



Today's Speakers



Tim Kachuriak

Chief Innovation & Optimization Officer | NextAfter

tim@nextafter.com

@DigitalDonor

www.linkedin.com/in/timkachuriak



Jon Powell

Senior Director of Research and Education | NextAfter

jon@nextafter.com

@JonPowell31

www.linkedin.com/in/jonpowell31/





But wait...isn't Email dead?





HUFFPOST

HEALTHY LIVING 03/28/2008 02:44 am ET | Updated Nov 17, 2011

Email Is Dead

Stefanie Olsen News.com

Slate

TECHNOLOGY

Just

"l or

teer

cont

only

"Sor

Rea

The future of e-mail might be found on the pages of MySpace.com and Facebook.

INNOVATION, THE INTERNET, GADGETS, AND MORE.

The Death of E-Mail

Teenagers are abandoning their Yahoo! and Hotmail accounts. Do the rest of us have to?

By Chad Lorenz



By 2002, everyone in my family had become an Internet convert. For the technophobic older generation, signing up for an e-mail account was a concession to us youngsters—if the kids don't call home, they thought, we'll just reach them through the computer. Everyone was especially

NOV. 14 2007 12:32 PM

(f) 💟 🗖

eager to send messages to my niece, a kid who wasn't all that chatty on the phone but was almost always glued to her PC. But while the rest of us happily exchanged forwards and life updates, she almost never piped up. Eventually, I sussed out the truth: She was too busy sending IMs and text messages to bother with e-mail. That's when I realized that my agility with e-mail no longer marked me as a tech-savvy young adult. It made me a lame old fogey.

Those of us older than 25 can't imagine a life without e-mail. For the Facebook generation, it's hard to imagine a life of only e-mail, much less a life before it. I can still remember the proud moment in 1996 when I sent my first e-mail from



M on Twitter, You can drop someon a note on Eacebook or start a chat







McKinsey&Company

"Email is nearly **40 times better** than Facebook and Twitter at acquiring customers."

Source: Email marketing: Think inside the new inbox," which originally appeared on forbes.com



GIGAOM RESEARCH

"Marketers consistently ranked email as the single most effective tactic for awareness, acquisition, conversion, and retention."

Source: http://go.extole.com/rs/extole/images/Gigaom%20Research%20-%20Work%20horses%20and%20dark%20horses.pd





72% in this generation give an average of \$1,212 per year across 4.5 charities





DMB

So which marketing channels are the most effective to reach baby boomers? If we define "effective" by the popularity of each channel, the answer is:

- Television
- Search
- Email Marketing



Let's start, then, with a TEST

About this Test (6487)

Background

This non-profit was running a campaign to get support for assisting a budget contest.

Objective

Which email will result in the most donations?



I hope your week is going well.

Version A

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-taxhike 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 E

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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

John Tillman CEO Illinois Policy



Side-by-Side

Version A

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-taxhike 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

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.



Why did such small differences to us have a disproportionately large difference on donor behavior? Social presence.

What do we mean by **social presence**?



"Human beings are hardwired to respond to cues in the environment, especially **to things that seem alive** in some way."

-Dr. B.J. Fogg



"Human beings are hardwired to respond to cues in the environment, especially **to things that seem alive** in some way."

Сие	Examples
Physical	Face, eyes, body, movement
Psychological	Preferences, humor, personality, feelings, empathy, "I'm sorry"
Language	Interactive language use, spoken language, language recognition
Social dynamics	Turn taking, cooperation, praise for good work, answering questions, reciprocity
Social roles	Doctor, teammate, opponent, teacher, pet, guide

-Dr. B.J. Fogg



Look at that winner again...

Сие	Examples
Physical	Face, eyes, body, movement
Psychological	Preferences, humor, personality, feelings, empathy, "I'm sorry"
Language	Interactive language use, spoken language, language recognition
Social dynamics	Turn taking, cooperation, praise for good work, answering questions, reciprocity
Social roles	Doctor, teammate, opponent, teacher, pet, guide

Winner

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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

Oh Thim

John Tillman CEO Illinois Policy



For Example...

"I wanted to get this news to you as soon as I could..."

"But now the fight begins..."

"That's where you can help turn up the heat..."

Winner

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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

John Tillman CEO Illinois Policy



For Example...

"Would you be able to help us..."

"Incredible impact... Desperately..."

"I'd be honored..."

"Thanks for standing..."

Winner

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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

John Tillman CEO Illinois Policy



People will treat purely digital experiences like they are experiences with real people. Because people give to people, not email machines. NextAfter

1 85.5% lift

The Research Process

After examining our library of 1,000+ published experiments, we've analyzed 218 email related experiments to help us **understand the impact of social cues** and **how to properly integrate them** into your fundraising appeals.

How an illustrated image in a Facebook ad increases 100.2% lift conversion rate



Date Added: June 7, 2017 Research Partner: <u>The Missionary Oblates of Mary Immaculate</u> Element tested: Advertising

The Missionary Oblates were running a campaign to promote their Mother's Day Novena acquisition offer. They wanted to run a test to see if an illustrated image (something that has worked for other assets of their campaigns for their audience) would increase conversion rate more than a real photo. All other elements of the ads remained the same.

View the experiment »

How content offer illustrations impact email acquisition rate in a Facebook Ad



Date Added: May 23, 2017 Research Partner: <u>Hillsdale College</u> Element tested: Advertising

in the Hillsdale classroom experience.

Hillsdale College decided to take a new approach to producing one of their most popular online courses: Introduction to the Constitution. Instead of showing the teacher lecturing from a podium in a classroom setting, they presented the teacher—in this case, Dr. Larry Arnn—sitting at a table discussing the material with his students. This groundbreaking new style immerses the viewer

Since this was a completely different approach than before, they were interested in learning how the general public would respond to the change. To discover whether this "insider" view of the classroom would resonate with their audience, they launched a Facebook A/B test to determine what type of imagery would increase course signups.

SEARCH THE LIBRARY



FILTER BY AREA OF FOCUS

- Advertising (108)
- Emails (178)
- Email Acquisition Pages (116)
- Donation Pages (252)

GET THE LATEST RESEARCH IN YOUR INBOX TODAY

Subscribe today to receive the latest research from NextAfter. These tests offer new ideas for nonprofits to increase their names, donors, and dollars acquired.

Jon	
Powell	
jonpowell31@me.com	

Send me the latest research



OUR GOAL:

By the end of this session, you'll understand how to optimize each major element of your email donation appeal to foster a 1-1 style communication, thereby naturally activating the maximum potential generosity inside your donors.

This sounds simple, but it isn't easy.



This sounds simple, but it isn't easy.

How do we get started?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope






















What do you think of when you look at this picture?





In Email, people still subliminally **PRIORITIZE** messages that appear to be **PERSONALLY WRITTEN**

Because real people send text based emails, not HTML emails.

MONEY BOMB (#4174)

CONTROL

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

caring@Bridgei



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!



TREATMENT



Hello First name,







YEAR-END (#5824)

CONTROL



I want you to meet Jaxon.



Jaxon battles microhydranencephaly, an extreme and incurable brain malformation that left him without 80 percent of his brain. While Jaxon was in his mother's womb, doctors informed his parents that he wouldn't live to his second year and urged them to abort their child...

...But Jaxon's parents refused to accept that killing their child was an option, and Jaxon beat the odds by celebrating his second birthday earlier this year.

That's not all.

Not only has Jaxon defied the doctors' death sentence, but where they also claimed he never would hear, see, talk, or use his senses, he is doing just that today!

His parents' goal is to make each day special for him, knowing every moment they have with Jaxon is a precious gift.

Jaxon is living proof of the value and dignity of every human life. But sadly, there are thousands of babies just like him who are slaughtered every day instead of getting a chance at life.

The abortion industry wants us to believe that these children are just "clumps of cells" to be removed. Like all human rights abusers throughout history, they dehumanize their vickims. If the general public knew how they barbancally dismember, poison, and starve to death children like Jaxon, abortion mills would close for good.

Every day, Live Action News shares stories of hope like Jaxon's to show the sweet humanity of every child and to grow the culture of life in this country.

Live Action News is ranked as one of the most visited pro-life sites in the nation, reaching millions of people each month. These stories are changing hearts and minds about abortion by giving an encounter with the humanity of every preborn and born child, awing lives and bringing hope to families just like Jaxon's.

Will you help ensure that even more people will be reached with these powerful stories? Please make a fax-deductible contribution to Live Action News by clicking on this link: https://donale.liveacion.org/chackeu/Monation

With your help, we will win millions more Americans over to the culture of life.





auren Merz

auren Merz, Director of Strategic Partnerships

P.S. From inspirational stories such as Jaxon's to exposing the inhumanity of the abortion industry, *Live* Action News is an essential part of winning over America's culture to the side of life.

TREATMENT

I want to tell you about a boy named Jaxon.

View this email in your browser

Friend,

I want to tell you about a boy named Jaxon.

Jaxon battles microhydranencephaly, an extreme and incurable brain malformation that left him without 80 percent of his brain. While Jaxon was in his mother's womb, doctors informed his parents that he wouldn't live to his second year and urged them to abort their child...

...But Jaxon's parents refused to accept that killing their child was an option, and Jaxon beat the odds by celebrating his second birthday earlier this year.

That's not all.

Not only has Jaxon defied the doctors' death sentence, but where they also claimed he never would hear, see, talk, or use his senses, he is doing just that today!

His parents' goal is to make each day special for him, knowing every moment they have with Jaxon is a precious gift.

Jaxon is living proof of the value and dignity of every human life. But sadly, there are thousands of babies just like him who are slaughtered every day instead of getting a chance at life.

The abortion industry wants us to believe that these children are just "clumps of cells" to be removed. Like all human rights abusers throughout history, they dohumanize their victims. If the general public knew how they barbanically dismember, poison, and starve to death children like Jaxon, abortion mills would close for good.

Every day, Live Action News shares stories of hope like Jaxon's to show the sweet humanity of every child and to grow the culture of life in this country.

Live Action News is ranked as one of the most visited pro-life sites in the nation, reaching millions of people each month. These stories are changing hearts and minds about abortion by giving an encounter with the humanity of every preborn







FREE COURSE LAUNCH (#7524/7466)

Subscribe Share Past Issues Translate RS % Parenting today's teens With mark gregston TOUGH GUYS Control of the control o

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,

TREATMENT

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 ressure manufeen is faring and the manual of the boot that your reference of the boot the b

I hope you enjoy it!



In Christ,

FREE EBOOK OFFER (#6429)

CONTROL

Missionary Oblates of Mary Immaculate

Dear %%Name%%,

I hope this finds you well.

This week, as we begin this Holy season of Lent, I wanted to send you something that will help you reflect and dig a little deeper during these next 40 days.

Most likely when you think of Lent, you immediately associate this time with Ash Wednesday, Palm Sunday, meatless Fridays and giving up something that you love like soda, chocolate, candy or television. But, you also know that it is so much more than that. It is a time when we renew our Baptismal commitment and draw closer to God.

As you begin your Lenten journey, I want to encourage you to take time over the next couple of weeks to dig a little deeper into your soul and spend a few more minutes with God each day.

The Missionary Oblates of Mary Immaculate are committed to helping you do just that and put God first this Lenten season to help you grow in your relationship with Him. We have created a special Lenten Prayers eBook for you that will spiritually guide you through each of the 40 days of Lent with daily meditations and prayers.

This eBook is our gift to you. You can get your Lenten Prayers eBook here.



As you read and reflect on the prayers and meditations in this book, I hope you're spiritually renewed as you

prepare for the celebration of Christ's Resurrection on Easter. I also ask that as you pray you remember the Missionary Oblates and all the poor and impoverished people we serve on a daily basis.

I pray that this Lent will be a time of closeness with God and that you feel His presence in your life in a new way.

TREATMENT

Dear %%Name%%.

I hope this finds you well.

This week, as we begin this Holy season of Lent, I wanted to send you something that will help you reflect and dig a little deeper during these next 40 days.

Most likely when you think of Lent, you immediately associate this time with Ash Wednesday, Palm Sunday, meatless Fridays and giving up something that you love like soda, chocolate, candy or television. But, you also know that it is so much more than that. It is a time when we renew our Baptismal commitment and draw closer to God.

As you begin your Lenten journey, I want to encourage you to take time over the next couple of weeks to dig a little deeper into your soul and spend a few more minutes with God each day.

The Missionary Oblates of Mary Immaculate are committed to helping ou do *c* that and put God first this Lenten season to help you grow in your relationship created a special *Lenten Prayers* eBook for you that will spiritually of the 40 days of Lent with daily med

This eBook is our gift to you. this link: http://resources.obl

As you read and reflect on the praye renewed as you prepare for th we serve on a daily basis.

ten Prayers eBook by clicking on

ions in this book, I hope you're spiritual as you pray you remember the Missionary Oblates and all the poor and impoverished peop

I pray that this Lent will be a time of closeness with God and that you feel His presentation your life in a new way.



STEWARDSHIP (#483)

CONTROL

HILLSDALE COLLEGE Pursuing Truth · Defending Liberty since 1844
--

Dear Friend,

At this special time of year, we are so grateful for all of our friends, alumni, and supporters like you.

Please take a moment and <u>view this special video</u> <u>message from our students</u> who wish you and yours a very Merry Christmas and a blessed new year.

Thank you again for supporting Hillsdale College.

Larry P. Arnn President, Hillsdale College Pursuing Truth — Defending Liberty Since 1844

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College.

Update your email preferences to choose the types of emails you receive or to unsubscribe.

TREATMENT

Dear Friend,

At this special time of year, we are so grateful for all of our friends, alumni, and supporters like you.

Please take a moment and <u>view this special video message from our students</u> who wish you and yours a very Merry Christmas and a blessed new year.





<u>manage your email preferences</u> unsubscribe



What does this mean?



When it comes to **email design format**, if you are asking for a donation then try to simulate a 1-1 appeal.

- Is the email you are sending making a personal request or invitation?
- If so, Is there too much design?
- If there is any design left over, is it authentic to a 1-1 conversation?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what we have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails



QUESTION How important is it to begin personally?



(#5707) CONTROL

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—<u>every dollar you give</u> 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 <u>click here</u> and share it with your friends!

Thanks for joining us!

Candice Boeck Donor Relations Manager National Breast Cancer Foundation

TREATMENT

Hi Jeff,

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.



Donor Relations Manager National Breast Cancer Foundation

Because real people address emails to specific people.



"Remember that a person's name is, to that person, the sweetest and most important sound in any language."

-Dale Carnegie





QUESTION But does this just stop at their name?



Definition: Salutation





late Middle English: from Old French, or from Latin *salutatio(n-)*, from *salutare* 'pay one's respects to' (see salute).



On Acknowledgment

Internal Relevance

- Personal interests
- Subliminal Biases
- Personality
- Communication Styles
- Level of engagement

- External Relevance
 - Environmental changes
 - Holidays
 - Recent events
 - Recent Actions



For Example

February 1, 2011









In This Issue

News

Summer is Right Around the Corner...

Quick Links Register Now

More About Us

"Beat The Heat" & Save (25-30% OFF) on all Patio Mister Maintenance Kits, High Pressure Misting Nozzles & Our Top Selling Mid Pressure Misting System Kit.

Offer Expires 2/28/11

Cool-Summer Patio Water Misters - Maintenance Kit



Because real people start relevant conversations.

What does this mean?



- When it comes to **email salutation**, make it more real by making it relevant.
- Have you used their name?
- Have you tried to add any external relevance cues surrounding their day or the circumstances?
- Have you tried to add any internal relevance cues?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Let's look at FOUR EXPERIMENTS

Let's look at FOUR EXPERIMENTS

What's common among the winners?



From This









#1029 **From This**

To This

Dear Friend,

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, all of which have been weakened in recent years.

But there is one primary task we **must do** if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is **not** accomplished, all other reforms will be useless.

That all-important task? Click here to find out what it is.

Warm regards,

Larry P. Arnn President, Hillsdale College Pursuing Truth—Defending Liberty since 1844



Dear Friend.

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent years.

But there is one primary task we **must do** if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.



Together, we can and will restore liberty under the Constitution. Pleas and be encoura 57

Warm regards,



Larry P. Arnn President, Hillsdale College Pursuing Truth—Defending Liberty since 1844

#7821 From This Helio Fellow Conservative,

550 words

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. LI'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.

To This

2,200 words

mate a log ofference. Mached Marchi "revelutionaries" word asses as d 1 force them to pay up for their destruction behavior.







#391

From This

CHALLENGE

ANNOUNCEMENT

Dear << Test Salutation >>,

≜DTS

Teach Truth. Love Well

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D.



Average Gift

Did you notice any patterns?



Long(er) emails seem to be #winning...

Colson Center

Dear Colson Center Supporter.

hes that movements transform culture—and can you eve time in your life when we more desperately needed this

God has always done His most powerful work through mo That's the way the early church started. Then, the monastic mo when the barbarians overran Europe. And in the 18th when the barbarians overran Europe. And in the 18th when the transformed England and much of the Wes

The model for my life is the movement of William Wilberforce, a Wealey lisciple, who took on the vested interests of England to bring about the bolition of the slave trade. He drew on a network of bolinace sections of te country and battled for decades until that monstrous evil was and a great spiritual awakening followed.

tian worldview and to provide the tools, resources, as tary to keep it alive and active.

But what does it take to fuel such a movement? We're doing a number

 Producing user-friendly resources on our site each day. · Broadcasting my "BreakPoint" radio commentaries and Two-Minute

Reaching a younger audience --- My colleague John Stonestreet is doing a great Job with his one-minute daily program, "The Point."

Equipping people through our year-long Centurions Program, which immerses men and women in the Christian worldview and sends them out as movement leaders in their communities and spheres of influence. (We've graduated 700 so far, and another class is

Providing an array of curriculum resources, online study guides, youth study programs, and intense online discipleship.

Networking-Most exciting to me is that we're now working with many other Christian ministries to multiply the impact and fuel the

I view one of our projects, *Doing the Right Thing*, as a true game-changer. It's a six-part DVD series that offers an effective critique an rebuttal to relativism and the moral chaos, which has caused the colla

Folks, the simple fact is that freedom cannot survive withou cultivating virtue. And we're seeing a moral collapse in America

ptimistic. We have thousands of supporters who have purchased D sets—**more than 6,000 sold in 11 countries including China Ukraine!** If you haven't already, I encourage you to <u>get a DVD set</u> and the Ukraine! If you haven't already, I encourag or yourself, your family, workplace, or small group.

We're getting daily reports of it being taught in schools, churches, businesses, civic groups. We have also produced a study guide that is very accessible to secular audiences; it can be used on campuses or in any secular environment without anyone objecting.

Some amazing things are happening as a result of our *Doing the Right Thing simulcast*—just read some of these incredible testimonies for gamzell Several professors are using it in their classrooms. A school district in Indiana is providing this to all of the teachers in the district. *The series is even* being taught in the *Considue* Pariment?

The success of a movement depends on having a common vision, a willingness to sacrifice, clearly assigned projects, accountability, ar a constant networking among people.

I can't think of anything more important as I look at the remainin have in ministry than to see a movement like this rise up and imp culture. I honestly do not see any other hope for our society-sufficating as it is in moral chaos.

You can help make this happen; first, with your prayers and second, <u>by</u> becoming a <u>Charter Member of the Colson Center</u>. Your membership w help us maintain networks with other ministries and provide the resour

Will you stand with us as a Charter Member today and help us continue fueling this movement? When you do, we'll send you an audio CD of Doing the Right Thing—a great resource to listen to in the car on the way to work or with your family or small group. I sense God is ready for just such a time as this. We must be as well

Yours in His service



Dear Friend,

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent vears.

But there is one primary task we must do if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.

So I've sent you this email to let you know that Hillsdale College has a national plan-with big goals for 2015-to work to restore the Constitution as the "Supreme Law of the Land." We will do this by teaching the Constitution and its principles of liberty to ONE MILLION Americans.

Those who understand the importance of the Constitution to liberty will defend it. Those who don't, won't.

I've sent this email because I trust that you-as an American who grasps what it is at stake-will want to learn more about our plan, our prospects for success, and what you can do to take part in this vital plan for our country.

Together, we can and will restore liberty under the Constitution. Please learn more and be encouraged!

Warm regards.

Larry P. Arnn President, Hillsdale College Pursuing Truth-Defending Liberty since 1844

P.S. This 2015 plan to teach the principles of the U.S. Constitution to one million Americans is cause for hope. Indeed, we are already seeing it work! Please learn more and join us in making the Constitution the guiding principle of American government through Hillsdale's plan to educate "We the People."

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College,

Update your email preferences to choose the types of emails you receive or to unsubscribe.

≜DTS Teach Truth Love Well.

CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>.

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make-and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches one lost person with the gospel, your investment has produced a dividend that lives on for eternity. That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that instantly multiplies your investment. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D. President Dallas Theological Seminary

> You are receiving this email because you donated to DTS and opted to receive emails. unsubscribe from this list | | view email in browser



les and insue hat been been in the base of the bills shrink, because benchmad of 1.620 semanation becker groups and increase fielders correspondence to community the s approximent of conservations' spins.

ted as a few presidents of when have with drawing, construction. But as read as

In shore the local analysis also being pro- flow componentials will some by the low productions basing this lotter. Now support attractive my beam and no flowmenty load when any basing the support of sectors).
So how long should my copy be?

Colson Center

Dear Colson Center Supporter-History teaches that movements transform culture—and can you ever remember a time in your life when we more desperately needed this to us do the last.

God has always done His most powerful work through movements. That's the way the early church started. Then, the monastic movement sav western (villization when the barbarians overan Europe And in the 18th century, the Wesley movement transformed England and much of the West

The model for my life is the movement of William Wilberforce, a Wesley disciple, who took on the vested interests of England to bring about the abolition of the slave trade. He drew on a *network* of holiness societies al cross the country and battled for decades until that monstrous evil was nded ... and a great spiritual awakening followed.

Many people are crying out to God today, asking for just such a movement in our time. I hear from there all access the country of the second s

At The Colson Center, we are committed to building this movement-woul

Our mission is to recruit Christians committed to living and def Christian worldview and to provide the tools, resources, and in necessary to keep it alive and active.

But what does it take to fuel such a movement? We're doing a number

- Producing user-friendly resources on our site each day. · Broadcasting my "BreakPoint" radio commentaries and Two-Minute
- Reaching a younger audience My colleague John Stonestreet is doing a great job with his one-minute daily program, "The Point."

Equipping people through our year-long Centurions Program, which Immerses men and women in the Christian worldview and sends them out as movement leaders in their communities and spheres of influence. (We've graduated 700 so far, and another class is underway). Providing an array of curriculum resources, online study guides, youth study programs, and intense online discipleship.

Networking—Most exciting to me is that we're now working with many other Christian ministries to multiply the impact and fuel the

I view one of our projects, *Doing the Right Thing*, as a true game-changer. It's a six-part DVD series that offers an effective critique an rebuttal to relativism and the moral chaos, which has caused the colla

Folks, the simple fact is that freedom cannot survive withou cultivating virtue. And we're seeing a moral collapse in America

optimistic. We have thousands of supporters who have purchased VD sets—more than 6,000 sold in 11 countries including China s Ukraine! If you haven't already, I encourage you to get a DVD set ind the Ukraine! If you haven't already, I encourage or yourself, your family, workplace, or small group.

We're getting daily reports of it being taught in schools, churches, businesses, civic groups. We have also produced a study guide that is very accessible to secular audiences; it can be used on campuses or in any socialsr environment without anyone objecting.

Some amazing things are happening as a result of our *Doing the Right Thing simulcast*—just read some of these incredible testimonies for gamzell Several professors are using it in their classrooms. A school district in Indiana is providing this to all of the teachers in the district. *The series is even* being taught in the *Consident* Purificament?

The success of a movement depends on having a common vision, a willingness to sacrifice, clearly assigned projects, accountability, an a constant networking among people.

I can't think of anything more important as I look at the remaining years have in ministry than to see a movement like this rise up and impact our culture. I honestly do not see any other hope for our society— suffocating as it is in moral chaos.

You can help make this happen; first, with your prayers and second, <u>hy</u> hecoming a Charter Member of the Coluon Center, Your membership we help us maintain networks with other ministries and provide the resour-the movement needs.

Will you stand with us as a Charter Member today and help us continue fueling this movement? When you do, we'll send you an audio CD of Doing the Right Thing—a great resource to listen to in the car on the way to work or with your family or small group. I sense God is ready for just such a time as this. We must be as well.

God bless you. Yours in His service



Dear Friend.

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent vears.

But there is one primary task we must do if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.

So I've sent you this email to let you know that Hillsdale College has a national plan-with big goals for 2015-to work to restore the Constitution as the "Supreme Law of the Land." We will do this by teaching the Constitution and its principles of liberty to ONE MILLION Americans.

Those who understand the importance of the Constitution to liberty will defend it. Those who don't, won't.

I've sent this email because I trust that you-as an American who grasps what it is at stake-will want to learn more about our plan, our prospects for success, and what you can do to take part in this vital plan for our country.

Together, we can and will restore liberty under the Constitution. Please learn more and be encouraged!

Warm regards.

Larry P. Arnn President, Hillsdale College Pursuing Truth-Defending Liberty since 1844

P.S. This 2015 plan to teach the principles of the U.S. Constitution to one million Americans is cause for hope. Indeed, we are already seeing it work! Please learn more and join us in making the Constitution the guiding principle of American government through Hillsdale's plan to educate "We the People."

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College,

Update your email preferences to choose the types of emails you receive or to unsubscribe.

≜DTS Teach Truth Love Well

```
CHALLENGE
ANNOUNCEMENT
```

Dear << Test Salutation >>.

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make-and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches one lost person with the gospel, your investment has produced a dividend that lives on for eternity. That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that instantly multiplies your investment. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D. President Dallas Theological Seminary

> You are receiving this email because you donated to DTS and opted to receive emails. unsubscribe from this list | | view email in browser



Process to the purchase and sector and sequences to the sector and an and a sector and an and the sector and an and the sector and an and the sector and a sector Contrage terms.
Nor and insure test halo share to the base of the latter shrink, because based has at 1657 means while a solution process and instrume disclose a strangeneous discussion and solutions by the latter suppression of social solution space. And an advances of a start hand with latence, presentations for an aned bits are should be backers. These presides its president presentation for a first free first the present Peter Construction, pur accelerator machinerante my terre la admini pure pura antenationa andre administrativa e presentar effectiva men surrepues, suato mene autores, and experie facilitati internationes a surrepuestamente menera and their schema. Ny sain-hadronado kan J M 1271 hany na hadrin na antrona kan nengta nenarian J 2017. Nan antikaka kan nengtan kan bergan kan dan para kan j An always dan't wak analysis minuting para. Here compare industry will many by the fore para winters tanàng bia band, mang sagant attinuante ny taon and ana kommany bandan alway way tao tanàng tao dia minut



B How is copy length influencing the reader's decisions?

Colson Center

FOR CHRISTIAN WORLDVIE

Dear Colson Center Supporter, History teaches that movements transform culture—and can you ever remember a time in your life when we more desperately needed this th

God has always done His most powerful work through movements. That's the way the early church started. Then, the monastic movement saw western civilization when the barbarians overran Europe. And in the 18th century, the Wesley movement transformed England and much of the Wes

The model for my life is the movement of William Wilberforce, a Wealey disciple, who took on the vested interests of England to bring about the abolition of the slave trade. Ho drew on a network of holiness societies al across the country and battled for decades until that monstrous evil was ended ... and a great spiritual awakening followed.

Many people are crying out to God today, asking for just such a movement in our time. I hear from them all across the country.

At The Colson Center, we are committed to building this movement—v you join us?

----remoston is to recruit Christians committed to living and defending Christian worldview and to provide the tools, resources, and informati necessary to keep it alive and active.

But what does it take to fuel such a movement? We're doing a number of important things such as:

- Producing user-friendly resources on our site each day.
 Broadcasting my "BreakPoint" radio commentaries and Two-Minute
- Reaching a younger audience—My colleague John Stonestreet is doing a great job with his one-minute daily program, "The Point."

Equipping people through our year-long Centurions Program, which immerses men and women in the Christian worldview and sends them out as movement leaders in their communities and spheres of influence. (We've graduated 700 so far, and another class is

Influence. [We've graduated 700 so far, and another class is underway.] • Providing an array of curriculum resources, online study guides, youth study programs, and intense online discipleship.

 Networking—Most exciting to me is that we're now working with many other Christian ministries to multiply the impact and fuel the movement.

I view one of our projects, *Doing the Right Thing*, as a true gamechanger. It's a six-part DVD series that offers an effective critique and rebutal to relativism and the moral chaos, which has caused the collapse our economy.

Folks, the simple fact is that freedom cannot survive without cultivating virtue. And we're seeing a moral collapse in America lik nothing before in our history.

But I'm optimistic. We have thousands of supporters who have purchased these DVD sets—more than 6,000 sold in 11 countries including China and the Ukraine! If you haven't already, I encourage you to get a DVD set for yourself, your family, workplace, or small group.

We're getting daily reports of it being taught in schools, churches, businesses, civic groups. We have also produced a study guide that is very accessible to secular audiences; it can be used on campuses or in any secular environment without anyone objecting.

Some amazing things are happening as a result of our *Doing the Right Thing simulcast*—just read some of these incredible testimonies for gamzell Several professors are using it in their classrooms. A school district in Indiana is providing this to all of the teachers in the district. *The series is even* being taught in the *Consident* Purificament?

The success of a movement depends on having a common vision, a willingness to sacrifice, clearly assigned projects, accountability, and a constant networking among people.

I can't think of anything more important as I look at the remaining year have in ministry than to see a movement like this rise up and impact ou culture. I homestly do not see any other hope for our society suffocating as it is in moral chaos.

You can help make this happen; first, with your prayers and second, by heromics a Charter Member of the Colum Center, Your membership will help us maintain networks with other ministries and provide the resources the movement needs.

Will you stand with us as a Charter Member today and help us continue false light of the standard state of boly false light Thing—appear resource to listen to in the car on the way to work or with your family or small group. I sense God is ready for inst such a time as this. We must be as well.

God bless you. Yours in His service,



Dear Friend,

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent vears.

But there is one primary task we must do if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.

So I've sent you this email to let you know that Hillsdale College has a **national** plan—with big goals for 2015—to work to restore the Constitution as the "Supreme Law of the Land." We will do this by teaching the Constitution and its principles of liberty to ONE MILLION Americans.

Those who understand the importance of the Constitution to liberty will defend it. Those who don't, won't.

I've sent this email because I trust that you—as an American who grasps what it is at stake—will want to learn more about our plan, our prospects for success, and what you can do to take part in this vital plan for our country.

Together, we can and will restore liberty under the Constitution. Please learn more and be encouraged!

Warm regards,

Larry P. Arnn President, Hillsdale College Pursuing Truth-Defending Liberty since 1844

P.S. This 2015 plan to teach the principles of the U.S. Constitution to one million Americans is cause for hope. Indeed, we are already seeing it work! <u>Please learn</u> <u>more and join us</u> in making the Constitution the guiding principle of American government through Hillsdale's plan to educate "We the People."

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College.

Update your email preferences to choose the types of emails you receive or to unsubscribe.

CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>,

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D. President Dallas Theological Seminary

> You are receiving this email because you donated to DTS and opted to receive emails. unsubscribe from this list | | view email in browser





This is the first of two (2) major common denominators in each of the winning treatments...

First

First ... each answers this better:

"If I am your ideal supporter, why should I donate to you rather than continue my day?"

Because real people give enough reason for their requests.



On an Organization level... (#6346)

CONTROL

L Katie, CaringBridge <mail@e.caringbridge.org> Unsubscribe

Mar 10 (10 days ago) ☆ 🦘 🔹

to me 💌

You are receiving this email as a test mailing. Some contents of this email may not display and/or behave properly.

Hi Signe,

Hope you're enjoying Spring. In my house, it hopefully means the end of winter colds and flu. Thank goodness

I'm a CaringBridge Mom, and knowing that you have used the service, too, I wanted to give you a heads up about donations being doubled today and tomorrow, up to \$10,000, thanks to an anonymous donor.

I poured my heart into my CaringBridge Journal when my son, Will, was diagnosed with stage IV cancer at 4 ½ months. It helped keep my life together over the 120 days I slept beside Will's crib at the hospital.

Will is 3 now, and remains cancer-free. I still use CaringBridge, posting when we hit big milestones. In fact, I just shared a picture of Will in his new, toddlersize wheelchair.

After your child has had cancer, so many things are uncertain. For me, it is when, or whether, my son will ever walk.

But what I know-for sure-is that EVERY Mom should have a chance to draw strength from support as I did.

Please donate to CaringBridge today. Here's a link below to make sure your gift gets matched.

Double your donation now.

Thank you, so very, very much.

Tatie Klippin

Katie K. Will's Mom and CaringBridge Author

CORING

TREATMENT

L Katie, CaringBridge <mail@e.caringbridge.org> Unsubscribe

Mar 8 (12 days ago) 🚖 🔺 👻

You are receiving this email as a test mailing. Some contents of this email may not display and/or behave properly.

Hi Signe,

to me 💌

Hope you're enjoying Spring. In my house, it hopefully means the end of winter colds and flu. Thank goodness

I'm a CaringBridge Mom, and knowing that you have used the service, too, I wanted to give you a heads up about <u>donations being doubled today and</u> tomorrow, up to \$10,000, thanks to an anonymous donor.

I poured my heart into my CaringBridge Journal when my son, Will, was diagnosed with stage IV cancer at 4 ½ months. It helped keep my life together over the 120 days I slept beside Will's crib at the hospital.

When I first started writing in my CaringBridge journal, I didn't know it was a nonprofit organization. But then I began to experience the benefit of CaringBridge—it helped keep my loved ones close during an extremely difficult time—and I became a donor. And I loved the fact that there were no advertisements on my Journal. It made it feel like an online "home" for our community of support.

Will is 3 now, and remains cancer-free. I still use CaringBridge, posting when we hit big milestones. In fact, I just shared a picture of Will in his new, toddlersize wheelchair.

One thing I know-for sure-is that EVERY Mom in a situation like mine should be able to use CaringBridge to help find support in their darkest hour. That's why I want to make sure that CaringBridge raises the support they need to continue to provide support.

If you make a gift to CaringBridge right now, a generous donor will match it. I love this concept, because as I learned with CaringBridge, we are better together. But it is only happening until midnight tomorrow night. Here's a link below to make sure your gift gets matched.

Double your donation now.





On an Organization level... (#6346)



When I first started writing in my CaringBridge journal, I didn't know it was a nonprofit organization. But then I began to experience the benefit of CaringBridge—it helped keep my loved ones close during an extremely difficult time—and I became a donor. And I loved the fact that there were no advertisements on my Journal. It made it feel like an online "home" for our community of support.

I is 3 now, and remains cancer-free. I still use CaringBridge, posting when we hit big milestones. In fact, I just shared a picture of Will in his new, toddlere wheelchair.

I want to make sure that CaringBridge raises the support they need to continue to provide support.

One thing I know—for sure—is that EVERY Mom in a situation like mine should be able to use CaringBridge to help find support in their darkest hour. That's why I want to make sure that CaringBridge raises the support they need to continue to provide support.

/ill's Mom and CaringBridge Author



All four winners increased emotional impact through additional copy that clarified the value proposition.

Colson Center

POR CHRISTIAN WORLDVIE

Dear Coison Center supporter, History teaches that movements transform culture—and can you ever remember a time in your life when we more desperately needed this thar

God has always done His most powerful work through movements. That's the way the early church started. Then, the monastic movement sav western civilization when the barbarians overran Europe. And in the 18th century, the Wesley movement transformed England and much of the Wesley

The model for my life is the movement of William Wilberforce, a Wealey disciple, who took on the vested interest of England to bring about the abolition of the slave trade. He drew on a network of holiness coicities a across the country and battled for decades until that monstrous evil was ended...and a great spiritual awakening followed.

movement in our time. I hear from them all across the country.

you join us? Our mission is to recruit Christians committed to living and defending

Christian worldview and to provide the tools, resources, and information necessary to keep it alive and active. But what does it take to fuel such a movement? We're doing a number

Producing user-friendly resources on our site each day.

- Broadcasting my "BreakPoint" radio commentaries and Two-Minute
 Warnings.
- Reaching a younger audience—My colleague John Stonestreet is doing a great job with his one-minute daily program, "The Point."

Equipping people through our year-long Centurions Program, which immerses men and women in the Christian worldview and sends them out as movement leaders in their communities and spheres of influence. (We've graduated 700 so far, and another class is

- Providing an array of curriculum resources, online study guides, youth study programs, and intense online discipleship.
- Networking—Most exciting to me is that we're now working with many other Christian ministries to multiply the impact and fuel the movement.

I view one of our projects, *Doing the Right Thing*, as a true gamechanger. It's a six-part DVD series that offers an effective critique and rebutal to relativism and the moral chaos, which has caused the collapse our economy.

Folks, the simple fact is that freedom cannot survive without cultivating virtue. And we're seeing a moral collapse in America like nothing before in our history.

But I'm optimistic. We have thousands of supporters who have purchased these DVD cets—more than 6,000 sold in 11 countries including China and the Ukraine! If you haven't already, I encourage you to <u>get a DVD set</u> for yourself, your family, workplace, or small group.

We're getting daily reports of it being taught in schools, churches, businesses, civic groups. We have also produced a study guide that is very accessible to secular audiences; it can be used on campuses or in any secular anytonment without anyone objection.

Some amazing things are happening as a result of our Doing the Right Thing simulcast—junt read some of these incredible testimonies for yourself Several professors are using it in their dasarooma. A school district in Indiana is providing this to all of the teachers in the district. The series is even being taught is the Consoline Proloment?

The success of a movement depends on having a common vision, a willingness to sacrifice, clearly assigned projects, accountability, and a constant networking among people.

I can't think of anything more important as I look at the remaining years have in ministry than to see a movement like this rise up and impact ous culture. Honestly do not see any other hope for our society suffocating as it is in moral chaos.

You can help make this happen; first, with your prayers and second, <u>hy</u> <u>hercoming a Charter Member of the Colton Center</u>, Your membership will help us maintain networks with other ministries and provide the resources the movement needs.

Will you stand with us as a Charter Member tody and help us continue failing this movement? When you do we'll send you an audio CD of Doing de Right Thing—a great resource to listen to in the car on the way to work or with your family or small group. I sense God is ready for just such a time as this. We must be as well.

God bless you. Yours in His service,



Dear Friend,

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent vers.

But there is one primary task we must do if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.

So I've sent you this email to let you know that Hillsdale College has a **national** plan—with big goals for 2015—to work to restore the Constitution as the "Supreme Law of the Land." We will do this by teaching the Constitution and its principles of liberty to ONE MILLION Americans.

Those who understand the importance of the Constitution to liberty will defend it. Those who don't. won't.

I've sent this email because I trust that you —as an American who grasps what it is at stake —will want to learn more about our plan, our prospects for success, and what you can do to take part in this vital plan for our country.

Together, we can and will restore liberty under the Constitution. Please learn more and be encouraged!

Warm regards,

Larry P. Arnn President, Hillsdale College Pursuing Truth—Defending Liberty since 1844

P.S. This 2015 plan to teach the principles of the U.S. Constitution to one million Americans is cause for hope. Indeed, we are already seeing it work! <u>Please learn</u> <u>more and join us</u> in making the Constitution the guiding principle of American government through Hillsdale's plan to educate "We the People."

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College.

Update your email preferences to choose the types of emails you receive or to unsubscribe.

CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>,

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D. President Dallas Theological Seminary

> You are receiving this email because you donated to DTS and opted to receive emails. unsubscribe from this list | | view email in browser







QUESTION So how long should my copy be, then?



What does this mean?



- When it comes to **email main content**, make sure you have <u>enough reason to answer the key value proposition question</u>.
- Do you have enough copy to <u>clearly</u> express the value proposition?
- Do you have enough copy to answer the question: Why do I <u>want</u> (to participate) in this?
- Do you have enough copy to answer the question: Why would I <u>believe</u> this would make an impact?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

What was the <u>second</u> major common denominator in each of these winning treatments?

Colson Center

Dear Colson Center Supporter, History teaches that movements transform culture—and can you ever

we do today? God has always done His most powerful work through movement: That's the way the early church started. Then the monastic movement

exempts that it was a set of the set of the

Many people are crying out to God today, asking for just such a

At The Colson Center, we are committed to building this movement-

Our mission is to recruit Christians committed to living and defending Christian worldview and to provide the tools, resources, and informatic necessary to keep it alive and active.

But what does it take to fuel such a movement? We're doing a number of important things such as:

Producing user-friendly resources on our site each day.
 Broadcasting my "BreakPoint" radio commentaries and Two-Minute

 Reaching a younger audience—My colleague John Stonestreet is doing a great job with his one-minute daily program, "The Point."

Equipping people through our year-long Centurions Program, which immerses men and women in the Christian worldview and sends them out as movement leaders in their communities and spheres of influence. (We've graduated 700 so far, and another class is

them out as movement leaders in their communities and spheres c influence. (We've graduated 700 so far, and another class is underway.) • Providing an array of curriculum resources, online study guides, youth study programs, and intense online discipleship.

 Networking—Most exciting to me is that we're now working with many other Christian ministries to multiply the impact and fuel the movement.

I view one of our projects, *Doing the Right Thing*, as a true gamechanger. It's a six-part DVD series that offers an effective critique and rebuttal to relativism and the moral chaos, which has caused the collapse our economy.

Folks, the simple fact is that freedom cannot survive without cultivating virtue. And we're seeing a moral collapse in America like nothing before in our history.

But I'm optimistic. We have thousands of supporters who have purchase these DVD sets—more than 6,000 sold in 11 countries including Chi and the Ukraine! If you haven't already, I encourage you to get a DVD s for yourself, your family, workplace, or small group.

We're getting daily reports of it being taught in schools, churches, businesses, civic groups. We have also produced a study guide that is very accessible to secular audiences; it can be used on campuses or in any secular anytonment without anyone objection.

Some amazing things are happening as a result of our Doing the Right Thing winulcast—just read some of these incredible testimonies for gurrant[Seven] Seven] professors are using it in their classrooms. A school district in Indiana is providing this to all of the teachers in the district. The series is even being tought in the Consolare Parliament[

The success of a movement depends on having a common vision, a willingness to sacrifice, clearly assigned projects, accountability, and a constant networking among people.

I can't think of anything more important as I look at the remaining year have in ministry than to see a movement like this rise up and impact ou culture. I honestly do not see any other hope for our society suffocating as it is in moral chaos.

You can help make this happen first, with your prayers and second, by heroming a Chatter Member of the Coharn Centers. Your membership will help us maintain networks with other ministries and provide the resources the movement needs.

win you shane wan us a knamer enember oudge and need so dood and of the finding this movement? When you do, we'll send you an audio CDD of Doing the Right Thing—a great resource to listen to in the car on the way to work or with your family or small group. I sense God is ready for just such a time as this. We must be as well.

God bless you. Yours in His service,



Dear Friend,

Americans still have a choice. We still control our destiny. We still can revive free government, free markets, and civic virtue, which have all been weakened in recent years.

But there is one primary task we must do if we are to save our republic.

If this task is accomplished, all other worthy reforms can succeed.

If it is not accomplished, all other reforms will be useless.

That all-important task? We must restore a reverence for the principles of liberty underlying the U.S. Constitution in the minds of enough Americans to tip our country back toward limited constitutional government.

So I've sent you this email to let you know that Hillsdale College has a **national** plan—with big goals for 2015—to work to restore the Constitution as the "Supreme Law of the Land." We will do this by teaching the Constitution and its principles of liberty to ONE MILLION Americans.

Those who understand the importance of the Constitution to liberty will defend it. Those who don't, won't.

I've sent this email because I trust that you—as an American who grasps what it is at stake—will want to <u>learn more about our plan, our prospects for success</u>, and what you can do to take part in this vital plan for our country.

Together, we can and will restore liberty under the Constitution. Please learn more and be encouraged!

Warm regards,

Larry P. Arnn President, Hillsdale College Pursuing Truth-Defending Liberty since 1844

P.S. This 2015 plan to teach the principles of the U.S. Constitution to one million Americans is cause for hope. Indeed, we are already seeing it work! <u>Please learn</u> <u>more and join us</u> in making the Constitution the guiding principle of American government through Hillsdale's plan to educate "We the People."

Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College.

Update your email preferences to choose the types of emails you receive or to unsubscribe.

CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>,

≜DTS

Teach Truth Love Well

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom, Mark L. Bailey, Ph.D. President Dallas Theological Seminary

> You are receiving this email because you donated to DTS and opted to receive emails. unsubscribe from this list | | view email in browser







Second ... each provides them this:





YEAR-END (#583)

CONTROL

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

Subject: Your gift will help take our country back



Dear Fellow Conservative,

When you make your year-end donation to The Heritage Foundation, you do it because you want to save our country.

When you donate to Heritage, you know your gift is going toward getting America back on track – back to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

When you donate to Heritage by December 31, you will

- · Help educate the American people about the importance of your conservative principles to today's fights;
- · Bolster Heritage's work to give conservatives in Congress the intellectual ammunition they need to stand firm
- Support the work of more than 100 expert policy researchers working on issues like repealing Obamacare, cutting spending, strengthening our defenses, and getting back to constitutional government.

Please, make your year-end gift to Heritage today.

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



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





The Heritage Found: When you stand up for your conservative principles, you know your gift is going toward getting America back on track -- back to the principles of free enterprise, limited government, individuate freedom, traditional American values, and a strong national defense.

Please, make your year-end gift to Heritage today.



Heritage Fo

Dear Fellow Conserva

When you stand up for • Help educate the

Jim DeMint President





In Clicks

MONTHLY APPEAL (#6020)

CONTROL

Hello <<First Name>>,

A lot of kids grow up going to church and hearing God's truths, but they don't always internalize those truths and make them their own. So when they reach the point of leaving home, they also leave the church, because they had never really thought through *why* they should believe what they'd been taught.

I have a great resource to give to young people that helps them reason through the Gospel accounts and examine the evidence themselves to see if God's Word is true. It's called *Cold Case Christianity*, written by J. Warner Wallace.

It's a really interesting book because Wallace is a police detective specializing in solving cold cases—where he has to

Cold Case Christianity is our gift to you in thanks for a donation to Harvest Ministries today. You can get yours by going to this page:

https://harvest.org/cold_case_christianity

to Harvest Ministries today. You can get yours by going to this page: https://harvest.org/cold_case_christianity

<<First Name>>, the choice to believe in Christ can't be made by one's parents, grandparents, pastors, or teachers. Each of us, on our own, must examine the evidence and decide. Help the young people in your life to make an informed and educated decision by giving them *Cold Case Christianity*.

And let's continue praying for the young generation!

ln Christ, Greg

TREATMENT

Hello <<First Name>>,

A lot of kids grow up going to church and hearing God's truths, but they don't always internalize those truths and make them their own. So when they reach the point of leaving home, they also leave the church, because they had never really thought through *why* they should believe what they'd been taught.



MONEY BOMB (#5461)

CONTROL

new branch in Berlin to reach young Israelis who are immigrating there. Our new Jewish Ministry Initiative meets thousands of Jewish people online in hopes of tostering a relationship and starting conversations centered on Christ. And our *Multitudes Project* continues to reach our Jewish community in creative ways.

But with the big ministry opportunities experienced over the summer came a challenge that must be overcome

Due to this increase of ministry and the decrease in summer giving, we now face a projected \$300,000 budget shortfall. But, << Test First Name >>, as you know, the ministry of reaching Jewish people with the message of Christ must go on!

We have incredible ministry opportunities before us that could have an eternal impact on many Jewish people, but we need your help to carry them out. In fact, we have a very specific \$50,000 goal we need to reach by September 30 in order to achieve and complete these ministry opportunities.

Would you give a special gift today to help us reach more unsaved Jewish people with a bold proclamation of the gospel and help us meet our financial goal? Can I count on you?

If so, here is a link that will take you directly to the page where you can securely give your gift: http://www.jewsforjesus.org/fall16-4a

Thank you, << Test First Name >>, for helping us reach those who need to hear the gospel most. I am grateful for your support and shared desire to tell others about life through faith in Jesus.

Your brother in Him,

David

vhere you can securely give your gift: http://www.jewsforjesus.org/fall16-4a

TREATMENT

new branch in Berlin to reach young Israelis who are immigrating there. Our new Jewish Ministry Initiative meets thousands of Jewish people online in hopes of fostering a relationship and starting conversations centered on Christ. And our Multitudes Project continues to reach our Jewish community in creative ways.

But with the big ministry opportunities experienced over the summer came a challenge that must be overcome. Due to this increase of ministry and the decrease in summer giving, we rew face a projected \$300,000 budget shortfall. But, << Test First Name >>, as you know, the ministry of reaching Jewish people with the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the message of Christ must of the name of the maximum of the maximum of the name of the maximum of the name of the maximum of the name of the message of the maximum of the name of the name of the maximum of the name of

David





EMAIL ACQ FREE OFFER (#4861)



Dear Friend,

You're hearing a lot in the news these days about the presidential candidates for this year's election. Promises made, assurances given-if only you'll vote for them. And you're not alone.



This November, millions will head to the polls.

Learn more! >>>

people's understanding of the office of the President, we've made popular online course, "The Presidency and the Constitution," available to you for free.

When you sign up for this course today, you'll receive the first lesson immediately, with additional lessons to follow in the coming weeks.

I urge you as an American citizen to take this course and deepen your understanding of the proper role of the President in a constitutional republic.

Learn more >>>

Learn more! >>>

are saying

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

- Fred D.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."



Thank you,

Dear Friend.

You're hearing a lot in the news these days about the presidential candidates for this year's election. Promises made, assurances given-if only you'll vote for them. And you're not alone.

This November, millions will head to the polls, with differing expectations of what their



Activate your free course now!

TREATMENT

A message from our advertise

Townhall

HILLSDALE COLLEGE



All clicks are NOT created EQUAL.

Action-ready readers want to know WHERE your email is leading BEFORE they will proceed.

Because real people are clear about their intentions and requests.





QUESTION Does the format of the call to action matter?



(#4980)

CONTROL

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

TREATMENT

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



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

Greg





Because real people use raw links, not hyperlinked phrases or buttons.



QUESTION

What about an additional call-to-action above-the-fold?







Because real people need enough information before making a real decision.

What does this mean?



When it comes to the **email call-to-action**, **<u>be clear about your request</u>** <u>**and intensions**</u>.

- Is the goal of your email campaign to get a donations or is it something else?
- Is your call to action 100% clear?
- Are you presenting your first call to action too early (prior to enough information for *most* people)?
- Is it in a raw link format?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line' Tell them something cool. Make them laugh. Lake them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

From the introduction...(#6487)

Version A

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-taxhike 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

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.**



This bill could have an incredible impact on your taxes - and on our state, which



In Detail (#648

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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.

If you remember from the introduction, you can see small, key emotive language additions that help the reader **connect emotionally** to the message and the request.
In Detail (#648

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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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.

In addition, the more personal approach directly defines the role that the reader can play, while the control leaves it up for the reader to figure out.

In Detail (#648



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.

Status-quo politicians in Springfield don't want things to change. They want to continue their tax-and-spend habits. That's where you can help turn up the heat.

How could this add up to such a monumental difference in performance?

We're raising money to help pressure key lawmakers to support this no-tax-hike budget – and we're going to need every bit of support we can raise.

Would you be able to help us push this important new budget forward?

This bill could have an incredible impact on your taxes – and on our state, which desperately needs a balanced budget.

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.

Because real people are not allogic and reason.



We spend so much time learning to communicate to the **CONSCIOUS MIND** that we forget to communicate to the SUBCONSCIOUS MIND.



"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



Well, then this explains why sometimes...



(#4170) CONTROL

Dear {{{Salutation}}},

Did you know that the Holocaust is the single strongest source of Jewish identity for most Jewish

than the state of Israel, the Holy Scriptures or any other aspect of Jewish life and practice?

And did you know that the Holocaust is the greatest **No Difference** message because many believe this termible traged. **No Difference** perpetrated by Christians?

Sadly, many Christians worldwide, including Christian leaders, have concluded in light of these facts that they <u>should not share</u> the gospel with Jewish people at all and that they don't even hav

the right to do so.

This couldn't be further from the truth.

Here's why...

David Brickner, David Brickner, Executive Director,



TREATMENT

Dear {{{SALUTATION}}},

Did you know that the Holocaust is the single strongest source of Jewish identity for most Jewish

than the state of Israel, the Holy Scriptures or any other aspect of Jewish life and practice?



Being intellectually curious

Percent of Answers

Caring about Israel

Sadly, many Christians worldwide, including Christian leaders, have concluded in light of these facts that they <u>should</u> <u>not share the gospel with Jewish</u>

 $\underline{people \mbox{ at all }}$ and that they don't even have the right to do so.

This couldn't be further from the truth.



(#6655) CONTROL

Hi, Friend,

This has been a whirlwind the past two weeks. There have been a lot of developments from D.C., and I wanted to make sure I was updating you on our latest news.

We are at a critical point with Congress in the fight to stop Planned Parenthood's

With the legislation to defund Planned Parenthood now in the U.S. Senate, it is important now, more than ever, that you are equipped with resources and information to be an active member in the fight for life.

As you know, Planned Parenthood is America's biggest abortion chain, committing over 34 percent of abortions in the United States. According to its own 2014-2015 annual report, the corporation committed 323,999 abortions in 2015 — that's 887 abortions a day, or one abortion every 97 seconds.

Not only has Planned Parenthood demonstrated a continued lack of respect for the about the scope of health and the scope of he

As a defender of life, I want to make sure you are able to articulate your stance on this issue of Planned Parenthood's funding with your friends and family in an effort to bring truth to these lies and win more people over to the cause of life.

That is why my team has developed an eBook, 5 Talking Points to Debunk Planned Parenthood, just for you!

In this free eBook, you will learn five key talking points that will help you stand up for your beliefs and address the debate over Planned Parenthood's funding.

I encourage you to download your free copy of 5 *Talking Points to Debunk Planned Parenthood* today so that you can continue to be informed and share this information with others during this key time in our country for the pro-life movement.

Here is the link where you can get this free and informative eBook: http://liveaction.org/debunk-ppebook/

Together, in the fight for life,

Lila Rose President and Founder Live Action

TREATMENT

Hi, Friend,

This has been a whirlwind the past two weeks. There have been a lot of developments from D.C., and I wanted to make sure I updated you on our latest news.

We are at a critical point with Congress in the fight to stop Planned Parenthood's taxpayer funding.

with the legislation to defund Planned Parenthood how in the U.S. Senate, it is importanow, more than ever, that you are equipped with resources and information to be an active member in the fight for life.

As you know, Planned Parenthood is America's biggest abortion chain, committing over 34 percent of abortions in the United States. According to its own 2014-2015 annual report, the corporation committed 323,999 abortions in 2015 — that's 887 abortions a day, or one abortion every 97 seconds.

> as Planned Parenthood demonstrated a continued lack of respect for the human life, the abortion giant continues to lie about the scope of health provides, perpetuating faulty information in the mainstream media while trying e Congress not to redirect taxpayer money to more worthy health care

As a defender of life, I want to make sure you are able to articulate your stance on this issue of Planned Parenthood's funding with your friends and family in an effort to bring truth to these lies and win more people over to the cause of life.



That is why my team has developed an eBook, 5 Talking Points to Debunk Planned Parenthood, just for you!



will help you stand up for your beliefs and address the debate over Planned Parenthood's funding.

I encourage you to download your free copy of 5 Talking Points to Debunk Planned Parenthood today so that you can continue to be informed and share this information with

others during this key time in our country for the pro-life movement.

Here is the link where you can get this free and informative eBook: <u>http://liveaction.org/debunk-ppebook/</u>

Together, in the fight for life,

Lila Rose President and Founder Live Action



(#6272)

Version A

Dear Fellow American,

I hope you're having a great week so far. I wanted to reach out to you to tell you the latest news about Barronelle Stutzman.

You might not know her name, but you know her story.

Barronelle is a humble grandmother and talented florist in Washington state who acted on faith and declined to create custom floral arrangements to celebrate a long-time customer's same-sex wedding.

Since she made that decision, she's been mercilessly attacked by the ACLU and the State of Washington for exercising freedoms that are protected by the United States Constitution.

And this past Thursday, the Washington Supreme Court told Barronelle that the government can force her to act against her faith.

Barronelle has one last resort: The U.S. Supreme Court. And the ACLU is already loading up their legal fund, recently raising \$24 million in a single weekend. But Barronelle's case shows us what they do with their money: attack innocent grandmothers who are peacefully living out their faith.

Barronelle does not stand alone. Alliance Defending Freedom is in her corner. We've defeated the ACLU many times before, and won landmark cases like Conestoga Wood Specialties v. Burwell, the famous "Hobby Lobby" case.

Your support will ensure that we can give Barronelle the legal help that she deserves.

We're looking for 1 million people to give \$24 or more today, to give Barronelle the funds she needs to stand up against the ACLU.

When you give, you won't stand alone. Generous ministry friends have already given a <u>\$2 million dollar</u> matching grant, which will double the amount of your gift today.

Will you stand with Barronelle—and help defend the religious liberty we all enjoy as Americans?

Make your donation using the secure link below:

https://adflegal.org/barronelle-stutzmans-story/donate

Thank you,

Michael Farris CEO

Version B

Dear Fellow American,

I hope you're having a great week so far. I wanted to reach out to you to tell you the latest news about Barronelle Stutzman.

You might not know her name, but you know her story.

Barronelle is a humble grandmother and talented florist in Washington state who acted on faith and declined to create custom floral arrangements to celebrate a long-time customer's same-sex wedding.

Since she made that decision, she's been mercilessly attacked by the ACLU and the State of Washington for exercising freedoms that are protected by the United States Constitution.



Barronelle Stutzman, owner of Arlene's Flowers

And this past Thursday, the Washington Supreme Court told Barronelle that the government can force her to act against her faith.

Barronelle has one last resort: The U.S. Supreme Court. And the ACLU is already loading up their legal fund, recently raising \$24 million in a single weekend. But Barronelle's case shows us what they do with their money: attack innocent grandmothers who are peacefully living out their faith.

Barronelle does not stand alone. Alliance Defending Freedom is in her corner, We've defeated the ACLU many times before, and won landmark case famous "Hobb Your support that she dese We're looking Barronelle the When you give have already double the an Donations Will you stand we all enjoy a Make your donation using the secure link below:

https://adflegal.org/barronelle-stutzmans-story/donate

Thank you,

What was it about the image in this email that made a difference?

Winner

Dear Fellow American,

I hope you're having a great week so far. I wanted to reach out to you to tell you the latest news about Barronelle Stutzman.

You might not know her name, but you know her story.

Barronelle is a humble grandmother and talented florist in Washington state who acted on faith and declined to create custom floral arrangements to celebrate a long-time customer's same-sex wedding.

Since she made that decision, she's been mercilessly attacked by the ACLU and the State of Washington for exercising freedoms that are protected by the United States Constitution.



Barronelle Stutzman, owner of Arlene's Flowers

And this past Thursday, the Washington Supreme Court told Barronelle that the government can force her to act against her faith.

Barronelle has one last resort: The U.S. Supreme Court. And the ACLU is already loading up their legal fund, recently raising \$24 million in a single weekend. But Barronelle's case shows us what they do with their money: attack innocent grandmothers who are

For this email audience inparticular, it was bad enough that they felt certain people were 'picking on' someone due to the topic at-hand.

Winner

Dear Fellow American,

I hope you're having a great week so far. I wanted to reach out to you to tell you the latest news about Barronelle Stutzman.

You might not know her name, but you know her story.

Barronelle is a humble grandmother and talented florist in Washington state who acted on faith and declined to create custom floral arrangements to celebrate a long-time customer's same-sex wedding.

Since she made that decision, she's been mercilessly attacked by the ACLU and the State of Washington for exercising freedoms that are protected by the United States Constitution.



Barronelle Stutzman, owner of Arlene's Flowers

And this past Thursday, the Washington Supreme Court told Barronelle that the government can force her to act against her faith.

Barronelle has one last resort: The U.S. Supreme Court. And the ACLU is already loading up their legal fund, recently raising \$24 million in a single weekend. But Barronelle's case shows us what they do with their money: attack innocent grandmothers who are

But once they *saw* the person that was being 'picked on', the stereotype she fit in their mind intensified desire to take action, DESPITE the fact that the text attempted to describe her appearance.



What does this mean?



- When it comes to adding or adjusting content, make it emotive.
- Have you read your email out loud?
- Does the email make you feel anything? If not, revise it.
- What adjustments can you make so that the reader can sense energy and emotion?
- Is it authentic to your sender and organization?
- Is it also aligned with the main message's value proposition?



Humanizing Email

- Design and Format
- Salutation
- Body Copy
- Call to Action
- Tone and Voice
- Envelope

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Humanizing Email

Design and Format

Salutation

Body Copy

Call to Action

Tone and Voice

• Envelope

Tim Kachuriak A few ideas to kick off 2018 Fri 1/5 Hi Next, Congratulations! You've

Hi Jon,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan

LINK TO A LANDING PAGE ON YOUR SITE (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

© NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails

Email Open = Subject Line

Right?



Email Open *≠* Subject Line





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.



You must adjust each element of your email envelope to AUTHENTICATE the personal approach you are taking.



Version A

Version B

Jim DeMint

Make this bold statement

 Dear Fellow Conserva

<u>or</u>

Dear Fellow Conservative, with only a few days until the ne

Christie Fogarty

Checking In

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





Conclusion

OPTIMIZING THE EMAIL BODY



People will treat purely digital experiences like they are experiences with real people. Write your email like it is to a real person, from a real person.

How do I apply all of this stepby-step?

Humanizing your email

- 1. Choose an **email design** that mimics what you would send to a friend.
- 2. Start a **salutation** with their name and, if possible, a personally relevant introduction.
- 3. Before you make a request, make sure there is enough **body copy** to answer the question why... both for the email and for the request.
- 4. When you make a **call-to-action** request, be clear about your desire and intentions.
- 5. Read the email out loud and add/adjust content to account for **tone/voice** so it sounds like it is from a human, and makes you feel something.
- 6. Ensure that each aspect of your **email envelope** reflects that it is a real email from a real person.





EMAIL FUNDRAISING OPTIMIZATION FREE ONLINE COURSE

ACTIVATE YOUR FREE COURSE TODAY nextafter.com/email



What are your QUESTIONS?