



# EXPERIMENT REVIEW



# Chat it!

What **organization** are you from? Where in the **world** are you?







*"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."*

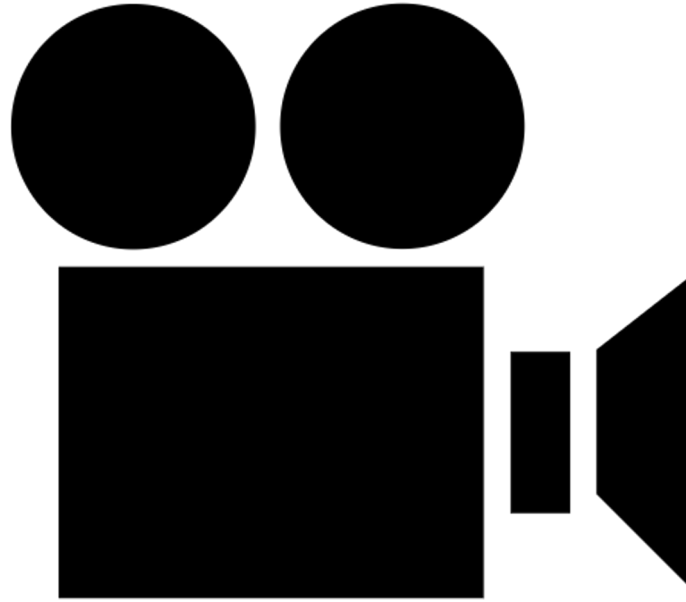
**DeNail Sparks  
EveryNation**

**DIGITAL FUNDRAISERS** **COME ON DOWN!**

**[niosummit.com](https://niosummit.com)**

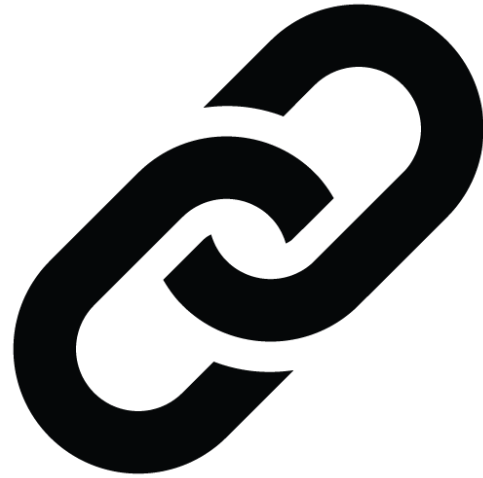


# A Few Quick things...



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

# A Few Quick things...



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



# A Few Quick things...



We have time for additional Q&A.



# EXPERIMENT REVIEW







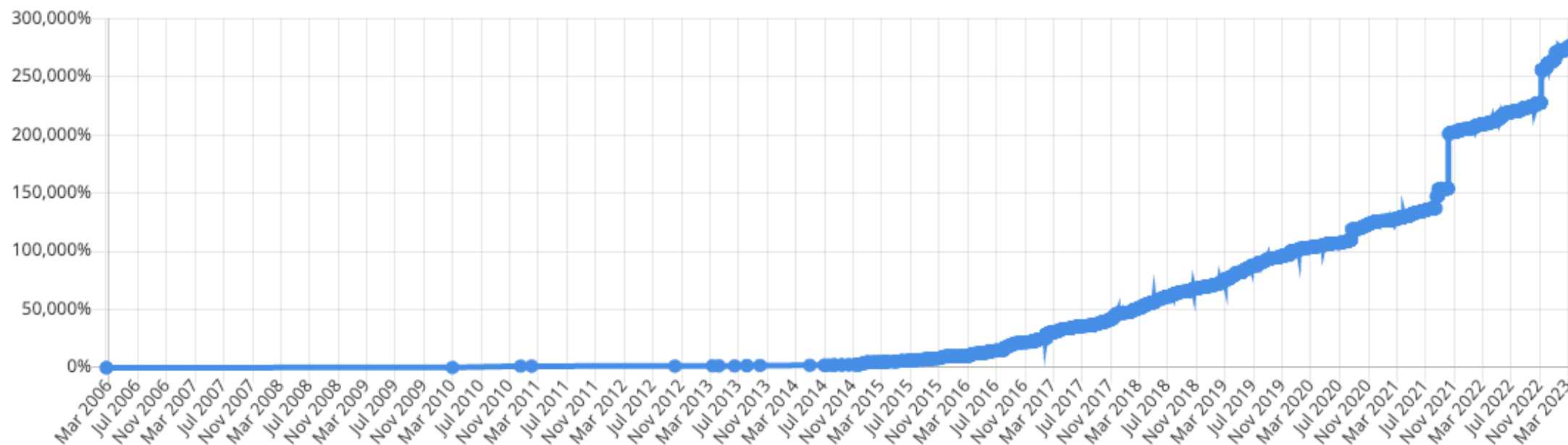
# We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



# Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



TOTAL SAMPLES

**687,459,849**

TOTAL CONVERSIONS

**20,526,074**

TOTAL RECORDED

**4,841**

CUMULATIVE NET IMPACT

**276,992.5%**





# Online Fundraising Certification Courses

Online fundraising & digital marketing certification courses from NextAfter Institute will equip you with essential skills, proven strategies, and data-driven principles that will help you grow donations and online revenue.

BECOME A MEMBER

VIEW ALL COURSES

## Email Fundraising Optimization

EMAIL FUNDRAISING ESSENTIALS

## Course at a glance

8 sessions focusing on both the creation and execution of an entire

I admit it: I ate a little too much last Thursday. Did you? (The leftovers didn't help the situation!) Sometimes after eating a lot of rich fare, it feels good to "reset" with a little exercise and some plain, normal, healthy food!

You know, the commercialism of this Christmas season arrived in full force this weekend. I don't begrudge anyone who indulged in the deals of Black Friday or Cyber Monday. But what I appreciate about today, Giving Tuesday, is the opportunity to "reset" our priorities a little - to get back to what's important.

I love this day! Because as **Christians**, we know that what we have is not ours; it's God's, and he asks us to steward it wisely. And today, **hundreds of thousands of people** will do just that, giving to causes they care about.

But I know you care about the ultimate cause - the cause of Christ. It's the greatest gift of all - and one that can be received any day, any time, any place.

Today I'd like to ask you to consider a gift to **Harvest Ministries** in celebration of Giving Tuesday. Your gift is so much **more than a simple charitable donation** - it has the potential to **give the gift of eternity** to someone who is searching right now.

Will you make a special gift to Harvest ministries before midnight to tonight?

generosity!!!

## Featured NEW Course

[courses.nextafter.com](https://courses.nextafter.com)

Google Analytics 4 for Nonprofits

Chris Mercer will walk you through how to set up Google Analytics, give you a framework to answer your biggest analytics questions, and teach you to navigate the most relevant and helpful reports.



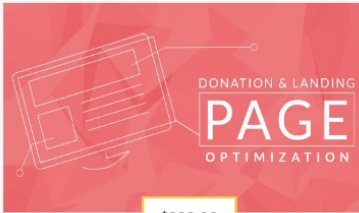


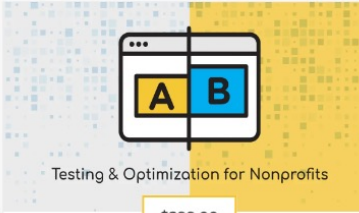
ACTIVATE THE NEW COURSE TODAY »



## All Online Fundraising Certification Courses

Get certified in key online fundraising and nonprofit marketing disciplines. All courses are based on real case studies, a/b testing, and first-hand nonprofit market research.

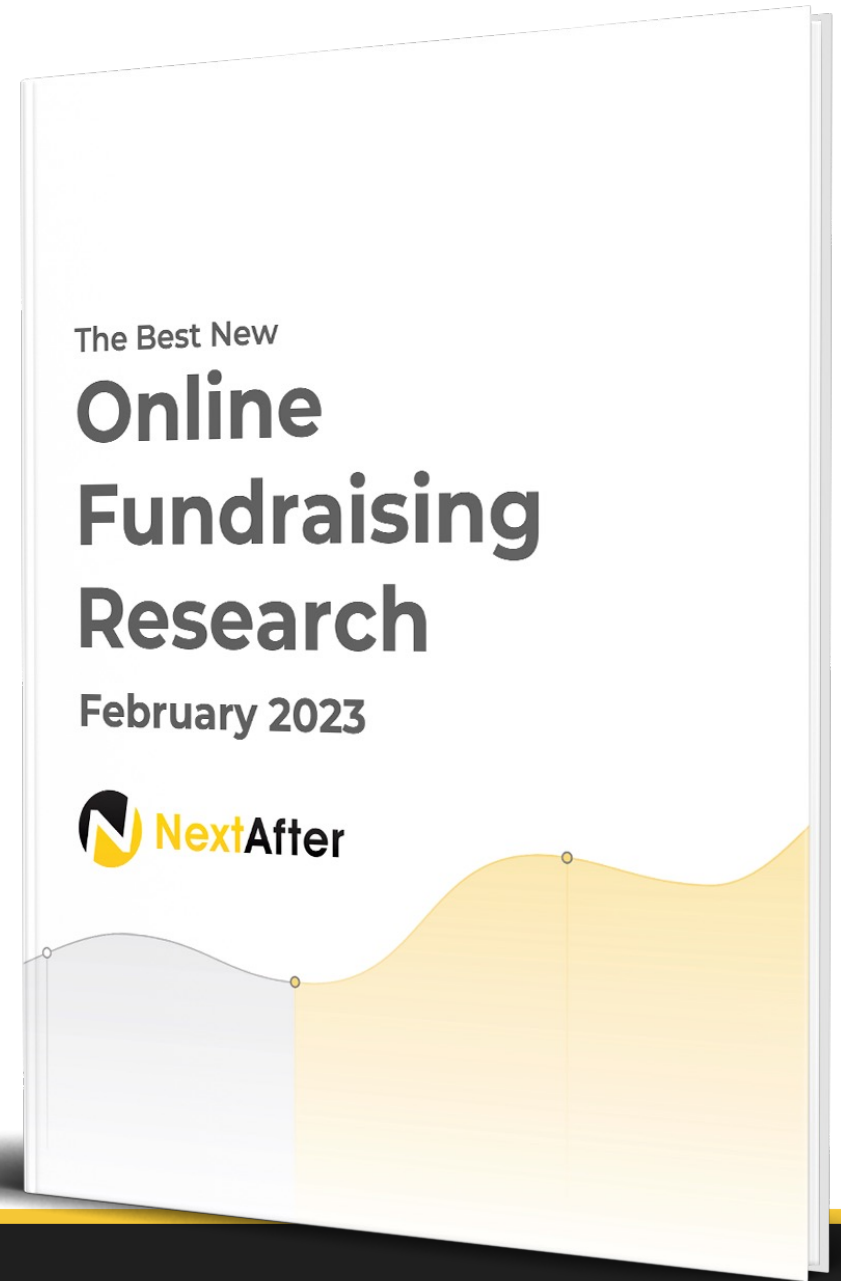
[courses.nextafter.com](https://courses.nextafter.com)

<p>questions, and teach you to navigate the most relevant and helpful reports.</p> <p><b>89</b> Lessons</p>	<p>thousands of fundraising experiments. Time: 4 hours</p> <p><b>28</b> Lessons</p>	<p><b>58</b> Lessons</p>
 <p><b>Why Should I Give To You?</b></p> <p>In this 6-session course, you will learn how to connect with the motivations of your donors in a more meaningful way by improving your value proposition – leading to greater giving and generosity.</p> <p><b>41</b> Lessons</p>	 <p><b>EMAIL FUNDRAISING &amp; OPTIMIZATION</b></p> <p>Online Training Course</p> <p><b>Email Fundraising Optimization</b></p> <p>In this 7-session course, you will learn tested and proven strategies to write, design, launch, and optimize email fundraising campaigns that lead to more donations and revenue for your organization. Time: 5 hours</p> <p><b>51</b> Lessons</p>	 <p><b>DONATION &amp; LANDING PAGE OPTIMIZATION</b></p> <p><b>Donation &amp; Landing Page Optimization</b></p> <p>In this online course, you'll learn tested and proven strategies to create, implement, and optimize email acquisition pages, your main donation page, campaign donation pages, and instant donation pages.</p> <p><b>96</b> Lessons</p>
 <p><b>INTRODUCTION TO ONLINE FUNDRAISING OPTIMIZATION</b></p> <p><b>Intro to Online Fundraising Optimization</b></p> <p>Learn the foundational principles of online fundraising optimization. These aren't just best practices – they're tested and proven methodologies that can lead to real growth in your online fundraising efforts. Time: 3.5 hours.</p> <p><b>76</b> Lessons</p>	 <p><b>COPYWRITING FOR ONLINE FUNDRAISING</b></p> <p><b>Copywriting for Online Fundraising</b></p> <p>Copywriting is one of the most essential fundraising skills and is the primary tool you have to communicate with your donors. In this course taught by Amy Harrison, you'll learn proven techniques that lead to better results. Time: 5 hours 30 minutes</p> <p><b>60</b> Lessons</p>	 <p><b>Testing &amp; Optimization for Nonprofits</b></p> <p><b>A/B Testing &amp; Optimization for Nonprofits</b></p> <p>Relying on intuition to grow your online fundraising and marketing – even the intuition of an experienced fundraiser – is barely any better than a 50/50 chance. This course on A/B testing will fully equip you to start testing your nonprofit mark</p> <p><b>25</b> Lessons</p>



# Get the Latest Research Journal

[nextafter.com/bestnewresearch](https://nextafter.com/bestnewresearch)

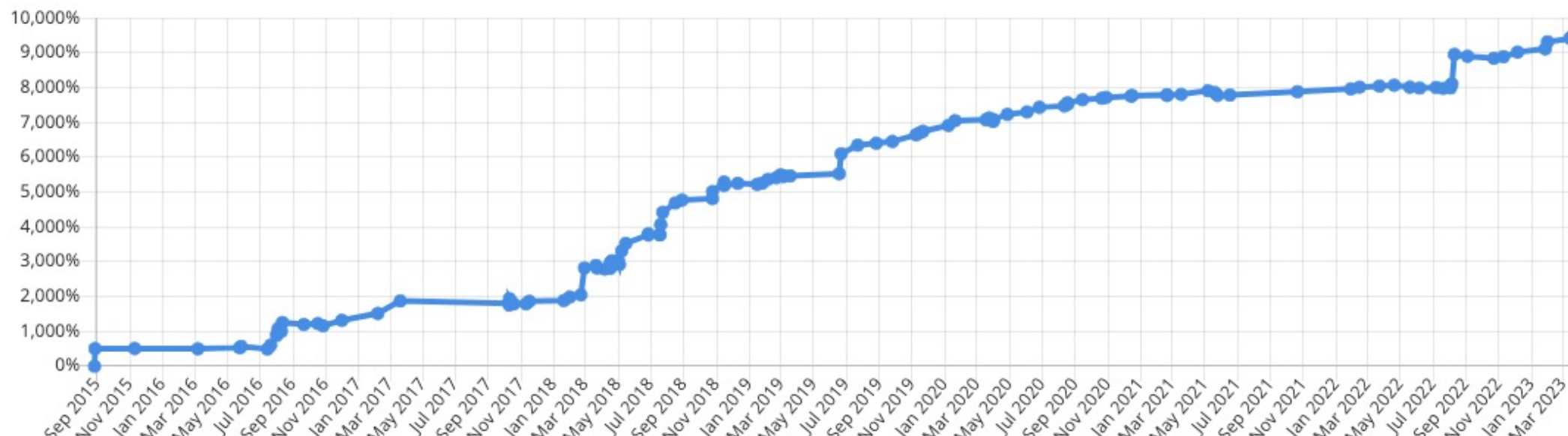




It's a great day for optimizing! Based upon your experiments, I can tell that you are an expert optimizer but even the best can use a little inspiration every once in a while. Have you checked out the [NextAfter Research Library](#). They have some great case studies over there that you may find inspiring.

## Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



# Courtney Gaines

Executive Vice President @ NextAfter





Control

**We brief you on what you need  
to know about L.A. today.**

Email Address

**Subscribe**



# Humanized Popup



**Hi, I'm Aaricka!**

Each weekday morning, I'll help you start your day  
with what everything you need to know about  
what's happening in LA.

Email Address

**Subscribe**




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Email Address

**36%**  
In Emails Acquired



# Ardee Coolidge

Director of Optimization @ NextAfter





# Control



Goal: Gifts 10,000

Gifts 9,500

**You can help build twice as many godly marriages and families!**

The number of families searching for practical guidance and support has skyrocketed this year. That's no secret.

But there's hope for families. FamilyLife has the biblical tools to build strong



families and restore broken relationships.



# Start My Gift Button



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**50%**  
In Donations



# Rebekah Josefy

Vice President, Client Services @ NextAfter





# Control

Make your gift now.

\$25


\$50


\$100

\$200

Give

☐ Make this a monthly gift

 Do you have an Anedot account? [Sign in to give faster](#)

 Email\*

Name

First Name\*

Last Name\*

Address\*



# Add Statement

**Make your gift now.**

\$25

\$50

\$100

\$200

Other

☐ Make this a monthly gift

Your ongoing support will help educate thousands of children on the true principles of America's founding throughout the year.

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Address\*

Credit Card

Bank Draft

PayPal

 Card Number\*



Give — once

 Your information is secure.

By accessing this form you agree to the [Terms of Service](#) and [Privacy Policy](#).

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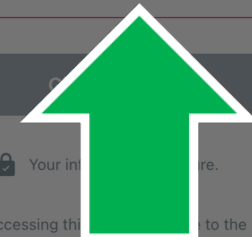
PayPal

 Card Number\*



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28%  
In Donations



# Courtney Kincaid

Digital Strategist @ NextAfter





# Control

**Urgent:** We need your help to change the world. **Will you be one of the 20 donors we need in the next hour?**  
Your gift will be matched!

20 MORE DONORS NEEDED



INTERNATIONAL  
CHARITY LOGO

ABOUT

ARTICLES

OUR MISSION

Support International Charity

**Announcement: Give them a bit more as to why they should set up a recurring gift and the benefits.**



# Wikipedia-Style Ask

## We ask you humbly: don't scroll away.

Hi. Sorry to interrupt you, but today we humbly ask you to help change the world all year long through a donation. This isn't the first time we asked recently, but only 1% of our readers give to help transform lives. Many think they'll give later, but then forget. All we ask is \$5, or whatever you can afford to keep these exclusive articles possible to provide guidance to transform lives.

Give \$5

Give a Different Amount

Maybe Later ⌚



f facebook

G+ Google Bookmark

+ More



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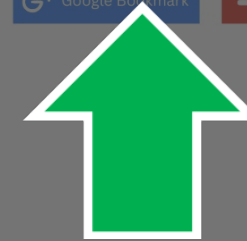
Maybe Later ⌚



f facebook

G+ Google Bookmark

+ More



334%

In Donations





# Jeff Giddens

President, NextAfter



# Control

\$25

\$50

\$100

\$200

Other

☐ Make this a monthly gift

**A** Have an Anedot account? [Sign in to give faster](#)



Email\*

Name

First Name\*

Kevin

Last Name\*


Address

Street Address\*





Credit Card

Bank Draft


PayPal



Card Number\*



Give — once

 Your information is secure.  
By accessing this form you agree to the [Terms of Service](#) and [Privacy Policy](#).



# Donor Pays Fees

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Card Number\*



☐ Cover Processing Fee

Credit card companies take a small percentage of your donation—this means less money toward the mission. By covering this fee, you can ensure 100% of your intended gift goes toward protecting future generations.

Give — once

 Your information is secure.



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39%  
In Donations

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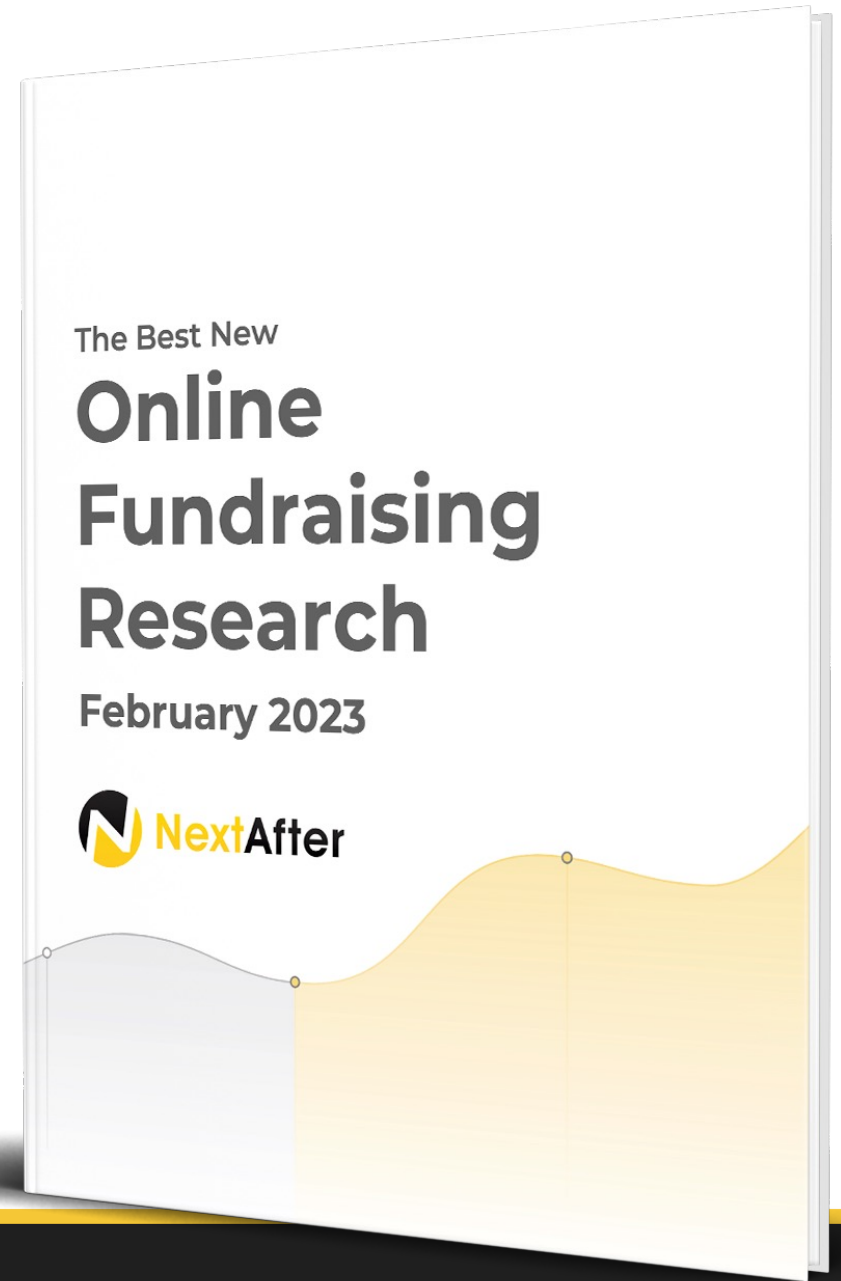


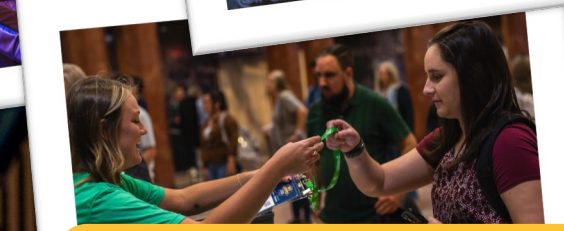
# Questions?



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