



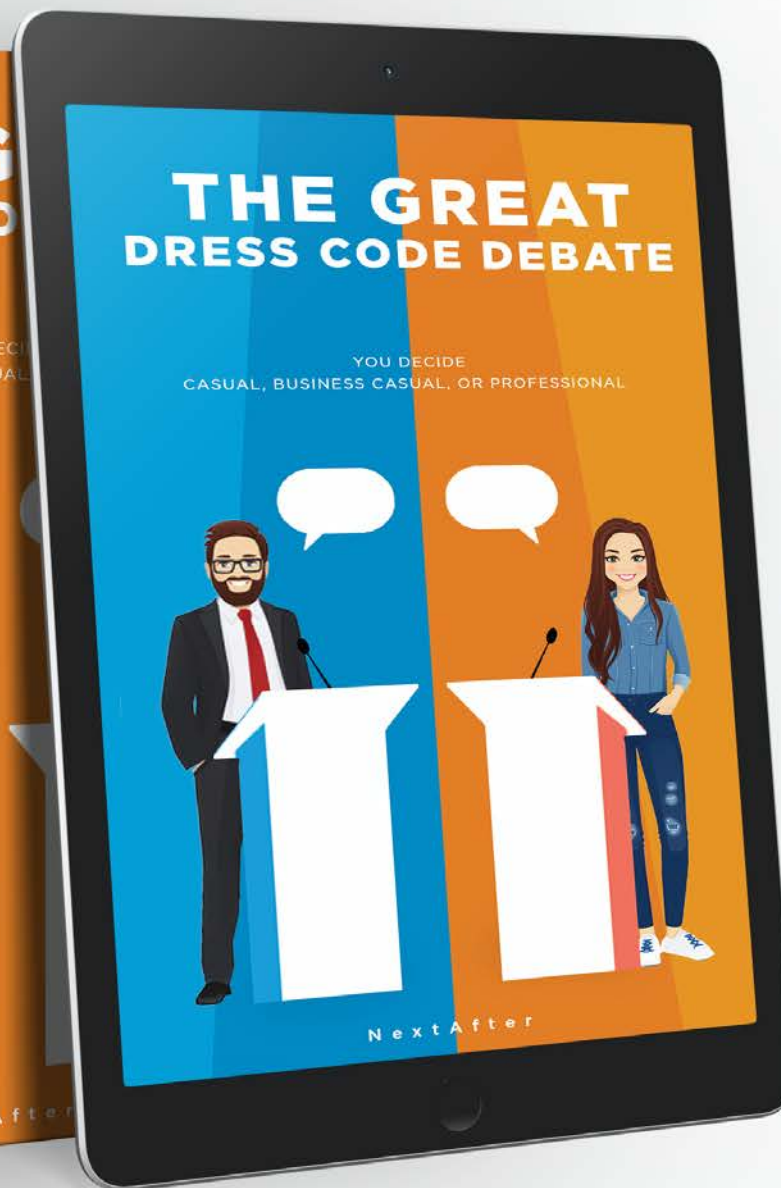
Kevin Peters

Chief Technology Officer

Nathan Hill

Marketing Director



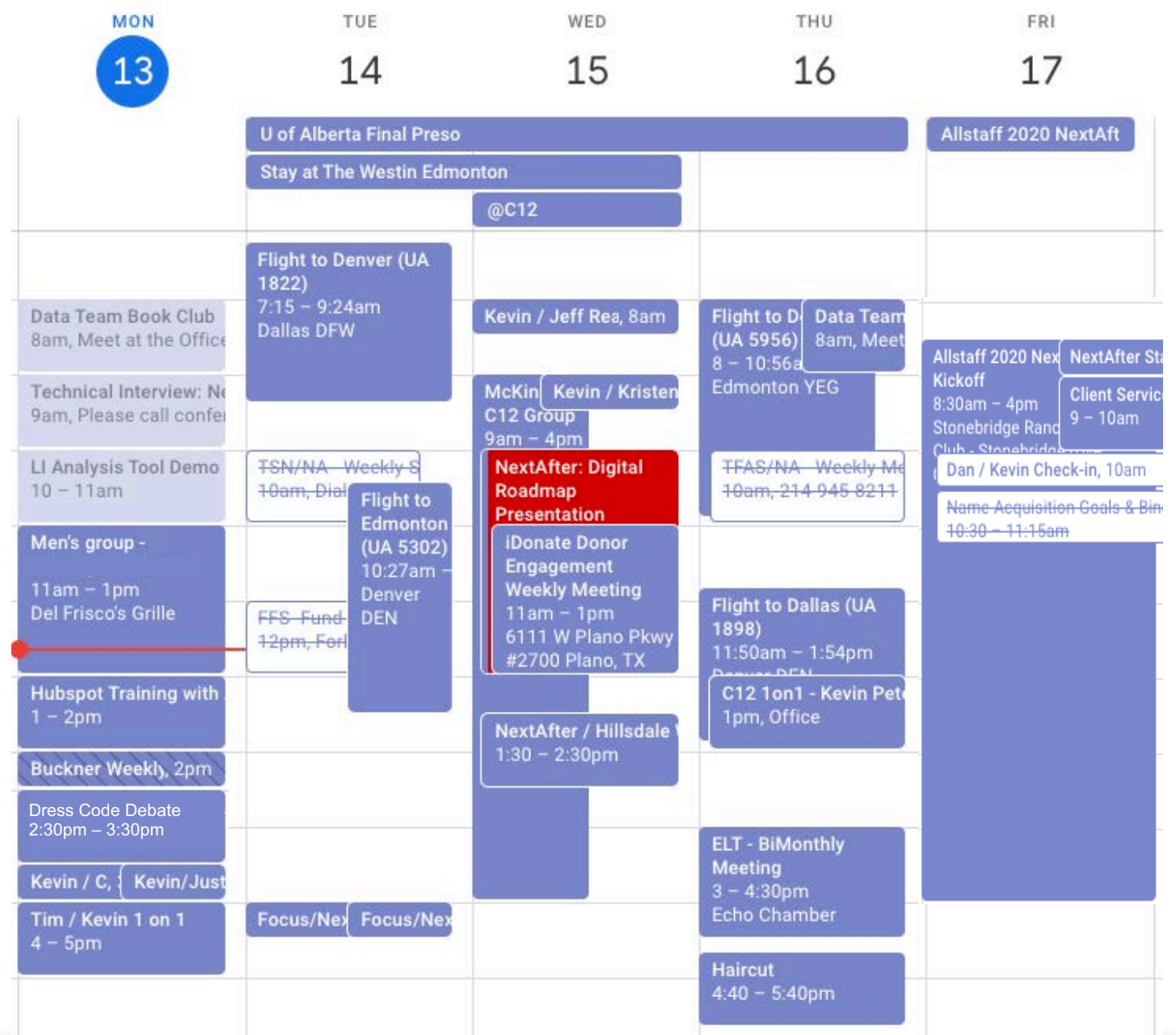


We're going to show you how we made an eBook in under an hour for less than ~~\$50~~ \$60.



Kevin's Work Calendar Last Week

(Yeah, it was nuts)

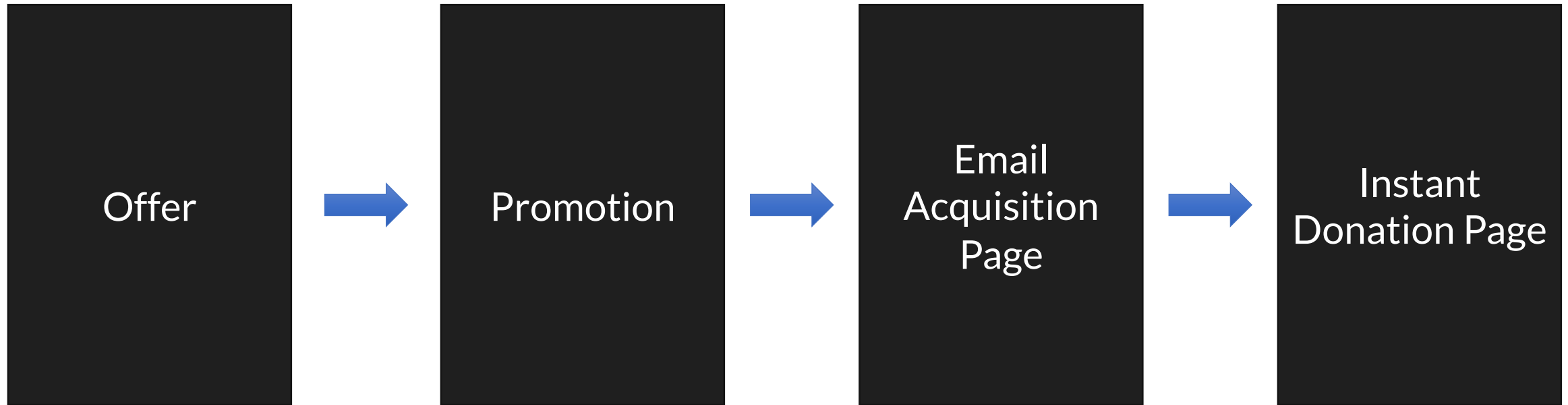


6 Fundraising Hacks

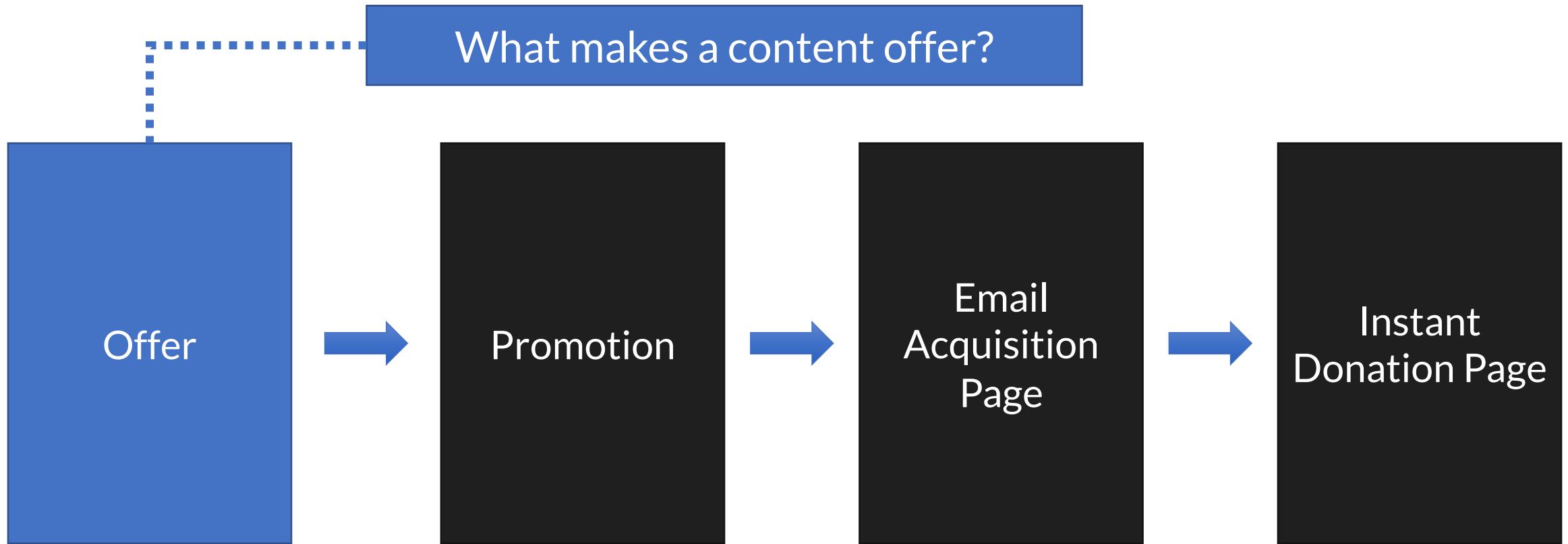
1. Google Analytics – To find unexpected content
2. Rev – Audio transcription
3. Fiverr – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
5. Optimize – Changing the unchangeable pages
6. SlyBroadcast – The personal-touch done at large scale



An acquisition model that *looks* simple



An acquisition model that *looks* simple



“[There are] only two ways to make money in business: One is to bundle; the other is unbundle.”

- Jim Barksdale





Songs



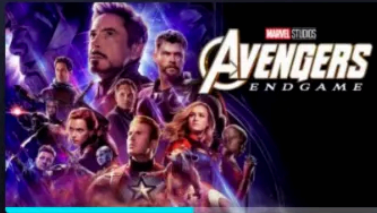
1	Only the Young	4:05	\$1.29
2	Don't Stop Believin'	4:09	\$1.29
3	Wheel in the Sky	4:12	\$1.29
▶	Faithfully	4:26	\$1.29
5	I'll Be Alright Without You	4:33	\$1.29
6	Any Way You Want It	3:22	\$1.29
7	Ask the Lonely	3:54	\$1.29
8	Who's Crying Now	5:01	\$1.29
9	Separate Ways (Worlds Apart)	5:25	\$1.29
10	Lights	3:10	\$1.29
11	Lovin', Touchin', Squeezin'	3:54	\$1.29
12	Open Arms	3:18	\$1.29



Originals



Continue Watching



Recommended For You



Not all offers are created equal . . .

Offer	Donor Time Investment	Donor Conversion Rate
Petition / Statement of Belief	10 seconds	1.9%
eBook	10 minutes	3.0%
Email Series	5 – 10 days	3.4%
Online Course	8 weeks	7.4%

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Online Education

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Degrees

Hybrid

People

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Doctrine

Admissions

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The Gospel of John

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

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

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

This course is designed for anyone who wants to:

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

Sign up now and get your first lecture instantly!

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First Name:*

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Get Started!

The Gospel of John Week One:

The Word was with God,
and the Word was God.



Jesus is the Light

Jesus the Miracle Worker

Not all offers are created equal . . .

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6 Fundraising Hacks

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5. Optimize – Changing the unchangeable pages
6. SlyBroadcast – The personal-touch done at large scale





This report requires Search Console integration to be enabled.

Contact your Analytics administrator to connect a Search Console site.

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.





https://oblatesusa.org/

Performance



Overview



Performance



URL inspection

Index



Coverage



Sitemaps

Enhancements



Speed (experimental)



Mobile Usability

Security & Manual Actions



Legacy tools and reports



Search type: Web



Date: Last 3 months



NEW

Last updated: 4 hours ago ?

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Query

↓ Clicks

Impressions

missionary oblates of mary immaculate

oblates of mary immaculate

missionary oblates

oblates

oblatesusa.org

oblate missions

You can discover what people are searching for to find your organization



Types of Keywords

Brand

These are people with whom we already have a relationship

Ex: “Oblates” or “Father Madigan”

High Value

These are people with whom we want to have a relationship

Ex: “novena to our lady of the snows” or “fatima novena”

Long Tail

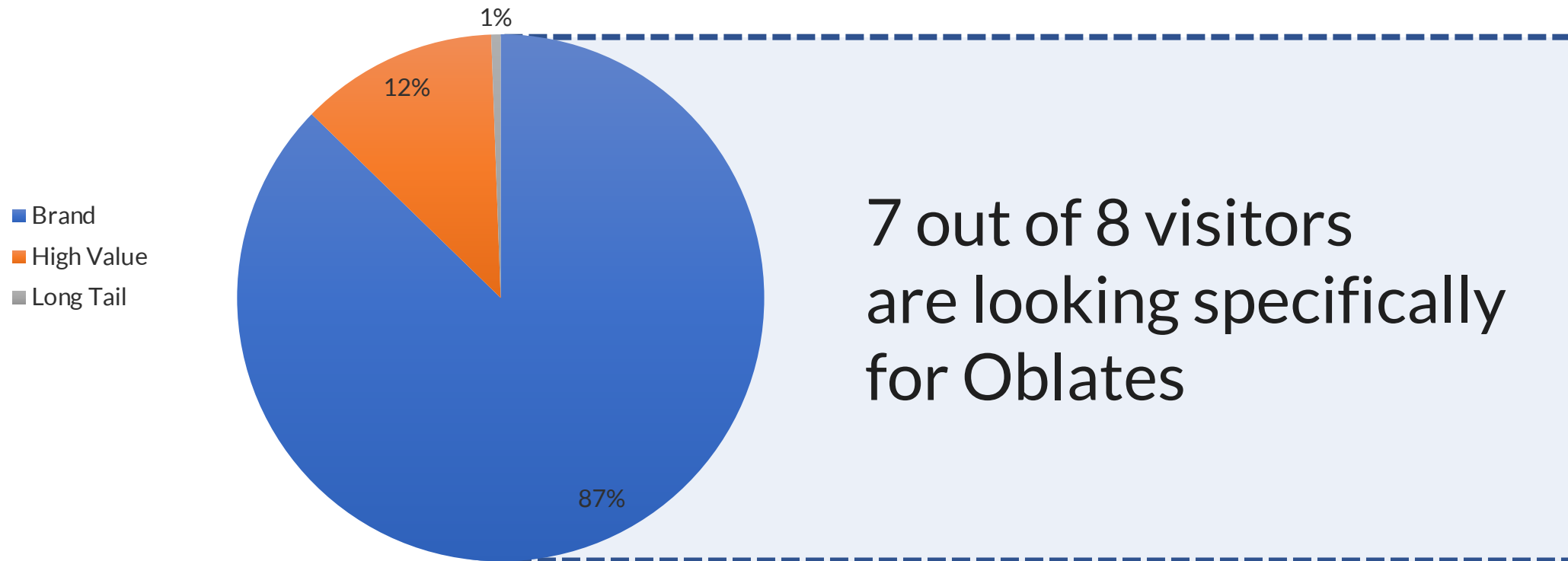
These are people with whom we might have a relationship

Ex: “catholic mass cards for healing” or “prayer request”



Keyword Types

Organic Search Keyword Types



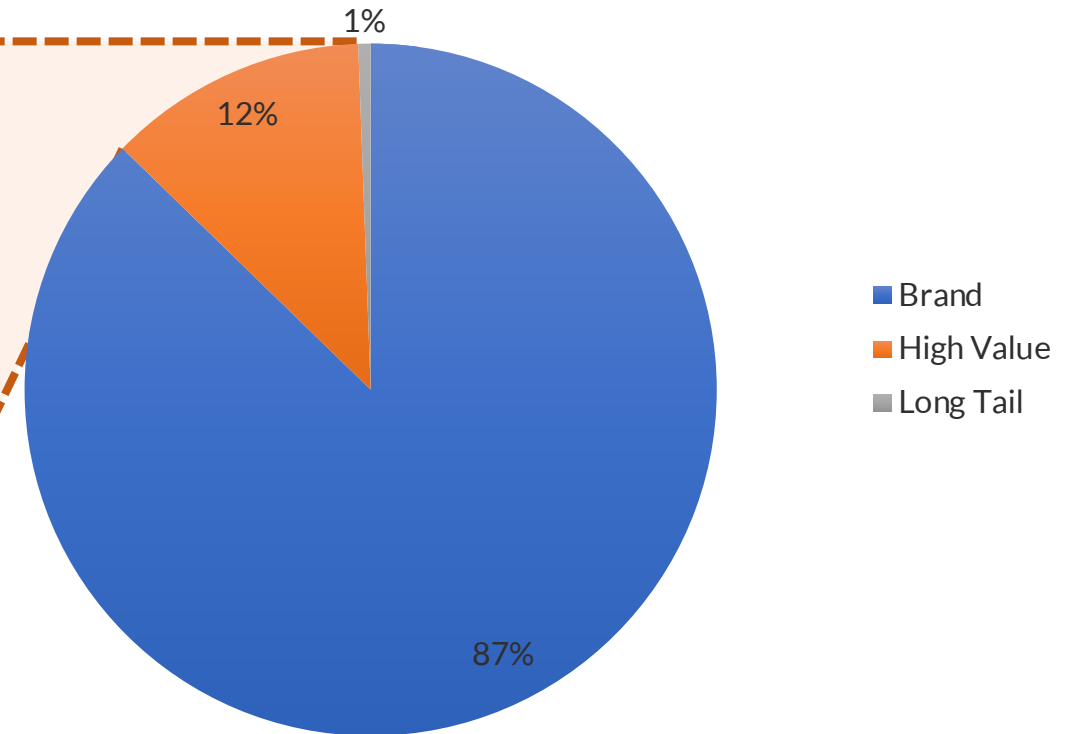
* Based upon the top 100 keywords for FY2016



Keyword Types

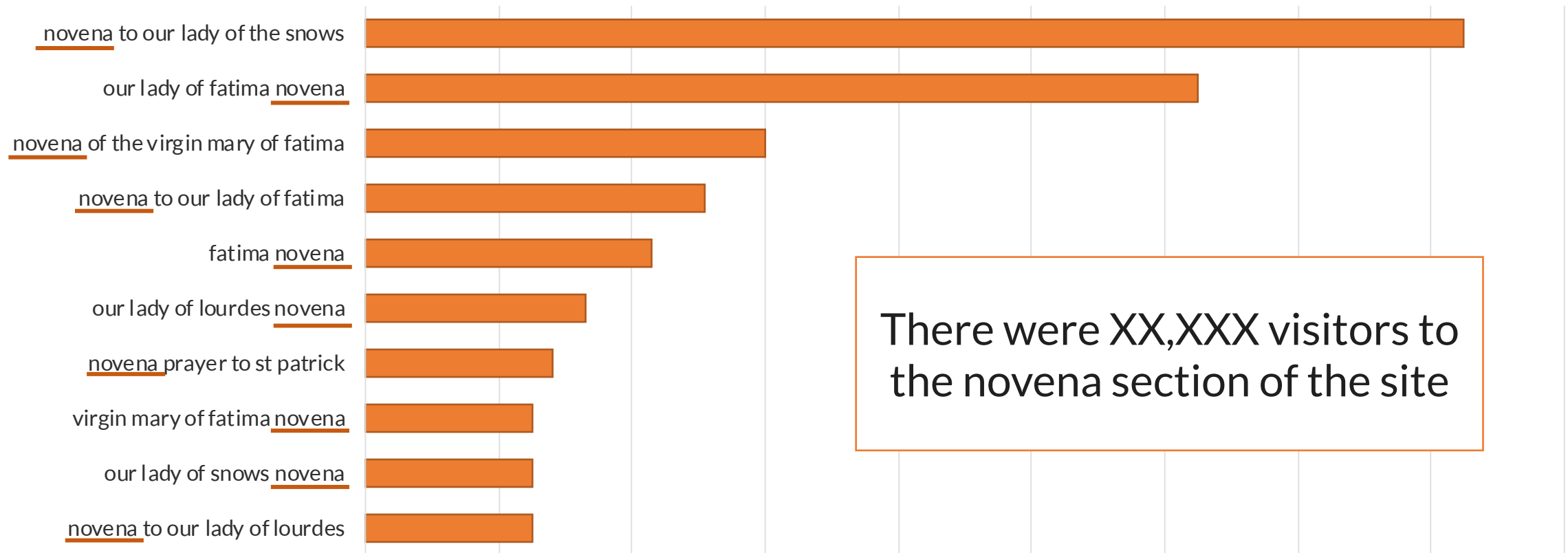
Organic Search Keyword Types

What are the other
1 out of 8 visitors
looking for?









Top High Value Keywords


Top 10 High Value Keywords



"novena" Search Results





[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More ▾](#) [Search tools](#) 

About 22,400 results (0.48 seconds)

[Healing and Hope Novena | National Shrine of Our Lady of the Snows](#)
[snows.org/.../our-lady-of-the-snows-noven...](#) ▾ National Shrine of Our Lady of the Snows ▾
7:30 p.m. Mass each evening. Weekday evenings: Church of **Our Lady of the Snows** Saturday and Sunday evenings: Shrine Amphitheatre (if inclement weather ...

[Our Lady of the Snows - Mary Pages](#)
[www.marypages.com/OurLadyoftheSnows.htm](#) ▾
Devotion to Mary under the title of **Our Lady of the Snows** is one of the oldest devotions to Mary. It has direct ties to the legend about a marvelous snowfall in ...

[Missionary Oblates of Mary Immaculate - Our Lady of Snows Novena](#)
[www.oblatesusa.org/prayer/our-lady-of-the-snows/](#) ▾
Remember, O most gracious Virgin **Mary**, that never was it known that anyone who fled to thy protection, implored thy help, or sought thy intercession was left ...

[Missionary Oblates of Mary Immaculate - Our Lady of the Snows Novena](#)
[www.oblatesusa.org/prayer/novena-prayers/our-lady-of-the-snows/](#) ▾
Holy Spirit, You were given to the Apostles to be a source of strength and comfort in the loss they experienced in Jesus' death. I come to You in need of that ...

[Missionary Oblates - August Novena - Missionary Oblates of Mary ...](#)
[www.oblatesusa.org/current-appeals/august-novena/](#) ▾
The Missionary Oblates invite you to take part in the 73rd Annual Healing and Hope **Novena** at the National Shrine of **Our Lady of the Snows**. Saturday, July 30th ...

3 of the top 5 search results were for OblatesUSA.org

Top Novena Landing Page



MISSIONARY
OBLATES
OF THE SACRED HEART

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[HOME](#) [PRAYER](#) [NOVENA PRAYERS](#) [OUR LADY OF THE SNOWS](#)

PRAYER

- DAILY PRAYER BY E-MAIL
- SUBMIT A PRAYER REQUEST
- HEALING & HOPE PRAYER CHAIN
- GET WELL PRAYER CHAIN
- SYMPATHY PRAYER CHAIN
- NOVENA PRAYERS
- OUR LADY OF FATIMA
- HOLY ROSARY
- ALL SOULS NOVENA
- OUR LADY OF THE SNOWS
- DAILY PRAYER



Healing Novena Prayers

**July 30:
Prayer for Mercy within Grief and Loss**

Holy Spirit, You were given to the Apostles to be a source of strength and comfort in the loss they experienced in Jesus' death. I come to You in need of that same consolation.

God, You have loved me in a special way through the relationships and friendships I have had. Now, in Your wisdom, You have called my loved one back to live eternally with You. The pain and loss I feel seems to surround me and leave me feeling empty and helpless.

I pray, too, Lord, for all those who suffer the pain of losing those they loved. Give them peace of mind in knowing that You have granted eternal rest to all those deceased members of their family.

Strengthen those who will die today, granting them inner peace as they journey into Your Heavenly Kingdom. May they be consoled in the knowledge that someday they will be rejoined in eternal life with You. We ask this through the intercession of Mary, our Mother, who held in her heart the pain of losing those she loved. Amen.

Send me your prayers and intentions to be included in the novena.

**July 31:
Prayer for Mercy of Others**

Jesus, You showed us how to respect the dignity of all people; yet You suffered indignity and violence as You died on the cross for our salvation. Help me to forgive those who have been abusive and disrespectful to me throughout my life.

I pray, too, for all those who find themselves in situations where they are neglected or abused by others. Grant freedom to family members from the physical violence and emotional abuse they suffer. Help us find ways to end all spousal abuse and disrespect. Give protection to those in dangerous occupations who work to try to bring an end to the violence in our society.

Finally, God my Father, I ask peace of mind for those who have endured abuse and disrespect of any kind. May they find in Your love the comfort they need and come to know their own dignity as one of Your children. Amen.


Send me your prayers and intentions to be included in the novena.



**August 1:
Prayer for Mercy within Transitions**

Lord, You planned my very existence and my destiny. You wrapped me in Your love in baptism and gave me the faith to lead me to an eternal life of happiness with You. You have showered me with Your graces, and You have been always ready with Your mercy and forgiveness when I have fallen.

Now I humbly ask for the light I so earnestly



**August 3:
Prayer for Mercy within Addiction and Recovery**

Lord our God, the scourge of addiction affects so many in our society today. We so easily become dependent on things that harm us physically, psychologically and spiritually.

Help us to acknowledge the addictive behaviors that enslave us. Give us the strength to manage our addictions one day at a time. And, if we must, grant us the courage to seek professional help to restore freedom and balance to our lives. Lord, we want to serve You and Your people in freedom. Amen.

Send me your prayers and intentions to be included in the novena.

**August 4:
Prayer for Mercy within Fear and Anxiety**

Jesus, You calmed the storm on the Sea of Galilee, and Your apostles were amazed at Your power over the wind and rain. You comforted Mary and Martha in their distress at Lazarus' death. You called for the unseen spirits in people as You ministered each day in Judea. You offered the gift of the Holy Spirit to your followers that they might no longer be afraid after Your death.

Send Your Holy Spirit to all those afflicted with emotional problems. Inspire in all of us compassion for those living with mental disorders, especially those suffering from depression and anxiety. Guide their doctors and nurses that they may see their work as a ministry of Your love.

I pray, too, for all those who face stressful situations in their lives. Give them your wisdom and discernment that they may find peace in knowing Your will and doing it. Instill in all of our hearts a thirst for daily prayer so that we may be refreshed and renewed in Your Father's love. We make these requests as Your brothers and sisters, ever grateful for Your gift of salvation. Amen.

Send me your prayers and intentions to be included in the novena.

**August 5:
Prayer for Mercy within Illness**

God, You created us in Your goodness. I come to You seeking a return to physical wholeness for myself and those I love. It is difficult to give You praise when my body is in pain.

I pray, too, for all those who are suffering physical pain. Heal those in my family who are ill. Cure those afflicted with a terminal illness. Guide those in the healthcare professions that they may be wise and compassionate to those they treat. Grant steadfastness and courage to those whom you have called to accept their suffering for the redemption of the world.

Finally, Lord, I pray for good health and freedom from all illness for myself and all your people. Protect us and be with us each day, O Loving Father. I ask this through Christ my Savior. Amen.

Send me your prayers and intentions to be included in the novena.

**August 6:
Prayer for Mercy of Forgiveness**

Merciful God, I am sorry for all the things I have done to harm my relationships with family, friends and other people in my life. I have acted out of anger, jealousy and self-righteousness. I have gossiped and said things I shouldn't have. I have sometimes failed to give my support to those who were hurting.

I want to be kind, loving and compassionate. God, but I am weak and give in to temptation. Please forgive my sins and strengthen me to resist the temptation to put myself first in a relationship. Help me to remember that every relationship is a partnership that requires open communication and

All novenas are available on the website with no way to subscribe

their sorrow only through death or separation. Help and sustain those who suffer the pain of divorce. May we all experience the love and care You offer us as Your sons and daughters. I ask this through the intercession of the Holy Family -- Joseph, Mary and Jesus. Amen.

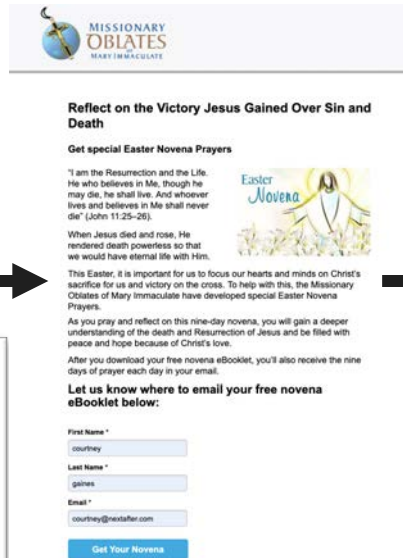
Send me your prayers and intentions to be included in the novena.

The Novena Funnel

Promotion: Facebook & Email



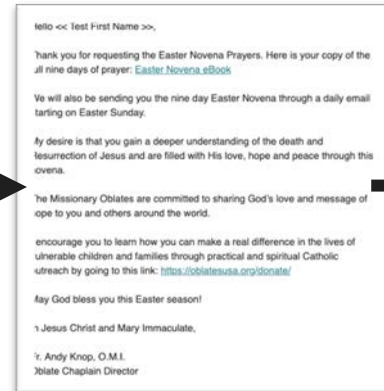
Acquisition Page



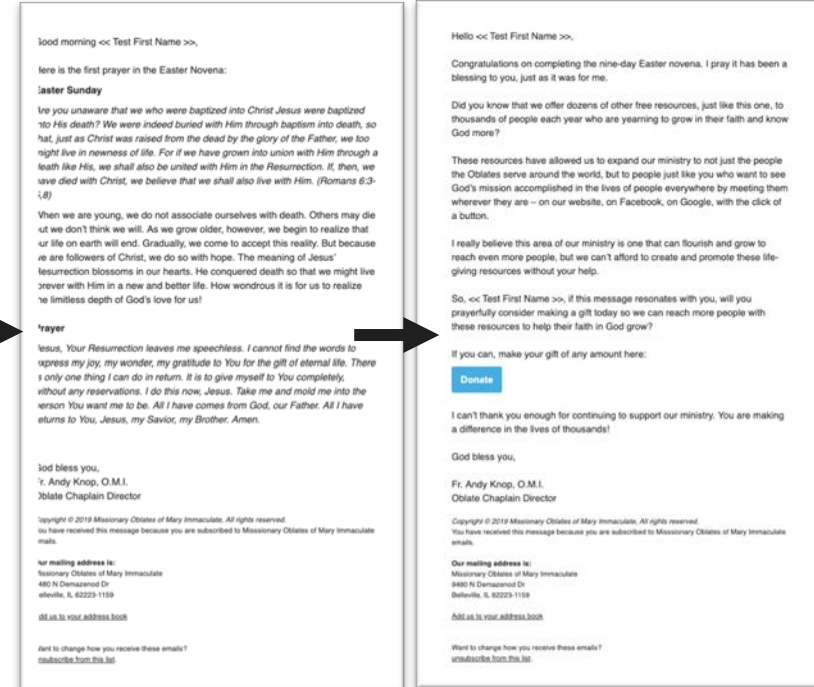
Donation Page



Novena eBook



9 Daily Novena Prayers Donation Ask on Day 10

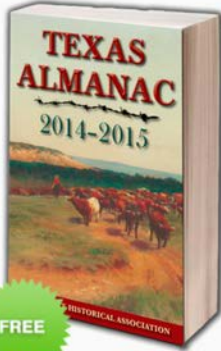


Do not assume that a new offer is
always better.



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The Battle of the Alamo eBook

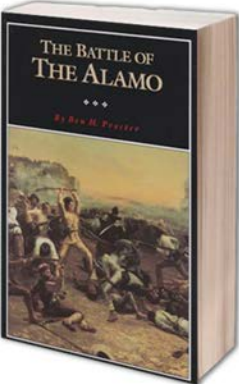
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The Battle of the Alamo

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

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- ★ An overview of how the battle of the Alamo fit into the larger fight for Texas independence
- ★ Plus much more...


Get YOUR copy of The Battle of the Alamo!

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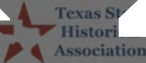
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Email Address

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24%
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Remember Goliad! eBook

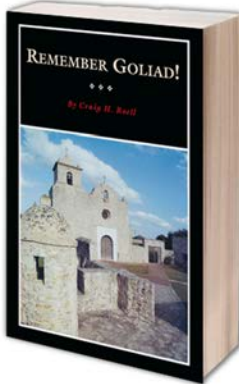
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Remember Goliad!

Get your FREE eBook!

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

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



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

- ★ The sad tale of James Fannin and his valiant men
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- ★ Plus much more...


Get YOUR copy of *Remember Goliad!*

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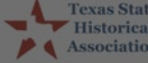
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SEND ME MY FREE REMEMBER GOLLIAD! EBOOK



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THF Membership Ask (Control)

Dear Readers:

With the recent conservative victories related to tax cuts, the Supreme Court, and other major issues, it is easy to become complacent.

However, **the liberal Left is not backing down.** They are rallying supporters to advance their agenda, moving this nation further from the vision of our founding fathers.

If we are to continue to bring this nation back to our founding principles of limited government and fiscal conservatism, **we need to come together as a group of likeminded conservatives.**

This is the mission of The Heritage Foundation. We want to continue to develop and present conservative solutions to the nation's toughest problems. And we cannot do this alone.

We are looking for a select few conservatives to become a Heritage Foundation member. With your membership, **you'll qualify for all associated benefits and you'll help keep our nation great for future generations.**

**ACTIVATE YOUR MEMBERSHIP
TODAY**

Offer Promotion (Treatment)

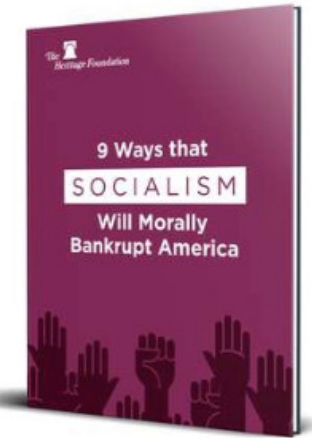
A Note for our Readers:

With the demand for socialism at an all-time high among our young people—our future leaders and decisionmakers—the experts at Heritage stopped and asked a question that not many have asked:

Is socialism really morally sound?

The researchers at The Heritage Foundation have put together a guide to help you and our fellow Americans better understand the *9 Ways That Socialism Will Morally Bankrupt America*.

They're making this guide available to all readers of The Daily Signal for free today!



GET YOUR FREE COPY NOW



804

In Donor Conversion

%
22

Fighting Back

It is time to fight back against the government's harassment of people of faith

Jack Phillips, cake artist and owner of Masterpiece Cakeshop, is once again being harassed by the government for his religious beliefs. Despite winning his Supreme Court case, the State of Colorado is going after Jack *again* for simply living his life according to his faith.

This time the government has gone too far; we will not stand idly by while people of faith are targeted by the very government that is supposed to be protecting their freedoms. **Sign the statement below to join with thousands of others in saying “enough is enough.”**

- ☐ *I believe that the government's purpose is to protect the freedoms established in the U.S. Constitution. The government must not abuse its power by harassing individuals because of their deeply held beliefs.*
- ☐ *I believe that religious freedom is critical to maintaining a free society and that it must be defended.*
- ☐ *I believe that defending individuals from government harassment is crucial if we hope to keep our freedoms.*

Add your signature below.

*First Name

*Last Name

*Email

SIGN THE STATEMENT

* When you sign your name, you will also begin receiving regular updates on news that impacts *your* religious freedom.

What We Are For

What you stand for is what defines you

Opponents of religious freedom don't like to focus on the things that people of faith stand for—things like justice, free speech, marriage and family, life, and religious liberty. Groups like the ACLU and Southern Poverty Law Center would much rather characterize us based upon what they think we are against. They use the media to paint a false picture of hate and intolerance that has nothing to do with who people of faith really are.

They have it all wrong. It's what we stand for that defines us—it always has.

We can no longer remain silent. It is time for people of faith to unite as a single voice to boldly proclaim what we stand for.

Will you join with us by selecting the principles you stand for and signing your name below?

- ☐ *I stand for the rights of individuals to run their businesses and live their lives according to their faith.*
- ☐ *I stand for an American government that protects the freedoms established in the U.S. Constitution.*
- ☐ *I stand for the rights of students to freely practice their faith and share their beliefs on campus.*

Add your name below.

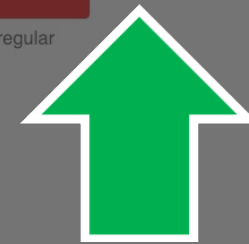
*First Name

*Last Name

*Email

SIGN THE STATEMENT

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25%
In Email Acquisition

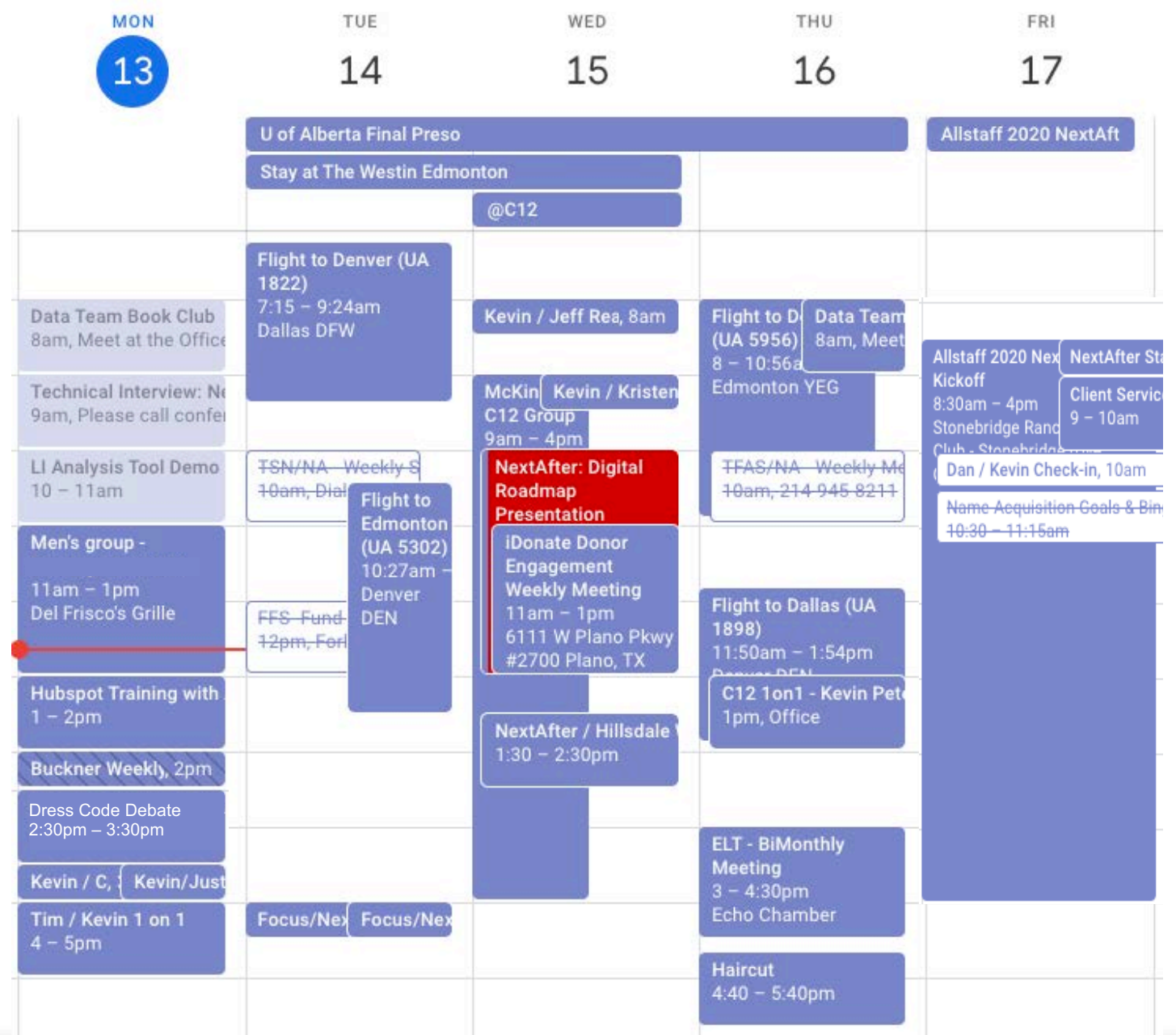


Not all offers are created equal . . .

Offer	Donor Time Investment	Donor Conversion Rate
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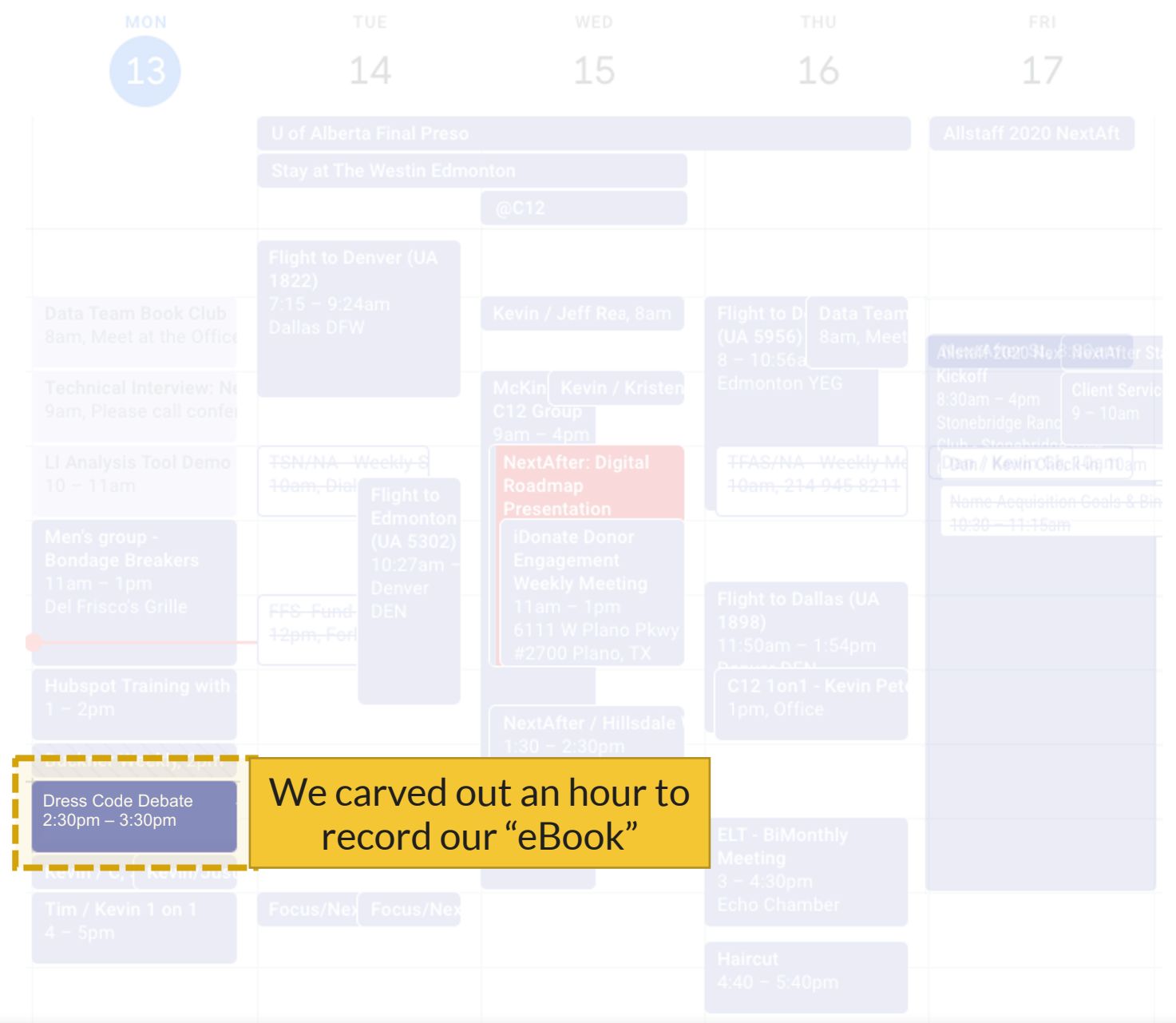
Kevin's Work Calendar Last Week

(Remember how crazy it was?)



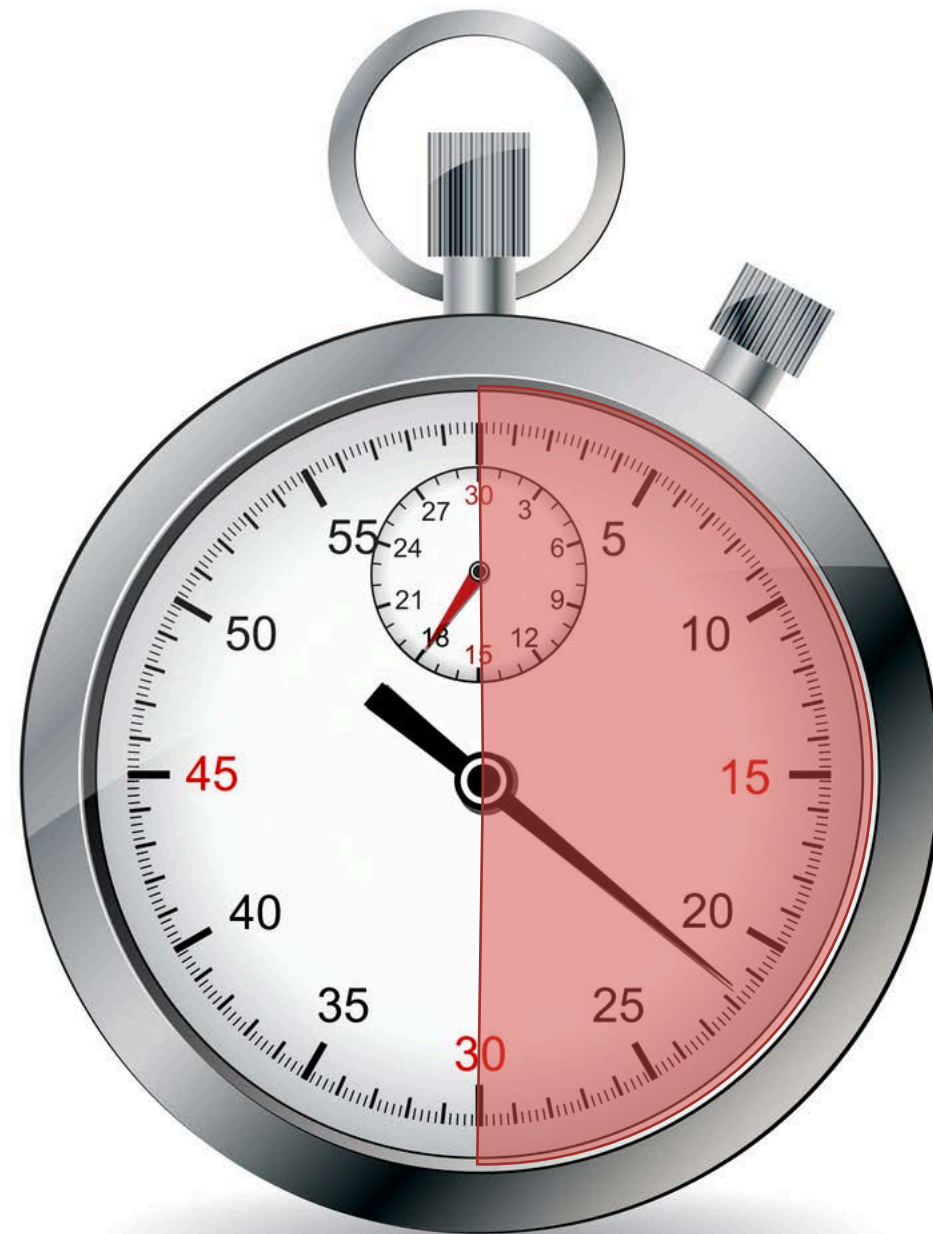
Kevin's Work Calendar Last Week

(Remember how crazy it
was?)





Courtney Gaines and I
recording the eBook.



6 Fundraising Hacks

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2. **Rev** – Audio transcription
3. Fiverr – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
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Professionals transcribe your files to 99% accuracy




UPLOAD MORE FILES

PASTE MORE URLS

File Name/URL	Est. Delivery ⓘ	Cost
 LiquidAgents Healthcare.m4a 30 minutes	7 hours	\$30.00
SUBTOTAL (\$1.00 / min)		\$30.00
<input type="checkbox"/> Rush My Order (+ \$1.00/min) Popular All files will be expedited and delivered up to 5x faster. ⓘ		\$0.00
<input type="checkbox"/> Timestamping (+ \$0.25/min) Transcript synced to audio with timestamps on every paragraph. Example		\$0.00
<input type="checkbox"/> Verbatim (+ \$0.25/min) Include filler words (um, ah), nonverbal communication, and false starts. ⓘ		\$0.00
<input type="checkbox"/> Instant First Draft (+ \$0.10/min) Machine-generated transcript delivered in minutes. Order separately?		\$0.00
ORDER TOTAL		\$30.00

TOTAL \$30.00

CHECKOUT

 Secure and Encrypted

Support/Help with Order

support@rev.com

888-369-0701

(Open 9AM - 9PM ET)

FAQ

- What's the difference between transcription and captions?
- Tell me about your confidentiality policy.



Courtney Gaines: → It's important to point out that Kristen would have been employee number three for females, so the third female employee on our team. 🙋

A Quick Introduction

My name is Kevin Peters and I am the Chief Technology Officer for NextAfter. I started at NextAfter as employee number three over six years ago now. My primary role and responsibility here at NextAfter is the oversight of data analysis, web development, helping clients better understand the data they have in front of them to make strategic plans. With me today, I have Courtney Gaines. ¶



I am Courtney Gaines. I'm a Vice-President here at NextAfter and I've been with the team for four years now. I was actually employee number four. I am part of our client services team and help oversee several of our different clients' work which includes everything from strategy to the actual execution the digital fundraising program. As a side note, I'm also the most fashionable employee at NextAfter. This is not a humblebrag. This is facts. 🙋

That is accurate.

Today, Courtney and I are going to be engaging in a lively debate revolving around workplace dress code. But before we enter into that debate, it's probably best we lay a little bit of background on why this debate even exists. ¶

I think the debate started about two years ago when we made a hire for one of our data analysts, a woman named Kristen Allcorn. As part of her onboarding, I was communicating with her on benefits, salary, and all the normal things that go into a hiring process. ¶

It's important to point out that Kristen would have been employee number three for females, the third female employee on our team. ¶



\$30.00 Transcription Fee

+ \$12.50 Cover Design

+ \$7.50 Layout Design

\$30 Total (So Far)

6 Fundraising Hacks

1. Google Analytics – To find unexpected content
2. Rev – Audio transcription
3. **Fiverr** – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
5. Optimize – Changing the unchangeable pages
6. SlyBroadcast – The personal-touch done at large scale



Service Options ▾

Seller Details ▾

Delivery Time ▾

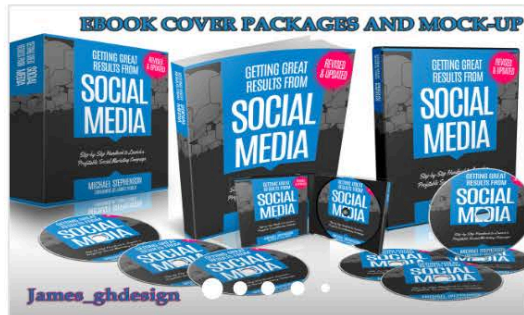
Budget ▾

☐ Pro Services

☐ Online Sellers

6,713 Services Available

Sort by **Relevance** ▾



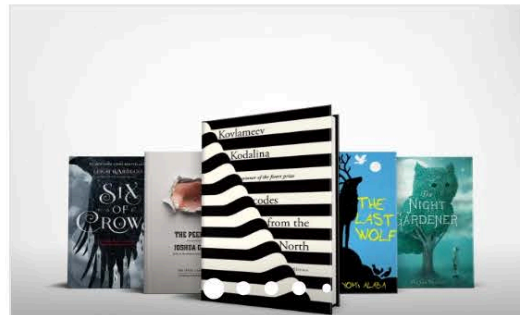
james_ghdesign
Level 2 Seller

I will design professional ebook cover, ebook cover design

★ 4.9 (803)



STARTING AT \$5



kovcodes

I will book cover design, book cover design, ebook cover design

★ 4.8 (60)



STARTING AT \$10



mariamabid
Level 1 Seller

I will do book and ebook cover design with mock up

★ 5.0 (43)



STARTING AT \$5



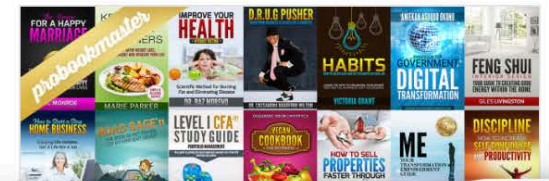
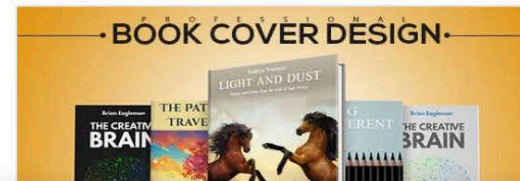
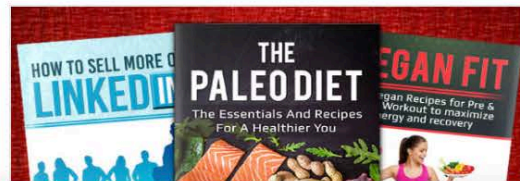
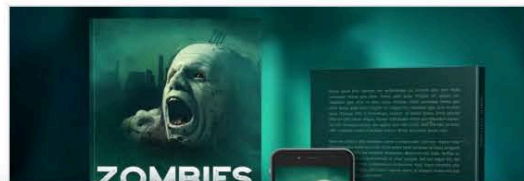
wizeowl

I will create professional book cover design or ebook cover

★ 4.6 (18)



STARTING AT \$10





Thank You for Your Purchase

A receipt was sent to your email address



Submit Requirements to Start Your Order

The seller needs the following information to start working on your order:

1. • Provide your title/subtitle/author
- Send me a few examples of cover designs you like

Title: The Great Dress Code Debate
Subtitle: You Decide: Casual, Business Casual, or Professional
Author: NextAfter

This is intended to be a joke we're using for a webinar. It will be a transcription of a debate between

408 / 2500



I will create professional book cover design or ebook cover

- ✓ 4 Revisions
- ✓ Include back & spine designs
- ✓ Files Ready for Print
- ✓ Include Source File
- ✓ Include 3D cover image
- ✓ Commercial Use
- ✓ Extra Fast 1 Day Delivery
- ✓ Premium Quality Image

☐ The information I provided is **accurate and complete**. Any **changes** will require the seller's approval, and may be subject to additional costs.

ACTIVITY

DETAILS

REQUIREMENTS

DELIVERY


Your order is now in the works

We notified Wizeowl about your order.
You should receive your delivery by **Jan 12, 06:50 PM**

Have everything you need?

Enhance your order with Gig extras

ITEM	QTY.	DURATION	PRICE
Additional Revision	1	1 day	<div>Add \$5</div>

 **SSL Secure Payment.** You will not be charged yet.



I Will Create Professional Book Cover Design Or Ebook Cover

Status

In Progress

Purchased fromWizeowl

Delivery due dateJan 12, 06:50 PM

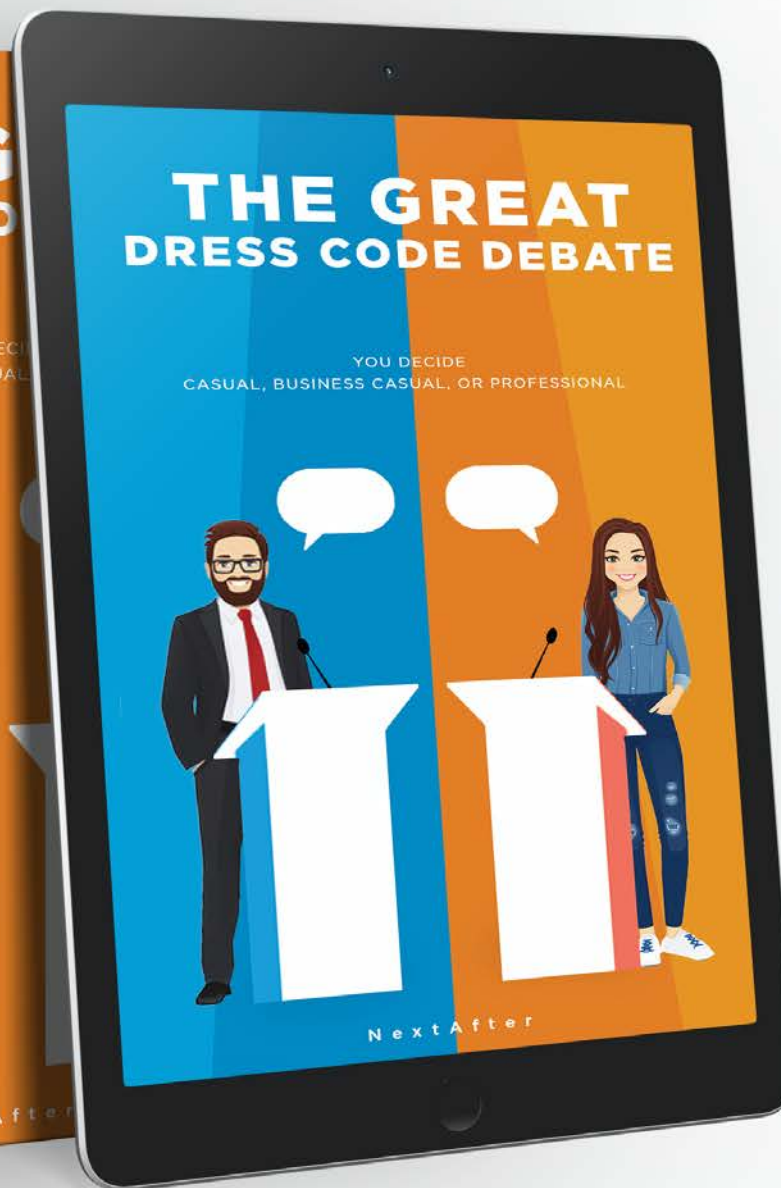
Total price\$12.50

Order number#FO8162FB3AE65

- ✓

Order placed
- ✓

Requirements submitted
- Order in progress



Results for "ebook interior" in All Categories

Service Options

Seller Details

Delivery Time

Budget

Online Sellers

109 Services Available

Sort by Relevance



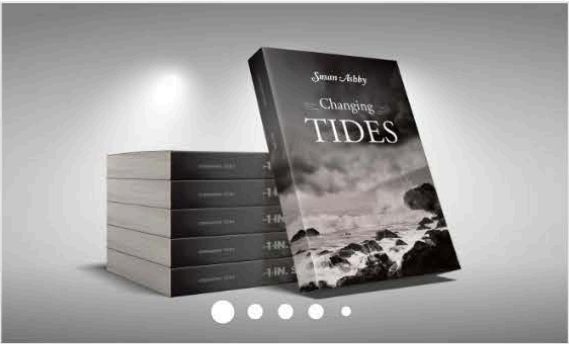
charlyn_designs

Level 2 Seller

I will design book cover, book interior, and ebook conversion

★

4.9 (80)



richellb

Level 2 Seller

I will design book cover, book interior and ebook

★

4.9 (226)



liy_studio

Level 2 Seller

I will create pdf ebook interior design free flipbook

★

4.9 (116)



marinavnukova

Level 1 Seller

I will design lead magnet, ebook interior design

★

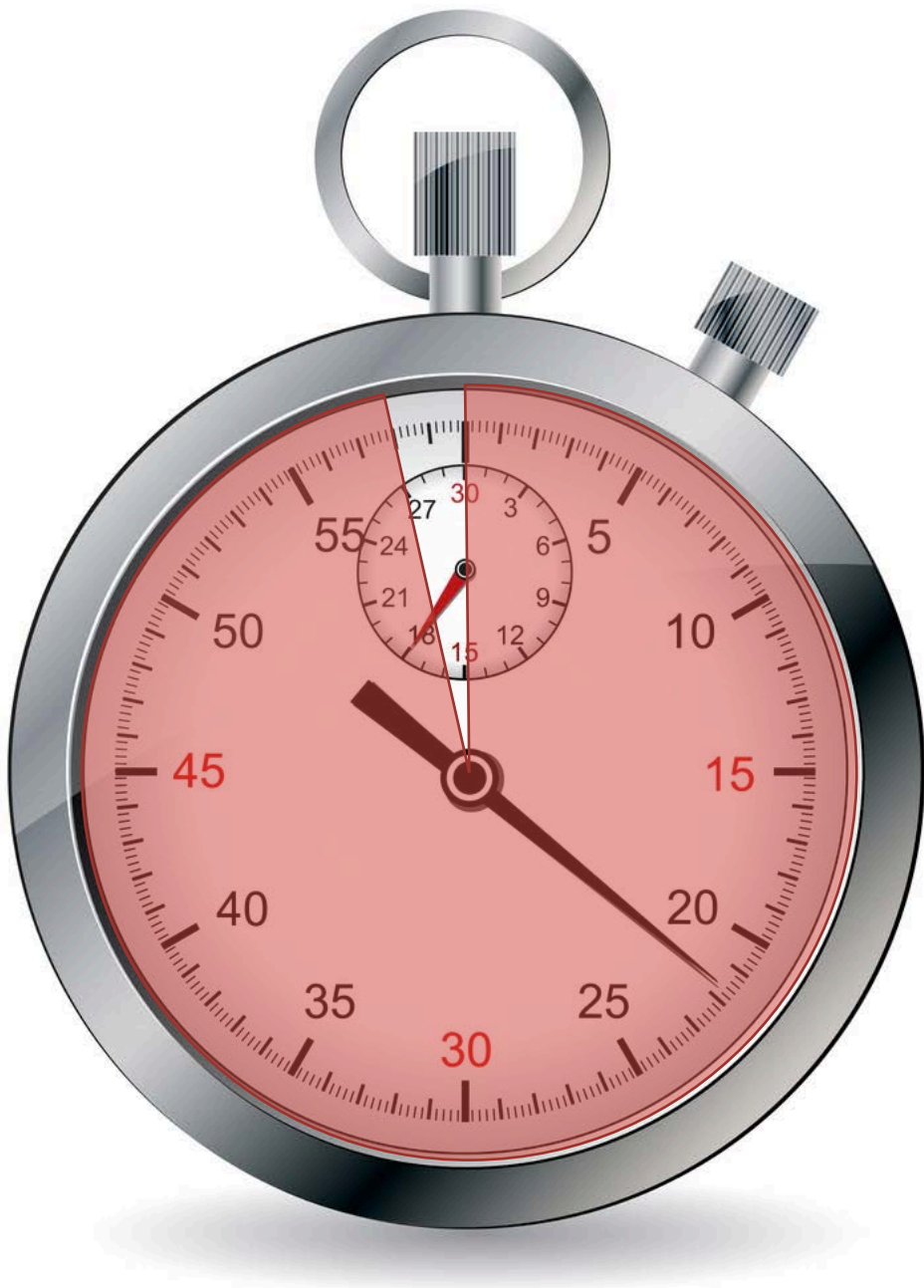
4.9 (94)



Final eBook Product...

The pages include designs to match the cover and added perceived value to the eBook.



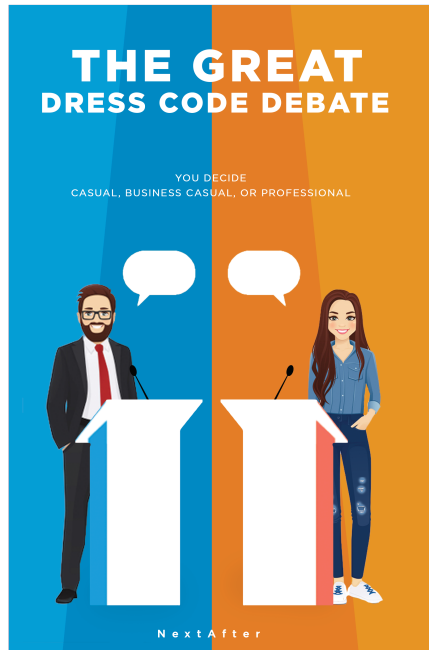


\$30.00 Transcription Fee
+ \$12.50 Cover Design
+ \$12.00 Layout Design

\$54.50 Total

An acquisition model that *looks* simple

How do we produce the rest?



Promotion



Email
Acquisition
Page



Instant
Donation Page



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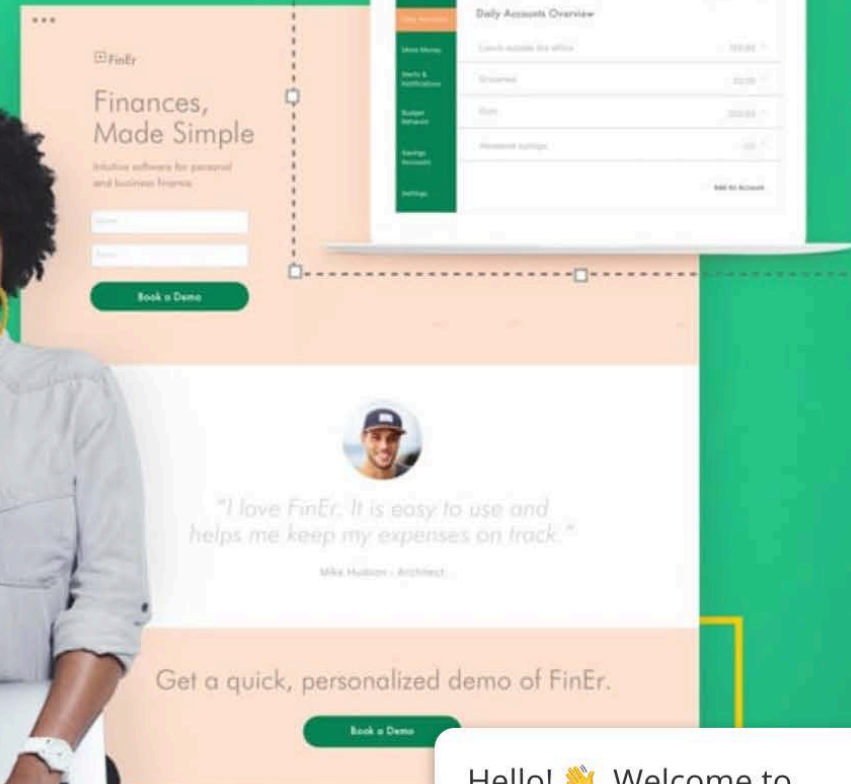


Convert More Leads

Create custom landing pages with Unbounce that convert more visitors than any website—no coding required.

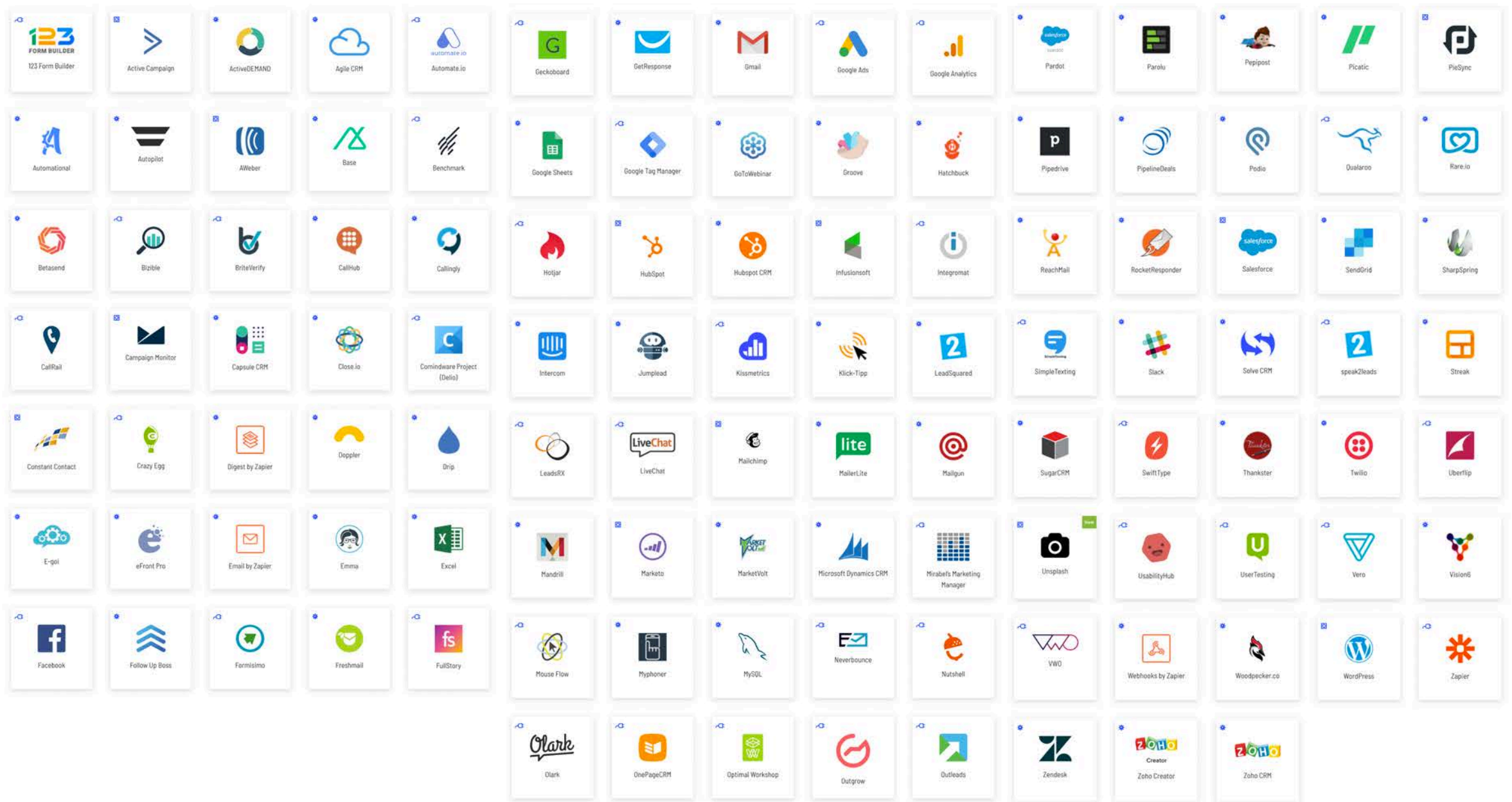
[Start My Free Trial](#)

33%↑
CONVERSIONS



Hello! 🙋 Welcome to Unbounce. Need a little help turning your traffic into conversions?







PAGES



147 remaining

Upgrade

Total published pages remaining on your plan.

All Pages

143

NextAfter

67

+ New Group



POPUPS & STICKY BARS

39



AMP

1



INTEGRATIONS

14



DOMAINS

10



USERS

2



SETTINGS



LABS

Page Traffic Mode



Standard

Send all of your traffic to one page variant only.



Smart Traffic

Beta

AI matches each visitor to the variant that's most likely to convert.



A/B Test

Manually split your traffic across two or more page variants.

Active Variant

Visitors

Views

Conversions

Conversion Rate



Download Confirmation copy 1

Updated 8 days ago

281

282

5

1.779%

Edit



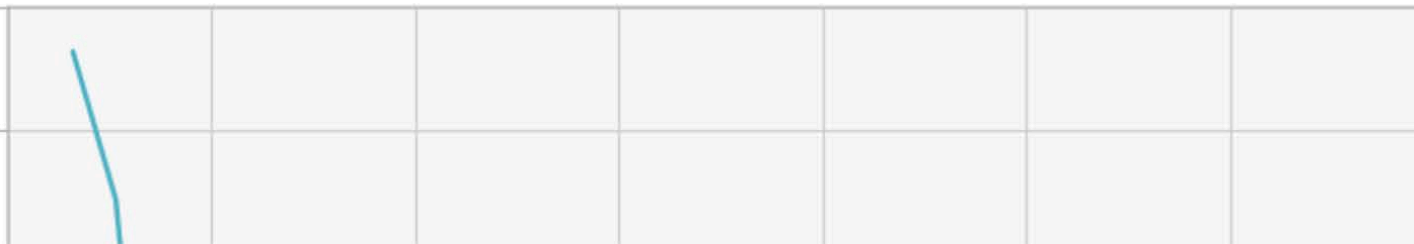
Add Variant

Conversion Rate Chart - Last 30 Days

55.0%

41.3%

27.5%



A Champion





Get three amazing opportunities for the price of one form submission

You'll get the latest eBook from NextAfter, learn how we made it, and help with a practical joke, all at the same time.

Hi, my name is Kevin Peters and I'm the Chief Technology Officer here at NextAfter. Back in December, I foolishly volunteered to host a webinar to kick off the new year. My goal was to give nonprofit fundraisers and marketers (like yourself) a peek behind the curtain. I wanted to demonstrate several of the time-saving shortcuts and tools we use here



Compelling headline that emphasizes what visitor "gets"

Get three amazing opportunities for the price of one form submission

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Hi, my name is Kevin Peters and I'm the Chief Technology Officer here at NextAfter. Back in December, I foolishly volunteered to host a webinar to kick off the new year. My goal was to give nonprofit fundraisers and marketers (like yourself) a peek behind the curtain. I wanted to demonstrate several of the time-saving shortcuts and tools we use here at NextAfter to produce content offers and other fundraising efforts for our clients.



That's me, Kevin

I say that I "foolishly" volunteered because back in December, I didn't remember just how crazy January is when it comes to projects and analysis for our nonprofit clients. But, a promise is a promise, so we're going to make it happen!

However, I don't want to create a standard webinar; I also want to have a little fun with it. Not only am I going to utilize all of the tactics I'm going to speak about to make the webinar but I'm going to do it while also playing a little prank on Nathan Hill, our marketing manager.



This is Nathan. He has no idea I'm doing this.

"So what's the prank and what do I get for helping?"

I'm so glad you asked... Nathan is the brilliant individual that produces all of our webinars. I've asked him to help me present the webinar but told him he won't get to see the deck until we are live. On the webinar, I'm going to reveal to him just how I hijacked our marketing for the past week without him knowing.

What will I show him (and you)?

- How I created NextAfter's latest eBook in under an hour and for less than \$50. (I'll send you a copy when you sign up below.)
- How I created this landing page and the popup that drove you here with no actual web development.
- How I modified our homepage without touching the CMS while hiding it from him. (If you think your donation page or homepage can't be changed without a ton of work, you'll want to see this part!)
- How I called the 500+ people that signed up for this webinar in less than 5 minutes.

Be a part of the fun by signing up today. Then, on Jan 21 at 1 CST, tune in to see how this all came together (and to see Nathan's expression when he finds out.)

When you sign up below, we'll send you everything you need to know for the webinar. Even if you can't make the webinar, if you sign up below, I'll send you a recording of it as well as the soon to be released ebook: "The Great Dress Code Debate."

First name*	Last name*
<input type="text" value="Kevin"/>	<input type="text" value="Peters"/>
Email*	
<input type="text" value="kevin@nextafter.com"/>	
Phone number	
<input type="text" value="9728142846"/>	
Organization*	Job Title*
<input type="text" value="NextAfter"/>	<input type="text" value="CTO"/>
Do you work for a nonprofit organization?	
<input type="text" value="No"/>	

Reserve My Spot

Please give your cell number. I'm going to demo a cool technology for those that do.

Images with handwritten notes to draw attention

Additional incentive to take action

Includes reason to provide additional data

It looks eerily similar to our suggested landing page starting point template

13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES

- 1 Use a linear layout.**
 - Exp. #2472 - 77% increase in emails.
 - Exp. #2500 - 22% increase in emails.
 - Exp. #562 - 30.8% increase in email (not isolated)
- 2 Use a text-only headline; not a banner image.**
 - Exp. #2684/2693 - 9.2% increase in emails, 58.8% increase in total donation
 - Exp. #2794 - 11.9% increase in donations.
- 3 If you use a background image, make sure that it matches your advertising.**
 - Exp. #2985 - Random image makes no difference.
 - Exp. #2927 - Random image makes no difference.
 - Exp. #2290 Matching your ad increased emails by 3.9%.
- 4 Add social proof.**
 - Exp. #2593 - 8.4% increase in emails.
- 5 Write 2-3 short paragraphs of copy to convey your value proposition.**
 - Exp. #5763 - 25.6% increase emails
 - Exp. #153 - 6% increase in emails
 - Exp. #4652 - 80% increase in emails

If your incoming traffic already has a relationship with you, you can use shorter copy.

 - Exp. #2303 - 26.2% increase emails
 - Exp. #1408 - 76.2% increase emails
- 6 Use a primary image, not a video, if it adds clarity or increases continuity.**
 - Exp. #6678 - 13.2 decrease emails when video is used.
- 7 Avoid supporting content in-line with the main content.**
 - Exp. #6678 - 13.2 decrease emails
 - Exp. #3224 - 28.0% decrease emails
- 8 Add a call-to-action header and copy.**
 - Exp. #6670 - 100% increase emails
 - Exp. #4180 - 96.7% increase emails
- 9 Use as few form fields as possible.**
 - Exp. #5847 - 8.9% increase emails
 - Exp. #4609 - 48.2% increase emails
- 10 Group form fields together to reduce page length.**
 - Exp. #4376 - 4.1% increase emails
- 11 Consider adding qualifying questions to increase user's expectation.**
 - Exp. #2086 - Questions on values saw an 89.2% increase emails.
 - Exp. #2558 - Questions on user's desire saw an 8.3% increase in emails.
- 12 For supporting content, use testimonials or endorsements.**
 - Exp. #6321 - 20.1% increase emails
 - Exp. #4405 - 11.2% increase emails
 - Exp. #6441 - No difference between testimonial or endorsement.
- 13 Add a privacy statement below the submit button.**
 - Exp. #4354 - 49.7% increase in emails

LOGO

SOCIAL PROOF

MAIN OFFER HEADLINE GOES HERE

Description text goes here. This is where you want to describe the offer that you're giving them.

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere?

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

MAIN OFFER IMAGE (OPTIONAL)

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First Name Last Name

Email

Yes ☐ No ☐ Clarifying question 2 ☐ Clarifying question 1 ☐

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

What [prospects] say:

"I love this offer so much, it's the bees knees. You better get it quick!"
- Happy Customer 1

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
- Happy Customer 2

NextAfter
© 2017 NextAfter



An acquisition model that *looks* simple

How do we promote it?



Promotion

A screenshot of a landing page for NextAfter. The page has a yellow header with the NextAfter logo. The main content area is white with a yellow border. It features a headline 'Get three amazing opportunities for the price of one form submission' and a sub-headline 'You'll get the latest eBook from NextAfter, learn how we made it, and help with a practical joke, all at the same time.' Below this is a list of bullet points describing the opportunities. At the bottom is a registration form with fields for First name, Last name, Email, Phone number, Organization, and Job Title. A yellow button labeled 'Reserve My Spot' is at the bottom right. There are handwritten notes on the page, including 'This is Nathan. He has my idea. So doing this.' and 'Done you will reach? I'd going to some + call tomorrow for more that do'.

6 Fundraising Hacks

1. Google Analytics – To find unexpected content
2. Rev – Audio transcription
3. Fiverr – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
5. **Optimize – Changing the unchangeable pages**
6. SlyBroadcast – The personal-touch done at large scale



Your website is your store window.

Engage your website visitors like never before. Create personalized experiences and run website tests — for free.

Start for free

It is FREE!!!

Optimize

All accounts > NextAfter

NextAfter.com

Experiences

Activity

All

Find an experience...

RUNNING

1 OF 5 EXPERIMENTS AND 1 OF 10 PER

Name	Type	Sessions	Active users
Webinar - Homepage Hack	Initially built for running A/B style experiments		
Webinar - Kevin's Experiment			

DRAFT

Name	Type	Created	Last m
Home Page Mockup	A/B	Feb 6, 2019	Feb 6,
Do you work for a nonprofit? - General Opt-in Form	A/B	Jan 31, 2019	Jan 31
Submit Button in Footer (2)	A/B	Jan 9, 2019	Jan 9,
Submit Button in Footer (1)	A/B	Nov 14, 2018	Nov 14

Create experience

Create

Name *

e.g. My experience

0 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. * ?

https://www.nextafter.com/

What type of experience would you like to create?

A/B test

Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)

Multivariate test

Tests variants with two or more different sections. [Learn more](#)

Redirect test

Tests separate web pages identified by different URLs or paths. [Learn more](#)

Personalization

Personalize your page for targeted visitors. [Learn more](#)

<https://marketingplatform.google.com/about/optimize/>

The NextAfter logo, featuring a stylized 'N' inside a circle.

Optimize

All accounts > NextAfter

NextAfter.com

Experiences

Activity

All

Find an experience...

RUNNING

1 OF 5 EXPERIMENTS AND 1 OF 10 PER

Name	Type	Sessions	Active users
Webinar - Homepage Hack	Personalization	-	-
Webinar - Kevin's Experiment	Redirect	-	1

DRAFT

Name	Type	Sessions	Active users
Home Page Mockup	A/B	Feb 6, 2019	Feb 6,
Do you work for a nonprofit? - General Opt-in Form	A/B	Jan 31, 2019	Jan 31
Submit Button in Footer (2)	A/B	Jan 9, 2019	Jan 9,
Submit Button in Footer (1)	A/B	Nov 14, 2018	Nov 14

Recent updates allow for
"Personalizations"

Create experience

Create

Name *

e.g. My experience

0 / 255

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<https://marketingplatform.google.com/about/optimize/>

The NextAfter logo, featuring a stylized 'N' inside a circle.



Would you like to learn 6 quick fundraising hacks to make your life easier?

Would you like to learn 6 quick fundraising hacks to make your life easier?

In this month's webinar, you'll get the **latest eBook from NextAfter**, learn **how we made it**, and be able to **help with a practical joke**, all at the same time.

We'll also showcase several time-saving tools and tricks we've discovered over the years such as how to create an ad like this on your homepage without your marketing department knowing about it. (P.S. Please don't mention this ad to them.)

If you'd like to learn more, [you can get the full details here >>](#)

Reserve your spot

(You won't want to miss this one.)

Heading 1 <h1>



Online Year-End Fundraising Resources for You

Get Proven Strategies and Tactics to Grow Your Year-End Fundraising

What do you need help improving?

Email Fundraising

Donation Pages

Would you like to learn 6 quick fundraising hacks to make your life easier?

In this month's webinar, you'll get the **latest eBook from NextAfter**, learn **how we made it**, and be able to **help with a practical joke**, all at the same time.

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If you'd like to learn more, [you can get the full details here >>](#)

Reserve your spot

(You won't want to miss this one.)

Insert your own ad on your homepage without technical help

Heading 1 <h1>

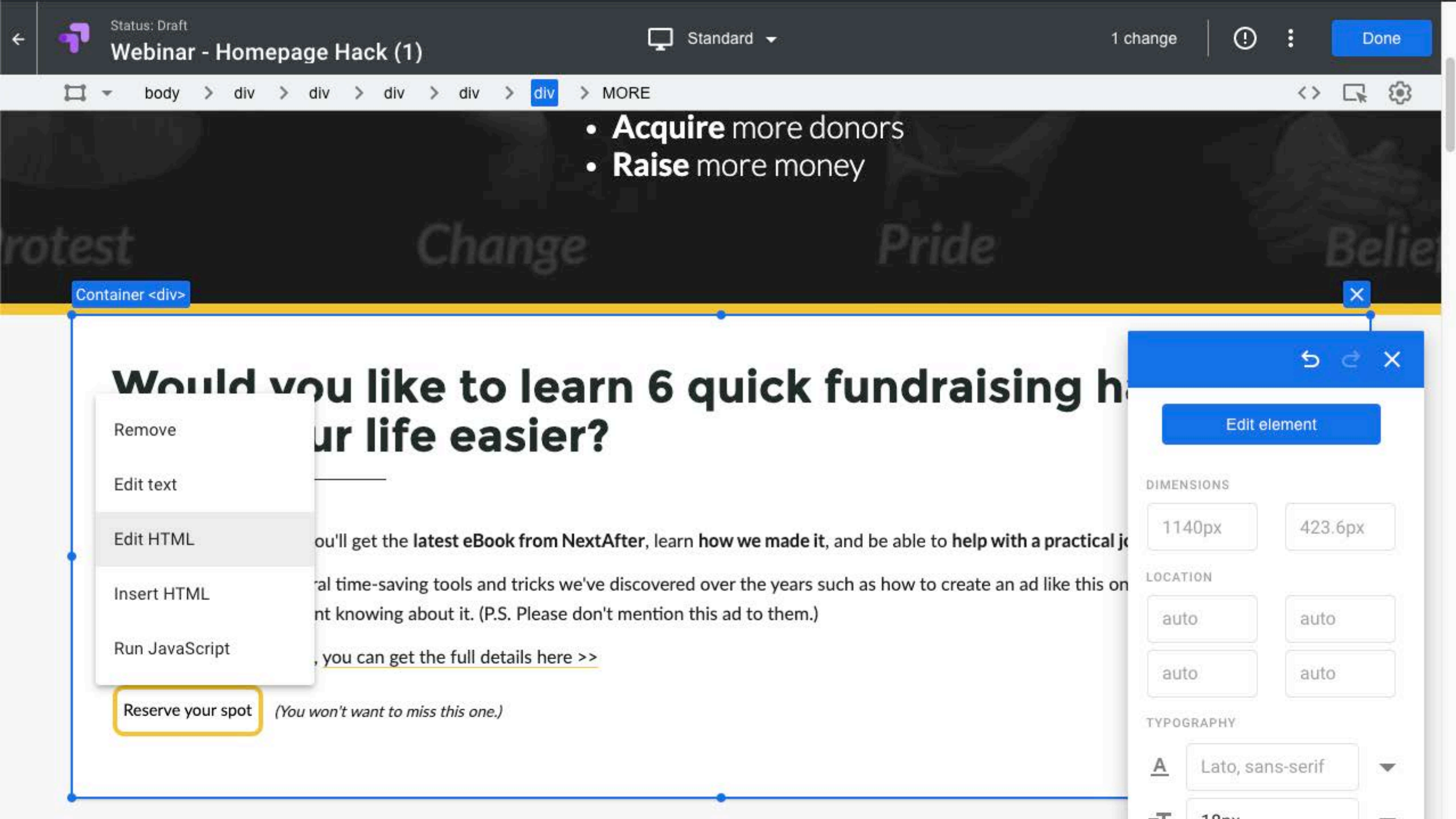
Online Year-End Fundraising Resources for You

Get Proven Strategies and Tactics to Grow Your Year-End Fundraising

What do you need help improving?

Email Fundraising

Donation Pages



Status: Draft

Webinar - Homepage Hack (1)

Standard

1 change

Done

body > div > div > div > div > div > div > MORE

<> [icon] [icon]

- **Acquire** more donors
- **Raise** more money

Container <div>

X

Would you like to learn 6 quick fundraising h... ur life easier?

Remove

Edit text

Edit HTML

Insert HTML

Run JavaScript

You'll get the latest eBook from NextAfter, learn how we made it, and be able to help with a practical jo

al time-saving tools and tricks we've discovered over the years such as how to create an ad like this on
nt knowing about it. (P.S. Please don't mention this ad to them.)

, you can get the full details here >>

Reserve your spot

(You won't want to miss this one.)

Edit element

DIMENSIONS

1140px

423.6px

LOCATION

auto

auto

auto

auto

TYPOGRAPHY

A

Lato, sans-serif

T

18px

Targeting and site changes

Site Changes

What changes should be made on this page?

Editor page: <https://www.nextafter.com/> 

 Preview ▼

Changes (1)

Edit

Page targeting

Where should this experience run on your website?

WHEN



URL matches any of

https://nextafter.com

<https://www.nextafter.com>



AND

[+ Add URL rule](#)

Target specific pages or the whole site

Audience targeting

Who should see this experience?

WHEN



City does not equal any of

Plano

Frisco

Lewisville

The Colony



AND

[+ Add rule](#)

Targeting and site changes

Site Changes

What changes should be made on this page?

Editor page: <https://www.nextafter.com/> 

 Preview ▼

Changes (1)

Edit

Page targeting

Where should this experience run on your website?

WHEN



URL matches any of

<https://nextafter.com>

<https://www.nextafter.com>



AND

[+ Add URL rule](#)

Audience targeting

Who should see this experience?

WHEN



City does not equal any of

Plano

Frisco

Lewisville

The Colony



AND

[+ Add rule](#)

And ensure your marketing department doesn't know you're doing it

Initial installation
requires a little
technical setup

Optimize snippet installation

Optimize is installed by adding a small snippet of code to your website to display Optimize experiences (tests and personalizations) to your visitors. [Learn more](#).

If you use **Global Site Tag (gtag.js)** to deploy Google Analytics, simply add the Optimize snippet to the config line.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-44835436-1"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'UA-44835436-1', { 'optimize_id': 'GTM-MDDJ56F' });
</script>
```

Paste the updated tag at the top of the <HEAD> on every web page you wish to personalize and test.

If you use **Google Tag Manager (GTM)**, [learn more](#) about how to use it with Optimize.

If you use **Universal Analytics (analytics.js)**, [learn more](#) about how to use it with Optimize.

Optional: If you encounter page flickering issues you can install the [anti-flicker snippet](#).

Done

Tag Configuration



Choose a tag type to begin setting up

[Learn More](#)

Triggering

Or, if you have Tag Manager,
it is just two clicks

<https://tagmanager.google.com>



Discover more tag types in the Community Template Gallery



Featured



Google Analytics: Universal Analytics

Google Marketing Platform



Google Analytics: App + Web Configuration

Google Marketing Platform

BETA



Google Analytics: App + Web Event

Google Marketing Platform

BETA



Google Ads Conversion Tracking

Google Ads



Google Ads Remarketing

Google Ads



Floodlight Counter

Google Marketing Platform



Floodlight Sales

Google Marketing Platform



Conversion Linker

Google



Google Optimize

Google Marketing Platform



Google Surveys Website Satisfaction

Google Marketing Platform

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6. SlyBroadcast – The personal-touch done at large scale



PAGES

POPUPS & STICKY BARS 39

12 remaining

Upgrade

Total published popups and sticky bars remaining on your plan.

AMP 1

INTEGRATIONS 14

DOMAINS 10

USERS 2

SETTINGS

LABS

NA Random Sticky Bar

Unpublish

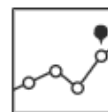


Duplicate

Unbounce also makes popups and stickybars

Mobile


1796
VISITORS

59
CONVERSIONS

3.29%
CONVERSION RATE

A/B Test Centre

Reset Stats

Preview Variants

+ Add Variant

Champion

Weight

Visitors

Conversions

Conversion Rate

L Webinar Invite
Updated 7 days ago


Edit



100%

1796

59

3.28%

Discarded variants

Targeting








URL Targeting

Domain

nextafter.com

Undo Redo Move Up Move Down Send Backward Bring Forward Copy Paste Duplicate Delete

Sticky Bar Guide Settings ▾



Stick to: ☐ Top ☒ Bottom

Would you like to get the latest eBook from NextAfter, learn how we made it, and help with a practical joke, all at the same time? Check out this month's webinar to learn more >>

Shhh... It's a secret »

Properties Sticky Bar Properties Goals

Sticky Bar

Geometry

Size W 1170

Default Text Style

Text Color # 000

Link Color # 0000FF

Page Image Quality

Adjust image compression and quality settings for every image on this page. If you have overridden individual image settings, they will not be affected.

> JPG Image Quality ⓘ

> PNG Compression ⓘ

Element Metadata

Class

Note: you can add multiple classes to this element by using a space in between. (ex: 'class-red class-blue')

Contents Javascripts (1) Stylesheets Desktop on Mobile on ?



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POPUPS & STICKY BARS39

12 remainingUpgrade

Total published popups and sticky bars remaining on your plan.

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Unpublish



Sticky Bar

Enabled on:



Desktop



Mobile



Duplicate

Advanced Targeting



Location ?

Show in

Search cities, regions, or countries



All locations

United States of America



Frisco, Texas



Lewisville, Texas



Plano, Texas



The Colony, Texas



Note: Targeting is dependent on geographic data and regional networks, which aren't always accurate at the city level. Rules that target countries are the most accurate — and more likely to pick up the visitors you want! [OK](#)

Remove all



Cookie ?

Targeting capabilities
similar to Optimize

[Contacts](#) ▾[Conversations](#) ▾[Marketing](#) ▾[Sales](#) ▾[Service](#) ▾[Workflows](#)[Reports](#) ▾[Asset Marketplace](#) ▾[Partner](#) ▾[NextAfter](#) ▾

Forms (155 Forms)

[Non-HubSpot Forms](#)

[Create folder](#)[Create form](#)

Showing analytics for: [Custom time period](#) ▾ 01/13/2020 ▾ → 01/20/2020 ▾ Form type: [All](#) ▾



<input type="checkbox"/>	NAME ▾	VIEWS ▾	SUBMISSION RATE ▾	SUBMISSIONS ▾	APPEARS ON ▾	LAST MODIFIED ▾
<input type="checkbox"/>	SUMMIT: 2019-02 - NIO Summit 2019 Sponsor Guide Dov Published Regular form	8	37.5%	3	No HubSpot pa...	Jan 15, 2020
<input type="checkbox"/>	WEBINAR: Kevin's Registration Form Published Regular form	299	35.12%	105	No HubSpot pa...	Jan 12, 2020
<input type="checkbox"/>	WEBINAR: Webinar Registration Form Published Regular form	299	36.79%	110	No HubSpot pa...	Jan 7, 2020

Technically
Nathan's page beat
my page



6 Fundraising Hacks

1. Google Analytics – To find unexpected content
2. Rev – Audio transcription
3. Fiverr – To get designs done on the cheap
4. Unbounce – Landing page and popup creation
5. Optimize – Changing the unchangeable pages
6. **SlyBroadcast** – The personal-touch done at large scale



Get three amazing opportunities for the price of one form submission

You'll get the latest eBook from NextAfter, learn how we made it, and help with a practical joke, all at the same time.

Hi, my name is Kevin Peters and I'm the Chief Technology Officer here at NextAfter. Back in December, I foolishly volunteered to host a webinar to kick off the new year. My goal was to give nonprofit fundraisers and marketers (like yourself) a peek behind the curtain. I wanted to demonstrate several of the time-saving shortcuts and tools we use here at NextAfter to produce content offers and other fundraising efforts for our clients.



This is me. I'm Kevin.

I say that I "foolishly" volunteered because back in December, I didn't remember just how crazy January is when it comes to projects and analysis for our nonprofit clients. But, a promise is a promise, so we're going to make it happen!

However, I don't want to create a standard webinar; I also want to have a little fun with it. Not only am I going to utilize all of the tactics I'm going to speak about to make the webinar but I'm going to do it while also playing a little prank on Nathan Hill, our marketing manager.



This is Nathan. He has no idea I'm doing this.

"So what's the prank and what do I get for helping?"

I'm so glad you asked... Nathan is the brilliant individual that produces all of our webinars. I've asked him to help me present the webinar but told him he won't get to see the deck until we are live. On the webinar, I'm going to reveal to him just how I hijacked our marketing for the past week without him knowing.

What will I show him (and you)?

- How I created NextAfter's latest eBook in under an hour and for less than \$50. (I'll send you a copy when you sign up below.)
- How I created this landing page and the popup that drove you here with no actual web development.
- How I modified our homepage without touching the CMS while hiding it from him. (If you think your donation page or homepage can't be changed without a ton of work, you'll want to see this part!)
- How I called the 500+ people that signed up for this webinar in less than 5 minutes.

Be a part of the fun by signing up today. Then, on Jan 21 at 1 CST, tune in to see how this all came together (and to see Nathan's expression when he finds out.)

When you sign up below, we'll send you everything you need to know for the webinar. Even if you can't make the webinar, if you sign up below, I'll send you a recording of it as well as the soon to be released eBook: "The Great Dress Code Debate."

First name*	Last name*
<input type="text" value="Kevin"/>	<input type="text" value="Peters"/>
Email*	
<input type="text" value="kevin@nextafter.com"/>	
Phone number	
<input type="text" value="9728142846"/>	
Organization*	Job Title*
<input type="text" value="NextAfter"/>	<input type="text" value="CTO"/>
Do you work for a nonprofit organization?	
<input type="text" value="No"/>	

Please give your cell number. I'm going to demo a cool technology for those that do.

[Reserve My Spot](#)

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First name*

evin

Last name*

Peters

Email*

evin@nextafter.com

Phone number

728142846

Organization*

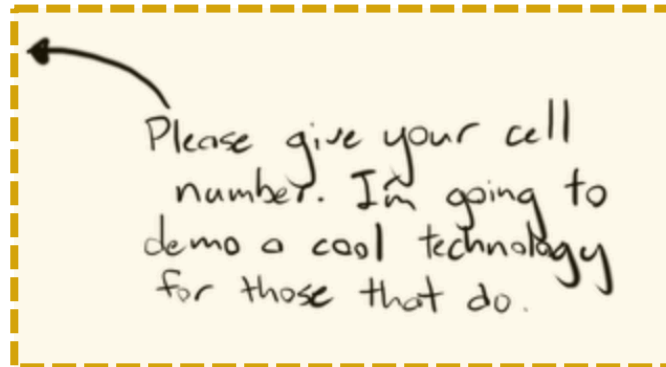
NextAfter

Job Title*

CTO

Do you work for a nonprofit organization?

No

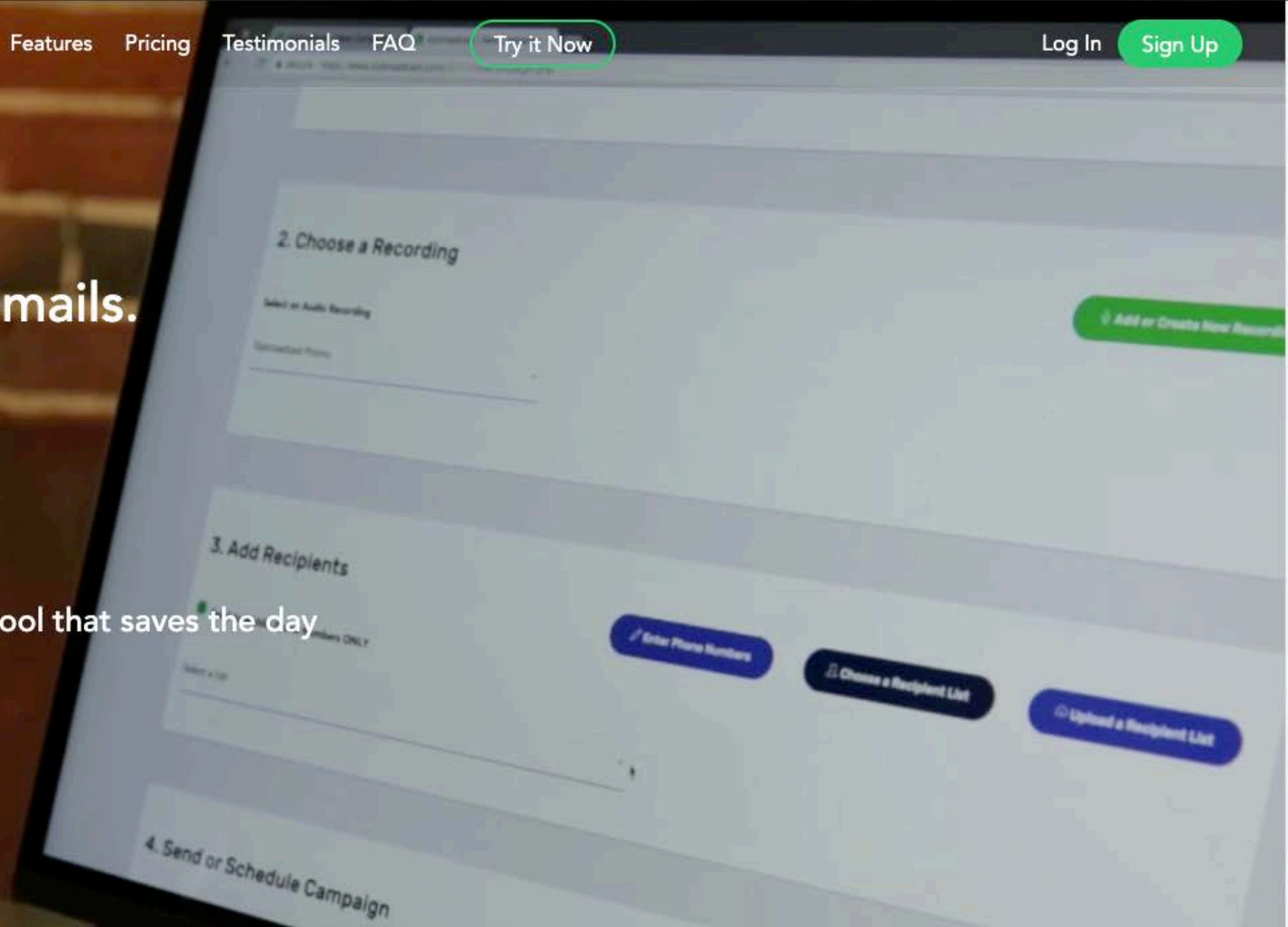


Reserve My Spot

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Slybroadcast is the productivity tool that saves the day
for busy, efficient professionals.



1. Campaign Information

Campaign Name

Kevin's 6 Hacks - Demo Phone Call

Optional.

Caller ID 

(972) 814-2846

Should Be 10 Digits Length

2. Choose a Recording

2. Choose a Recording

 Select an Existing Recording

 Record via Phone

 Upload a Recording

Select an Audio Recording

Kevin - Webinar Demo (01/20/20) 

3. Add Recipients

 Choose a Recipient List

 Enter Phone Numbers

 Upload a Recipient List


 Click to Send to Mobile Phone Numbers ONLY

Select a List 

3. Add Recipients

 Choose a Recipient List

 Enter Phone Numbers

 Upload a Recipient List

 Click to Send to Mobile Phone Numbers **ONLY**

Select a List



4. Set Campaign Send Time

Send Immediately

Choose Delivery Date & Time

Set up Stop Time (Optional)

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Send Immediately

Choose Delivery Date & Time

Set up Stop Time (Optional)

Submit Campaign

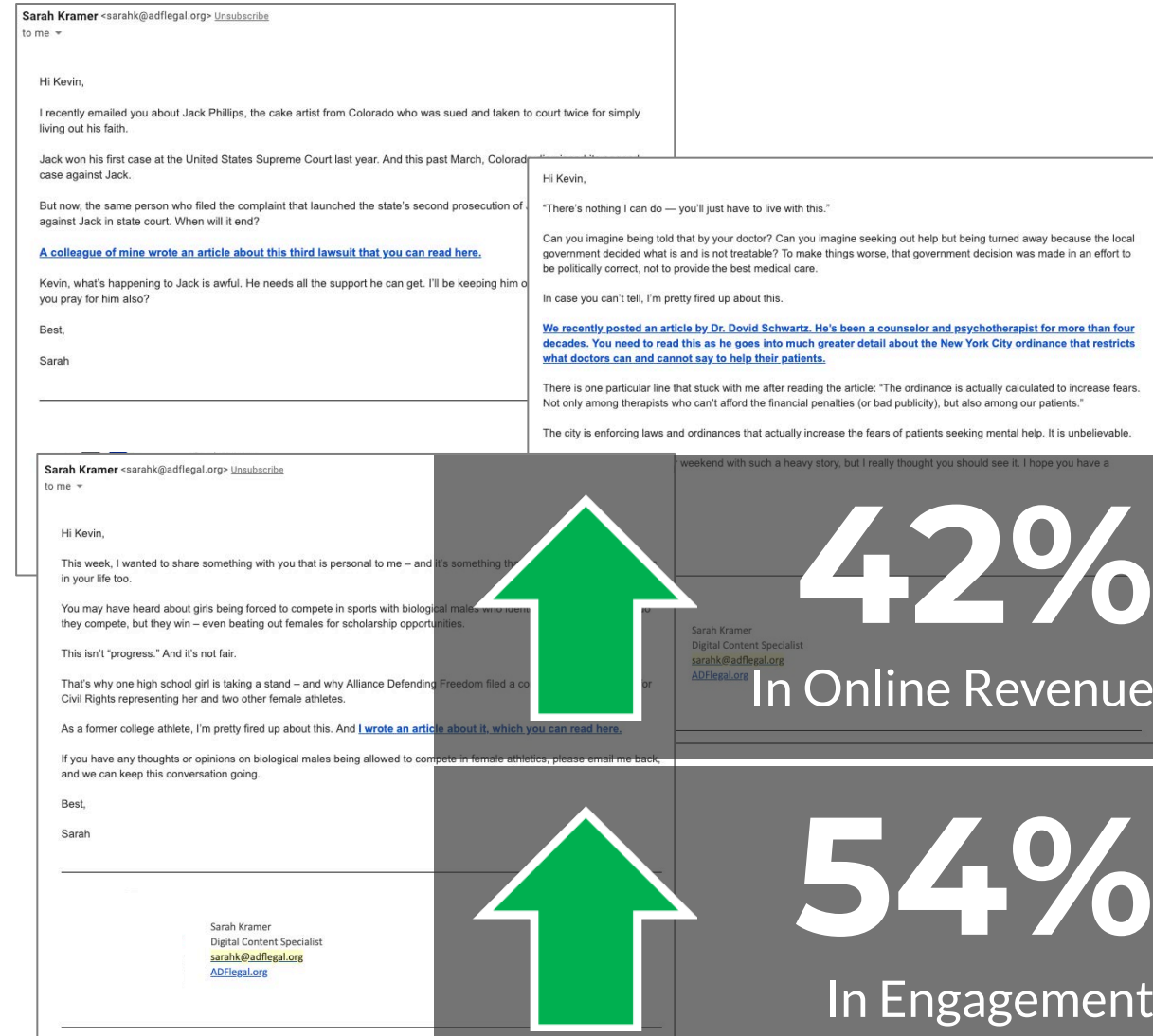


No Additional Cultivation



No Additional Cultivation

With Additional Cultivation




6 Fundraising Hacks

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Static

**NextAfter**
Written by Nathan Hill [?] · January 7 at 5:03 PM · 🌐

When it comes down to it, there are 2 main ingredients you need in order to have a successful online fundraising program.

You need the right strategies, and you need the right tools.

The right strategies are often hard to come by because everyone has their own take on what is truly the “best” practice – even though many “experts” out there are really just sharing their own gut instincts.


The right tools are often hard to come by because A) there are too many marketing/fundraising/automation tools out there to choose from and B) every single vendor tells you that their product is the best, even when they stink.

So how are you supposed to decipher what strategies work, and what tools to use to implement those strategies?

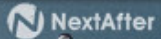
Kevin Peters – the CTO of NextAfter – has some experience on both sides of this equation. And in the free webinar on January 21st, he’s going to share 6 online fundraising hacks that have been tested and proven to grow revenue.

And he’s also going to share the specific tools that you can use to implement these proven strategies.

So if you’re ready to kick off 2020 with some quick wins that can impact your online fundraising revenue right away, you should register for the free webinar.



6 Fundraising Hacks
You Can Use to Grow Revenue This Year

**NextAfter**


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NEXTAFTER.COM/WEBINAR-REGISTRATION

Grow Your Online Fundraising with These 6 Tactics and Tools | Reserve Your Spot for the...

Talking Head

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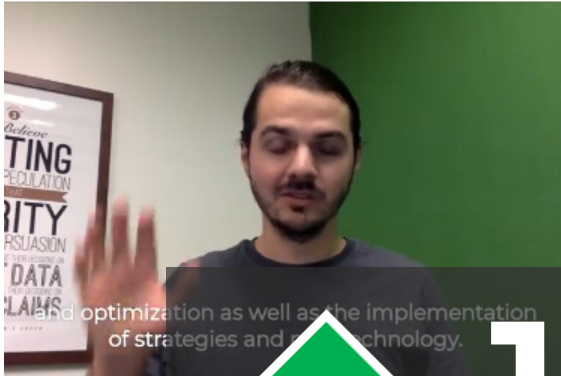
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and optimization as well as the implementation of strategies and technology.

[NEXTAFTER.COM/WEBINAR-REGISTRATION](#)

Grow Your Online Fundraising Tactics and Tools | Reserve Your Spot for the Webinar »

On Tuesday, January 21st, you can learn 6 fundraising hacks that you can use to grow revenue in 2020. In the free webinar, Kevin Peters, CTO of NextAfter, will share the specific tools that you can use to implement these proven strategies.

[Learn More](#)

137%
In Emails Acquired



Normal Page

6 Fundraising Hacks
You Can Use to Grow Revenue This Year
Learn proven growth strategies for your 2020 fundraising efforts in this free webinar

"I know what to do, I just don't have the tools to do it."

Have you ever heard this said before? Maybe you've thought it yourself or even said it out loud.

If so, you're not alone. One of the most common challenges to fundraising growth is having the **right tools, technology, resources, and know-how** to implement strategies for both acquiring and retaining donors.

In 2020, you don't have to let tools, technology, or lack of staffing and resources stand in your way. Because in a free webinar January 21, Kevin Peters – the CTO of NextAfter – is going to show you **6 online fundraising hacks** that you can use to grow your revenue.

In the free webinar, Kevin will share strategies that have been tested and **proven to help grow your revenue in 2020**, along with the growth-hacking tools you need to implement them.

Reserve your spot for the free webinar
Learn what tools and proven strategies you need to grow your online fundraising in 2020 by reserving your spot for the free webinar using the form below.

First name* **Last name***

Email*

Phone number

Organization* **Job Title***

Do you work for a nonprofit organization?
Please Select

☐ Please use the information above to send me details about the webinar and updates from NextAfter on other nonprofit fundraising resources, tools, and events.*


Reserve My Spot


What fundraisers are saying about NextAfter webinars:

"You have by far the best webinars in the industry. As a 20-year veteran I don't go to meetings or watch webinars – except yours." – Mary Lee

"It was great! I have a lot of ideas for moving forward and your examples were real and backed with data. So helpful." – Amy

Webinar Presenters

 **Kevin Peters**
Chief Technology Officer, NextAfter

 **Nathan Hill [Host]**
Marketing Director, NextAfter

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Time/Date Bar

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2%

In Emails Acquired*

* Based a 17% statistical level of confidence

