



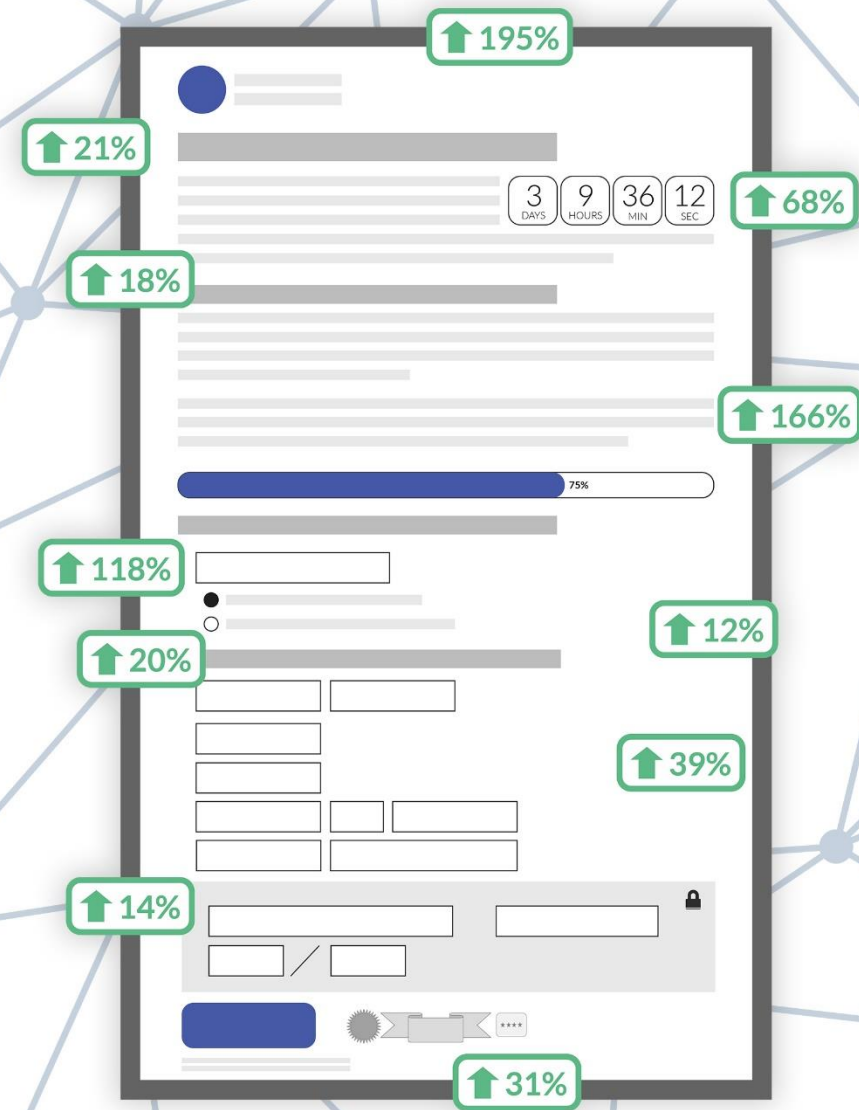
NIO SUMMIT

SEPT. 27-28, 2018
SAN ANTONIO, TX

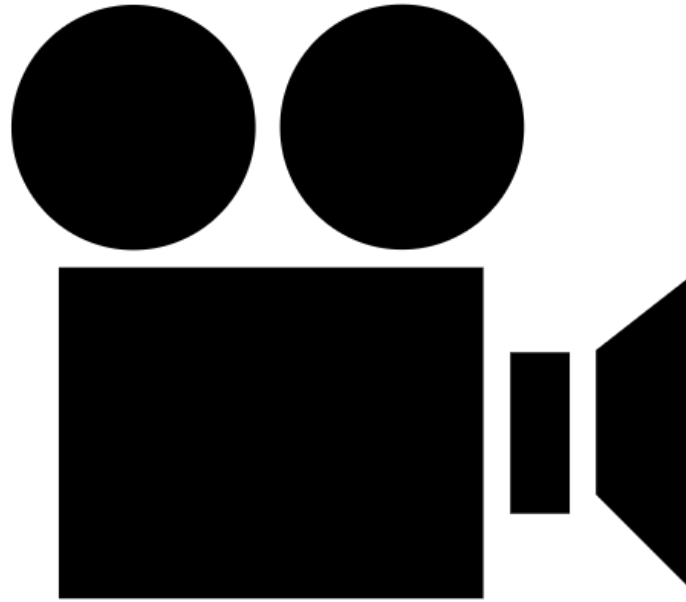
LEARN MORE AT

NIOSUMMIT.COM

21 Elements of an Effective Donation Page

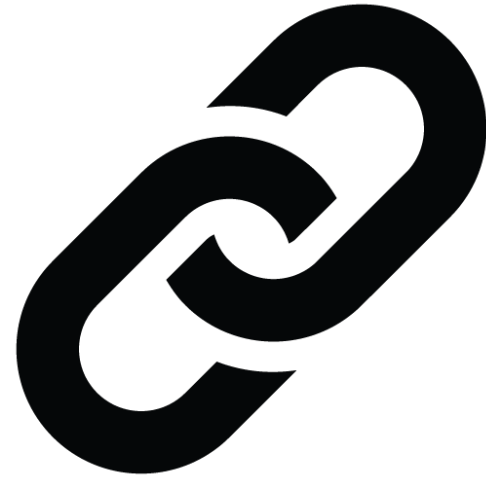


A Few Quick things...



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...

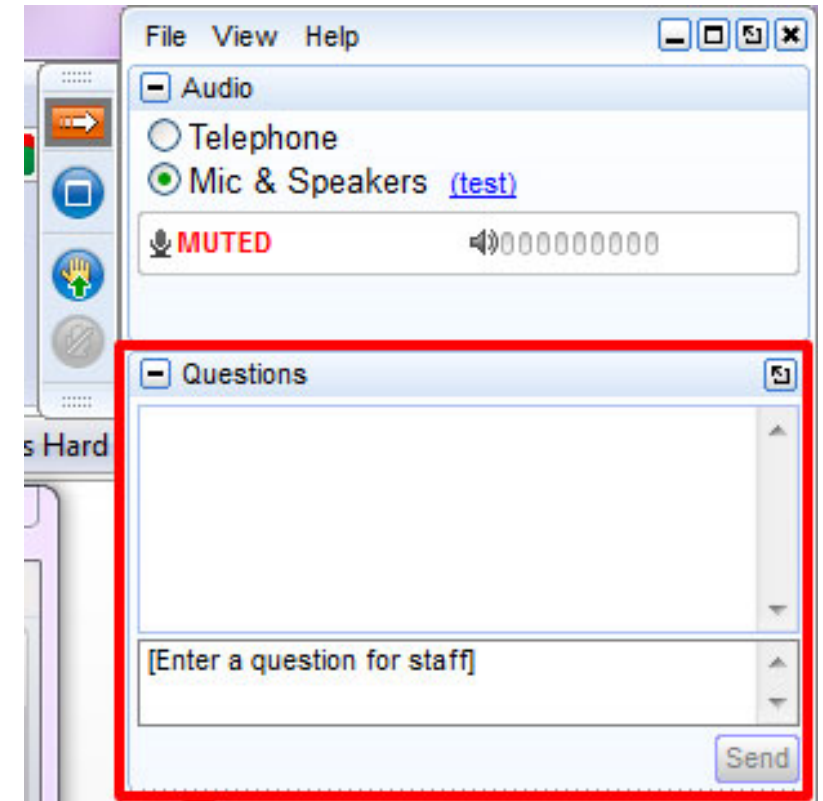


We want your questions!



A Few Quick things...

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



Today's Speaker

Jon Powell

Senior Director of Research and Education | NextAfter

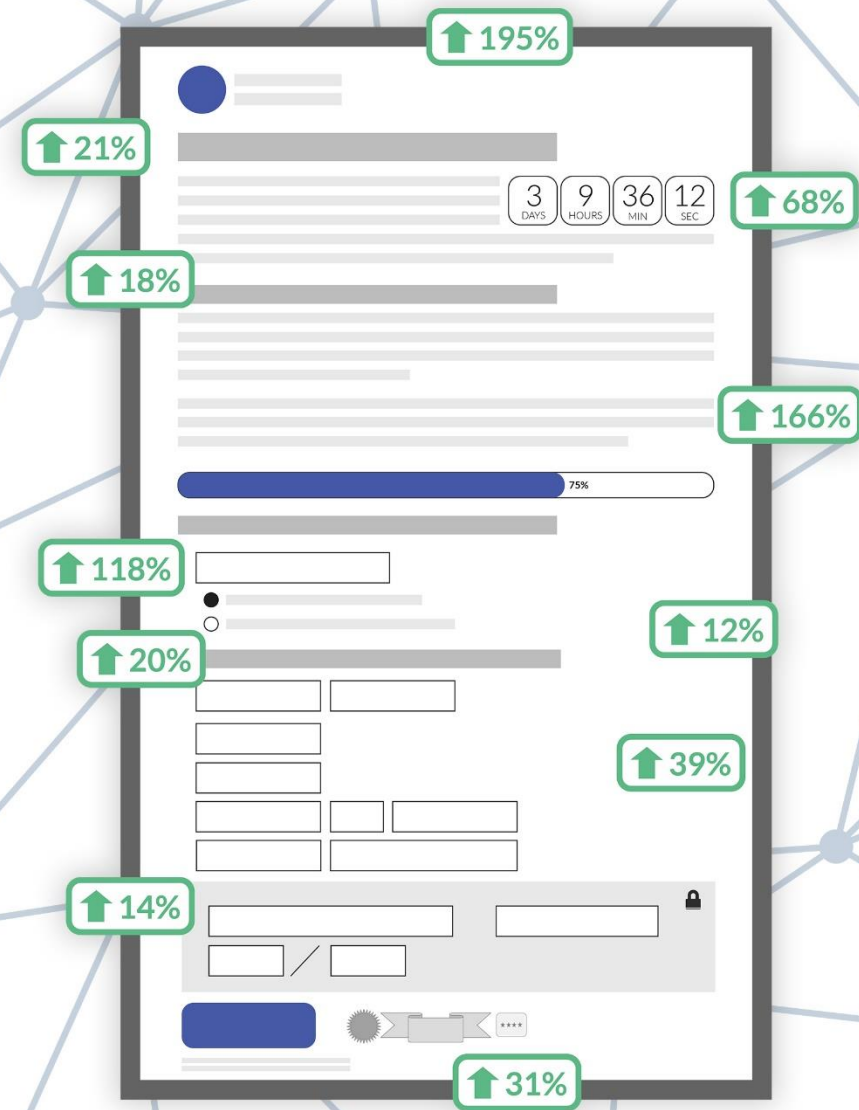
jon@nextafter.com

@JonPowell31

www.linkedin.com/in/jonpowell31/



21 Elements of an Effective Donation Page



*The latest secrets to getting the
greatest response on your
donation pages.*



1. *Understand the **single greatest influencer** for making your donation page(s) win/lose*
2. *Identify **7 core strategies** to affect the single greatest influencer*
3. *Implement **21 proven tactics** to get you started*



1. *Understand the single greatest influencer for making your donation page(s) win/lose*
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A thorough analysis

We assembled all available donation page tests from the NextAfter database as well as other known publicly available databases of donation page tests.

The result? Over 300+ experiments.

From there we conducted a thorough analysis, going through each test at least three times, with some being examined as many as six times.

The screenshot displays the NextAfter website interface. At the top, the NextAfter logo is visible alongside navigation links for Research, Resources, Events, About Us, Contact Us, and Blog. Social media icons for Twitter, LinkedIn, and Facebook are also present. The main content area features a list of experiments, each with a title, date added, research partner, and element tested. Three experiments are highlighted with detailed descriptions:

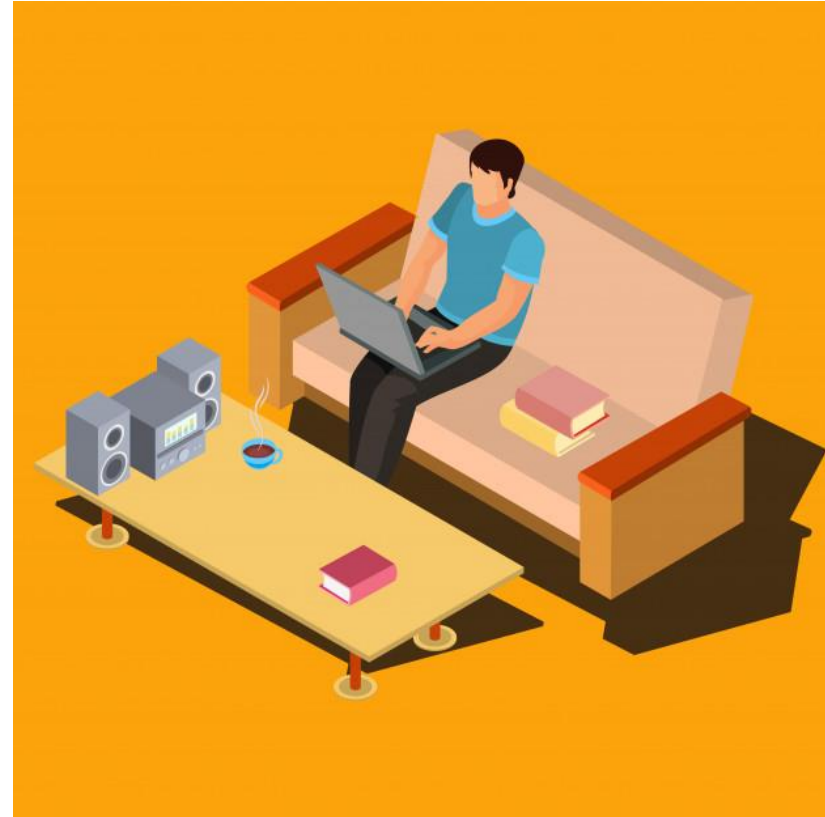
- How Browser Favicons Affect Anxiety of Page Visitors** (October 11, 2017, Hillside College): A favicon is the icon associated with a URL, next to the site name. Their main website, however, does show a Favicon "H" logo. They wondered: Will adding a favicon to course sign-up pages reduce anxiety and increase email acquisition rates? They selected their C.S. Lewis, email specific course sign-up page test as the control, and created a treatment version to test. **+11.9% lift**
- Direct mail prospects with digital cited direct mail revenue** (October 1, 2017, Hillside College): Hillside College had significant investments in their direct mail program, and wanted to see if they could optimize the return by investing in digital marketing that would target those prospects in the time period that they received a direct mail letter. 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) 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. 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. They spent just shy of \$1,000 to show ads to the treatment audience and waited to see the results come in. **+154.5% lift**
- ized note affects clickthrough rate** (September 27, 2017, Hillside College): Hillside College's course, "An Introduction to C.S. Lewis: Writings and Significance" has remained one of their most popular courses over the last few years. After receiving a significant amount of positive feedback, they found that many people wanted to own a DVD version of this course. So they created a DVD Box Set and began to offer it to their fans online. As they began this new campaign, they wondered: Will a personal note from Dr. Larry Aron increase the motivation and clickthrough rate of the ad viewer? They created a treatment and launched an A/B test to find out. **-12.5% drop**
- ency Affects Clickthrough Rate on a** (September 12, 2017, Hillside College): Hillside College found in a previous test that adding course illustration improved clickthrough rate significantly, while increasing email acquisition rate by 85%. As they began to test this approach with other offers, they noticed that some of their offers have a variety of illustrations to choose from—their "Great Books 102" course offering, for example. Examining this particular course, they wondered: Will a course illustration that directly reinforces the author's mentioned in the ad copy increase clickthrough rate? They launched an A/B test on their "Great Books 102" course to find out. **+406.9% lift**

On the right side of the page, there is a "SEARCH THE LIBRARY" section with a keyword input field and a search button. Below this is a "FILTER BY AREA OF FOCUS" section with a list of categories: Advertising (151), Emails (199), Email Acquisition Pages (148), and Donation Pages (292). At the bottom right, there is a "GET THE LATEST RESEARCH IN YOUR INBOX TODAY" section with a subscription form and a "Send me the latest research" button.

Same person, but different situation.



Vs.



General Donation Visitors

- They are more than likely seeking the page out.
- They are likely to have a reason in mind to donate prior to arrival.
- Want to be sure that what they have in mind doesn't conflict with what is on the page.



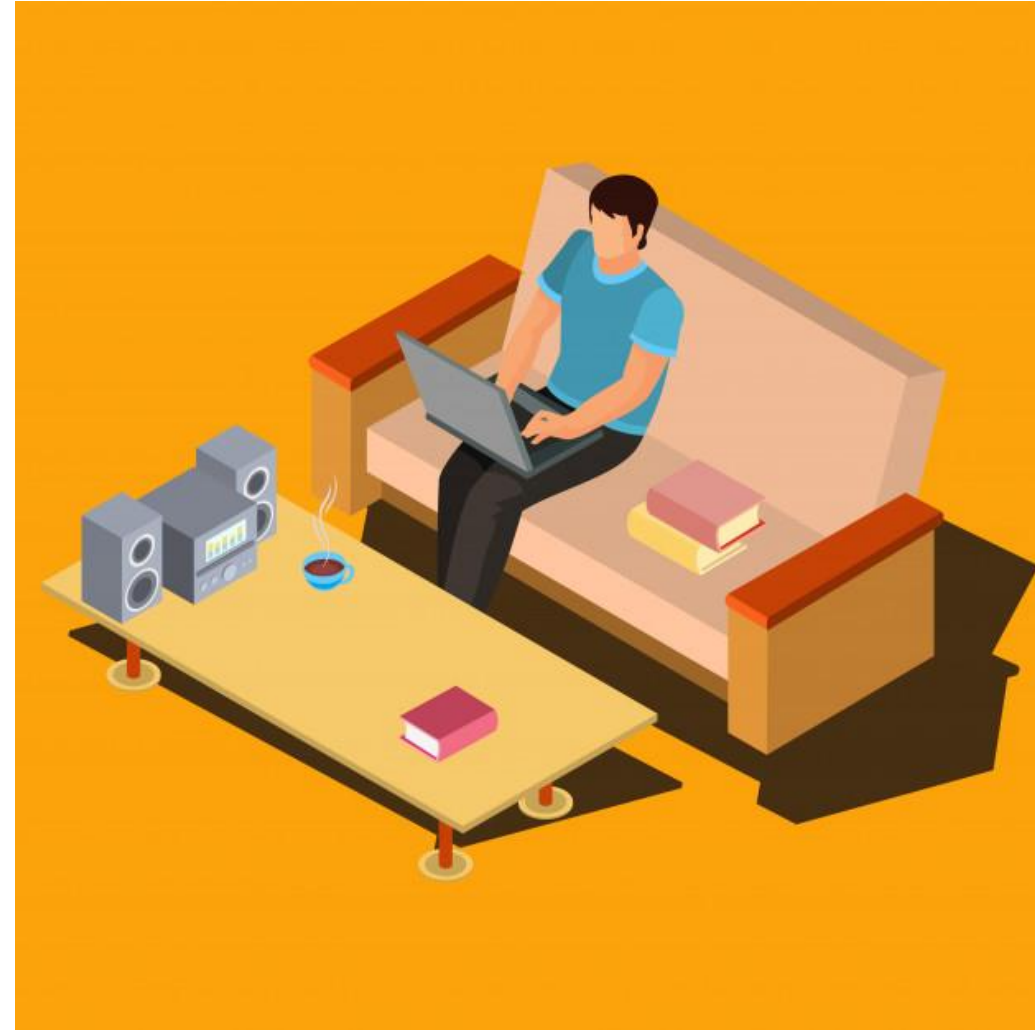
Campaign Donation Visitors

- Have been interrupted
- Liked getting an email from you.
- Will feel the pressure to get back to work or other emails.



Instant Donation Visitors

- Has just received a free, standalone offer that they perceive will benefit themselves directly.
- Wants to consume the free offer or move on to the next thing.
- Is in a temporary state of emotional gratitude.



What can we learn from
all three of these
situations?



Different Donation Situations:

- **General Donation Page:** 1) to accomplish the mission they have in mind and 2) to make sure they are making the right choice.
- **Campaign Donation Page:** 1) to act on their relationship with you/their values and 2) to return/stay focused on the thing that they were already doing.
- **Instant Donation Page:** 1) to immediately consume the offer they just unlocked and 2) to act on the feeling of gratitude/satisfaction they have.



The single greatest factor

- The single greatest factor of performance differentiation for donation pages is Intention.
- A donation page that takes Intention into consideration is a page that has a clear target.
- What makes understanding Intention so powerful? How do we leverage it to make our donation page a true winner?



How do we leverage Intention?

- To inspire a visitor to make that donation, we need to increase the emotions and awareness **to intentions connected to generosity** and, if possible, **reduce emotions and awareness to those that are not.**



*How exactly can I enable and amplify intentions connected to generosity to **get the most possible donation revenue per visitor?***



Campaign Donation Page



Logg

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your cause. Summarize as part of that, in your description, all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly interpreting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are addressing their fundraising, to inspire more, then start with a discussion of your message. But if you are asking for a gift, and need that as a closer, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$100,000

\$100,000 Goal

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

1. Enter Your Donation Amount

☐ I'll be donating a little bit (don't want to donate)

☐ I want to be on the big money and away from the [100 people]

2. Enter Your Information (It's Secure)

First Name

Last Name

First Last if possible

Last Last if possible

Address

First Last if possible

City

State

Zip Code

First Last if possible

Last Last if possible

Email (Your name)

First Last if possible

Last Last if possible

Credit Card

ATM, New, Service

Credit Card Number

Cardholder Name

Cardholder Email

Cardholder Phone

Cardholder Code

1

Make My One-Time \$50 Gift

Next

Previous

Cancel

See you soon to help support the cause. We'll contact you soon to be clear that's just a small requirement.

1. *Understand the single greatest influencer for making your donation page(s) win/lose*
2. *Identify 7 core strategies to affect the single greatest influencer*
3. *Implement 21 proven tactics to get you started*



7 core strategies: campaign donation pages

ENABLERS

- Increasing proposal clarity
- Increasing medium engagement intensity
- Increase urgency to act
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



7 core strategies: campaign donation pages

ENABLERS

- Increasing proposal clarity
- Increasing medium engagement intensity
- Increase urgency to act
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



Increasing proposal clarity

1. **Headline:** Focus on the effect
2. **Body Message:** Frame it around the donor
3. **Background Image:** It should demo your cause
4. **In-Line Premium:** Add an image of it
5. **Form Fields:** Add clarity in headers

1

2

3

4

5

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a 'because of you' message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

Increasing proposal clarity

1. **Headline:** Focus on the effect
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Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

2

But there is a solution... (optional header)

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\$XXX,XXX \$XXX,XXX Goal

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1. Enter Your Donation Amount

- ☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

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

Address 1
Pre-filled if possible

Address 2

City State Zip Code
Pre-filled if possible Pre-filled if possible

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

☒ Credit Card ☐ ACH Bank Account
Credit Card Number Verification Code
Expire Month / Expire Year

Make My One-Time \$50 Gift

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

3

4

5



From This

You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's private, protected place to share health updates and connect with a community of support will always be here.

3. **Background Image:** It should demo your cause
4. **In-Line Premium:** Add an image of it
5. **Form Fields:** Add clarity in headers

1

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

3

To This

This website helps Kate stay connected to family and friends.

You make this website possible.

When you give to CaringBridge, you ensure that Kate's private, protected place to share health updates and connect with a community of support will always be here.

5

From Organization

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

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

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

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

☒ Credit Card ☐ ACH Bank Account

Credit Card Number

Expire Month / Expire Year

Make My One-Time \$50 Gift

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



21.1%
In Donations



Increasing proposal clarity

1. **Headline:** Focus on the effect
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5. **Form Fields:** Add clarity in headers

Logo

1

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2

4

5

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Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

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4

\$XXX,XXX

\$XXX,XXX Goal

5

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

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Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

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

From This

How do you break the stranglehold of the Washington, DC establishment that taxes, borrows, and spends our grandchildren's future while killing freedom with over-regulation? How do you stop amnesty? How do you end the nightmare of Obamacare?

The Heritage Foundation is America's most influential conservative policy organization. Our mission is to formulate and promote conservative public policies based on the principle of **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense**. Every day, our more than 300 experts, marketers, and communications specialists make the case for conservative policies. That's not enough though. We need you with us.

How your year-end gift will help make the difference

Your support ensures that Heritage is able to communicate rigorous conservative policy research effectively to the incoming members of Congress and the American people in order to achieve conservative victories in 2015 and beyond.

Truth is power. **Facts** are power. **Information** is power.

The policy experts at The Heritage Foundation communicate truth, facts, and information—**power**— **from the halls of Congress to the grassroots of local American communities**.

- ★ In 2015 The Heritage Foundation will funnel the **facts that grassroots conservative activists need in order to demolish big government arguments** from the Washington establishment.
- ★ The Heritage Foundation will also educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.
- ★ Utilizing The Heritage Foundation's conservative policy solutions, **Heritage Action for America will then ensure lawmakers are held accountable** through a unique combination of political muscle and a vast grassroots army.

WHY I'M A HERITAGE MEMBER

"I am honored to be a member of a team that does not talk but rather acts. You give me hope that we will get our country back. Keep up the good work."

Larry W.
California

"Being a member of The Heritage Foundation has been a wonderful experience for me. I greatly appreciate the work that is done at Heritage on behalf of the conservative principles and values we share."

Scott E.
California

To This

You can help break the stranglehold of the Washington, DC establishment that taxes, borrows, and spends our grandchildren's future while killing freedom with over-regulation. You can help stop amnesty. You can play a major role in ending the nightmare of Obamacare. You can win lasting conservative victories.

Your year-end gift will help make the difference

Thanks to you, The Heritage Foundation has risen to be America's most influential conservative policy organization.

Your financial support helps sustain The Heritage Foundation's mission to formulate and promote conservative public policies based on the principle of **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense**.

And now, your year-end gift will ensure that Heritage is able to communicate rigorous conservative policy research effectively to the incoming members of Congress and the American people in order to achieve conservative victories in 2015 and beyond.

Because of your donations, the Heritage Foundation has nearly 300 policy experts and communicators at the ready to bring truth, facts, and information—**power**— **from the halls of Congress to the grassroots of local American communities**.

- Your trailblazing support has enabled the Heritage Foundation to continue blocking and pushing back the plans of the Washington DC establishment—as it has since helping pioneer the Reagan Revolution and other conservative responses to the Left.
- Today you enable the Heritage Foundation to funnel the **facts that grassroots conservative activists need in order to demolish big government arguments** from the Washington establishment.
- And your donations are also helping Heritage educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.

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California

"Being a member of The Heritage Foundation has been a wonderful experience for me. I greatly appreciate the work that is done at Heritage on behalf of the conservative principles and values we share."

Scott E.
California

22.9%
In Donations

Increasing proposal clarity

1. **Headline:** Focus on the effect
2. **Body Message:** Frame it around the donor
3. **Background Image:** It should demo your cause
4. **In-Line Premium:** Add an image of it
5. **Form Fields:** Add clarity in headers

Logo

1

3

2

4

5

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Address 2

Pre-filled if possible

City

State

Zip Code

Pre-filled if possible

Pre-filled if possible

Pre-filled if possible

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

CARING BRIDGE

Give to CaringBridge

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here.

Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

\$50 **\$100** **\$250**

\$50.00 (minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Kelly

What would you like your tribute message to say (optional)?

ise

1

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your

2

To This

CARING BRIDGE

Give to CaringBridge

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here.

Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

\$50 **\$100** **\$250**

\$50.00 (minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

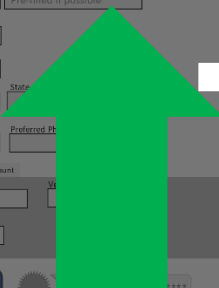
☐ Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Kelly

What would you like your tribute message to say (optional)?

☒ Display this message on Kelly's site.

How would you like to sign your message?



19.8%
In Donations



Increasing proposal clarity

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4. **In-Line Premium:** Add an image of it
5. **Form Fields:** Add clarity in headers

1

Logo

3

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? Time left until [deadline name] [XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

2

But there is a solution... (optional header)

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4

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX \$XXX,XXX Goal

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

5

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

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

Address 1 Pre-filled if possible

Address 2 Pre-filled if possible

City Pre-filled if possible State Pre-filled if possible Zip Code Pre-filled if possible

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

☐ Credit Card ☐ ACH Bank Account

Credit Card Number Pre-filled if possible Verification Code Pre-filled if possible

Expire Month Pre-filled if possible / Expire Year Pre-filled if possible

Make My One-Time \$50 Gift

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



From This

Today, you can be the first to get Hillsdale's NEW "Constitution 101" DVD Box Set for viewing in your home or for giving as a gift. It can also be used as part of a home school curriculum or for small group discussions.

The "Constitution 101" DVD box set can be yours for a gift of \$100 or more to Hillsdale College. For a gift of \$200 or more, we will include our 790-page companion book for the course, *The U.S. Constitution: A Reader*. This book, edited by Hillsdale's politics department faculty, features 113 important primary source documents and will deepen your enjoyment of the course.

Your gift will help Hillsdale College expand its efforts to teach millions of Americans about the Constitution and its importance to liberty at this crucial time.



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honor
our cause

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Address 2

City State
Pre-filled if possible

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

☒ Credit Card ☐ ACH Bank Account

Credit Card Number

Expire Month / Expire Year

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

10.6%
In Avg. Gift



Increasing proposal clarity

1. **Headline:** Focus on the effect
2. **Body Message:** Frame it around the donor
3. **Background Image:** It should demo your cause
4. **In-Line Premium:** Add an image of it
5. **Form Fields:** Add clarity in headers

Logo

1

3

2

4

5

[Specific campaign benefit others experience from your organization]

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What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

But there is a solution... (optional header)

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\$XXX,XXX

\$XXX,XXX Goal

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Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

Make Your Donation

\$50 **\$100** **\$250**

(minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Write a Message of Support

What would you like your tribute message to say (optional)?

☒ Display this message on Kate's site.

How would you like to sign your message?

☐ Make this an anonymous tribute donation.

Your Information

*** First Name** *** Last Name**

the donor
to your cause
it

To This

1. Choose Your Donation Amount

\$50 **\$100** **\$250**

(minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

2. Write a Message of Support

What would you like your tribute message to say (optional)?

☒ Display this message on Kate's site.

How would you like to sign your message?

☐ Make this an anonymous tribute donation.

3. Enter Your Information (It's Secure)

*** First Name** *** Last Name**

12.5%
In Donations

1

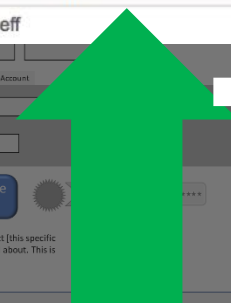
2

4

5

Increased
propos

1. Headline
2. Body Message
3. Background
4. In-Line
5. Form Fields



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- Increasing medium engagement intensity
- Increase urgency to act
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



6. **In-Line Graphics:** Consider in-lieu of bullets
7. **Body Copy Format:** Use a story/narrative approach
8. **Design Elements:** Ensure text is easily readable
9. **Video:** Avoid it for campaign page

6. **In-Line Graphics:** Consider in-lieu of bullets
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Increasing medium engagement intensity

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6

7

Logo

8

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

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\$XXX,XXX

\$XXX,XXX Goal

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☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

☒ Credit Card

☐ ACH Bank Account

Credit Card Number

Expiration Month

Expiration Year

Verification Code

Make My One-Time \$50 Gift

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

From This

Providing safety, education, and God's love through a pair of shoes

New shoes put children on the path to hope and a future. For children, shoes mean:



- **Health:** Protecting against disease and infection
- **Education:** Lowering barriers to school attendance
- **Hope:** Demonstrating worth and God's love
- **Opportunity:** Connecting families to holistic ministry

By August 31, we need raise enough money to provide shoes for 8,178 orphans and vulnerable children. We want to be sure these children have the necessities they need to be ready for the coming school year.

However, we cannot meet this goal without support. We cannot provide these children the shoes they need without *your* help.

Providing safety, education, and God's love through a pair of shoes

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HEALTH	EDUCATION	HOPE	OPPORTUNITY
			
Protecting against disease and infection	Lowering barriers to school attendance	Demonstrating worth and God's love	Connecting families to holistic ministry

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8. Design Elements: Ensure text is easily readable

9. Video: Avoid it for campaign page

236%
In Donations

Logo

[Specific campaign benefit others experience from your organization]

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Time left: (days) (hours) (minutes) (seconds)

2. Enter Your Information (It's Secure)

First Name: [Pre-filled if possible] Last Name: [Pre-filled if possible]

Address 1: [Pre-filled if possible] Address 2: [Pre-filled if possible]

City: [Pre-filled if possible] State: [Pre-filled if possible] Zip: [Pre-filled if possible]

Email (for receipt): [Pre-filled if possible] Preferred Email: [Pre-filled if possible]

Credit Card: [Pre-filled if possible] ACH Bank Account: [Pre-filled if possible]

Credit Card Number: [Pre-filled if possible] Expire Month: [Pre-filled if possible] / Expire Year: [Pre-filled if possible]

Make My One-Time \$50 Gift

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



Increasing medium engagement intensity

6. In-Line Graphics: Consider in-lieu of bullets
7. **Body Copy Format: Use a story/narrative approach**
8. Design Elements: Ensure text is easily readable
9. Video: Avoid it for campaign page

Logo

8

6

7

9

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

But there is a solution... (optional header)

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\$XXX,XXX \$XXX,XXX Goal

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☐ I would like to make this gift today and every month (12 per year)

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

Address 1
Pre-filled if possible

Address 2

City State Zip Code
Pre-filled if possible Pre-filled if possible Pre-filled if possible

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

☐ Credit Card ☐ ACH Bank Account

Credit Card Number Verification Code
Expire Month / Expire Year

Make My One-Time \$50 Gift

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



From This

America is in a critical period for the preservation of liberty. Over the past half century and more, the limited government that America's Founders established has been mutating into an unlimited and despotic bureaucracy, as our Constitution has been increasingly marginalized.

Samuel Adams once said, "No people will tamely surrender their Liberties, nor can any be easily subdued, when knowledge is diffused and virtue is preserved."

That's why Hillsdale College has been stepping up its efforts to teach the Constitution and its underlying principles of liberty to millions of Americans through the College's free online courses, its "Constitution Minute" series on the radio, and *Imprimis*, its monthly digest of liberty that goes to over 3.4 million households and businesses.

But in this critical time, our efforts on behalf of liberty must be stepped up even more – **and you are key to this effort.**

You can help educate ever greater numbers of Americans on the Constitution.

- You'll help Hillsdale add to the massive number—1.1 million to date—of people who have enrolled in free online courses from Hillsdale College. These courses teach all who wish to learn about the Constitution, our American heritage, free market economics, and more.
- You'll help Hillsdale expand the circulation of *Imprimis*, its flagship digest of liberty, from 3.4 million to 3.8 million or more. And since each copy of *Imprimis* is read by an average of three people, that means that at least twelve million more people will receive its message of liberty.

You can also help educate our nation's young people nationwide.

- Hillsdale's Barney Charter School Initiative is answering the urgent need for fundamental reform of American K-12 education – including the revival of strong civics education, teaching young Americans the principles of free government and the benefits of free market economics. The Initiative has helped to open 16 classical K-12 charter schools nationwide, and your support will help reach the goal of opening 50 schools nationwide by 2020.
- You'll fund scholarships for the nation's top students and future leaders to study at Hillsdale College and receive the very best classical liberal arts education in the land—the very kind of education America's Founders thought necessary for the preservation of free government.

You can help Hillsdale stand for founding principles of liberty

- Hillsdale College is nearly unique in its principled refusal to take even one penny of state or federal taxpayer funding—even indirectly in the form of student grants and loans. All of the College's operations, including its extensive educational outreach efforts on behalf of liberty, are **privately funded through the generosity of Americans like you.**

To expand its ambitious outreach initiatives on behalf of liberty, Hillsdale must raise \$250,000 by midnight on June 30 (the end of our fiscal year).

Will you help fuel these initiatives to defend the Constitution and restore liberty? Your gift by midnight on June 30 will help advance the principles of limited government, free market economics, and civic education nationwide.

Time left until June 30



Make your gift today!

To This

[Specific campaign benefit of the experience from your organization]

In this first part of the describe the specific organization is trying the circumstances?

What values are at stake you touch on all the as part of that, or, your situation.

But there is a solution

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You interrupted someone them in and keep the

Next, introduce the involvement to inspire. But if you are failing to need your help" type

Now make your gift a gift plays part in the

If there is a challenge

Yes! I want to [specific from organization]

1. Enter Your Donation

☐ This is a one-time gift
☐ I would like to make

2. Enter Your Information

First Name
Pre-filled if possible
Address 1
Pre-filled if possible
Address 2
City
Pre-filled if possible
Email (for receipt)
Pre-filled if possible

Credit Card Information

Credit Card Number

Expiration Date

Make your gift today!

Your gift helps

specific change) that is just a small

Decades of persistent, intentional groundwork laid by progressives have led our country to a time when the Constitution — the document that secures our liberty — has been marginalized because it is misunderstood by the citizens it protects.

Many believe that defending the Constitution and continuing to teach it is futile in the face of progressivism.

But we believe that this crisis can be averted.

Hillsdale College has taught its students the classical liberal arts since 1844. This helps Hillsdale's students understand liberty, civic and moral virtue, and prepares them to be outstanding citizens and leaders. It's the kind of education the Founders thought necessary for the preservation of free government. A core component of this education is a course—"The Meaning and History of the Constitution"—that every student must take in order to graduate.

However, not every student is of age, or has the resources to attend Hillsdale. **That's why the College made its required course on the Constitution free to take online.** Since 2012, more than a million students of all ages have taken this course, and other courses on topics such as the *Federalist Papers*, free-market economics, Winston Churchill, and C.S. Lewis.

This is a fact that bears repeating: **more than one million students have learned about liberty from Hillsdale College.**

Imagine the impact these courses have had on American civil society and culture.

However, they miss a critical stage of educational development: K-12 education. That's why Hillsdale launched the Barney Charter School Initiative, to launch 50 classical charter schools across America by 2022. This answers the urgent need for fundamental reform of American K-12 education – including the revival of strong civics education, teaching young Americans the principles of free government and the benefits of free market economics.

Reviving Liberty – Without One Penny of Taxpayer Funding

Through its educational outreach, the College will restore the principles of liberty underlying the Constitution. To accomplish this, Hillsdale must fiercely guard its independence, particularly from the army of unelected regulators that come with government largesse. That's why the College has refused **every penny of taxpayer funding**, even indirect aid such as student loans.

Teaching the best and brightest **college students**. Teaching everyday Americans through **online courses**. Teaching the young through **charter schools**.

We need your help to fund these ambitious outreach initiatives on behalf of liberty, and we've set a goal to raise \$250,000 by midnight on June 30 (the end of our fiscal year).

Will you help Hillsdale restore the principles of liberty in our country?

Time left until June 30



Make your gift before midnight on June

18.4%

In Donations



Increasing medium engagement intensity

6. In-Line Graphics: Consider in-lieu of bullets
7. Body Copy Format: Use a story/narrative approach
8. Design Elements: Ensure text is easily readable
9. Video: Avoid it for campaign page

Logo

8

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Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

But there is a solution... (optional header)
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\$XXX,XXX \$XXX,XXX Goal

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Address 1
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Address 2

City State Zip Code
Pre-filled if possible Pre-filled if possible

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

☐ Credit Card ☐ ACH Bank Account

Credit Card Number Verification Code
Expire Month / Expire Year

Make My One-Time \$50 Gift

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



From This

The Heritage Foundation

Become a Heritage Foundation member in 2015

When you join Heritage, you help real leadership in Washington—leadership focused on **restoring America's founding principles and the ideas that made America great**: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

Your membership could not be more important. Liberal policies are taking America down a dangerous path. Elected officials of both parties continue to pile on new debt and spending; government increasingly ignores the limits imposed by the Constitution; and programs like Obamacare threaten to undermine our freedom. The American people have had enough, which gives us a tremendous opportunity to make the case for our ideas to citizens and lawmakers alike. We have to act now.

Heritage: The trusted conservative leader

As a conservative, you know we are your voice in Washington. For more than forty years, Heritage has **championed conservative principles** by countering the left's radical policies and keeping conservative ideas at the center of every debate. Here's what some of the movement's strongest voices have to say:

"We need Heritage's ideas to become the tools of battle."
—Sen. Ted Cruz (R-TX)

"Some of the finest conservative scholars alive today, live, work, and breathe at The Heritage Foundation."
—Rush Limbaugh

"No organization on earth is a better supplier of innovative, conservative ideas grounded in founding principles than Heritage."
—Sean Hannity

Your membership gets results

Here's the impact you had through your membership in 2013:

- ✓ Heritage led the fight to get rid of Obamacare. During the summer, we met with tens of thousands of citizens at town hall meetings across the country to expose the damaging impact of Obamacare. Through this nationwide campaign, which included a massive billboard in Times Square, Heritage forced this disastrous law to center stage of the political debate and focused attention on the damage it is inflicting on American workers and businesses.
- ✓ Heritage pushed for important reforms to welfare programs and made the case for breaking the link between food stamps and subsidies to farmers.
- ✓ We educated newly-elected congressmen on how the Washington Establishment works, and we developed a strong bench of new young leaders to help lead the conservative movement.
- ✓ By building a stronger nationwide network among 639 state and local conservative organizations, Heritage gave our movement new strategies to use against big government at the grassroots level.
- ✓ While the Obama administration stumbled in its dealings with Syria, Russia, and other countries, Heritage experts provided crucial direction to policymakers on foreign policy.
- ✓ Heritage worked with Congressional leaders to counter the administration's push for more regulations and red tape, which would limit freedom and increase prices for consumers while expanding the size and scope of the federal government.

It's time to move conservative ideas forward

As we enter this critical election year, Heritage will build on our recent victories, creating momentum that will carry us through the midterm elections and beyond. Now is the time for you to get involved.

With your tax deductible donation, you will join with hundreds of thousands of conservatives across the nation supporting Heritage's effort to restore an America where freedom, opportunity, prosperity, and civil society flourish.

Together, we can make our conservative ideas a reality. Join Heritage today!

6
7

of bullets
narrative approach
asily readable

Logo

[Specific campaign benefit others experience from your organization]

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Be careful about here, but you only business approach.

You interrupt them in and keep

Next, introduce involvement to But if you are need your help

Now make your gift plays part

If there is a chance

Yes! I want from organization

1. Enter Your

☐ This is a one-time gift
☐ I would like to become a recurring member

2. Enter Your

First Name

Address 1

Address 2

City

Email (for receipt)

Credit Card Number

Expiration Month

Make My Gift

Your gift is going to change the world just a small step at a time

8
To This

Become a Heritage Foundation member in 2015

When you join Heritage, you help real leadership in Washington—leadership focused on **restoring America's founding principles and the ideas that made America great**: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

ship could be important. Both parties are taking a dangerous path. Elected officials of both parties continue to pile on new debt and spending; government increasingly ignores the limits imposed by the Constitution; and programs like Obamacare threaten to undermine our freedom. The American people have had enough, which gives us a tremendous opportunity to make the case for our ideas to citizens and lawmakers alike. We have to act now.

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—Sean Hannity

Your membership gets results

Here's the impact you had through your membership in 2013:

- Heritage led the fight to get rid of Obamacare. During the summer, we met with tens of thousands of citizens at town hall meetings across the country to expose the damaging impact of Obamacare. Through this nationwide campaign, which included a massive billboard in Times Square, Heritage forced this disastrous law to center stage of the political debate and focused attention on the damage it is inflicting on American workers and businesses.
- Heritage pushed for important reforms to welfare programs and made the case for breaking the link between food stamps and subsidies to farmers.
- We educated newly-elected congressmen on how the Washington Establishment works, and we developed a strong bench of new young leaders to help lead the conservative movement.
- By building a stronger nationwide network among 639 state and local conservative organizations, Heritage gave our movement new strategies to use against big government at the grassroots level.
- While the Obama administration stumbled in its dealings with Syria, Russia, and other countries, Heritage experts provided crucial direction to policymakers on foreign policy.
- Heritage worked with Congressional leaders to counter the administration's push for more regulations and red tape, which would limit freedom and increase prices for consumers while expanding the size and scope of the federal government.

39%
In Donations
51.7%
In Average Gift



Increasing medium engagement intensity

6. In-Line Graphics: Consider in-lieu of bullets
7. Body Copy Format: Use a story/narrative approach
8. Design Elements: Ensure text is easily readable
9. Video: Avoid it for campaign page

6

7

9

8

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

A Special Story of Hope this Christmas

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.



At Buckner, we want to create more stories like this. Our mission is to bringing hope and stability in the midst of turbulence to vulnerable and at-risk children. But this is only made possible by people like you, people that want to care for these children that need it most.

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives—in Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

100% of your gift will go directly to support ministry programs

A Special Story of Hope this Christmas

A Message from Buckner President Albert L. Reyes

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This family was taking Christmas pictures in a photographer's studio. Immediately, as soon as the picture was over she jumped out of her seat, ran behind the photographer into the dark area of the studio, and got real quiet. A moment or so after that you could hear her crying.

Naturally her mom went over to find out what was wrong.

"Why are you crying? What's wrong?" She said, "Well, Mom, it's just that all of my life, foster families that I was with would ask me to sit over to the side so they could take their family picture at Christmas." She said, "Today is the first time that I've been allowed to be in the Christmas photo with the family."

As I read that story, I just had to take a break. It just knocked me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember all the times that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 137 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

There are Christmases that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your best gift in a while, this Christmas so that we can shine hope into the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

But, your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

100% of your gift will go directly to support ministry programs

560%

In Donations



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- ~~Increasing medium engagement intensity~~
- Increase urgency to act
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



Increasing urgency to act

10. Sub-headline: Utilize a countdown clock

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

State

Zip Code

Pre-filled if possible

Pre-filled if possible

Pre-filled if possible

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

To This

Your Gift Matters

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation.

Give to CaringBridge

Donation Amount

Your Gift Matters

3 days, 8 hrs, 52 mins, 7 secs remaining until the year-end donation deadline

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation in honor of Deborah.

Give to CaringBridge

Donation Amount

Involvement to inspire more, then start with a 'because of you' message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX \$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

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

Address 1
Pre-filled if possible

Address 2

City State Zip Code
Pre-filled if possible Pre-filled if possible Pre-filled if possible

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

☐ Credit Card ☐ ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

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

68.1%
In Donations



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- ~~Increasing medium engagement intensity~~
- ~~Increase urgency to act~~
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



Apply effective social influence

- 11. Sub-head/CTA Text Area: Utilize a progress meter
- 12. Form Support Column: Recent Gift Callouts

11

12

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, **you need to describe the specific situation that your organization is trying to impact.** What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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\$XXX,XXX

\$XXX,XXX Goal

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☐ I would like to make this gift today and every month

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First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

Apply effective social influence

11. Sub-head/CTA Text Area: Utilize a progress meter

12. Form Support Column: Recent Gift Callouts

11

12

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month [2 per yr]

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)
Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This



HILLSDALE COLLEGE

You can support a rebirth of liberty and learning

Update: Due to the overwhelming response and support, we have expanded the goal to raise an additional \$100,000 by midnight tonight!

Our beloved country stands at a historic crossroads. Over the past few years, progressive reformers have radically transformed our government, disregarding the limits imposed by the Constitution and creating a bureaucratic despotism that increasingly violates our rights.

This year and next, are crucial to determining whether America will return to limited government or continue to slide, perhaps irreversibly, into bureaucratic despotism.

To This



HILLSDALE COLLEGE

You can support a rebirth of liberty and learning

Goal: ~~\$250,000~~
\$450,000
\$487,685

Update: Due to the overwhelming response and support, we have expanded the goal to raise an additional \$100,000 by midnight tonight!

Our beloved country stands at a historic crossroads. Over the past few years, progressive reformers have radically transformed our government, disregarding the limits imposed by the Constitution and creating a bureaucratic despotism that increasingly violates our rights.

This year and next, are crucial to determining whether America will return to limited government or continue to slide, perhaps irreversibly, into bureaucratic despotism.

ss met
ts

20.5%
In Revenue / Visitor



Apply effective social influence

11. Sub-head/CTA Text Area: Utilize a progress meter

12. Form Support Column: Recent Gift Callouts

11

12

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

To This

Make your year-end gift to Heritage!

Your donation is tax-deductible

Other Amount

(minimum \$5.00)

My information

First Name Last Name

Email Address

Country

Street Address


Street Address 2


City


State

Zip Code


What the experts are saying



 "We need Heritage's ideas to become the tools of battle."
—Sen. Ted Cruz (R-TX)



 "Some of the finest conservative scholars alive today, live, work, and breathe at The Heritage Foundation."
—Rush Limbaugh

 "No policy shop has more clout than the conservative Heritage Foundation."
—Wall Street Journal

Recent Media Appearances

Make your year-end gift to Heritage!

Your donation is tax-deductible

Other Amount

(minimum \$5.00)

My information

First Name Last Name

Email Address

Country

Street Address

Street Address 2

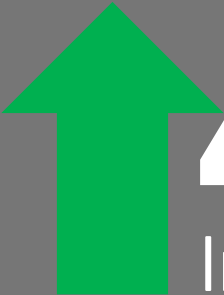
City

State

Zip Code

Recent Donors

Max from Bullard, TX: \$20.83
Jim & Beth from Tucson, AZ: \$25.00
Jeeannie from Coronado, CA: \$200.00
Wanda from Westerville, OH: \$38.00
Jefferey from Amarillo, TX: \$38.00
Barbara from Ventura, CA: \$75.00
Darrell from Tuscola, TX: \$25.00
Joseph from Danville, PA: \$250.00
Bob from Schenectady, NY: \$25.00
Joseph from Edgemoor, SC: \$30.00
Ralph from Wood Ridge, NJ: \$25.00
David from Marshall, MI: \$60.00
Virginia from Ocean Isle Beach, NC: \$100.00
Paul from Deer Park, NY: \$100.00
Farida from Irvine, CA: \$25.00
Anne from Plano, TX: \$10.00



4.8%
In Donations

39%
In Avg Gift

2. Enter Your Information (It's Secure)

First Name Last Name

Address 1

Address 2

City State Zip

Email Preferred Phone

Credit Card Account

Credit Card Number Verification Code

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



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- ~~Increasing medium engagement intensity~~
- ~~Increase urgency to act~~
- ~~Apply effective social influence~~

INHIBITORS

- **Unmet relational expectations**
- Unnecessary flow interruptions
- Forgotten impact & safety reassurance



Unmet relational expectations

- 13. Intro Copy: Make sure it matches the email
- 14. Gift Array: test a single, open field unless average gift is low/lower than other channels
- 15. Gift Type: If heavily emphasizing a recurring gift, prime them prior to arrival

13

14

15

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☐ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

Unmet relational expectations

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- 14. Gift Array: test a single, open field unless average gift is low/lower than other channels
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13

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? Time left until [deadline name] [XX] [XX] [XX] [XX] Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX \$XXX,XXX Goal

14

15

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

1. Enter Your Donation Amount

☐ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City State Zip Code

Pre-filled if possible Pre-filled if possible Pre-filled if possible

Email (for receipt) Preferred Phone (optional)

Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month Expire Year

Make My One-Time \$50 Gift

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



From This

Share God's Word with Others

by making a gift to Harvest Ministries today.

God's Word is trustworthy, accurate, and without error—and it holds the promise of eternal life for all who believe. Pastor Jeff Lasseigne's brand-new book, *Unlocking the Bible*, will give you a deeper understanding of Scripture, where it came from, why we can believe it, and how to apply it to your life. It will be sent to you when you give a generous gift to Harvest Ministries today.

Your gift to Harvest allows God's Word to be proclaimed through

- Large-scale crusade evangelism and discipleship
- Biblical teaching on radio, television, and the web
- Encouraging devotions, messages, and podcasts
- Print and digital resources that help people grow in faith

To This

Gain a Deeper Understanding of Scripture

And Help Share God's Word with Others.

God's Word is trustworthy, accurate, and without error—and it holds the promise of eternal life for all who believe. Pastor Jeff Lasseigne's brand-new book, *Unlocking the Bible*, will give you a deeper understanding of Scripture, where it came from, why we can believe it, and how to apply it to your life.

This resource will lay the groundwork for your devotional time with God during this season of change as you settle into new routines and habits.

You will be sent this resource when you give a generous gift to Harvest Ministries today.

When you give a gift to Harvest Ministries, not only will you gain a deeper understanding of Scripture through receiving and reading the book *Unlocking the Bible*, but you are helping share God's Word with others by supporting the ministry of Harvest.

Your gift will help Harvest proclaim the gospel to others through:

- Large-scale crusade evangelism and discipleship
- Biblical teaching on radio, television, and the web
- Encouraging devotions, messages, and podcasts
- Print and digital resources that help people grow in faith

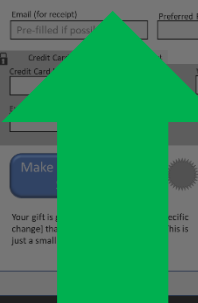
13

14

15

85.7%

In Donations



Unm
expe

13. Intro

14. Gift

15. Gift

the email

unless average

els

a recurring gift,

prime them prior to arrival

Unmet relational expectations

- 13. Intro Copy: Make sure it matches the email
- 14. Gift Array: test a single, open field unless average gift is low/lower than other channels
- 15. Gift Type: If heavily emphasizing a recurring gift, prime them prior to arrival

13

14

15

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

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You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☐ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

Expires Year

Make My One-Time \$50 Gift

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

From This

Your gift before June 30 will be effectively doubled thanks to a \$350,000 challenge grant!

\$ (minimum: \$2.00)

Payment Info

☒ Credit Card ☐ eCheck

Name on card:

Card number:

Expires: CCV:

Billing Information

To This

Your gift before June 30 will be effectively doubled thanks to a \$350,000 challenge grant!

Donation Amount:

\$ USD

☒ Credit Card ☐ eCheck

Payment Info

Name on card:

Card number:

Expires: Card type:

Security code:

15

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 months/year)

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City State Zip
Pre-filled if possible

Email (for receipt) Preferred phone
Pre-filled if possible

☒ Credit Card ☐ ACH Bank Account

Credit Card Number

Expire Month / Expire Year

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

118%
In Donations



Unmet relational expectations

- 13. Intro Copy: Make sure it matches the email
- 14. Gift Array: test a single, open field unless average gift is low/lower than other channels
- 15. Gift Type: If heavily emphasizing a recurring gift, prime them prior to arrival

13

14

15

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a 'because of you' message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☐ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This

Your donation

\$5	\$10	\$25
\$50	\$100	\$200
\$300	Other Amount	

(minimum \$2.00)

Payment Plan

- ☒ Monthly (12 per year) ongoing payments. \$10.00 per payment, until you contact us to cancel.
- ☐ One-time payment for the full amount

To This

Your donation

\$50	\$100	\$250
Other Amount		

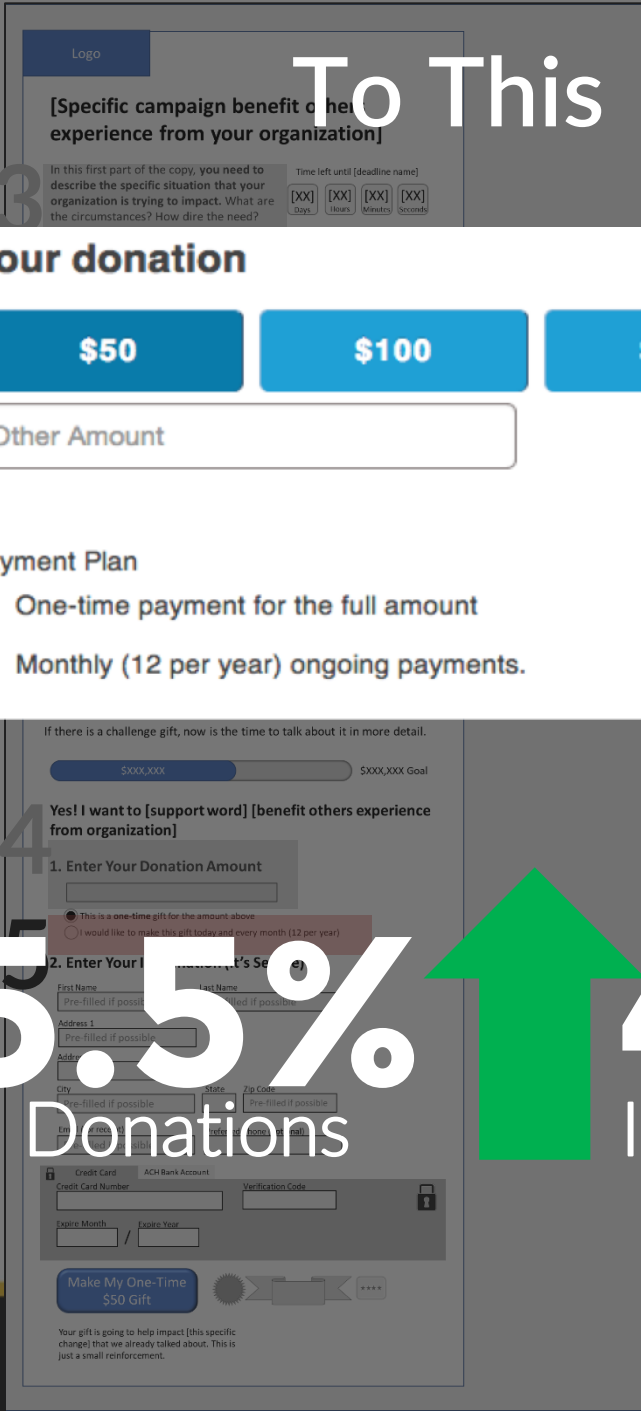
(minimum \$2.00)

Payment Plan

- ☒ One-time payment for the full amount
- ☐ Monthly (12 per year) ongoing payments.

13
14
15
5.5%
In Donations

14
15
49%
In Avg Gift



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- ~~Increasing medium engagement intensity~~
- ~~Increase urgency to act~~
- ~~Apply effective social influence~~

INHIBITORS

- ~~Unmet relational expectations~~
- **Unnecessary flow interruptions**
- Forgotten impact & safety reassurance



Unnecessary flow interruptions

- 16. Header: No navigation & donate buttons
- 17. Alternate Payment Methods: Add only new payment paths that you can control
- 18. Verification Pages: Eliminate them

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, **you need to describe the specific situation that your organization is trying to impact.** What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]

[XX] Days

[XX] Hours

[XX] Minutes

[XX] Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

18

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

Unnecessary flow interruptions

16. Header: No navigation & donate buttons

17. Alternate Payment Methods: Add only new payment paths that you can control

18. Verification Pages: Eliminate them

Logo

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]

[XX] Days

[XX] Hours

[XX] Minutes

[XX] Seconds

But there is a solution... (optional header)

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

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☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

18

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

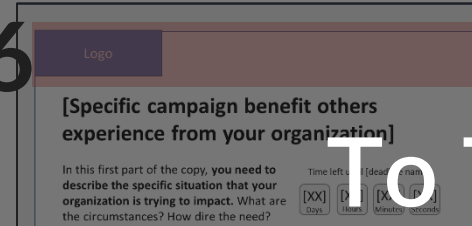
From This



interruptions

- 16. Header: No navigation & donate buttons
- 17. Alternate Payment Methods: Add only new payment paths that you can control
- 18. Verification Pages: Eliminate them

16



To This



Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is a good time to talk about it in more detail.

\$100,000 \$100,000

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

1. Enter Your Donation

☐ This is a one-time gift for the amount I entered above.
☐ I would like to make this gift total \$ (enter amount) per year

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City State

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Phone

Pre-filled if possible

Credit Card ACH Bank Account

Credit Card Number

Expire Month / Expire Year

Make My One-Time \$50 Gift

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

39%
In Donations

51.7%
In Average Gift

18



Unnecessary flow interruptions

16. Header: No navigation & donate buttons

17. Alternate Payment Methods: Add only new payment paths that you can control

18. Verification Pages: Eliminate them

Logo

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]

Days

Hours

Minutes

Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Address 2

Pre-filled if possible

City

State

Zip Code

Pre-filled if possible

Pre-filled if possible

Pre-filled if possible

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expires Month

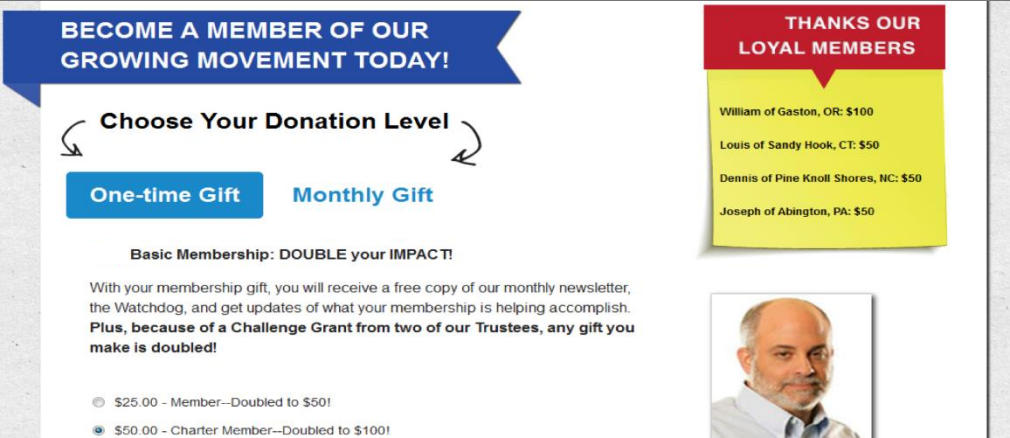
Expires Year

Make My One-Time \$50 Gift

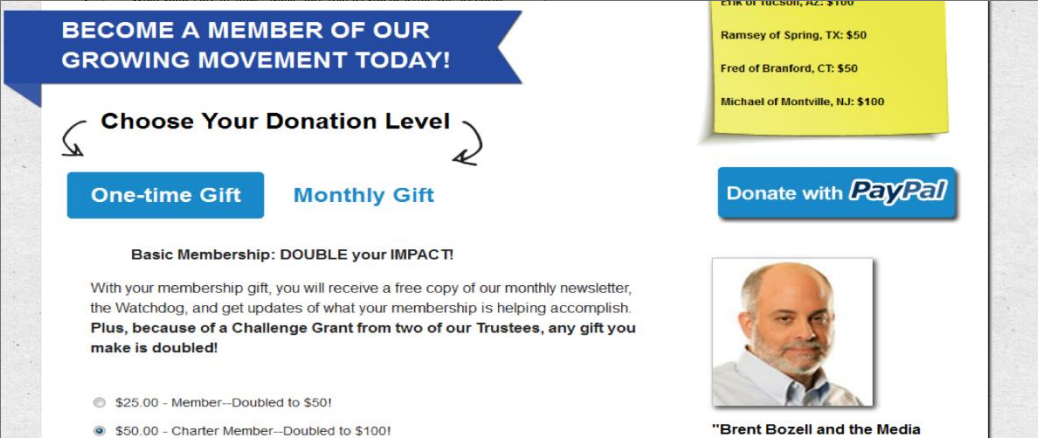
18

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

From This

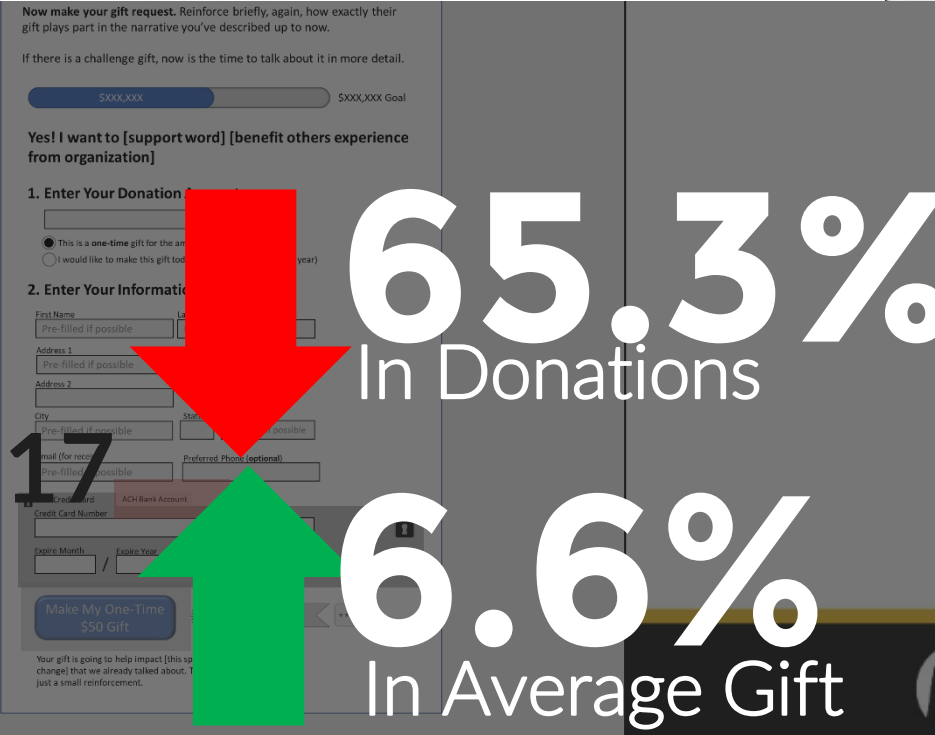


To This



payment paths that you can control

18. Verification Pages: Eliminate them



Unnecessary flow interruptions

16. Header: No navigation & donate buttons

17. Alternate Payment Methods: Add only new payment paths that you can control

18. Verification Pages: Eliminate them

Logo

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)
Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

18

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

From This

DONATE ONLINE 1 Enter Info 2 Verify 3 Confirmation

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

Personal Information

First Name: Harvest
Last Name: Test

Contact Information

E-mail: Test@harvest.org
Phone Number: (951) 687-8902
Street Address: 6115 Arlington Ave
City: Riverside
State: CA
Zip Code: 92504
Country: USA

Donation Information

Gift Amount: \$5.00 (USD)
Designation: Where Most Needed
Recurrence: None (Single Gift)
Payment Type: Credit Card
Thank You Gift: A Lifetime of Wisdom

Billing Information

Card Type: Visa
Card Number: XXXX-XXXX-XXXX-1111
Verification Number: 123
Expiration Date: 01/2017

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

16

Logo

[Specific campaign benefit others experience from your organization]

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But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save time use that type of approach.

You interrupted someone, and the story of the man's wife is being told, and then in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement, then start with a "because of you" message. But if you are asking for help, then start with "we need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$100,000 \$100,000 Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name: Last Name:
Address 1: Address 2:
City: Zip Code:
E-mail (for receipt): Phone (optional):
Credit Card Number: Verification Number:
Expiration Month:

[Make My One-time \\$50 Gift](#)

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

To This

Straight to Thank You Page

31.3%
In Donations



7 core strategies: campaign donation pages

ENABLERS

- ~~Increasing proposal clarity~~
- ~~Increasing medium engagement intensity~~
- ~~Increase urgency to act~~
- ~~Apply effective social influence~~

INHIBITORS

- ~~Unmet relational expectations~~
- ~~Unnecessary flow interruptions~~
- Forgotten impact & safety reassurance



Forgotten impact and safety re-assurance

- 19. CTA Transition Copy: Always include it and reinforce impact
- 20. Payment Fields: Make them feel secure with separation and lock
- 21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

19

20

21

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

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If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

Forgotten impact and safety re-assurance

- 19. CTA Transition Copy: Always include it and reinforce impact
- 20. Payment Fields: Make them feel secure with separation and lock
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19

20

21

Logo

[Specific campaign benefit others experience from your organization]

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Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

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Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your Donation

\$50

\$100

\$250

\$ Other Gift Amount

To This

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.

Your Donation

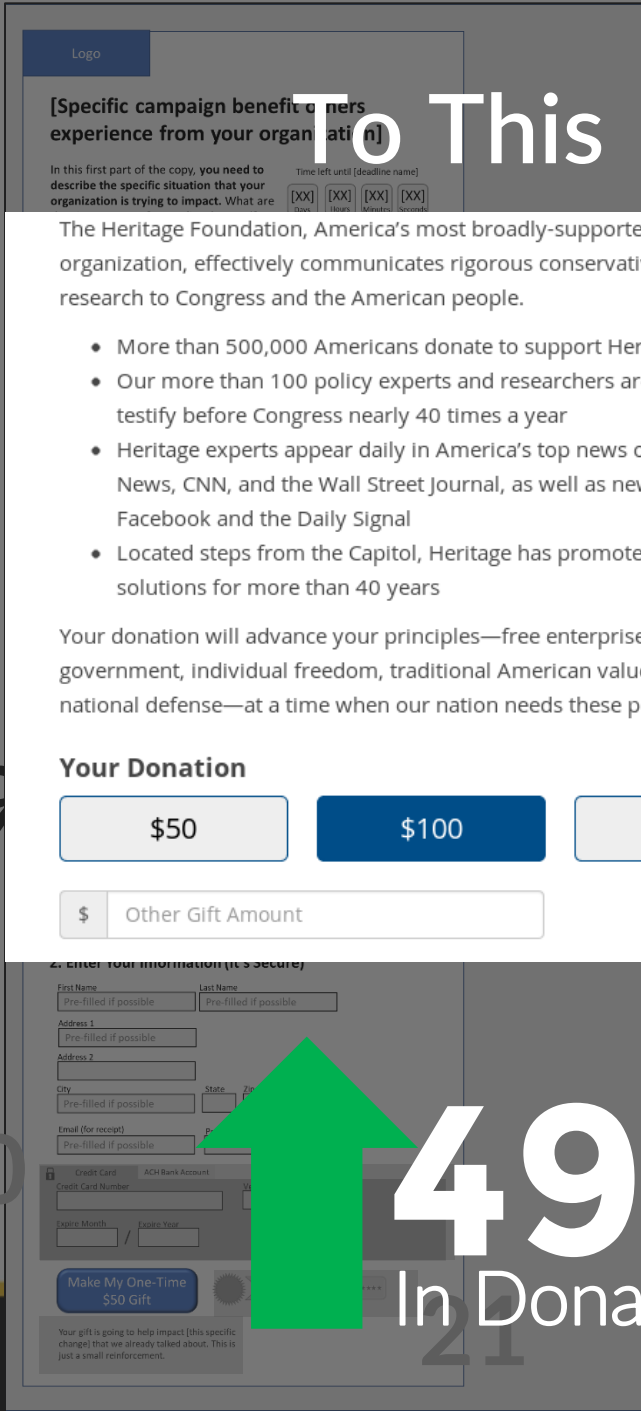
\$50

\$100

\$250

\$ Other Gift Amount

49.4%
In Donations



Forgotten impact and safety re-assurance

19. CTA Transition Copy: Always include it and reinforce impact
20. Payment Fields: Make them feel secure with separation and lock
21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, **you need to describe the specific situation that your organization is trying to impact.** What are the circumstances? How dire the need?

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]

[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

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You interrupted someone, and the story format is what is helping draw them in and keep them in.

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX

\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Pre-filled if possible

Last Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

State

Pre-filled if possible

Zip Code

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

19

20

21

From This

Phone

Credit Card Information

Card Number *

Exp. Month * Exp. Year *

CVV * [\[What is this?\]](#)

Make My \$50 Gift

To This

Phone

Credit Card Information

Card Number *

Exp. Month * Exp. Year *

CVV * [\[What is this?\]](#)

Make My \$50 Gift

20. Payment Fields: Make them feel secure with separation and lock

21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

19

20

21

19.5%
In Donations



Forgotten impact and safety re-assurance

19. CTA Transition Copy: Always include it and reinforce impact
20. Payment Fields: Make them feel secure with separation and lock
21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need?

What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]
[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

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Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$XXX,XXX\$XXX,XXX Goal

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

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

-Choose-

-Choose-

Donate \$70

20. Payment Fields: Make them feel secure with separation and lock

21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

To This

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

-Choose-

-Choose-

Donate \$70

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. Every 7 minutes, a new CaringBridge site is created - along with a new compassionate community to surround that individual on their health journey.

19

20

21

31.3%
In Donations



How is an optimized general donation page different than this campaign page template?



Different Donation Situations:

- **Campaign Donation Page:** 1) to act on their relationship with you/their values and 2) to return/stay focused on the thing that they were already doing.
- **General Donation Page:** 1) to accomplish the mission they have in mind and 2) to make sure they are making the right choice.



Campaign Page vs. General Page

General

1

2

3

4

Logo

[General donation request with broad reasoning headline]
When you donate to [organization name]

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail.

- Bullets are ok on this page type
- Reasons or essentials should be OK here - this is a reassurance page
- People that arrive to this page have intention, as if NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...
This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission.

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

1. Enter Your Donation Amount

☒ This is one thing that I've chosen
☐ This is a monthly recurring gift of \$50.00 per year

2. Enter Your Information (It's Secure)

First Name Last Name
 Priced if possible Priced if possible

Address 1
 Address 2

City State Zip Code

First/Last Name Priced if possible Priced if possible

☒ Credit Card ☐ Gift Card Number ☐ Without Gift Card

Card Number /

Exp. Month /

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific mission] that we all agree to help about. There is just a small non-refundable.

Campaign

1

2

3

4

Logo

[Specific campaign benefit others experience from your organization]

If this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How do the need? When values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or you describe all of the elements that are part of the situation.

But there is a solution... (optional header)
Next, describe how your organization has/will enter the picture, as specific on how it comes in to help. In this brief section, people need to believe that you are truly interrupting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transfer) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll always see a stronger use bullets when they're a story, only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "we need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly the gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$500,000 \$100,000 Goal

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

1. Enter Your Donation Amount

☒ This is one thing that I've chosen
☐ I would like to make this gift once and every month \$50 per year

2. Enter Your Information (It's Secure)

First Name Last Name
 Priced if possible Priced if possible

Address 1
 Address 2

City State Zip Code

First/Last Name Priced if possible Priced if possible

☒ Credit Card ☐ Gift Card Number ☐ Without Gift Card

Card Number /

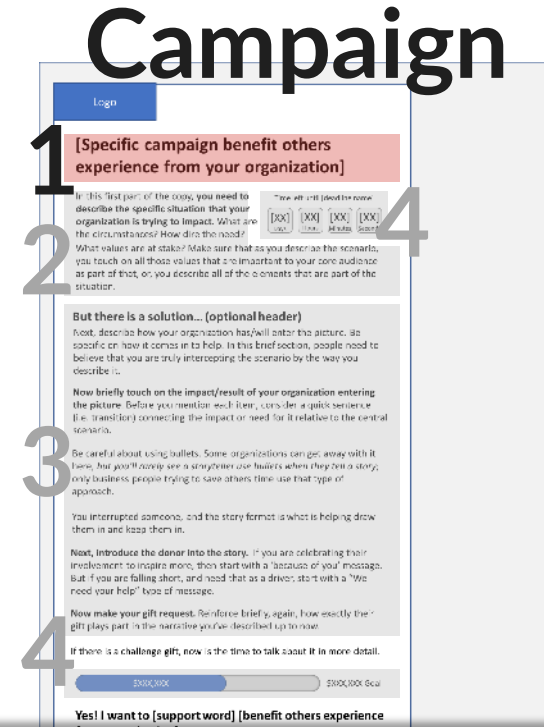
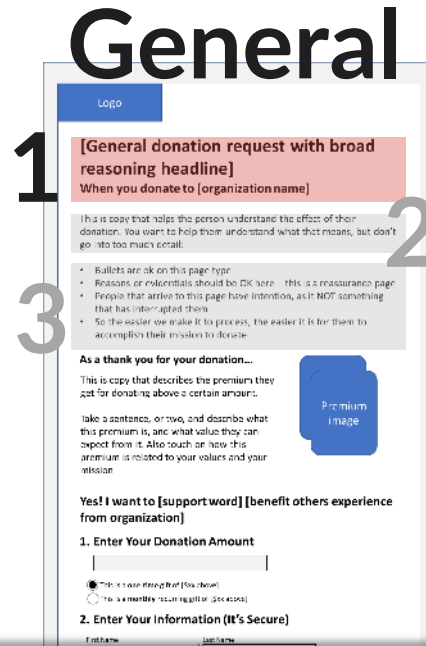
Exp. Month /

Make My One-Time \$50 Gift

Your gift is going to help impact [this specific mission] that we all agree to help about. There is just a small non-refundable.



Campaign Page vs. General Page

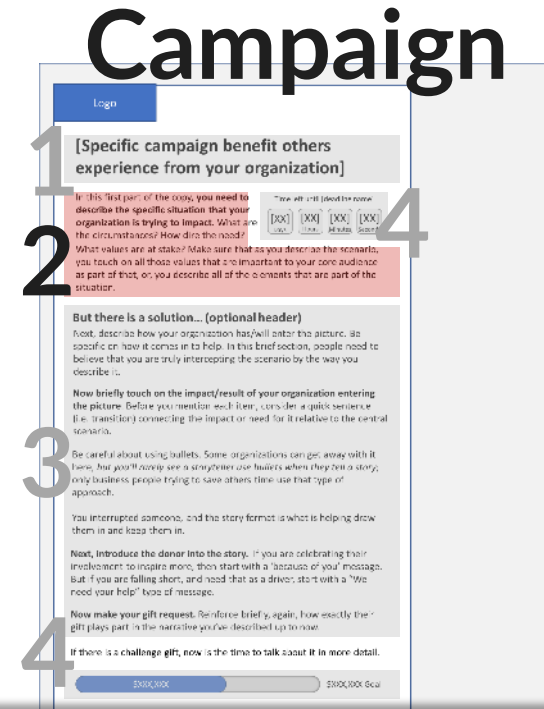
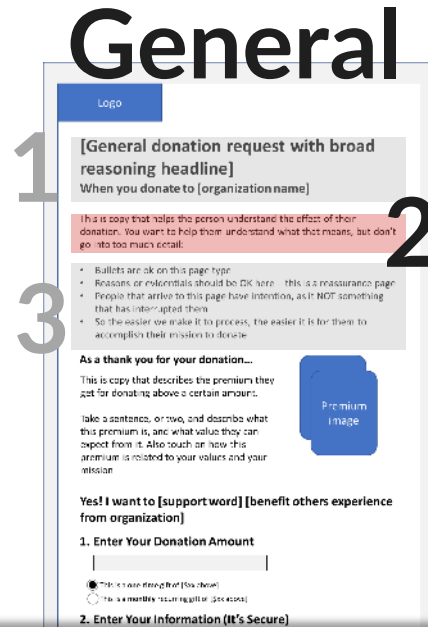


1

Headline

Instead of highlighting a very specific effect related to your campaign, you instead will focus on a broad, over-arching effect/value proposition.

Campaign Page vs. General Page



2 Introduction Copy

Instead of aligning it closely to one audience or subject, you will want this message to simply align with your overarching values and approach. It cannot isolate any major prospect group.

Campaign Page vs. General Page

General

1 [General donation request with broad reasoning headline]
When you donate to [organization name]

2 This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail.

3

- Bullets are ok on this page type
- Reasons or essentials should be OK here - this is a reassurance page
- People that arrive to this page have intention, as if NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission.

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

1. Enter Your Donation Amount

☐ This is one thing that I've chosen

☐ This is a monthly recurring gift of \$[X.XX] per month

2. Enter Your Information (It's Secure)

Campaign

1 [Specific campaign benefit others experience from your organization]

2 If this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire is the need? When values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or you describe all of the elements that are part of the situation.

3

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture, as specific as how it comes in to help. In this brief section, people need to believe that you are truly interrupting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll always see a single user use bullets when they're a story, only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "we need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly the gift plays part in the narrative you've described up to now.

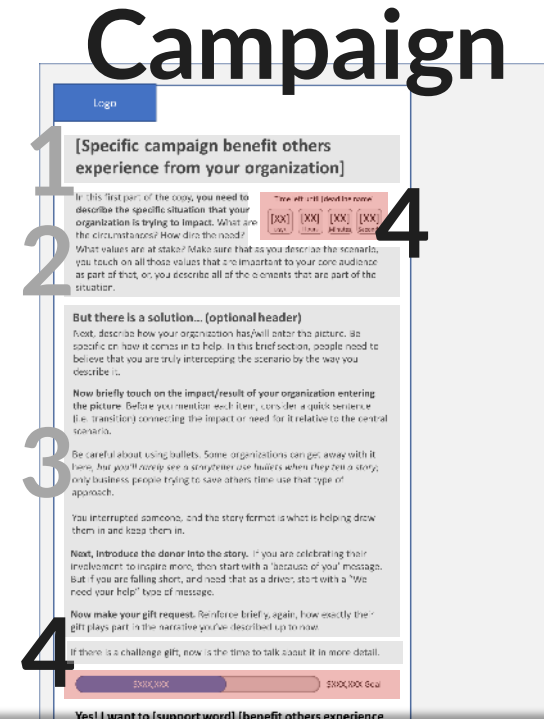
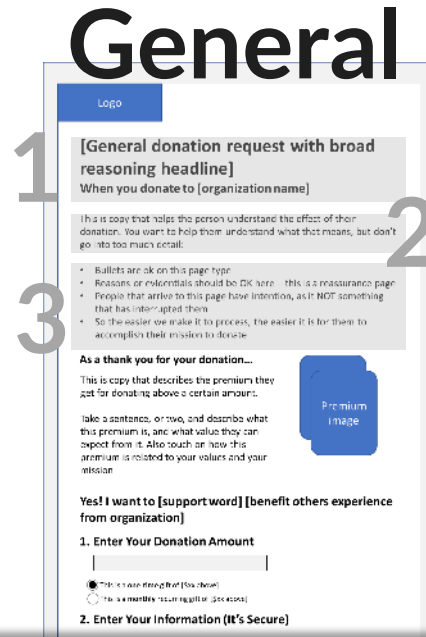
4 If there is a challenge gift, now is the time to talk about it in more detail.

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

3 Body Copy

Instead of drawing someone in through narrative, a general donation page will avoid excessive explanation copy and stick to easy-to-scan formatting – like bullets.

Campaign Page vs. General Page



4 Intensifiers

Since general donation pages are not tied to any specific appeal or event, the use of intensifiers such as progress bars appear to be artificial (though a countdown clock may work at year-end only)

*How about the instant
donation page?*



Courses.Nextafter.com



TURNING FACEBOOK LIKES INTO DONORS

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.

View the full session list below, check your progress, and start your next lesson.

Module 1	Turning Facebook Likes Into Donors
Unit 1	Introduction (24:53)
Unit 2	The Underlying Secret (22:23)
Unit 3	Creating a Compelling Offer (33:22)
Unit 4	Creating an Email Acquisition Landing Page (50:40)
Unit 5	Creating a Landing Page on Limited Resources (25:41)
Unit 6	Creating an Instant Donation Page (39:28)
Unit 7	Creating a Facebook Ad (33:51)
Unit 8	Targeting a Facebook Ad (26:23)
Unit 9	Launching a Facebook Ad Campaign (40:21)
Unit 10	Activating Downstream Value (24:44)
Unit 11	Articulating Campaign Results (16:44)
Unit 12	Determining What to Change First (43:02)

[Edit](#)
[View All Sessions](#)

Creating an Instant Donation Page

An effective donation page can change your Facebook campaign from a lost leader into a profit generator by giving donors an opportunity to act on their momentary appreciation and compassion.

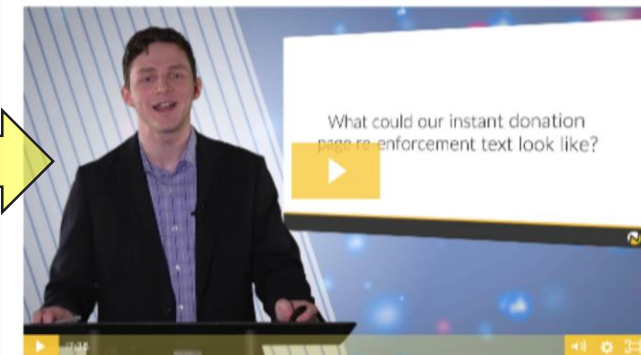
Does that statement leave you feeling disenchanted? Is your lifetime donation page crossed out in such a way that it kills your potential donors' enthusiasm for your cause?

In this acquisition, you'll get you a researched and proven instant donation page template based on 144 hours of experience that will put the odds significantly in your favor to generate more Facebook donations.

Watch Part 1 of Session 5



Watch Part 2 of Session 5



Donation Page Template

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

[Download the donation page template.](#)

Get the Worksheet

Multi-step presentation on your donation page is a critical step in the conversion process. Each time we look at a public fundraiser, your copy should be your copy down your copy.

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

REVIEW

The latest secrets to getting the greatest response on your donation pages.



1. *Understand the **single greatest influencer** for making your donation page(s) win/lose*
2. *Identify **7 core strategies** to affect the single greatest influencer*
3. *Implement **21 proven tactics** to get you started*



Review

- The single-most greatest influencer of win/lose performance on donation pages is intention.
- A donation page that takes intention into consideration is a page that has a clear target.
- The key to leveraging intention is to understand CONTEXTUAL TENSION and to INCREASE IT towards the side that errs to generosity.



7 core strategies: campaign donation pages

ENABLERS

- Increasing proposal clarity
- Increasing medium engagement intensity
- Increase urgency to act
- Apply effective social influence

INHIBITORS

- Unmet relational expectations
- Unnecessary flow interruptions
- Forgotten impact & safety re-assurance



nextafter.com/campaign-template

CAMPAIGN DONATION PAGE

1 Header: Simple with no navigation and no donate button.
Eliminate header
Exp. #4903 - 195% Increase in donations
Exp. #991 - 25% Increase in donations
Donate short-cut button
Exp. #2107 - 28.2% decrease in donations
Exp. #1547 - 18% decrease in average gift size

3 Headline: Clearly spell out the specific effect of someone's donation first
Exp. #4164 - 21.2% increase in donations.

4 Sub-headline: Utilize a progress thermometer OR time-to-deadline countdown clock here, but not both in the same area
Countdown Clock Top
Exp. #323 - 681% increase in donations.
Exp. #1562 - 12.6% increase in donations.
Progress Thermometer Top
Exp. #323 - 29.9% increase in donations.
Exp. #1543 - 17% increase in revenue.
Exp. #4421 - 26.9% increase in donations.
Exp. #5076 - 71% increase in donations.
Not in same location on page
Exp. #323 - No difference.
Exp. #1378 - Separate the placement of the countdown clock and progress bar.

9 Body Copy Format: Use a narrative/story based approach and do not over-invest time in extra detail
• Narrative/Story vs. Resume-like points/bullets
Exp. #4401 - 18.4% increase in donations.
• More details made no difference or hurt performance.
Exp. #1489 - No difference
Exp. #2465 - No difference
Exp. #3109 - No difference
Exp. #3092 - 5.6% decrease in donations.
• If membership renewal, no need to include member benefits.
Exp. #3003 - No difference
Exp. #2126 - No difference
Exp. #3109 - No difference

13 Gift Array: Try a blank, enter-your-own field unless your average gift size is below the non-profit industry-wide benchmark
Exp. #1447 - 18% increase in donations.
Email appeals that eliminated suggested arrays
Exp. #4132 - 34.2% increase in clicks.
Exp. #5678 - 208% increase in clicks

14 Gift Type: Do not default or overemphasize a recurring gift.
Exp. #6750 - 20% increase in revenue.
Exp. #2415 - 5.5% increase in donations

16 Form Fields: Pre-populate with customer information and ensure phone is always optional.
Exp. #1066 - +29.5% increase in donations using prepopulation.
Exp. #6086 - No difference when adding optional phone number.
Exp. #2112 - 42.6% decrease in donations when requiring phone.

19 Alternate Payment Methods: Use caution when adding payment options you can't control (i.e. PayPal).
Exp. #867 - 65.3% decrease in donations when adding PayPal.
Exp. #6509 - No difference when adding ApplePay.

2 Design elements: Avoid over-investing in design, and ensure text is readable.
Adding extra design elements
Exp. #5641, 2161, 4367 - No difference in donations
Hard-to-read text
Exp. #1469 - 67.6% decrease in donations.
Exp. #1469 - 54.1% decrease in average gift size.

5 Background Image: Ensure it is related to your value proposition.
Exp. #2569 - 19.8% increase in donations using a mission related image.
Exp. #2013 - 53.1% increase in donations using a value proposition related image.

6 Introduction Copy: Test matching it more closely to the email's appeal.
Exp. #4900 - 85.7% increase in donations.
Exp. #3675 - No difference.

7 Video: Avoid it.
Exp. #5827 - 560% increase in donations.
Exp. #3970 - 203% increase in donations.
Exp. #1985 - 342% increase in donations.

8 Images: Consider using an in-line graphic approach to communicating value.
Exp. #7291 - 236% increase in donations.

10 Body Copy Message: Frame the message around the donor's impact.
Donor enables impact vs Organization's impact
Exp. #550 - 22.9% increase in donations.

11 In-Line Prelims: Use them here with an image and ship date, but do not expect big results.
Including an in-line premium on a donation 3 page
Exp. #2947 - 6.8% increase in donations.
Adding an image of the premium
Exp. #6070 - 10.6% increase in average gift size.
Indicate last day to ship if a holiday
Exp. #2852 - 16.8% increase in donations.

12 Call-to-include it once at the end of the body copy with impact reinforcement and not multiple times throughout copy:
Exp. #641 - 166.4% increase in donations.
Exp. #4269 - 49.4% increase in donations.

15 Field Support Content: Avoid recent gift call-outs.
Exp. #283 - 36% decrease in revenue using recent gift call-outs.

17 Form Field Design: Arrange to reduce page length, add headers with numbering and clarity
Add headers with numbering to clarify decision points.
Exp. #4638 - 12.5% increase in donations.
Arrange and group form fields to reduce page length
Exp. #1007 - 39.4% increase in donations

18 Credit Card Fields: Visually box out fields with a high contrast background and visible lock icon
Exp. #5991 - 14.4% increase in donations.
Exp. #5755 - 9.5% increase in donations.

21 Verification/Confirmation Pages: Eliminate them.
Exp. #3711 - 121.5% increase in donations.
Exp. #3712 - 130.6% increase in donations.

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, or, you describe all of the elements that are part of the situation.

But there is a solution... (optional header)

Next, describe how your organization has/will enter the picture. Be specific on how it comes in to help. In this brief section, people need to believe that you are truly intercepting the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (i.e. transition) connecting the impact or need for it relative to the central scenario.

Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a 'because of you' message. But if you are falling short, and need that as a driver, start with a 'We need your help' type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

\$0.00 \$500.00 Goal

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

1. Enter Your Donation Amount

☐ This is a one-time gift for the amount above
☐ I would like to make this gift a recurring gift every month (12 per year)

2. Enter Your Information (It's Secure)

First Name Last Name

Pre-filled if possible Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

Pre-filled if possible

City State Zip Code

Pre-filled if possible Pre-filled if possible

Send the request ☐ Pre-filled if possible

Pre-filled if possible

3. Credit Card ☐ ACH Bank Account ☐ No Billback Code ☐

Credit Card Number

Expiry Month Expiry Year

Make My One-Time \$50 Gift

Your gift is going to help impact this specific challenge that we're currently called about. This is just a small reinforcement.

What are your
QUESTIONS?



Next Webinar...

Year-End Email Optimization

We want to optimize your year-end emails.

Send your email appeal to timk@nextafter.com, and we'll optimize it live during our next webinar on **December 6th**.

