THE STATE OF

NONPROFIT DONATION PAGES

Free Webinar June 27th @ 1pm Central



Sponsored By:

RAISE DONORS

Starting at 1pm Central Time

About RaiseDonors

RaiseDonors provides an intuitive experience for your donors, timesaving integrations with your systems, and actionable analytics that help you build increasingly better donor relationships.

RAISEDONORS.COM







DENVER, CO | SEPTEMBER 24-25, 2019





Michael Aagaard Optimization



asured via a Amy Harrison Copywriting



Ross Simmonds Content Marketing



Adrian Sargeant Donor Psychology



Dana DiTomaso SEO



Grainne Callan Donor Acquisition (Greenpeace UK)



BUY ONE TICKET
GET ONE FREE

NIOSUMMIT.COM/TICKETS

Recommendation: Track multiple go actual or estimated conversion valu

ONLY 1 DAY LEFT

DENVER, CO | SEPTEMBER 24-25, 2019



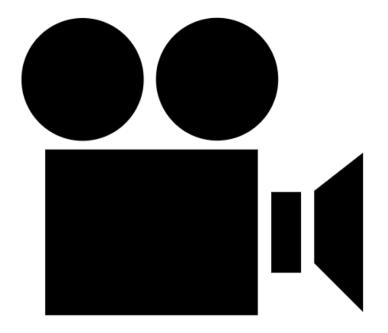
LISTEN IN WHEREVER YOU GET YOUR PODCASTS.





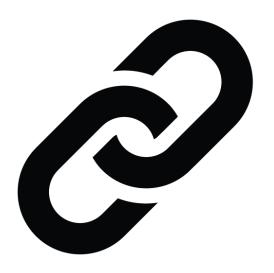






A video recording of this live webinar will be sent to you afterwards.





Links to the slide deck and other featured resources will be sent out with the recording.



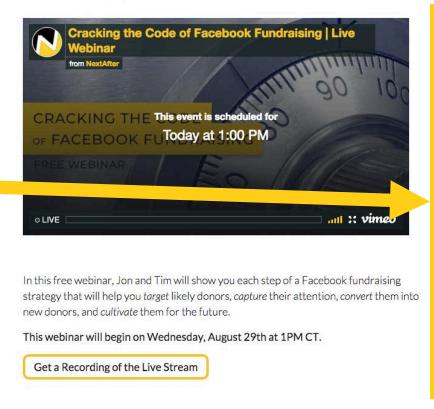


We have time for Q&A.



Use the Chat window to ask a question or drop in a comment.

Cracking the Code of Facebook Fundraising







Today's Speaker



Brady Josephson

Vice President of Innovation & Optimization

brady@nextafter.com
@bradyjosephson



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WHY DO THIS STUDY?

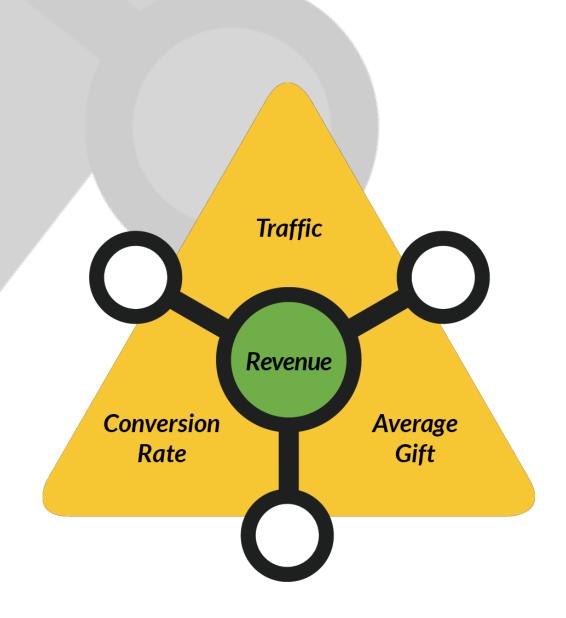




1. UNLEASH GENEROSITY.



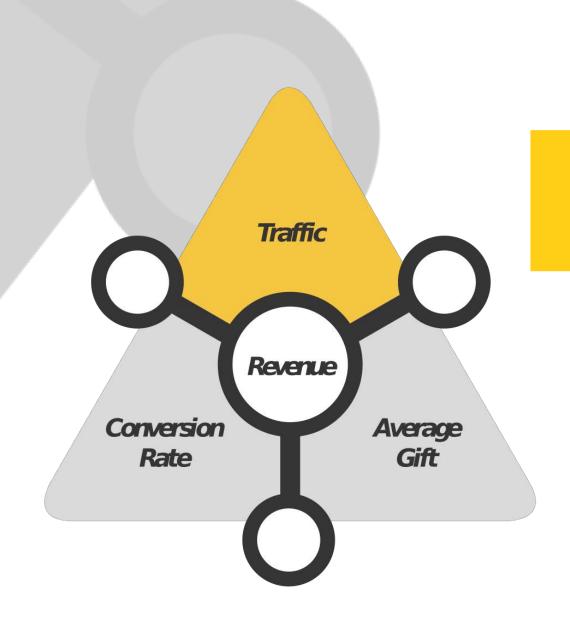




There are only three ways you can really increase online revenue.



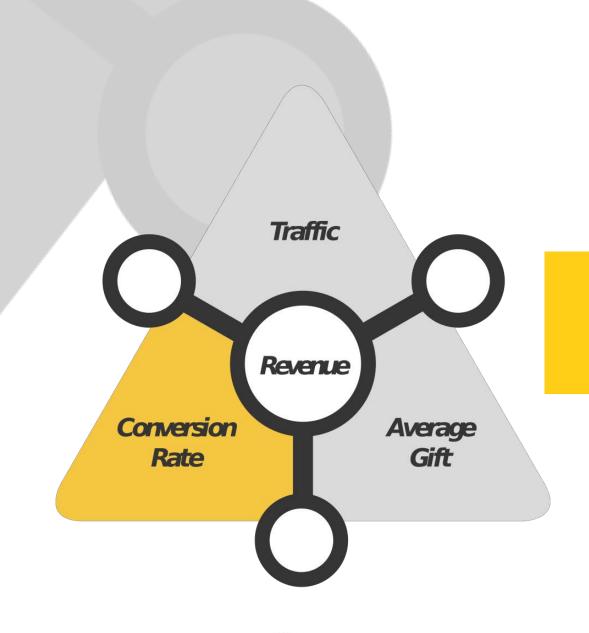




1. Get more people to your website



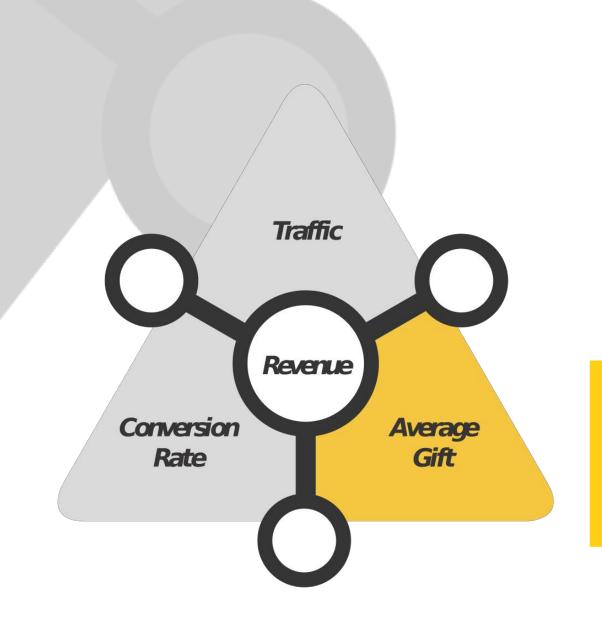




2. Get more people who visit to donate.



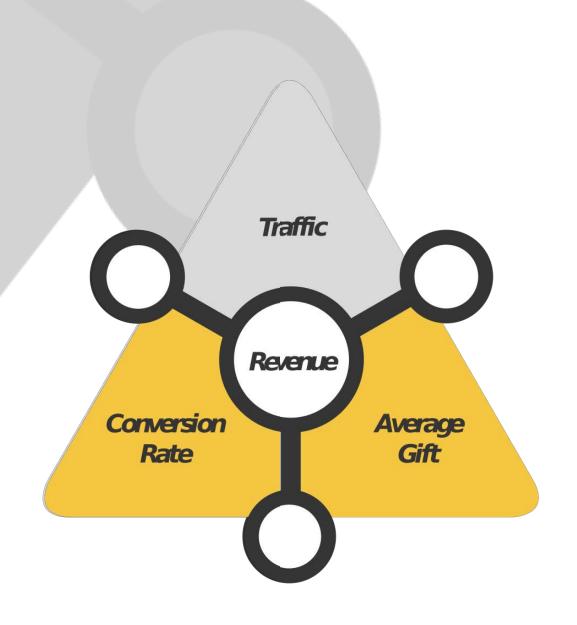




3. Inspire those that give to be more generous.







Your donation page plays a critical role in two of them.



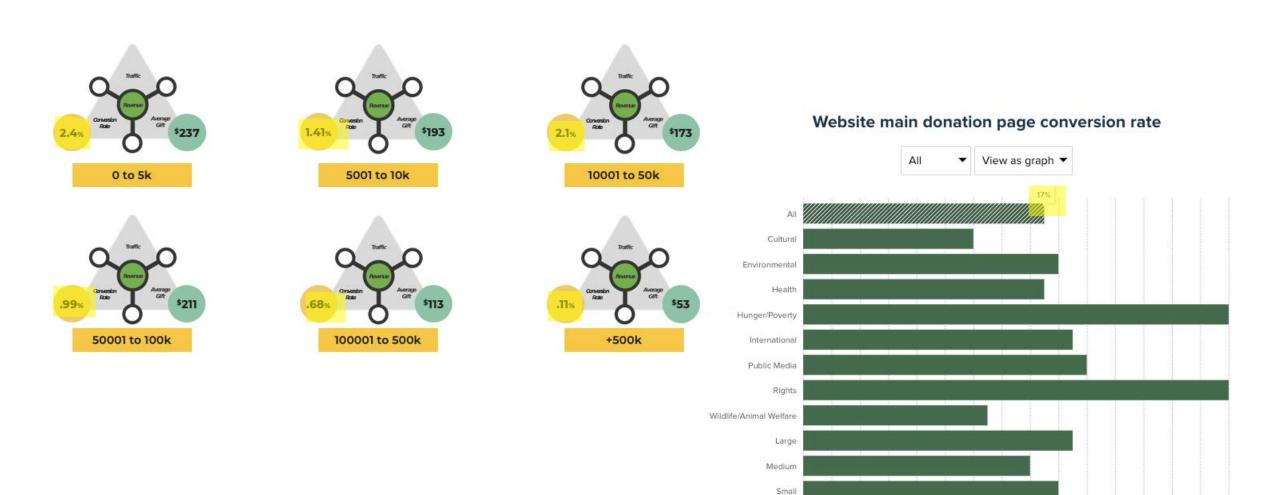


AND WE HAVE ROOM TO IMPROVE.





Conversion Rates



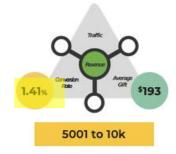




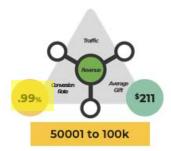
10% 12% 14% 16% 18% 20% 22% 24% 26% 28% 30%

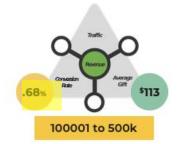
Conversion Rates

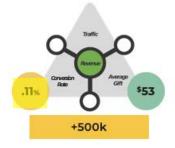














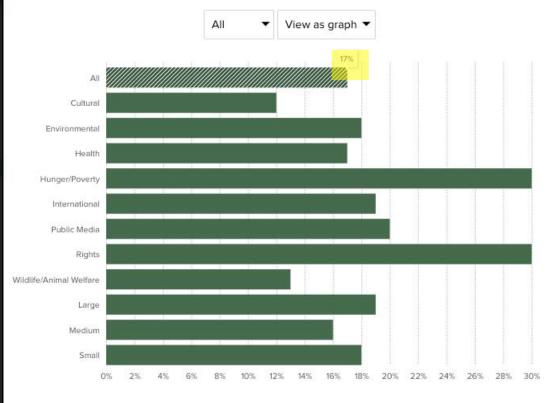




Conversion Rates

83% OF PEOPLE WHO CLICK DONATE DO NOT END UP MAKING A DONATION.

Website main donation page conversion rate





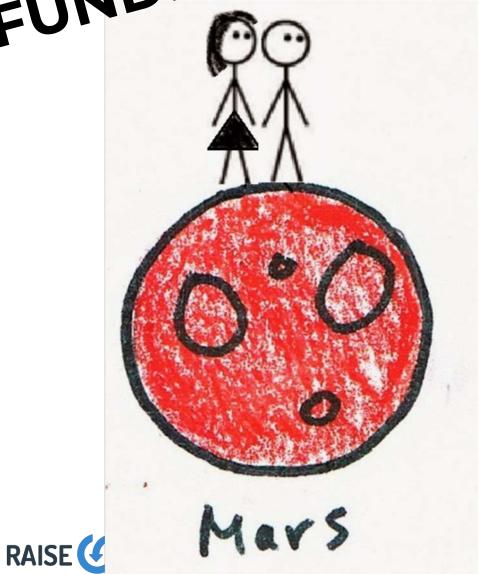


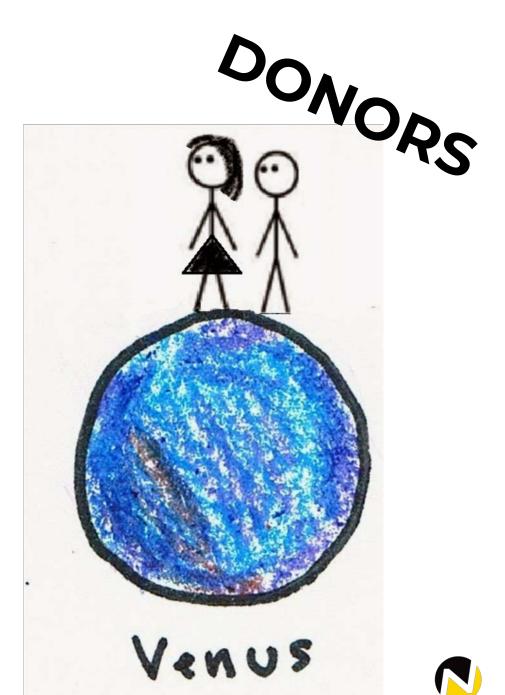
2. UNDERSTAND THE GIVING EXPERIENCE FROM THE DONOR'S VIEWPOINT.





FUNDRAISERS





FUNDRAISERS

RAISE



Log

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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

As a thank you for your donation...

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

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



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

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]
This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

irst Name	Last Na	ime
Pre-filled if pos	sible Pre-	filled if possible
Address 1		
Address 2		
City	State	Zip Code
Email (for receipt)	Prefe	rred Phone (optional)
Pre-filled if pos	sible	
Credit Card	ACH Bank Account	
redit Card Number		Verification Code

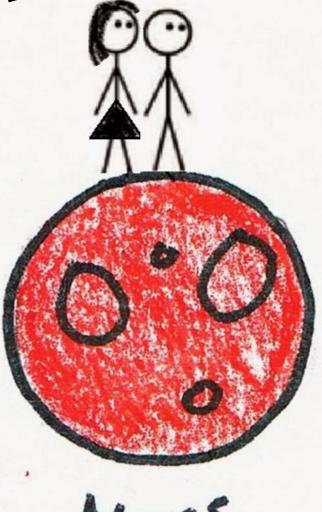


Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement. DONORS









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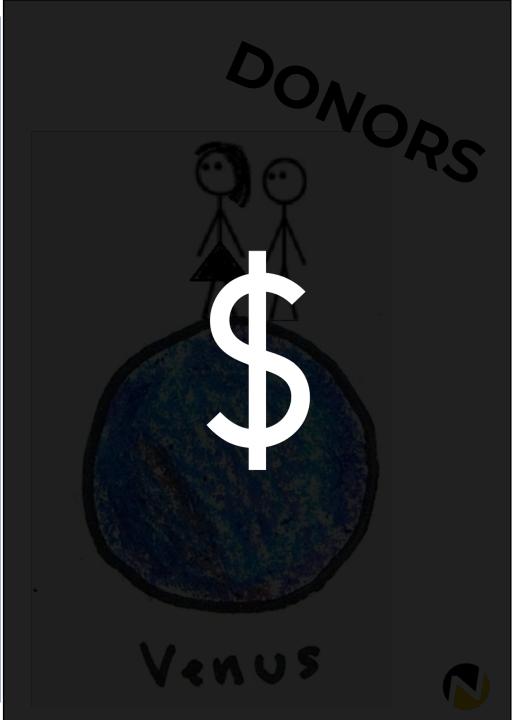
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This is a monthly recurring gift of [\$xx above]

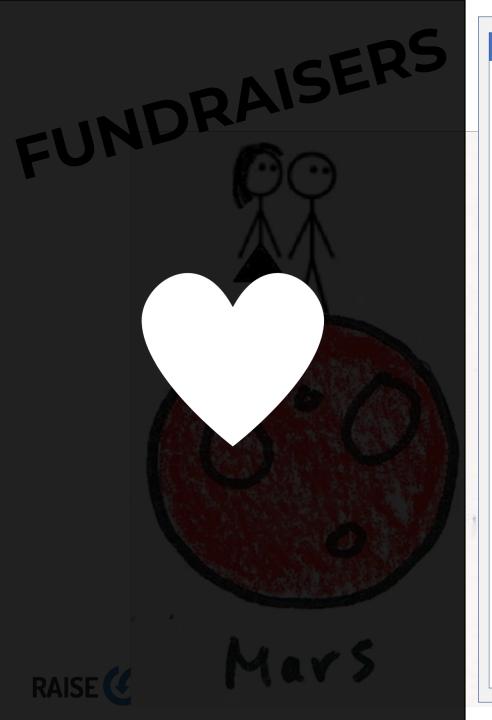
Your gift is going to help impact [this specific change] that we already talked about. This is

2. Enter Your Information (It's Secure)

First Name	Last Name
Pre-filled if possible	Pre-filled if possible
Address 1	
Address 2	_
City	State Zip Code
Email (for receipt)	Preferred Phone (optional)
Pre-filled if possible Credit Card ACH Bank	k Account
Credit Card Number	Verification Code
Expire Month Expire Year	
Make My One-Tim \$50 Gift	ne ****







Logo

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This is a one-time gift of [\$xx above]
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First Name

2. Enter Your Information (It's Secure)

Last Name

Pre-filled if possible	Pre-filled if possible	
Address 1		
Address 2		
City	State Zip Code	
Email (for receipt)	Preferred Phone (optional)	
Pre-filled if possible		
Credit Card ACH Bank Credit Card Number	Account Verification Code	
100000000000000000000000000000000000000	Verification Code	
Expire Month Expire Year	Verification Code	
Credit Card Number	Verification Code	***
Expire Month / Expire Year Make My One-Time	e t [this specific	***

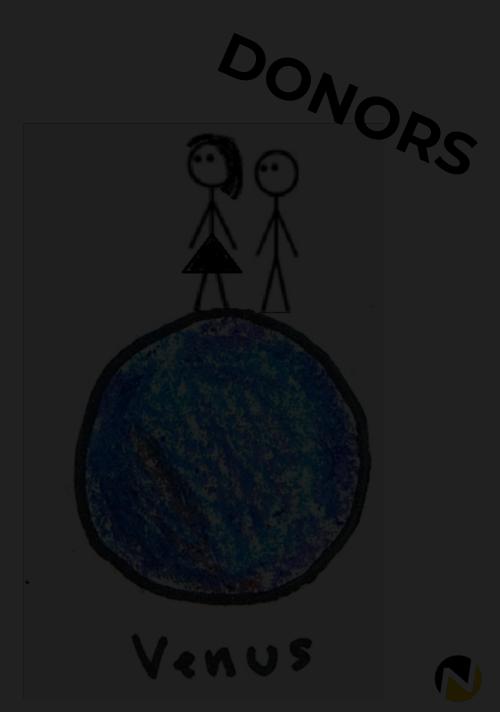
DONORS







EMPATHY.



3. GET AND SHARE MORE IDEAS AND INSIGHTS.





HOW DO I COMPARE?

- Everyone

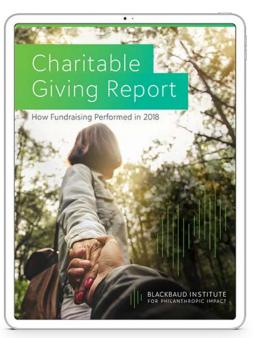






Fundraising Benchmarks.









The Recurring Giving Benchmark.



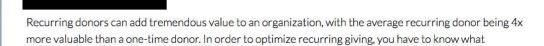




The Nonprofit Recurring Giving Benchmark

Personalized results for

opportunities you have for testing and optimization.



Below, you'll find your organizations specific results that we tracked while conducting the Nonprofit Recurring Giving Benchmark Study. It's our hope that this gives you a lens to see new ideas and strategies that you can test in order to grow your recurring giving.

Methodology Conversion Process Recommendation

Methodology

At the start of 2018, we set out to analyze recurring giving from the donor's perspective. We identified 115 major nonprofit organizations, became mystery donors, and made three types of donations:

- 1. We made a one-time donation.
- 2. We made a recurring donation.
- 3. We made a one-time donation, and **upgraded to a** recurring donation after 1 month.

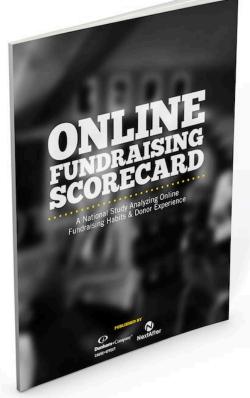


As we donated, we recorded every detail from calls-to-actions, to form fields, to thank you pages. And for the next three months, we tracked and analyzed every communication from these 115 organizations including emails, direct mail, phone calls, and text messages.

If you have not downloaded the full recurring giving study yet, you can do so for free here.

Online Fundraising Scorecards.









Donation Pages.







WHAT CAN I TEST?

- Almost Everyone





Where Do Experiment Ideas Come From?

- 1. Data what does your data say or suggest is a change you should make or try?
- 2. Experiments when you run experiments you'll see interesting things and ideas for additional tests
- 3. Peers seeing what others are doing can inspire ideas for you to test
- 4. Academia understanding how people make decisions, why they give, are influenced by peers, etc. can lead to testing concepts
- 5. Association seeing what for-profit organizations, real estate agents, or sports teams are doing





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WHAT DO YOU NEED TO KNOW ABOUT THIS STUDY?





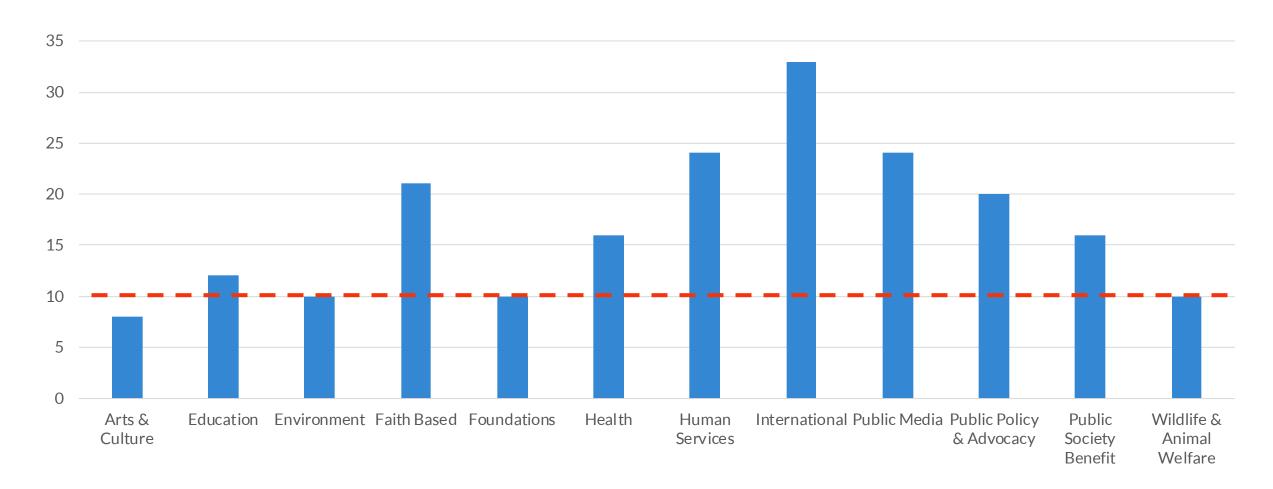
We Became Donors and Tracked the Giving Experience

- Identified the 204 organizations we wanted to include across 12 verticals, collected key info like their website URL, revenue and fundraising expense from their 990's, created a name and email persona for each organization and put it all in a spreadsheet
- 2. From February 27 to March 4 2019, we visited the homepage of each of the 204 non-profit organizations, found the donate button, and went on to complete a \$20 donation
- 3. During that process, we answered 27 different questions related to the giving process and 5 related to the thank you/confirmation page
- 4. We then analyzed and scored each organization using the same scoring system from last year's Canadian Online Fundraising Scorecard and 2014's Online Fundraising Scorecard





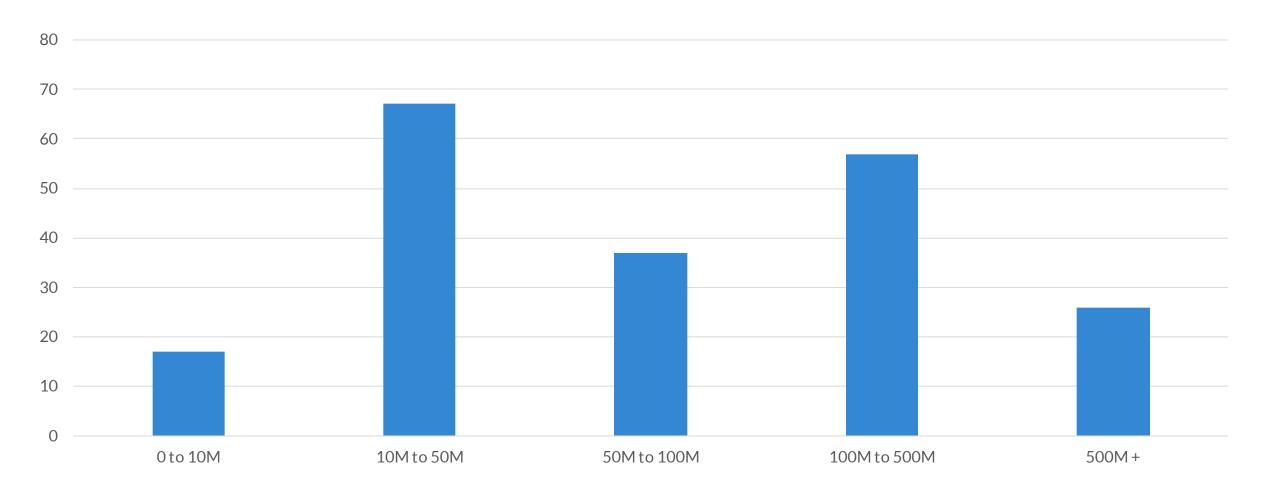
Who Is In the Study?







Who Is In the Study?





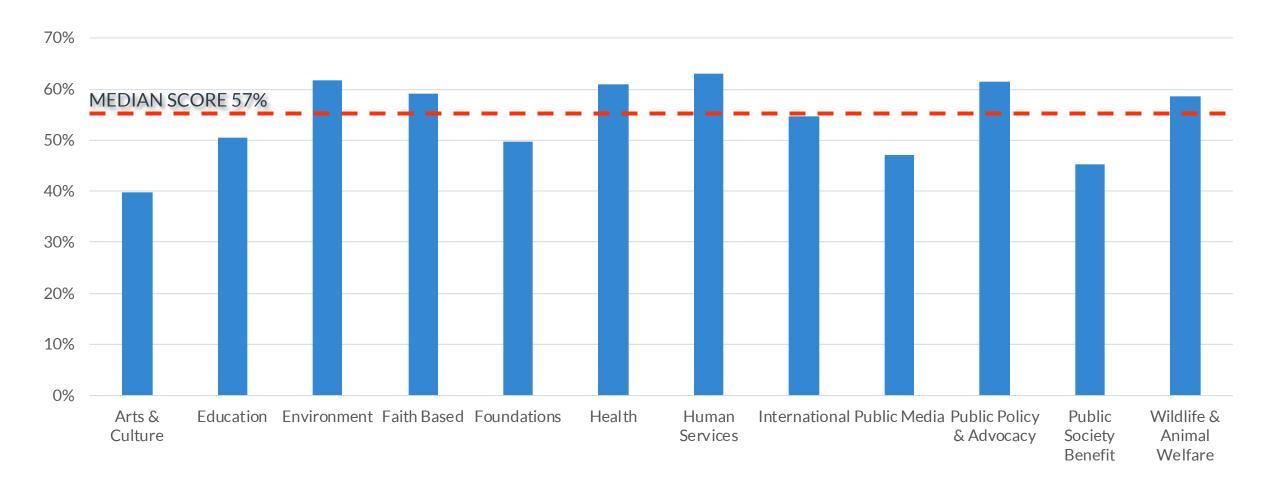


WHAT WERE THE FINAL RESULTS?





Scores by Vertical







Scores by Vertical

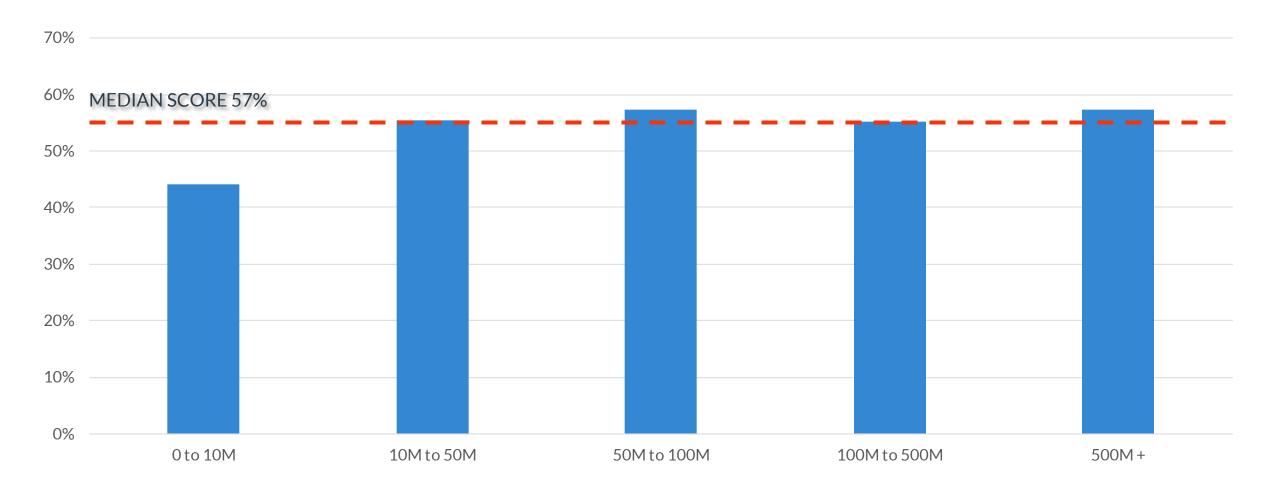
EVERYONE CAN IMPROVE. (some more than others)







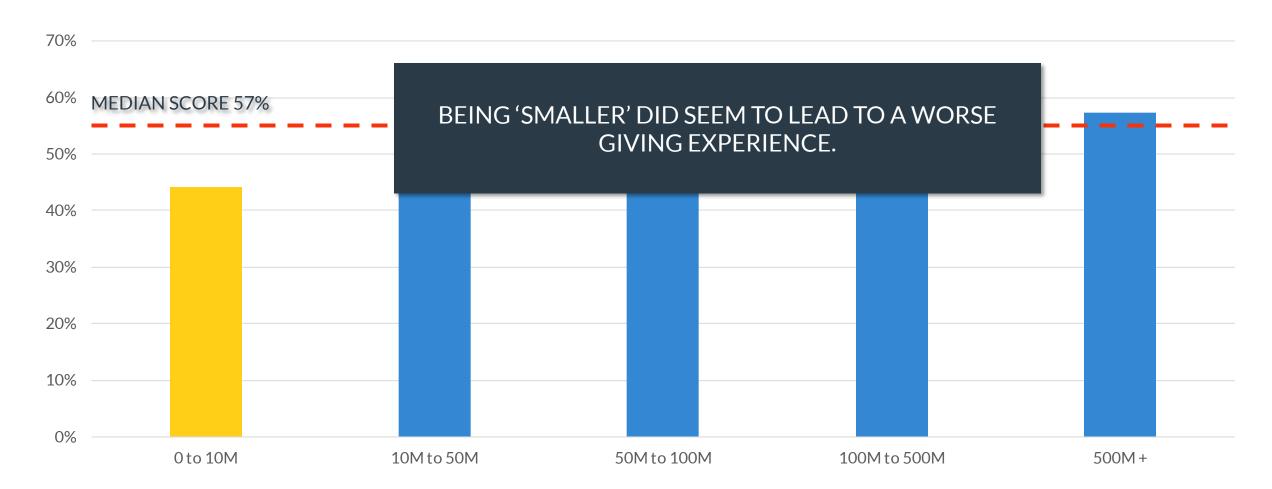
Scores by Size







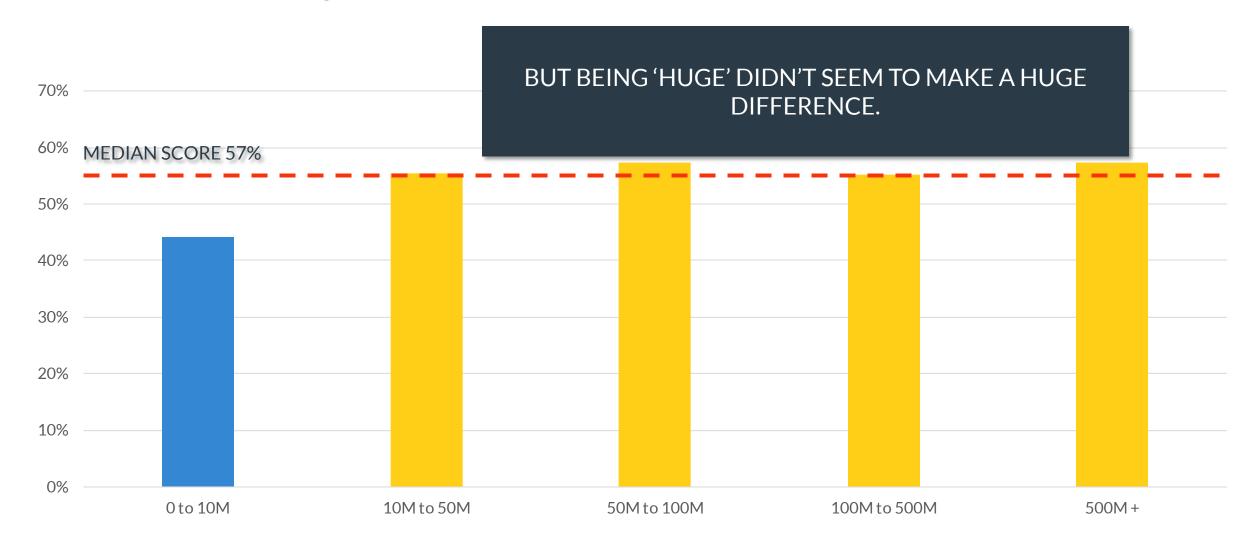
Scores by Size







Scores by Size







KEY CONCEPTS.





THERE IS A DIFFERENCE BETWEEN GIVING AND BUYING.









Investment

Involvement

Interest





Investment

Involvement

Interest



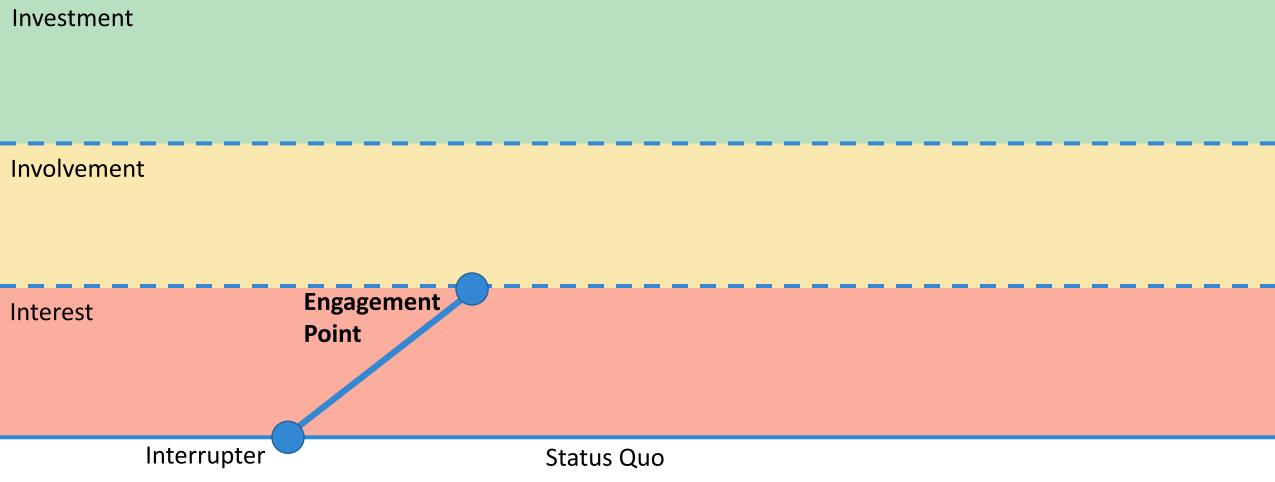




Investment Involvement Interest Interrupter Status Quo

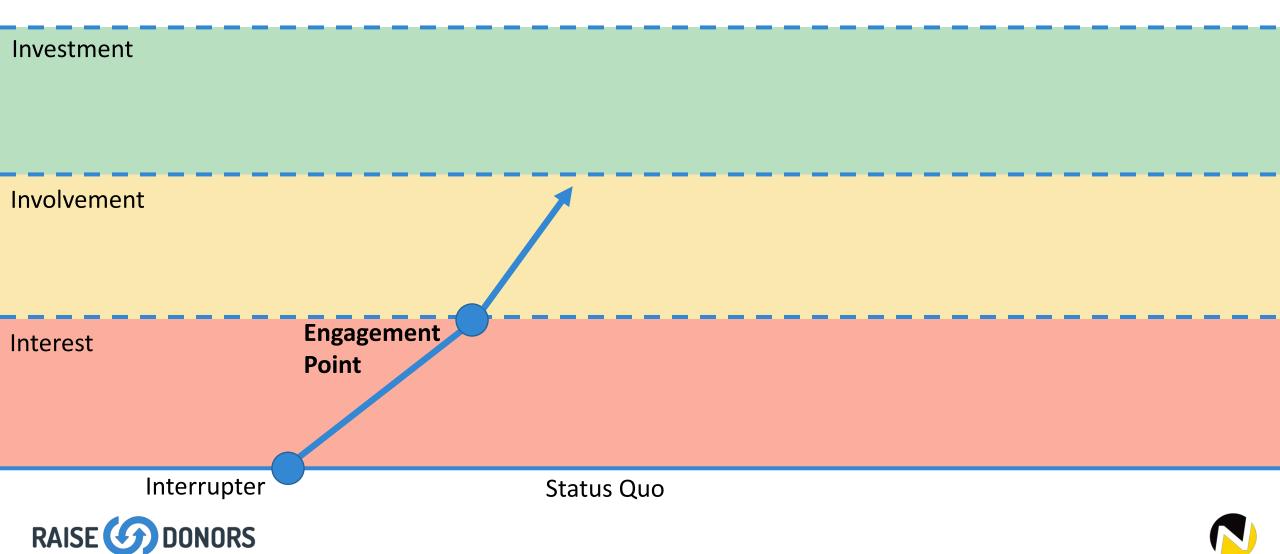


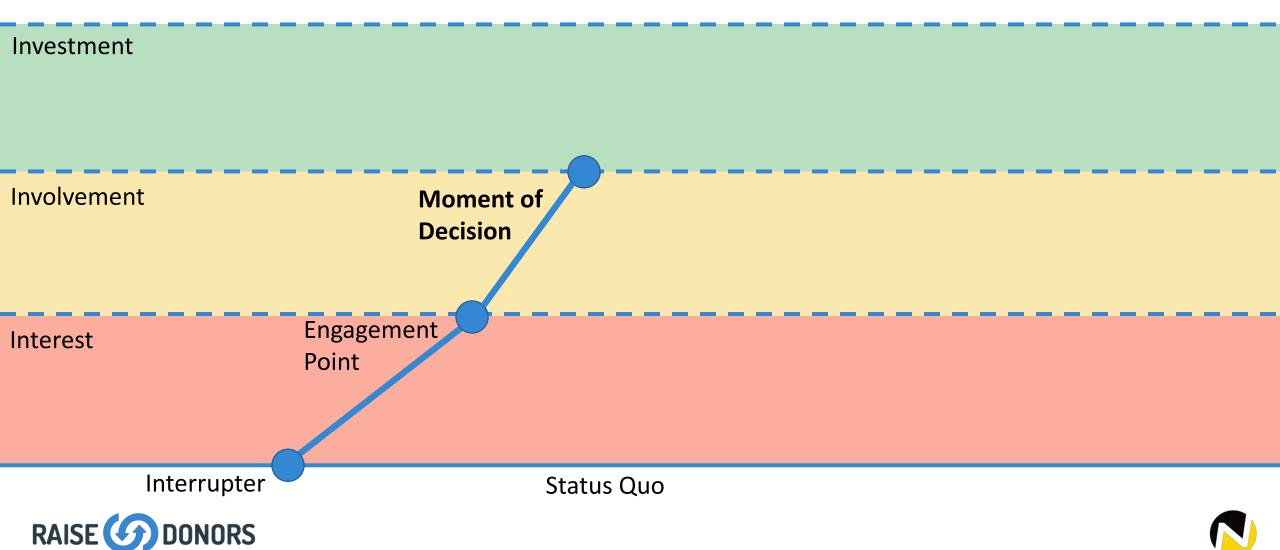


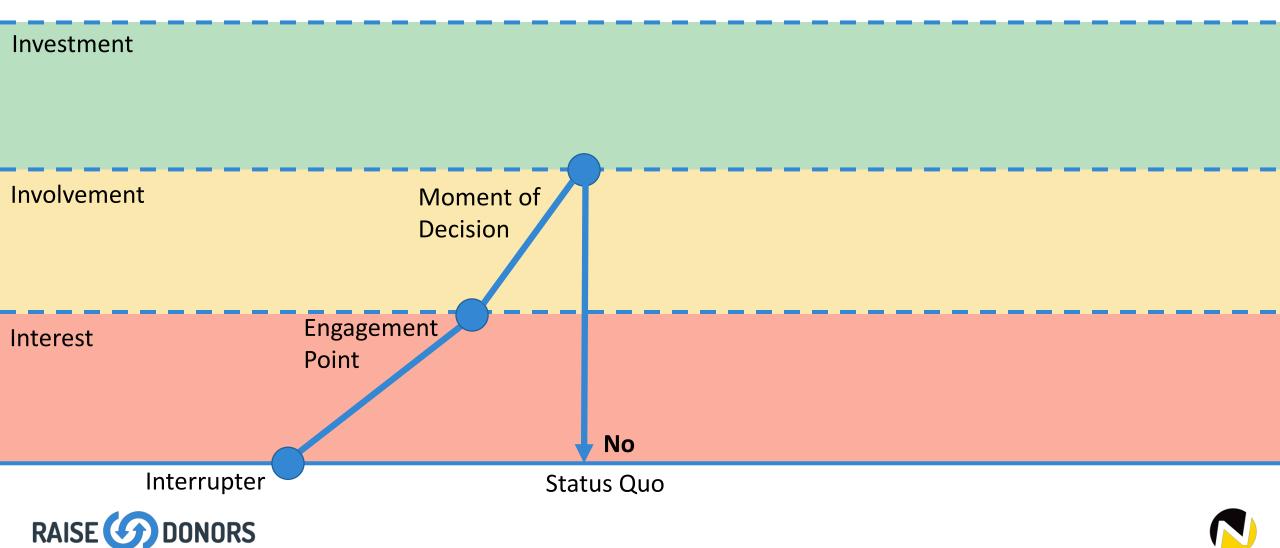


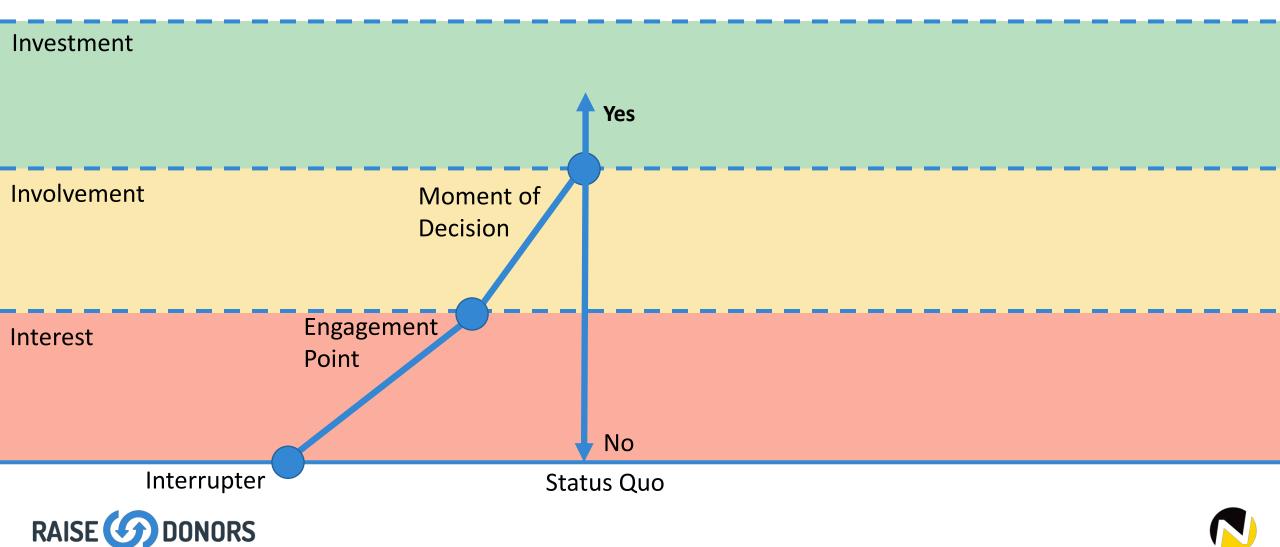
RAISE ODONORS

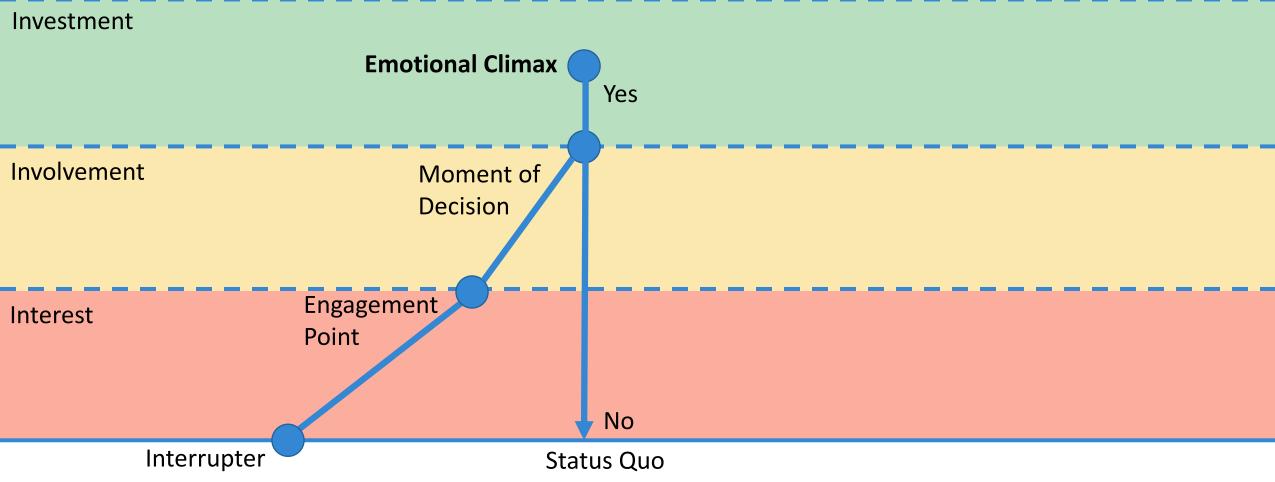






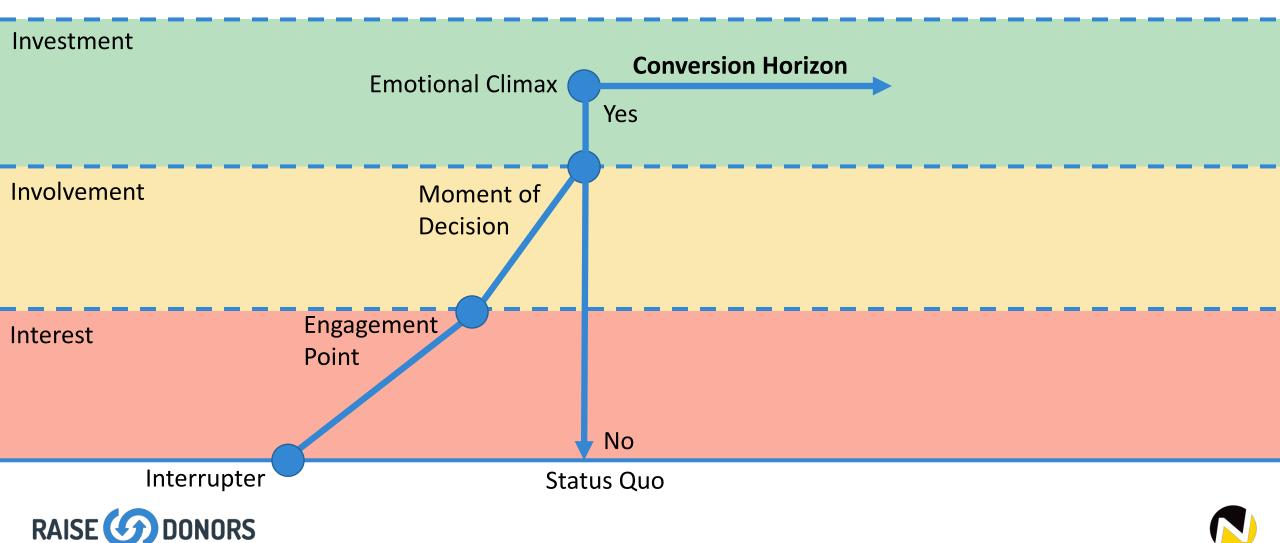


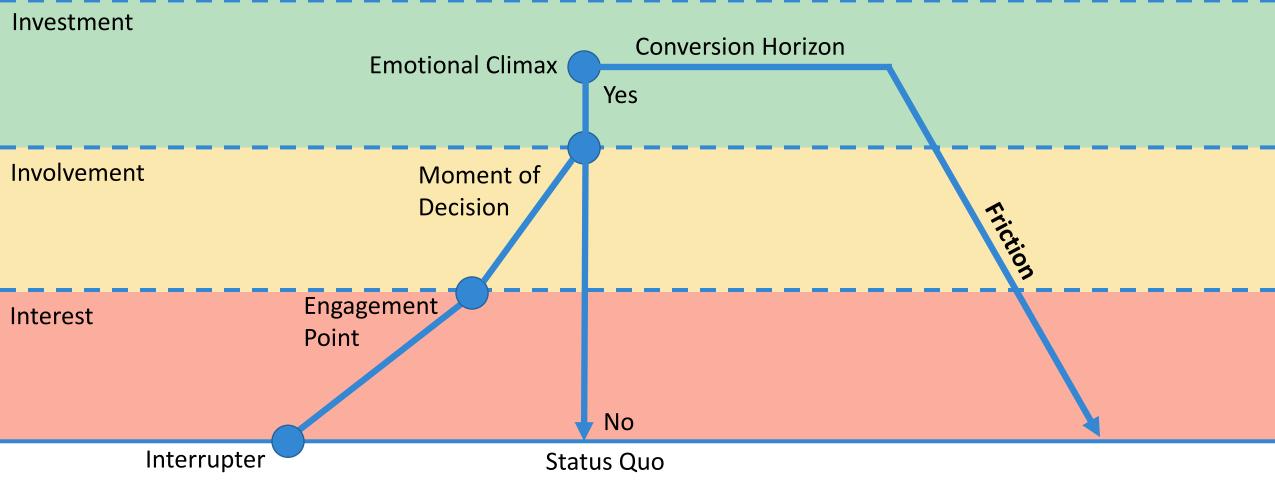




RAISE DONORS

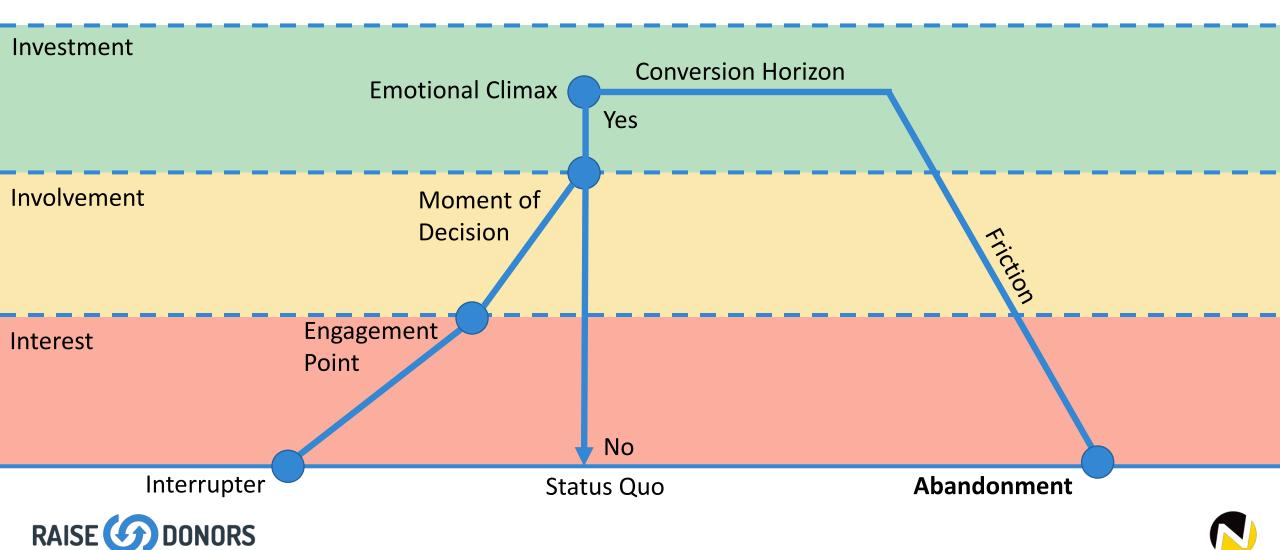






RAISE DONORS

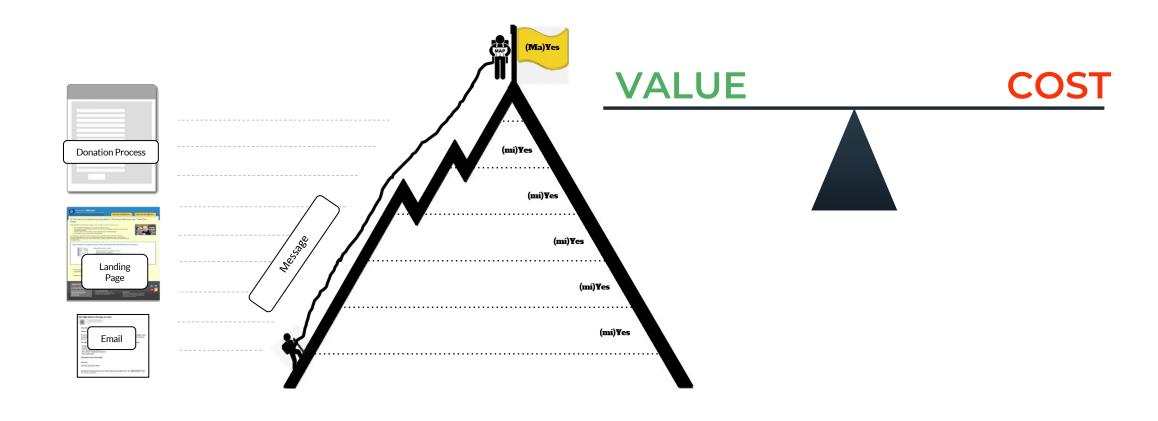




IT'S NOT A DONOR FUNNEL. IT IS A DONOR MOUNTAIN.

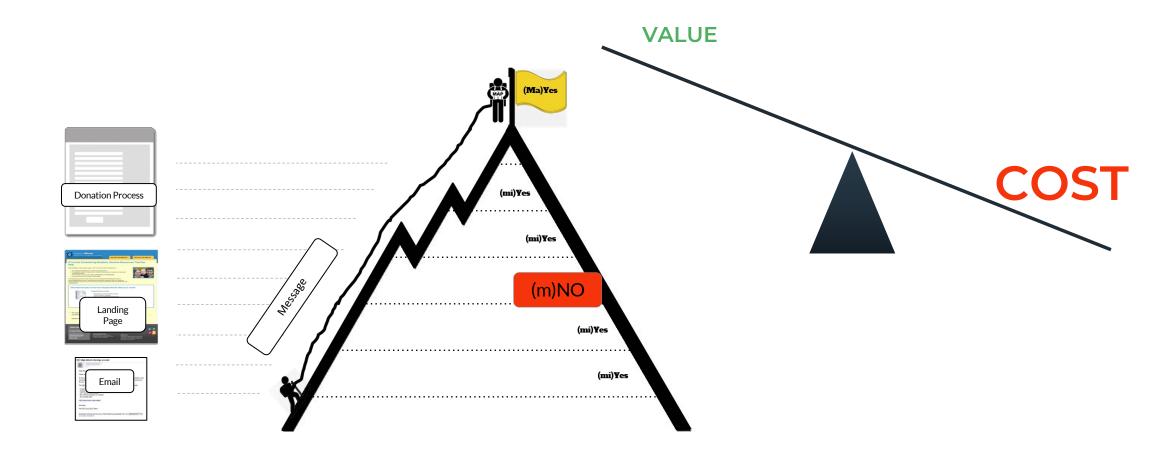






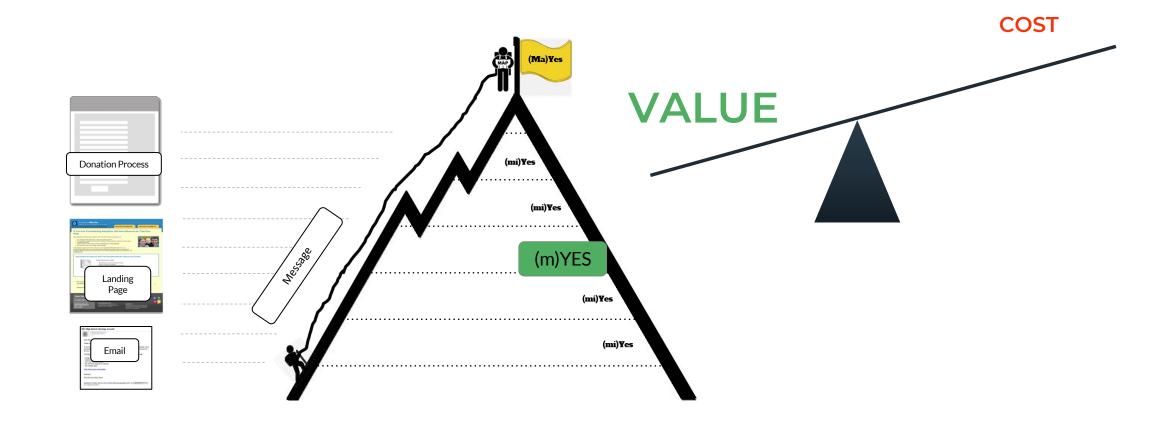






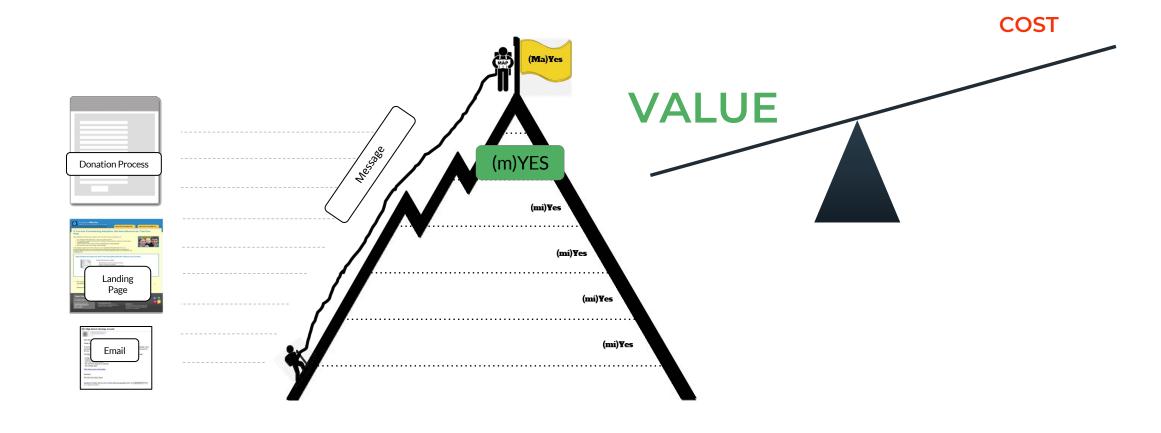
















VALUE

COST

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY)

INCENTIVE

FRICTION

ANXIETY





VALUE

COST

The MECLABS Conversion Sequence Heuristic ©



CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY) INCENTIVE FRICTION

ANXIETY





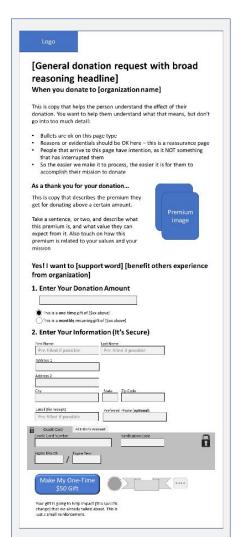
YOU NEED DIFFERENT DONATION PAGES TO MEET DIFFERENT DONOR MOTIVATIONS.



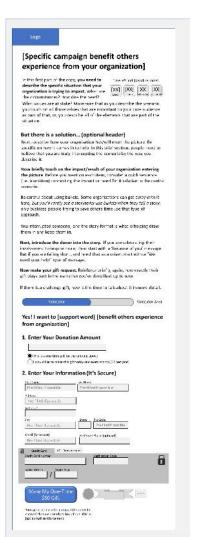


Different Pages for Different Situations

GENERAL



CAMPAIGN

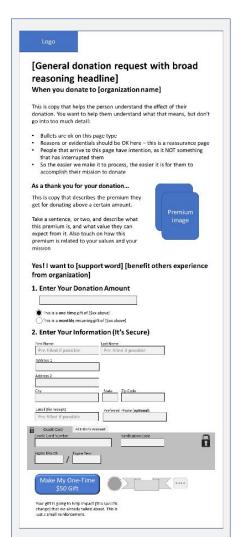






Different Pages for Different Situations

GENERAL



CAMPAIGN

FOCUSED ON GENERAL

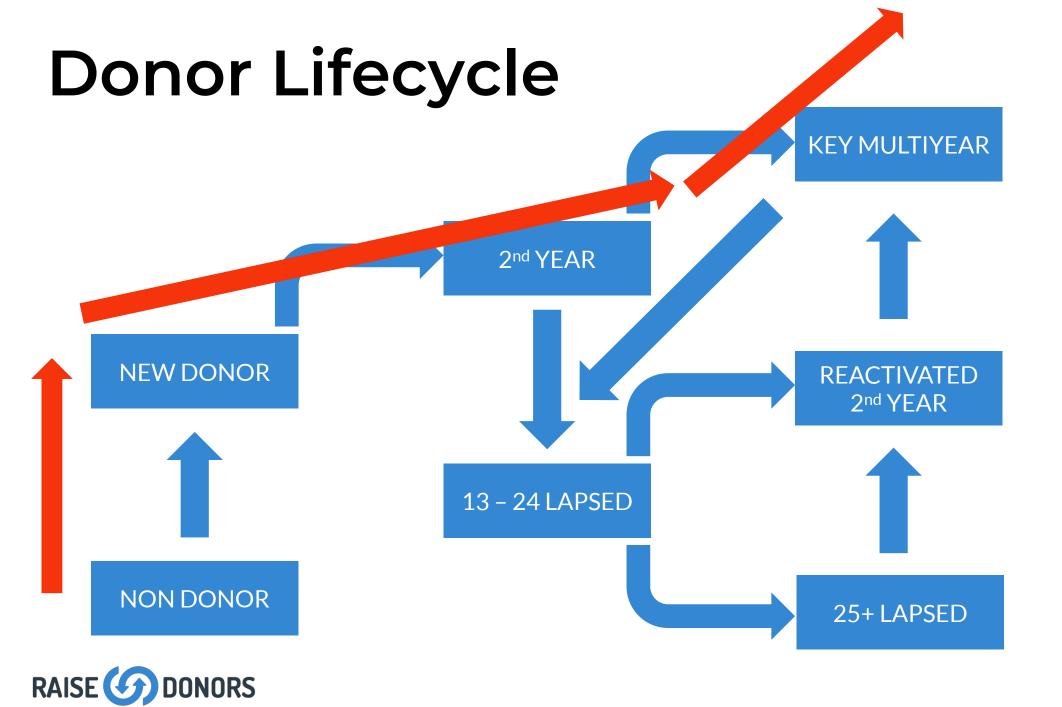
DONATION PAGE FOR

LINE OF THIS STUDY.



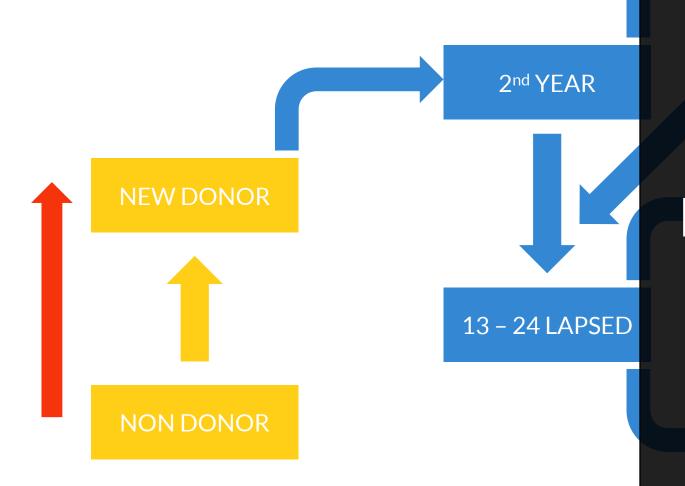








Donor Lifecycle





FOCUSED ON A NON DONOR BECOMING A FIRST TIME, ONE-TIME DONOR.







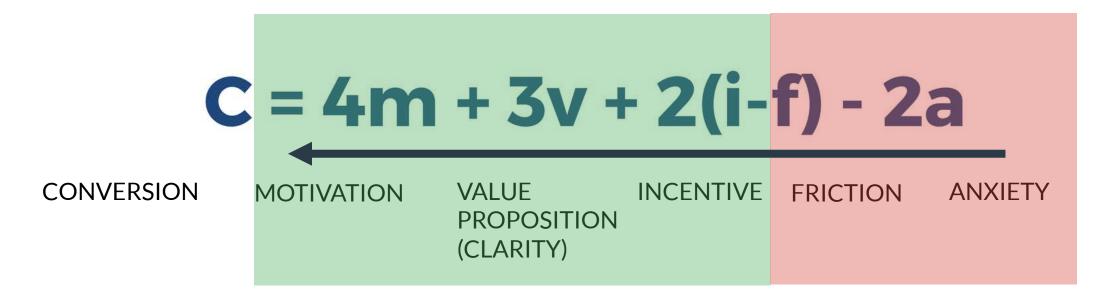
EARLY INSIGHTS FROM THE STATE OF NONPROFIT DONATION PAGES STUDY.





COST

The MECLABS Conversion Sequence Heuristic ©

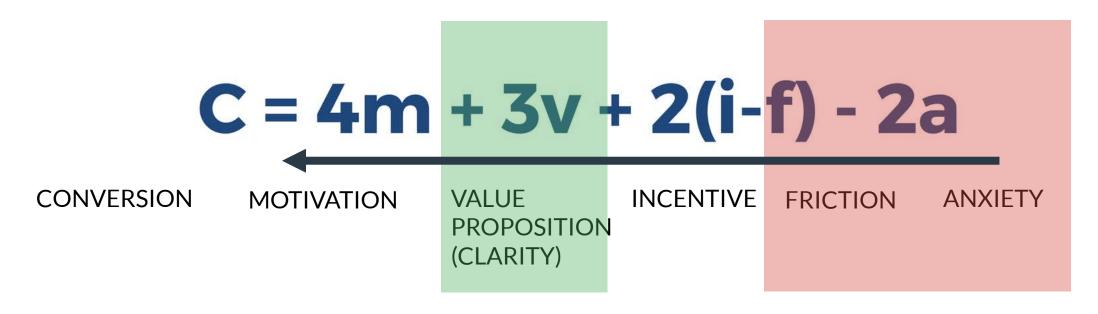






COST

The MECLABS Conversion Sequence Heuristic ©







COST

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY) INCENTIVE

FRICTION

ANXIETY





WHY SHOULD I TRUST YOU?



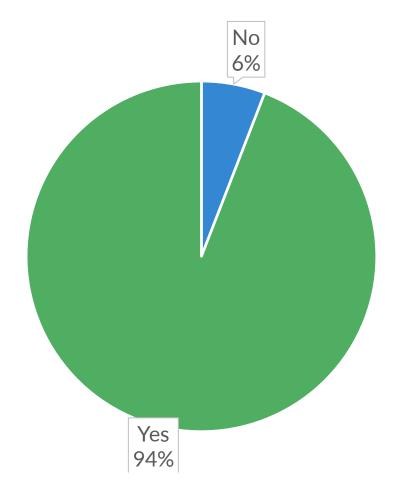


IS MY INFORMATION SECURE?





Do You Perceive That This Web Page Is Secure And That Payment Information That You Share Will Be Sent Securely?



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

1. Enter Your Donation Amount

Pre-filled if possible

Preferred Phone (optional)

Verification Code

This is a one-time gift of [\$xx above]

First Name

Address 1

Address 2

Email (for receipt)

Credit Card
Credit Card Number

Expire Month

Pre-filled if possible

Make My One-Time \$50 Gift

just a small reinforcement.

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

Pre-filled if possible

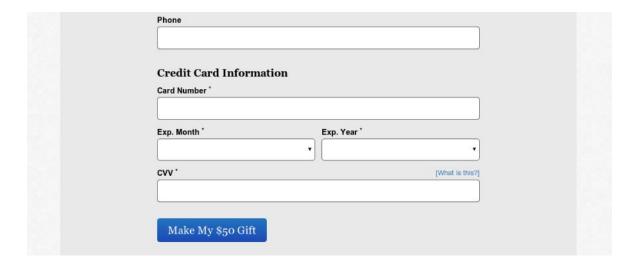
This is a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

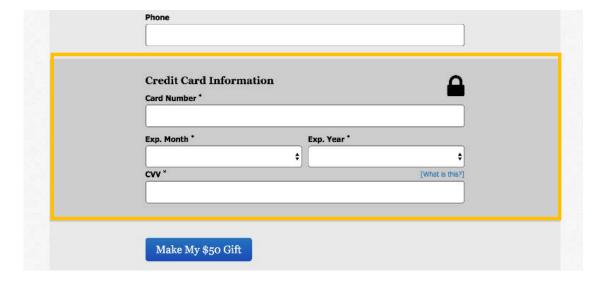
ACH Bank Account

Experiment

FROM THIS



TO THIS

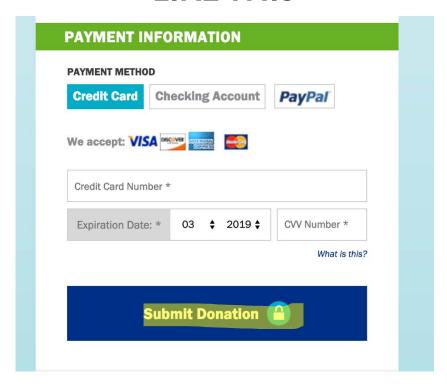




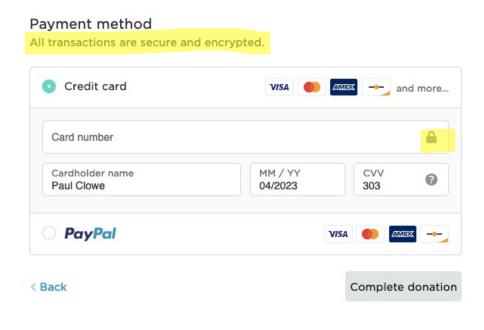


Is My Information Secure?

LIKE THIS



OR MAYBE THIS







TRY SHOWING DONORS THEIR CREDIT CARD INFORMATION IS SECURE WHEN IT MATTERS MOST.



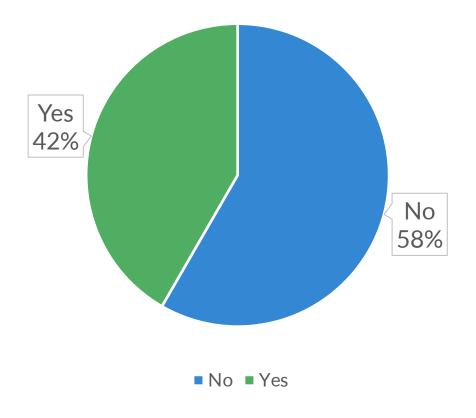


AMIMAKING A GOOD DECISION?





Did They Use Third-party Endorsements?



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

1. Enter Your Donation Amount

This is	a one-time gift of [\$xx above]
This is	a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

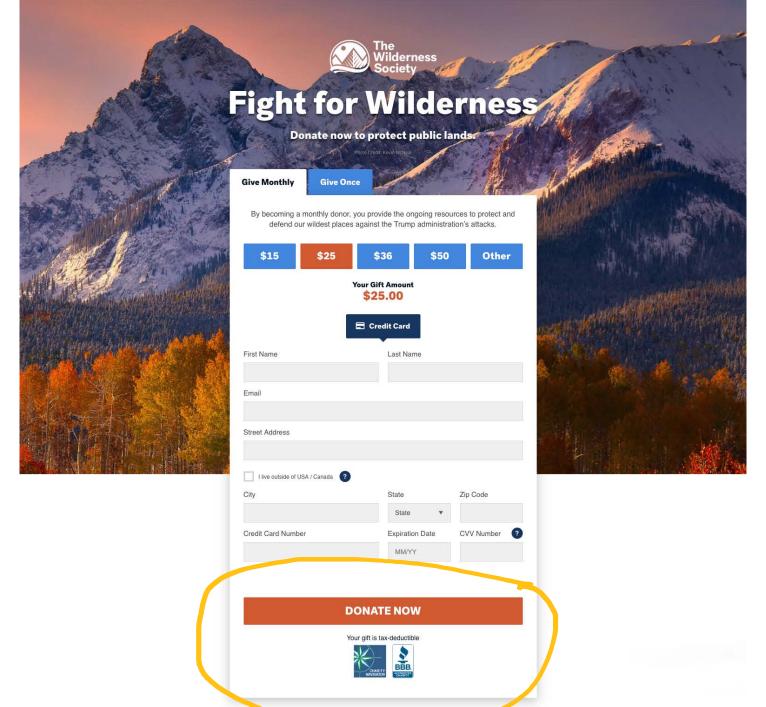
First Name	Last Name
Pre-filled if possible	Pre-filled if possible
Address 1	
Address 2	1
City	State Zip Code
Email (for receipt)	Preferred Phone (optional)
Pre-filled if possible	
Credit Card ACH Bank Acco	ount
Credit Card Number	Verification Code
Expire Month Expire Year	7
Make My One-Time	****
\$50 Gift	
Your gift is going to help impact [tl change] that we already talked about	
just a small reinforcement.	out. Hils is

Some trust marks are better than no trust marks. And some trust marks are better than other trust marks.







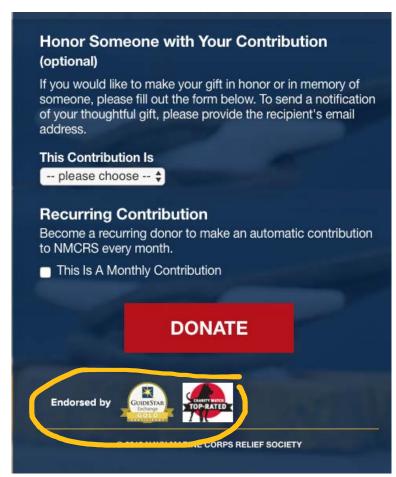






Where Do You Put It?

LIKE THIS





OR LIKE THIS

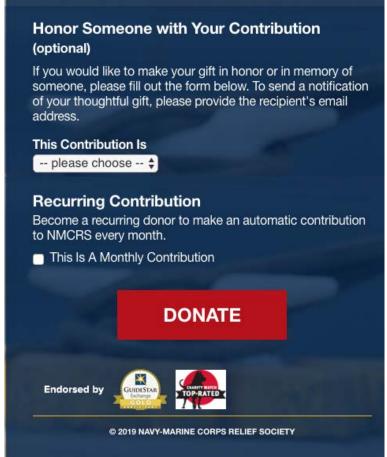
The Nature Conservancy			BBB. Norton
Stand up fr mile restor take action			
Enter Your	Gift Amount		Your gift helps
\$50	\$100 \$250	\$500	Advance Science.
\$5,000	\$10,000 Other		From regrowing coral reefs to finding climate change solutions, your donation helps push conservation science to new limits.
processing donation go	help cover costs and Pleas fees to make my \$10	se charge my total gift of: 3.00	Foster Collaboration. Together with communities, governments, businesses and nonprofits, we work to grow conservation funding and establish environmentally conscious practices.
Your Billing	Information		Make a Global Impact.
* First Name:			With scientists on the ground in more than 72 countries around the world, your gift helps to effectively conserve the most ecologically important lands, oceans, lakes and rivers.
* Last Name:			▲ Shape Practical Policies.
* Address Line	1;		By leveraging our scientific results, we help shape policies that limit pollution, prevent habitat loss and promote biodiversity on a global scale.
Address Line 2			Safeguard Nature.
* City:			With your support, we work tirelessly to defend natural resources, protect endangered species, keep our drinking water clean and preserve nature.
* State/Provinc	ee;		
* ZIP/Postal Co			Alternate Ways to Give By Mail: The Nature Conservancy Attn: Treasury



You Can Townsyancyl

Where Do You Put It

LIKE THIS





processing fees to make my \$103.00 donation go further.	Together with communities, governments, businesses and nonprofits, we work to grow conservation funding and establish
$\hfill\Box$ Yes, I would like this to be a monthly gift.	environmentally conscious practices.
Your Billing Information	Make a Global Impact.
* First Name:	With scientists on the ground in more than 72 countries around the world, your gift helps to effectively conserve the most ecologically important lands, oceans, lakes and rivers.
* Last Name:	
	Shape Practical Policies. By leveraging our scientific results, we
*Address Line 1;	help shape policies that limit pollution, prevent habitat loss and promote biodiversity on a global scale.
Address Line 2:	Safeguard Nature.
	I SARA
* City:	With your support, we work tirelessly to defend natural resources, protect endangered species, keep our drinking water clean and preserve nature.
* State/Province:	Alternate Ways to Give
* ZIP/Postal Code:	Alternate Ways to Give By Mail:
	The Nature Conservancy Attn: Treasury 4245 N. Fairfax Drive, Suite 100
* Country: United States *	Arlington, VA 22203 USA
Phone Number:	By Phone: (800) 628-6860
* Email Address:	
	TOP
You'll receive email updates from The Nature Conservancy. You can	BBB
unsubscribe at any time.	Feel confident — We receive high ratings from the Better Business Bureau and the American Institute of
Your Payment Information	Philanthropy.
Payment Method:	
Credit Card PayPal	
Credit Card Information:	
VISA	
* Credit Card Number:	
* Expiration Date: 03 \$ 2019 \$	
* CVV Number: What is this?	
A CONTRACTOR OF THE CONTRACTOR	
Please verify your information above and click "Submit." Once you click "Submit," your donation w	ill be processed.
Please charge my total gift of: \$103.00	
SUBMIT	
e Nature Conservancy. Terms of Use Privacy Policy Charitable Solicitations	

The Nature Conservancy is a nonprofit, tax-exempt charitable organization (tax identification number 53-0242652) under Section 501(c)(3) of the Internal Revenue Code. Donations are



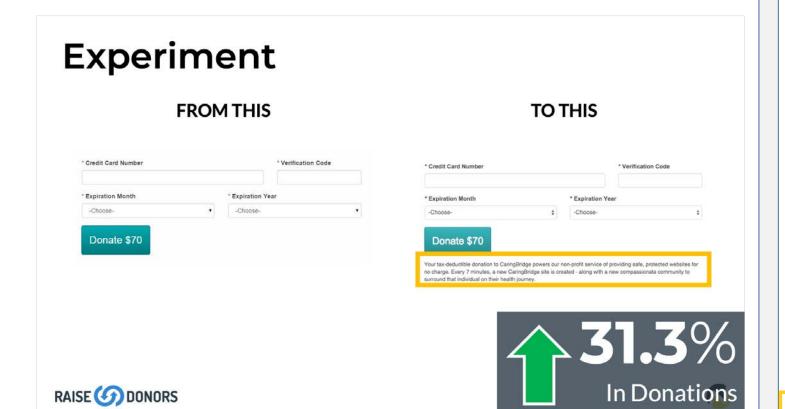


TRY ADDING TRUST MARKS WITHIN THE EYESIGHT OF THE DONOR.





Use the Space Under the Donate Button?



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

1. Enter Your Donation Amount This is a one-time gift of [\$xx above] This is a monthly recurring gift of [\$xx above] 2. Enter Your Information (It's Secure) First Name Last Name Pre-filled if possible Pre-filled if possible Address 1 Address 2 Zip Code Email (for receipt) Preferred Phone (optional) Pre-filled if possible Credit Card ACH Bank Account Credit Card Number Verification Code **Expire Month** Expire Year Make My One-Time \$50 Gift

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

just a small reinforcement.

TRY REINFORCING YOUR MESSAGE AT THE TIME OF FINAL DECISION.





Reducing Anxiety and Building Trust Checklist

- ☐ Make sure your page is secure!
- □Can you keep your donation page on your URL or a subdomain (as opposed to linking out to another domain)?
- □Can you make sure your donors know your page is secure where it matters Credit Card area
- □Do you have a link to your privacy policy?
- □Can you use third-party 'evidentials' or 'trust marks' in the eye sight of your donor?
- □Can you reinforce your message below the donate button?





COST

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY) INCENTIVE

FRICTION

ANXIETY





COST

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY) INCENTIVE

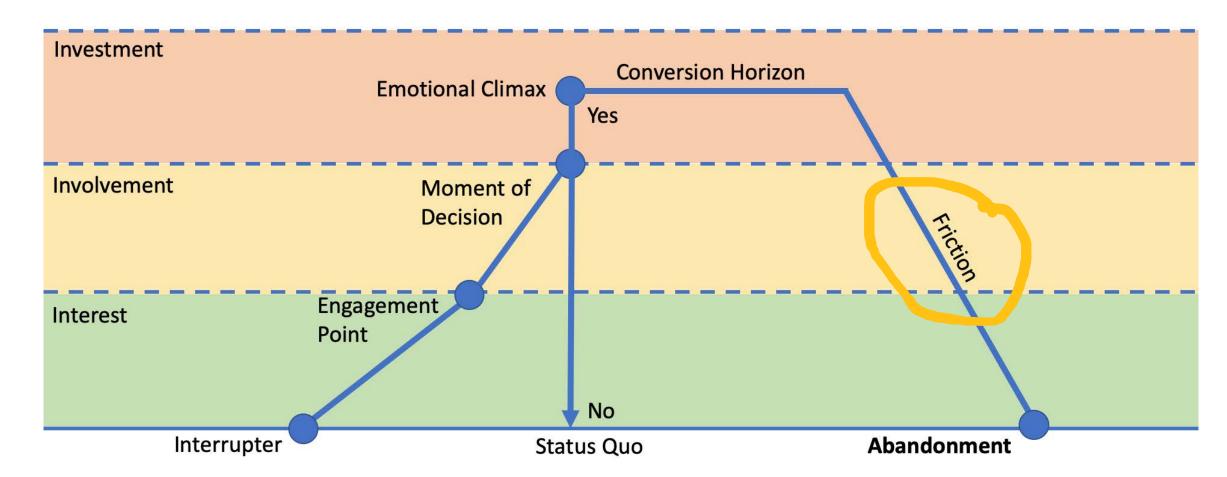
FRICTION

ANXIETY





Increase The Chance Of Conversion By Reducing Friction.















Types of Donation Page Friction

- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





Types of Donation Page Friction

- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Frror Friction
- 4. Confusion Friction
- **Decision Friction**
- 6. Device Friction
- 7. Steps Friction



CAPTURED DATA ON THESE SPECIFICALLY.



Types of Donation Page Friction

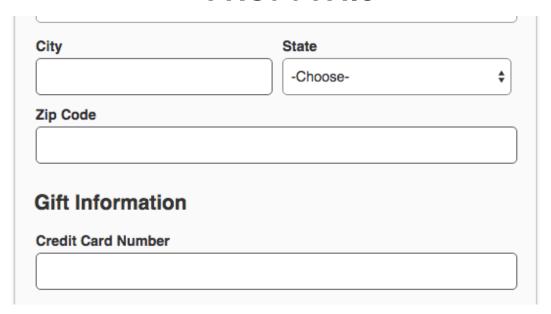
- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction



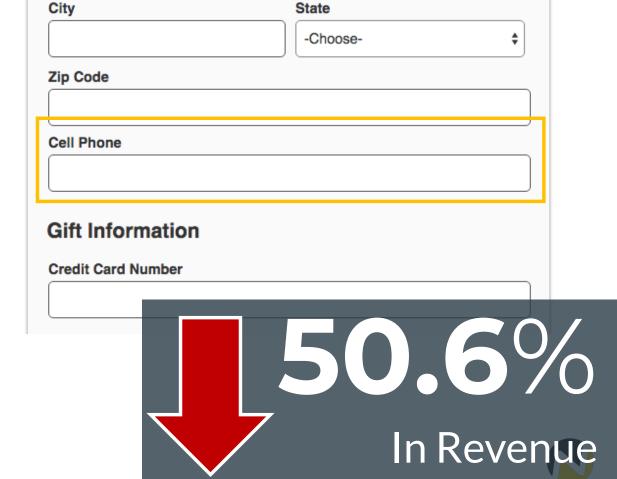


Experiment

FROM THIS



TO THIS



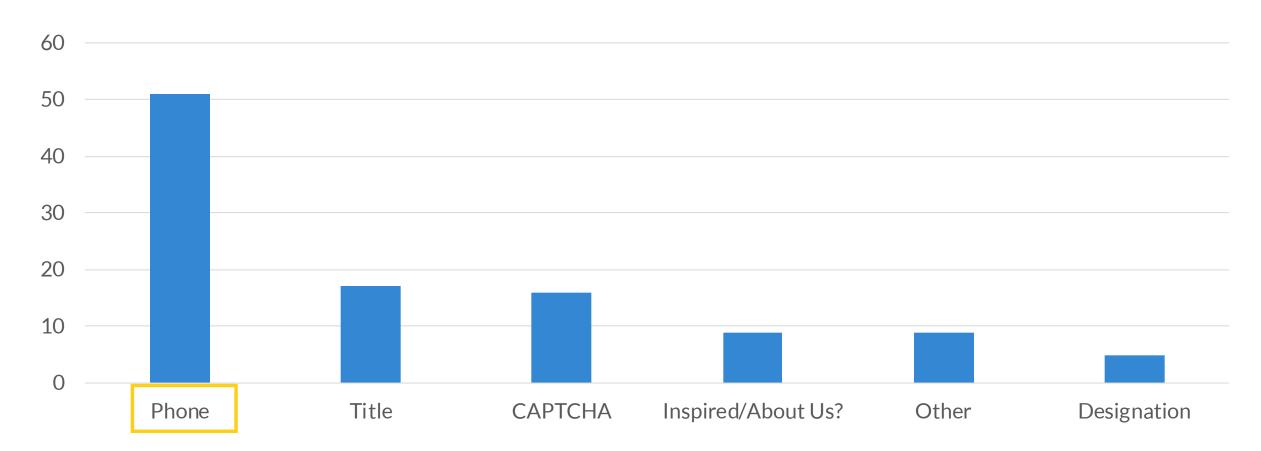


40% OF ORGANIZATIONS REQUIRED NON-ESSENTIAL INFORMATION TO COMPLETE A DONATION.





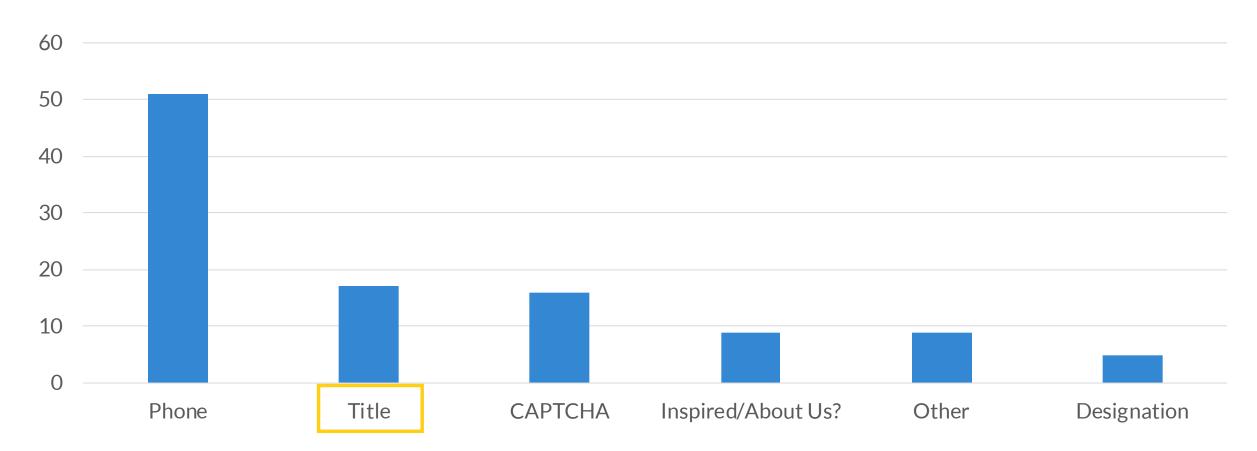
Do They Require Extra Information Not Needed To Process A Gift Like Phone Number, How You Found Out About Them, Spouses Name, Etc.?







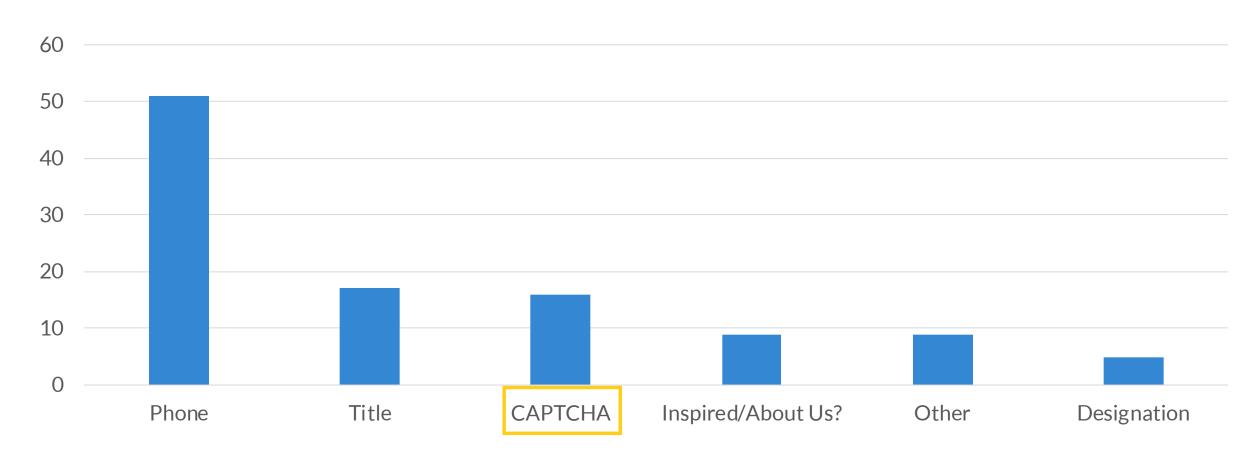
Do They Require Extra Information Not Needed To Process A Gift Like Phone Number, How You Found Out About Them, Spouses Name, Etc.?







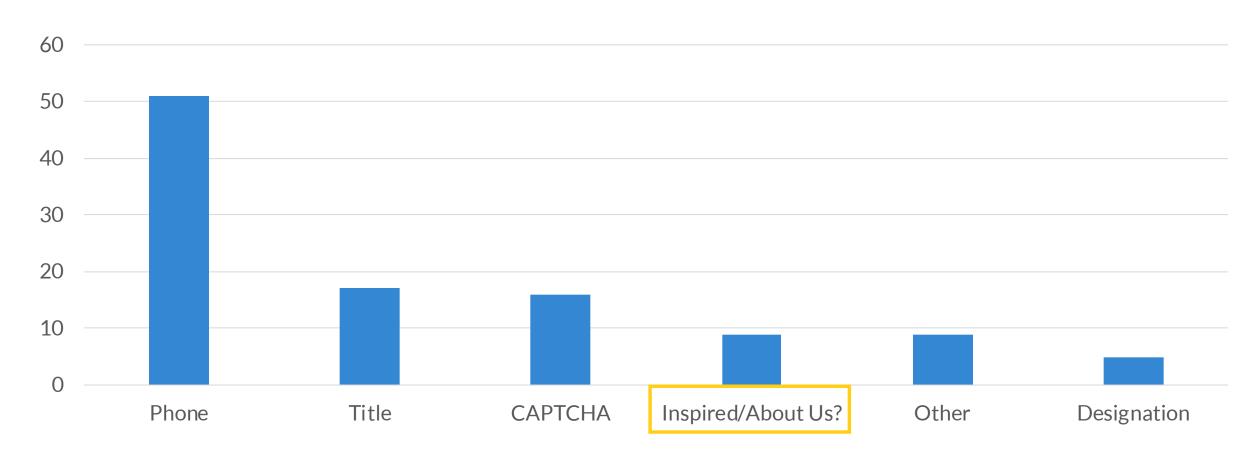
Do They Require Extra Information Not Needed To Process A Gift Like Phone Number, How You Found Out About Them, Spouses Name, Etc.?







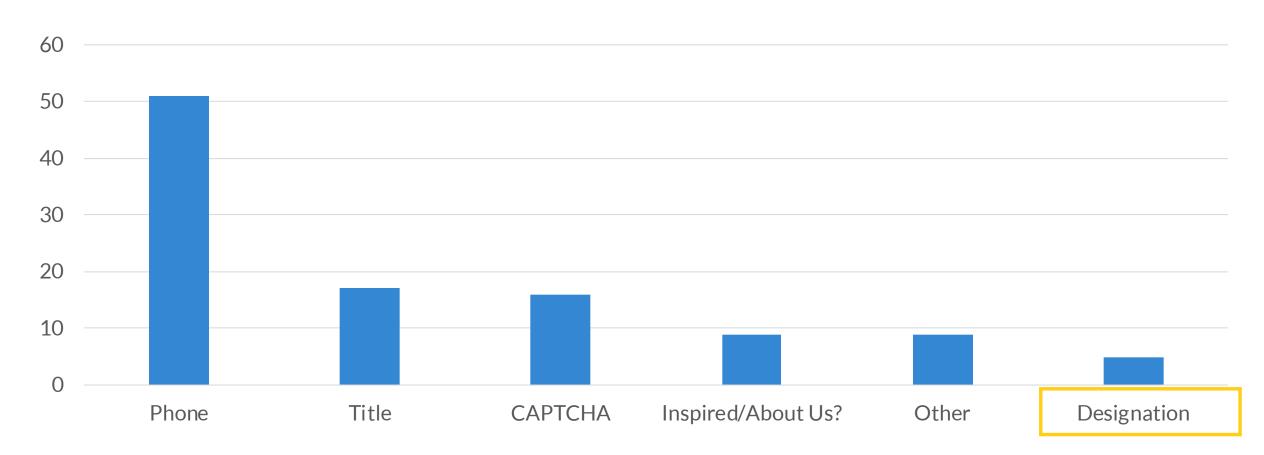
Do They Require Extra Information Not Needed To Process A Gift Like Phone Number, How You Found Out About Them, Spouses Name, Etc.?







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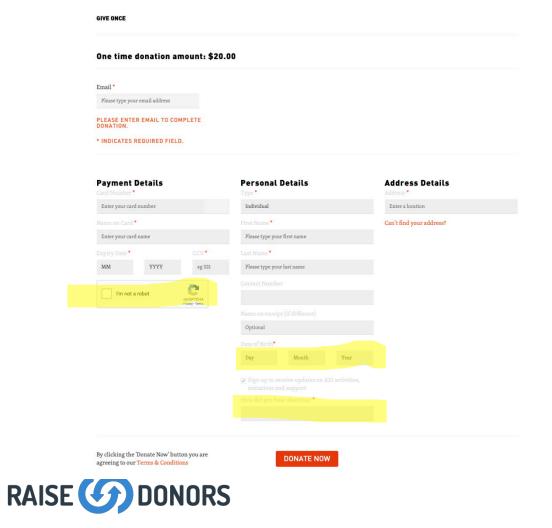




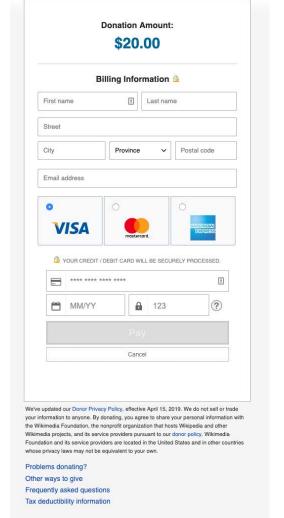


Field Number Friction

NOT THIS



BUT THIS





LIMIT THE AMOUNT OF REQUIRED FIELDS AND INFORMATION TO PROCESS A GIFT.





Types of Donation Page Friction

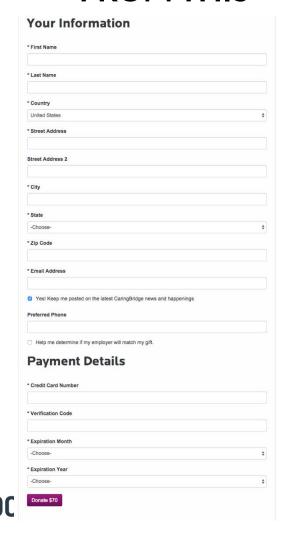
- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





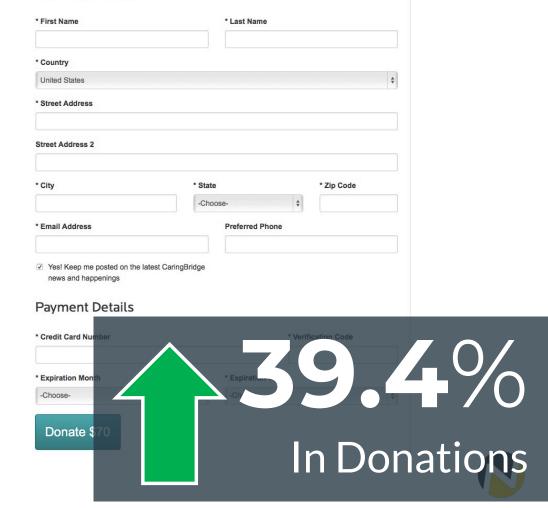
Experiment

FROM THIS



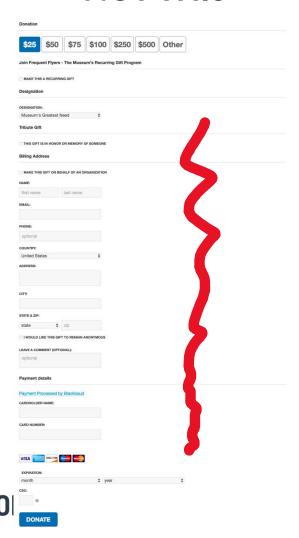
TO THIS

Your Information



Can You Feel the Difference?

NOT THIS



BUT THIS

	rrsonalized, engraved orick on	Hillsdale's Liberty Walk. See an example.	
	PAYMENT DETAILS		SEC DON
Card Number *			
		AMEX VISA	
Expiration *		Security Code *	
Month ¢	Year \$		
	YOUR INFORMATION		
Name *			
First Name	Last Name		
Email *			
Country *			
United States			
☐ I have a military address			
Address *			
City *			
State *	Zip Code *		
State / Territory			
Comments			
Other gift designation or comm	ment		

Make My Gift



USE HORIZONTAL SPACE ON YOUR FORMS FOR BETTER SPACING AND LESS OF A DIGITAL FOOTPRINT.





Types of Donation Page Friction

- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





Form Error Friction

2. Your receipt information

First Name	
Middle Name	
	å
Last Name	
Email	_
Address	
Street	Unit
Search	
City	State/Province
Country	Zip/Postal









SHOW DONORS A MISSED FIELD OR ERROR BEFORE THEY GET TO THE END/BOTTOM AND CLICK ON.





Types of Donation Page Friction

- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





Experiment

FROM THIS



TO THIS

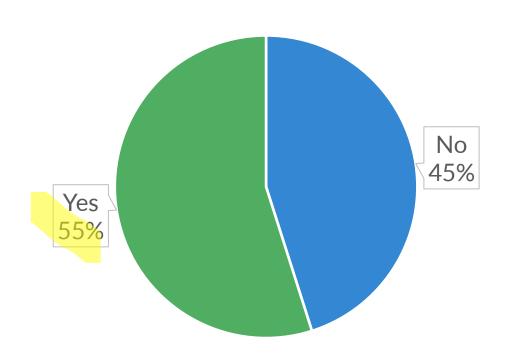


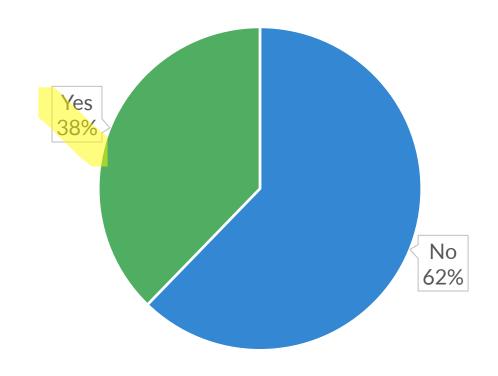


Unnecessary Links & Distractions

MENU & NAVIGATION DISTRACTION?

MULTIPLE CALLS TO ACTION?









Confusion Friction

NOT THIS



Donate

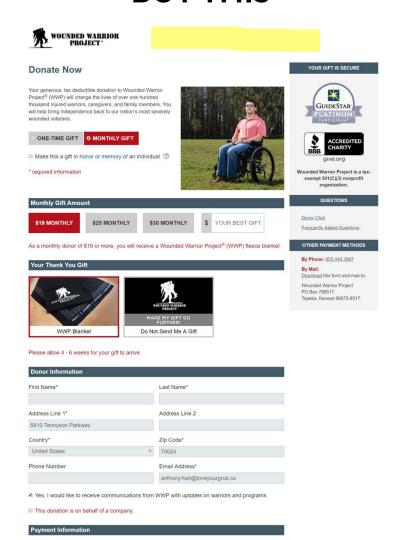
Your Gift will be put to use immediately to provide food for hungry people in our community. Thank you for your support of the Greater Chicago Food Depository.

Honor someone with a tribute or memorial gift →

SELECT A DONATION AMOUNT \$50 \$100 \$250 \$1,000 OTHER Your donation can help provide 300 meals for people in our community. RECURRING GIFT Make this a monthly recurring gift. CONTACT DETAILS All fields are required unless noted. FIRST NAME M.J. (optional) LAST NAME

PHONE (optional)

BUT THIS







STATE ADDITIONAL NOTES (optional)

ion

PAYMENT METHOD

CARD NUMBER	2	
EXPIRATION (N	MM/YY)	CVV NUMBER:
03	\$ 2019	‡

OTHER DONATION OPTIONS

Respond to a Mailing Donate by Mail Tribute or Memorial Donation Make a Monthly Gift Update Recurring Donation Options Stock Gifts & Securities

Donor Advised Fund Gifts

Will to End Hunger Society Food Industry Donations

Corporate Matching Gifts

HAVE DONATION QUESTIONS?

We're happy to help. Please contact Development Services at 773-247-3663 or send us a message.



Donate Now

Your generous, tax deductible donation to Wounded Warrior Project® (WWP) will change the lives of over one hundred thousand injured warriors, caregivers, and family members. You will help bring independence back to our nation's most severely wounded veterans.

ONE-TIME GIFT O MONTHLY GIFT

Make this a gift in honor or memory of an individual.

\$25 MONTHLY

* required information

Monthly Gift Amount



\$ YOUR BEST GIFT



QUESTIC

Donor Chat Frequently Asked Questions

OTHER PAYMENT METHODS

By Phone: 855,448,3997

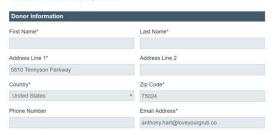
Download this form and mail to:

Wounded Warrior Project PO Box 758517 Topeka, Kansas 66675-8517



\$30 MONTHLY

Please allow 4 - 6 weeks for your gift to arrive.



This donation is on behalf of a company.



■ Uncheck if billing address is not the same as donor address.

By clicking donate, your gift will be processed.

the email address you provided.

ID2019 Wounded Warrior Project | Privacy Policy | Terms of Use | State Notice: Wounded Warrior Project is a tax-exempt 501(C)(3) nonprofit organization.





REMOVE ANY/ALL DISTRACTING LINKS AND CONFLICTING CALLS TO ACTION.





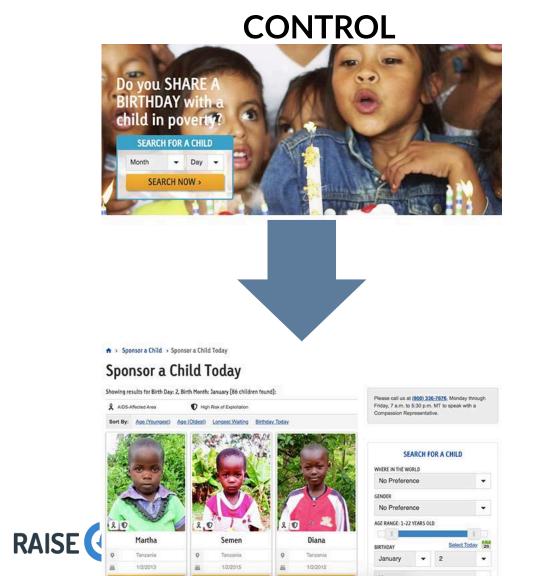
Types of Donation Page Friction

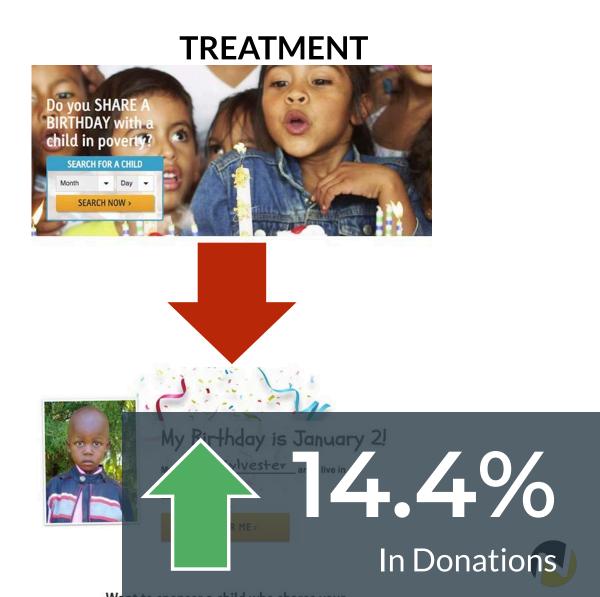
- 1. Field Number Friction
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- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





Limiting Decision Friction





How Do You Decide?



WATCH

DONATE

BOI Y D D A Q

GO PUBLIC. SUPPORT KERA.

DONATE TO KERA TV

DONATE TO KERA RADIO

KERA/KXT is a 501(c)3 not-for-profit public media organization. Nearly 70 percent of KERA's annual funding is provided by generous individuals, foundations and corporations.



MATCHING GIFTS



STOCKS AND MUTUAL **FUNDS**



DONATE YOUR VEHICLE



BECOME A VOLUNTEER









Gifts of all sizes help to ensure that KERA remains a relevant, vital and celebrated community resource for all North Texans. KERA serves this community through five public broadcasting stations - KERA TV, KERA FM, KXT 91.7 FM, KERA Create and KERA Kids 24/7. Your commitment to high-quality public media ensures educational and cultural programs that strengthen our community and improve lives.

Contact

KERA

3000 Harry Hines Boulevard Dallas, Texas 75201 (map/directions) Phone: (214) 871-1390 | (972) 263-3151 (metro) Fax: (214) 754-0635

Member/Audience Services

3000 Harry Hines Boulevard Dallas, Texas 75201 (map/directions) Phone: (214) 740-9272 | (972) 263-3151, ext. 272 (metro)

Information

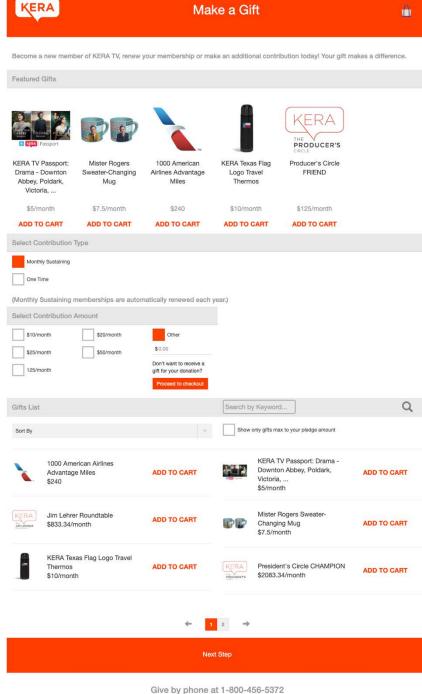
Choose from the following options:

- * Renew Membership/Make Additional Gift
- Update My Membership
- * Member Rewards
- Where Are My Thank You Gifts?
- Why Am I Getting A Renewal Notice When I Just Renewed My Membership?





How Do You Decide?







TRY REDUCING THE DECISIONS DONORS NEED TO MAKE AND/OR CLEARLY PRIORTIZE ONE FOR THEM.





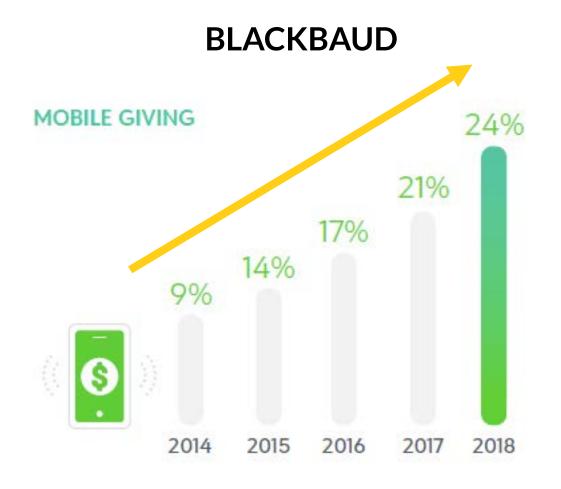
Types of Donation Page Friction

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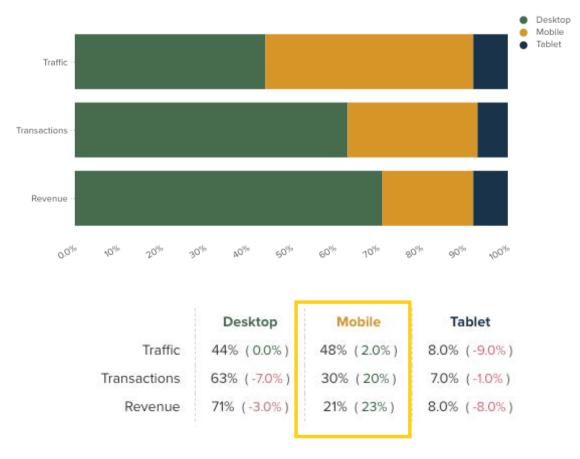




Mobile Is and Increasingly Crucial.



M + R BENCHMARKS







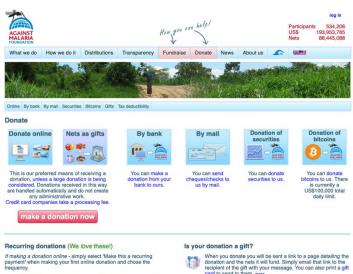
6% OF NONPROFIT DONATION PAGES WERE NOT OPTIMIZED FOR MOBILE.





Device Friction

NOT THIS



If making a donation by bank transfer - most banks will allow you to specify if it is a recurring donation and with what frequency.

Are you donating to someone's fundraising page?

Find their page first

AMF as a beneficiary of a will

If you would like to make a bequest to AMF in your will then the details you need to include will depend upon the jurisdiction you are in. You can find the charity details for your particular country on our charity status page (if your country is not listed please use the UK details). The contact details to include should be those for Rob Mather as shown on our contact us page. If you would like to contact us directly please do

We have been asked whether there is any specific language that needs to be included in the will and as far as we are aware, there is not, aside from it making clear that AMF is an intended beneficiary which is most simply done by including the relevant charity number/s and contact

card to send to them, more

Whilst all donations are recognised through an acknowledgement of receipt and these acknowledgements normally being sufficient to satisfy local tax requirements, it is recognised some countries have slightly different tax regulations and if you require a more formal tax receipt please contact Sean Good, our Treasurer (sean.good@uk.pwc.com) who will provide the requisite documentation.

Gift Aid (UK donors only)

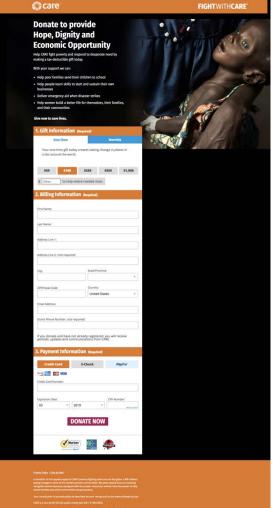
If you pay UK tax* you can make a Gift Aid declaration and we will be able to claim 25% from the British Government on top of your donation and it won't cost you a penny! If you donate online you can simply tick the Gift Aid box during the donation process, otherwise you can find a gift aid form on the bank transfer or mail pages. *you need to have paid UK income tax and/or capital gains tax at least equal to the 25% that we will claim.

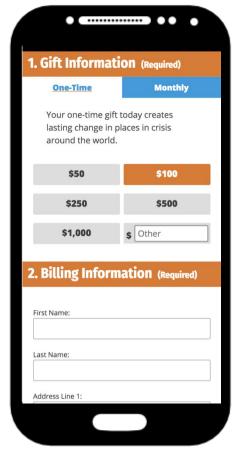
Tax repayments - UK tax payers

Should you so elect, HMR&C will pay direct to us any tax repayments that you may be due. Simply fill in the SA100 form including our unique code WAT04WG and send it to your tax office together with your tax return and the repayment will be routed to us. Please contact Sean with any questions you may have.



BUT THIS













FROM THIS











to people in need, f

Your generous final charism – you too a you are bringing he Jesus Christ is being people in Tijuana. Y You are providing fi

The Missionary Ass

If you belong to a Page" to make yo

Thursday, 8:00 a.m.

Your Donation

\$50 \$ Other Gift Amos

Billing Informati

First Name

Email Address

Country





Because of you, Oblate priests and brothers in the United States and in more than 60 countries are bringing God to the world, and the world to God. Your contribution will make a huge difference in the lives of God's people.

Our founder, St. Eugene De Mazenod, O.M.I. said that an Oblate is "one whose life is offered in service to the Lord." In that spirit, we are responding to the call of Jesus to give food and drink, clothing and shelter, love and compassion to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me." (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism – you too are "one whose life is offered in service to the Lord." In a very real way, you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of Jesus Christ is being preached to the people of Alaska. You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

40/o onations

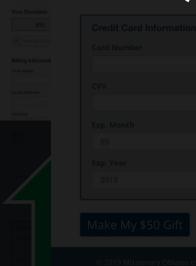
Experiment

FROM THIS















AND MAKE SURE YOU DON'T CUT OUT THE VALUE PROPOSITION ON MOBILE.





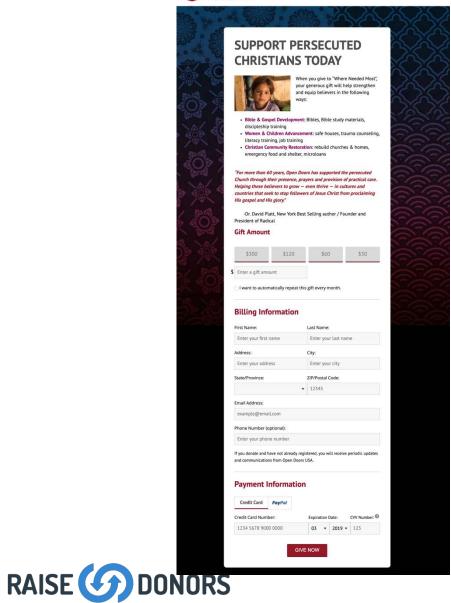
14% OF NONPROFITS REMOVED THEIR VALUE PROPOSITION FROM MOBILE.



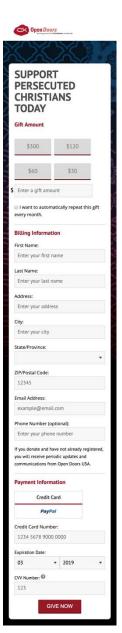


DESKTOP





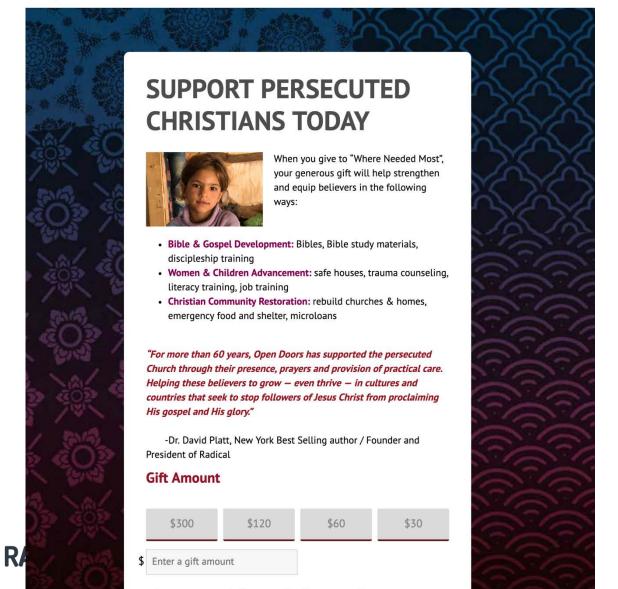
MOBILE





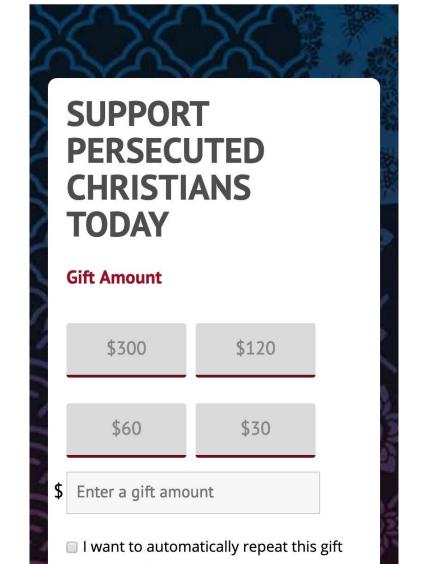
DESKTOP





MOBILE







TEST YOUR GIVING PROCESS ON MOBILE AND ENSURE YOU CAN STILL SEE THE VALUE PROPOSITION.





Types of Donation Page Friction

- 1. Field Number Friction
- 2. Field Layout Friction
- 3. Form Error Friction
- 4. Confusion Friction
- 5. Decision Friction
- 6. Device Friction
- 7. Steps Friction





Experiment

FROM THIS



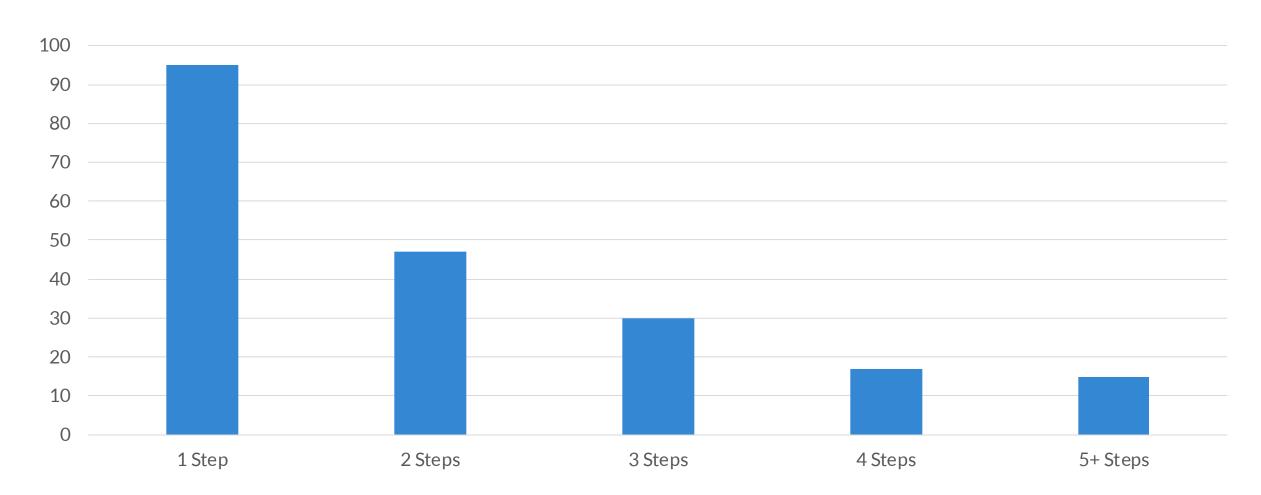


TO THIS

Straight to Thank You Page



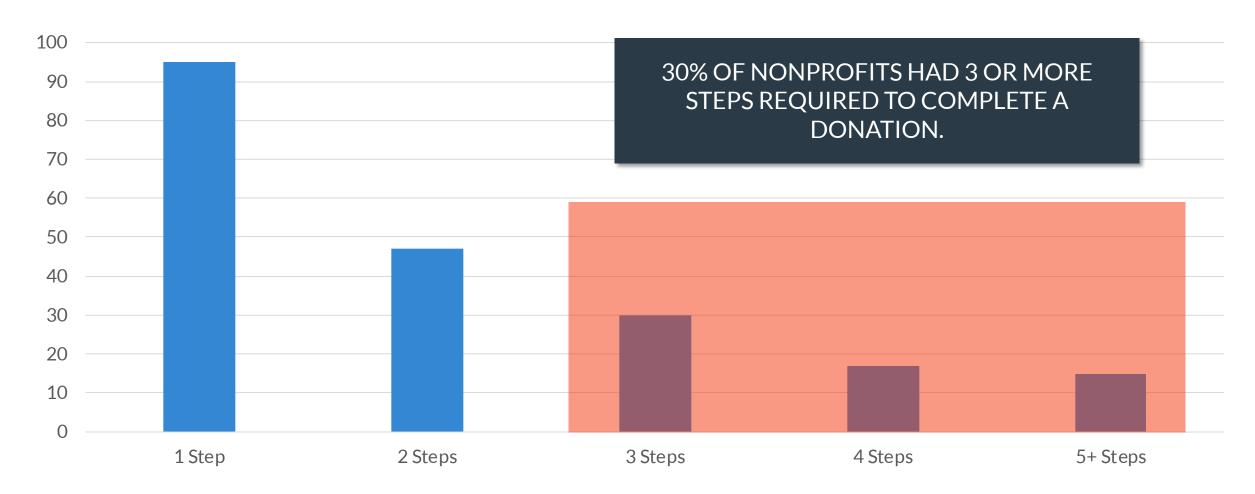
How Many Pages Does It Take to Complete Your Donation?







How Many Pages Does It Take to Complete Your Donation?



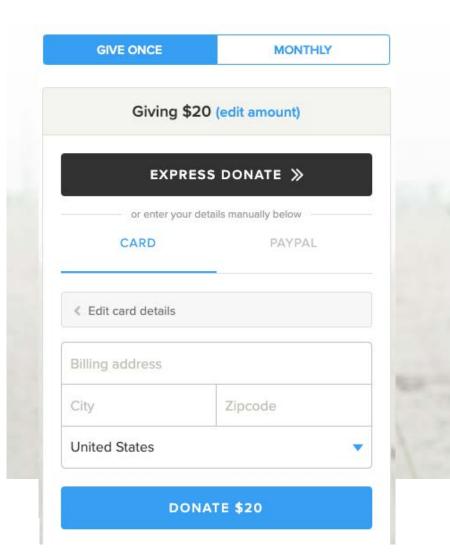




Could Do This

charity: water







But Don't Do This



Select 'Donate online' above and in step 3 of the process select 'Make this a recurring payment' and then chose the frequency. You then do not need to do anything else. A donation will be taken automatically on your credit or debit card with your chosen frequency. You are sent a receipt by email each time a donation is taken so you know when a donation is

taken. You retain control and, should you wish to, you can cancel the donation at any time by clicking on a link included in each donation

2. By bank transfer Most banks will allow you to specify if it is a recurring donation and with what frequency. You can cancel the recurring donation at any time by

AMF as a beneficiary of a will

If you would like to make a bequest to AMF in your will then the details you need to include will depend upon the jurisdiction you are in. You can find the charity details for your particular country on our charity status page (if your country is not listed please use the UK details). The contact details to include should be those for Rob Mather as shown on our contact us page. If you would like to contact us directly please do not hesitate to do so.

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ormally sufficient to satisfy local tax requirements. Some countries have slightly different tax regulations and if you require a more formal tax receipt, or have made an offline donation (by bank transfer or cheque/check) and wish to be emailed a receipt, please email (TaxReceipt@AgainstMalaria)

Gift Aid (UK donors only)

If you pay UK tax* you can make a Gift Aid declaration and we will be able to claim 25% from the British Government on top of your donation and it won't cost you a penny! If you donate online you can simply tick the Gift Aid box during the donation process, otherwise you can find a gift aid form on the bank transfer or mail pages. You need to have paid UK income tax and/or capital gains tax at least equal to the 25% that we will claim.

Tax repayments - UK tax payers

Should you so elect, HMR&C will pay direct to us any tax repayments that you may be due. Simply fill in the SA100 form including our unique code 'WAT04WG' and send it to your tax office together with your tax return and the repayment will be routed to us. Please contact









TRY TO LIMIT THE NUMBER OF STEPS IN A GIVING SEQUENCE AND REMOVE ANY 'ARE YOU SURE' PAGES.





VALUE

COST

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY) INCENTIVE

FRICTION

ANXIETY





VALUE

COST

The MECLABS Conversion Sequence Heuristic ©



CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY)

INCENTIVE

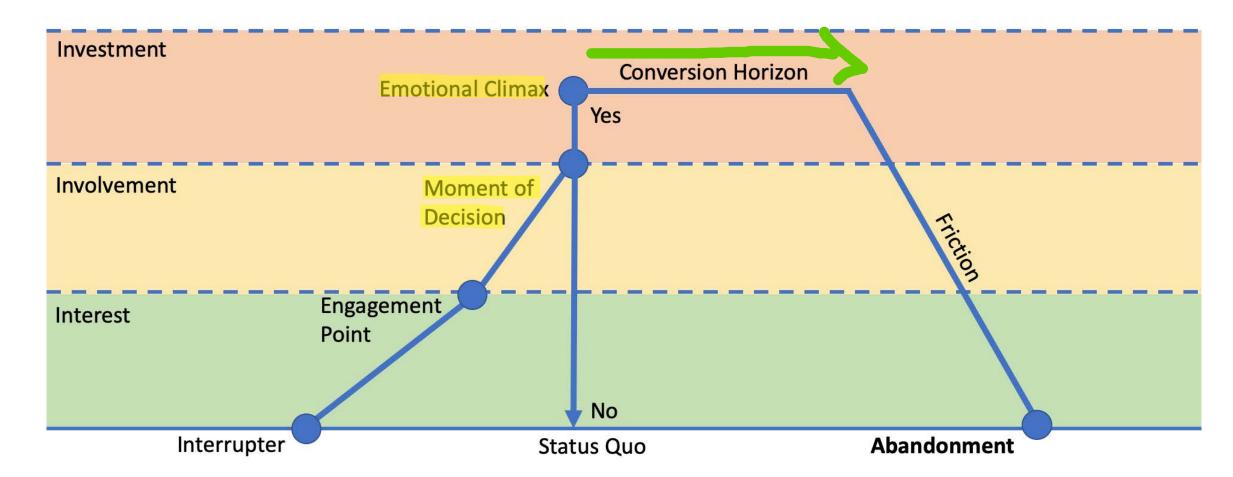
FRICTION

ANXIETY





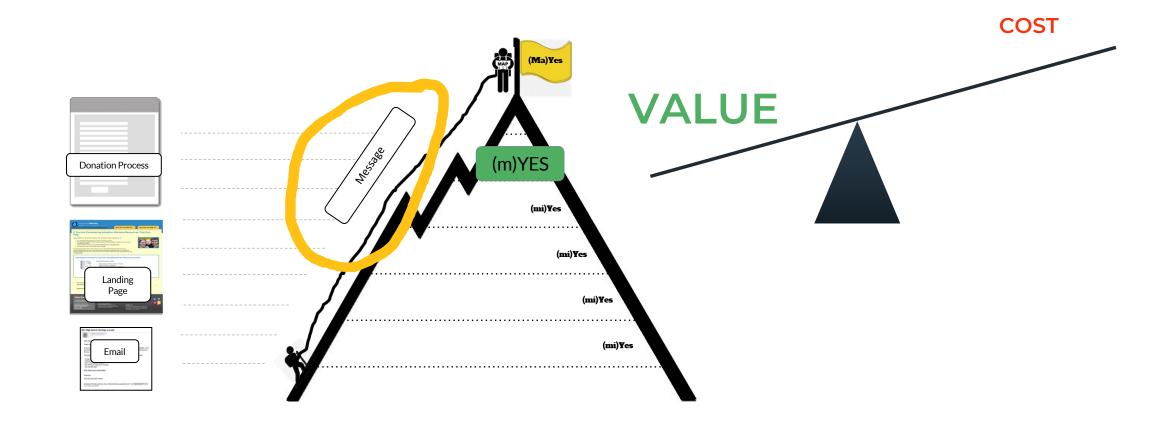
Increase The Chance Of Conversion By Reducing Friction.







The Donor Mountain







IF I AM YOUR IDEAL DONOR, WHY SHOULD I GIVE TO YOU RATHER THAN SOME OTHER ORGANIZTION OR NOT AT ALL?









• Do they want it?





Do they want it? APPEAL.





- Do they want it? APPEAL.
- Can they get it anywhere else?





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it?





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you?





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you? CREDIBILITY.





- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you? CREDIBILITY.



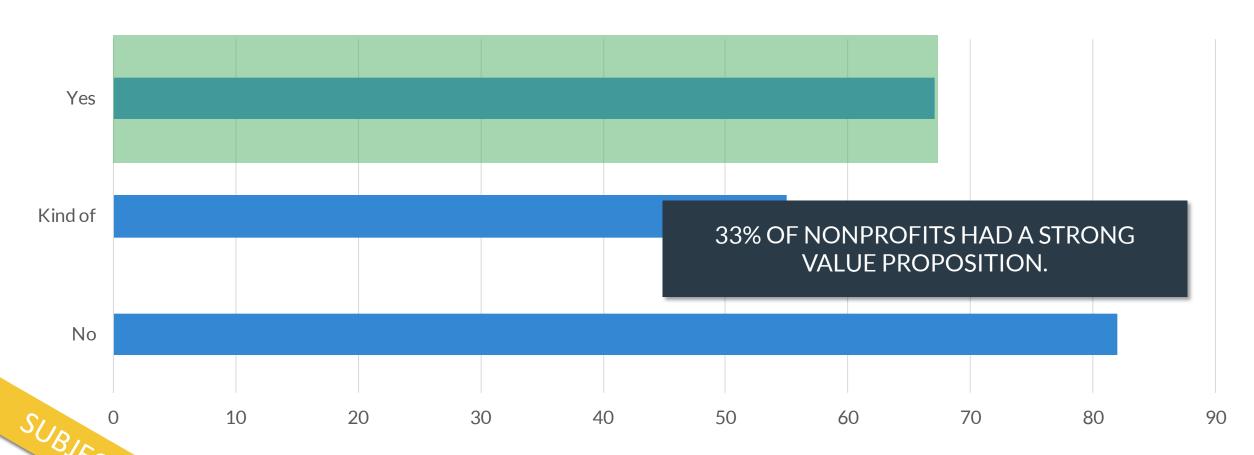


HOW ARE ORGANIZATIONS DOING?





Do They Have A Strong Value Proposition?







AMERICA'S WILD ANIMALS ARE COUNTING ON YOU

Now more than ever, wildlife is counting on us. We're ready to go toe-to-toe with the Trump administration over its harmful policies, but we need you to help us do it.

It is essential that we work together to be the voice for the animals that cannot speak for themselves.

Help Defenders of Wildlife save endangered and imperiled species and the habitat they need to survive with a tax-deductible donation!

To make your gift go even further, become a Wildlife Guardian for just \$9/month and help save critically endangered animals every day. Sign up today!

PLEASE CHOOSE A CONTRIBUTION LEVEL FOR YOUR TAX-DEDUCTIBLE DONATION

\$50 \$100	\$250	\$500	\$1000	My gift for wildlife:	
------------	-------	--------------	--------	-----------------------	--

CONTACT INFORMATION

* 710/0----- | C-----

* First Name:	
* Last Name:	
* Email Address:	
* Street 1:	
Street 2:	
*City:	
* State/Province:	Š











You can help build godly marriages and families!

For more than 41 years, FamilyLife has provided people with biblically-based, practical help to strengthen their marriage and family...

- Our radio broadcasts provide biblical wisdom to millions of people every week, helping to
 encourage and challenge new and old believers in their walk with Christ.
- Every day, 21,000 people visit our website, finding help and hope in the countless articles, books, online courses, radio programs and other practical and biblical resources to strengthen their marriage and family.
- More than 57,000 people attended a Weekend to Remember® in the past year alone where
 couples were able to build, grow and restore their marriage by improving communication
 and reigniting the spark they once had.
- More than 100,000 people have accepted Christ as their Savior at a FamilyLife event since this ministry was founded. We know that this kind of decision is foundational to any marriage or family issue.

But we also know that there are still so many more families that need help.

In a culture that is increasingly hostile towards Christian values, we must increase our efforts to provide practical and biblical help to people.

Can we count on you to help us build and strengthen marriages and families?

Your gift today to FamilyLife will provide practical, transferrable and transformational help in life's most important relationships: God, spouse, and kids.

Please make your gift using the secure form below.

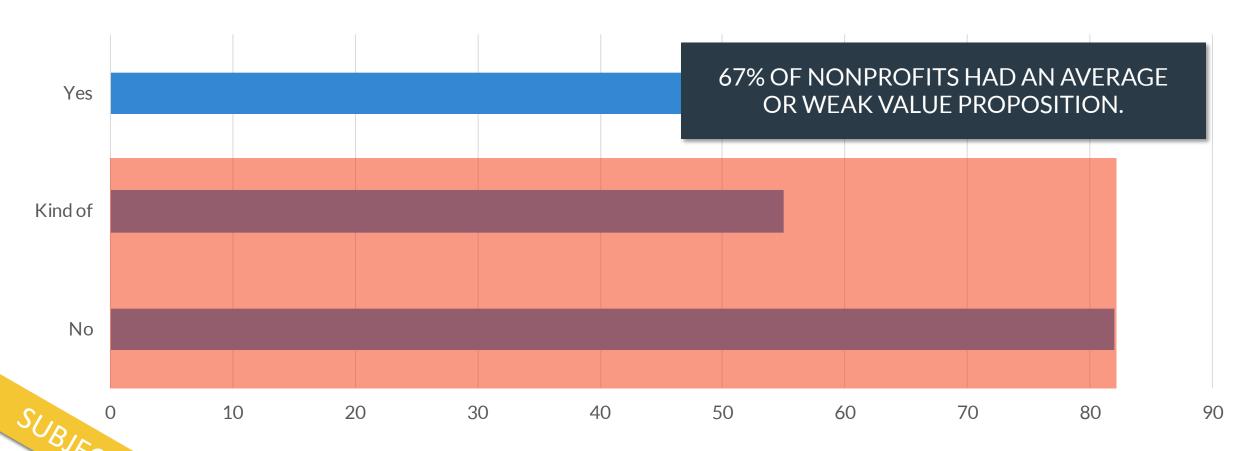
SELECT AN AMOUNT







Do They Have A Strong Value Proposition?





ABOUT US ~

PARKS ~

GET INVOLVED ~









Did you know you can create your own fundraiser to help the Ripken Foundation? With Facebook fundraising, you can make an incredible impact on at-risk youth across the country in just a few clicks. Start here: facebook.com/CalRipkenSrFdn/fundraisers

Support us by using Amazon Smile while you shop! It's easy, and you can help make a difference. Follow these simple steps:

1. Visit smile.amazon.com

Support us by using Amazon Smile while you shop! It's easy, and you can help make a difference. Follow these simple steps:

- 1. Visit smile.amazon.com
- 2. Select Cal Ripken, Sr. Foundation
- 3. Start shopping!

Ripken Foundation Giving Options	
Giving Options★	
	•









\$500 \$29		100 \$50 ther		rly 11,000 dead in 2017 due to drunk driving.
One time only Monthly				madd
BILLING AND CONTACT IN First Name: * Mid	FORMA			GUIDESTAR
Email: *				ACGREDITED CHARITY
Country: *				
United States			*	
Address: *				
City: *		State: *		
		Select	‡	
Zip/PostalCode: *		Phone:*		
PAYMENT DETAILS © CreditCard CeCheck Name on Card: *				
VISA BOCCYER				
Credit Card Number: *		Card Verification(CVV): ★	2	
Expiration Date:				
December (12)	٠	2019	٠	
ADDITIONAL FEE				
You have a choice to pay an additiona I prefer not to pay the \$1.48 at thi I accept the addition of \$1.48 to m	time			
TERMS & CONDITIONS By making my gift, I accept the MADD	privacy po	olicy		
		ATE NOW!		





TO ANSWER THE VALUE PROPOSITION QUESTION, YOU NEED TO USE WORDS.





How The Addition Of Value Proposition Impacts Donor Conversion Experiment ID: #6623

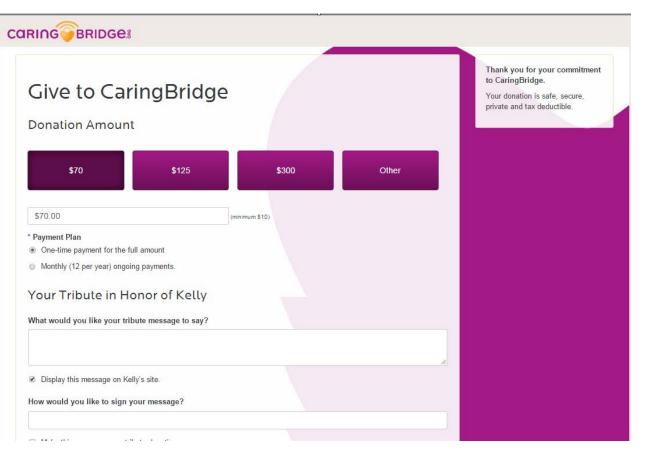
CONTROL OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION Q DONATE ILLINOIS' COMEBACK STORY STARTS HERE 00000 The Elizaria Policy toetitude to a 1(0) ((2) charitable regardisation, and contributions an Select Donation Amount too-debactible to the billest extent allowed by Other Amount Elinois Pelicy Institut 1907 S. Lubsife St. Study Hills Chicago, S. 40409 Donor Information Ellisais Policy Institute does not accept Cardholders Name Address 2 City Illinois Email Payment Information Visa, Mastercard or American Express Number Security Code GIVE NOW





Experiment #900

FROM THIS



TO THIS





"PEOPLE DON'T LIKE TO READ"

- Your Board Member





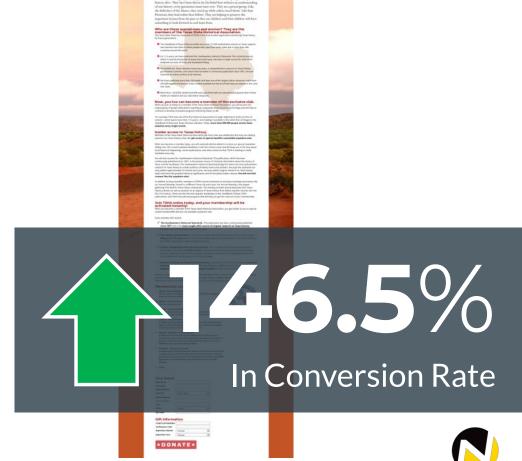
Will People Read?

NOT THIS



BUT THIS

GET INSIDER ACCESS





Can We Take a Shortcut?

From This



To This



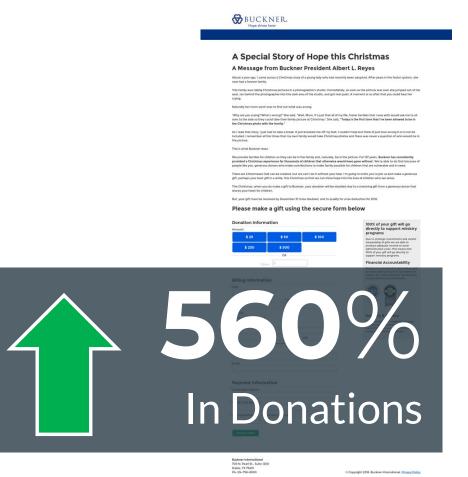






What About Video?

A



RAISE ODONORS

В



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 the

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



At Buckner, we want to create more stories like this. Our mission is to bringing hope and stability in the midst of turbulence to xu/marable 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 201

Please make a gift using the secure form below







SO ARE ORGANIZATIONS USING COPY AT ALL?





29% OF NONPROFITS HAD LESS THAN 1 SENTENCE ON THEIR DONATION PAGE.







\$500 \$29		100 \$50 ther		rly 11,000 dead in 2017 due to drunk driving.
One time only Monthly				madd
BILLING AND CONTACT IN First Name: * Mid	FORMA			GUIDESTAR
Email: *				ACGREDITED CHARITY
Country: *				
United States			*	
Address: *				
City: *		State: *		
		Select	‡	
Zip/PostalCode: *		Phone:*		
PAYMENT DETAILS © CreditCard CeCheck Name on Card: *				
VISA BOCCYER				
Credit Card Number: *		Card Verification(CVV): ★	2	
Expiration Date:				
December (12)	٠	2019	٠	
ADDITIONAL FEE				
You have a choice to pay an additiona I prefer not to pay the \$1.48 at thi I accept the addition of \$1.48 to m	time			
TERMS & CONDITIONS By making my gift, I accept the MADD	privacy po	olicy		
		ATE NOW!		





61% OF NONPROFITS HAD LESS THAN 4 SENTENCES ON THEIR DONATION PAGE.











DONATION

Your donation to **TPT enriches lives and strengthens our community** through the power of media.

Support **TPT** in **3 easy steps** and complete your donation in just minutes.

1 CHOOSE HOW YOU WOULD LIKE TO GIVE

Learn more about Monthly Contributions.

MONTHLY CONTRIBUTIONS

Your sustaining donation is automatically drawn from your bank account or credit card each month. Your membership continues for as long as you wish.

ONE-TIME CONTRIBUTION

Your one-time contribution is good for a full year of membership benefits.

- 2 ENTER CONTACT AND PAYMENT DETAILS
- **3 REVIEW AND SUBMIT DONATION**



CAREERS WITH IMPACT SIGN UP FOR TPT ENEWS PRESS FAQ CONTACT US SHOP







39% OF NONPROFITS HAD MORE THAN 4 SENTENCES ON THEIR DONATION PAGE.







Provide a meal and hope for hungry, homeless people



To someone who is hungry and homeless, one meal can bring hope and mark the first step toward true life change. Please give today and provide:

- Hot Meals
- Safe Shelter
- Life-changing Programs and Services

Miami Rescue Mission

During this Easter and Passover season, we expect to serve over 250,000 life-transforming meals to hungry, homeless people here in the Miami-Dade area. Please help today. Every \$2.10 you give provides a hot meal that can be the first step toward lasting change for someone who is lost and alone. Help us provide meals, shelter, and life-changing programs..

Help men, women, and children experience new lives.

Since 1922, the Miami Rescue Mission has provided meals. shelter, life-changing programs - and hope - to men, women and children in need. Last year, with thanks to donors like you, over 600,000 meals and 280,000 nights of safe shelter were provided to people in need. Our supporters touch the lives of thousands of men, women, and children each year.



Donate by phone 305 571-2206

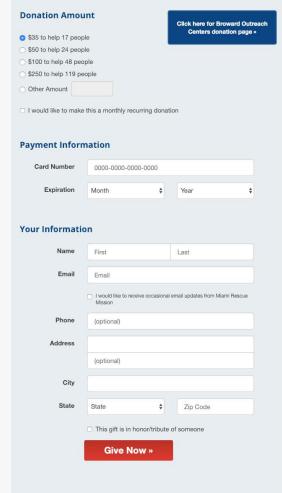


Miami Rescue Mission, Inc. is a 501(c)(3) organization. Contributions are tax deductible in accordance with IRS rules and regulations.







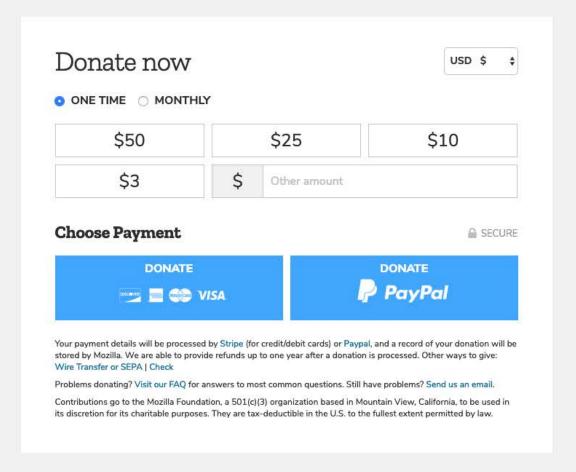








We are proudly non-profit, noncorporate and non-compromised. Thousands of people like you help us stand up for a healthy internet for all. We rely on donations to carry out our mission to keep the Web open and free. Will you give today?



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Mozilla is a global non-profit dedicated to putting you in control of your online experience and shaping the future of the web for the public good. Visit us at mozilla.org.





We must act now. While there's still time.

Give birds a fighting chance in a changing world

Birds and their habitats are under attack. With your help, we can fight back. We can protect birds and the places they need - as long as we have people like you who will help.

Select giving frequency:





Power our best protection with your generous gift today.



The National Audubon Society is a not-for-profit 501(c)(3) organization. Our federal tax ID number is 13-1624102.

WHAT AMERICA'S BIRDS FACE NOW











IS LONGER ALWAYS BETTER?





A



Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie's radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- · Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B



Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person's basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

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A

X harvest:greglaurie

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A



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Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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

B



Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less

Logo

[Specific campaign benefit others experience from your organization]

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

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

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

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

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



The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you? CREDIBILITY.





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Provide a meal and hope for hungry, homeless people



To someone who is hungry and homeless, one meal can bring hope and mark the first step toward true life change. Please give today and provide:

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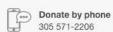
Miami Rescue Mission

During this Easter and Passover season, we expect to serve over 250,000 life-transforming meals to hungry, homeless people here in the Miami-Dade area. Please help today. Every \$2.10 you give provides a hot meal that can be the first step toward lasting change for someone who is lost and alone. Help us provide meals, shelter, and life-changing programs..

Help men, women, and children experience new lives.

Since 1922, the Miami Rescue Mission has provided meals, shelter, life-changing programs-and hope-to men, women and children in need. Last year, with thanks to donors like you, over 600,000 meals and 280,000 nights of safe shelter were provided to people in need. Our supporters touch the lives of thousands of men, women, and children each year.







Miami El 33242-0620

Donation Amount Click here for Broward Outreach Centers donation page » 35 to help 17 people \$50 to help 24 people \$100 to help 48 people \$250 to help 119 people Other Amount I would like to make this a monthly recurring donation **Payment Information** Card Number 0000-0000-0000-0000 Expiration Year Month Your Information Name First Last Email Email I would like to receive occasional email updates from Miami Rescue Phone (optional) Address (optional) City State State Zip Code

This gift is in honor/tribute of someone





We must act now. While there's still time.

Give birds a fighting chance in a changing world

Birds and their habitats are under attack. With your help, we can fight back. We can protect birds and the places they need — as long as we have people like you who will help.

Select giving frequency:



Your steady support prepares us for every challenge and lets us plan for the future!



DONATE NOW »



Power our best protection with your generous gift today.



The National Audubon Society is a not-for-profit 501(c)(3) organization. Our federal tax ID number is 13-1624102.

WHAT AMERICA'S BIRDS FACE NOW











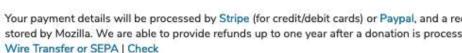


We are proudly non-profit, noncorporate and non-compromised. Thousands of people like you help us stand up for a healthy internet for all. We rely on donations to carry out our mission to keep the Web open and free. Will you give today?

Donate now

Choose Payment





DON

Problems donating? Visit our FAQ for answers to most common questions. Still have proble

Contributions go to the Mozilla Foundation, a 501(c)(3) organization based in Mountain Vieits discretion for its charitable purposes. They are tax-deductible in the U.S. to the fullest expenses.



TRY ADDING MORE COPY/TEXT ON YOUR DONATION PAGES THAT CLEARLY EXPLAINS WHY THEIR DONATION IS NEEDED AND WHAT THEIR DONATION WILL DO.





TRY ADDING MORE COPY/TEXT ON YOUR DONATION PAGES THAT CLEARLY EXPLAINS WHY THEIR DONATION IS NEEDED AND WHAT THEIR DONATION WILL DO.





FROM THIS

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

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

How your year-end gift will help make the difference

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

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

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

WHY I'M A HERITAGE MEMBER

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

Larry W. California

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

Scott E. California

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

TO THIS

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

Your year-end gift will help make the difference

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

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

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

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

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Scott E. California

- Your trailblazing support has enable and pushing back the plans of the helping pioneer the Reagan Re
- Today you enable the Herit conservative activists need in from the Washington establishing
- And your donations are also hel members of Congress to ensure

eritage Found onthe king on DC establishme as whas e ther conservative ponses a Left.

nel the factor data grant data.

ap their campaign properties.

Donations





We must act now. While there's still time.

Give birds a fighting chance in a changing world

Birds and their habitats are under attack. With your help, we can fight back. We can protect birds and the places they need - as long as we have people like you who will help.

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WHAT AMERICA'S BIRDS FACE NOW

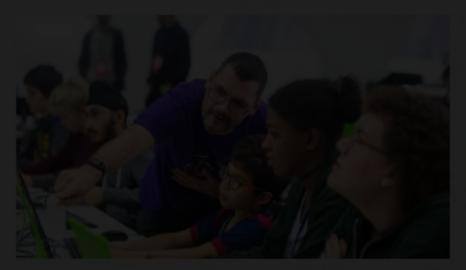












WE ARE ALL GUILTY.

corporate and non-compromised.
Thousands of people like you help us stand up for a healthy internet for all.
We rely on donations to carry out our mission to keep the Web open and





TRY TURNING 'WE' OR 'US' LANGUAGE TO BE 'YOU' OR 'YOUR' LANGUAGE.





VALUE

COST

The MECLABS Conversion Sequence Heuristic ©



CONVERSION

MOTIVATION

VALUE PROPOSITION (CLARITY)

INCENTIVE

FRICTION

ANXIETY



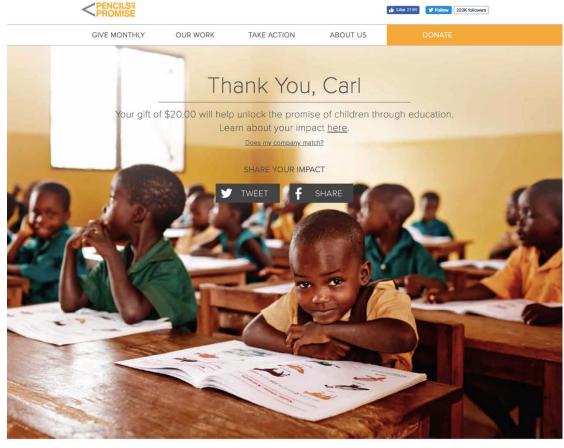


WHAT HAPPENS AFTER I GIVE?





Almost everyone had a thank you page that said thanks.



We are a

501(c)(3) Certified

Organization





Read our

Donor Privacy

Policy

95% OF NONPROFITS HAD A CONFIRMATION PAGE. 97% OF NONPROFITS THANKED THE DONOR.





But some didn't say much or lead us forward.

Thank you for giving with us.

You are the <u>partner</u> in Gates Philanthropy Partners.

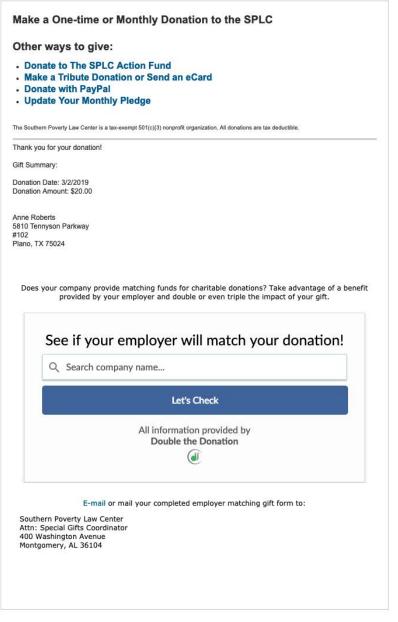
36% DIDN'T NOTE THE GIFT AMOUNT.
46% DIDN'T HAVE ANY 'VALUE' OR IMPACT ORIENTED LANGUAGE.







And some that did felt cold and transactional and the conversation didn't make sense.







Gift Complete

But there were some that felt warmer and the actions made sense in the context of the donor journey.

Thank you for your generosity and partnership with International Justice Mission. Your commitment will truly make a difference in the lives of children, women and men around the world, providing rescue and renewed hope for their lives.

What happens next?

You will receive a receipt via e-mail.

Multiply the impact of your gift:

Use our easy tool to learn if you or your spouse's company will match your gift

How was your giving experience?

Use our donor feedback tool to help improve the giving experience.

Share and inspire others to give!





Questions? Contact us at giving@ijm.org or at 703-465-5495.

International Justice Mission protects the poor from violence by partnering with local authorities to rescue victims bring criminals to justice, restore survivors and strengthen justice systems. IJM is a 501(c)(3) organization and your gifts are tax-deductible to the full extent of the law. No goods or services were provided by International Justice Mission in return for the contribution.

Transaction Summary

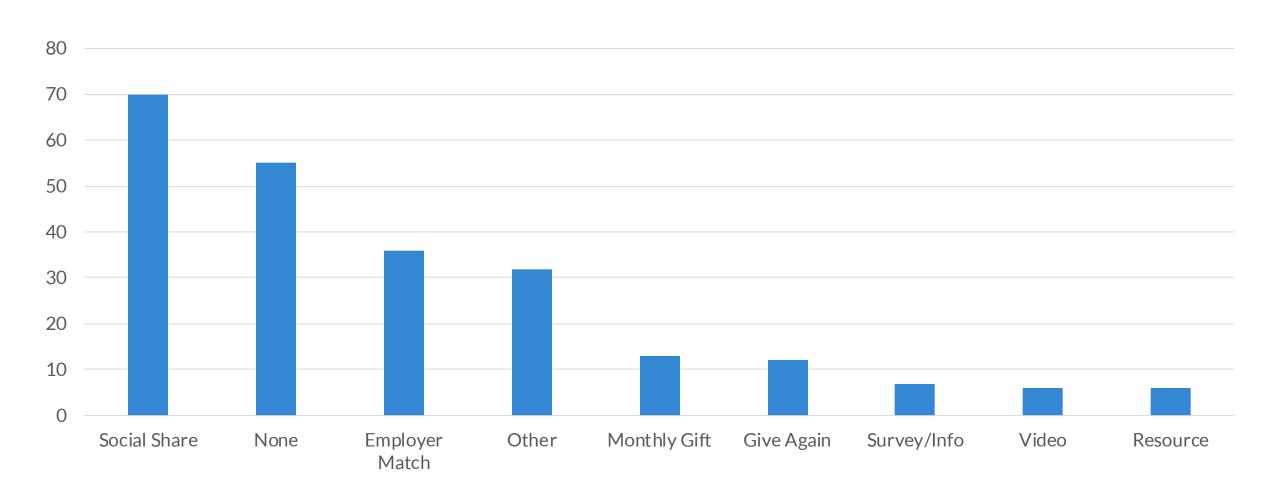
18163143 Transaction Id: Transaction Date: 03/04/2019 Gift Amount: 20.00 Frequency: Single Gift

Donors in Australia, Canada, Germany, the Netherlands, or the United Kingdom: By making a donation, you agree that we may transfer your personal information to our IJM partner offices in your country. That partner office may contact you about future donations, or for other fundraising purposes.





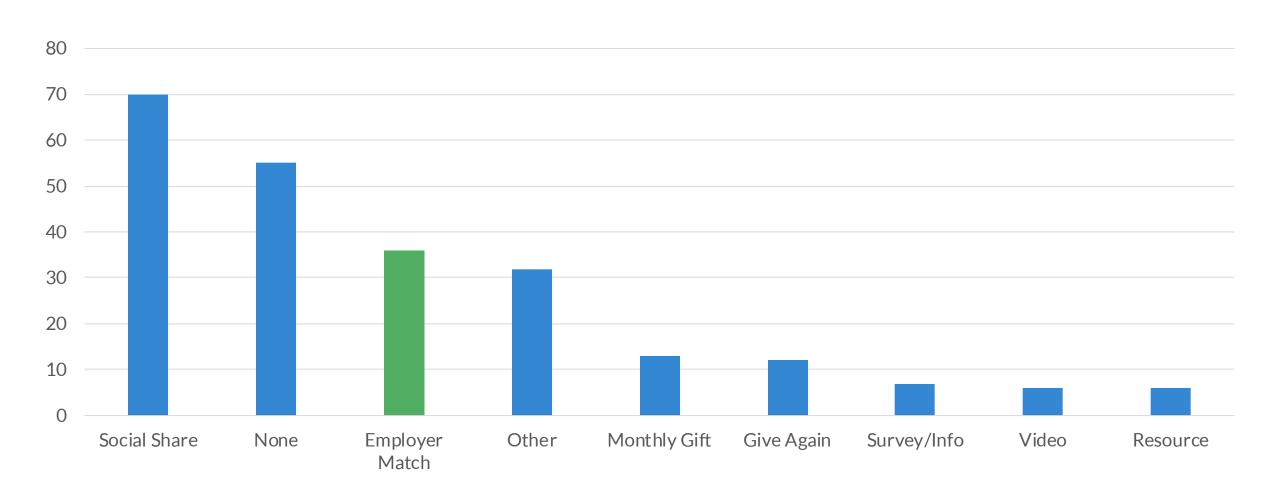
What Did They Offer as a Next Step?







What Did They Offer as a Next Step?

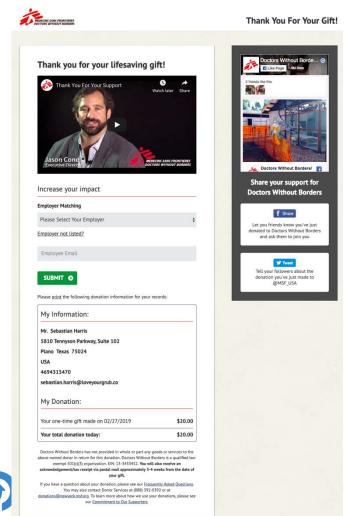




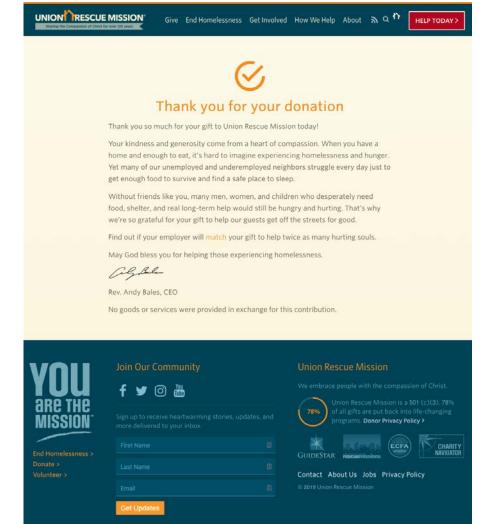


Employer Match

LIKE THIS



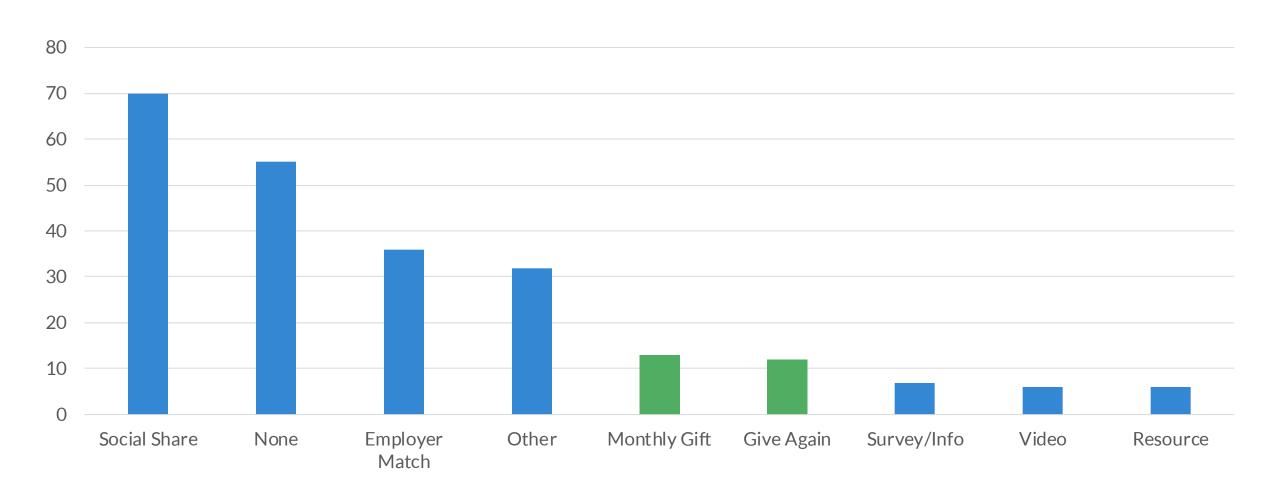
OR THIS







What Did They Offer as a Next Step?







How Testing The Call-to-action On Thank You Page Affects Conversion Experiment ID: #262

CONTROL

RECURRING 'UPGRADE' ASK **TREATMENT**

ADDITIONAL ONE-TIME ASK



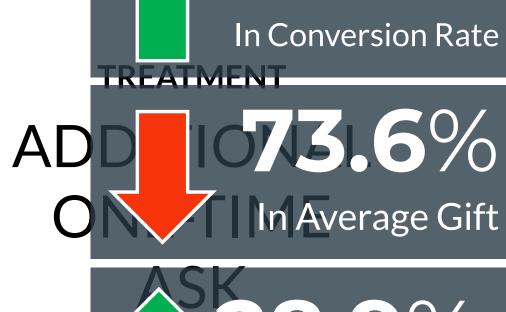


How Testing The Call-to-action On Thank You Page Experiment ID: #262

CONTROL

RECURRING 'UPGRADE'















Dear Vanessa,

Thank you for making a gift to The Wilderness Society. Your gift couldn't come at a more critical time.

We will be fighting every day to ensure that our wild places remain free from drilling, logging, mining and unregulated profiteering. Will you join us in that fight by becoming a monthly donor?

These are truly unprecedented times for our public lands. With an empowered wave of anti-conservationists in Congress and an administration ready to green light their pro-drilling legislation, we face a dangerous era of serious threats to our public lands. ... and to our without conservation of the conser

With all the additional threats to our public lands, we are having to add more and more to our National Wilderness Defense Team. We need monthly donors to provide dependable, regular support, so we can budget for the increased resources we are adding to defend our lands. Will you become one of those special monthly donors? Join as a Friend of the Wilderness today.

Become a Monthly Donor Today

Gift Receipt



Your Gift Amount

\$20.00

Tax ID 53-0167933

Organization Name

The Wilderness Society

Date of Gift 03/03/2019

Your gift to The Wilderness Society is tax deductible to the full extent of the law. Please retain this receipt as confirmation of your gift. IRS regulations require us to notify you that The Wilderness Society provided no goods or services in exchange for this contribution.

If you have further questions, please contact us at 1-800-843-9453 (1-800-The Wild) or email us at member@tws.org.

Return to our Homepage

Give a Gift by Phone

1-800-843-9453 (1-800-The Wild)

Give a Gift by Mail

Print out and complete this form

Contact Us

1-800-843-9453 (1-800-The Wild) member@tws.org









Dear Vanessa,

Thank you for making a gift to The Wilderness Society. Your gift couldn't come at a more critical time.

We will be fighting every day to ensure that our wild places remain free from drilling, logging, mining and unregulated profiteering. Will you join us in that fight by becoming a monthly donor?

These are truly unprecedented times for our public lands. With an empowered wave of anti-conservationists in Congress and an administration ready to green light their pro-drilling legislation, we face a dangerous era of serious threats to our public lands ... and to our wild.

With all the additional threats to our public lands, we are having to add more and more to our National Wilderness Defense Team. We need monthly donors to provide dependable, regular support, so we can budget for the increased resources we are adding to defend our lands. Will you become one of those special monthly donors? Join as a Friend of the Wilderness today.

Become a Monthly Donor Today

Gift Receipt

Give Again?

OR THIS



Thank You For Your Donation Your Gift Is Making A Difference!

Your donation has been charged to your credit card and a copy of your receipt is being emailed to you.

Become a Sustaining Supporter

Your ongoing monthly donation of \$19 per month will help LLS continue to advance the most promising cancer research of our time.

As a Sustaining Supporter, you'll receive regular updates on our research progress as well as news of cancer survivors.

Donate now with 1-click

Your LLS monthly donations are secured utilizing the highest level of encryption through PCI DSS compliant technology. The first payment will start next month and is charged on the same date each month. For assistance, call 1-888-557-7177.

OR THIS



GROW YOUR FAIT

TV & RADIO

WHAT WE DO

NEWS

UT



CHECKOUT

Thank you for your generous online gift.

We are grateful for your financial support. Your transaction will be processed shortly and will appear on your next credit card statement. An acknowledgment will be mailed to your billing address.

The confirmation number for your donation is 14418604.

Keep Giving Hope: Make This a Monthly Gift

Will you consider partnering with BGEA all year long by turning your gift into a recurring monthly donation? Most importantly, you can be a crucial part of what God is doing throughout the world as BGEA continues to proclaim the Gospel of Jesus Christ through every effective means available. You can call or write us anytime to pause or stop your monthly donation.

Make this gift monthly

If you have any questions, call us at **1-877-247-2426**. Please have your confirmation number ready and indicate that you are contacting us about a credit card donation made through the Billy Graham Evangelistic Association website.

To keep you updated on the ministry, we would like to send you our prayer letter, From the Desk of Franklin Graham, featuring biblical truths about current events, news of his travels and updates on the work of BGEA with thousands of people around the world.





Thank You/Confirmation Page Checklist

- ☐Thank the donor
- ☐ Reinforce the impact of their gift and your value proposition
- □ In context and after they've been thanked, suggest a next action that makes sense and, ideally, relates to the donation they just made



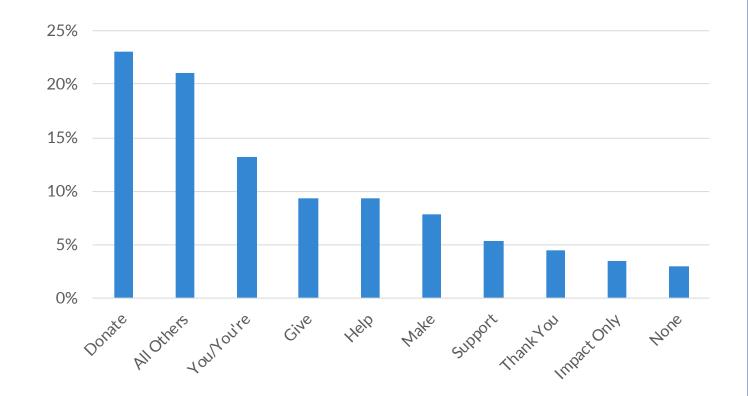


OTHER INTERESTING FINDINGS IN THE STUDY.





What Language Did They Use In The Headline?



Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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

As a thank you for your donation...

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

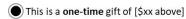
Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission



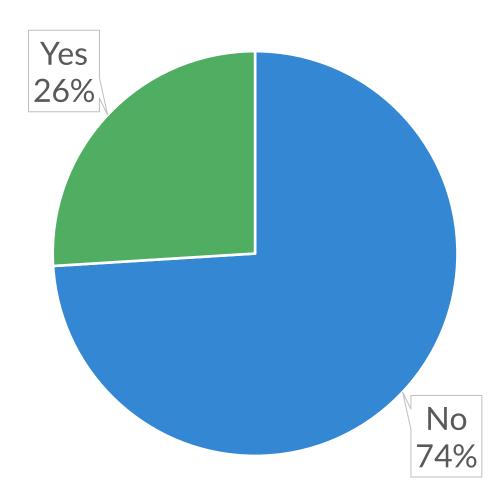
Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount

This is a monthly recurring gift of [Syx above]



Was the Headline in a Banner/Image?



Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

- Bullets are ok on this page type
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As a thank you for your donation...

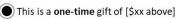
This is copy that describes the premium they get for donating above a certain amount.

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



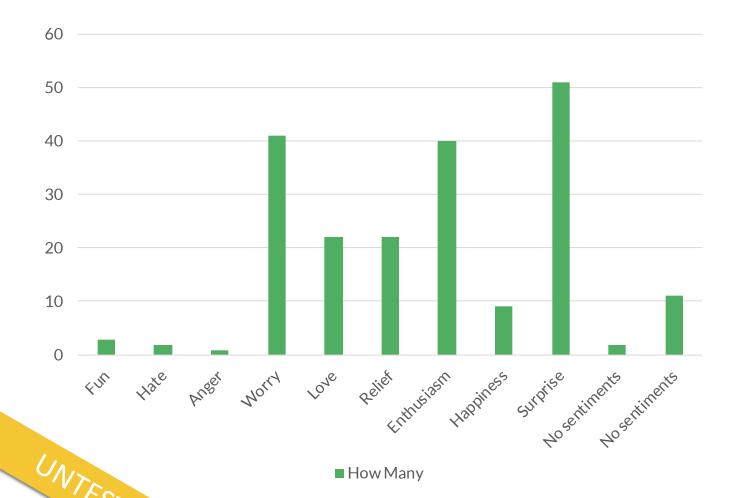
Yes! I want to [support word] [benefit others experience from organization]

1. Enter Your Donation Amount



This is a monthly recurring gift of [Sxx above]

What Was the Emotional Sentiment in the Copy?



Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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- People that arrive to this page have intention, as it NOT something that has interrupted them
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As a thank you for your donation...

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

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



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

1. Enter Your Donation Amount

This is a one-time gift of [\$xx above]

This is a monthly recurring gift of [Syx above]

What Was the Emotional Sentiment in the Copy?



Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

As a thank you for your donation...

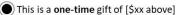
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Yes! I want to [support word] [benefit others experience from organization]

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This is a monthly recurring gift of [Syx above]

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

1. Enter Your Donation Amount

This is a monthly recurring gift of [Syx above]

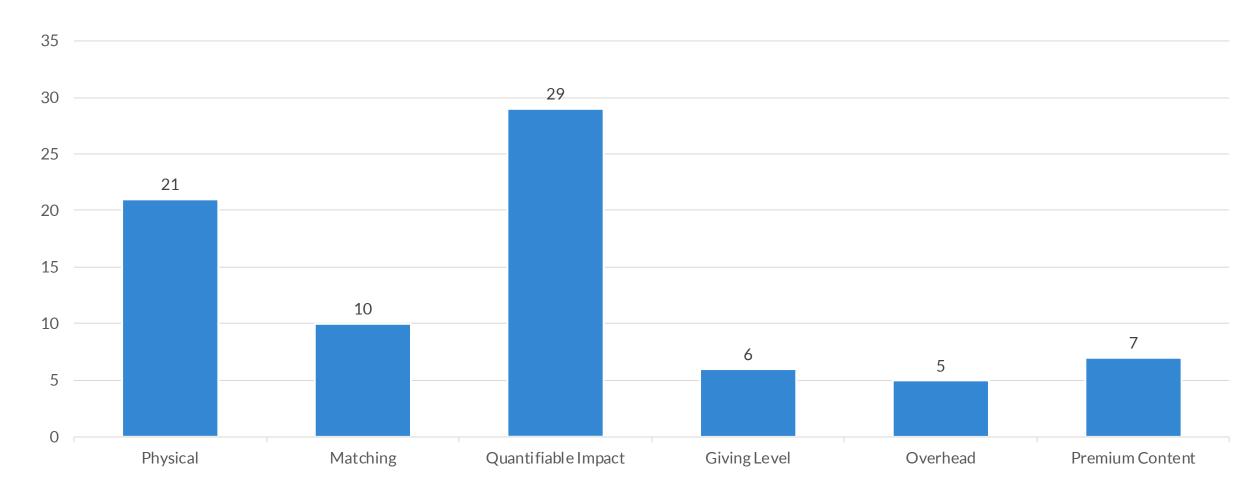
This is a **one-time** gift of [\$xx above]

36% OF NONPROFITS USED AN INCENTIVE.





Which Incentives Were Used?







Which Incentives Were Used?





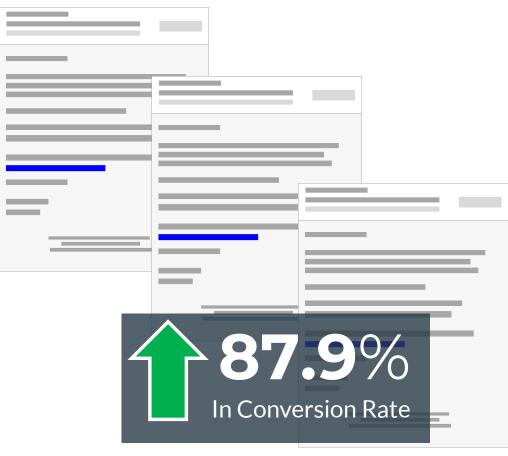


What Impact Does A Matching Gift Have On Donor Conversion?

Experiment ID: #9546









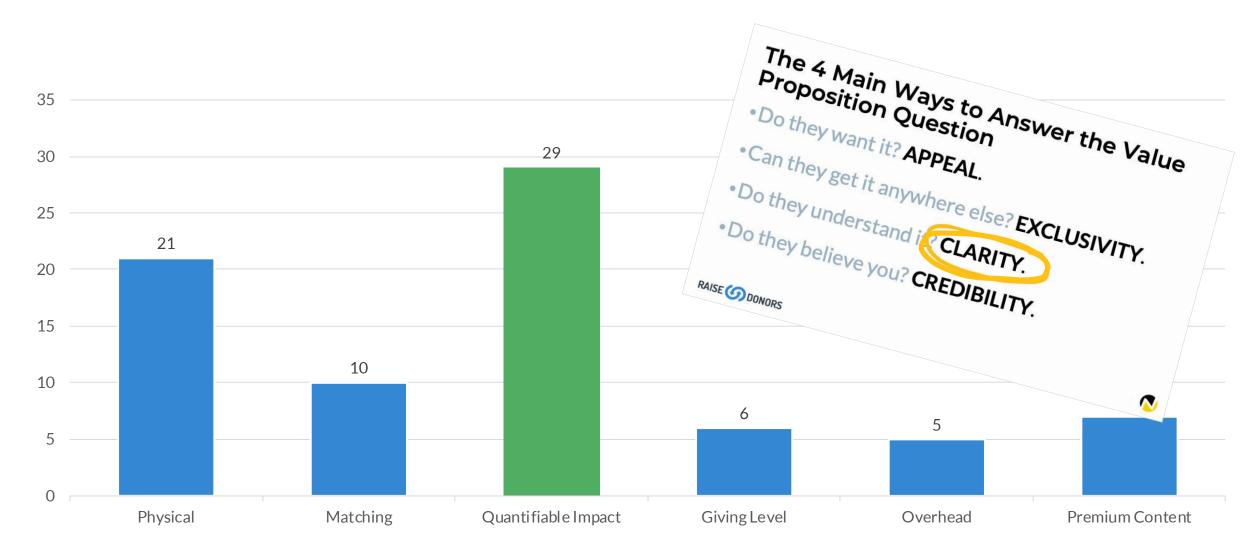


TRY USING A MATCHING INCENTIVE TO INSPIRE GIVING AND MONTHLY GIVING.





Which Incentives Were Used?







Experiment ID: #8622

HOW INCREASING THE CLARITY OF THE VALUE PROPOSITION AFFECTS DONOR CONVERSION RATE.





How Increasing The Clarity Of The Value Proposition Affects Donor **Conversion Rate**

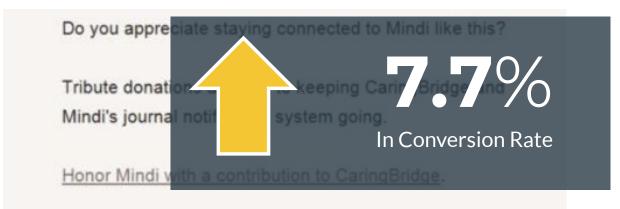
Experiment ID: #8622

CONTROL

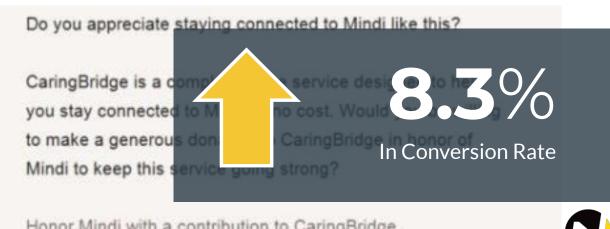
Tribute donations are vital to keeping CaringBridge and Laura's website running.

Honor Laura with a contribution to CaringBridge.

TREATMENT 1



TREATMENT 2



Honor Mindi with a contribution to CaringBridge.



How Increasing The Clarity Of The Value Proposition Affects Donor Conversion Rate

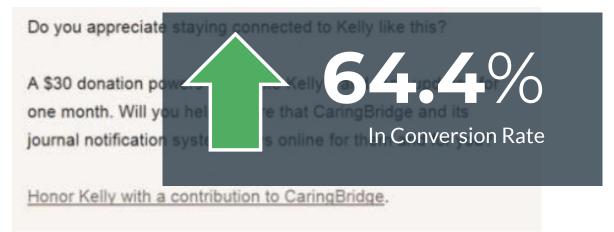
Experiment ID: #8622

CONTROL

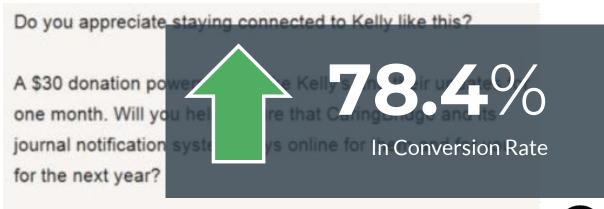
Tribute donations are vital to keeping CaringBridge and Laura's website running.

Honor Laura with a contribution to CaringBridge.

TREATMENT 3



TREATMENT 4

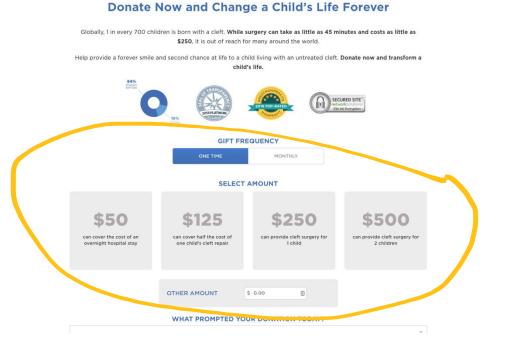




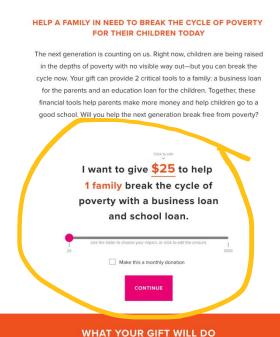


Quantifiable Impact Examples

LIKE THIS



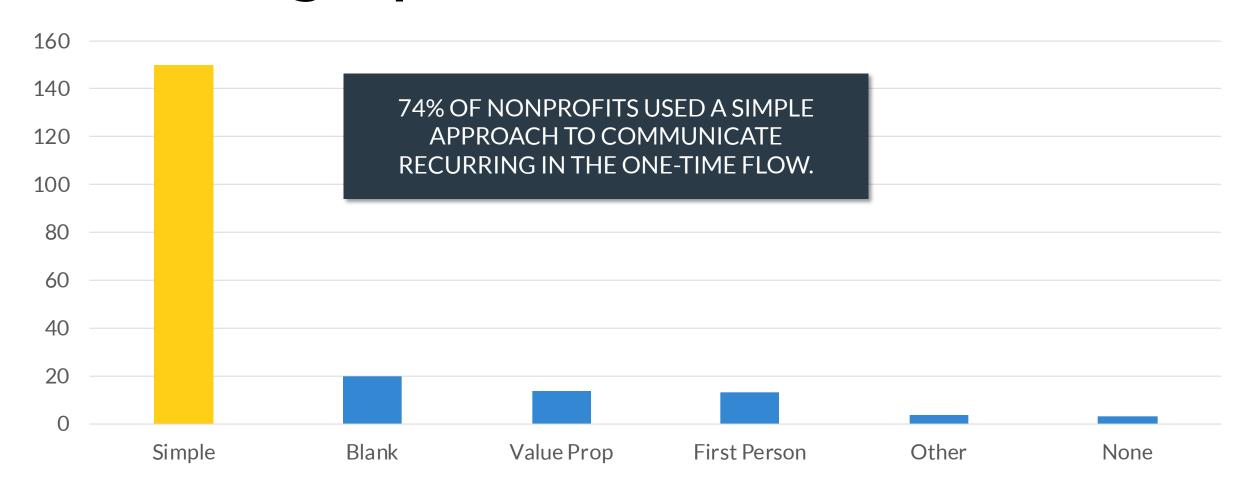
OR MAYBE THIS







How Are They Communicating The Recurring Option?

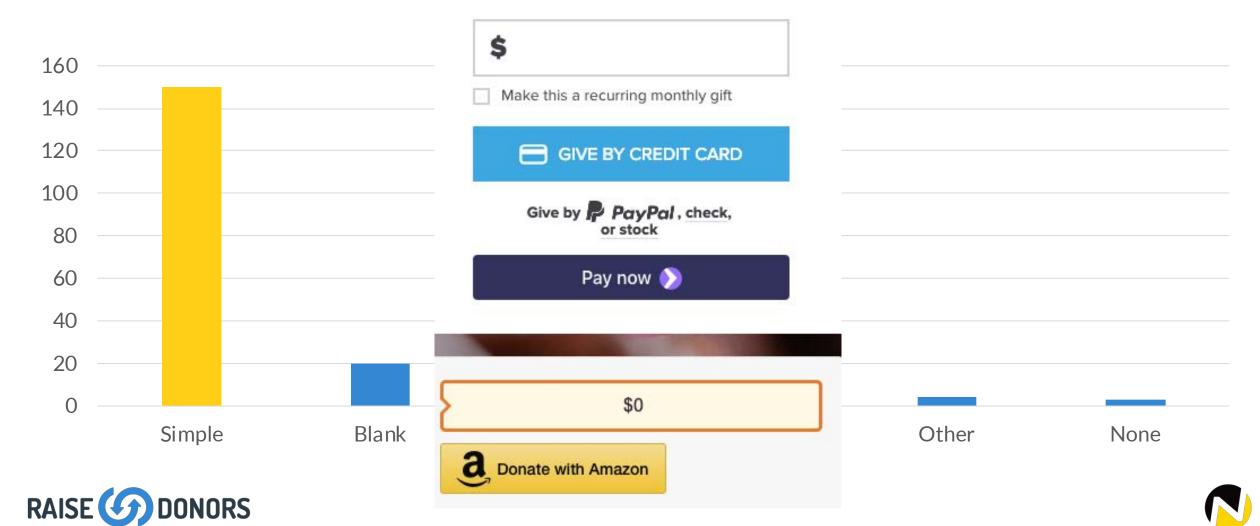






GIVE HOPE

Make a tax-deductible donation to provide help WHERE MOST NEEDED through the Feed the World Fund.



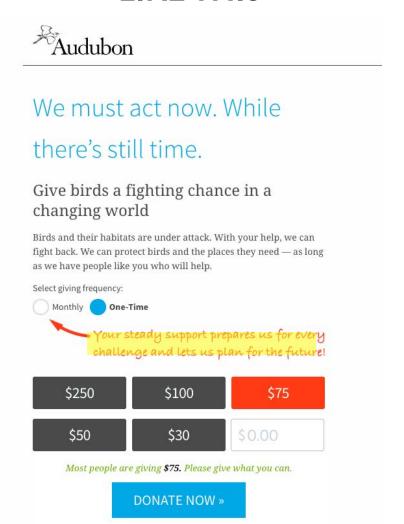
ONLY 7% OF NONPROFITS HAD A VALUE PROPOSITION FOR WHY YOU SHOULD BECOME A RECURRING DONOR.





Recurring Value Proposition Examples

LIKE THIS



OR THIS

GIVE MONTHLY DONATE ONCE RENEW MORE WAYS TO GIVE

Make a Monthly Donation

You can protect threatened species and their habitats today with a monthly donation to World Wildlife Fund. Your support of WWF's global conservation work will make a world of difference.

Your donation makes you a <u>member of WWF</u>. A <u>monthly</u> gift of \$100+ makes you a <u>Partner in Conservation</u>.



Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

OTHER

I would like to cover processing fees and other expenses to ensure WWF receives more of my contribution.





10% OF NONPROFITS HAD A PROMPT TO BECOME A MONTHLY DONOR DURING THE ONE-TIME GIVING PROCESS.





How Presenting The Opportunity To Make A Recurring Gift At The Moment Of A Person's One-time Gift Transaction Affects Recurring Gift Conversion. Experiment ID: #9024

CONTROL

TREATMENT

My Gift to Support Family Ministry

Your gift will go to work immediately - transforming lives through the power of the Gospel.

Before we process your gift, would you consider something?

Become a friend of Focus on the Family by converting your gift into an ongoing monthly gift.

When you do, you will receive exclusive benefits:

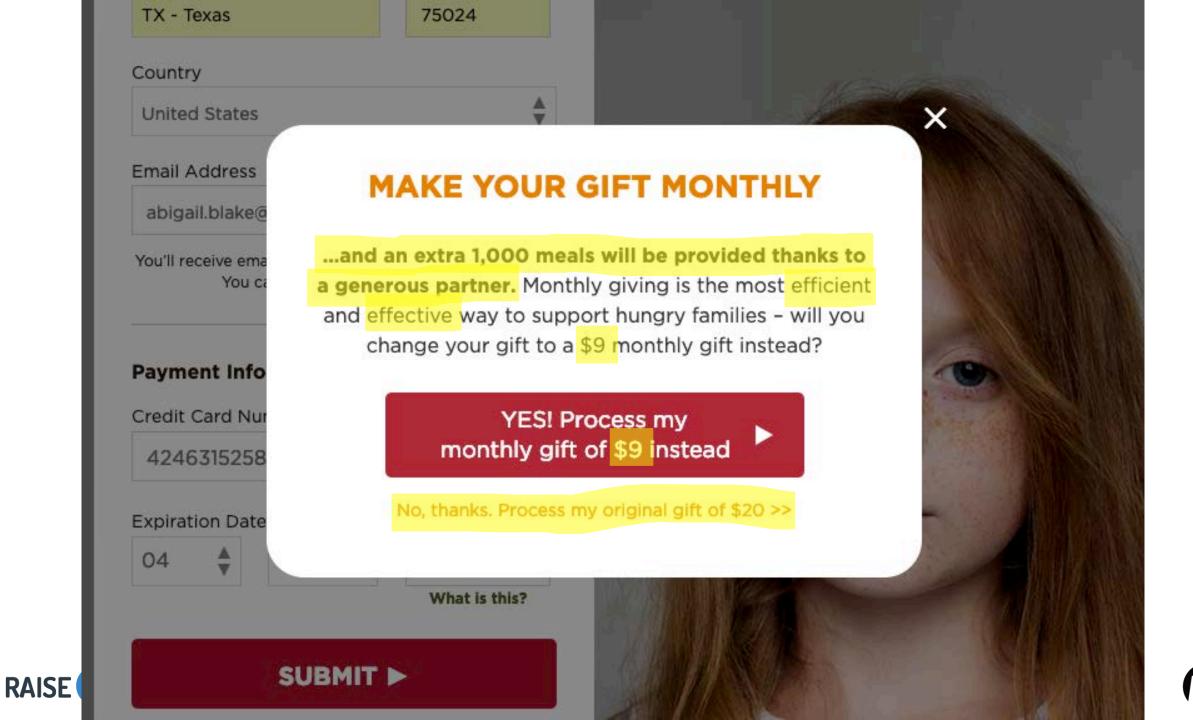
Free Shipping - on all online Focus on the Family Store* orders for as long as you're a member

THE POP-UP DIDN'T SIGNIFICANTLY IMPACT THE LIKELIHOOD OF A PERSON GIVING A ONE-TIME GIFT.









Gift Arrays

- Median 1st suggested amount: \$50
- 45% of organizations had a pre-selected amount
 - \$100 was the most common pre-selected amount
- 26% of organizations using array buttons had radio style
- 36% of organizations had 4 suggested options
 - 61% used 4 or 5 options
- 25% of organizations had a reverse array



accomplish their mission to donate

As a thank you for your donation...

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

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



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

1. Enter Your Donation Amount

This is	a one-time gift of [\$xx above]
_	a monthly recurring gift of [\$xx above]

2. Enter Your Information (It's Secure)

First Name	Last Name		
Pre-filled if possible	Pre-filled if possible		
Address 1	_		
51 13 15 15 15 15 15 15 15 15 15 15 15 15 15			
Address 2			
[State Zip Code		
Email (for receipt)	Preferred Phone (optional)		
Pre-filled if possible	, , , , , , , , , , , , , , , , , , , ,		
ACUP. I			
Credit Card ACH Bank	Account		
Credit Card Number	Verification Code		

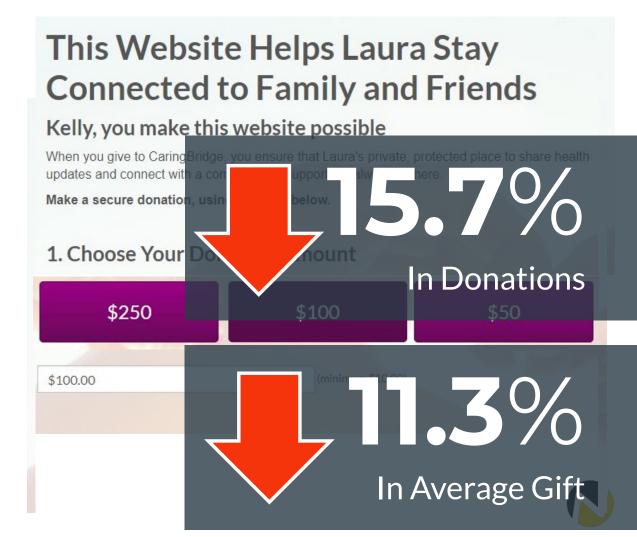
Credit Card	ACH Bank Account		
Credit Card Number		Verification Code	
			1
Expire Month /	Expire Year		

Reverse Your Gift Array?

ORIGINAL

This Website Helps Laura Stay **Connected to Family and Friends** Kelly, you make this website possible When you give to CaringBridge, you ensure that Laura's private, protected place to share health updates and connect with a community of support will always be here. Make a secure donation, using the form below. 1. Choose Your Donation Amount \$50 \$100 \$250 \$100.00 (minimum \$10.00)

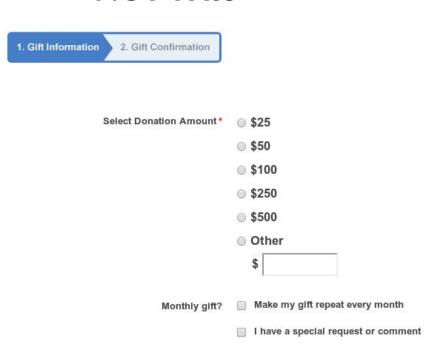
TREATMENT





Use Good Buttons for Your Array?

NOT THIS



BUT THIS

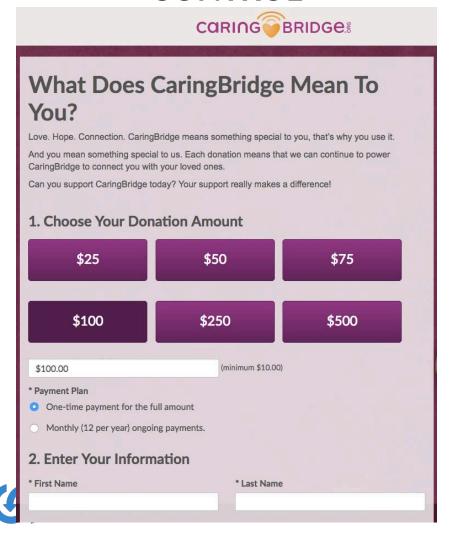




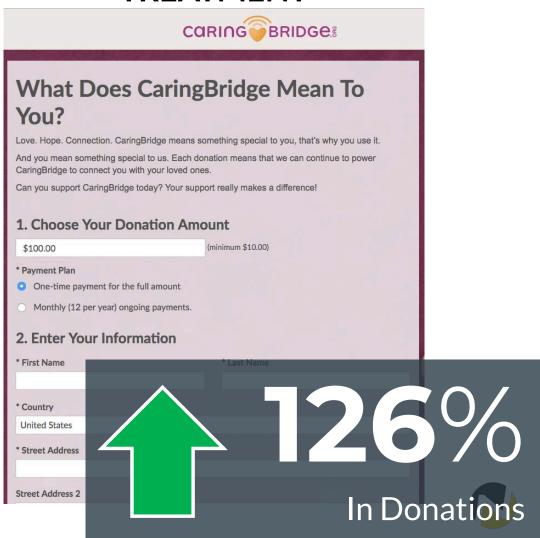


Have a Gift Array?

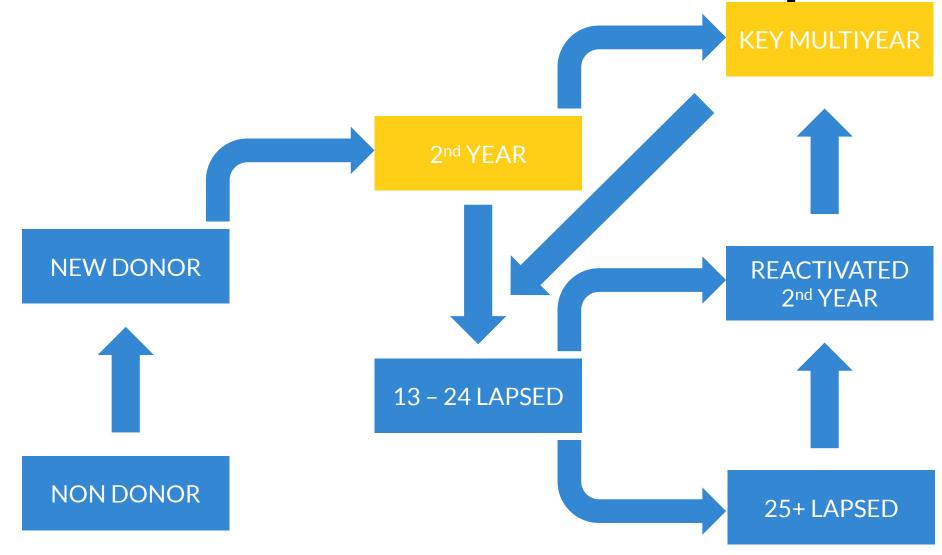
CONTROL



TREATMENT



Where/Who to Use an Open Field?



RAISE OD DONORS



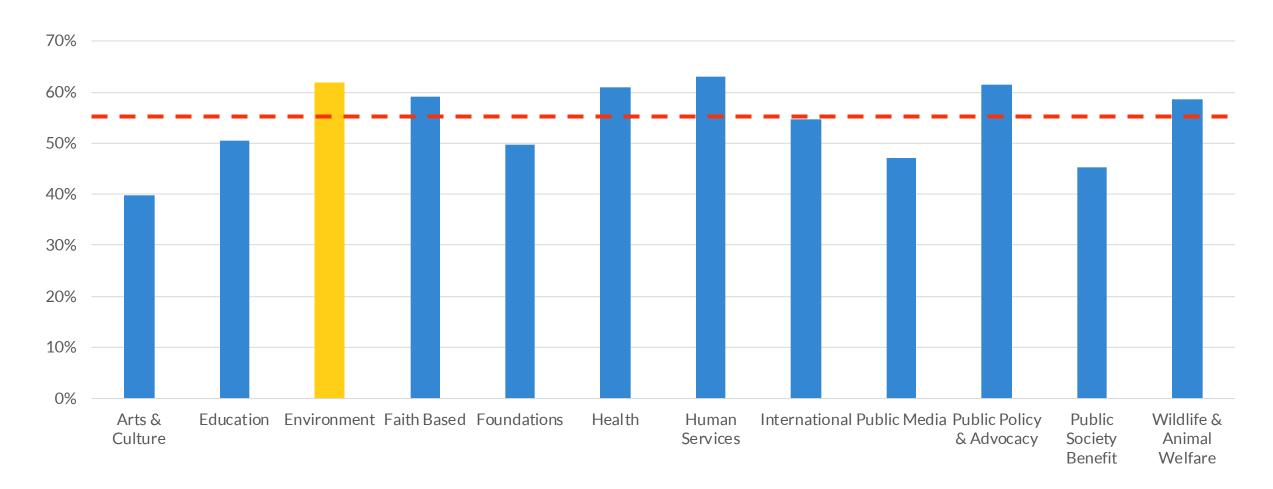
WHO IS DOING IT WELL?

- A Lot of People





Scores by Vertical







Environment Organization Growth

Change in online revenue

All ▼ Vi	iew as table	•
	2016-17	2017-18
All	23%	1%
Cultural	29%	1%
Environmental	20%	6%
Health	14%	-5%
Hunger/Poverty	23%	0%
International	23%	-9%
Rights	88%	-14%
Wildlife/Animal Welfare	35%	-2%
Large	16%	4%
Medium	24%	1%
Small	29%	0%







Some Organizations to Check Out

ENVIRONMENT

- Sierra Club
- Defenders of Wildlife
- Nature Conservancy
- The Wilderness Society
- National Audubon Society

OTHERS

- Family Life
- Operation Smile, Inc.
- CARE
- Americans for Prosperity
- Innocence Project Inc.



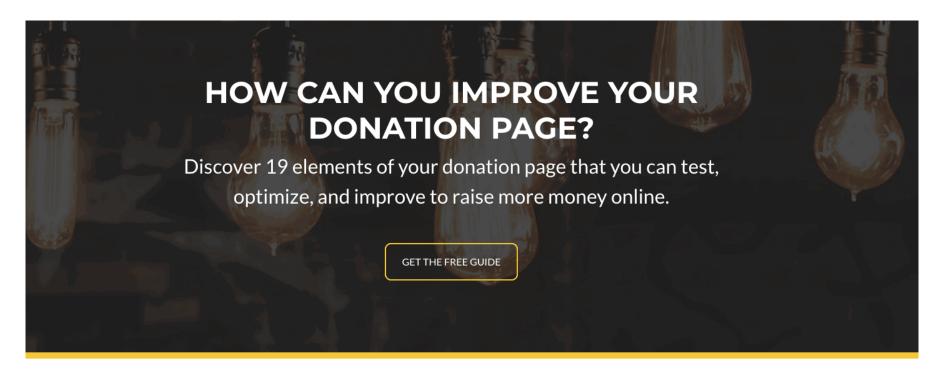


GO DEEPER RESOURCES.





Interactive Donation Page & Guide



OPTIMIZE YOUR DONATION PAGE

Every nonprofit that accepts online donations has a general donation page. But there are so many best practices floating around that it can be hard to identify exactly how to craft your donation page.

- How long should it be?
- · Should I use a video?
- · How much information is too much to ask for?





DONATION & LANDING PAGE OPTIMIZATION COURSE

COURSES.NEXTAFTER.COM

Donation & Landing Page Optimization

A free online course to help you acquire more donors and grow your revenue

When a visitor arrives on your site – whether from a Google search, an email you've sent, or an advertisement – you normally don't want them to land on your homepage.

As a fundraiser, you want your visitors to do one of two things: give you their <u>email</u> or make a <u>donation</u>. And if your site visitors are left on the homepage to find their way, they're most often going to leave your site with taking an action.



During this 8-session course, you'll learn how to create and **implement effective landing pages and donation pages** in your marketing and fundraising in order to grow your revenue. We'll use data from 400+ online fundraising experiments to understand:

- · The fundamental principles that make for effective landing pages
- The 4 core types of landing pages for online fundraising
- How to implement each page in your fundraising program
- · Proven ideas to test on your existing pages to improve performance

What You Will Learn in This Course

Session 1

Introduction

An introduction to what landing page optimization is, why you should care about it, and how it works in the world of digital non-profit fundraising.

Key Outcomes

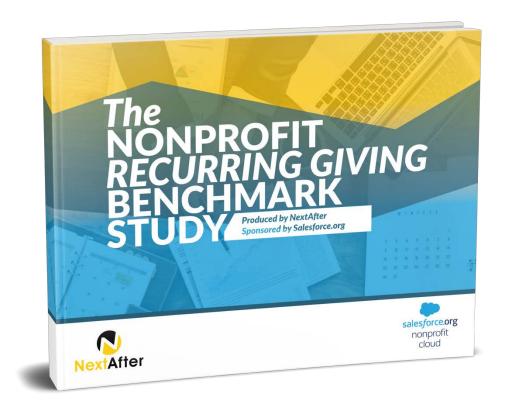
- The meaning of cognitive momentum and why it matters
- . The psychological difference between buying and giving a gift
- . How to tell a bad landing page from a good one







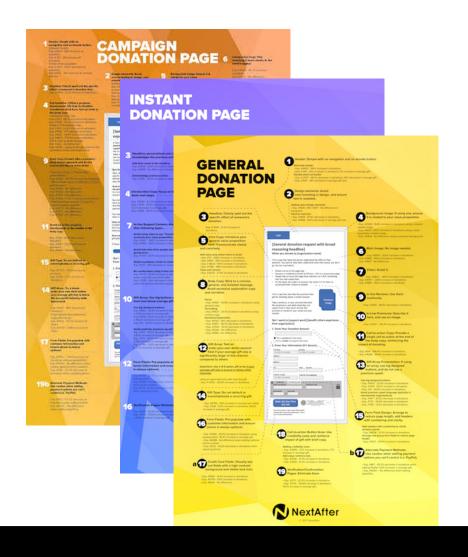
THE NONPROFIT RECURRING BENCHMARK RECURRINGGIVING.COM







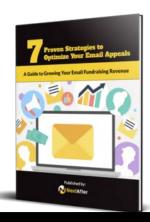
Free Resources, Guides, Tools, & Webinars.









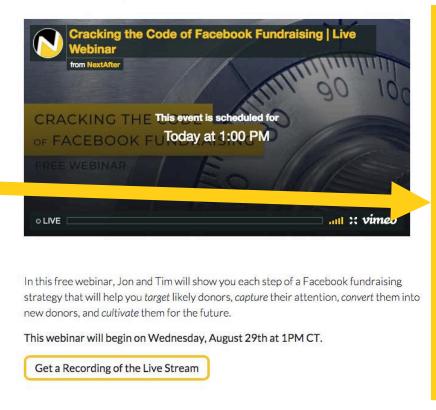




Any Questions?

Use the Chat window to ask a question or drop in a comment.

Cracking the Code of Facebook Fundraising











BUY ONE TICKET GET ONE FREE

NIOSUMMIT.COM/TICKETS

ONLY 1 DAY LEFT