



NIO SUMMIT

SEPT. 27-28, 2018
SAN ANTONIO, TX

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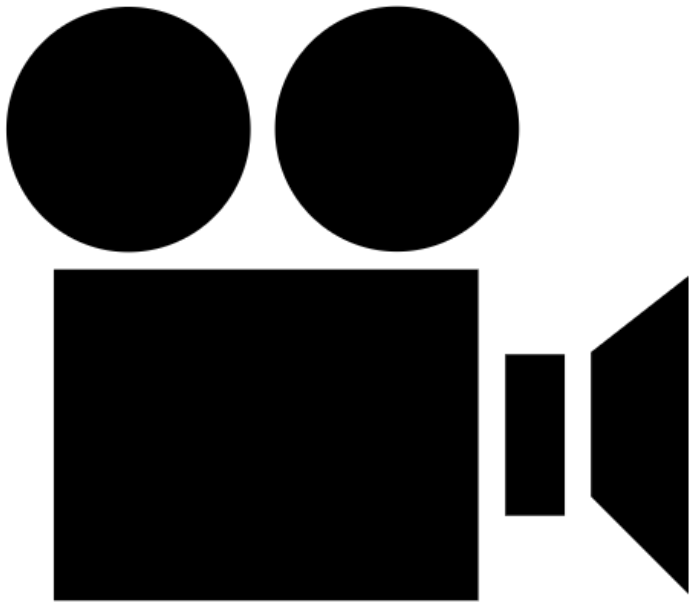
NIOSUMMIT.COM



**12 WAYS TO GROW
YOUR YEAR-END FUNDRAISING**



A FEW QUICK THINGS...

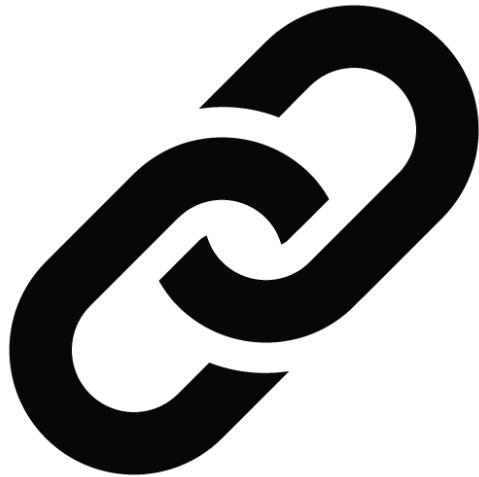


A recording of this broadcast will be sent to you afterwards.



NextAfter

A FEW QUICK THINGS...



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



NextAfter

A FEW QUICK THINGS...



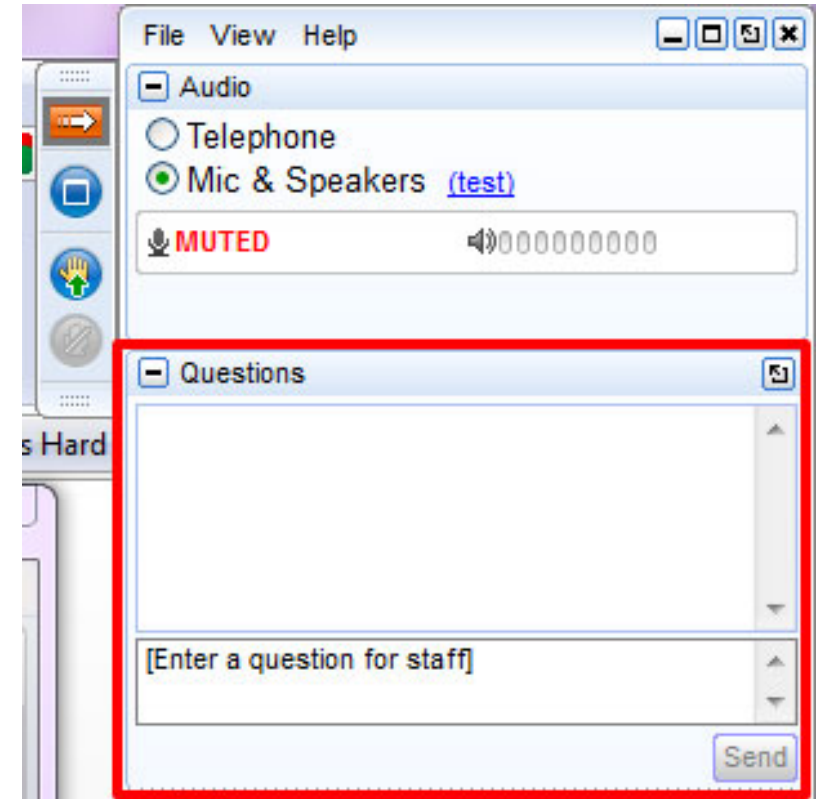
We want your questions!



NextAfter

A FEW QUICK THINGS...

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



SPEAKER CHANGE

TODAY'S SPEAKERS

Tim Kachuriak

Chief Innovation & Optimization Officer | NextAfter

tim@nextafter.com

@digitaldonor

www.linkedin.com/in/timkachuriak/



NextAfter

TODAY'S SPEAKERS

Nathan Hill

Optimization Evangelist | NextAfter

nathan@nextafter.com

www.linkedin.com/in/nathan-peter-hill





**12 WAYS TO GROW
YOUR YEAR-END FUNDRAISING**



Tis the season...





A group of office workers, both men and women, are wearing red and white Santa hats and are smiling and celebrating. They are surrounded by colorful streamers and confetti. In the foreground, there is a small decorated Christmas tree on a desk, a potted plant, and some office equipment like a printer and a laptop. The overall atmosphere is festive and joyful.

Partying!

78.9% of us will attend at least 1 holiday party this December.





Baking!

Many of us will be busy baking an estimated 275,000,000 cookies this holiday season.



Mailing!

19,000,000,000 cards, letters, and packages will be mailed between Thanksgiving and Christmas.

<input type="checkbox"/>			Last Call @ Heifer Inter.		FINAL DAY: Match deadline approaching, Brendan - Time is running out: TRIPLE your gift Heifer International HOURS LEFT: All donations TRIPLED until midnight>> Brendan, this is
<input type="checkbox"/>			Your American Cancer Soc.		Don't skip this, Abdul - Your gift + match = TWICE as much to fight cancer. Give now »
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<input type="checkbox"/>			Debi Brooks		Only hours left -- remember, your gift is tax deductible. - Donate now to help drive progress toward a cure View this email as a webpage Add no-reply@michaeljfox-email.org to yo
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<input type="checkbox"/>			Children's Hunger Fund		Prayer Report - Help for the children of Honduras - Thank you for praying! Click here to read online Hi Sherlyn, We partner with a ministry in the western part of Honduras called Arbo
<input type="checkbox"/>			Bible Society Australia		Daily Bible - Who needs Jesus? You Need Jesus - Day 8 - No Images? Click here Bible Society Australia And as Jesus reclined at table in the house, behold, m
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<input type="checkbox"/>			Mark Fischer-Colbrie, JD.		Only hours left to raise \$2 million to fight T1D - You still have time to make a difference! - To view this email as a web page, click here JDRF Enable images for a richer experience. D
<input type="checkbox"/>			Humane Society of the. (2)		Time is short - But you can still help animals! Already made your gift? Thanks so much! Gifts made before midnight tonight are tax-deductible in 2016. View in browser. The Humane So
<input type="checkbox"/>			World Vision (2)		Make sure your gift is counted in 2016! - Today's the last day this year to give a tax-deductible gift that makes 12X the impact. Having trouble viewing this email? View it online. World
<input type="checkbox"/>			Make-A-Wish		Deadline tonight: Your tax-deductible gift can change lives - Make a difference today for future wish kids. Trouble viewing? View in Browser Make-A-Wish Donate to make wishes p

Eating Spam!

We will each receive an average of 12,896
commercial emails this December.

Source: ReturnPath

At this very busy time of
the year how can you
CUT through the
CLUTTER?

GOAL:

By the end of this session you will understand 5 ways you can cut through the clutter with your year end fundraising campaign, plus 7 proven techniques you can use to improve your results.

But first, let's look at some data...



31%

The percent of total annual online giving that occurs in the month of December.



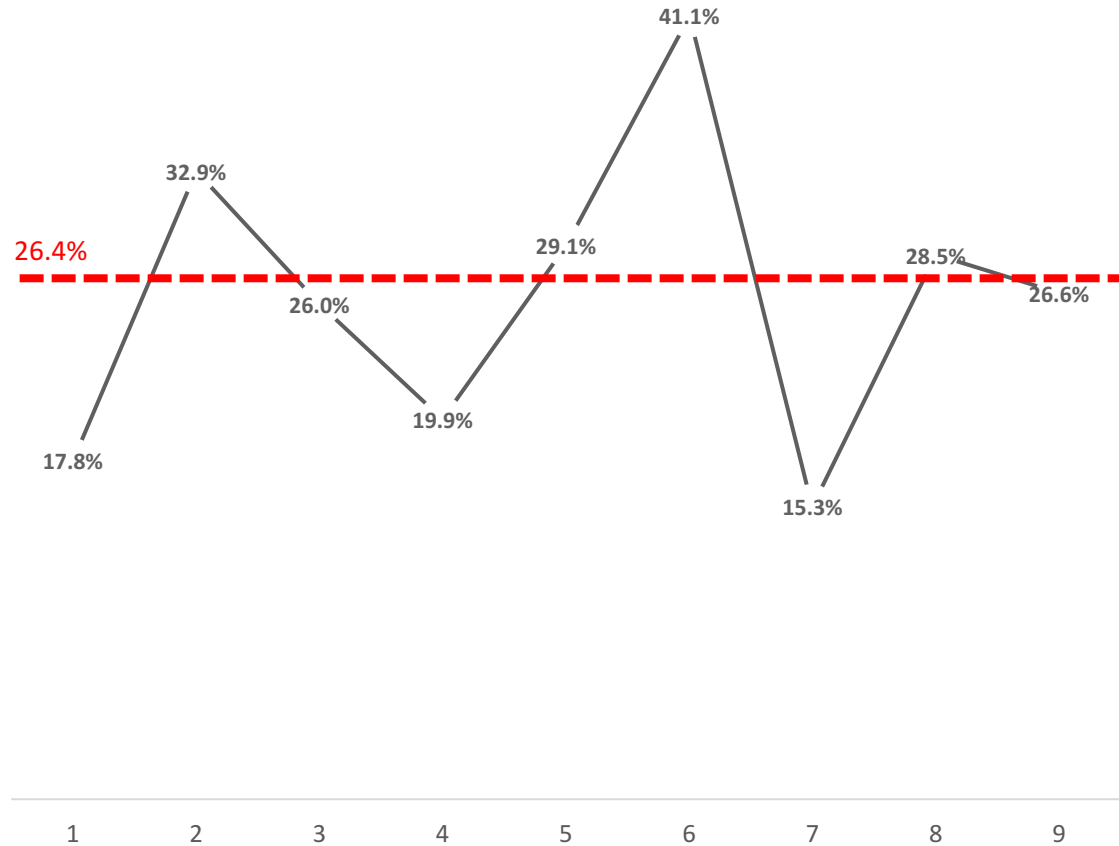
CYE Giving Benchmarks

- 15 nonprofit organizations
 - Faith-Based
 - Public Policy
 - Higher Education
 - Health & Human Services
 - Advocacy
 - Child Welfare
- 2016 Online Revenue Data (Jan-Dec)
 - \$88,938,261 in total revenue
- All Data from Google Analytics

BENCHMARKS



PERCENT OF ANNUAL ONLINE REVENUE IN DECEMBER



BE**N**CHMARKS

26.4% is the
average

(\$88,938,261 in total 2016 Revenue)



There is a **Pattern** in the data.

Revenue
(Broadcast Ministry)

\$600,000.0

Revenue
(Child Advocacy)

\$60,000

\$50,000

\$40,000

\$30,000

\$20,000

\$10,000

\$-

11/15/2016

11/22/2016

11/29/2016

12/6/2016

12/13/2016

12/20/2016

12/27/2016

Revenue
(Child Welfare)

\$60,000

\$50,000

\$40,000

\$30,000

\$20,000

\$10,000

\$-

11/15/2016

11/22/2016

11/29/2016

12/6/2016

12/13/2016

12/20/2016

12/27/2016

Revenue
(Advocacy)

\$40,000

\$35,000

\$30,000

\$25,000

\$20,000

\$15,000

\$10,000

\$5,000

2016

12/13/2016

12/20/2016

12/27/2016

(Evangelism Ministry)

\$450,000

\$400,000

\$350,000

\$300,000

\$250,000

\$200,000

\$150,000

\$100,000

\$50,000

\$-

5/2016

7/2016

9/2016

11/2016

1/2017

3/2017

5/2017

7/2017

\$300,000

\$250,000

\$200,000

\$150,000

\$100,000

\$50,000

\$-

\$10,000

\$-

11/15/2016

11/22/2016

11/29/2016

12/6/2016

12/13/2016

12/20/2016

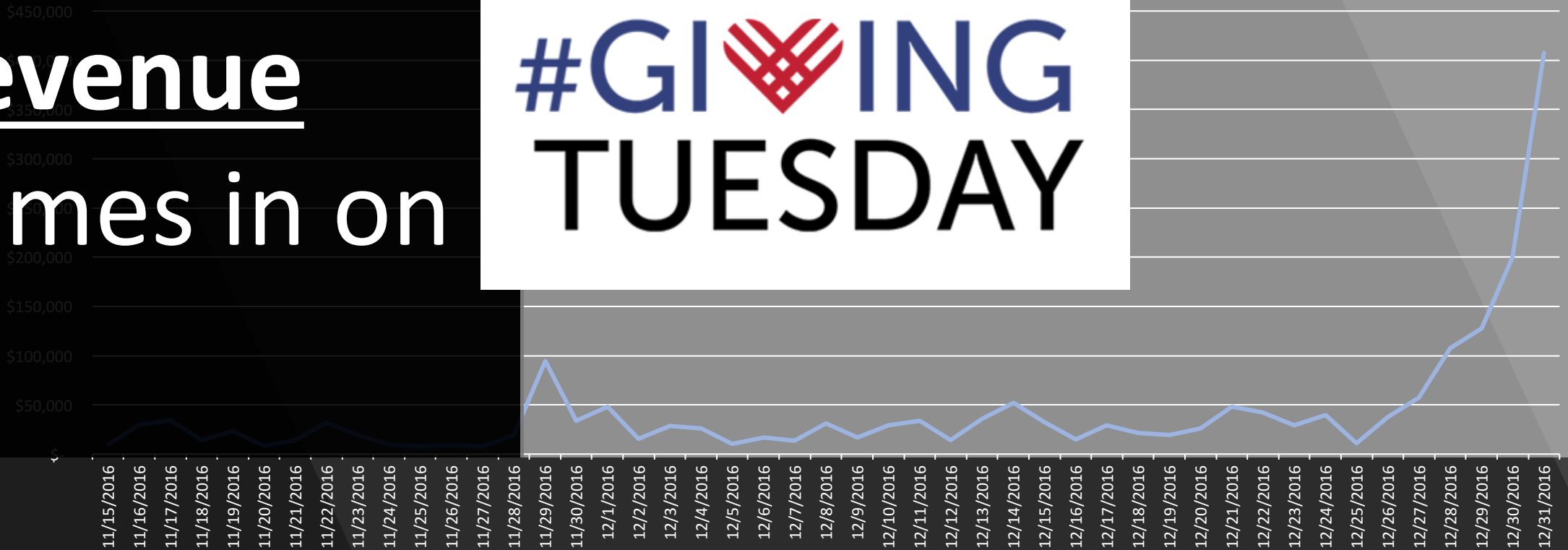
12/27/2016

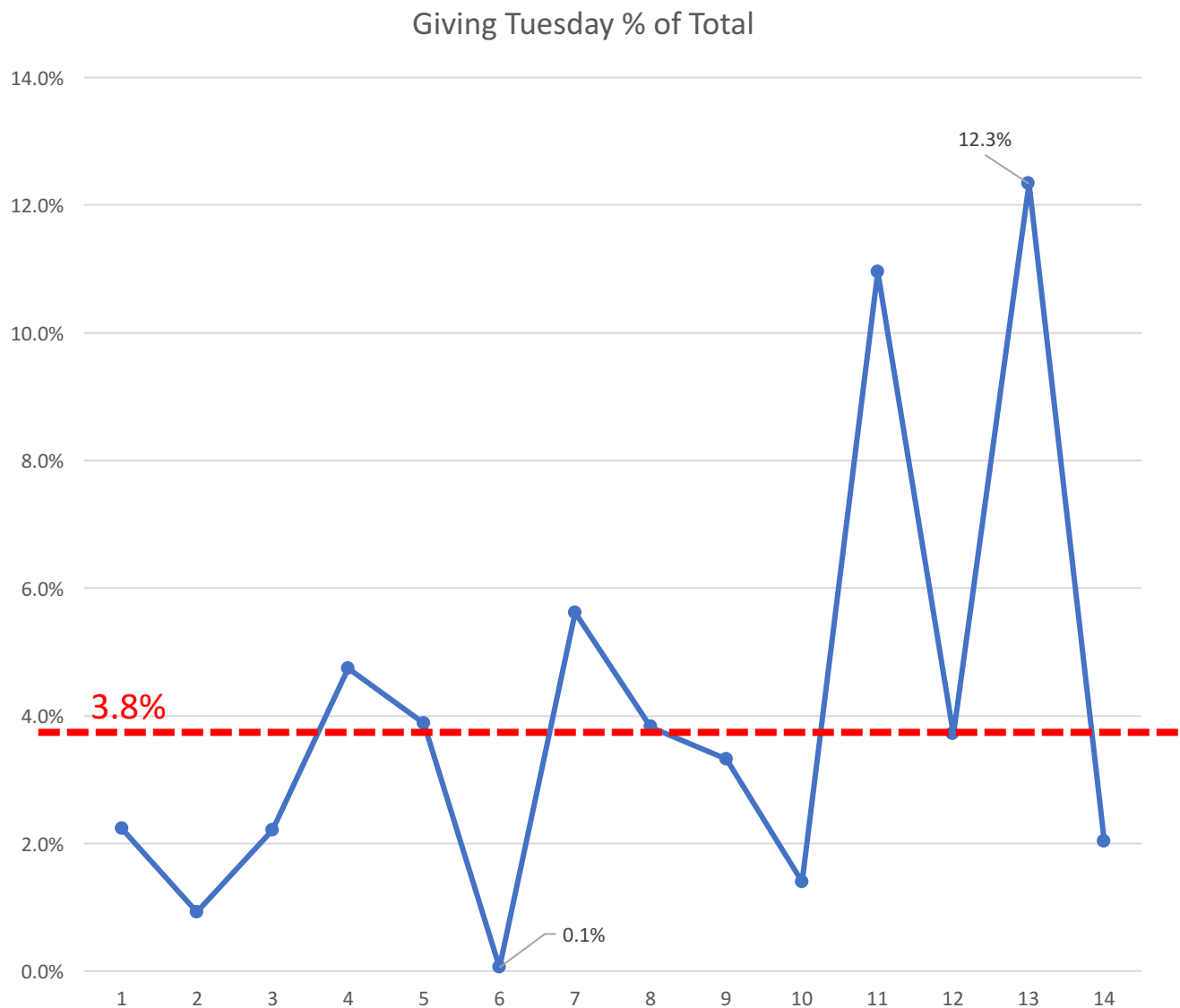


The Year-End Revenue Curve (GivingTuesday Nov 29)

3.8% of CYE
Revenue
comes in on

#GI♥ING
TUESDAY





BENCHMARKS

3.8% is the average share of CYE revenue attributed to Giving Tuesday.

(15 Organizations in Benchmark)



The Year-End Revenue Curve (Dec 25 – Dec 31)

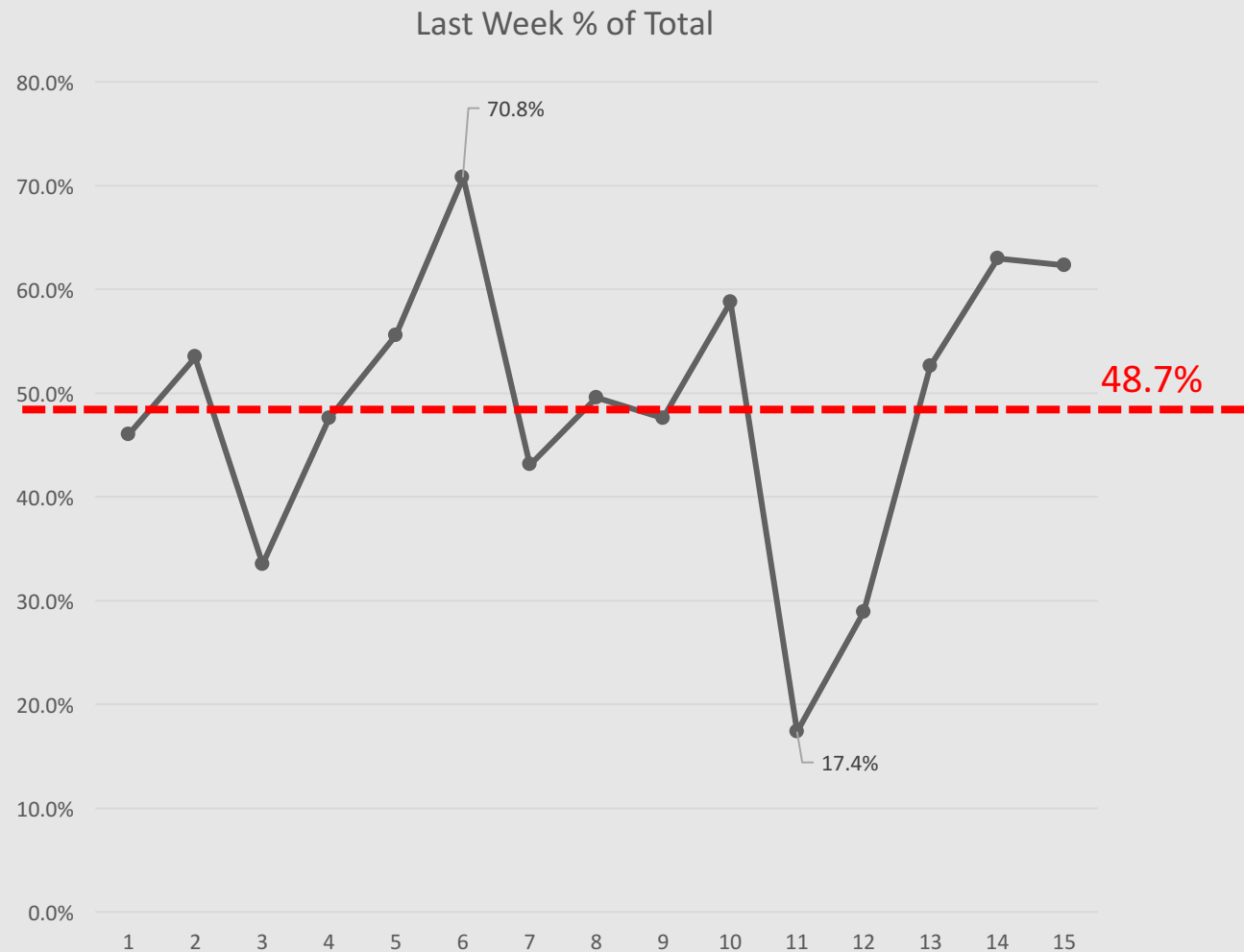
48.7% of CYE
Revenue comes in
AFTER
Christmas



BENCHMARKS

48.7% is the average share of CYE revenue attributed to last week of the year.

(15 Organizations in Benchmark)



The Year-End Revenue Curve (Dec 31)

20% of CYE

Revenue comes in

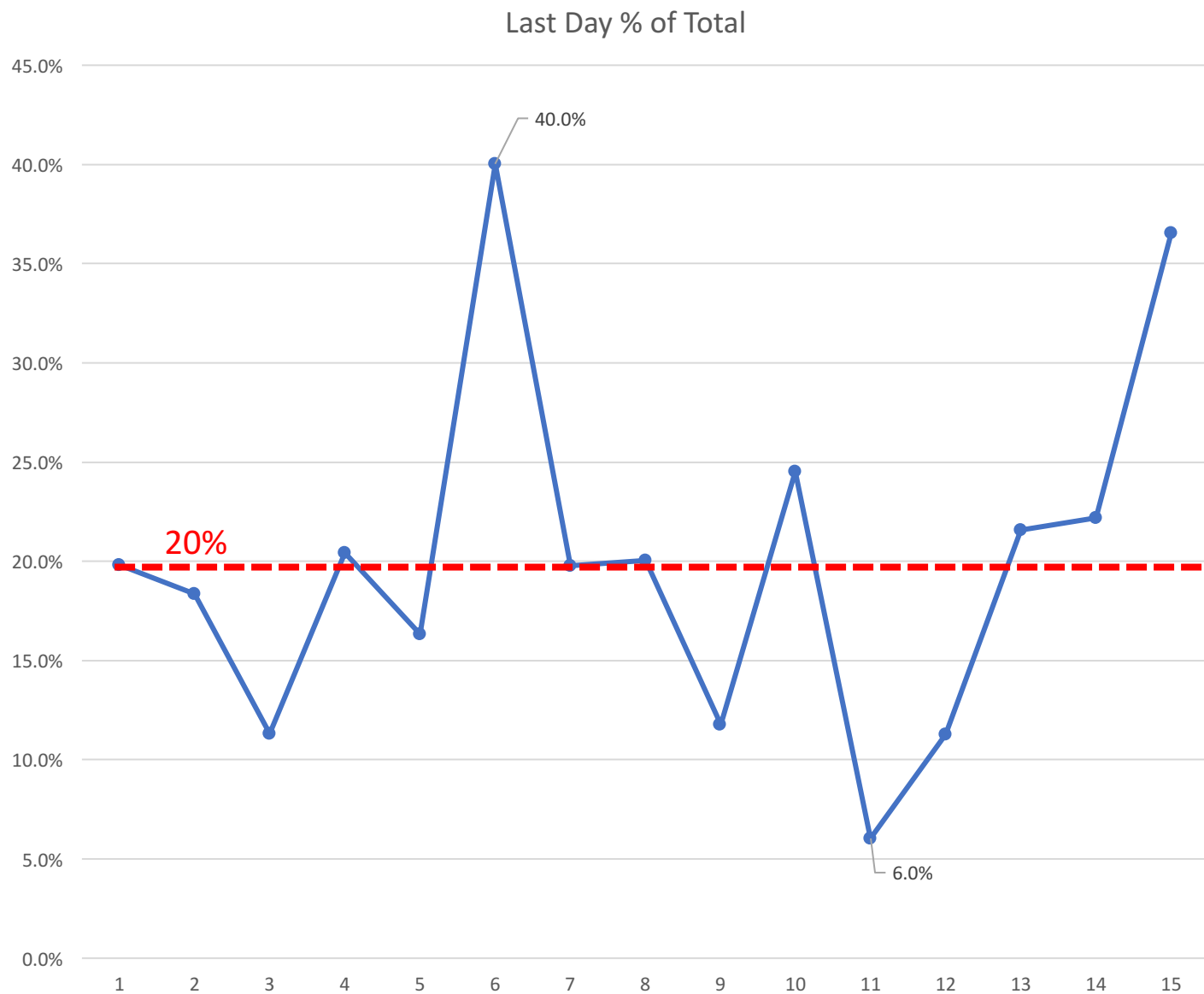
New Years Eve

Revenue

\$450,000
\$400,000
\$300,000
\$250,000
\$200,000
\$150,000
\$100,000
\$50,000
\$0

11/15/2016 11/16/2016 11/17/2016 11/18/2016 11/19/2016 11/20/2016 11/21/2016 11/22/2016 11/23/2016 11/24/2016 11/25/2016 11/26/2016 11/27/2016 11/28/2016 11/29/2016 11/30/2016 12/1/2016 12/2/2016 12/3/2016 12/4/2016 12/5/2016 12/6/2016 12/7/2016 12/8/2016 12/9/2016 12/10/2016 12/11/2016 12/12/2016 12/13/2016 12/14/2016 12/15/2016 12/16/2016 12/17/2016 12/18/2016 12/19/2016 12/20/2016 12/21/2016





BENCHMARKS

20% is the average share of CYE revenue attributed to December 31.

(15 Organizations in Benchmark)





Way back in 2014....

- Simulated Donor Inbox for December
- Received 17,263 unique emails from 151 of the largest nonprofit organizations
- Looking for answers to the following questions:
 - What are the best days to send?
 - When is the best time to start a year-end campaign
 - How many emails should we send?
 - When is the best time to send?
 - What should my email say?



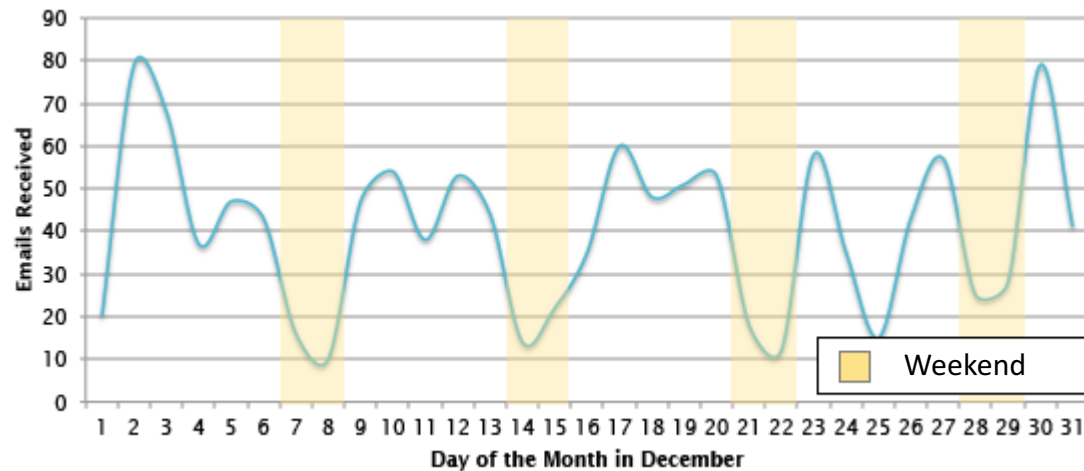
Aggregate Donor Inbox

<input type="checkbox"/>	<input type="star"/>	<input type="checkbox"/>	Last Call @ Heifer Inter.	Inbox	FINAL DAY: Match deadline approaching, Brendan - Time is running out: TRIPLE your gift Heifer International HOURS LEFT: All donations TRIPLED until midnight>> Brendan, this is an li	12/31/16
<input type="checkbox"/>	<input type="star"/>	<input type="checkbox"/>	Your American Cancer Soc.	Inbox	Don't skip this, Abdul - Your gift + match = TWICE as much to fight cancer. Give now »	12/31/16
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<input type="checkbox"/>	<input type="star"/>	<input type="checkbox"/>	Brent Bozell	Inbox	Our final hours? - Why we exist: because there is a need for honest journalism. Do you agree? Dear Anne, As long as the media cannot spin, manipulate, and vilify the agenda into their libe	12/31/16
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<input type="checkbox"/>	<input type="star"/>	<input type="checkbox"/>	Debi Brooks	Inbox	Only hours left -- remember, your gift is tax deductible. - Donate now to help drive progress toward a cure View this email as a webpage Add no-reply@michaeljfox-email.org to your ad	12/31/16
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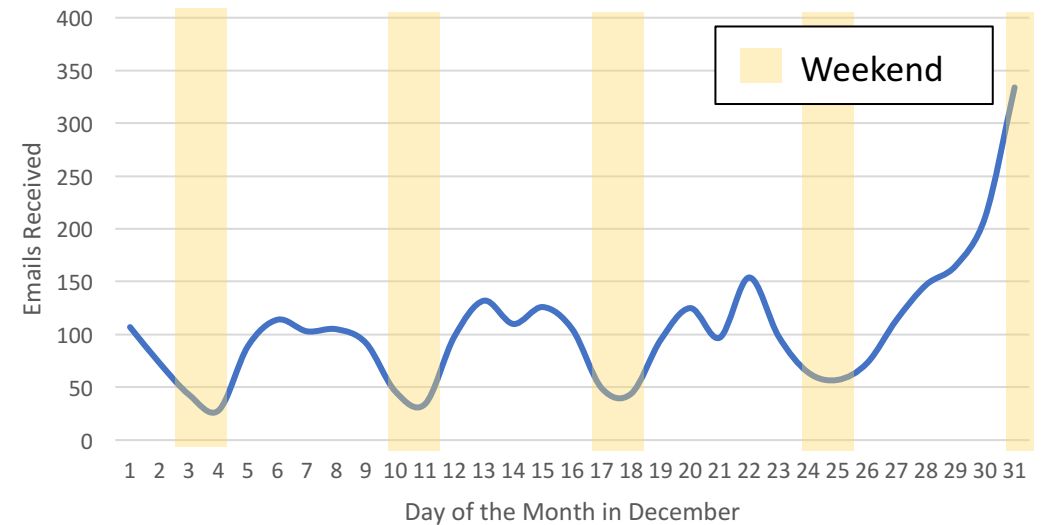


What are the **BEST**
DAYS to send?

Weekends still remain an opportunity.

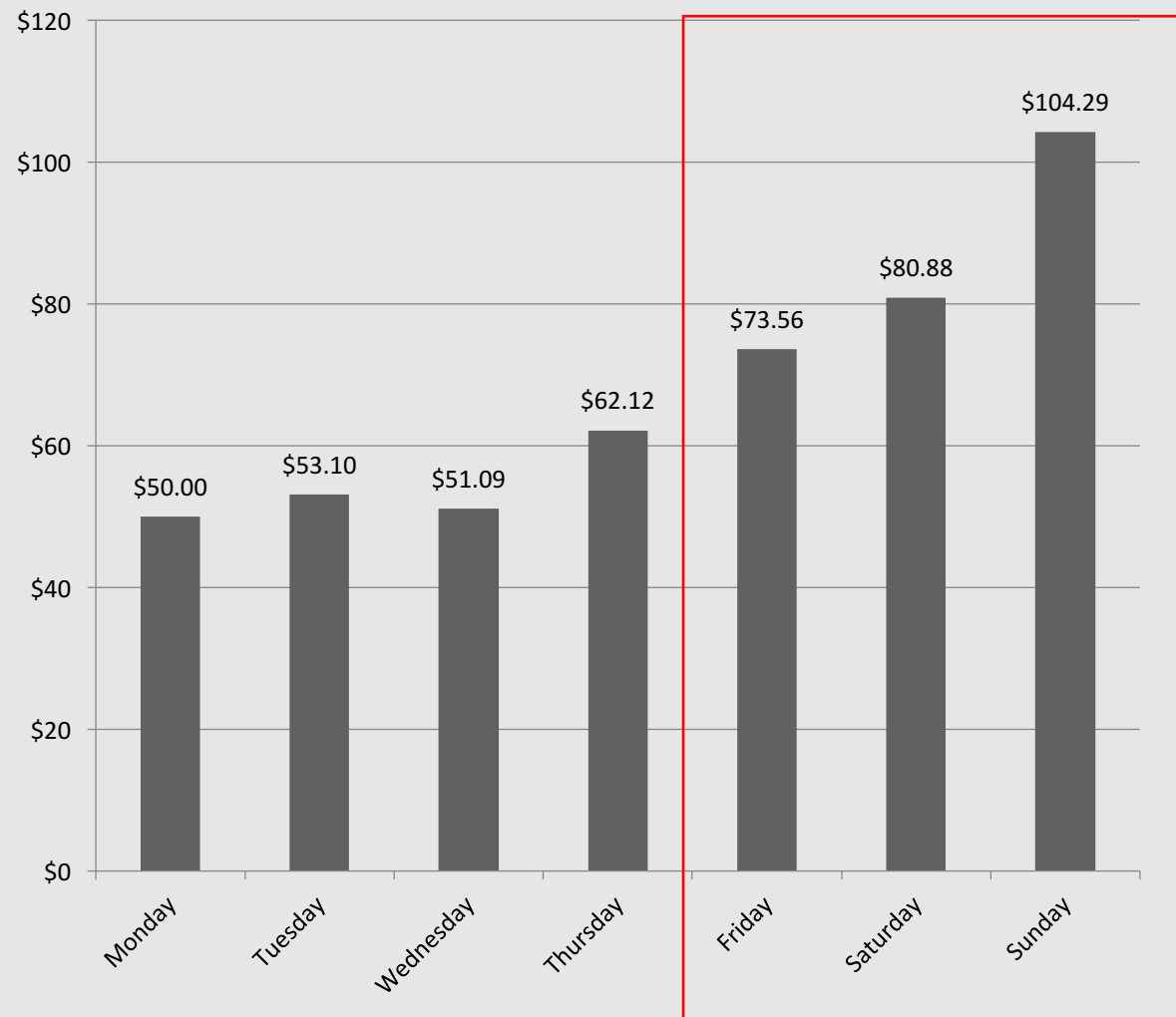


2013



2016





EXPERIMENT INSIGHT:

Up to 50%
higher avg. gift
on weekends.

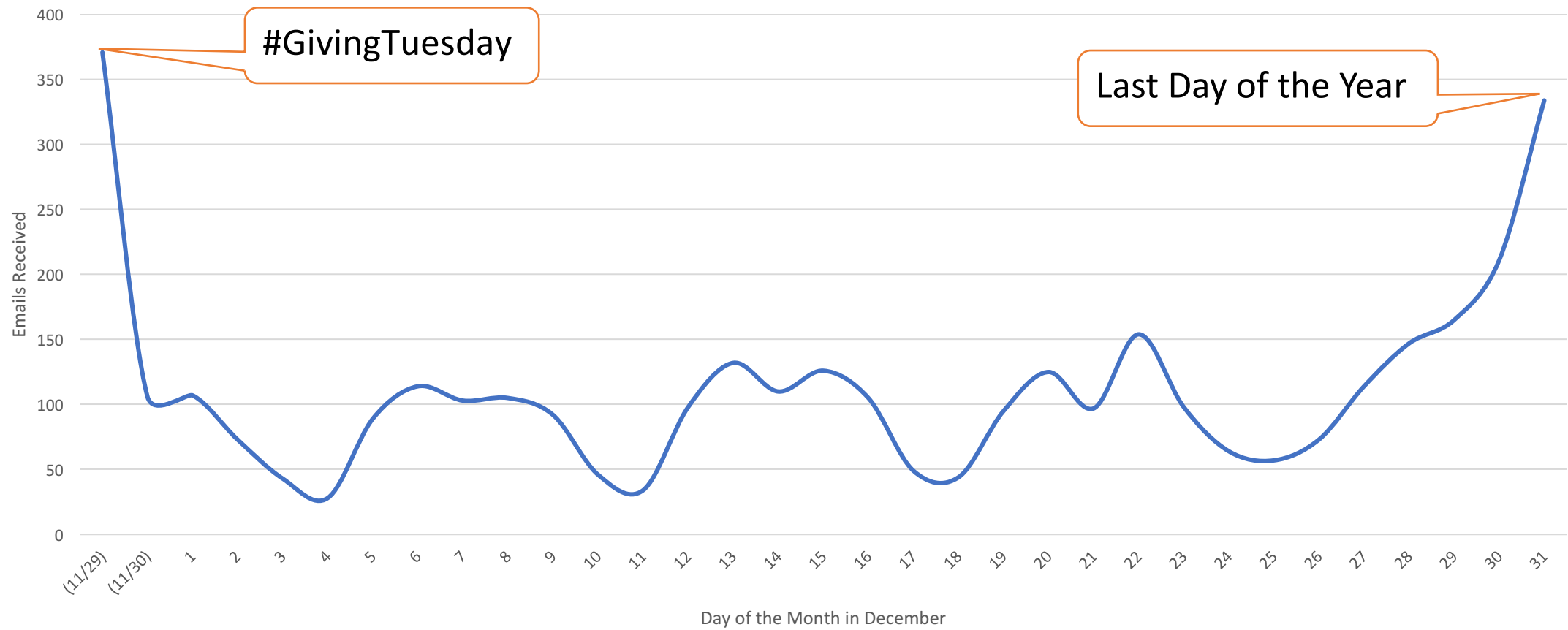




You can CUT through the CLUTTER
by sending emails on the weekends.

Tip #1

23% more emails received on #Giving Tuesday than December 31



BECHMARKS

581%

Average percent additional revenue
generated on 12/31 compared to
#GivingTuesday.

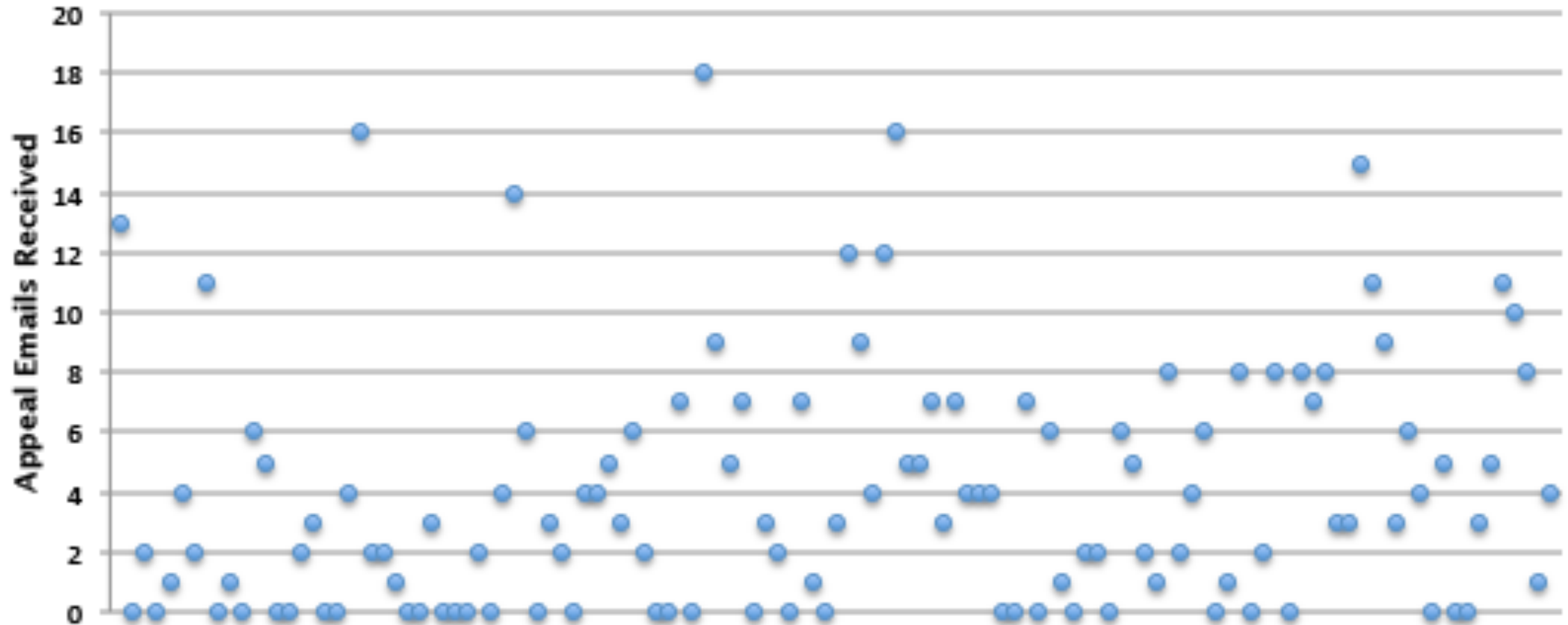


Make December 31 a priority over
#GivingTuesday.

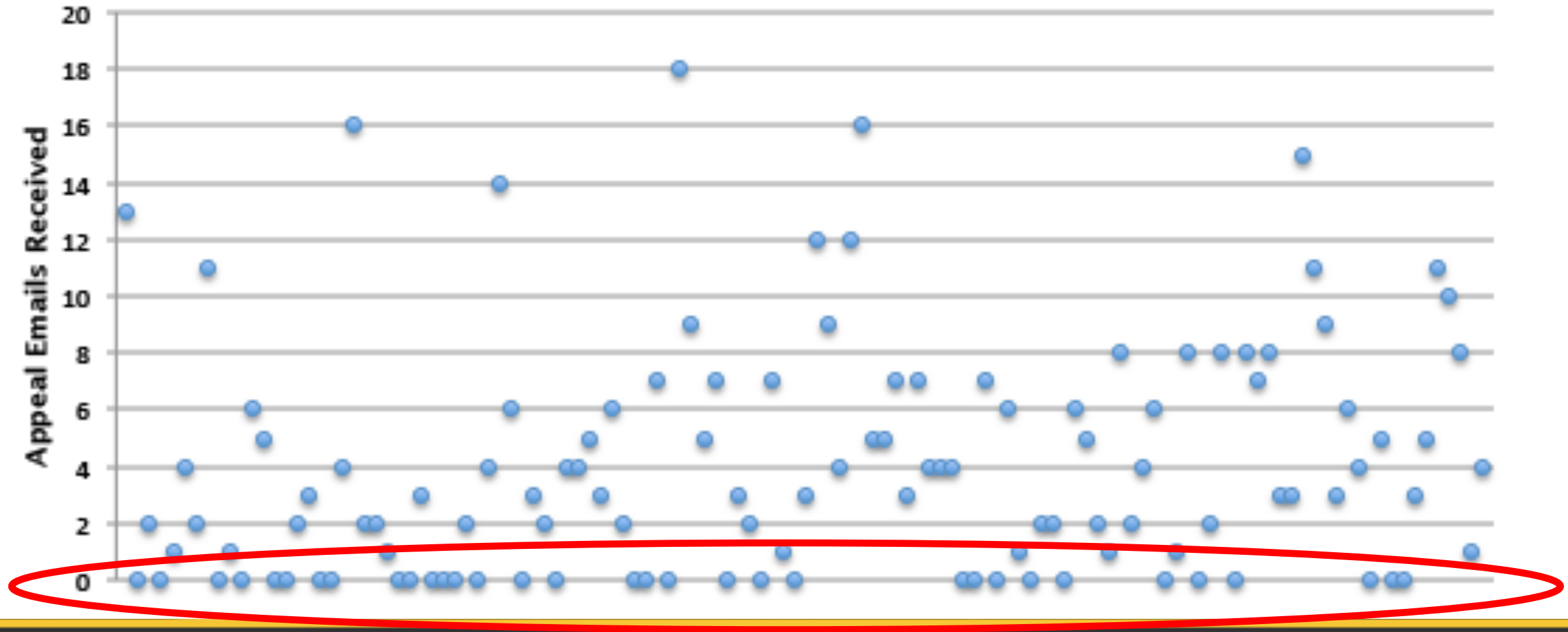
Tip #2

HOW MANY emails
should you send?

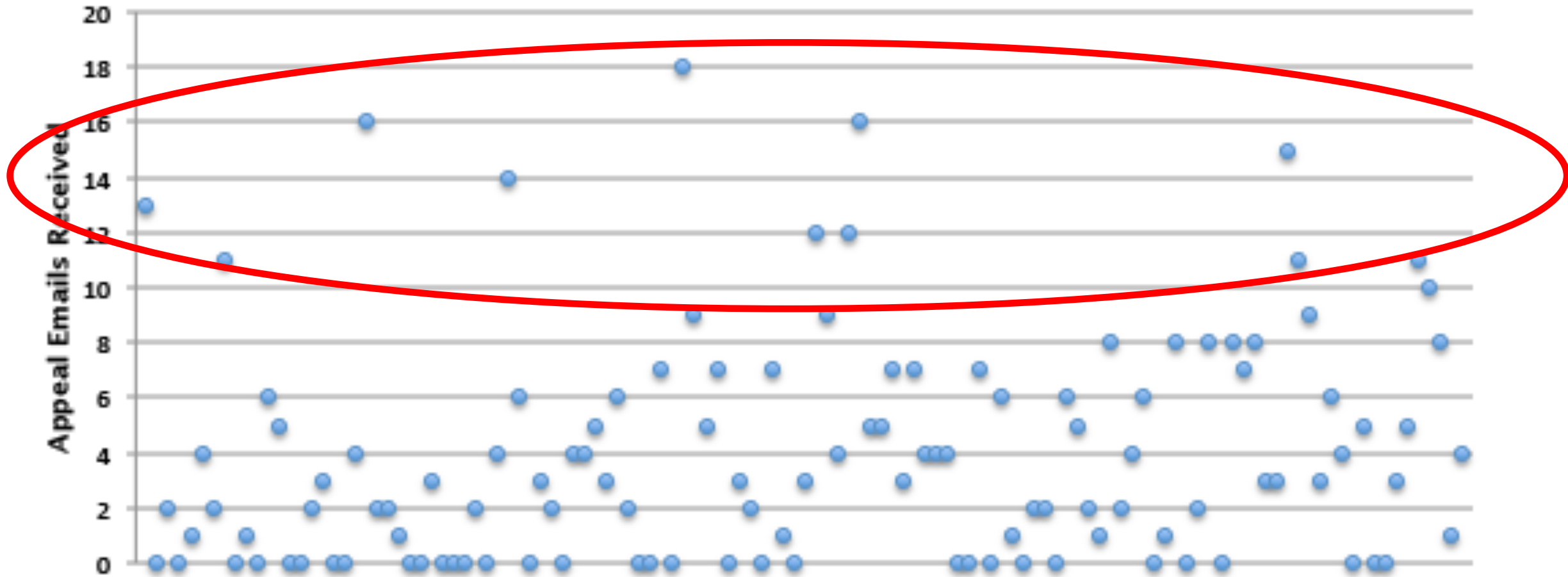
Total Appeal Emails Received in December



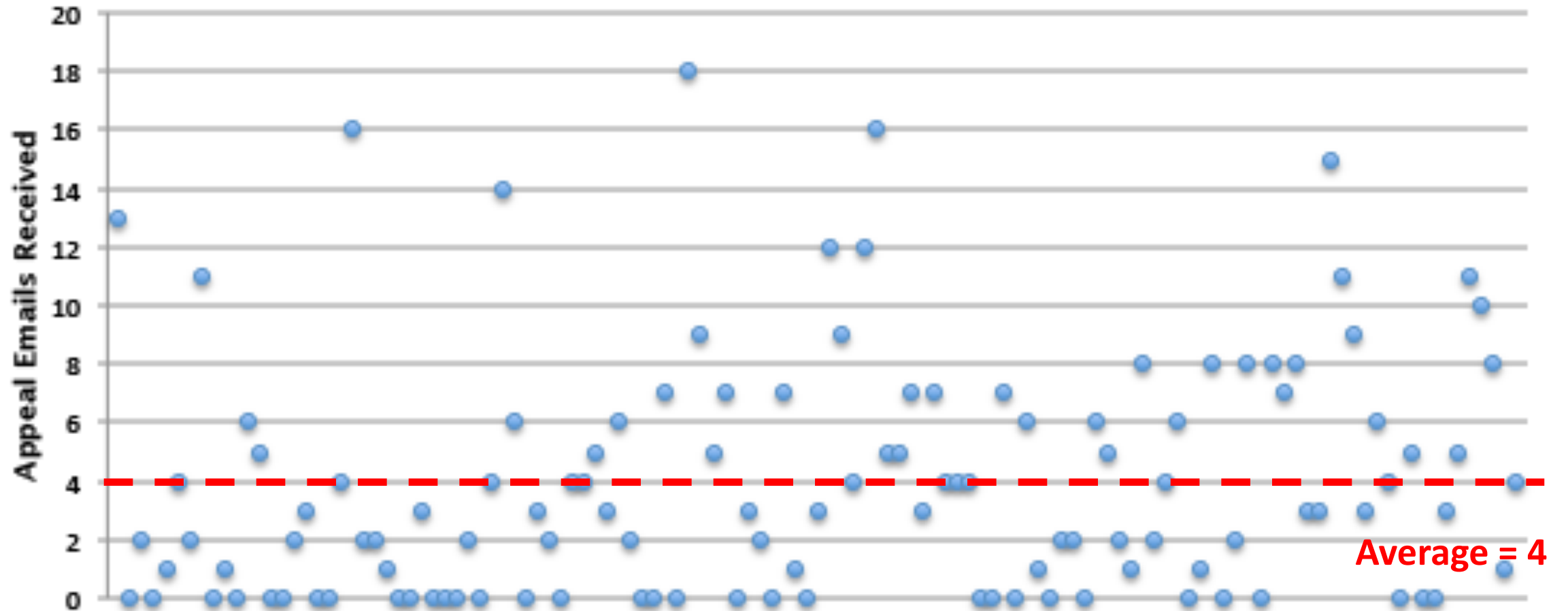
22% of Organizations Sent ZERO emails in December



8% sent MORE than 10 emails in December



Most organizations send 4 Emails in December





You can CUT through the CLUTTER by sending
more emails.

Tip #3

RELEVANCE is the
key to sending more
email.

RELEVANCE

Internal Relevance:

- Personal interests
- Demographics
- Personality
- Communication Styles
- Level of Engagement
- Donor Lifecycle

Internal Relevance is applied through segmentation.

External Relevance:

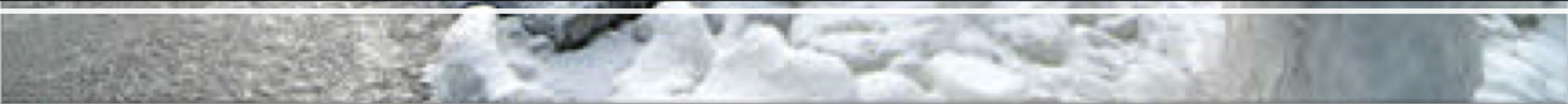
- Seasonality
- Special Events
- News
- Limited Time Offers
- Holidays
- Weather

External Relevance is applied across segments.

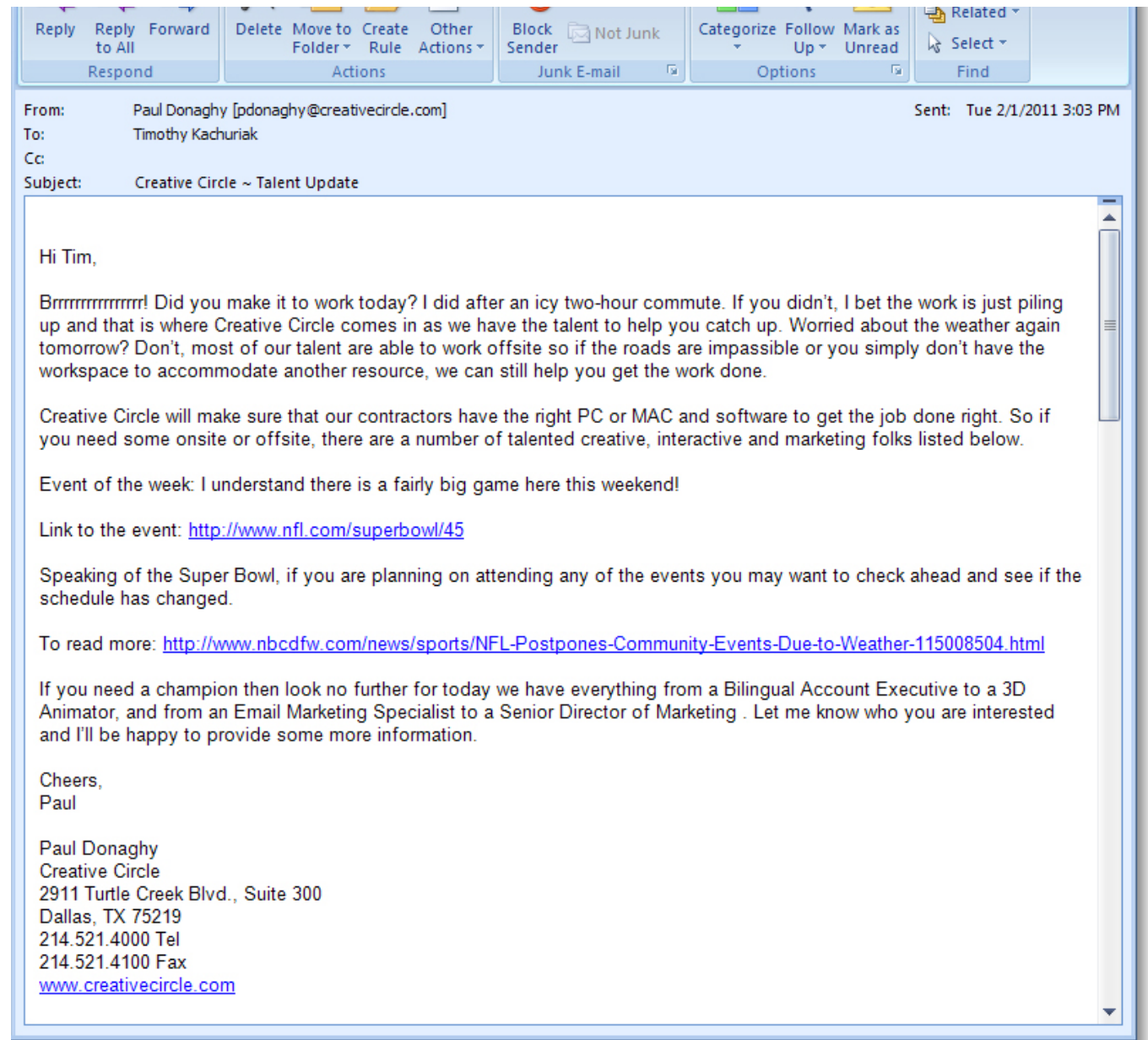




February 1, 2011



Good Example



Bad Example

Having trouble viewing this email? [Click here](#)



VISIT WWW.COOL-OFF.COM FOR MORE INFORMATION ON OUR PRODUCTS



In This Issue

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Summer is Right Around the Corner...

"Beat The Heat" & Save (25-30% OFF) on all Patio Mister Maintenance Kits, High Pressure Misting Nozzles & Our Top Selling Mid Pressure Misting System Kit.

Offer Expires 2/28/11

Cool-Summer Patio Water Mistlers - Maintenance Kit

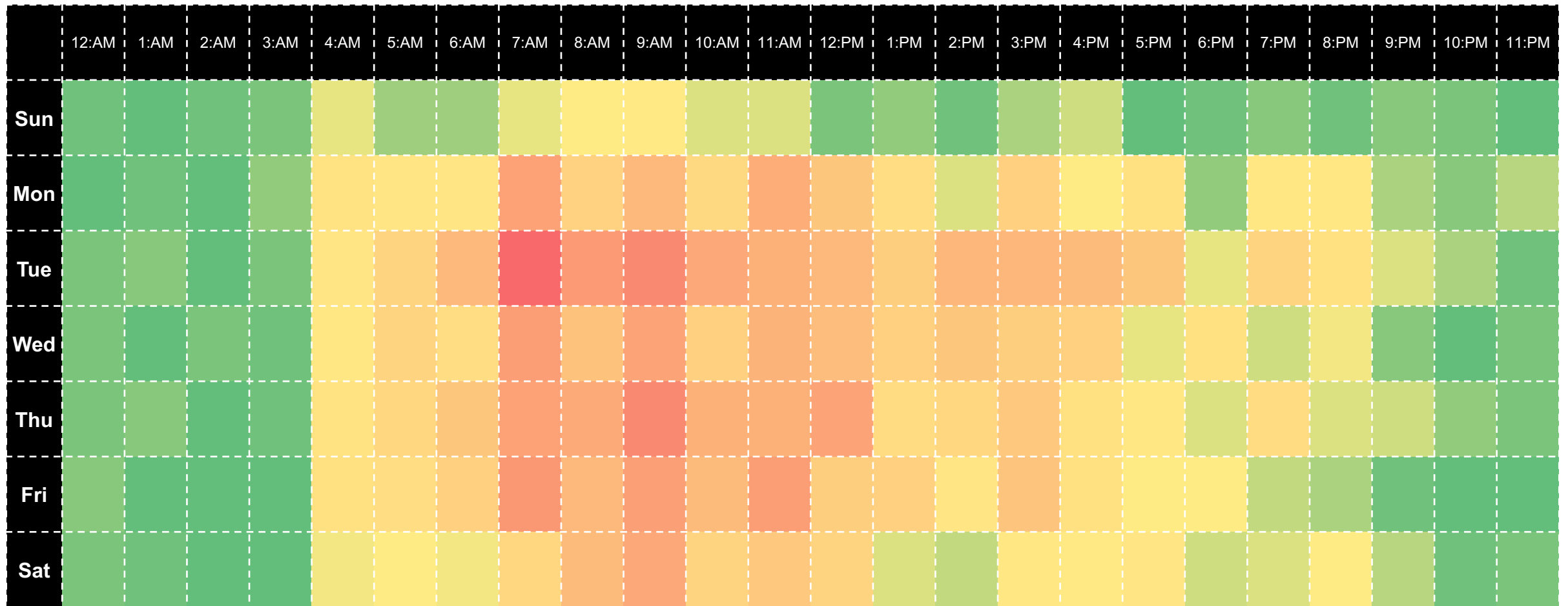


Use INTERNAL and EXTERNAL relevance to personalize your emails to your donors.

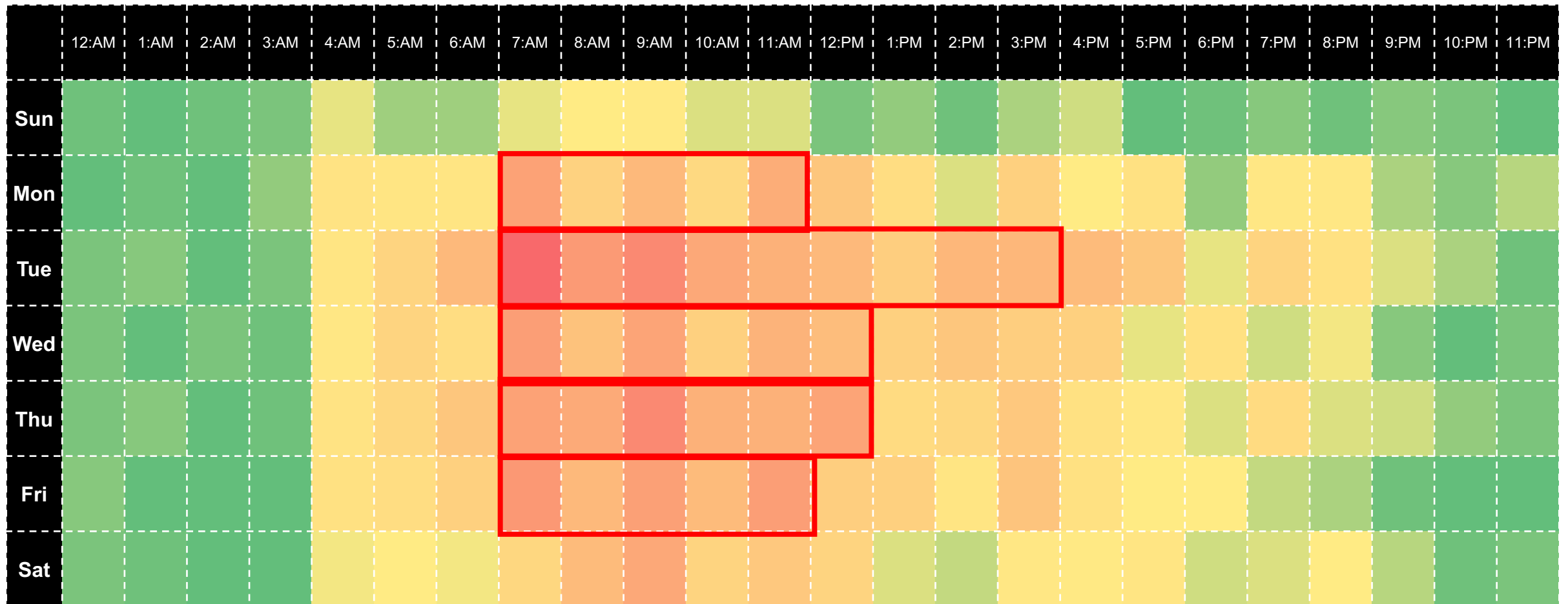
Tip #4

When is the **BEST**
TIME to send?

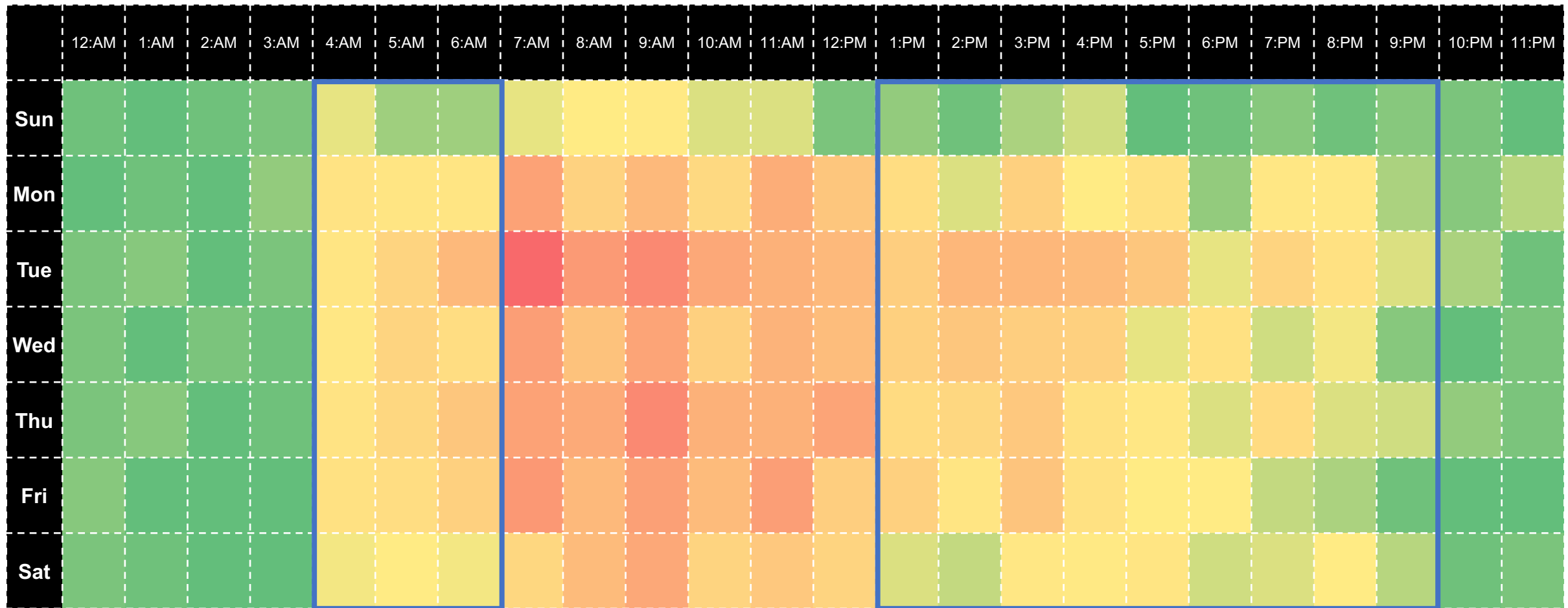
Everyone is sending at the same time.



Tue - Fri is the heaviest from 7am – noon.



Early morning, afternoon and evening are less crowded.





You can CUT through the CLUTTER by sending at off-peak times.

Tip #5

What we've learned in
the **LAB.**

About NextAfter

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

- 800+ unique experiments spanning a combined sample of more than 8 million donor interactions.
- Research with 158 not-for-profit organizations to-date
- 4 Major studies, 6 Whitepapers, 19 Instructional videos and Database of over 54,462 messages

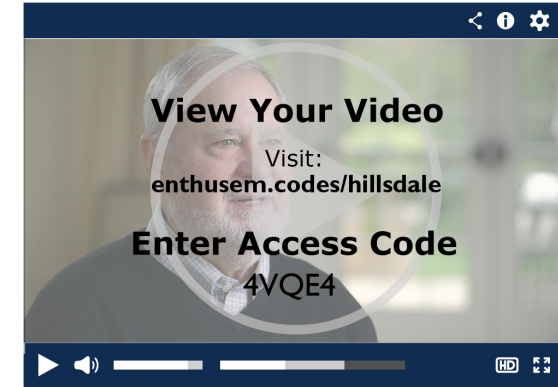


Experiment ID: #6404

It pays to thank your
donors **BEFORE** your
year-end campaign.

Experiment Background

- Research partner is Hillsdale College, a small liberal arts school in Michigan
- Thank you post card mailer to donors prior to year-end fundraising campaign
- Short, personal note
- URL to a special video message
- Delivered to homes the week of Thanksgiving



Hi Jon,

As I reflect on the upcoming Thanksgiving holiday, I'm reminded that there is much for which I am grateful.

Thanksgiving is one of my favorite holidays, and I created a short video message with some of my thoughts about it.

Please enjoy this video, and thank you again for supporting Hillsdale this year.

Warm Regards,



Larry Arnn
President of Hillsdale College





A Thanksgiving message for you, Jon



HILLSDALE COLLEGE

Exp # 6404 – Multichannel Cultivation

Control

No Postcard
Sent

Treatment



204%

In Donation Conversion



Exp # 6404 – Multichannel Cultivation

Treatment Name	Conv. Rate	Relative Difference	Confidence
C: No Post Card	8.8%		
T1: Post Card	26.9%	204.1%	100.0%

Key Learning:

✓ By thanking donors for their previous support prior to the upcoming year-end campaign, Hillsdale activated their donor's continuity instinct and experienced a **204% increase in donations**, from donors that received the thank you post card.

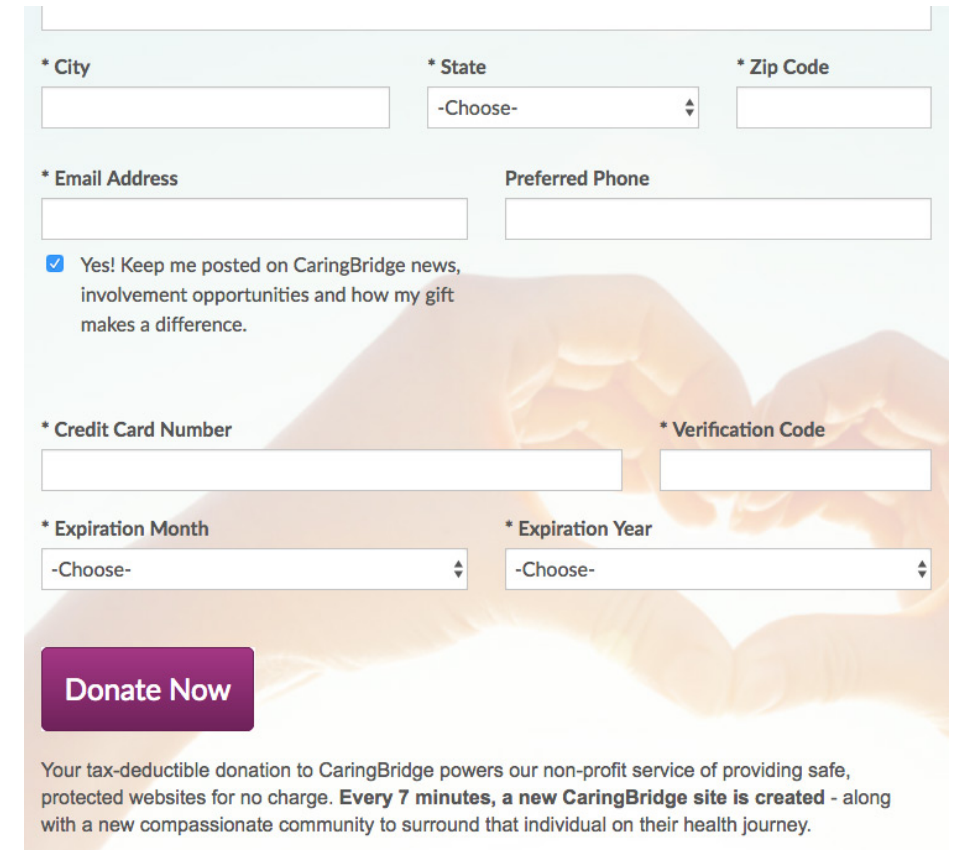


Experiment ID: #5991

Visually remind your
donors that their online
gift is **SECURE**.

Experiment Background

- Research partner is CaringBridge, a secure online blogging site for people to share their healing and recovery journey with friends and family
- Research Question: Will adding visual elements increase the perception of form security increase donor conversion?



* City * State * Zip Code

* Email Address Preferred Phone

☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

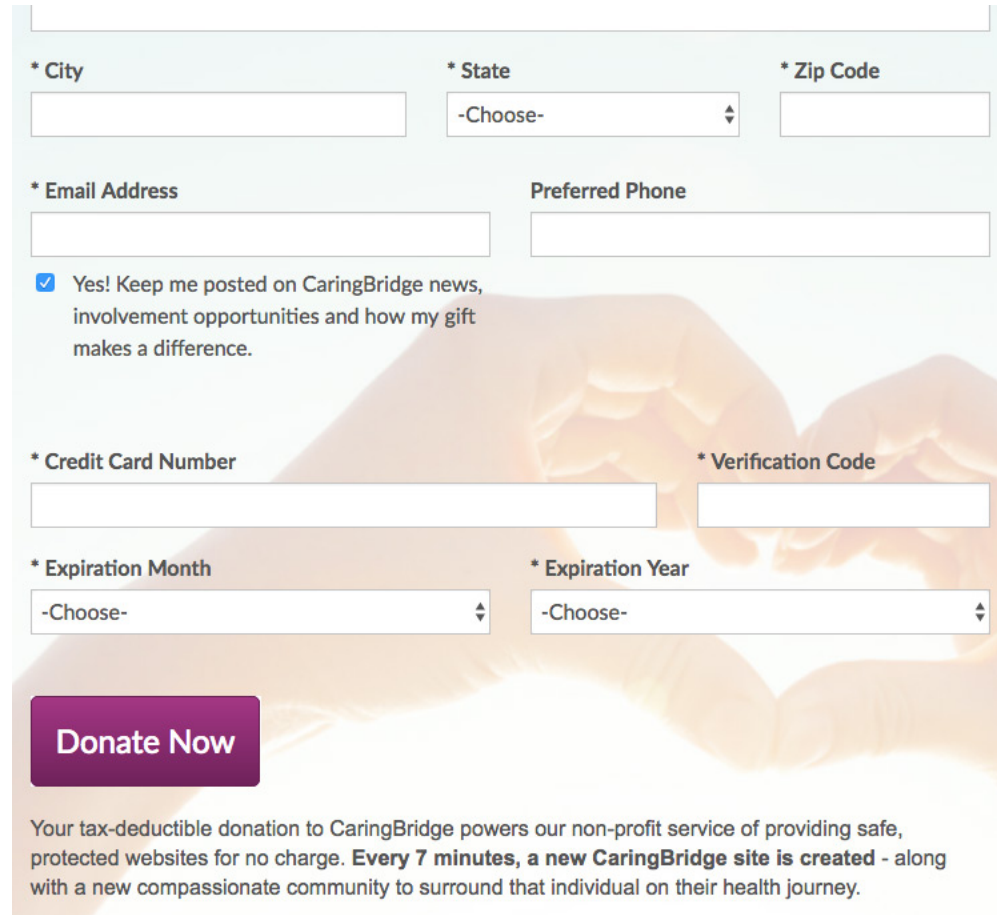
[Donate Now](#)

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



Exp # 5991 – Visual Security Cues

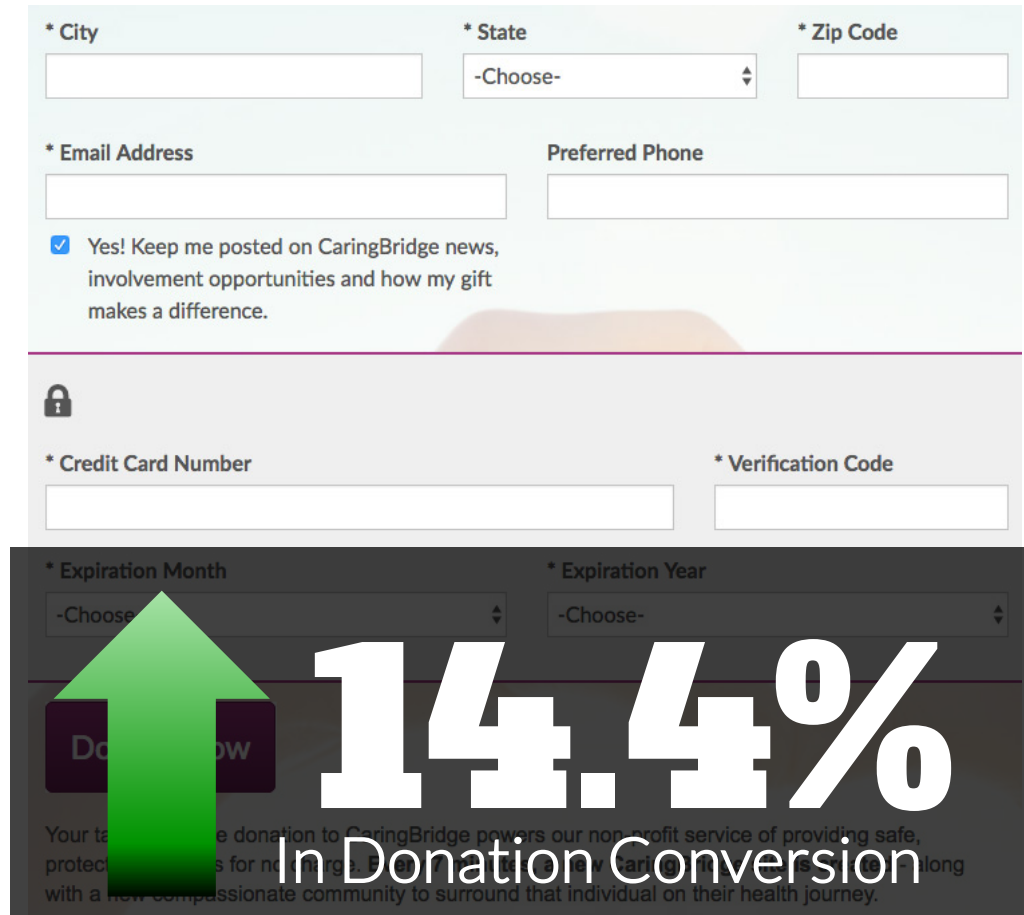
Control



The control version of the donation form is displayed on a light blue background with a faint image of hands clasped in prayer. The form includes the following fields and elements:

- * City: Text input field
- * State: Dropdown menu with "-Choose-" selected
- * Zip Code: Text input field
- * Email Address: Text input field
- Preferred Phone: Text input field
- ☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.
- * Credit Card Number: Text input field
- * Verification Code: Text input field
- * Expiration Month: Dropdown menu with "-Choose-" selected
- * Expiration Year: Dropdown menu with "-Choose-" selected
- Donate Now**: Purple button
- Text at the bottom: "Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey."

Treatment



The treatment version of the donation form is displayed on a light blue background with a faint image of hands clasped in prayer. The form includes the following fields and elements:

- * City: Text input field
- * State: Dropdown menu with "-Choose-" selected
- * Zip Code: Text input field
- * Email Address: Text input field
- Preferred Phone: Text input field
- ☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.
- * Credit Card Number: Text input field
- * Verification Code: Text input field
- * Expiration Month: Dropdown menu with "-Choose-" selected
- * Expiration Year: Dropdown menu with "-Choose-" selected
- Donate Now**: Purple button
- Text at the bottom: "Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey."

A large green arrow points upwards from the bottom of the form, indicating an increase in conversion. The text **14.4%** is displayed in large white font, and the text **In Donation Conversion** is displayed in white font below the percentage.

Exp # 5991 – Visual Security Clues

	Treatment Name	Conv. Rate	Relative Difference	Confidence
C:	Control	29.2%		
T1:	Increased Security Indicators	33.4%	14.4%	95.4%

Key Learning:

✓ Online perception is a powerful driver of behavior. By simply adding a shaded box and a padlock icon to their donation form, CaringBridge helped to reduce cognitive anxiety for their donors and experienced a **14.4% increase in donations**. Note: the padlock icon added no additional actual security.



Experiment ID: #5988

Make your **CASE** for
support **BEFORE** you
make your **ASK**.

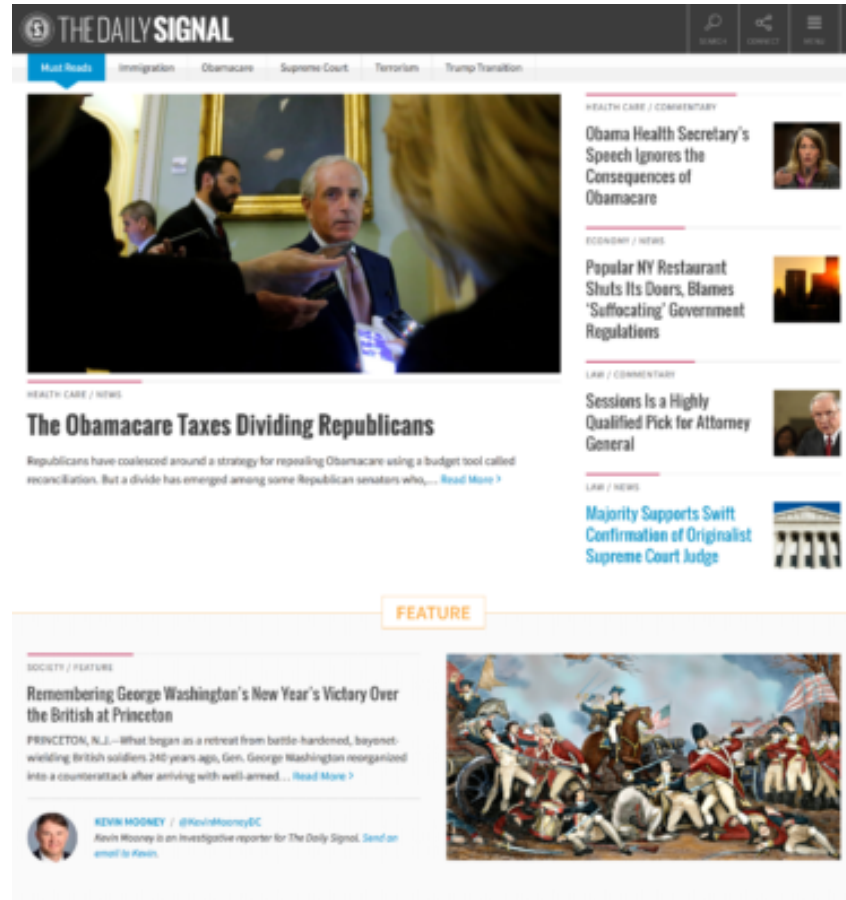
Experiment Background

- Research partner is The Heritage Foundation, a policy think tank in Washington DC
- Research Question: Will showing Daily Signal subscribers articles about Heritage's philanthropic need increase the donors' likelihood to give?



Exp # 5988 – Awareness Without an Ask

Control



Treatment



196%
In Donation Conversion



Exp # 5988 – Awareness Without an Ask

Treatment Name		Conv. Rate	Relative Difference	Confidence	Average Gift
C:	Visitors that didn't see articles	1.9%			\$86.63
T1 :	Visitors that saw an article	5.5%	196.6%	100.0%	\$83.32

Key Learning:

✓ Subscribers that saw one of the donor-focused articles were **197% more likely** to make a end of year contribution than those subscribers that did not. This would indicate that targeting donors across multiple “channels” of communication significantly impacts their willingness to give.

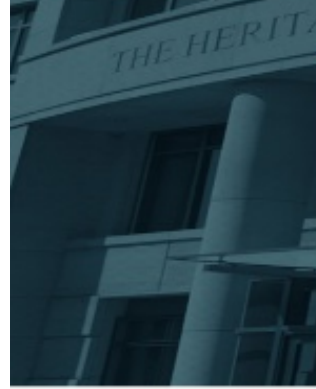


Experiment ID: #5976

Let your donors know
the **PROGRESS** of
your campaign.

Experiment Background

- Research partner is The Heritage Foundation, a policy think tank in Washington DC
- Research Question: How does a goal progress indicator impact donation conversion rate



Stand with Heritage by December 31 and advance conservative policy victories

Goal: \$1,000,000

\$667,111

For nearly a decade, our movement has faced opposition at every turn. Eight years of an Obama administration resulted in expansive government, one unlawful executive order after another, and Obamacare, one of the greatest failed policies in recent memory.

A divided, often ineffective Congress has stifled our ability to advance principled legislation to reduce regulation and taxes, restore Constitutional limited government, and help the American economy grow.

And an activist Supreme Court has ignored the Constitution in many high-profile cases, telling conservatives that we are on the wrong side of history and threatening decades of cultural oppression from behind the bench.

But on one Tuesday in November, the American people spoke and the entire balance of power shifted. And now, with a Republican President-elect, majorities in the Senate and the House, and conservatives appointed to select Supreme Court Justices, conservatives are in a near-unprecedented position to lead our country back to a place of liberty, opportunity, and prosperity.

And one policy organization has been selected to provide the ideas, intellectual firepower, and leadership needed to make this transition: **The Heritage Foundation.**

The President-elect's transition team includes several Heritage staff including Founder Ed Feulner, who are implementing Heritage's three-part Mandate for Leadership plan to provide hundreds of specific steps to roll back the Obama's oppressive liberal agenda.

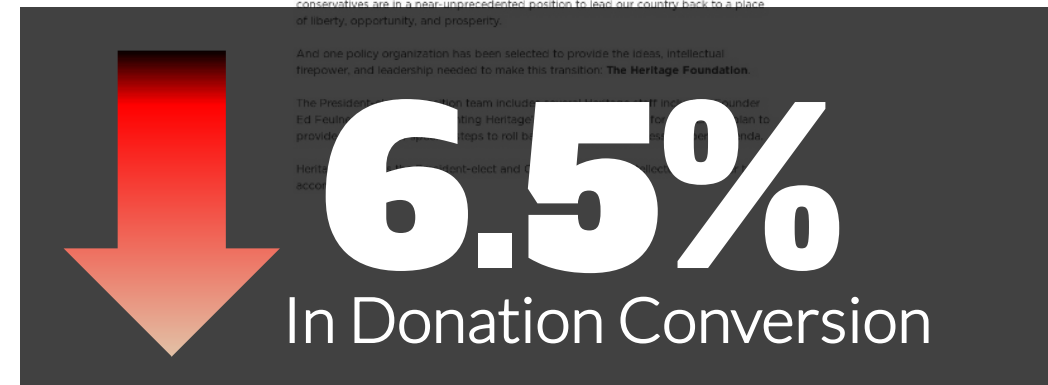
Heritage provides the President-elect and Congress with the intellectual firepower to accomplish key priorities:



Exp # 5976 – Impact of Progress Indicator

Control

Treatment



Exp # 5976 – Impact of Progress Indicator

Treatment Name		Conv. Rate	Relative Difference	Confidence
C:	With Thermometer	43.4%		
T1:	No Thermometer	40.5%	-6.5%	95.3%

Key Learning:

✓ The page that did not have a thermometer at the top saw a 6.5% decrease in giving. We had long assumed that the thermometer lifted giving; with these results, we now know the exact amount it impacts donor motivation. This tells us that a stated goal and transparency about progress is a valid motivator in donor giving.



Experiment ID: #4427

...but don't introduce the
PROGRESS METER
too early on the page.

Exp # 4427 – Impact of Progress Indicator

Control

Our Country Stands at a Constitutional Crossroads.

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

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

But we believe that this crisis can be averted.

Hillside College has taught its students the classical liberal arts since 1944. This helps Hillside's students understand liberty, civic and moral values, and prepares them to be outstanding citizens and leaders. It's the kind of education the Founders thought necessary for the preservation of free government. A core component of this education is a course—"The Meaning and History of the Constitution"—that every student must learn in order to graduate.

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

There is still far more reporting, more than one million students have learned about liberty from Hillside College.

Imagine the impact these courses have had on American and world affairs. However, they miss a critical stage of educational development: K-12 education. That's why Hillside launched the Liberty Charter School Initiative, to teach 50 independent charter schools across America by 2025. This ensures the urgent need for fundamental values of American K-12 education — including the removal of forcing civic education, teaching young Americans the principles of free government and the benefits of free market economics.

Reviving Liberty – Without One Penny of Taxpayer Funding

Through its educational network, the College will restore the principles of liberty underlying the Constitution. To accomplish this, Hillside must fiercely guard its independence, particularly from the very establishment agencies that came with government largesse. That's why the College has refused every penny of taxpayer funding, even if that will harm its student base.

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

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

Goal: \$250,000

Time left until June 30

00 00 00 00

Make your gift before midnight tonight.

My Gift Amount

\$15 \$30 \$45 \$60 \$75 \$90 \$105 \$120 \$135 \$150 \$165 \$180 \$195 \$210 \$225 \$240 \$255 \$270 \$285 \$300

Other Gift Amount

or enter \$0 if you're a permanent, dependent or related party. See us online for gift and other information and the complete rules.

Billing Information

First Name * Last Name *

Email Address *

Country

United States

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

Exp. Year *

CVV *

Make My Gift Gift

Hillside College

Hillside College is a 501(c)(3) nonprofit. All contributions are tax-deductible. For more information, please visit [hillsidecollege.org](#).

Treatment

Our Country Stands at a Constitutional Crossroads.

Goal: \$250,000

\$148,922

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

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

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

Imagine the impact these courses have had on American and world affairs. However, they miss a critical stage of educational development: K-12 education. That's why Hillside launched the Liberty Charter School Initiative, to teach 50 independent charter schools across America by 2025. This ensures the urgent need for fundamental values of American K-12 education — including the removal of forcing civic education, teaching young Americans the principles of free government and the benefits of free market economics.

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

Time left until June 30

00 00 00 00

Make your gift before midnight tonight.

My Gift Amount

\$15 \$30 \$45 \$60 \$75 \$90 \$105 \$120 \$135 \$150 \$165 \$180 \$195 \$210 \$225 \$240 \$255 \$270 \$285 \$300

Other Gift Amount

or enter \$0 if you're a permanent, dependent or related party. See us online for gift and other information and the complete rules.

Billing Information

First Name * Last Name *

Email Address *

Country

United States

Address *

City *

State *

Zip Code *

Phone

Credit Card Information

Card Number *

Exp. Month *

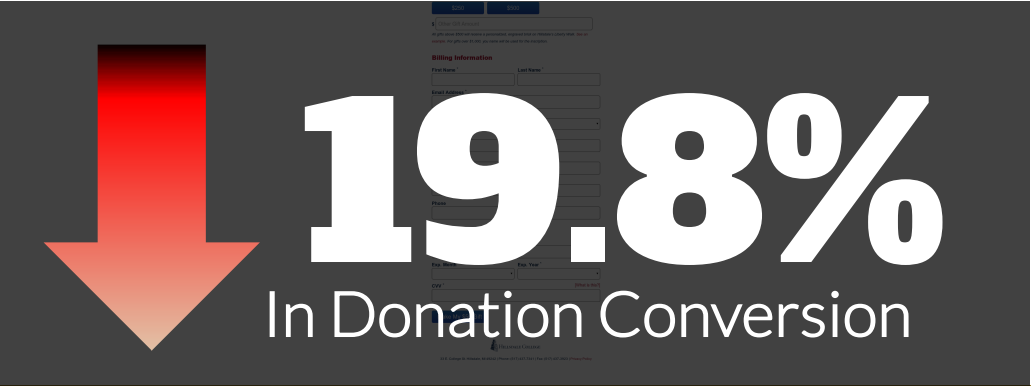
Exp. Year *

CVV *

Make My Gift Gift

Hillside College

Hillside College is a 501(c)(3) nonprofit. All contributions are tax-deductible. For more information, please visit [hillsidecollege.org](#).



Experiment ID: #5827

If the goal is donations,
use **TEXT** instead of
VIDEO.

Exp # 5827 – Video vs. Text

Control



A Special Story of Hope this Christmas

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

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



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

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

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

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

Please make a gift using the secure form below

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other \$

Billing Information

*Title:

*First name: *Last name:

*Country:

*Address lines:

*City: *State: *ZIP:

Phone:

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

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

Financial Accountability

Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.



Security & Privacy

All online donations made on this page are sent with a secure, encrypted connection. Your personal and financial information will remain private.

Treatment



A Special Story of Hope this Christmas

A Message from Buckner President Albert L. Reyes

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

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

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

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

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

This is what Buckner does.

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

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

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

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

Please make a gift using the secure form below

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other \$

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

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Financial Accountability

Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.

560%
In Donation Conversion



Exp # 5827 – Video vs. Text

	Treatment Name	Conv. Rate	Relative Difference	Confidence	Average Gift
C:	Video with Short Copy	0.43%			\$25.00
T1:	Video Transcription	2.8%	560.2%	96.5%	\$57.14

Key Learning:

✓ The video transcription ended up producing a **560.2% lift to the overall donor conversion** on the page. This may suggest that reading is more aligned with the giving than viewing a video. More testing must be done in this area.




Exp # 3970 – Video vs. Text

Control

harvest:greg laurie

Jonathan Laurie's Story

Jonathan Laurie shares his testimony in "What's It Going to Take?"




Calling Our Loved Ones to Faith

Do we have a part to play in restoring a person who has fallen away? Yes we do. James 5:19 says,

"If someone among you wanders away from the truth and is brought back, you can be sure that whoever brings the sinner back will save that person from death and bring about the forgiveness of many sins."

Get a copy of *Come Home*, by James MacDonald, to find out what your role is in God's restoration of prodigals. It will be sent to you for a donation of any amount.




Help call others home to the Lord with a financial gift to Harvest Ministries today.

[\\$25](#) [\\$35](#) [\\$50](#) [\\$100](#)

Treatment

harvest:greg laurie



Don't give up on the prodigals.

Each of us knows someone who has walked away from God. It doesn't have to be a friend or a family member, maybe it was someone in your church - it is heartbreaking and bewildering to watch them turn from the Gospel. Just as it was with my son Jonathan, we wonder how to reach out to them and bring them back, but often it seems impossible.

The book *Coming Home* by James MacDonald, is a great resource that speaks to the issue of people running from the Lord. It outlines what our role is in the return of prodigals and offers hope, encouragement and an open invitation to those who are wandering to return to the safety of forgiveness in Jesus.

We want to offer this resource to you today, when you give a donation of any size to Harvest Ministries.

part of our ministries, for people who are lost to find restoration in Christ. I highly recommend this resource to you. Get this resource, today.

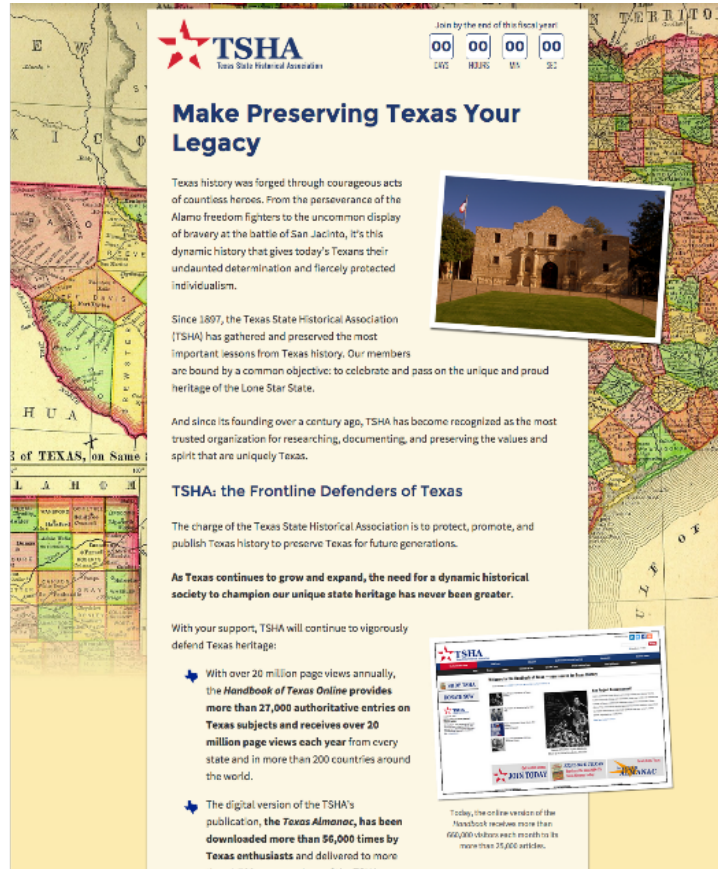


203%
In Donation Conversion



Exp # 1985 – Video vs. Text

Control



TSHA
Texas State Historical Association

Join by the end of this fiscal year!

00 00 00 00
2002 2003 2004 2005

Make Preserving Texas Your Legacy

Texas history was forged through courageous acts of countless heroes. From the perseverance of the Alamo freedom fighters to the uncommon display of bravery at the battle of San Jacinto, it's this dynamic history that gives today's Texans their undaunted determination and fiercely protected individualism.

Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.

And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and preserving the values and spirit that are uniquely Texas.

TSHA: the Frontline Defenders of Texas

The charge of the Texas State Historical Association is to protect, promote, and publish Texas history to preserve Texas for future generations.

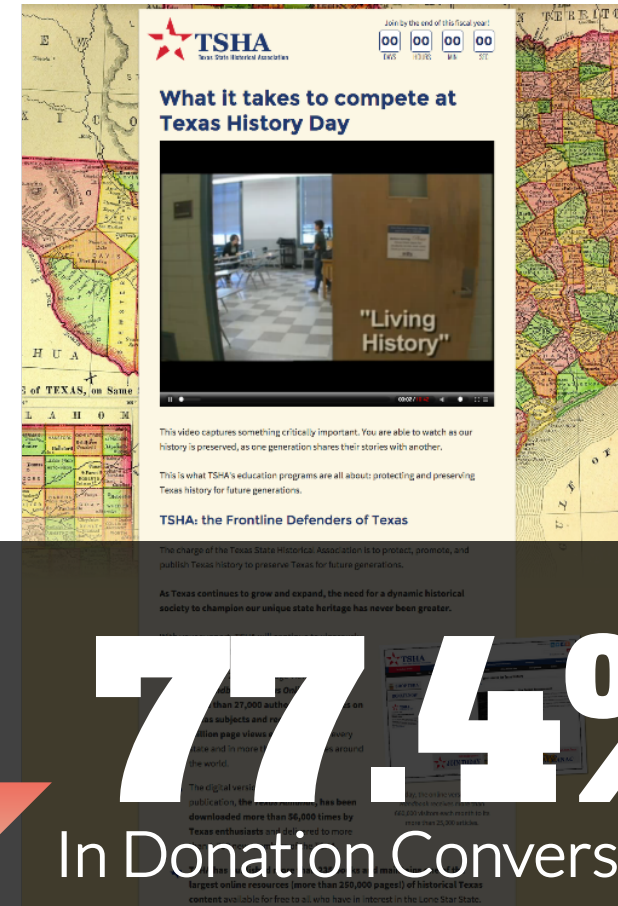
As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

With your support, TSHA will continue to vigorously defend Texas heritage:

- With over 20 million page views annually, the *Handbook of Texas Online* provides more than 27,000 authoritative entries on Texas subjects and receives over 20 million page views each year from every state and in more than 200 countries around the world.
- The digital version of the TSHA's publication, the *Texas Almanac*, has been downloaded more than 56,000 times by Texas enthusiasts and delivered to more than 25,000 homes.

Today, the online version of the *Handbook of Texas* receives more than 600,000 hits each month to its more than 25,000 articles.

Treatment



TSHA
Texas State Historical Association

Join by the end of this fiscal year!

00 00 00 00
2002 2003 2004 2005

What it takes to compete at Texas History Day

This video captures something critically important. You are able to watch as our history is preserved, as one generation shares their stories with another.

This is what TSHA's education programs are all about: protecting and preserving Texas history for future generations.

TSHA: the Frontline Defenders of Texas

The charge of the Texas State Historical Association is to protect, promote, and publish Texas history to preserve Texas for future generations.

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Today, the online version of the *Handbook of Texas* receives more than 600,000 hits each month to its more than 25,000 articles.

77.4%
In Donation Conversion

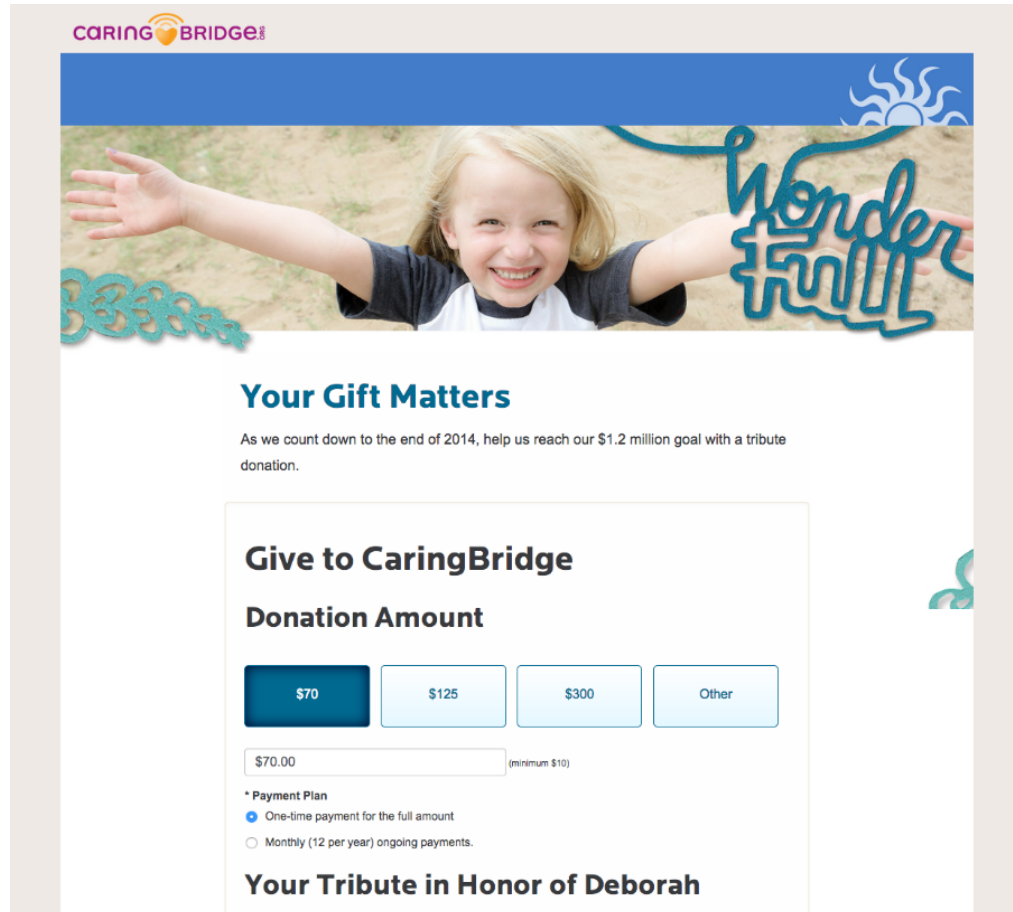


Experiment ID: #323

At year end,
URGENCY is your
BEST FRIEND.

Exp # 323 – Urgency on Donation Page

Control



Treatment



Exp # 323 – Urgency on Donation Page

Treatment Name		Conv. Rate	Relative Difference	Confidence
C:	Control - no urgency elements	4.7%		
T1:	Countdown Clock Only	7.9%	68.1%	100.0%

Key Learning:

✓ The countdown clock in the treatment **increased conversion by 61.8%**. By adding the countdown clock, we were able to increase the perceived urgency which increased conversion.



Exp # 1562 – Urgency on Donation Page

Control

Treatment

When THEY win, YOU win too!
GIVE NOW TO DEFEND RELIGIOUS FREEDOM

Barronelle Stutzman
Farmer sued for religious beliefs

Kevin Cochran
Attorney fired for his faith

Jack Phillips
Cafe denied service for standing by his beliefs

Barronelle Stutzman, Kevin Cochran, and Jack Phillips are honest, hard-working Americans of faith. Now they're targets -- of systematic intimidation and shocking legal action. Why? Because they dared to live according to their beliefs.

Alliance Defending Freedom must raise \$2.8 million by midnight on Tuesday, June 30. We must finish the year strong so we can continue providing a strong legal defense where religious freedom is under fire. Your gift today will protect their freedom...AND yours. Please stand with them now. Give quickly and easily now by completing the simple form below.

DONATE NOW

Your gift will go to work right away to defend religious freedom. Giving is quick, easy, and secure. Simply complete the form below to make a tax-deductible donation.

Gift Information

Gift Amount * Monthly gift (automatic) ☐

Billing Information

Name On Card *

Credit Card Number *

Expiration Date * Month / Year

Contact Information

First Name *

Last Name *

Address 1 *

Address 2

City *

State * -- Select State --

Zip Code *

Email Address *

Phone Number *

☒ Keep me up to date on issues threatening religious liberty.

DONATE NOW

* indicates a required field.

When THEY win, YOU win too!
GIVE NOW TO DEFEND RELIGIOUS FREEDOM

Barronelle Stutzman
Farmer sued for religious beliefs

Kevin Cochran
Attorney fired for his faith

Jack Phillips
Cafe denied service for standing by his beliefs

Barronelle Stutzman, Kevin Cochran, and Jack Phillips are honest, hard-working Americans of faith. Now they're targets -- of systematic intimidation and shocking legal action. Why? Because they dared to live according to their beliefs.

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DONATE NOW

Your gift will go to work right away to defend religious freedom. Giving is quick, easy, and secure. Simply complete the form below to make a tax-deductible donation.

Time Until the June 30th Deadline

-1 day 14 hrs 19 mins 10 secs

Make your gift before the end of June 30th to help ADF continue their defense of your freedoms.

Gift Information

Gift Amount * Monthly gift (automatic) ☐

Billing Information

Name On Card *

Credit Card Number *

Expiration Date * Month / Year

Contact Information

First Name *

Last Name *

Address 1 *

Address 2

City *

State * -- Select State --

Zip Code *

Email Address *

Phone Number *

☒ Keep me up to date on issues threatening religious liberty.

DONATE NOW

* indicates a required field.

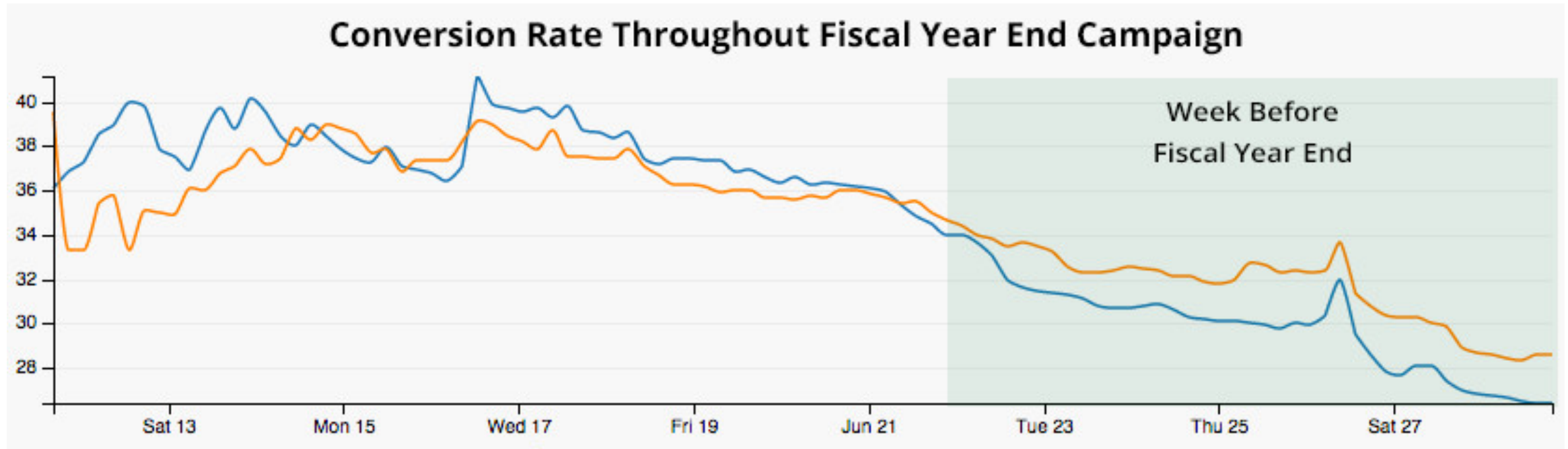


11.6%
In Donation Conversion



Visual Urgency

Countdown clock had no significant impact until the we got closer to the end of the campaign.



Exp # 412 – Urgency in Email Appeal

Control

Dear << Test Salutation >>,

I wanted to send you a quick reminder to make your online gift to Dallas Theological Seminary today. Your gift is an investment that will produce a return greater than any worldly investment you could make.

Generous donors have already helped DTS meet the Challenge Gift of \$450,000, but it's not too late to make your gift! *Every penny counts* to help DTS equip servant-leaders to boldly proclaim the Good News of Jesus.

Before you help ring in the new year, help lay the groundwork to advance God's kingdom in 2015.

Make your year-end gift now.

Sincerely,

Mark L. Bailey, PhD
President
Dallas Theological Seminary

You are receiving this email because you donated to DTS and opted to receive emails.
[unsubscribe](#)

Treatment

Dear << Test Salutation >>,

DEADLINE: MIDNIGHT 12/31/2014

04	23	28	33
DAYS	HOURS	MINS	SECS

I wanted to send you a quick reminder to make your online gift to Dallas Theological Seminary today. Your gift is an investment that will produce a return greater than any worldly investment you could make.

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Before you help ring in the new year, help lay the groundwork to advance God's kingdom in 2015.

Make your year-end gift now.

Sincerely,

Mark L. Bailey, PhD
President
Dallas Theological Seminary

You are receiving this email because you donated to DTS and opted to receive emails.
[unsubscribe](#)

51.6%

In Email Response Rate



Exp # 5865 – Urgency on an Ad

Control

"I promise you that we will be united against any Supreme Court nominee that Hillary Clinton, if she were president, would put up," McCain said. "I promise you ..."

Dear reader:

With today's liberal media influence, there are few publications that Americans can rely on to learn the "other" side of the issues.

The Daily Signal is a dedicated team of more than 100 journalists and policy experts solely funded by the financial support of the general public.

- We are a non-profit organization
- We serve more than 2 million readers a month
- We do not accept government funds
- We do not run any advertising

Please donate to ensure we can continue to provide The Daily Signal for free.

If you rely on The Daily Signal for news and analysis on key issues, please take one minute to help make a difference. Thank you.

KEEP THE DAILY SIGNAL FREE

According to [The Hill](#), since making this statement on Monday, Rachael Dean, a spokeswoman for McCain, has softened the senator's claim. She said McCain "will, of course, thoroughly examine the record of any Supreme Court nominee put before the Senate and vote for or against that individual based on their qualifications as he has done throughout his career."

Lee said that he will oppose potential Supreme Court nominees put forward by Clinton.

Treatment

"I promise you that we will be united against any Supreme Court nominee that Hillary Clinton, if she were president, would put up," McCain said. "I promise you ..."

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- We do not accept government funds
- We do not run any advertising

Please donate by December 31 to ensure we can continue to provide The Daily Signal for free. Your support is needed now more than ever.

If you rely on The Daily Signal for news and analysis on key issues, please make a tax-deductible contribution by the end of the year. Thank you.



0 DAYS 0 HOURS 0 MINUTES 0 SECONDS
Time Left Until December 31st

61.1%
In Donations



Exp # 2852 – Urgency on an Landing Page

Control



Give the hope of heaven to those who need it most

Harvest is committed to one thing: knowing God and making him known. Harvest's outreach ministries reach millions each year through radio, broadcasts, live events, and large-scale evangelistic outreaches. Since 1990, thousands have come to Christ through the ministry of Greg Laurie and Harvest. Your gift today can change someone's eternity.

Your Gift will support:

- Bible teaching that reaches thousands each week through radio.
- Face to face evangelism in Southern California and throughout the world.
- Crusade events that allow hundreds of thousands of nonbelievers to experience Christ's redeeming love.
- Online resources and podcasts that are accessed by tens of thousands of believers and nonbelievers each month.
- Bibles for new believers to ensure that they can read God's word at will.

"I am committed to helping people grow in their relationship with Christ in every way I can."
Greg Laurie

Make your donation today.

\$25

\$30

\$50

\$100


\$250

\$

Your contribution will support Harvest Ministries.

☐ Include the book, *The Biggest Story* when I make my gift.

CONTINUE



To say thank you...

We would like to send you a book called, *The Biggest Story*. With beautiful illustrations and the compelling message of redemption, *The Biggest Story* is a captivating way to fill a child's hearts and minds with God's Word.

TERMS OF SERVICE | PRIVACY POLICY

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Treatment



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- Bibles for new believers to ensure that they can read God's word at will.

"I am committed to helping people grow in their relationship with Christ in every way I can."
Greg Laurie

Make your donation today.

\$25

\$30

\$50

\$100

\$

\$

Last day to order and receive by Christmas!

We'd love to send you *The Biggest Story* for your child, grandchild, or loved one to put under the tree at Christmas. But time is running out for us to be able to ship it to you by December 25th! All gifts must be made by midnight tonight to ensure delivery by Christmas Eve.

☐ Include the book, *The Biggest Story* when I make my gift.

CONTINUE

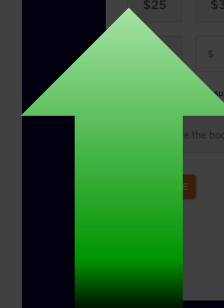


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16.8%
In Donations



Experiment ID: #616

At year end (and
throughout the year,
remember **PEOPLE**
give to **PEOPLE**.

Experiment Background

- Research partner is The Heritage Foundation, a policy think tank in Washington DC
- Research Question: Which email and messaging tone will generate the most year-end donations?

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim".

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Experiment: Version A

- This email was sent by Jim DeMint, the president and most well-known leader of the Heritage Foundation, asking recipients for their support with a year-end gift
- Version A leverages continuity, as all support requests throughout the year have come from DeMint
- The tone of the email is formal and professional

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



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Thank you for your support as we defend freedom for future generations.

Sincerely,


Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Experiment: Version B

- The email was sent by Christie Fogarty, the foundation's lesser known Director of Membership, requesting donations
- Version B breaks continuity, as all support requests throughout the year have come from the president of the nonprofit
- The email uses a much friendlier, informal tone

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

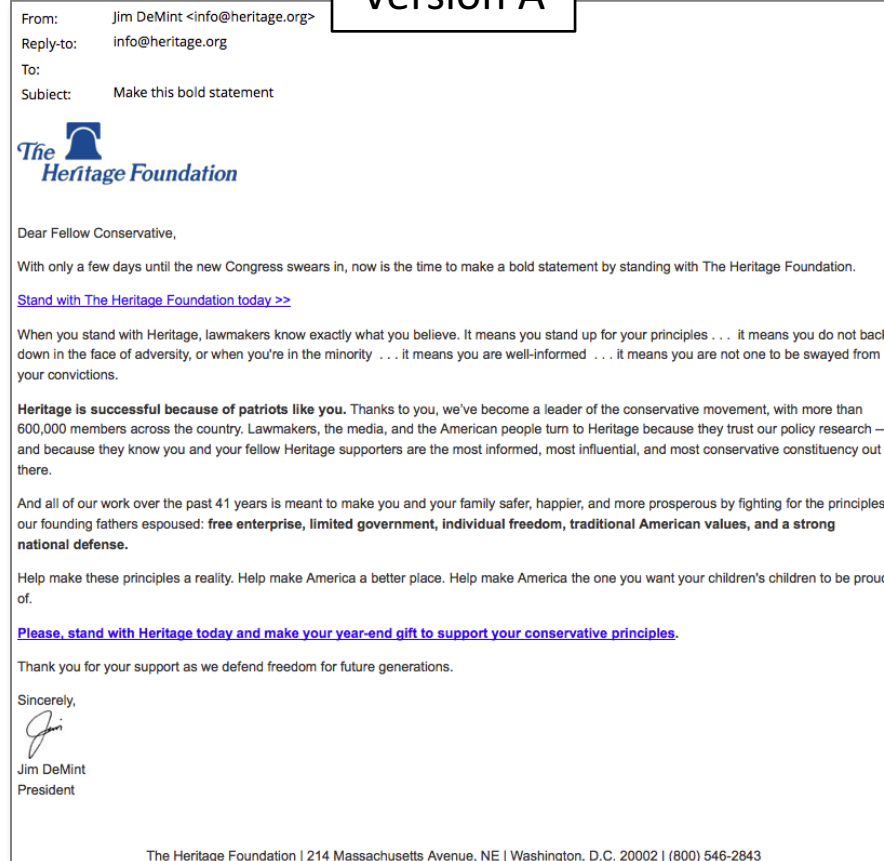
P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

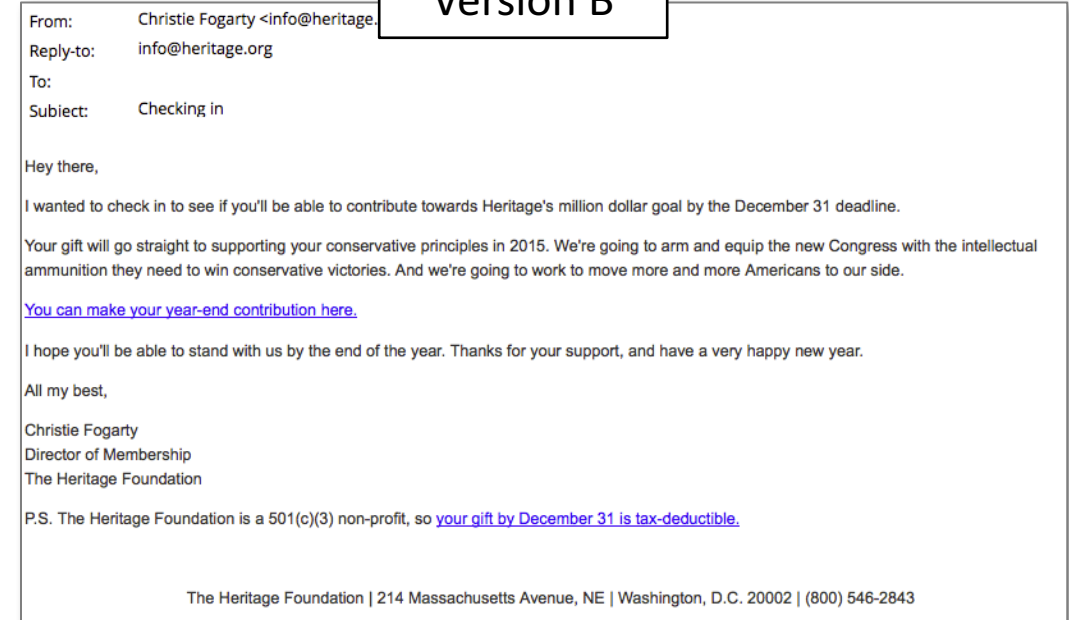


Experiment: Side-by-side comparison

Version A



Version B

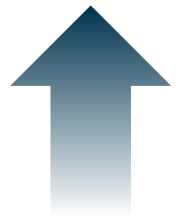


Audience Question:

Which email will result in more donations?



Experiment: Results



381% Increase in revenue

The optimized treatment's revenue increased by 380.7%.

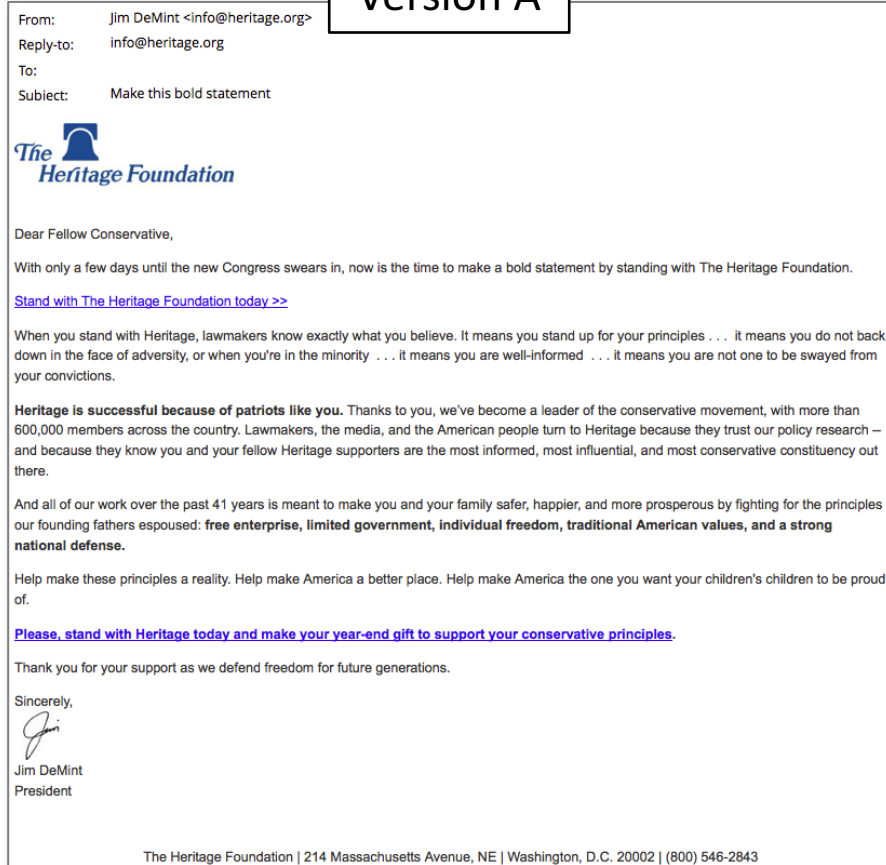
Design	Revenue per Visitor	Relative Difference	Statistical Significance
Version A – Jim Demint	\$0.03	-	-
Version B – New Signer	\$0.14	380.7%	 99%

% Relative Change: 380.7%



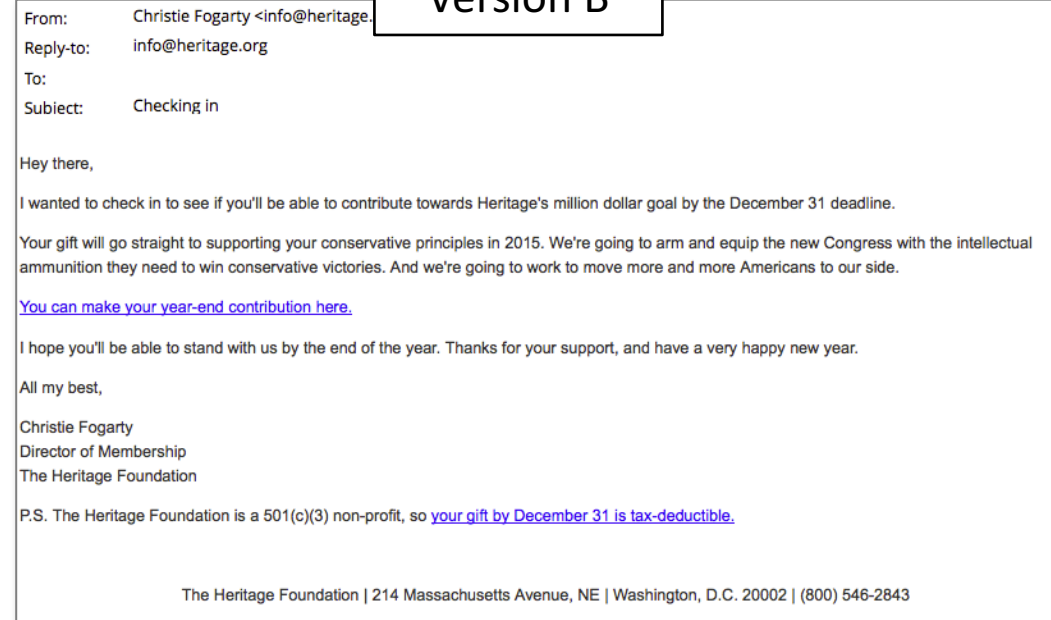
Experiment

Version A



Why didn't the more formal letter sent by the well-known organization president produce better results?

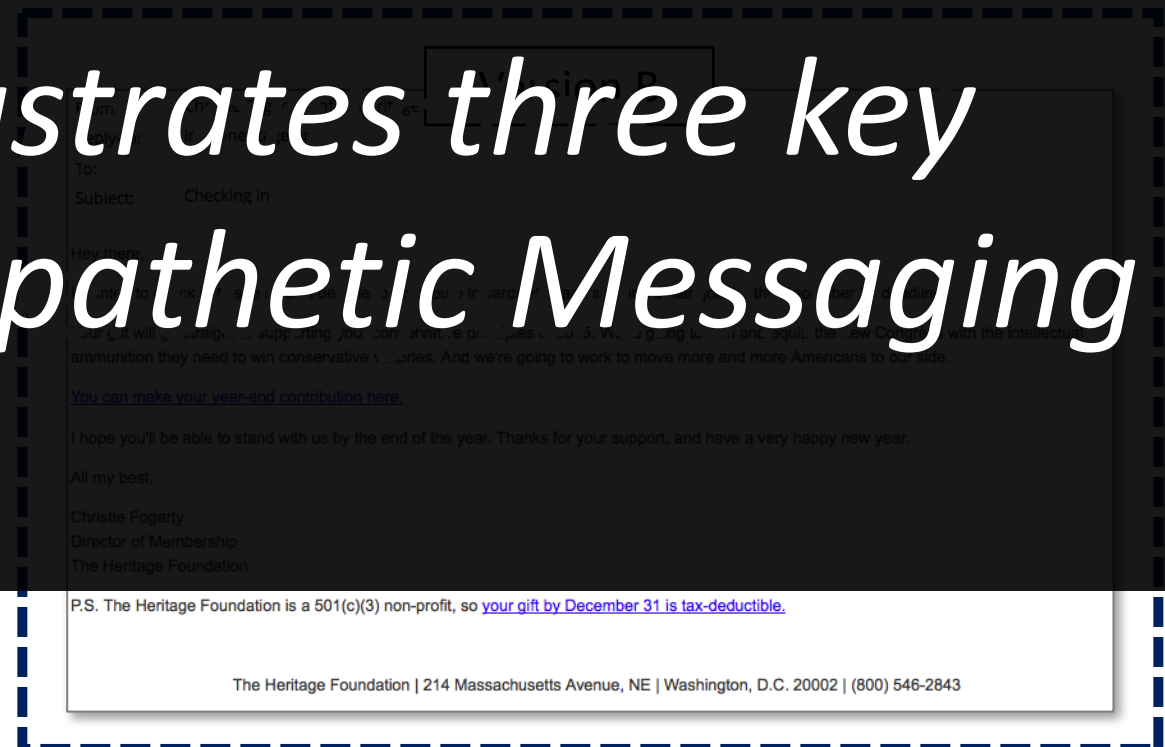
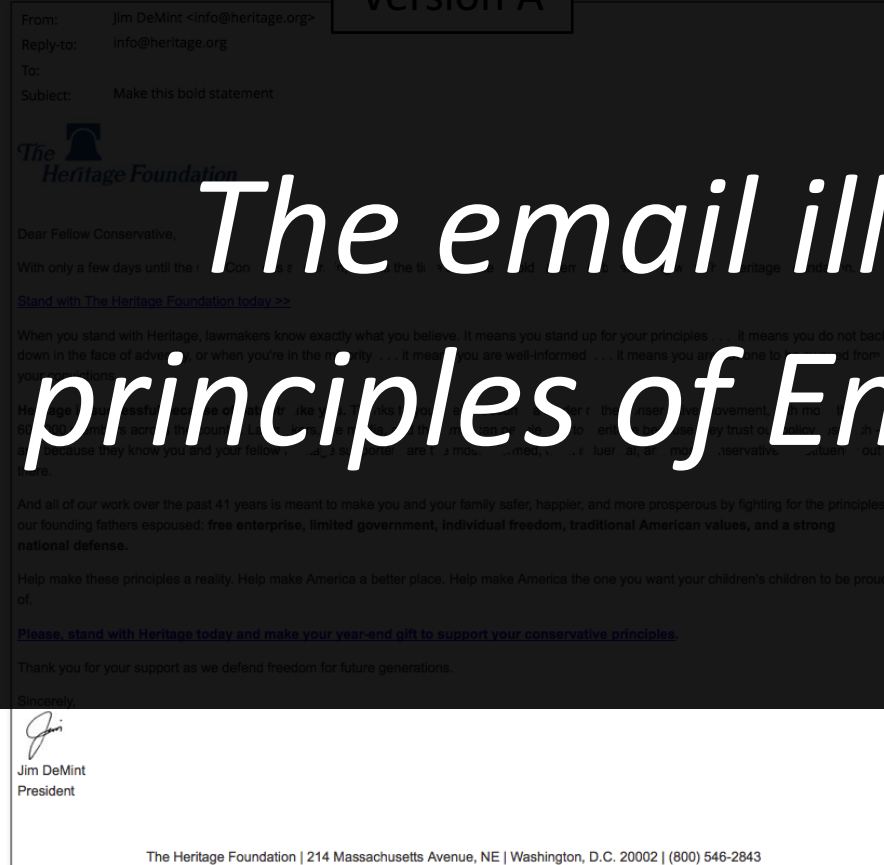
Version B



Experiment



Why didn't the more formal letter sent by the well-known organization president produce better results?



Empathy

This case study illustrates three ways you can use empathy in your email appeals:

*Believability
Readability
Clarity*



1. Ensure that your
message is
BELIEVABLE.

Believability

- The use of a well-known, high-ranking sender with a long-form letter implies a mass, impersonal email send.

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong**

principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud

[Heritage today and make your year-end gift to support your conservative principles.](#)

Support as we defend freedom for future generations.

Sincerely,

A handwritten signature in black ink that reads "Jim".

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Believability

- The winning email hypothesized (and confirmed) that a lesser-known sender with a shorter, briefer message would imply a more believable, personal email send.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

[Your December 31 is tax-deductible.](#)

1700 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



2. Ensure that your
message is
READABLE.

Readability

- The losing email uses a tone that reads very much like a formal lecture.
- This might make sense in other marketing materials, but seems out of place in a “personal” email.

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org

Subject: Make this bold statement

Heritage Foundation

Dear Fellow Conservative, by standing with The Heritage Foundation.

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from

Heritage is successful because of patriots like you. T

there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

, now is the time to make a bold statement by standing with The Heritage Foundation.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Sincerely, future generations.

✓
Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Readability

- The winning email, however, takes a tone that matches more closely to the expectation of the medium.
- In fact, it was designed to read like a conversation and is true to the style of the actual sender.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org

Subject: Checking in

Hey there,

...e towards Heritage's million dollar goal by the December 31 deadline.

...e principles in 2015. We're going to arm and equip the new Congress with the intellectual
...nd we're going to work to move more and more Americans to our side.

I wanted to check in

...or your support, and have a very happy new year.

Thanks for your support, and have a very happy new year.

All my best,

[your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



3. Ensure that your message is **CLEAR**.

Clarity

- The losing email asks donors to blindly give without establishing how donations will be used.
- In addition, the calls-to-action either omit the desired action or make it easily missed by placing it in the middle of a long sentence.

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



Dear Fellow Conservative,

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[Stand with The Heritage Foundation today >>](#)

to be proud

Thank you for your support as we defend freedom for future generations.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim".

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Clarity

- The winning email, however, walks through why donations are needed and how they will be used.
- In addition, the call-to-action is very clear and direct.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

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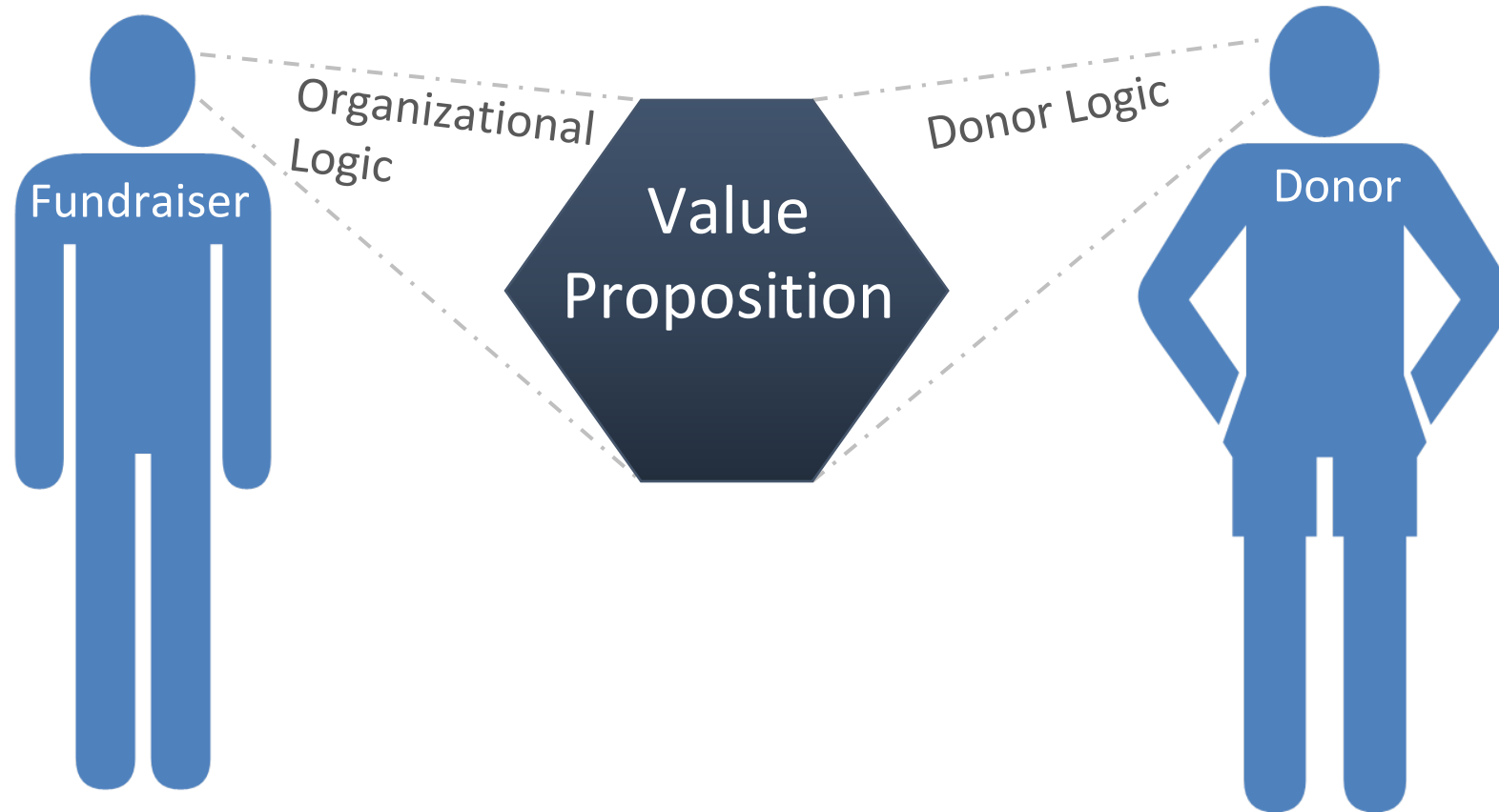
Christie Fogarty
Director of Membership
The Heritage Foundation

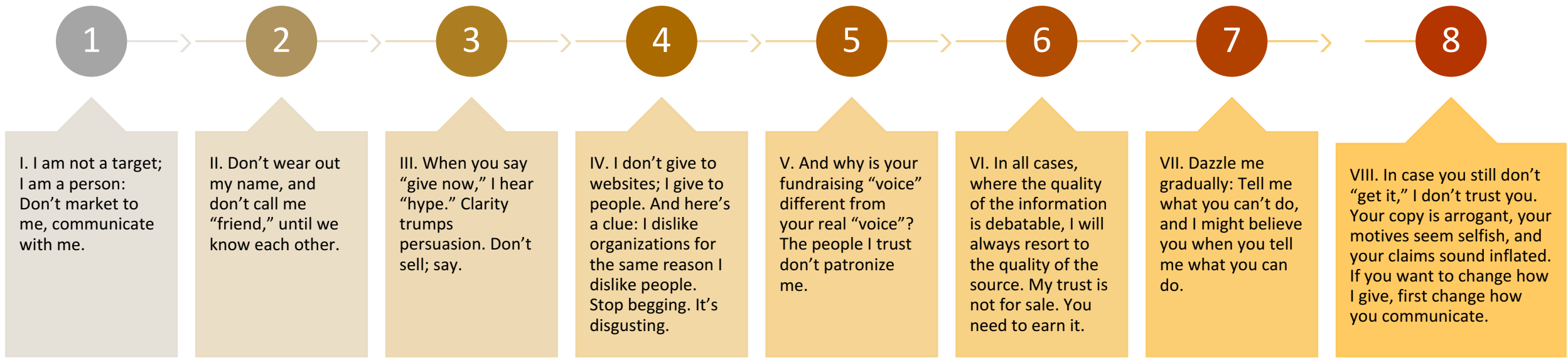
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Our Fundamental Flaw





A Donor's Protest





1

ARTICLE ONE: We believe that people give to people, that people don't give to organizations, or from Websites; people give to people. Fundraising is not about programs; it is about relationships.



2

ARTICLE TWO: We believe that brand is just reputation; fundraising is just conversation, and giving is an act of trust. Trust is earned with two elements: 1) integrity and 2) effectiveness. Both demand that you put the interest of the donor first.



3

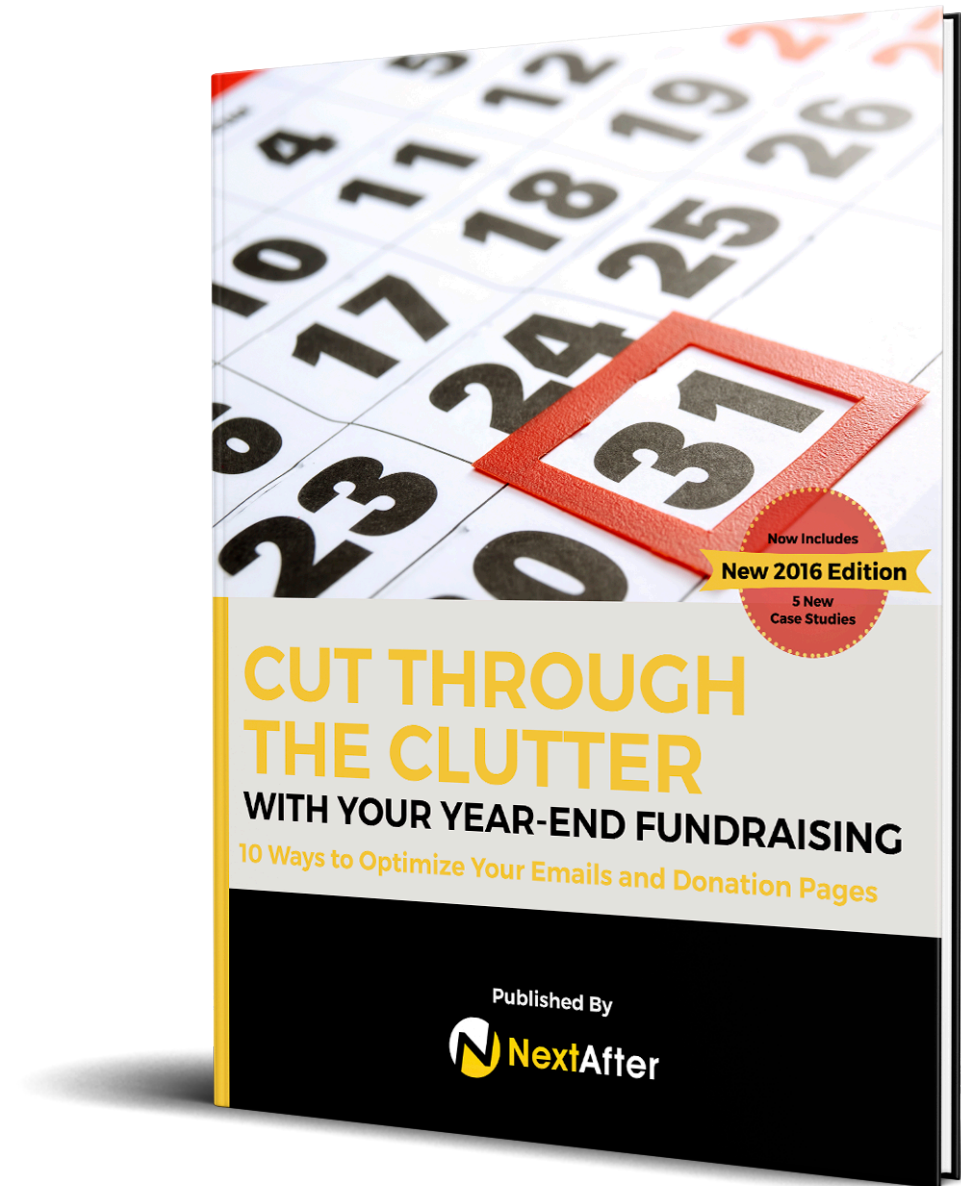
ARTICLE THREE: We believe that testing trumps speculation and that clarity trumps persuasion. Fundraisers need to base their decisions on honest data, and donors need to base their decisions on honest claims.

The Fundraiser's Creed



Download the
Full Study at:

NextAfter.com/cye





TURNING FACEBOOK LIKES INTO DONORS

New FREE 11-Module Online
Course | Register:

NextAfter.com/fb



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Questions?

Send additional questions to nathan@nextafter.com

