



5 Proven Tactics to Boost Your Fiscal Year-End Campaign Results

Free Webinar

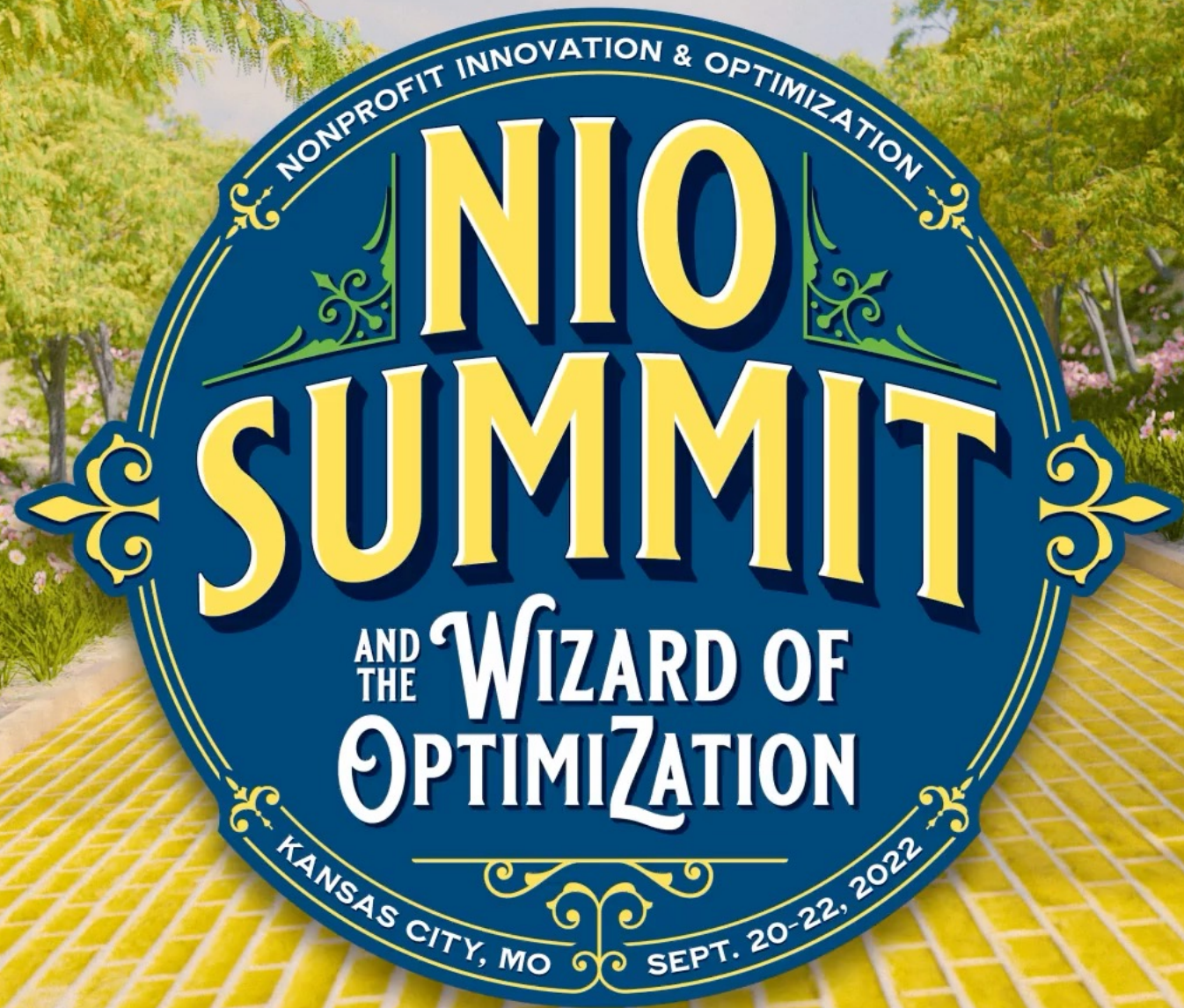
THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

[NIOSUMMIT.COM](https://niosummit.com)



SAVE \$500 WITH CODE EARLYBIRD



NONPROFIT INNOVATION & OPTIMIZATION

NIO SUMMIT

AND THE WIZARD OF
OPTIMIZATION

KANSAS CITY, MO

SEPT. 20-22, 2022

SAVE \$500 WITH CODE EARLYBIRD

NIO Summit 2022

- 2 full days of **innovative speakers**
- 2 pre-conference online fundraising **workshops**
- 1 post-conference online fundraising **workshop**
- Absurdly fun **parties** and **networking**



Jon DeLange · 1st

1w ...

Helping Non-profits implement Next Generation tools to drive gro...

After attending NIO Summit, my org raised 35% more from our website at the end of 2021 YoY!

Like ·   5 | Reply · 2 Replies



AMY HARRISON



DANA SNYDER



MARCUS COLLINS



MICHAEL KING



SETH GODIN



MANY MORE



THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

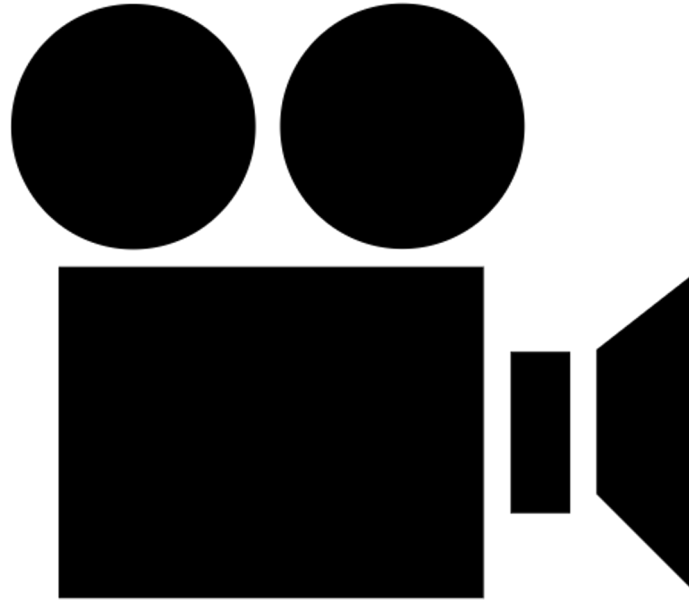
[NIOSUMMIT.COM](https://niosummit.com)



DEADLINE IS TOMORROW

SAVE \$500 WITH CODE EARLYBIRD

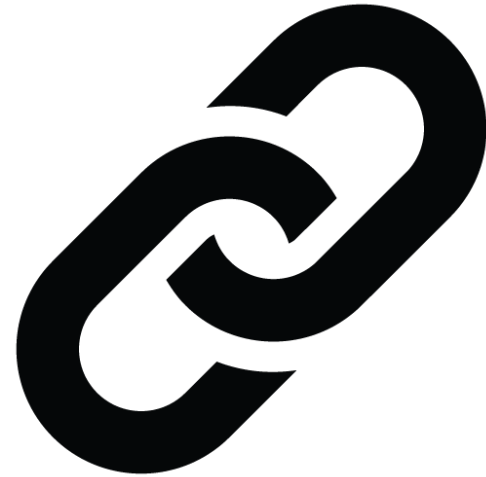
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.





5 Proven Tactics to Boost Your Fiscal Year-End Campaign Results

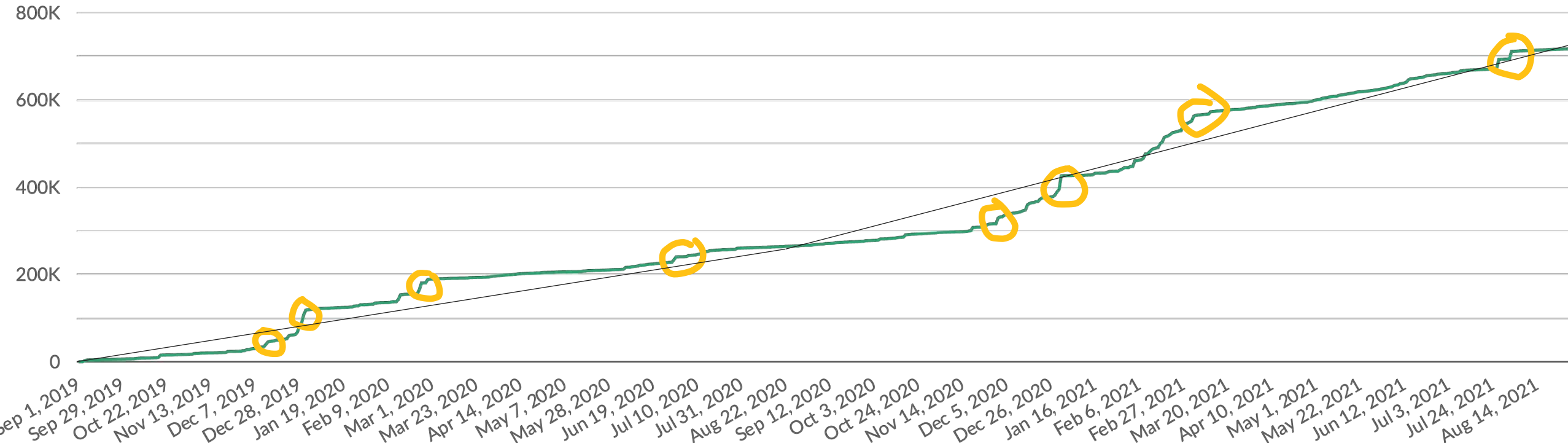
Free Webinar

PART 1

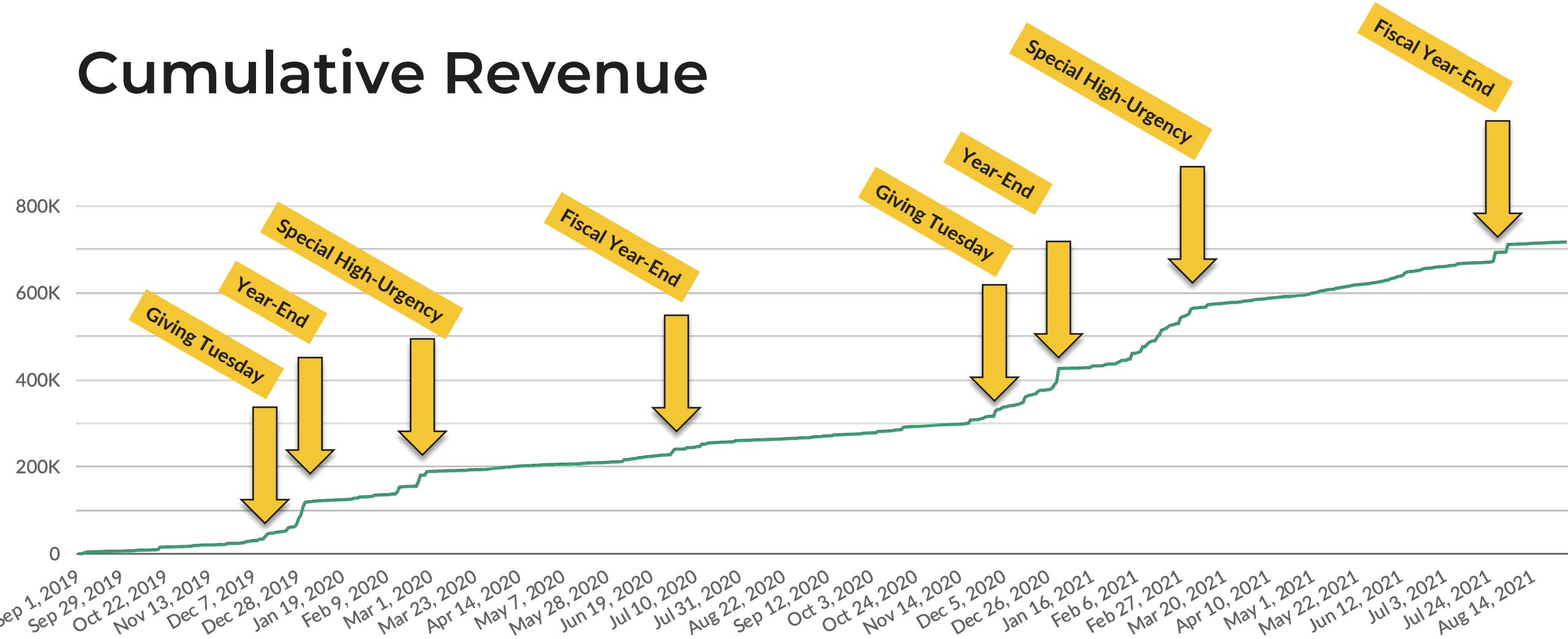
What the heck is a **high-urgency** campaign?



Cumulative Revenue



Cumulative Revenue



Why would I run one?



ACTIVATION

Non-Donors

First-Time Donors

Existing Donors

2nd / nth Gift

Lapsed Donors

Re-Activated

Recurring Donors

“Above and Beyond”

Cultivation » Case for Support » Clear Deadline » Urgency » Incentives

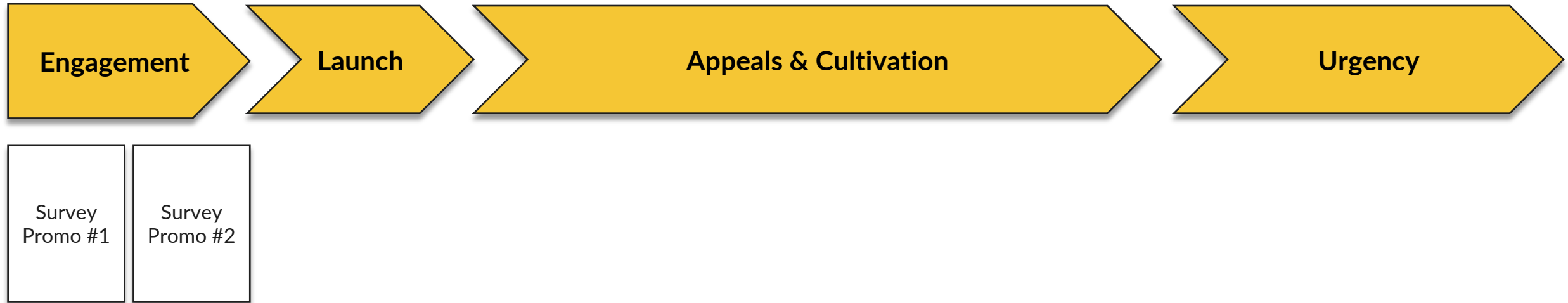
What does it look like?



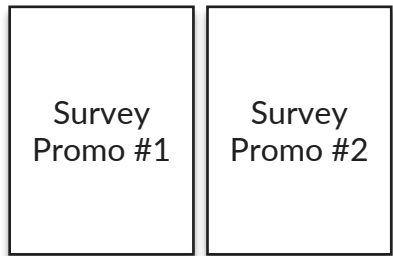
A Good Starting Point



A Good Starting Point



A Good Starting Point

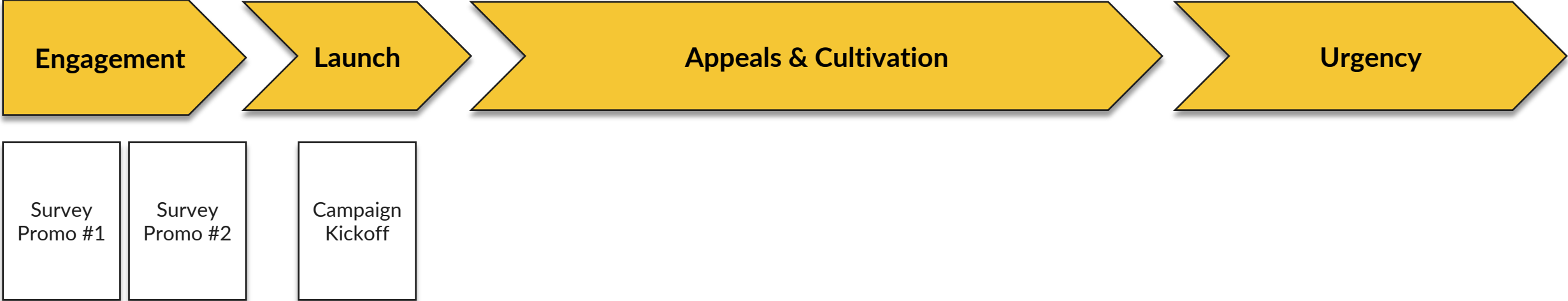


Why use a survey?

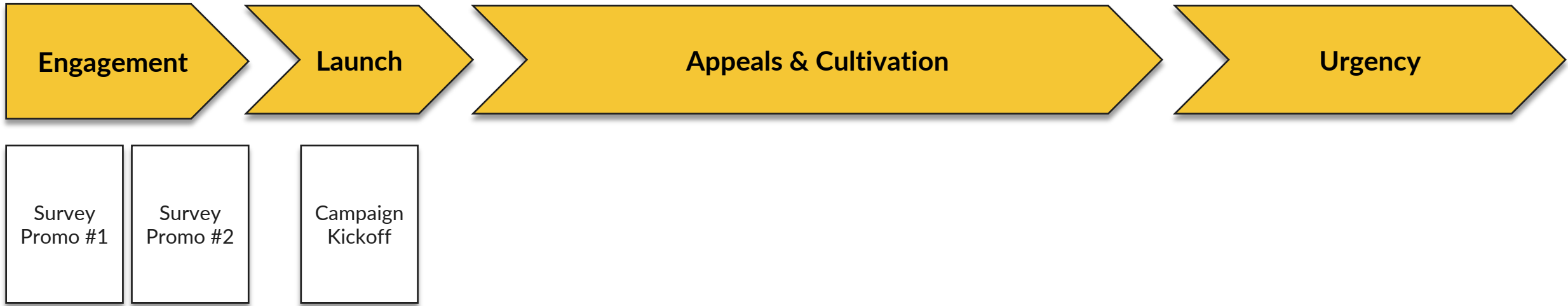
*Because high urgency campaigns are notoriously bad at generating high click rates on appeal emails. Therefore, the survey gives you a few emails with high click rates, but **the survey itself should align with building towards the campaign's case for support** so that you can get gifts, too.*



A Good Starting Point



A Good Starting Point

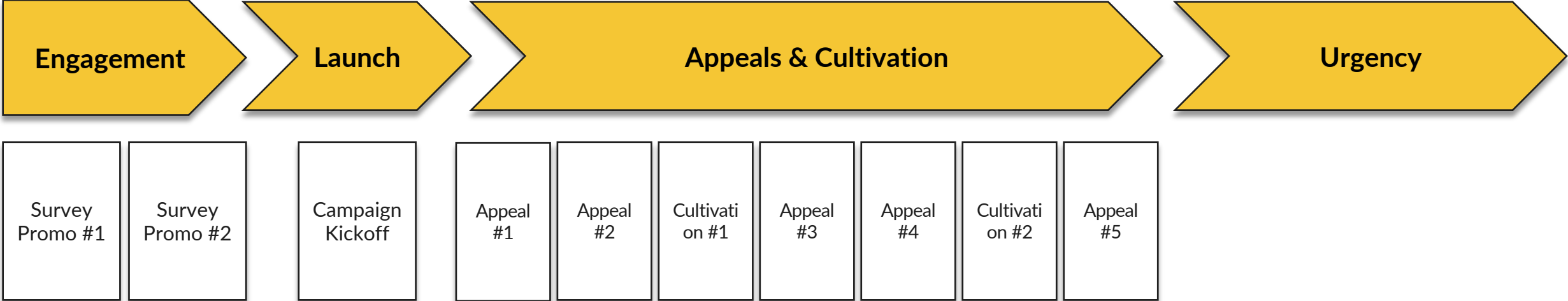


What is in the campaign kickoff email?

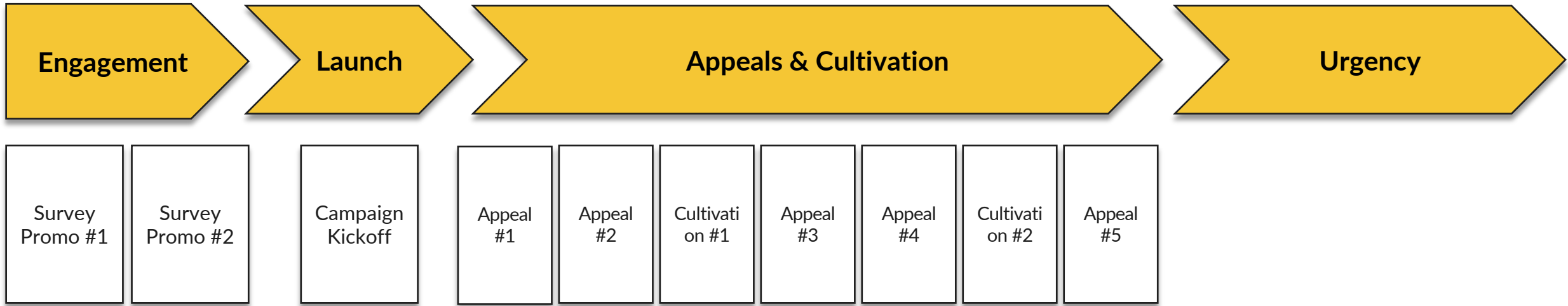
Once you have the donation page worked out for the campaign, take the donation page copy for the case for support and fashion an entire email out of it. Basically, this "moves the ask" into the inbox level to kick off the campaign.



A Good Starting Point



A Good Starting Point

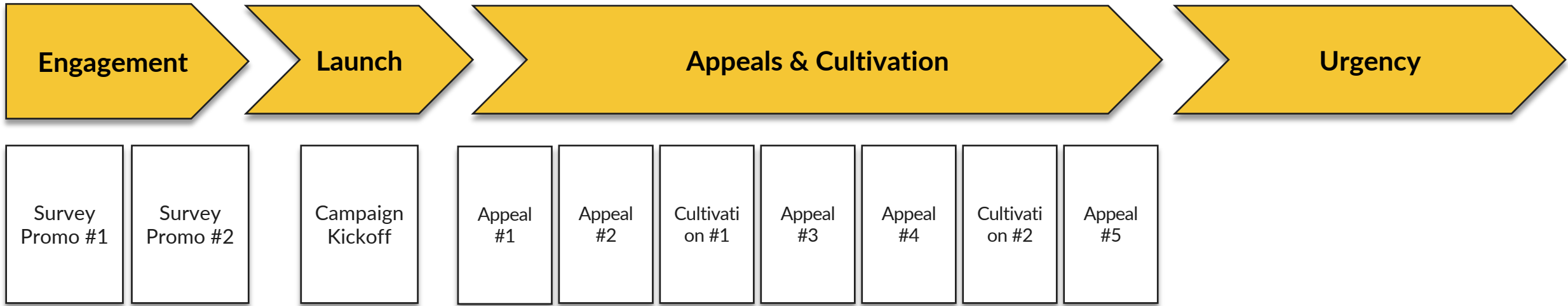


What should we do for our appeal emails?

We'll come back to this in a moment, but these emails should build upon your case for support and present a strong value proposition as to why someone should give.



A Good Starting Point

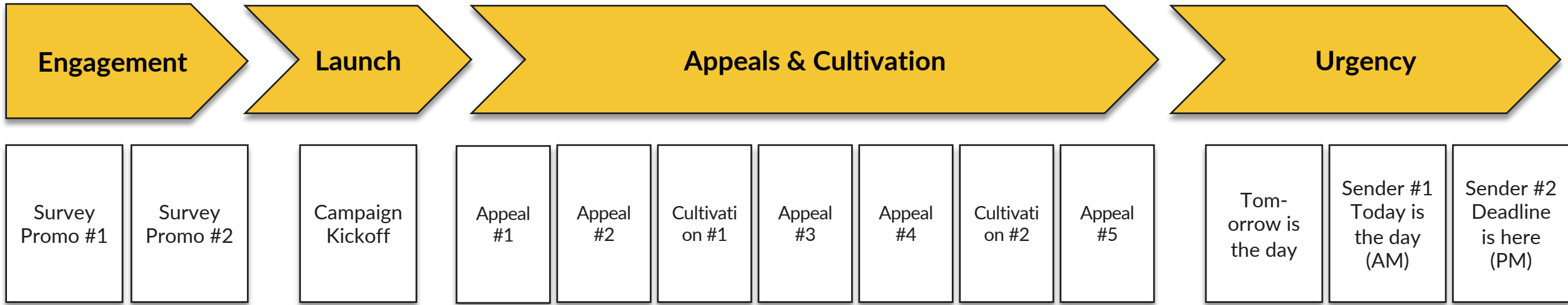


Don't forget about your cultivation emails!

You shouldn't just simply ask endlessly during this phase. Break up your appeals with a cultivation email ... a good testimonial, thank you letter, or story of impact here will remind your prospective donors why they give in another way when you ask the next time.



A Good Starting Point

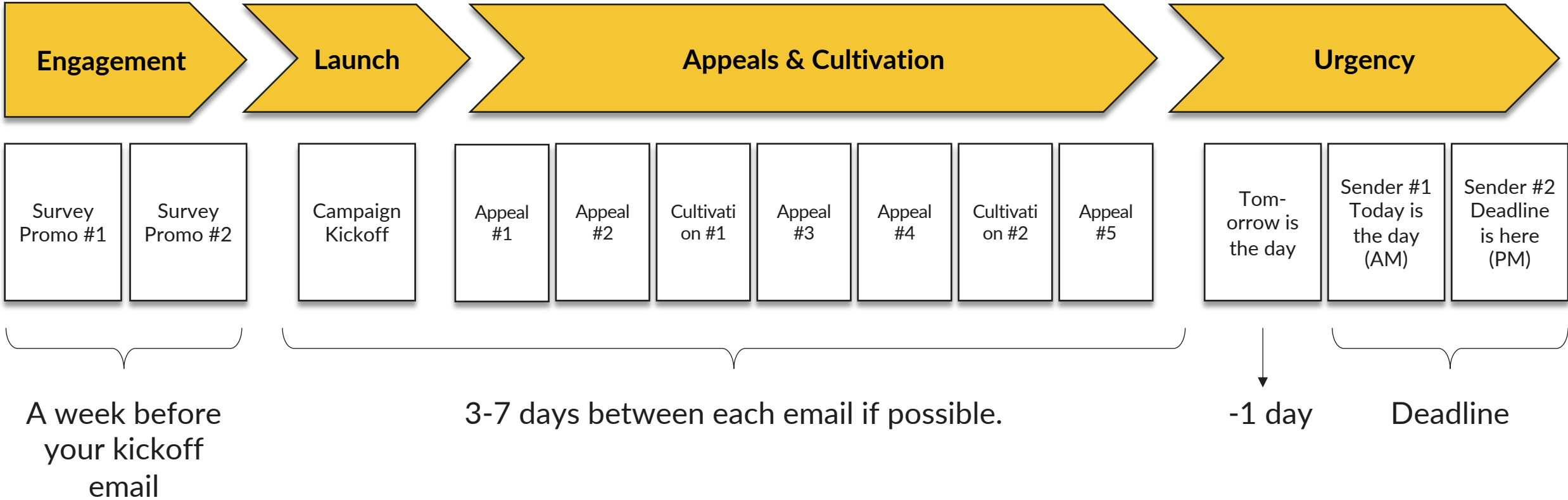


What is in the urgency phase?

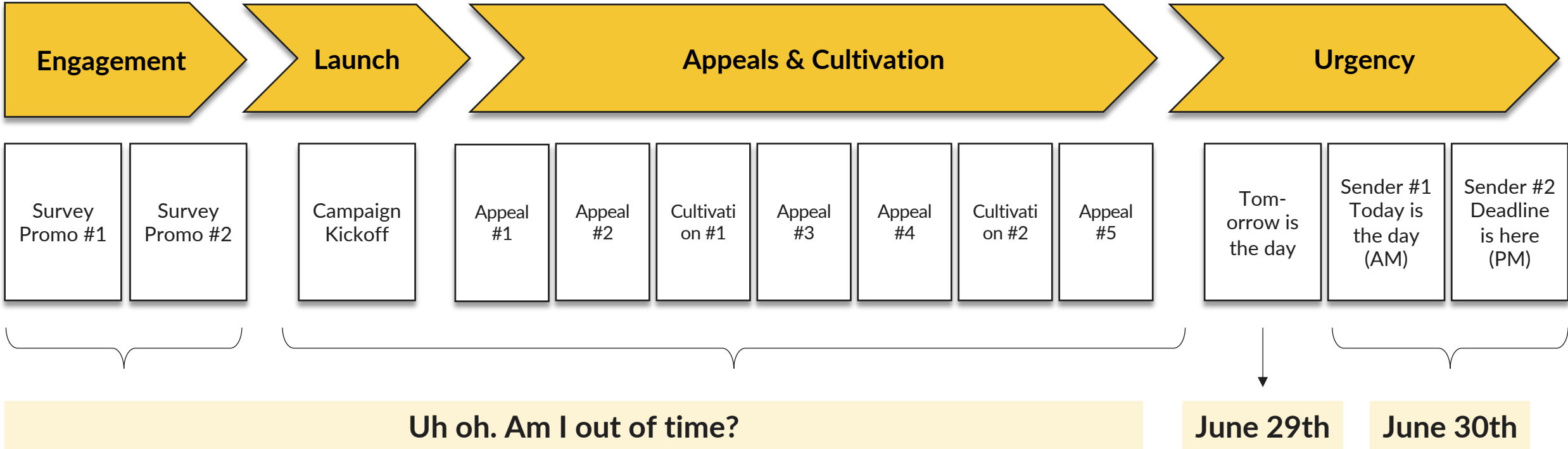
These are the countdown clock emails used at the end of the campaign to emphasize the urgency of the approaching deadline. By switching between two senders, you can keep this phase somewhat fresh even though the emails are tightly packed in a 36-hour window.



Determining your timeline



Determining your timeline



A timeline for next week

June 27 th	June 28 th	June 29 th	June 30 th
Appeal (Kickoff if you haven't sent anything yet)	Cultivation	Tomorrow is the last day!	Last Day to Give (High Urgency)



PART 2

5 Tips to Optimize the heck out of your campaign





We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.





Cumulative Net Impact

1 WK

1 MO

3 MO

6 MO

1 YR

ALL

250,000%

200,000%

A few organizations we've worked with



kevin 8:32 AM

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

🔥 4 ❤️ 2 😊 5 💰 2 📄 1 😄

50,000%

0%

Mar 2006
Jul 2011



2022

TOTAL SAMPLES

575,787,182

TOTAL CONVERSIONS

15,158,635

TOTAL RECORDED

3,621

CUMULATIVE NET IMPACT

218,923.6%

FILTER

SORT

#1

Craft a strong case for support.



Appeal from CEO

Hi Kelly,

Hope your week is going well. I can't believe its March! I have high hopes of the first signs of Spring popping up shortly – as long as my daily plea of “no more snow” is met.

March also means that we celebrate CaringBridge supporters like you. To honor supporters like you, an anonymous donor has stepped up and volunteered to [double all donations to CaringBridge today and tomorrow, up to \\$10,000](#).

If you're able to make a gift, I hope you will.

Your donation will power awareness and growth, so that everyone who needs CaringBridge knows it is available. You are helping spread the word, through outreach and partnerships, so families have a place to turn when their world turns upside down.

Your investment also makes it possible to keep pace with the ways that families use technology during health journeys. That means CaringBridge must always be easy to use on smartphones and tablets.

If you can help keep our nonprofit free and available for every family that needs support, please donate today. Here's a link below to make sure your gift gets matched.

[Double your donation now.](#)

Thank you hardly seems big enough to cover all you do for CaringBridge. But on behalf of the thousands of families who start websites each month, I am grateful for your generous spirit.

Sincerely,

Liwanag Ojala
CaringBridge CEO

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CaringBridge CEO



Appeal from a Beneficiary

Hi Kelly,

As we both know the power of CaringBridge, I wanted to make sure you've heard that donations to CaringBridge are being doubled today and tomorrow, up to \$10,000, by an anonymous supporter.

CaringBridge helped my husband Ben and me live in the whirlwind of 3 months in the NICU, after our twins were born at just 26 weeks. Watching our premature babies struggle to survive was a rollercoaster of emotions, to say the least.

Tate and Mila were born in August, and didn't come home from the hospital until November. I can tell you I dreamed of that day, as much as I dreamed of our 2-pound babies growing into healthy, happy kids.

The outcome of our story is better than we ever could have imagined. Our twins are now thriving preschoolers, turning 4 this year.

A few months ago, I looked back at our CaringBridge site. I thought, "I can't believe we went through all that." It was like it happened to someone else. You forget, and then the memories come flooding back.

I especially remember the hope and encouragement that came to my husband and me, through CaringBridge. If you can help make CaringBridge possible for the next family that needs support, please donate today. Here's a link below to make sure your gift gets matched.

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Thank you, so very, very much.

Katie Ritter
Mom & CaringBridge Author



Hi Kelly,

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CaringBridge CEO

Appeal from Personal Testimonial

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Thank you, so very, very much.

Katie Ritter
Mom & CaringBridge Author



54%

In Donor Conversion



Building a Case for Support

Define the problem(s)

Propose the solution(s)

How your gift will be
used

Promote Incentive

Make the ask





SAVE TODAY

Vulnerable

Right now, children are the backdrop of today's headlines. Today's challenges can help families and communities.

- \$50 - can help a child who is hungry
- \$150 - can help a child who is affected by a natural disaster
- \$300 - can provide 150 face masks to refugee health workers on the front lines

Join us today and make change for children.

Believe it or not, in 1919, when [Eglantyne Jebb](#) founded Save the Children, **her conviction that children have the right to grow up healthy, educated and safe was not a mainstream idea.**

Much has changed since then. [The UN Convention on the Rights of the Child](#), based on **our founder's declaration**, is **now the most universally accepted human rights treaty in history.** And, through **our work in the United States and around the world**, we've changed the lives of **over 1 billion children.**

1
1?





Save the Children®

SAVE TODAY

Vulnerable children

Right now, children are the backdrop of the crisis. Today's actions can help protect families and children.

- \$50 - can help a child get a meal, a warm blanket, or a pair of shoes.
- \$150 - can help a child get a school bag, a pair of shoes, and a pair of socks.
- \$300 - can help a child get a pair of shoes, a pair of socks, and a pair of pants.

Join us today and make change for children.

The scale of crisis in the world has increased exponentially in recent years. There are **more children living in conflict and war zones now than at any time in the past 20 years**, as well as more child refugees. Natural disasters are not only more frequent, but more severe. As always, **children in crisis** are among the most vulnerable.

In particular, the **more than 12 million refugee boys and girls now face a triple jeopardy**. Not only have they lost their **homes** and lost their **education**, they now face the additional impact of **COVID-19** on their futures.

u
j?



Building a Case for Support

Define the problem(s)

More children living in conflict and warzones now than at any time in the past 20 years.

Propose the solution(s)

How your gift will be
used

Promote Incentive

Make the ask



Building a Case for Support

Define the problem(s)
Propose the solution(s)
How your gift will be used
Promote Incentive
Make the ask

More children living in conflict and warzones now than at any time in the past 20 years.

12 million children need shelter, education, and support from the pandemic.



Building a Case for Support

Define the problem(s)	More children living in conflict and warzones now than at any time in the past 20 years.
Propose the solution(s)	12 million children need shelter, education, and support from the pandemic.
How your gift will be used	
Promote Incentive	
Make the ask	



Control

Tribute donations are vital to keeping CaringBridge and Laura's website running.

[Honor Laura with a contribution to CaringBridge.](#)

Treatment

Do you appreciate staying connected to Kelly like this?

A \$30 donation powers a site like Kelly's and their updates for one month. Will you help ensure that CaringBridge and its journal notification system stays online for them and for you for the next year?

[Honor Kelly with a contribution to CaringBridge.](#)



78%

In Donor Conversion





Save the Children®

SAVE A LIFE: DONATE TODAY

Vulnerable children need you more than ever.

Right now, children are living through a global pandemic against the backdrop of hunger, conflict and natural disasters. Your gift today can help make change that protects the lives of children, families and their communities.

- \$50 - can provide enough food to keep 3 children from going hungry for a month
- \$150 - can wrap 30 warm, cozy blankets around children affected by conflict
- \$300 - can provide 150 face masks to refugee health workers on the front lines

Join us today and make change for children.



Building a Case for Support

Define the problem(s)	More children living in conflict and warzones now than at any time in the past 20 years.
Propose the solution(s)	12 million children need shelter, education, and support from the pandemic.
How your gift will be used	Your gift will provide enough food to keep children from going hungry; it will help wrap blankets around children affected by conflict; it will provide facemasks to refugee health workers on the front lines.
Promote Incentive	
Make the ask	




Building a Case for Support

Define the problem(s)	More children living in conflict and warzones now than at any time in the past 20 years.
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Promote Incentive	
Make the ask	



No Match



You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here. Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

\$25 **\$50** **\$75** **\$100**


(minimum \$10.00)

Your Tribute in Honor of Kelly

What would you like your tribute message to say?

"Your donation" Matched

Reminder: The family of Cathy Bluey will match your donation today, up to \$25,000.



You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here. Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.


Donation Amount

\$25 **\$50** **\$75** **\$100**

(minimum \$10.00)

Your Tribute in Honor of Kelly

What would you like your tribute message to say?

 **24%**
In Donations



Control

BACK to the BIBLE
Leading you forward

Congratulations!
You will start receiving your weekly Bible reading plan in your inbox shortly.

Before you get started, you must know...

- Those who memorize and read Scripture are more likely to face life's challenges with a sense of hope and strength and are more likely to share their faith with others because of the power and promises in His Word.
- We are so encouraged you have chosen to get the Bible reading plan so that you can have spiritual life transformation and live out your faith as God calls you to.
- We are completely donor-funded. Because of generous donors, Back to the Bible is able to provide helpful and life-changing tools like this Bible reading plan. We are committed to meet people, like you, at their own spiritual level and walk with you daily into a living, growing, and passionate relationship with Jesus Christ. We do this by equipping and motivating you to engage Scripture daily.
- But the reality is there are thousands of other people who need resources like this, but haven't heard about it, or don't have access to it.

So what does all of this mean?
It means that you play a vital role in helping others to get into God's Word through Back to the Bible's Bible Reading Plans.

The Bible is essential for knowing God and His will for our lives. With a world that is in such desperation for hope and answers, biblical truth is needed now more than ever.

Would you consider making a gift to Back to the Bible today to help us reach more people with practical resources like the one you are receiving? Your gift will allow others to get into God's Word and form a deeper relationship with Him.

Use the secure form below to make your gift.

YOUR DONATION

\$15 \$25 \$50 \$100 Other Amount

Make this a monthly donation.

PAYMENT DETAILS

Card Number *

Expiration * / Security Code

YOUR INFORMATION

Name * First Name Last Name

Email *

Phone

Country *

I have a military address

Address *

City *

State * Zip Code *

Make my gift!

Back to the Bible
1000 Avenue of the Americas
New York, NY 10020
800-368-7222
www.backtothebible.org

Powered by **RedStem**
CRM/Marketing/Integration

Premium

BACK to the BIBLE
Leading you forward

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When you give a gift today, we'll also like to send you the book, *Growing in Christ*. This book is our thank you to you for your investment in Back to the Bible. Through all your given decisions, the rights, sounds, and drama of our Savior's story come alive before your eyes in this book, and you will experience the radical, thriving faith God wants for you.

Don't delay. Use the secure form below to make your gift.

YOUR DONATION

\$15 \$25 \$50 \$100 Other Amount

Make this a monthly donation.

PAYMENT DETAILS

Card Number *

Expiration * / Security Code

YOUR INFORMATION

Name * First Name Last Name

Email *

Phone

Country *

I have a military address

Address *


City *

State * Zip Code *

Make my gift!

Back to the Bible
1000 Avenue of the Americas
New York, NY 10020
800-368-7222
www.backtothebible.org

Powered by **RedStem**
CRM/Marketing/Integration



92%
In Donations



Building a Case for Support

Define the problem(s)	More children living in conflict and warzones now than at any time in the past 20 years.
Propose the solution(s)	12 million children need shelter, education, and support from the pandemic.
How your gift will be used	Your gift will provide enough food to keep children from going hungry; it will help wrap blankets around children affected by conflict; it will provide facemasks to refugee health workers on the front lines.
Promote Incentive	Your gift today will be matched dollar-for-dollar up to \$25,000.
Make the ask	



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Experiment #583

Make Your Gift

[Please, make your year-end gift to \[redacted\] today.](#)

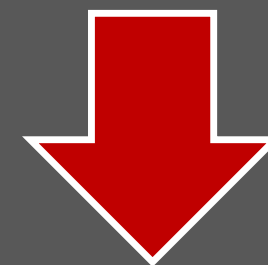
Stand With Us

[Please, stand with \[redacted\] today.](#)



91%

In Clicks



50%

In Donations



Building a Case for Support

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Promote Incentive	Your gift today will be matched dollar-for-dollar up to \$25,000.
Make the ask	Will you donate today and directly support children living in conflict around the world?



Building a Case for Support

Define the problem(s)	1 <i>Test your case for support.</i> More children living in conflict and warzones now than at any time in the past 20 years.
Propose the solution(s)	12 million children need shelter, education, and support from the pandemic.
How your gift will be used	2 <i>Test increasing specificity about how a donation will be used.</i> It will provide enough food to keep children from going hungry; it will help wrap blankets around children affected by conflict; it will provide facemasks to refugee health workers on the front lines.
Promote Incentive	Your gift today will be matched dollar for dollar up to \$25,000. 3 4 <i>Test using a match.</i>
Make the ask	5 <i>Test using a direct call-to-action - not a vague one.</i> Will you donate today and directly support children living in conflict around the world? <i>Test using a premium.</i>



#2

Test using direct and specific language.



Control - Passive language

Hi Karina,

My name is Kaleb. I've been a camper, a crew member, a counselor, and now a full-time staffer at Eagle Lake Camps. Why do I keep coming back? Because what I learned there – the seeds of discipleship and the commitment to know Christ and make Him known – are the foundational pieces of who I am today.

I was 13 when I embarked on my first camp experience at Eagle Lake Camps.

I loved everything about it. All the energy. The fun and games. But the truly memorable experiences were with my camp counselor.

We spent a lot of time getting to know each other. We went out on the paddle boats and hung out on the lake. We talked about faith. And not just superficially. We dug down deep into my own faith.

It was then when I really began to understand that I could have my own real relationship with Jesus.

There's something so powerful about getting out of the normal, everyday cycle of life to truly live our lives for the sake of Christ and others. It made a huge impact on me – and honestly, it set my life on a course of intentionally living my life in a way that honors God.

But it's more than that. At Eagle Lake I have more than just friends. I have brothers in Christ and spiritual mentors who walk alongside me – encouraging me and challenging me to live with a Christ-centered mindset, equipping me to teach the Scriptures, and modeling for me how to positively influence others for the sake of the Gospel.

Eagle Lake has done a tremendous job in training me to lead effectively in a biblical way. Whether I'm building relationships with campers or counselors – or even people within my community – I know how to invest in them spiritually.

Bottom line: I'm a better leader today because of my experience at Eagle Lake. And I will be forever grateful.

But I'm just one person . . .

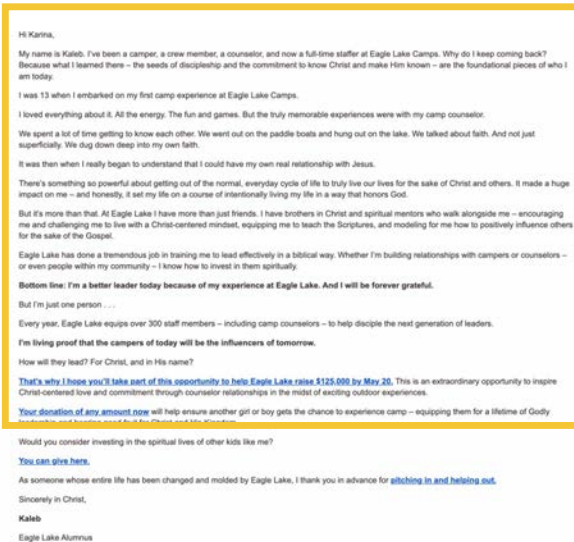
Every year, Eagle Lake equips over 300 staff members – including camp counselors – to help disciple the next generation of leaders.

I'm living proof that the campers of today will be the influencers of tomorrow.

How will they lead? For Christ, and in His name?

[That's why I hope you'll take part of this opportunity to help Eagle Lake raise \\$125,000 by May 20.](#) This is an extraordinary opportunity to inspire Christ-centered love and commitment through counselor relationships in the midst of exciting outdoor experiences.

[Your donation of any amount now](#) will help ensure another girl or boy gets the chance to experience camp – equipping them for a lifetime of Godly leadership and bearing good fruit for Christ and His Kingdom.



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Would you consider investing in the spiritual lives of other kids like me?

You can give here.

As someone whose entire life has been changed and molded by Eagle Lake, I thank you in advance for [pitching in and helping out](#).

Sincerely in Christ,

Kaleb

Eagle Lake Alumnus

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Treatment - Direct language

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I'm writing to you today because there are currently 30 kids waiting to find out if they can go to camp. They badly want to go, but they can't afford to go without a scholarship.

Would you consider sponsoring one of these kids today so they can experience the joy of camp? \$150 provides a camper with that desperately needed scholarship. If you'd be able to give part of that (or even sponsor an entire kid's camp), I can't tell you how happy they'll be when we get to tell them: "you're going to Eagle Lake this summer!"

[Here's the link to sponsor a kid right now.](#)

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Eagle Lake Alumnus



219%

In Donations



Support Working Preacher's spring campaign

Working Preacher creates thoughtful and faithful resources accessible to preachers worldwide, and many pastors and leaders have said they find the site invaluable in their ministry. The work we do as the Sermon Brainwave team is only possible because of your generous support.

We are seeking to raise \$50,000 this month to make sure we are able to continue offering this great resource to the more than 3 million people who use it every year.

Will you make a gift today and allow us to match it dollar for dollar?

Make your donation now »

Pop-Up with Passive Language

Pop-Up with Direct Language

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Does Working Preacher and Sermon Brainwave help you grow closer to God and lead others closer to Him as well?

We are seeking to raise \$50,000 this month to make sure we are able to continue offering this great resource to the more than 3 million people who use it every year.

As a Working Preacher reader, would you make a gift today and allow us to match it dollar for dollar?

Make your donation now »



49%
In Donations

email subscriber

donor

volunteer

If I am [audience segment], why should I give to you rather than some other organization or at all?

reader

viewer



Ask yourself these questions about your donors...

1. What do they **believe**?
2. What are they **concerned** about?
3. What **claims of value** address their concerns?



#3

Use a sticky bar to humanize your value proposition.



Standard Donation Page



AIRPLANE
MAINTENANCE

Help deliver the love of Jesus to remote areas of the world!

Millions of people around the world are cut off from experiencing the love of Jesus. Many live in some of the most remote, hardest-to-reach areas on the planet.

Small aircraft built for short takeoffs and landings are often the only way to make critical care and the gospel available to these people.

That's why Mission Aviation Fellowship uses aviation to fly missionaries, pastors, doctors, and essential supplies to isolated people who have not yet heard the gospel or are in need of help.

But this work requires unique equipment. Airplanes are complex machines that need regular maintenance. And this maintenance is expensive. But it's crucial to keep MAF airplanes in the air—safely flying



Humanized Sticky Bar



I need your help. This year we expect to invest \$1.9 million to maintain our fleet of 41 aircraft. Your gift today ensures that our airplanes can keep flying safely. Make your gift now >>

-Dan Whitehead



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114%

In Donations

Control

Success!

Your ebook is on its way to your inbox. We hope that *Enter the Bible: Proverbs, A Biblical Study Guide* helps you to better understand this amazing book and apply its wisdom to your life.

This free resource and others like it are intended to encourage you spiritually and draw you closer to Jesus.

In today's ever-changing world, it is more important than ever for Luther Seminary to be effective in training future pastors and leaders by sharing God's love with the world. The Holy Spirit has called for us to lead faithful innovation for the sake of the gospel of Jesus Christ.

Your gift today of any amount to Luther Seminary will help us to not only provide educators, pastors, youth leaders, deacons and lay leaders with the resources needed to 'think-outside-the-box', but you will also be helping reach future generations of young people – both believers and nonbelievers.

Will you give a gift today to help us continue to educate and engage people in the gospel of Jesus Christ?

Sticky Bar - Direct



I need your help. Your gift today ensures that Luther Seminary can continue to provide free resources like this study guide to people all over the world to help educate and engage people in the gospel of Jesus Christ. Will you make a donation today?
- Rev. Katie Langston

Success!

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LOW SAMPLE SIZE



839%

In Donations





How-To

1. Sign up for Unbounce.
2. Create a new “Convertible” and select a “Sticky Bar”.
3. Use the drag-and-drop editor to adjust your background, add in text, and drop in an image.
4. Set your targeting to display on your donation page and “show on every visit.”

Detailed Instructions

<https://documentation.unbounce.com/hc/en-us/articles/115003741046-Creating-a-Sticky-Bar-in-the-Unbounce->

Starts at \$90/month



#4

Reduce your list churn & opt-outs.



Version A

Hi Friend,

Our culture is undergoing rapid changes. The aggressive secularization taking place on a global scale is perhaps unprecedented since the first century. Many people are often left searching for truth in popular opinion.

However, DTS stands firm on the unchanging truth and message of the gospel. For more than 90 years, DTS has equipped students with the truth of Scripture so they can spread this Good News worldwide. In fact, Lewis Sperry Chafer founded DTS because many seminary graduates wished they had more Bible teaching during their time in seminary. At DTS every student in our professional ministry degree programs studies all 66 books of the Bible—so that no one enters a lifetime of ministry without a firm biblical foundation.

This month, we have an opportunity for you to help invest in this ministry of equipping men and women with the truths of Scripture. Since our primary campus is in Dallas, we participate in North Texas Giving Day, a day for people to support nonprofits in the North Texas area.

We've also had generous friends offer to match every dollar we can raise, up to \$50,000.

North Texas Giving Day is **this Thursday**, September 14—will you join us in this effort before that day?

Here's a link where you can securely give to invest in the biblical education and ministry preparation of godly servant-leaders: <https://secure.dts.edu/north-texas-giving-day>

In His service,

Mark L. Bailey, PhD
President



Version B

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33%

UNSUBSCRIBES



Control

Treatment #1

Hi Kelly,

Remember last month's matching grant from our Board of Directors? Well, I'm thrilled to be able to tell you that this community really stood up for people going through a health journey. Between your support and the matching grant, more than 2,200 donors stepped forward to contribute \$138,000 to help keep patients and family caregivers connected to loved ones.

Here's something awesome: The Wernz Family was even inspired to step forward and offer another \$20,000 match!

I thought of you as soon as I learned about this grant. Because the thing is ... we can't get the additional dollars without your gift. We need your help!

I'd love to offer you the opportunity to join with this generous family to double any contribution you can make to close out this year.

Can you help even more CaringBridge authors make it through a health journey by [giving today](#)?

Your gift allows thousands of people to use CaringBridge every day, helps facilitate hundreds of messages sent every minute to thousands of authors. People are able to organize fundraisers and meal trains for their loved ones every day, because you give. And all of that access is free for the authors and visitors, thanks to you.

That's why matching grants like this one, and the support that secures the grants, means so much. I hope you'll help us claim every dollar today.

Make your gift here—we'll be overjoyed to match it, dollar for dollar.

Thank you,

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



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14%
In Unsubscribes





How-To

1. Add a link to your initial email that links to a **landing page with opt-out form**.
2. Apply a **unique Tag** to contacts who fill out the form.
3. **Suppress contacts** with the Tag in your next campaign.



How-To

1. Add a link to your initial email that links to a **landing page with opt-out form**.
2. Add all contacts who fill out the form to a **dedicated suppression list**.
3. **Exclude contacts** on the suppression list from high-urgency campaign emails.



#5

Test using a “number of donors” goal.



Emergency Alert Banner

[Who We Are >](#)

[What We Do >](#)

[Ways to Help >](#)

[Shop Gift Catalog >](#)

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EMERGENCY ALERT x

We are gravely concerned for children in Ukraine, Afghanistan and around the world who might be caught in the middle of armed conflict, forced to flee their homes and exposed to injury, hunger and sub-zero temperatures.

Save the Children is right now on the ground, in the U.S. and around the world, delivering essential humanitarian aid. Your donation today helps this life-saving work.

[DONATE NOW](#)

NOW MORE THAN EVER.



Micro-goal Slide-in Banner

Who We Are ›

What We Do ›

Ways to Help ›

Shop Gift Catalog ›

Sponsor a Child ›

Donate

**NOW MORE THAN EVER,
CHILDREN NEED YOUR HELP
TO SURVIVE AND THRIVE**

DONATE TODAY

Alert: Children in Ukraine, Syria and around the world are right now caught in the middle of armed conflict, exposed to hunger and out of school.

Your donation today can help our teams on the ground, in the U.S. and around the world, deliver essential humanitarian aid.

17 donors are still needed to reach our goal this hour

We work in the hardest-to-reach places, where it's tough

When you give to Save the Children, **85% of every dollar** goes straight to our mission to provide life

DONATE NOW

21%

In Donations



Thermometer

Today's Goal



CaringBridge has received a \$100,000 challenge gift from the Richard M. Schulze Family Foundation—but only if we raise \$100,000 before midnight. Would you help?

[Donate now »](#)



Power Hour

It's CaringBridge Power Hour! Your donations keep CaringBridge going strong, and we only need two more donations this hour to reach our goal.



Will you make your donation now?

[Donate now »](#)



25%
In Donations



One more thing, hundreds of supporters like you have made it clear you want those sidewalk billboards beside the Prime Minister's Office to stay up. We've budgeted \$1,300 to extend those ads.

Broad Goal



Specific Donor Goal

One more thing, hundreds of supporters like you have made it clear you want those sidewalk billboards beside the Prime Minister's Office to stay up. We've budgeted \$1,300 to extend those ads. **We need 130 supporters to donate \$10 to keep the billboards up.**

Control

Dear Taxpayer,

You can spend the money you have to extend the Prime Minister's Office sidewalk billboards to stay up.

You know the Prime Minister's Office sidewalk billboards. The ones displaying PM's letters and the government's name. They are a symbol of our government. They are a symbol of our government's success. They are a symbol of our government's success. They are a symbol of our government's success.

Billboards of taxpayers like you helped us to get the message in 2008. Billboards of taxpayers like you helped us to get the message in 2008. Billboards of taxpayers like you helped us to get the message in 2008.

We need your help to extend these billboards.

The billboards are a symbol of our government's success. They are a symbol of our government's success. They are a symbol of our government's success.

You can help the PM's Office get the billboards up. You can help the PM's Office get the billboards up. You can help the PM's Office get the billboards up.

One more thing, hundreds of supporters like you have made it clear you want those sidewalk billboards beside the Prime Minister's Office to stay up. We've budgeted \$1,300 to extend those ads.


You can help the billboards stay up. You can help the billboards stay up. You can help the billboards stay up.

Thank you for your support. Thank you for your support. Thank you for your support.

Yours,
John S. Williams, Vice President of the PM's Office

We know you are the best thing about the Canadian Taxpayer Experience. We know you are the best thing about the Canadian Taxpayer Experience. We know you are the best thing about the Canadian Taxpayer Experience.

We look forward to your response.



Treatment #1

Dear Taxpayer,

You can spend the money you have to extend the Prime Minister's Office sidewalk billboards to stay up.

You know the Prime Minister's Office sidewalk billboards. The ones displaying PM's letters and the government's name. They are a symbol of our government. They are a symbol of our government's success. They are a symbol of our government's success.

Billboards of taxpayers like you helped us to get the message in 2008. Billboards of taxpayers like you helped us to get the message in 2008. Billboards of taxpayers like you helped us to get the message in 2008.

We need your help to extend these billboards.

The billboards are a symbol of our government's success. They are a symbol of our government's success. They are a symbol of our government's success.

You can help the PM's Office get the billboards up. You can help the PM's Office get the billboards up. You can help the PM's Office get the billboards up.

One more thing, hundreds of supporters like you have made it clear you want those sidewalk billboards beside the Prime Minister's Office to stay up. We've budgeted \$1,300 to extend those ads. We need **130 supporters to donate **\$10** to keep the billboards up.**


You can help the billboards stay up. You can help the billboards stay up. You can help the billboards stay up.

Thank you for your support. Thank you for your support. Thank you for your support.

Yours,
John S. Williams, Vice President of the PM's Office

We know you are the best thing about the Canadian Taxpayer Experience. We know you are the best thing about the Canadian Taxpayer Experience. We know you are the best thing about the Canadian Taxpayer Experience.

We look forward to your response.





74%
In Donations



Let's Review



Abbreviated Timeline for Your Fiscal Year-End

June 27 th	June 28 th	June 29 th	June 30 th
Appeal (Kickoff if you haven't sent anything yet)	Cultivation	Tomorrow is the last day!	Last Day to Give (High Urgency)

Ideas to Test in Your Campaign

1. Test a **stronger case for support** using a clear problem & solution, articulating the impact of a donation, and clearly calling donors to action.
2. Test using **specific & direct language** to address donors directly – giving them a clear need meet and goal to achieve.
3. Use a **humanized sticky bar** to strengthen your value proposition.
4. Reduce your list churn with a **campaign opt-out option**.
5. Test using a “**number of donors**” goal against the typical “revenue” goal.



Questions?

Drop them in the Q&A panel.



Get the Email Appeal Template

nextafter.com/email-appeal-template/

A tablet is shown on the right side of the page, displaying an email fundraising template. The template is titled "A Proven Fundraising Email Template" and features the NextAfter logo. The email content is annotated with nine numbered callouts, each providing specific advice for that section. The callouts are: 1. Sender Name: Send from a real, believable, human-being at your organization. 2. Subject Line: The goal is to get someone to open. Make the email feel valuable, and leave just enough info out to spark curiosity. 3. Preview Text: Don't customize your preview text. Let it pull in the first line of text from your email. 4. Salutation: Say hello and call your donor by name. 5. Explain the Problem: Focus on the problem at hand. Don't be afraid to write a few paragraphs if needed. 6. Propose a Solution: The solution to the problem at hand might be large in scope. But your donor needs to catch the vision of why their donation is needed. 7. Articulate Their Impact: Explain in tangible detail how a donation is going to be used. 8. Add an Incentive: Incentives give donors a reason to give now instead of later. 9. Clear call-to-action: Don't ask donors to do something vague like "stand with us" or "give hope".

A Proven Fundraising Email Template

☆ Jane Doe An opportunity for you, [First Name] - Start with a warm greeting. It could be as simple as "Hope you're..."

1 Sender Name
Send from a real, believable, human-being at your organization. People give to people - not to faceless organizations.

2 Subject Line
The goal of the subject line is to get someone to open. Make the email feel valuable, and leave just enough info out to spark curiosity.

3 Preview Text
Don't customize your preview text. Let it pull in the first line of text from your email - like a normal email you'd receive from a friend.

4 Salutation
Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation - not force someone to give.

5 Explain the Problem
Focus on the problem at hand. Don't be afraid to write a few paragraphs if needed. If there's no problem, there's no need to donate.

6 Propose a Solution
The solution to the problem at hand might be large in scope. But your donor needs to catch the vision of why their donation is needed.

7 Articulate Their Impact
Explain in tangible detail how a donation is going to be used. Who will a donation be? How will it be? How much is impactful?

8 Add an Incentive
Incentives give donors a reason to give now instead of later. Use a deadline, free gift, match opportunity, or other reasons to give now.

9 Clear call-to-action
Don't ask donors to do something vague like "stand with us" or "give hope". And don't ask the impossible like "End world hunger". Simply ask them to donate.

NextAfter



THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

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SAVE \$500 WITH CODE EARLYBIRD