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September 21-22, 2017

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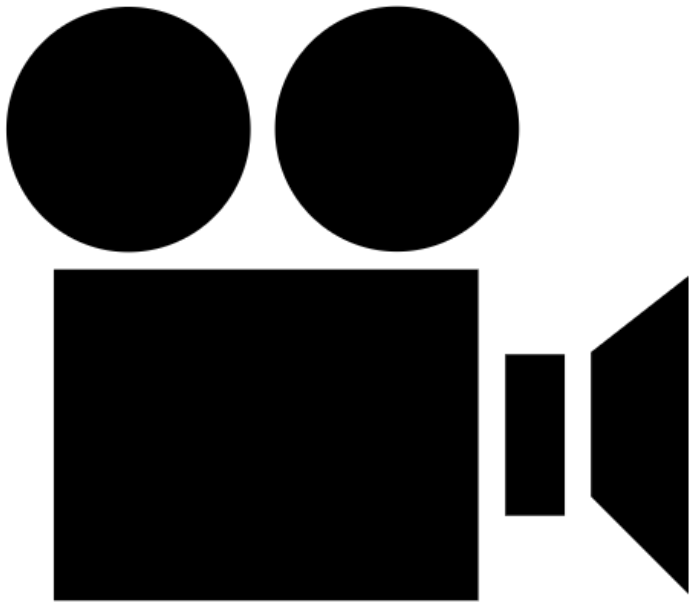
# **7 FUNDRAISING LESSONS**

## **LEARNED THROUGH TRIAL AND ERROR**





# 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!**

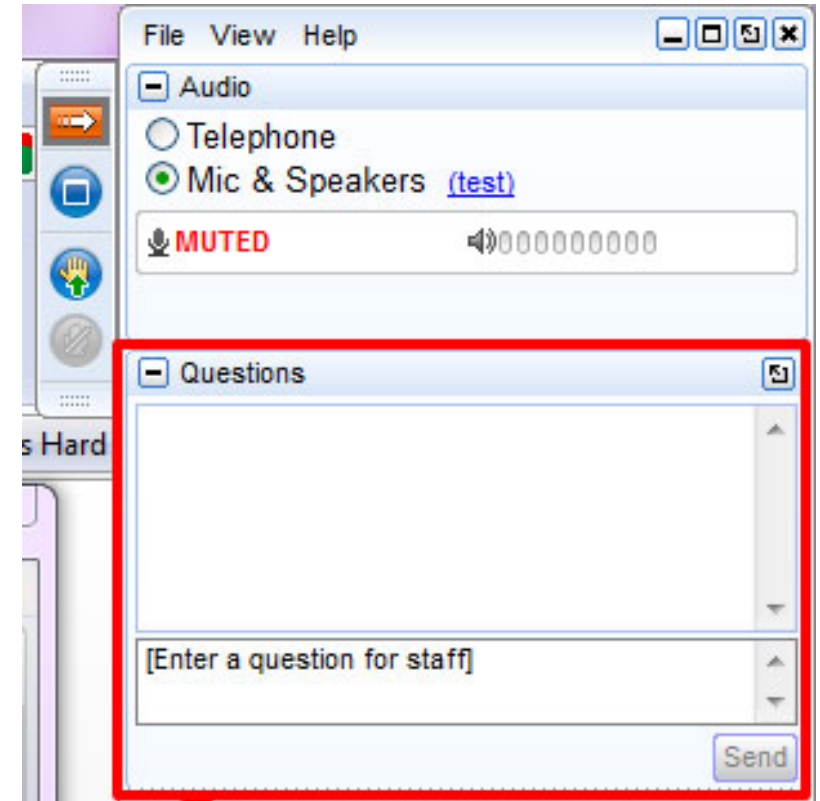


**NextAfter**



# A FEW QUICK THINGS...

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



# Meet Today's Speaker



## **Tim Kachuriak**

Chief Innovation & Optimization Officer,  
NextAfter

[TimK@NextAfter.com](mailto:TimK@NextAfter.com)

[@DigitalDonor](https://www.instagram.com/DigitalDonor)

[linkedin.com/in/TimKachuriak](https://www.linkedin.com/in/TimKachuriak)

# Little Joe







# **7 FUNDRAISING LESSONS**

## **LEARNED THROUGH TRIAL AND ERROR**





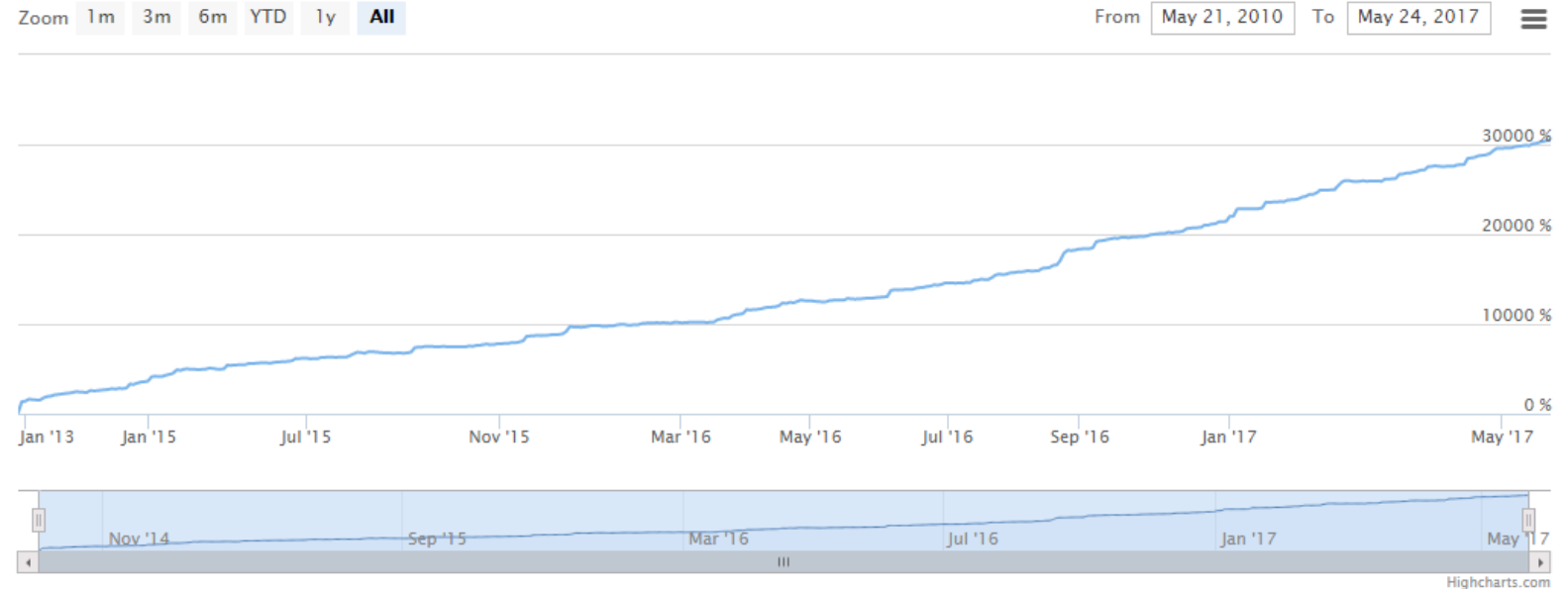
# Failing Forward:

What We Learned From Tests That Bombed

# Cumulative Net Impact (CNI)



## NextAfter Testing Lab



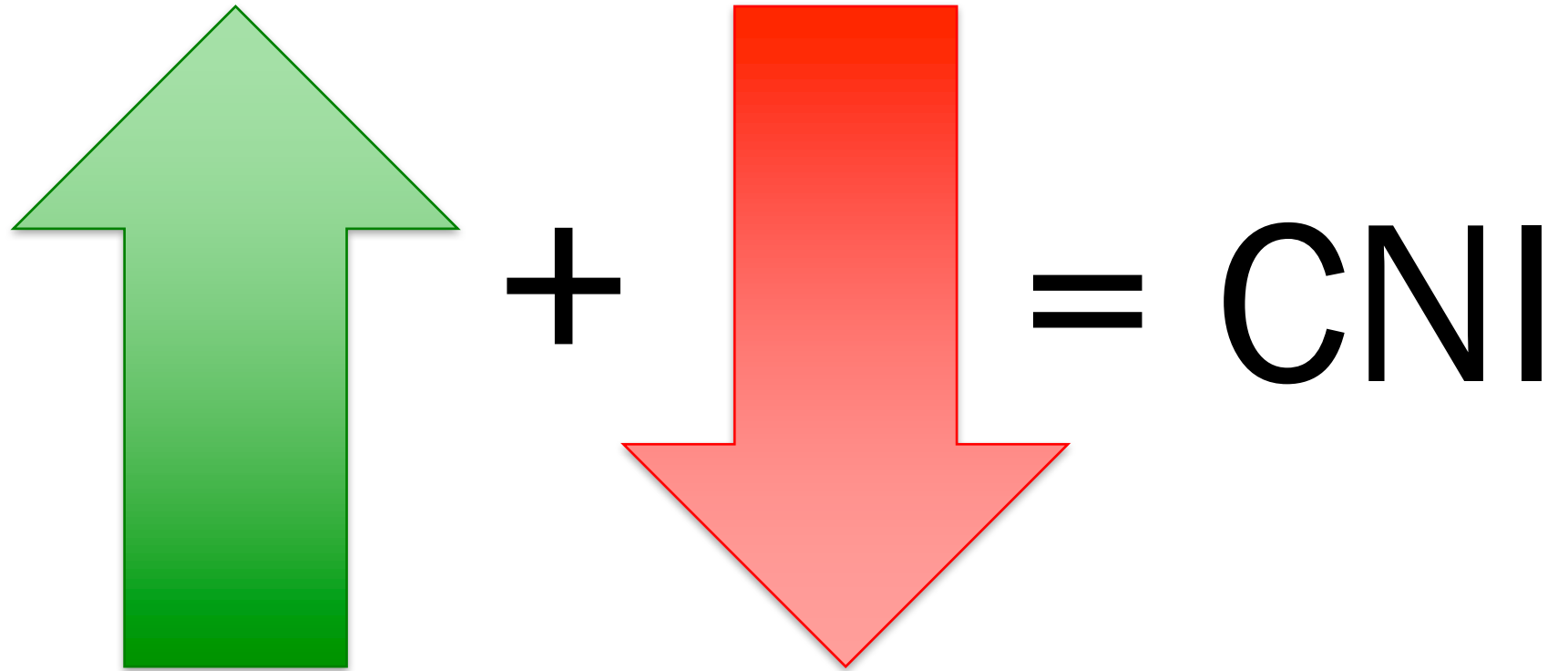
Total Samples  
75,164,419

Total Conversions  
1,288,458

Cumulative Lift  
30,445.1%



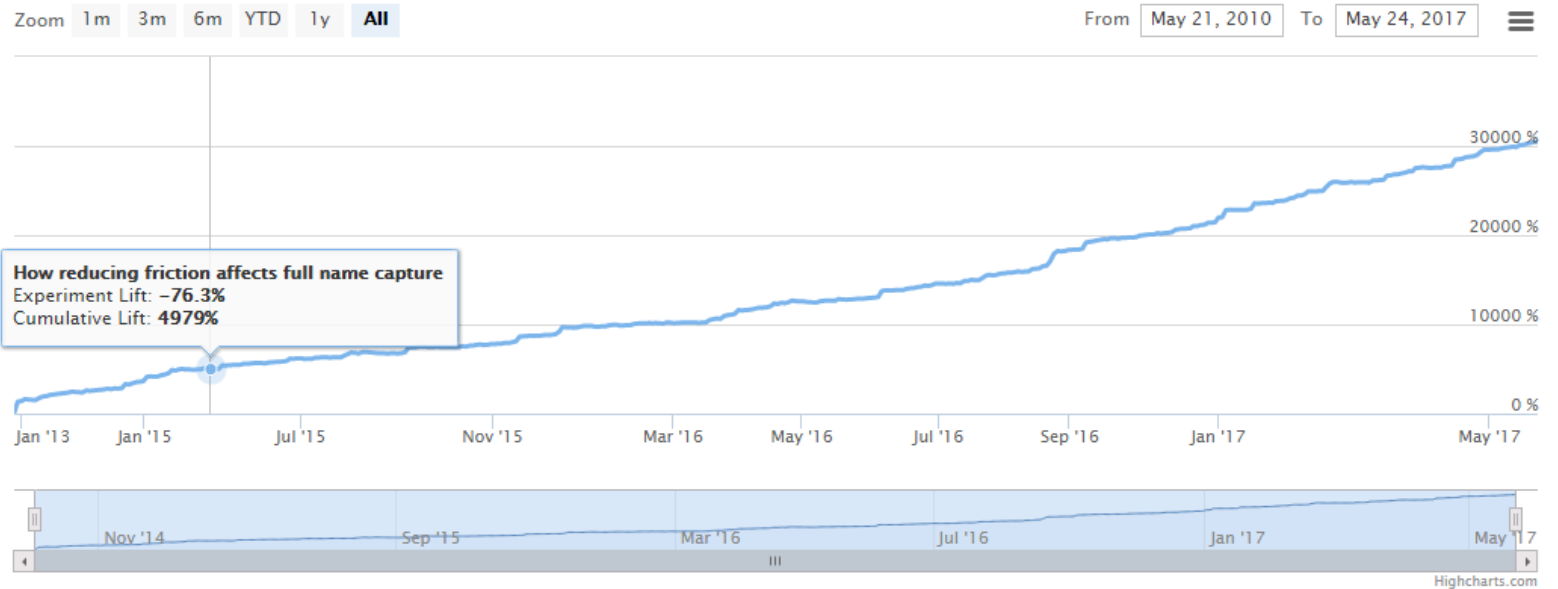
# Cumulative Net Impact



# Cumulative Net Impact (CNI)



## NextAfter Testing Lab



Total Samples

75,164,419

Total Conversions

1,288,458

Cumulative Lift

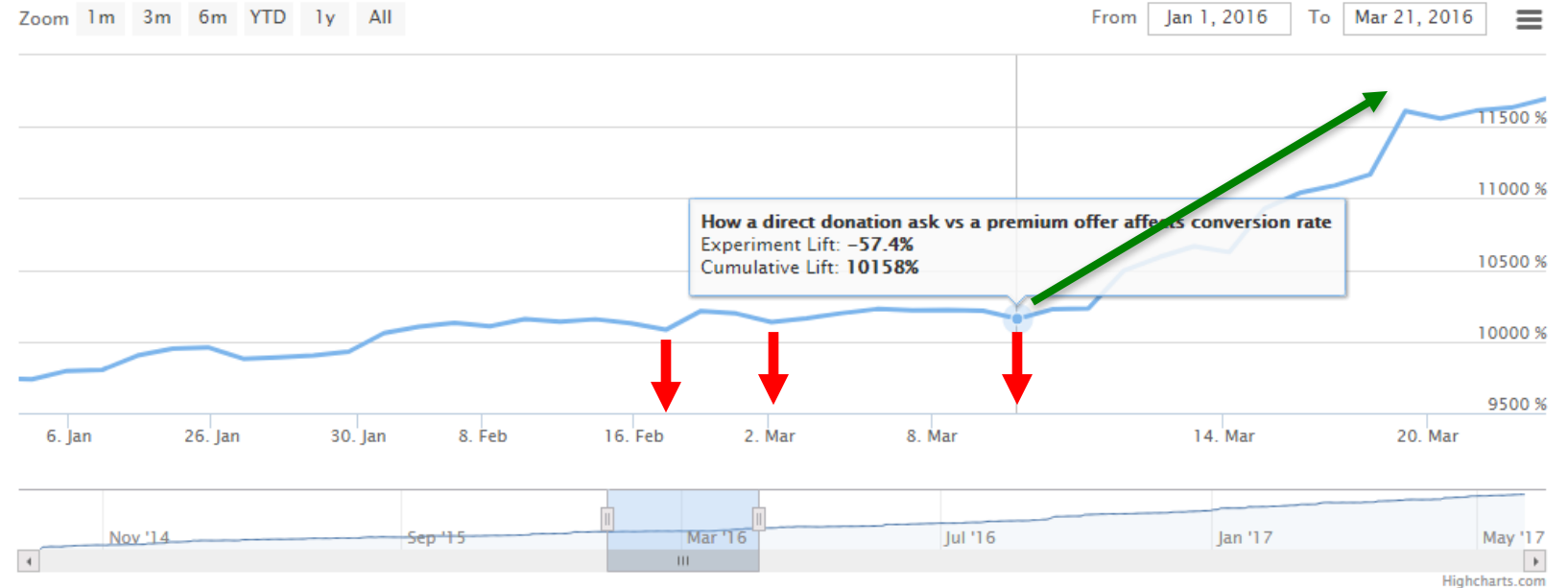
30,445.1%



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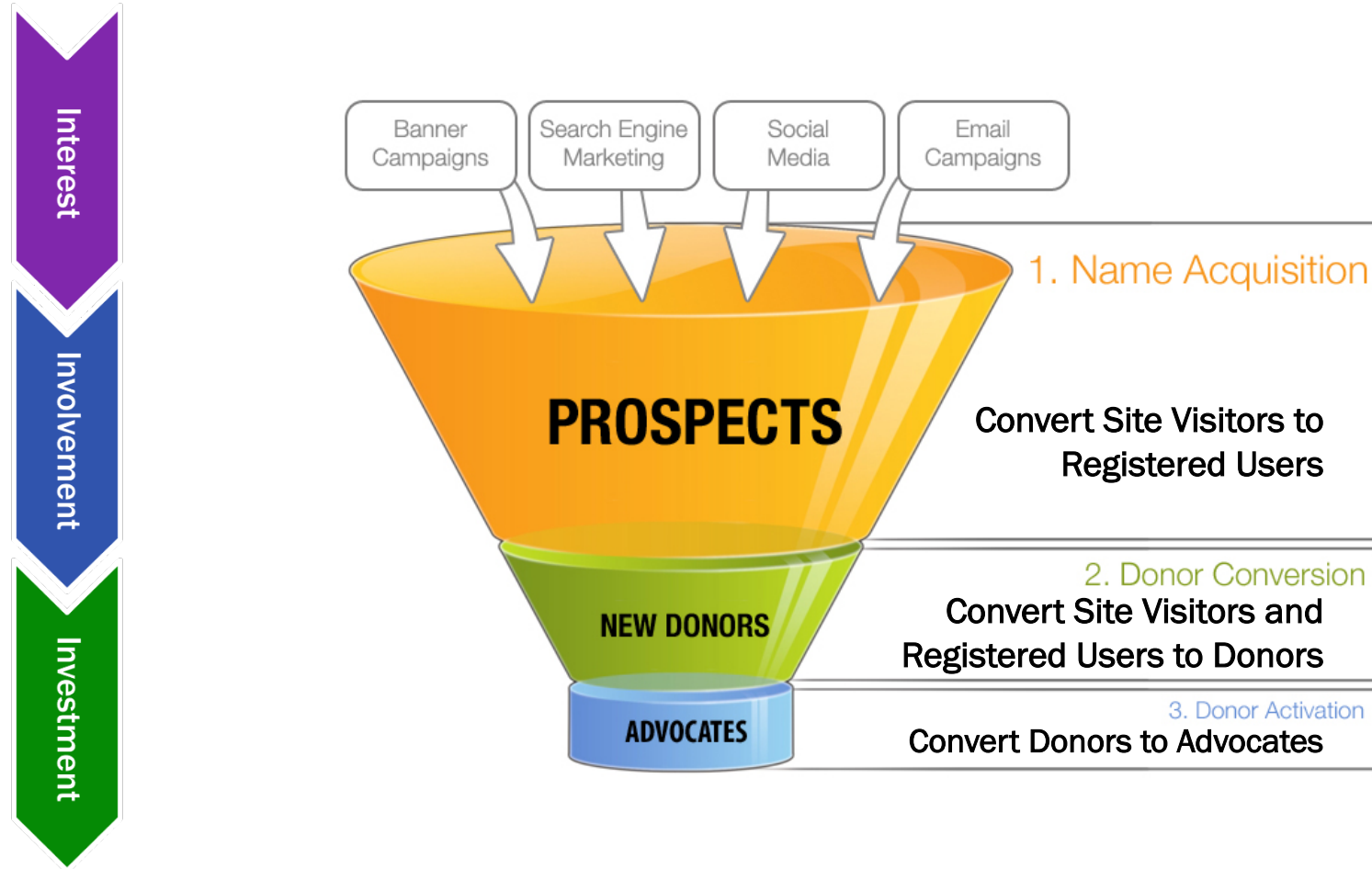
**When “*no*” is the answer, what  
are the *right* questions?**



# Are we properly interpreting the data?

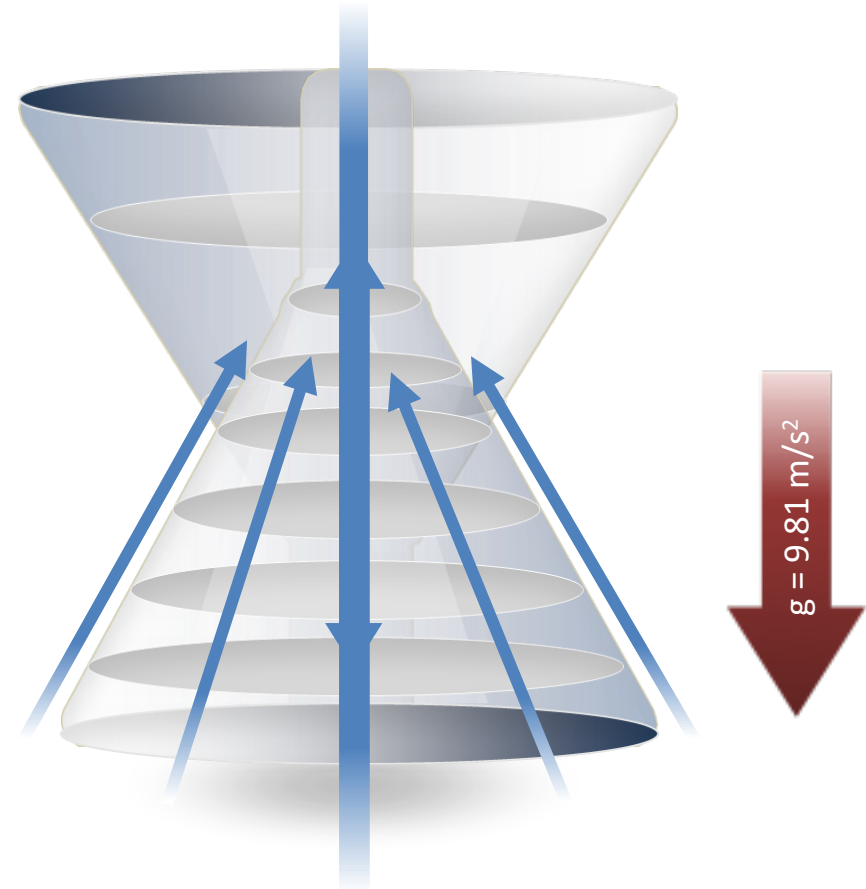


# Traditional Online Donor Funnel



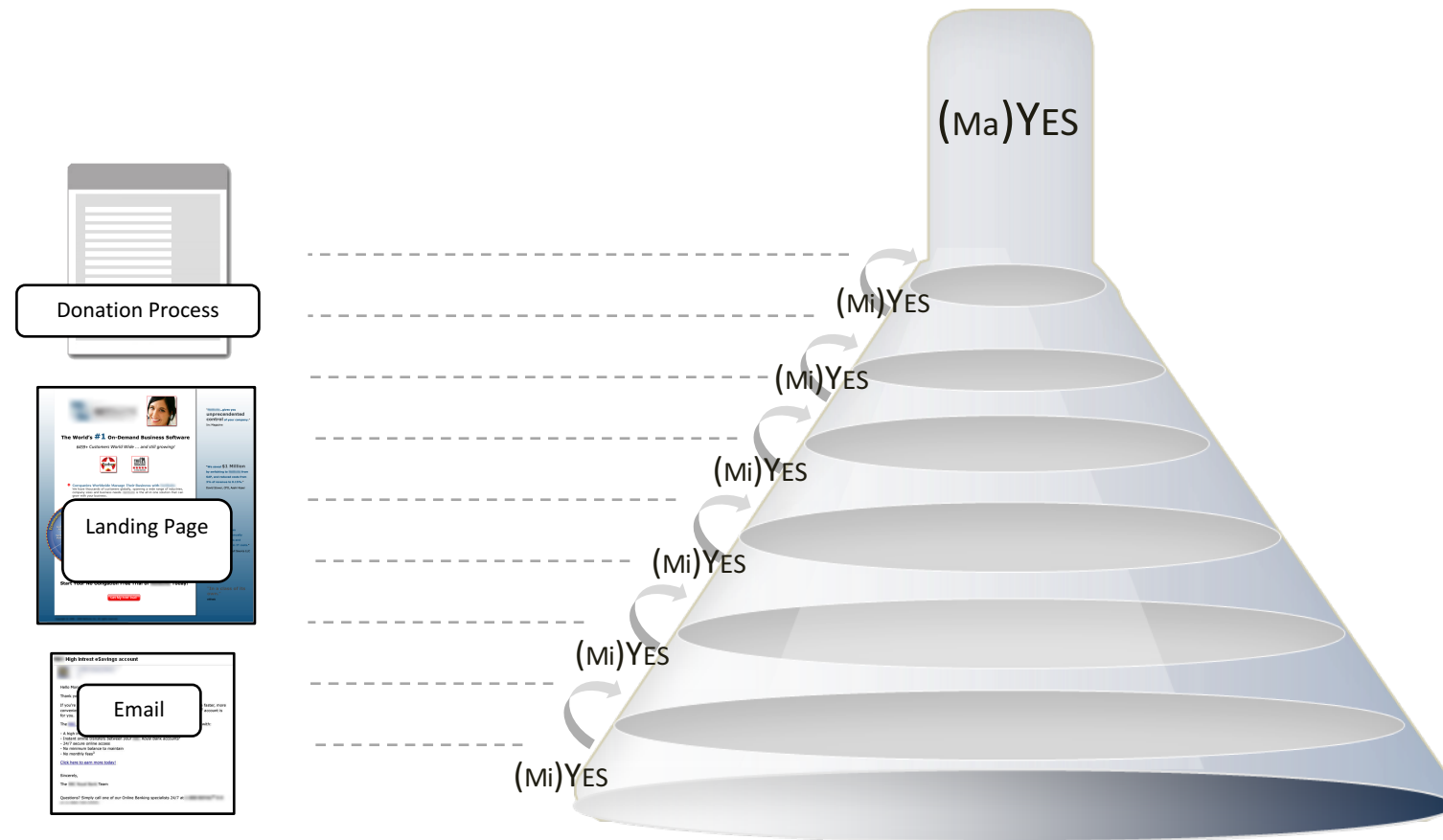
# A New Perspective of the Funnel

1. The funnel is often presented as one potentially useful analogy for marketing. It is in fact, **the primary analogy**. All marketing should influence a decision.
2. The funnel analogy distorts reality. People are not falling into your funnel, they are falling out. The funnel **must be inverted**.
3. People don't travel down the center of the funnel. People are **climbing up the sides**.

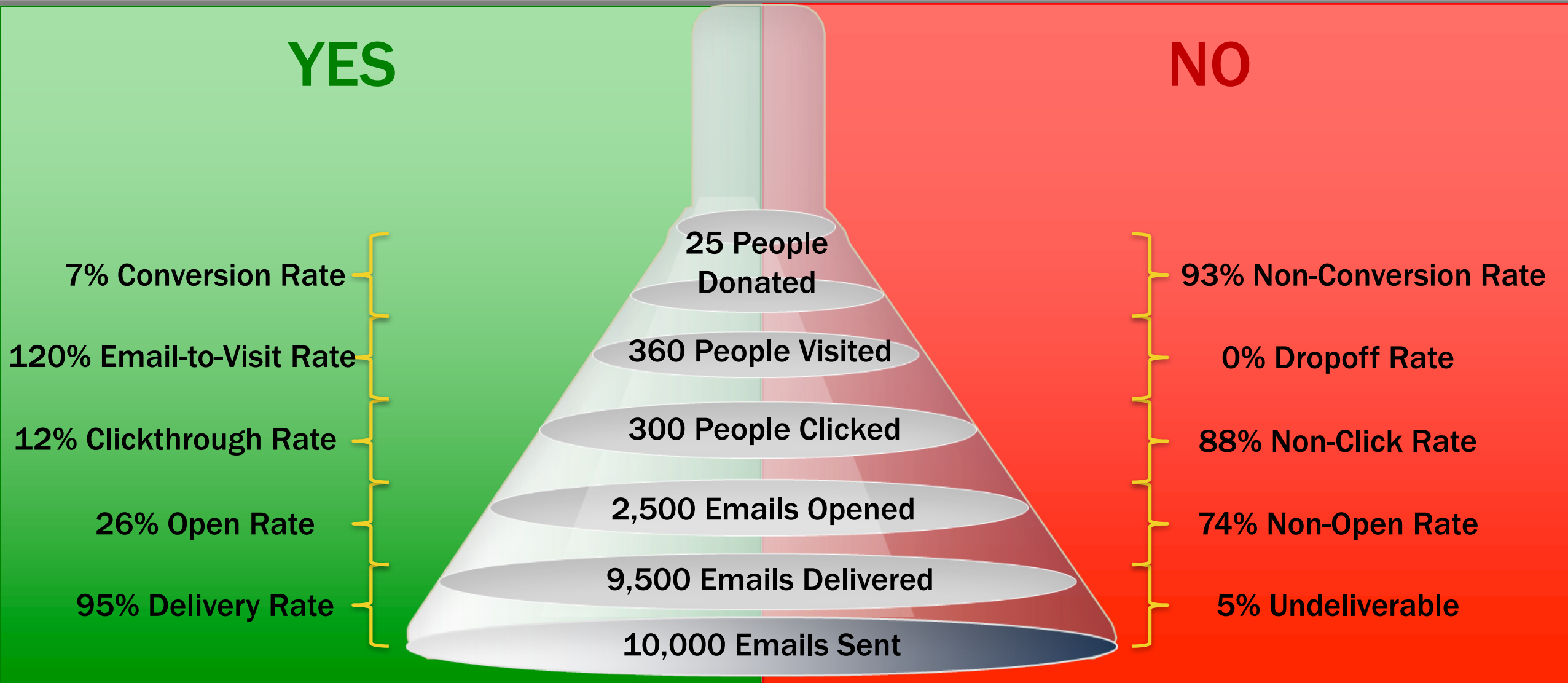




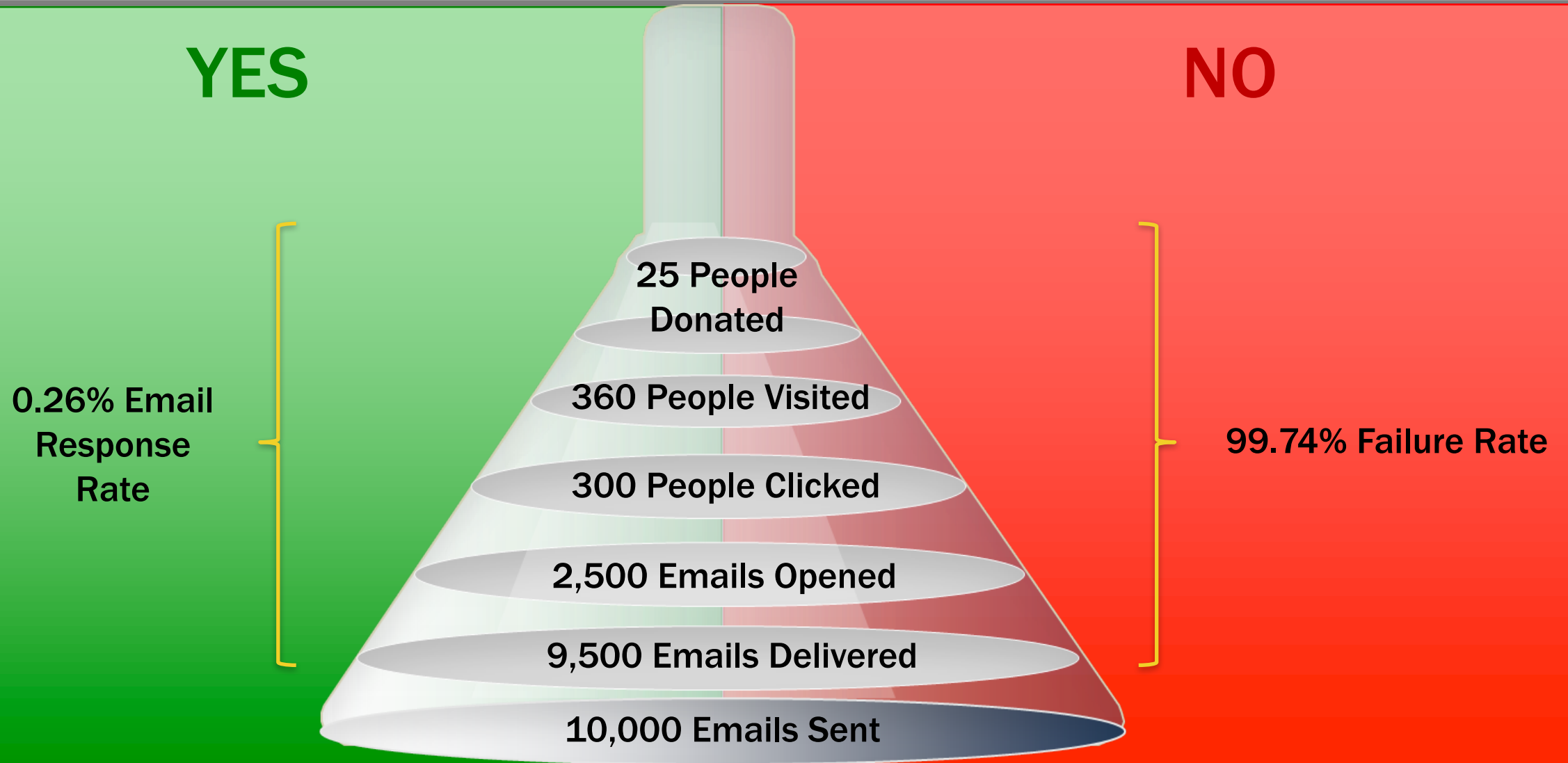
# Optimization Methodology



# Interpreting Your Key Metrics



# Interpreting Your Key Metrics





**We work in an industry where  
99.7% Failure Rate is  
counted as success.**





# Becoming a Student of Failure

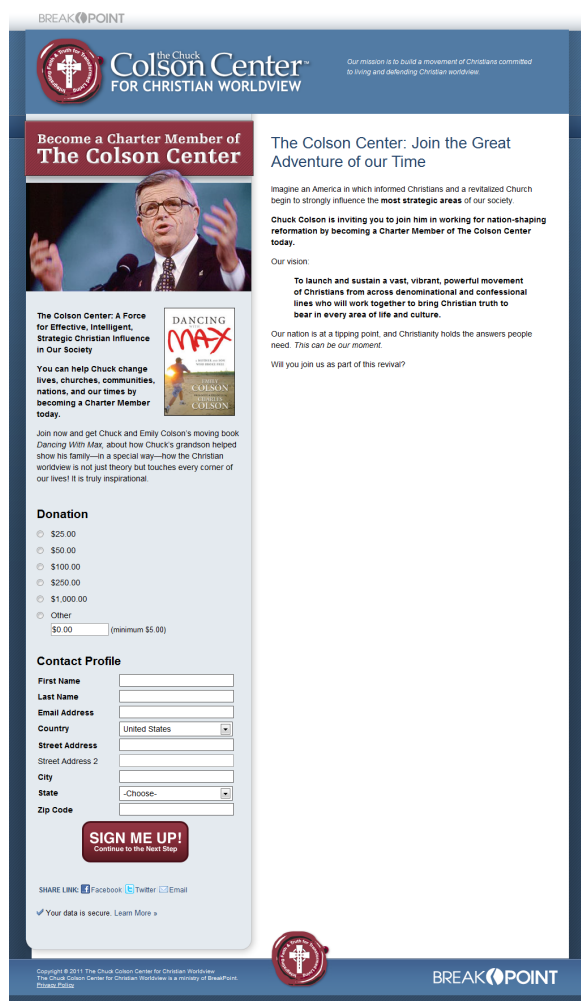
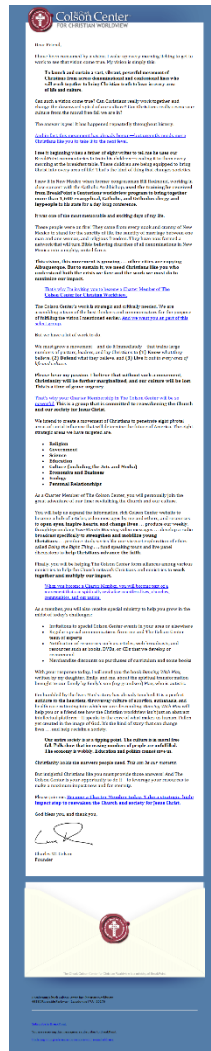


# How longform email copy affects clickthrough rate and donation conversion rate

Experiment ID: #2555

# Email Copy Length

## Control



## Background:

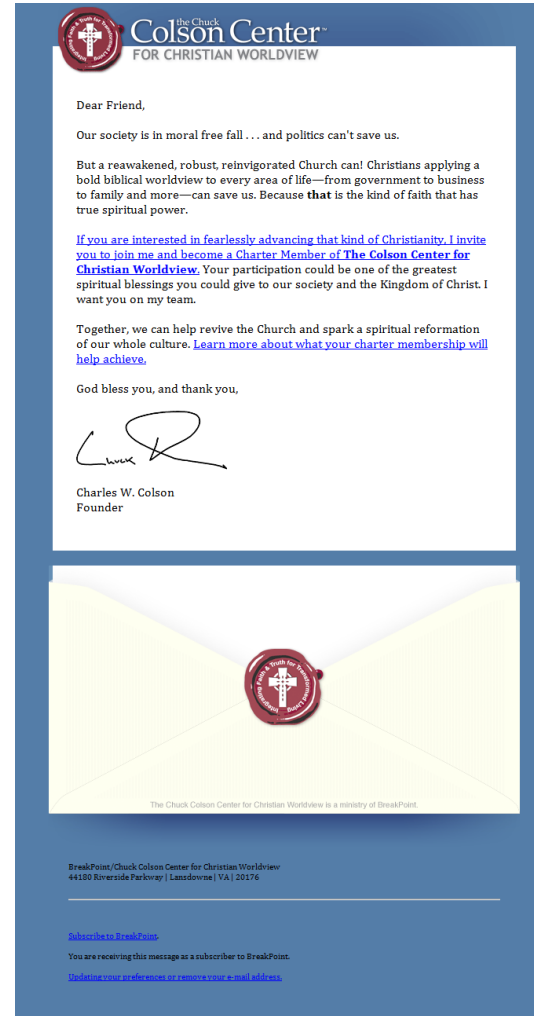
- Research Partner: Colson Center
- Longform Email
- Shortform Landing Page
- The ask is made in the Email

# Email Copy Length

## Tested Elements:

- Shortform Email copy
- Longform Landing Page copy
- The ask is made on the Landing Page

## Treatment



The Colson Center  
FOR CHRISTIAN WORLDVIEW

Dear Friend,


Our society is in moral free fall . . . and politics can't save us.

But a reawakened, robust, reinvigorated Church can! Christians applying a bold biblical worldview to every area of life—from government to business to family and more—can save us. Because **that** is the kind of faith that has true spiritual power.

[If you are interested in fearlessly advancing that kind of Christianity, I invite you to join me and become a Charter Member of The Colson Center for Christian Worldview.](#) Your participation could be one of the greatest spiritual blessings you could give to our society and the Kingdom of Christ. I want you on my team.

Together, we can help revive the Church and spark a spiritual reformation of our whole culture. [Learn more about what your charter membership will help achieve.](#)

God bless you, and thank you,



Charles W. Colson  
Founder

The Chuck Colson Center for Christian Worldview is a ministry of BreakPoint.

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Our mission is to build a movement of Christians committed to living and defending Christian worldview.


### Make a Contribution to The Colson Center



The Colson Center: A Force for Effective, Intelligent, Strategic Christian Influence in Our Society

You can help Chuck change lives, churches, communities, nations, and our times by becoming a Charter Member today.

Join now and get Chuck and Emily Colson's moving book *Dancing With Max*, about how Chuck's grandson helped show his family—in a special way—how the Christian worldview is not just theory but touches every corner of our lives! It is truly inspirational.






**Donation**

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Country  United States  
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Street Address 2   
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State  -Choose-  
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### The Colson Center: Join the Great Adventure of Our Time

Imagine an America in which informed Christians and a revitalized Church begin to strongly influence the **most strategic areas** of our society.

Chuck Colson is inviting you to join him in working for nation-shaping reformation by becoming a **Charter Member of The Colson Center today**.

The Colson Center is a ministry launched by Chuck and some of the best thinkers and communicators in Christianity with this vision in mind:

**To launch and sustain a vast, vibrant, powerful movement of Christians from across denominational and confessional lines who will work together to bring Christian truth to bear in every area of life and culture.**

We must grow a **movement**—and do it immediately—that trains large numbers of pastors, leaders, and lay Christians to (1) **Know** what they believe, (2) **Defend** what they believe, and (3) **Live** it out in every area of life and culture.

This movement has already begun—but urgently needs more Christians like you to take it to the next level.

Colson Center Charter Members are a group that is committed to **reawakening the Church and our society for Jesus Christ**. And we want you as part of this select team.

As a Charter Member of The Colson Center, you will personally **join the great adventure of our time**: revitalizing the Church and our culture. Your membership will include:

- Invitations to special Colson Center events in your area or elsewhere
- Regular special communications from me and The Colson Center team of experts
- Notification of resources such as articles, web broadcasts, and resources such as books, DVDs, or CDs that we develop or recommend
- Merchandise discounts on purchases of curriculum and some books

**And with your response today, we will send you the book *Dancing With Max*,** written by Chuck and his daughter, Emily, about the spiritual transformation brought to their family by Emily's son (Chuck's grandson) Max, who is autistic.

This book is a perfect antidote to the heartless, throwaway culture of abortion, euthanasia, and health care rationing into which we are descending. *Dancing With Max* will help you or a friend see how the Christian worldview isn't just an abstract intellectual platform—it speaks to the core of what makes us human. It's the kind of story that can change lives . . . and help reclaim a society.

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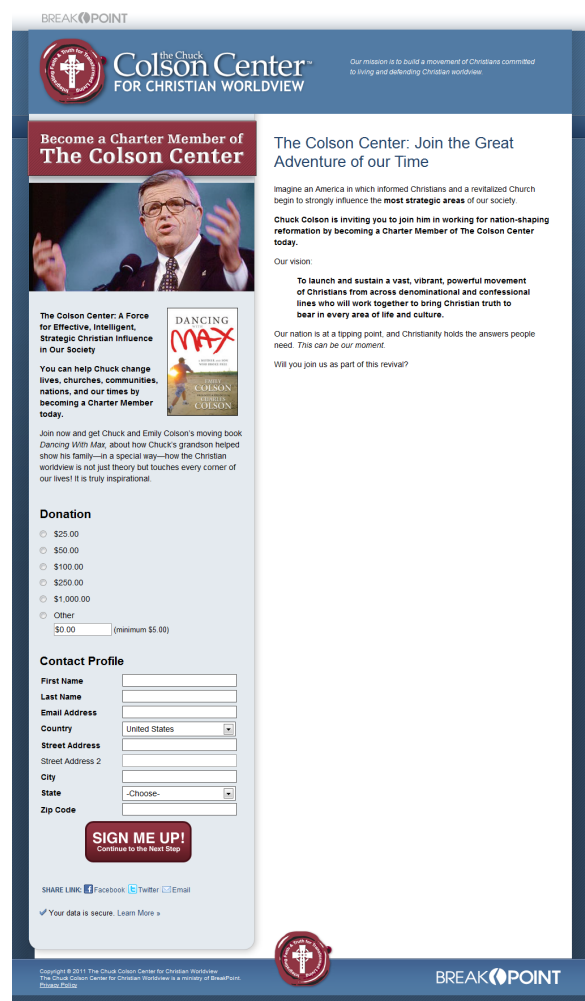
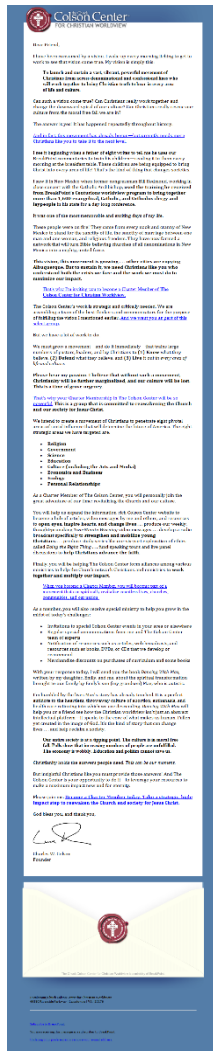
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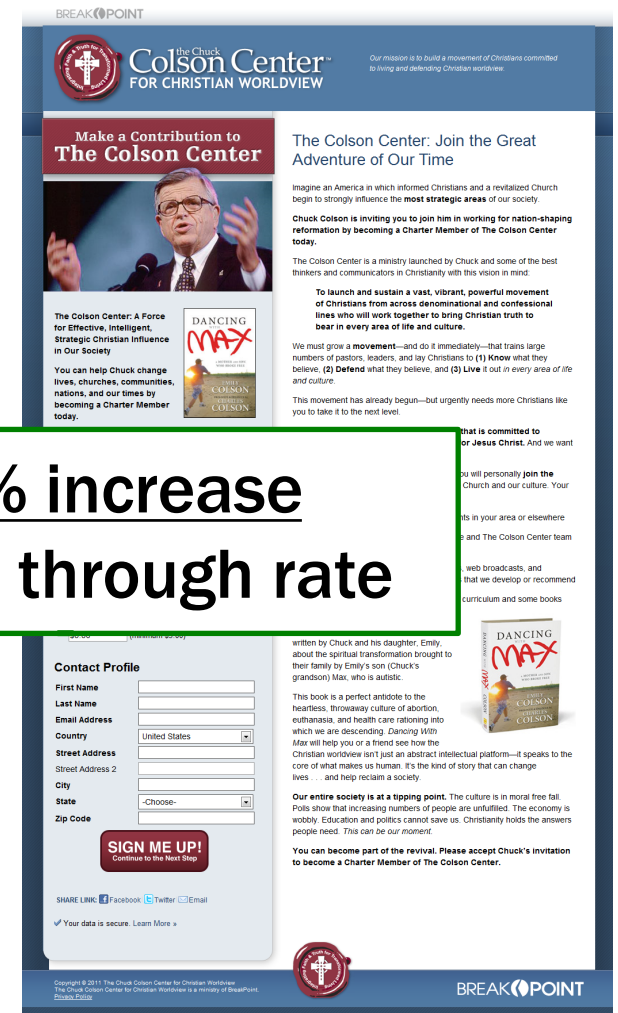


# Email Copy Length

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## Treatment



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**The Chuck Colson Center™**  
FOR CHRISTIAN WORLDVIEW

Our mission is to build a movement of Christians committed to living and defending Christian worldview.

## Become a Charter Member of The Colson Center

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Will you join us as part of this revival?

### Donation

☐ \$25.00  
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 (minimum \$5.00)

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Last Name	<input type="text"/>
Email Address	<input type="text"/>
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Street Address	<input type="text"/>
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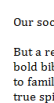
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Dear Friend,


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God bless,

  
Charles Colson  
Founder

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The Colson Center: A Force  
for Effective, Intelligent,  
Strategic Christian Influence  
in Our Society

You can help Chuck change  
how churches communicate

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To launch and sustain a **vast, vibrant, powerful movement** of Christians from across denominational and confessional lines who will work **together** to bring Christian truth to **bear in every area of life and culture.**

We must grow a **movement**—and do it immediately—that trains large numbers of pastors, leaders, and lay Christians to (1) **Know** what they believe, (2) **Defend** what they believe, and (3) **Live** out in every area of life and culture.

...ity needs more Christians like

that is committed to  
or Jesus Christ. And we want

to will personally join the  
Church and our culture. Your

its in your area or elsewhere  
and The Colson Center team

web broadcasts, and  
that we develop or recommend  
curriculum and some books

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Last Name

Email Address

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Street Address

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Chuck Colson

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# Email Copy Length



1,209% increase in email clickthrough

Version	CTR	Relative Diff	Stat Confidence
C: Longform Email	0.99%		
T1: Shortform Email	13.0%	1,209.2%	100%

## Key Learning:



By using shorter copy in the email, we reduced friction in the treatment which led to an increase in clickthrough of 1,209%



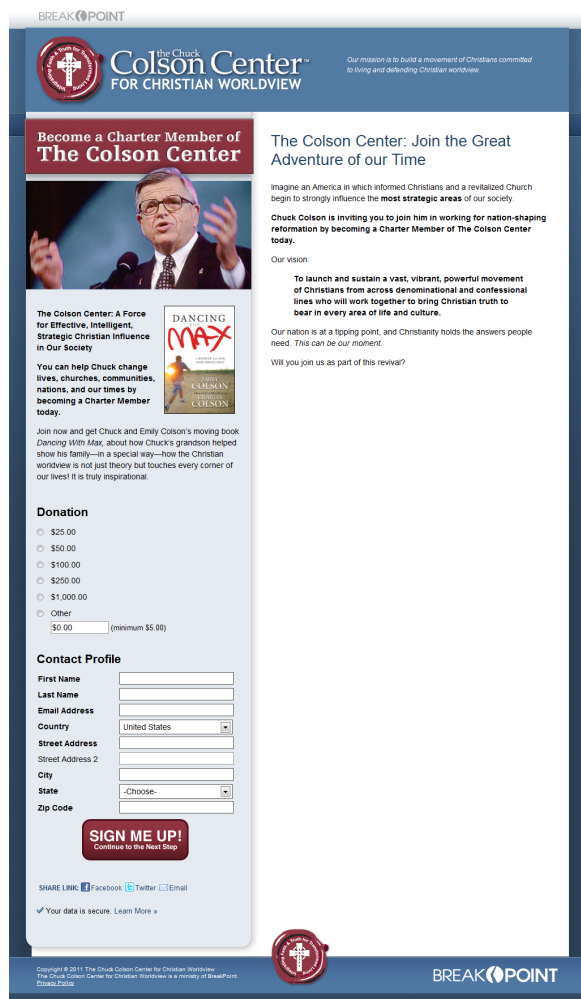
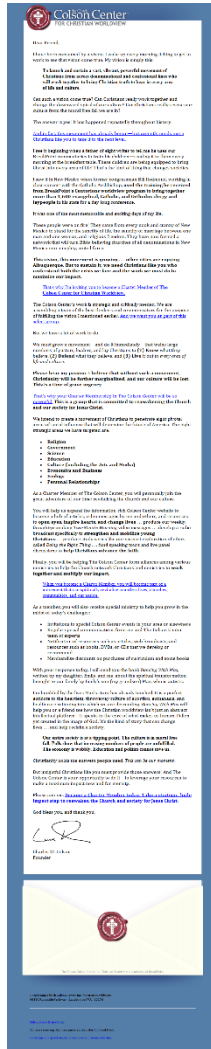
# RETEST of EXP ID: 2555

Experiment ID: #106



# Email Copy Length Retest

## Control



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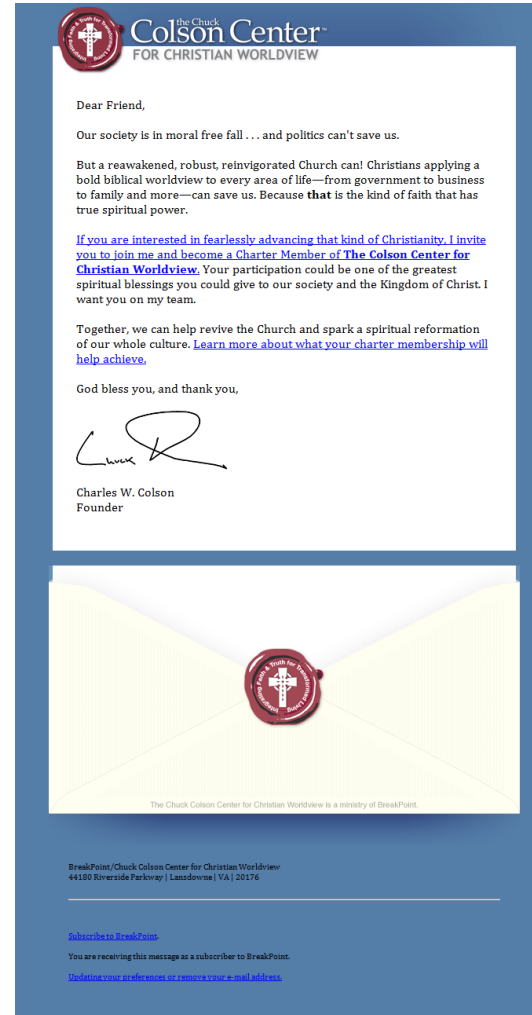
- Research Partner: Colson Center
- Longform Email
- Shortform Landing Page
- The ask is made in the Email
- This is a retest of a previous experiment which showed no marked affect on donation conversion


# Email Copy Length

## Tested Elements:

- Shortform Email copy
- Longform Landing Page copy
- The ask is made on the Landing Page
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## Treatment



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FOR CHRISTIAN WORLDVIEW

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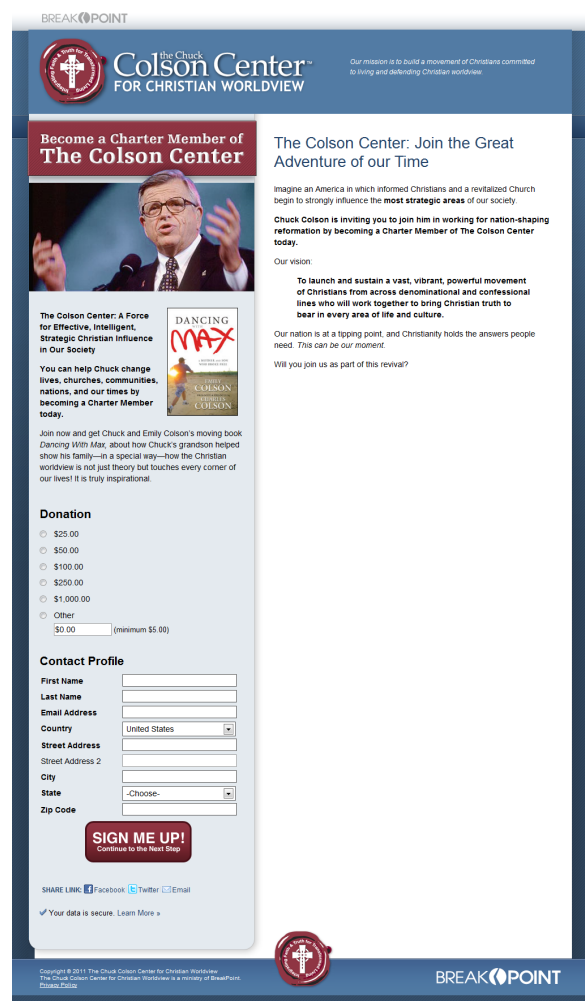
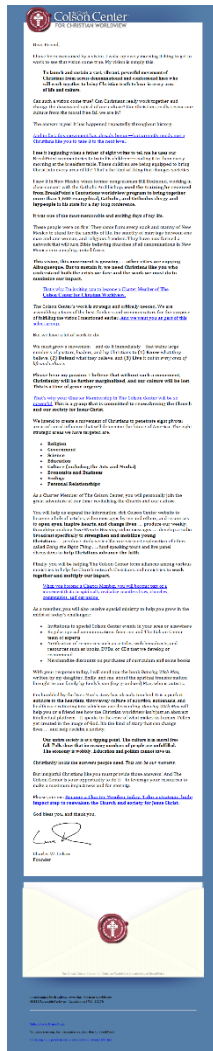


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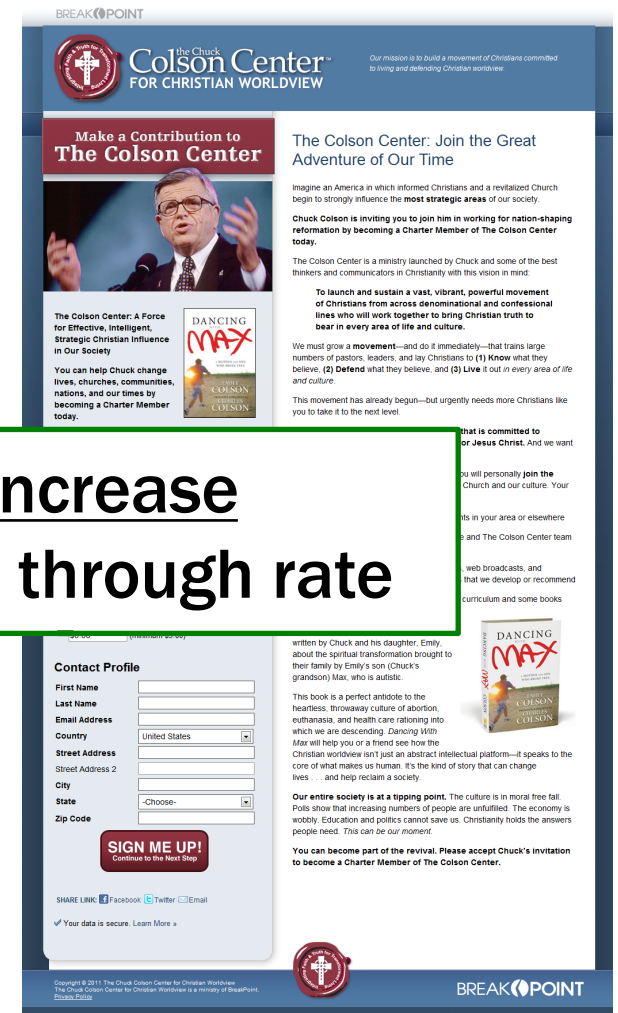
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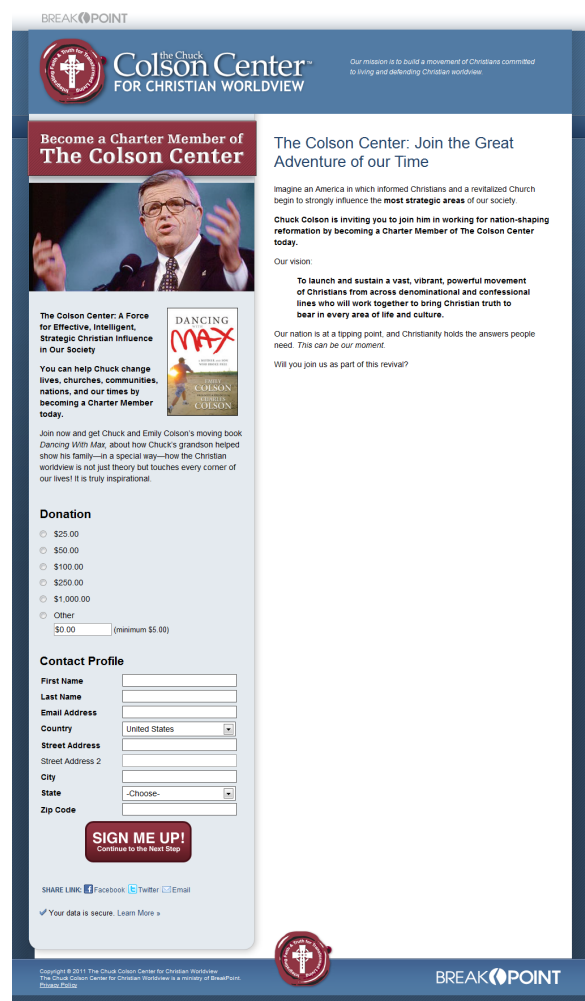
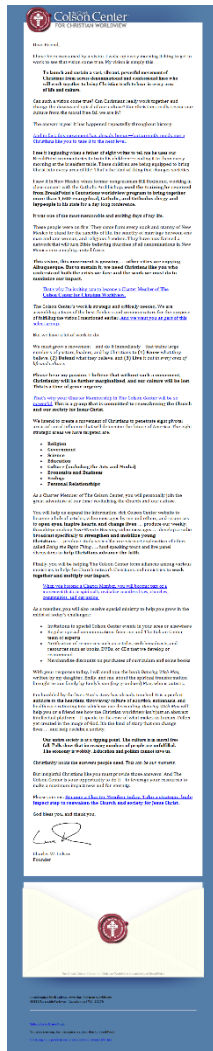


## Treatment

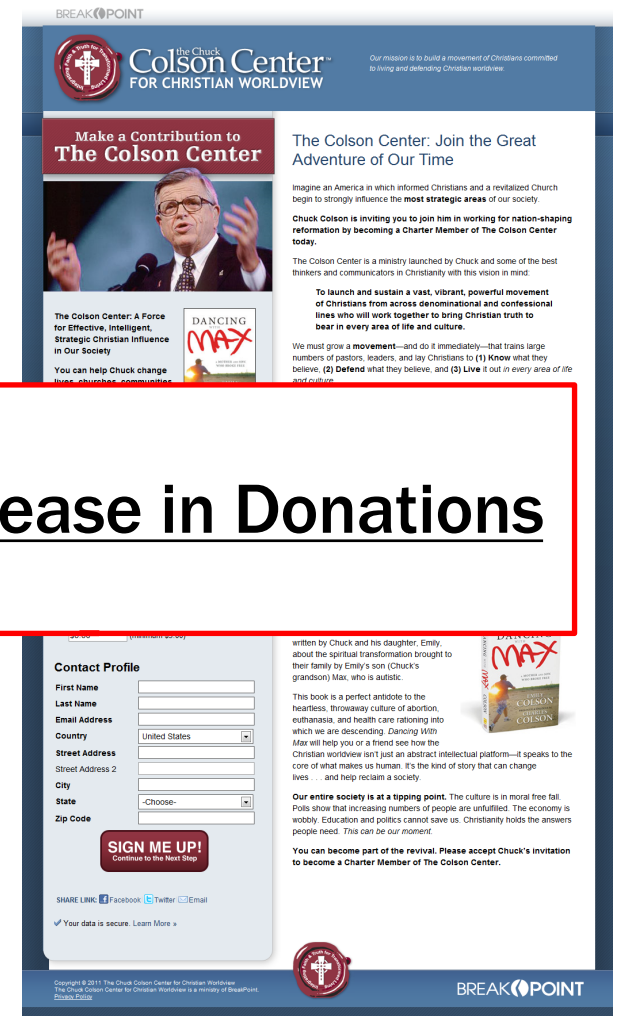


# Email Copy Length

## Control



## Treatment



30.3% Decrease in Donations

# Email Copy Length



30.3% decrease in donations

Version	Donation Conversion	Relative Diff	Stat Confidence
C: Longform Email	0.92%		
T1: Shortform Email	0.64%	-30.3%	100%

## Key Learning:



By using shorter copy in the email, we increased clickthrough by 117%, but decreased donations by 30.3%.



# What Did We Learn?




## 3 Key Learnings from this experiment:

- ✓ Always validate data, and make sure you are validating the ultimate conversion goal.
- ✓ The learnings are often more valuable than the lift.
- ✓ For some organizations, the messenger trumps the message.

# Email Copy Length

## Control






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## Become a Charter Member of The Colson Center



The Colson Center: A Force for Effective, Intelligent, Strategic Christian Influence in Our Society

You can help Chuck change lives, churches, communities, nations, and our times by becoming a Charter Member today.

Join now and get Chuck and Emily Colson's moving book *Dancing With Max*, about how Chuck's grandson helped show his grandfather a spiritual way—how The Christian



## The Colson Center: Join the Great Adventure of our Time

Imagine an America in which informed Christians and a revitalized Church begin to strongly influence the **most strategic areas** of our society.

**Chuck Colson is inviting you to join him in working for nation-shaping reformation by becoming a Charter Member of The Colson Center today.**

Our vision:

To launch and sustain a vast, vibrant, powerful movement of Christians from across denominational and confessional lines who will work together to bring Christian truth to bear in every area of life and culture.

Our nation is at a tipping point, and Christianity holds the answers people need. This can be our moment.



Will you join us as part of this revival?

City  
  
State  
 - Choose -  
  
Zip Code

**SIGN ME UP!**  
Continue to the Next Step


SHARE LINK Facebook Twitter Email

✓ Your data is secure. Learn More »




## Treatment



the Chuck Colson Center™  
FOR CHRISTIAN WORLDVIEW

Our mission is to build a movement of Christians committed to living and defending Christian worldview.

## Make a Contribution to The Colson Center



**The Colson Center: A Force for Effective, Intelligent, Strategic Christian Influence in Our Society**

You can help Chuck change lives, churches, communities, nations, and our times by becoming a **Charter Member** today.

Join now and get Chuck and Emily Colson's moving book *Dancing With Mar*, about how Chuck's grandson helped

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Imagine an America in which informed Christians and a revitalized Church begin to strongly influence the **most strategic areas** of our society.

**Chuck Colson is inviting you to join him in working for nation-shaping reformation by becoming a Charter Member of The Colson Center today.**

The Colson Center is a ministry launched by Chuck and some of the best thinkers and communicators in Christianity with this vision in mind.

**To launch and sustain a vast, vibrant, powerful movement of Christians from across denominational and confessional lines who will work together to bring Christian truth to bear in every area of life and culture.**

We must grow a **movement**—and do it immediately—that trains large numbers of pastors, leaders, and lay Christians to (1) **Know** what they believe, (2) **Defend** what they believe, and (3) **Live it out** in every area of life and culture.

This movement has already begun—but urgently needs more Christians like you to take it to the next level.

Colson Center Charter Members are a group that is committed to **reawakening the Church and our society for Jesus Christ**. And we want you as part of this select team.

As a Charter Member of The Colson Center, you will personally **join the great adventure of our time**: revitalizing the Church and our culture. Your membership will include:

- Invitations to special Colson Center events in your area or elsewhere
- Regular special communications from me and The Colson Center team of experts
- Notification of resources such as articles, web broadcasts, and resources such as books, DVDs, or CDs that we develop or recommend
- Merchandise discounts on purchases of curriculum and some books

**And with your response today, we will send you the book *Dancing With Mar***, written by Chuck and his daughter, Emily, about the spiritual transformation brought to their family by Emily's son (Chuck's grandson) Mar, who is autistic.


The book is a perfect antidote to the heartless, throwaway culture of abortion, euthanasia, and health care rationing into which we are descending. *Dancing With Mar* will help you or a friend see how the Christian worldview isn't just an abstract intellectual platform—it speaks to the core of what makes us human. It's the kind of story that can change lives . . . and help reclaim a society.

**Our entire society is at a tipping point.** The culture is in moral free fall. Polls show that increasing numbers of people are unfilled. The economy is wobbly. Education and politics cannot save us. Christianity holds the answers people need. *This can be our moment.*

**You can become part of the revival. Please accept Chuck's invitation to become a Charter Member of The Colson Center.**

**help achieve:**

God bless you, and thank you,



Charles W. Colson  
Founder

City

State


Zip Code

**SIGN ME UP!**  
Continue to the Next Step

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The Chuck Colson Center for Christian Worldview is a ministry of BreakPoint Ministries, Dallas



BREAKPOINT

# Three Key Learnings



1. “Best Practices” do not exist
2. When testing, make sure that you are validating the ultimate conversion goal
3. The messenger is more important than the message.

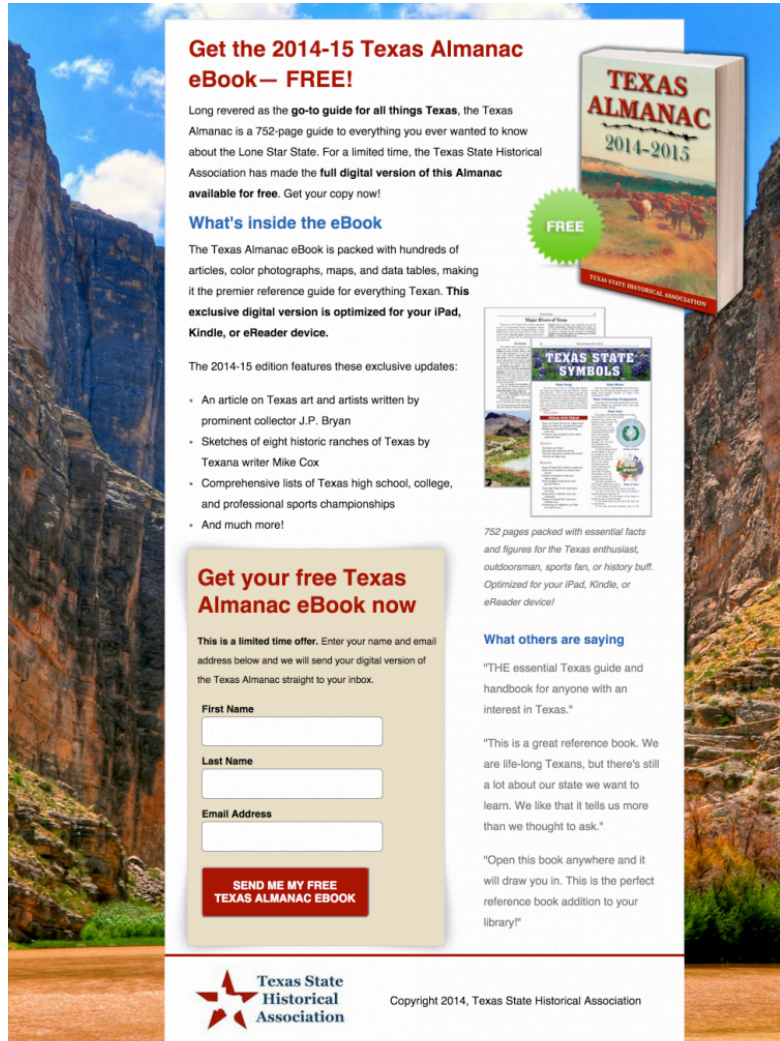


# **How the force of the value proposition affects email acquisition and instant donor conversion**

**Experiment IDs: #142, 153, 213**

# Name Acquisition via Content Mktg.

## Control

The image shows a promotional webpage for the 2014-2015 Texas Almanac eBook. The page features a scenic background of a canyon. On the left, there is a text block with the headline "Get the 2014-15 Texas Almanac eBook— FREE!" and a paragraph describing the book as a 752-page guide. Below this is a section titled "What's inside the eBook" listing various features. On the right, there is a 3D rendering of the book cover and a smaller thumbnail of a page titled "TEXAS STATE SYMBOLS". A green starburst graphic with the word "FREE" is placed near the book cover. At the bottom left, there is a registration form with fields for "First Name", "Last Name", and "Email Address", followed by a red button that says "SEND ME MY FREE TEXAS ALMANAC EBOOK". The Texas State Historical Association logo is at the bottom left, and the copyright notice "Copyright 2014, Texas State Historical Association" is at the bottom center.

**Get the 2014-15 Texas Almanac eBook— FREE!**

Long revered as the go-to guide for all things Texas, the Texas Almanac is a 752-page guide to everything you ever wanted to know about the Lone Star State. For a limited time, the Texas State Historical Association has made the full digital version of this Almanac available for free. Get your copy now!

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First Name

Last Name

Email Address

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**TEXAS ALMANAC 2014-2015**

**FREE**

**TEXAS STATE SYMBOLS**

752 pages packed with essential facts and figures for the Texas enthusiast, outdoorsman, sports fan, or history buff. Optimized for your iPad, Kindle, or eReader device!

**What others are saying**

"THE essential Texas guide and handbook for anyone with an interest in Texas."

"This is a great reference book. We are life-long Texans, but there's still a lot about our state we want to learn. We like that it tells us more than we thought to ask."

"Open this book anywhere and it will draw you in. This is the perfect reference book addition to your library!"

 Texas State Historical Association

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## Background:

- Client: Texas State Historical Association
- Free PDF download of Texas Almanac
- Traffic driven from Facebook ads and organic website visitors via banners
- Goal is to acquire email addresses and convert to a donor on the subsequent page



# Name Acquisition via Content Mktg.

## Treatment #1

### Tested Elements:

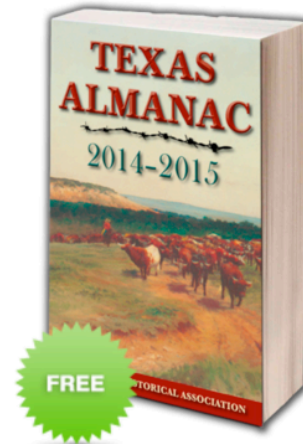
- Simplified design
- Removed descriptions of almanac history and contents
- Removed 3<sup>rd</sup> party quotes
- Moved form closer to the top

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#### Get your Texas Almanac

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email Address	
<input type="text"/>	

SEND ME MY FREE  
TEXAS ALMANAC EBOOK



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Experiment ID: #142

# Name Acquisition via Content Mktg.

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Texas State

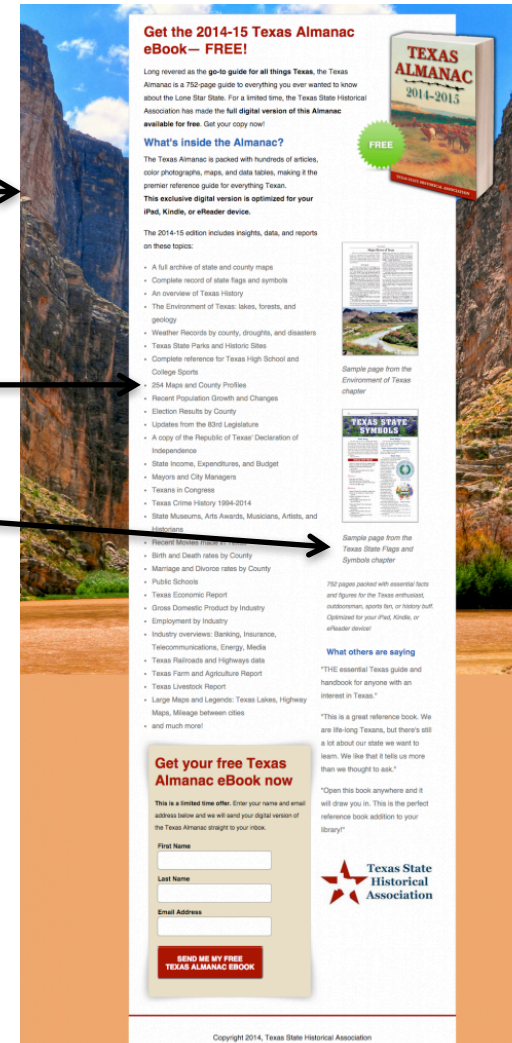
**20.4% decrease in names acquired**

# Name Acquisition via Content Mktg.

## Treatment #2

### Tested Elements:

- Same design as the control
- Added additional descriptions of content in almanac
- More descriptions of the images show
- Pushed name acquisition form further down the page



Experiment ID: #153



# Name Acquisition via Content Mktg.

## Control

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## Treatment #2

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The 2014-15 edition includes insights, data, and reports on these topics:

- A full archive of state and county maps
- Complete record of state flags and symbols
- An overview of Texas history
- The Environment of Texas: lakes, forests, and geology
- Weather Records by county, droughts, and disasters
- Texas State Parks and Historic Sites
- Complete reference for Texas High School and College Sports
- 254 Maps and County Profiles

**TEXAS ALMANAC 2014-2015**

**FREE**

**Sample page from the Environment of Texas chapter**

**6.3% decrease in names acquired**

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# Name Acquisition via Content Mktg.

## Treatment #3

### Tested Elements:

- Additional simplification of design with emphasis placed on almanac image
- Summary of content instead of specific pieces of content
- Moved form placement and brought it to the top



Experiment ID: #213



# Name Acquisition via Content Mktg.

## Control

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## Treatment #3

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Inside the 752-page full color, go-to guide for all things Texas, you will discover:

- ✓ The REAL Friday Night Lights — complete reference for Texas High School and College Sports
- ✓ Over 250 state and county maps
- ✓ Detailed history of crime in Texas
- ✓ And much more!

**Get your Texas Almanac**

First Name

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**Texas State Historical Association**

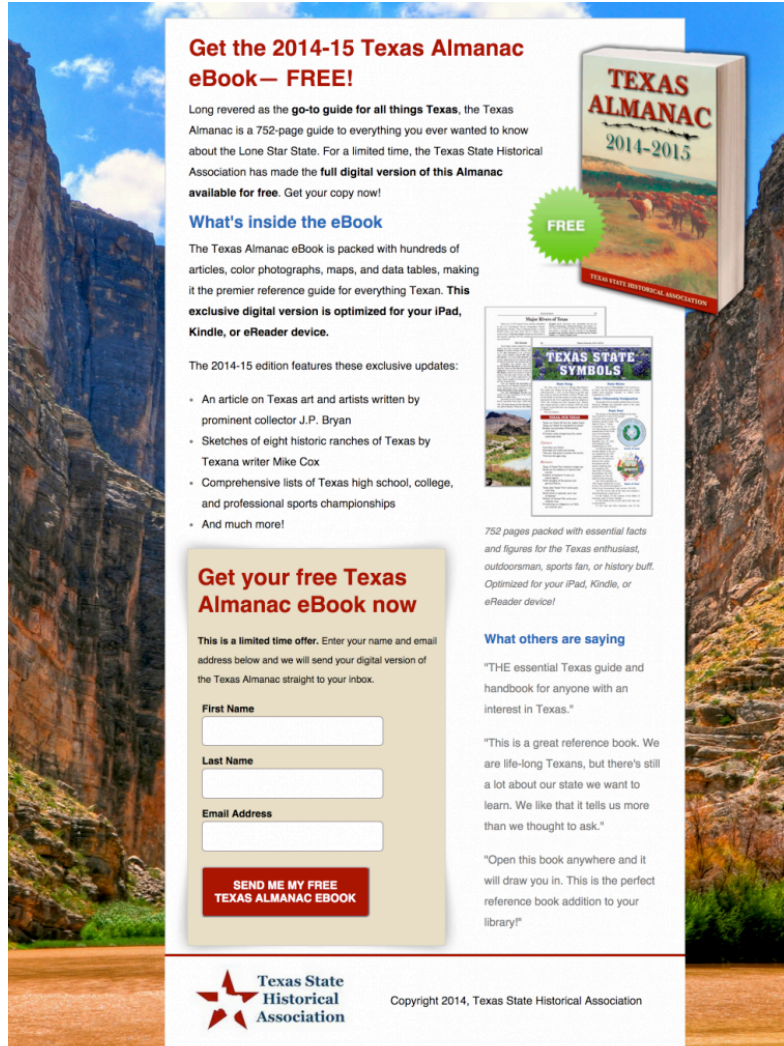
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**6.3% decrease**  
**in names acquired**

# Name Acquisition via Content Mktg.

## Control



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**However... 86.0% increase in new donors acquired**

# Name Acquisition via Content Mktg.



86.0% increase in new donors acquired

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	0.3%		
Treatment #3	0.5%	86.0%	97.7%

Key Learning:



We must look at the entire funnel when determining test winners.  
By making the name acquisition offer TOO appealing, we may have distracted the visitor from our instant donation conversion opportunity.



# **Popular design technique impact conversion rate.**

Experiment ID: #779

# Popular Design Experiment

## Control

The Heritage Foundation

23 07 55 05

23 days left to double your gift!

GOAL: \$1,000,000

\$1,794

### The Heritage Foundation Board Challenge

The Heritage Foundation is closing up to the destructive liberal policies that threaten our country's future. We will no longer allow them to exist in the free world. We are fighting back with the goal of restoring the conservative, limited government class of our country.

Together, we will:

- Turn the tide on liberal messaging that has branded conservatives as greedy, racist, sexist extremists, etc.
- Communicate principled, forward-looking to the American people and the lawmakers who represent us in Capitol Hill

### A blueprint for conservative victory

The Heritage Foundation's American Perceptions Initiative is our new blueprint for a broader conservative plan that will determine:

- The issues where liberals are most vulnerable
- The tactics and strategies we can use to respond to liberal attacks in ways that put them on the defensive and keep them there
- How to create the broad positive view of conservatives and our ideas
- The language that is the most effective when we talk to Americans about government values, and solutions to our nation's problems

### Conservative Americans need a message

Millions of Americans are conservative at heart, but they are attacked directly throughout as conservatives because of the combination of bias been given to the liberal media.

**They may not know the intricate ins-and-outs of politics and policies, but they understand the undeniable state of our country, and they are now big government and liberal have taken us again and again, on issue after issue.**

Now is the time to reach these disaffected people with a strong, credible voice and the conservative solutions that we know will work. The Heritage Foundation is the voice.

### Why your support for the American Perceptions Initiative is critical

Every one of our hundreds of thousands of Heritage members must get behind this critical initiative—with a financial contribution and a willingness to stand for your principles.

Heritage's Board of Trustees thinks the American Perceptions Initiative is so essential that they decided to challenge members like you to contribute \$2 million by July 2016. And thanks to their generosity, your gift is worth double.

So your gift of \$100 is worth \$200 to Heritage and your gift of \$75 is worth \$150.

It's that important to our future.

Make your contribution today, and it will be worth double to Heritage. Thank you for your support.

### Double My Impact Today

**Your donation**

☐ \$25.00

☒ \$50.00

☐ \$100.00

☐ \$250.00

☐ \$500.00

☐ \$750.00

☐ \$1,000.00

☐ Other  (minimum \$2.00)

**Your information**

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip Code

**Secure credit card payment**

Credit Card Number

Expiration Date

Expiration Year

**DOUBLE MY GIFT +**

✓ Your data is secure. [Learn More](#)

RECENT MEDIA APPEARANCES

THE FOX NEWS TOWNHALL THE WASHINGTON TIMES

40

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## Background:

- Research Partner: The Heritage Foundation
- Annual Board Match Campaign
- Control uses long form copy, simple, one-column design
- Donation form is at the end of the experience



# Control



**16** **14** **11** **02**  
DAYS HOURS MINUTES SECONDS

16 days left to double your gift!



## The Heritage Foundation

# Board Challenge

The Heritage Foundation is standing strong for the true, conservative ideals of our founding fathers . . . holding fast against the destructive policies of the liberal Left that threaten our future. Together, we will:

1. Turn the tide on false liberal messaging that has branded conservatives as greedy, mean-spirited extremists, and
2. Communicate insightful, honest truth to the American people and the Congressmen and women who represent us on Capitol Hill

**The Heritage Foundation's American Perceptions Initiative is the blueprint for a master communication plan that will determine:**

- The issues where liberals are most vulnerable
- The terms and perspectives we can use to respond to liberal attacks in ways that put them on the defensive and keep them there
- How to create the most positive view of conservatives and our ideas
- The language that is the most effective when we talk to Americans about government, values, and solutions to our nation's problems

Millions of Americans are conservative at heart, but they are afraid to brand themselves

Millions of Americans are conservative at heart, but they are afraid to brand themselves with that label because of the connotations it has been given by the liberal media. *They may not know the intricate ins-and-outs of politics and policies, but they understand the deplorable state of our country. And they see how the government has failed us again and again, on issue after issue.*

Now is the time to reach these disillusioned people with a strong, credible voice and the conservative solutions that we know will work. The Heritage Foundation is that voice.

**We are asking you to support this initiative now.**

Every one of our hundreds of thousands of Heritage Members must get behind this critical initiative—with a financial contribution and a willingness to stand for truth. *It's that important to our future.*

Key members of our Board of Trustees think the American Perceptions Initiative is so essential that they decided to match every dollar given until July 31st, up to \$2 million dollars.

# Double My Impact Today

## Your donation

- ☐ \$25.00
- ☐ \$50.00
- ☐ \$100.00
- ☐ \$250.00
- ☐ \$500.00
- ☐ \$750.00
- ☐ \$1,000.00
- ☐ Other

(minimum \$2.00)

## Your information

First Name

<b>Country</b>	<input type="text" value="United States"/>
<b>Street Address</b>	<input type="text"/>
<b>Street Address 2</b>	<input type="text"/>
<b>City</b>	<input type="text"/>
<b>State</b>	<input type="text" value="-Choose-"/>
<b>Zip Code</b>	<input type="text"/>

## Secure credit card payment

<b>Credit Card Number</b>	<input type="text"/>
<b>Verification Code</b>	<input type="text"/>
<b>Expiration Month</b>	<input type="text" value="-Choose-"/>
<b>Expiration Year</b>	<input type="text" value="-Choose-"/>

**DOUBLE MY GIFT ▶**

✓ Your data is secure. [Learn More »](#)



# Popular Design Experiment

## Treatment

### Tested Elements:

- “Hero Shot” image and donation form is dominant
- Shorter form copy
- Donation Form above the fold

The screenshot shows a donation page for 'The Heritage Foundation Board Challenge'. At the top, there's a progress bar showing '23 08 45 15' in days, hours, minutes, and seconds. The main header features the Heritage Foundation logo and the title 'The Heritage Foundation Board Challenge'. Below this, a large hero image of Jim DeMint is visible on the right. The central focus is a donation form titled 'Double My Impact Today'. It includes a 'Your donation' section with buttons for \$25, \$50, \$100, \$250, \$500, \$750, and \$1000, plus a custom input field for \$50. To the right of the form, a text box shows 'Help Jim DeMint and Heritage reach the Board's challenge of \$2 million' and a progress bar at '\$7,242'. Below the donation section is the 'Enter Billing Information' form, which includes fields for First Name, Last Name, Email Address, Country (set to United States), Street Address, City, State (dropdown), and Zip Code. At the bottom is the 'Enter Payment Information' section, featuring logos for Visa, MasterCard, American Express, and Discover, along with fields for Credit Card Number, Verification Code, Expiration Month, and Expiration Year. On the right side of the page, there's a sidebar with the text '23 days left to double your gift!' and a brief description of the American Perceptions Initiative. The footer contains copyright information for 2013 and links to 'State Registration Disclosures'.

# Treatment



1 2 2 3 4 9 5 8  
DAYS HOURS MINS SECS

The Heritage Foundation  
**Board Challenge**

**Double My Impact Today**

# Double My Impact Today

## Select an Amount

\$15

\$35

\$50

\$100

\$250

\$500

\$1,000

Other Amount

☐ Make this a monthly recurring donation.

## Enter Billing Information

First Name:

Last Name:

Address:

City:

State:

Zip Code:

**Help Jim DeMint and  
Heritage reach the Board's  
challenge of \$2 Million**

**\$1,800,600**

***12 days left  
to double your gift!***

The Heritage Foundation's American Perceptions Initiative is the blueprint for a master communication plan that will determine the issues where liberals are most vulnerable and how we can win the hearts and minds of disillusioned Americans over to conservative principles and values.

City:  State:  Zip Code:

Please Select

Email:  Phone:

### Enter Payment Information



Card Number:

Expiration Date:   Security Code:

**Double My Gift**

Americans over to conservative principles and values.

Key members of our Board of Trustees think the American Perceptions Initiative is so essential that they decided on a \$2 million challenge to rally Heritage Members like you. **Simply put, every dollar you give will be worth double to Heritage. But the matching challenge deadline is July 31, so please make your best gift now.**

**The Heritage Foundation  
Board Challenge**

## A blueprint for conservative victory

## Conservative Americans need a message

Double My Impact Today

**Treatment**

The Heritage Foundation

23 08 45 15  
DAYS HOURS MINUTES SECONDS

**\$7,242**



# Popular Design Experiment



75.2% Decrease in Donation Conversion

Version	Conv. Rate	Relative Diff	Stat Confidence
Control	11.0%		
Treatment	2.7%	-75.2%	100%

Key Learning:



By following the crowd and implementing popular design techniques we nearly gutted our campaign. Popular trends and **Design** “Best Practices” may be nothing more than applied ignorance.

# Key Principle: The goal of testing is to produce a learning

**So, what did we learn from this experiment?**

- Simply communicating the “what” is not enough– our donors need to understand the “why” first. Clarity trumps persuasion.
- Heritage donors are readers. The force of the value proposition can be increased by using more copy.
- “Best practices” are pooled ignorance. Just because everyone else is doing it one way, doesn’t mean it is the best way.



# The impact the fields on a form can have on conversion

Experiment #2112

# Impact of Form Fields

## Control

**Your Name**

First Name  Last Name

Email Address

Country

Street Address

Street Address 2

City  State

Zip Code

## Background:

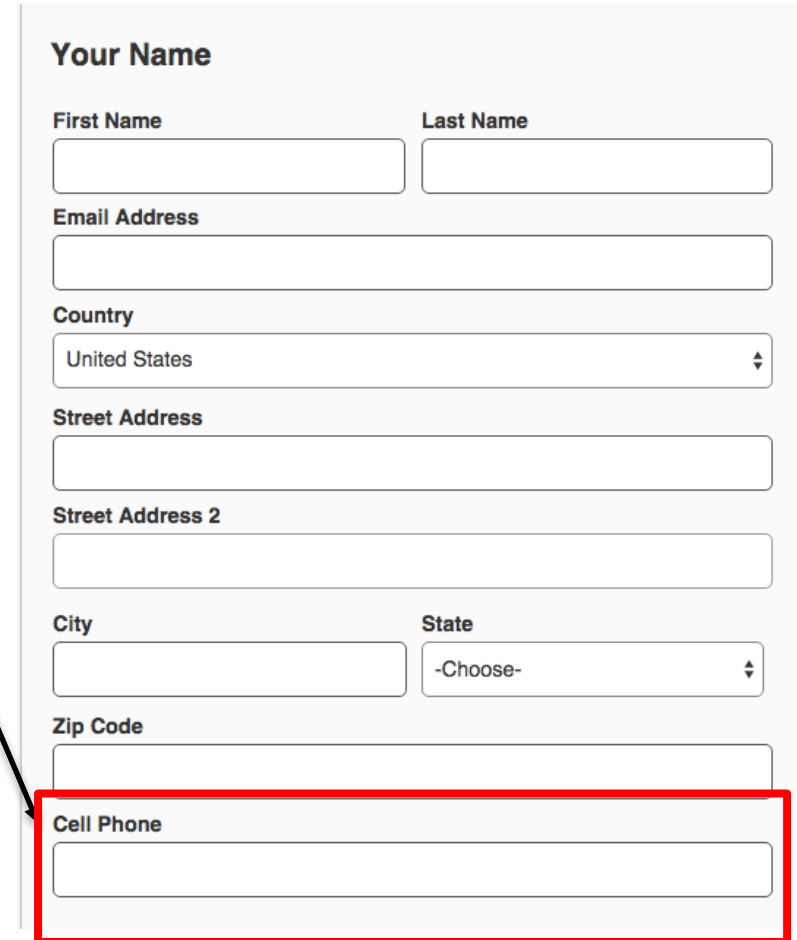
- Partner: Texas State Historical Association
- The member acquisition page for the Civil War eBook offer
- Page copy and form layout used with previous eBook offers

# Impact of Form Fields

## Treatment Changes:

- Added a required cell phone field

## Treatment



**Your Name**

First Name  Last Name

**Email Address**

**Country**

United States ▾

**Street Address**

**Street Address 2**

**City**  **State**

**Zip Code**

**Cell Phone**



# Impact of Form Fields

## Control

**Your Name**

First Name  Last Name

Email Address

Country

Street Address

Street Address 2

City  State

Zip Code


## Treatment

**Your Name**

First Name  Last Name

Email Address

Country

 **42.6% decrease  
in donor conversion**

City  State

Zip Code

Cell Phone

# Impact of Form Fields



**42.6% decrease in donor conversion**

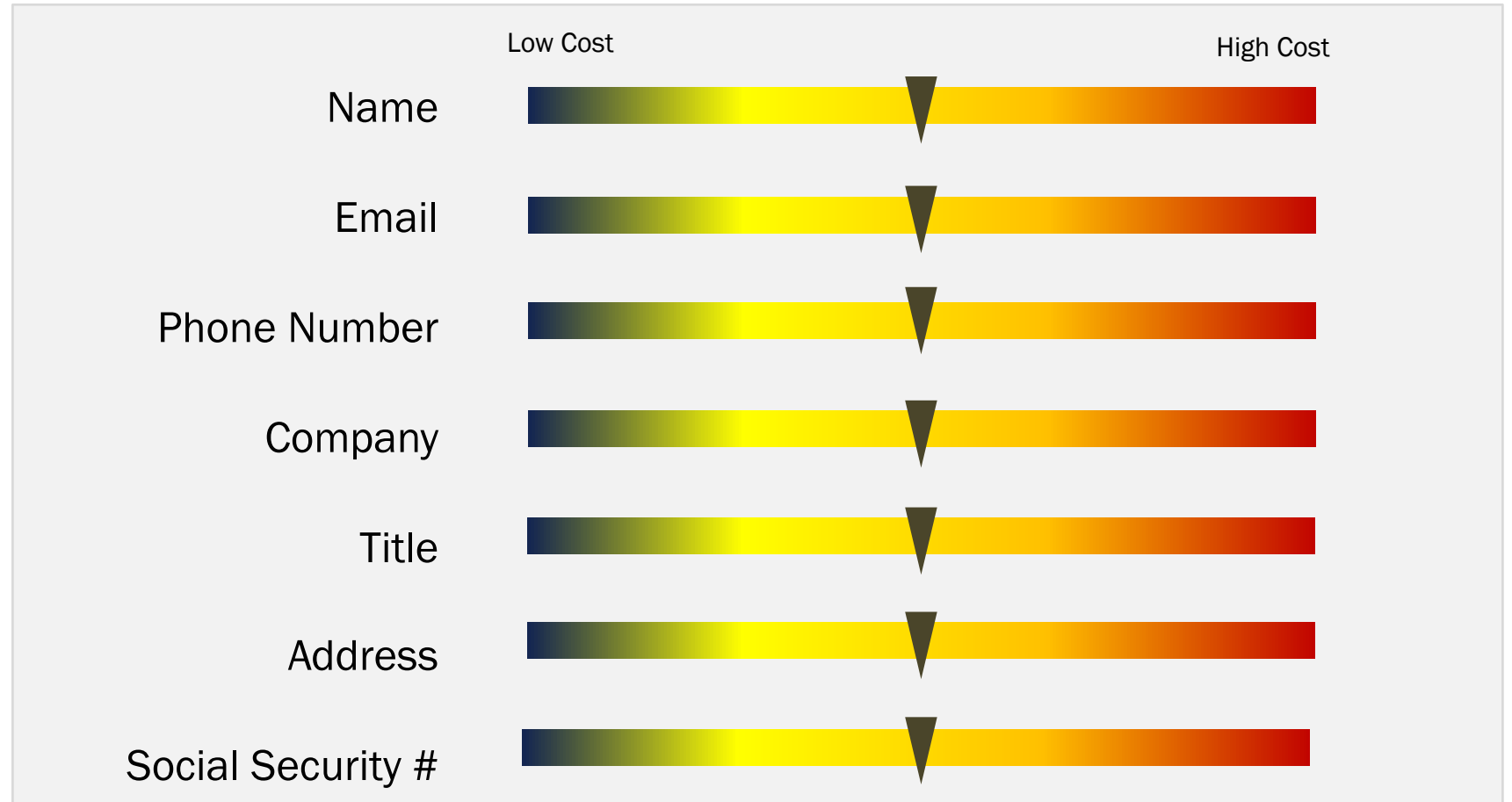
Version	Conv. Rate	Relative Diff	Stat Confidence
C: No Cell Phone	2.1%		
T1: Required Cell Phone	1.2%	-42.6%	97.8%

## Key Learning:



The required cell phone added a certain amount of “cost” to the offer (i.e. membership) that was higher than the perceived value in many potential donors’ minds.

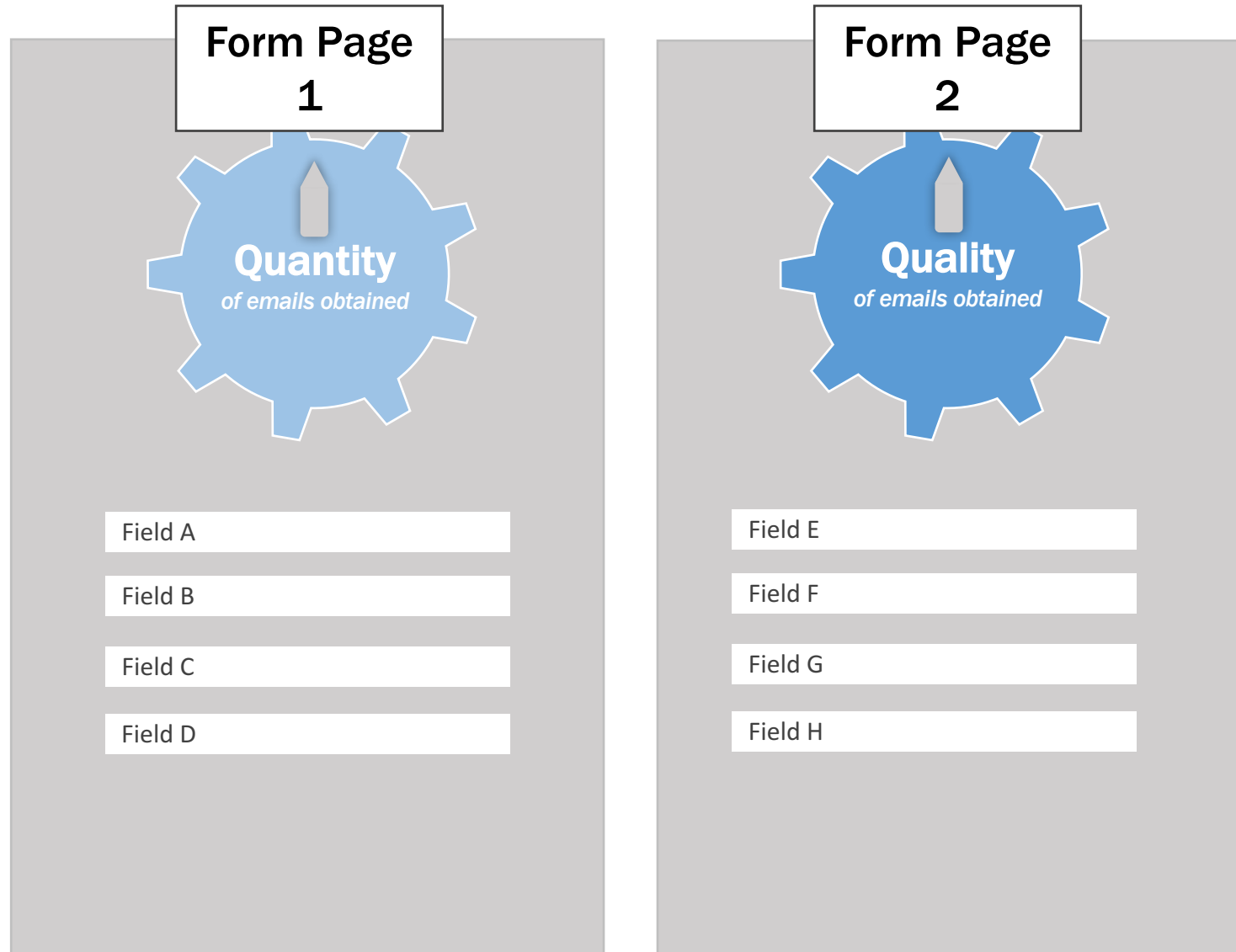
# Impact of Form Fields



# Impact of Form Fields

Friction can be adjusted to shape the quantity and quality of your list.

# Adjusting the Friction of Forms

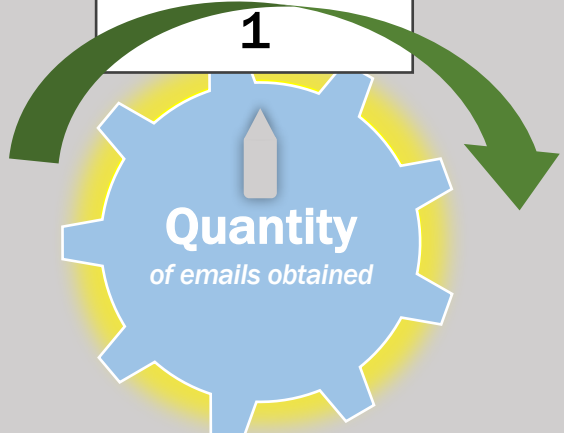




# Adjusting the Friction of Forms

Increase  
**Quantity**  
by  
**Reducing Fields  
on Form Page  
1**

Form Page  
1




Field A

Field B

Field C

Field D

Form Page  
2



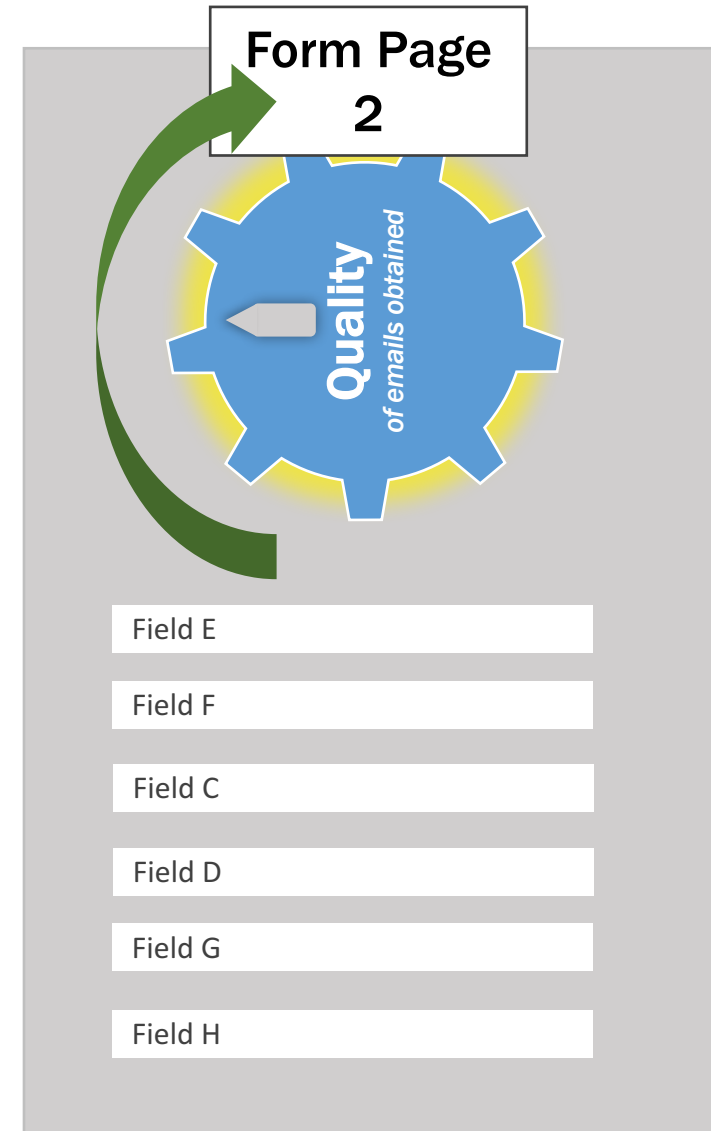
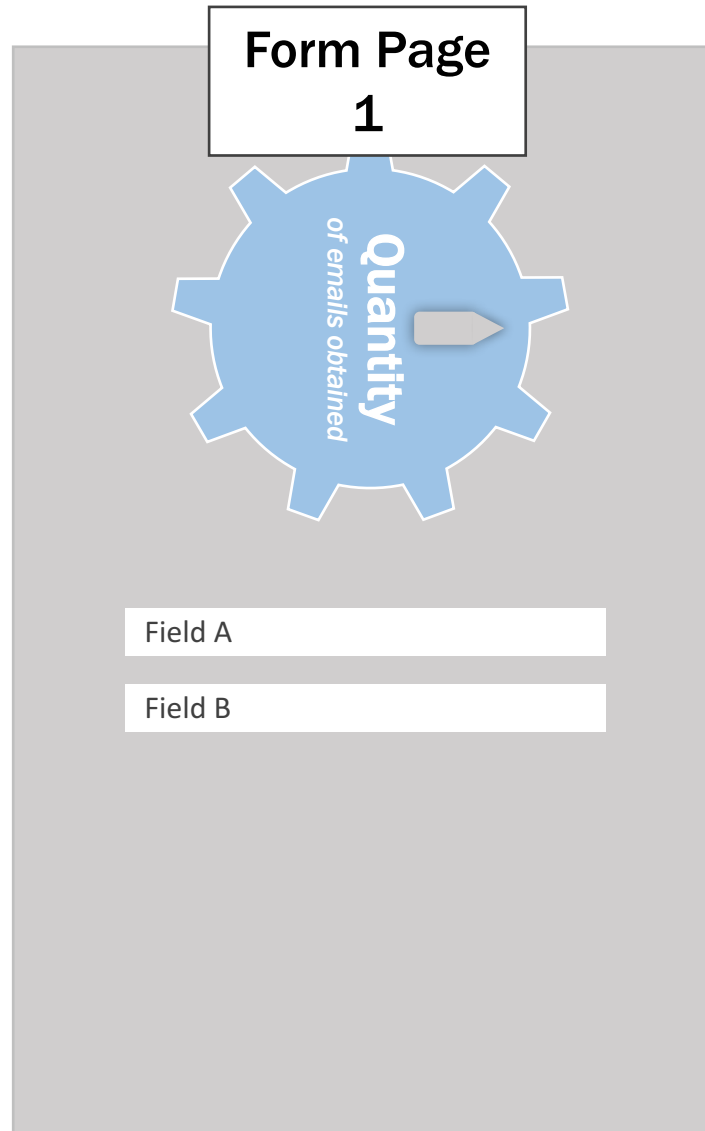
Field E

Field F

Field G

Field H

# Adjusting the Friction of Forms



Increase  
**Quality**  
by  
**Increasing Fields  
on Form Page 1**



# How a modern design trend impacts conversion on a donation page.

Experiment #3552

# Modern design trend experiment

## 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

**Credit Card Information**

Card Number \*

Exp. Month \*

Exp. Year \*

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

## Background:

- Partner: Hillsdale College
- Main Donation Page form
- Used traditional design styling and static field labels

# Modern design trend experiment

## Treatment Changes:

- Modernized the form by implementing current design trends
- Minimized the visual size of the form by removing field labels
- Implemented new technique “adaptive placeholders”

### Treatment

**My Gift Amount**

\$25 \$50 \$100

\$250 \$500

\$ Other 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  
United States

Address

City

State Postal Code

Phone (Optional)

**Credit Card Information**

Card Number

Exp. Month Exp. Year CVV

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

**Make My \$50 Gift**

# Adaptive Placeholders

**Billing Information**

---

First Name	Last Name
------------	-----------

Email Address
---------------

Country
United States ▼

Address
---------

City
------

State ▼	Postal Code
---------	-------------

Phone (Optional)
------------------

☐ Is your shipping information different than the billing address?



# Modern design trend experiment

## 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

**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

**69.7% decrease  
in donations**

Card Number

Exp. Month  Exp. Year  CVV

[What is this?]

# Modern design trend experiment



69.7% decrease in donations

Version	Conv. Rate	Relative Diff	Stat Confidence
C: Traditional form	3.0%		
T1: Modern Form	0.91%	-69.7%	100%

## Key Learning:

- ✓ Beware of modern design fads! Test everything and don't make decisions based on what's popular, make decisions on what works.



# **How adding an alternative donation option affected donation conversion rate.**

Experiment ID: #867

# Alternative Giving Options

## Control

**media research center**

**Join the Movement and Stand for Truth**

Your donation to the Media Research Center makes you a member of a growing movement of Americans who demand the liberal media tell the truth.

Since 1987, the MRC has been the **ONLY ORGANIZATION** that scientifically neutralizes the liberal media's bias, counters their lies, and exposes their censorship.

- ✓ Every day we send out reports compiling all of the examples of liberal media bias. These intelligence memos are read and used by top conservative leaders like Mark Levin, Rush Limbaugh, Sean Hannity, and Laura Ingraham to shore the credibility of the Left.
- ✓ Our massive distribution network enables our message to reach millions of people each week.
- ✓ With your support we are able to report the stories the liberal media censor because they don't want you to know the truth that would derail the president's radical agenda.

Thank you for becoming a member—you are one of thousands of Americans standing with us demanding TRUTH in the media.

**BECOME A MEMBER OF OUR GROWING MOVEMENT TODAY!**

**Choose Your Donation Level**

**One-time Gift** **Monthly Gift**

**MRC Basic Membership: DOUBLE your IMPACT!**

With your membership gift, you will receive a free copy of our monthly newsletter, the membership, and get updates of what our membership is helping accomplish. Plus, because of a Challenge Grant from two of our Trustees, any gift you make is doubled!

- ☐ \$25.00 - Member - Doubled to \$50!
- ★ \$50.00 - Charter Member - Doubled to \$100!
- ☐ \$100.00 - Advocate - Doubled to \$200!

**MRC Society Membership: DOUBLE your IMPACT!**

As part of an exclusive group, you will receive all the benefits of basic membership PLUS a copy of our Annual Report and invitations to meet only MRC members. And, because of a Challenge Grant from two of our Trustees, any gift you make is doubled!

- ☐ \$250.00 - Watcher - Doubled to \$500!
- ☐ \$500.00 - Anchor - Doubled to \$1,000!
- ☐ \$1,000.00 - Associate - Doubled to \$2,000!
- ☐ \$2,000.00 - Patron - Doubled to \$4,000!
- ☐ \$5,000.00 - Trustee - Doubled to \$10,000!

(Become a member of the Board of Trustees, get 4 seats in the Annual Gala, and exclusive reports from President's, Board Secretaries)

☐ Other

**Your Name**

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip Code

**Gift Details**

Credit Card Number

Verification Code

Expiration Month

Expiration Year

**Donate Now**

The MRC Family of Conservative News Sites

**Media Research Center** — 525 S. Patrick St., Ann Arbor, MI 48104 — (800) 875-1423

The MRC is recognized by the IRS as a 501(c)(3) non-profit organization under Sec. 501(c)(3). Contributions are tax deductible to the maximum extent of the law.

## Background:

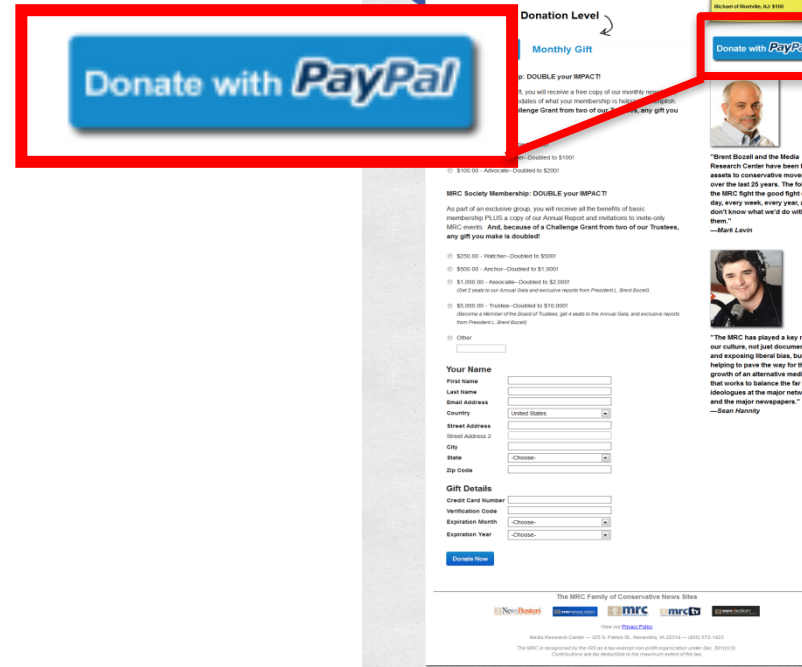
- Research Partner: Media Research Center
- Main Donation Page
- Single donation option using the integrated main donation form

# Alternative Giving Options

## Tested Elements:


- Added secondary option to give using PayPal Donate Button
- PayPal Button takes donor off-site to complete the donation process using PayPal's user experience


## Treatment



# Alternative Giving Options

## Control





## Join the Movement and Stand for Truth

Your donation to the Media Research Center makes you a member of a growing movement of Americans who demand the liberal media be held to truth.

Since 1987, the MRC has been the **ONLY** organization that scientifically **neutralizes the liberal media's bias**, counters their lies, and exposes their censorship.

- Every day we send out reports compiling all of the examples of liberal media bias. These intelligence memos are read and used by top conservative leaders like Mark Levin, Rush Limbaugh, Sean Hannity, and Laura Ingraham to boost the credibility of the Left.
- Our massive distribution database enables our message to reach millions of people every week.
- With your support we are able to report the stories the liberal media censor because they don't want you to know the truth that would shatter the president's radical agenda.

Thank you for becoming a member—you are one of thousands of Americans standing with us demanding TRUTH in the media.

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One-time Gift

Monthly Gift

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- \$250.00 - Watcher - Doubled to \$500!
- \$500.00 - Archer - Doubled to \$1,000!
- \$1,000.00 - Assassin - Doubled to \$2,000!
- Get 2 weeks to our Annual Data and exclusive reports from President J. Brent Bozell
- \$5,000.00 - Throdder - Doubled to \$10,000!
- Receive a letter of the Board of Trustees, get 2 weeks to the Annual Data, and exclusive reports from President J. Brent Bozell
- Other \_\_\_\_\_



"I thank you MRC President and Founder! Brent Bozell. And in your support, we carry a badge of honor... the documents that expose their excess, their ideology, and their bias."  
—Rush Limbaugh

**MRC THANKS OUR LOYAL MEMBERS**

William of Saxony, C2, \$100  
Loren of Sandy Hook, C2, \$50  
Donors of Plan Rock, \$100, \$50  
George of Arlington, C4, \$20



"David Bozell and the Media Research Center have been huge assets to conservative movement over the last 25 years. The folks at the MRC fight the good fight every day, every week, every year, and I don't know what we'd do without them."  
—Mark Levin



"The MRC has played a key role in our culture, not just documenting and exposing liberal bias, but helping to pave the way for the growth of an alternative media that works to balance the far left ideologues at the major networks and the major newspapers."  
—Sean Hannity

**Your Name**

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip code

**Gift Details**

Credit Card Number


Verification Code



Expiration Month

Expiration Year

**Donate Now**

The MRC Family of Conservative News Sites






View on [Facebook](#)

Media Research Center • 100 S. Park St., Alexandria, VA 22314 • (800) 672 1433

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## Treatment


**media research center**  
AMERICAN LIBERTARIAN INSTITUTE




### Join the Movement and Stand for Truth

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Thank you for becoming a member—you are one of thousands of Americans standing with an demanding TRUTH in the media.



**"Liberate hate MRC President and Founder! Brent Bozell. And in this business, that's a badge of honor. . . . He documents their excess, their ideology, and their lies."**  
**—Rush Limbaugh**

**MRC THANKS OUR LOYAL MEMBERS**

Erk of Beauce, AZ 8300  
 Ramsey of Fairfax, VA 800  
 Fred of Bradford, CT 800  
 Michael of Nashville, TN 8300

**Choose Your Donation Level**

**One-time Gift**

**Monthly Gift**

**MRC Basic Membership: DOUBLE your IMPACT!**

**Donate with PayPal**

**5.3% Decrease in**

**Your Name**

First Name

Last Name

Email Address

Country  United States

Street Address

City

State  Choose

Zip Code

**Gift Details**

Credit Card Number

Verification Code






Expiration Month  Choose

Expiration Year  Choose

**Donate Now**

**—The liberal media may not destroy our culture, not just denigrating and exposing liberal lies, but helping to pave the way for the growth of an alternative media that works to balance the far left ideologies at the major networks and the major newspapers."**  
**—Sean Hannity**

The MRC Family of Conservative News Sites

Visit us [TheDailyCaller.org](http://TheDailyCaller.org)

Media Research Center • 325 S. Patrick St., Alexandria, VA 22304 • (800) 475-7433

The MRC is a registered 501(c)(3) tax-exempt nonprofit organization under the 501(c)(3). Contributions are not deductible to the maximum extent of the law.



## 65.3% Decrease in Donations





**PayPal may not really  
be your Pal after all.**

# PayPal Online Donation Experience

Please enter your donation amount.

Purpose	Donation amount	Total
Donations	\$ 10.00	\$10.00
Total:		\$10.00 USD

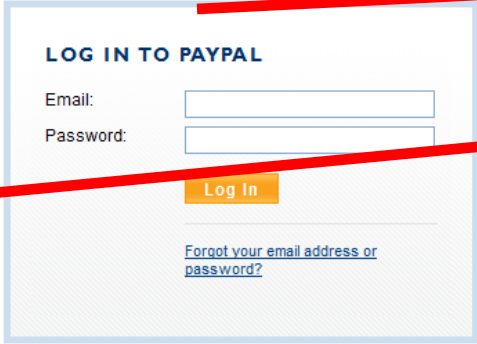
Donate quickly with PayPal

PayPal securely processes donations for [REDACTED] You can complete your payment with just a few clicks.

Why use PayPal?

- It's easy to send money and shop online
- You can donate without sharing your financial information
- Over 50,000 online merchants accept PayPal

Don't have a PayPal account?  
Use your credit card or bank account (where available). [Continue](#)



Return [\[REDACTED\]](#)

PayPal protects your privacy and security.  
For more information, read our [User Agreement](#) and [Privacy Policy](#).

This page induces a bit of whiplash. Suddenly we are on a different site with a different look and feel that doesn't carry the official Organization Logo.

Using PayPal adds additional friction— especially for donors that don't have a PayPal account.

Note: there is an option to give with a credit card, but it is very small and a bit unclear.

# PayPal Online Donation Experience

Donations

Total: \$10.00 USD





Pay with Credit Card or Log In

Country: United States

First Name: Timothy

Last Name: Kachuriak

Credit Card Number:


Payment Type:    

Expiration Date: mm / yy CSC: [What's this?](#)

Billing Address Line 1:

Billing Address Line 2: (optional)

City:

State: 

ZIP code:

Home Telephone: 555-555-1234

Email:

ALREADY HAVE A PAYPAL ACCOUNT?


Email:

Password:

Log In

[Forgot your email address or password?](#)

Review Donation and Continue

Return to 

PayPal protects your privacy and security.


For more information, read our [User Agreement](#) and [Privacy Policy](#).

Now is when the real anxiety sets in. It doesn't "feel" like I'm making a donation to the organization, it feels like I'm buying something from PayPal. *"Is this a phishing or spoofing page pretending to be the organization?"*

# PayPal Online Donation Experience

██████ Donations Total: \$10.00 USD

Pay with Credit Card or Log In PayPal Secure Payments

 Some required information is missing or incomplete. Please correct your entries and try again.

Country:

First Name:

Last Name:

Credit Card Number:

Payment Type: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Expiration Date:  [What's this?](#)

Billing Address Line 1:

Billing Address Line 2:

City:

State:

ZIP code:

Home Telephone:

Email:

[Review Donation and Continue](#)

Return to

ALREADY HAVE A PAYPAL ACCOUNT?

Email:

Password:

[Log In](#)

[Forgot your email address or password?](#)

Telephone number is required to give a donation. This add unnecessary friction and anxiety to the process.

# PayPal Online Donation Experience

**Timothy, please review your donation**

To complete your payment, review the details below and click **Donate**. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Purpose	Donation amount	Total
[REDACTED] Donations	\$10.00	\$10.00
<a href="#">+ Add special instructions for the Recipient</a>		
	<b>Total:</b>	<b>\$10.00 USD</b>

---

**Payment Method:** Credit/Debit Card : American Express XXXX-XXXXXX-X1005 \$10.00 USD

This transaction will appear on your bill as "PayPal [REDACTED]"  
[Change](#)

---

**Mailing address:** [REDACTED]

---

**Contact information:** [REDACTED]  
 (Please provide a phone number to complete this order.)  
[Change Phone](#)

Donate \$10.00 USD Now

Return to [REDACTED]

## What does that mean??

# PayPal Online Donation Experience

Timothy, your donation is now complete

Confirmation number: 838592503J009991A.  
An email with your donation details has been sent to tim@nextafter.com and you can [print your donation receipt](#).

YOUR MAILING ADDRESS

DONATIONS COORDINATOR CONTACT INFORMATION

**Save Your Information**

Email Address: tim@nextafter.com

Create PayPal Password:   
(8 characters minimum)

Confirm Password:

By clicking the button below, I agree with PayPal's [User Agreement](#) and [Privacy Policy](#)

[Create PayPal Account](#)

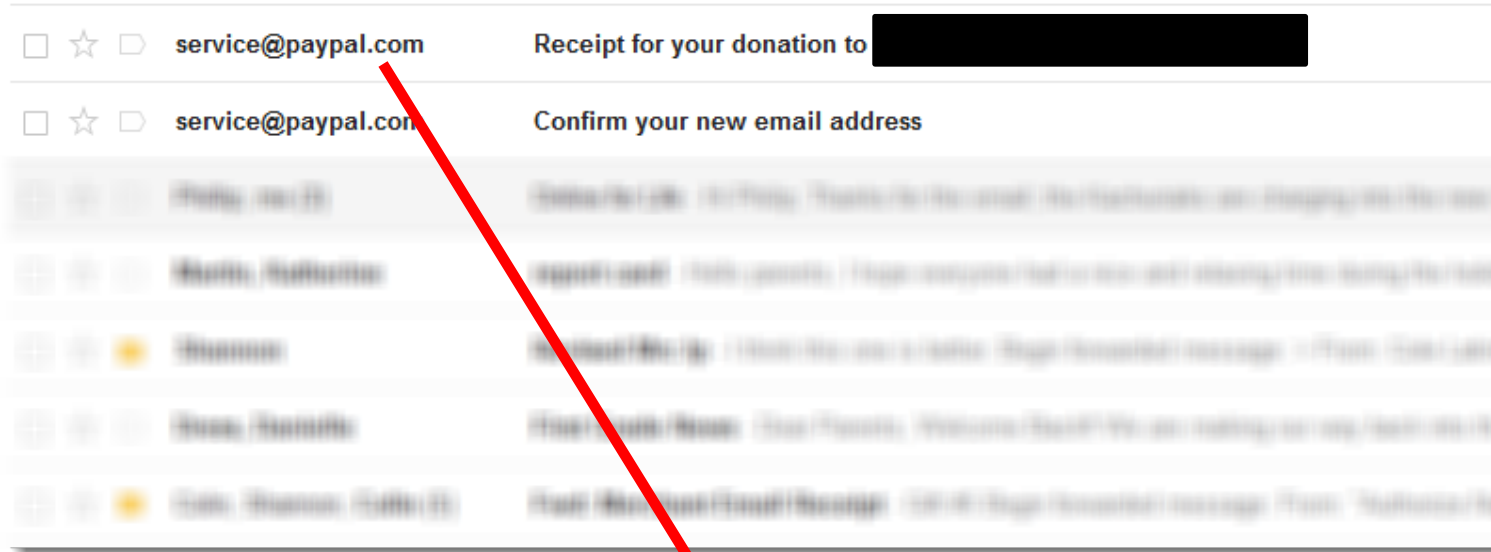
PayPal protects your privacy and security.  
For more information, read our [User Agreement](#) and [Privacy Policy](#).

This could be a point of anxiety for donors. They just gave a gift, but now PayPal is trying to get them to sign up with them.

Another frustration point: there is no way to get back to the organization's website from here!!

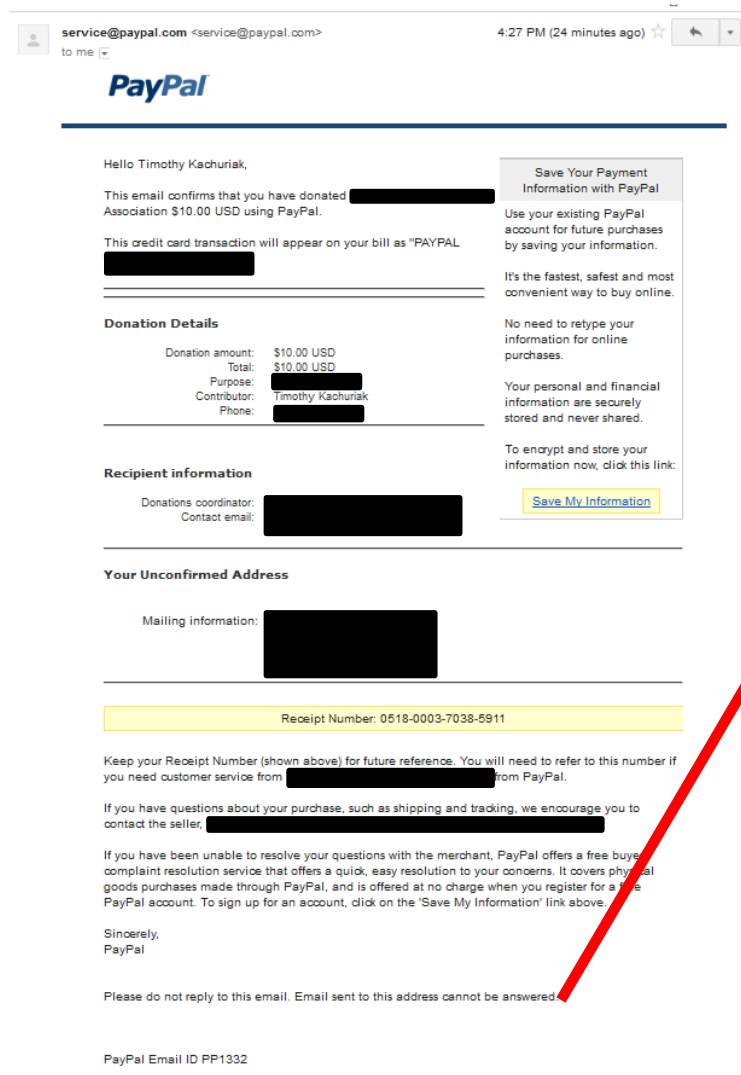


# PayPal Online Donation Experience



Thank you emails come from PayPal, not the organization.

# PayPal Online Donation Experience



Donor is never thanked for their donation. In fact, they are instructed not to reply to this email because it won't be answered.

# Personalization of donation offers



65.3% decrease in donations

Version	Donation Conversion	Relative Diff	Stat Confidence
C: No PayPal Option	9.3%		
T1: With PayPal Option	3.2%	-65.3%	99.2%

## Key Learning:



By adding the PayPal donation option, we introduced a giving experience with greater friction which reduced online donations.

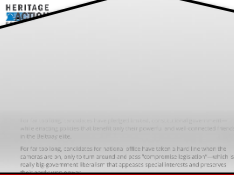


# How creating a “short-cut” to the donation form affected donation conversion

Experiment ID: #2107

# Donation Form “Short-Cut”

## Control



**HERITAGE  
ACTION  
FOR AMERICA**



Review, which will examine the policies prepared by every single presidential candidate. We won't poll any punches, and we'll keep it updated throughout the campaign as new policies are announced. Using our influential national network of Seminal Generation activists, we will distribute the Presidential Platform Review to voters in every primary state.

You can make sure these initiatives are in courts and secure state orders for your price plus a generous donor plus your Heritage Action \$100,000 to promote the Presidential Forum and distribute our Presidential Platform Review to primary voters. Every dollar you give to this campaign will be matched by a generous donor so you will have twice as much impact!

Your gift to Heritage Action by August 30 September 1996 will help turn this coalition of 100,000+ people into a unified grassroots movement. As you help by the foundation for the campaign that culminates with the election of a president who reflects your values – a president with a mandate to act on behalf of your principles.

**Make your gift to Heritage Action**

**My LHM Account**

NAME

**Your information**

First Name  Last Name

Street Address

City

State

Zip and State

e-mail address

Street Address 2

Fax

Web

City

**Payment Details**

Credit Card Number

Exp. Month/Year

Signature Month

Signature Year

A-123456 5 A-123456

**Make us your #1 Mortgage Action**

Intelligence Act on the Americas is available at: <http://www.SF012042.nipsa.gov.sg/eng/acton.htm> under the Internal Revenue Code, the so-called "don't ask, don't tell" policy for America is not an ideal solution to the problem of sexual harassment. The Foreign Affairs of America provides various services to public relations based on the principles of free enterprise, free government, and free trade to the United States and other nations, and is also engaged in the same. Citizens should support their tax dollars and the law enforcement of their country.

## Background:

- **Research Partner: Heritage Action for America**
- **Campaign-specific Donation Landing Page**
- **Control: Longform copy, no donate button in the header**

# Donation Form “Short-Cut”

## Tested Elements:

- Personalization of the Headline to increase the relevancy of the donation
- Additional copy added to increase clarity

## Treatment

HERITAGE ACTION

HERITAGE ACTION FOR AMERICA

Donate Now

and adopt real conservative policies.

Separately, Heritage Action will release our own set of 1000 Presidential Platform priorities, which will examine the policies proposed by every single presidential candidate. We want all our principles to be well-known, repeated, and reinforced. If you want to see the full list of our 1000 principles, visit [heritage.org/president](#).

Your contribution will help us to promote and defend these principles. We will distribute the Presidential Platform to voters in every primary state.

Your contribution will also help us to promote and defend these principles for you. For example, a general donor to Heritage Action is \$100,000 to promote the Presidential Platform and distribute our Presidential Platform to voters in primary states. Every dollar you give to this campaign will be matched by a general donor to you will have twice as much impact!

Your gift to Heritage Action will help us to promote and defend these principles. We will distribute the Presidential Platform to voters in every primary state.

Make your gift to Heritage Action

My Gift Amount

\$100 \$250 \$500 \$1000

Your Information

First Name Last Name

Address

City State Zip

Phone Number

Email Address

Payment Details

Card Number

Cardholder Name

Expiration Month Expiration Year

Make your gift to Heritage Action



# Donation Form “Short-Cut”

## Control

[illegible]

## Treatment

[illegible]

**28.2% Decrease in Donations**  
**34.1% Decrease in Average Gift**  
**52.6% Decrease in Revenue**

# Donation Form “Short-Cut”



52.6% decrease in revenue

Version	Donation Conversion	Relative Diff	Stat Confidence
C: No Donate Button	3.2%		
T1: With Donate Button	2.3%	-28.2%	97.8%

## Key Learning:



By adding a donation button, we enabled the donors to bypass the value proposition which decreased conversion and average gift.

# Failure is Impossible to Avoid When Testing



## FAILURE

Nothing has ever failed quite as hard as you just did.

# Keys to Becoming a Better Student of Failure



## 1. Do your homework

- ✓ Study your data ahead of time
- ✓ Examine existing research
- ✓ Do surveys, polls, user-testing

# UsabilityHub



[UsabilityHub.com](https://UsabilityHub.com)

The image shows the top portion of the UsabilityHub website. At the top is a navigation bar with the UsabilityHub logo, a 'Become a tester' button, and links for Features, Customers, Pricing, Resources, and Blog. On the right side of the navigation bar are 'Sign In' and 'Sign Up' buttons. Below the navigation bar is a large hero section with a light blue background. The hero section features a central text area with the headline 'Settle design debates with data' and the subtext 'Remote user testing to help you make confident design decisions.' Below this text is a dark button that says 'Get started now'. The hero section is flanked by two illustrations of diverse people in various poses, some using laptops and others looking at documents, representing a global user base.

UsabilityHub [Become a tester](#)

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## Settle design debates with data

Remote user testing to help you make confident design decisions.

[Get started now](#)

# Keys to Becoming a Better Student of Failure



1. Do your homework

2. Create a hypothesis

- ✓ Identify your research question
- ✓ Create a statement that explains what you think will happen
- ✓ "If \_\_\_\_\_[I do this] \_\_\_\_\_, then \_\_\_\_\_[this]\_\_\_\_\_ will happen."

# Keys to Becoming a Better Student of Failure



1. Do your homework
2. Create a hypothesis
3. Test and document findings
  - ✓ Validate your experiments



# NextAfter Experiment Validator

[NextAfter.com/research/validate-your-own-experiment/](https://NextAfter.com/research/validate-your-own-experiment/)



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## Validate Your Own Experiment

The ultimate goal of testing and optimization should not be to simply achieve a lift in revenue or an increase in email addresses acquired. Instead, the goal of an experiment should be to achieve a learning; to gain an insight into the mind of the donor.

Before we can analyze the results of an experiment, we first need to determine that the results are both valid and that a large enough sample size has been met. This page will help you ensure your experiments meet both of these qualifications.

Validating your experiment is done in two simple steps.

### Step 1:

What is the primary goal of this experiment?

- ☐ Get more email opens
- ☐ Get more clicks
- ☐ Acquire more email addresses
- ☐ Acquire more donors
- ☐ Acquire more revenue



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# Keys to Becoming a Better Student of Failure



1. Do your homework
2. Create a hypothesis
3. Test and document findings
  - ✓ Validate your experiments
  - ✓ Document your learnings
  - ✓ Apply learnings to future initiatives

# Thank You! Please send your questions.



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# Additional Resources

# Check Out The NextAfter Research Library

[Research.NextAfter.com](https://Research.NextAfter.com)

- All of the experiments we reviewed today, plus many more

The screenshot displays the NextAfter Digital Research Library website. The header includes the site's name, a navigation bar with links like 'New' and 'SEO', and a user profile 'Howdy, Tim Kachuriak'. The main content area features a list of experiments, each with a thumbnail, title, date added, research partner, and a brief description. The experiments listed are:

- How removing Challenge Gift language can decrease conversion by 15.9%** (Not Valid). Date Added: January 13, 2015. Research Partner: Heritage Foundation. Element tested: Email Copy, Donation Page Copy. Description: As part of their year end campaign, the Heritage Foundation secured multiple gifts from major donors to serve as challenge gifts to their members. It has always been said that Challenge Gifts can increase conversion rate and average gifts but we have never known how much the increase is. We decided to test this well-known tactic to determine how much impact a Challenge Gift can have on a fundraising campaign. [View the experiment.](#)
- How framing the message around the donor can increase conversion by 22.9%** (22.9% lift). Date Added: January 13, 2015. Research Partner: Heritage Foundation. Description: presented to the donor. The control uses standard messaging while the new treatment would take the same information but frame it around how the accomplishments were the result of the donor, not the organization. [View the experiment.](#)
- How the headline value proposition can increase acquisition rate by 1%** (Not Valid). Date Added: January 13, 2015. Research Partner: Dallas Theological Seminary. Element tested: Name Acquisition Headline. Description: As part of the calendar year end campaign, DTS produced an eBook that they gave away free to their supporters. To expand the impact of this free offer, we also created landing pages that were

On the right side of the page, there is a search bar labeled 'SEARCH THE LIBRARY' with a 'Search' button and a 'Show Advanced Options' link. Below this is a section titled 'GET THE LATEST RESEARCH IN YOUR INBOX TODAY' with a subscription form for 'hannah@witness.org' and a 'Send me the latest research' button. At the bottom right, there is a 'RECENT EXPERIMENTS' section listing:

- How delaying the ask in page copy resulted in 153.4% lift in revenue
- How selling the value proposition in the email decreased response rate by 23.5%
- How changing the email "signer" can lift response rate by 380.7%
- How taking a softer call to action can decrease donations by 4.3%



## [NextAfter.com/this-vs-that](https://NextAfter.com/this-vs-that)

### Research Question

Which value proposition (complete history vs. authoritative source) will get the most clicks?

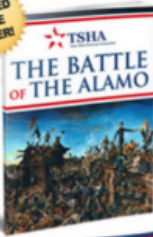
### Which Treatment Won?

Use the buttons below each image to make your guess. You can click on each image to zoom in on the treatment details.

**Exclusively from TSHA:**

**Get the story of the Alamo  
from the most authoritative  
source for Texas history**

**Get Your Free eBook!**

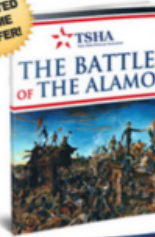


**Vote for This:**  
Control - *Authoritative Source*

**Exclusively from TSHA:**

**Get the complete story  
of the heroes that fought  
in the Battle of the Alamo**

**Get Your Free eBook!**



**Vote for That:**  
Treatment #1 - *Complete Story*

Thank you! Please send me your feedback and questions.



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