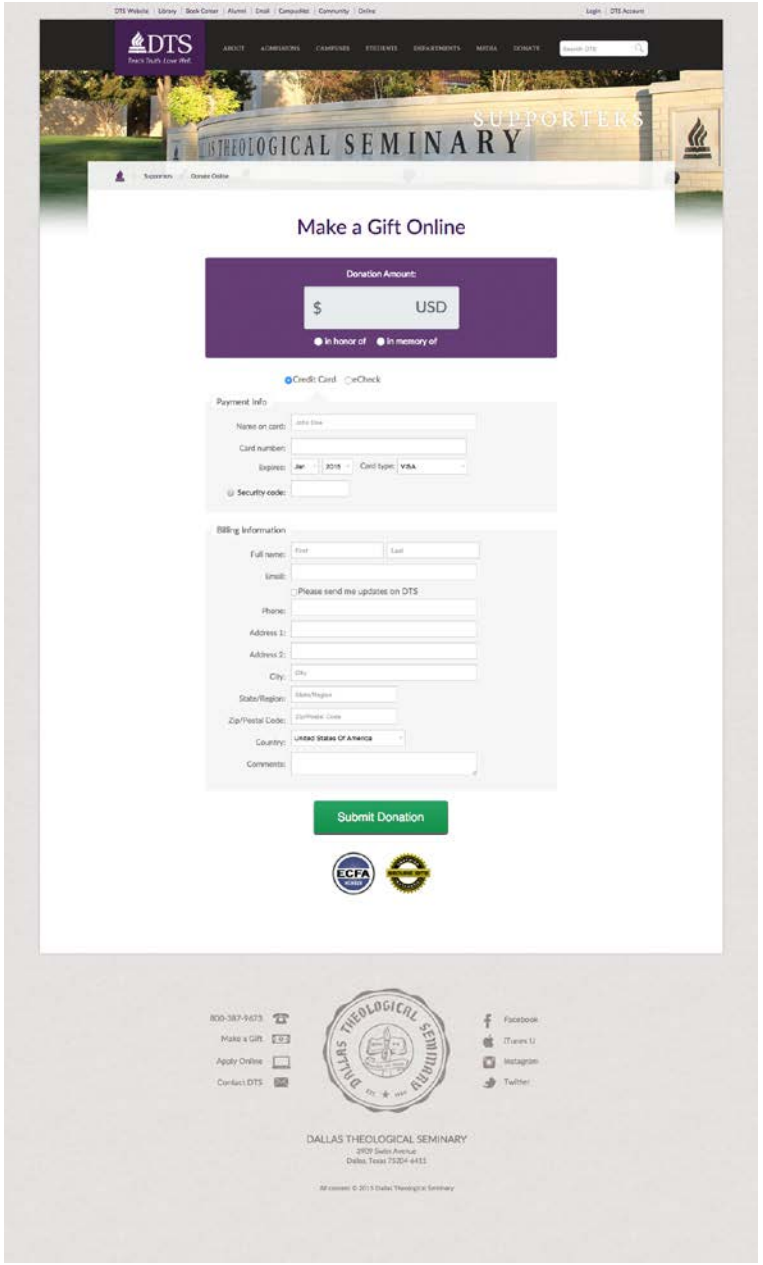
- Too much copy
- Too much scrolling
- Form below the fold

Donor Sees:

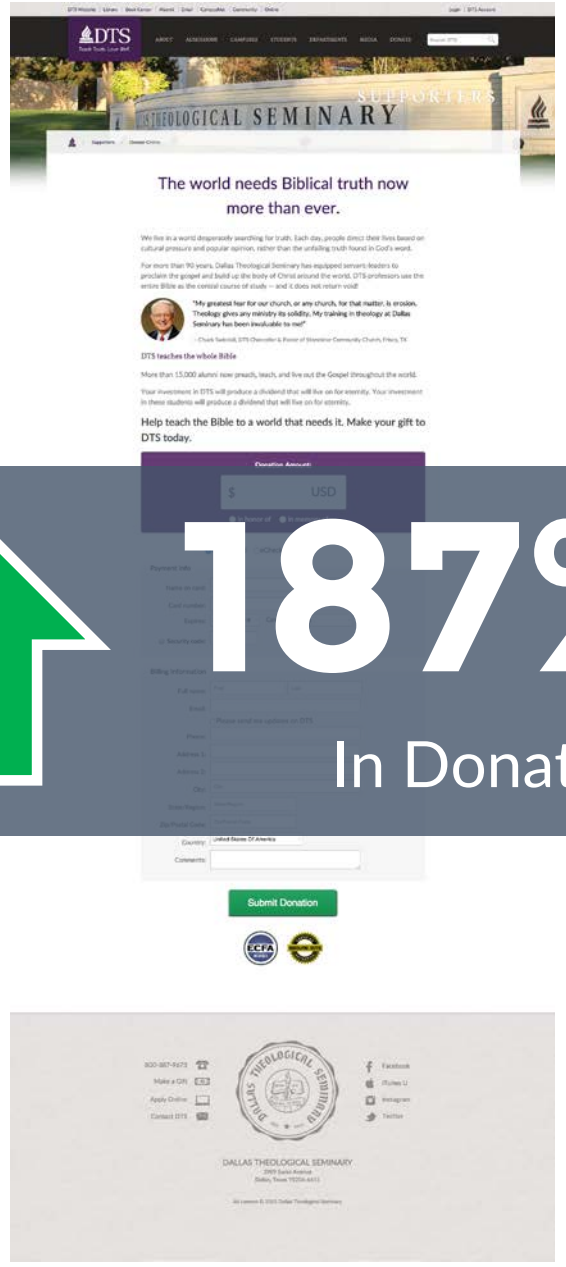
- A compelling reason to give



Organizational-Centric



Donor-Centric

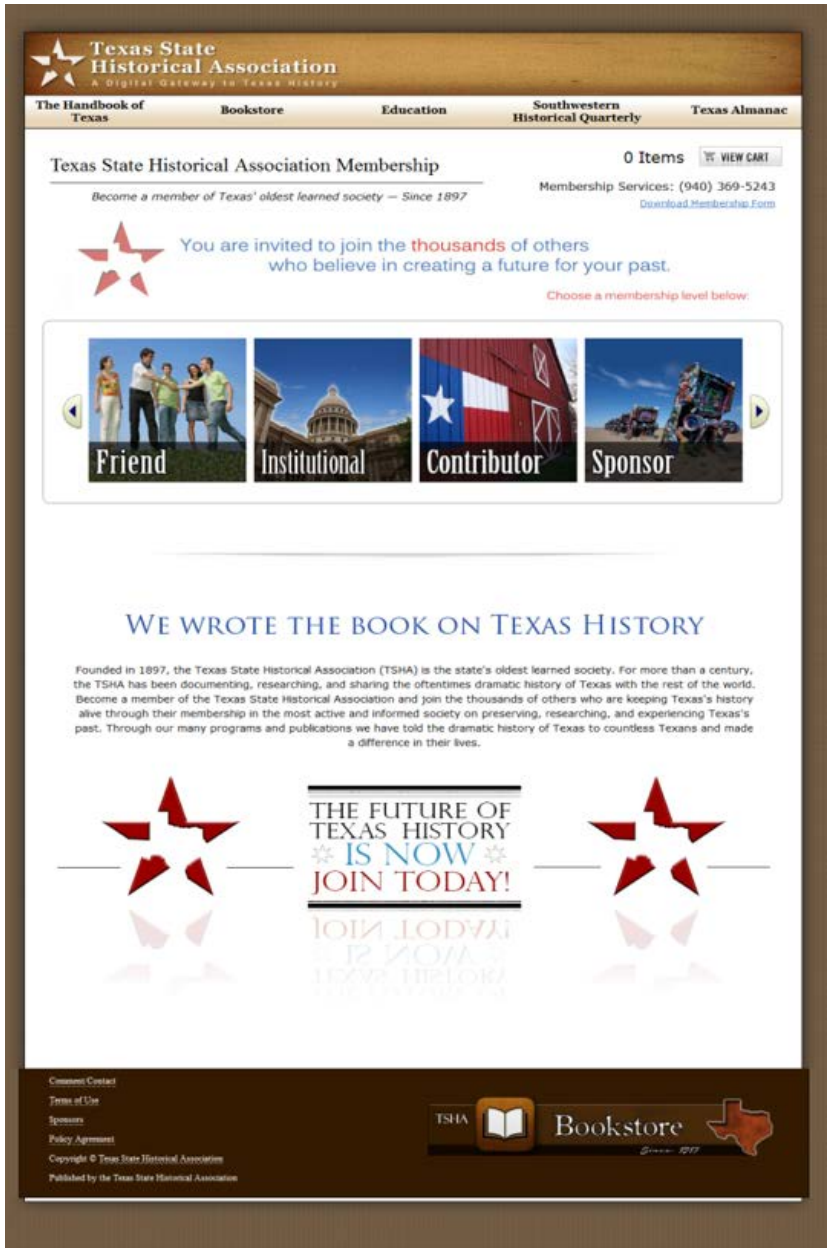


187%

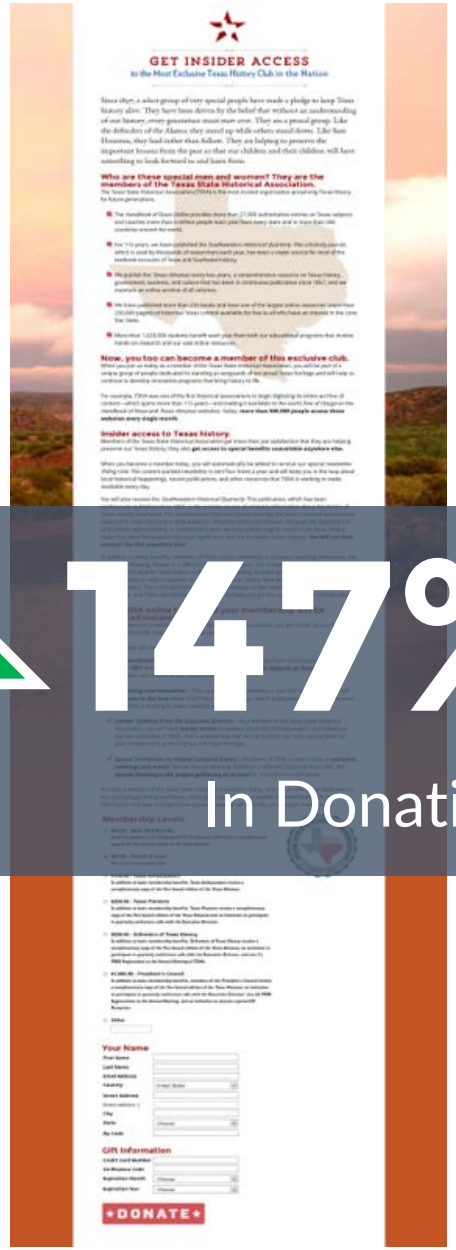
In Donations

Experiment # 1780

Not This



But This

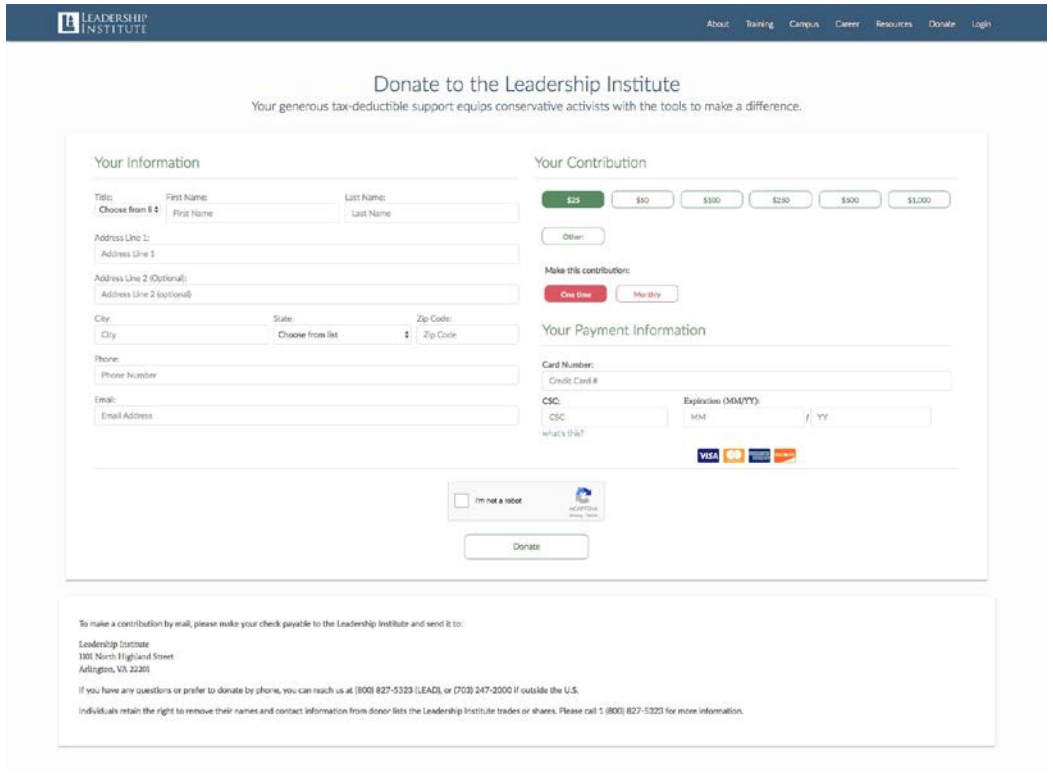


147%

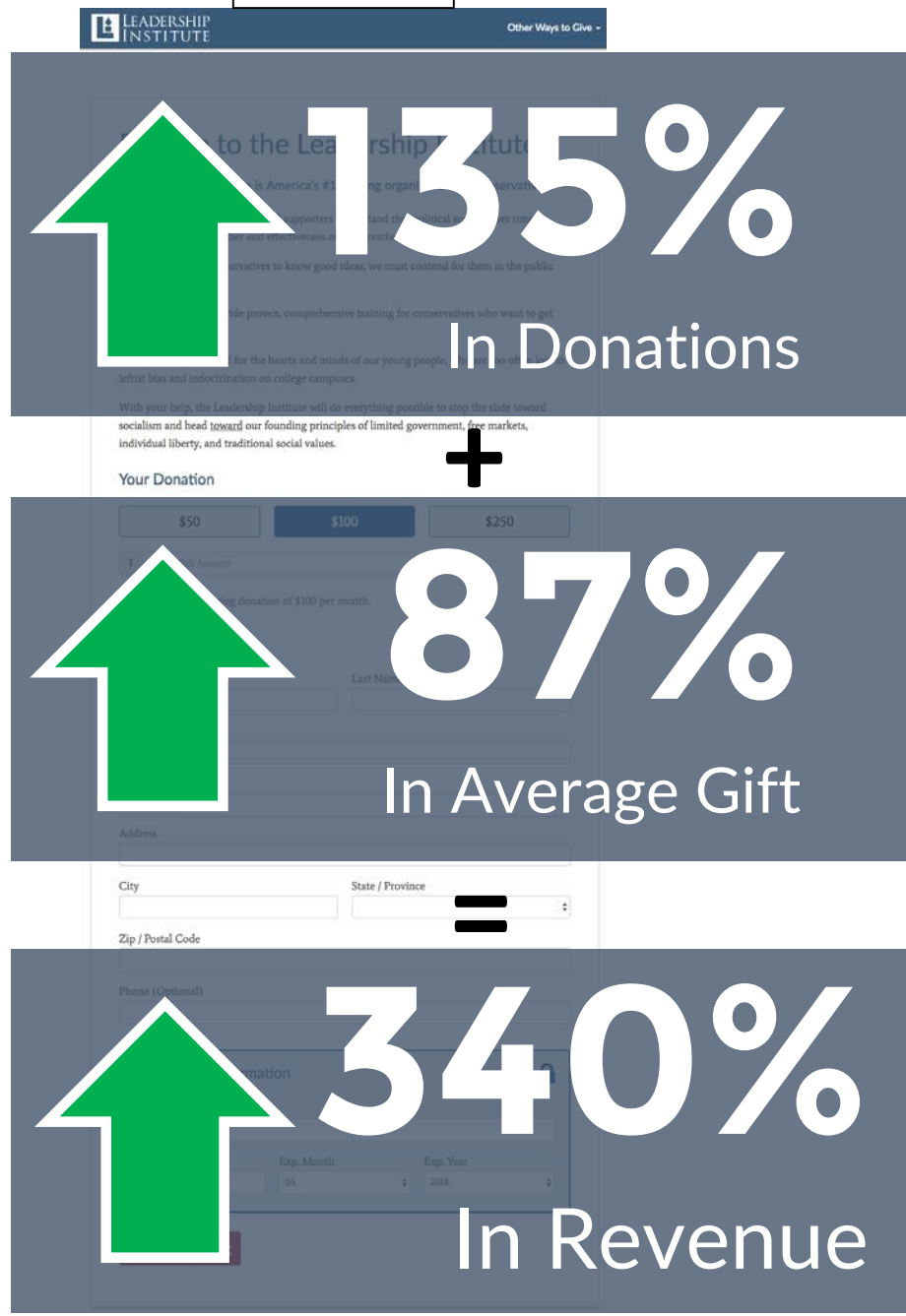
In Donations

Experiment # 2347

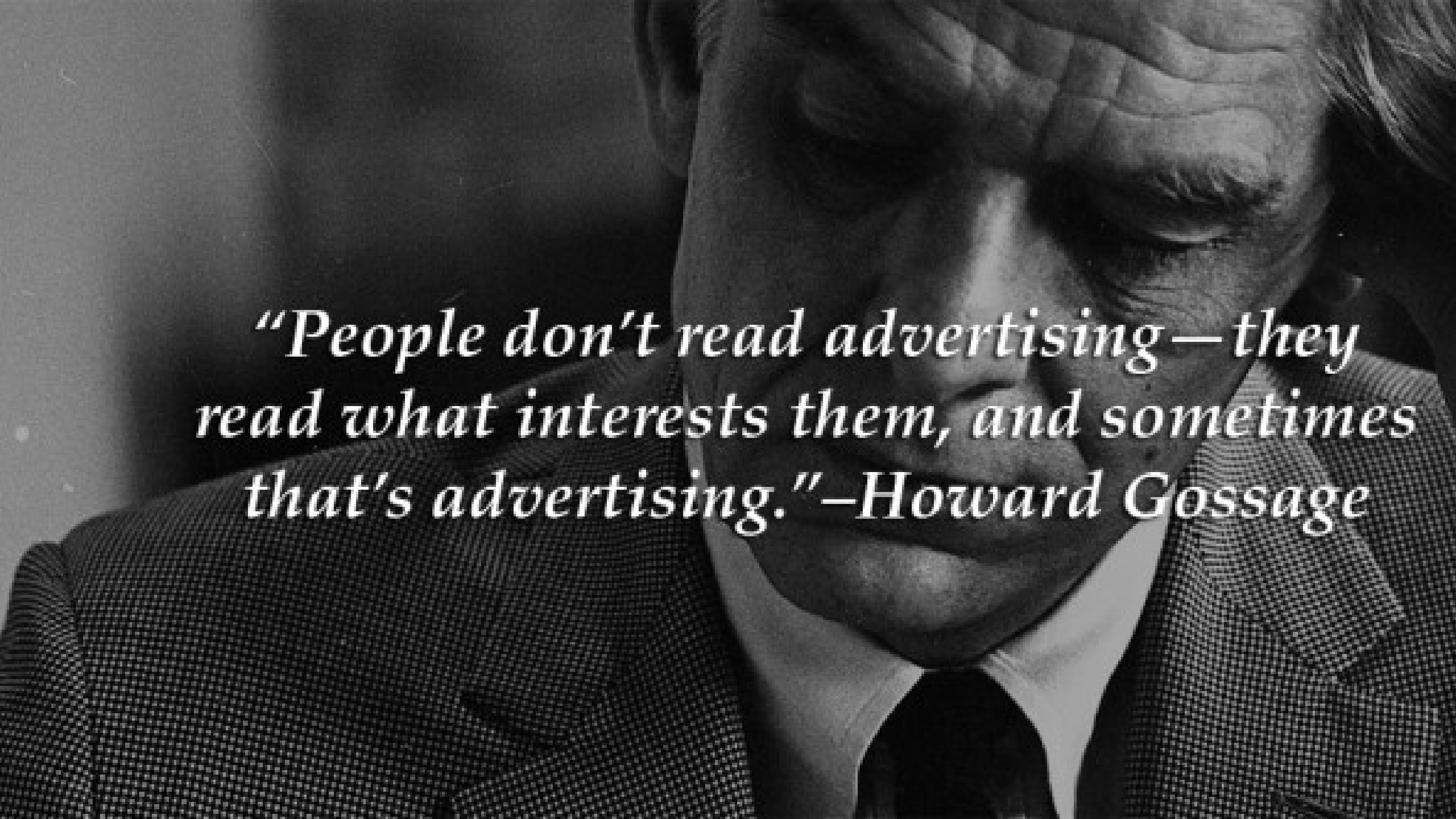
Not This



But This



Experiment # 8808


"People don't read advertising—they
read what interests them, and sometimes
that's advertising."–Howard Gossage

“People don’t read donation pages– they read what interests them, and sometimes that’s a donation page.”

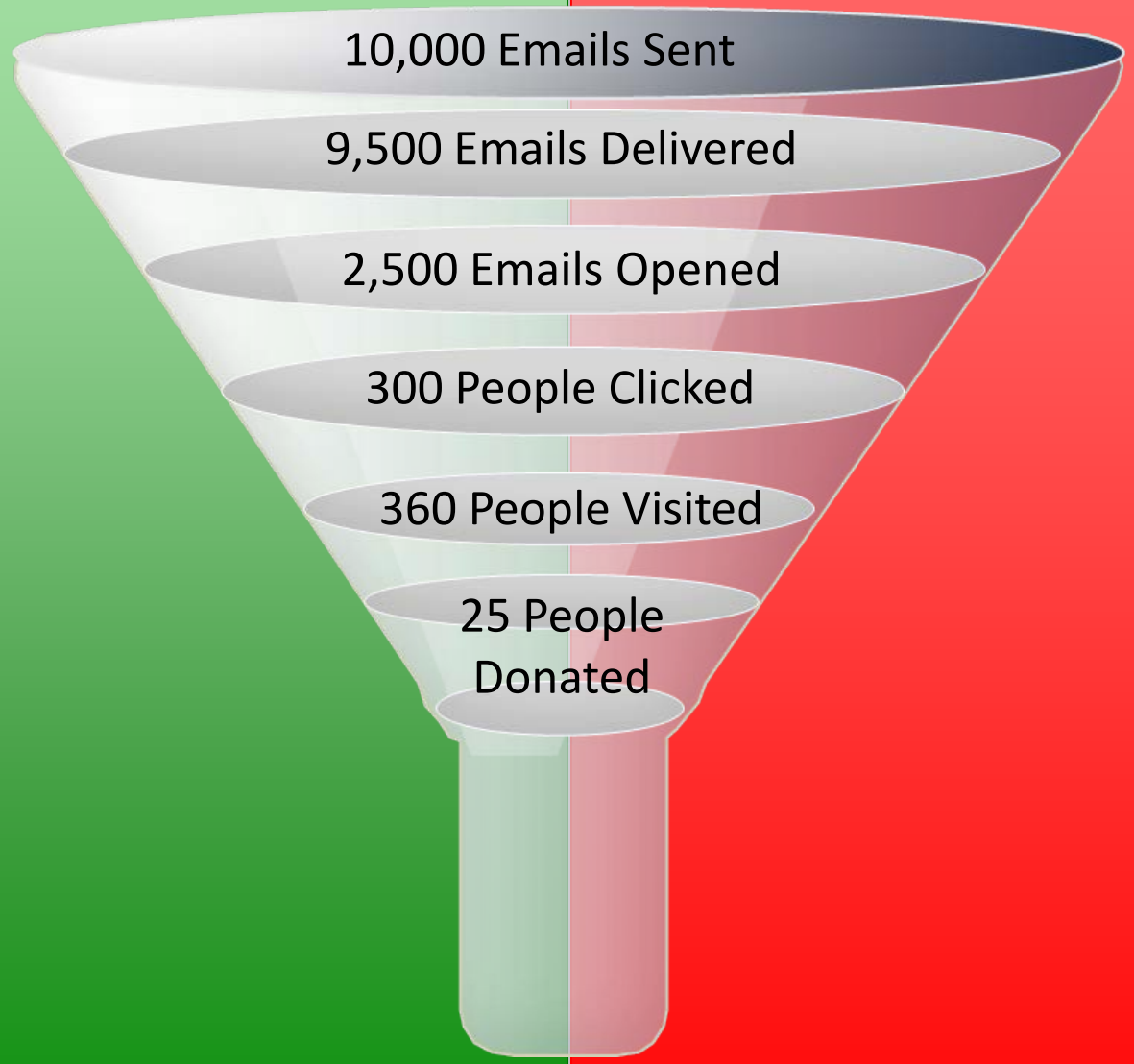
@digitaldonor

We fail to hear what our donors are saying.

Pay
Inside
YES
NO
4
GHI
7
PRS
CLEAR

YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

88% Non-Click Rate

0% Dropoff Rate

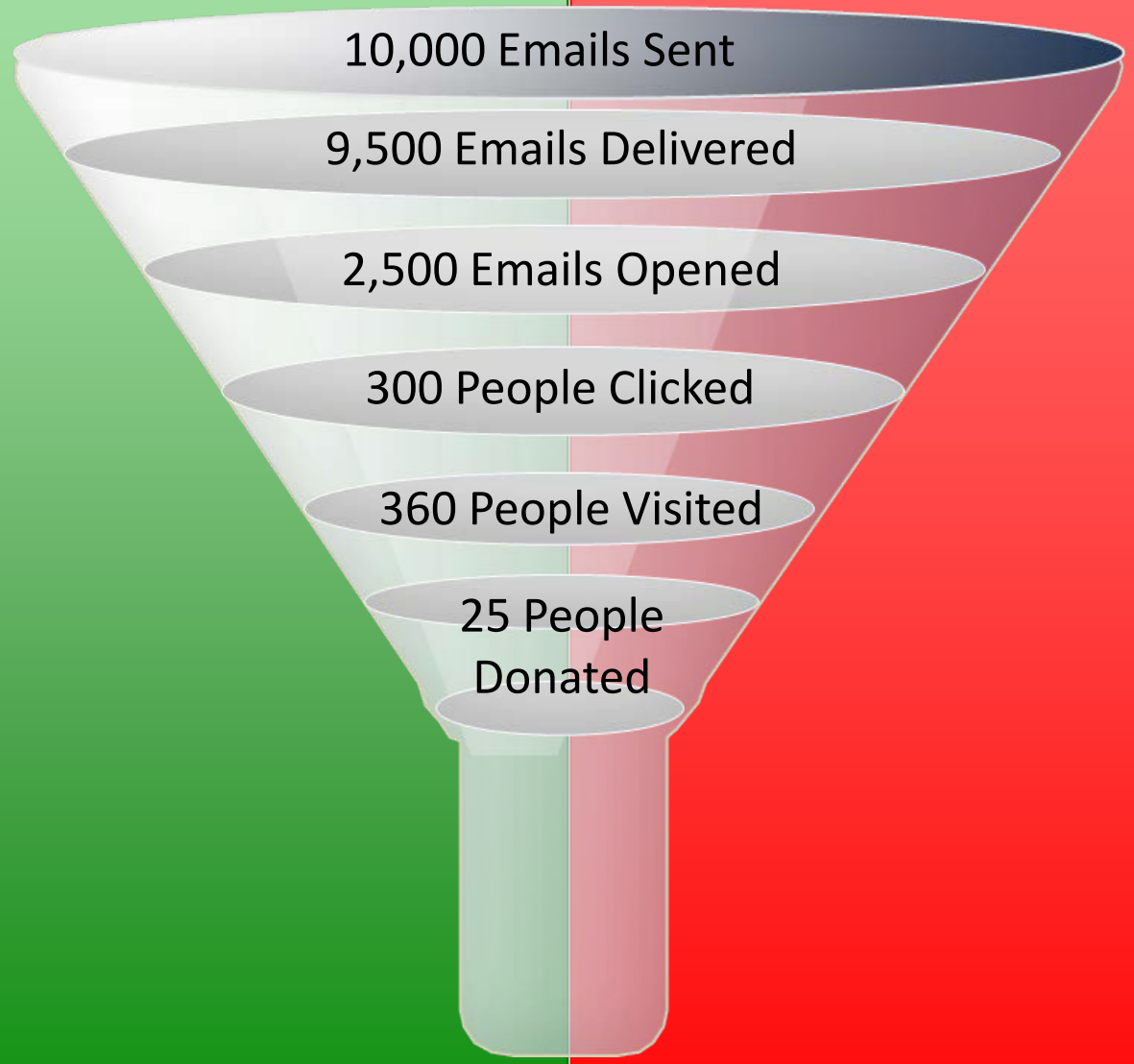
93% Non-Conversion Rate

For every person that says “YES” there is always more people saying “NO.”

@digitaldonor

YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

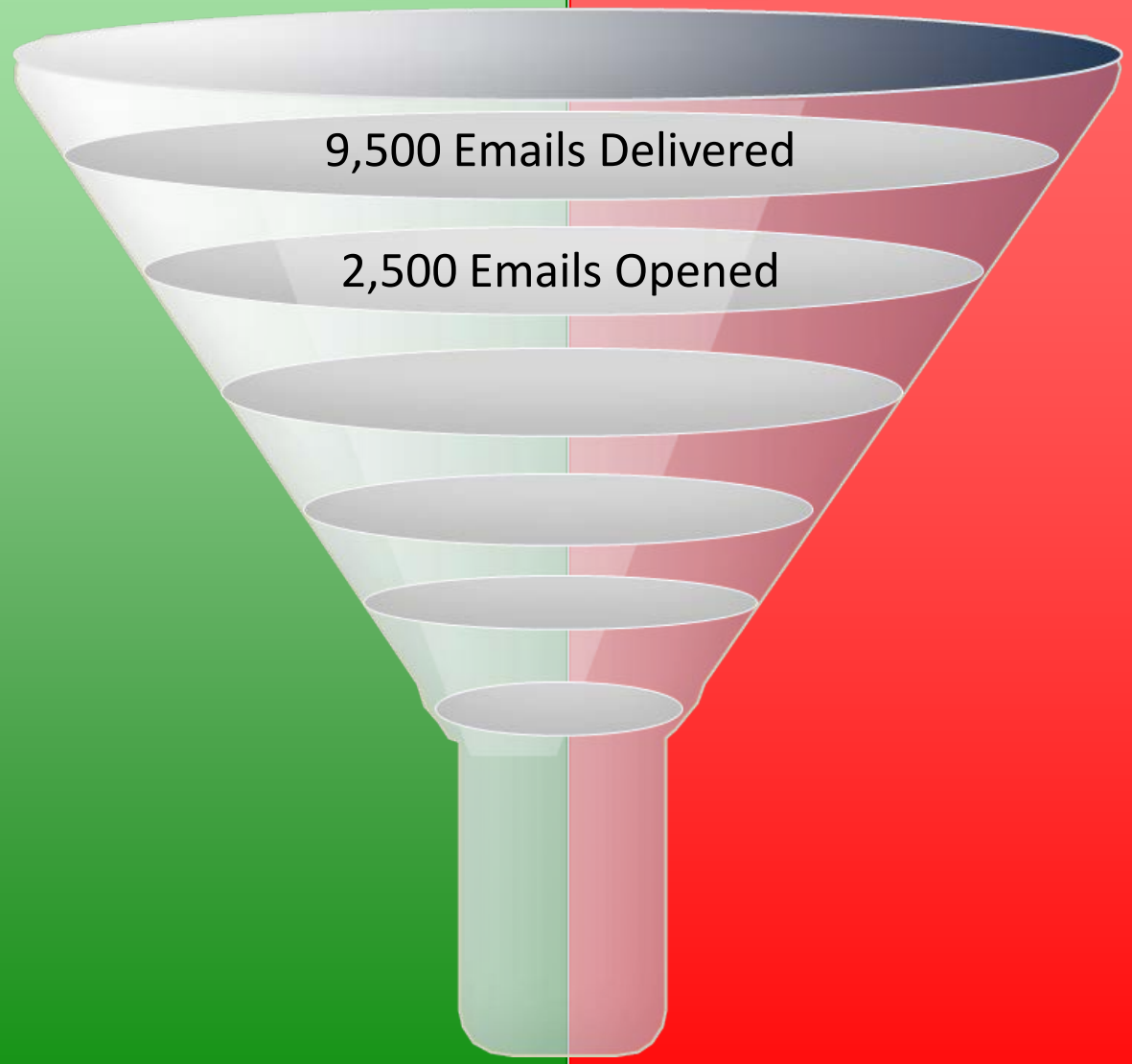
88% Non-Click Rate

0% Dropoff Rate

93% Non-Conversion Rate

YES

NO

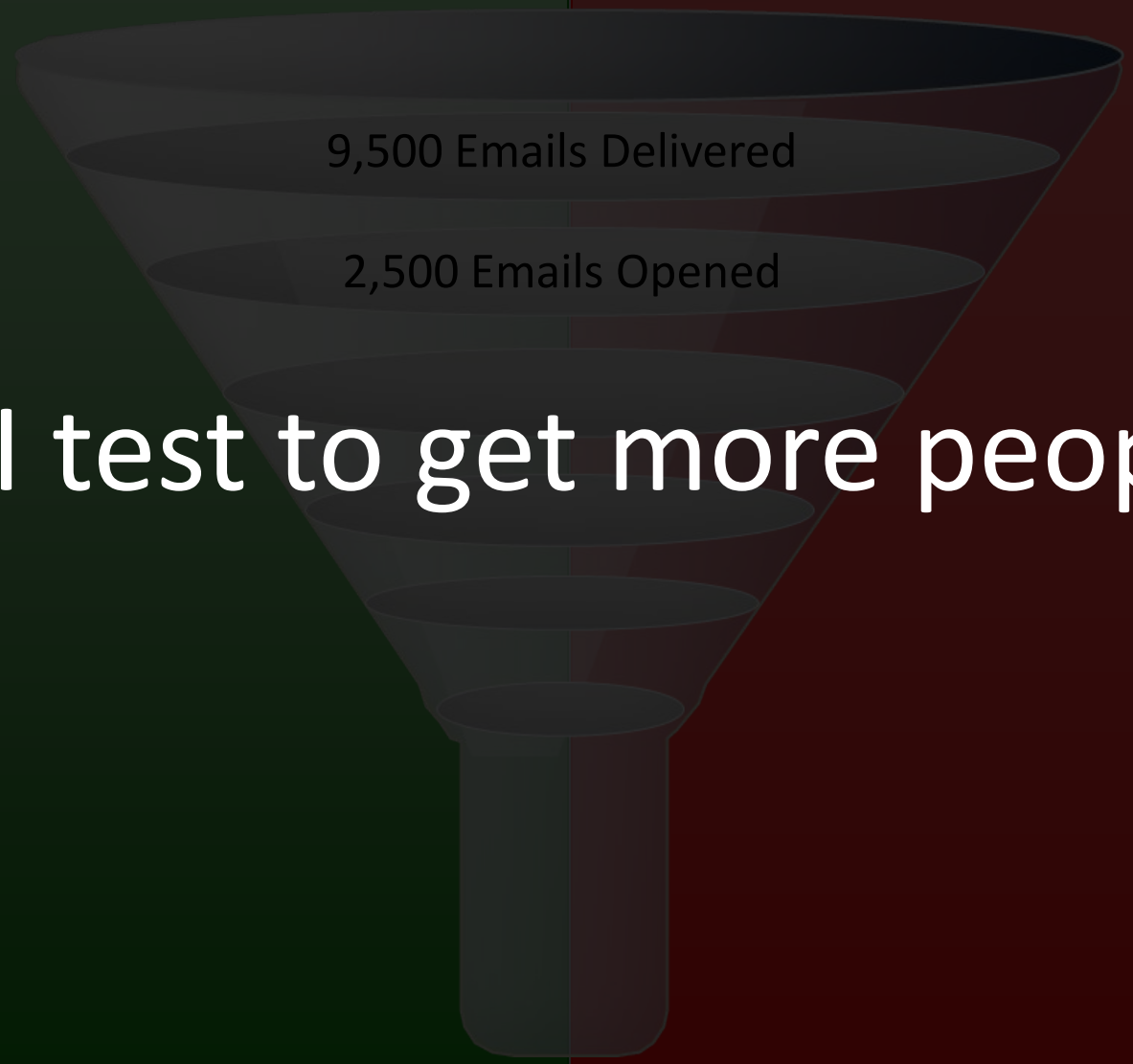


26% Open Rate

74% Non-Open Rate

YES

NO



26% Open Rate

74% Non-Open Rate

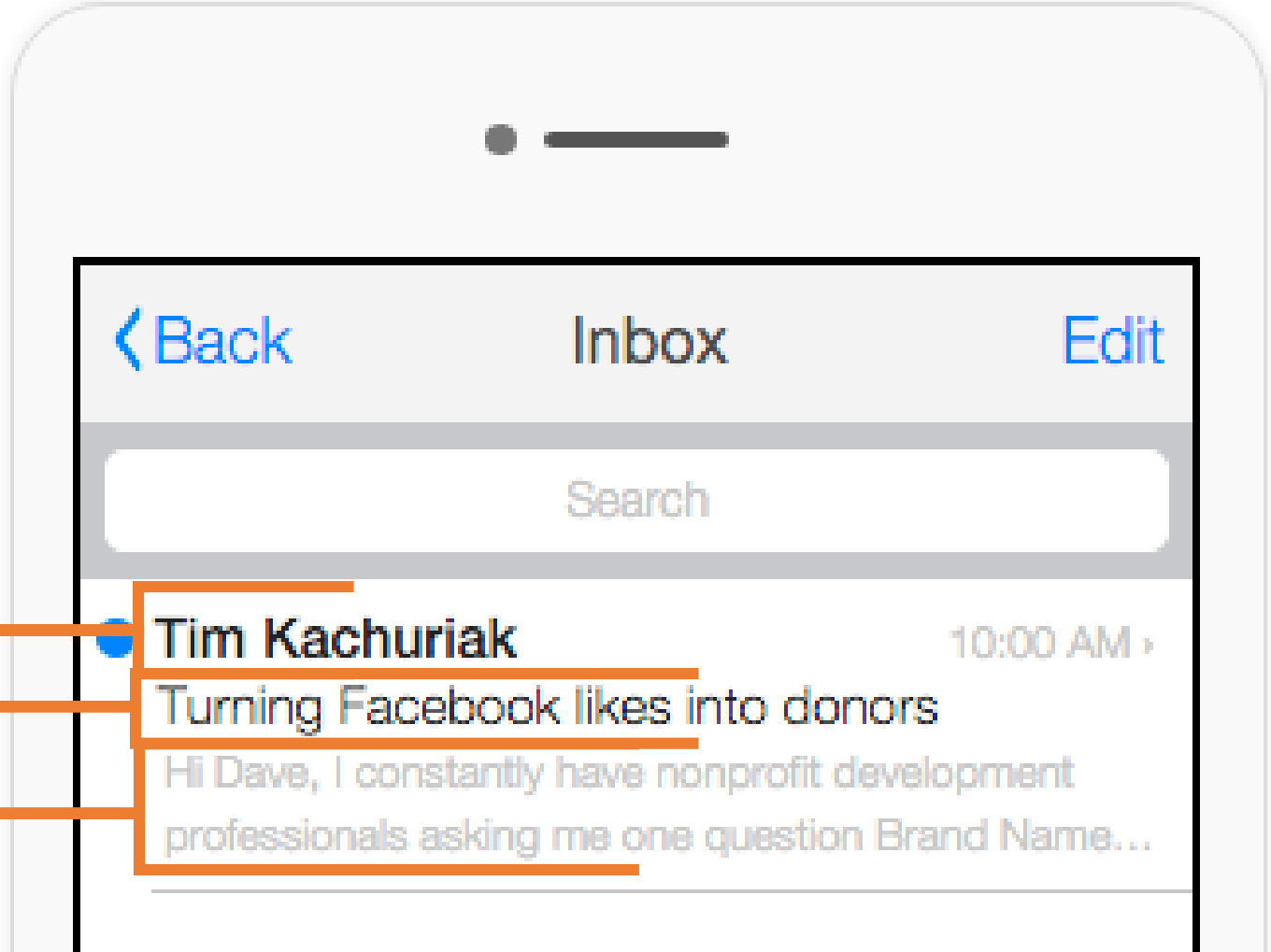
What can I test to get more people to open?

The Message Envelope

Sender (or “From” Line)

Subject Line

Preview Text

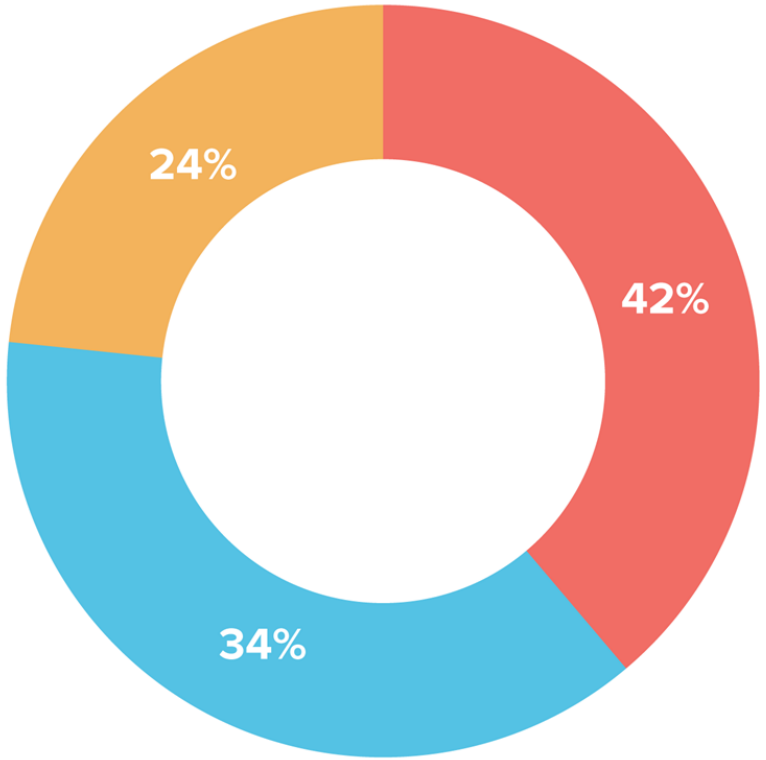


litmus FLUENT a cogint company

Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

- Sender or from name
- Subject line
- Preview text



Source: Data is from a joint Litmus-Fluent survey of 1,361 American adults (aged 18+) nationwide on July 5, 2016. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.7%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this research.

Experiment #2248

Version A

Jim DeMint

Make this bold statement

<IMG SRC="cid:my_logo" alt="Logo">

Version B

Christie Fogarty

Checking In

Hey there, I wanted to check in to see if you'll be able to con

Experiment #8737 – 1 Variable

From This

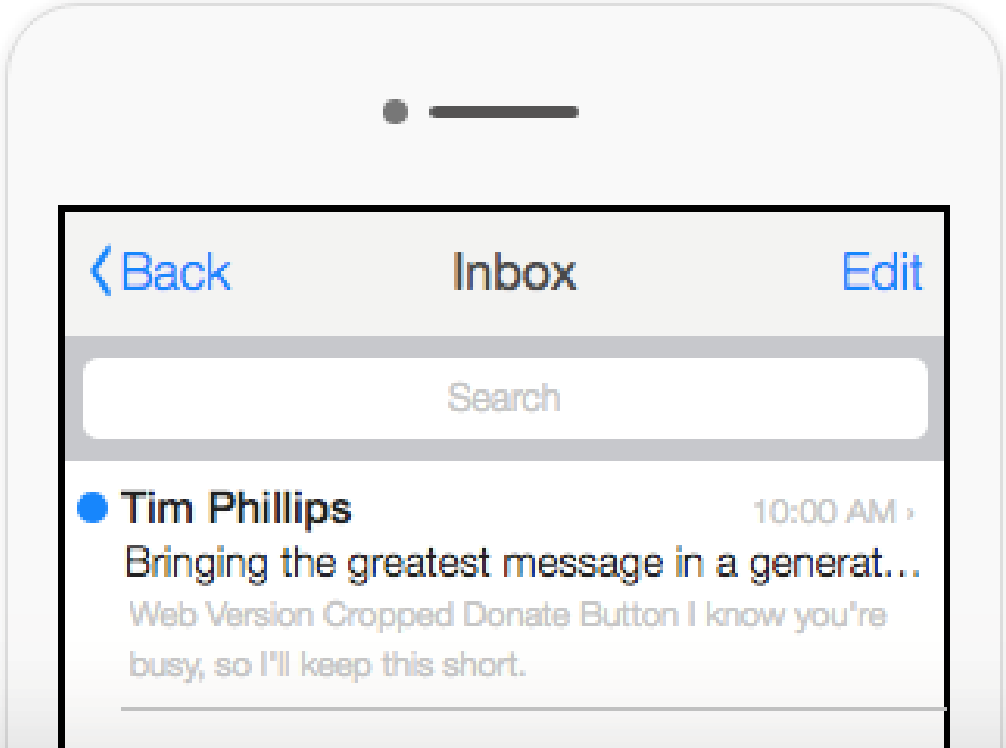
Alliance Defending Freed. **Breaking news from the Supreme Court** - Today, a monumental case concerning your freedom of speech is being arg Mar 20

To This

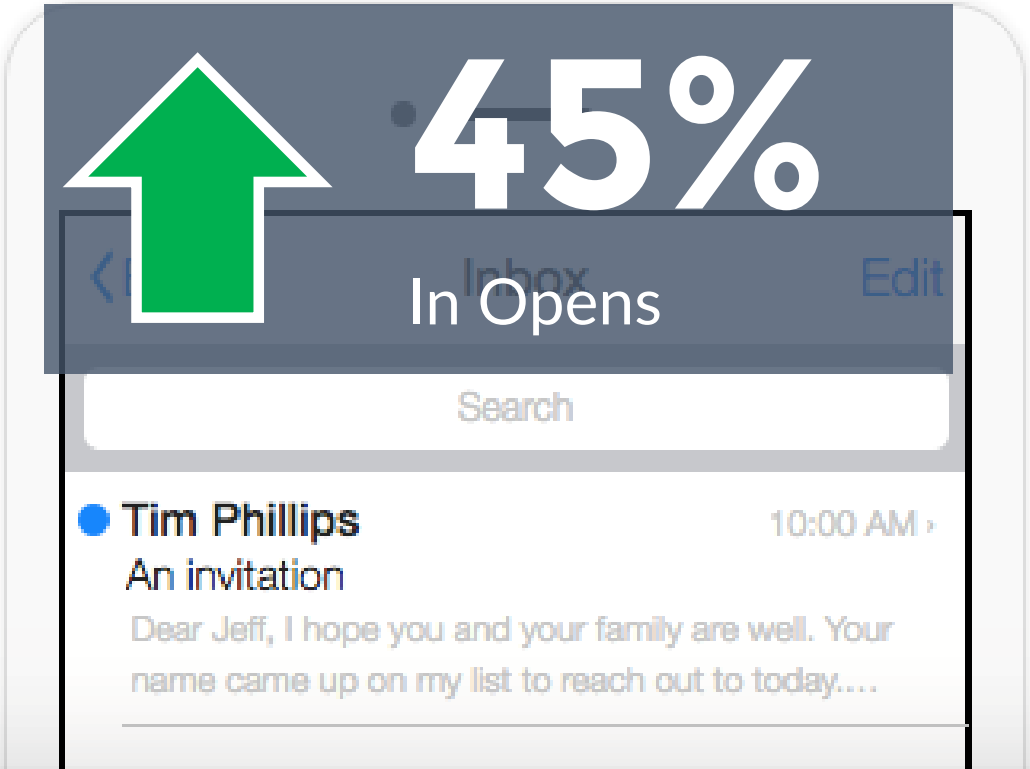
Kristen Waggoner **Breaking news from the Supreme Court** – Today, a monumental case concerning your freedom of speech is being argued in front of the Supre...

Experiment #4116 – 2 Variables

From This

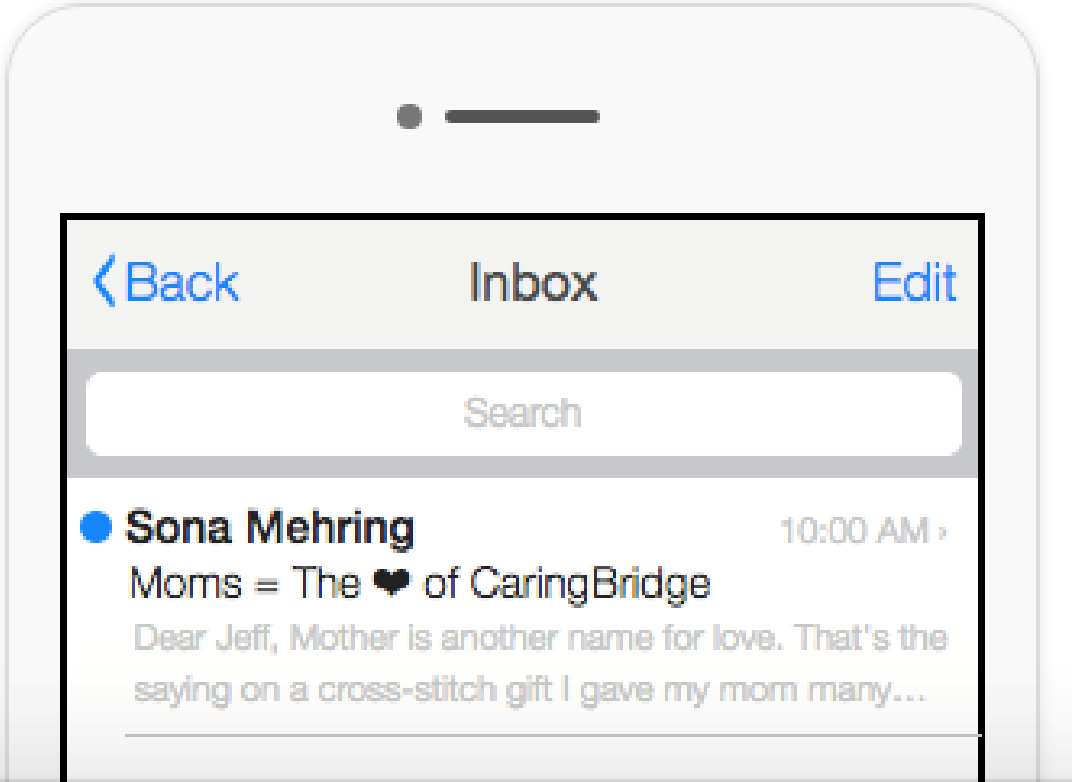


To This

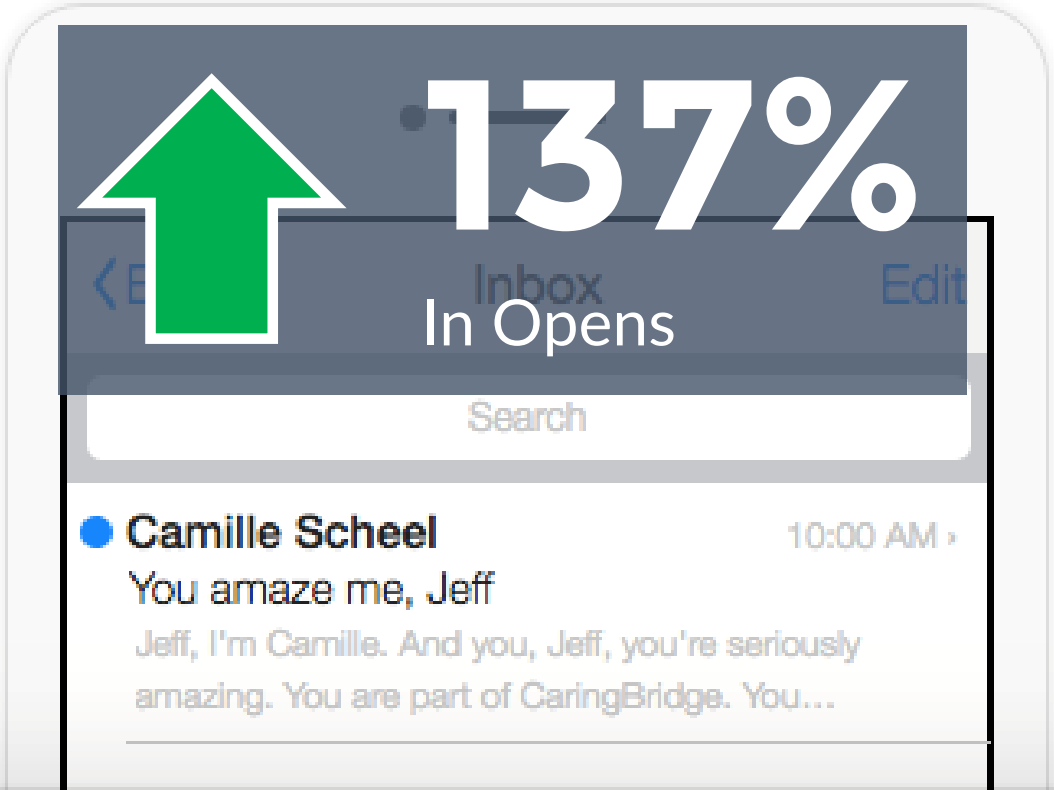


Experiment #4307 – 3 Variables

From This

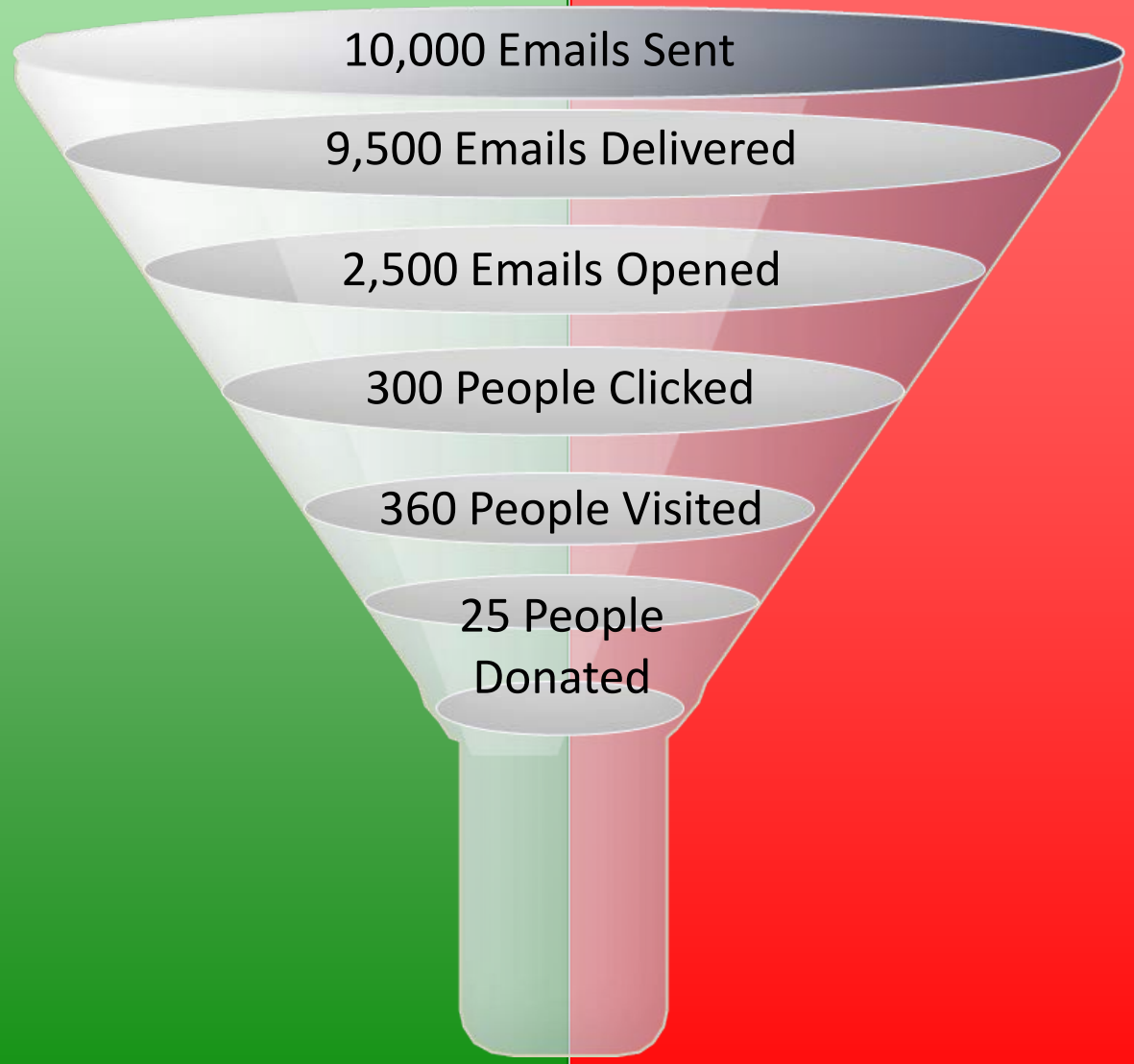


To This



YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

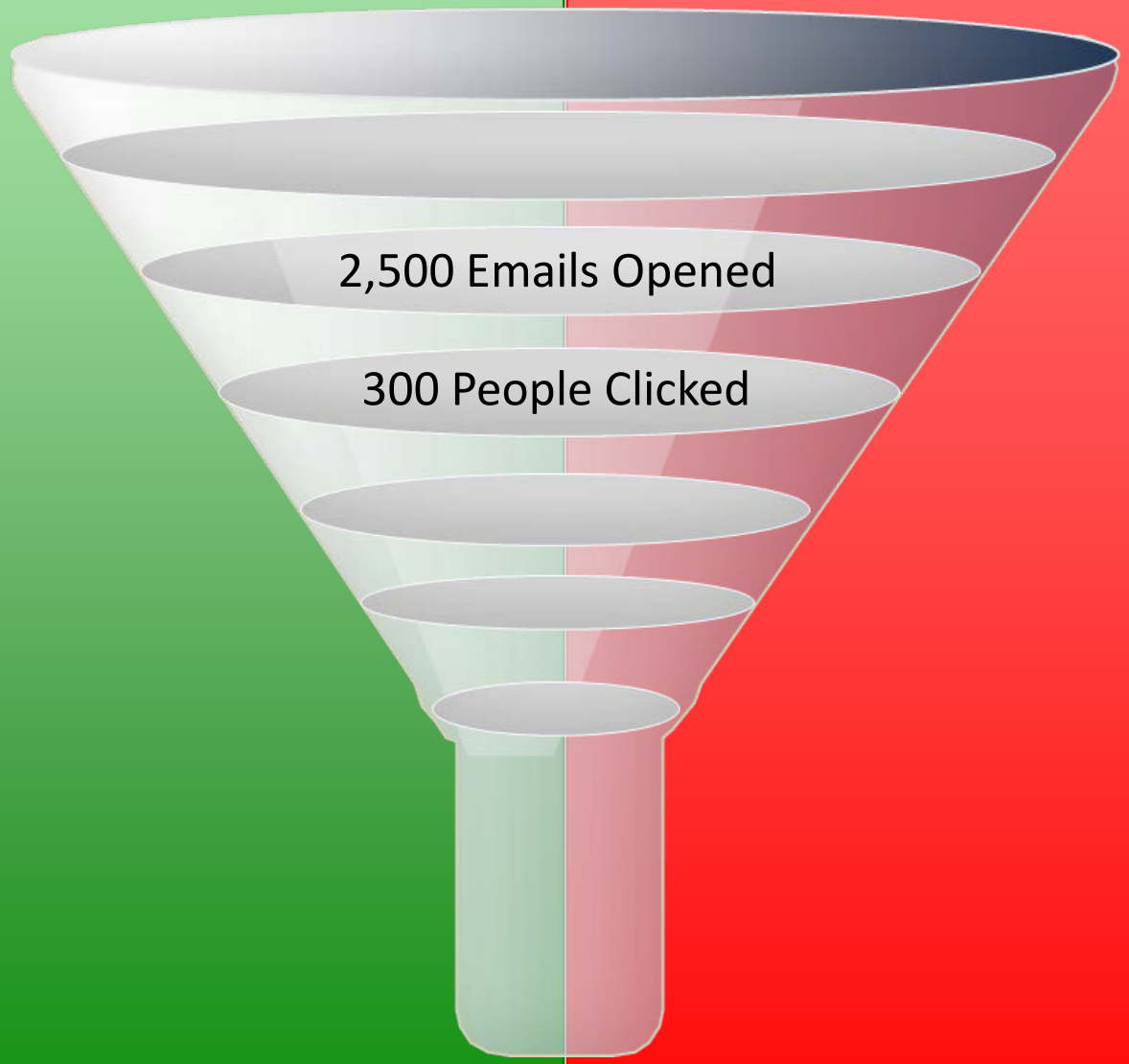
88% Non-Click Rate

0% Dropoff Rate

93% Non-Conversion Rate

YES

NO

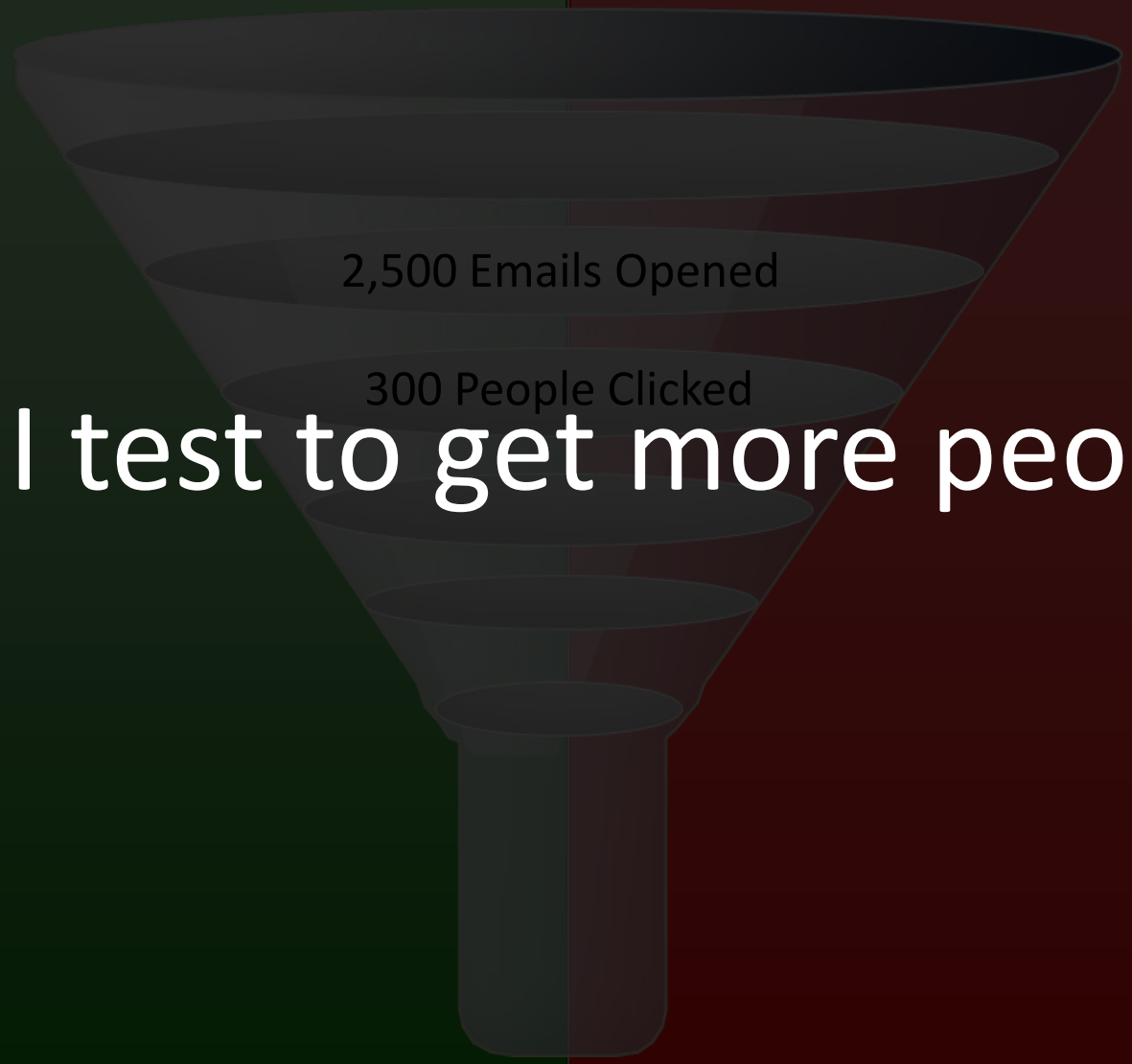


12% Clickthrough Rate

88% Non-Click Rate

YES

NO



12% Clickthrough Rate

88% Non-Click Rate

What can I test to get more people to click?

Experiment #5707

From This

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know.*

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—every dollar you give means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just click here and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

Hi Jeff,

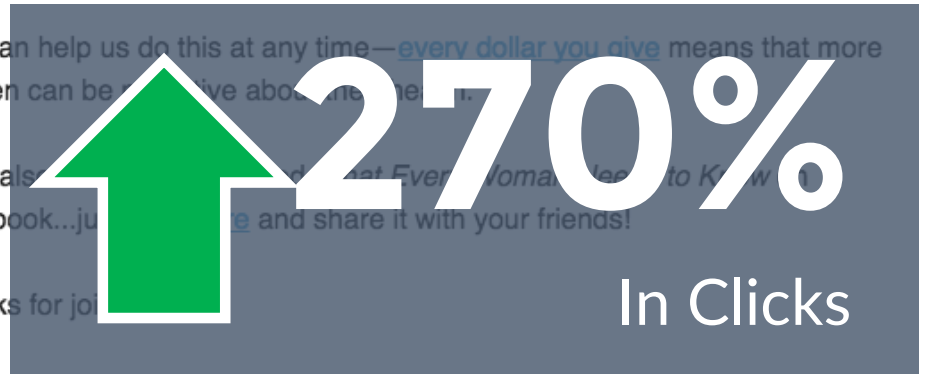
To This

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know.*

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

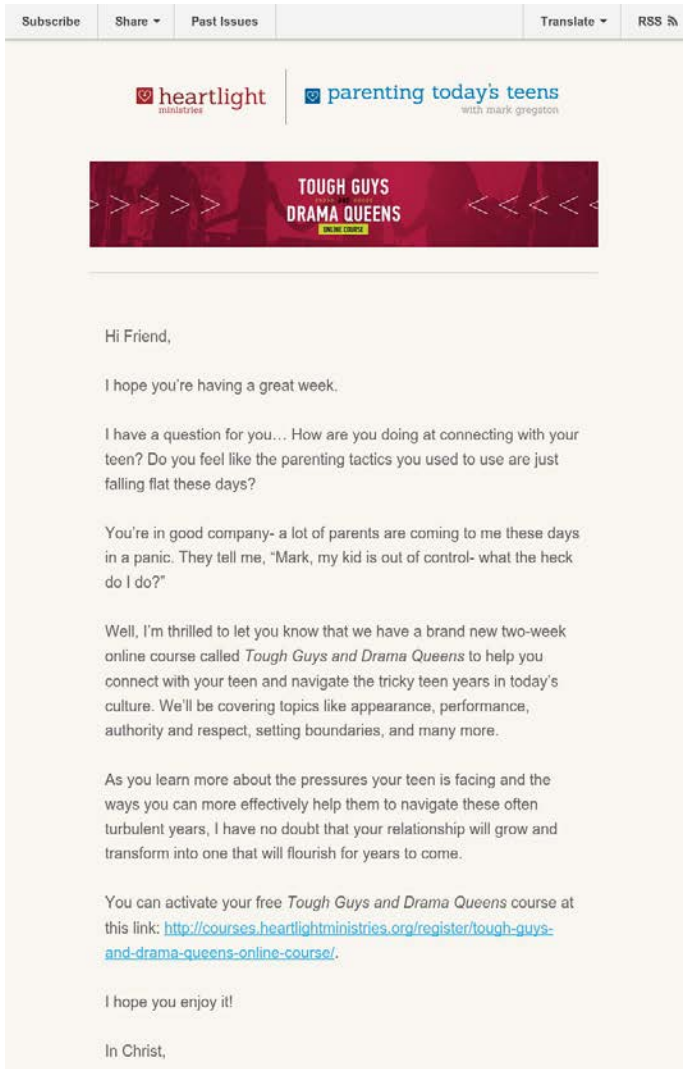
But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.



Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

Experiment #7524

From This



Subscribe | Share | Past Issues | Translate | RSS

heartlight ministries | parenting today's teens with mark gregston

TOUGH GUYS DRAMA QUEENS

Hi Friend,

I hope you're having a great week.

I have a question for you… How are you doing at connecting with your teen? Do you feel like the parenting tactics you used to use are just falling flat these days?

You're in good company- a lot of parents are coming to me these days in a panic. They tell me, "Mark, my kid is out of control- what the heck do I do?"

Well, I'm thrilled to let you know that we have a brand new two-week online course called *Tough Guys and Drama Queens* to help you connect with your teen and navigate the tricky teen years in today's culture. We'll be covering topics like appearance, performance, authority and respect, setting boundaries, and many more.

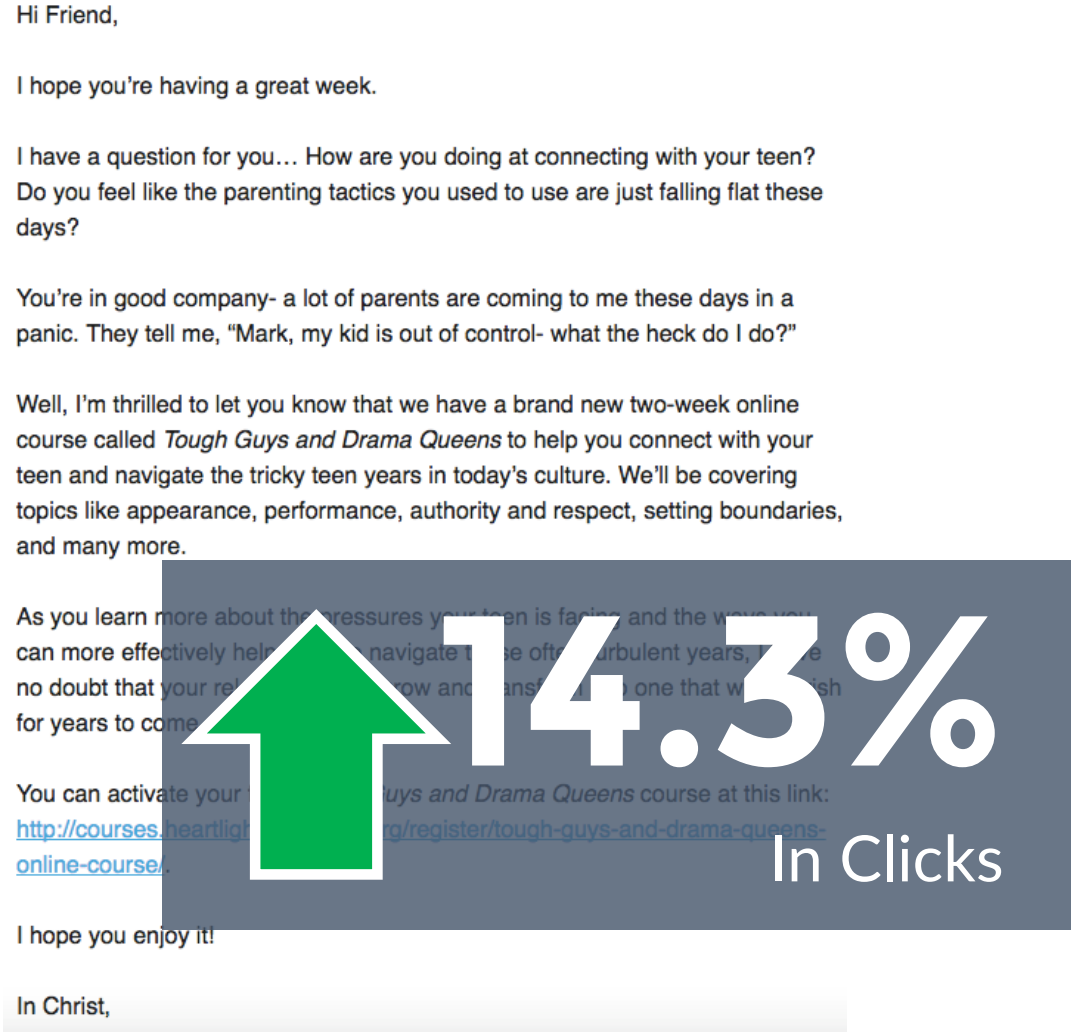
As you learn more about the pressures your teen is facing and the ways you can more effectively help them to navigate these often turbulent years, I have no doubt that your relationship will grow and transform into one that will flourish for years to come.

You can activate your free *Tough Guys and Drama Queens* course at this link: http://courses.heartlightministries.org/register/tough-guys-and-drama-queens-online-course/.

I hope you enjoy it!

In Christ,

To This



Hi Friend,

I hope you're having a great week.

I have a question for you… How are you doing at connecting with your teen? Do you feel like the parenting tactics you used to use are just falling flat these days?

You're in good company- a lot of parents are coming to me these days in a panic. They tell me, "Mark, my kid is out of control- what the heck do I do?"

Well, I'm thrilled to let you know that we have a brand new two-week online course called *Tough Guys and Drama Queens* to help you connect with your teen and navigate the tricky teen years in today's culture. We'll be covering topics like appearance, performance, authority and respect, setting boundaries, and many more.

As you learn more about the pressures your teen is facing and the ways you can more effectively help them to navigate these often turbulent years, I have no doubt that your relationship will grow and transform into one that will flourish for years to come.

You can activate your free *Tough Guys and Drama Queens* course at this link: http://courses.heartlightministries.org/register/tough-guys-and-drama-queens-online-course/.

I hope you enjoy it!

In Christ,

Experiment #4980

From This

It's a great book that covers so many aspects about Scripture. The book is called *Unlocking the Bible*.

I am telling you about this valuable resource because I want to equip you with tools that can help you in your walk with the Lord. It's my intention to stand up and fight against the attacks on God's Word . . . to stand strong on its promises . . . and to proclaim its truth to all who will listen—and I hope you will too.

I encourage you to get your copy of *Unlocking the Bible* today.

You will be strengthened in your faith, and come to know Christ in a new way through reading this book as you gain a richer understanding of God's Word.

Have a great day, << Test First Name >>!

Greg

To This

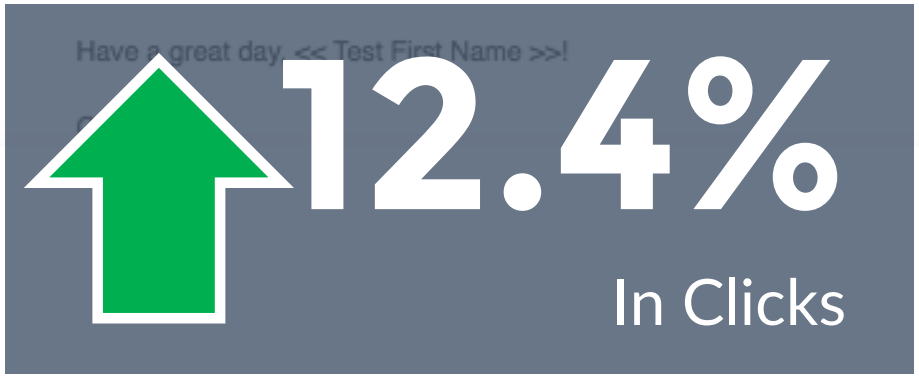
It's a great book that covers so many aspects about Scripture. The book is called *Unlocking the Bible*.

I am telling you about this valuable resource because I want to equip you with tools that can help you in your walk with the Lord. It's my intention to stand up and fight against the attacks on God's Word . . . to stand strong on its promises . . . and to proclaim its truth to all who will listen—and I hope you will too.

I encourage you to get your copy of *Unlocking the Bible* today: https://harvest.org/unlocking-the-bible

You will be strengthened in your faith, and come to know Christ in a new way through reading this book as you gain a richer understanding of God's Word.

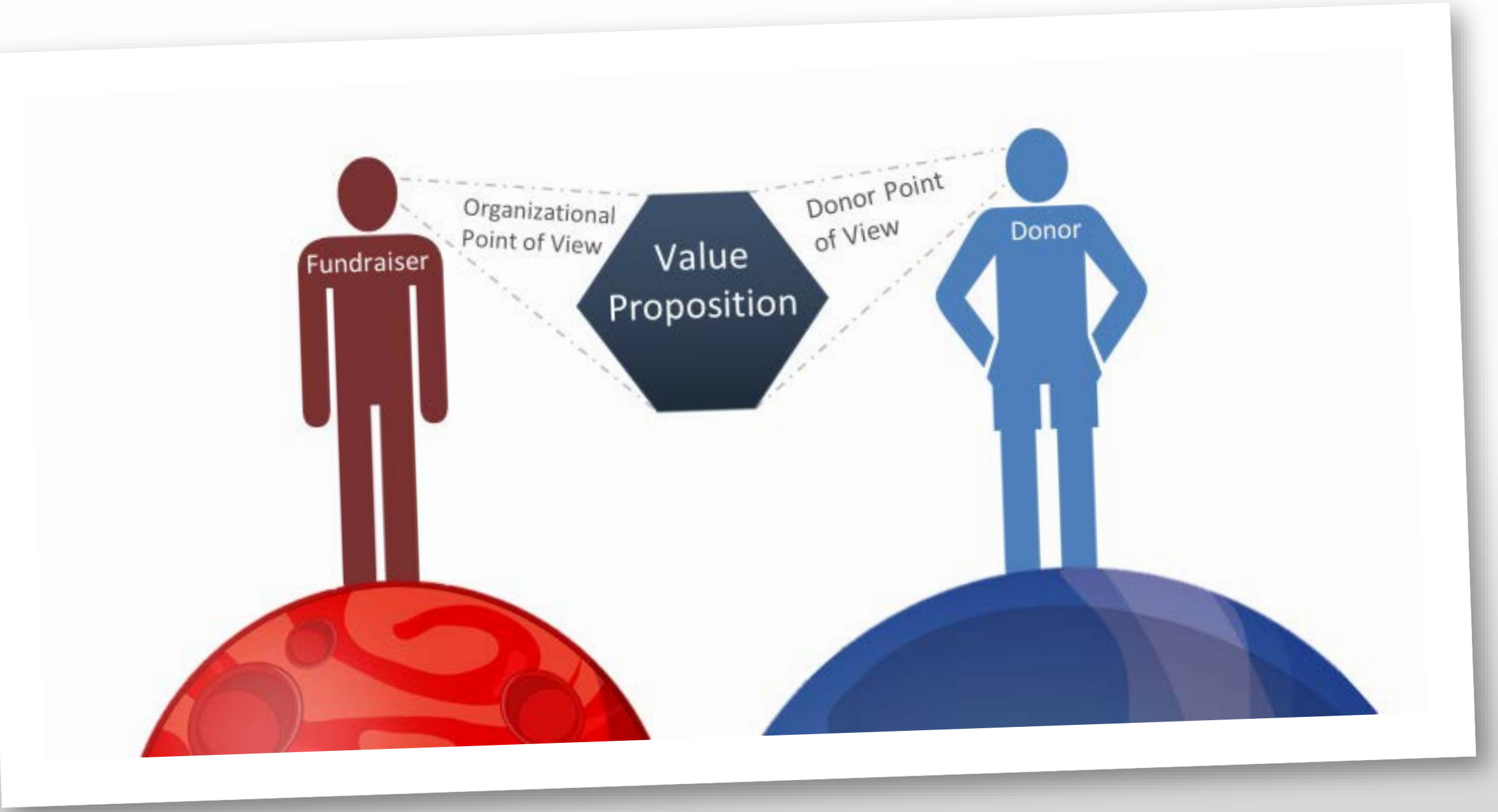
Have a great day, << Test First Name >>!



When we learn to listen to our donors, they will tell us everything we need to know to increase our results.

@digitaldonor

We fail to speak our donor’s language.


Fundraiser
Organizational
Point of View
Value
Proposition
Donor Point
of View
Donor

Three keys to becoming the translator for your organization

1. Empathy

“Mystery Donor” Research Studies

The Value Proposition Index Study

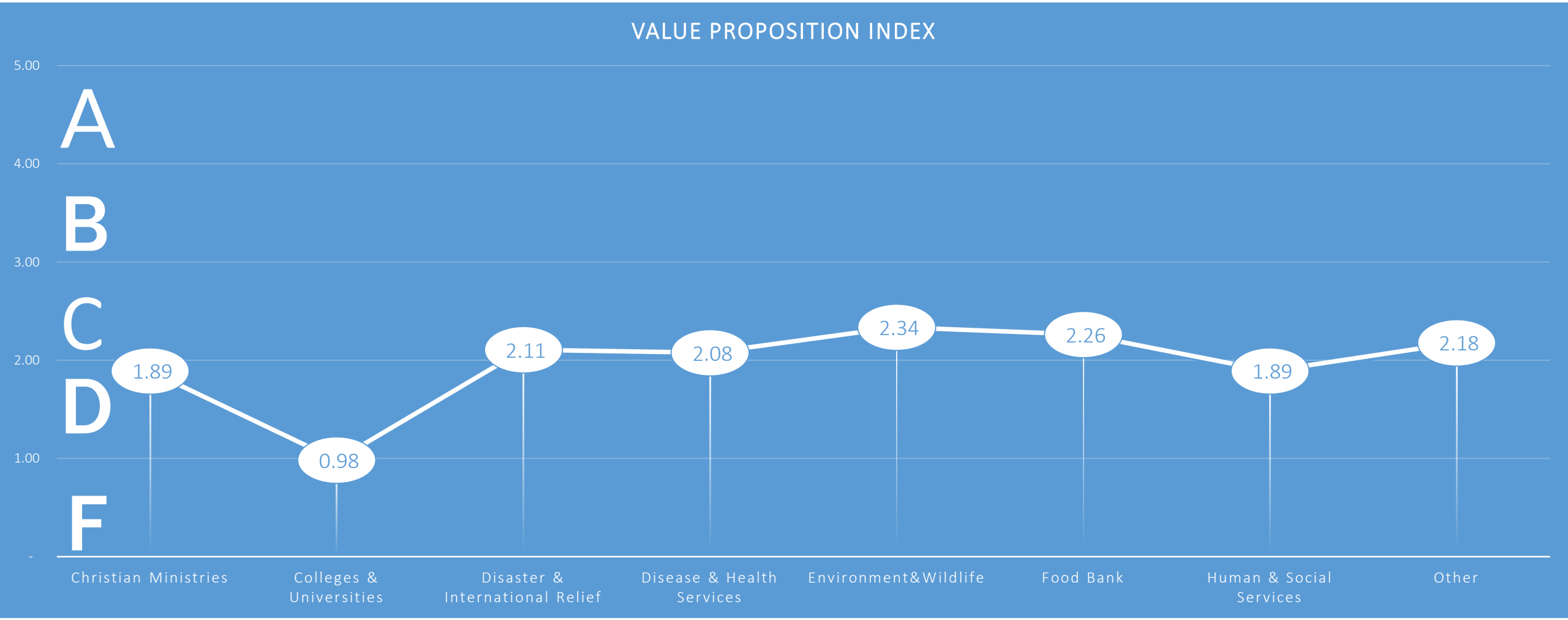
Download Full Study:
nextafter.com/vp

- Study of 127 nonprofit organizations across 8 different verticals
- Assessed the value proposition as communicated via four channels:
  - Telephone
  - Email
  - Web site
  - Social Media
- Value propositions scored in four areas:
  - Appeal
  - Exclusivity
  - Credibility
  - Clarity
- Data collected from 11/4/15 through 2/6/16

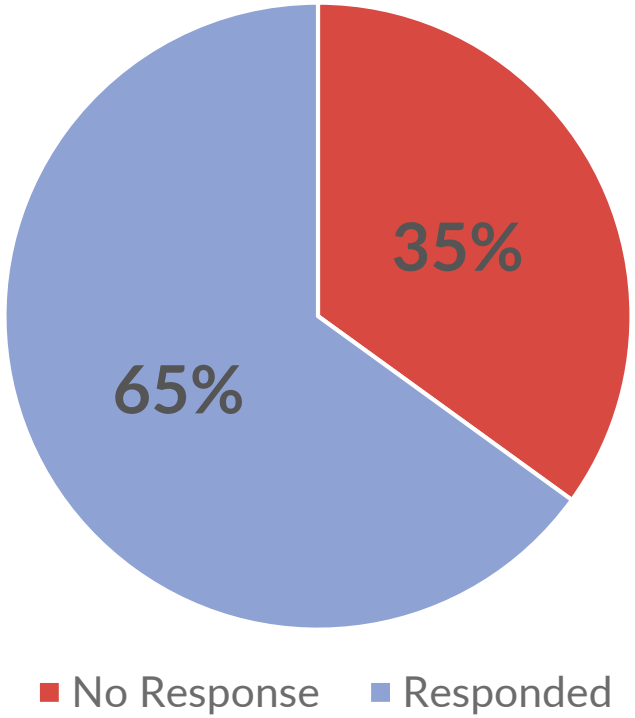
The Value Proposition Question:

“If I am your ideal donor, why should I give to you, rather than some other organization, or not at all?”

Regardless of Vertical, Value Proposition Seems to be a Challenge

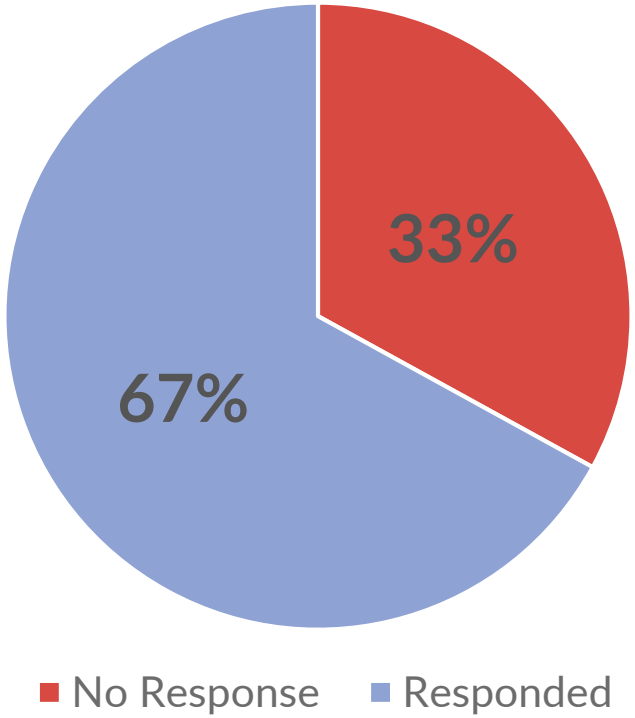


Email Response Time is an Issue



Of the organizations that had a “Contact Us” form, more than one third did **NOT** respond to our submission…ever!

Social Media is not much better….



When we contacted organizations through direct message on Facebook, 33% **never got back to us**.

Email Example #1

Dear Friend,

Thank you for contacting us here at [ORGANIZATION].

We do not ask for donations, so this decision is entirely up to you. If you would like to make a donation, you may do so online, or by calling our customer service department at 800.XXX.XXXX. Our normal customer service hours are Monday through Friday, 7:30 a.m.—3:50 p.m. (Pacific time). We would be happy to assist you in any way we can.

Thank you again for writing. If you have any further questions, please let us know.

Have a blessed day.

Sincerely,

Social Media Example #1

Hi, Mary.

Thank you for your message. You can learn more about our mission at www.[organizationwebsite].org.

FRAUD ALERT:

A person identifying himself as ' has attempted to defraud individuals by claiming an affiliation with . This person has no affiliation with or any member agency.

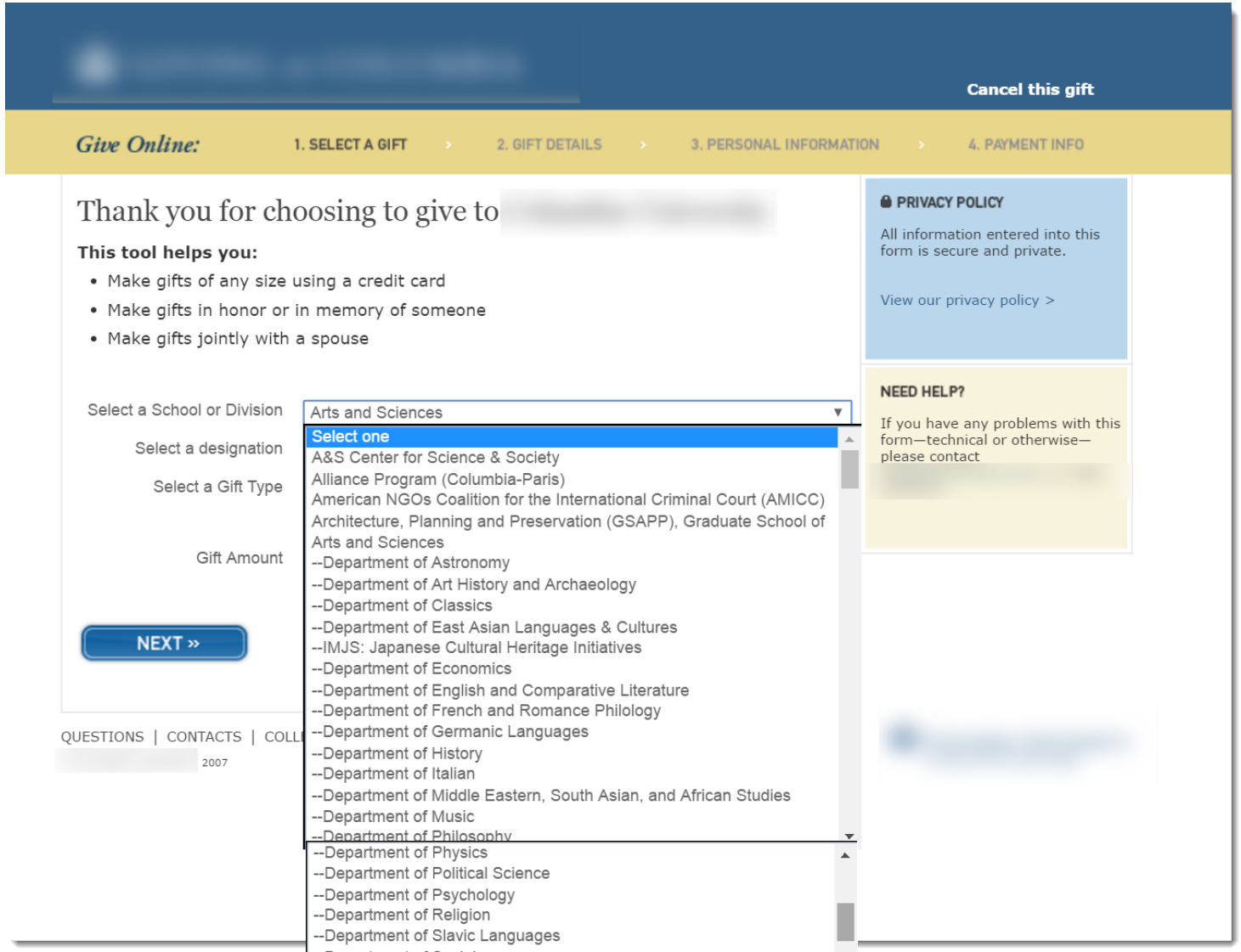
Please click the Donate button only once. Do not click "back" or "refresh" on your browser. Any of these actions may result in your credit card being charged more than once.

State/Province*

Select a state

Zip/Postal Code*

DONATE


Cancel this gift
Give Online:
1. SELECT A GIFT
2. GIFT DETAILS
3. PERSONAL INFORMATION
4. PAYMENT INFO
Thank you for choosing to give to
This tool helps you:
Make gifts of any size using a credit card
Make gifts in honor or in memory of someone
Make gifts jointly with a spouse
Select a School or Division
Arts and Sciences
Select a designation
Select a Gift Type
Gift Amount
NEXT »
Select one
A&S Center for Science & Society
Alliance Program (Columbia-Paris)
American NGOs Coalition for the International Criminal Court (AMICC)
Architecture, Planning and Preservation (GSAPP), Graduate School of
Arts and Sciences
--Department of Astronomy
--Department of Art History and Archaeology
--Department of Classics
--Department of East Asian Languages & Cultures
--IMJS: Japanese Cultural Heritage Initiatives
--Department of Economics
--Department of English and Comparative Literature
--Department of French and Romance Philology
--Department of Germanic Languages
--Department of History
--Department of Italian
--Department of Middle Eastern, South Asian, and African Studies
--Department of Music
--Department of Philosophy
--Department of Physics
--Department of Political Science
--Department of Psychology
--Department of Religion
--Department of Slavic Languages
--Department of Sociology
--Department of Spanish and Portuguese
--Donald Keene Center of Japanese Culture
PRIVACY POLICY
All information entered into this form is secure and private.
View our privacy policy >
NEED HELP?
If you have any problems with this form—technical or otherwise—please contact
QUESTIONS | CONTACTS | COLL
2007

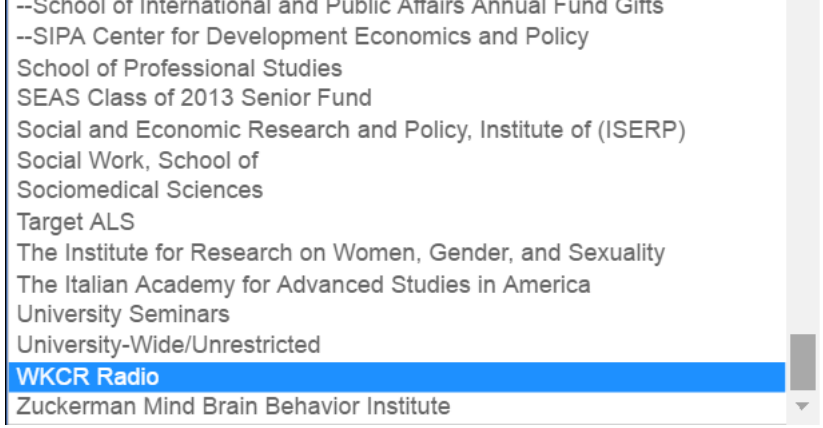
--East Central European Center
--Committee on Global Thought
--Harriman Institute
--Institute for Comparative Literature and Society
--Institute for Israel and Jewish Studies
--Wallach Art Gallery
Arts, School of the
Athletics
Business School
Center for New Media Teaching and Learning (CCNMTL)
Columbia College (CC)
--Columbia College Student Affairs
--Columbia College Student Emergency Fund
--Columbia College Today
--Double Discovery Center
--Senior Fund
Columbia Entrepreneurship
Columbia Global Centers
Columbia Magazine
Columbia University Medical Center
--Adolescent Health Uganda Fund
--Department of Anesthesiology
--Bone Marrow and Blood Diseases
--Breast Cancer Program
--CARING at Columbia
--Celiac Disease Center
--Center for Bioethics
--Center for Family and Community Medicine
--Center for LAM & Rare Lung Diseases
--Center for Radiological Research
--Center for Translational Immunology
--Columbia Center for Children's Environmental Health (CCCEH)
--Columbia Heart Valve Center
--CUMC P&S/Clinical Genetics
--Department of Dermatology
--Department of Dermatology
--Department of Medicine
--Department of Neurology
--Department of Neuroscience
--Department of Ophthalmology
--Department of Pediatrics
--Division of Hematology/Oncology
--Division of Pediatric Cardiology
--Electromyography Laboratory
--Endocrine Surgery
--Hematology, Oncology and Stem Cell Transplantation

--Herbert Irving Comprehensive Cancer Center
--IFAP Dominican Family Health Program
--Infectious Diseases
--Institute of Cancer Genetics
--Institute of Human Nutrition
--IFAP Global Health Program
--Lung Transplant Program
--Lyme and Tick-Borne Diseases Research Center
--Medical and Graduate Education Building - Campus Revitalization
--Medical School Administration
--Naomi Berrie Diabetes Center
--Division of Nephrology
--Genomics of IgA-related Disorders in Kids
--Department of Obstetrics-Gynecology
--Department of Orthopedic Surgery
--Department of Otolaryngology
--P&S Deptartment of Pediatrics
--P&S Deptartment of Pediatrics
--P&S Genetics
--Pancreas Center
--Pediatric Allergy and Immunology
--Pediatric Blood and Marrow Transplantation
--Pediatric Brain Tumor Research
--Pediatric Cardiology
--Pediatric Child and Adolescent Health
--Pediatric Clinical Genetics
--Pediatric Critical Care Medicine
--Pediatric Infectious Diseases
--Pediatric Neonatology/ Perinatology
--Pediatric Nephrology
--Pediatric Oncology
--Pediatric Orthopaedic Surgery
--Pediatric Pulmonology
--Pediatric Rheumatology
--Pediatric Surgery Research
--Pediatrics
--Wung Respiratory
--Program in Narrative Medicine
--Department of Psychiatry
--Department of Radiology
--Spinal Muscular Atrophy Clinical Research Center
--Stem Cell Initiative
--Surgery -- Colorectal
--Surgery -- Adult Cardiac
--Surgery -- John Jones Surgical Society
--Surgery -- Plastic & Reconstructive
--Surgery -- Thoracic
--Surgery -- Vascular

--Taub Institute
--The Center for Lymphoid Malignancies
--Transplant Initiative
--Department of Urology
--Weinberg Family Cerebral Palsy Center
CU Arts
CUMC Transplant Initiative
Dental Medicine, College of
Department of Radiation Oncology
Earth Institute
Engineering and Applied Science (SEAS), The Fu Foundation School of
General Studies, School of
Hispanic Institute
Injury Free Coalition
Institute for the Study of Human Rights
Institute of Latin American Studies
International Research Institute for Climate and Society
Iranian Studies, Center for
Journalism, Graduate School of

Lamont-Doherty Earth Observatory
Law (CLS), School of
Libraries
Maison Francaise
Miller Theatre
Morningside - Health Services
Nursing, School of
Occupational Therapy
Physical Therapy
Physicians and Surgeons, College of
--Department of Cardiology
--Department of Orthopedic Surgery
--Pathology
--Physiology and Cellular Biophysics
--Prenatal Pediatrics Fund
--Rehabilitation Medicine
Physicians and Surgeons, College of
Public Health (MSPH), Mailman School of
--Center for Infection and Immunity
--Climate and Health Program

Public Health (MSPH), Mailman School of
--Center for Infection and Immunity
--Climate and Health Program
Rheumatology
School of International and Public Affairs
--SIPA Center on Global Energy Policy
--School of International and Public Affairs Annual Fund Gifts
--SIPA Center for Development Economics and Policy

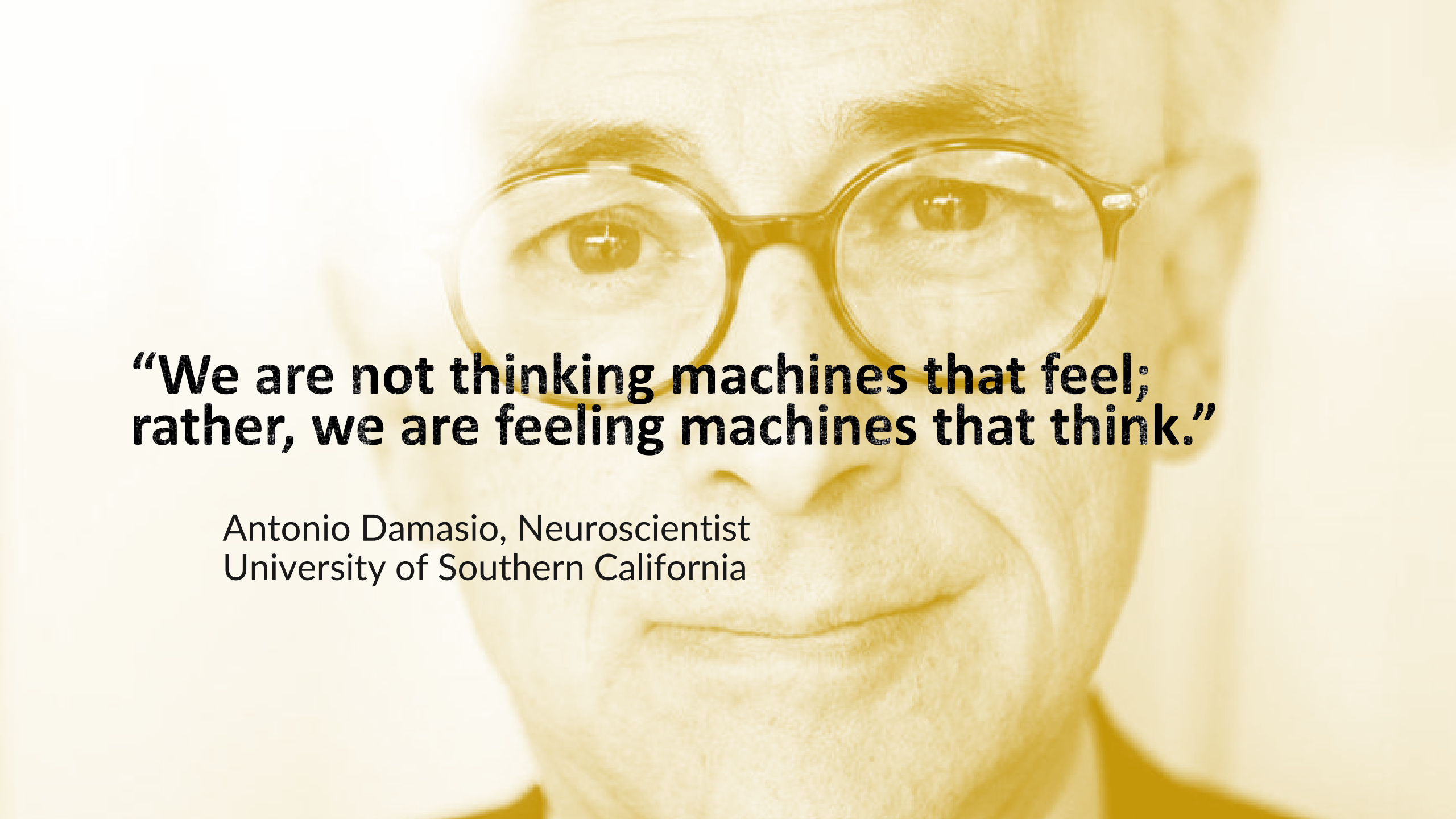

--School of International and Public Affairs Annual Fund Gifts
--SIPA Center for Development Economics and Policy
School of Professional Studies
SEAS Class of 2013 Senior Fund
Social and Economic Research and Policy, Institute of (ISERP)
Social Work, School of
Sociomedical Sciences
Target ALS
The Institute for Research on Women, Gender, and Sexuality
The Italian Academy for Advanced Studies in America
University Seminars
University-Wide/Unrestricted
WKCR Radio
Zuckerman Mind Brain Behavior Institute

So…which one??

2. Emotion

Donors are not all logic and reason.

@digitaldonor



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

Antonio Damasio, Neuroscientist
University of Southern California

We spend so much time trying to communicate to the

CONSCIOUS MIND

that we forget to consider the messages we are unintentionally sending to the

SUBCONSCIOUS MIND.

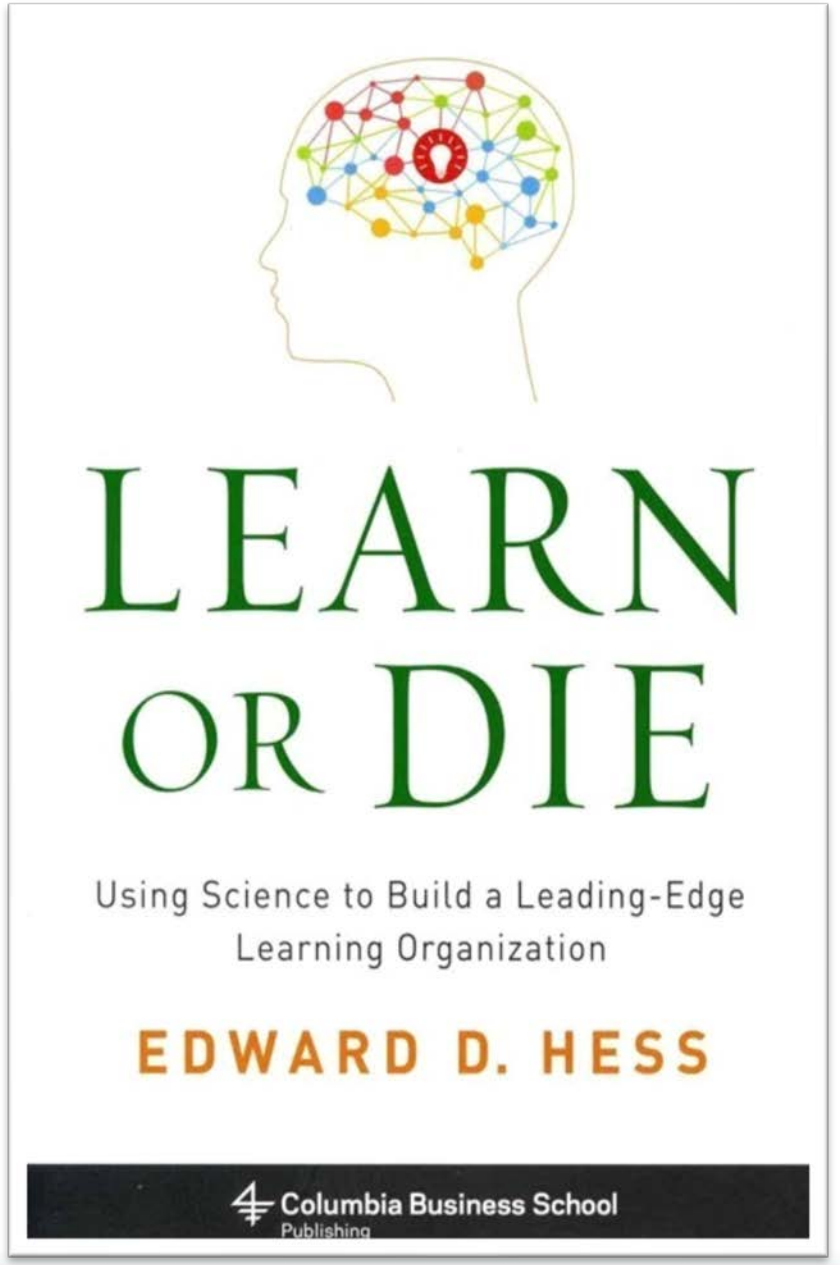
Why
How
What

“The limbic brain is responsible for all of our feelings, such as trust and loyalty. It is also responsible for all human behavior and all our decision-making, ***but it has no capacity for language****.”*

-Simon Sinek
Start With Why

Learn or Die by Edward D. Hess

"Research has shown that **emotion** and **cognition** jointly contribute to the control of mental activities and behavior…thus, when it comes to **making decisions**, we should be considering the interaction of our cognition and our emotions"



3. Clarity

“Clarity trumps persuasion.”

-Flint McGlaughlin

Meeting the most pressing needs

The children, families and communities you help with a donation to [redacted] have varying needs and concerns. Help us to meet those needs as they develop and change.

Donation Amount

Need any help? **Talk to a live agent now**

Whatever Your Why, Thank You!

Life is why the [redacted] exists.

For the littlest baby and the oldest grandparent, you can change and even save their life. With your donation today, you are why families will stay together after [redacted] threatens to tear them apart.

Yes, I want to be the reason why.

How would you like to donate?

ONE-TIME GIFT

MONTHLY GIFT

What type of gift would you like to give?

GENERAL

HONOR

MEMORIAL

How much would you like to give?

$40 | $60 | $100 | $250 | Other

Experiment #9358

NOT THIS

BUT THIS

Get Trusted and Relevant News Delivered to your Door

If you are encouraged, or even challenged by what you are reading, consider getting this relevant content, and more, sent directly to your door, FREE for three months. EWTN's National Catholic Register provides a Catholic perspective on today's issues to millions of Catholics every day. Through the Register, you will be equipped to discuss today's issues on the basis of faith and reason. You can start your no obligation, three-month free trial below.

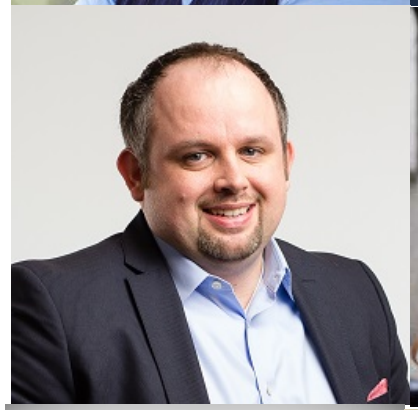
Get the National Catholic Register Free Trial

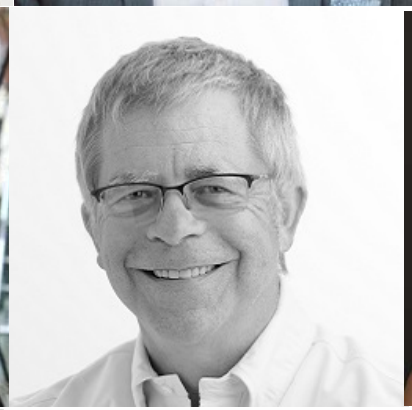
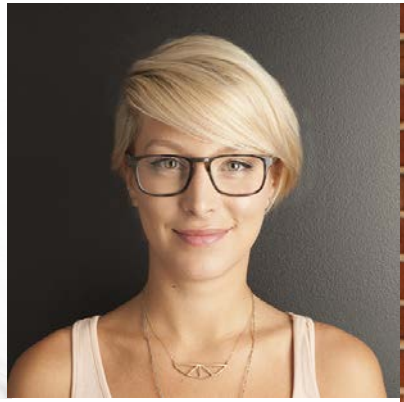
From This

To This

You can’t change the way you see, hear, or speak unless you change the way you think.

18 Amazing Speakers



Unleash the most generous generation in the history of the world
@digitaldonor