



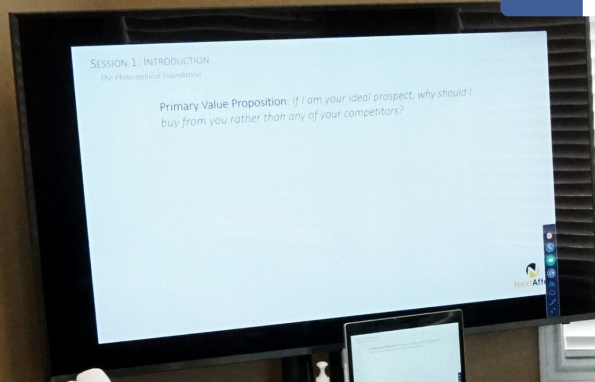
NIO SUMMIT

SEPT. 27-28, 2018
SAN ANTONIO, TX

LEARN MORE AT

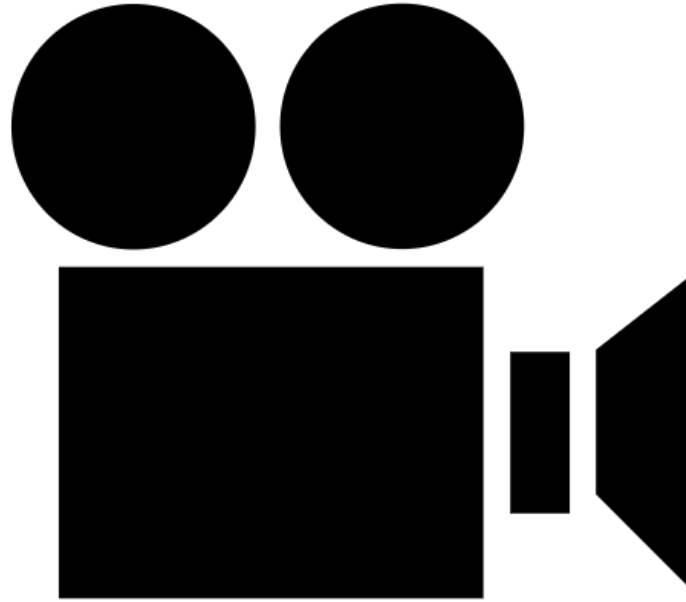
NIOSUMMIT.COM

3 2 1



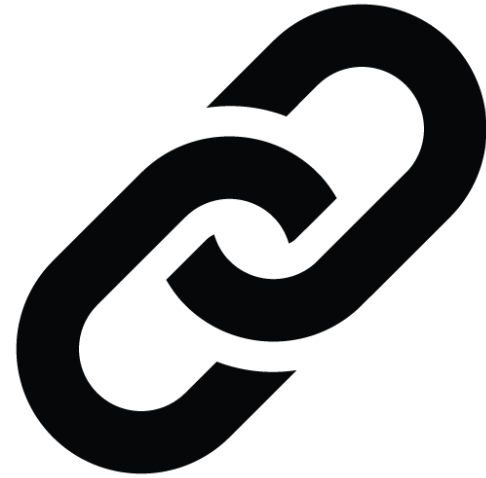
www.facebook.com/NextAfterInc

A Few Quick things...



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

A Few Quick things...



Links to featured resources and experiments will be sent out with the recording.

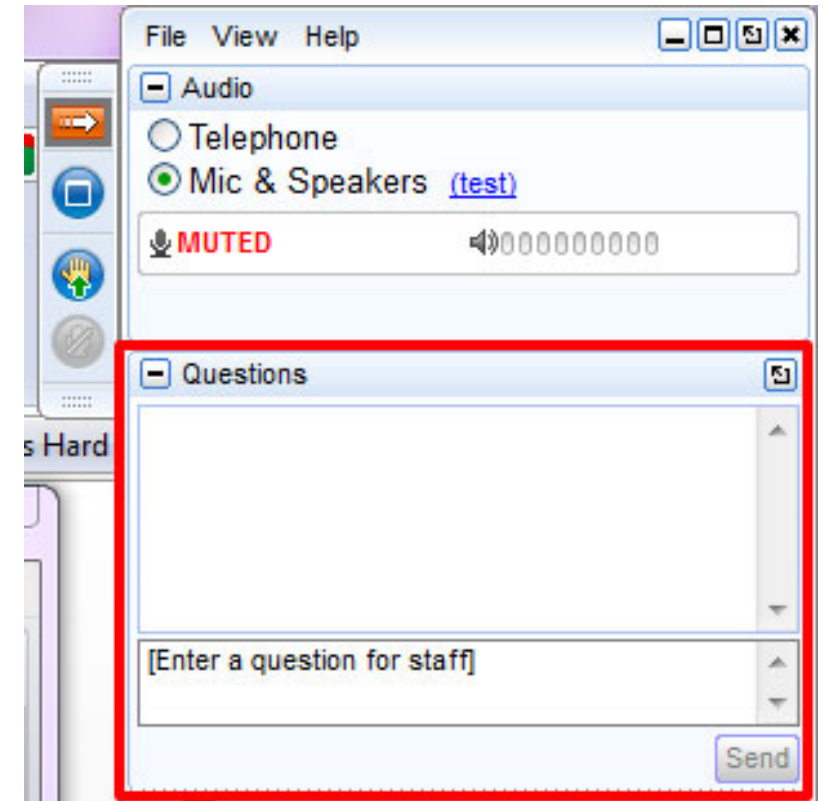
A Few Quick things...



We want your questions!

A Few Quick things...

Use the “Questions” tab in GoToWebinar to ask a question.



Today's Speakers



Jon Powell

Senior Director of Research and Education | NextAfter

jon@nextafter.com

@JonPowell31

www.linkedin.com/in/jonpowell31/



Tim Kachuriak

Chief Innovation & Optimization Officer | NextAfter

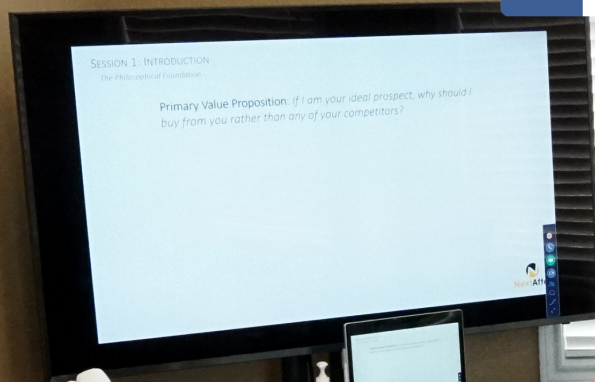
tim@nextafter.com

@DigitalDonor

www.linkedin.com/in/timkachuriak



3 2 1



www.facebook.com/NextAfterInc

A close-up photograph of several small green seedlings with two leaves each, growing out of dark brown soil. The background is softly blurred, showing more plants and light filtering through. A dark green horizontal band is superimposed across the middle of the image, containing white text.

CULTIVATE STRONGER DONORS
WITHOUT SENDING MORE APPEALS

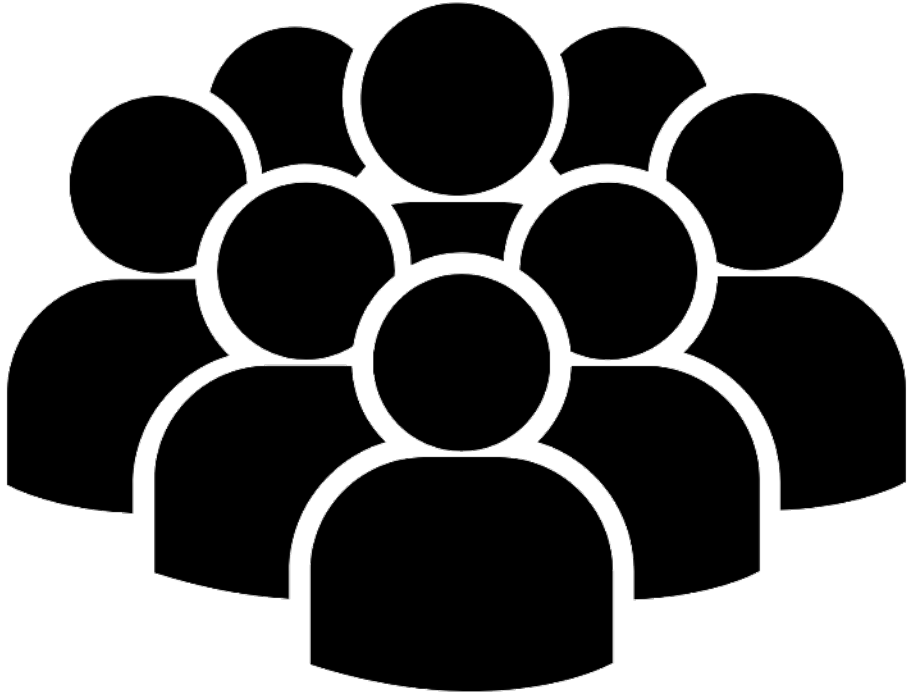


We made it past year-end!

And we have lots of new donors.



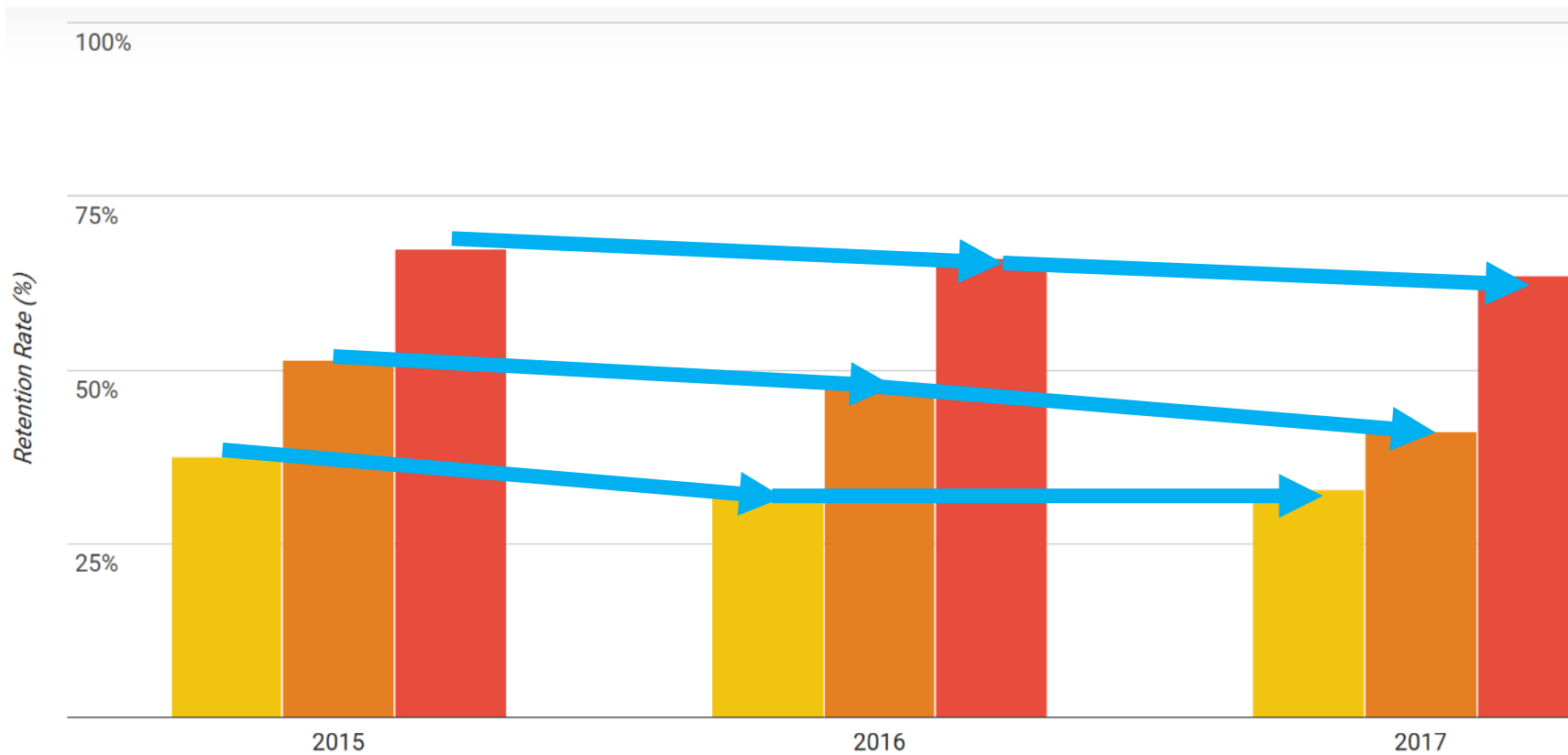
Donated then



Will donate again



market  smart
FUNDRAISING
REPORT CARD 



32.86%

First-Time Donor Retention
Rate

41.06%

Reactivated Donor Retention
Rate

63.62%

Repeat Donor Retention Rate

Google

19 IDEAS TO CULTIVATE YOUR DONORS

by Richard Perry and Jeff Schreifels | September 1, 2014 | Donor-Centered, Fundraising, Major Gifts, Stewardship, Uncategorized



If there is one area of “moves management” that has never set well with me it’s the word *stewardship*. Stewardship is what you are supposed to do with donors after they give you a gift. I don’t like it because it conveys a more passive approach to the relationship with your donor.

For instance, I’ve been working with an MGO who told me, “oh that donor is in stewardship mode right now, so I don’t have to worry about them.” Huh? Yes you do. If you’re ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You’re always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you’ve done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children; recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they’re at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or PD call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it in front of their peers), and publicize it.
18. Always acknowledge milestones in each donor’s life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 19 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

Please feel free to share more cultivation ideas with the Passionate Giving community!

19 IDEAS TO CULTIVATE YOUR DONORS

By Richard Perry and Jeff Schreifels | September 1, 2014 | Donor-Centered, Fundraising, Major Gifts, Stewardship, Uncategorized



If there is one area of “moves management” that has never set well with me it’s the word *stewardship*. Stewardship is what you are supposed to do with donors after they give you a gift. I don’t like it because it conveys a more passive approach to the relationship with your donor.

For instance, I’ve been working with an MGO who told me, “oh that donor is in stewardship mode right now, so I don’t have to worry about them.” Huh? Yes you do. If you’re ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You’re always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you’ve done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them

19 IDEAS TO CULTIVATE YOUR DONORS

by Richard Portant, Affinity Labs | September 1, 2019 | 10 minutes to read, fundraising, stewardship, thank-yous, thank-you letters, thank-you cards



If there is one area of "moves management" that has never set well with me it's the word stewardship. Stewardship is what you are supposed to do with donors after they give you a gift. I don't like it because it conveys a more passive approach to the relationship with your donor.

For instance, I've been working with an NGO who told me, "oh that donor is in stewardship mode right now, so I

that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

These 19 ideas to cultivate your donors are for the mission-driven, community-minded.

don't have to worry about them." Huh? Yes you do. If you're ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

19 IDEAS TO CULTIVATE YOUR DONORS

by Richard Portant, Affiliated Gifts | September 11, 2018 | For senior fund fundraising, these 19 ideas will help you cultivate your donors.



If there is one relationship that conveys a message...

For instance, I've...

that donor needs...

I like to say that relationships, while being passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

These 19 ideas will help you cultivate your donors.

“Call three of your donors every day just to thank them for supporting the mission.”

“Write five handwritten thank-you notes every day to donors on your caseload.”

don't have to worry about them.” Huh? Yes you do. If you're ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

19 IDEAS TO CULTIVATE YOUR DONORS

by Richard Porters and Jeff Kaplan | July 1, 2018 | For social fund, fundraising, stewardship, thank you, giving, thank you



If there is one area of "moves management" that has never set well with me it's the word stewardship. Stewardship is what you are supposed to do with donors after they give you a gift. I don't like it because it conveys a more passive approach to the relationship with your donor.

For instance, I've been working with an NGO who told me, "oh that donor is in stewardship mode right now, so I

that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a cultivation mode with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go - 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

These ideas are for social fund & community development fundraising, not for corporate giving or foundation.

don't have to worry about them." Huh? Yes you do. If you're ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go - 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

19 IDEAS TO CULTIVATE YOUR DONORS

by Richard Portantino, Affiliated Gifts | September 11, 2018 | For senior fund fundraising, donor gifts, donor engagement, donor retention



If there is one an-
tithesis to the idea of stewardship, it is that it
conveys a more p-

For instance, I've
that donor needs

I like to say that
relationships, whi-
be passive... espe-

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19
ideas for you to cultivate your donors.

1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.
16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

These ideas are for senior fund fundraising, donor gifts, donor engagement, donor retention

“If you have a relationship with a celebrity or VIP...

Have that person call your top 10 donors with a special note thanking them for being involved.”

don't have to worry about them.” Huh? Yes you do. If you're ever going to ask for another gift, your approach with that donor needs to be strategic, focused and donor-centered.

I like to say that you are always in a **cultivation mode** with your donors. You're always trying to build and deepen relationships, while providing opportunities for your donors to invest in your mission. There really is no time to be passive... especially after they have just given you a great gift.

So to kick off Labor Day and to celebrate the fact that we get to do this great work called fundraising, here are 19 ideas for you to cultivate your donors.

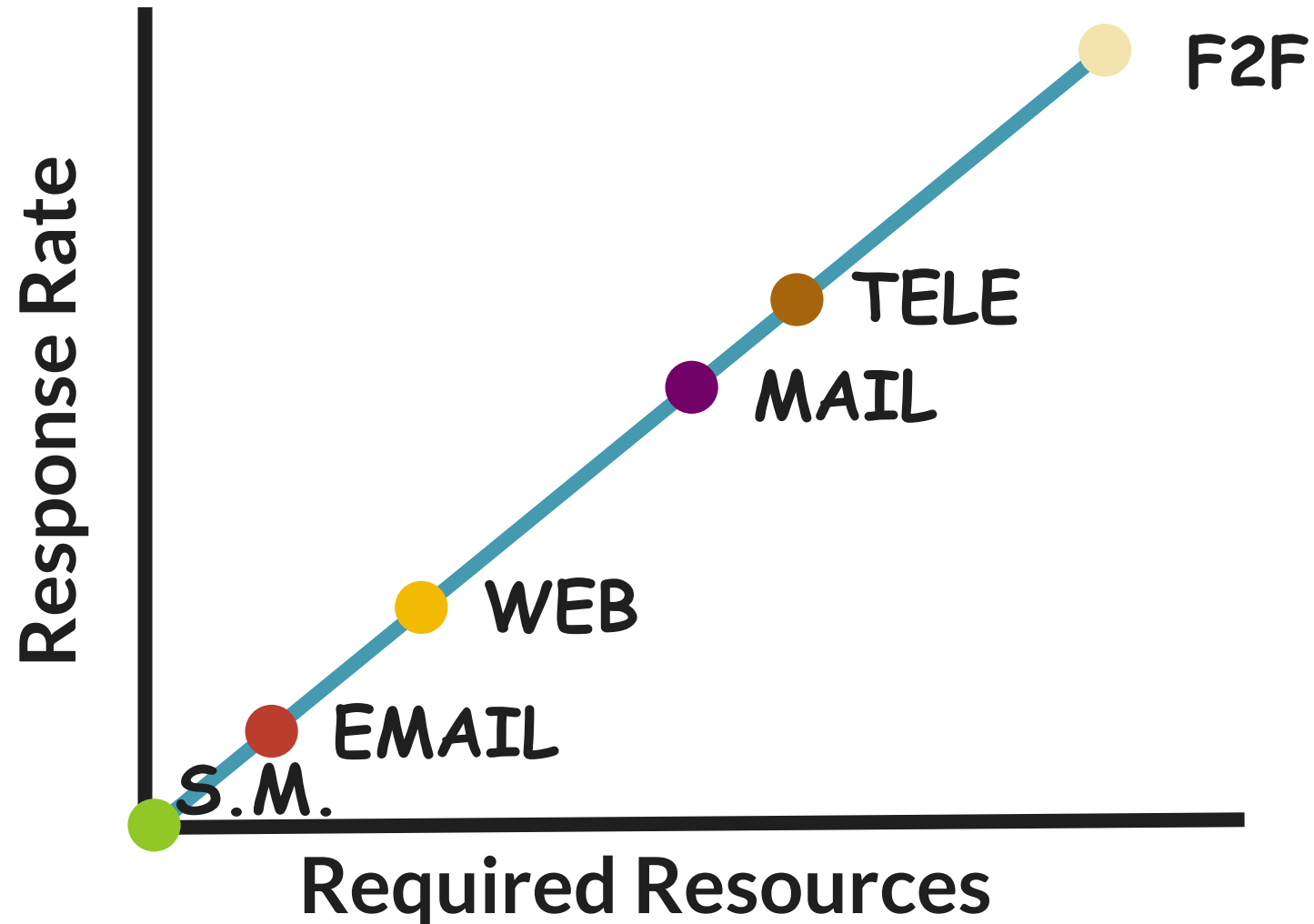
1. Research each of your donors and find something unique about them.
2. Update your donor data system with all of your donor communications, to allow you to know what you've done with each donor.
3. Call three of your donors every day just to thank them for supporting the mission.
4. Write five handwritten thank-you notes every day to donors on your caseload.
5. Invite some of your donors to see your programs first-hand.
6. Ask a donor to help you solve a problem.
7. Know the hobbies of your donors, and use it to send the donor information about that hobby, telling them that you are thinking of them.
8. Take your donor to a sporting or cultural event that you have tickets for.
9. Figure out ways to get donors to see your mission, and arrange for them to have a visit.
10. Help your donors pass on their giving legacy to their children: recommend ways to talk to their children about giving, along with a good consultant to advise the family about multi-generational giving.
11. Ask a few of your donors to talk to your board about why they give and why they love the organization.
12. While they're at it, ask your donors to give your Executive Director and board some solid critique of the organization and how it could be better.
13. Look for connections in your donor portfolio where you could introduce donors to one another. Help your donors network with one another.
14. Think of ways to foster business relationships between your donors, and arrange for meetings.
15. Have the CEO or ED call each of your Tier A donors at least once a year to thank them for giving.

16. If you have a relationship with a celebrity or VIP, have that person call your top 10 donors or write a special note thanking them for being involved in your organization.

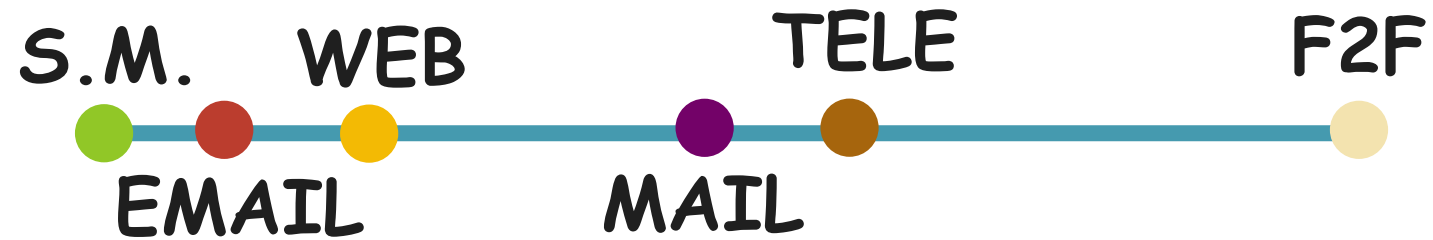
17. Look for ways to honor your donors publicly (provided they will like it) in front of their peers, and publicize it.
18. Always acknowledge milestones in each donor's life.
19. Arrange for a program person to call your donor and give them a first-hand account of what an impact the donor is making on that program. Tell the donor they are a hero.

There you go – 19 ideas to proactively cultivate your donors so that you will continue to foster and deepen the relationship with them. With 150 donors on your caseload, there is no time to sit back and be passive. Hopefully, these 19 ideas will spark others as well.

The Law of Channel Orthodoxy



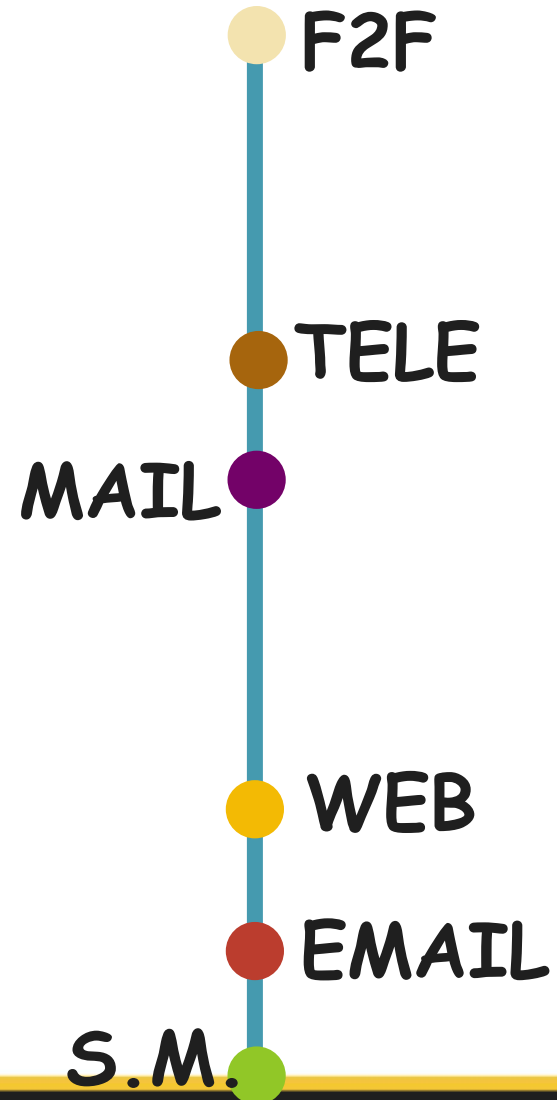
Horizontal Integration



Channel Integration 101



Vertical Integration



What's next after that...



*So what does VERTICAL INTEGRATION
look like, and how can you apply it to
CULTIVATE DONORS without
overloading your RESOURCES?*



Let's start with three tests



Test 1 (7533)

Background

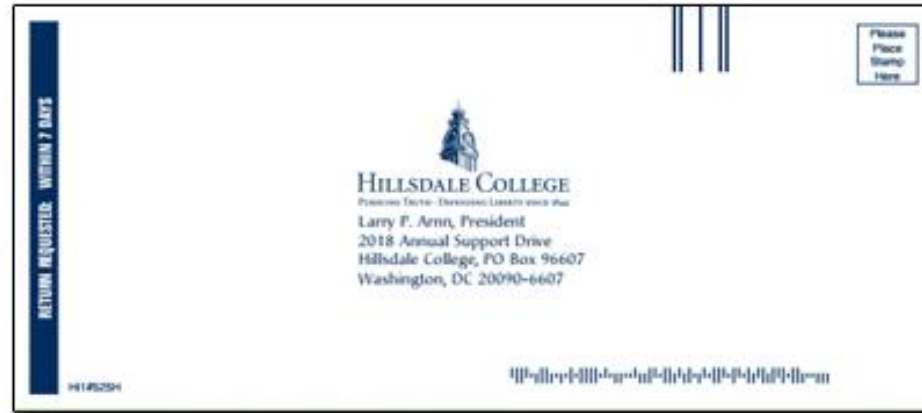
This non-profit was planning to launch a direct mail appeal in August and wanted to discover how they could increase the return from that without sending more mail or using an unusually large amount of resources (like physical calling).

Objective

Which approach will result in the most donations?



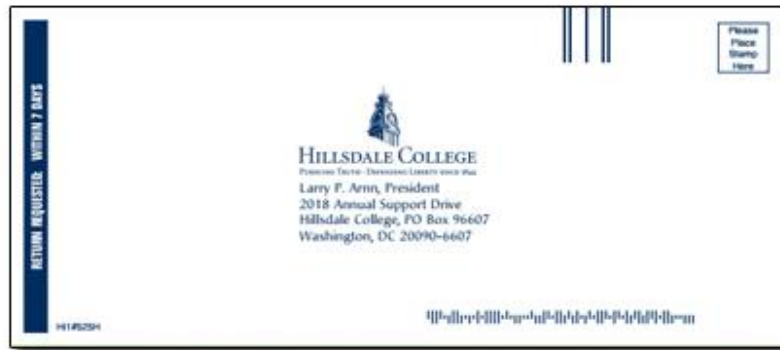
Original Approach



Direct mail
letter only



New Approach (for testing)



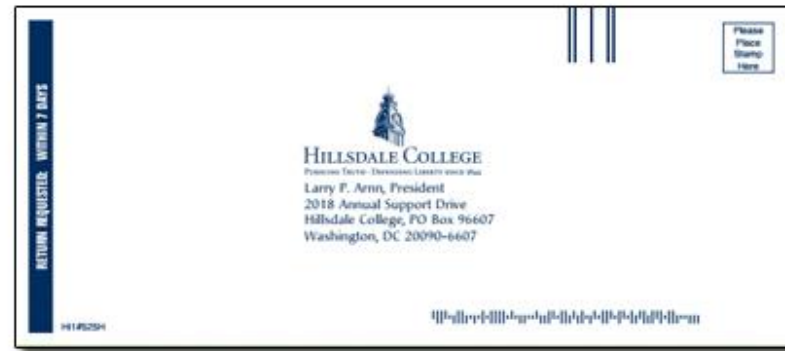
Direct mail



Brand Ads



New Approach (for testing)



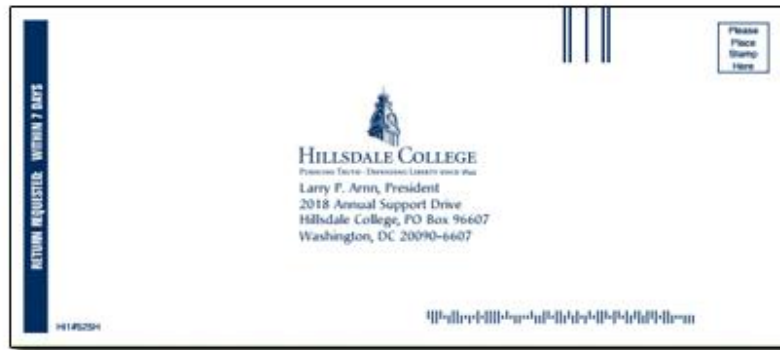
Direct mail
+
Brand Ads



- They created a control audience that was excluded from seeing any ads, and a treatment audience that would see a rotation of brand and course offering ads (but no donation-centric ads)
- This occurred for a two week period before the mail piece hit mailboxes and for two weeks after, the prime time in which a donor would respond.



New Approach (for testing)



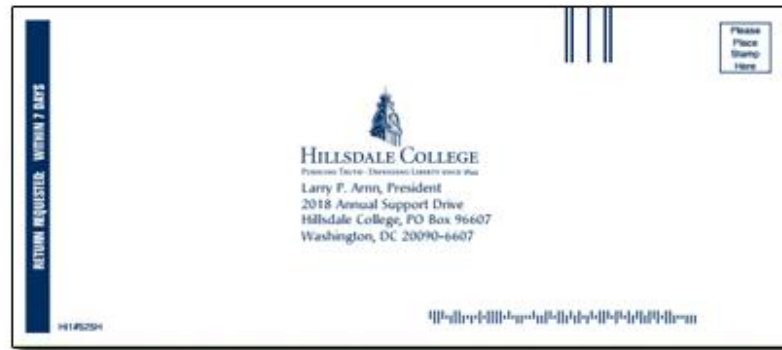
Direct mail
+
Brand Ads



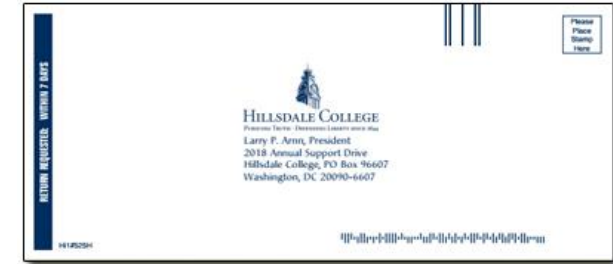
- They optimized the ads for reach—aiming to show ads to as large a percentage of the target group as possible.
- The goal of this test was to **lift direct mail revenue**—not to add an additional segment of online revenue.



Which approach won, if any?



Direct mail
letter only



Test 2 (6404)

Background

This non-profit wondered if the strategy of online cultivation for offline could be reversed—using direct mail to develop offline cultivation with online donors to increase online giving.

Objective

Which approach will result in the most donations?



About this test (6404)

- There were some obvious risks to such a test—particularly the upfront cost of direct mail cultivation.
- Leading into the calendar year end campaign, this non-profit had discovered a technology that would allow them to send personalized post cards to their donors at a reasonably efficient price point.



The Treatment

The cards included the donor's name on the front and a link to a custom video; all of which would be trackable back to the individual donor.



A Thanksgiving message for you, Jon



Did it work, for better or worse?

Version A

No Postcard
Sent

Version B



Test 3 (5988)

Background

This non-profit was preparing for a year-end campaign and wanted to determine the potential influence (if any) of editorial on donations.

Objective

Which approach would result in more donations?



Must Reads

Obamacare

Religious Liberty

Tax Reform

Terrorism

Ukraine

HEALTH CARE / NEWS

Victims of Obamacare Have a Warning for Senate Republicans



HEALTH CARE / COMMENTARY

The Obamacare Facts That Liberals Don't Want You to Know



ECONOMY / COMMENTARY

NAFTA Should Be About Free Trade, Not Minimum Wage Mandates



SOCIETY / COMMENTARY

Minnesota Is Pushing Gender Identity Debate on Kindergartners



SECURITY / COMMENTARY

It Is Past Time to Privatize the TSA

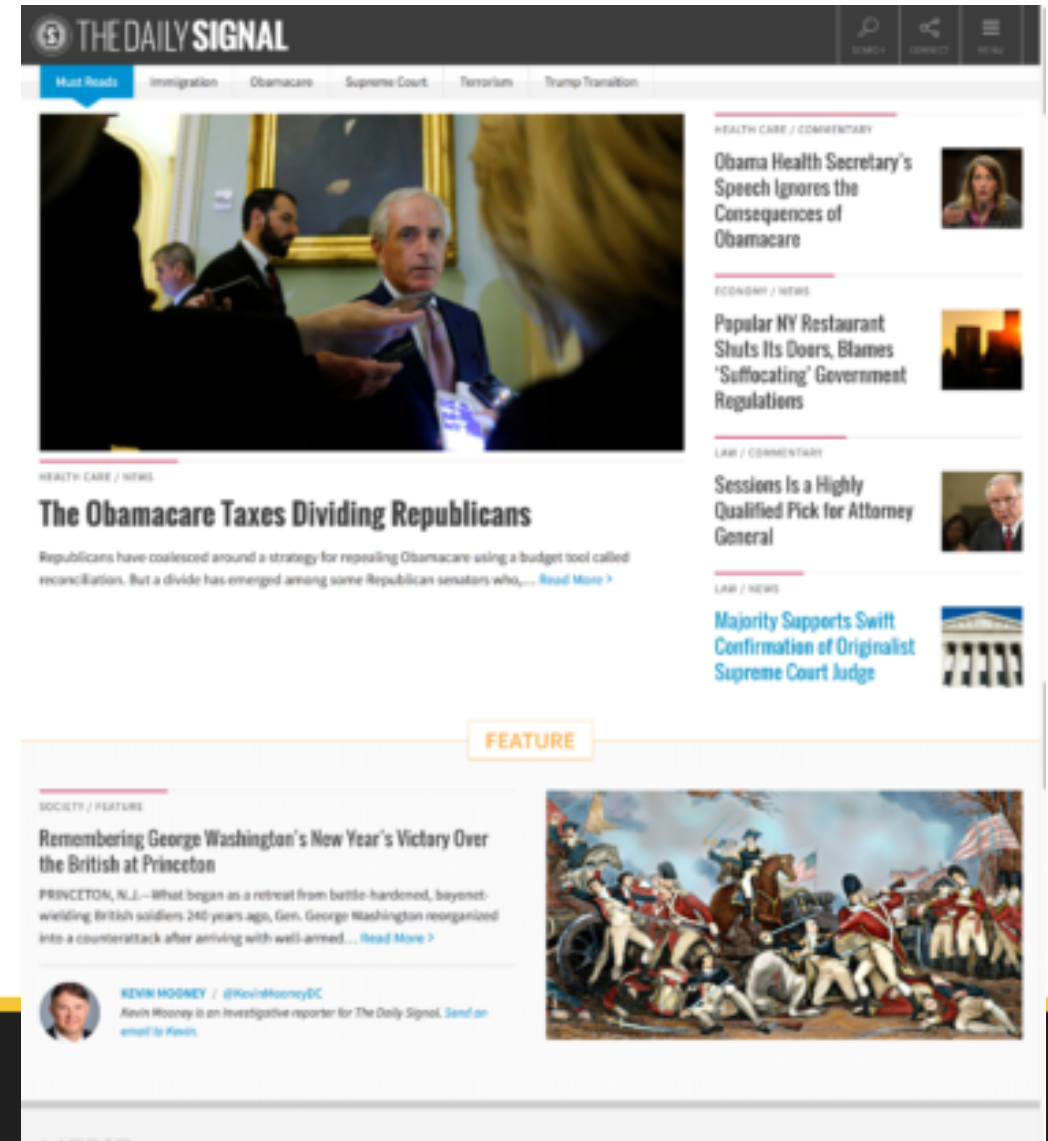
Max Morrison / David Inserra / @dr_inserra / July 24, 2017 / [comments](#)



Receives over 2 million visitors per month
(Many of which are subscribers)

The Treatment (5988)

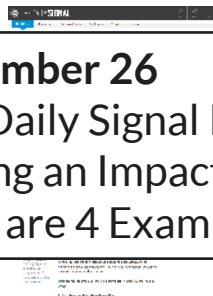
For a period of time leading up to their year-end donation campaigns, the Daily Signal, the partner's owned news site, produced six different articles that **highlighted the impact donors have on the organization** and illustrated the need for additional contributions.



December 20 How Your Donation to The Daily Signal Makes a Difference



December 26 The Daily Signal Is Having an Impact. Here are 4 Examples.



December 28 Reporting From the War Zone: Why Conflict Journalism Matters



By [Author Name]
[Article Text]



[Article Text]



[Article Text]



[Article Text]



[Article Text]



[Article Text]



[Article Text]

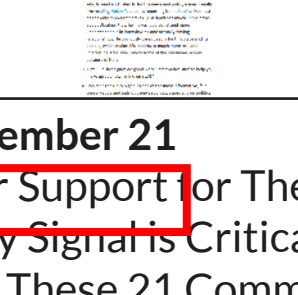


[Article Text]



[Article Text]

December 21 Your Support for The Daily Signal is Critical. And These 21 Comments Are Pretty Awesome, Too.



December 27 What It's Like to Be The Daily Signal's White House Correspondent



December 29 Live From Washington, It's The Daily Signal



The Treatment (5988)

We were able to isolate the subscribers that saw these articles and compare them to the subscribers that visited The Daily Signal but did not view any of the articles.

Based upon these segments, we could then analyze the impact these articles had on year-end giving.



The Treatment (5988)



These articles did NOT:

- Contain a donation ask
- Contain a link

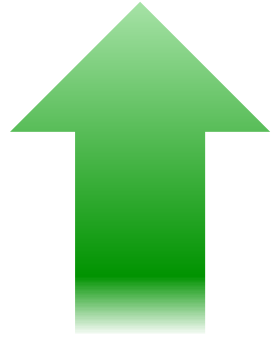
The Treatment (5988)



These articles did lay out the:

- Need
- Impact

What Happened:



Increase in
196.6% DONATIONS

Version	Conv. Rate	Relative Diff.	Stat. Confidence
Did not see articles	1.9%		
Saw the articles	5.5%	196.6%	100.0%

Those that saw one of the articles, were nearly 3x more likely to give at year end.



What can you learn from these examples of VERTICAL INTEGRATION, and how can you apply them using your current resources?



Here is the key...



People will **FORGET** *what you*
SAID *and* **DID,**
but
NEVER FORGET
how you made them
FEEL.



This isn't just intuition, it is actually rooted in the science of how the brain works.



On Memory (the What)

- “People have a good memory for the general gist of events **but a bad one for the details**;
- Second, when pressed for the unremembered details, even well-intentioned people making a sincere effort to be accurate **will inadvertently fill in the gaps by making things up**;
- and third, people will believe the memories they make up.”

--Leonard Mlodinow

Subliminal

Pssst...

How Your Hey
Unconscious There.

Mind Yes:

Rules You, Sexy.

Your Buy

Behavior This

Book Now. You

Leonard Know You

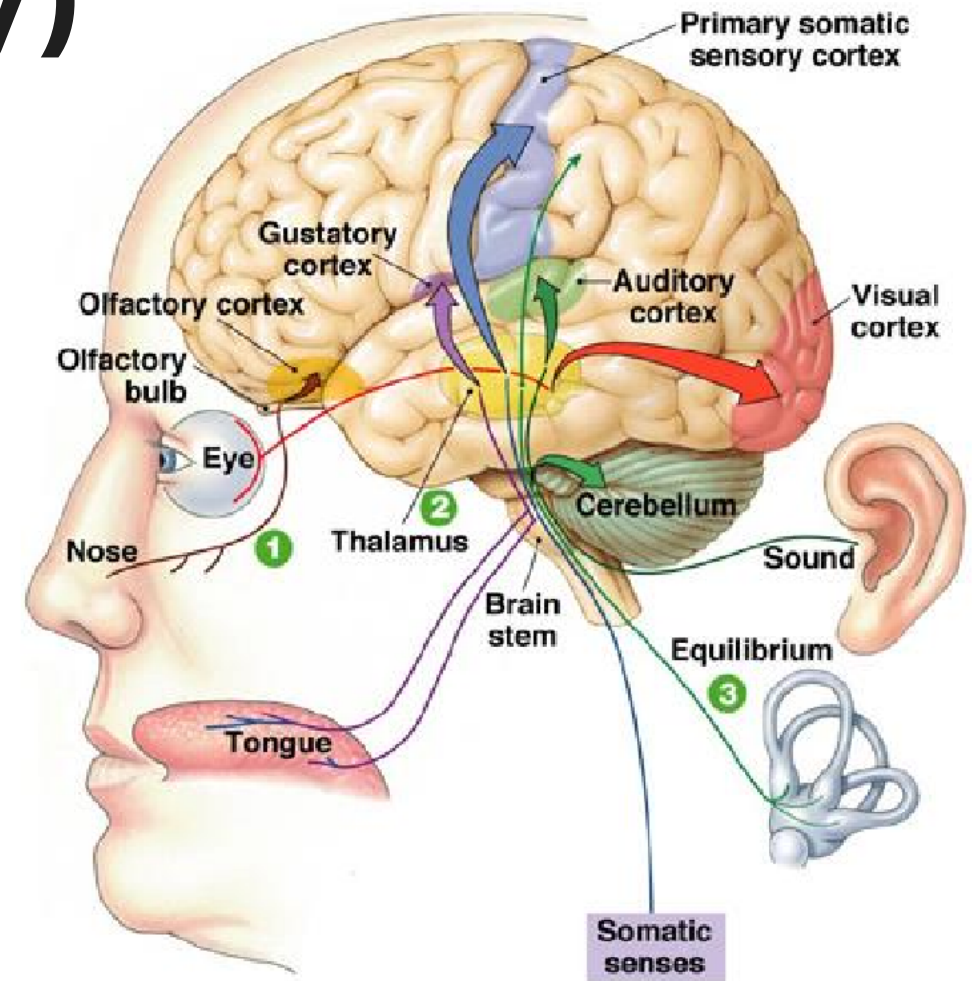
Mlodinow Want it.

Author of the Best Seller THE DRUNKARD'S WALK
And Your All-time Favorite Writer



On Memory (the Why)

- The human sensory system sends the brain about 11,000,000 bits of information each second.
- The actual amount of information our conscious mind can handle has been estimated to be somewhere between 16 and 60 bits per second.



© 2007 Pearson Education, Inc., publishing as Benjamin Cummings.

Fig. 10-4

Source: Mlodinow, Leonard. (2012) Subliminal: How Your Unconscious Mind Rules Your Behavior. Pantheon Books.



“We have traded perfect recall for the ability to handle and process that staggering amount of information.”

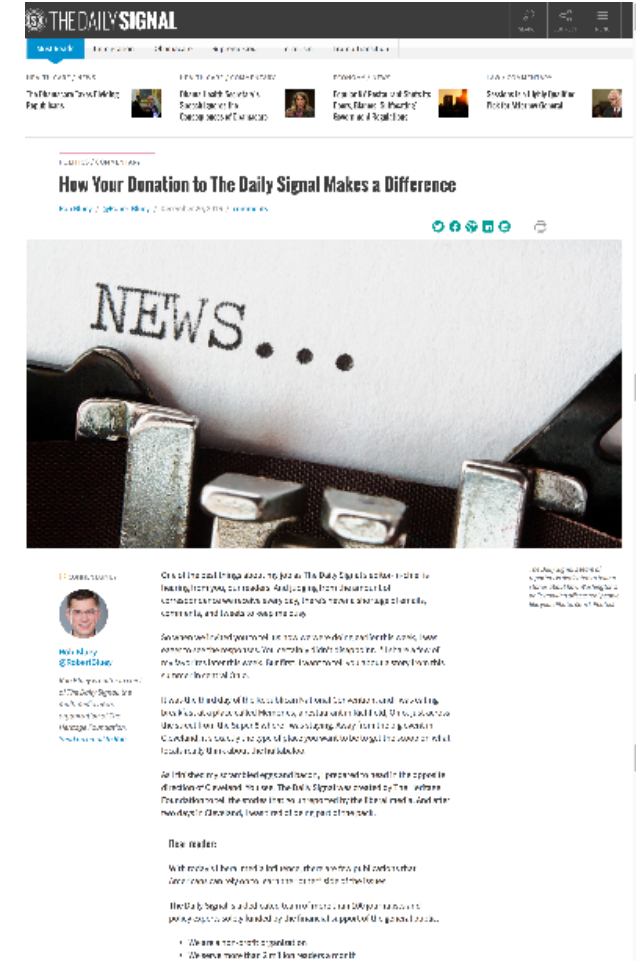
-Leonard Mlodinow



Christie Fogarty	Be part of the conservative resurgence - Maurice, I've been reviewing our membership records and noticed you haven't confirmed your Heritage Foundation membership for 2018. I know you want to be part of the conservative r
Pastor Rick @ Daily H. (3)	The {Key} to Miracles! - This study kit can help you cultivate the courage to transform the world around you. Pastor Rick's Daily Hope Jalisa, There's faith – and then there's daring faith. The latter is faith that
Jack Graham, PowerPoint .	Your unseen helpers - Ismael, discover how heaven's helpers are all around you! View In Browser. Dear Ismael, I want to help you step confidently into this new year! And it will help you to know the truth about how
Christie Fogarty	Your name came up - Brendan, I've been reviewing our membership records and noticed you haven't renewed your Heritage Foundation membership for 2018 yet. I know you want to be part of the conservative resurgence
Stefan Radelich, Feed. (3)	2018 Prayer Points - Join us in prayer for the 2018 goal – to feed 250000 children daily! View this in browser Lesea Global :: Feed the Hungry Dear Friend, Right now, your faithful support is feeding just over 180000
World Vision	Meet Nadimi and Lukwadok - Your gift multiplies 8X to help send food and care Help feed hungry children today! Send help to malnourished kids This is Nadimi with her little brother Lukwadok from Kenya. Their mother is away w
Rev. Noel Andersen, CWS	Urgent Calls Needed Today: Tell Our National Leaders to Pass the Dream Act! - Dear Friends, Right now, Members of Congress are considering a new spending bill to keep the federal government open after January 19th. It i
Food For The Poor (2)	Join us for a Mission Trip! - We're excited to announce
ShopHeart.org	Save 25% on Your Favorite Item! - Don't Forget Nation
WNYC Morning Brief	Who Made Your Smartphone? - WNYC Morning Brief
Jack Graham, PowerPoint .	Have you found new life? - View in a browser PowerPoint
Brookings Brief	Trump's Iran Deal Decision, How Immigrants Really
The Daily Signal (2)	Al Gore Blames the 'Climate Crisis' for Cold Weather
Back to the Bible	Today's Program: The Generous Gift of Giving, Part
Covenant House	Covenant House - Daily Reflections - "You are younger today than you will be again. Make use of it for the sake of tomorrow." – Anon. We can save kids from the streets - together. Explore our impact. 461 8th Ave. New York, N
Save the Children	Nedra, you give hope - A few highlights for Nedra. View on Web. Save the Children YOU ARE THERE EVERY DAY THE OPPORTUNITY TO LEARN Nedra, from rural America to refugee camps, every child deserves an educa
Save the Children	Friend, you give hope - A few highlights for Friend. View on Web. Save the Children YOU ARE THERE EVERY DAY THE OPPORTUNITY TO LEARN Friend, from rural America to refugee camps, every child deserves an educi
Daily Hope with Rick . (2)	Developing the Eyes of Faith – Step One - Developing the Eyes of Faith – Step One Current Teaching Series Daring Faith: The Key to Miracles Listen to Today's Broadcast Developing the Eyes of Faith – Step One By Rick Warr
Telling the Truth E. (2)	Pete's Daily Devotion: Praising Him through the fog - I think the reason I like Sarah and Abraham's story so much is because of the timing of it all. View this email in a browser. Faith is like radar that sees through the fog. — Co
Winning Walk Devotion. (3)	The Clean Heart - The great joy and hope of life in Christ is the knowledge that the God Who spoke worlds into being can form a new heart in His child. Email not displaying correctly? View it in your browser. Winning
Turning Point	Today's Turning Point with David Jeremiah - View Email Online Thursday, January 11 Owner of All For all things come from You, and of Your own we have given You. 1 Chronicles 29:14 My is a possessive pronoun, a word we

What will your donors
feel/remember when
they encounter your
next donation ask?

So what did each of these three winners do to get ahead of that?



Brand Ads



PRIMING

"A memory effect in which exposure to a stimulus influences response to a later stimulus."

i.e. It is a technique used to train a person's memory.



PRIMING

To get a person to recognize something, or some aspect, and **pair it with a feeling** to aid them in making a future decision.



The rest of this webinar

- You are going to learn the **THREE KEYS** to help prime your donors to increase both generosity and action, resulting in true donor retention.
- Just like with parenting, presence is not enough.



Key #1: Timing





QUESTION

Is it ok to just start sending people more communication? Or is there a specific timeline that has to be followed?

Revisiting the treatments...



- If you notice from each case study, the winning examples did not start priming until just a couple weeks prior to the targeted appeal.
- Did that matter?

Predisposition



BLIND SPOT

HIDDEN BIASES
of
GOOD PEOPLE

MAHZARIN R. BANAJI
ANTHONY G. GREENWALD

“Pre-existing associations and pre-dispositions **are like rubber bands...**

...when those associations are modified, they soon return to their earlier configuration.”

--Mahzarin Banaji, Anthony Greenwald



BLIND SPOT

HIDDEN BIASES
of
GOOD PEOPLE

MAHZARIN R. BANAJI
ANTHONY G. GREENWALD

“Such elastic changes can be consequential, but **they will require re-application [of intervention] prior to each occasion** on which one wishes them to be in effect.”

--Mahzarin Banaji, Anthony Greenwald



Whiteboard illustration



What does this mean?



Cultivate within 2 weeks prior to the desired donation ask, and continue cultivation through to the end of the appeal.

Key #2: Feeling



QUESTION

*Is this kind of cultivation
considered just “sending”
more content close to the
donation ask?*



QUESTION

*Meaning, is it important
enough to just be
present?*

Content we're comfortable with

Newsletters



Receipts



Quick Gift Follow-ups



i.e. Tax statements, brochures, 'stuffables'



But what about the
treatments?



Revisiting treatments: Test 1



“They created a treatment audience [on Facebook] that would see a rotation of brand and [free] course offering ads (but no donation-centric ads)”

Brand Ads



Revisiting treatments: Test 2



Each postcard had their name and focused solely on thanking the donor for past support.

Revisiting treatments: Test 3



“Each article laid out the impact of the organization and the current need.”



Each winning example
focused on **creating a feeling**
inside the donor with a proven
link to increased prosocial
behavior.



Content that creates feeling

- Content that makes people **feel important**.
- Content that makes people **feel appreciated**.
- Even content that makes people **feel *selfishly* fulfilled** (free course offerings, for example)



THE OFFER:

By the end of this module, you'll understand FOUR PRINCIPLES that will help you identify a worthy offer that:

- ✓ Creates connection
- ✓ Inspires giving
- ✓ Doesn't cost YOU much

courses.nextafter.com





QUESTION

*But how specific does it
get or have to be?*

An experiment (372)

Background

At the start of their calendar year end campaign, DTS had traditionally sent out a stewardship video to their email file thanking them for their past support and offering a spiritual message around Thanksgiving....This year we wanted to test an alternative method of stewardship by offering the file an eBook.

Objective

Which approach would result in more donations, if any?



Version A

Free video offer (thanking donors)

"We give thanks to God always for all of you, making mention of you in our prayers." —1 Thessalonians 1:2

Dear << Test First Name >>,

As you count your blessings this Thanksgiving, I want you to know that the students, faculty, and staff of Dallas Theological Seminary count you as one of *our* blessings.

As a way to express our thankfulness to you, we have prepared the following video.



Please take a moment right now and [view the video](#), and may God bless you and your loved ones this Thanksgiving.

With gratitude,

Mark L. Bailey, PhD
President
Dallas Theological Seminary

Version B

Free eBook offer (thanking donors)

"We give thanks to God always for all of you, making mention of you in our prayers." —1 Thessalonians 1:2

Dear << Test First Name >>,

As you count your blessings this Thanksgiving, I want you to know that the students, faculty, and staff of Dallas Theological Seminary count you as one of *our* blessings. As a measure of our thanks, we want to give you some of the rich biblical teaching that you make possible for our students.

As we head into the Christmas season, I'd like to give you [this free eBook titled "The Baby They Overlooked"](#) from Dr. Charles Swindoll, current chancellor and former president of DTS. Adapted from one of his beloved chapel sermons, Dr. Swindoll gives a refreshing perspective on the Christmas "season" and unpacks the true marvel of God's Incarnation.



I hope this free eBook is a blessing to you and your family as we look ahead to the celebration of our Savior's birth.

[Download this powerful eBook now](#) and please share it with your friends and family so that they may be blessed by it as well.

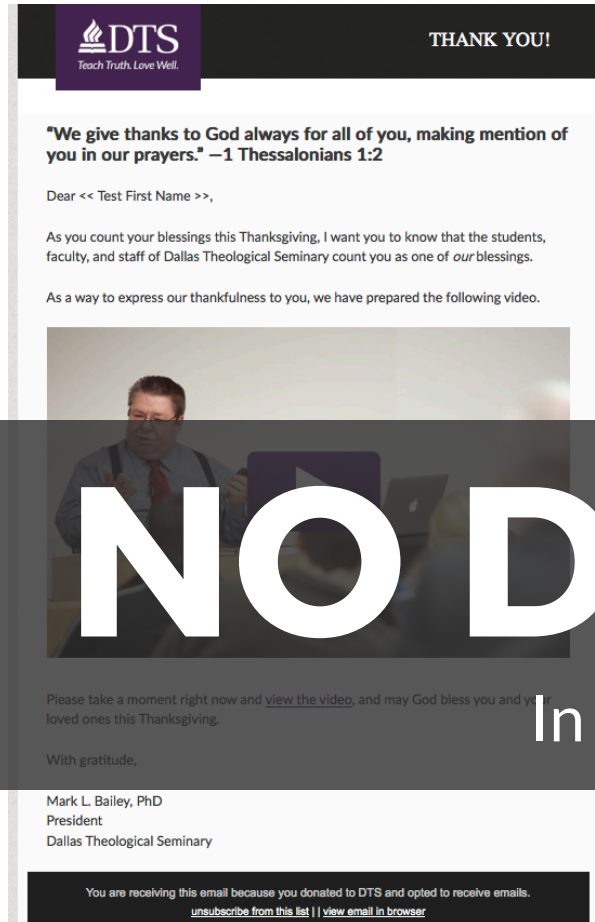
[Download your eBook »](#)

With gratitude,

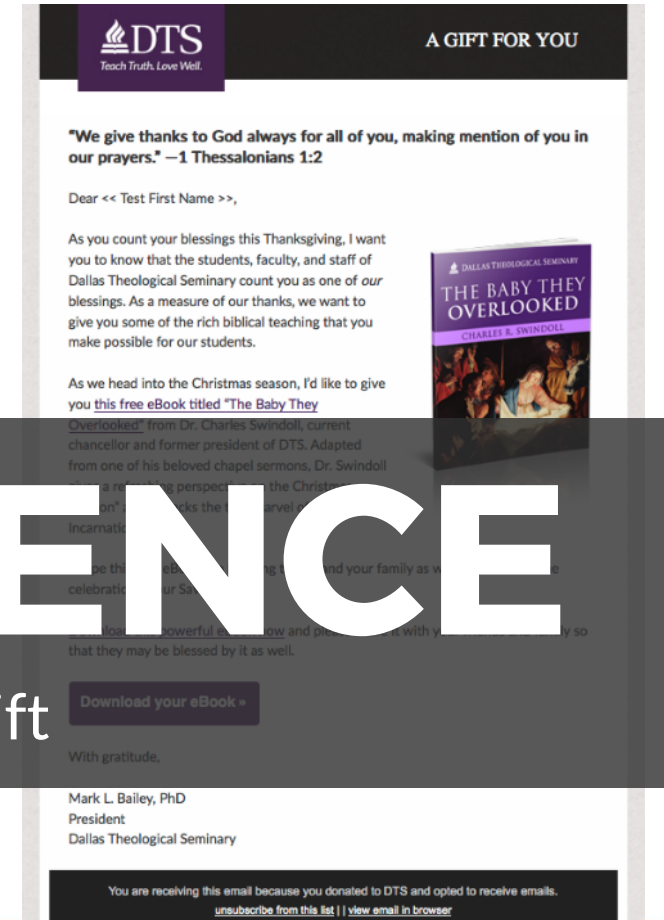
Mark L. Bailey, PhD
President
Dallas Theological Seminary

Which influenced greater donations?

Free Video offer



Free eBook offer



NO DIFFERENCE

In Donations or Average Gift



What does this mean?



Cultivate within 2 weeks prior to the desired donation ask, and continue cultivation through to the end of the appeal.



Use only content that creates a feeling of importance, appreciation and/or personal fulfillment.

Key #3: Focus

Experiment (2753)

Background

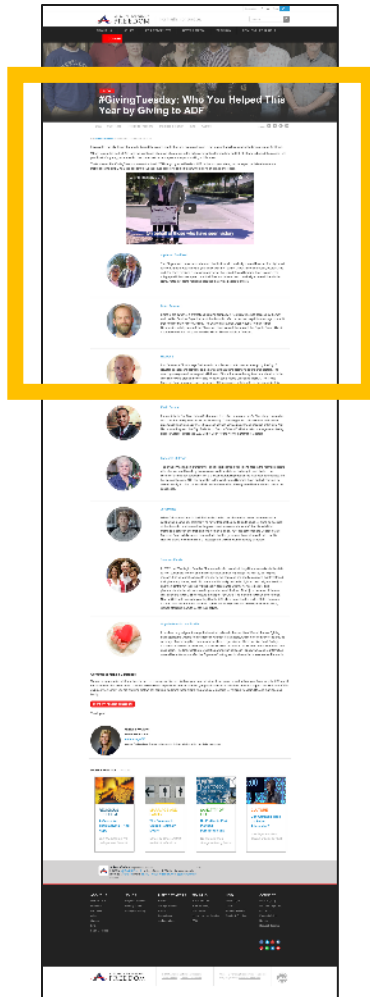
For Giving Tuesday 2015, this non-profit took a different approach than most nonprofit organizations. Instead of making a direct ask to their constituency, they utilized a message of stewardship to their constituency to try and understand it's effect on donations.

Objective

Which approach will result in a change in donation behavior, if any?



Background



#GivingTuesday: Who You Helped This Year by Giving to ADF

Blog: Must Read Religious Freedom Marriage & Family Life Culture Share:    

By [Marissa Poulson](#) Posted on: | November 30, 2015

It is so often the little things that we do, behind the scenes and that no one even really sees in the moment, which can make the biggest impact for Christ. When I look at the work of ADF and the clients and attorneys who are out in the public eye fighting for freedom, and I think of who is behind the scenes—it's you. By God's grace, you are behind the scenes with your prayers and support making a difference.

That's why on this #GivingTuesday, we want to thank YOU for giving so selflessly to ADF. In the last year alone, you've helped us defend numerous individuals who simply want the freedom to live their lives according to their faith without being punished or silenced.



[Clyde and Ann Reed](#)

This 80-year-old couple never dreamed that their small church signs would have such a big impact for the Kingdom. After an eight-year battle with the Town of Gilbert in the courtroom, Pastor Clyde and Ann Reed received a unanimous victory at the United States Supreme Court in June. The ruling upheld their free speech and their freedom to have their church signs treated like all other signs, instead of being restricted because they invite people to church.



[Blaine Adamson](#)

Blaine is the owner of a promotional printing company in Kentucky who was accused by the Gay and Lesbian Services Organization of discrimination after he declined to print a message on a shirt that conflicted with his convictions. The Lexington-Fayette Urban County Human Rights Commission initially decided that Blaine had discriminated, but in April, the Fayette County Circuit Court reversed that ruling in a decisive win for Blaine's religious freedom.



[Houston 5](#)

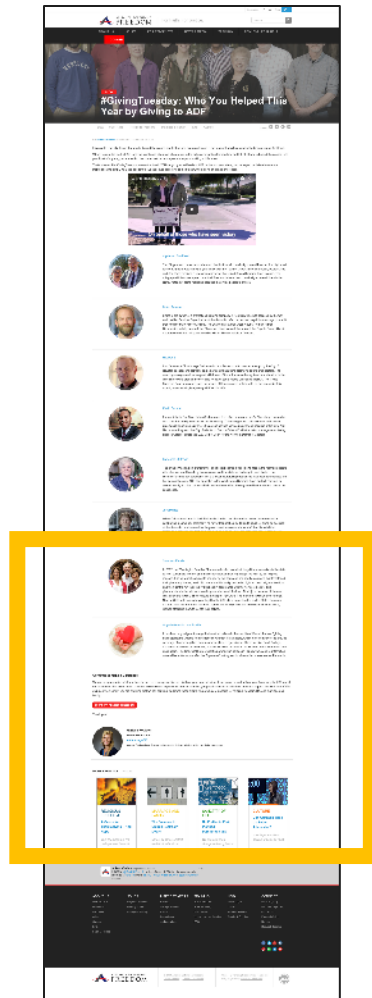
Last October, ADF attorneys filed a motion in a Texas court to stop an attempt by the City of Houston to subpoena sermons and other communications belonging to five area pastors. The resulting outrage (and subsequent withdrawal of the subpoenas) brought national attention to the lawsuit revolving around the so-called Houston Equal Rights Ordinance (HERO). The Texas Supreme Court intervened, and the people of Houston were able to vote on the law earlier this month, overwhelmingly rejecting HERO 61%-39%.



[Kelvin Cochran](#)

Former Atlanta Fire Chief Kelvin Cochran was fired after he wrote a men's Bible study book on his

Background



Stormans Family

In 2007, the Washington Board of Pharmacy decided to make it illegal for pharmacists in the state to refer customers to other pharmacies for abortion-inducing drugs, like Plan B, for religious reasons. Facing formal complaints brought by the State and pro-abortion activists that threatened their pharmacy license, Kevin Stormans and his family decided to fight for their religious freedom and their right to run their family business in accordance with their sincere beliefs. Two pharmacists at other stores in Washington, who faced the loss of their jobs because of the new law, joined the lawsuit. They enlisted the help of ADF, who filed a federal lawsuit on their behalf. Now, in 2015, after an eight-year legal battle, ADF plans to petition the United States Supreme Court to hear the Stormans' case and uphold this family's freedom to live by their conscience, instead of forcing them to violate their beliefs.



Organizations that are Pro-life

It has been a good year for organizations that believe in the sanctity of life and that are fighting back against the Obama Administration's Abortion-Pill Mandate, which forces employers to provide coverage of abortion pills in their insurance plans. Legal wins for March for Life, Dordt College, Cornerstone University, and more, provide excellent momentum as we head to the Supreme Court once again. This time, we'll be representing a Christian college in Pennsylvania and four Christian universities in Oklahoma after the Supreme Court agreed to take up their cases earlier this month.

Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

I SUPPORT RELIGIOUS FREEDOM

Thank you!



Marissa Poulson
Senior Web Writer
[Twitter: Marissa_ADF](#)

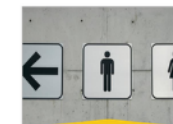
Marissa Poulson is an Arizona native who fell in love with the written word at a young age.

MORE FROM ADF [View All](#)

RELIGIOUS
FREEDOM

A Cause for Thanksgiving – And Hope

This Thanksgiving, I'm perhaps most thankful



MARRIAGE AND FAMILY

The Pressure to Unlock Restroom Doors

*School by school, district
by district, educators*



SANCTITY OF
LIFE

**No Prettier in Pink:
Planned
Parenthood and**

*We can only bring
change and bring justice*

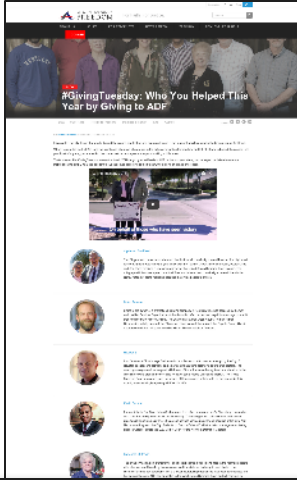


CULTURE

Can Gratitude Make Us Better Advocates?

If we hope to make a positive impact, we must

Version A



Stormans Family

In 2007, the Washington Board of Pharmacy decided to make it illegal for pharmacists in the state to refer customers to other pharmacies for abortion-inducing drugs, like Plan B, for religious reasons. Facing formal complaints brought by the State and pro-abortion activists that threatened their pharmacy license, Kevin Stormans and his family decided to fight for their religious freedom and their right to run their family business in accordance with their sincere beliefs. Two pharmacists at other stores in Washington, who faced the loss of their jobs because of the new law, joined the lawsuit. They enlisted the help of ADF, who filed a federal lawsuit on their behalf. Now, in 2015, after an eight-year legal battle, ADF plans to petition the United States Supreme Court to hear the Stormans' case and uphold this family's freedom to live by their conscience, instead of forcing them to violate their beliefs.



Organizations that are Pro-life

It has been a good year for organizations that believe in the sanctity of life and that are fighting back against the Obama Administration's Abortion-Pill Mandate, which forces employers to provide coverage of abortion pills in their insurance plans. Legal wins for March for Life, Dordt College, Cornerstone University, and more, provide excellent momentum as we head to the Supreme Court once again. This time, we'll be representing a Christian college in Pennsylvania and four Christian universities in Oklahoma after the Supreme Court agreed to take up their cases earlier this month.

Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

[I SUPPORT RELIGIOUS FREEDOM](#)

Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

[I SUPPORT RELIGIOUS FREEDOM](#)

Thank you!

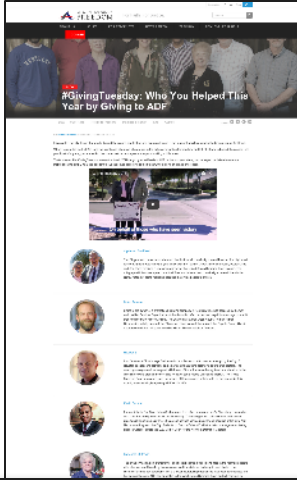


AllianceDefends @AllianceDefends

LISTEN: @DavidAFrench on the effects of CO shooting on speech,

29m

Version B



Stormans Family

In 2007, the Washington Board of Pharmacy decided to make it illegal for pharmacists in the state to refer customers to other pharmacies for abortion-inducing drugs, like Plan B, for religious reasons. Facing formal complaints brought by the State and pro-abortion activists that threatened their pharmacy license, Kevin Stormans and his family decided to fight for their religious freedom and their right to run their family business in accordance with their sincere beliefs. Two pharmacists at other stores in Washington, who faced the loss of their jobs because of the new law, joined the lawsuit. They enlisted the help of ADF, who filed a federal lawsuit on their behalf. Now, in 2015, after an eight-year legal battle, ADF plans to petition the United States Supreme Court to hear the Stormans' case and uphold this family's freedom to live by their conscience, instead of forcing them to violate their beliefs.



Organizations that are Pro-life

It has been a good year for organizations that believe in the sanctity of life and that are fighting back against the Obama Administration's Abortion-Pill Mandate, which forces employers to provide coverage of abortion pills in their insurance plans. Legal wins for March for Life, Dordt College, Cornerstone University, and more, provide excellent momentum as we head to the Supreme Court once again. This time, we'll be representing a Christian college in Pennsylvania and four Christian universities in Oklahoma after the Supreme Court agreed to take up their cases earlier this month.

Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

[I SUPPORT RELIGIOUS FREEDOM](#)

Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

[I SUPPORT RELIGIOUS FREEDOM](#)

Thank you!



56%

In Clicks



AllianceDefends @AllianceDefends

LISTEN: @DavidAFrench on the effects of CO shooting on speech.

20m

Version B



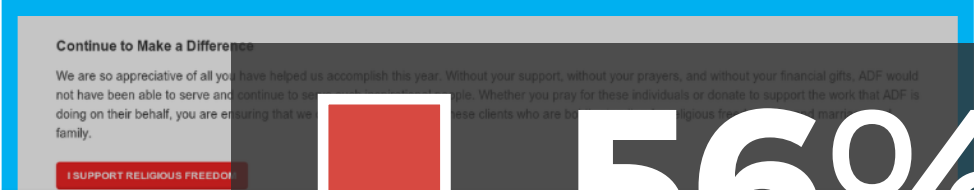
Stormans Family

In 2007, the Washington Board of Pharmacy decided to make it illegal for pharmacists in the state to refer customers to other pharmacies for abortion-inducing drugs, like Plan B, for religious reasons. Facing formal complaints brought by the State and pro-abortion activists that threatened their pharmacy license, Kevin Stormans and his family decided to fight for their religious freedom and their right to run their family business in accordance with their sincere beliefs. Two pharmacists at other stores in Washington, who faced the loss of their jobs because of the new law, joined the lawsuit. They enlisted the help of ADF, who filed a federal lawsuit on their behalf. Now, in 2015, after an eight-year legal battle, ADF plans to petition the United States Supreme Court to hear the Stormans' case and uphold this family's freedom to live by their conscience, instead of forcing them to violate their beliefs.



Organizations that are Pro-life

It has been a good year for organizations that believe in the sanctity of life and that are fighting back against the Obama Administration's Abortion-Pill Mandate, which forces employers to provide coverage of abortion pills in their insurance plans. Legal wins for March for Life, Dordt College, Cornerstone University, and more, provide excellent momentum as we head to the Supreme Court once again. This time, we'll be representing a Christian college in Pennsylvania and four Christian universities in Oklahoma after the Supreme Court agreed to take up their cases earlier this month.



56%

In Clicks



29%

In Donations

Together, We Can Continue to Make a Difference

We are so appreciative of all you have helped us accomplish this year. Without your support, without your prayers, and without your financial gifts, ADF would not have been able to serve and continue to serve such inspirational people. Whether you pray for these individuals or donate to support the work that ADF is doing on their behalf, you are ensuring that we can continue to defend these clients who are boldly standing for religious freedom, life, and marriage and family.

MAKE YOUR GIFT THIS GIVING TUESDAY

Thank you!



Revisiting the treatments...



If you notice from each case study earlier on, the winning examples did not focus on getting donations in this cultivation communication.



Why is this important?



People initially come online to

GET,

not to

GIVE

Especially today's primary donor demographic...





Baby boomers control about 70% of all disposable income in the U.S.

Baby Boomers spend the most money across every product category out of any other generation, but are only targeted by 5-10% of marketers.



BABY BOOMERS

Age 49-67

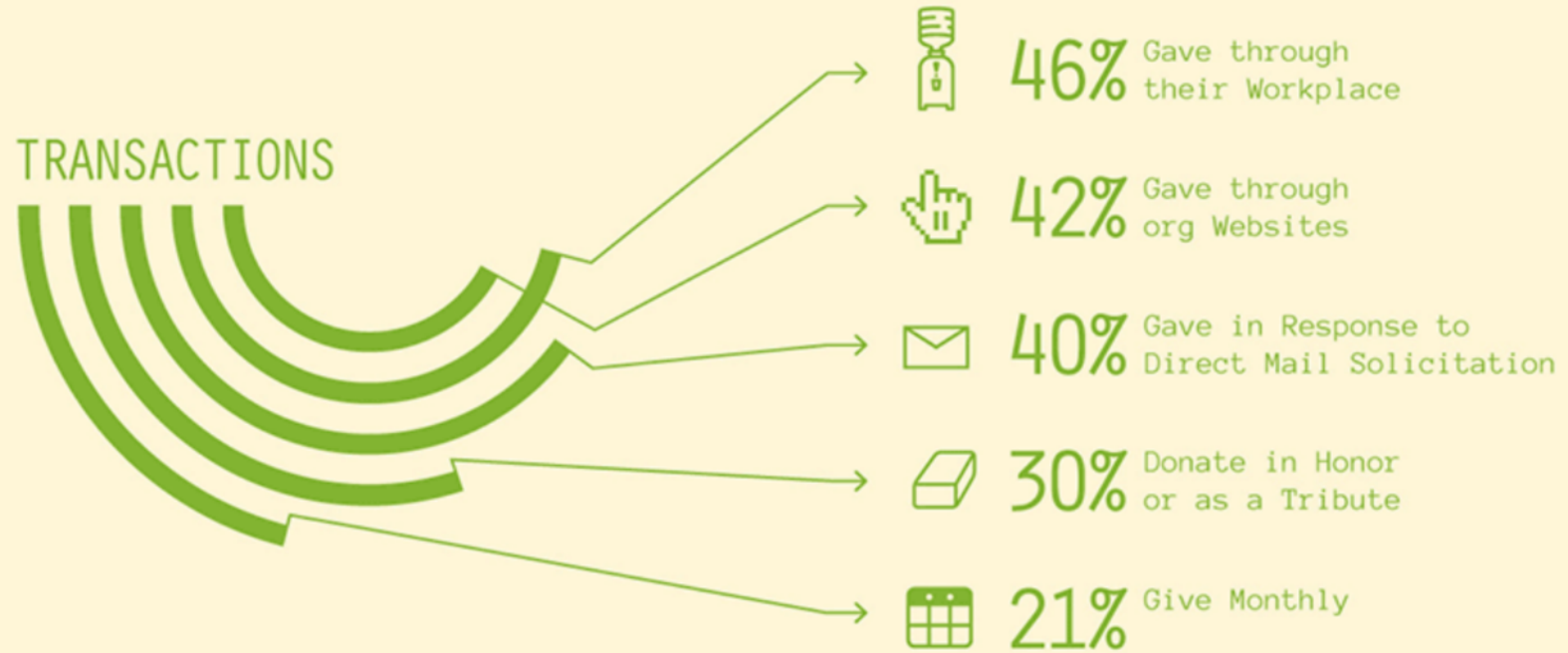


72% in this generation give an average of \$1,212 per year across 4.5 charities

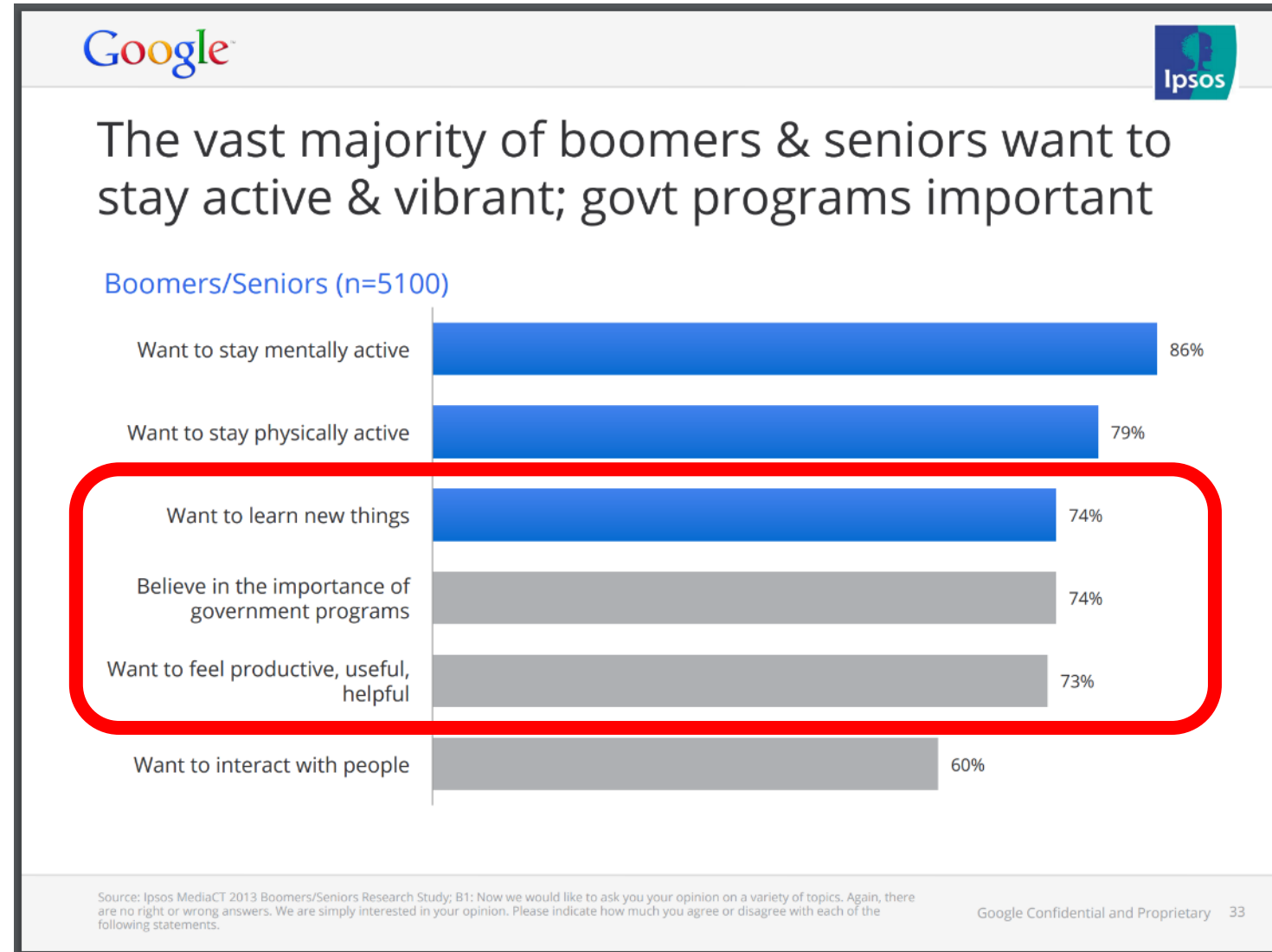
Baby Boomers represent 43% of total giving



TRANSACTIONS



Baby Boomers and Seniors **are attracted to self-fulfillment**... and respond best to products or services that will increase their human capital through education, or extend their lives.



*Oh, and one more
unexpected bonus...*



The Reciprocity Effect





QUESTION

*But what about extra
multi-channel donation-
focused communication?
(i.e. Channel Integration 101)*



The oldest experiment in
our Library...



Experiment (8386)

Background

Back in January 2006, The Heritage Foundation wanted to understand the potential impact of sending follow-up email appeals to donors on their file who received direct mail appeals. There were differing internal opinions about this—some thought that email appeals would cannibalize direct mail appeals, while others thought that it might enhance overall conversion rate.

Objective

Which approach will result in the most donations?



Original Approach



only

New Treatments

Versus



only



only

New Treatment



A

only

Versus



B

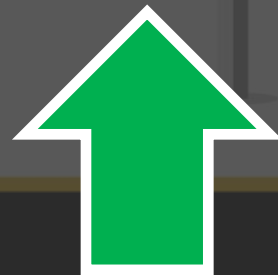


90%

In Donations



+



60%

In Donations



But does this *always* work?



Experiment (8058)

Background

For Giving Tuesday 2017, Buckner International wanted to test out a new channel of communication to see if they could boost donor giving.

Objective

Which approach will result in the most donations?



Two Approaches Tested



only **vs.**



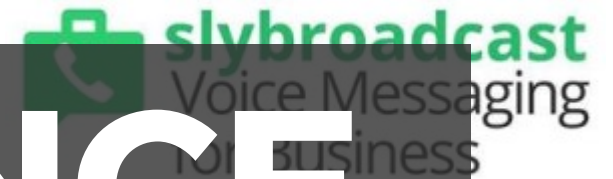
+



NO DIFFERENCE

In Donations or Average Gift

Note: The additional voicemail was focused ONLY on reinforcing the direct ask.



Experiment (6916)

Background

For a major June **2017** *appeal*, this non-profit wanted to test the effect of aligning their end-article donation ads with the same messaging as the major appeal.

Objective

Which approach will result in the most donations?



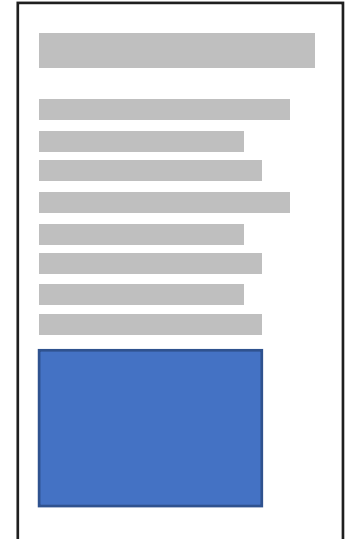
Two Approaches Tested



only *vs.*



+



Already there...

DEAR READER:

To make informed decisions, the public must receive the unbiased truth. Unfortunately, that isn't what we often get out of our elected officials or the legacy media. At the Illinois Policy Institute, that is something we are going to fix.

We are an independent nonprofit consisting of more than 20 writers and policy experts. Our mission is to generate public policy solutions that promote personal freedom and prosperity in Illinois.

- We have produced the only viable plan to balance the state budget while also reducing the tax burden placed on residents like you.
- Our work is consumed by more than 500,000 Illinoisans each month, free of charge.
- We are funded solely by the support of the general public. We receive no government dollars.

But to continue to provide unbiased reporting and viable policy solutions, we need your support.

If you want to see a more prosperous Illinois for your family and friends, please take a minute to help make a difference. Thank you.

DONATE TODAY!

VS.

Adjusted Message

WHILE YOU HAVE A MOMENT, WE'D LIKE YOU TO KNOW SOMETHING...

...this year, the Illinois Policy Institute celebrates its 15th anniversary. For 15 years, we have given you, the taxpayer, a voice in Springfield.

We laid the groundwork to **stop more than a dozen tax hikes**. We **rolled back government restrictions** on entrepreneurs. And we **freed thousands of Illinoisans** from forced unionization.

This work is entirely funded by readers like you who support our work.

We're trying to raise \$40,000 by June 30 to continue advancing property tax reform, limiting regulations, eliminating layers of costly, duplicative government, and exposing the truth about Mike Madigan's reign of power.

Time left until the June 30 deadline

NO DIFFERENCE

In Donations or Average Gift

Would you make a donation towards this goal before Friday, June 30? Our board of directors is matching every gift, dollar for dollar.

Thank you for your readership and your support.

DONATE TODAY!





Have you heard of
WII-FM?



What does this mean?



Cultivate within 2 weeks prior to the desired donation ask, and continue cultivation through to the end of the appeal.



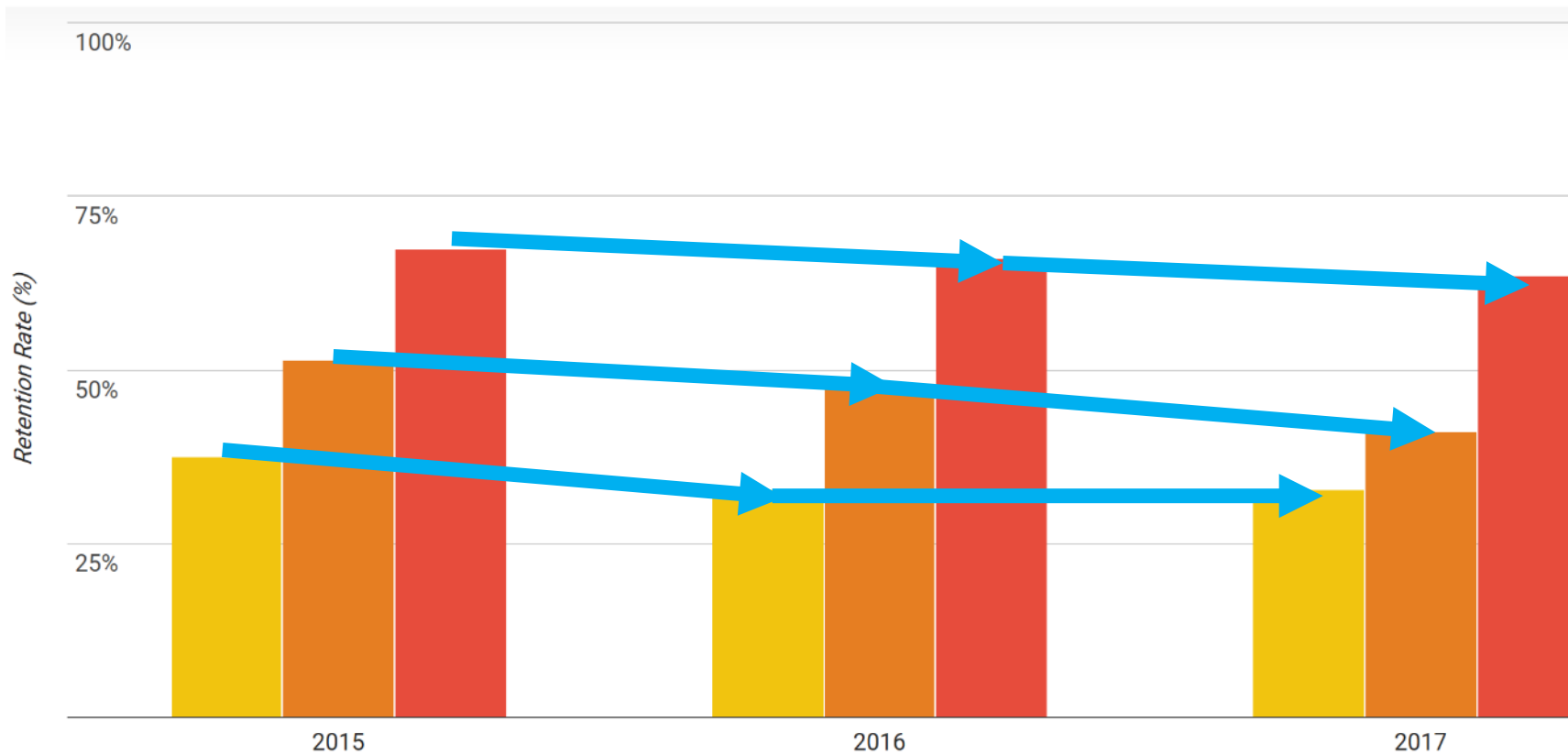
Use only content that creates a feeling of importance, appreciation and/or personal fulfillment.



Do not initially try to squeeze in a donation ask. Focus your content completely on serving the donor (using above approach)

CONCLUSION





32.86%

First-Time Donor Retention
Rate

41.06%

Reactivated Donor Retention
Rate

63.62%

Repeat Donor Retention Rate

100%

75%

Retention Rate (%)

50%

25%

2015

2017

So why, again, are these rates so low and dropping?

32.86%

41.06%

63.62%

First-Time Donor Retention
Rate

Reactivated Donor Retention
Rate

Repeat Donor Retention Rate

FUNDRAISING
REPORT CARD

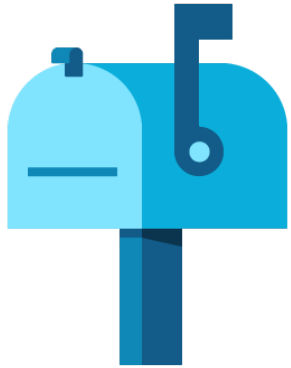


LIVE BENCHMARKS BETA



A mystery donor study

At the end of 2015, we gave gifts of \$1,000 to \$5,000 to 37 different organizations.



We monitored our mailbox.



We monitored our email inbox.



We monitored our voicemail.

*How often did organizations
respond to us?*



How frequently are they communicating?



In reality, 85% of communication from these organizations came during the first month after the donation.



What exactly are they communicating?

49%

Did not sent us additional content or even donation appeals.



Donation
Follow-ups



Donation
Appeals



Content



Download the Full 97-Page Study at:

NextAfter.com/Midlevel



A Final Review



People will **FORGET** *what you*
SAID *and* **DID,**
but
NEVER FORGET
how you made them
FEEL.



How to prime your donors for repeat giving



Cultivate within 2 weeks prior to the desired donation ask, and continue cultivation through to the end of the appeal.



Use only content that creates a feeling of importance, appreciation and/or personal fulfillment.



Do not initially try to squeeze in a donation ask. Focus your content completely on serving the donor (using above approach)

State Of Nonprofit Email 2018



litmus

+



NextAfter

Take the survey at nextafter.com/litmus



QUESTIONS

