

GUEST SPEAKER WEBINAR

7 WAYS TO OPTIMIZE YOUR FUNDRAISING EMAILS



Brady Josephson
Managing Director,
NextAfter



About CanadaHelps



Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps.org builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, Canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED
SINCE 2000

\$1 BILLION
RAISED

2 MILLION
DONORS

21,800
CHARITY
PARTNERS

Guest Presenter – Brady Josephson



Brady Josephson Managing Director – NextAfter



Brady is the Managing Director of the NextAfter Institute where he performs original research, develops evidence-based resources, and provides data-driven training to help organizations raise more money online to fund their life-changing work. A charity nerd, adjunct professor, and international speaker, his thoughts have been featured in *The Huffington Post*, *NPR*, *CBC*, and *The Chronicle of Philanthropy*, among others.

7 WAYS YOU CAN OPTIMIZE YOUR FUNDRAISING EMAILS

CANADAHELPS | @BRADYJOSEPHSON | BRADY@NEXTAFTER.COM




BUT FIRST... A QUIZ.




Experiment #1

A



| 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!

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

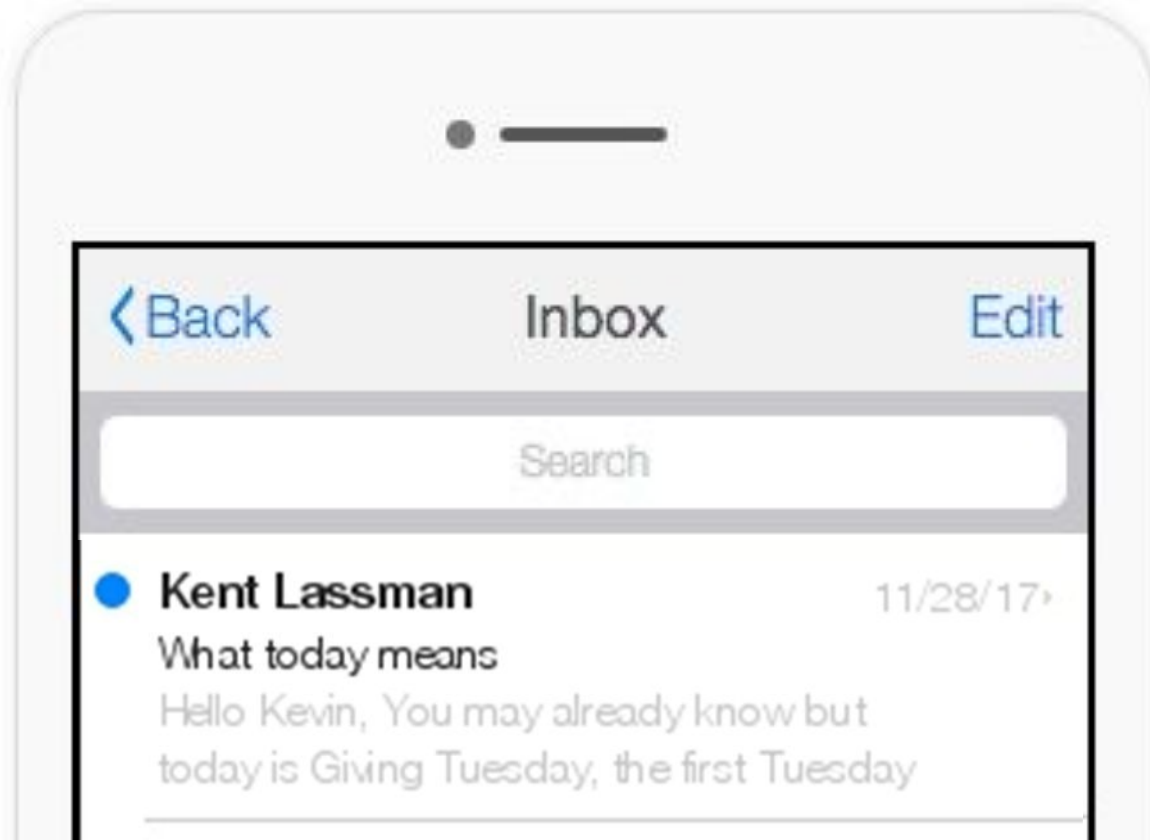
Have a great week!

May God bless you,
Dennis

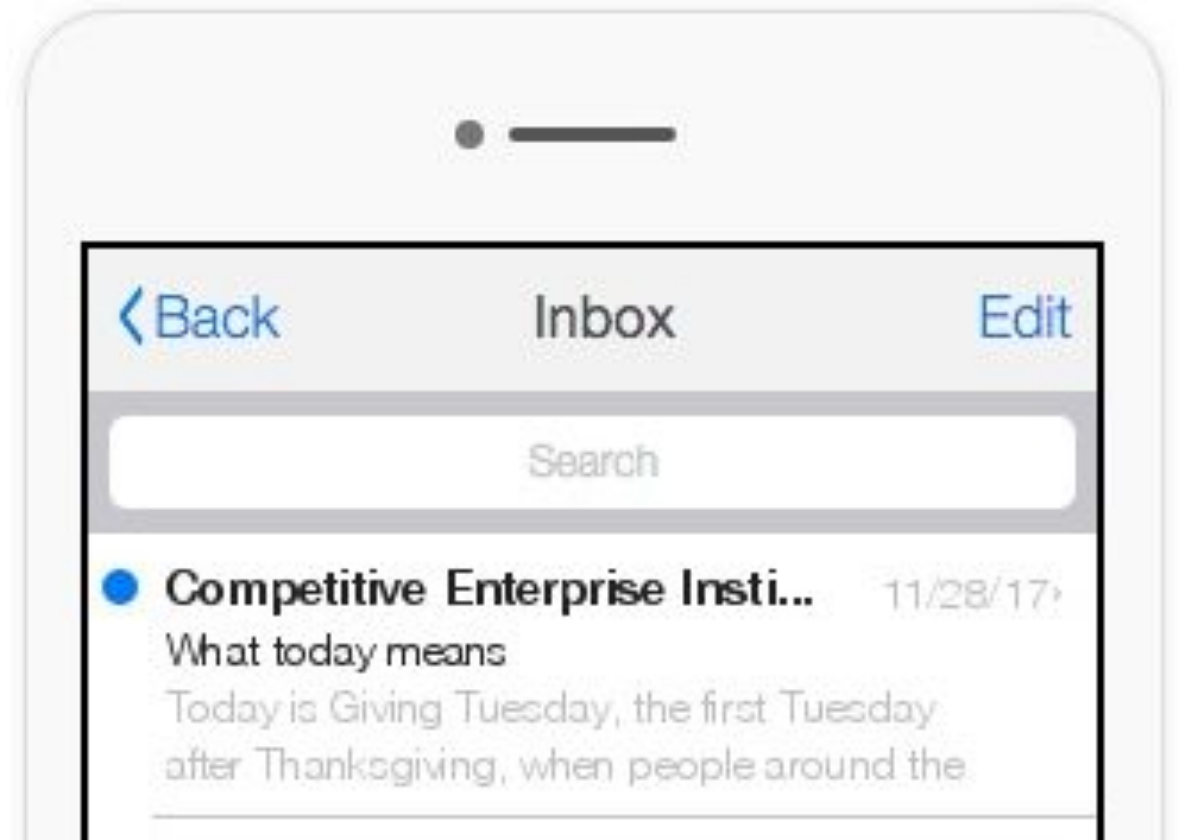


Experiment #2

A

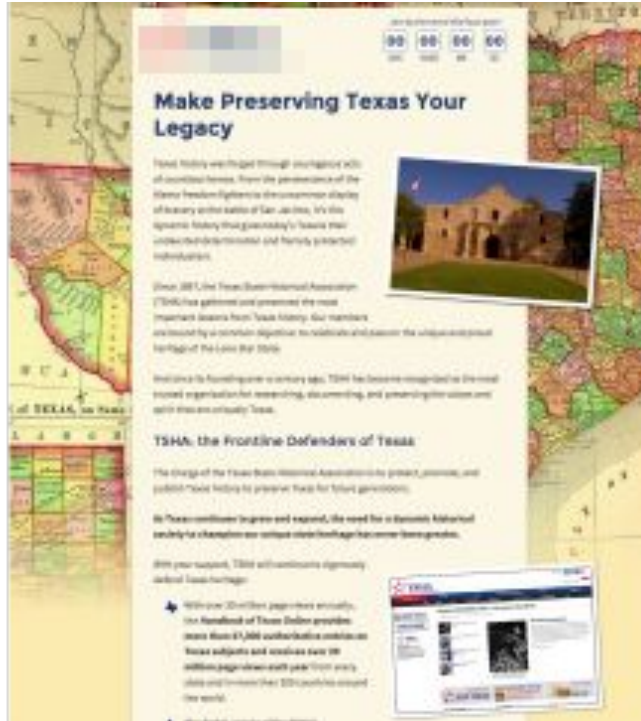


B



Experiment #3

A



B




HOW DID Y'ALL DO?




Experiment #1

A



| A Cru Ministry |



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Dennis



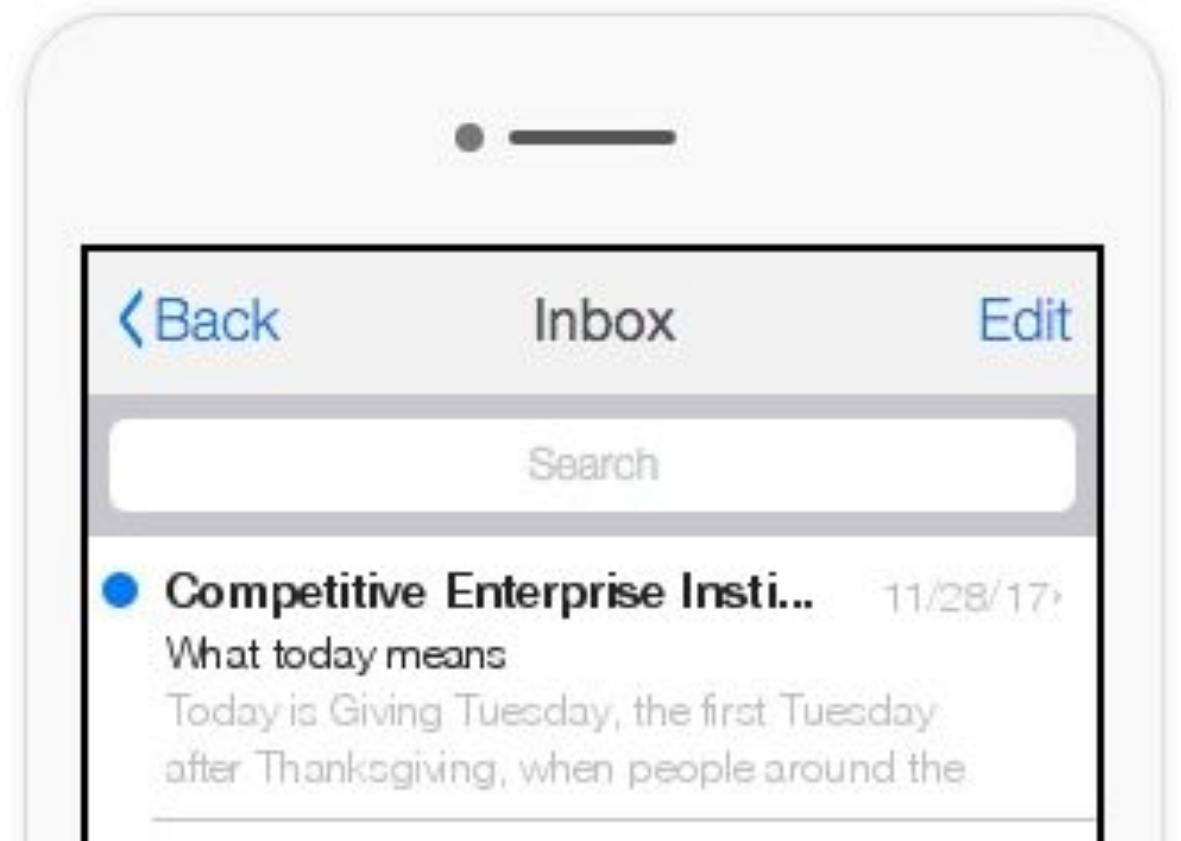
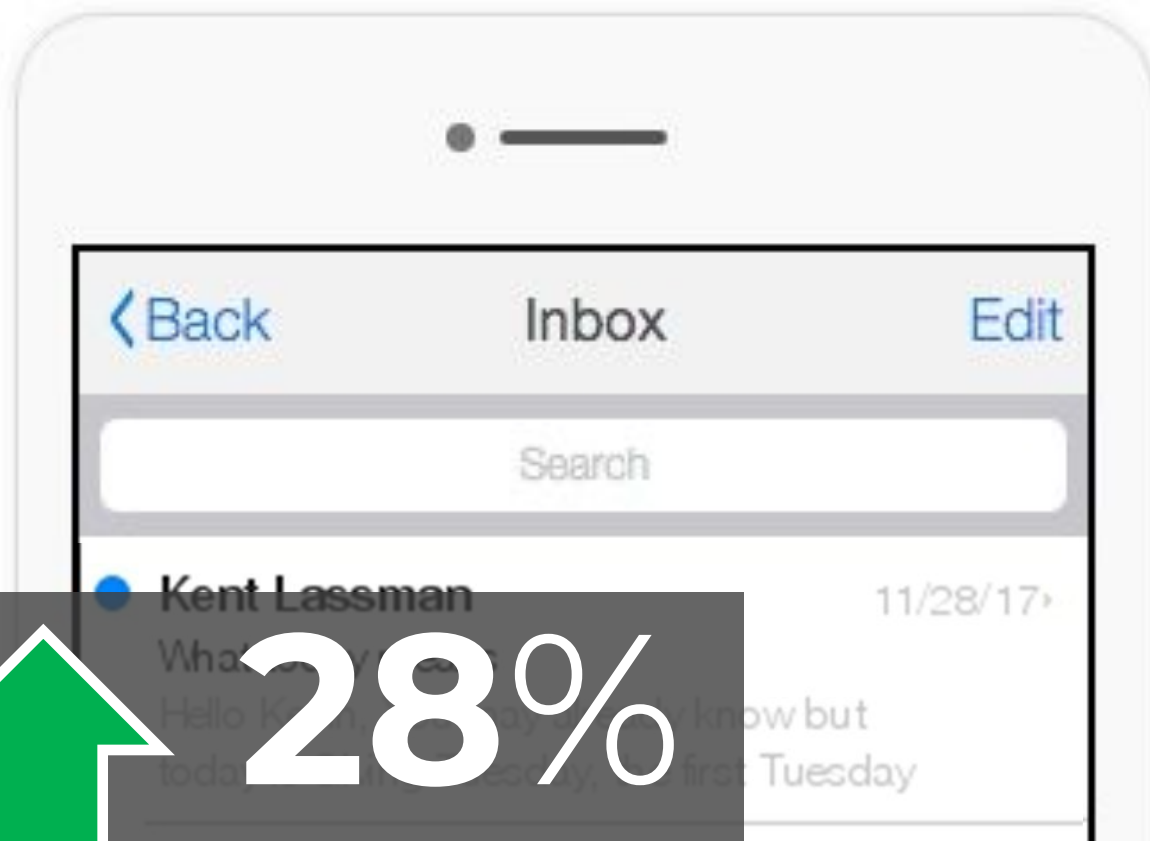
272%
DONATIONS



Experiment #2

A

B



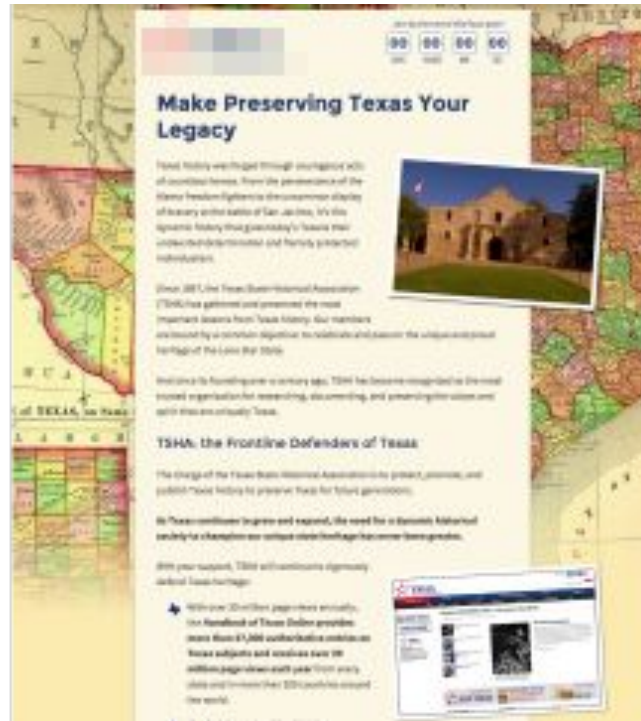
28%

In Email Opens



Experiment #3

A



B

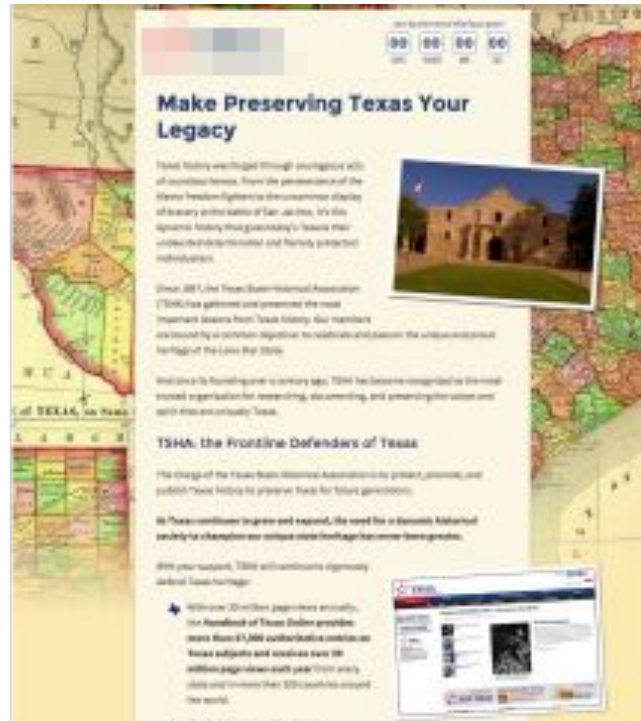


71.4%
In Clickthrough Rate



Experiment #3

A



B



81%
In Donations



Y'ALL DON'T KNOW.



Y'ALL DON'T KNOW.
BUT NEITHER DO I.





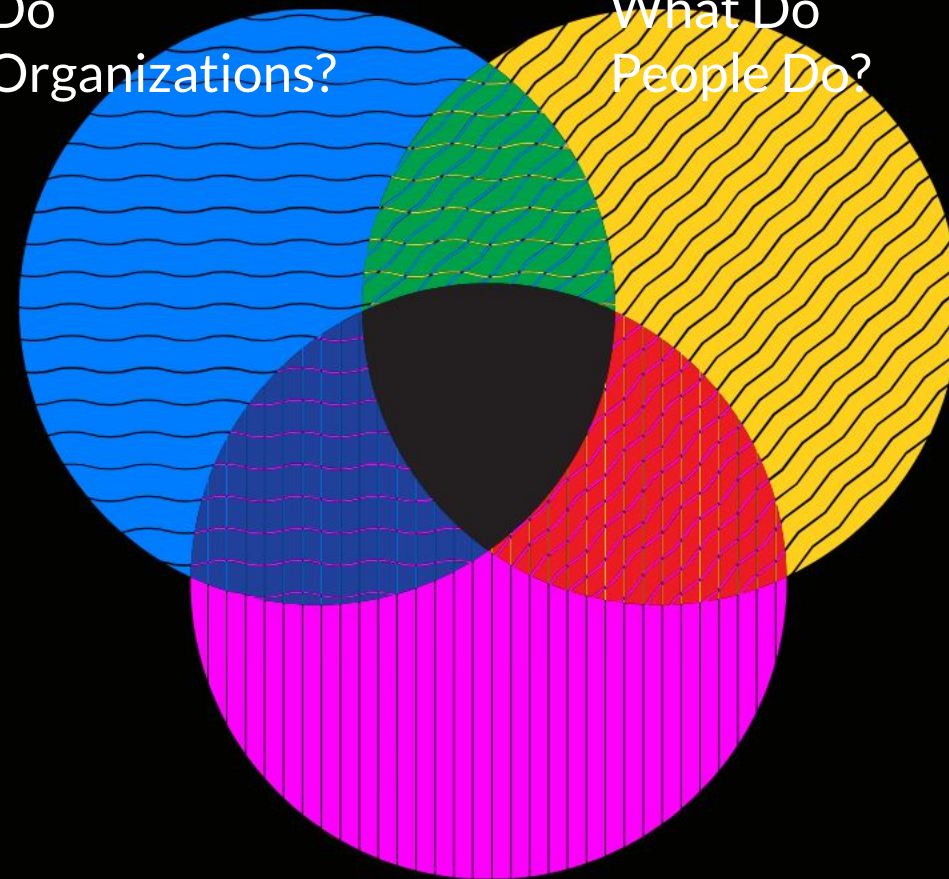
**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

OUR MISSION

Learn more at nextafter.com

Forensic
research What
Do
Organizations?

APPLIED
research
What Do
People Do?



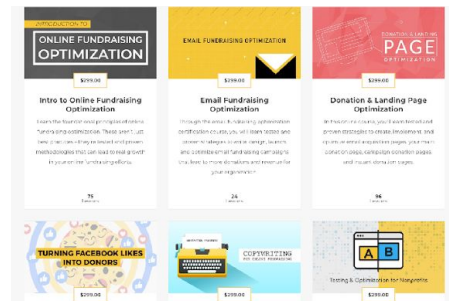
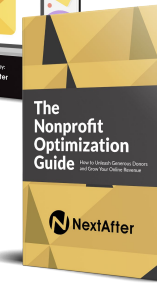
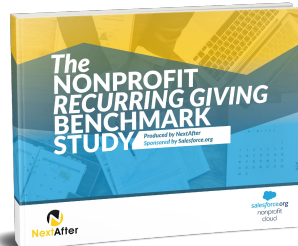
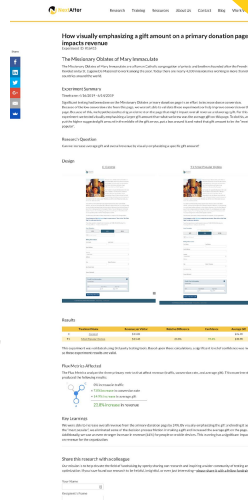
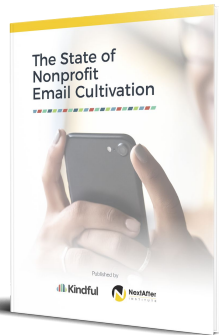
ACADEMIC research
What Could/Should People Do?

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

RESEARCH

RESOURCES

TRAINING



NEXTAFTER.COM/INSTITUTE



A FEW **HIGH LEVEL LESSONS** LOOKING
ACROSS OUR RESEARCH...



THE MORE **PERSONAL** LOOKING, SOUNDING,
AND FEELING AN **EMAIL** IS THE MORE LIKELY
YOU ARE TO GET DONATIONS.



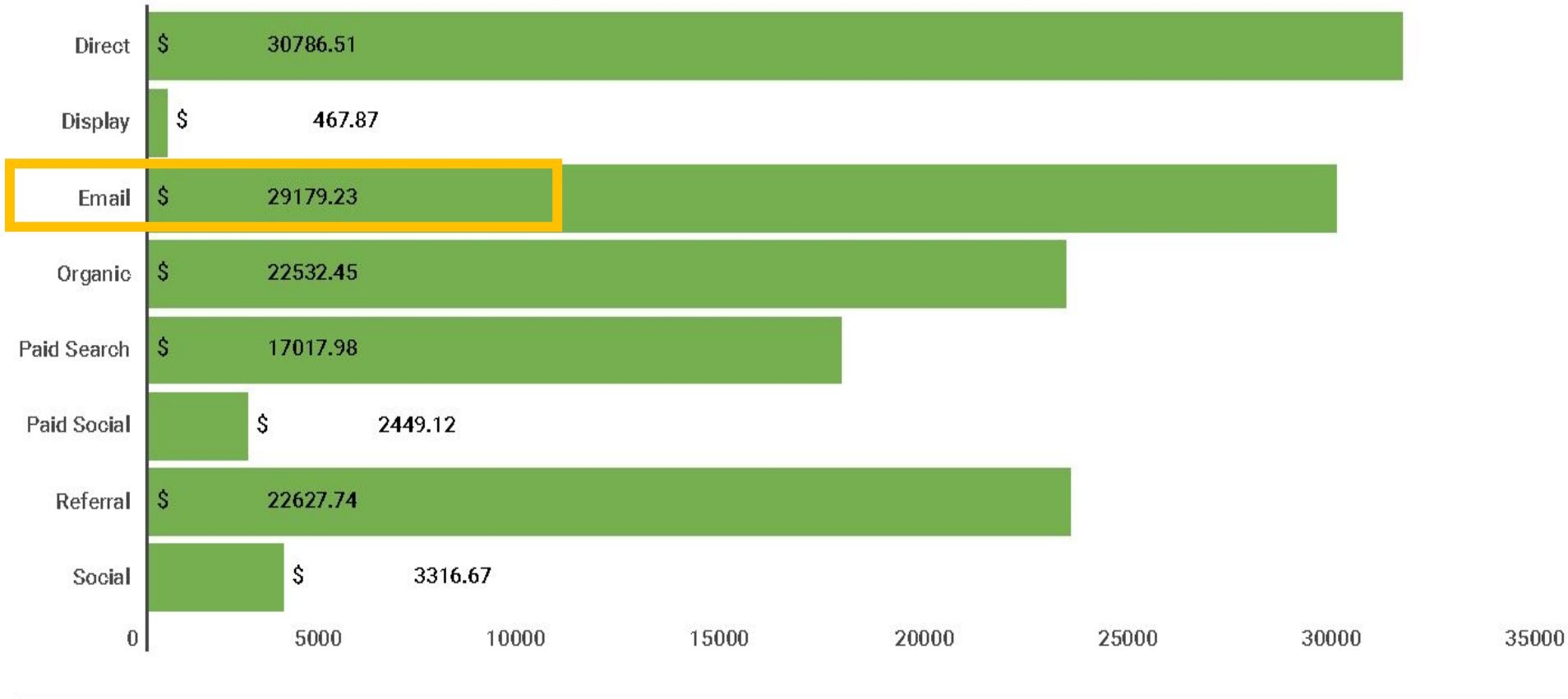
**YOU NEED TO OPTIMIZE FOR DONATIONS.
NOT JUST CLICKS OR OPENS.**



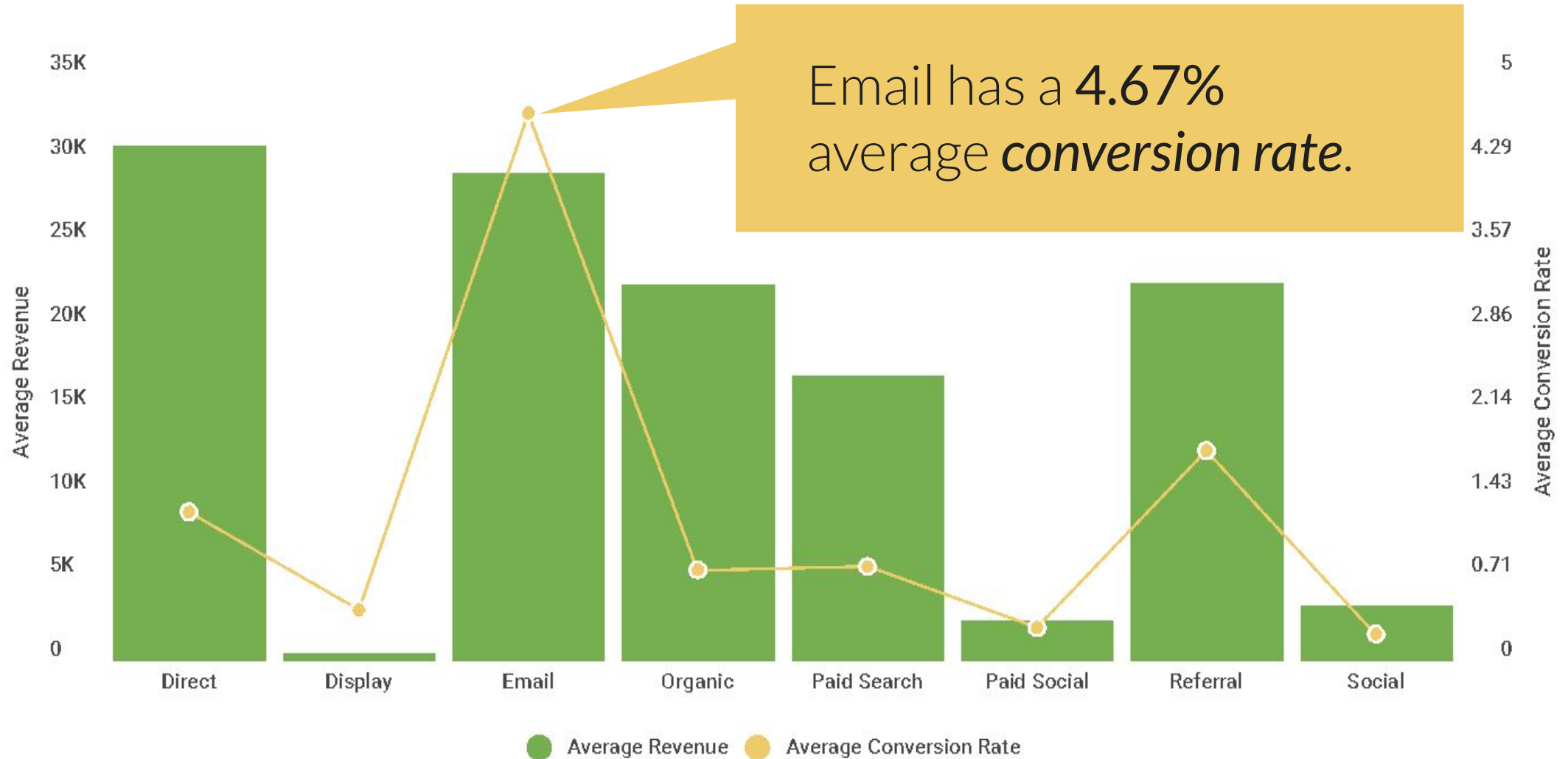
THE MORE (GOOD) EMAILS YOU SEND
TO MORE (ENGAGED) PEOPLE THE
MORE MONEY YOU'LL RAISE ONLINE.



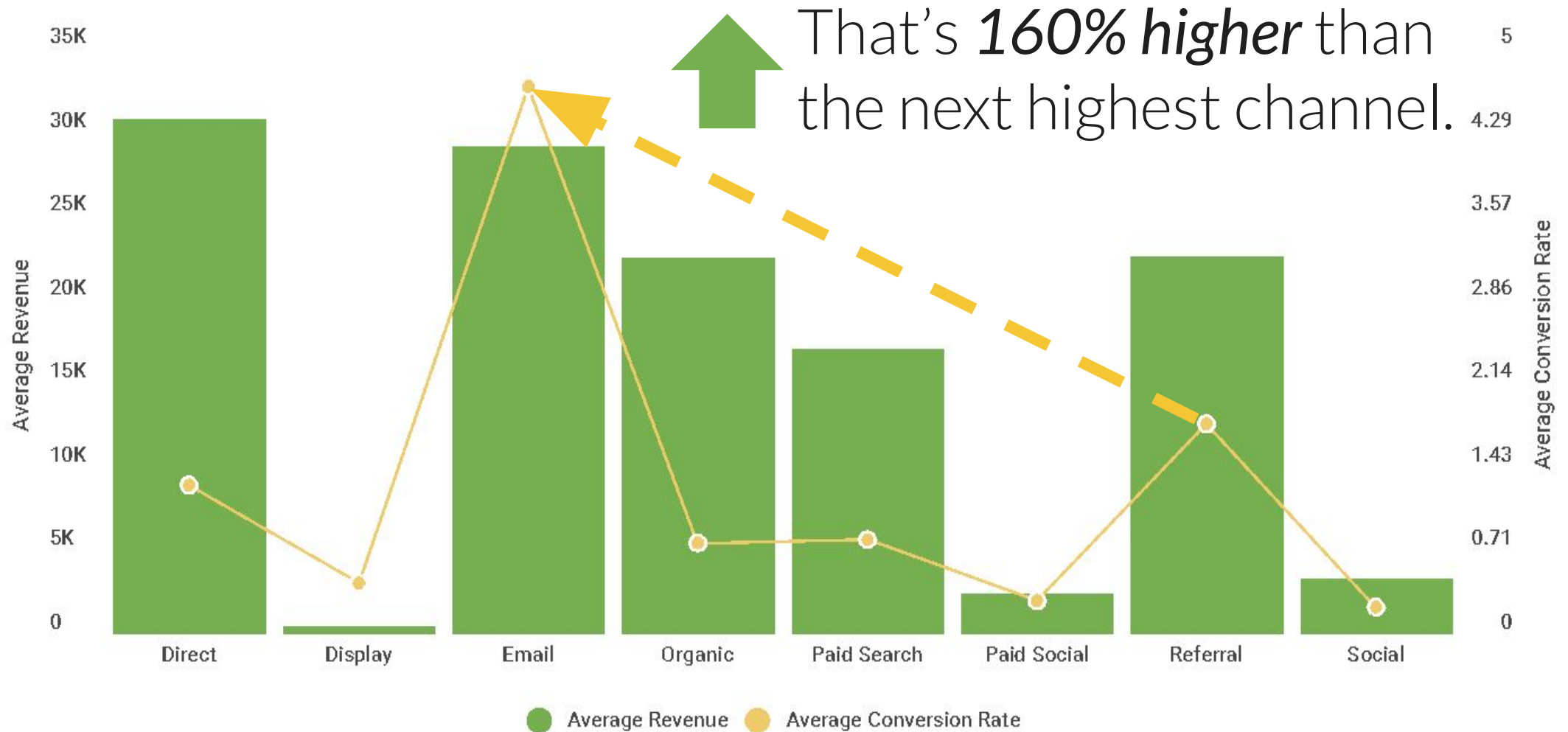
Average Revenue Per Channel



Average Conversion Rate Per Channel



Average Conversion Rate Per Channel



WHAT ABOUT NOW AND
WITH COVID-19?



COVID-19 CANADIAN CHARITY FUNDRAISING RESPONSE RESOURCE .

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)



COVID-19

Canadian Charity Fundraising Response

Canadian Charity Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the COVID-19 pandemic?"

This has been one of the most common questions being asked by Canadian charity fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find Canadian COVID-19 related email volume, online giving trends, and examples and resources to help you improve your fundraising.

Our hope is that you'll find it useful as you navigate these uncertain times.

- The Care2, CanadaHelps, Charity Village, and NextAfter Teams

What would you like to see?

[Online Giving Trends](#)

[Email Trends & Examples](#)

[Resources](#)

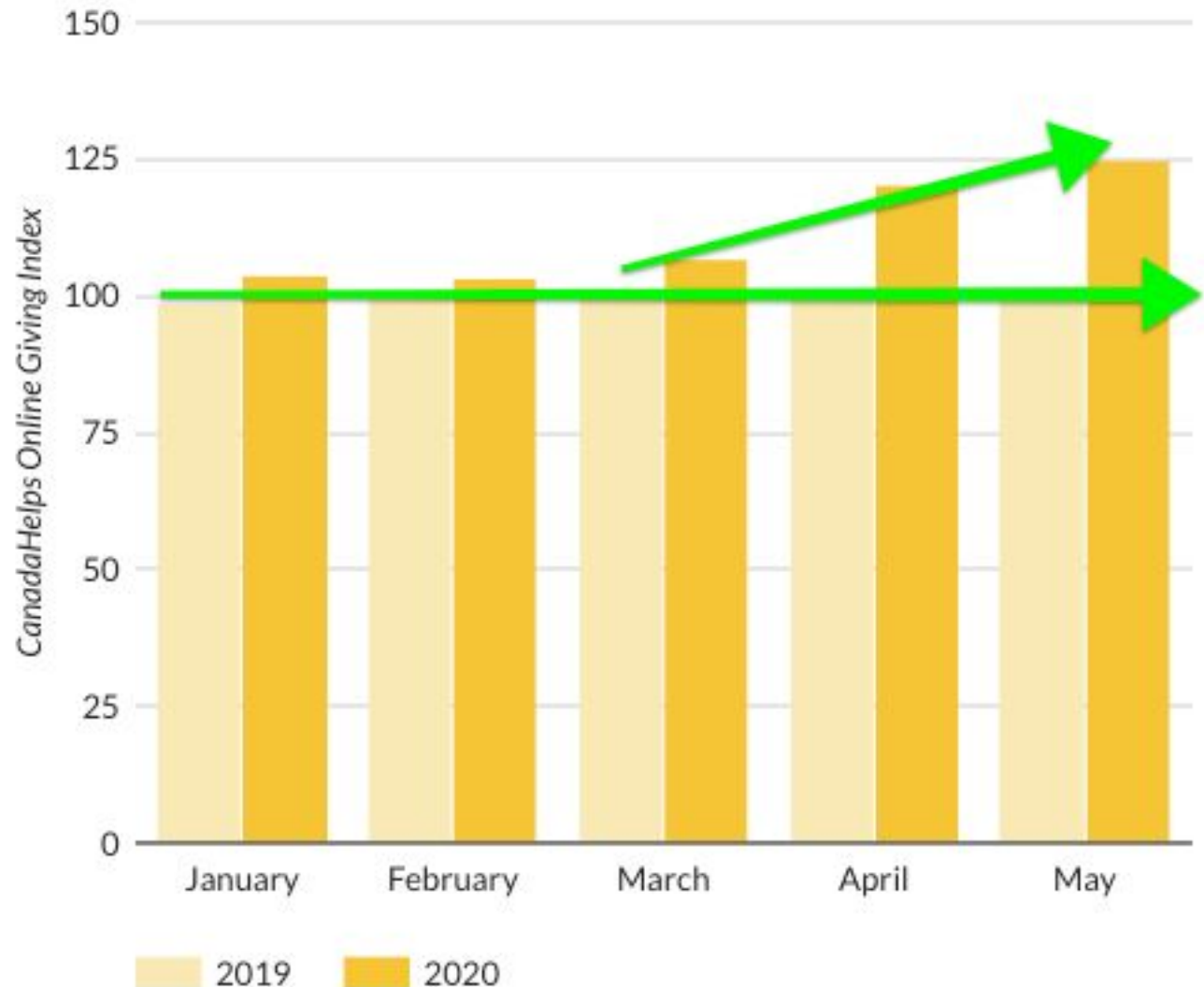
[Get Updates on Response Trends](#)



**ONLINE GIVING IN
2020 WAS GROWING
BEFORE MARCH BUT
HAS REALLY GROWN
SINCE.**

How is the overall nonprofit revenue trending?

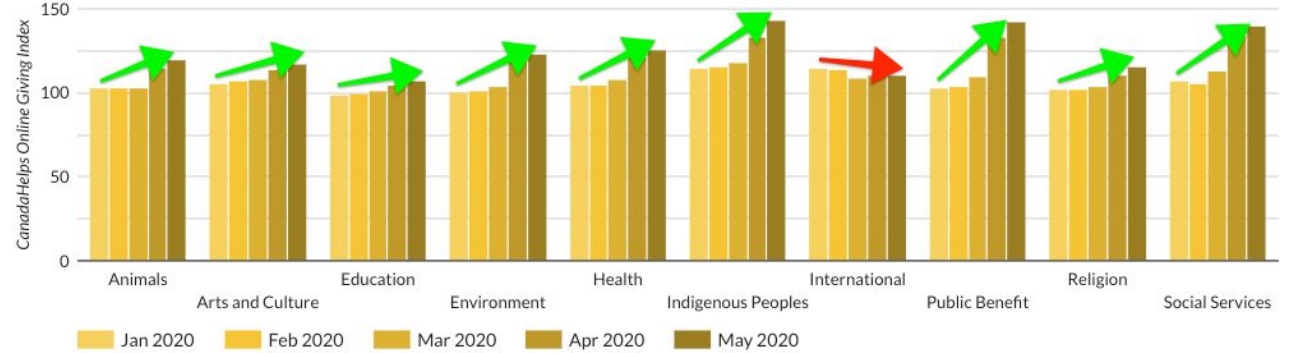
Observation: May 2020 saw a slight increase from a strong March and was 23.7% higher than May 2019.



ACROSS ALMOST EVERY VERTICAL AND ACROSS EVERY PROVINCE AND THE TERRITORIES.

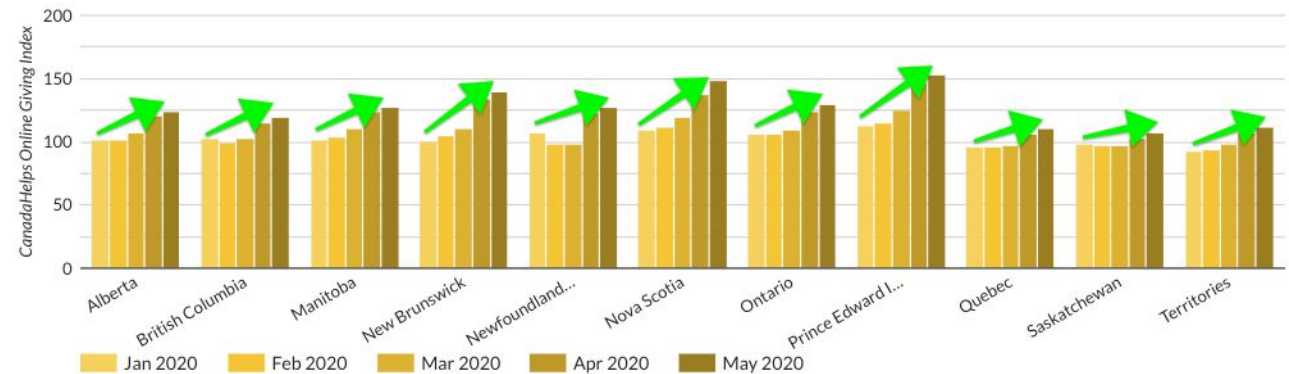
How is revenue trending for the distinct verticals?

Observation: Every vertical saw some level of increase in April 2020 and again in May 2020 with the largest jump seen in the Indigenous Peoples (7.6%) and Public Benefit (7.0%) organizations when compared to the previous month.



How is revenue trending in each of the Canadian provinces?

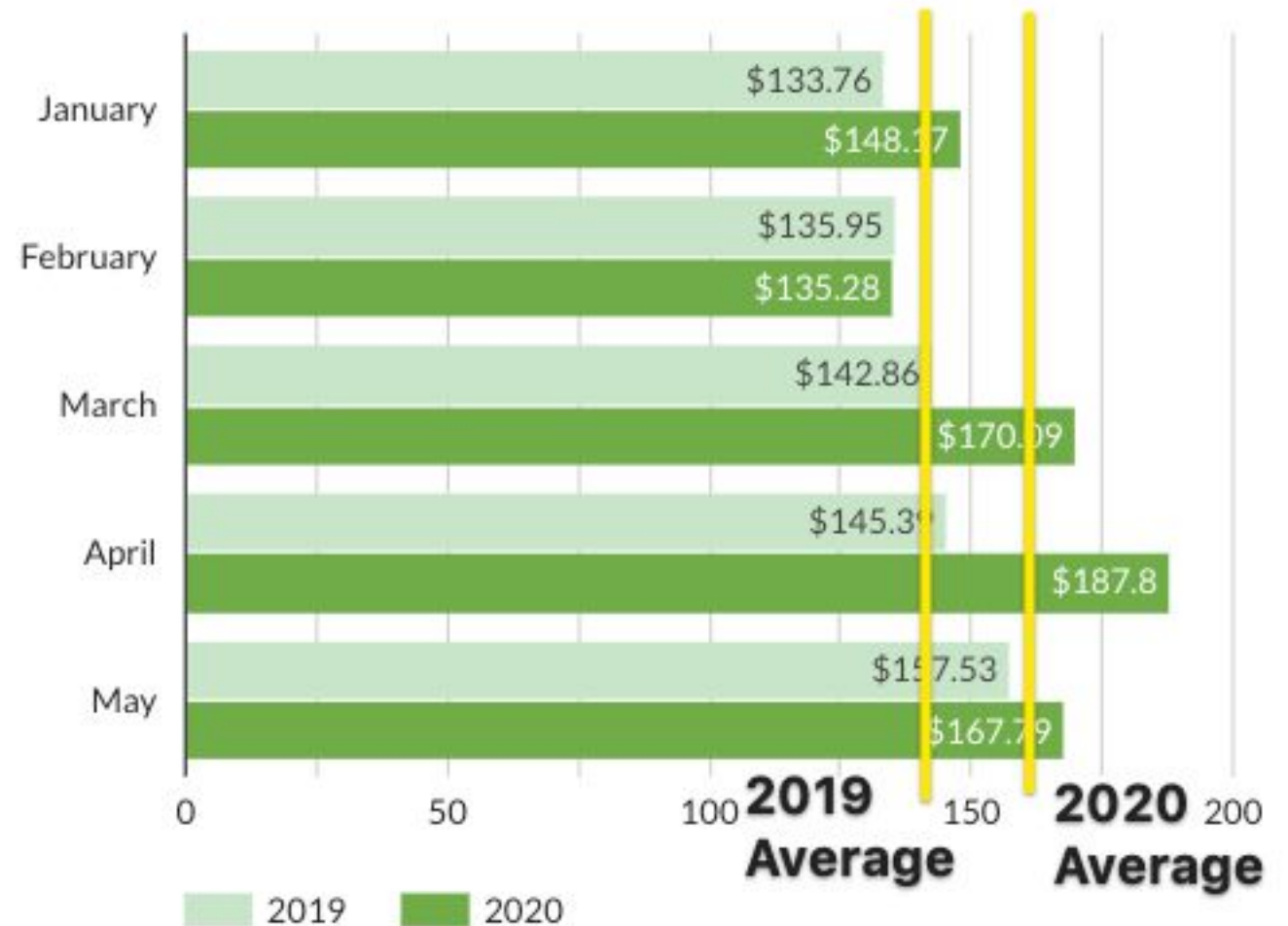
Observation: Every province saw an increase in revenue above the baseline in May with the biggest gains seen in Nova Scotia (7.7%) and PEI (5.0%) compared to the previous month.



THE GROWTH IS
MOSTLY FUELED BY
PEOPLE GIVING
MORE ON AVERAGE
AS OPPOSED TO
MORE PEOPLE
GIVING.

How has **average gift** been trending year over year?

Observation: 2020 average gift was already trending ahead of 2019 and we saw a 29% increase in April. While May 2020 went down 10.7% compared to May, it was still 6.5% higher than May 2019. Overall, with stronger average gift growth we can determine that there are slightly fewer donors giving year over year but those donors are giving incrementally more.



SO GIVING IS UP?



SO GIVING IS UP?

NO. ONLINE GIVING IS
UP.



FUNDRAISING EFFECTIVENESS PROJECT CANADIAN QUARTERLY FUNDRAISING REPORT

AFPFE.PORG

Fundraising Effectiveness Project

Year-to-Date Nonprofit Sector Trends
01/01/2020 to 03/31/2020

Canadian Quarterly Fundraising Report™

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel of organizations selected from the Canadian Growth in Giving Database of 119 organizations raising between \$100,000 and \$5,000,000.



IMAGINE CANADA'S SECTOR MONITOR CHARITIES & THE COVID-19 PANDEMIC

[IMAGINECANADA.CA](https://www.imaginecanada.ca)

TABLE 4: Percentages of charities reporting changes to revenues and expenditures by organizational characteristics.

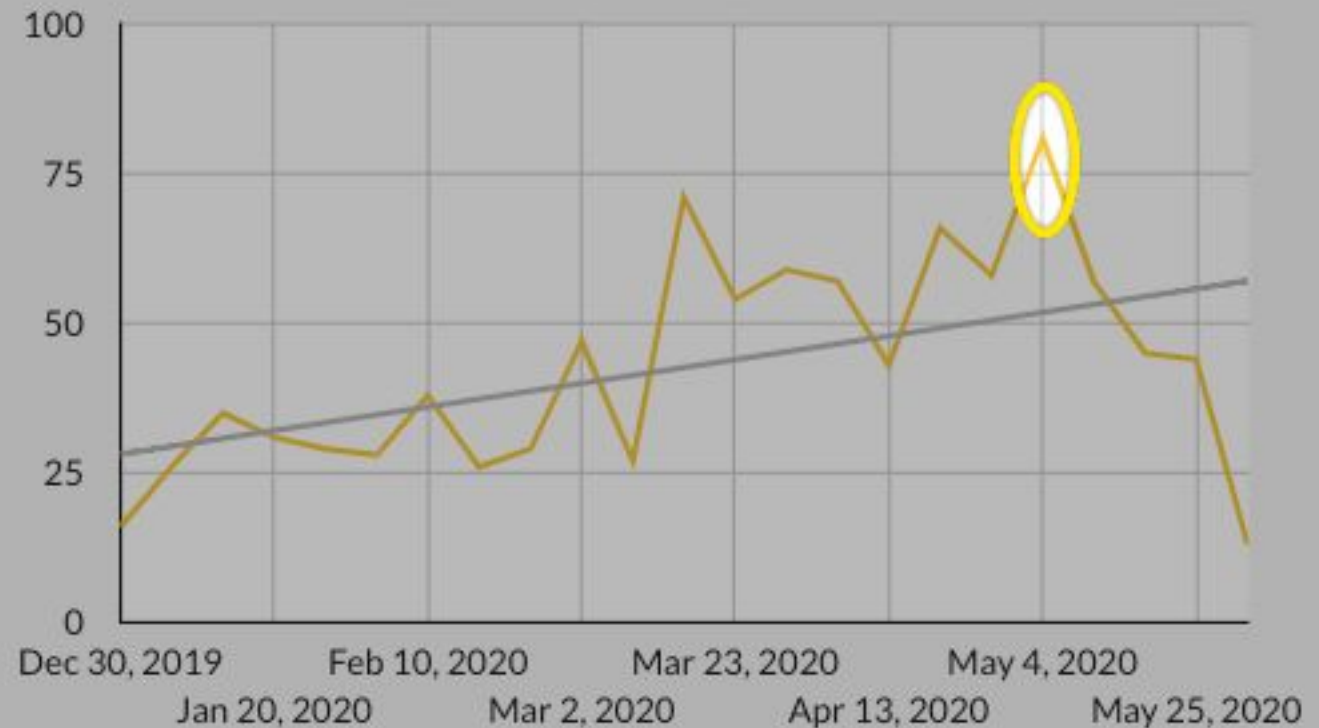
	Revenues			Expenditures		
	Increase	About the same	Decrease	Increase	About the same	Decrease
ANNUAL REVENUES						
\$30,000 to \$149,999	...	25%*	70%	8%*	67%	24%
\$150,000 to \$499,999	3%*	32%	65%	14%*	53%	32%
\$500,000 to \$1,499,999	7%*	24%	69%	20%	45%	35%
\$1,500,000 to \$4,999,999	8%*	18%	75%	22%	33%	45%
\$5,000,000 or more	9%*	24%	67%	26%	27%	47%
ACTIVITY AREA						
Arts, Culture & Recreation	87%	...	47%	46%
Education & Research	...	33%*	66%	...	52%	43%
Health	...	26%*	70%	21%*	44%	35%*
Social Services	12%*	25%	63%	23%	50%	27%
Philanthropic Intermediaries	...	29%*	66%	13%*	60%	27%
Other	...	31%*	65%	15%*	57%	28%
PRINCIPAL REVENUE SOURCE						
Government	4%*	35%	61%	23%	50%	28%
Gifts & donations	10%*	28%	62%	14%	54%	32%
Earned income	...	15%*	83%	10%*	52%	38%
Other	...	24%*	72%	...	55%*	36%*
Mixed revenue sources	...	8%*	91%	8%*	50%	43%

* use with caution ... estimate cannot be released

**EMAIL VOLUME HAS
BEEN TRENDING UP
WITH A SPIKE AROUND
#GIVINGTUESDAYNOW.**

How many total emails have been sent each week?

Observation: The number of emails sent each week, has been steadily increasing



SO GIVING IS UP?

NO. ONLINE GIVING IS UP.

BUT OVERALL GIVING IS DOWN.



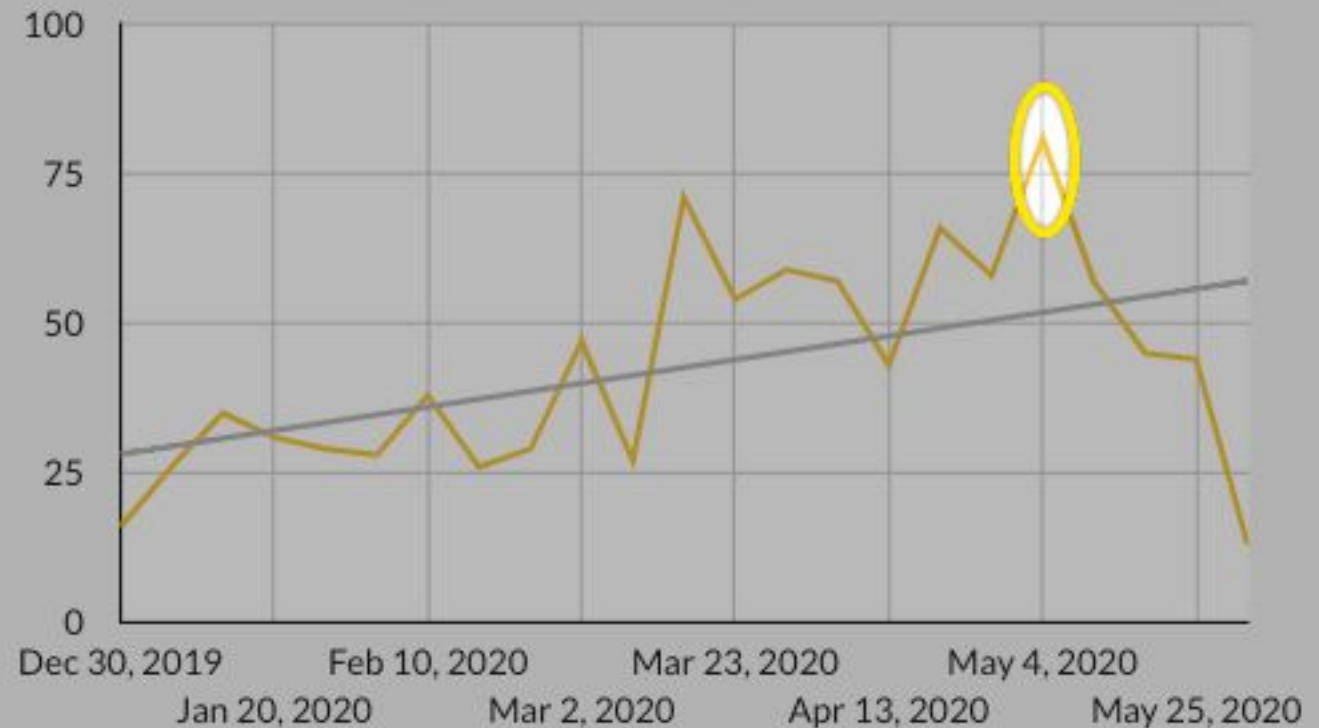
**BUT WHAT ARE CHARITIES DOING
WHEN IT COMES TO EMAIL?**



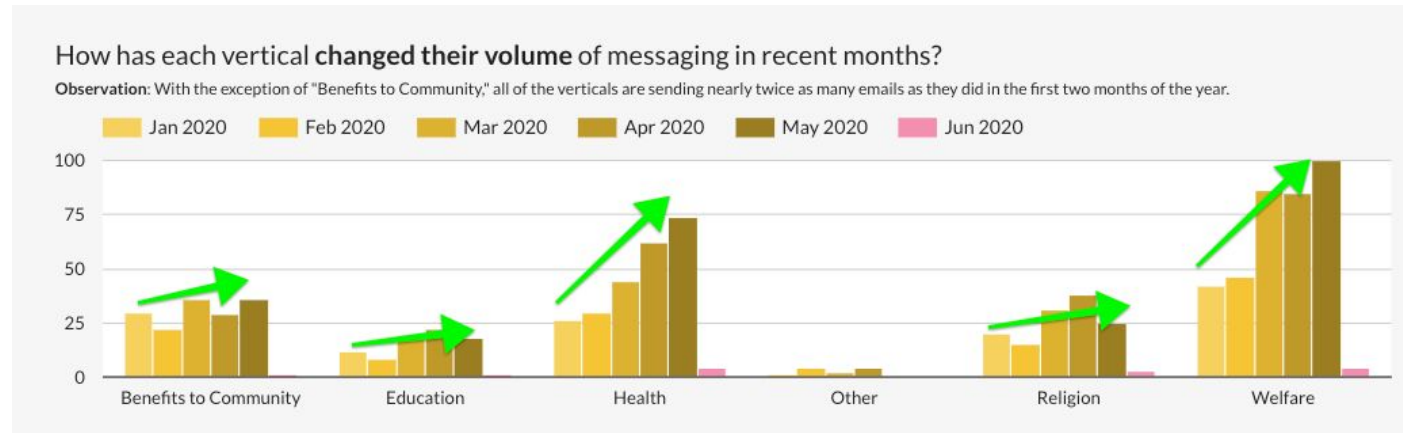
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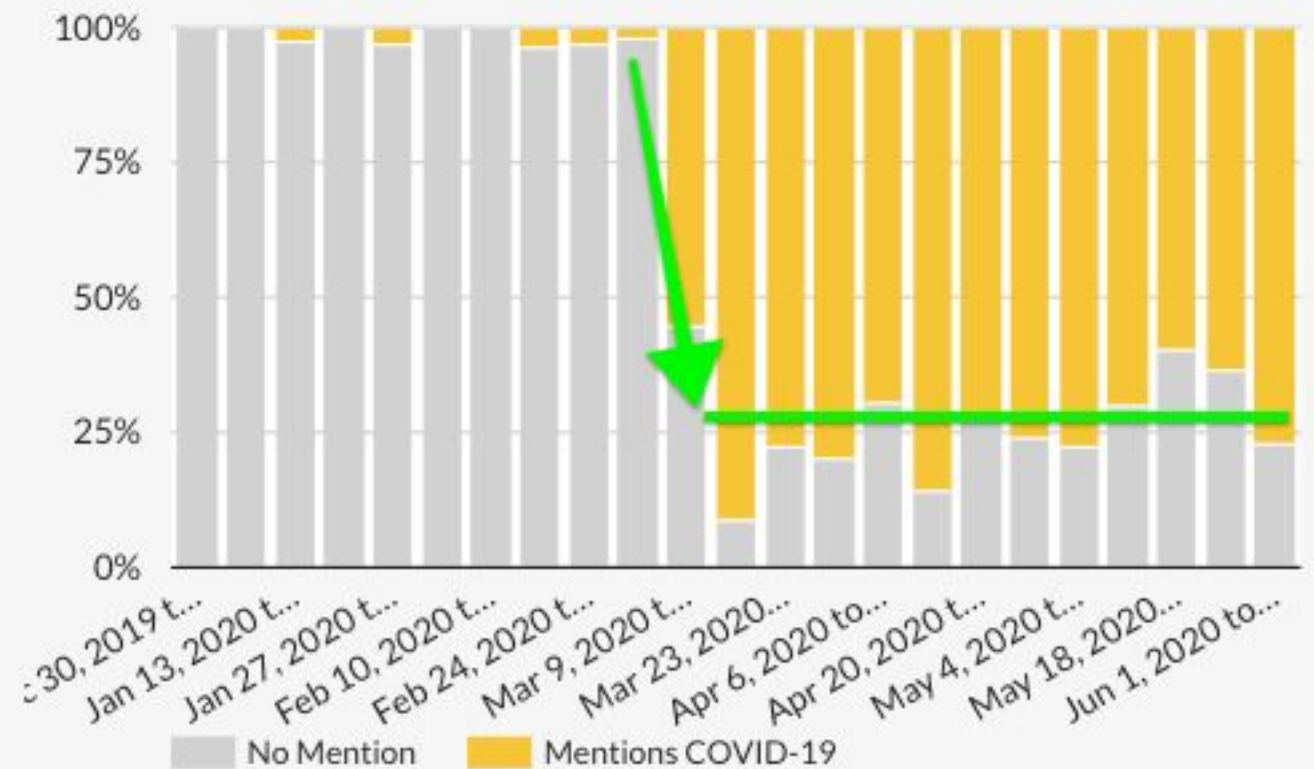
VOLUME INCREASED
ACROSS
ORGANIZATION
TYPES WITH HEALTH
AND WELFARE
RAMPING UP A LOT.



**METIONS OF
COVID-19 STARTED
MID-MARCH, SPIKED
END OF MARCH AND
HAS BEEN PRETTY
CONSISTENT SINCE.**

What is the content of the messaging each week?

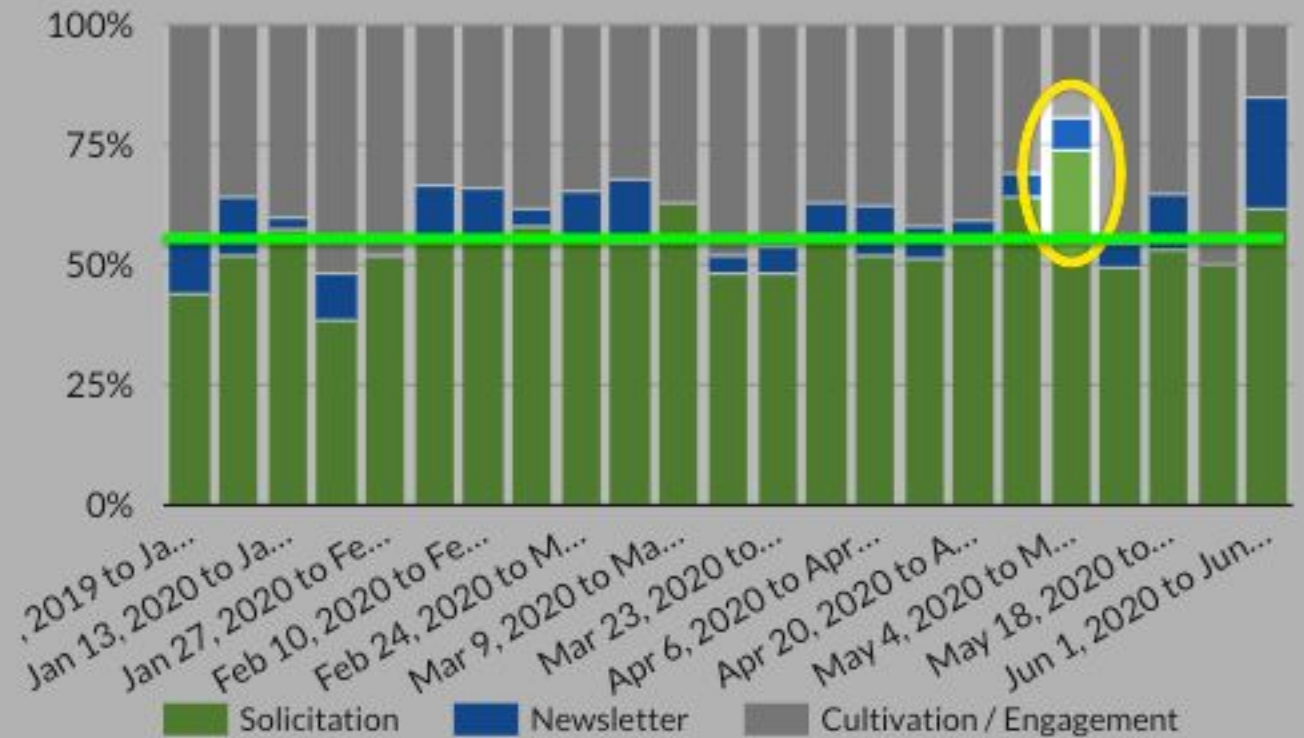
Observation: The steady increase in email volume in recent months has primarily been driven by messaging that includes COVID-19.



THE PERCENT OF
EMAILS ASKING FOR
MONEY IS RELATIVELY
CONSTANT WITH A
SPIKE AROUND
#GIVINGTUESDAYNOW.

Has the **purpose*** of emails changed in recent weeks?

Observation: Observation: There was a slight increase in solicitations in mid-March but, since that time, the number of solicitations compared to cultivations has returned to normal levels.



**FOR COVID-19, THE MORE (GOOD)
EMAILS YOU SEND TO MORE
(ENGAGED) PEOPLE THE MORE
MONEY YOU'LL RAISE ONLINE.**



BUT HOW?



BY **UNDERSTANDING** HOW DONORS USE AND
RESPOND TO EMAIL TO THEN **OPTIMIZE** KEY
COMPONENTS OF YOUR EMAIL TO GENERATE A
GREATER RESPONSE.



Components of an Email

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



Components of an Email

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



Email Body

6. Design & Format
7. Salutation
8. Copy
9. Tone and Voice
10. Call to Action

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LET'S GO!



How To Craft An Email Envelope That Gets More Opens.

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



<input type="checkbox"/>	☆	The Toronto Humane .	Toronto Humane Society's Scratching Post - Pets of the Week! Find out more about some of the animals that we have in our care at the Toronto Humane Society! These ...	2:32 PM
<input type="checkbox"/>	☆	Our Place Society	Warm a heart this Christmas - Pam, people in your community need you. Donate Now Dear Pam, Christmas is a time to give. Just \$3.11 is enough to give a Christmas m...	1:24 PM
<input type="checkbox"/>	☆	UJA Federation of G.	UJA Weekly Snapshot - What's Happening at UJA November 16, 2018 No Images? Click here WHAT'S HAPPENING AT UJA NOVEMBER 16, 2018 UJA's Weekly Snapsh...	11:58 AM
<input type="checkbox"/>	☆	Damien with Kids He.	You helped me see I didn't have to be afraid. - Do you get anxious at this time of year too? Try this tool to relieve holiday stress! View this email in your browser For the fi...	11:07 AM
<input type="checkbox"/>	☆	Doris Olafsen & Jam.	There's still time to join us - You're invited to celebrate the season with us. Invite Wednesday, December 5, 2018 6:30 pm Cecil Green Park House (UBC) 6251 Cecil Green...	10:43 AM
<input type="checkbox"/>	☆	Federation CJA 360	Your weekly news from around the Jewish world - Israel reaches cease-fire with Palestinian terror groups after 2 days of rocket violence. Can't see images? Click...	10:39 AM
<input type="checkbox"/>	☆	Andrea Harman Can.	My daughter Bronwyn ♥ - Loretta, every light is precious, no matter how long it shines. View this email in your browser Every life is a precious light, no matter how long it...	10:38 AM
<input type="checkbox"/>	☆	Ezra S. Shanken	Supporting Our Home and Homeland - Click here for web version Jewish Federation of Greater Vancouver November 16, 2018 8 Kislev 5779 Candlelighting at 4:11 pm...	10:33 AM
<input type="checkbox"/>	☆	Nature Conservancy .	Give the Joy and Wonder of Nature - Looking for the perfect gift for the nature lover in your life? No images? Click here. ORDER NOW Make this year especially meaningf...	8:59 AM
<input type="checkbox"/>	☆	Yonge Street Mission	Holiday issue of Urban Lights now available! - Your support in action Having trouble viewing this email? View it as a web page. Email stationary banner 2018 art-celebrat...	8:14 AM
<input type="checkbox"/>	☆	The Mustard Seed	Canada Post is on Strike. Poverty isn't. - Despite the postal disruption, your support is still important to us. The postal strike will have the greatest impact on our most v...	8:00 AM
<input type="checkbox"/>	☆	Renascent	TGIF: What do your kids know? - Children always know more than we think, so how much do you think your kids really know about when you were in active addiction? Vie...	7:02 AM
<input type="checkbox"/>	☆	GFA World	Free Advent resources for 2018 - Lent 2018 - GFA World It's our desire that you will be blessed as you journey through this Season of Light. Sign up to receive daily Adve...	6:13 AM
<input type="checkbox"/>	☆	TIFF	The Coen Brothers' latest opens tonight! 🐉 - View in browser Facebook Twitter Youtube Instagram The Weekly What's on — starting November 16 Get tickets Novembe...	4:34 AM
<input type="checkbox"/>	☆	UNICEF Canada	Helping children is as easy as... - 1, 2, 3! Get started now. Email not displaying correctly? View it in your browser. UNICEF Canada UNICEF Canada Ways to give Dear Angi...	4:01 AM
<input type="checkbox"/>	☆	Peter Duraisami, Ch.	An Update re: Canada Post! - Dear Shon, As you may be aware, the Canada Post strike is still in effect and is rotating in our region, potentially impacting areas for 24 hou...	3:01 AM
<input type="checkbox"/>	☆	Ratanak Internation.	Special gifts await! 🎁 - 2018 Gift Guide View the Gift Guide A Light Has Dawned Choose a gift that will make all the difference. Equip Cambodians to protect their famili...	Nov 15

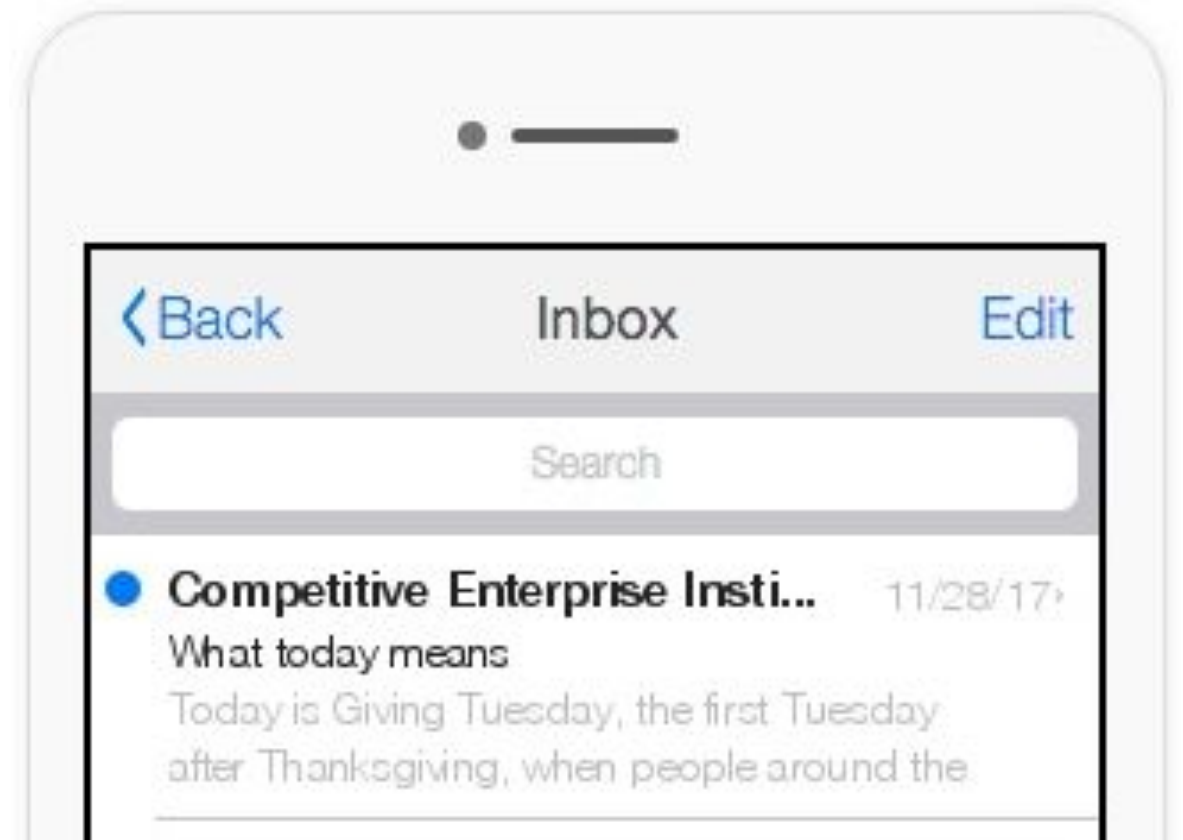
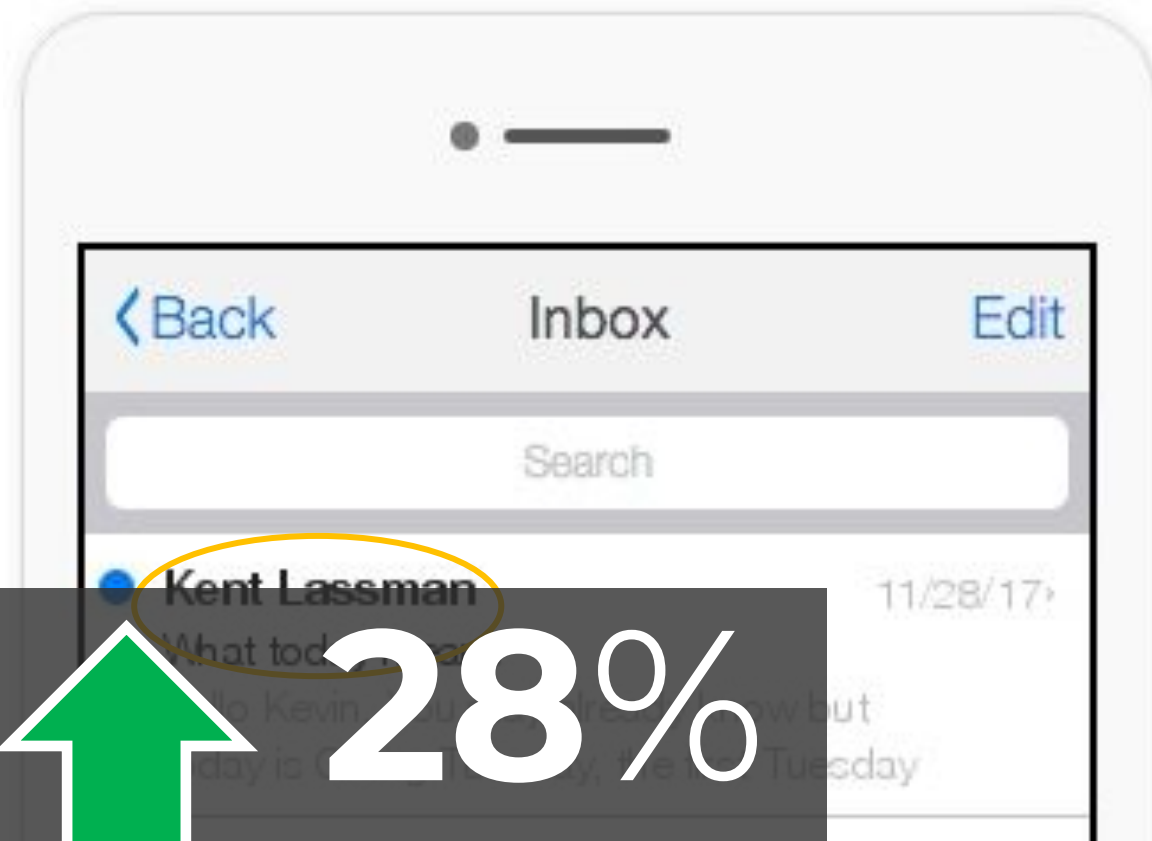
SEND EMAILS FROM A PERSON.



Remember This?

A

B



28%

In Email Opens



HOW DO PEOPLE **MANAGE**
THEIR INBOXES?



Nursing Triage Station

STATION 1

STATION 2

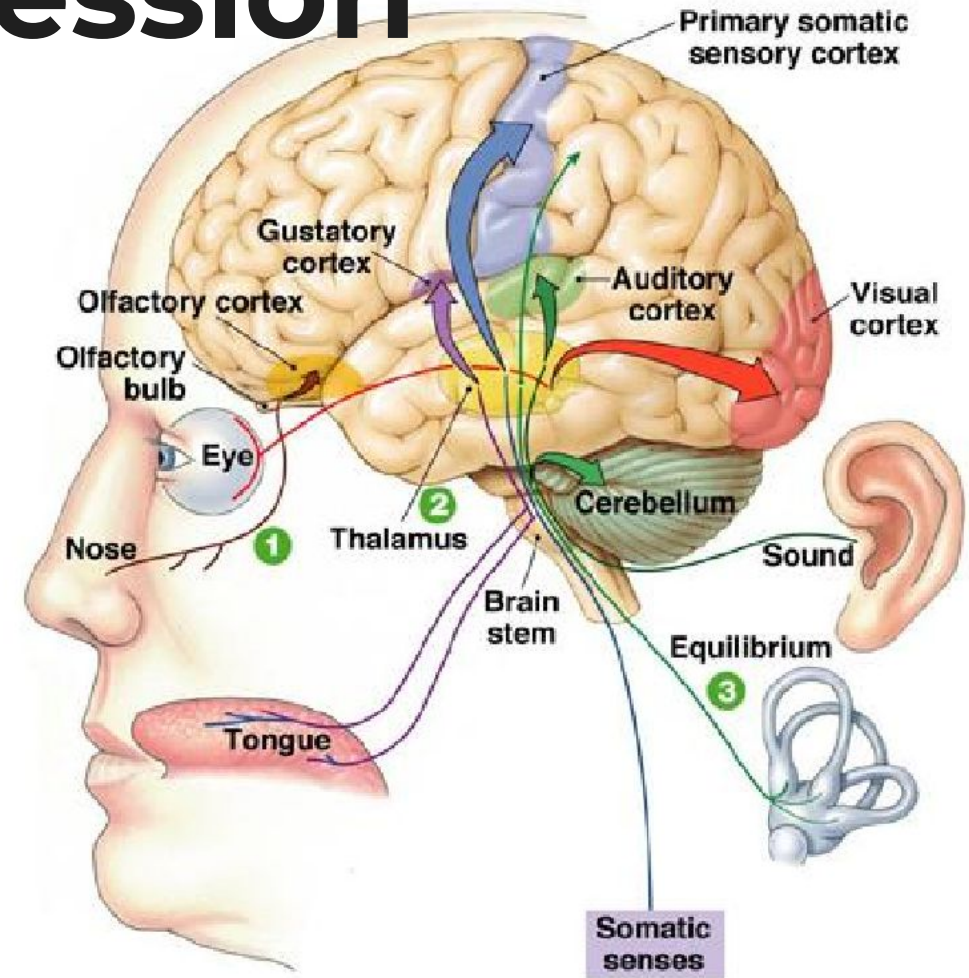


PEOPLE CAN ONLY TRIAGE BY
IMPRESSION.



Importance of Impression

- The human sensory system sends the brain about 11,000,000 bits of information each second.
- The actual amount of information our conscious mind can handle has been estimated to be somewhere between 16 and 60 bits per second.



© 2007 Pearson Education, Inc., publishing as Benjamin Cummings.

Fig. 10-4

Source: Mlodinow, Leonard. (2012) Subliminal: How Your Unconscious Mind Rules Your Behavior. Pantheon Books.



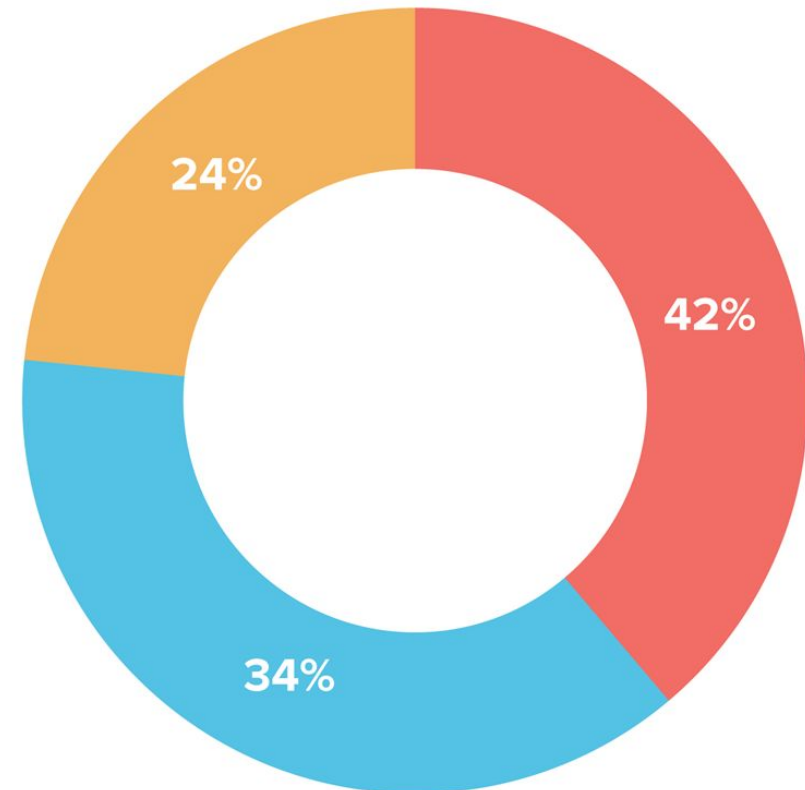
How Do We Triage Our Inboxes



Inbox at a Glance

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

- Sender or from name
- Subject line
- Preview text

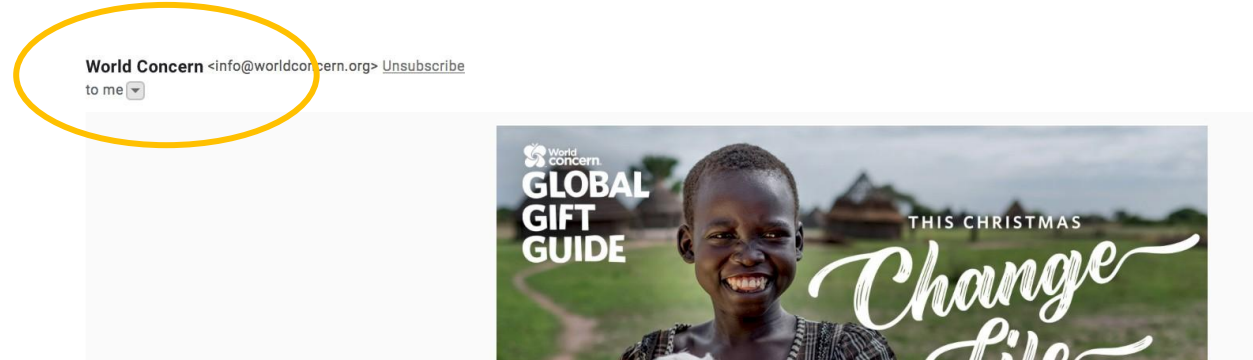


YOU CAN GET MORE OPENS.



Experiment #11246

A



B



38%

In Email Opens



Experiment #11472

CONTROL - CEO

Providing help 📧



Albert Reyes albert.reyes@buckner...
to me ▾

Dear Kevin,

God bless,

Albert Reyes
President and CEO
Buckner International

TREATMENT - VP

Providing help 📧

JoAnn Cole joann.cole@buckner.org ...
to me ▾



85%

In Email Opens



150%

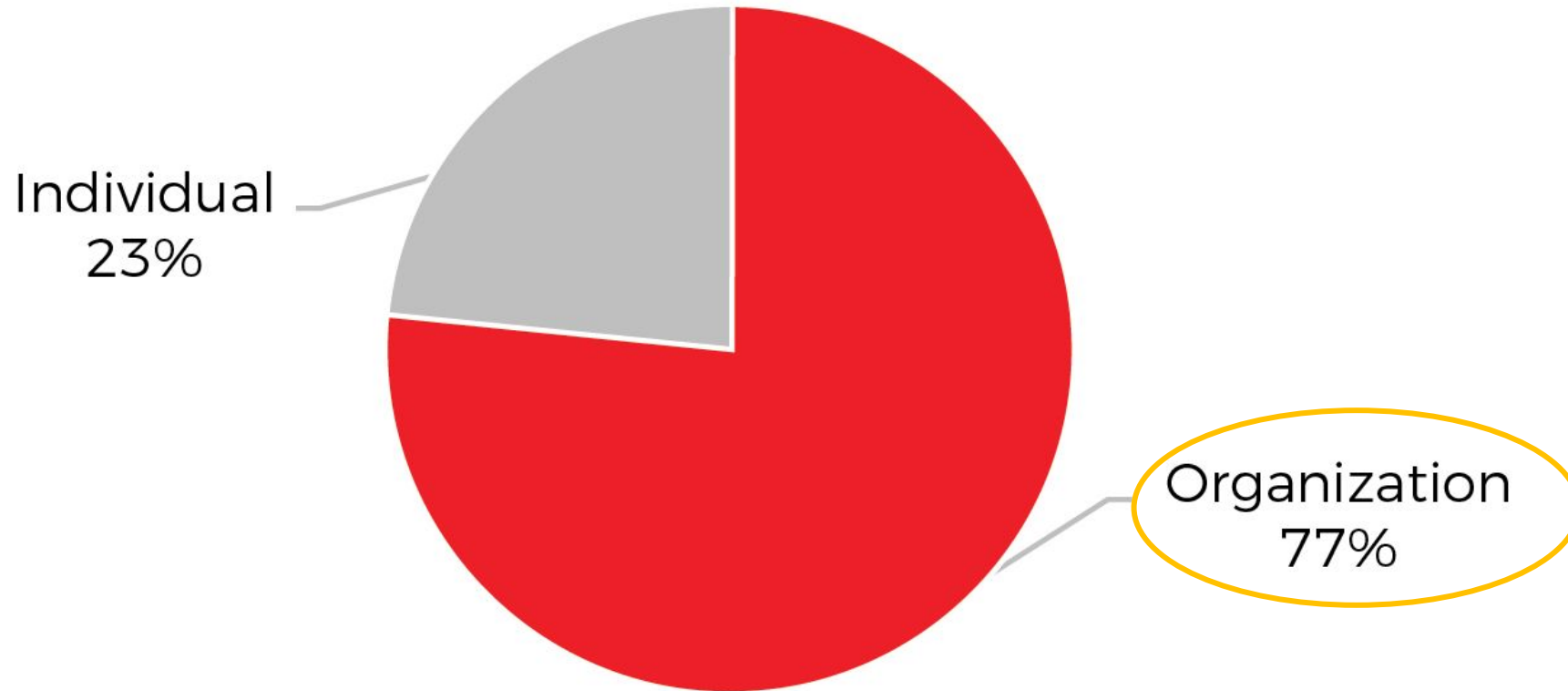
In Donations



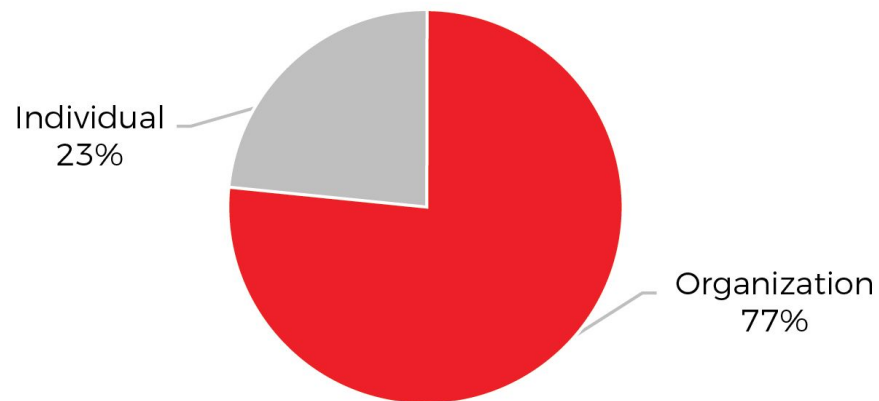
YOU CAN STAND OUT FROM
OTHERS.



Type of Email Sender



Type of Email s



<input type="checkbox"/> ☆ The Toronto Humane .	Toronto Humane Society's Scratching Post - Pets of the Week! Find out more about some of t
<input type="checkbox"/> ☆ Our Place Society	Warm a heart this Christmas - Pam, people in your community need you. Donate Now Dear Pa
<input type="checkbox"/> ☆ UJA Federation of G.	UJA Weekly Snapshot - What's Happening at UJA November 16, 2018 No Images? Click here
<input type="checkbox"/> ☆ Damien with Kids He	You helped me see I didn't have to be afraid. - Do you get anxious at this time of year too? Try
<input type="checkbox"/> ☆ Doris Olafsen & Jam	There's still time to join us - You're invited to celebrate the season with us. Invite Wednesday,
<input type="checkbox"/> ☆ Federation CJA 360	Your weekly news from around the Jewish world - Israel reaches cease-fire with Palestinian t
<input type="checkbox"/> ☆ Andrea Harman Can.	My daughter Bronwyn ♥ - Loretta, every light is precious, no matter how long it shines. View t
<input type="checkbox"/> ☆ Ezra S. Shanken	Supporting Our Home and Homeland - Click here for web version Jewish Federation of Greate
<input type="checkbox"/> ☆ Nature Conservancy .	Give the Joy and Wonder of Nature - Looking for the perfect gift for the nature lover in your lif
<input type="checkbox"/> ☆ Yonge Street Mission	Holiday issue of Urban Lights now available! - Your support in action Having trouble viewing t
<input type="checkbox"/> ☆ The Mustard Seed	Canada Post is on Strike. Poverty isn't. - Despite the postal disruption, your support is still im
<input type="checkbox"/> ☆ Renascent	TGIF: What do your kids know? - Children always know more than we think, so how much do y
<input type="checkbox"/> ☆ GFA World	Free Advent resources for 2018 - Lent 2018 - GFA World It's our desire that you will be blessed
<input type="checkbox"/> ☆ TIFF	The Coen Brothers' latest opens tonight! 🦋 - View in browser Facebook Twitter Youtube Inst
<input type="checkbox"/> ☆ UNICEF Canada	Helping children is as easy as... - 1, 2, 3! Get started now. Email not displaying correctly? View
<input type="checkbox"/> ☆ Peter Duraisami, Ch	An Update re: Canada Post! - Dear Shon, As you may be aware, the Canada Post strike is still i
<input type="checkbox"/> ☆ Ratanak Internation.	Special gifts await! 🎁 - 2018 Gift Guide View the Gift Guide A Light Has Dawned Choose a gi
<input type="checkbox"/> ☆ The Toronto Humane .	Your support has saved lives - help us continue to save more - View the message online Hello

TEST IT!



How To Craft An Email Envelope That Gets More Opens.

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



How To Design Fundraising Emails That Lead To Donations, Not Just Clicks.



Email Body


6. Design & Format
7. Salutation
8. Copy
9. Tone and Voice
10. Call to Action

**TRY REMOVING DESIGN
ELEMENTS.**




Remember This?

A



[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!

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

Have a great week!

May God bless you,
Dennis



272%
DONATIONS



And This?

A



B



81%
In Donations



IF IT DOESN'T DEFINITELY
HELP, REMOVE IT.

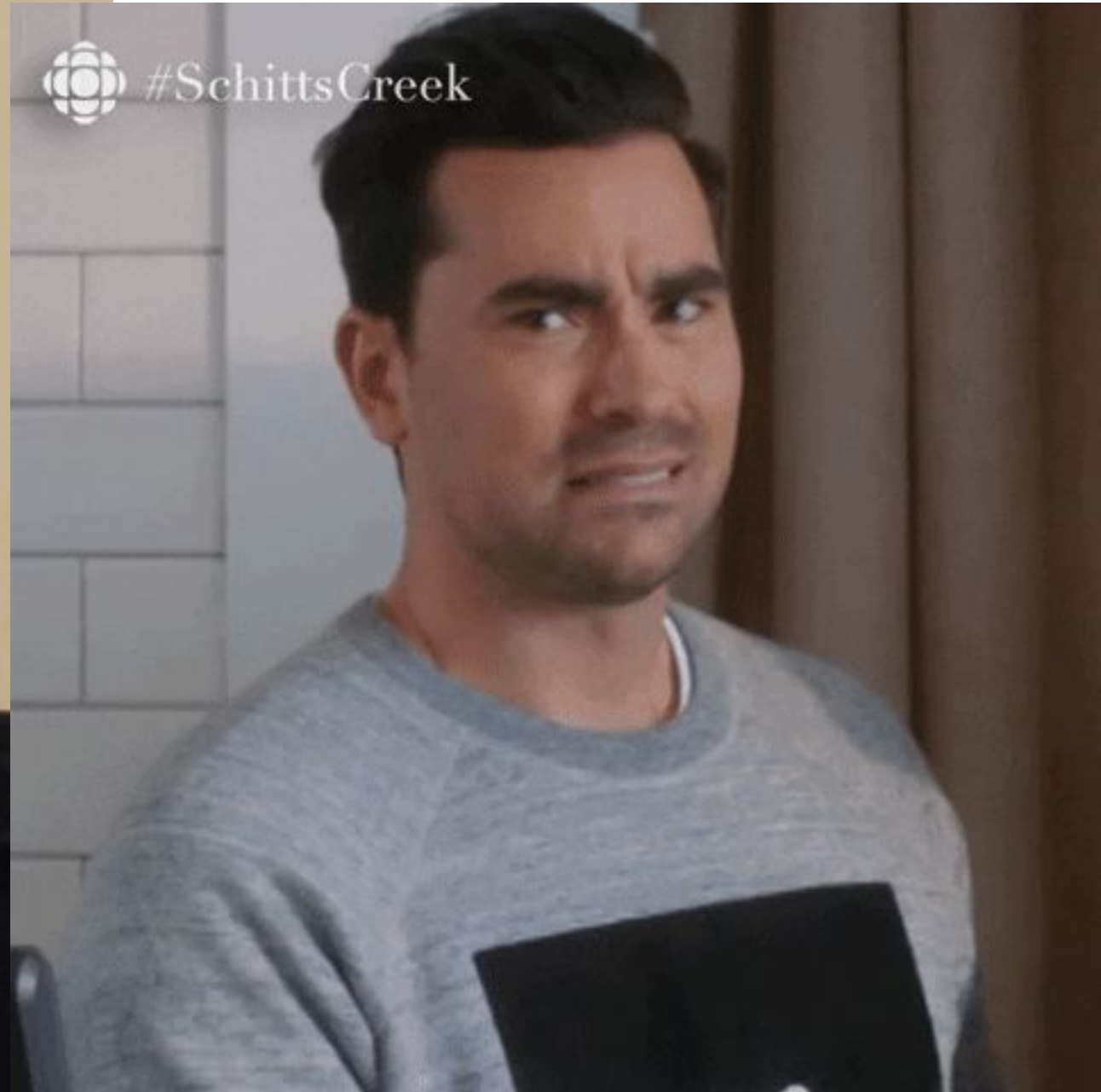




#SchittsCreek



#SchittsCreek



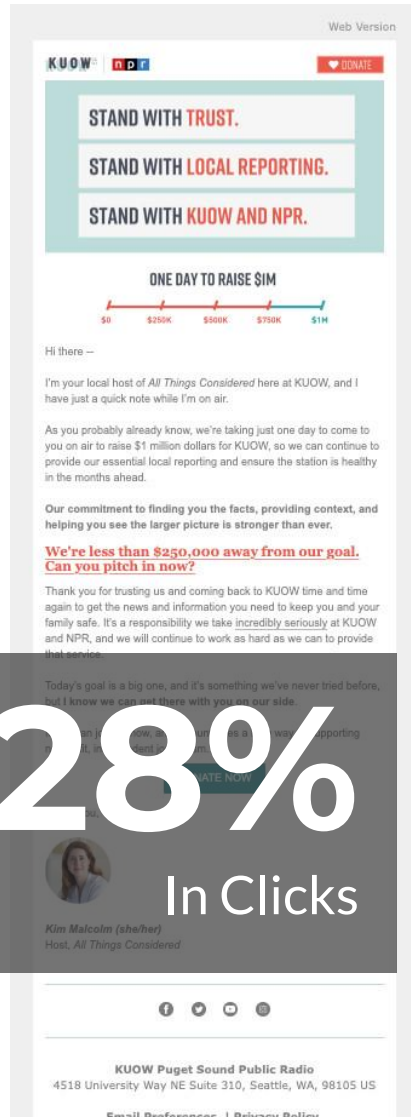
TEST IT!



Will A Less Designed, More Text Based Email Lead To More Donations?

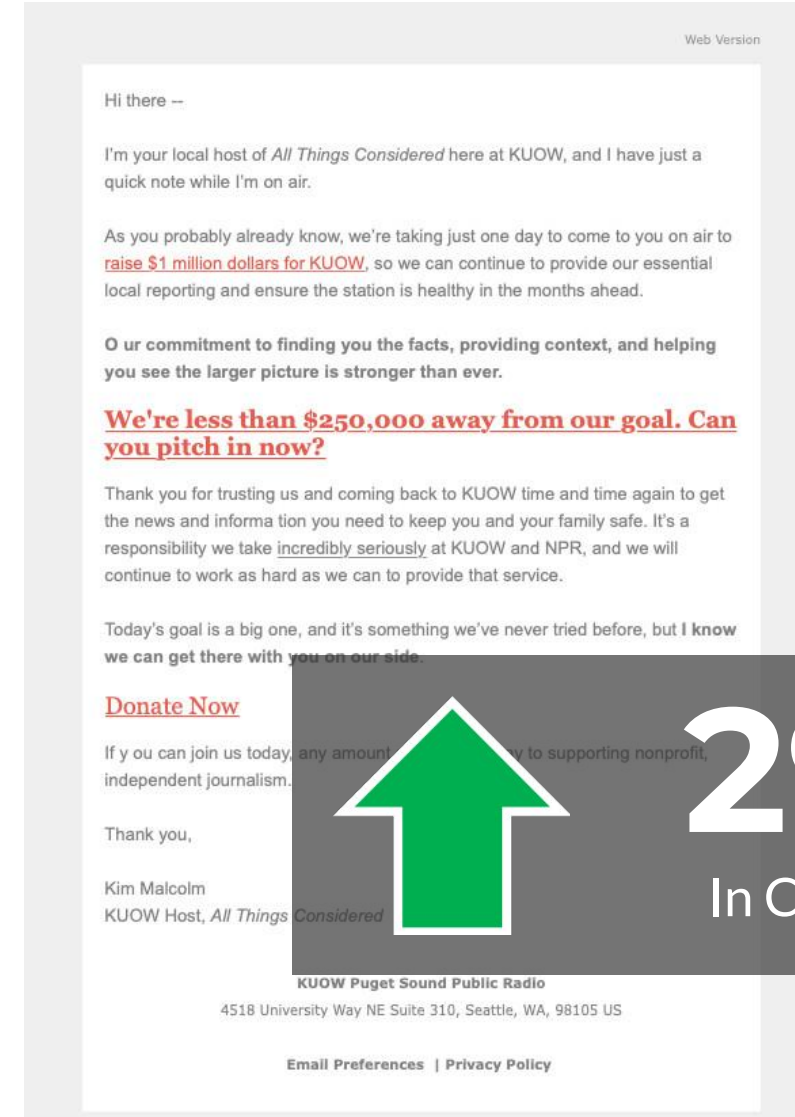
EXPERIMENT ID: #20996

CONTROL - DESIGNED



28%
In Clicks

TREATMENT - PLAIN



29%
In Conversions

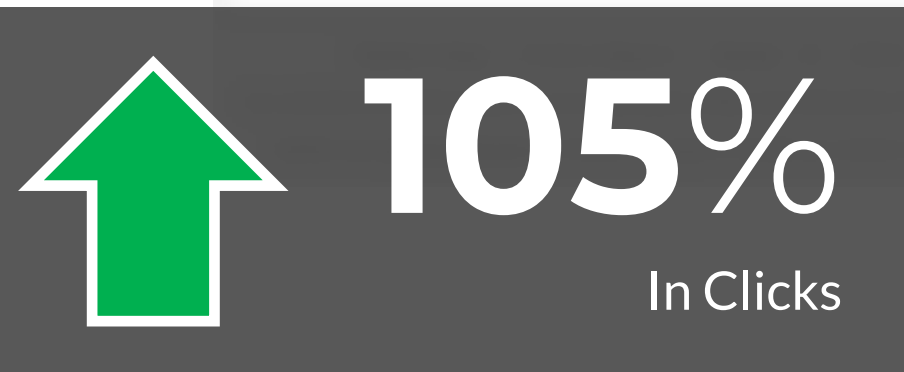
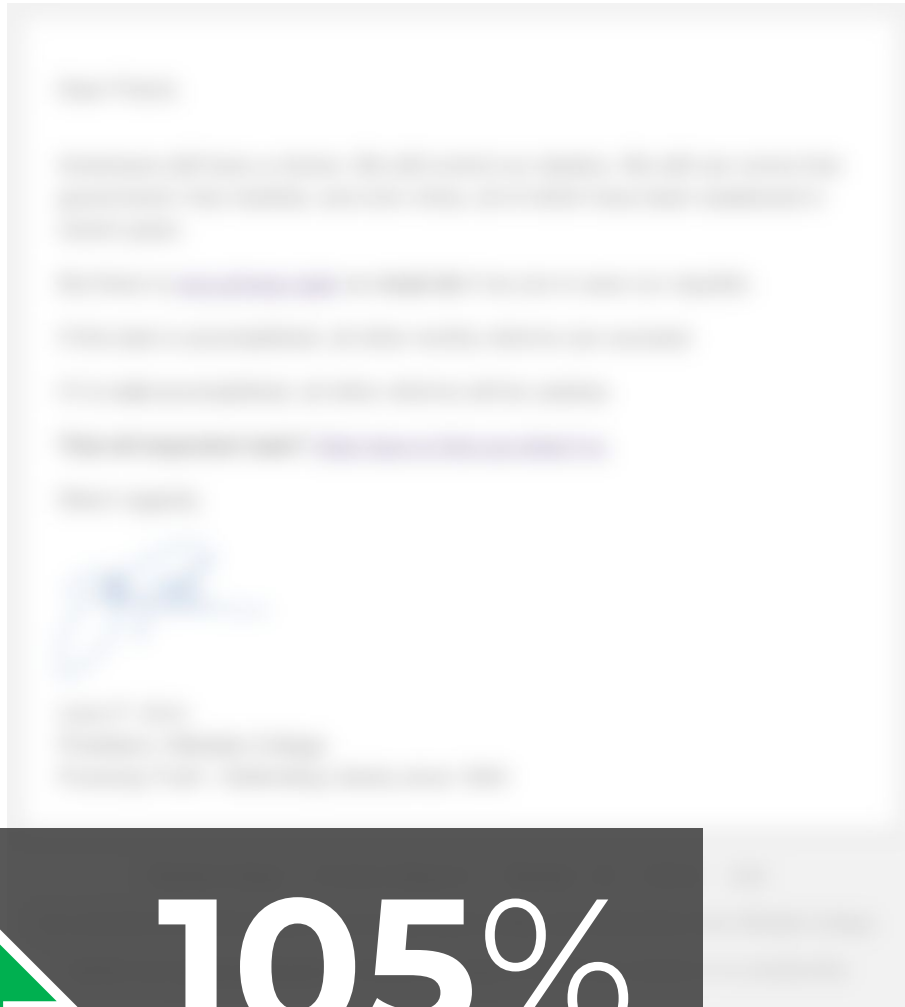


**TRY USING MORE COPY TO ENSURE
DONORS KNOW WHY THEY SHOULD
GIVE TO YOU TODAY.**

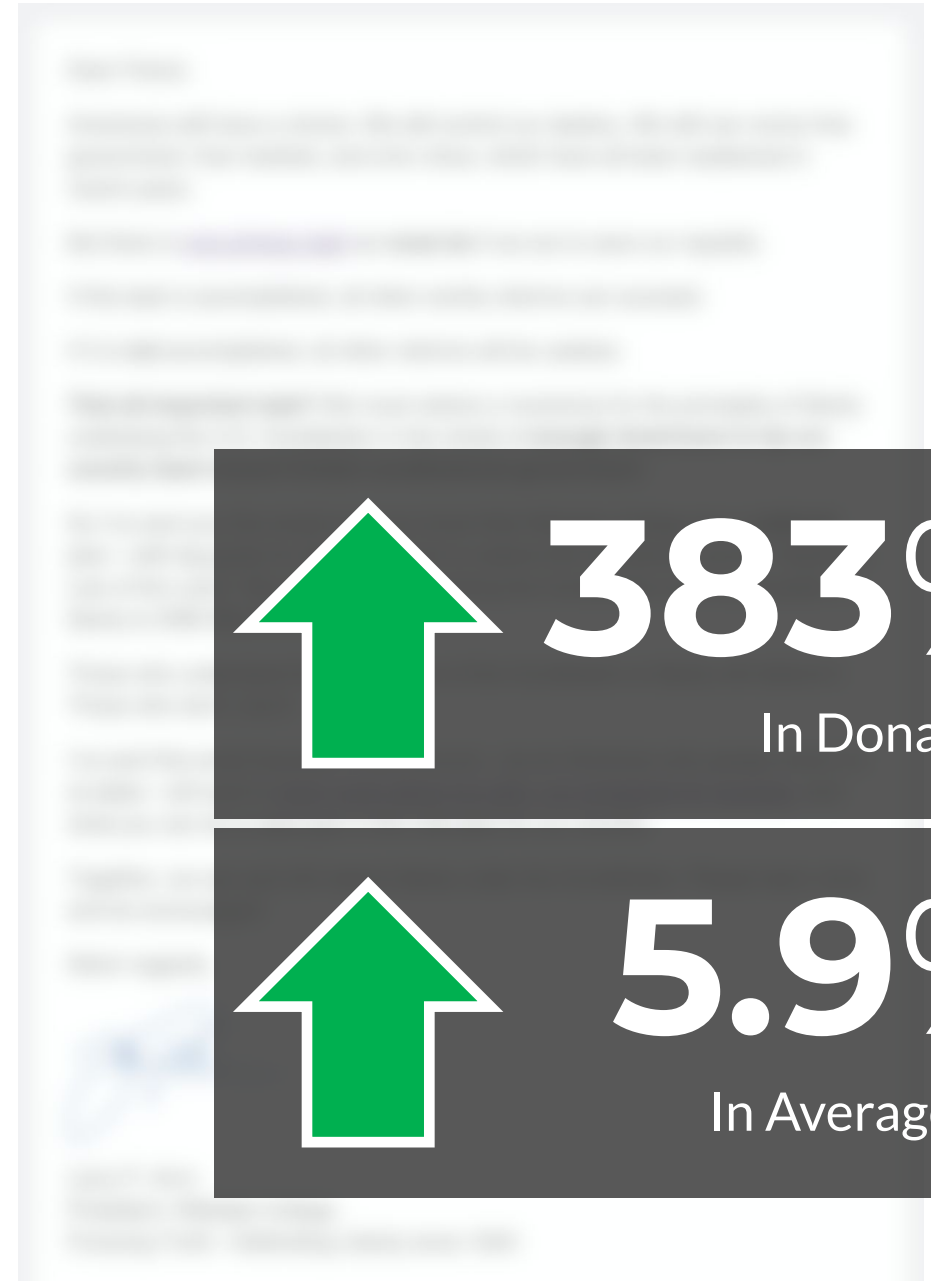


Does the Length of an Email Impact Conversion?

From This



To This



383%

In Donations



5.9%

In Average Gift



From This



CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>,

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that disciples hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom,
Mark L. Bailey, Ph.D.

To This



CHALLENGE ANNOUNCEMENT

Dear << Test Salutation >>,

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Let me show you how your investment in DTS produces an eternal return.

For His kingdom,
Mark L. Bailey, PhD
President
Dallas Theological Seminary

You are receiving this email because you opted in to receive emails from DTS. You can [unsubscribe from this list](#) or [view email in browser](#).

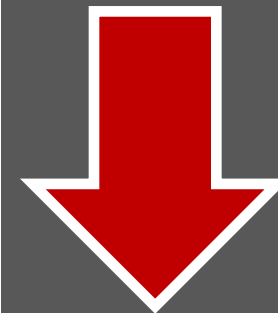


481%

In Clicks

NO DIFF

In Donation Rate



38.1%

Average Gift

LONGER IS BETTER.



YOU PROBABLY NEED A BIT MORE COPY TO ANSWER
THIS QUESTION, WELL, IN THE MIND OF THE DONOR:

*“If I am your ideal supporter, why
should I give to you rather than
someone else or not at all, just
continue my day?”*



YOU PROBABLY NEED A BIT MORE COPY TO ANSWER
THIS QUESTION, WELL, IN THE MIND OF THE DONOR:

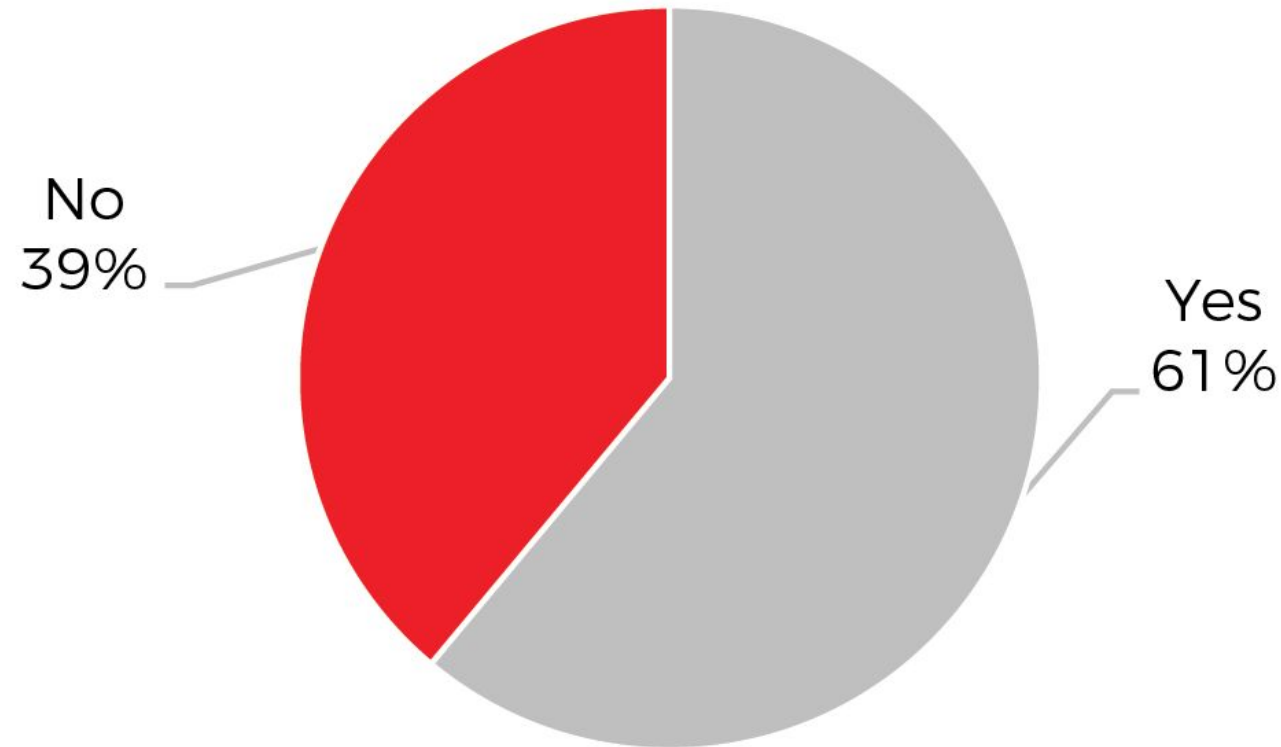
*“If I am your ideal supporter, why
should I give to you rather than
someone else or not at all, just
continue my day?”*



HOW CAN YOU **USE COPY IN YOUR**
EMAILS TO LEAD TO DONATIONS?



If An Ask Is Made, Is It Clear What Your Donation Will Be Used For?



Problem



Hey [firstname],

I hope you're having a great day so far. I was attending a meeting late yesterday with the board and something came up that I just had to make sure you're aware of.

Everything we have been predicting has come true. Kids are become more and more disrespectful and the latest government programs are actually making it worse. You can click here for the full report:

http://www.bringbackmanners.org/fcdq_2019Report

Our country, our kids, our society is in a complete crisis. How will the next generation survive in the workplace? How will the work of those before them continue if they can't even get along?

But there is something you can do about it.

We've just been given access to the public school system through X Y and Z and have a real chance to get real training for this fallen generation. Unfortunately, we're not ready. We still need X, Y and Z.

This is where you can make a HUGE difference.

With your gift of X, you will be able to quickly stand up X, Y Z so that this opportunity isn't missed. That means:

- Tangible provision X
- Tangible provision Y
- Tangible provision Z

We know your gift will make a huge difference because contributions like those from you have helped us test it in various locations for the past [x] years. In fact, we recently conducted a test of [this] at [this location] on [this date] and the result was phenomenal:

"Holy Monkey I can't believe the difference this training has been to these kids. 6 weeks after the training, and the kids are still doing phenomenally better. This truly is the age of influence... little interventions can make a lot of difference!"

-Judy Q, Public School Teacher from [location]

Will you make this difference possible? The opportunity for you to make the most difference closes in only [x days]. Not just because that's when we need to wrap up the plan that has to be submitted, but also because **one of our board members pledged to match every gift, dollar for dollar, up to \$10,000.**

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Thank you for bringing back manners! We haven't been able to come this far without supporters like you.

Sincerely,

Jon Pao

BringBackManners.Org

jonpao@bringbackmanners.org

Clearly and concisely address the
PRIMARY PROBLEM
your campaign is solving for.



Writing your own

- Unless you have already primed your donor audience thoroughly on the specific issue at hand, make sure you address it.
- It doesn't have to be extreme and long. Just enough to credibly focus their attention.

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- Tangible provision Y
- Tangible provision Z

We know your gift will make a huge difference because contributions like those from you have helped

Solution



Hey [firstname],

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Thank you for bringing back manners! We haven't been able to come this far without supporters like you.

Sincerely,

Jon Pao

BringBackManners.Org

jonpao@bringbackmanners.org

Clearly and concisely address the specific

OPPORTUNITY

readers have

THROUGH YOU

to solve that problem.



Writing your own

- Draw attention to your plan/ approach in a very specific, tangible way.
- Make it easy for them to visualize in their own mind.

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Trust



Hey [firstname],

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Sincerely,

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BringBackManners.Org

jonpao@bringbackmanners.org

Clearly and concisely address the

REASONS

as to why you are the

BEST ORGANIZATION

to act with or on their behalf.



Writing your own

- Help donors understand your strategic placement to execute the plan.
- Help donors understand the success that you've had in the past.
- Help donors FEEL that you are the best organization for the job.

- Tangible provision X
- Tangible provision Y
- Tangible provision Z

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Act Now



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Sincerely,

Jon Pao

BringBackManners.Org

jonpao@bringbackmanners.org

Add references to both

EXTERNAL

and

INWARD

incentives to act now.



Writing your own

- At a minimum, reference these in writing.
- If you have the capability, add visual references to these different incentives to act.

- Tangible provision X
- Tangible provision Y
- Tangible provision Z

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LET'S LOOK AT **AN EXAMPLE.**





[Donate now](#)

Hi Marlene,

I sincerely hope that you and your family are continuing to keep well. While we are making immense progress on rebuilding our communities, I'm saddened by the devastating effects COVID-19 is having on vulnerable families across the Lower Mainland and Fraser Valley.

In fact, 98% of our non-profit community partners have seen an increased demand for food, and sadly, **can't meet current needs.**

That's where you've stepped in. To date, your support of our relief fund has helped us launch and operate **20 United Way Local Love Food Hubs** in neighbourhoods across the Lower Mainland and Fraser Valley.

These vital food hubs provide groceries, food hampers, prepared meals, and other essential goods **at no cost** to people in the community who are facing food challenges during this very difficult time.

But more needs to be done because many families are still going hungry.

By the end of May, our goal is to raise \$1 million in additional funds to support a total of **50 United Way Local Love Food Hubs**. These food hubs will continue to provide immediate relief and future support.

Please support our relief fund today.



**SHOW YOUR LOCAL LOVE TODAY,
AND HELP COMBAT HUNGER IN
OUR COMMUNITIES.**



\$50
buys 10
nutritious
meals.



\$100
buys 5
weekly
grocery
hampers.



\$250
buys 10
grocery
vouchers.

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Thank you for helping vulnerable individuals and families access the food they need.

With gratitude,

Michael McKnight
President & CEO
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**SHOW YOUR LOCAL LOVE TODAY,
AND HELP COMBAT HUNGER IN
OUR COMMUNITIES.**

		
\$50	\$100	\$250
buys 10 nutritious meals.	buys 5 weekly grocery hampers.	buys 10 grocery vouchers.

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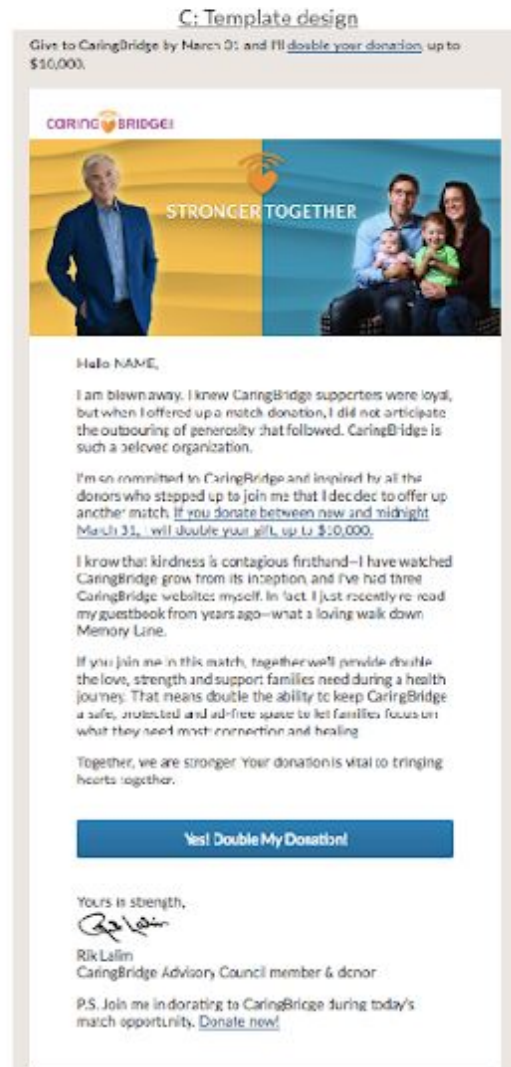
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**TRY A MORE PERSONAL
AND HUMAN TONE.**



Will Removing Design Elements Design Increasing Engagement and Giving?



T1: Personal Email

CARINGBRIDGE!

Hello First name,

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

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

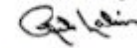
I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

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

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

[Yes! Double My Donation!](#)

Yours in strength,



Rik Lalim

CaringBridge Advisory Council member & donor

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



80.3%
CLICKS



112.5%
DONATIONS



Experiment #4171

CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

Yes! Match My Gift Now!

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to make sure CaringBridge will always be here when your loved ones need it most.

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145.5%
DONATIONS



Look Closer

CONTROL

- Logo placement reduced



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TREATMENT

- More personal and relevant salutation

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TREATMENT

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- Logo placement reduced
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- More personal and relevant salutation
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- It's written to YOU



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WRITE YOUR EMAIL AND
THEN READ IT OUT LOUD.




**HAVE A VERY CLEAR,
DIRECT CALL TO ACTION.**




Remember This?

A



[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!

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

Have a great week!

May God bless you,
Dennis



272%
DONATIONS





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

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

Jenn, 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

**MAKE SURE YOUR CALL TO ACTION IS
AFTER YOU'VE GIVEN ENOUGH REASON
WHY THEY SHOULD TAKE ACTION.**



Experiment #583

CONTROL

Please, make your year-end gift to [REDACTED] today.

TREATMENT

Please, stand with [REDACTED] today.



91%
In Clicks



50%
In Donations

How The Kind Of Ask In An Email Affects Click Through And Donations

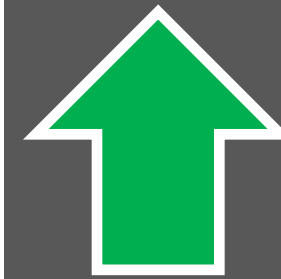
EXPERIMENT ID: #5461

CONTROL

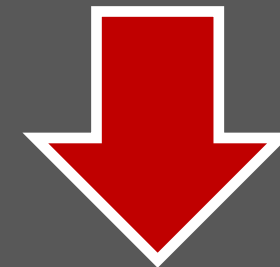
where you can securely give your gift: <http://www.>

TREATMENT

where you can find out more: <http://www.>



50%
In Clicks



9%
In Donations*

ACT NOW

Hi Marlene,

I sincerely hope that you and your family are continuing to keep well. While we are making immense progress on rebuilding our communities, I'm saddened by the devastating effects COVID-19 is having on vulnerable families across the Lower Mainland and Fraser Valley.

In fact, 98% of our non-profit community partners have seen an increased demand for food, and sadly, **can't meet current needs**.

That's where you've stepped in. To date, your support of our relief fund has helped us launch and operate **20 United Way Local Love Food Hubs** in neighbourhoods across the Lower Mainland and Fraser Valley.

These vital food hubs provide groceries, food hampers, prepared meals, and other essential goods **at no cost** to people in the community who are facing food challenges during this very difficult time.

But more needs to be done because many families are still going hungry.

By the end of May, our goal is to raise \$1 million in additional funds to support a total of **50 United Way Local Love Food Hubs**. These food hubs will continue to provide immediate relief and future support.

Please support our relief fund today.

You'll be helping a friend, a neighbour, a single mom who has lost her job, an elderly grandmother whose children are not in town and can't get to her, or the employee who has worked all his life supporting his family and finds himself laid off because he was unable to perform his job due to physical distancing.

Thank you for helping vulnerable individuals and families access the food they need.

With gratitude,



Michael McKnight
President & CEO
United Way of the Lower Mainland

P.S. If you have already donated to our **relief fund, thank you so much for your support. You're making a huge difference to those most affected by this crisis.**



5 Ways to Optimize Your Fundraising Emails

1. Can you send from a person instead of your organization?
 - Can you send from different people within your organization instead of the same person?
2. Do your design elements definitively help the donor engage? If not, remove!
3. Do you have enough copy to explain why a donation is needed?
 - Is there a clear problem?
 - Is there a clear solution?
 - Is there a clear reason to trust you?
 - Is there a clear reason to act today?
4. Can you use a more personal tone and voice? (Tip: Read it out loud)
5. Do you have a clear, direct, straightforward Call to Action?
 - Can you try a hyperlink or even raw link?



THEY CLICKED, **JOB DONE** RIGHT?





#SchittsCreek



INCORRECT



**MAKE SURE THE DONATION PAGE YOU
SEND PEOPLE TO SETS THE CONTEXT AND
CONTINUES THE CONVERSATION.**



Experiment #7176

Form with multiple text input fields, some highlighted with yellow boxes.



Experiment #7176

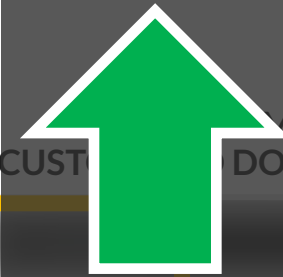
CONTROL
REGULAR DONATION PAGE

TREATMENT
CUSTOMIZED DONATION PAGE



Experiment #7176

CONTROL
REGULAR DONATION PAGE



272%

In Donations



40%

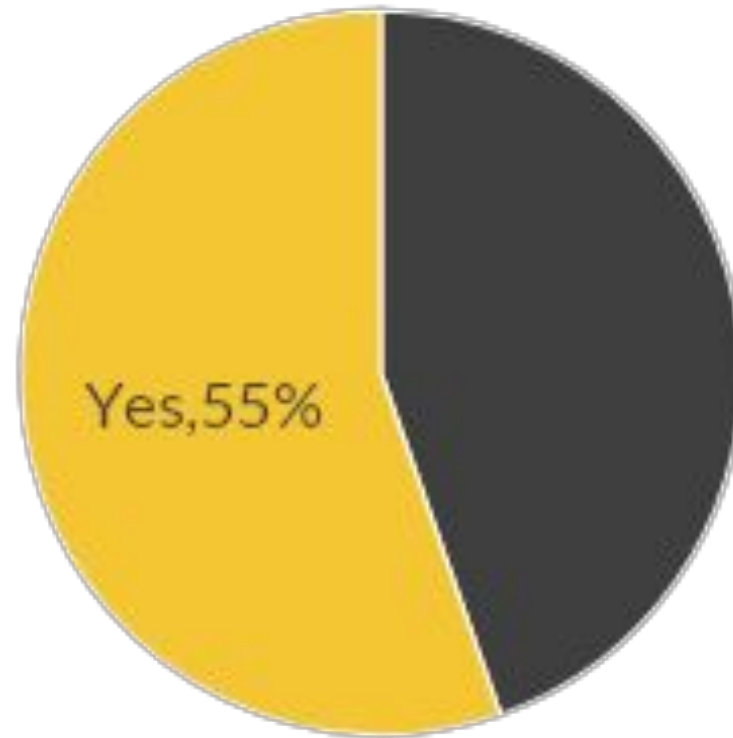
In Average Gift



420%

In Revenue

Is There Congruency Between The Message Communicated In The Email And The Copy Of The Landing Page?





Fr. David [Unsubscribe](#)
to leonard.mclean ▾

Hello Leonard,

As we proceed through Holy Week, I pray this is a time of many graces for you – especially during this uncertain season we are in. It certainly has been for me here at the National Shrine of Our Lady of the Snows.

One of my goals this Holy Week is to bring more people into a partnership with the Missionary Oblates. As we continue our work around the world we see the needs of the poor greater than ever as we all experience this global pandemic. Sustainers of our ministry are critically needed right now. Monthly supporters help the Oblates to maintain our ministries here at the Shrine and provide for the ongoing physical and spiritual care of those who need it most.

Is this something you would consider?

This Holy Week, I'd like to offer you a special opportunity to have a Votive Candle lit for you every month at the Shrine. When you become a monthly supporter of the Missionary Oblates with a gift of \$15 or more, we will light a candle for your intentions every single month and bring those before the Lord.

I have set a goal of 100 candles to be lit by the end of this Holy Week. The great news is it looks like we might reach this goal, but I need your help. Will you become an Oblate sustainer at this time and truly bless our missionaries during Holy Week?

I would be honored to light a candle for you every month at the Shrine. The Votive Candle will be a reminder that the Oblates and our Shrine pilgrims are lifting your prayer requests towards Heaven.

You can make your monthly contribution here: <https://oblatesusa.org/have-a-candle-lit/>

I hope you will consider this. What a beautiful sight it will be to light 100 candles every single month for the intentions of our faithful, monthly supporters.

I pray you have had a spirit-filled Holy Week so far, and I pray that the next few days are filled with joy as you celebrate the new life we receive through Jesus Christ.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

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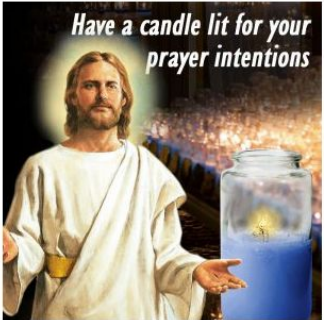


Have a Candle Lit For Your Intentions Every Month

...and provide ongoing support to the Missionary Oblates

For centuries it has been a common custom among Catholics to light Votive Candles at churches and shrines for prayer intentions. The religious meaning attached to the candle and flame can be traced far back in history, and the light from the candle is a powerful symbol of Christ, the Light of the World.

Would you like to have a Votive Candle lit for your intentions every month at the National Shrine of Our Lady of the Snows? When you become an ongoing supporter of the Missionary Oblates, allowing us to provide ongoing physical and spiritual care to people around the world, we will begin lighting a Votive Candle for you every month as we bring your intentions before the Lord.



Use the form below to make a monthly gift of \$15 or more to be a part of this special opportunity and have a candle lit with your intentions.

If you prefer to not commit to a monthly donation at this time, just uncheck the recurring gift box and we will use your one-time gift to enhance the ministries of the Missionary Oblates.

God bless you for your generosity, and thank you for helping us bring new life into the lives of our less fortunate brothers and sisters in Christ.

Your Donation

\$25

\$15

\$50

\$

Please choose your gift frequency

☒ Make this a recurring donation of \$15 per month.

[No, thanks. Make this a one-time gift instead.](#)

Billing Information

First Name

Last Name

Email Address



CONTEXTUALIZATION *and* CONTINUITY



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 - Can you try a hyperlink or even raw link?
6. Make sure the donation page you point to sets the context and continues the conversation



WAIT... THAT'S ONLY 6?



**TEST AND TRY IT FOR
YOURSELF!**



GO DEEPER.



COVID-19 CANADIAN CHARITY FUNDRAISING RESPONSE RESOURCE .

[NEXTAFTER.COM/CANADIAN-CHARITY-COVID19-RESPONSE/](https://nextafter.com/canadian-charity-covid19-response/)



COVID-19

Canadian Charity Fundraising Response

Canadian Charity Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the COVID-19 pandemic?"

This has been one of the most common questions being asked by Canadian charity fundraisers and marketers. But the truth is that *no one truly knows what the "correct" response is.*

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find Canadian COVID-19 related email volume, online giving trends, and examples and resources to help you improve your fundraising.

Our hope is that you'll find it useful as you navigate these uncertain times.

- The Care2, CanadaHelps, Charity Village, and NextAfter Teams

What would you like to see?

[Online Giving Trends](#)

[Email Trends & Examples](#)

[Resources](#)

[Get Updates on Response Trends](#)



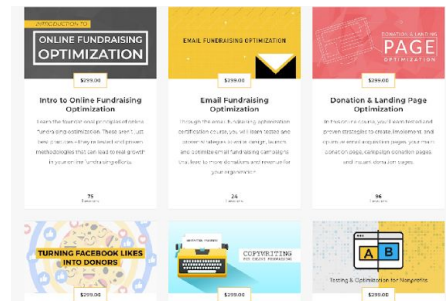
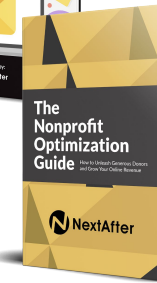
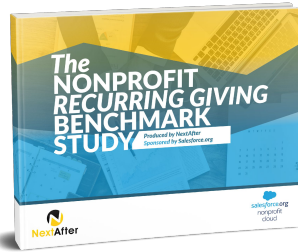
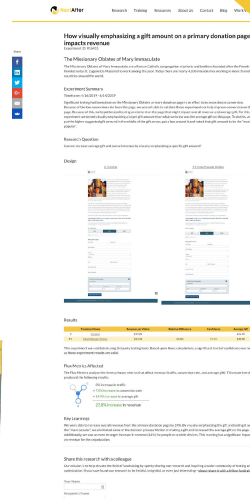
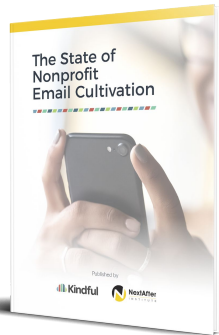
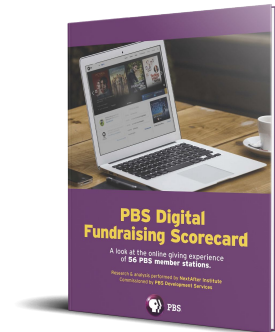


ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY CHARITIES AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



NEXTAFTER.COM/INSTITUTE

THANK YOU!



Questions?

Questions or Comments? Get in touch!



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Next Webinar



Stay tuned for an invitation to our next webinar!