

A world map in a dark blue color is centered in the background. Several colored dots are scattered across the map: a cyan dot in the Pacific, a cyan dot in North America, a black dot in Europe, a black dot in Africa, a black dot in South America, and a cyan dot in Australia.

Webinar

It's A Great, Great Sustainers World

Wednesday, September 16
8:30 AM – 9:30 AM EDT

DMAW
Direct Marketing Association of Washington

Today

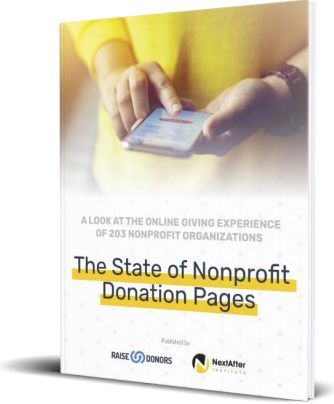
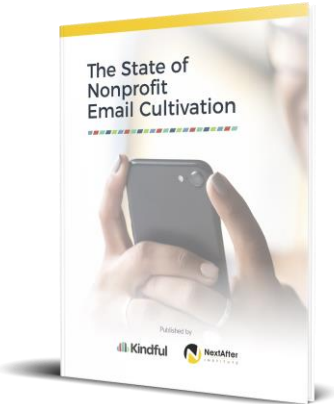
- What is this based on?
- Online & recurring?
- Understanding the online giving experience
- Optimizing the online recurring giving experience:
 - Where do I give?
 - Why should I give?
 - How do I give?
- Tips & tricks
- More resources
- Questions & Discussion

**WHAT IS THIS BASED
ON?**



FORENSIC RESEARCH

[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)

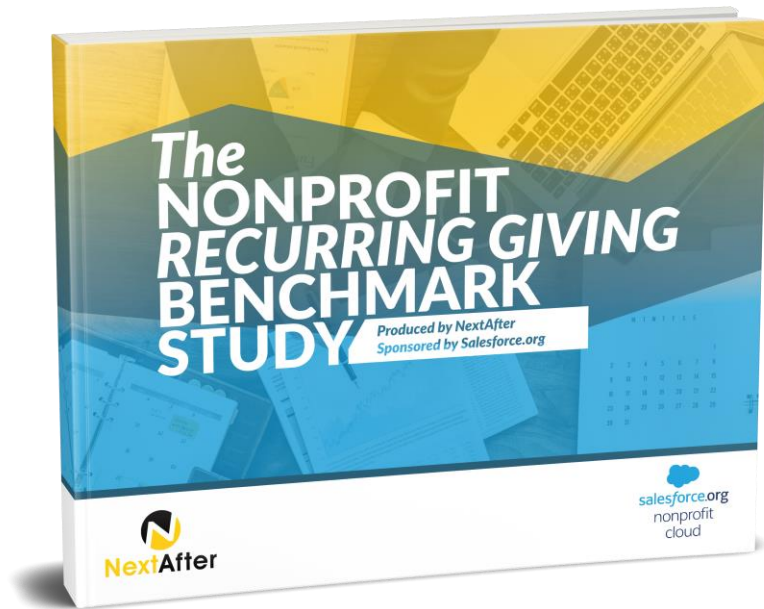


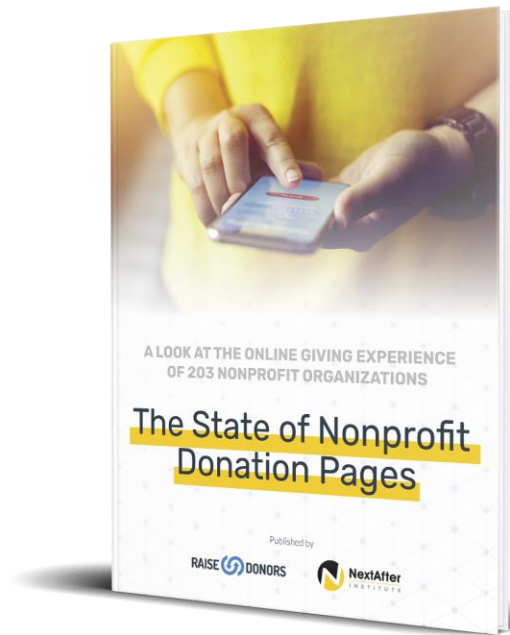
4500+ COMMUNICATION TOUCHPOINTS.

115 NONPROFIT ORGANIZATIONS.

3 DIFFERENT DONOR TYPES.

2 CARDS LOST/CANCELED.





203 NONPROFITS ACROSS 12 VERTICALS.

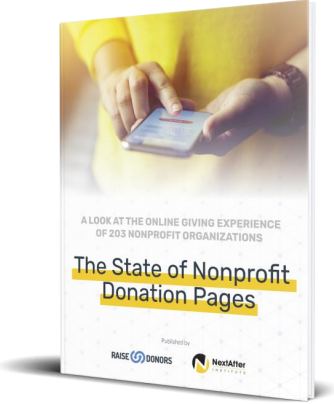
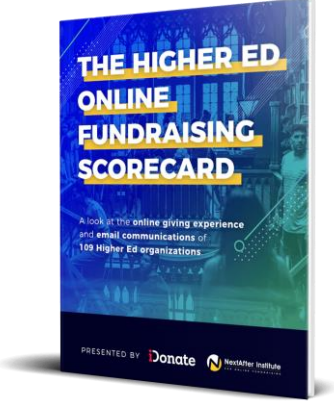
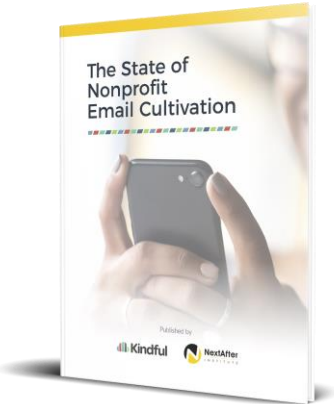
27 DATA POINTS FROM THE GIVING
PROCESS.

5 DATA POINTS FROM THE THANK YOU PAGE.



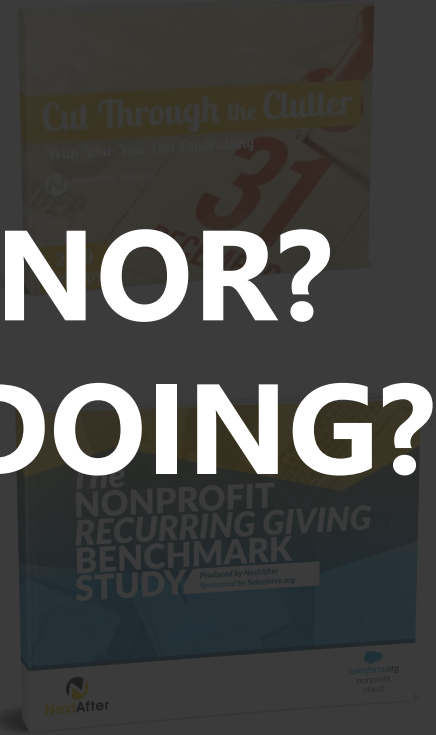
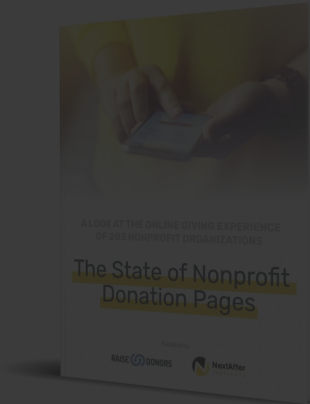
FORENSIC RESEARCH

[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)



WHAT IS IT LIKE TO BE A DONOR? WHAT ARE ORGANIZATIONS DOING?

FOUNDATIONAL RESEARCH
[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)



APPLIED RESEARCH

NEXTAFTER.COM/RESEARCH/EXPLORE

Shares



How visually emphasizing a gift amount on a primary donation page impacts revenue

Experiment ID: #16415

The Missionary Oblates of Mary Immaculate

The Missionary Oblates of Mary Immaculate are a Roman Catholic congregation of priests and brothers founded after the French Revolution by St. Eugene De Mazenod to work among the poor. Today there are nearly 4,000 missionaries working in more than 60 countries around the world.

Experiment Summary

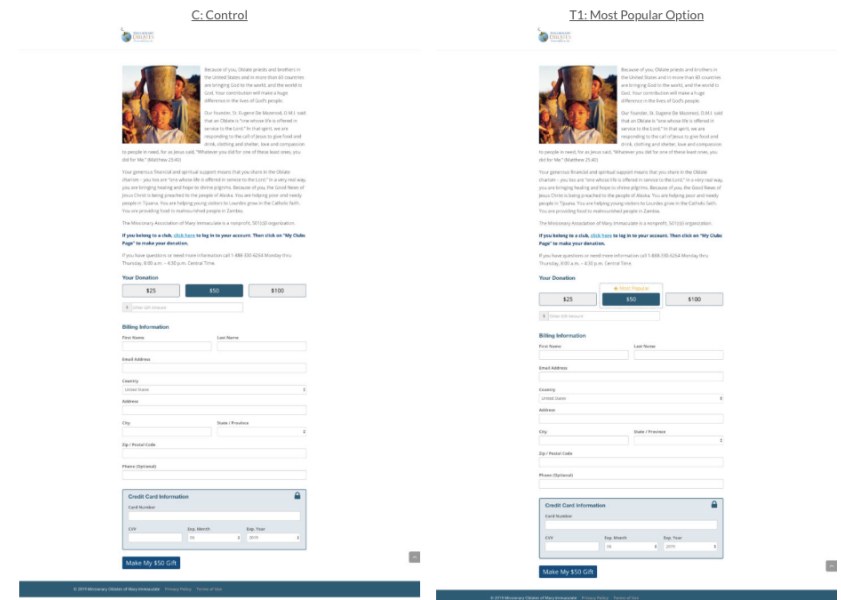
Timeframe: 4/16/2019 - 6/14/2019

Significant testing had been done on the Missionary Oblates primary donation page in an effort to increase donor conversion. Because of the low conversion rate from this page, we weren't able to validate these experiments or help improve conversion on the page. Because of this, we hypothesized testing an element on the page that might impact overall revenue and average gift. For this experiment we tested visually emphasizing a larger gift amount than what we knew was the average gift on this page. To do this, we put the higher suggested gift amount in the middle of the gift arrays, put a box around it and noted that gift amount to be the "most popular".

Research Question

Can we increase average gift and overall revenue by visually emphasizing a specific gift amount?

Design

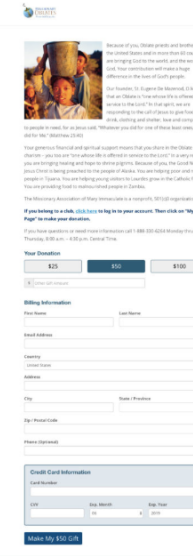


Results

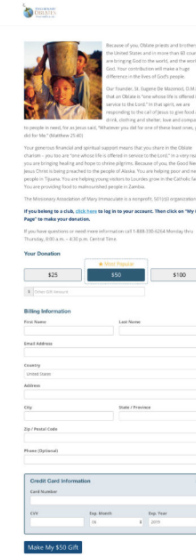
Treatment Name	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C: Control	\$10.85			\$26.90

Design

C: Control



T1: Most Popular Option



APPLIED RESEARCH

NEXTAFTER.COM/RESEARCH/EXPLORE

Results

Treatment Name	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C: Control	\$10.85			\$26.90
T1: Most Popular Option	\$13.43	23.8%	97.4%	\$30.90

This experiment was validated using 3rd party testing tools. Based upon those calculations, a significant level of confidence was met so these experiment results are valid.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

We were able to increase overall revenue from the primary donation page by 24%. By visually emphasizing the gift and noting it as the “most popular”, we eliminated some of the decision process friction in making a gift and increased the average gift on the page. Additionally, we saw an even stronger increase in revenue (44%) for people on mobile devices. This learning has a significant impact on revenue for the organization.

Share this research with a colleague

Our mission is to help elevate the field of fundraising by openly sharing our research and inspiring a wider community of testing and optimization. If you have found our research to be helpful, insightful, or even just interesting—please share it with a fellow fundraiser.

Your Name

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

CONTROL

Your Donation

\$

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

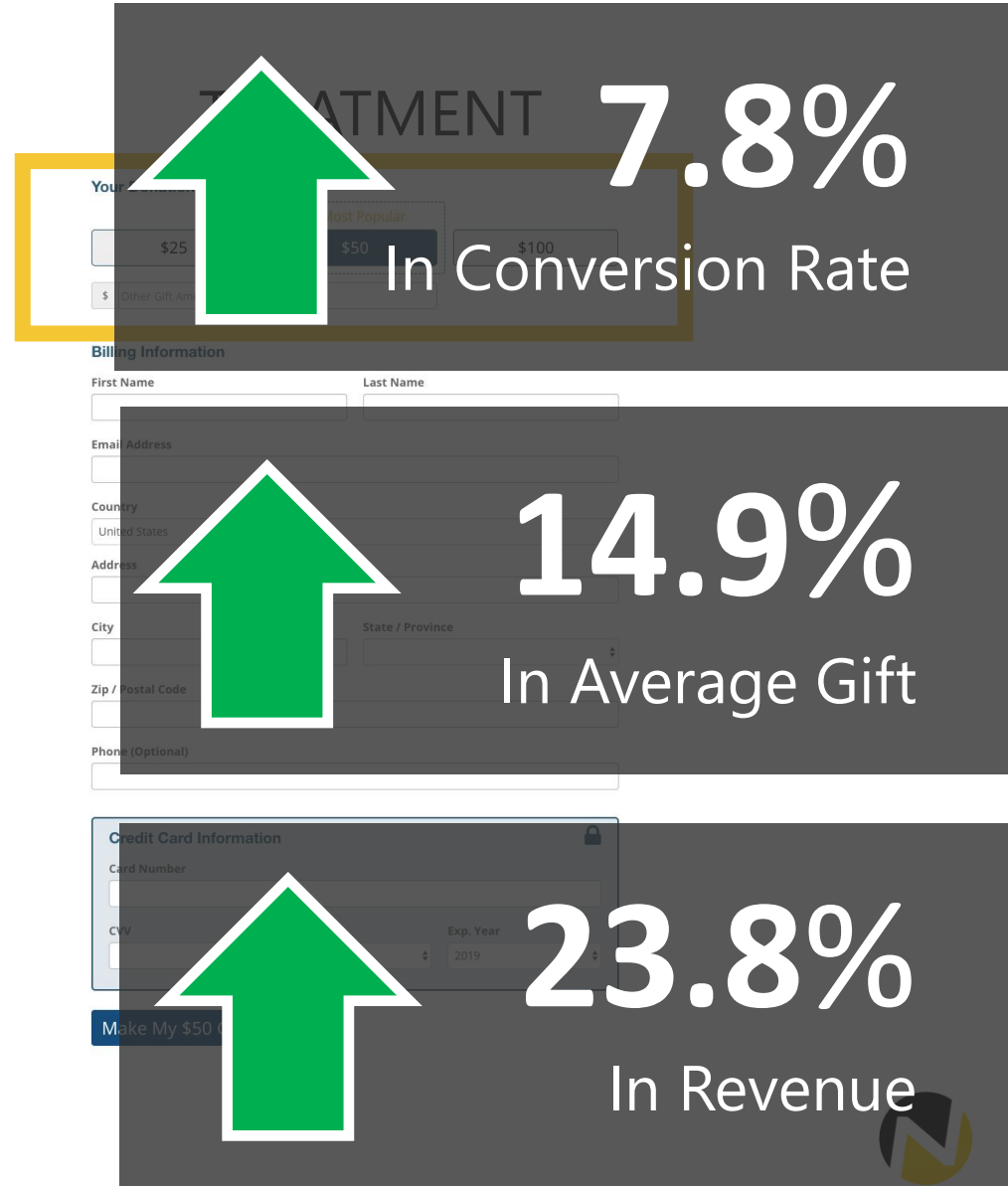
Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV Exp. Month Exp. Year



How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

CONTROL

Your Donation

Billing Information

Credit Card Information

Make My \$50 Gift

AND A 44% INCREASE FOR PEOPLE ON MOBILE DEVICES.



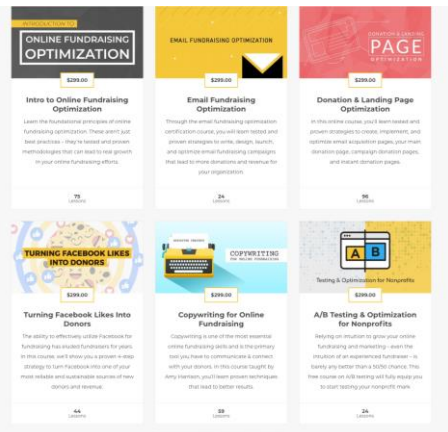
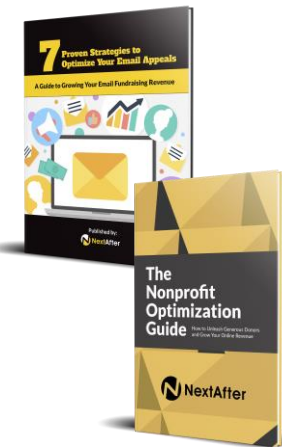
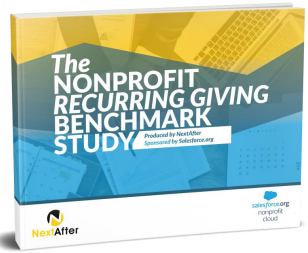
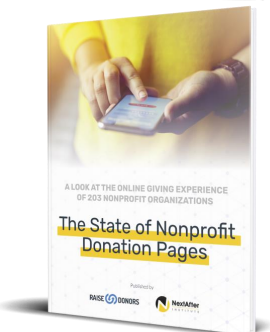
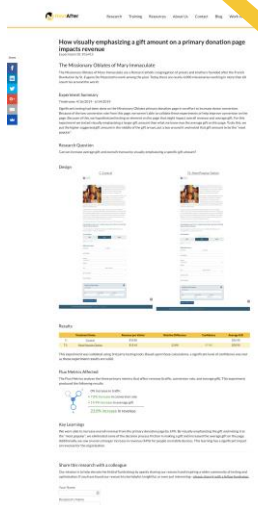
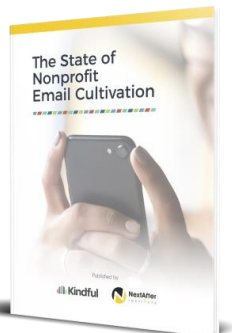
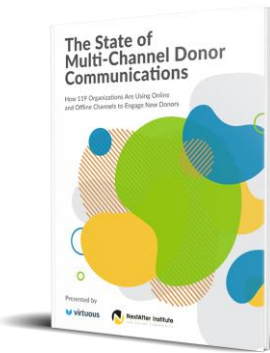


ON A MISSION TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



ONLINE & RECURRING?



**THE SUBSCRIPTION E-COMMERCE
MARKET HAS GROWN MORE THAN
100% A YEAR FOR THE PAST 5 YEARS.**



donorCentrics Sustainer Summit

donorCentrics™
Sustainer Summit Learnings

► Deb Ashmore
April 3, 2019

DMFA Direct Marketing Fundraisers Association

The share of Active Donors that are Sustainers increased over time for most sectors.

Sector	2014	2015	2016	2017	2018
Animal Welfare	19%	19%	25%	32%	32%
Environmental	21%	21%	25%	27%	31%
Health and Human Services	11%	13%	15%	17%	18%
Intl Relief and Development	12%	12%	16%	17%	18%
Public Broadcasting	47%	52%	54%	52%	58%
Societal Benefit	19%	20%	20%	20%	24%

blackbaud



Deb Ashmore
Principal Analytics Consultant
donorCentrics (Blackbaud)
in/deb-ashmore/

1. Sustainers declined 11% but sustainer revenue was up 9%
2. The percent of sustainers and new sustainers continues to grow
3. 33% of all new sustainers were acquired through digital
4. Digital first-time sustainers have grown 86% over the last 5 years
5. First time sustainers overall were retained at 64% with those who used a Credit Card at 63% and those who used Direct Debit at 78%



donorCentrics Sustainer Summit

donorCentrics™
Sustainer Summit Learnings
► Deb Ashmore
April 3, 2019

DMFA Direct Marketing Fundraisers Association

The share of Active Donors that are Sustainers increased over time for most sectors.

Sector	2014	2015	2016	2017	2018
Animal Welfare	19%	19%	23%	25%	26%
Environmental	7%	7%	8%	12%	14%
Health and Human Services	11%	13%	15%	17%	18%
Intl Relief and Development	12%	14%	17%	17%	18%
Public Broadcasting	47%	52%	54%	52%	58%
Societal Benefit	19%	20%	20%	20%	24%

blackbaud



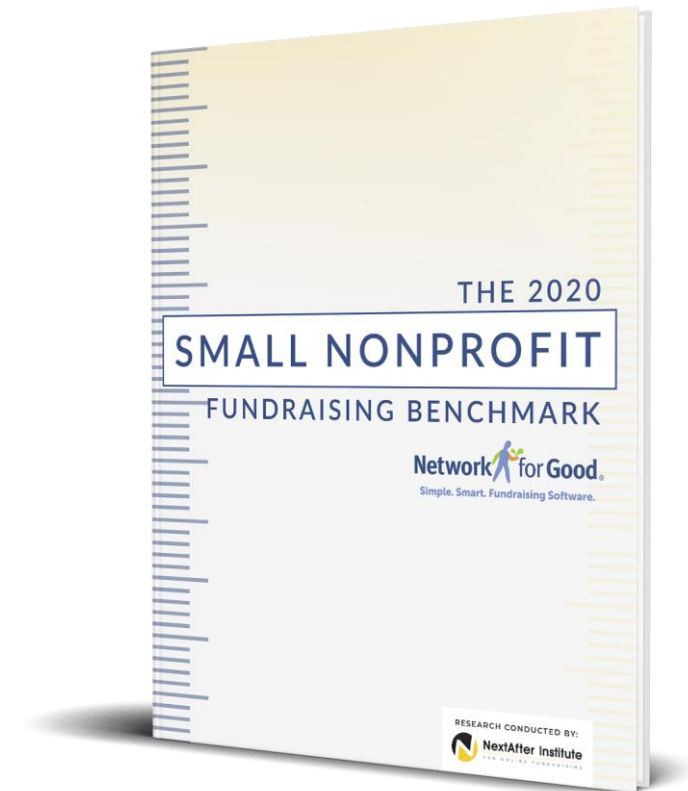
Deb Ashmore
Principal Analytics Consultant
donorCentrics (Blackbaud)
[in/deb-ashmore/](https://www.linkedin.com/in/deb-ashmore/)

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COMING SOON

**THOUGHTS, FEELINGS,
STRATEGIES, AND DATA
FROM OVER 2,700
SMALL NONPROFITS.**
SMALLNONPROFITBENCHMARK.COM



Overall 2019

REAL DATA

104
Donors

-15%

13%
Recurring

+48%

54%
Online*

+21%

49%
Retention

+2%

Source: The Small Nonprofit Benchmark (Network for Good, 2020), calculated by taking the median of the mean per organization.



Retention 2019

REAL DATA

49%
Overall

42%
One-Time

58%
Repeat

92%
Recurring



Recurring Giving By Donor Type

REAL DATA

\$35

New

\$40

Recaptured

\$43

Retained

\$42

Overall Avg.
Gift



AND YET...



**ONLY 51% OF SMALL NONPROFITS HAVE
A RECURRING GIVING PROGRAM
COMPARED TO 78% OF BIG NONPROFITS.**



ONLINE & RECURRING?

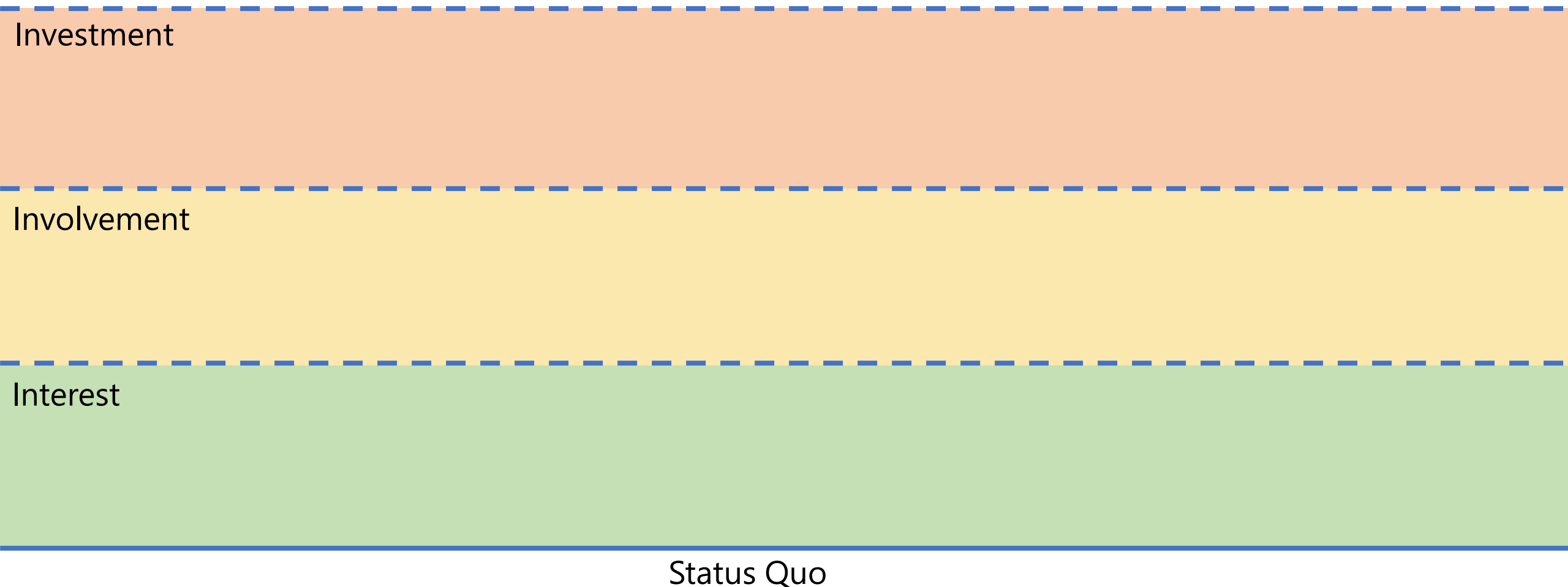
YES!



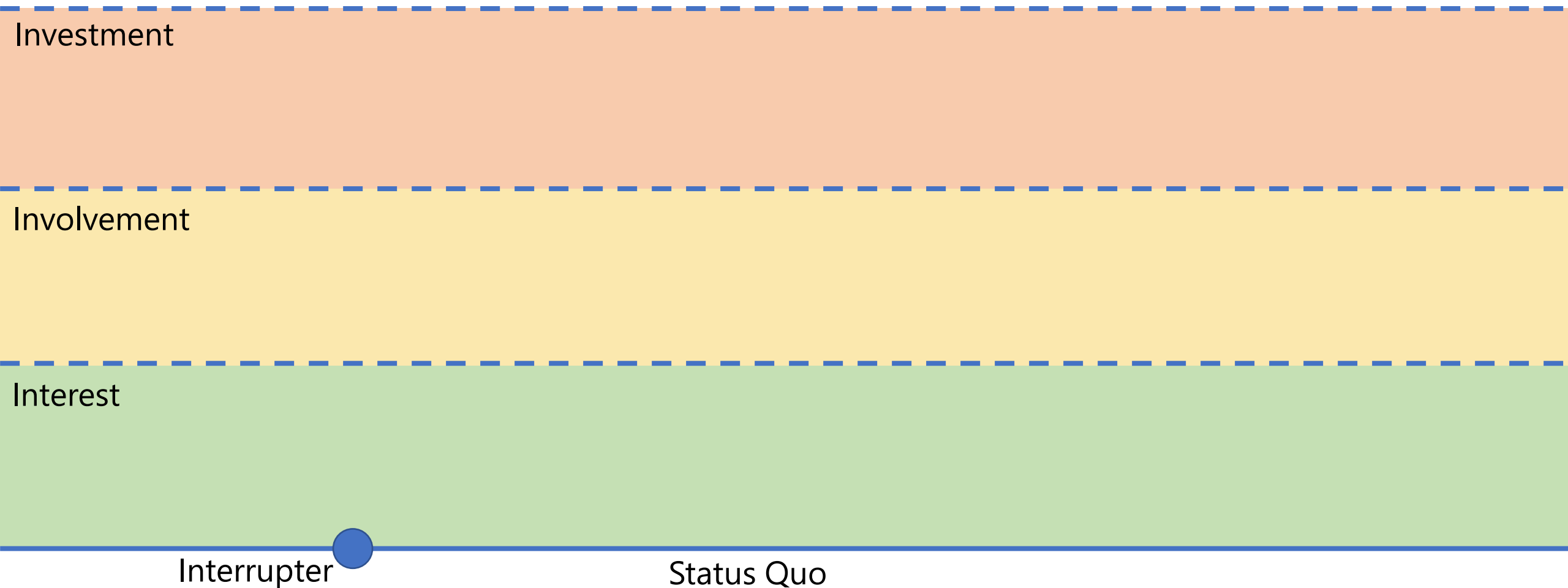
UNDERSTANDING THE ONLINE GIVING EXPERIENCE.



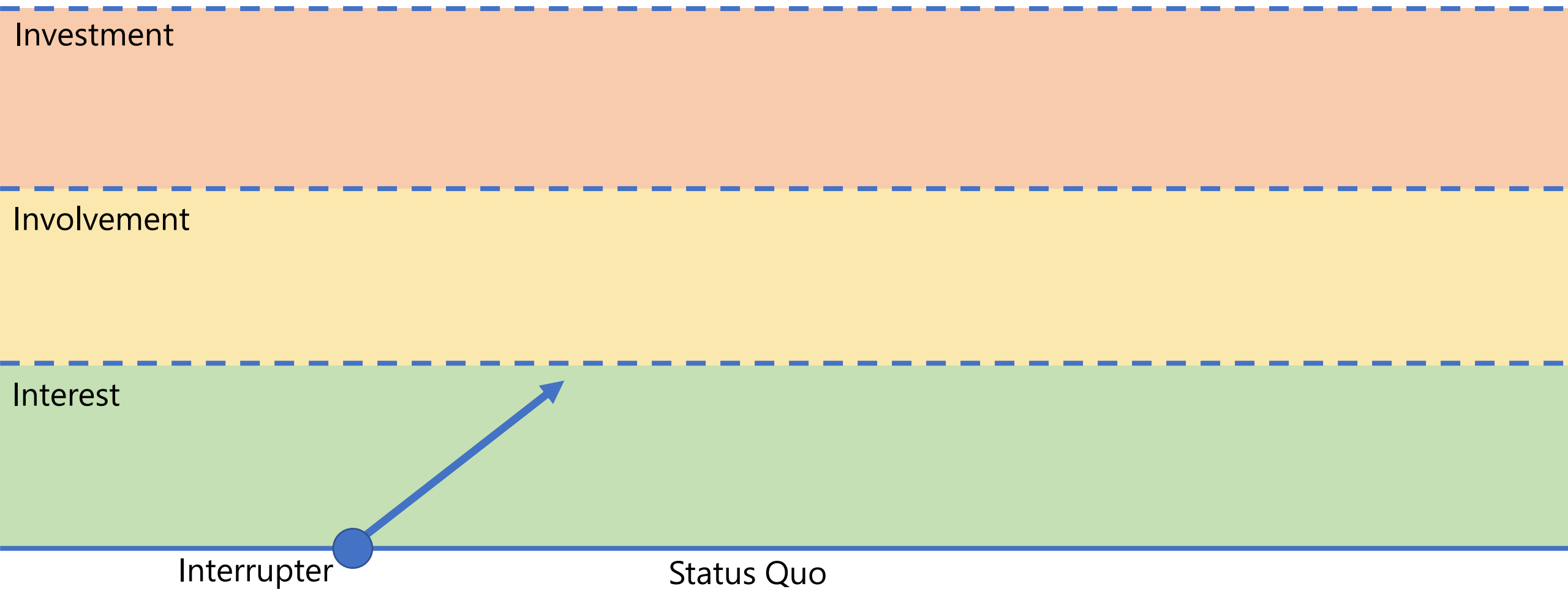
Sparkline of a Donation



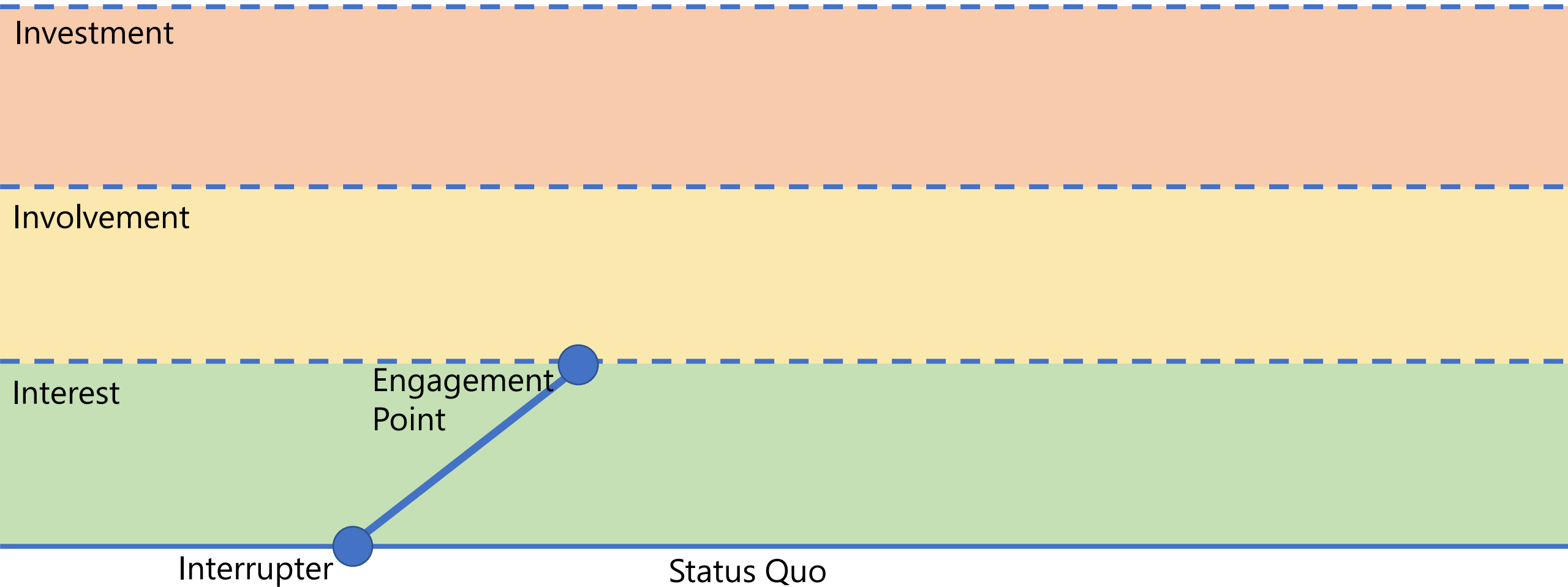
Sparkline of a Donation



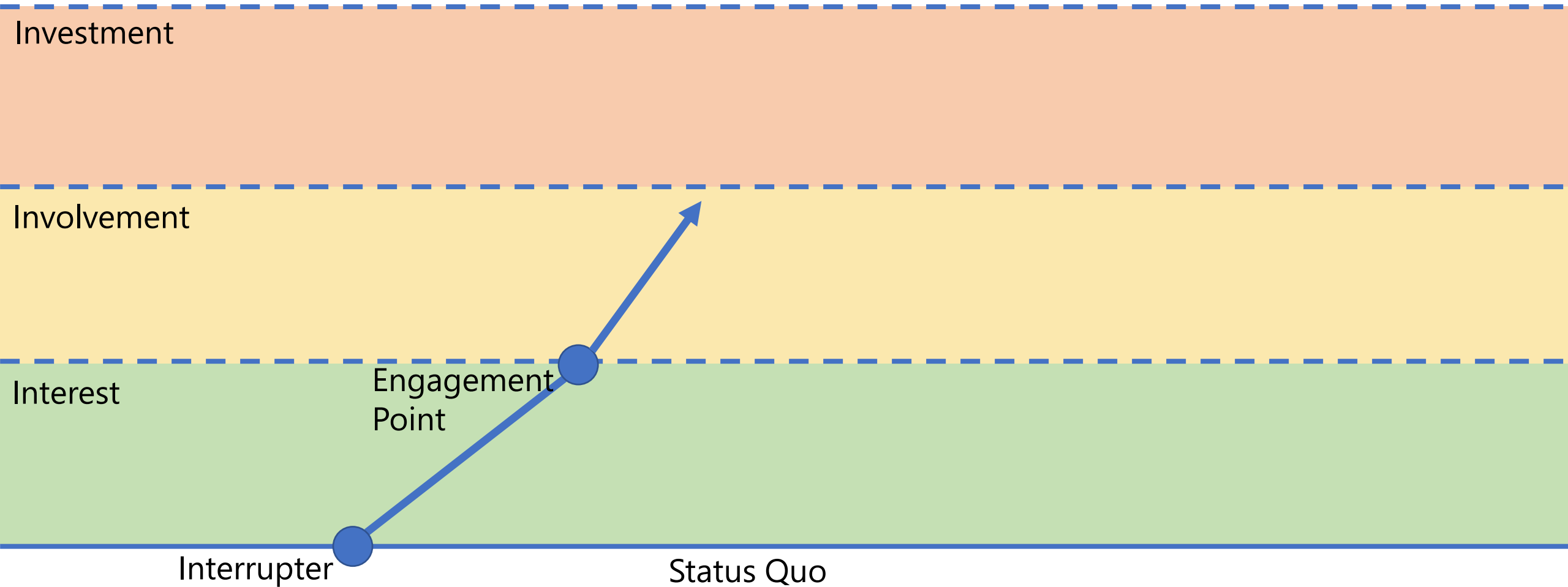
Sparkline of a Donation



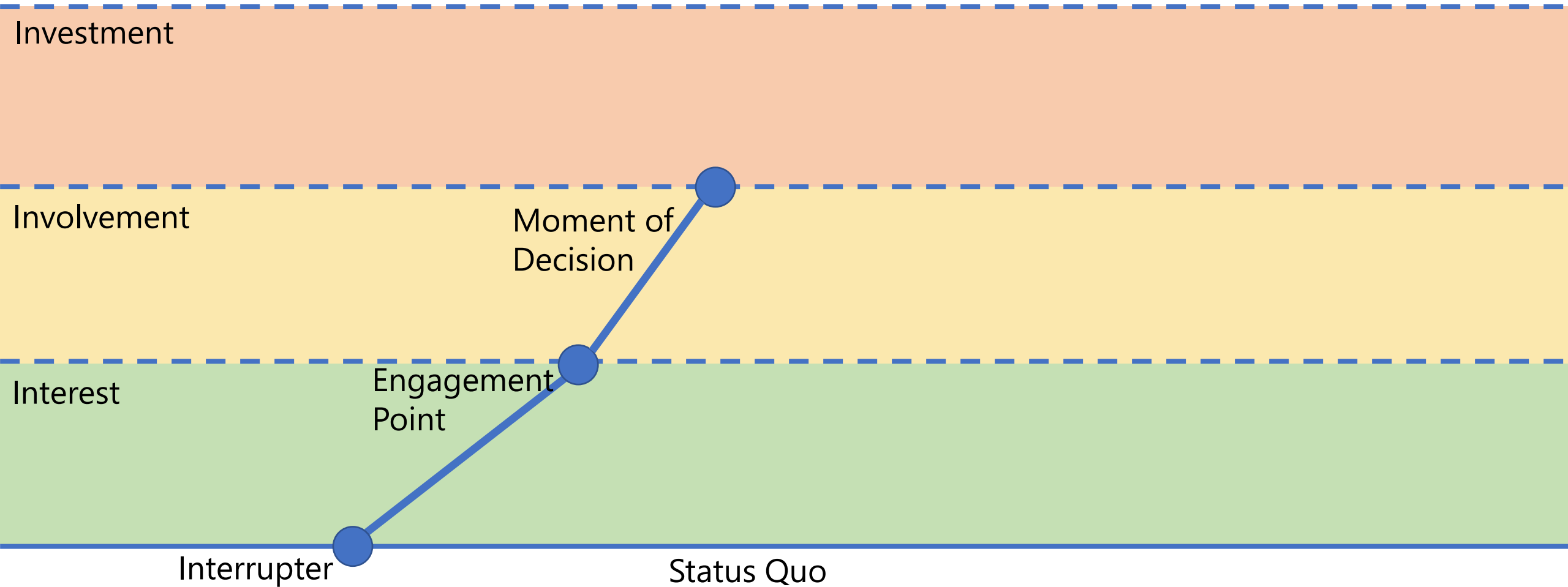
Sparkline of a Donation



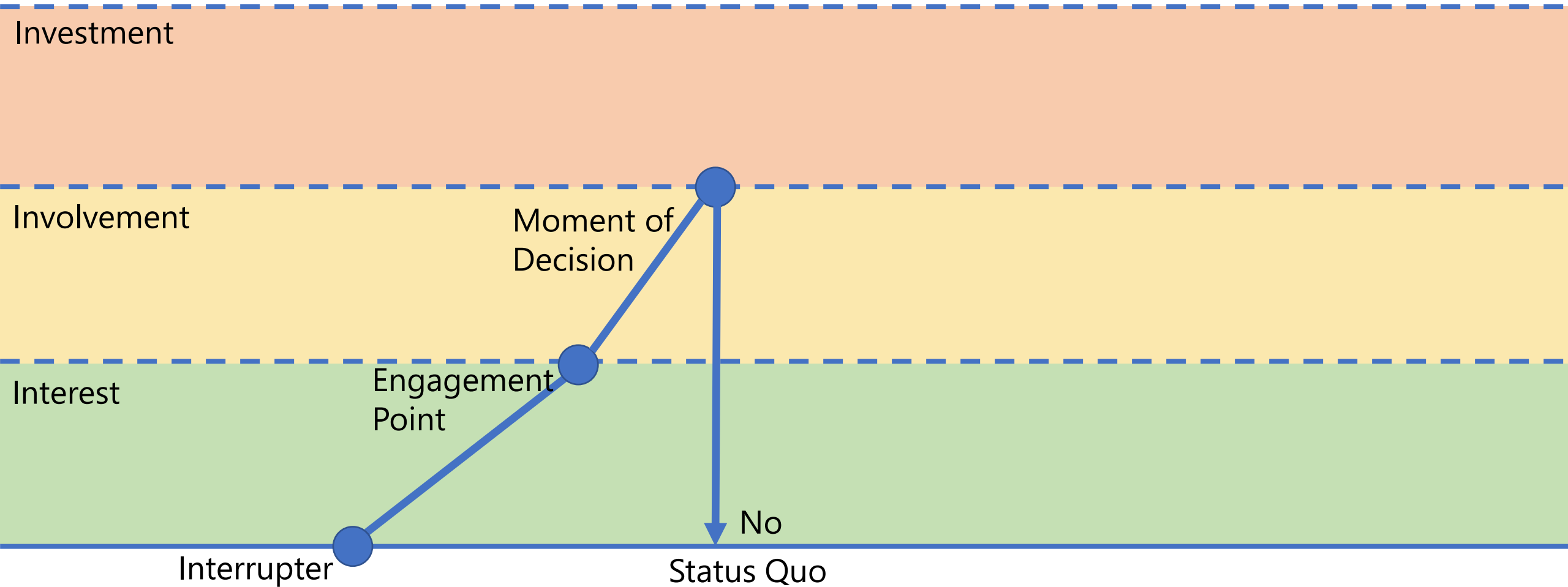
Sparkline of a Donation



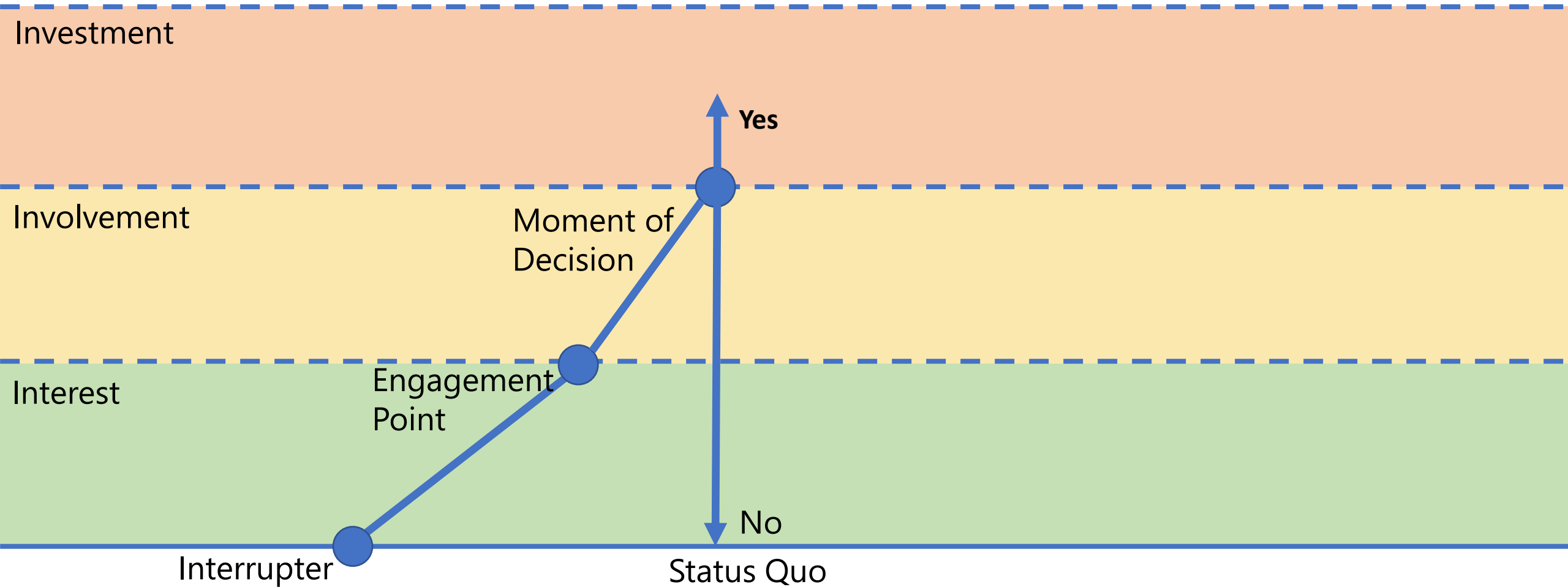
Sparkline of a Donation



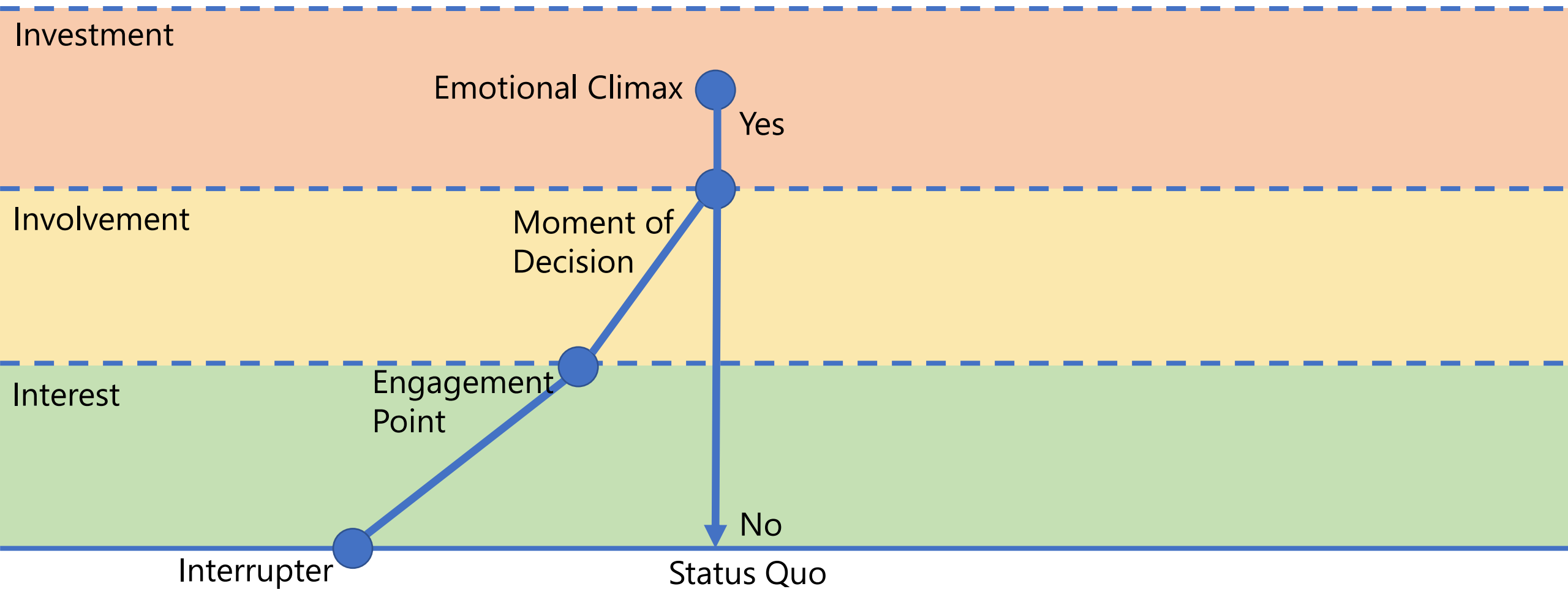
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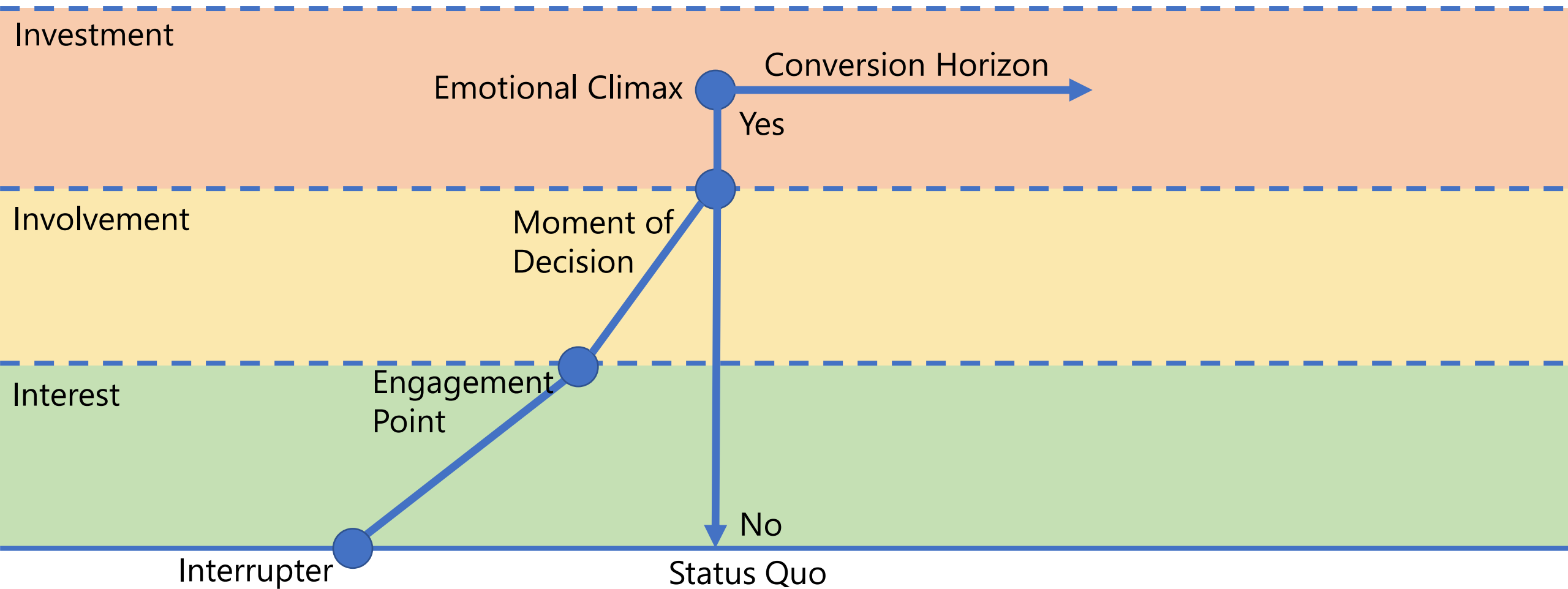
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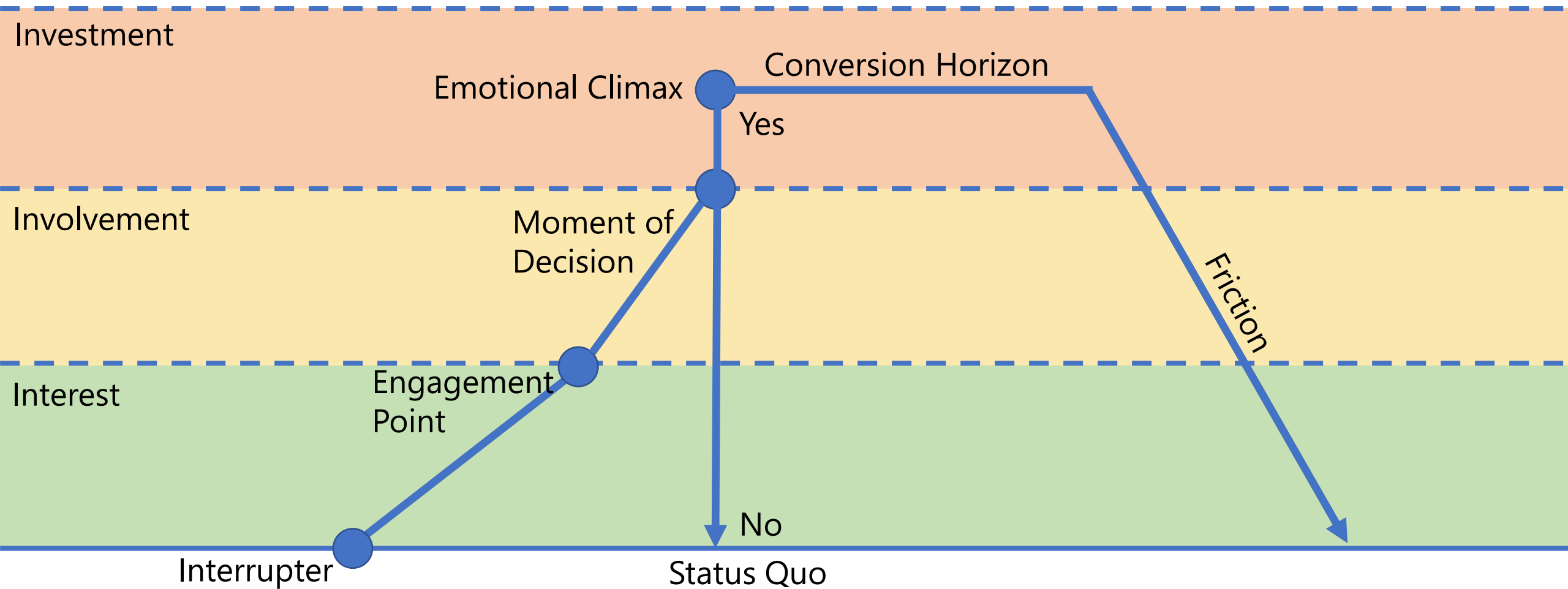
Sparkline of a Donation



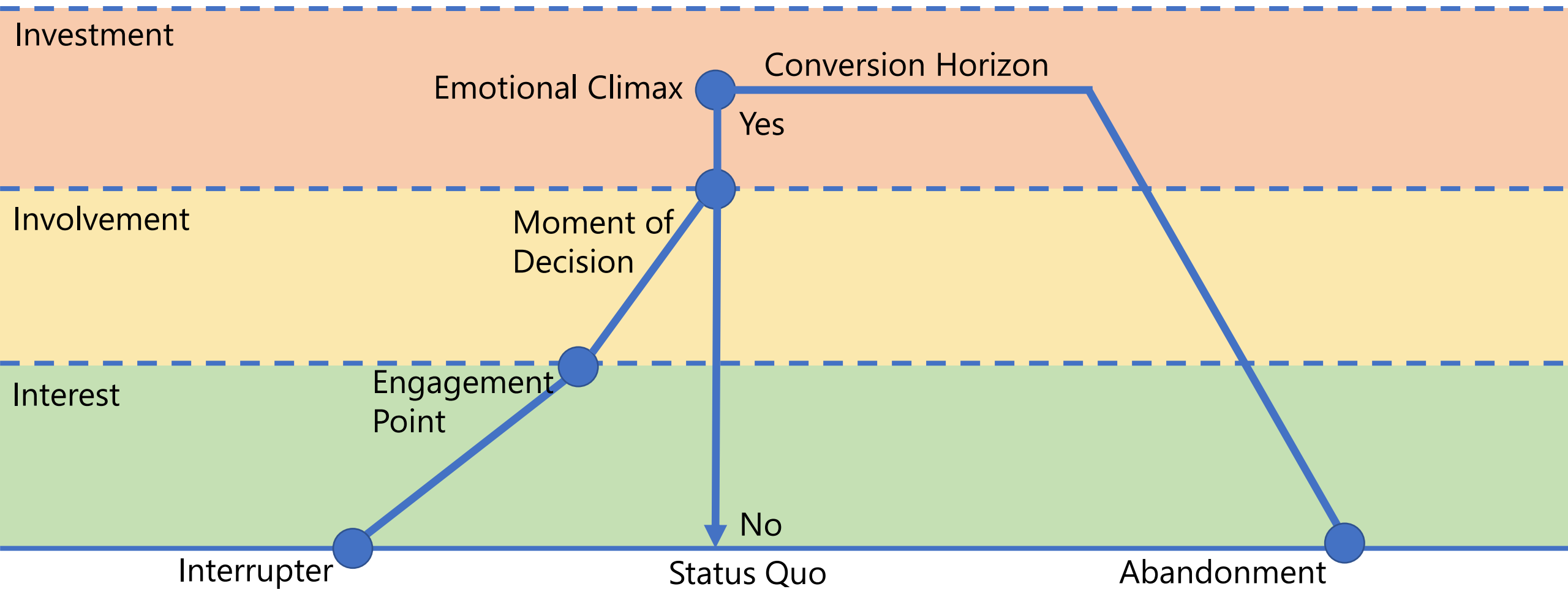
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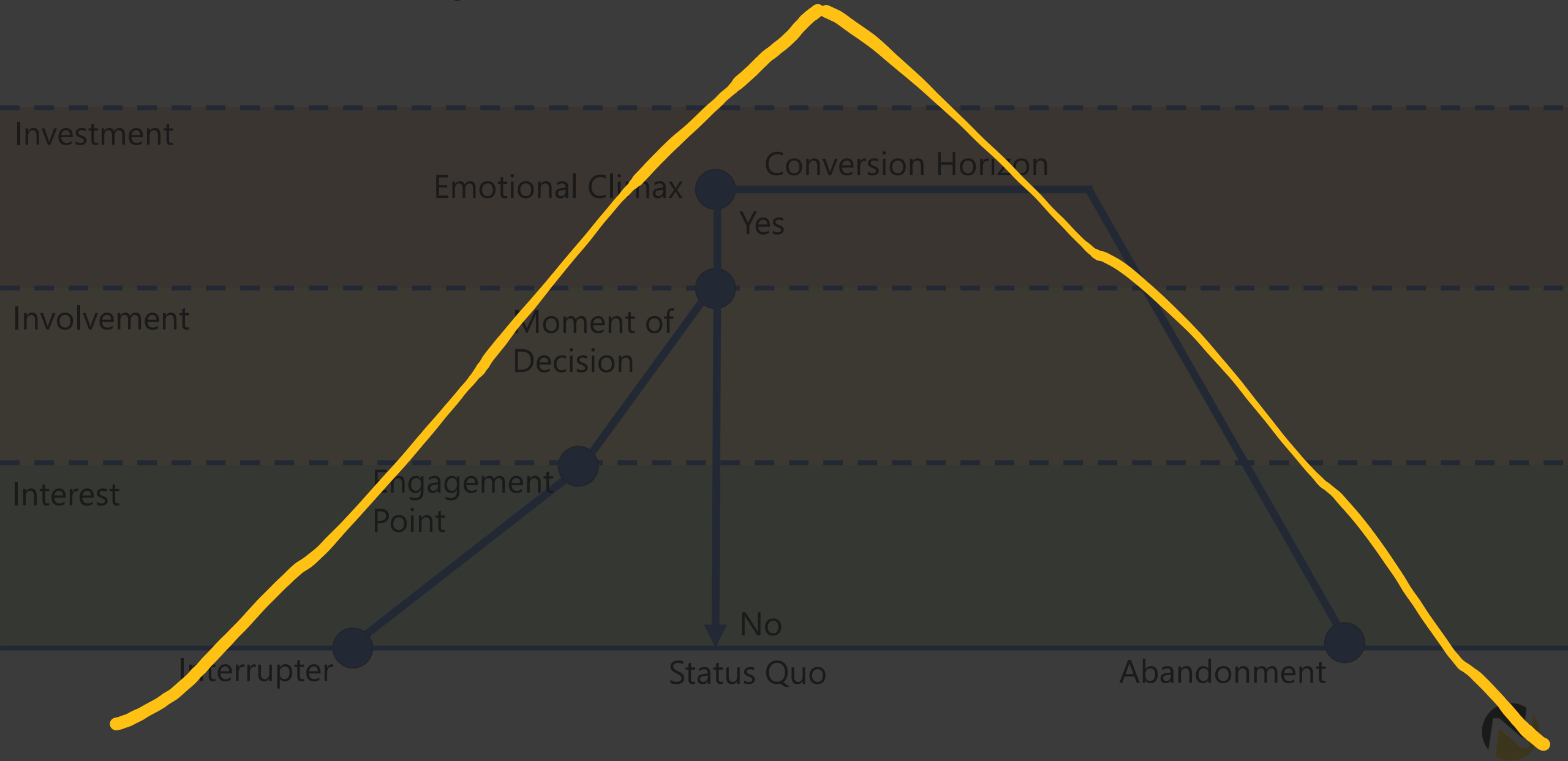
Sparkline of a Donation



Sparkline of a Donation



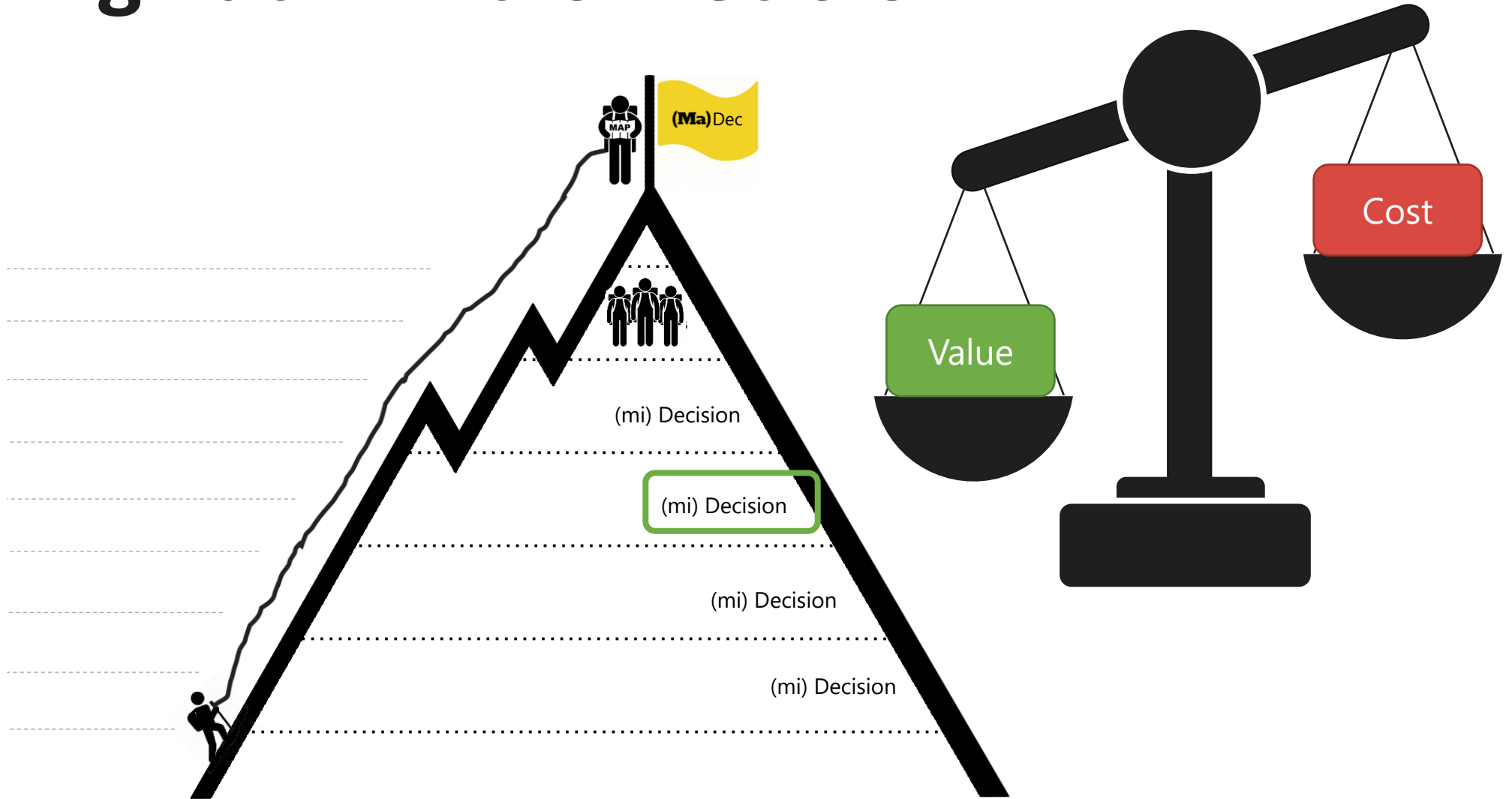
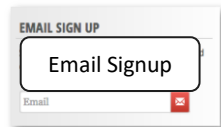
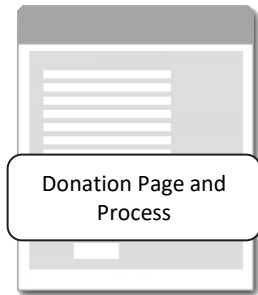
Sparkline of a Donation



**IT'S NOT A DONOR FUNNEL.
IT IS A DONOR MOUNTAIN.**



Optimizing Each Micro-Decision



Value

Cost

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE
PROPOSITION
(CLARITY)

INCENTIVE

FRICITION

ANXIETY

IT'S ABOUT ADDING

Value

AND REDUCING

Cost

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE
PROPOSITION
(CLARITY)

INCENTIVE

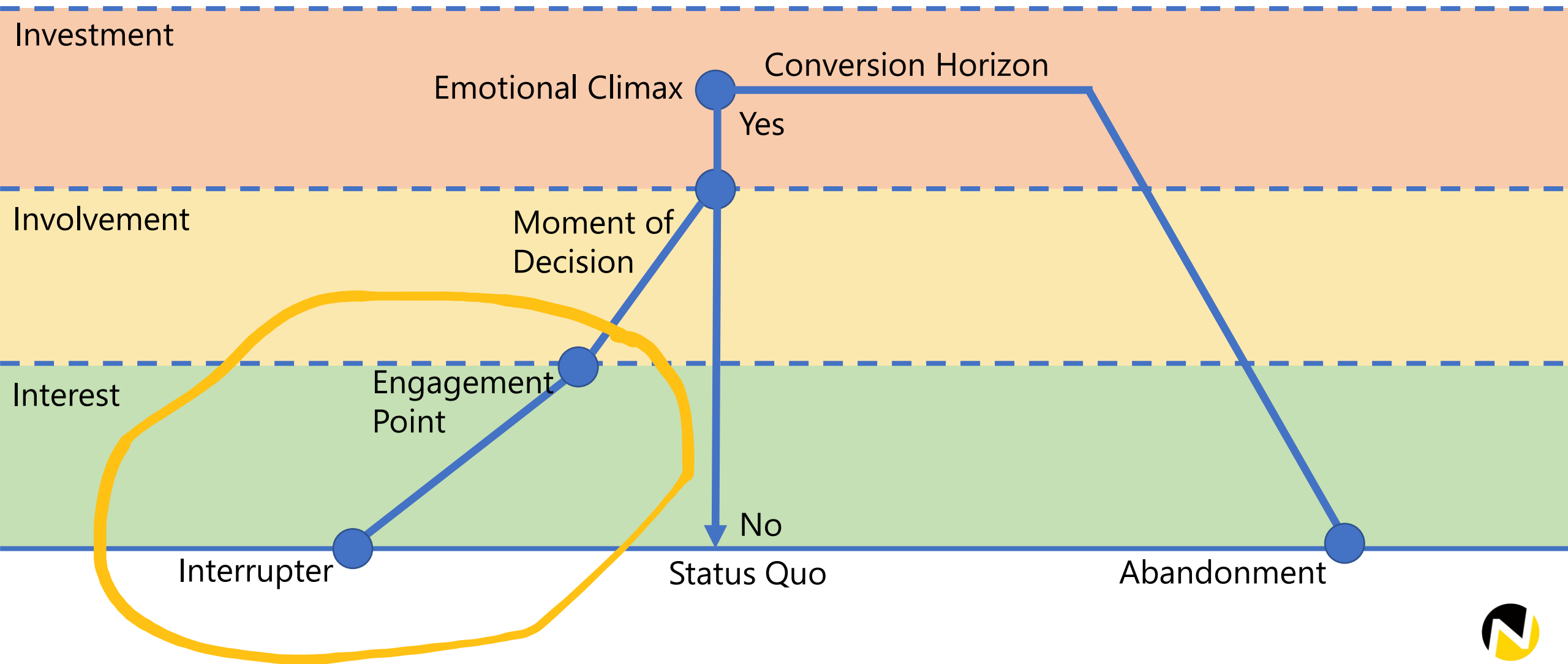
FRICITION

ANXIETY

NOT ALL DONATION PAGES ARE
OR SHOULD BE THE SAME...



Sparkline of a Donation



Two Main Types of Donation Pages

GENERAL DONATION PAGE

GENERAL DONATION PAGE

- Header:** Simple with no navigation and no donate button.
- Design elements:** Avoid clutter. Keep design simple and clean.
- Headline:** Clearly spell out the purpose of the general donation page.
- Background image:** If using one, ensure it's relevant to your cause.
- Where to Copy:** Introduce your organization's name and mission.
- Body Copy:** Use a mix of short and long paragraphs to tell your story.
- Form:** Keep it simple and easy to use.
- Form Fields:** Arrange to reduce page length and clutter.
- Call to Action Button:** Use a clear, concise message.
- Footer:** Provide contact information and social media links.

NextAfter

CAMPAIGN DONATION PAGE

CAMPAIGN DONATION PAGE

- Header:** Simple with no navigation and no donate button.
- Design elements:** Avoid clutter. Keep design simple and clean.
- Headline:** Clearly spell out the purpose of the campaign donation page.
- Background image:** If using one, ensure it's relevant to your cause.
- Where to Copy:** Introduce your organization's name and mission.
- Body Copy:** Use a mix of short and long paragraphs to tell your story.
- Form:** Keep it simple and easy to use.
- Form Fields:** Arrange to reduce page length and clutter.
- Call to Action Button:** Use a clear, concise message.
- Footer:** Provide contact information and social media links.

NextAfter

**OPTIMIZING THE ONLINE
RECURRING GIVING EXPERIENCE.**



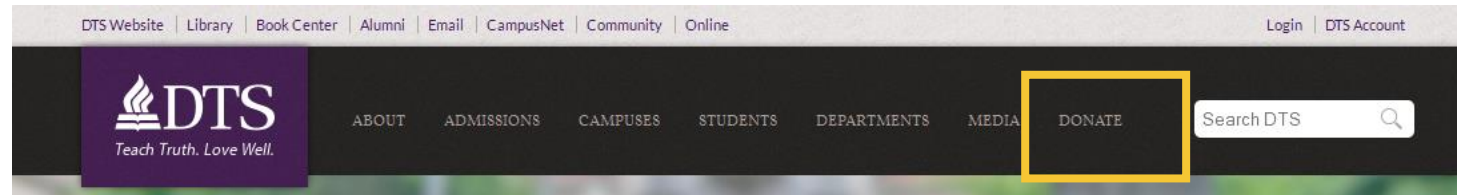
**OPTIMIZING THE ONLINE
RECURRING GIVING EXPERIENCE.
WHERE DO I GIVE?**



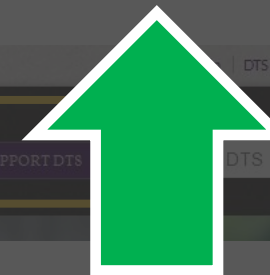
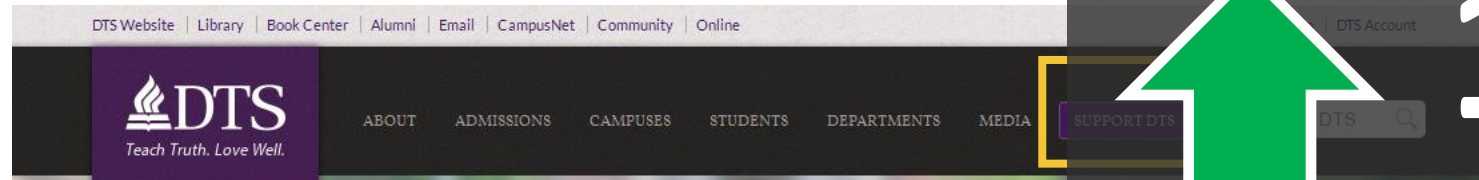
How Visually Emphasizing The Donate Button Affects Traffic

Experiment ID: #1698

CONTROL



TREATMENT #1



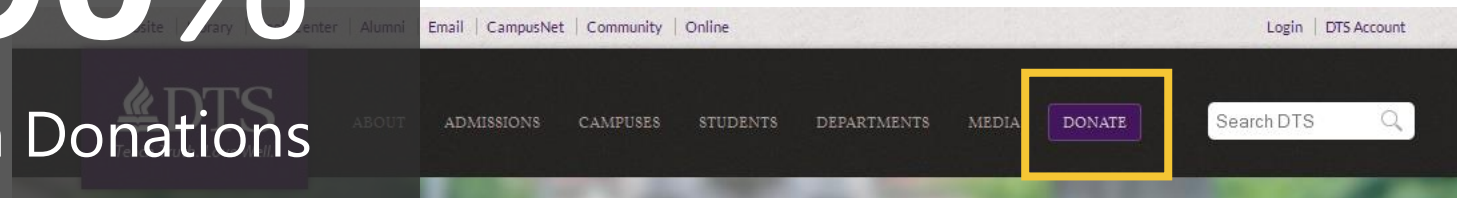
160%

In Donations*

190%

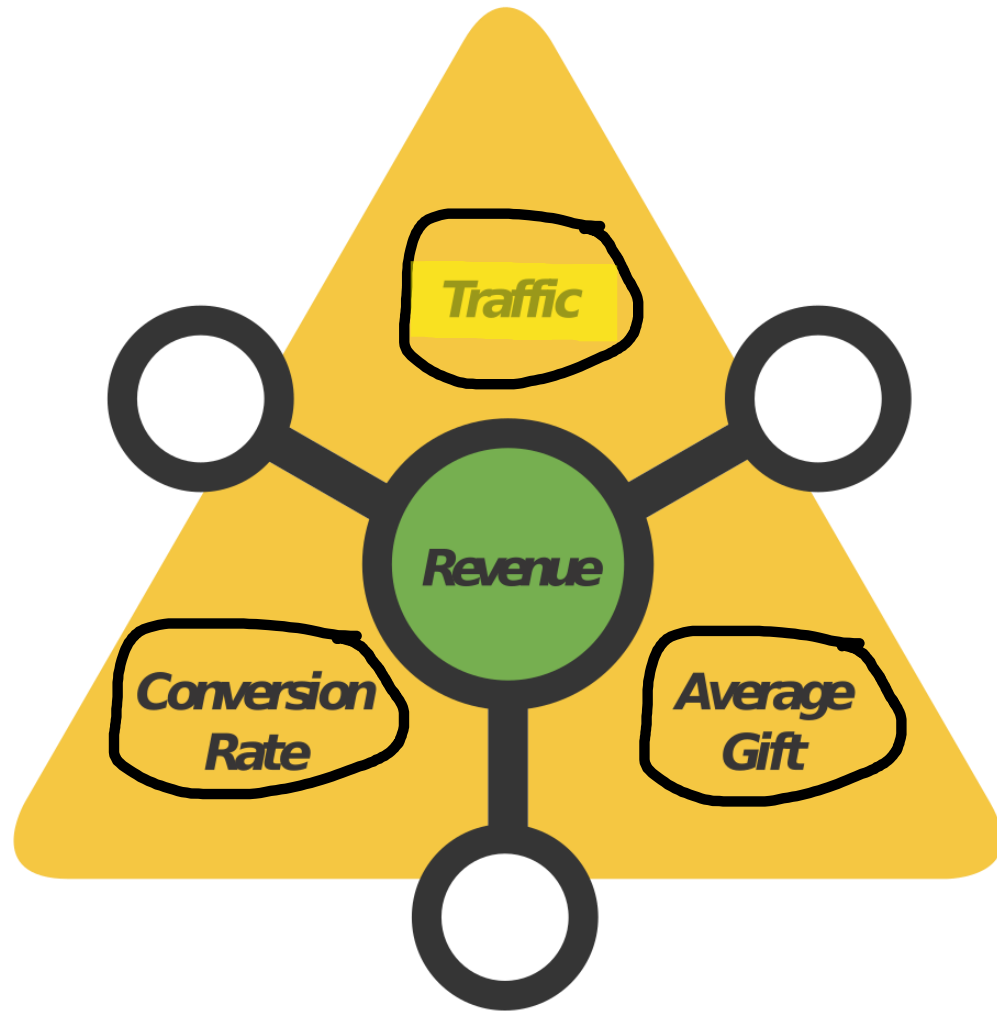
In Donations

TREATMENT #2



*94% level of confidence





3 WAYS TO GROW
ONLINE REVENUE.



How Addressing A New Segment Of Donors On The Homepage Impacted Donor Conversion

Experiment ID: #6446

CONTROL



TREATMENT





CHILD SPONSORSHIP CHANGES LIVES!

You can make an eternal difference in the life of a child in need. Sponsor a Child TODAY!

[LEARN MORE →](#)

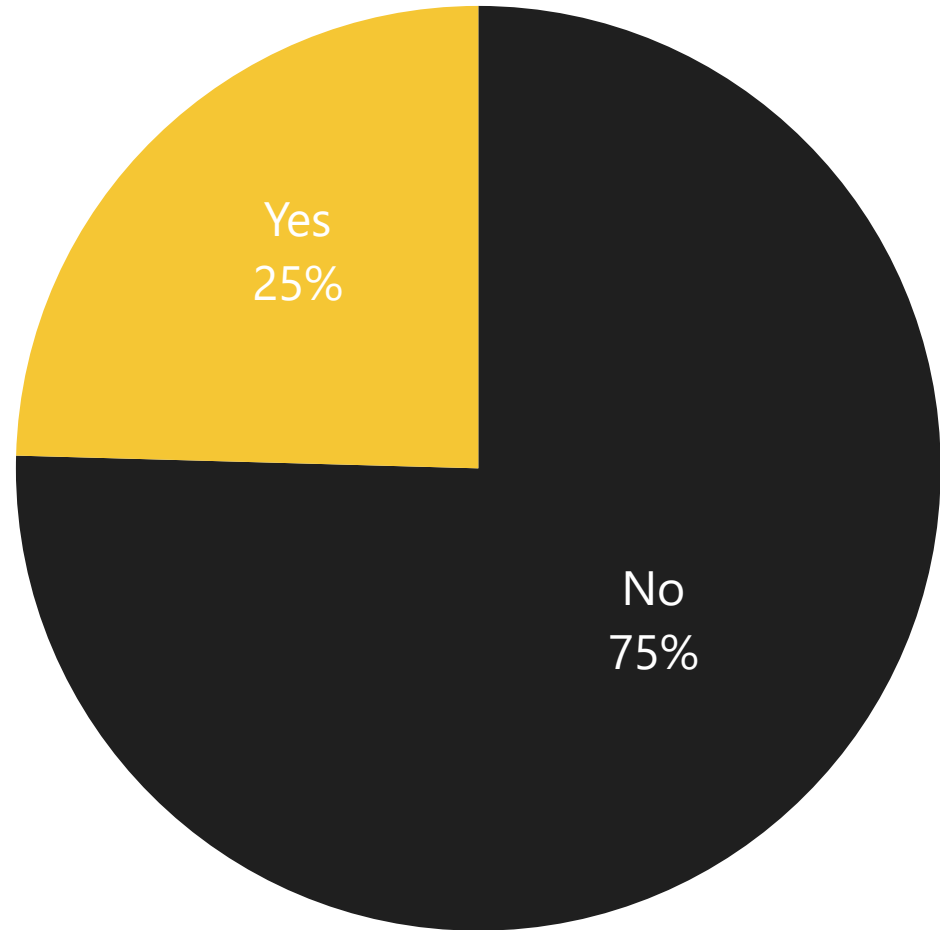
Your Monthly Gift Makes a Difference

Every 8 minutes we respond to someone in crisis. Donors like you make that possible.

[DONATE MONTHLY](#)



3 OUT OF 4
ORGANIZATIONS DO NOT
HAVE A SEPARATE CALL-
TO ACTION-FOR
RECURRING DONATIONS.



**HAVE A CLEAR AND OBVIOUS
DONATE BUTTON ON YOUR SITE
AND IN YOUR NAVIGATION.**



**TRY CALLING OUT THE NEED
FOR/OPPORTUNITY OF RECURRING
GIVING IN YOUR NAVIGATION AND/OR
ON YOUR HOMEPAGE.**



**OPTIMIZING THE ONLINE
RECURRING GIVING EXPERIENCE.
WHY SHOULD I GIVE?**



Value

Cost

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE
PROPOSITION
(CLARITY)

INCENTIVE

FRICITION

ANXIETY

THE VALUE PROPOSITION QUESTION

Why should I give to you, rather than some other organization, or not at all?



The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? **APPEAL.**
- Can they get it anywhere else? **EXCLUSIVITY.**
- Do they understand it? **CLARITY.**
- Do they believe you? **CREDIBILITY.**



DONATION AMOUNT

\$500	\$100	\$50
\$29	Other	

One time only Monthly

BILLING AND CONTACT INFORMATION

First Name: * Middle Initial: Last Name: *

Email: *

Country: *
United States

Address: *


City: * State: *
--Select--

Zip/PostalCode: * Phone: *

PAYMENT DETAILS

CreditCard eCheck

Name on Card: *



Credit Card Number: * Card Verification(CVV): *

Expiration Date: *
December (12) 2019

ADDITIONAL FEE

You have a choice to pay an additional \$1.48 to cover expenses.

I prefer not to pay the \$1.48 at this time

I accept the addition of \$1.48 to my total payment.

TERMS & CONDITIONS

By making my gift, I accept the MADD privacy policy

 **DONATE NOW!**

Secure and Powered by Click&Pledge



30% OF NONPROFITS HAD LESS THAN 1 SENTENCE ON THEIR DONATION PAGE.



How The Addition Of Value Proposition Impacts Donor Conversion

Experiment ID: #6623

CONTROL

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

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

Select Donation Amount

\$35 \$90 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

TREATMENT

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinoisians already have the highest overall state and local tax burden in the country, and the state is experiencing the largest erosion 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 getting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

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

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

Select Donation Amount

\$35 \$90 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City



150%

In Donations

**TRY HAVING MORE COPY ON YOUR
PAGE TO HELP ANSWER WHY
SOMEONE SHOULD GIVE TO YOU.**



62% OF NONPROFITS HAD LESS THAN 4 SENTENCES ON THEIR DONATION PAGE.



Small/Liberal Arts



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

For more information on how to make a tax-deductible gift, visit [hillsdale.edu/giving](#).

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 or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. **Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great**, and are necessary for freedom and free-enterprise to flourish;
- Hillsdale can continue to educate all Americans who wish 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 *Imprimis*, its influential speech digest that shapes American opinion.** *Imprimis* reaches more than 4.8 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events; and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

A blurred screenshot of a donation form, showing various input fields and a submit button.

A Small/Liberal Arts Example



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

For more information on how to make a tax-deductible gift, visit [hillsdale.edu/gift](#)

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 or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great, and are necessary for freedom and free-enterprise to flourish;
- Hillsdale can continue to educate all Americans who wish 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;
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- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

ANSWERING THE VALUE PROPOSITION QUESTION

APPEALING?
EXCLUSIVE?
CLEAR?
CREDIBLE?



The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? **APPEAL.**
- Can they get it anywhere else? **EXCLUSIVITY.**
- Do they understand it? **CLARITY.**
- Do they believe you? **CREDIBILITY.**



TRY HAVING MORE COPY ON YOUR PAGE TO HELP BE MORE CLEAR AS TO WHY SOMEONE SHOULD GIVE TO YOU (PROBLEM) AND WHAT THEIR DONATION WILL DO (SOLUTION).



THE VALUE PROPOSITION QUESTION

Why should I give *a recurring gift* to you, *instead of a one-time gift* and rather than some other organization, or not at all?



How Communicating The Impact Of A Recurring Gift Can Increase Conversion With New Visitors

EXPERIMENT ID: #18659

TREATMENT



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

Buttons for \$25, \$50, \$100, and \$250. A text input field contains "\$ 50".

One-time Gift
 Monthly Gift

GIVE NOW

OR GIVE TO SPECIFIC AREAS

Where Most Needed

CONTROL



Home > Give > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

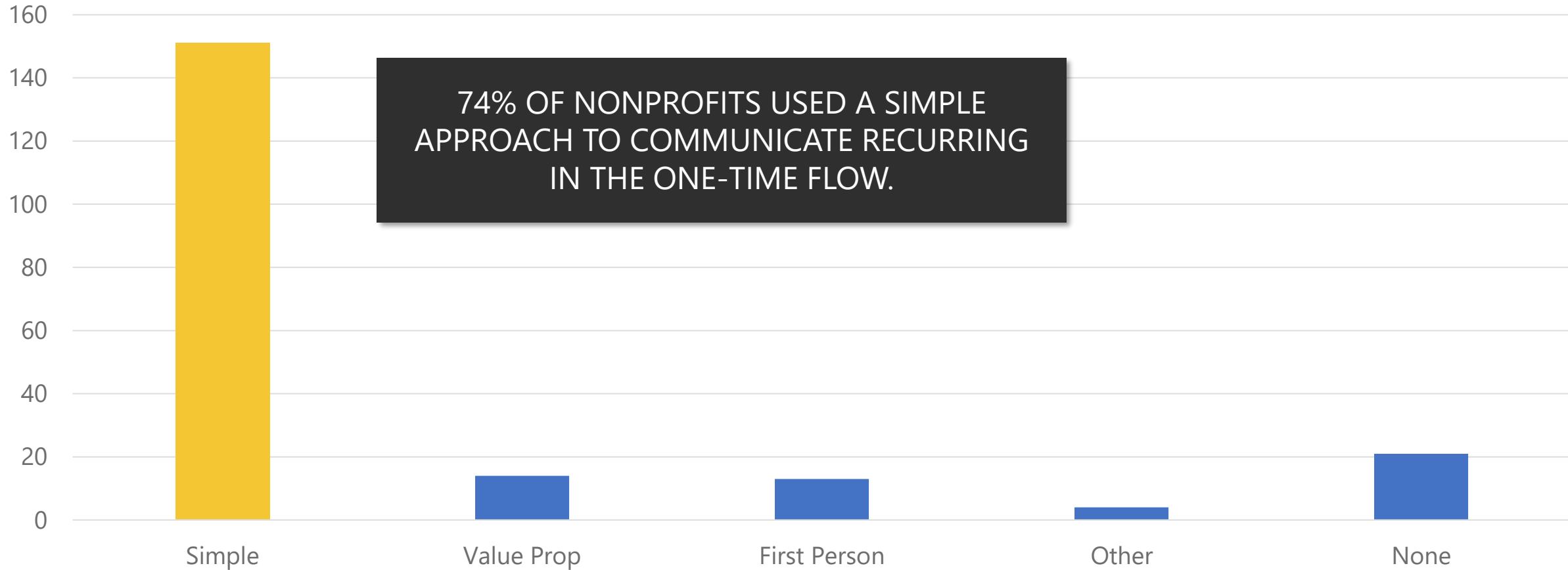
Buttons for \$25, \$50, and \$100. Radio buttons for "One-time Gift" and "Monthly Gift".

48.4%
In New Recurring Donors

Did you know... instead of a 1-time gift, you can help BGEA reach more people with the Gospel on an ongoing basis?

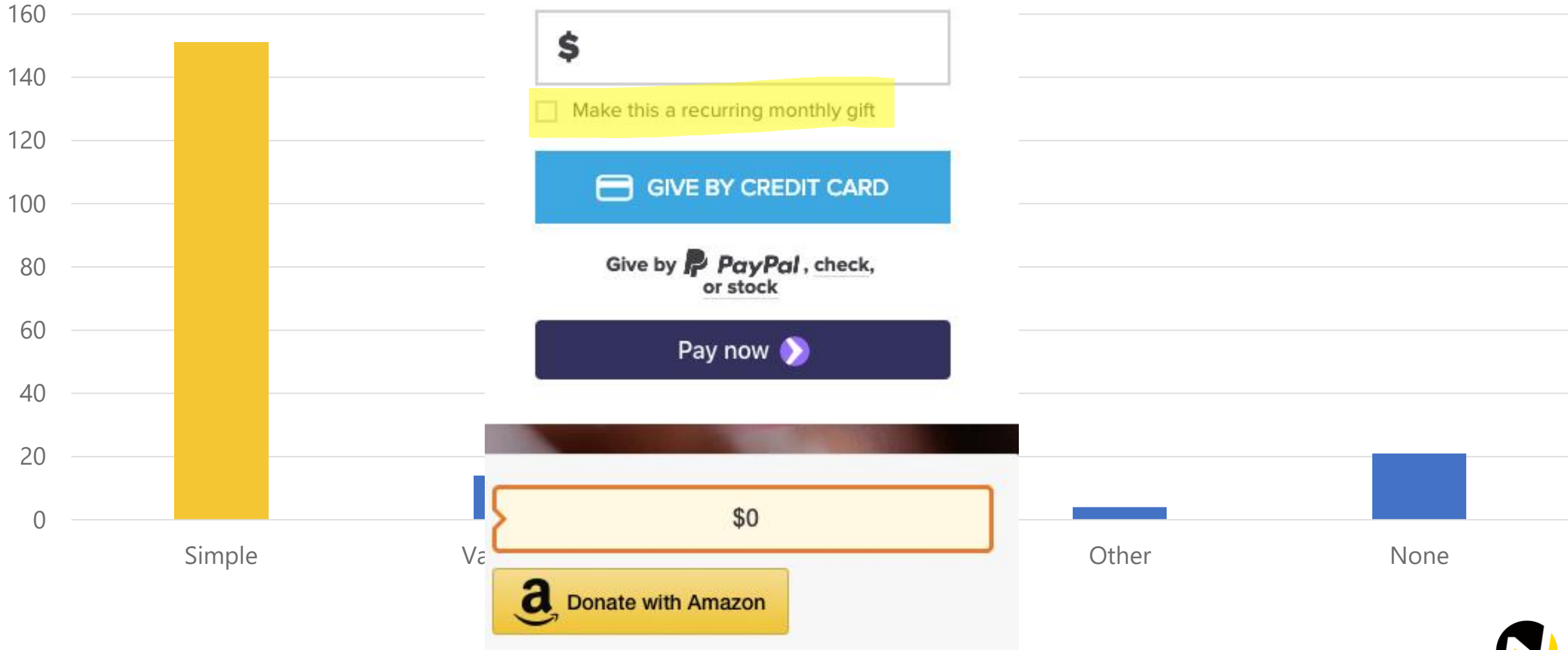


How Are They Communicating The Recurring Option?



GIVE HOPE

Make a tax-deductible donation to provide help WHERE MOST NEEDED through the Feed the World Fund.



ONLY 7% OF NONPROFITS HAD A VALUE PROPOSITION FOR WHY YOU SHOULD BECOME A RECURRING DONOR.



Recurring Value Proposition Examples

A NUDGE



We must act now. While there's still time.

Give birds a fighting chance in a changing world

Birds and their habitats are under attack. With your help, we can fight back. We can protect birds and the places they need — as long as we have people like you who will help.

Select giving frequency:

Monthly One-Time

Your steady support prepares us for every challenge and lets us plan for the future!

\$250	\$100	\$75
\$50	\$30	\$0.00

Most people are giving \$75. Please give what you can.

DONATE NOW »

FULL VALUE PROP

GIVE MONTHLY

DONATE ONCE

RENEW

MORE WAYS TO GIVE

Make a Monthly Donation

You can protect threatened species and their habitats today with a monthly donation to World Wildlife Fund. Your support of WWF's global conservation work will make a world of difference.

Your donation makes you a member of WWF. A monthly gift of \$100+ makes you a Partner in Conservation.



Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

OTHER

I would like to cover processing fees and other expenses to ensure WWF receives more of my contribution.



TRY HAVING MORE COPY ON YOUR PAGE TO HELP BE MORE CLEAR AS TO WHY SOMEONE SHOULD MAKE A RECURRING GIFT TO YOU (PROBLEM) AND WHAT THEIR RECURRING DONATION WILL DO (SOLUTION).



**OPTIMIZING THE ONLINE
RECURRING GIVING EXPERIENCE.
HOW DO I GIVE?**



Value

Cost

The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION

MOTIVATION

VALUE
PROPOSITION
(CLARITY)

INCENTIVE

FRICION

ANXIETY

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction



Types of Donation Page Friction

1. Field Number Friction

2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

THE MORE FORM FIELDS YOU PRESENT AND THE MORE INFORMATION YOU ARE COLLECTING THE GREATER THE CHANCE THAT SOMEONE WILL ABANDON THE PROCESS.



Experiment

FROM THIS

City State

Zip Code

Gift Information

Credit Card Number

TO THIS

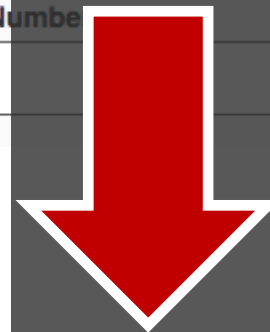
City State

Zip Code

Cell Phone

Gift Information

Credit Card Number



50.6%

In Revenue

40% OF ORGANIZATIONS REQUIRED
NON-ESSENTIAL INFORMATION TO
COMPLETE A DONATION.



○ Information ○ Registration

Title:
Select a Salutation ▼

First Name: *
Kevin

Middle Name:

Last Name: *
Peters

Spouse Title:
Select a Salutation ▼

Spouse First Name:

Spouse Middle Name:

Spouse Last Name:

Phone Number: Phone Type:
 Home Business Cell

Billing Address

Address Type: *
 Home Business

Country: *
United States ▼

**WE WERE ASKED FOR
HIGHLY PERSONAL
INFORMATION.**

We were asked for highly personal information.



WE HAD TO ANSWER QUESTIONS THAT WERE CONFUSING AND MANY TIMES WERE REQUIRED.

Each gift supports the needs, goals and dreams of people with intellectual disabilities. Together, we can make a life of possibilities a reality.

We've run into a slight problem. Correct the following to continue:

- Please select a value for field: Agency Location

Donation

\$100

\$250

\$500

\$1,000

\$15.00

Gift Preferences

Agency Location <Please Select>

Please select a value for field: Agency Location

Tribute Gift

This gift is in honor, memory, or support of someone

Leave a comment (optional):

optional

Billing Address



**REMOVE UNCESSARY REQUIRED
FORM FIELDS.**



Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
- 4. Confusion Friction**
5. Decision Friction
6. Device Friction
7. Steps Friction

WHEN THERE ARE UNEXPECTED ITEMS TO NAVIGATE, COMPETING CALLS TO ACTION, OR DISTRACTING LINKS AND MESSAGES NOT RELATED TO THE ACT OF GIVING.



How a radical redesign on a product page can impact donor conversion and overall revenue

Experiment ID: #7157

CONTROL

TREATMENT



ADDITIONAL INFORMATION


Type of gift

Recurring gift

Anonymous

I prefer to make this donation anonymously


I decline benefits

Yes 

???

BILLING INFORMATION

Title

-please select- 

First Name *

**WE HAD TO MAKE
COMMITMENTS WE
DIDN'T FULLY
UNDERSTAND.**



Give to UH

- Why Give?
- Areas to Support
- Get Involved
- News & Events

UH Home > Giving > Give to UH

MAKE A GIFT

UNIVERSITY ADVANCEMENT

221 E. Cullen Bldg.
Houston, Texas 77204-2013
Phone: (713) 743-4708
Toll free: (877) 755-0559
Fax: (713) 743-0946
E-mail: development@uh.edu

For a Cougar Pride update regarding the new tax reform, please visit:
<http://www.uhcougars.com/sports/cougar-pride/spec-rel/012618aab.html>

To mail in your pledge, please use the link below:
Printable pledge form [\(PDF\)](#)

Here, We Go
Colleges and Programs
Search Funds
UHAA
Life Membership

For online giving support or questions regarding alternate giving methods, please call 713-743-4708 / Monday - Friday 8am - 5pm CT

Support Here, We Go: The Campaign for the University of Houston

[+ Add Gift](#)

Donation Details

Total gift amount:

\$

* Frequency:

One time

[Next](#)

Information provided on this form will be used by University Advancement for the purpose of crediting you correctly for your gift. Personal information contained in University Advancement's records is used only for university business. We are committed to protecting your privacy. Our [secure server software \(SSL\)](#) is the industry standard and among the best software available today for secure commerce transactions.

- | | | |
|-------------------------------------|---|--|
| A-Z Index | Emergency Information | Parking |
| Academic Calendar | Get Help | Social Media |
| Campus Carry Policy | Human Resources | Title IX — Sexual Misconduct |
| Campus Map | Library | Texas Veterans Portal |
| Careers at UH | MySafeCampus | Tuition & Fees |
| Directory | Office of the President | UH |



AND DEAL WITH CONFUSING AND DISTRACTING NAVIGATION AND LINKS.



Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
- 5. Decision Friction**
6. Device Friction
7. Steps Friction

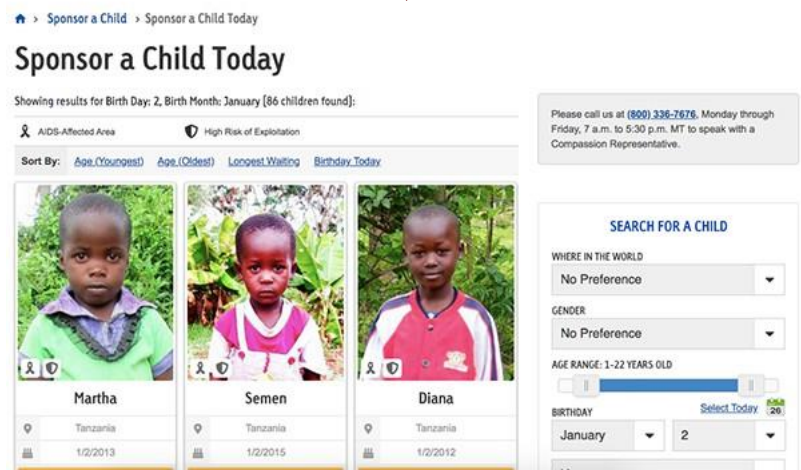
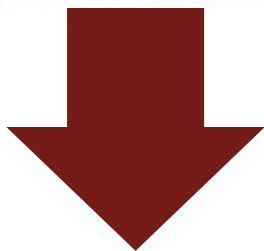
WHEN THERE ARE TOO MANY DECISIONS TO BE MADE EITHER AT ANY ONE POINT OR THROUGHOUT THE PROCESS ESPECIALLY WITHOUT CONTEXT AND CLARITY (CLOSELY RELATED TO CONFUSION FRICTION).



How a simplified decision process and contextual landing page design affects conversion

EXPERIMENT ID: #9172

CONTROL



TREATMENT



Original

The original website features a blue header with navigation links: SPONSOR A CHILD, WAYS TO DONATE, GET INVOLVED, ABOUT US, FOR SPONSORS, BLOG, and DONATE NOW. The main content area is titled 'Sponsor a Child Today' and includes a 'Questions? Chat With Us Live' button. A search section allows users to filter children by location (Indonesia, Uganda, Peru), gender, and age range. Below the search results, there are several child profiles, each with a photo, name, location, and a 'CHOOSE ME' button. A sidebar on the right provides information about the program, including a 'Start Sponsoring a Child Today!' section with a list of benefits and a 'Your support provides:' section.

Questions?
Chat With Us Live

Please call us at (800) 338-7876, Monday through Friday, 7 a.m. to 5:30 p.m. MT to speak with a Compassion Representative.

SEARCH FOR A CHILD

Where in The World
Indonesia

Gender
No Preference

Age Range: 1-22 years old

Birthday
Month Day Year

Show more search options
(child name, special needs, and more)

Search Now

Start Sponsoring a Child Today!
Your tax-deductible contribution of just **\$38 a month** connects a child living in poverty with a loving, church-based Child Sponsorship Program.

Your support provides:

- Medical checkups, which often save lives
- Nutritious food
- Health and hygiene training
- Educational assistance
- Access to special services like surgeries and disaster relief
- Mentoring to help children discover their incredible value as God's children
- Most important of all, your sponsored child will hear about **Jesus Christ** and be encouraged to develop a lifelong relationship with God.

When you sponsor a child, you'll receive your child's photo, personal story and a child sponsorship packet by mail in

One Child

The 'One Child' website features a blue header with navigation links: SPONSOR A CHILD, WAYS TO DONATE, GET INVOLVED, ABOUT US, FOR SPONSORS, BLOG, and DONATE NOW. The main content area is titled 'Sponsor a Child from Indonesia' and includes a large photo of a child named Matthew. Below the photo, there is a 'SPONSOR ME' button. A search section allows users to filter children by location (Indonesia, Sri Lanka) and age range. Below the search results, there are several child profiles, each with a photo, name, location, and a 'CHOOSE ME' button. A large green arrow points to a specific child profile, and a large '48% In Conversions' graphic is overlaid on the right side of the page.

Sponsor a Child from Indonesia

My name is Matthew and I am 5 years old.

SPONSOR ME

Sponsor a Child in Asia

Sponsor a child in Asia today — begin a journey that will enrich both of your lives!

When you sponsor a child from Asia, you help release that child from the grip of poverty and its devastating effects — malnutrition, disease, dangerous living conditions and neglect. Please sponsor a child in Asia and transform a life!

Showing results for Asia (4953 children found):

Urgent: Waiting Over 6 Months

Sort By: Age (Youngest) Age (Oldest) Longest Waiting Birthday Today

WAITING 355 DAYS
Rivaldo
Indonesia
1/15/2015
CHOOSE ME
Learn More

WAITING 345 DAYS
Muel
Indonesia
6/27/2012
CHOOSE ME
Learn More

WAITING 334 DAYS
Thushalini
Sri Lanka
7/15/2018
CHOOSE ME
Learn More

AVANTHIKA
Sri Lanka
4/25/2015
CHOOSE ME
Learn More

VINITHA
Sri Lanka
6/30/2013
CHOOSE ME
Learn More

WAITING 198 DAYS
Ellina
Sri Lanka
1/24/2016
CHOOSE ME
Learn More

WAITING 192 DAYS
Remon
Sri Lanka
2/1/2016
CHOOSE ME
Learn More

WAITING 190 DAYS
Kowshin
Sri Lanka
CHOOSE ME
Learn More

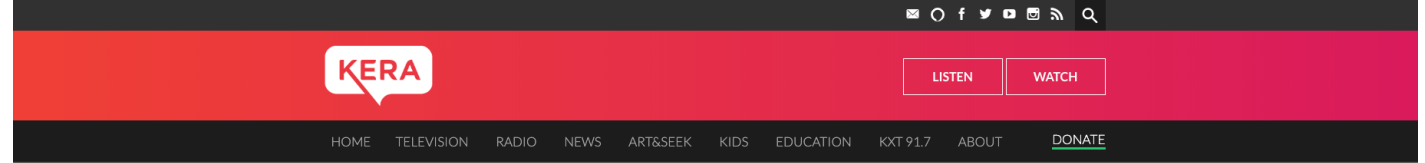
WAITING 190 DAYS
Sadurshini
Sri Lanka
CHOOSE ME
Learn More

WAITING 191 DAYS
CHOOSE ME
Learn More

48% In Conversions



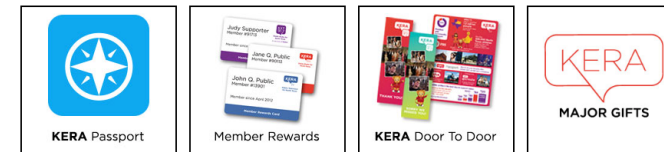
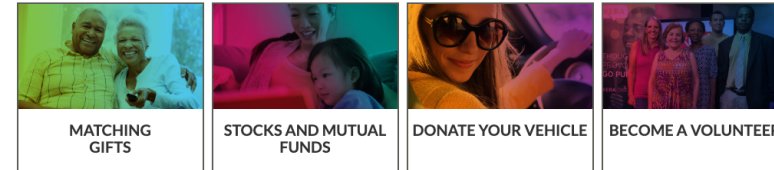
How Do You Decide?



GO PUBLIC. SUPPORT KERA.



KERA/KXT is a 501(c)3 not-for-profit public media organization. Nearly 70 percent of KERA's annual funding is provided by generous individuals, foundations and corporations.



Gifts of all sizes help to ensure that KERA remains a relevant, vital and celebrated community resource for all North Texans. KERA serves this community through five public broadcasting stations — KERA TV, KERA FM, KXT 91.7 FM, KERA Create and KERA Kids 24/7. Your commitment to high-quality public media ensures educational and cultural programs that strengthen our community and improve lives.

Contact

KERA
3000 Harry Hines Boulevard
Dallas, Texas 75201
([map/directions](#))
Phone: (214) 871-1390 | (972) 263-3151 (metro)
Fax: (214) 754-0635

Member/Audience Services
3000 Harry Hines Boulevard
Dallas, Texas 75201
([map/directions](#))
Phone: (214) 740-9272 | (972) 263-3151, ext. 272 (metro)

Information

Choose from the following options:

- [+ Renew Membership/Make Additional Gift](#)
- [+ Update My Membership](#)
- [+ Member Rewards](#)
- [+ Where Are My Thank You Gifts?](#)
- [+ Why Am I Getting A Renewal Notice When I Just Renewed My Membership?](#)



How Do You Decide?



Make a Gift



Become a new member of KERA TV, renew your membership or make an additional contribution today! Your gift makes a difference.

Featured Gifts



KERA TV Passport:
Drama - Downton
Abbey, Poldark,
Victoria, ...

\$5/month

[ADD TO CART](#)



Mister Rogers
Sweater-Changing
Mug

\$7.5/month

[ADD TO CART](#)



1000 American
Airlines Advantage
Miles

\$240

[ADD TO CART](#)



KERA Texas Flag
Logo Travel
Thermos

\$10/month

[ADD TO CART](#)



Producer's Circle
FRIEND

\$125/month

[ADD TO CART](#)

Select Contribution Type

Monthly Sustaining

One Time

(Monthly Sustaining memberships are automatically renewed each year.)

Select Contribution Amount

\$10/month

\$20/month

Other

\$25/month

\$50/month

\$0.00

125/month

Don't want to receive a
gift for your donation?

[Proceed to checkout](#)

Gifts List

Search by Keyword...



Sort By

Show only gifts max to your pledge amount



1000 American Airlines
Advantage Miles
\$240

[ADD TO CART](#)



KERA TV Passport: Drama -
Downton Abbey, Poldark,
Victoria, ...
\$5/month

[ADD TO CART](#)



Jim Lehrer Roundtable
\$833.34/month

[ADD TO CART](#)



Mister Rogers Sweater-
Changing Mug
\$7.5/month

[ADD TO CART](#)



KERA Texas Flag Logo Travel
Thermos
\$10/month

[ADD TO CART](#)



President's Circle CHAMPION
\$2083.34/month

[ADD TO CART](#)

← 1 2 →

[Next Step](#)

Give by phone at 1-800-456-5372



LIMIT THE NUMBER OF DECISIONS A DONOR HAS TO MAKE AND THE NUMBER OF AVAILABLE OPTIONS WITHIN THAT CHOICE.



WHAT ABOUT PAYMENT TYPES?



donorCentrics Sustainer Summit

donorCentrics™
Sustainer Summit Learnings

► Deb Ashmore
April 3, 2019

DMFA Direct Marketing Fundraisers Association

The share of Active Donors that are Sustainers increased over time for most sectors.

Year	Animal Welfare	Environmental	Health and Human Services	Intl Relief and Development	Public Broadcasting
2014	19%	15%	11%	12%	47%
2015	19%	15%	13%	12%	52%
2016	15%	15%	15%	14%	54%
2017	15%	15%	17%	17%	52%
2018	15%	15%	18%	18%	58%

blackbaud

1. Sustainers declined 11% but sustainer revenue was up 9%
2. The percent of sustainers and new sustainers continues to grow
3. 33% of all new sustainers were acquired through digital
4. Digital first-time sustainers have grown 86% over the last 5 years
5. First time sustainers overall were retained at 64% with those who used a Credit Card at 63% and those who used Direct Debit at 78%



Deb Ashmore
Principal Analytics Consultant
donorCentrics (Blackbaud)
in/deb-ashmore/

How Additional Payment Options Impacted Long-term Revenue

Experiment ID: #5981

CONTROL

Your Donation

Make this a recurring donation of \$10 per month.

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Payment Method

Card Number

CVV Exp. Month Exp. Year

TREATMENT

Your Donation

Make this a recurring donation of \$10 per month.

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Payment Method

Routing Number

Account Number

Confirm Account Number

How
Expei

Country

United States

Address

City

State / Province

Address

City

State / Province

Zip / Postal Code

Payment Method

Card Number

CVV

Exp. Month

Exp. Year

08

2018

Account Number

Confirm Account

NO SIGNIFICANT DIFFERENCE IN CONVERSION RATE BETWEEN THE TWO FORMS.



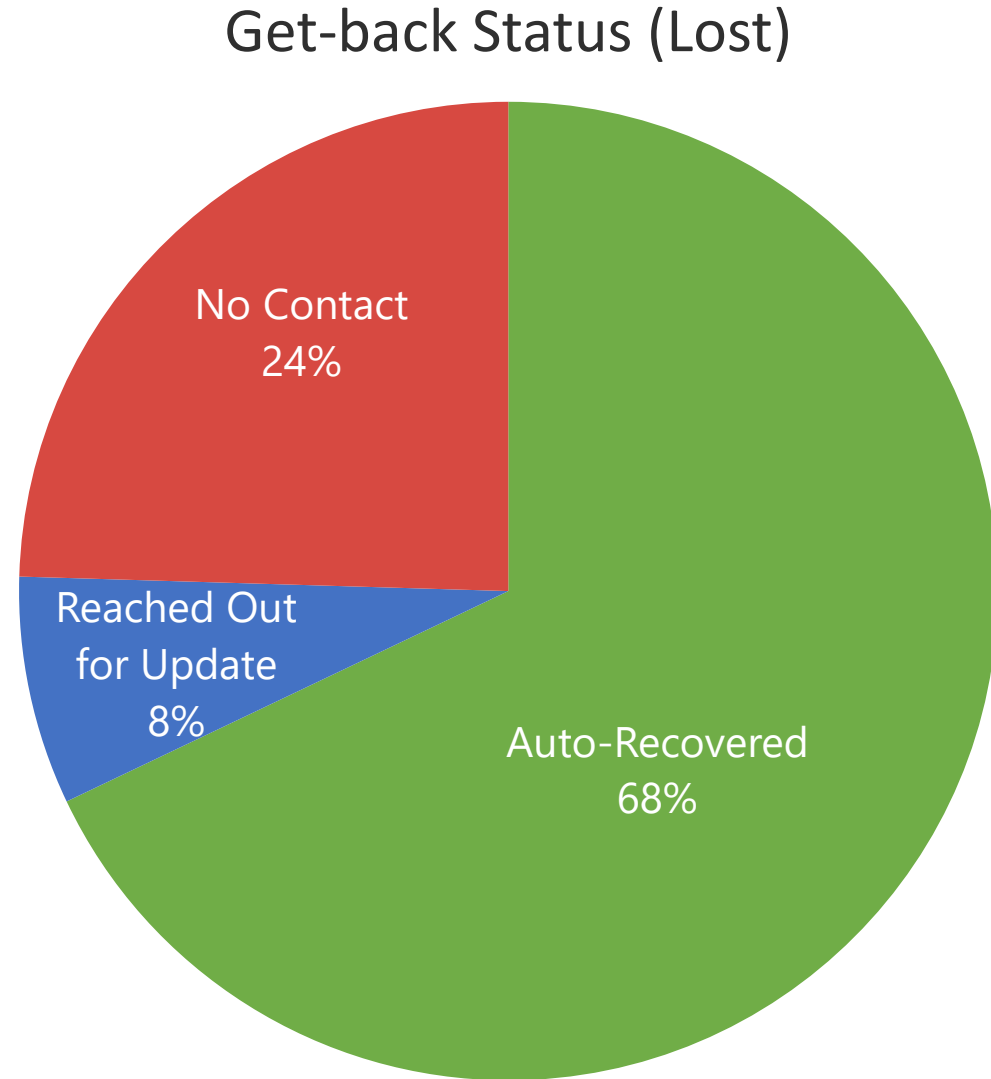
55.2%

In Lifetime Value

**BECAUSE CREDIT CARDS GET
LOST, STOLEN, OR CANCELLED.**



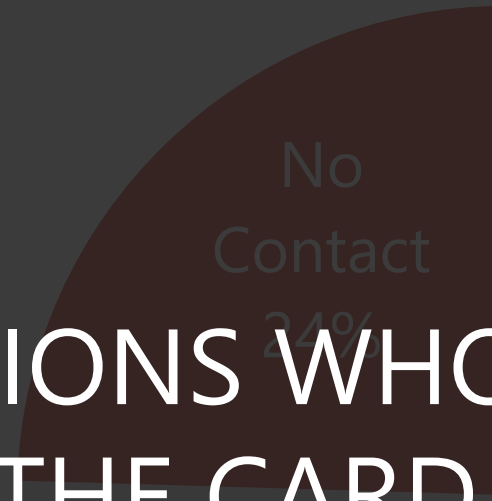
**2 IN 3 ORGANIZATIONS
AUTOMATICALLY
UPDATED LOST CARDS
WITHOUT
INTERVENTION.**



Source: The Nonprofit Recurring Giving Benchmark (Salesforce, 2018)



Get-back Status (Lost Card)



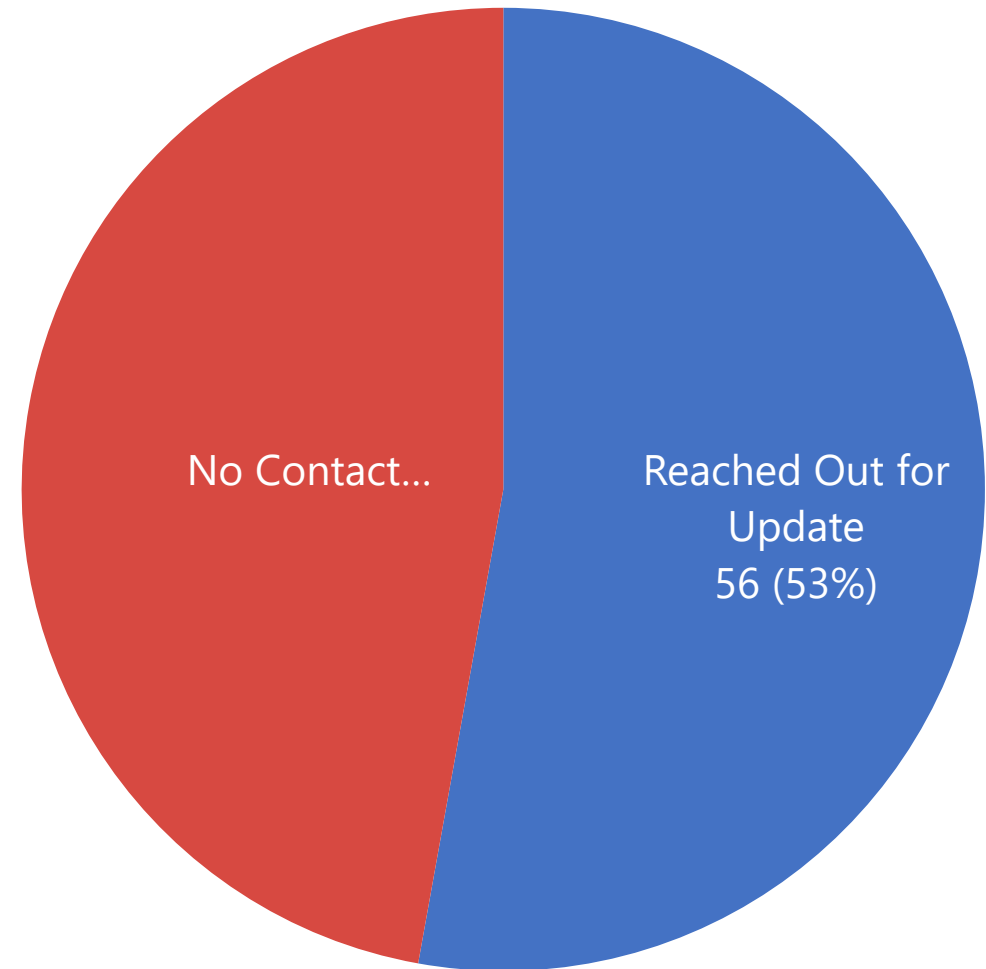
ALMOST A QUARTER OF ORGANIZATIONS DID NOT CONTACT US AT ALL ABOUT A LOST CARD.

75% OF ORGANIZATIONS WHO DIDN'T AUTOMATICALLY UPDATE THE CARD DID NOTHING AT ALL TO RECOVER IT.

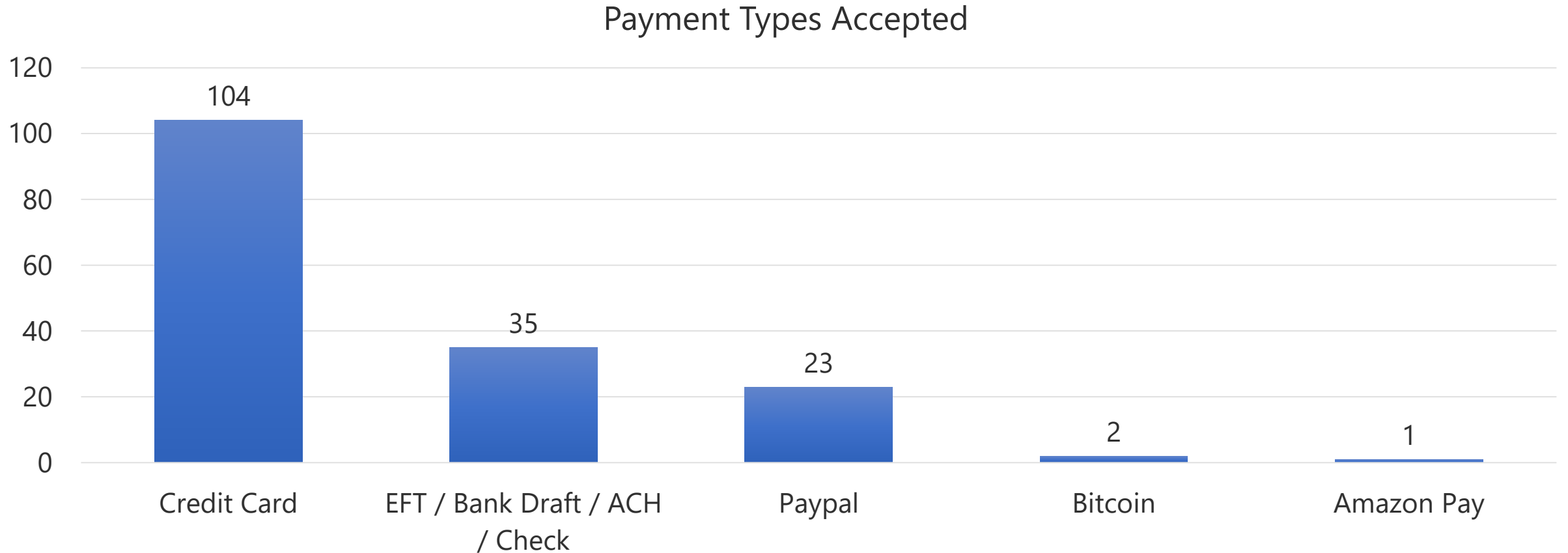


**JUST UNDER HALF OF
NONPROFITS DID NOT
REACH OUT TO GET A
NEW CARD IN THE
ANALYSIS WINDOW.**

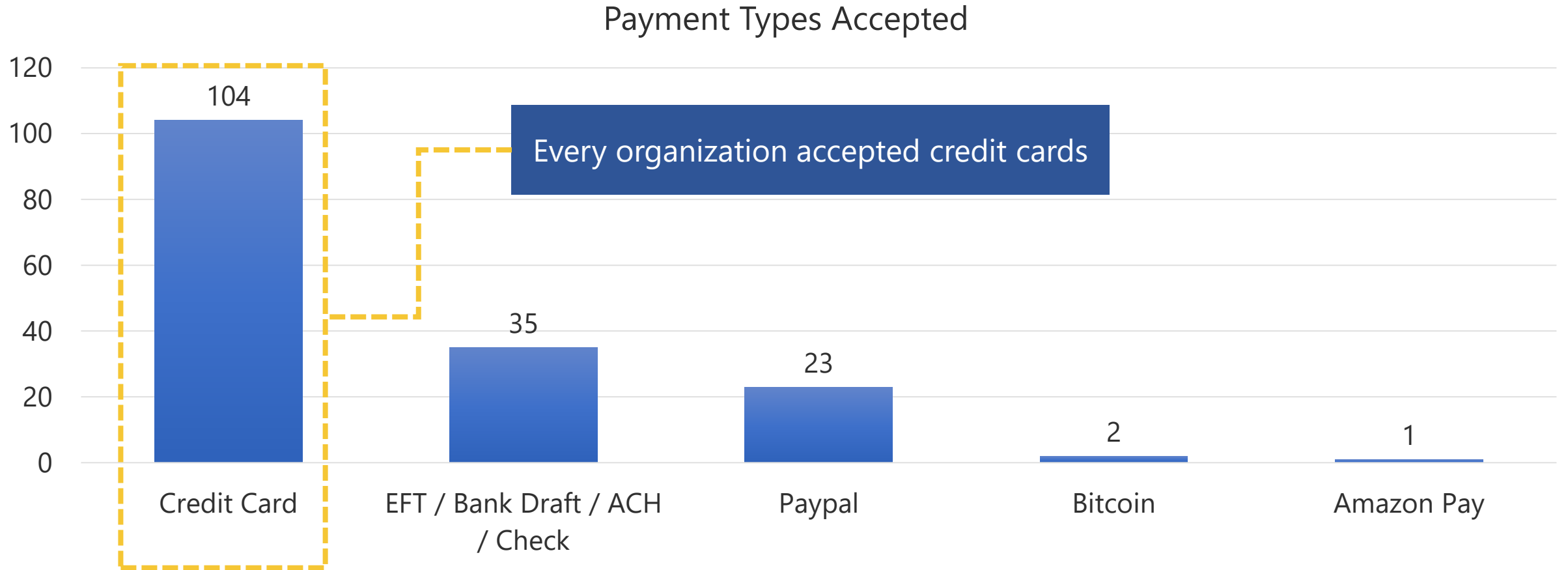
Get-back Status (Cancelled Card)



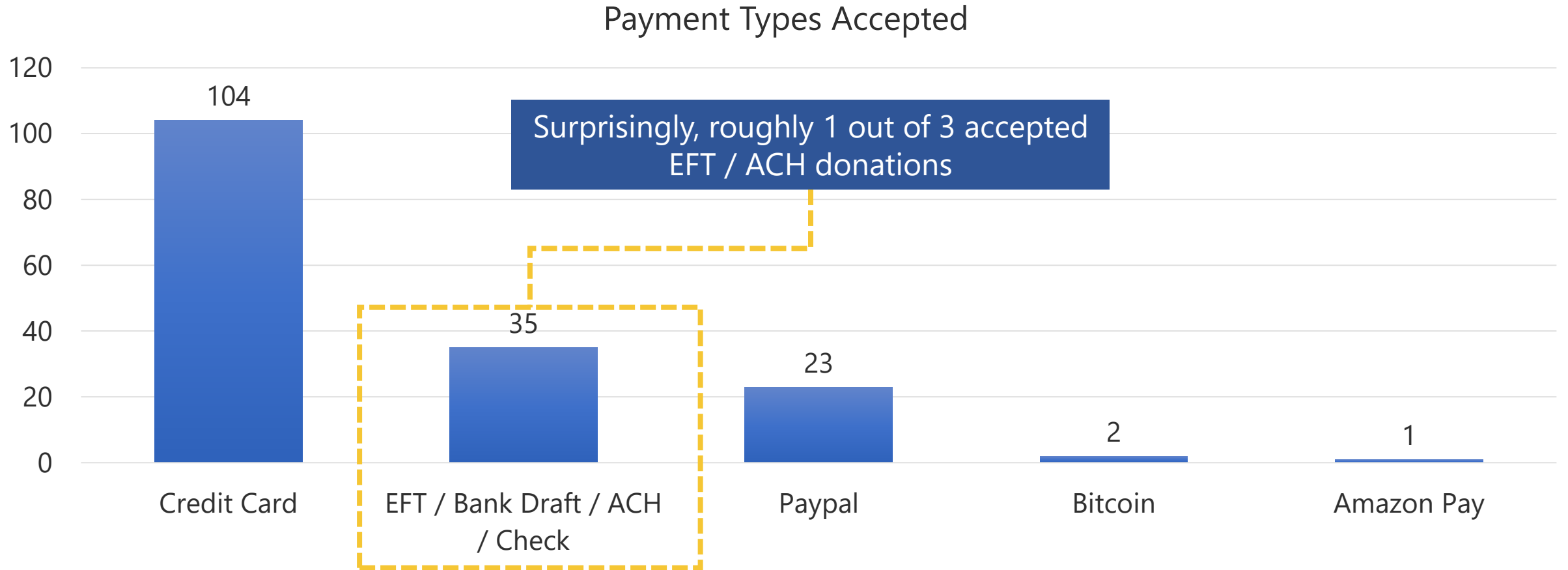
Not All Payment Types Are Equal



Not All Payment Types Are Equal



Not All Payment Types Are Equal



**TRY ACCEPTING
EFT/DIRECT DEPOSIT FOR
ONLINE RECURRING GIFTS.**



Optimizing the Online Recurring Giving Experience Recap

- Make it easy for visitors to find out where to give
 - Try using your homepage and/or navigation to make it easier for visitors to find out where to make a recurring gift
- Use copy on your donation page to clearly share why a donation is needed and what it will do
 - Use copy on your donation page to clearly share why a recurring donation is needed and what it will do
- Remove unnecessary form fields (field number friction)
- Remove confusing or distracting links from the donation page and giving process (confusing friction)
- Reduce the number of decisions a donor has to make with fewer options, nudges, and pre-selections (decision friction)
- Try accepting EFT/Direct Deposit for online recurring gifts



TIPS & TRICKS



TIPS & TRICKS

DEFAULT TO MONTHLY



**11% OF ORGANIZATIONS DEFAULTED
TO A MONTHLY GIFT.**



Defaulting to Monthly Tabbed Treatment

CONTROL

YOUR DONATION

\$25 \$50 \$100 \$250 \$ Other Amount

Make this a monthly recurring gift.

PAYMENT DETAILS

Card Number *

AMEX VISA

SECURE DONATION

TABBED - SINGLE

Single Gift Monthly Gift

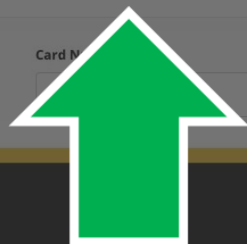
YOUR DONATION

\$50 \$100 \$250 \$500 \$ Other Amount

PAYMENT DETAILS

Card Number *

SECURE DONATION



62.5%
In Conversion Rate

TABBED - MONTHLY

YOUR DONATION

\$20 \$50 \$100 \$250 \$ Other Amount

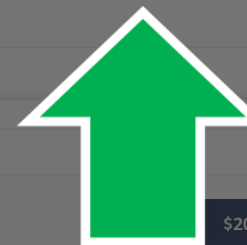
Make this a monthly recurring gift.

PAYMENT DETAILS

Card Number *

AMEX VISA

SECURE DONATION



366%

In Recurring Donors



91%
In Conversion Rate



Defaulting to Monthly Tabbed Treatment

CONTROL

YOUR DONATION

Make this a monthly recurring gift.

PAYMENT DETAILS



NO DISCERNIBLE EFFECT ON ONE-TIME DONOR CONVERSION.

TABBED - SINGLE

CONVERSION.

TABBED - MONTHLY

366%

In Recurring Donors

62.5%

In Conversion Rate

91%

In Conversion Rate



WHY DOES THIS WORK?



STATUS QUO BIAS


the idea that we will stick to a pre-specified course of action laid out for us like a default selection or that we'll keep doing what we're doing




Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

EXPLORE, ENJOY, AND PROTECT THE PLANET 




Protect Endangered Species

Endangered species face far too many threats – the impacts of climate change on their delicate ecosystems, development by the fossil fuel industry, and relentless efforts to dismantle the Endangered Species Act. Help us continue to protect wildlife on the brink of extinction. Make your donation today!

Select Your Gift

Make my gift monthly.

93,528 donors have already signed up to give monthly - join them today

Your Information 

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country


Payment Information


I'd like to cover the 3% transaction fee.

Card Holder Name

Card Number

TREATMENT - MONTHLY

EXPLORE, ENJOY, AND PROTECT THE PLANET 




Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

93,528 donors have already signed up to give monthly - most are giving \$20 right now.

Your Information 

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country

Payment Information

I like to cover the 3% transaction fee.

Card Holder Name




\$200K to




Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

EXPLORE, ENJOY, AND PROTECT THE PLANET 




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Street Line 1


Street Line 2

City State

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Country

Payment Information


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Card Holder Name

Card Number

CAUTION

TREATMENT - MONTHLY

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93,528 donors have already signed up to give monthly - most are giving \$20 right now.

Your Information 

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country


Thank You for Taking Action!

Now, our natural world — the clean air, safe drinking water, wildlife and wild places we love — are under attack and we need you now more than ever.


Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to SIERRA magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Special access to webinars, calls, and events with conservation leaders
- Wilderness Guardian newsletter
- Members-only ecotravel opportunities
- Automatic membership in your local chapter
- Exclusive discounts on products and services to help you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Payment Information

 I like to cover the 3% transaction fee.

Card Holder Name

\$200K to



Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

INCREASE:

TREATMENT - MONTHLY

CAUTION

ALL CHANNELS

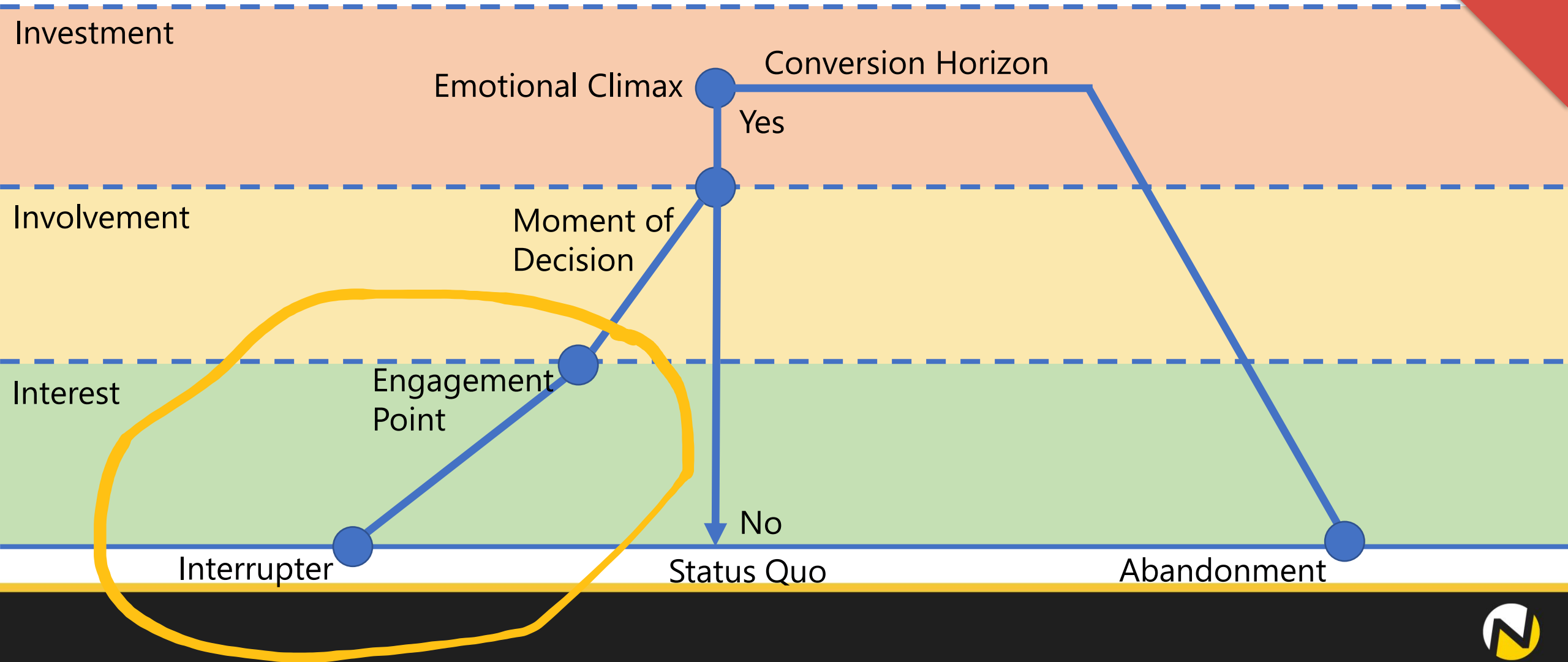
CAMPAIGNS PROSPECTS

NO INCREASE: PAID SEARCH ORGANIC SEARCH

The image displays two side-by-side screenshots of the Sierra Club donation form, illustrating a testing strategy. The left screenshot shows a form where the 'Make my gift monthly' checkbox is unchecked, and the '\$25' option is highlighted. The right screenshot shows the same form but with the 'Make my gift monthly' checkbox checked and the '\$20' option highlighted. A green arrow points upwards from the right form towards the text '\$200K to', indicating a projected increase in revenue. The background features a dark grey overlay with large white text: 'Sierra Club Testing', 'Defaulting to Recurring Gift', 'INCREASE: ALL CHANNELS CAMPAIGNS PROSPECTS', and 'NO INCREASE: PAID SEARCH ORGANIC SEARCH'. A green diagonal banner in the top right corner contains the word 'CAUTION'. The form itself includes sections for 'Select Your Gift' with amount buttons, 'Your Information' with fields for name, email, and address, and 'Payment Information' with card details and a 'I'd like to cover the 3% transaction fee.' checkbox. A 'Thank You for Taking Action!' message is visible in the center of the right form, listing benefits like a subscription to SIERRA magazine and an Eco-Chic Reusable Bag Set.

Sparkline of a Donation

REVIEW



Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
- 5. Decision Friction**
6. Device Friction
7. Steps Friction

WHEN THERE ARE TOO MANY DECISIONS TO BE MADE EITHER AT ANY ONE POINT OR THROUGHOUT THE PROCESS ESPECIALLY WITHOUT CONTEXT AND CLARITY (CLOSELY RELATED TO CONFUSION FRICTION).



TRY DEFAULTING TO A MONTHLY GIFT

(especially when you're driving message & motivation)



TIPS & TRICKS

POP-UPS & PROMPTS



Prompts/Pop-Ups

'Typical' Recurring Gift Callouts

Gift Amount

Is this a monthly gift?

Yes No

A monthly gift shows your commitment to care, support, and research.

Simple Prompt

Select an amount

USD \$ 20.00

Make your gift go further. [Give monthly.](#)

Complex Popups Shown On Submission

MAKE IT MONTHLY!

Put your gift to work year round. Join Defenders of Wildlife as a member of our Wildlife Guardians, a dedicated group giving monthly to ensure a brighter future for the wildlife we all cherish.

YES! PLEASE PROCESS MY MONTHLY GIFT OF \$10!

[No thanks, complete my one-time gift.](#)

You can cancel or change your gift at any time.

every month from

you

\$9

ost

total

bered

pampered chef.

No, thanks. Process my original gift of \$15.

s made

entire mission and will not be designated to a specific program or location.



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 --

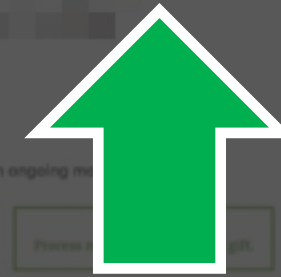
TREATMENT

Before we process your gift, would you consider something?

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

YES!

Convert my gift to a \$15 monthly gift



64%

In Recurring Gifts

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

TREATMENT

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 will be processed on 1-2 business days and your donation will be debited from your account at that time.

\$500.00

\$1,000.00

Other

\$

Free gift when making your donation recurring.

Make my donation recurring

-- Please Select --

Before we process your gift, would you consider something?

Would you like to convert your gift?

YES!

Convert my gift to a \$5 monthly gift



64%

In Recurring Gifts

THE POP-UP DIDN'T SIGNIFICANTLY IMPACT THE LIKELIHOOD OF A PERSON GIVING A ONE-TIME GIFT.

WHY DOES THIS WORK?



COGNITIVE MOMENTUM

the idea that once people have made a decision or started a process they are more likely to complete and more open to options and ideas they otherwise may not have been



TX - Texas

75024

Country

United States

Email Address

abigail.blake@

You'll receive ema

You ca

Payment Info

Credit Card Num

4246315258

Expiration Date

04

What is this?

SUBMIT ▶

MAKE YOUR GIFT MONTHLY

...and an extra 1,000 meals will be provided thanks to a generous partner. Monthly giving is the most efficient and effective way to support hungry families - will you change your gift to a \$9 monthly gift instead?

YES! Process my
monthly gift of \$9 instead ▶

No, thanks. Process my original gift of \$20 >>



**TRY A PROMPT OR POP-UP DURING
THE ONE-TIME GIVING FLOW TO ASK
FOR A RECURRING GIFT.**



TIPS & TRICKS

IMMEDIATE UPGRADE



How Testing The Call-to-action On Thank You Page Affects Conversion

Experiment ID: #262

CONTROL

RECURRING
'UPGRADE'
ASK

TREATMENT

ADDITIONAL
ONE-TIME
ASK



How Testing The Call-to-action On Thank You Page Affects Conversion Rate

Experiment ID: #262

CONTROL

RECURRING
'UPGRADE'



493%

In Conversion Rate

TREATMENT



28.9%

Conversion Rate



42.4%

In Revenue

WHY DOES THIS WORK?

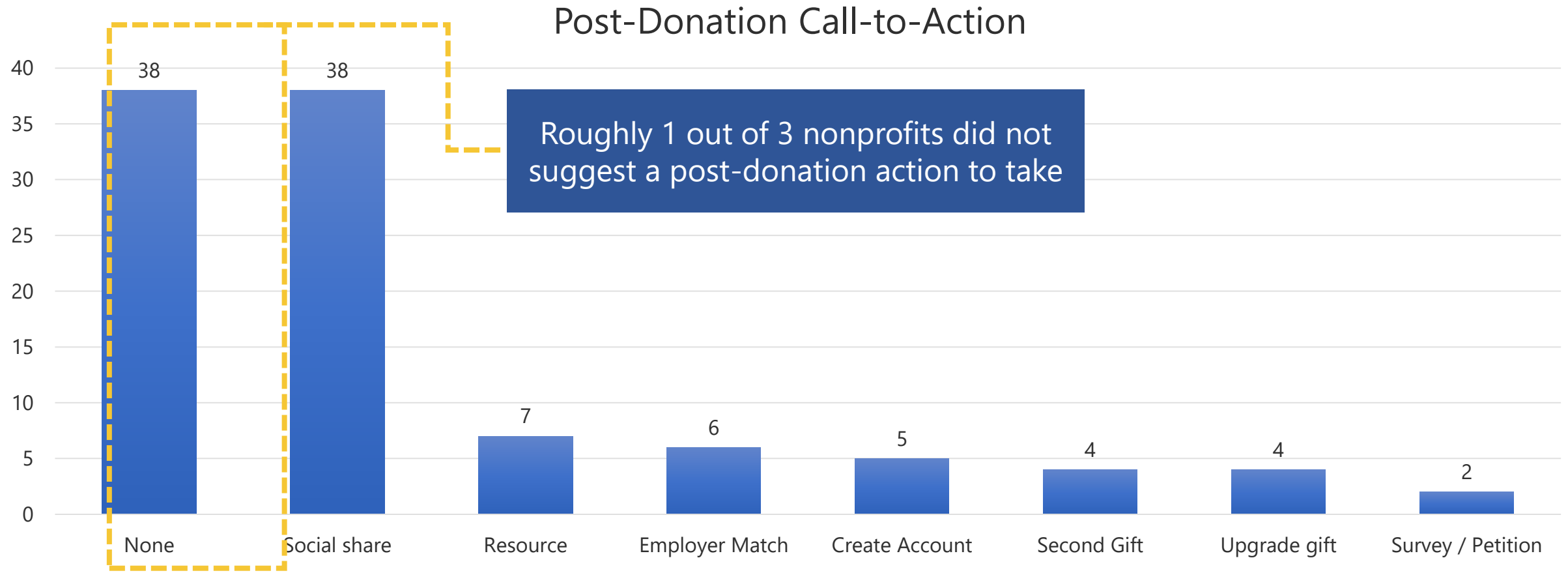


FOOT-IN-THE-DOOR TECHNIQUE

the idea that people are more likely to agree to a larger request after having agreed to do a smaller request



So We Just Donated, Now What?

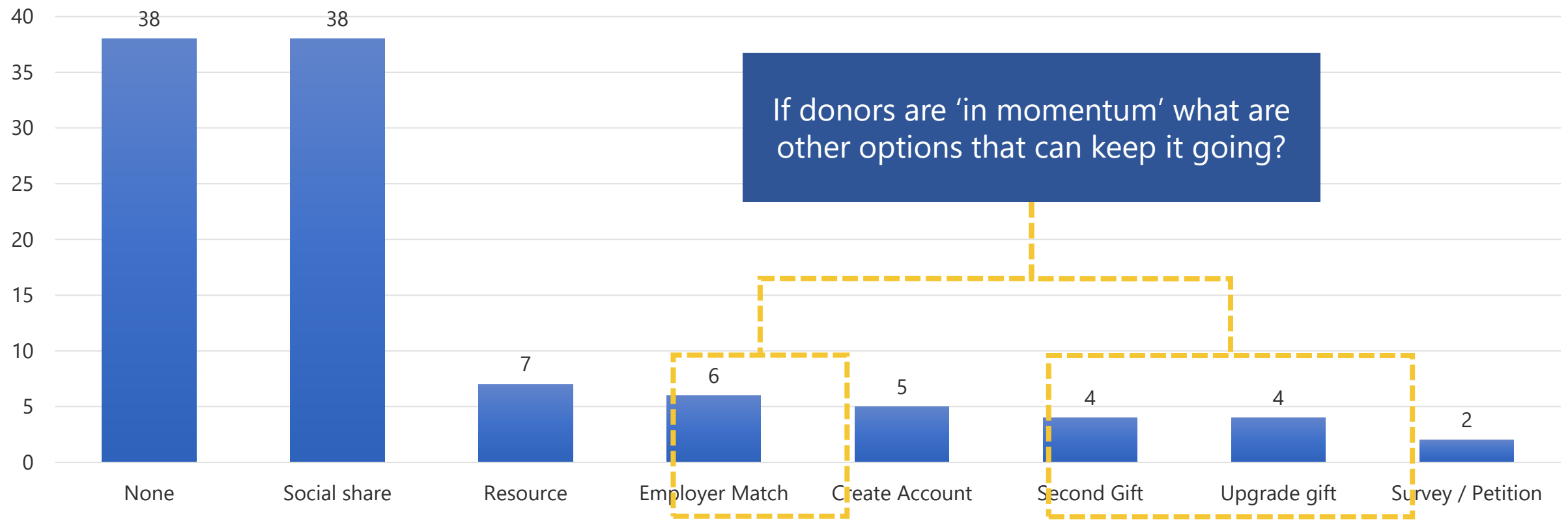


* Based upon those organizations with the ability to give a recurring gift online



So We Just Donated, Now What?

Post-Donation Call-to-Action



* Based upon those organizations with the ability to give a recurring gift online



Thank you! Your gift has been processed.
Now, Make It Monthly!



Yes! I would like to make an additional monthly gift to AJC.

MONTHLY DONATION

\$

Yes, Sign Me Up!

No thanks.

You have been charged for your one-time gift today. By becoming a monthly donor, you will be charged the amount specified above beginning next month. To discontinue your recurring payment, contact AJC at 212.891.1454 or contribute@ajc.org.

Give Again?

OR THIS



Thank You For Your Donation
Your Gift Is Making A Difference!

Your donation has been charged to your credit card and a copy of your receipt is being emailed to you.

Become a Sustaining Supporter

Your ongoing monthly donation of \$19 per month will help LLS continue to advance the most promising cancer research of our time.

As a Sustaining Supporter, you'll receive regular updates on our research progress as well as news of cancer survivors.

[Donate now with 1-click](#)

Your LLS monthly donations are secured utilizing the highest level of encryption through PCI DSS compliant technology. The first payment will start next month and is charged on the same date each month. For assistance, call 1-888-557-7177.

OR THIS



[GROW YOUR FAITH](#)

[TV & RADIO](#)

[WHAT WE DO](#)

[NEWS](#)

[ABOUT](#)

[GIVE](#)



CHECKOUT

Thank you for your generous online gift.

We are grateful for your financial support. Your transaction will be processed shortly and will appear on your next credit card statement. An acknowledgment will be mailed to your billing address.

The confirmation number for your donation is **14418604**.

Keep Giving Hope: Make This a Monthly Gift

Will you consider partnering with BGEA all year long by turning your gift into a recurring monthly donation? Most importantly, you can be a crucial part of what God is doing throughout the world as BGEA continues to proclaim the Gospel of Jesus Christ through every effective means available. You can call or write us anytime to pause or stop your monthly donation.

[Make this gift monthly](#)

If you have any questions, call us at **1-877-247-2426**. Please have your confirmation number ready and indicate that you are contacting us about a credit card donation made through the Billy Graham Evangelistic Association website.

To keep you updated on the ministry, we would like to send you our prayer letter, *From the Desk of Franklin Graham*, featuring biblical truths about current events, news of his travels and updates on the work of BGEA with thousands of people around the world.





Thank you!

Dear Vanessa,

Thank you for making a gift to The Wilderness Society. Your gift couldn't come at a more critical time.

We will be fighting every day to ensure that our wild places remain free from drilling, logging, mining and unregulated profiteering. Will you join us in that fight by becoming a monthly donor?

These are truly unprecedented times for our public lands. With an empowered wave of anti-conservationists in Congress and an administration ready to green light their pro-drilling legislation, we face a dangerous era of serious threats to our public lands ... and to our wild.

With all the additional threats to our public lands, we are having to add more and more to our National Wilderness Defense Team. We need monthly donors to provide dependable, regular support, so we can budget for the increased resources we are adding to defend our lands. Will you become one of those special monthly donors? Join as a Friend of the Wilderness today.

[Become a Monthly Donor Today](#)

Gift Receipt

	Your Gift Amount \$20.00	Tax ID 53-0167933
	Organization Name The Wilderness Society	Date of Gift 03/03/2019

Your gift to The Wilderness Society is tax deductible to the full extent of the law. Please retain this receipt as confirmation of your gift. IRS regulations require us to notify you that The Wilderness Society provided no goods or services in exchange for this contribution.

If you have further questions, please contact us at 1-800-843-9453 (1-800-The Wild) or email us at member@tws.org.

[Return to our Homepage](#)

Give a Gift by Phone

[1-800-843-9453 \(1-800-The Wild\)](tel:1-800-843-9453)

Give a Gift by Mail

[Print out and complete this form](#)

Contact Us

[1-800-843-9453 \(1-800-The Wild\)](tel:1-800-843-9453)
member@tws.org





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[Become a Monthly Donor Today](#)

Gift Receipt

TIPS & TRICKS

GIFT ARRAYS



How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

5 OPTIONS, \$10 LOWEST

This screenshot shows a donation form with two tabs: "Single Gift" and "Monthly Gift". The "Monthly Gift" tab is selected. Under the heading "Your Monthly Donation", there are three buttons: "\$15", "\$20", and "\$25". The "\$20" button is highlighted in dark blue, indicating it is the selected option. Below these buttons is a text input field labeled "\$ Other Gift Amount". Under the heading "Billing Information", there are two text input fields labeled "First Name" and "Last Name".

This screenshot shows a donation form with two tabs: "Single Gift" and "Monthly Gift". The "Monthly Gift" tab is selected. Under the heading "Your Monthly Donation", there are five buttons: "\$10", "\$15", "\$20", "\$25", and "\$50". The "\$10" button is highlighted in yellow, and the "\$20" button is highlighted in dark blue, indicating it is the selected option. Below these buttons is a text input field labeled "\$ Other Gift Amount". Under the heading "Billing Information", there are two text input fields labeled "First Name" and "Last Name".

 **125.5%**
In Recurring Donors



How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

5 OPTIONS, \$10 LOWEST

NO DIFFERENCE IN AVERAGE GIFT.

Single Gift Monthly Gift

Your Monthly Donation

\$15 \$20 \$25

\$ Other Gift Amount

Billing Information

First Name Last Name

Single Gift Monthly Gift

Your Monthly Donation

\$10 \$15 \$20 \$25 \$50

\$ Other Gift Amount

Billing Information

First Name Last Name

 **125.5%**
In Recurring Donors



How the minimum gift amount asked on a recurring pop-up impacts overall revenue

EXPERIMENT ID: #18640

CONTROL \$15

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.


TREATMENT \$19

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

YES!
Convert my gift to a \$19 monthly gift.

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

43.3%
In Revenue per Visitor



WHY DOES THIS WORK?



COGNITIVE MOMENTUM

the idea that once people have made a decision or started a process they are more likely to complete and more open to options and ideas they otherwise may not have been



**TRY LOWERING YOUR FIRST AND
DEFAULT RECURRING GIFT AMOUNTS.**



TIPS & TRICKS

SOCIAL PROOF



Can You Use Social Proof to 'Nudge' Donors to Give More?

LIKE THIS

Select giving frequency:

Monthly One-Time

Your steady support prepares us for every challenge and lets us plan for the future!

\$250	\$100	\$75
\$50	\$30	\$0.00

Most people are giving \$75. Please give what you can.

DONATE NOW »

OR THIS

Gift Type:

Monthly One-Time

Gift Amount (\$5 Min.)

\$500 **\$100** \$50 \$25

\$0.00

Most people are giving \$100 right now. Please, give what you can.



How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

REVIEW

CONTROL

Your Donation

\$

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV Exp. Month Exp. Year

TREATMENT **7.8%**
In Conversion Rate

14.9%
In Average Gift

23.8%
In Revenue

Sierra Club Testing

Nudges and Nudges with Social Proof

CONTROL – NO SOCIAL

PROTECT THE PLANET

SIERRA CLUB

Select Your Gift

\$15 \$25 \$35 \$50 \$100 \$ other

Make my gift monthly.

A monthly gift does even more to protect the environment

Your Information

First Name

Last Name

Email

Street Line 1

TREATMENT – SOCIAL PROOF

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB

Select Membership Amount

\$15 \$25 \$35 \$50 \$100 \$ other

Make my membership monthly.

100,893 donors have already signed up to give monthly - join them today

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City

State

Zip

Phone

SIERRA CLUB THE SCIENCE OF NATURE

30%
In Recurring Donors



WHY DOES THIS WORK?



SOCIAL PROOF

also called 'consensus' or 'social influence', it is a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation



**TRY USING SOCIAL PROOF —
NUMBERS AND PEOPLE — TO
ENCOURAGE RECURRING GIVING.**



Online Recurring Giving Tips & Tricks

- Try defaulting to monthly
- Try using a pop-up or prompt
- Try and immediate upgrade
- Try starting with a smaller amount in your gift array
- Try using social proof

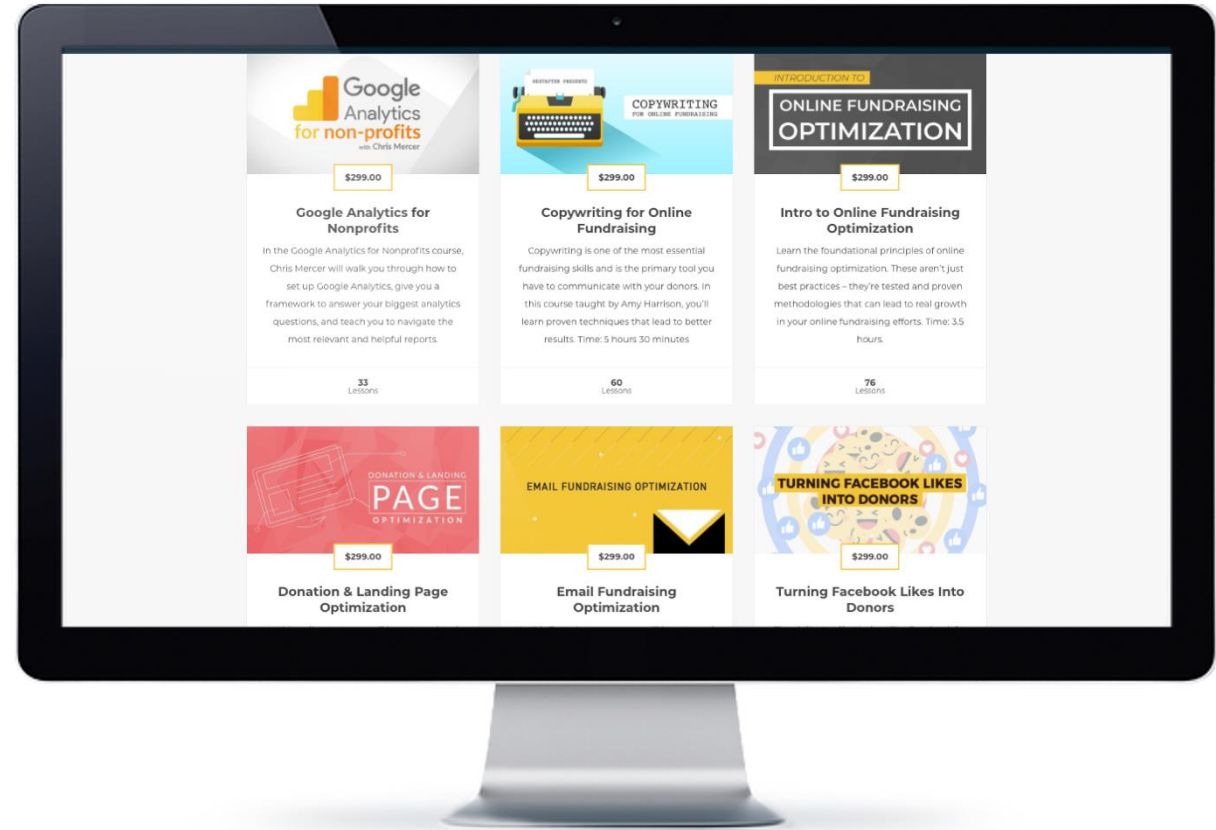


MORE RESOURCES.



JOIN 4,000+ OTHER MARKETERS
AND FUNDRAISERS AND TAKE AN
ON-DEMAND ONLINE
FUNDRAISING CERTIFICATION
COURSE.

[COURSES.NEXTAFTER.COM](https://courses.nextafter.com)



NONPROFIT
INNOVATION + OPTIMIZATION

20

NIO SUMMIT

20

Virtual Philanthropy

09.30.20 - 10.01.20

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Dan Pallotta

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

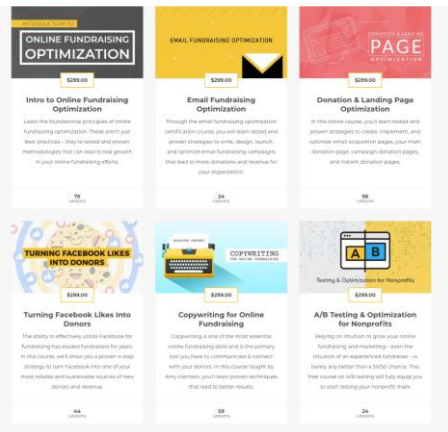
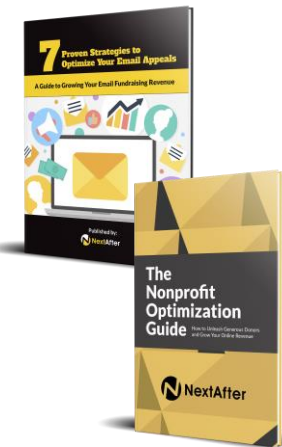
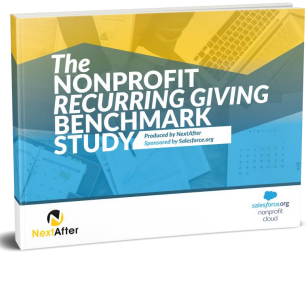
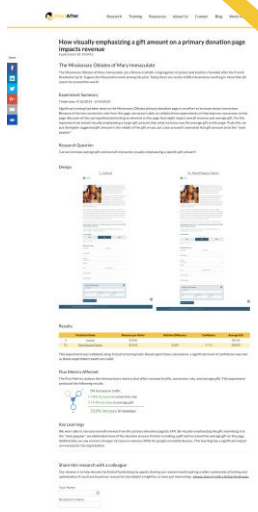
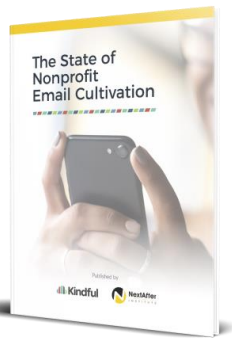
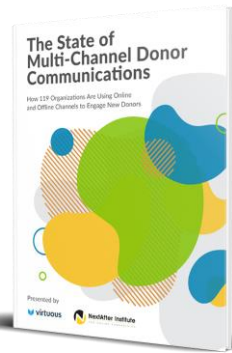


ON A MISSION TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



QUESTIONS & DISCUSSION.

brady@nextafter.com

[@bradyjosephson](#)

[/in/bradyjosephson](#)

