

# OPTIMIZE YOUR FUNDRAISING

Transforming Your Organization One Test at a Time

Let's start with an experiment!



## VERSION A



Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

## VERSION B

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

Experiment # 4174



# VERSION A – 550 Words

Hello Fellow Conservative,

Well, that didn't take long.

Earlier this fall, your Leadership Institute organized a national "Normandy Coalition" of more than a dozen conservative and liberty-minded nationwide student organizations, policy groups, and legal defense foundations.

Inspired by Allied forces' successful efforts to free Europe from totalitarianism, **our new Normandy Coalition features a three-step plan to defeat the left's modern brand of tyranny that has seized so much of America's higher-education system.**

Not long after you helped launch our Normandy Coalition to liberate America's campuses from the grip of leftist thugs, **violence erupted against conservatives.**

At the University of Michigan last month, the local College Republicans chapter invited liberty-minded conservative scholar Charles Murray to speak on campus.

Murray's recent college appearances have spurred leftist rage, including at Middlebury College in March. Violent leftist protestors shut down Murray's scheduled debate with Democrat professor Allison Stanger. When Professor Stanger openly supported Murray's right to appear on campus, the mob attacked her for her "betrayal" of leftist ideology.

Professor Stanger received a concussion and a trip to the hospital.

Attacks like this one at Middlebury were the driving force behind the launch of our Normandy Project, so my team stood prepared when Murray visited the Michigan campus last month.

Sure enough, a gang of "Antifa" packed the room to shout at Murray and the other students who dared listen to him.

Among these students was Nathan Berning, a well-trained Leadership Institute field coordinator I had sent to organize young conservatives. As your Institute trained him to do, he filmed the protestors with his smartphone to document their disruptions.

When the crazed leftists saw what Nathan was doing, they demanded he stop filming – **then hit him several times.**

Finally, the angry Antifa mob wrested the phone from his hand, drawing blood in the process. Then they threw the phone down from a plaza to the street below.

Fortunately, Nathan's camera recorded the entire attack for evidence.

Thank God they didn't injure Nathan even more.

Nathan filed a complaint with the campus police who soon identified the student who damaged his phone. Nathan also plans to press charges against his attackers.

In our Normandy Project, our allies will work together to file civil suits and other legal actions to hold leftists accountable and **make them literally pay for their crimes** that suppress speech, damage property, and injure people like Nathan.

Imagine what a difference it would make to see headlines about Antifa held financially responsible for their actions. That would be a real game-changer for conservatives and for all Americans who value free speech.

Fellow Conservative, **you can achieve such victories with your special contribution today.**

Just as prior generations did when faced with tyranny, conservatives like us must take our stand for freedom. Your contribution would empower my team and our Normandy Coalition to defend young conservatives under attack.

Please help to free America's campuses. Thank you so much.

Cordially,

Morton C. Blackwell

President

P.S. Li's Nathan Berning's terrible experience demonstrates what young conservatives are up against today: a vicious, tyrannous left.

**But you and I are there to help these young conservatives stand strong. By supporting your Leadership Institute and our allies in the "Normandy Coalition", you'll make leftist perpetrators pay for their hateful crimes and liberate America's universities from their tyranny.**

Thank you for your help.

Copyright © 2017 Leadership Institute. All rights reserved.  
You are receiving this email because you opted in at our website.

This email was sent to [grant@leadinst.org](mailto:grant@leadinst.org)

[Unsubscribe](#)

# VERSION B – 2,200 Words

Hi, Nathan Berning,

My name is Morton C. Blackwell, President of the Leadership Institute. I'm writing to you because I'm concerned about the future of our country.

As you know, the American people are facing a crisis of confidence in our government. The people are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

They are angry at the way our government is run. They are angry at the way our government is run. They are angry at the way our government is run.

Experiment # 7821



# VERSION A – Text Appeal



## A Special Story of Hope this Christmas

### A Message from Buckner President Albert L. Reyes

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

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

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

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

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

This is what Buckner does.

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

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

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

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

Please make a gift using the secure form below

#### Donation Information

Amount:

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

OR

Other

#### Billing Information

\*Title:

\*First name:  \*Last name:

\*Country:

\*Address lines:

\*City:  \*State:  \*ZIP:

Phone:

\*Email:

#### Payment Information

\*Cardholder's Name:

\*Credit Card Number:

\*Card Expiration:  \*Card Security Code:

[DONATE NOW](#)

Buckner International  
700 N. Pearl St., Suite 1200  
Dallas, TX 75201  
Ph: 214-758-8000

© Copyright 2016, Buckner International. [Privacy Policy](#)

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

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

#### Financial Accountability

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



#### Security & Privacy

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

# VERSION B – Video Appeal



## A Special Story of Hope this Christmas

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

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



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

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

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

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

Please make a gift using the secure form below

#### Donation Information

Amount:

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

OR

Other

#### Billing Information

\*Title:

\*First name:  \*Last name:

\*Country:

\*Address lines:

\*City:  \*State:  \*ZIP:

Phone:

\*Email:

#### Payment Information

\*Cardholder's Name:

\*Credit Card Number:

\*Card Expiration:  \*Card Security Code:

[DONATE NOW](#)

Buckner International  
700 N. Pearl St., Suite 1200  
Dallas, TX 75201  
Ph: 214-758-8000

© Copyright 2016, Buckner International. [Privacy Policy](#)

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

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

#### Financial Accountability

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



#### Security & Privacy

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

Experiment # 5827



# VERSION A – Lots of Text

ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

**That is why we created IllinoisPolicy.org.**

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

**You can keep Illinois Policy as your source of unbiased news by making a gift today.**

Select Donation Amount

\$35\$50\$100\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year

Security Code

GIVE NOW

ILLINOIS' COMEBACK STORY STARTS HERE

Chicago Office | Illinois Policy

190 South LaSalle Street | 1500 | Chicago, IL 60603

1 312.346.5700 / 312.346.5755

—

Springfield Office | Illinois Policy

802 South 2nd Street | Springfield, IL 62704

1 217.528.8800 / 217.528.8808 e info@illinoispolicy.org

InstagramFacebookTwitterYouTube

COPYRIGHT © 2017 ILLINOIS POLICY | ILLINOIS' COMEBACK STORY STARTS HERE

# VERSION B – Minimal Text

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story.

TwitterFacebookInstagramYouTube

Select Donation Amount

\$35\$50\$100\$250

Other Amount

Donor Information

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year

Security Code

GIVE NOW

ILLINOIS' COMEBACK STORY STARTS HERE

Chicago Office | Illinois Policy

190 South LaSalle Street | 1500 | Chicago, IL 60603

1 312.346.5700 / 312.346.5755

—

Springfield Office | Illinois Policy

802 South 2nd Street | Springfield, IL 62704

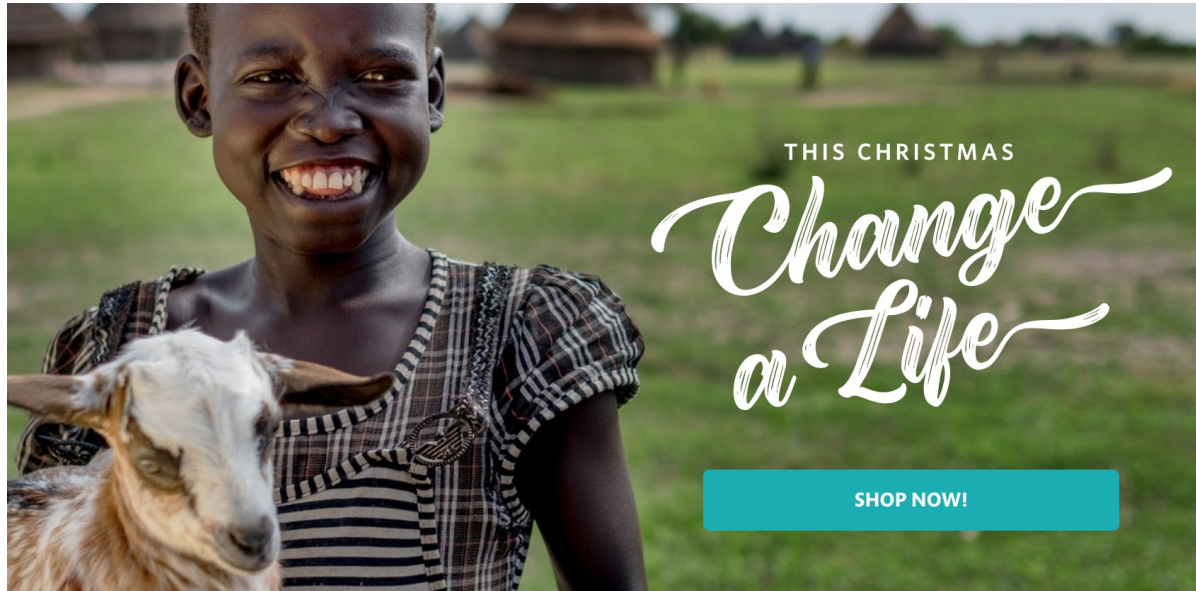
1 217.528.8800 / 217.528.8808 e info@illinoispolicy.org

InstagramFacebookTwitterYouTube

COPYRIGHT © 2017 ILLINOIS POLICY | ILLINOIS' COMEBACK STORY STARTS HERE

Experiment # 5827

## VERSION A



THIS CHRISTMAS

*Change  
a Life*

SHOP NOW!

## VERSION B



**You Can Change a  
Life with a Gift**

This Christmas, give a gift that can meet a critical need of a child or family living in poverty. When a family receives a goat, education, water, or some other tangible solution, their lives are changed for years to come.

CHANGE A LIFE BY GIVING A GIFT



## VERSION A



Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.



# 112.5%

## In Donations

## VERSION B

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

Experiment # 4174



# VERSION A – 550 Words

Hello Fellow Conservative,

Well, that didn't take long.

Earlier this fall, your Leadership Institute organized a national "Normandy Coalition" of more than a dozen conservative and liberty-minded nationwide student organizations, policy groups, and legal defense foundations.

Inspired by Allied forces' successful efforts to free Europe from totalitarianism, [our new Normandy Coalition features a three-step plan to defeat the left's modern brand of tyranny that has seized so much of America's higher-education system.](#)

Not long after you helped launch our Normandy Coalition to liberate America's campuses from the grip of leftist thugs, [violence erupted against conservatives.](#)

At the University of Michigan last month, the local College Republicans chapter invited liberty-minded conservative scholar Charles Murray to speak on campus.

Murray's recent college appearances have spurred leftist rage, including at Middlebury College in March. Violent leftist protestors shut down Murray's scheduled debate with Democrat professor Allison Stanger. When Professor Stanger openly supported Murray's right to appear on campus, the mob attacked her for her "betrayal" of leftist ideology.

Professor Stanger received a concussion and a trip to the hospital.

Attacks like this one at Middlebury were the driving force behind the launch of our Normandy Project, so my team stood prepared when Murray visited the Michigan campus last month.

Sure enough, a gang of "Antifa" packed the room to shout at Murray and the other students who dared listen to him.

Among these students was Nathan Berning, a well-trained Leadership Institute field coordinator I had sent to organize young conservatives. As your Institute trained him to do, he filmed the protestors with his smartphone to document their disruptions.

When the crazed leftists saw what Nathan was doing, they demanded he stop filming – [then hit him several times.](#)

Finally, the angry Antifa mob wrested the phone from his hand, drawing blood in the process. Then they threw the phone down from a plaza to the street below.

Fortunately, Nathan's camera recorded the entire attack for evidence.

Thank God they didn't injure Nathan even more.

Nathan filed a complaint with the campus police who soon identified the student who damaged his phone. Nathan also plans to press charges against his attackers.

In our Normandy Project, our allies will work together to file civil suits and other legal actions to hold leftists accountable and [make them literally pay for their crimes](#) that suppress speech, damage property, and injure people like Nathan.

Imagine what a difference it would make to see headlines about Antifa held financially responsible for their actions. That would be a real game-changer for conservatives and for all Americans who value free speech.

Fellow Conservative, [you can achieve such victories with your special contribution today.](#)

Just as prior generations did when faced with tyranny, conservatives like us must take our stand for freedom. Your contribution would empower my team and our Normandy Coalition to defend young conservatives under attack.

Please help to free America's campuses. Thank you so much.

Cordially,

Morton C. Blackwell  
President

P.S. Li's Nathan Berning's terrible experience demonstrates what young conservatives are up against today: a vicious, tyrannous left.

[But you and I are there to help these young conservatives stand strong. By supporting your Leadership Institute and our allies in the "Normandy Coalition", you'll make leftist perpetrators pay for their hateful crimes and liberate America's universities from their tyranny.](#)

Thank you for your help.

Copyright © 2017 Leadership Institute. All rights reserved.  
You are receiving this email because you opted in at our website.

This email was sent to [grant@leadershipinstitute.org](mailto:grant@leadershipinstitute.org)

[unsubscribe](#)

# VERSION B – 2,200 Words

Dear Mr. Berning,

My name is Morton C. Blackwell, President of the Leadership Institute. I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.

I am writing to you because I am concerned about the safety of you and your fellow students at the University of Michigan. I am also concerned about the safety of your fellow students at the University of Michigan.



Experiment # 7821



## VERSION A – Text Appeal



### A Special Story of Hope this Christmas

#### A Message from Buckner President Albert L. Reyes

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

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

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

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

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

This is what Buckner does.

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

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

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

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

Please make a gift using the secure form below

#### Donation Information

Amount:

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

OR

Other:

#### Billing Information

\*Title:

\*First name:  \*Last name:

\*Country:

\*Address line:

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

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

#### Financial Accountability

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



#### Security & Privacy

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

## VERSION B – Video Appeal



### A Special Story of Hope this Christmas

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

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



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

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

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

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

Please make a gift using the secure form below

#### Donation Information

Amount:

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

OR

Other:

#### Billing Information

\*Title:

\*First name:  \*Last name:

\*Country:

\*Address line:

\*City:  \*State:  \*Zip:

Phone:

\*Email:

#### Payment Information

\*Cardholder's Name:

\*Credit Card Number:

\*Card Expiration:  /  \*Card Security Code:

[DONATE NOW](#)

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

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

#### Financial Accountability

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



#### Security & Privacy

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

Buckner International  
700 N. Pearl St., Suite 1200  
Dallas, TX 75201  
Ph: 214-756-8000

© Copyright 2016, Buckner International. [Privacy Policy](#)



# 560.2%

## In Donations

Experiment # 5827



# VERSION A – Lots of Text



## Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

### That is why we created IllinoisPolicy.org.

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

### Select Donation Amount

### Donor Information

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:  
Illinois Policy Institute  
190 S. LaSalle St.  
Suite 1000  
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.

# VERSION B – Minimal Text



Together, we're writing the next chapter of Illinois' comeback story.



### Select Donation Amount

### Donor Information

### Payment Information

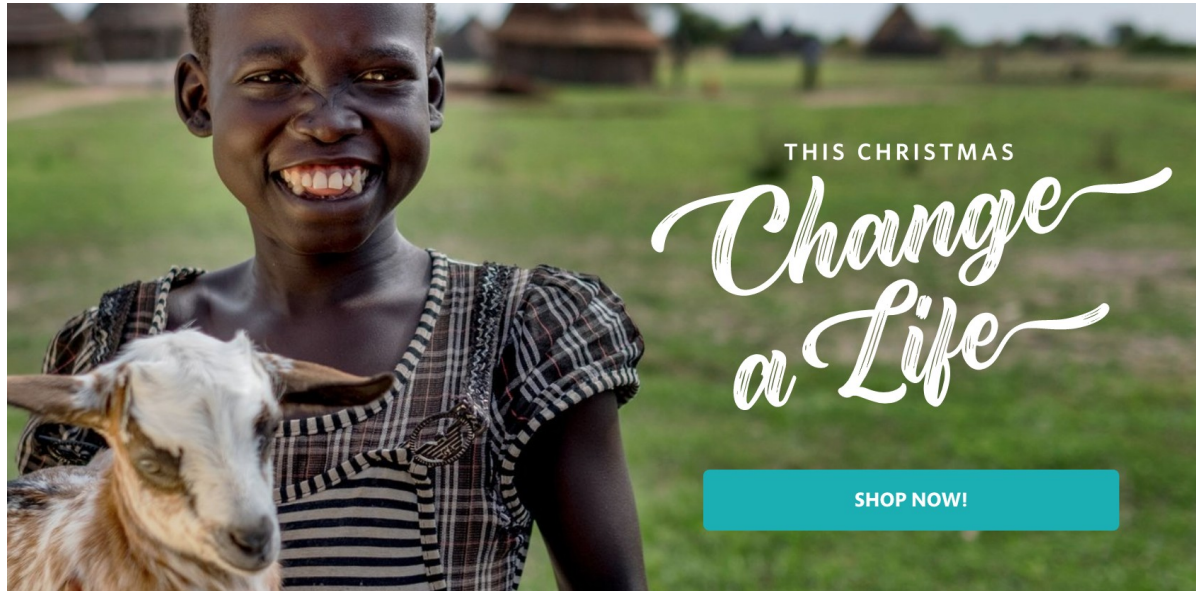


# 150.2%

## In Donations



## VERSION A



## VERSION B



**35%**  
In Donations



How did *you* do?



How did *you* make your decision?



How did *you* make your decision?  
Intuition?



How did *you* make your decision?

Intuition?

Best Practices?



How did *you* make your decision?

Intuition?

Best Practices?

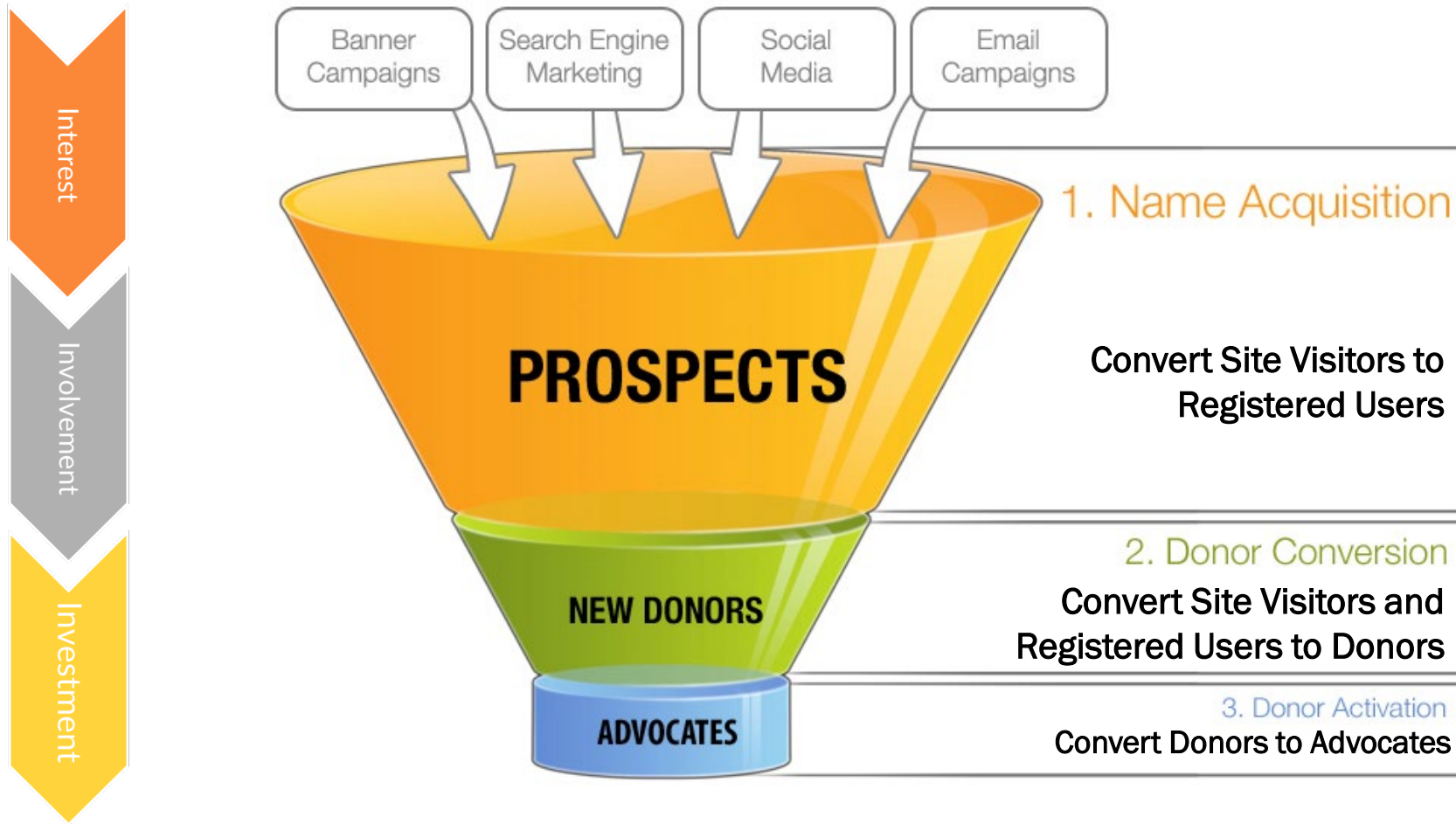
Guess?



And So Began My Quest...



# Traditional Online Donor Funnel



# Nonprofit Industry Benchmarks

1%-4%

Donation Conversion Rate

0.15%

Email Response Rate



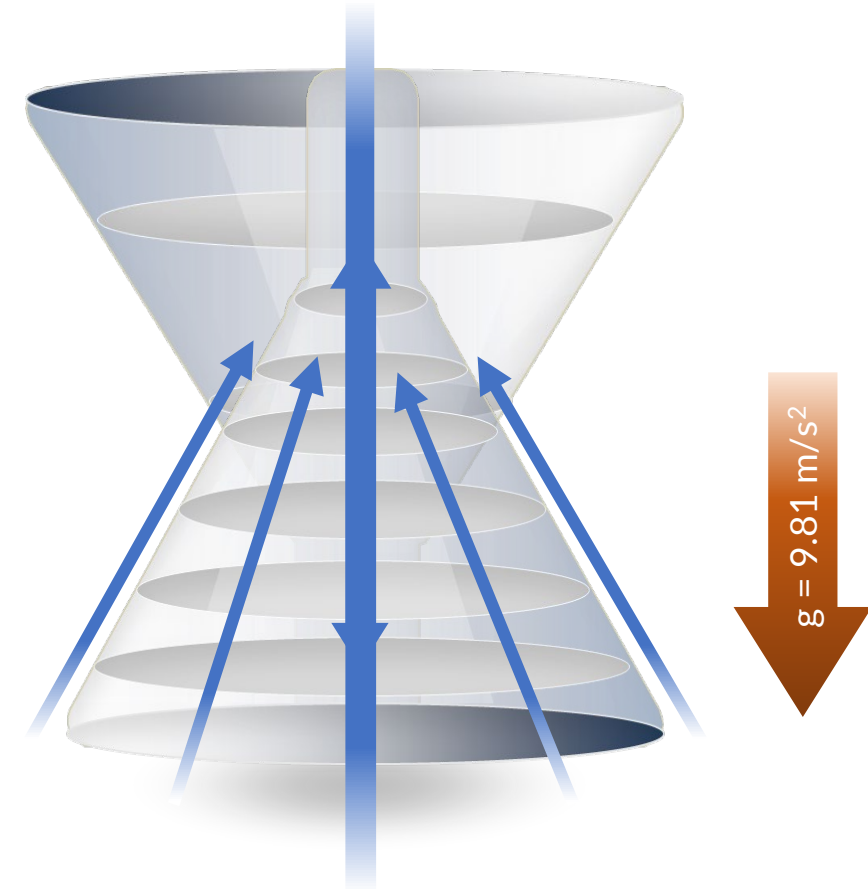
# Is the Funnel Leaking?

96%-99.85%  
Failure Rate



# A New Perspective of the Funnel

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





The difference between Buying and Giving

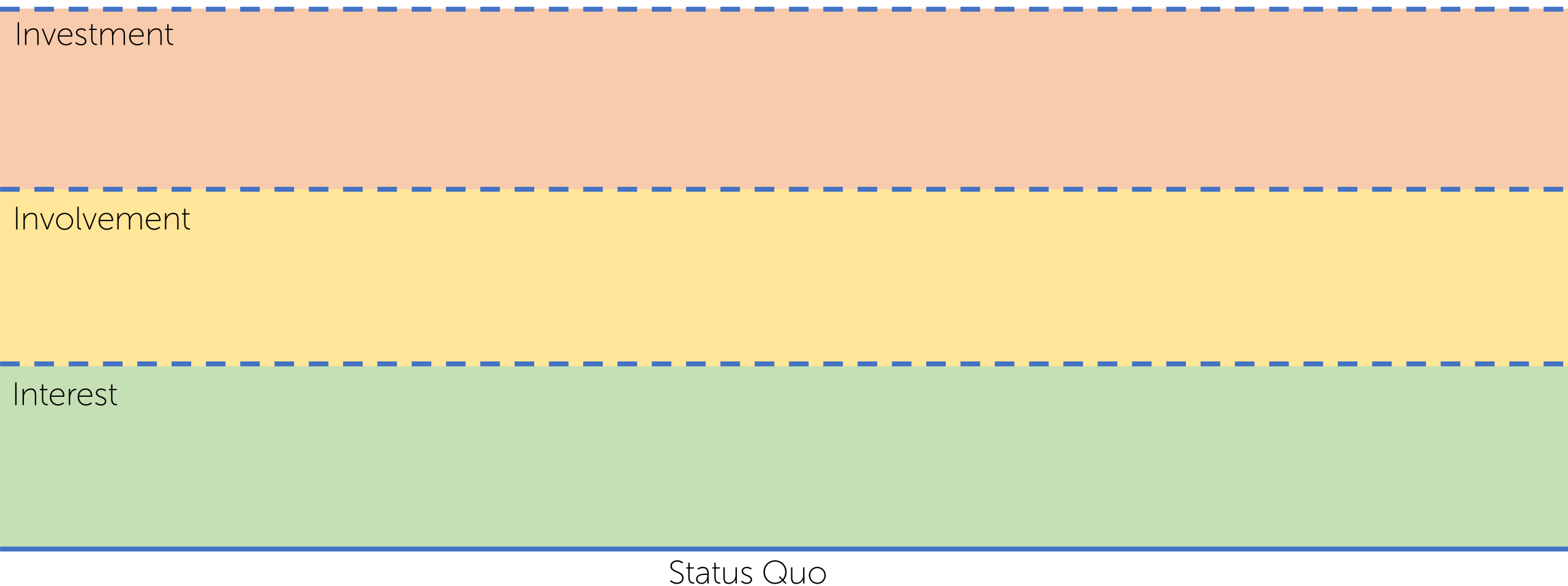
---

# Sparkline of a Donation

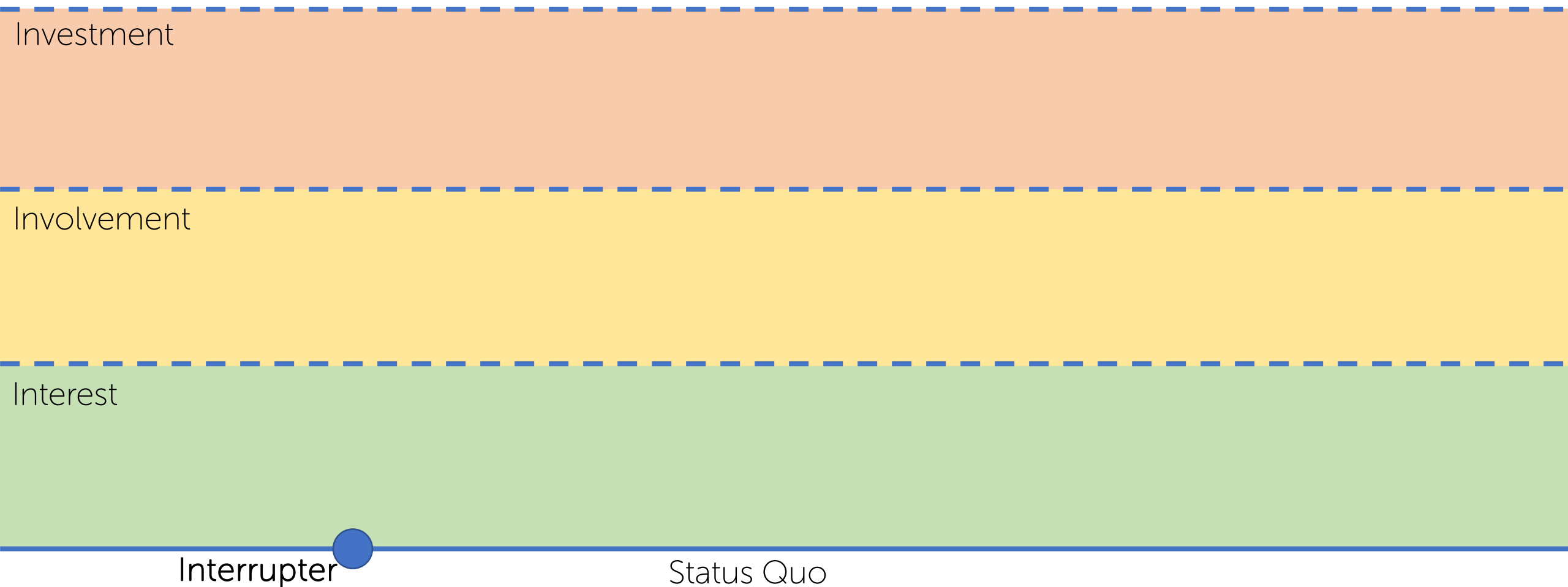
---

Status Quo

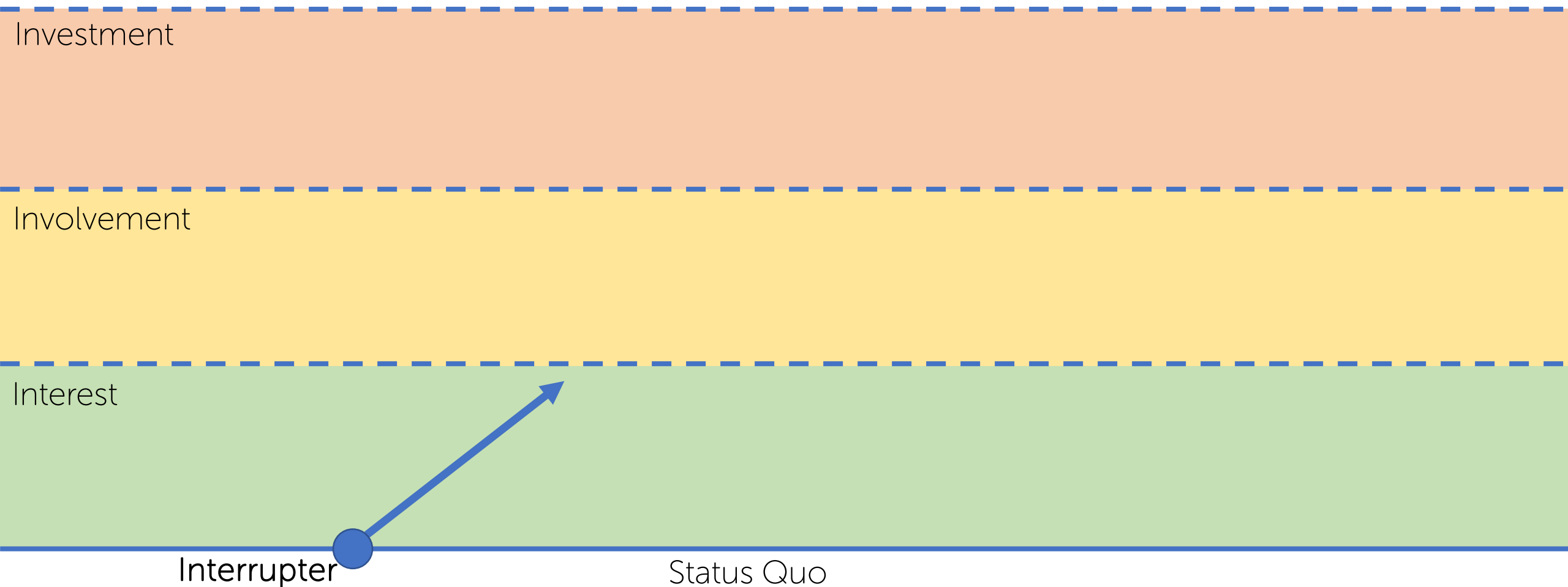
# Sparkline of a Donation



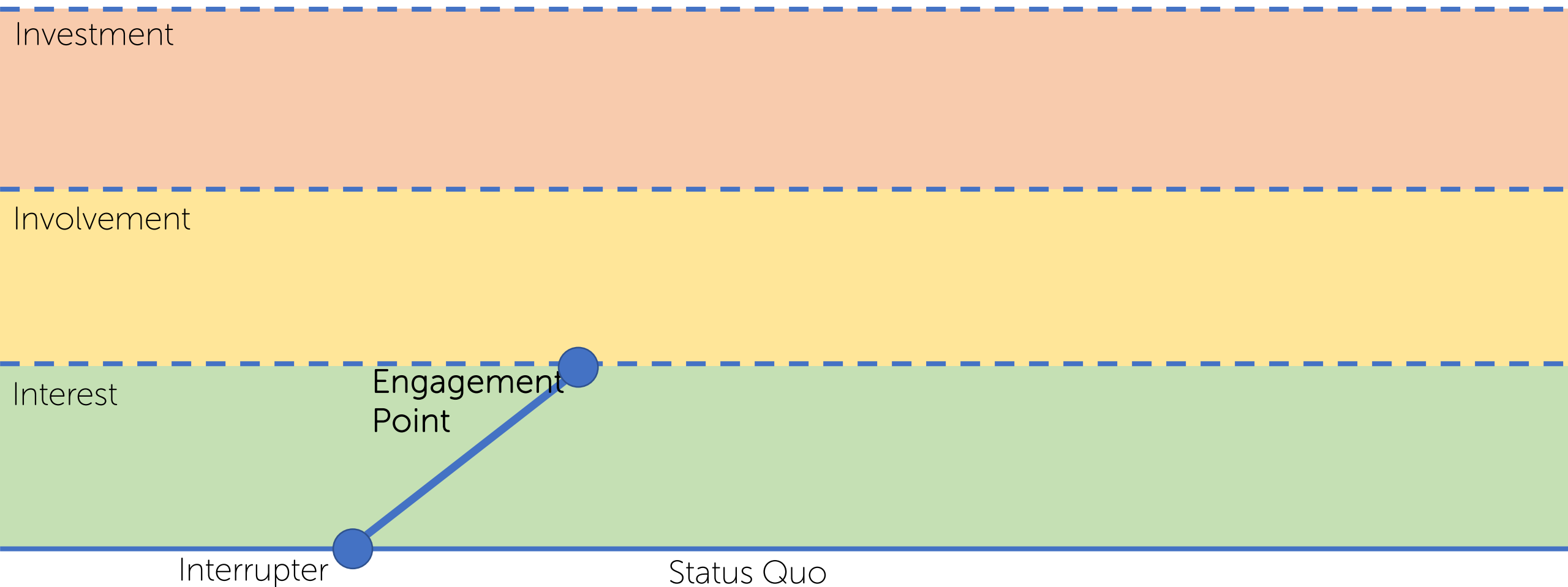
# Sparkline of a Donation



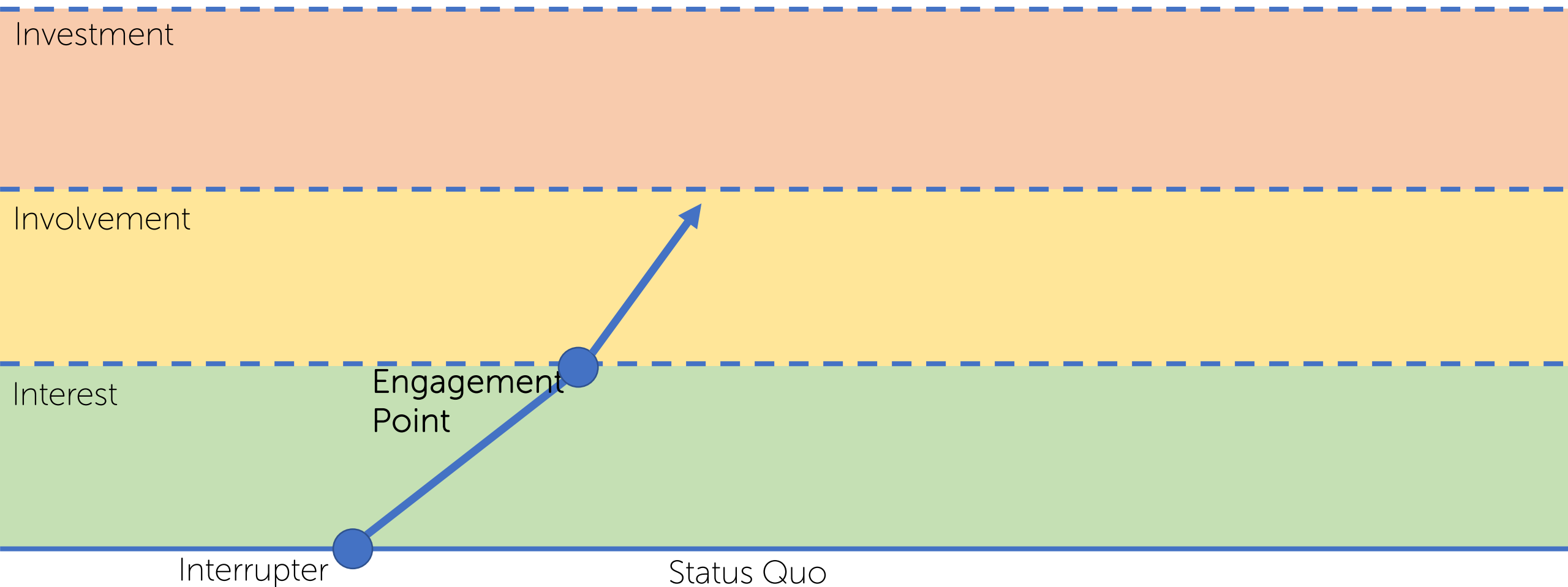
# Sparkline of a Donation



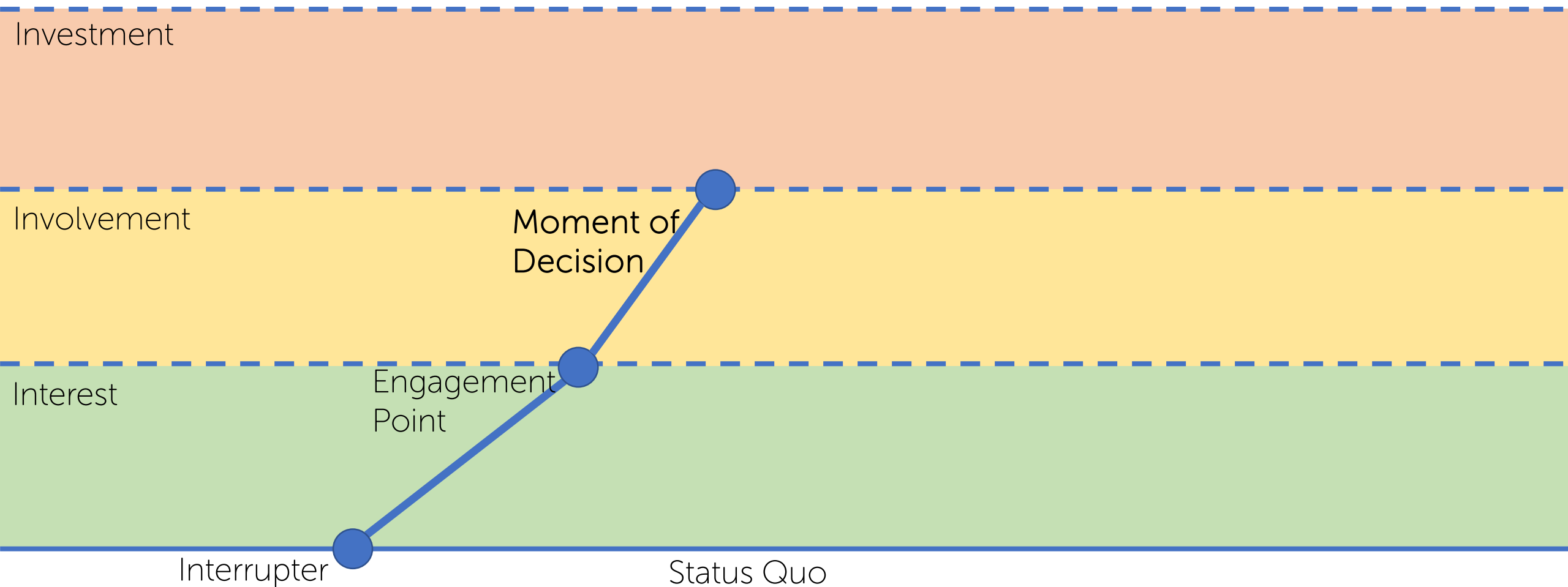
# Sparkline of a Donation



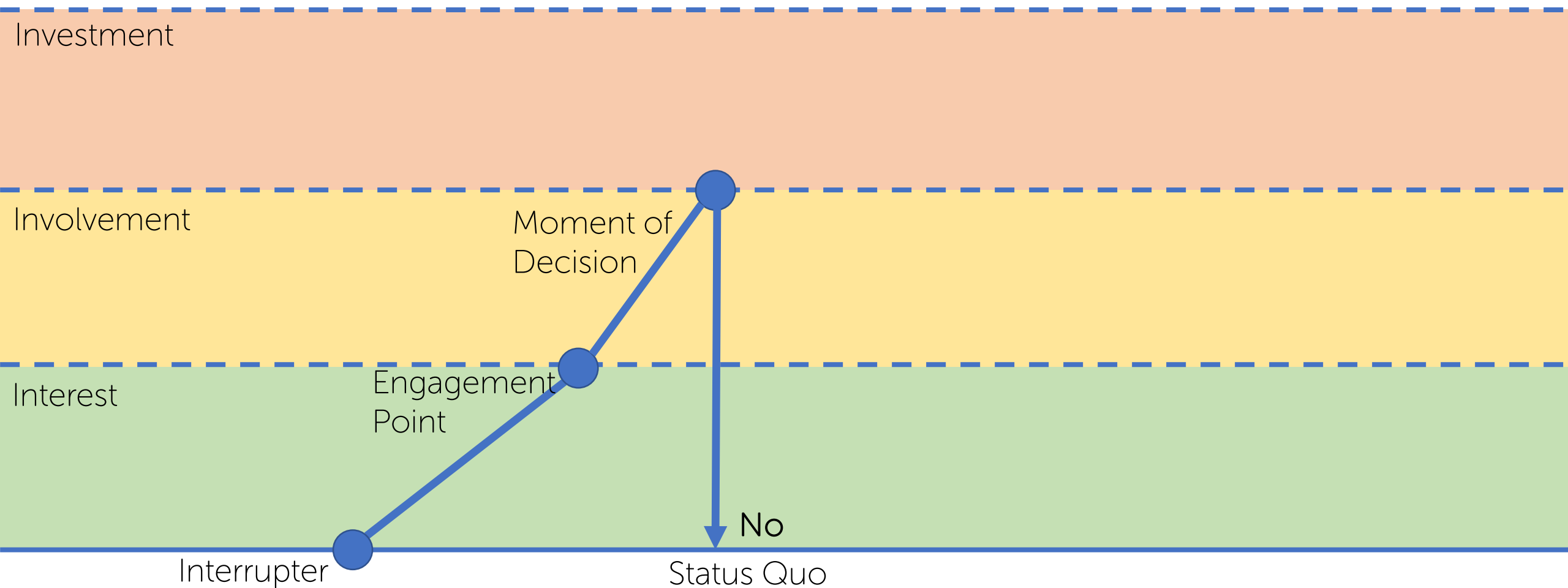
# Sparkline of a Donation



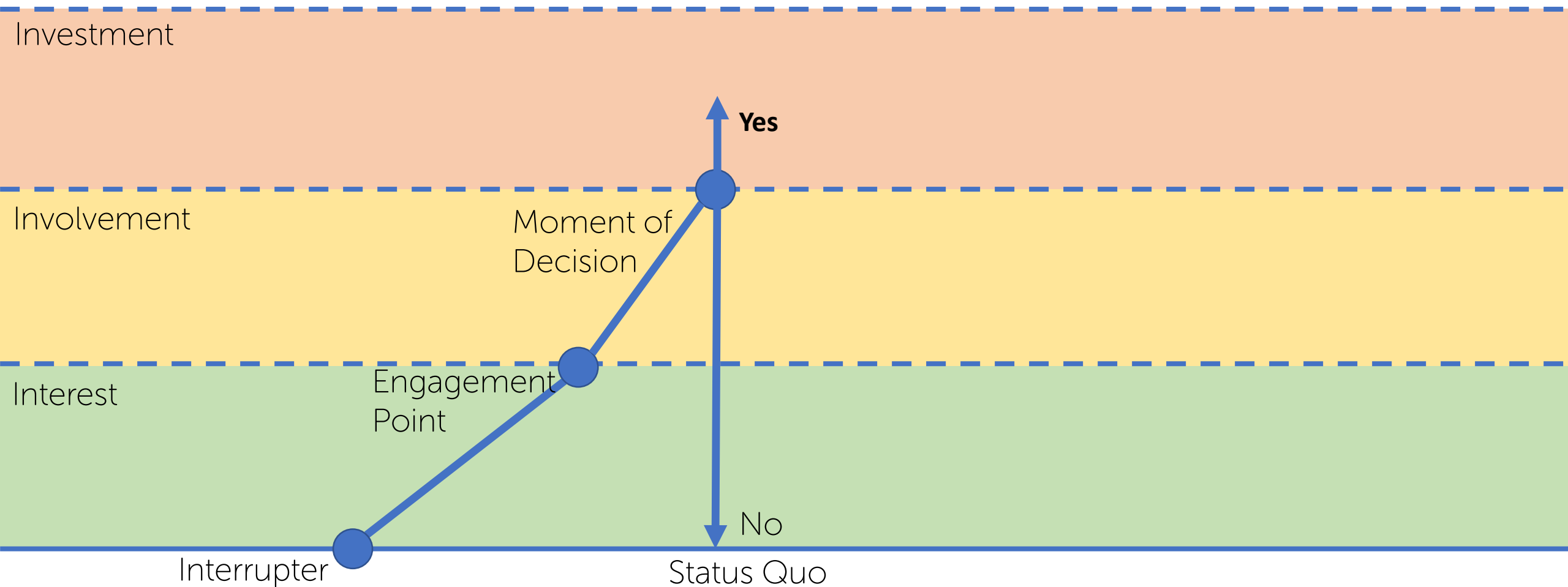
# Sparkline of a Donation



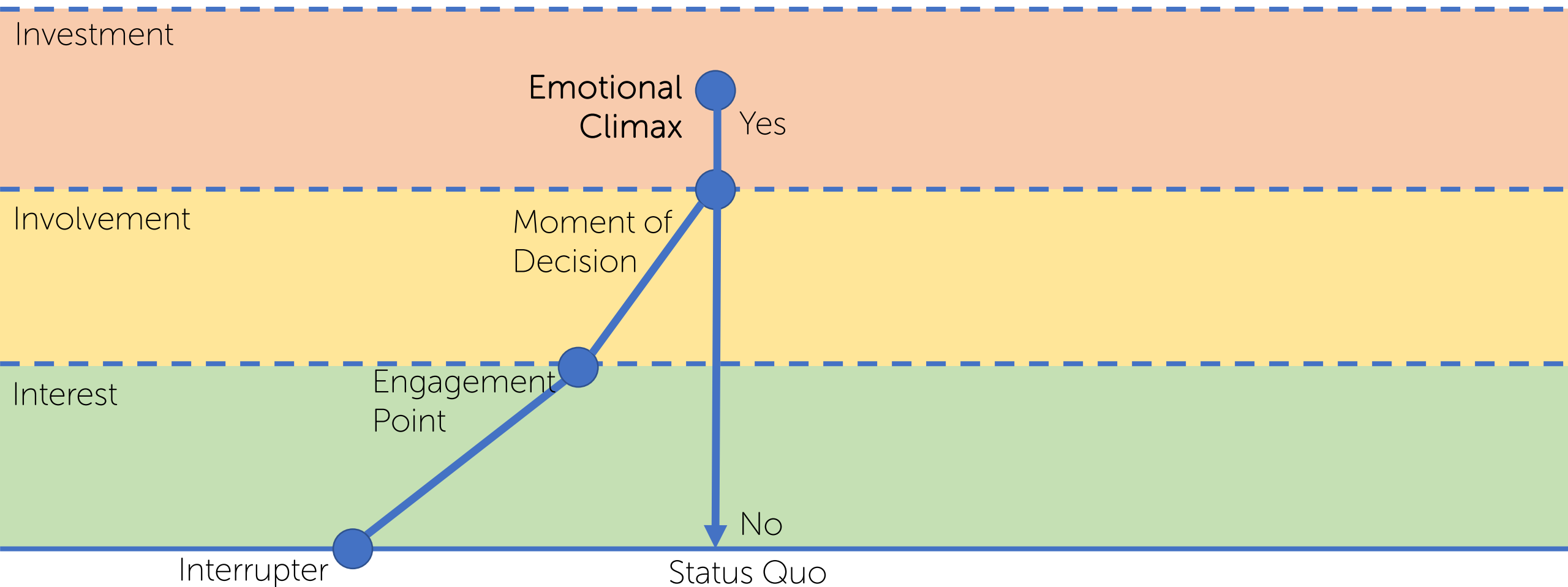
# Sparkline of a Donation



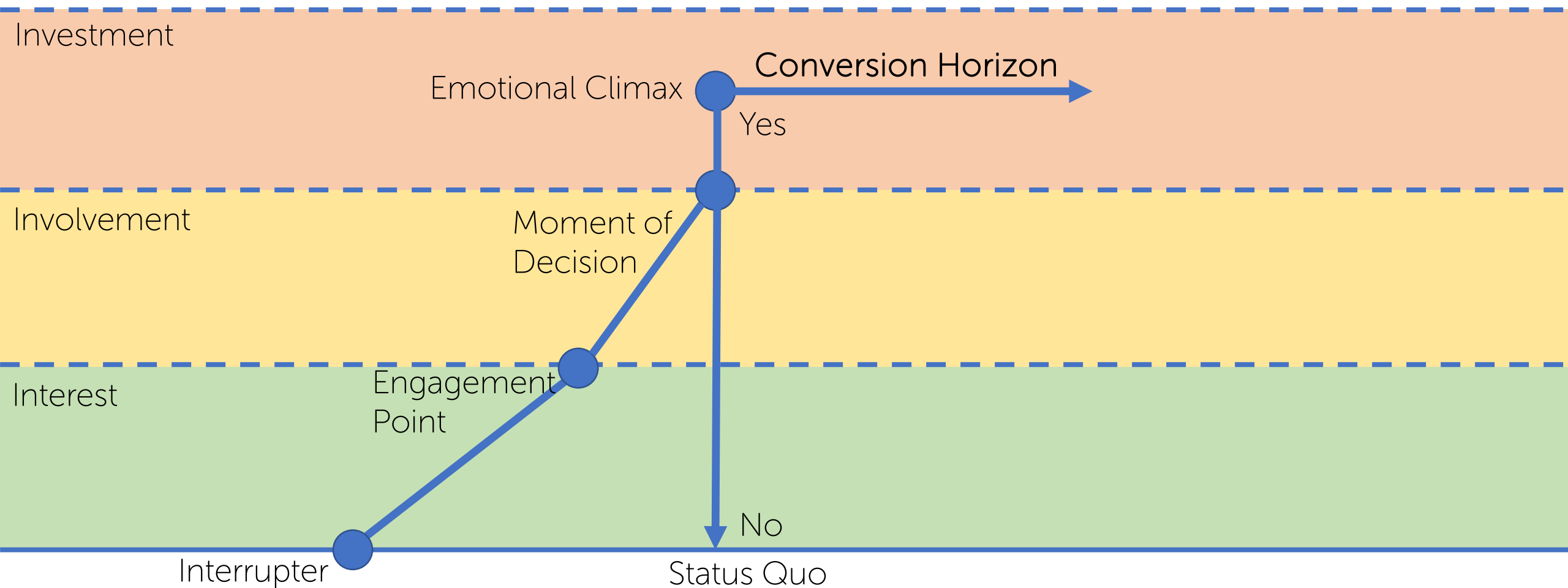
# Sparkline of a Donation



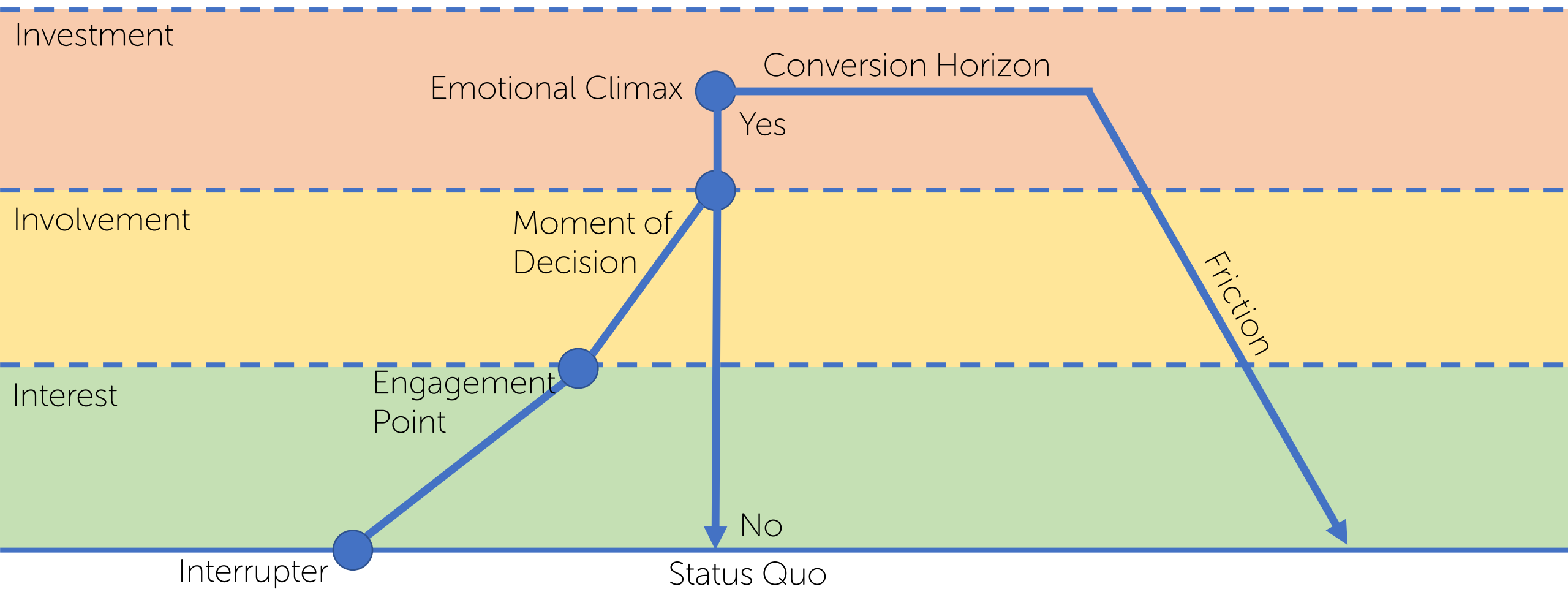
# Sparkline of a Donation



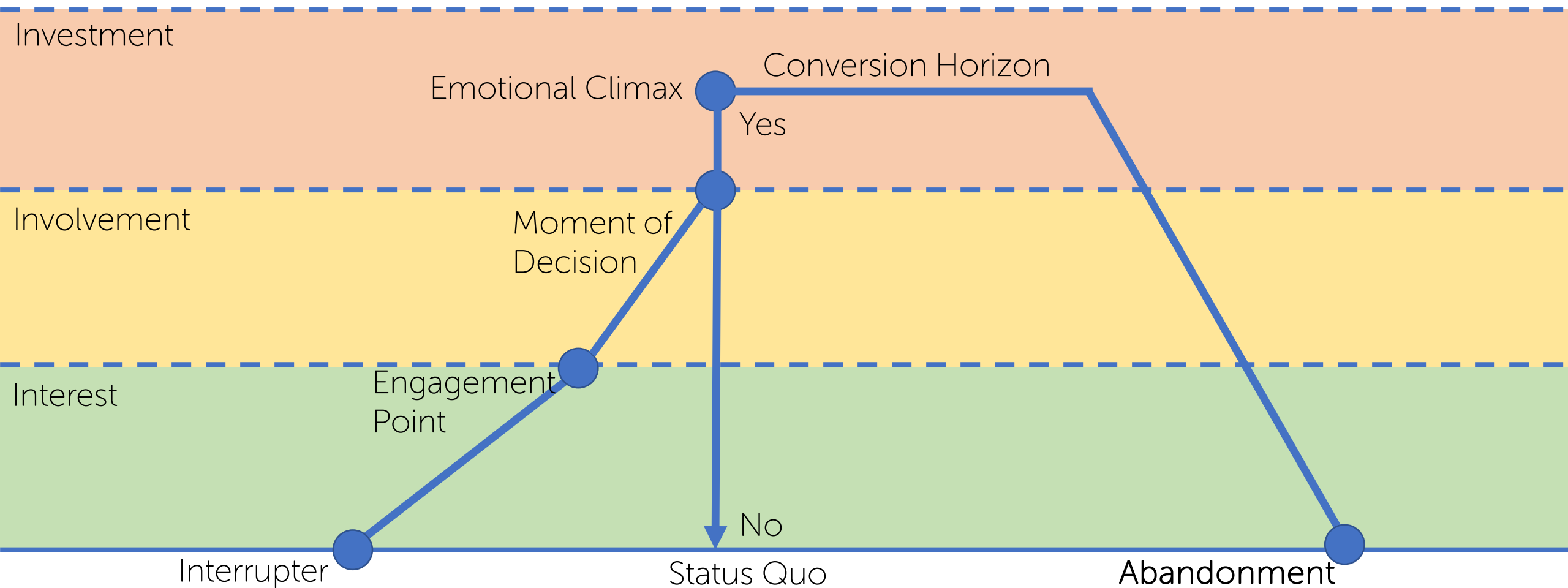
# Sparkline of a Donation



# Sparkline of a Donation



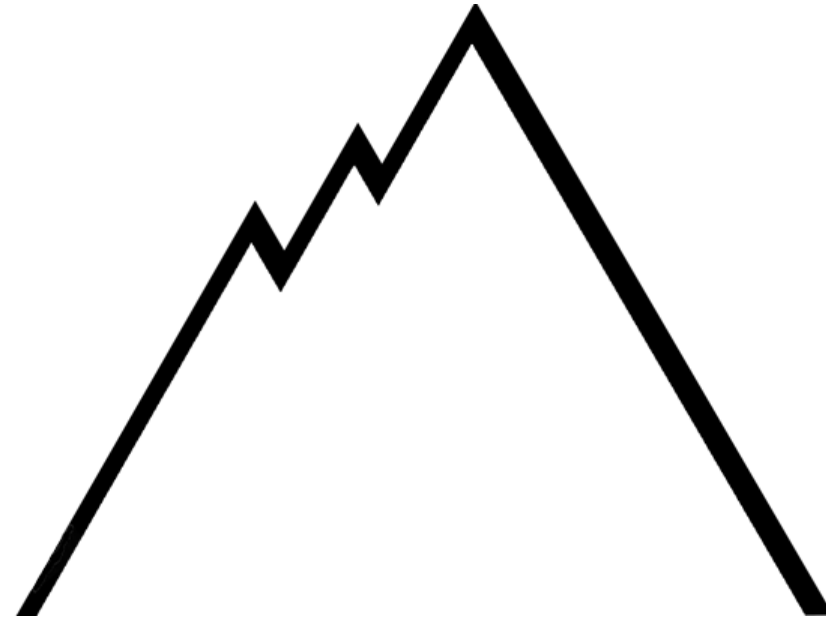
# Sparkline of a Donation



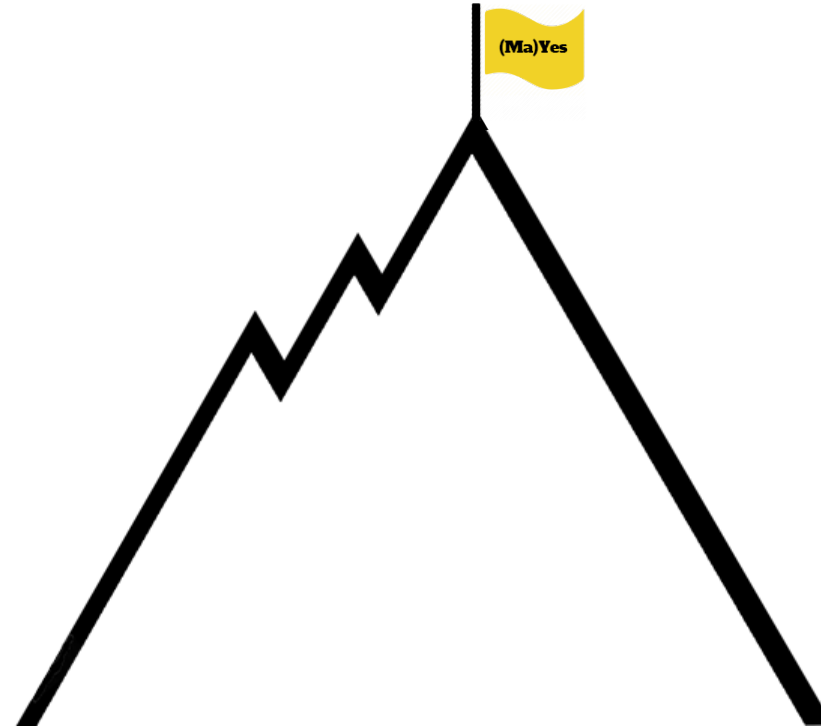
It's not a donor *funnel*  
it's a donor mountain



# The Donor Mountain



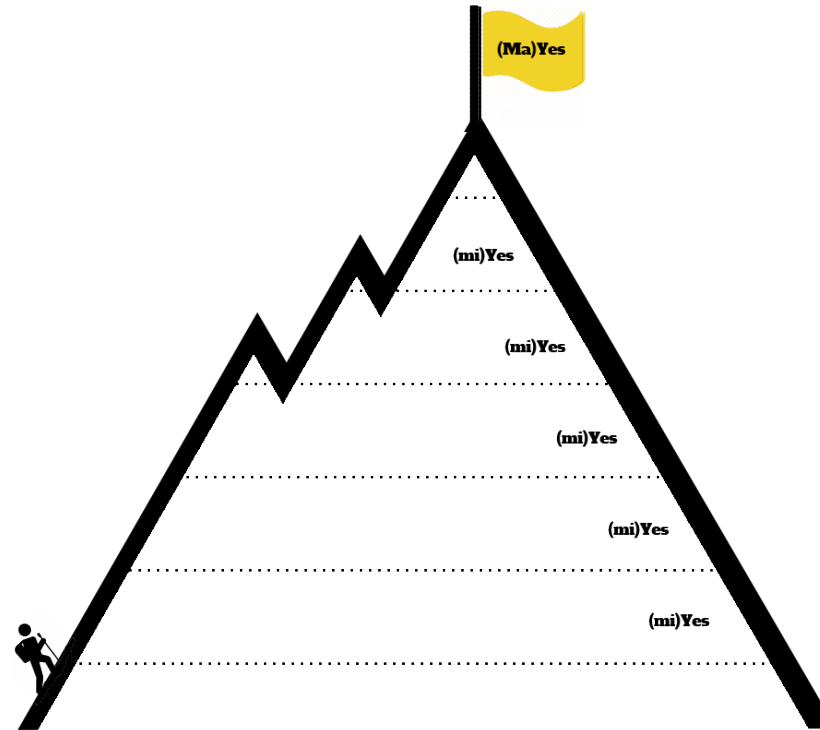
# The Donor Mountain



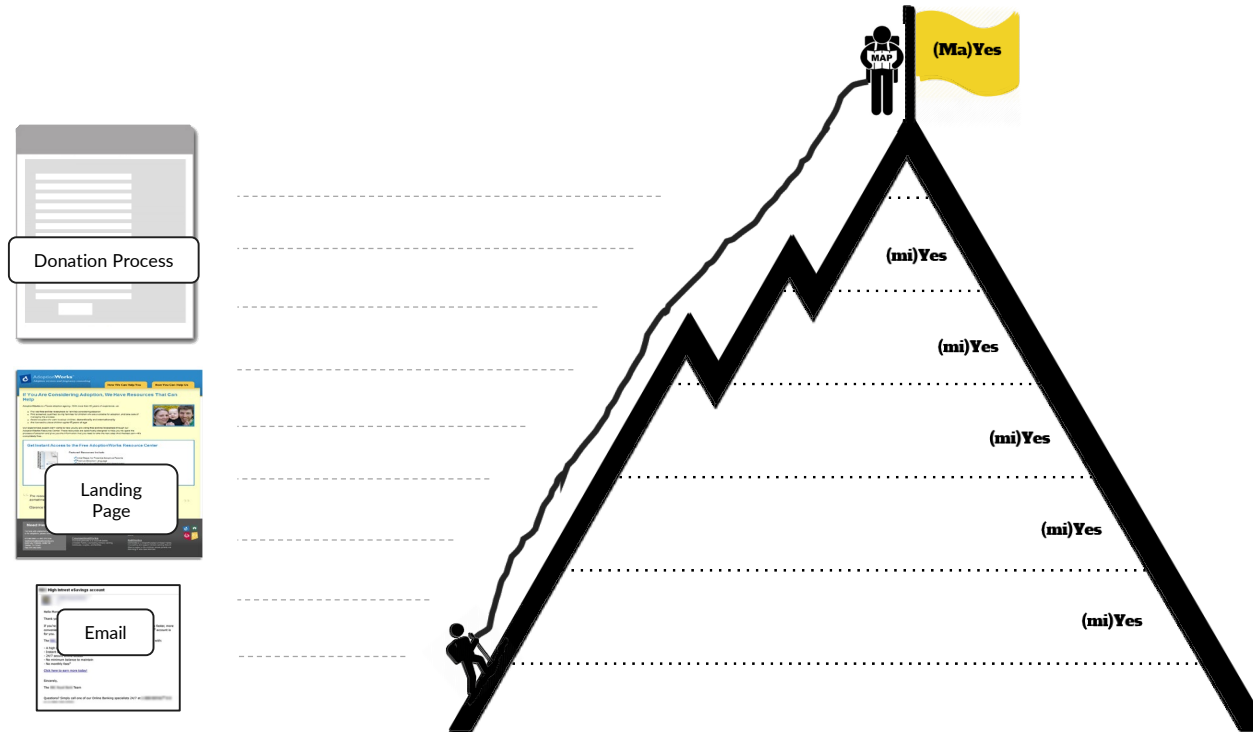
# The Donor Mountain



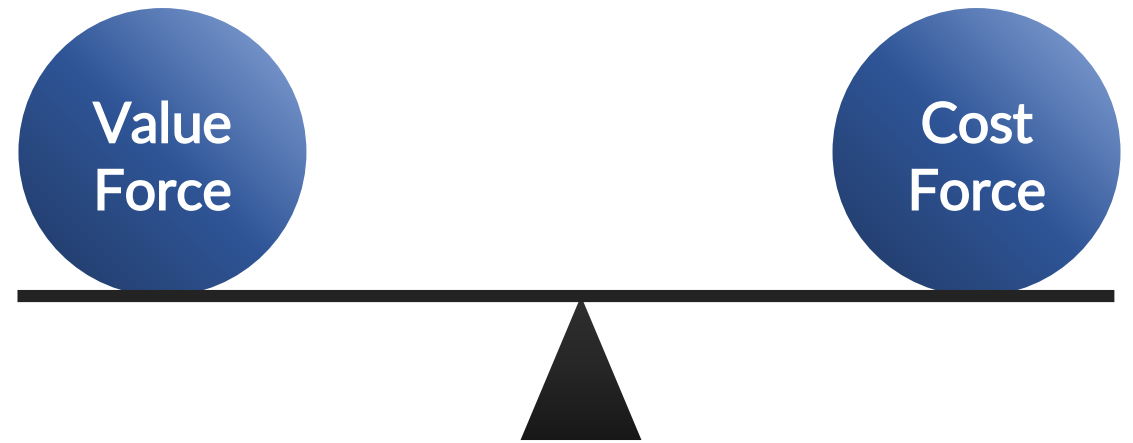
# The Donor Mountain



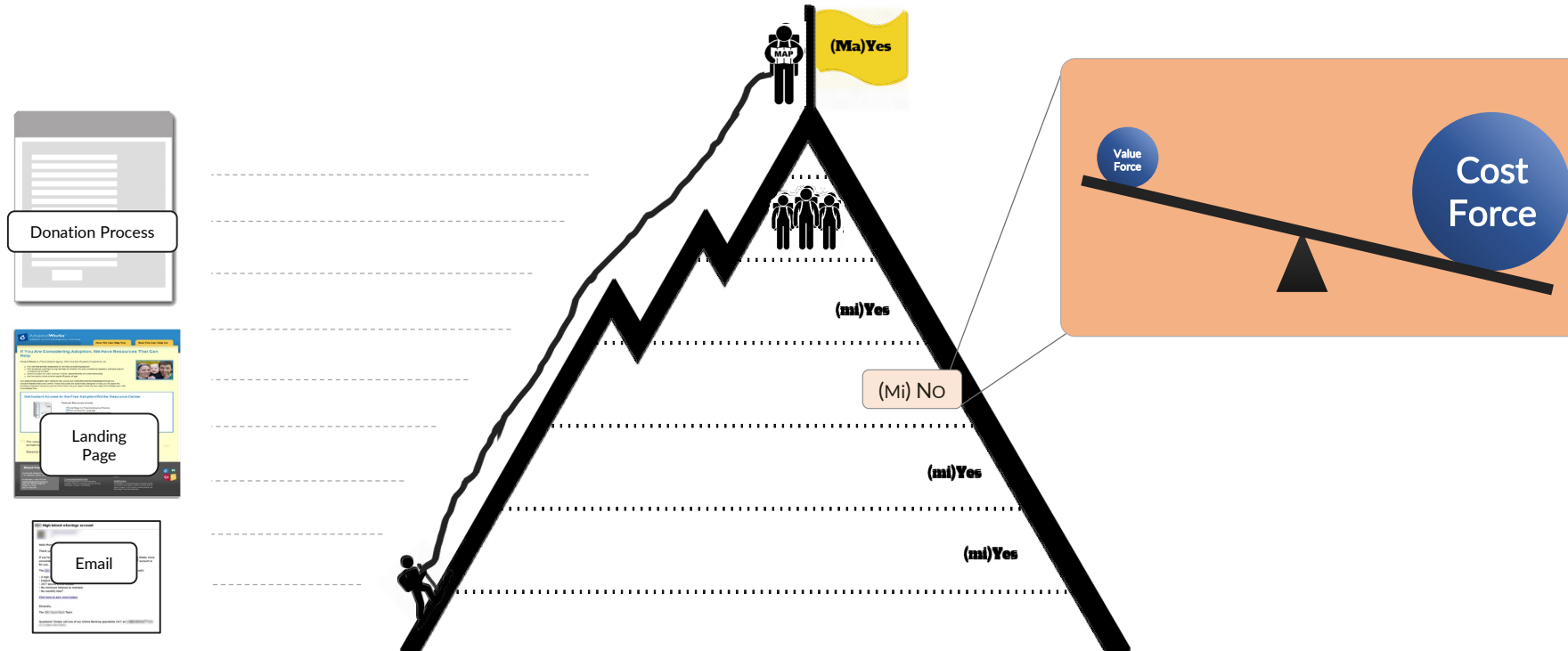
# Optimizing Each Micro-Yes



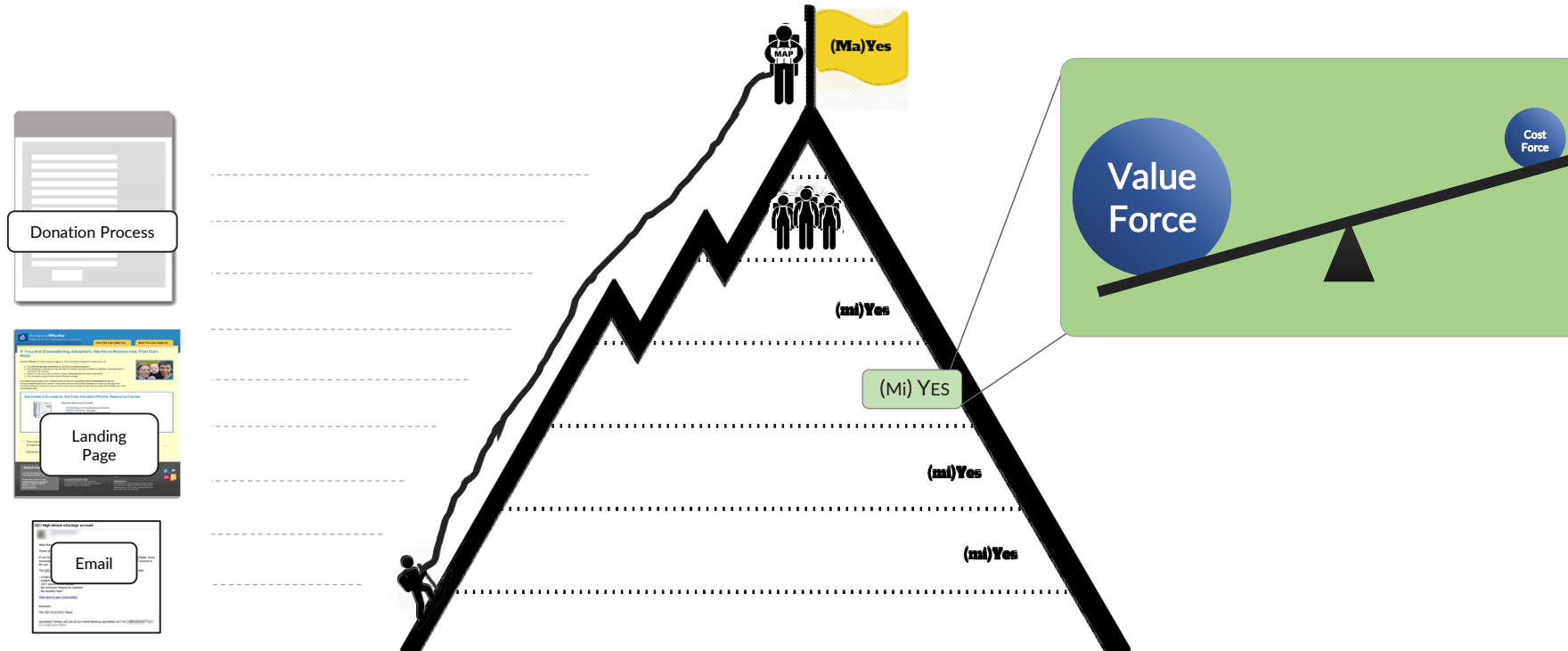
## The Value Proposition



# Optimizing Each Micro-Yes



# Optimizing Each Micro-Yes

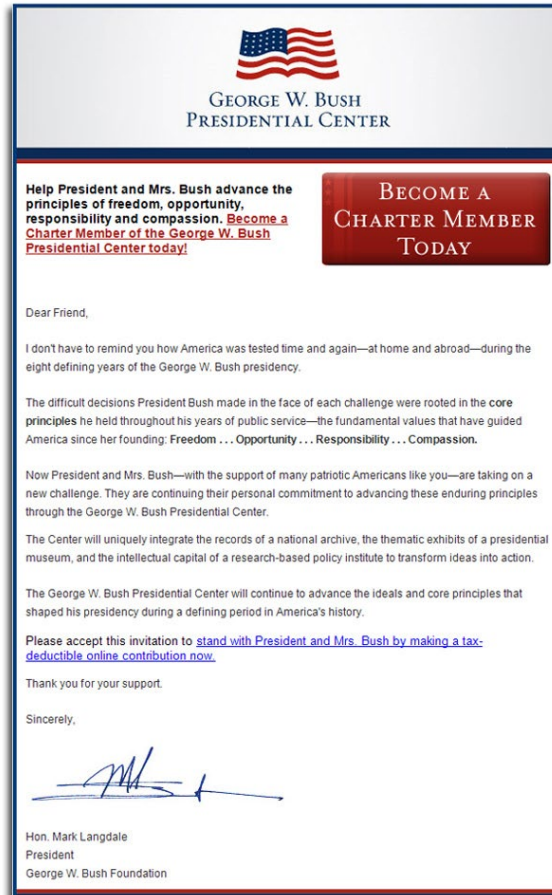


# My First Experiment

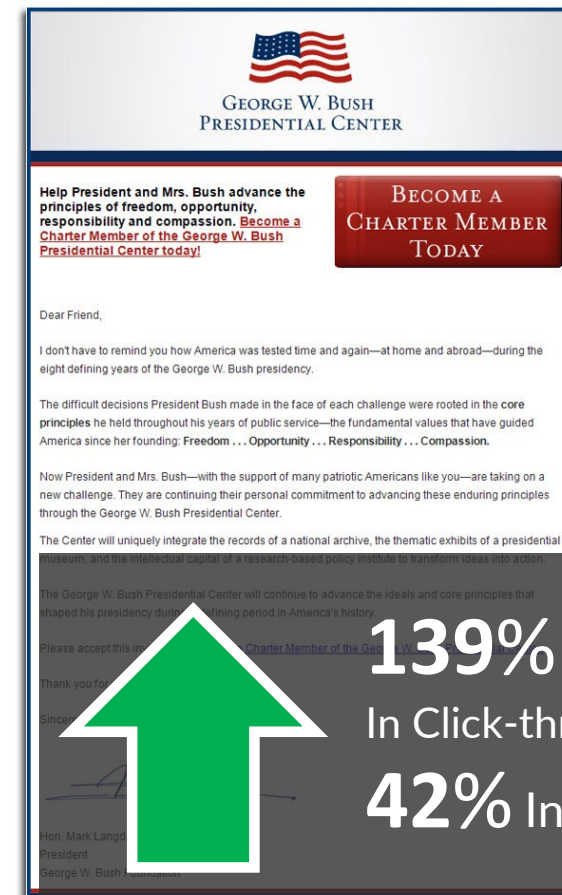


# My First Experiment

## Version A - CONTROL



## Version B - TEST



# Small Changes >> Big Impact

## ORIGINAL

Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

## OPTIMIZED

Please accept this invitation to [become a Charter Member of the George W. Bush Presidential Center.](#)



**139%**

In Click-through Rate

**42%** In Revenue



# Small Changes >> Big Impact

## ORIGINAL

Please accept this invitation to stand with President and Mrs. Bush by making a tax-deductible online contribution now.

# This could change everything!

## OPTIMIZED

Please accept this invitation to become a Charter Member of the George W. Bush Presidential Center.



**139%**

In Click-through Rate

**42%** In Revenue

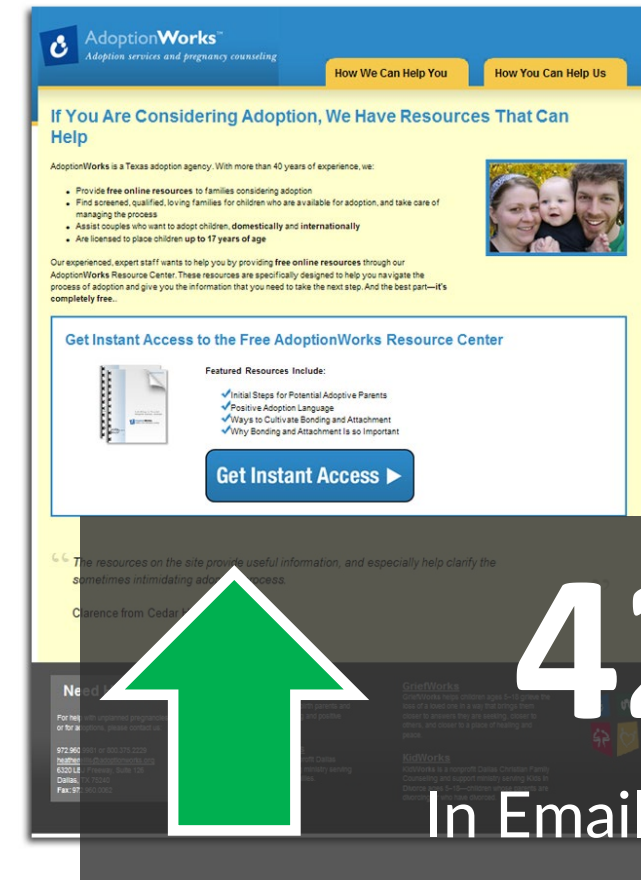


# Optimizing Email Capture

NOT THIS

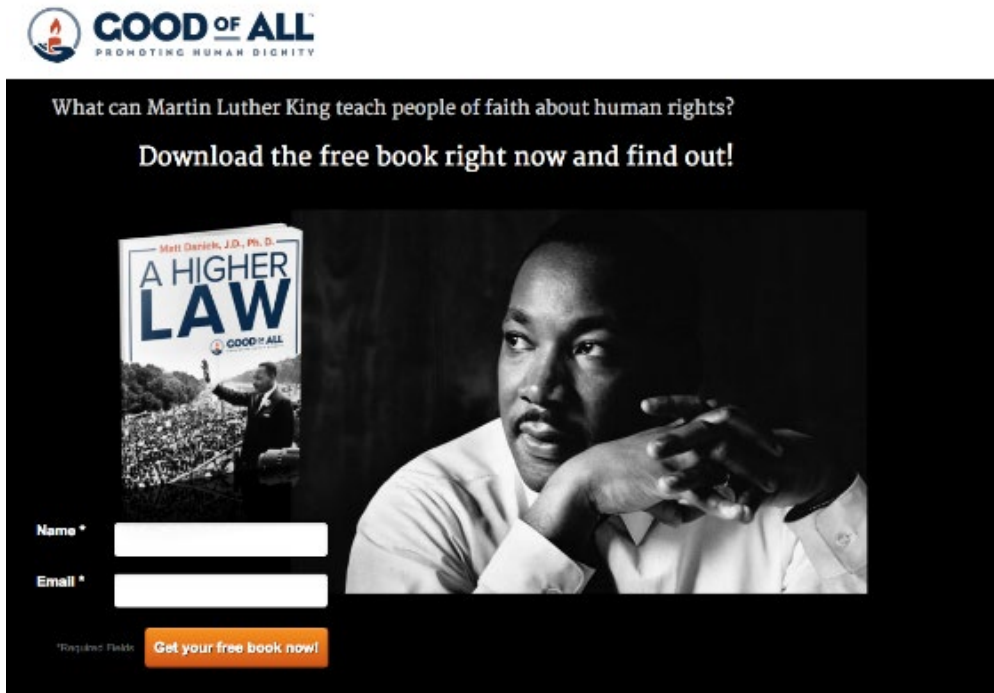


BUT THIS



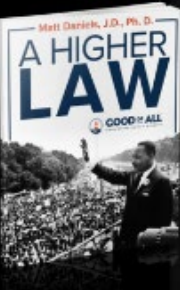
# Optimizing the Process-Level Value Proposition

NOT THIS



COOD OF ALL  
PROMOTING HUMAN DIGNITY

What can Martin Luther King teach people of faith about human rights?  
Download the free book right now and find out!



Name \*

Email \*

\*Required Fields [Get your free book now!](#)

BUT THIS



COOD OF ALL  
PROMOTING HUMAN DIGNITY

His world-changing movement began with his faith. How can today's world-changers learn from the legacy of Dr. Martin Luther King, Jr.?  
Get the free book right now.



Name \*

Email \*

\*Required Fields [Get your free book now!](#)



**133.7%**  
In Email Signups



# Optimizing Donation Pages

NOT THIS

John Cornyn  
U.S. SENATOR

Home About News Blog Issues Contact Store Donate

## Make A Donation

1 2 3 4  
Amount Name Payment Submit

\$25	\$50
\$100	\$500
\$1000	\$2600
Other:	<input type="text"/>

Already have an account? [Log in](#)

SSL SECURE

POWERED BY USCONTRIBUTIONS

BUT THIS

John Cornyn  
U.S. SENATOR

## Stand with John Cornyn

An Experienced Leader and a Lifelong Texas Conservative

- Ranked the 2nd most conservative Senator in 2013 by National Journal.
- 100% Rating on pro-life issues from the National Right to Life Committee.
- A+ Rating on gun rights issues and is endorsed by the NRA.
- A champion for the Balanced Budget Amendment in Congress.

### Stands Up for America's Armed Forces

- Introduced the Honoring the Fort Hood Heroes Act to honor those killed or wounded in the 2009 terrorist attack.

Helping to Beat the Democrats and Keep Texas Free

Already recruited over 20,000 Texas who are committed to freedom and economic growth. The Republican Party needs your support at the grassroots level to win that matter.

Generous donation to John Cornyn and Texas today.

258.1%  
In Conversion Rate



# About NextAfter

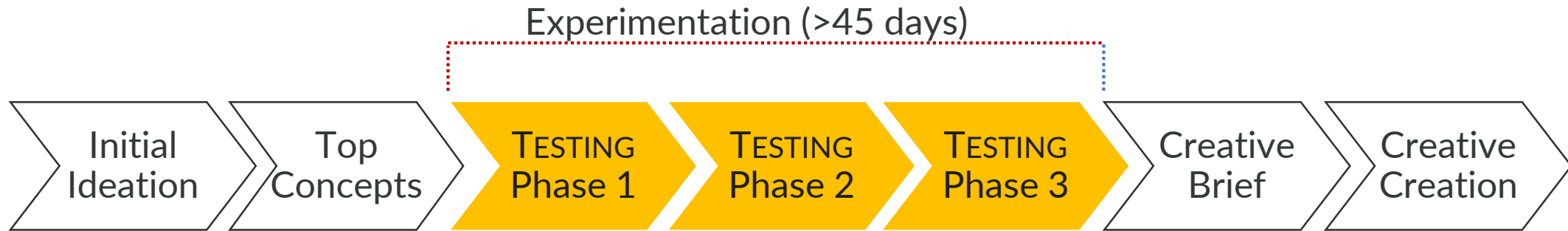
Combines the perpetual learning of a marketing and fundraising **Research Lab** with the practical application of a **Consultancy**:

- 1,500+ unique experiments spanning a combined sample of more than 82,987,320 donor interactions.
- Research with over 600 not-for-profit organizations to-date
- 6 Major studies, 6 Whitepapers, 19 Instructional videos, 4 certification workshops, and Database of over 54,462 messages



# We Use the Web as a Living Laboratory

Get statistically significant learnings to certify top concept directions by test-driving strategies for in a low-cost, low investment digital marketplace.

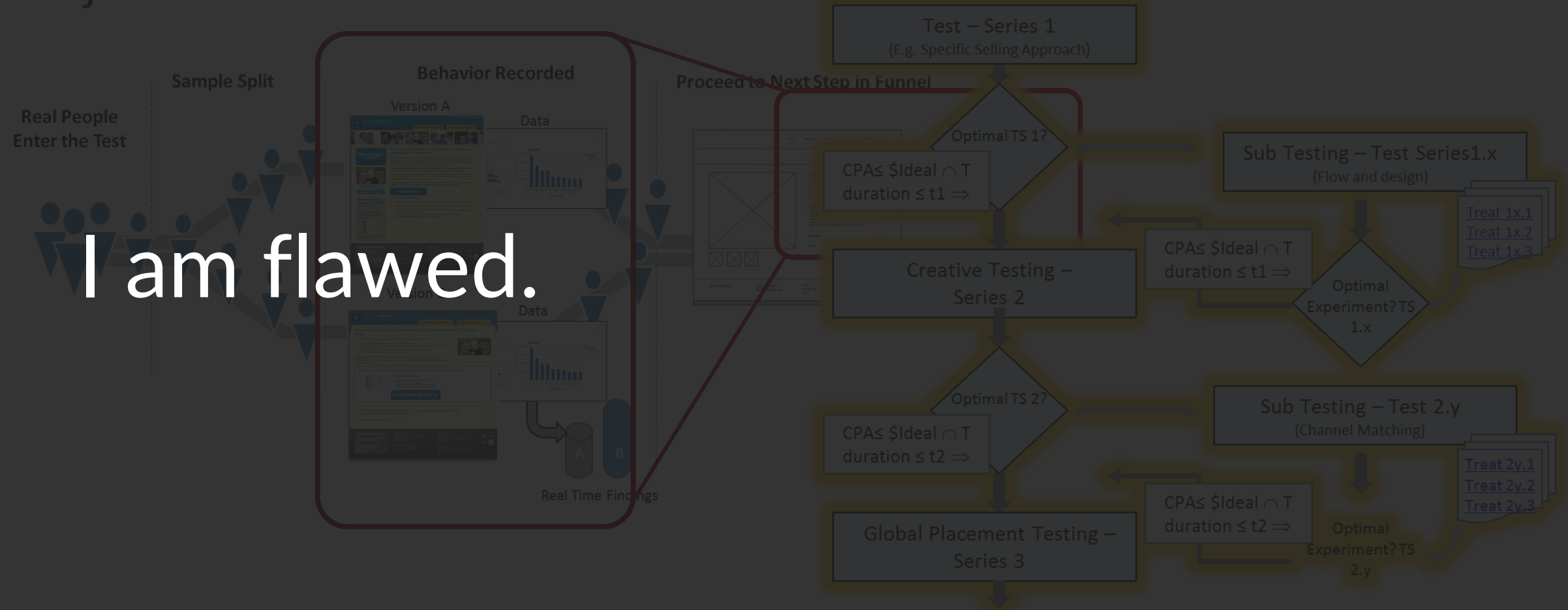


Experimentation helps us certify which creative resonates strongest with real donors.



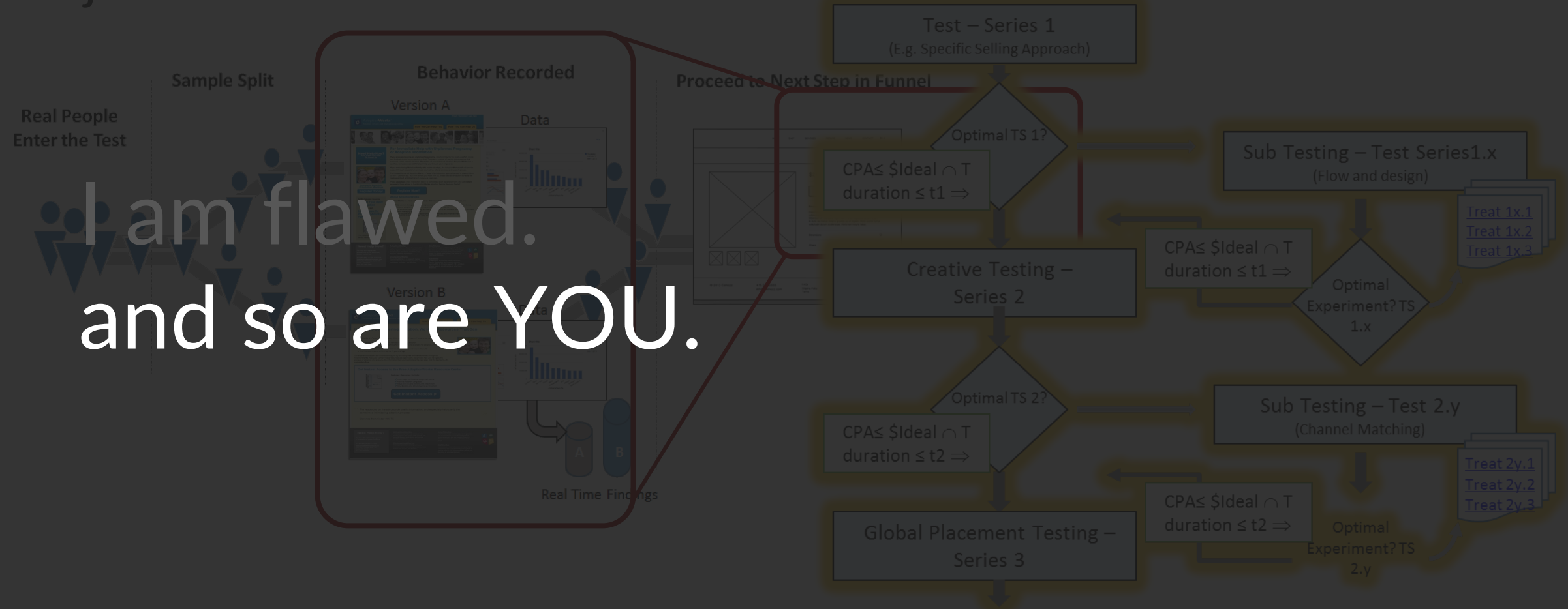
# Rigorous Scientific Experimentation

Major reduction in risks and costs



# Rigorous Scientific Experimentation

Major reduction in risks and costs



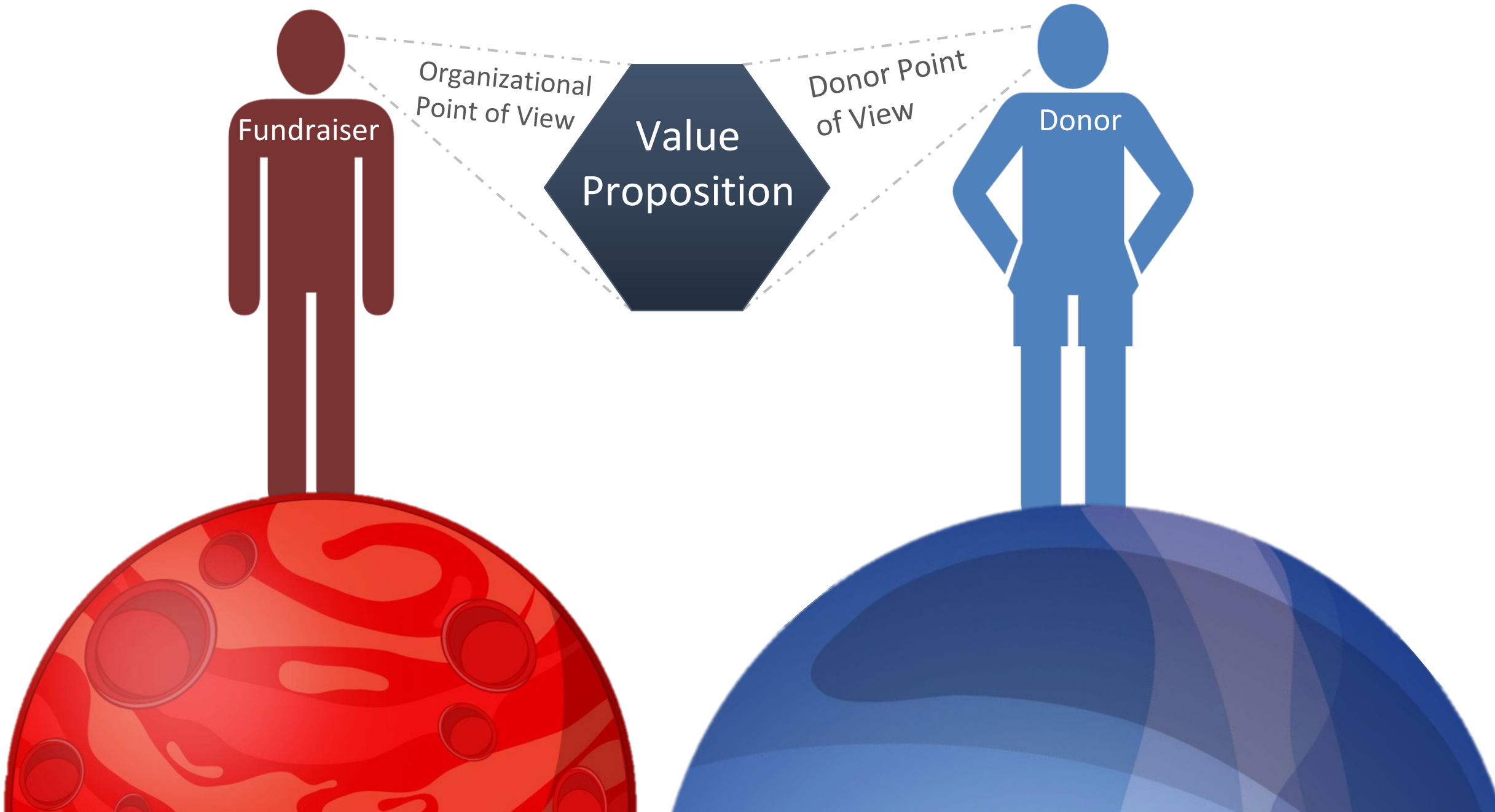


# The Fundraiser's 3 Fatal Flaws:

1. We fail to see what our donors see.
2. We fail to hear what our donors are saying.
3. We fail to speak in our donor's language.



**We fail to see what our donors see.**



# Fundraiser Sees:

- Professional
- Polished
- Nicely designed

# Donor Sees:

- Marketing

**FAMILYLIFE®**  
Help for today. Hope for tomorrow.

| A Cru Ministry |



Scholarship funds have run out.  
Here's why it matters . .

[Donate Now!](#)

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

[Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.\\*](#)

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

*"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."*

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. [Your gift now](#) will also make a huge difference for a pastor couple, their church, and the community they serve. God | bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

[Donate Now!](#)

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.

Jenn, would you consider giving a special gift to FamilyLife that will help provide a scholarship for a pastor couple to invest in their marriage at this weekend getaway?

Your donation will give this faithful couple biblically-based insights to strengthen and improve their marriage, time to relax and rediscover the love between them, and tools and resources that will immediately impact their marriage.

This weekend will not only help a pastor in his marriage, but he will come away recharged and in a better position to minister to his congregation.

I can't think of a better way to invest in God's kingdom, than to invest in the people God has called to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/V2017-07/index.php?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,  
Dennis


# Fundraiser Sees:

- Unprofessional
- Boring
- Plain

# Donor Sees:

- An email from a friend

## Organizational-Centric



Scholarship funds have run out.  
Here's why it matters . .

Donate Now!

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

[Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.\\*](#)

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

*"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."*

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. [Your gift now](#) will also make a huge difference for a pastor couple, their church, and the community they serve. God | bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

Donate Now!

## Donor-Centric

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.


Jenn, if you consider giving a gift of \$100 to the pastor scholarship fund, you will be able to invest in their marriage at this weekend getaway. This faithful couple, biblically-based insight, strengthen their marriage and help them overcome the love between them and tools and resources that impact their marriage. This not only help a pastor in his marriage, but he will come away recharged and in a better way to invest in God's kingdom, than what he would have called to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/t/2017-07/index.php?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,  
Dennis



272%  
In Donations

People give to people,  
not email machines.



DTS Website Library Book Center About Email Campuses Community Online Login DTS Account

**DTS**  
Teach. Truth. Love. Well.

ABOUT ADMISSIONS CAMPUSES STUDENTS DEPARTMENTS MEDIA DONATE Search DTS

SUPPORTERS

Supporters Donate Online

### Make a Gift Online

Donation Amount:

\$ USD

☐ In honor of ☐ In memory of

☒ Credit Card ☐ eCheck

Payment Info

Name on card: John Doe

Card number:

Expires: Jan 2016 Card type: VISA

Security code:

Billing Information

Full name: First Last

Email:

☐ Please send me updates on DTS

Phone:

Address 1:

Address 2:

City:

State/Region:

Zip/Postal Code:

Country: United States Of America

Comments:

Submit Donation

ECFA

# Fundraiser Sees:

- Clean design
- Minimal copy
- Donation form is above the fold

# Donor Sees:

- All cost and no value

# Fundraiser Sees:

- Too much copy
- Too much scrolling
- Form below the fold

# Donor Sees:

- A compelling reason to give

DTS Website | Library | Book Center | Alumni | Email | Computers | Community | Online | Login | DTS Account

**DTS**  
Teach. Youth. Love. Well.

ABOUT | ADMISSIONS | CAMPUSES | STUDENTS | DEPARTMENTS | MEDIA | DONATE | [Request DTS](#)


SUPPORTERS

[Supporters](#) | [Donate Online](#)

## The world needs Biblical truth now more than ever.

We live in a world desperately searching for truth. Each day, people direct their lives based on cultural pressure and popular opinion, rather than the unfailing truth found in God's word.

For more than 90 years, Dallas Theological Seminary has equipped servant-leaders to proclaim the gospel and build up the body of Christ around the world. DTS professors use the entire Bible as the central course of study—and it does not return void.

 **"My greatest fear for our church, or any church, for that matter, is erosion. Theology gives any ministry its solidity. My training in theology at Dallas Seminary has been invaluable to me!"**

— Chuck Swindoll, DTS Chancellor & Pastor of Stonewall Community Church, Frisco, TX

**DTS teaches the whole Bible**

More than 15,000 alumni now preach, teach, and live out the Gospel throughout the world. Your investment in DTS will produce a dividend that will live on for eternity. Your investment in these students will produce a dividend that will live on for eternity.

Help teach the Bible to a world that needs it. Make your gift to DTS today.

**Donation Amount:**

\$ USD

☒ In honor of ☐ In memory of

☒ Credit Card ☐ eCheck

**Payment Info**

Name on card:

Card number:

Expires:   Card type:

Security code:

**Billing Information**

Full name:

Email:

☐ Please send me updates on DTS

Phone:

Address 1:

Address 2:

City:



State/Region:






Zip/Postal Code:

Country:


Comments:

[Submit Donation](#)





800-387-9673 |  |  |  |  | 

Make a Gift | Apply Online | Contact DTS



DALLAS THEOLOGICAL SEMINARY  
3905 Ross Avenue  
Dallas, Texas 75204-6411

All content © 2011 Dallas Theological Seminary

 Facebook |  iTunes U |  Instagram |  Twitter

## Organizational-Centric

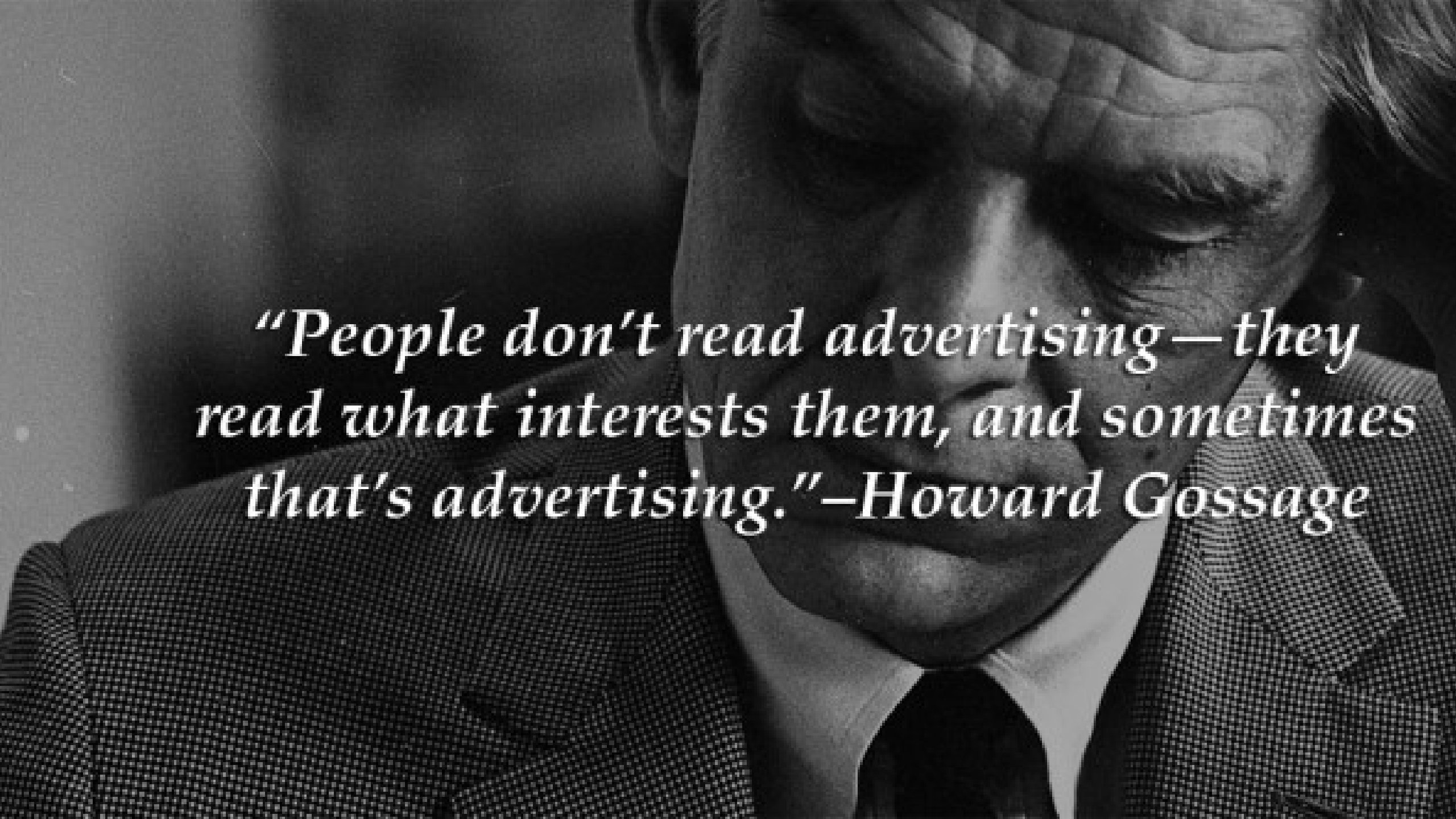
The screenshot shows the 'Make a Gift Online' form on the Dallas Theological Seminary website. The form is titled 'Make a Gift Online' and features a 'Donation Amount' field with a currency selector set to 'USD'. Below this, there are radio buttons for 'in honor of' and 'in memory of'. The form is divided into two main sections: 'Payment Info' and 'Billing Information'. The 'Payment Info' section includes fields for 'Name on card', 'Card number', 'Expires' (with a date picker), and 'Card type' (with a dropdown menu). The 'Billing Information' section includes fields for 'Full name' (split into first and last), 'Email', 'Phone', 'Address 1', 'Address 2', 'City', 'State/Region', 'Zip/Postal Code', and 'Country' (with a dropdown menu). A 'Submit Donation' button is located at the bottom of the form. The footer of the page includes contact information (800-387-9673), social media links (Facebook, iTunes U, Instagram, Twitter), and the Dallas Theological Seminary logo and address (3909 Sola Avenue, Dallas, Texas 75204-6411).

## Donor-Centric

The screenshot shows the 'Make a Gift Online' form on the Dallas Theological Seminary website, designed with a donor-centric approach. The form is titled 'Make a Gift Online' and features a 'Donation Amount' field with a currency selector set to 'USD'. Below this, there are radio buttons for 'in honor of' and 'in memory of'. The form is divided into two main sections: 'Payment Info' and 'Billing Information'. The 'Payment Info' section includes fields for 'Name on card', 'Card number', 'Expires' (with a date picker), and 'Card type' (with a dropdown menu). The 'Billing Information' section includes fields for 'Full name' (split into first and last), 'Email', 'Phone', 'Address 1', 'Address 2', 'City', 'State/Region', 'Zip/Postal Code', and 'Country' (with a dropdown menu). A 'Submit Donation' button is located at the bottom of the form. The footer of the page includes contact information (800-387-9673), social media links (Facebook, iTunes U, Instagram, Twitter), and the Dallas Theological Seminary logo and address (3909 Sola Avenue, Dallas, Texas 75204-6411).

187%  
In Donations

Experiment # 1780



*“People don’t read advertising—they read what interests them, and sometimes that’s advertising.”—Howard Gossage*

“People don’t read donation pages—  
they read what interests them, and  
sometimes that’s a donation page.”





**We fail to hear what our donors are saying.**

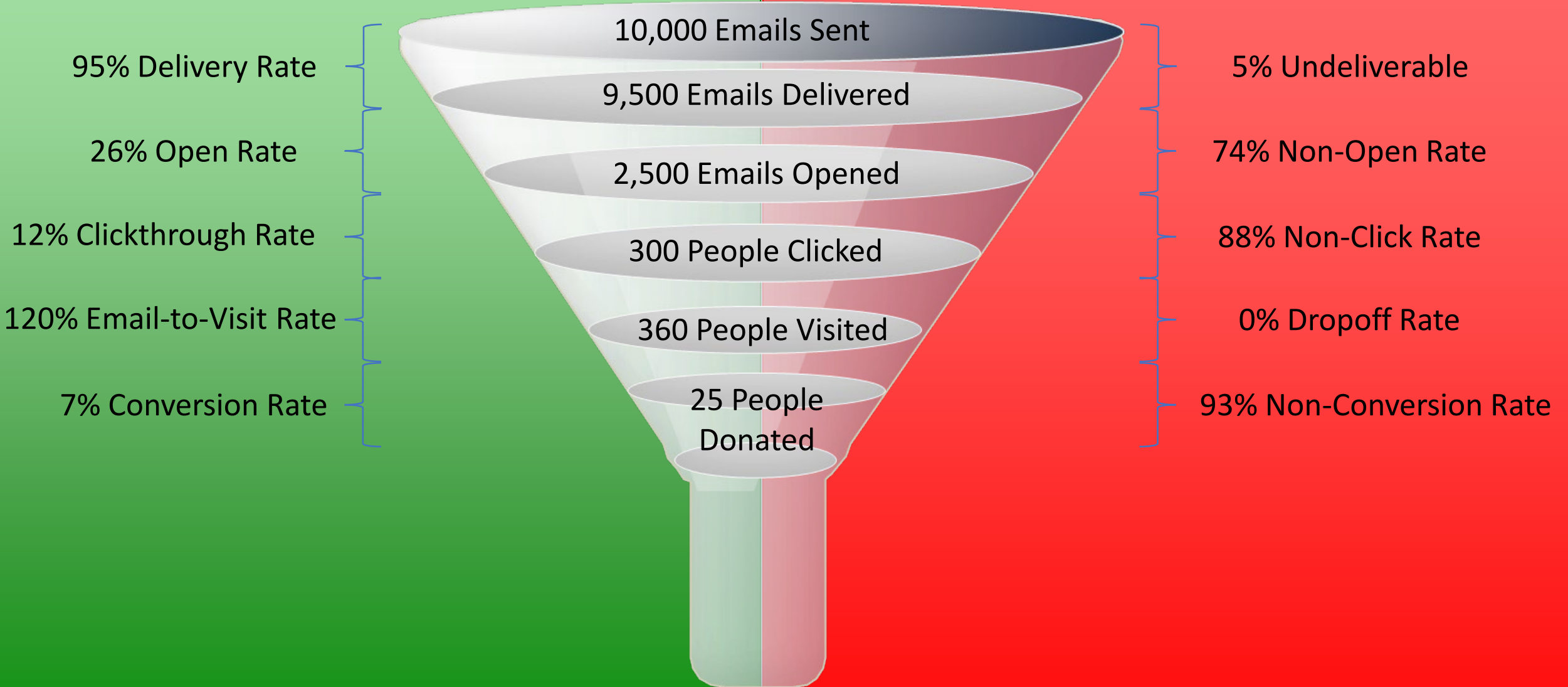






YES

NO

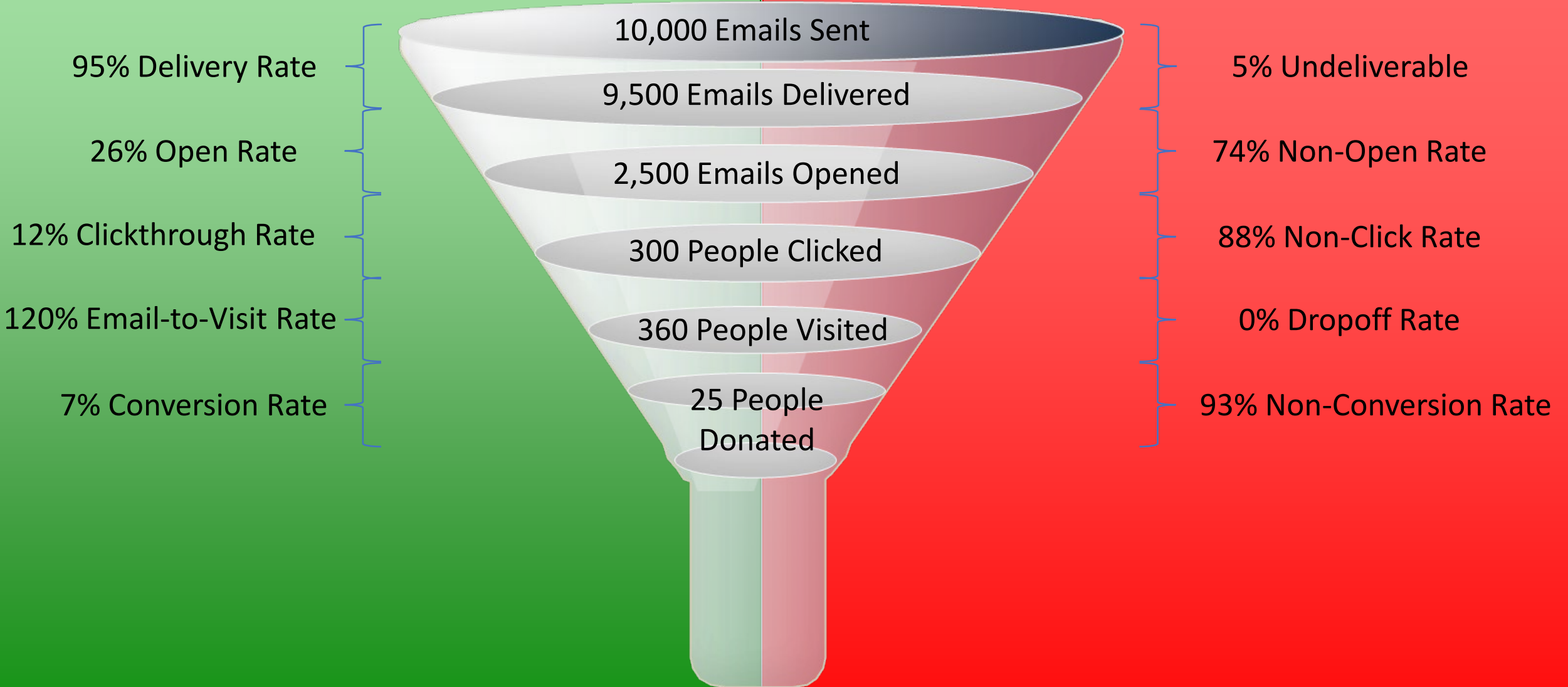


For every person that says “YES”  
there are always more people  
saying “NO.”



YES

NO



YES

NO

26% Open Rate

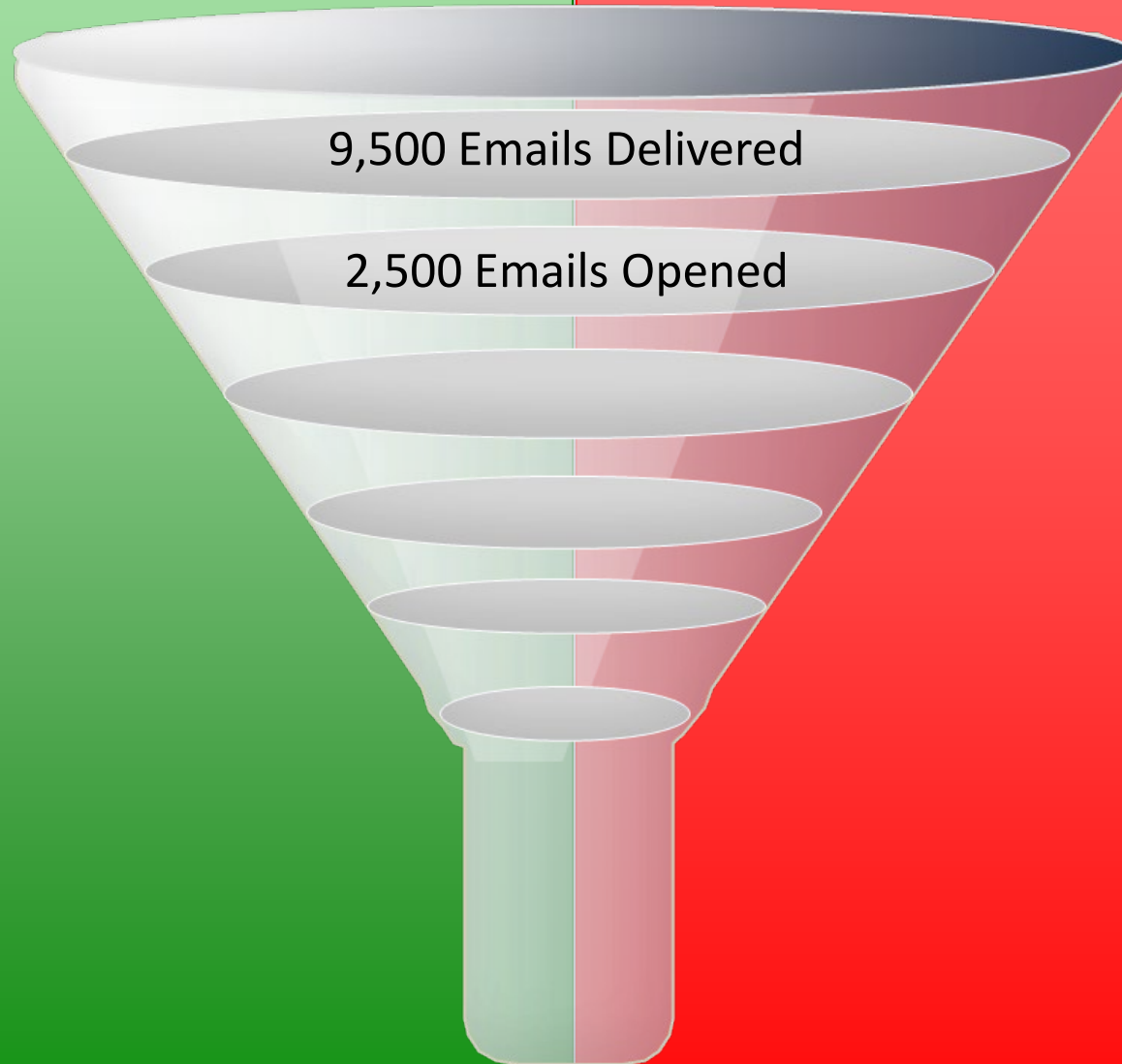


9,500 Emails Delivered

2,500 Emails Opened



74% Non-Open Rate



YES

NO

26% Open Rate

9,500 Emails Delivered

2,500 Emails Opened

74% Non-Open Rate

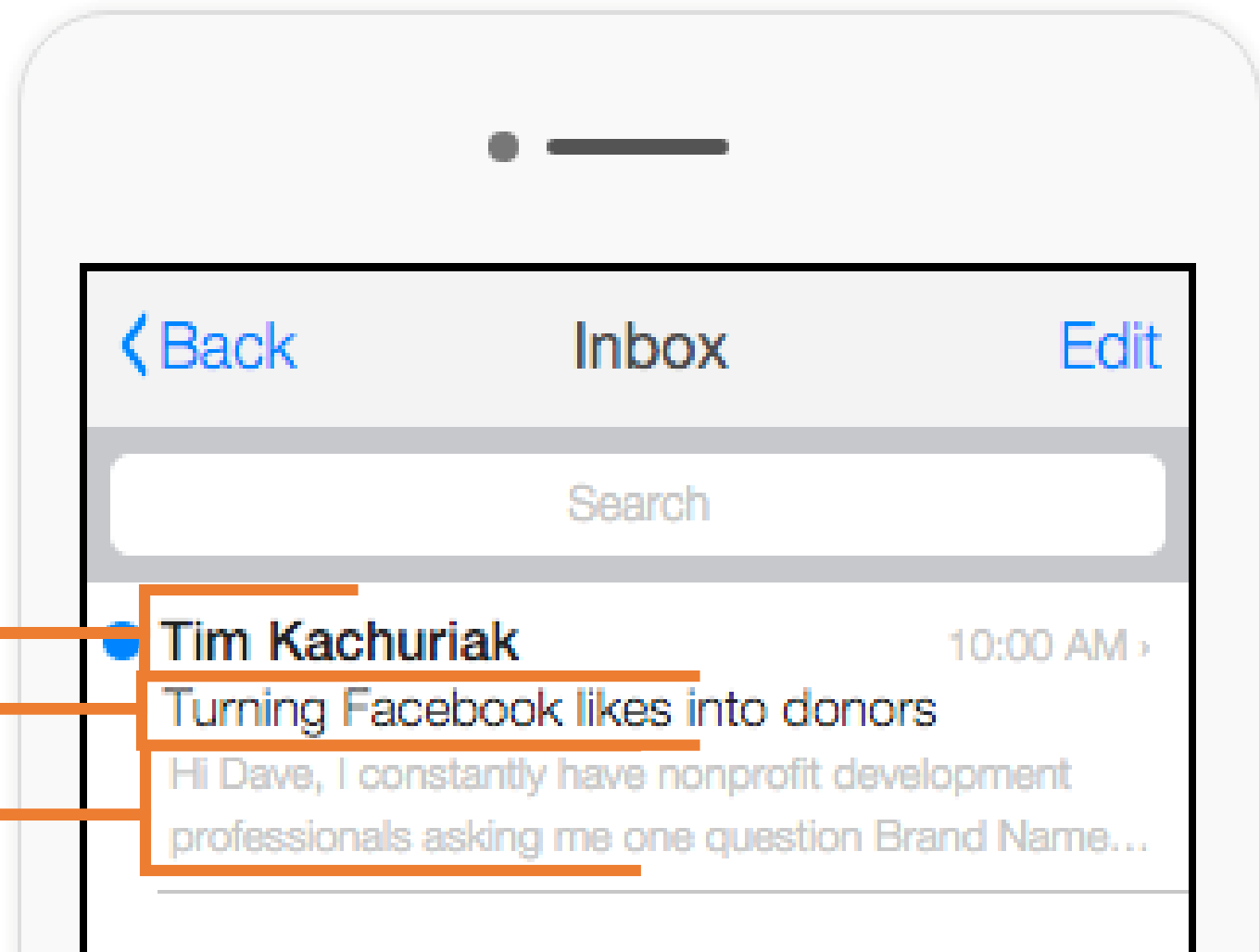
What can I test to get more people to open?

# The Message Envelope

**Sender (or “From” Line)**

**Subject Line**

**Preview Text**



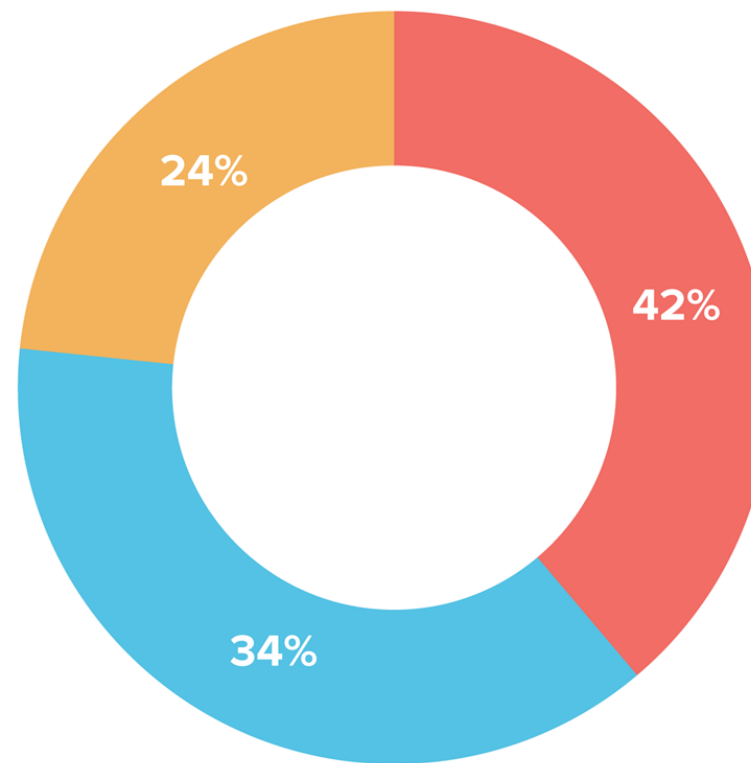


**FLUENT**  
a cogint company

# Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

- Sender or from name
- Subject line
- Preview text



**Source:** Data is from a joint Litmus-Fluent survey of 1,361 American adults (aged 18+) nationwide on July 5, 2016. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.7%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this research.

# Experiment #2248

## Version A

**Jim DeMint**

Make this bold statement

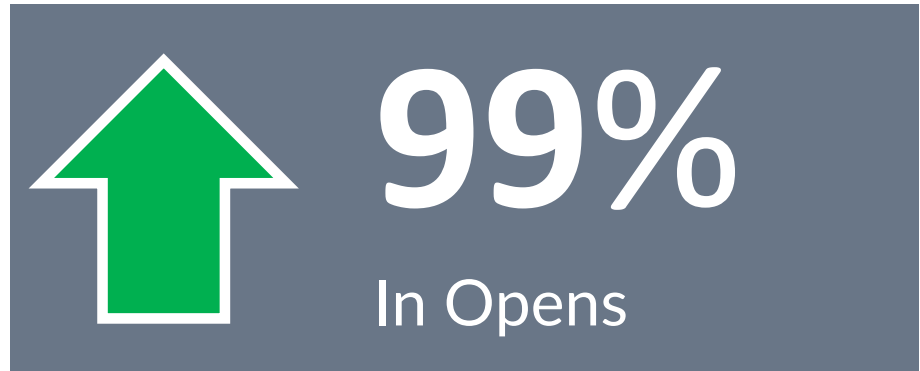
<IMG SRC="cid:my\_logo" alt="Logo">

## Version B

**Christie Fogarty**

Checking In

Hey there, I wanted to check in to see if you'll be able to con



# Experiment #8737 – 1 Variable

From This

Providing help ➤



**Albert Reyes** albert.reyes@buckner... Jan 22, 2019, 8:33 AM (3 days ago)  
to me ▾



To This

Providing help ➤



**JoAnn Cole** joann.cole@buckner.org ... Tue, Jan 22, 8:33 AM (3 days ago)  
to me ▾



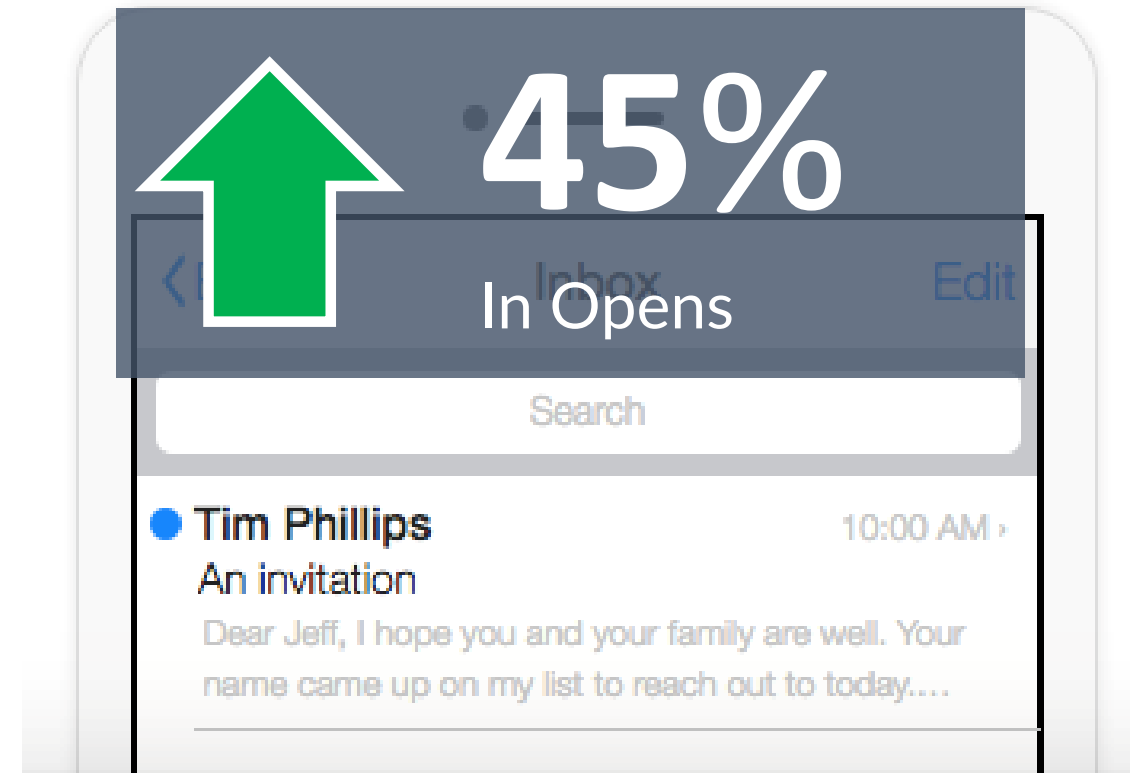
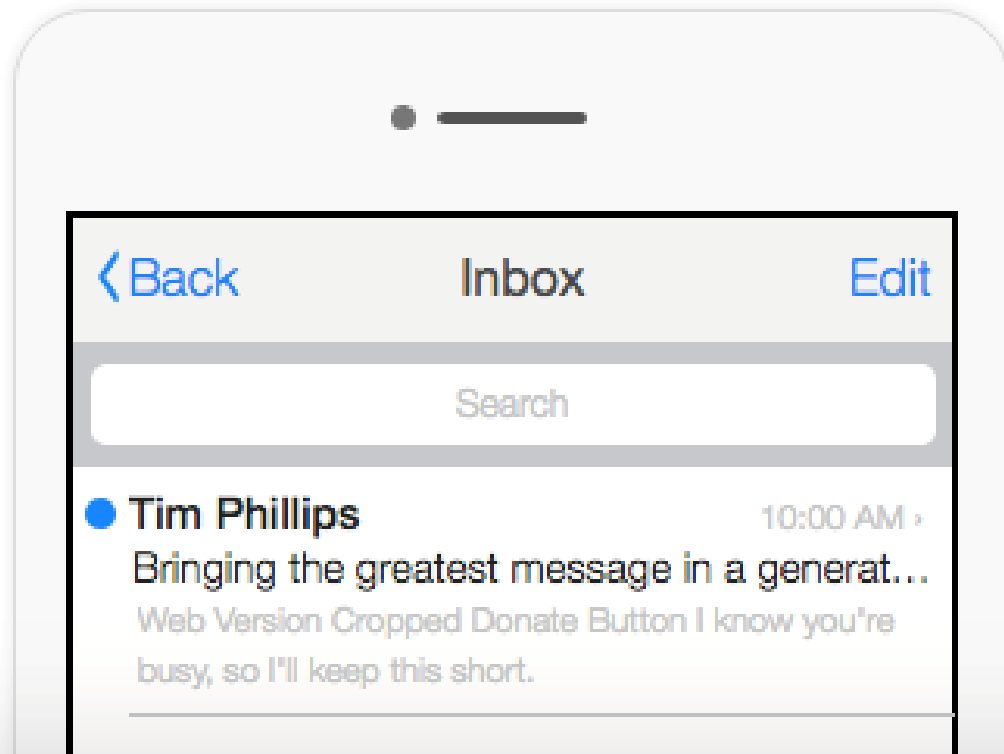
85%

In Opens

# Experiment #4116 – 2 Variables

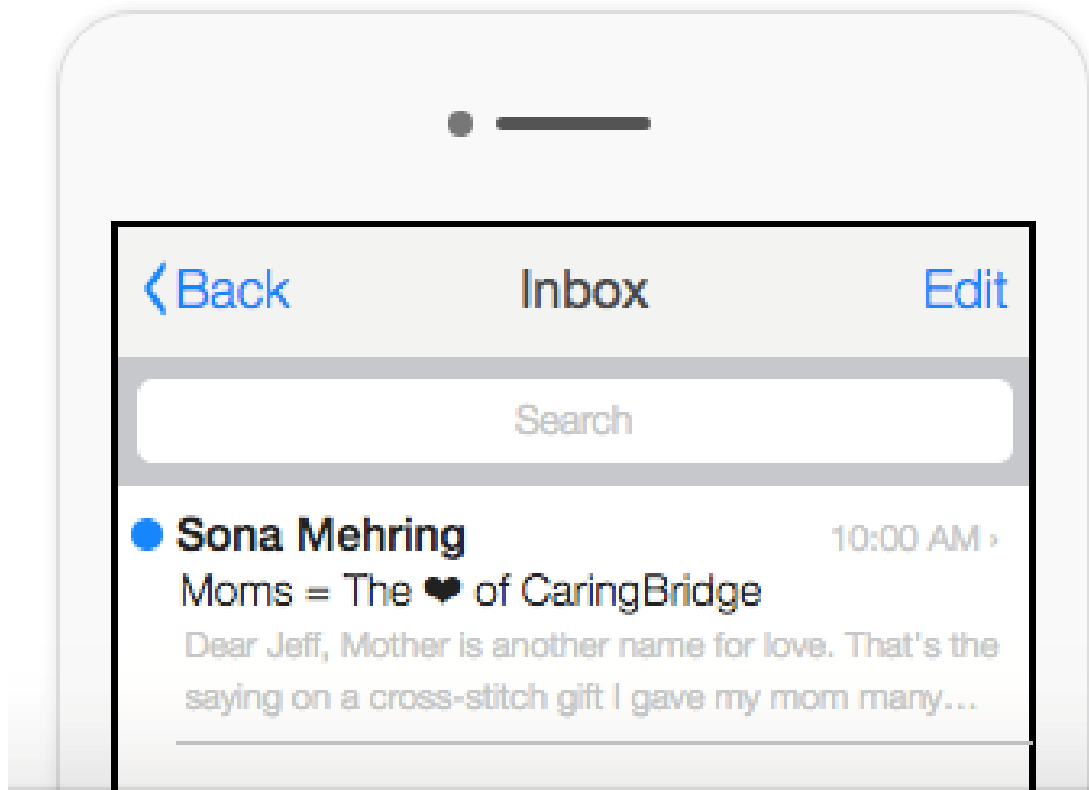
From This

To This

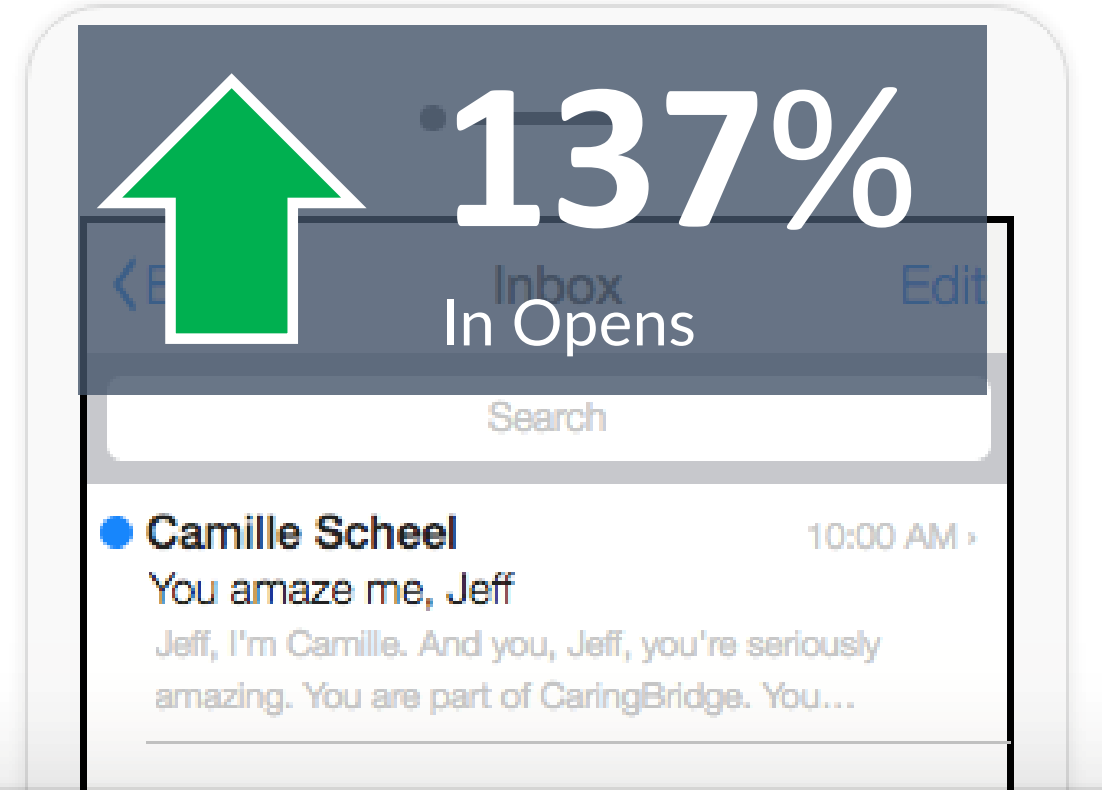


# Experiment #4307 – 3 Variables

From This

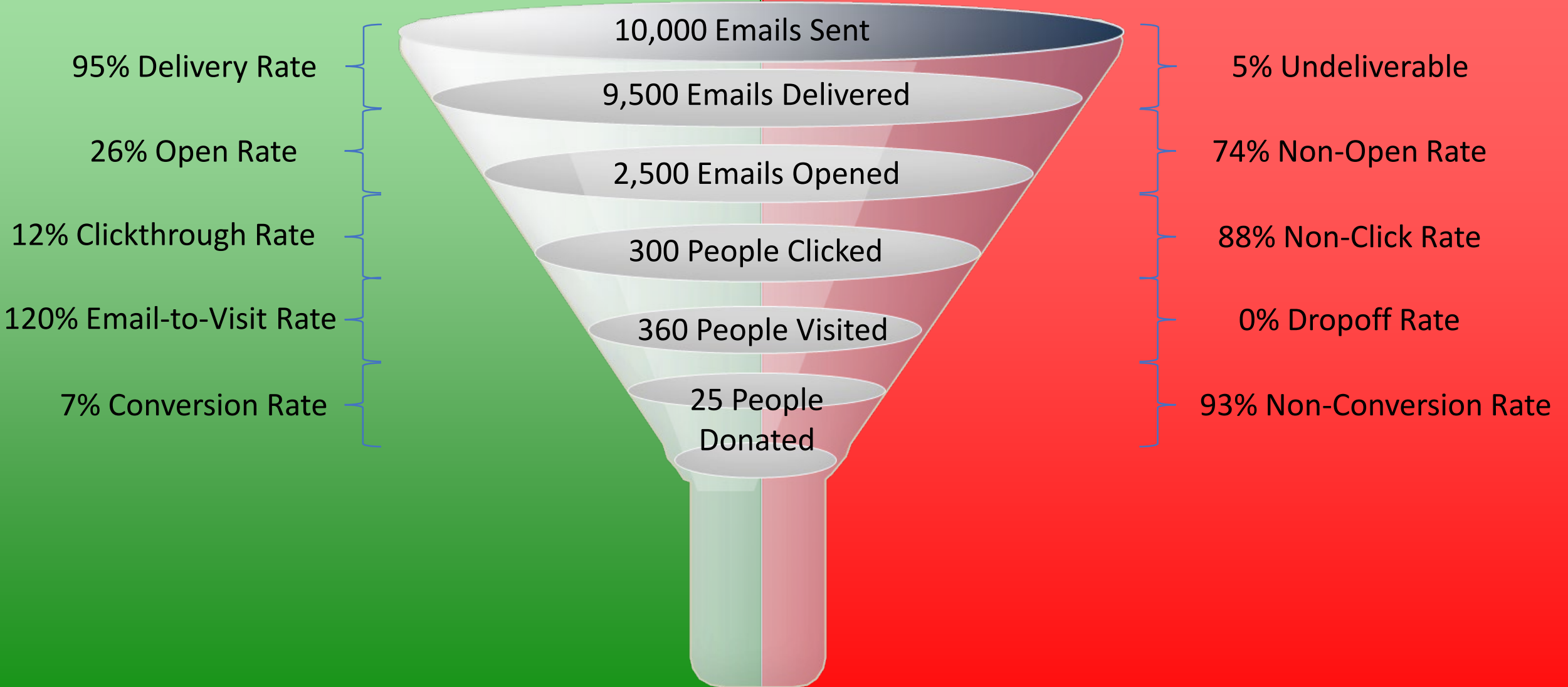


To This



YES

NO



YES

NO

12% Clickthrough Rate

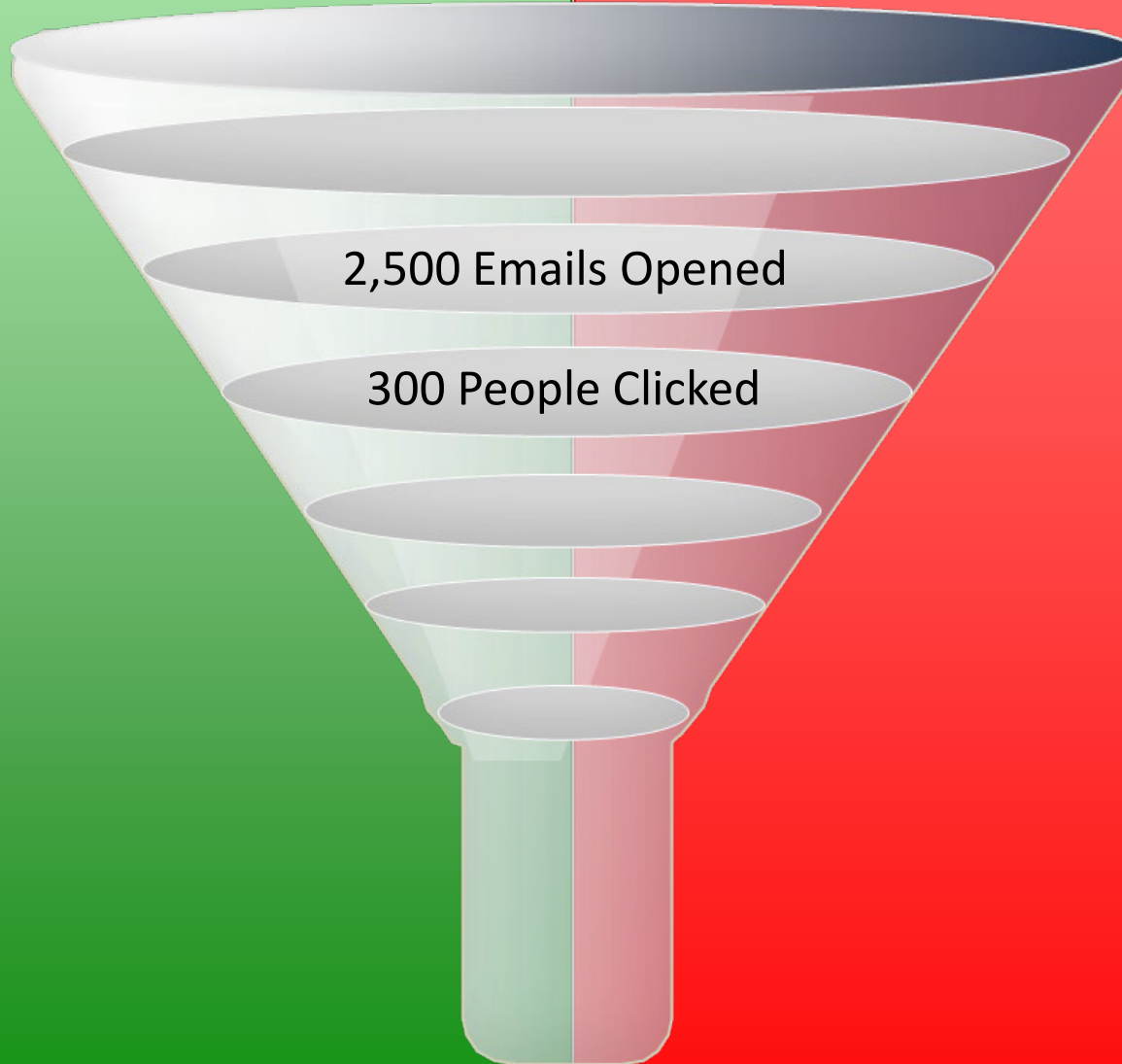


2,500 Emails Opened

300 People Clicked



88% Non-Click Rate



YES

NO

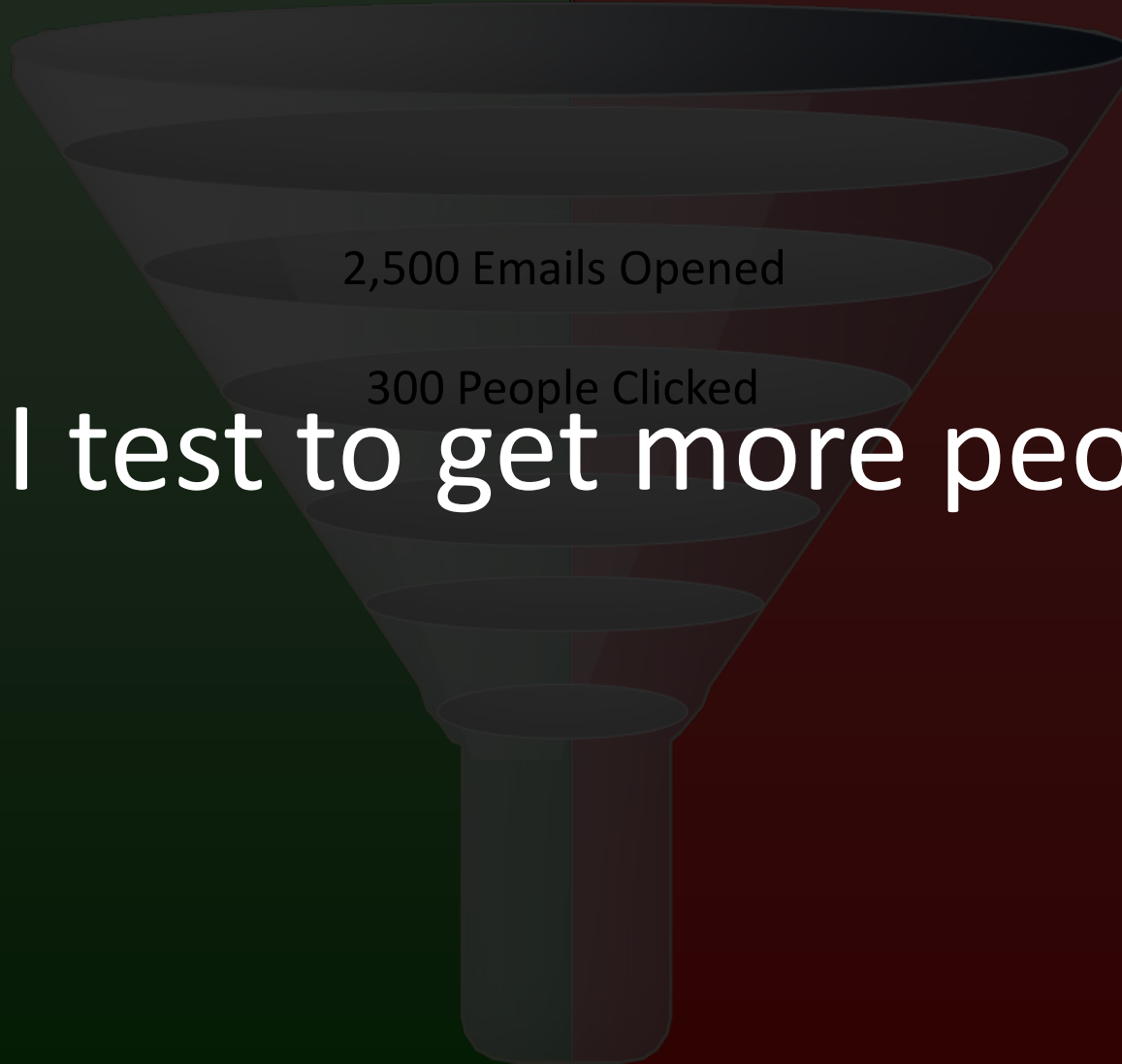
2,500 Emails Opened

300 People Clicked

12% Clickthrough Rate

88% Non-Click Rate

# What can I test to get more people to click?



# Experiment #5707

## From This

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation

Hi Jeff,

## To This

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

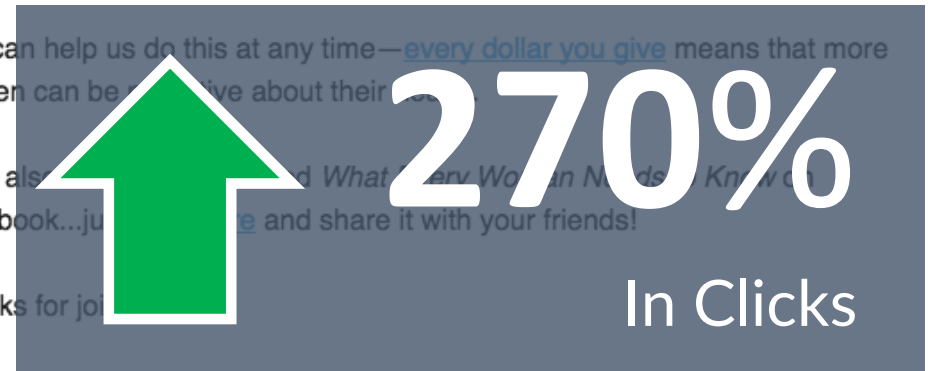
But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!


Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation




# Experiment #1671

From This

Amanda, thank you.





Dear Amanda,

In Rebecca's time of need, it's the love of friends and family that makes a difference. And every time you visit Rebecca's website and add a message of encouragement or an offer of help, you become part of a circle of hope.


**You are an important part of Rebecca's journey.**

Today, you can send a powerful message of support when you honor Rebecca with a [donation to CaringBridge](#). You'll also ensure that CaringBridge is always here for life's most important moments, both joyous and challenging.

People who use CaringBridge have told us that during their most difficult times, the messages that arrive through their website are an inspiring and uplifting source of comfort. And it's compassionate, generous people like you who make this happen.

**Make a Tribute gift to CaringBridge today** in honor of Rebecca, and you'll ensure that there's a circle of hope around each person who needs it, every single day.

Make a Tribute Gift

With gratitude,  
  
Sona Mehring  
CaringBridge Founder, CEO and Proud Donor

P.S. Every 7 minutes, a new CaringBridge website is started to connect with loved ones. Our kind donors make this possible. [Please make a gift today.](#)

In times of need, the greatest source of hope and healing is the love of family and friends.

Copyright 1997-2015 [CaringBridge](#), a nonprofit organization. [Privacy Policy](#)  
1715 Yankee Doodle Road, Suite 301, Eagan, MN 55121  
[Unsubscribe](#)

To This



Hi Kelly,

On behalf of CaringBridge, I want to thank you. You are an essential part of Catherine's community – and your support brings comfort on a daily basis.

CaringBridge is a powerful resource. Every 7 minutes, a new CaringBridge website is started. **And we're happy to offer this safe, protected service free of charge as a nonprofit organization.**

That's why I'd like to give you the opportunity to [honor Catherine with a gift to CaringBridge today](#).

Each CaringBridge website, including Catherine's, is powered by donations from people like you who understand the importance of community during life's most challenging times.

Your gift to CaringBridge on behalf of Catherine ensures that the website that delivers so much hope, healing and comfort stays up and running as long as needed.



**32.5%**

In Clicks

CaringBridge

# Experiment #4980

## From This

It's a great book that covers so many aspects about Scripture.  
The book is called *Unlocking the Bible*.

I am telling you about this valuable resource because I want to equip you with tools that can help you in your walk with the Lord. It's my intention to stand up and fight against the attacks on God's Word . . . to stand strong on its promises . . . and to proclaim its truth to all who will listen—and I hope you will too.

I encourage you to get your copy of *Unlocking the Bible* today.

You will be strengthened in your faith, and come to know Christ in a new way through reading this book as you gain a richer understanding of God's Word.

Have a great day, << Test First Name >>!

Greg

## To This

It's a great book that covers so many aspects about Scripture.  
The book is called *Unlocking the Bible*.

I am telling you about this valuable resource because I want to equip you with tools that can help you in your walk with the Lord. It's my intention to stand up and fight against the attacks on God's Word . . . to stand strong on its promises . . . and to proclaim its truth to all who will listen—and I hope you will too.

I encourage you to get your copy of *Unlocking the Bible* today:  
<https://harvest.org/unlocking-the-bible>

You will be strengthened in your faith, and come to know Christ in a new way through reading this book as you gain a richer understanding of God's Word.

Have a great day, << Test First Name >>!



# 12.4%

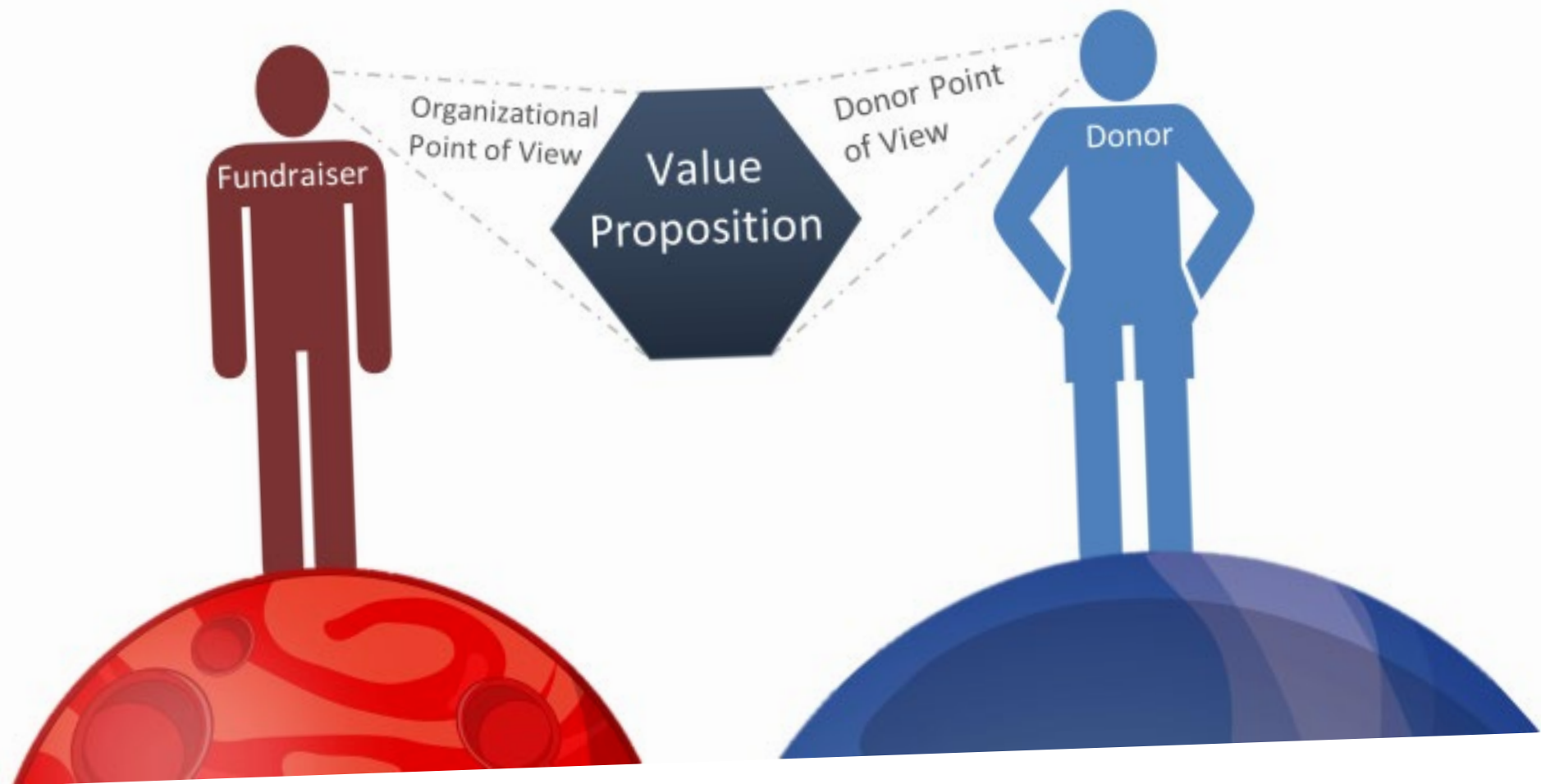
In Clicks

When we learn to **listen** to our donors, they will **tell** us everything we need to know to increase our results.





**We fail to speak our donor's  
language.**



Three keys to becoming the  
translator for your organization

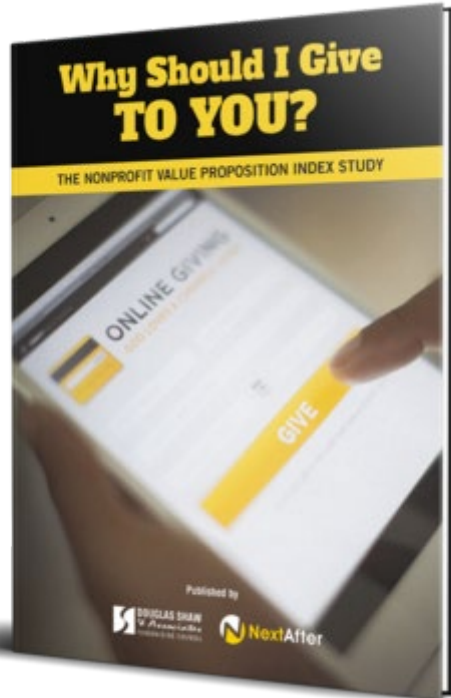
# 1. Empathy

---

# “Mystery Donor” Research Studies



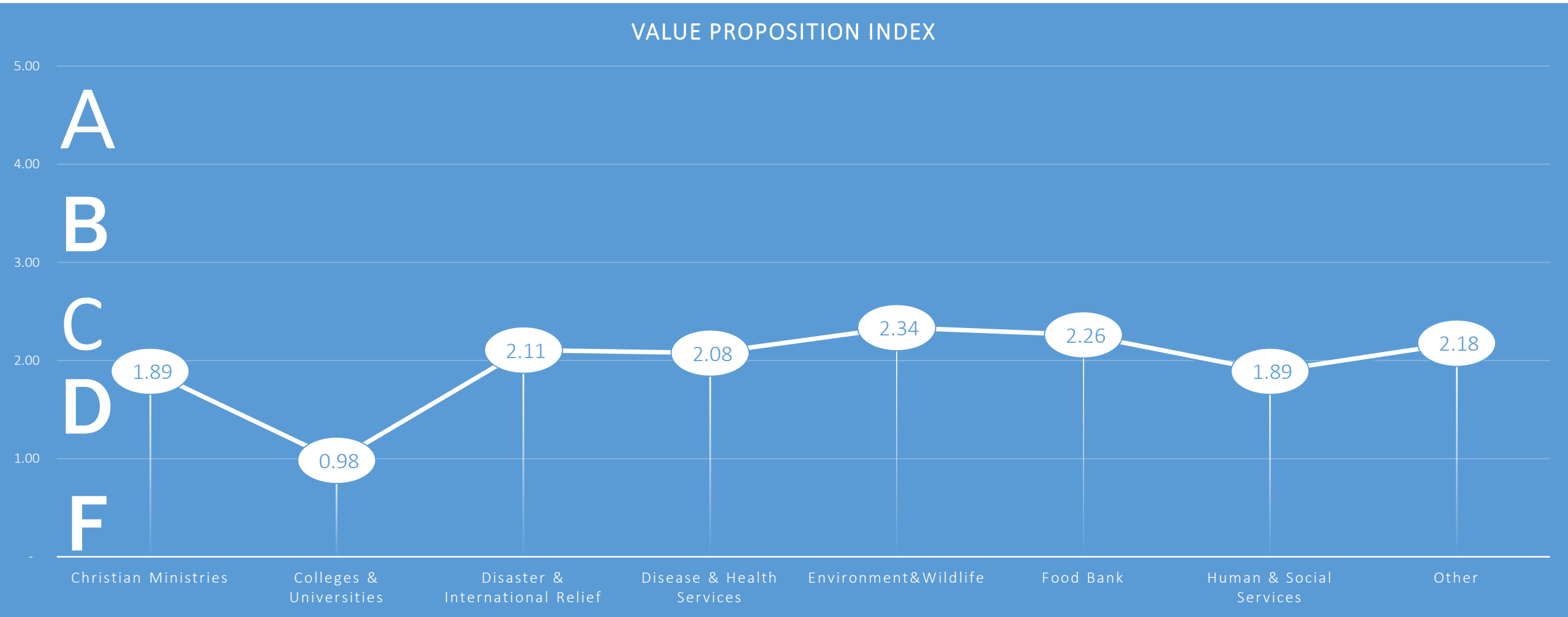
# The Value Proposition Index Study



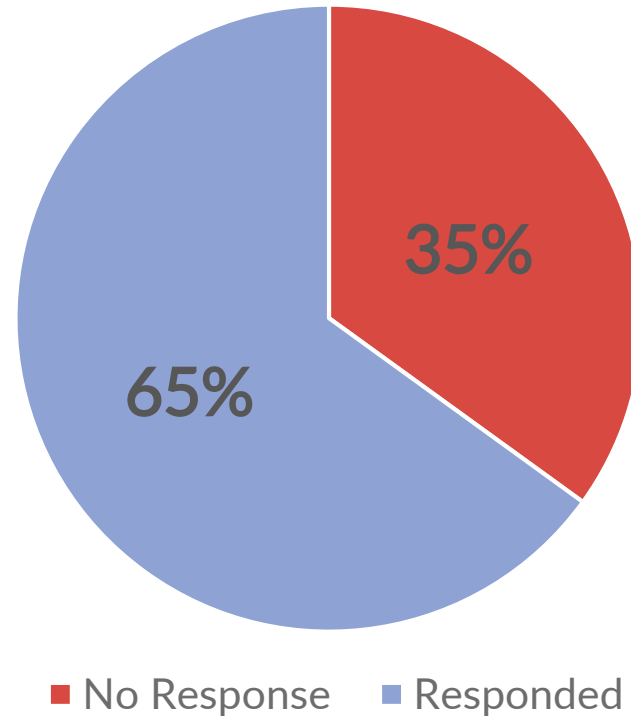
Download Full Study:  
[nextafter.com/vp](http://nextafter.com/vp)

- Study of 127 nonprofit organizations across 8 different verticals
- Assessed the value proposition as communicated via four channels:
  - Telephone
  - Email
  - Web site
  - Social Media
- Value propositions scored in four areas:
  - Appeal
  - Exclusivity
  - Credibility
  - Clarity
- Data collected from 11/4/15 through 2/6/16

# Regardless of Vertical, Value Proposition Seems to be a Challenge

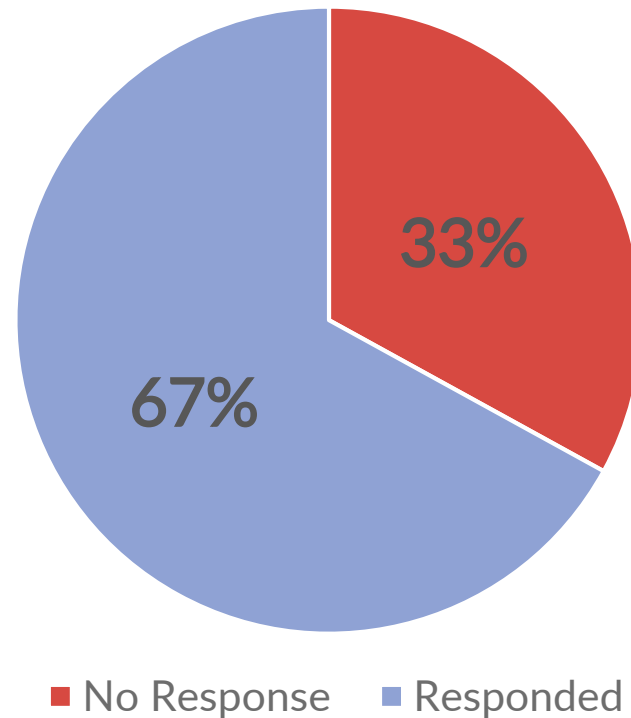


# Email Response Time is an Issue



Of the organizations that had a “Contact Us” form, more than one third did NOT respond to our submission...ever!

# Social Media is not much better....



When we contacted organizations through direct message on Facebook, 33% never got back to us.

# Email Example #1

Dear Friend,

Thank you for contacting us here at [ORGANIZATION].

We do not ask for donations, so this decision is entirely up to you. If you would like to make a donation, you may do so online, or by calling our customer service department at 800.XXX.XXXX. Our normal customer service hours are Monday through Friday, 7:30 a.m.—3:50 p.m. (Pacific time). We would be happy to assist you in any way we can.

Thank you again for writing. If you have any further questions, please let us know.

Have a blessed day.

Sincerely,



# Social Media Example #1

Hi, Mary.

Thank you for your message. You can learn more about our mission at [www.\[organizationwebsite\].org](http://www.[organizationwebsite].org).



**FRAUD ALERT:**

A person identifying himself as [REDACTED] has attempted to defraud individuals by claiming an affiliation with [REDACTED]. This person has no affiliation with [REDACTED] or any member agency.

**Please click the Donate button only once. Do not click "back" or "refresh" on your browser. Any of these actions may result in your credit card being charged more than once.**

Select Country

State/Province\*

Select a state ▼

Zip/Postal Code\*

**DONATE**

Cancel this gift

Give Online:

1. SELECT A GIFT > 2. GIFT DETAILS > 3. PERSONAL INFORMATION > 4. PAYMENT INFO

Thank you for choosing to give to

This tool helps you:

- Make gifts of any size using a credit card
- Make gifts in honor or in memory of someone
- Make gifts jointly with a spouse

Select a School or Division

Select a designation

Select a Gift Type

Gift Amount

NEXT »

Arts and Sciences

Select one

A&S Center for Science & Society

Alliance Program (Columbia-Paris)

American NGOs Coalition for the International Criminal Court (AMICC)

Architecture, Planning and Preservation (GSAPP), Graduate School of Arts and Sciences

--Department of Astronomy

--Department of Art History and Archaeology

--Department of Classics

--Department of East Asian Languages & Cultures

--IMJS: Japanese Cultural Heritage Initiatives

--Department of Economics

--Department of English and Comparative Literature

--Department of French and Romance Philology

--Department of Germanic Languages

--Department of History

--Department of Italian

--Department of Middle Eastern, South Asian, and African Studies

--Department of Music

--Department of Philosophy

--Department of Physics

--Department of Political Science

--Department of Psychology

--Department of Religion

--Department of Slavic Languages

--Department of Sociology

--Department of Spanish and Portuguese

--Donald Keene Center of Japanese Culture

PRIVACY POLICY

All information entered into this form is secure and private.

View our privacy policy >

NEED HELP?

If you have any problems with this form—technical or otherwise—please contact

QUESTIONS | CONTACTS | COLLEGE

2007

--East Central European Center	
--Committee on Global Thought	
--Harriman Institute	
--Institute for Comparative Literature and Society	
--Institute for Israel and Jewish Studies	
--Wallach Art Gallery	
Arts, School of the	
Athletics	
Business School	
Center for New Media Teaching and Learning (CCNMTL)	
Columbia College (CC)	
--Columbia College Student Affairs	
--Columbia College Student Emergency Fund	
--Columbia College Today	
--Double Discovery Center	
--Senior Fund	
Columbia Entrepreneurship	
Columbia Global Centers	
Columbia Magazine	▲
Columbia University Medical Center	
--Adolescent Health Uganda Fund	
--Department of Anesthesiology	
--Bone Marrow and Blood Diseases	
--Breast Cancer Program	
--CARING at Columbia	
--Celiac Disease Center	
--Center for Bioethics	
--Center for Family and Community Medicine	
--Center for LAM & Rare Lung Diseases	
--Center for Radiological Research	
--Center for Translational Immunology	
--Columbia Center for Children's Environmental Health (CCCEH)	
--Columbia Heart Valve Center	
--CUMC P&S/Clinical Genetics	
--Department of Dermatology	
--Department of Dermatology	
--Department of Medicine	
--Department of Neurology	▼
--Department of Neuroscience	▲
--Department of Ophthalmology	
--Department of Pediatrics	
--Division of Hematology/Oncology	
--Division of Pediatric Cardiology	
--Electromyography Laboratory	
--Endocrine Surgery	
--Hematology, Oncology and Stem Cell Transplantation	
--Institute for Genomics and Systems Biology	

- Herbert Irving Comprehensive Cancer Center
- IFAP Dominican Family Health Program
- Infectious Diseases
- Institute of Cancer Genetics
- Institute of Human Nutrition
- IFAP Global Health Program
- Lung Transplant Program
- Lyme and Tick-Borne Diseases Research Center
- Medical and Graduate Education Building - Campus Revitalization
- Medical School Administration
- Naomi Berrie Diabetes Center

--Division of Nephrology

- Genomics of IgA-related Disorders in Kids
- Department of Obstetrics-Gynecology
- Department of Orthopedic Surgery
- Department of Otolaryngology
- P&S Department of Pediatrics
- P&S Department of Pediatrics
- P&S Genetics
- Pancreas Center
- Pediatric Allergy and Immunology
- Pediatric Blood and Marrow Transplantation
- Pediatric Brain Tumor Research
- Pediatric Cardiology
- Pediatric Child and Adolescent Health
- Pediatric Clinical Genetics
- Pediatric Critical Care Medicine

--Pediatric Infectious Diseases

--Pediatric Neonatology/ Perinatology

- Pediatric Nephrology
- Pediatric Oncology
- Pediatric Orthopaedic Surgery
- Pediatric Pulmonology
- Pediatric Rheumatology
- Pediatric Surgery Research
- Pediatrics
- Wung Respiratory
- Program in Narrative Medicine
- Department of Psychiatry
- Department of Radiology
- Spinal Muscular Atrophy Clinical Research Center
- Stem Cell Initiative
- Surgery -- Colorectal
- Surgery -- Adult Cardiac
- Surgery -- John Jones Surgical Society
- Surgery -- Plastic & Reconstructive
- Surgery -- Thoracic
- Surgery -- Vascular

--Taub Institute	
--The Center for Lymphoid Malignancies	
--Transplant Initiative	
--Department of Urology	
--Weinberg Family Cerebral Palsy Center	
CU Arts	
CUMC Transplant Initiative	
Dental Medicine, College of	
Department of Radiation Oncology	
Earth Institute	
Engineering and Applied Science (SEAS), The Fu Foundation School of	
General Studies, School of	
Hispanic Institute	
Injury Free Coalition	
Institute for the Study of Human Rights	
Institute of Latin American Studies	
International Research Institute for Climate and Society	
Iranian Studies, Center for	
Journalism, Graduate School of	
Lamont-Doherty Earth Observatory	▲
Law (CLS), School of	
Libraries	
Maison Francaise	
Miller Theatre	
Morningside - Health Services	
Nursing, School of	
Occupational Therapy	
Physical Therapy	
Physicians and Surgeons, College of	
--Department of Cardiology	
--Department of Orthopedic Surgery	
--Pathology	
--Physiology and Cellular Biophysics	
--Prenatal Pediatrics Fund	
--Rehabilitation Medicine	
Physicians and Surgeons, College of	
Public Health (MSPH), Mailman School of	
--Center for Infection and Immunity	
--Climate and Health Program	▼
Public Health (MSPH), Mailman School of	▲
--Center for Infection and Immunity	
--Climate and Health Program	
Rheumatology	
School of International and Public Affairs	
--SIPA Center on Global Energy Policy	
--School of International and Public Affairs Annual Fund Gifts	
--SIPA Center for Development Economics and Policy	

--School of International and Public Affairs Annual Fund Gifts  
--SIPA Center for Development Economics and Policy  
School of Professional Studies  
SEAS Class of 2013 Senior Fund  
Social and Economic Research and Policy, Institute of (ISERP)  
Social Work, School of  
Sociomedical Sciences  
Target ALS  
The Institute for Research on Women, Gender, and Sexuality  
The Italian Academy for Advanced Studies in America  
University Seminars  
University-Wide/Unrestricted  
**WKCR Radio**  
Zuckerman Mind Brain Behavior Institute

# So...which one??

## 2. Emotion

---

Donors are not all logic and  
reason.





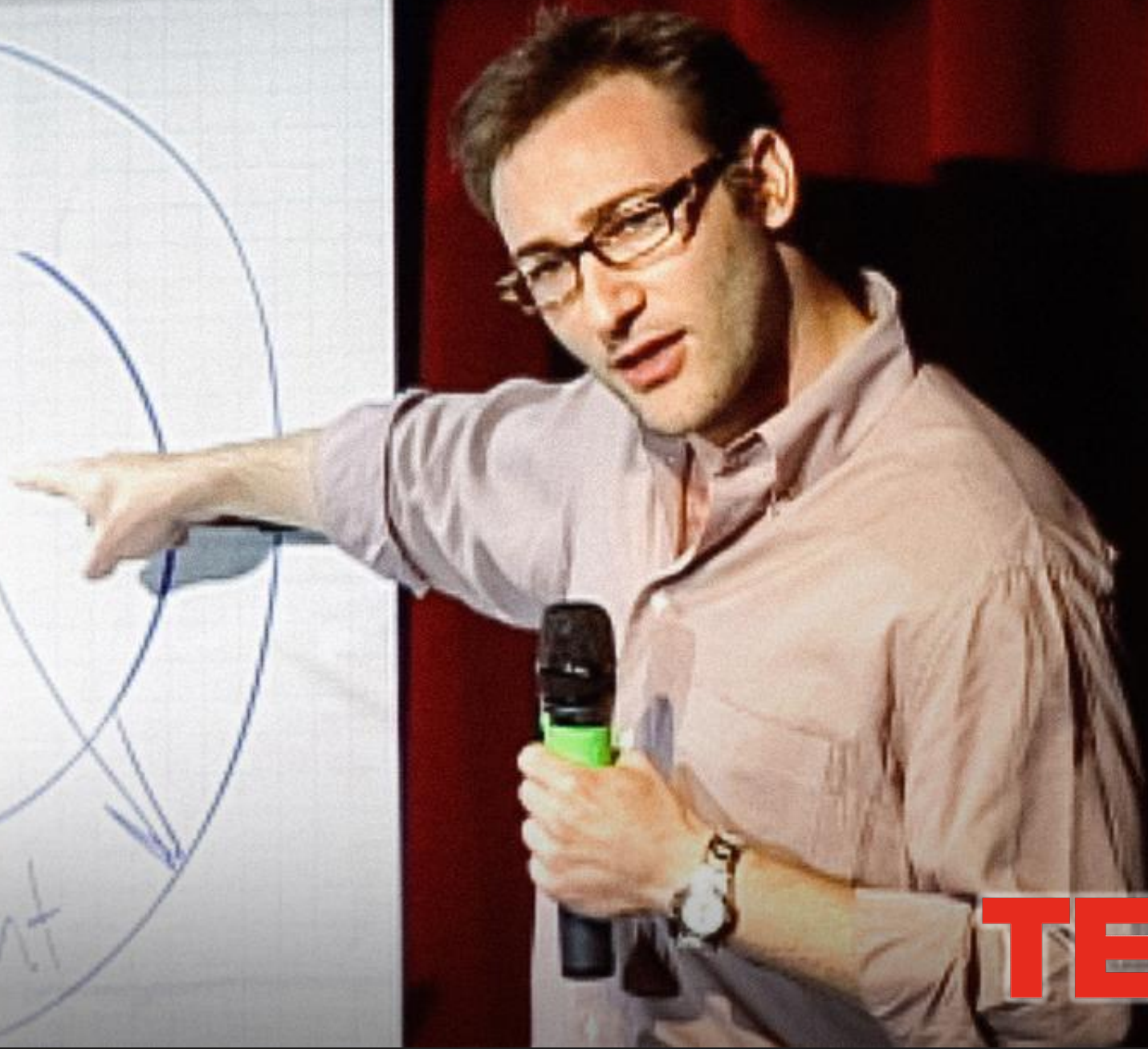


**“We are not thinking machines that feel;  
rather, we are feeling machines that think.”**

Antonio Damasio, Neuroscientist  
University of Southern California

*We spend so much time trying to  
communicate to the  
CONSCIOUS MIND  
that we forget to consider the  
messages we are  
unintentionally sending to the  
SUBCONSCIOUS MIND.*





**TED**

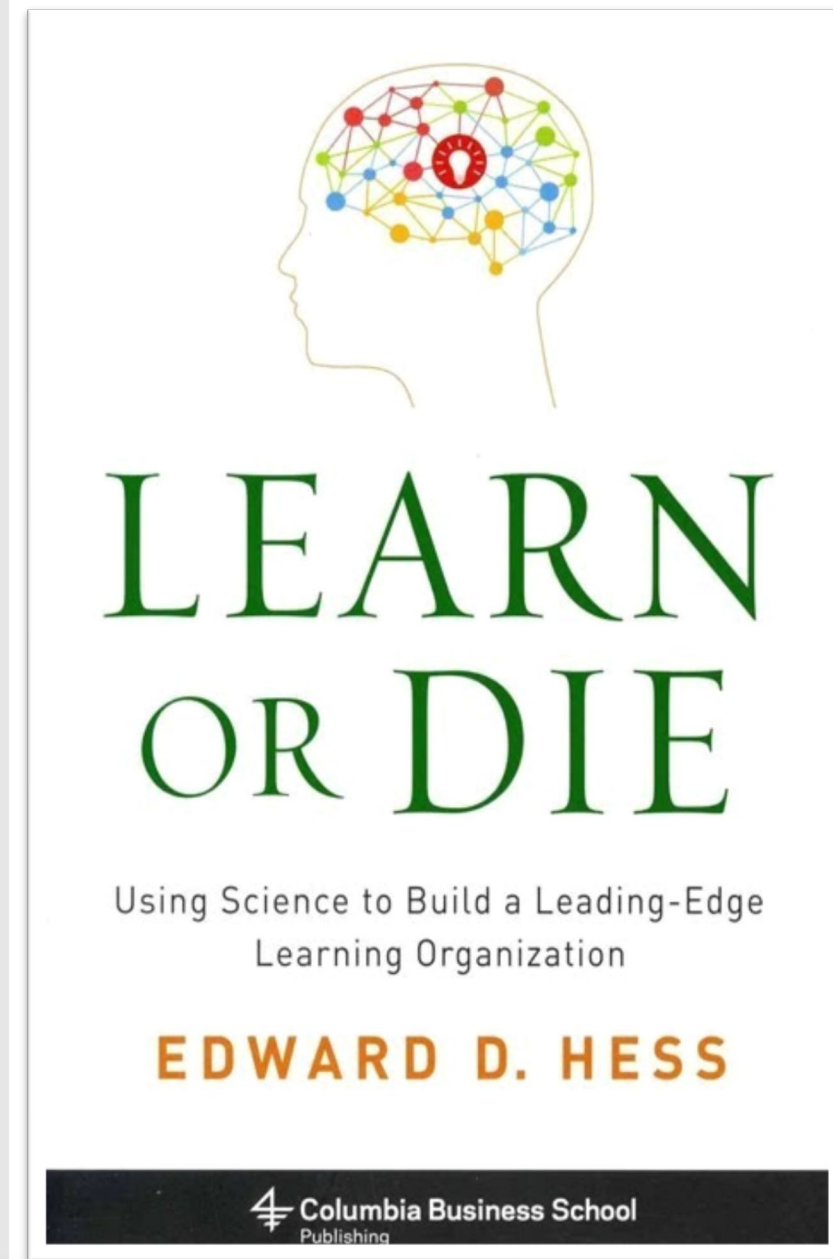
*“The limbic brain is responsible for all of our feelings, such as trust and loyalty. It is also responsible for all human behavior and all our decision-making, but it has no capacity for language.”*

*-Simon Sinek*  
*Start With Why*



# ***Learn or Die*** by Edward D. Hess

“Research has shown that **emotion** and **cognition** jointly contribute to the control of mental activities and behavior...thus, when it comes to making decisions, we should be considering the interaction of our cognition and our emotions”



# 3. Clarity

---

*“Clarity trumps  
persuasion.”*

*-Flint McGlaughlin*



## Meeting the most pressing needs



The children, families and communities you help with a donation to  have varying needs and concerns. Help us to meet those needs as they develop and change.

Donation Amount

Need any help? **Talk to a live agent now**



## Whatever Your Why, Thank You!

Life is why the  exists.

For the littlest baby and the oldest grandparent, you can change and even save their life. With your donation today, you are why families will stay together after  threatens to tear them apart.

**Yes, I want to be the reason why.**

► How would you like to donate?



ONE-TIME GIFT



MONTHLY GIFT

► What type of gift would you like to give?



GENERAL



HONOR



MEMORIAL

► How much would you like to give?

\$40

\$60

**\$100**

\$250

Other



From This



To This



We can't get people to give unless we first get them to care.

Getting people to care.

Theory #1: Apathy



# Theory #1: Apathy

“People *don't* care.”



**Do we experience  
apathy from our  
donors?**

**Yes, all the time.**



### Triggered

Open rate  
**45.70%**

Click-through rate  
**10.75%**

Click-to-open rate  
**23.52%**

Unsubscribe rate  
**0.58%**

Spam rate  
**0.06%**



### Autoresponder

Open rate  
**34.80%**

Click-through rate  
**6.56%**

Click-to-open rate  
**18.85%**

Unsubscribe rate  
**0.37%**

Spam rate  
**0.03%**



### Newsletter

Open rate  
**22.83%**

Click-through rate  
**3.48%**

Click-to-open rate  
**15.26%**

Unsubscribe rate  
**0.21%**

Spam rate  
**0.02%**



Triggered

54.30%

Open rate

~~45.70%~~

89.25%

~~Click-through rate~~

~~10.75%~~

76.48%

~~Click-to-open rate~~

~~20.52%~~

Unsubscribe rate

0.58%

Spam rate

0.06%



Autoresponder

65.20%

Open rate

~~34.80%~~

93.44%

~~Click-through rate~~

~~6.56%~~

81.15%

~~Click-to-open rate~~

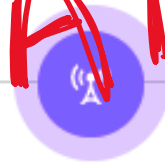
~~10.85%~~

Unsubscribe rate

0.37%

Spam rate

0.03%



Newsletter

77.17%

Open rate

~~22.83%~~

96.52%

~~Click-through rate~~

~~3.48%~~

84.74%

~~Click-to-open rate~~

~~15.26%~~

Unsubscribe rate

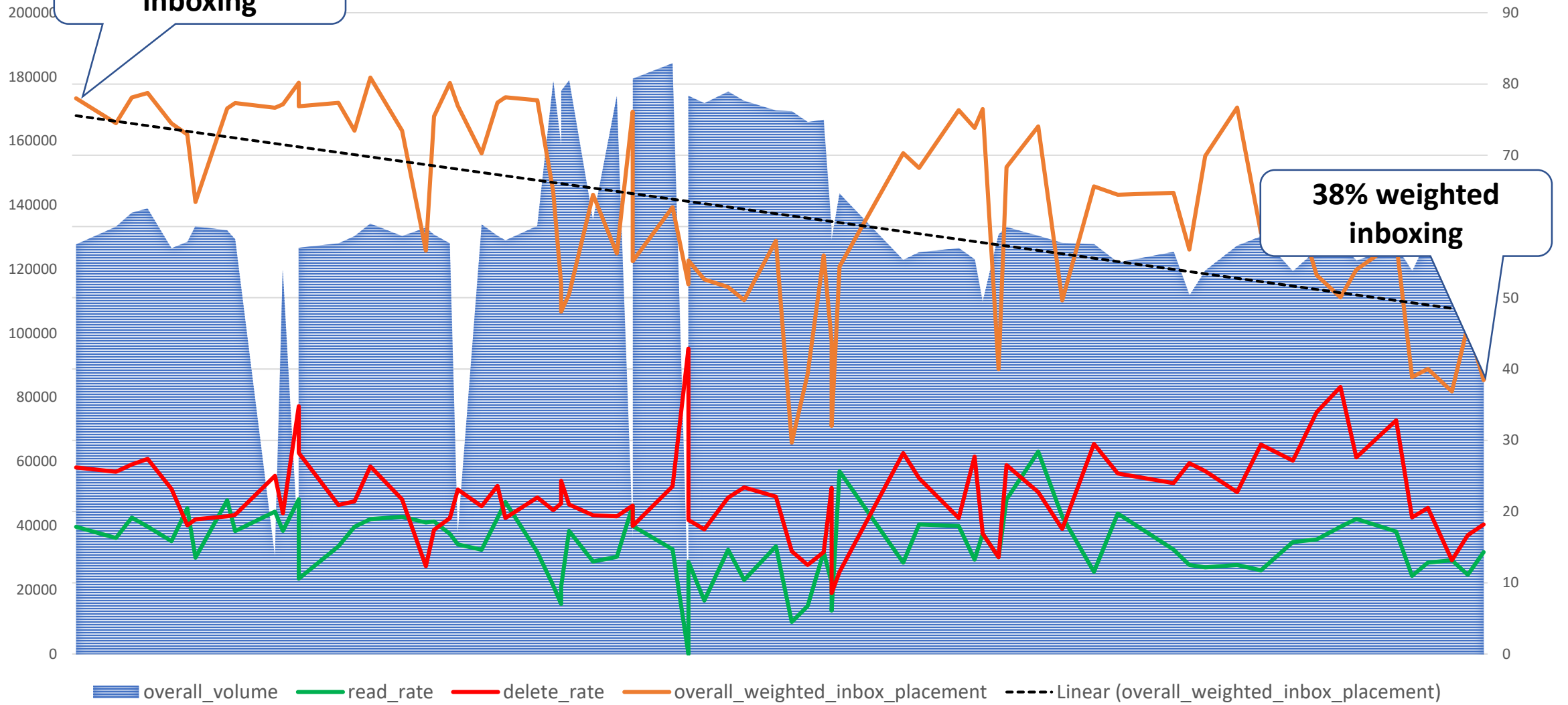
0.21%

Spam rate

0.02%

DON'T CARE RATE

## EFFECTS OF POOR EMAIL HYGIENE OVER TIME



Apathetic

**Strategy:** Let them go.



Getting people to care.  
Theory #2: Egoism



## Theory #2: Egoism

“People *only* care about themselves.”





**KEEP  
CALM  
IT'S ALL  
ABOUT  
ME**



“The punters know that the horse named  
Morality rarely gets past the post,  
whereas the nag named  
Self-interest always runs a good race.”  
- Gough Whitlam





# Let's look at an experiment




# How Do We Get More Donors?


## Version A



**Hillsdale College**  
Sponsored · 

 Like Page

Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.





Make your donation now »


Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.


[SECURE.HILLSDALE.EDU](#)

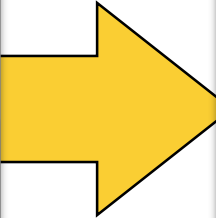
Learn More

 Like

 Comment

 Share

 Buffer



Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding—even indirectly in the form of student grants or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great, and are necessary for freedom and free enterprise to flourish.
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free-market economics, the Western and American Heritage, the Great Books, and more through its free online courses which reach hundreds of thousands of people each year.
- Hillsdale can continue to publish Imprimis, its influential speech digest that shapes American opinion. Imprimis reaches more than 2.5 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events, and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Alan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

MY GIFT AMOUNT

\$25

\$50

\$100

\$250

\$500

\$

Other Gift Amount

All gifts above \$500 will receive a personalized, engraved brick on Hillsdale Library Walk. See an example.

Gift Designation \*

Area of Greatest Need

BILLING INFORMATION

First Name \*

Last Name \*

Email Address \*

Country \*

United States

Address \*

City \*

State \*

Zip Code \*

Phone

CREDIT CARD INFORMATION

Card Number \*


Exp. Month \*

Exp. Year \*

CVV \*

(Detail is vital)

Make My \$50 Gift



HILLSDALE COLLEGE

311 College St. Hillsdale, MI 49124 | Phone: (517) 437-7341 | Fax: (517) 437-8851 | [Privacy Policy](#)



# How Do We Get More Donors?

## Version B

Billy Gray and Matt Schlientz like Hillsdale College Online Courses.

**Hillsdale College Online Courses**  
Sponsored (demo) · 🌐

Like Page

Grow your understanding of America's most important founding document in Hillsdale's free "Constitution 101" course.



**CONSTITUTION 101**  
THE MEANING AND HISTORY OF THE CONSTITUTION

**Activate your free course now »**

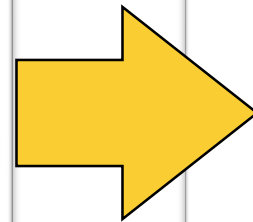
Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

HILLSDALE.EDU

Learn More

10 3 Shares

Like Comment Share Buffer



**HILLSDALE COLLEGE**

**Study the document that secures your God-given rights.**

The U.S. Constitution is the key to securing liberty for all Americans -- yet very few know exactly what it says, and what freedoms it protects. Hillsdale College is dedicating this year to educating millions of Americans about this critical document. That's why the College is offering its most popular course, "Constitution 101" for free, when you sign up now.

Hillsdale's course, Constitution 101: The Meaning and History of the Constitution, features the same professors who teach this course on Hillsdale College's campus. Hillsdale is one of the only colleges in America -- outside of the military academies -- that requires every student to take a course on the Constitution to graduate.

The course is delivered via email, with one lesson per week for 10 weeks. Each lesson features lively teaching and discussion boards, suggested readings, weekly quizzes, and more.

**Activate your free Constitution 101 course now!**

Fill out the form below and we'll immediately send your first lesson by email.

**Step 1 of 2**

Title \*  
Select

First Name \*

Last Name \*

Email \*

**Activate my course!**

**What students say**

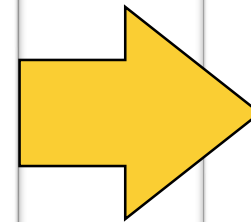
"Hillsdale College's online offerings have deepened my education and enriched my life."  
-- Fred D.

"There aren't enough words to explain. I started with "The Federalist Papers" with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."  
-- Danny G.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
-- John C.

**HILLSDALE COLLEGE**

33 E. College St. Hillsdale, MI 49242 | Phone: (517) 437-7341 | Fax: (517) 437-3923 | [Privacy Policy](#)



**Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!**

You'll receive your first lecture in your inbox in just a few minutes (it takes a second to send it to you).

**We are often asked -- why does Hillsdale offer this course for free?**

Here are three important reasons:

- It is concerning that most Americans complete their education with little to no knowledge of America's foundational principles.
- Every American must understand the Constitution, the Declaration of Independence--these set forth America's founding principles.
- By educating millions of Americans on our founding principles of liberty, America can begin to turn around and restore lost liberty.

Hillsdale refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) to remain truly independent.

That's why the College counts on the generosity of people like you that help to underwrite the costs of developing, producing, and distributing these courses so that more Americans can learn to understand and appreciate what made America the freest and most prosperous nation in human history.

Will you make a tax-deductible donation today to help produce and promote more free online courses?

Not only will your gift help the College cover our costs, but it will also help reach more people just like you about the underlying principles of liberty in the Constitution.

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

**Yes! I want to help Hillsdale produce more free online courses and ensure more citizens are educated about America's founding principles of liberty.**

**MY GIFT AMOUNT**

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

Other Gift Amount:

All gifts above \$250 will receive a personalized, engraved book on Hillsdale's Liberty Walk. See on request.

**BILLING INFORMATION**

First Name \*

Last Name \*

Email Address \*

Country \*

United States ☒

Address \*

City \*

State \*

Zip Code \*

Phone

**CREDIT CARD INFORMATION**

Card Number

Exp. Month \*

Exp. Year \*

CVV \*

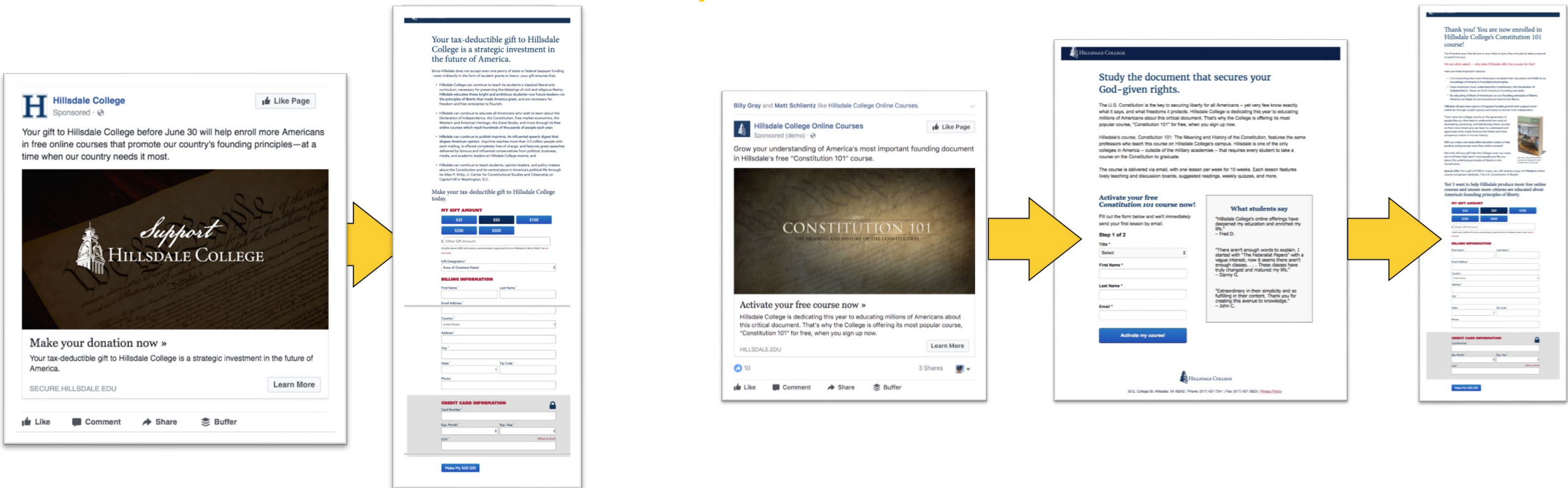
**Make My \$50 Gift**



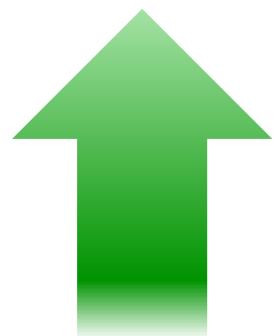
# How Do We Get More Donors?

## Version A

## Version B



# What Happened



$\infty\%$  Increase in  
**DONATIONS**

Version	S1 Click Rate	Donation Rate	Avg. Gift
Version A (2-Step)	0.41%	0.000%	\$0
Version B (3-Step)	1.26%	1.18%	\$58.33
Relative Difference	209%	$\infty$	$\infty$





*People do NOT go online to*

**GIVE**

*they go online to*

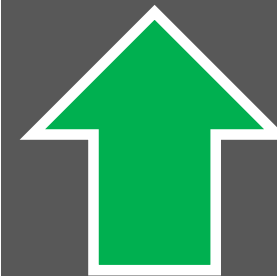
**GET**

NOT THIS

Download the free book right now and find out!

BUT THIS

Get the free book right now.



134%

In Email Signups



# Optimizing Online Ads

NOT THIS

**S** **Stanford Graduate School of Business**  
Sponsored · 🌐

Get thought-provoking ideas from 10 entrepreneurs on success, failure, and business.



**Build a Winning Business**  
10 Entrepreneurs Share Their Secrets

Learn the secrets to building a successful business.

Get the free ebook now!

The interviews in this 24-page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.


GSB.STANFORD.EDU [Learn More](#)

Like · Comment · Share · Buffer · 👍 14 📄 1

BUT THIS

**S** **Stanford Graduate School of Business**  
Sponsored · 🌐

Get thought-provoking ideas from 10 entrepreneurs on success, failure, and business.



**Build a Winning Business**  
10 Entrepreneurs Share Their Secrets

Get the brand new ebook -- free.

Get the free ebook now!

The interviews in this 24-page ebook are packed with inspiring advice and thought-provoking insights for people who are interested in launching and building their own ventures.

[Learn More](#)

Like · Comment · Share · Buffer · 👍 88 📄 1 📄 22

**146.1%**  
In Clickthrough

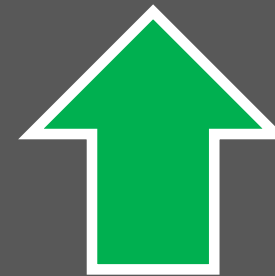


NOT THIS

Register Now!

BUT THIS

Get Instant Access ▶



42%

In Email Signups



Egotistic  
**Strategy:** Content marketing.



Getting people to care.  
Theory #3: Altruism



## Theory #3: Altruism

“People **care** about other people.”





Yale University



The Baby Lab  
Dr. Karen Wynn

# Version A



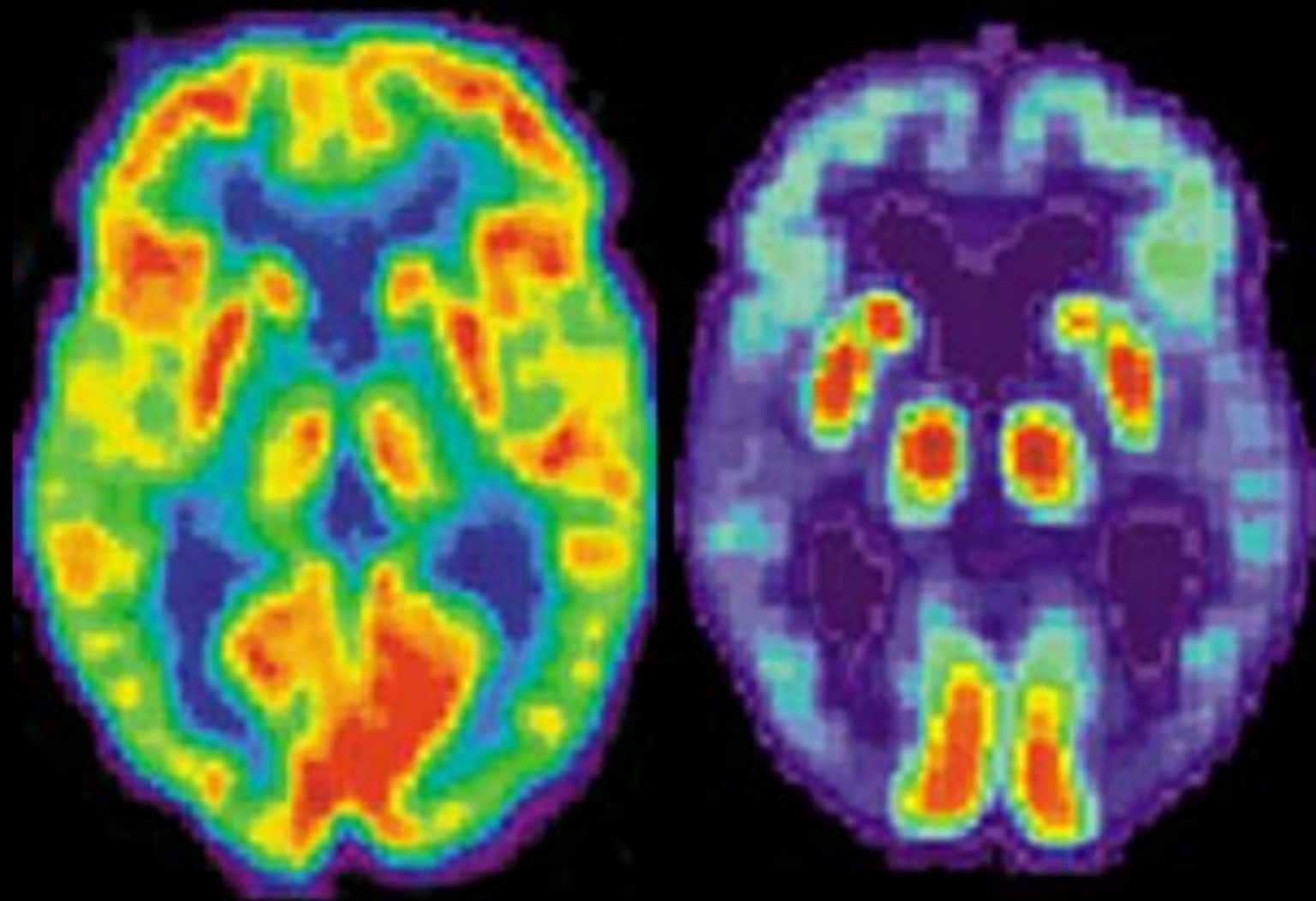
# Version B



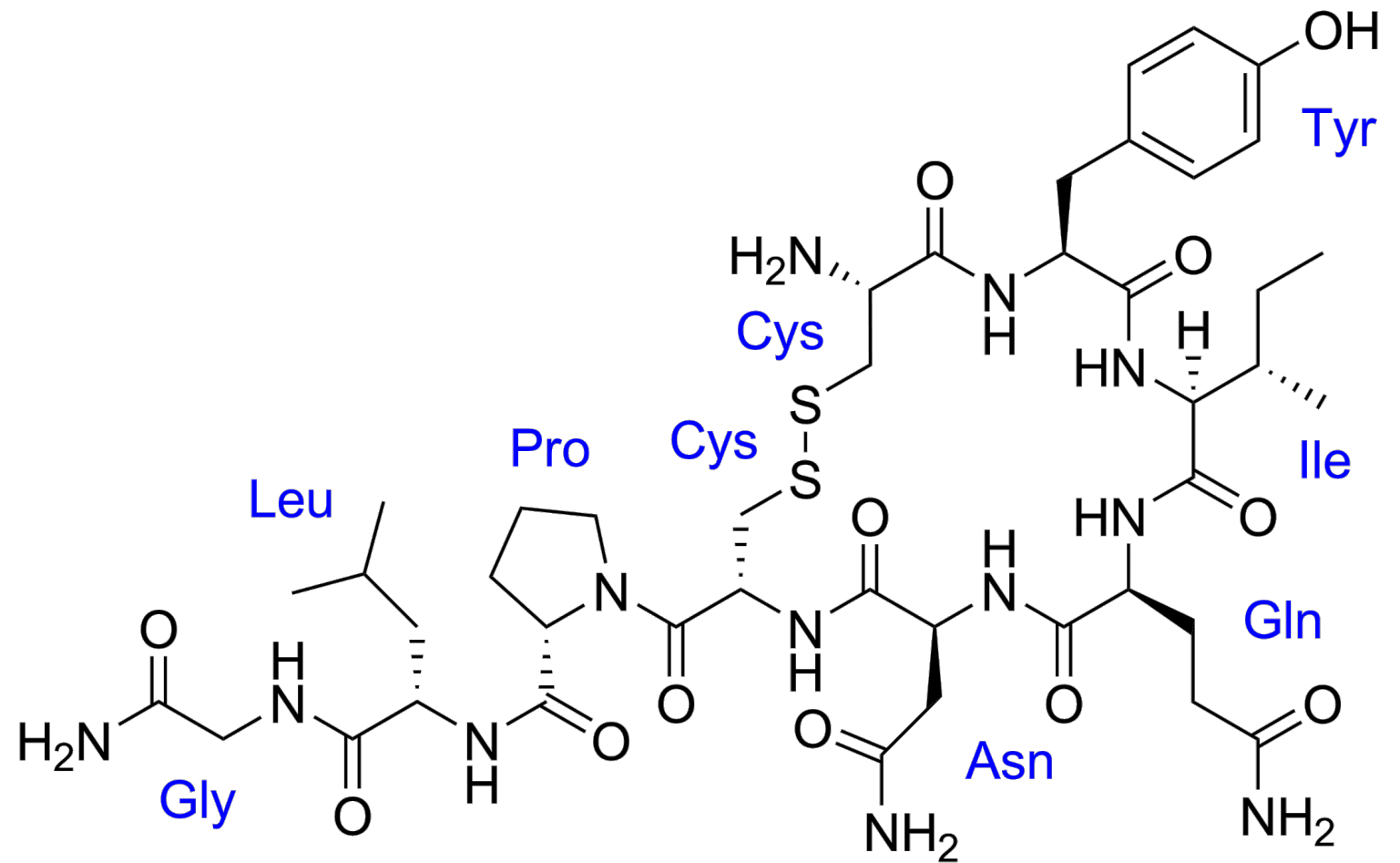


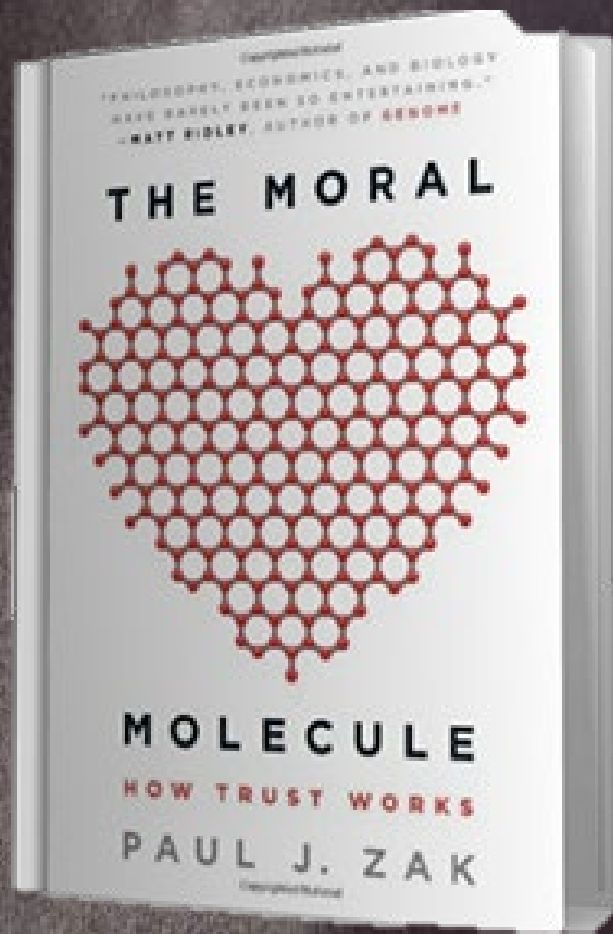


In nearly every case, the  
infant chooses the caring  
Puppet.



# Oxytocin





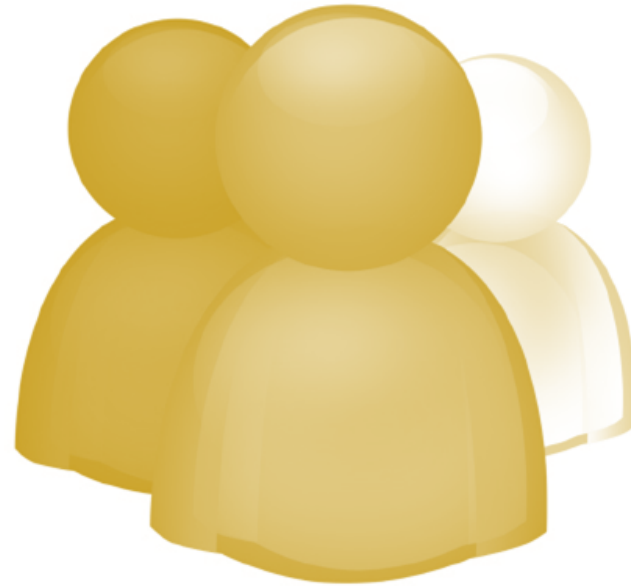
Paul J. Zak

# An Social Experiment

Volunteer  
Group A



Volunteer  
Group B



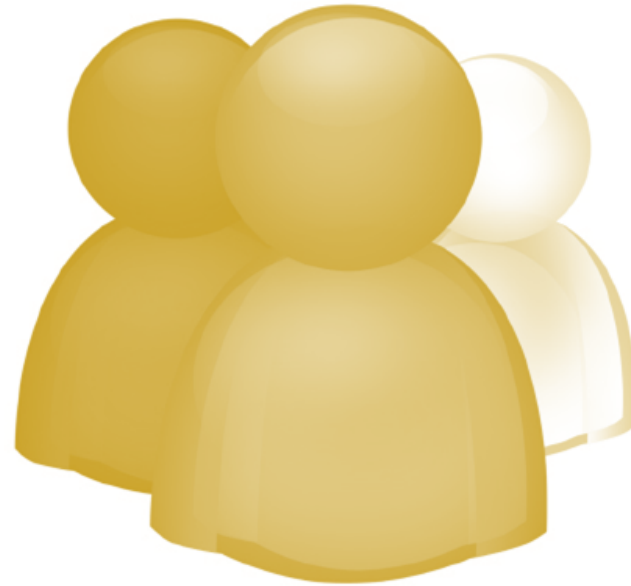
# An Social Experiment

Volunteer  
Group A



Dosed with Oxytocin

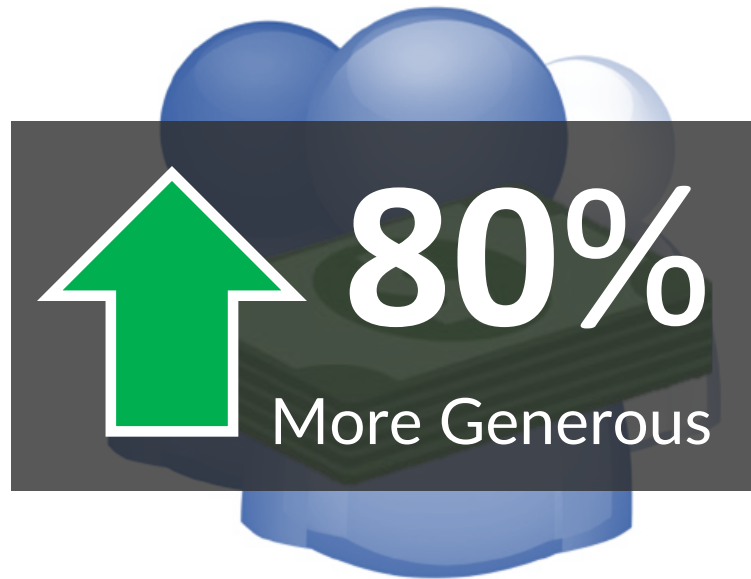
Volunteer  
Group B



Dosed with Placebo

# An Social Experiment

Volunteer  
Group A



Dosed with Oxytocin

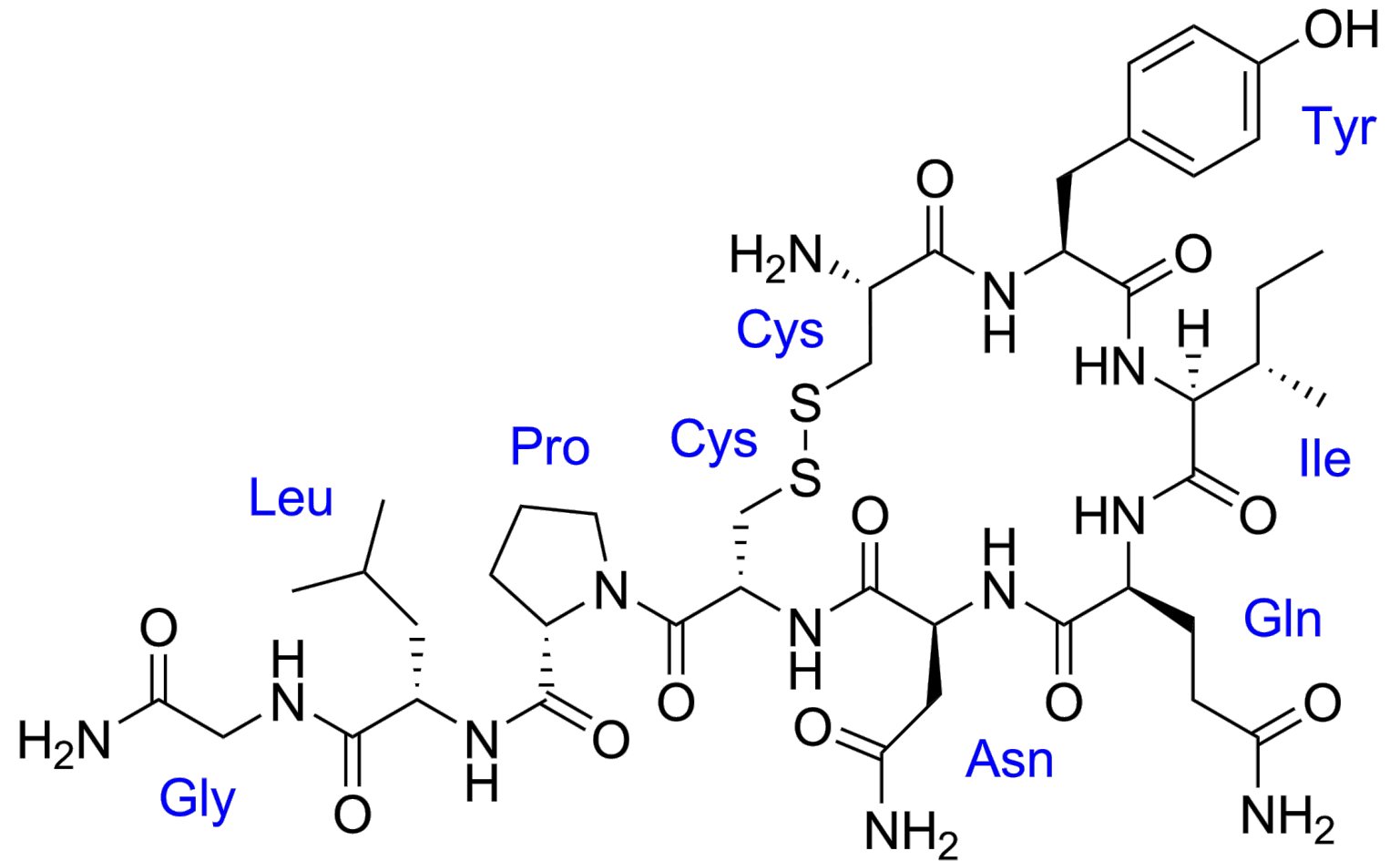
Volunteer  
Group B



Dosed with Placebo



**Oxytocin**



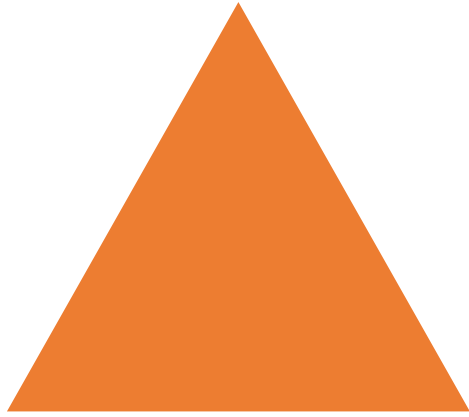
How do we activate  
oxytocin?





What did you just see?





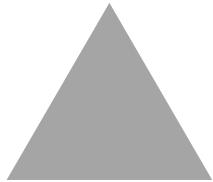
=

Bully



=

Victim



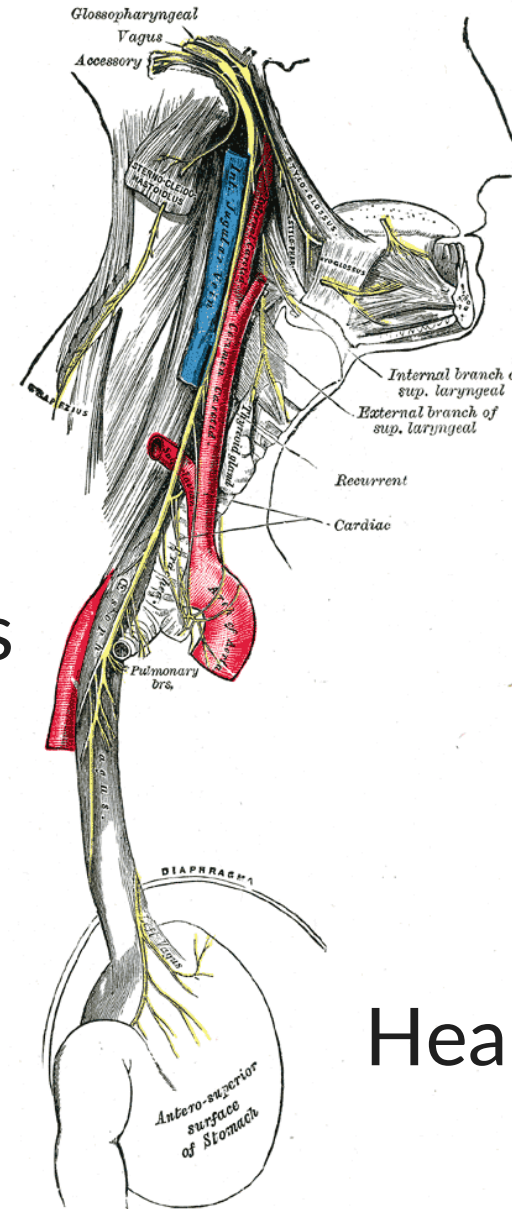
=

Hero

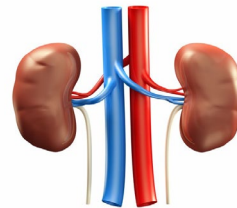
# VEGUS Nerve

---

Brain

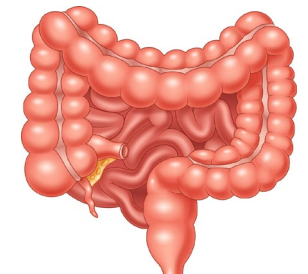


Lungs



Kidneys

Heart



Intestines

Altruists

Strategy: Tell stories.



We can activate our donor's  
biological tendencies towards  
generosity by telling  
compelling **stories**.



# A Final Experiment.



Can you **imagine**?



A top-down view of a group of people's hands and forearms stacked in a circle on a light-colored floor. The hands are of various skin tones and are wearing different colored sleeves, including a striped shirt, a blue sneaker, a plaid shirt, a yellow sleeve, a blue and white checkered sleeve, and a grey sleeve. The text is overlaid in the center of the image.

**Together, let's unleash the most generous  
generation in the history of the world**