



Year-End Fundraising 101

For Online Fundraisers



Online Fundraising Certification Training

- Email Fundraising
- Donation & Landing Pages
- Facebook Donor Acquisition

[NEXTAFTER.COM/TRAINING](https://nextafter.com/training)



THE ESSENTIAL CONFERENCE FOR ONLINE FUNDRAISING

AND DIGITAL MARKETING



THE QUEST FOR GENEROSITY

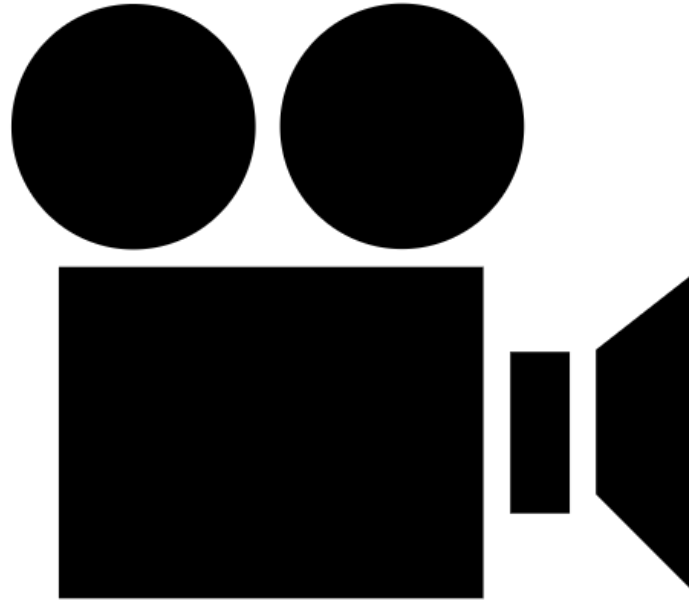
- 2 DAYS
- 16+ SPEAKERS
- 400+ FUNDRAISERS AND MARKETERS
- PRE-SUMMIT CERTIFICATION WORKSHOP
- ABSURDLY FUN NETWORKING



LEARN MORE AND GET TICKETS AT

NIOsummit.com

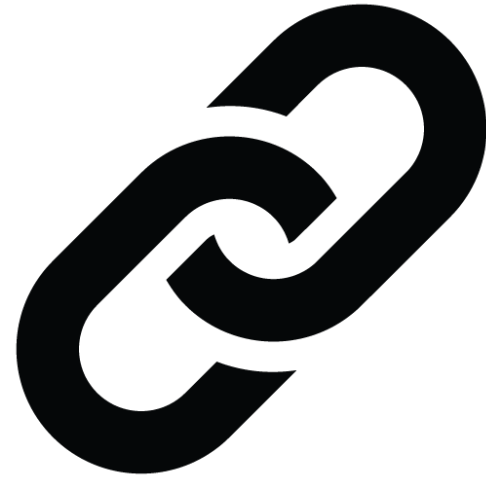
A Few Quick things...



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



A Few Quick things...



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

A Few Quick things...



We have *lots* of time for Q&A.



A Few Quick things...

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

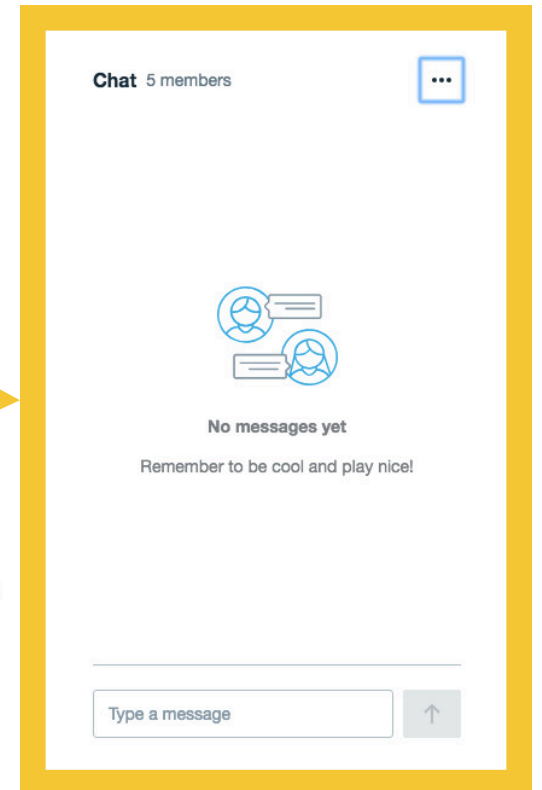
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Today's Speakers



Jon Powell

Senior Director of
Research and
Education

jon@nextafter.com

@JonPowell31



Tim Kachuriak

Chief Innovation &
Optimization Officer

tim@nextafter.com

@DigitalDonor



Research based

Year-End Fundraising

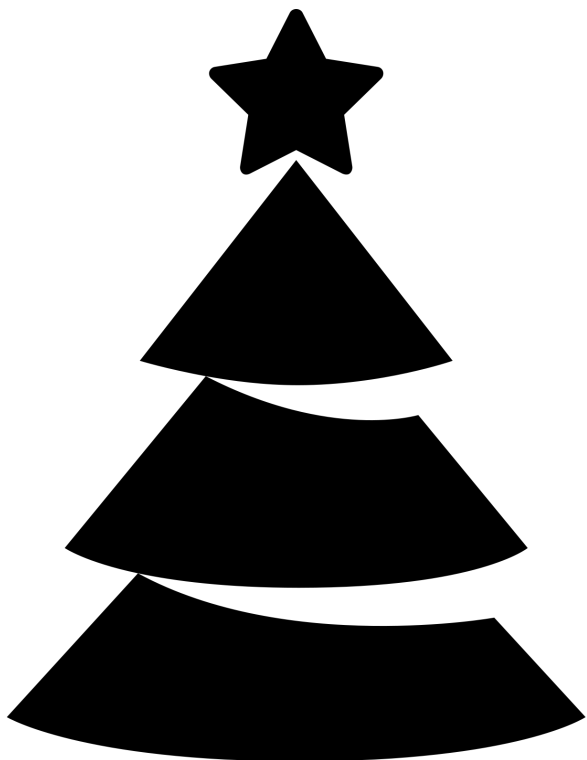
For Online Fundraisers

The 4 key linchpins to raising the most money during calendar year-end

It's the *most* wonderful
time of year!



Is it because of...



Is it because of...



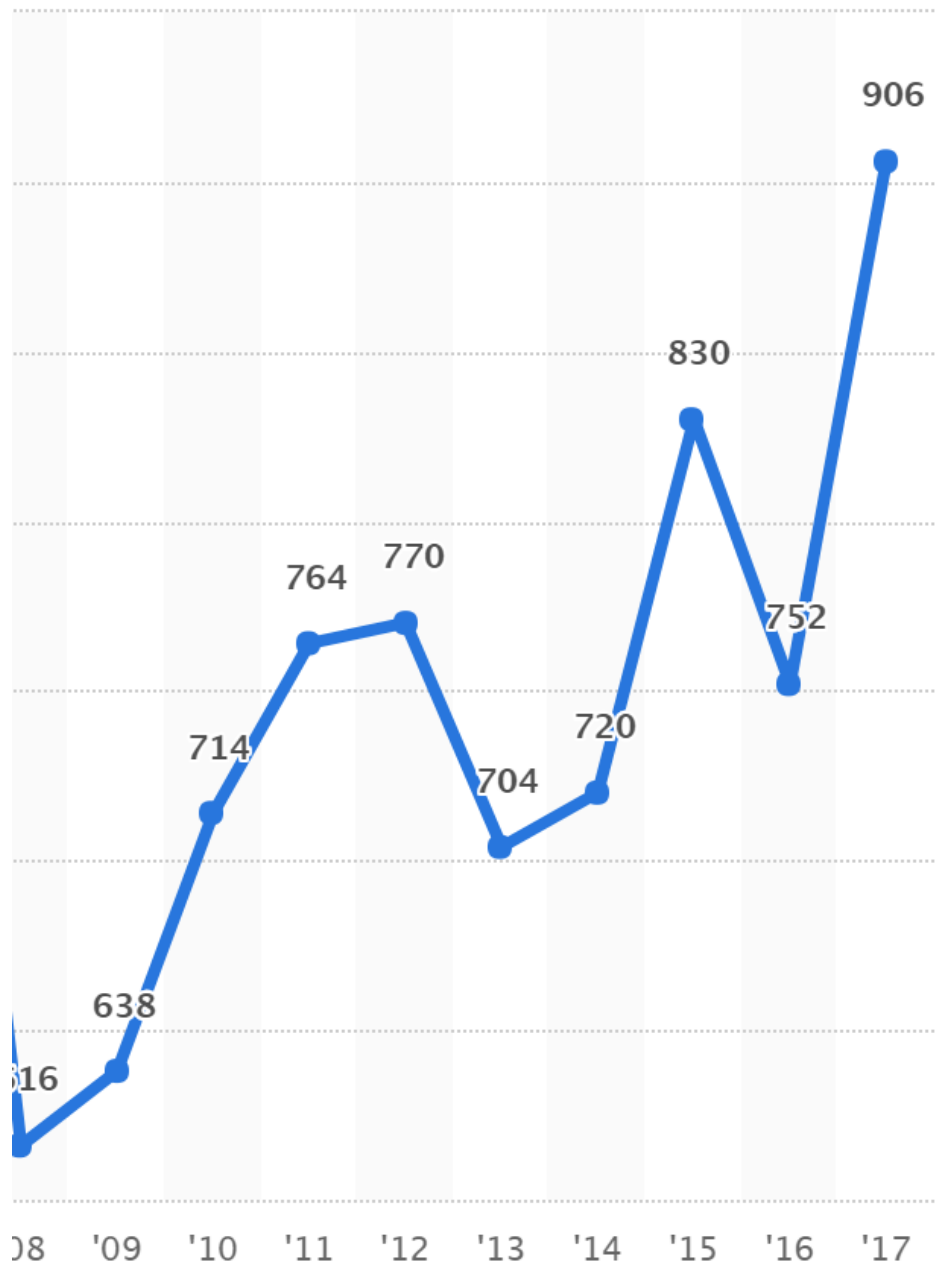
Not Entirely...



Though 90% of Americans (9 in 10) say they celebrate Christmas, only 46% of Americans say they celebrate Christmas as **primarily** a religious (rather than cultural) holiday.

But does that translate into a lack of spending?





Tis the season...
of
generosity?!?



And the for-profit world
gets it...



Tools of Generosity

- Retailers understand that they are the **TOOLS** of generosity for their buyers.
- They offer their buyers the ability to do good through deals on gifts that can be given to family, peers, and whoever else their customers value.
- In fact, the season is **SO IMPORTANT** to their world that most retailers plan for it **6 MONTHS IN ADVANCE**.



Does **your organization**
take this season as serious
as they do?



*“Pish posh... that’s THEM.
That doesn’t apply to US.”*

Are you sure about that?



CYE Giving Benchmarks

- 17 nonprofit organizations
 - Advocacy
 - Child Welfare
 - Faith-Based
 - Health & Human Services
 - Higher Education
 - Public Policy
- 2017 Online Revenue Data (Jan-Dec)
 - \$88,938,261 in total revenue
- All Data from Google Analytics

BE**N**CHMARKS

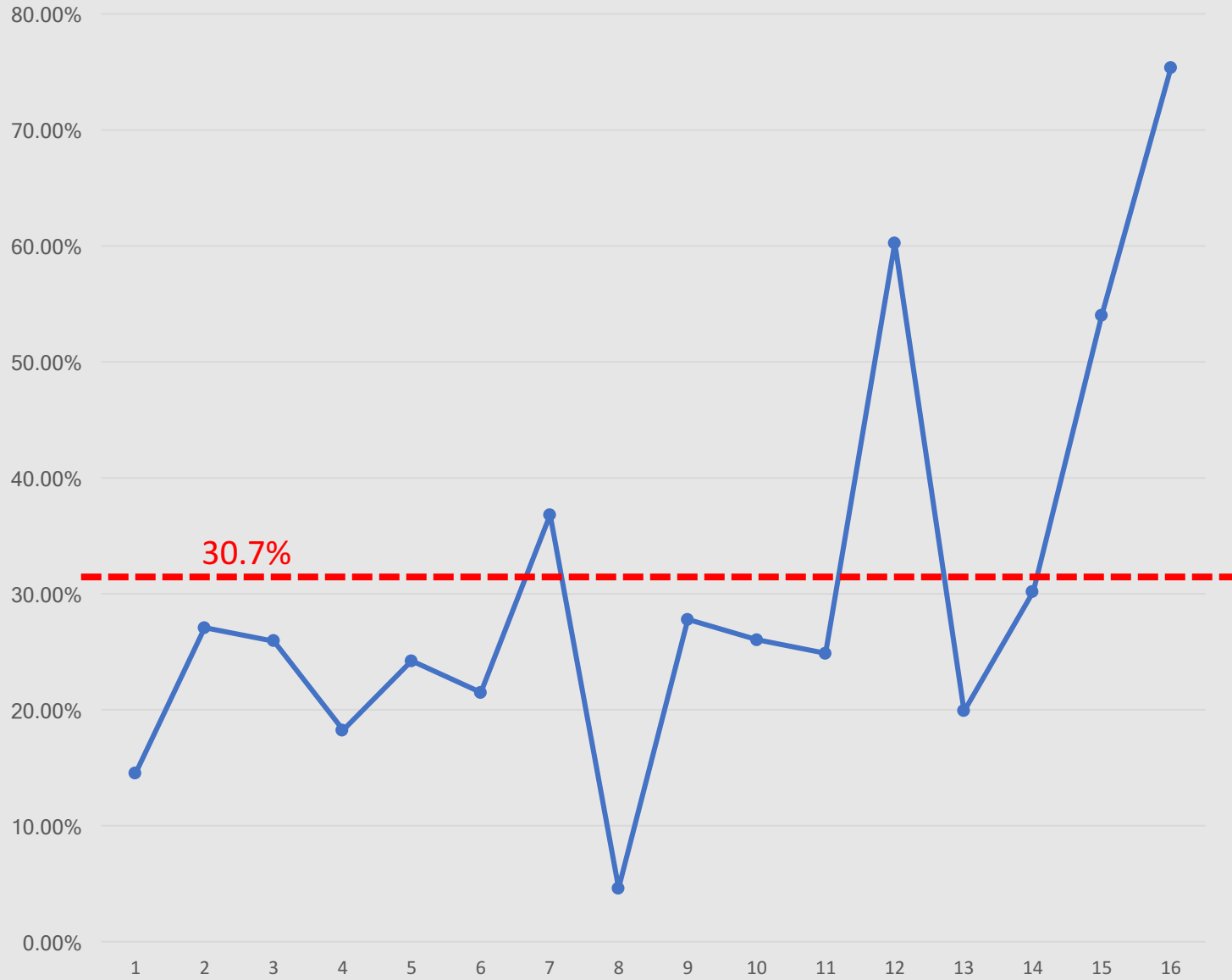


31%

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



PERCENT OF ANNUAL ONLINE REVENUE IN DECEMBER



BENCHMARKS

30.7% is the
average



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

Revenue (Broadcast Ministry)

Revenue (Advocacy)

Revenue (Child Advocacy)

Revenue (Child Welfare)

Revenue (Evangelism Ministry)



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

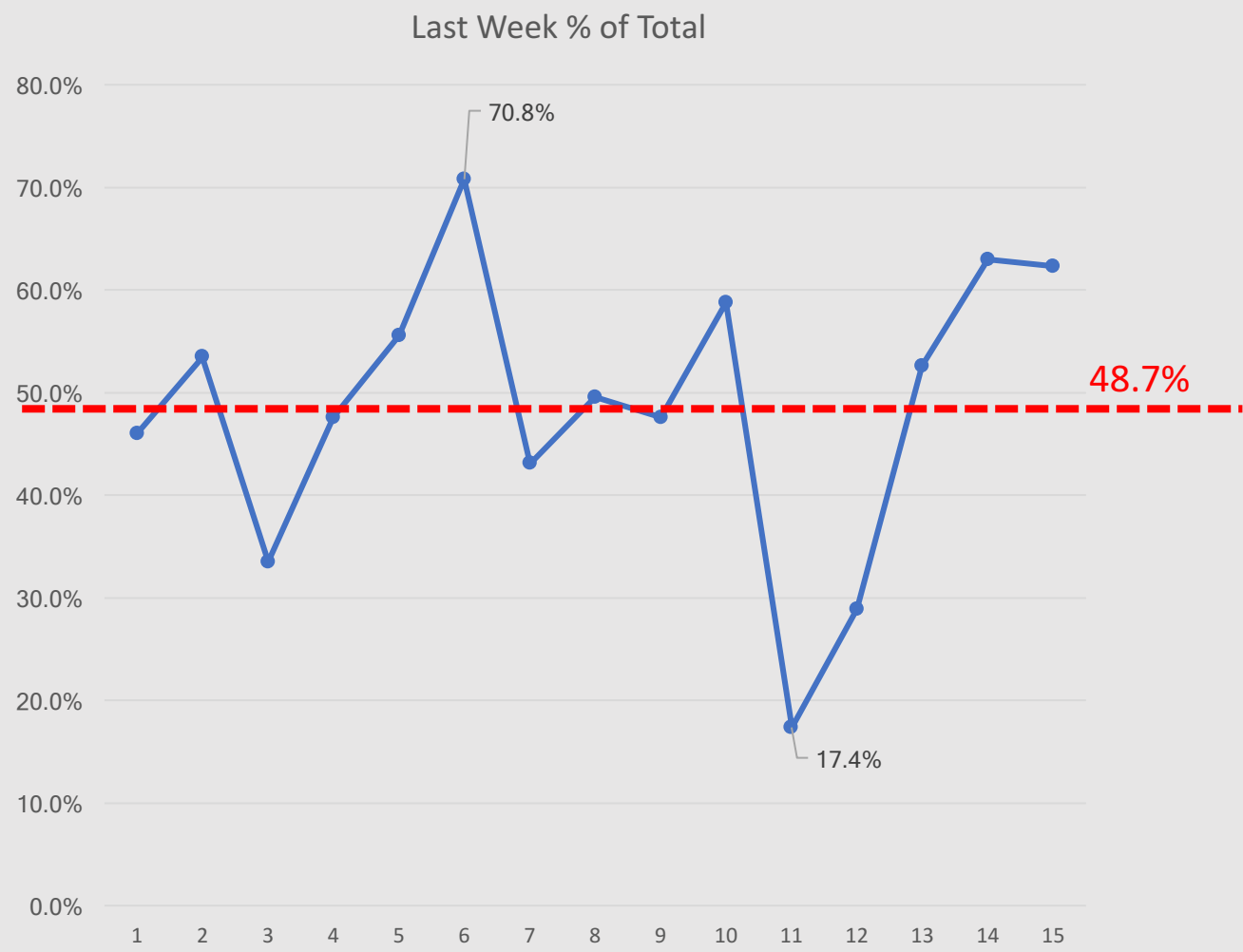
46% of CYE
Revenue comes in
AFTER
Christmas



BENCHMARKS

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

(15 Organizations in Benchmark)



The Year-End Revenue Curve (Dec 31)

16.1% of CYE

Revenue comes in

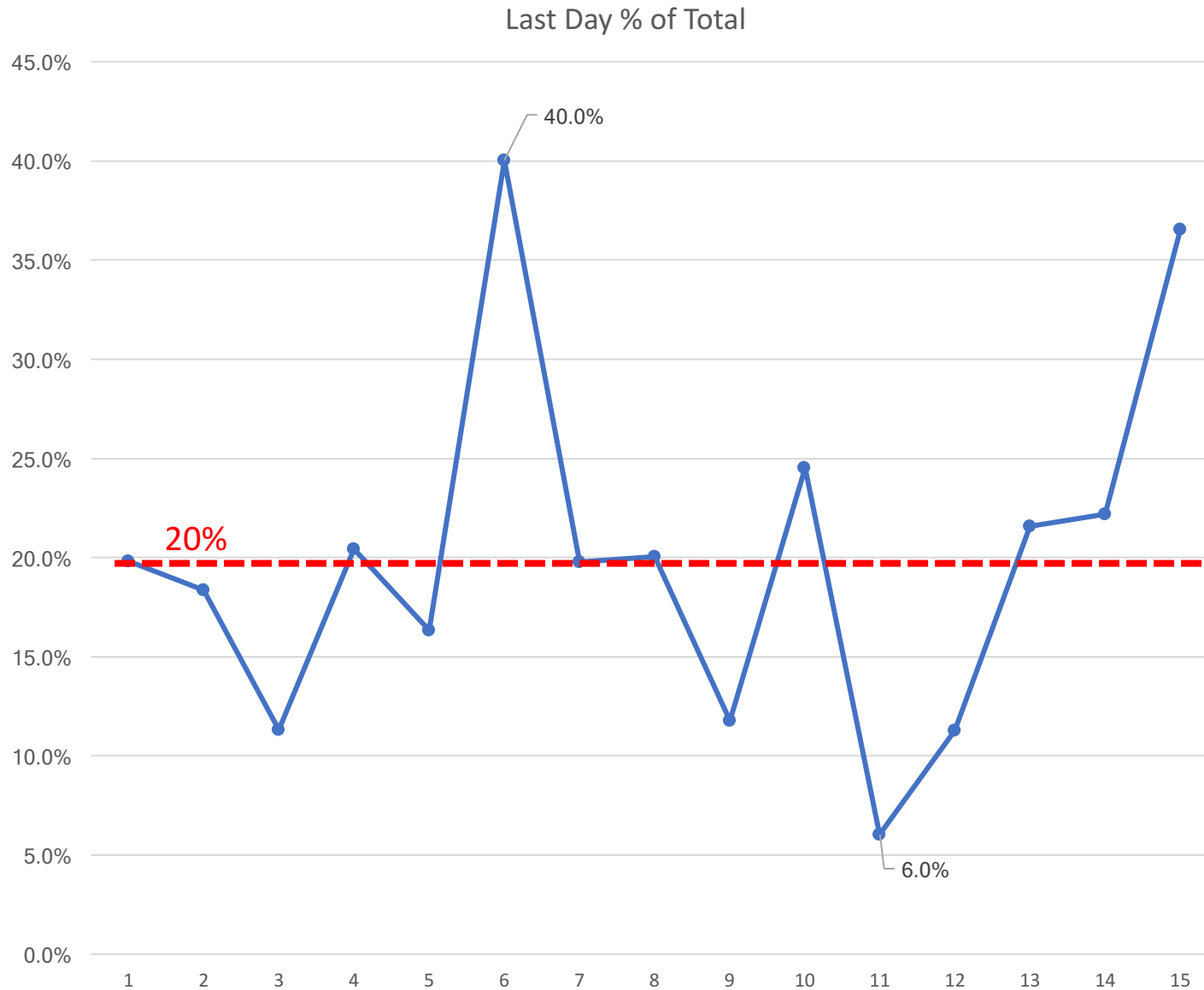
New Years Eve

Revenue

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

11/15/2016 11/17/2016 11/19/2016 11/21/2016 11/23/2016 11/25/2016 11/27/2016 11/29/2016 12/1/2016 12/3/2016 12/5/2016 12/7/2016 12/9/2016 12/11/2016 12/13/2016 12/15/2016 12/17/2016 12/19/2016 12/21/2016 12/23/2016





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

(15 Organizations in Benchmark)

In this season of generosity,
retailers empower people
to give generously to
others.



We also empower the same
people to give generously to
others...



We also empower the same
people to give generously to
others...

the only difference is the
recipient.



So how do we make sure *our recipients* don't get left off the generosity list?



Way back in 2014....



- Simulated Donor Inbox for December
- Received 15,000+ unique emails from 150+ of the largest nonprofit organizations
- Looking for answers to the following questions:
 - What days are orgs sending?
 - When are they starting their year-end campaigns?
 - How many emails are they sending?
 - When times?
 - What do most emails say? What's the



And this is what we
generally see...



#GivingTuesday / Early December

GIVE DOUBLE THE HOPE

_____ with _____

DOUBLE GOATS!



YES, PLEASE. DOUBLE MY GOATS!



Mid December...



EVERY. ANIMAL. TRIPILED.

BUT ONLY BEFORE MIDNIGHT



December 31...

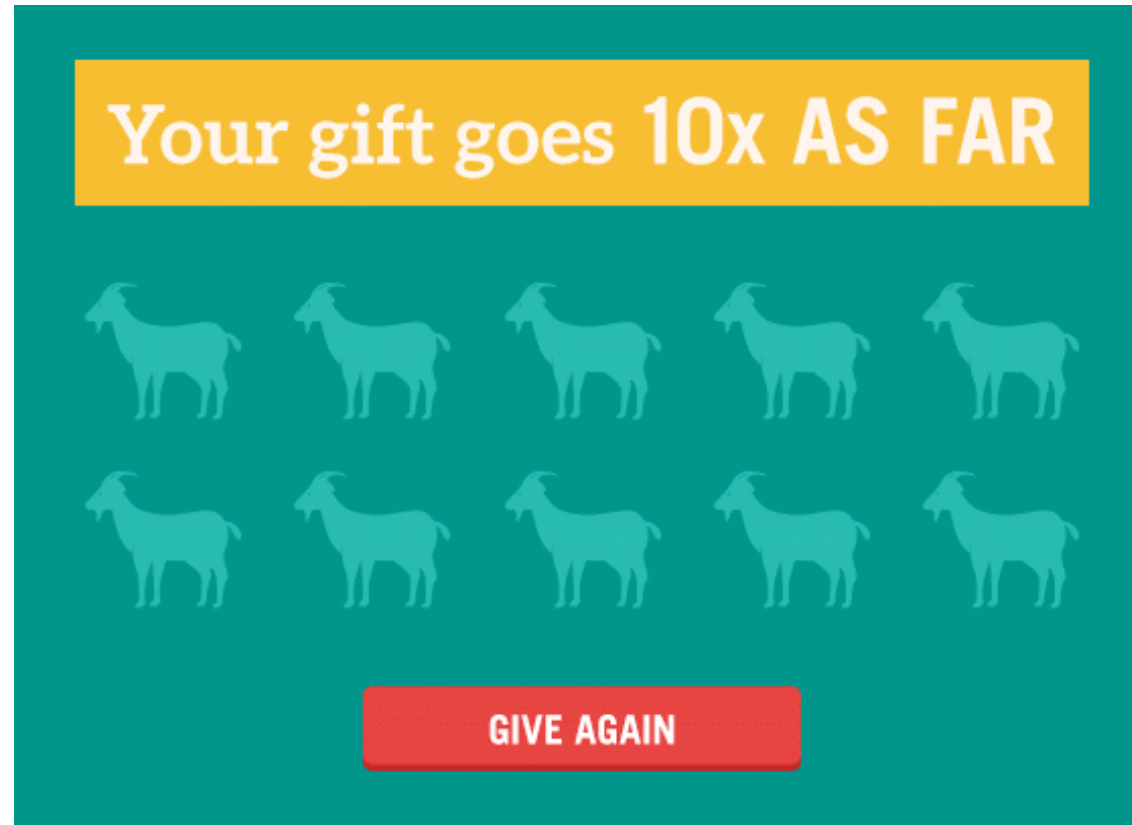
Your gift goes **10x AS FAR**



GIVE AGAIN



Start a new cycle of change today, Brendan. Every animal you give will be MATCHED times TEN.



Your gift goes 10x AS FAR

GIVE AGAIN

For every animal you give today, we can send TEN times the animals to families across the world. There's never been a better moment to make a life-changing impact — and see your generosity go 10X as far!

That means:

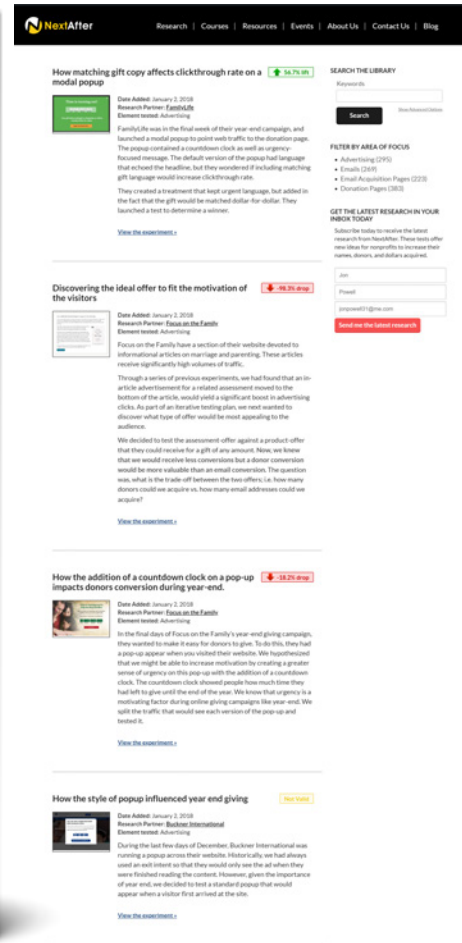
- One goat becomes TEN
- Three flocks of chicks become THIRTY
- Five heifers become FIFTY life-changing animals for families in need.



There has to be more to it
than this, right?



- 60+ Year-end specific A/B Tests spanning emails, landing (donation) pages, and ads
- 6+ years of successfully executed year-end campaigns for large non-profit organizations spanning multiple verticals
- Hand-review of 15,000+ real year-end email appeals from 150+ non-profit organizations (Since 2014 -4 years of data to date)



Our Goal:

To help you understand what it takes to get on your donor's online year-end generosity list without having to rely completely on just some massive match campaign.



All so we can help you achieve this...



195%
Calendar Year-end Revenue

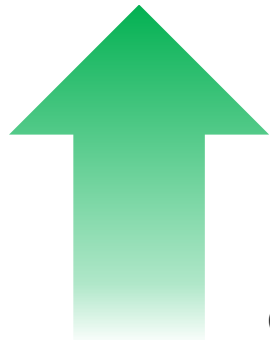
Small Organization
(Annual Budget <\$10 Million)



1,375%
Calendar Year-end Revenue

Small-Medium Organization
(Annual Budget \$20 Million)

All so we can help you achieve this..

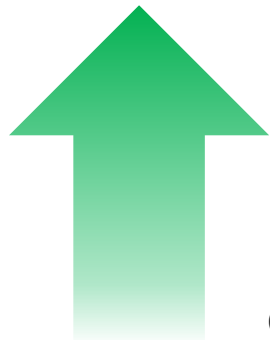


26%

Calendar Year-end Revenue



Higher Education
(Large Organization)

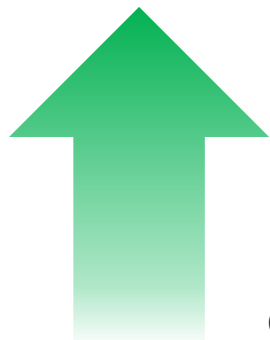


61%

Calendar Year-end Revenue



Faith-based
(Large Organization)



14%

Calendar Year-end Revenue



Private Adoption
(Large Organization)



Before we begin... what do
we mean by year-end?



Calendar Year-End Campaign

From November 15 to December 31, any communication that directly asks, or is meant to influence an ask, for donations aligned with end-of-year seasonal generosity.



So how do we make sure *our recipients* don't get left off the generosity list?



It generally starts with **four**
things...



1

You have to be like a friend
or family member to the
donor.



People give gifts to
WHO THEY KNOW
and **TRUST.**





It's like cooking a turkey

- You can't easily microwave a whole turkey.
- To do it well... you need to start well ahead of time.
- You have to attend to it throughout the cooking time.
- And once it's FINALLY cooked... you still have to cut it.



“But wait... I’ve messed up. Do I still have a chance?”



A Free Offer Donation Page



Not JUST this...

Donate Now Email



Donation Page

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the story, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario, you touch on all those values that are important to your core audience as part of that, i.e. you describe all of the elements that are part of the situation.

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

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

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

Be careful about using bullets. Some organizations can get away with it here, but you'll rarely see a storyteller use bullets when they tell a story; only business people trying to save others time use that type of approach.

You interrupted someone, and the story format is what is helping draw them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire more, then start with a "because of you" message. But if you are falling short, and need that as a driver, start with a "We need your help" type of message.

Now make your gift request. Reinforce briefly, again, how exactly their gift plays part in the narrative you've described up to now.

If there is a challenge gift, now is the time to talk about it in more detail.

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

1. Enter Your Donation Amount

This is a one-time gift for the amount above
 would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name Last Name
Address 1 City State Zip Code
Address 2
City State Zip Code
Phone Number Work/Personal/Other

Credit Card ACH Bank Account

Credit Card Number Expiration Date Verification Code

Account Number Routing Number

Your gift is going to help impact the specific changes that we already talked about. This is just a small representation.

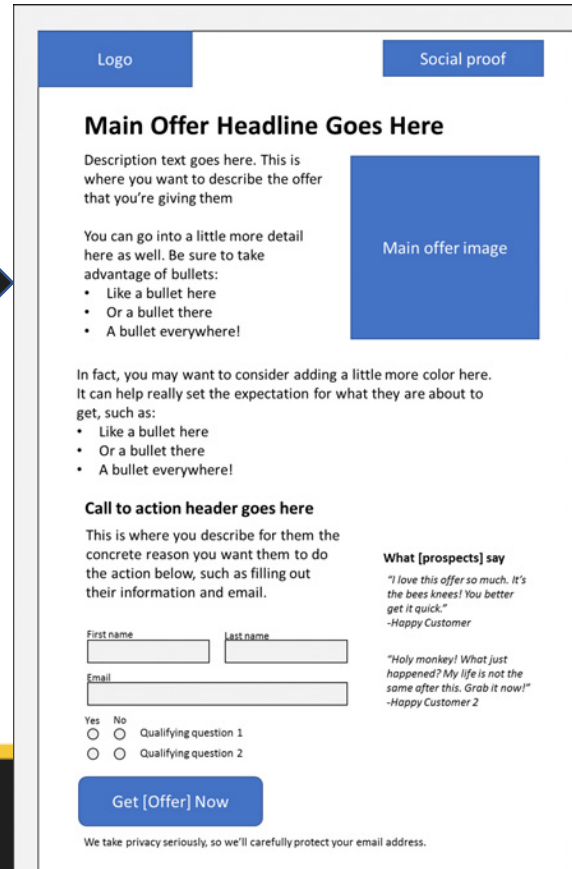


But this TOO...

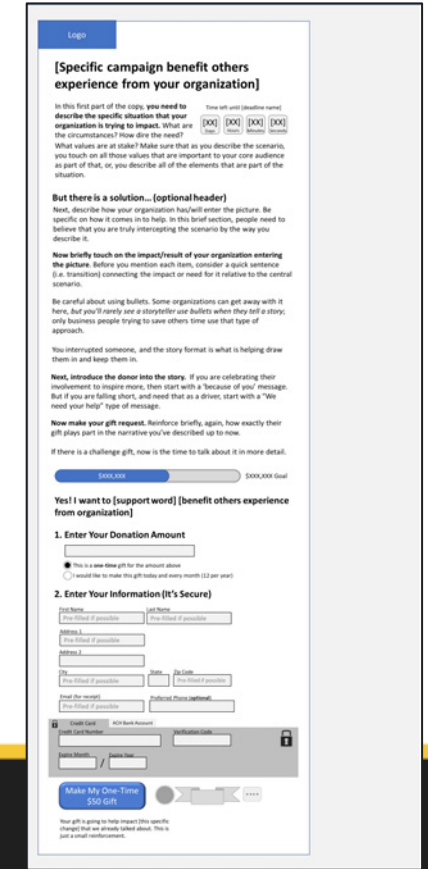
Free Offer Email



Free Offer Opt-In Page



Opt-In Confirmation and Donation Page



Even if your online year-end campaigns are on par, **this is a must-add tactic** that can help inspire greater generosity.



2

You have to be top of mind.



Question!

Do you always give to every single friend *and* family member every year?



People are pre-
disposed to give to
those **that are present** in
their lives.



But wait...



What about this?!

We will each receive an average of 412
commercial emails this December.

Source: <https://www.marketingcharts.com/industries/media-and-entertainment-36280>

Being top-of-mind online
means cutting through the
clutter in email.

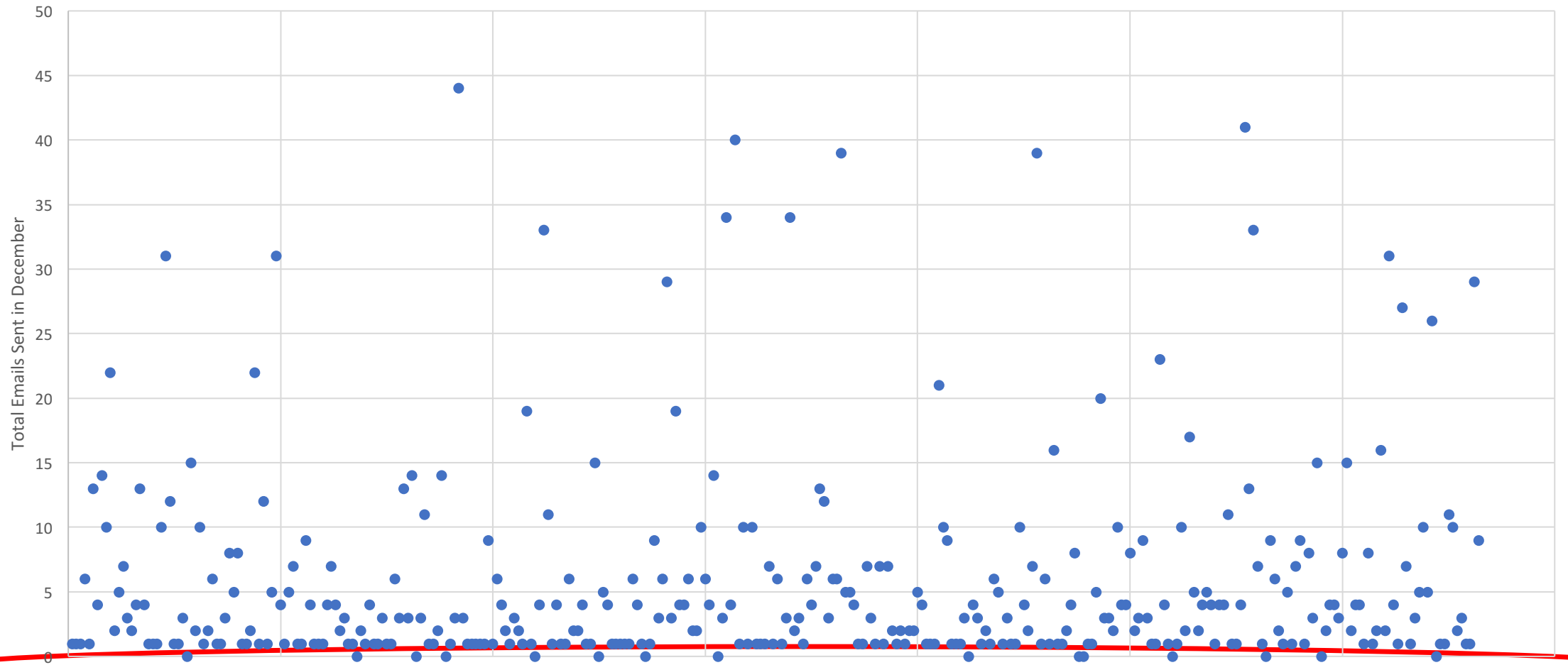


Staying top of mind online

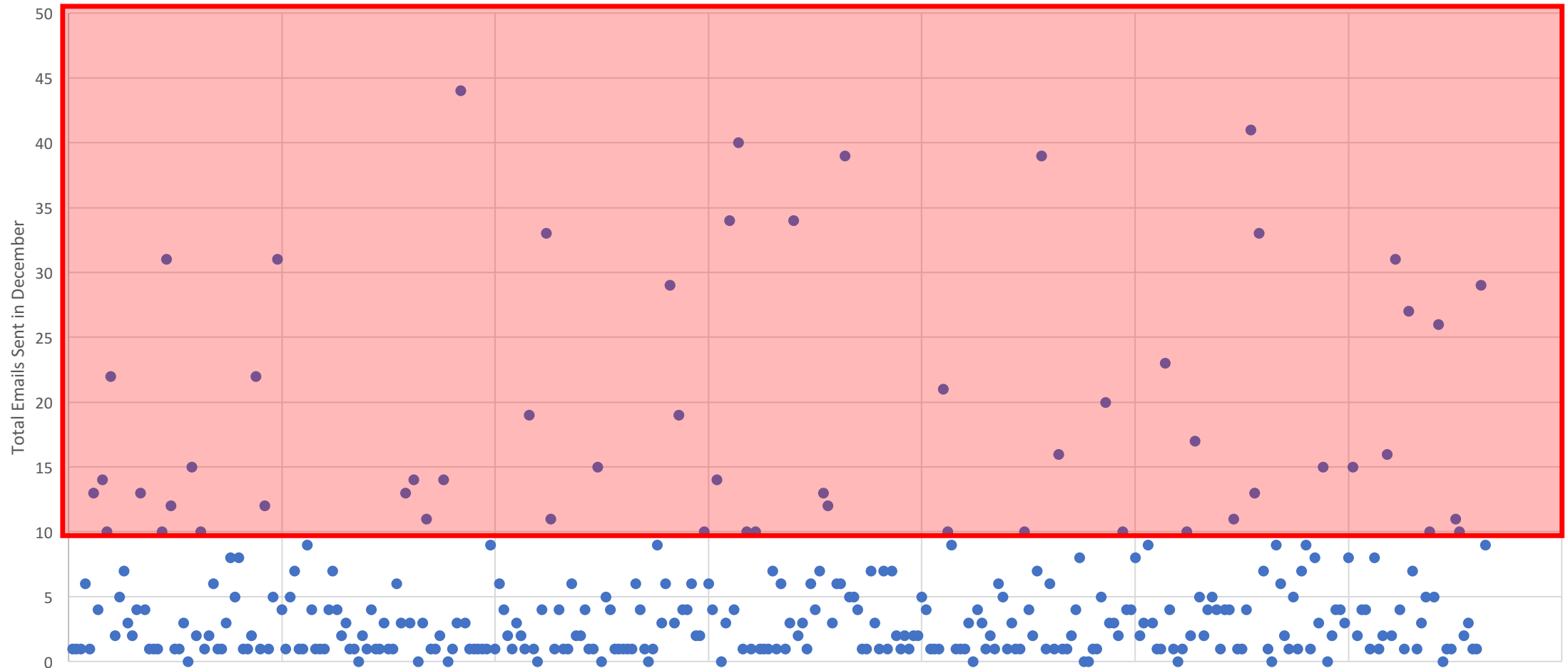
a) We need to send more emails



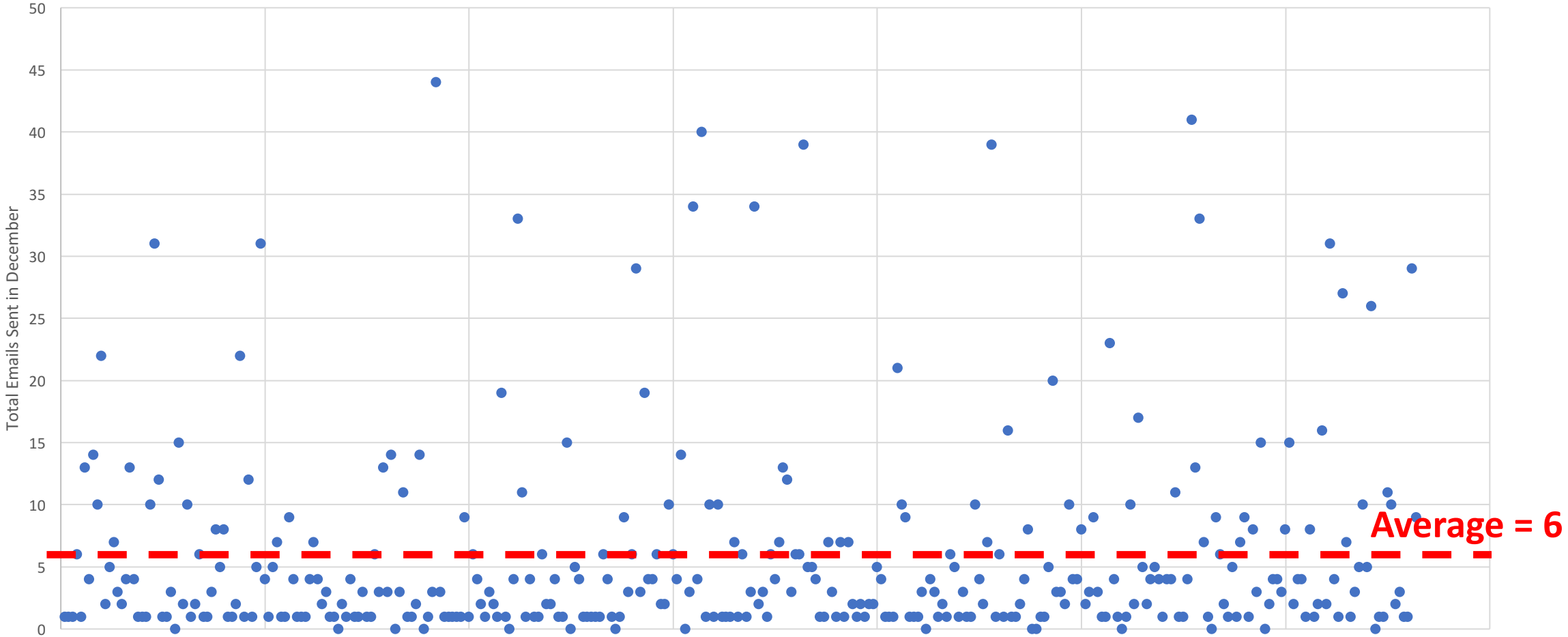
4.5% of Organizations Sent ZERO emails in December



17% sent MORE than 10 emails in December



Most organizations send 6 Emails in December





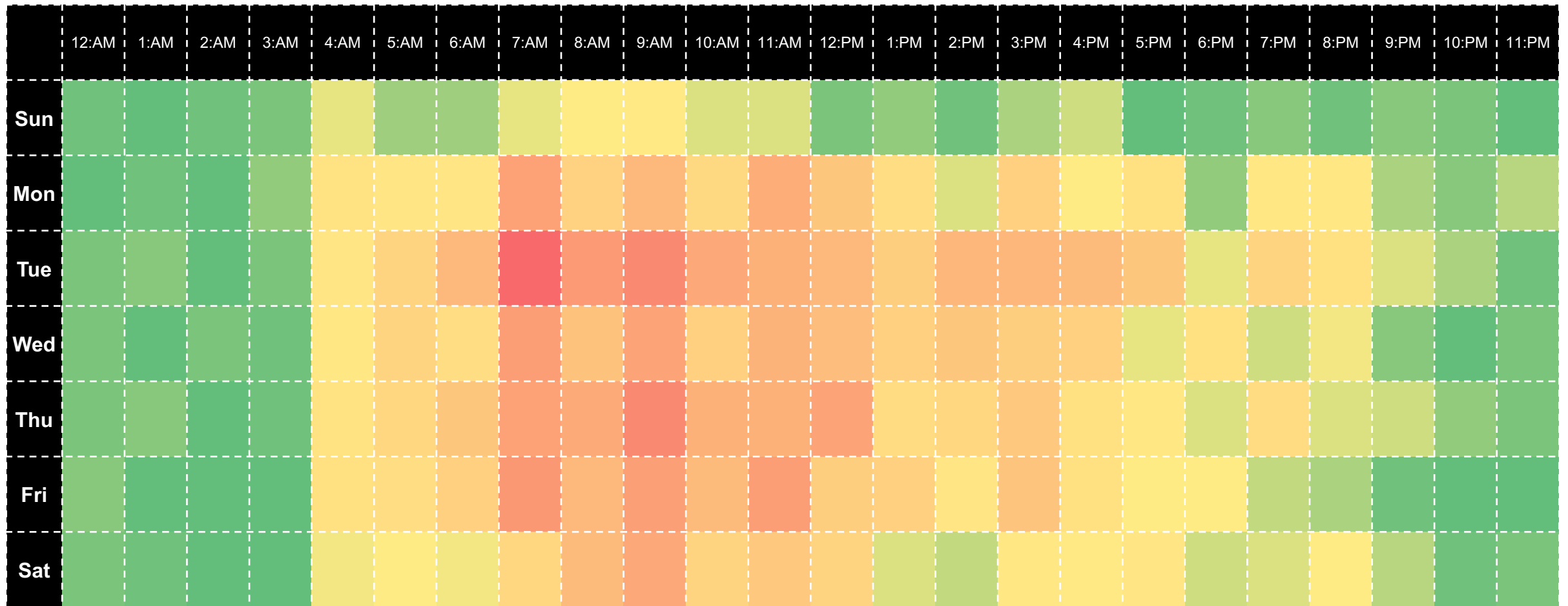
Did you really
just say send
more?!?

Staying top of mind online

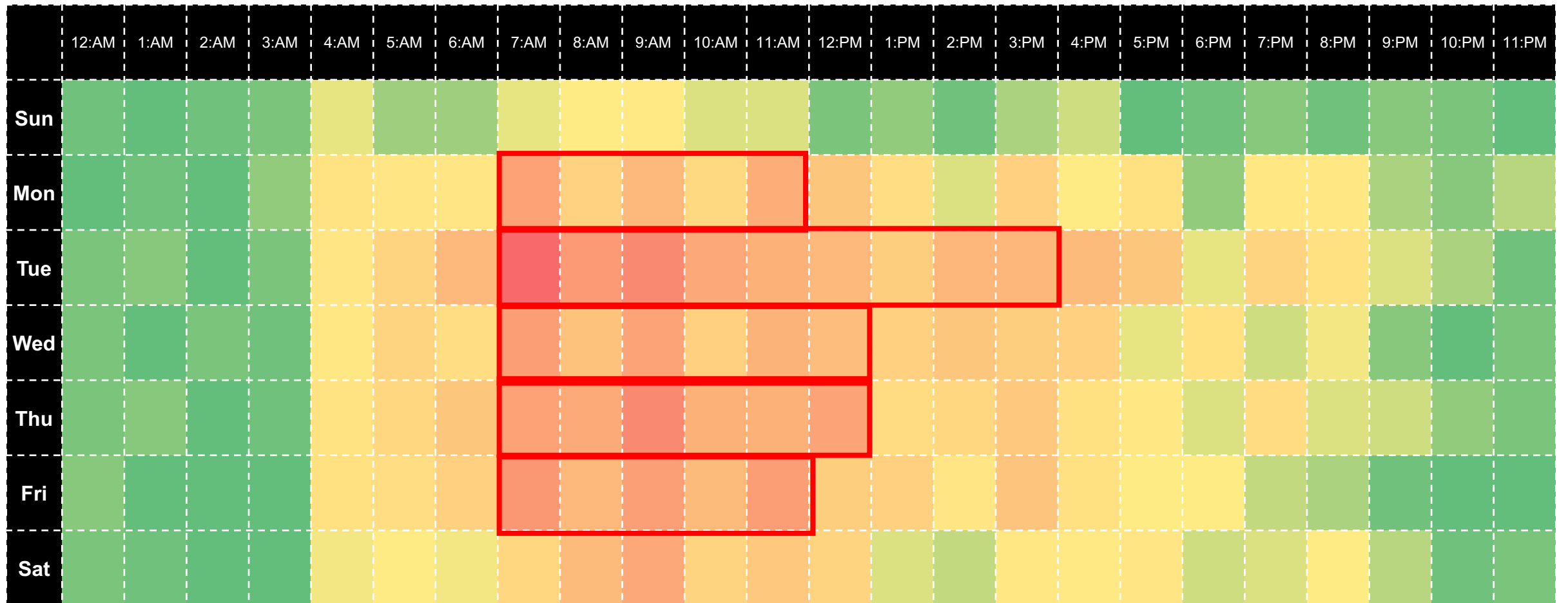
- a) We need to send more emails
- b) We need to send emails when others aren't**



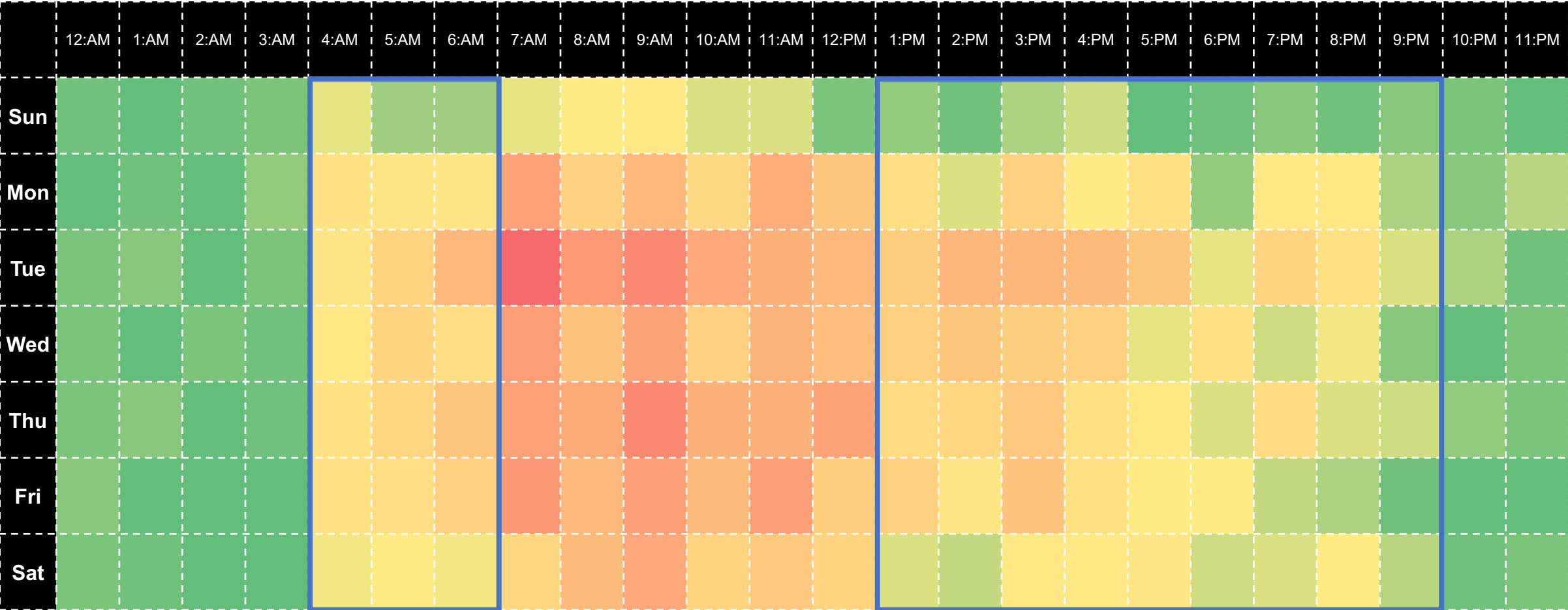
Everyone is sending at the same time.



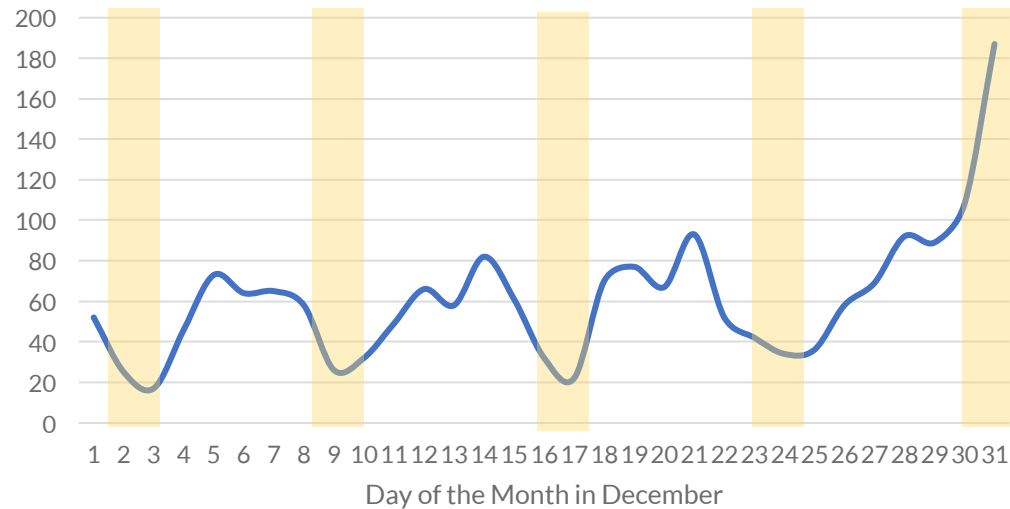
Tue - Fri is the heaviest from 7am - noon.



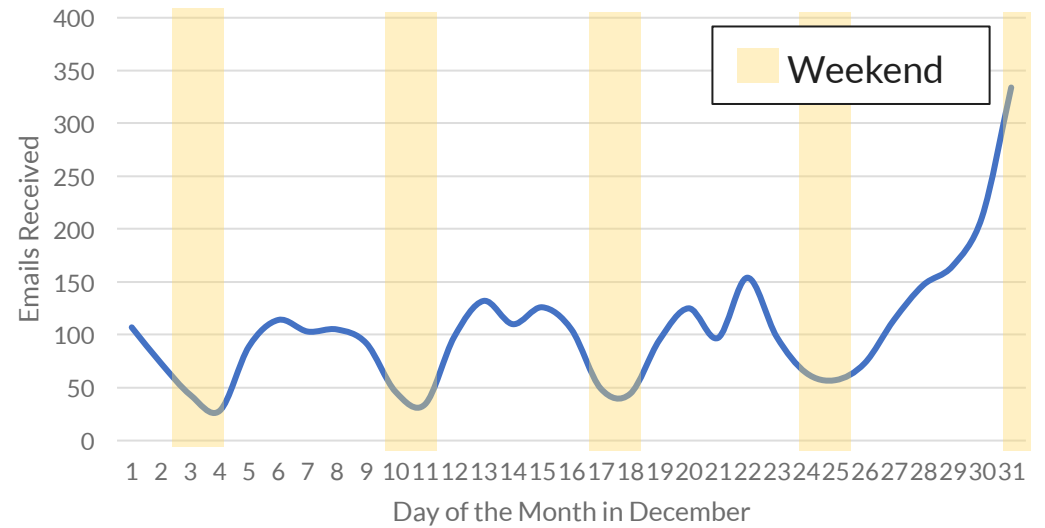
Early morning, afternoon and evening are less crowded.



Weekends have a lower send volume.



2017

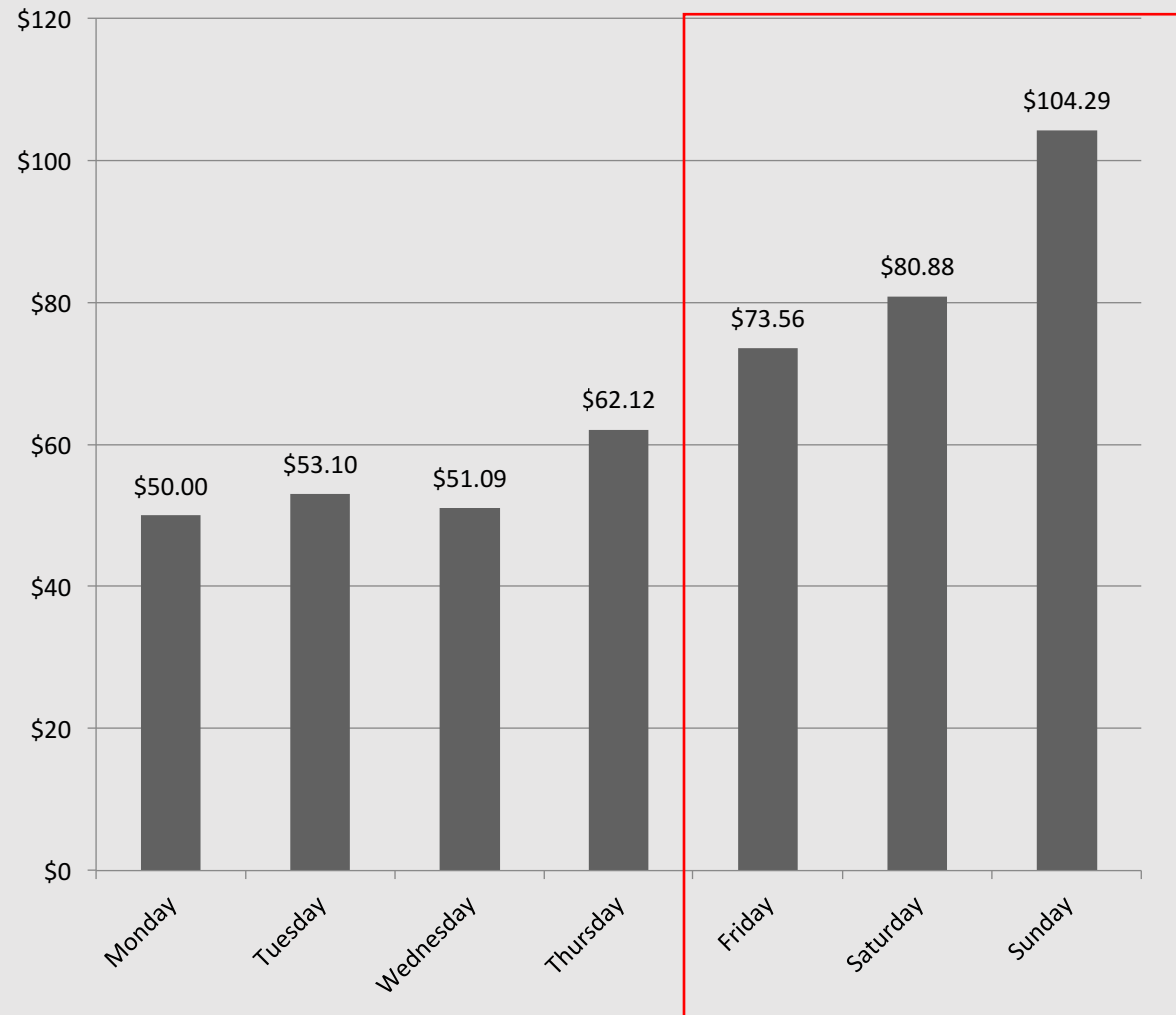


2016



EXPERIMENT INSIGHT:

Up to 50%
higher avg. gift
on weekends.

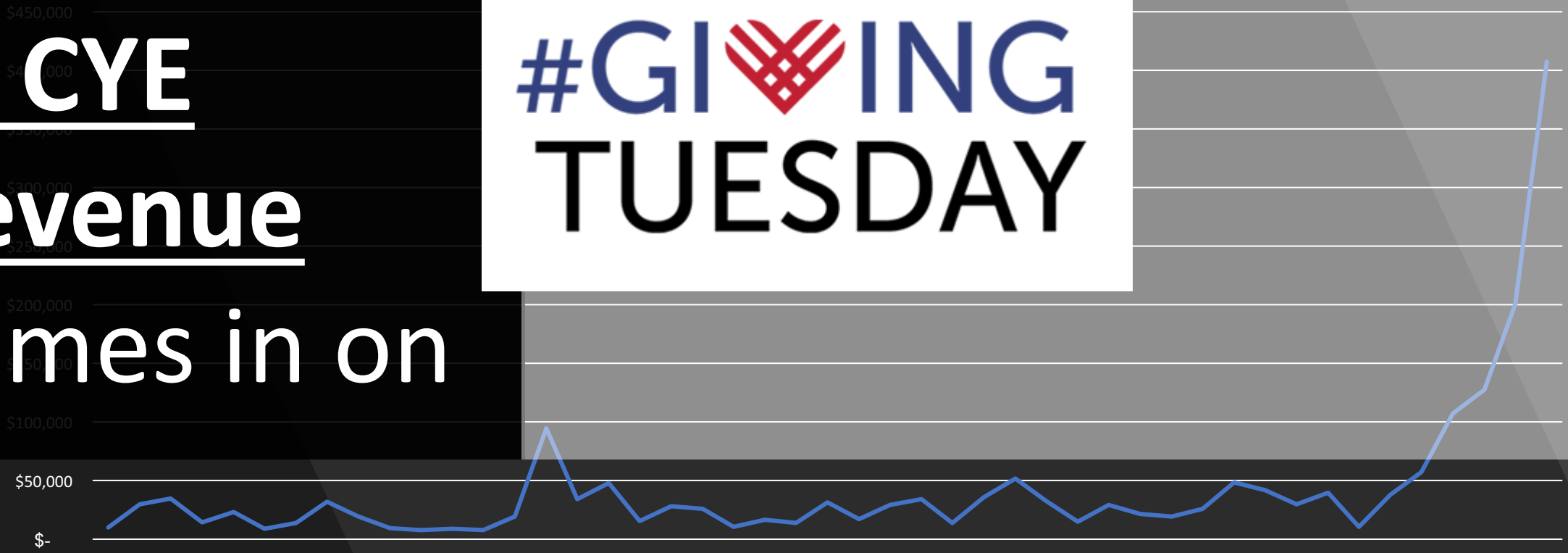


And **one other** small thing...



The Year-End Revenue Curve (GivingTuesday Nov 28)

Only 2.9%
of CYE
Revenue
comes in on

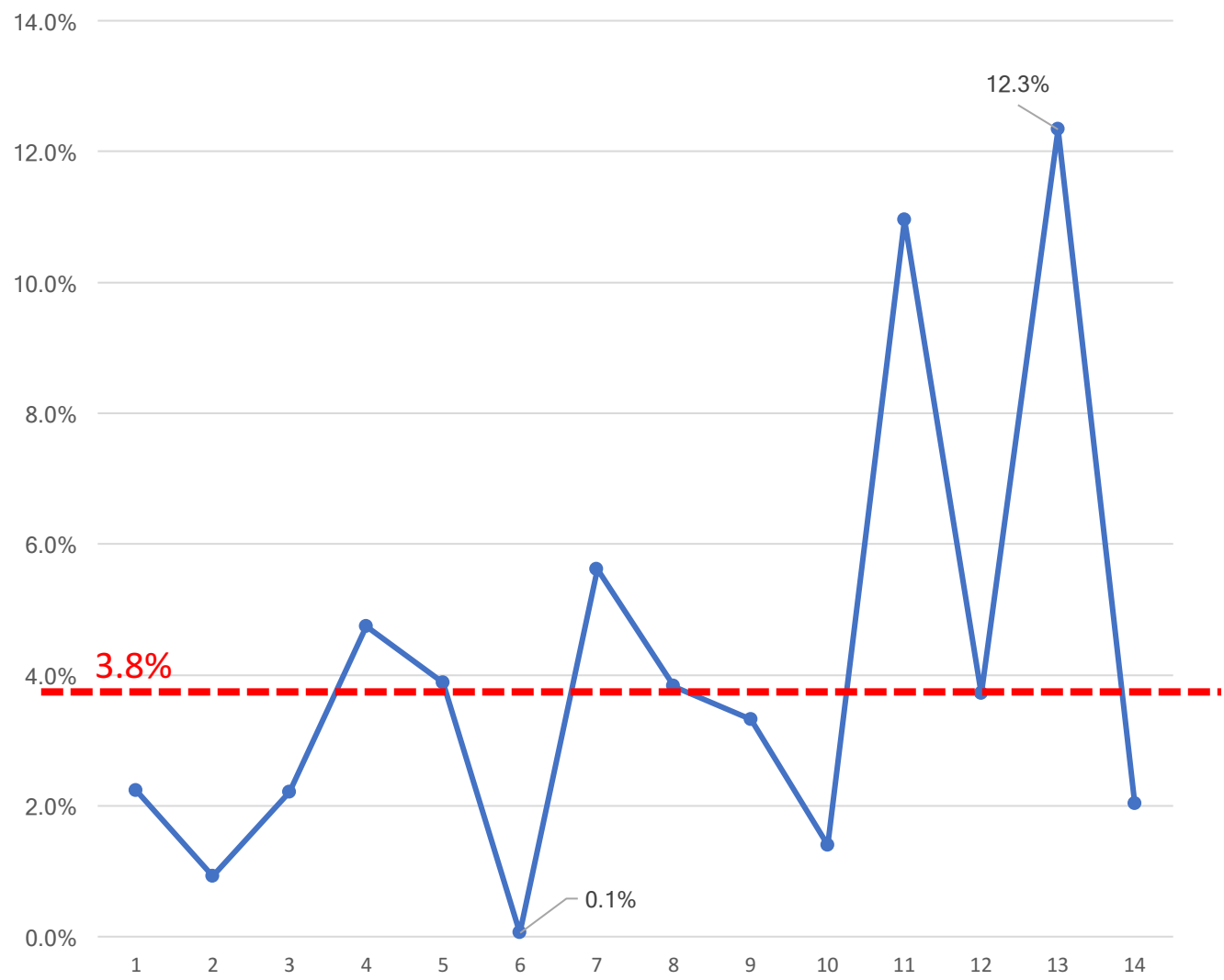




3.8% is the average share of CYE revenue attributed to Giving Tuesday.

(15 Organizations in Benchmark)

Giving Tuesday % of Total

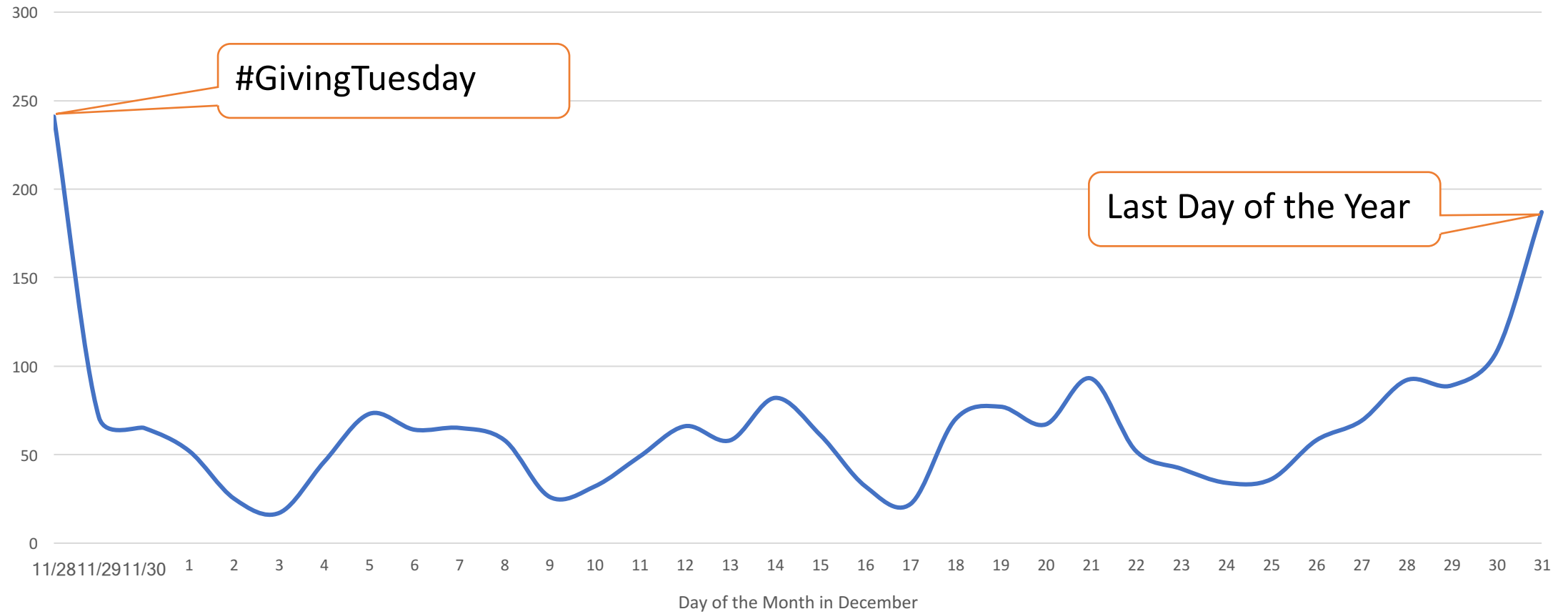


BE  CHMARKS

790%

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

29% more emails received on #GivingTuesday than December 31



#GIVING!
TUESDAY!



Please let me clarify something...

I'm **NOT** Saying “Don't do #GivingTuesday”

I'm **AM** Saying “Make December 31 #Priority1”

Staying top of mind

- a) We need to send more emails
- b) We need to send emails when others aren't
- c) We need to start the season when people start the season**



Test #6404

Background

This non-profit wondered if the strategy of online cultivation for offline could be reversed—using direct mail to develop offline cultivation with online donors to increase online giving.

Objective

Which approach will result in the most donations?



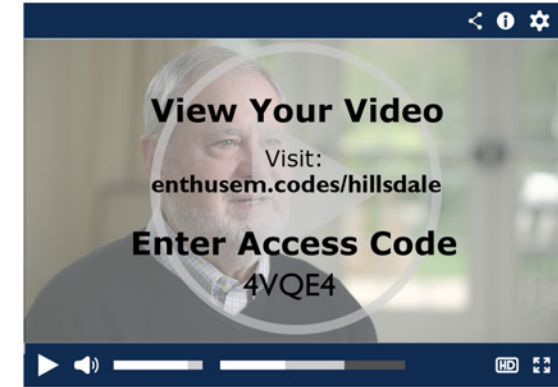
About this test (6404)

- There were some obvious risks to such a test—particularly the upfront cost of direct mail cultivation.
- Leading into the calendar year end campaign, this non-profit had discovered a technology that would allow them to send personalized post cards to their donors at a reasonably efficient price point.



The Treatment

The cards included the donor's name on the front and a link to a custom video; all of which would be trackable back to the individual donor.



Hi Jon,

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

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

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

Warm Regards,

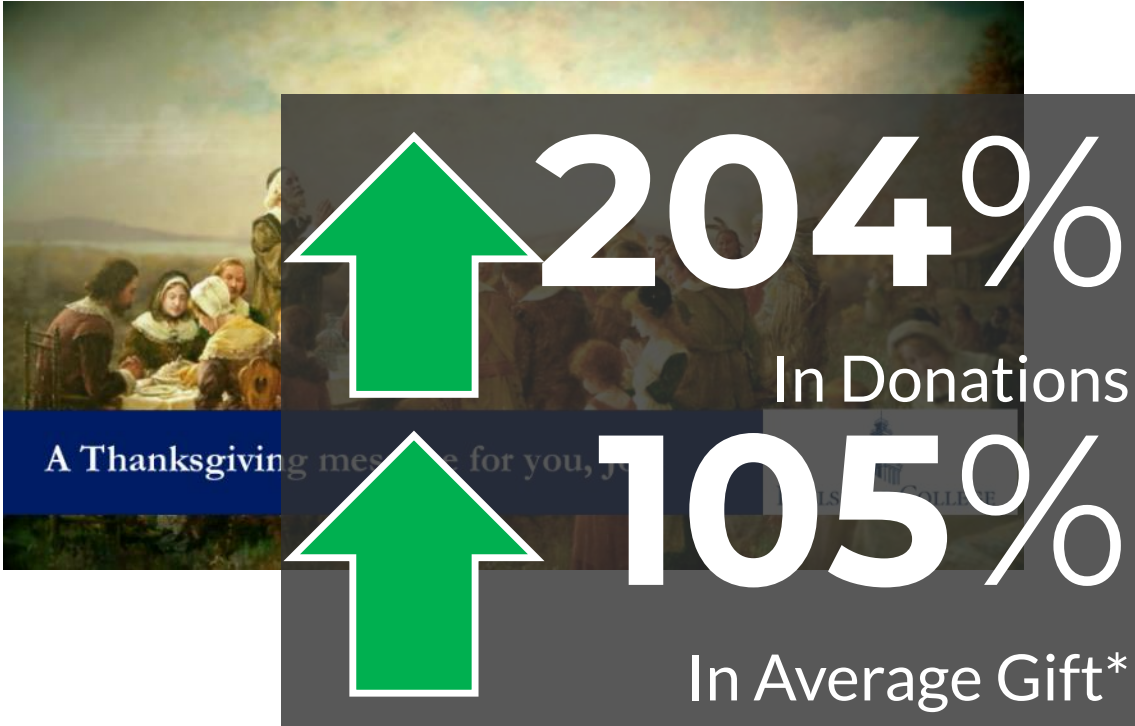


Did it work, for better or worse?

Version A

No Postcard
Sent

Version B



3

You have to offer more than
just a match.



So then this too, right?





The Three Why's of an Effective Appeal



Three Why's of An Appeal

Why
Care?



Why Care?

- **Internal Relevance**

- Personal interests
- Subliminal Biases
- Personality
- Communication Styles
- Level of engagement

- **External Relevance**

- Environmental changes
- Holidays
- Recent events
- Recent Actions

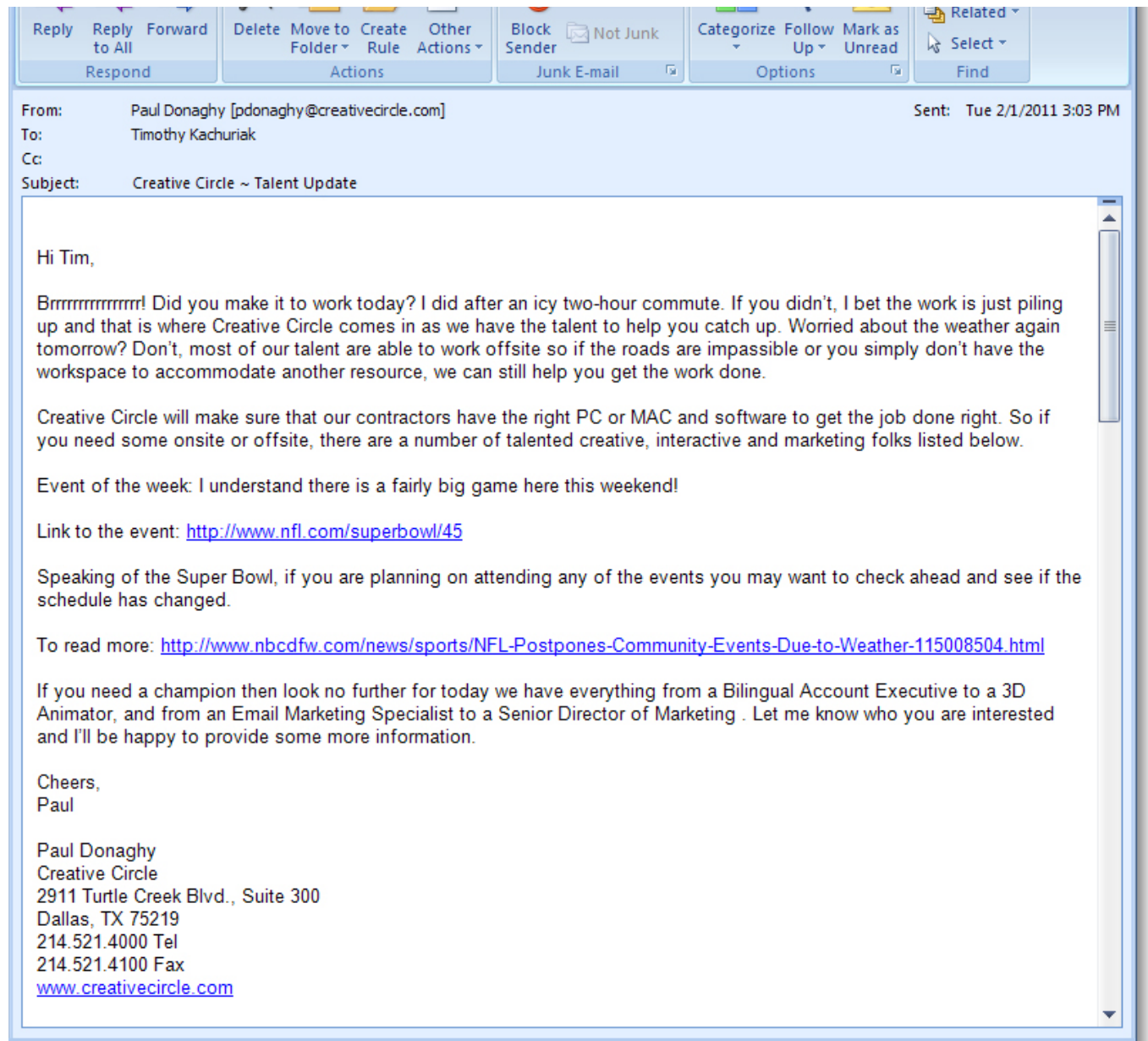




February 1, 2011



Good Example



Bad Example

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



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



In This Issue

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Summer is Right Around the Corner...

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

Offer Expires 2/28/11

Cool-Summer Patio Water Mistlers - Maintenance Kit

Really Jon, "swimmingly"? Don't you know how much rain we are getting? LOL
Perhaps *that* was the reason for the choice of your words, and this was a test. And if so, well done.
Cheers,
Lon

Lon Ricker



On Fri, Oct 19, 2018 at 9:47 AM Jon Powell <jon@nextafter.com> wrote:

Hi Lon,

I hope your day is going swimmingly.

I thought you should know that I'm making a trip to Dallas (technically Plano) to spend some time at the main NextAfter office and do a little planning with the team for 2019.

Why Care?

- **Internal Relevance**

- Personal interests
- Subliminal Biases
- Personality
- Communication Styles
- Level of engagement

- **External Relevance**

- Environmental changes
- Holidays
- Recent events
- Recent Actions

Three Why's of An Appeal



If I am your ideal donor, **why**
should I give to **you**, rather
than some organization, or
not at all?



should I give to you, rather than some organization, or not at all?

How do I know my donation will make a difference?



TO THE SCIENCE!



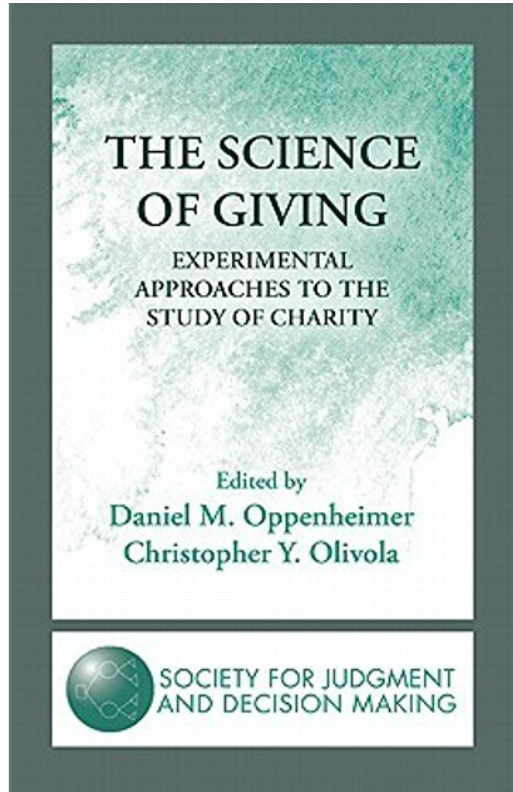
THE SCIENCE OF GIVING

EXPERIMENTAL
APPROACHES TO THE
STUDY OF CHARITY

Edited by
Daniel M. Oppenheimer
Christopher Y. Olivola

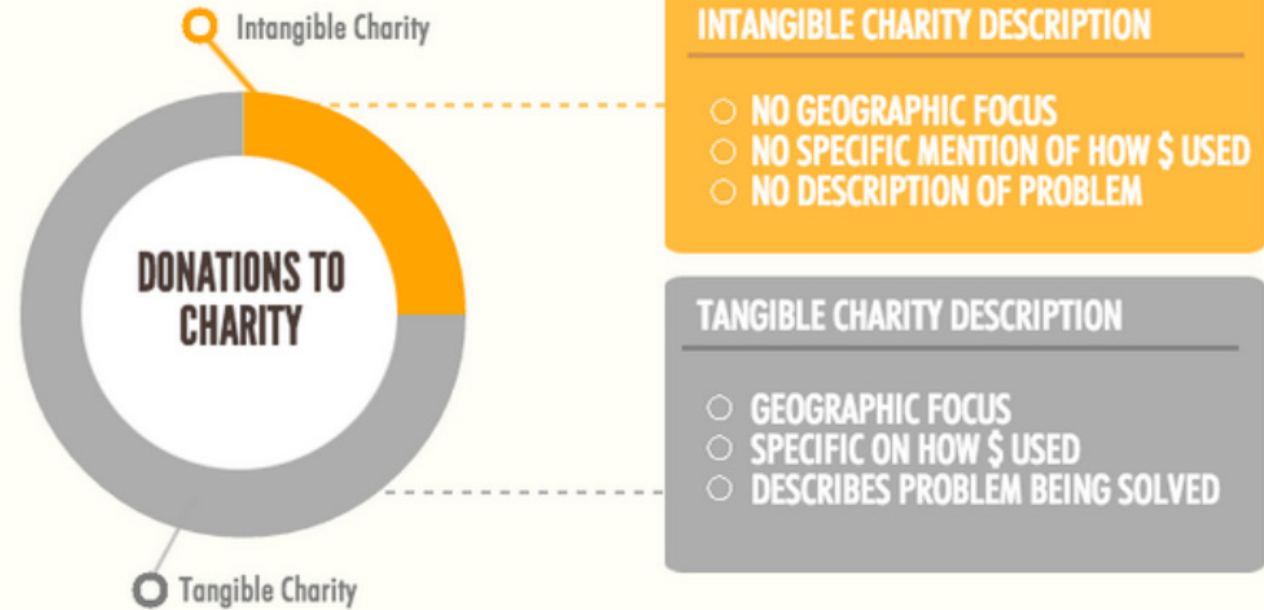


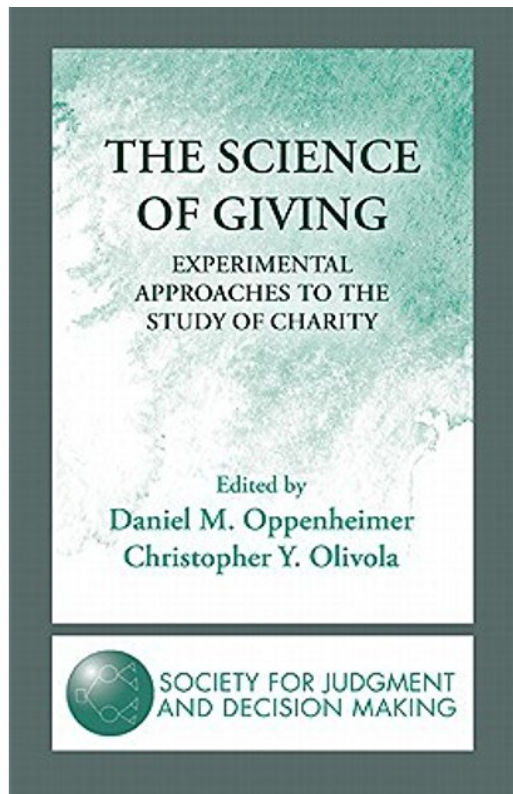
SOCIETY FOR JUDGMENT
AND DECISION MAKING



REAL WORLD EXPERIMENT WITH TANGIBLE/INTANGIBLE CHARITIES

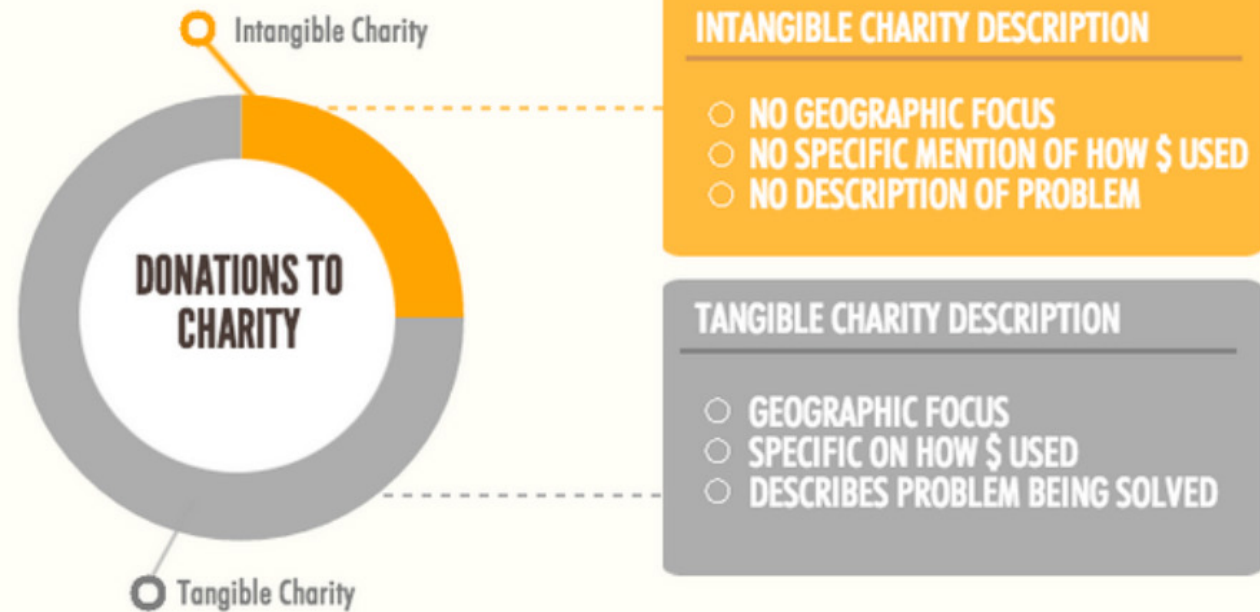
In a 2010 study, one group of potential donors read about an organization that was inherently tangible and the other read about an organization that was inherently intangible. The responses to each organization was measured.





REAL WORLD EXPERIMENT WITH TANGIBLE/INTANGIBLE CHARITIES

In a 2010 study, one group of potential donors read about an organization that was inherently tangible and the other read about an organization that was inherently intangible. The responses to each organization was measured.



DONORS GAVE ALMOST THREE TIMES MORE TO THE TANGIBLE CHARITY

Three Why's of An Appeal





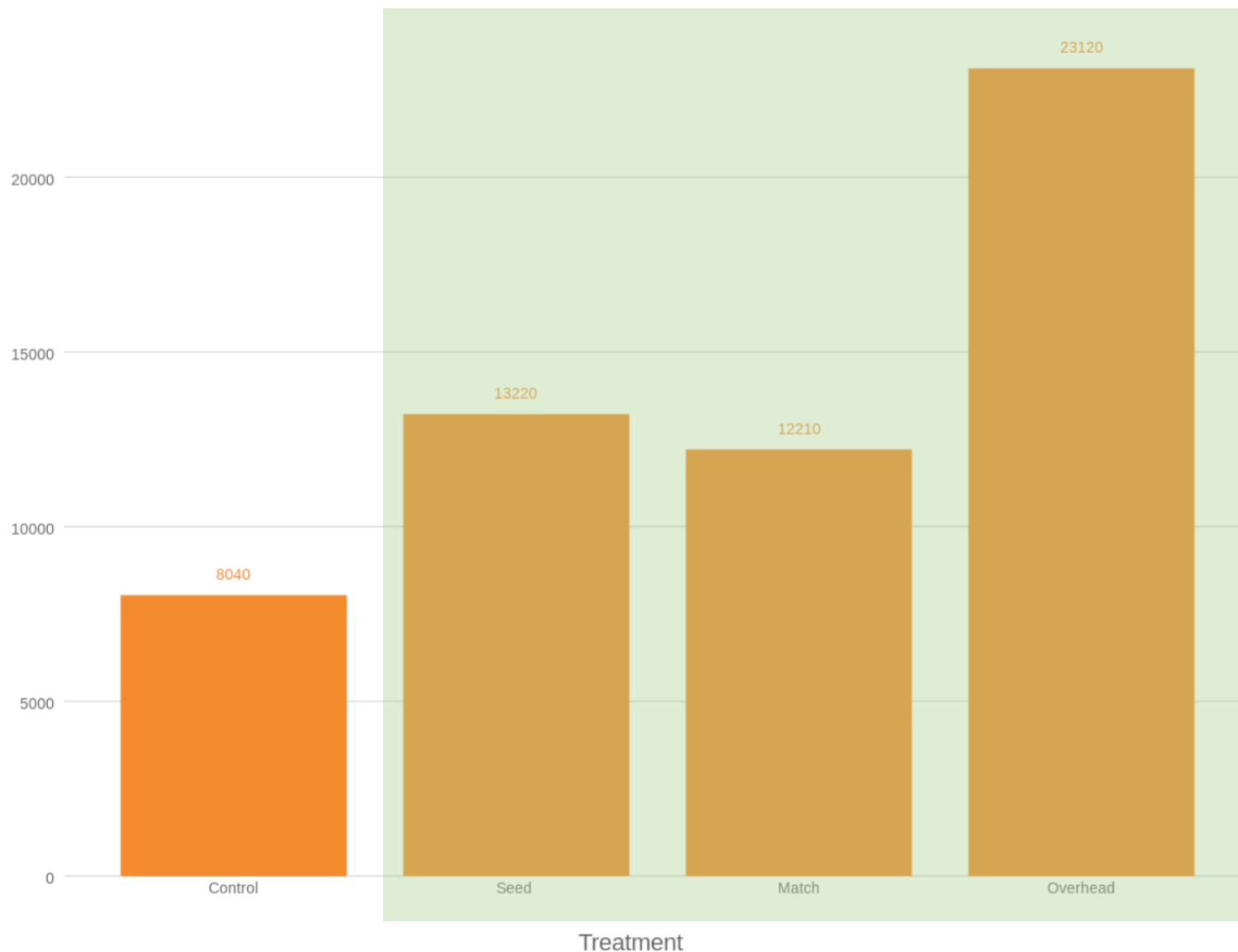
RESEARCH | REPORTS

BEHAVIORAL ECONOMICS

Avoiding overhead

Uri Gneezy,^{1,2*} Elizabeth A. Keenan,¹ Aye

Donors tend to avoid charities that dedicate and fundraising costs, limiting the ability of solution to this problem: Use donations for expenses and offer potential donors an over experiment testing this solution confirms th but only when donors pay for overhead the potential donors, we compared the overhea donations. Consistent with prior research, in raised increases donations, as does a \$1:\$1 clearly shows that informing potential dono donation significantly increases the donatio by 75% (or 89%) compared with the seed (



A match **is only 1/3** of what
makes a powerful year-end
appeal.



4

You have to lead them **all**
the way through to the
completed donation.



Experiment 2909

- **Background:** This organization was sending all year-end campaign focused traffic to a single donation page and wanted to know if a headline adjustment would result in more completed online gifts.
- **Research question:** Which donation page headline will result in the most total donations?



The Donation Page

Hillsdale College | Contact | Home | Site Map | Hardy, Jeff Gibbons

HILLSDALE COLLEGE

You can help secure liberty's future

Our liberty is under assault as never before.

Under the influence of progressive ideology, the way our country is governed has been radically transformed—and a shrinking number of Americans recall and understand how government operated when we still adhered to our nation's founding principles.

The hallowed idea of equal rights and individual liberty grounded in a written Constitution is almost alien to larger and larger numbers in the rising generation—and to our political elites. A stunning 40 percent of 18-34 year-olds say in a recent poll that the government should censor speech that is deemed offensive.

It's increasingly urgent that we act to restore America's understanding of the founding principles of liberty and constitutionalism—the only firm basis for American patriotism. We don't have much time to do so and no institution in America is better positioned to undertake this task than Hillsdale College.

That's why your year-end donation is crucial—especially as America is about to hold important elections in 2016.

Because of you, a Hillsdale College-led movement to promote liberty is already reaching millions:

- More than 600,000 Americans have taken Hillsdale's Constitution 101 Course, and more than 900,000 have enrolled in Hillsdale's other courses, including "Winston Churchill and Statesmanship," "The Federalist Papers," "American Heritage," and "Economics 101: The Principles of Free Market Economics."
- Hillsdale produces *Imprimis*, America's leading digest of liberty, which reaches over three million people with each issue. That's more than the *New York Times* and the *Wall Street Journal* combined!
- Hillsdale seeks to revive proper K-12 education—which includes a strong civics component—through its Barney Charter School initiative, and is well on its way to planting 50 classical K-12 charter schools nationwide by 2022.

Will you help Hillsdale do even more in 2016 to promote equal rights, individual liberty, and limited government constitutionalism?

Your gift before midnight on December 31st will be counted towards Hillsdale's \$500,000 year-end goal. Every dollar counts, and will be wisely used to help revive and defend liberty in America.

01 DEC | 12 DEC | 51 DEC | 24 DEC
Make your 2015 year-end tax-deductible gift to Hillsdale before the December 31st deadline

Make your tax-deductible gift to Hillsdale College today

My Gift Amount

\$25 | \$50 | \$100
\$250 | \$500
Other Gift Amount

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 *

What Others Have to Say About Hillsdale College

"Hillsdale deserves the appreciation of all who labor for freedom."
—Ronald Reagan

"Hillsdale College symbolizes everything that is good and true in America."
—Margaret Thatcher

"Many Americans complain about the loss of freedom in our country today, but Hillsdale College is actually doing something about it. Hillsdale College is the finest educational institution in the nation."
—Mark Levin

Make My \$50 Gift

31 E. College St., Hillsdale, MI 49042 | Phone: 517/437-7341 | Fax: 517/437-3823 | [Privacy Policy](#)



The Donation Page

Hillsdale College

You can help secure liberty's future

Goal: \$500,000
\$307,784

Our liberty is under assault as never before.

Under the influence of progressive ideology, the way our country is governed has been radically transformed—and a shrinking number of Americans recall and understand how government operated when we still adhered to our nation's founding principles.

The hallowed idea of equal rights and individual liberty grounded in a written Constitution is almost alien to larger and larger numbers in the rising generation—and to our political elites. A stunning 40 percent of 18-34 year-olds say in a recent poll that the government should censor speech that is deemed offensive.

It's increasingly urgent that we act to restore America's understanding of the founding principles of liberty and constitutionalism—the only firm basis for American patriotism. We don't have much time to do so and no institution in America is better positioned to undertake this task than Hillsdale College.

That's why your year-end donation is crucial—especially as America is about to hold important elections in 2016.

Because of you, a Hillsdale College-led movement to promote liberty is already reaching millions:

- More than 600,000 Americans have taken Hillsdale's Constitution 101 Course, and more than 900,000 have enrolled in Hillsdale's other courses, including Winston Churchill and Statesmanship, "The Federalist Papers," "American Heritage," and "Economics 101: The Principles of Free Market Economics."
- Hillsdale produces *Amprimis*, America's leading digest of liberty, which reaches over three million people with each issue. That's more than the *New York Times* and the *Wall Street Journal* combined!
- Hillsdale seeks to revive proper K-12 education—which includes a strong civics component—through its Barney Charter School initiative, and is well on its way to planning 50 classical K-12 charter schools nationwide by 2022.

Will you help Hillsdale do even more in 2016 to promote equal rights, individual liberty, and limited government constitutionalism?

01 **12** **51** **24**
OCT NOV DEC 2015
Make your 2015 year-end tax-deductible gift to Hillsdale before the December 31st IRS deadline.

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My Gift Amount

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

Other Gift Amount

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 * (DEBIT & PIN)

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Original Headline

You can help secure liberty's future

Treatment Headline

Make your year-end gift to Hillsdale College

↑ 10.9%
In Donations



Experiment 8094

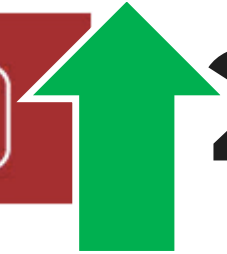
Mid-December Match

VERSION A

DOUBLE YOUR GIFT!

Help parents with their toughest challenges

[FIND OUT MORE](#)



24%*

In Donations

VERSION B

You can provide practical and biblical help to strengthen marriages and equip parents through a year-end gift.

[GIVE NOW](#)



To get on their 'generosity' list

1. They need to know you and trust you to some degree
2. You have to be top of mind
3. You have to offer more than just a match and a deadline
4. You have to lead them all the way through to donation



“Can you help me with this?”

YES!



Courses.NextAfter.com

Year-End Fundraising for Online Fundraisers.....

FREE ONLINE COURSE



Free Digital Year-End Fundraising Course

- **Session 2:** How to write MORE emails when it seems like there is nothing to write (or no more new matches to feature)
- **Session 3:** How to best tweak / present those year-end emails (featuring only year-end email tests) so they get the maximum exposure and engagement
- **Session 4:** How to best support those appeals with your web presence to get the maximum follow-through





Question!

How many emails do you think, on average, the most successful nonprofits send from Thanksgiving to the end of the year?

And what do those cover?



Blurred on purpose...

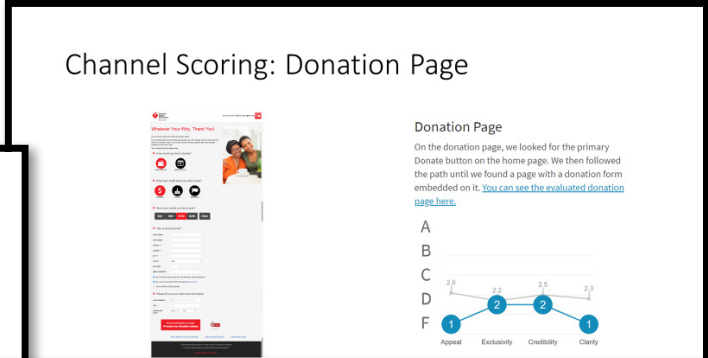
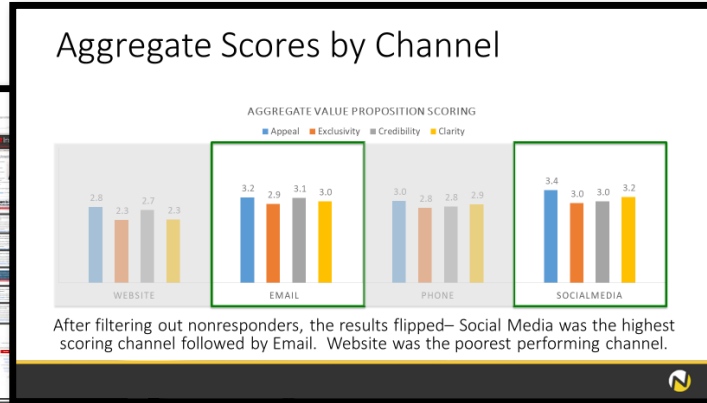
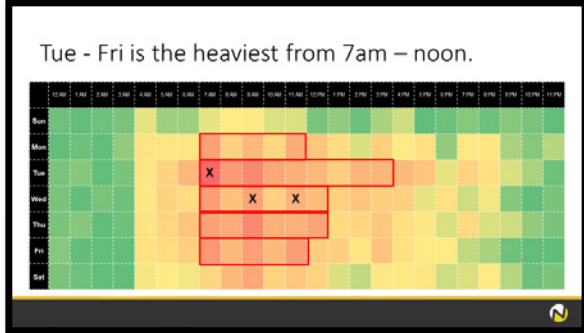


Find out in *Session 2*

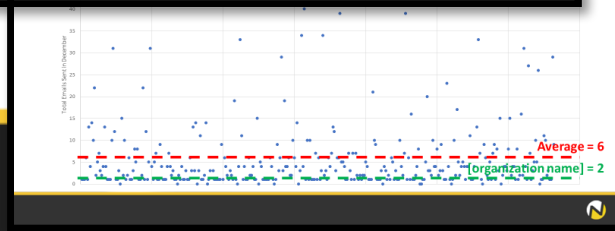
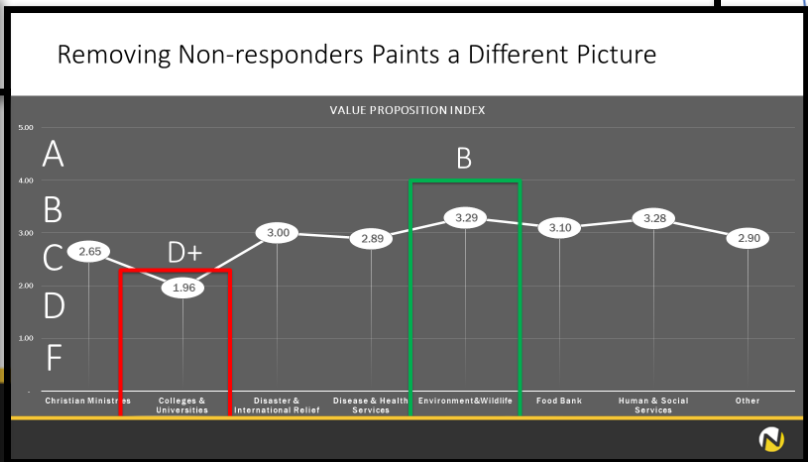
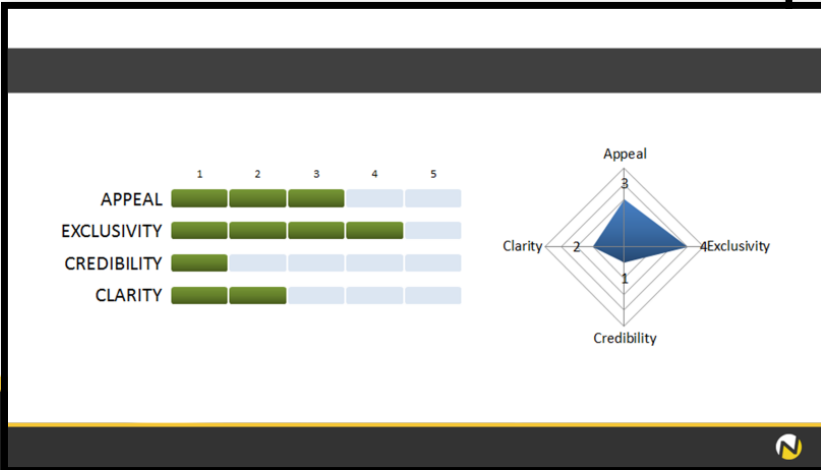
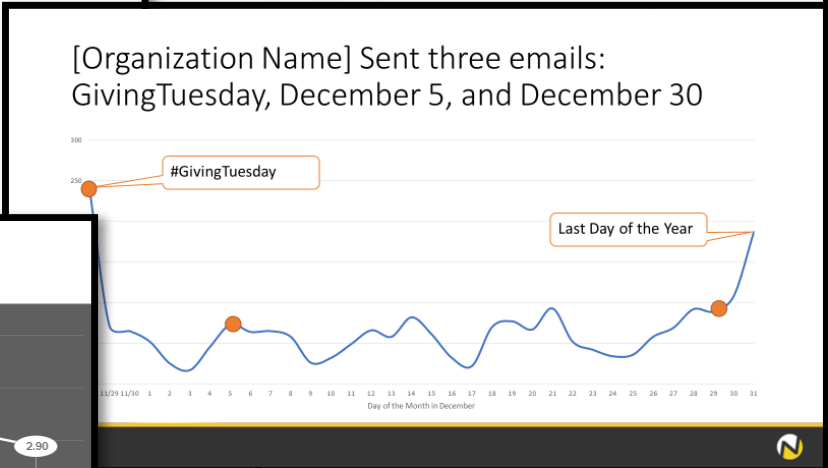
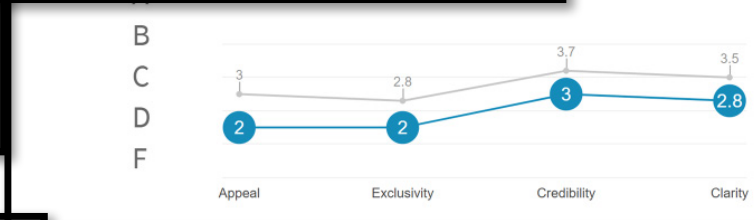




Get a Customized Year-End Benchmark Report



[Organization Name] Year End Emails



Get a Customized Year-End Benchmark Report

- Personal evaluation of your year-end fundraising from the donor's perspective.
- Comprehensive analysis with recommendations of what to test during year-end 2019.
- Hard copy of the final Year-End Benchmark Study.

Learn more and let us know your interest at

[NEXTAFTER.COM/YEAR-END-STUDY](https://nextafter.com/year-end-study)



Activate Your Free Year-End Fundraising Course

- Session 1 – Intro to Year-End Fundraising
- Session 2 - The Year-End Campaign Timeline
- Session 3 – Optimizing Your Year-End Emails
- Session 4 – Supporting Your Campaign on Your Website



Activate Your Free Course at

[NEXTAFTER.COM/YEAR-END-COURSE](https://nextafter.com/year-end-course)

