

GETTING PEOPLE TO CARE



Let's start with an **experiment!**



VERSION A



Hello First name,

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

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

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

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

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

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

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

VERSION B

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



Hello NAME,

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Experiment # 4174



VERSION A – 550 Words

Hello Fellow Conservative,

Well, that didn't take long.

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

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

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

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

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

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

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

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

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

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

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

Thank God they didn't injure Nathan even more.

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

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

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

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

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

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

Cordially,

Morton C. Blackwell

President

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

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

Thank you for your help.

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VERSION B – 2,200 Words

Hi, Nathan

Hi, Nathan. I'm Morton C. Blackwell, President of the Leadership Institute. I'm writing you because I'm so impressed with the work you and your team are doing to defend the First Amendment and the rights of free speech on campus.

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

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VERSION A - Text Appeal



A Special Story of Hope this Christmas

A Message from Buckner President Albert L. Reyes

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

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

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

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

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

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 117 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

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

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

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

Please make a gift using the secure form below

Donation Information

Amount:

Buttons for \$ 25, \$ 50, \$ 100, \$ 250, \$ 500

OR

Other: \$

Billing Information

Title: [dropdown]

*First name: [input] *Last name: [input]

*Country: [dropdown]

*Address lines: [input]

*City: [input] *State: [dropdown] *ZIP: [input]

Phone: [input]

*Email: [input]

Payment Information

*Cardholder's Name: [input]

*Credit Card Number: [input]

*Card Expiration: [input] *Card Security Code: [input]

[DONATE NOW](#)

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

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

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

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



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

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VERSION B - Video Appeal



A Special Story of Hope this Christmas

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

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



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

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

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

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Payment Information

*Cardholder's Name: [input]

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Experiment # 5827



VERSION A – Lots of Text



Getting the unbiased truth

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

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

That is why we created IllinoisPolicy.org.

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

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

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

Select Donation Amount

\$35 \$50 \$100 \$250
Other Amount

Donor Information

Cardholders Name
Address Address 2
City
Illinois Zip
Email
Phone

Payment Information

Visa, Mastercard or American Express Number
Month Year Security Code

GIVE NOW



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

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

Illinois Policy Institute does not accept government funding.

VERSION B – Minimal Text



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



Select Donation Amount

\$35 \$50 \$100 \$250
Other Amount

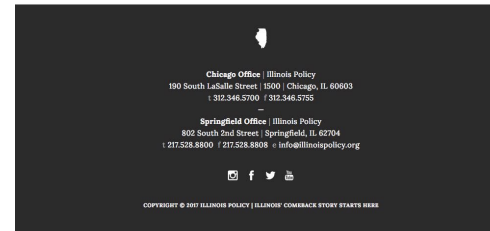
Donor Information

Cardholders Name
Address Address 2
City
Illinois Zip
Email
Phone

Payment Information

Visa, Mastercard or American Express Number
Month Year Security Code

GIVE NOW



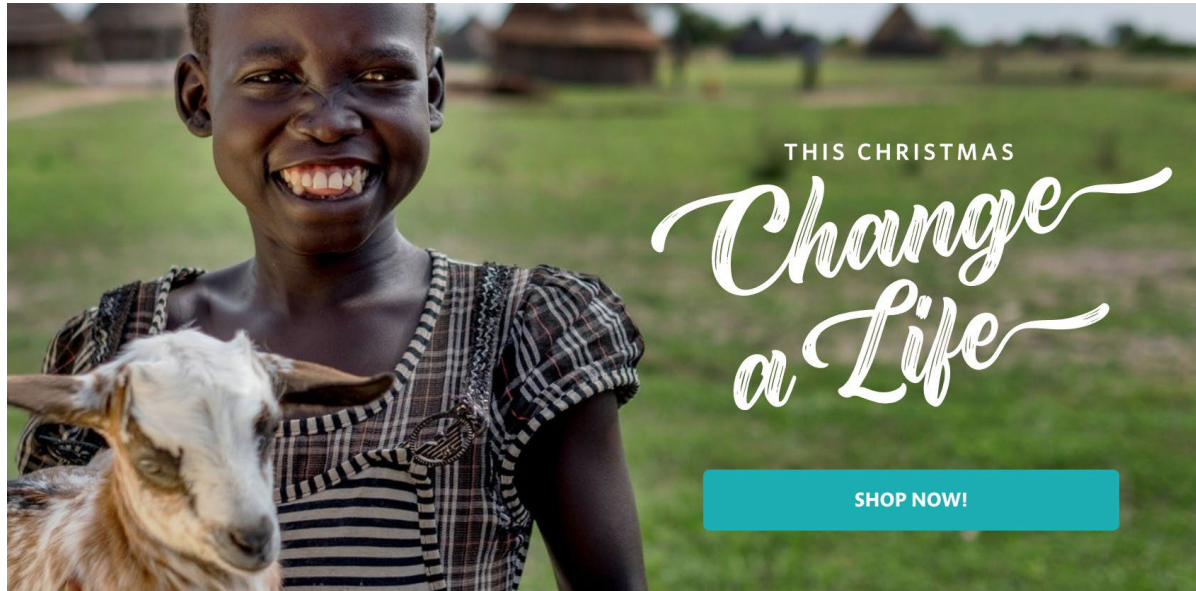
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Chicago, IL 60603

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VERSION A



THIS CHRISTMAS

Change a Life

SHOP NOW!

VERSION B



You Can Change a Life with a Gift

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

CHANGE A LIFE BY GIVING A GIFT



VERSION A



Hello First name,


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112.5%
In Donations

VERSION B

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



Hello NAME,

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Yours in strength,

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CaringBridge Advisory Council member & donor

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Experiment # 4174



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

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

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

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

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

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

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Thank God they didn't injure Nathan even more.

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

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

Cordially,

Morton C. Blackwell
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VERSION B – 2,200 Words

Hi, Nathan

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106.3%

In Donations

Experiment # 7821



VERSION A - Text Appeal



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A Message from Buckner President Albert L. Reyes

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

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

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

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

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

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Please make a gift using the secure form below

Donation Information

Amount:

Buttons for \$25, \$50, \$100, \$250, \$500

OR

Other: \$

Billing Information

Fields for Title, First name, Last name, Country, and Address lines

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

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VERSION B - Video Appeal



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Billing Information

Fields for Title, First name, Last name, Country, and Address lines

Fields for City, State, ZIP, Phone, and Email

Payment Information

Fields for Cardholder's Name, Credit Card Number, Card Expiration, and Card Security Code

DONATE NOW

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560.2%

In Donations

Experiment # 5827



VERSION A – Lots of Text



Getting the unbiased truth

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

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

That is why we created IllinoisPolicy.org.

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

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

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

Select Donation Amount

\$35 \$50 \$100 \$250 Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Month Year Security Code

150.2%



In Donations



VERSION B – Minimal Text



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

Facebook Twitter LinkedIn YouTube Instagram

Select Donation Amount

\$35 \$50 \$100 \$250 Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

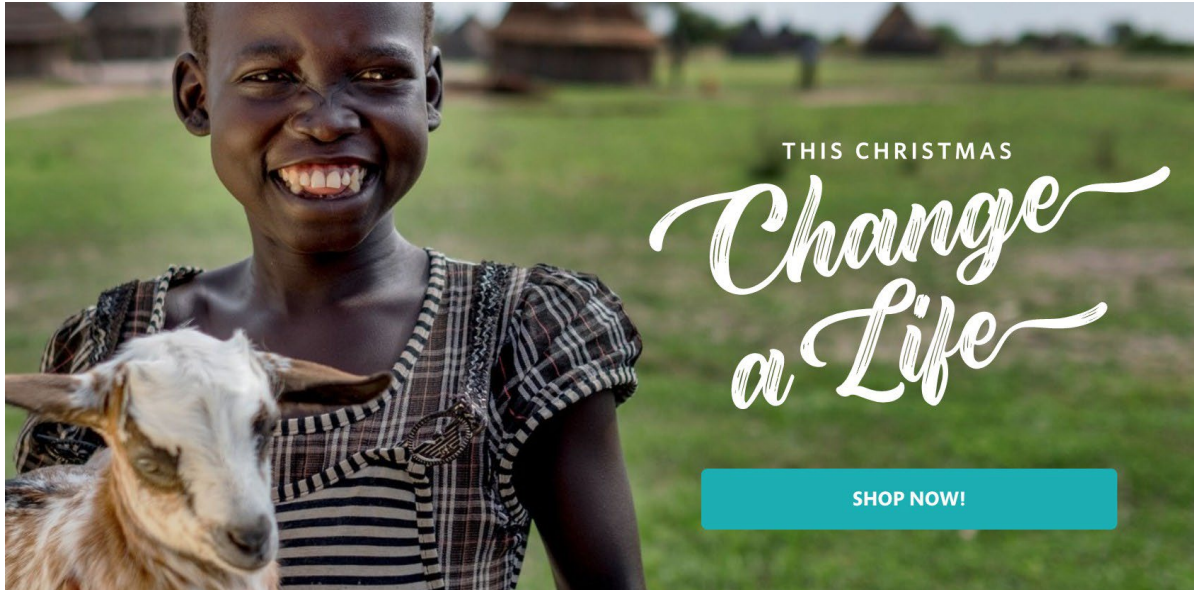
Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW



VERSION A



THIS CHRISTMAS

Change a Life

SHOP NOW!

VERSION B



You Can Change a Life with a Gift

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

CHANGE A LIFE BY GIVING A GIFT



35%
In Donations



How did *you* do?



How did *you* make your decision?



How did *you* make your decision?
Intuition?



How did *you* make your decision?

Intuition?

Best Practices?



How did *you* make your decision?

Intuition?

Best Practices?

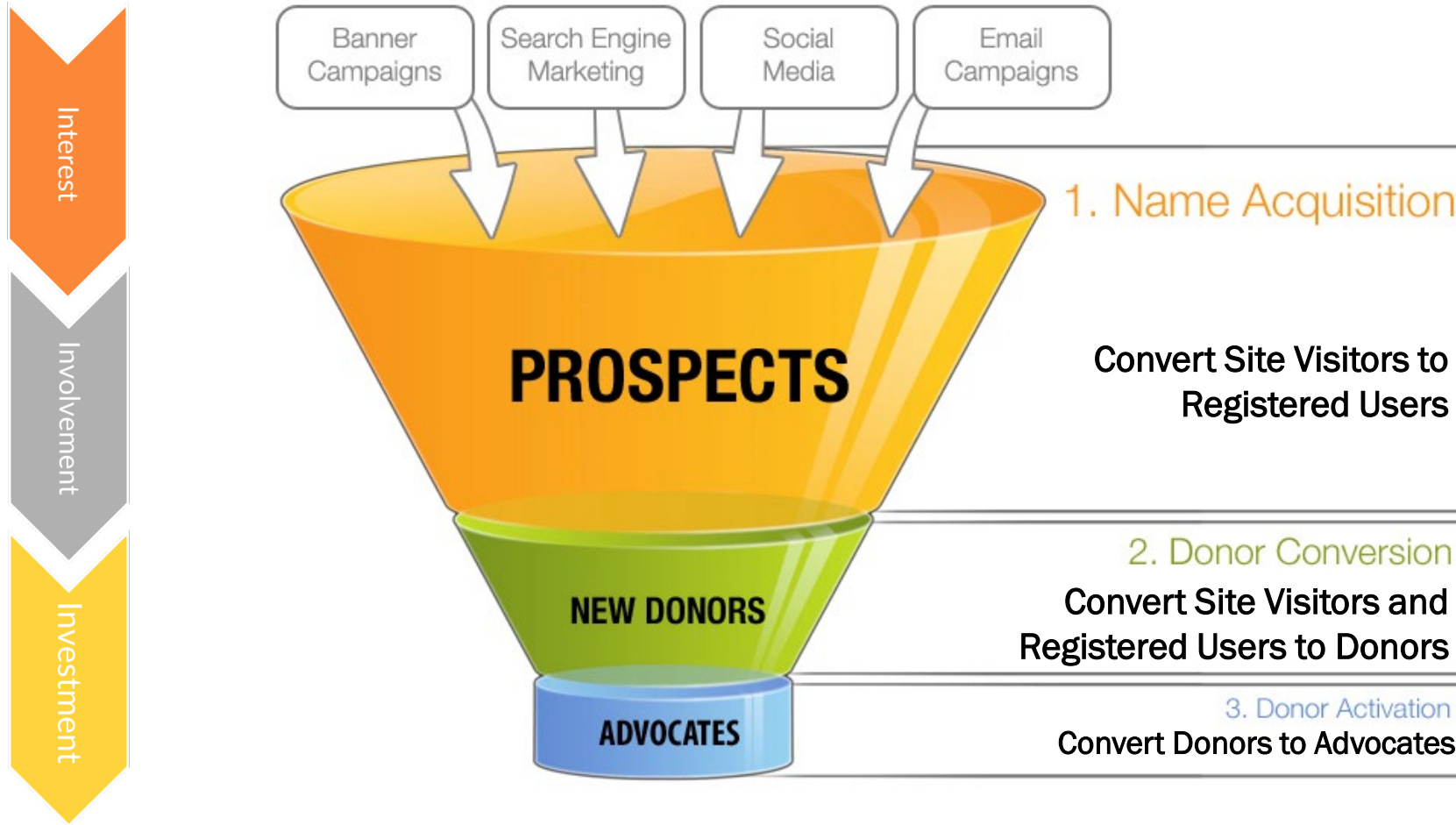
Guess?



And So Began My Quest...

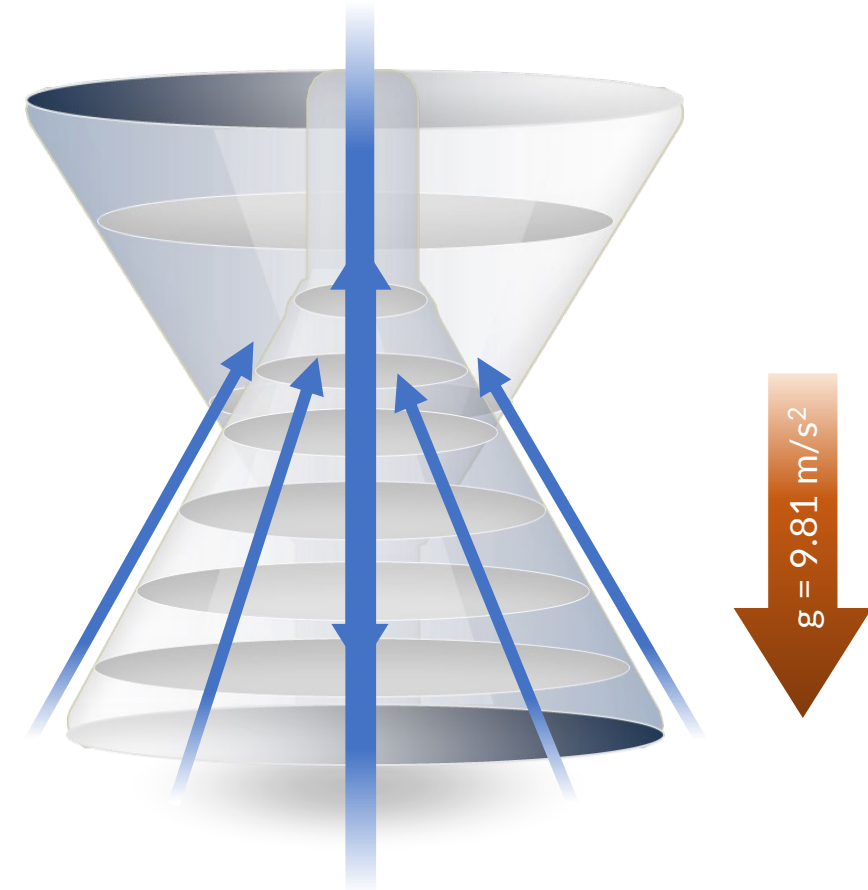


Traditional Online Donor Funnel



A New Perspective of the Funnel

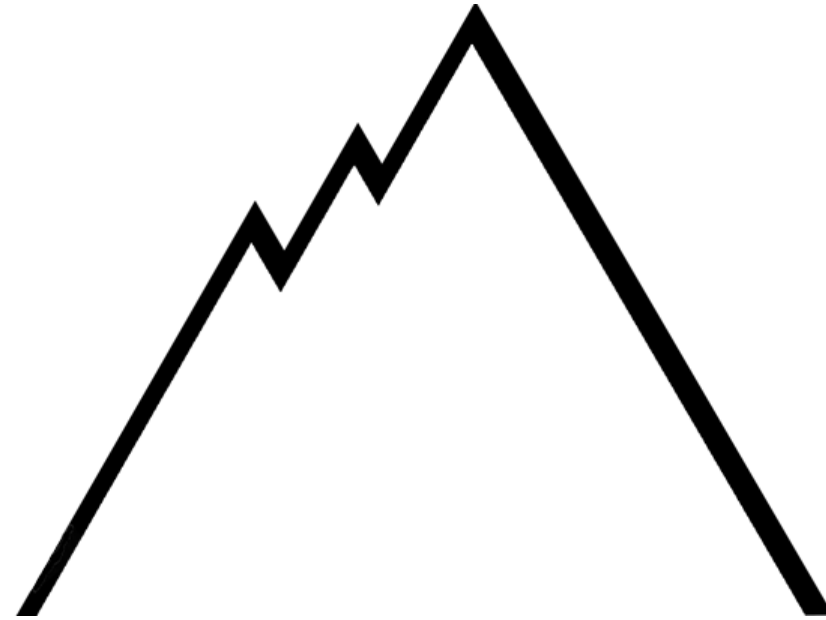
1. The funnel is often presented as one potentially useful analogy for marketing. It is in fact, **the primary analogy**. All marketing should influence a decision.
2. The funnel analogy distorts reality. People are not falling into your funnel, they are falling out. The funnel **must be inverted**.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



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



The Donor Mountain



The Donor Mountain



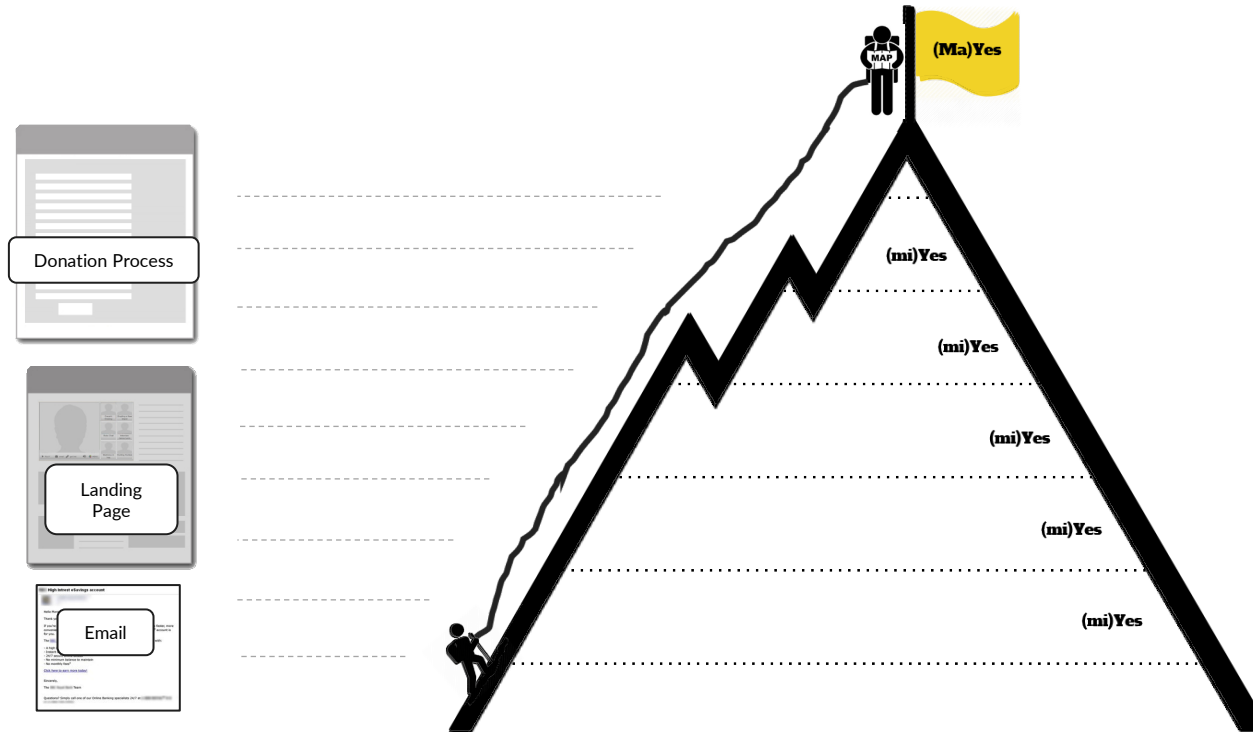
The Donor Mountain



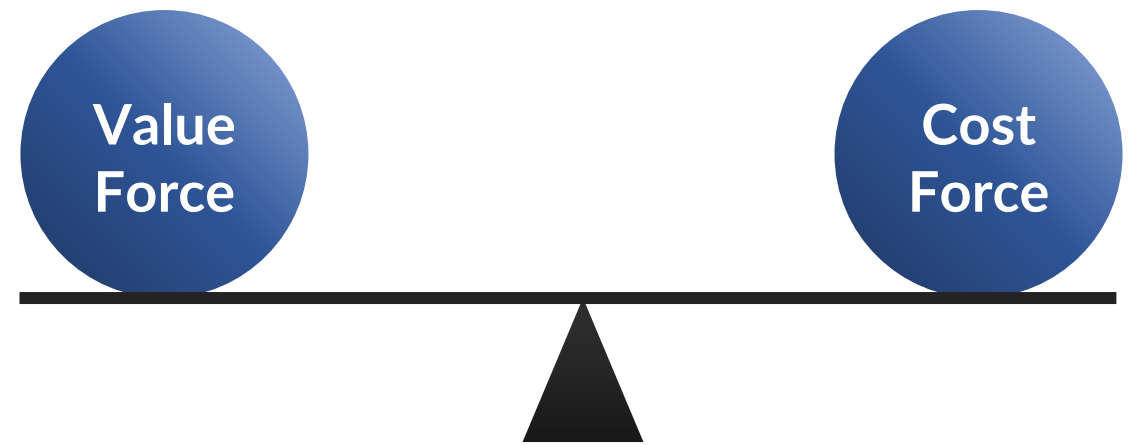
The Donor Mountain



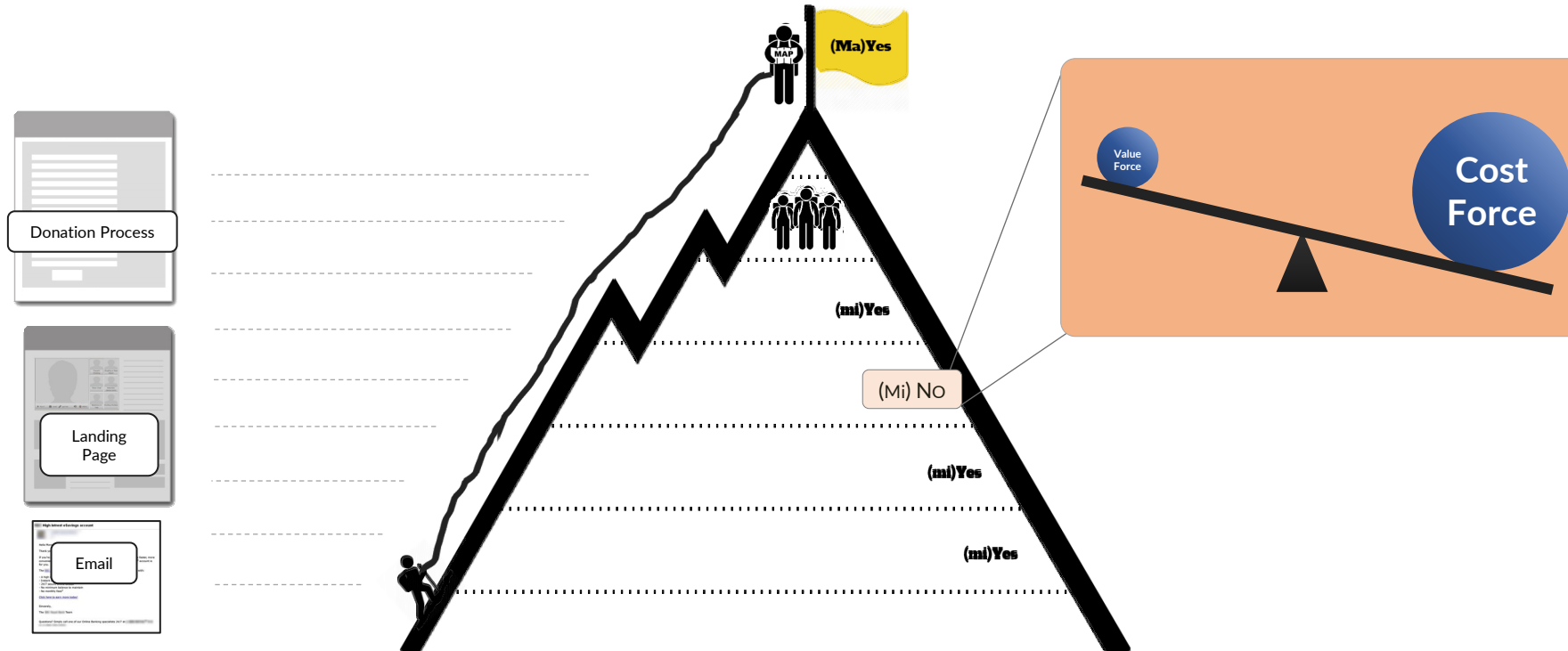
Optimizing Each Micro-Yes



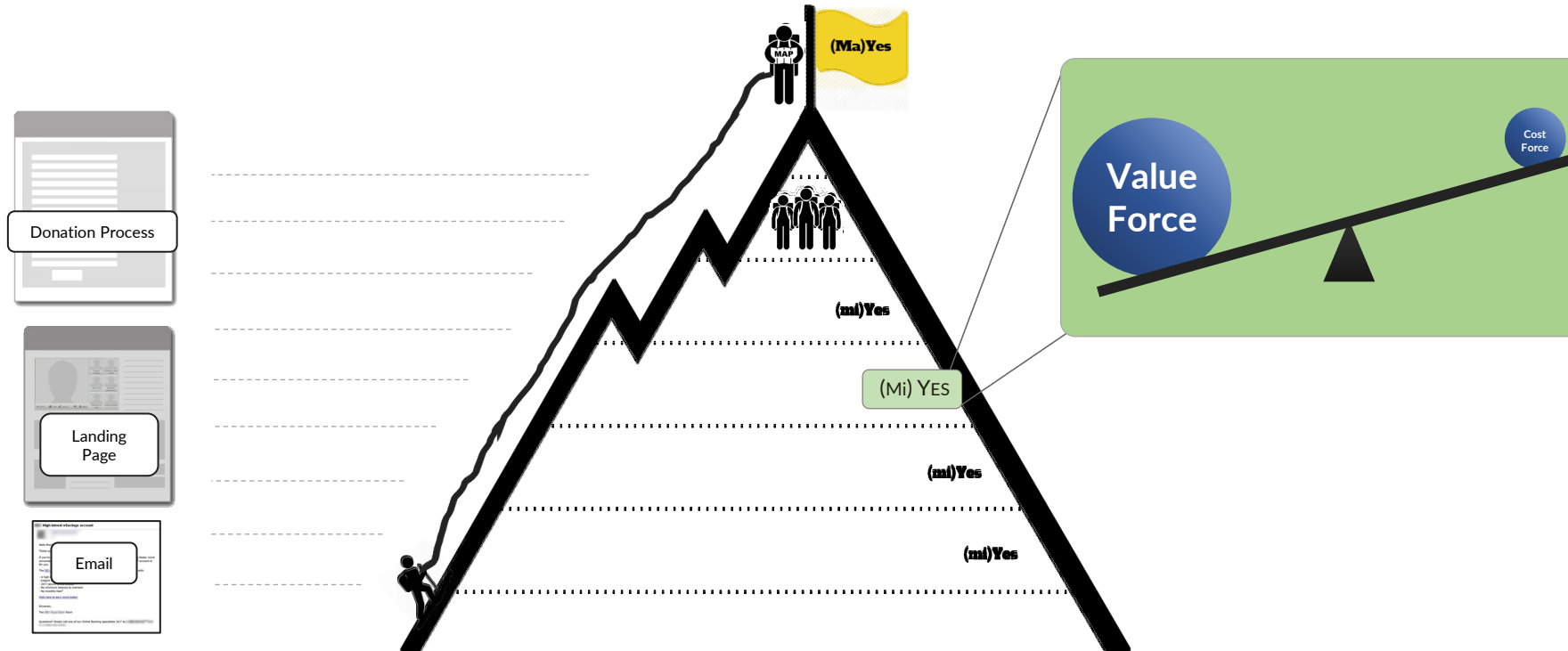
The Value Proposition



Optimizing Each Micro-Yes



Optimizing Each Micro-Yes

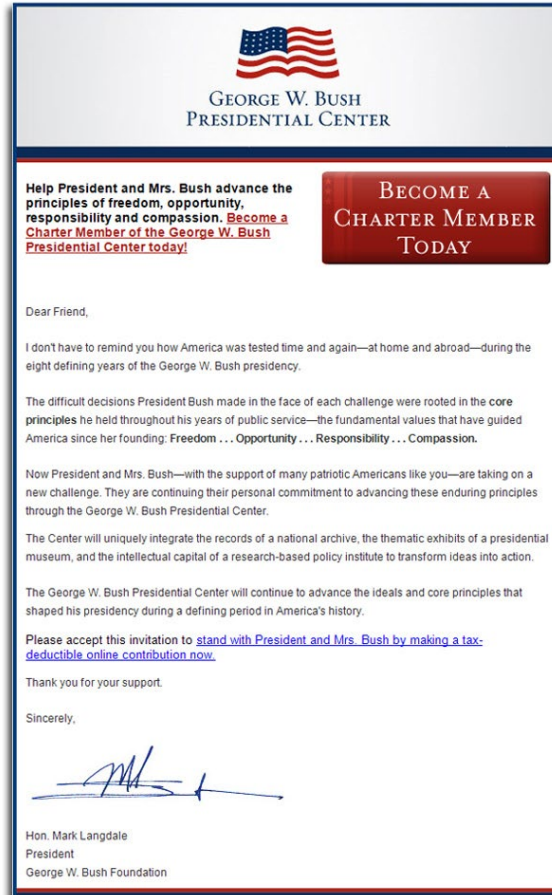


My First Experiment



My First Experiment

Version A - CONTROL



GEORGE W. BUSH
PRESIDENTIAL CENTER

Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. [Become a Charter Member of the George W. Bush Presidential Center today!](#)

**BECOME A
CHARTER MEMBER
TODAY**

Dear Friend,

I don't have to remind you how America was tested time and again—at home and abroad—during the eight defining years of the George W. Bush presidency.

The difficult decisions President Bush made in the face of each challenge were rooted in the core principles he held throughout his years of public service—the fundamental values that have guided America since her founding: Freedom . . . Opportunity . . . Responsibility . . . Compassion.

Now President and Mrs. Bush—with the support of many patriotic Americans like you—are taking on a new challenge. They are continuing their personal commitment to advancing these enduring principles through the George W. Bush Presidential Center.


The Center will uniquely integrate the records of a national archive, the thematic exhibits of a presidential museum, and the intellectual capital of a research-based policy institute to transform ideas into action.

The George W. Bush Presidential Center will continue to advance the ideals and core principles that shaped his presidency during a defining period in America's history.

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

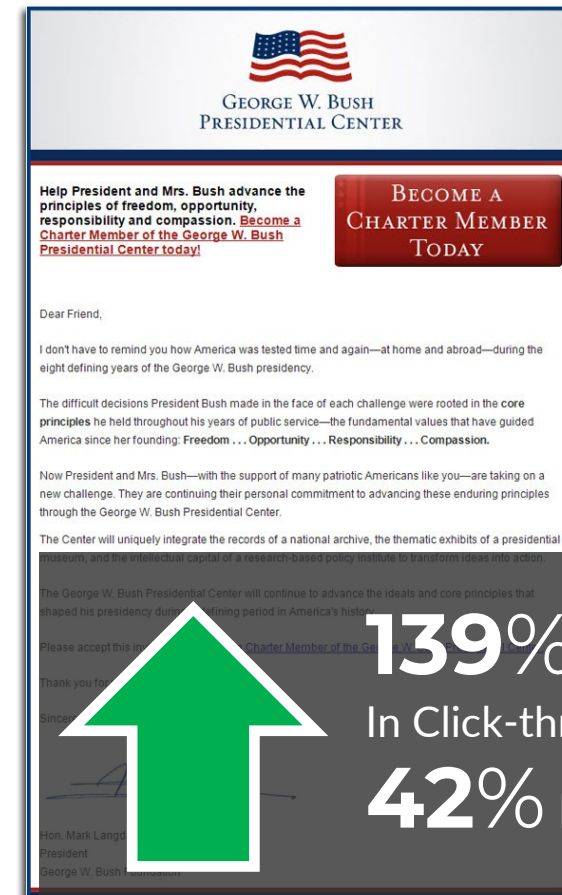
Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

Version B - TEST



GEORGE W. BUSH
PRESIDENTIAL CENTER

Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. [Become a Charter Member of the George W. Bush Presidential Center today!](#)

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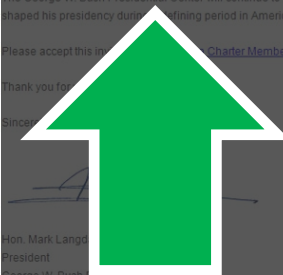
Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation



139%
In Click-through Rate

42%
In Revenue



Small Changes >> Big Impact

ORIGINAL

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

OPTIMIZED

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



139%

In Click-through Rate

42% In Revenue



Small Changes >> Big Impact

ORIGINAL

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

OPTIMIZED

This could change everything!

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



139%

In Click-through Rate

42% In Revenue



Optimizing Email Capture

NOT THIS

AdoptionWorks
Adoption services and pregnancy counseling

How We Can Help You How You Can Help Us

Need Help Now?
Call 1-800-370-2229
Or Email Us

For Immediate Help with Unplanned Pregnancy or Adoption Information

If you are experiencing an unplanned pregnancy, adoption may be the most unselfish choice and the best choice for you and your child. There are a number of varying circumstances that surround a birth parent's decision. Regardless of your individual situation, AdoptionWorks has a qualified, compassionate staff that can help you through your pregnancy.

If you are a loving Christian family who wants to adopt, the AdoptionWorks staff will provide support through educational seminars, counseling, referral services, and support groups.

For this assistance call AdoptionWorks, a Texas infant-adoption agency licensed to place children up to 17 years of age. But even before you meet with us, please take advantage of our easy-to-read, practical articles that will give you a head start.

Please [click here](#) or on the button below to complete a short registration form and get instant access to these articles in the AdoptionWorks Adoption Service Resource Center!

Register Today! **Register Now!**

About AdoptionWorks

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Help women facing unplanned pregnancies—including guiding them through the loving choice of adoption in a supportive and nonjudgmental manner
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Get the featured resources:

- [Placing Your Baby for Adoption](#)
- [Initial Steps for Potential Adoptive Parents](#)

From AdoptionWorks Adoption Service Resource Center

Need Help Now?

For help with unplanned pregnancies or for adoptions, please contact us:

972.960.9661 or 800.375.2229
help@adoptionworks.org
6200 LBJ Freeway, Suite 126
Dallas, TX 75240
Fax: 872.960.0562

AdoptionWorks
AdoptionWorks is a Texas licensed child-placing agency that assists birth parents and adoptive families in a loving and positive adoption experience.

CounselingWorks
CounselingWorks is a nonprofit Dallas Christian Family Counseling ministry serving individuals, couples, and families.

GriefWorks
GriefWorks helps children ages 5-18 grieve the loss of a loved one in a way that brings them closer to answers they are seeking, closer to others, and closer to a place of healing and peace.

KidWorks
KidWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving Kids in Divorce ages 5-18—children whose parents are divorcing or who have divorced.

BUT THIS

AdoptionWorks
Adoption services and pregnancy counseling

How We Can Help You How You Can Help Us

If You Are Considering Adoption, We Have Resources That Can Help

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Provide free online resources to families considering adoption
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Our experienced, expert staff wants to help you by providing free online resources through our AdoptionWorks Resource Center. These resources are specifically designed to help you navigate the process of adoption and give you the information that you need to take the next step. And the best part—it's completely free.

Get Instant Access to the Free AdoptionWorks Resource Center

Featured Resources Include:

- ✓ Initial Steps for Potential Adoptive Parents
- ✓ Positive Adoption Language
- ✓ Ways to Cultivate Bonding and Attachment
- ✓ Why Bonding and Attachment is so Important

Get Instant Access ▶

42%
In Email Signups



Optimizing Email Appeals

NOT THIS

FAMILYLIFE
Help for today. Hope for tomorrow.

| A Cru Ministry |



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

Donate Now!

[Salutation],

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

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

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

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

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

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

Yours for godly homes,

Dennis Rainey

Donate Now!

BUT THIS

Hi Jenn,

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

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

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

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

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

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

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

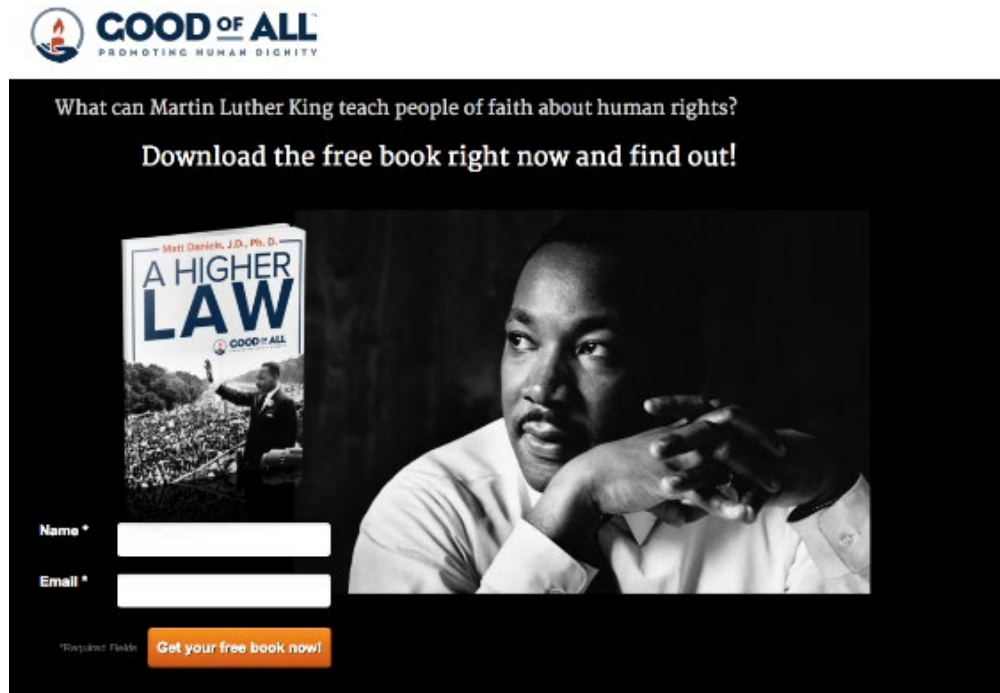



272%
In Donations




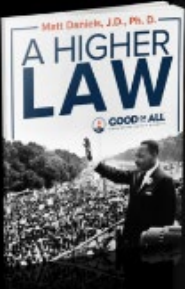
Optimizing the Process-Level Value Proposition

NOT THIS



 **COOD OF ALL**
PROMOTING HUMAN DIGNITY

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



Name *

Email *

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

BUT THIS



 **COOD OF ALL**
PROMOTING HUMAN DIGNITY

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



Name *

Email *

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

 **133.7%**
In Email Signups



Optimizing Donation Forms

NOT THIS

Your Information

* First Name

* Last Name

* Country

* Street Address

Street Address 2

* City

* State

* Zip Code

* Email Address

Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

BUT THIS

Your Information

* First Name * Last Name

* Country

* Street Address

Street Address 2

* City * State * Zip Code

* Email Address Preferred Phone

Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number * Verification Code



39%

In Conversion Rate



About NextAfter

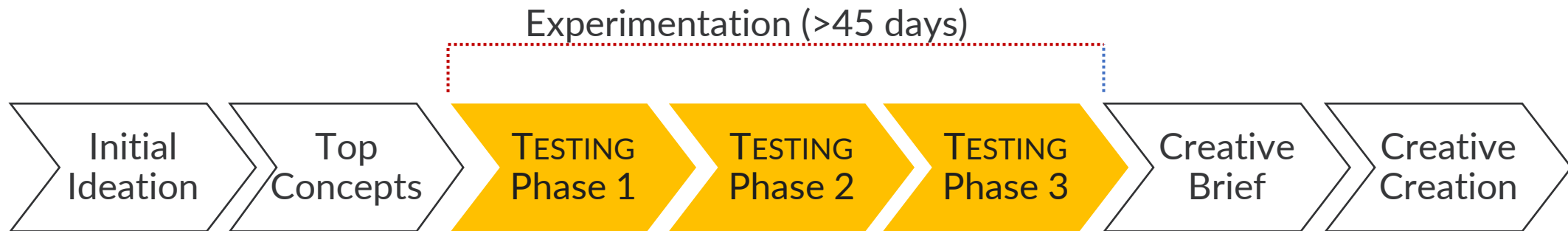
Combines the perpetual learning of a marketing and fundraising **Research Lab**, the practical application of a **Consultancy**, and the rigorous instruction of a **Training Institute**:

- 5,000+ unique experiments spanning a combined sample of more than 713,554,007 donor interactions.
- Research with over 2,000 not-for-profit organizations to-date
- 15 Major studies, 9 Certification Courses, 6 Whitepapers, 50 Instructional videos and Database of over 101,383 email messages



We Use the Web as a Living Laboratory

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

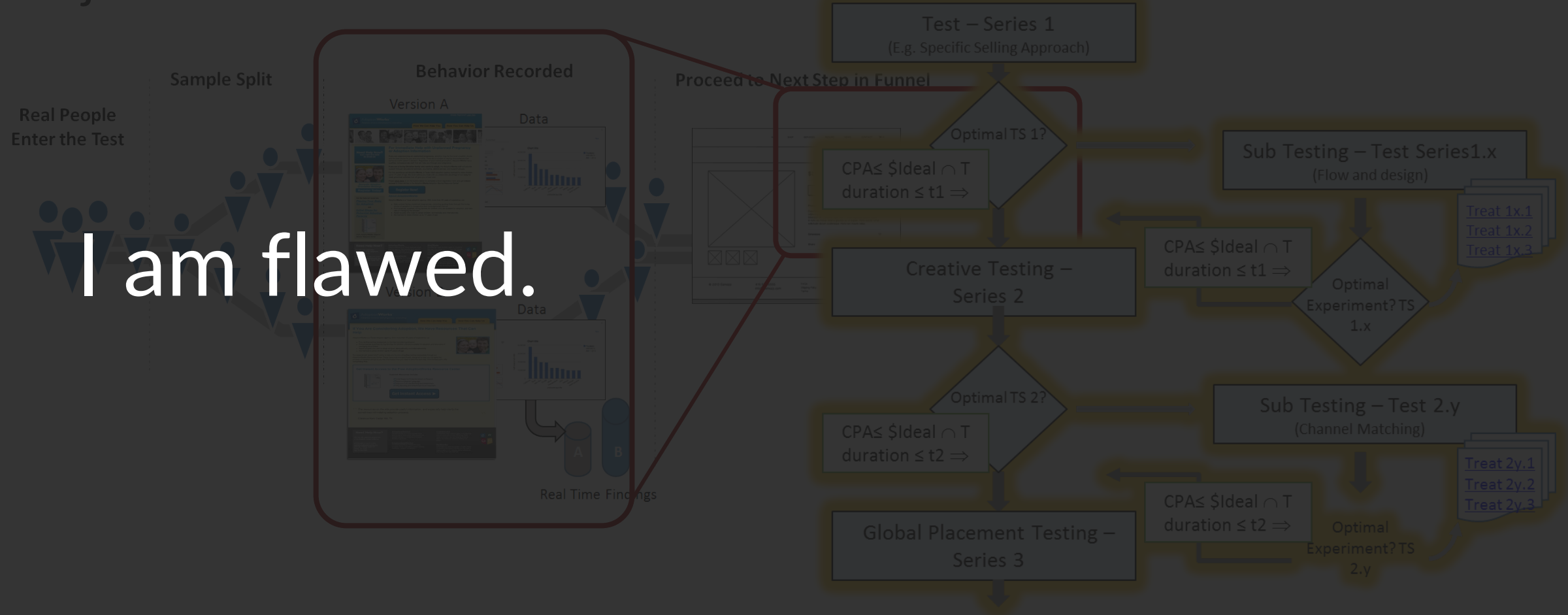


Experimentation helps us certify which creative resonates strongest with real donors.



Rigorous Scientific Experimentation

Major reduction in risks and costs



I am flawed.



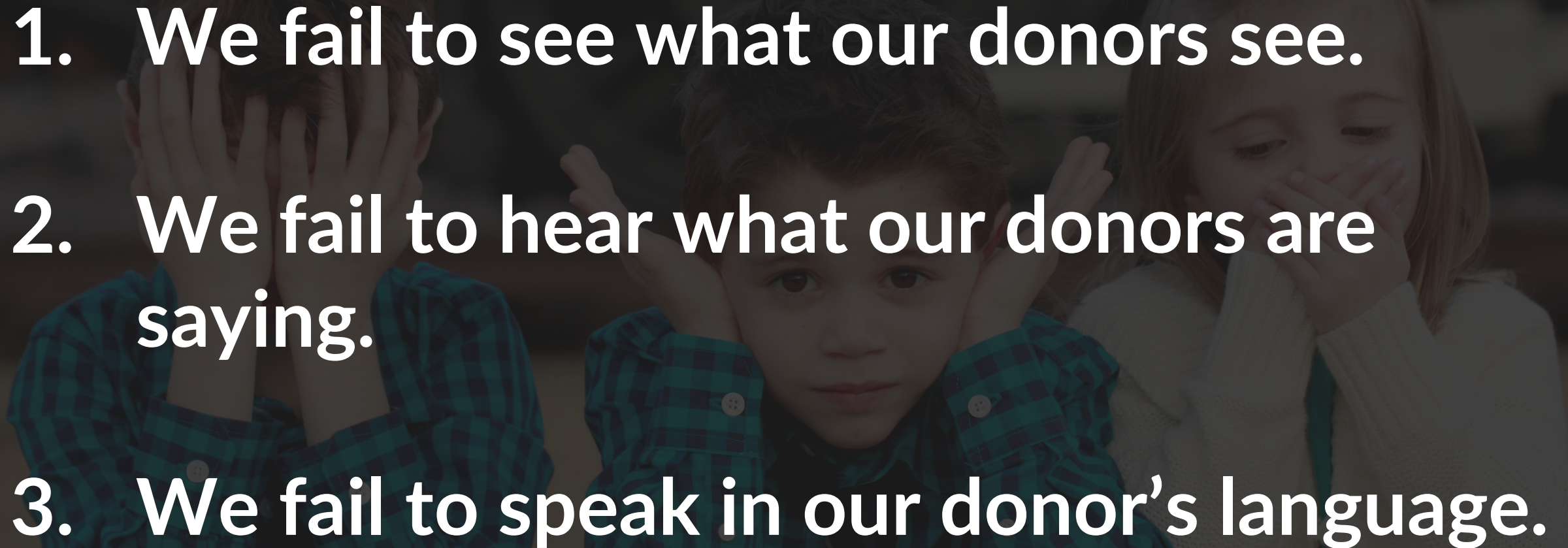
Rigorous Scientific Experimentation

Major reduction in risks and costs



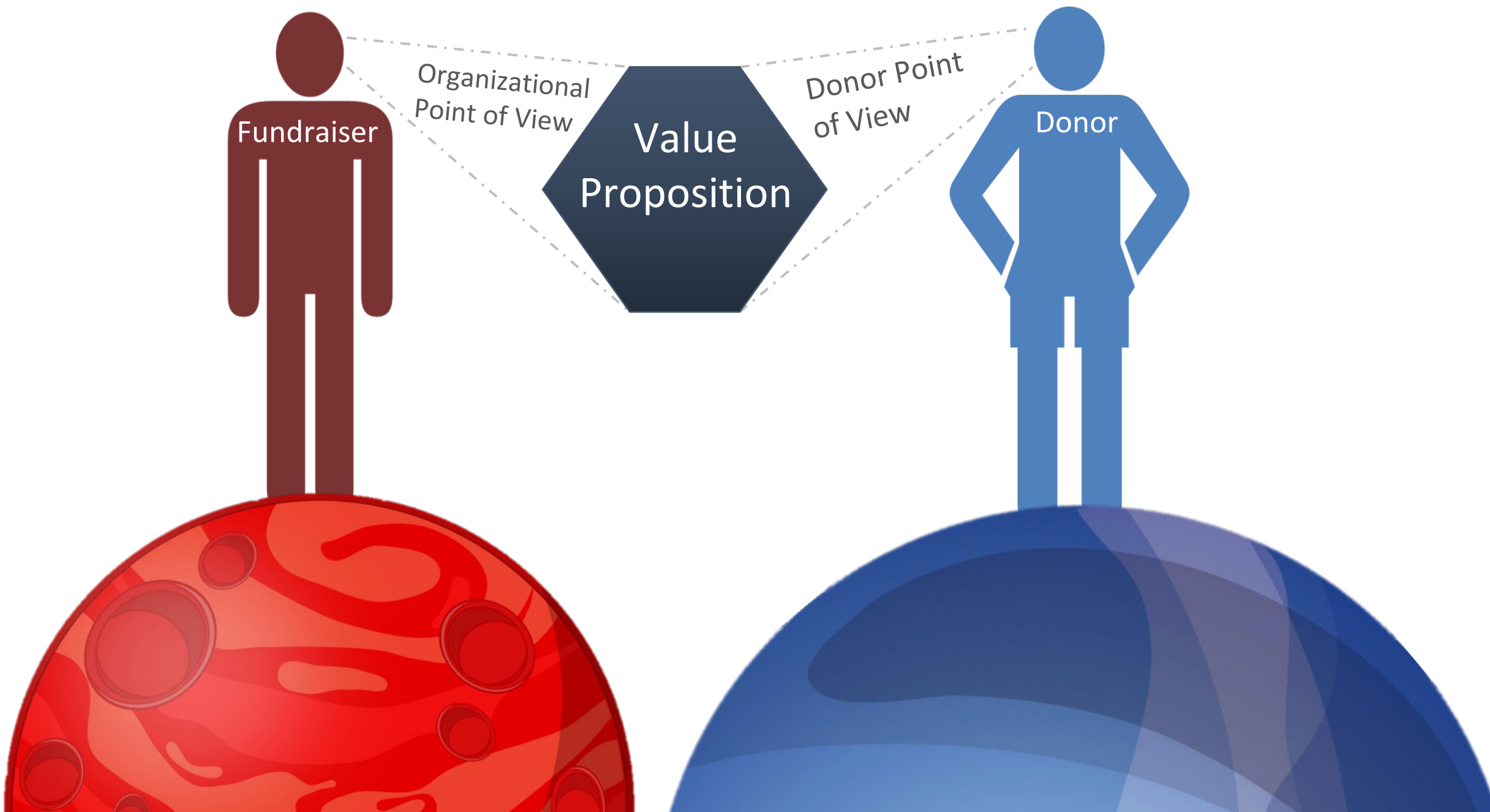


The Fundraiser's 3 Fatal Flaws:

1. We fail to see what our donors see.
 2. We fail to hear what our donors are saying.
 3. We fail to speak in our donor's language.
- 
- A photograph of three children sitting on the ground. The child on the left is covering their eyes with both hands. The child in the middle is covering their ears with both hands. The child on the right is covering their mouth with both hands. They are all wearing plaid shirts. The background is a blurred outdoor setting.



We fail to see what our donors see.



Fundraiser Sees:

- Professional
- Polished
- Nicely designed


Donor Sees:

- Marketing

Abbiamo urgente bisogno di aiuto
Versione Online

 Save the Children
100 ANNI



DONA ORA



Bombardato un ospedale in Yemen

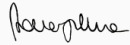
Ieri sera è arrivata una **tragica notizia**. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile e **quattro bambini e tre adulti sono rimasti uccisi**.
È fondamentale che l'ospedale torni a funzionare immediatamente. **5.000 persone hanno urgente bisogno di assistenza.**

DONA ORA »

		
con 263€ »	con 81€ »	con 57€ »
Doni a 23 bambini CIBO TERAPEUTICO per 2 settimane	Assicuri a 4 bambini appena nati 1 KIT NASCITA	Fornisci a 5 famiglie ACQUA POTABILE per 1 mese.

Save the Children è presente in Yemen dall'inizio del conflitto portando cibo, acqua potabile, kit di emergenza e cure contro la malnutrizione.
Per continuare a essere sempre a fianco dei bambini a rischio **abbiamo bisogno anche di te.**

[Non c'è più tempo da perdere. Aiutaci ora.](#)



Daniela Fatorella
Vice Direttore Generale per l'Italia
Save the Children

Save the Children Italia ONLUS - Via Volturmo, 58 - 00185 Roma - Tel: (+39) 06.480.700.72

De: Daniela Fatarella <no-reply@savethechildren.org>

Fecha: 26 de marzo de 2019, 22:10:08 CET

Para: maria.perezvega@gmail.com

Asunto: Maria, hanno appena bombardato un ospedale e 4 bambini sono morti.

Responder a: infoemergenze@savethechildren.org

Gentile Maria,

torno a scriverti dopo poche ore perché mi è appena arrivata una tragica notizia. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile a pochi metri dall'entrata e quattro bambini e tre adulti sono rimasti uccisi.

L'ennesima tragedia a 4 anni dall'inizio di questo conflitto in cui ogni mese 37 bambini vengono uccisi o feriti negli attacchi.

[C'è bisogno di te. Il nostro lavoro per i bambini yemeniti non si ferma. Dona ora.](#)

Grazie di cuore per quanto potrai fare.

Un caro saluto,

Daniela Fatarella

Vice Direttore Generale per l'Italia

Save the Children

Se non desideri più ricevere aggiornamenti [clicca qui](#).

I tuoi dati personali sono trattati da Save the Children secondo [la nostra informativa](#) fornita ai sensi dell'art.13 del Regolamento UE n.679/2016 (cd. GDPR).

Fundraiser Sees:

- Unprofessional
- Boring
- Plain

Donor Sees:

- An email from a friend

Organizational-Centric

Abbiamo urgente bisogno di aiuto
Versione Online



DONA ORA



Bombardato un ospedale in Yemen

Ieri sera è arrivata una **tragica notizia**. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile e **quattro bambini e tre adulti sono rimasti uccisi**. È fondamentale che l'ospedale torni a funzionare immediatamente. **5.000 persone hanno urgente bisogno di assistenza.**

DONA ORA >



con 263€ »	con 81€ »	con 57€ »
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[Non c'è più tempo da perdere. Aiutaci ora.](#)



Daniela Fatarella
Vice Direttore Generale per l'Italia
Save the Children

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Donor Centric

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Grazie di cuore per quanto potrai fare.

Un caro saluto,

Daniela Fatarella
Vice Direttore Generale
Save the Children

Se non desideri più ricevere comunicazioni da Save the Children secondo la nostra informativa fornita ai sensi dell'art. 13 del Regolamento UE n.679/2016 (cd. GDPR).



Not This

<< Test First Name >>,

God has primarily chosen to reach people through people. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell them.

But here's what I want people to understand: **sharing the gospel is not a duty to be dreaded—it is a privilege to be enjoyed.** In fact, leading someone to Jesus is about the greatest joy there is, this side of heaven.

Let me help you get excited about sharing your faith. My book *Tell Someone* will be sent to you in thanks for a [donation of any amount](#) to Harvest Ministries this month. If you already have a copy, I challenge you to give one to a friend.

Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!

Greg



But This

Hi courtney,

I hope this finds you well.

I'm sure you have come to realize this by now, but one of my biggest passions in life is to see people come to know Jesus Christ as their Lord and Savior.

I love how God has primarily chosen to reach people through people to do this work. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell people about Christ.

But here's what I want you to understand: **sharing the gospel is not a duty to be dreaded—it is a privilege to be enjoyed.** In fact, leading someone to Jesus is about the greatest joy there is, this side of heaven.

Have you ever experienced this?

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Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!

Here's a link to get your book now:

<http://www.harvest.org/tell-someone-book>

Have a great rest of your week,

Greg



116%
In Donations

Not This

Web Version


KUOW **NPR** [DONATE](#)

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?


Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take *incredibly seriously* at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I **know we can get there with you on our side.**

If you can join us today, any amount goes a long way to supporting nonprofit, independent journalism.

[DONATE NOW](#)

Thank you,



Kim Malcolm (she/her)
Host, *All Things Considered*

[f](#) [t](#) [v](#) [e](#)

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But This

Web Version

Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to **raise \$1 million dollars for KUOW**, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take *incredibly seriously* at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I **know we can get there with you on our side.**

Donate Now


If you can join us today, any amount goes a long way to supporting nonprofit, independent journalism.

Thank you,

Kim Malcolm
KUOW Host, *All Things Considered*

KUOW
4518 University Way NE
Seattle, WA, 98105 US

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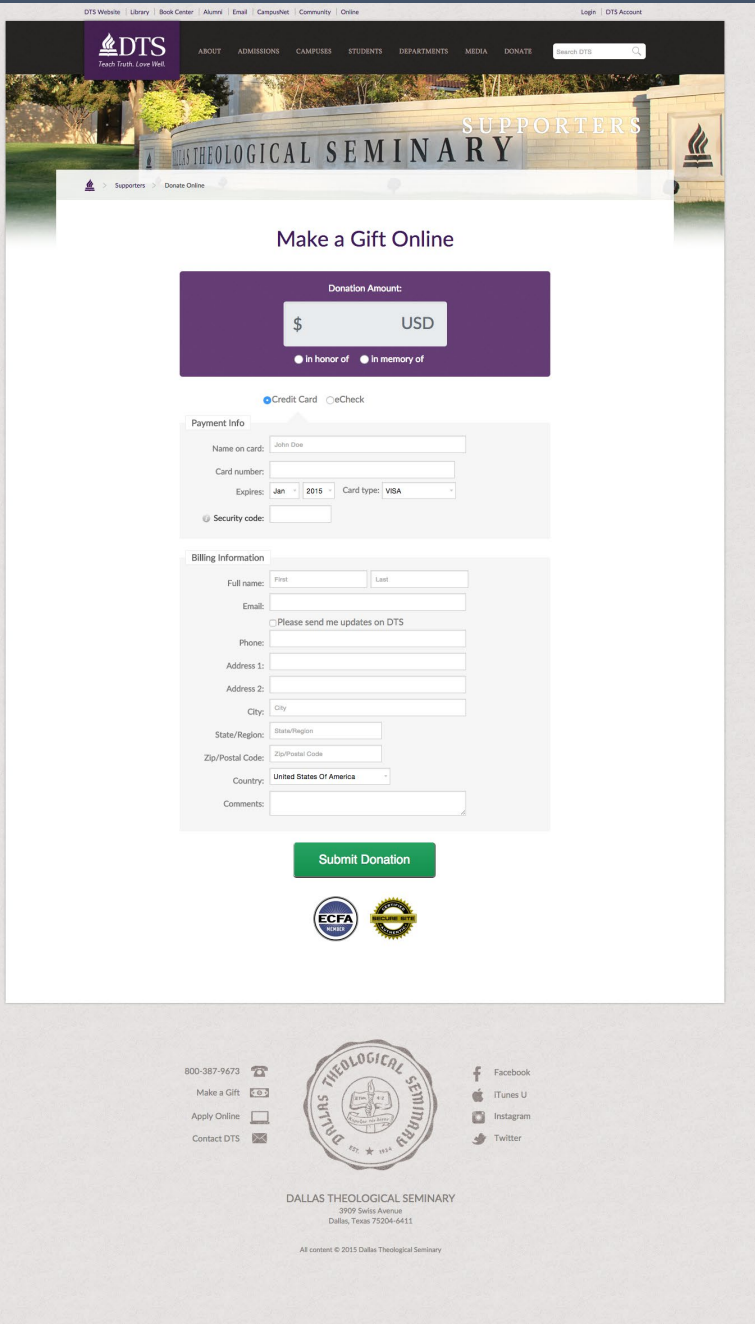


29%
In Donations

People give to people,
not email machines.

@digitaldonor





Fundraiser Sees:

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

Donor Sees:

- All cost and no value

Fundraiser Sees:

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

Donor Sees:

- A compelling reason to give

DTS Website | Library | Book Center | Alumni | Shop | Conferences | Community | Online | Login | DTS Account

DTS
Teach. Truth. Love. Well.

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

SUPPORTERS

The world needs Biblical truth now more than ever.

We live in a world desperately searching for truth. Each day, people direct their lives based on cultural pressure and popular opinion, rather than the unchanging truth found in God's word. For more than 90 years, Dallas Theological Seminary has equipped servant-leaders to proclaim the gospel and build up the body of Christ around the world. DTS professors use the entire Bible as the central course of study—and it does not return void.

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

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

DTS teaches the whole Bible

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

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

Donation Amount:

\$ USD

In honor of In memory of

Credit Card eCheck

Payment Info

Name on card:

Card number:

Expires: Jan 2015 Card type: VISA

Security code:

Billing Information

Full name: First Last

Email:

Please send me updates on DTS

Phone:

Address 1:

Address 2:

City:



State/Region:

Zip/Postal Code:


Country: United States Of America

Comments:

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DALLAS THEOLOGICAL SEMINARY
3705 Ross Avenue
Dallas, Texas 75204-6411

All content © 2011 Dallas Theological Seminary

Organizational-Centric

The screenshot shows the Dallas Theological Seminary website with a focus on the donation process. The header includes navigation links like 'Library', 'Book Center', 'Alumni', 'Email', 'Campus', 'Community', and 'Online'. The main navigation bar lists 'ABOUT', 'ADMISSIONS', 'CAMPUSES', 'STUDENTS', 'DEPARTMENTS', 'MEDIA', and 'DONATE'. A search bar is present. The main content area features a large banner with the text 'SUPPORTERS' and 'DALLAS THEOLOGICAL SEMINARY'. Below this is a 'Make a Gift Online' section with a 'Donation Amount' field set to '\$ USD' and options for 'in honor of' or 'in memory of'. The payment method is set to 'Credit Card'. The form includes sections for 'Payment Info' (Name on card, Card number, Expires, Card type, Security code) and 'Billing Information' (Full name, Email, Phone, Address 1, Address 2, City, State/Region, Zip/Postal Code, Country). A 'Submit Donation' button is at the bottom. Logos for ECFA and ECFE are visible. The footer contains contact information (800-387-9673), social media links (Facebook, iTunes U, Instagram, Twitter), the seminary's address (3909 Sola Avenue, Dallas, Texas 75204-6411), and a copyright notice for 2015.

Donor-Centric

The screenshot shows the Dallas Theological Seminary website with a focus on the donor experience. The header and navigation are identical to the organizational-centric version. The main content area features a large banner with the text 'SUPPORTERS' and 'DALLAS THEOLOGICAL SEMINARY'. Below this is a 'Supporters' section with a 'Donate Online' button. The main message reads: 'The world needs Biblical truth now more than ever.' This is followed by a paragraph about the seminary's mission and a quote from Chuck Seibel, DTS Chancellor & Pastor of Sowerland Community Church, Frisco, TX: 'My greatest fear for our church, or any church, for that matter, is erosion. Theology gives any ministry its solidity. My training in theology at Dallas Seminary has been invaluable to me!'. Below the quote is a 'DTS teaches the whole Bible' section with a paragraph about the seminary's impact. A call to action reads: 'Help teach the Bible to a world that needs it. Make your gift to DTS today.' A 'Submit Donation' button is at the bottom. Logos for ECFA and ECFE are visible. The footer contains contact information, social media links, the seminary's address, and a copyright notice for 2015.



Experiment # 1780

Not This

Texas State Historical Association
A Digital Gateway to Texas History

The Handbook of Texas | Bookstore | Education | Southwestern Historical Quarterly | Texas Almanac

Texas State Historical Association Membership
0 Items [VIEW CART](#)

Membership Services: (940) 369-5243
[Download Membership Form](#)

Become a member of Texas' oldest learned society — Since 1897

You are invited to join the **thousands** of others who believe in creating a future for your past.

Choose a membership level below:

Friend | Institutional | Contributor | Sponsor

WE WROTE THE BOOK ON TEXAS HISTORY

Founded in 1897, the Texas State Historical Association (TSHA) is the state's oldest learned society. For more than a century, the TSHA has been documenting, researching, and sharing the oftentimes dramatic history of Texas with the rest of the world. Become a member of the Texas State Historical Association and join the thousands of others who are keeping Texas's history alive through their membership in the most active and informed society on preserving, researching, and experiencing Texas's past. Through our many programs and publications we have told the dramatic history of Texas to countless Texans and made a difference in their lives.

THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!

TSHA Bookstore

But This

GET INSIDER ACCESS
to the Most Exclusive Texas History Club in the Nation

Since then, a select group of very special people have made a pledge to keep Texas history alive. They have been driven by the belief that without an understanding of our history, every generation must start over. They are a special group. Like the children of the pioneers, they stand up with others around them. Like Sam Houston, they lead rather than follow. They are helping to preserve the important lessons from the past so that our children and their children will have something to look forward to and learn from.

Who are these special men and women? They are the members of the Texas State Historical Association.

- The Handbook of Texas (the world's best) has 17,000 authors and over 100 million copies printed.
- The TSHA has published the Southwestern Historical Quarterly, the leading journal, which is read by thousands of researchers each year. It has been a major source for most of the historical accounts of Texas and Southwestern history.
- We publish the Texas Almanac every ten years, a comprehensive resource on Texas history, geology, business, and culture that has been in continuous publication since 1857, and we maintain a public website of all editions.
- We have published more than 200 books and have one of the largest online resources about Texas. Our digital archive has been available for free to all who have an internet in the last few years.
- More than 100,000 students benefit each year from both our educational programs that include hands-on research and our on-line resources.

Now, you too can become a member of this exclusive club. When you join as a member of the Texas State Historical Association, you will join a group of people who are working to preserve a way of life that shaped Texas heritage and will be working to develop programs that bring history to life.

The average TSHA member is over 70 years old, and living in a state that is changing as the population shifts from rural to urban. We are looking for people who are interested in Texas history and want to make a difference in their lives. Today, more than 300,000 people across Texas are members every single month.

Insider access to Texas history. Members of the Texas State Historical Association are the only people who get special access to our Texas history. This site gives access to special benefits, research, and other resources that TSHA is working to make available to the public.

When you become a member today, you will automatically be added to receive our special newsletter along with 100 other special newsletters that will help you stay on top of the latest news about Texas history, recent publications, and other resources that TSHA is working to make available to the public.

So will also receive the Southwestern Historical Quarterly, the publication, which has been published since 1857. It is the leading journal of Texas history and is read by thousands of researchers each year. It has been a major source for most of the historical accounts of Texas and Southwestern history.

Join TSHA online today, and get insider access!

147%
In Donations

Membership Levels

Individual

Family

Corporate

Student

Life

Gift Information

YOUR NAME

Gift Information

+ DONATE +

Experiment # 2347

Not This

LEADERSHIP INSTITUTE

About Training Campus Career Resources Donate Login

Donate to the Leadership Institute
Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information

Title: Choose from list

First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Choose from list Zip Code:

Phone:

Email:

I'm not a robot

Your Contribution

\$25 \$50 \$100 \$250 \$500 \$1,000

Other:

Make this contribution: One time Monthly

Your Payment Information

Card Number:

Credit Card #:

CSC: Expiration (MM/YY):

/

/

what's this?

VISA

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:

Leadership Institute
1101 North Highland Street
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 if outside the U.S.

Individuals retain the right to remove their names and contact information from donor lists the Leadership Institute trades or shares. Please call 1 (800) 827-5323 for more information.

Experiment # 8808

But This

LEADERSHIP INSTITUTE

Other Ways to Give

to the Leadership Institute

135% In Donations

+

87% In Average Gift

340% In Revenue

\$50 \$100 \$250

Address

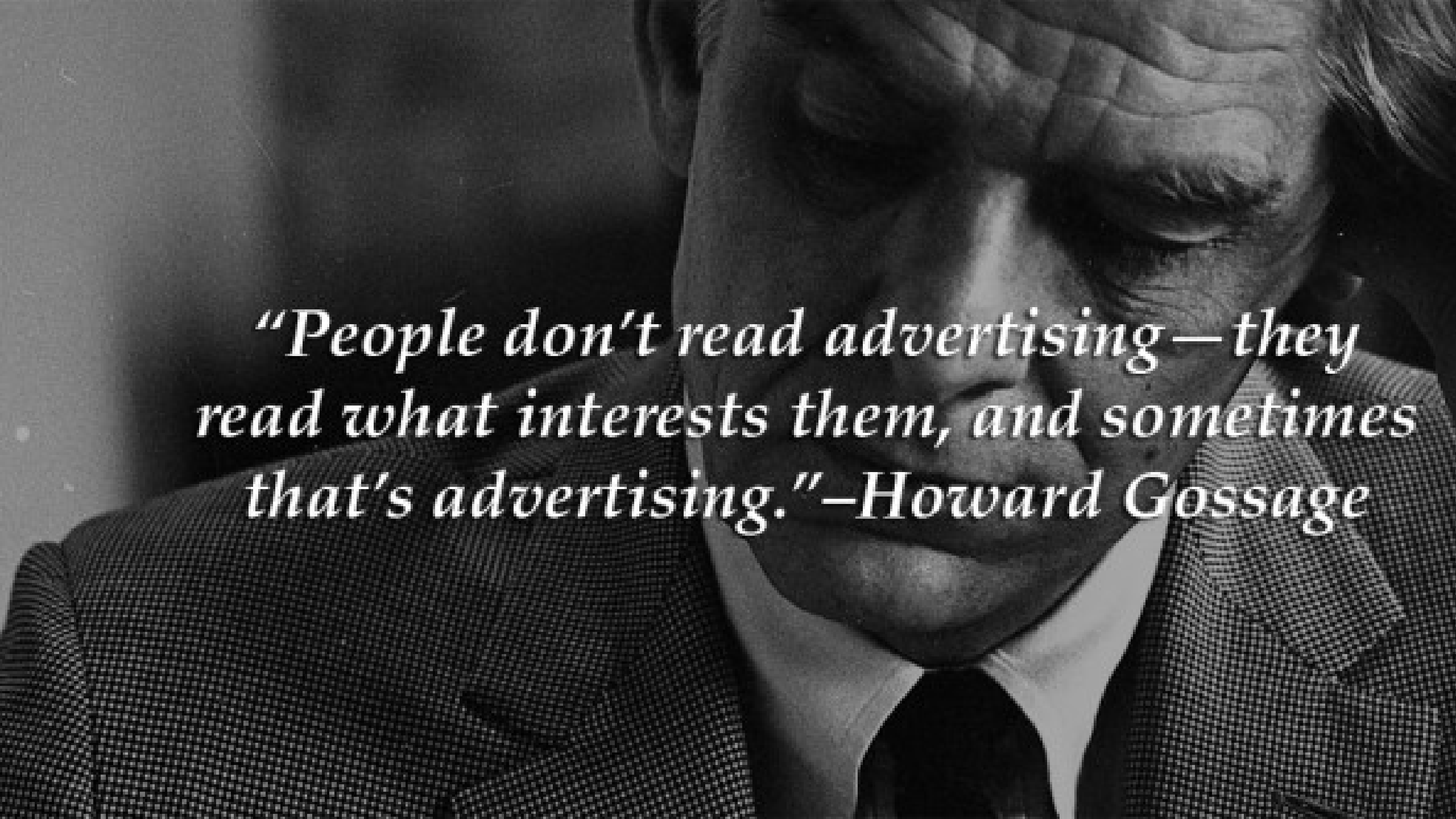
City State / Province

Zip / Postal Code

Phone (Optional)

Exp. Month Exp. Year

06 2018



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

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

@digitaldonor



Care Alignment

If we want to get our donors to care, we first need to see the world through their eyes.





We fail to hear what our donors are saying.

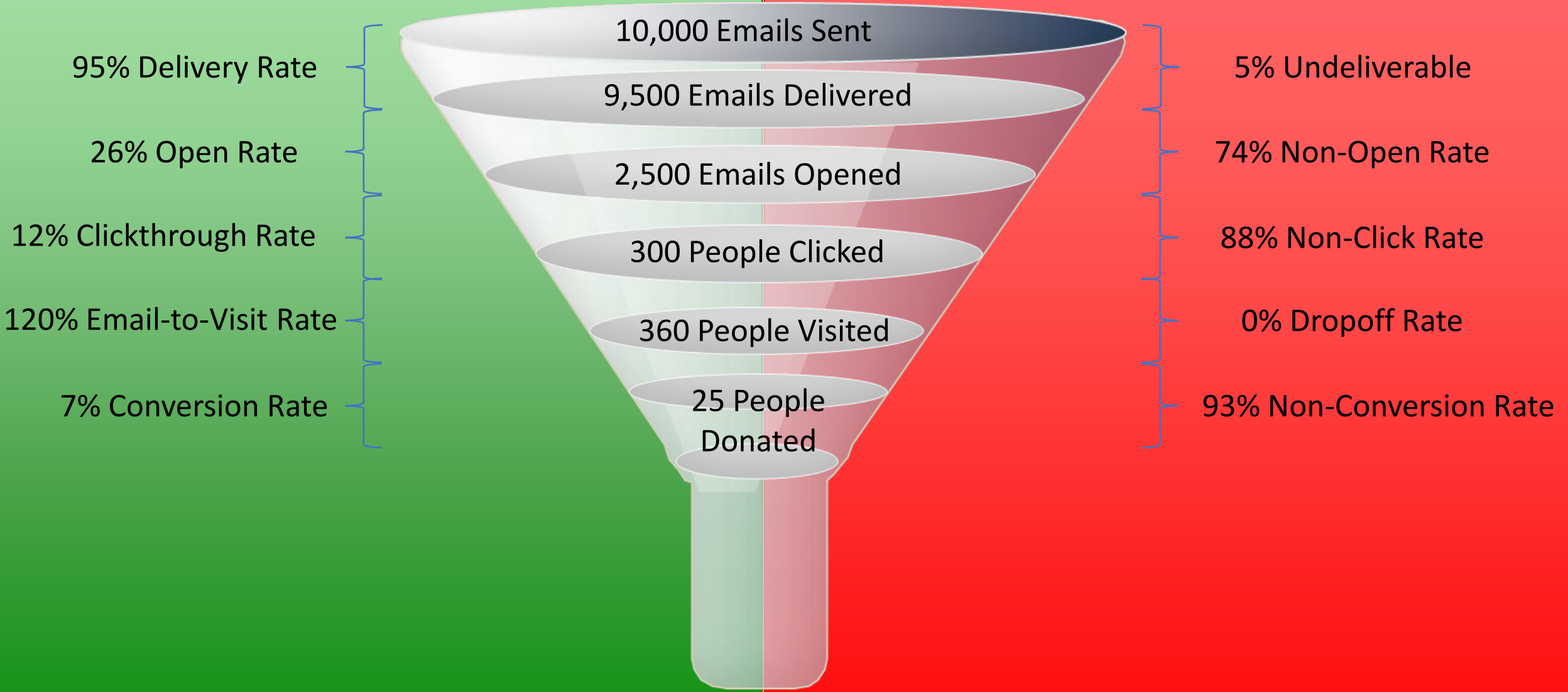






YES

NO



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



YES

NO

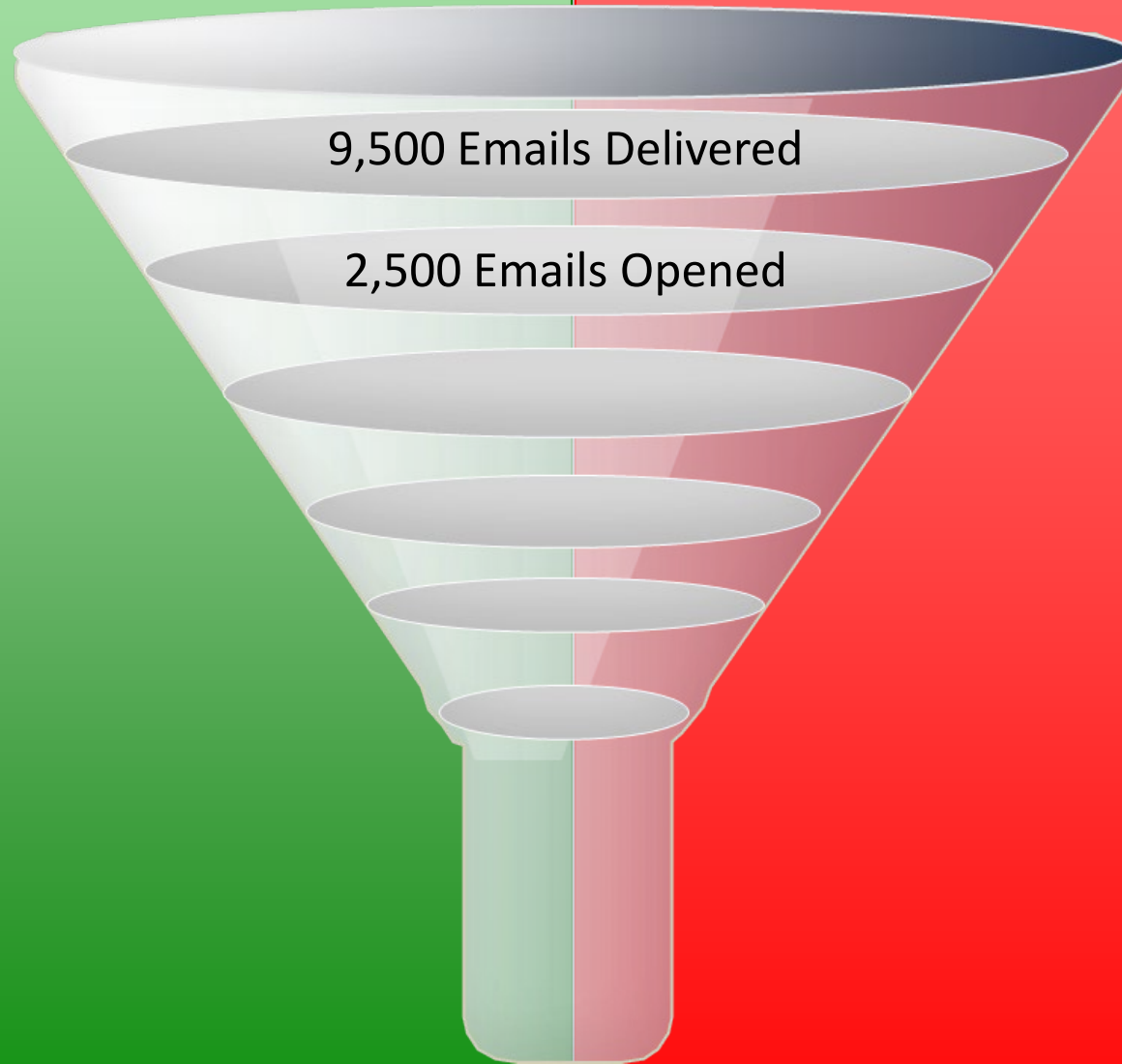
26% Open Rate



9,500 Emails Delivered

2,500 Emails Opened

74% Non-Open Rate



YES

NO

26% Open Rate

9,500 Emails Delivered

2,500 Emails Opened

74% Non-Open Rate

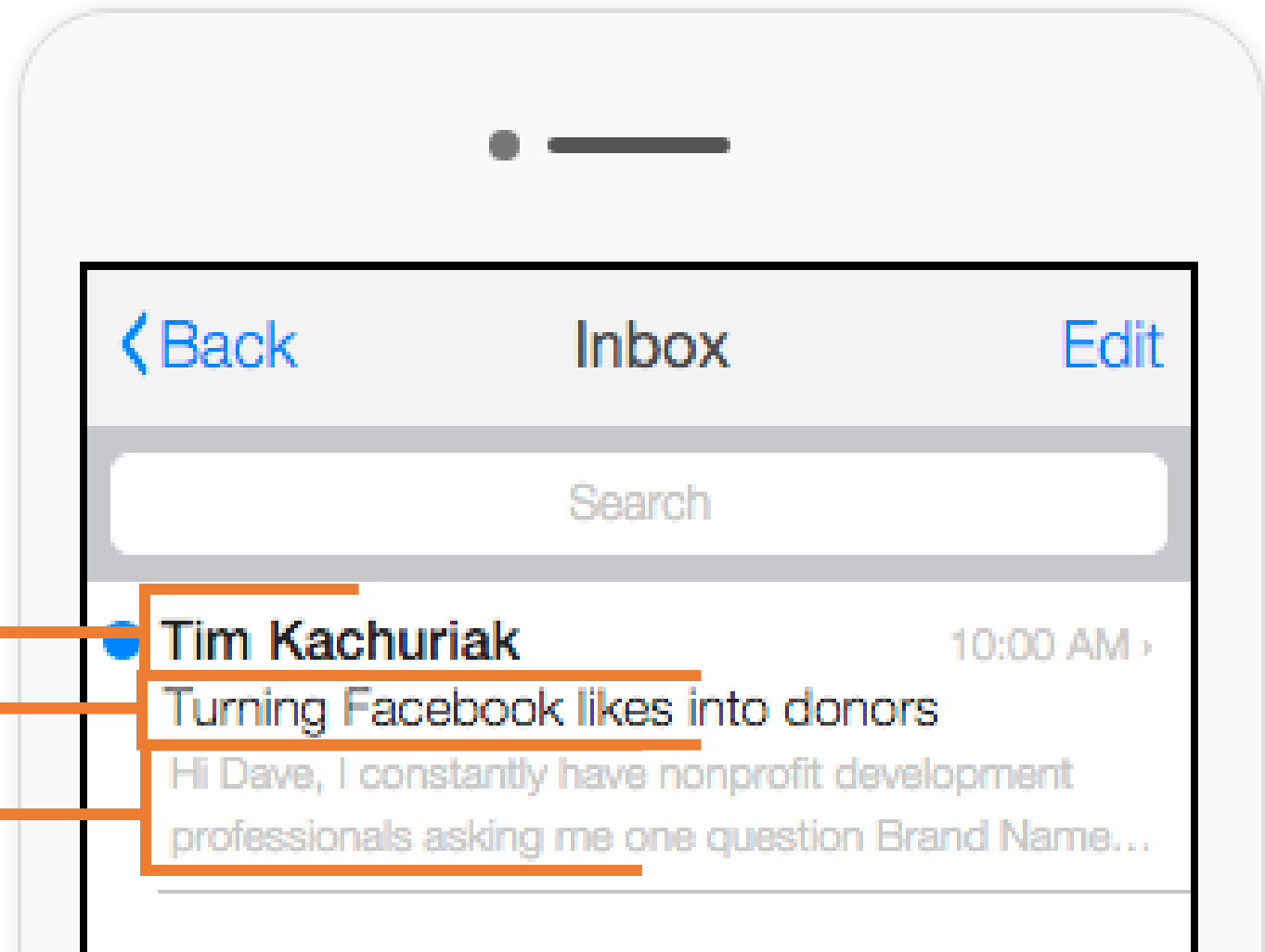
What can I test to get more people to open?

The Message Envelope

Sender (or “From” Line)

Subject Line

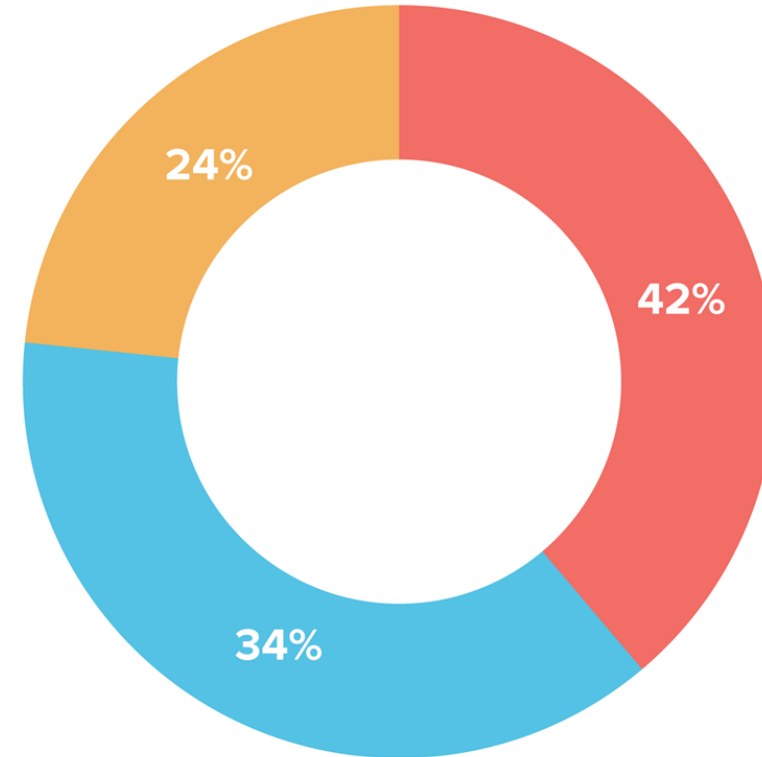
Preview Text



Inbox at a Glance

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

- Sender or from name
- Subject line
- Preview text



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

Experiment #2248

Version A

Jim DeMint

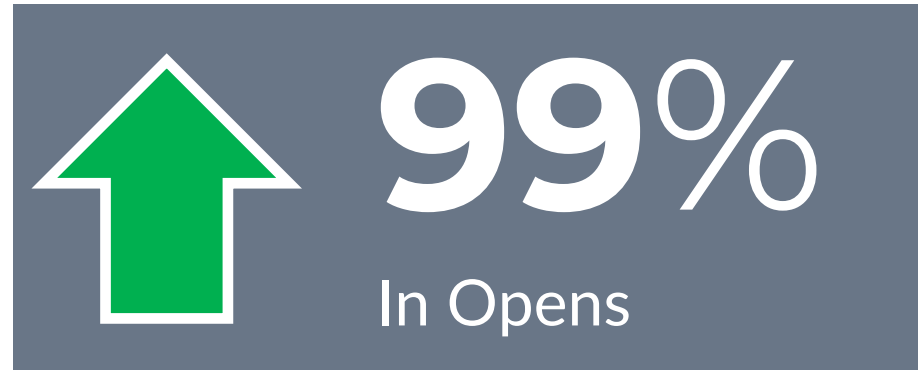
Make this bold statement

Version B

Christie Fogarty

Checking In

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




Experiment #8737 – 1 Variable

From This

Alliance Defending Freed. Breaking news from the Supreme Court - Today, a monumental case concerning your freedom of speech is being arg Mar 20

To This

 Kristen Waggoner Breaking news from the Supreme Court – Today, a monumental case concerning your freedom of speech is being argued in front of the Supre...

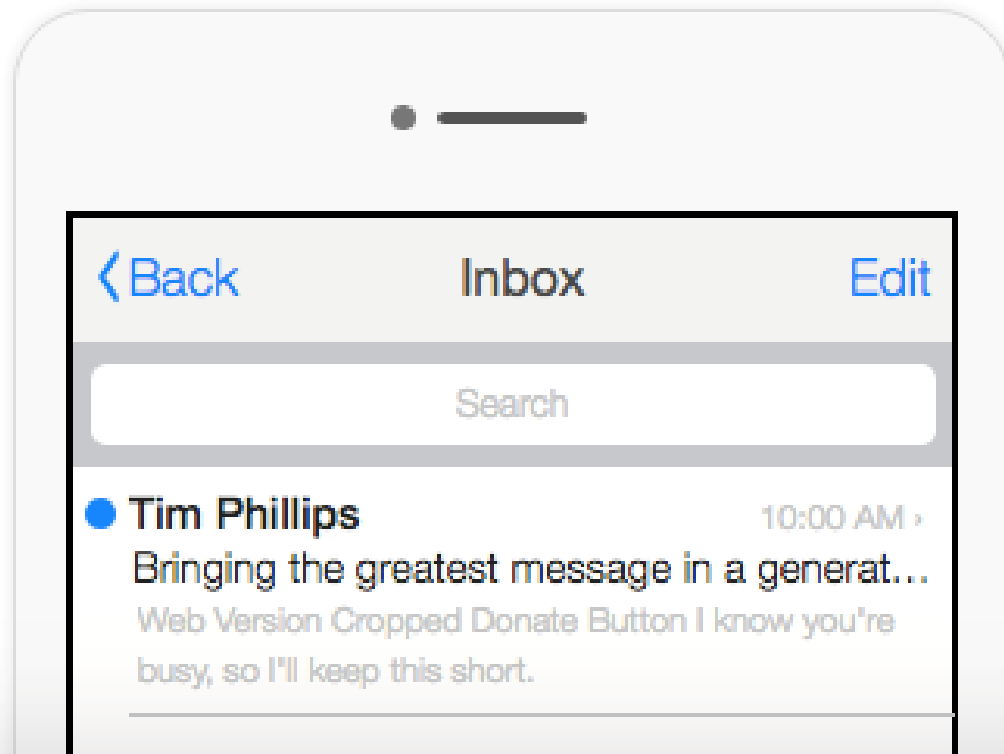


26%

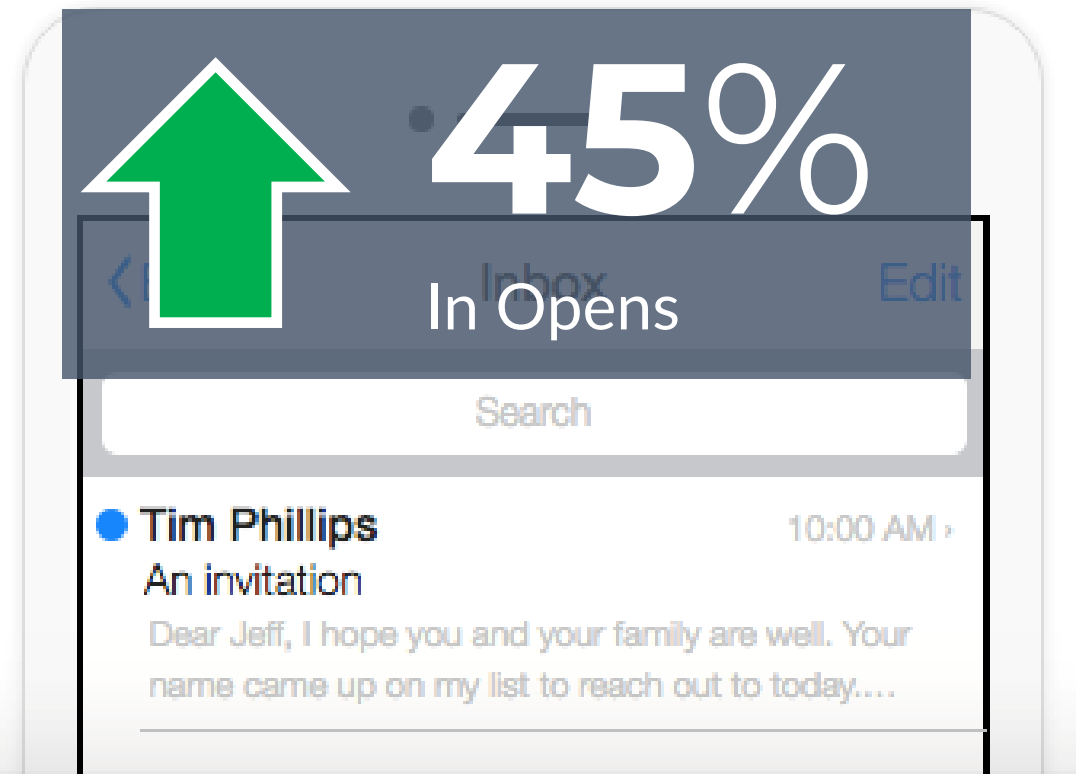
In Opens

Experiment #4116 – 2 Variables

From This

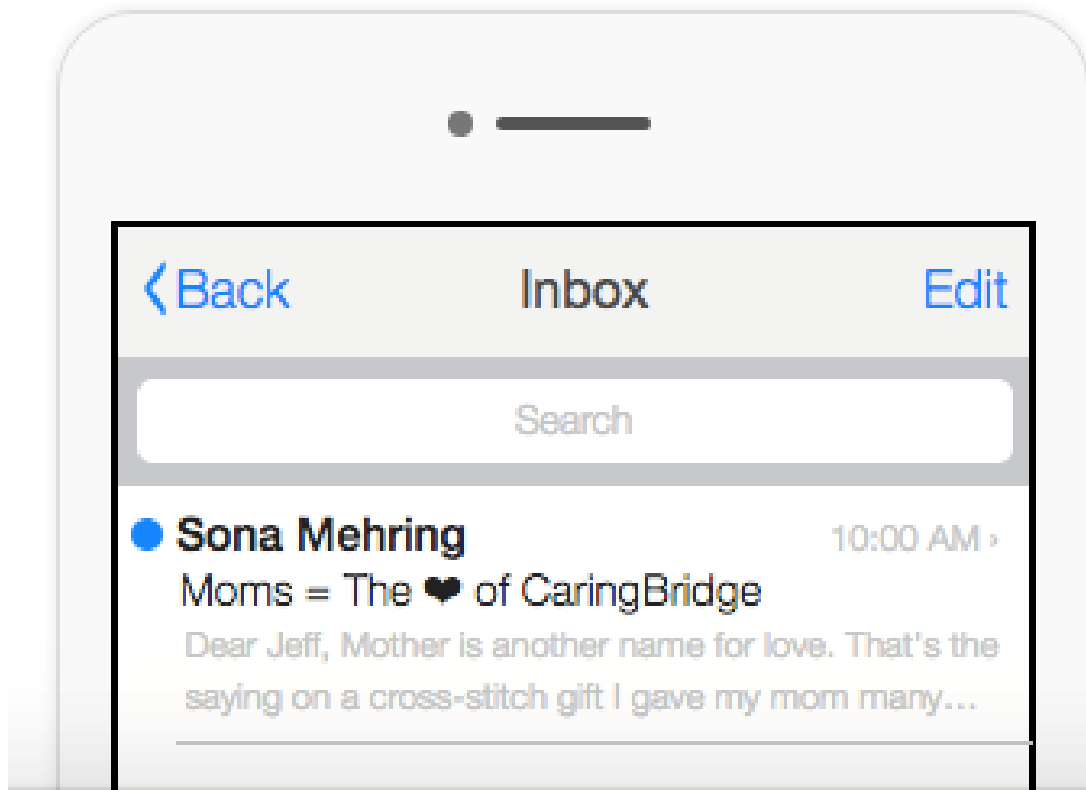


To This

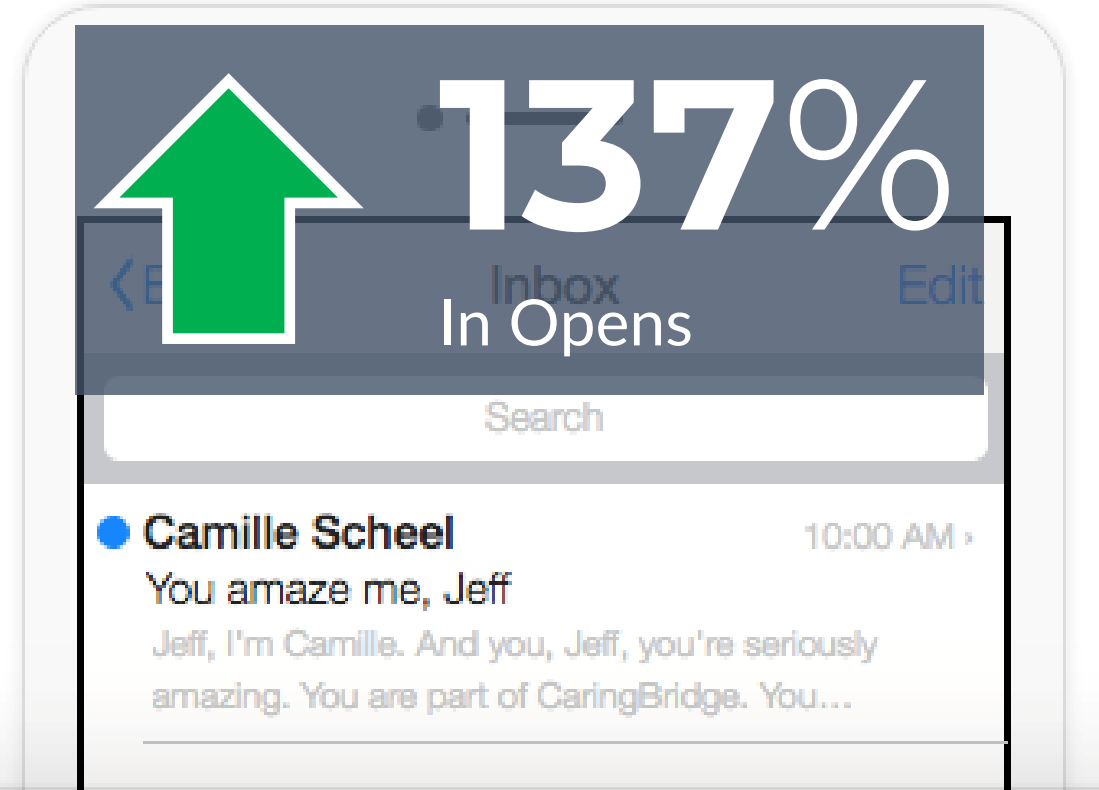


Experiment #4307 – 3 Variables

From This

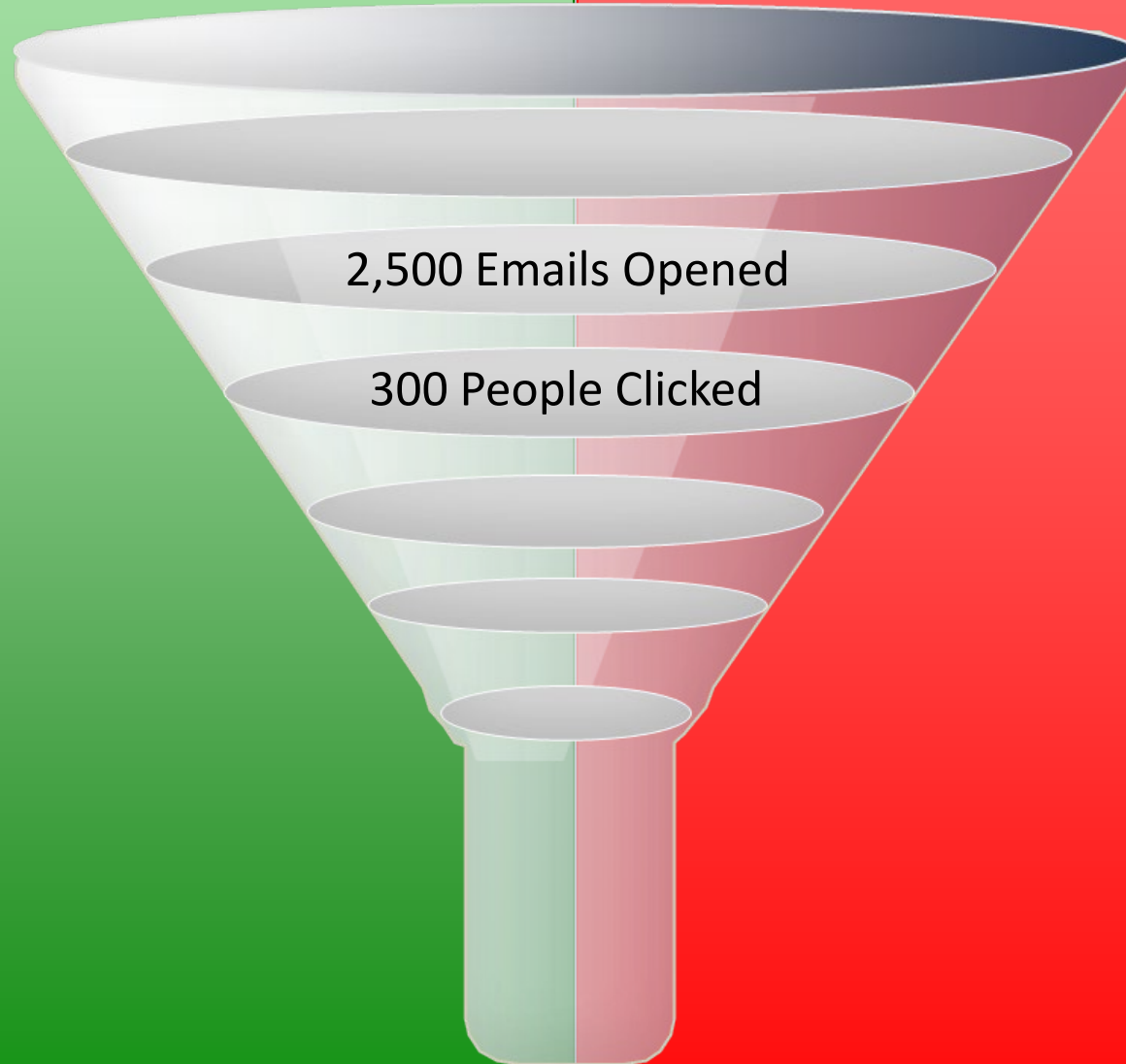


To This



YES

NO



12% Clickthrough Rate



2,500 Emails Opened

300 People Clicked



88% Non-Click Rate

YES

NO

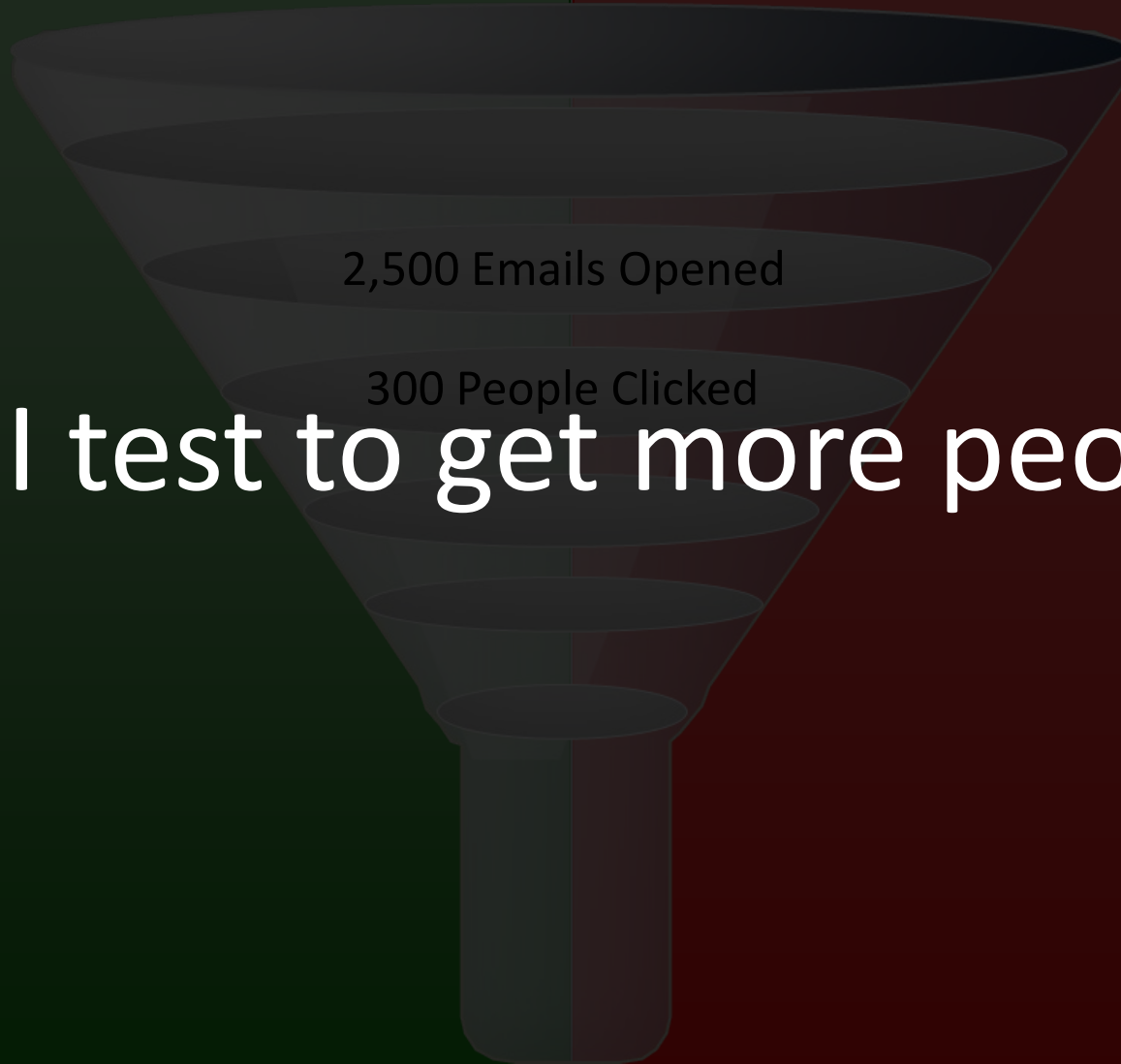
2,500 Emails Opened

300 People Clicked

12% Clickthrough Rate

88% Non-Click Rate

What can I test to get more people to click?



Experiment #5707

From This

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

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

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

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

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

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

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

Hi Jeff,

To This

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

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

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

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

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

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

Thanks for joining us!



Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation



Experiment #1671

From This

Amanda, thank you.



Dear Amanda,

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

You are an important part of Rebecca's journey.

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

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

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

[Make a Tribute Gift](#)

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

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

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

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

To This




Hi Kelly,

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

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

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

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



Your gift to CaringBridge on behalf of Catherine ensures that the website that delivers so much hope and support stays up and online as needed.

32.5%

[Make a gift to CaringBridge today](#) in honor of Catherine.

Sincerely,
Kelly Espy
Kelly Espy
Senior Development Specialist
CaringBridge

In Clicks

Experiment #3190

From This

I'm writing today to remind you that you are a part of the list of people who have exclusive access to get this content before anyone else has it.

To make sure you claim your free copy of this eBook, please use this link now:

Get My eBook Now »

To This

I'm writing today to remind you that you are a part of the list of people who have exclusive access to get this content before anyone else has it.

To make sure you claim your free copy of this eBook, please use this link now:

<https://tfas.org/legitimate-role-of-government/>



18%

In Clicks

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



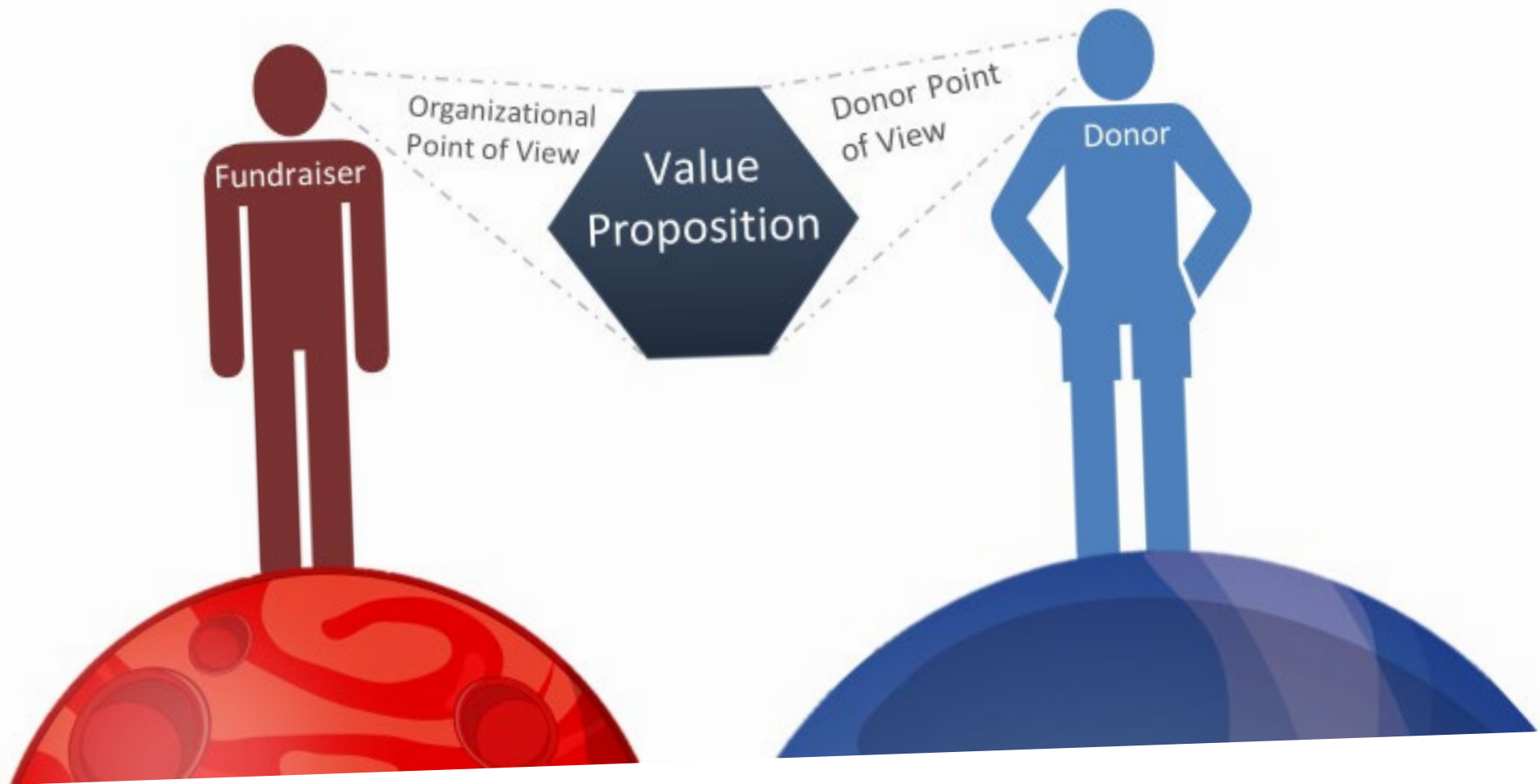
Care Alignment

If we want to **get our donors to care**, we need to listen to what they are say to us by **observing their behavior**.





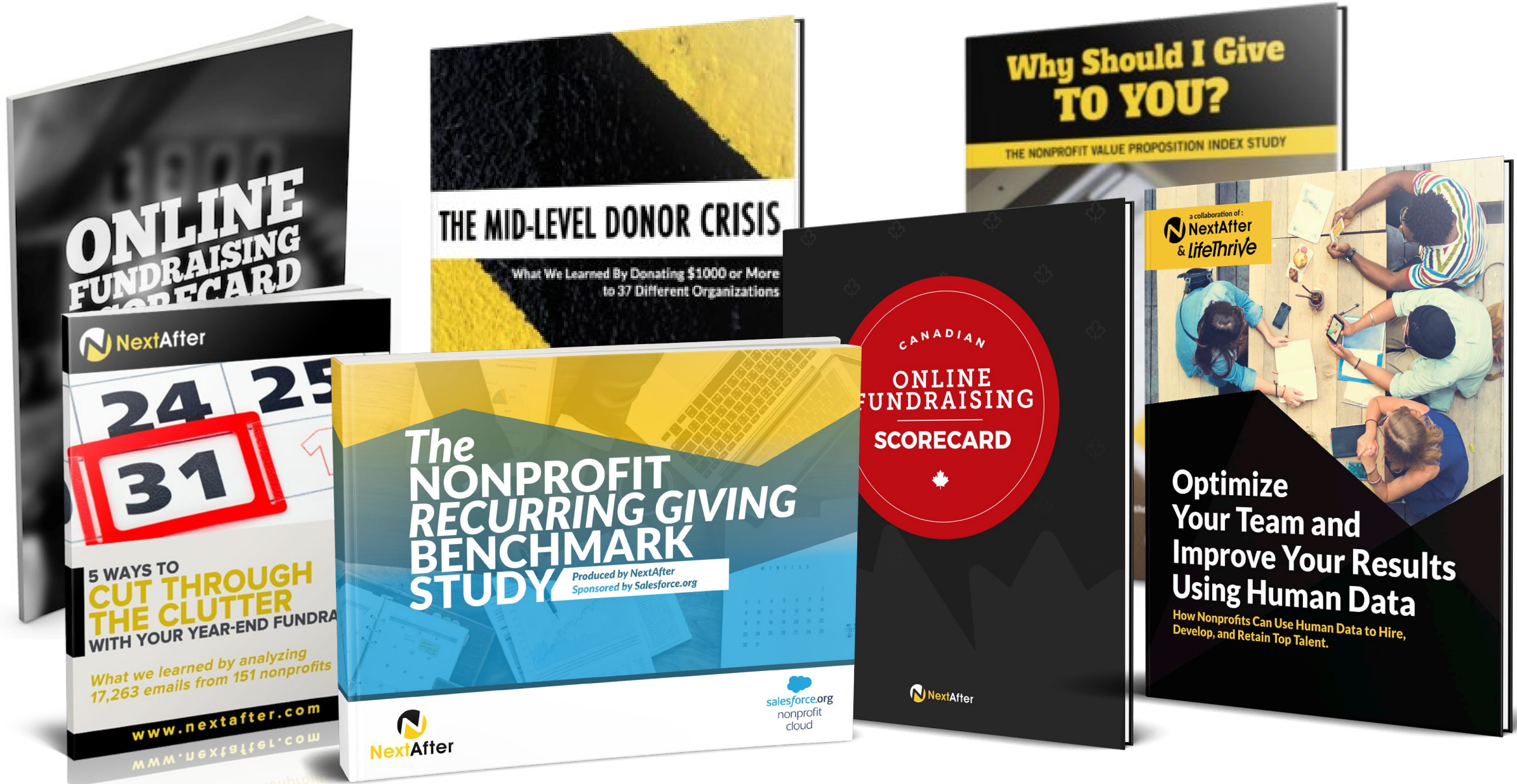
We fail to speak our donor's language.



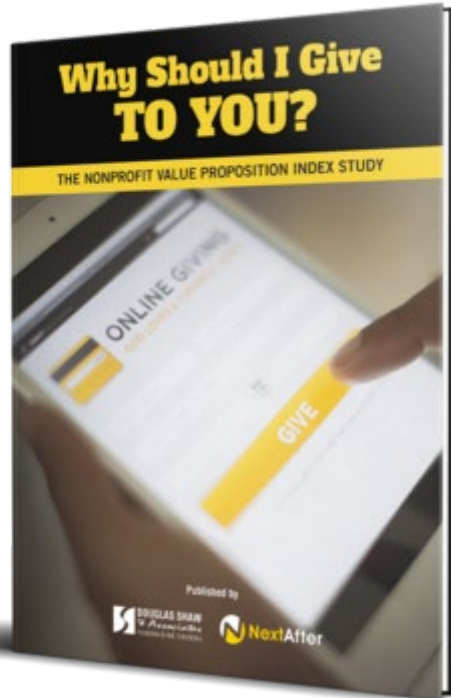
Three keys to becoming the
translator for your organization

1. Empathy

“Mystery Donor” Research Studies



The Value Proposition Index Study



Download Full Study:

nextafter.com/vp

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

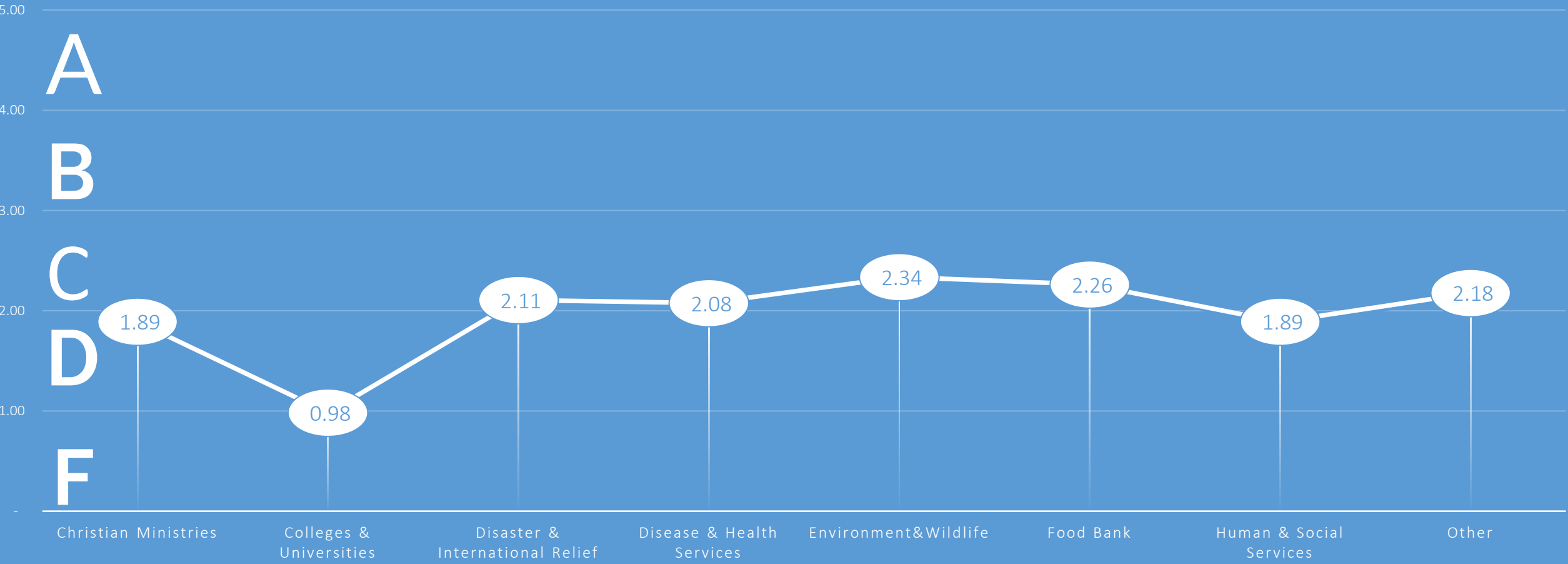
The Value Proposition Question:

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

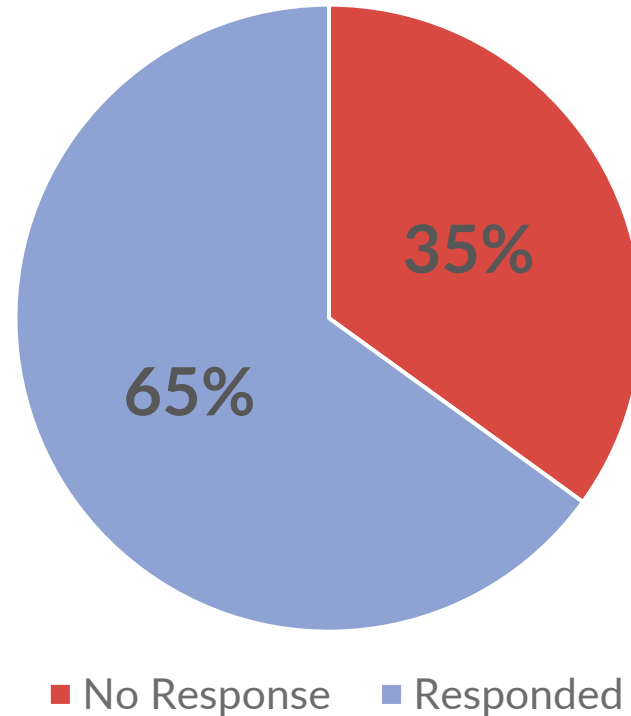


Regardless of Vertical, Value Proposition Seems to be a Challenge

VALUE PROPOSITION INDEX

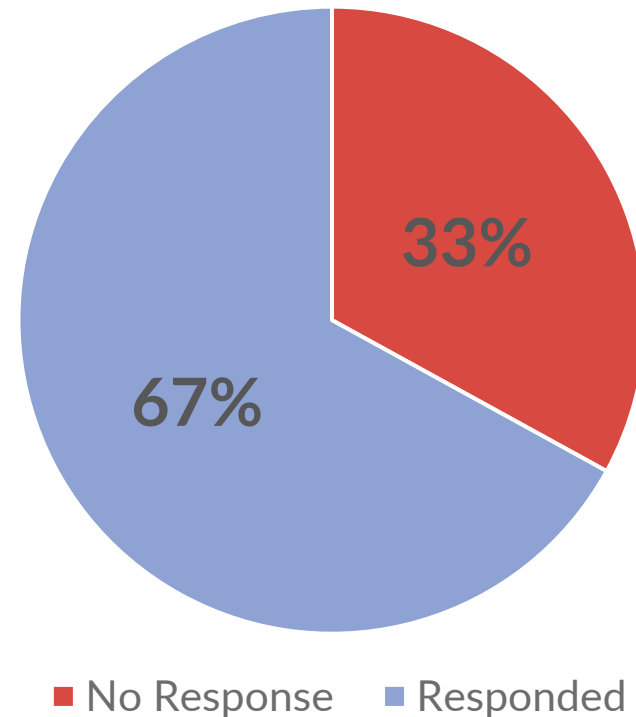


Email Response Time is an Issue



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

Social Media is not much better....



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

Email Example #1

Dear Friend,

Thank you for contacting us here at [ORGANIZATION].

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

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

Have a blessed day.

Sincerely,



Social Media Example #1

Hi, Mary.

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



FRAUD ALERT:

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

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

Select Country

State/Province*

Select a state ▼

Zip/Postal Code*

DONATE

Cancel this gift

Give Online:

1. SELECT A GIFT >

2. GIFT DETAILS >

3. PERSONAL INFORMATION >

4. PAYMENT INFO

Thank you for choosing to give to

This tool helps you:

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

Select a School or Division

Arts and Sciences

Select a designation

Select a Gift Type

Gift Amount

NEXT >>

QUESTIONS | CONTACTS | COLL

2007

PRIVACY POLICY

All information entered into this form is secure and private.

[View our privacy policy >](#)

NEED HELP?

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

- Select one
- A&S Center for Science & Society
- Alliance Program (Columbia-Paris)
- American NGOs Coalition for the International Criminal Court (AMICC)
- Architecture, Planning and Preservation (GSAPP), Graduate School of Arts and Sciences
- Department of Astronomy
- Department of Art History and Archaeology
- Department of Classics
- Department of East Asian Languages & Cultures
- IMJS: Japanese Cultural Heritage Initiatives
- Department of Economics
- Department of English and Comparative Literature
- Department of French and Romance Philology
- Department of Germanic Languages
- Department of History
- Department of Italian
- Department of Middle Eastern, South Asian, and African Studies
- Department of Music
- Department of Philosophy
- Department of Physics
- Department of Political Science
- Department of Psychology
- Department of Religion
- Department of Slavic Languages
- Department of Sociology
- Department of Spanish and Portuguese
- Donald Keene Center of Japanese Culture

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

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

--Division of Nephrology

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

--Pediatric Infectious Diseases

--Pediatric Neonatology/ Perinatology

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

<ul style="list-style-type: none"> --Taub Institute --The Center for Lymphoid Malignancies --Transplant Initiative --Department of Urology --Weinberg Family Cerebral Palsy Center CU Arts CUMC Transplant Initiative Dental Medicine, College of Department of Radiation Oncology Earth Institute Engineering and Applied Science (SEAS), The Fu Foundation School of General Studies, School of Hispanic Institute Injury Free Coalition Institute for the Study of Human Rights Institute of Latin American Studies International Research Institute for Climate and Society Iranian Studies, Center for Journalism, Graduate School of 	▲
<ul style="list-style-type: none"> Lamont-Doherty Earth Observatory Law (CLS), School of Libraries Maison Francaise Miller Theatre Morningside - Health Services Nursing, School of Occupational Therapy Physical Therapy Physicians and Surgeons, College of --Department of Cardiology --Department of Orthopedic Surgery --Pathology --Physiology and Cellular Biophysics --Prenatal Pediatrics Fund --Rehabilitation Medicine Physicians and Surgeons, College of Public Health (MSPH), Mailman School of --Center for Infection and Immunity --Climate and Health Program 	▼
<ul style="list-style-type: none"> Public Health (MSPH), Mailman School of --Center for Infection and Immunity --Climate and Health Program Rheumatology School of International and Public Affairs --SIPA Center on Global Energy Policy --School of International and Public Affairs Annual Fund Gifts --SIPA Center for Development Economics and Policy 	▲

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

So...which one??

2. Clarity

*“Clarity trumps
persuasion.”*

-Flint McGlaughlin



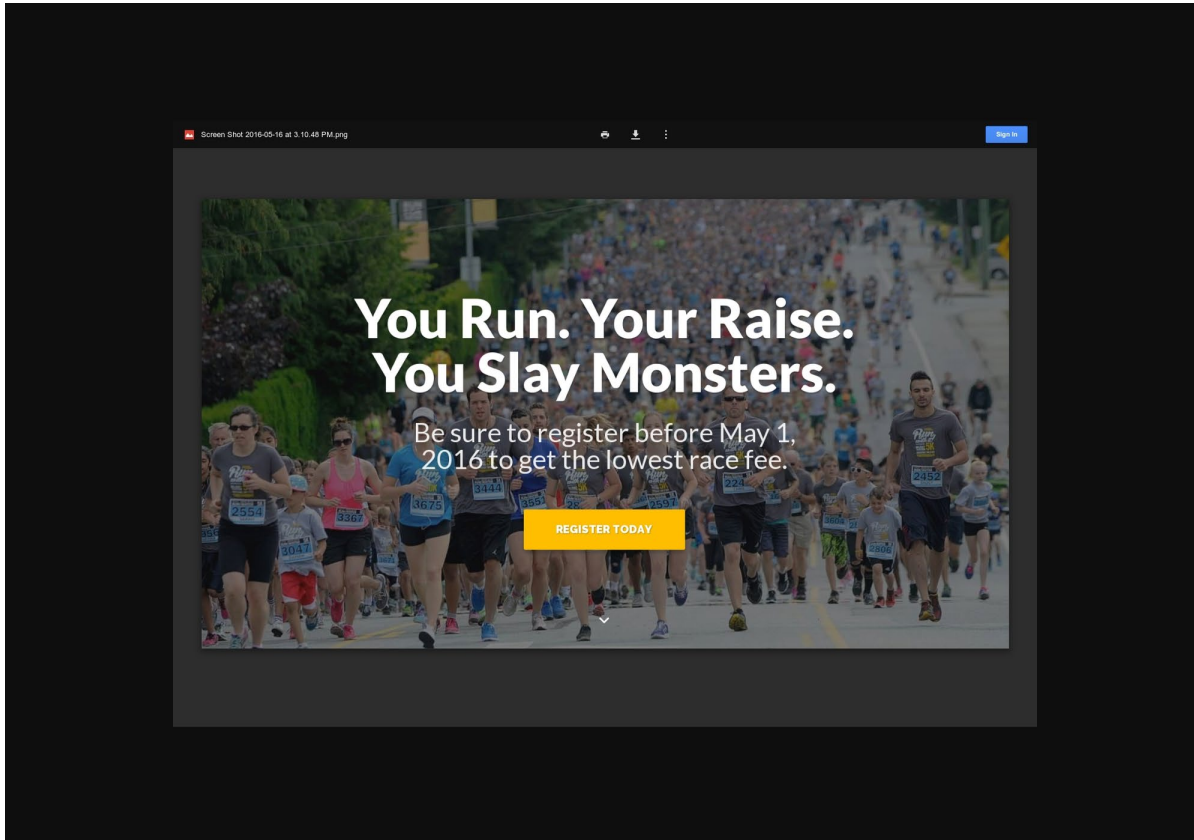
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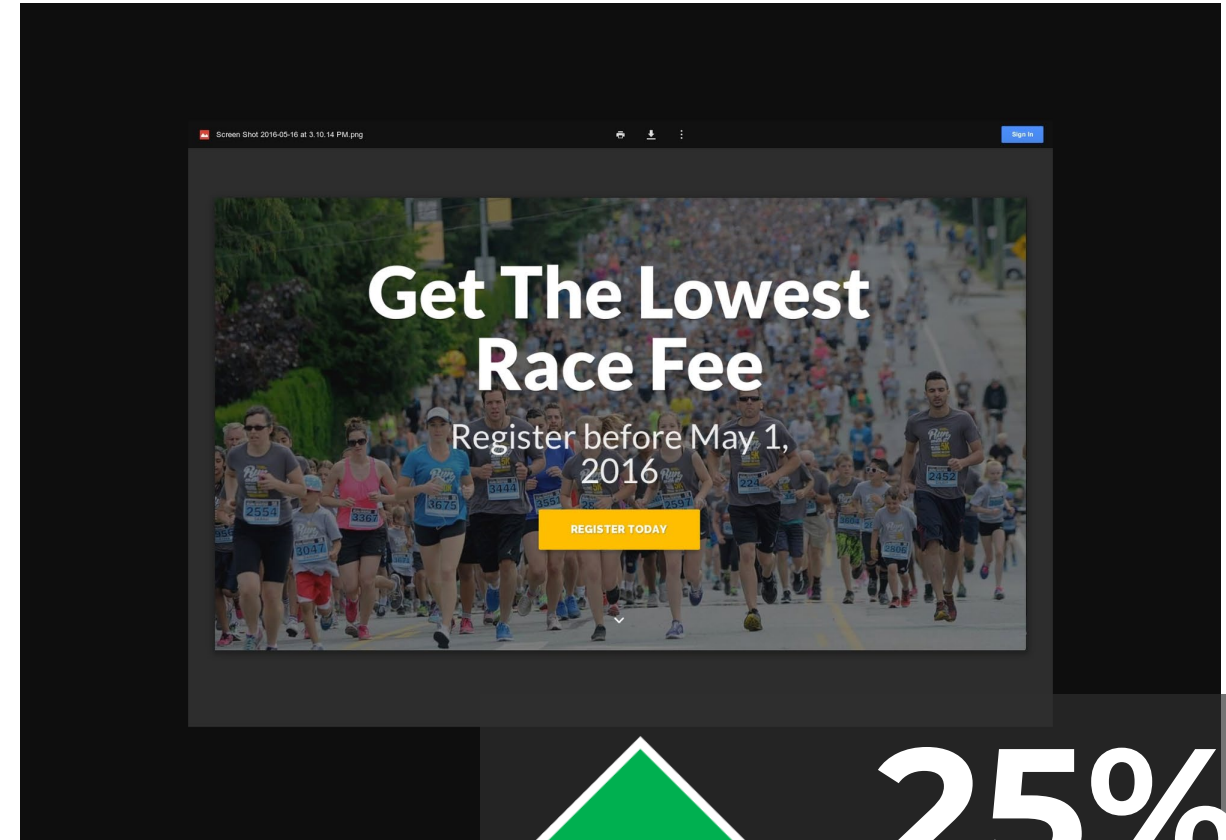
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3. Emotion

Donors are not all logic and
reason.

@digitaldonor







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

Antonio Damasio, Neuroscientist
University of Southern California



Yale University



The Baby Lab
Dr. Karen Wynn

Let's look at an experiment



Version A



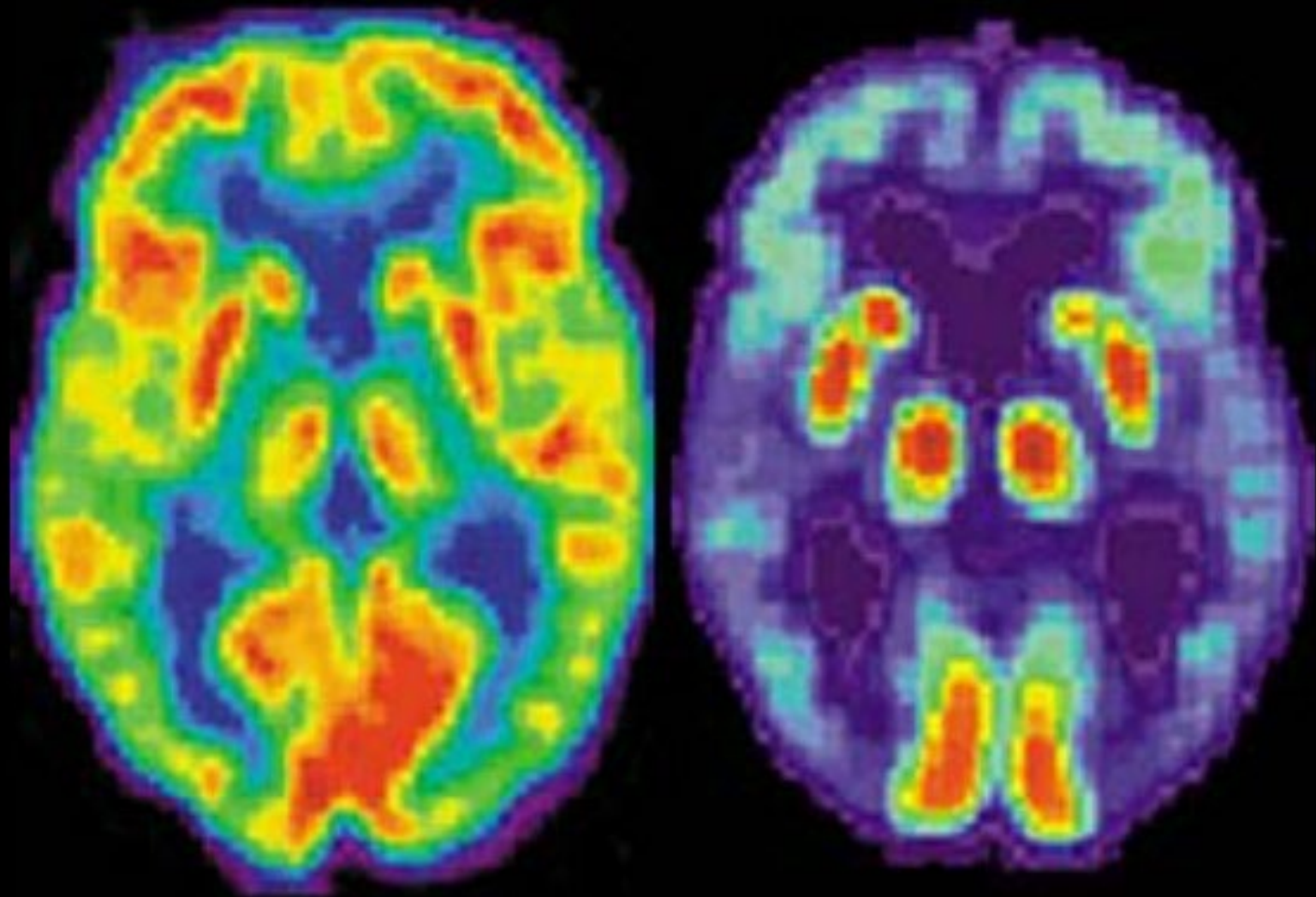
Version B



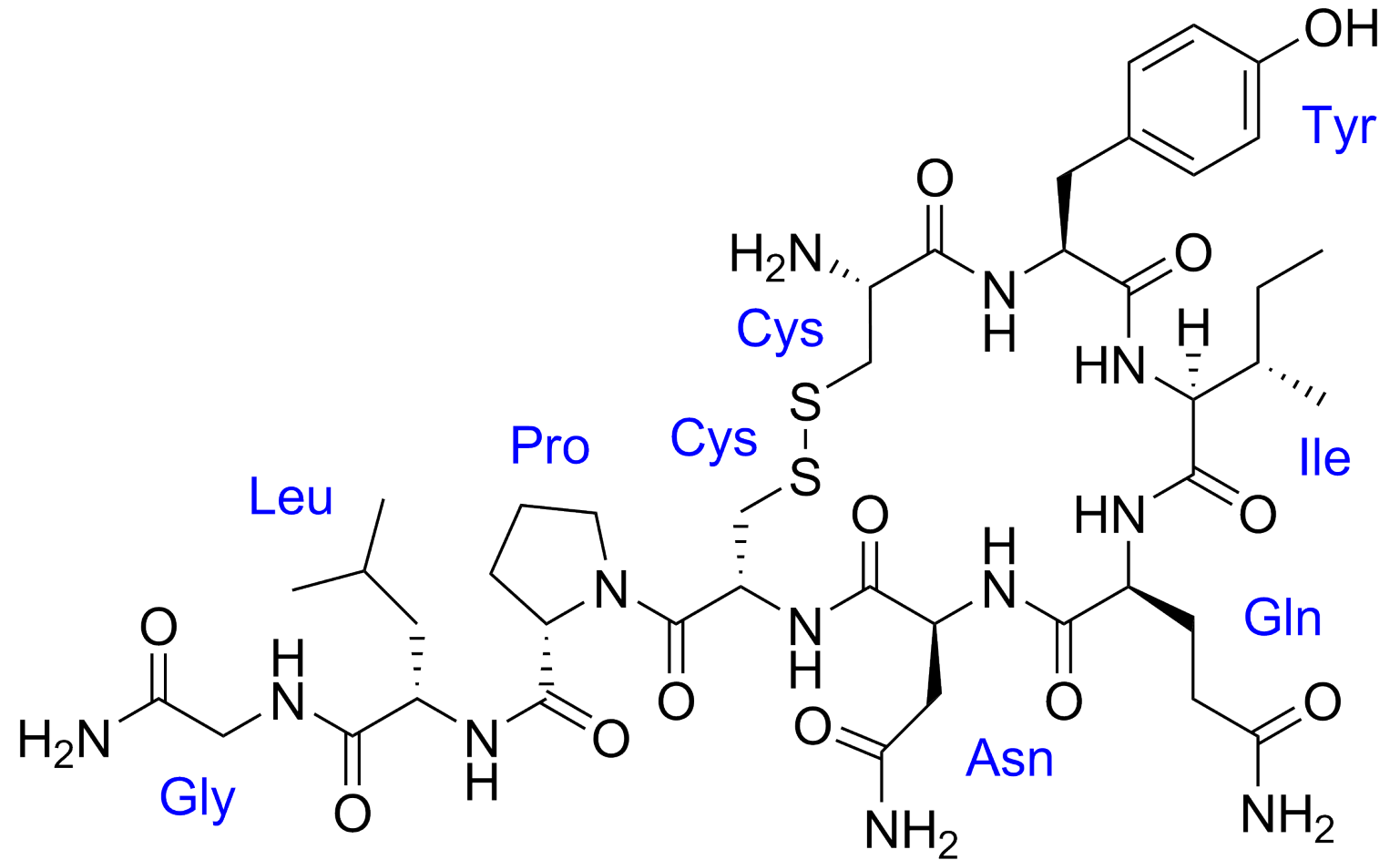


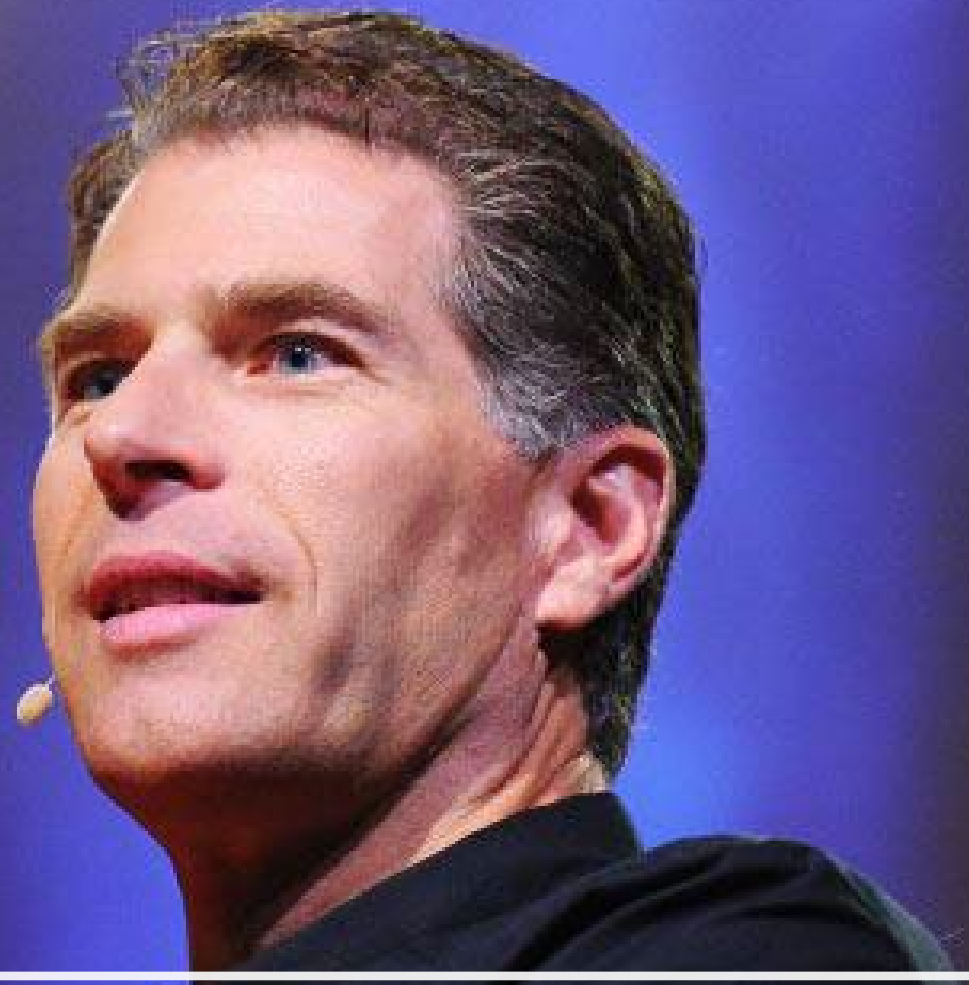
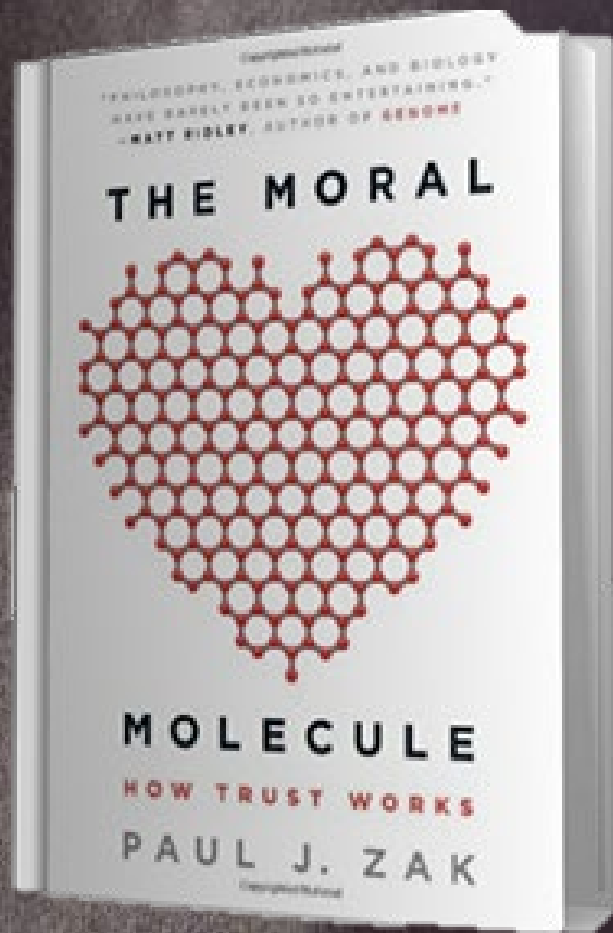


In nearly every case, the infant chooses the caring Puppet.



Oxytocin





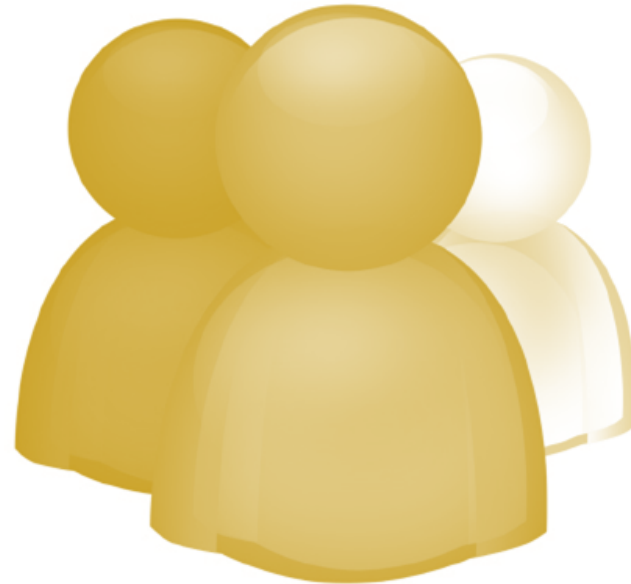
Paul J. Zak

An Social Experiment

**Volunteer
Group A**



**Volunteer
Group B**



An Social Experiment

**Volunteer
Group A**



Dosed with Oxytocin

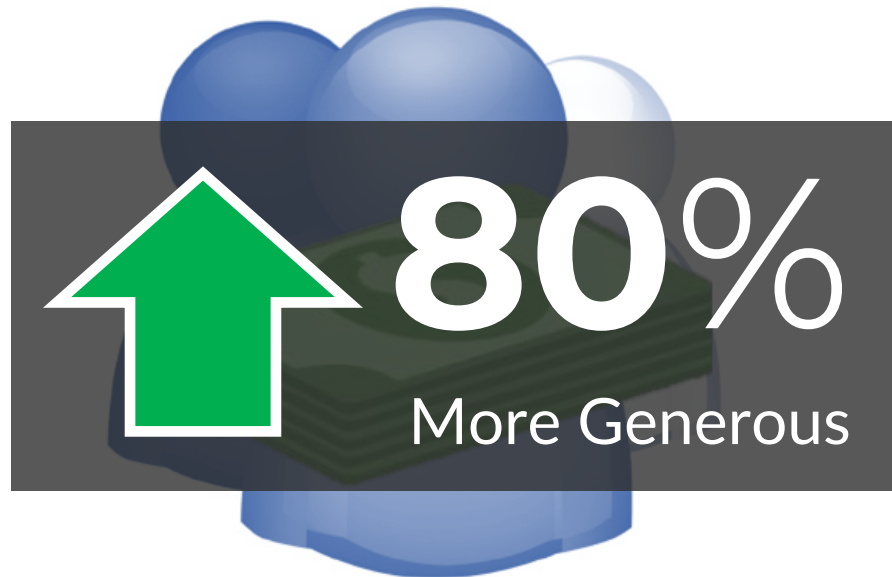
**Volunteer
Group B**



Dosed with Placebo

An Social Experiment

Volunteer
Group A



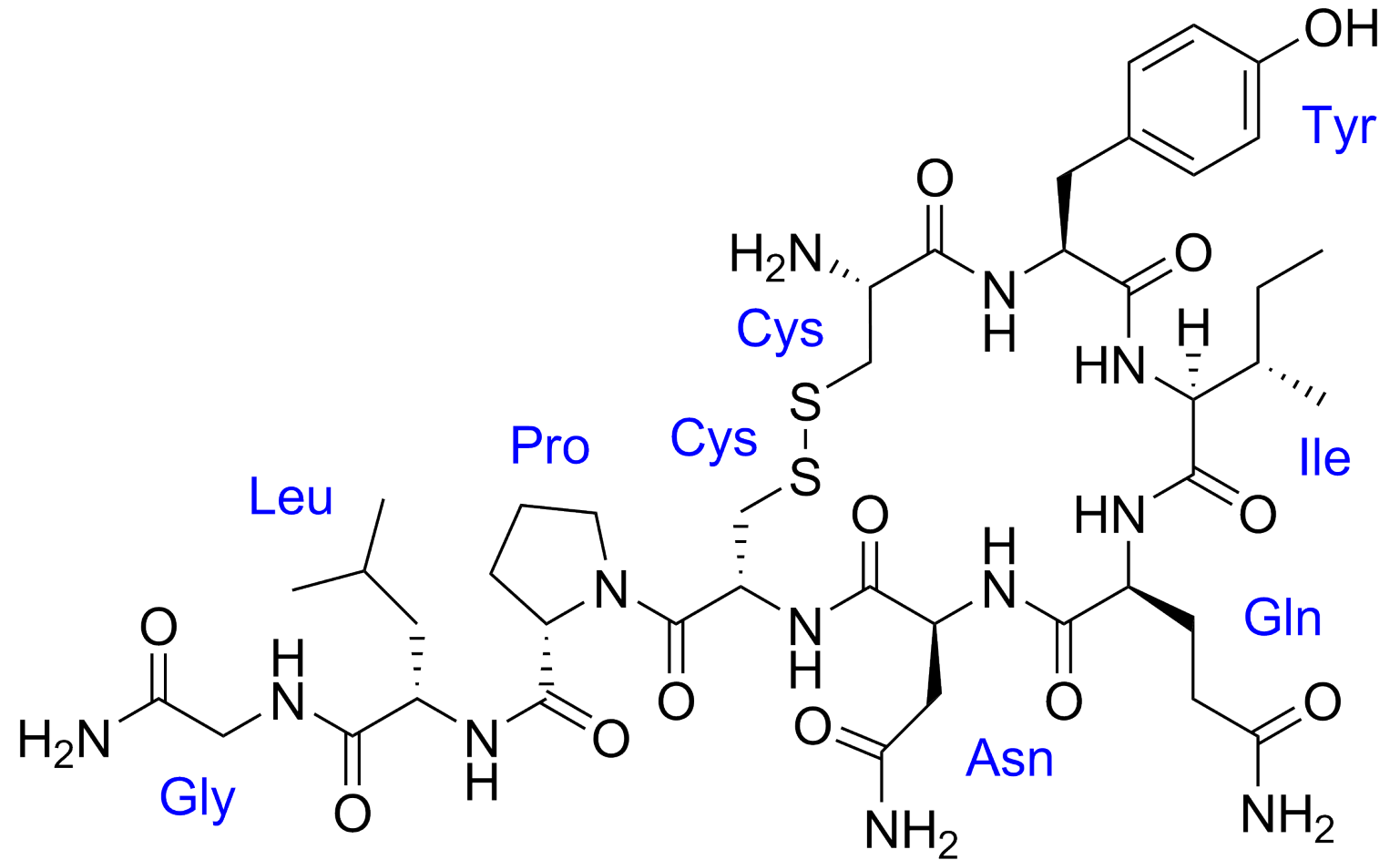
Dosed with Oxytocin

Volunteer
Group B



Dosed with Placebo

Oxytocin

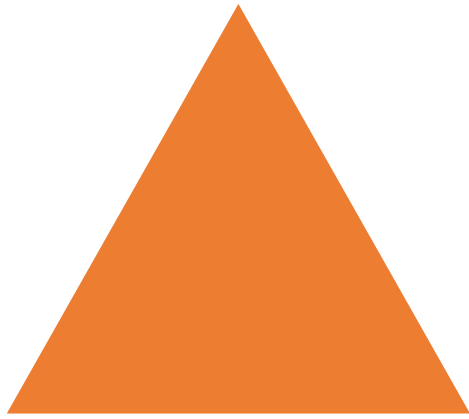


How do we activate
oxytocin?



What did you just see?





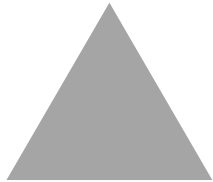
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Bully



=

Victim

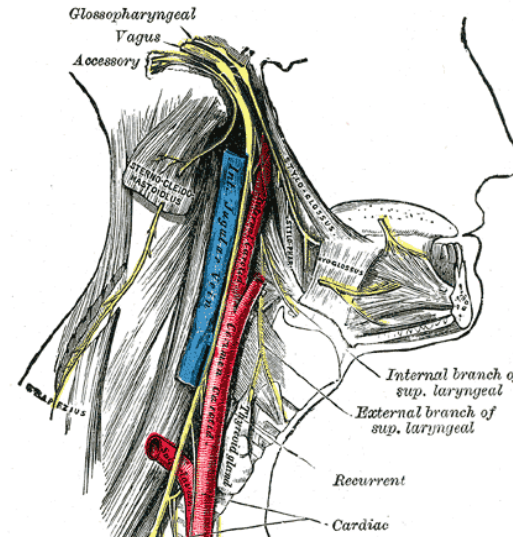


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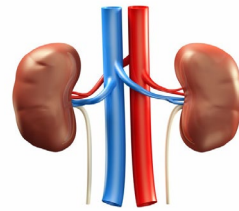
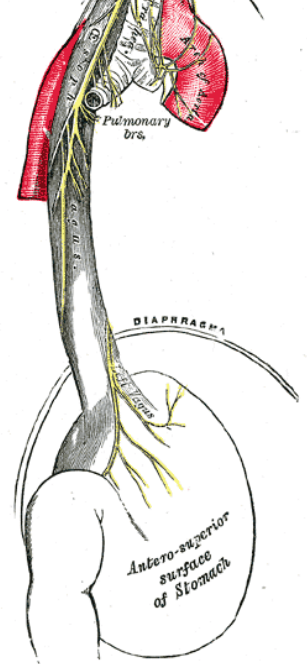
Hero

VEGUS Nerve

Brain

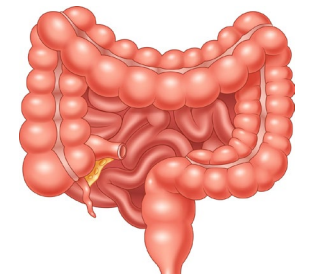


Lungs



Kidneys

Heart



Intestines

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



Care Alignment

If you want to get people to **care**, you first must get them to **feel**.



A Final Experiment.





Can you **imagine**?



A top-down view of a diverse group of people's hands stacked in a circle on a light-colored floor. The hands are of various skin tones and are wearing different colored sleeves and cuffs, including brown, orange, yellow, blue, and red. The text is overlaid in the center of the image.

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

More inspiration



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