

The Year-End Donation Page

LIVE WEBINAR



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**



- 2 Days
- 16+ Speakers
- 400+ Fundraisers and Marketers
- Pre-Summit Certification
- Workshop
- Absurdly Fun Networking

QUEST

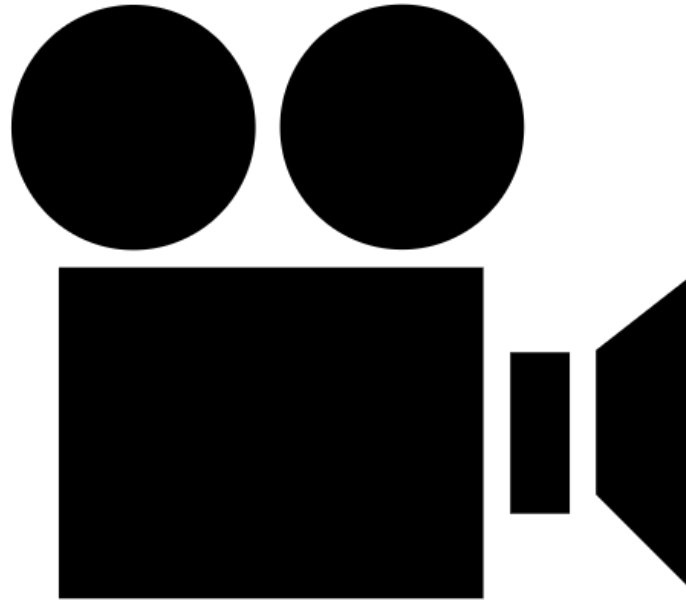
THE CITY



Learn More and Get Tickets at

NIOSummit.com

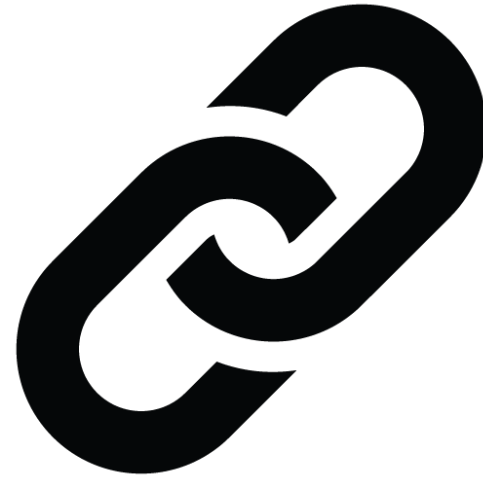
A Few Quick things...



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.

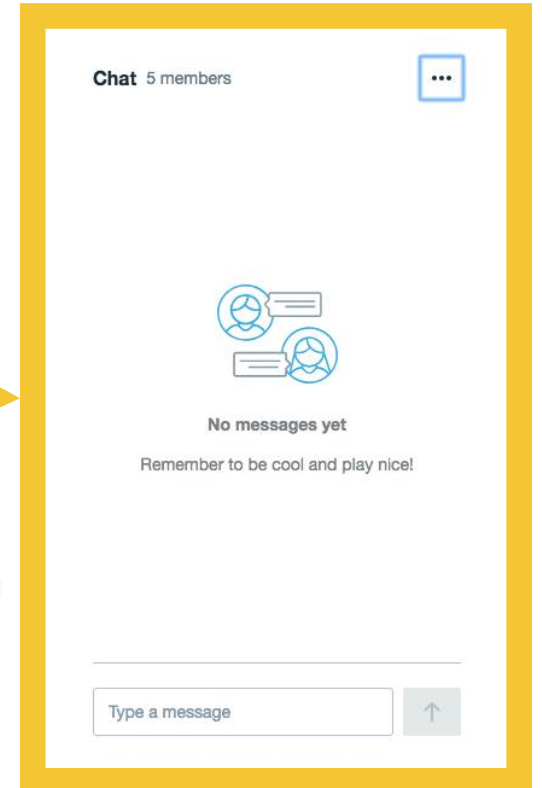
Cracking the Code of Facebook Fundraising



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



Nathan Hill

Optimization Evangelist

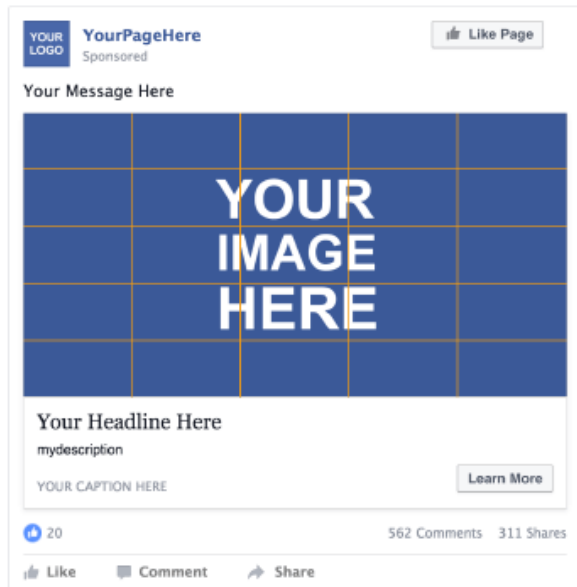
nathan@nextafter.com



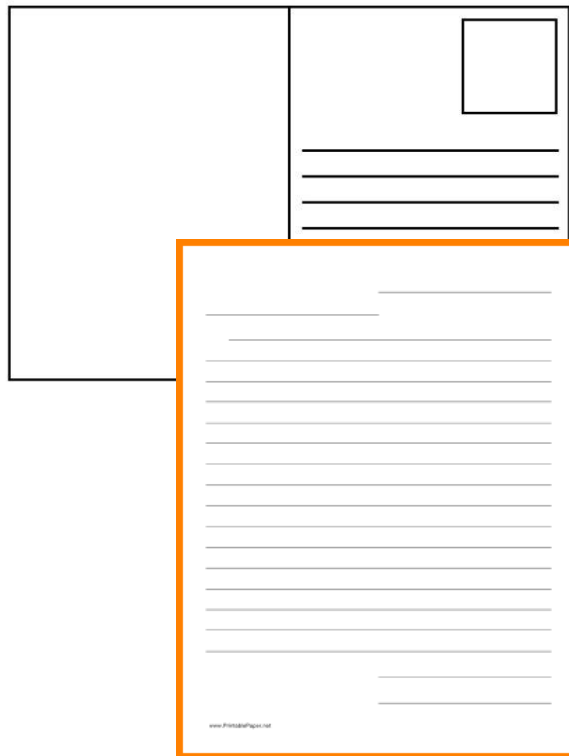
The Year-End Donation Page

LIVE WEBINAR





An Ad



Post Card
or Letter



An Email



Logo

[General donation request with broad reasoning headline]

When you donate to [organization name]

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

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

As a thank you for your donation...

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

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

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

1. Enter Your Donation Amount

☒ This is a one-time gift of [\$six above]
☐ This is a monthly recurring gift of [\$six above]

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

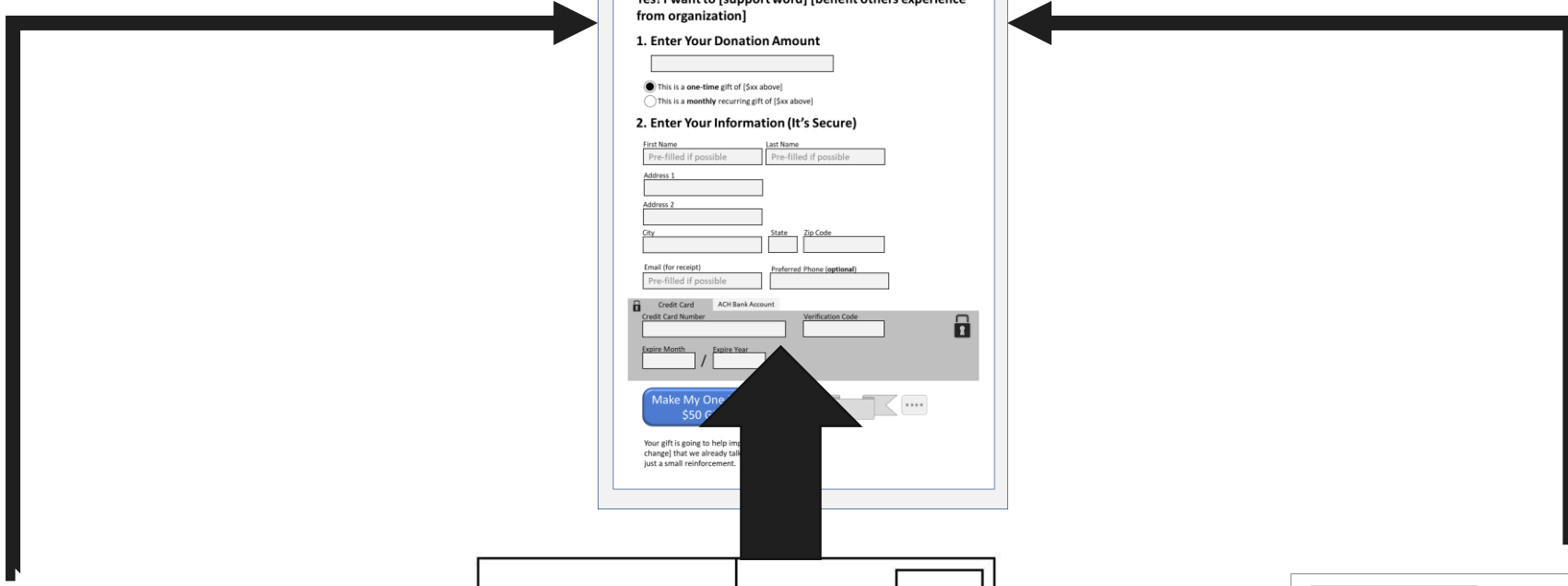
☐ Credit Card ☐ ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-time Gift \$50

Your gift is going to help improve the lives of people in need. It's a small change that we already talk about, but just a small reinforcement.



YOUR LOGO YourPageHere Sponsored Like Page

Your Message Here

An Ad

**Post Card
or Letter**

An Email



Let's start with an
EXPERIMENT



Experiment #7176

Research Question:

Which donation page will increase donations, if at all?



Experiment #7176



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The Daily Signal

Donate to support The Daily Signal and The Heritage Foundation

The Daily Signal brings you the news you trust on the most important policy debates of the day. We cut through the liberal media spin and provide honest, thorough, and responsible reporting on today's critical issues

You read The Daily Signal because you believe in straightforward reporting on the principles that made America great: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

The Daily Signal is a project of The Heritage Foundation, a trusted, nonprofit, nonpartisan source of information and analysis for lawmakers and the American people.

Heritage depends on the financial support of more than 500,000 patriots like you to publish the Daily Signal and fight for your principles. Your tax-deductible contribution to Heritage will allow us to build conservative momentum in 2017 and beyond.

And when you make a gift today your gift will be matched dollar-for-dollar by members of Heritage's Board of Trustees. You must act quickly. The match only lasts until August 15 at midnight.

Your gift will allow Heritage experts to continue crafting policy solutions to fix the myriad of problems that the Obama administration left for our country, military, and taxpayers. And it will help get The Daily Signal reporting out to key government officials and the American people.

Make your donation to The Heritage Foundation today — it will be matched, dollar for dollar.

Your Donation

Experiment #7176

Donation page traffic source

From Name: Ed Feulner
From Address: info@heritage.org
Reply-to: info@heritage.org
Subject: Telling the truth

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And we know the liberals won't give up. They recently poured \$30 million into a race for a single House Congressional seat, and are raising money each day to fund their war chest.

That's why some members of Heritage's Board of Trustees has stepped up and offered an incredible challenge to conservatives: these members will match every donation, dollar for dollar - up to \$1 million dollars until August 15.

Will you make a gift to help meet this generous challenge from members of the Board of Trustees?

Your gift will allow Heritage experts to continue crafting policy solutions to fix the myriad of problems that the Obama administration left for our country, military, and taxpayers.

Make your donation to The Heritage Foundation today and it will be matched, dollar for dollar.

Your Donation

\$25

\$50

\$100

\$

Other Gift Amount

☐ Make this a recurring donation of \$50 per month.

Your Information

First Name

Last Name

Email Address

Country

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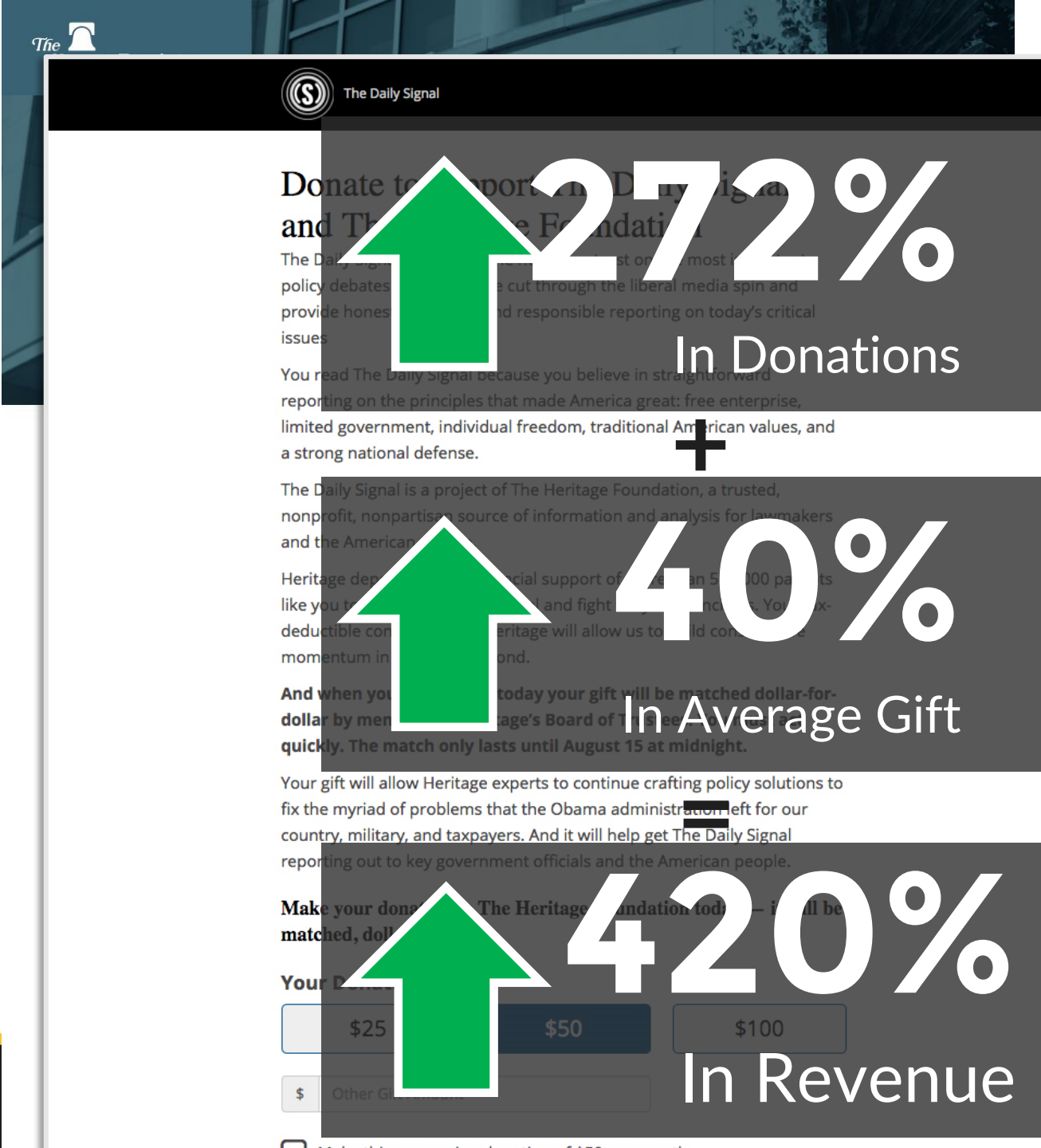
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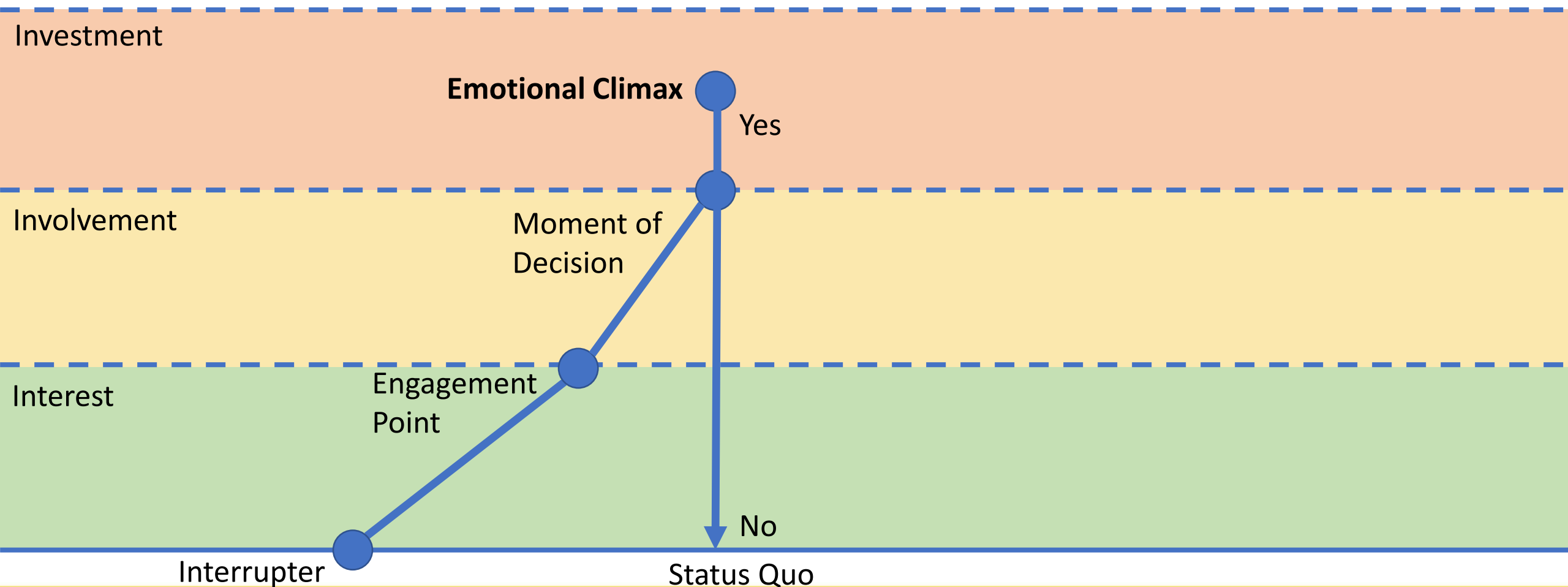


“If they already clicked, why didn’t they donate to the original?”

Let's talk about this...



There's a major experiential difference between buying something and giving a gift...



EXAMPLE



Mark's Story



Dear Brendan,

Mark's story is a great example of why what you do for prisoners' children through Angel Tree is so eternally significant. He was just seven years old when his dad was locked up.

It was almost impossible to visit, because the prison was a three-hour drive away and Mark's family was too poor to afford the trip. Five lonely Christmases passed. Mark was





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That's not what he thinks anymore. You see, last year, with Christmas getting closer, Mark's dad signed him up for Angel Tree. Mark's eyes lit up as he opened his gift. It was a brand-new, beautiful basketball.

You showed Mark that he was not forgotten

For a boy who loves sports, it was perfect. But to the surprise of Mark's mom, he didn't remove the basketball from its box. He never played with it, even though basketball is his favorite sport. Instead, Mark placed his brand-new basketball on a shelf in his room, next to some of the trophies he's received.

Months later, the basketball is still on that shelf, but the reason is no longer a mystery. "It's just a reminder of how much my dad loves me," Mark explains. "It's a reminder of how special it is to me."

Mark doesn't get to see his dad very often. But whenever he looks at the basketball on the shelf in his room, it's almost as if his dad is there to give him a giant hug. Even a glance gives him hope that one day, when his dad comes home, they'll be able to have a close relationship.

But there's another prisoner's child who still needs that hope.

Your gift today will be doubled

By now, I'm sure you're aware that our goal this year is to give an Angel Tree Christmas to 300,000 children of prisoners. Perhaps you've already given to help. If so, I am deeply grateful.

But there are still many more prisoners' kids who need Christmas. And there are only two weeks left to have your gift DOUBLED by a special matching grant—up to \$30,000.

Please help make the most of this important opportunity. Your gift today will go **TWICE as far** to help deliver gifts and the Gospel to prisoners' kids. And that could not be more important. So many are like Mark—the only connection they have to their incarcerated parent is through Angel Tree.

We've got to do everything we can to strengthen that connection.

A gift, the Gospel, and a little encouragement from caring adults can go a long way. Like they did for Mark. Like they can for another child if you will make it possible.

DONATE NOW

And your gift will be DOUBLED!

Please help now. Let's not leave any child out this Christmas.

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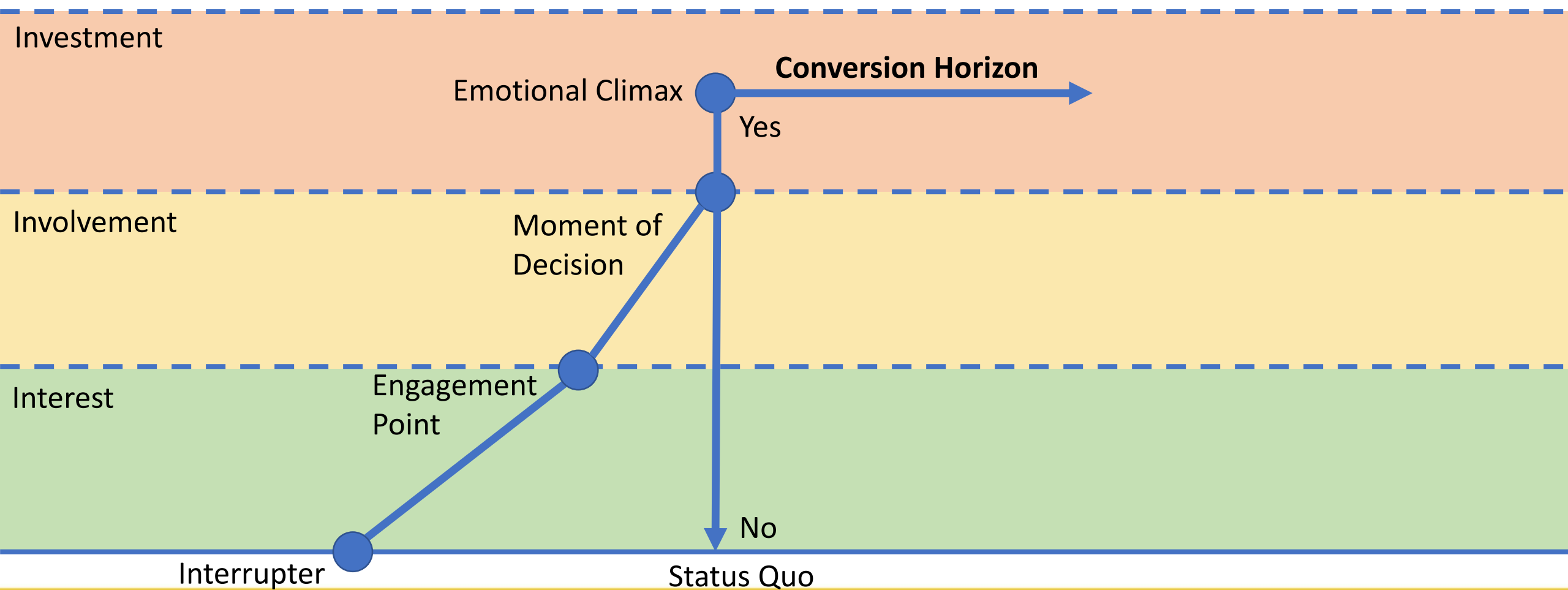
Months later, the basketball is still on that shelf, but the reason is no longer a mystery. "It's just a reminder of how much my dad loves me," Mark explains. "It's a reminder of how special it is to me."

Mark doesn't get to see his dad very often. But whenever he looks at the basketball on the shelf in his room, it's almost as if his dad is there to give him a giant hug. Even a glance gives him hope that one day, when his dad comes home, they'll be able to have a close relationship.

But there's another prisoner's child who still needs that hope.



Sparkline of a Donation

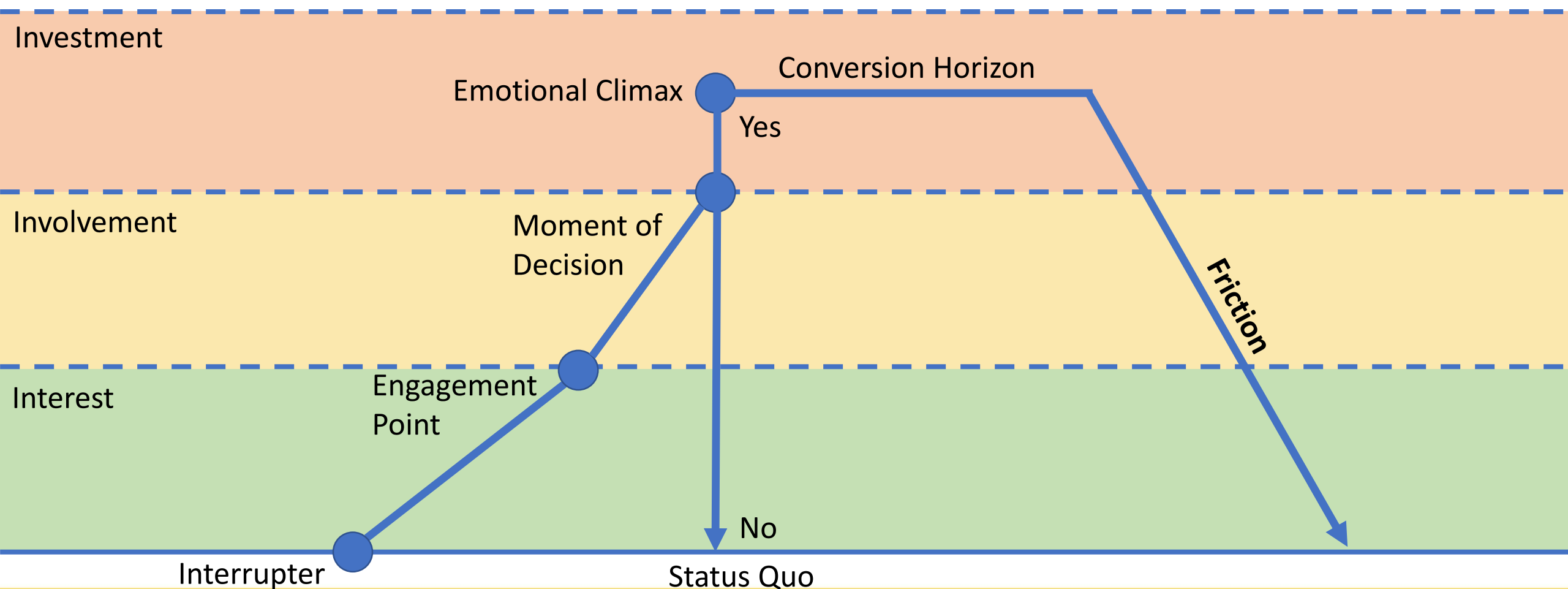


Enter

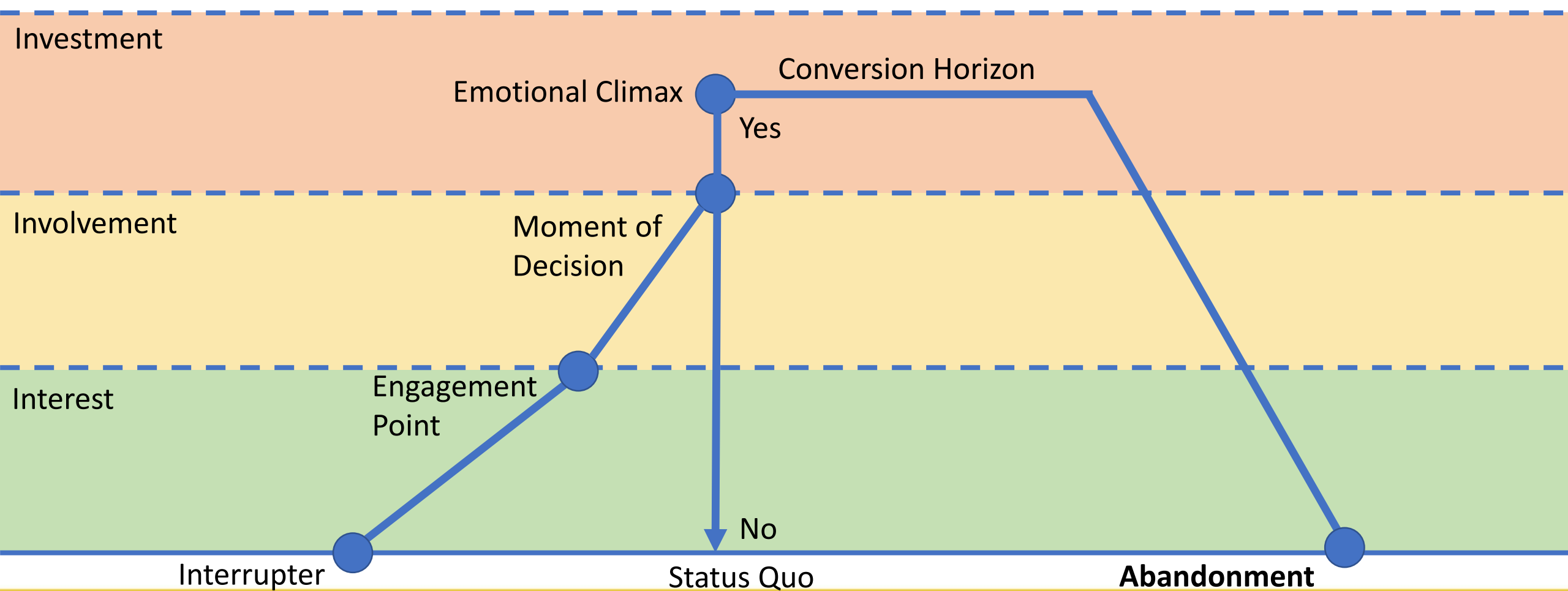
DECISION TENSION.



Sparkline of a Donation



Sparkline of a Donation



What is occurring in the mind

- To inspire a visitor to make that donation, we need to increase the emotions and awareness **to intentions connected to generosity** and, if possible, **reduce emotions and awareness to those that are not.**



*How exactly can I **amplify**
generosity to inspire the most
possible donation revenue
possible?*



Is there anything else I should be doing on my website during the final week of December?



OUR GOAL:

*By the end of this webinar, you'll understand **how to optimize** each major element of your campaign donation page **to increase the pull of generosity based motivations** resulting in more generous behaviors (donations and average gift size).*



7 Core Strategies



7 Core Strategies

4 generosity enablers



1

1

Increase Clarity

Where am I at?

What exactly is at stake here?

How, again, am I involved



Increasing clarity

1. Headline
2. Body Message
3. Background Image
4. In-Line Premium
5. Form Field Headers

1 [Specific campaign benefit others experience from your organization]

2 In this first part of the copy, 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, or, you describe all of the elements that are part of the situation.

3 Time left until (deadline name) [XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

2 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 intercepting the scenario by the way you describe it.

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

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

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

\$XXX,XXX \$XXX,XXX Goal

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
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City State Zip Code
Pre-filled if possible Pre-filled if possible Pre-filled if possible

Email (for receipt) Preferred Phone (optional)
Pre-filled if possible

☐ Credit Card ☐ ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

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



From This

Increasing clarity

You can help secure liberty's future

5. Form Field Headers

To This

Make your year-end gift to Hillsdale College

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

☐ I 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

Address 2

City

Email (for receipt)

Preferred Method

☐ Credit Card

☐ ACH Bank Account

Credit Card Number

Expire Month

Expire Year

Make My One-Time \$50 Gift

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



10.9%

In Donations



From This

You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's private, protected place to share health updates and connect with a community of support will always be here.

3. Background Image
4. In-Line Premium
5. Form Field Headers

1

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario,

Time left: [XX] Days [XX] Hours [XX] Minutes [XX] Seconds

3

To This

This website helps Kate stay connected to family and friends.

You make this website possible.

When you give to CaringBridge, you ensure that Kate's private, protected place to share health updates and connect with a community of support will always be here.

5

1. Enter Your Donation Amount

☒ This is a one-time gift for the amount above
☐ I 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

Address 2

City

State

Zip

Country

Phone

Email

3

Credit Card

Make My One-Time \$50 Gift

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



21.1%

In Donations



From This

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

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

How your year-end gift will help make the difference

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

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

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

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

WHY I'M A HERITAGE MEMBER

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

**Larry W.
California**

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

**Scott E.
California**

To This

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

Your year-end gift will help make the difference

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

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

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

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

- Your trailblazing support has enabled the Heritage Foundation to continue blocking and pushing back the plans of the Washington DC establishment—as it has since helping pioneer the Reagan Revolution and other conservative responses to the Left.
- Today you enable the Heritage Foundation to funnel the **facts that grassroots conservative activists need in order to demolish big government arguments** from the Washington establishment.
- And your donations are also helping Heritage educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.

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

**Larry W.
California**

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

**Scott E.
California**

22.9%
In Donations

From This

To This

- GIFT
- SEARCH
- DONATION
- CLUB
- RELIGIOUS GIFT
- ARDS
- CANDLE



DONATION

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

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

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

The Missionary Association of Mary Immaculate is a nonprofit, 501(c)3 organization.

If you belong to a club, [click here](#) to log in to your account. Then click on "My Clubs Page" to make your donation.

If you have questions or need more information call 1-888-330-6264 Monday thru Friday, 8:00 a.m. - 4:30 p.m. Central Time.

DONATION AMOUNT

Search

\$ GIFT

YOU CAN SHOW GOD'S LOVE AND COMPASSION TO SOMEONE IN NEED

with a year-end gift to the Missionary Oblates

As we near the end of 2017 and look to a new year, the Missionary Oblates of Mary Immaculate stand ready to reach more people with the love and compassion of God than ever before.

In more than 60 countries all over the world., Oblates are the hands and feet of Christ, sharing His gospel and showing His care for humanity. When you make a gift to the Missionary Oblates, you are making a difference in real and practical ways by providing crucial physical, emotional and spiritual help for the needy, including:

- Food and drink
- Medicine and shelter
- Education and clothing
- Friendship and spiritual care
- Daily encouragement through God's Word

Because of the support of generous friends like you this year, we were able to make a significant impact and show God's love in so many ways. Here are just a few:

- Educate more than 200 children in Haiti who were affected by hurricanes
- Help the locals in Namibia work for a living by making candles and baking bread to sell
- Provide over 60,000 hot meals and 20,000 food baskets to the homeless and poor through the St. Jude Community Center in New Orleans

First Name: Pre-filled if possible

Last Name: Pre-filled if possible

Address 1: Pre-filled if possible

Address 2:

City: Pre-filled if possible

State: Pre-filled if possible

Zip Code: Pre-filled if possible

Email (for receipt): Pre-filled if possible

Preferred Phone (optional):

Credit Card / ACH Bank Account

Credit Card Number:

Expire Month: / Expire Year:

Make My One-Time \$50 Gift

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

12.2%*
In Donations

*Approaching Validity (8172)

From This

CARING BRIDGE

Give to CaringBridge

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here.

Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

\$50 **\$100** **\$250**

\$50.00 (minimum \$10.00)

* Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Kelly

What would you like your tribute message to say (optional)?

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Your Tribute in Honor of Kelly

What would you like your tribute message to say (optional)?

☒ Display this message on Kelly's site.

How would you like to sign your message?

Pre-filled if possible

Address 1

Address 2

City

State

Email (for receipt)

Credit Card

ACH Bank Account

Credit Card Number

Expire Month

Expire Year

Make My One-Time \$50 Gift

19.8%
In Donations



From This

Today, you can be the first to get Hillsdale's NEW "Constitution 101" DVD Box Set for viewing in your home or for giving as a gift. It can also be used as part of a home school curriculum or for small group discussions.

The "Constitution 101" DVD box set can be yours for a gift of \$100 or more to Hillsdale College. For a gift of \$200 or more, we will include our 790-page companion book for the course, *The U.S. Constitution: A Reader*. This book, edited by Hillsdale's politics department faculty, features 113 important primary source documents and will deepen your enjoyment of the course.

Your gift will help Hillsdale College expand its efforts to teach millions of Americans about the Constitution and its importance to liberty at this crucial time.



For a gift of \$200 or more, we will include our 790-page companion book for the course, The U.S. Constitution: A Reader.

1 [Specific campaign benefit others experience from your organization]

2 In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are

To This

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The "Constitution 101" DVD box set can be yours for a gift of \$100 or more to Hillsdale College. For a gift of \$200 or more, we will include our 790-page companion book for the course, *The U.S. Constitution: A Reader*. This book, edited by Hillsdale's politics department faculty, features 113 important primary source documents and will deepen your enjoyment of the course.

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

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City State
Pre-filled if possible

Email (for receipt) Preferred Method
Pre-filled if possible

☐ Credit Card ☐ ACH Bank Account

Credit Card Number

Expire Month / Expire Year

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

10.6%
In Avg. Gift



From This

Make Your Donation

\$50 **\$100** **\$250**

(minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Write a Message of Support

What would you like your tribute message to say (optional)?

☒ Display this message on Kate's site.

How would you like to sign your message?

☐ Make this an anonymous tribute donation.

Your Information

*** First Name** *** Last Name**

To This

1. Choose Your Donation Amount

\$50 **\$100** **\$250**

(minimum \$10.00)

*** Payment Plan**

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

2. Write a Message of Support

What would you like your tribute message to say (optional)?

☒ Display this message on Kate's site.

How would you like to sign your message?

☐ Make this an anonymous tribute donation.

3. Enter Your Information (It's Secure)

*** First Name** *** Last Name**

12.5%
In Donations

Increase

1. Header
2. Body
3. Background
4. In-Line
5. Form

2

2

Intensify Attentiveness

To promote the suspension of disbelief
and suspension of distraction



Intensifying attentiveness

6. In-Line Graphics
7. Body Copy Format
8. Design Elements
9. No Video

6

7

Logo

8

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the 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, or, you describe all of the elements that are part of the situation.

Time left until (deadline name)

[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

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 intercepting the scenario by the way you describe it.

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

\$XXX,XXX

\$XXX,XXX Goal

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
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
 Pre-filled if possible

Last Name
 Pre-filled if possible

Address 1
 Pre-filled if possible

Address 2

City
 Pre-filled if possible

State
 Pre-filled if possible

Zip Code
 Pre-filled if possible

Email (for receipt)
 Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This

Providing safety, education, and God's love through a pair of shoes

New shoes put children on the path to hope and a future. For children, shoes mean:




- **Health:** Protecting against disease and infection
- **Education:** Lowering barriers to school attendance
- **Hope:** Demonstrating worth and God's love
- **Opportunity:** Connecting families to holistic ministry

By August 31, we need raise enough money to provide shoes for 8,178 orphans and vulnerable children. We want to be sure these children have the necessities they need to be ready for the coming school year.

However, we cannot meet this goal without support. We cannot provide these children the shoes they need without *your* help.

Providing safety, education, and God's love through a pair of shoes

New shoes put children on the path to hope and a future. For children, shoes mean:

HEALTH	EDUCATION	HOPE	OPPORTUNITY
			
Protecting against disease and infection	Lowering barriers to school attendance	Demonstrating worth and God's love	Connecting families to holistic ministry

By August 31, we need raise enough money to provide shoes for 8,178 orphans and vulnerable children. We want to be sure these children have the necessities they need to be ready for the coming school year.

However, we cannot meet this goal without support. We cannot provide these children the shoes they need without *your* help.

8. Design Elements

9. No Video

236%
In Donations



From This

America is in a critical period for the preservation of liberty. Over the past half century and more, the limited government that America's Founders established has been mutating into an unlimited and despotic bureaucracy, as our Constitution has been increasingly marginalized.

Samuel Adams once said, "No people will tamely surrender their Liberties, nor can any be easily subdued, when knowledge is diffused and virtue is preserved."

That's why Hillsdale College has been stepping up its efforts to teach the Constitution and its underlying principles of liberty to millions of Americans through the College's free online courses, its "Constitution Minute" series on the radio, and *Imprimis*, its monthly digest of liberty that goes to over 3.4 million households and businesses.

But in this critical time, our efforts on behalf of liberty must be stepped up even more – **and you are key to this effort.**

You can help educate ever greater numbers of Americans on the Constitution.

- You'll help Hillsdale add to the massive number—1.1 million to date—of people who have enrolled in free online courses from Hillsdale College. These courses teach all who wish to learn about the Constitution, our American heritage, free market economics, and more.
- You'll help Hillsdale expand the circulation of *Imprimis*, its flagship digest of liberty, from 3.4 million to 3.8 million or more. And since each copy of *Imprimis* is read by an average of three people, that means that at least twelve million more people will receive its message of liberty.

You can also help educate our nation's young people nationwide.

- Hillsdale's Barney Charter School Initiative is answering the urgent need for fundamental reform of American K-12 education – including the revival of strong civics education, teaching young Americans the principles of free government and the benefits of free market economics. The Initiative has helped to open 16 classical K-12 charter schools nationwide, and your support will help reach the goal of opening 50 schools nationwide by 2020.
- You'll fund scholarships for the nation's top students and future leaders to study at Hillsdale College and receive the very best classical liberal arts education in the land—the very kind of education America's Founders thought necessary for the preservation of free government.

You can help Hillsdale stand for founding principles of liberty

- Hillsdale College is nearly unique in its principled refusal to take even one penny of state or federal taxpayer funding—even indirectly in the form of student grants and loans. All of the College's operations, including its extensive educational outreach efforts on behalf of liberty, are **privately funded through the generosity of Americans like you.**

To expand its ambitious outreach initiatives on behalf of liberty, Hillsdale must raise \$250,000 by midnight on June 30 (the end of our fiscal year).

Will you help fuel these initiatives to defend the Constitution and restore liberty? Your gift by midnight on June 30 will help advance the principles of limited government, free market economics, and civic education nationwide.

Time left until June 30



Make your gift today!

To This

[Specific campaign benefit of the experience from your organization]

In this first describe the organization the circumstances. What value you touch as part of situation.

But then

Next, describe specific on believe the describe it.

Now briefly the picture (i.e. transit scenario).

Be careful here, but only business approach.

You interrupt them in an

Next, introduce involvement. But if you need your

Now make gift plays part

If there is a

Yes! I want from organization

1. Enter

☐ This is
☐ I would

2. Enter

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Address 2

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Your gift will

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just a small

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

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

But we believe that this crisis can be averted.

Hillsdale College has taught its students the classical liberal arts since 1844. This helps Hillsdale's students understand liberty, civic and moral virtue, and prepares them to be outstanding citizens and leaders. It's the kind of education the Founders thought necessary for the preservation of free government. A core component of this education is a course—"The Meaning and History of the Constitution"—that every student must take in order to graduate.

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

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

Imagine the impact these courses have had on American civil society and culture.

However, they miss a critical stage of educational development: K-12 education. That's why Hillsdale launched the Barney Charter School Initiative, to launch 50 classical charter schools across America by 2022. This answers the urgent need for fundamental reform of American K-12 education – including the revival of strong civics education, teaching young Americans the principles of free government and the benefits of free market economics.

Reviving Liberty – Without One Penny of Taxpayer Funding

Through its educational outreach, the College will restore the principles of liberty underlying the Constitution. To accomplish this, Hillsdale must fiercely guard its independence, particularly from the army of unelected regulators that come with government largesse. That's why the College has refused **every penny of taxpayer funding**, even indirect aid such as student loans.

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

We need your help to fund these ambitious outreach initiatives on behalf of liberty, and we've set a goal to raise \$250,000 by midnight on June 30 (the end of our fiscal year).

Will you help Hillsdale restore the principles of liberty in our country?

Time left until June 30



Make your gift before midnight on June

18.4%

In Donations



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- 7. Body
- 8. Desig
- 9. No V

Heritage: The trusted conservative leader

As a conservative, you know we are your voice in Washington.

For more than forty years, Heritage has **championed conservative principles** by countering the left's radical policies and keeping conservative ideas at the center of every debate. Here's what some of the movement's strongest voices have to say:

"We need Heritage's ideas to become the tools of battle."
Sen. Ted Cruz (R-TX)

"...ome of t i fines. -- crva /e s olar alive today ve, w, c, an breathe at The Heritage Foundation."
—Rush Limbaugh

"No organization on earth is a better supplier of innovative, conservative ideas grounded in founding principles than Heritage."
—Sean Hannity

Your membership gets results

Here's the impact you had through your membership in 2013:

- ✓ Heritage led the fight to get rid of Obamacare. During the summer, we met with tens of thousands of citizens at town hall meetings across the country to expose the damaging impact of Obamacare. Through this nationwide campaign, which included a massive billboard in Times Square, Heritage forced this disastrous law to center stage of the political debate and focused attention on the damage it is inflicting on American workers and businesses.
- ✓ Heritage pushed for important reforms to welfare programs and made the case for breaking the link between food stamps and subsidies to farmers.
- ✓ We educated newly-elected congressmen on how the Washington Establishment works, and we developed a strong bench of new young leaders to help lead the conservative movement.
- ✓ By building a stronger nationwide network among 639 state and local conservative organizations, Heritage gave our movement new strategies to use against big government at the grassroots level.
- ✓ While the Obama administration stumbled in its dealings with Syria, Russia, and other countries, Heritage experts provided crucial direction to policymakers on foreign policy.
- ✓ Heritage worked with Congressional leaders to counter the administration's push for more regulations and red tape, which would limit freedom and increase prices for consumers while expanding the size and scope of the federal government.

It's time to move conservative ideas forward

As we enter this critical election year, Heritage will build on our recent victories, creating momentum that will carry us through the midterm elections and beyond. Now is the time for you to get involved.

With your tax deductible donation, you will join with hundreds of thousands of conservatives across the nation supporting Heritage's effort to restore an America where freedom, opportunity, prosperity, and civil society flourish.

Together, we can make our conservative ideas a reality. Join Heritage today!

Join Heritage today!

My Donation

\$25

\$50

\$100

\$500

\$1,000

Other

(minimum \$5.00)

Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

My Information

First Name

Last Name

Email Address

Country

United States

Street Address

Street Address 2

eness

6
7

Logo

[Specific ca experience

In this first part of describe the specif organization is tryi the circumstances? What values are at you touch on all the as part of that, or, y situation.

But there is a sc

Next, describe howi specific on how it c believe that you are describe it.

Now briefly touch e the picture. Before (i.e. transition) con scenario.

Be careful about usi here, but you'll rare only business peopl approach.

You interrupted som them in and keep th

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Now make your gift gift plays part in the

If there is a challeng

\$5000

Yes! I want to [from organizat

1. Enter Your D

☒ This is a one-time payment
☐ I would like to make monthly payments

2. Enter Your In

First Name

Pre-filled if possible

Address 1

Pre-filled if possible

Address 2

City

Pre-filled if possible

Email (for receipt)

Pre-filled if possible

Credit Card

Credit Card Number

Expire Month

Exp

Make My One \$50 Gift

Your gift is going to help change) that we already just a small reinforcement

"Some of the finest conservative scholars alive today, live, work, and breathe at The Heritage Foundation."

—Rush Limbaugh

"No organization on earth is a better supplier of innovative, conservative ideas grounded in founding principles than Heritage."

—Sean Hannity

Your membership gets results

Here's the impact you had through your membership in 2013:

- Heritage led the fight to get rid of Obamacare. During the summer, we met with tens of thousands of citizens at town hall meetings across the country to expose the damaging impact of Obamacare. Through this nationwide campaign, which included a massive billboard in Times Square, Heritage forced this disastrous law to center stage of the political debate and focused attention on the damage it is inflicting on American workers and businesses.
- Heritage pushed for important reforms to welfare programs and made the case for breaking the link between food stamps and subsidies to farmers.
- We educated newly-elected congressmen on how the Washington Establishment works, and we developed a strong bench of new young leaders to help lead the conservative movement.
- By building a stronger nationwide network among 639 state and local conservative organizations, Heritage gave our movement new strategies to use against big government at the grassroots level.
- While the Obama administration stumbled in its dealings with Syria, Russia, and other countries, Heritage experts provided crucial direction to policymakers on foreign policy.
- Heritage worked with Congressional leaders to counter the administration's push for more regulations and red tape, which would limit freedom and increase prices for consumers while expanding the size and scope of the federal government.



39% In Donations

51.7% In Average Gift

My Donation

\$25

\$50

\$100

\$500

\$1,000

Other

(minimum \$5.00)

Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

My Information

First Name

Last Name

Email Address



SS

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

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

560%

In Donations

3

3 Increase Urgency

To accelerate the need to complete



From This 10 To This

DONATE NOW

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

Gift Information

Gift Amount * \$ ☐ Monthly gift (automatic)

Billing Information

Name On Card *

Credit Card Number *


Expiration Date * /

Contact Information

Privacy & Security ▼

Financial Accountability ▼

Give by Phone or Mail ▼



DONATE NOW

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

Time Until the June 30th Deadline

-1 DAYS **14 HRS** **19 MINS** **10 SECS**

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

Gift Information

Gift Amount * \$ ☐ Monthly gift (automatic)

Billing Information

Name On Card *

Credit Card Number *

Expiration Date * /

Contact Information

First Name *

Privacy & Security ▼

Financial Accountability ▼

Give by Phone or Mail ▼

☒ This is a one-time gift for the amount above
☐ I 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

Address 2

City State Zip Code

Email (for receipt) Preferred Phone (optional)

Credit Card ACH Bank Account

Credit Card Number Verification Code

Expire Month / Expire Year

Make My One-Time \$50 Gift

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

12.6%
In Donations



From This 10 To This 10

In
ur
10.

Your Gift Matters

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation.

Give to CaringBridge

Donation Amount

Your Gift Matters

3 days, 8 hrs, 52 mins, 7 secs
remaining until the year-end donation deadline

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation in honor of Deborah.

Give to CaringBridge

Donation Amount

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.

\$XXX,XXX

\$XXX,XXX Goal

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
☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2
Pre-filled if possible

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)
Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

68.1%
In Donations



With Countdown Clock
vs.
Without Countdown Clock



4

4 Add Social Influence

To simulate social encouragement



Add social influence

11. Progress Meters

12. Recent Gift Callouts

11

12

Logo

[Specific campaign benefit others experience from your organization]

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

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

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, or, 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 intercepting the scenario by the way you describe it.

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

\$XXX,XXX

\$XXX,XXX Goal

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

☐ I would like to make this gift today and every month I can

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State
Pre-filled if possible

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This



The original campaign page for Hillside College features a dark blue header with the college's logo and name. The main content area is white with a blue border. The headline is "You can support a rebirth of liberty and learning". Below the headline, there is an update paragraph, a paragraph about the current state of the country, and a paragraph about the future of America.

HILLSDALE COLLEGE

You can support a rebirth of liberty and learning

Update: Due to the overwhelming response and support, we have expanded the goal to raise an additional \$100,000 by midnight tonight!

Our beloved country stands at a historic crossroads. Over the past few years, progressive reformers have radically transformed our government, disregarding the limits imposed by the Constitution and creating a bureaucratic despotism that increasingly violates our rights.

This year and next, are crucial to determining whether America will return to limited government or continue to slide, perhaps irreversibly, into bureaucratic despotism.

To This



The updated campaign page for Hillside College features a dark blue header with the college's logo and name. The main content area is white with a blue border. The headline is "You can support a rebirth of liberty and learning". Below the headline, there is a progress bar showing the current amount raised (\$450,000) and the goal (\$550,000). There is also a callout box showing the current amount raised (\$487,685). Below the progress bar, there is an update paragraph, a paragraph about the current state of the country, and a paragraph about the future of America.

HILLSDALE COLLEGE

You can support a rebirth of liberty and learning

Update: Due to the overwhelming response and support, we have expanded the goal to raise an additional \$100,000 by midnight tonight!

Our beloved country stands at a historic crossroads. Over the past few years, progressive reformers have radically transformed our government, disregarding the limits imposed by the Constitution and creating a bureaucratic despotism that increasingly violates our rights.

This year and next, are crucial to determining whether America will return to limited government or continue to slide, perhaps irreversibly, into bureaucratic despotism.

20.5%
In Revenue / Visitor



From This

Make your year-end gift to Heritage!

Your donation is tax-deductible

(minimum \$5.00)

My information

First Name Last Name

Email Address

Country

Street Address


Street Address 2


City


State

Zip Code





What the experts are saying



 "We need Heritage's ideas to become the tools of battle."
—Sen. Ted Cruz (R-TX)

 "Some of the finest conservative scholars alive today, live, work, and breathe at The Heritage Foundation."
—Rush Limbaugh

 "No policy shop has more clout than the conservative Heritage Foundation."
—Wall Street Journal

Recent Media Appearances

To This

Make your year-end gift to Heritage!

Your donation is tax-deductible

(minimum \$5.00)

My information

First Name Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip Code

Recent Donors

Max from Bullard, TX: \$20.83
Jim & Beth from Tucson, AZ: \$25.00
Jeeannie from Coronado, CA: \$200.00
Wanda from Westerville, OH: \$38.00
Jefferey from Amarillo, TX: \$38.00
Barbara from Ventura, CA: \$75.00
Darrell from Tuscola, TX: \$25.00
Joseph from Danville, PA: \$250.00
Bob from Schoenectady, NY: \$25.00
Joseph from Edgemoor, SC: \$30.00
Ralph from Wood Ridge, NJ: \$25.00
David from Marshall, MI: \$50.00
Virginia from Ocean Isle Beach, NC: \$100.00
Paul from Deer Park, NY: \$100.00
Farida from Irvine, CA: \$25.00
Anne from Plano, TX: \$10.00



4.8%
In Donations

39%
In Avg Gift



3 generosity inhibitors



1

1

Unmet Relational Expectations

Is this what I was expecting / hoping for?



Unmet relational expectations

- 13. Intro Copy: Make sure it matches the email
- 14. Gift Array: test a single, open field unless average gift is low/lower than other channels
- 15. Gift Type: If heavily emphasizing a recurring gift, prime them prior to arrival

13

14

15

Logo

[Specific campaign benefit others experience from your organization]

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

Time left until [deadline name]
[XX] [XX] [XX] [XX]
Days Hours Minutes Seconds

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

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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.

\$XXX,XXX

\$XXX,XXX Goal

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

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City
Pre-filled if possible

State

Zip Code
Pre-filled if possible

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This

To This

13

Share God's Word with Others

by making a gift to Harvest Ministries today.

God's Word is trustworthy, accurate, and without error—and it holds the promise of eternal life for all who believe. Pastor Jeff Lasseigne's brand-new book, *Unlocking the Bible*, will give you a deeper understanding of Scripture, where it came from, why we can believe it, and how to apply it to your life. It will be sent to you when you give a generous gift to Harvest Ministries today.

Your gift to Harvest allows God's Word to be proclaimed through

- Large-scale crusade evangelism and discipleship
- Biblical teaching on radio, television, and the web
- Encouraging devotions, messages, and podcasts
- Print and digital resources that help people grow in faith

Gain a Deeper Understanding of Scripture

And Help Share God's Word with Others.

God's Word is trustworthy, accurate, and without error—and it holds the promise of eternal life for all who believe. Pastor Jeff Lasseigne's brand-new book, *Unlocking the Bible*, will give you a deeper understanding of Scripture, where it came from, why we can believe it, and how to apply it to your life.

This resource will lay the groundwork for your devotional time with God during this season of change as you settle into new routines and habits.

You will be sent this resource when you give a generous gift to Harvest Ministries today.

When you give a gift to Harvest Ministries, not only will you gain a deeper understanding of Scripture through receiving and reading the book *Unlocking the Bible*, but you are helping share God's Word with others by supporting the ministry of Harvest.

Your gift will help Harvest proclaim the gospel to others through:

- Large-scale crusade evangelism and discipleship
- Biblical teaching on radio, television, and the web
- Encouraging devotions, messages, and podcasts
- Print and digital resources that help people grow in faith

85.7%

In Donations

From This

Your gift before June 30 will be effectively doubled thanks to a \$350,000 challenge grant!

\$100

\$250

\$500

Other

\$ 250.00 (minimum: \$2.00)

Payment Info

☒ Credit Card ☐ eCheck

Name on card: John Doe

Card number:

Expires: 01 Jan 2015 CCV:

Billing Information

To This

Your gift before June 30 will be effectively doubled thanks to a \$350,000 challenge grant!

Donation Amount:

\$ USD

☒ Credit Card ☐ eCheck

Payment Info

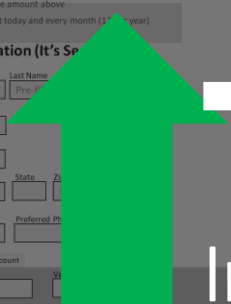
Name on card: John Doe

Card number:

Expires: 01 Jan 2015 Card type: VISA

Security code:

15



118%
In Donations



From This

To This

Your donation

\$5

\$10

\$25

\$50

\$100

\$200

\$300

Other Amount

(minimum \$2.00)

Payment Plan

☒ Monthly (12 per year) ongoing payments. \$10.00 per payment, until you contact us to cancel.

☐ One-time payment for the full amount

Your donation

\$50

\$100

\$250

Other Amount

(minimum \$2.00)

Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

15.5%
In Donations

49%
In Avg Gift



2

2

Flow Interruptions

Wait... What?



Unnecessary flow interruptions

16. Header items

17. Alternate Payment Methods

18. Verification Pages

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? Time left until [deadline name] [XX] Days [XX] Hours [XX] Minutes [XX] Seconds

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, or, 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 intercepting the scenario by the way you describe it.

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

\$XXX,XXX

\$XXX,XXX Goal

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
☐ I 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

Address 2

City

State

Zip Code

Email (for receipt)

Preferred Phone (optional)

Credit Card Number

ACH Bank Account

Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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

From This



16

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How dire the need? What values are at stake? Make sure that as you describe the scenario

Time left: (days) (hours) (minutes) (seconds)

To This



16. Header items

17. Alternate Payment Methods

18. Verification Pages

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 ask about it in more detail.

\$100,000

\$100,000

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

1. Enter Your Donation

☐ This is a one-time gift for the amount I've entered above.
☐ I would like to make this gift today (year)

2. Enter Your Information (It's Secure)

First Name Last Name
Pre-filled if possible Pre-filled if possible

Address 1
Pre-filled if possible

Address 2

City State

Pre-filled if possible

mail (for receipt) Pre-filled if possible

Pre-filled if possible

☐ Credit Card ☐ ACH Bank Account

Credit Card Number

Expire Month / Expire Year

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

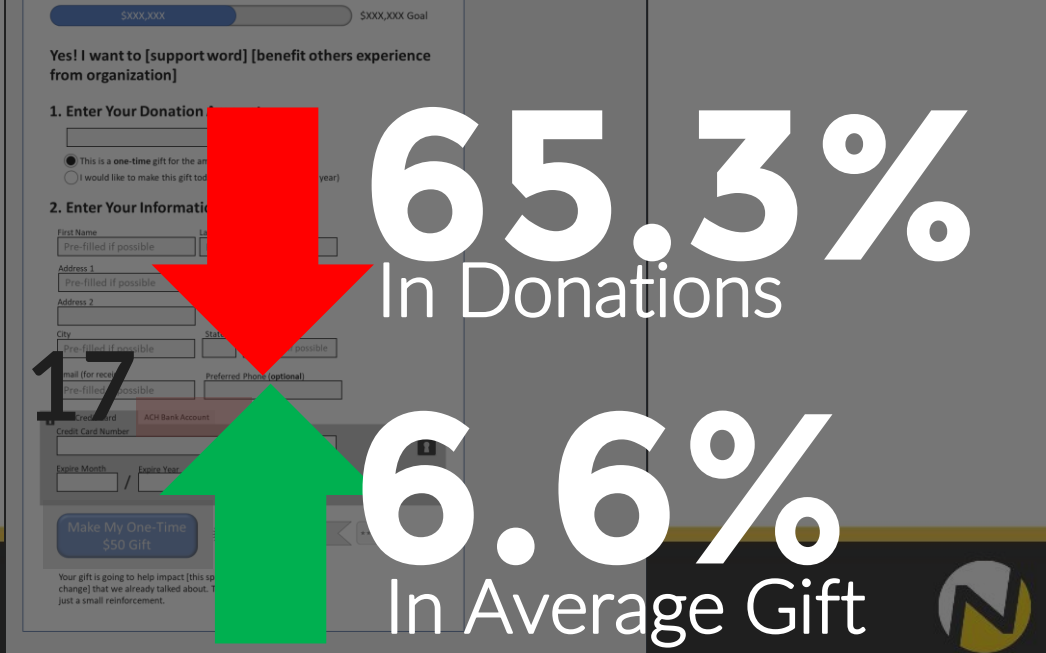
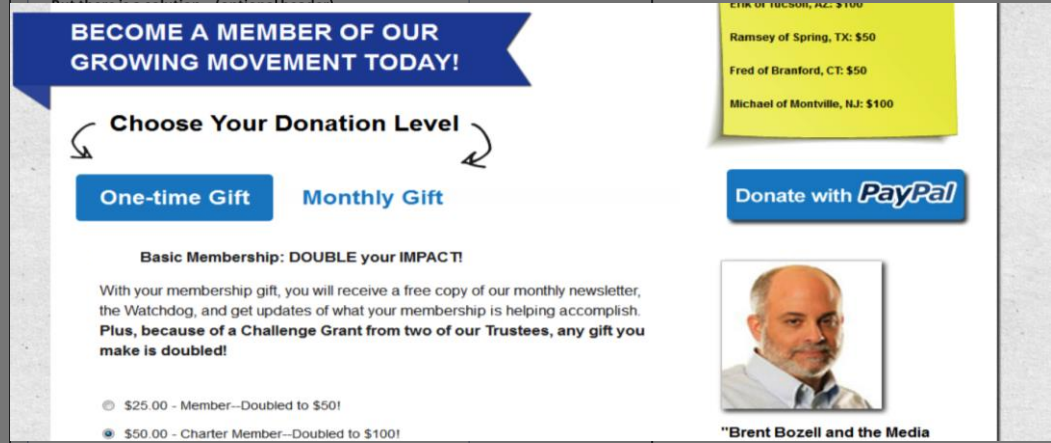
39%
In Donations

51.7%
In Average Gift



From This

To This



From This

DONATE ONLINE 1 Enter Info 2 Verify 3 Confirmation

Please verify that your information is correct, or [click here](#) to make changes. Process Donation

Personal Information

First Name: Harvest
Last Name: Test

Contact Information

E-mail: Test@harvest.org
Phone Number: (951) 687-6902
Street Address: 6115 Arlington Ave
City: Riverside
State: CA
Zip Code: 92504
Country: USA

Donation Information

Gift Amount: \$5.00 (USD)
Designation: Where Most Needed
Recurrence: None (Single Gift)
Payment Type: Credit Card
Thank You Gift: A Lifetime of Wisdom

Billing Information

Card Type: Visa
Card Number: XXXX-XXXX-XXXX-1111
Verification Number: 123
Expiration Date: 01/2017

Please verify that your information is correct, or [click here](#) to make changes. Process Donation

16

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the 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, or, 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 intercepting the scenario by the way you describe it.

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

You interrupted someone, and the story form it is the story of the person who interrupted them in and keep them in.

Next, introduce the donor into the story. If you are celebrating their involvement to inspire others, then start with a 'because if you' message. But if you are falling short, and need the help, 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.

\$100,000 \$100,000 Goal

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
☐ I 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: Address 2:
City: Zip Code:
Country: State:
Email (for receipt): Phone (optional):
Credit Card Number: Verification Number:
Expire Month:

Make My One-time \$50 Gift

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

31.3%
In Donations



3

3

Forgotten Re-assurance

Their Safety
Their Impact



Forgotten impact and safety re-assurance

- 19. CTA Transition Copy: Always include it and reinforce impact
- 20. Payment Fields: Make them feel secure with separation and lock
- 21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

19

20

21

Logo

[Specific campaign benefit others experience from your organization]

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the 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, or, you describe all of the elements that are part of the situation.

Time left until [deadline name]

[XX] Days [XX] Hours [XX] Minutes [XX] Seconds

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 intercepting the scenario by the way you describe it.

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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.

\$XXX,XXX\$XXX,XXX Goal

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

☐ I would like to make this gift today and every month (12 per year)

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Address 2

Pre-filled if possible

City

State

Zip Code

Pre-filled if possible

Pre-filled if possible

Pre-filled if possible

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card

ACH Bank Account

Credit Card Number


Verification Code

Expire Month

Expire Year

Make My One-Time \$50 Gift

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



From This

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your Donation

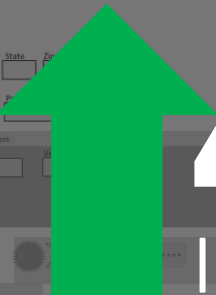
To This

The Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.

Your Donation



49.4%
In Donations



From This

Phone

Credit Card Information

Card Number *

Exp. Month * Exp. Year *

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

Make My \$50 Gift

To This

Phone

Credit Card Information

Card Number *

Exp. Month * Exp. Year *

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

Make My \$50 Gift

20. **Payment Fields:** Make them feel secure with separation and lock

21. **CTA Button Area:** Re-assure donors with badges (safety) and text (impact)

19

20

21

19.5%
In Donations



From This

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

-Choose-

-Choose-

Donate \$70

and

To This

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

-Choose-

-Choose-

Donate \$70

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

20. Payment Fields: Make them feel secure with separation and lock

21. CTA Button Area: Re-assure donors with badges (safety) and text (impact)

19

20

21

31.3%
In Donations



*What other things should I be
doing on my website,
ESPECIALLY during the final
week?*



In-Site Ads



Site Banners

Homepage Banner

DOUBLE YOUR GIFT!

Help parents with their toughest challenges

FIND OUT MORE

Timeframe: 12/6/2017 - 12/13/2017

1.1% Conversion Rate

Timeframe: 12/21/2017 - 12/27/2017

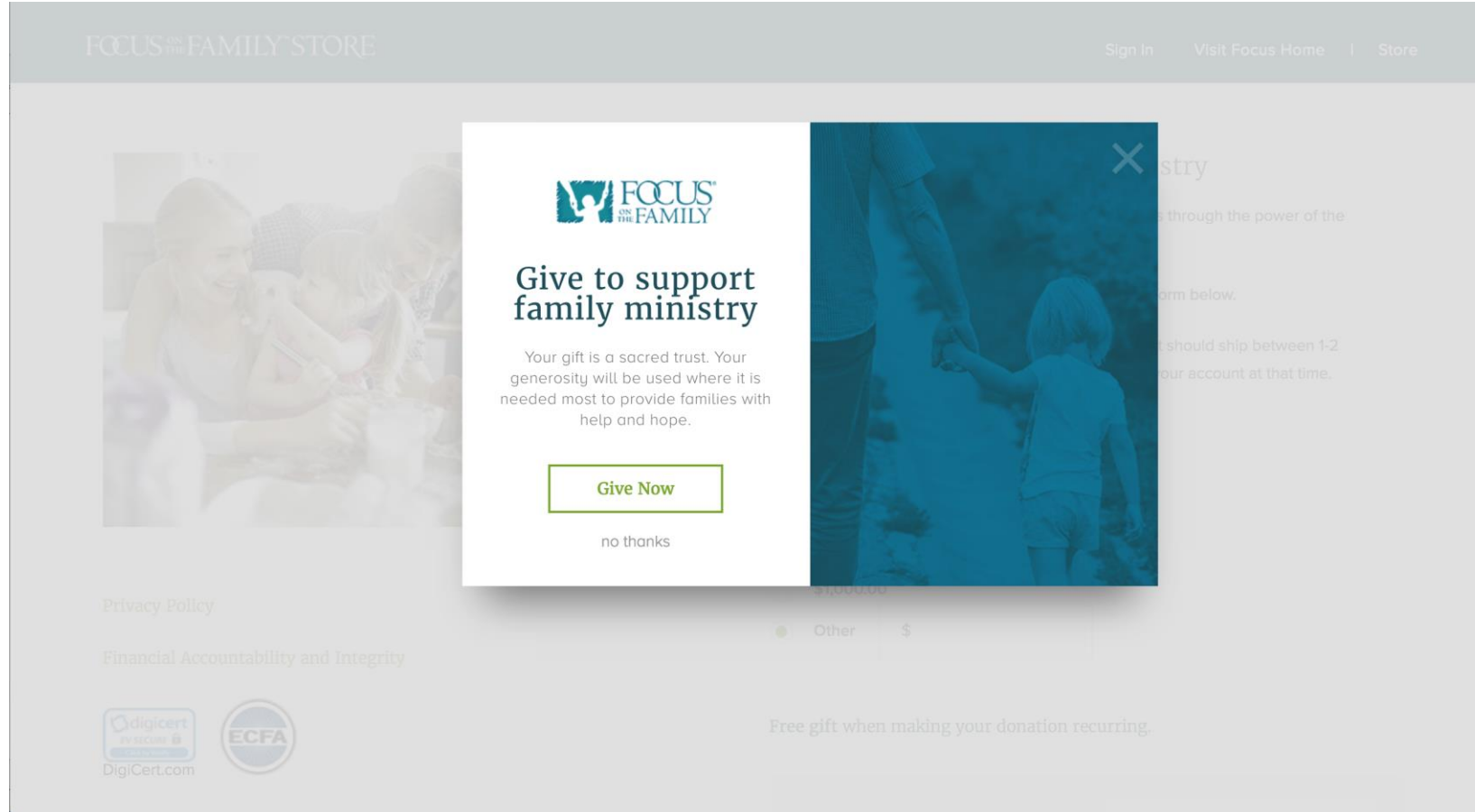
4.6% Conversion Rate



Pop-ups

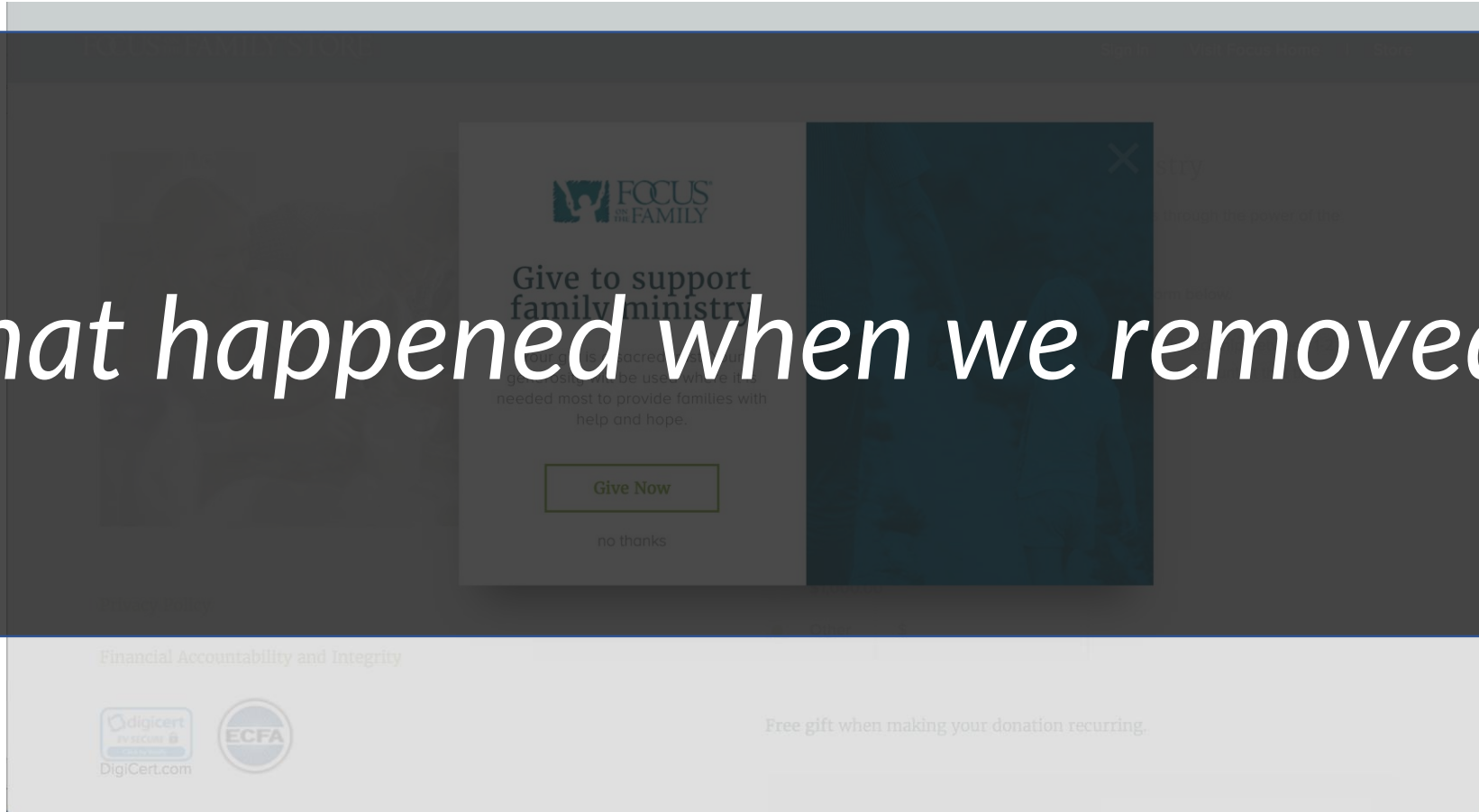


On Pop-ups

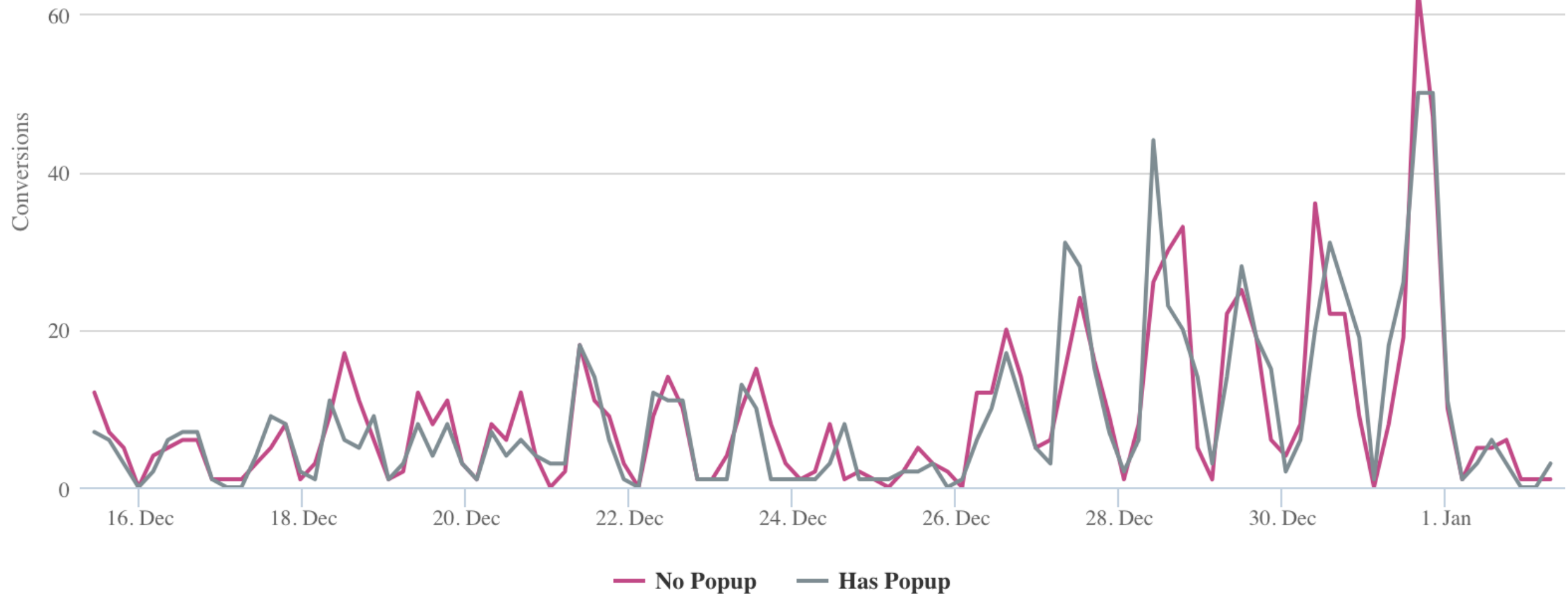


On Pop-ups

What happened when we removed it?

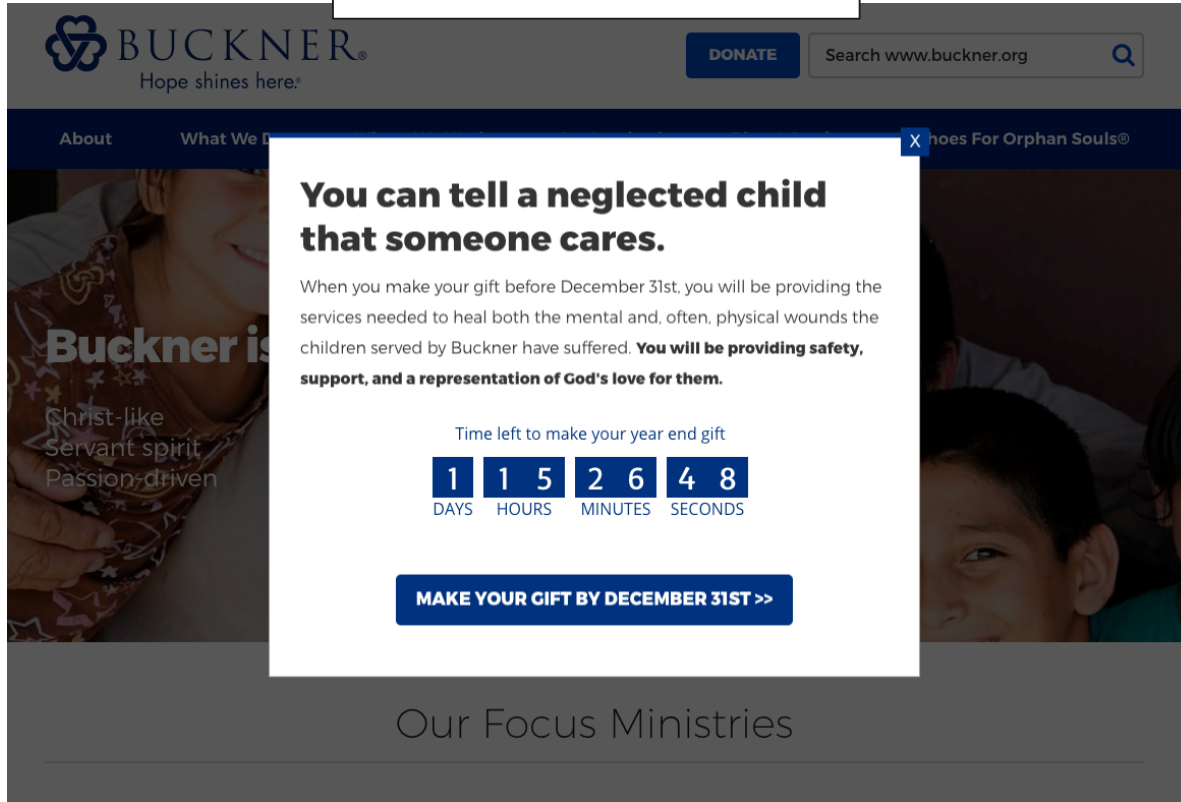


On Pop-ups



Experiment #8190

POP-UP



The screenshot shows the Buckner website with a dark header. The logo "BUCKNER Hope shines here." is on the left, and a "DONATE" button and search bar are on the right. A navigation bar below the header contains links like "About" and "What We Do". A large pop-up message is centered on the page. The pop-up has a white background with a dark border. It contains the text "You can tell a neglected child that someone cares." followed by a paragraph about donating before December 31st. Below the paragraph is a countdown timer showing "1 15 26 48" for "DAYS HOURS MINUTES SECONDS". At the bottom of the pop-up is a blue button that says "MAKE YOUR GIFT BY DECEMBER 31ST >>".

BUCKNER[®]
Hope shines here.[®]

DONATE Search www.buckner.org

About What We Do

X hoes For Orphan Souls[®]

You can tell a neglected child that someone cares.

When you make your gift before December 31st, you will be providing the services needed to heal both the mental and, often, physical wounds the children served by Buckner have suffered. **You will be providing safety, support, and a representation of God's love for them.**

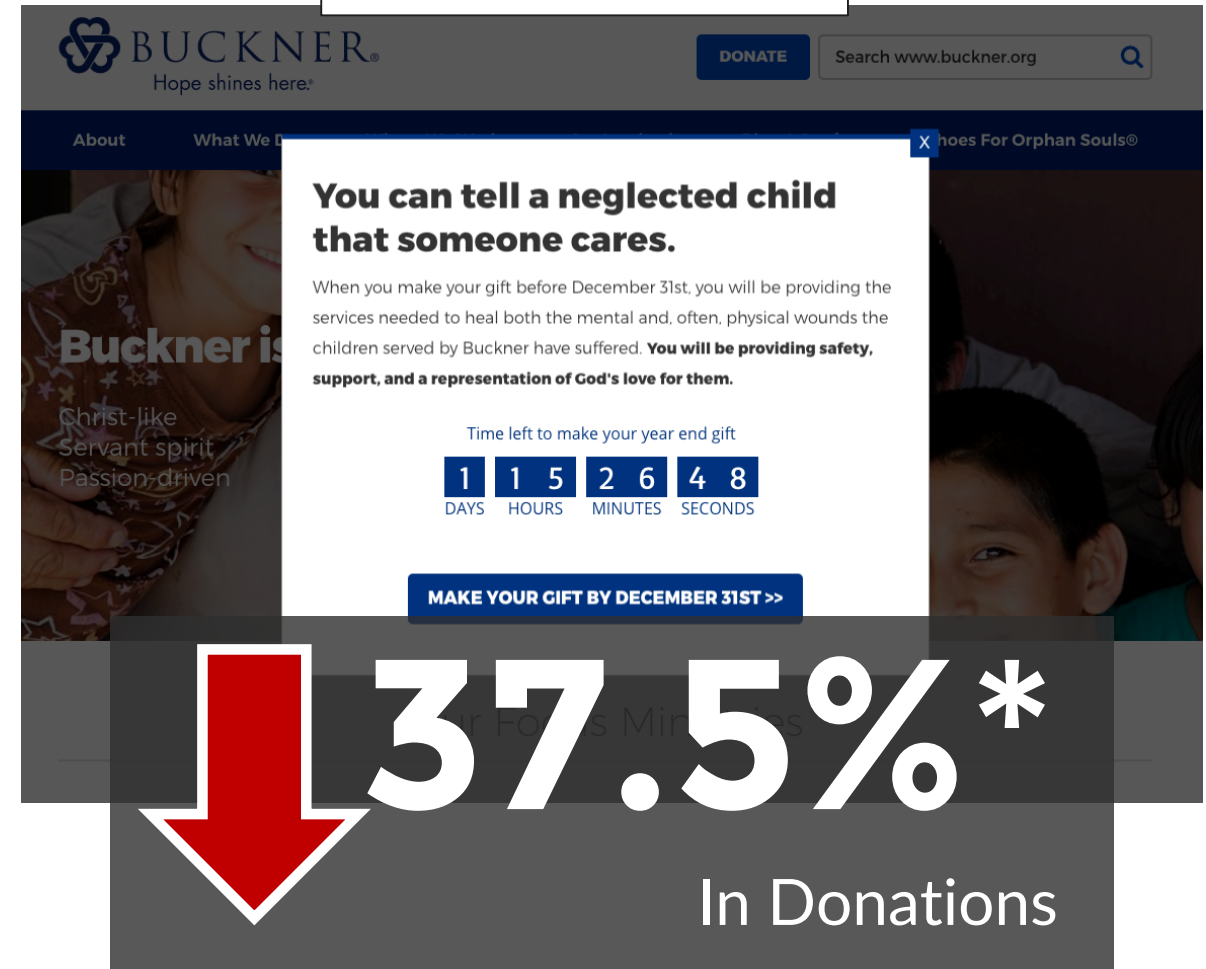
Time left to make your year end gift

1 15 26 48
DAYS HOURS MINUTES SECONDS

MAKE YOUR GIFT BY DECEMBER 31ST >>

Our Focus Ministries

EXIT-INTENT



The screenshot shows the Buckner website with a dark header. The logo "BUCKNER Hope shines here." is on the left, and a "DONATE" button and search bar are on the right. A navigation bar below the header contains links like "About" and "What We Do". A large exit-intent message is centered on the page. The message has a white background with a dark border. It contains the text "You can tell a neglected child that someone cares." followed by a paragraph about donating before December 31st. Below the paragraph is a countdown timer showing "1 15 26 48" for "DAYS HOURS MINUTES SECONDS". At the bottom of the message is a blue button that says "MAKE YOUR GIFT BY DECEMBER 31ST >>". A large red arrow points down from the message to a large white text "37.5%*" on a dark background. Below the text is the phrase "In Donations".

BUCKNER[®]
Hope shines here.[®]

DONATE Search www.buckner.org

About What We Do

X hoes For Orphan Souls[®]

You can tell a neglected child that someone cares.

When you make your gift before December 31st, you will be providing the services needed to heal both the mental and, often, physical wounds the children served by Buckner have suffered. **You will be providing safety, support, and a representation of God's love for them.**

Time left to make your year end gift

1 15 26 48
DAYS HOURS MINUTES SECONDS

MAKE YOUR GIFT BY DECEMBER 31ST >>

37.5%*

In Donations

*approaching validity



Editorials, Blogs, and Social Posts



Experiment #5988

Background

This non-profit was preparing for a **final week** year-end campaign and wanted to determine the potential influence (if any) of editorial on donations.

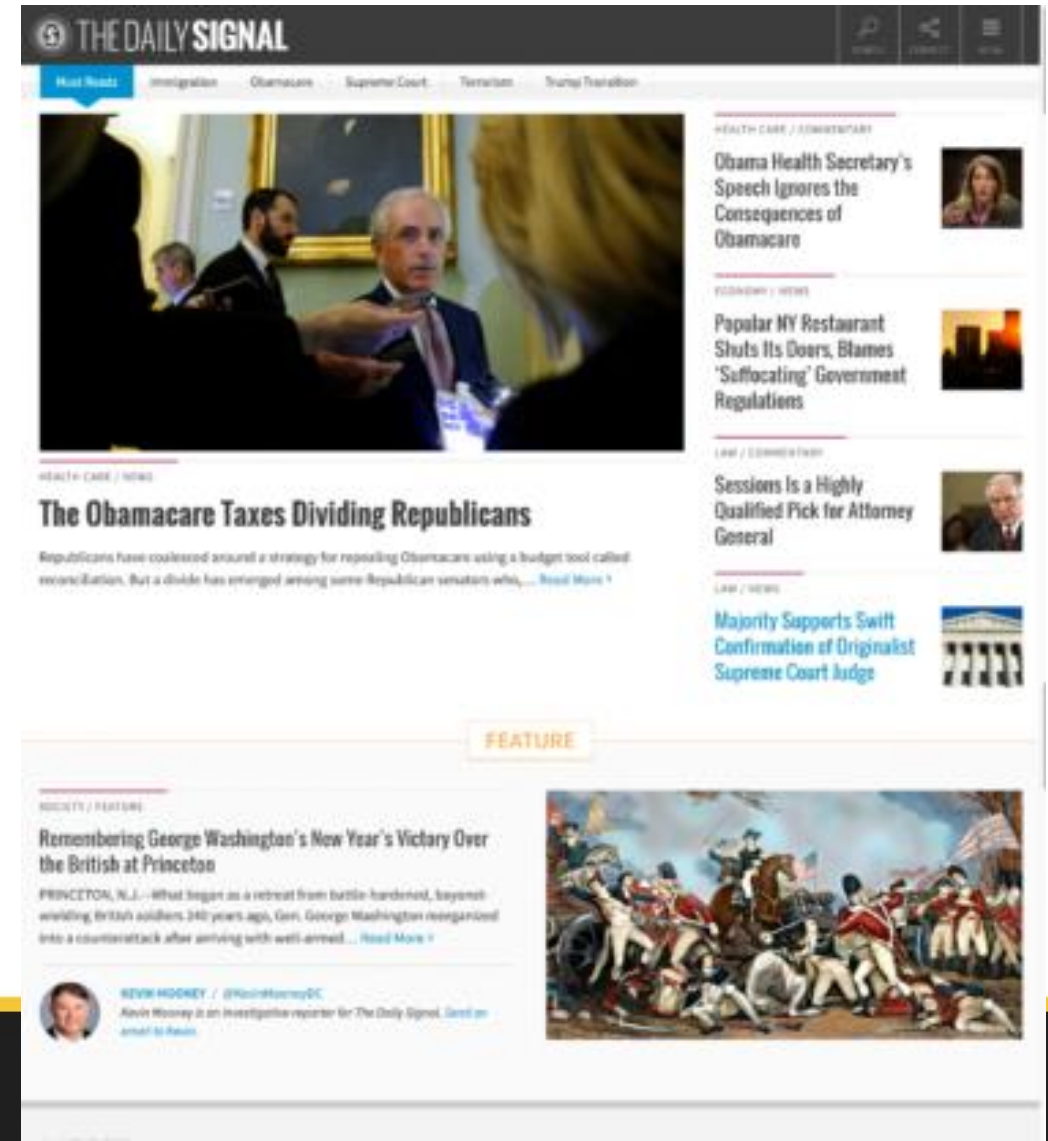
Objective

Which approach would result in more donations?



The Treatment (5988)

For a period of time leading up to their year-end donation campaigns, the Daily Signal, the partner's owned news site, produced six different articles that **highlighted the impact donors have on the organization** and illustrated the need for additional contributions.



[illegible]

ber 28
ing Fro
one: W
t Jour
s

ember 21
r Support for The
y Signal is Critical.
These 21 Comments
Pretty Awesome, Too.

[illegible]

The screenshot shows a news article from the Washington Post. The main headline is "Live From Washington: It's The Daily Sign". Below the headline, there is a sub-headline "Live From Washington: It's The Daily Sign". The article features a large photograph of three women sitting at a table, likely during a panel discussion or interview. The women are dressed in professional attire. The background of the photo shows a stage with a large screen displaying the word "DEBATE". The article text is in English and discusses political events. The layout includes a navigation bar at the top with various news categories and a sidebar on the right with additional links and information.



The Treatment (5988)



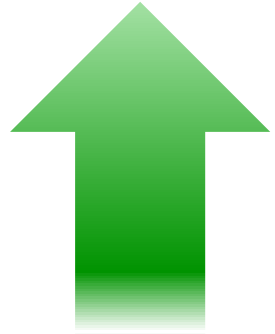
These articles did NOT:

- Contain a donation ask
- Contain a link

These articles did lay out the:

- Need
- Impact

What Happened:



196.6% Increase in
DONATIONS

Version	Conv. Rate	Relative Diff.	Stat. Confidence
Did not see articles	1.9%		
Saw the articles	5.5%	196.6%	100.0%

Those that saw one of the articles, were nearly 3x more likely to give at year end.



Global Navigation

(EXCEPT on your donation page)

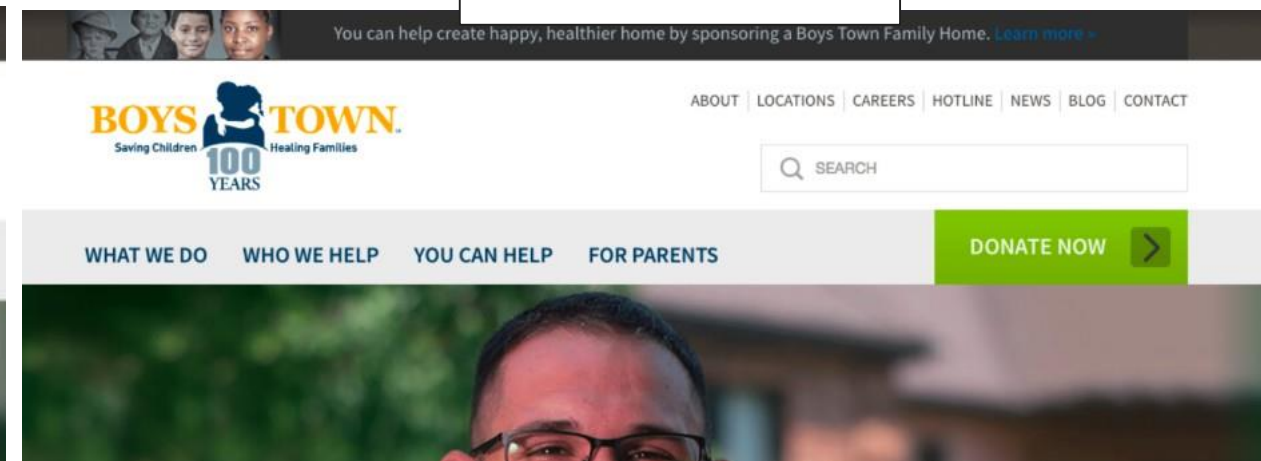


Experiment #8909

Original



Treatment



 **36.6%**
In Clicks



Experiment #9453

Original



Treatment



In Clicks



Experiment #5540

Original

 THE DAILY SIGNAL


SEARCH


CONNECT


MENU

Must Reads

Gender Identity

Obamacare

Terrorism

Voter ID



LAW / NEWS

Senators Promise to Block



Treatment

 THE DAILY SIGNAL


DONATE


SEARCH


CONNECT


MENU

Must Reads

Gender Identity

Obamacare

Terrorism

Voter ID

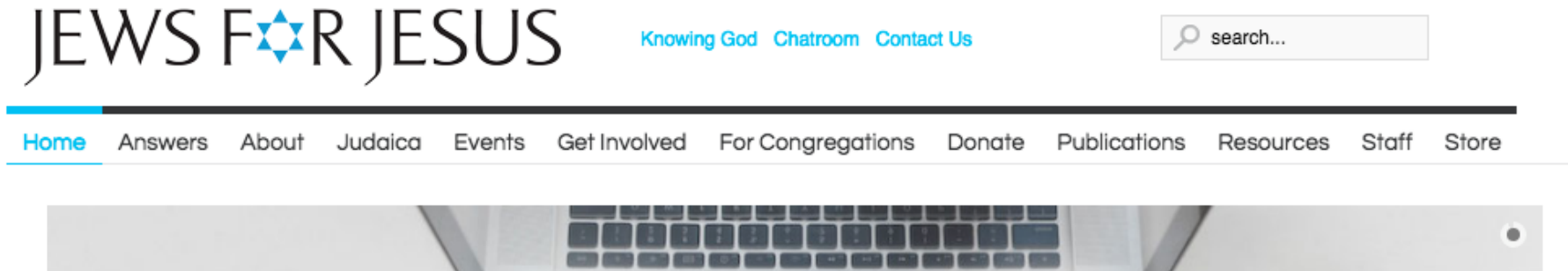


138%

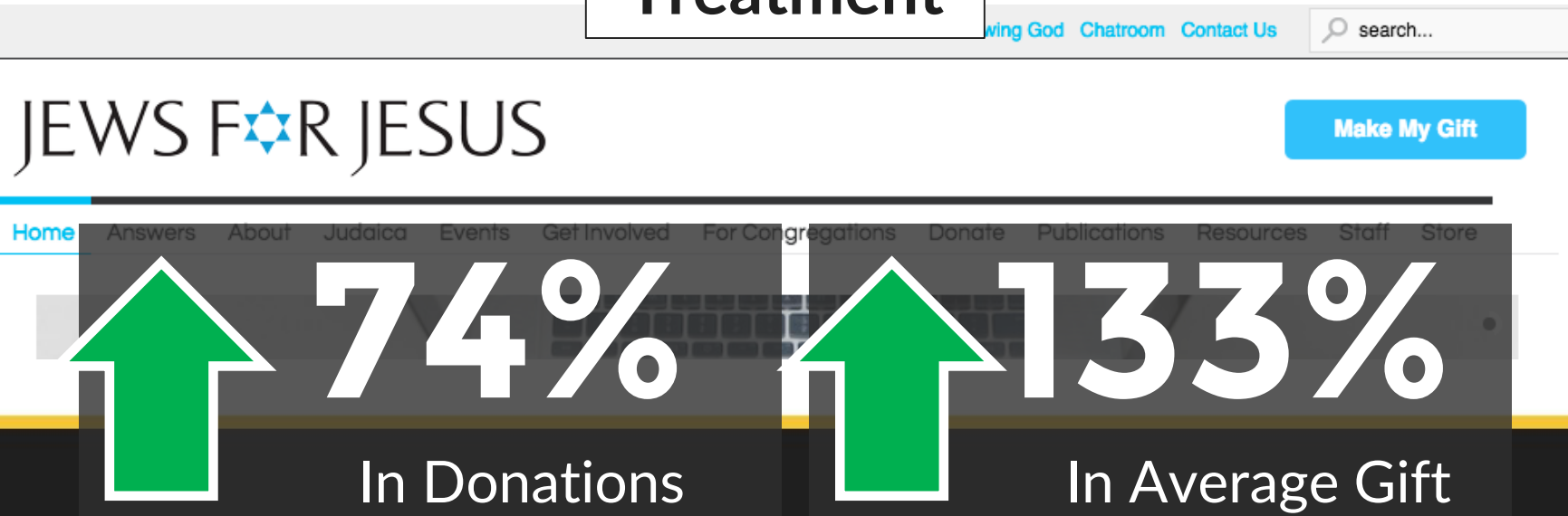
In Donations

Experiment #6991

Original



Treatment



Plan to be more present
than usual in the final five
days.



Summary



7 core year-end donation page strategies

- Be clear on where they're at, and what they are affecting
- Intensify their attentiveness
- Increase their urgency to act
- Add social encouragement
- Meet their relational expectations
- Decrease unnecessary flow interruptions
- Re-assure their impact & their safety at the end



4 extra website add-ons for Dec 26-31

- Leverage your site's banner ad space
- Use pop-ups (instead of exit intents)
- Blog about the need and donor impact
- Make your donation button pop on your global navigation



Just because you say it
once doesn't mean you
shouldn't say it **again**.



nextafter.com/campaign-template

CAMPAIGN DONATION PAGE

1 Header: Simple with no navigation and no donate button.
Eliminate header.
Exp. #4903 - 195% increase in donations.
Exp. #991 - 25% increase in donations.
Donate short-cut button.
Exp. #2107 - 28.2% decrease in donations.
Exp. #1547 - 18% decrease in average gift size.

3 Headline: Clearly spell out the specific effect of someone's donation first
Exp. #4164 - 21.2% increase in donations.

4 Sub-headline: Utilize a progress thermometer OR time-to-deadline countdown clock here, but not both in the same area
Countdown Clock Top
Exp. #323 - 68% increase in donations.
Exp. #1562 - 12.6% increase in donations.
Progress Thermometer Top
Exp. #323 - 29.9% increase in donations.
Exp. #1543 - 17% increase in revenue.
Exp. #4421 - 26.9% increase in donations.
Exp. #5076 - 71% increase in donations.
Not in same location on page
Exp. #323 - No difference.
Exp. #1378 - Separate the placement of the countdown clock and progress bar.

9 Body Copy Format: Use a narrative/story based approach and do not over-invest time in extra detail
• Narrative/Story vs. Resume-like points/bullets
Exp. #4401 - 18.4% increase in donations.
• More details made no difference or hurt performance.
Exp. #1889 - No difference.
Exp. #2465 - No difference.
Exp. #3109 - No difference.
• If membership renewal, no need to include member benefits.
Exp. #3003 - No difference.
Exp. #2126 - No difference.
Exp. #3109 - No difference.

13 Gift Array: Try a blank, enter-your-own field unless your average gift size is below the non-profit industry-wide benchmark
Exp. #1447 - 118% increase in donations.
Email appeals that eliminated suggested arrays.
Exp. #4132 - 34.2% increase in clicks.
Exp. #5678 - 208% increase in clicks.

14 Gift Type: Do not default or overemphasize a recurring gift.
Exp. #6750 - 20% increase in revenue.
Exp. #2415 - 5.5% increase in donations.

16 Form Fields: Pre-populate with customer information and ensure phone is always optional.
Exp. #1066 - +29.5% increase in donations using prepopulation.
Exp. #6086 - No difference when adding optional phone number.
Exp. #2112 - 42.6% decrease in donations when requiring phone.

19 Alternate Payment Methods: Use caution when adding payment options you can't control (i.e. PayPal).
Exp. #867 - 65.3% decrease in donations when adding PayPal.
Exp. #6509 - No difference when adding ApplePay.

2 Design elements: Avoid over-investing in design, and ensure text is readable.
Adding extra design elements
Exp. #5641, 2161, 4367 - No difference in donations.
Hard-to-read text
Exp. #1469 - 67.6% decrease in donations.
Exp. #1469 - 54.1% decrease in average gift size.

5 Background Image: Ensure it is related to your value proposition.
Exp. #2569 - 19.8% increase in donations using a mission related image.
Exp. #2013 - 53.1% increase in donations using a value proposition related image.

6 Introduction Copy: Test matching it more closely to the email's appeal.
Exp. #4900 - 85.7% increase in donations.
Exp. #3675 - No difference.

7 Video: Avoid it.
Exp. #5827 - 560% increase in donations.
Exp. #3970 - 203% increase in donations.
Exp. #1985 - 342% increase in donations.

8 Images: Consider using an in-line graphic approach to communicating value.
Exp. #7291 - 236% increase in donations.

10 Body Copy Message: Frame the message around the donor's impact.
Donor enables impact vs Organization's impact
Exp. #550 - 22.9% increase in donations.

11 In-Line Premiums: Use them here with an image and ship date, but do not expect big results.
Including an in-line premium on a donation 3 page.
Exp. #2947 - 6.6% increase in donations.
Adding an image of the premium.
Exp. #6070 - 10.6% increase in average gift size.
Indicate last day to ship if a holiday.
Exp. #2852 - 16.8% increase in donations.

12 Call-to-include it once at the end of the body copy with impact reinforcement and not multiple times throughout copy:
Exp. #641 - 166.4% increase in donations.
Exp. #4269 - 49.4% increase in donations.

15 Field Support Content: Avoid recent gift call-outs.
Exp. #283 - 36% decrease in revenue using recent gift call-outs.

17 Form Field Design: Arrange to reduce page length, add headers with numbering and clarity
Add headers with numbering to clarify decision points.
Exp. #4638 - 12.5% increase in donations.
Arrange and group form fields to reduce page length.
Exp. #1007 - 39.4% increase in donations.

18 Credit Card Fields: Visually box out fields with a high contrast background and visible lock icon
Exp. #5991 - 14.4% increase in donations.
Exp. #5755 - 9.5% increase in donations.

21 Verification/Confirmation Pages: Eliminate them.
Exp. #3711 - 121.5% increase in donations.
Exp. #3712 - 130.6% increase in donations.

The screenshot shows a donation page layout with the following elements and callouts:

- 1** Header area (no navigation or donate button).
- 2** Design elements (avoid over-investing in design, ensure text is readable).
- 3** Headline (clearly spell out the specific effect of someone's donation first).
- 4** Sub-headline (utilize a progress thermometer OR time-to-deadline countdown clock here, but not both in the same area).
- 5** Background image (ensure it is related to your value proposition).
- 6** Introduction copy (test matching it more closely to the email's appeal).
- 7** Video (avoid it).
- 8** Images (consider using an in-line graphic approach to communicating value).
- 9** Body copy format (use a narrative/story based approach and do not over-invest time in extra detail).
- 10** Body copy message (frame the message around the donor's impact).
- 11** In-line premiums (use them here with an image and ship date, but do not expect big results).
- 12** Call-to-include it once at the end of the body copy with impact reinforcement and not multiple times throughout copy.
- 13** Gift array (try a blank, enter-your-own field unless your average gift size is below the non-profit industry-wide benchmark).
- 14** Gift type (do not default or overemphasize a recurring gift).
- 15** Field support content (avoid recent gift call-outs).
- 16** Form fields (pre-populate with customer information and ensure phone is always optional).
- 17** Form field design (arrange to reduce page length, add headers with numbering and clarity).
- 18** Credit card fields (visually box out fields with a high contrast background and visible lock icon).
- 19** Alternate payment methods (use caution when adding payment options you can't control (i.e. PayPal)).
- 20** Call-to-action button area (use credibility seals and reinforce impact of gift with brief copy).
- 21** Verification/confirmation pages (eliminate them).

What are your
QUESTIONS?

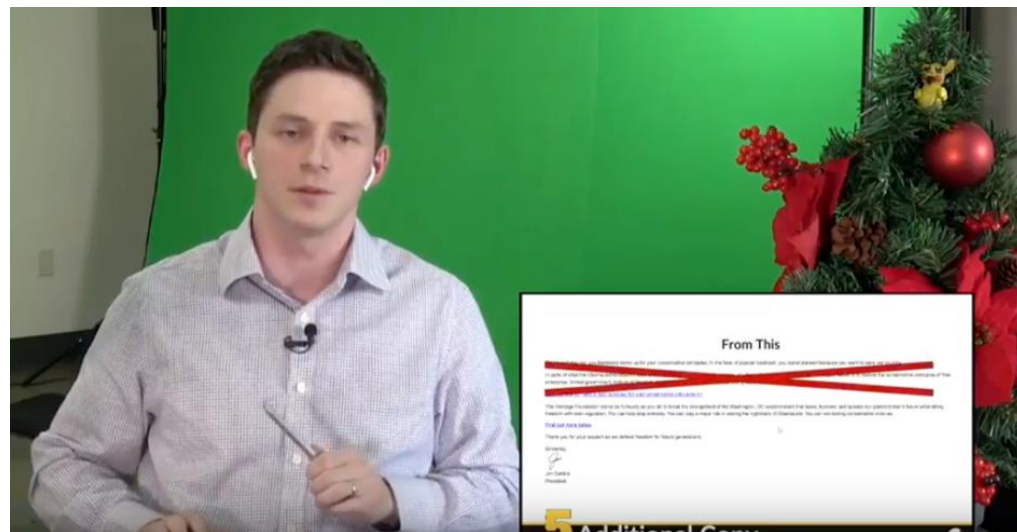
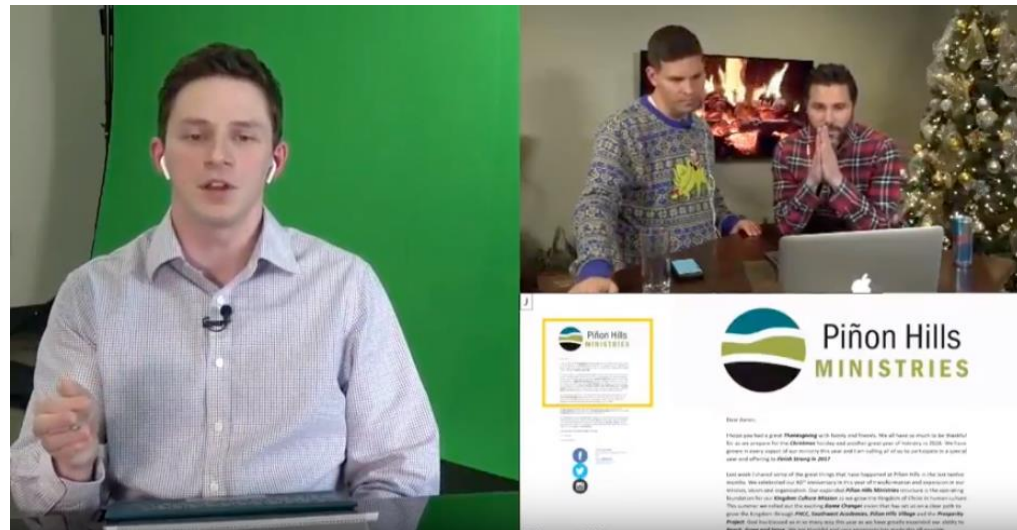
Jon@nextafter.com



Get Your Year-End Donation Page Or Email Appeal Optimized Live

Reserve your spot for the **December 4th webinar** and send in your year-end donation page or email appeal to be **optimized live** at...

NEXTAFTER.COM/WEBINAR



Thank You

