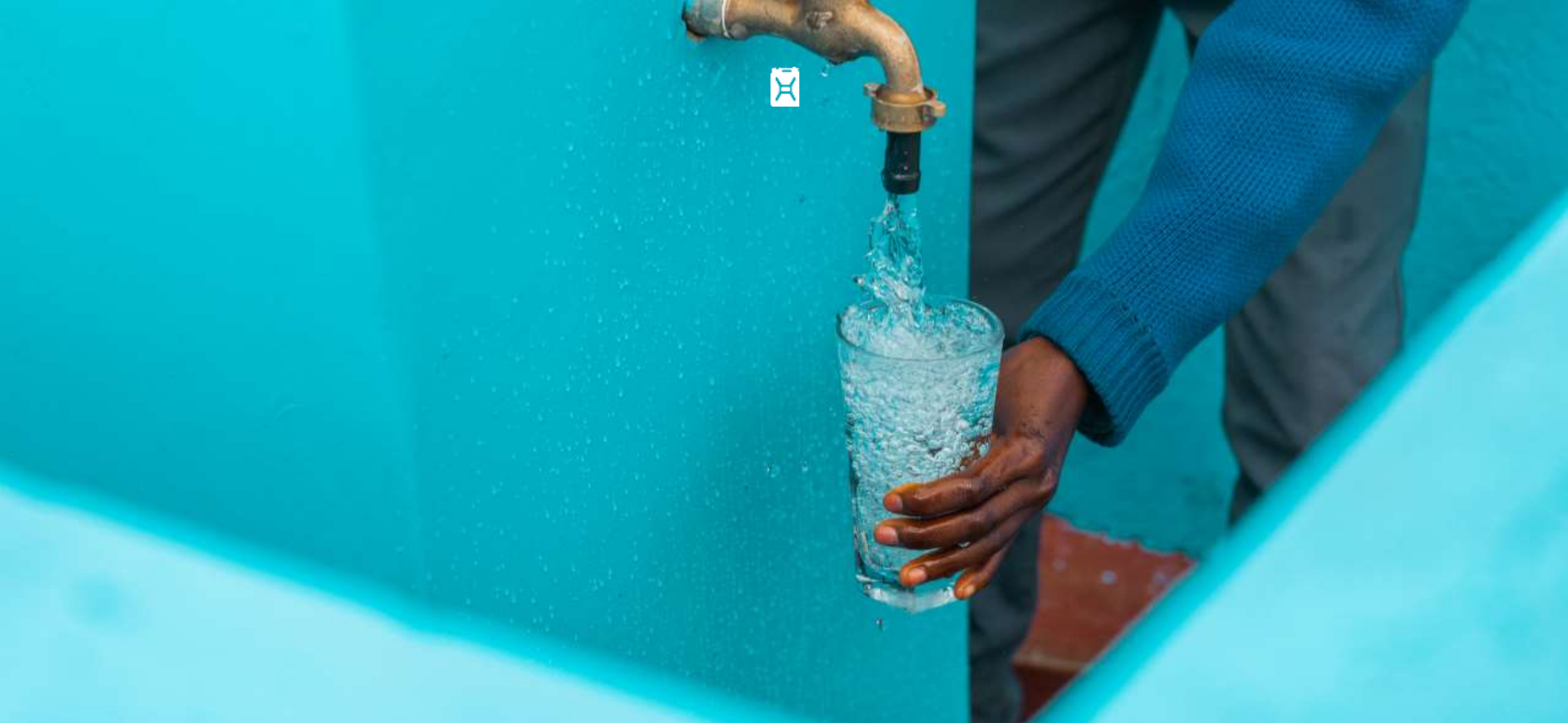


NONPROFIT INNOVATION & OPTIMIZATION

NIO SUMMIT

AND THE
WIZARD OF
OPTIMIZATION

KANSAS CITY, MO SEPT. 20-23, 2022



How your recurring giving program can run like clockwork.

A woman in a pink shirt and blue patterned skirt is carrying a child on her back. She is pulling a blue water container from a well in a rural setting. The scene is dimly lit, suggesting an overcast day or a shaded area. The woman is focused on her task, and the child is looking towards the camera. The background shows a dirt path and some vegetation.

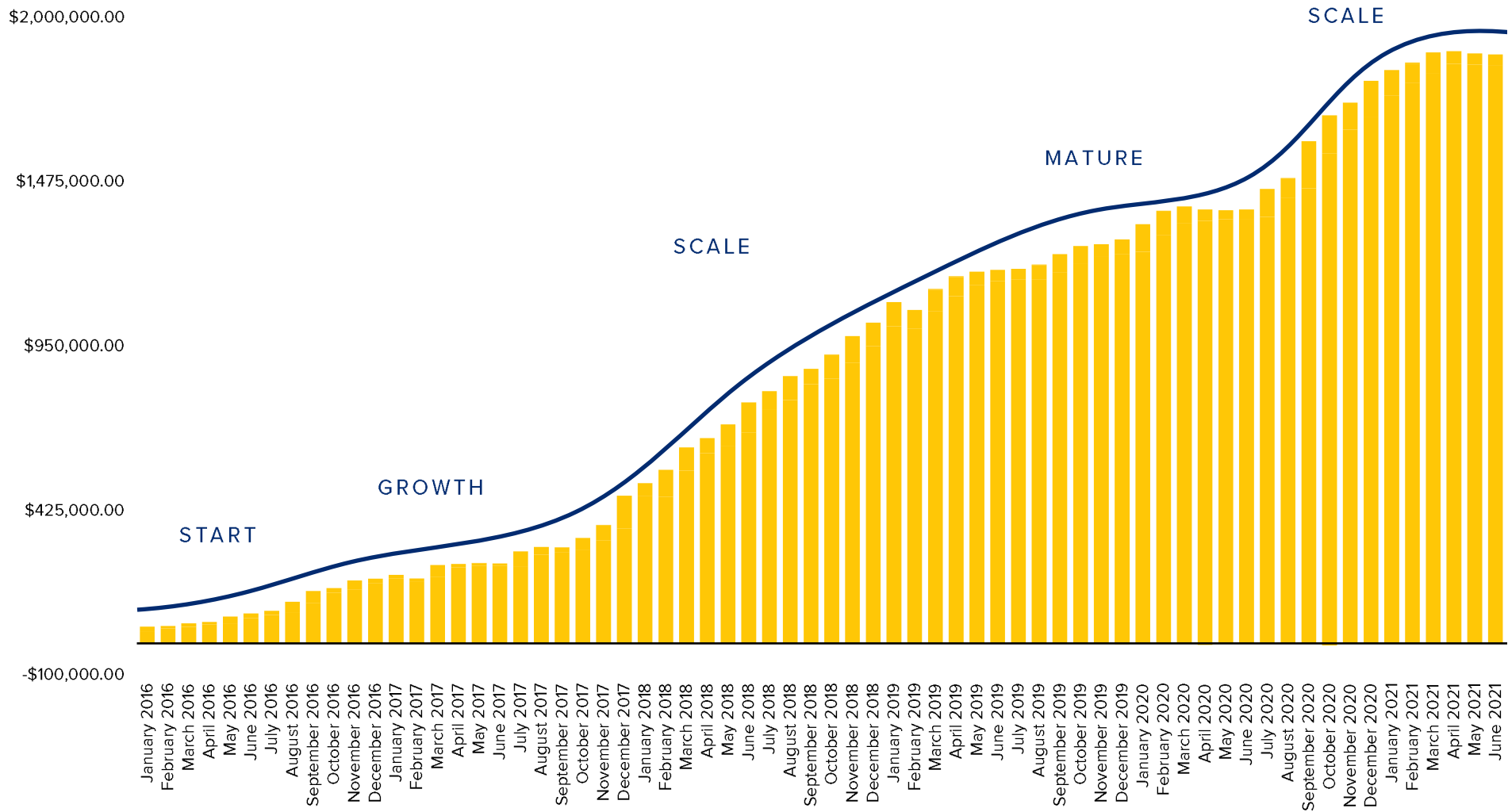
771 Million.



40 Billion.

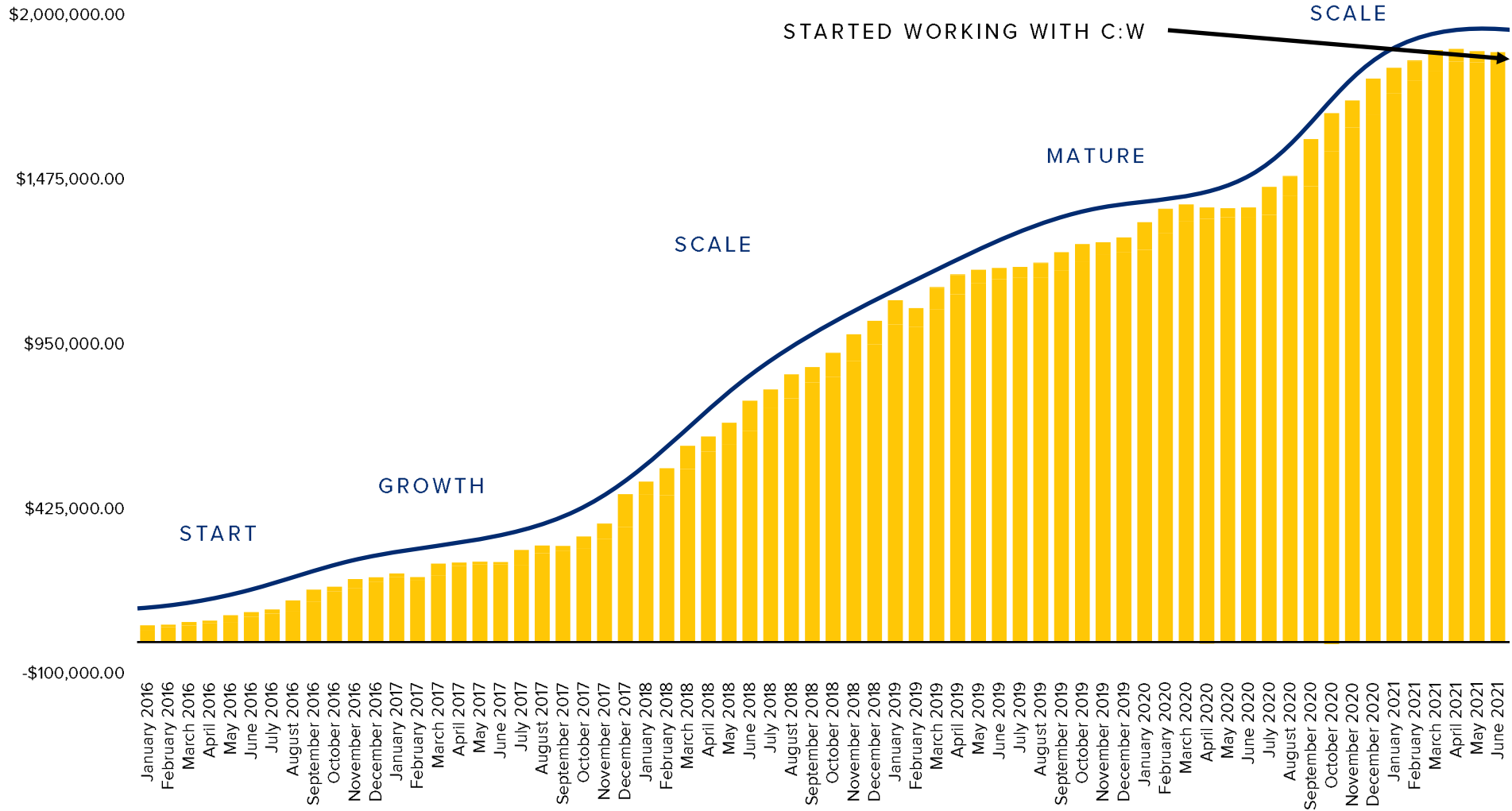


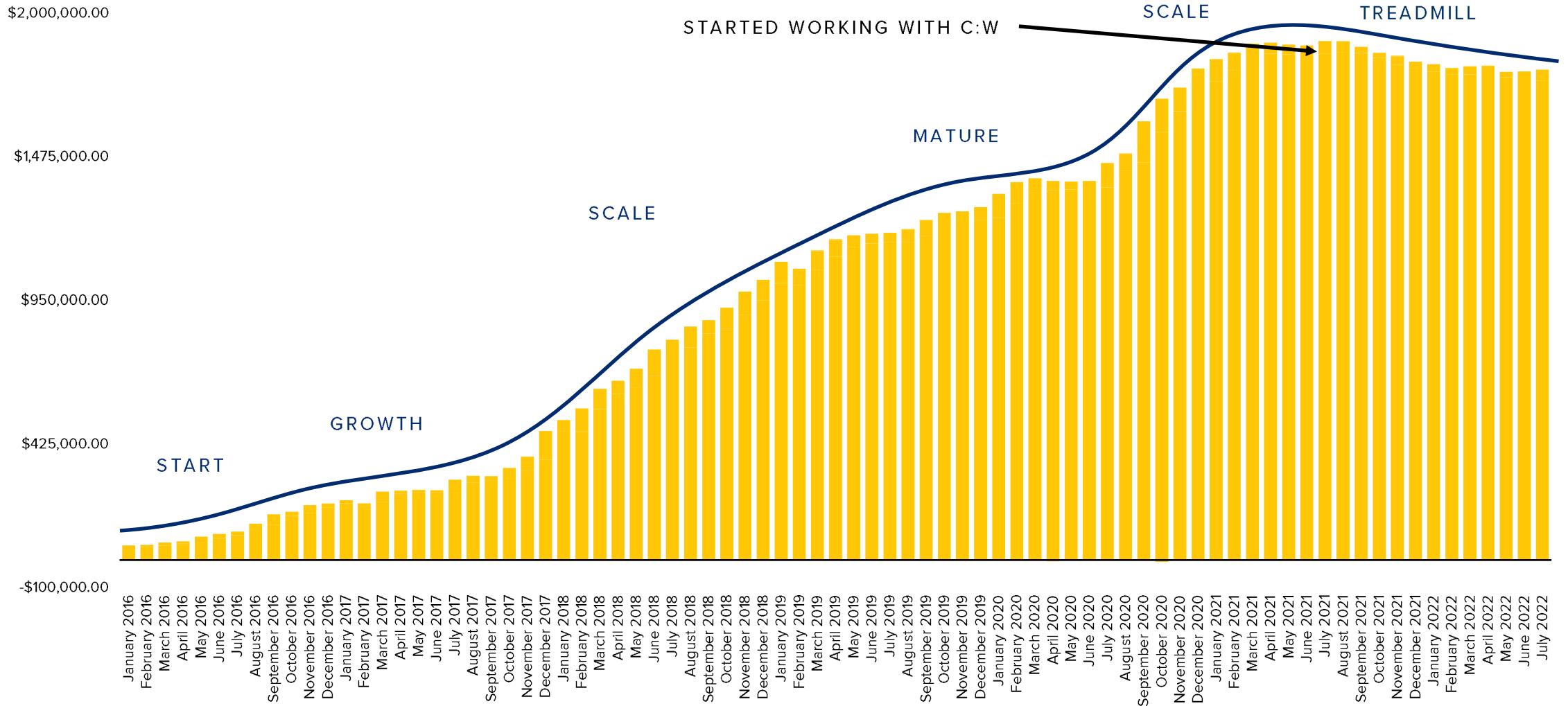
“For everyone. Always.”





Monthly Giving Growth = (Focus + Effort + Time) x Care





An aerial photograph showing a woman in a blue shirt and patterned skirt operating a hand pump inside a large, rectangular concrete well structure. The pump is mounted on a concrete base with a circular basin. A white bucket is placed under the spout. The woman is holding a long handle to operate the pump. The well is surrounded by a low wall of concrete blocks. The surrounding landscape is dry and hilly with sparse vegetation. A metal gate is visible on the right side of the well structure.

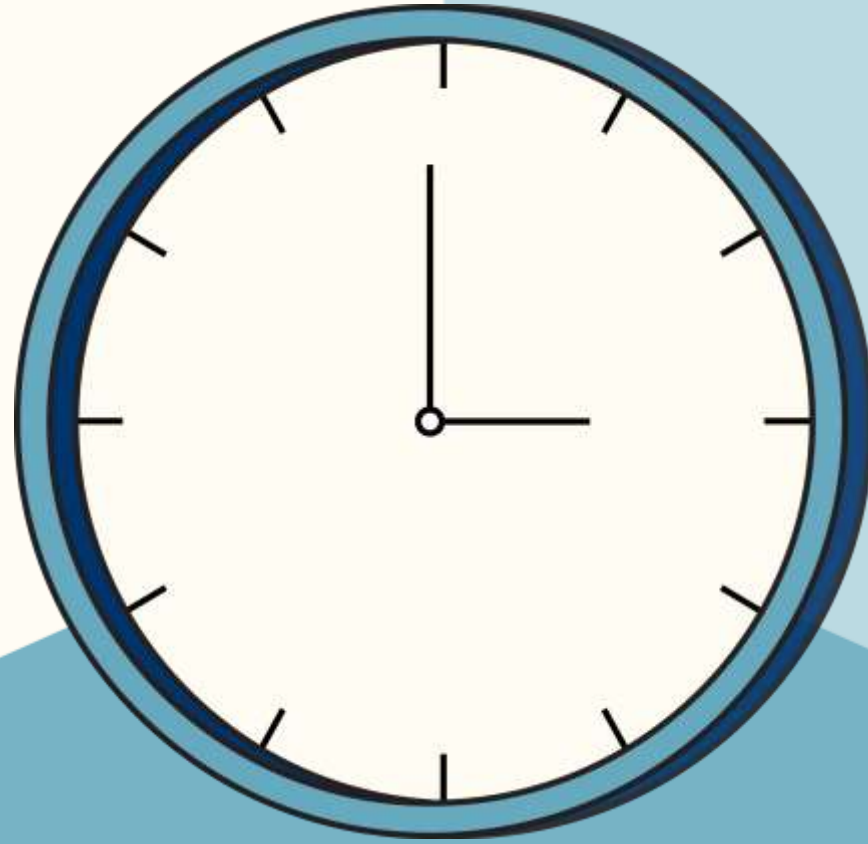
A framework.



Jost (Bürigi) Do It.



MONETIZATION



RETENTION

ACQUISITION



MONETIZATION

MAJOR & LEGACY

VOLUNTARY CHURN

RETENTION

MONETIZATION

RETENTION

REFERRALS

INVOLUNTARY CHURN

MONETIZATION

RETENTION

ADD-ONS

PAUSE/SKIP

MONETIZATION

RETENTION

UPGRADES

REACTIVATION

MONETIZATION

RETENTION

PAID

WIN BACK

ACQUISITION

ACQUISITION

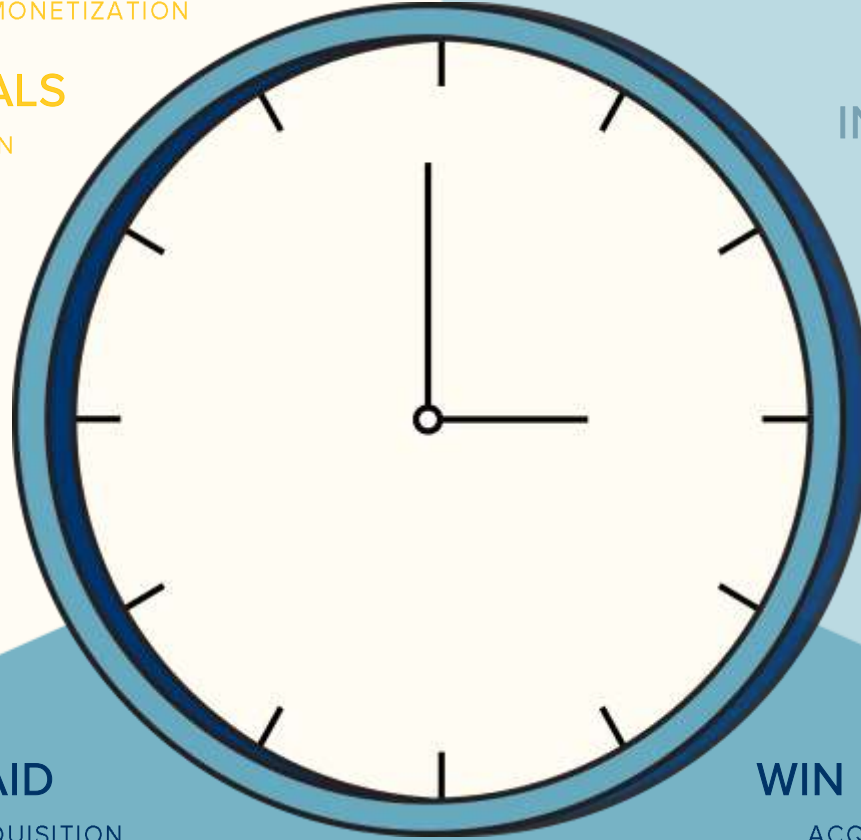
OWNED

EARNED

ACQUISITION

ACQUISITION

ACQUISITION





Marketing & Growth Metrics - 2022

File Edit View Insert Format Data Tools Extensions Help

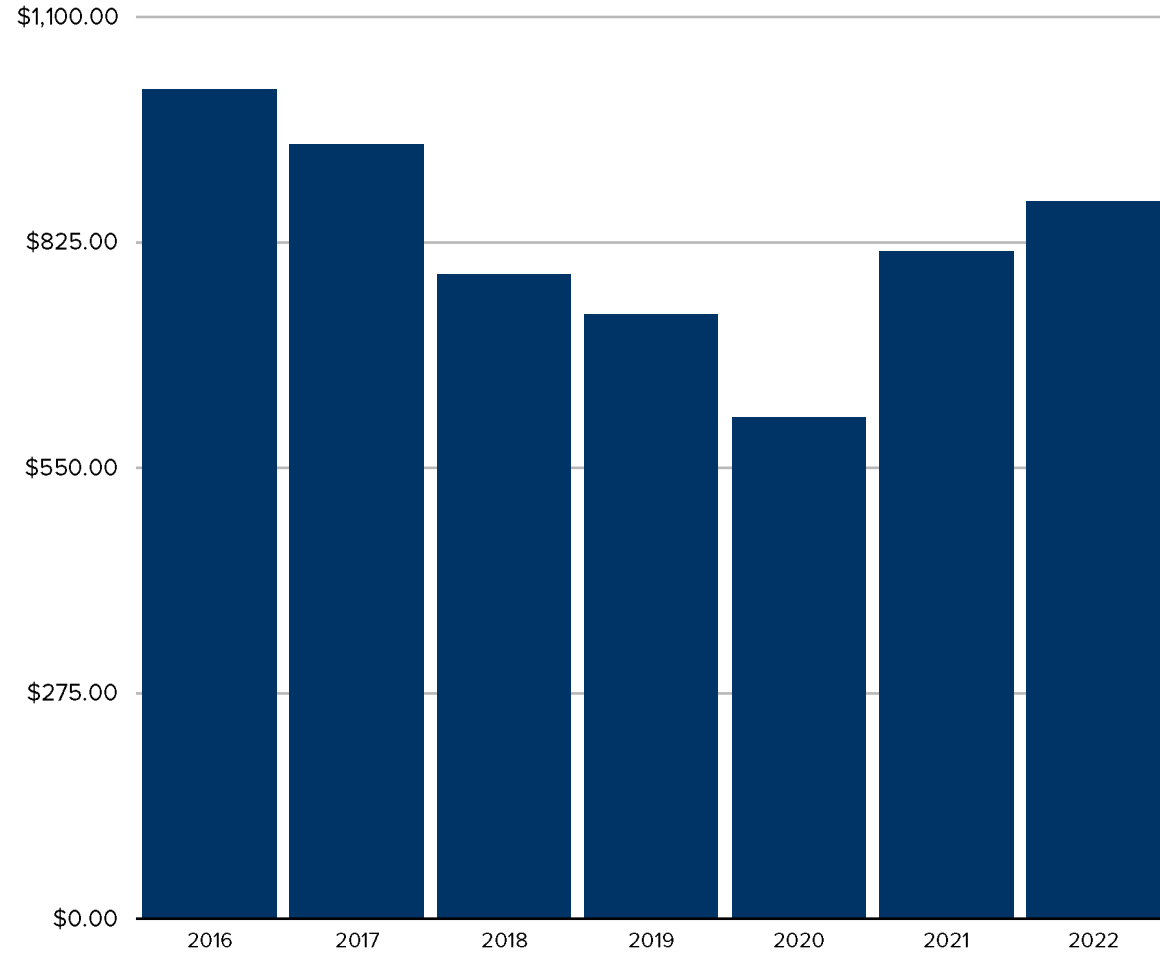
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D1 Updated 2H 2022 Target

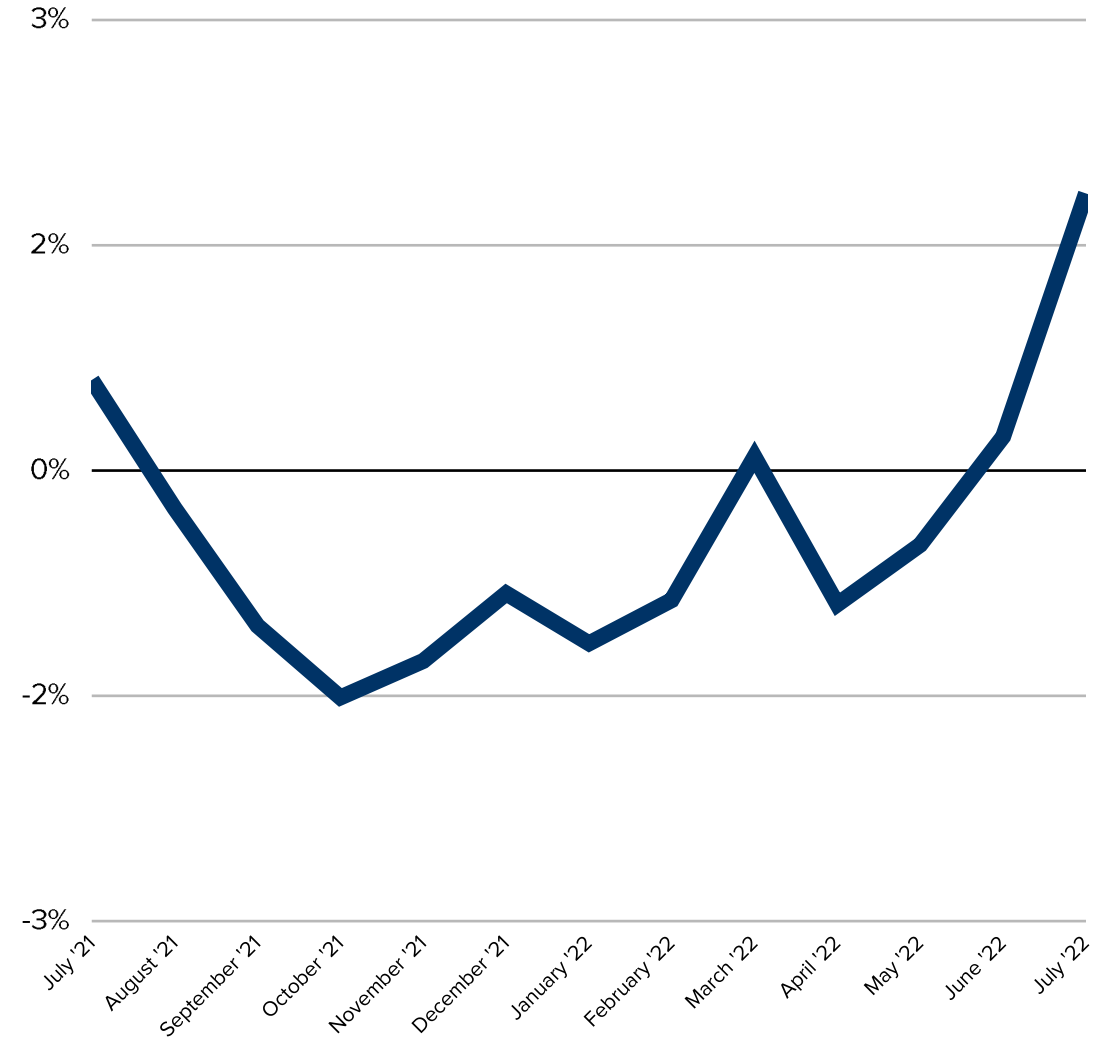
	A
1	
14	Reduce reliance on Paid Media (Paid Social in Particular)
15	12700 Spring acquisitions outside of Paid Social
16	1,500+ Spring acquisitions from Email
17	2,000+ peer to peer Spring referrals
18	60,000 new email signups
19	
20	Inspire every donor to increase their impact
21	\$26.05 average Spring donation
22	20% 1X Retention
25	3,000 Spring donors 'upgrade' their gift
26	
27	Improve every donor's experience, specifically onboarding
28	1.3% of 1X donors upgrade to Spring within 90 days
29	Retain 86.4% of Spring members by 3 months
30	6% of new email signups become a donor in 2022

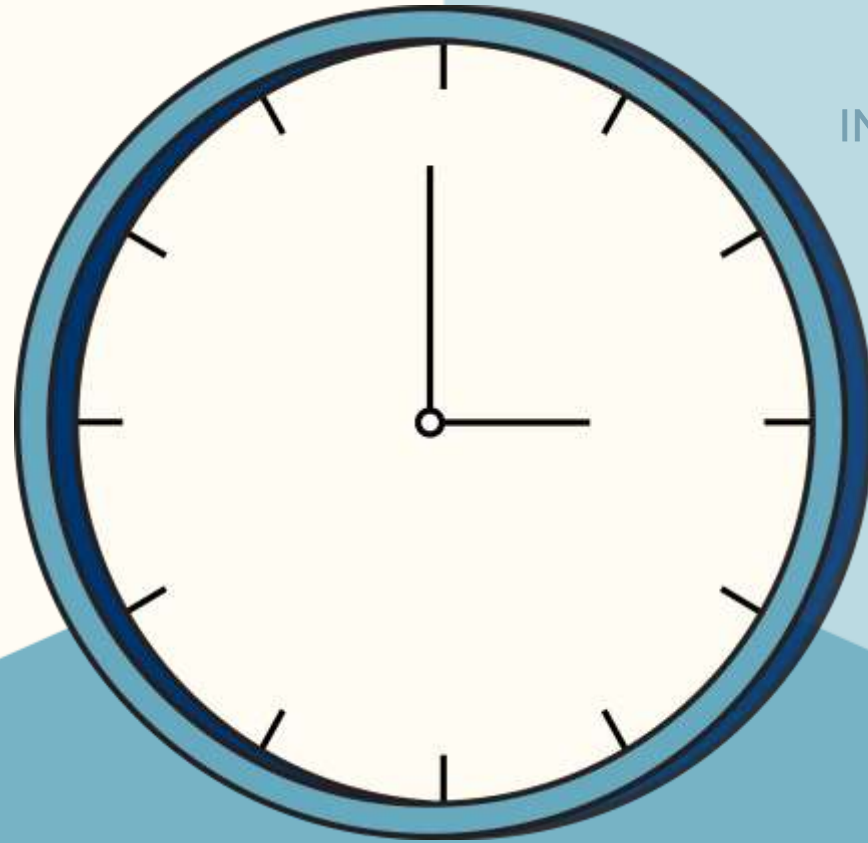


PROJECTED SPRING MEMBER LTV BY YEAR



THE SPRING NET GROWTH BY MONTH





VOLUNTARY CHURN

RETENTION

RETENTION

INVOLUNTARY CHURN

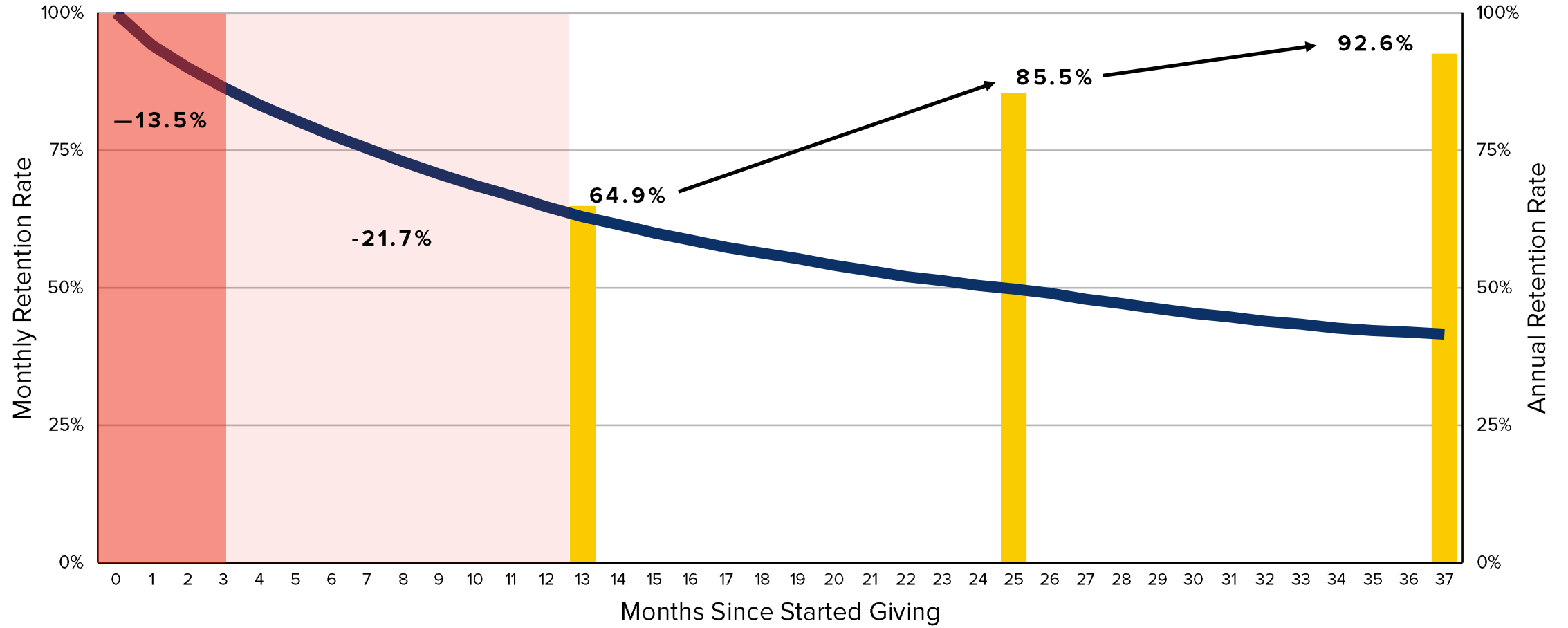
RETENTION

PAUSE/SKIP

RETENTION

REACTIVATION

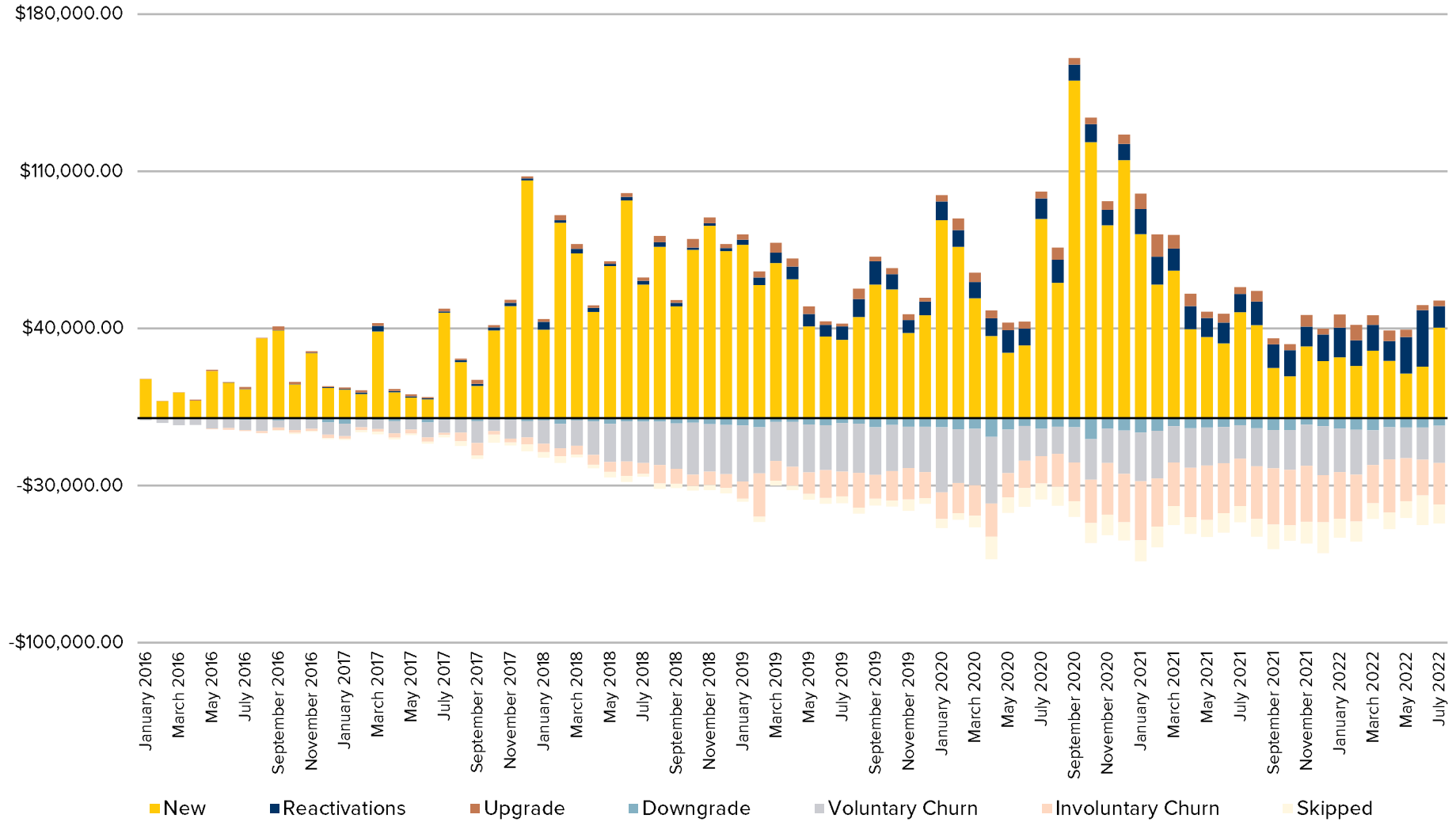
RETENTION





KEY INSIGHTS

- As the program scales, involuntary churn becomes a bigger and bigger challenge
- Related, reactivation becomes a bigger and bigger opportunity
- Upgrade and downgrade revenue is minimal on a month to month basis but compounds — positively or negatively — over time.





Try to get people giving through their bank.



~**3.5%** of all monthly donors give via bank and they **give 29% more** on average each month when they do.

Classy

~**3%** of all monthly donors pay via bank and they **give 2X more** when they do.

 **Fundraise Up**

~**2.5%*** of all monthly donors give via bank and have a **84% greater Lifetime Value** when they do.

 charity: water

* SINCE JULY 2021, THIS NUMBER HAS INCREASED TO 4.6%



DEFAULT TO BANK GIVING ON DESKTOP.

Across 2 separate experiments on the homepage, main donation, and monthly donation page here's what we saw:

- Conversion rate was either neutral or slightly negative but never significant
- Conversion rates on mobile were noticeably worse
- Likelihood to give via bank always was greater
- On desktop, the tradeoffs on conversion were 'worth it' for the increased LTV but not on mobile

DEFAULT TO CARD

charity: water DONATE

THE SPRING

Join our community of monthly donors bringing clean water to people in need.

Giving \$40 per month (edit amount)

CARD PAYPAL BANK

First Name

Last Name

Email

(201) 555-0123 (optional)

Card number MM / YY

NEXT STEP

We'll store your payment method through Stripe's secure platform. You'll still be able to change your linked payment at any time to ensure your giving goes uninterrupted.

Secure Payment. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

DEFAULT TO BANK

charity: water DONATE

THE SPRING

Join our community of monthly donors bringing clean water to people in need.

Giving \$40 per month (edit amount)

CARD PAYPAL BANK

Thank you for choosing our preferred payment method.

A small group of donors pay our credit card transaction fees so that 100% of your donation can go directly to clean water. By linking your bank instead of paying by card, you're eliminating fees and increasing your impact.

First Name

Last Name

Email

(201) 555-0123 (optional)

NEXT STEP





Secure Payment. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



ASK SPECIFICALLY IN THE ONBOARDING JOURNEY.

- Around 60 days, a plain text email from our Supporter Engagement lead
- Around 90 days in the 'what more can I do' email we feature a Spring member who gives via bank

60 DAYS

[PROOF] Would you consider something,  
 Brady  

Annalise from charity: water <te...> 1:58 PM (10 minutes ago)   
 to me 

Hi Brady,

My name is Annalise and I'm on the Supporter Experience team here at charity: water. I wanted to let you know about something you can do today that will help us and increase your impact without costing you anything.

When you give via a Credit Card, charity: water pays the fee to process your donation so that every penny goes directly to clean water. **If you switch to giving through your bank, you'll save us time and capital in processing your donation every month.** It takes less than a minute to [link your monthly donation to your bank account](#). Plus, you'll never have to worry about updating your payment information if it expires or changes.

Have additional questions or need some help? Please let us know. **You can reply directly to this email or give the Supporter Experience team a call at 646-688-2323.** We're always happy to assist you!

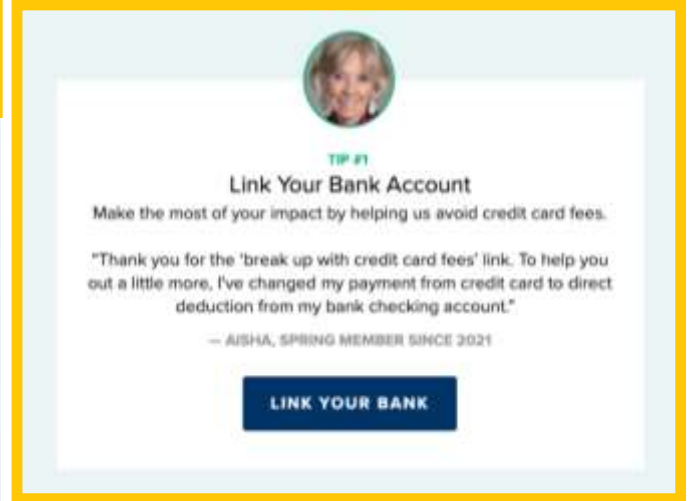
If you're curious about your bank's eligibility, you can do a quick search [here](#). If you find your bank isn't appearing in Plaid's system, unfortunately, you'll be unable to connect your account.

Thank you in advance for increasing your impact today. We remain deeply grateful for your generosity.

Best,
 Annalise

(P.S. If you no longer want to receive messages like this from us, you can unsubscribe [here](#).)

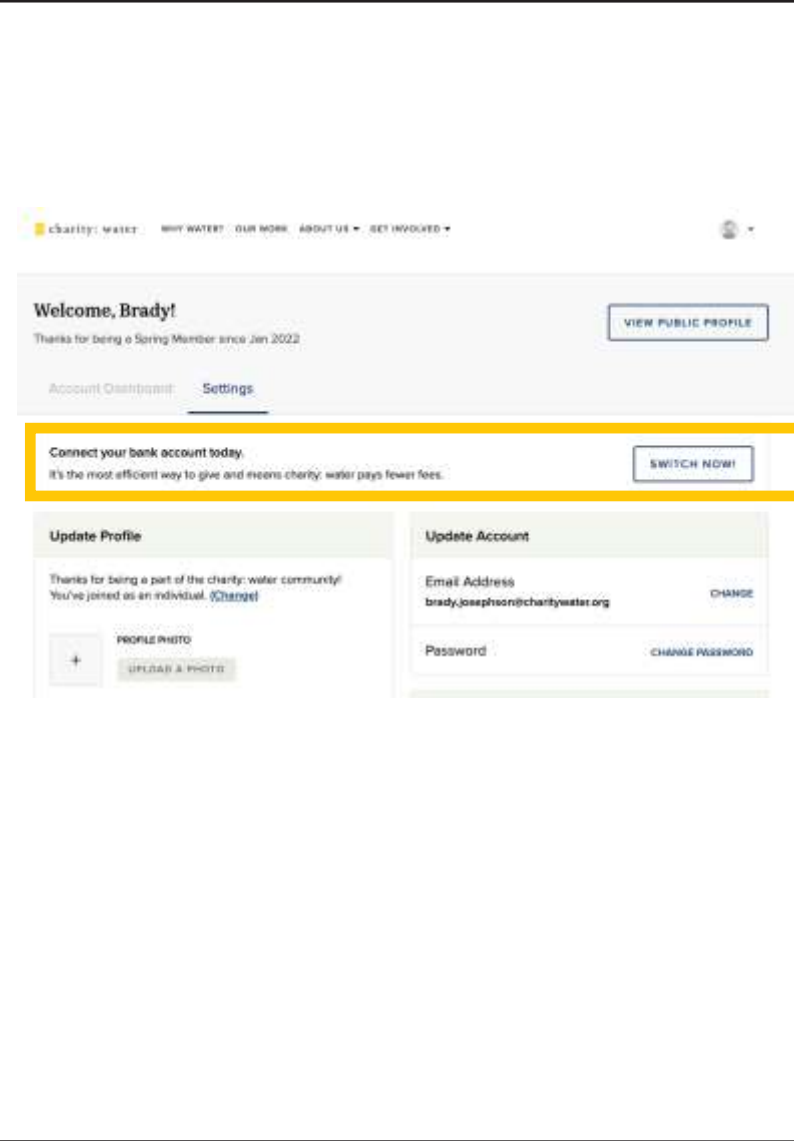
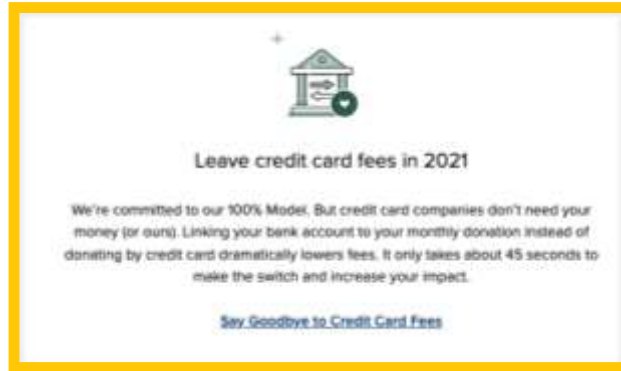
90 DAYS





CONTINUE TO ASK AND MENTION THROUGHOUT THE YEAR.

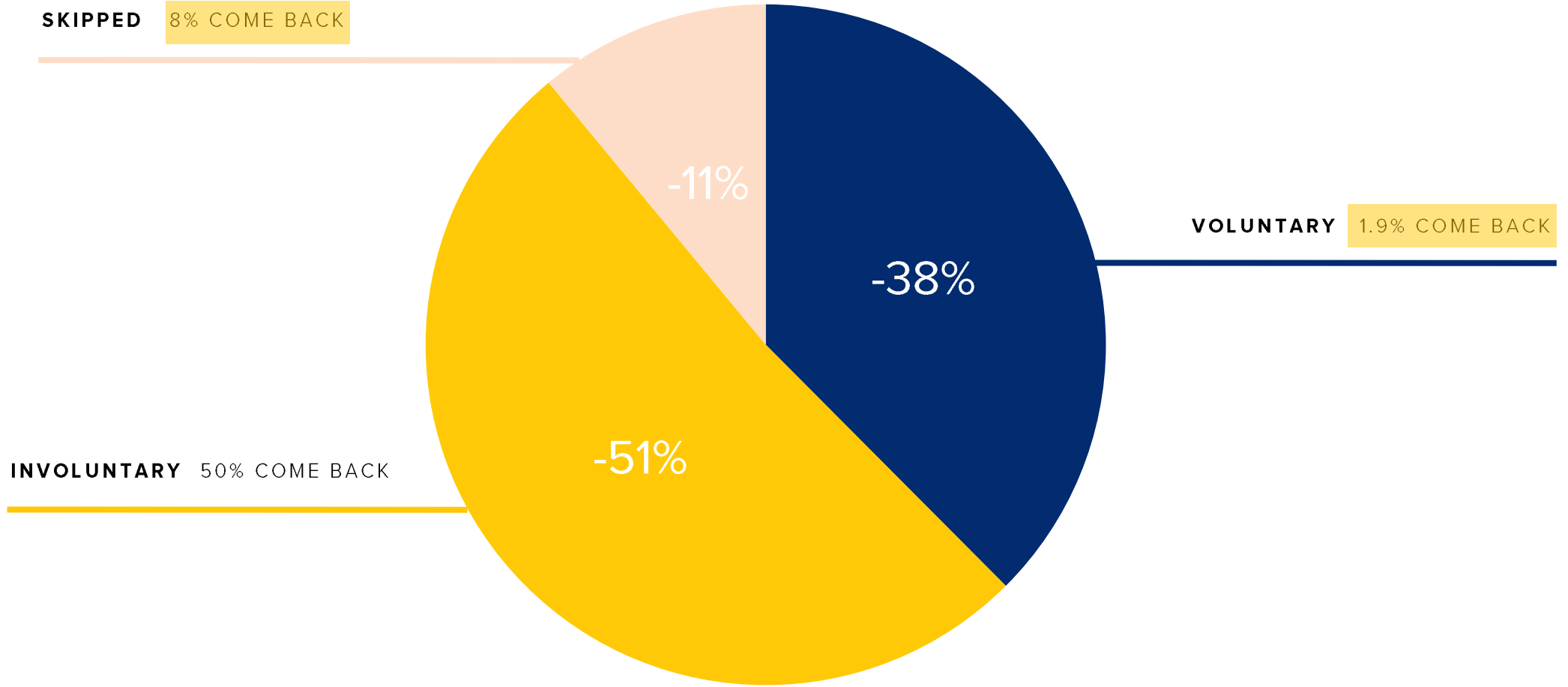
- ~2-4 times a year we have a 'switch to bank' section in Good News (our monthly newsletter)
- We also send a standalone dedicated email to Spring members who are not yet giving via their bank
- When people are logged in on our site they may get a nudge or prompt asking them to switch





Develop a thoughtful offboarding experience.







DO WHATEVER YOU CAN TO KEEP THEM ACTIVE.

Try to get them to pause or skip.

Offer other opportunities to change before cancelling.

Highlight their impact and/or your gratitude.

Accentuate the fact that they have choices and are in control.

SKIP FLOW

Change your membership status

Sometimes hard times fall on good people. If you'd like, you can pause your monthly gift instead of cancelling. Whenever things change we hope you'll consider giving again.

Pause your giving
You won't be charged again.

Cancel membership
Your membership will no longer be active. You will still be able to visit your account.

Chat with us
We know how things can get. If you'd like to talk about your options, email our team or call us at (646) 688-2323.

CONTINUE

We're grateful for you.

You've been in The Spring for 16 months so far, changing the lives of 32 people and hitting a couple of great milestones like 50 People Served and Spring Yearling along the way.

Please confirm below. (We've also included some alternatives in case you just need some help with your account.)

- I want to give less. Every gift makes a difference. **Continue giving for as little as \$5/month.**
- I want to give once a year instead.
- I want to choose when I give. Choose the date your account is charged every month.
- I want to skip my monthly gift. You're welcome back anytime.

← BACK **CONFIRM**

CANCEL FLOW

Change your membership status

Sometimes hard times fall on good people. If you'd like, you can pause your monthly gift instead of cancelling. Whenever things change we hope you'll consider giving again.

Pause your giving
You won't be charged again.

Cancel membership
Your membership will no longer be active. You will still be able to visit your account.

Chat with us
We know how things can get. If you'd like to talk about your options, email our team or call us at (646) 688-2323.

CONTINUE

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- I want to give once a year instead.
- I want to choose when I give. Choose the date your account is charged every month.
- I want to cancel my monthly gift. You're welcome back anytime.

← BACK **CONFIRM**



The New York Times

We offer several ways to cancel your Basic Digital Access subscription.

Please keep in mind that you'll have limited access when you cancel.

Chat with a Customer Care advocate.

Begin Chat

Give us a call.

Call us at **858-877-6618** if you are in the U.S. Our hours are 7 a.m. to 10 p.m. E.T. Monday to Friday, and 7 a.m. to 3 p.m. E.T. Saturday to Sunday. Please see our [international contact information](#) if you are outside of the U.S.

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Cancel your own subscription without contacting one of our Customer Care advocates.

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The New York Times

Step 2 of 4

You've helped us tell powerful stories during your time as a subscriber.

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Times Podcasts

Our award-winning audio journalism offers listeners the chance to make sense of our biggest stories, sit in on conversations between journalists and dive deeper into the topics they care about.



Visual Investigations

Our Visual Investigations combine traditional reporting with digital sleuthing and the forensic analysis of visual evidence to find truth, hold the powerful to account and deconstruct important news events.



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Our documentaries bring the essential stories of our time to life, with short films from independent filmmakers and shows like The Weekly and The New York Times Presents that investigate major news topics.

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Continue to cancel

The New York Times

Step 3 of 4

Continue your subscription at the introductory rate.

Current subscription

Basic Digital Access

\$1 a week

Billed as \$4 every 4 weeks

Available offers

Yes, I want to keep my subscription at a reduced rate.

\$1 a week for another year

Billed as \$4 every 4 weeks until June 6, 2023

No thanks, just cancel my Basic Digital Access subscription.



How you listen will change

If you cancel, you and all the members of your Premium Family plan will change to our free plan on 8/14/2022. Everyone will lose access to all their Premium benefits.

15

You'll hear ads about every 15 minutes.

0

You won't be able to play any song, any time on mobile.

6

You can skip only 6 times per hour.

0

0 of your downloaded songs will be available offline.

Stay Premium. Save Money.

Change plans and enjoy Premium for less per month.

Save \$6.00 /month

Premium Individual

\$9.99 /month + tax

1 Premium account | Cancel anytime

MORE WAYS TO SAVE

Save \$3.00 /month

Premium Duo

\$12.99 /month + tax

2 Premium accounts for couples who live at the same address | Cancel anytime

Save \$11.00 /month

Premium Student

\$4.99 /month + tax

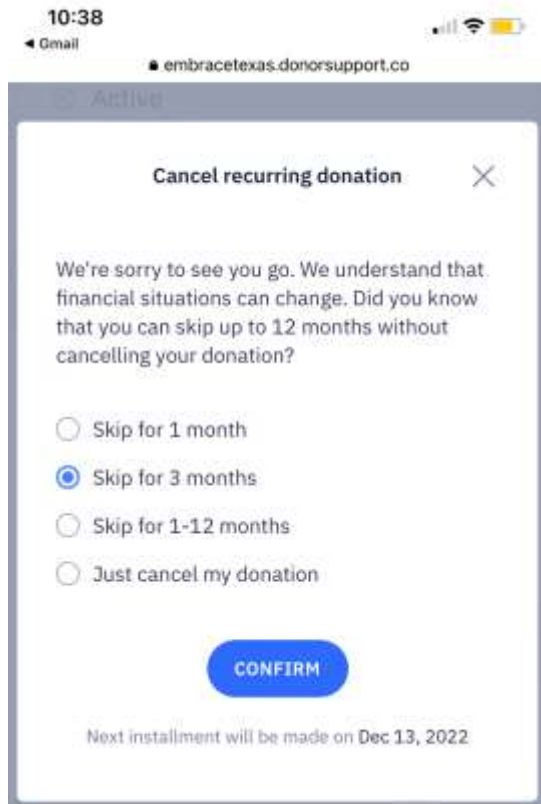
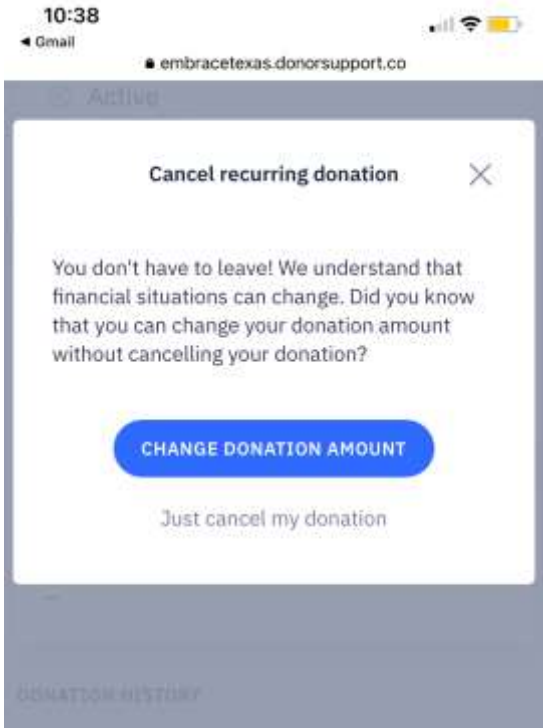
1 Premium account for eligible students | Cancel anytime

Cancel Premium

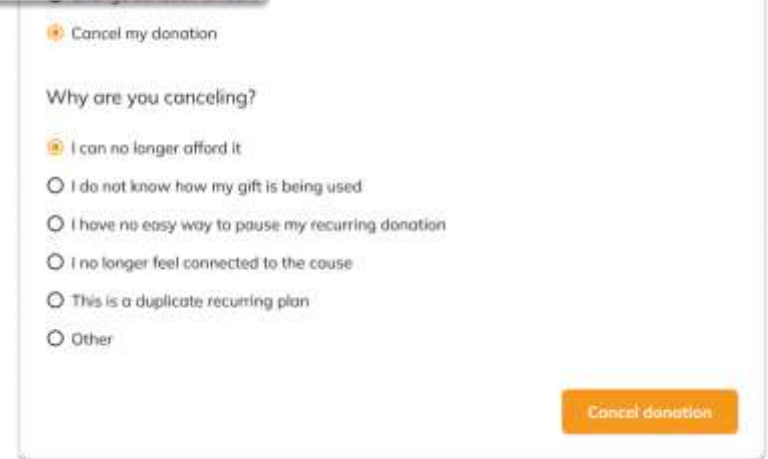
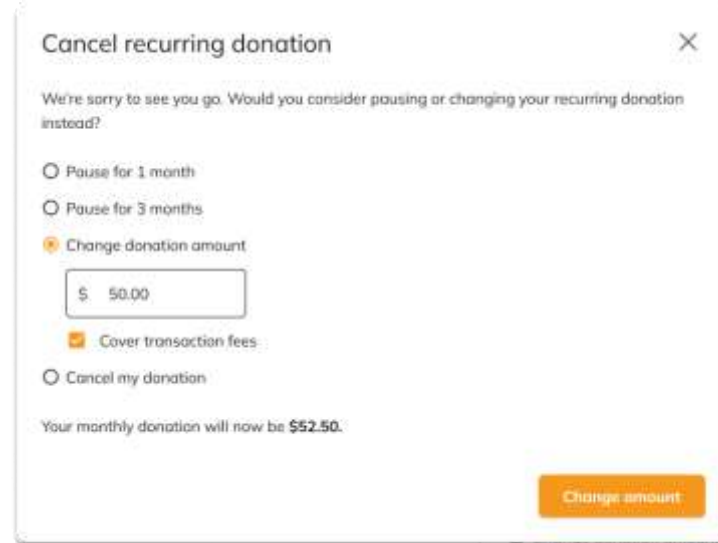
Back to account



FUNDRAISE UP



CLASSY





LEAVE THE BEST FINAL IMPRESSION YOU CAN.

Admit defeat (for now).

Share your thanks and gratitude.

Try to get insights.

Keep the door open in the future.

We're grateful for you.

Your Spring membership has been canceled. We sent an email to brady.josephson@charitywater.org to confirm that you won't be charged again.

We would really appreciate your feedback! Please click the button below to answer a few quick questions about your experience.

SUBMIT FEEDBACK

charity: water **YOUR FINAL MESSAGE**


Your membership has been canceled.

Hi Anthony, This email is to confirm that your membership to The Spring has now been canceled.

We're grateful that you chose to be a part of this community. If there's anything that could have been better, please reach out to us at feedback@charitywater.org. Your feedback is the best way for us to improve the experience.

And know that you can always [rejoin here](#). Thanks again.

— your friends at charity: water



Questions? [Check out our help center](#) for information about donating, fundraising, reporting, and more!

charity: water
PO Box 5026, Hagerstown, MD 21741-5026

Twitter Facebook Instagram YouTube

Update My Preferences | [View in Spanish](#)

[PROOF] I'd love your feedback!

Scott Harrison scott@charitywater.org 3:10 PM (24 minutes ago)

Hi Brady,

My name is Scott Harrison, and I founded charity: water to bring clean water to people in need around the world.

I see you recently canceled your membership to The Spring (our monthly giving community of generous givers) and just wanted to tell you how much it means to me, our team, and the communities we serve to have been able to count on you as a Spring member.

The Spring community is so important to me I'd love to hear from you why we lost your support and anything you thought we did well. We're intent on improving The Spring program and helping even more people get clean water, and we'll deeply value your feedback.

Is there anything you might be willing to share? Your response will reach me directly!

Thanks in advance for your thoughts and again, thanks for your support and generosity!

And of course, if you're ever in a position in the future where you're willing and able to rejoin us, we'd be so grateful to have you back!

Best wishes,

Scott Harrison
founder, CEO
charitywater.org
twitter/instagram: @charitywater
PO Box 5026, Hagerstown, MD 21741-5026

15 years, 1M+ amazing supporters, 79,000+ water projects

If you'd like to unsubscribe from future emails, [click here](#).

Hi David,

I wanted to tell you how much it means to me, our team, and the communities we serve to have had your support as a member of The Spring.

Month after month, your generosity helped bring clean water to people in need. We believe we can end the water crisis in our lifetime, but only with the support of people like you!

So from the bottom of my heart, I just want to say thank you for your support. We're wishing you all the best.

With gratitude,
Scott Harrison

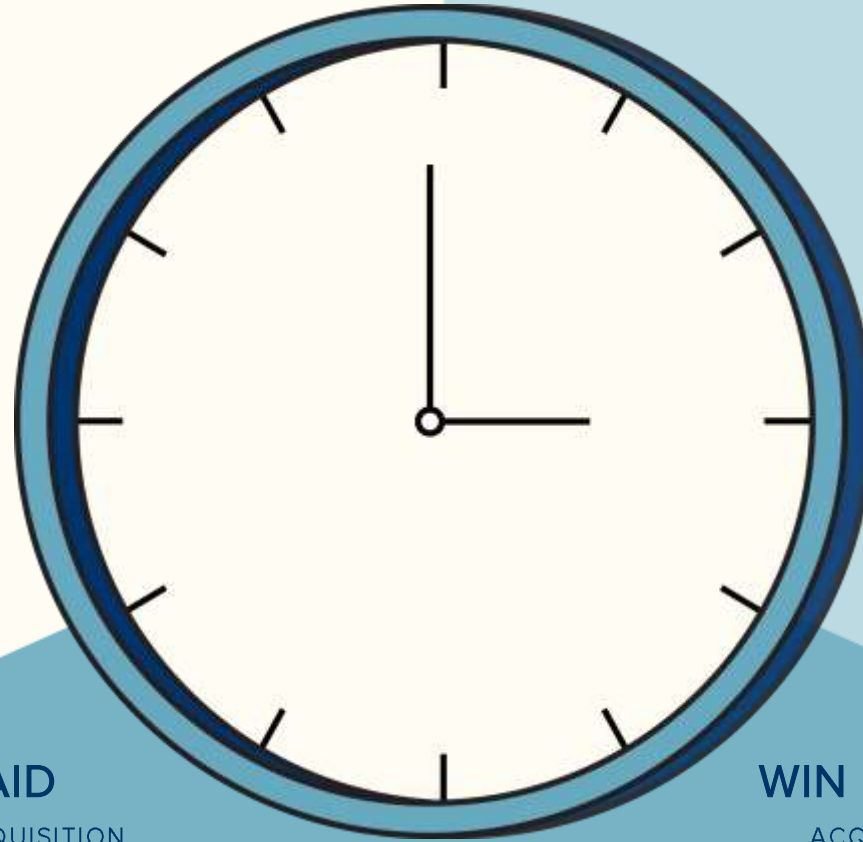


CHARITYWATER.ORG



MONETIZATION

RETENTION



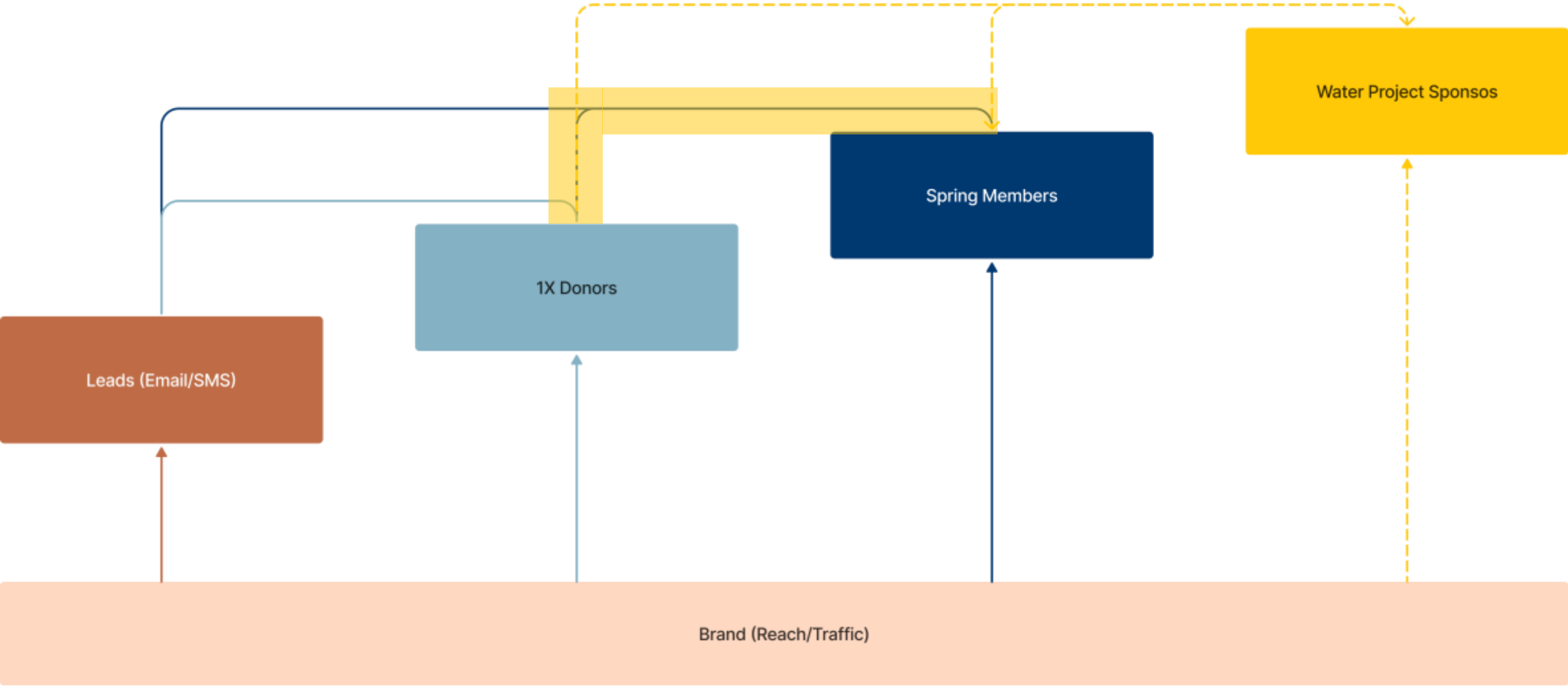
PAID
ACQUISITION

WIN BACK
ACQUISITION

OWNED
ACQUISITION

EARNED
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ACQUISITION





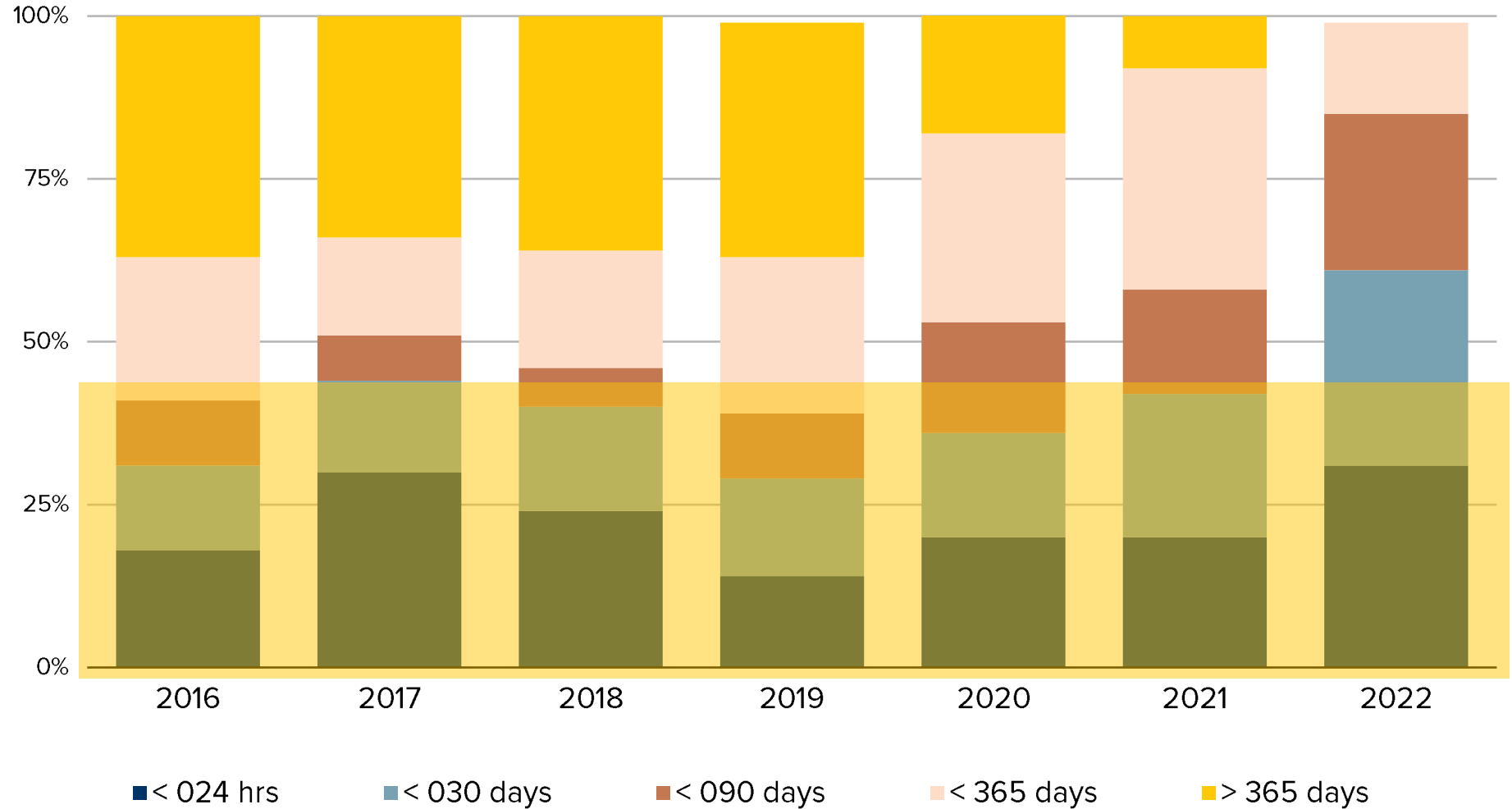
Create (quick) conversion pathways.

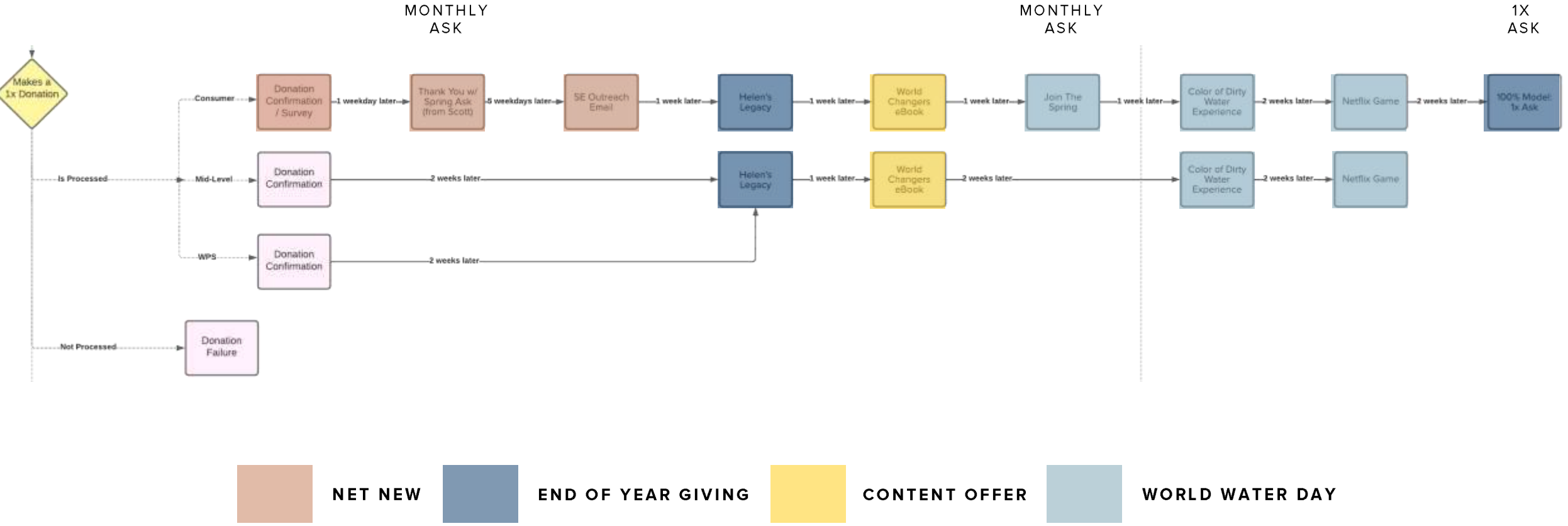


PEOPLE ARE MOST LIKELY TO JOIN WITHIN 30 DAYS OF THEIR DONATION.

Since 2016 and for all 1X donors who joined The Spring:

- 22% joined within 24 hours
- 38% joined within 30 days
- 49% joined within 90 days

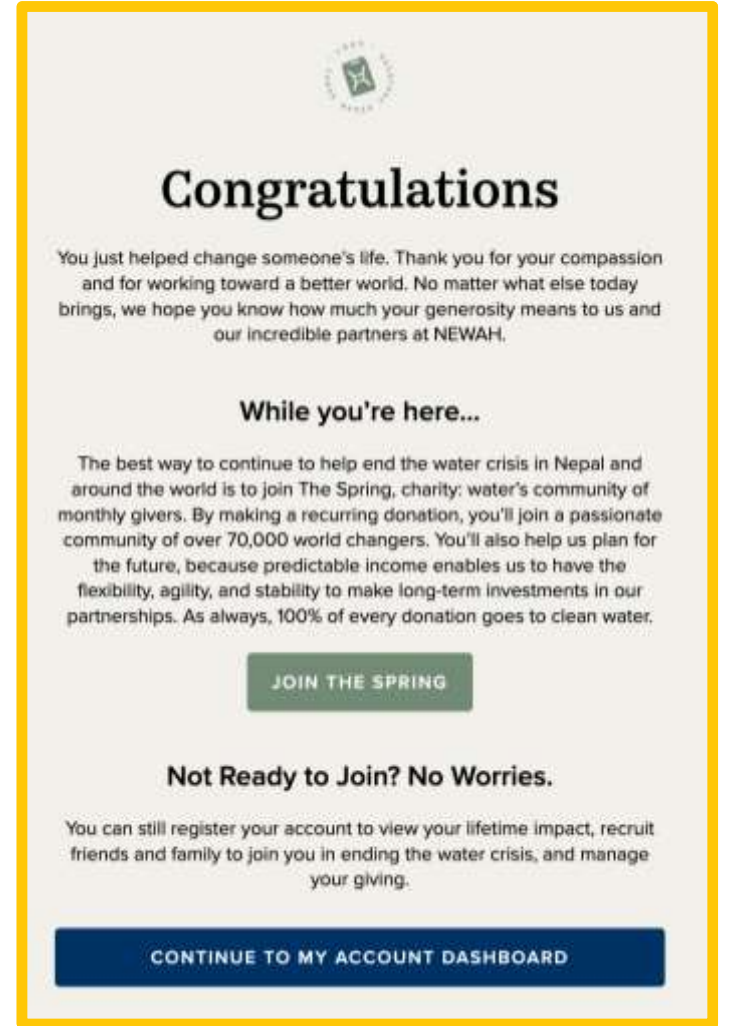
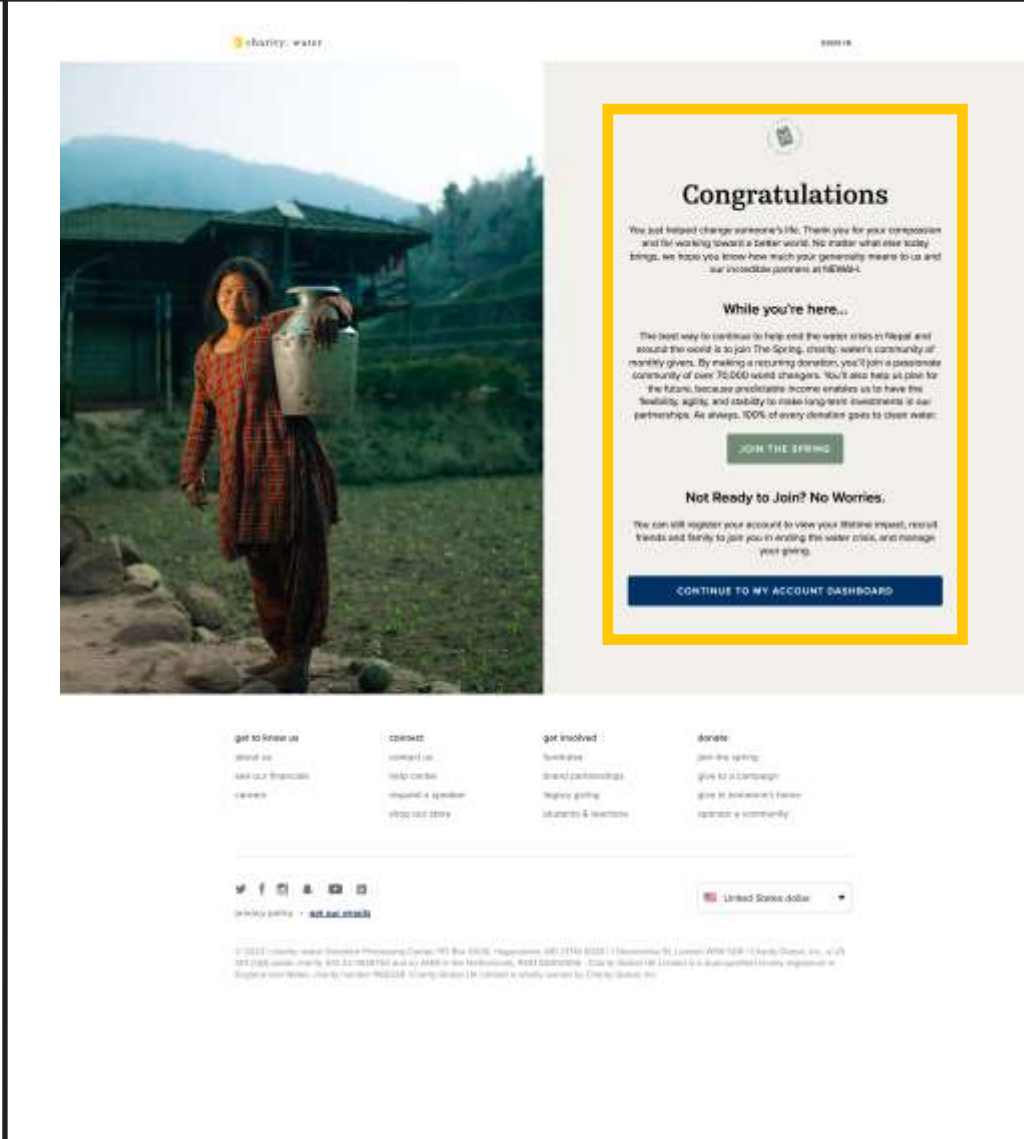






CONSIDER ASKING THEM TO JOIN IMMEDIATELY AFTER THEIR DONATION.

- 1.9% of all donors upgraded to The Spring immediately
- 40% of people who clicked “Join The Spring” did so

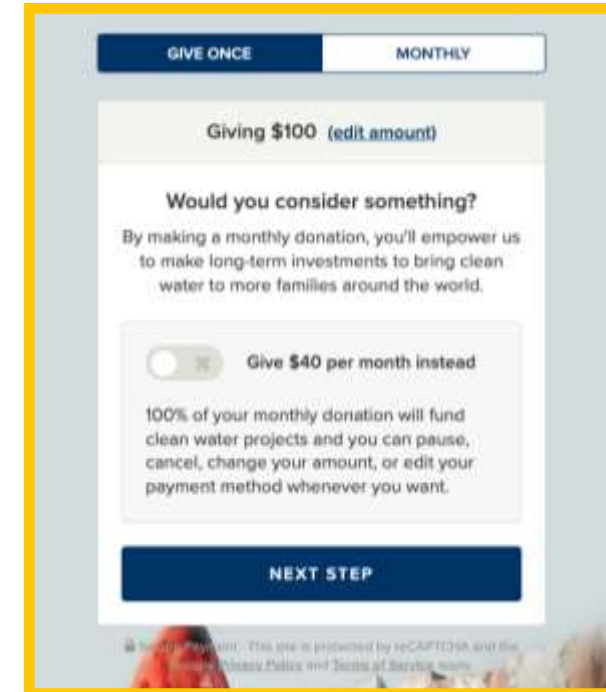
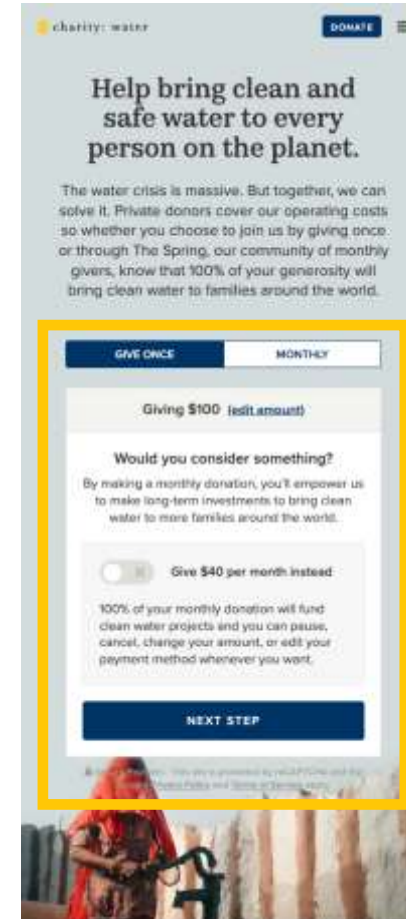
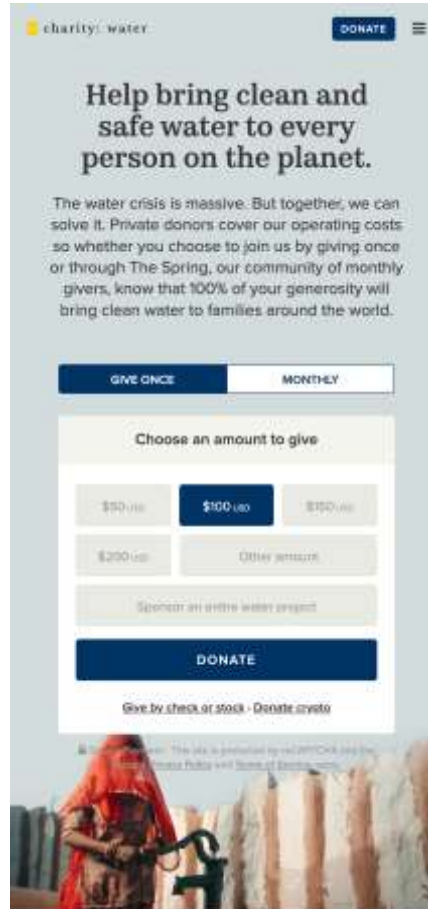




CONSIDER ASKING THEM DURING THE 1X DONATION FLOW.

As people try to make a 1X gift there's a step that asks if they want to 'switch' to a monthly gift. It suggests an amount that was 40% of their 1X amount, has a minimum of \$5, and doesn't show to people giving \$1,000 or more.

- So far this year, roughly ~2.9% of people starting a 1X donation have switched to a monthly gift
- In two separate experiments, we saw no significant drop off in overall conversion
- A suggestion of 40% of their 1X amount compared to 20% led to a higher average gift and similar conversion rate
- This 'upsell' has helped secure 365 Spring members and a net LTV gain of +\$186,000





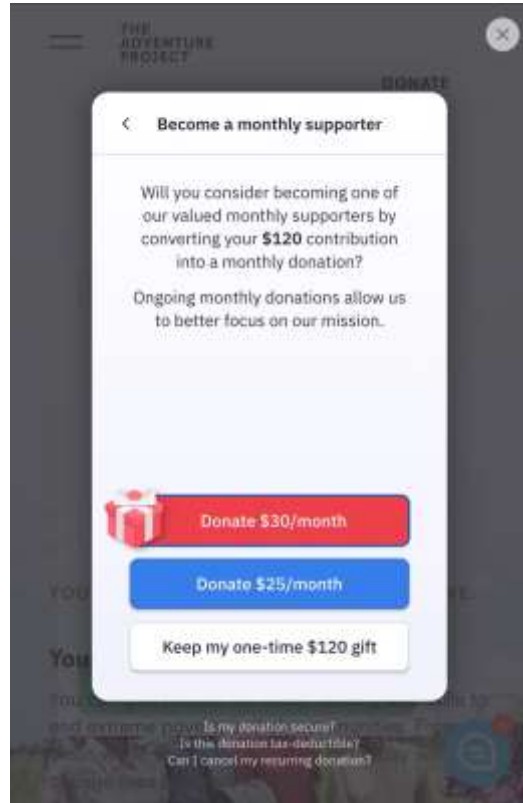
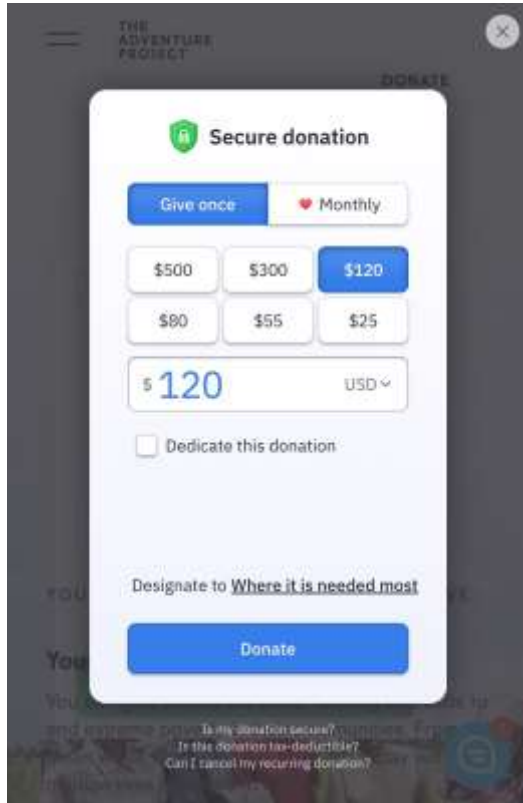
Hey poppa, can I have some sugar?



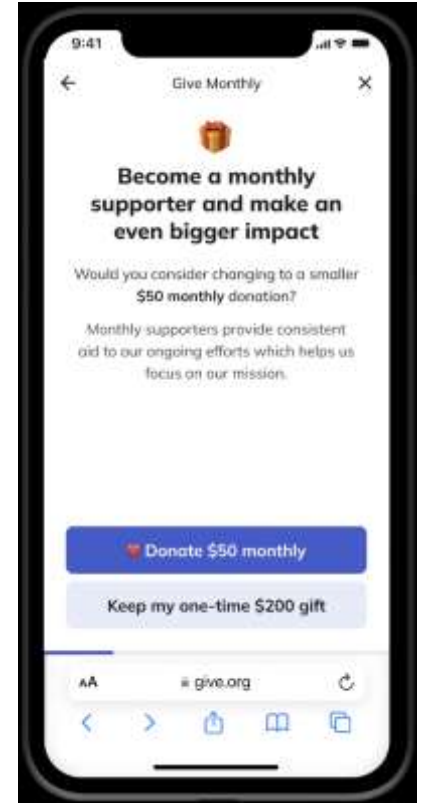
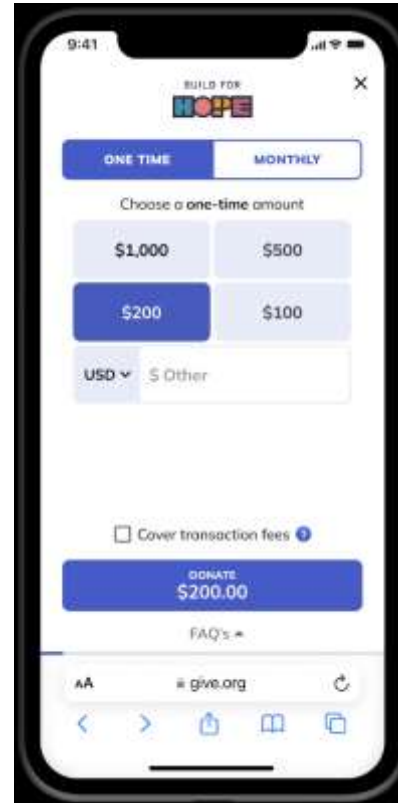
Hey poppa, can I have an Oreo, no or yes?



FUNDRAISE UP



CLASSY





MONETIZATION

MAJOR & LEGACY

MONETIZATION

REFERRALS

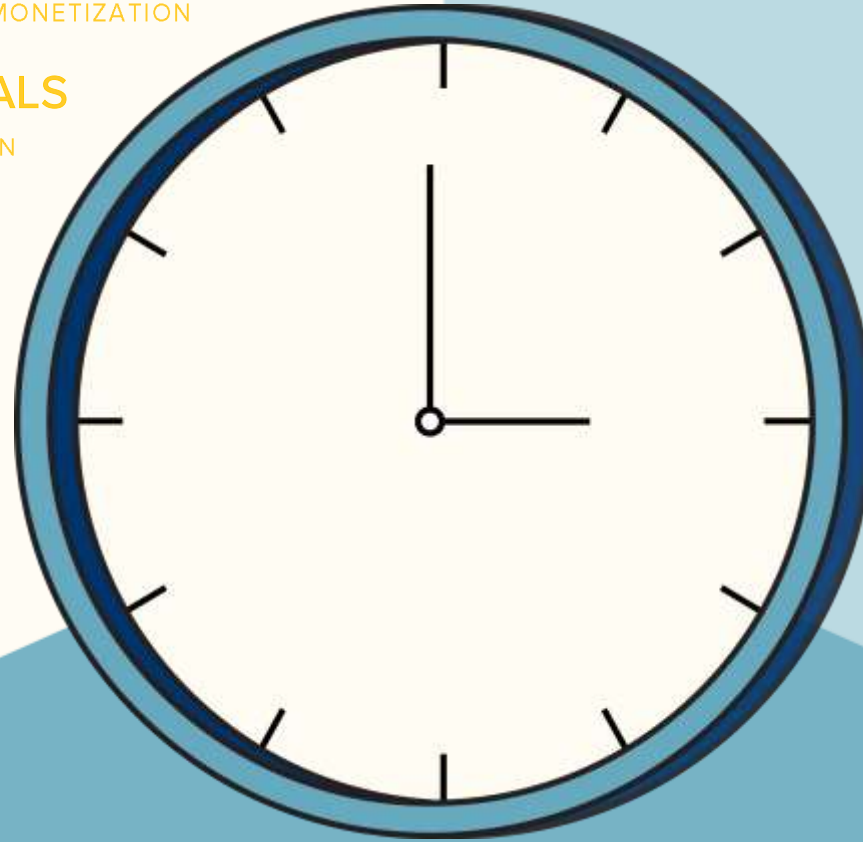
MONETIZATION

ADD-ONS

MONETIZATION

UPGRADES

MONETIZATION



A close-up, high-contrast photograph of a hand, likely a woman's, splashing in water. The hand is the central focus, with a ring visible on the ring finger. The water is dark and turbulent, with many small, bright droplets and bubbles catching the light. The lighting is dramatic, highlighting the texture of the skin and the metallic sheen of the ring. The background is dark and out of focus, emphasizing the hand and the water.

Share how people can do more. Ask.



GOOD-NEWS FROM YOUR FRIENDS

THANK YOU FOR AN AWESOME 2021

When you reflect on the past year, we understand it might be tempting to lower your expectations for 2022. But the generosity of The Spring community has taught us that hope is never wasted. We believe 2022 will bring us even closer to a world where everyone has access to clean water, but we need your help. **No matter what you're currently giving to bring clean water to rural communities, you could increase your impact by bringing even more people life-saving access to clean water—and the education, opportunity, and health it provides.**

- Drumroll please...**
- The Spring Foundation raised over \$50,000 through a fund campaign! That brings you closer to over 1 million people across 22 countries. Amazing!
 - After two years of development and more than 10,000 hours of engineering time, we shipped the first Boreo 1000 to Uganda.
 - We launched our first Boreo 1000 in Uganda. The first Boreo 1000 is currently being used to bring clean water to rural communities. You could increase your impact by bringing even more people life-saving access to clean water—and the education, opportunity, and health it provides.
 - The Boreo 1000 is now in use in over 10 countries.
 - The Boreo 1000 is now in use in over 10 countries.
- 2021 brought new challenges, but it also brought new insights. We learned that everyone has the power to make a difference. We learned that everyone has the power to make a difference. We learned that everyone has the power to make a difference.



Is your New Year's resolution to change lives?

When you reflect on the past year, we understand it might be tempting to lower your expectations for 2022. But the generosity of The Spring community has taught us that hope is never wasted. We believe 2022 will bring us even closer to a world where everyone has access to clean water, but we need your help. **No matter what you're currently giving to bring clean water to rural communities, you could increase your impact by bringing even more people life-saving access to clean water—and the education, opportunity, and health it provides.**

INCREASE MY IMPACT

THANK YOU

Your generosity in 2021 will continue to shape the health and growth of communities for years to come. We're so glad you're helping to bring clean water to rural communities. Thank you for choosing to make a difference with us.

1 2 3 4 5

Is your New Year's resolution to change lives?

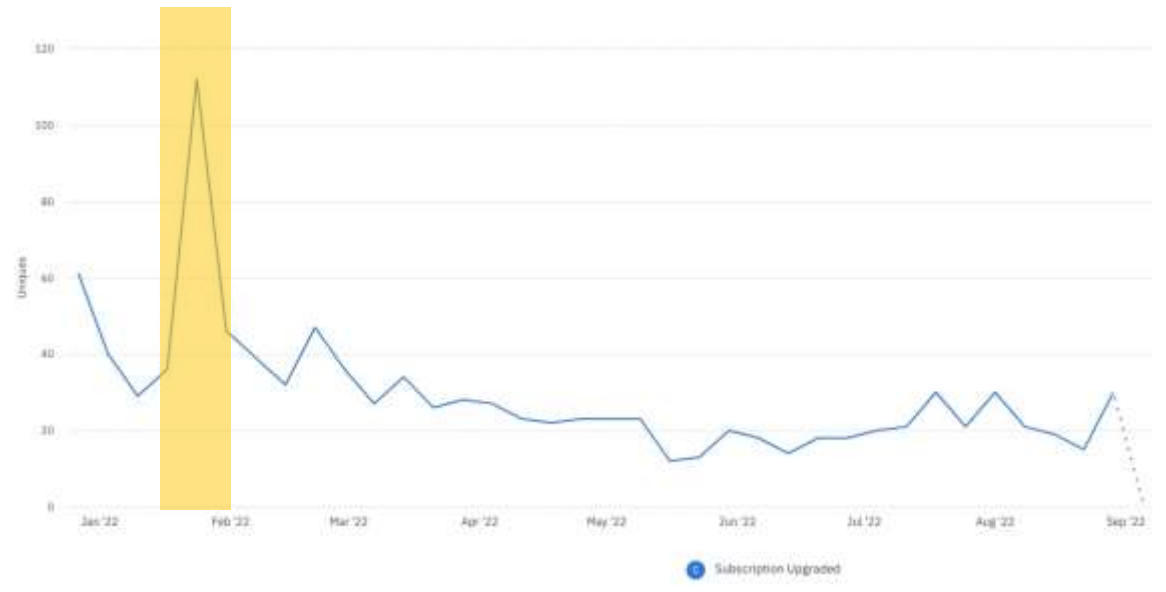
When you reflect on the past year, we understand it might be tempting to lower your expectations for 2022. But the generosity of The Spring community has taught us that hope is never wasted. We believe 2022 will bring us even closer to a world where everyone has access to clean water, but we need your help. **No matter what you're currently giving to bring clean water to rural communities, you could increase your impact by bringing even more people life-saving access to clean water—and the education, opportunity, and health it provides.**

INCREASE MY IMPACT

Is your New Year's resolution to change lives?

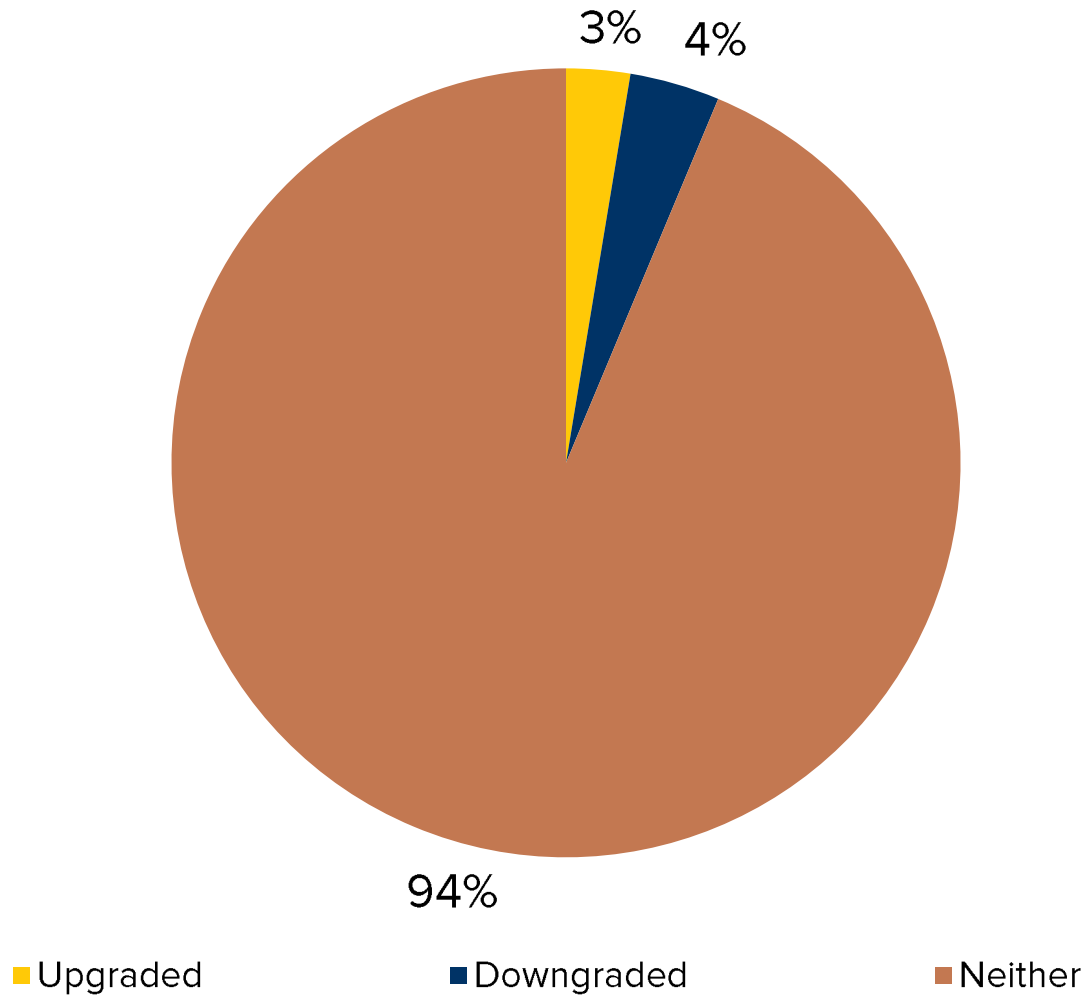
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INCREASE MY IMPACT

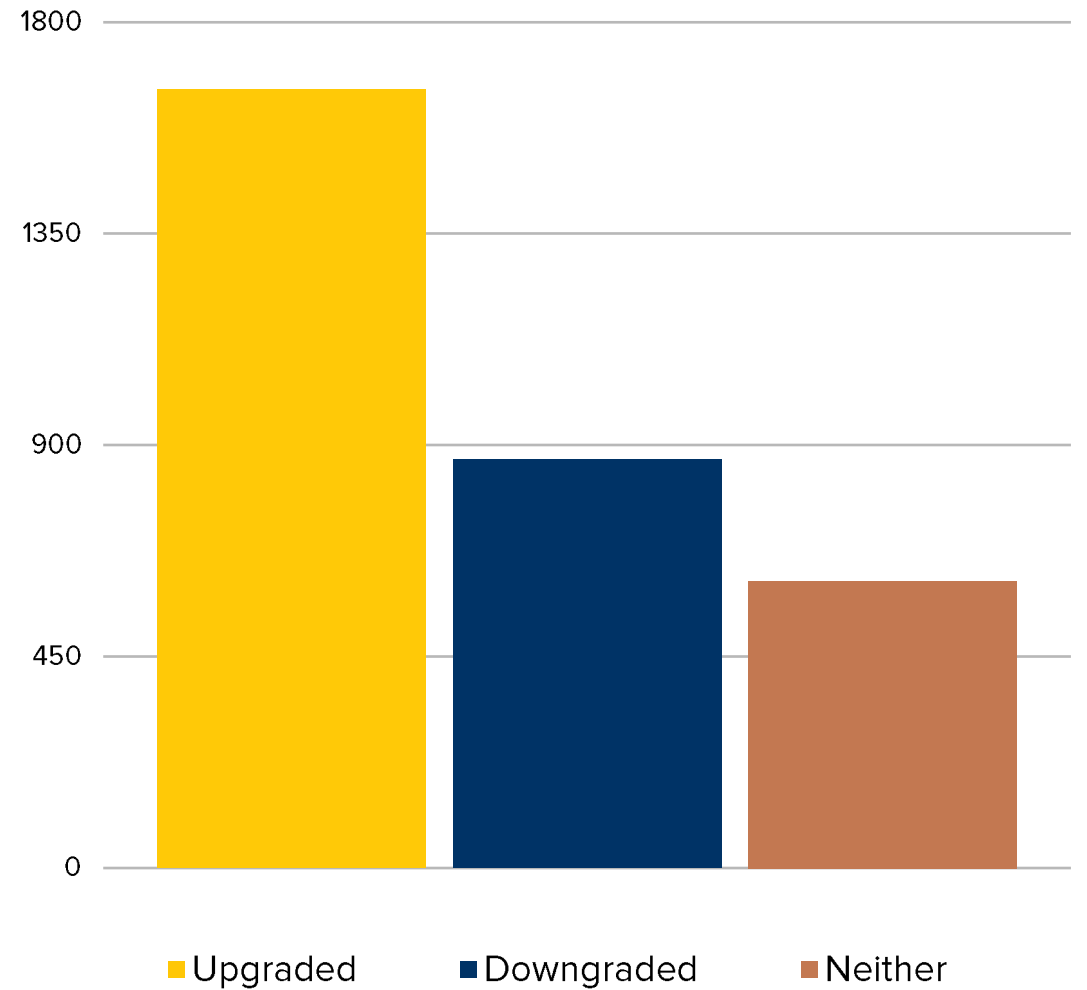




% OF SPRING MEMBERS WHO UPGRADE/DOWNGRADE



EXEPECTED LTV BY UPGRADE/DOWNGRADE





Meet the kids who were born into a better world
There's hope bursting through the seams of this email.
Your friends at charity: water

These are the kids who have never known life without clean water.

Born after a clean water point was constructed in the center of their community, these kids have a life their parents only dreamed of—one with more time, better health, and endless opportunities. All because supporters like you decided to give clean water. This is the change and transformation you make possible every month as a member of The Spring.

We are so appreciative of your generosity and can't thank you enough. If you're not in a position to make an additional donation this year, we completely understand. You're already doing so much to help end the water crisis in our lifetime!

But we also wanted to make sure you know about this opportunity. We're on a mission to transform the future for as many families as possible by the end of the year—and if you'd like to, you can still help.

GIVE THE GIFT OF CLEAN WATER

Thanks to you, as more and more families get access to clean water, the world gets a little bit brighter—and the next generation grows stronger than ever. We are so grateful for that, and for you. Thank you.

— your friends at charity: water

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A gift to all moms

If you're looking for a last-minute Mother's Day gift for a mom in your life, consider giving clean water in her honor. Or, you can simply give in support of all moms, all around the world. Your generosity will not only fund clean water, but the hope, joy, dignity, and opportunity that follow.

GIVE CLEAN WATER TO MOMS

Moms are the world's greatest heroes. Thank you for celebrating them every month as a member of The Spring, and for believing that everyone deserves access to clean water. With you by our side, we see only brighter days ahead.

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At a recent 'Thank you' event... You're helping us serve over 12 million people...

Where there's a will, there's a way

Wills don't just direct your funds; they give you agency over your legacy. FreeWill empowers you to create a will that reflects your values and protects those you love. Writing one is simple, free, and quick—it only takes 20 minutes.

[GET STARTED](#)



Kees 9:33 AM

From the August Good News:
260 site visits

- 9 new wills from the eblast
- 13 completed wills (this email reminded a few to finish their wills)
- 5 bequests came in from other non-profits eblasts, but donors included charity: water (including a \$625k bequest!)
- **dollar value: \$739,500**



Give and emphasis choice.



EMAIL SIGNUP

HOMEPAGE VALUE PROP

1X UPSELL VALUE PROP

SKIP/CANCEL FLOW

Add Impact to Your Inbox

Be in the know about what's going on at charity: water HQ, special announcements, new campaigns, and more.

When you join, you can expect to get 1 or 2 emails a month. You'll always be able to change your preferences or unsubscribe at any time and we will never sell your email. Just complete the secure form below to start receiving emails and join us in the fight to end the water crisis.

First name Last name

Email

JOIN

This site is powered by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

charity: water. DONATE

Help bring clean and safe water to every person on the planet.

The water crisis is massive. But together, we can solve it. Private donors cover our operating costs so whether you choose to join us by giving once or through The Spring, our community of monthly givers, know that 100% of your generosity will bring clean water to families around the world.

GIVE ONCE **MONTHLY**

Choose an amount to give per month

\$10 **\$20** \$40

\$100 Other amount

JOIN TODAY

Your \$20.00 monthly donation can give 8 people clean water every year. 100% funds water projects.

Would you consider something?
By making a monthly donation, you'll empower us to make long-term investments to bring clean water to more families around the world.

Give \$40 per month instead

100% of your monthly donation will fund clean water projects and you can pause, cancel, change your amount, or edit your payment method whenever you want.

NEXT STEP

We're grateful for you.

You've been in The Spring for 16 months so far, changing the lives of 32 people and hitting a couple of great milestones like *50 People Served* and *Spring Yearling* along the way.

Please confirm below. (We've also included some alternatives in case you just need some help with your account.)

- I want to give less. Every gift makes a difference. Continue giving for as little as \$5/month.
- I want to give once a year instead.
- I want to choose when I give. Choose the date your account is charged every month.
- I want to skip my monthly gift. You're welcome back anytime.

← BACK **CONFIRM**



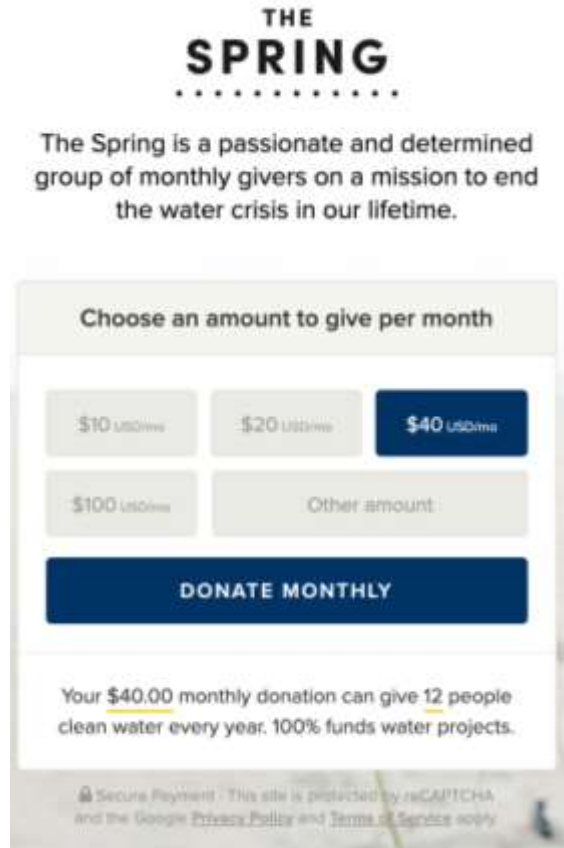
HOW WILL ADDING A ONE-TIME DONATION OPTION ON A MONTHLY DONATION FOCUSED ACQUISITION PAGE IMPACT CONVERSION AND GIVING?

We added a 1X option to see how it would impact overall conversion, monthly donor conversion, and revenue.

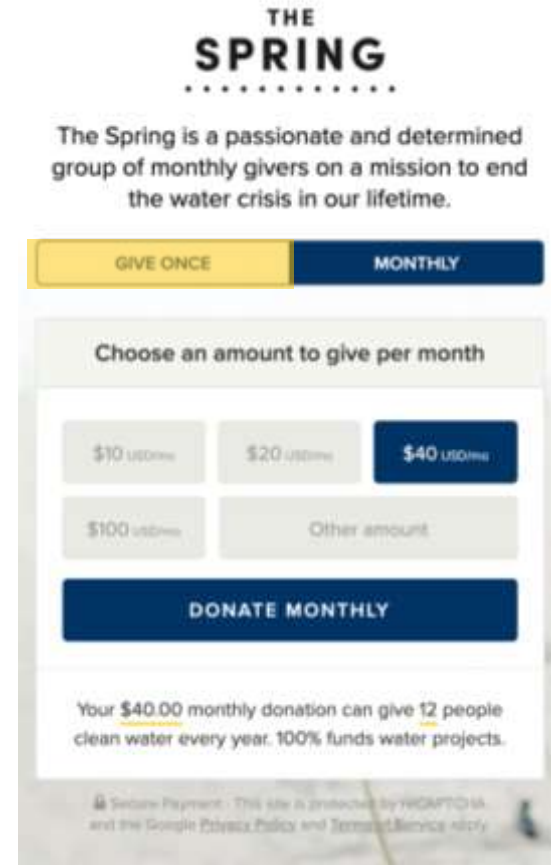
Here's what we found:

- 60% increase in 1X donors at 99% Level of Confidence
- No noticeable difference in monthly donor conversion

NO 1X OPTION



WITH 1X OPTION





Think and measure more holistically.



TOO MUCH OR NOT ENOUGH?

This organization randomly assigned new donors into 3 conditions that provided 0, 6, or 12 additional no-ask, cultivation touches and then assessed retention.

Here's what they found:

- No difference in retention across the groups overall
- But when split into low and high commitment however the additional 6 touches led to a **+12 point increase for low commitment donors** and a **-9 point decrease for high commitment donors**

DONOR TYPE	NO ADDITIONAL CULTIVATION	6 ADDITIONAL CULTIVATION TOUCHES	12 ADDITIONAL CULTIVATION TOUCHES
LOW COMMITMENT DONORS			
HIGH COMMITMENT DONORS			



EXPERIMENT DESIGN

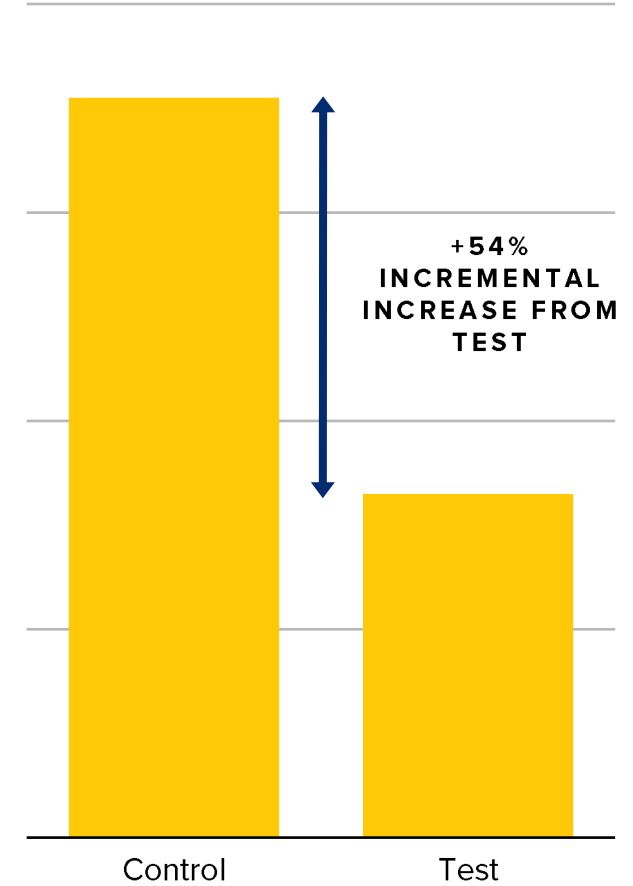
Date	Email	Type	Control	Test
5/3/22	Good News	Cultivation	X	X
5/5/22	Mother's Day	Cultivation	X	
5/17/22	Mental Health Awareness	Cultivation	X	
5/26/22	Menstrual Hygiene Day	Fundraising	X	X

STANDARD PERFORMANCE MEASUREMENT

Menstrual Hygiene Day Email	Test		Control
	Value	% Change	Value
Total Sends	69,291	↓12%	78,854
Unsub Rate	0.17%	↑13%	0.15%
1x Donations	39	↑50%	26
Subs	10	↑233%	3
Donor Conversion Rate	0.071%	↑92%	0.037%
Revenue per 1k Emails Sent	\$178.36	↑283%	\$46.62

Overall May Email Performance	Test		Control
	Value	% Change	Value
Total Sends	69,291	↓70%	235,923
Total Unsubscribes	120	↓46%	223
1x Donations	39	↑41%	66
Subs	10	↑0%	10
Total Revenue	\$12,359	↑25%	\$9,924
Donor Conversion Rate	0.071%	↑120%	0.032%
Revenue per 1k Emails Sent	\$178.36	↑324%	\$42.06

INCREMENTALLY MEASUREMENT



An aerial photograph of a woman in a blue shirt and patterned skirt operating a hand pump in a concrete well structure. The well is rectangular with a circular opening in the center. The woman is standing on a concrete platform, holding a long handle that extends into the well. A white bucket is placed on the platform next to the pump. The well is surrounded by a concrete wall and a metal gate. The surrounding area is dry and grassy, with a dirt path leading to the well. The text "A framework." is overlaid in the bottom left corner.

A framework.



HOMEWORK

- 1. How does your monthly giving revenue and donors breakdown?

EXERCISE

Assume you have 10 'resource units':

- 1. Where do you currently spend your resources across these three levers?
- 2. Where do you wish you could spend your resources?

Where the gaps exist are opportunities.





GET IN TOUCH

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[@bradyjosephson](#)

[in/bradyjosephson](#)

charitywater.org/thejosephsons

charitywater.org

Try to get people giving through their bank.

RETENTION

Share how people can do more. Ask.

MONETIZATION

Create a thoughtful offboarding experience.

RETENTION

Give and emphasis choice.

RETENTION

ACQUISITION

MONETIZATION

Create (quick) conversion pathways.

ACQUISITION

Think and measure more holistically.

RETENTION

ACQUISITION

MONETIZATION



A final thought.