



*A nonprofit's guide to*

**SUGGESTED**

*donation*

**AMOUNTS**

## WE'VE ALL BEEN THERE.

### Tasked with creating a dream online donation form for your nonprofit organization ... Making sure you have all the bells and whistles!

The project starts simply. You go down the checklist and get everything in place: clean design, monthly giving choices, mobile optimization, social log-in, "in honor" or "in memory" options too.

All the essentials you need to help your supporters give securely and easily.

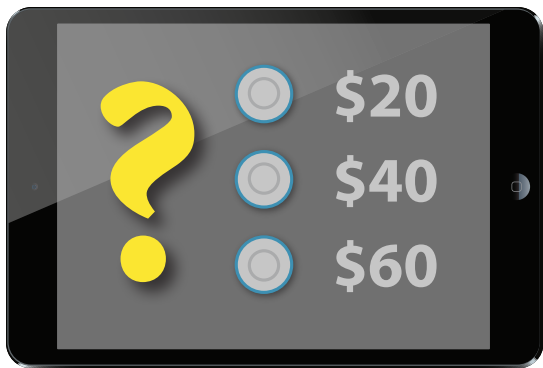
**But when it comes to setting up your suggested donation amounts, do you feel like you're flying by the seat of your pants?**

Research tells us that offering donors a choice of giving levels will increase the overall average donation size. Your own experience confirms that donors will give more when they're prompted with specific amounts.

But, even after attending a dozen webinars, or reading hundreds of case studies, you still might not get a clear answer to the question:

### "WHAT ARE THE RIGHT SUGGESTED GIVING AMOUNTS FOR MY DONORS?"

Some nonprofits manually test their forms, changing donation amounts every few weeks or months and recording those results. Other charities tie their giving levels to tangible goals or objects; for instance, \$20 for a stethoscope or \$50 to feed a family.



Many organizations never review their donation array's performance!

It's no surprise why. With limited resources and stretched budgets, few nonprofits or charities have time to constantly A/B test their pages.

...And then there are those who are using third-party donation platforms that don't allow for customization.

It's frustrating to have a donation form you can't adjust or edit.

## WHAT IF THERE WAS A WAY TO TAKE THE GUESSWORK OUT OF YOUR FUNDRAISING CAMPAIGNS?

Artez's **Dynamic Donation Amounts™** tool automatically customizes the giving levels on any donation page, tribute appeal, or even peer-to-peer fundraising event you create.

Your donation amounts will shift to optimize the average online donation size. Imagine the feeling of knowing that you can just "set it and forget it"!



## HOW DOES IT WORK?

We've developed an intelligent algorithm that reacts to the ongoing results of your campaign. As more people give through your donation form, the algorithm reviews your data and determines which donation levels will prompt future donors to give at a higher level.

## A POWERFUL TOOL THAT'S UNIQUE TO YOU

The giving levels on your forms will be unique to your cause and your supporters. You can even use the data from previous donation forms or peer-to-peer campaigns inside your FrontStream account to inform your Dynamic Donation Amounts™!

Instead of relying on comparable case studies to guess how your supporters will respond to your appeals, you can actually create campaigns based on their donor behavior.

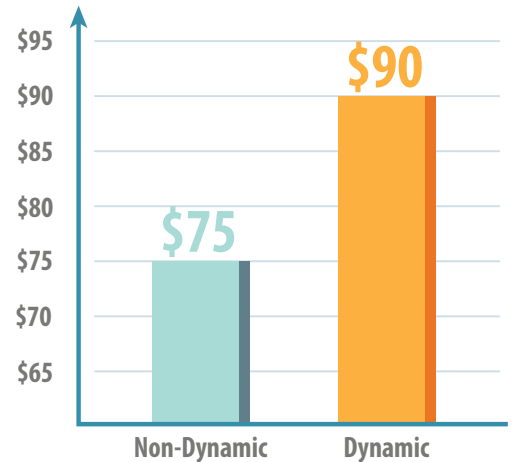
Your donors always have the option to choose "Other", and you can always set your base amount on the giving array to kick off your campaign.

## OKAY, BUT DOES IT WORK?

You bet.

We completed an in-depth performance review of the Dynamic Donation Amounts™ feature. We looked at over 1000 donors who had the option to give either through a donation form with the Dynamic Donation Amounts™ algorithm enabled, or through a donation form with set giving levels.

**In our Non-Dynamic control group, the average donation was \$75. Over in the Dynamic group, the average donation was \$90.**



**Enabling Dynamic Donation Amounts™ increased fundraising by an incredible 20%!**

We also plugged our data into a histogram to show the distribution of donation amounts.

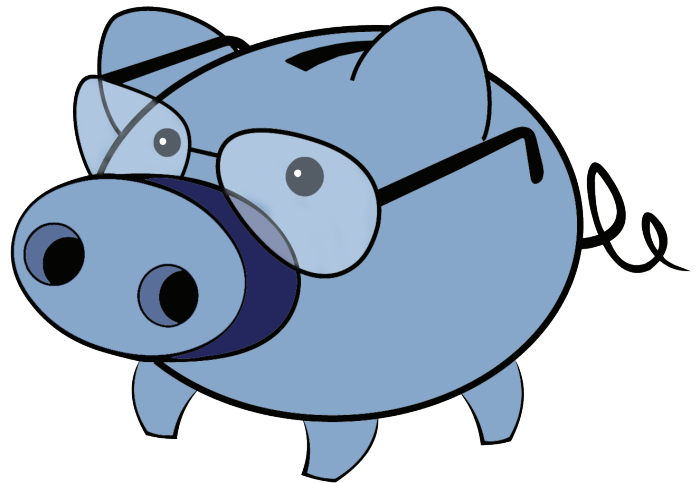
The most popular donation amount for the Dynamic campaigns was in the \$50 range.

For the Non-Dynamic group, it was in the \$30 range.

The standard deviation inside the Dynamic amounts group was also less than in the Non-Dynamic group, suggesting the algorithm is doing what it was designed to do:

**Guide the choices of donors!**

Our years of online donation data may have helped us program the perfect formula to customize a donation array, but it was our online fundraising experience that told us Dynamic Donation Amounts™ would increase fundraising.



# WHY ARE DYNAMIC DONATION AMOUNTS™ SO EFFECTIVE?

The answer lies in psychology! Could “online donation shaming” be the key?

Professor Sarah Smith explained:

“Donors use information on earlier donations to decide what is appropriate for them to give.”



A study from [Bristol University](#) found that when a donor sees larger donations on a friend’s fundraising page, they are motivated to increase the size of their own donation.

The researchers described the pattern they saw in a report for Economic Journal. They found people were likely to give more when large gifts had been donated immediately before them.

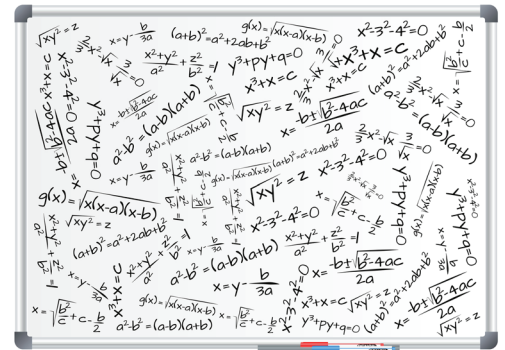
**There’s even a formula:** For every £10 (\$15.40 USD) a donor gave above the average donation amount in a campaign, they increased the amount of a subsequent donation by £2.50 (\$3.80 USD).

Giving levels are effective for the same reason: They tell your donors what gift size is “appropriate”.

## ARE YOU DOING THE MATH?

If large average donations help increase the size of other gifts, it’s never been more important to optimize your giving levels in a peer-to-peer campaign.

## PEER-TO-PEER HAS NEVER BEEN MORE INTELLIGENT



Dynamic Donation Amounts™ don’t just improve your organization’s direct donation forms, they can also be applied to your peer-to-peer fundraising campaigns.

Peer-to-peer fundraising is the fastest growing type of giving in North America.

Its incredible popularity is no surprise!

Whether it’s a traditional 5k run, or a creative challenge event like a video game marathon, more and more people are answering the call to fundraise for great causes.

If you're managing a signature event like a run/walk/ride, or a challenge campaign like a head-shaving event, you can ensure your participants receive the largest online pledges possible.

As your participants receive donations from friends and family members, the Dynamic Donation Amounts™ algorithm will improve the set giving levels on individual and team pages.

**But that's not all that's automatic ...** Our signature peer-to-peer innovation is all about fundraiser engagement.

The **Intelligent Fundraising Engine™** from **Artez** monitors fundraiser activity and tailors communications to each participant based on actions they have (or have not!) taken in the system.

Best of all, your organization is in control. You decide which actions will trigger which communications!

Your fundraisers can receive personalized reminders, messages of encouragement, creative coaching tips, and information updates from your organization right inside the system. Your event managers can even create and schedule personalized emails to registrants, team captains and donors based on fundraising activities in the campaign so far!

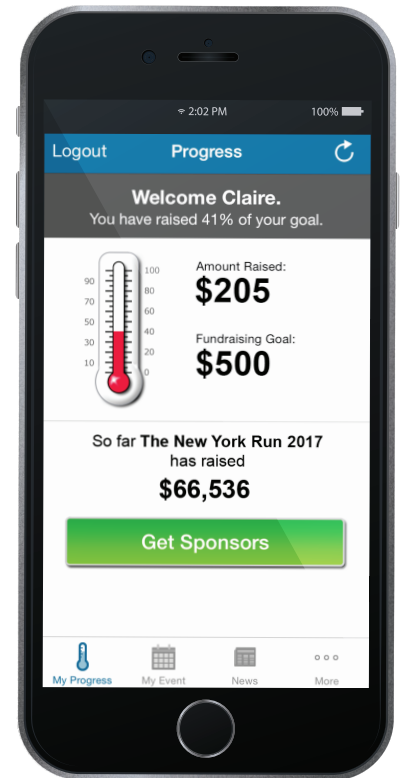
When the **Intelligent Fundraising Engine™** and **Dynamic Donation Amounts™** are combined, you can be confident knowing that your campaign motivates your fundraisers to ask enthusiastically and encourages your donors to give generously.

## TAKE YOUR CAMPAIGNS TO THE NEXT LEVEL

**Artez's** online fundraising platform gives your organization complete control over design, content, communications and reporting.

Best of all, our donation forms allow your donor to choose to cover the processing fee for their donation. Research tells us that **38% of donors choose to "top up" their gift in order to cover the cost of processing their transaction.**

Isn't it time to move beyond a simple "Donate Now" button on your website?



## ARTEZ IS YOUR FULLY-INTEGRATED ONLINE FUNDRAISING SOLUTION:

- ✓ Control the content, images, sender name & email address in all emails
- ✓ Add eCards to any donation form and customize them however you want
- ✓ Reach smartphones and tablets with automatic mobile-web optimization
- ✓ Sell tickets or items through an easy shopping cart
- ✓ Create an unlimited number of donation forms at no additional cost
- ✓ Dynamic Donation Amounts™ automatically optimize giving levels
- ✓ Manage a full peer-to-peer fundraising campaign with individuals or teams
- ✓ Allow your donors to cover transaction fee costs with a "pay-the-fee" option
- ✓ Design your pages with your own branding, images, fonts and colors
- ✓ Integrate your data with GiftWorks Donor Management
- ✓ Integrated corporate gift matching on every donation form
- ✓ Add live or silent auctions and mobile bidding from BiddingForGood
- ✓ Give donors the option to donate monthly
- ✓ Integrate with Facebook, PayPal Express Checkout, and Google Analytics
- ✓ Give donors the option to donate "in honor" or "in memory" of a loved one
- ✓ View real-time reports and analytics whenever you need them

Learn how FrontStream can boost your online giving programs:  
[www.frontstream.com](http://www.frontstream.com)



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MANAGEMENT



WORKPLACE  
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CORPORATE  
MATCHING



VOLUNTEER  
SOLUTIONS



GIVING  
DAYS



EVENTS &  
TICKETING



PEER-TO-PEER  
FUNDRAISING



ONLINE  
DONATIONS