

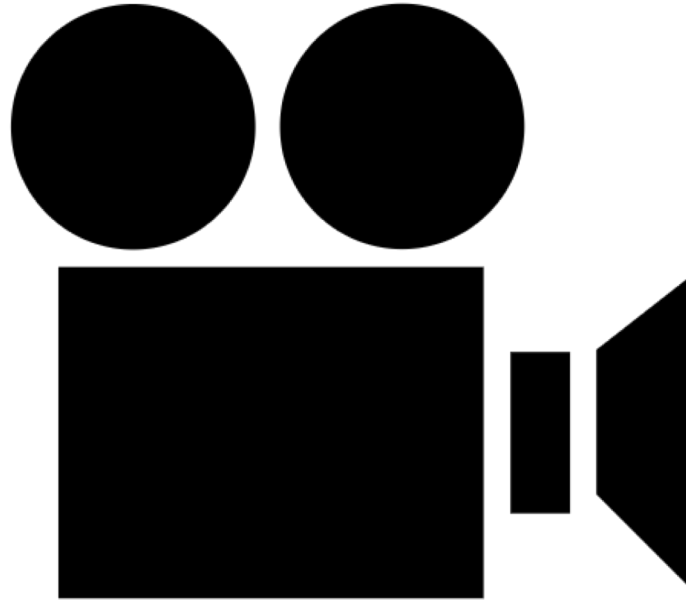
Boost Your

#GI **ING** **TUESDAY**

Revenue Using Content Marketing

Starting at 1pm Central Time

A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for Q&A.

A Few Quick things...

Use the Chat window
to ask a question or
drop in a comment.

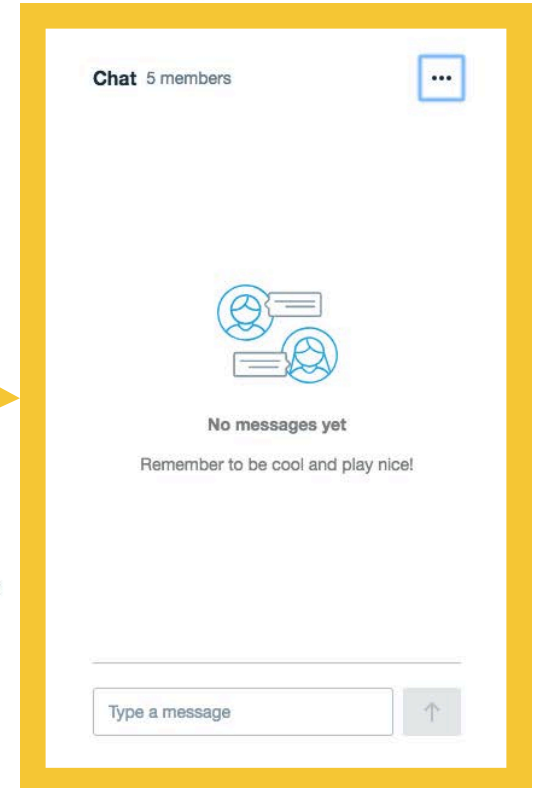
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Today's Speaker



Nathan Hill

Marketing Director

nathan@nextafter.com



Today's Speaker



Nathan Hill

Marketing Director

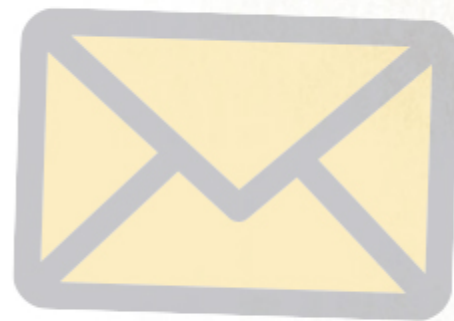
nathan@nextafter.com



Boost Your

#GI **ING** **TUESDAY**

Revenue Using Content Marketing



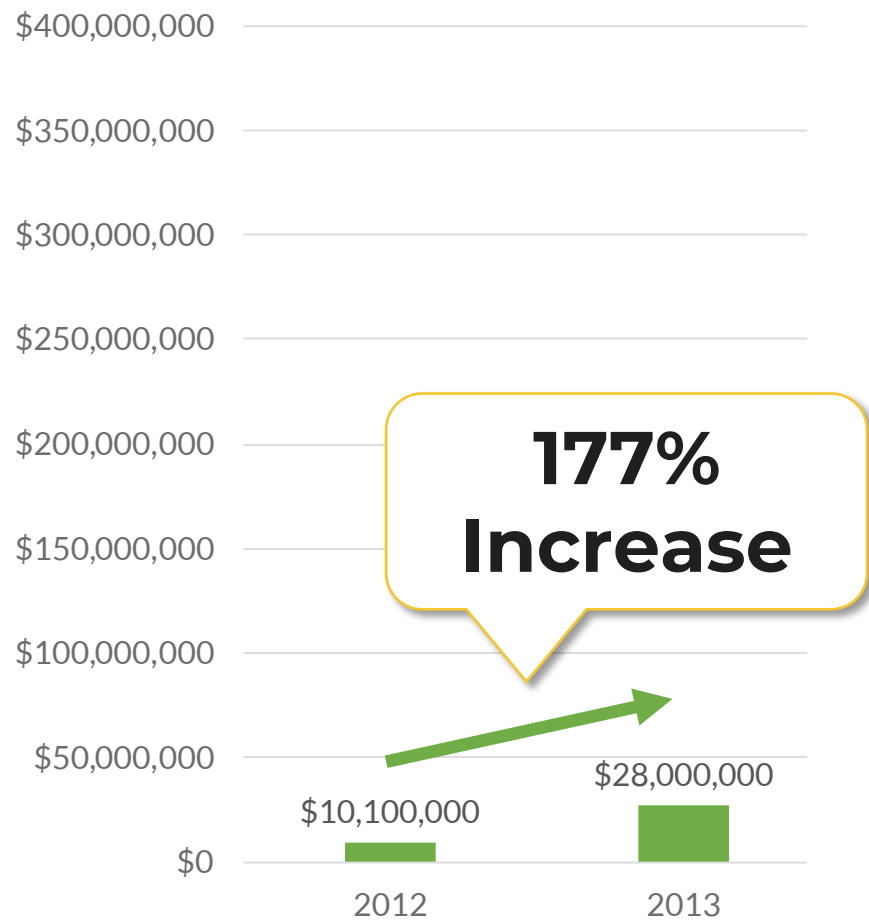
Is Giving Tuesday really
that important?



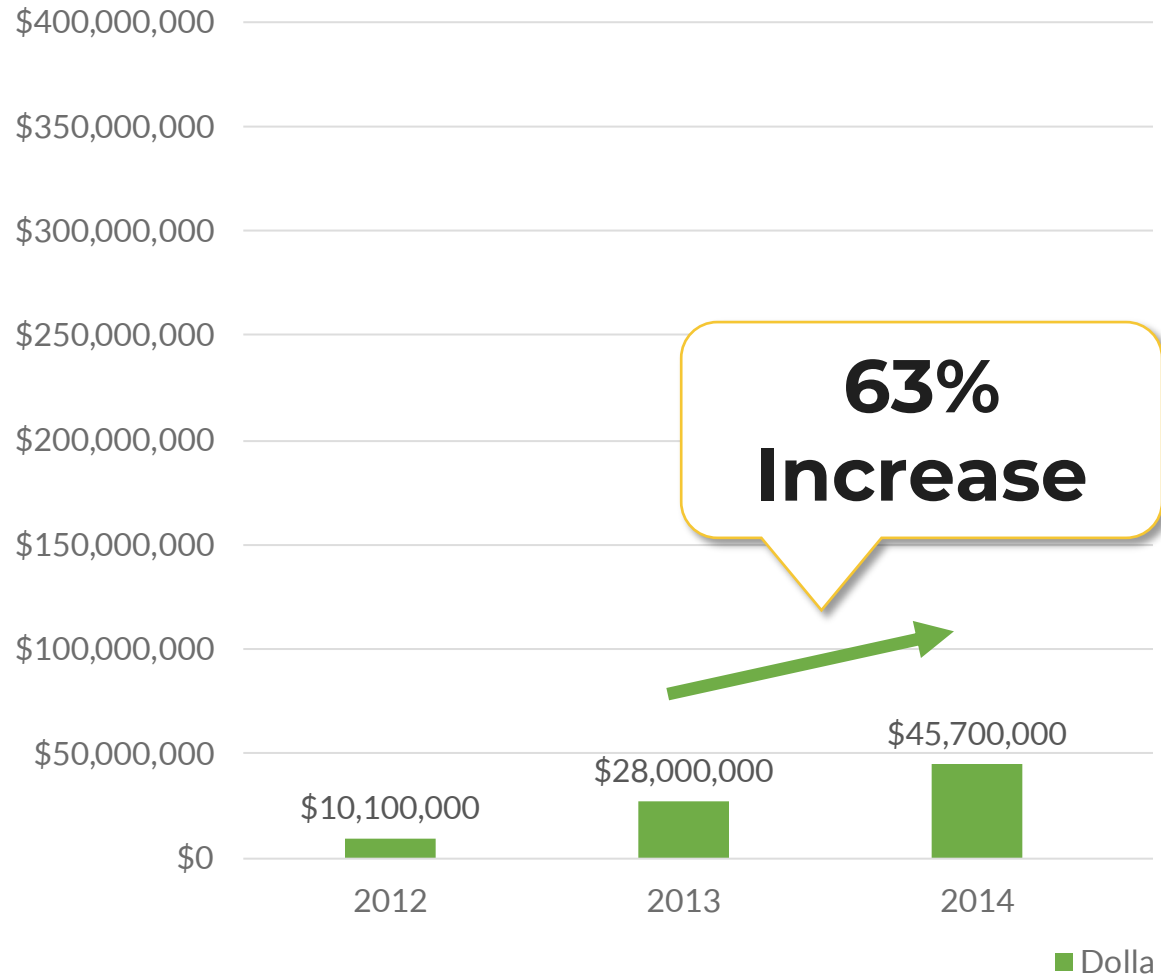
Giving Tuesday Revenue Over Time



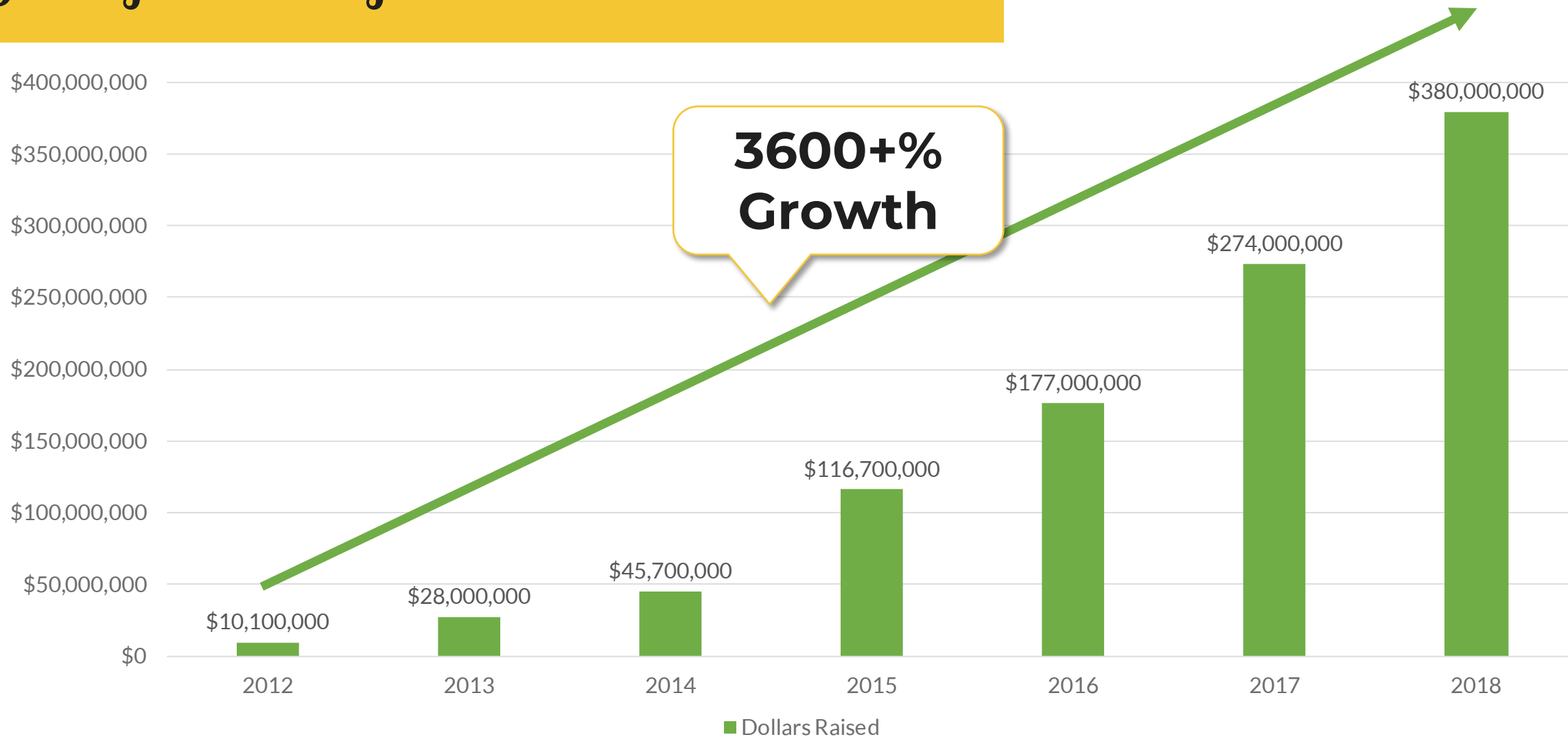
Giving Tuesday Revenue Over Time



Giving Tuesday Revenue Over Time



Giving Tuesday Revenue Over Time



Giving Tuesday Revenue Over Time



How far reaching is Giving
Tuesday?



14.2 billion
social media impressions



14.2 billion
social media impressions

150 countries
participated in Giving Tuesday



14.2 billion

social media impressions

150 countries

participated in Giving Tuesday

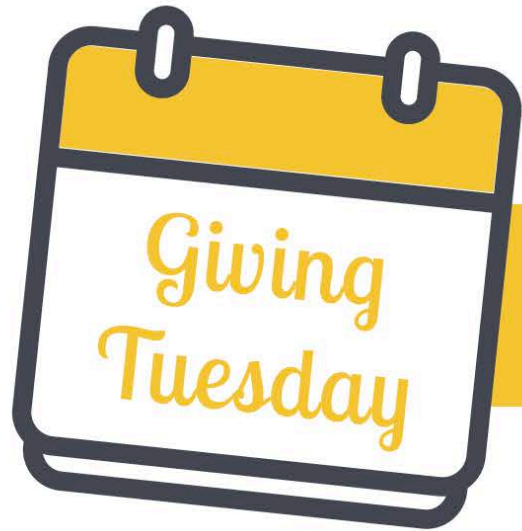
Your donors will see Giving Tuesday *everywhere*, even if your organization does not participate.

14.2 billion

social media impressions

150 countries

participated in Giving Tuesday



58%

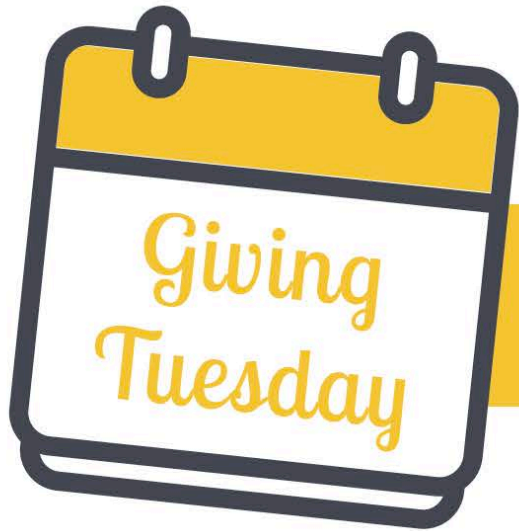
***58% of organizations sent emails
on Giving Tuesday 2018.***

14.2 billion

social media impressions

150 countries

participated in Giving Tuesday



*58% of organizations sent emails
on Giving Tuesday 2018.*

58%

42% did not participate.



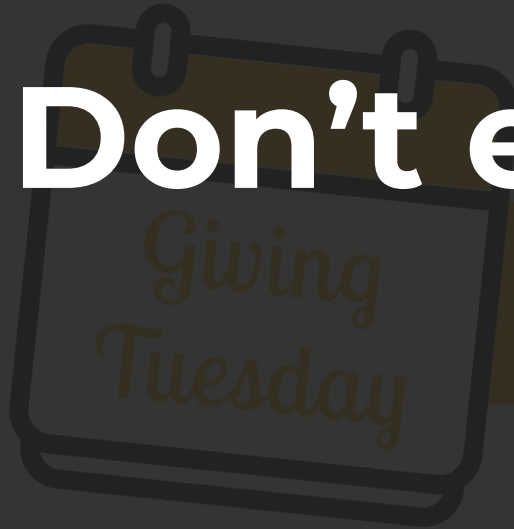
14.2 billion

social media impressions

150 countries

participated in Giving Tuesday

**Don't expect donations if you
don't ask.**



58% of organizations sent emails
on Giving Tuesday 2018.



Good morning, Nathan.

Incase you forgot...one of the biggest giving days of the year is coming up fast.

Giving Tuesday grows in importance every single year. In fact, according to NPSource, GivingTuesday brought in \$380M in 2018 – up 38% from 2017.

You can take the simple approach of sending an email to donors on the morning of Giving Tuesday with a straight forward donation ask, and you might see some success.

But we've been testing a new strategy that can help you prepare your donors for Giving Tuesday, and let them experience your organization in a way that leads to even greater donations and revenue.

At the core of this strategy is content marketing.

In another free webinar on November 14th at 1pm central, I'll be breaking down this Giving Tuesday content marketing strategy for you. During the webinar, you'll learn how to:

- Prime your donor for Giving Tuesday
- Leverage content marketing to drive Giving Tuesday revenue
- Create 3 different emails to send during your Giving Tuesday campaign

We'll also talk about specific tactics to use on your donation page to support this content marketing strategy, and lead to more donations.



You can reserve your spot for the free Giving Tuesday webinar here:

<https://www.nextafter.com/webinar-registration>



Boost Your Giving Tuesday Revenue Using Content Marketing [Free Webinar]

November 14th @ 1pm Central Time

[Reserve Your Spot »](#)

Think you can make it?

- Nathan

--

Nathan Hill

NextAfter

Marketing Director

nathan@nextafter.com

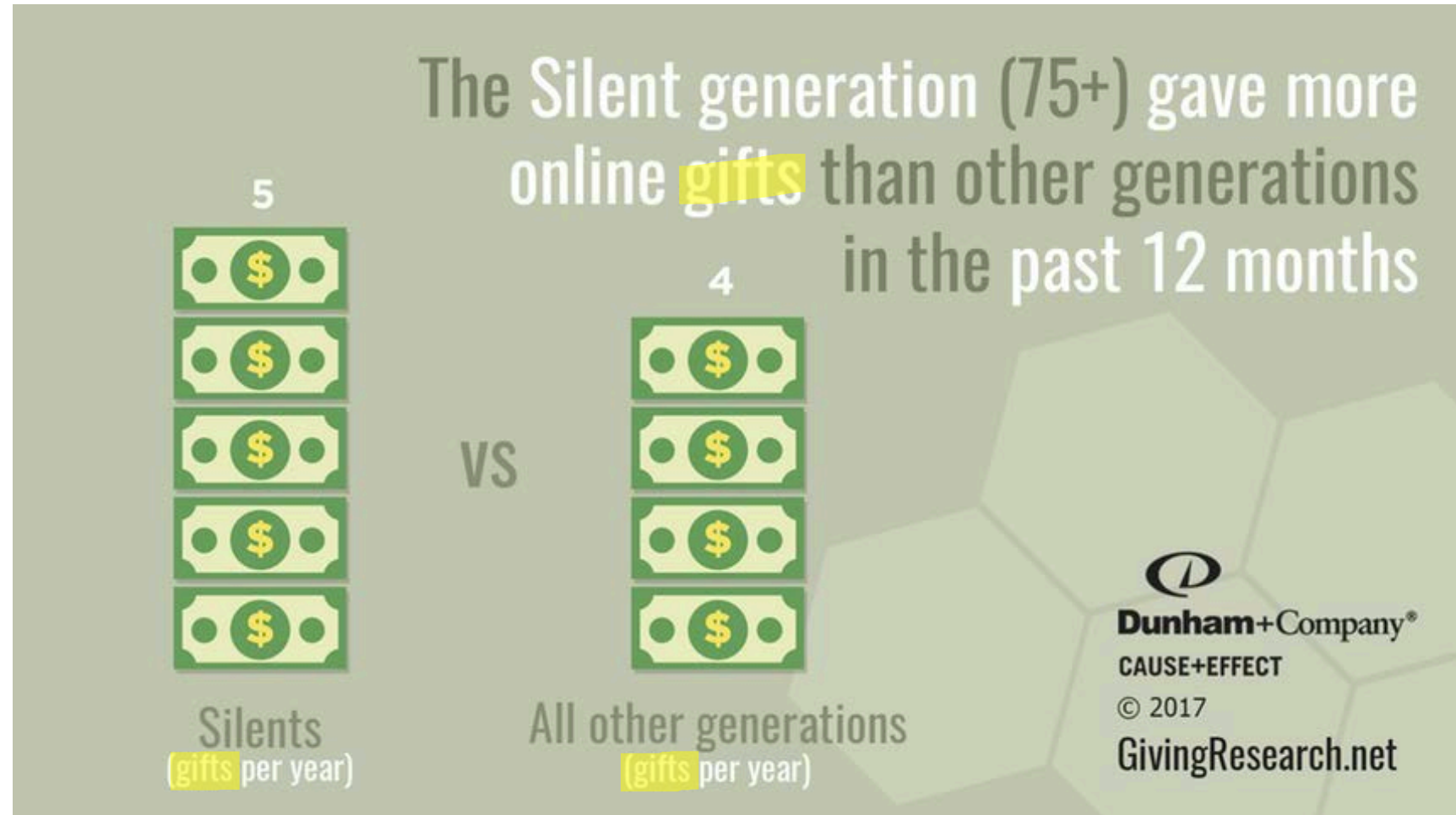
(309) 265-6844



Nathan, we will not be participating in "Giving Tuesday". We have done so for many years in the past and it doesn't really work for us

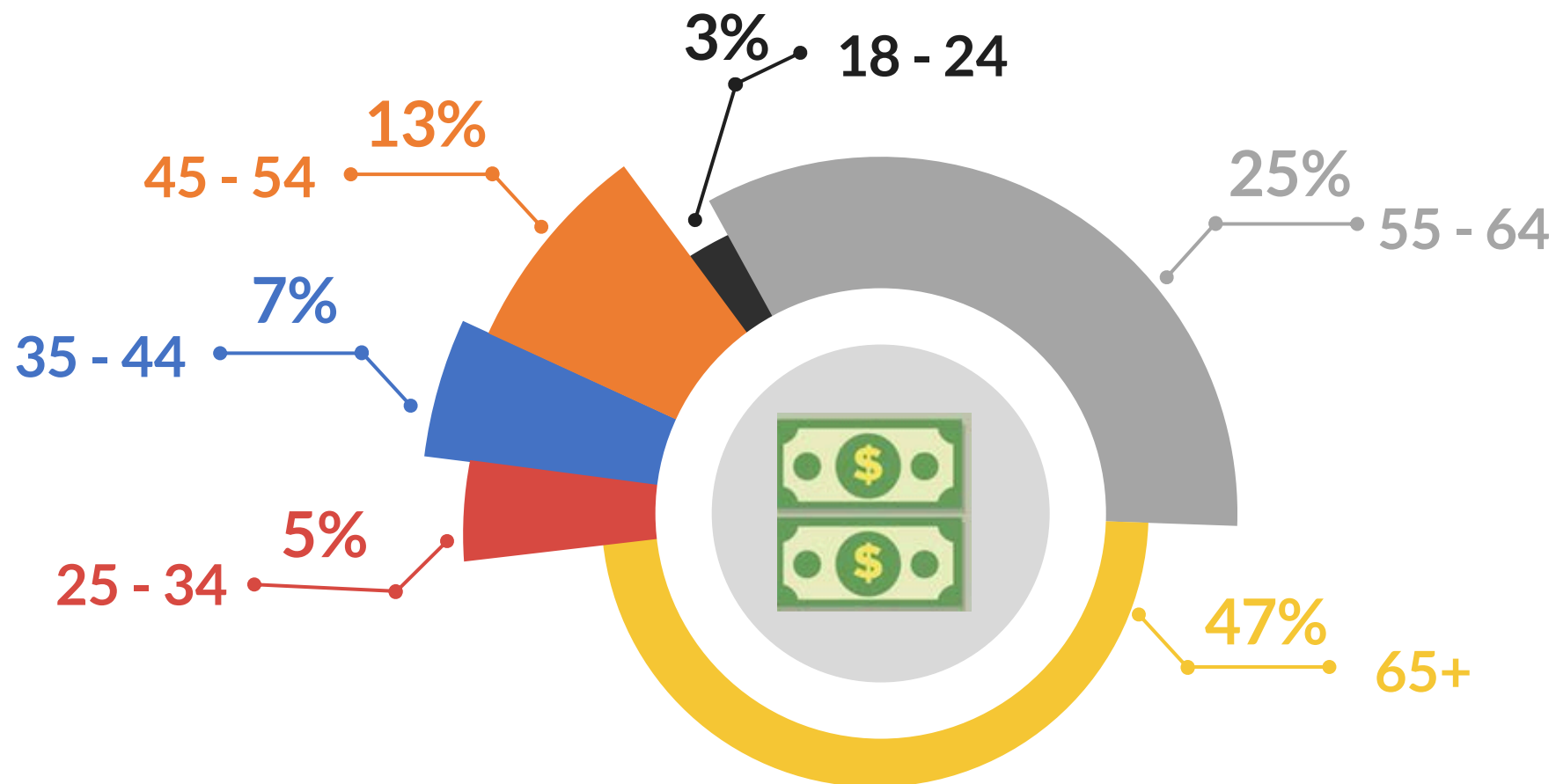
I am not interested in doing it again. Approximately 65% of our donors do not have computers or cell phones that do much.





What Our Data Says...

BENCHMARKS

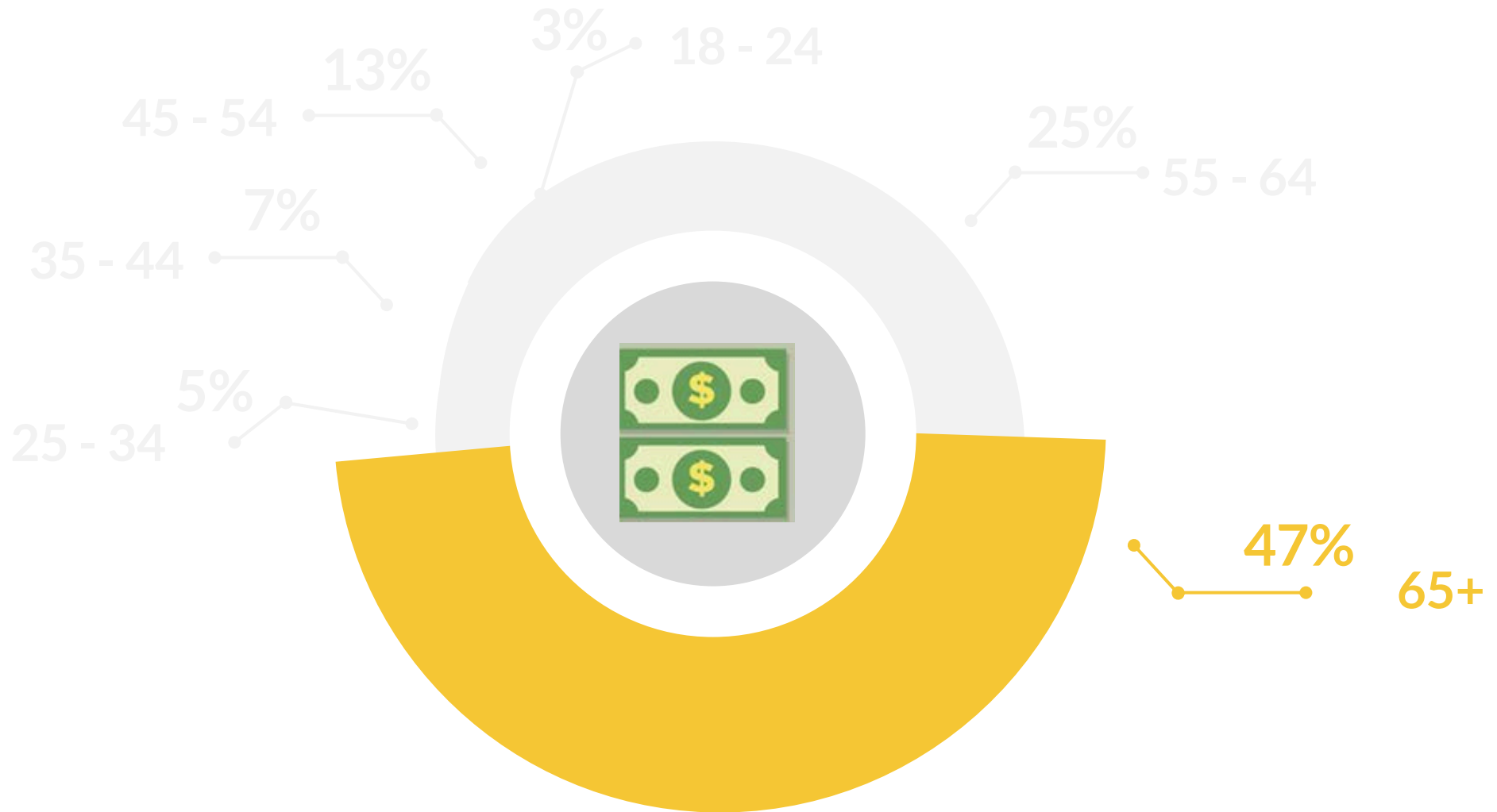


Source: 10 NextAfter Clients, Online Giving in 2017 From More Than 208,000 Transactions and \$17,830,000 in Donations



What Our Data Says...

BENCHMARKS

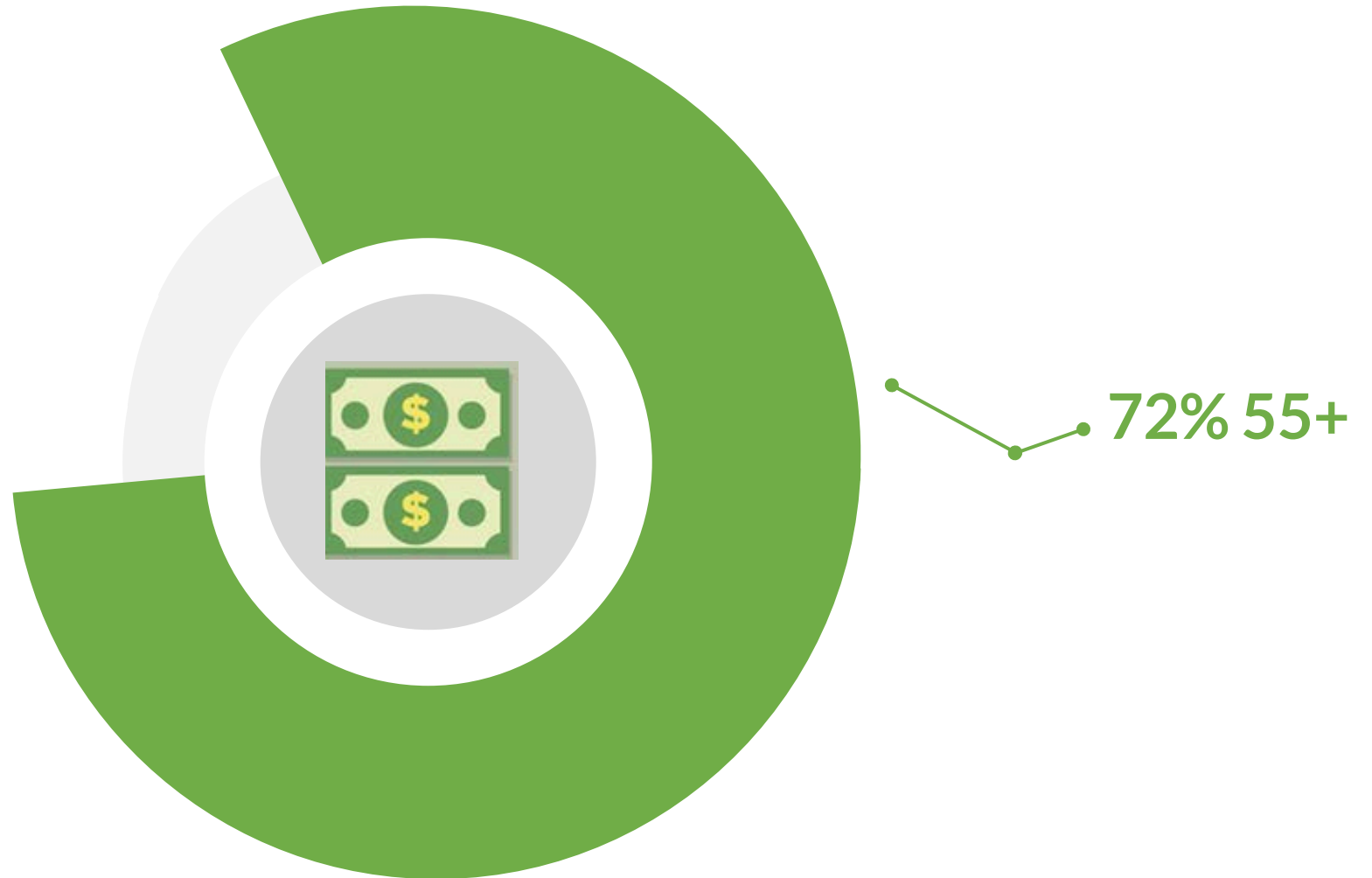


Source: 10 NextAfter Clients, Online Giving in 2017 From More Than 208,000 Transactions and \$17,830,000 in Donations



What Our Data Says...

BE  CHMARKS



Source: 10 NextAfter Clients, Online Giving in 2017 From More Than 208,000 Transactions and \$17,830,000 in Donations



... For Real...

	743,988 % of Total: 45.39% (1,639,089)	634,927 % of Total: 40.22% (1,578,452)	1,014,878 % of Total: 43.41% (2,337,729)	83.42% Avg for View: 87.23% (-4.37%)	1.21 Avg for View: 1.16 (4.10%)	00:00:47 Avg for View: 00:00:35 (33.93%)	61,866 % of Total: 60.41% (102,407)	\$4,787,232.00 % of Total: 55.42% (\$8,637,743.00)
1. 65+	368,241 (47.79%)	301,775 (47.53%)	513,152 (50.56%)	82.71%	1.22	00:00:49	36,239 (58.58%)	\$2,677,590.00 (55.93%)
2. 55-64	205,691 (26.69%)	169,187 (26.65%)	258,783 (25.50%)	83.36%	1.21	00:00:45	14,452 (23.36%)	\$1,134,568.00 (23.70%)
3. 45-54	101,304 (13.15%)	83,961 (13.22%)	123,782 (12.20%)	84.39%	1.20	00:00:43	5,944 (9.61%)	\$504,804.00 (10.54%)
4. 35-44	46,096 (5.98%)	38,692 (6.09%)	57,978 (5.71%)	85.86%	1.18	00:00:42	2,492 (4.03%)	\$227,624.00 (4.75%)
5. 25-34	30,829 (4.00%)	25,735 (4.05%)	38,044 (3.75%)	85.21%	1.20	00:00:44	1,696 (2.74%)	\$160,978.00 (3.36%)
6. 18-24	18,410 (2.39%)	15,577 (2.45%)	23,139 (2.28%)	85.43%	1.20	00:00:49	1,043 (1.69%)	\$81,668.00 (1.71%)



... For Real...For Real...

	468,274 % of Total: 63.59% (736,431)	436,482 % of Total: 62.22% (701,503)	623,631 % of Total: 64.83% (961,948)	83.19% Avg for View: 83.15% (0.06%)	1.13 Avg for View: 1.12 (0.03%)	00:00:46 Avg for View: 00:00:46 (-0.34%)	34,603 % of Total: 65.67% (52,695)	\$2,926,706.76 % of Total: 65.37% (\$4,477,015.94)
1. 65+	229,990 (47.96%)	206,587 (47.33%)	319,587 (51.25%)	80.66%	1.14	00:00:54	20,637 (59.64%)	\$1,601,192.35 (54.71%)
2. 55-64	127,362 (26.56%)	116,002 (26.58%)	156,826 (25.15%)	85.43%	1.11	00:00:38	7,947 (22.97%)	\$660,437.09 (22.57%)
3. 45-54	57,086 (11.90%)	53,104 (12.17%)	68,060 (10.91%)	86.52%	1.10	00:00:34	3,096 (8.95%)	\$333,608.58 (11.40%)
4. 35-44	27,912 (5.82%)	25,963 (5.95%)	33,712 (5.41%)	86.44%	1.11	00:00:35	1,422 (4.11%)	\$180,138.00 (6.15%)
5. 25-34	22,328 (4.66%)	20,699 (4.74%)	27,579 (4.42%)	84.92%	1.15	00:00:40	1,017 (2.94%)	\$118,488.29 (4.05%)
6. 18-24	14,853 (3.10%)	14,127 (3.24%)	17,867 (2.86%)	87.36%	1.11	00:00:34	484 (1.40%)	\$32,842.45 (1.12%)



...For Real...For Real...For Real...

	513,581 % of Total: 61.24% (838,577)	497,664 % of Total: 60.21% (826,479)	738,354 % of Total: 64.54% (1,144,064)	62.03% Avg for View: 65.10% (-4.72%)	2.41 Avg for View: 2.27 (6.43%)	00:00:50 Avg for View: 00:00:53 (-5.89%)	5,769 % of Total: 67.54% (8,542)	\$804,258.62 % of Total: 67.45% (\$1,192,444.66)
1. 65+	204,456 (38.37%)	192,203 (38.62%)	306,169 (41.47%)	63.58%	2.24	00:00:35	1,485 (25.74%)	\$92,989.06 (11.56%)
2. 55-64	135,235 (25.38%)	124,258 (24.97%)	178,624 (24.19%)	59.69%	2.49	00:00:42	1,272 (22.05%)	\$138,426.84 (17.21%)
3. 45-54	65,432 (12.28%)	60,355 (12.13%)	84,614 (11.46%)	59.10%	2.58	00:00:57	956 (16.57%)	\$154,198.57 (19.17%)
4. 25-34	44,527 (8.36%)	42,297 (8.50%)	59,531 (8.06%)	61.91%	2.65	00:01:33	834 (14.46%)	\$208,344.89 (25.91%)
5. 35-44	46,276 (8.69%)	42,778 (8.60%)	62,334 (8.44%)	59.55%	2.76	00:01:28	792 (13.73%)	\$176,464.54 (21.94%)
6. 18-24	36,865 (6.92%)	35,773 (7.19%)	47,082 (6.38%)	69.53%	2.18	00:01:05	430 (7.45%)	\$33,834.72 (4.21%)



Nathan, we will not be participating in "Giving Tuesday". We have done so for many years in the past and it doesn't really work for us

I am not interested in doing it again. Approximately 65% of our donors do not have computers or cell phones that do much.



participating in "Giving
to for many years in the
work for us

g it again. Approximately
have computers or cell

I don't think it's effective unless you have a big social media presence and you have a huge number of donors who are ready to ask others to support you. It's not the way that I prefer to raise funds.



participating in "Giving
for many years in the
work for us

g it again. Approximately
have computers or cell

I don't think it's effective unless you have a big social media presence and you have a huge number of donors who are ready to ask others to support you. It's not the way that I prefer to raise funds.

This strategy doesn't require a big social media following.



unless you have a big
you have a huge number
to ask others to support
prefer to raise funds.

After trying various strategies, the one that works
the best for us is **GIVING** a gift on Giving Tuesday,
and still only nets around \$2.4K (in comparison,
other appeals bring in anywhere from \$11K-30K)



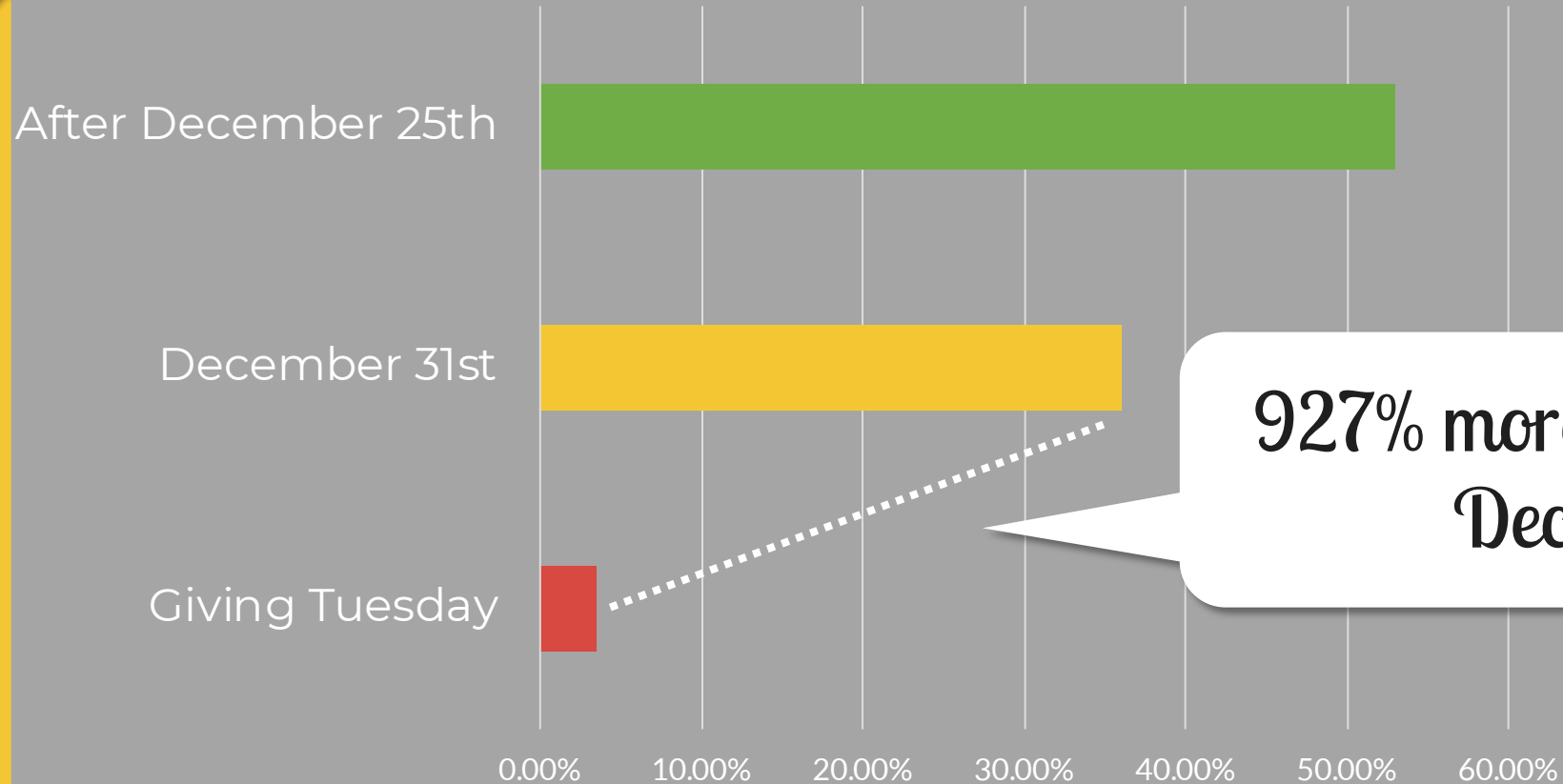
unless you have a big
you have a huge number
to ask others to support
prefer to raise funds.

After trying various strategies, the one that works
the best for us is **GIVING** a gift on Giving Tuesday,
and still only nets around \$2.4K (in comparison,
other appeals bring in anywhere from \$11K-30K)

Everything must be held in the right
priority. And Dec. 31st is far more important.



Percentage of Online Year-End Revenue



927% more revenue on
Dec. 31st

The 3-Email Strategy for Giving Tuesday



Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

17 Emails You Can Send This Year-End

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S. if you have a special deadline approaching

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

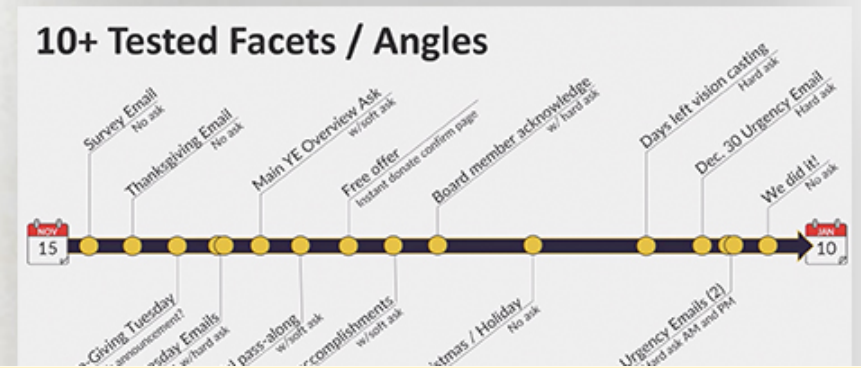
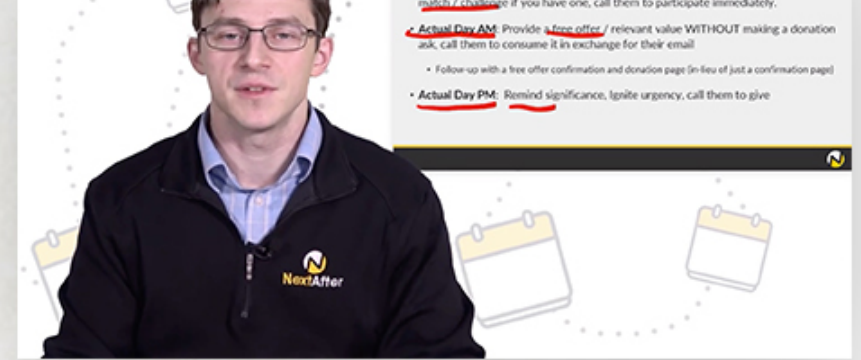
Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount



Year-End Fundraising Certification Course

Courses.nextafter.com



Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

17 Emails You Can Send This Year-End

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S. if you have a special deadline approaching

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount



Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S if you have a special deadline approaching

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



We Did It! Email

- **Announce** that you hit your goal (or a certain percentage of it).
- **Thank** them for their generosity and support
- **DO NOT** ask for an additional donation

Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S if you have a special deadline approaching

Mid-December Reminder Email

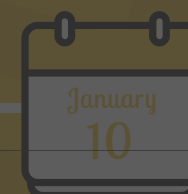
- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount

December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

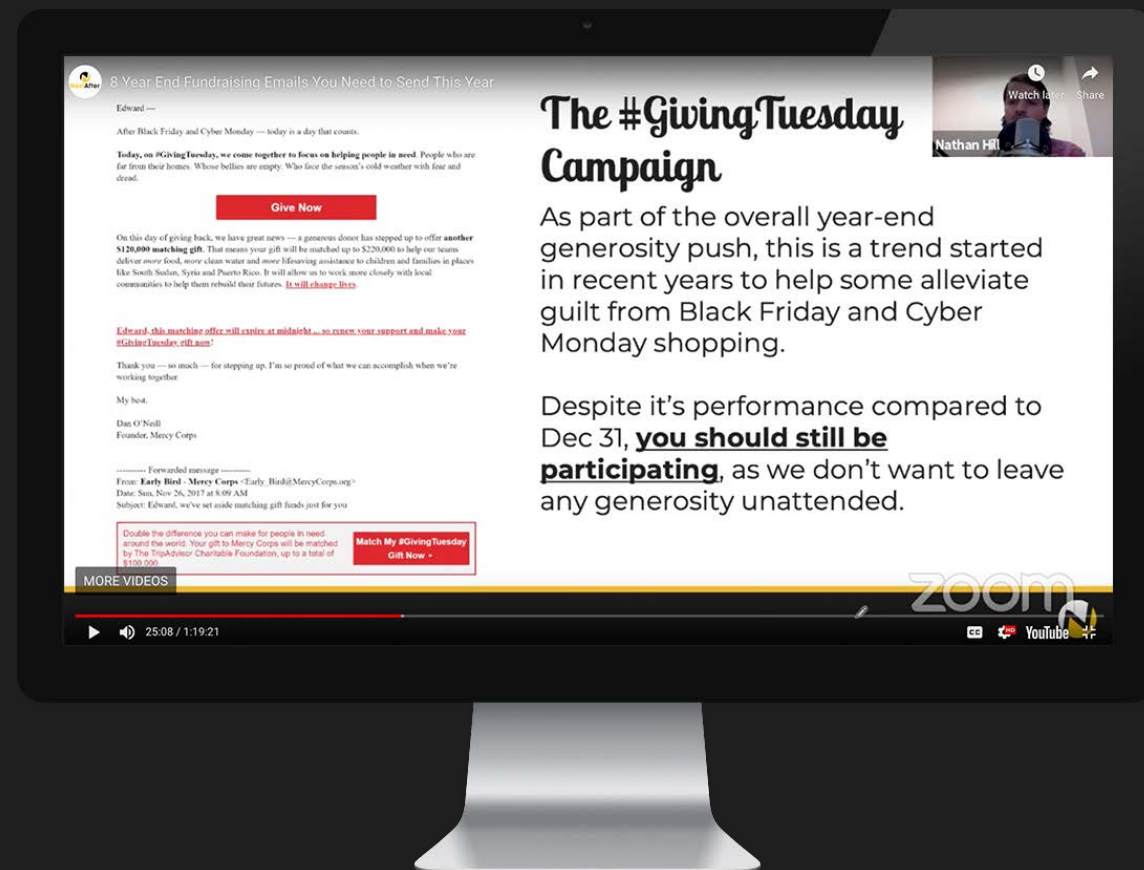
We Did It! Email

- **Announce** that you hit your goal (or a certain percentage of it).
- **Thank** them for their generosity and support
- **DO NOT** ask for an additional donation



If you can only send one email for Giving Tuesday...

*See Last Month's Webinar
at nextafter.com/year-end*



The Giving Tuesday Email Timeline



The Giving Tuesday Email Timeline



The Sunday Before



The Giving Tuesday Email Timeline



The Sunday Before



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Evening



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





The Sunday Before

The Goal

Educate donors on the significance of Giving Tuesday, **announce a match** or goal if you have one, and call them to **participate *immediately***.



Key Elements to Include

Email 1 - The Sunday Before

- ☐ **Acknowledge** their name and the reason for your email (Giving Tuesday is coming)
- ☐ **Educate them** on the day itself and why it's important for them to participate.
- ☐ **Ask them for a donation now** as a result of your shared values.
- ☐ **Announce** a match if available.



The Sunday Before



Lead-up Example

Send your Giving Tuesday gift and it will be matched



DONATE NOW



Giving Tuesday is almost here

Dear Lela,

Tomorrow is Giving Tuesday, the global day of giving.

As part of our Giving Tuesday fundraising effort, our goal is to raise enough funds to provide 24 homes to poor families in 24 hours. When you give a gift of a home in Jamaica, Honduras or Nicaragua, your gift of a home will be matched. **In addition, any gifts made toward housing will be matched dollar-for-dollar (up to \$100,000) to help build homes for desperately poor families.**

Poor families like Candida's suffer daily living in unsafe conditions, but you can change that.

Please, send your most generous gift today to help those in desperate need.

A servant of the poor,



Robin G. Mahfood
President, CEO

DONATE NOW

*"Lord, when did we see you hungry or thirsty or a stranger
or needing clothes or sick or in prison,
and did not help you?"*
(Matthew 25:44)

Follow   

Please Donate Today



HOME | CONTACT US | EMPLOYMENT | PRIVACY POLICY | SITE MAP |
SECURITY

Food For The Poor, Inc., 6401 Lyons Road
Coconut Creek, Florida 33073 USA
(954) 427-2222

Contributions are tax deductible under Internal Revenue Code Section 501(c)

Send your Giving Tuesday gift and it will be matched



DONATE NOW



Giving Tuesday is almost here

Dear Lela,

Tomorrow is Giving Tuesday, the global day of giving.

As part of our Giving Tuesday fundraising effort, our goal is to raise enough funds to provide 24 homes to poor families in 24 hours. When you give a gift of a home in Jamaica, Honduras or Nicaragua, your gift of a home will be matched. **In addition, any gifts made toward housing will be matched dollar-for-dollar (up to \$100,000) to help build homes for desperately poor families.**

Poor families like Candida's suffer daily living in unsafe conditions, but you can change that.

Please, send your most generous gift today to help those in desperate need.

A servant of the poor,



Robin G. Mahfood
President, CEO

DONATE NOW



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





Giving Tuesday Morning

The Goal

Provide a free offer *without* making a donation ask. Ask them to get the offer in exchange for their email address.





Giving Tuesday Morning

The Goal

Provide a free offer *without* making a donation ask. Ask them to get the offer in exchange for their email address.

***Even though you already have it.**



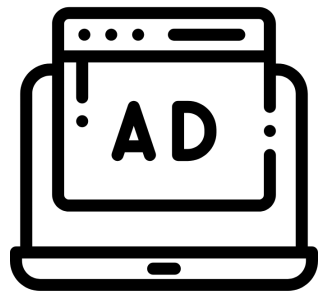


Before we look at the email, let's
look at the **larger strategy**.

Giving Tuesday Morning

**Even though your content may be it.*
content marketing





OR



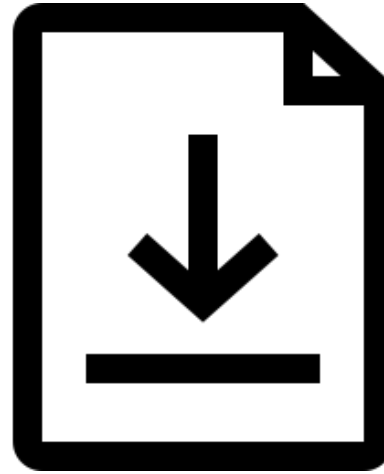
Advertisement or Email



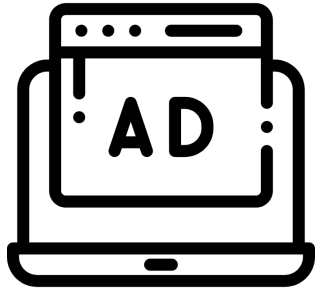
OR



Advertisement or Email



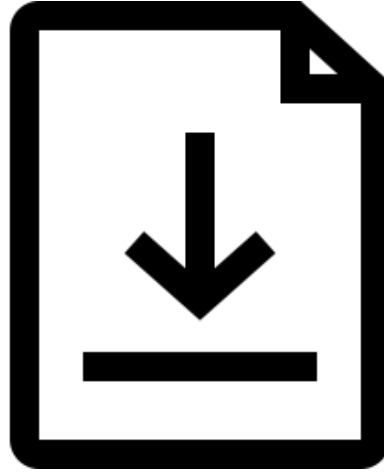
Offer Landing Page



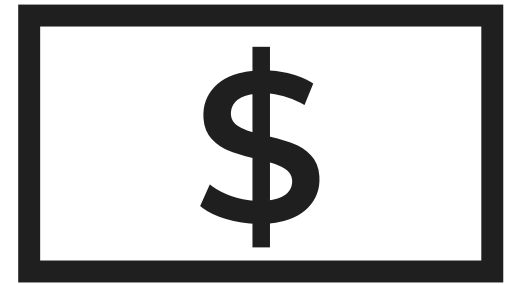
OR



Advertisement or Email



Offer Landing Page



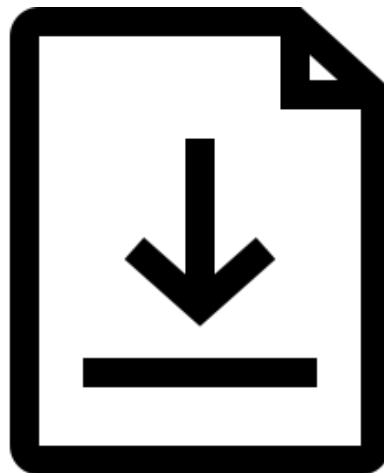
Instant Donation Page



OR



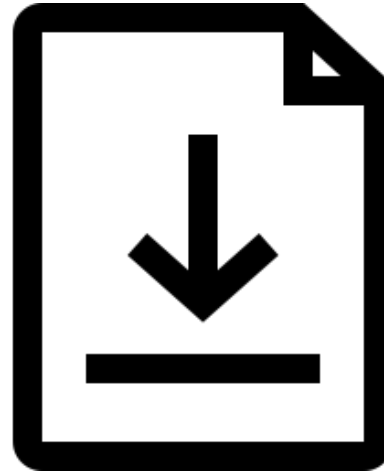
Advertisement or Email



Offer Landing Page




Instant Donation Page



Offer Landing Page

A Real Giving Tuesday Example





Our #GivingTuesday Gift to You:
Get the *Portable Handbook of Texas* eBook for FREE

As part their mission to make Texas history both accessible and enjoyable for current and future generations, the TSHA has created the Portable Handbook of Texas. This comprehensive publication contains the most popular stories pulled from the over 27,000 articles found in the 6-volume Handbook of Texas. **It is the must-have eBook for any Texas history enthusiast!**

Today only, the TSHA is offering this eBook, the *Portable Handbook of Texas*, for free. In this exclusive eBook, you will discover:


- ★ Over 1,000 pages of exclusive content documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
- ★ Historical photos and maps to help bring the stories to life
- ★ Plus so much more!

Get YOUR copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!


First Name Last Name

Email Address

SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK







Thank you
Your free copy of the *Portable Handbook of Texas* eBook will be sent to your inbox within the next 5 minutes.

Give Back to Texas this #GivingTuesday

Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for getting stuff. #GivingTuesday is a day dedicated to giving back. Today, churches, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

Today millions of people will give generously to their favorite cause.

Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.

Like the defenders of the Alamo, they stand up while others stand down.
Like Sam Houston, they lead rather than follow.

Today, you are invited to join that group.

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

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

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE

When you accept this invitation, you will feel a real pride in claiming your position as a frontline defender of Texas heritage...and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:

- ★ **Instant Access** - You will gain immediate access to the TSHA Digital Library which is home to every publication ever produced in TSHA's 118-year history. You'll also receive exclusive copies of the latest original eBooks from the TSHA and Riding Line, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like Texas Talks where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.

Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.

Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is heralded as the premier reference guide for everything Texan. And it can be yours for FREE just by becoming a member of the TSHA.

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support Texas?

Texas Needs Champions to Preserve Her Great Heritage

Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our proud heritage.

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

Will you respond to this call and accept your invitation?

****Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE! Act now before this instant offer expires and it's too late (you'll always be able to buy the Almanac later... you'll just pay a whole lot more for it!) Do not delay.**

Activate your Membership Today!

- ☐ \$25.00 - Basic Membership
Great for students or K-12 Educators! K-12 educators will receive a copy of the new bound edition of the Texas Almanac in lieu of the Southwestern Historical Quarterly.
- ☒ \$50.00 - Friend of Texas
This is our most popular level.
- ☐ \$100.00 - Texas Ambassadors
In addition to basic membership benefits, Texas Ambassadors receive a copy of the new bound edition of the Texas Almanac.
- ☐ \$250.00 - Texas Pioneers
In addition to basic membership benefits, Texas Pioneers receive a copy of the new bound edition of the Texas Almanac.
- ☐ \$500.00 - Defenders of Texas History
In addition to basic membership benefits, Defenders of Texas History receive a copy of the new bound edition of the Texas Almanac and a complimentary membership to the



EMAIL OFFER

/ˈɒfər, 'æfər/

1. Something of value that your audience would be willing to trade their email address for.



EBOOKS



QUIZZES

How Much Do You Really Know About Online Fundraising?

Which email sender name will get more opens – one that includes the organization's name or the one that only uses the person's name?

Person's Name and Organization Name

Person's Name

You are correct!

In this experiment, using only the person's name saw an 18% lift in open rate.

People give to people, not email machines. Including the name of your organization in the sender line is often a giveaway that your email is some form of marketing. Try testing a believable person as the sender of your next email.

[Continue to the next question »](#)

NextAfter

949

10

0

2



PETITIONS

Stop the burning of the Amazon rainforest!



Gabriel Santos started this petition to Governo Federal and 1 other

My name is Gabriel, I am a lawyer and I live in Rio Branco, in the heart of the Amazon. I am here because we need to ask all levels of Government in Brazil to mobilise and **help us put an end to the burning of the Amazon rainforest!**

We are asking the authorities to set up an inquiry to investigate what is leading to the increase in fires in this region and **hold the**

4,852,487 have signed. Let's get to 6,000,000!



Victoria Wen signed 21 minutes ago




Melany Corona signed 29 minutes ago

Lewisville, 75067
United States



☒ Display my name and comment on this petition

 Sign this petition

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.



BLOG SUBSCRIPTION



SUBSCRIBE TODAY

Enter your e-mail address to have our
posts sent directly to your inbox.

Subscribe



VIDEO SERIES



ONLINE COURSE

The Story of Scripture



is a twelve-week course taught by Dr. Yarbrough—Vice President, Academic Dean, and Assistant to the President at Dallas Theological Seminary. The course explores the structure of the Bible and how it impacts our understanding of every verse it contains.

[Register Now](#)

or

[Login](#)

First Name:*

Last Name:*

Email:*

Sign Up



Email offers need to be
for *your ideal donor*.



But they need to be
relevant to YOU.





WIN A FREE CRUISE!



WIN A FREE CRUISE

What you
PUT INTO
an offer has an effect on what you
GET BACK
from it.



Time Investment VS Conversion Rate

Offer	Donor Time Investment	Donor Conv. Rate as high as...
Petition	10 seconds	0.33%
eBook	10 minutes	3.11%
Online Course	8 weeks	5.97%

Time Investment VS Conversion Rate

Offer	Donor Time Investment	Donor Conv. Rate as high as...
Petition	10 seconds	0.33%
eBook	10 minutes	3.11%
Online Course	8 weeks	5.97%

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

Main offer image

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

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

Call to action header goes here

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

First name

Last name

Email

- Yes ☐ No ☐
- ☐ Qualifying question 1
- ☐ Qualifying question 2

Get [Offer] Now

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

What [prospects] say

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

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



Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

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

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

Call to action header goes here

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

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

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

Main offer image

What [prospects] say

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

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

Main Elements of the Email Acquisition Page

- **Headline**
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

Main offer image

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

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

Call to action header goes here

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

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

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

What [prospects] say

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

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

Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

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

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

Main offer image

Call to action header goes here

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

First name

Last name

Email

Yes

No

☐

☐

Qualifying question 1

☐

☐

Qualifying question 2

Get [Offer] Now

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

Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

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

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

Main offer image

Call to action header goes here

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

First name

Last name

Email

Yes

No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

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

What [prospects] say

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

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

Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

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

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

Call to action header goes here

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

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

What [prospects] say

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

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

Get [Offer] Now

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

Main offer image

Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here

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

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

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

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

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

Call to action header goes here

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

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

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

Main offer image

What [prospects] say

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

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

Main Elements of the Email Acquisition Page

- Headline
- Body Text
- Call to Action Header
- The Form
- Supporting Content
- Call to Action Button

Logo

Social proof

Main Offer Headline Goes Here


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

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

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

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

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



Call to action header goes here

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

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

What [prospects] say

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

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

Get [Offer] Now

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

4 Rules for Effective Email Acquisition Pages

#1

Be clear.



Experiment

From This

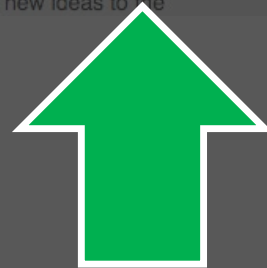
Driving innovation and ideas

Everyone wants to be more creative and bring new ideas to the table. But which innovative ideas are actually worth

To This

Generate breakthrough ideas and create a culture of innovation

Everyone wants to be more creative and bring new ideas to the



8.2%

In Emails Acquired



4 Rules for Effective Email Acquisition Pages

#1

Be clear.

#2

Don't have a
distracting design.



Experiment

Version A



Exclusively for Texas History Enthusiasts:

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

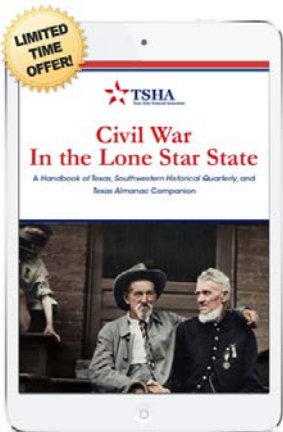
Get YOUR copy of the TSHA's *Civil War In The Lone Star State*!

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK



Version B



The Trusted Source For Texas History

Download Your **FREE** Civil War eBook!



Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ A vivid account of the Civil War in Texas
- ★ Exclusive insights into the lives of prominent figures of the war, such as John Bell Hood, Benjamin McCulloch, and...
- ★ SPECIAL BONUS: Links to over 800 additional articles from the *Southwestern Historical Quarterly*
- ★ Photos, maps, and more...

Get your copy of TSHA's Civil War

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK

19% In Emails

© Copyright 2015 Texas State Historical Association Privacy Policy



4 Rules for Effective Email Acquisition Pages

#1

Be clear.

#3

Only ask for what's necessary.

#2

Don't have a distracting design.



Form Fields Test

CONTROL

Send me *Imprimis* now!

We'll send you the first issue digitally,
and ten annual print issues per year
to your home or office.

First Name *

Last Name *

Email *

Street Address *

City *

State *

Select a State ▾

ZIP code *

Send me *Imprimis* now!

TREATMENT

Send me *Imprimis* now!


Enter your name and email address
below to receive your free digital
subscription to *Imprimis*.

First Name *

Last Name *

Email *

Send me *Imprimis* now!

 **136%**
In Email Signups



4 Rules for Effective Email Acquisition Pages

#1

Be clear.

#3

Only ask for what's necessary.

#2

Don't have a distracting design.

#4

Make your offer more potent.



Experiment

FROM THIS

LOGO

TO THIS

LOGO

191,554
signatures



8.4%

In Email Signups

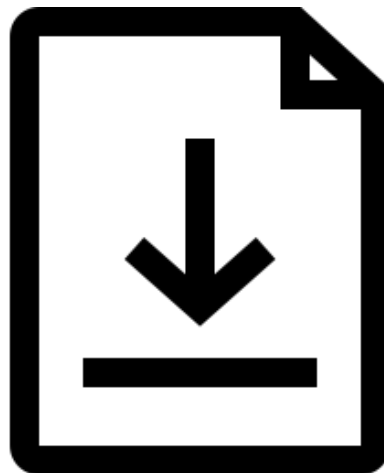




OR



Advertisement or Email

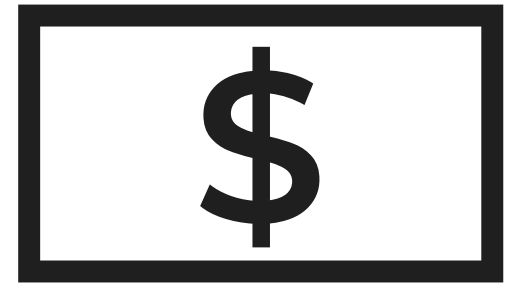


Offer Landing Page



Instant Donation Page

What in the world is an
instant donation page?



Instant Donation Page



Not This...

Thank You

Your subscription has been confirmed. You've been added to our list and will hear from us soon.



[Click here](#) to return to the site.

But This.



You have successfully subscribed to "Ready for a Revolution: 7 Days to Jolt Your Life!"

You will receive your first email shortly, followed by a new devotion for the next seven days. Be sure to have a pen and paper handy to answer challenging and insightful questions posed by Dr. Booker-Drew. We pray it blesses you and helps you understand God's direction for your life.

Buckner International has made this free resource available to you because we believe in relieving the stress, trauma, and conflict of women, children, and all who suffer emotional, physical, and spiritual distress. Bringing hope and healing is what we do!

This free devotional series is just one of the hundreds of ways Buckner is fulfilling our mission to shine hope! Other ways include:

- Counseling to cope with the effects of poverty and abuse
- Educational assistance to break the cycle of poverty
- Housing and childcare to support life transformation
- Financial empowerment and assistance
- Family strengthening and independence
- Sharing the life-giving gospel of Jesus Christ.

If you believe, as Christians, we should be doing all we can to build up, encourage, and sustain those who need it, will you support the work and ministry we are accomplishing at Buckner?



This free devotional series is just one of the hundreds of ways Buckner is fulfilling our mission to shine hope! Other ways include:

- Counseling to cope with the effects of poverty and abuse
- Educational assistance to break the cycle of poverty
- Housing and childcare to support life transformation
- Financial empowerment and assistance
- Family strengthening and independence
- Sharing the life-giving gospel of Jesus Christ.

If you believe, as Christians, we should be doing all we can to build up, encourage, and sustain those who need it, will you support the work and ministry we are accomplishing at Buckner?

Your gift today is tangible evidence of your care and compassion for women and their children.

You can make your gift using the secure form below. Thank you!

Donation Information

* Amount:

\$25.00

\$50.00

\$100.00

OR

Other

Billing Information

* Title:

* First Name:

* Last Name:

Country:

* Address line:



* City: State: ZIP:

Phone:

* Email:

If you donate and have not already registered, you will receive periodic updates and communications from Buckner International.

Payment Information



* Credit Card Number:

* Expiration Date:

* CVV Number: [What is this?](#)

DONATE NOW

Buckner International

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

© Copyright 2019. Buckner International. [Privacy Policy](#)



4 Key Differences from a Main Donation Page

- Introductory Message
- Main Message
- In-Line Premium
- Donation Selection

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Pre-filled if possible

Credit Card Number Verification Code

Expiration Month / Expiration Year

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



4 Key Differences from a Main Donation Page

- Introductory Message
- Main Message
- In-Line Premium
- Donation Selection

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



4 Key Differences from a Main Donation Page

- Introductory Message
- Main Message
- In-Line Premium
- Donation Selection

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



4 Key Differences from a Main Donation Page

- Introductory Message
- Main Message
- In-Line Premium
- Donation Selection



Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Pre-filled if possible Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



4 Key Differences from a Main Donation Page

- Introductory Message
- Main Message
- In-Line Premium
- Donation Selection

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



4 Key Differences from a Main Donation Page

- Introductory Message

#1

Confirm receipt of the free offer. *Fast.*

The screenshot shows a donation confirmation page layout with the following elements:

- Logo**: A blue box containing the word "Logo".
- Thank you, [name], for [action just taken]**: A yellow box containing the text "Thank you, [name], for [action just taken]" and a subtext: "This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for."
- Transition header**: A section of text explaining the purpose of the transition copy.
- Text**: A paragraph explaining the importance of making the ask and providing resources.
- Text**: A paragraph advising on the use of bolding and short paragraphs.
- Text**: A paragraph explaining the importance of giving detail about the impact of the donation.
- Text**: A paragraph explaining the importance of creating life-changing content.
- Text**: A paragraph explaining the importance of getting a message to the most people.
- Text**: A paragraph explaining the importance of understanding how they are helping.
- Text**: A paragraph explaining the importance of supporting the organization.
- 1. Choose Your Donation Amount**: A section with four buttons: "\$25", "\$50", "\$100", and "\$250". Below these is a text input field for "Other Amount".
- 2. Enter Your Information (It's Secure)**: A section with multiple input fields for personal information, including First Name, Last Name, Address 1, Address 2, City, State, Zip Code, Email (for receipt), and Preferred Phone (optional).
- Credit Card Information**: A section with input fields for Credit Card Number, Verification Code, Expire Month, and Expire Year.
- Make My \$50 Gift**: A blue button with a "Make My \$50 Gift" label.
- Progress Indicators**: A series of four circles, with the first circle filled, indicating the current step in the process.
- Text**: A final paragraph explaining the impact of the gift.



Experiment #8971

From This



Congratulations!

You are now enrolled in the I Still Do® Online Course.

Before you begin your course, there are five important things for you to know!

1. **Course material for your first session will be arriving via email in just a few minutes.** Check your inbox shortly.
2. **Each week for the next 3 weeks, you will receive a similar email containing the next lesson.** Each session includes a video teaching (ranging from 30-45 minutes), discussion questions to lead conversations with your spouse, and a short quiz (don't worry, this isn't a pass or fail quiz, it is to simply help reinforce what you've learned).
3. **After you finish the course, you'll receive a certificate of completion.** Congrats!
4. **This online course you are about to take is free because of the generosity of people who believe in our mission. FamilyLife is completely donor-funded.** That means other generous people, like you, have made this course possible through their donations to our ministry. That's something we give thanks for!
5. We are thrilled that you've taken this step to invest in your marriage. **Will you help us provide more valuable teaching content, such as this course, to more people?** A gift of any amount to FamilyLife will go a long way to underwrite the costs of creating and promoting efforts like these.

Please make your gift today to help FamilyLife continue to offer biblical help and hope to other marriages like yours.

You can make your gift using the secure donation form below.

SELECT AN AMOUNT

\$50

\$100

\$250

To This



Congratulations!

You are now enrolled in the I Still Do® Online Course.

Before you start your free online course (which will arrive in your inbox shortly), there's a few things we'd like you to know...

- **This online course is made possible and free because of the generous support of people who believe in our mission. Isn't that incredible?**
- **FamilyLife is completely donor-funded.** This means that we rely on the support of people like you to make resources like this online course, free, and to equip couples as they strengthen their marriages and families.
- Before this course, people had to go to an event to hear the message of hope and healing that is only found in Christ for their marriage. **Now, millions of people can access this invaluable content to restore their marriage and seek oneness with their spouse for years to come.**
- In order to reach those people with this message of hope, we had to hear about the course first. **Will you help us get this course in front of more people?**

Your gift of \$50 will help us reach more people about this course.

Don't hesitate, make your gift using the secure form below.

SELECT AN AMOUNT

\$50

\$100

\$250



165%

In Donations

4 Key Differences from a Main Donation Page

- Main Message

#2

Make your donation ask *in context*.

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Experiment #4348

From This



Congratulations!

You are now enrolled in the *Tell Someone* online course.

You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

We offer this course for free because we are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Here's what happens next:

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Deepen Your Study

This free online course is a great starting place to help you go and share your faith. We want you to get the most out of your study of the *Tell Someone* course. To help you go beyond that starting place and deepen your study, we have developed a companion book for you.



When you give a tax-deductible gift to Harvest Ministries, we will send you a copy of this course companion book, which provides additional insight into each lesson and will help deepen your understanding of the course material.

Get your copy today by giving a gift to Harvest.

To This



Congratulations!

You are now enrolled in the *Tell Someone* online course.

You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Harvest Ministries offers this course, *Tell Someone*, for free. We are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Harvest Ministries doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to reach others with the message of the gospel.

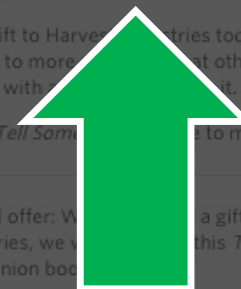
You can help others take advantage of this free course too, by making a tax-deductible donation today.

We want all people to deepen their relationship with God and take seriously the command God gave us to go and tell others about Christ.

Your gift to Harvest Ministries today will help promote this course to more people so that others can effectively share the gospel with the world.

Make *Tell Someone* available to more people by giving a gift today.

Special offer: When you give a gift to Harvest Ministries, we will send you a copy of this *Tell Someone* companion book.



164%

In Donations

4 Key Differences from a Main Donation Page

- In-Line Premium

#3

Avoid incentives with a **required** gift amount – unless you test it.



Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

Yes! I want to [support word] [benefit others experience from organization]

1. Choose Your Donation Amount

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

Other Amount

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

Credit Card Number Verification Code

Expire Month / Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Experiment #5661

From This

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

Why does Dallas Theological Seminary offer these courses for free?

We are offering this course on Genesis for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.

Your donation keeps this course free

Dallas Theological Seminary doesn't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.

Choose your donation amount

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

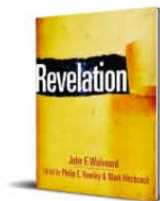
Why does Dallas Theological Seminary offer these courses for free?

We are offering this course on Genesis for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.

Your donation keeps this course free

Dallas Theological Seminary doesn't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.



53%

In Average Gift



34%

In Donations

4 Key Differences from a Main Donation Page

- Donation Selection

#4

Give them guidance on gift amounts.

The screenshot shows a donation page layout. At the top is a blue 'Logo' placeholder. Below it is a 'Thank you' message: 'Thank you, [name], for [action just taken]'. This is followed by a paragraph: 'This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.' Then is a 'Transition header' section with a paragraph: 'This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a very brief version of your story to them, and reiterate how the offer they just accepted is part of that story.' Below this is another paragraph: 'This is where you make the ask for them to contribute so others can get more resources like this.' Then a paragraph: 'Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.' Then a paragraph: 'Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.' Then a paragraph: 'You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.' Then a paragraph: 'Yes! I want to [support word] [benefit others experience from organization]'. Below this is a yellow box highlighting the '1. Choose Your Donation Amount' section. This section contains four blue buttons: '\$25', '\$50', '\$100', and '\$250'. Below these buttons is a text input field labeled 'Other Amount'. Below the yellow box is the '2. Enter Your Information (It's Secure)' section. This section contains several text input fields: 'First Name' (with 'Pre-filled if possible' below it), 'Last Name' (with 'Pre-filled if possible' below it), 'Address 1', 'Address 2', 'City', 'State', 'Zip Code', 'Email (for receipt)' (with 'Pre-filled if possible' below it), and 'Preferred Phone (optional)'. Below these fields is a grey box containing 'Credit Card Number', 'Verification Code', 'Expire Month', and 'Expire Year' fields. At the bottom of the form is a blue button labeled 'Make My \$50 Gift'. Below the button is a paragraph: 'Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.'



Experiment #2802

From This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

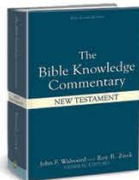
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

\$ USD

Payment Info

To This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

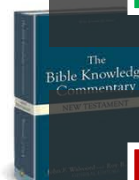
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.

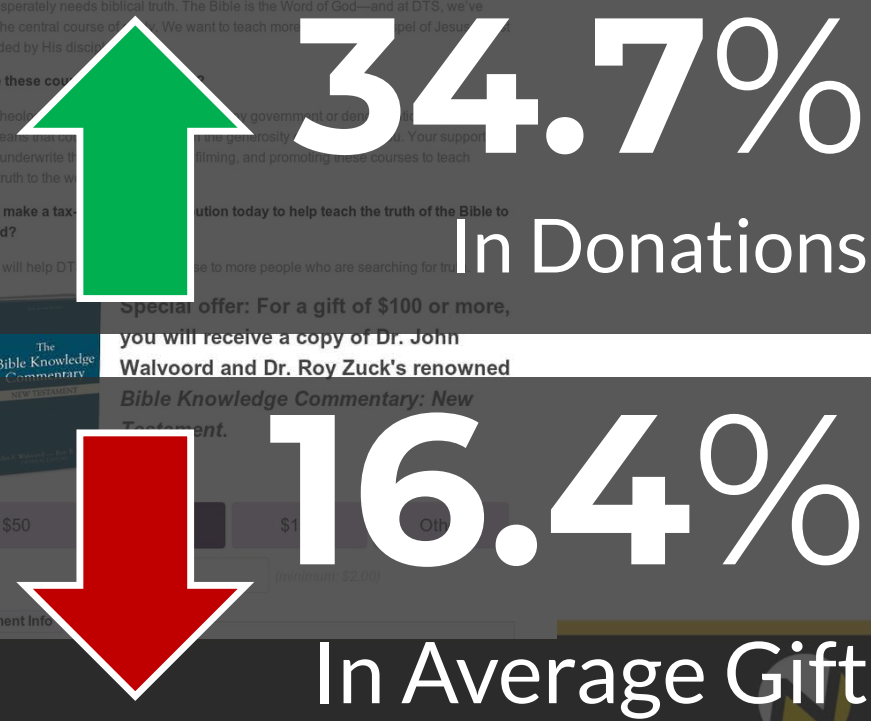


Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

\$50 \$100 Other (minimum: \$2.00)

Payment Info





Giving Tuesday Morning

The Goal


Provide a free offer *without* making a donation ask. Ask them to get the offer in exchange for their email address.

***Even though you already have it.**



The Control...





Our #GivingTuesday Gift to You:
Get the *Portable Handbook of Texas* eBook for FREE

As part their mission to make Texas history both accessible and enjoyable for current and future generations, the TSHA has created the Portable Handbook of Texas. This comprehensive publication contains the most popular stories pulled from the over 27,000 articles found in the 6-volume Handbook of Texas. **It is the must-have eBook for any Texas history enthusiast!**

Today only, the TSHA is offering this eBook, the *Portable Handbook of Texas*, for free. In this exclusive eBook, you will discover:


- ★ Over 1,000 pages of exclusive content documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
- ★ Historical photos and maps to help bring the stories to life
- ★ Plus so much more!

Get YOUR copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!

First Name Last Name


Email Address

SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK



© Copyright 2015 - Texas State Historical Association - Privacy Policy





Thank you
Your free copy of the *Portable Handbook of Texas* eBook will be sent to your inbox within the next 5 minutes.

Give Back to Texas this #GivingTuesday

Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for getting back. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

Today millions of people will give generously to their favorite cause.

Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.

Like the defenders of the Alamo, they stand up while others stand down.
Like Sam Houston, they lead rather than follow.

Today, you are invited to join that group.

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

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

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE

When you accept this invitation, you will feel a real pride in claiming your position as a frontline defender of Texas heritage...and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:

- ★ **Instant Access** - You will gain immediate access to the TSHA Digital Library which is home to every publication ever produced in TSHA's 118-year history. You'll also receive exclusive copies of the latest original eBooks from the TSHA and Riding Line, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like Texas Talks where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.

Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.

Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is heralded as the premier reference guide for everything Texan. And it can be yours for FREE just by becoming a member of the TSHA.

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support Texas?

Texas Needs Champions to Preserve Her Great Heritage

Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our proud heritage.

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

Will you respond to this call and accept your invitation?

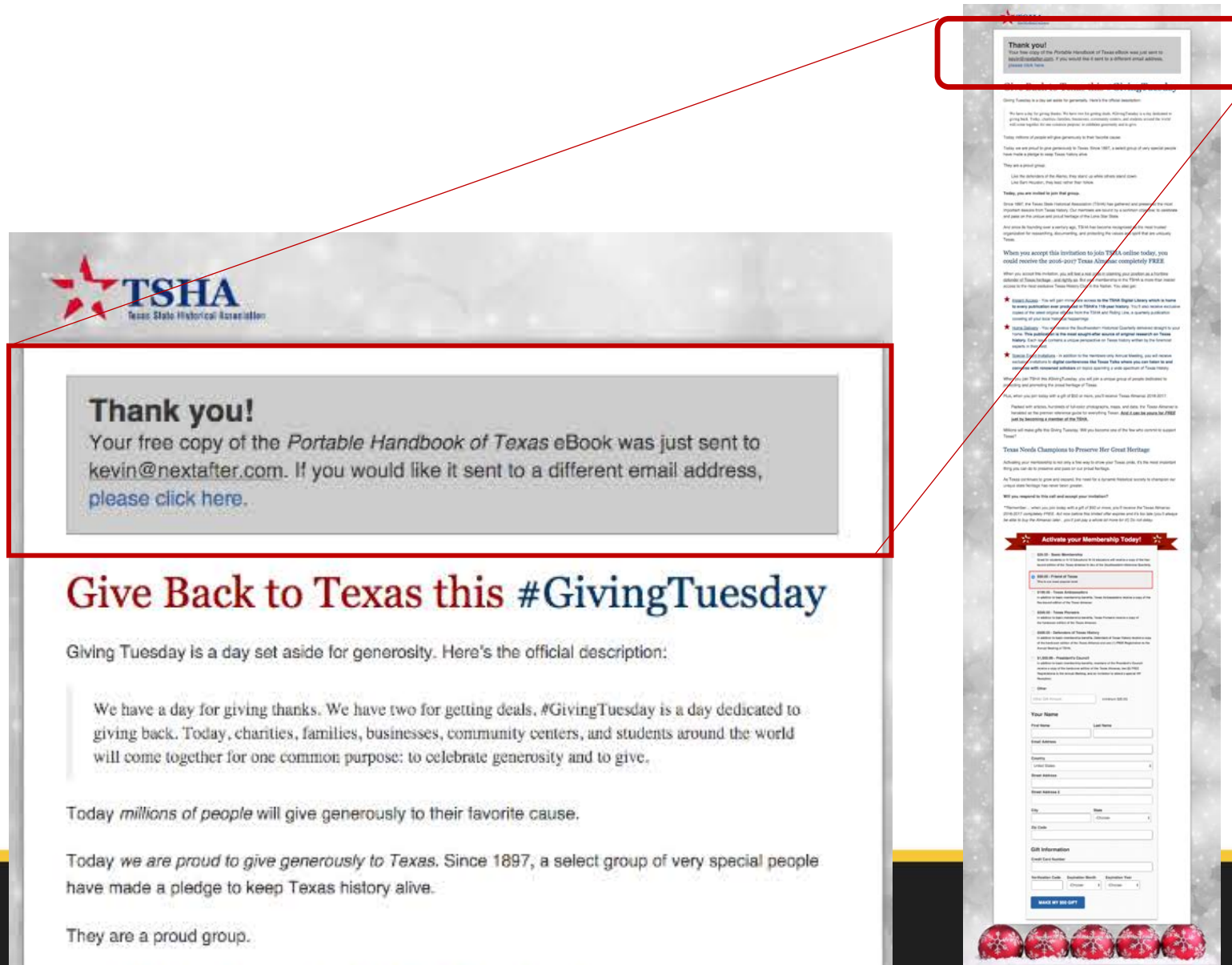
****Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. Act now before this insider offer expires and it's too late (you'll always be able to buy the Almanac later... you'll just pay a whole lot more for it). Do not delay.**

Activate your Membership Today!

- ☐ \$25.00 - Basic Membership
Great for students or K-12 Educators! K-12 educators will receive a copy of the new bound edition of the Texas Almanac in lieu of the Southwestern Historical Quarterly.
- ☒ \$50.00 - Friend of Texas
This is our most popular level.
- ☐ \$100.00 - Texas Ambassadors
In addition to basic membership benefits, Texas Ambassadors receive a copy of the new bound edition of the Texas Almanac.
- ☐ \$250.00 - Texas Pioneers
In addition to basic membership benefits, Texas Pioneers receive a copy of the new bound edition of the Texas Almanac.
- ☐ \$500.00 - Defenders of Texas History
In addition to basic membership benefits, Defenders of Texas History receive a copy of the new bound edition of the Texas Almanac and a CD-ROM supplement to the

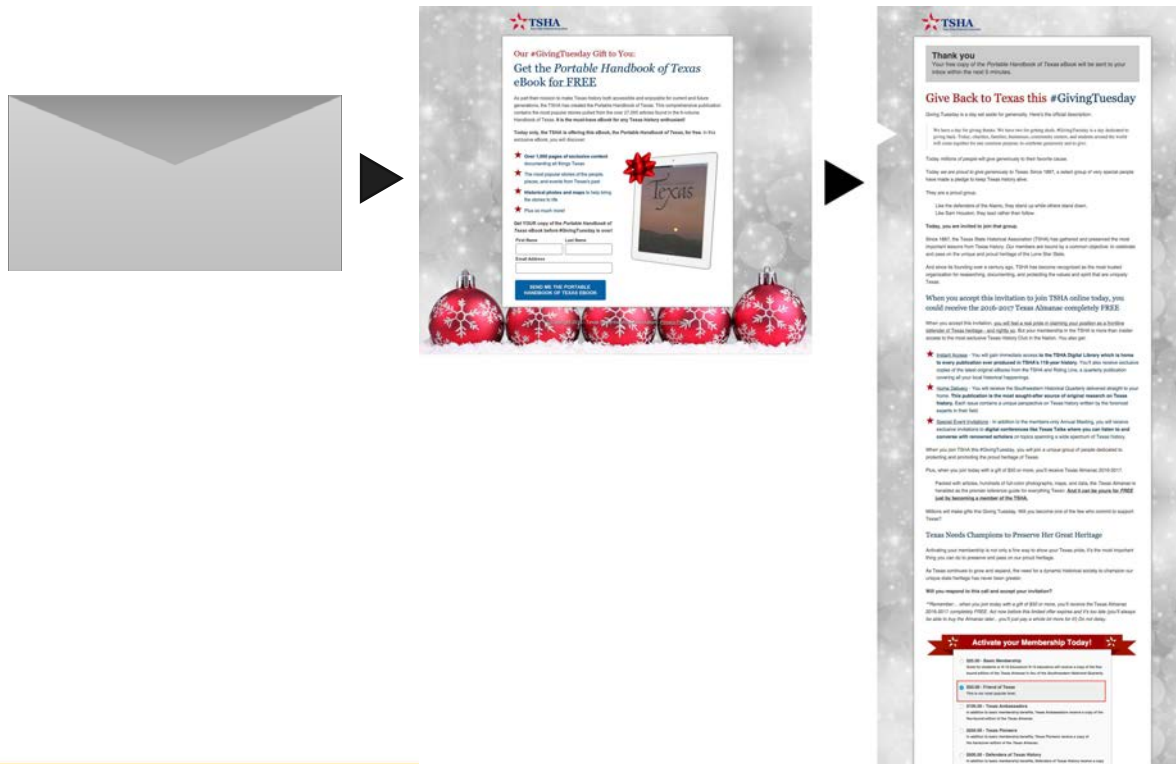


But what if we eliminate the opt-in?

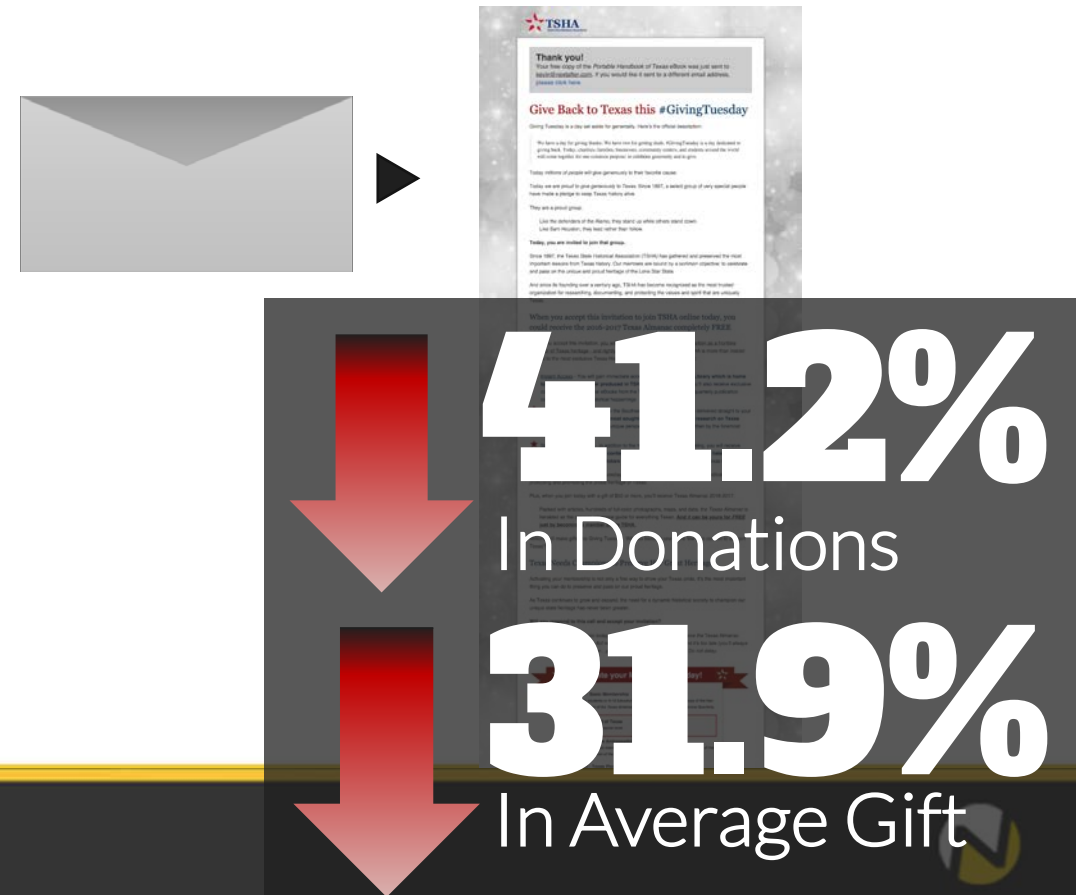


Did Version B work?

Tested, Working Process



Test Version B



Did Version B work?

Tested, Working Process

Test Version B

How do you write the email?

41.2%

In Donations

31.9%

In Average Gift

Key Elements to Include

Giving Tuesday Morning

- ☐ **Acknowledge** their name, their time, and their contribution.
- ☐ **Call** them to download something free that you've made especially for them, as a way of showing your own participation in Giving Tuesday.
- ☐ **DO NOT** ask for money in the email or on the email acquisition landing page .
- ☐ **Follow up** by asking for a donation immediately after they have accepted your free offer (confirmation page).



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening



The Giving Tuesday Email Timeline



The Sunday Before



Giving Tuesday Morning



Giving Tuesday Evening





Giving Tuesday Evening

The Goal

Remind them of the **significance** of Giving Tuesday, ignite **urgency**, and ask them to **donate now**.



Key Elements to Include

Giving Tuesday Evening

- ☐ **Acknowledge** their name and the reason for your email (reminder).
- ☐ **Remind them** of what's at stake, as well as the physical deadline.
- ☐ **Make a direct donation ask.**

Dear Larry,

We've got amazing news: you can make your #GivingTuesday gift go even further starting right now.

To help us meet our ambitious \$250,000 goal, **our board will now TRIPLE match all gifts made until midnight tonight.**

[Do your part to help save the lives of vulnerable people around the world – and have *three times the impact*. Make a #GivingTuesday donation now and have your gift triple matched >>](#)

DONATE

[View this message on the Web >](#)



Dear Larry,

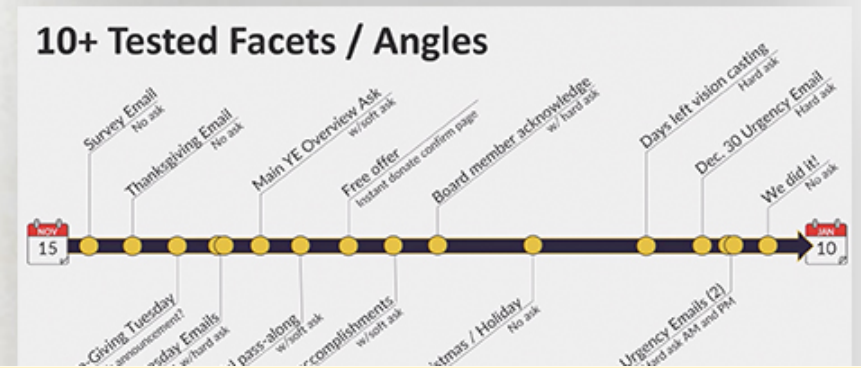
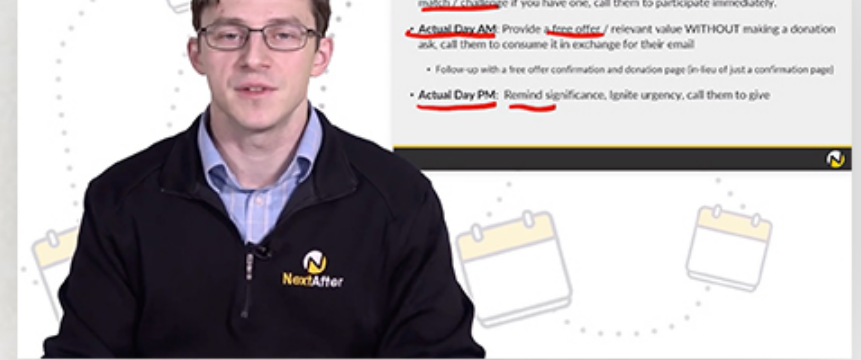
Every holiday season has one precious day that has nothing to do with shopping the sales and has everything to do with generosity of spirit. That day is today: #GivingTuesday.

To celebrate #GivingTuesday, **the CARE board of directors has committed to match triple match every gift until midnight tonight.** For today only, your gift will have *twice three*



Year-End Fundraising Certification Course

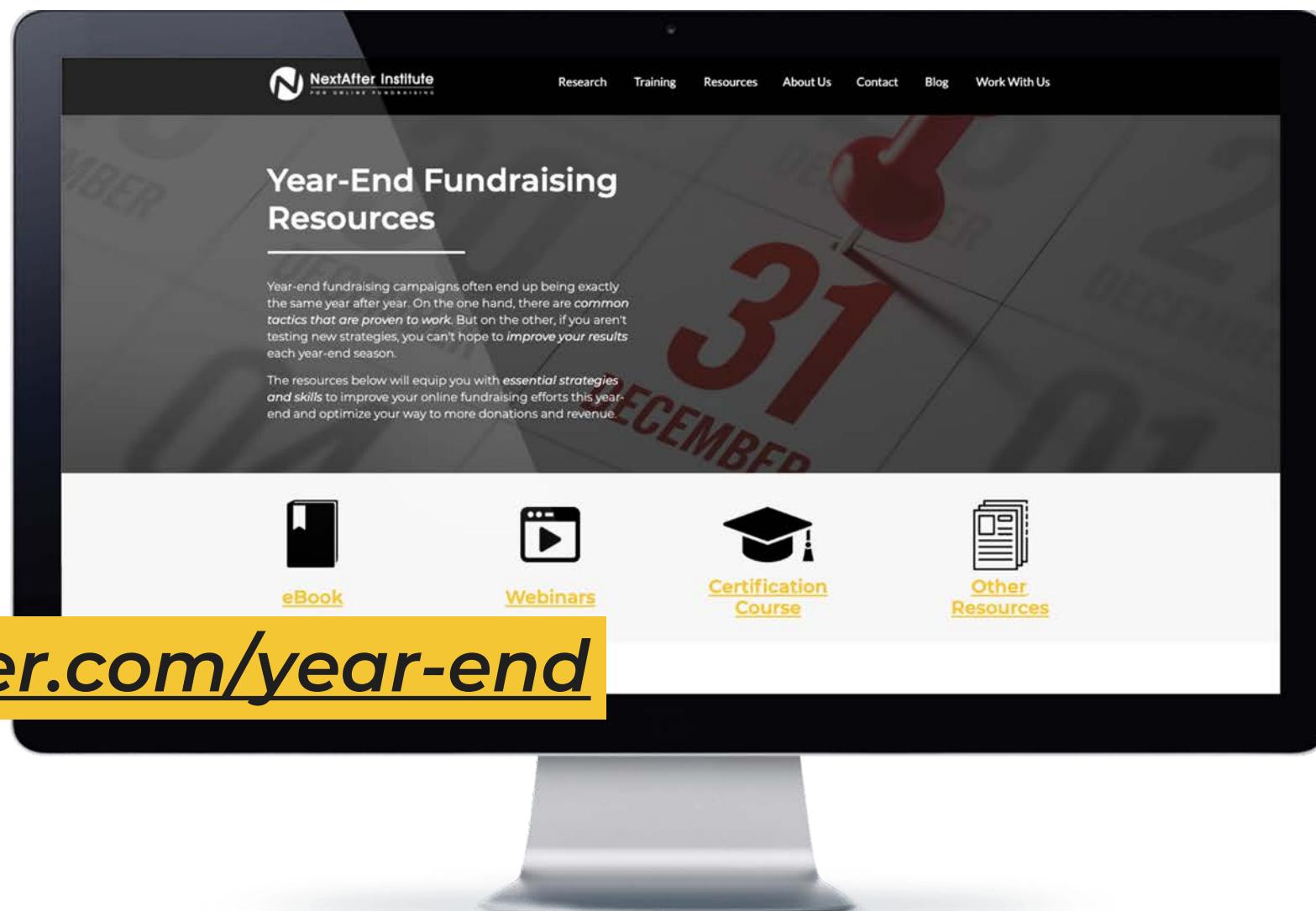
Courses.nextafter.com





Nextafter.com/cut-through-the-clutter





[Nextafter.com/year-end](https://nextafter.com/year-end)



Questions?

