



# The Nonprofit Innovation & Optimization Summit

September 21-22, 2017

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Nonprofit Innovation

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Co-Founder of KIVA



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Automation

**Mathew Sweezey**  
Salesforce.com



Behavioral  
Psychology

**Bart Schutz**  
Online Dialogue



Email Marketing

**Jessica Best  
Barkley**



Web Analytics

**Annie Cushing**  
Annielytics.com



Copywriting

**Amy Harrison**  
Write With Influence



Value Proposition

**Austin McCraw**  
MECLABS



Conversion  
Optimization

**Peep Laja**  
Conversion XL



# Learn More at

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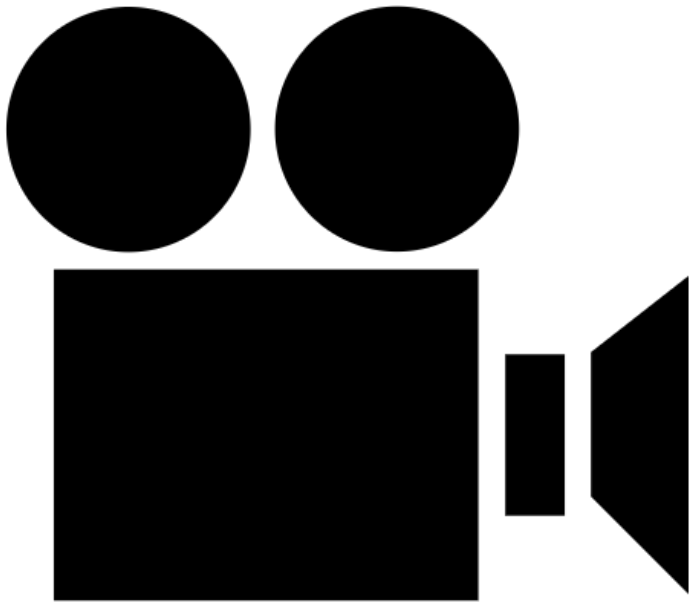




**GROW YOUR REVENUE  
WITHOUT ASKING FOR MONEY**



# A FEW QUICK THINGS...



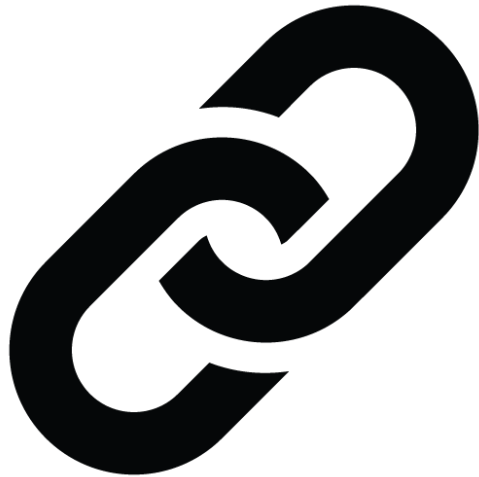
**A recording of this broadcast will be sent to you afterwards.**



**NextAfter**



# A FEW QUICK THINGS...



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



**NextAfter**



# A FEW QUICK THINGS...



**We want your questions!**

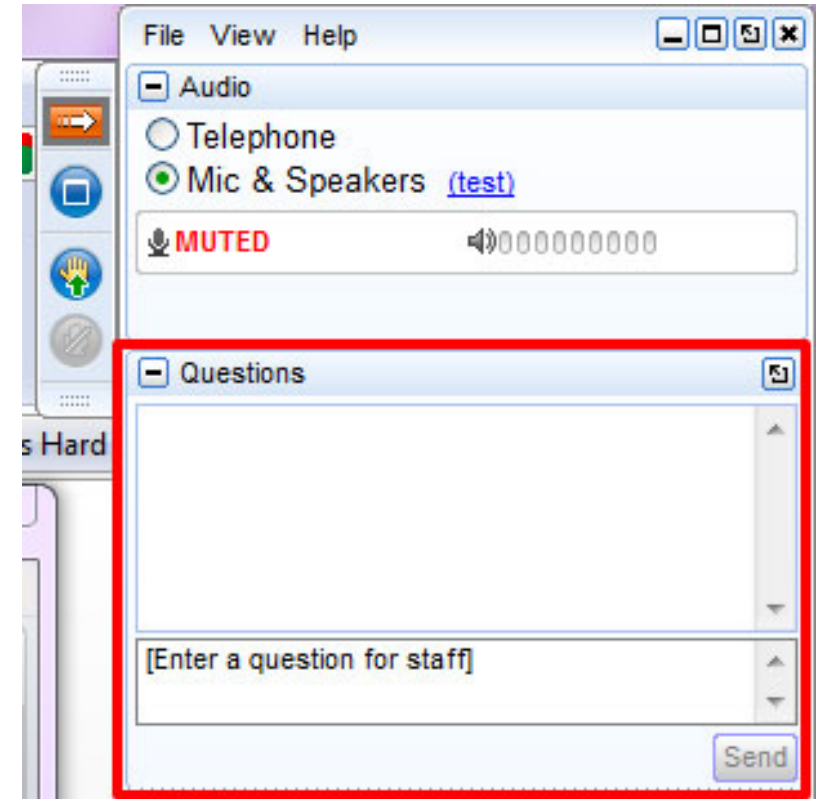


**NextAfter**



# A FEW QUICK THINGS...

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



# TODAY'S SPEAKERS

## Kevin Peters

Senior VP of Data & Strategy | NextAfter

*kevin@nextafter.com*



**NextAfter**



Let's start with a **TEST**

# Experiment #1698



## Experiment Background

Dallas Theological Seminary mission is to “help men and women fulfill the Great Commission and the Great Commandment.” As a result of their outreach, they see a high volume of traffic to their website which must address multiple segments.

## Research Question

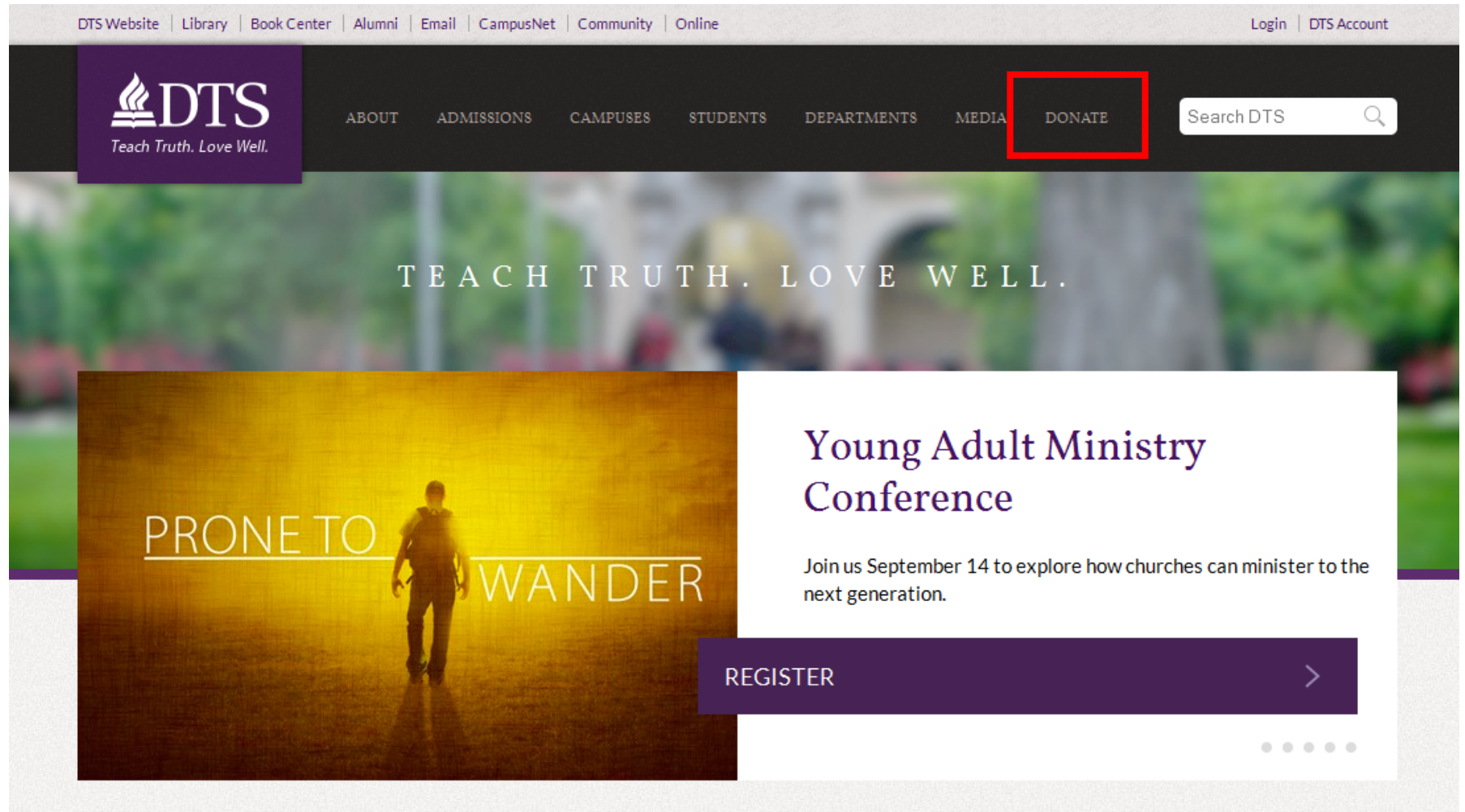
Can we make the act of donating both easier and more appealing by altering the navigation?



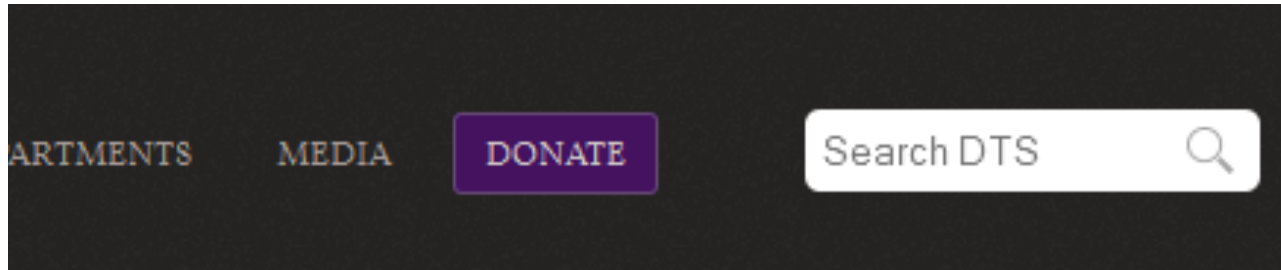


# Can we make it easier to give?

## Control

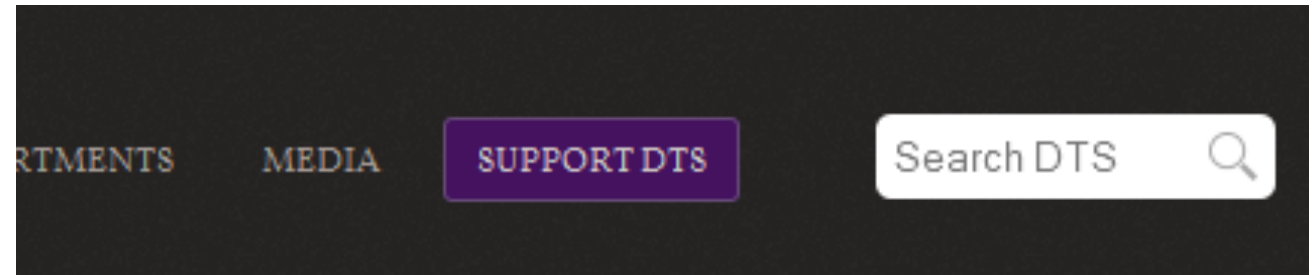


# Can we make it easier to give?



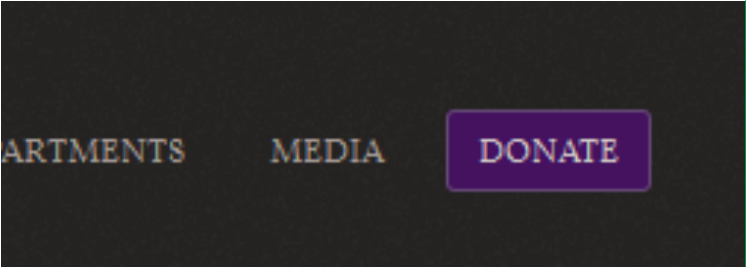
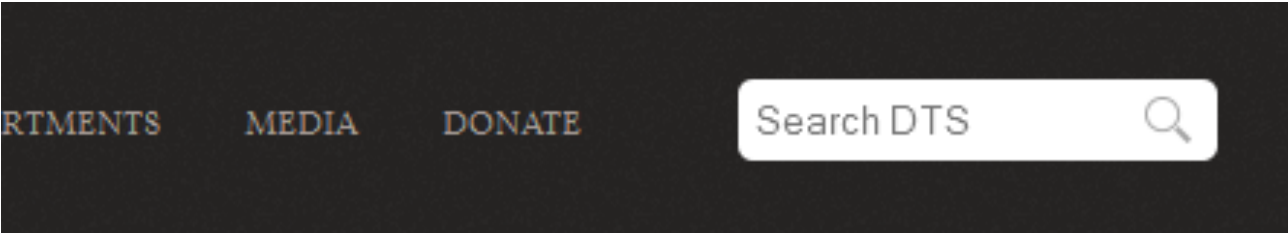
← Treatment A


Treatment B →



# Can we make it easier to give?

Control →






**189.8% increase**  
**in donations**

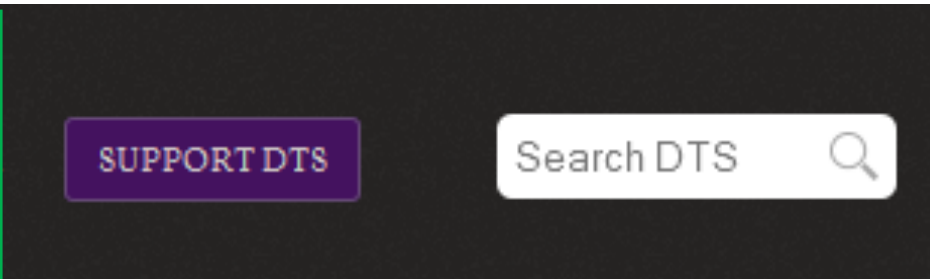
Treatment A

Treatment B



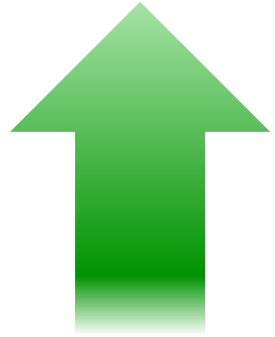
**160.1% increase**  
**in donations\***

\*Not statistically valid





# What Happened:



Increase in  
**189% DONATIONS**

Version	Conv. Rate	Relative Diff.	Stat. Confidence
Control	0.23%		
Purple “Donate”	0.66%	189.8%	97.6%
Purple “Support DTS”	0.59%	160.1%	94.1%



# OUR GOAL:

*We want to give you 4 practical principles that you can use to positively impact your fundraising results.*



# Four Practical Principles...

**1. Be Thankful**

2. Be Clear

3. Be Everywhere

4. Be Talkative



# Stewardship

*“The careful and responsible management of something entrusted to one's care”  
(in this case, your donors)*

*– Webster's Dictionary*

# A Quick Story About Me...





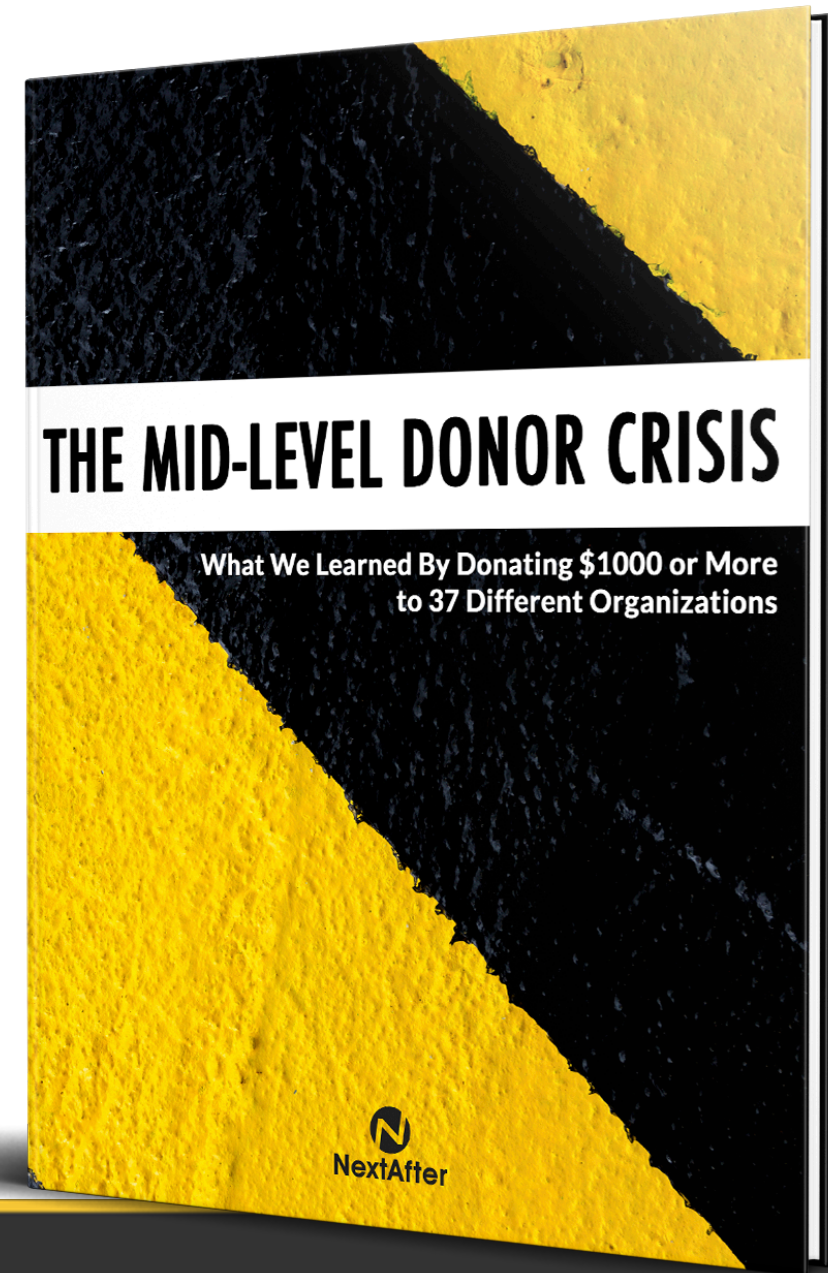
# A Quick Story About my Cousin...



# A Quick Story About my Cousin...



This is not  
uncommon...



# The Methodology

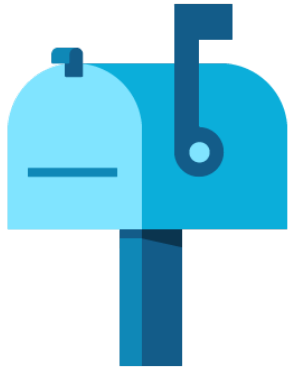
At the end of 2015, we gave gifts of \$1,000 to \$5,000 to 37 different organizations.





# The Methodology

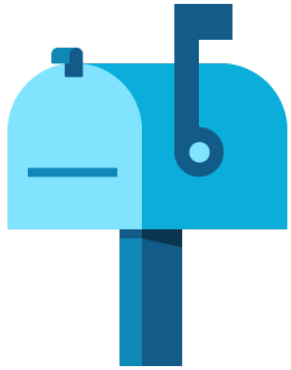
At the end of 2015, we gave gifts of \$1,000 to \$5,000 to 37 different organizations.



We monitored our mailbox.

# The Methodology

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



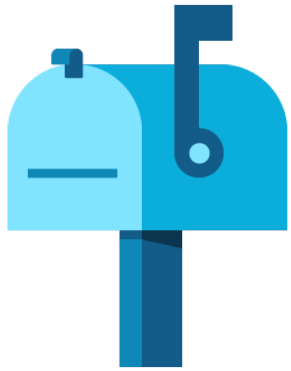
We monitored our mailbox.



We monitored our email inbox.

# The Methodology

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



We monitored our mailbox.



We monitored our email inbox.



We monitored our voicemail.

# Important Things to Note

- Small Sample – 37 organizations
- Donations went to organizations in 12 different verticals
- All donations were made online by going to the organizations main donation page
- A new email address and phone number were set up to track activity



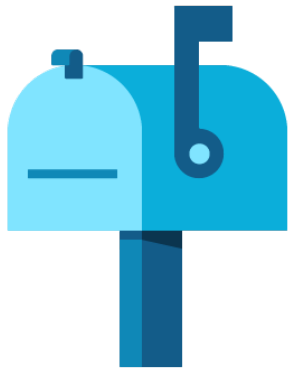


*So what happened?*



# Are all organizations using the same channels?

We fell into a blackhole



**39%**

**of organizations  
didn't send mail**



**22%**

**of organizations  
didn't send email**



**94%**

**of organizations  
didn't call**

# Experiment #6404



HILLSDALE COLLEGE

PURSuing TRUTH • DEFENDING LIBERTY SINCE 1844

## Experiment Background

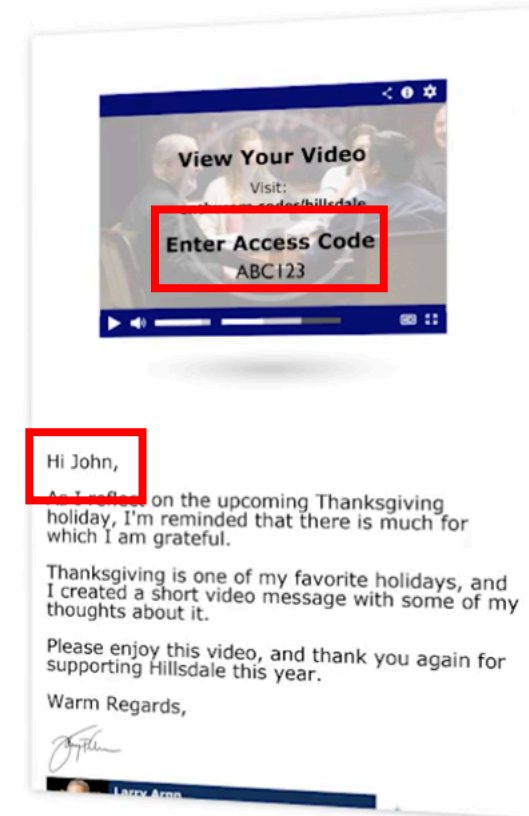
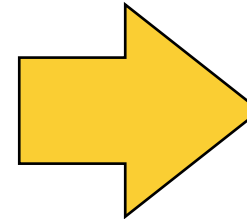
Hillsdale College was entering their calendar year end giving season. We wanted to find an engaging and cost-effective way to thank the donors prior to making the year end ask.

## Research Question

Will sending a personalized thank you messaging impact year end giving?



# A Unique Way to Say Thank You





# A Unique Way to Say Thank You

Control

Treatment

No Postcard  
Sent



A



204.1% increase  
in donations

LEGE

# Experiment #372



DALLAS THEOLOGICAL SEMINARY

## Experiment Background

Dallas Theological Seminary mission is to “help men and women fulfill the Great Commission and the Great Commandment.” Leading up to their calendar year end appeal, they wanted to find a way to thank their donors for their past support.

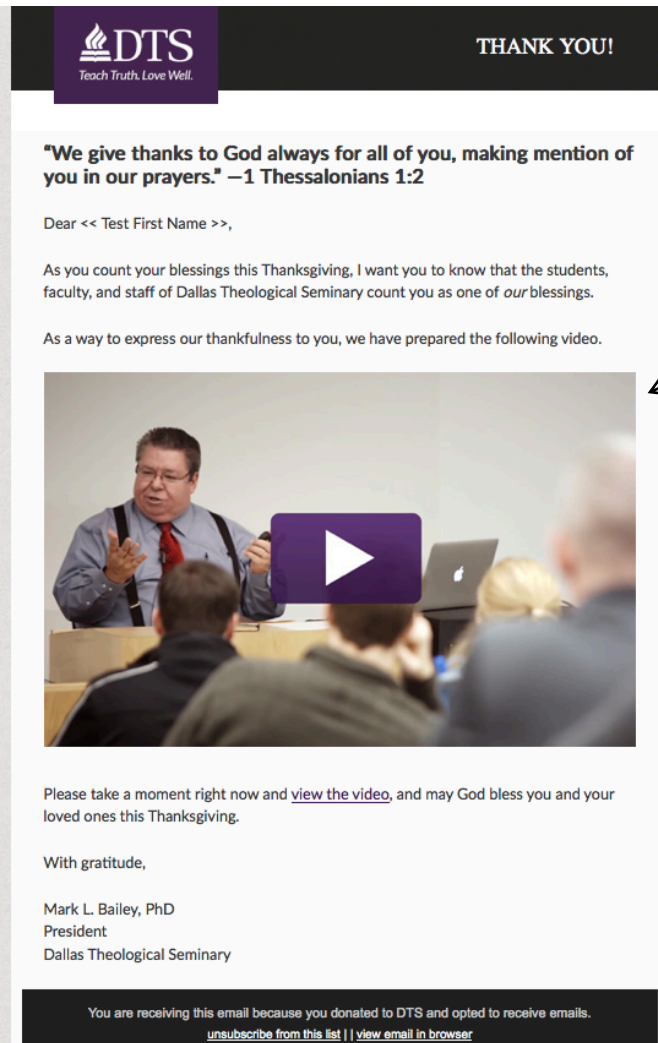
## Research Question

What is the best way to thank donors that will have the greatest downstream impact on revenue?



# What is the best way to thank donors?

## Control



## Background:

- Emails sent to housefile with video message from DTS President, Dr. Bailey
- Goal is engagement leading to increased giving at year end ask

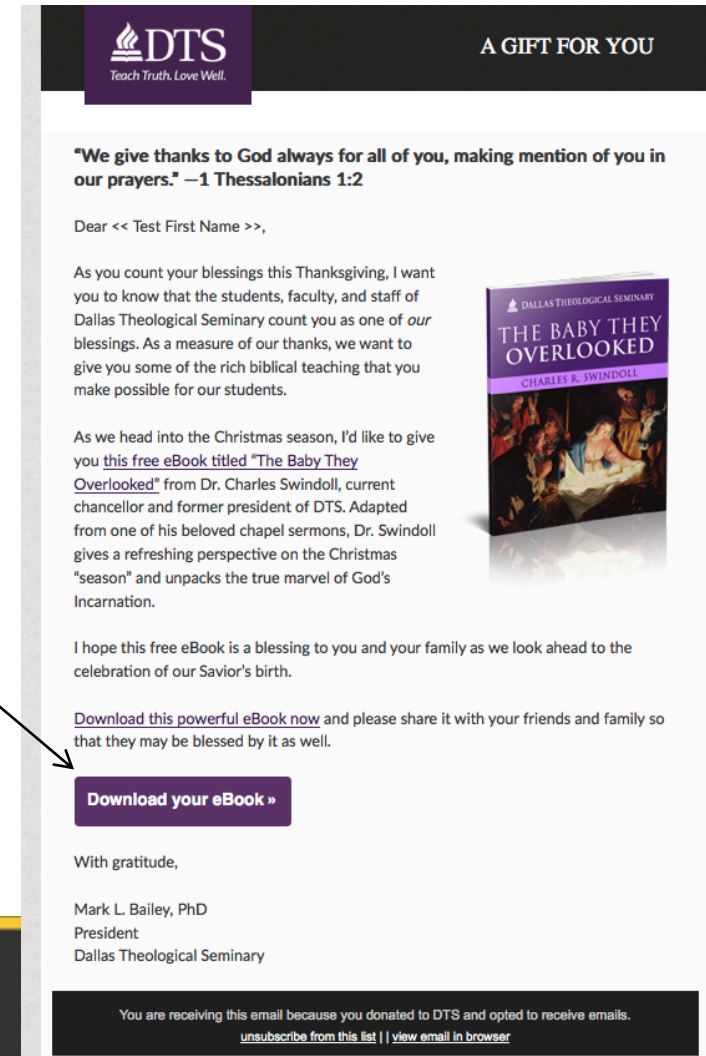


# What is the best way to thank donors?

## Treatment

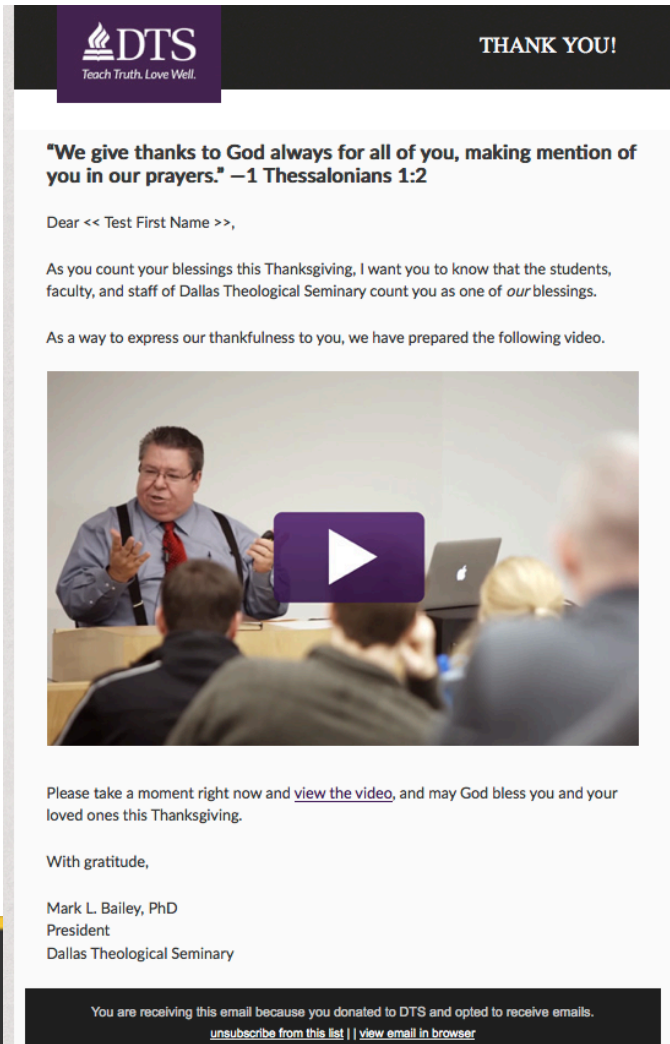
### Tested Elements:

- Offered an eBook for free download
- Allowed download directly within the email
- Clarified the offer with additional content in the email

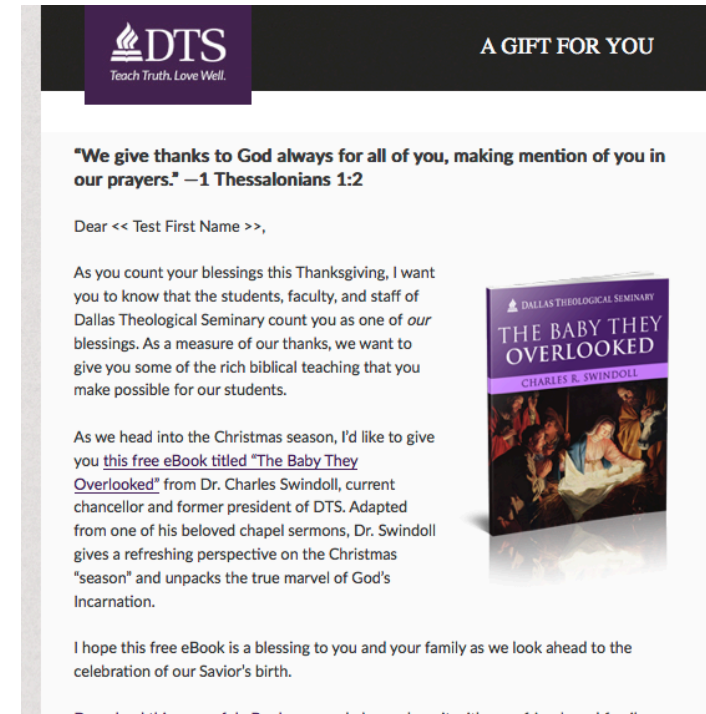


# What is the best way to thank donors?

## Control



## Treatment



**6.5% decrease\***  
**in donor conversion**  
**\* Not statistically valid**





*Explicit expression of*  
**GRATITUDE**

*is a*  
**GATEWAY**  
*to unlocking future giving.*

*(It does not matter the method used either)*



# **Warning:**

These methods are actively being tested. We have not yet statistically proven their impact on giving

# An easy way to “reach out and touch someone”



Upload or record a  
voice message



Schedule your  
campaign and set  
the caller ID



Upload your contact  
list



Deploy your message  
to thousands of  
people



# An easy way to “reach out and touch someone”

1. Go to [www.slybroadcast.com](http://www.slybroadcast.com)
2. Click “Sign Up”
3. Use referral code “16599f100”



(You get a free 100 calls and so does another great nonprofit)

# How can we get cell phones? Simple, ask.

## Control

**My Gift Amount**

\$

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

**Billing Information**

First Name \*

Last Name \*

Email Address \*

Country \*

Address \*

City \*

State \*

Zip Code \*

Phone

☐ Is your shipping information different than the billing address?

**Credit Card Information**

Card Number \*

Exp. Month \*

Exp. Year \*

CVV \*  [What is this?]

## Treatment

**My Gift Amount**

\$

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

**Billing Information**

First Name \*

Last Name \*

Email Address \*

Country \*

Address \*

City \*

State \*

Zip Code \*

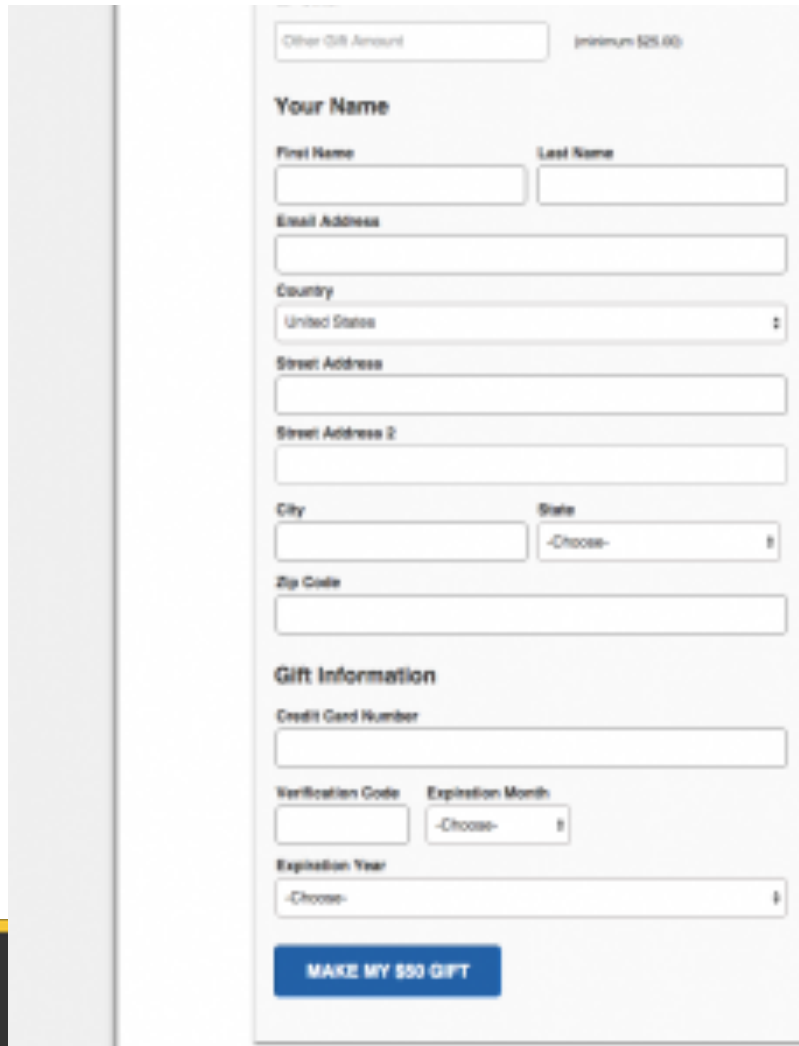
☐ Is your shipping information different than the billing address?

**1.6% decrease\***  
**in donor conversion**  
\* Not statistically valid



# But don't force it...

## Control



Other Gift Amount  (minimum \$25.00)

**Your Name**

First Name  Last Name

Email Address

Country  United States

Street Address

Street Address 2

City  State  -Choose-

Zip Code

**Gift Information**

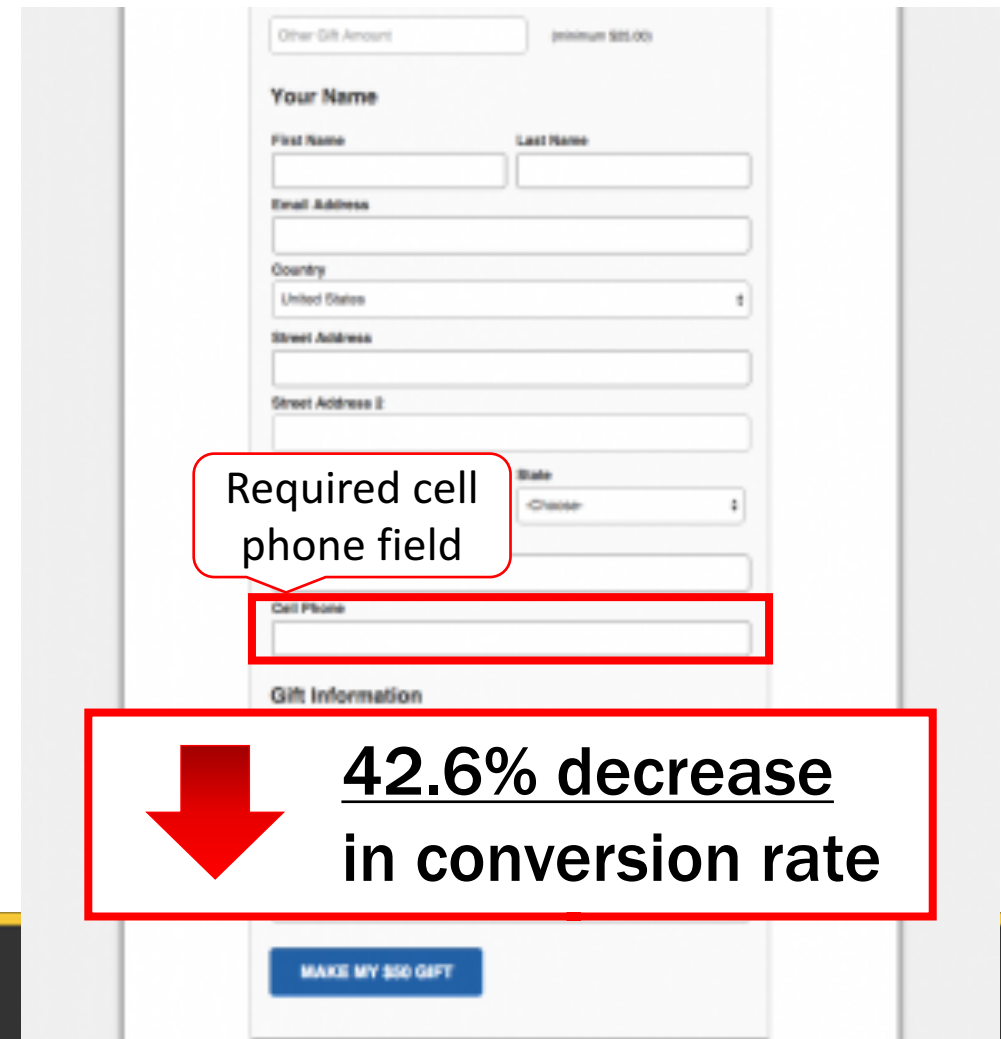
Credit Card Number

Verification Code  Expiration Month  -Choose-

Expiration Year  -Choose-

**MAKE MY \$50 GIFT**

## Treatment



Other Gift Amount  (minimum \$25.00)

**Your Name**

First Name  Last Name

Email Address

Country  United States

Street Address

Street Address 2

City  State  -Choose-

Cell Phone

**Gift Information**

Credit Card Number

Verification Code  Expiration Month  -Choose-

Expiration Year  -Choose-

**MAKE MY \$50 GIFT**

Required cell phone field

42.6% decrease in conversion rate



# Who says it has to be called "snail mail"

**enthusem™**

(Marketo, Hubspot, Salesforce)

 **PrintSF.com**  
Direct Mail, Collateral & Gifts for **Salesforce®**

(Salesforce only)

 **PFL**

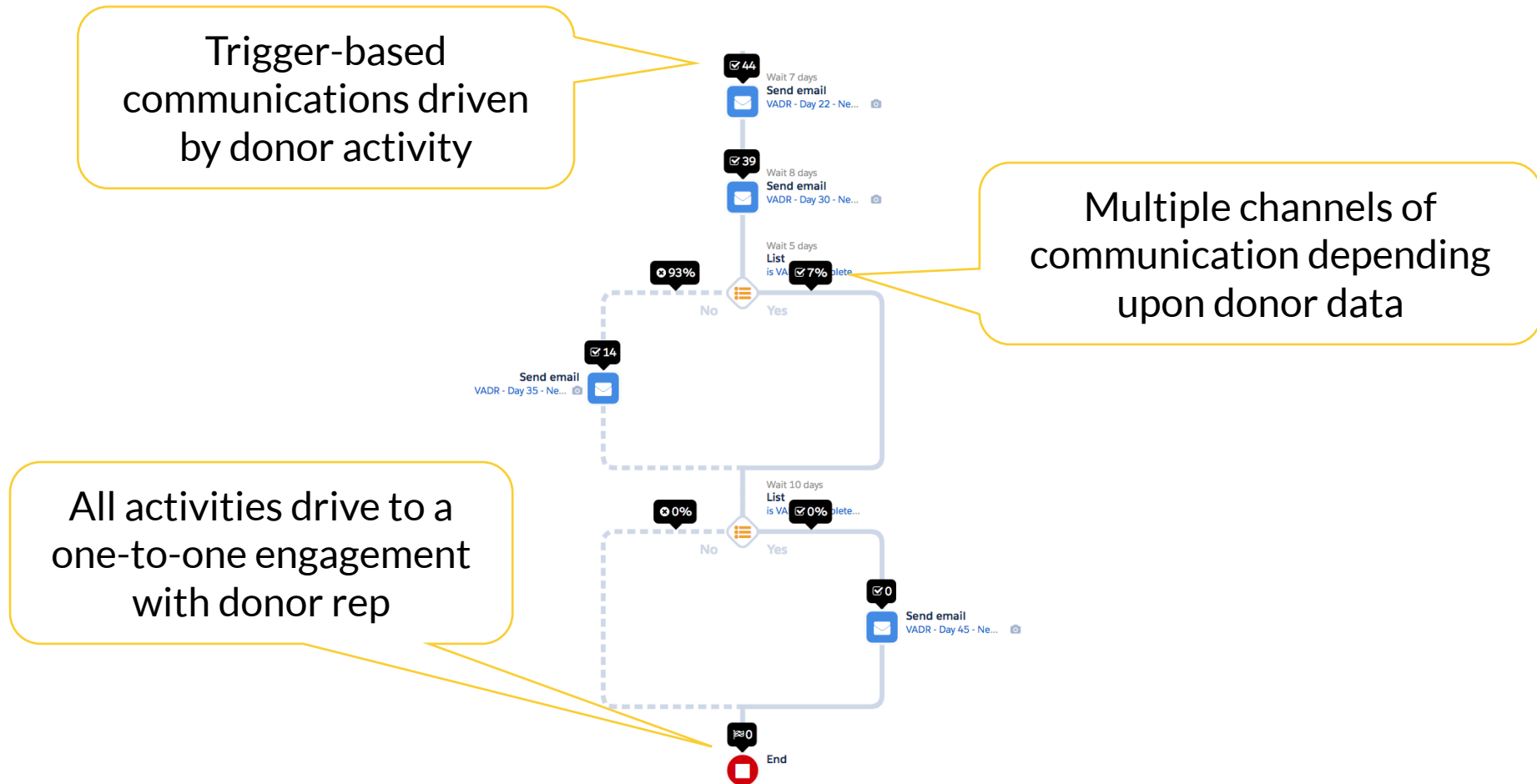
(Marketo, Salesforce, Oracle)



# Project V.A.D.R. (Virtual Automated Donor Rep)



# Virtual Automated Donor Rep



# Four Practical Principles...

~~1. Be Thankful~~

2. Be Clear

3. Be Everywhere

4. Be Talkative



# Wayfinding

*“The ways in which people orient themselves in physical space and navigate from place to place.”*

*– Webster’s Dictionary*

# Wayfinding

*“It's called Wayfinding, Princess.  
It's knowing where you are  
by knowing where you've been.”*

*- Dwayne 'The Rock' Johnson*





# Experiment #2092



## Experiment Background

Jews for Jesus exists to spread the good news of Jesus Christ to the Jewish people worldwide. Their homepage is the landing page for the majority of their website traffic so it was created to serve multiple diverse segments.

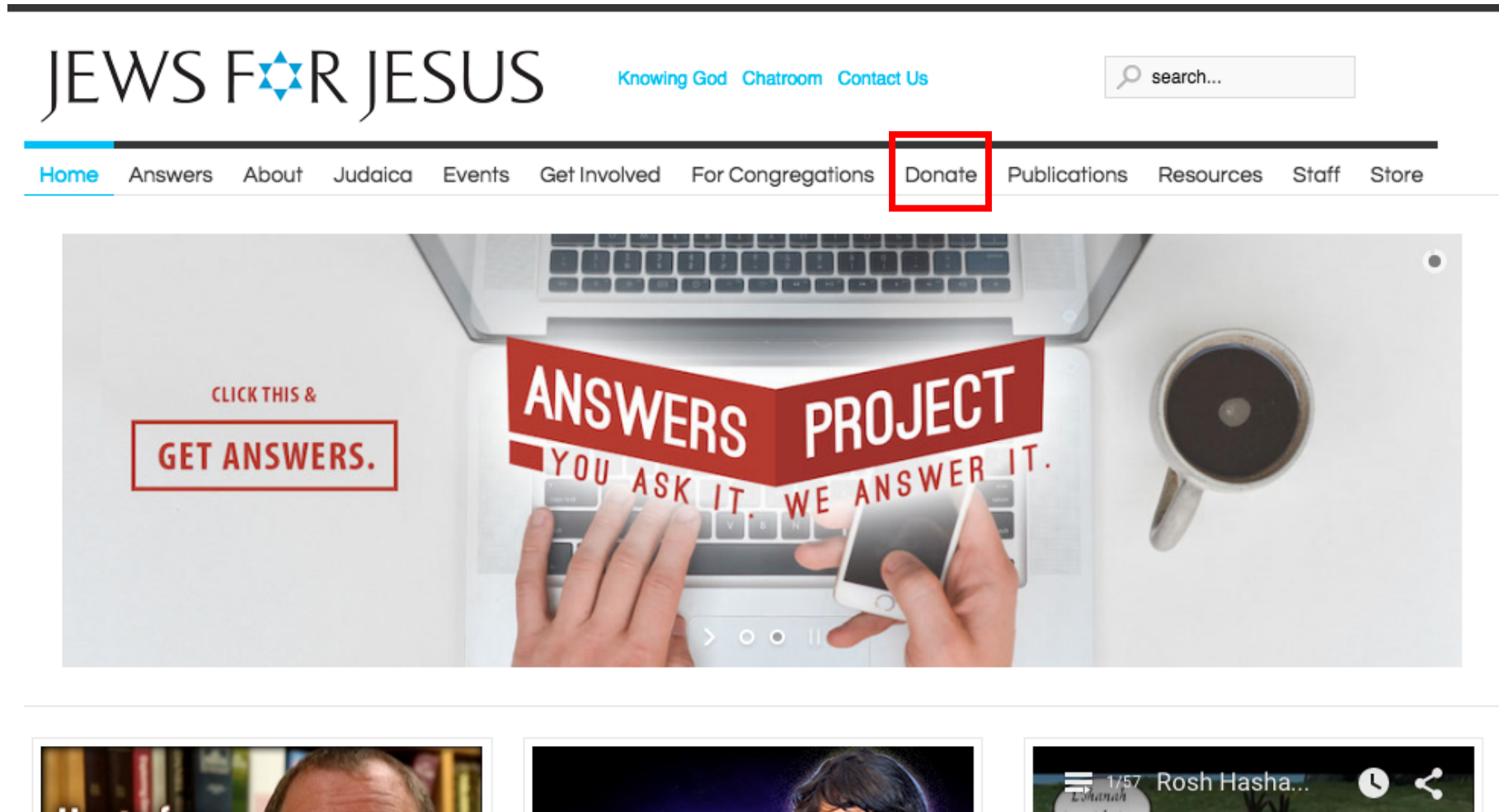
## Research Question

Can we make the act of donating both easier and more appealing by altering the navigation?

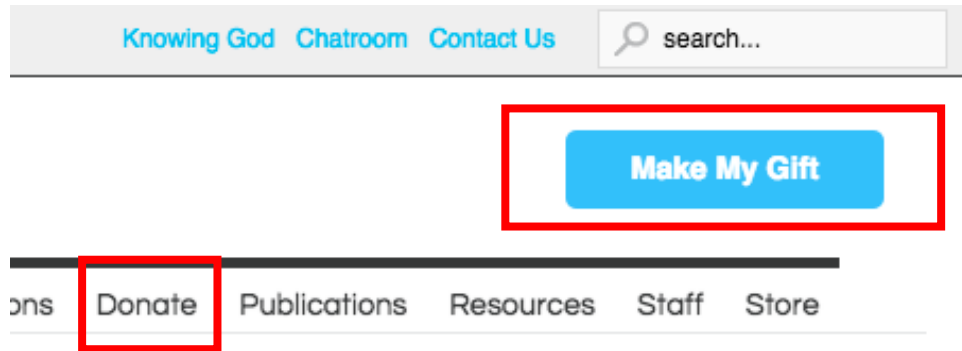


# Can we make it easier to give?

Control

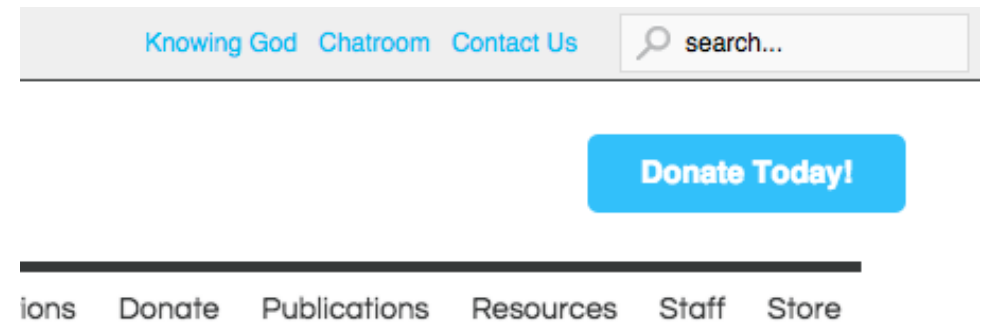


# Can we make it easier to give?



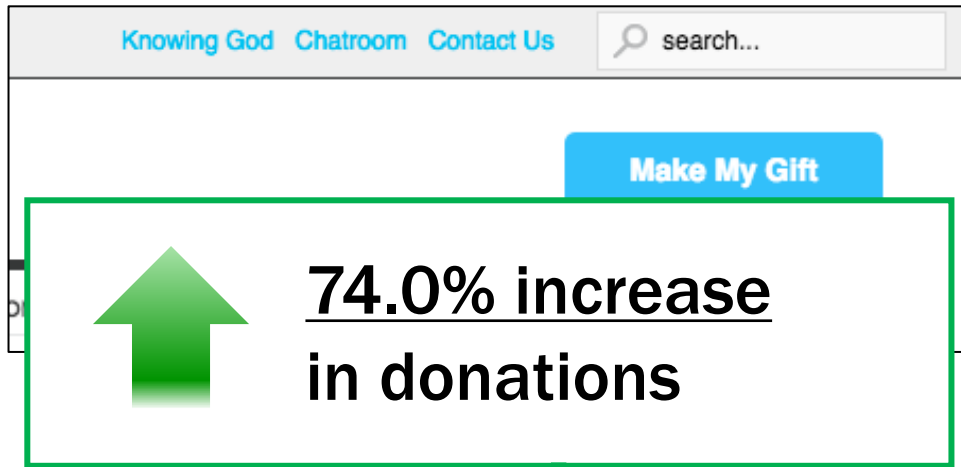
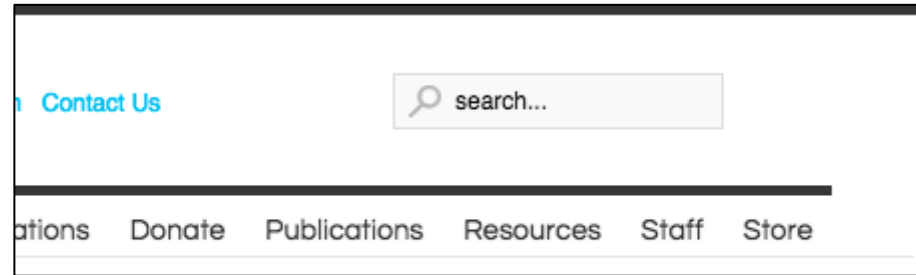
← Treatment A

Treatment B →



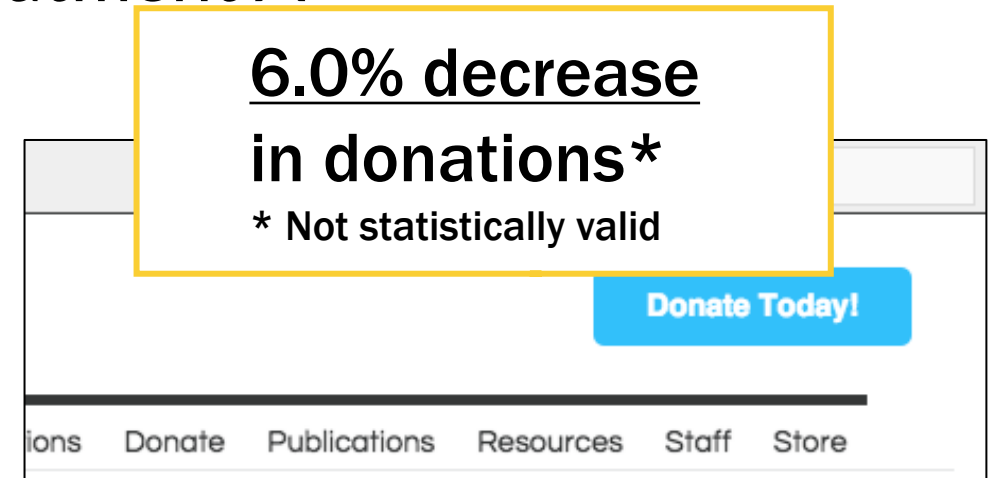
# Can we make it easier to give?

Control →



Treatment B →

← Treatment A



# Experiment #2325



## Experiment Background

Texas State Historical Association is dedicated to preserving the rich history of Texas through their many educational programs. Their website is home to the digital Handbook of Texas and the primary source of new members for the organization.

## Research Question

Can we increase traffic to the membership page by addressing two distinct audience segments?



# Can we make it easier to give?

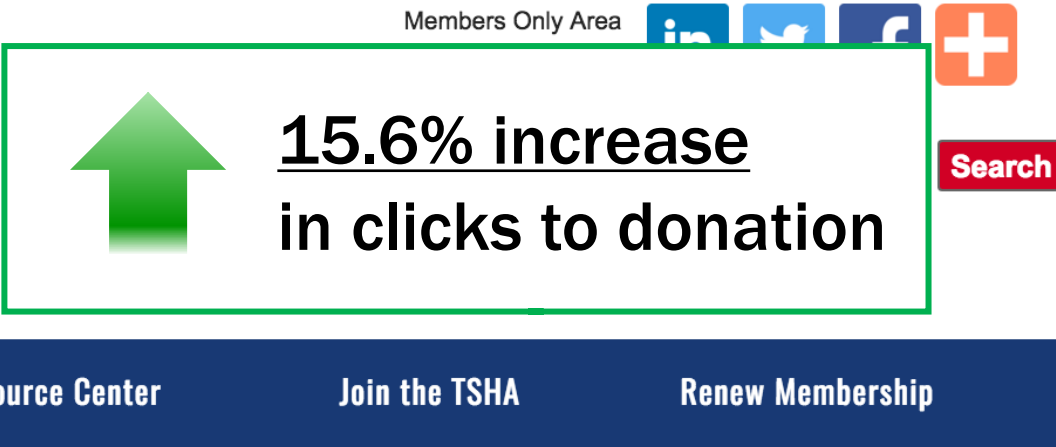
Members Only Area



← Control



Treatment B →





# Experiment #5481



## Experiment Background

The National Breast Cancer Foundation's mission is to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services. For them, the month of October is a significant opportunity for both education and fundraising.

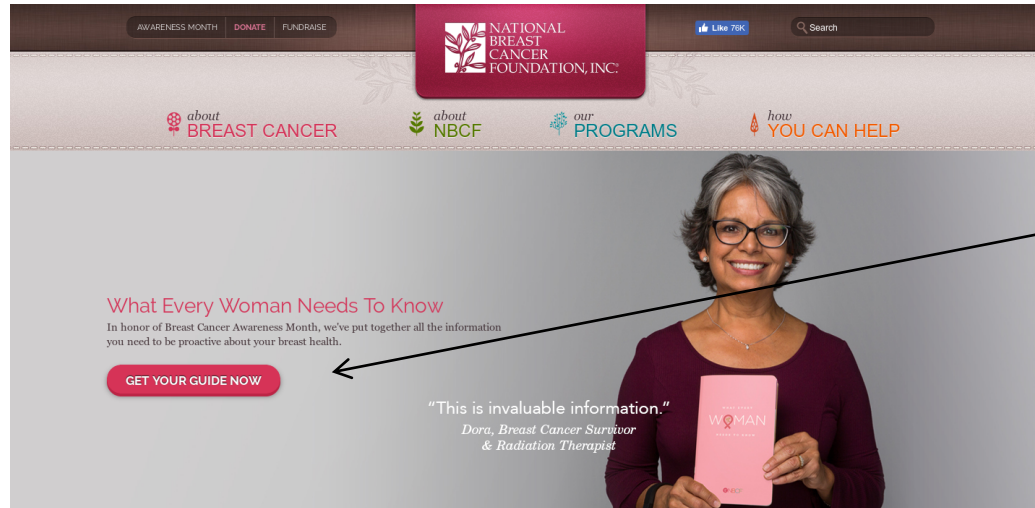
## Research Question

Will shortening the path to the conversion increase overall acquisition?



# Can we make it easier to convert?

## Control



## Background:

- Homepage with banner focused on promotion of free health guide
- Click would drive visitors to the email acquisition page for the guide

### *Helping Women Now.*

We provide help and inspire hope to those affected by breast cancer through early detection, education, and support services



mammograms

+



education

+



support

+



early detection

LEARN HOW YOU CAN HELP

DONATE

1 IN 8 WOMEN  
will be diagnosed with breast cancer in  
their lifetime

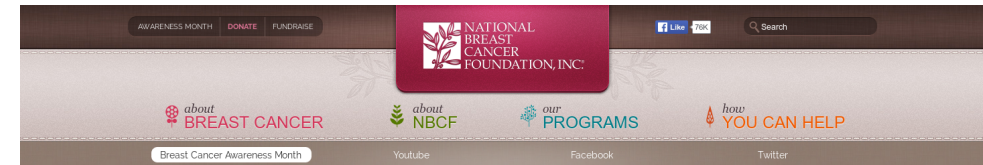


# Can we make it easier to convert?

## Treatment

### Tested Elements:

- Replaced homepage with the email acquisition page
- Maintained existing navigation
- Focused on the primary call to action of getting an email



### *Breast Cancer Awareness Month*



#### Get Your Free Breast Health Guide Now

In honor of Breast Cancer Awareness Month, we've created this helpful breast health guide to give you the essential information you need to be proactive about your health.

#### Get Your Free Guide Now

Your First Name  Your Last Name

Email

Send Me The Guide Now!

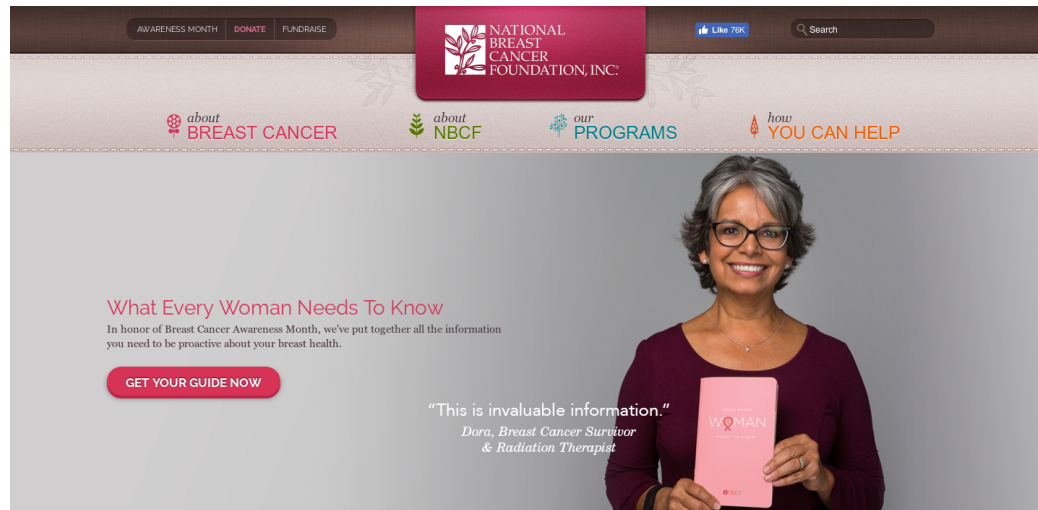


Includes tips on how to be breast health aware  
& questions to ask your doctor.



# Can we make it easier to convert?

## Control



### Helping Women Now.

We provide help and inspire hope to those affected by breast cancer through early detection, education, and support services



mammograms

+



education

+



support

+



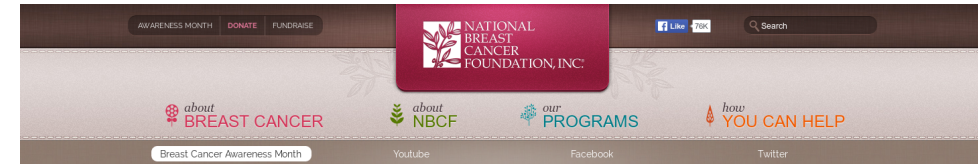
early detection

LEARN HOW YOU CAN HELP

DONATE

1 IN 8 WOMEN  
will be diagnosed with breast cancer in  
their lifetime

## Treatment



### Breast Cancer Awareness Month



**50.2% increase**  
in emails acquired

health guide to give you the essential information you need to be proactive about your health.

Get Your Free Guide Now

Your First Name

Your Last Name

Email

Send Me The Guide Now!



Includes tips on how to be breast health aware  
& questions to ask your doctor.



# Experiment #6743



## Experiment Background

The Heritage Foundation runs a news website named The Daily Signal. Recent experiments had been able to monetize the high volume of traffic through an inline donation ask. Over time, there was concern that the inline ask was negatively impacting visitor engagement.

## Research Question

Will moving the inline ask to the bottom of each article impact donor conversion?



# Impact of “Donation Ask” Placement

## Control



Donation  
Offer

A year and a half ago “Full Measure” first reported on a baffling new illness responsible for nightmarish scenarios: a child wakes up and his legs don’t move. Soon, he’s paralyzed from the neck down.

Since then, the number of cases has grown. Yet the Centers for Disease Control and Prevention says it still has no clue what’s causing it—and won’t say much else. One thing we know ... the disease mimics one of the world’s most feared illnesses: polio. Today, we continue our investigation into the mysterious outbreak that’s left hundreds of American children suddenly frozen.

The following is Sharyl Attkisson’s “Full Measure” report on this issue.

Find out when and where you can watch “Full Measure”

### A Note for our Readers:

Trust in the mainstream media is at a historic low—and rightfully so given the behavior of many journalists in Washington, D.C.

Ever since Donald Trump was elected president, it is painfully clear that the mainstream media covers liberals glowingly and conservatives critically.

Now journalists spread false, negative rumors about President Trump before any evidence is even produced.

**Americans need an alternative to the mainstream media. That’s why The Daily Signal exists.**

The Daily Signal’s mission is to give Americans the real, unvarnished truth about what is happening in Washington and what must be done to save our country.

Our dedicated team of more than 100 journalists and policy experts rely on the financial support of patriots like you.

Your donation helps us fight for access to our nation’s leaders and report the facts.

You deserve the truth about what’s going on in Washington.

Please make a gift to support The Daily Signal.

SUPPORT THE DAILY SIGNAL

**Christopher Roberts, parent:** Carter probably developed the flu-like symptoms on a Saturday morning and within 24 hours of that on Sunday morning we found him on the floor and no mobility on his right side. He was

## Background:

- Inline Donation ask on “The Daily Signal” was positioned toward the top of every article
- Over time, there was concern that the constant “ask” may be hurting the readability of the site





# Impact of “Donation Ask” Placement

## Treatment

## Treatment Changes:

- Moved the “Donation Ask” to the bottom of the article
- Included an inline link at the top that would send visitors to offer at the bottom



there have only been two children who have recovered from this, but even then not fully because they're still demonstrating muscular weaknesses.

Believe it or not, AFM paralysis isn't a "reportable disease" like West Nile Virus or measles ... meaning doctors aren't required to report cases. Greenberg thinks that should change ... In fact, he advocates a broadened surveillance system to track all kinds of sudden paralysis to better find answers as to what's causing them.

### A Note for our Readers:

**Trust in the mainstream media is at a historic low—and rightfully so given the behavior of many journalists in Washington, D.C.**

Ever since Donald Trump was elected president, it is painfully clear that the mainstream media covers liberals glowingly and conservatives critically.

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Your donation helps us fight for access to our nation's leaders and report the facts.

You deserve the truth about what's going on in Washington.

Please make a gift to support The Daily Signal.

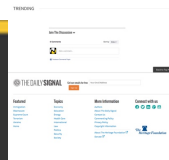
**SUPPORT THE DAILY SIGNAL**

Video Team



# Impact of “Donation Ask” Placement

## Control



## Treatment



**91.0% increase**  
**in donor conversion**



# Experiment #991



## Experiment Background

Hillsdale College offers free online courses to educate Americans on the nation's founding principles. After each enrollment, new subscribers are presented with an instant donation opportunity.

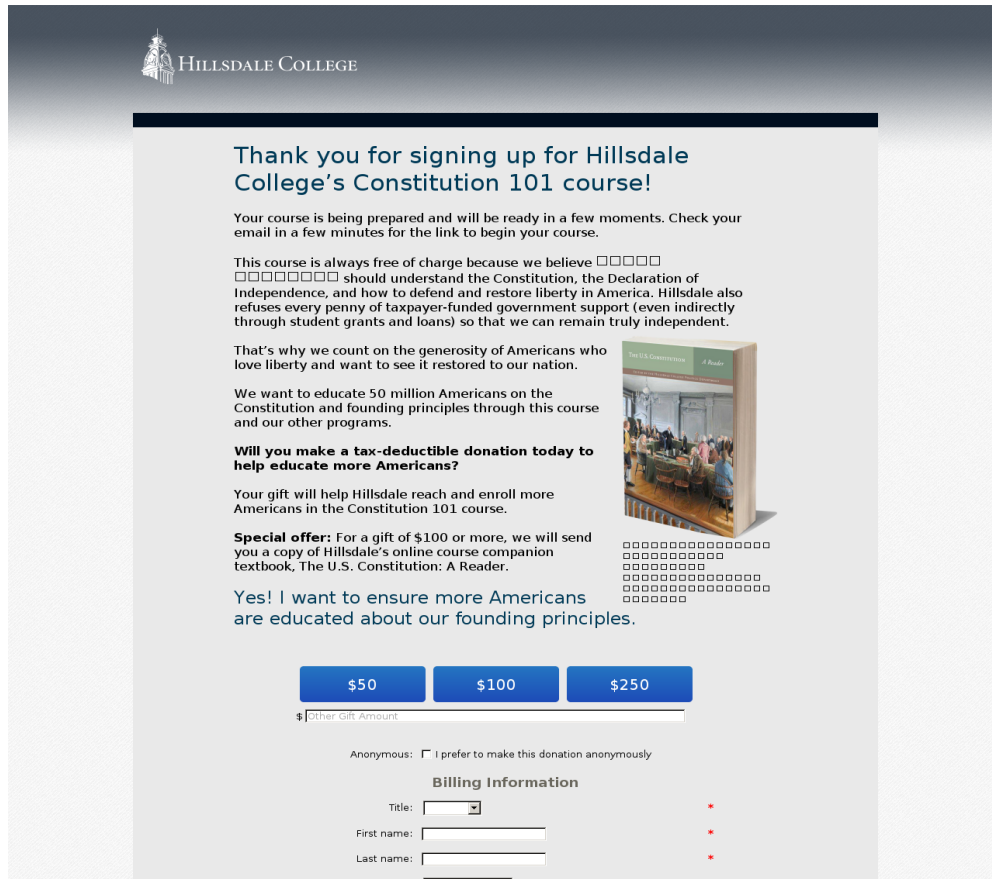
## Research Question

Will incorporating the navigation increase the clarity of the optional nature of the gift?



# Can we improve clarity of instant ask?

## Control



HILLSDALE COLLEGE

Thank you for signing up for Hillsdale College's Constitution 101 course!

Your course is being prepared and will be ready in a few moments. Check your email in a few minutes for the link to begin your course.

This course is always free of charge because we believe ☐☐☐☐☐☐☐ should understand the Constitution, the Declaration of Independence, and how to defend and restore liberty in America. Hillsdale also refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) so that we can remain truly independent.

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

We want to educate 50 million Americans on the Constitution and founding principles through this course and our other programs.

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

Your gift will help Hillsdale reach and enroll more Americans in the Constitution 101 course.

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

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

Anonymous: ☐ I prefer to make this donation anonymously

**Billing Information**

Title:

First name:

Last name:

Country:

## Background:

- Test on the contextualized donation page following course sign up
- The page had received complaints that it added a perception the course was not free



# Can we improve clarity of instant ask?

## Treatment

### Tested Elements:

- Displayed the course banner
- Added in course navigation and sharing links to the top

The screenshot shows the Hillsdale College website with a red box highlighting the course banner. The banner includes the college logo, navigation links (Donate, Log-in, Facebook, Twitter, YouTube), and the course title "CONSTITUTION 101: The Meaning and History of the Constitution". Below the banner, there is a thank you message for signing up, a paragraph about the course's purpose, and a section for donations. The donation section includes a "Special offer" and a "Yes! I want to ensure more Americans are educated about our founding principles." statement. At the bottom, there are buttons for \$50, \$100, and \$250, and a form for billing information.

HILLSDALE COLLEGE

Donate Log-in Facebook Twitter YouTube

**CONSTITUTION 101**  
*The Meaning and History of the Constitution*  
GENEROUS SPONSORSHIP PROVIDED BY HERBERT H. AND BARBARA C. DOW FOUNDATION

Courses Help

Thank you for signing up for Hillsdale College's Constitution 101 course!

Your course is being prepared and will be ready in a few moments. Check your email in a few minutes for the link to begin your course.

This course is always free of charge because we believe ☐☐☐☐☐☐☐ should understand the Constitution, the Declaration of Independence, and how to defend and restore liberty in America. Hillsdale also refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) so that we can remain truly independent.

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

We want to educate 50 million Americans on the Constitution and founding principles through this course and our other programs.

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

Your gift will help Hillsdale reach and enroll more Americans in the Constitution 101 course.

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

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

☐ \$50 ☐ \$100 ☐ \$250

Other Gift Amount

Anonymous: ☐ I prefer to make this donation anonymously

**Billing Information**

Title:

First name:

Last name:

Country:  United States



# Can we improve clarity of instant ask?

## Control

HILLSDALE COLLEGE

### Thank you for signing up for Hillsdale College's Constitution 101 course!

Your course is being prepared and will be ready in a few moments. Check your email in a few minutes for the link to begin your course.

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

Anonymous: ☐ I prefer to make this donation anonymously

**Billing Information**

Title:

First name:

Last name:

Country:

## Treatment

HILLSDALE COLLEGE

Donate Log-in f t

Share

### CONSTITUTION 101

*The Meaning and History of the Constitution*

GENEROUS SPONSORSHIP PROVIDED BY HERBERT H. AND BARBARA C. DOW FOUNDATION

Courses Help

### Thank you for signing up for Hillsdale College's Constitution 101 course!

Your course is being prepared and will be ready in a few moments. Check your email in a few minutes for the link to begin your course.

This course is always free of charge because we believe ☐☐☐☐☐☐ should understand the Constitution, the Declaration of Independence, and how to defend and restore liberty in America. Hillsdale also refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) so that we can remain truly independent.

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

Yes! I want to ensure more Americans



**17.4% decrease**  
**in conversion rate**



# Experiment #3712



## Experiment Background

Harvest Christian Fellowship exists to bring Christians closer to God and to bring nonbelievers to a saving relationship with Him. Their donation process had historically been a 3 step process with a confirmation page as the second step.

## Research Question

What impact will removing the confirmation page have on donations?





# Do people really need confirmation?

## Step 1: Give

harvest:greg laurie

Know God Watch & Listen Crusades & Events Devotions & Blogs Church Store Donate

**DONATE ONLINE**

Benefit from a Lifetime of Wisdom when you support today.

As a testimony for more than 40 years, Just Lorraine's Testimony has been helpful for many thousands of people who share it. A Lifetime of Wisdom is a book of shared hope and inspiration. Watch Video

Gift Amount (USD):  
☐ \$10.00  
☐ \$25.00  
☐ \$50.00  
☐ \$100.00  
☐ \$500.00  
☐ Other Amount:

Gift Frequency:  
☒ Single Gift  
☐ Recurring (Monthly Gift)  
As a Harvest Partner, your faithful and generous support makes it possible for us to build up and spread the gospel and meet our needs in new ministry opportunities.

Designation:  
☒ Where Most Needed  
☐ Where Needed  
By selecting this option, your gift will be used where we feel it is needed most within our outreach ministries.

Thank You Gift:  
In appreciation for your support, we want to offer you this special gift free of charge: A Lifetime of Wisdom.  
☐ Yes, I would like to receive this resource.  
☐ No, I prefer not to receive this resource in order to maximize my donation for ministry use.

Name:  
First:  Last:

Address:  
Street Address:   
City:  State:  Zip:   
Country:

Contact:  
Phone: (change) 916-555-0000-1111  
E-mail Address:

Radio/TV Station:  
Do you primarily listen to or watch Greg Laurie on the radio or television?  
☐ Radio  
☐ Television  
☒ No

Payment Details:  
VISA MasterCard American Express Discover  
Card Number:   
Expiration Date:   
Security Code:

Continue

© 2015 Harvest Ministries. All Rights Reserved.

## Step 2: Confirm

harvest:greg laurie

Know God Watch & Listen Crusades & Events Devotions & Blogs Church Store Donate

**DONATE ONLINE**

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) 687-6902  
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](#)

## Step 3: Thank You

harvest:greg laurie

**Thanks for supporting the gospel!**

Your credit card donation has been submitted and should be processed within 24-48 hours; thank you for your support of this ministry, enabling us to Know God and Make Him Known!

We also offer many free online resources to help you grow in your walk with Christ. [Browse harvest.org](#) »

[BACK TO TOP](#) ^

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## DONATE ONLINE

1 Enter Info 2 **Verify** 3 ConfirmationPlease 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) 687-6902  
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

## Harvest Outreach Ministries

- [Donate Online](#)
- [Harvest Partner](#)
- [Other Ways to Give](#)
- [Contact Us](#)
- [Harvest Partner Blog](#) 

## Harvest Christian Fellowship

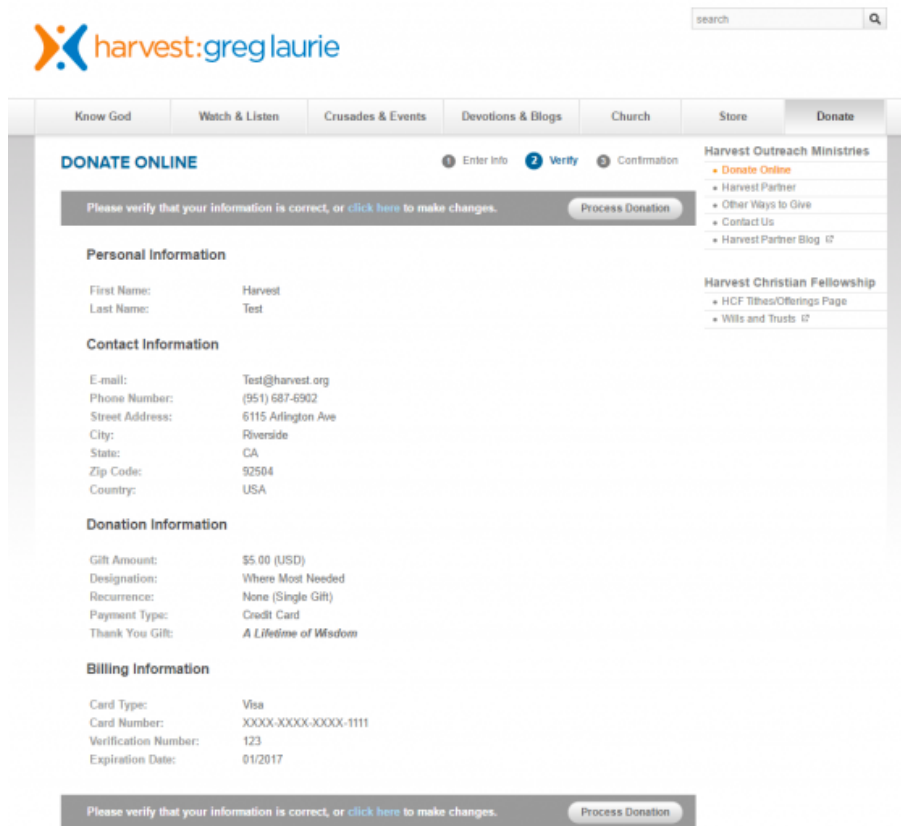
- [HCF Tithes/Offerings Page](#)
- [Wills and Trusts](#) 

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

Process Donation

# Do people really need confirmation?

## Control



harvest:greg laurie

search

Know God Watch & Listen Crusades & Events Devotions & Blogs Church Store **Donate**

**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) 687-6902  
Street Address: 6115 Arlington Ave  
City: Riverside  
State: CA  
Zip Code: 92504  
Country: USA

**Donation Information**

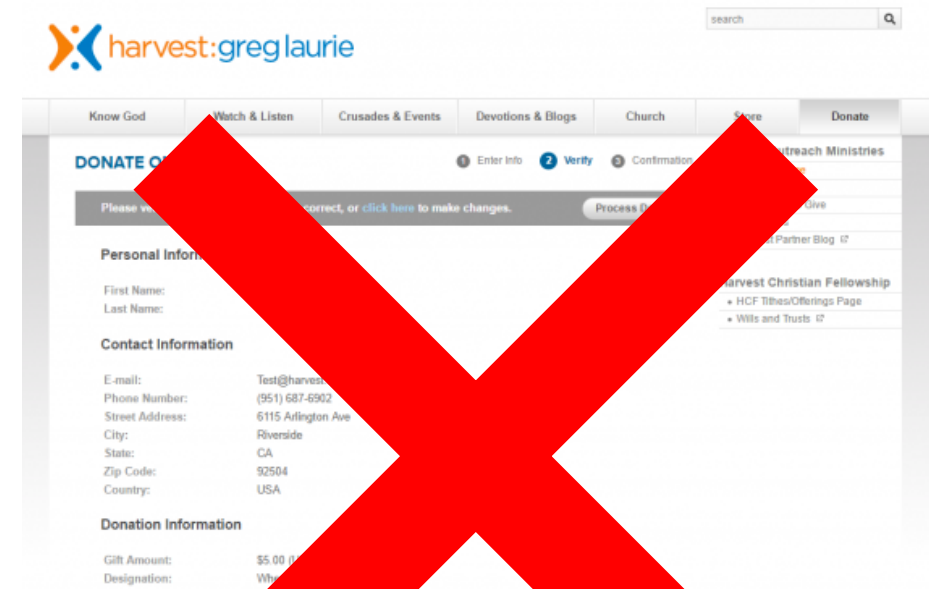
Gift Amount: \$5.00 (USD)  
Designation: Where Most Needed  
Recurrence: None (Single Gift)  
Payment Type: Credit Card  
Thank You Gift: A Lifetime of Wisdom

**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**

## Treatment



harvest:greg laurie

search

Know God Watch & Listen Crusades & Events Devotions & Blogs Church Store **Donate**

**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) 687-6902  
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



**175.6% increase**  
**in revenue per visitor**



*Our job as fundraisers is to*  
**REDUCE FRICTION**  
*and*  
**INCREASE VALUE**  
*at every step in the giving process.*



# Question

“But how can we test these tactics out on our own site?”

# Google to the Rescue!

1. Go to <https://optimize.google.com>
2. Sign in to your Gmail
3. Start optimizing!



(You will need initial technical help updating your Google code)

# Four Practical Principles...

~~1. Be Thankful~~

~~2. Be Clear~~

3. Be Everywhere

4. Be Talkative





# Omnipresent

*“Widely or constantly encountered; common or widespread.”*

*– Webster’s Dictionary*

# Experiment #5988



## Experiment Background

The Daily Signal is the news website of The Heritage Foundation. Leading up to the calendar year end fundraising ask, they wrote several articles about the impact of the organization and how the donors make that possible.

## Research Question

Will articles focused on organizational impact and donor support influence year-end fundraising?



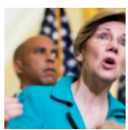
HEALTH CARE / NEWS

Victims of Obamacare Have a Warning for Senate Republicans



HEALTH CARE / COMMENTARY

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



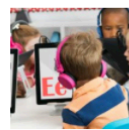
ECONOMY / COMMENTARY

NAFTA Should Be About Free Trade, Not Minimum Wage Mandates



SOCIETY / COMMENTARY

Minnesota Is Pushing Gender Identity Debate on Kindergartners



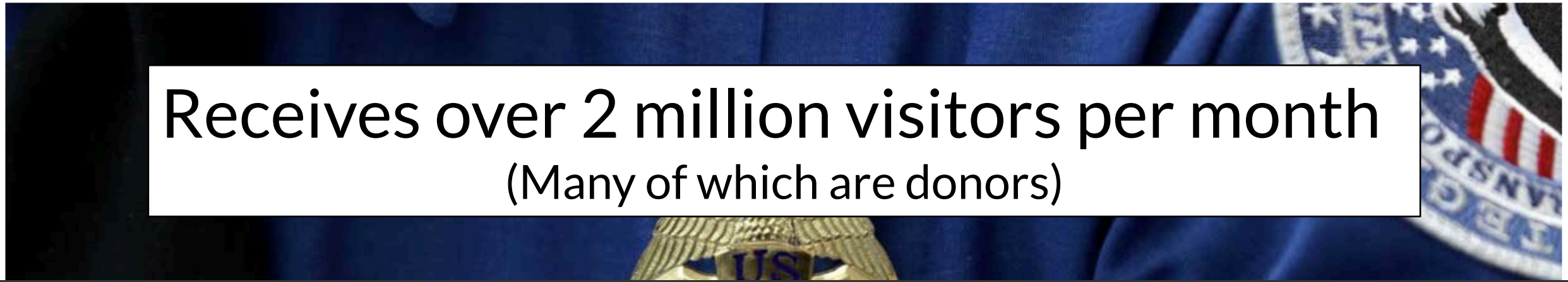
SECURITY / COMMENTARY

# It Is Past Time to Privatize the TSA

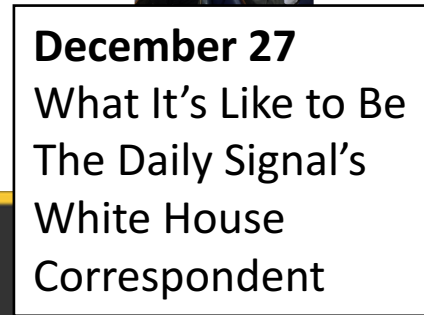
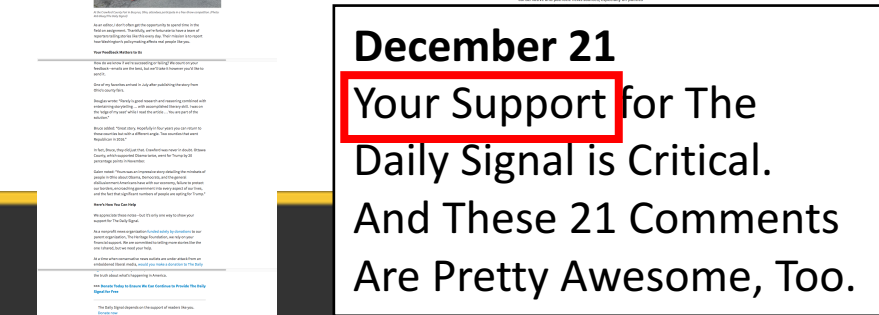
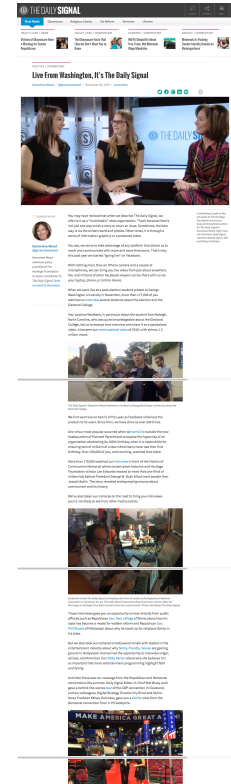
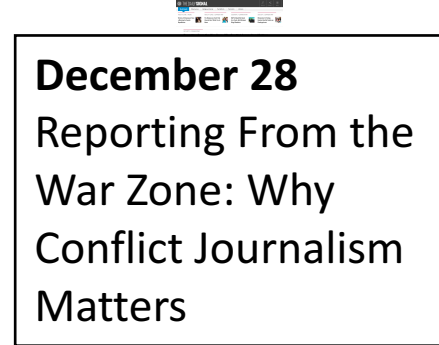
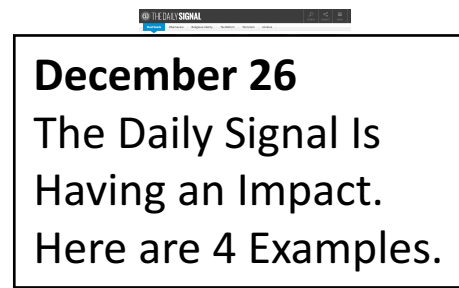
Max Morrison / David Inserra / @dr\_inserra / July 24, 2017 / [comments](#)



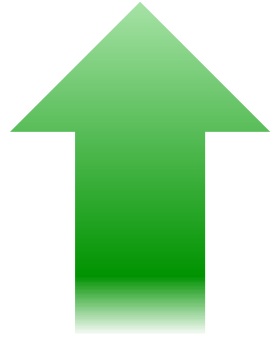
Receives over 2 million visitors per month  
(Many of which are donors)



# Is being present enough?



# What Happened:



Increase in  
**196.6% DONATIONS**

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

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



# Experiment #7013



## Experiment Background

Hillsdale College was promoting the launch of their new DVD series for their Constitution 101. They had sent an email to their house file and wanted to see if they could get more out of that audience.

## Research Question

Which audience will result in the best return on investment?



# Which is the better audience?

## Tested Elements:

- Utilized a system named Leadsbridge to sync email engagement as separate audiences in Facebook
- Created an audience for opens and clicks
- Targeted the same ad at both audiences

Suggested Post

 **Hillsdale College Online Courses**  
Sponsored (demo) · 🌐 👍 Like Page

For a limited time, get Hillsdale College's renowned Constitution 101 course on DVD for your family, small groups, or homeschool.

**Bring Constitution 101 to your living room.**



**Reserve your DVD set now »**

"Constitution 101" is Hillsdale's most popular online course. Since launching this course in 2012, more than 800,000 people have taken it, deepening their understanding of the Constitution, how it has been undermined, and what it will...

HILLSDALE.EDU Learn More

👍❤️ 50 1 Comment 4 Shares

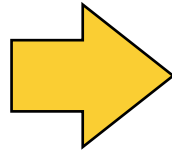
👍 Like    💬 Comment    ➦ Share



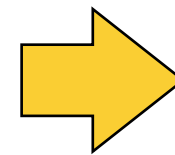


# Which is the better audience?

1. Email Sent from Hubspot



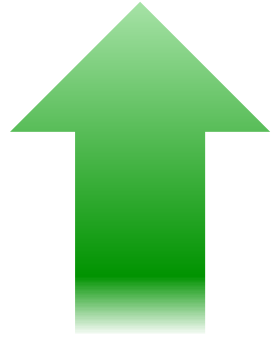
2. Opens & Clicks Sent to Facebook



3. Shown FB Ads



# What Happened:



**274.5%** Increase in  
**DONATIONS**

Version	Conv. Rate	Relative Diff.	Stat. Confidence
Audience of Openers	0.5%		
Audience of Clickers	2.0%	274.5%	98.1%

Those that had clicked on the email were nearly 4x more likely to take action.





# **Warning:**

These methods are actively being tested. We have not yet statistically proven their impact on giving

# How else can we get in front of people?

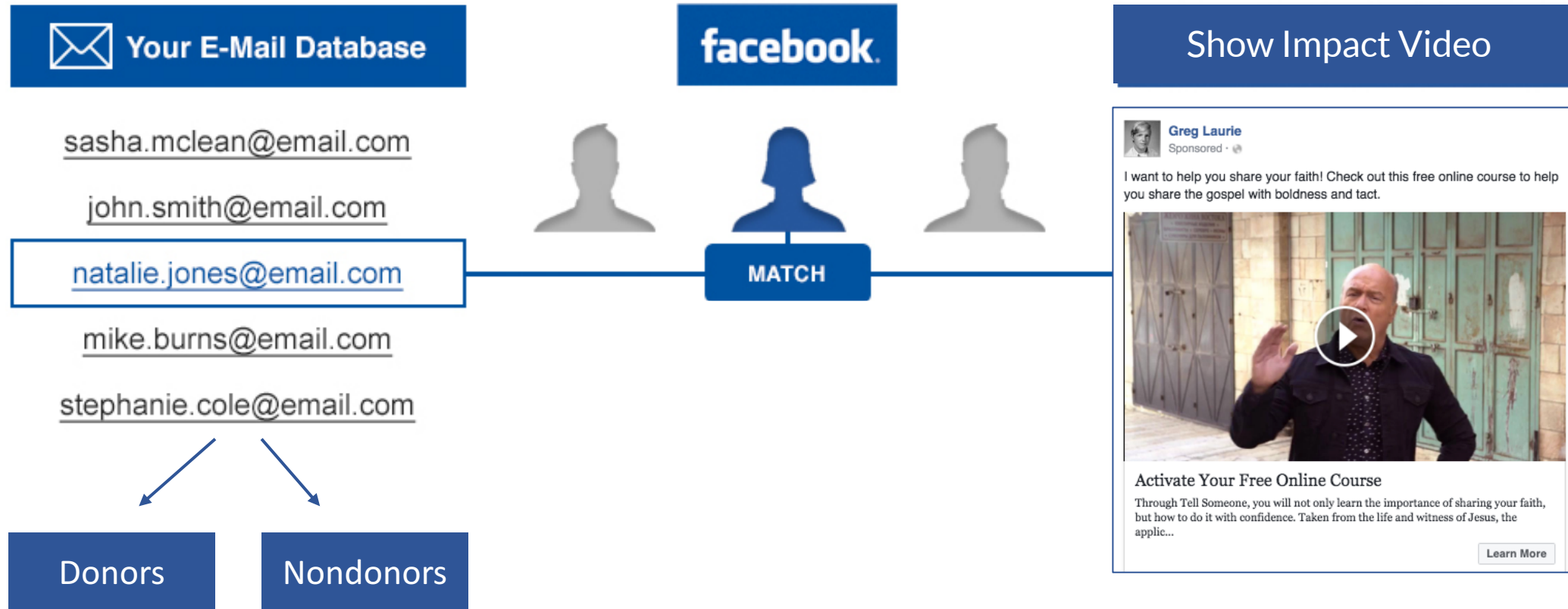


## Background:

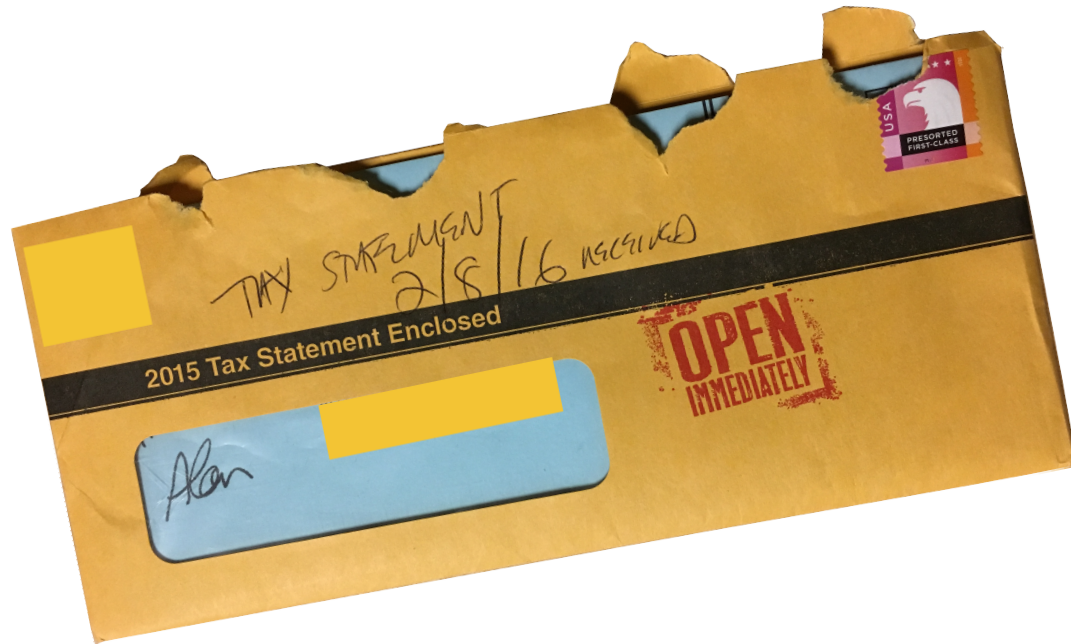
- Leading up to year end ask, we used Facebook Ads to show an impact of organization president
- The ad linked to the same video embedded on a donation page.
- Targeted donors and email file.



# How else can we get in front of people?



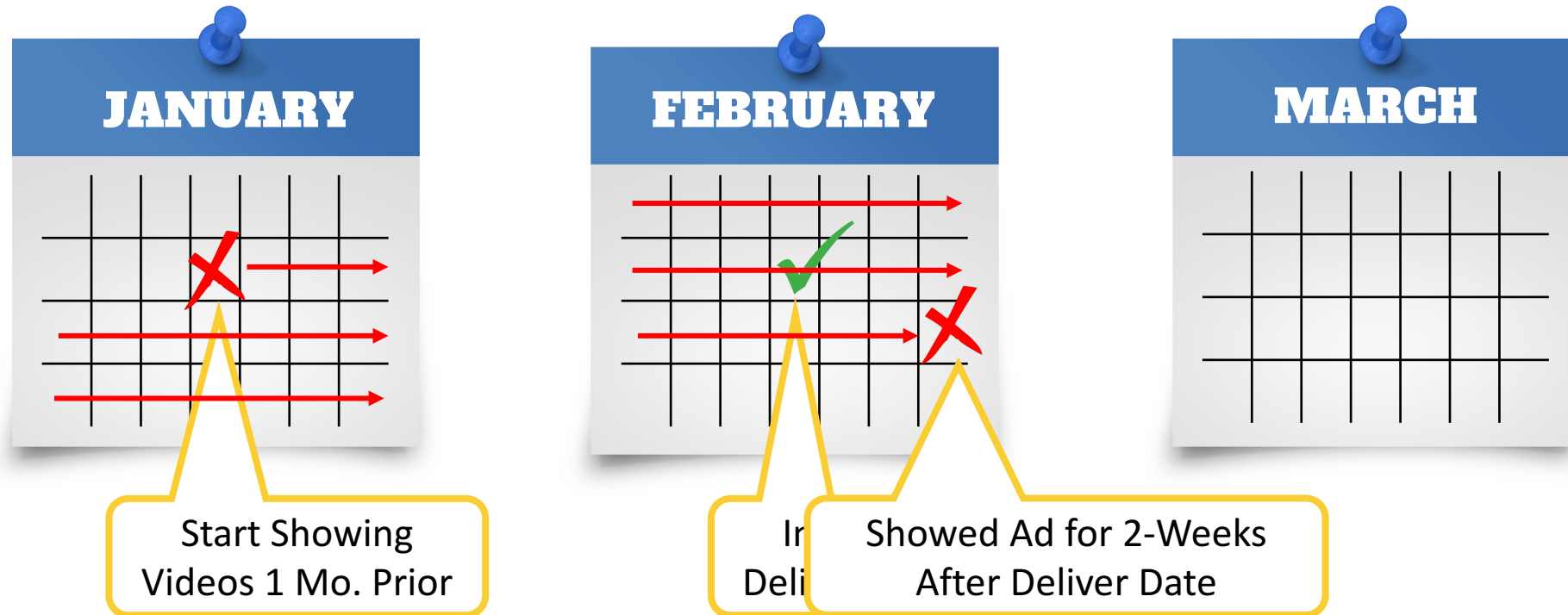
# How else can we get in front of people?



## Background:

- Organization was going to drop an acquisition mailing to a prospect audience
- We knew the approximate delivery date in homes
- Created Facebook audiences based upon the direct mail lists

# How else can we get in front of people?





# Four Practical Principles...

~~1. Be Thankful~~

~~2. Be Clear~~

~~3. Be Everywhere~~

4. Be Talkative



# Multichannel

*“This does not mean saying the same thing in multiple channels. It means capitalizing on the strengths of each individual channel.”*

– Me

# How do we look at our donors?

## Offline Only Donors

Gives at least one gift offline in a single fiscal year but has no digital way to be contacted.



\* Not my real Grandma

## Offline w/ Email Donors

Gives gifts only via offline but has a valid email address on file.



\* This is my real mom



# How do we look at our donors?

## Online Only Donors

Gives gifts only through the online channel.



\* Yes, that is really me

## Multichannel Donors

Gives at least two gifts in a single year in both an online and offline channel.



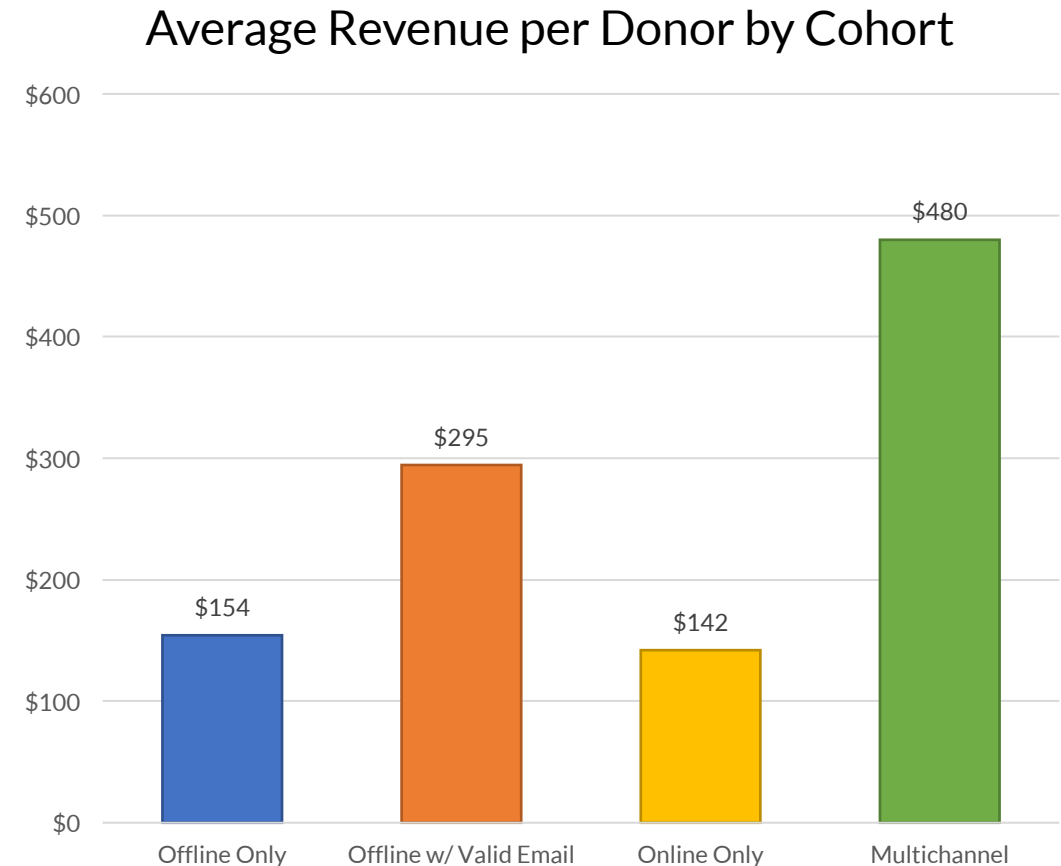
\* This is my real dad



# How do we look at our donors?

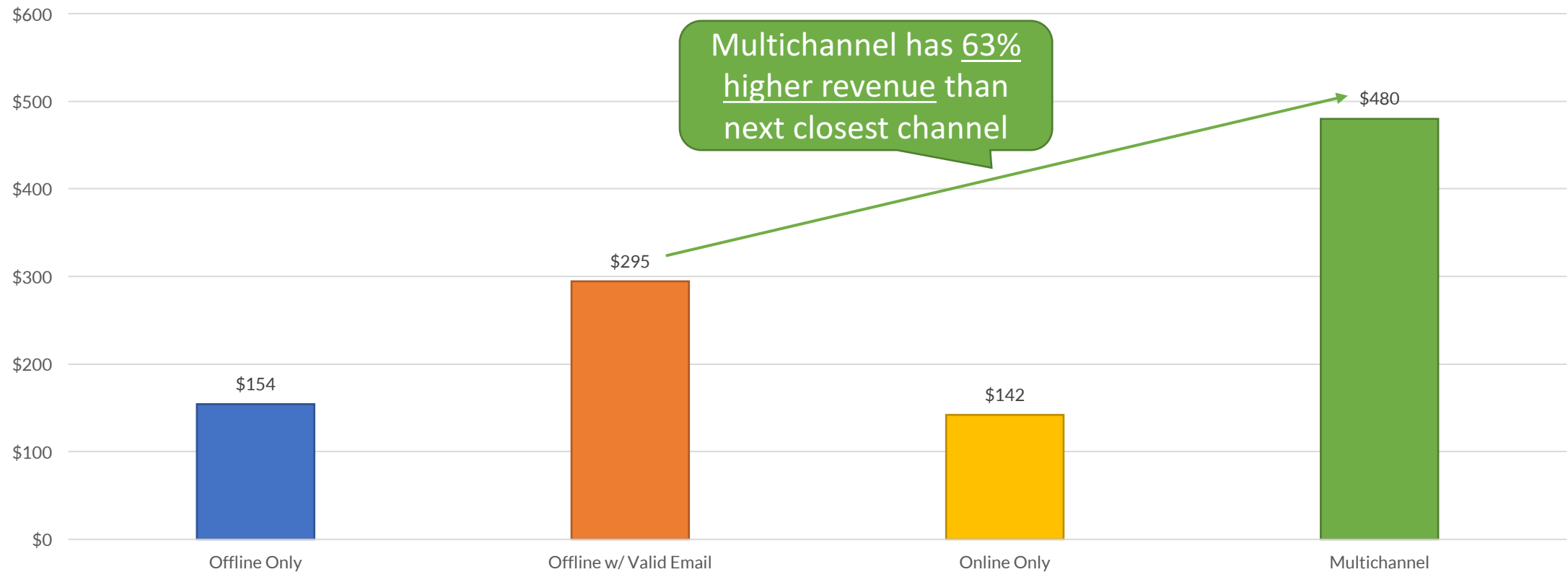
## What we did:

- Based upon analysis of 18 different organizations
- Looked at the most recent fiscal year and took the averages for giving and retention
- Excluded major donors (\$10,000 or more highest previous contribution)



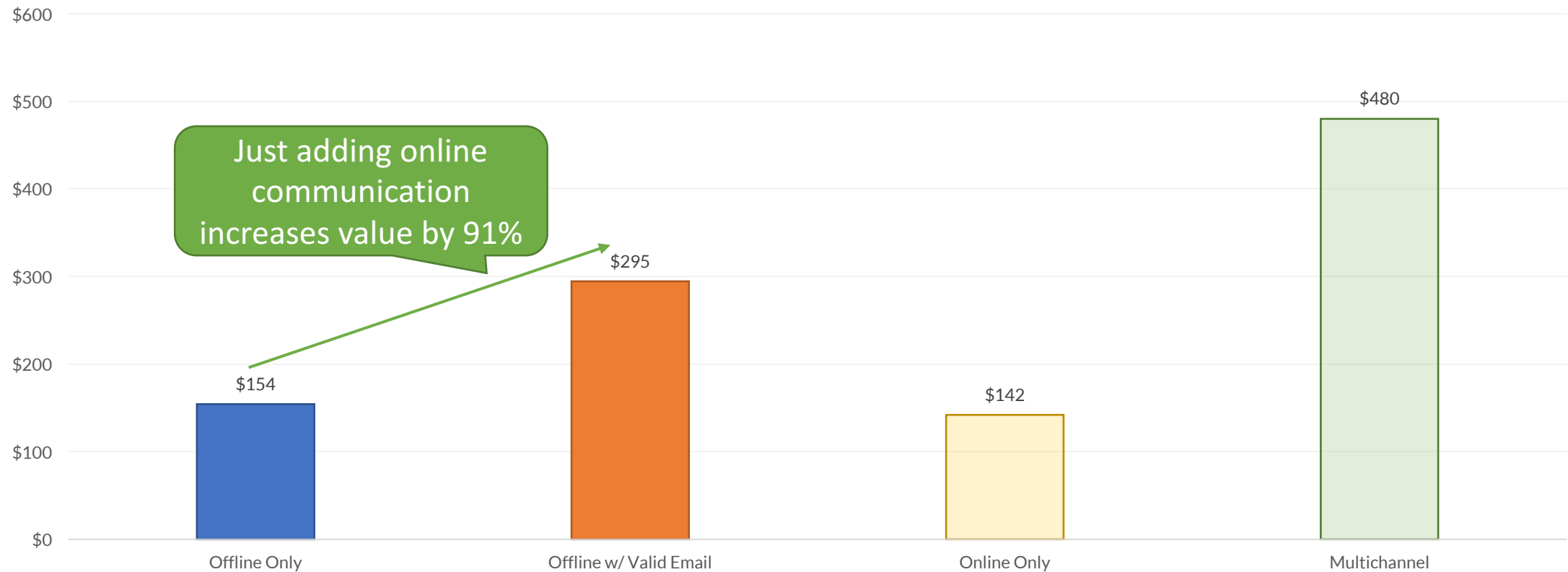
# How do we look at our donors?

Average Revenue per Donor by Cohort



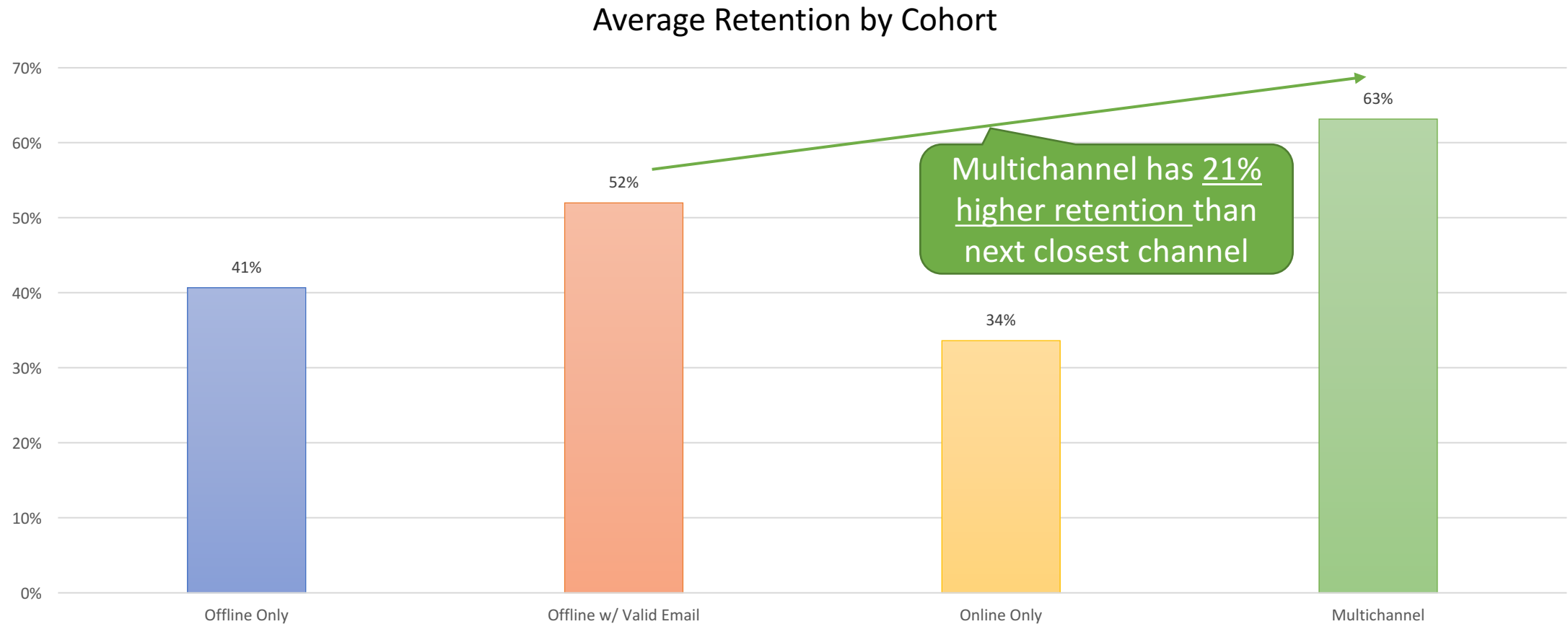
# How do we look at our donors?

Average Revenue per Donor by Cohort

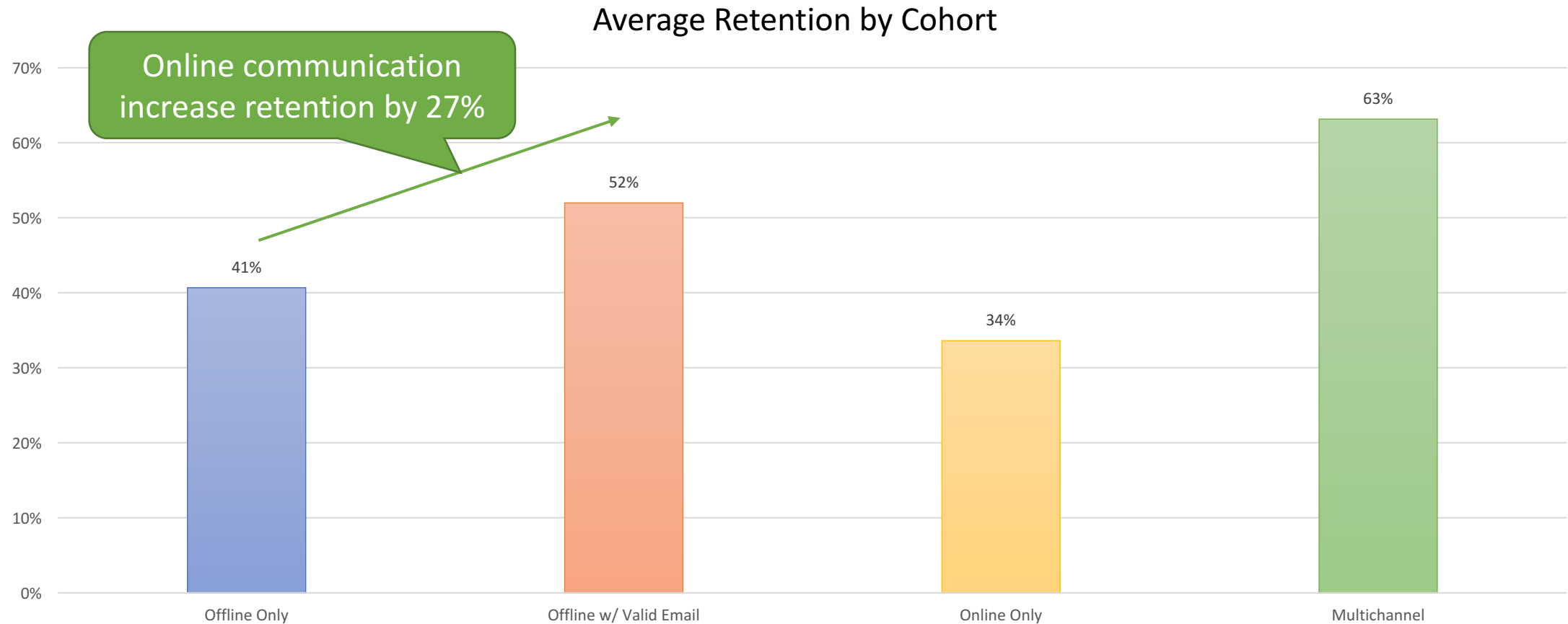




# How do we look at our donors?

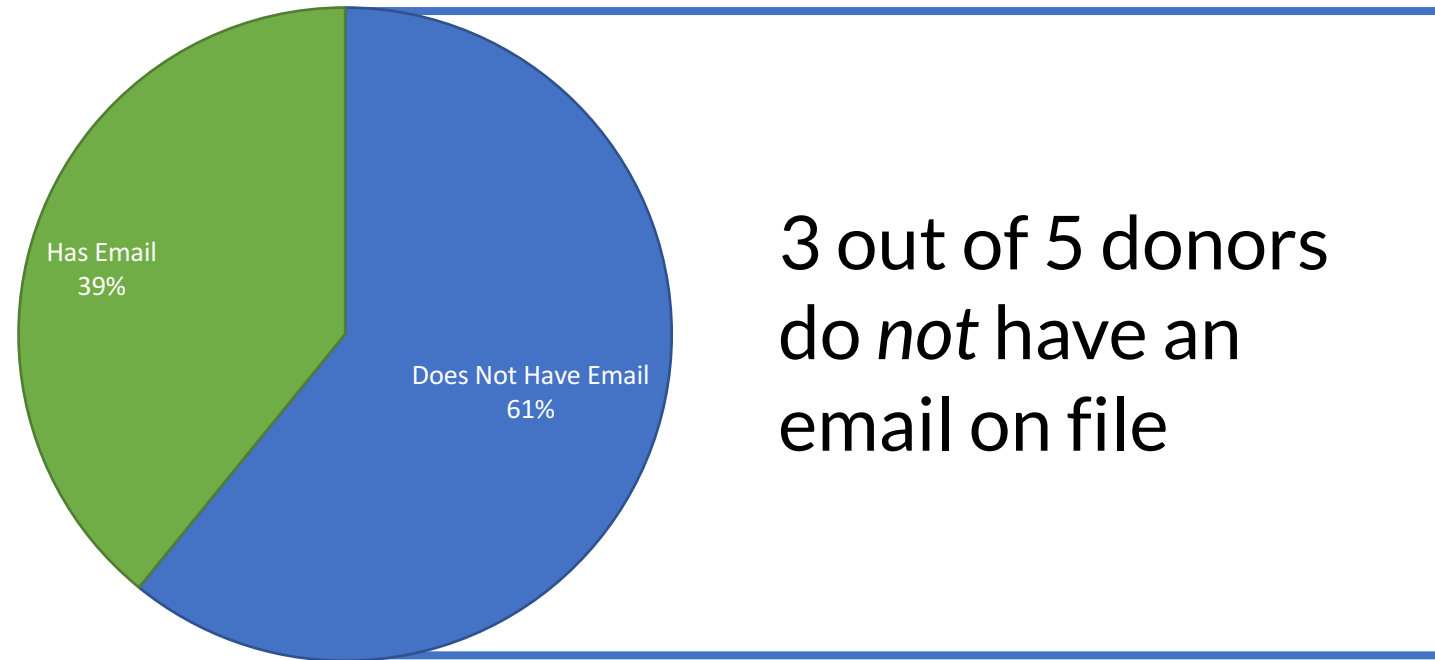


# How do we look at our donors?



# How do we look at our donors?

Proportion of File to Have Email



# So how do we get email addresses?

## It isn't easy, but, there are some options:

- Use Facebook targeting with an email offer for offline only donors
- Include an email option on the direct mail response device
- Email opt-in append



# Four Practical Principles...

1. Be Thankful
2. Be Clear
3. Be Everywhere
4. Be Talkative



That's all folks...

**QUESTIONS?**

