

PREVIEW WEBINAR

Online Fundraising Certification Training

- Email Fundraising
- Donation & Landing Pages
- Donor Acquisition through Content Marketing

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



**The Essential Conference for Online Fundraising
And Digital Marketing**



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

QUEST

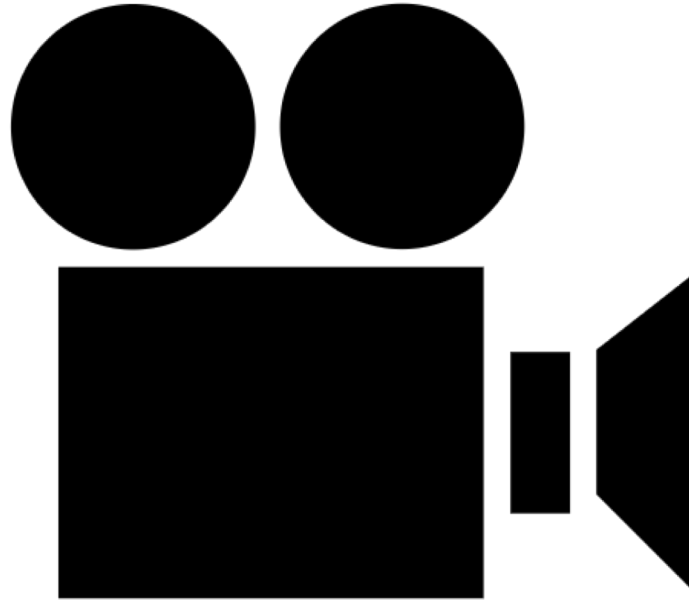
THE CITY



Learn More and Get Tickets at

NIOSummit.com

A Few Quick things...



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



A Few Quick things...



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

A Few Quick things...



We have time for Q&A.

A Few Quick things...

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

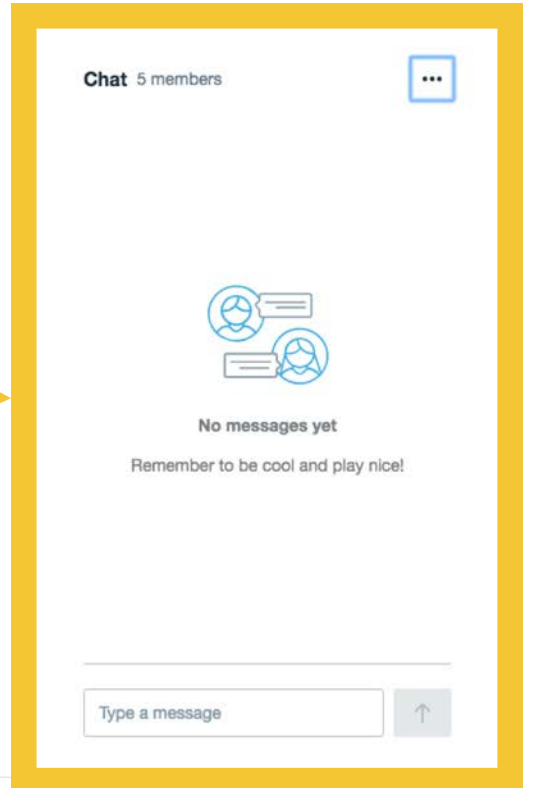
Cracking the Code of Facebook Fundraising



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

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

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



Today's Speaker



Nathan Hill

Marketing Director

nathan@nextafter.com



The 2019 Online Fundraising Benchmark Report

April 30, 2019



Why in the world do we need
another benchmark report?



Google



Google Search

I'm Feeling Lucky



| fundraising benchmark report

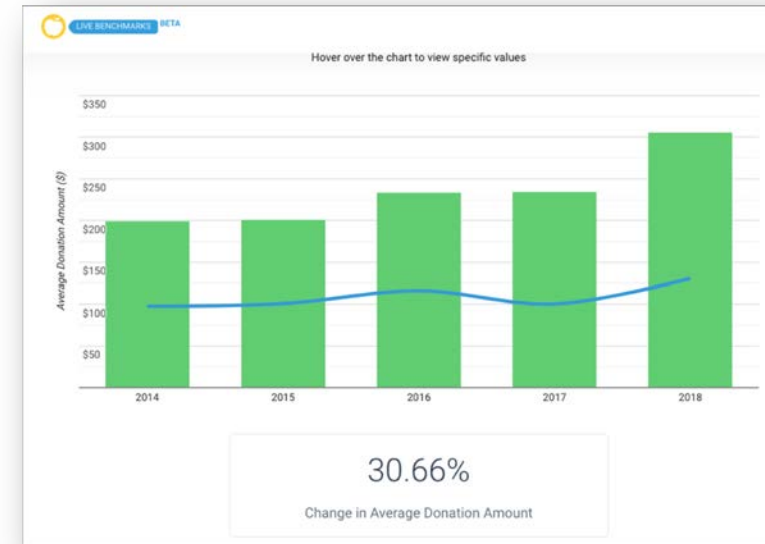


Google Search

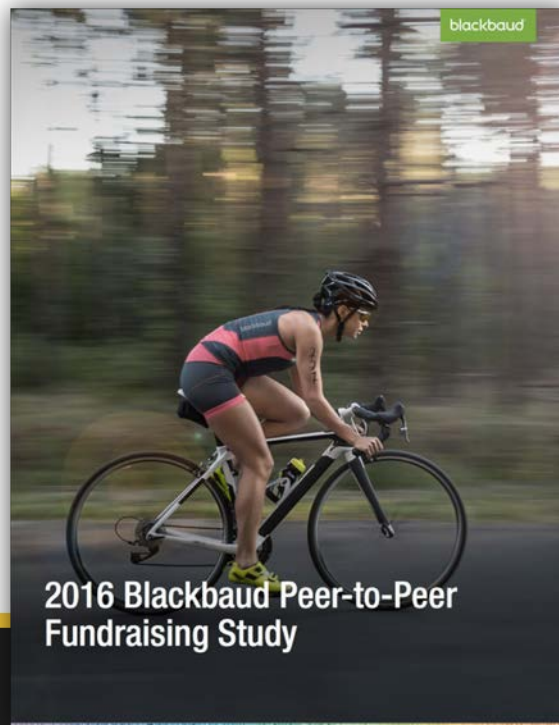
I'm Feeling Lucky

BENCHMARKS

2018

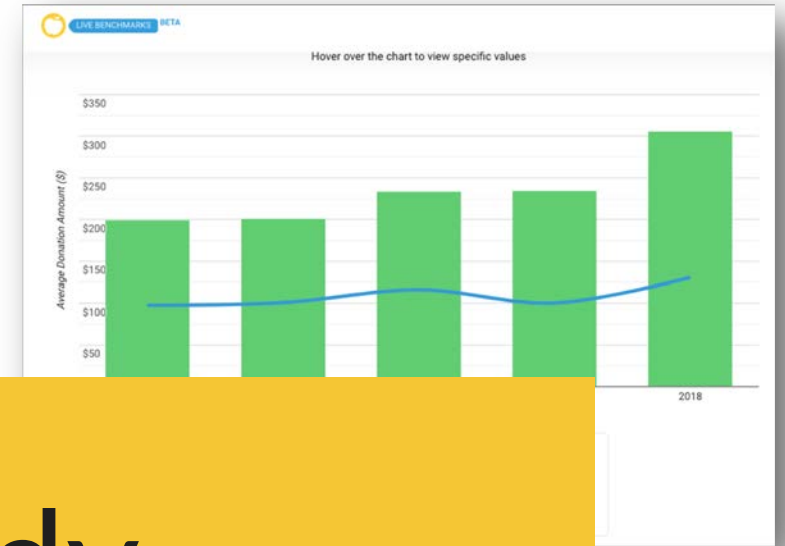


Individual Donor Benchmark Report



BENCHMARKS

2018



There are already
a ton of benchmark reports...

Ind Donor Benchmark Report



We have a growing library of them too!



Research Studies

We conduct forensic research that studies the nonprofit industry as a whole. Through these studies, you can learn what top nonprofits get right — and what they are missing.



Canadian Online Fundraising Scorecard

The Canadian Online Fundraising Scorecard is a groundbreaking study that looks at charitable giving in Canada by capturing and analyzing the online fundraising habits and donor experiences of 152 Canadian charities. These results shine a light on the gap between known best practices in online fundraising and what is actually occurring.

[Read more...](#)



The Nonprofit Recurring Giving Benchmark Study

In this comprehensive recurring giving benchmark study, you'll discover key insights, practical takeaways, and simple test ideas that can use to help grow your recurring giving program — all based on what we learned from making recurring gifts to 115 organizations and tracking their follow-up communication for 90 days.

[Read more...](#)



Optimize Your Team and Improve Your Results Using Human Data

People are a nonprofit's most valuable resource — which means that hiring, development, and retention should be of utmost importance if your organization is seeking long-term growth. But an assessment of 500 nonprofit fundraisers indicates that many nonprofits may have a people problem.

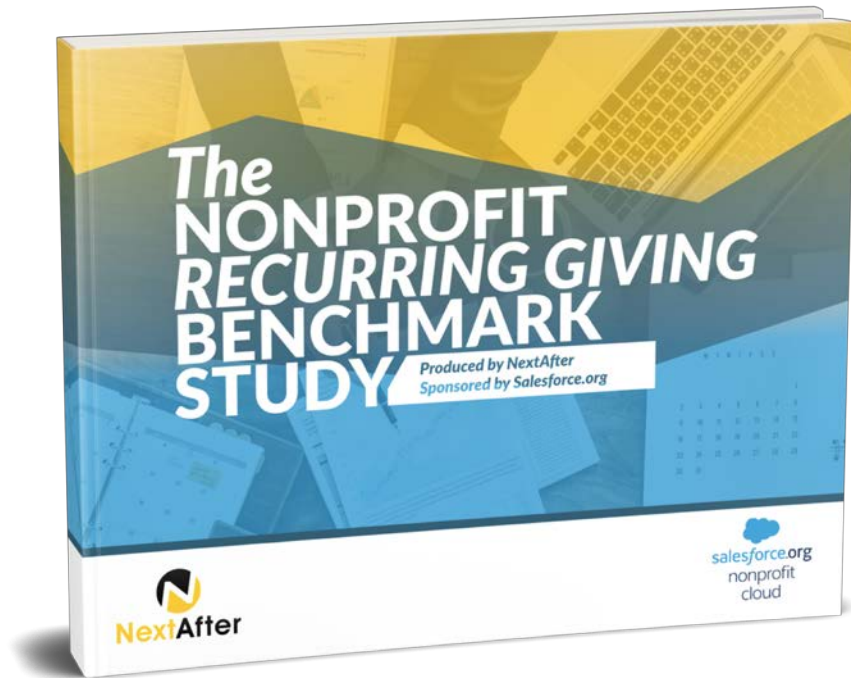
In this study, you'll see how human data can be used to get the right people into the right roles, and you'll learn key strategies to optimize your team in order to achieve significant growth.

[Read more...](#)

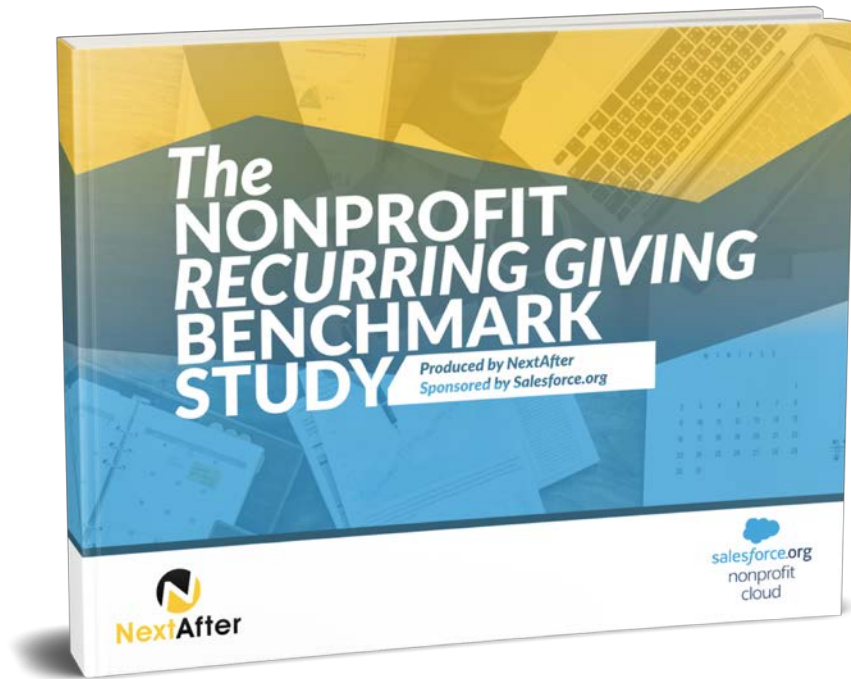
Most benchmark reports
fall into 2 categories.



Focused on a specific topic

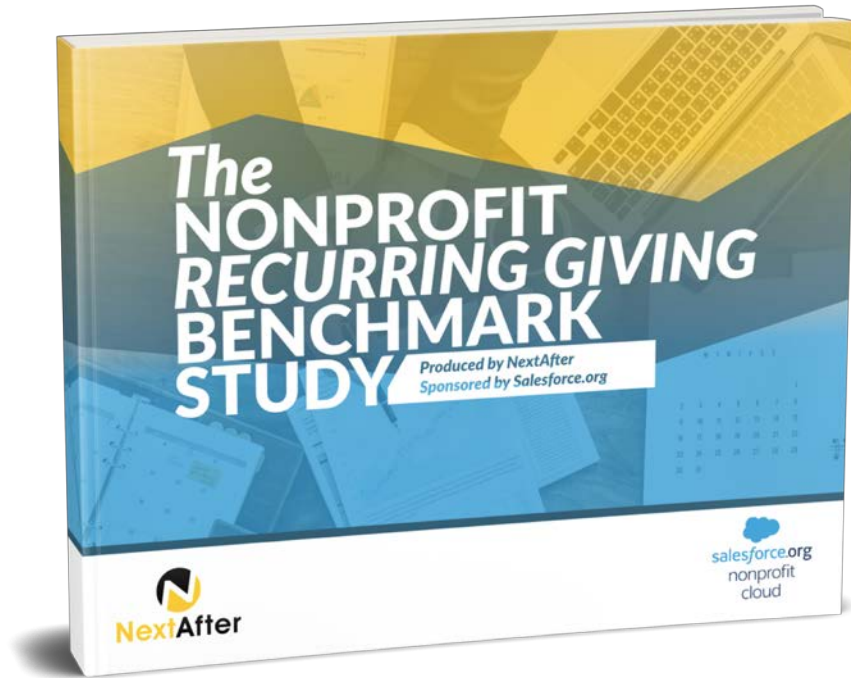


Focused on a specific topic

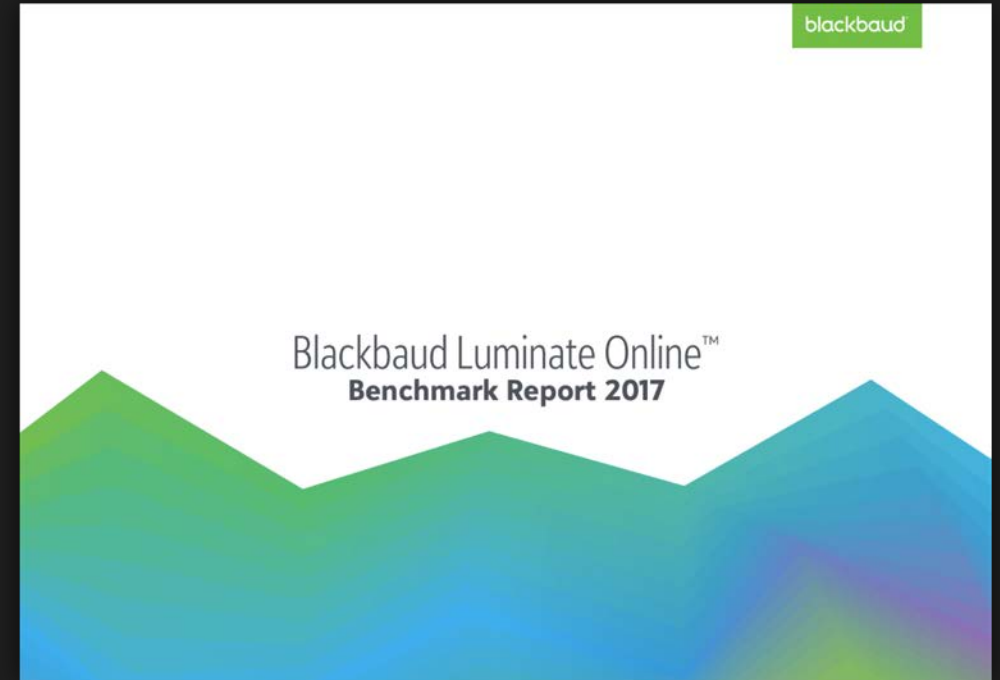


Benchmarks like this are most helpful *if you know where you need to improve*, but you don't know how.

Focused on a specific topic

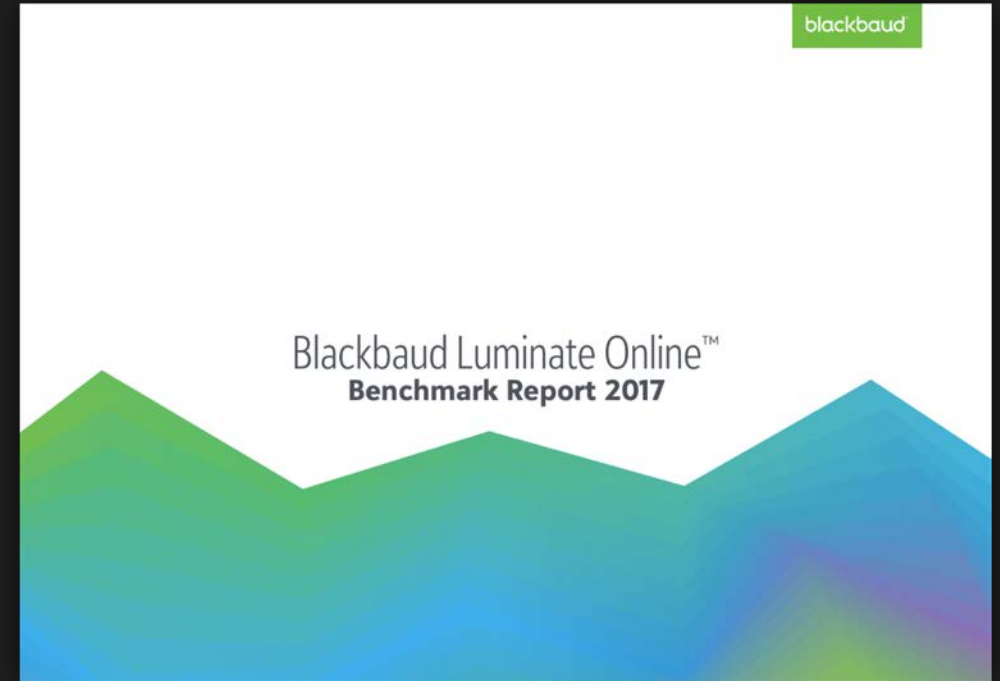


- Is this topic *most important* right now?
- What if you don't have enough traffic for these ideas to matter?
- What if your biggest opportunity is in a *different channel*?



Overview of fundraising metrics

Benchmarks like this give you insights into *nearly every metric* you could possibly want to see.



Overview of fundraising metrics

Fundraising Email Engagement Rates: Year-Over-Year Change

(Based on Emails Delivered Where Email Campaign Type="Fundraising Appeal")

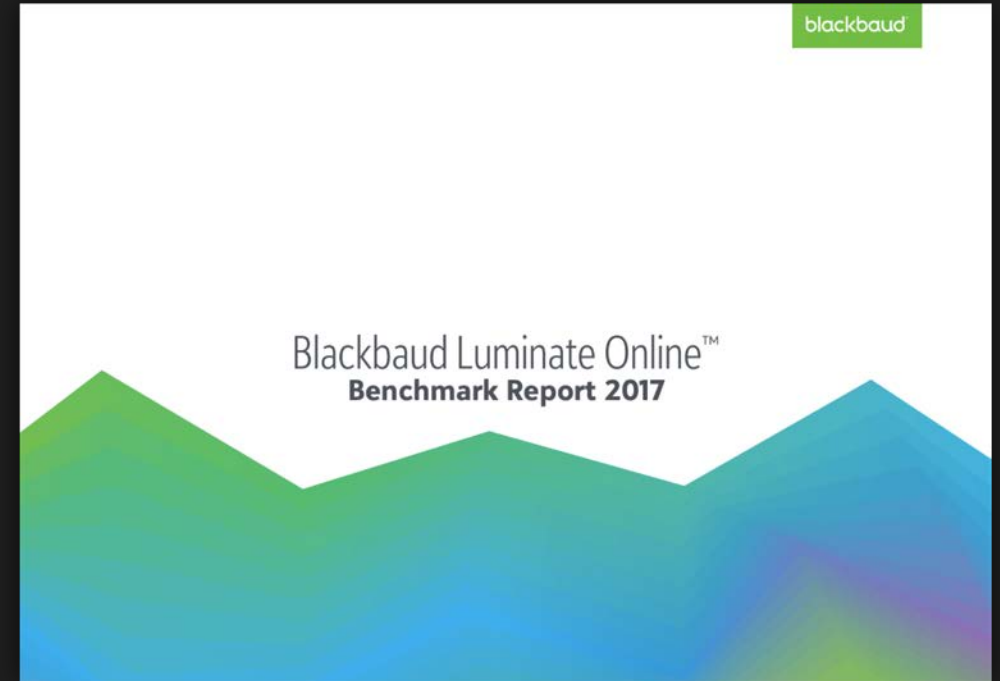
VERTICAL	Total Emails Sent % Change	Open Rate % Change	Click Rate % Change	Conversion Rate % Change
Animal Welfare	-0.58%	-14.03%	-10.96%	0.00%
Arts, Culture, and Humanities	42.03%	-7.39%	9.80%	0.00%
Disaster and International Aid	38.13%	-7.08%	3.63%	0.00%
Environment and Wildlife	5.29%	-5.27%	1.10%	0.00%
Faith Communities	15.11%	-5.29%	-5.66%	-32.55%
Food Banks	4.17%	-2.96%	4.66%	-25.40%
Health Services and Research	0.83%	-6.09%	11.11%	0.00%
Higher Education	36.47%	-11.09%	2.44%	-7.69%
Hospital Foundations and Hospitals	12.48%	-9.22%	9.98%	0.00%
Human and Social Services	-10.13%	-6.29%	4.72%	-2.63%
Public/Society Benefit	-12.96%	-7.36%	9.62%	0.00%
Public Broadcasting Stations	12.64%	-4.66%	29.63%	0.00%
INDUSTRY	4.45%	-7.06%	4.35%	0.00%

Fundraising Email Engagement Rates by Vertical

VERTICAL	Open Rate	Click Rate	Conversion Rate
Animal Welfare	12.17%	0.54%	0.06%
Arts, Culture, and Humanities	20.01%	0.72%	0.06%
Disaster and International Aid	12.57%	0.43%	0.03%
Environment and Wildlife	15.74%	0.56%	0.05%
Faith Communities	17.76%	0.72%	0.05%
Food Banks	11.60%	0.62%	0.08%
Health Services and Research	13.03%	0.54%	0.02%
Higher Education	17.06%	0.46%	0.02%
Hospital Foundations and Hospitals	16.91%	0.58%	0.04%
Human and Social Services	13.41%	0.75%	0.03%
Public/Society Benefit	13.43%	0.53%	0.03%
Public Broadcasting Stations	16.58%	0.79%	0.11%
INDUSTRY	13.98%	0.58%	0.04%



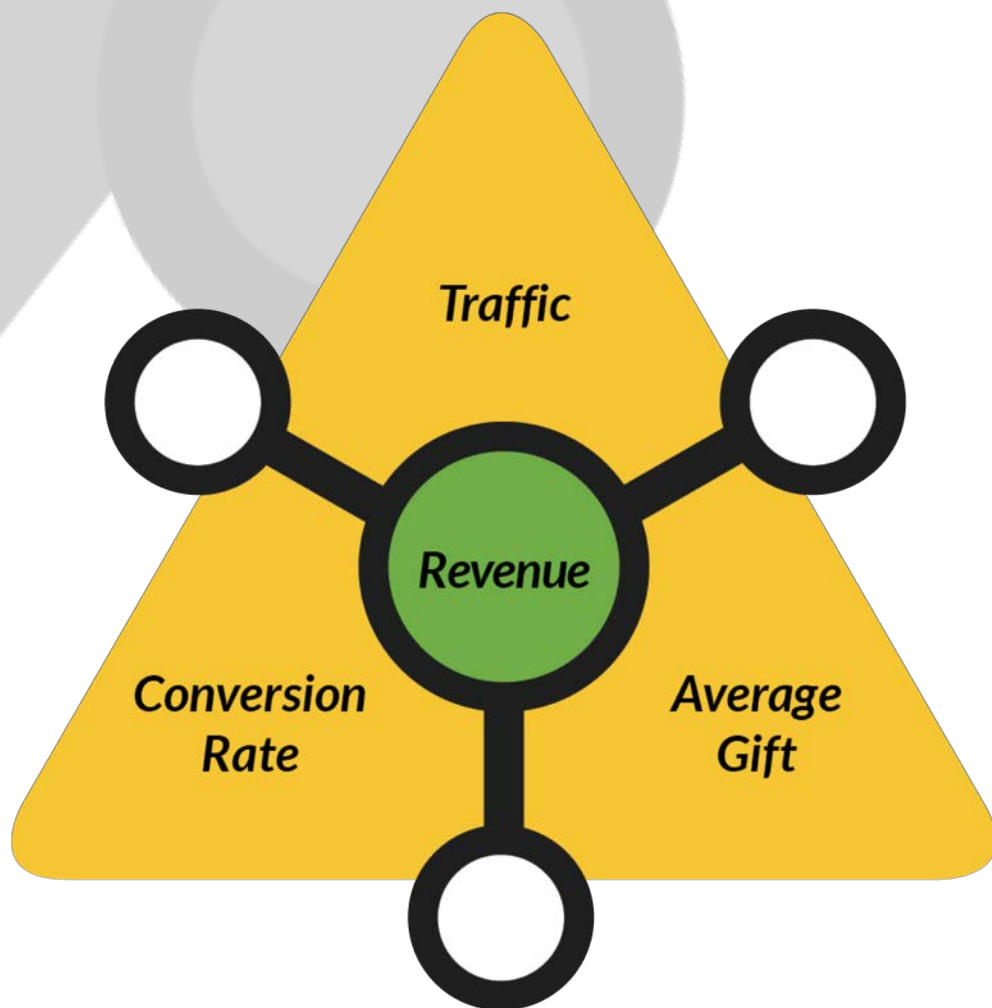
- Which metrics are *most important*?
- What metrics do I need to improve first?
- If I'm behind in everything, *is there even any hope*?



Overview of fundraising metrics

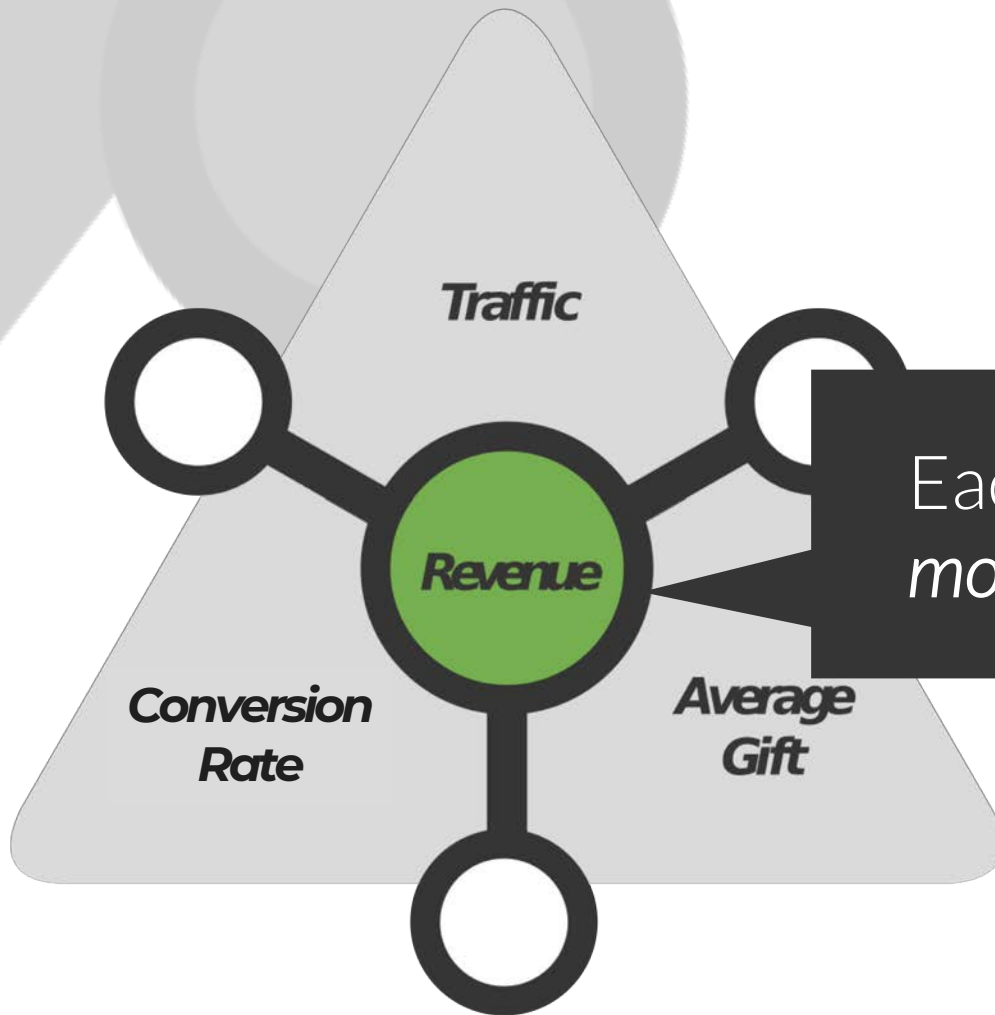
The goal of this new benchmark
is to help you determine
where to start optimizing.





You can learn where to start optimizing by looking at *3 key metrics*.





Each one of these metrics influences the *most important metric*: revenue.

A quick online fundraising
thought experiment...



1000 visitors

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$10,000

10%

\$100



1250 visitors

↑ 25%

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$10,000

10%

\$100



25%
in Revenue



1250 visitors

↑ 25%

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$12,500

12.5%

↑ 25%

\$100



56%
in Revenue



1250 visitors

↑ 25%

Traffic

Revenue

\$15,625

*Conversion
Rate*

*Average
Gift*

12.5%

↑ 25%

\$125

↑ 25%

95%
in Revenue





Increasing all 3 metrics can
lead to *exponential growth*.

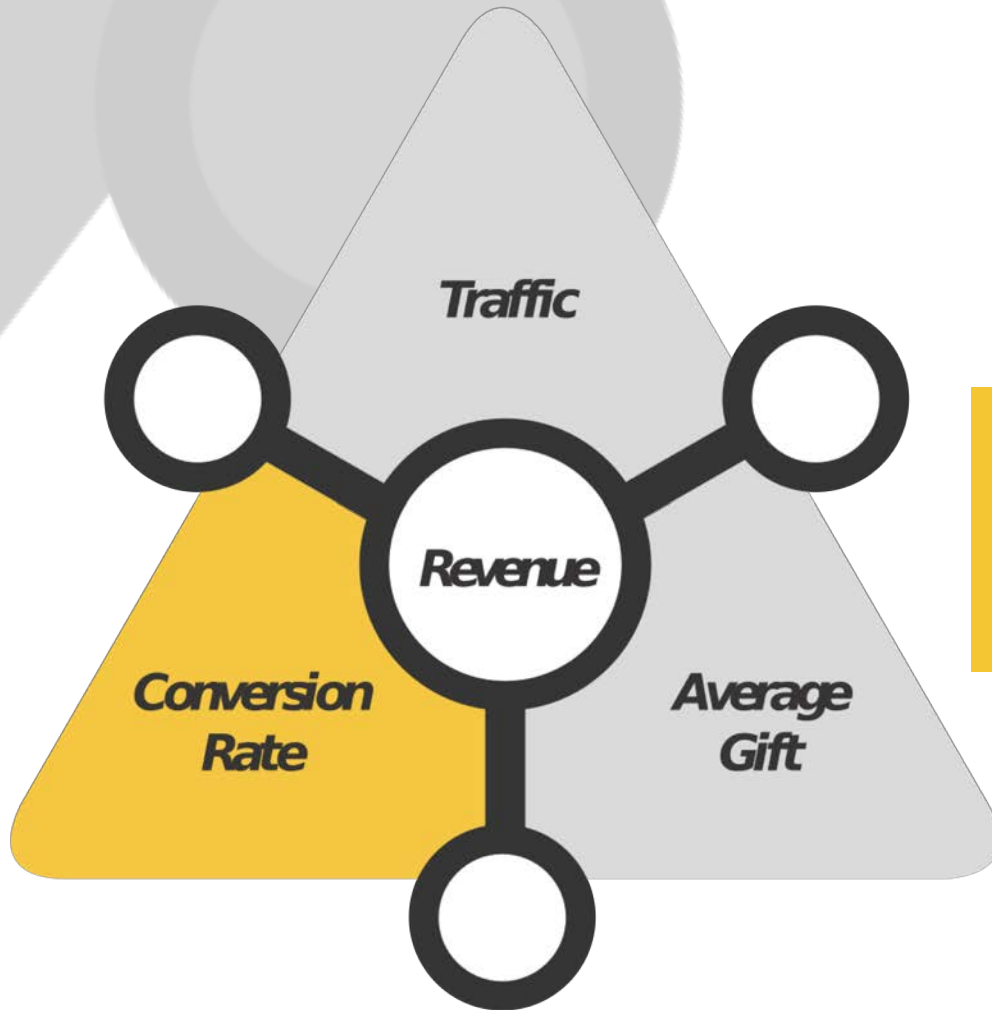


Understanding these 3 key metrics helps you ask the right questions.

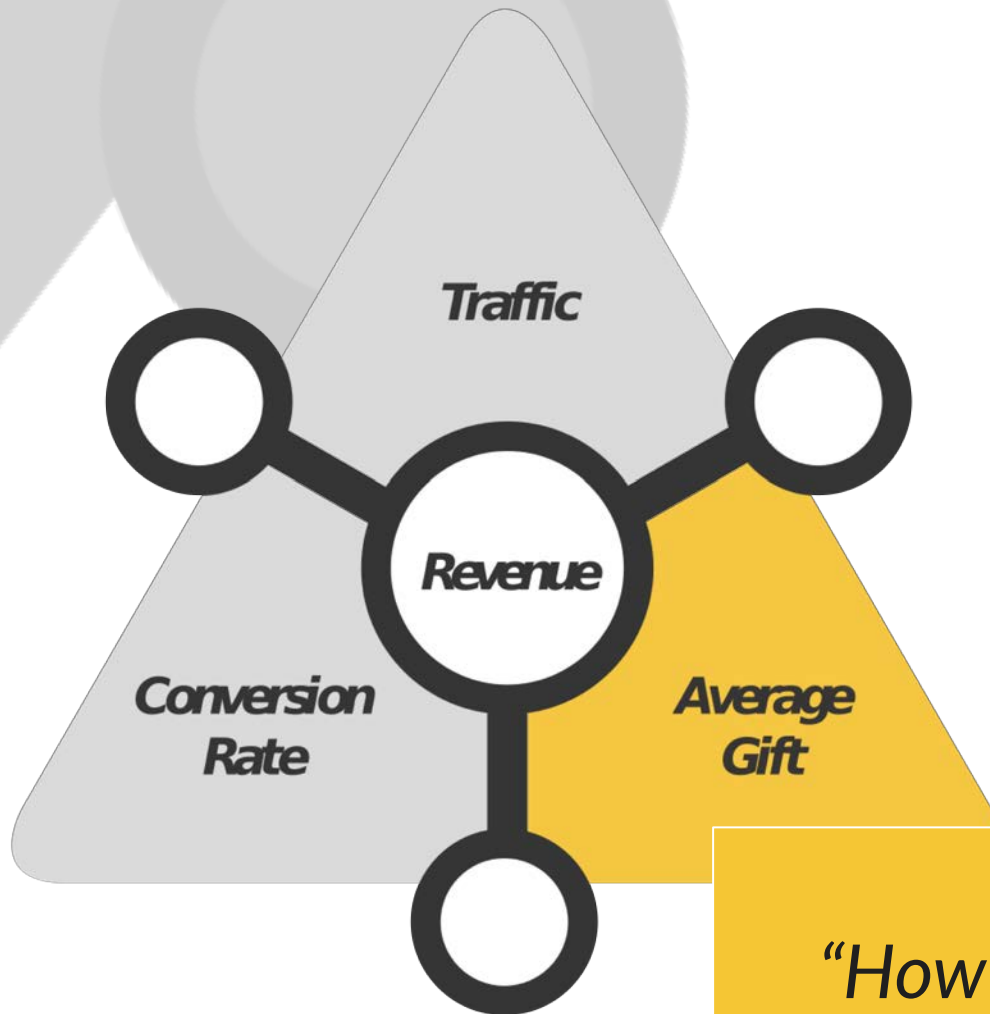


“How can we get more people to our website?”



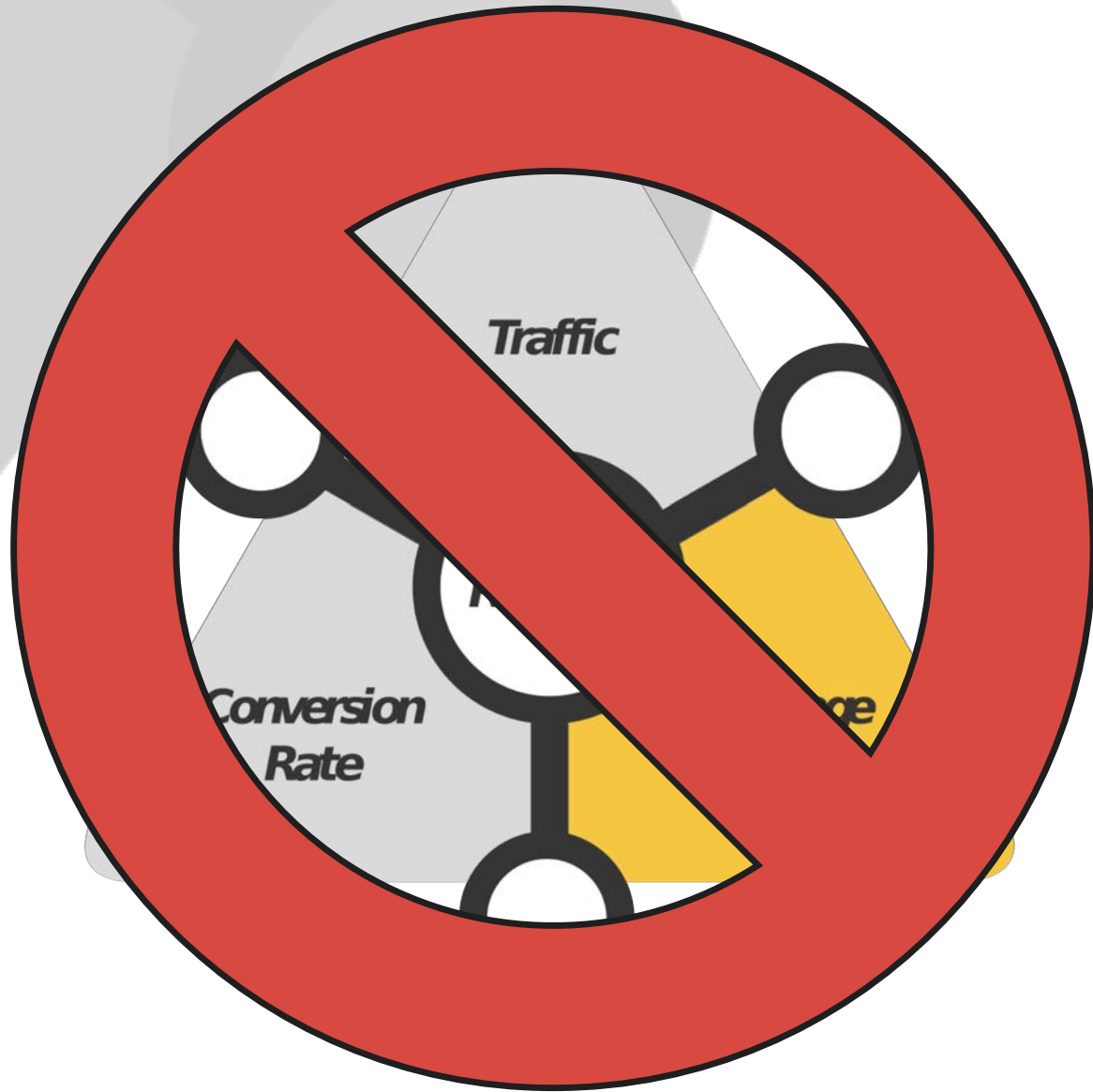


“How can we get more people to donate?”



“How can we inspire people to be more generous?”





None of this is helpful *if you don't know how your results compare* to other organizations.

15,542 visitors

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$65.08

.01%

\$41.88



15,542 visitors

Is this a lot or
a little?

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$65.08

.01%

\$41.88



15,542 visitors

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

\$65.08

.01%

\$41.88

Should I be
expecting more
from online
donors?



15,542 visitors

Traffic

Revenue

Conversion
Rate

Average
Gift

\$65.08

.01%

This seems low. But
what's actually a
healthy amount?



I know other organizations get more. Is it possible our donors just don't give online?

\$

Revenue

\$65.08

*Conversion
Rate*

.01%

*Average
Gift*

\$41.88



The 2019 Online
Fundraising Benchmark
Report is here to help.



Here's our outline...

- 1 What common challenges do other nonprofit marketers and fundraisers face?
- 2 How are nonprofits actually performing?
- 3 Are there notable differences between different types of organizations?



Part 1

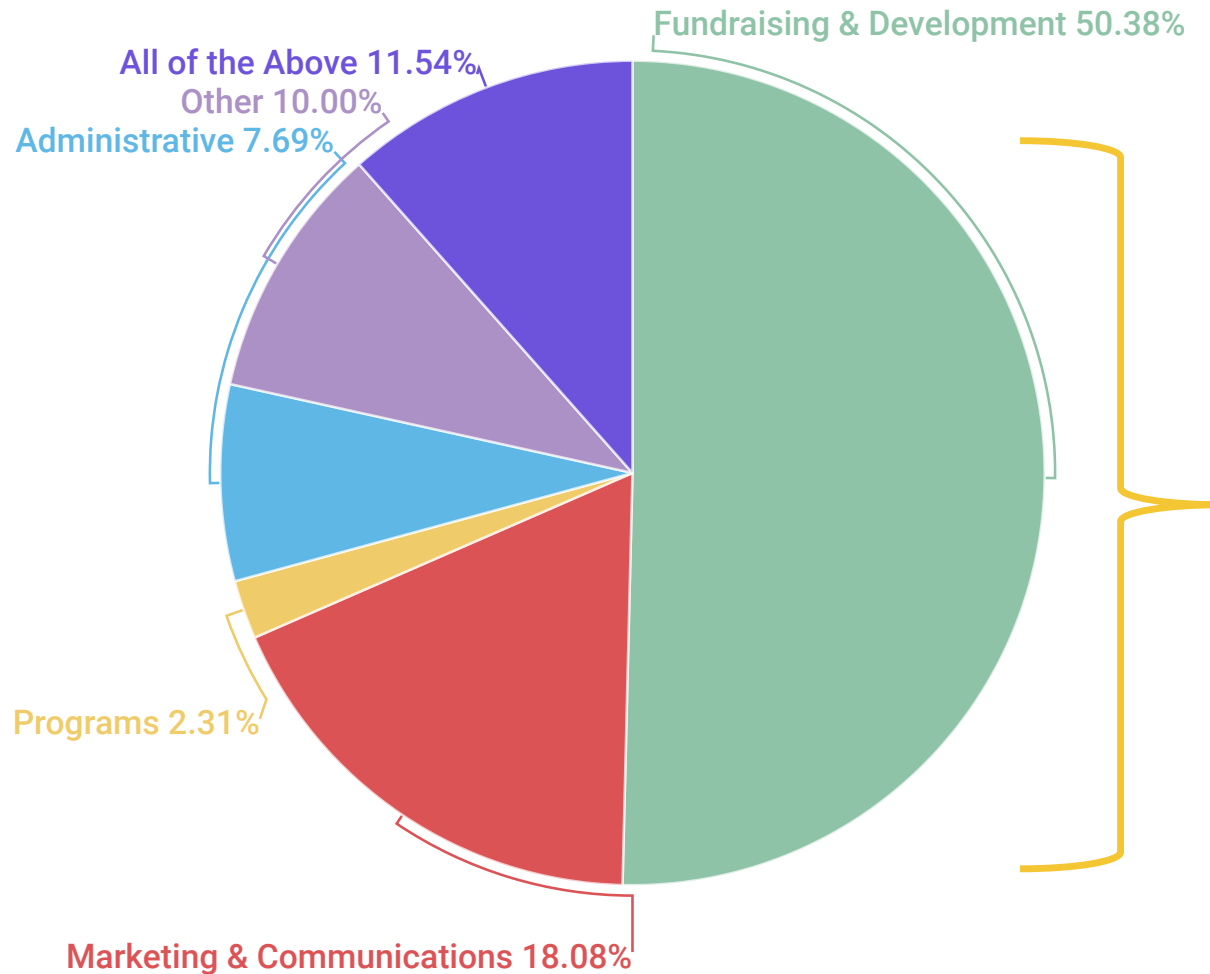
What do people say are their
biggest CHALLENGES?



We surveyed 260 nonprofit employees to understand what they believed to be the biggest challenges to online fundraising growth.



Who took the survey?



Of the 260 respondents, 80% said their primary role related to marketing or fundraising.





47.6% said they were a **practitioner** (non-management).

25.3% said they were a **manager**.

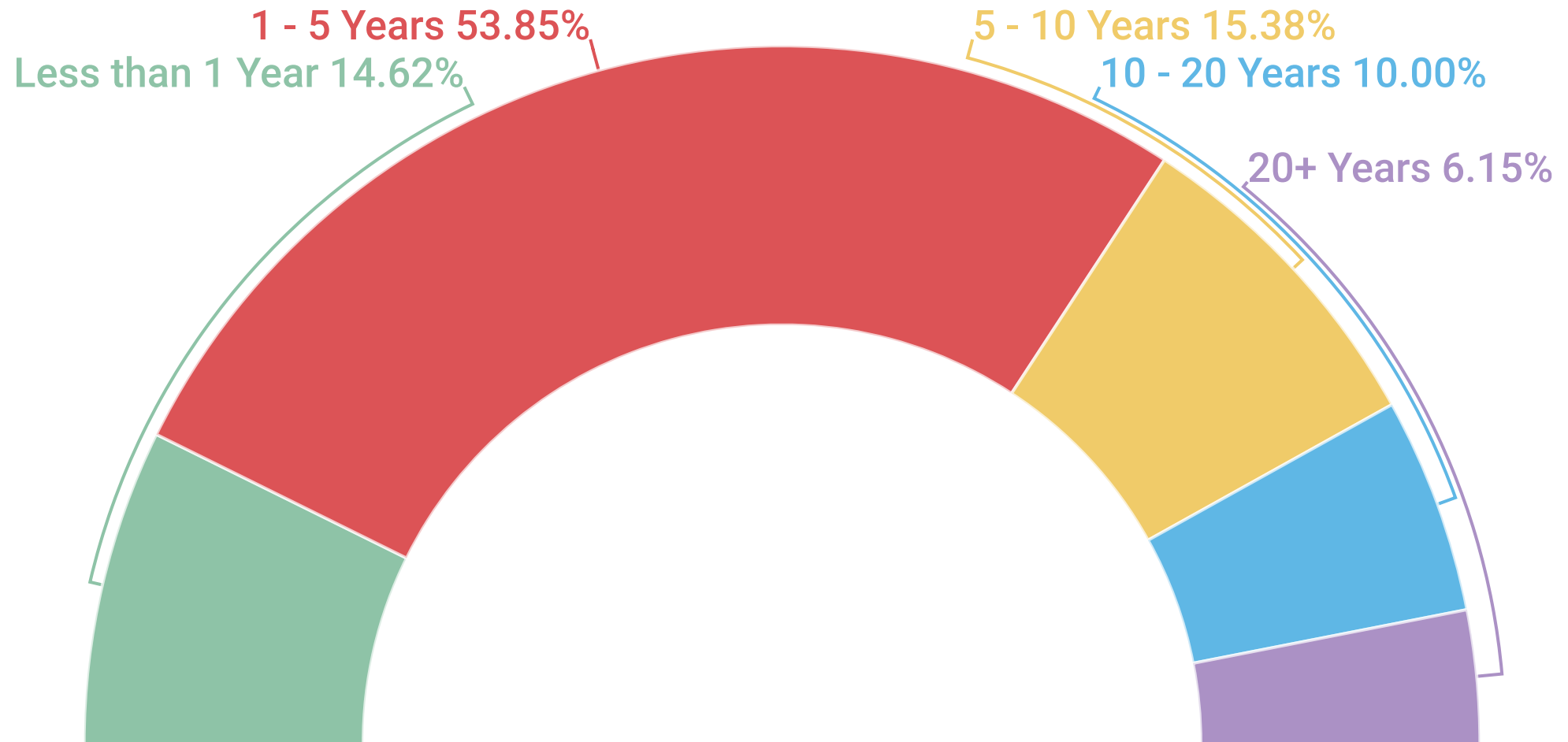
25% said they were an **executive**.

1.5% said they were a **consultant**.

● Practitioner ● Manager ● Executive ● Consultant



53% said they have been in their role for 1-5 years.



What did these nonprofits
say are their most
important goals?



Most Important Online Fundraising Goals for 2019

Increase Web
Traffic

Growing Email
File

Acquiring New
Online Donors

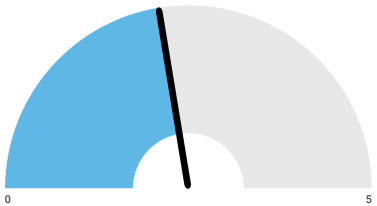
Improve Online
Donor Retention

Increase Online
Recurring Giving



Most Important Online Fundraising Goals for 2019

Not Very Important



Increase Web Traffic

Growing Email File

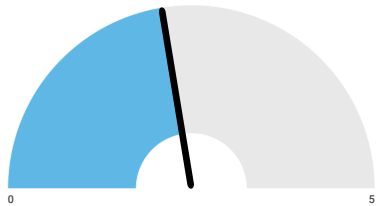
Acquiring New Online Donors

Improve Online Donor Retention

Increase Online Recurring Giving

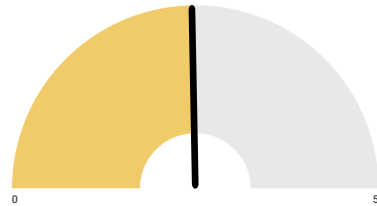


Most Important Online Fundraising Goals for 2019



Increase Web
Traffic

*Somewhat
Important*



Growing Email
File

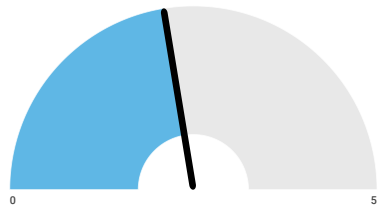
Acquiring New
Online Donors

Improve Online
Donor Retention

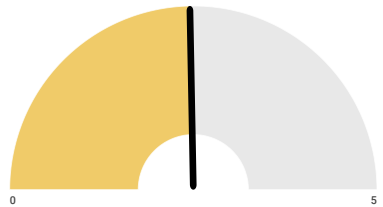
Increase Online
Recurring Giving



Most Important Online Fundraising Goals for 2019

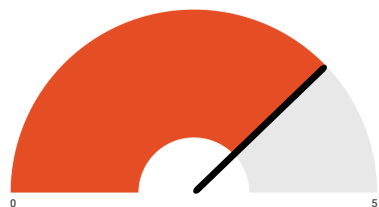


**Increase Web
Traffic**



**Growing Email
File**

*Very
Important*



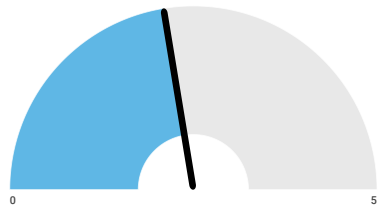
**Acquiring New
Online Donors**

**Improve Online
Donor Retention**

**Increase Online
Recurring Giving**



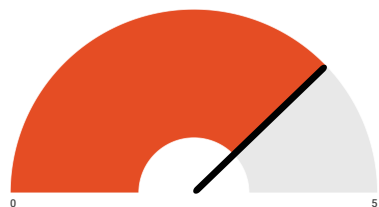
Most Important Online Fundraising Goals for 2019



**Increase Web
Traffic**

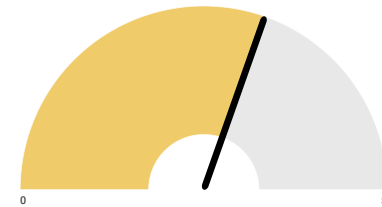


**Growing Email
File**



**Acquiring New
Online Donors**

*Somewhat
Important*

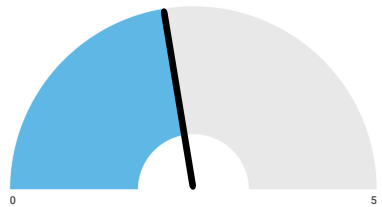


**Improve Online
Donor Retention**

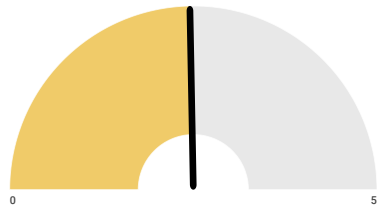
**Increase Online
Recurring Giving**



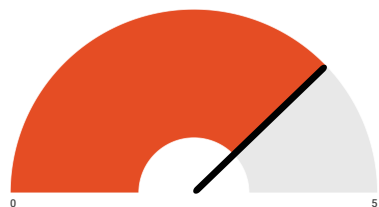
Most Important Online Fundraising Goals for 2019



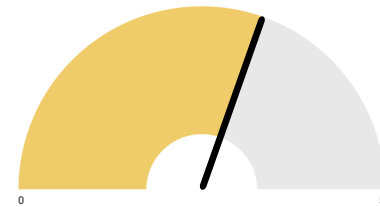
**Increase Web
Traffic**



**Growing Email
File**



**Acquiring New
Online Donors**



**Improve Online
Donor Retention**



**Increase Online
Recurring Giving**

*Very
Important*



What is standing in the way
of achieving these goals?



Biggest Challenges to Online Fundraising in 2019

Marketing/Ad
Budget

Knowledge and
Skills

Staff Size and
Human Resources

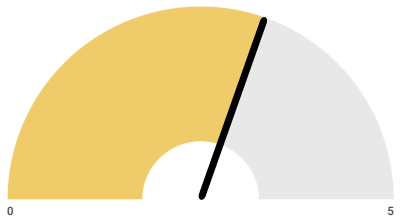
Tools

Internal
Communication



Biggest Challenges to Online Fundraising in 2019

Somewhat Important



Marketing/Ad
Budget

Knowledge and
Skills

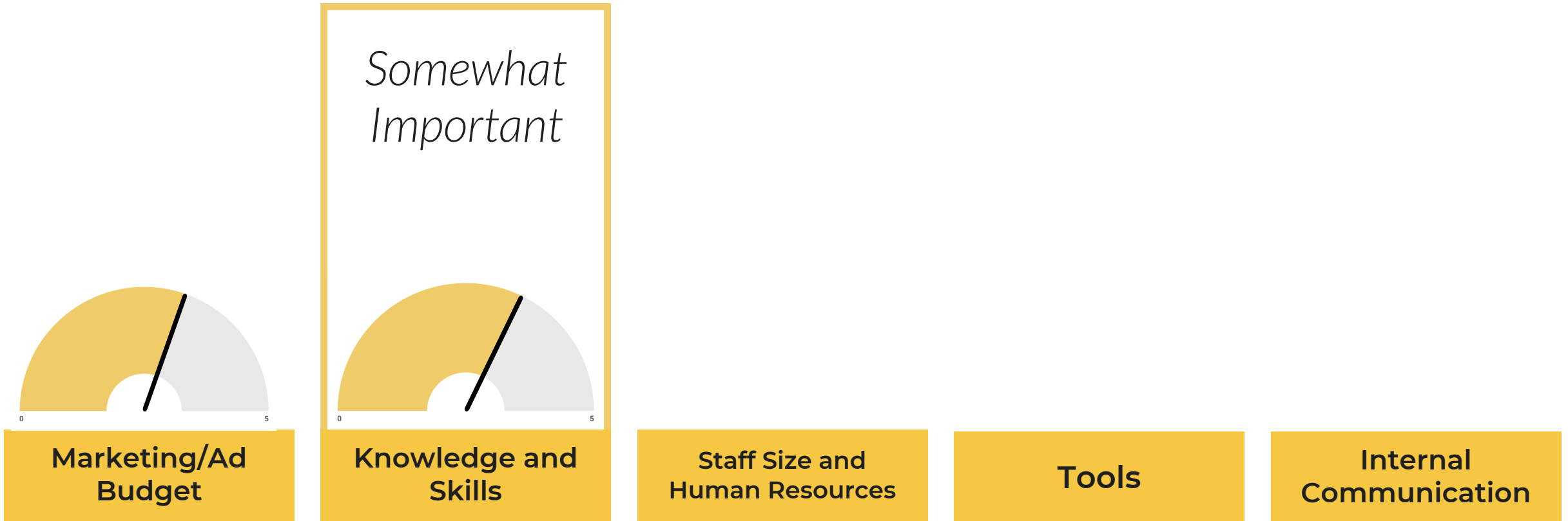
Staff Size and
Human Resources

Tools

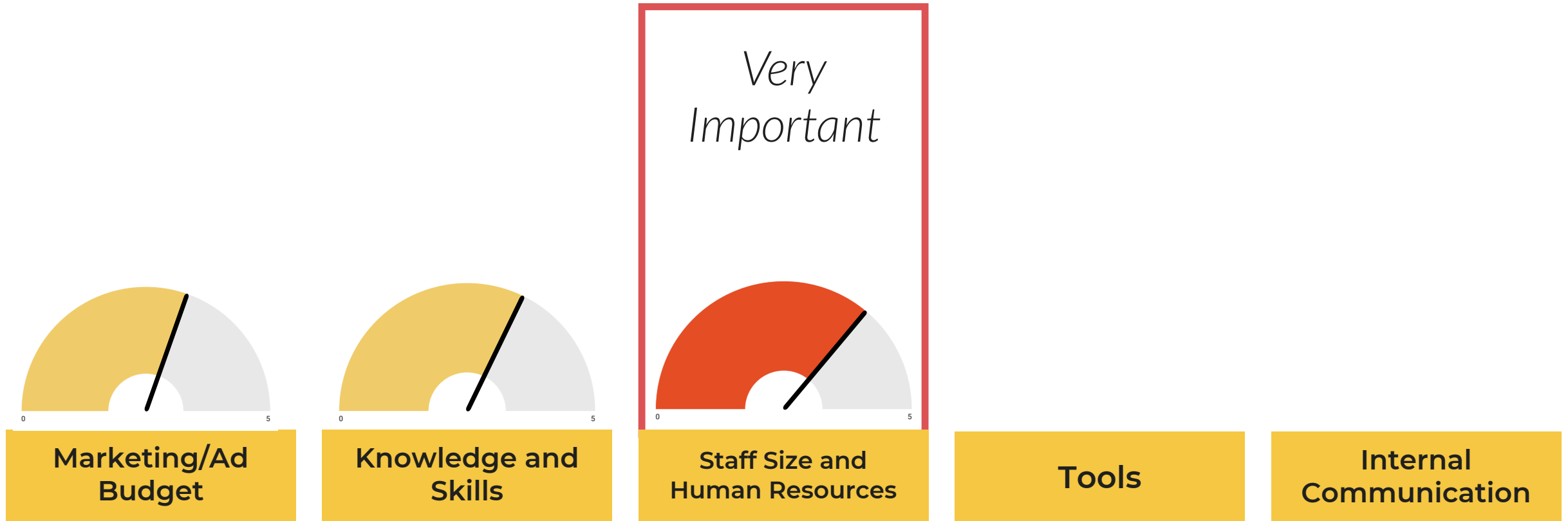
Internal
Communication



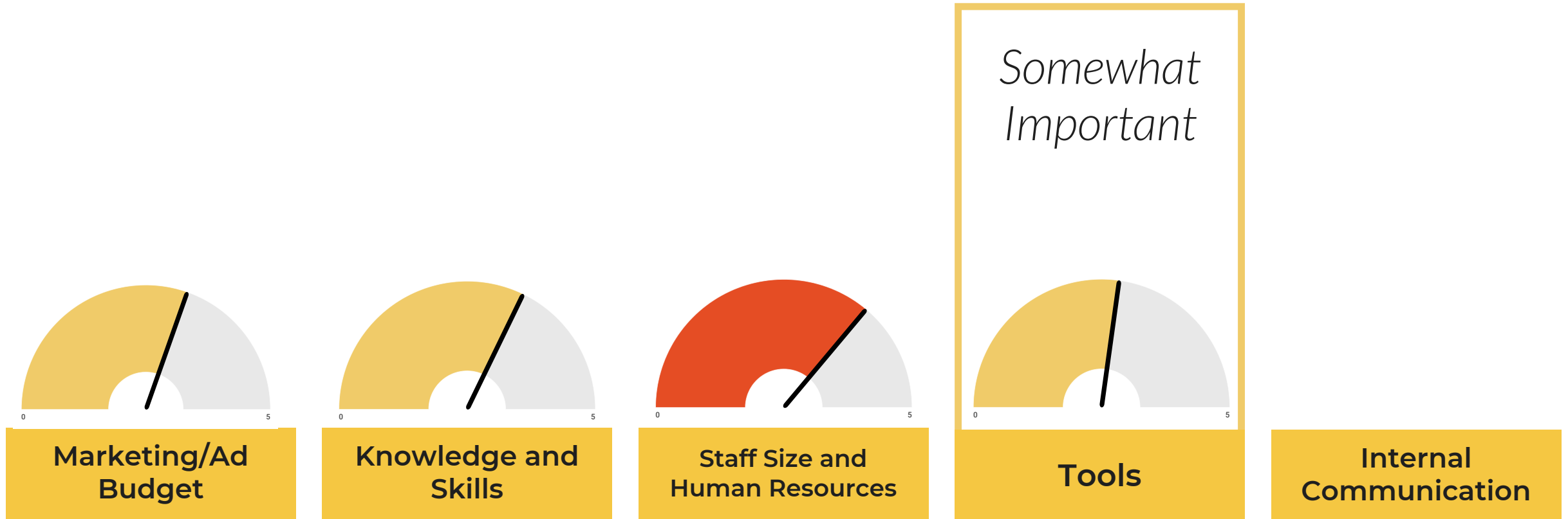
Biggest Challenges to Online Fundraising in 2019



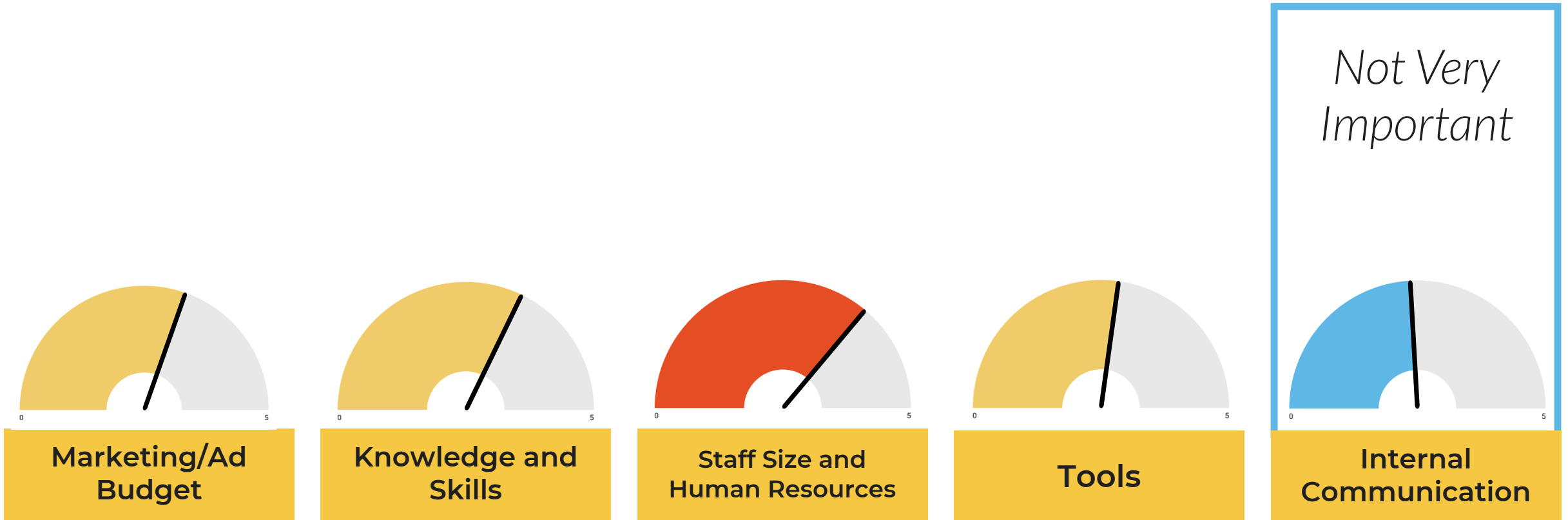
Biggest Challenges to Online Fundraising in 2019



Biggest Challenges to Online Fundraising in 2019

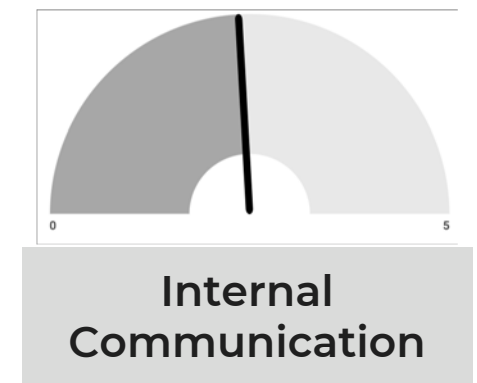
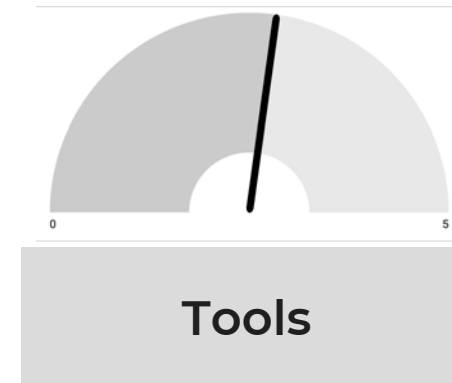
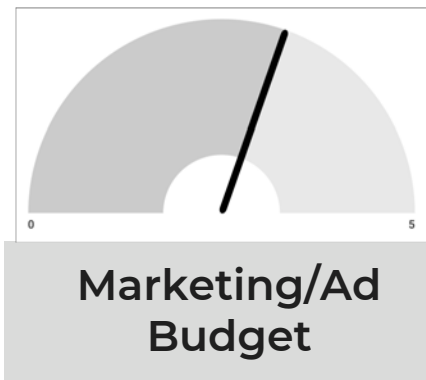


Biggest Challenges to Online Fundraising in 2019



Biggest Challenges to Online Fundraising in 2019

The biggest challenge that fundraisers say they are facing is *staff size and human resources*.



This benchmark report will not only show you where to start optimizing, but will give you ideas that don't require extra staff or human resources.



Part 2

How are nonprofits actually performing?



We asked 155 organizations to share their 3 key metrics with us:



We asked 155 organizations to share their 3 key metrics with us: *web traffic*



We asked 155 organizations to share their 3 key metrics with us: *web traffic, conversion rate*



We asked 155 organizations to share their 3 key metrics with us: *web traffic*, *conversion rate*, and *average gift*.



Of those 155 organizations...

155 *reported their web traffic.*

141 *reported their revenue metrics.*

73 *connected their Google Analytics.*



We divided those 155 organizations into 10 primary verticals.



Disaster &
International
Relief



Education



Environment &
Wildlife



Faith-Based



Health



Human &
Social Services



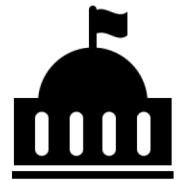
Poverty
Alleviation



Public
Broadcasting



Public & Social
Benefit



Public Policy &
Advocacy

These 155 organizations reported...

\$145 million *in annual
online fundraising revenue.*



For perspective...

The average nonprofit brings in 7.6% of their total revenue online.*

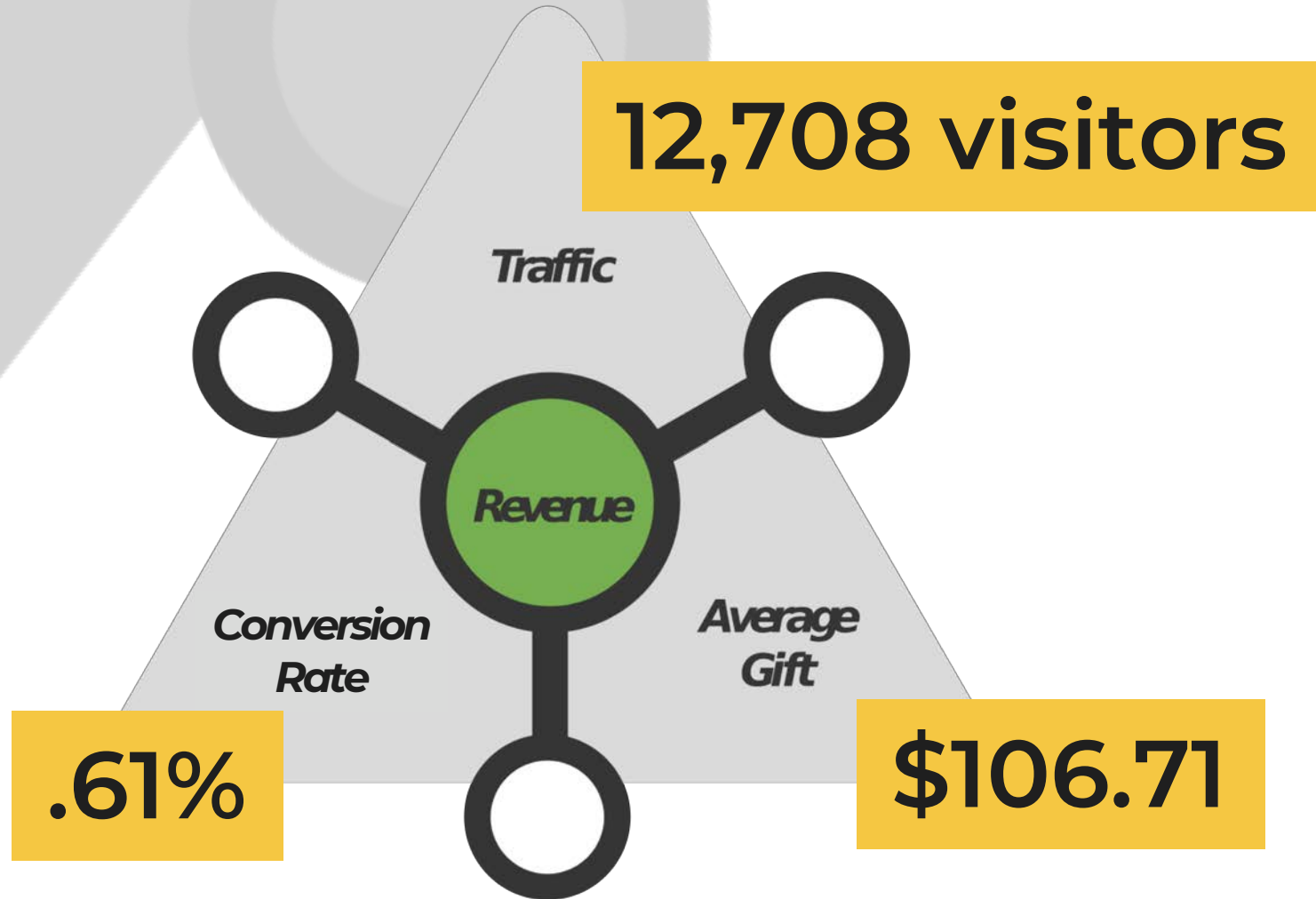
This means these 155 organizations represent *over \$2 Billion* in **total** annual revenue.



The 3 Key Metrics



The 3 Key Metrics



Metrics above represent the median of all reporting organizations based on data from the 2018 calendar year.



The 3 Key Metrics

12,708 visitors

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

.61%

\$106.71

Great. What do I with
this information?

Determining where to start...

1. *Is your web traffic at or above the benchmark?*

Yes

No

—▶ *You're likely going to want to focus on growing your web traffic first.*



Determining where to start...

1. *Is your web traffic at or above the benchmark?*

Yes

No

2. *Is your conversion rate at or above the benchmark?*

Yes

No

—▶ You're likely going to want to focus on converting more donors first.



Determining where to start...

1. *Is your web traffic at or above the benchmark?*

Yes

No

2. *Is your conversion rate at or above the benchmark?*

Yes

No



2. *Is your conversion rate at or above the benchmark?*

Yes

No

3. *Is your average gift size at or above the benchmark?*

Yes

No

—▶ *You're likely going to want to focus on increasing gift size.*



Let's look at the benchmark
metrics of a real organization.



The 3 Key Metrics

12,708 visitors

Traffic

Revenue

Conversion
Rate

Average
Gift

.61%

\$106.71

Benchmark

VS

Traffic

Revenue

Conversion
Rate

Average
Gift

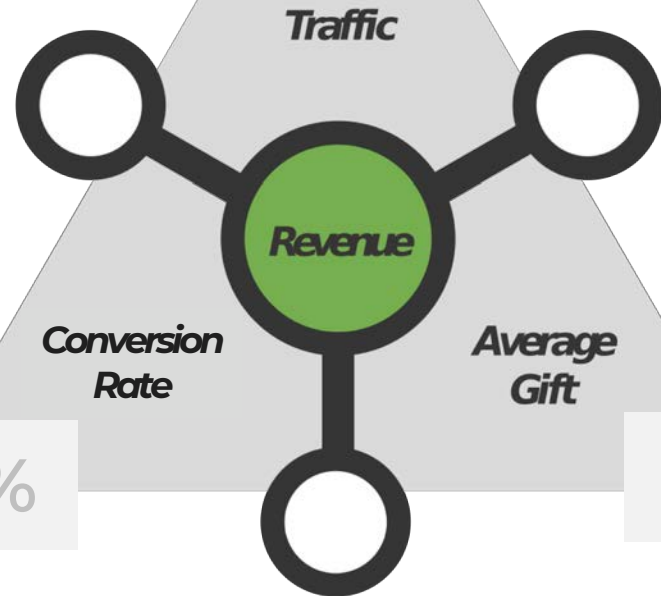
Real Organization

Metrics represent data from the 2018 calendar year.



The 3 Key Metrics

12,708 visitors



.61%

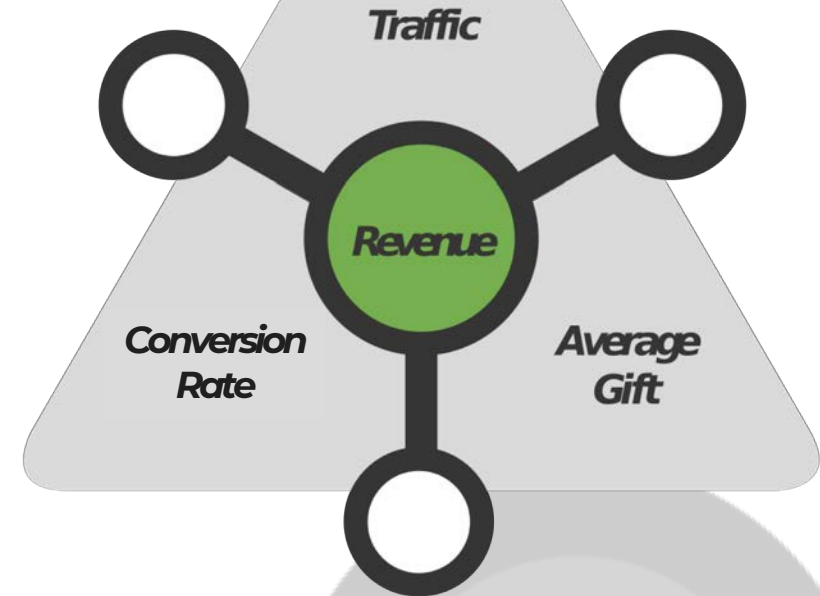
\$106.71

Benchmark

VS

↑ 404%

64,064 visitors

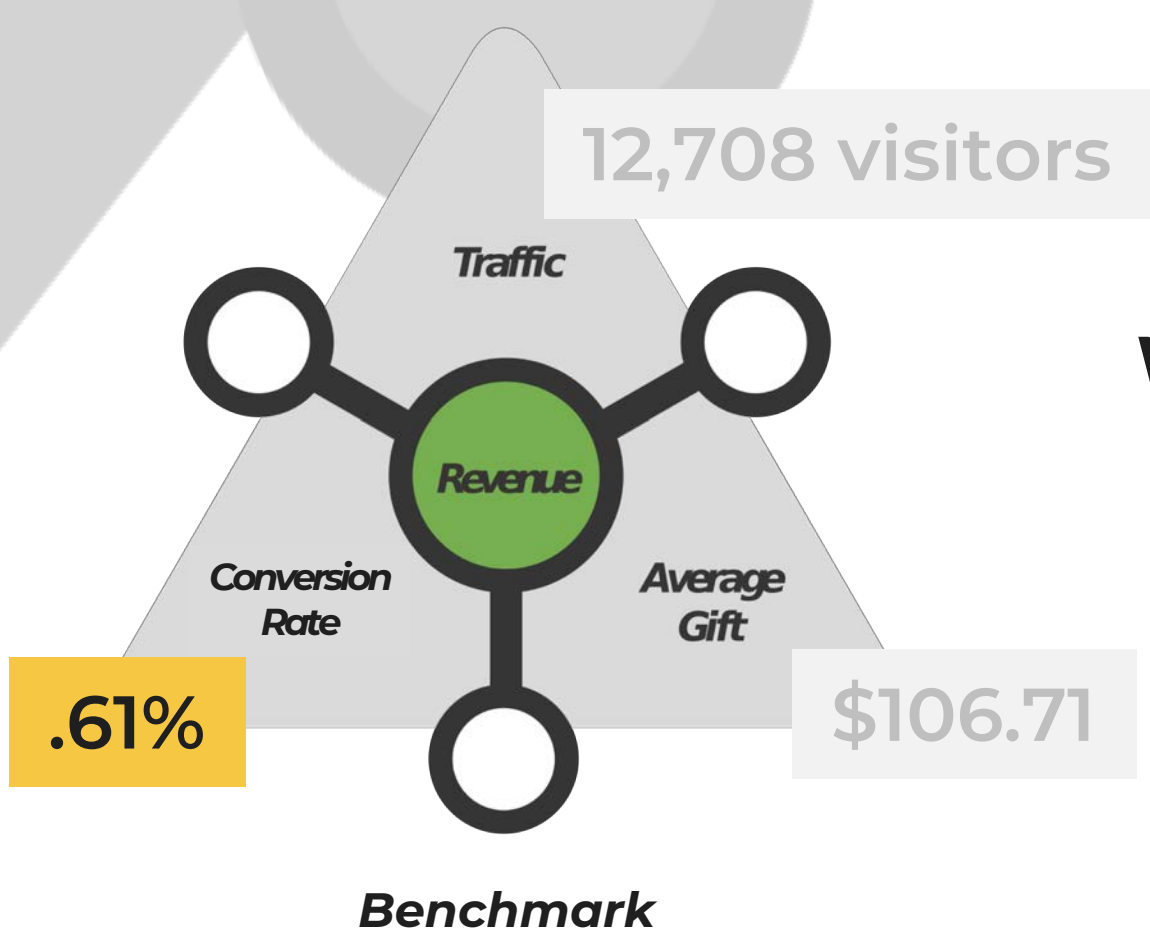


Real Organization

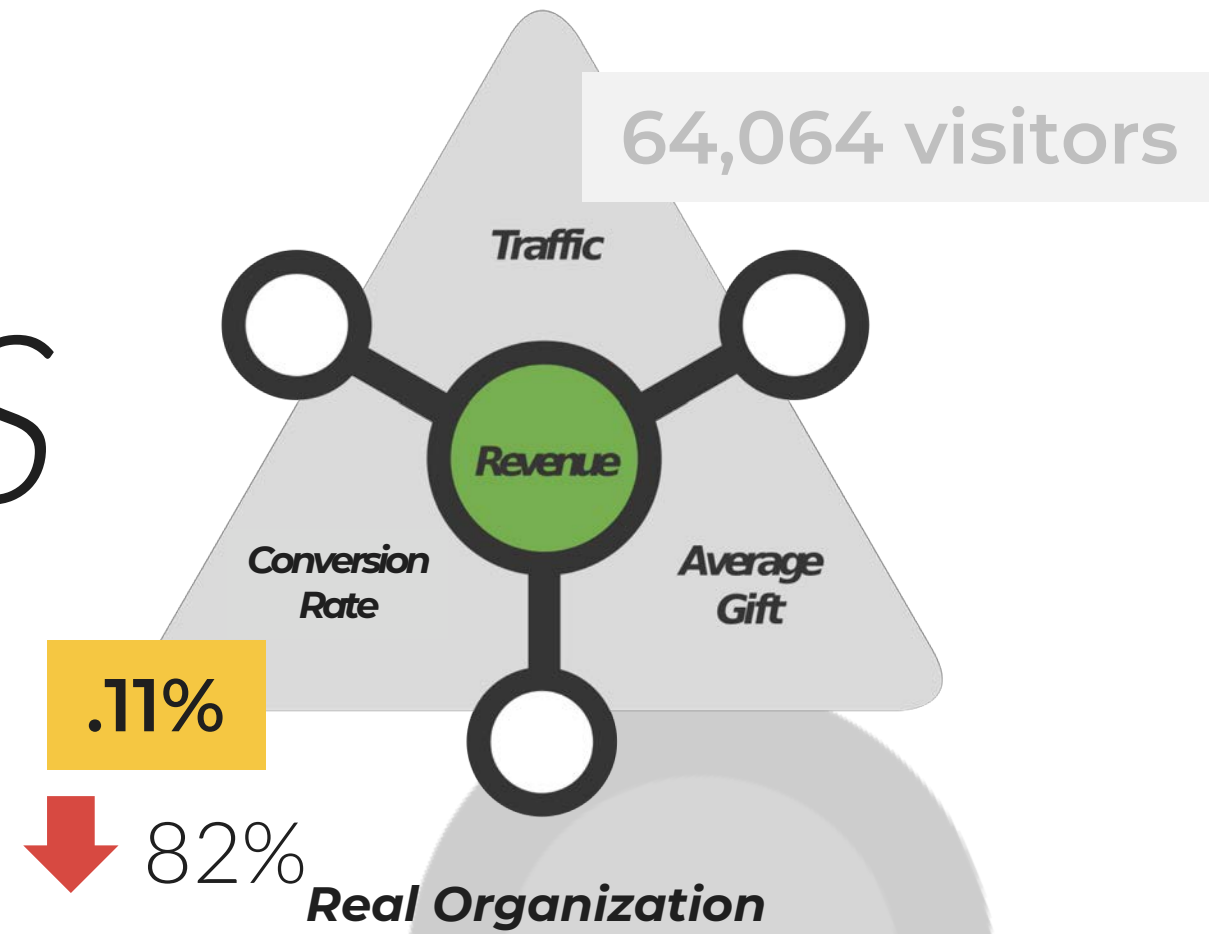
Metrics represent data from the 2018 calendar year.



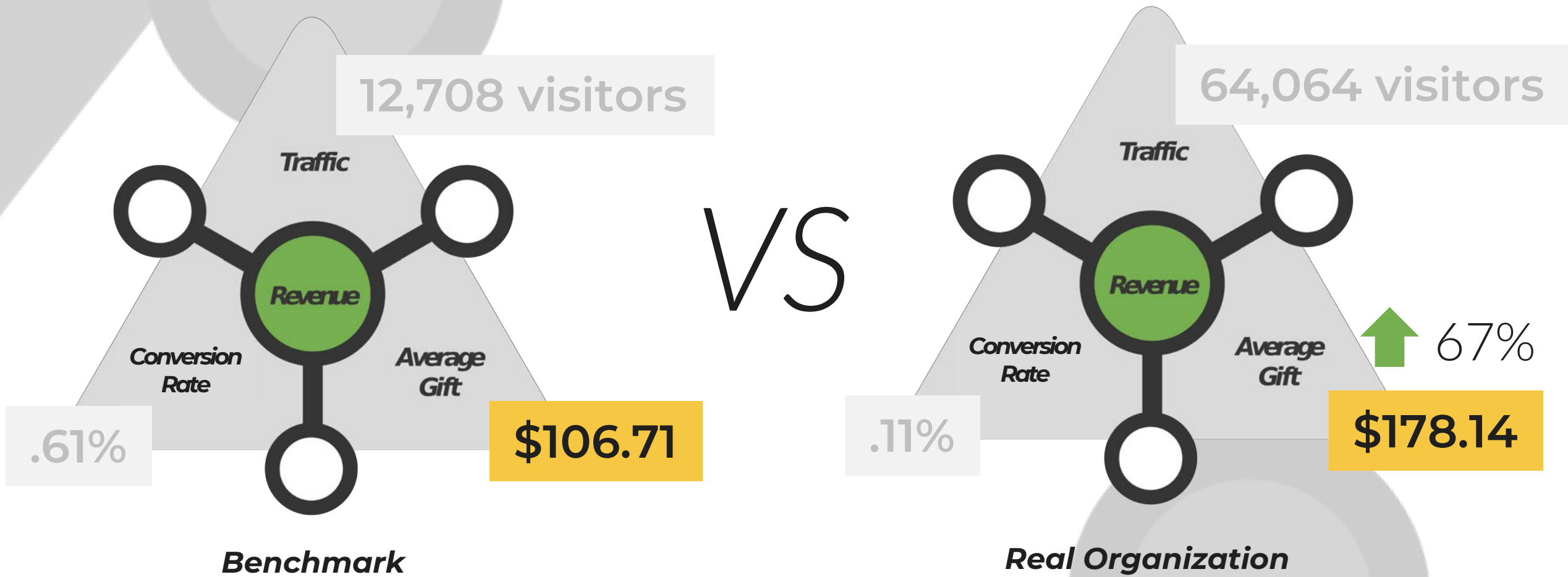
The 3 Key Metrics



VS



The 3 Key Metrics



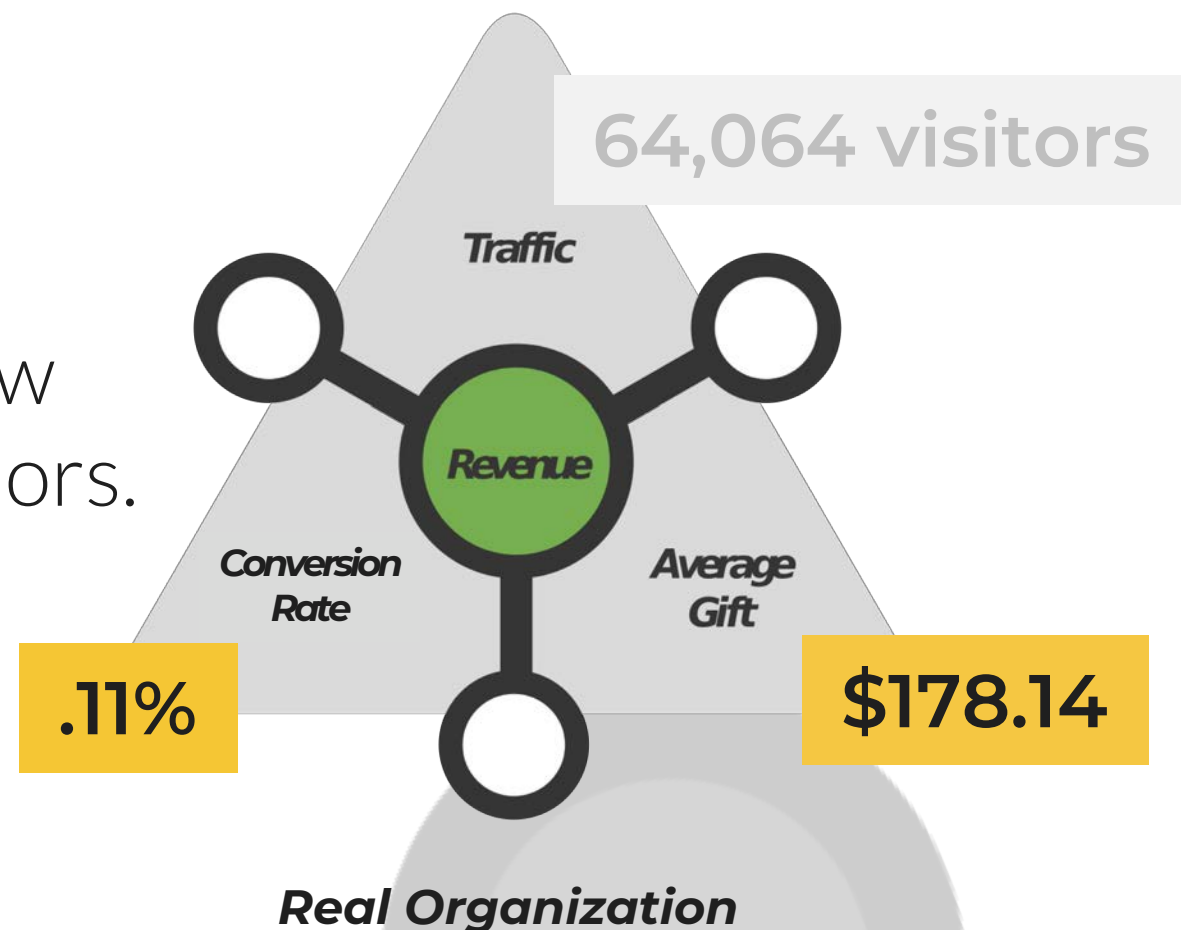
Metrics represent data from the 2018 calendar year.



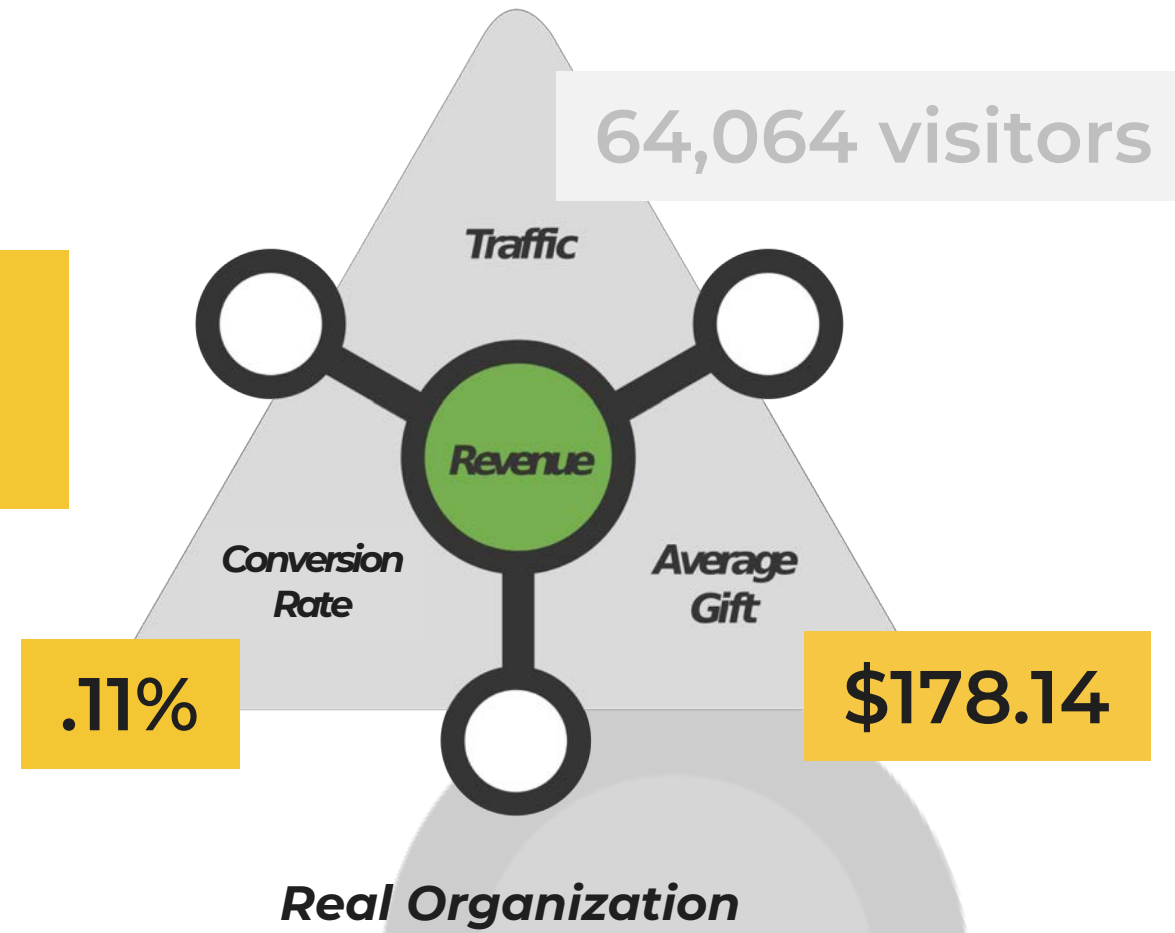
These metrics **do not exist in isolation**. They are interconnected.



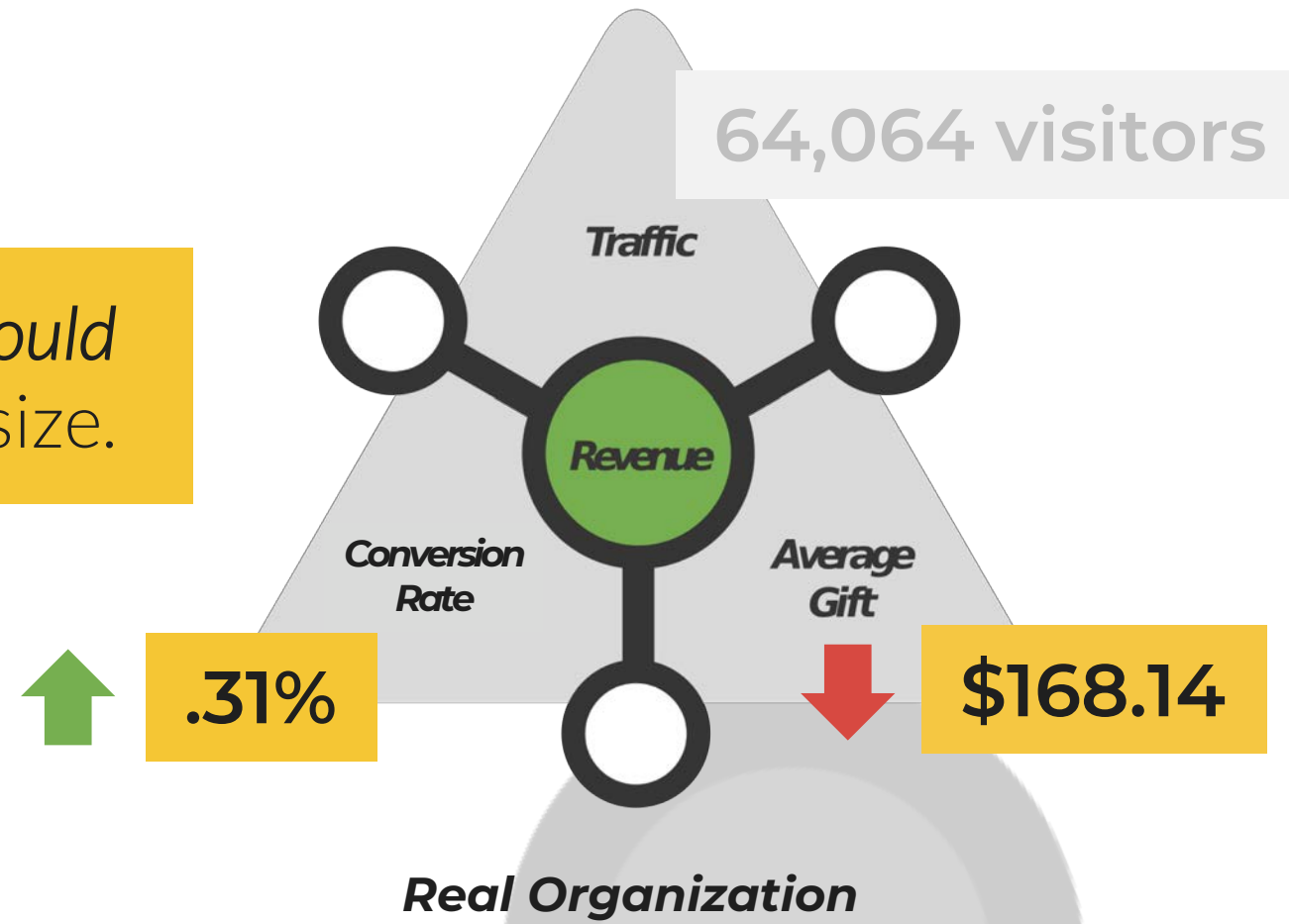
A low conversion rate and a high average gift could mean that your few donors are your most committed donors.



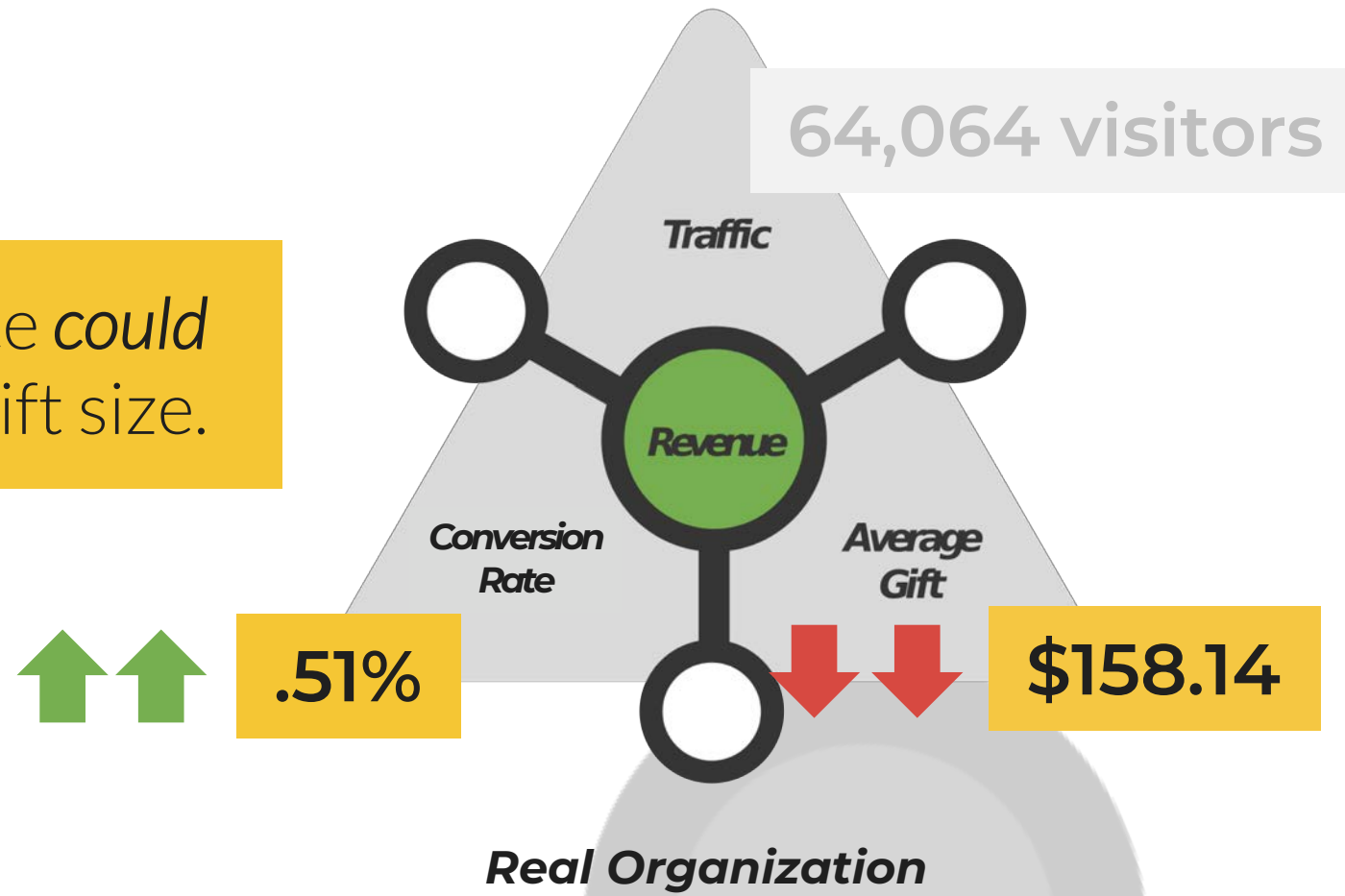
Getting more people to donate *could* mean a slightly lower average gift size.



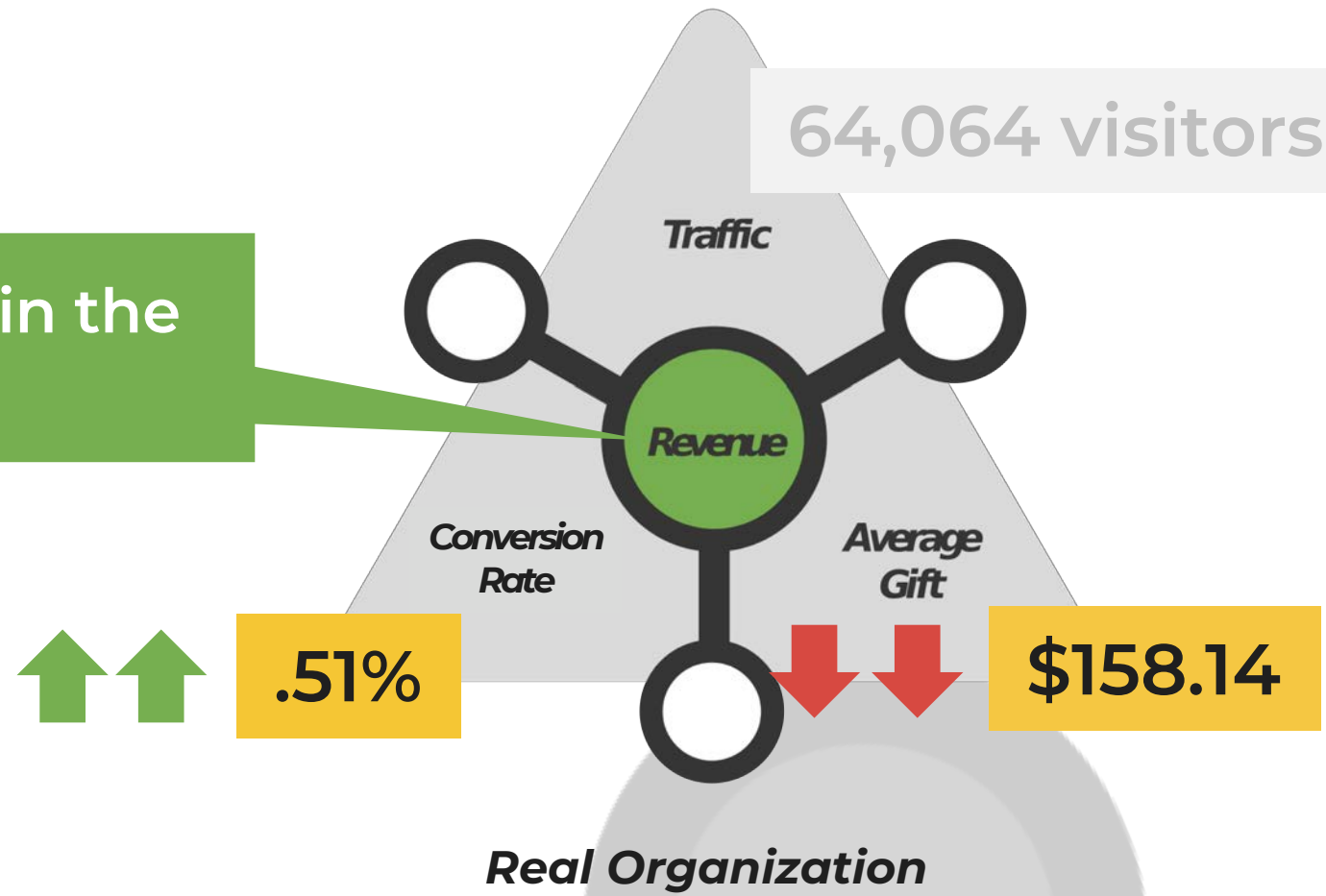
Getting more people to donate *could* mean a slightly lower average gift size.



Getting more people to donate *could* mean a slightly lower average gift size.



Make sure revenue is moving in the right direction.

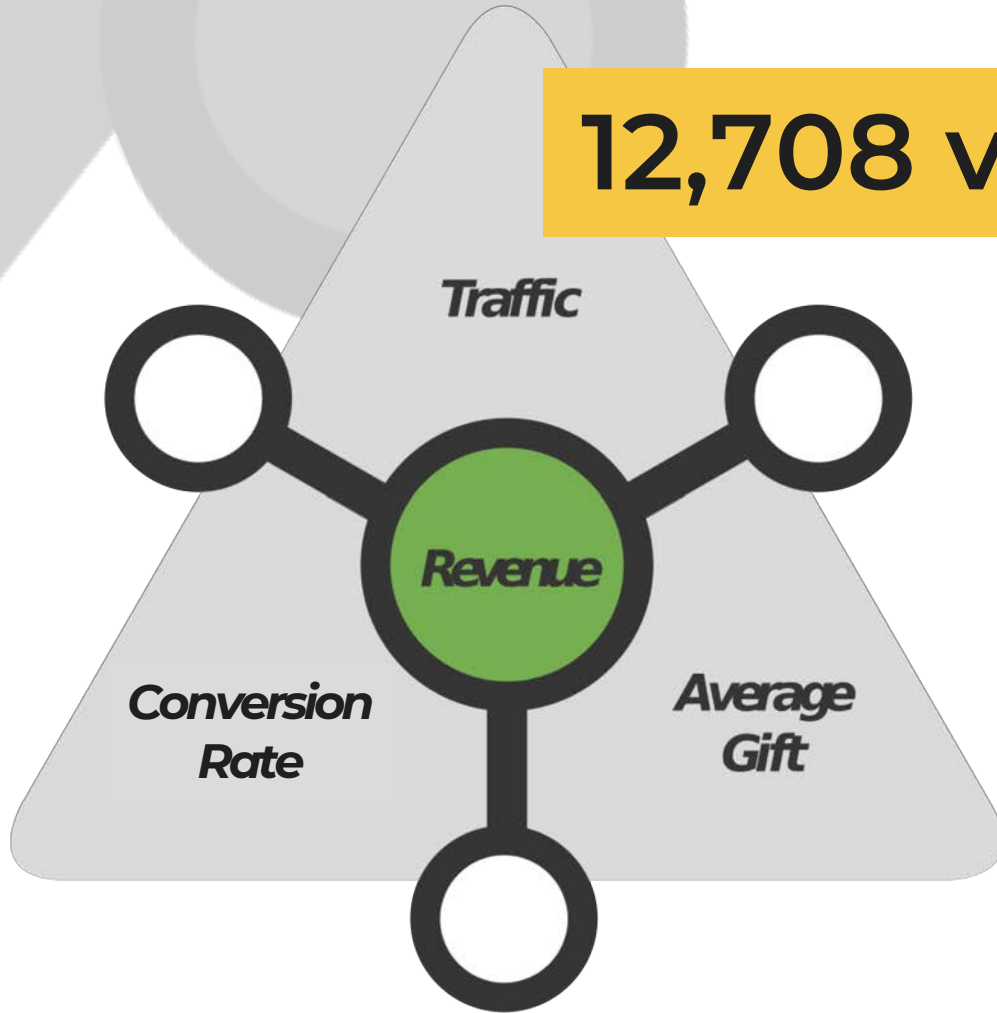


You can get an even better baseline by looking at organizations with similar traffic.



The 3 Key Metrics

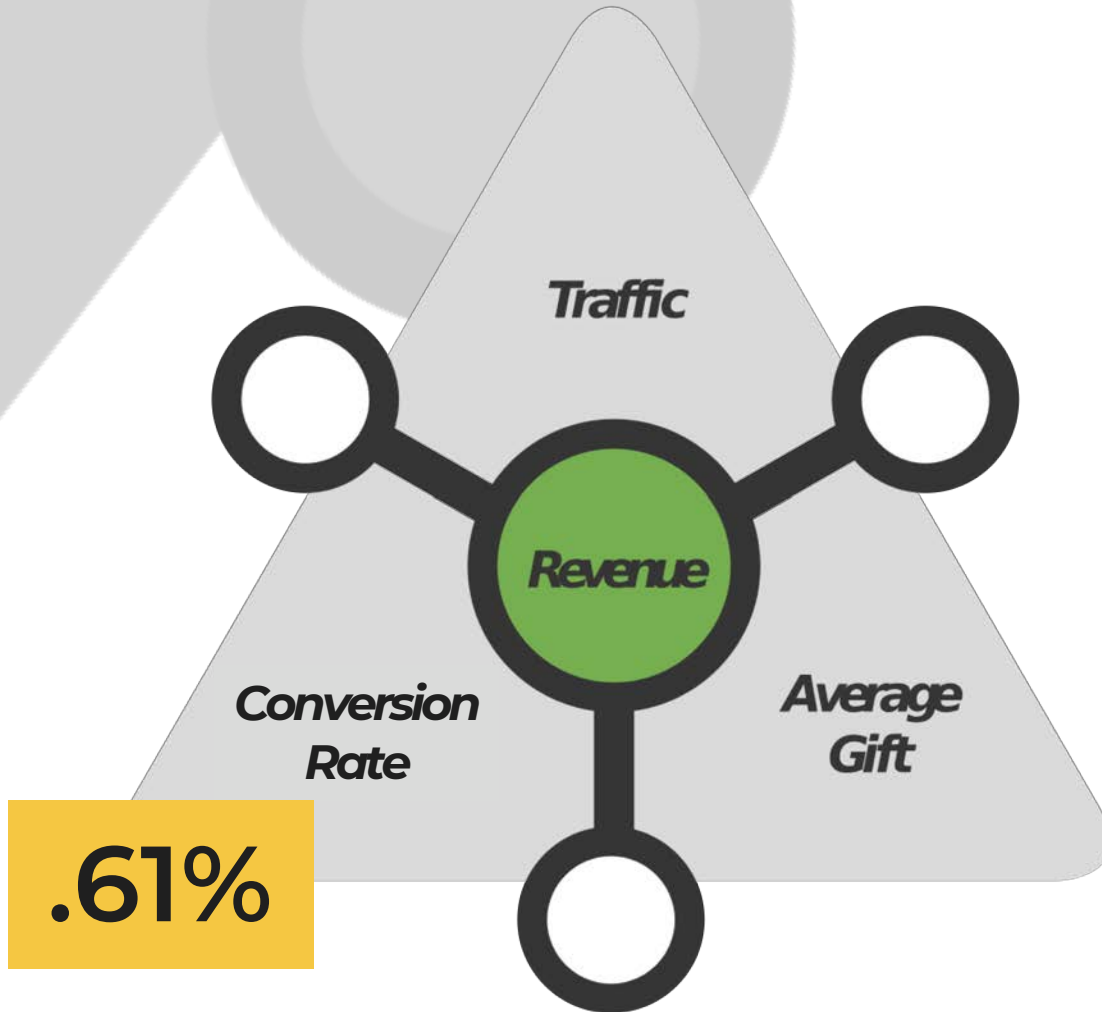
12,708 visitors



↑ As high as 8.9 Million.

↓ As low as 5.

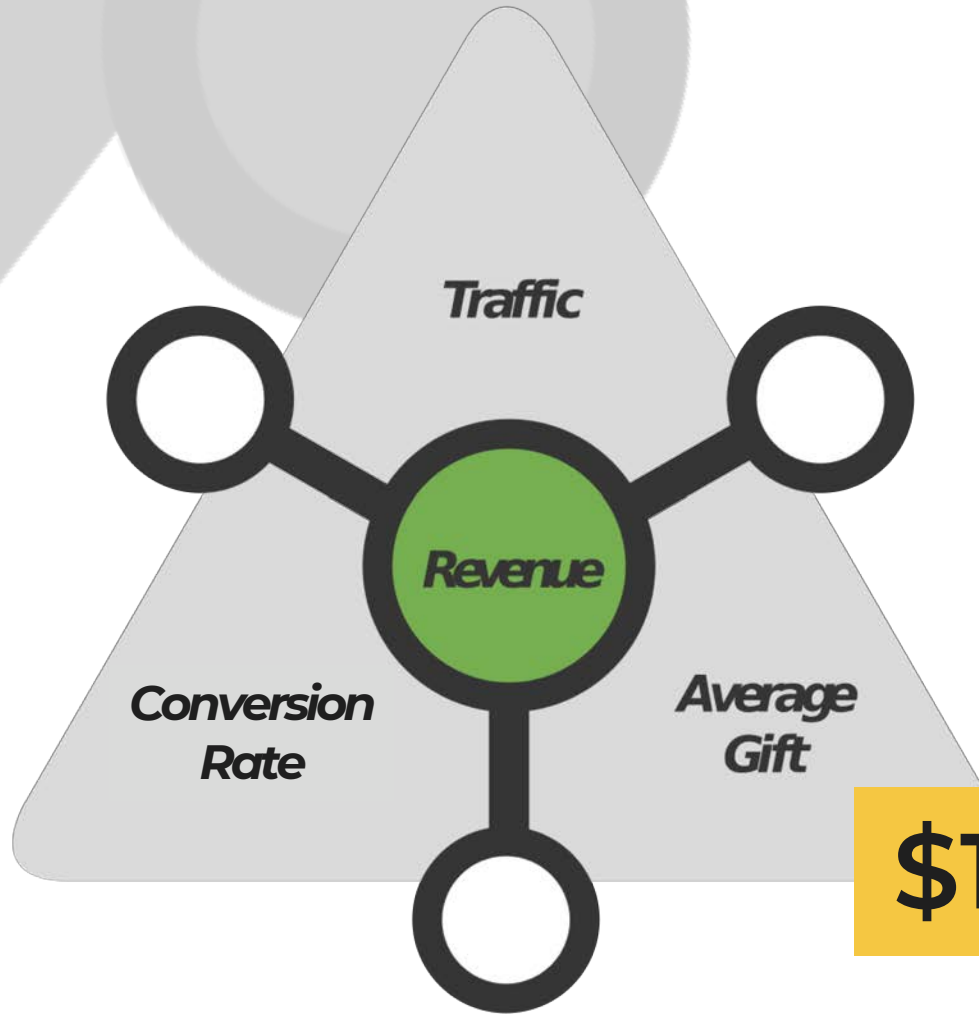
The 3 Key Metrics



↑ As high as 83%.

↓ As low as 0%.

The 3 Key Metrics



↑ As high as \$759.

↓ As low as \$0.

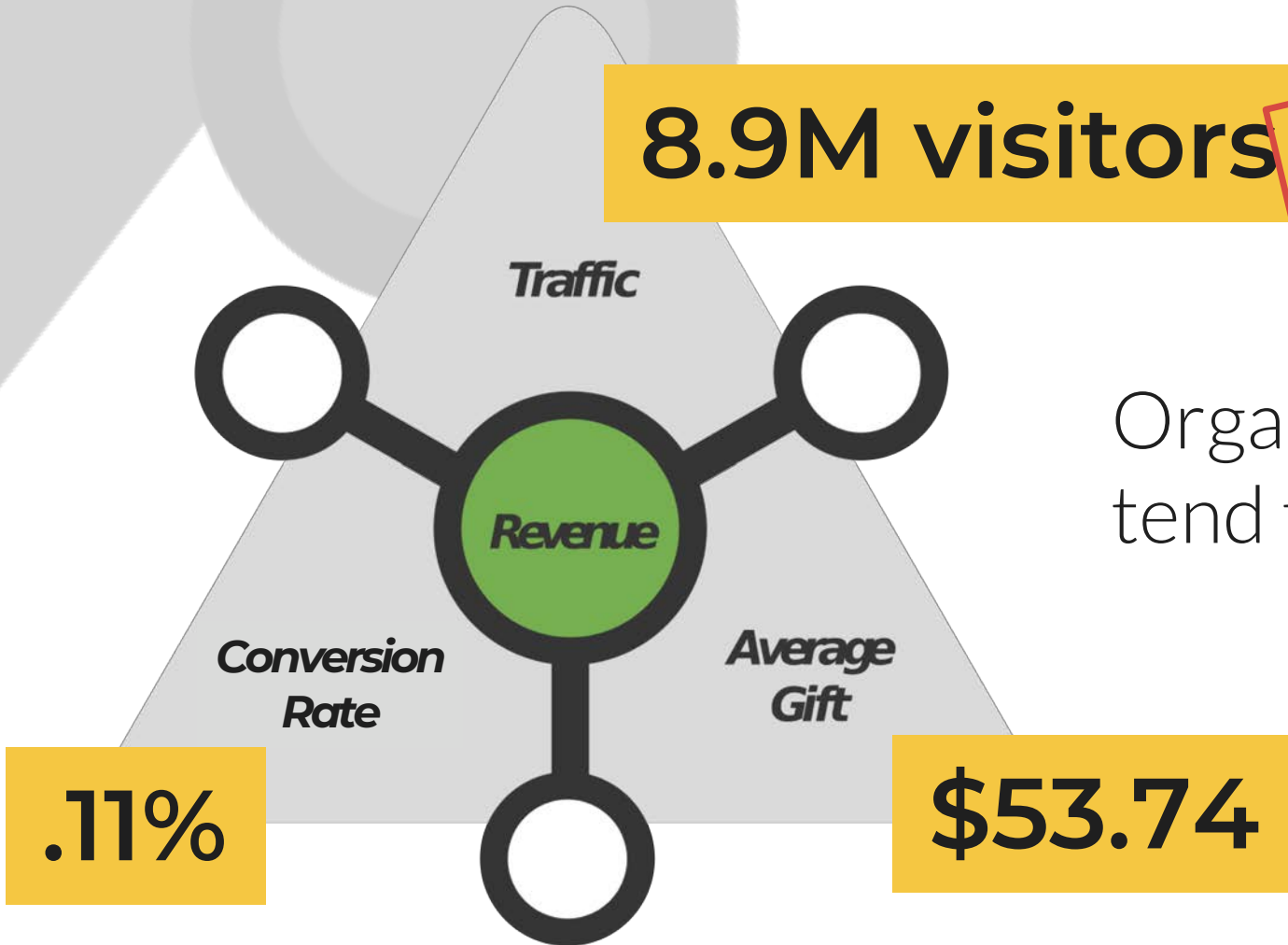
\$106.71

The 3 Key Metrics

8.9M visitors

REAL ORGANIZATION

Organizations with *lots of traffic* tend to have *lower conversion rates*.



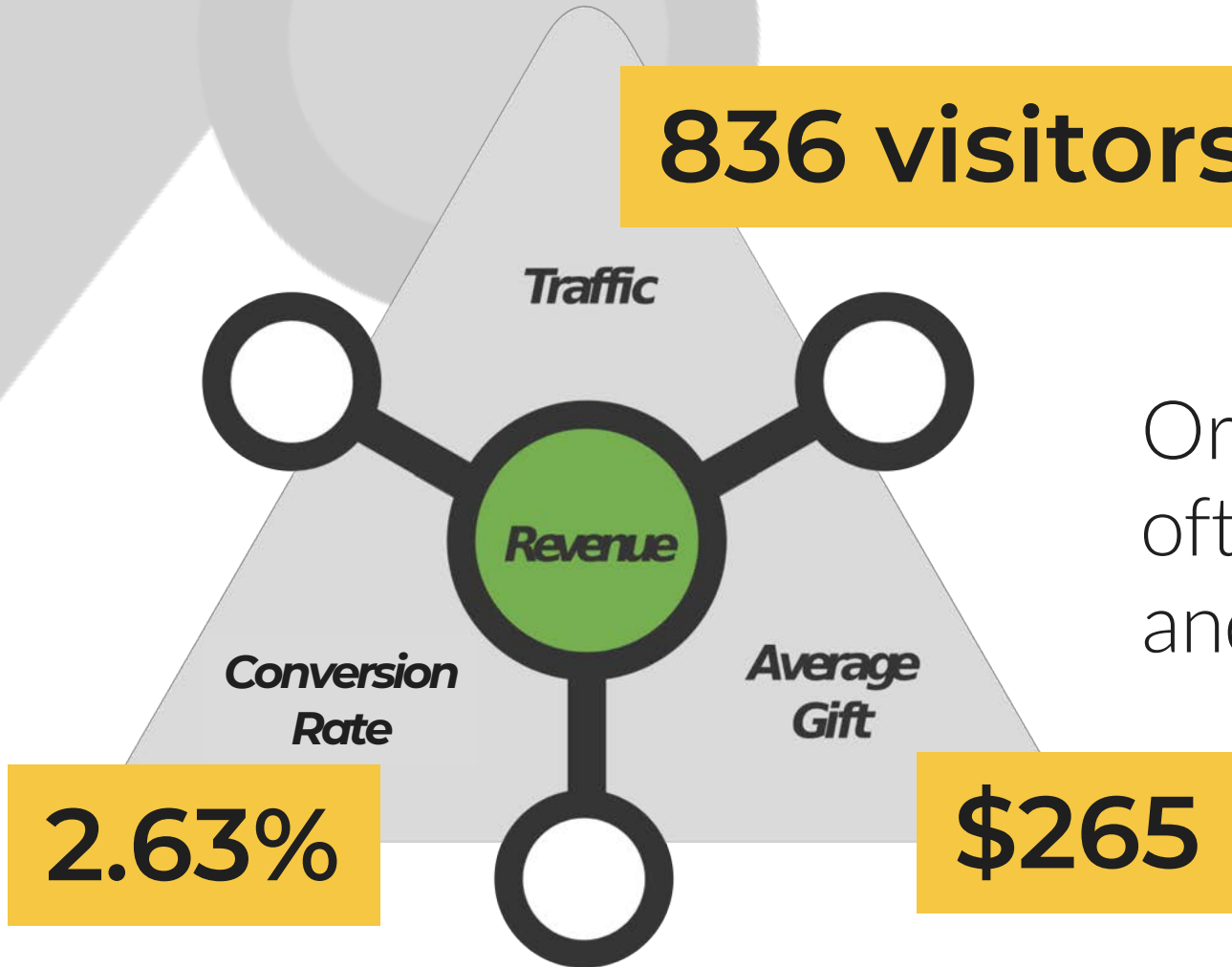
Metrics above represent a real organization's key metrics from 2018.



The 3 Key Metrics

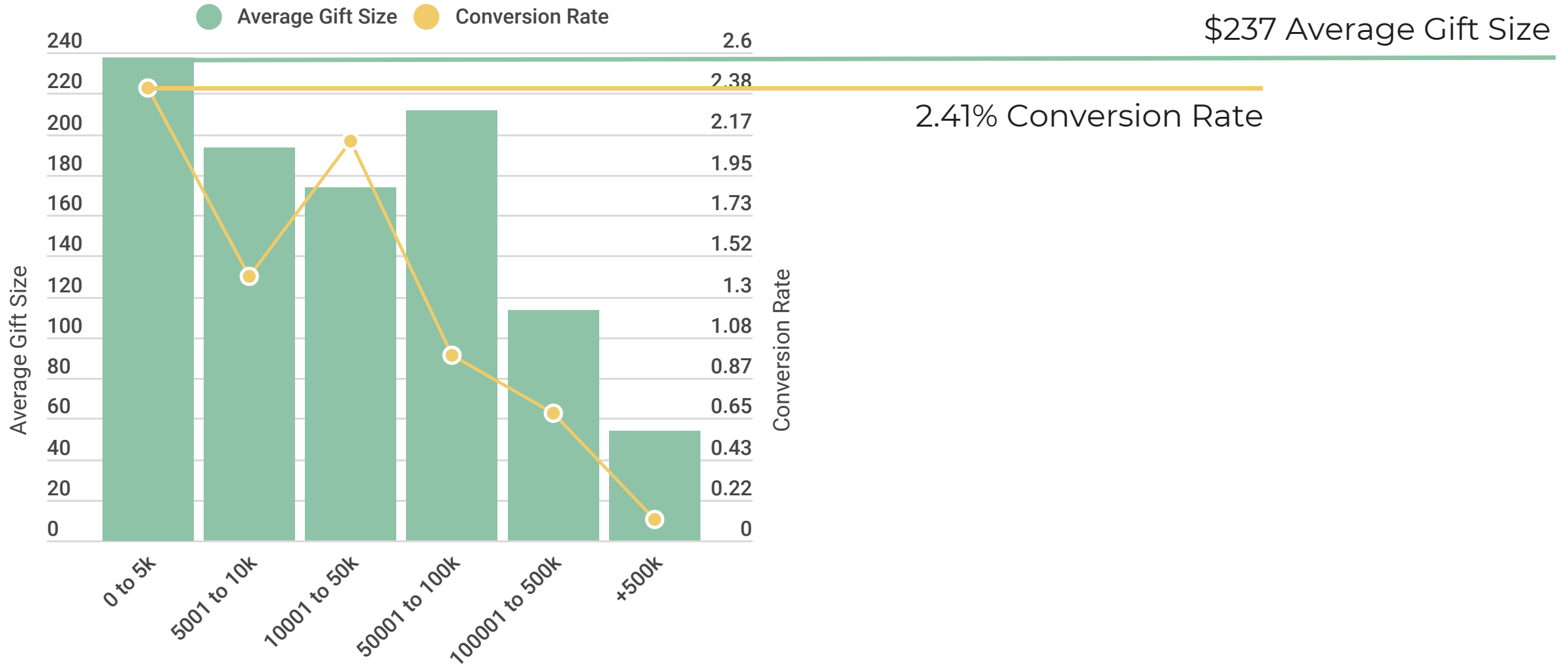
836 visitors

REAL ORGANIZATION



Organizations with *low traffic* often have *higher conversion rates* and *average gift size*.

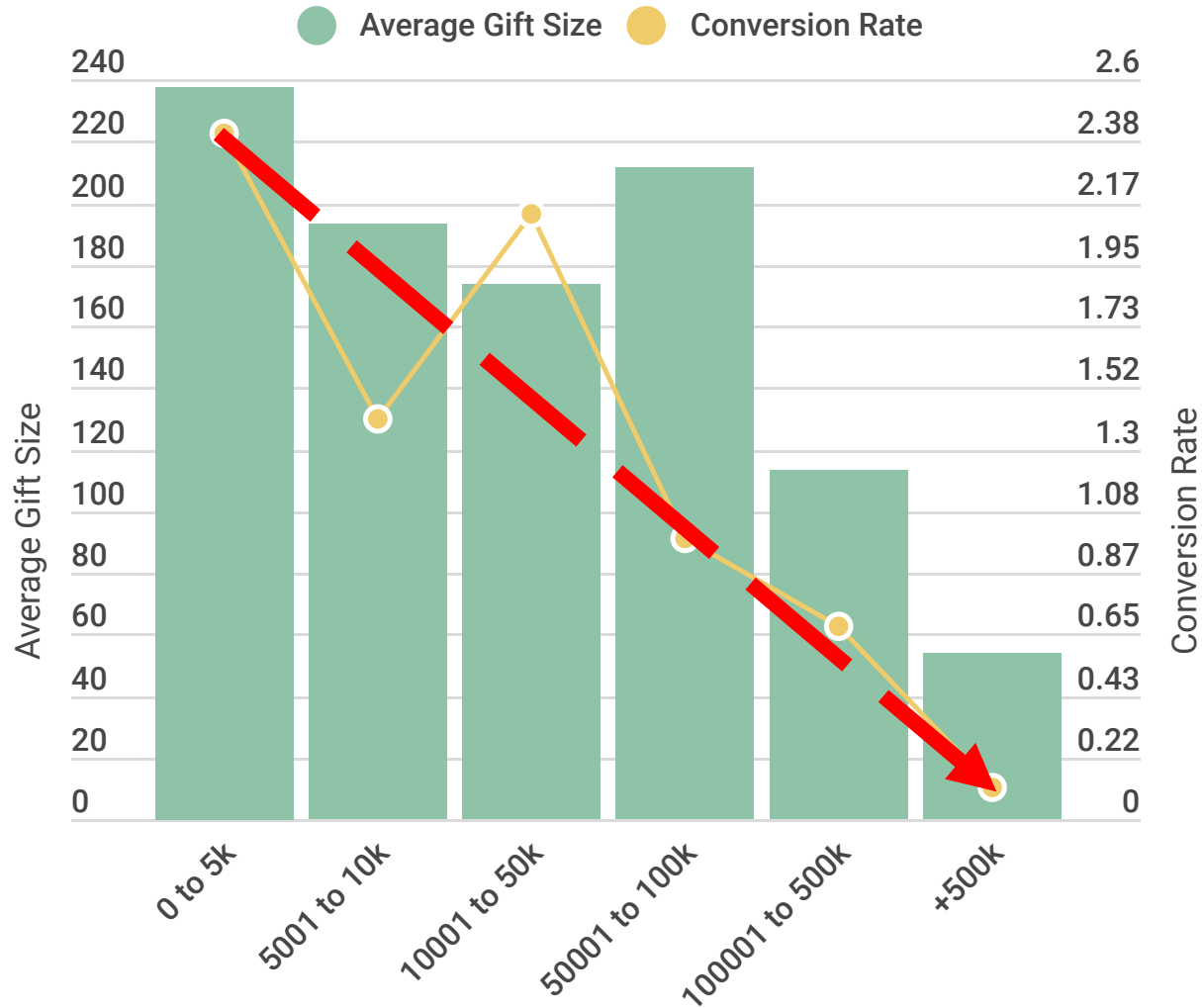
Conversion & Avg. Gift by Traffic Volume



Metrics above based on average of 2018 data from each traffic group.



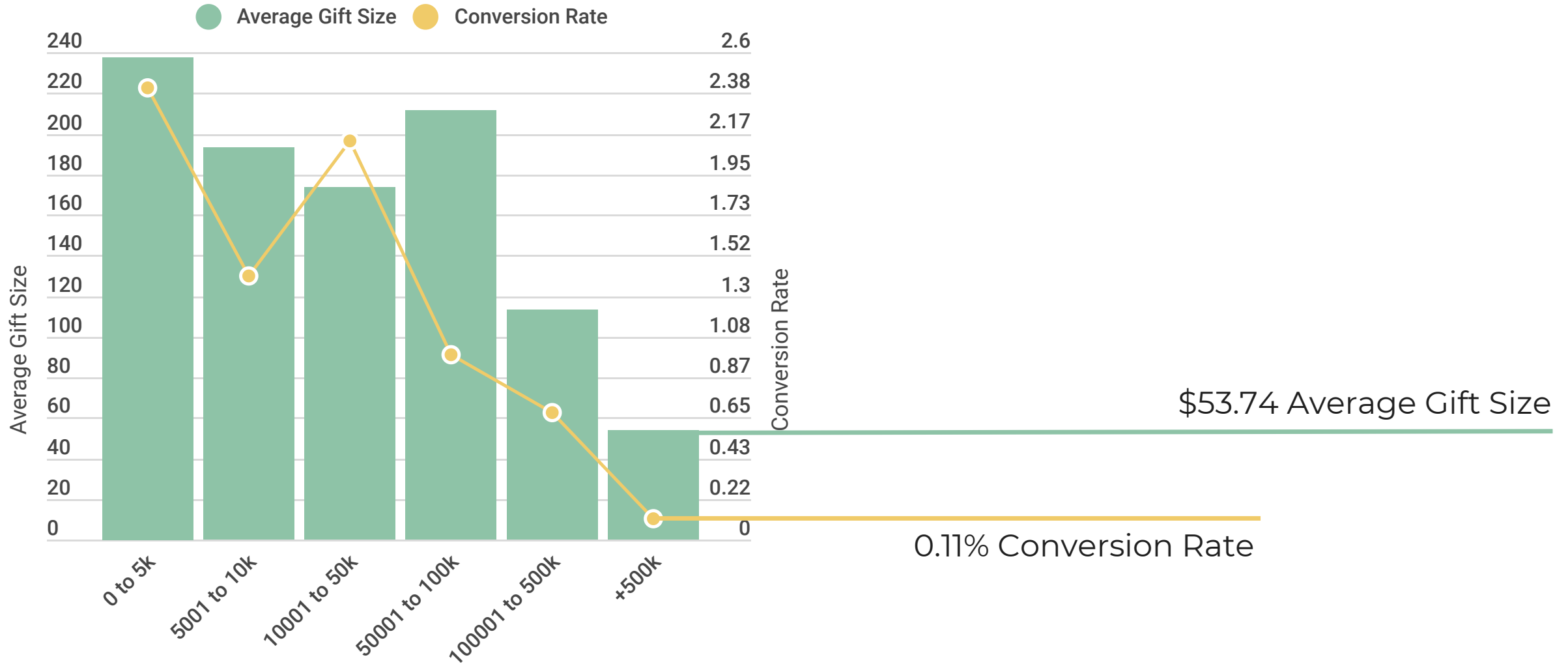
Conversion & Avg. Gift by Traffic Volume



The *more traffic* an organization has, the *lower* the *conversion rate* and *average gift* tend to be.

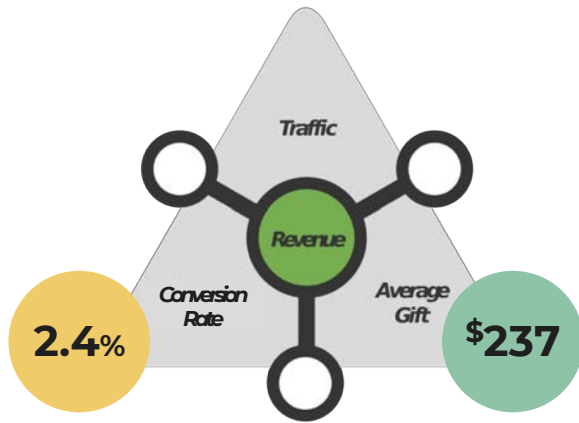


Conversion & Avg. Gift by Traffic Volume

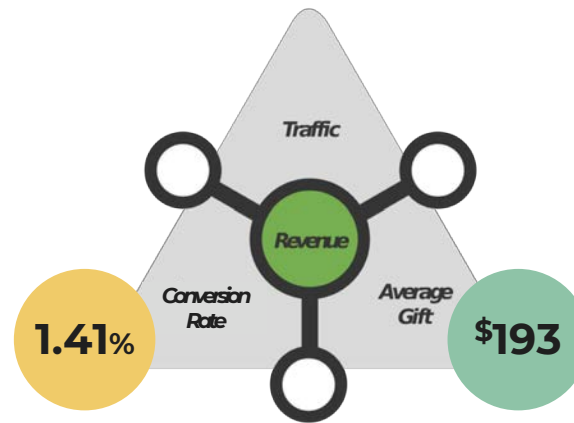


Metrics above based on average of 2018 data from each traffic group.

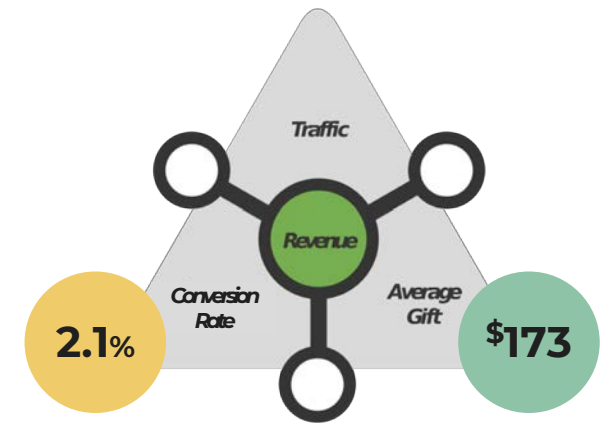




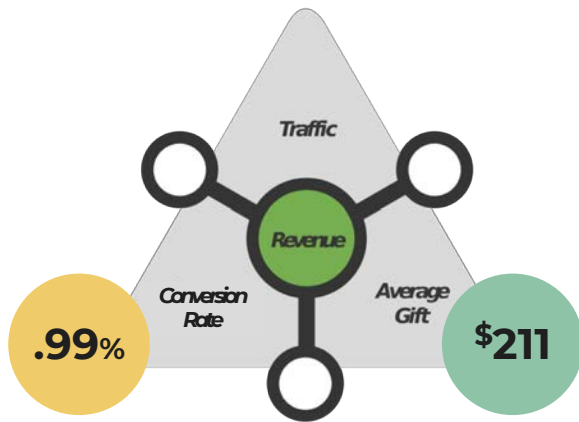
0 to 5k



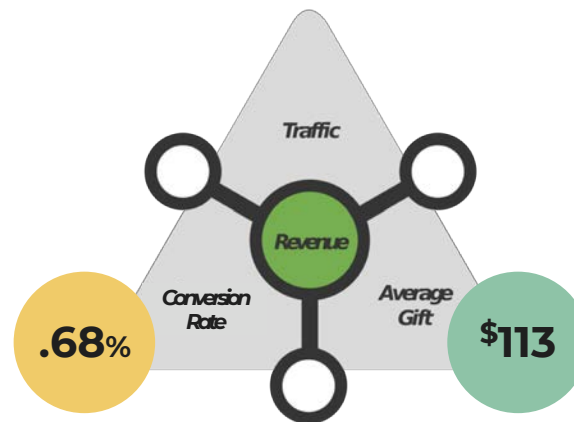
5001 to 10k



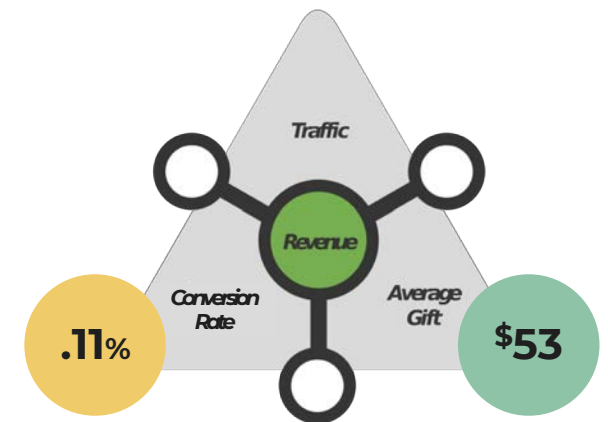
10001 to 50k



50001 to 100k



100001 to 500k



+500k

Metrics above based on average of 2018 data from each traffic group.



We also looked at Google Analytics data for 73 organizations...

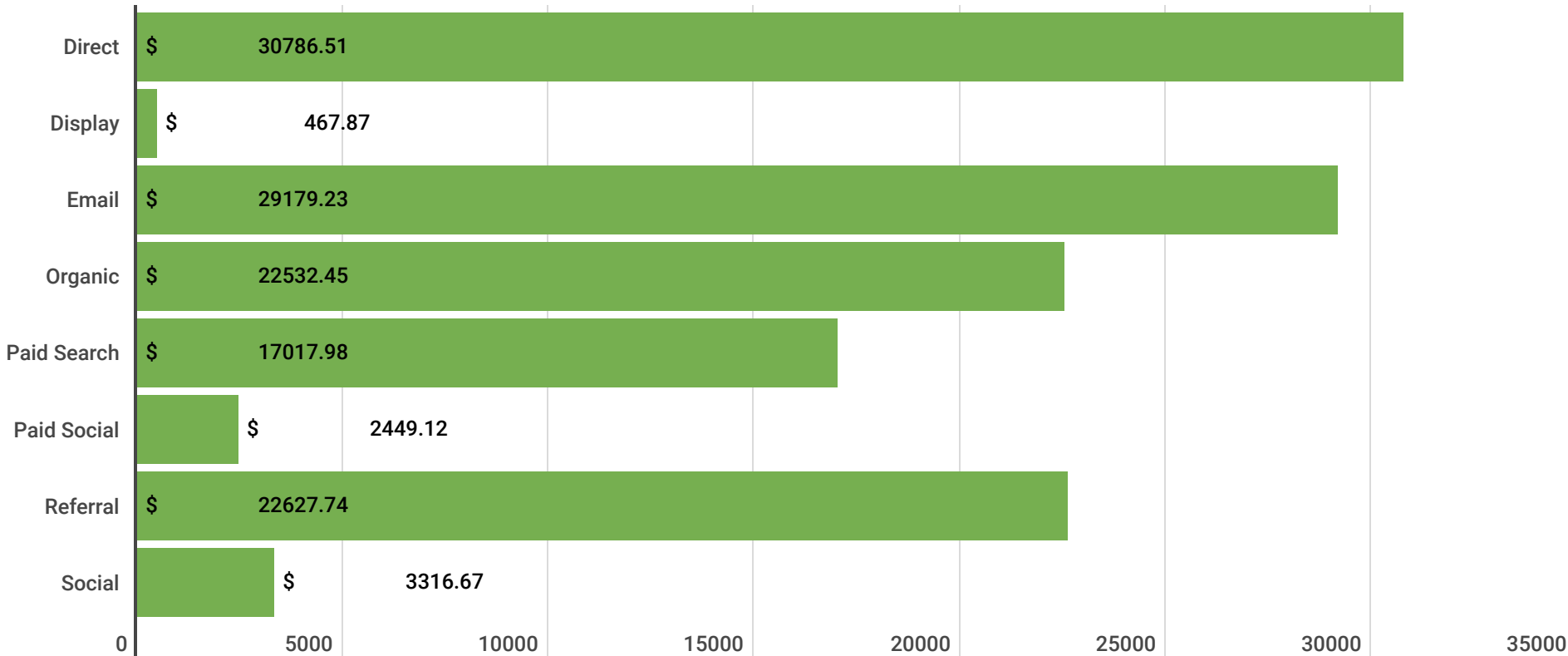


1 Which channels appear to be best for *converting donors* and *growing revenue*?

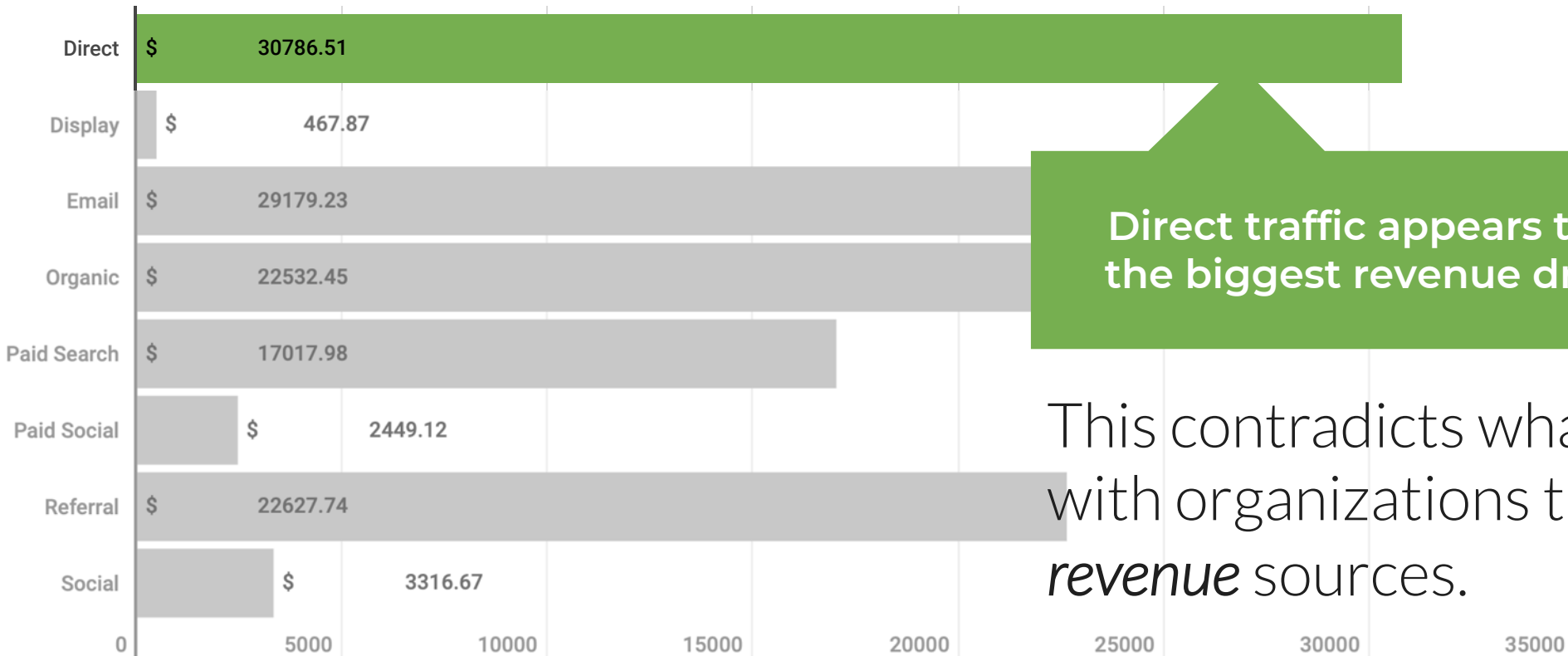
2 Which channels appear to be best for *engaging donors* (and potential donors) with content?



Average Revenue Per Channel



Average Revenue Per Channel



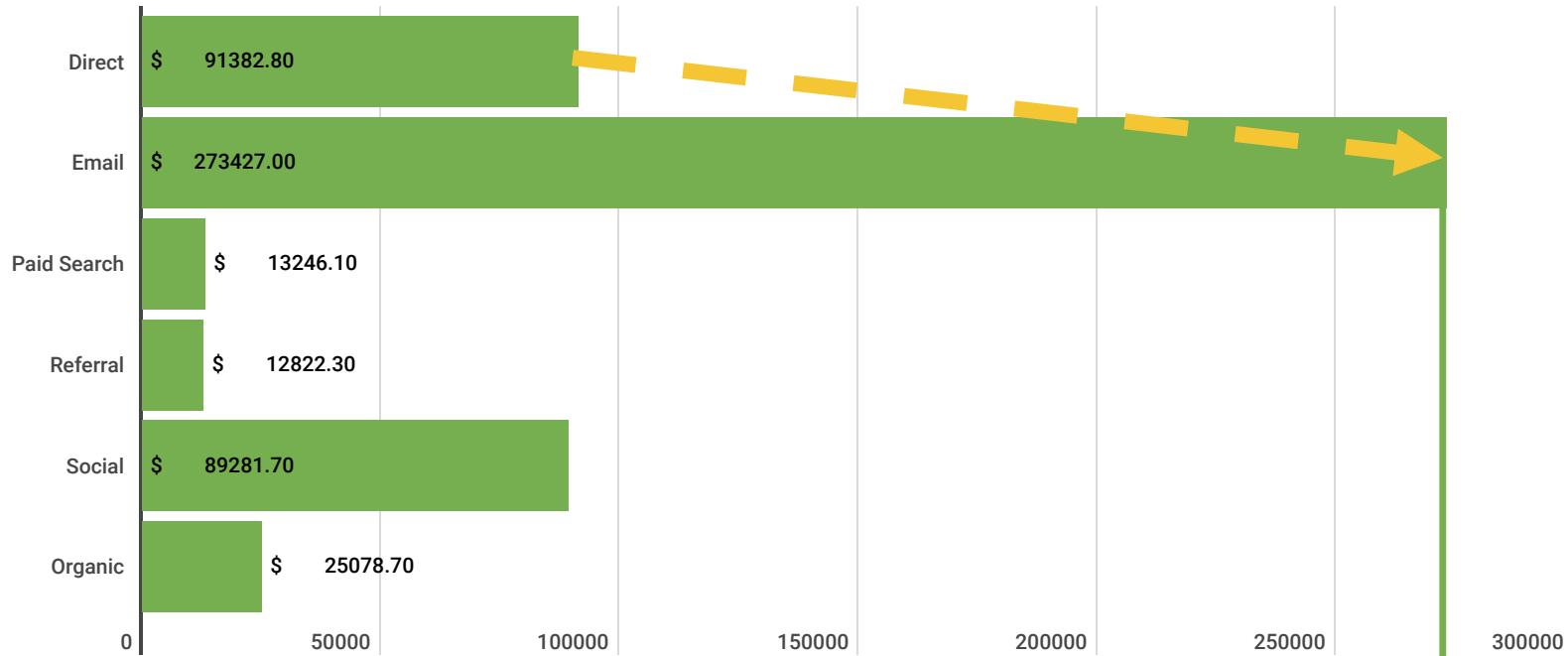
Direct traffic appears to be the biggest revenue driver.

This contradicts what we normally see with organizations that *properly track revenue* sources.





A Health Organization

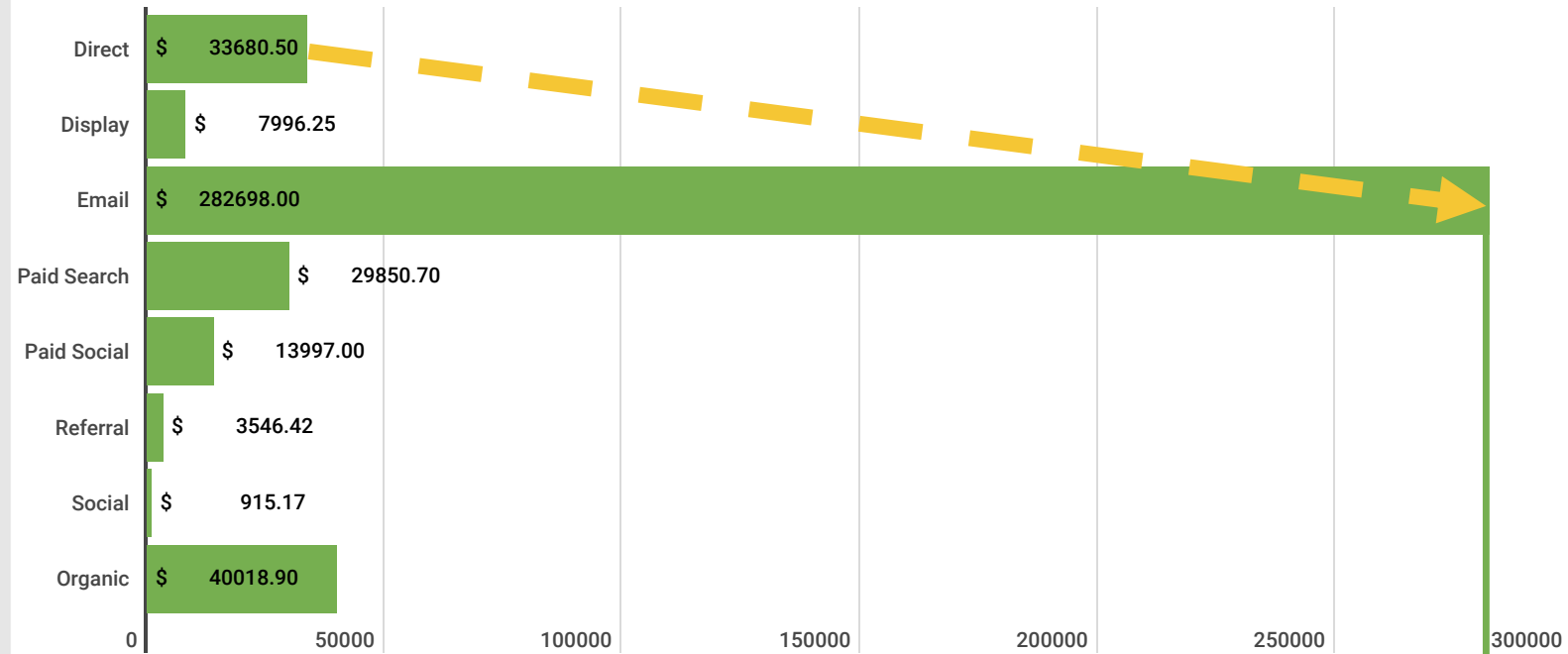


Email brings in 199% more revenue than direct traffic.



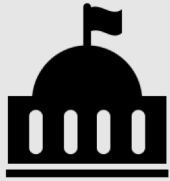


A Higher Education Institution

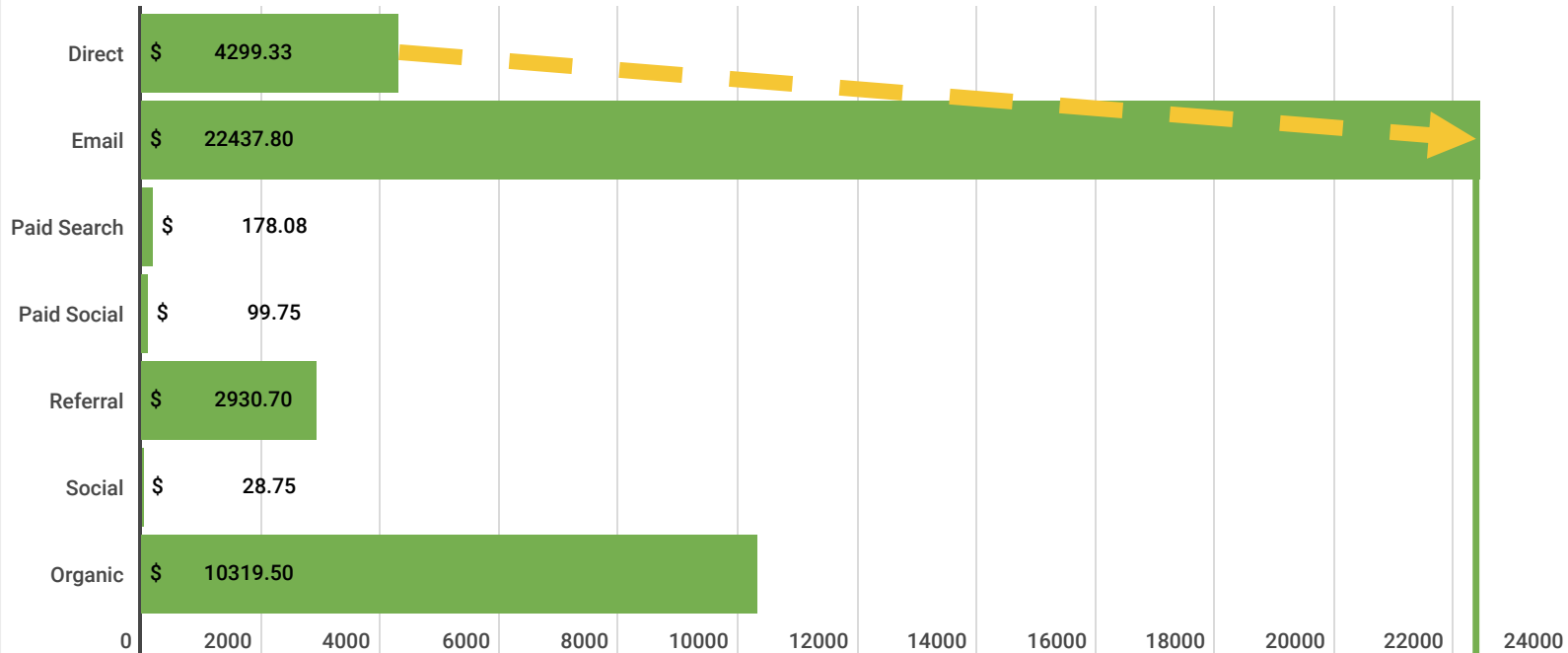


Email brings in 739% more revenue than direct traffic.





A Public Policy Organization



Email brings in 421% more revenue than direct traffic.



Quick Tip

Make sure you add *UTM parameters* to all of your marketing and fundraising campaign links.



Accurately Measure Your Marketing Campaigns

Google Analytics has provided a useful mechanism for the accurate tracking of marketing campaigns. The only problem is it isn't the easiest to use and is VERY easy to make mistakes. This tool will help you accurately create trackable links to be used across all of your marketing channels.

Create Your Perfectly Tracked URL

Get your custom marketing URL by entering the information below. Hover over the ?'s for additional guidance and examples on the purpose of each field.

URL

Campaign Name ?

Medium ?

Source ?

Content (Optional) ?

☐ Create a shortened URL

GET LINK

Get Your Own UTM Maker Instance

When you sign up for your own FREE account, you will be able to:

- Have an instance **customized to your organization** for faster setup
- **Save past campaign links** for future reference
- Connect to your Google Analytics account for **error-free campaign tracking**

Best of all, it is all **FREE**. Get started today!

First Name Last Name

Email

Organization

GET STARTED

utmMaker.com

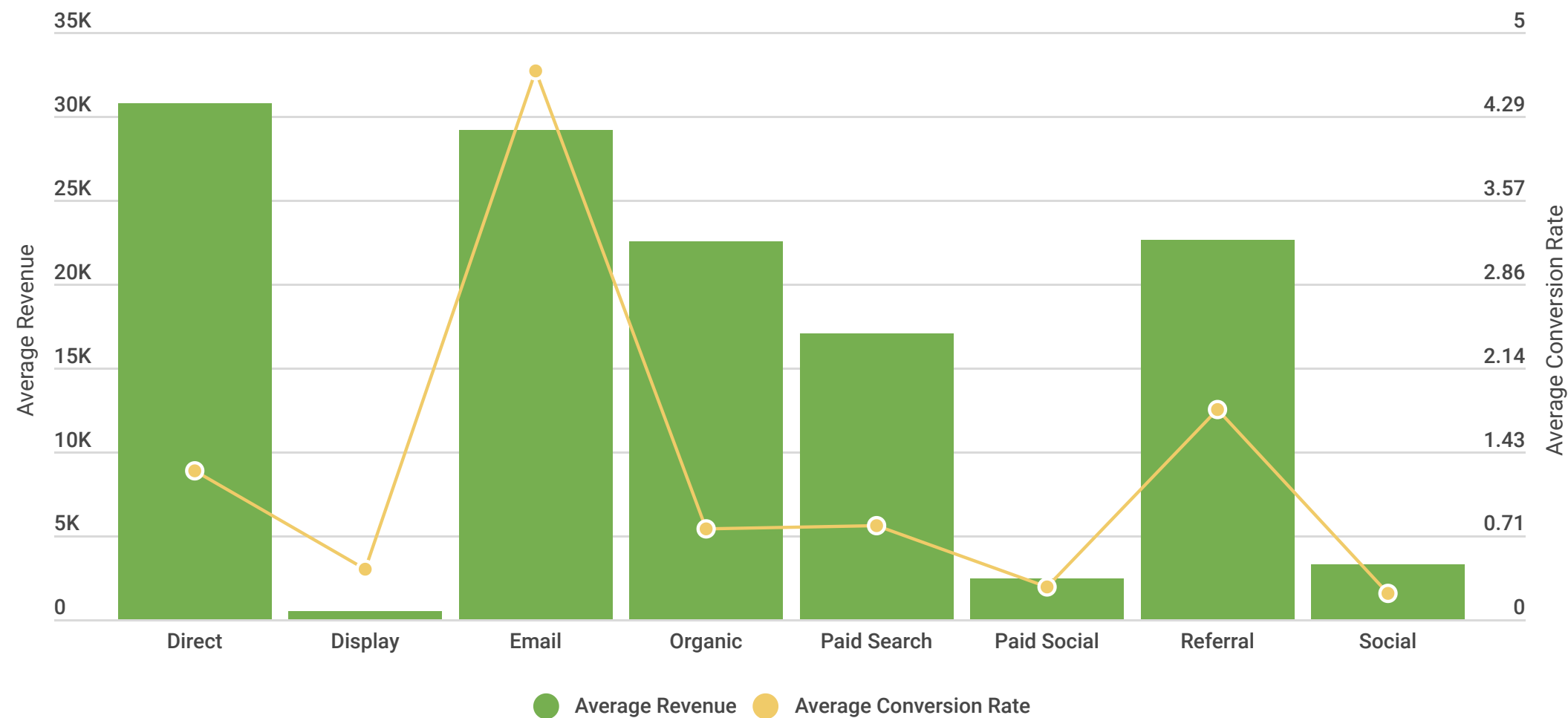
This tool will help you craft a perfectly tracked linked for each campaign.



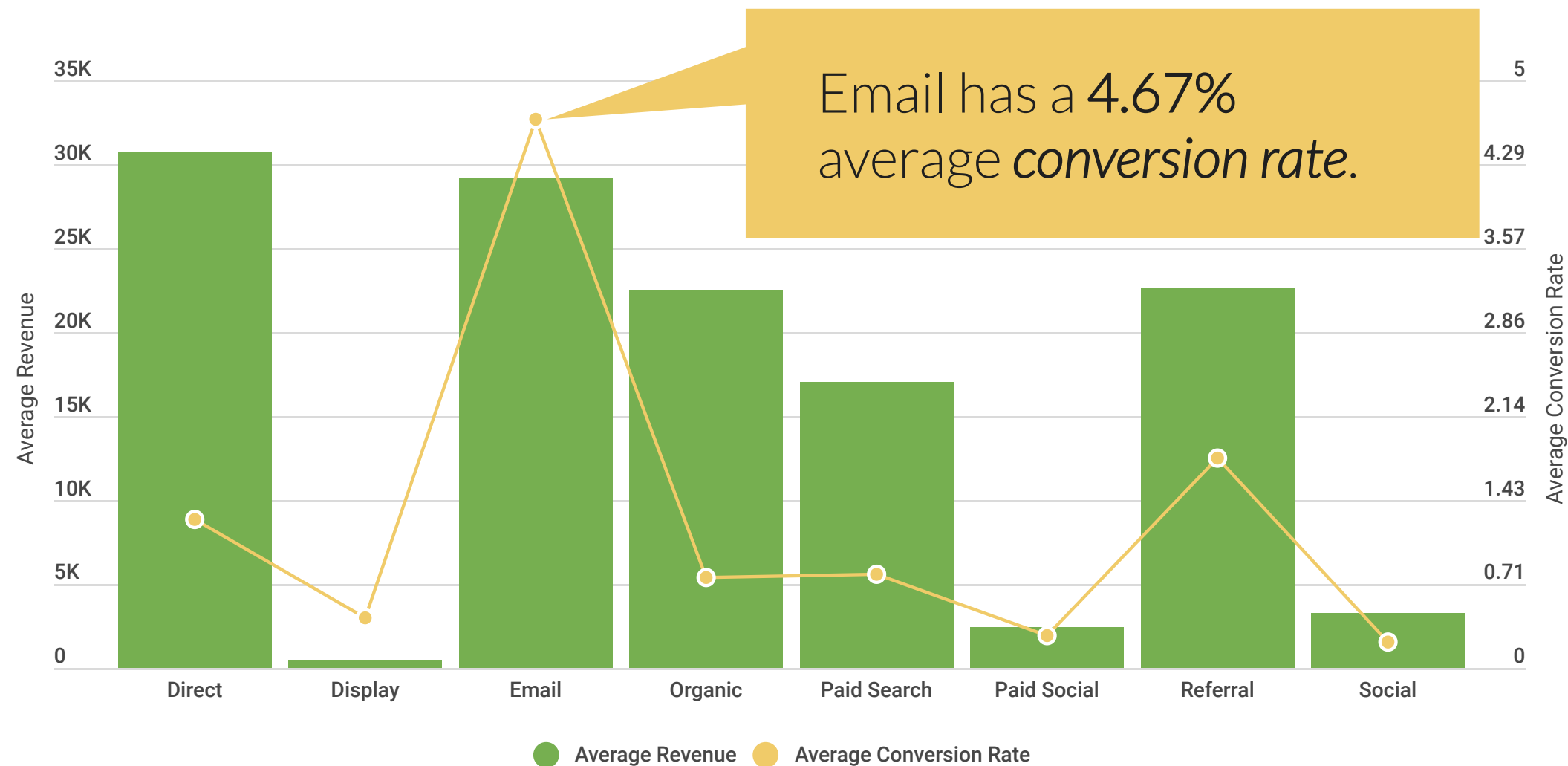
Why is **email** such a big
revenue driver?



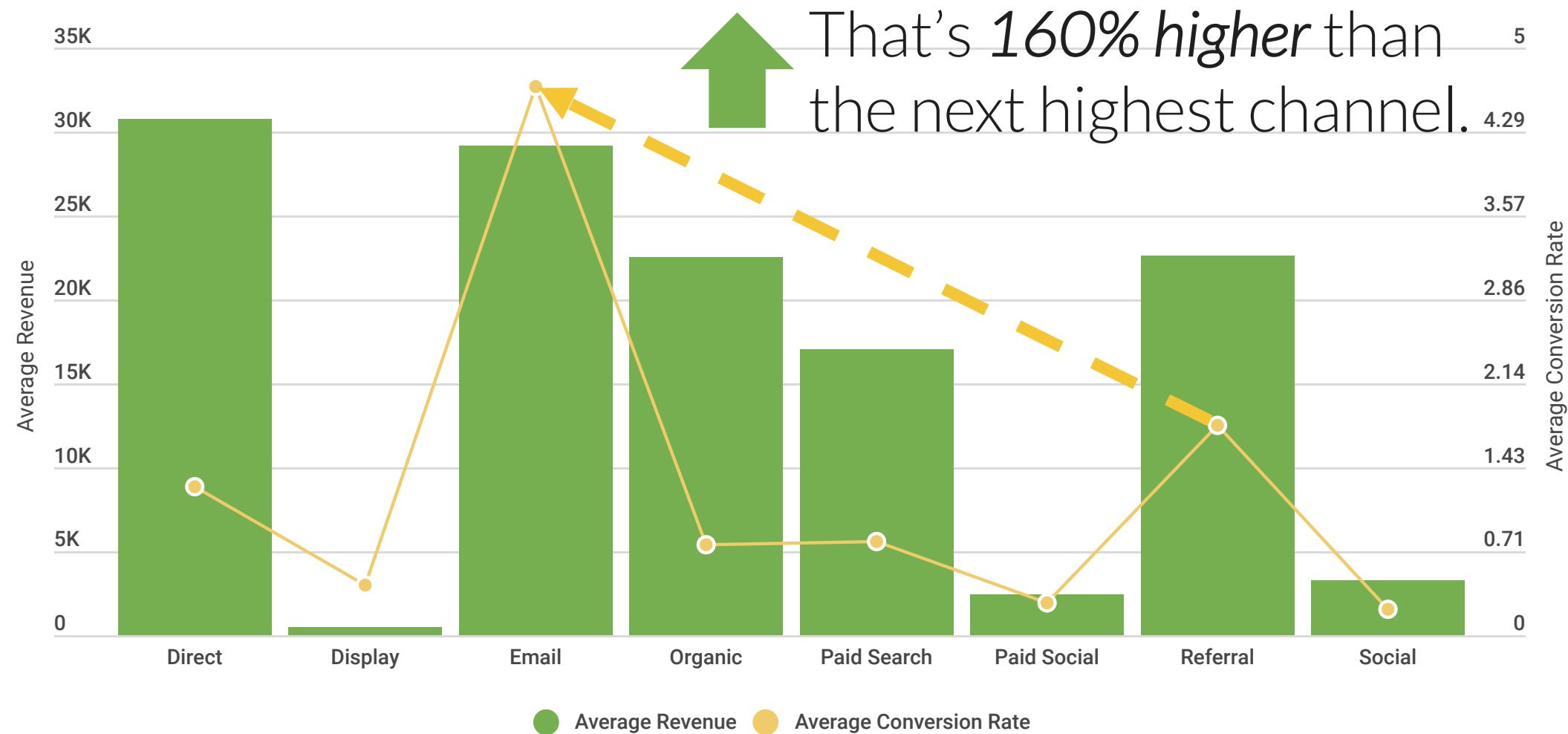
Average Conversion Rate Per Channel



Average Conversion Rate Per Channel

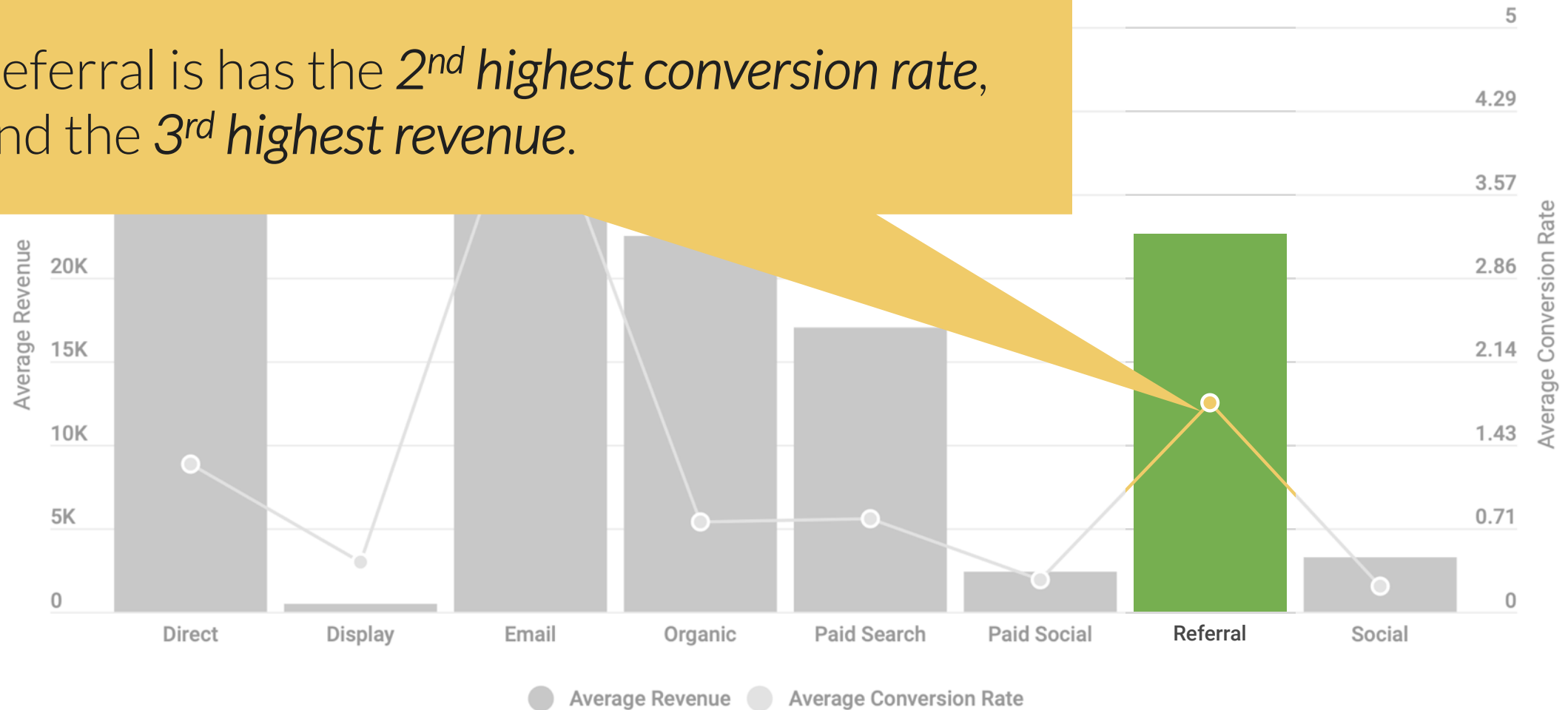


Average Conversion Rate Per Channel



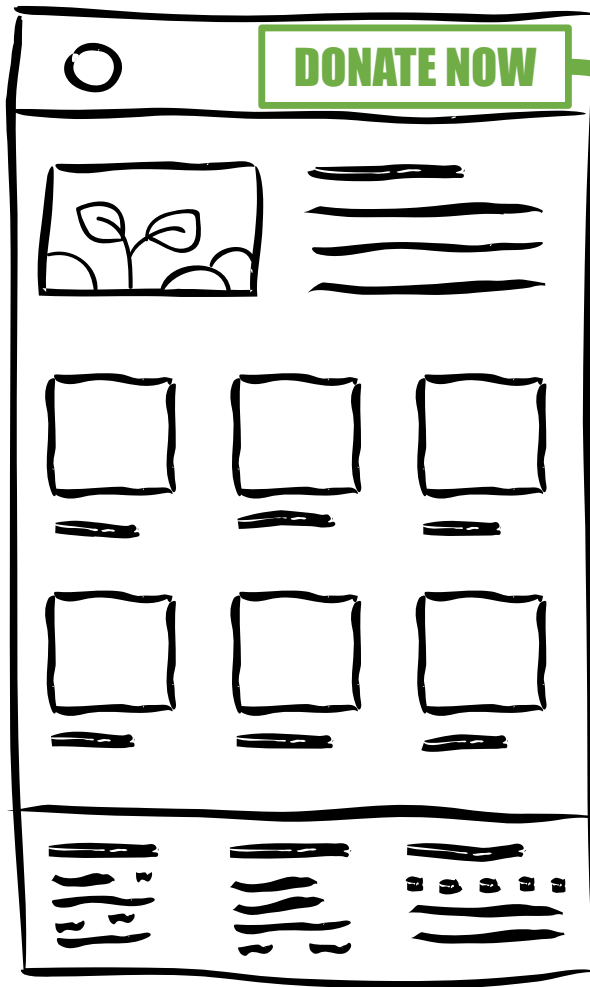
Average Conversion Rate Per Channel

Referral is has the 2nd highest conversion rate, and the 3rd highest revenue.

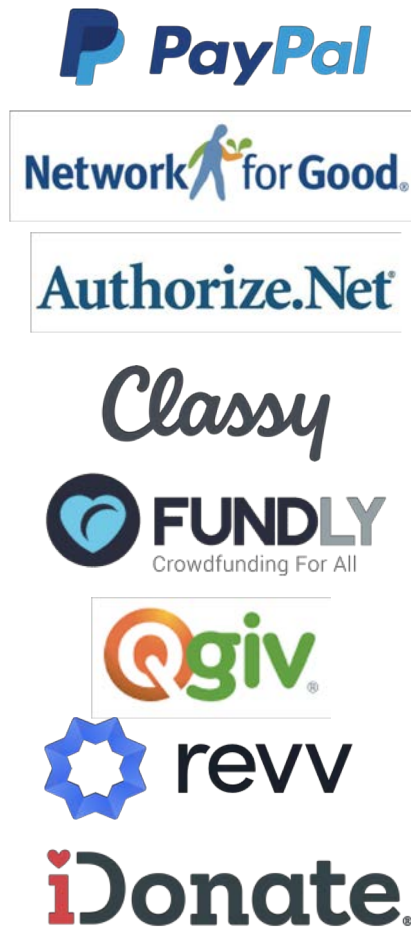


A note on referral
donations...

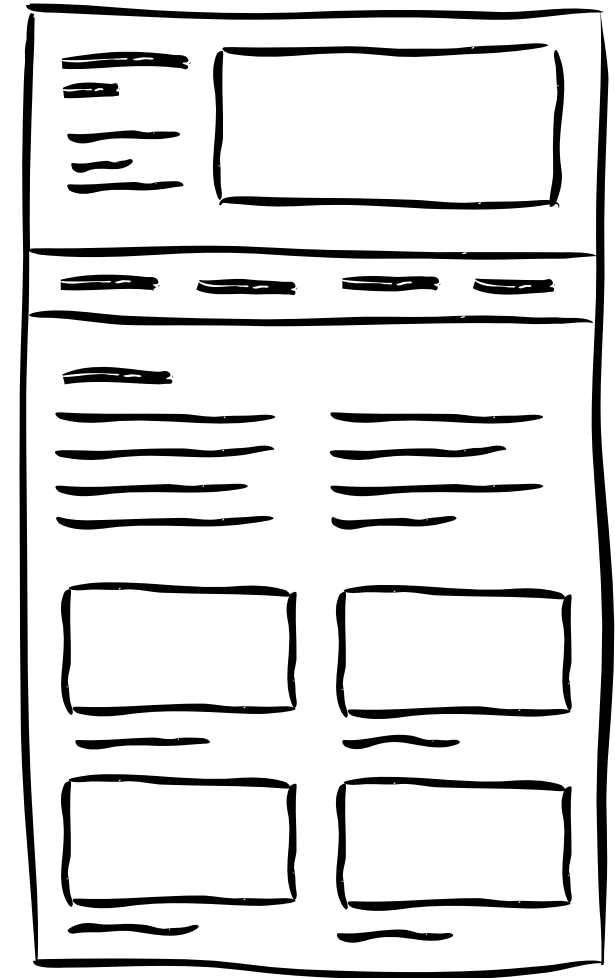




Your Website with a Donation Link



Donation page » Payment Processing



Your Confirmation Page



Google Analytics

Your Website with a Donation Link

DONATE NOW



PayPal

Network for Good

Authorize.Net

Classy

When configured properly, Google Analytics should see this all as 1 session.

revv

iDonate.

Donation page » Payment Processing

But...

Your Confirmation Page

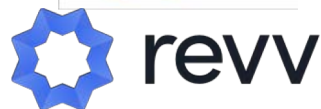




If either the donation page or the payment processing is *on a new domain* (without cross-domain tracking)...



Your Website with a Donation Link



Donation page » Payment Processing



Your Confirmation Page



...Google thinks this confirmation page visit is a *new referral session*.

Your Website with a Donation Link

Donation page » Payment Processing

Your Confirmation Page

PayPal

Network for Good

Authorize.Net

Classy

FUNDLY
For All

giving

revv

iDonate.



And as a result...



YOUR DONATIONS

Where should your gift go?

Where Most Needed

[Search for a different fund »](#)

How much would you like to give?

\$75

\$75 covers the cost of flying a young pig to a family to provide ongoing income.*
*estimate

[+ Additional Options](#)

Monthly +

Once »

www.organization.org

Blackbaud Payment Service™

[Privacy](#) | [Your payment is secure](#)

Amount: **\$77.00** total

Description: Sales Order Cart

Email: nathan@nextafter.com

Phone: 3092656844

Country: United States

Address: 5810 Tennyson Parkway
Suite 102

City: Plano

State & ZIP: Texas 75024

Name on card: Nathan Hill

Card number:



Expiration: month year

CSC:



Cancel

Complete payment

payments.blackbaud.com



Quick Tip

Talk to your IT department or your donation provider to make sure your donations get *attributed to the right channels* – not just referrals.



Are some channels better
for **engagement**, rather
than donations?



The Aggregate Engagement Index

A calculation to determine which channels are driving the most engaged visitors.



The Aggregate Engagement Index

$$(AP \cdot AT) (1 - AB) + (AP / 100)$$



The Aggregate Engagement Index

$$(AP \cdot AT) (1 - AB) + (AP / 100)$$

Average Page Views Per Visitor



The Aggregate Engagement Index

$$(AP \cdot \mathbf{AT}) (1 - AB) + (AP / 100)$$

Average Time on Site in Seconds



The Aggregate Engagement Index

$$(AP \cdot AT) (1 - \mathbf{AB}) + (AP / 100)$$

Average Bounce Rate



The Aggregate Engagement Index

$$(AP \cdot AT) (1 - AB) + (AP / 100)$$

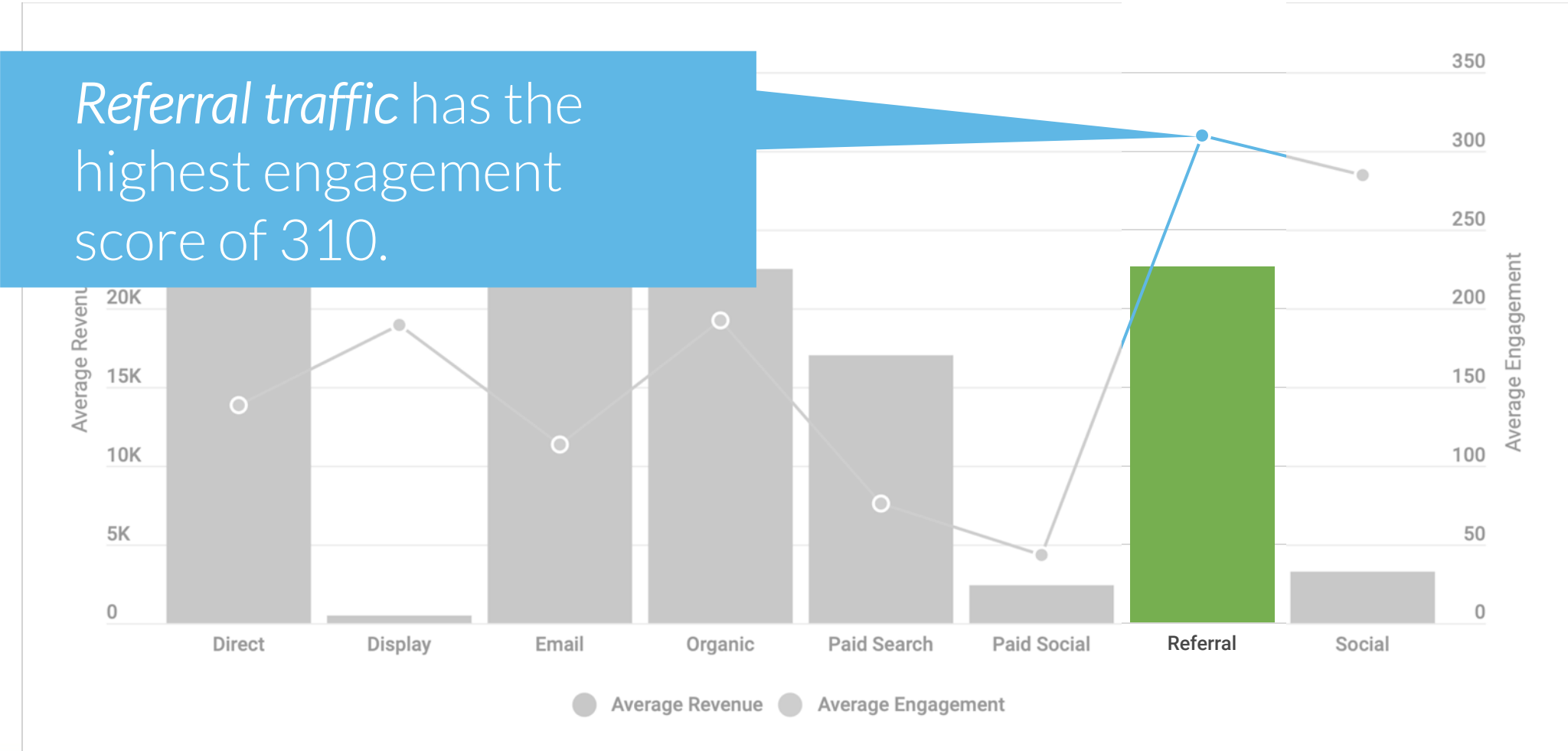
Produces a score that indicates overall visitor engagement.



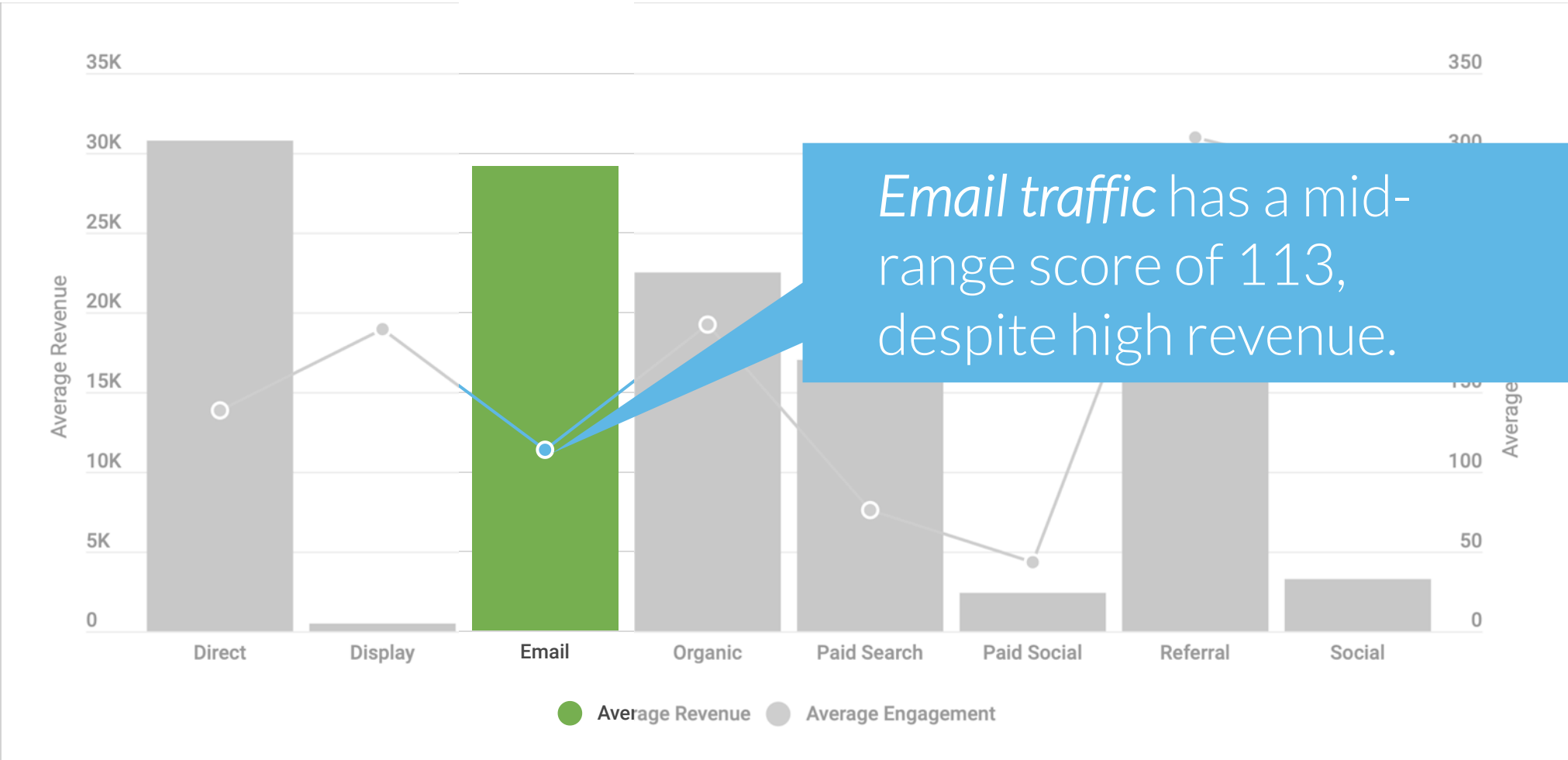
Average Engagement Rate Per Channel



Average Engagement Rate Per Channel



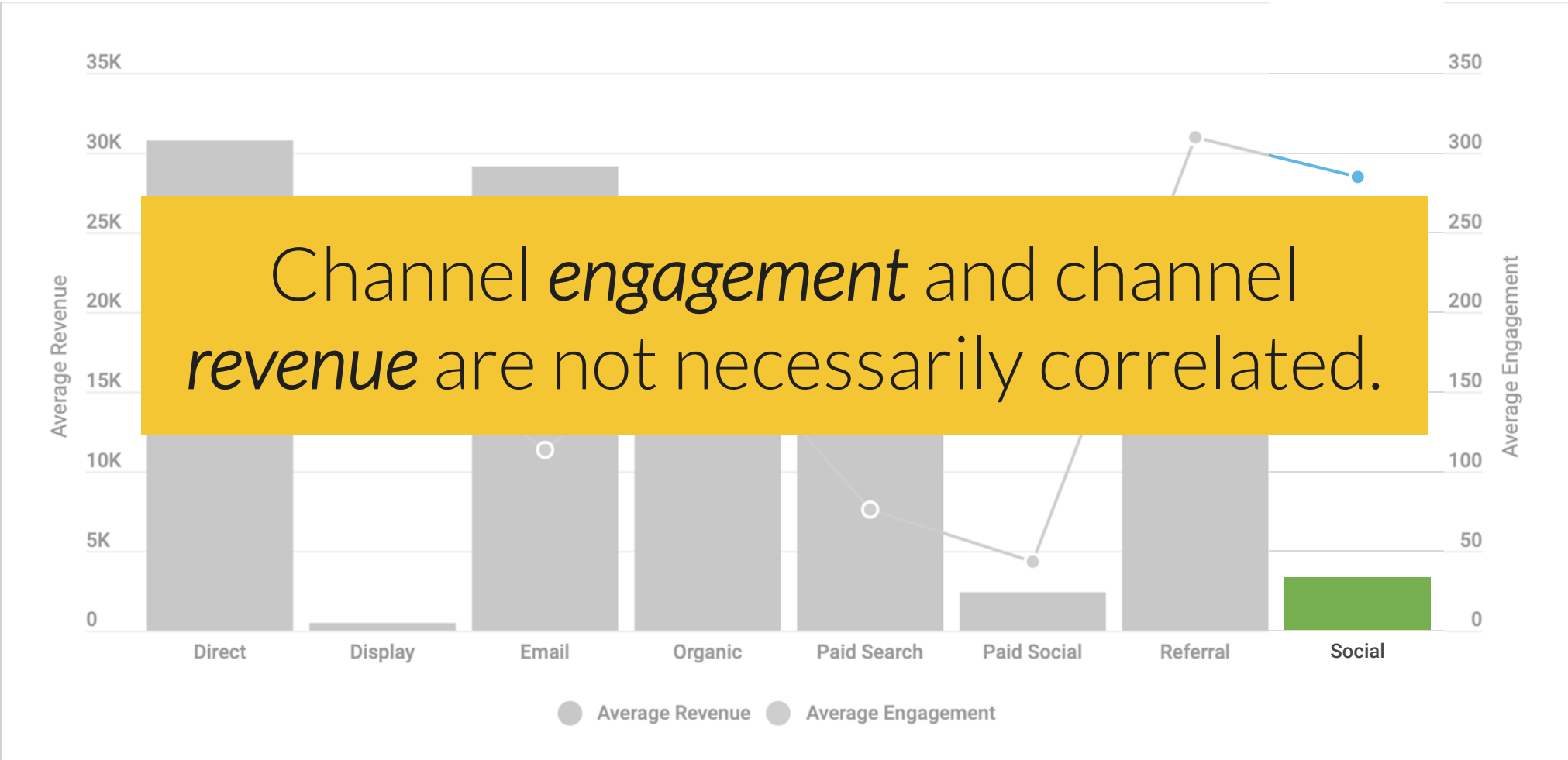
Average Engagement Rate Per Channel



Average Engagement Rate Per Channel



Average Engagement Rate Per Channel



Quick Tip

High engagement channels can serve as *email acquisition tools*, and as *donation primers*.



Using an engagement channel
to acquire an email address.



How a free offer increased email acquisition on a blog





Standard Blog Post Ending

ABOUT THE AUTHOR

Mark Gregston is an author, speaker, radio host, and the founder and director of *Heartlight*, a residential counseling center for struggling teens located in Longview, Texas. He has been married to his wife, Jan, for 40 years, has two kids, and 4 grandkids. He lives in Longview, Texas with the Heartlight staff, 60 high school kids, 25 horses, his dog, Stitch, 2 llamas, and a prized donkey named Toy. His past involvement as a youth pastor, Young Life area director, and living with over 2,700 teens, has prepared Mark to share his insights and wisdom about parenting pre-teens and adolescents.

You can find out more about *Heartlight* at www.HeartlightMinistries.org. You can also call *Heartlight* directly at (903) 668-2173.

For more information and helpful resources for moms and dads, check out our *Parenting Today's Teens* website at www.ParentingTodaysTeens.org. It's filled with ideas and tools to help you become a more effective parent. Here you will also find a station near you where you can listen to the *Parenting Today's Teens* radio broadcast, or download the podcast of the most recent programs.



[< PREVIOUS POST](#)

[NEXT POST >](#)

Blog Ending in Free Offer

Parenting Today's Teens website at www.ParentingTodaysTeens.org. It's filled with ideas and tools to help you become a more effective parent. Here you will also find a station near you where you can listen to the *Parenting Today's Teens* radio broadcast, or download the podcast of the most recent programs.

Learn to parent your teen in today's culture.

In our new two-week free online course, *Tough Guys and Drama Queens*, you will learn:

- Why traditional parenting techniques aren't as effective as they used to be,
- How to help your child respond to the pressures they face in today's culture,
- and how to build a stronger bond with your child through the teen years.

Start your free course now:


First Name:

Last Name:

Email:

Password:

ACTIVATE MY FREE COURSE



21.4%

In Emails Acquired





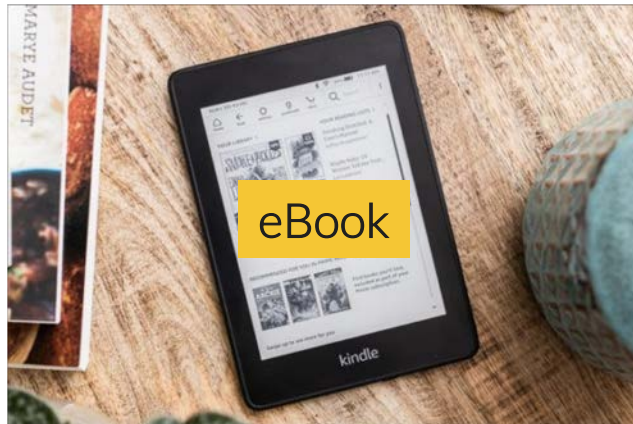
Online Course



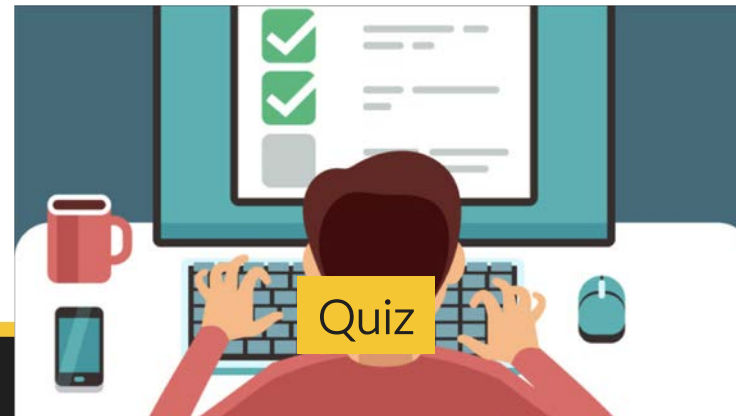
Video Series



Online Petition



eBook




Quiz

SAMSON AND SONS

NEWSLETTER ISSUE NO. 15

July 14-21, 2020

THOUGHTS FROM THE CEO




Edgar Samson

"At Samson & Sons, we value leadership that produces results, but also retains our talented staff and keeps them motivated to do their absolute best. The question of what makes a good leader then comes down to how does a leader ensure sustainable productivity? We've looked at

Email Newsletter

newsletter, we've decided to share them with you.

6 SIGNS OF A STRONG LEADER




1 Leaders Don't Crave Credit

A good leader doesn't mind receiving credit. But their desire to get credit is nonexistent. Instead, a leader is more concerned with the work at hand and completing it to the best of their ability.

More Coach, Less Player

The work leaders do is important, but the quality of work from the team is more important. Good leaders care considerably more about fostering an environment that brings out the best from the team.



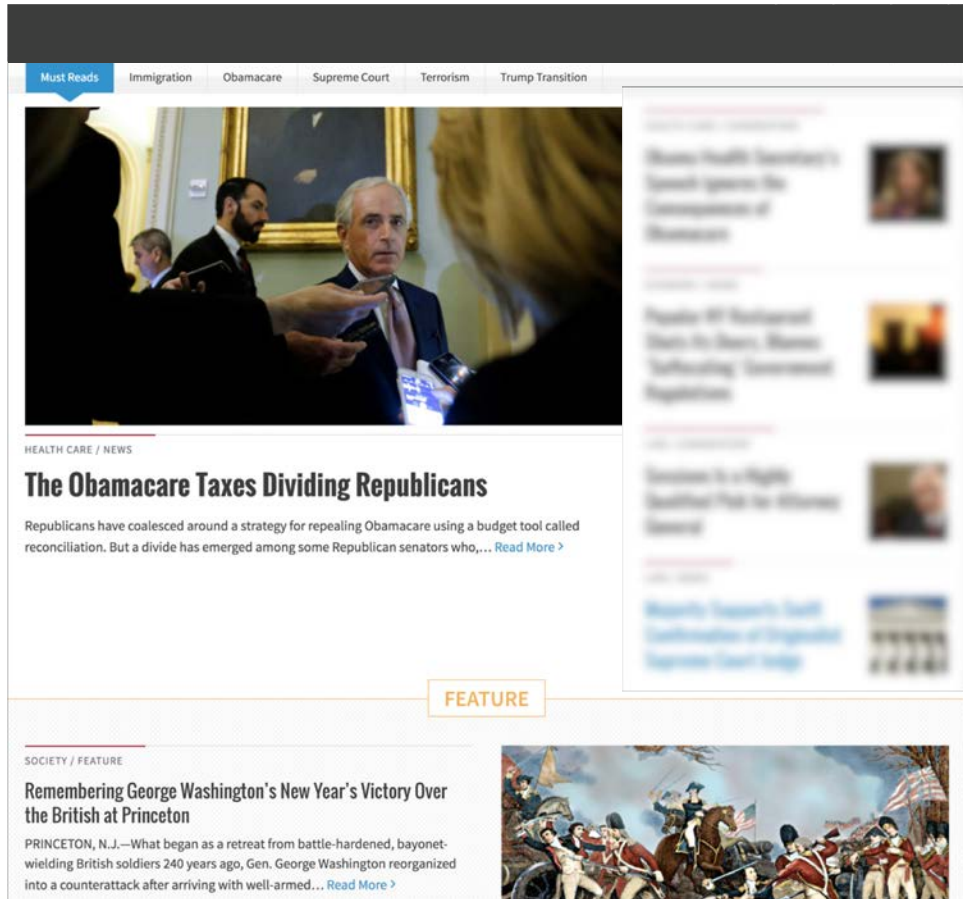
2

Using an engagement channel
as a donation primer.

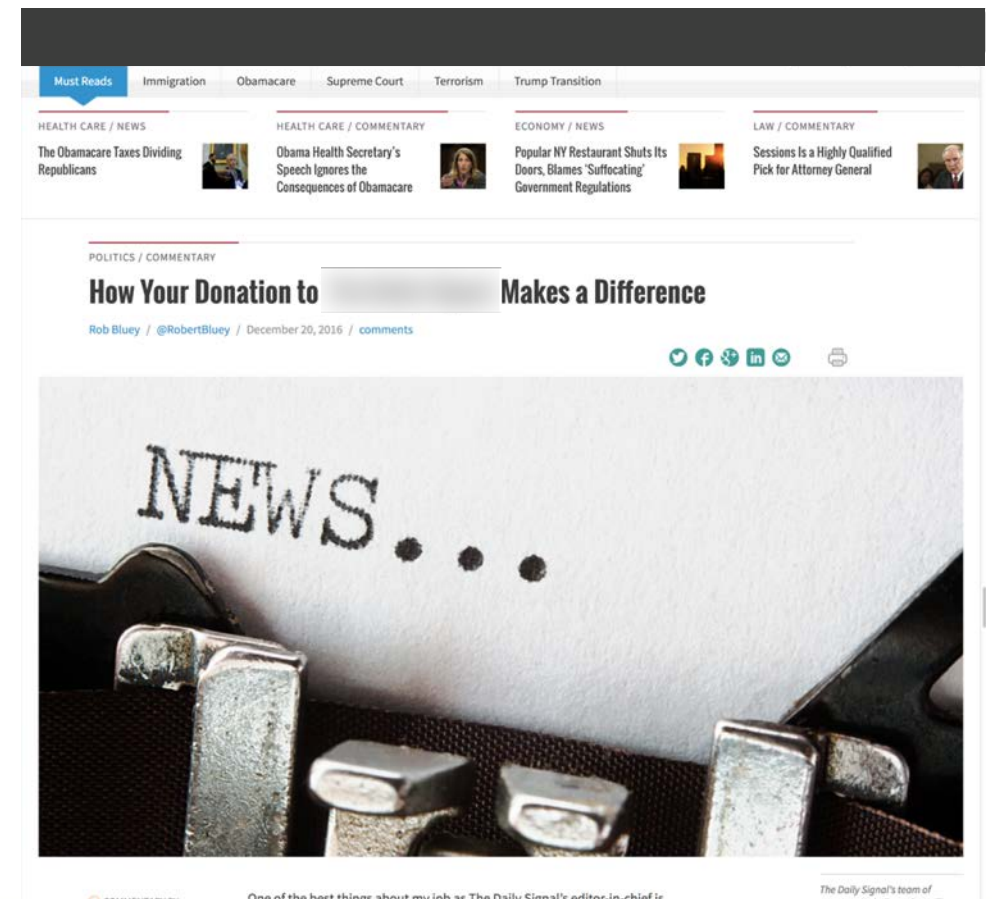


How donation priming affected downstream revenue

Visitors that didn't see articles

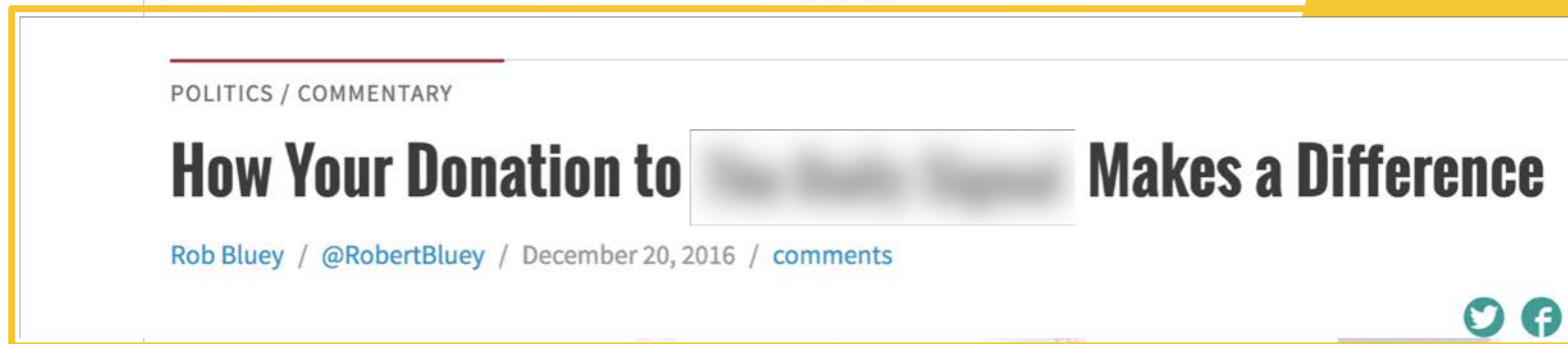
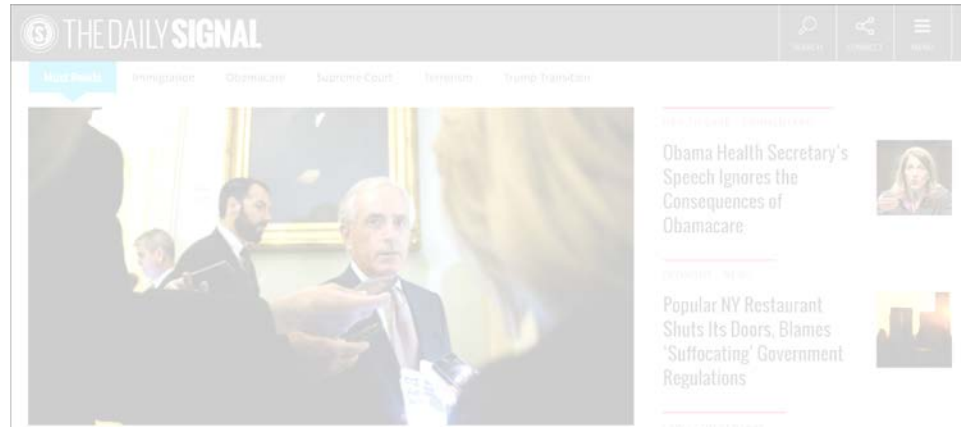


Visitors that saw articles

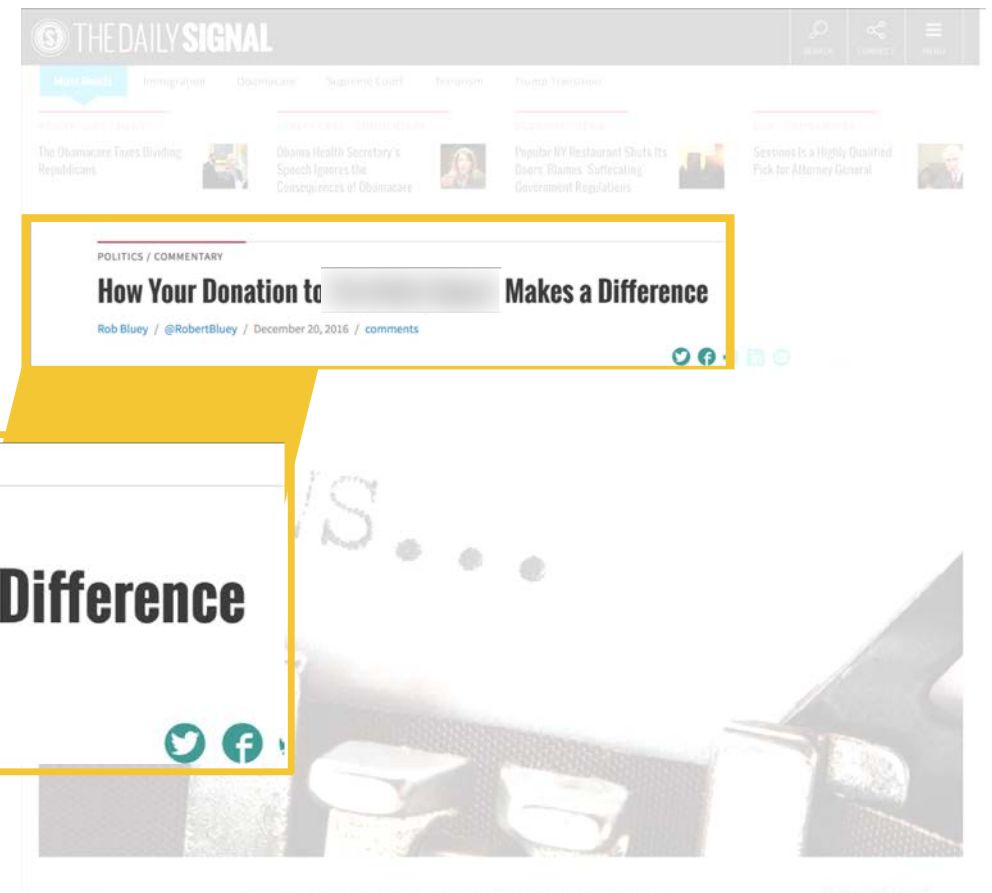


How donation priming affected downstream revenue

Visitors that didn't see articles

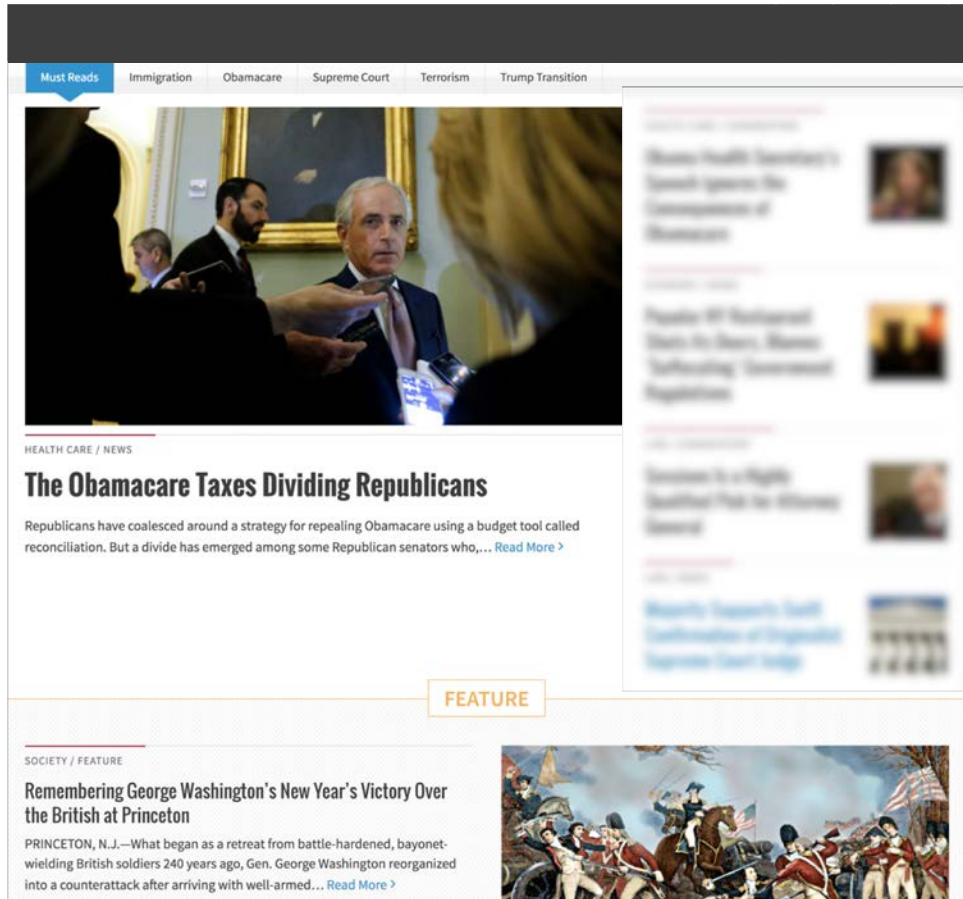


Visitors that saw articles



How donation priming affected downstream revenue

Visitors that didn't see articles



Visitors that saw articles



Part 3

How are organizations like
yours performing?



12,708 visitors

Traffic

Revenue

*Conversion
Rate*

*Average
Gift*

.61%

\$106.71

Remember this?



Remember how traffic volume impacts the benchmark metrics?



Disaster &
International
Relief



*Different verticals have
different baselines.*



Human &
Social Services

Poverty
Alleviation

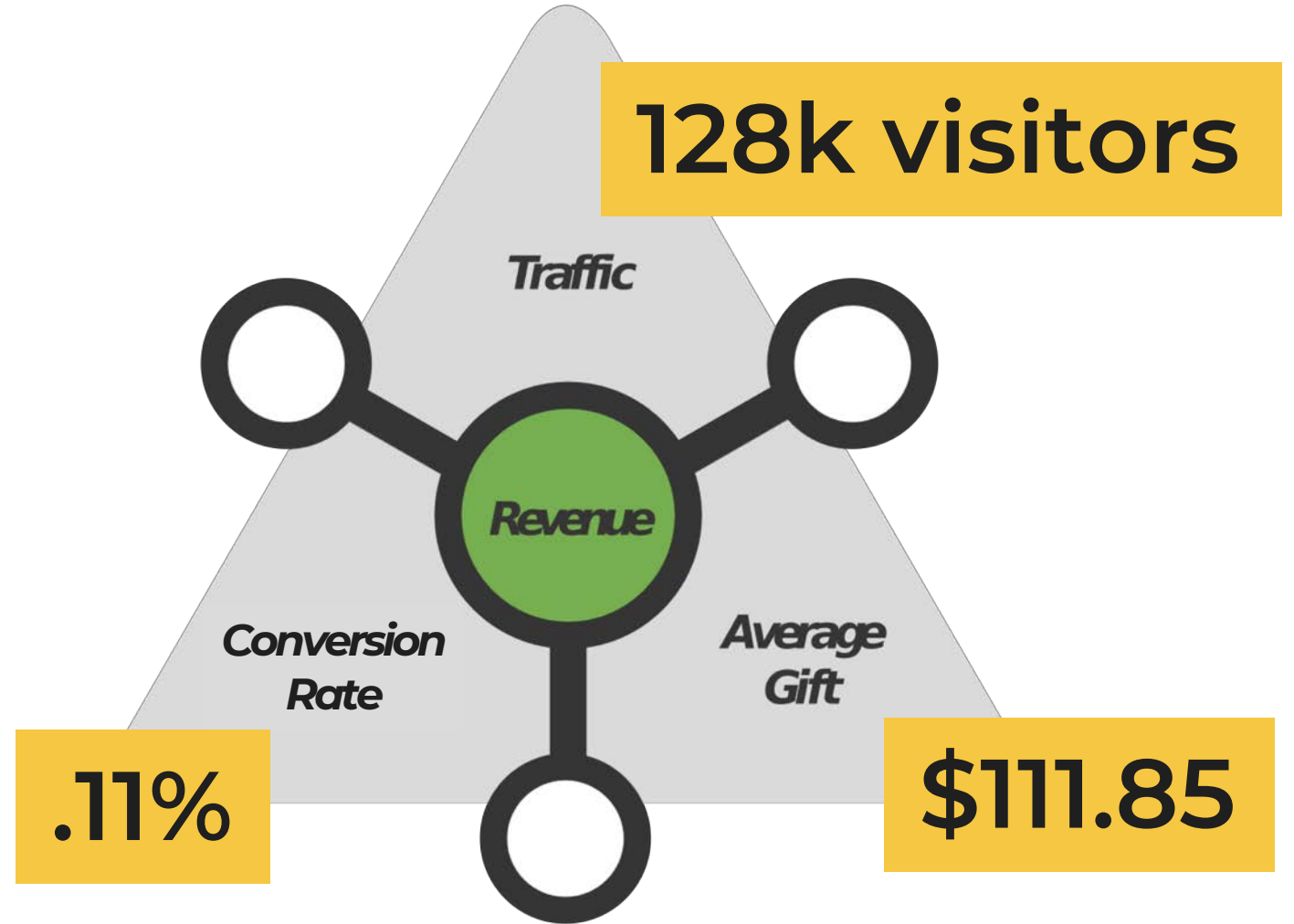
Public
Broadcasting

Public & Social
Benefit

Public Policy &
Advocacy



Public
Broadcasting





Big traffic numbers

Huge potential to reach a mass audience.





Low conversion rate

Most visitors are likely looking for program content.

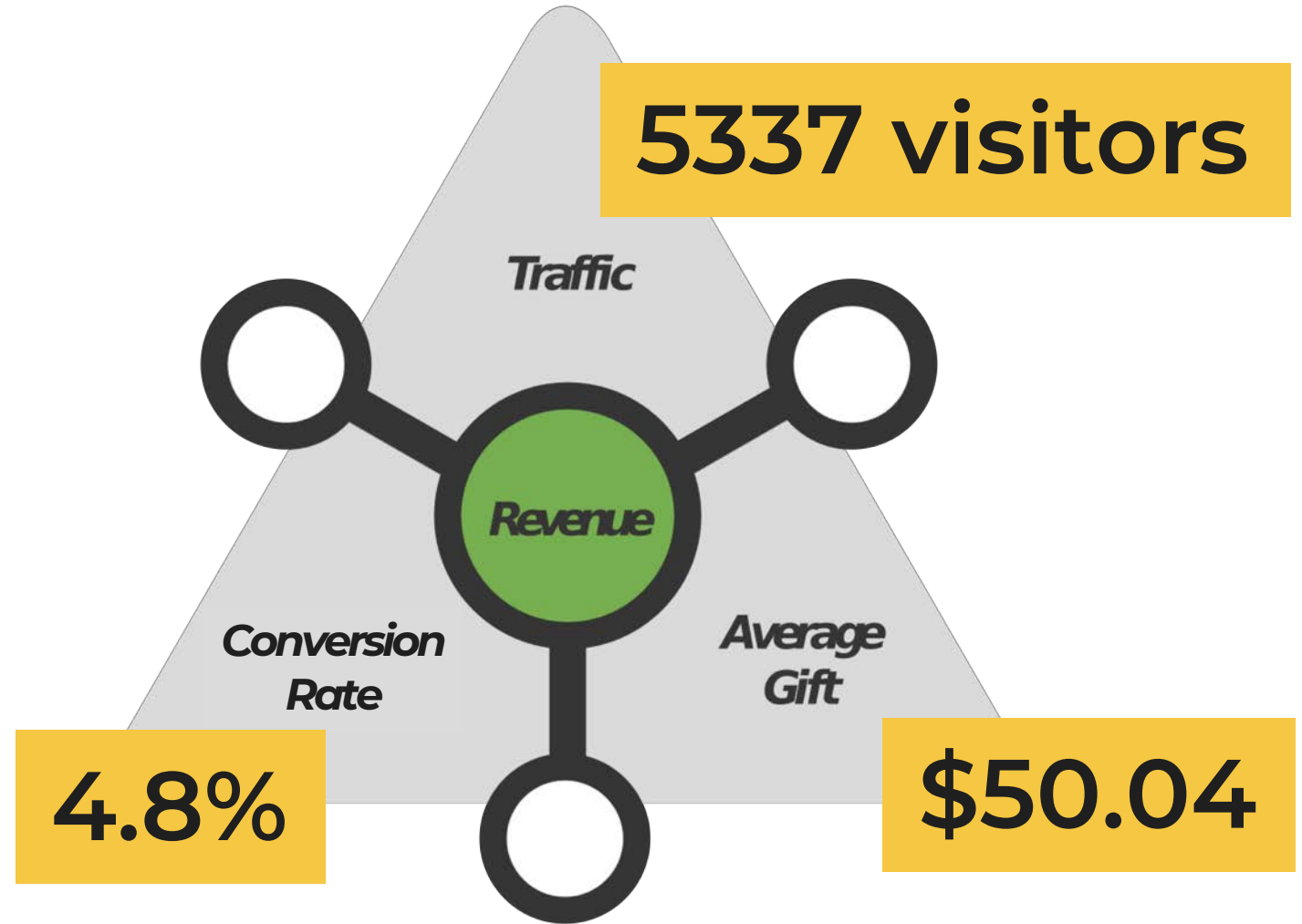


THE STATUS QUO • 88.1 FM • CHARLESTON
LISTEN ONLINE AT WTSQ.ORG AND APP AVAILABLE ON APPLE & ANDROID • FACEBOOK.COM/WTSQ881





Disaster & International Relief





High conversion rate

Clear and urgent needs.





BREAKING NEWS



Low average gift

Media attention often drives new, one-time donors.

CATEGORY 2

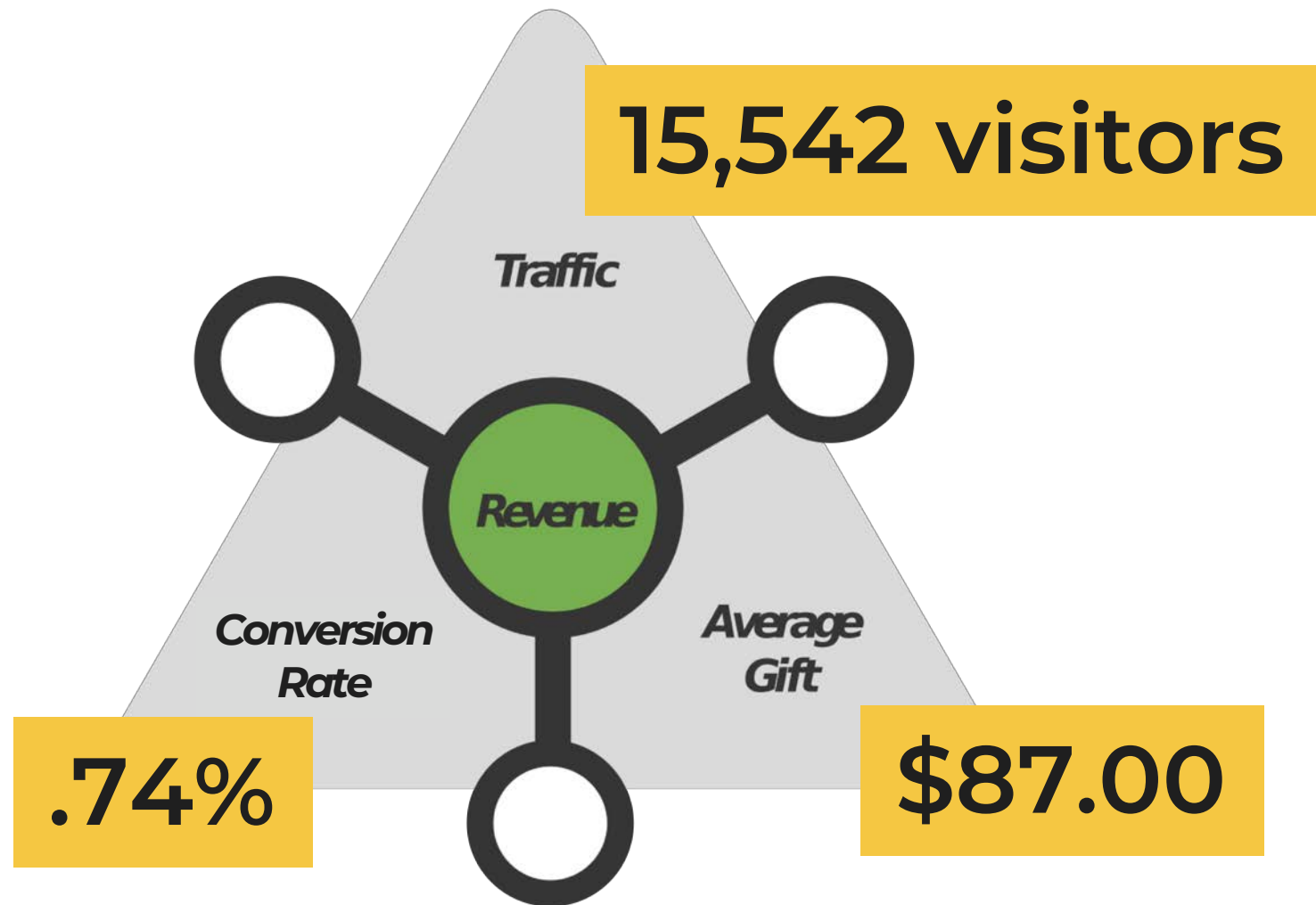
Located 100 miles E of Myrtle Beach, SC

THE LEAD





Environment & Wildlife





Above average traffic sizes.

Global need with mass appeal.



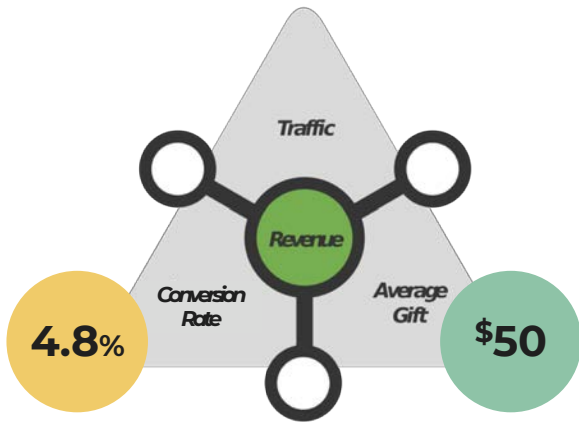


Slightly lower average gift.

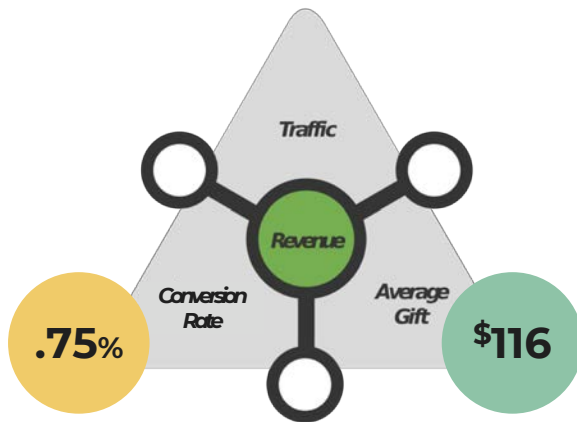
Highly saturated market.

Knowing your **context** is
critical to knowing where to
start optimizing.

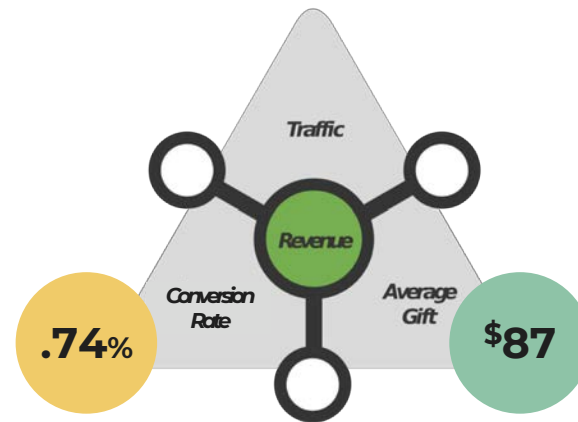




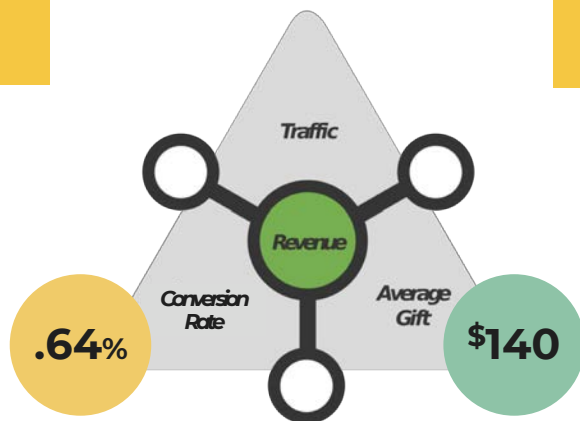
Disaster &
International
Relief



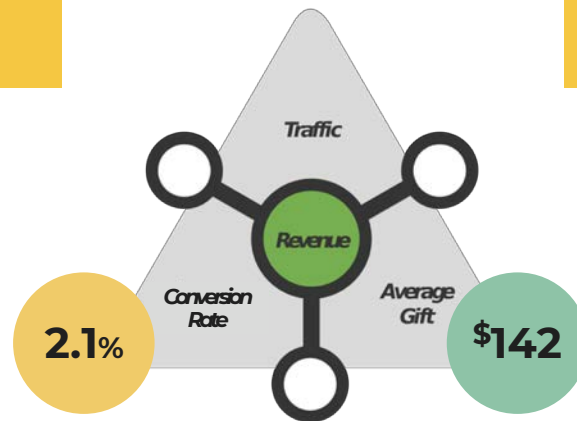
Education



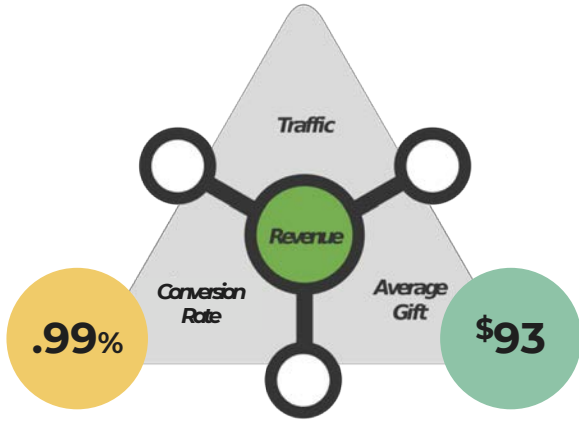
Environment &
Wildlife



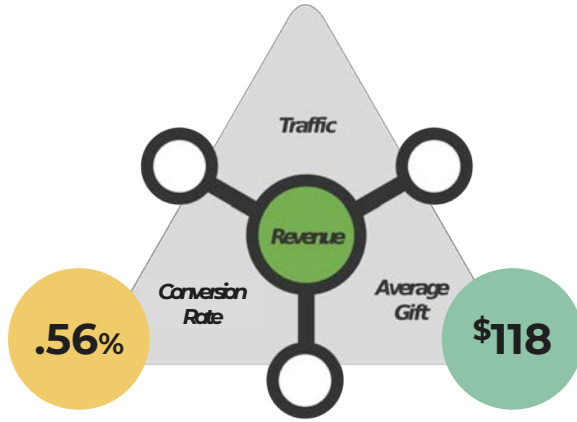
Faith-Based



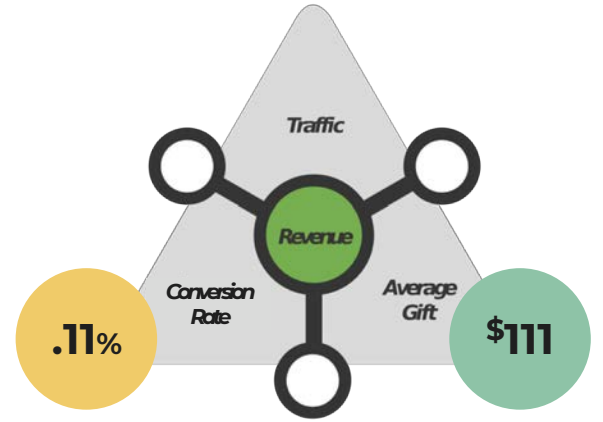
Health



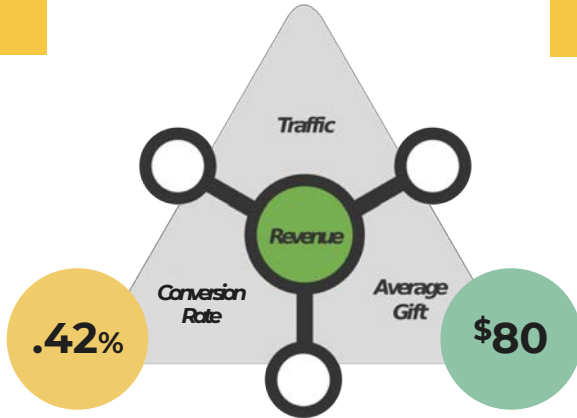
Human & Social Services



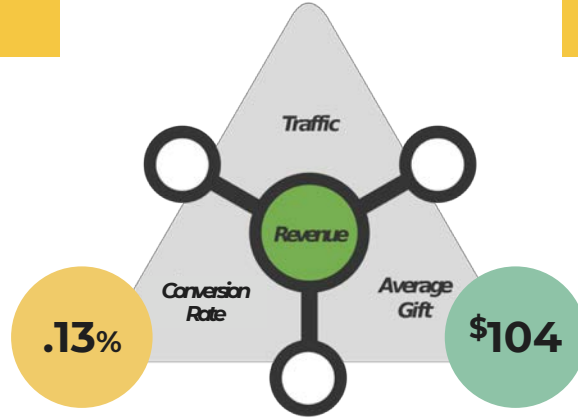
Poverty Alleviation



Public Broadcasting

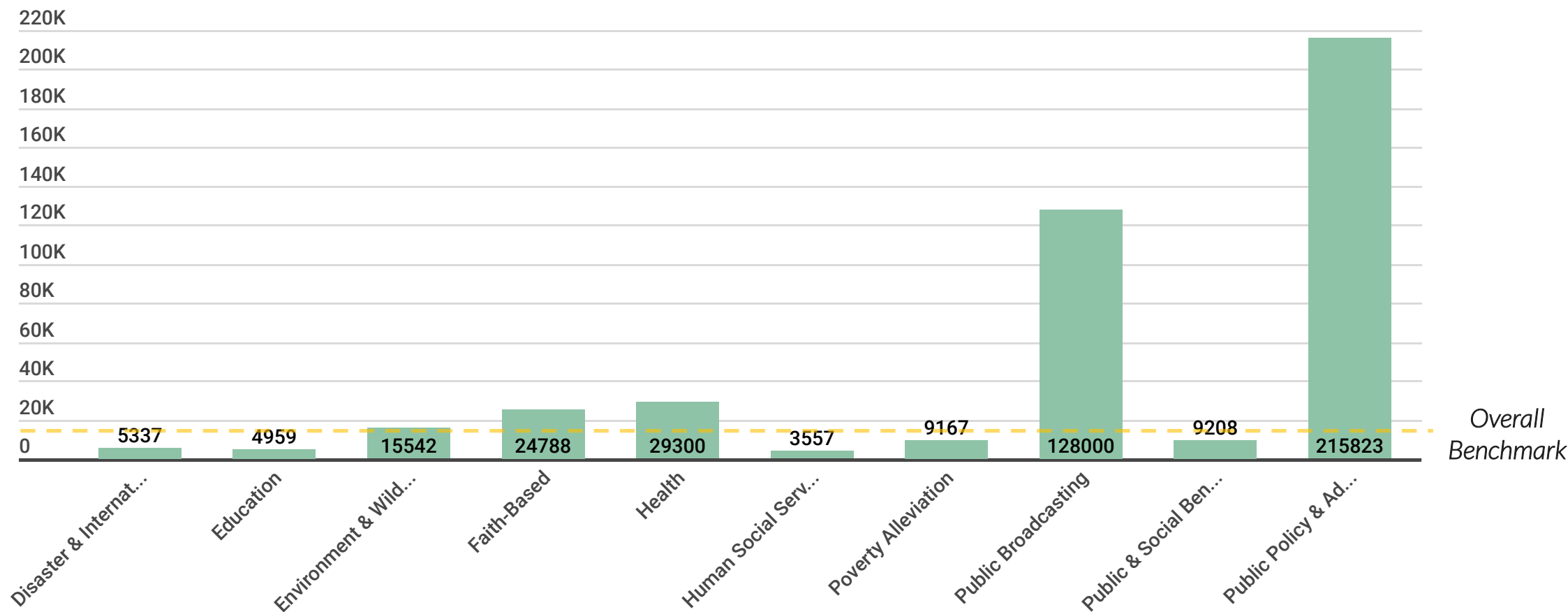


Public & Social Benefit

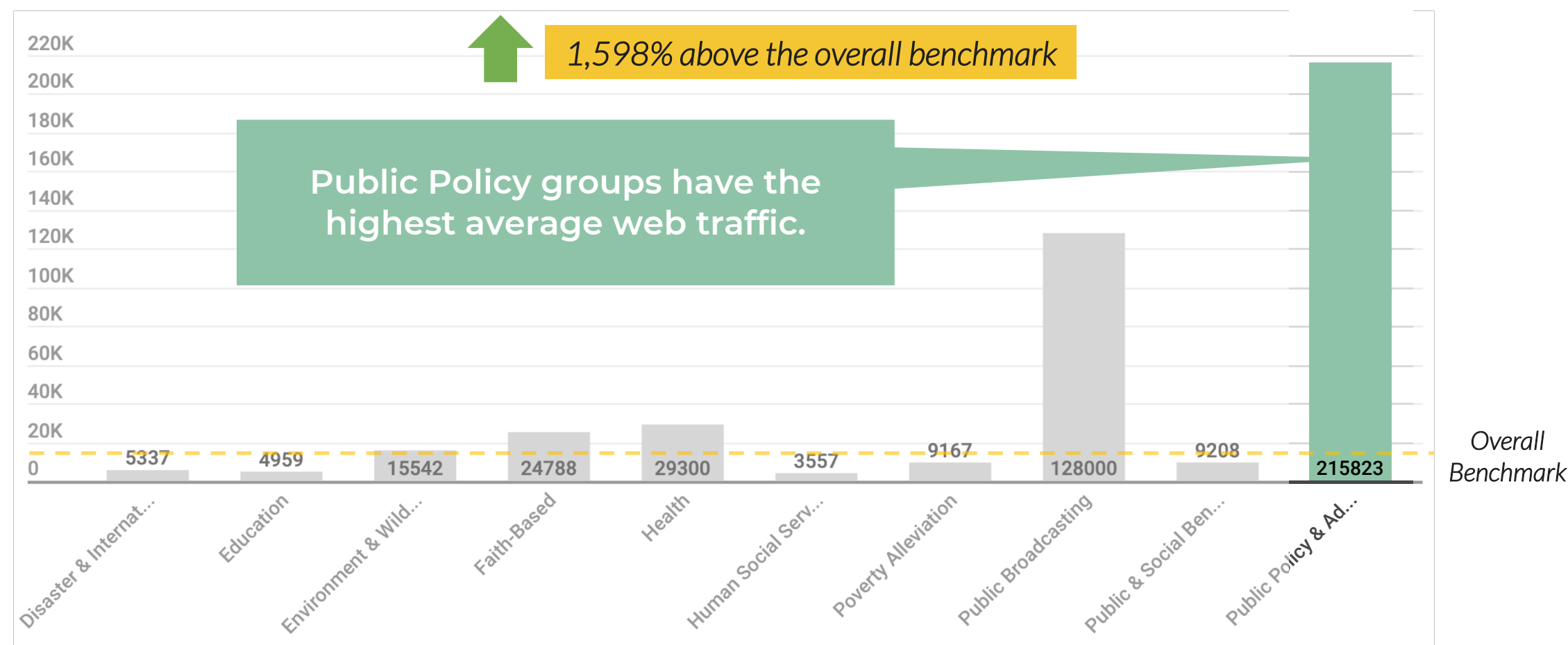


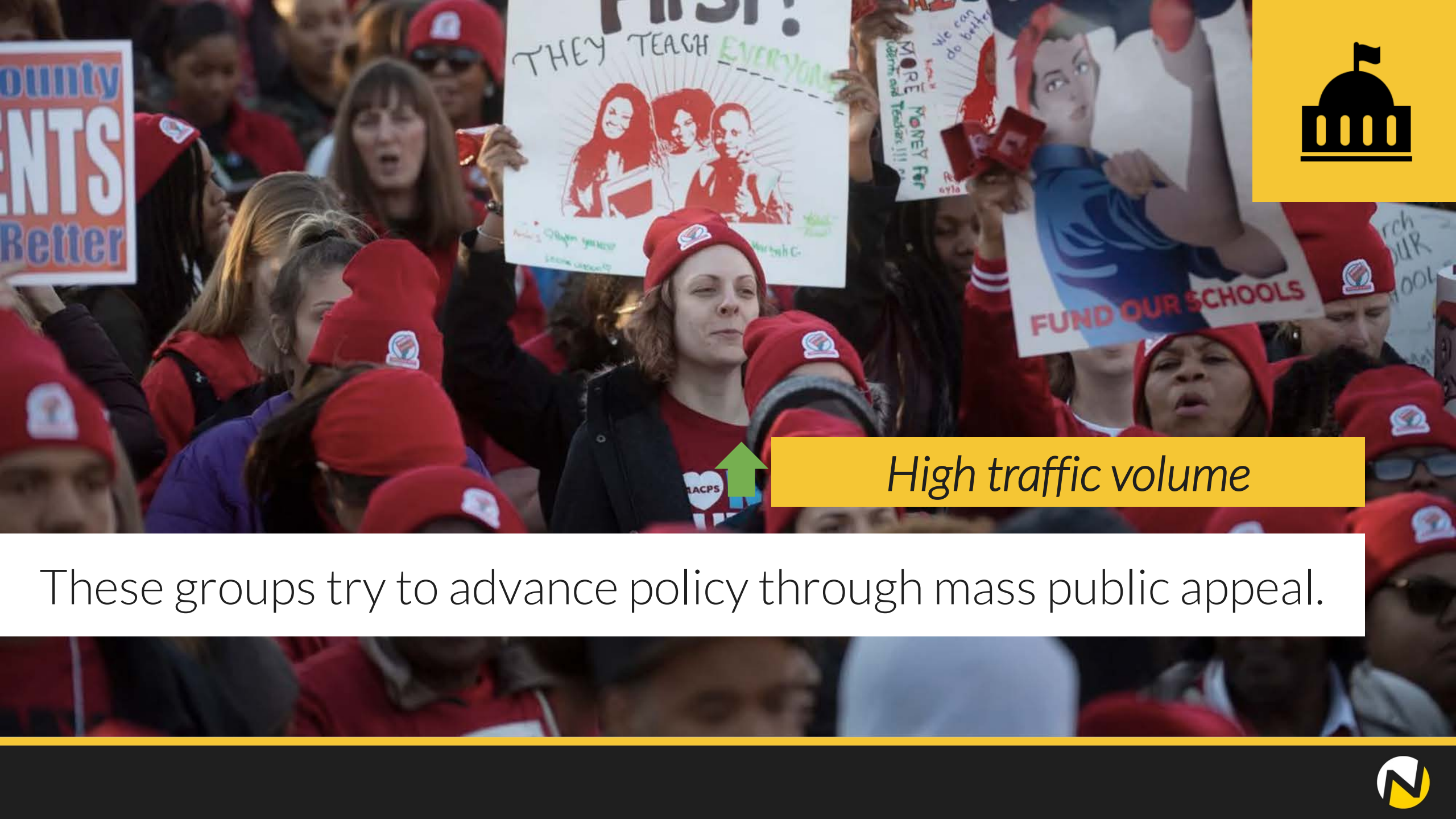
Public Policy & Advocacy

Average Traffic by Vertical



Average Traffic by Vertical



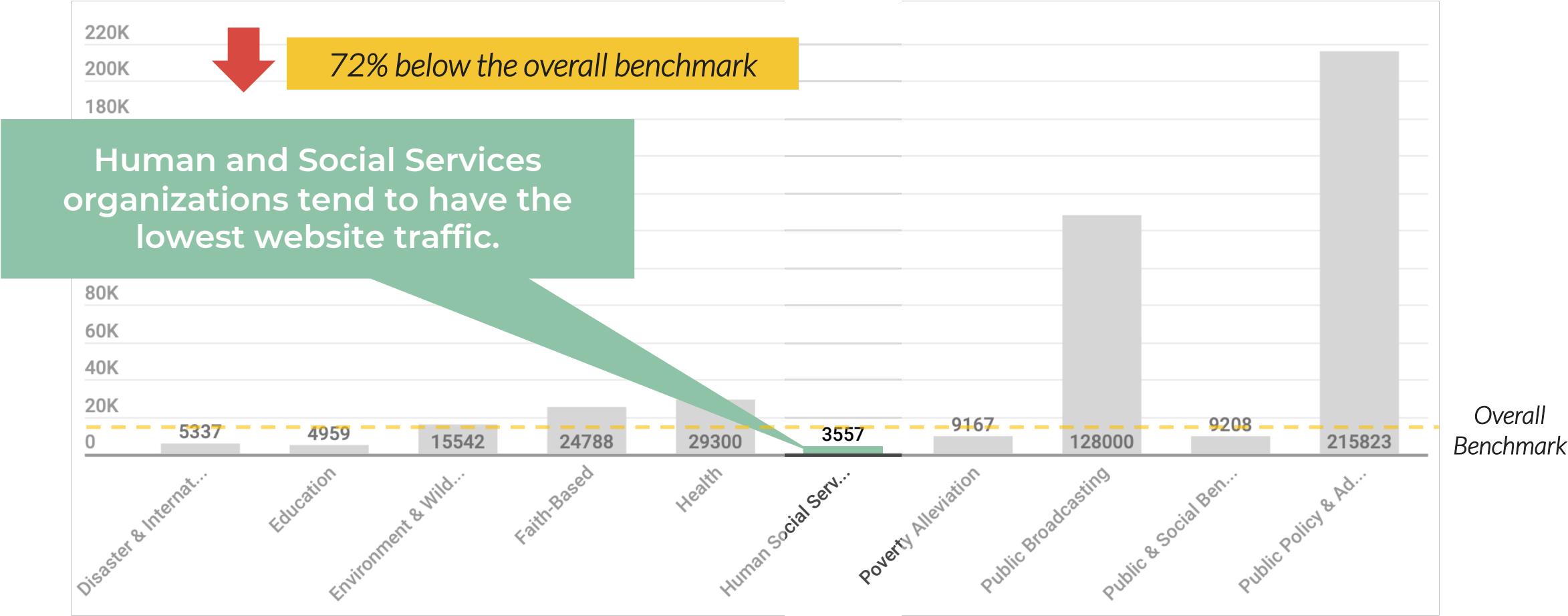


High traffic volume

These groups try to advance policy through mass public appeal.



Average Traffic by Vertical

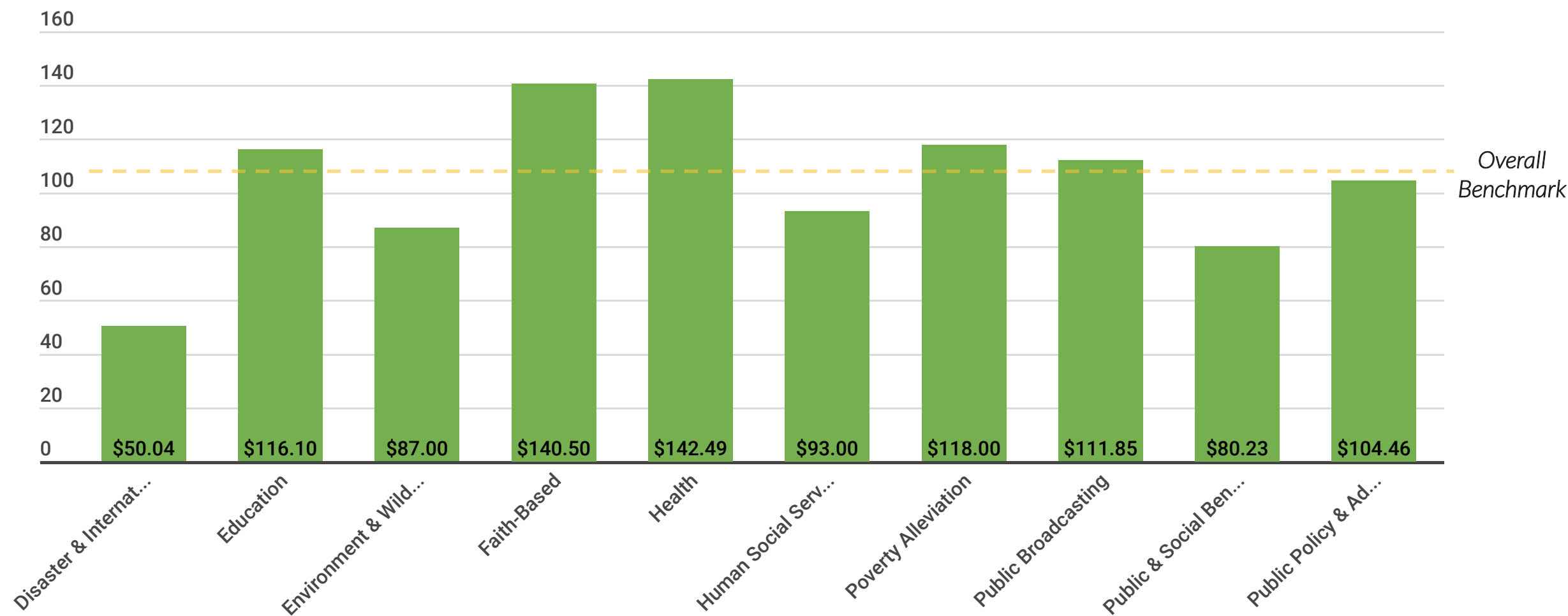




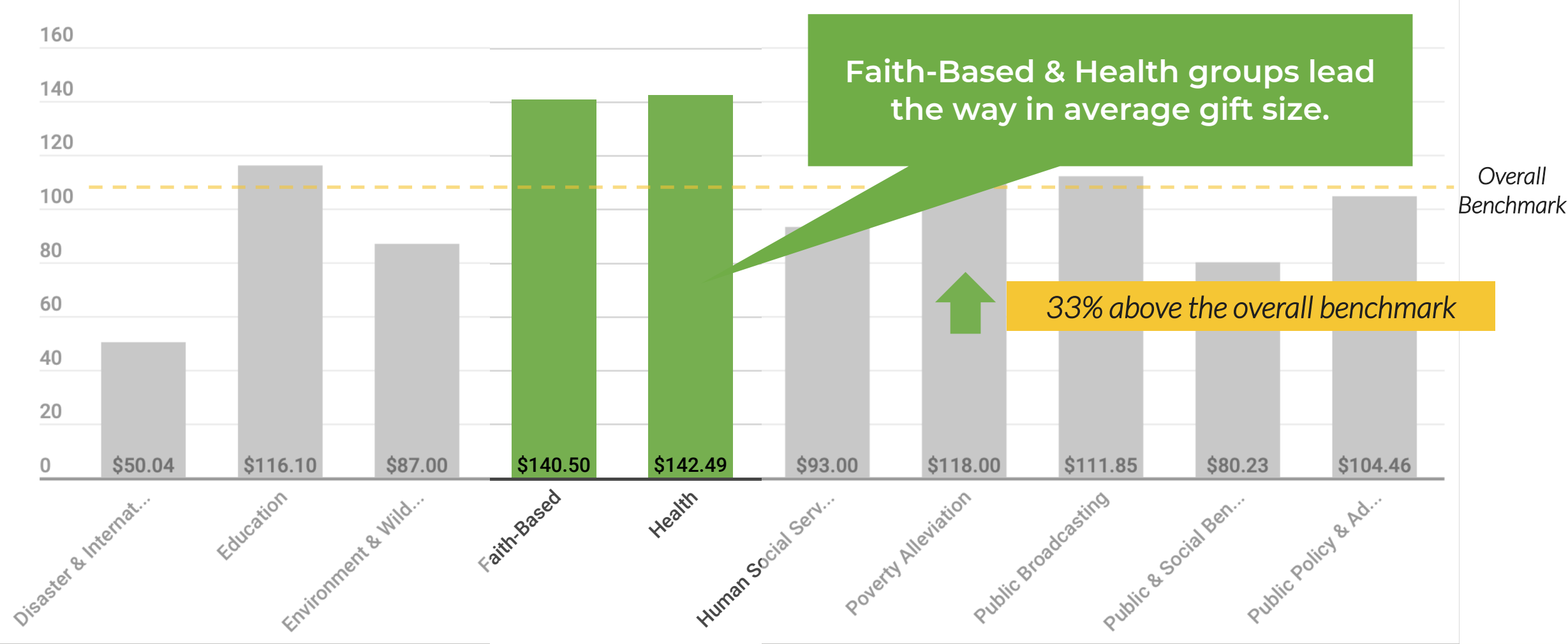
Low traffic volume

Many of these organizations are local, focused on a specific city.

Average Gift Size by Vertical



Average Gift Size by Vertical





Higher average gift

Donor motivation can come from a highly personal experience.



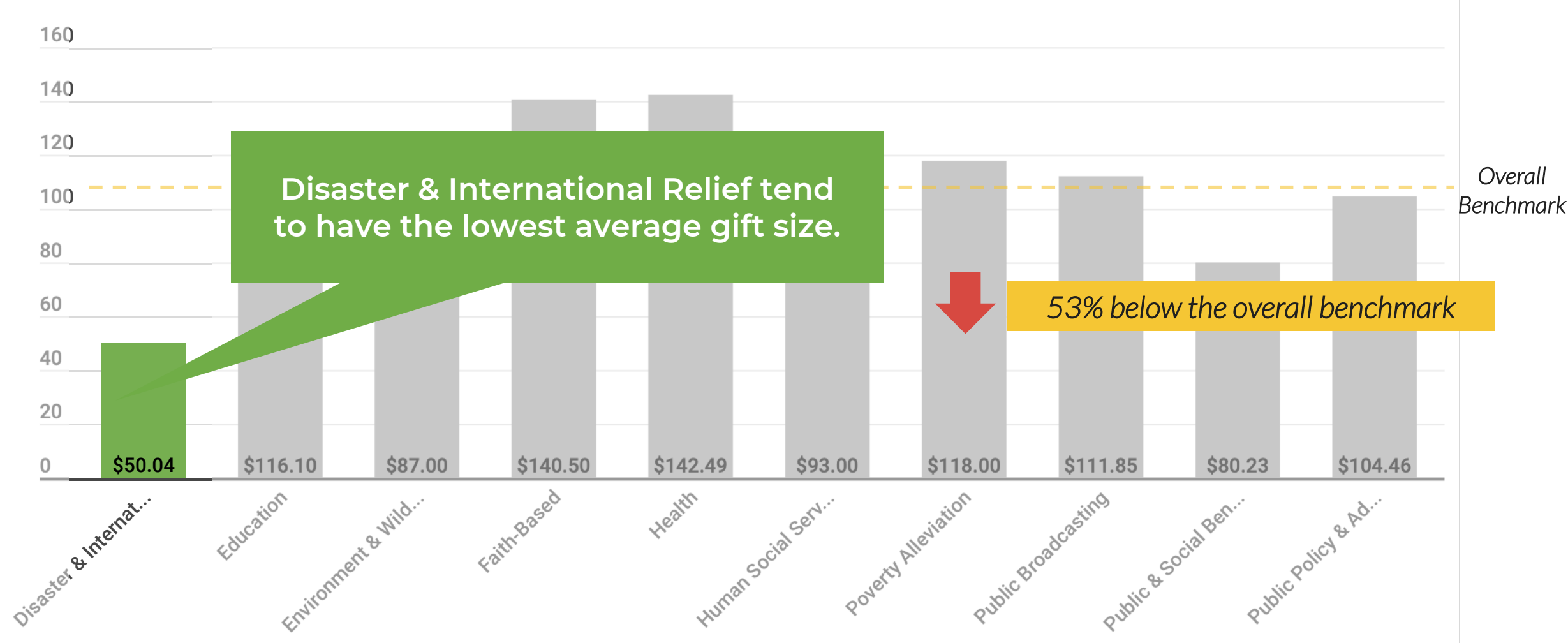


Higher average gift

Faith-based giving is highly personal and values driven.



Average Gift Size by Vertical



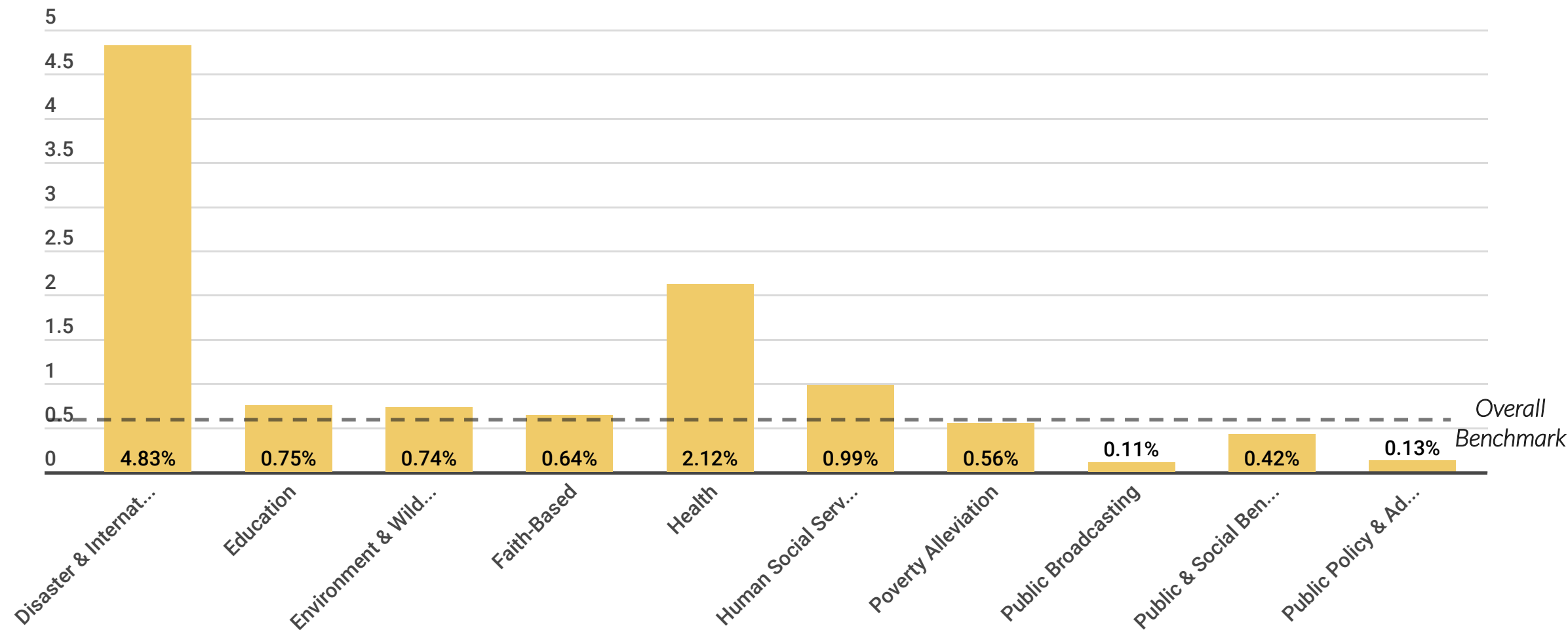


Lower average gift

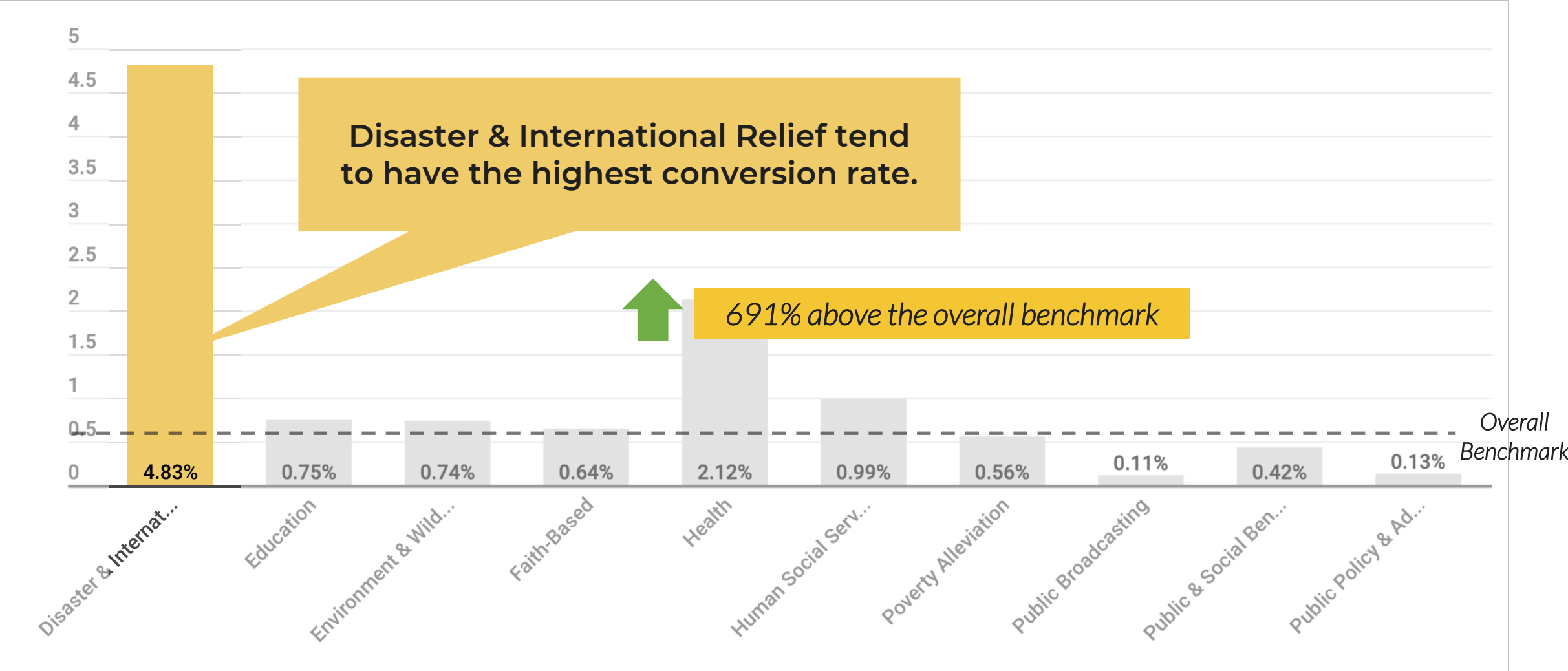
Donor motivation is to meet an urgent need, as opposed to values –based.



Average Conversion Rate by Vertical



Average Conversion Rate by Vertical



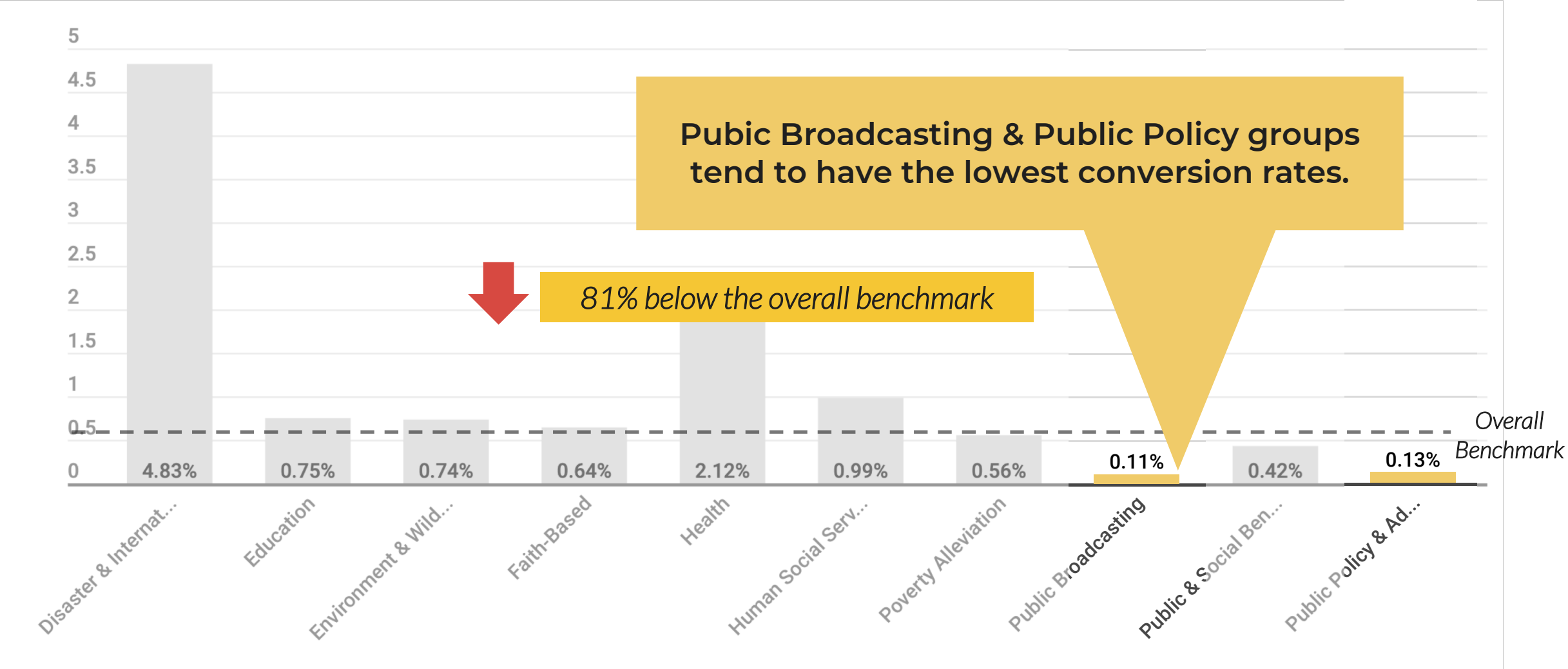


High conversion rate

Clear and urgent needs.



Average Conversion Rate by Vertical





Low conversion rate

While these groups can have mass appeal, maybe few believe they can actually make a meaningful difference.



What about engagement?



The Aggregate Engagement Index

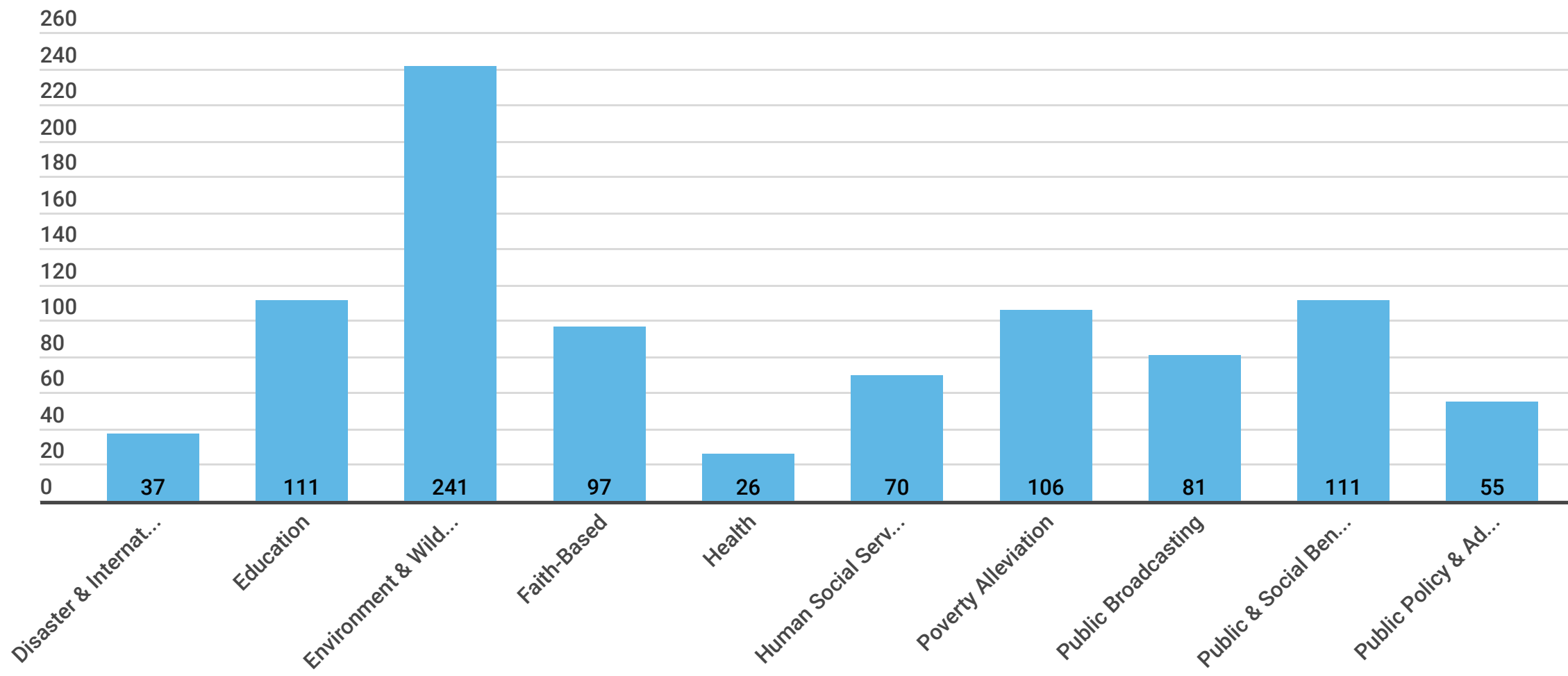
$$(AP \cdot AT) (1 - AB) + (AP / 100)$$

Produces a score that indicates overall visitor engagement.

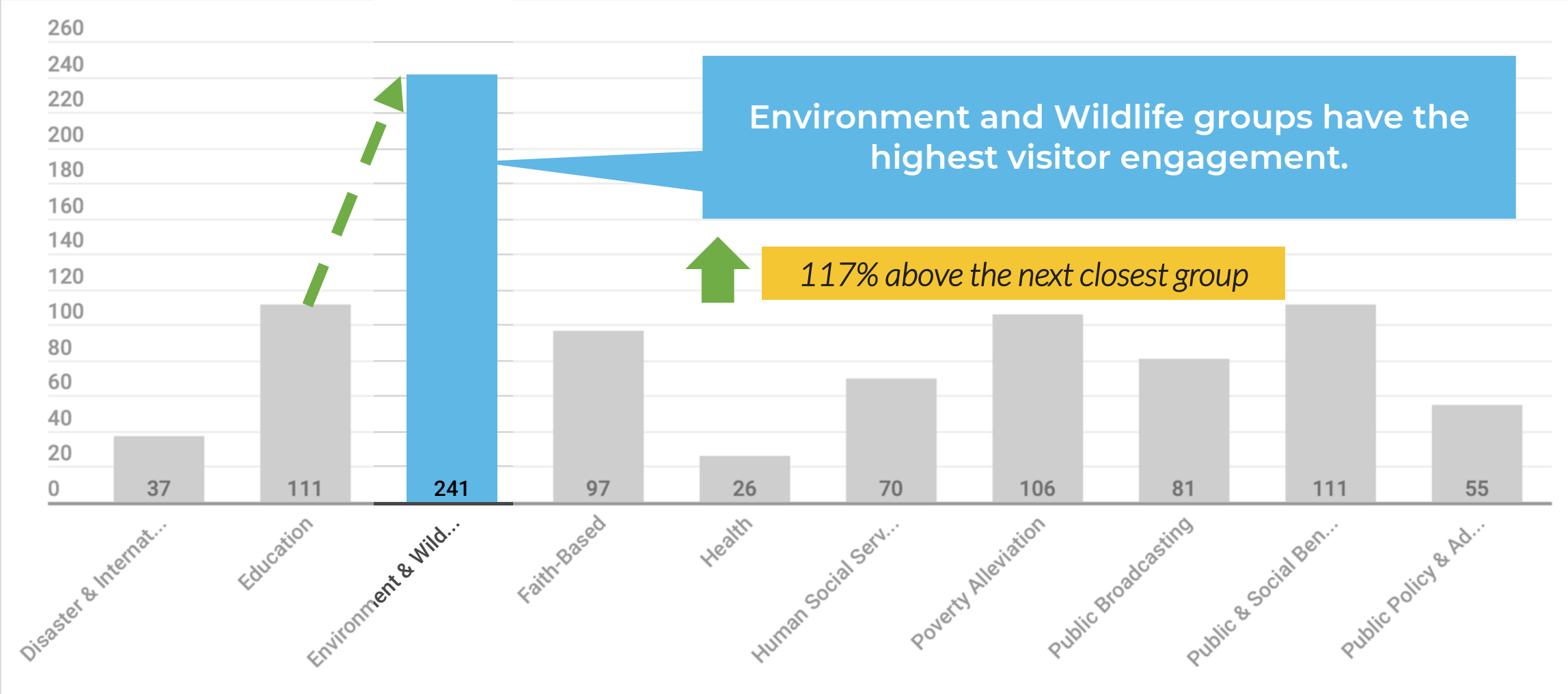
REVIEW



Average Engagement Score by Vertical



Average Engagement Score by Vertical





*Is the cause more engaging?
Or are these groups better at engagement?*

Average Engagement Score by Vertical





*Is the cause less engaging?
Or can these organizations can improve?*



These metrics are a
baseline, not an excuse.



Part 4

3 Ideas to Optimize Each Key Metric



3 Ideas to Optimize Web Traffic

without more people or budget.



3 Ideas to Optimize Web Traffic

- 1 Increase *new traffic* by utilizing the Google Ad grant.



Disaster Relief Uses



- Hurricane Harvey caused a *rapid increase in need* for food assistance.
- Needed greater reach to raise *more donations and recruit volunteers* for their services.
- Google Grant Ads gave them \$10k worth of advertising to target keywords related to hurricane relief.



Educational Use



- Fuse School provides *free online education* in the areas of Science, IT, Math, Business, and English.
- Google Ad Grants provides the *biggest source of traffic* to their website – 73% of visits.
- Majority of web traffic from Google Ad Grants are *new visitors*.





Human Services Use

- TWLOHA provides help to people struggling with depression, addiction, and suicidal thoughts.
- Google Ad Grants drives *\$174k in online revenue* through a combination of ecommerce sales and direct donations.

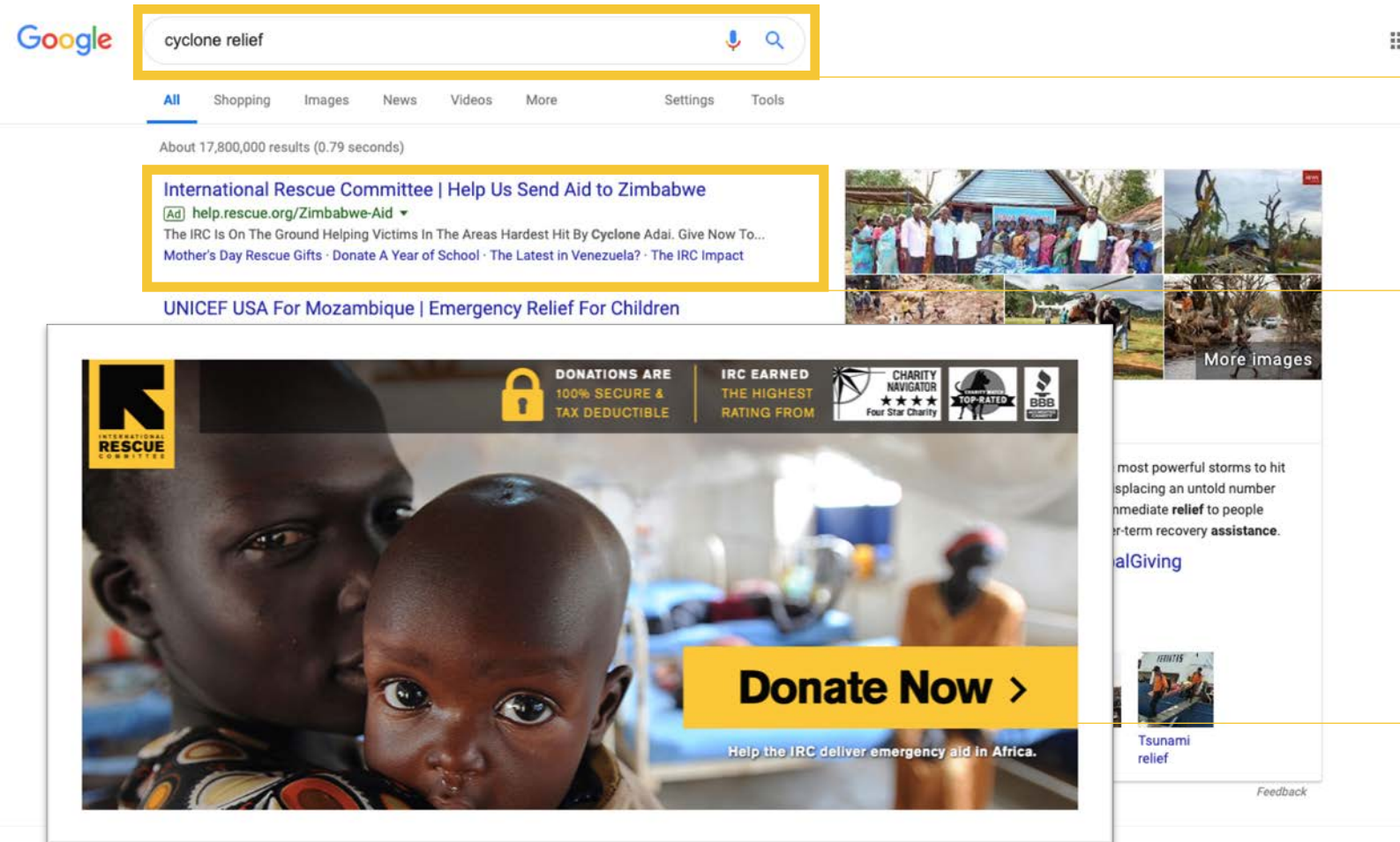


What is the Ad Grant program?



- \$10k worth of free Google Ads every month.
- You qualify if you're not a:
 - Government organization
 - Hospital
 - School
 - Academic Institution / University (although there's an exception for philanthropic arms)

What does it look like?



I searched for “cyclone relief”

I see ads for organizations providing help

Ads take me to a designated landing page to take action



How do you get started?



You can apply and get started creating your first campaign at **www.google.com/grants**

3 Ideas to Optimize Web Traffic

- 1 Increase *new traffic* by utilizing the Google Ad grant.
- 2 Increase *returning traffic* by optimizing your email marketing.



What do your emails look
like in your donor's inbox?

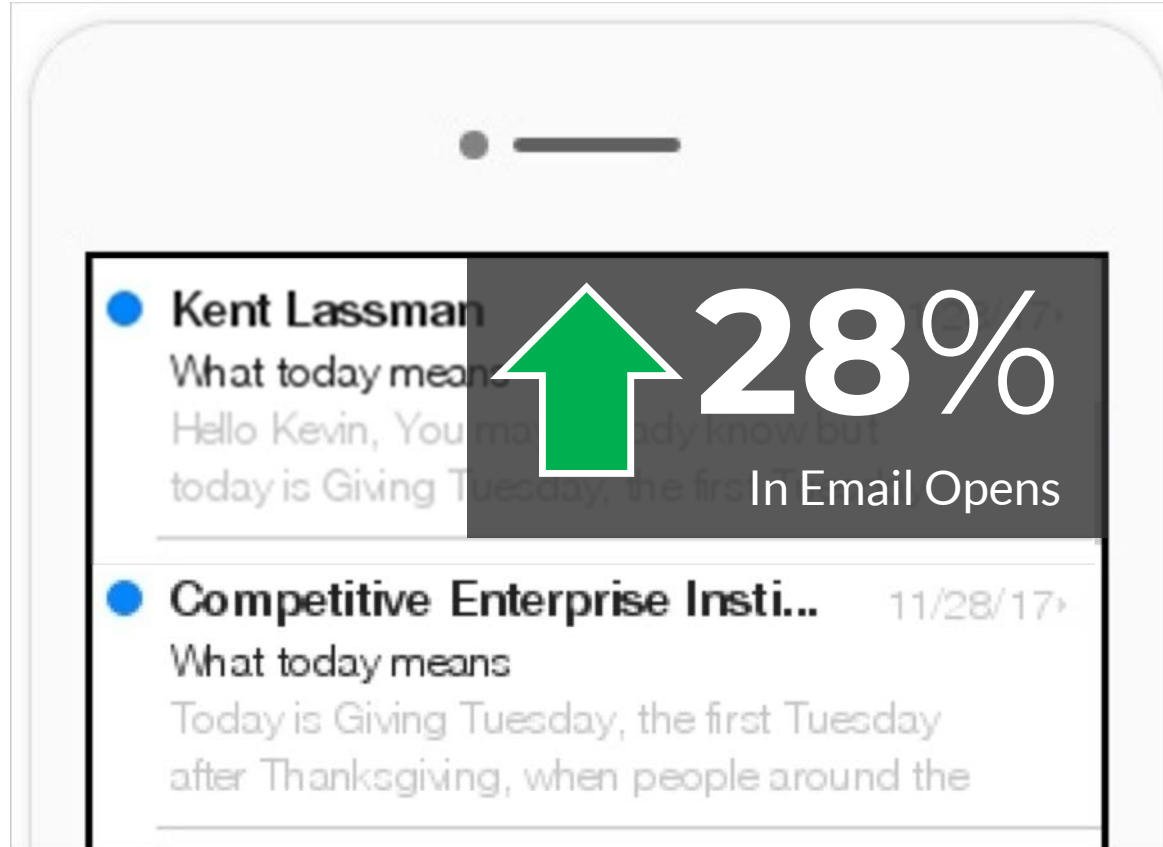


Christie Fogarty	Be part of the conservative resurgence - Maurice, I've been reviewing our membership records and noticed you haven't confirmed your Heritage Foundation membership for 2018. I know you want to be part of the conservative r
Pastor Rick @ Daily H. (3)	The {Key} to Miracles! - This study kit can help you cultivate the courage to transform the world around you. Pastor Rick's Daily Hope Jalisa, There's faith – and then there's daring faith. The latter is faith that
Jack Graham, PowerPoint .	Your unseen helpers - Ismael, discover how heaven's helpers are all around you! View In Browser. Dear Ismael, I want to help you step confidently into this new year! And it will help you to know the truth about how
Christie Fogarty	Your name came up - Brendan, I've been reviewing our membership records and noticed you haven't renewed your Heritage Foundation membership for 2018 yet. I know you want to be part of the conservative resurgence
Stefan Radelich, Feed. (3)	2018 Prayer Points - Join us in prayer for the 2018 goal – to feed 250000 children daily! View this in browser Lesea Global :: Feed the Hungry Dear Friend, Right now, your faithful support is feeding just over 180000
World Vision	Meet Nadimi and Lukwadok - Your gift multiplies 8X to help send food and care Help feed hungry children today! Send help to malnourished kids This is Nadimi with her little brother Lukwadok from Kenya. Their mother is away w
Rev. Noel Andersen, CWS	Urgent Calls Needed Today: Tell Our National Leaders to Pass the Dream Act! - Dear Friends, Right now, Members of Congress are considering a new spending bill to keep the federal government open after January 19th. It i
Food For The Poor (2)	.Join us for a Mission Trip! - We're excited to announce a recently added trip to Nicaragual Book Your Trip View on the web.I Share with a friend Food For The Poor. Saving lives, transforming communities, renewing hopes. Travi
ShopHeart.org	ect product product product *Use
WNYC Morning Brief	upper 40s. Federal ICE agents ra
Jack Graham, PowerPoint .	/ SERIES Play Today's Broadcas
Brookings Brief	serving the Iran deal now. View th
The Daily Signal (2)	rmarks don't help drain the swan
Back to the Bible	s of living a generous life found i
Covenant House	Covenant House - Daily Reflections - "You are younger today than you will be again. Make use of it for the sake of tomorrow." – Anon. We can save kids from the streets - together. Explore our impact. 461 8th Ave. New York, N'
Save the Children	Nedra, you give hope - A few highlights for Nedra. View on Web. Save the Children YOU ARE THERE EVERY DAY THE OPPORTUNITY TO LEARN Nedra, from rural America to refugee camps, every child deserves an educa!
Save the Children	Friend, you give hope - A few highlights for Friend. View on Web. Save the Children YOU ARE THERE EVERY DAY THE OPPORTUNITY TO LEARN Friend, from rural America to refugee camps, every child deserves an educi
Daily Hope with Rick . (2)	Developing the Eyes of Faith – Step One - Developing the Eyes of Faith – Step One Current Teaching Series Daring Faith: The Key to Miracles Listen to Today's Broadcast Developing the Eyes of Faith – Step One By Rick Warri
Telling the Truth E. (2)	Pete's Daily Devotion: Praising Him through the fog - I think the reason I like Sarah and Abraham's story so much is because of the timing of it all. View this email in a browser. Faith is like radar that sees through the fog. — Co
Winning Walk Devotion. (3)	The Clean Heart - The great joy and hope of life in Christ is the knowledge that the God Who spoke worlds into being can form a new heart in His child. Email not displaying correctly? View it in your browser. Winning
Turning Point	Today's Turning Point with David Jeremiah - View Email Online Thursday, January 11 Owner of All For all things come from You, and of Your own we have given You. 1 Chronicles 29:14 My is a possessive pronoun, a word we

Which gets the most opens? (#8010)

B

A



#3334, 3326

A

● **Tim Kachuriak** 10:00 AM ›
Turning Facebook likes into donors
Hi Dave, I constantly have nonprofit development professionals asking me one question Brand Name...

B

● **Tim Kachuriak, NextAfter** 10:00 AM ›
Turning Facebook likes into donors
Hi Dave, I constantly have nonprofit development professionals asking me one question Brand Name...



9.1%

Email Opens



20.7%

In Email Clicks

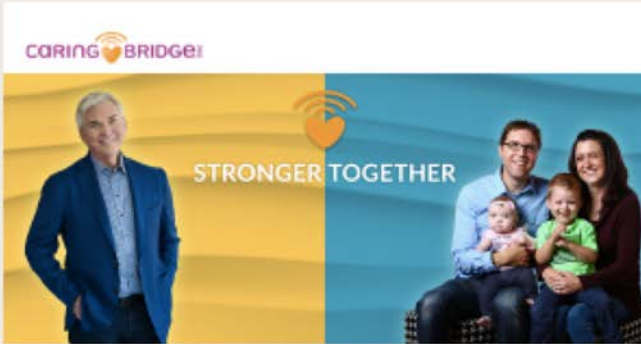
Make your emails more human.

This applies to your copy and design too.



Version A

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



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a 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've 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



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.

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Yes! Double My Donation!

Yours in strength,

A handwritten signature in black ink that reads "Rik Lalim".

Rik Lalim
CaringBridge Advisory Council member & donor

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




Side-by-Side

Version A

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

CARING BRIDGE



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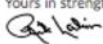
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Version B

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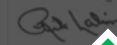
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Rik Lalim
CaringBridge Advisory Council member & donor

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80.3% CLICKS

112.5% DONATIONS



3 Ideas to Optimize Web Traffic

- 1 Increase *new traffic* by utilizing the Google Ad grant.
- 2 Increase *returning traffic* by optimizing your email marketing.
- 3 Utilize your *offline channels* to drive additional web traffic.



No Post Card

No Postcard Sent

Post Card



 **206%**
In Donations



3 Ideas to Optimize Web Traffic

- 1 Increase *new traffic* by utilizing the Google Ad grant.
- 2 Increase *returning traffic* by optimizing your email marketing.
- 3 Utilize your *offline channels* to drive additional web traffic.

REVIEW



3 Ideas to Convert More Donors

without more people or budget.



3 Ideas to Convert More Donors

- 1 Make sure your donation page answers “why” someone should give.



Just a Headline



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



Select Donation Amount

Donor Information

Payment Information

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:
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190 S. LaSalle St.
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Chicago, IL 60603

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Value Proposition Copy



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

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150%
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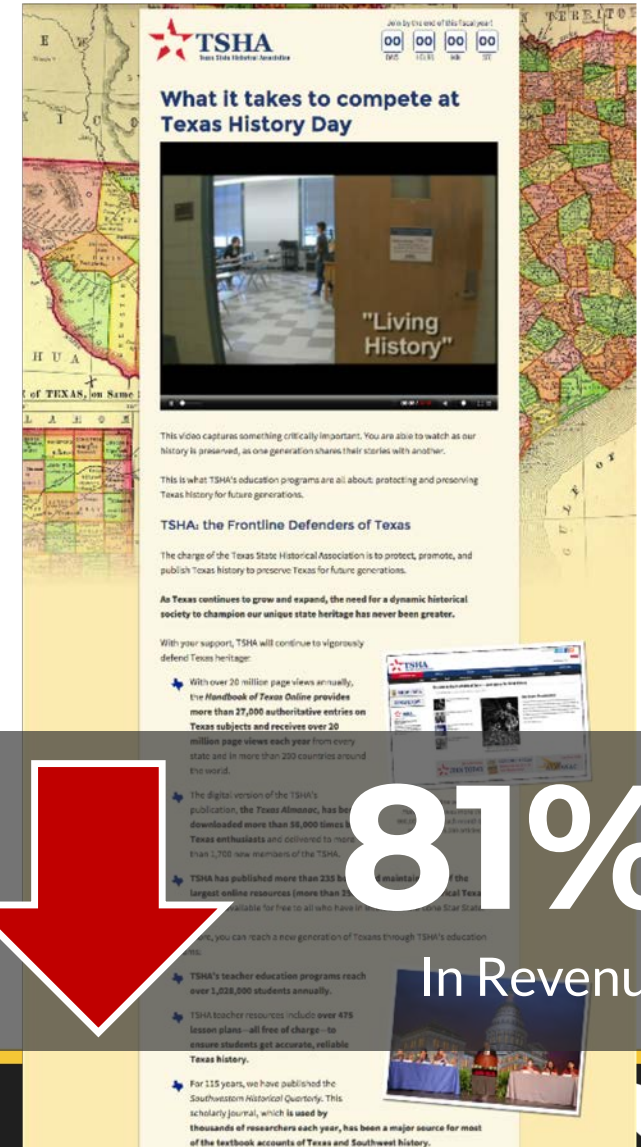
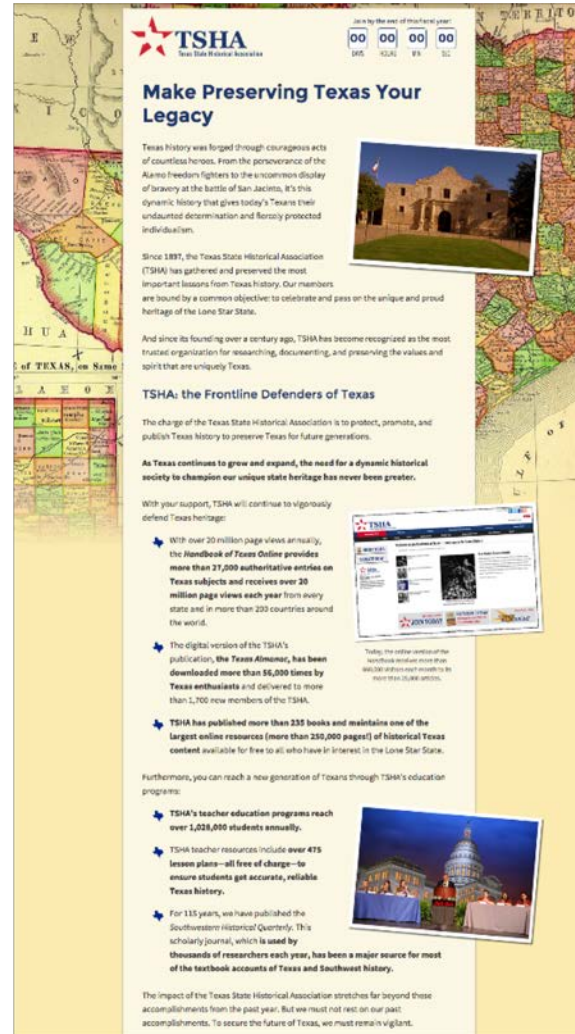
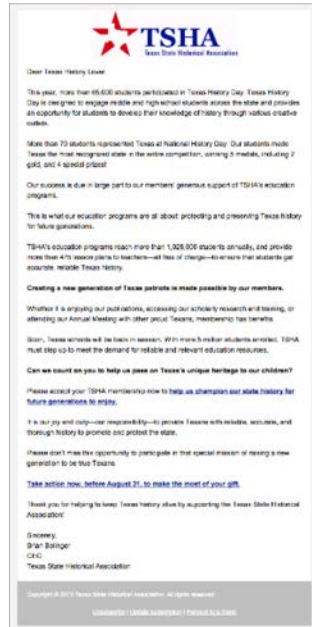
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t 312.346.5700 f 312.346.5755

Springfield Office | Illinois Policy
802 South 2nd Street | Springfield, IL 62704
t 217.528.8800 f 217.528.8808 e info@illinoispolicy.org



Control

Email and Landing Page with Video



81%
In Revenue

VALUE PROPOSITION:

An answer to one critical question:

“If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?”



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

1 You need to be able to answer the question *in the mind of the donor him/herself*. Everything must be framed in the mind of the person you are trying to reach.



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

2 A value proposition is **the conclusion** to the question in a donor's mind. It's what the person recalls later when asked.



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

3 *Even though we are not trying to compete, **donors will use comparison to come to their own conclusion.** This requires you to differentiate and assist them in the process.*



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

4 *Just as people come online to get, not to give, our reason/conclusion must be strong enough to **inspire action against the distraction of life** as a whole.*



3 Ideas to Convert More Donors

- 1 Make sure your donation pages answers “why” someone should give.
- 2 Use a dear-reader offer in your content and article pages.



Islamic State

Isis leader Baghdadi appears in video for first time in five years

Video comes weeks after Islamic State was ousted from last stronghold in Syria



▲ Abu Bakr al-Baghdadi appears in an Isis propaganda video. Photograph: AFP/Getty Images

The fugitive Islamic State leader, Abu Bakr al-Baghdadi, has appeared in a propaganda video for the first time in five years, in which he recognises the terror group's [defeat in the Syrian town of Baghuz](#).

The appearance is only Baghdadi's second on video, and comes weeks after the remnants of Isis were ousted from their last organised stronghold in the eastern Syrian desert. Looking heavier than when he proclaimed the existence of the now collapsed caliphate in mid-2014, Baghdadi blames its demise on the "savagery" of Christians.

**Martin Chulov in Beirut and
Dan Sabbagh in London**

Mon 29 Apr 2019 13.09 EDT



398

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No Dear Reader



our people.

The pope's speech was less important to the archbishop than the fact that he was there. He told CNA that Francis "said nothing in particular, he showed solidarity." He added that entering the museum building brought back memories, "good and bad."

Among the good things, he said, was his recollection of "the prayers, never more intense - the Rosary, the reading of the Bible." These devotions sustained him during a period in which he was held and questioned by the Soviets.

Tamkevicius was eventually released as part of Mikhail Gorbachev's *perestrojka* program. He returned home and was appointed spiritual director of the seminary in Kaunas, Lithuania's second largest city, in 1989, becoming the rector of the seminary the following year.

In 1991, he was consecrated an auxiliary bishop of the Archdiocese of Kaunas, becoming the city's archbishop in 1996.

Tags: Catholic News, Pope Francis, Christian persecution, Lithuania, Archbishop Sigitas Tamkevicius

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Dear Reader at end of article



becoming the city's archbishop in 1996.

Five nuns kidnapped in southern Nigeria

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POLITICS / NEWS

Trump Doesn't Like So Many Anonymous Sources, and Neither Do These Journalism Experts


HEALTH CARE / NEWS

This Mystery Virus Is Being Compared to One of the World's Worst Illnesses

Video Team / June 05, 2017 / comments

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FULL MEASURE: June 4, 2017 - Mystery Virus



A year and a half ago "Full Measure" first reported on a baffling new illness responsible for nightmarish scenarios: a child wakes up and his legs don't move. Soon, he's paralyzed from the neck down.

Since then, the number of cases has grown. Yet the Centers for Disease Control and Prevention says it still has no clue what's causing it—and won't say much else. One thing we know ... the disease mimics one of the world's most feared illnesses: polio. Today, we continue our investigation into the mysterious outbreak that's left hundreds of American children suddenly frozen.

The following is Sharyl Attkisson's "Full Measure" report on this issue.

[>>> Find out when and where you can watch "Full Measure"](#)

A Note for our Readers:

Trust in the mainstream media is at a historic low—and rightfully so given the behavior of many journalists in Washington, D.C.

Ever since Donald Trump was elected president, it is painfully clear that the mainstream media covers liberals glowingly and conservatives critically.

Now journalists spread false, negative rumors about President Trump before any evidence is even produced.

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The Daily Signal's mission is to give Americans the real, unvarnished truth about what is happening in Washington and what must be done to save our country.

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Americans need an alternative to the mainstream media. But this can't be done alone. [Find out more >>](#)

Christopher Roberts, parent: Carter probably developed the flu-like symptoms on a Saturday morning and within 24 hours of that on Sunday morning we found him on the floor and no mobility on his right side unable to move and he was faintly asking for help.

Carter Roberts was just 3 when he was hit by sudden paralysis like polio. We first caught up with father, Chris, last year at a Johns Hopkins Institute in Baltimore, Maryland, where Carter was hospitalized for months.

Roberts: Last night he cried for 25 minutes. Just uncontrollably. He thinks, regular and constant pain. Although he is immobile, he can feel everything all over his body. But then this morning we've had a good day.

CDC gave the mysterious paralysis a new name: acute flaccid myelitis. Myelitis is inflammation of the spinal cord. Doctors told Hayden Werdal of Bremerton, Washington, that he just had a shingles infection—but 10 days he was paralyzed from the neck down. Mandy Baker was a musical honor student about to start her sophomore year of high school and went from feeling fine to being paralyzed in a single day. Her illness ran up a \$3 million hospital bill and treatments not covered by insurance.

As cases piled up in fall of 2014, doctors theorized they were connected to a rare outbreak of a virus called enterovirus, or EV-D68. Unusually high numbers of kids were showing up at ERs with severe breathing problems from EV-D68.

Inline Link to Bottom

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Now journalists

READ MORE

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In Donor Conversion




3 Ideas to Convert More Donors


- 1 Make sure your donation pages answers “why” someone should give.
- 2 Use a dear-reader offer in your content and article pages.
- 3 Use an instant donation page instead of a traditional confirmation page.




How Do We Get More Donors?

Version A



Hillsdale College
Sponsored · 

Your gift to Hillsdale College before June 30 will help enroll more Americans in free online courses that promote our country's founding principles—at a time when our country needs it most.



**Support
HILLSDALE COLLEGE**

Make your donation now »

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

SECURE.HILLSDALE.EDU

Learn More

Like Page

Like

Comment

Share

Buffer

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding — even indirectly in the form of student grants — your gift ensures that:

- Hillsdale College can continue to treat its students a classical liberal arts curriculum, increasing the preservation of civil and religious liberty.
- Hillsdale College can continue to provide the knowledge of God and Virginia Bellamy, the principles of liberty that made America great, and are necessary for freedom and true prosperity.
- Hillsdale can continue to educate its Americans who seek to learn about the Declaration of Independence, the Constitution, free market economics, the Western and American Heritage, the Great Books, and more through its free online courses which reach hundreds of thousands of people each year.
- Hillsdale can continue to publish inquiries, its influential speech against that plague, American ignorance. Inquiries receive more than 3.5 million people with each mailing, to afford completely free of charge, and feature great speakers. Hillsdale's Terms and additional correspondence have published, business media, and academic leaders at Hillsdale College events.
- Hillsdale can continue to teach students, support faculty, and public affairs about the Constitution and the central place in America's political life through the March 14th, in Center for Constitutional Studies and Operating on Capital Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

MY GIFT AMOUNT

\$25	\$50	\$100
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Other Gift Amount

☐ I am a Hill student (please provide your email address in the comments field)

GIFT DESIGNATION

☐ Area of Interest

BILLING INFORMATION

First Name Last Name

Email Address

Country

Address

City

State Zip Code

Phone

CREDIT CARD INFORMATION

Card Number

Exp. Month Exp. Year

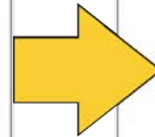
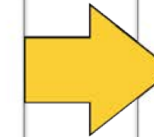
City

Version B

The diagram illustrates a user journey for a free online course. It begins with a Facebook post on the left, which promotes a free "Constitution 101" course by Hillside College. A yellow arrow points from the Facebook post to a landing page in the center. The landing page, titled "Study the document that secures your God-given rights," provides details about the course, including its purpose, content, and a "What students say" section. Another yellow arrow points from the landing page to a registration form on the right. A large green arrow at the bottom points upwards towards the registration form, and a large white infinity symbol is on the far right.

In Donations

The Ad

The email acquisition page for Hillsdale College's 'Constitution 101' course. The header reads 'Study the document that secures your God-given rights.' The main text describes the course as a free, 10-week program delivered via email. It includes a section titled 'Activate your free Constitution 101 course now!' with a form to fill out. The form has fields for 'First Name', 'Last Name', and 'Email'. Below the form is a blue button that says 'Activate my course!'. To the right of the form is a section titled 'What students say' with three testimonials. The page also features the Hillsdale College logo and contact information at the bottom.The instant donation page for Hillsdale College's 'Constitution 101' course. The header reads 'Thank you! You are now enrolled in Hillsdale College's Constitution 101 course!'. The main text says 'We are often asked... why does Hillsdale offer this course for free?'. Below this is a section titled 'OUR GIFT TO YOU' with a list of benefits. The page also includes a section titled 'MAKE AN IMMEDIATE CONTRIBUTION' with a form to enter a donation amount. The form has fields for 'Name', 'Address', 'City', 'State', 'Zip', and 'Phone'. Below the form is a blue button that says 'Make My Gift'.

The Instant Donation Page

The Email Acquisition Page



One key to make it work

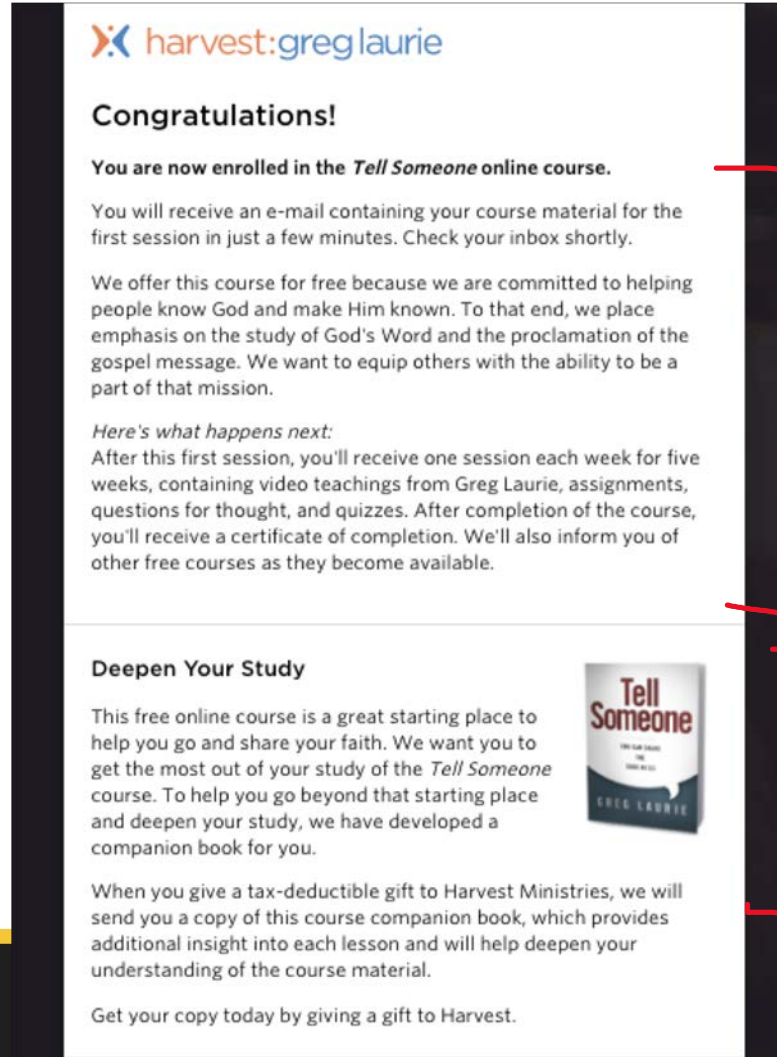
Make the ask **IN CONTEXT**
of the offer just received.






Experiment #4348

From This





Congratulations!

You are now enrolled in the *Tell Someone* online course.


You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

We offer this course for free because we are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Here's what happens next:
After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Deepen Your Study

This free online course is a great starting place to help you go and share your faith. We want you to get the most out of your study of the *Tell Someone* course. To help you go beyond that starting place and deepen your study, we have developed a companion book for you.

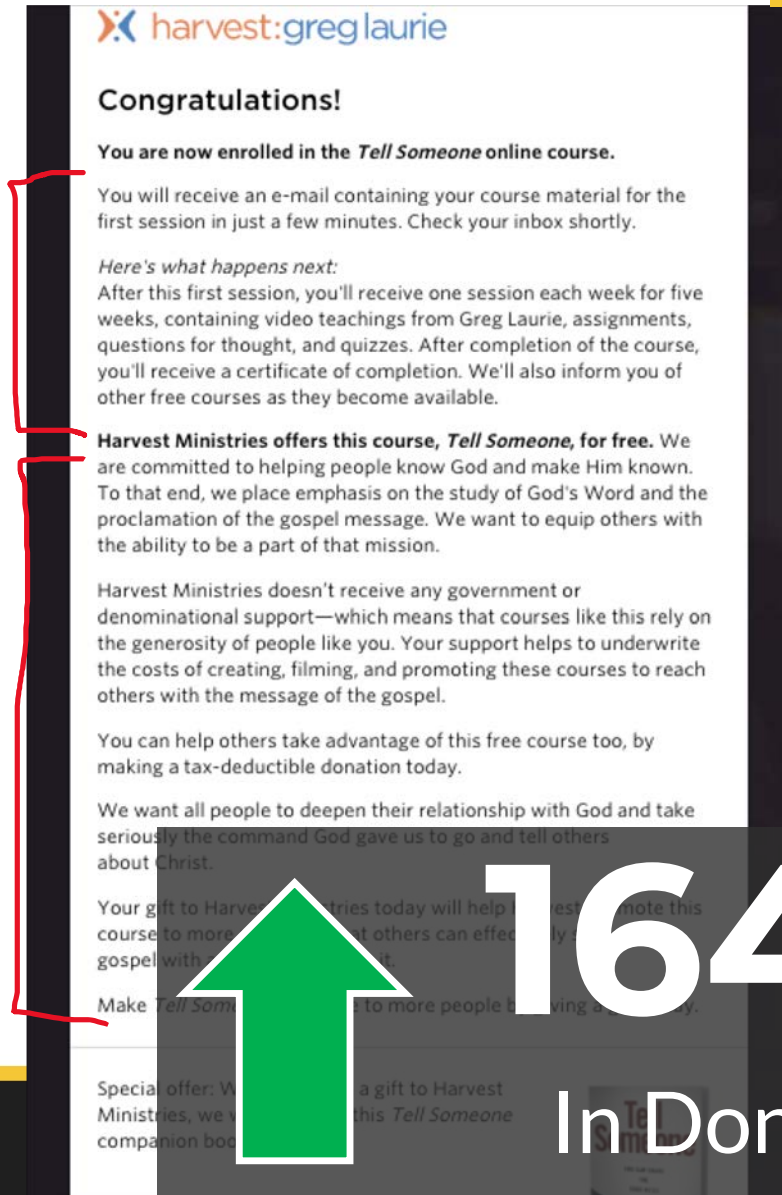



When you give a tax-deductible gift to Harvest Ministries, we will send you a copy of this course companion book, which provides additional insight into each lesson and will help deepen your understanding of the course material.

Get your copy today by giving a gift to Harvest.

To This

PAGE #
255





Congratulations!

You are now enrolled in the *Tell Someone* online course.

You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

Here's what happens next:
After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion. We'll also inform you of other free courses as they become available.

Harvest Ministries offers this course, *Tell Someone*, for free. We are committed to helping people know God and make Him known. To that end, we place emphasis on the study of God's Word and the proclamation of the gospel message. We want to equip others with the ability to be a part of that mission.

Harvest Ministries doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to reach others with the message of the gospel.

You can help others take advantage of this free course too, by making a tax-deductible donation today.

We want all people to deepen their relationship with God and take seriously the command God gave us to go and tell others about Christ.

Your gift to Harvest Ministries today will help us promote this course to more people so that others can effectively share the gospel with their families and friends.

Make *Tell Someone* available to more people by giving a gift to Harvest Ministries today.

Special offer: When you give a gift to Harvest Ministries, we will send you a copy of this *Tell Someone* course companion book.

164%

In Donations

3 Ideas to Convert More Donors

- 1 Make sure your donation pages answers “*why*” someone should give.
- 2 Use a *dear-reader offer* in your content and article pages.
- 3 Use an *instant donation page* instead of a traditional confirmation page.

REVIEW



3 Ideas to Optimize Average Gift without more people or budget.



Optimizing average gift
requires you to know exactly
how it's affecting revenue.



3 Ideas to Convert More Donors

- 1 Using premiums and incentives to affect average gift.



Experiment #5661

From This

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

Why does Dallas Theological Seminary offer these courses for free?

We are offering this course on Genesis for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.

Your donation keeps this course free

Dallas Theological Seminary doesn't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.

Choose your donation amount

Congratulations!

You've been enrolled in the free Revelation online course, and you will receive an email containing your first lesson in just a few minutes. Check your inbox shortly.

Here's what happens next:

After this lecture, you'll receive one lecture each week for ten weeks, containing video teachings from Dr. Stanley Toussaint, assignments, discussion questions, and quizzes.

After completion of the course, you'll receive a certificate of completion. We'll also inform you of new courses as they become available.

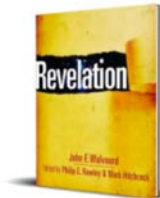
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Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world? Your gift will help DTS provide this course free of charge to people who are searching for truth.



53%

In Average Gift



34%

In Donations

Experiment #7809

From This

2. This online class is made possible and free because of the generous support of people who believe in our mission. Isn't that incredible? Care Net is completely donor funded. This means that we rely on the support of people like you to not only make resources like this online course, free, but to help us offer compassion, hope, and help to anyone [redacted] by presenting them with realistic alternatives and Christ-centered support through a life-affirming network of [redacted] centers, organizations, and individuals.

3. Before this course, there was no easily-accessible training for people to effectively minister to those [redacted] Now, millions of people can learn how to effectively engage women and men at risk [redacted] before it is too late. Will you help us get this course into the hands of more people? **Your gift of \$50 will help us alert more than 1,000 people about this course.** With your strong support today, you will help us transform [redacted] movement with this necessary training.

Imagine what would happen if every [redacted] was also a trained life disciple. That could mean [redacted] as we know it.

To This

2. This online class is made possible and free because of the generous support of people who believe in our mission. Isn't that incredible? Care Net is completely donor funded. This means that we rely on the support of people like you to not only make resources like this online course, free, but to help us offer compassion, hope, and help to anyone [redacted] by presenting them with realistic alternatives and Christ-centered support through a life-affirming network of [redacted] centers, organizations, and individuals.

3. Before this course, there was no easily-accessible training for people to effectively minister to those [redacted] Now, millions of people can learn how to effectively engage women and men at risk [redacted] before it is too late. Will you help us get this course into the hands of more people? **Your gift will help us alert more people about this course.** With your strong support today, you will help us transform the [redacted] with this necessary training.

4. When you give a gift of \$50, we will send you a complimentary DVD curriculum. The DVD curriculum is taken from the first session of the complete 6-session Making Disciples DVD set. We will equip you and your church to offer compassion, hope, help, and help in discipling women and help you go deeper into the content you are learning online.

Imagine what would happen if every [redacted] was also a trained life disciple. That could mean the [redacted] as we know it.

Thank you for joining us to save the future of the [redacted] form below.



43.8%
In Average Gift



83%
In Donations

Experiment #6145

From This

Thank you! You are now enrolled in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.

We are often asked—why does Hillsdale offer these courses for free?

Here are three important reasons:

- Most Americans complete their education with **little to no knowledge of America’s foundational principles.**
- **Every American must understand the Constitution and the Declaration of Independence**—these documents set forth America’s founding principles.
- As millions of citizens learn about America’s founding principles, **civil and religious liberty can be restored.**

Hillsdale refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) to remain truly independent.

That’s why the College counts on the generosity of people like you who help to underwrite the costs of developing, producing, and distributing these courses so that more Americans can understand and appreciate what made America the freest and most prosperous nation in human history.

Will you make a tax-deductible donation today to help produce and promote more free online courses?

Not only will your gift help the College cover its costs, it will also help Hillsdale reach more people like you with this critical education.

Yes! I want to help Hillsdale produce more free online courses and ensure that more citizens are educated about America’s founding principles

Thank you! You are now enrolled in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.

We are often asked—why does Hillsdale offer these courses for free?

Here are three important reasons:

- Most Americans complete their education with **little to no knowledge of America’s foundational principles.**
- **Every American must understand the history of the Supreme Court and its duty to interpret the Constitution.**
- As millions of citizens learn about America’s founding principles, **civil and religious liberty can be restored.**

Hillsdale refuses every penny of taxpayer-funded government support (even indirectly through student grants and loans) to remain truly independent.

That’s why the College counts on the generosity of people like you who help to underwrite the costs of developing, producing, and distributing these courses so that more Americans can understand and appreciate what made America the freest and most prosperous nation in human history.

Will you make a tax-deductible donation today to help produce and promote more free online courses?

Special offer: For a gift of \$100 or more, you will receive a copy of Hillsdale’s online course companion textbook, *The U.S. Constitution: A Reader*.

Yes! I want to help Hillsdale produce more free online courses and ensure that more citizens are educated about America’s founding principles



3 Ideas to Convert More Donors

1 Using premiums and incentives to affect average gift.

2 Using gift arrays to affect average gift.



Experiment #2802

From This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

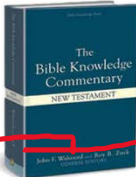
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

\$ USD

Payment Info

To This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

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Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

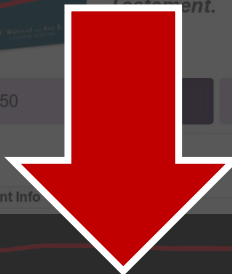
\$50 \$100 \$250 \$500 \$1,000 Other (minimum \$2,000)

Payment Info



34.7%

In Donations



16.4%

In Average Gift

Standard Gift Array (low to high)

CARINGBRIDGE.ORG

This Website Helps Laura Stay Connected to Family and Friends

Kelly, you make this website possible

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

Make a secure donation, using the form below.

1. Choose Your Donation Amount

\$50

\$100

\$250

\$100.00

(minimum \$10.00)

Reverse Gift Array (high to low)

CARINGBRIDGE.ORG

This Website Helps Laura Stay Connected to Family and Friends

Kelly, you make this website possible

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

Make a secure donation, using the form below.

1. Choose Your Donation Amount

\$250

\$100

\$50

\$100.00

(minimum \$10.00)

2. Write a Message of Support

11%

In Average Gift

16%

In Donor Conversion



Reverse Gift Array (high to low)

Starting with the highest amount says that *\$250 is the expectation*.

But it can also imply that that a *larger gift isn't really needed*.

CARING BRIDGE.ORG

This Website Helps Laura Stay Connected to Family and Friends

Kelly, you make this website possible

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

Make a secure donation, using the form below.

1. Choose Your Donation Amount

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

(minimum \$10.00)

2. Write a Message of Support

3 Ideas to Convert More Donors

- 1 Using premiums and incentives to affect average gift.
- 2 Using gift arrays to affect average gift.
- 3 Take a smaller donation now, to get more revenue long-term.



How Presenting The Opportunity To Make A Recurring Gift At The Moment Of A Person's One-time Gift Transaction Affects Recurring Gift Conversion.

Experiment ID: #9024

CONTROL

My Gift to Support Family Ministry

Your gift will go to work immediately - transforming lives through the power of the Gospel.

Giving is quick, easy and secure. Simply complete the form below.

If you choose to make your donation recurring, your gift should ship between 1-2 business days and your donation will be debited from your account at that time.

\$50.00

\$100.00

\$250.00

\$500.00

\$1,000.00

Other

\$

Free gift when making your donation recurring.

☐ Make my donation recurring

-- Please Select --

TREATMENT

Before we process your gift, would you consider something?

Become a friend of Focus on the Family by converting your gift into an ongoing monthly gift.

When you do, you will receive exclusive benefits:

- Free Shipping - on all online Focus on the Family Store™ orders for as long as you are a member
- Magazines - an annual subscription to Focus on the Family® magazine
- Free Focus Resources - a download, book, CD or DVD 12x a year

By joining the Friends of Focus on the Family program, you are becoming a part of the God-ordained institution of family.

For those that are already a monthly donor, thank you! For everyone else, a \$15 a month, you will offer consistent help to families who need biblical truth most.

Would you like to convert your gift to an ongoing monthly gift?



YES!
Convert my gift to a \$15 monthly gift.

No, thanks.
Process my original one-time gift.

64%

In Recurring Gifts

Make a Donation





TREATMENT

For those that are already a monthly donor, thank you! For everyone else, if you change your gift to \$15 a month, you will offer consistent help to families who need biblical truth most.

Would you like to convert your gift to an ongoing monthly gift?

YES!

Convert my gift to a \$15 monthly gift.

No, thanks.

Process my original one-time gift.

Consider something?

Would you like to convert your gift to an ongoing monthly gift?

YES!

Convert my gift to a \$15 monthly gift.

No, thanks.

Process my original one-time gift.

Make a Donation



Donor Retention by Donor Type

AVERAGE

46%



FIRST-TIME

23%



REPEAT

60%

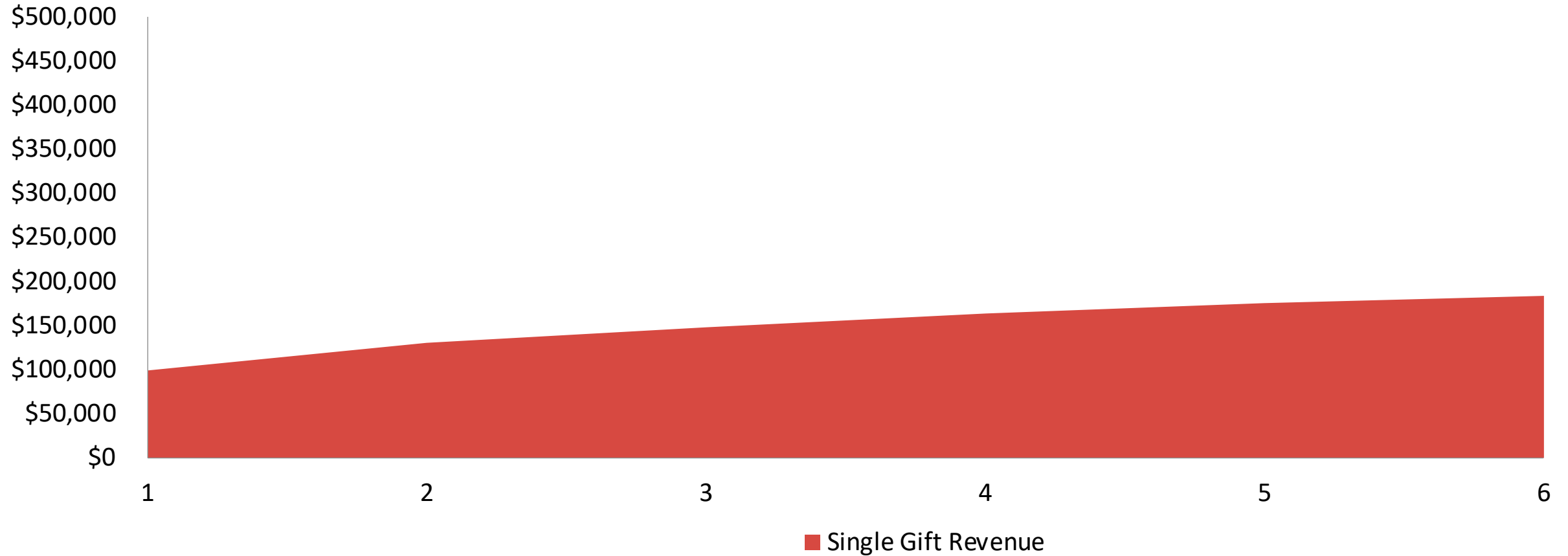


MONTHLY

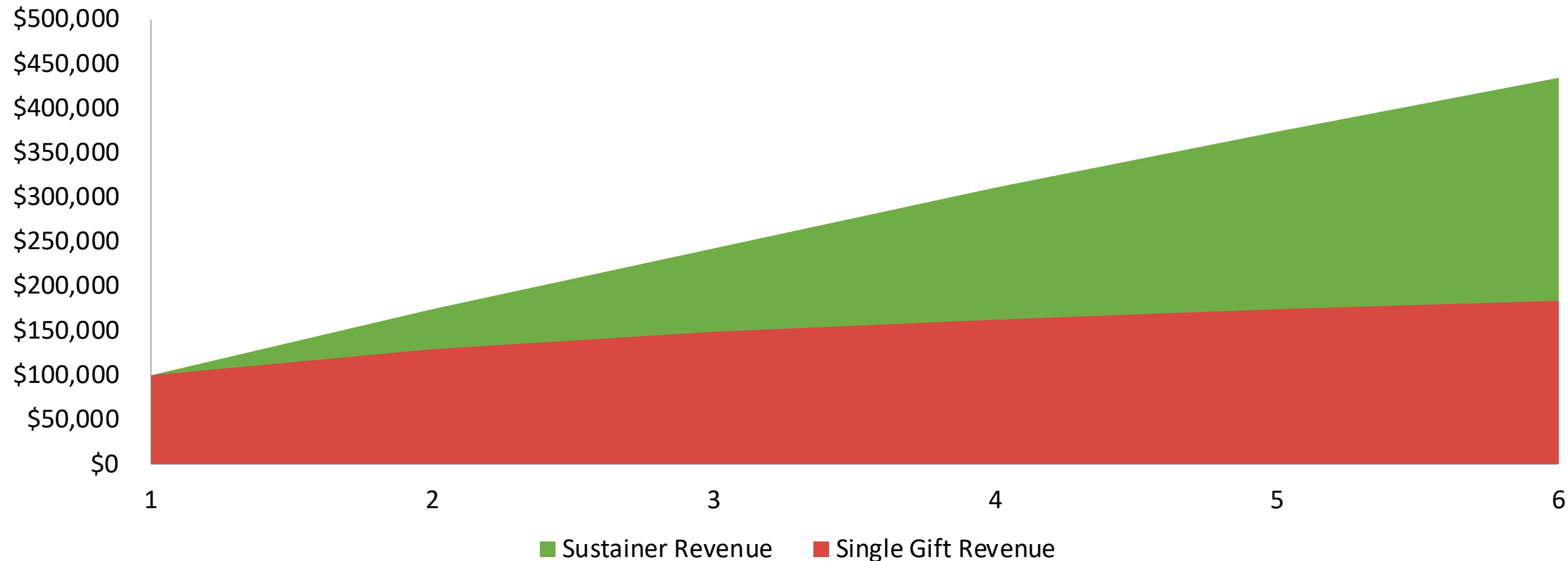
90%



6 Year Value of 1,000 Donors

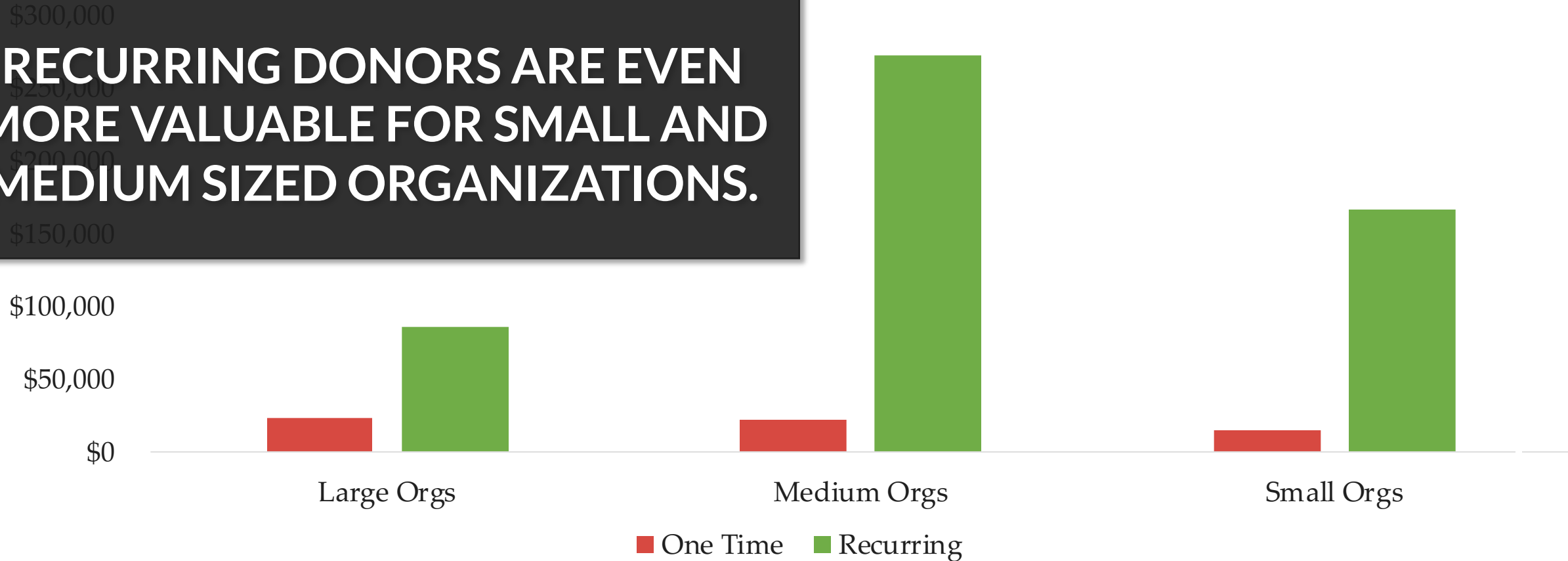


6 Year Value of 1,000 Donors



Cumulative Revenue per 1,000 Donors After 5 Years

RECURRING DONORS ARE EVEN MORE VALUABLE FOR SMALL AND MEDIUM SIZED ORGANIZATIONS.



3 Ideas to Convert More Donors

- 1 Using *premiums and incentives* to affect average gift.
- 2 Using *gift arrays* to affect average gift.
- 3 Take a smaller donation now, to get *more revenue long-term*.

REVIEW

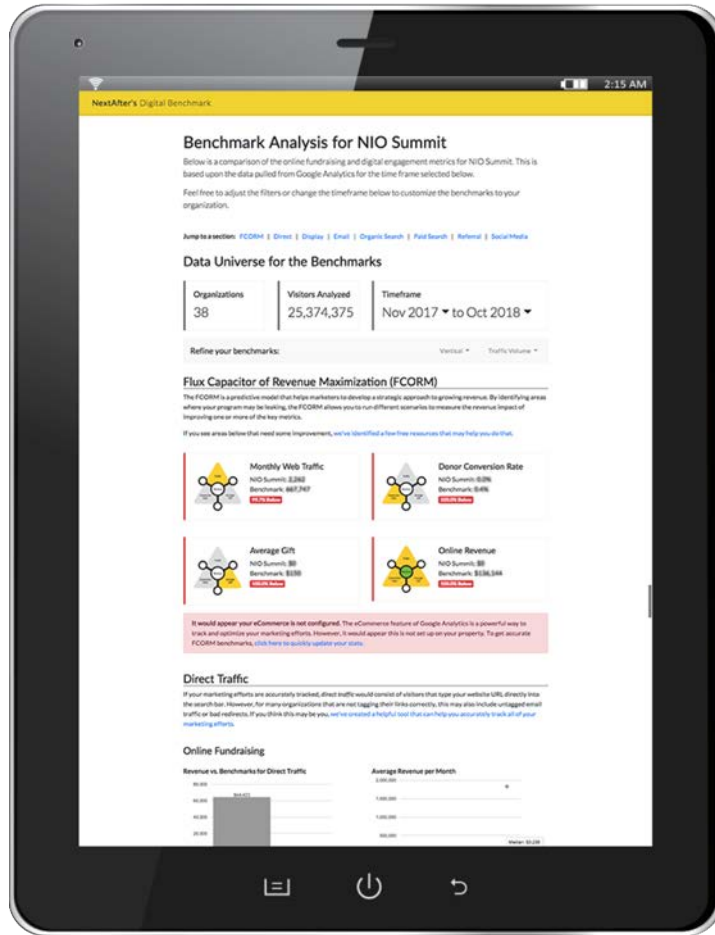


What's Next?



I will send you the full 2019 *Online Fundraising Benchmark Report* when it is finished.

In the meantime...



You can get an instant report by connecting your Google Analytics to the live benchmarking tool.

nextafter.com/benchmark-tool



Need more help getting started optimizing your fundraising?



In-person online fundraising certification workshops.

- May 2 – Toronto, BC
- May 10 – Calgary, AB
- May 23 – Chicago, IL
- June 10 – Boston, MA

nextafter.com/training



Questions?

