

The Web as a Living Laboratory

What We've Learned from 2,500 Digital Fundraising Experiments

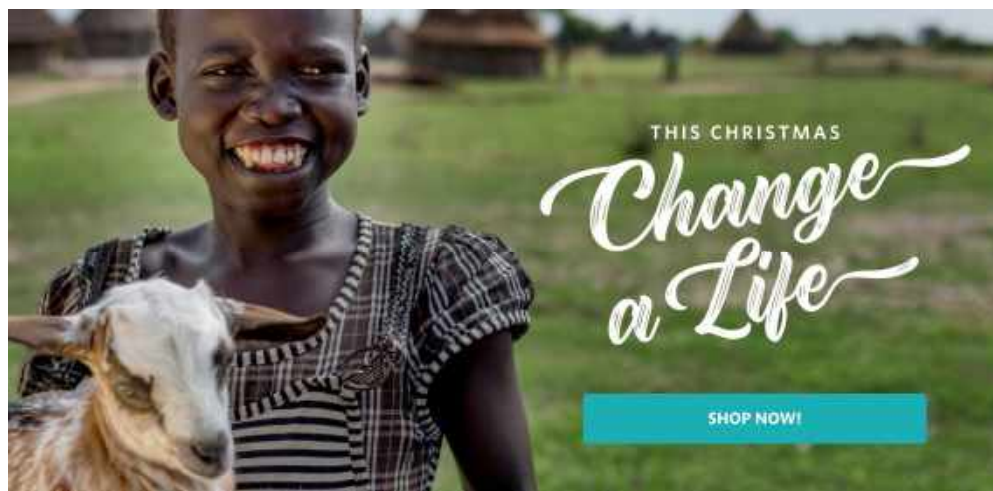
DMAW
Direct Marketing Association of Washington



Let's start with a little **quiz!**



VERSION A



THIS CHRISTMAS
Change a Life

SHOP NOW!

VERSION B



You Can Change a Life with a Gift

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

CHANGE A LIFE BY GIVING A GIFT



VERSION A



Hello First name,

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

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

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

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

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

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

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

VERSION B

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



Hello NAME,

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.

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[Yes! Double My Donation!](#)

Yours in strength,

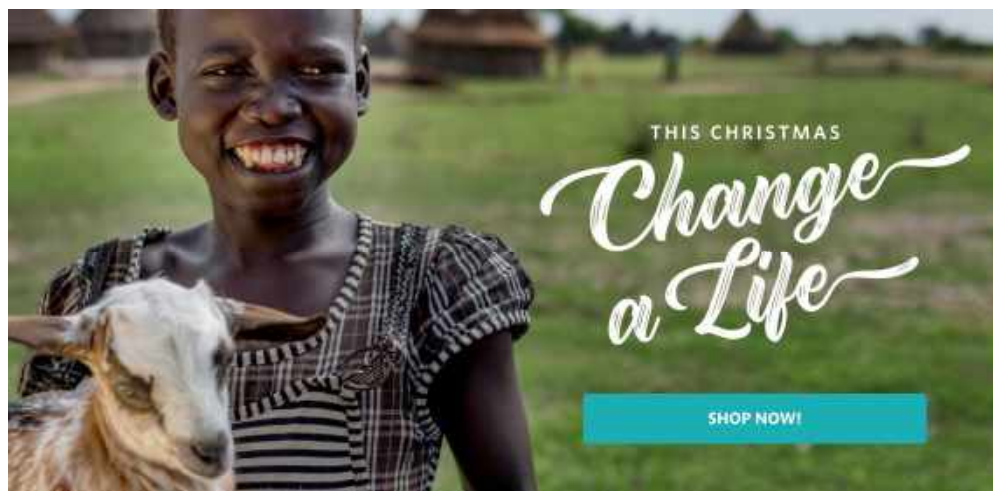
Rik Lalim
CaringBridge Advisory Council member & donor

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

Experiment # 4174



VERSION A



VERSION B



VERSION A



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



112.5%

In Donations

VERSION B

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



Hello NAME,

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[Yes! Double My Donation!](#)

Yours in strength,

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Experiment # 4174



VERSION A – Text Appeal

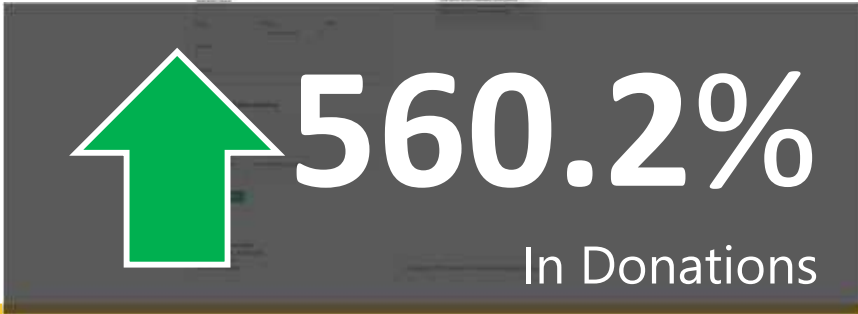


The screenshot shows the top portion of a text-based appeal page. It features the BUCKNER logo at the top left. Below the logo is a blue horizontal bar. The main heading is "A Special Story of Hope this Christmas" followed by "A Message from Buckner President Albert L. Reyes". The text is dense and includes several paragraphs of introductory text. At the bottom of the visible section, there is a call to action: "Please make a gift using the secure form below".

VERSION B – Video Appeal



The screenshot shows the top portion of a video-based appeal page. It features the BUCKNER logo at the top left. Below the logo is a blue horizontal bar. The main heading is "A Special Story of Hope this Christmas". Below the heading is a video player showing a man in a suit speaking. To the right of the video player is a call to action: "Please make a gift using the secure form below". Below this is a donation form with a "Donation Information" section containing a table of donation amounts: \$25, \$50, \$100, \$250, and \$500. The form also includes "Billing Information" and "Payment Information" sections.



How did *you* do?



How did *you* make your decision?



How did *you* make your decision?
Intuition?



How did *you* make your decision?

Intuition?

Best Practices?



How did *you* make your decision?

Intuition?

Best Practices?

Guess?




All fundraisers are flawed.



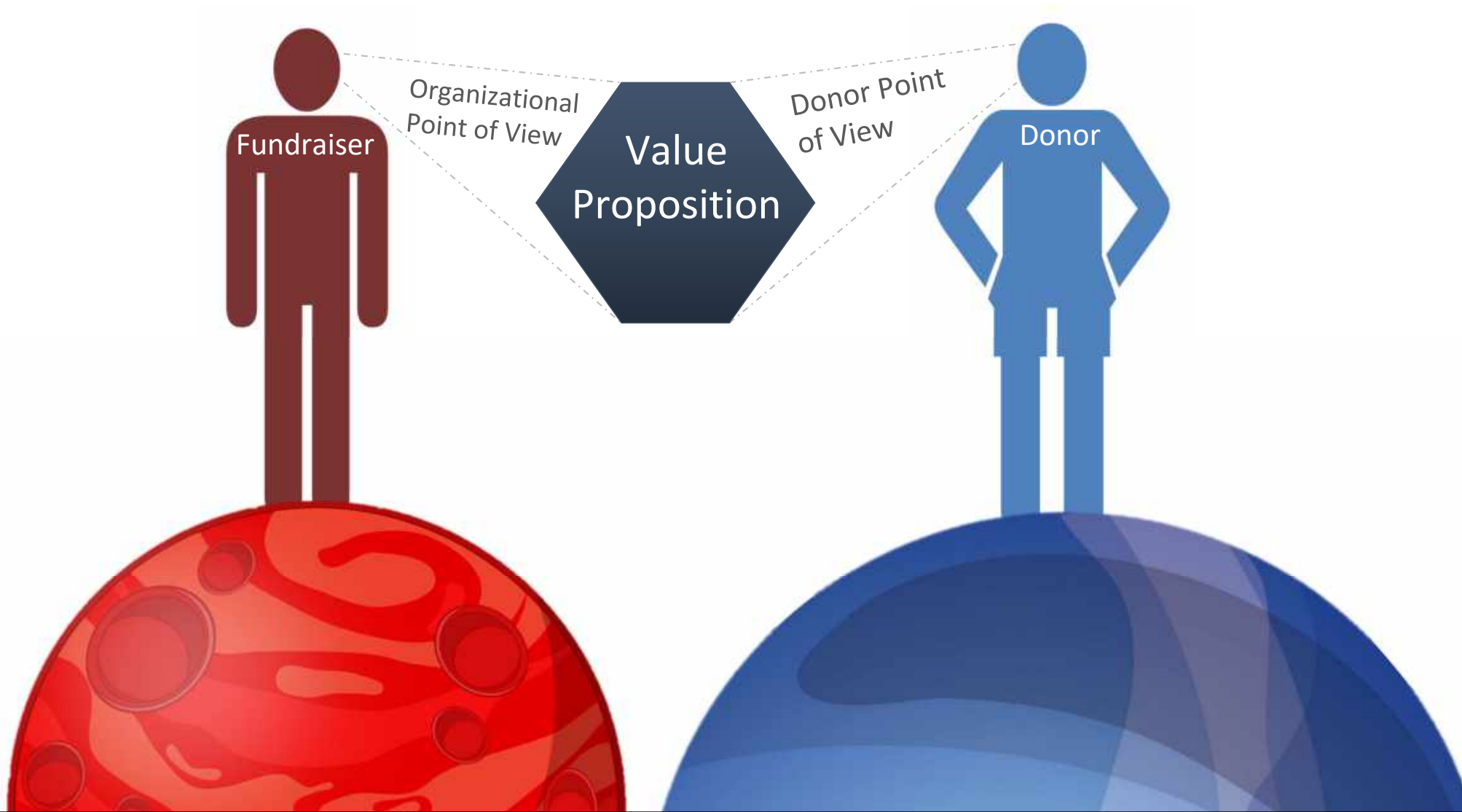


The Fundraiser's 3 Fatal Flaws:

- 1. We fail to see what our donors see.**
 - 2. We fail to hear what our donors are saying.**
 - 3. We fail to speak in our donor's language.**
- 



We fail to see what our donors see.

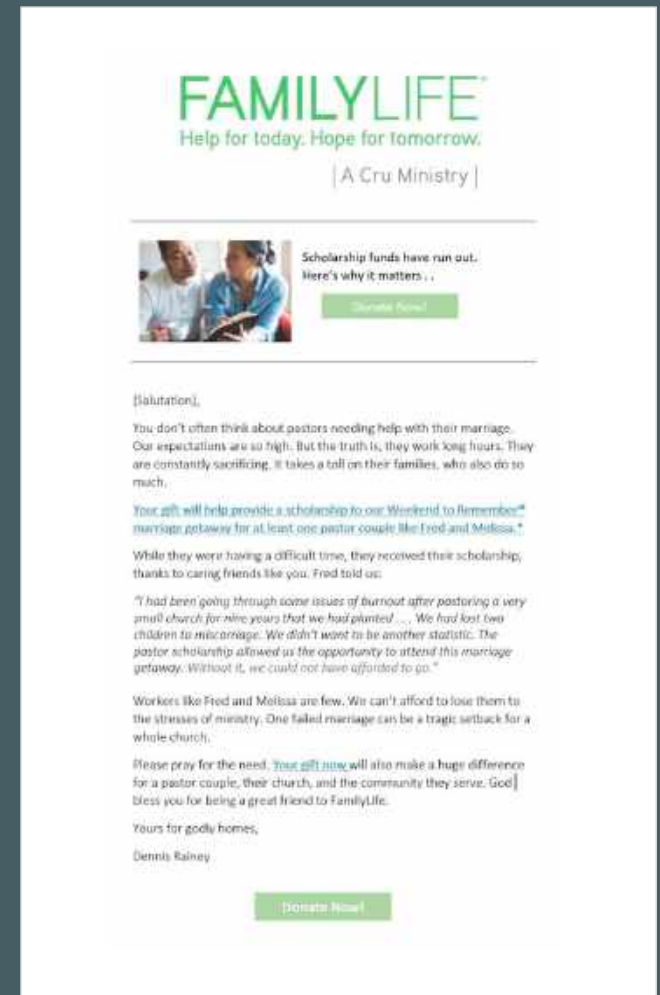


Fundraiser Sees:

- Professional
- Polished
- Nicely designed


Donor Sees:

- Marketing



The screenshot shows a fundraising email from FamilyLife, a Cru Ministry. The header features the FamilyLife logo in green and the tagline "Help for today. Hope for tomorrow." Below the logo is a horizontal line. To the left of the text is a small photograph of a man and a woman looking at a book together. To the right of the photo is the text "Scholarship funds have run out. Here's why it matters..." followed by a green "Donate Now!" button. Below this is another horizontal line. The main body of the email starts with a salutation "[Salutation]," followed by a paragraph explaining that pastors work long hours and sacrifice for their families. It then states that the donor's gift will help provide a scholarship to a Weekend to Remember marriage getaway for at least one pastor couple like Fred and Melissa. A quote from Fred follows, describing how the scholarship helped him attend a marriage getaway during a difficult time. The email then explains that workers like Fred and Melissa are few and that their marriages can be a tragic setback for a whole church. It concludes with a request to pray for the need and a final green "Donate Now!" button.

FAMILYLIFE™
Help for today. Hope for tomorrow.
[A Cru Ministry]

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

[Donate Now!](#)

[Salutation],

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

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

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

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

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

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

Yours for godly homes,
Dennis Rainey

[Donate Now!](#)

Hi Jenn,

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

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

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

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

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

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

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

I can't think of a better way to invest in God's kingdom, than to invest in the people God has called to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/2017-07/invite.php?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,
Dennis

Fundraiser Sees:


- Unprofessional
- Boring
- Plain

Donor Sees:

- An email from a friend

Organizational-Centric

FAMILYLIFE
Help for today. Hope for tomorrow.
| A Cru Ministry |



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

[Donate Now!](#)

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

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

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

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[Donate Now!](#)

Donor-Centric

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

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

Jenn, I'm considering giving a gift to help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

I'm so thankful for your generosity. I hope you'll consider giving a gift to help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

I don't only have a pastor in my marriage, but he will come away recharged and renewed to his congregation.


I'm not sure how to best thank you for your gift, but I'll be sure to let God's Spirit work through me to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/2017-07/andee.cru?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,
Dennis



272%
In Donations

Experiment # 6988

Not This

<< Test First Name >>.

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

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

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

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



Greg

But This

Hi Courtney,

I hope this finds you well.

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

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

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

Have you ever experienced this?

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

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

Here's a link to get your book now!

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

Have a great rest of your week.

Greg



116%

In Donations

Experiment # 4647

Not This

Save the Children
100 ANNI
DONA ORA

Bombardato un ospedale in Yemen

ieri sera è arrivata una tragica notizia. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile e quattro bambini e tre adulti sono rimasti uccisi. È fondamentale che l'ospedale torni a funzionare immediatamente: 3.606 persone hanno urgente bisogno di assistenza.

con 283€ > **con 81€** > **con 57€** >

Contra a 23 bambini URO TERAPIUTICO per 3 settimane
Assisti a 4 bambini appena nati TETANOSI
Fornisci a 3 famiglie ACQUA POTABILE per 1 mese.

Save the Children è presente in Yemen dal inizio del conflitto portando clinica, acqua potabile, kit di emergenza e cure contro la malnutrizione. Per contribuire a salvare sempre e finora dai bambini e dagli adulti abbiamo bisogno anche di te.

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

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

Save the Children Italia - Via Salaria, 101 - 00198 Roma - Tel. +39 06 86007000

But This

De: Daniela Fatarella <no-reply@savethechildren.org>
Fecha: 26 de marzo de 2019, 22:10:08 CET
Para: maria.perezvega@gmail.com
Asunto: Maria, hanno appena bombardato un ospedale e 4 bambini sono morti.
Responder a: infoemergenze@savethechildren.org

Gentile Maria,

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

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

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

Grazie di cuore per quanto potrai fare.

Un caro saluto,

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

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

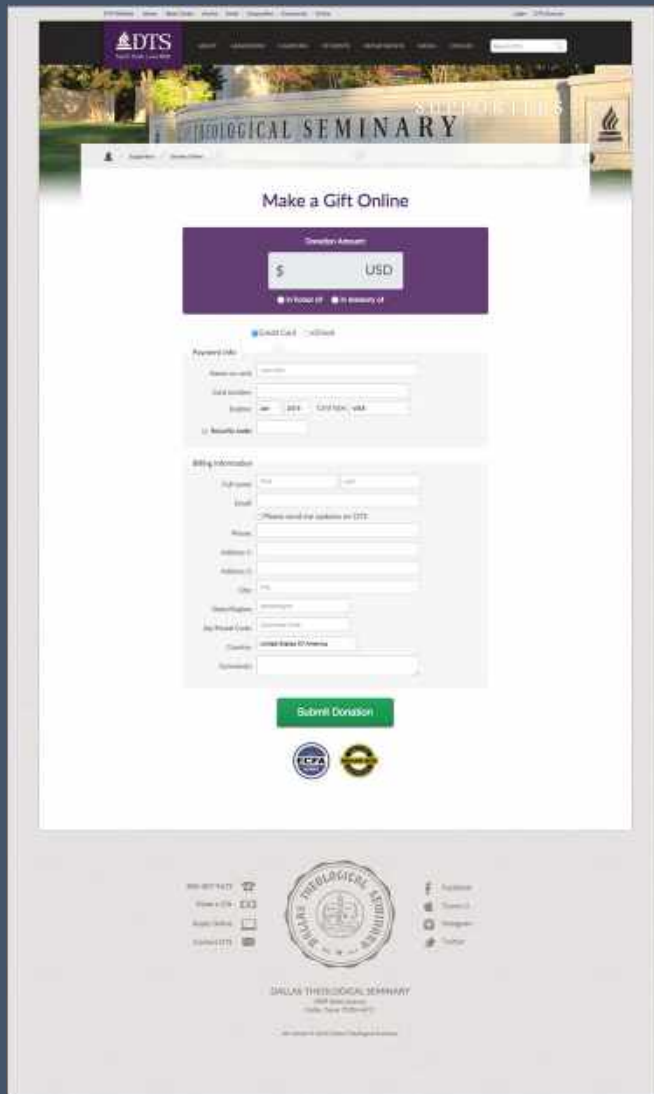
I tuoi dati personali sono trattati da Save the Children secondo [la nostra informativa](#) fornita ai sensi dell'art.13 del Regolamento UE n.679/2016 (cd. GDPR).

300%
DONATIONS

People give to people,
not email machines.

@digitaldonor





Fundraiser Sees:

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

Donor Sees:

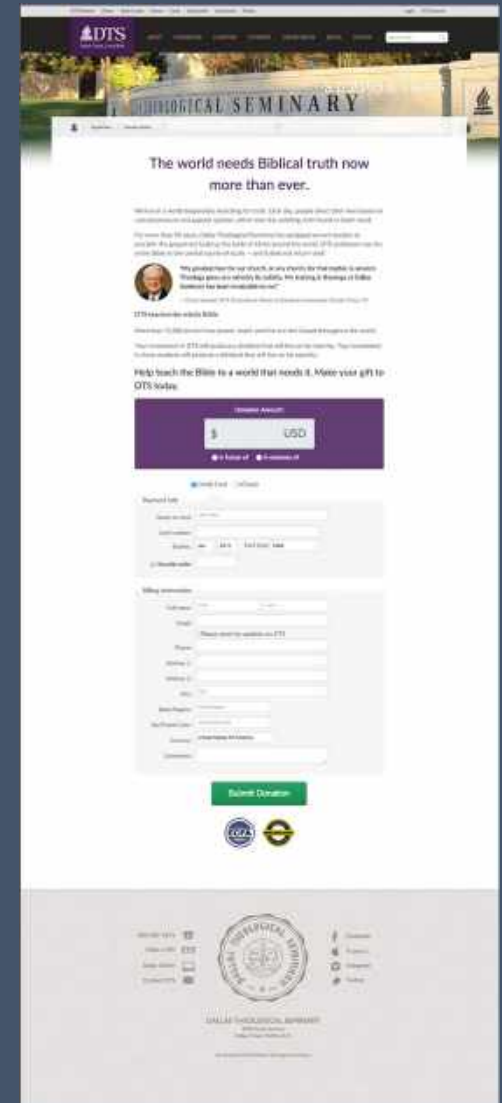
- All cost and no value

Fundraiser Sees:

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

Donor Sees:

- A compelling reason to give



Organizational-Centric

Make a Gift Online

Donor Account

\$ USD

Payment Info

Billing Information

Submit Donation

Donor-Centric

The world needs Biblical truth now more than ever.

187%
In Donations

Submit Donation

Experiment # 1780

Not This

0 Items **VIEW CART**

Membership Services: (940) 309-5243
bookstore.mhfrs.com

Friend **Institutional** **Contributor** **Sponsor**

WE WROTE THE BOOK ON TEXAS HISTORY

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

THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!

Bookstore

DONATE

But This

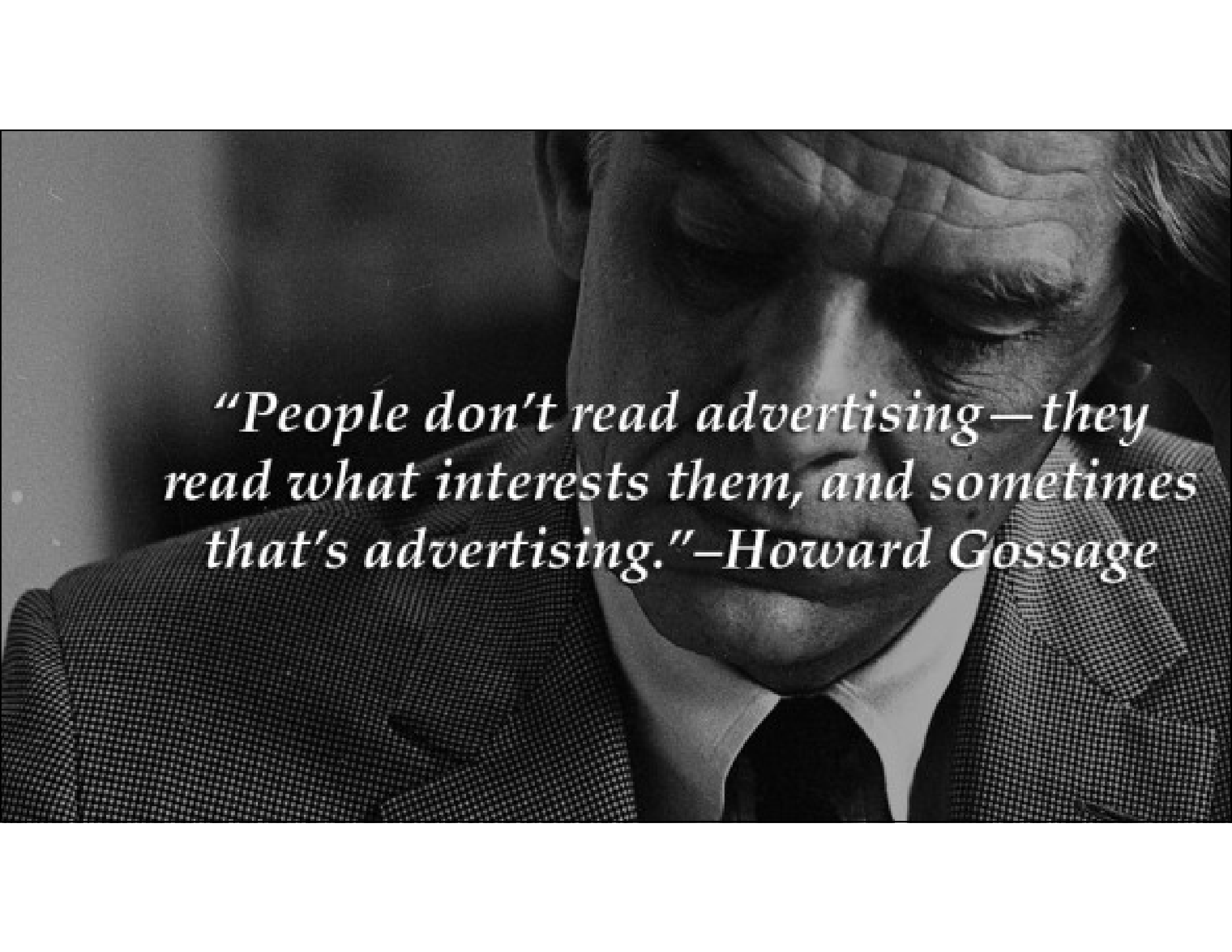
GET INSIDER ACCESS
to the New Edition of the Handbook of Texas

Who are these special people and what? They are the members of the Texas State Historical Association.

147% In Donations

DONATE

Experiment # 2347



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

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

@digitaldonor





Leadership
Institute

DONATION & LANDING PAGE
OPTIMIZATION CASE STUDY.

What Would You Do To This Page?



Donate to the Leadership Institute

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

Your Information

Title: First Name: Last Name:
Choose from list

Address Line 1:

Address Line 2 (Optional):

City: State: Zip Code:
City Choose from list Zip Code

Phone:

Email:

Your Contribution

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

Make this contribution:

One time Monthly

Your Payment Information

Card Number:

CSC: Expiration (MM/YY):

What's this?

I'm not a robot

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

Leadership Institute
101 North Highland Street
Arlington, VA 22201

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

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



Donate to the Leadership Institute

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

Your Information

Title: First Name: Last Name:
Choose from list First Name Last Name

Address Line 1:
Address Line 1

Address Line 2 (Optional):
Address Line 2 (Optional)

City: State: Zip Code:
City Choose from list Zip Code

Phone:
Phone Number

Email:
Email Address

Your Contribution

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

Make this contribution:

One-time Monthly

Your Payment information

Card Number:
Card Card #

CSC: Expire (MM/YY):
CSC MM YY



For more ideas

Donate

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Leadership Institute
 100 North Highland Street
 Arlington, VA, 22201


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Main Message

- Little to no copy at all.
- Not even transition-to-action copy

 LEADERSHIP INSTITUTE About Training Contact Us Career Resources Donate Login

Donate to the Leadership Institute

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

Your Information

Title First Name Last Name
Choose from list First Name Last Name

Address Line 1
 Address Line 2

Address Line 2 (Optional)
 Address Line 3 (Optional)

City State Zip Code
City Choose from list Zip Code

Phone Number

Email
Email Address

Your Contribution





Make this contribution:

Your Payment Information

Card Number
Credit Card #

Exp. Date Expiration (MM/YY)
CVC Exp. Date / YY

who's first

[enroll a user](#)

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:
Leadership Institute
101 North Highland Street
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5223 (TAC), or (703) 247-2000 if outside the U.S.

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Main Message

- Little to no copy at all.
- Not even transition-to-action copy

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Information

Title: First Name: Last Name:
Choose from list First Name Last Name

Address Line 1:
Address Line 2:
Address Line 2 (optional):
Address line 2 (optional)

City: State: Zip Code:
City Choose from list Zip Code

Phone:
Phone Number

Email:
Email Address

Your Contribution

Make 11th contribution:

Your Payment Information

Card Number:
Credit Card #

Exp. Date (MM/YY): /
Exp. Date

Cardholder's Name:

myra vpb

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

Leadership Institute
101 North Highland Street
Arlington, VA 22201

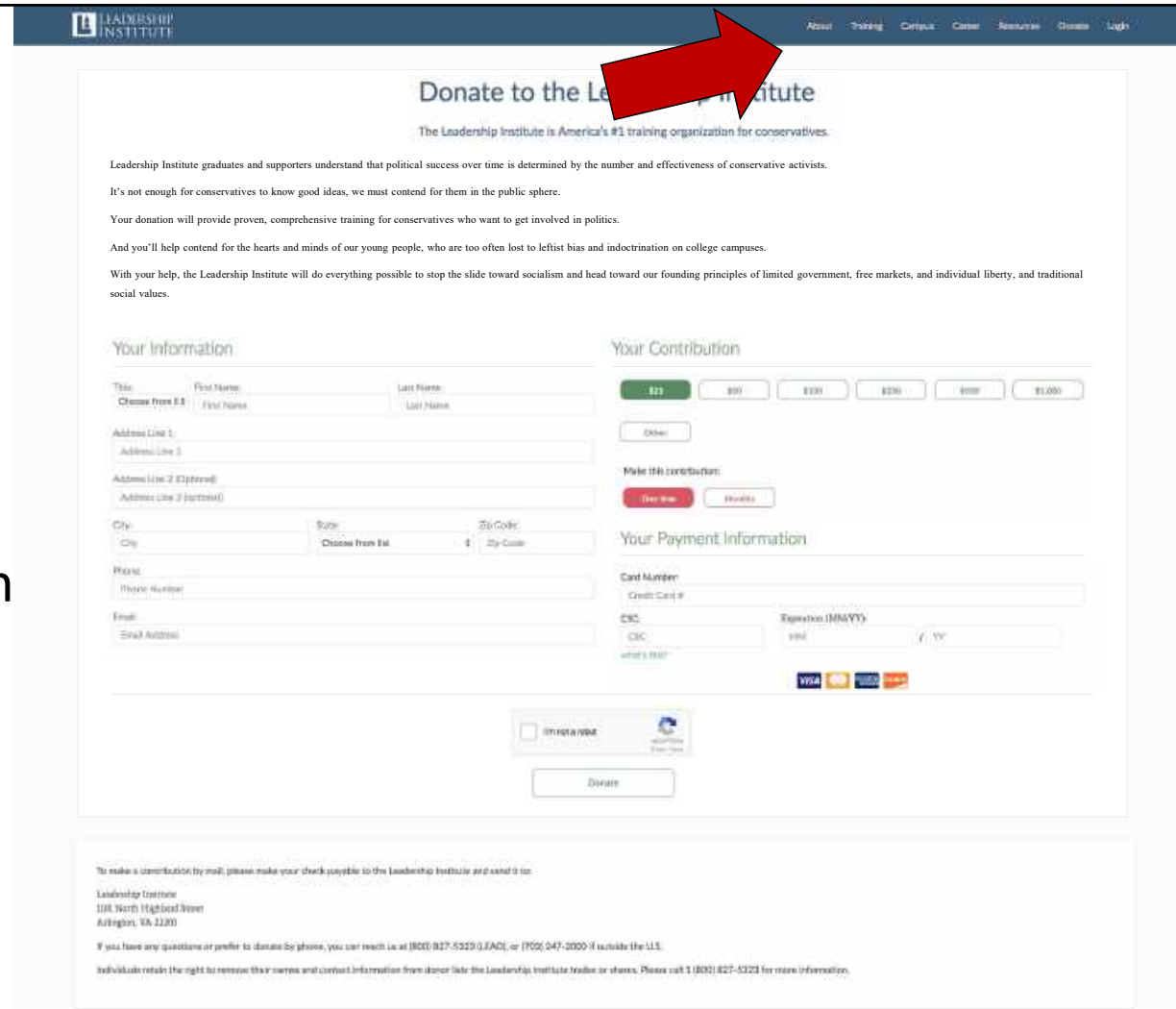
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Template Design

- **Header links**
- Delayed giving options
- Side by side form approach
- Small button approach



The screenshot shows the 'Donate to the Leadership Institute' page. At the top, a dark blue navigation bar contains the Leadership Institute logo and links for 'About', 'Training', 'Contact', 'Career', 'Resources', 'Donate', and 'Login'. A large red arrow points to this navigation bar. Below the navigation bar, the page title 'Donate to the Leadership Institute' is displayed, followed by the tagline 'The Leadership Institute is America's #1 training organization for conservatives.' The main content area features several paragraphs of text explaining the organization's mission and the impact of donations. Below the text, the form is divided into two columns: 'Your Information' and 'Your Contribution'. The 'Your Information' column includes fields for Title, First Name, Last Name, Address Line 1, Address Line 2, City, State (with a dropdown menu), Zip Code, Phone Number, and Email. The 'Your Contribution' column features a row of buttons for donation amounts: \$25, \$50, \$100, \$250, \$500, and \$1,000, along with an 'Other' button. Below these are buttons for 'Make this contribution' (with 'Pay Now' and 'Monthly' sub-options) and 'Your Payment Information' section, which includes fields for Card Number, Credit Card #, Exp. Date (MM/YY), and CVC. At the bottom of the form, there is a checkbox for 'Print Receipt' and a 'Donate' button. Below the form, there is a section for mailing instructions and contact information.



Template Design

- Header links
- Delayed giving options
- Side by side form approach
- Small button approach

Leadership Institute

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Information

Title: First Name: Last Name:

Address Line 1:

Address Line 2 (optional):

City: State: Zip Code:

Phone Number:

Email:

Your Contribution

Make 11th contribution?

Your Payment Information

Card Number:

Credit Card #:

Exp. Date (MM/YY):

Exp. Year (YY):

What's New?

Print Receipt

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

Leadership Institute
101 North Highland Street
Arlington, VA 22201

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

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



Template Design

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LEADERSHIP INSTITUTE

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Your Information

Title: First Name: Last Name:

Address Line 1:

Address Line 2 (Optional):

City: State: Zip Code:

Phone Number:

Email:

Your Contribution

Make this contribution:

Your Payment Information

Card Number:

CVC: Expiration (MM/YY):

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Template Design

- Header links
- Delayed giving options
- Side by side form approach
- Small button approach

The screenshot shows a donation form for the Leadership Institute. At the top left is the Leadership Institute logo. The main heading is "Donate to the Leadership Institute" with a sub-heading "The Leadership Institute is America's #1 training organization for conservatives." Below this is a paragraph of text explaining the organization's mission and the impact of donations. The form is divided into two main sections: "Your Information" and "Your Contribution".

Your Information

Title: First Name: Last Name:
Choose from list First Name Last Name

Address Line 1:
Address Line 2:
Address Line 2 (Optional):
Address Line 2 (Optional):

City: State: Zip Code:
City Choose from list Zip Code

Phone:
Phone Number

Email:
Email Address

Your Contribution

Make this contribution:

Your Payment Information

Card Number:
Credit Card #

CVC: Expiration (MM/YY):
CVC MM YY

what's this?

myrola.org



Template Design

- Header links
- Delayed giving options
- **Side by side form approach**
- Small button approach

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Your donation will help us provide comprehensive training for conservatives who want to get involved in politics.

And you'll help us reach and mentor our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, individual liberty, and traditional social values.

Your Information

Title: First Name: Last Name:
Choose from list First Name Last Name

Address Line 1:
Address Line 2:

Address Line 2 (Optional):
Address Line 2 (Optional):

City: State: Zip Code:
City Choose from list Zip Code

Phone:
Phone Number

Email:
Email Address

Your Contribution

Make this contribution:

Your Payment Information

Card Number:
Credit Card #

Exp: /
Expire (MM/YY)

CVC:
CVC Year YY

Cardholder's Name:

myrola.org



Template Design

- Header links
- Delayed giving options
- Side by side form approach
- Small button approach

LEADERSHIP INSTITUTE Other Ways to Give

Donate to the Leadership Institute

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With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Contribution

Make this contribution:

Your Information

Title: First Name: Last Name:
Choose from list: First Name: Last Name:

Address Line 1:
Address Line 2:
Address Line 2 (Optional):
Address Line 2 (Optional):

City: State: Zip Code:
Choose from list: Zip Code:

Phone:
Phone Number:

Email:
Email Address:

Your Payment Information

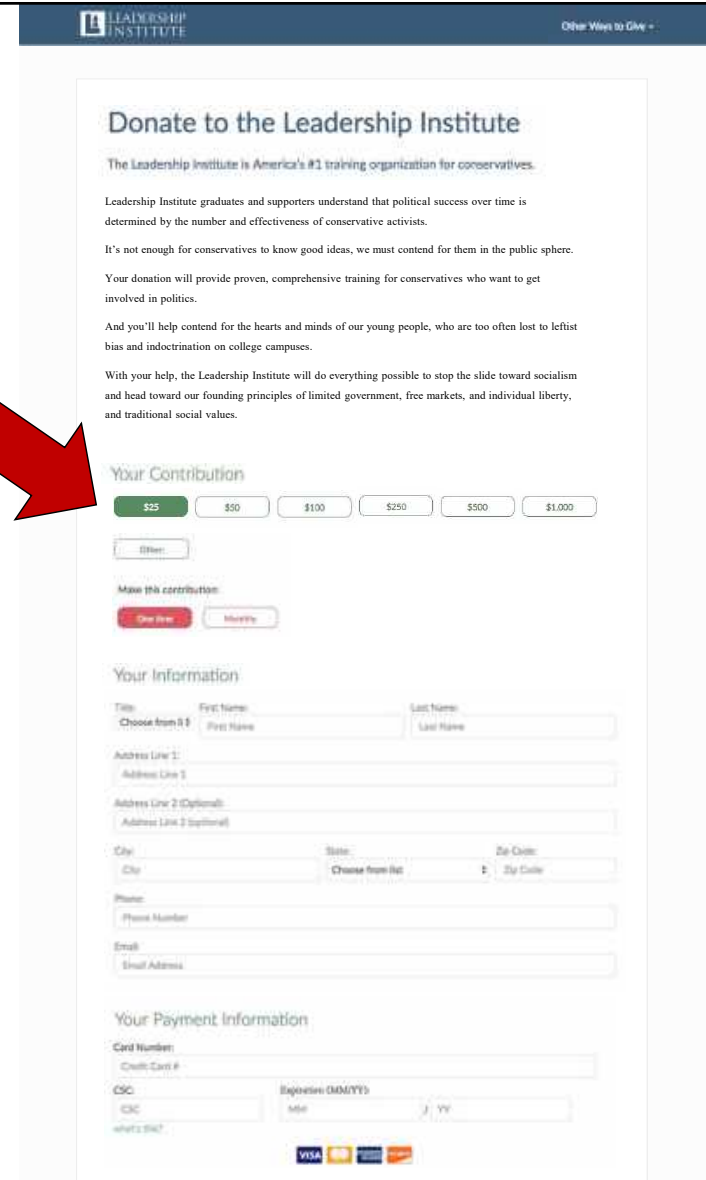
Card Number:
Credit Card #:

CVC: Expiration (MM/YY): /
CVC: exp: /

what's new?

Template Design

- Header links
- Delayed giving options
- Side by side form approach
- **Small button approach**



LEADERSHIP INSTITUTE Other Ways to Give

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With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Contribution

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

Make the contribution

Your Information

Title: First Name: Last Name:

Choose from list: First Name: Last Name:

Address Line 1:

Address Line 2:

Address Line 2 (Optional):

Address Line 2 (Optional):

City: State: Zip Code:

City: State: Zip Code:

Phone:

Phone Number:

Email:

Email Address:

Your Payment Information




Card Number:

Credit Card #

CSC: Expire (MM/YY)

CSC: MM: YY:

What's New?

VISA   

Donate to the Leadership Institute

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Your Contribution

<input checked="" type="button" value="\$25"/>	<input type="button" value="\$50"/>	<input type="button" value="\$100"/>
<input type="button" value="\$250"/>	<input type="button" value="\$500"/>	<input type="button" value="\$1,000"/>
<input type="button" value="Other"/>		

Make this contribution:

<input checked="" type="button" value="One time"/>	<input type="button" value="Monthly"/>
--	--

Your Information

Title	First Name	Last Name
<input type="text" value="Choose from list"/>	<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
Address Line 1		
<input type="text" value="Address Line 1"/>		
Address Line 2		
<input type="text" value="Address Line 2"/>		
Address Line 2 (Optional)		
<input type="text" value="Address Line 2 (Optional)"/>		
City	State	Zip Code
<input type="text" value="City"/>	<input type="text" value="Choose from list"/>	<input type="text" value="Zip Code"/>
Phone		
<input type="text" value="Phone Number"/>		
Email		
<input type="text" value="Email Address"/>		

Your Payment Information

Card Number

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Your Contribution

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

Make this contribution:

One time Monthly

Your Information

Title: First Name: Last Name:
Choose from list: First Name: Last Name:
Address Line 1:
Address Line 2:
Address Line 2 (Optional):
Address Line 2 (Optional):
City: State: Zip Code:
City: State: Zip Code:
Phone:
Phone Number:
Email:
Email Address:

Your Payment Information

Card Number:

Donation Selection

- **Amount of options**
- Pre-selected default

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Your Contribution

\$50

\$100

\$250

 Make this a recurring donation of \$100 per month.

Your Information

Title: First Name: Last Name:

Choose from list: First Name: Last Name:

Address Line 1:

Address Line 2:

Address Line 2 (Optional):

Address Line 2 (Optional):

City: State: Zip Code:

City: Choose from list: Zip Code:

Phone:

Phone Number:

Email:

Email Address:

Your Payment Information

Card Number:

Credit Card #:

CSC: Expires (MM/YY):

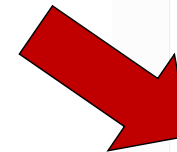
CSC: MM: J: YY:

What's new?



Donation Selection

- Amount of options
- Pre-selected default



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With your help, Leadership Institute will do everything possible to stop the slide toward socialism and head to the right. We stand for the principles of limited government, free markets, and individual liberty, and traditional values.

Your Contribution

\$50

\$100

\$250

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Your Information

Title: First Name: Last Name:
Choose from list: First Name: Last Name:

Address Line 1:
Address Line 2:

Address Line 2 (Optional):
Address Line 2 (Optional):

City: State: Zip Code:
City: Choose from list: Zip Code:

Phone:
Phone Number:

Email:
Email Address:

Your Payment Information

Card Number:
Credit Card #

CSC: Expires (MM/YY):
CSC: Mo: J: Y:

What's New?



Donation Selection

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- Pre-selected default

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Card Number:

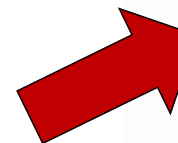
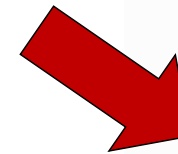
CSC: Expires (MM/YY): /

What's New?



Personal Info Input

- Required phone number
- Unnecessary and confusing fields



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Your Contribution

\$50

\$100

\$250

 Make this a recurring donation of \$100 per month.

Billing Information

First Name

Last Name

Email Address

Country

Choose from

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Your Payment Information

Card Number

Credit Card #

CSC

CSC

Expiration (MM/YY)

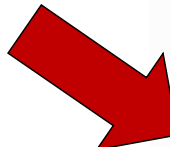
what's this?

Personal Info Input

- Required phone number
- Unnecessary and confusing fields

Credit Card Input

- **No security reinforcement**
- **Unnecessary CAPTCHA widget**
- Impersonal language on button



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Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Your Payment Information

Card Number:

CSC Expiration (MM/YY)

what's this?



I'm not a robot

Credit Card Input

- No security reinforcement
- Unnecessary CAPTCHA widget
- Impersonal language on button

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Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Your Payment Information

Credit Card Information 

Card Number

CVV Exp. Month Exp. Year

Credit Card Input

- No security reinforcement
- Unnecessary CAPTCHA widget
- Impersonal language on button

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Your Contribution

\$50

\$100

\$250

Other Gift Amount

Make this a recurring donation of \$100 per month.

Billing Information

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Your Payment Information

Credit Card Information

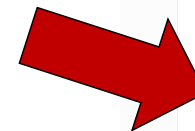
Card Number

CVV

Exp. Month

Exp. Year

Make My Gift



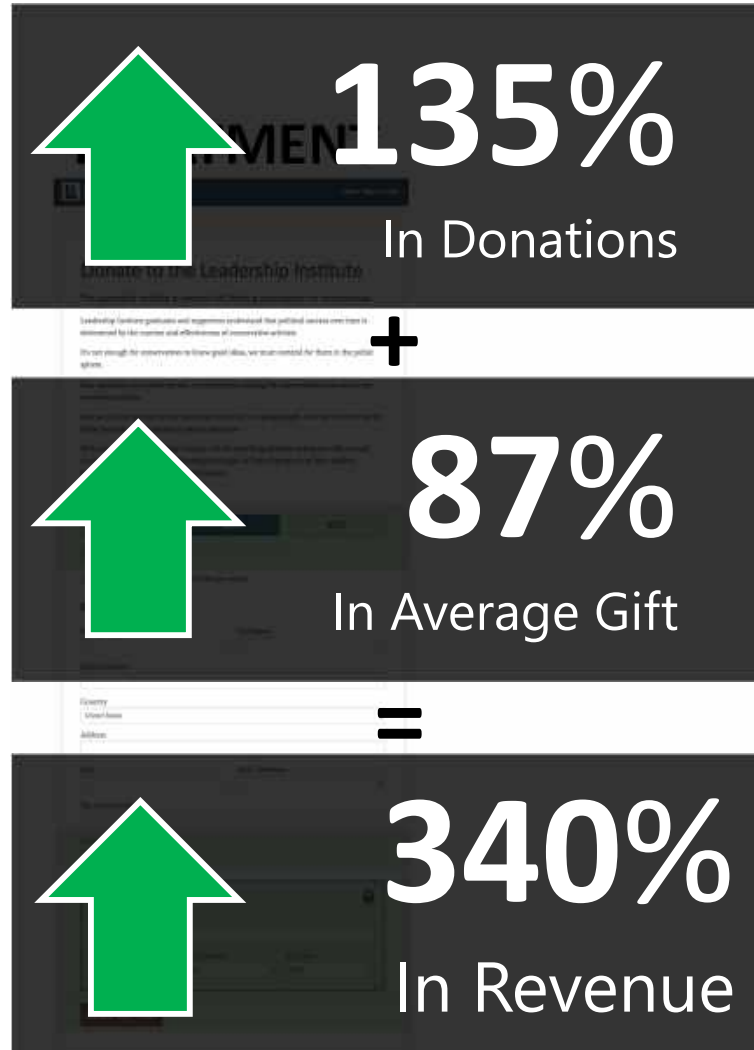
The End Result

ORIGINAL

The screenshot shows a donation form titled "Donate to the Leadership Institute". It is divided into three main sections: "Your Information", "Your Contribution", and "Your Payment Information".

- Your Information:** Includes fields for Name (First, Last, Middle), Address (Street, City, State, Zip), and Email.
- Your Contribution:** Features a "Make a contribution" button and a "Your Contribution" amount selector with buttons for \$10, \$20, \$50, \$100, \$250, and \$500.
- Your Payment Information:** Includes fields for Card Number, Exp. Date, and Card Type (with icons for Visa, Mastercard, and American Express).

At the bottom, there is a "Donate" button and a small text block with contact information and a disclaimer.





We fail to hear what our donors are saying.

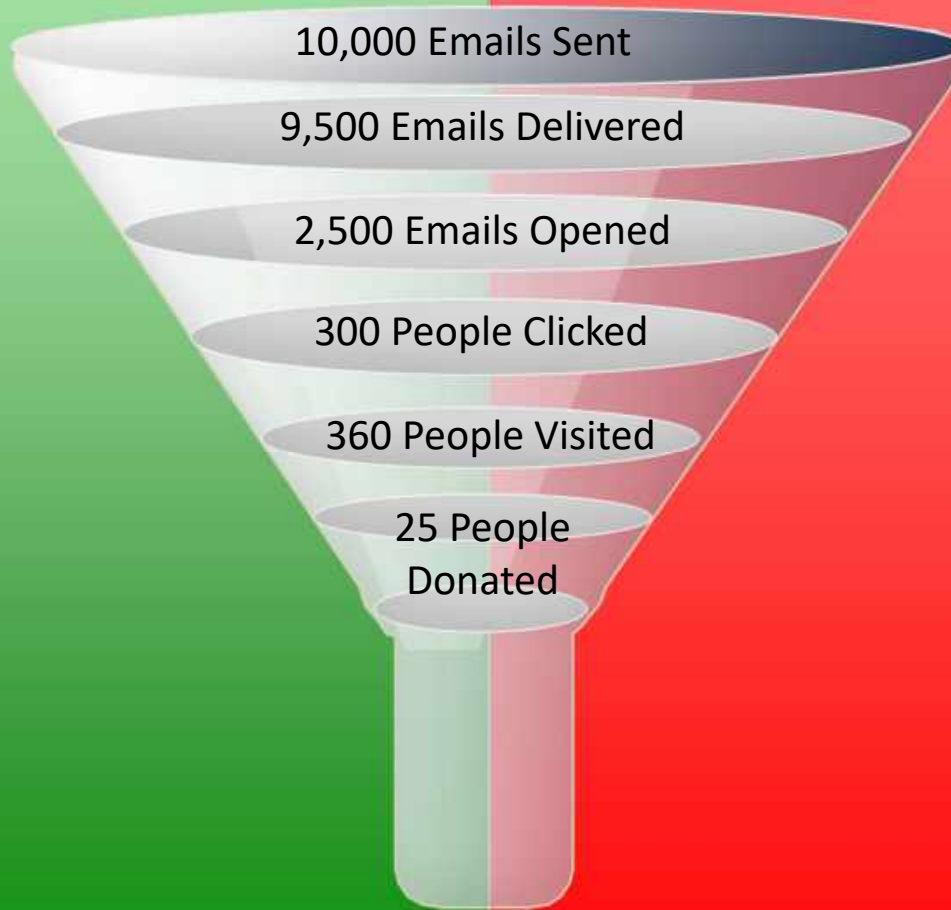






YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

88% Non-Click Rate

0% Dropoff Rate

93% Non-Conversion Rate

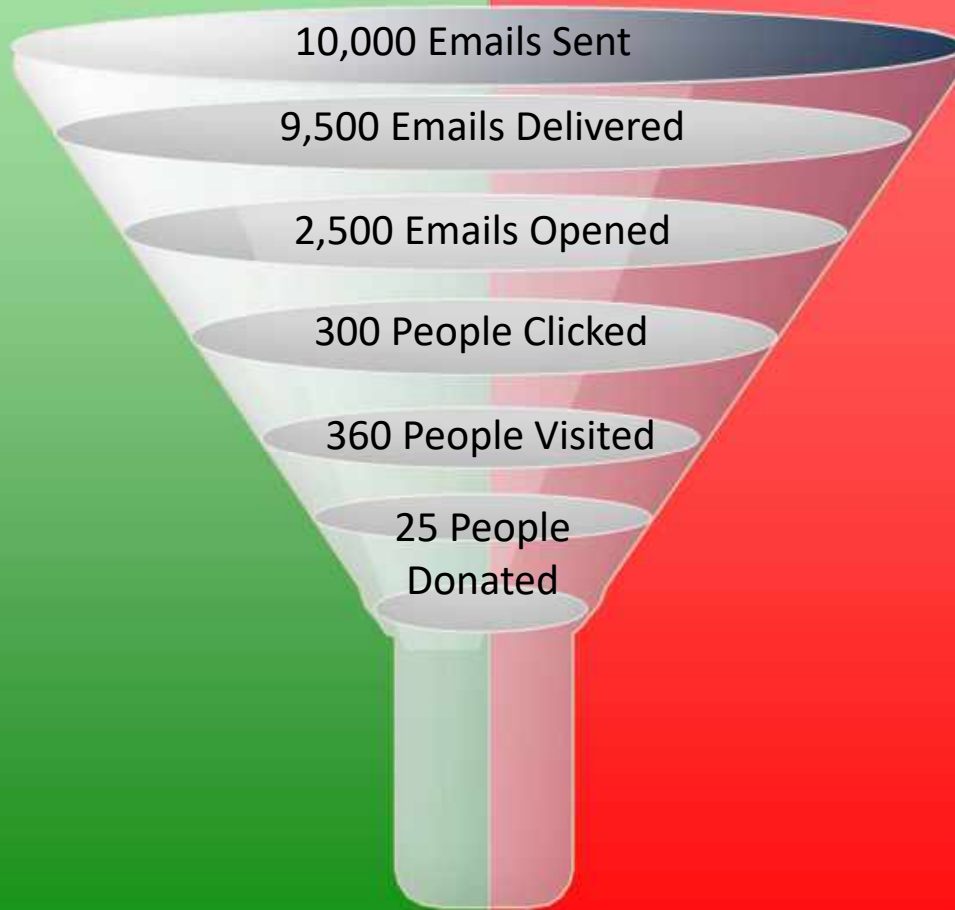
For every person that says "YES"
there is always more people
saying "NO."

@digitaldonor



YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

88% Non-Click Rate

0% Dropoff Rate

93% Non-Conversion Rate

YES

NO

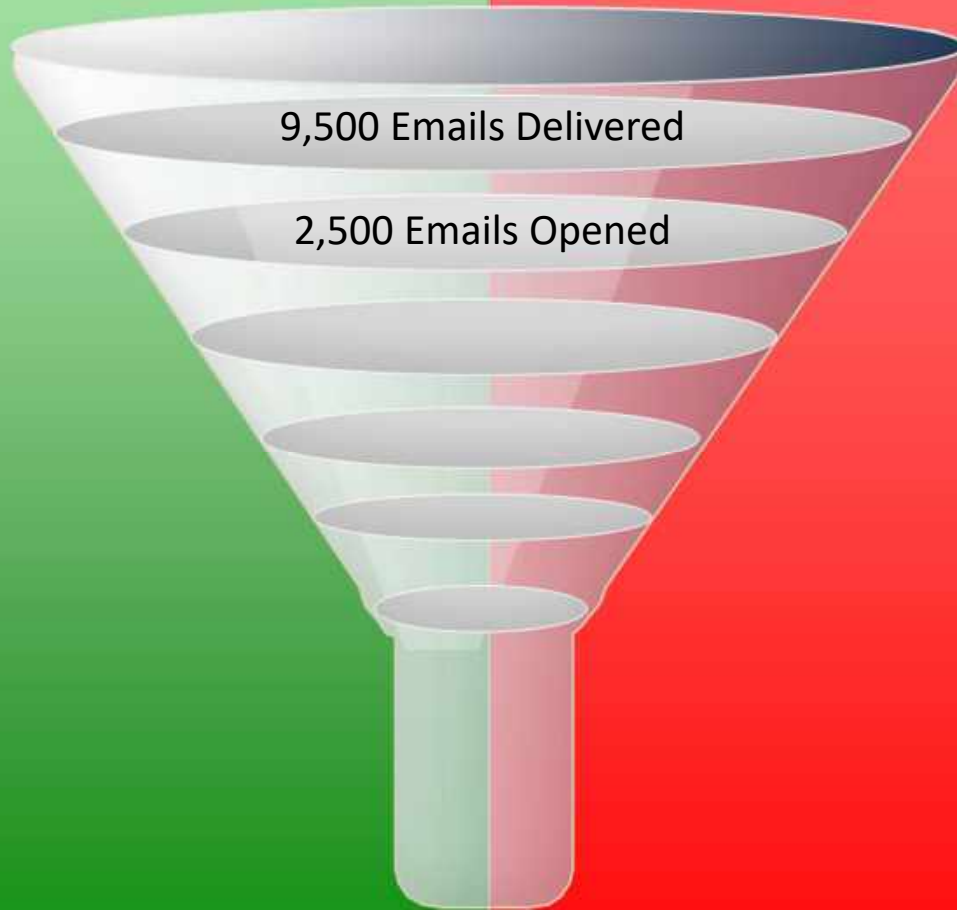
26% Open Rate



9,500 Emails Delivered

2,500 Emails Opened

74% Non-Open Rate



YES

NO

26% Open Rate

9,500 Emails Delivered

2,500 Emails Opened

74% Non-Open Rate

What can I test to get more people to open?

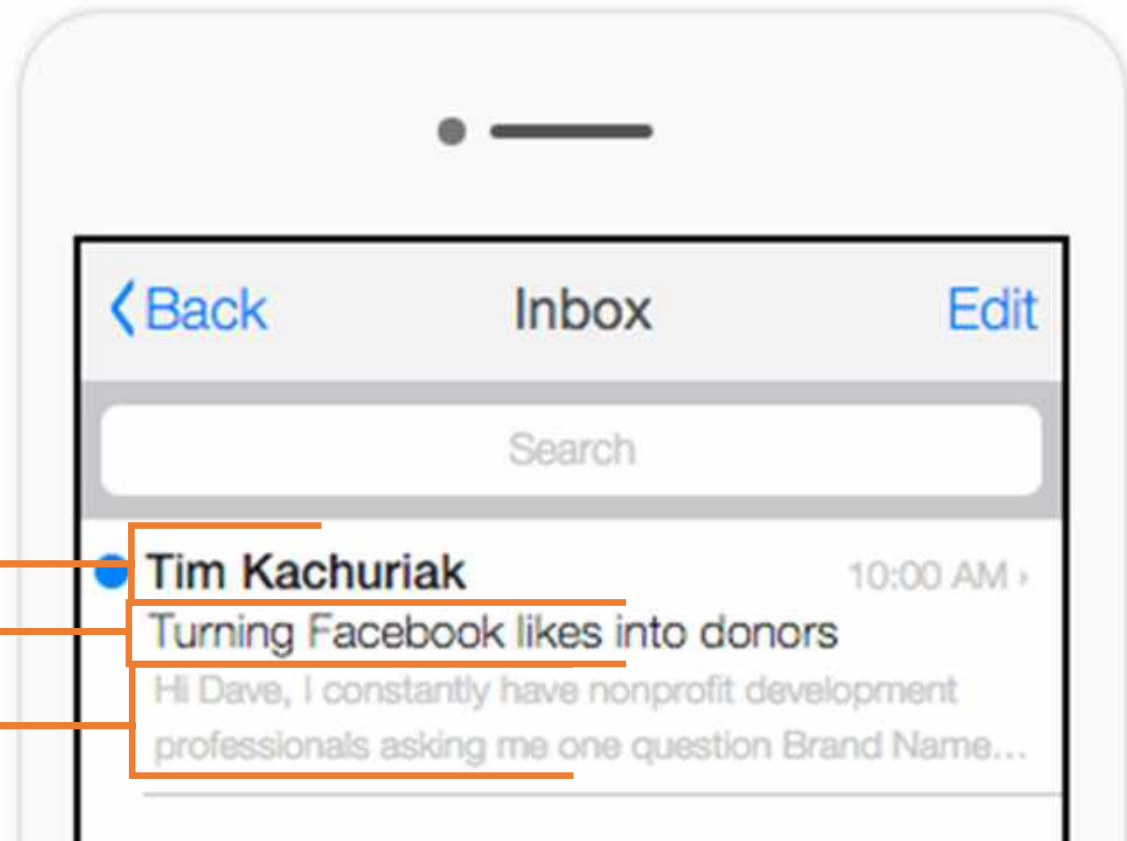


The Message Envelope

Sender (or “From” Line)

Subject Line

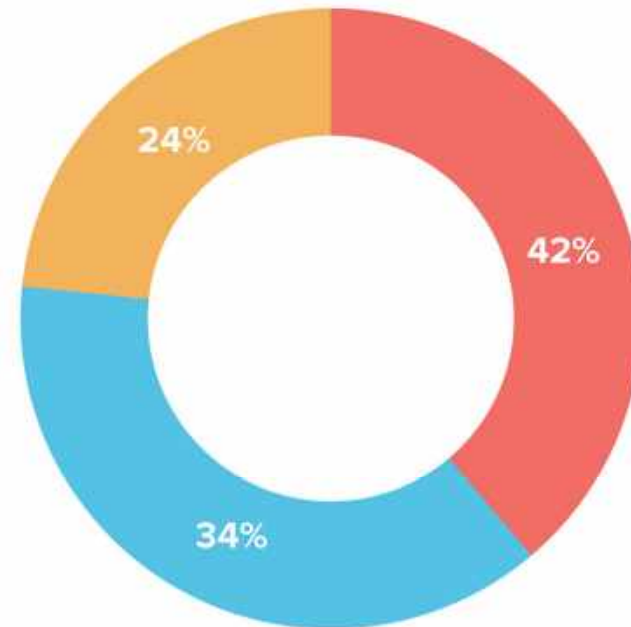
Preview Text



Inbox at a Glance

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

- Sender or from name
- Subject line
- Preview text

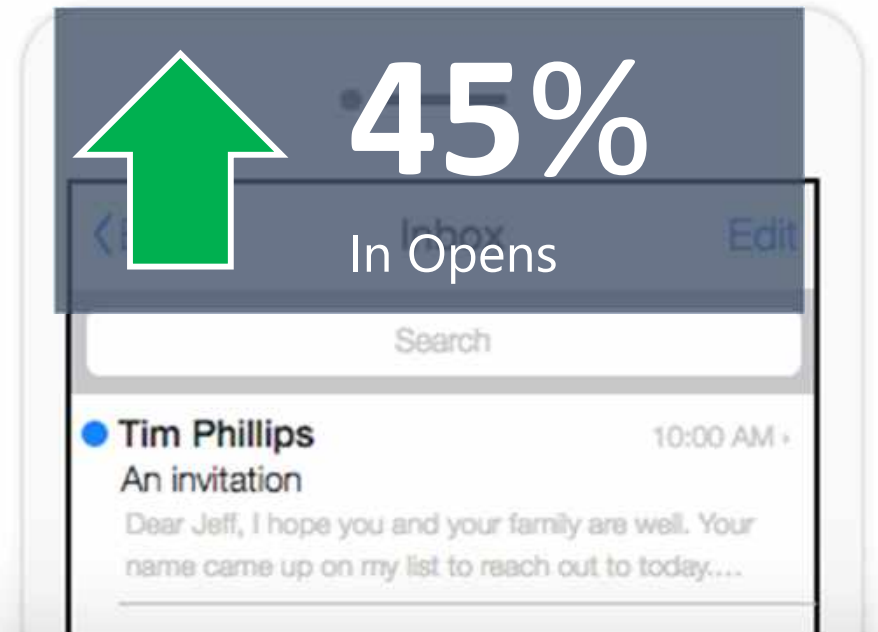
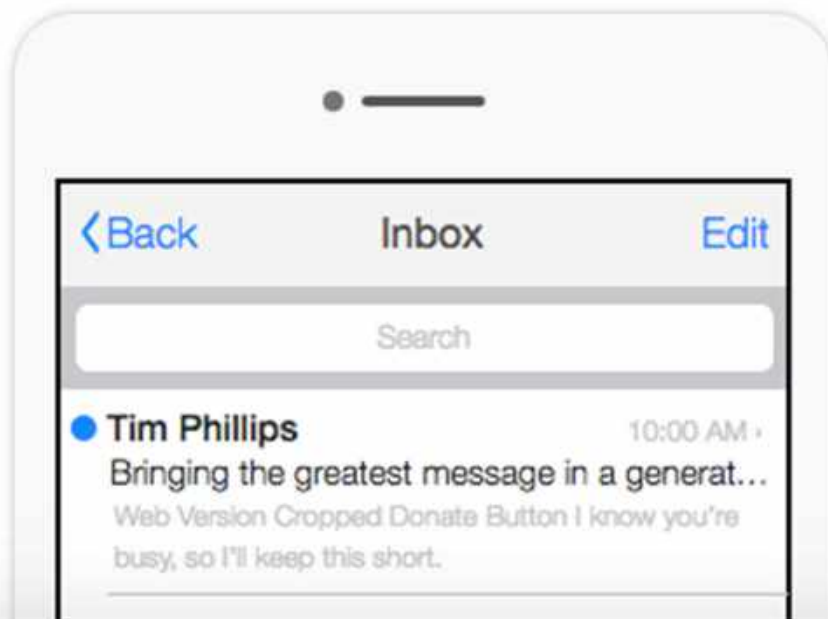


Source: Data is from a joint Litmus-Fluent survey of 1,361 American adults (aged 18+) nationwide on July 5, 2016. Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 2.7%. Fluent's proprietary ad serving technology includes a real-time survey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

Experiment #4116 – Subject + Teaser

From This

To This



Experiment #2248 – Sender + Subject + Teaser

Version A

Jim DeMint

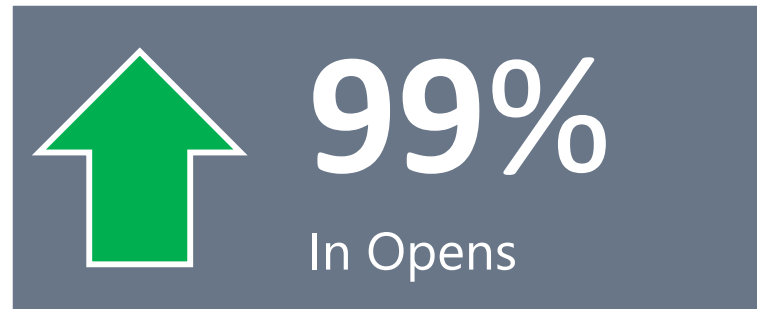
Make this bold statement

Version B

Christie Fogarty

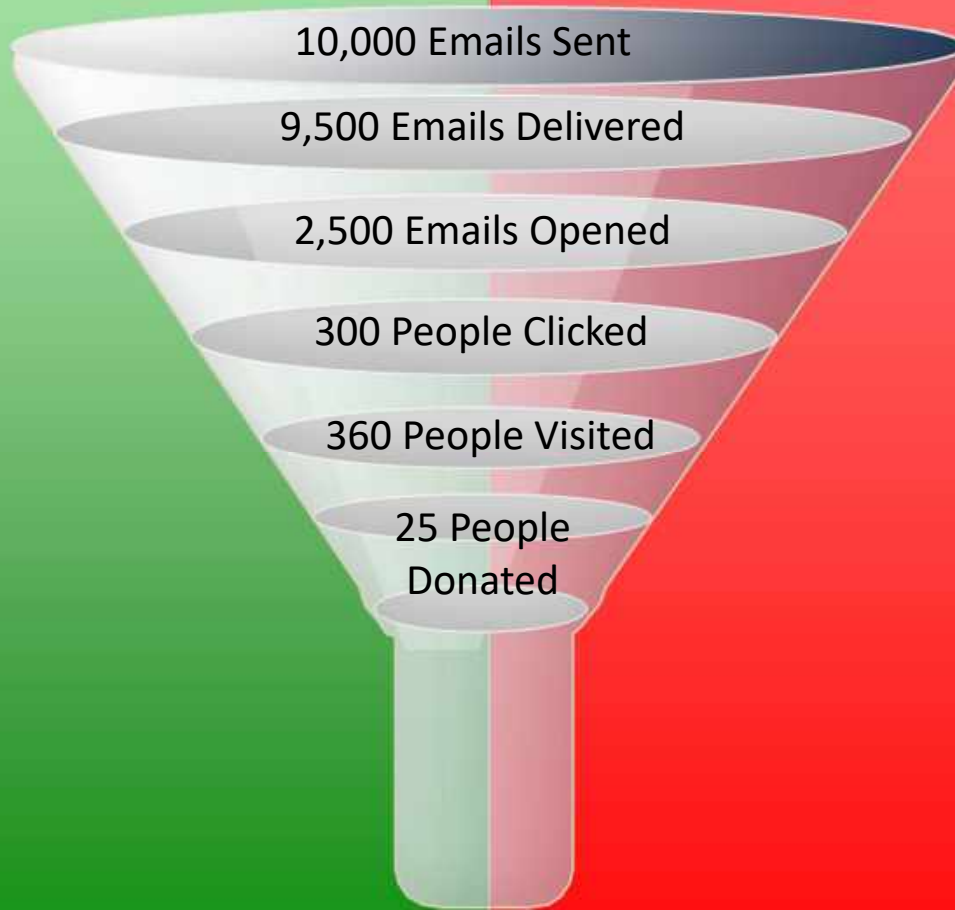
Checking In

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



YES

NO



95% Delivery Rate

26% Open Rate

12% Clickthrough Rate

120% Email-to-Visit Rate

7% Conversion Rate

5% Undeliverable

74% Non-Open Rate

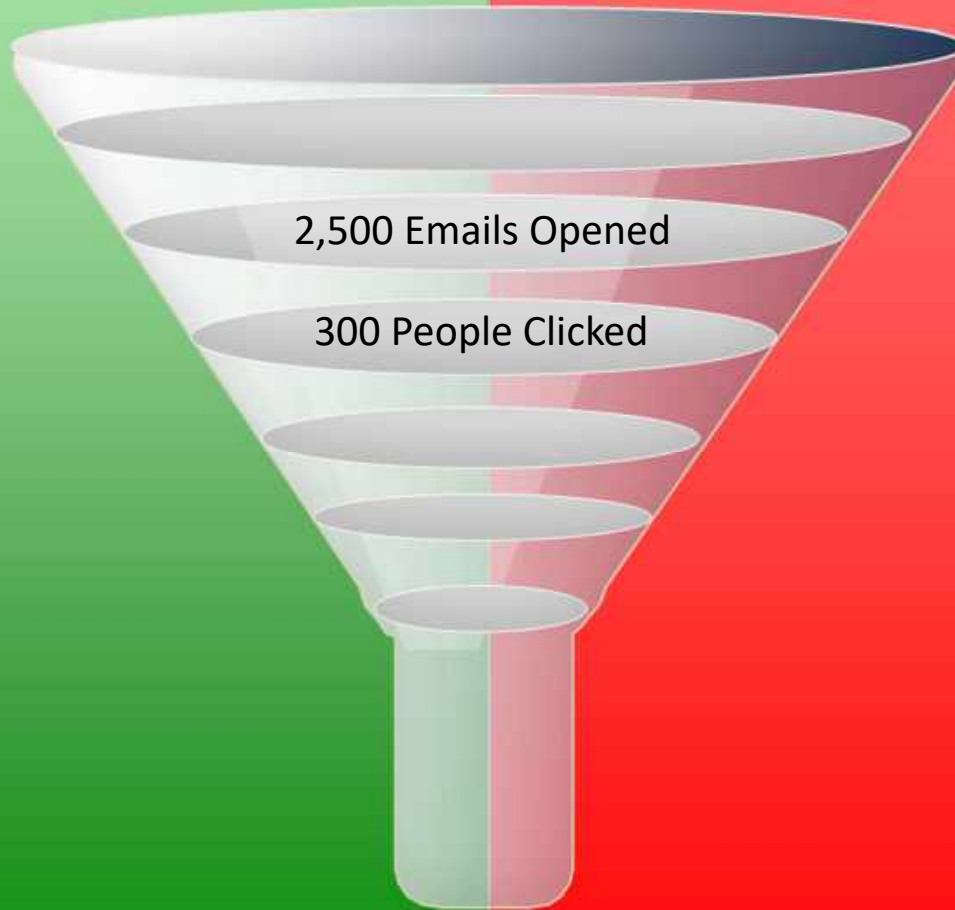
88% Non-Click Rate

0% Dropoff Rate

93% Non-Conversion Rate

YES

NO



2,500 Emails Opened

300 People Clicked

12% Clickthrough Rate

88% Non-Click Rate

YES

NO

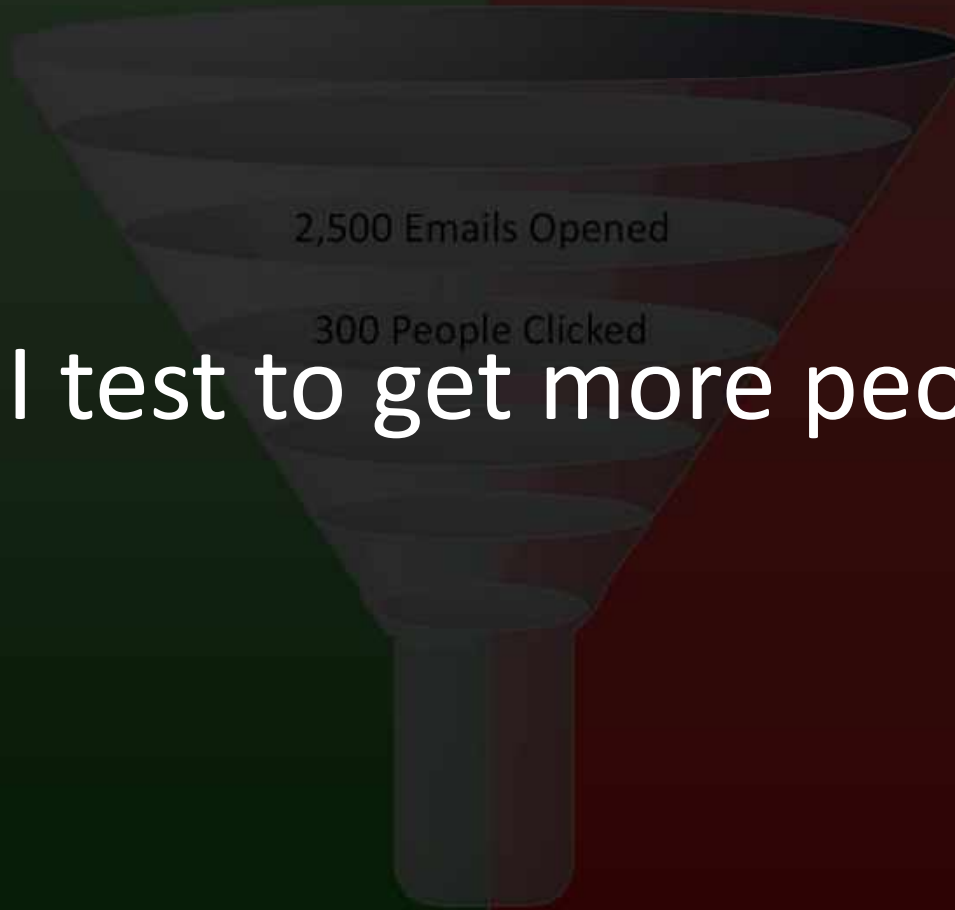
2,500 Emails Opened

300 People Clicked

12% Clickthrough Rate

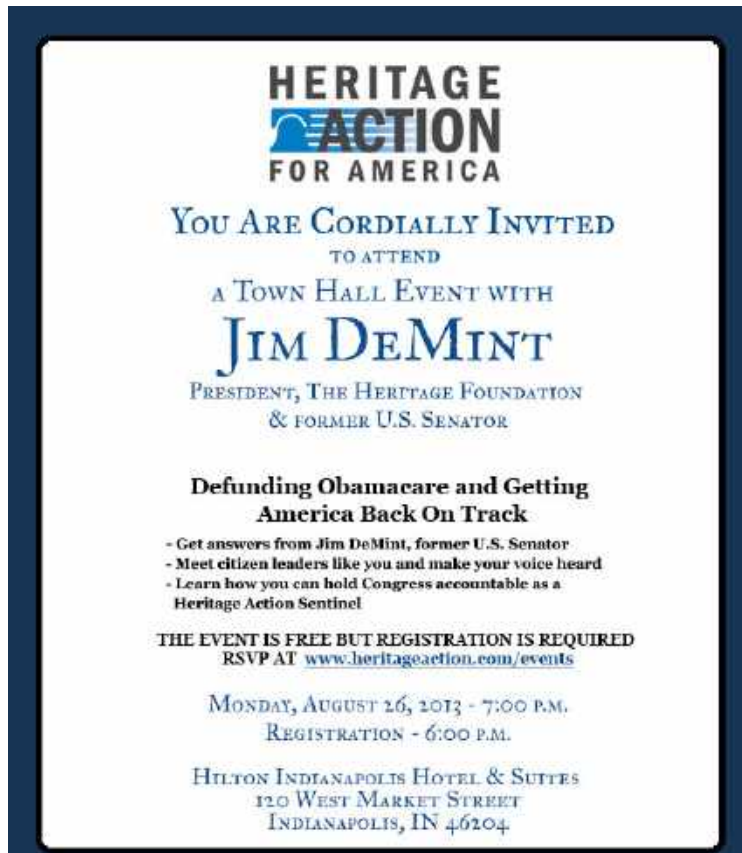
88% Non-Click Rate

What can I test to get more people to click?



Experiment: Personalized Invitation

From This



HERITAGE ACTION FOR AMERICA

YOU ARE CORDIALLY INVITED TO ATTEND

A TOWN HALL EVENT WITH

JIM DEMINT

PRESIDENT, THE HERITAGE FOUNDATION & FORMER U.S. SENATOR

Defunding Obamacare and Getting America Back On Track

- Get answers from Jim DeMint, former U.S. Senator
- Meet citizen leaders like you and make your voice heard
- Learn how you can hold Congress accountable as a Heritage Action Sentinel

THE EVENT IS FREE BUT REGISTRATION IS REQUIRED
RSVP AT www.heritageaction.com/events

MONDAY, AUGUST 26, 2013 - 7:00 P.M.
REGISTRATION - 6:00 P.M.

HILTON INDIANAPOLIS HOTEL & SUITES
120 WEST MARKET STREET
INDIANAPOLIS, IN 46204

To This



Join Jim DeMint, Indianapolis Conservatives, and Heritage Action

%%FIRST%%,

Members of Congress are leaving Washington in August to head home—but few of them are hosting town hall events to hear what their constituents are saying. So we are bringing issue education and our message of Congressional accountability to strategic cities across the country—including Indianapolis.



>> Learn more about why Heritage Action is coming to Indianapolis.

We're excited to have the Honorable Jim DeMint, former U.S. Senator, in Indianapolis August 26th.

Yes, you can be part of the movement to have America's best on the policy debates we face.

Local conservatives and join the movement.

Will you be part of the movement to have America's best on the policy debates we face?

Will you be part of the movement to have America's best on the policy debates we face?

invitation to meet us in Indianapolis.

20%

In Clicks

We'll see you there.

Michael A. Needham
Chief Executive Officer
Heritage Action for America

Experiment: Homepage Donation Links

From This



To This



What happens if ignore
your donors?





Triggered

Open rate
45.70%

Click-through rate
10.75%

Click-to-open rate
23.52%

Unsubscribe rate
0.58%

Spam rate
0.06%



Autoresponder

Open rate
34.80%

Click-through rate
6.56%

Click-to-open rate
18.85%

Unsubscribe rate
0.37%

Spam rate
0.03%



Newsletter

Open rate
22.83%

Click-through rate
3.48%

Click-to-open rate
15.26%

Unsubscribe rate
0.21%

Spam rate
0.02%

I DON'T CARE RATE



Triggered

~~45.70%~~
54.30%

Open rate

~~45.70%~~

~~10.75%~~
89.25%

Click-through rate

~~10.75%~~

76.48%

Click-to-open rate

~~23.52%~~

Unsubscribe rate

0.58%

Spam rate

0.06%



Autoresponder

~~34.80%~~
65.20%

Open rate

~~34.80%~~

~~6.56%~~
93.44%

Click-through rate

~~6.56%~~

81.15%

Click-to-open rate

~~18.85%~~

Unsubscribe rate

0.37%

Spam rate

0.03%



Newsletter

~~22.83%~~
77.17%

Open rate

~~22.83%~~

~~3.48%~~
96.52%

Click-through rate

~~3.48%~~

84.74%

Click-to-open rate

~~15.26%~~

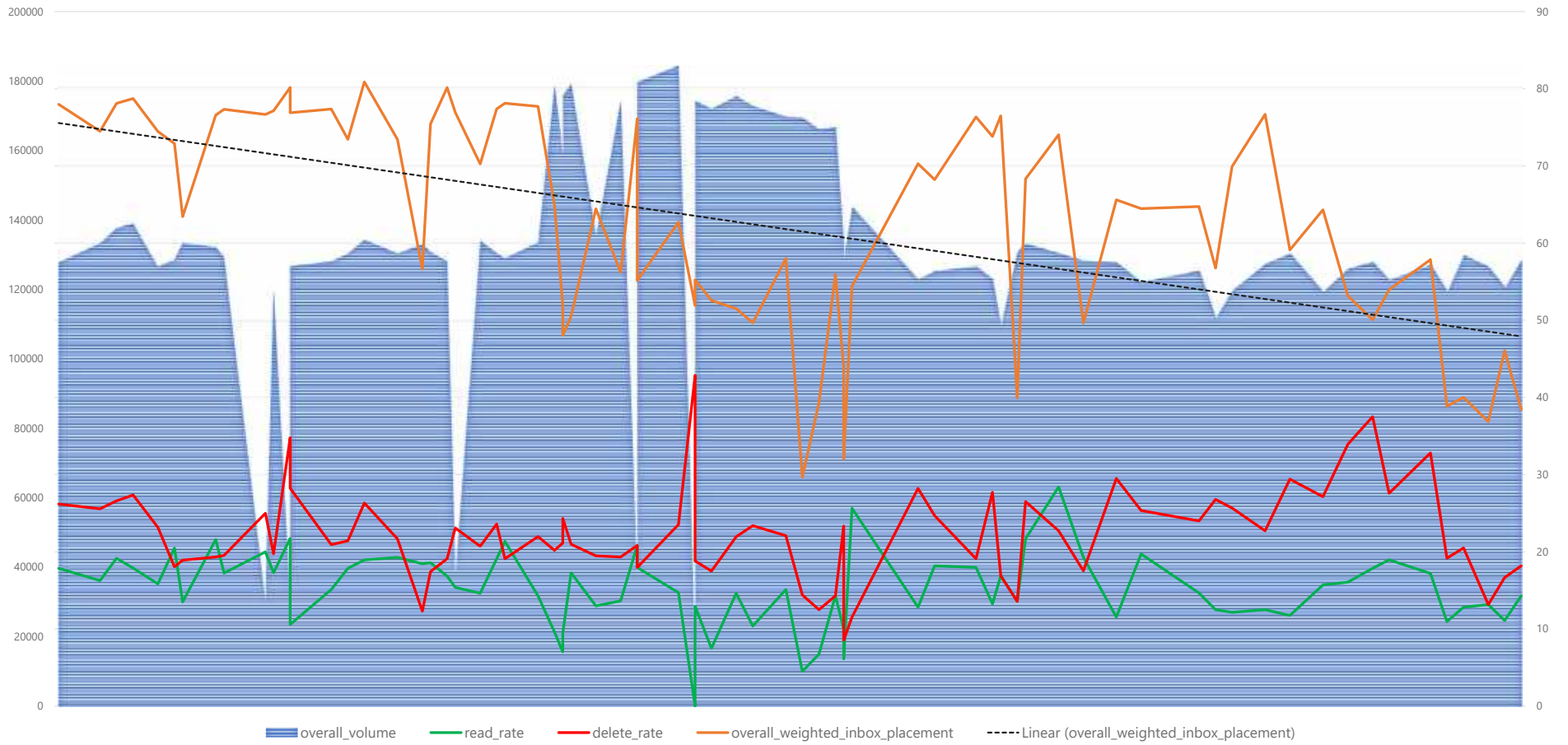
Unsubscribe rate

0.21%

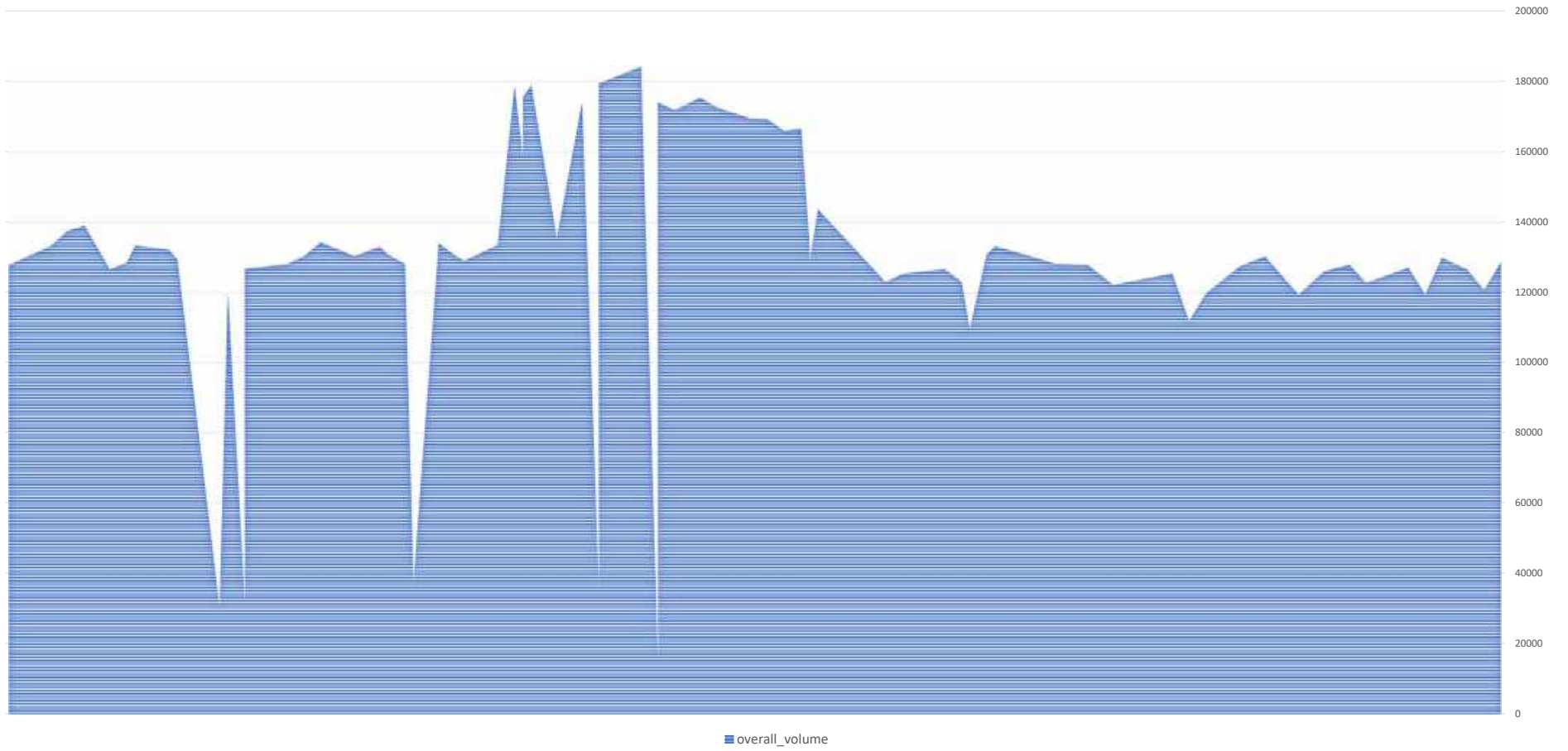
Spam rate

0.02%

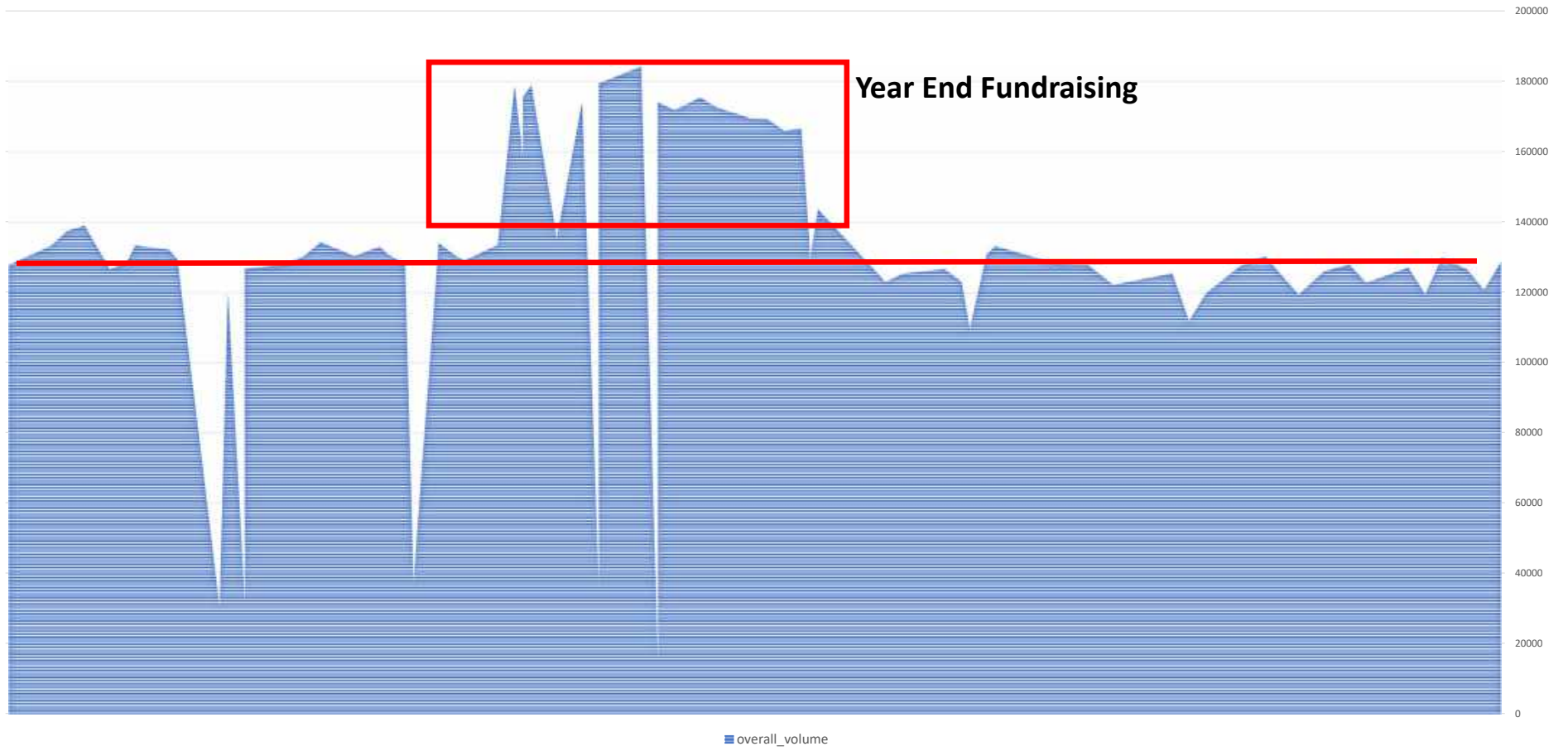
EFFECTS OF POOR EMAIL HYGIENE OVER TIME



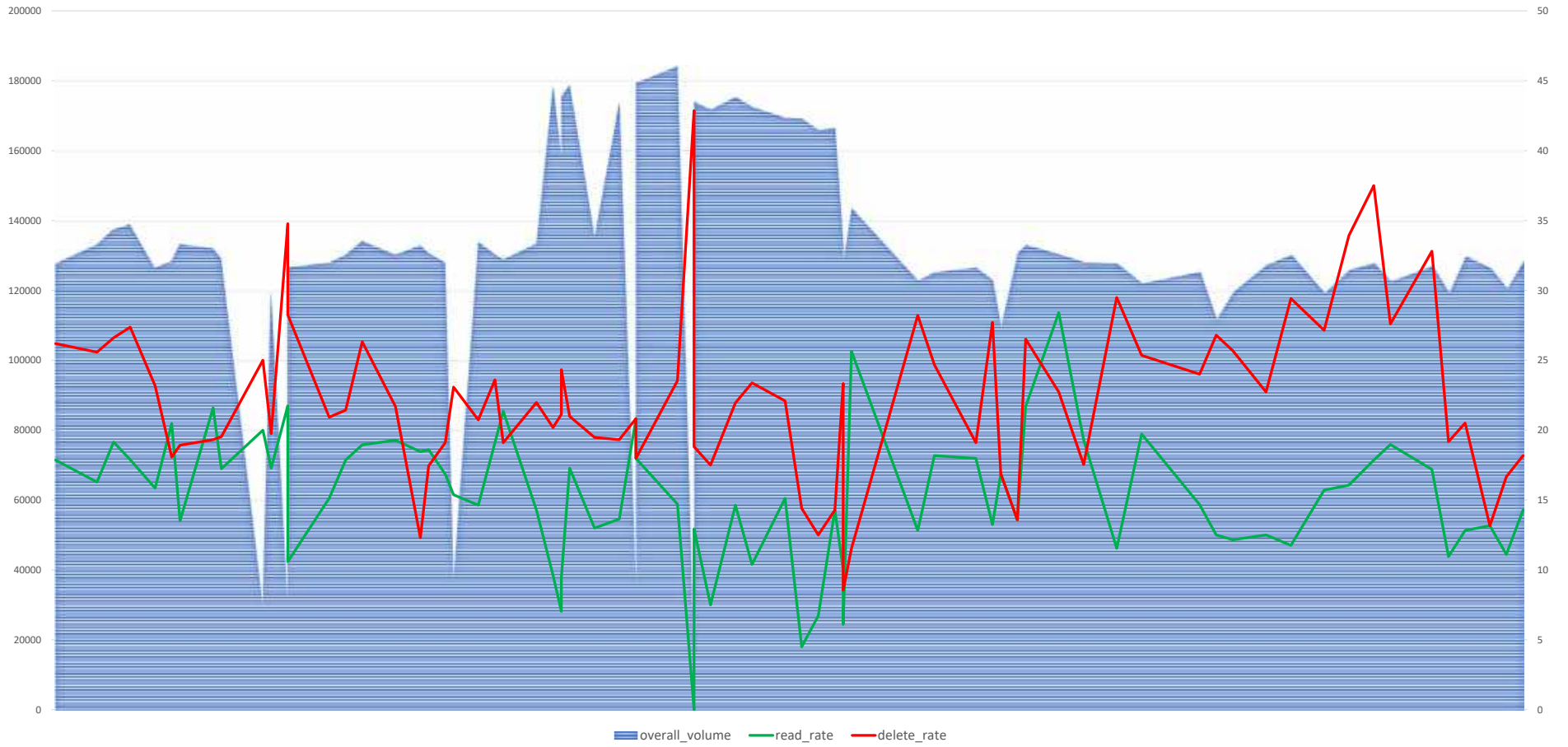
EFFECTS OF POOR EMAIL HYGIENE OVER TIME



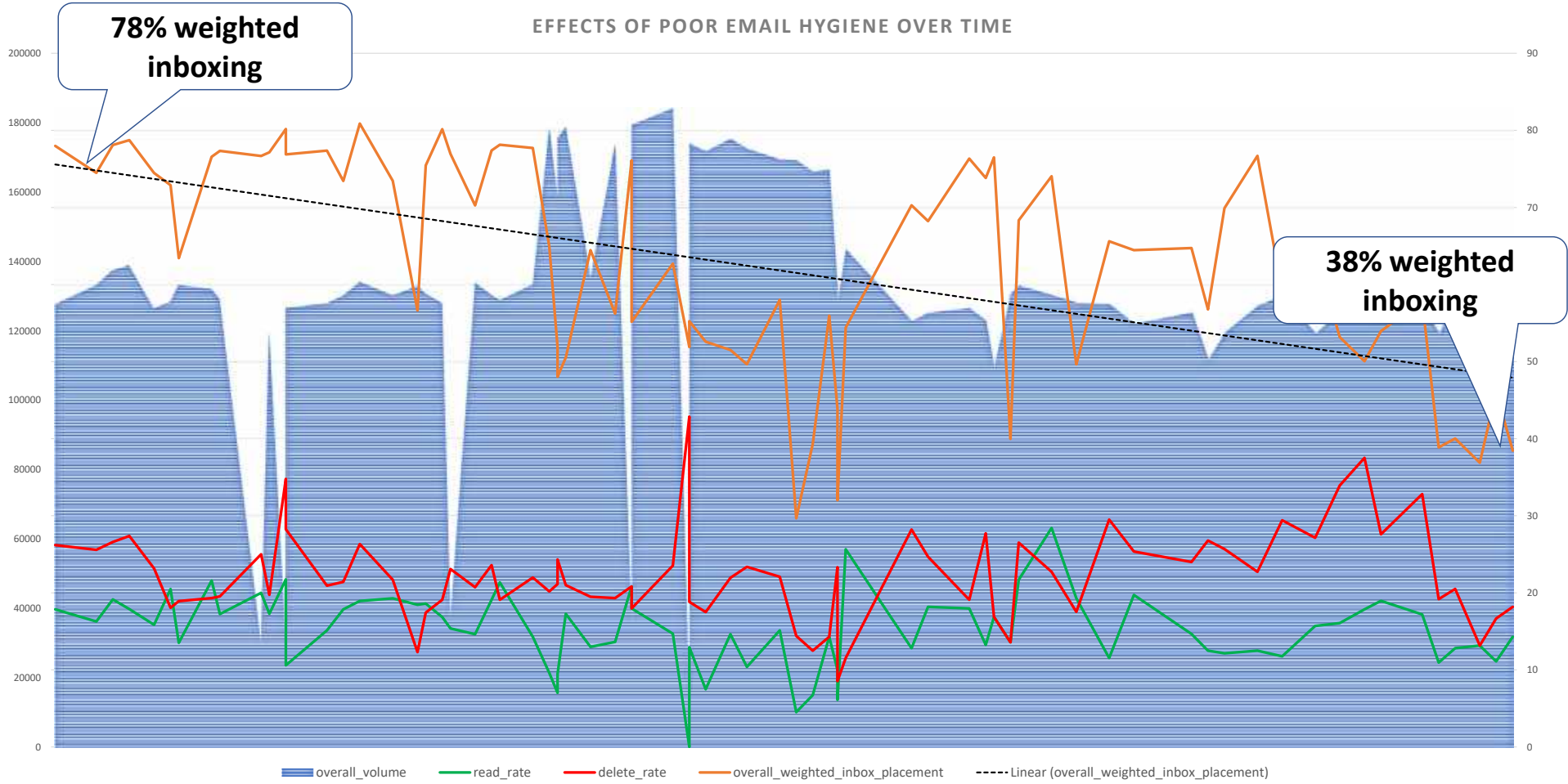
EFFECTS OF POOR EMAIL HYGIENE OVER TIME



EFFECTS OF POOR EMAIL HYGIENE OVER TIME



EFFECTS OF POOR EMAIL HYGIENE OVER TIME



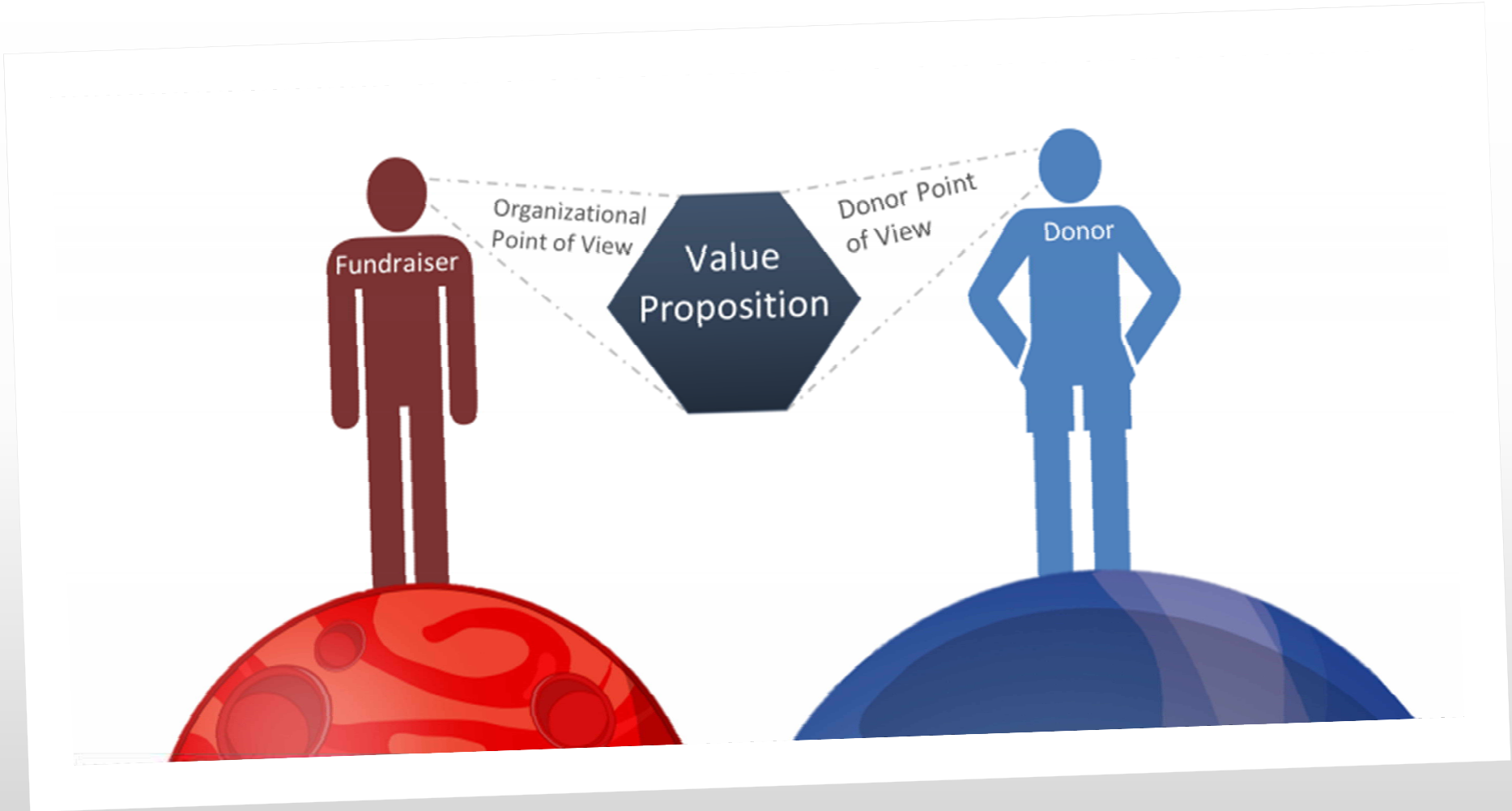
When we learn to **listen** to our donors, they will **tell** us everything we need to know to increase our results.

@digitaldonor





We fail to speak our donor's language.



Three keys to becoming the
translator for your organization

1. Empathy

“Mystery Donor” Research Studies



The Value Proposition Index Study

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



Download Full Study:

nextafter.com/vp

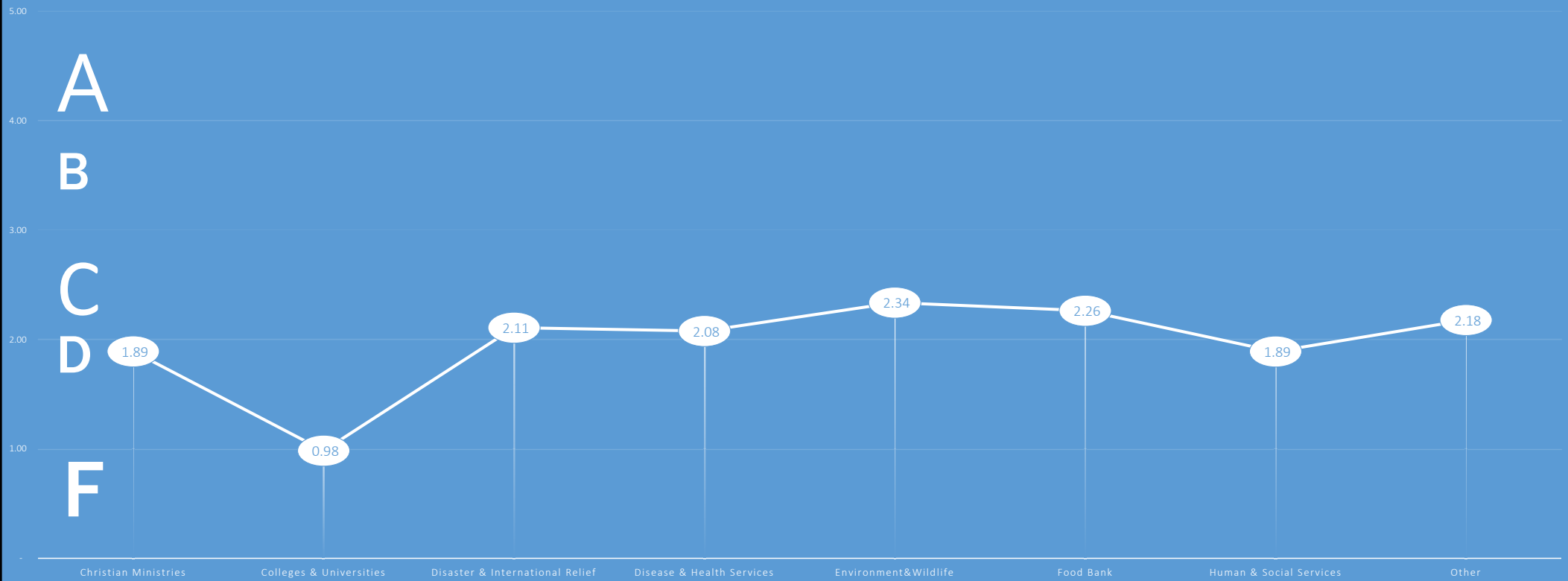
The Value Proposition Question:

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

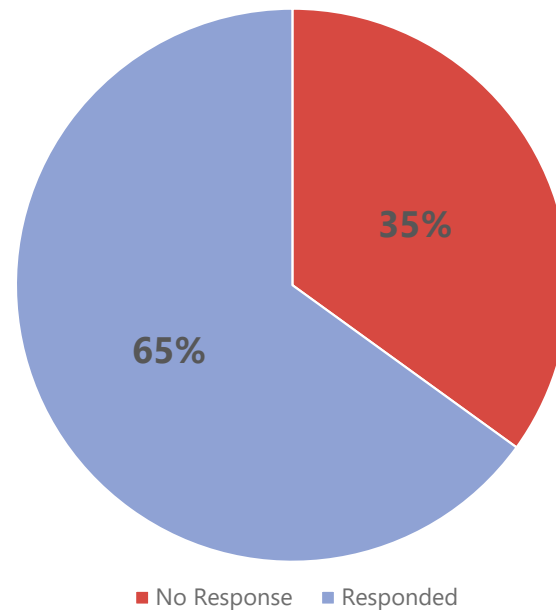


Regardless of Vertical, Value Proposition Seems to be a Challenge

VALUE PROPOSITION INDEX

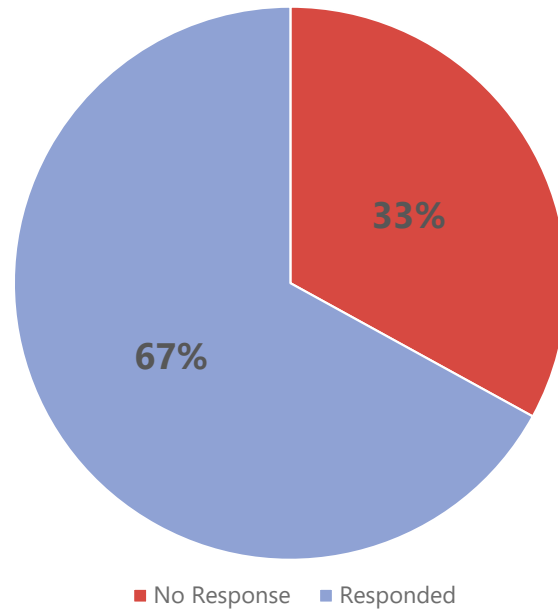


Email Response Time is an Issue



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

Social Media is not much better....



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

Email Example #1

Dear Friend,

Thank you for contacting us here at [ORGANIZATION].

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

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

Have a blessed day.

Sincerely,



Social Media Example #1

Hi, Mary.

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



FRAUD ALERT:

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

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

Select Country

State/Province*

Select a state ▼

Zip/Postal Code*

DONATE

[Cancel this gift](#)

Give Online: 1. SELECT A GIFT 2. GIFT DETAILS 3. PERSONAL INFORMATION 4. PAYMENT INFO

Thank you for choosing to give to [Redacted]

This tool helps you:

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

Select a School or Division Arts and Sciences ▾

Select a designation Select one ▾

Select a Gift Type

Gift Amount

[NEXT »](#)

[QUESTIONS](#) | [CONTACTS](#) | [COLL](#)

2007

PRIVACY POLICY

All information entered into this form is secure and private.

[View our privacy policy >](#)

NEED HELP?

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

Arts and Sciences

Select one

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

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

- Herbert Irving Comprehensive Cancer Center
- IFAP Dominican Family Health Program
- Infectious Diseases
- Institute of Cancer Genetics
- Institute of Human Nutrition
- IFAP Global Health Program
- Lung Transplant Program
- Lyme and Tick-Borne Diseases Research Center
- Medical and Graduate Education Building - Campus Revitalization
- Medical School Administration
- Naomi Berrie Diabetes Center
- Division of Nephrology**
- Genomics of IgA-related Disorders in Kids
- Department of Obstetrics-Gynecology
- Department of Orthopedic Surgery
- Department of Otolaryngology
- P&S Department of Pediatrics
- P&S Department of Pediatrics
- P&S Genetics
- Pancreas Center
- Pediatric Allergy and Immunology
- Pediatric Blood and Marrow Transplantation
- Pediatric Brain Tumor Research
- Pediatric Cardiology
- Pediatric Child and Adolescent Health
- Pediatric Clinical Genetics
- Pediatric Critical Care Medicine
- Pediatric Infectious Diseases**
- Pediatric Neonatology/ Perinatology**
- Pediatric Nephrology
- Pediatric Oncology
- Pediatric Orthopaedic Surgery
- Pediatric Pulmonology
- Pediatric Rheumatology
- Pediatric Surgery Research
- Pediatrics
- Wung Respiratory
- Program in Narrative Medicine
- Department of Psychiatry
- Department of Radiology
- Spinal Muscular Atrophy Clinical Research Center
- Stem Cell Initiative
- Surgery -- Colorectal
- Surgery -- Adult Cardiac
- Surgery -- John Jones Surgical Society
- Surgery -- Plastic & Reconstructive
- Surgery -- Thoracic

-- Iaub Institute

--The Center for Lymphoid Malignancies
--Transplant Initiative
--Department of Urology
--Weinberg Family Cerebral Palsy Center
CU Arts
CUMC Transplant Initiative
Dental Medicine, College of
Department of Radiation Oncology
Earth Institute
Engineering and Applied Science (SEAS), The Fu Foundation School of
General Studies, School of
Hispanic Institute
Injury Free Coalition
Institute for the Study of Human Rights
Institute of Latin American Studies
International Research Institute for Climate and Society
Iranian Studies, Center for
Journalism, Graduate School of

Lamont-Doherty Earth Observatory

Law (CLS), School of

Libraries

Maison Francaise

Miller Theatre

Morningside - Health Services

Nursing, School of

Occupational Therapy

Physical Therapy

Physicians and Surgeons, College of

--Department of Cardiology

--Department of Orthopedic Surgery

--Pathology

--Physiology and Cellular Biophysics

--Prenatal Pediatrics Fund

--Rehabilitation Medicine

Physicians and Surgeons, College of

Public Health (MSPH), Mailman School of

--Center for Infection and Immunity

--Climate and Health Program

Public Health (MSPH), Mailman School of

--Center for Infection and Immunity

--Climate and Health Program

Rheumatology

School of International and Public Affairs

--SIPA Center on Global Energy Policy

--School of International and Public Affairs Annual Fund Gifts

--SIPA Center for Development Economics and Policy

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

So...which one??

2. Emotion

Donors **are not all logic**
and reason.

@digitaldonor





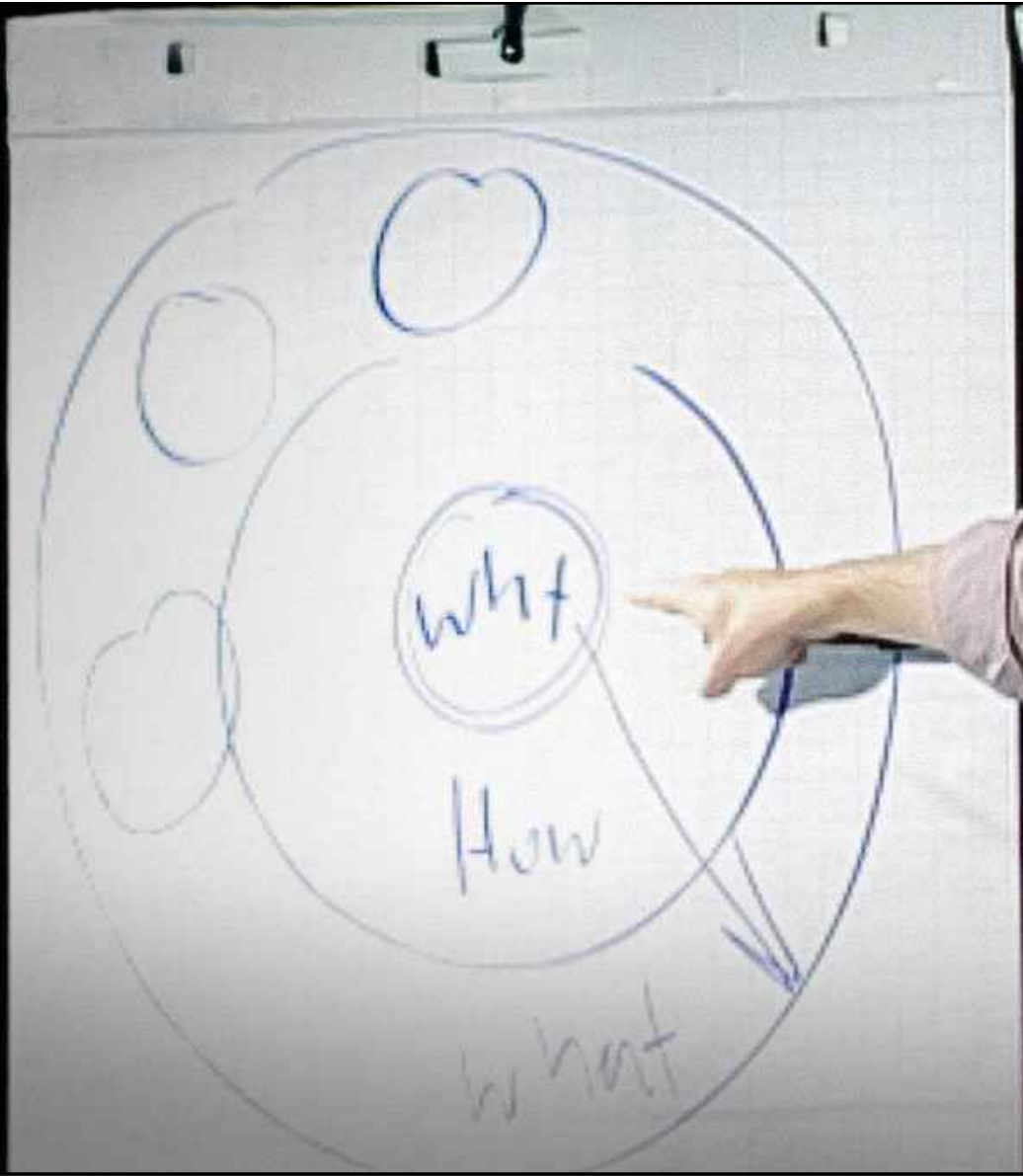


**“We are not thinking machines that feel;
rather, we are feeling machines that think.”**

Antonio Damasio, Neuroscientist
University of Southern California

*We spend so much time trying to
communicate to the
CONSCIOUS MIND
that we forget to consider the
messages we are
unintentionally sending to the
SUBCONSCIOUS MIND.*





TED

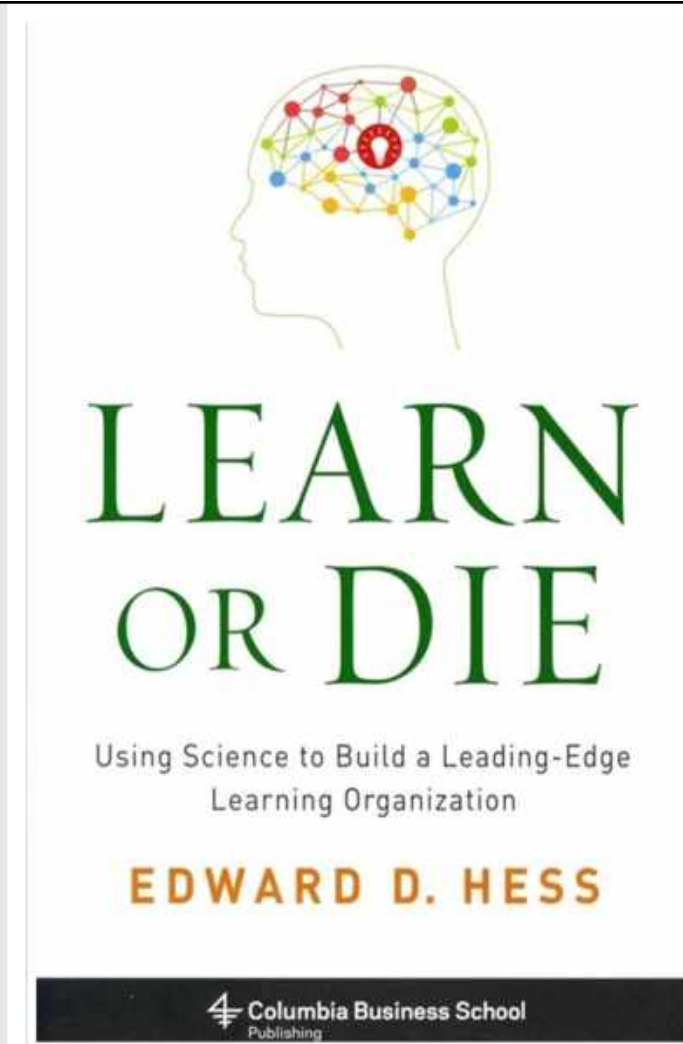
*“The limbic brain is responsible for all of our feelings, such as trust and loyalty. It is also responsible for all human behavior and all our decision-making, **but it has no capacity for language.**”*

*-Simon Sinek
Start With Why*



Learn or Die by Edward D. Hess

“Research has shown that **emotion** and **cognition** jointly contribute to the control of mental activities and behavior...thus, when it comes to **making decisions**, we should be considering the interaction of our cognition and our emotions”



3. Clarity

*"Clarity trumps
persuasion."*

-Flint McGlaughlin





Meeting the most pressing needs



The children, families and communities you help with a donation to have varying needs and concerns. Help us to meet those needs as they develop and change.

Donation Amount

Need any help? [Talk to a live agent now](#)



Whatever Your Why, Thank You!

Life is why the _____ exists.
For the littlest baby and the oldest grandparent, you can change and even save their life. With your donation today, you are why families will stay together after _____ threatens to tear them apart.
Yes, I want to be the reason why.

► How would you like to donate?



ONE-TIME GIFT



MONTHLY GIFT

► What type of gift would you like to give?



GENERAL



HONOR



MEMORIAL

► How much would you like to give?

\$40

\$60

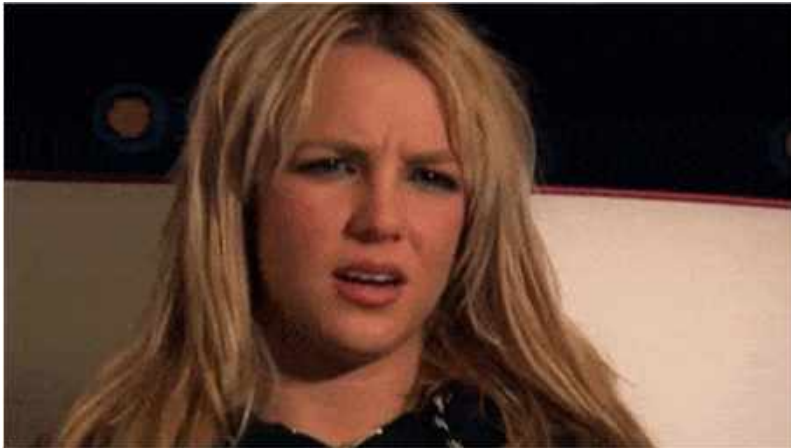
\$100

\$250

Other



From This



To This



How a more empathetic messaging approach in an email solicitation affects donation conversion.

Experiment #616

Experiment: Background



Experiment ID: #616

Record Location: NextAfter Digital Research Library

Research Partner: The Heritage Foundation

Background: Think-tank soliciting year-end donations to meet annual fundraising goal.

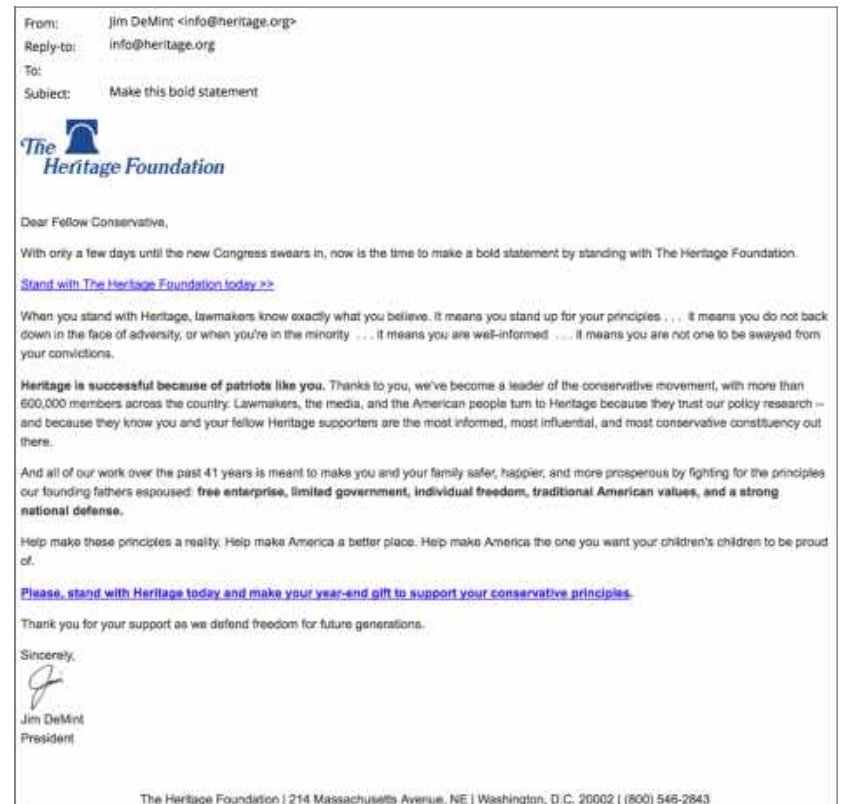
Goal: To increase donations.

Research Question: Which email will generate the most revenue?

Test Design: A/B split test

Experiment: Version A

- This email was sent by Jim DeMint, the president and most well-known leader of the Heritage Foundation, asking recipients for their support with a year-end gift
- Version A leverages continuity, as all support requests throughout the year have come from DeMint
- The tone of the email is formal and professional



Experiment: Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

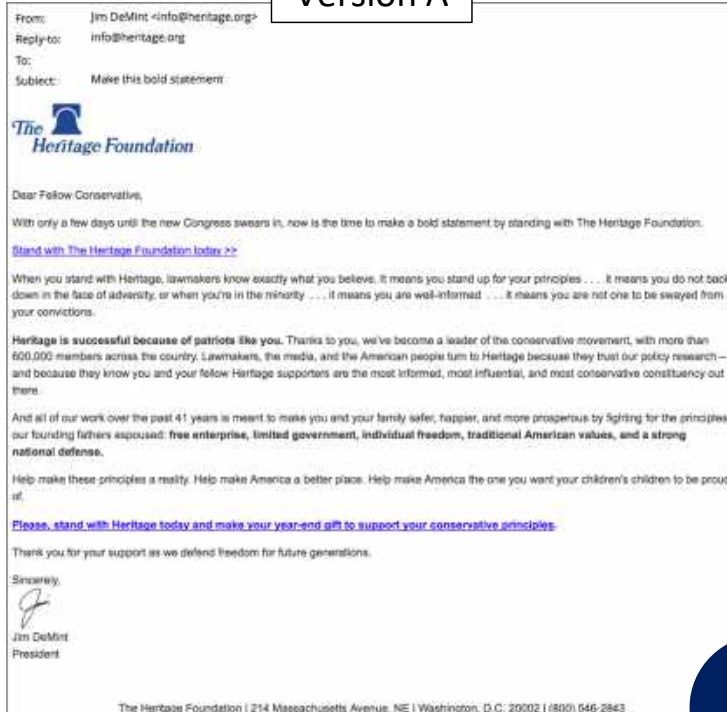
P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

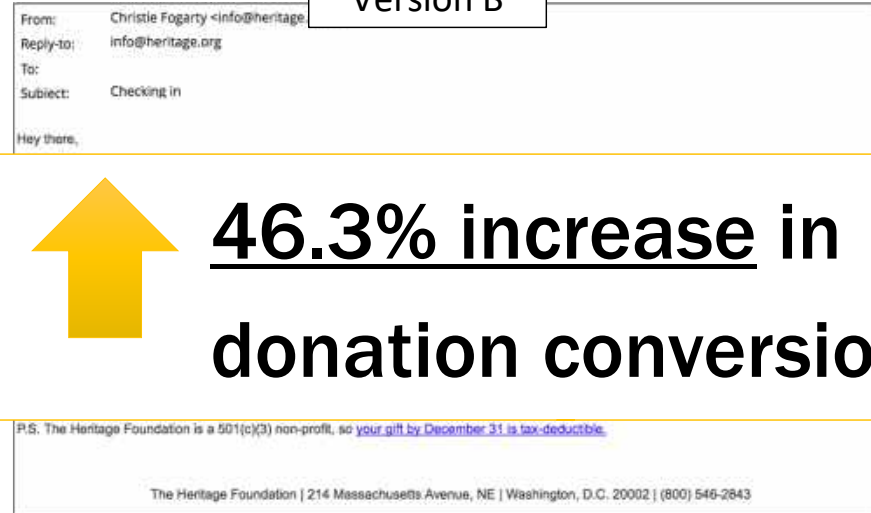
- The email was sent by Christie Fogarty, the foundation's lesser known Director of Membership, requesting donations
- Version B breaks continuity, as all support requests throughout the year have come from the president of the nonprofit
- The email uses a much friendlier, informal, empathetic tone

Experiment: Side-by-side comparison

Version A



Version B



Audience Question:

Which email will result in more donations?

Experiment: Results



381% Increase in revenue

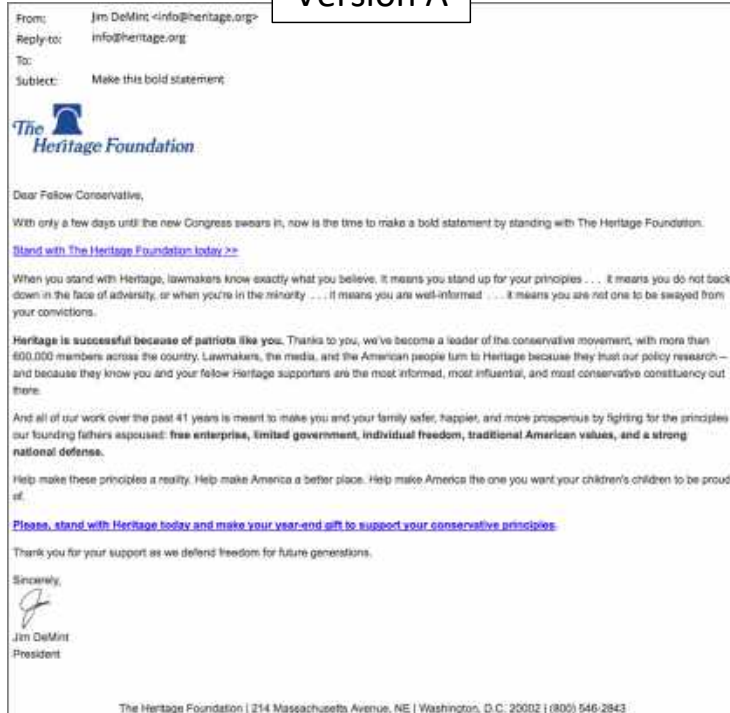
The optimized treatment's revenue increased by 380.7%.

Design	Revenue per Visitor	Relative Difference	Statistical Significance
Version A – Jim Demint	\$0.03	-	-
Version B – New Signer	\$0.14	380.7%	 99%

% Relative Change: 380.7%

Experiment

Version A



Why didn't the more formal letter sent by the well-known organization president produce better results?

Version B



Experiment




Why didn't the more formal letter sent by the well-known organization president produce better results?

The email illustrates three key principles of Empathetic Messaging

Version A

Subject: [Faded]

[Faded text]


Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

Subject: [Faded]

[Faded text]

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

What you can take away from this case study:

This case study illustrates three ways you can use empathy in your email appeals:

- 1. Believability*
- 2. Readability*
- 3. Clarity*

I. Ensure that your message is believable.

I. Believability

Version A



- The use of a well-known, high-ranking sender with a long-form (and signed!) letter implies a mass, impersonal email send.

I. Believability

- The winning email hypothesized (and confirmed) that a more plausible sender with a shorter, briefer message would imply a more believable, personal email send.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-c](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washin

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

II. Ensure that your message is readable.

II. Readability

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement

Subject: Make this bold statement

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

Dear Fellow Conservative,

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than

Heritage is successful because of patriots like you. T

our founding fathers espoused: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

, now is the time to make a bold statement by standing with The Heritage Foundation.

Please, stand with Heritage today and make your year-end gift to support your conservative principles.

Sincerely,

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2845

- The losing email uses a tone that reads very much like a formal lecture.
- This might make sense in other marketing materials, but seems out of place in a “personal” email.

II. Readability

- The winning email takes a tone that matches more closely to the expectation of the medium.
- It was designed to read like a conversation and is true to the style of the actual sender.

Version B

From: Christie Fogarty <info@heritage.org>

Subject: Checking in

Hey there,

Contribute towards Heritage's million dollar goal by the December 31 deadline.

Conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

I wanted to check in

Thanks for your support, and have a very happy new year.

All my best

Thanks for your support, and have a very happy new year.

All my best,

so your gift by December 31 is tax-deductible.

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

III. Ensure that your message is clear.

III. Clarity

Version A



When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

President

[Stand with The Heritage Foundation today >>](#)

- The losing email asks donors to blindly give without establishing how donations will be used.
- The calls-to-action either omit the desired action or make it easily missed by placing it in the middle of a long sentence.

III. Clarity

- The winning email walks through why donations are needed and how they will be used.
- The call-to-action is very clear and direct.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843


[You can make your year-end contribution here.](#)

Experiment: Results



381% Increase in revenue

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% Relative Change: 380.7%

A closing thought

These principles are universal

They apply to :

- Small organizations
- Large organizations
- Digital marketing
- Direct mail
- Major gift communications

NONPROFIT
INNOVATION + OPTIMIZATION

20

NIO SUMMIT

20

Virtual Philanthropy

09.30.20 - 10.01.20

2 days
16+ Speakers
Learning Labs
Virtual Networking

September 30th & October 1st

Featured Speakers and Topics



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Philanthropist, Author, &
Iconic TED Talk Speaker



Jen Shang

World's First PHD in
Philanthropy



Reggie Rivers

Former Denver Bronco &
Gala Team Founder



Brian Miller

TED Talk Veteran &
Accomplished Magician

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