



NIO SUMMIT

SEPT. 27-28, 2018
SAN ANTONIO, TX

LEARN MORE AT

NIOSUMMIT.COM

Speakers



AMY ZHANG
Senior
Manager of
Demand
Generation at
charity:water



**DAVID JP
PHILLIPS**
The Magical
Science of
Story Telling



**AMY
HARRISON**
How to Write
Copy that
Crushes
Objections and
Gets Donations



**ANDY
CRESTODINA**
Next Level
Optimization –
Search,
Conversion,
and Content



**MICHELLE
HURTADO**
Head of Ad
Grants at
Google



KARL GILIS
Why You Fail
at Digital
Marketing, and
What to Do
About It

Venue

The Aztec Theatre
San Antonio, TX

"A Meso-American work of art."



Networking & Entertainment

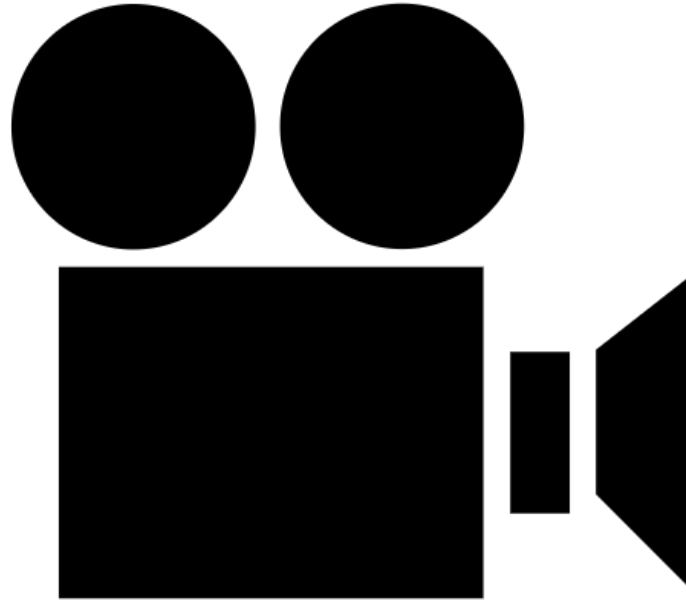
THE SPAZMATICS





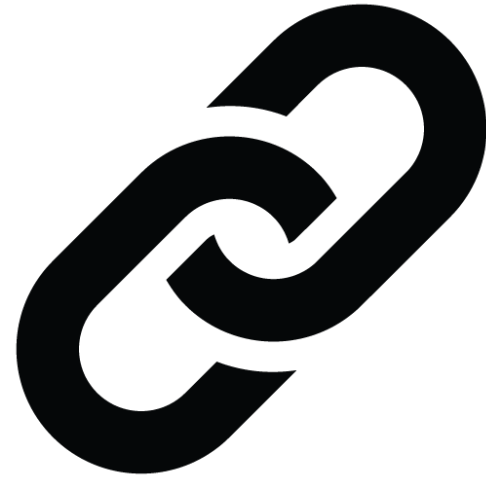
Learn More and Get Tickets at
WWW.NIOSUMMIT.COM

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 *lots* of time for Q&A.

A Few Quick things...

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

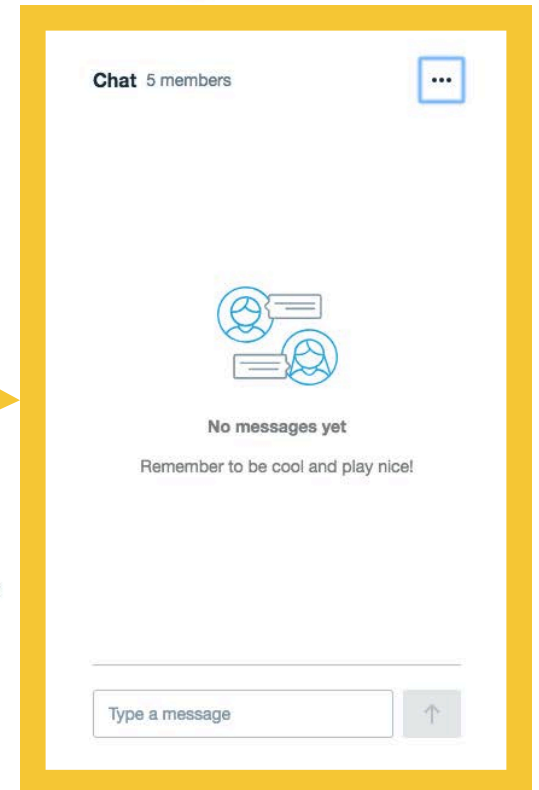
Cracking the Code of Facebook Fundraising



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 Speakers



Jon Powell

Senior Director of
Research and
Education

jon@nextafter.com

@JonPowell31



Tim Kachuriak

Chief Innovation &
Optimization Officer

tim@nextafter.com

@DigitalDonor



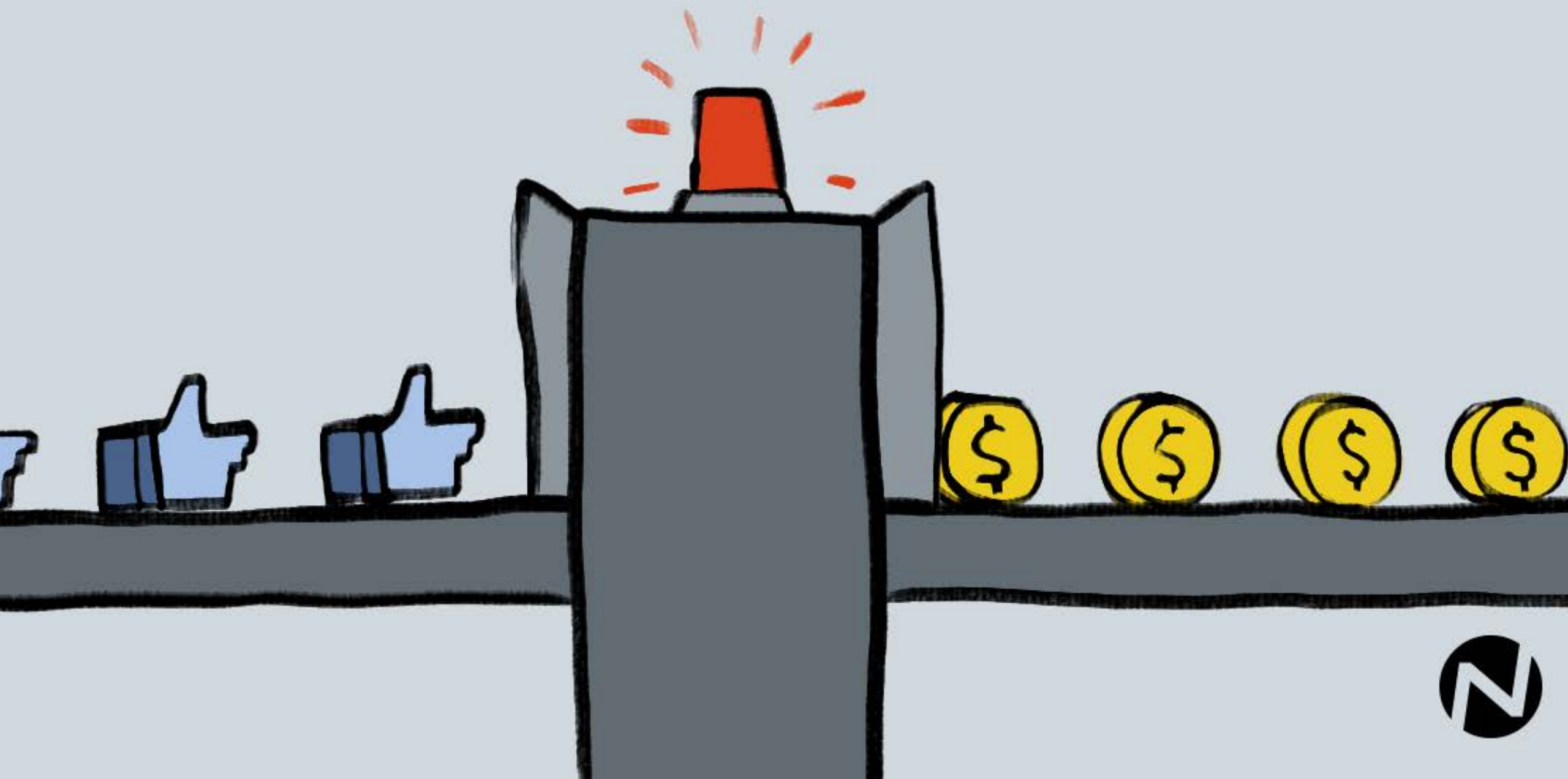


CRACKING THE CODE OF FACEBOOK FUNDRAISING

Online Courses



Courses.NextAfter.com



“But I didn’t get in early on the whole ‘Facebook Like thing’ and I don’t have any fans—**will this still work for me?**”



GOOD NEWS!

You can turn

LIKES

into

DONORS

even if they are not your own

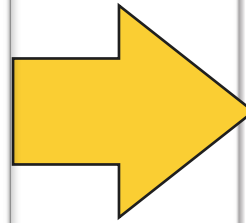


= Data Point

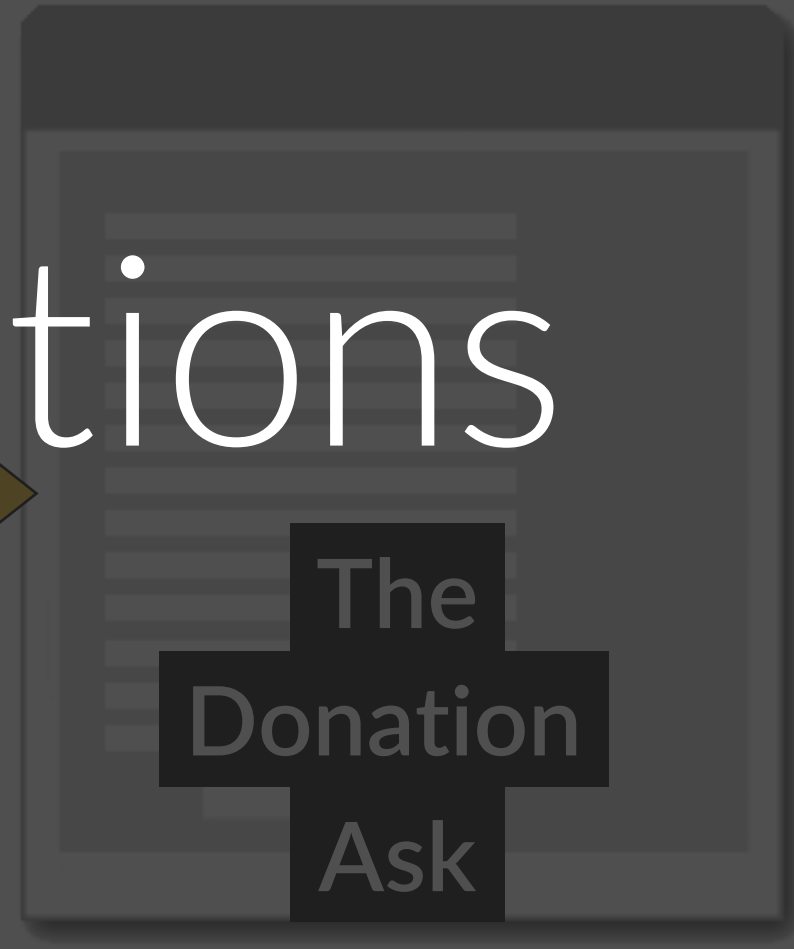
Facebook Ads



Most of us have already tried this...



...and experienced this:





But hold up...

Maybe we have been
doing it **WRONG.**

New Donor Acquisition Test (A/B/C/D)

The Testing Partner

A national faith-based educational institution

The Testing Objective

Determine which source/channel produced the lowest cost per acquired donor.

The Testing Approach

Four different new donor sources were tested against each other equally



Which gets the lowest cost/donor?

List Broker 1

List Broker 2

List Broker 3

facebook



Same Offer



Key Success Metrics

Names (Emails)

1. Total Emails (Leads) Acquired
2. Gross Cost Per Email
3. Net Cost Per Email

Donors

4. Total Donors Acquired
5. Instant Conversion Rate
6. Gross Cost Per Donor
7. Net Cost Per Donor

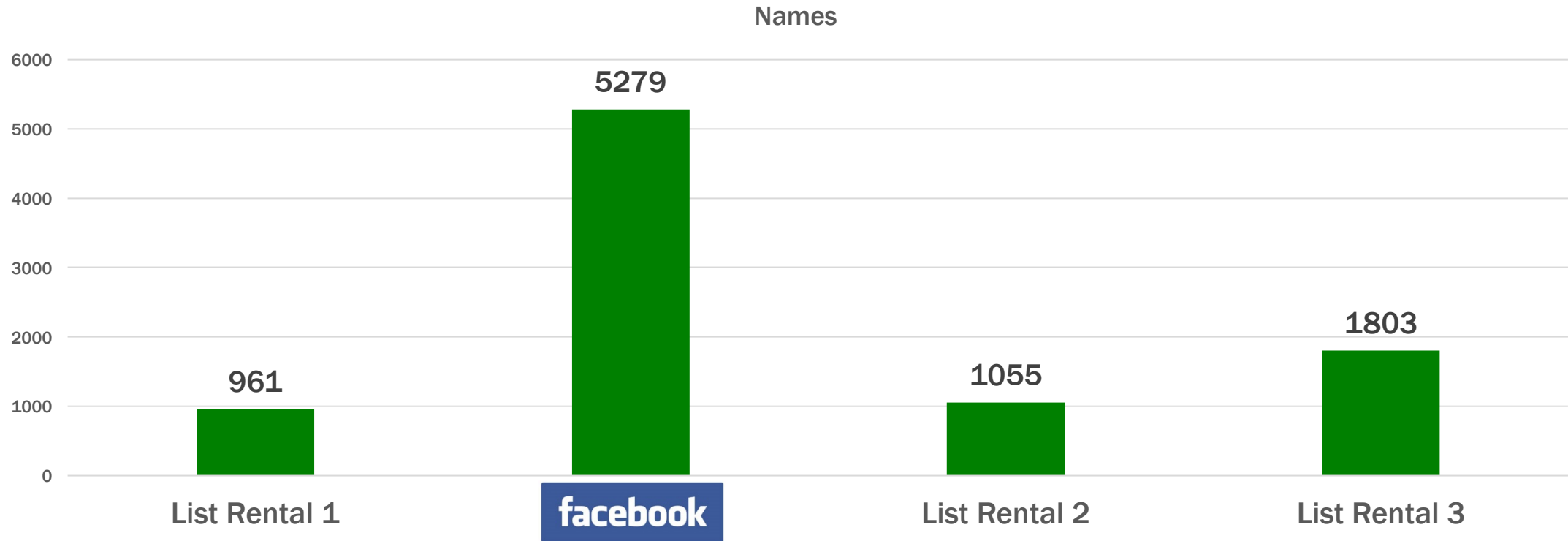
Dollars

8. Average Gift Size
9. Total Gross Cost
10. Total Revenue
11. Total Net Cost



Here's what we
DISCOVERED

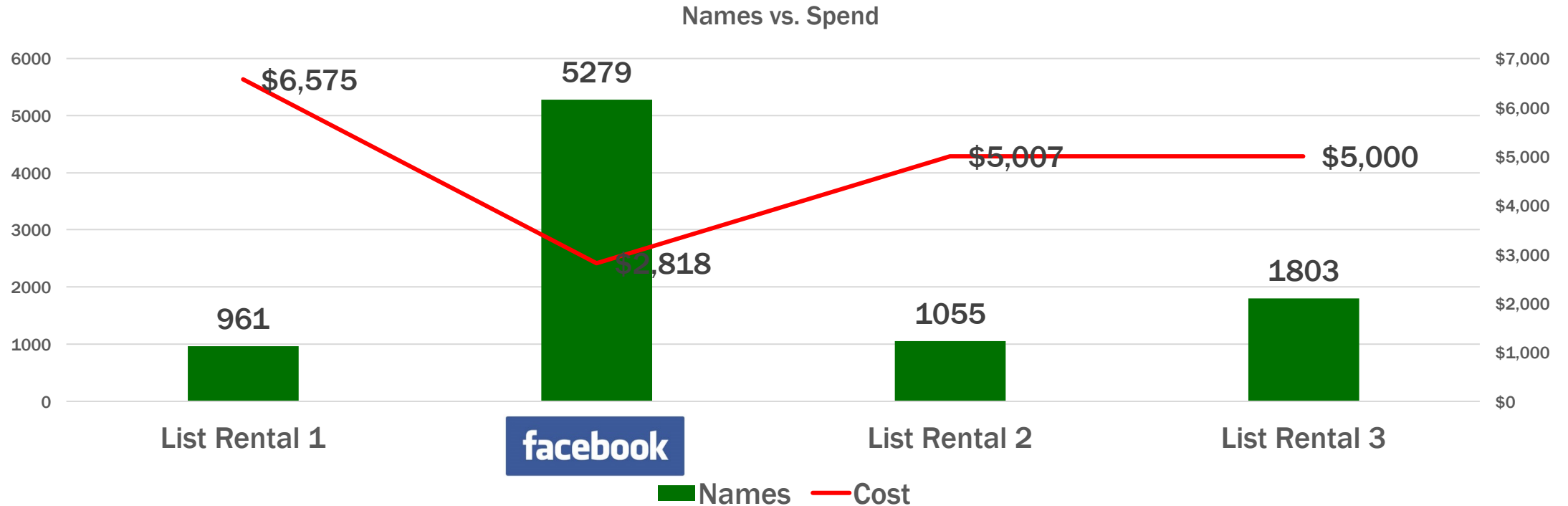
Facebook Yielded the Most Emails



Compared to the nearest competitor, Facebook produced 193% more leads.



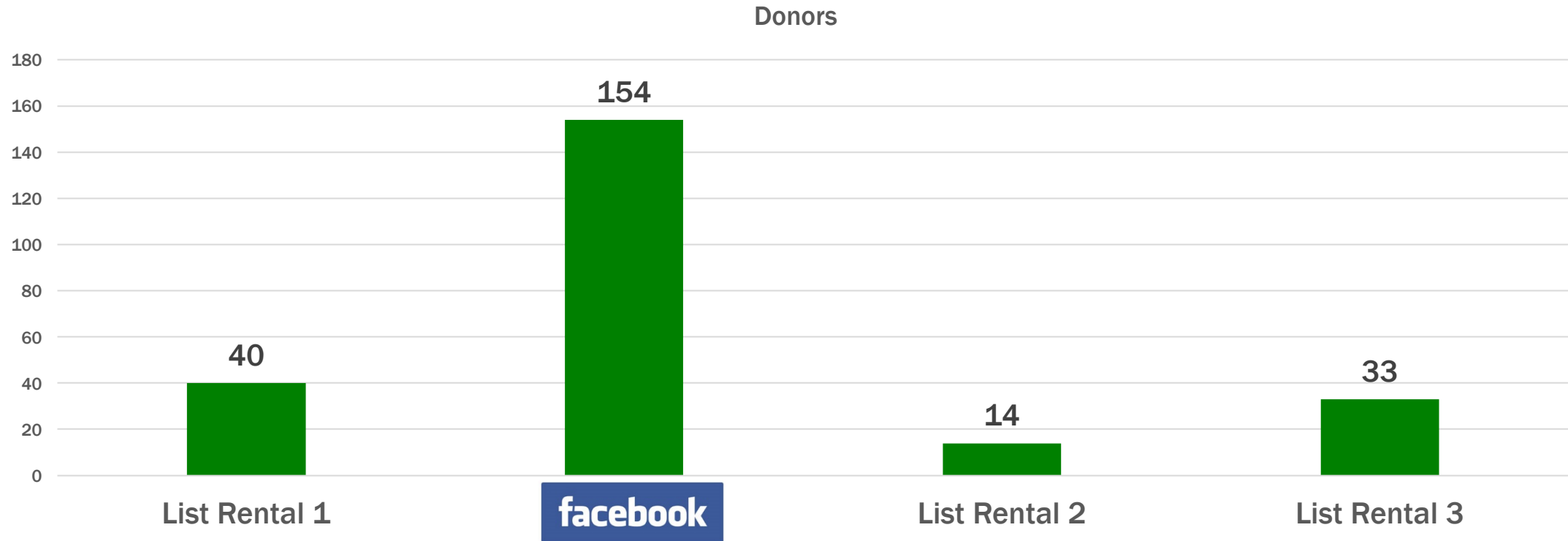
Facebook is also the Cheapest Source



Compared to nearest competitor, Facebook had a 44% lower gross cost.



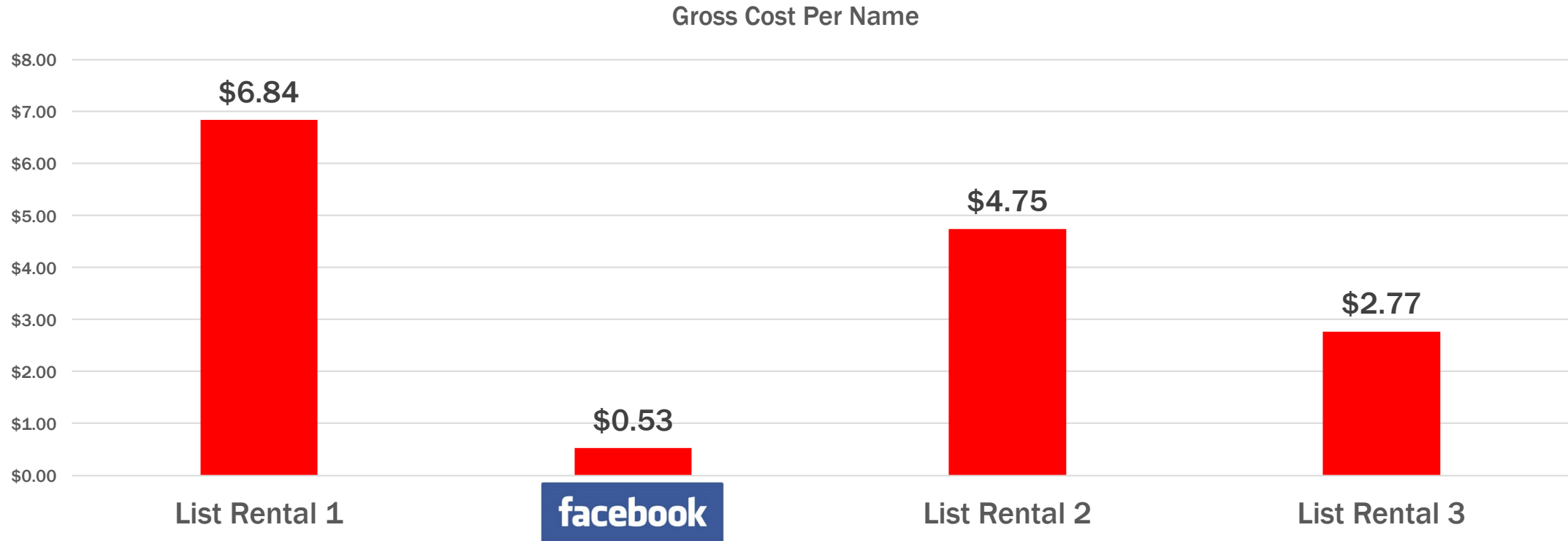
Facebook Yielded the Most Donors



Facebook produced 285% more donors than closest competitor.



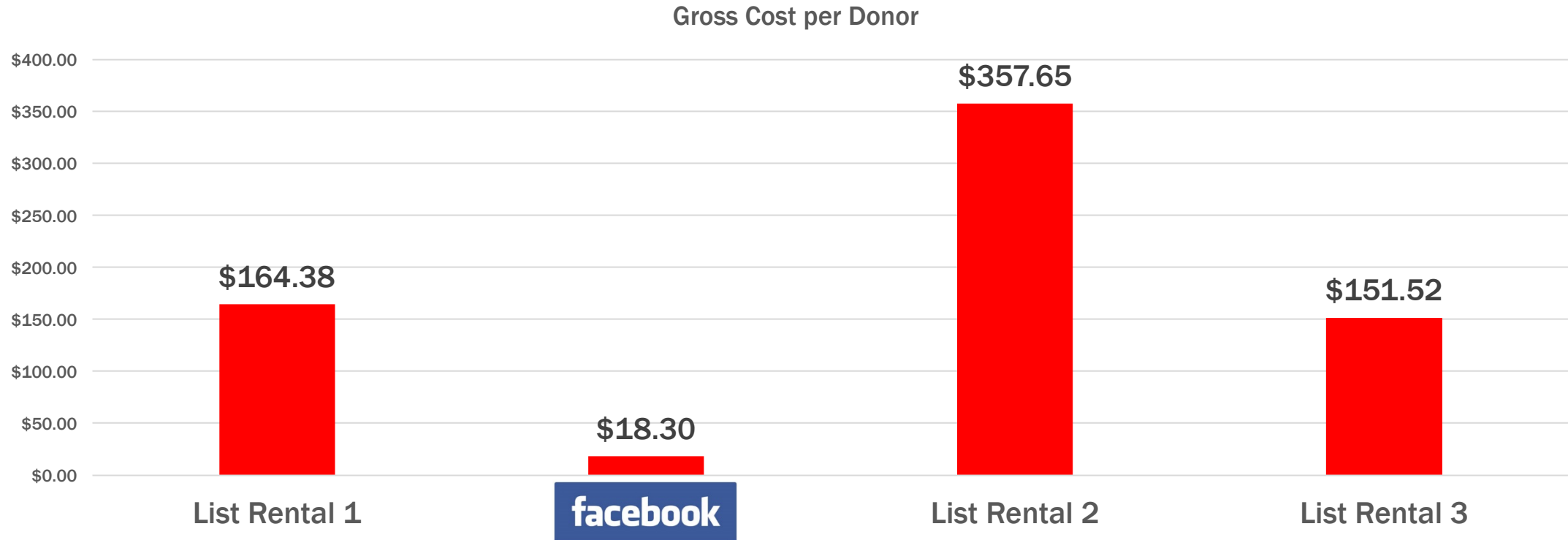
Lowest Gross Cost Per Email



Leads acquired through Facebook had a 419% lower cost to acquire.



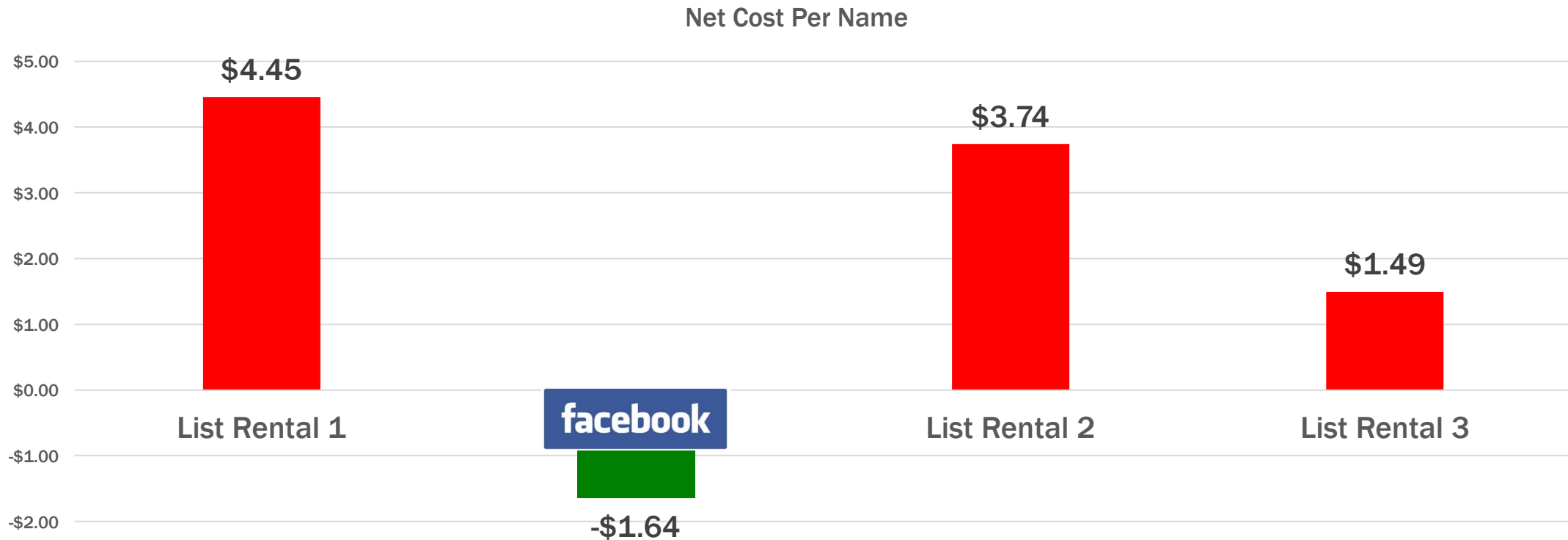
Lowest Gross Cost Per Donor



Cost per donor acquired was 728% lower on Facebook.



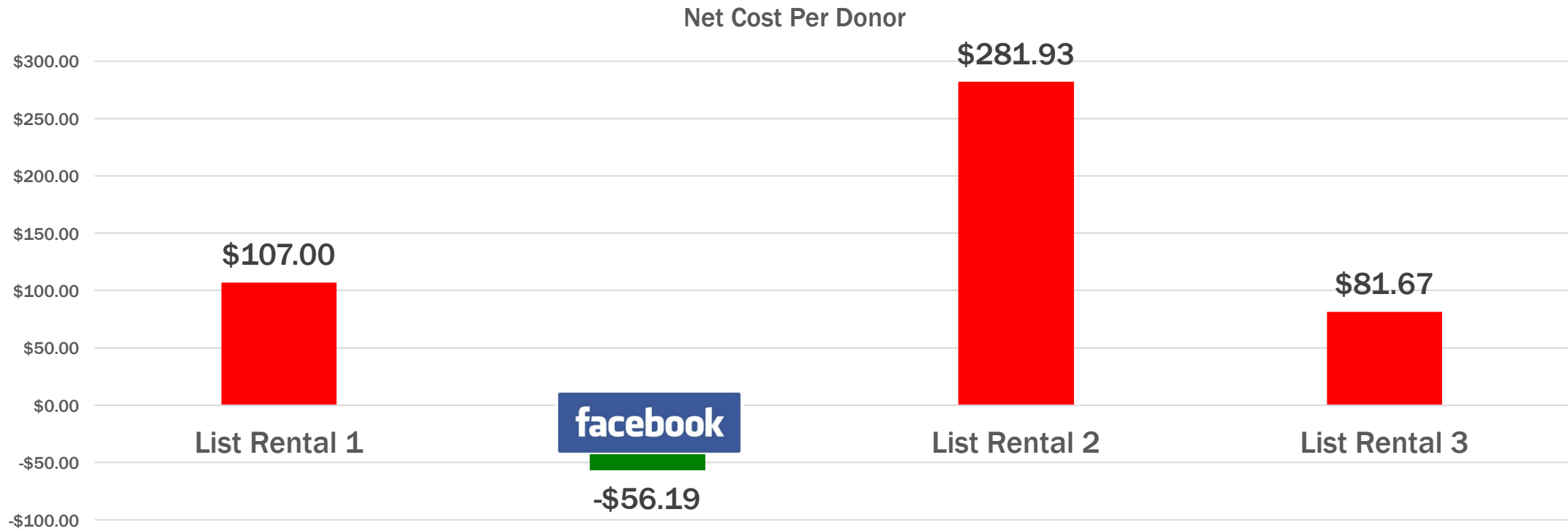
Acquiring Emails at a Net Profit



For every name we acquired on Facebook, we made a profit of \$1.64



Acquiring Donors and Making Money



Facebook produced a net profit of \$56.19 for every donor we acquired.

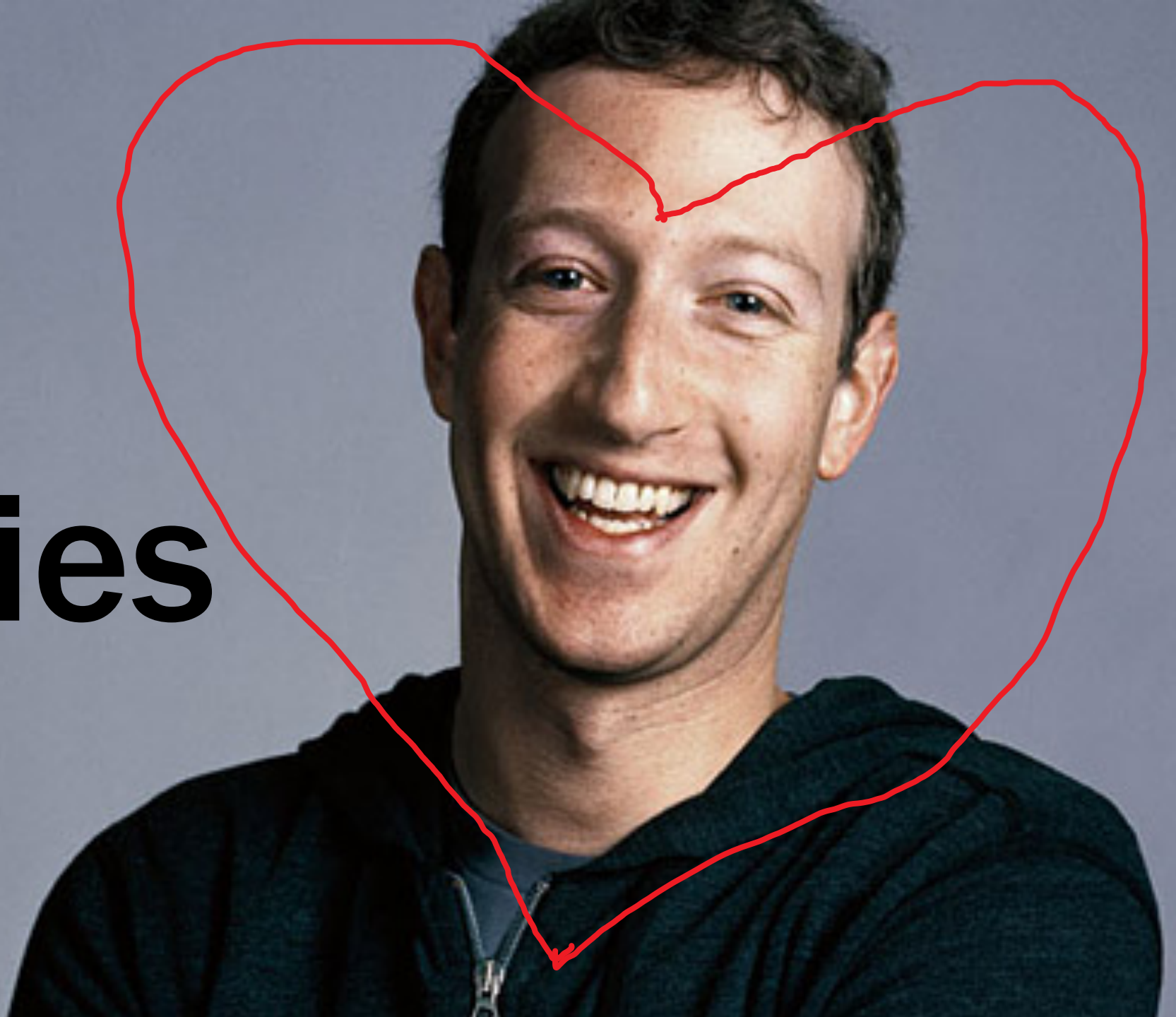


Facebook as your new acquisition source?

- 192% More Emails (Leads) Acquired
- 44% Lower Initial Investment
- 285% More Donors
- 419% Lower Cost-per-Email Acquired
- 728% Lower Cost-per-Donor Acquired
- 398% More Revenue



#Besties



OUR GOAL:

By the end of this presentation, will you begin to understand how to leverage Facebook as a viable way to grow your own donor base and where to go for more help.

So why aren't fundraisers
getting those results or
anything even close?



We've become so obsessed with being

LIKED

that we've forgotten what it's like to be

LOVED



Love can be Measured

1. Emails —

2. Donors —

3. Dollars —



About NextAfter

Combines the perpetual learning of a marketing and fundraising **Research Lab** with the practical application of a **Consultancy**:

- 1,200+ unique experiments spanning a combined sample of more than 8 million donor interactions.
- Research with 158 not-for-profit organizations to-date
- 5 Major studies, 6 Whitepapers, 19 Instructional videos and Database of over



A New Type of Organization

Combines the perpetual learning of a marketing and fundraising **Research**



What have we learned from over \$12,465,390 in nonprofit research?

Research with 150 not-for-profit organizations to-date

- 5 Major studies, 6 Whitepapers, 19 Instructional videos and Database of over

THEOLOGICAL
SEMINARY



KEY POINT 1



People do NOT go online to

GIVE

they go online to

GET



“We’re in the relationship business... fundraising always happens in the context of a relationship.”

-Tom McCabe

KEY POINT 2



People give to organizations they

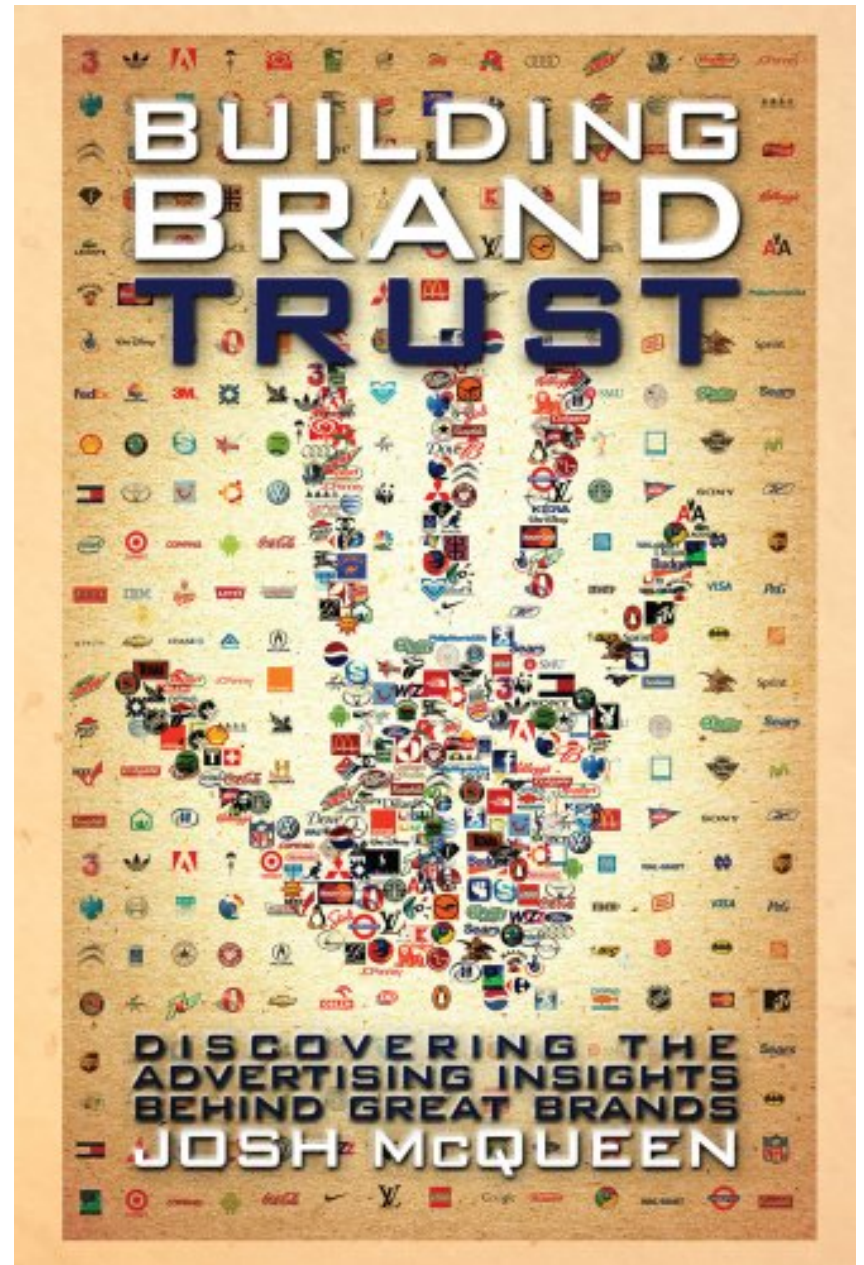
ALREADY AGREE WITH

and

TRUST

We have found that people give to not-for-profits not as faceless organizations but humanize them as people they know well and trust. We call this combination belief, which predicts whether they will give to you in the future.

--Josh McQueen



KEY POINT 3



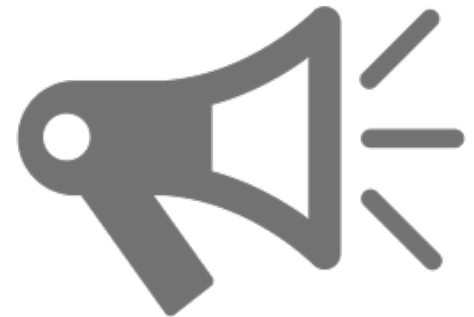
The **SIZE** *and* **QUALITY**
of your **EMAIL LIST** *is the*
most important factor
that will influence your ability to raise money online.

What Not-for-profit data says...



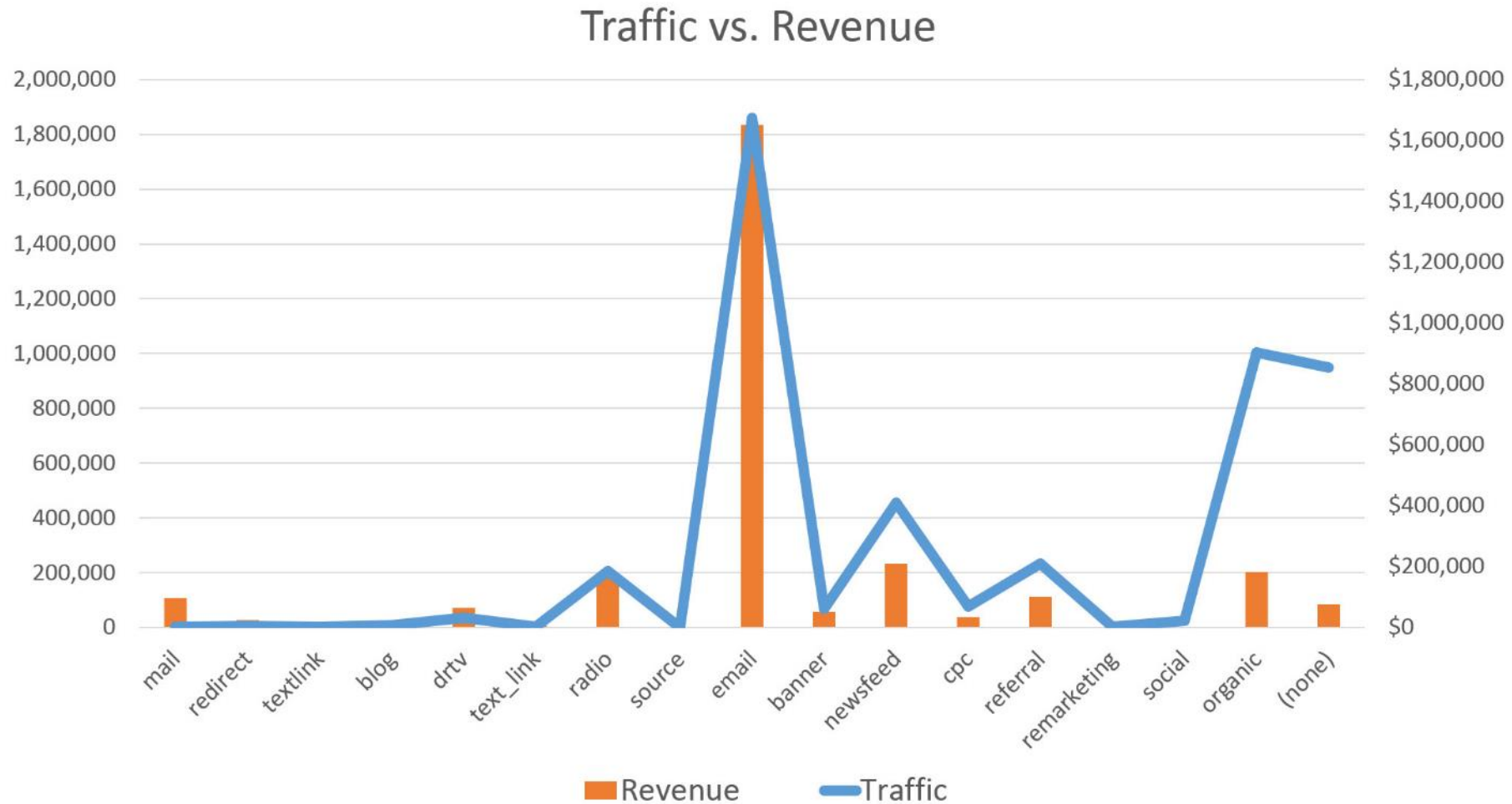
Google Analytics

Here's What We Learned by Examining Google Analytics
for Four Very Different Nonprofit Orgs



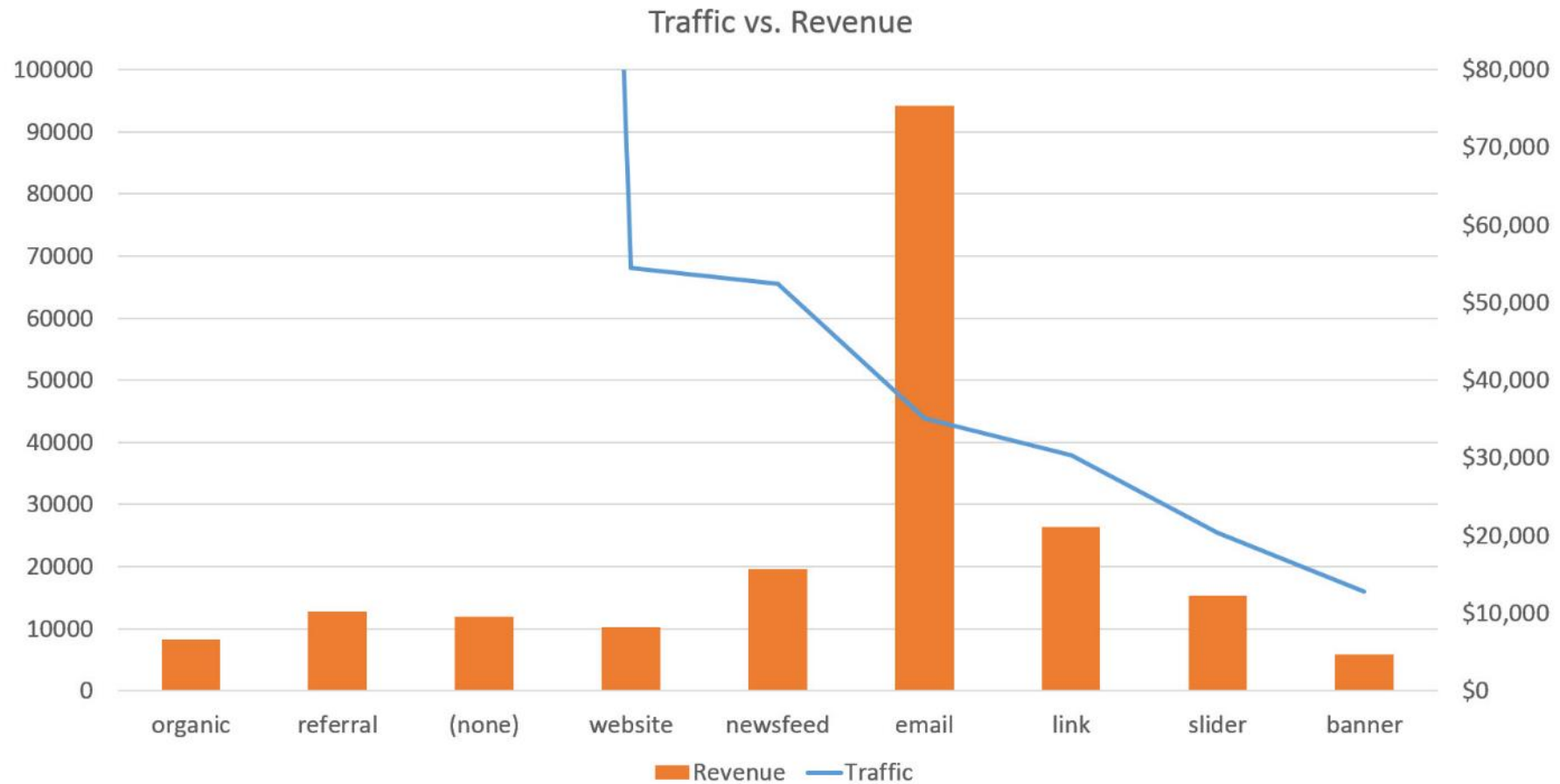


An Education Organization



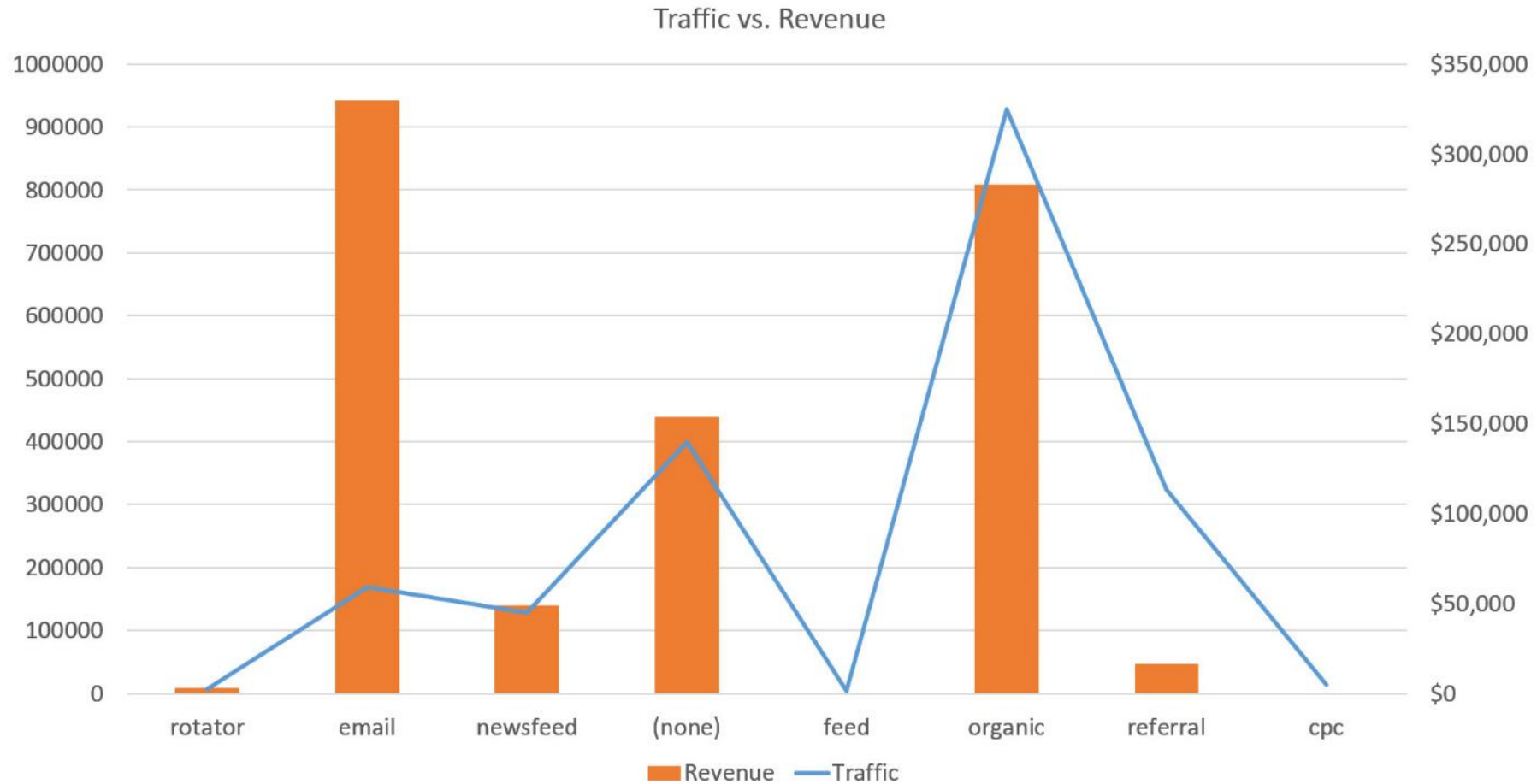


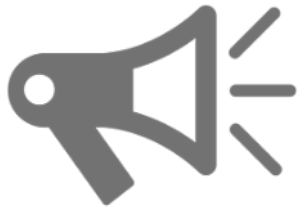
An Association



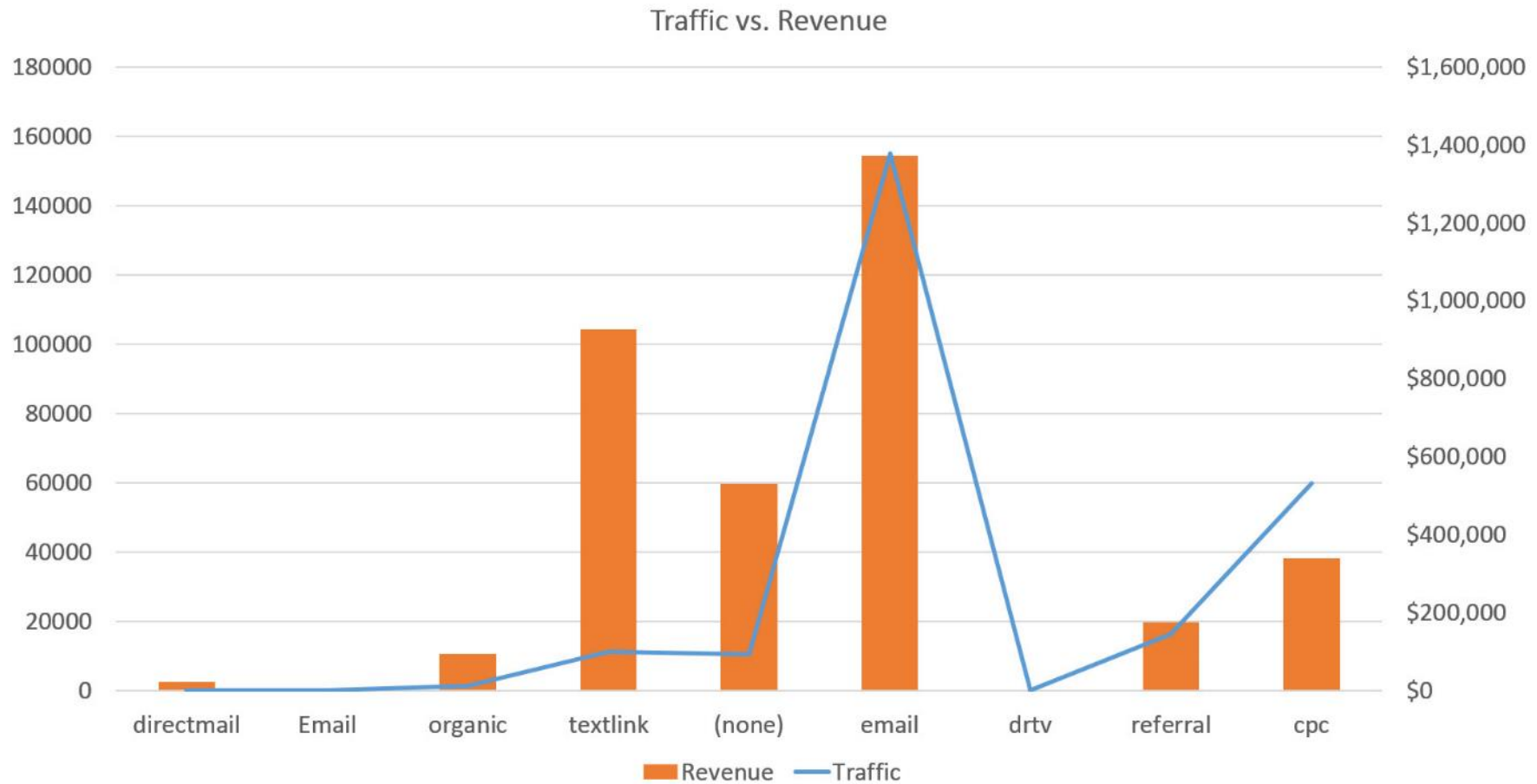


A Faith-based Organization





An Advocacy Organization



THEREFORE...

KEY POINT



*If you want to acquire donors on Facebook,
you must first focus on*

EMAIL ACQUISITION

NOT on donor acquisition

About this Test




Partner Background

Founded in 1844, Hillsdale College is an independent liberal arts college with a student body of about 1,400. Hillsdale's educational mission rests upon two principles: academic excellence and institutional independence. The College does not accept federal or state taxpayer subsidies for any of its operations.

As part of their service, they offer free courses, such as Constitution 101, as a service to the public. Like other not-for-profits, **they need donations to survive.**



Version A



How Do We Get More Donors?

Version B

Billy Gray and Matt Schlientz like Hillsdale College Online Courses.

Hillsdale College Online Courses
Sponsored (demo) · 🌐

Like Page

Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.



Activate your free course now »

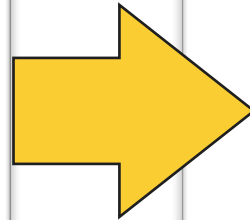
Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

HILLSDALE.EDU

Learn More

👍 10 3 Shares

Like Comment Share Buffer



HILLSDALE COLLEGE

Study the document that secures your God-given rights.

The U.S. Constitution is the key to securing liberty for all Americans — yet very few know exactly what it says, and what freedoms it protects. Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Hillsdale's course, Constitution 101: The Meaning and History of the Constitution, features the same professors who teach this course on Hillsdale College's campus. Hillsdale is one of the only colleges in America — outside of the military academies — that requires every student to take a course on the Constitution to graduate.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson features lively teaching and discussion boards, suggested readings, weekly quizzes, and more.

Activate your free Constitution 101 course now!

Fill out the form below and we'll immediately send your first lesson by email.

Step 1 of 2

Title *
Select

First Name *

Last Name *

Email *

Activate my course!

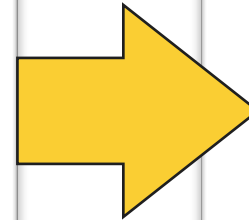
What students say

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

"There aren't enough words to explain. I started with 'The Federalist Papers' with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."
— Danny G.

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

HILLSDALE COLLEGE
33 E. College St. Hillsdale, MI 48242 | Phone: (517) 437-7341 | Fax: (517) 437-3823 | [Privacy Policy](#)



Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!

We'll send you your first lesson in your inbox just a few minutes. It takes a second to send this page.

We are often asked — why does Hillsdale offer this course for free?

Here are three important reasons:

- It is a core value that every American accepts that education with little to no knowledge of America's founding principles.
- Every American must understand the Constitution, the bedrock of independence — these are our American founding principles.
- By educating and teaching Americans about the founding principles of liberty, America can begin to turn around and reverse its decline.

Hillsdale believes every person of legal age in our government represents citizens indirectly through student grants and social programs only a few understand.

That's why the College counts on the generosity of people like you that help to sustain the costs of educating, producing, and distributing these courses so that every American can have an educated and appropriate understanding of the most important and most important nation in human history.

Will you make a modest donation to help produce and promote these free online courses?

Not only will your gift help the College cover our costs, but it will also help reach more people and help the cause of the nation's future by helping to fund the Constitution.

Special offer: free a gift of \$100 or more, you will receive a copy of Hillsdale's online course companion textbook: "The U.S. Constitution: A Reader."

Yes! I want to help Hillsdale produce more free online courses and ensure more citizens are educated about America's founding principles of liberty.

MY GIFT AMOUNT

\$25	\$10	\$100
\$250	\$500	

4) Other Gift Amount:

BILLING INFORMATION

First Name *

Last Name *

First Address *

Country *

Address *

City *

State *

Zip Code *

Phone *

CREDIT CARD INFORMATION

Cardholder Name *

Exp. Month *

Exp. Year *

CVV *

Make My \$10 Gift



How Do We Get More Donors?

Version A

Version B

Hillsdale College
Sponsored ·  Like Page

Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.



Make your donation now »
Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

[SECURE.HILLSDALE.EDU](#) [Learn More](#)

 Like  Comment  Share  Buffer

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Give Hillsdale the support it needs to continue its mission of educating the next generation of leaders. Your gift will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.

Make your tax-deductible gift to Hillsdale College today.

MY GIFT AMOUNT

\$10	\$25	\$50	\$100
\$250	\$500	\$1000	\$2500

BILLING INFORMATION

First Name *
Last Name *

Address *

City *

State *

Zip *

Country *

CREDIT CARD INFORMATION

Card # *

Exp. Date *

CVV *

[Pay Now](#)

Billy Gray and Matt Schlientz like Hillsdale College Online Courses.

Hillsdale College Online Courses
Sponsored ·  Like Page

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Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

[HILLSDALE.EDU](#) [Learn More](#)

 Like  Comment  Share  Buffer

Hillsdale College

Study the document that secures your God-given rights.

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Fill out the form below and we'll immediately activate your first lesson by email.

Step 1 of 2

Title *

First Name *

Last Name *

Email *

[Activate my course!](#)

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"There aren't enough words to explain. I started with 'The Federalist Papers' with a vague interest. Now it seems there aren't enough classes. ... These classes have truly changed and matured my life."
— Danny C.

Hillsdale College
30 S. College St. Hillsdale, MI 49840 | Phone: 517-437-7341 | Fax: 517-437-8822 | [Hillsdale College](#)

Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!

You have now received a confirmation email with a link to your course materials. Please check your email for more information.

MY GIFT AMOUNT

\$10	\$25	\$50	\$100
\$250	\$500	\$1000	\$2500

BILLING INFORMATION

First Name *
Last Name *

Address *

City *

State *

Zip *

Country *

CREDIT CARD INFORMATION

Card # *

Exp. Date *

CVV *

[Pay Now](#)




What Happened

 **$\infty\%$** Increase in
DONATIONS


Version	S1 Click Rate	Donation Rate	Avg. Gift
Version A (2-Step)	0.41%	0.000%	\$0
Version B (3-Step)	1.26%	1.18%	\$58.33
Relative Difference	209%	∞	∞



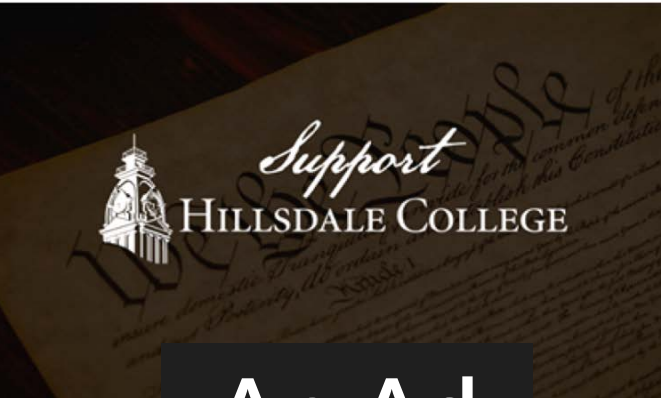
Not This...




Hillsdale College
Sponsored · 🌐



Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.





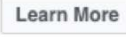
Support
HILLSDALE COLLEGE


An Ad


Make your do


Your tax-deductible gift will help enroll more Americans in the future of America.


SECURE.HILLSDALE.EDU

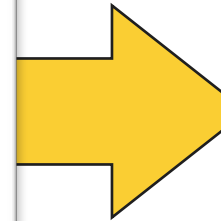


 Like

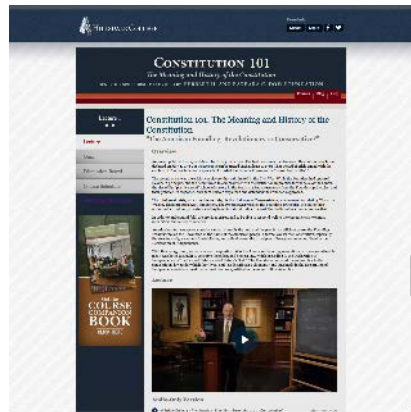
 Comment

 Share

 Buffer

[illegible]

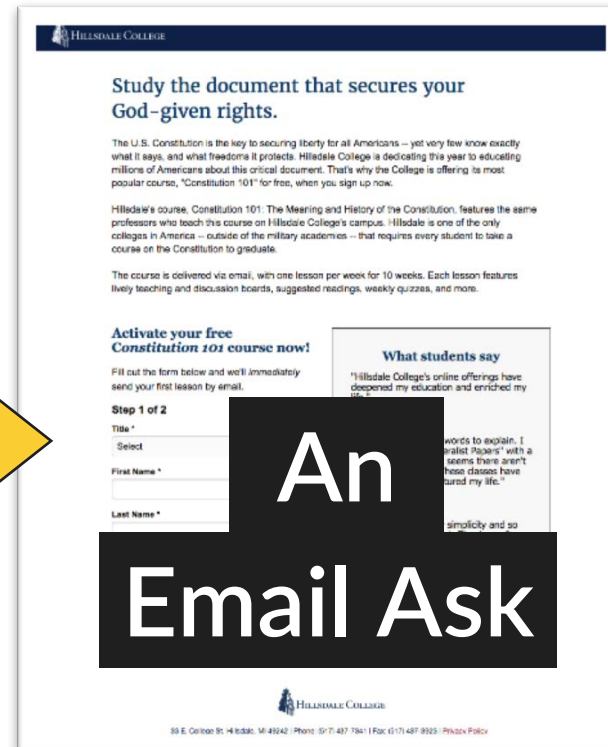
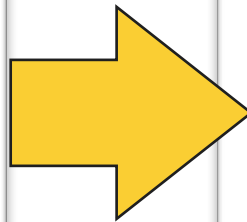
But This...



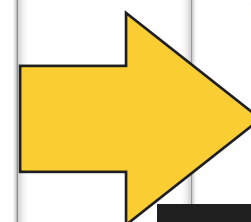
An Offer



An Ad



An Email Ask



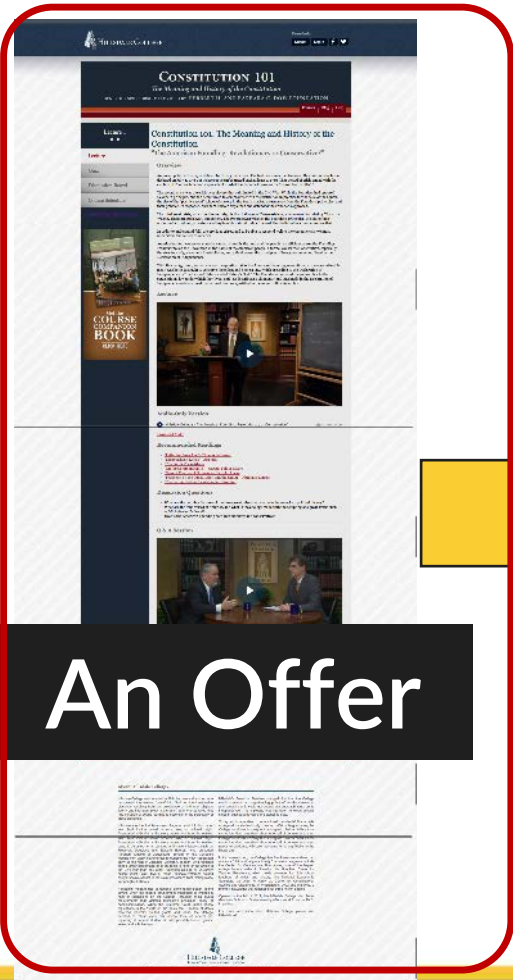
The Donation Ask



*What are the most
important keys to
success?*

Key to Success #1

On the Offer



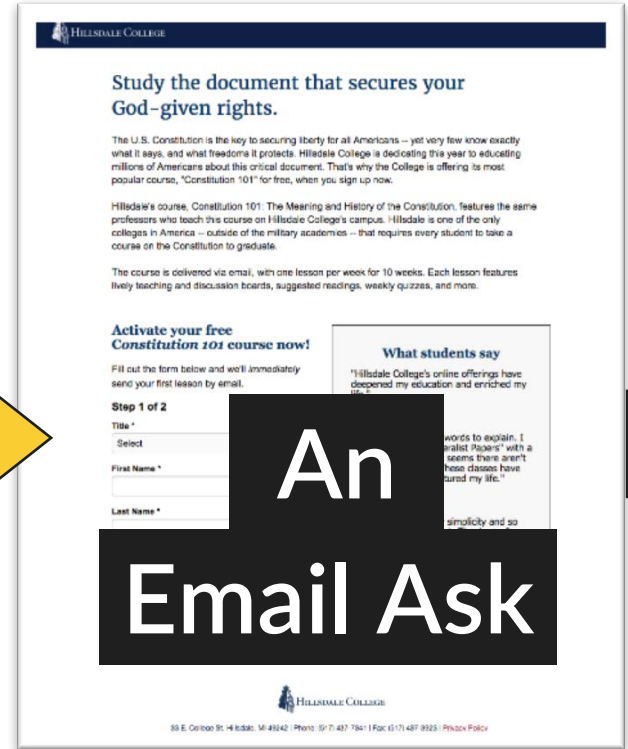
The screenshot shows the 'Constitution 101' website. At the top, it says 'Constitution 101: The Meaning and History of the Constitution'. Below this, there's a section titled 'About the Course' with a video player showing a man in a suit. The website is framed by a red border.

An Offer



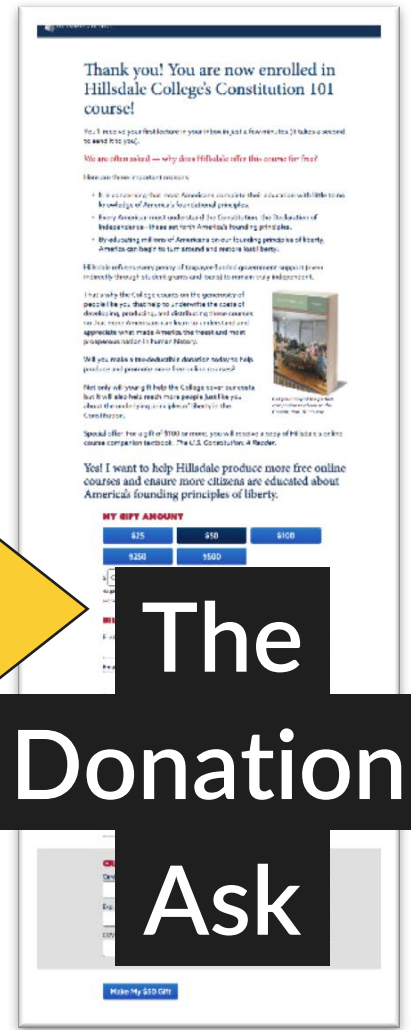
The screenshot shows a Facebook post from 'Hillsdale College Online Courses'. The post text says: 'Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.' Below the text is a video player with the title 'CONSTITUTION 101: THE MEANING AND HISTORY OF THE CONSTITUTION'. The post is framed by a yellow border.

An Ad



The screenshot shows the 'Constitution 101' course registration page. It features the title 'Study the document that secures your God-given rights.' and a description of the course. Below the description is a form to 'Activate your free Constitution 101 course now!'. The form includes fields for 'First Name' and 'Last Name', and a 'Submit' button. The page is framed by a yellow border.

An Email Ask



The screenshot shows the 'Constitution 101' course donation page. It features the title 'Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!' and a description of the course. Below the description is a form to 'Make my \$25 Gift'. The form includes a dropdown menu for 'Gift Amount' with options for \$25, \$50, and \$100. The page is framed by a yellow border.

The Donation Ask



OFFER

/ˈôfər, 'äfər/

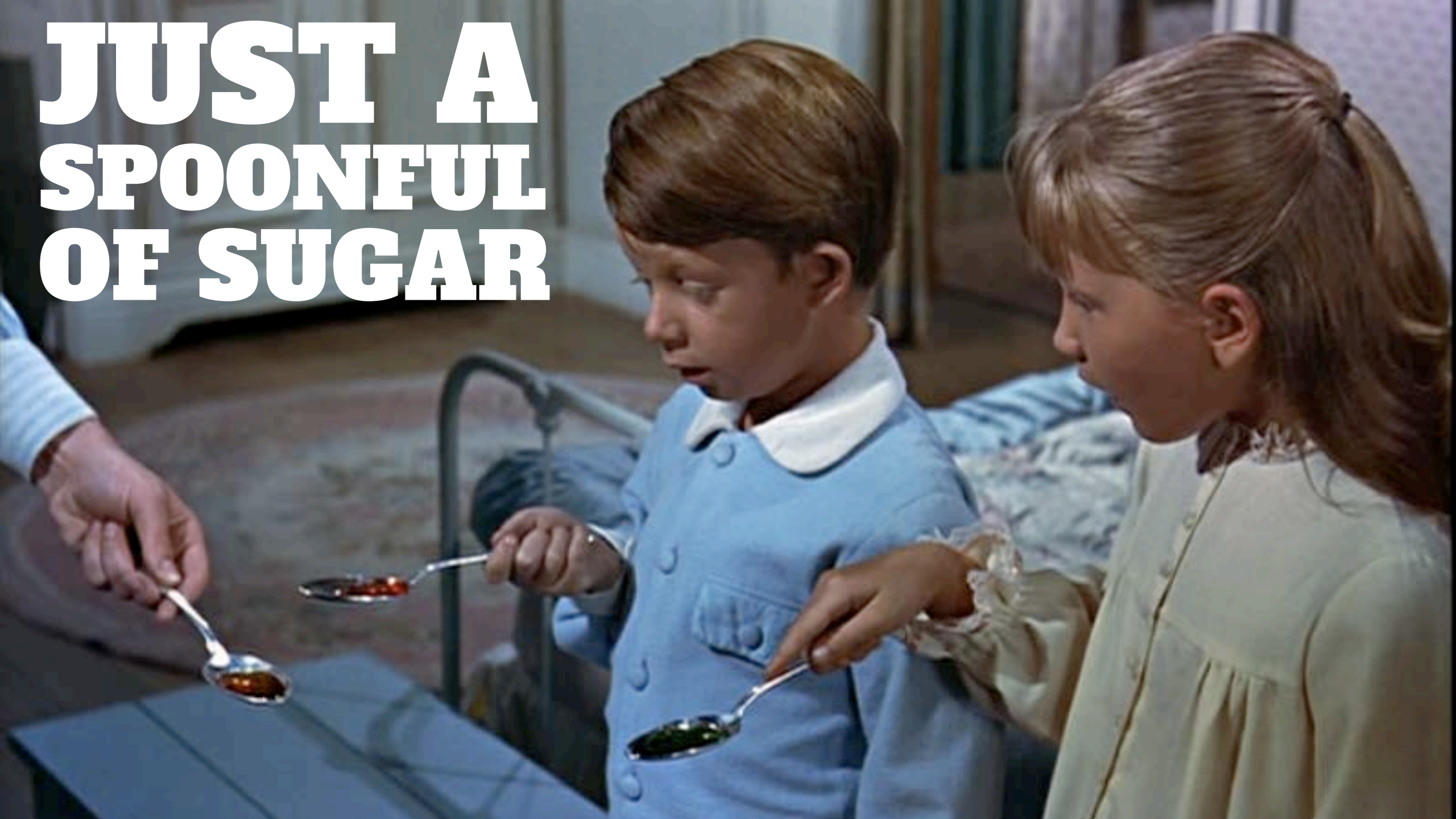
1. Something of value that your fans would be willing to trade their email for.

WHAT IT IS NOT:

It is NOT your organizational value proposition.

It is NOT a request to help you.





**JUST A
SPOONFUL
OF SUGAR**

Types of Offers

- Petition – give their voice to a cause they believe in
- eBooks – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge
- News Updates – give them timely updates on content they're interested in



Types of Offers

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- eBooks – get content that they're interested in
- Courses – learn something they can benefit from
- Quizzes – test their knowledge
- News Updates – give them timely updates on content they're interested in



Offers need to be for **THEM**.



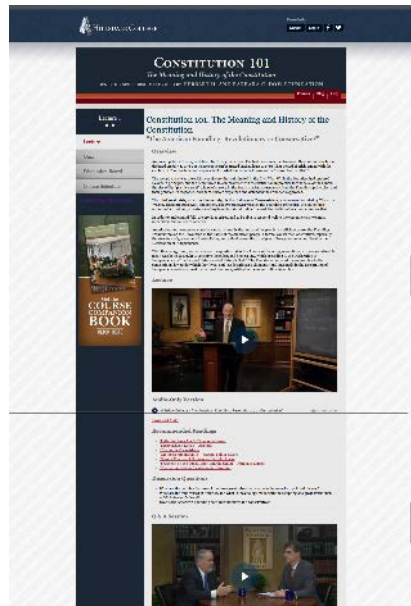
The vast majority of boomers & seniors want to stay active & vibrant; govt programs important

Boomers/Seniors (n=5100)



Key to Success #2

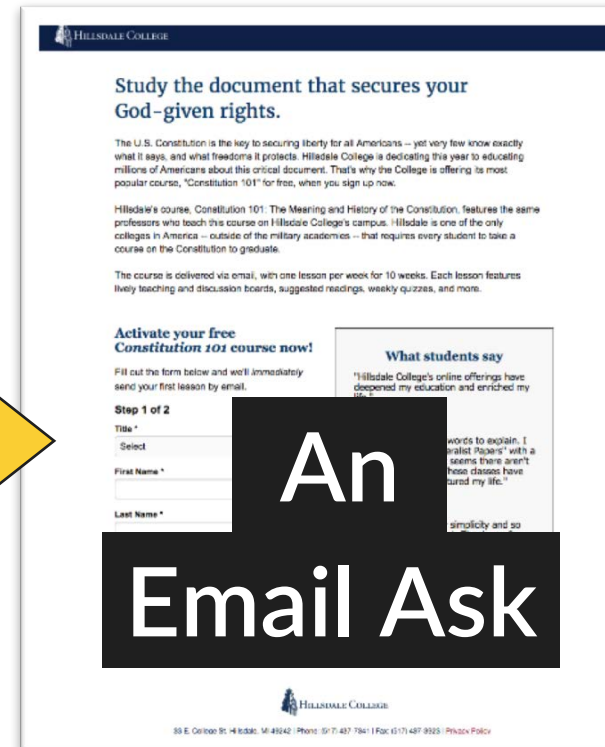
The Ad



An Offer



An Ad



An Email Ask

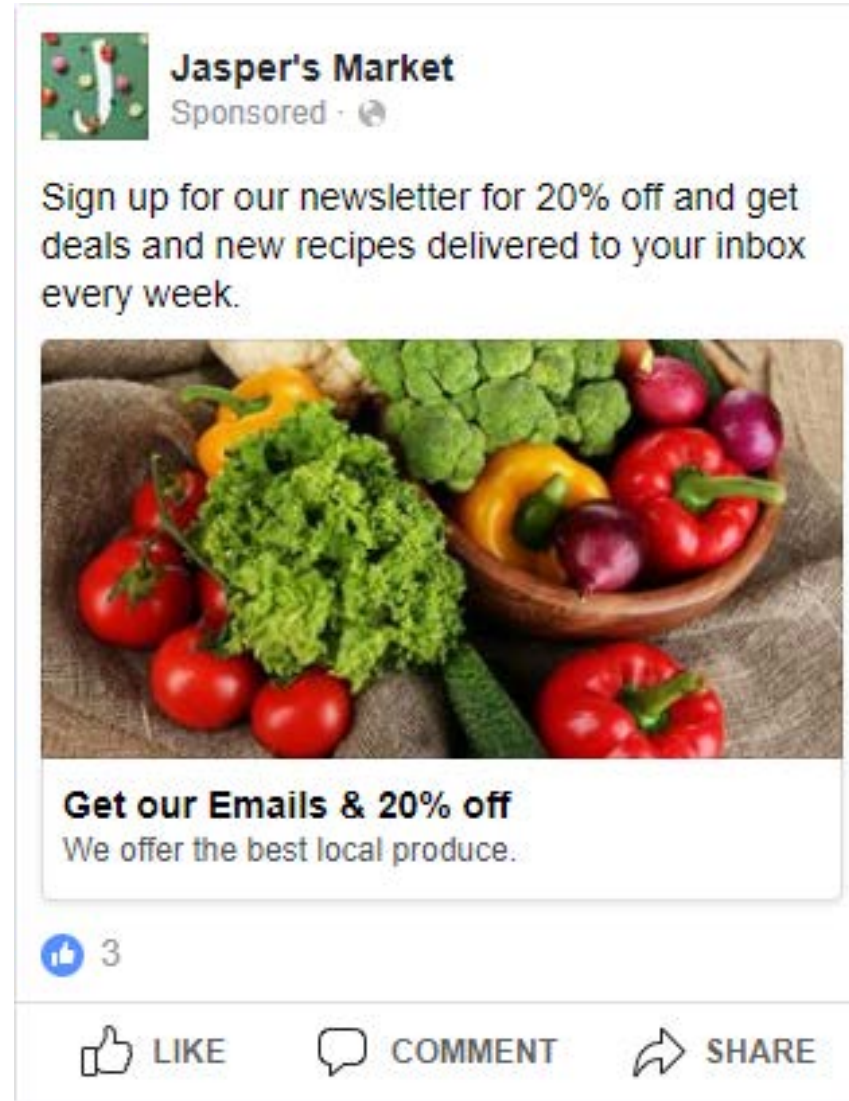


The Donation Ask



1 Text [Description]

3 Headline
[Call to Action]
and
News Feed Link
Description



2 Image / Video

The Research Process

After examining our library of 1,200+ published experiments, we've discovered 70+ Facebook Ad experiments to help us understand patterns of successful Facebook ad messaging.

How an illustrated image in a Facebook ad increases conversion rate

 100.2% lift



Date Added: June 7, 2017

Research Partner: The Missionary Oblates of Mary Immaculate

Element tested: Advertising

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

[View the experiment »](#)

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

 85.5% lift



Date Added: May 23, 2017

Research Partner: Hillsdale College

Element tested: Advertising

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

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

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Does sharing the gospel one on one with another person make you nervous? Yep, me too. I know the drill, I start thinking, "How do I start?" "What do I say?" "What if they ask a question I can't answer?" All these things rush through my mind, and I get sweaty palms, strange inflections in my voice, and I blow the opportunity that the Lord set up for me. Frankly, I find it easier to preach the gospel to thousands, than to [see more](#)



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Many people think of heaven as some surreal, mysterious, dreamlike realm where people sit on clouds and strum harps. But as we continue to live out our life here on earth, it is important for us to know that heaven is a real place for real people—and God wants us to have a deeper understanding of it. This week, my daily devotions focus on the topic of heaven. Are you receiving this daily resource? If not, sign up to start getting these free devotions delivered to your inbox.



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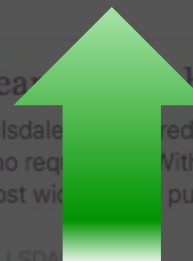
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Does sharing the gospel one on one with another person make you nervous? Yep, me too. I know the drill, I start thinking, "How do I start?" "What do I say?" "What if they ask a question I can't answer?" All these things rush through my mind, and I get sweaty palms, strange inflections in my voice, and I blow the opportunity that the Lord set up for me. Frankly, I find it easier to preach the gospel to thousands, than to share the gospel one person at a time. Perhaps that's why 95% of all Christians have never led a person to Jesus Christ?

But I have good news for you; you can overcome nerves with know-how! Beat the nerves by enrolling in my free online training course and share Jesus with the people in your life. It's called the Tell Someone Training Course. It's a self-paced tutorial, with video learning sessions, downloadable resources, and a certification of completion when you get done.

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Because... I didn't realize **the guy that created Narnia** was a super smart theologian too; and I like smart theologians! (...we knew that)



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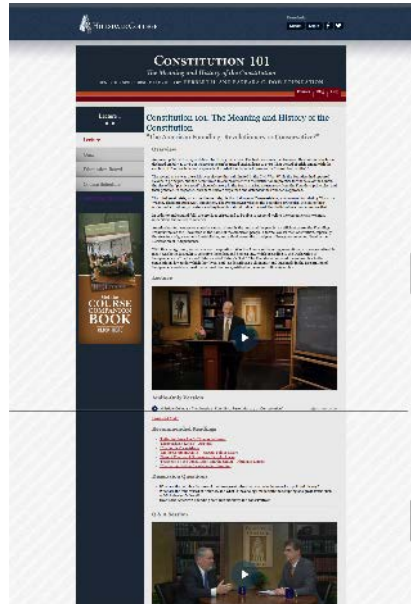
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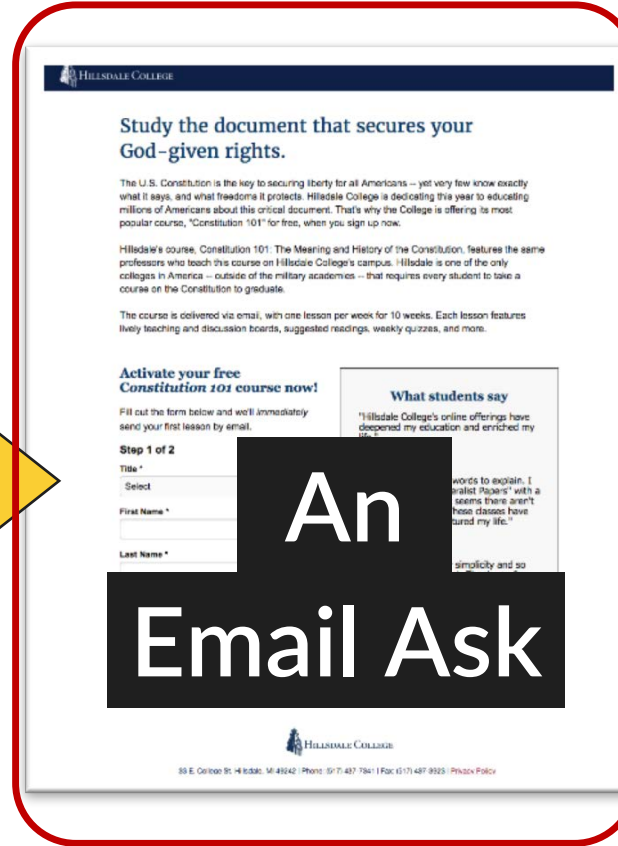
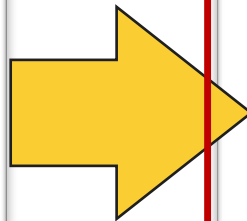
The Landing Page



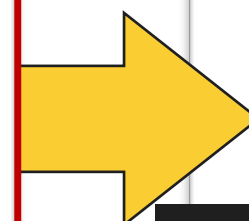
An Offer



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An Email Ask



The Donation Ask



*So I have an offer, and an ad,
does it matter what kind of
webpage I make to get the email?*



Which one will win? It's the same offer...

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African Americans influenced Texas economically, politically, culturally, and socially. Living and working with other ethnic groups, they helped create the unique culture of Texas.

Historians have not always acknowledged the role that African Americans played in the Lone Star State. This is no longer the case. **That is why today, the TSHA is offering this new eBook, *Struggle and Success: African Americans in Texas*, for free.**

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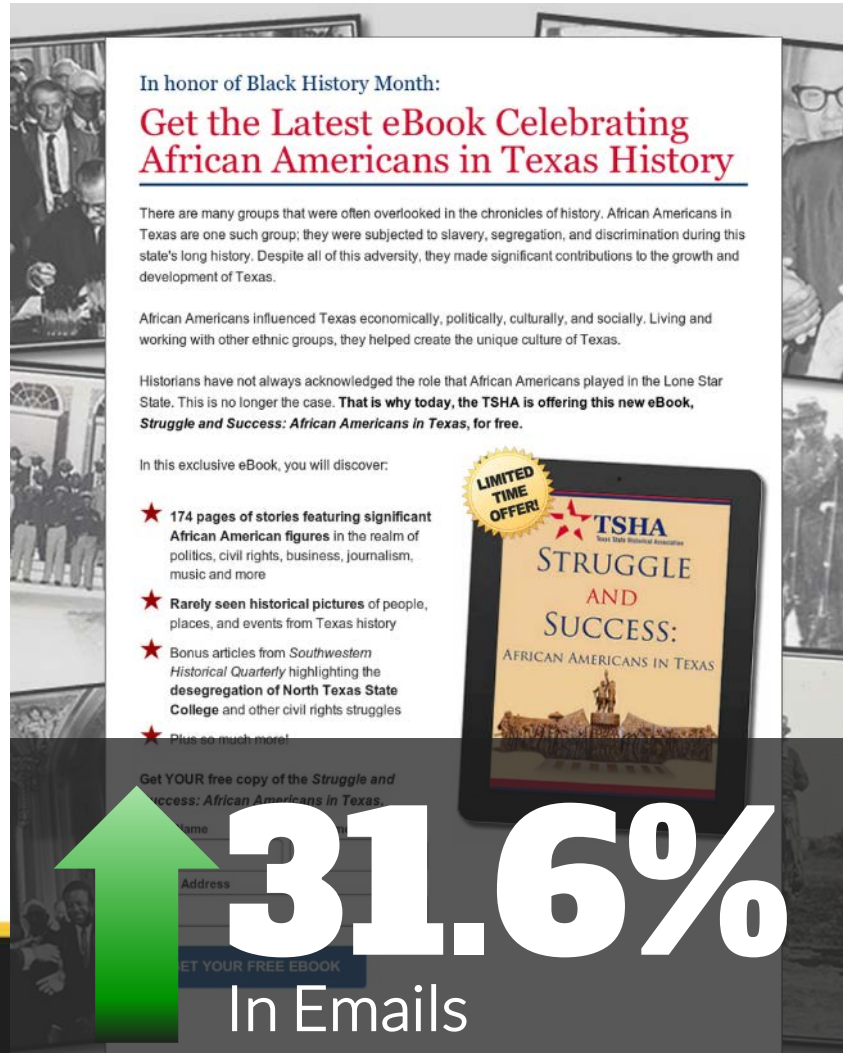
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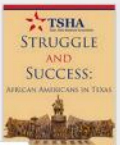
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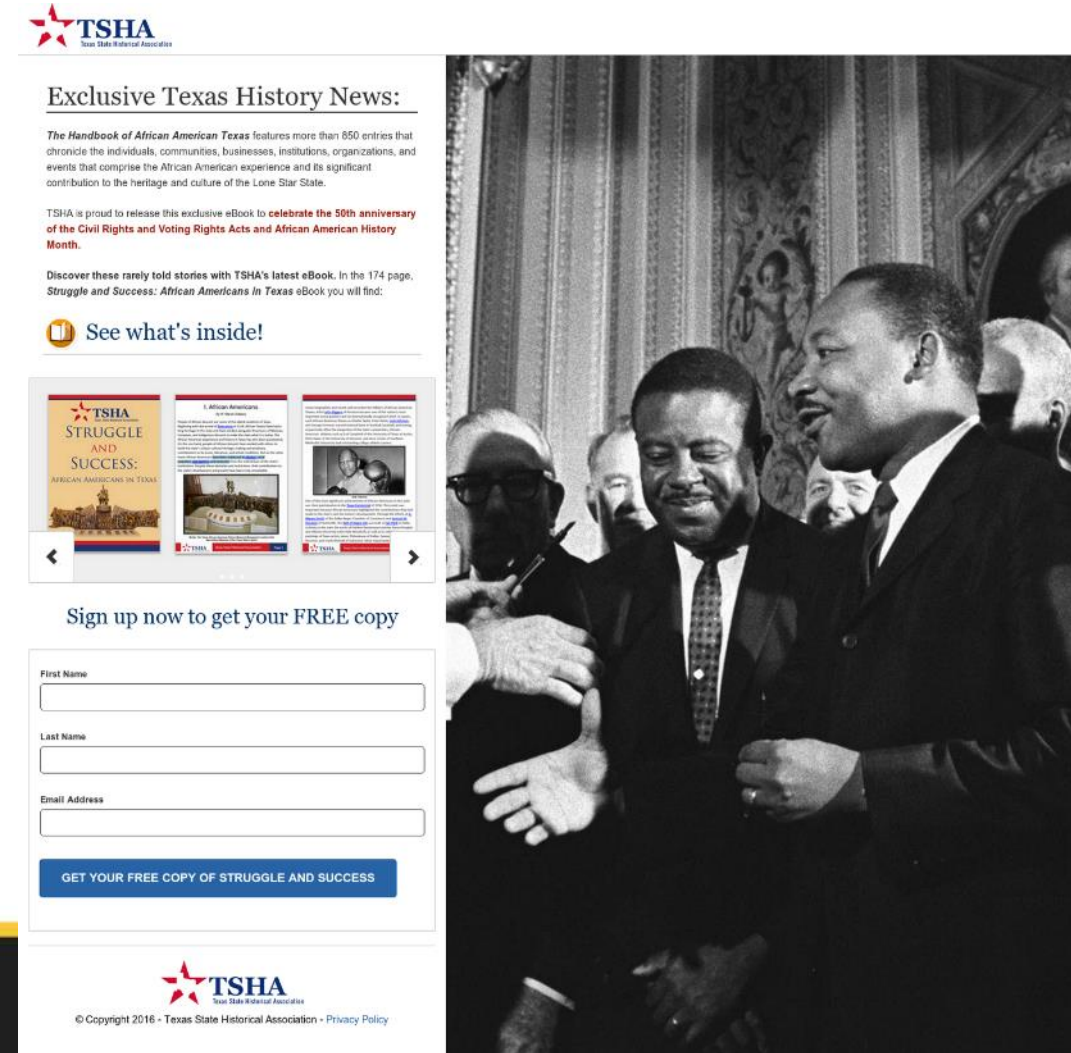
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So in essence, it's a distraction to the main goal... (like someone dressed funny in an interview)



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CTA header

Notice that it emphasizes first what you have to do, not what you get.

It would perform better if reversed. Try it when you want a real person to respond to you!



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CTA button text

While the button text isn't bad, the problem is that we don't know what "Struggle and Success" is, UNLESS we decided to use that complicated widget tool.

Ultimately, it underperformed because it did not reemphasize, it instead introduced something new.



Now look at Version A again...

Version A

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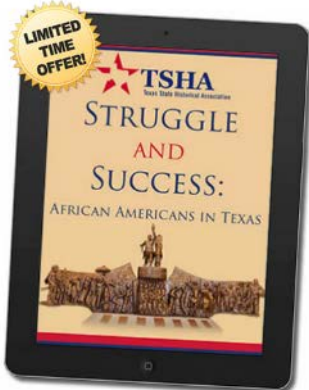
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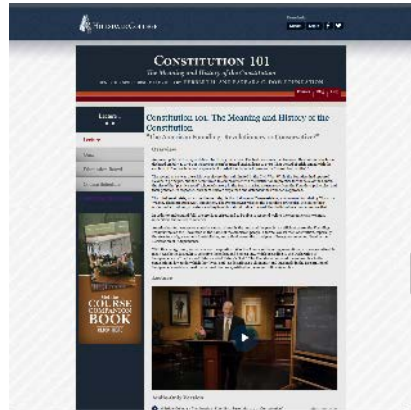
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donations?*



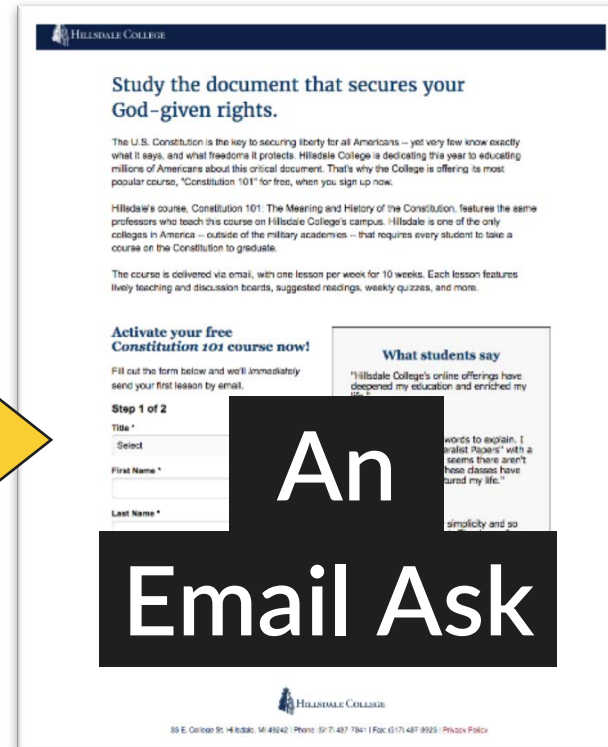
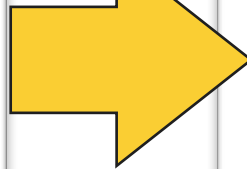
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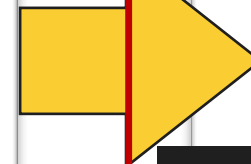
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That's why we count on the generosity of Americans who love liberty and want to see it restored to our nation.

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My Gift Amount

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Thank you for your gift to Hillsdale College. Your gift will help us reach and equip more Americans with the knowledge they need to defend and restore liberty in America. We will send you a copy of *The U.S. Constitution: A Reader* if your gift is \$100 or more. We will also send you a personalized, engraved brick on Hillsdale's Liberty Walk if your gift is \$500 or more. See an example.

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My Gift Amount

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Version A

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
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Payment Information:

Credit Card Number:	<input type="text"/>	*
Expiry Date:	<input type="text"/>	*
CVV Code:	<input type="text"/>	*
Cardholder Name:	<input type="text"/>	*
Bill To Address:	<input type="text"/>	*
Card Brand:	<input type="text"/>	*
Card Expiration:	<input type="text"/>	*
Card Security Code:	<input type="password"/>	*

[Contact Us](#)

Version B

 HILLSDALE COLLEGE

Thank you for your participation!


The online course was always free of charge because we believe every American should understand the Constitution, the Declaration of Independence, and how to defend and restore liberty in America. Hillsdale also receives **every penny** of taxpayer-funded government support so that we can remain truly independent.

That's why we started on the grounds of Americans who love liberty and want to see it restored to our nation.

If you make a tax-deductible donation today to help educate more Americans?

Your gift will help Hillsdale reach out and give more Americans with the knowledge they need to defend and restore liberty in America.

Special offer: For a gift of \$100 or more, we will send you a copy of Hillsdale's online course companion textbook, The U.S. Constitution: A Reader.



Get your copy of the premier publication
of THE JOURNAL OF THE CONSTITUTION AND GOVERNMENT

Yes! I want to ensure more Americans are educated about our founding principles.

Credit Card Information

(Not a)

35.8%
Donations

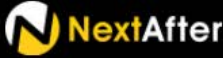


If the accepted offer is already providing us donations, how was version B able to attract more?







The Research Process

After examining our library of 1,100+ published experiments, we've discovered **141** relevant experiments to help us create an ideal starter template.



Research | Resources | Events | About Us | Contact Us | Blog





How removing the recommended donation amount increased the perceived value of an offer ↑ 276.5% lift

Date Added: April 24, 2017
Research Partner: Every Home for Christ
Element tested: Donation Page Copy, Donation Page Form

Every Home for Christ was offering their book *Look What God is Doing* as a free offer for donors and potential donors to develop a deeper understanding of the impact that their organization was having across the globe.

After someone requested the book, they were shown a Thank You page with a follow-up donation ask. In the control version of this page, Every Home for Christ was recommending a \$10 donation. In exchange for this donation, they would send the donor a free copy of another book titled *The Hour That Changes the World*.

SEARCH THE LIBRARY

Keywords

Targeted Conversion Factor

All Factors

Element Targeted

Donation Page Form

All Elements

Advertising

Email Sender

Email Subject Line

Email Design

Email Copy

Email Call-to-Action

Donation Page Design

Donation Page Headline

Donation Page Copy

	A	B	C	D	E	F	G	H	I	J
	ID	Type		Template Element	Sub-Category	Exa?	Diff?	Good or Bad	KPI	Link
1										
3	6798	Donation	1	Add Premium	Body Copy	Yes	No		Both	https://www.nextafter.com/research/2017/06/how-removing-a-premium
5	6764	Donation	1	5-Step Donation vs 1	Body Copy	Yes	No		Both	https://www.nextafter.com/research/2017/06/how-a-stepped-approach
15	6145	Donation	1	Add Premium	Body Copy	Yes	Yes	Good	Don	https://www.nextafter.com/research/2017/02/how-adding-a-premium
26	5877	Donation	1	Add Value Copy	Body Copy	Yes	No		Don	https://www.nextafter.com/research/2017/01/how-the-value-propositio
28	5755	Donation	1	Visually Increase Security of CC fields	Form Fields	Yes	Yes	Good	Don	https://www.nextafter.com/research/2016/12/how-visually-increasing-t
30	5661	Donation	1	Add Premium	Body Copy	Yes	Yes	Bad	Don	https://www.nextafter.com/research/2016/11/how-a-premium-offer-af
31	5661	Donation	1	Add Premium	Body Copy	Yes	Yes	Good	AvgG	https://www.nextafter.com/research/2016/11/how-a-premium-offer-af
33	5595	Donation	1	Simplified Copy (bullets, bolding, etc)	Body Copy	Yes	Yes	Really Good	Don	https://www.nextafter.com/research/2016/10/how-simplifying-donatio
39	4779	Donation	1	Headers, copy spacing, bolding	Body Copy	Yes	Yes	Good	Don	https://www.nextafter.com/research/2016/08/how-simplifying-and-reir
41	4596	Donation	1	Headline Personalization	Headline	Yes	No		Don	https://www.nextafter.com/research/2016/08/how-personalizing-the-d
42	4575	Donation	1	Add Premium	Body Copy	Yes	Yes	Good	Don	https://www.nextafter.com/research/2016/07/how-the-addition-of-a-pi
43	4575	Donation	1	Add Premium	Body Copy	Yes	Yes	Good	AvgG	https://www.nextafter.com/research/2016/07/how-the-addition-of-a-pi
53	3935	Donation	1	Headline Personalization	Headline	Yes	Yes	Good	Don	https://www.nextafter.com/research/2016/05/how-personalization-af
57	3552	Donation	1	Adaptive Form Fields	Form Fields	Yes	Yes	Really Bad	Don	https://www.nextafter.com/research/2016/04/how-a-more-modern-doi
58	3552	Donation	1	Adaptive Form Fields	Form Fields	Yes	Yes	Good	AvgG	https://www.nextafter.com/research/2016/04/how-a-more-modern-doi
65	2895	Donation	1	Add Inline Premium	Body Copy	Yes	No		Both	https://www.nextafter.com/research/2016/01/how-a-year-end-premiu
81	2112	Donation	1	Required Cell Phone	Form Fields	Yes	Yes	Really Bad	Don	https://www.nextafter.com/research/2015/09/how-adding-one-require
82	2112	Donation	1	Required Cell Phone	Form Fields	Yes	Yes	Bad	AvgG	https://www.nextafter.com/research/2015/09/how-adding-one-require
89	2041	Donation	1	Add Next Step Language for Ins Don	Other	Yes	Yes	Good	Don	https://www.nextafter.com/research/2015/09/how-adding-clarity-to-th
90	2041	Donation	1	Add Next Step Language for Ins Don	Other	Yes	Yes	Bad	AvgG	https://www.nextafter.com/research/2015/09/how-adding-clarity-to-th
100	1800	Donation	1	Short Copy (vs long...nearly pure)	Body Copy	Yes	Yes	Good	Don	https://www.nextafter.com/research/2015/08/how-reducing-copy-for-h
106	1720	Donation	1	Inline link to skip instand donation	Extras	Yes	Yes	Bad	Don	https://www.nextafter.com/research/2015/07/how-giving-donors-an-ex
107	1720	Donation	1	Inline link to skip instand donation	Extras	Yes	Yes	Bad	AvgG	https://www.nextafter.com/research/2015/07/how-giving-donors-an-ex
117	1393	Donation	1	The ideal visual template	Multiple	Yes	Yes	Good	Don	https://www.nextafter.com/research/2015/06/how-a-testing-into-a-nev
120	1217	Donation	1	Add Specific countdown clock (to get th	Extras	Yes	Yes	Bad	Don	https://www.nextafter.com/research/2015/04/how-using-a-timer-to-rec
121	1217	Donation	1	Add Specific countdown clock (to get th	Extras	Yes	Yes	Good	AvgG	https://www.nextafter.com/research/2015/04/how-using-a-timer-to-rec
124	991	Donation	1	Eliminate Nav and header graphic	Header	Yes	Yes	Good	Don	https://www.nextafter.com/research/2015/03/how-including-navigatio
125	991	Donation	1	Eliminate Nav and header graphic	Header	Yes	Yes	Good	AvgG	https://www.nextafter.com/research/2015/03/how-including-navigatio
126	909	Donation	1	Almost ideal template (minus gift array	Multiple		Yes	Good	Don	https://www.nextafter.com/research/2015/02/how-a-radical-redesign-a
127	909	Donation	1	Almost ideal template (minus gift array	Multiple		Yes	Bad	AvgG	https://www.nextafter.com/research/2015/02/how-a-radical-redesign-a

The key is to ask for a donation

IN CONTEXT



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.

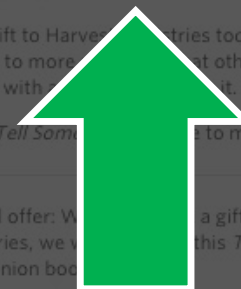
You can help others take advantage of this free course too, by making a tax-deductible donation today.

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 us 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

Experiment #2791

From This

 HILLSDALE COLLEGE

Thank you! You are now enrolled in Hillsdale College’s “An Introduction to C.S. Lewis.”

You'll receive your first lecture in your inbox shortly. In the meantime, please consider supporting Hillsdale College in its effort to provide this and other online courses for free to all who wish to learn.

Hillsdale refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans), which allows it to remain truly independent.

That's why the College counts on the generosity of people like you who help to underwrite the costs of developing, producing, and distributing these courses.

Will you make a tax-deductible donation today to help produce and promote more free online courses?

Your gift will not only help the College cover its costs, it will also help it offer this and other online courses. More than 900,000 students have already taken Hillsdale's free courses. Your support will help us reach and teach even more Americans.

Yes! I want to help cover Hillsdale’s cost for this course and enable Hillsdale to produce even more free online courses.

My Gift Amount

\$25

\$50

\$100

\$250

\$500

\$

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


Billing Information

First Name *

Last Name *

Email Address *

To This

 HILLSDALE COLLEGE

Thank you! You are now enrolled in Hillsdale College’s “An Introduction to C.S. Lewis.”

You'll receive your first lecture in your inbox shortly.

Why do we teach this C.S. Lewis course for free?

Hillsdale offers this course because we hope more and more people will experience the truth and beauty of C.S. Lewis' writings. His works of apologetics and fiction represent one of the finest sustained defenses of Christian principles in modern times.

However, this course is funded entirely by the generosity of donors, who help keep it free to anyone who enrolls.

What's more, Hillsdale also refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans), which allows the College to remain truly independent.

So that's why we hope you will you make a tax-deductible donation today to help produce and promote more free online courses like this one.

Your gift will not only help the College cover its costs, it will also help it continue to offer this and other online courses for free. More than 900,000 students have already taken one of Hillsdale's free online courses. Your support will help us reach and teach even more Americans.

Yes! I want to help cover Hillsdale’s cost for this course and enable Hillsdale to produce even more free online courses.

My Gift Amount

\$25

\$50

\$100

\$250

\$500

\$

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

Billing Information

First Name *

Last Name *

Email Address *

22.2%
In Donations



Oh and one
more
thing...

23 PROVEN WAYS TO IMPROVE YOUR DONATION PAGES

- 10** Most new design elements make no difference in conversions. Exp. #5641, 4367, and 2138 each had no difference in conversion.
- 11** Avoid using video to say "Thanks" or communicate your value proposition. Exp. #5827 - 560% increase in donations. Exp. #1985 - 342% increase in donations.
- 12** For Instant Donation pages, focus your copy on the next step and avoid excessive value prop. Exp. #5595 - 82.2% increase in donations. Exp. #2041 - 22.6% increase in donations, and a 12.3% decrease in average gift.
- 13** Utilize headers, write short paragraphs, and bold important phrases. Exp. #4779 - 46.2% increase in donations.
- 14** Reinforce your call-to-action before the donation form. Exp. #4269 - 49% increase in donations, and a 63% increase in average gift.
- 15** For donation pages with mostly new donors, use a gift array with a low starting gift amount. (see array studies)
- 16** When using a gift array, use big buttons. (see array studies)
- 17** Add headers with numbering and clarity to decision points +12.5% Don (4638)
- 18** Avoid adaptive form fields and overly flashy design elements. Exp. #4911 - No difference in conversion. Exp. #3552 - 69.7% decrease in donations, and 21% increase in average gift.
- 19** Add an optional phone number field, but do not require it. Exp. #6086 - Optional phone field made no difference in conversion. Exp. #2112 - Required phone field decrease donations by 42.6% and average gift by 14%.
- 20** Group form fields to reduce the page length. Exp. #1007 - 39.4% increase in donations.
- 21** Personalize and pre-populate form fields. Exp. #1066 - 29.5% increase in donations.
- 22** Box out credit card fields and add a padlock graphic to communicate security. Exp. #5991 - 14.4% increase in donations. Exp. #5755 - 9.5% increase in donations.
- 23** Place 3rd party credibility indicators in closest proximity to payment information. Exp. #4960 - 22% increase in donations and a 17% increase in average gift.
- 1** If possible, add the donor's name to the headline. Exp. #3935 - 502% increase in donations.
- 2** No Https? It may not be hurting you. Exp. #3451 - Made no difference in donations.
- 3** Eliminate the navigation. Simplify your header. Exp. #4903 - 195% increase in donations. Exp. #991 - 25.6% increase in donations.
- 4** Avoid "Donate" buttons in your header. Exp. #2107 - 28.2% decrease in donations. 34% decrease in average gift. Exp. #1547 - 18% decrease in average gift.
- 5** Background images should focus on value prop, not seasons or generics. Exp. #2904 - Seasonal background made no difference. Exp. #2569 - 19.8% increase in donations with a mission related image. Exp. #2019 - 53.1% increase in donations with value prop related image.
- 6** Avoid links that drive people away from the giving form. Exp. #1720 - 25.7% decrease in donations.
- 7** In-line reviews work with premium offers, but not with general donation appeals. Exp. #6179 - 26.6% increase in donations when used with a premium offer. Exp. #3397 - 49% decrease in donations when used with general donation appeal.
- 8** If using premiums based on giving level, avoid using copy near the gift array that tries to increase their average gift. Exp. #447 - 22.3% decrease in revenue. Exp. #772 - 6.1% decrease in revenue. Exp. #780 - 1.9% decrease in revenue.
- 9** 3rd party endorsements next to the form don't have a major effect on conversions. Exp. #1526 - No difference in donations.
- 10** Avoid using a "Recent Gifts" next to donation form. Exp. #283 - 36.1% decrease in revenue.
- 11** Eliminate any gift verification or confirmation pages. Exp. #3711 - 121.5% increase in donations, 19.5% increase in average gift.
- 12** Avoid countdown clocks to retain traffic. Exp. #1217 - 19% decrease in revenue.
- 13** Supporting images are not required. Exp. #1947 - No difference in donations.

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 center 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

2. Enter Your Information (It's Secure)

First Name Last Name

Address

City State Zip

Phone

3rd Party Endorsement

Make My \$50 Gift



Key to Success #5

What about targeting?



What about targeting?

What about follow-up emails?



What about targeting?

What about follow-up emails?

How should I measure success?



What about targeting?

What about follow-up emails?

How should I measure success?

How exactly do I set it up?



Courses.NextAfter.com



Free Online Fundraising Courses

Online fundraising is hard and it's even harder to know which tips, guides, or 'best practices' out there can really help you. That's why we created these courses and made them free (yes, free). **You'll see some of what we've learned and what works based on over 1,000 experiments.**

You can take one course at a time or all at once. Do a session a week or take a day and binge watch them (get your popcorn ready). Each session focuses on one area that we've found useful in helping organizations dramatically grow their online fundraising but **you'll also get access to free (yes, free) tools, templates, worksheets, and guides to help you along the way.**

We hope these free (yes, free) courses help you and make online fundraising just a bit easier.



Turning Facebook Likes Into Donors

The ability to effectively utilize Facebook for fundraising has eluded fundraisers for years. In this course, we'll show you a **proven 4-step strategy** to turn Facebook into one of your most *reliable* and *sustainable* sources of new donors and revenue.

In this 11 session course, you'll learn how to:

- Create an enticing content offer
- Develop an effective landing page
- Craft a high-converting donation page
- Measure and optimize the right metrics

[Learn More About *Turning Facebook Likes Into Donors*](#)

BUT WAIT



THERE'S MORE

Worksheets and Templates

Landing Page Template



We've outlined the 13 key elements of an effective landing page based on 80+ landing page experiments with real nonprofit organizations. Use this template as a guide as you create your next offer page.

[Download the landing page template.](#)

Session 3 – Creating a Compelling Offer

This worksheet will walk you through all of the most important steps to discovering your next great free content offer.

[Download the worksheet.](#)

Session 4b – Creating a Landing

Donation Page Template



We've outlined the key elements of a high converting donation page based on 100+ donation page experiments. Use this template as a guide the next time you create a donation page.

[Download the donation page template.](#)

Session 4 – Creating an Email Aquisition Landing Page

Your landing pages shouldn't sound like marketing, they should be conversational. This worksheet will guide you as write conversational copy for your next landing page.

[Download the worksheet. \[PDF\]](#)

[Download the worksheet. \[DOCX\]](#)

Session 5 – Creating an Instant

QUESTIONS?

Courses.NextAfter.com