

The best new fundraising experiments

DMAW | JUNE 10, 2021



Testing 2.0

DMAW | JUNE 10, 2021



NextAfter is three things...

Research Lab

Institute

Consultancy

Forensic

Applied

Conferences

Workshops

Strategy

Execution

- 9 Major studies
- 6 Whitepapers
- 19 Instructional videos
- Database of over 54,462 messages
- COVID-19 messaging analysis

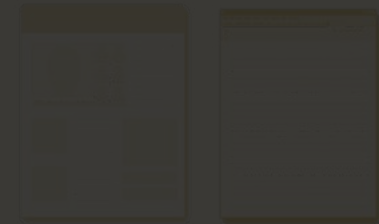
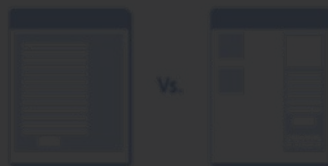
- Over 2,500 recorded experiments
- 339,051,700 total interaction samples
- 7,573,768 mapped conversions
- 125,232% net lift

- 100+ Speaking sessions
- Nonprofit Innovation & Optimization Summit
- Nonprofit Innovation Circle
- Over 2,000 attendees

- 7 Certification workshops
- 8 Online courses
- Quarterly bootcamps
- Training in 7 different countries
- Over 4,000 fundraisers trained

- FCORM report
- OFA online audit
- CORE roadmap
- Value proposition
- Experiment design
- Retained counsel

- Messaging
- Copywriting
- Microsites
- Landing pages
- Email campaigns
- Data analysis & visualization



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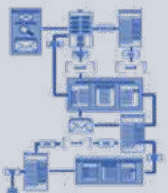
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Workshops

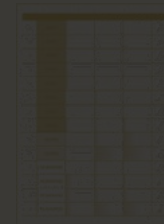
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Consultancy

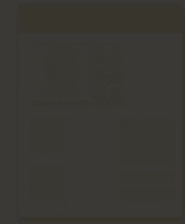
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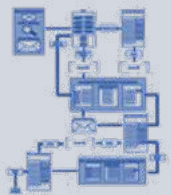


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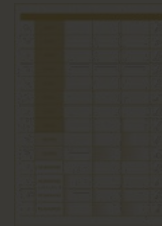
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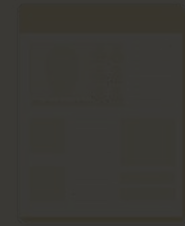
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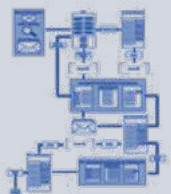
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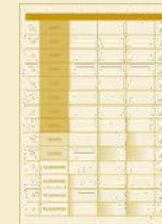
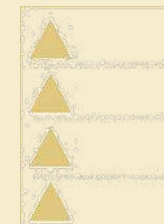
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vs.



We don't know what
works!



We don't know what
works...but we know how
to find out.



APPLIED RESEARCH & THE WORLD'S LARGEST ONLINE FUNDRAISING EXPERIMENT LIBRARY.

NEXTAFTER.COM/EXPERIMENTS

How the design of a donation page and value proposition affect donor conversion

EXPERIMENT ID: #8008

Leadership Institute

Experiment Summary

Timeframe: 03/26/2018 - 04/09/2018

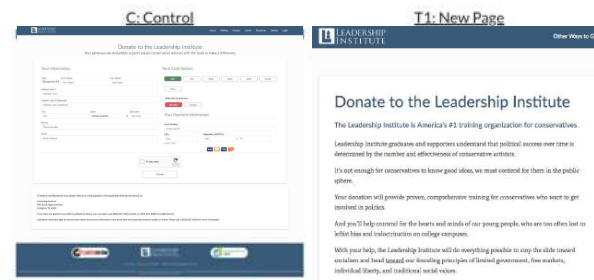
Leadership Institute saw less than optimal conversion on their donation pages. A review of their main donation page, as well as the donation page for one of their program websites showed that they had minimal value proposition copy, a wide layout, and a two-column form that required a CAPTCHA to complete. They built a new donation microsite that radically streamlined and reordered the donation process, added value proposition copy, removed the required CAPTCHA.

They split traffic between their two main donation pages to determine the impact of this new donation microsite on giving.

Research Question

How will a radical redesign of the donation template affect donations?

Design



APPLIED RESEARCH & THE WORLD'S LARGEST ONLINE FUNDRAISING EXPERIMENT LIBRARY.

[NEXTAFTER.COM/EXPERIMENTS](https://nextafter.com/experiments)

Test Address

Country:

State/Prov:

Address:

City: State/Province:

Zip / Postal Code:

Phone (Optional):

Credit Card Information

Card Number:

CVV: Exp. Month: Exp. Year:

[Make My Gift](#)

Results

TREATMENT NAME	CONV. RATE	RELATIVE DIFFERENCE	CONFIDENCE
C: Control	3.0%		
T1: New Page	7.1%	134.7%	95.8%

This experiment has a required sample size of 223 in order to be valid. Since the experiment had a total sample size of 470, and the level of confidence is above 95% the **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

The new donation microsite resulted in more than twice as many donations across the two primary pages. Since this was a radical redesign, it's not clear how each individual element contributed to the lift. But the lift is statistically valid and the opportunity cost is clear.

The new donation microsite also enables future optimization testing, which should begin immediately across multiple donation pages.

Experiment Documented by **Jeff Giddens**

Jeff Giddens is President of NextAfter.

Question about experiment #8808

If you have any questions about this experiment or would like additional details not discussed above, [please feel free to contact them directly](#).



How The Design Of A Donation Page And Value Proposition Affect Donor Conversion

EXPERIMENT ID: #8808

CONTROL

LEADERSHIP INSTITUTE

About Training Campus Career Resources Donate Login

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

Your Information

Your Contribution

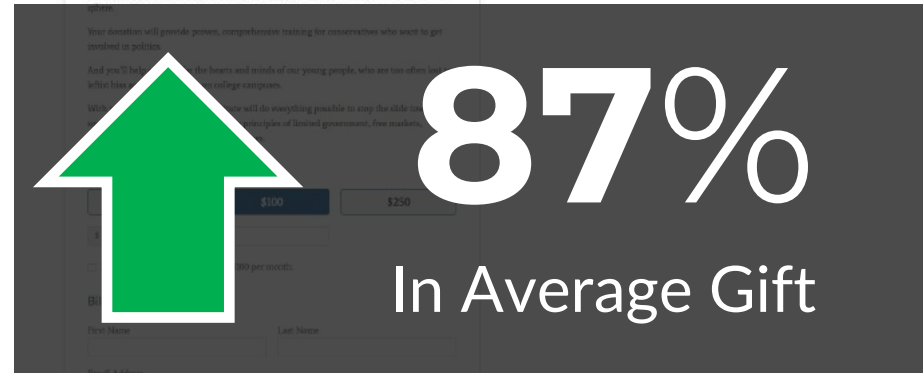
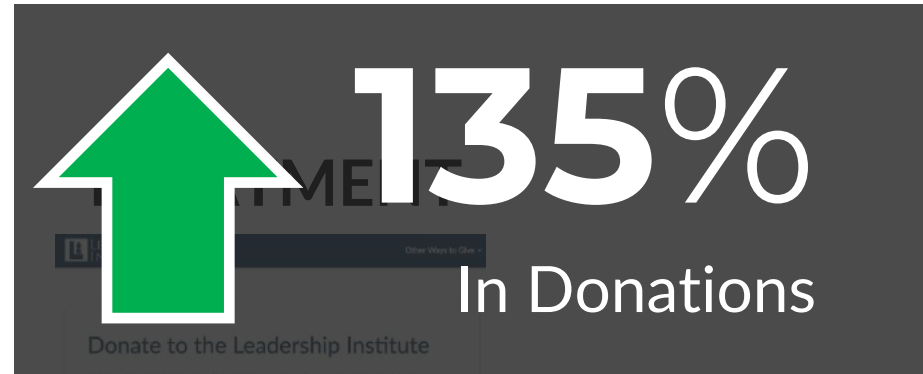
Your Payment Information

Donate

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:
Leadership Institute
1101 North Highland Street
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (t.EAD), 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.



How The Design Of A Donation Page And Value Proposition Affect Donor Conversion

EXPERIMENT ID: #8808

CONTROL

The screenshot shows a donation form for the Leadership Institute. The header is dark purple with the logo and navigation links. The main heading is "Donate to the Leadership Institute" with a sub-headline: "Your generous tax-deductible support equips conservative activists with the tools to make a difference." The form is divided into two main sections: "Your Information" and "Your Contribution". "Your Information" includes fields for Title, First Name, Last Name, Address Line 1, Address Line 2 (Optional), City, State (dropdown), Zip Code, Phone Number, and Email Address. "Your Contribution" features a row of buttons for \$50, \$100, \$200, \$500, and \$1,000, with a "Donate" button below. Below this is a "Make this contribution:" section with "One Time" and "Monthly" options. The "Your Payment Information" section includes fields for Card Number, Credit Card #, CSC, and Expiration (MM/YY). A "what's this?" link and logos for Visa, Mastercard, and American Express are present. At the bottom, there is a checkbox for "The rock label" and a "Donate" button. A footer section provides mailing address information and contact details.

TREATMENT

The screenshot shows a donation form for the Leadership Institute with a different design. The header is dark green with the logo and a "Other Ways to Give" link. The main heading is "Donate to the Leadership Institute" with a sub-headline: "The Leadership Institute is America's #1 training organization for conservatives." The text below explains the organization's mission and the impact of donations. The "Your Donation" section features buttons for \$50, \$100, and \$250, with a "Other Gift Amount" field and a checkbox for "Make this a recurring donation of \$100 per month." The "Billing Information" section includes fields for First Name, Last Name, Email Address, Country, United States (dropdown), Address, City, State / Province (dropdown), and Zip / Postal Code. There is also a "Phone (Optional)" field. The "Credit Card Information" section includes fields for Card Number, CVV, Exp. Month, and Exp. Year. A "Make My Gift" button is at the bottom.



APPLIED RESEARCH &
THE WORLD'S LARGEST
ONLINE FUNDRAISING
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NEXTAFTER.COM/EXPERIMENTS

WHAT DO PEOPLE DO. NOT JUST WHAT PEOPLE SAY.

How the design of a donation page and value proposition affect donor conversion

Leadership Institute

Experiment Summary

Timeframe: 03/26/2018 - 04/09/2018

Leadership Institute saw less than optimal conversion on their donation pages. A review of their main donation page, as well as the donation page for one of their program websites showed that they had minimal value proposition copy, a wide layout, and a two-column form that required a CAPTCHA to complete. They built a new donation microsite that radically streamlined and reordered the donation process, added value proposition copy, removed the required CAPTCHA.

They split traffic between their two main donation pages to determine the impact of this new donation microsite on giving.

Research Question

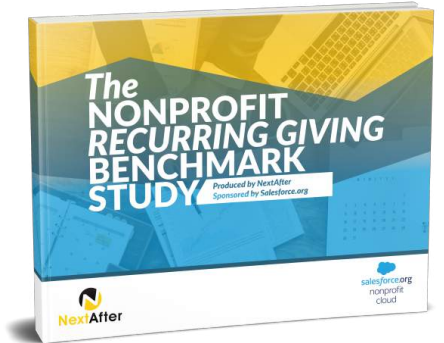
How does the design of a donation page affect donor conversion?

The screenshot shows a side-by-side comparison of two donation forms. The left form, labeled 'C-Control', is a traditional two-column form with a CAPTCHA. The right form, labeled 'T1-New Page', is a streamlined, single-column form with a clear value proposition and no CAPTCHA. The 'T1-New Page' form includes a 'Your Donation' section with radio buttons for \$10, \$20, and \$50. Below that is a 'Billing Information' section with fields for Name, Address, City, State, and Zip. At the bottom is a 'Credit Card Information' section with fields for Card Number, Exp. Month, and Exp. Year. A 'Make My Gift' button is visible at the bottom right of the 'T1-New Page' form.



FORENSIC RESEARCH ANALYZING THE FUNDRAISING TACTICS OF 1,000+ ORGANIZATIONS FROM THE DONOR'S POINT OF VIEW.

[NEXTAFTER.COM/RESEARCH-STUDIES](https://nextafter.com/research-studies)



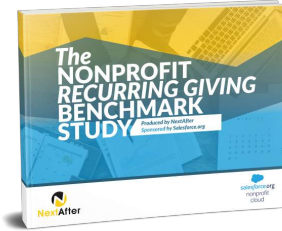
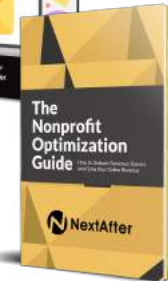
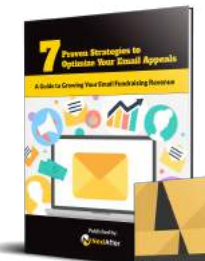
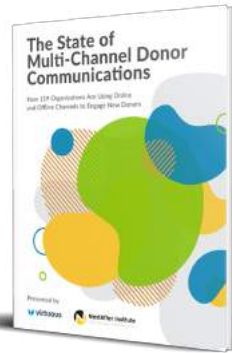


ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



A DIGITAL FUNDRAISING CONSULTANCY

[NEXTAFTER.COM/WORK-WITH-US](https://nextafter.com/work-with-us)



ONLINE FUNDRAISING ROADMAP

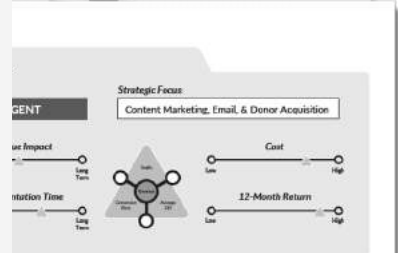
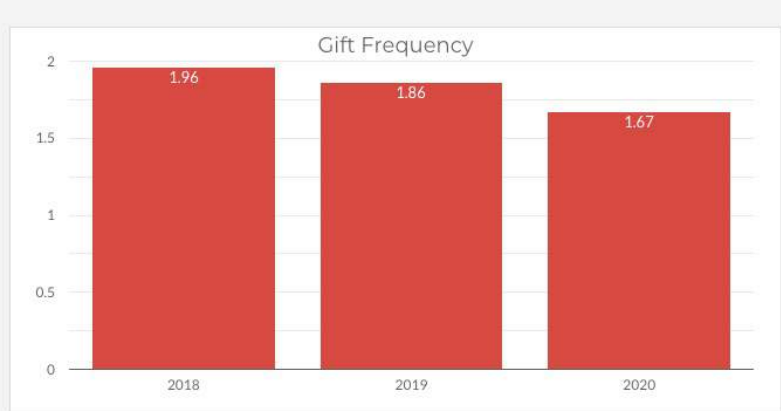
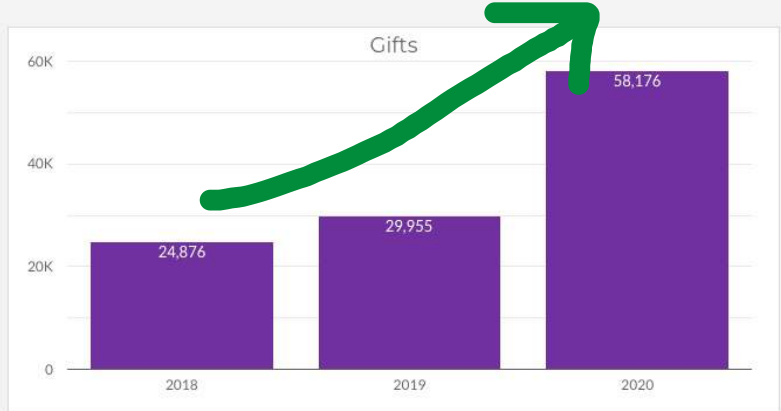
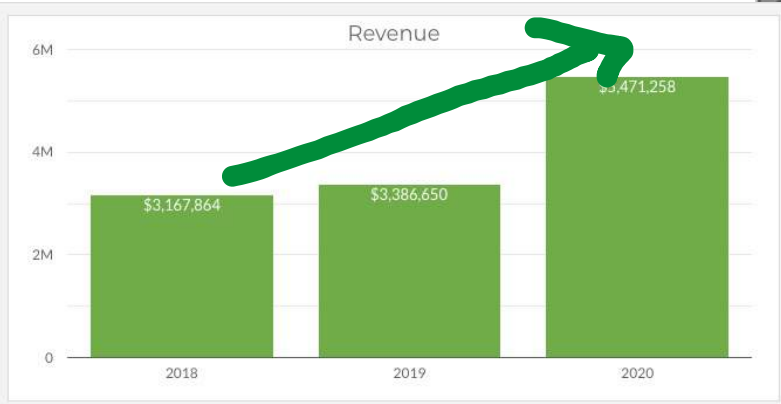


kevin 8:32 AM

We're presenting to [redacted] (and all of their other vendors) today after finishing up their fiscal 2020. For those that don't know, [redacted] is one of our oldest clients and they are definitely our largest client in terms of billings. After running the numbers, we learned that we have officially increased their online revenue by more than 11x in the 5+ years we've been working with them. **We took them from \$800K in FY2015 up to \$9.5M this last fiscal year.**



A DIGITAL
FUNDRAISING
CONSUMER
NEXTAFTER.COM



Acquire a large audience for a free online course developed using existing FamilyLife content materials. The platform would be created to allow subscribers to sign up for one or more video courses already developed by the organization. They would subsequently be presented with contextualized giving opportunities and a custom developed conversion series.

The various teaching series developed by FamilyLife have a long history of successfully helping attendees grow in their faith. However, it is only available today to those who purchase a ticket to an event or to purchase the DVD sets online. Our testing has found that offering the material such as these can be so much greater if it is made available for free to all.

create a platform that would allow for the distribution of the course including content delivery, and assessment of registrants. It would also include a contextualized giving series that would walk subscribers through the various giving opportunities that could be integrated with the existing Silverpop email platform.

create and manage a diversified advertising campaign using social media, search engine optimization, website traffic, and email list rental to acquire an audience.

Create a large audience of donor prospects that take part in a multiple week cultivation



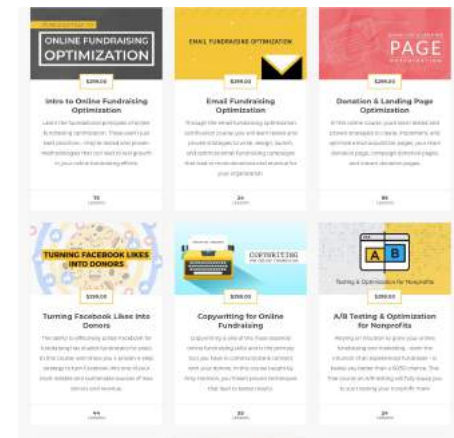
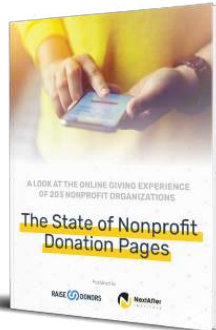
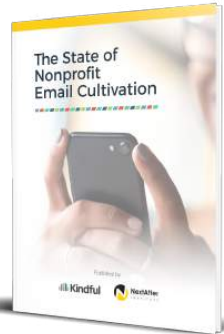
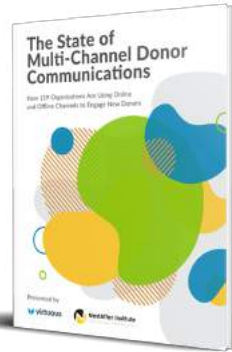


ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING





2 Days.
16+ Speakers.
600+ Fundraisers
& Marketers



Standard Price: ~~\$1295~~
Early Bird: \$500 Off

**Learn More and
Get Your Tickets**

NIOSummit.com



~~*Standard Price: \$1295*~~

Early Bird: \$500 Off

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The Best New

Online Fundraising Research

2021



NextAfter
Quarterly
Research
Journal



How converting video to
text affects donor
conversion



<https://www.classy.org> › [blog](#) › [5-great-nonprofit-video...](#) ⋮

5 Compelling Nonprofit Videos That Spark Action | Classy

Nonprofit videos can inspire supporters unlike any other medium. Check out how these awesome **videos** rally support and compel people to take action.

<https://www.wildapricot.com> › [blog](#) › [fundraising-videos](#) ⋮

7 Tips to Create a Fundraising Video to Increase Donations ...

Jun 10, 2020 — Creating a fundraising **video** for a **nonprofit** can seem daunting, but with a fundraising **video** script, an elevator pitch, and a story, it's easy.

<https://www.causevox.com> › [blog](#) › [9-examples-of-vide...](#) ⋮

15 Examples Of Video Storytelling For Online Fundraising

Here are 15 powerful **nonprofit** storytelling **video** examples that will provide you ideas on how you can use **video** at your **nonprofit** to increase **donations**...

<https://www.funraise.org> › [blog](#) › [7-social-media-video...](#) ⋮

7 Social Media Video Ideas Nonprofit Supporters Will Love ...

Apr 18, 2019 — "Why I **donate**" **videos** from donors are the ultimate social proof and great to use during year-end fundraising. You could work with donors ...

<https://www.mobilecause.com> › [blog-nonprofit-videos-t...](#) ⋮

How Nonprofits Can Use Videos to Maximize Fundraising

Jan 7, 2020 — **Video** messaging is becoming more and more crucial to fundraising. ... can help you set up a **text-to-donate** keyword for your next campaign?





The people in India desperately need our help.



Will you join e3 Partners in this important ministry work? We invite you to make a gift today to support the relief effort for those suffering in India.

How much do you want to donate?

\$25.00	\$50.00	\$75.00	\$100.00	\$ Custom Amount \$0.00
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Billing Info



“My reading bitrate is
faster than my watching
bitrate.”





The people in India desperately need our help.

At this very moment, a terrible situation is unfolding on the other side of the world in South Asia. As you may have seen in the news, **India is in the midst of a serious, nationwide crisis due to the resurgence of COVID-19.** Let me paint a picture for you: hospitals are overflowing beyond capacity ... medical supplies, particularly oxygen, are running critically low ... there are dead bodies on the streets ... and the crematoriums themselves are breaking down due to 'round-the-clock use. In April alone, the country recorded a staggering 3 million new cases (over 400,000 in a single day) and over 17,000 deaths. And many of those 17,000 died without ever having heard the name of Jesus. Those souls are lost forever, but you can help save so many others.

To put it plainly, these circumstances are appalling, and it appears that it is only going to get worse.

As the Body of Christ, we are not only called to bring the true light of the Gospel to those who have never heard, but also to alleviate suffering when it is in our power to do so. e3 Partners has been working with indigenous leaders in South Asia to share the Gospel and plant churches for many years, and this extensive network will enable us to move quickly. In fact, many of these leaders and their families are in dire circumstances themselves.

So let me ask you a simple question: are you willing to rush a donation to assist the people of India, who so desperately need our help? **Just \$33 will provide an entire family with food, hand sanitizer, facemasks, and vitamin C for one month.** Think of it, a donation of just \$100 will provide for three families, \$1,000 for 30 families. A little goes such a long way. And by providing physical relief, we are opening the door for the spiritual relief of the Gospel. Already, we have seen thousands upon thousands turn to Christ through the compassion and generosity of God's people, many of these from among some of the most unreached people groups in the world. We have learned that where there is suffering, God is at work.

So, will you join us? The people of India need our help. And in doing so, remember the words of Jesus in Matthew 25:40: "Truly I tell you, whatever you did for one of the least of these, you did for me."

We invite you to make a gift today to support the relief effort for those suffering in India.



Video based donation page

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How much do you want to donate?

\$25.00 \$50.00 \$75.00 \$100.00 Custom Amount \$0.00

Billing Info

First Name * Last Name *

Email * Phone Number (201) 555-0123

Country United States

Address 1 * Address 2

City * State * Zip Code *

Payment Type Credit Card Debit Card PayPal

Payment Info

Card Number * Month * Year * CVV *

I would like to add \$1.94 to help cover the transaction cost.

Give \$50.00 Now

Powered by Donor Privacy Policy

Copyright © 2021 e3 Partners Ministry. All Rights Reserved.

Text based donation page

The people in India desperately need our help.

At this very moment, a terrible situation is unfolding on the other side of the world in South Asia. As you may have seen in the news, India is in the midst of a serious, nationwide crisis due to the resurgence of COVID-19. Let me paint a picture for you: hospitals are overflowing beyond capacity... medical supplies, particularly critical oxygen, are running critically low... there are dead bodies on the streets... and the crematoriums themselves are breaking down due to round-the-clock use. In April alone, the country recorded a staggering 3 million new cases (over 400,000 in a single day) and over 17,000 deaths. And many of those 17,000 died without ever having heard the name of Jesus. Those souls are lost forever, but you can help save so many others.

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Billing Info

First Name * Last Name *

Email * Phone Number (201) 555-0123

Country United States

Address 1 * Address 2

City * State * Zip Code *

Payment Type Credit Card Debit Card PayPal

Payment Info

Card Number * Month * Year * CVV *

I would like to add \$1.94 to help cover the transaction cost.

Give \$50.00 Now

Powered by Donor Privacy Policy

Copyright © 2021 e3 Partners Ministry. All Rights Reserved.

527%
In Donations



Statistical Validity

	Treatment Name	Samples	Conversions	Conversion Rate	Relative Difference	Confidence
C	🔍 Video based donation page	1,688	11	0.65%	0%	
T1	🔍 Text based donation page	1,663	68	4.1%	527.5%	99.9%
	Total	3,351	79	2.4%		

This experiment has a required sample size of 149 in order to be valid. Since the experiment had a total sample size of 3,351, and the level of confidence is above 95%, the **experiment results are valid**.



Autonomy is a powerful
force.



How instituting a **micro-ask**
affects **email acquisition**
rate



Control



The control version of the sign-up form features the Save the Children logo (a red silhouette of a person with arms raised) on the left. To its right, the text "Save the Children." is displayed in a large, bold, black font. Below this, the text "Sign up to stay informed." is centered in a smaller black font. Underneath is a white text input field with the placeholder text "Enter your email here...". At the bottom of the form is a prominent red button with the white text "SIGN UP". A small grey 'X' icon in a circle is located in the top right corner of the form's border.

Treatment: Communal Language

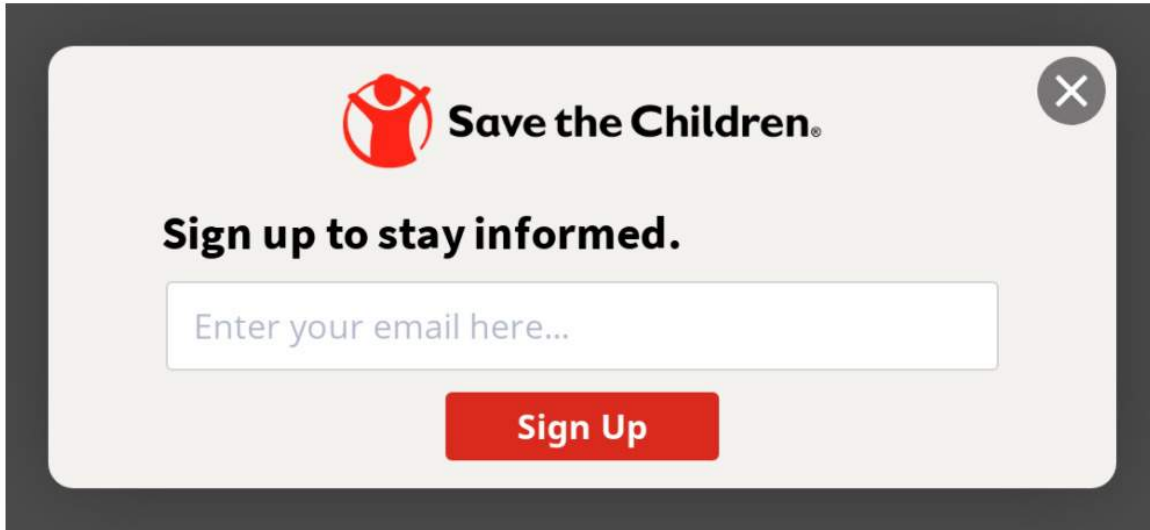


The treatment version of the sign-up form features the Save the Children logo on the left. To its right, the text "Save the Children." is displayed in a large, bold, black font. Below this, the text "Your desire to help kids, gives us strength to keep fighting for their future." is centered in a smaller black font. Underneath, the text "Thank you! And the great news is, you're not alone. There is a community that believes in these kids' future like you do, and we'd love to help you stay connected with stories and updates using the form below." is centered in a smaller black font. Underneath is a white text input field with the placeholder text "Enter your email here...". At the bottom of the form is a red button with the white text "Stay Connected!". A large green arrow with a white outline points upwards from the bottom right towards the button. A grey semi-transparent box in the bottom right corner contains the text "1% In Emails Acquired*". A small grey 'X' icon in a circle is located in the top right corner of the form's border.

* Based a 13% statistical level of confidence



Control

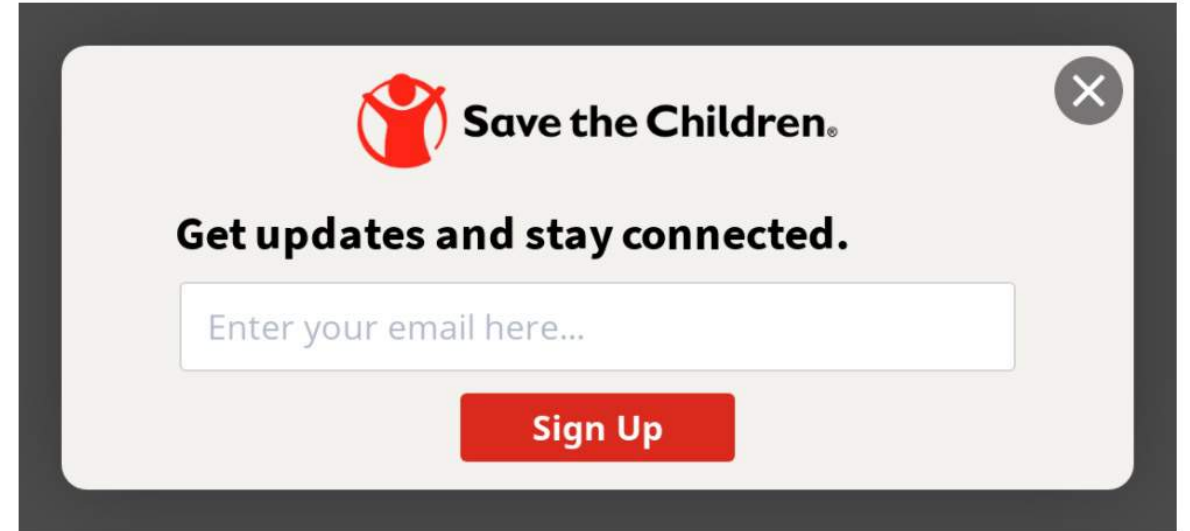


Save the Children. ✕

Sign up to stay informed.

Sign Up

Value focused copy



Save the Children. ✕

Get updates and stay connected.


Sign Up



7%

In Emails Acquired*

SIGN UP TO STAY INFORMED




Save the Children.

Sign up to stay informed.

Sign Up

YOU ARE RIGHT TO BE CONCERNED



Save the Children.

YOU ARE RIGHT TO BE CONCERNED

Sign up to stay informed.

Sign Up



3%

In Emails Acquired*

* Based a 25% statistical level of confidence







Save the Children®

Sign up to stay informed.

SIGN UP



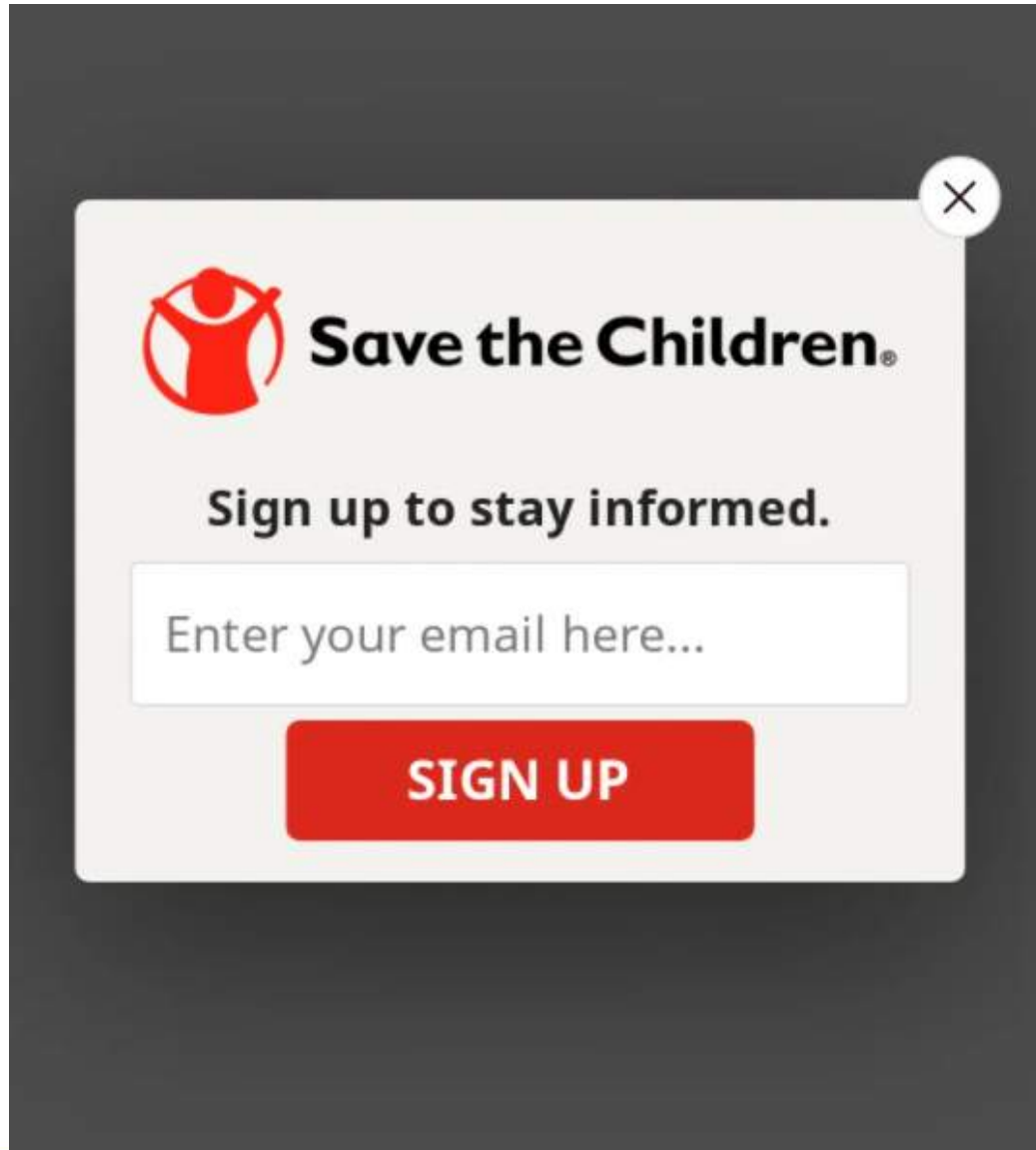
Save the Children®

Would you like to stay informed?

YES

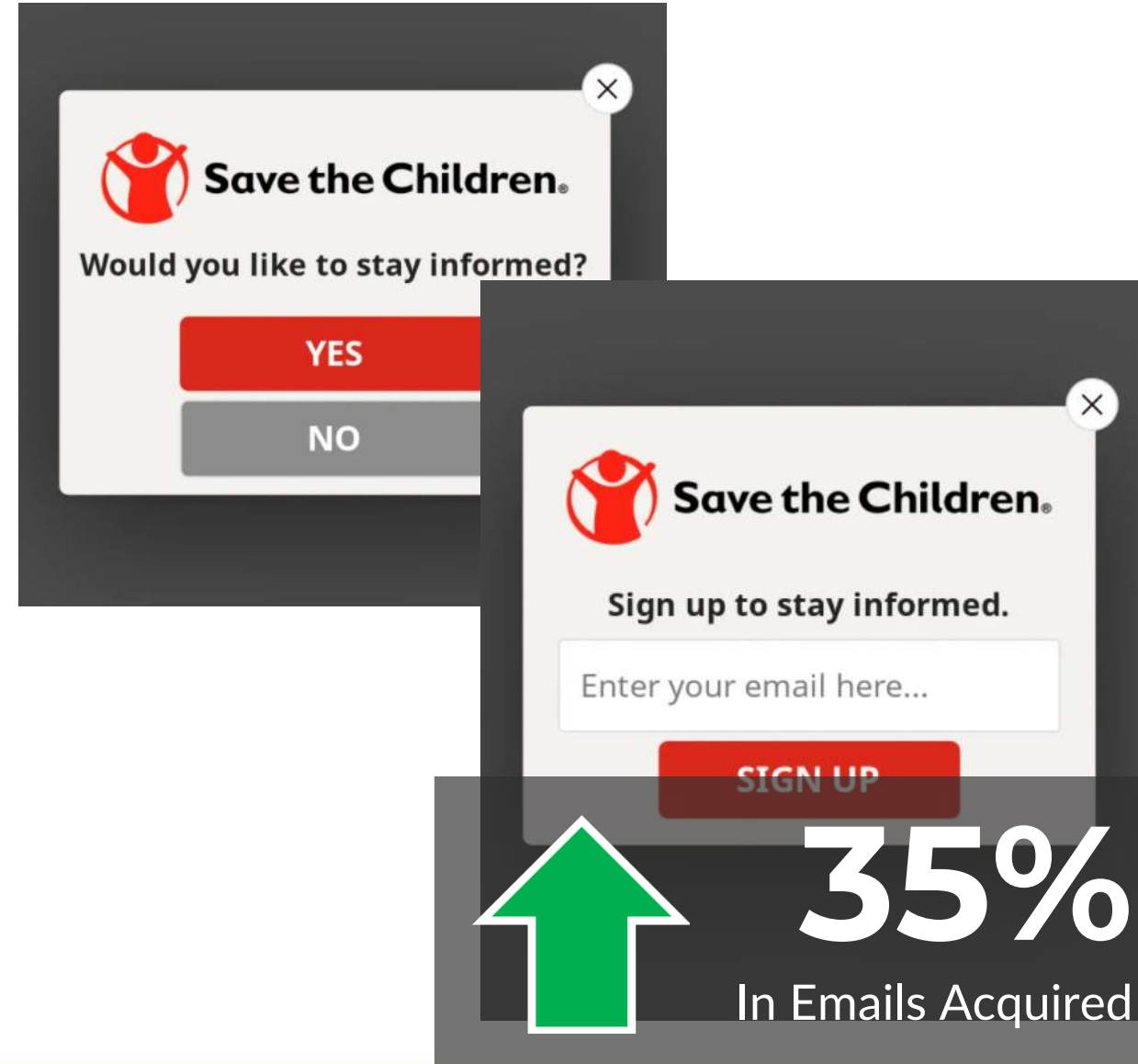
NO

Control



A single-step sign-up form for Save the Children. It features the organization's logo, the text "Sign up to stay informed.", an email input field with the placeholder "Enter your email here...", and a prominent red "SIGN UP" button.

Micro Ask



A two-step sign-up form for Save the Children. The first step asks "Would you like to stay informed?" with "YES" and "NO" buttons. The second step is identical to the control form, with the "SIGN UP" button appearing dimmed. A green arrow points to the "SIGN UP" button, and a callout box displays "35% In Emails Acquired".



Statistical Validity

	Treatment Name	Samples	Emails Acquired	Conversion Rate	Relative Difference	Confidence
C	🔍 Control	26,070	504	1.9%	0%	
T1	🔍 Yes/No Micro Ask	26,465	693	2.6%	35.4%	99.9%
	Total	52,535	1,197	2.3%		

This experiment has a required sample size of 3,642 in order to be valid. Since the experiment had a total sample size of 52,535, and the level of confidence is above 95%, the **experiment results are valid**.



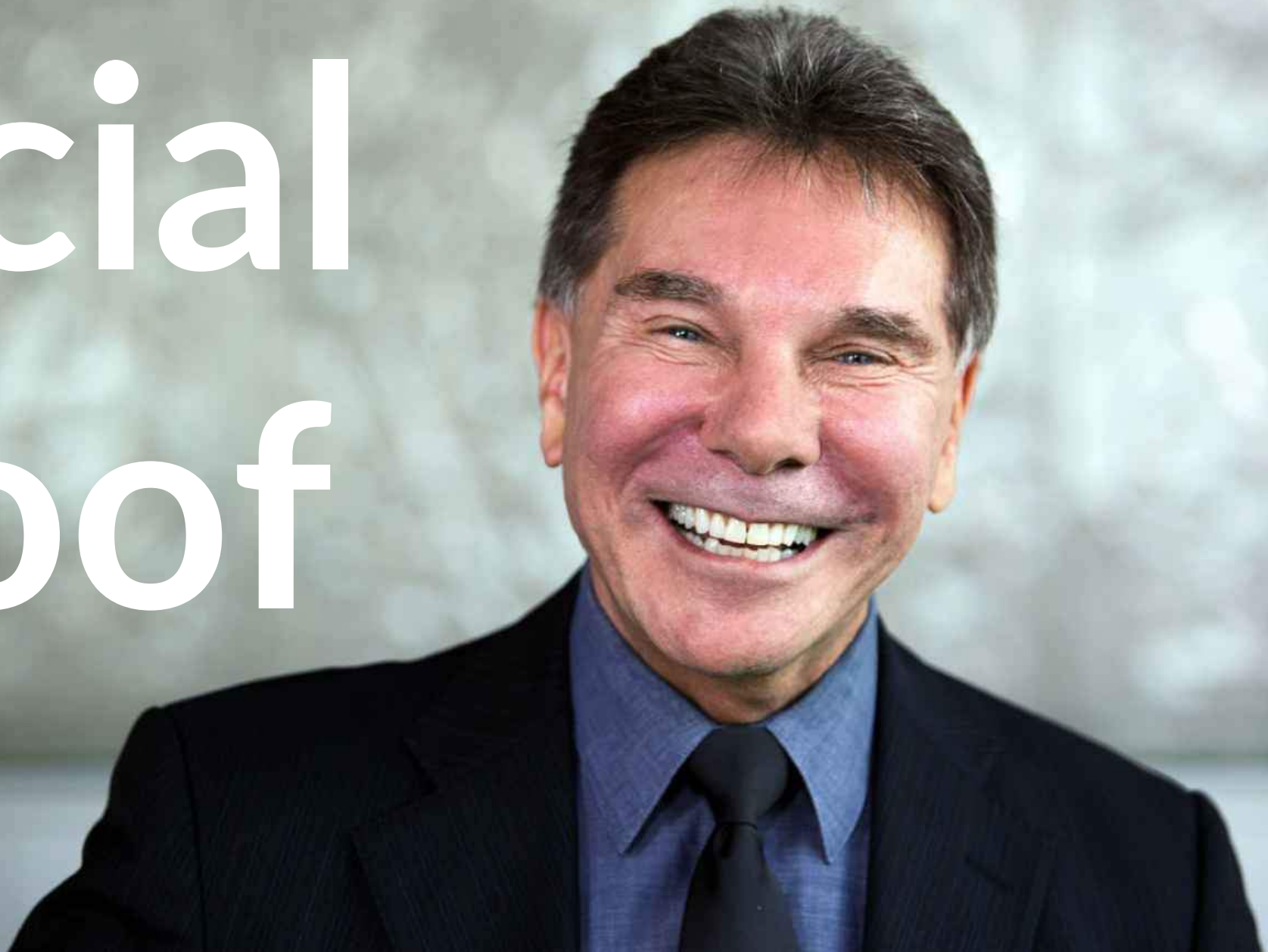
The first step is getting
someone to care.



How implied social proof
affects email acquisition
rate



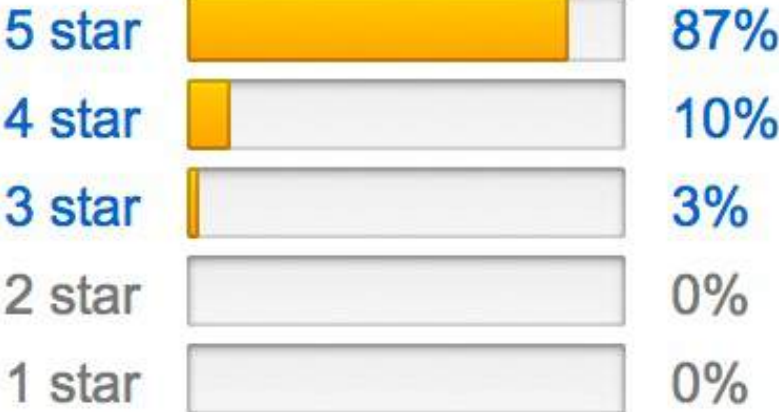
Social Proof



Customer Reviews

★★★★★ 38

4.8 out of 5 stars ▾



Share your thoughts with other customers

Write a customer review

[See all 38 customer reviews ▶](#)



Liking leads to behavior

- Liking leads to repeat behaviors and feelings of wanting in the presence of relevant cues, whereas disliking something can do the opposite.
- When people have a positive evaluation of a product, they are more likely to buy it (Ajzen, 1988).
- Under what conditions does liking occur?



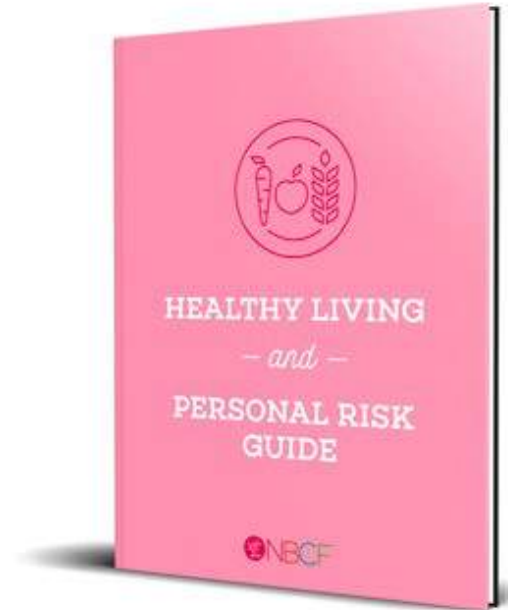
Protect Your Overall Health and Assess Your Breast Cancer Risk

Get the free Healthy Living and Personal Risk Guide to help you with this!

It is alarming to know that **1 in 8 women will be diagnosed with breast cancer in her lifetime**. While you can't prevent cancer, it is important to be proactive about your health. In fact, there are things you can do to help reduce your risk for certain types of cancer.

Do you know how to choose healthy habits? What are some characteristics that increase the risk of developing cancer? What are the general guidelines for breast cancer early detection screenings? How often should I get these screenings?

All of these topics are covered in the Healthy Living and Personal Risk Guide. **Be informed and protect your health by getting this resource.**



Where can we send you this potentially life-saving health guide?



Book as main image

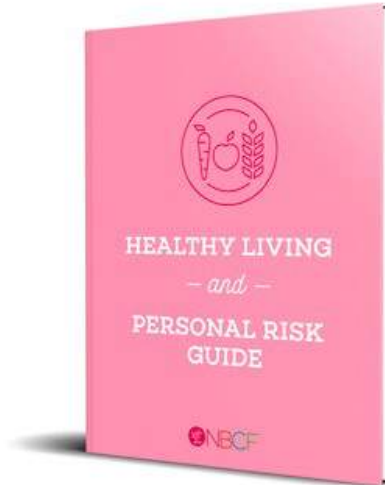
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Social Proof



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Where can we send you this potentially life-saving health guide?



7%

In Emails Acquired



Statistical Validity

	Treatment Name	Samples	Emails Acquired	Conversion Rate	Relative Difference	Confidence
C	🔍 Book as main image	3,531	1,430	40.5%	0%	
T1	🔍 Lady holding Book	20,435	8,867	43.4%	7.1%	99.8%
	Total	23,966	10,297	43.0%		

This experiment has a required sample size of 2,249 in order to be valid. Since the experiment had a total sample size of 23,966, and the level of confidence is above 95%, the **experiment results are valid**.

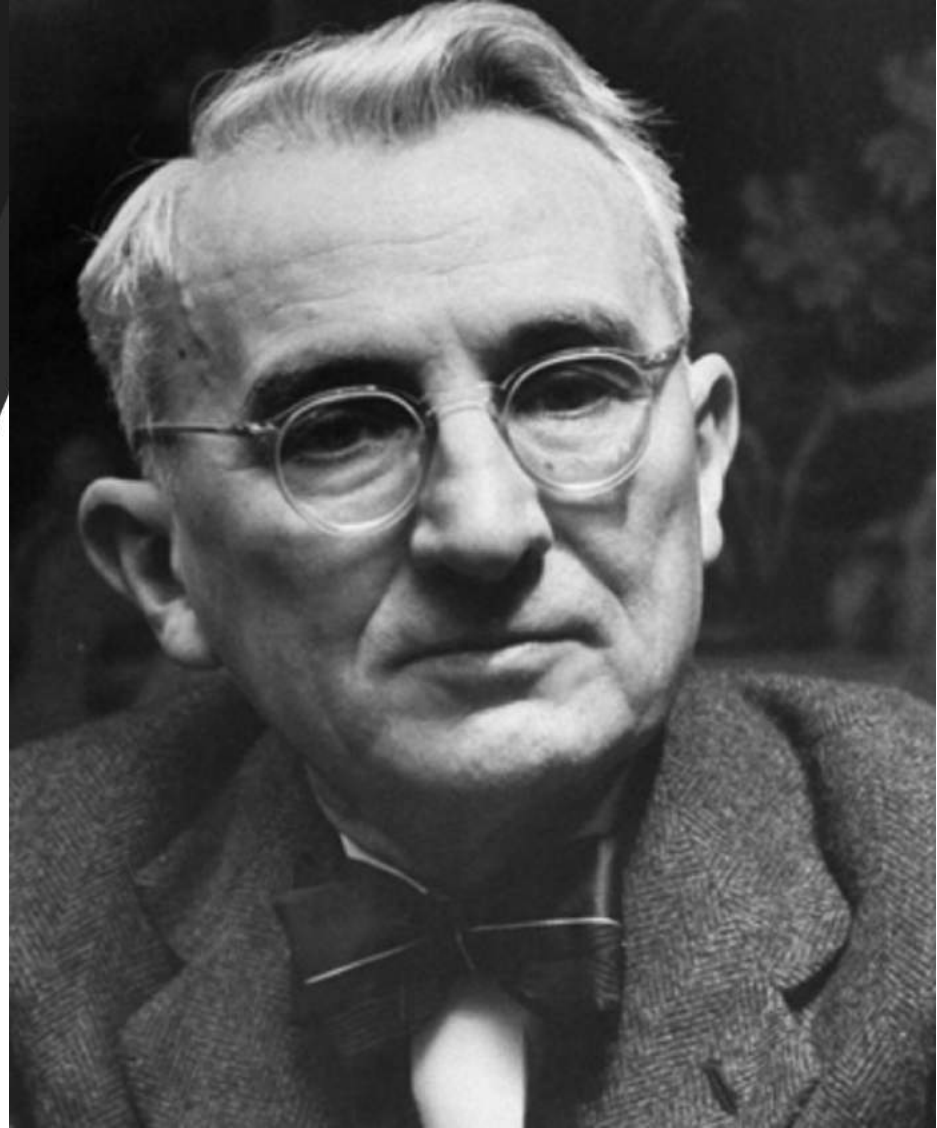


How using **personalization**
affects **donor conversion**



A person's name is,
to that person, the
**sweetest, most
important sound** in
any language.

- Dale Carnegie



I read this so you don't have to.

What's in a Name? A Complimentary Means of Persuasion

DANIEL J. HOWARD
CHARLES GENGLER
AMBUJ JAIN*

Three experiments demonstrate that remembering someone's name facilitates their compliance with a purchase request made by the rememberer. Experiment 1 shows that name remembrance increases request compliance, but name forgetting does not cause a decrease in compliance. Experiments 2 and 3 show that name remembrance is perceived as a compliment by the person remembered, which mediates compliance with the purchase request. Experimental manipulations of the likelihood of name remembrance (experiment 2) and need for self-enhancement (experiment 3) provide results consistent with a complimentary explanation for the findings.

Remember that a person's name is to that person the sweetest and most important sound in any language. (DALE CARNEGIE 1936, p. 83)

remembering and using customers' names (e.g., Futrell 1988; Marks 1991) but also suggests that doing so should result in an increase in sales (Levy and Weitz 1992; Witsman 1987) and general influence power (Carnegie 1936).



I read this so you don't have to.

What's in a Name? A Complimentary Means of Persuasion

DANIEL J. HOWARD
CHARLES GENGLER
AMBUJ JAIN*

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Remember that a person's name is to that person the sweetest and most important sound in any language. (DALE CARNEGIE 1936, p. 83)

After an initial introduction, it seems to be a common experience for people to "feel good" when someone remembers their names at a later point in time. Such a reaction is understandable in view of the argument that there is perhaps no personal possession as fundamental to the self as a person's name (Allport 1961). This series of studies will examine whether, and why, remembering someone's name facilitates persuasion, measured through compliance with a request made of the person remembered.¹

No empirical studies have yet examined the influence of name remembrance on cognitive, affective, or behavioral measures of the person remembered. Similarly, the literature outside memory processes (see Burton and Bruce 1992; Cohen 1990) has all but ignored the issue of a person's name as an important theoretical variable, with the exception of Allport (1937, 1961). However, discussions with sales personnel reveal that the importance of remembering customers' names is an accepted professional principal. The applied sales literature not only emphasizes the wisdom and importance of re-

membering and using customers' names (e.g., Futrell 1988; Marks 1991) but also suggests that doing so should result in an increase in sales (Levy and Weitz 1992; Witsman 1987) and general influence power (Carnegie 1936).

Despite the lack of empirical support for the effects of name remembrance on compliance behavior, there do appear to be theoretical grounds for expecting such an outcome. Such expectations are founded in the literature on the self-serving bias and reciprocal positive regard.

The self-serving bias is the tendency to perceive oneself in a favorable light, often by assuming personal responsibility for desirable outcomes and blaming undesirable, or even neutral, outcomes on situational factors (see Myers [1987] and Zuckerman [1979] for reviews). Such egocentric interpretations are observed across a broad range of social events, including perceptions of athletic (Myers 1987) and gambling outcomes (Glovich 1983), contributions to joint activities in dating and marital relationships (Ross and Sicoly 1979; Thompson and Kelley 1981), performances on scholastic exams (Arkin and Maruyama 1979; Griffin et al. 1983), acceptance and rejection of academic papers submitted for publication (Wiley, Crittenden, and Birg 1979), driving ability (Svenson 1981), ethical standards

*Daniel J. Howard is associate professor of marketing on the Marilyn and Leo F. Corrigan Endowment in the Edwin L. Cox School of Business, Southern Methodist University, Dallas, TX 75275. Charles Gengler is assistant professor of marketing at Rutgers University, Camden, NJ 08102. Ambuj Jain was assistant professor of marketing at Southern Methodist University at the time of this research. He is now managing partner at the WorldMark Group, Inc., Dallas, TX 75380.

¹We use the term "persuasion" in its literal sense: "to induce someone to believe or do something" (*Merriam-Webster's Dictionary*). Friestad and Wright (1994) have a similar view of persuasion as "presenting information designed to influence beliefs, decisions or actions" (p. 2). The studies reported here examine purchase request compliance behavior and thus can be viewed as studies of persuasion.

Key concept: Name recognition increases compliance.



Liking

One of the most recent definitions of liking used by psychologists is “*one’s immediate and positive emotional/and or behavioural response to a specific person*” (Montoya and Horton, 2004; Montoya et al, 2018).



How do we know if we like something or someone?

- ⌚ Smiling and laughter
- ⌚ Longer eye-contact
- ⌚ Self-touching (e.g. covering one's mouth with one's hand when looking at a picture)
- ⌚ Nodding
- ⌚ Leaning forward
- ⌚ Head/body orientation (e.g. people move their body to be aligned with what they are looking at)
- ⌚ Mimicking behavior



eBook acquisition funnel



HOOVER INSTITUTION

How has China grown in power—and what does it mean for the United States of America?

Get this crucial issue of *Strategika* for free.

What fueled the rise of China as an economic and political superpower—and what does that mean for the future of America? That is the question that this new issue of Hoover Institution's *Strategika* attempts to answer.

Edited by Victor Davis Hanson, this issue of *Strategika* contains three featured articles:

- "China Never Was a Superpower—and It Won't Be One Anytime Soon" by Gordon G. Chang
- "China's Tide Is High, but Is It at High Tide?" by Michael R. Auslin
- "From Trade War to Tech War to Cold War" by Niall Ferguson

Strategika is an ongoing publication of the Hoover Institution that analyzes ongoing issues of national security in light of conflicts of the past. When you request your free issue, you may also request an ongoing subscription to receive future issues, free of charge.

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HOOVER INSTITUTION

Thank you, friend!

Strategika will be in your email inbox in just a few minutes.

Before you go, we'd like to ask you one more thing...

This free resource is made possible by the generous support of those who, like you, believe in preserving a *free society* for America and the world.

Strategika is of utmost importance, because as the quote goes: "If we do not learn from history, we are doomed to repeat it."

The Hoover Institution is completely donor-funded, and we publish *Strategika* for free in hopes that we can help more Americans understand and appreciate the lessons that can be learned from history and applied to today's conflicts.

But to continue to do that, Hoover relies on generous support from donors like you.

Would you join us in this mission?

The Hoover Institution will use your investment to **promote and spread ideas that encourage a free society**. By supporting this work, you will leave your mark on American and world history for future generations.



Control

Treatment #1



Thank you, friend!

Strategika will be in your email inbox in just a few minutes.

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Thank you, Jeff!

Strategika will be in your email inbox in just a few minutes.

Before you go, we'd like to ask you one more thing...

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The Hoover Institution will use your investment **to promote and spread ideas that encourage a free society**. By supporting this work, you will leave *your mark* on American and world history for future generations.



83%

In Donations



Statistical Validity

	Treatment Name	Samples	Conversions	Conversion Rate	Relative Difference	Confidence
C	🔍 Control	1,425	24	1.7%	0%	
T1	🔍 Treatment #1	1,360	42	3.1%	83.4%	98.4%
	Total	2,785	66	2.4%		

This experiment has a required sample size of 901 in order to be valid. Since the experiment had a total sample size of 2,785, and the level of confidence is above 95%, the **experiment results are valid**.



Control

Your free eBook is on its way!

You will receive an email shortly with the condensed **How to Memorize Scripture eBook** to help you memorize God's Word! We are dedicated to helping people draw closer to Jesus Christ through discipleship and evangelism tools like this.

Here's something awesome about meditating on and memorizing God's Word. It doesn't just benefit you, but the blessing spills over into the lives of others. The Topical Memory System can impact the next person you come in contact with who also needs to hear about the hope-filled promises of Scripture.

The exponential power of discipling lies in the fact that each of us touches the lives of so many others, and the power of God's Word is that it never returns void. By getting this resource to hundreds of Christians, we can see its influence in thousands of lives.

Will you help us get this How to Memorize Scripture eBook into the hands of more Christians so that they are inspired and equipped to share God's Word with others? Thanks to today's technology, it's pretty efficient to distribute digital resources like these. **It only takes \$50 for 2,000 people to see this eBook.**

Can you make a financial gift today? Your gift of any amount will allow The Navigators to create both disciples and disciplers in schools, on military bases, college campuses, and other places where people are hurting and searching for hope.

The next believer who downloads this eBook and reinforces their memorization of Scripture could be the key to reaching an entire generation for Christ. Please make your most generous possible donation today! Your investment in Life-to-Life® discipleship is tax-deductible and can be made using the secure form below:

FUND ID #:23820452

\$25 \$50 \$75 \$100 \$ Other

Make this gift anonymous

SUBMIT

Treatment

Thank you, Kevin....your eBook is on its way!

We'd like to say thank you for taking the time and showing the intention to commit Scripture to memory. You will receive an email shortly with the condensed **How to Memorize Scripture eBook** to help you memorize God's Word!

Here's a little secret about why we're giving this eBook away to you, absolutely free of charge: Memorizing God's Word doesn't just benefit you—the blessing also spills over into the lives of others. Thank you for your desire to be equipped to give the unerring Word of God to the people you encounter each day.

If you think about how many people each believer encounters every day, you can realize the opportunity we have if we have God's Word written on our hearts and minds through memorization.

Since you have shown personal interest in memorizing Scripture, **would you prayerfully consider passing this gift forward** to bless more people who need encouragement by giving a generous gift today? Not only will your gift help fellow believers memorize Scripture, but you'll give them the ability to pass the Word of God on to others who don't know Jesus.

Thank you for giving people the tools to memorize Scripture!



But **be careful...**



Control

Mr. Johnson, thank you for pre-registering for "Civil Rights in American History"! On December 8, you'll be able to begin learning the true and honest story of America's quest to achieve justice.

Your pre-registration for your new free online course is complete. "Civil Rights in American History" will launch in December, and you're among the first students.

You'll soon receive special advance notification about the course release, plus limited-time offers only offered to pre-registered students.

With this free online course, you'll learn how civil rights are supposed to ensure that we are all treated fairly under the law, thus securing our natural rights to life, liberty, and property. And you'll examine the great challenges to the understanding and pursuit of justice and equality from the American Founding through today.

You may be asking, "Why would Hillsdale College produce this course and offer it for free?"

First, the study of civil rights in America is fundamental to understanding American government. Civil rights in America are essential to the protection of our natural rights and our freedom to lead our daily lives.

Second, the study is urgent because of a growing effort to discredit our nation's history as irredeemably flawed. This falsehood encourages division, silences free speech, and promotes tearing down and erasing our nation's history.

The goal is to teach Americans that our limited government and Constitution is incapable of securing just government and to convince us that it must be replaced with a radically different form.

This course will help you confront this false narrative and defend free government in America.

But promoting this new online course nationwide requires significant resources, making your support vital.

Will you partner with us to promote this course—especially to younger Americans—as well as expand our other efforts to reach and teach millions on behalf of liberty?

Our national educational outreach efforts include:

- Increasing the number of students taking free online courses like this one.
- Expanding the readership of *Imprimis*, Hillsdale's free digest of liberty.
- Teaching thousands of K-12 students by founding and supporting dozens of classical charter schools.
- Promoting constitutional education online through social media and over the air on the radio.

We cannot waste any time at this critical moment for America.

Today, your generous tax-deductible gift will help ensure that any citizen wishing to learn will have access, free of charge, to our online courses—including "Civil Rights in American History." And it will help us promote this course to the widest audience possible.

One other thing you should know...

We must accomplish all of its work while *refusing to accept one penny of government funding*—not even indirectly in the form of federal or state student loans and grants. NOT. ONE. PENNY.

That means we are **entirely dependent on the support of private citizens like you who understand the importance of education to liberty.**

Please make a generous, tax-deductible gift today. By doing so, you'll help promote this new free online course, as well as support the College's other outreach efforts that defend liberty through education. You can give using this secure form below:

Treatment - Multi Personalization

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24%
In Donations



Too much of a good thing is a bad thing





CONGRATULATIONS!

2011 CHAMPIONS

CHAMPIONS
69
36
62
34
62
38



2

FEMALE RE...
SONYA THOMAS

JOEY

Run Except B...
2

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2



A situation

What happens
with a donation

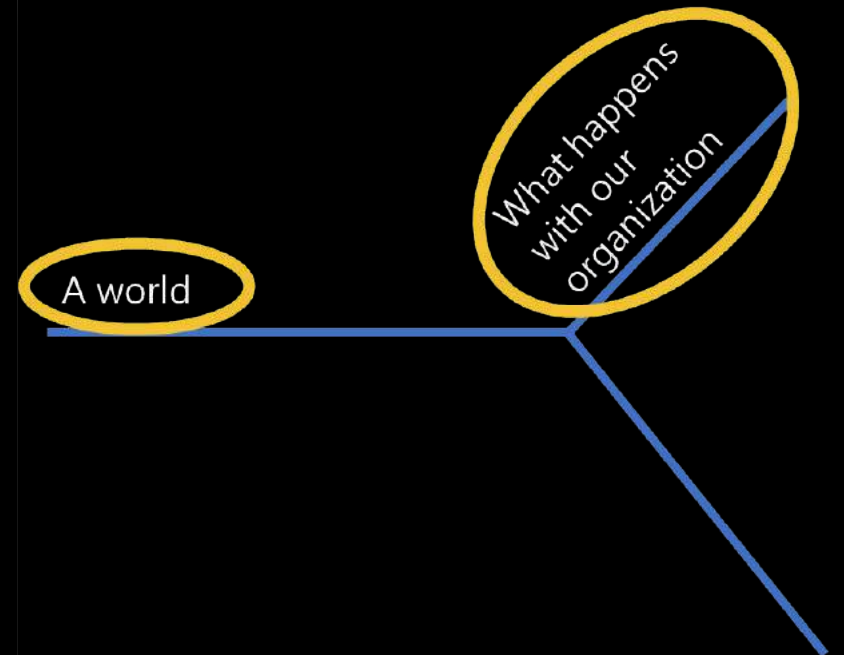
What happens
without a donation



Who we are



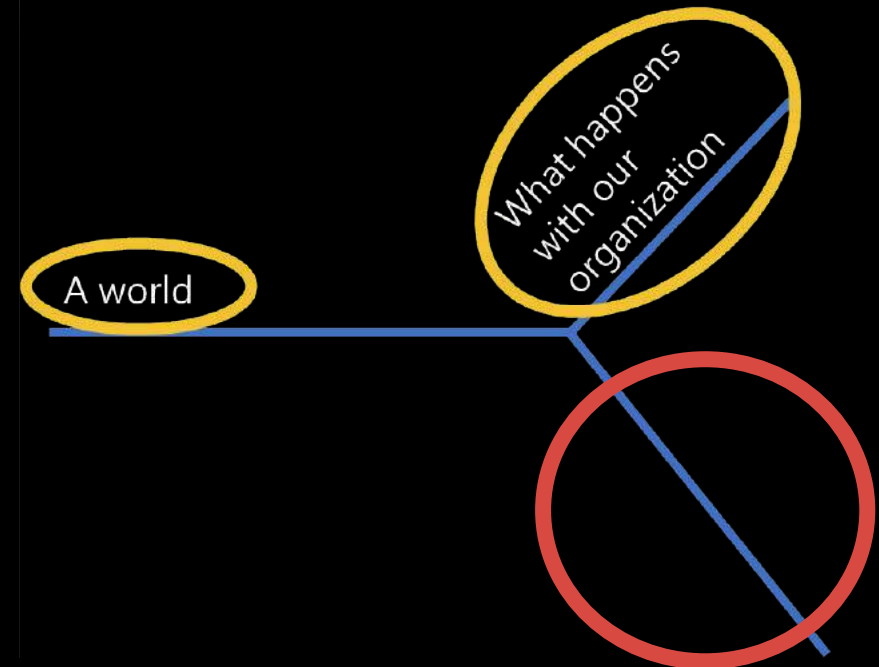
Buckner International is a ministry dedicated to the transformation and restoration of the lives we serve.



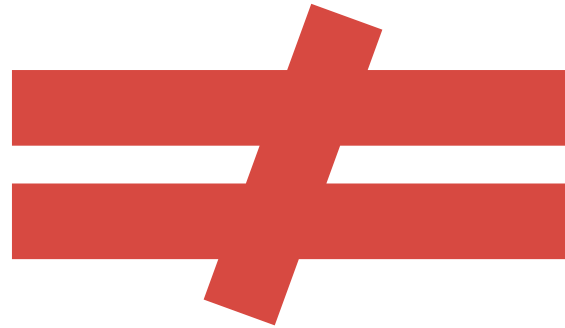
Who we are



Buckner International is a ministry dedicated to the transformation and restoration of the lives we serve.



What your organization does




The problem your
organization solves

Control

Welcome to Child Sponsorship!

Prison Fellowship International reaches out to stand in the gap for suffering children whose parents are imprisoned in some of the poorest countries in the world. Your monthly support for just \$35 will protect this child from the risks of trafficking, abuse, neglect, child labor — and show the life changing love of Jesus. Will you take just three minutes to change this child's story forever?

SPONSOR A CHILD



Adjo (TG-0545)
Adjo lives with her siblings in a mud brick dwelling in Togo. Adjo's mother struggles to care for her as her father is in prison. Adjo likes cycling and drawing. She likes the color yellow. As Adjo's sponsor, you help provide nutritious food, healthcare, and opportunities to experience God's love. Because you care, she will be able to go to school and learn skills for a brighter future instead of going to work at a young age. She wants to be a tailor someday.

YOUR DONATION

\$ 35.00


This month's donation will be processed immediately.
Beginning next month, the same amount will be processed on the date selected. 28th

Personalized Donation Page

The Next Three Minutes of Your Life Could Change 's Life for Eternity

You can stand in the gap for this suffering child, whose parent is imprisoned in one of the poorest countries in the world. Your monthly support for just \$35 will protect this child from the risks of trafficking, abuse, neglect, child labor — and show the life changing love of Jesus. Will you take just three minutes to change this child's story forever?

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Will you sponsor today? When you say yes, you will:

- Provide a caseworker who will ensure is supported and safe
- Ensure is never hungry
- Keep healthy through immunizations and important medical care
- Obtain a birth certificate or other critical identification for (without those it is nearly impossible to receive health care, a secondary education, or even a legal marriage when their older)
- Make sure has a safe place to live and stay healthy
- Remove any barrier from receiving an education, and so improve all of 's future opportunities
- Secure psychosocial care to heal the trauma that went through, preventing probable behavioral issues, future abuse, and exploitation
- Give the gift of the Gospel and show God's love firsthand

Will you take a moment to change 's life for eternity? You can start your 1-1 sponsorship by making a recurring monthly gift through this secure donation form.

YOUR

This month's donation will be processed immediately.
Beginning next month, the same amount will be processed on the date selected. 28th



69%
In Donations



Original Copy

FamilyLife
Published by Next After · March 31 at 11:38 AM

Maybe you've recently discovered time together isn't the same as connecting together. It's time to take closeness to the next level! Far more than a date box, these three you've-got-this nights get you really talking.

Reconnect with these creative, easy-to-follow moments. Each includes time to play a game together, watch a short video from marriage experts, kickstart intimate conversation, and get real on a spiritual level. Get ready to date deeper!



SHOP.FAMILYLIFE.COM
Get your date box here! » [Learn More](#)
Your box arrives complete with engaging videos, activities t...

Like Comment Share

Comment as FamilyLife

Value Proposition and Urgency Copy

FamilyLife
Published by Next After · March 31 at 11:39 AM

Do you date your spouse?

If you don't, you really should consider it. And here is why...


Dating your spouse tells them that they are a priority in your life. Obviously there are things in our life that take up our time - good things - like kids, careers, family, school, church. But by making your spouse a priority, these other things won't ever become more important. They may take more time, but they aren't more important. And that is critical to having a healthy home and family.

By dating your spouse, your marriage will be strengthened. You'll feel loved. You'll have a strong base so that when the challenges of life come, you will be in it together.

We know the importance of dating your spouse as well which is why we want to help you...

We've put together a resource for you that will get you started (or reignite) dating your spouse. The resource is a date box. This date box has all the things needed for a sweet night in together. It arrives complete with engaging videos, activities to help you understand each other, marriage tools to work true connection back into your marriage, and a beautiful hardcover devotional to bring the two of you closer to the Lord as a couple.

Don't put this off any longer. Start right now! Get this date box and start intentionally dating your spouse.



SHOP.FAMILYLIFE.COM
Dates that get you talking again [Learn More](#)
Your box arrives complete with engaging videos, activities t...

39%
In Clicks



Control

Main Child Sponsorship



Donate Sponsor a Child Become a Lamplighter



SPONSOR A CHILD

Give a Child the Gift of Life and Hope

Prison Fellowship International reaches out to help suffering children whose parents are imprisoned in some of the poorest countries in the world. By sponsoring the child of a prisoner you allow them to experience the life-changing love of Jesus.

Hae

Girl, 7 yrs old

📅 Jun 15

📍 Cambodia

SPONSOR



Donate Sponsor a Child Become a Lamplighter



SPONSOR A CHILD

Replace a devastating loss with a secure future

Your sponsorship helps put back together a child's life that was shattered when their parent went to prison. Through your monthly gift you can exchange the reality of child labor for a seat in a classroom, the gnaw of hunger for the comfort of nutrition, the loss of a parent with the knowledge that they are loved by their Father in heaven.

Teyeang

Boy, 7 yrs old

📅 Dec 14

📍 Cambodia

SPONSOR



25%

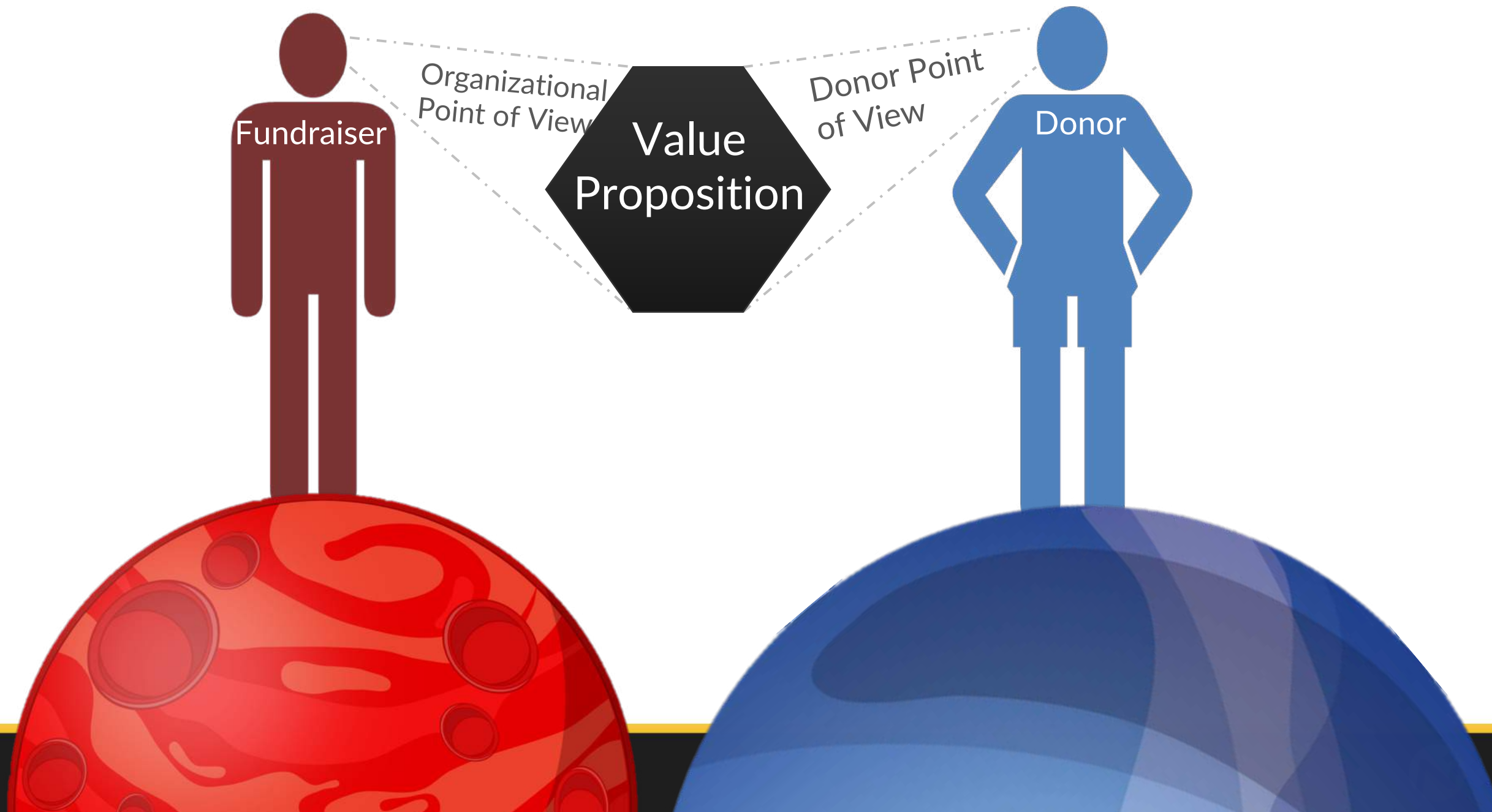
In Child Sponsored*

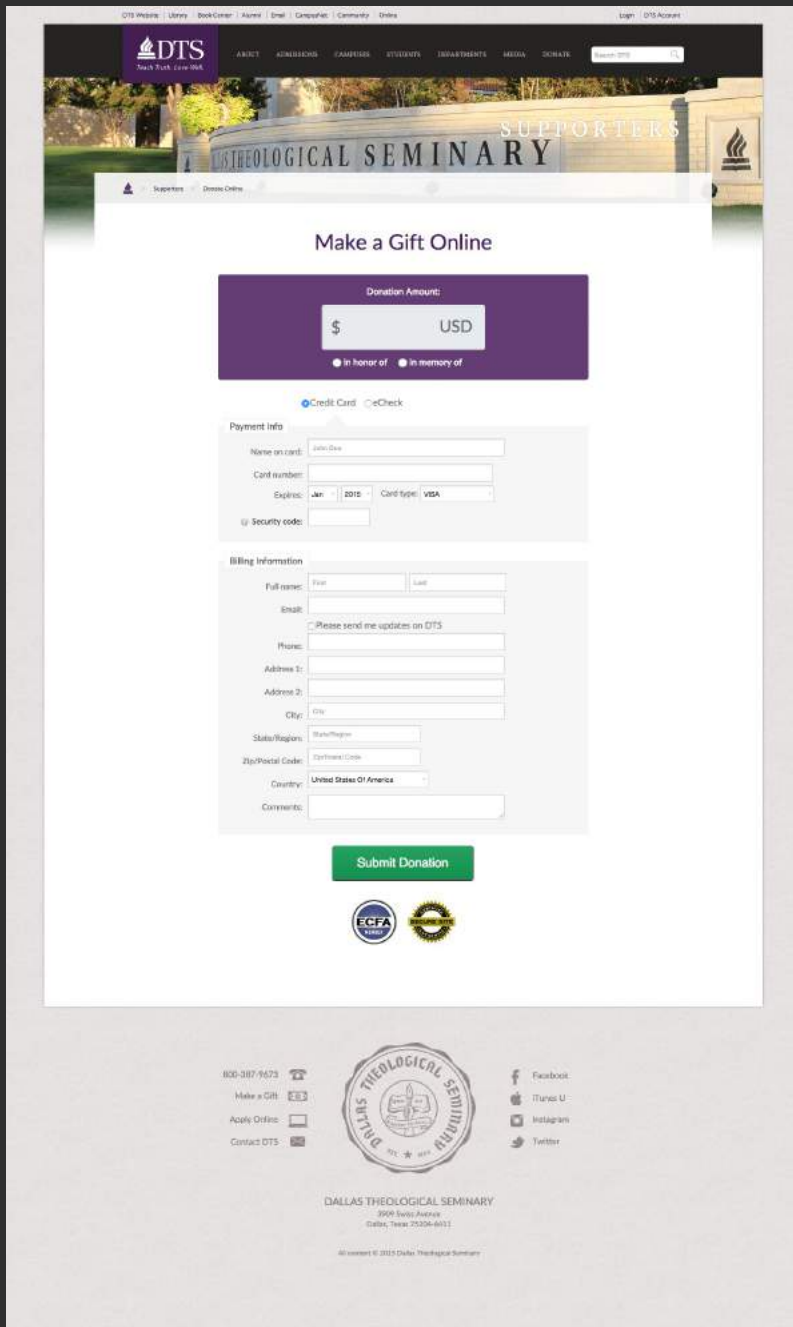
* Based a 52% statistical level of confidence



This is **really** difficult to
remember!







Fundraiser Sees:

- Clean design
- Minimal Copy
- Low Friction

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

The screenshot shows the Dallas Theological Seminary website. The header includes the DTS logo and navigation links. The main content area features a headline: "The world needs Biblical truth now more than ever." Below this is a paragraph of text explaining the seminary's mission and a quote from Chuck Seibel, DTS Chancellor & Pastor of Shepherd Community Church, P.O. Box 78. The text states: "My greatest fear for our church, or any church, is that neither is essential. Theology gives any ministry its stability. My training in theology at Dallas Seminary has been invaluable to me!"

Below the text is a "Duration Amount" section with a dropdown menu set to "\$" and "USD". There are radio buttons for "In honor of" and "In memory of".

The "Payment Info" section includes fields for "Name on card", "Card number", "Expires" (with "MM" and "YY" dropdowns), "Card type" (with "VISA" and "MC" dropdowns), and "Security code".

The "Billing Information" section includes fields for "Full name" (with "First" and "Last" dropdowns), "Email", "Phone", "Address 1", "Address 2", "City", "State/Region" (with "State/Region" dropdown), "ZIP/Postal Code", "Country" (with "United States Of America" dropdown), and "Comments".

A green "Submit Donation" button is located below the form. Below the button are logos for EDFA and another organization.

The footer includes contact information: "800.327.7673", "Make a Gift", "Apple Online", "Contact DTS", and social media icons for Facebook, YouTube, Instagram, and Twitter. The Dallas Theological Seminary logo is also present, along with the address: "DALLAS THEOLOGICAL SEMINARY, 2905 Stone Avenue, Dallas, Texas 75204-4411".

Organizational-Centric

The screenshot shows the Dallas Theological Seminary website with a prominent "Make a Gift Online" form. The form is titled "Make a Gift Online" and includes a "Donation Amount" field with a currency selector set to "USD". Below this, there are radio buttons for "Credit Card" (selected) and "Check". The form is divided into sections: "Payment Info" (Name on card, Card number, Expires, Card type, Security code), "Billing Information" (Full name, Email, Phone, Address 1, Address 2, City, State/Region, Zip/Postal Code, Country), and a "Comments" field. A green "Submit Donation" button is at the bottom. The footer contains contact information, social media links, and the seminary's name and address.

Donor-Centric

The screenshot shows the Dallas Theological Seminary website with a donor-centric message. The headline reads "The world needs Biblical truth now more than ever." Below this, there is a paragraph of text and a quote from Chuck Seibel, DTS Chancellor & Pastor of Standard Community Church, Texas, TX. The quote says: "My greatest fear for our church, or any church, or any nation, is omission. Theology gives any ministry its soul. My training in theology at Dallas Seminary has been invaluable to me!" The message concludes with "DTS teaches the whole Bible" and "More than 15,000 alumni now preach, teach, and live out the Gospel throughout the world." A call to action says "Help teach the Bible to a world that needs it. Make your gift to DTS today." A large green arrow points upwards from the bottom of the page towards the "187% In Donations" text. The footer contains contact information, social media links, and the seminary's name and address.

187%
In Donations



Fundraiser Sees:

- Professional
- Polished
- Nicely designed

Donor Sees:

- Marketing

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/t/2017-07/index.php?>

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

Have a great week!

May God bless you,
Dennis

Fundraiser Sees:

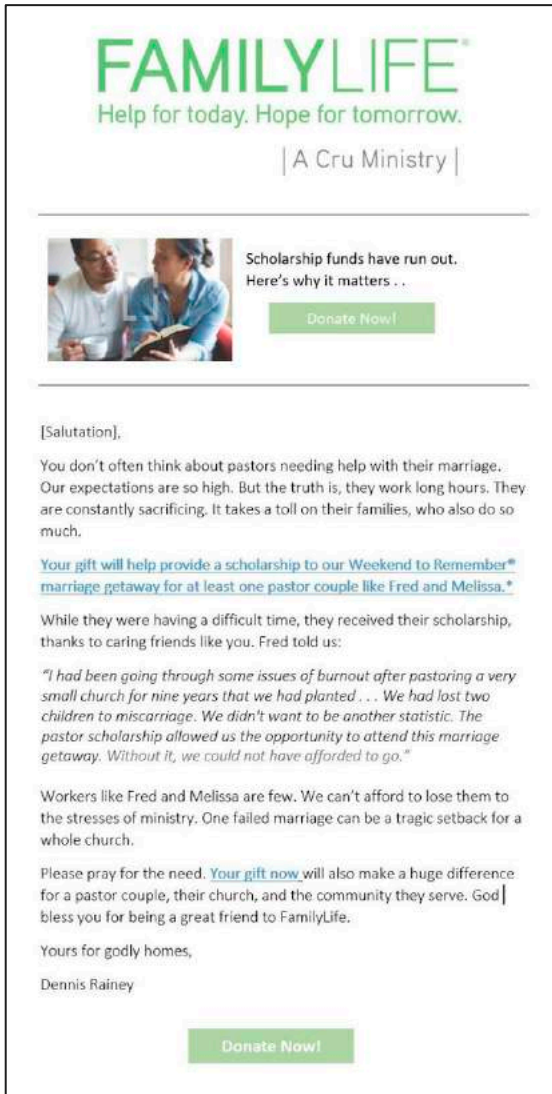
- Unprofessional
- Boring
- Plain

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 . . .

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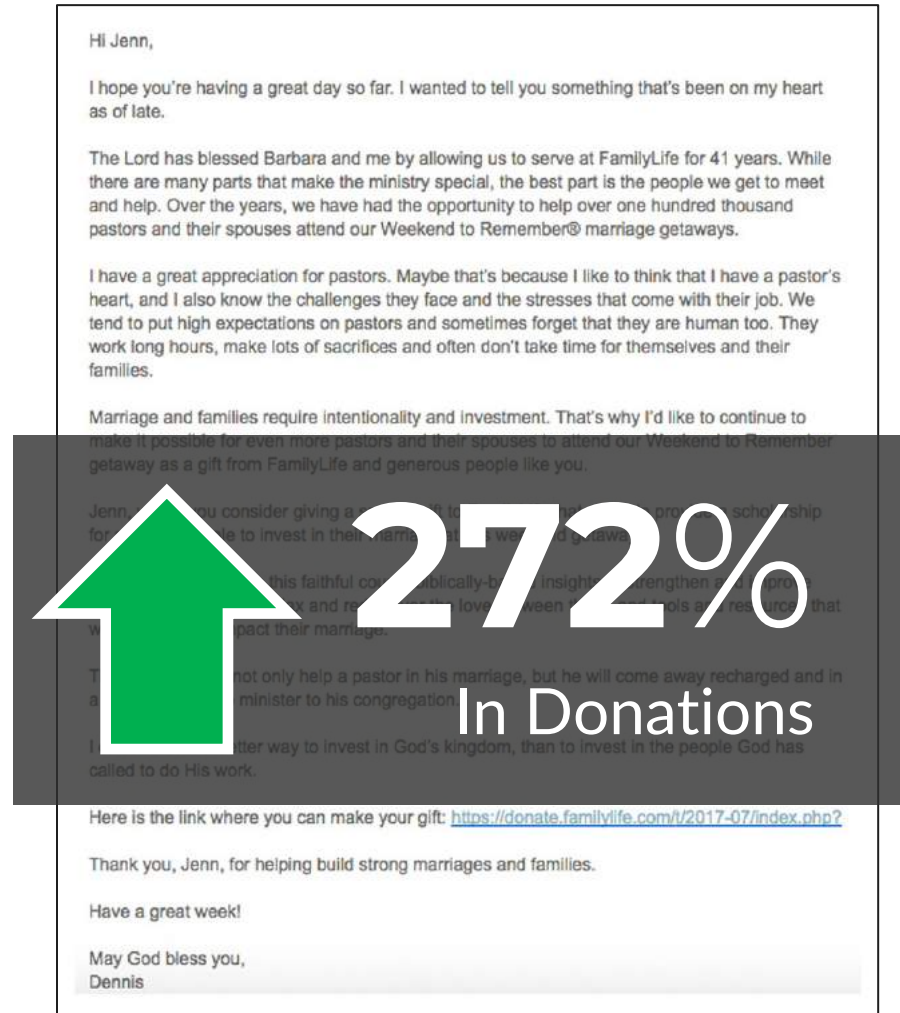
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Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,
Dennis

272%
In Donations



How you present the
problem could be the
difference



How **recontextualizing** the
problem affects **donor**
conversion





Dear Joel (test),

Thank you for deeply caring for children in poverty. Before we ask anything of you, we want to say that we're praying for you. In this season of uncertainty, know that we are lifting up all of our Compassion family to the Lord.

Did you know there are still nearly 385 million children living in extreme poverty — on less than \$1.90 per day? And did you know that most of those children do not have access to essential resources like basic nutrition, health care or educational support?

Today we would like to give you the opportunity to shine the light of hope in a new way for those children. Would you consider [donating to Compassion's Where Most Needed Fund?](#)

\$100

\$250

\$500

\$1000

OTHER

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OTHER

When you give to the Where Most Needed Fund, your donation is put into a general fund that will be used to provide the essential needs faced by children in poverty. Through this fund, children receive healthy food to fight malnutrition, vaccinations to prevent disease, school supplies and much, much more. Your tax-deductible donation will be used to meet children's greatest, most immediate needs.

Thank you again for being a light in the world. You are helping to release children from poverty in Jesus' name!

Rick Davis
Vice President, USA
Compassion International

P.S. Thank you for your continued ministry to children in poverty. If there's any way we can pray for you during this time, please let us know by emailing ciinfo@us.ci.org or sharing your prayer requests on [Compassion's Prayer Wall.](#)





Hi Joel (test),

I wanted to take a minute and thank you for being a Compassion sponsor. Your monthly donation brings the hope of Christ to Wayne, and I'm grateful that you faithfully give.

Before we ask anything of you, we want to say we're praying for you. In this season of uncertainty, know that we are lifting up all of our Compassion family to the Lord.

Here's something you might not know, though: Sponsorship doesn't cover every need that Wayne and his family and friends encounter. As we work in 25 countries around the world, each day brings a new host of issues — from unplanned medical needs to disaster relief when a hurricane or earthquake strikes.

We know that these unplanned needs will occur — which is why we ask our sponsors to give a little extra each year to help cover these costs. I'm looking for 17 more sponsors to contribute to the Where Most Needed Fund this month, and I wanted to reach out to you, Joel (test), to see if you'd be able.

Would you consider giving a gift to help cover additional needs for Wayne and our other sponsored children around the world? By doing so, you'll help meet critical needs both today and tomorrow.

If you'd be willing to help me close out this goal of 17 sponsor gifts, I'd be so appreciative. Just select an amount below.

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\$1000

OTHER



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Control



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Treatment #1



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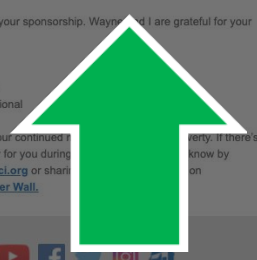
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101%
In Donations



Statistical Validity

	Treatment Name	Samples	Conversions	Conversion Rate	Relative Difference	Confidence
C	🔍 Control	10,000	73	0.73%	0%	
T1	🔍 Treatment #1	10,000	147	1.5%	101.4%	99.9%
	Total	20,000	220	1.1%		

This experiment has a required sample size of 1,526 in order to be valid. Since the experiment had a total sample size of 20,000, and the level of confidence is above 95%, the **experiment results are valid.**



How can we see things
through a donor's eyes?



...become one!



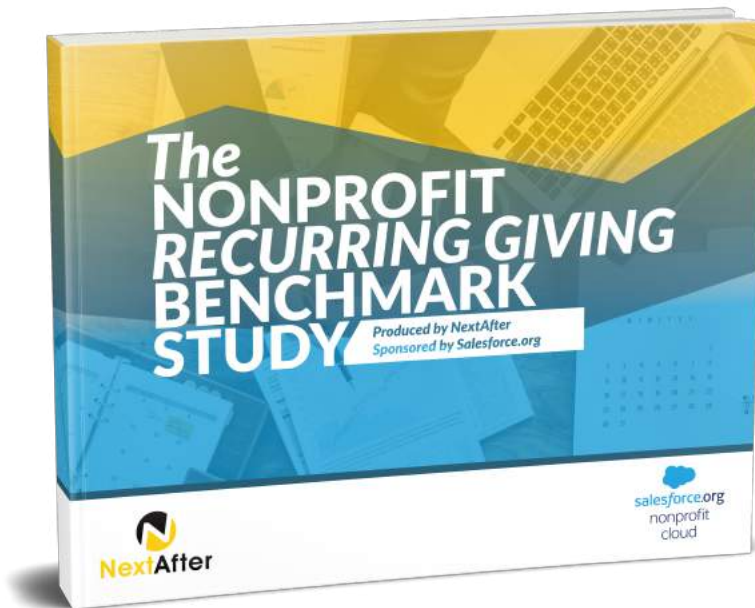
4500+ COMMUNICATION TOUCHPOINTS.

115 NONPROFIT ORGANIZATIONS.

3 DIFFERENT DONOR TYPES.

2 CARDS LOST/CANCELED.

1 STUDY.



recurringgiving.com





630 ORGANIZATIONS
585 ONLINE DONATIONS
535 EMAIL SIGNUPS
5,976 EMAILS
9 COUNTRIES

globalonlinefundraising.com



4500+

115

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



1

recurringgiving.com



How communal language
affects donor conversion



Communal vs. Transactional Language



Transactional



Communal

Communal vs. Transactional Language



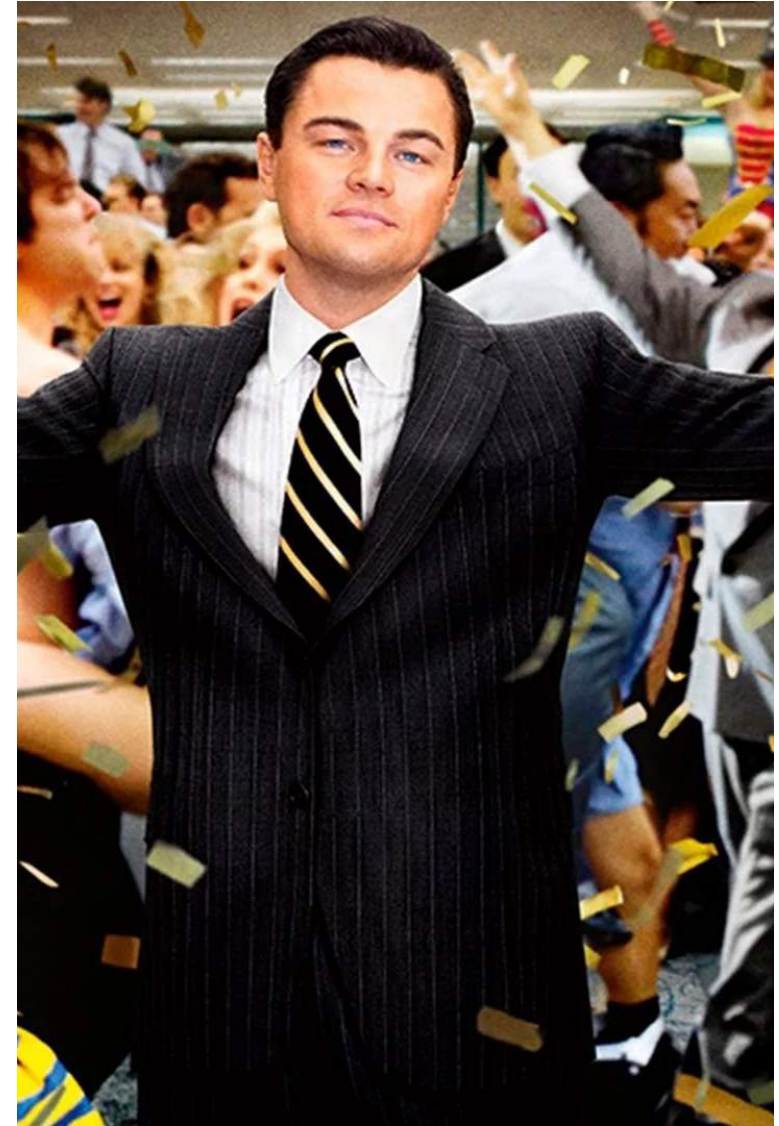
Transactional



Communal

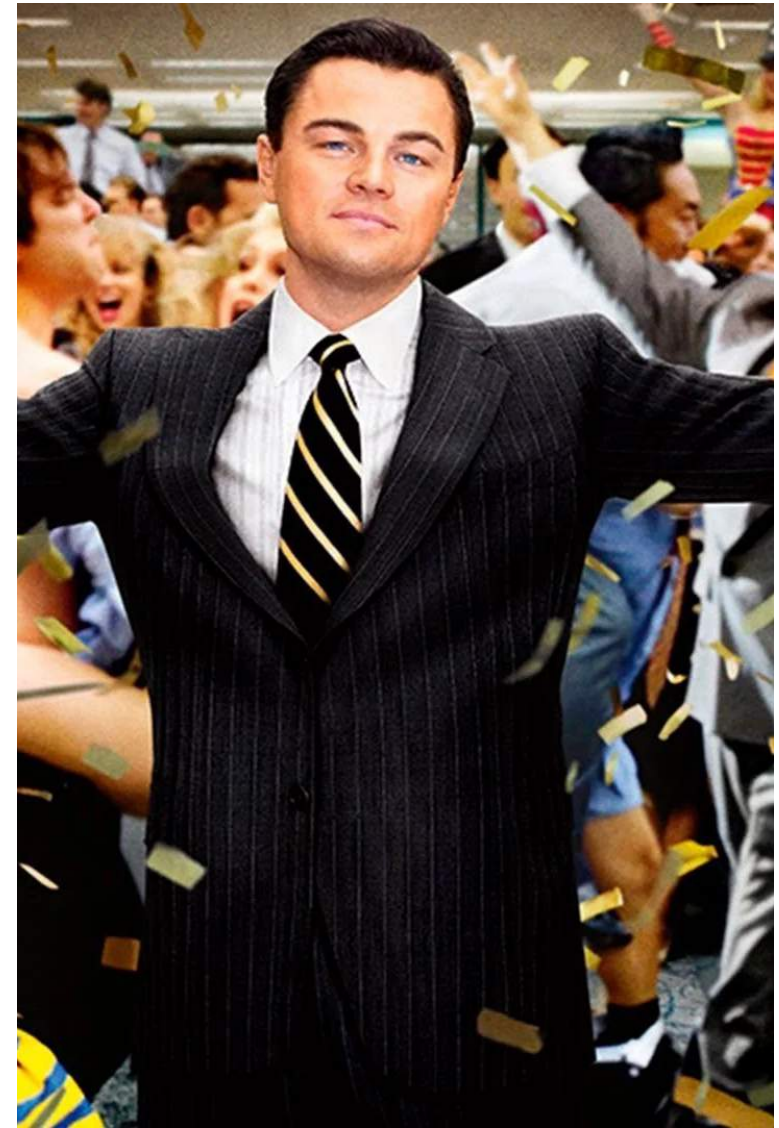
Transactional Relationships

- Cost and benefit is considered.
- Each action is expected to be matched and returned.



Transactional Relationships in Fundraising

- Premiums unrelated to the mission
- Promoting the brand above all else
- Using transactional language



3

Donations needed
this hour to reach our goal!

Your donation will be matched, dollar for dollar, thanks to a \$30,000 gift from the CaringBridge Board of Directors.



[Donate to CaringBridge now »](#)



Communal Relationships

- More like friendships in nature
- Both parties are mutually invested
- Genuine concern is shown for the wellbeing of another



Communal Relationships in Fundraising

- Make the donor feel good unconditionally.
- Add value for the donor in the communication.
- Bring *them* into the communication.



3

Donations needed
this hour to reach our goal!

You've been such a great friend by staying connected through CaringBridge. If it's not too much to ask, would you consider giving today so that our Board of Directors can match your gift?



[Donate to CaringBridge now »](#)



Control

3

Donations needed
this hour to reach our goal!

Your donation will be matched, dollar for dollar, thanks to a \$30,000 gift from the CaringBridge Board of Directors.

Donate to CaringBridge now »

Treatment #1

3

Donations needed
this hour to reach our goal!

You've been such a great friend by staying connected through CaringBridge. If it's not too much to ask, would you consider giving today so that our Board of Directors can match your gift?

Donate to CaringBridge now »

58%

In Donations



Statistical Validity

	Treatment Name	Samples	Conversions	Conversion Rate	Relative Difference	Confidence
C	🔍 Control	136,769	131	0.10%	0%	
T1	🔍 Treatment #1	145,793	221	0.15%	58.3%	99.9%
	Total	282,562	352	0.12%		

This experiment has a required sample size of 30,697 in order to be valid. Since the experiment had a total sample size of 282,562, and the level of confidence is above 95%, the **experiment results are valid**.



We don't know what
works!

(and you don't have to, either)



We don't know what
works...but we know how
to find out.



Questions?



Thank you!



Jeff Giddens
NextAfter
jeff@nextafter.com
214.799.8450

