Nathan: Good afternoon, everyone. Welcome. Welcome to the webinar. Uh, we've got lots of folks signed up today, so we'll give a couple minutes for everyone to join. I'm just grateful that you're with us today to talk about, uh, what we've been learning through a, a really interesting analysis of 147 nonprofits. And specifically, what is the first 90 days of new donor communication look like? We've got a ton of data that we're gonna unpack today. Uh, before we get into any of the details I have, uh, just a reminder and an announcement, and I've got a few housekeeping things. If you are a frequent attendee on next after webinars, you may notice that I have a different background today. I got kicked out of our studio, I'm in my office today, but the reason I got kicked out is because we're doing some last minute filming for the nonprofit innovation and optimization summit, trying to button up all the details of the program and everything like that this week.

Nathan: Uh, if you're not registered for this summit, I would highly encourage you to check it out@niosummit.com. It's gonna be an incredible couple of days of learning together, and there's a lot of speakers just from the for-profit sector that we've invited in, who have innovative ideas that we think can really be applied to us as fundraisers, communicators, marketers in the nonprofit space in order to drive innovation in order to drive new and better results for our fundraising programs and our digital fundraising specifically, um, I'm gonna show a 32nd clip, uh, just to show you what a little bit of a taste of what this event is gonna be like here. We,

Nathan: As you can clearly see, we've got a wizard of Oz theme, uh, and we're going all in on it. We just wanna have a lot of fun, cause we think that's a better learning environment for everyone to come together and learn new, innovative ways to grow giving and generosity together. So if you're not registered, make sure you get your ticket really soon because September 20th is coming up and only just a few weeks somehow. So go to ni ni summit.com. Uh, you can learn more, see the full agenda, uh, and get registered. Now I've got a few quick housekeeping things as well. Before we go through those though, I would love for you to jump in the chat cause we're gonna use the chat somewhat today, uh, open the chat and let me know who you are, what organization you're from, uh, and where in the world are you zooming in from today? So open the chat. If you'd let me know those things, that would be great. It's always exciting and interesting and encouraging to see how far this cause of growing generosity, using testing data optimization, how far that's reaching, uh, even around the world. So I'll give you a moment to do that. Open up your chat. Let me know, who are you, what organization are you from and where in the world are you zooming in from?

Nathan: Ooh, I see someone says chat is disabled. Thanks for the heads up there. Let's turn that on. Uh, nay, if you wouldn't mind, uh, turning the chat on for everyone, that would be awesome. While you're working on that, I'll hit on some of the housekeeping things here. The most popular question that we ever get is is this webinar being recorded? And the answer is always yes. So we will send you a video recording of this webinar. Uh, later this evening, typically it's around 5:00 PM central time. Uh, so you can be on the lookout for that. We will also send you a link to the slide deck and any other resources we've mentioned today during the session. And then I'm gonna try my best to make sure we have time for Q and a there's a lot of data to get through. Uh, but I'm gonna try to make sure that there's some time for you to ask some questions.

Nathan: If we've gotta go a little bit past two o'clock in order to answer, ask and answer some questions, we can do that as well. Now I see the chat blowing up and we've got lots of folks on today. I'm just gonna give some highlights and shout outs here. I see Meg from Colorado public radio based in Denver. Welcome. Uh, we've got, uh, Riley Flore, uh, based here in, in the Dallas area, which is where we're at. We're in Plano, Texas from prison entrepreneurship program. I see some folks from Alberta and Edmonton. I see, um, down in Florida, we've got Chicago, we've got Darin and Santa Fe. We've got Rebecca and Ozark. Uh, is that Missouri Mo is that Missouri or Montana? You tell me, um, apparently I don't know. My, my state abbreviations. We've got folks from around the globe as well. This is fantastic.

Nathan: Some folks from Toronto, some folks in, in BC, British Columbia. Uh, this is FTA even a few from Uganda. I see. Uh, so welcome. Welcome to everyone. Grateful for you being here, grateful for you, sharing your time with us today. Hopefully we can make the most, um, of every moment of it before we dive into all the details of, of how we conducted this study and what we've been learning along the way. I wanna spend a little bit of time, uh, and talk about the why, why is this type of an analysis in this study important, uh, as you see on your screen, uh, this, this study has been, um, sponsored by our friends at American philanthropic. Um, they've helped make sure that this research, uh, not only gets done, but gets put in your hands for free. So you, you don't have to pay a fee to, to check out this really interesting data. Uh, they've made it possible for you to get access to it. And so we're grateful for their partnership. And I, I wanna hand it over to Chris, Bagit from American philanthropic for a couple of minutes to talk about just, you know, Chris, why is this type of data important to you? Why is this type of research important to you? And then ultimately, you know, who's American philanthropic, and how can you serve, uh, this space?

Chris: Sure, sure. Well, Nathan, thank you very much for, uh, inviting us to be a part of this today. We are, uh, really grateful for you and the work of next after. Um, you know, as far as this study is concerned, you many of you probably heard the slogan. Uh, you never get a second chance to make a first impression. Uh, and I actually looked up who the source of that was. I have no idea. Some people say Oscar wild, some people say Roy Rogers. So I don't know. Let's, let's just say Oscar wild because it makes me feel more literary attuned. Um, but you never get a chance to make a first impression. And the reality is is that this is so true when it comes to developing relationships with donors, uh, you know, when a donor gives to an organization, the donor's doing more than just giving of their financial resources, they are actually taking a risk to enter into a relationship with that organization.

Chris: And frankly, relationships are risky. And a lot of what's defined in a relationship starts at the very, very beginning. And so, you know, what happens after a donor gives, says a lot about the value that an organization, places on that relationship. It says a lot about how an organization can serve a donor and really isn't that what fundraising is, isn't it, it's, it's a service. Uh, it's more than raising funds. It's more than funding programs. Um, fundraising is a service. And so really that's why we've partnered with next, after in this study, because as you do Nathan and the rest of your colleagues at next, after we wanna identify what's working, uh, address, what's not working so that ultimately we all can conserve donors better. Uh there's that reason. And then there's also the reason we just flat out love next after. So any opportunity to hang out with you all is certainly a bonus

Nathan: <laugh> I love it. Well, thank you, Chris. I appreciate it. Yeah. The be on behalf of everyone, uh, joining today and everyone who's going to see this study over the coming months. Uh, we're just grateful for you and thankful for your partnership to make sure that this, this type of research can happen. Uh, cause I think there's a lot of opportunity that can come from it to grow giving and grow generosity. So that's really where I wanna go next and, and talk about some of the why just from our perspective as well, uh, and, and bring some data to the table. Um, cause I think it's really critical to look at what the data says about retention and about, uh, the new donor experience. So why did we analyze this 90 day window after you become a new donor? And I want to go to some benchmark data around donor retention.

Nathan: Uh, our friends at MNR, uh, produced this, uh, a benchmark report every single year. Uh, their most recent one looking back at 2021 metrics, uh, they, they, they put out a lot of different data around online giving and trends, specifically looking at online donor retention. Here's what they found for online donors overall, the overall retention rates, uh, which is, you know, people who gave to last year giving again in the next year, what they found was the overall retention rate is 36%, which is not, is obviously not great. That means, uh, 64% of your existing online donors, you're gonna have to go get new ones to replace them in the next year, which is a whole lot of work. It's a whole lot of cost and it's also an unknown. Where are you gonna get 'em from? Where are you gonna pull them from? So a 36% retention rate is, is really not, is not great.

Nathan: It's not encouraging. There's, there's so much we have to do to overcome that. When you look specifically at new donors coming through the online channel, it's even worse. It's 23%. And then even looking at this like key multi-year donor relationship, people who, um, are prior donors have given to you in the past, what's their likelihood of giving to you again, even if they're not brand new, it's really only 60%. So in the best case scenario, you still have to go replace like 40% of your donors year after year. This is for online donors. I wanted to also look at the offline donors as well. And black pod has some, some benchmarks around that they found in 20 21, 20 9% of first year offline, only donors retain at 29%. When you look at multi-year offline donors, the number jumps up to 60%. So that's really where these two, um, very clearly agree.

Nathan: Even in this multi-year donor relationship, you're only gonna retain about 60% of them. So we can have some fun with math and kind of project this out in this best case scenario, if your donors retain at 60%, but overall, obviously the, the overall average is a little bit lower than that. Even if it's as high as 60, let's pretend you have 10,000 multi-year donors in year two, that number's gonna drop pretty substantially down to only 6,000. And then if we, uh, keep going forward, we jump out to, uh, year three, year four, year five, you only have 1,296 of these donors left. Let's go all the way out to year 10. You basically only have a handful. A couple of these donors left. They're basically all gone. So what, what do we do about this? There's really a couple of options. You know, we can focus on fixing retention and we can focus on acquisition.

Nathan: These are two different approaches. Now they're not mutually exclusive approaches, so it's not just red pill or blue pill here. Uh, there's a lot of proven strategies around how to grow and scale acquisition. And we released a new course, the beginning of this month, all around, uh, strategies to go find and acquire new, new donors, totally new to you. How do you move them into email acquisition? And then into a donation relationship? There's a lot of strategies around acquisition out there, but again, it's a lot of work. It's a lot of time. It's a lot of cost because often you have to, uh, dive into some really, um, heavy ad or paid ad strategies. And what we really wanna start to focus on is not just how do we go find new people, but how do we retain people? All right, let's keep going because there's some really interesting data.

Nathan: Uh, even on the phone call side of things, our friends at Bloomerang, uh, conducted this, this study where they found that new donors who receive a phone call within 90 days are nearly 25% more likely to retain just by getting a phone call. And then if you receive multiple phone calls, while that retention rate even goes up further, get response, uh, is not a nonprofit organization. They don't serve nonprofits exclusively, but as they're analyzing all the emails that flow through their system, uh, they found some interesting trends, uh, that you might assume, but here's the data behind it. Those first few messages that you send to a new donor, the, the, the new contacts coming on, your file. Those first few communications have the highest likelihood of getting good quality engagement. Now, the further wave you get from that first engagement, you tend to see lower open rates overall.

Nathan: You see, tend to see, um, uh, less clickthroughs and things like that. And so this first initial welcome period is really critical for engaging someone. You have great opportunity to have their attention campaign monitor is found very similar things. Welcome email read rates are 42% higher, uh, than the average email that you send later in the relationship. And so here's my working hypothesis. The way the donors are welcomed can directly impact their value and their likelihood of retention. And I'm clear to say that this is a hypothesis. I can't definitively prove this with the data that we're looking at today, but looking at all these different trends, it seems like there's tremendous opportunity in this welcome period, the first 90 days. And so that's what we're gonna look at. What are the opportunities as we're a, a aggregating all the data from these 147 organizations, what opportunities can we find to test and improve to try and fix retention?

Nathan: Here's our next primary question? How do you go analyze the new donor experience? So I'll, I'll bring you into what, what we did so you can see, um, kind of the logistics behind the scenes. This was the process we actually initially set out to donate to 150 organizations, both as an online donor and a postal donor. So we actually sent in a gift through the mail. We were successful with 147 of those organizations in total, but only 130 of those organizations where we are able to donate both online successfully and through the mail, 130 of those. So there's kind of an interesting finding right there, make sure you test your systems and test your forms regularly. Uh, maybe even in this case, sending in a postal donation to make sure it actually gets processed to check your processes and systems and make sure everything is working.

Nathan: That's sort of, uh, the basics that we need to have working behind the scenes. So we made a $20 donation as both an online donor and through the mail. And when we donated through the mail, we also provided our contact info, uh, specifically our email address. So they could add us to their ongoing streams of communication, both online and offline, giving them the opportunity opportunity to use multiple channels. The timeframe that we selected to do this, uh, was intentional. We didn't want to do this during the year end period. We didn't want to get into June where a lot of organizations have, um, end of fiscal year campaigns. We wanted to have the most like quote unquote normal timeframe that we could find to see what's, what's the normal routine, cadence of communication. When a new donor, um, comes on board. Now as much as we might try to control, uh, all the circumstances you can't control what happens around the world.

Nathan: So very shortly after we conduct or started this donation process, uh, Ukraine was invaded by Russia. Uh, and we saw lots of activity, you know, in the emails that were sent out and appeals that were sent out, relating their messaging back to trying to solve some of the refugee and humanitarian crisis that was surrounding this invasion. Um, and that's obviously continues to be ongoing. So there are some things like that, that in the world of 2022, where things are changing every day and there's there's, or we can't predict what's gonna happen. It seems like there's new global catastrophes on a monthly basis. At least you can't control everything. This was the most kind of quote unquote normal time period that we could really select, but we see some little spikes in the data related to, to Ukraine. So, um, just have that in the back of your mind as we're going through this, you'll see some examples like that.

Nathan: Some key terms to know as we go through the data, again, we donated it as an online donor, as a postal donor. Um, you're gonna see different communication channels, organizations communicating through the mail, as well as through email, some using both some using none. Yikes, we'll look at that. And then different types of communication. We have solicitations, and then we have cultivation. We'll break those down into some, uh, smaller buckets as well, but those are the two primary categories. How often are people asking for money in some way, shape or form how often our organizations just cultivating the relationship and as a snapshot of who's in this study, um, here's how the different verticals break down. We've got a lot of international organizations, faith-based organizations, public policy, advocacy organizations then sort of trickles down, trickles down from there, um, organizations by annual revenue. Uh, this tends to skew a little bit towards larger organizations.

Nathan: And some of the theory there is, you know, many of these large organizations have lots of transactions coming through lots of revenue, lots of donors. They should have a little bit more of the sophistication, uh, to send, uh, nuanced communication series and new welcome series workflows and things like that. That's at least the theory. And so as we go into this, we'll see kind of how this plays out, even with some slightly larger organizations. Now looking we've looked at the snapshot, how we've conducted the study, but what was the experience like overall all in all after 90 days, uh, we received 2,186 messages. That's inclusive of both email communication and direct mail communication to both types of donors. And just looking at the chart very quickly. Uh, you can see there's a pretty big disparity in terms of volume of communication to the online donor and the postal donor.

Nathan: Now we'll look at where that kind of comes from, but it's interesting to see that, you know, if you're an online donor, you're gonna get a heck of a lot more communication than you're going to get. If you send a gift in through the mail, the assumption might be well, yeah, they donated online. You can communicate with them at online channels. So naturally you're gonna send, you're gonna send them more email, but again, keep in mind. We gave them our email address even as a direct mail donor. And we still saw a pretty significantly lower volume of communication. Now, as we dive into that volume over time, here's what we found right off the bat. Well, to explain this chart, you see, uh, the 13 weeks of our analysis period, uh, laid out week by week, the blue line is the number of emails received as an online donor.

Nathan: The orange line is the number of emails received as the postal donor. We're focusing a lot on email because that's where the bulk of communication is. And it's also one of the simplest channels for you to control without having to go spend a whole lot more money on direct mail sends. So we'll look a lot at email today, but right off the bat, you see this big difference in these two lines, which really means that the online donor week by week, not just overall, but week by week is consistently receiving far more communication in total than the postal donor. Now, is there an intentional strategy there? I don't know, this is purely observational. Here's what we're seeing. If you're an online donor, you're a whole lot more likely to receive a lot more communication for better for worse. One other thing I found, uh, that was interesting is we're looking at this is that the trend of communication over time is that both types of donors are getting more and more and more and more and more communication.

Nathan: Obviously there's ups and downs and peaks and valleys, but those are the overall trends. Now, does that mean that organizations are just becoming more comfortable in adding more new donors into their communication flows over time after they've been on the, on the file for a little bit, or they let kind of like their first gift settle, then we'll get 'em in, in month two or in month three. I'm not sure what the strategy is, but that is the trend, which I think is an interesting observation, but total volume, doesn't tell you the full story of what's going on. In fact, one organization could skew sort of your weekly volume. One organization actually sent 11 emails within a single week, which would obviously see your volume number, jump up. So I wanted to look at this on the organization level as well. And when you do that, this chart is showing you the number of organizations communicating week by week.

Nathan: You have this big spike at the beginning, and you can imagine this is mostly thank yous and, and receipts after you made your first donation. 67% of organizations sent something to the online donor within the first week. And again, this makes sense, but I, I want to key in, on this for a second, because 67% sending something means that you had 33%, that didn't send anything even in that first week to a brand new donor, to an online donor. So maybe there's opportunity to opportunity there to just send something and, and communicate and engage, uh, looking at week two, uh, by the time week two comes around, we're only hearing from 39% of organizations, and then it's sort of plateaus from there and stays pretty, pretty consistent in terms of week by week organizations, emailing you look at the postal owner, you've got a bit of a lag between when the gift was received and when communication starts to come out, then it kind of dips again, comes back up and then plateaus.

Nathan: So interesting to look at the number of organizations communicating week by week. It, it starts fairly high and then it starts to drop off. So does this mean we, we need to take a look at some of our communication strategies and make sure that we have a steady drip of communication, um, over time, possibly something to consider for you. Here's where I think it gets most interesting is as we break down this communication, um, by the different channels that nonprofits used. So this pie chart you see on your screen, this is really outlining for the online donor, what organizations used, which channels to communicate and what we found. This is kind of a really interesting, and maybe scary in some ways, finding 18% of nonprofits sent nothing at all to their brand new online donor in the first 90 days, we'll let to sink in for a minute, 18%.

Nathan: Again, sounds like a fairly small number when we're looking at percentages, but rounded up to 20%. And now you can say, well about one in five organizations are not sending anything to their brand new, online donor. There's tremendous opportunity from talking about how do we fix retention? Well, step one, let's send a thank you. Let's thank them for their gift. And then start to communicate with them over time. At least send one thing. Don't send nothing, uh, looking deeper. 20% of organizations used both email and direct mail to communicate. So using a multi-channel approach, this is good. This is a good thing. 8% used only direct mail to communicate to their online donor, which I think is just an interesting observation. Now, sometimes direct mail strategies tend to be built out if you haven't really focused on digital before you probably have a direct mail strategy.

Nathan: So, uh, these online donors tend to get dropped into the direct mail pipeline as well. And, and some of that is good where you can steward them and hopefully activate them as a multi-channel donor. But we might also wanna consider using email as well as a way to very quickly engage with the online donor. And then the common strategy, the common approach, 52% or about half of organizations use only email to communicate with the online donor. That's kinda what you would assume would be the case for the majority. Uh, so no surprises there as we look at the postal donor, uh, we see some interesting trends as well. The number of uh, organizations sending multichannel is about 11%. You've got 19% using only email for just the postal donor, which again is kind of interesting, not what you would expect, but it is a quick and, and simple and easy, cheap communication channel to engage with the postal.

Nathan: Donna, uh, 23% are sending them only direct mail, which is kind of the assumed strategy they gave through the mail. Why don't we send them mail communication, but here's, what's, what's probably the most shocking out of all of this. Uh, all the different trends and findings in this study is that 45% of nonprofits sent absolutely nothing to their postal donor within the first 90 days. This is a really key finding, um, and obviously there's room to improve on the online donor side as well, but 45%, that's almost half of nonprofits that are sending nothing to these donors that have handwritten a check and sent it to them in the mail. No, thank you. No receipt, nothing. Maybe the receipt's gonna come at the end of the year or at the start of the new year for tax purposes and things like that. But there's no stewardship communication.

Nathan: There's no cultivation there's no thank you. There's nothing to continue to build the relationship. So this might be a tremendous opportunity because the odds are, this might be you. It's probably gonna be half of us on this call. So consider this. What strategies do you have in place to steward and cultivate and communicate with the postal donor, someone who sends you a direct mail gift. Now, what kinds of communications were sent to new donors? Not just, you know, what channels, but what are the actual types of messaging? What are they being asked to do? What are they being asked to engage with now, just a really quick snapshot. You see some differences in the big colors on your screen, and I'll unpack that, um, the orange is cultivation. The blue is appeals for the online donor. There's a pretty, um, solid mix of cultivations and appeals, almost a one to one ratio.

Nathan: We'll talk more about that in a little bit for the postal donor, you see a pretty big jump in terms of the amount of cultivation content that they were being sent. 61% of emails being sent specifically were cultivation while 35% were appeals. So there's some differing approaches to how we communicate with these two types of donors of those that actually communicate in the first place. There's some differing approaches. Let's take a brief look at thank you messages specifically. That's obviously a small portion of the pie, but I think how we thank people is really significant and at least interesting because here's what we found as we break down, you know, receipts and thank yous into these two categories, receipts being more transactional, thank yous, being more personal, the online donor, about half of the online donor communication, uh, that were receipts. And thank yous was more the transactional receipt, the other half being a more personal, thank you, same trend for postal owners, but obviously a whole lot less in terms of total volume.

Nathan: Here's what these look like. A, a digital receipt looks like something that just comes straight out of the payment processor straight out of the platform. It's not very personal. It's got the, the essential information to confirm your gift. You know exactly how much you gave. You can save this receipt if you need to. The personal, thank you is, is a direct message from, uh, typically a real person, but at least some sort of thank you, message to, uh, express gratitude for the support of this new donor. So interesting to see that about half of these were transactional. Half of these were personal in nature. Um, I would encourage us to lean into the personal, thank you. We've got a lot of different learnings and, and, um, materials around the effectiveness of being a real human with our donors, communicating like a real person. So I'd encourage you to lean into that personal approach.

Nathan: So let's look at cultivation versus appeals. I tried to lay them out on a chart for you like this. The blue line is cultivations coming in. The orange line is solicitations coming in, and this is communication just to the online donor specifically, I'll call out a few things for you. There were four weeks over this, um, 90 day period where we received more cultivation than we did solicitations for the online donor. Only four weeks where cultivation was hired than actually asking for money in some way. And so the overall ratio here is almost a one to one ratio. Now I'm not here to tell you what the exact, you know, golden ratio is of cultivation to solicitation, but I can tell you that what we found through testing and optimization is that sending more cultivation has never hurt. It has never hurt. It has never decreased returns.

Nathan: However, there are many cases where sending more cultivation actually leads to more impactful appeals and solicitations later on that actually drives more new donors, more donations in total and more revenue. So consider that as you analyze your own approach, how often are you sending cultivation versus solicitation? I'm not here to say what the golden ratio is, but consider more cultivation and test into it. Here's what we found for offline donors. Um, a very different trend and keep in mind in the back of your head only, uh, uh, 55% of organizations actually communicated with the postal donor, the offline donor, if you will. But here's what we found of those that did communicate, uh, postal donors who received communication were more likely to receive a much higher ratio of cultivations to solicitations the ratio being, uh, almost a two to one, one to basically a half, if you will.

Nathan: So postal donors are getting more cultivation, uh, largely, uh, many of that coming through the mail, uh, in this case, uh, we're focused specifically on email, lots of email cultivation coming in this way as well. They're just more likely to, to be stewarded and cultivated well with some solicitation sprinkled in as well. But here's one key finding I want us to consider again, I can't tell you exactly what to do cause we're looking at what organization's doing, but an interesting observation organizations have FA a vastly different approach to how they welcome online donors and how they welcome offline donors. Now, is there intentionality in those strategies? I can't say, but as you're evaluating your own communication consider, you know, why would I treat the offline donor differently than the online donor? And are there strategies that you can test into to really know exactly what's going to work for these two different types of donors?

Nathan: And then how do you maybe even bridge the gap to sync up your communication and lead them both towards a multichannel relationship because multichannel donors are far more likely to retain and be of greater value to your organization as well. Let's take a closer look at appeals. Now appeals typically in other studies that we've done, normally we just lump every single email that asks for a donation or asks for any type of revenue exchange into this bucket of appeals. But we wanted to look a, a touch deeper and look at different types of appeals, cuz there's different things that you might be asking donors to do that require an exchange of funds. If you will. Obviously the biggest piece of this pie is donation appeals, but there's also organizations that are inviting people to come to events. And maybe there's an event registration fee. Uh, there's some organizations that are sending more like merchandise and products and sometimes it's a pure, you know, eCommerce transaction.

Nathan: Sometimes it's a, uh, you can get this product with a donation or a specific donation. We'll look at some examples here. There's lots of different ways that people approach this from more of the plain text style, um, click here to preserve your table or tickets to more of this designed email. We're talking more in depth about this reunion and upcoming events that you can sign up for. You've got merchandise you see on the left where you can, uh, get these two different, uh, autograph copies of this new book with a donation of $125 or more. So it's directly sort of pitching a product in exchange for a donation. And then you've got things, uh, more on the right that are, uh, you know, not as flashy with big images, uh, but still asking for you to either shop or donate. So a couple different options of, of ways to engage there, looking at these and how they, how they played out per week, no major differences.

Nathan: They weren't like specific spikes where people were more likely to ask you to attend an event or by merchandise. It's pretty consistent over time with, again, that same sort of trend of more appeals. The further that you get out in the timeline, you see those donation appeals increasing almost on a week by week basis. 32% of these donation appeals used a matching offer to try to win a second donation. So your gift can be matched up to a certain amount. 17% of these donation appeals asked for a recurring donation. So there's some diversity in the strategies being used to try to win over a second. Second donation matching become a recurring donor, but then obviously the bulk of those being for one time gifts as well. You can see sort of the breakdown here of matching incentives versus recurring incentives for these, the two different types of donors.

Nathan: Uh, both of these are being leveraged for both types of donors. Obviously the total volume of communication differs, uh, and then looking at the number of emails of people asking for a match per week, I think is kind of interesting. There's this fairly large spike, uh, in week six and week seven where the matching incentives were increasing and just kind of anecdotally what we saw as we're looking at the various examples. There were quite a lot of, of appeals coming in, asking for a match that were related to, uh, the Ukraine, uh, being invaded by Russia, you know, asking for matching challenges. They've had a donor put up a certain amount of money. You can match it with your gift or it can be a match when you donate today. So we can go help, uh, refugees or people kind of involved in the crisis.

Nathan: So that was that, that covers a lot of that spike. A lot of those examples we saw in the timeframe were related to Ukraine. Here's a couple examples, um, version a on the left, uh, looks like this. You've got some big hero images, kind of showing people in this case in Afghanistan that, that, that need help. Uh, your gift can be matched. You've also got this interesting approach on the right. This is a triple match where it basically says your triple match status is unclaimed kind of an interesting approach to how you might position, uh, a, a matching challenges with a certain level of exclusivity. So maybe that's a, an idea to test into. Let's take a closer look at cultivation, cuz I think there's some pretty interesting trends on the cultivation side of things, you know, overall, you know, when you look at cultivation, the vast majority of cultivation, communication and emails or purely newsletters, if you go expand this out to newsletters, just purely update information about the nonprofit, about the organization and even including impact stories in there that represents 69% of the cultivation communication that's being sent.

Nathan: It's fairly passive, it's informative in nature and I'm not here to dog on newsletters or things like that. There's definitely value in those and those are important, but that means that the remainder of the cultivation, um, was, uh, about 30% being more active offers. Let me show you some examples of what these look like. Newsletters can look a whole bunch of different ways. Uh, we had one organization sending a daily newsletter, uh, it's kind of a Roundup of different materials. Um, you've got, uh, the option on the right that uses a big hero image, a fairly designed email, rounding out some new, uh, news stories and things like that. So lots of different ways to position a newsletter. One organization sent 86 newsletters in the first 90 days, that's that daily drip of content, which we didn't specifically opt in for a daily newsletter, but that that's what they sent us.

Nathan: Uh, stories of impact can look a lot of different ways as well. They might be sort of longer form text based stories. They might be, you know, clicking through to go see a testimonial or something like that. And that remain relieves 31% of cultivation. Uh, that's really focused on asking for more of an active engagement to go interact with a specific piece of content. These are more offers like, uh, surveys and quizzes. Uh, we even put videos in there clicking through to watch a video, but also things like eBooks and online courses, even asking for a reply things that take a little bit more activity for you to engage with. Here's some examples, um, online courses or video series to opt into, uh, petitions like this innocence projects sent a lot of these where they're asking someone to, uh, share their voice, sign their, sign, their name on a, on a petition about a current event that's going on.

Nathan: We received 24 of those from the innocence project. That's kind of their primary focus in terms of cultivation content. Um, you've also got surveys and quizzes about things related to the particular cause, but here's one thing I want you to keep in mind. It's kind of a key finding. Most cultivation communication is in purely informational, but there may be an opportunity to use more offers more of these active pieces of cultivation to lead towards a second gift. I'm not gonna unpack that whole strategy for us today, but I'll show you just a very quick highlight. Again. I mentioned we released a, a course this month on online donor acquisition and this is typically the model that we follow and we're trying to figure out how do we activate donors using cultivation and using content. It starts with some sort of traffic source. In this case, it might be an email where you ask someone to engage with an ebook or with a survey or with a petition or with an online course.

Nathan: I go to a landing page to sign up and then instead of just sort of the standard confirmation page that says, oh, thanks so much. Will you share this on Facebook, on Twitter, on Instagram, on LinkedIn, whatever you actually move directly into an appeal. What we call an instant donation page that gives someone a reason to give and a form on the page to give right there. And we use this as an acquisition strategy, but it also can serve to be a really effective way to activate existing donors on your file and move them into their next gift, starting with cultivation and using that as a bridge to get into a next donation appeal. So consider that in your own welcome series. How can you use more active offers to lead someone to a second gift opportunity, um, rather than just passive content, like a newsletter,

Nathan: Some other findings, um, that don't fit cleanly in one of those categories, but are pretty interesting that I wanted to call out for you today. Um, if you've been in any of our email training, um, you've certainly seen that, uh, we've tested into a lot of opportunities to grow email response by using a more humanized, uh, email approach that involves removing a lot of the design and using more plain text style emails, knowing that here's what we found in the data. Um, the vast majority of communication being sent uses these kind of customized, heavily HTML emails with images and design and templates and buttons and graphics and all that stuff. The, the biggest percentage of plain textile emails was really just these kind of transactional receipts. So here's an example of what I mean by plain text. It doesn't have to be purely a plain text email, but it comes across as that sort of a design approach looks like an email that you or I might send each other out of Gmail in just an everyday conversation.

Nathan: And what we found through testing and optimization, you know, in this version of this appeal, they use a, a large hero image. They use a progress bar, you've got an image of the sender. You've gotta donate button version B has the same exact copy, but it removes the vast majority of those, those design elements, a bit more like a plain textile email. And by doing that, it actually led to a 29% increase in donations. So if you're trying to get the most outta the appeals that you're sending in this welcome period consider using more of that plain textile approach sent from a real person, looking like a communication that you just sent right out of Gmail.

Nathan: Now, how often did organizations use videos? I think this is an interesting finding as well. Uh, 16% of cultivation emails that we received included some sort of video three and a half percent of appeals included some sort of video. It's a very small percentage. Uh, I do wanna show just one experiment around this, uh, in case we're in that three and a half percent that are sending videos in your appeals. Here's what we found in this experiment. We had email as a key driver of traffic to this donation page. And when you come on this donation page, you actually get to see the video that was linked up into email version a is primarily positioning the value proposition. The reasons to give using a video version B takes it video throws away. <laugh>, doesn't throw it away. It takes the core value proposition in the video and outlines it in text.

Nathan: So you have to go read about it instead of just sitting back and watching it. And by using text, instead of video, this appeal actually led to a 527% increase in donations. Oftentimes we'll see that a video might lead to more clicks, not all the time, but in many cases it might lead to more clicks, but that doesn't often translate. In fact, it has never translated in all of our testing into more donations. So when you're sending appeals, don't use videos to communicate why someone should give use text. Now of all these emails that we're receiving, who sent them. We always like to take a look at this, uh, again, from what we found in our testing, I'll show you an experiment in a moment sending from a real human being tends to be the most effective. I think this is an interesting observation. You see the orange is the number of emails, percentage of emails being sent from an individual human being.

Nathan: We've actually seen this number growing over time. As we compare kind of a research studies to each other, uh, seeing upwards of 31 to 44% of emails coming in, being from a, a human being is really encouraging. Now I'll kind of break down these examples. You can see exactly what they look like. Something that's sent from a group might be from, you know, kind of a department level from LS L LS, matching gifts. Something from an individual is sent from an actual person. Something from an organization is just sent from the brand name. And here's what we found through testing. Now, version a is sent from the name of the organization. Version B is sent from an actual human being by sending from a human being, using messaging that reads like a human being. It led to a 2120 7% increase in opens. So I'm hopeful that we continue to see this trend grow of more people like you and I communicating with donors as the human beings that we are and building that relationship, even in the inbox, looking at some of the calls to action.

Nathan: I think this is an interesting one as well. You can see how many, uh, different types of these emails also ask people to follow them on social media. Now you might expect that with social media icons in a cultivation email, you might expect that with social media icons in a receipt, but what's fascinating, uh, is that 45% of appeals being sent. So these are emails that are asking someone to take a specific action. Most typically that's to donate 45% of those are also asking that potential donor potential second gift donor to follow them on social channels. Now here's why that, um, might not be a good thing, even on something like a donation page, where often we assume that someone is fully motive faded to give, if we have distractions in the process, it could hinder, uh, giving. It could create friction in version a of this page.

Nathan: They've got lots of different other things that you can do on the page, including social media, icons and navigation version B gets rid of all of those. And it led to an 18% increase in donations by removing the distractions. If we're asking someone to do something else in our appeals, well, we're, we're giving them the option to opt out and you might be harming your ability to lead to a second gift. Again, here's our key finding 45% of these appeals. Also ask donors to follow them on social media in the same appeal where they're asking them to give money. Don't ask someone to do two things, cuz then I get confused about which one is actually important and I might choose the easier one, but I also might opt out entirely. So ask me to do one thing and you might see a higher likelihood of getting that second gift.

Nathan: Now I wanna finish this out. I know we've got about 15 minutes left. I want to give us a little bit of time for some Q and a as well. I've seen some comments coming through in the chat. I see the little, uh, five bubble notification on my Q and a tool. So there's certainly questions that we'll get to, but I wanna finish up today by looking at a few different examples. Uh, we've got more of these that will be in the final research study that we'll be able to share with you, but I want you to see from the organization level, what are some of the approaches that people are using and you can derive your own sort of ideas and strategies from it that you can go test. So one example is the American heart association. Now, before we get into any of this, I just wanna, I just wanna say I'm not here to be overly critical of any particular organization.

Nathan: My goal and my hope by looking at these examples is to extract the good as well as maybe the opportunities for improvement so that you can have some ideas around what might I test? What might I install in my own program to try to move the needle on retention, retention and second gift strategies. So that said, let's dive in the American heart association is an example of an organization that sent only online communication, uh, specifically only online communication to their online donor. And here's how, uh, the communication breaks down over time. It was fairly solicitation heavy. Uh, the one little purple line here at the beginning represents the receipt that was sent in the first week. The blues are all the different solicitations sent. The orange are the cultivations that were sent and you can see there's a whole lot more blue than there are orange and obviously purple.

Nathan: But what did those really look like? You know, at the very beginning of this engagement, after we've become a new donor, uh, they sent a thank you and, and a receipt kind of combined sent three days after the donation. So it took a little bit of time for it to actually be received in the inbox. Maybe there's opportunity to try to send this faster quicker, make sure it gets sent immediately as someone has just become a new donor, so something to consider. But this is the thank you receipt from the American heart association. That's the first engagement, but also in that first week we received three different, uh, appeals in total, over the 90 day period, we received 20 total appeals, which is one about every four and a half days. So it's quite a lot, it's a heavy solicitation strategy. Um, they took different shapes and forms.

Nathan: Some of them using these large sort of hero images, trying to showcase, showcase images of the people that have been impacted by their work. Um, asking for donations, asking for matching gifts, you can kind of squint and see, um, there's a, a matching opportunity in there as well. So wide variety of different approaches to incentives and appeals, but appeals, but they look mostly like this in contrast, we saw seven cultivations. So that ratio is a little bit more skewed, heavily towards solicitations, lower on cultivation. We saw seven cultivations in the 90 day period. Some of them look like this, you know, you can click through and go watch a video, uh, of someone who's talking about heart health. So lots of different cultivations in here as well. What I want you to take away from this and kind of 1, 1, 1 hypothesis I have here is that there might be a better way to lead someone towards a second gift than just sending more solicitations.

Nathan: And here's, here's why in the, uh, and here's an experiment, uh, from one organization, but this is a welcome series, not for new donors, it's for new subscribers, but I wonder if there's an application here for new donors as well. This control version of their welcome series looks pretty typical where you've got some introductory content getting to know you type of content. They share some stories, they share some direct, uh, or some soft donation appeals within those stories. They close out the welcome series with a direct donation appeal and then kind of hand you off to the newsletter, but they tested a different approach against that. So they split their welcome series in half, which is hard to do, but ran this experiment or instead of just sending a bunch of solicitations with stories of impact attached to them, they just focused on these types of offers, uh, eBooks and, and things where you have to go say, yes, I'm interested in this valuable piece of content.

Nathan: Go fill out a form on a landing page and then ultimately land on an instant donation page. Like we mentioned a moment ago, they're using more active offers in their communication. They don't have any direct appeals, but by using these offers as sort of the bridge to lead to an, to a instant donation page, they actually saw a 920% increase in donations without sending a direct appeal. So if you want to lead to more donations, even in this first 90 day period, you might not have to just send more solicitations. Sometimes if you focus first on the content, it can be a bridge to leading towards generosity. So consider that in your own welcome series. And then Catholic vote was another interesting one that had a fairly, fairly unique approach and maybe more of an extreme approach. And again, I'm not trying to pick on anyone I'm just trying to extract what are the opportunities here?

Nathan: So for their postal donor, uh, their approach was that they sent one piece of communication and it was a receipt sent in the mail, which makes sense. Uh, but no other communication beyond that on the online side, it was a little bit different. Uh, the online donor received 92 emails in 90 days, which is obviously more than one per day, uh, including 72 newsletters. So that basically means that they're sending a newsletter six out of the seven days in a week. On average, you see that with the orange line, that's the cultivation, the blue line again, being solicitations. And then you've got this kind of account creation email at the very beginning. I wanna call out, uh, the orange here. Uh, again, they sent basically a daily newsletter, six of seven days a week. Uh, a lot of them looked like this where you've got call outs of different sort of news articles, some little snippets and summaries.

Nathan: You can click through to go read more about it. Uh, the appeals looked largely like this, some of these like chip in type of donations, uh, to contribute to the campaign. Uh, so the donor received an additional appeal every week on top of their basically six newsletters during that week. So the ex this is kind of an extreme approach of sending a lot of communication. This is something that you can certainly test. You can try if you would like, but I would give you a word of caution on this. One thing we observed specifically with these emails that we received was that 35% of them ended up into spam fold. So when you, when you err on the side of just sending more communication in total, as a means of trying to get the attention of your donor, you might risk ending up, just falling away into spam.

Nathan: And once you're in spam and one person's inbox, the likelihood of you just falling into spam and other people's inbox, it it's just going to snowball and increase. So we have to be really careful on the email volume we send. If you wanna send more emails, they have to be really good emails and quality emails that people are engaging with. So be careful with using a really, really heavy volume approach just to gain the attention of a donor. Now we've covered a lot. I wanna summarize the four key findings and then we'll open it up for a little bit of Q and a here's the four main things we pulled out. Number one 45% of organizations didn't communicate with their postal donor in the first 90 days. And then on top of that, remember basically one in five organizations sent nothing to their online donor.

Nathan: So we have to be present. We have to show up, we have to at least say, thank you. And then hopefully build out some better communication flows to engage these people in a new relationship. You can't expect a relationship to thrive. If you never communicate, we don't wanna let our donors down when they've invested in us. And then we never say anything. So at least choose to send something and engage on some level key, finding number two, there's vastly different approaches and how we communicate with offline donors at how we communicate with online donors. There may be some advantages to syncing up those approaches so we can establish more of a multi-channel approach without having to do a whole bunch more work. And then ultimately leading to more multi-channel donors. Third, most cultivation communication is fairly passive. Those, those informational newsletters, which have some value, but there might be an opportunity to use more offers like eBooks courses, surveys, petitions, et cetera, to lead people towards that instant donation page and this opportunity to give a second gift.

Nathan: And then finally, 45% of donation appeals, including social media, like optin links to go follow you on Facebook or Twitter, or otherwise, along with the donation appeal, the might distract from the primary outcome. So there's a lot of very simple things that I think we collectively can do to try to move the needle on moving someone towards a second gift and then retaining long term. Now that's a whole bunch of data and there's gonna be a whole lot more in the final study that we'll share with you coming. Soon, if you have questions, feel free to drop them in the Q and a tool. Uh, sometimes when they get dropped in the chat, they get lost, but if you drop them in the Q and a, I can try to, uh, keep better track of those there and make sure you get some answers, uh, as you drop those in the Q and a tool.

Nathan: Um, again, just to mention this full study is coming to you very soon. We are putting the final touches on it and expect to deliver that to you in the next couple of weeks. One thing I wanna make sure, you know, if you would like to get a hard copy of this study, you can come to the Neo summit. <laugh> again, I know I'm pitching that hard, but if you go, uh, check out Neo summit, ni summit.com register for that come by the American philanthropic booth chat with Chris and chat with others from American philanthropic. Uh, they'd love to give you a free copy of the study so that you can be equipped with a lot of this data and insights to take back to your organization and figure out, okay, what should our approach be to try to retain people better and lead towards this second gift opportunity?

Nathan: All right, I'm gonna look at, uh, the questions in the Q and a, uh, there's a question from Abby. Who's wondering how many organizations sent both a thank you and a receipt. I don't have that off the top of my head. I wish I had our whole like giant dated dashboard, um, you know, logged in here. I don't, but it's certainly an answer that I can, I can look up later for you. So if you, if you send me an email, I'll try to get, get you a specific answer on that one. A question from Judy, are you seeing evidence of how hard copy communications, storytelling, update letters, et cetera, also enhance online donations? That's a really, that's a really good question. Um, there's a couple experiments that are in our, our experiment library of sending more like postcard style communication, just as a touchpoint, uh, not to go try to solicit someone towards an, an extra donation, but just to say, thank you specifically.

Nathan: I can think of an example related to like sending a Thanksgiving postcard. And if you celebrate that holiday, if your donor celebrate that holiday, um, this organization sent out a thank you Thanksgiving postcard touching base, thank you for your support and saw, uh, over a 200% increase in the likelihood of them giving during the year end season. My brain's kind of in year end mode, cause we're starting to put together some of that content as well, but yes, we do see some evidence of using these hard copy or offline communications, if you will, that are actually enhancing the likelihood of someone giving across Mo across both channels, not just offline, but online as well.

Nathan: Question from Naomi, you say you get better results with text versus video on a landing page, but what about in cultivation emails? Great question. Uh, and I mentioned this briefly, but I'll say it again again here. Uh, what we found with video is video is, has never been the most effective means of leading someone towards saying yes to a donation or even on a, any kind of conversion page, whether it's a donation page or it's a newsletter signup page or an online course signup page video is not the best medium to communicate information that leads someone to saying yes through a form on a landing page of any sort. However, your question about cultivation. In some cases, it has led to better click through rates, getting more people to click through and just kind of view the content. So it might be a tool to use in some of your cultivation, emails, videos are really powerful for unpacking and telling stories. It might be a great cultivation piece that could enhance the effectiveness of appeals that are going to come later. So if you're gonna use videos, consider using them in that cultivation piece, but then make sure you keep them off of the donation page. Hopefully that's helpful.

Nathan: Uh, question from Anne, can you give suggestions to get donors to give their email addresses and or phone numbers? I'm assuming you're referring to offline donors cuz for online donors specifically, uh, typically that's captured when someone, uh, donates through an online giving form so that you can send that receipt immediately. In most cases, that's a required field, uh, for phone numbers for online donors specifically. Um, what we found is if you require a phone number field on your online donation form, that typically leads to a decrease in conversions, but most of the time you can get away with an optional phone number field and not affect your conversion rates at all, which excuse me, gives you the chance to communicate with those that want to be communicated with over the phone and make those donor thank you calls and that's great, but then doesn't force someone to give information they don't want to give you so that's for online donors, um, for offline donors.

Nathan: Uh, this is a, this is a really good question. Uh, one of the primary ways that we have done this in the past, uh, many organizations will go and try to do like big email appends they get some big data sources to do email appends and that doesn't always work. It's not always the most effective. Um, but one way that we've done, this is taking those offline donor lists, pushing them into an online ad channel, uh, something like Facebook specifically, uh, typically they can match your offline donor list, just using, um, address information with actual Facebook users. And then you can go run advertising to those people, um, to show them different content offers that require an email address. And so if you can get people moving through those funnels, then you can capture their email address and they've opted into communication and then you can cultivate them that way.

Nathan: Hopefully that's helpful. That's a bit of a, a complicated strategy, but it, it also is again, that strategy that's talked about in our online donor acquisition course, if you wanna dive deeper, you can check that out as well. Um, we've got time for a couple more questions here, um, from Cheyenne, I hope that's pronounced correctly. Uh, how do you re recommend best asking for a second donation after the first without seeming greedy or stingy? It's a, it it's, that's a good question. Um, a lot of that obviously comes down to the specific messaging and the specific campaign opportunities. You know, one, one, uh, approach that we try to build into calendars, uh, promotional calendars, fundraising calendars, basically having some sort of high urgency campaign, uh, once every quarter, which would fall kind of within your 90 day windows. Uh, sometimes that's year end. Sometimes that's the end of a fiscal year.

Nathan: Sometimes that's a special, uh, like dedicated giving day or given week during the spring or during the fall. And those can be really natural jumping off points, uh, for someone who is, is mostly a new, a relatively new donor, um, but gives you an opportunity to present a specific donation, ask attached to a deadline that might lead to an increased in urgency and also a second gift. Um, but then on top of that, going back to that email welcome series experiment, using cultivation as kind of the bridge to lead towards a donation ask can be really effective. So, uh, creating content, that's put behind an email gate, whether it's a video series or a course or petition or a survey, you can send that out as cultivation content. Now, once someone fills out your survey, they submit the form and they come to an instant donation page where you can ask them for that second gift in relation to the survey information they just gave you.

Nathan: So that can be a really great jumping off point to lead towards a second gift without only focusing on sending more solicitations, uh, question from Katherine donors are concerned with organizations spending money on, have you found that mailing personalized cards to online donors is beneficial or should that be largely avoided? Well, in that example, I mentioned earlier that kind of year end Thanksgiving ish example, um, they obviously saw a big increase in revenue by just sending a cultivation postcard. So there certainly is opportunity there, uh, to increase conversions and increase revenue by using the sort of multi-channel approach. I do understand that some donors get really concerned about that now, uh, oftentimes what happens is we respond to the loudest voices that come back into our inboxes and then we can, we can tend to adjust our strategy because we have a few concerned donors, but then might actually be at the expense or the hindrance of effectiveness.

Nathan: Cuz if you can raise more funds, even by spending a little bit more money, you might be more effective as an organization and make that much more of an impact. And I would at least maybe this is the optimistic side of me, but I would hope that that's an argument you can make to these donors who are concerned as we've, we've found, looking at the data that by spending a little bit more on some of these cultivation pieces, we can raise more money so that we can actually have more of an impact on this cost. You care about I'd hope that's a conversation you can have to alleviate some of those, some of those concerns. Um, I've got time for two more questions. I'm just gonna go in the order that I see that they came in. So here's one from, uh, Andrea, how many of the matches are real backed by actual donors and how many are an anonymous donor I E fake <laugh> and how do results of the fake ones compared to the real?

Nathan: So one of the hard things about doing a study like this is we can look at what's being sent, but we don't necessarily have access to the results behind the scenes. And so in this case, as we see these different types of matching appeals, I can't tell you exactly is, are these all real? Are they all legitimate? Are some of them kind of made up and fake? What are the performance numbers? I don't know that exactly. Uh, I can tell you my opinion, uh, which would be that I would hope that anything that you're presenting to your donor is an opportunity to contribute, to impact or different incentives and opportunities to have your gift doubled or matched that they would be that they would be real. I hope that we're being genuine and honest. Um, there are few things that make me more frustrated when they're, they are, they are fake and they're trying, they're kind of disingenuous means of getting someone to say yes to giving.

Nathan: So that's my hope is that they would be real, but obviously I can't really confirm or deny that for any of these organizations right now, I see win in the comments. It seems unethical to have a fake or made it match with you there. Uh, one more question. We've got a question from Rebecca. Have you seen any resistance to donors giving to recurring giving clubs versus a one time appeal? Well, Rebecca coming to you soon, hopefully in the beginning of, uh, you know, 20, 23, we've got a really interesting strategy around trying to lead towards more recurring donations and kind of building this into an automation series. Uh, one of my colleagues, Courtney, uh, Courtney Gaines has been refining this strategy and outlining it. And I would love to start to put this together in a resource for you, uh, and even into maybe like a mini online course to go equip you with some of these recurring donation strategies.

Nathan: Uh, but we've certainly found some really good ways of, of putting recurring donation opportunities into this kind of new welcome flow, uh, cuz there's this tremendous amount of opportunity there. There's a lot of newer experimentation in our library around recurring giving as well. And even just doing this, uh, I think it's a, it's a feature of, of fundraise up, has this and we're testing it in some other different areas as well. Uh, where you put this little animated heart on the, you know, monthly donation option on your donation page. And it tends to not impact one time conversion, uh, or, or the difference between monthly and recurring, but also leads to overall higher conversions. So there's lots of different strategies to even just draw attention to it. Um, one thing that I would, I would, uh, encourage you to do if you're writing these recurring donation appeals, um, is to make sure that you give people clear reasons as to why they should become a monthly donor or a recurring donor rather than give a one time gift.

Nathan: We have to articulate the value proposition of why someone should give in the first place. But then my next question is, well couldn't, I make that impact with just a one time gift. So what are the benefits of becoming a recurring donor? Are there specific incentives? Are you able to make more of a specific impact if you become a recurring donor? So those are the questions you might wanna consider asking, um, as you test into using these different recurring donation appeals, all right, everyone, it's 2 0 6, we're a few minutes past the hour. I wanna be, uh, a good steward of your time. If you have additional questions, feel free to shoot me a note in my email. I'll try to get you an answer. Um, as soon as I can, my inbox is kind of a hot mess at the moment. So it might be a little bit, but I'll do my best. Thank you so much to all of you for your time today. Hopefully this has been helpful. We will keep you posted. As soon as this final study is ready to go. And again, if you wanna get a hard copy of it, come to the Neo summit, uh, you can check that out@niosummit.com. Hopefully I'll see many of you there, if not, I'll see you, um, on the next webinar. Thank you all so much. Have a great day. Take care.