

The Comprehensive Guide to

Maximize Your Online Fundraising

During the

Last Week of the Year

Question of the Day

How many licks does it take to get to the center of a tootsie pop?





"NIO obviously is a good time.

It's not only been really valuable educationally, but it's been a ton of fun!"

Marissa Stein
Coral Reef Alliance





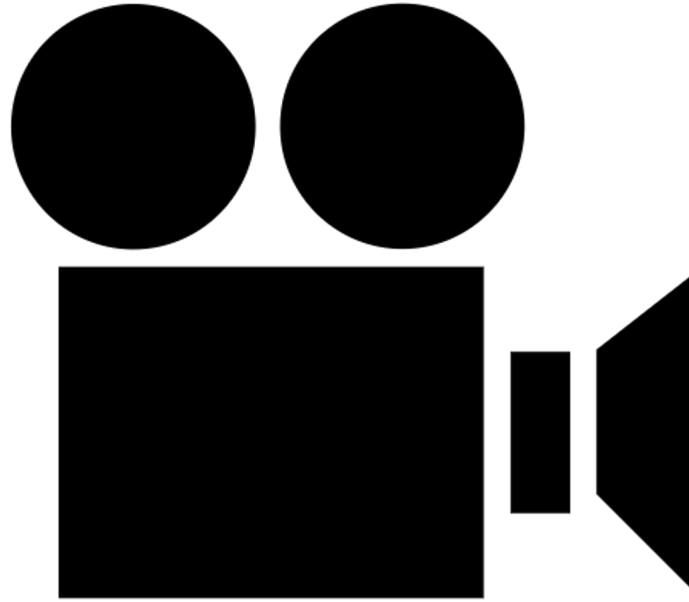
"There was so much information that was applicable.

It won't just change the way we approach our donors, but our philosophy of why we're talking to them in the first place."

**DeNail Sparks
EveryNation**

niosummit.com

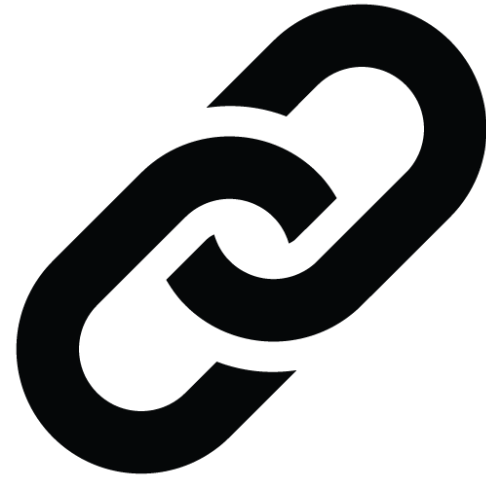
A Few Quick things...



A video recording of this 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.

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Maximize Your Online Fundraising

During the

Last Week of the Year

CHAT IT

Did you hit your Giving
Tuesday goal?

We crushed it! 🎉 | We missed it 😞 | What is Giving Tuesday? 🤔



Sooo much

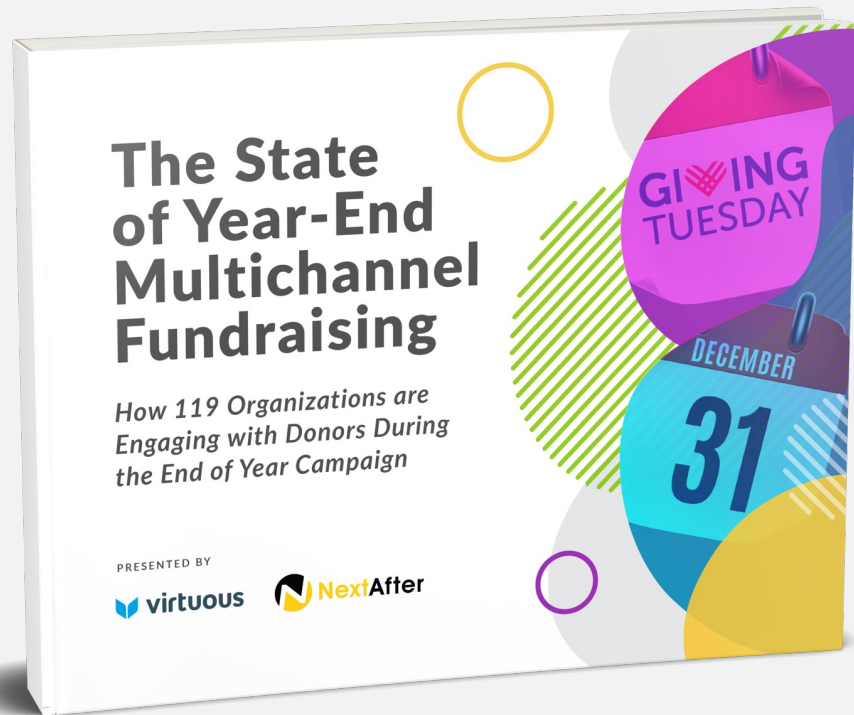
Why Should You Care About Year-End Fundraising?



We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



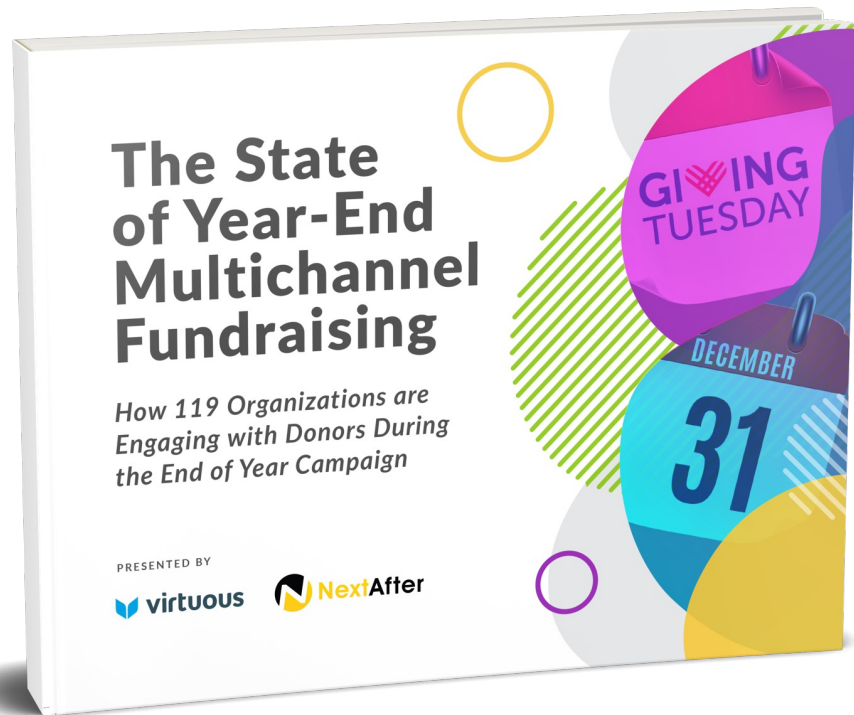


35%

Percentage of 2020 online revenue that the average nonprofit brought in during year-end season.



Get the full study on year-end multichannel fundraising



45%

Percentage of **2021** online revenue that the average nonprofit brought in during year-end season.

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2021, representing \$72M in donations.

37%

**Sent Nothing to
Postal Donors**

13%

**Sent Nothing to
Online Donors**

During Year-End

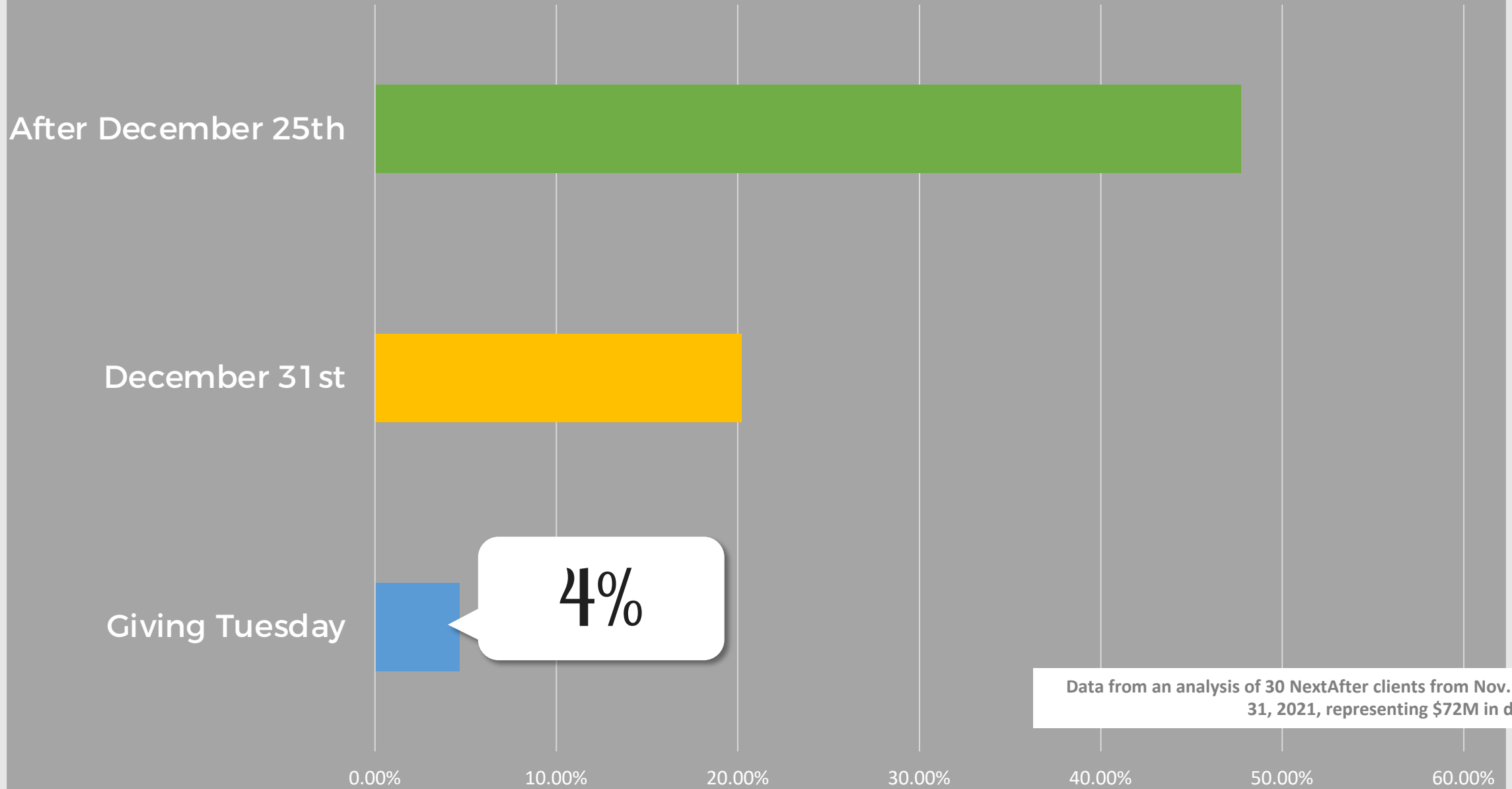
Get the full study on year-end multichannel fundraising



A Common Misconception

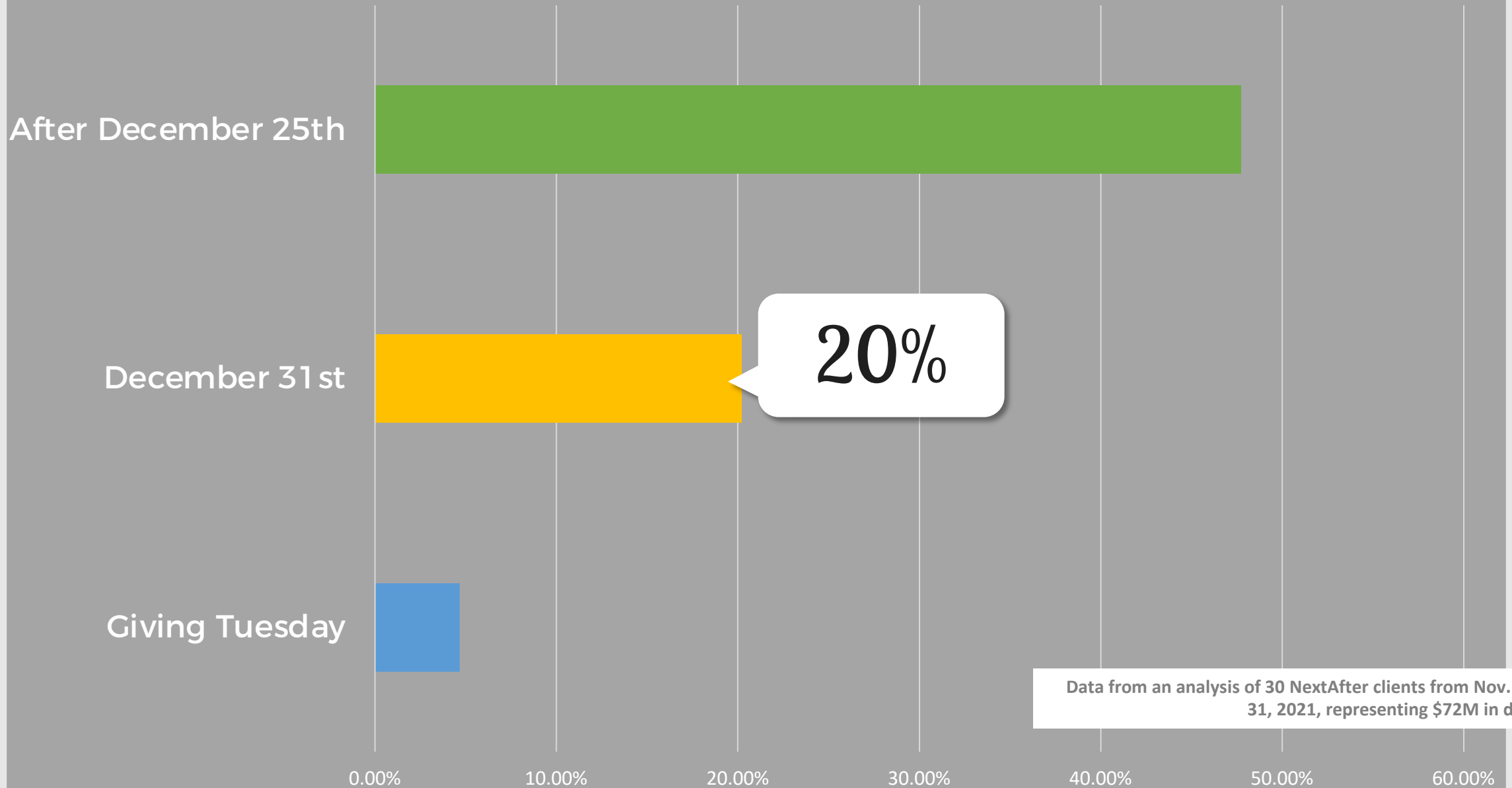


Percentage of Online Year-End Revenue



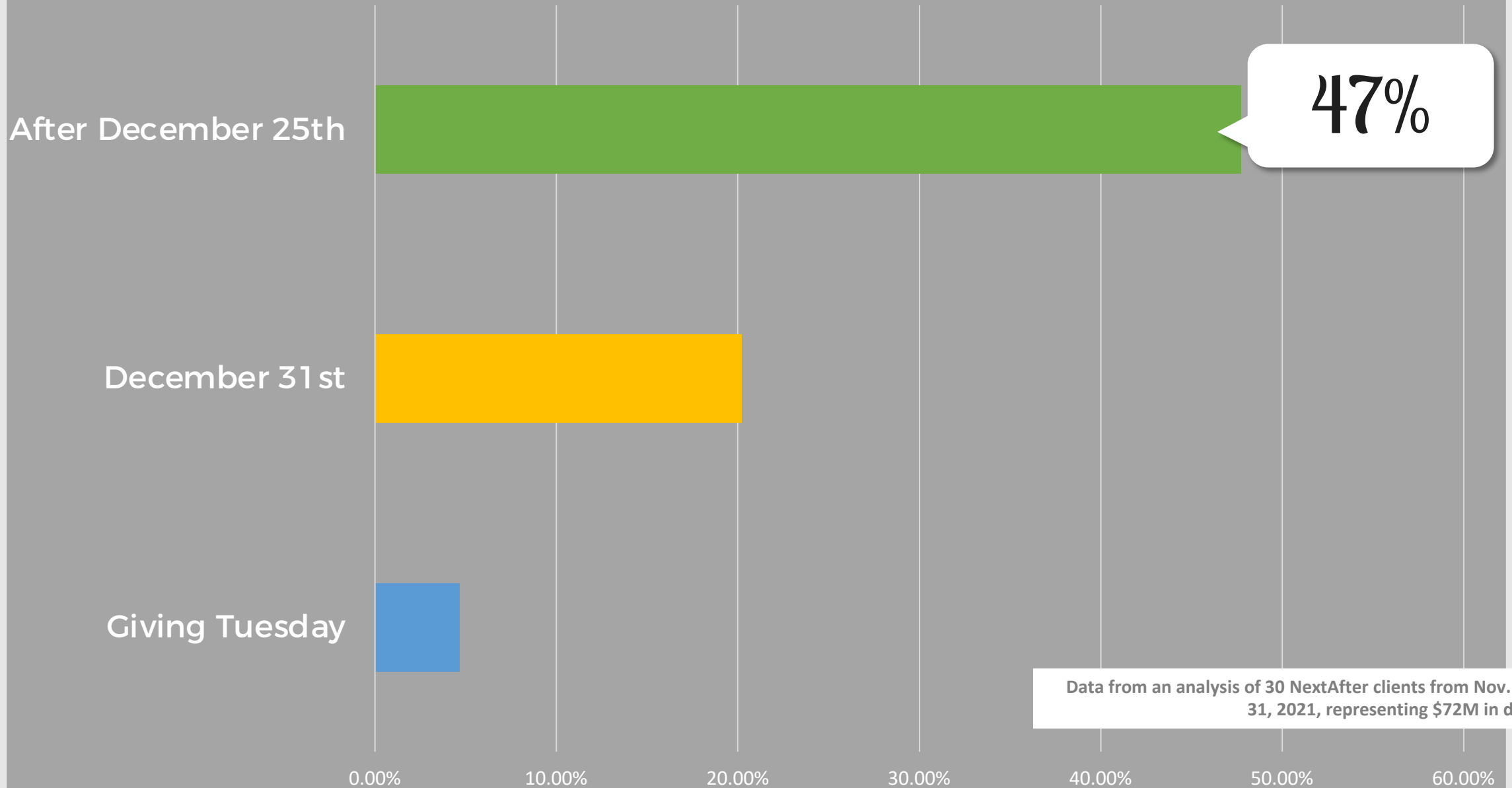
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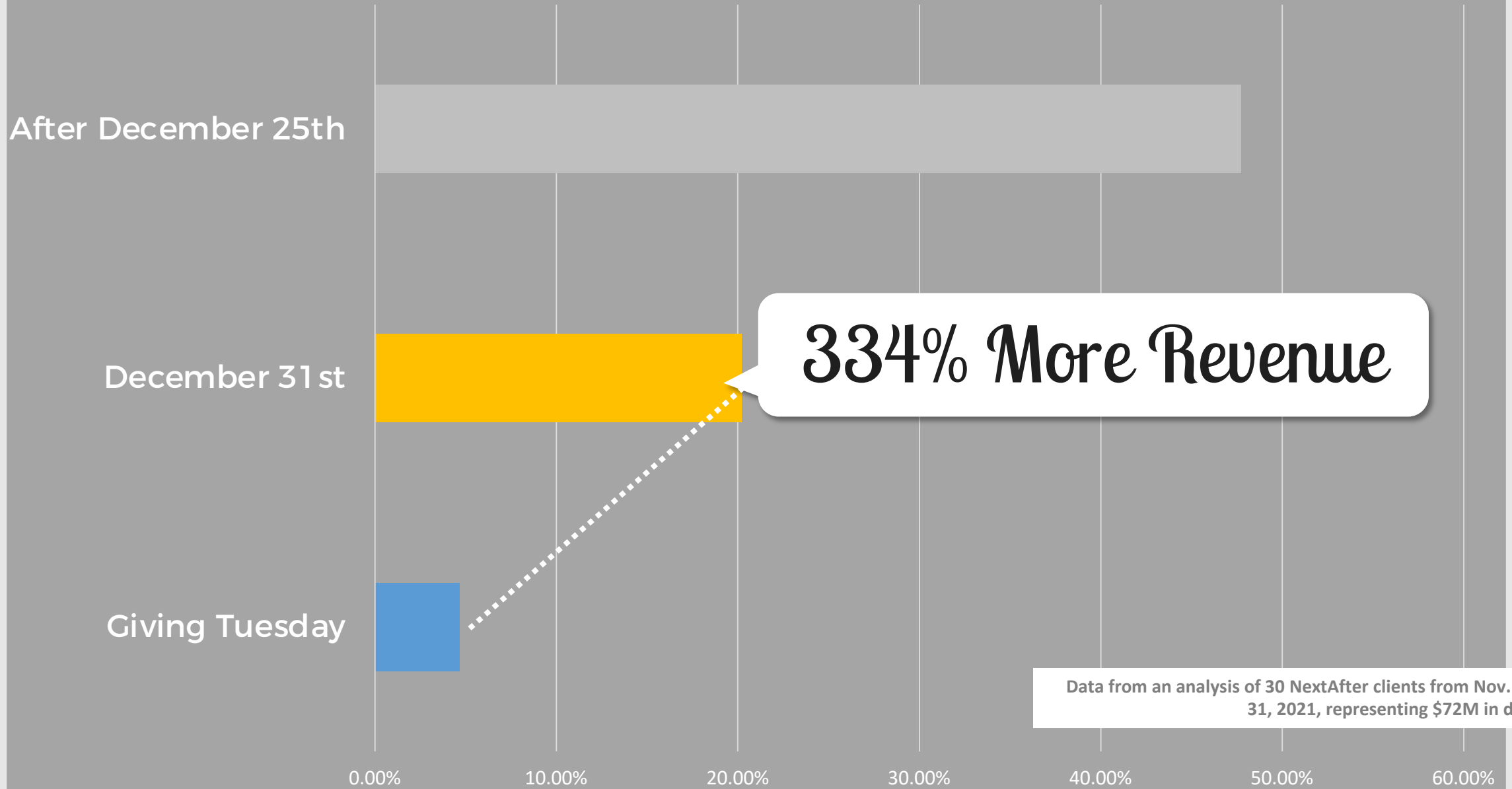
Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2021, representing \$72M in donations.

Percentage of Online Year-End Revenue



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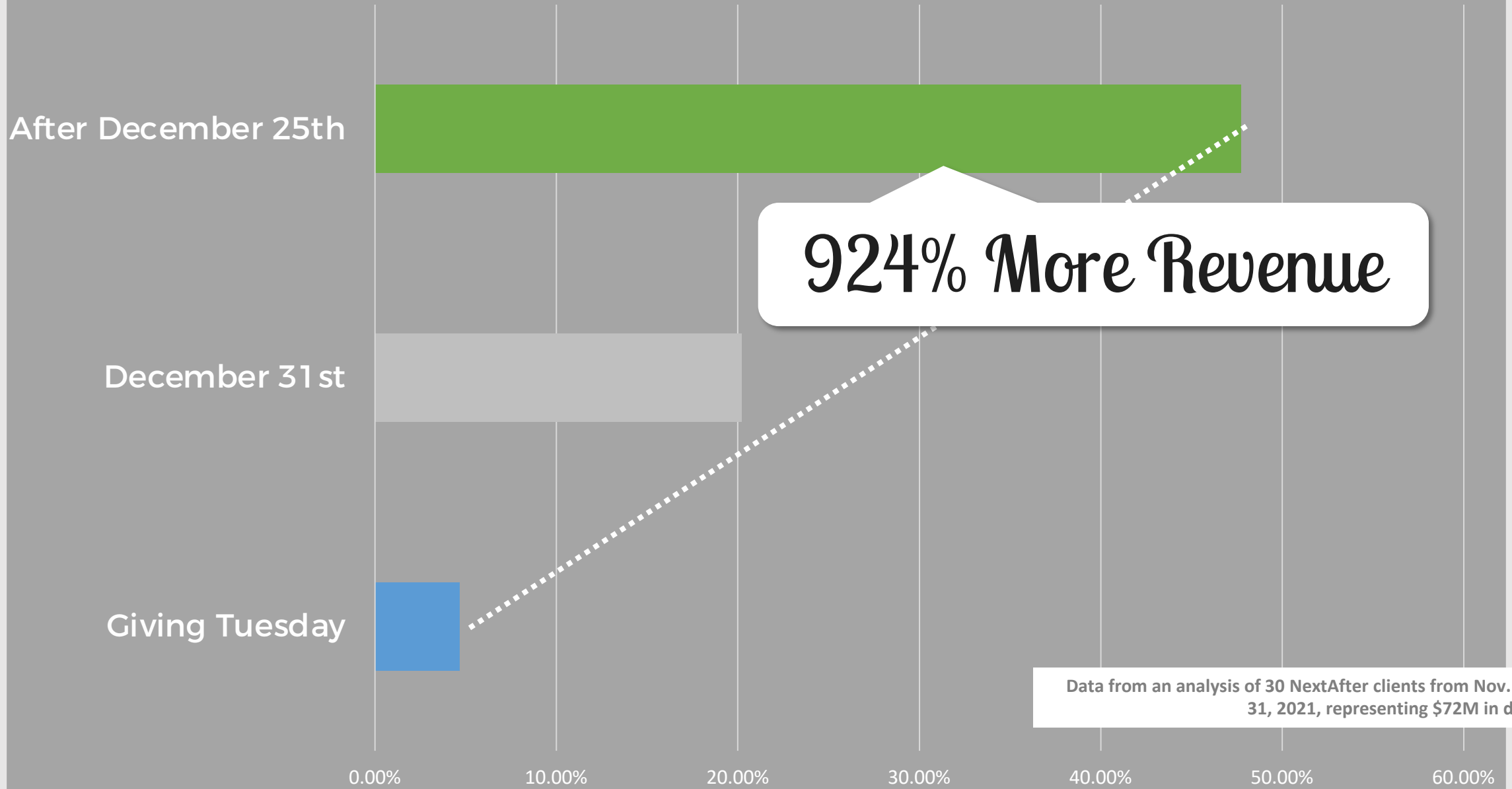
Percentage of Online Year-End Revenue



334% More Revenue

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2021, representing \$72M in donations.

Percentage of Online Year-End Revenue



Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2021, representing \$72M in donations.

18%

Sent Mail

58%

Sent Email

During the Last Week of the Year

Get the full study on year-end multichannel fundraising



So how do we get the most
out of the **last week**?



1. Your emails
2. Your website
3. Your donation page



1. Your **emails**
2. Your website
3. Your donation page

KEY CONCEPT

Increase *urgency* without rehashing all the reasons to give.



Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
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Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
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Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S. if you have a special deadline approaching

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
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Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
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December Holiday Email

- **Acknowledge** their name, time, and contribution
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December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
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December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
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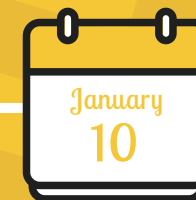
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Priming

Appeals

November
15

January
10

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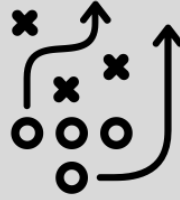
Priming

Appeals

Closers

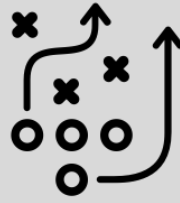
The Closers





Closer #1

The Deadline



Closer #1

The Deadline

Remind donors of the
impending deadline
without re-hashing
everything.



Special Olympics

Your gift is **TRIPLED** when you donate before **midnight tomorrow >>**

Evette — today, you can give **TRIPLE** the support, and **TRIPLE** the joy, to a Special Olympics athlete. That's because your gift to Special Olympics will be **TRIPLED!**

00 00 00 00
DAYS HOURS MINUTES SECONDS

TRIPLE YOUR GIFT

Give now and your gift will help **3X** as many athletes [get access to the health care they need and deserve.](#)

Give now and your gift will help **3X** as many athletes [step off the sidelines and feel the rush of taking the field for a big game.](#)

Give now and your gift will help **3X** as many athletes [live in a unified world without discrimination.](#)

Your donation will do all of this and more — but only if you give **before midnight TOMORROW:**

specialolympics.org/tripleyourgift

Counting on you,

Joe Hergert
Manager, Strategic Gifts

Value VS Brevity

More Value Proposition

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Quick reminder

DEADLINE:
December 31st at Midn
00:17:11
DAYS HOURS MINS

1146 characters

Dear Fellow Conservative,

I wanted to shoot you a quick note to remind you how important you are to the conservative cause.

You've stood your ground for your principles and won important victories, despite the enormous pressure from the media, Hollywood, and academia.

Will you stand up for your convictions once more? Will you continue to advance the principles that made America great? I know you will. I know I can count on you in 2015.

And I hope you put your trust in us at The Heritage Foundation. For more than 40 years, Heritage has **won important victories for your conservative principles**, the principles America was founded on: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

[When you have a moment, please make your year-end gift to Heritage to advance your principles.](#)

And when you donate by midnight tonight, not only will your gift be tax-deductible, but thanks to a generous Heritage member's challenge it will also be worth double for the conservative cause.

[With your support](#), we can make 2015 the year of the conservative resurgence.

Thank you for standing with Heritage.

Sincerely,



Jim DeMint
President

Quick Reminder

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Subject: Quick reminder

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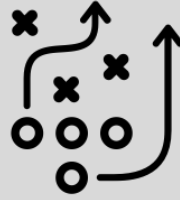
The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

32.1%

Value Prop Copy

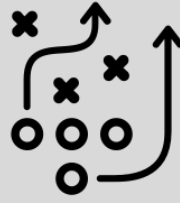
30.7%*

DONATIONS



Closer #2

The Reminder



Closer #2

The Reminder

A personal email to make sure they didn't miss your deadline email.

Jacinta Tegman <jacintategman@worldconcern.org>
to Pamela ▾

Sun, Dec 31, 2017, 10:06 PM ☆ ↶ ⋮

Pamela,

Just wanted to send you a quick note to make sure you received this e-mail – I don't want you to miss out on the chance to [double your gift!](#) God bless!

Jacinta

From: Jacinta Tegman

Sent: Sunday, December 31, 2017 9:45 AM

To: Pamela Overby <PamelaOverby@tridentpath.com>

Subject:



Just hours left to double your gift!

Dear Pamela,

Today is your last chance to DOUBLE your gift!

You will help children and families in poverty see and experience the true light of Christ.

Please, while there's still time, click here and give: worldconcern.org/shine

Thank you for remembering those in greatest need as we ring in the New Year!

God bless you,

...

Jacinta Tegman
President, World Concern



P.S. [Give before midnight, Dec. 31st](#) to take advantage of year-end tax benefits and watch your gift double!

Jacinta Tegman <jacintategman@worldconcern.org>
to Pamela ▾

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Giving Tuesday Resend

Hello << Test First Name >>,

"Each one must do just as he has purposed in his heart, not grudgingly or under compulsion, for God loves a cheerful giver." 2 Corinthians 9:7

Today is Giving Tuesday, a day when charities request support for their worthwhile ministries. I ask that you prayerfully consider being a "cheerful giver" today in support of the ministries of the Missionary Oblates of Mary Immaculate.

The Oblates have much to be cheerful about. In Tijuana, Mexico, our home-building program keeps growing, allowing us to provide shelter for some of the poorest residents. Schools in Pakistan and Madagascar were opened recently by the Oblates in impoverished communities, thanks to our benefactors. And in Turkmenistan, we are celebrating 25 years of reintroducing Catholicism to a country where the faith was hidden by the Communists for decades. Only three priests minister in the entire country today, and all three are Oblates.

While we can be cheerful about our past accomplishments, we know that there are many challenges ahead for us in the future. In Ukraine, Oblates are out on the streets every day feeding the homeless.

Refugees are being cared for by the Oblates in Ukraine and

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With this being Giving Tuesday, I ask that you prayerfully consider donating to support the vital ministries of the Missionary Oblates. You can make your donation here: <https://oblatesusa.org/eoy-donor/>

Thank you for being a “cheerful giver” with the Oblates. Good cheers to you and your loved ones and know that we are remembering you in our daily prayers.

In Jesus Christ and Mary Immaculate,

Control

Treatment

Forward Style Resend

Hello << Test First Name >>,

My name is Lori Kelly and I am Fr. David Uribe's Administrative Assistant. Earlier today Fr. David sent you an email about Giving Tuesday. I know that sometimes I overlook emails because my inbox gets so filled. If that happened to you, I have included Fr. David's email below and ask you to take a few minutes to look it over.

Working for Fr. David and the other Oblates is truly a blessing for me. They are so appreciative of their employees and benefactors. Every day they take time to pray for us because they truly consider us co-missionaries in their work.

You still have time to make your Giving Tuesday donation in support of the Oblates. You can do so here: <https://oblatesusa.org/eoy-donor/>

God's blessings,

Lori Kelly

Fr. David's Administrative Assistant

Treatment

Original Email

Hello << Test First Name >>,

"Each one must do just as he has purposed in his heart, not grudgingly or under compulsion, for God loves a cheerful giver." 2 Corinthians 9:7

Today is Giving Tuesday, a day when charities request support for their worthwhile ministries. I ask that you prayerfully consider being a "cheerful giver" today in support of the ministries of the Missionary Oblates of Mary Immaculate.

The Oblates have much to be cheerful about. In Tijuana, Mexico, our home-building program keeps growing, allowing us to provide shelter for some of the poorest residents. Schools in Pakistan and Madagascar were opened recently by the Oblates in impoverished communities, thanks to our benefactors. And in Turkmenistan, we are celebrating 25 years of reintroducing Catholicism to a country where the faith was hidden by the Communists for decades. Only three priests minister in the entire country today, and all three are Oblates.

While we can be cheerful about our past accomplishments, we know that there are many challenges ahead for us in the future. In Ukraine, Oblates are out on the streets every day feeding the homeless. Refugees are being cared for by the Oblates in Ukraine and neighboring Poland. Some Oblate churches in Ukraine are even being

Giving Tuesday Resend

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Forward Style Resend

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God's blessings,

Lori Kelly
Fr. David's Administrative Assistant

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"Each one must do just as he has purposed in his heart, not grudgingly

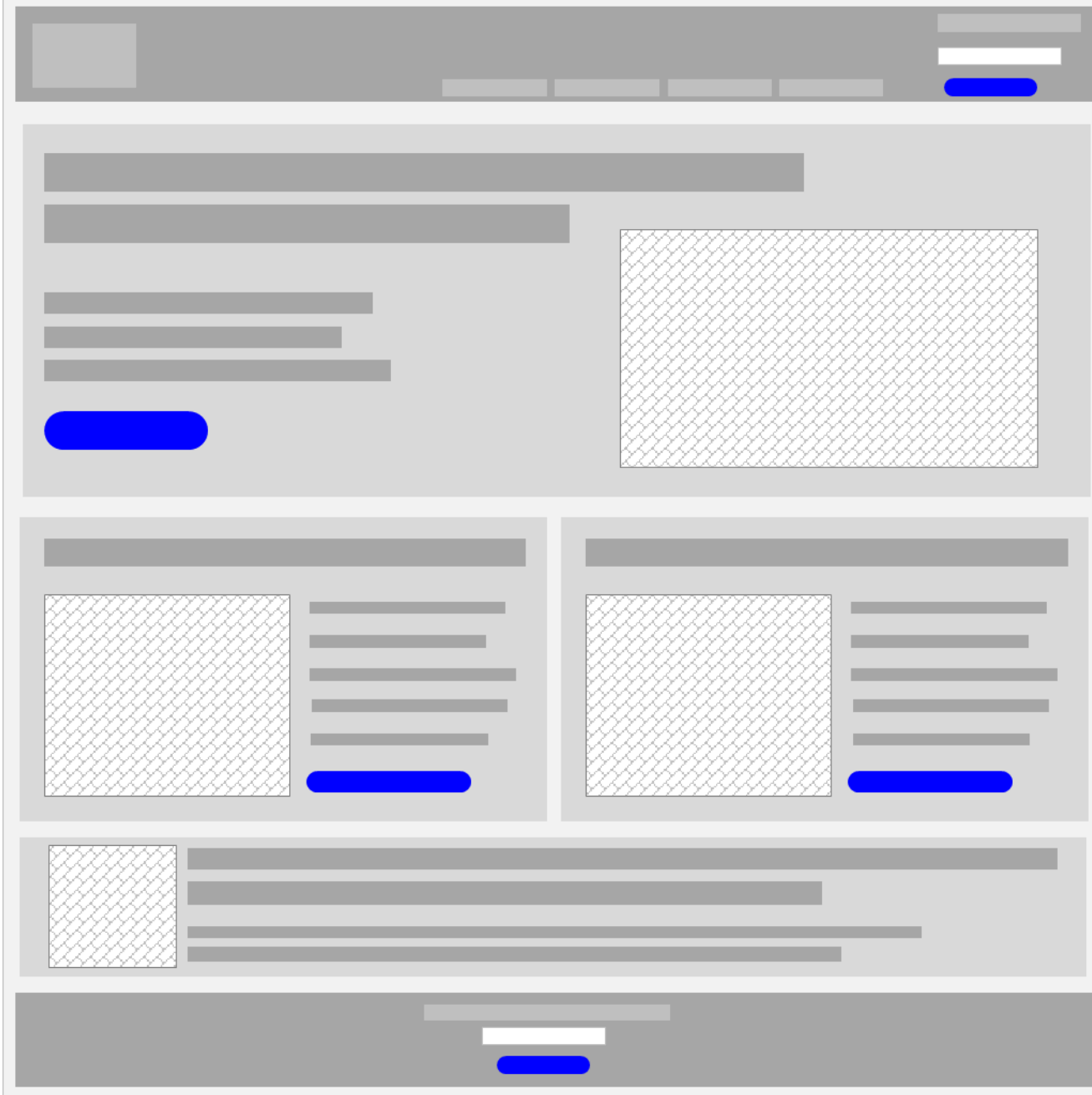


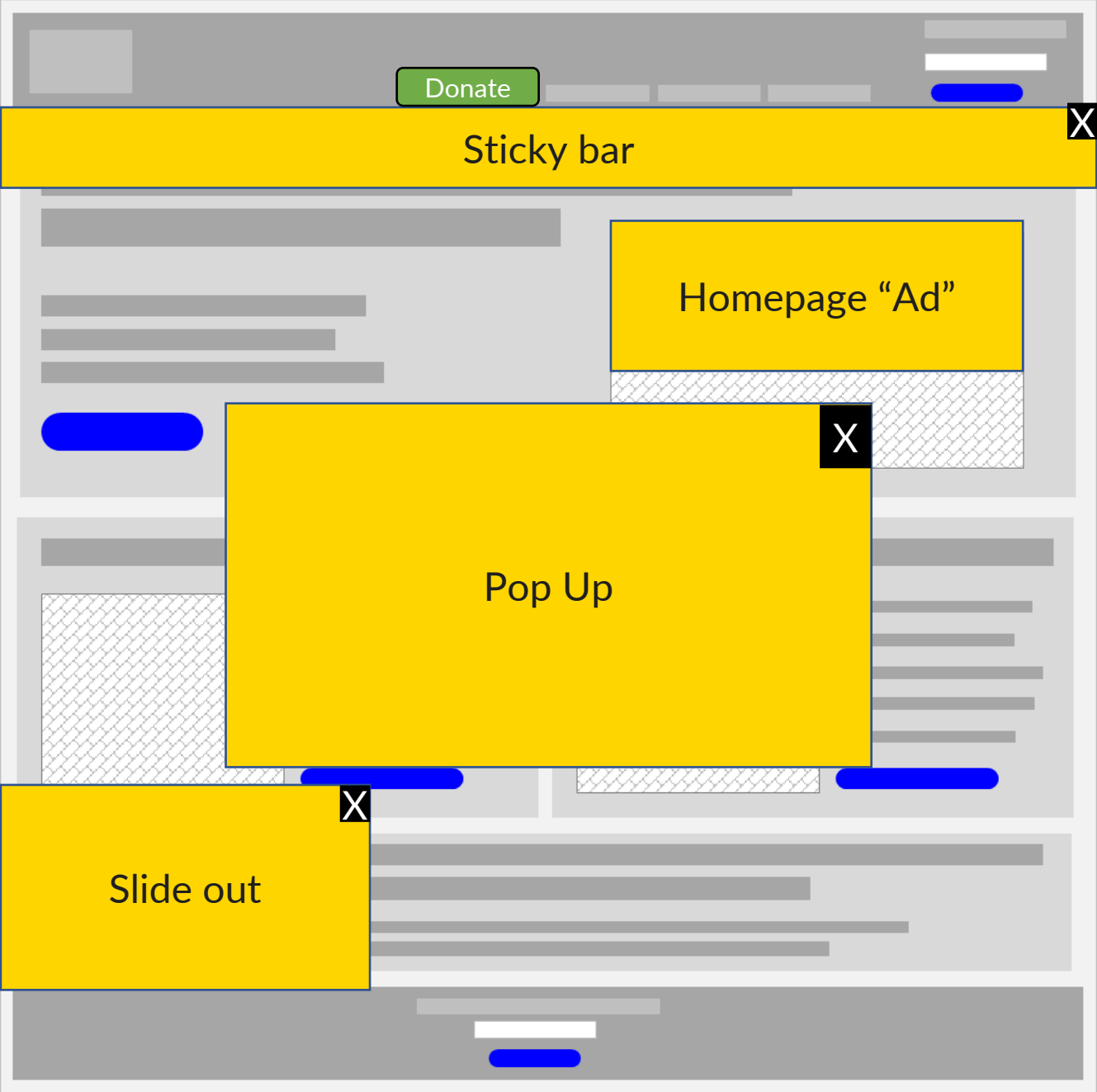
1. Your emails
2. Your **website**
3. Your donation page

KEY CONCEPT

Make it easier for people to find where to give.







Navigation



Ghost Button

GIVE



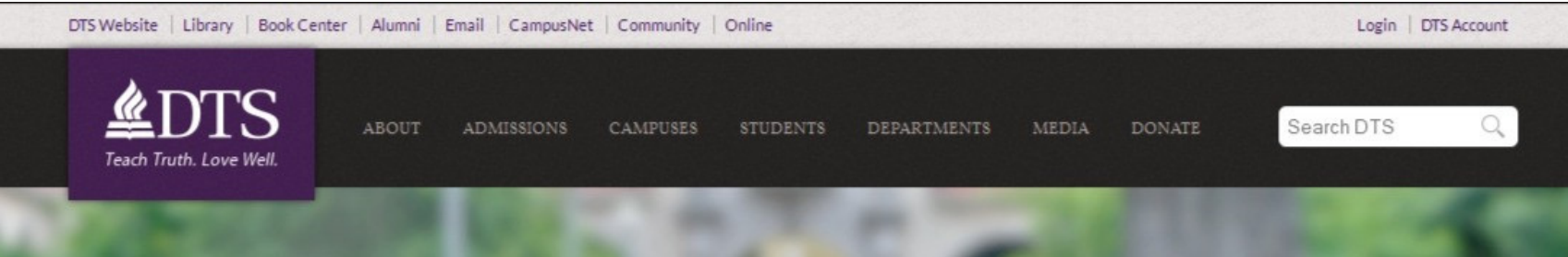
High Contrast Button

DONATE TO TGC

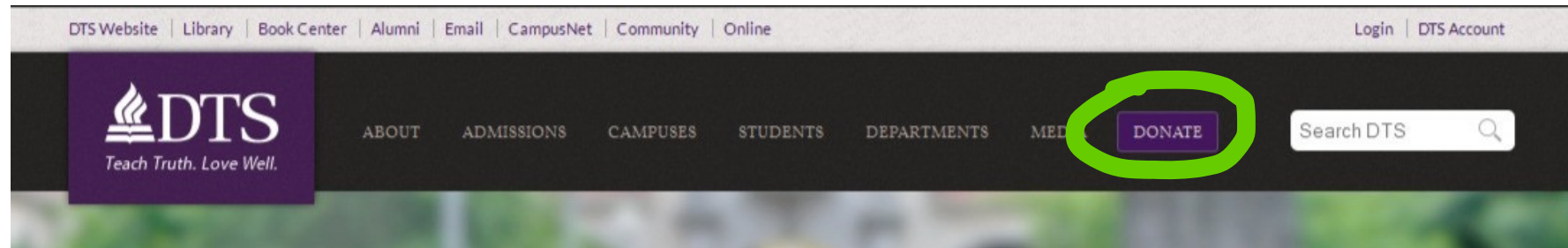


28%
In Clickthrough

Control



Treatment



Make it easy to see your “Donate”
button in your **navigation**.



Homepage Ads



Donate

[Placeholder text and image area]

DOUBLE YOUR GIFT!
Help parents with their toughest challenges

FIND OUT MORE

[Placeholder image and text block]

[Placeholder image and text block]

[Placeholder text and image area]

[Placeholder text and button area]

Homepage Banners

Homepage Banner

DOUBLE YOUR GIFT!

Help parents with their toughest challenges

FIND OUT MORE

Timeframe: 12/6 - 12/13

1.1% Conversion Rate

Timeframe: 12/21 - 12/27

4.6% Conversion Rate



Control



Treatment



35%

In Donations

Use prime real estate on your **homepage** to increase traffic to your donation page.



Timed Pop-ups



Experiment #8190

FROM THIS

Time is running out!

3 : 0 7 : 3 5 : 5 5
Days Hours Minutes Seconds

Only a few days remain in 2017 to make your tax-deductible gift to FamilyLife.

MAKE YOUR GIFT NOW >

TO THIS

Time is running out!

3 : 0 7 : 3 6 : 0 6
Days Hours Minutes Seconds

Your gift before midnight on December 31 will be matched dollar for dollar.

MAKE YOUR GIFT NOW >



56.7%
In Clicks

Exit-Intent Pop-ups



Control

Before you go, will you consider something?

Most CaringBridge visitors don't realize that each CaringBridge site is kept **private, secure, and ad-free** because people like you pledge a monthly gift.

However, as more people turn to CaringBridge, we need to increase the number of CaringBridge Partners who make tax-deductible monthly gifts so that each person who wants to start a site can do so, and keep it running as long as they need.

Since you understand how the nonprofit CaringBridge works and how it keeps people connected, **would you consider becoming a CaringBridge Partner?**

[Learn more »](#)



Social proof

Before you go, will you consider something?

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Since you understand how the nonprofit CaringBridge works and how it keeps people connected, **would you consider joining 328 fellow supporters and becoming a CaringBridge Partner?**

[Learn more »](#)



12%
In Donations

Abandon “Cart” Pop-Ups



Control

Persecuted Afghan believers need your help [Pledge to give this Giving Tuesday.](#)

[Locations](#) [Give](#) [My Basket](#) [My Account](#)

abwe

Support

Serve

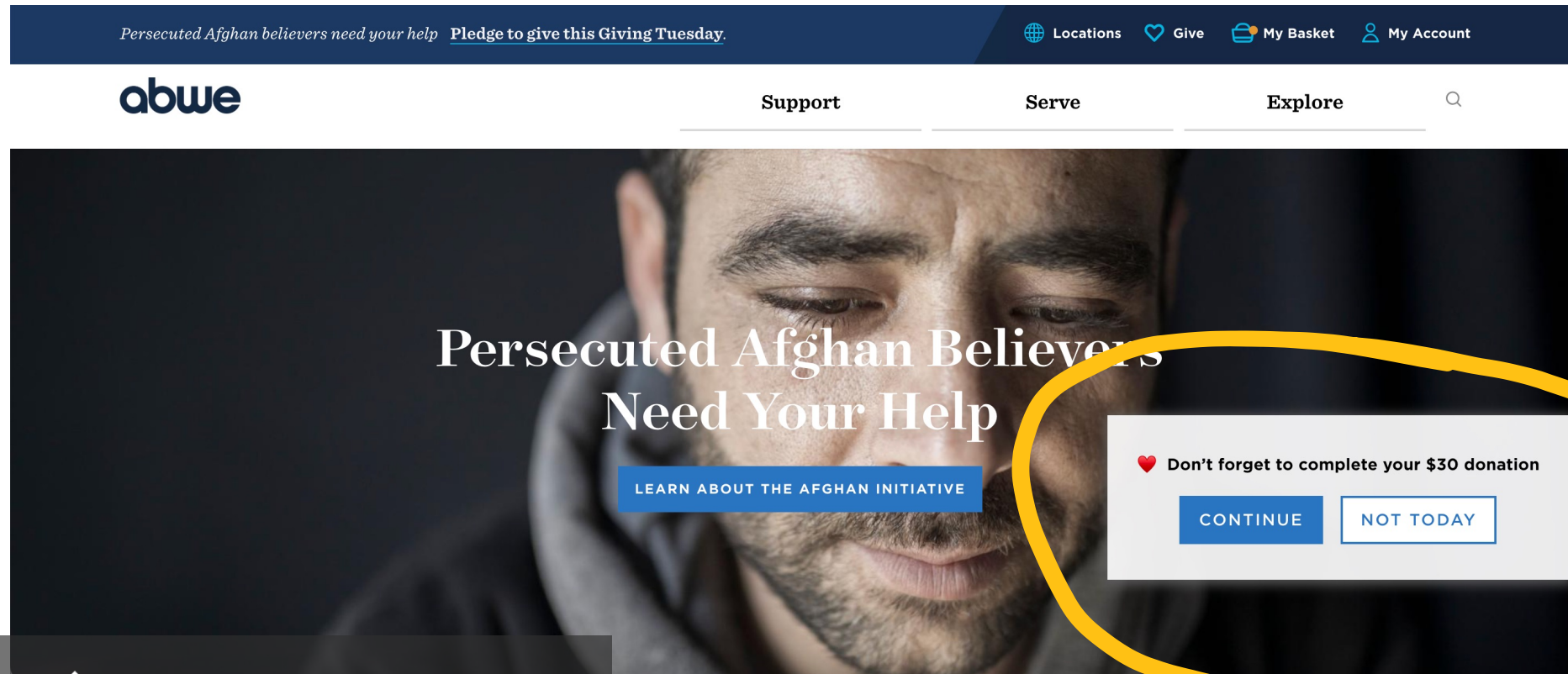
Explore



**Persecuted Afghan Believers
Need Your Help**

[LEARN ABOUT THE AFGHAN INITIATIVE](#)

Abandoned Donation Pop Up



Use **pop-ups** to drive new donation page traffic, capture exiting visitors, and remind donors to complete their gift.



In-Article Ads



Control

Treatment

allowing voters to decide on local government consolidation – a crucial component of shrinking local government spending, which drives up property taxes.

State Rep. Tom Demmer, R-Dixon, sponsored **House Bill 496**, which received bipartisan support – more than a dozen representatives from both parties signed on as co-sponsors. HB 496 passed the House 111-2. The only lawmakers **who voted against** the bill were state Reps. Robert Martwick, D-Chicago, and Lawrence Walsh, D-Elwood.

If the Senate passes HB 496 and Gov. Bruce Rauner signs the bill into law, it will allow voters to dissolve a township to make it on the ballot, the township's city could then petition. If the voters approved the dissolution of a township, the city would take over the services, duties, assets and liabilities of the township.

Too many local governments drive up Illinois property taxes

One of the main reasons Illinois has some of the highest property taxes in the country is because Illinois has the most units of local government in the country with nearly **7,000 units of local government** – around **1,400** of those units are townships. Only Florida has more units of local government in the state with the second-highest number of local governments – only has 5,100 units despite being much larger geographically and having a bigger population. Florida, with a population of nearly 20 million people, has just 1,650 units of local

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Each week, get the top headlines from around the state. From stories of political corruption to government overreach, get the news that matters most to you.

First Name

Last Name

Email

Zip Code

SUBSCRIBE TO ILLINOIS POLICY ALERTS

over the services, duties, assets and liabilities of the township.

Too many local governments drive up Illinois property taxes

DEAR READER:

To make informed decisions, the public must receive the unbiased truth. Unfortunately, that isn't what we often get out of our elected officials or the legacy media. At the Illinois Policy Institute, that is something we are going to fix.

We are an independent nonprofit consisting of more than 20 writers and policy experts. Our mission is to generate public policy solutions that promote personal freedom and prosperity in Illinois.

- We have produced the only viable plan to balance the state budget while also reducing the tax burden placed on residents like you.
- Our work is consumed by more than 500,000 Illinoisans each month, free of charge.
- We are funded solely by the support of the general public. We receive no government dollars.

But to continue to provide unbiased reporting and viable policy solutions, we need your support.

If you want to see a more prosperous Illinois for your family and friends, please take a minute to help make a difference. Thank you.

SUPPORT ILLINOIS POLICY INSTITUTE

One of the main reasons Illinois has some of the highest property taxes in the nation is



695%

In Donor Conversion



WIKIPEDIA The Free Encyclopedia

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- Contents
- Current events
- Random article
- About Wikipedia
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- Learn to edit
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- Recent changes
- Upload file

Tools

- What links here
- Related changes
- Special pages
- Permanent link
- Page information
- Wikidata item

Print/export

- Download as PDF
- Printable version

In other projects

i To all our readers in the U.S.,

Please don't scroll past this. This Monday, for the 1st time recently, we humbly ask you to defend Wikipedia's independence. 98% of our readers don't give; they simply look the other way. If you are an exceptional reader who has already donated, we sincerely thank you. If you donate just \$2.75, or whatever you can this Monday, Wikipedia could keep thriving for years. We ask you, humbly: please don't scroll away. If Wikipedia has given you \$2.75 worth of knowledge this year, take a minute to donate. Show the world that access to reliable, neutral information matters to you.

Thank you.

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | We never sell your information. By submitting, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, [tax-exempt organization](#). If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email which will include a link to [easy cancellation instructions](#).

Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
6,419,081 articles in English

- The arts
- History
- Society
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

1. How often would you like to donate?
 Just once **Give monthly**

2. Select an amount (USD)
 The average donation is \$16.36.
 \$2.75 **\$10** **\$16.36**
 \$25 **\$50** **\$75**
 \$100 **Other**

3. Please select a payment method

[Continue](#)

[Maybe later](#)

Add a “**dear reader**” ad to articles, blogs, and news during the year-end season.



Homepage Takeover



Homepage Takeover



Urgent Update: As we approach the end of 2020, we wanted you to know how you can share the Good News in over 60 countries. [Or, if you prefer, click here to continue to Oblatesusa.org homepage »](#)

Some Good News For 2021

The Missionary Oblates are excited about expanding our missionary reach in 2021. When you make a donation to the Oblates, you become a co-missionary with us as we bring Good News to the poor and needy around the world.

We share the Good News in many ways. This coming year, we will preach the Good News in more than 60 countries, at major basilicas like in Lourdes, France and in simple churches like the one of scrap metal in Zambia. We spread Good News when we feed the hungry, shelter the homeless, educate the disadvantaged and provide medicine and care to the sick and suffering.

In 2021 we will be expanding our reach. These are just a few of the ways we will reach more:

- We recently accepted responsibility of two new parishes in impoverished neighborhoods near San Diego and St. Louis. The needs of the people in these communities are great, and we are committed to meeting these needs long after the pandemic is over.
- Our novitiate in the United States, where young men discern a calling to religious life, is currently undergoing an extensive renovation that will allow us to accommodate more novices from the United States and around the world.

Donations increased by...

- 19.8% for mobile traffic
- 16.8% for email traffic
- 18.8% for returning traffic



11%

In Donations*

* Based on a 93% statistical level of confidence

Use a **homepage takeover** during the last 2 days of the year.

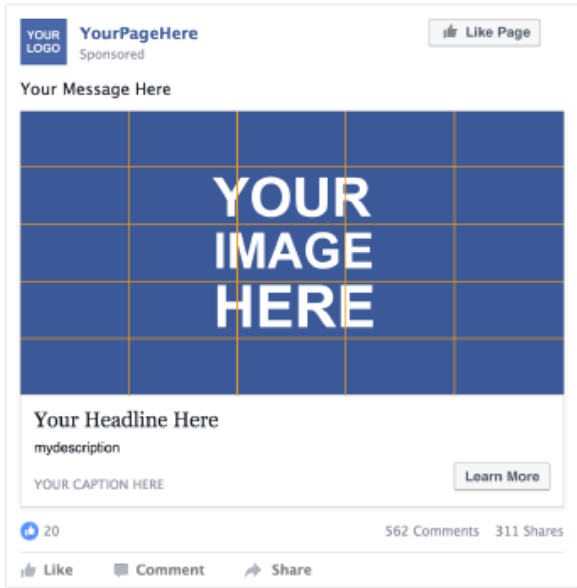


1. Your emails
2. Your website
3. Your **donation page**

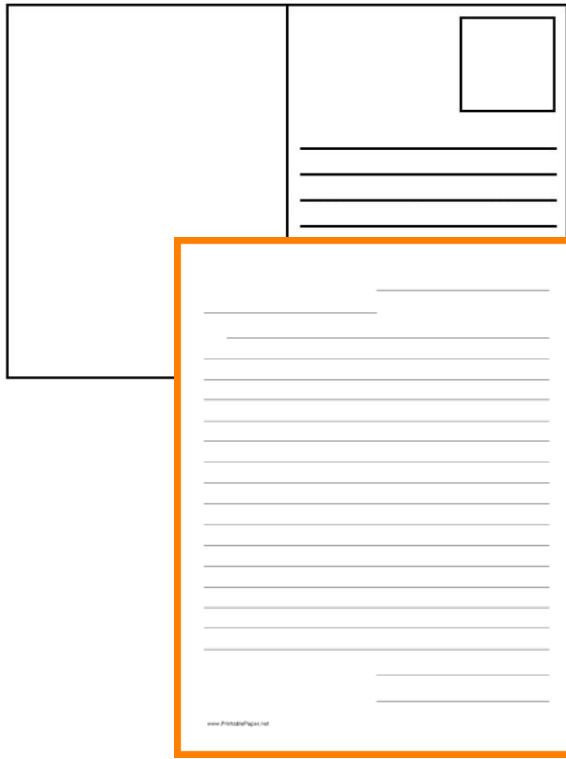
KEY CONCEPT

Emphasize your incentives and increase urgency throughout.

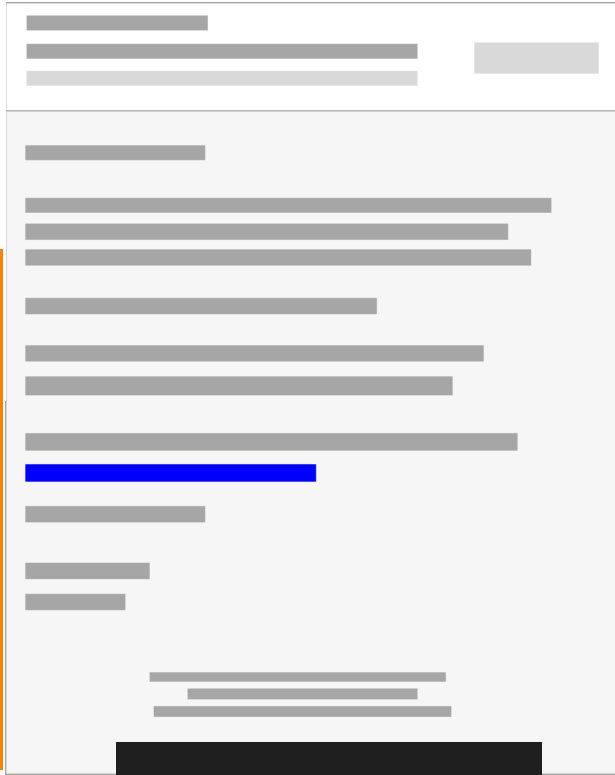




An Ad



Post Card
or Letter



An Email





An Ad

Post Card
or Letter

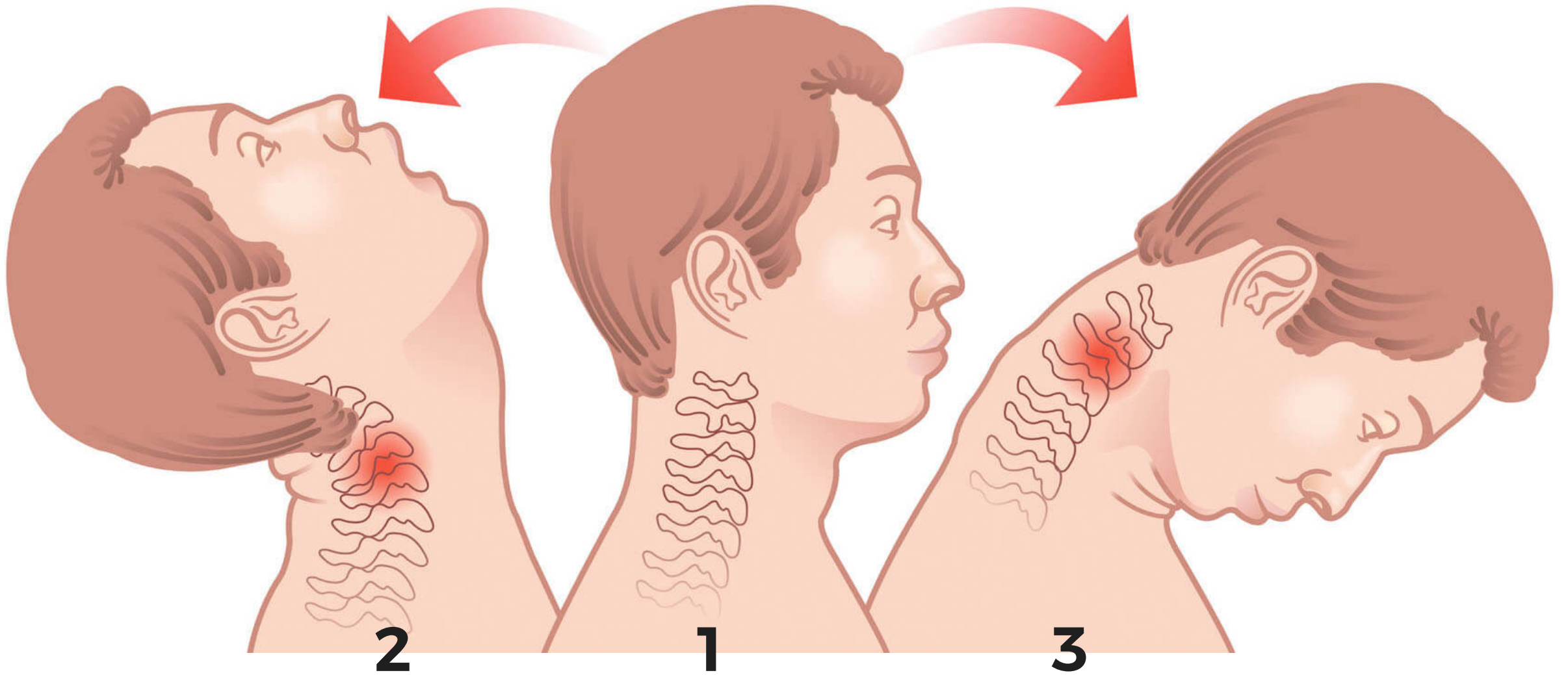
An Email

Your Site

Regular Ol'
Donation Page



Whiplash





An Ad

Post Card
or Letter

An Email

Your Site



Cohesive Year-End
Donation Page



Essential CYE Donation Page Adjustments

- **Headline**
- Body Copy
- Countdown Clocks
- Progress Bars
- Incentives

Original Headline

You can help secure a better future

Treatment Headline

Make your year-end gift to ORGANIZATION



Essential CYE Donation Page Adjustments

- Headline
- **Body Copy**
- Countdown Clocks
- Progress Bars
- Incentives

FIND A GIFT
Search **Search**

MAKE A DONATION
JOIN A CLUB
REQUEST A RELIGIOUS GIFT
MASS CARDS
LIGHT A CANDLE



FROM THIS

DONATION

Because of you, Oblate priests and brothers in the United States and in more than 60 countries are bringing God to the world, and the world to God. Your contribution will make a huge difference in the lives of God's people.

Our founder, St. Eugene De Mazenod, O.M.I. said that an Oblate is "one whose life is offered in service to the Lord." In that spirit, we are responding to the call of Jesus to give food and drink, clothing and shelter, love and compassion to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me." (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism – you too are "one whose life is offered in service to the Lord." In a very real way, you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of Jesus Christ is being preached to the people of Alaska. You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

The Missionary Association of Mary Immaculate is a nonprofit, 501(c)3 organization.

If you belong to a club, [click here](#) to log in to your account. Then click on "My Clubs Page" to make your donation.

If you have questions or need more information call 1-888-330-6264 Monday thru Friday, 8:00 a.m. - 4:30 p.m. Central Time.

DONATION AMOUNT

TO THIS

FIND A GIFT
Search **Search**

MAKE A DONATION
JOIN A CLUB
REQUEST A RELIGIOUS GIFT
MASS CARDS
LIGHT A CANDLE

YOU CAN SHOW GOD'S LOVE AND COMPASSION TO SOMEONE IN NEED

with a year-end gift to the Missionary Oblates

As we near the end of 2017 and look to a new year, the Missionary Oblates of Mary Immaculate stand ready to reach more people with the love and compassion of God than ever before.

In more than 60 countries all over the world., Oblates are the hands and feet of Christ, sharing His gospel and showing His care for humanity. When you make a gift to the Missionary Oblates, you are making a difference in real and practical ways by providing crucial physical, emotional and spiritual help for the needy, including:

- Food and drink

- Medicine and shelter

- Education and clothing

- Friendship and spiritual

- Daily encouragement through God

Because of the support of generous friends like you this year, we were able to make a significant impact and show God's love in many ways. Here are just a few:

- Educate more than 200 children in Haiti who were affected by hurricanes

- Help the locals in Namibia work for a living by making candles and selling them

- New Orleans

12.2%*

In Donations



Essential CYE Donation Page Adjustments

- Headline
- Body Copy
- **Countdown Clocks**
- Progress Bars
- Incentives

FROM THIS

Your Gift Matters

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation.

Give to CaringBridge

Donation Amount

\$70 \$125 \$300 Other

(minimum \$10)

* Payment Plan

- One-time payment for the full amount
 Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Deborah

TO THIS

Your Gift Matters



As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation in honor of Deborah.

Give to CaringBridge


Donation Amount

\$70 \$125 \$300 Other

(minimum \$10)

- One-time payment for the full amount
 Monthly (12 per year) ongoing payments.

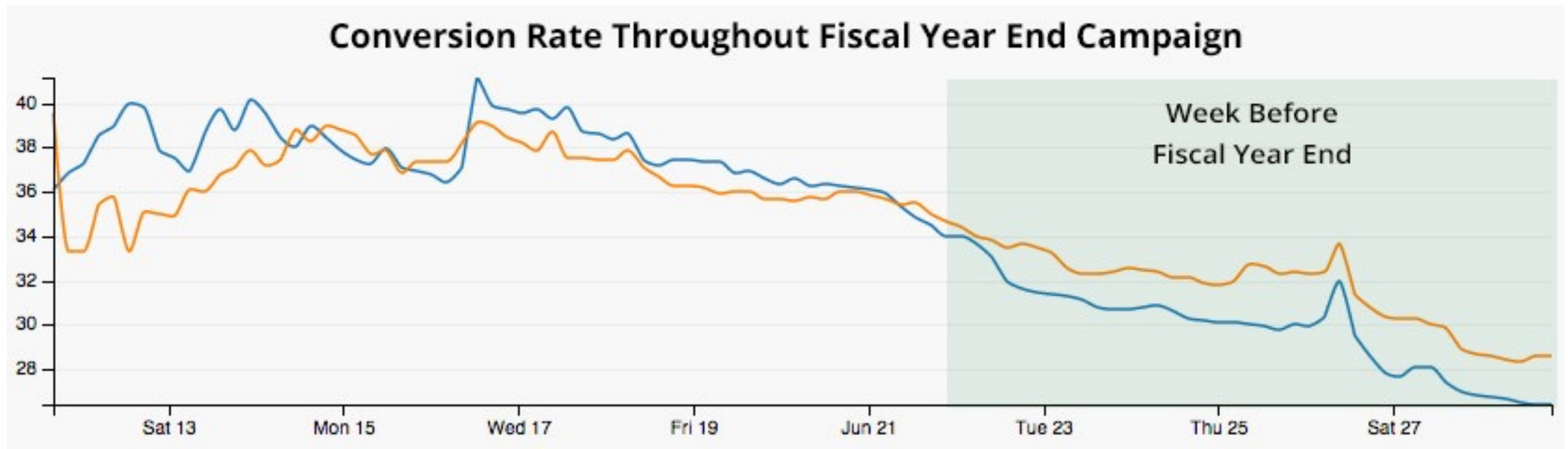
Your Tribute in Honor of Deborah

 **61.8%**
In Donations

On the importance of timing

Countdown clock had no significant impact until the we got closer to the end of the campaign.

■ With Countdown Clock ■ No Countdown Clock



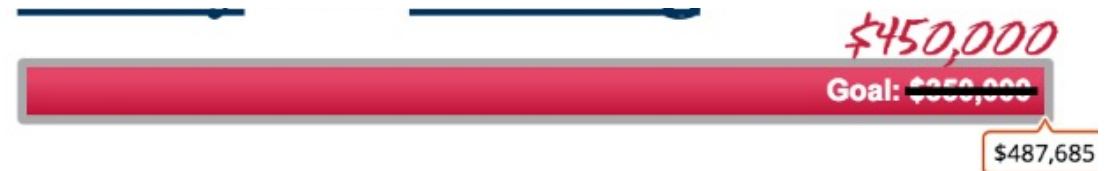
Essential CYE Donation Page Adjustments


- Headline
- Body Copy
- Countdown Clocks
- **Progress Bars**
- Incentives

FROM THIS

NO PROGRESS BAR

TO THIS



 **20.5%**
In Revenue/Visitor

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



Essential CYE Donation Page Adjustments

- Headline
- Body Copy
- Countdown Clocks
- Progress Bars
- **Incentives**

FROM THIS

FAMILYLIFE[™]
Help for today. Hope for tomorrow.
[A Cru Ministry]

You Can Help Create Godly Homes Through
Biblical Guidance and Practical Resources

Your support today **DOUBLES** through
a \$645,000 Matching Gift

Goal: \$645,000

\$589,746

Families need the help and hope found in Christ now more than ever. But they can't do this alone. God has called us to provide the biblical guidance and practical resources to empower them to pass that legacy on to the families around them.

To help with this, FamilyLife has received an amazing Matching Gift that will help reach twice as many families! But this limited-time opportunity ends May 31.

When you make a gift today, it will be matched dollar for dollar—up to \$645,000—to reach families with biblical truth. Your generous gift will go directly towards...

TO THIS

Reminder: A generous donor will match YOUR donation today, up to \$645,000.

FAMILYLIFE[™]
Help for today. Hope for tomorrow.
[A Cru Ministry]

You Can Help Create Godly Homes Through
Biblical Guidance and Practical Resources

Your support today **DOUBLES** through
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When you make a gift today, it will be matched dollar for dollar—up to \$645,000—to reach families with biblical truth. Your generous gift will go directly towards...



44%

In Donations

Tools You Can Use

Sticky Bars & Pop-Ups

- Unbounce
- Sumo
- Wordpress Plugins

Countdown Clocks

- MotionMailApp
- Powr.io
- Wordpress Plugins

Dear-Readers, Testing, & Other Customizations

- Google Optimize



Bonus Tactics to Test

Learnings from Brand New Giving Tuesday Experiments



Control



This Giving Tuesday, share the good news of salvation with unreached people worldwide!

When God sent a Savior to be born on earth, an angel announced good news of great joy for ALL people.

When Jesus ascended to heaven, He instructed His disciples to go into ALL the world.

When the apostle Paul said he was not ashamed of the gospel, it was because it has saving power for ALL who believe.

The gospel is for EVERYONE.

From the Hupla people of Papua, Indonesia, to the Basothos in southern Africa, and every people between and beyond, the good news of Jesus Christ is for **the whole world**.

But who will tell the whole world? Who will penetrate the remotest corners? Who will go to the hard-to-reach places and peoples in order to deliver God's gift?

We're praying that you will, by partnering with Mission Aviation Fellowship through a Giving Tuesday gift. Your donation of any amount today will not only bring the gospel to the ends of the earth, but it also means isolated people will have access to:

- Clean drinking water
- Life-saving medical care

Humanized sticky bar



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- Clean drinking water



Humanized sticky bar



I need your help to bring hope and healing to isolated people. Please make a Giving Tuesday gift before midnight tonight to help us reach our goal of \$100,000.

-Aaron Bear



Test Idea: Add a “humanized sticky-bar” on your campaign donation page to increase clarity of your goals & incentives.



39%

In Donations



One-Time Gift

Monthly Recurring Gift

Your Donation

\$50

\$75

\$100

\$150

\$ 50

Billing Information

Title

First Name

Last Name

Email Address

Country

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Payment Method



Bank Account

Credit Card



Country

Before we process your gift ... we have a special opportunity for you to consider!

Because today is Giving Tuesday, we are looking for 100 new Cornerstone Partners before our deadline of midnight tonight.

Cornerstone Partners are our faithful supporters who give a monthly gift to make an eternal impact on the lives that are reached with God's Word through DTS.

Will you consider making your gift on an ongoing monthly basis? If so, you will receive the following exclusive benefits as a new Cornerstone Partner:

- A free copy of DTS graduate Dr. Erwin Lutzer's book, *Seven Reasons Why You Can Trust the Bible* (for monthly commitments of \$20 or more per month)
- Early-bird access to free online courses before they're released
- A free subscription to DTS Magazine—offering updates, stories, and articles rich in biblical commentary and theological exposition
- A monthly email from The Voice with engaging resources such as chapel messages, podcasts, and articles

Would you like to become a Cornerstone Partner by making your gift on an ongoing monthly basis?

YES!

Convert my gift to a \$20 monthly gift.

No, thanks.

Process my original one-time gift.

I would like a paper receipt mailed to me.

Make My Gift



Control

The screenshot shows a donation form with two tabs: "One-Time Gift" (selected) and "Monthly Recurring Gift". Under "Your Donation", there are four buttons for \$50, \$75, \$100, and \$150, plus a text input field with "\$ 50". Below is a "Billing Information" section with fields for Title, First Name, and Last Name. At the bottom, there is a "Payment Method" section with "Bank Account" and "Credit Card" options, a "Credit Card Information" section with fields for Card Number, CVV, and Expiration, and a checkbox for "I would like a paper receipt mailed to me." and a "Make My Gift" button.

Test Idea: Ask one-time donors to upgrade to a recurring donation with a pop-up prompt.

Recurring Gift Popup

The screenshot shows a "Billing Information" popup form. The text reads: "Before we process your gift ... we have a special opportunity for you to consider! Because today is Giving Tuesday, we are looking for 100 new Cornerstone Partners before our deadline of midnight tonight. Cornerstone Partners are our faithful supporters who give a monthly gift to make an eternal impact on the lives that are reached with God's Word through DTS. Will you consider making your gift on an ongoing monthly basis? If so, you will receive the following exclusive benefits as a new Cornerstone Partner: A free copy of DTS graduate Dr. Erwin Lutzer's book, Seven Reasons Why You Can Trust the Bible (for monthly commitments of \$20 or more per month) Early-bird access to free online courses before they're released A free subscription to DTS Magazine—offering updates, stories, and articles rich in biblical commentary and theological exposition A monthly email from The Voice with engaging resources such as chapel messages, podcasts, and articles". Below the text is a question: "Would you like to become a Cornerstone Partner by making your gift on an ongoing monthly basis?". There are two buttons: "YES! Convert my gift to a \$20 monthly gift." and "No, thank you. Please process my original one-time gift." A large green arrow points to the "YES!" button.

210%
In Recurring Donations



Control

Hello << Test First Name >>,

"Each one must do just as he has purposed in his heart, not grudgingly or under compulsion, for God loves a cheerful giver." 2 Corinthians 9:7

Today is Giving Tuesday, a day when charities request support for their worthwhile ministries. I ask that you prayerfully consider being a "cheerful giver" today in support of the ministries of the Missionary Oblates of Mary Immaculate.

The Oblates have much to be cheerful about. In Tijuana, Mexico, our home-building program keeps growing, allowing us to provide shelter for some of the poorest residents. Schools in Pakistan and Madagascar were opened recently by the Oblates in impoverished communities, thanks to our benefactors. And in Turkmenistan, we are celebrating 25 years of reintroducing Catholicism to a country where the faith was hidden by the Communists for decades. Only three priests minister in the entire country today, and all three are Oblates.

While we can be cheerful about our past accomplishments, we know that there are many challenges ahead for us in the future. In Ukraine, Oblates are out on the streets every day feeding the homeless. Refugees are being cared for by the Oblates in Ukraine and neighboring Poland. Some Oblate churches in Ukraine are even being

\$10 ask

Hello << Test First Name >>,

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With the
donation
can make

Test Idea: Ask non-donors for a small dollar donation in order to secure their first gift.

Thank you to you and your loved ones and know that we are remembering you in our daily prayers.

In Jesus Christ and Mary Immaculate,

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With this being Giving Tuesday, I ask that you prayerfully consider donating \$10 or more to support the vital ministries of the Missionary Oblates. You can make your donation here: <https://oblatesusa.org/eoy-donor-2/>

Thank you for being a "cheerful giver" with the Oblates. Good cheers to you and your loved ones and know that we are remembering you in our daily prayers.

In Jesus Christ and Mary Immaculate,



65%
In Donations



**Get the best return
from the last week
of the year.**

Get the free eBook at

nextafter.com/maximize-your-online-fundraising



Year-End Fundraising Resources

Year-end fundraising campaigns often end up being exactly the same year after year. On the one hand, there are *common tactics that are proven to work*. But on the other, if you aren't testing new strategies, you can't hope to *improve your results* each year-end season.

The resources below will equip you with *essential strategies and skills* to improve your online fundraising efforts this year-end and optimize your way to more donations and revenue.



Free Training



Research Study



Other Resources

Get Certified in Year-End Fundraising Course

In this 4-session year-end fundraising course, you'll learn *proven techniques, strategies, and tactics* to help you reach a record setting year-end season.

During the course, you'll receive a *personalized email* in your inbox, a full *year-end timeline* of activities, and you'll get the most out of each type of *donation page* to maximize your revenue.

Get Access to the Course



In this brand new research study, Virtuous and NextAfter, you'll see how to *engage, inspire, and appeal* to both sides of the year-end season.

You'll get critical answers to questions like:

- How do nonprofits communicate differently during the end of the year?
- What do organizations prioritize for the year-end season?
- What's the balance of appeals during the year-end?
- And What kinds of strategies and communications work best?

Even more data-driven (and free) year-end resources.

Course • eBooks • Research • Blogs • Email Timeline

nextafter.com/year-end

Even more data-driven (and free) year-end resources.

Course • eBooks • Research • Blogs • Email Timeline

nextafter.com/year-end

donations.

[Get Your Free Email Timeline »](#)

NextAfter

Maximize Your Online Fundraising During the Last Week of the Year

Whether you've started planning your year-end fundraising campaign or not, this guide will equip you with field-tested and proven strategies to maximize donations during the biggest giving week of the entire year.

- In part 1, you'll learn 5 specific tactics you can implement to maximize donations from your existing web traffic.
- In part 2, you'll get a 3-email timeline with complete instructions on when to email your donors and what to say during the final year-end stretch.
- In part 3, you'll find 5 tested and proven ways to increase donations and revenue on your year-end donation page during the last week.

[Get the Free eBook »](#)



Other Resources to Grow Your Online Fundraising

Cut Through the Clutter with Your Year-End Fundraising [eBook]

Use the insights from an analysis of over 2500 year-end fundraising emails sent from top nonprofits to get this free ebook to cut through the inbox clutter and reach more donors this year-end season.

[Get the Cut Through the Clutter eBook »](#)

Supercharge Your Year-End

A 3 Step Guide to Giving Tuesday



Questions?

