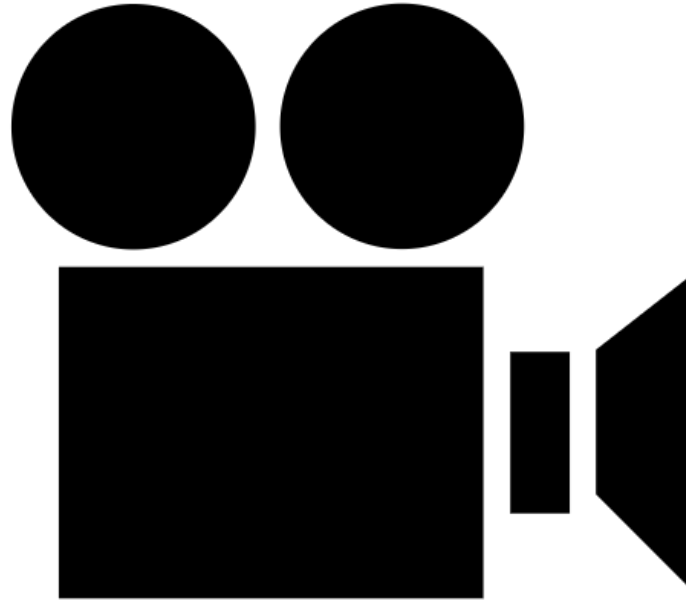


# View Today's Webinar on Facebook Live at the link below



[www.facebook.com/NextAfterInc](https://www.facebook.com/NextAfterInc)

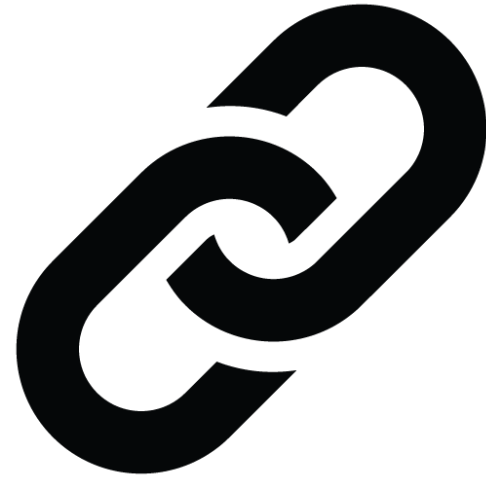
# A Few Quick things...



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



# A Few Quick things...



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

# A Few Quick things...

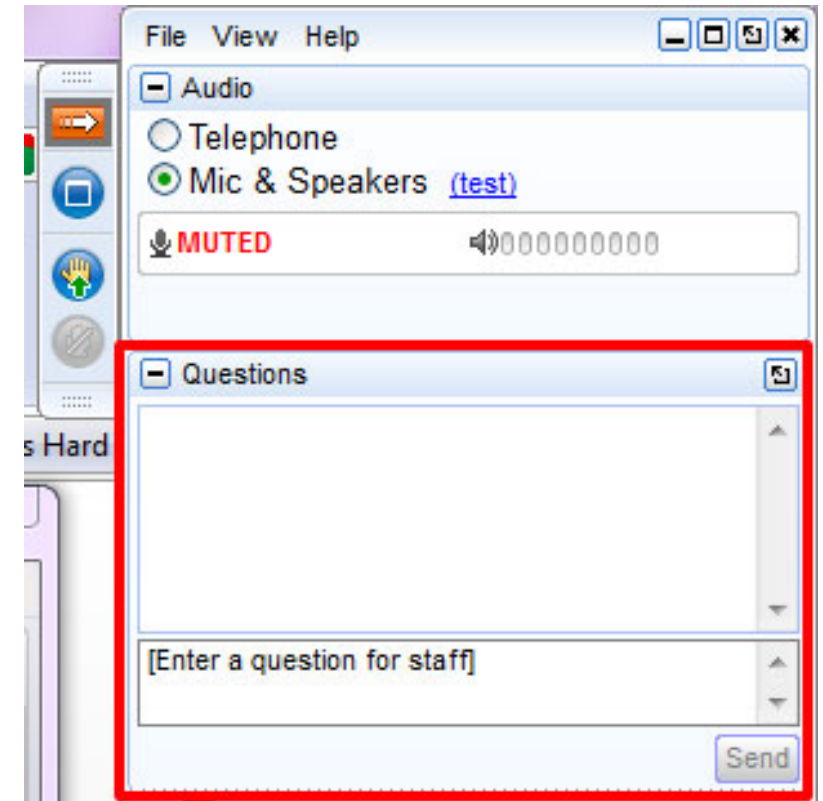


We want your questions!



# A Few Quick things...

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







# NIO SUMMIT

SEPT. 27-28, 2018  
SAN ANTONIO, TX

LEARN MORE AT

[NIOSUMMIT.COM](http://NIOSUMMIT.COM)





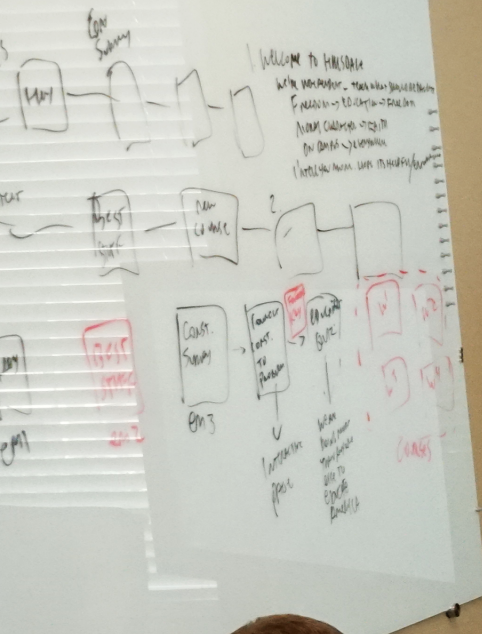
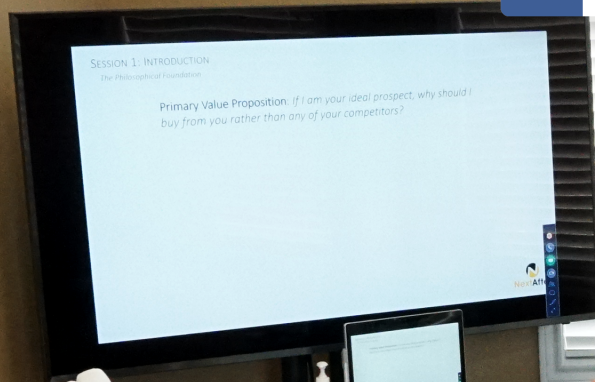
# NIO SUMMIT

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3 2 1



[www.facebook.com/NextAfterInc](http://www.facebook.com/NextAfterInc)



# Today's Speakers



**Jon Powell**

Senior Director of Research and Education | NextAfter

[jon@nextafter.com](mailto:jon@nextafter.com)

@JonPowell31

[www.linkedin.com/in/jonpowell31/](http://www.linkedin.com/in/jonpowell31/)



**Tim Kachuriak**

Chief Innovation & Optimization Officer | NextAfter

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**Kevin Peters**

Chief Technology Officer | NextAfter

[kevin@nextafter.com](mailto:kevin@nextafter.com)

@JonPowell31

[www.linkedin.com/in/kevinpeters04](http://www.linkedin.com/in/kevinpeters04)



# Crafting More Effective Year-End Email Appeals

WEBINAR | DECEMBER 6, 2017





# Another mega-analysis

We assembled all available email tests from the NextAfter database and isolated those conducted during the year-end December timeframe.

From there we conducted a thorough analysis, going through each test multiple times looking for principles and patterns that can applied to future year-end campaigns.

## How Browser Favicons Affect Anxiety of Page Visitors

↑ 11.9% lift

Date Added: October 11, 2017  
Research Partner: Hillsdale College  
Element Tested: Name Acquisition Design

Hillsdale College noticed that their course signup pages do not show a Favicon, when opened on desktop browsers. A favicon is the icon associated with a URL, next to the site name. Their main website, however, does show a Favicon "H" logo. They wondered: Will adding a favicon to course signup pages reduce anxiety and increase email acquisition rates? They selected their C.S. Lewis, email-specific course signup page test as the control, and created a treatment version to test.

[View the experiment »](#)

## SEARCH THE LIBRARY

Keywords  
Hillsdale College  
 [Reset/Advanced Options](#)

## FILTER BY AREA OF FOCUS

- Advertising (151)
- Emails (196)
- Email Acquisition Pages (146)
- Donation Pages (292)

## GET THE LATEST RESEARCH IN YOUR INBOX TODAY

Subscribe today to receive the latest research from NextAfter. These tests offer new ideas for nonprofits to increase their names, donors, and dollars acquired.

First Name  
Last Name

## How targeting direct mail prospects with digital advertising affected direct mail revenue

↑ 154.5% lift



Date Added: October 1, 2017  
Research Partner: Hillsdale College  
Element Tested: Advertising

Hillsdale College had significant investments in their direct mail program and wanted to see if they could optimize the return by investing in digital marketing that would target these prospects in the time period that they received a direct mail letter.

They created a control audience that was excluded from seeing any ads, and a treatment audience that would see a rotation of brand and course offering ads (but no donation-centric ads) for a two week period before the mail piece hit mailboxes and for two weeks after, the prime time in which a donor would respond. They optimized the ads for reach—aiming to show ads to as large a percentage of the target group as possible. The goal of this test was to lift *direct mail revenue*—not to add an additional segment of online revenue.

They spent just shy of \$1,000 to show ads to the treatment audience and waited to see the results come in.

[View the experiment »](#)

## How a personalized note affects clickthrough rate on a Facebook ad

↓ -12.5% drop



Date Added: September 27, 2017  
Research Partner: Hillsdale College  
Element Tested: Advertising

Hillsdale College's course, "An Introduction to C.S. Lewis: Writings and Significance" has remained one of their most popular courses over the last few years. After receiving a significant amount of positive feedback, they found that many people wanted to own a DVD version of this course. So they created a DVD Box Set and began to offer it to their fans online. As they began this new campaign, they wondered: Will a personal note from Dr. Larry Arnn increase the motivation and clickthrough rate of the ad viewer? They created a treatment and launched an A/B test to find out.

[View the experiment »](#)

## How Ad Congruency Affects Clickthrough Rate on a Facebook Ad

↑ 406.9% lift

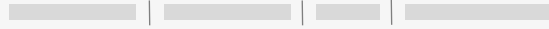
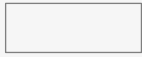
*How to get almost anyone to  
give your email a real chance at  
year-end.*



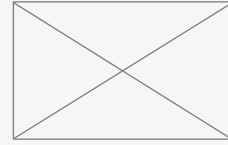
1. *Identify 3 proven strategies to get more year-end donations from email*
2. *Implement 7 field-tested year-end tactics to get you started*
3. *See how those tactics (and other proven ones) can be applied to your email submissions*



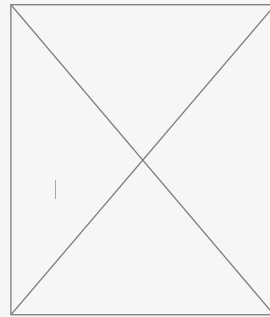




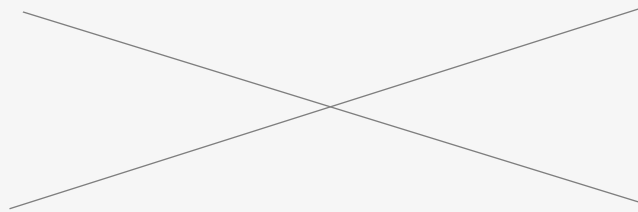
Large Headline



Call-to-action button



Call-to-action Link



Sender Line

Preheader

Design

Body Content

Footer

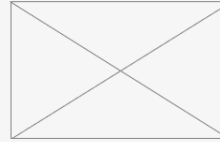
John Doe, BringBackMa.. Yesterday >

RE: Only 5 days left to give!

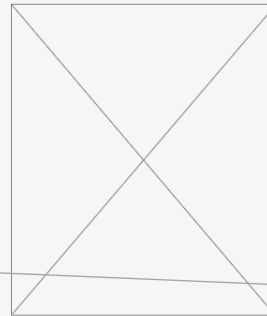
To view this email online, click here...

Large Headline

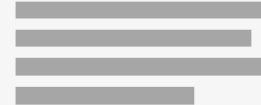
Sub-headline with key details  
about the main message



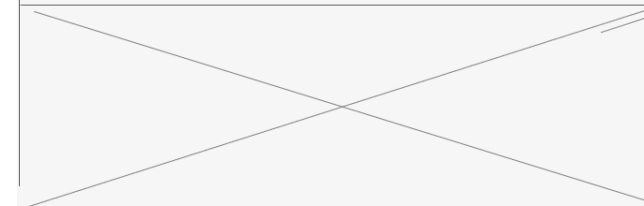
Call-to-action button



Second section  
explanation header



Call-to-action Link



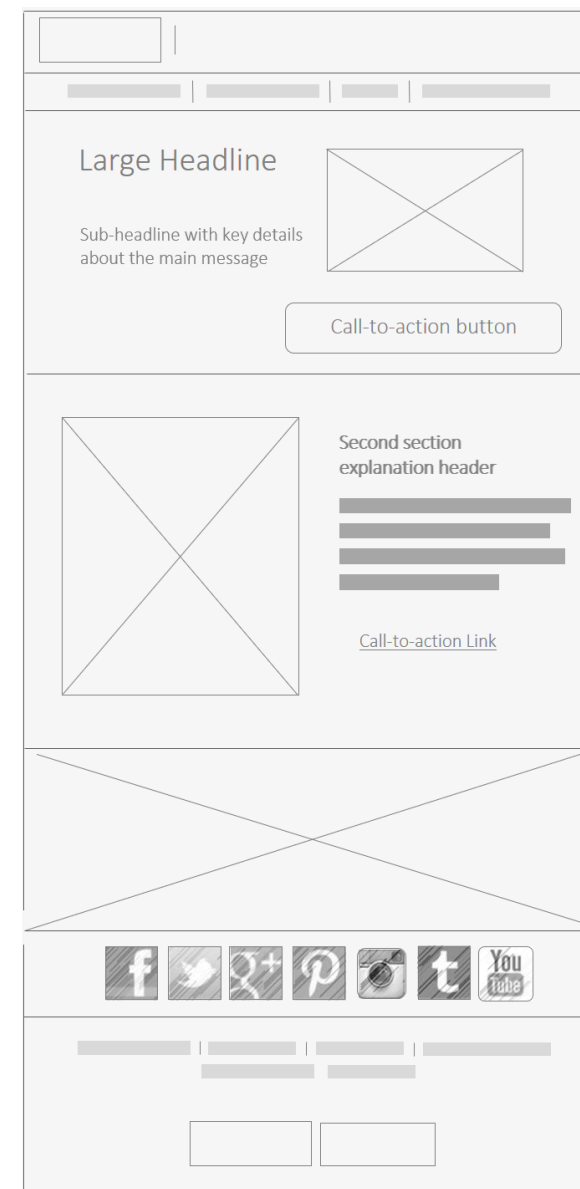
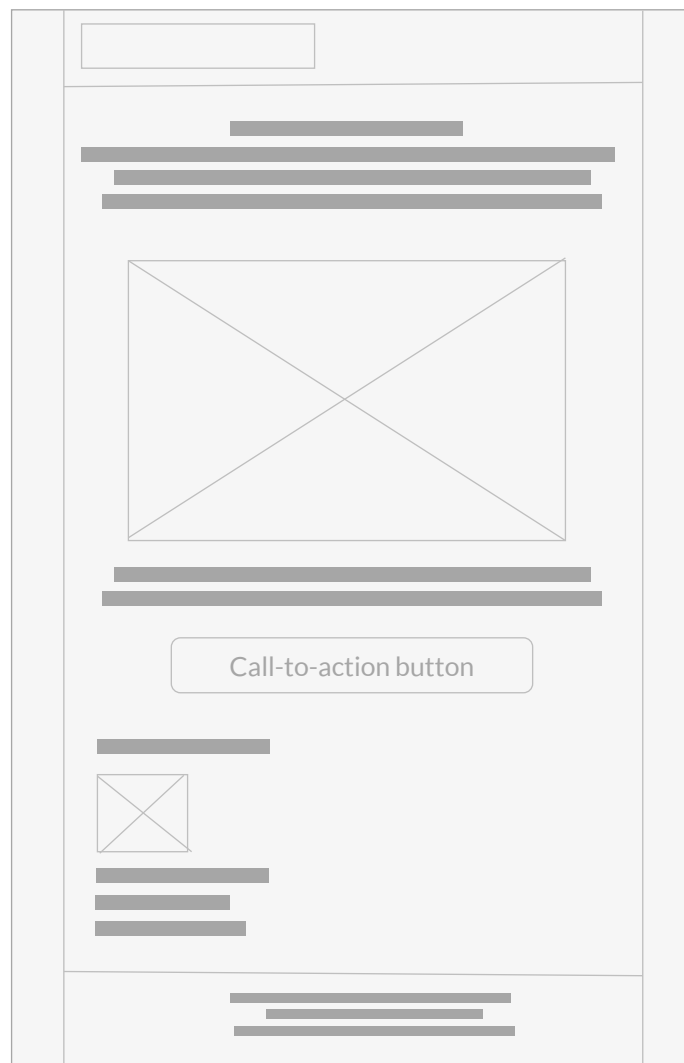
Subject Line

Headline and/or  
Salutation

Calls to Action







# 3 proven strategies: Email year-end

- The au-natural approach
- The minor (not major) mystery
- The right additional reason



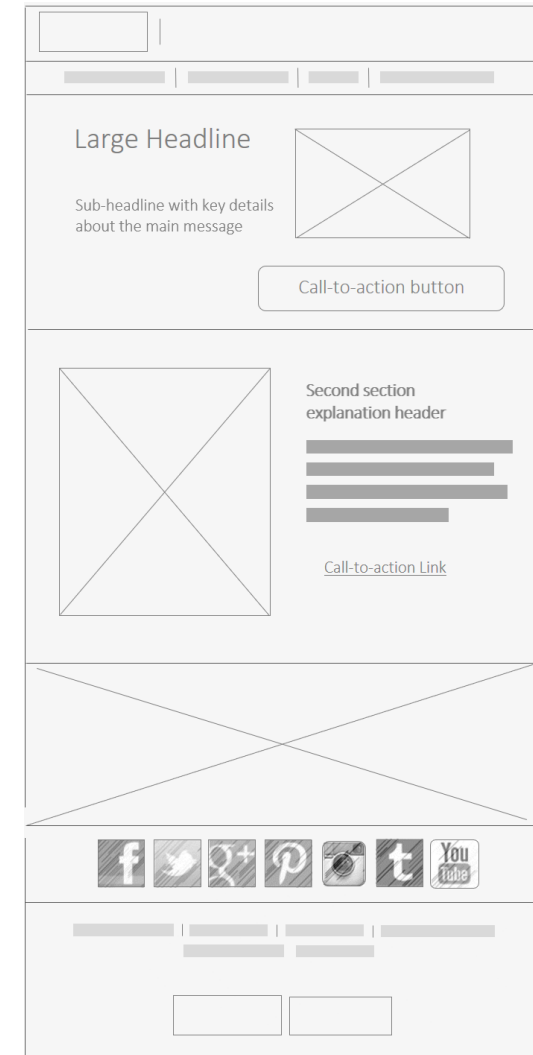
# 3 proven strategies: Email year-end

- The au-natural approach
- The minor (not major) mystery
- The right additional reason





# Which one of these feels the most authentic?



## From This



Dear Friend,

At this special time of year, we are so grateful for all of our friends, alumni, and supporters like you.

Please take a moment and [view this special video message from our students](#) who wish you and yours a very Merry Christmas and a blessed new year.

Thank you again for supporting Hillsdale College.

Larry P. Arnn  
President, Hillsdale College  
Pursuing Truth — Defending Liberty Since 1844



Hillsdale College 33 East College St Hillsdale, MI 49242 USA

You received this email because you are subscribed to News and Information from Hillsdale College.

Update your [email preferences](#) to choose the types of emails you receive or to unsubscribe.

# 1 Design

## To This

Dear Friend,

At this special time of year, we are so grateful for all of our friends, alumni, and supporters like you.

Please take a moment and [view this special video message from our students](#) who wish you and yours a very Merry Christmas and a blessed new year.



Thank you again for supporting Hillsdale College.

Larry P. Arnn  
President, Hillsdale College  
Pursuing Truth — Defending Liberty Since 1844

© Hillsdale College  
33 East College St  
Hillsdale, MI 49242  
USA

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[unsubscribe](#)



19.6  
%

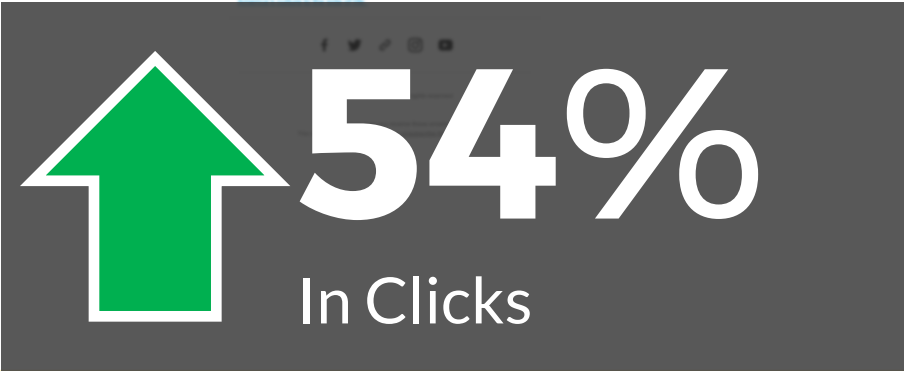
In Clicks



# From This



# To This

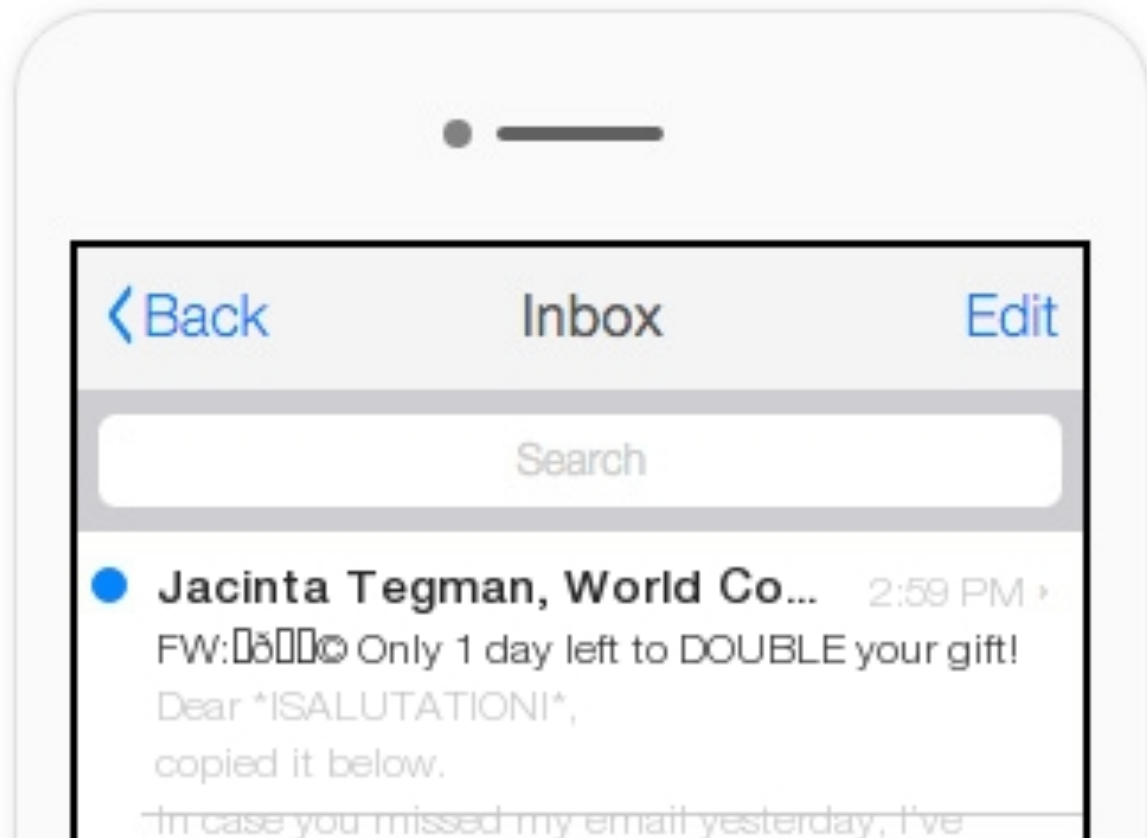


1 Design

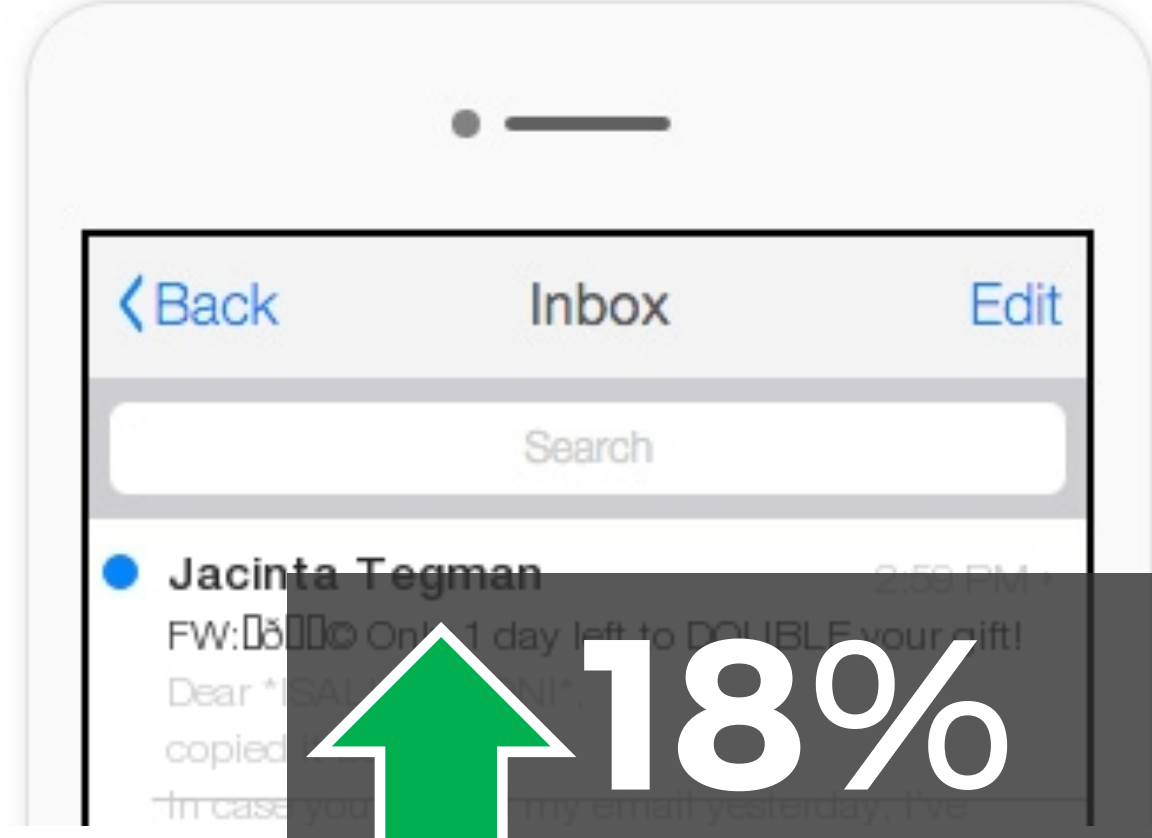




From This



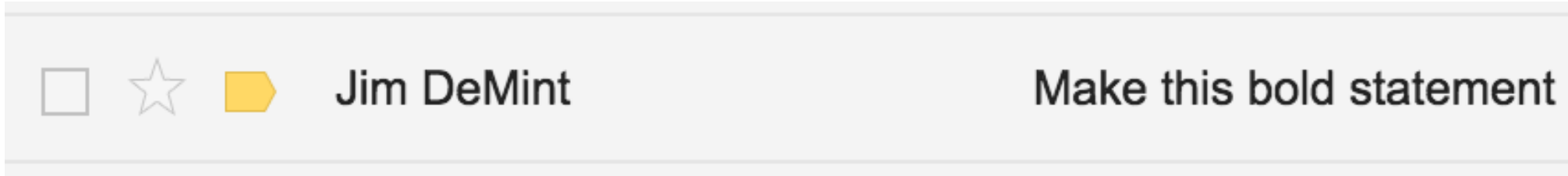
To This



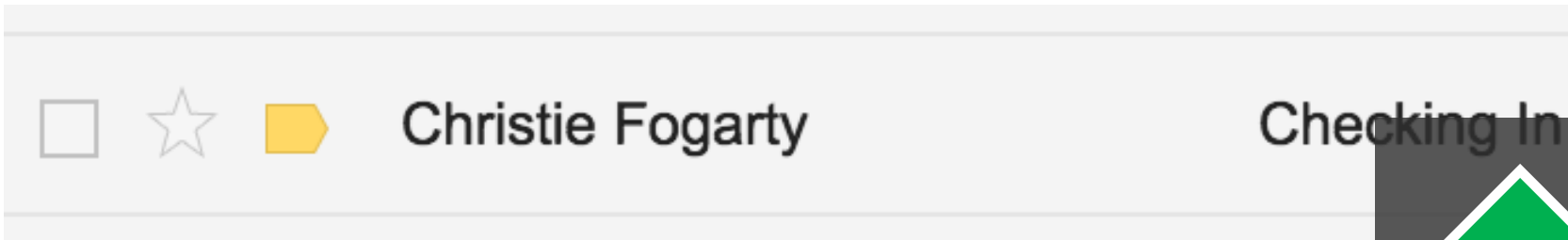
2 Sender Line



## From This



## To This



**99%**  
In Opens

# 2 Sender Line



## From This



Jim DeMint

Make this bold statement .

## To This



Christie Fogarty

Checking In .



# 3 proven strategies: Email year-end

- ~~The au-natural approach~~
- The minor (not major) mystery
- The right additional reason

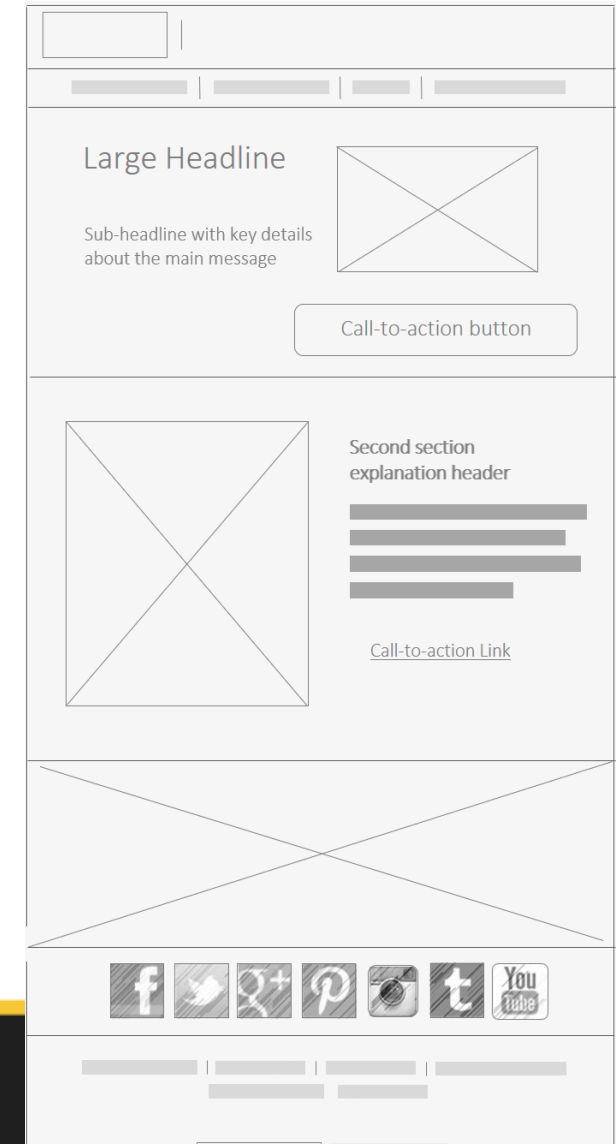
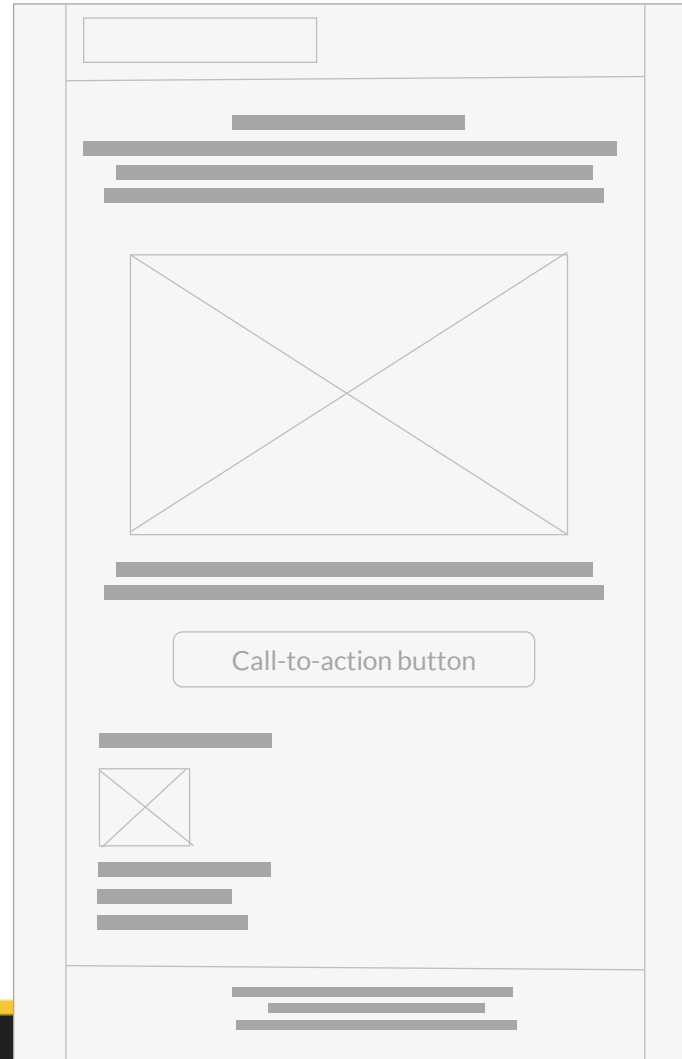


# 3 proven strategies: Email year-end

- ~~The au-natural approach~~
- The minor (not major) mystery
- The right additional reason

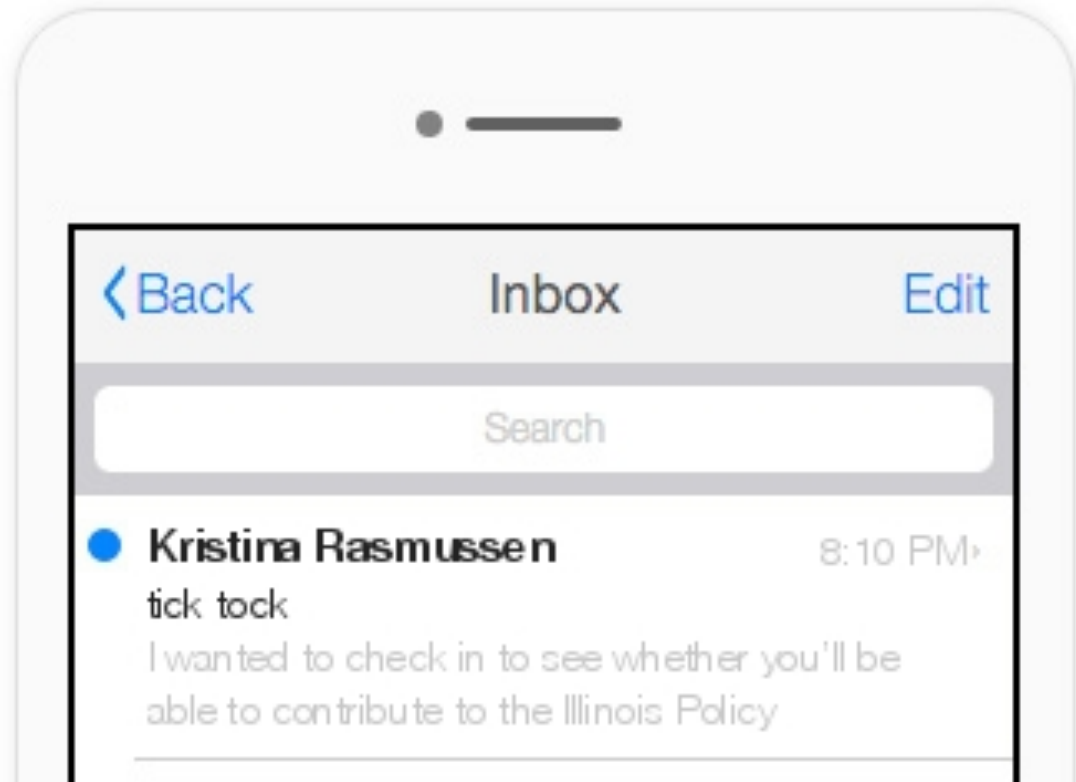


# Regardless of design, where can mystery play a significant role?

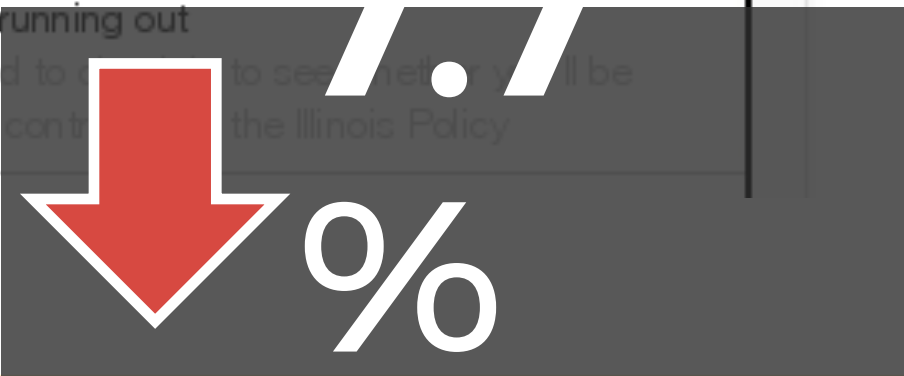
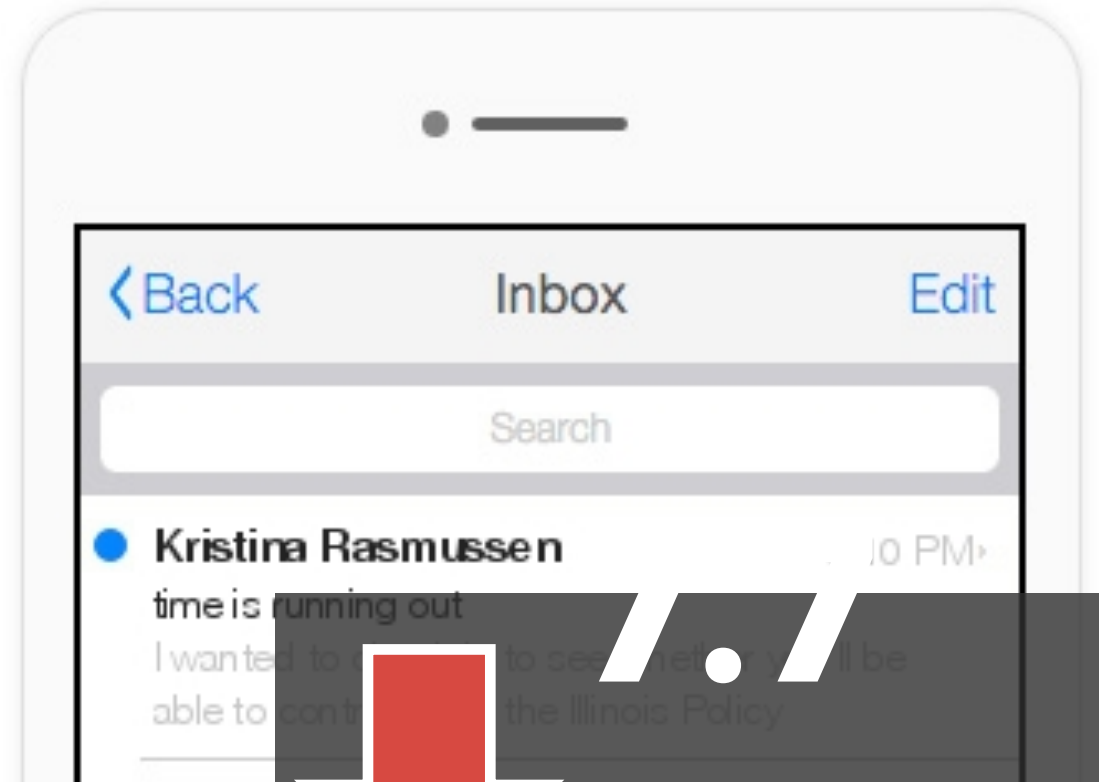




From This



To This

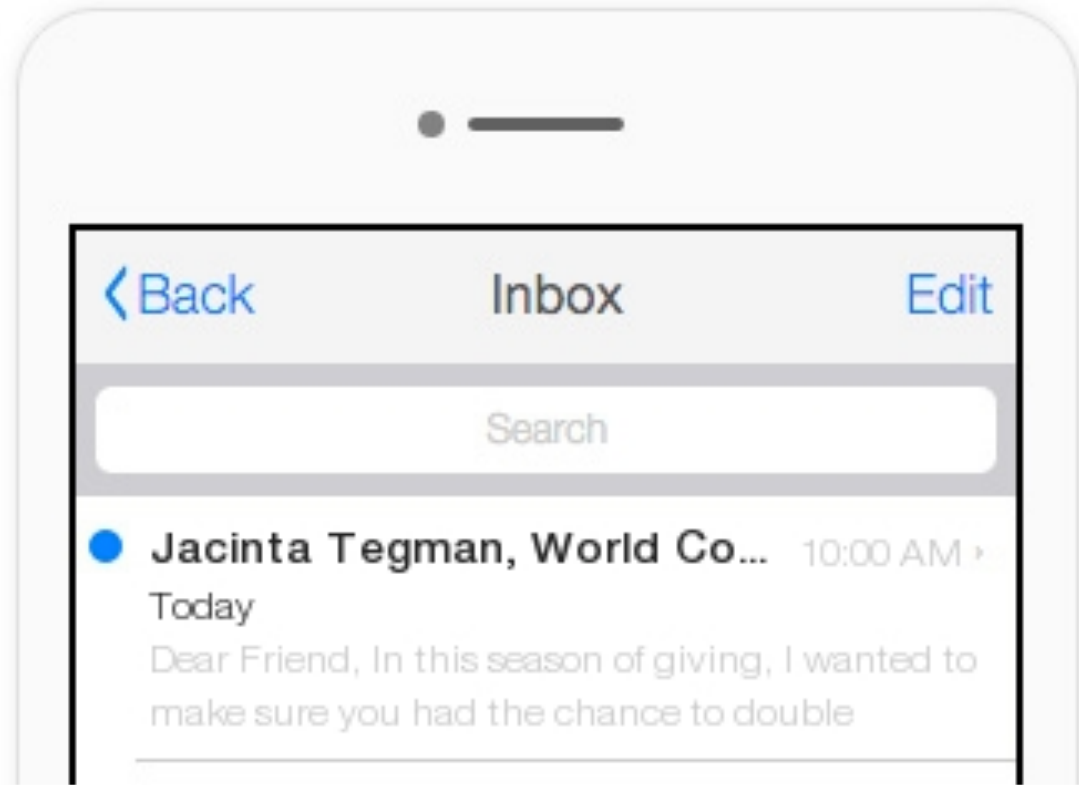


**3** Subject lines

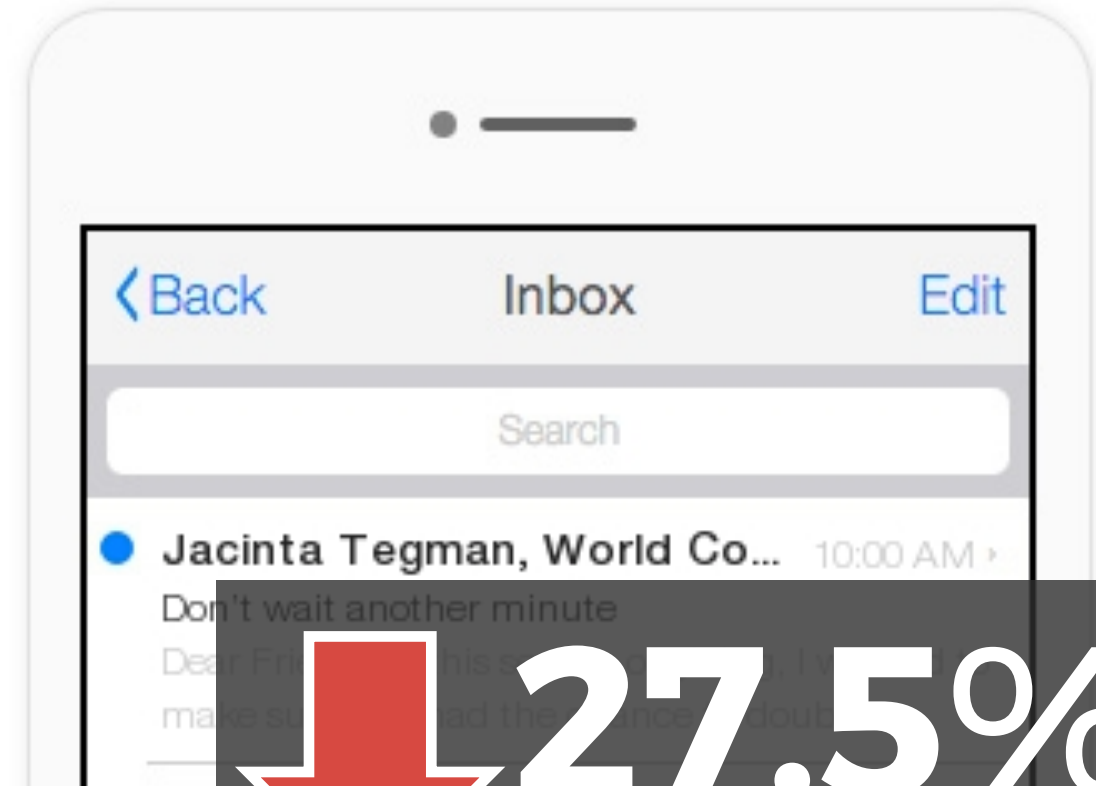
In Opens



From This



To This

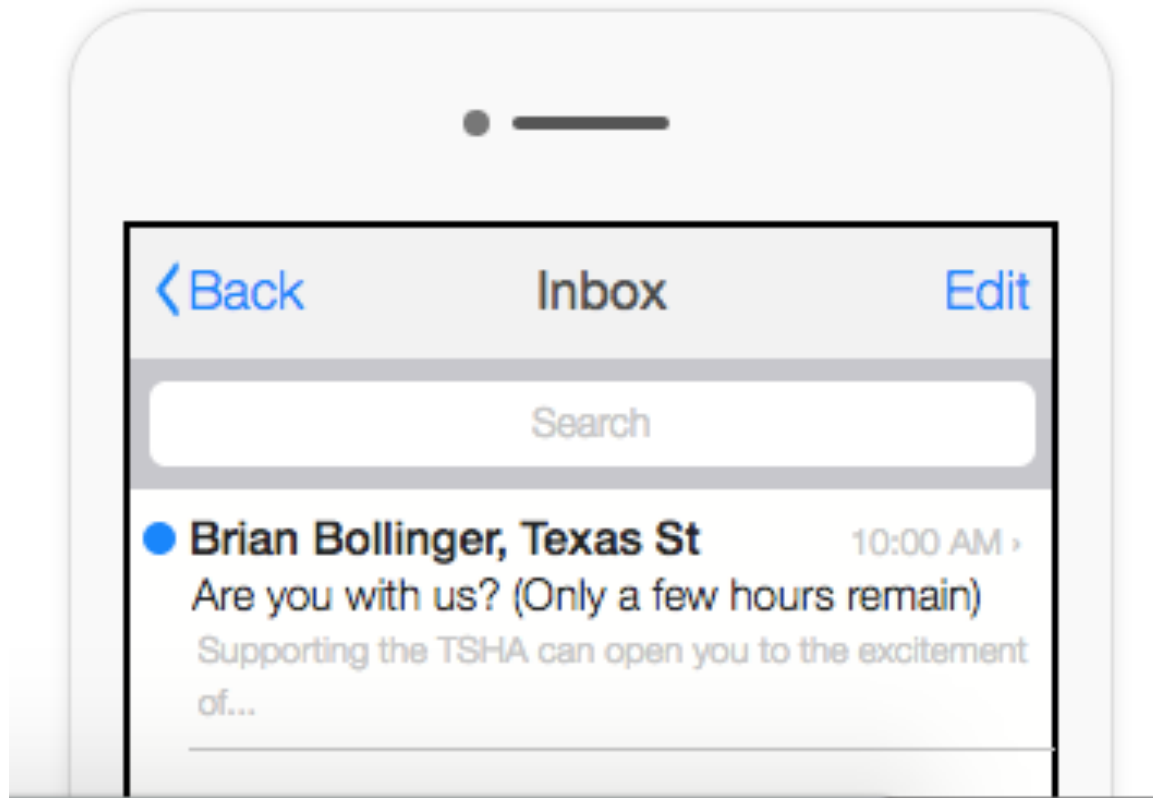


27.5%  
In Opens

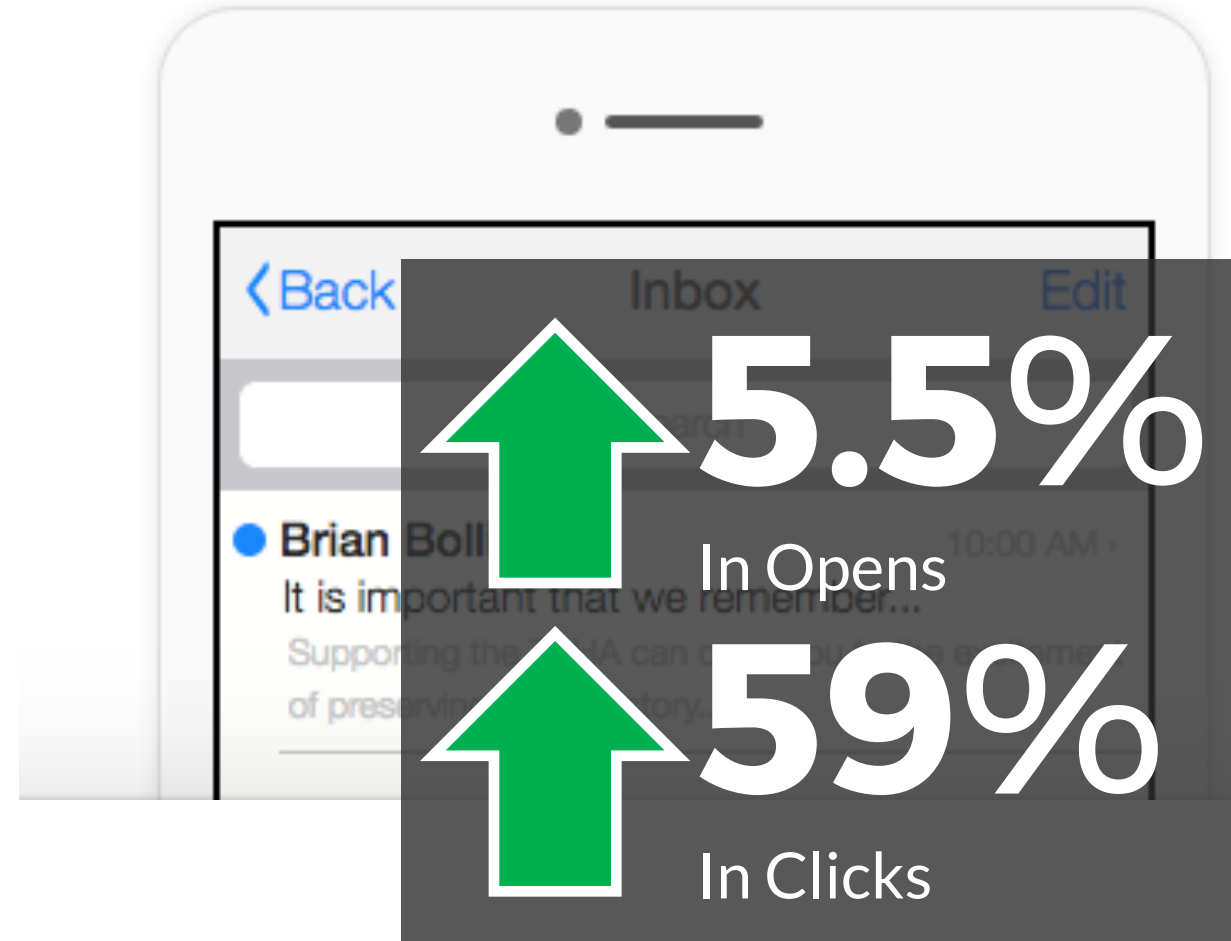
3 Subject lines



From This



To This



**3** Subject lines





# About this Test (#583)

The Testing Partner

The Heritage Foundation

The Testing Objective

Determine which email call-to-action type will result in the most response (clicks and donations).

**4** Call to action text



# Version A

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Your gift will help take our country back



Dear Fellow Conservative,

When you make your year-end donation to The Heritage Foundation, you do it because you want to save our country.

When you donate to Heritage, you know your gift is going toward getting America back on track – back to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

When you donate to Heritage by December 31, you will:

- Help educate the American people about the importance of your conservative principles to today's fights;
- Bolster Heritage's work to give conservatives in Congress the intellectual ammunition they need to stand firm;
- Support the work of more than 100 expert policy researchers working on issues like repealing Obamacare, cutting spending, strengthening our defenses, and getting back to constitutional government.

[Please, make your year-end gift to Heritage today.](#)

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

Sincerely,

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

Jim DeMint  
President

The Heritage Foundation |

[Please, make your year-end gift to Heritage today.](#)



# Version B

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Stand with Heritage today and help take our country back



Dear Fellow Conservative,

When you stand with The Heritage Foundation, you do it because you want to save our country.

When you stand with Heritage, you know your gift is going toward getting America back on track -- back to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

When you stand with Heritage by December 31, you will:

- Help educate the American people about the importance of your conservative principles to today's fights;
- Bolster Heritage's work to give conservatives in Congress the intellectual ammunition they need to stand firm;
- Support the work of more than 100 expert policy researchers working on issues like repealing Obamacare, cutting spending, strengthening our defenses, and getting back to constitutional government.

[Please, stand with Heritage today.](#)

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

Sincerely,

Jim DeMint  
President

The Heritage Foundation | 214 Massachusetts Avenue,

[Please, stand with Heritage today.](#)



# Version C

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Stand up for your conservative principles to help take our country back



Dear Fellow Conservative,

When you stand up for your conservative principles, you do it because you want to save our country.

When you stand up for your conservative principles, you know your gift is going toward getting America back on track -- back to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

When you stand up for your conservative principles by December 31, you will:

- Help educate the American people about the importance of your conservative principles to today's fights;
- Bolster Heritage's work to give conservatives in Congress the intellectual ammunition they need to stand firm;
- Support the work of more than 100 expert policy researchers working on issues like repealing Obamacare, cutting spending, strengthening our defenses, and getting back to constitutional government.

[Please, stand up for your conservative principles today.](#)

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

Sincerely,

Jim DeMint  
President

The Heritage

[Please, stand up for your conservative principles today.](#)





# Which produced the most response?

A

Please, make your year-end gift to Heritage today.

B

Please, stand with Heritage today.

C

Please, stand up for your conservative principles today.



# Which produced the clicks? Response?

A

Please, make your year-end gift to Heritage today.

B

Please, stand with Heritage today



**59%**  
**Clicks**

C

Please, stand up for your conservative principles today.



**59%**  
**Clicks**



# Which produced the donations? e?

A

Please, make your year-end gift to Heritage today.

B

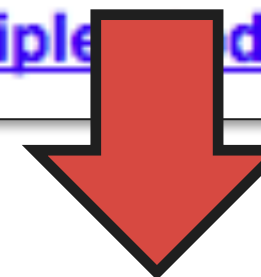
Please, stand with Heritage today



**50%**  
Donatio

C

Please, stand up for your conservative principles today.



**51%**  
Donatio

# 3 proven strategies: Email year-end

- ~~The au-natural approach~~
- ~~The minor (not major) mystery~~
- The *right* additional reason





# 3 proven strategies: Email year-end

- ~~The au-natural approach~~
- ~~The minor (not major) mystery~~
- The *right* additional reason



# Where are reasons typically given?

John Doe, BringBackMa..

RE: Only 5 days left to give!

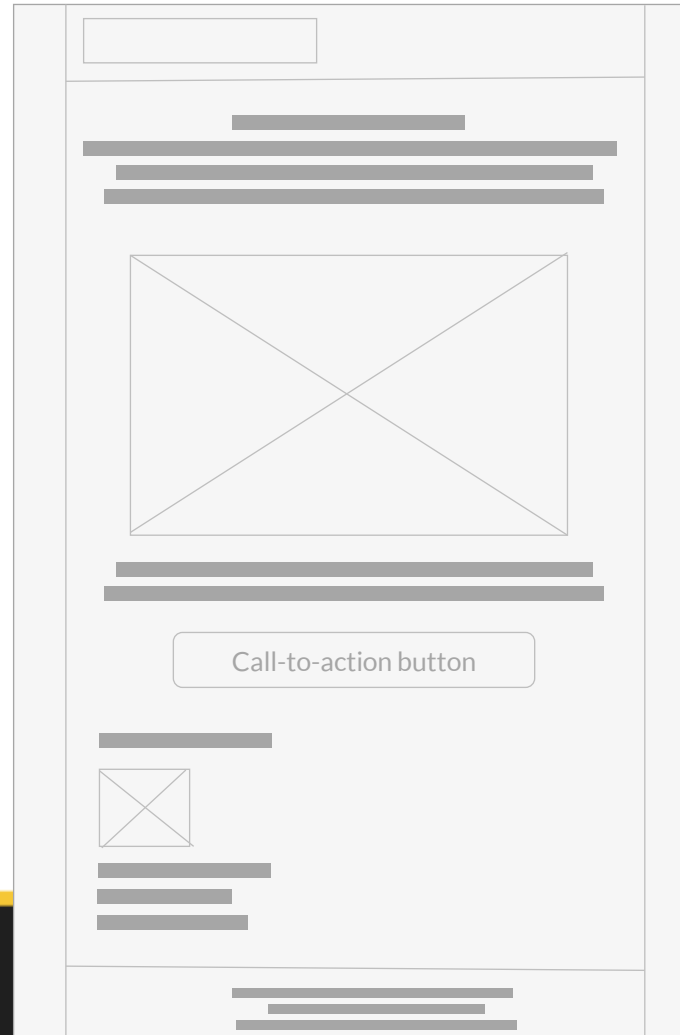
To view this email online, click here...



John Doe, BringBackMa..

RE: Only 5 days left to give!

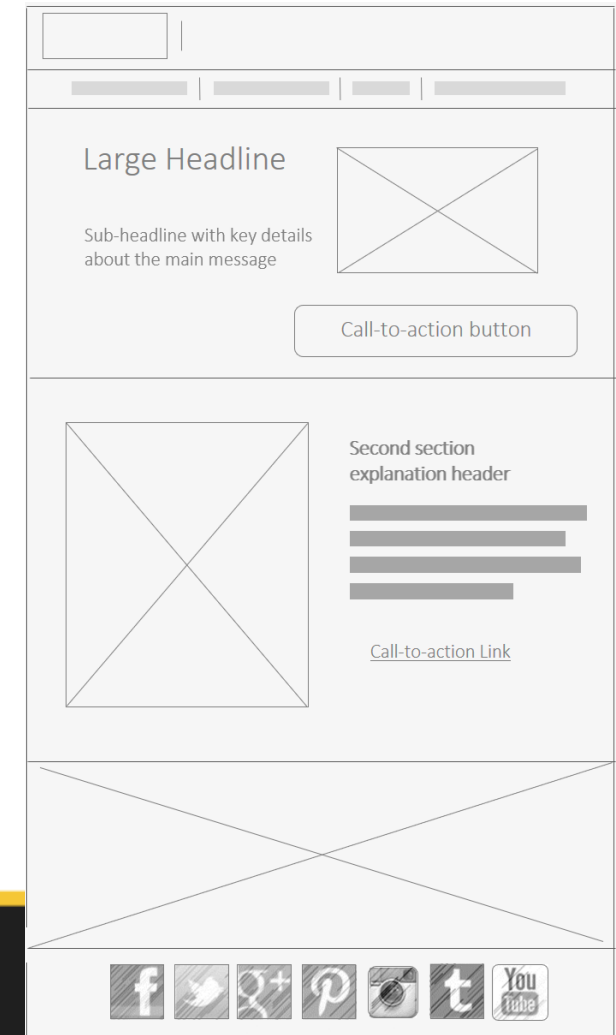
To view this email online, click here...



John Doe, BringBackMa..

RE: Only 5 days left to give!

To view this email online, click here...



Because of **THIS NEED**  
that exists

And because **YOU** can  
be a part of **THIS**  
**SOLUTION**

...Which will have **THIS**  
**IMPACT**

**AND**

Because of **THAT** other  
problem that exists t

And Be **THAT**  
other so **too**

And because of **TH**  
impact also. Don't  
forget!



## From This

Every day, you fearlessly stand up for your conservative principles. In the face of popular backlash, you stand stalwart because you want to save our country.

In spite of what the Obama administration says and does, you know the true path for our nation is to restore the conservative principles of free enterprise, limited government, individual freedom, and a strong national defense.

[Click here to learn how to make a lasting impact for your conservative principles >>](#)

The Heritage Foundation works as furiously as you do to 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.

[Find out more today.](#)

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

Sincerely,



Jim DeMint  
President

# 5 Additional Copy





# To This

There's one way 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.

[Find out more today.](#)

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

Sincerely,



Jim DeMint  
President



**128%**  
**Donations**

# 5 Additional Copy



# From This

It's not easy to defeat a status quo system that has been in place for decades.

But that's exactly what we're doing at the Illinois Policy Institute.

Entrenched politicians – like Illinois House Speaker Mike Madigan – have rigged our state's political system to benefit themselves and their special interests. They've prospered, while the rest of the state has suffered.

We're building a movement to counter this, and we're gaining momentum. In 2016, we:

- **Stopped another tax hike:** This spring, Democratic lawmakers tried once again to replace Illinois' fair, flat tax with a progressive income tax. We showed how the proposed tax would hurt the state's most successful small businesses. We also revealed how the proposal would give lawmakers free rein to change tax rates however and whenever they wanted. In the end, the progressive tax failed.
- **Countered powerful union rhetoric:** Despite Illinois' crumbling finances, the leaders of the state's largest government worker union, AFSCME, demanded salary and benefit increases that would cost taxpayers an additional \$3 billion. We led the charge to show the disparity between the pay, benefits and expectations of state workers and their private sector counterparts. And we showed that AFSCME leaders are hurting – not helping – Illinois' middle class.
- **Revealed the truth about Illinois House Speaker Mike Madigan:** We launched a holistic marketing campaign to show how Madigan amassed his immense power, how he maintains control and how he personally profits from the system he's created. As a result of our work, all eyes were on Speaker Madigan during this critical time for our state.

All of this was made possible by the support of thousands of Illinoisans like you.

As you consider your year-end giving, I hope you'll choose to support the Illinois Policy Institute. You can make your tax-deductible contribution here:  
<https://illinoispolicy.org/join>.

Thank you! I appreciate your generous support.



John Tillman  
CEO  
Illinois Policy Institute

# To This

It's not easy to defeat a status quo system that has been in place for decades.

But that's exactly what we're doing at the Illinois Policy Institute.

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We're building a movement to counter this, and we're gaining momentum.

Will you join us today by making a special, year-end gift today? You can make your secure, tax-deductible contribution here:

<https://illinoispolicy.org/join>

Thank you! I appreciate your generous support.



John Tillman  
CEO  
Illinois Policy Institute

# NO DIFFERENCE IN DONATIONS

# 5 Additional Copy



Because of **THIS NEED**  
that exists

And because **YOU** can  
be a part of **THIS**  
**SOLUTION**

...Which will have **THIS**  
**IMPACT**

**AND**

Because there is a  
one-time initiative



## From This



When Lucy was five, I was carrying her down the stairs "the fun way," meaning my steps were exaggerated to shake her up and down. She always loved that, of course.

When we got to the bottom she asked me a question: "Papa, will there be stairs in heaven?"

"Well," I said, "I don't know. Why do you ask?"

"Because," she replied, "I want you to carry me down the steps of heaven the fun way."

Her question revealed something important: seeds had been planted in her life. Already at age five she knew that there is a connection between the feeling of joy and the reality of heaven.

**Listen, a well-placed truth can last a lifetime.**

At Harvest, we're in the business of planting seeds of truth, watering those seeds, and harvesting changed lives for God's glory.

Please stand with us in this work during these final days of the year.

[Support God's Work »](#)



When you give today, we'll send you a tool to help you plant spiritual seeds in a child's life: *The Biggest Story*, a beautiful children's storybook that shares the gospel in a captivating way. **Let's fill our kids' minds and hearts with God's love!**

## To This



When Lucy was five, I was carrying her down the stairs "the fun way," meaning my steps were exaggerated to shake her up and down. She always loved that, of course.

When we got to the bottom she asked me a question: "Papa, will there be stairs in heaven?"

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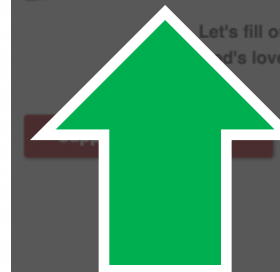
**Listen, a well-placed truth can last a lifetime.**

At Harvest, we're in the business of planting seeds of truth, watering those seeds, and harvesting changed lives for God's glory. Support the ministry of Harvest today and we'll send you a tool to help you plant spiritual seeds in a child's life: *The Biggest Story*, a beautiful children's storybook that shares the gospel in a captivating way. **This is your last opportunity to order and receive it for Christmas!**



**87%**

In Clicks



**89%**

In Donations

# 6 Incentives and Matches



Because of **THIS NEED**  
that exists

And because **YOU** can  
be a part of **THIS**  
**SOLUTION**

...Which will have **THIS**  
**IMPACT**

**AND**

Because there is a  
one-time incentive

Because you only  
have X hours left to  
participate in this  
**AND ALSO** to get  
**THAT** incentive





# From This

Dear << Test Salutation >>,

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

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

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

**Make your year-end gift now.**

Sincerely,

Mark L. Bailey, PhD  
President  
Dallas Theological Seminary

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

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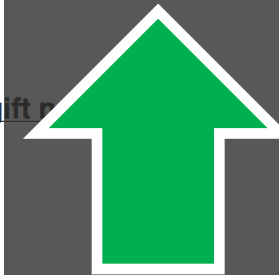
Sincerely,

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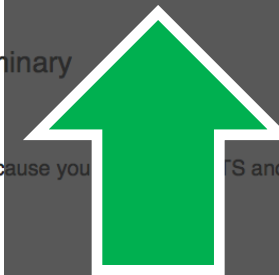
DEADLINE: MIDNIGHT 12/31/2014

|      |   |       |   |      |   |      |   |
|------|---|-------|---|------|---|------|---|
| 0    | 4 | 2     | 3 | 2    | 8 | 3    | 3 |
| DAYS |   | HOURS |   | MINS |   | SECS |   |



63%

In Donations



107%

In Average Gift

7

# Countdown Clocks



# From This

Hi %%First Name%%,

I hope you saw yesterday's email from Sona. I have worked for our Founder for 14 years, and her heart belongs to CaringBridge. She continues to inspire me.


So that we can meet the goal for our March fundraising campaign, will you consider making a donation now? Thanks to a generous donor, your gift will be doubled, up to \$10,000.


For your support, I am so truly grateful.

Here's a link below to make sure your donation gets matched.

[Double your gift now.](#)

For making CaringBridge possible, thank you, %%First Name%%.

Sincerely,  
  
Kelly Espy  
Senior Development Specialist



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2750 Blue Water Road, Suite 275, Eagan, MN 55121  
[Update Address](#) [Unsubscribe](#)

# To This

Hi %%First Name%%,

I hope you saw yesterday's email from Sona. I have worked for our founder for 14 years, and her heart belongs to CaringBridge. She continues to inspire me.

We're within reach of our March fundraising goal, but are shy by just a few gifts. Would you consider making a donation now? A generous donor just told us that if you'll give, they will match your gift (up to \$10,000).

We've only got a few hours left on this match opportunity:

0  
DAYS

0  
HOURS


0  
MINUTES

0  
SECONDS

If you'd like to give (and have our anonymous donor match it), you can use the link below.


[Yes, match my gift!](#)

Thank you for making CaringBridge possible, %%First Name%%.

Sincerely,  
  
Kelly Espy  
Senior Development Specialist



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2750 Blue Water Road, Suite 275, Eagan, MN 55121  
[Update Address](#) [Unsubscribe](#)



# 65%

In Donations

# 7 Countdown Clocks



## REVIEW

*How to get almost anyone to  
give your email a real chance at  
year-end.*



# 3 proven strategies: Email year-end

- The au-natural approach
- The minor (not major) mystery
- The right additional reason



# 7 field-tested tactics: Email year-end

1. Text-only design
2. Believable sender line without a clear giveaway
3. Slightly mysterious subject lines
4. Clear, straight-forward call-to-action text and focus
5. No additional copy that adds a whole other reason to sequence
6. Add incentives in-line before call to action button/text
7. Add a countdown clock



1. *Identify 3 proven strategies to get more year-end donations from email*
2. *Implement 7 field-tested year-end tactics to get you started*
3. *See how those tactics (and other proven ones) can be applied to similar email submissions*

