



The Comprehensive Guide to

# Maximize Your Online Fundraising

During the

***Last Week of the Year***

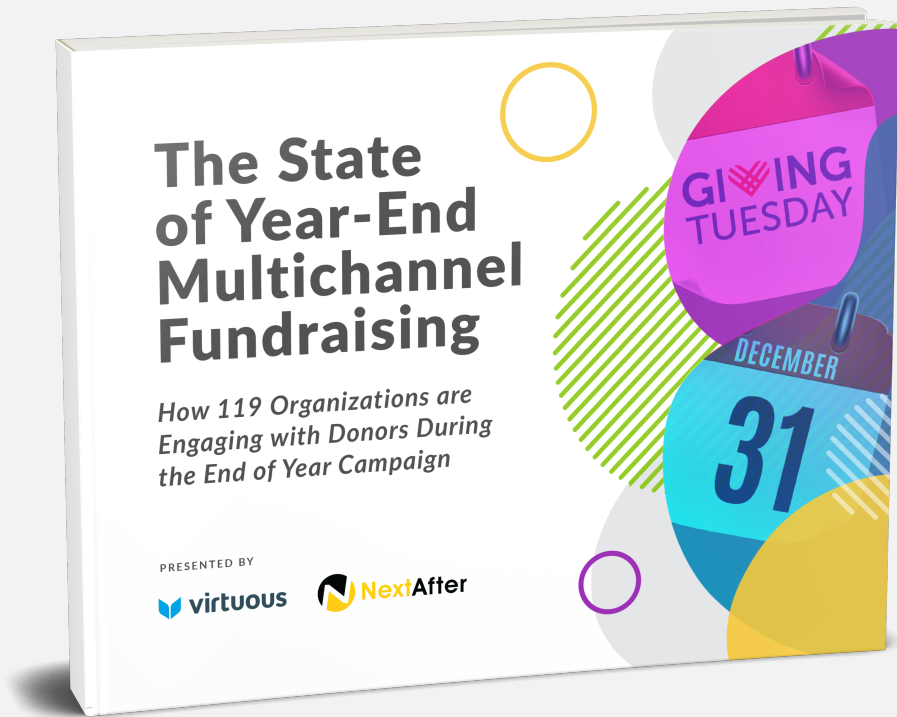




[niosummit.com](https://niosummit.com)





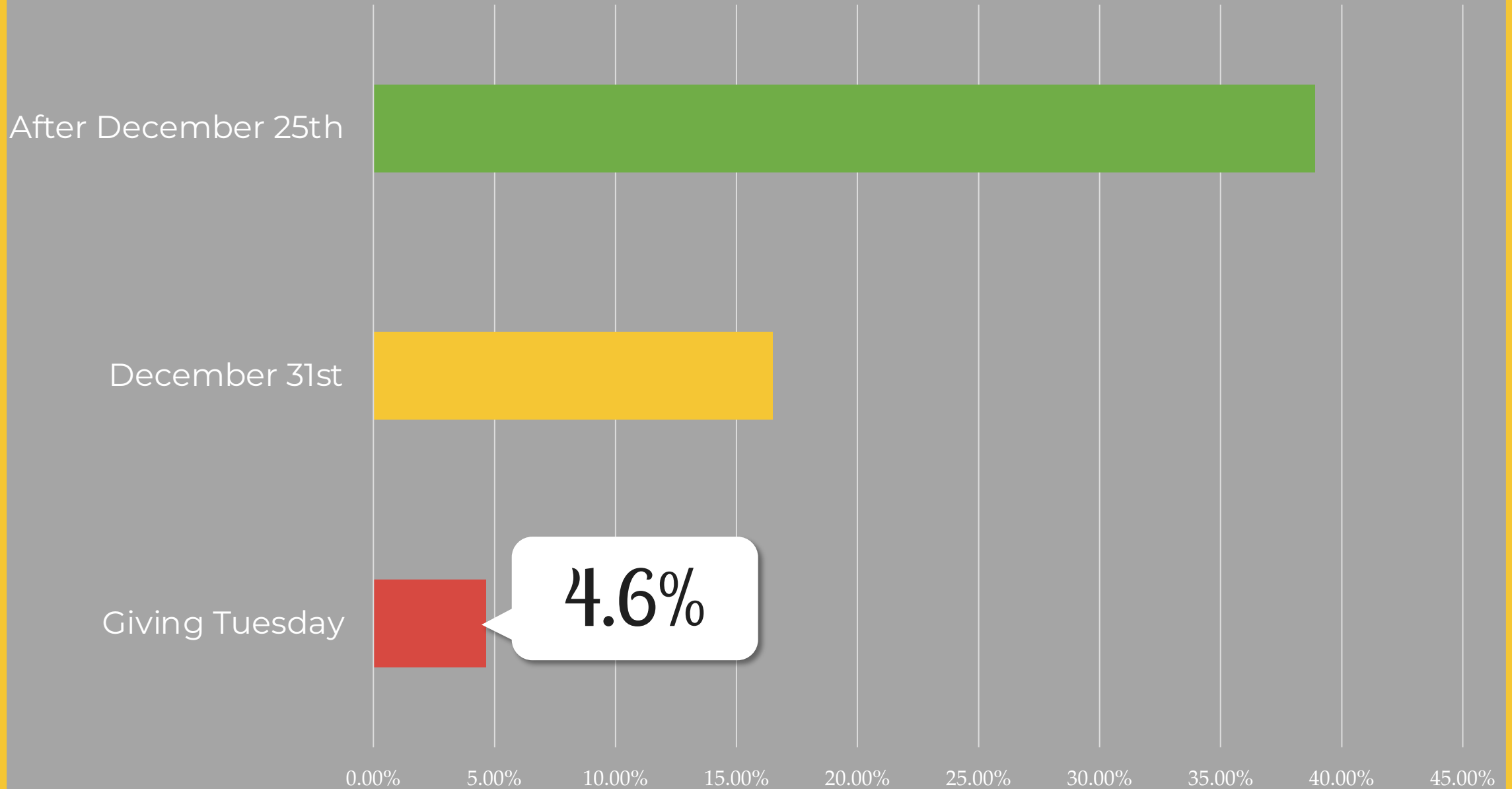


# 35%

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

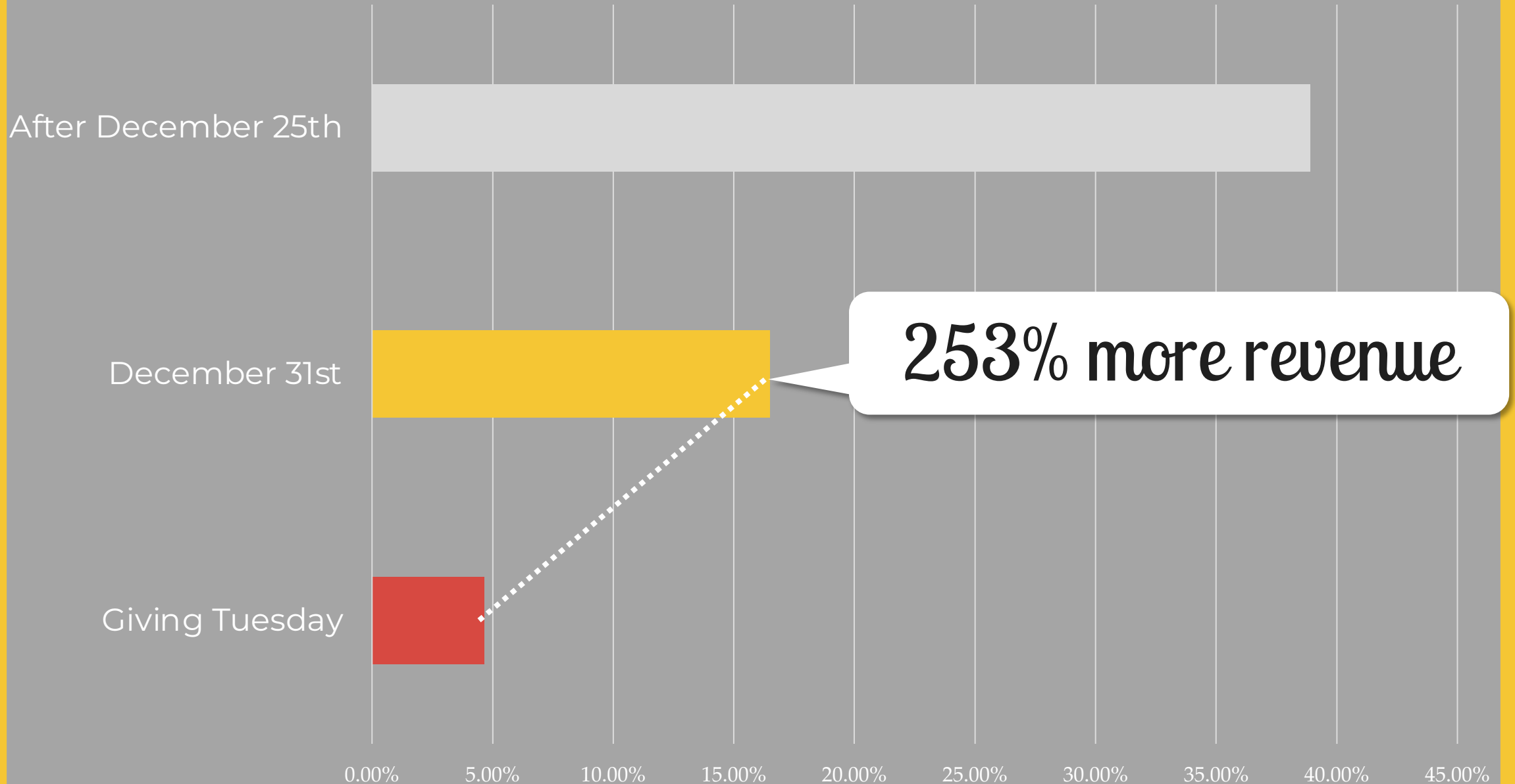


## Percentage of Online Year-End Revenue

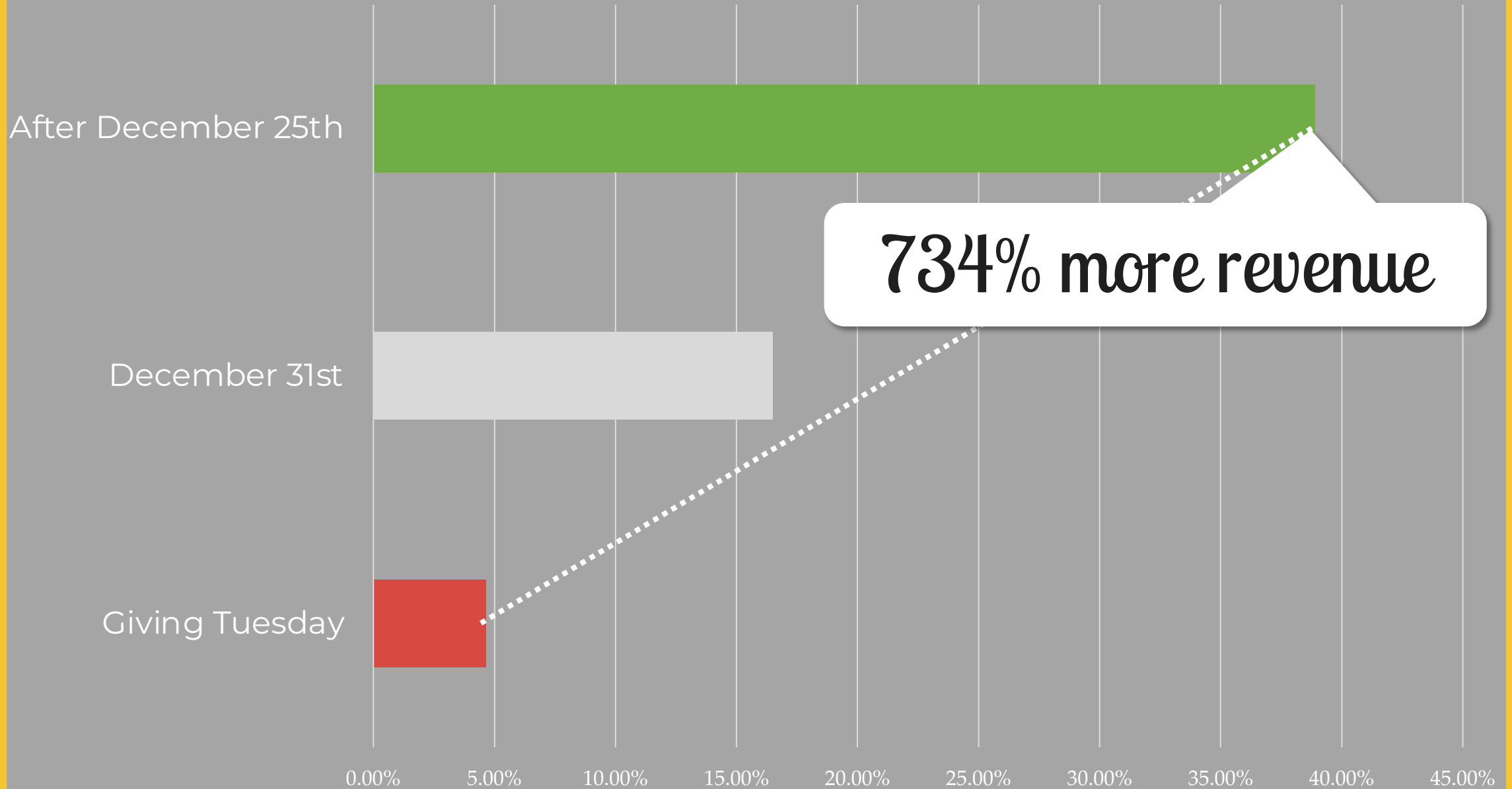




## Percentage of Online Year-End Revenue



## Percentage of Online Year-End Revenue



# 20%

Sent Mail

# 57%

Sent Email

**During Giving Tuesday Week**





# 18%

Sent Mail

# 58%

Sent Email

**During the Last Week of the Year**



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



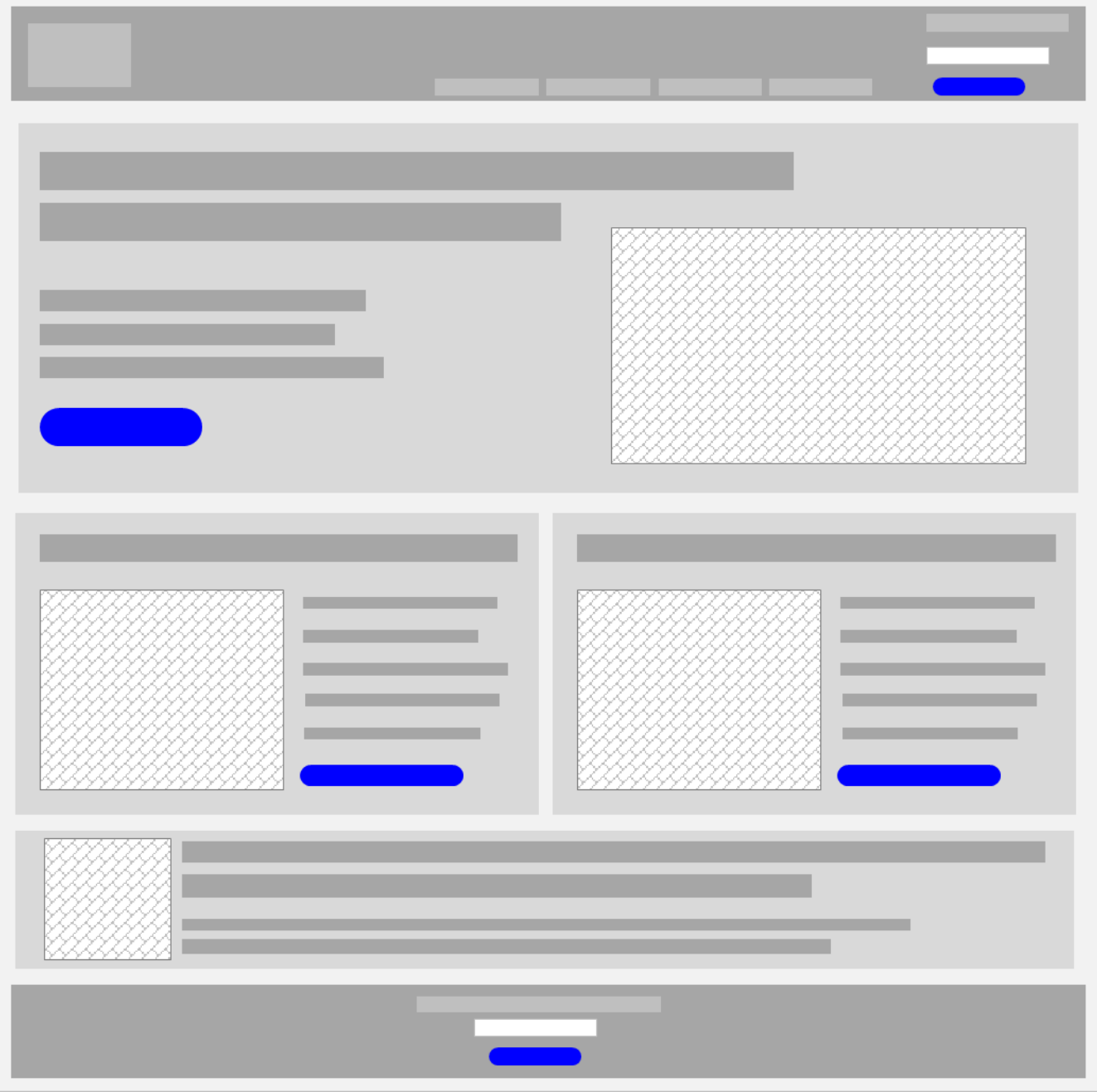
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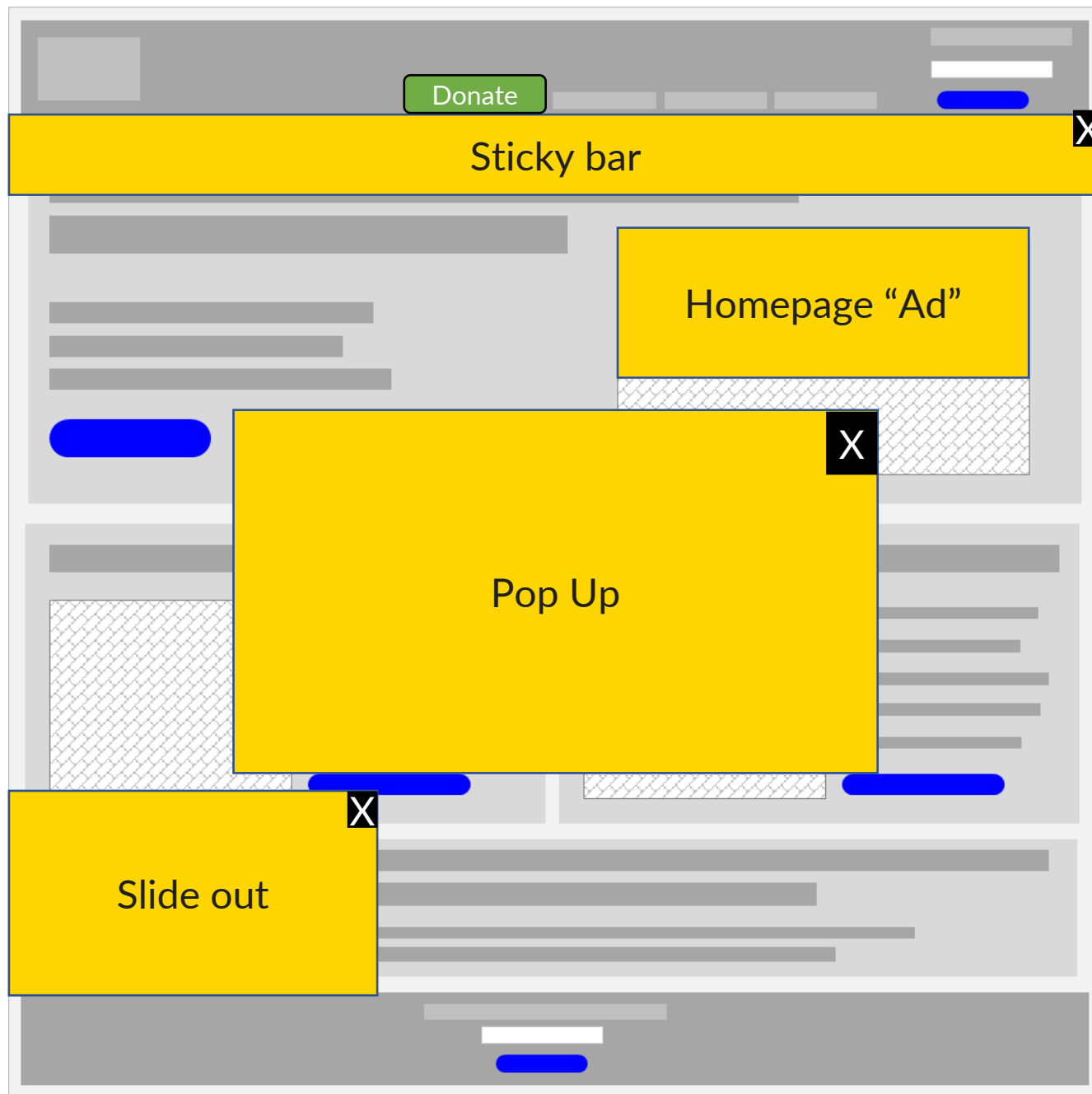
**KEY CONCEPT**

Make it easier for people to find where to give.









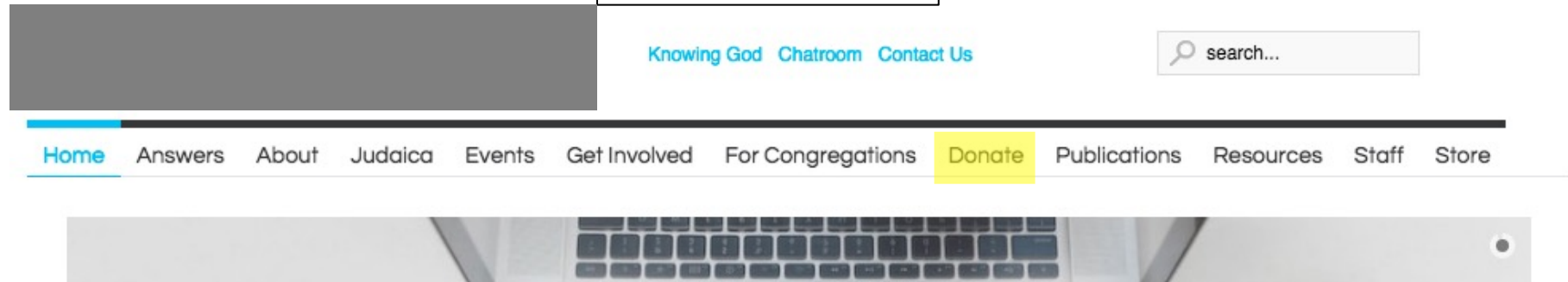
# Navigation



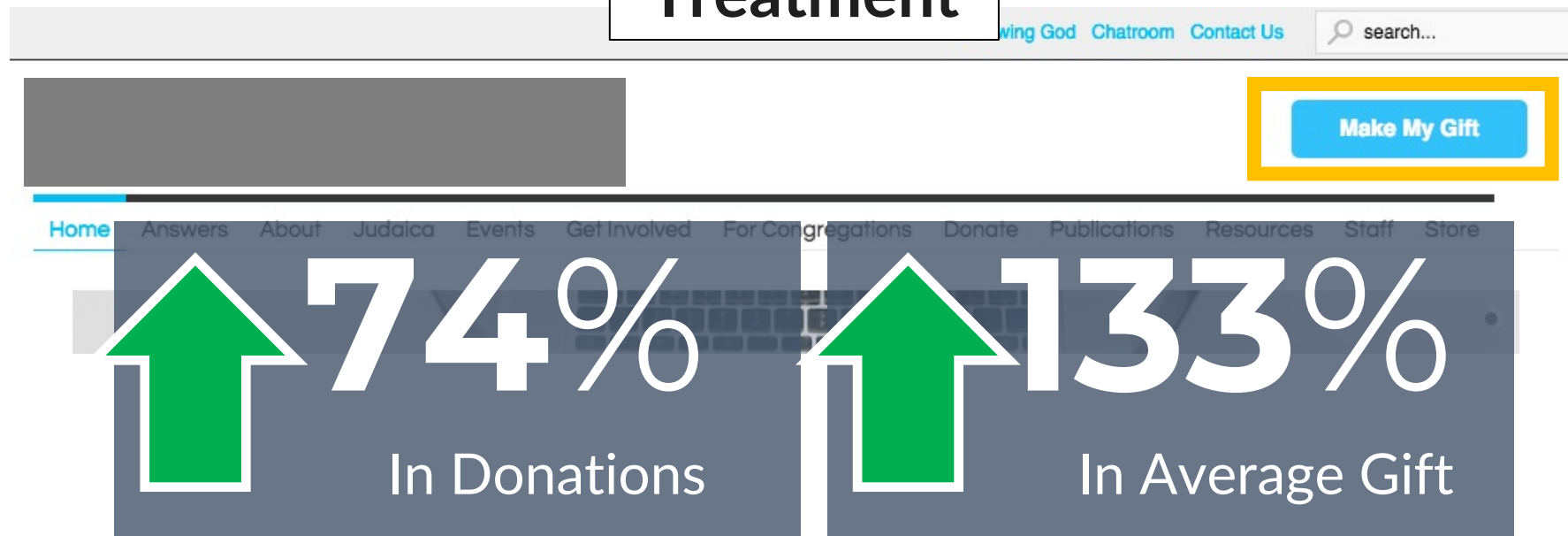


# Experiment #6991

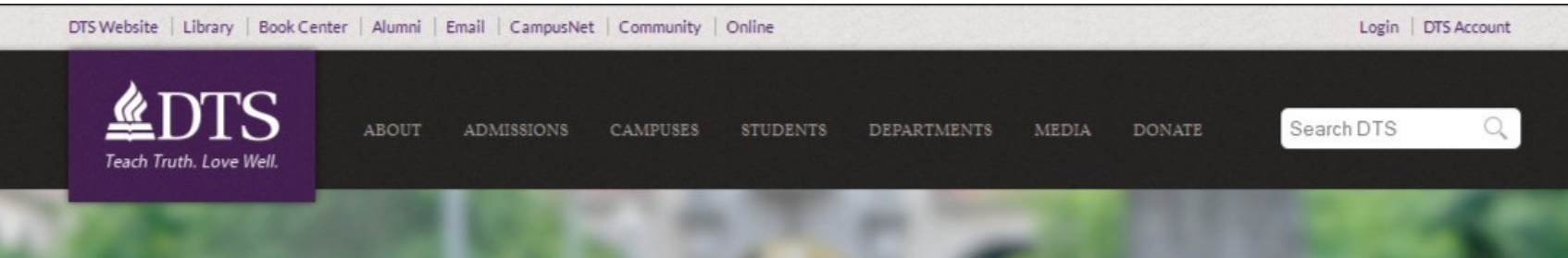
## Original



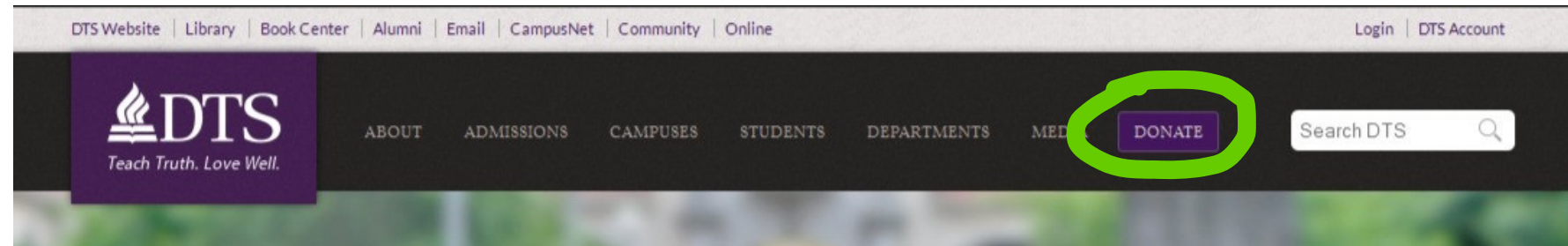
## Treatment



## Control



## Treatment



**190%**  
In Donor Conversion

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





# Homepage Ads





# Homepage Banners

## Homepage Banner

**DOUBLE YOUR GIFT!**

Help parents with their toughest challenges

FIND OUT MORE

Timeframe: 12/6/2017 - 12/13/2017

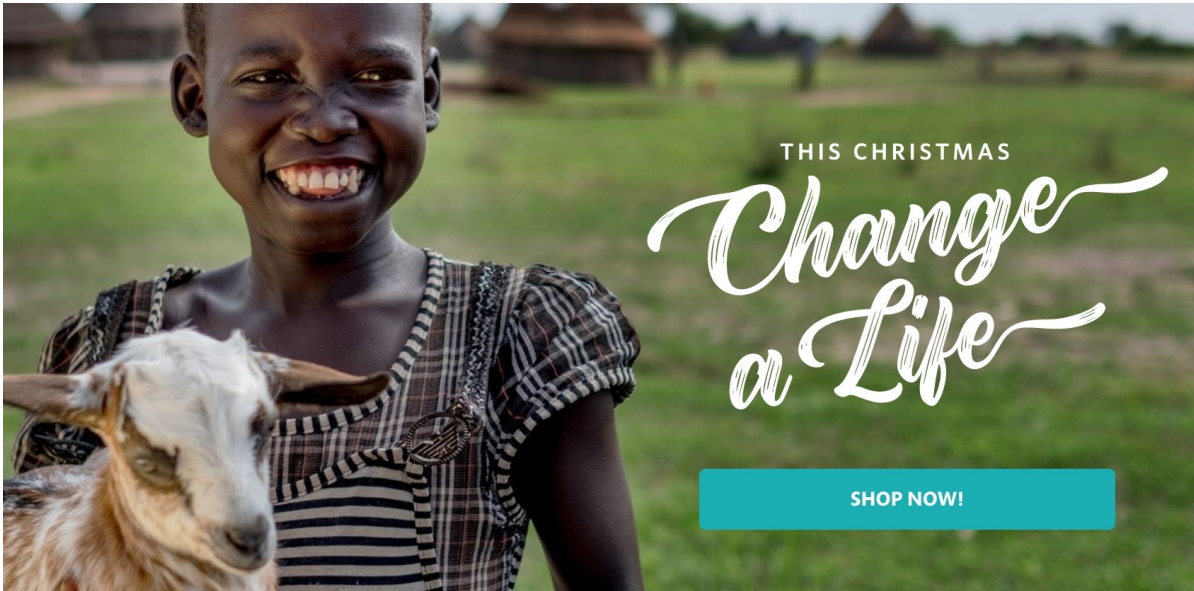
**1.1% Conversion Rate**

Timeframe: 12/21/2017 - 12/27/2017

**4.6% Conversion Rate**



## Control



## Treatment



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





# Timed Pop-ups



# Experiment #8190

FROM THIS



A green rectangular banner with a black border and a close button in the top right corner. The text "Time is running out!" is at the top. Below it is a digital timer showing 3 days, 0 hours, 7 minutes, and 35 seconds. The text "Only a few days remain in 2017 to make your tax-deductible gift to FamilyLife." is below the timer. At the bottom is an orange button that says "MAKE YOUR GIFT NOW »".

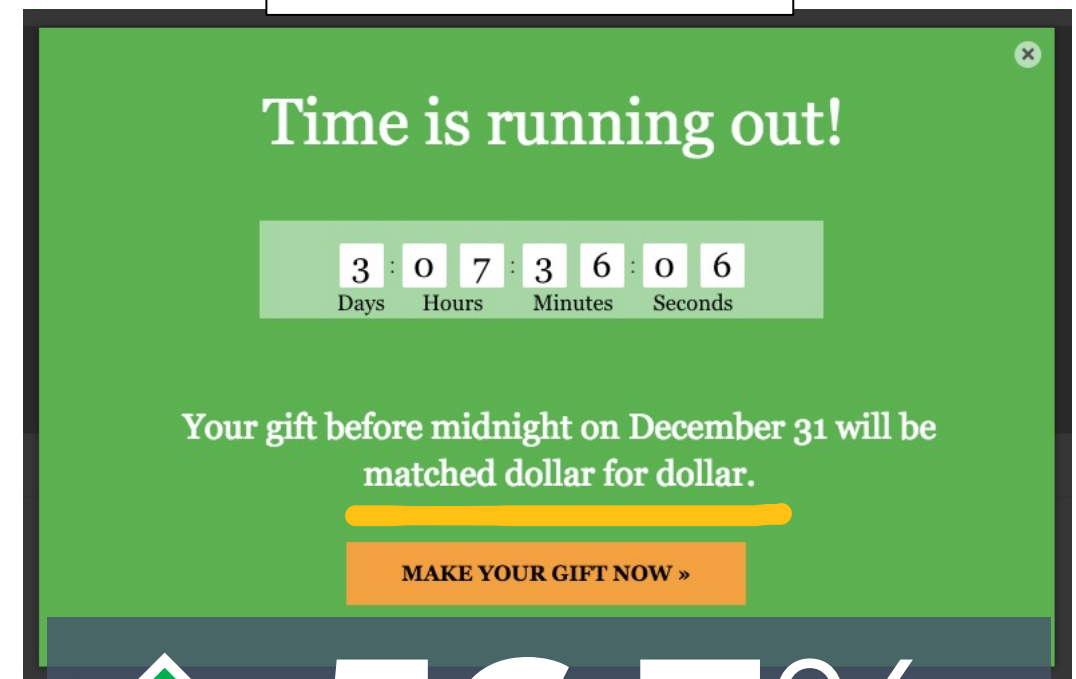
Time is running out!

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



A green rectangular banner with a black border and a close button in the top right corner. The text "Time is running out!" is at the top. Below it is a digital timer showing 3 days, 0 hours, 7 minutes, and 36 seconds. Below the timer is a yellow progress bar. The text "Your gift before midnight on December 31 will be matched dollar for dollar." is below the progress bar. At the bottom is an orange button that says "MAKE YOUR GIFT NOW »".

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?

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 joining 328 fellow supporters and becoming a CaringBridge Partner?**

[Learn more »](#)



**12%**  
In Donations

Use both timed and exit-intent **pop-ups** to drive donation page traffic.




# In-Article Ads





# Control

# Treatment

 Illinois Policy

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION



[DONATE](#)

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 would give townships that are coterminous or substantially coterminous with a city the right to put township dissolution referendums on the ballot. For a township to dissolve a township to make it on the ballot, the township's city could vote to dissolve an ordinance or 10 percent of the registered voters of that township could petition. If the voters approved the dissolution of a township, the city would have to cover 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. Illinois has nearly **7,000 units of local government** – around **1,400** of those units are townships. The state with the second-highest number of local governments – Florida – only has 5,100 government 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 government.

Get Illinois' top stories delivered to your inbox

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](#)

 Illinois Policy

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION



[DONATE](#)

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](#)



695%  
In Donor Conversion

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





**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](#)
- [Biography](#)
- [Geography](#)

- [History](#)
- [Mathematics](#)
- [Science](#)

- [Society](#)
- [Technology](#)
- [All portals](#)

1. How often would you like to donate?

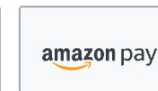
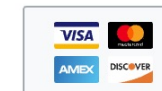
☒ **Just once** ☐ **Give monthly**

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.



CAUTION

# 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\*

[Privacy](#) - [Terms](#)

\* Based on a 93% statistical level of confidence

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



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

**KEY CONCEPT**

Send personal emails that increase urgency 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
- **DO NOT** ask for money, even in a P.S.

## 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
- **Ask** for an immediate donation

## 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
- **Ask** them to complete their donation

## Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

## December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

## December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

## December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



## We Did It! Email

- **Announce** that you hit your goal (or a certain percentage of it).
- **Thank** them for their generosity and support
- **DO NOT** ask for an additional donation



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- **Thank** them for their generosity and support
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# The December 30 Email





**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](https://specialolympics.org/tripleyourgift)

Counting on you,

Joe Hergert

Manager, Strategic Gifts

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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

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

778 Characters

Dear Fellow Conservative,

I wanted to shoot you a quick note to remind

**Thanks to your support for Heritage**, you h  
free enterprise, limited government, individual

[When you have a moment, please ma](#)

And when you donate by midnight tonight, not  
worth double for the conservative cause.

[With your support](#), we can make 2015

Thank you for standing with Heritage.

Sincerely,



Jim DeMint  
President

The Heritage Founda  
achusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

32.1%

Value Prop Copy

30.7%\*

DONATIONS

# The December 30 Email How-To

- ❑ **Acknowledge** their name, your relationship
- ❑ **Acknowledge** the deadline, and urgency, for them to affect the strongest possible start / impact for their values in the new year.
- ❑ **Announce any new incentives** to give by the deadline
- ❑ **Ask** for an immediate donation and provide a clear place to click.

One of the  
best performing





# Original / Typical

- Sent from the **president** of the organization
- All previous requests have come from the **same sender**
- Tone is **formal** and professional

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

**Heritage is successful because of patriots like you.** Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint  
President



# Treatment

- Sent from the **director of membership**
- **New sender** in the inbox
- Tone is **friendly, informal**, and empathetic

From: Christie Fogarty <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

# Treatment

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All my best,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

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

“Checking in”

“Hey there”

“I wanted to check in”

“You can make your  
contribution here”

“All my best”

# Side-by-Side

## Original / Typical

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

**Heritage is successful because of patriots like you.** Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,



Jim DeMint  
President

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

## Treatment

From: Christie Fogarty <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need for conservative victories. And we're going to be more than just a voice for our side.

[You can make your gift online here.](#)

I hope you have a great end of the year. Thanks for your support and a very happy new year!

All my best,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so your gift is tax deductible.



136%  
DONATIONS

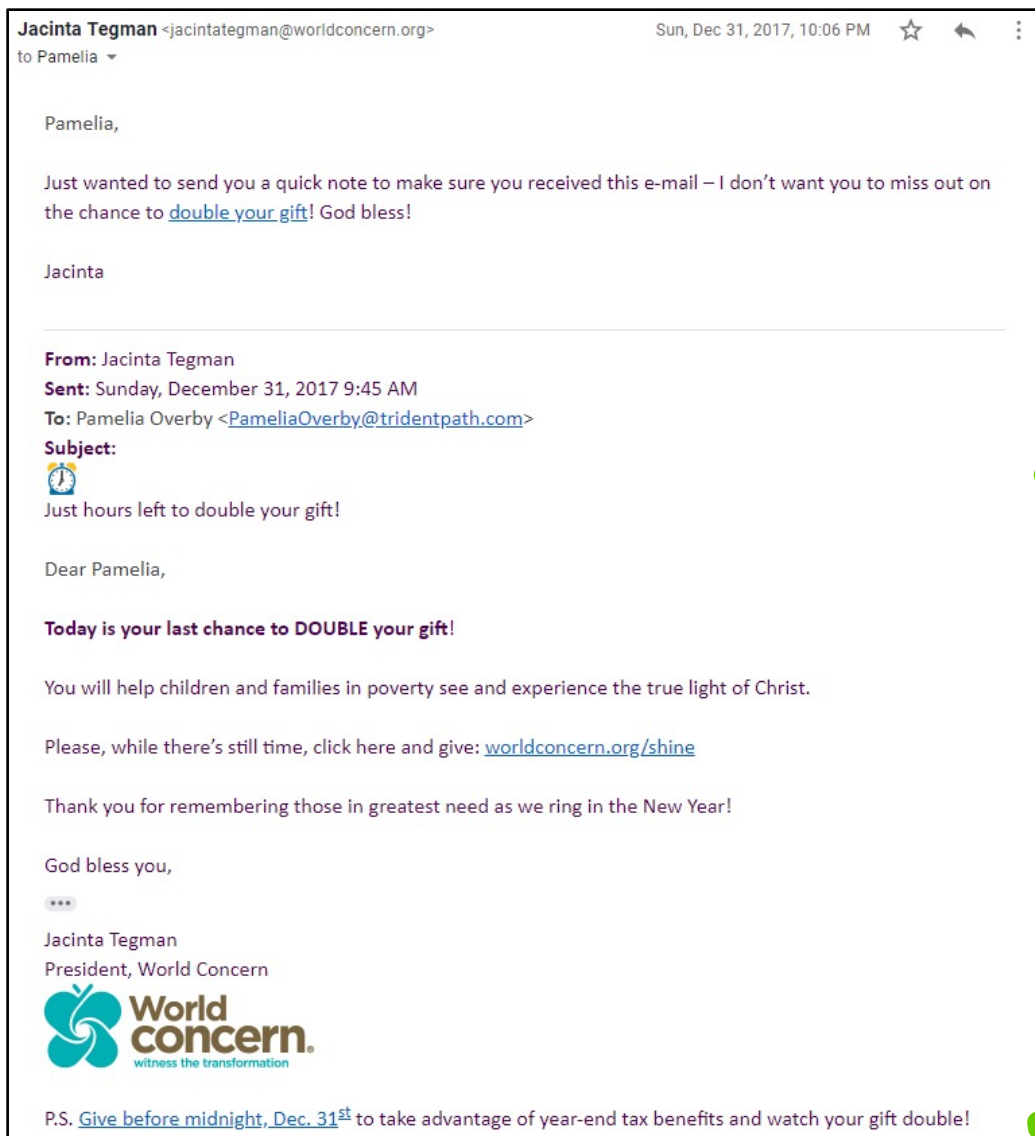
The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



103%  
AVG GIFT

# The December 31 Email(s)





Evening Email

## The December 31 Email(s)

Morning 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 <[PameliaOverby@tridentpath.com](mailto:PameliaOverby@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](http://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. 31<sup>st</sup>](#) to take advantage of year-end tax benefits and watch your gift double!

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Jacinta Tegman

President, World Concern



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to Pamela ▾

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Because at the end of the day, that's what is being measured.

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What's a fundraiser to do, then?

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Will you be able to make it?

Here's the link:

<https://www.nextafter.com/cultivate-stronger-donors-without-sending-more-appeals/>

-Jon

--

**Jon Powell**

Senior Director of Research and Education  
NextAfter

Cell: [904-210-3434](tel:904-210-3434)

Email: [jon@nextafter.com](mailto:jon@nextafter.com)

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NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

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**To:** CONTACT.EMAIL

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Realistically, there are only two ways of getting more donations...you can spend money to acquire brand new donors, or you can invest your budget in cultivating existing donors so that they give again, or at a higher level.

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# 20%

## In Emails Acquired

# The December 31 Emails How-To

- ❑ **Acknowledge** their name, your relationship
- ❑ **Remind** them of the deadline and any incentives.
- ❑ **Clearly ask them to give** before the deadline.
- ❑ Send a **quick, personal reminder** in the evening.

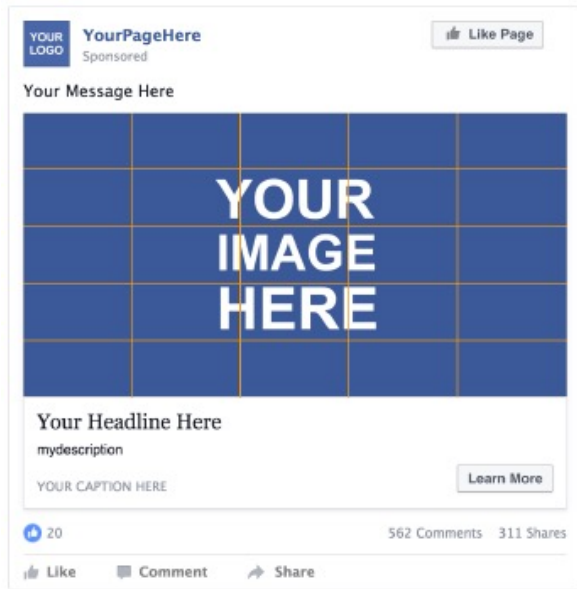
1. Your website
2. Your emails
3. Your **donation page**

**KEY CONCEPT**

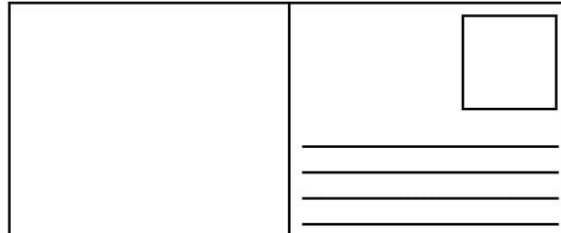
Emphasize your incentives and increase urgency throughout.



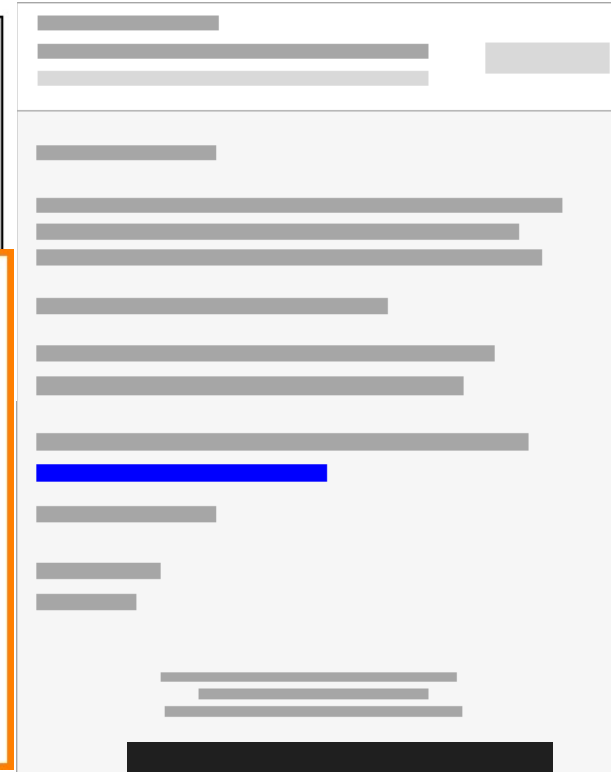




An Ad



Post Card  
or Letter



An Email





An Ad

Post Card  
or Letter

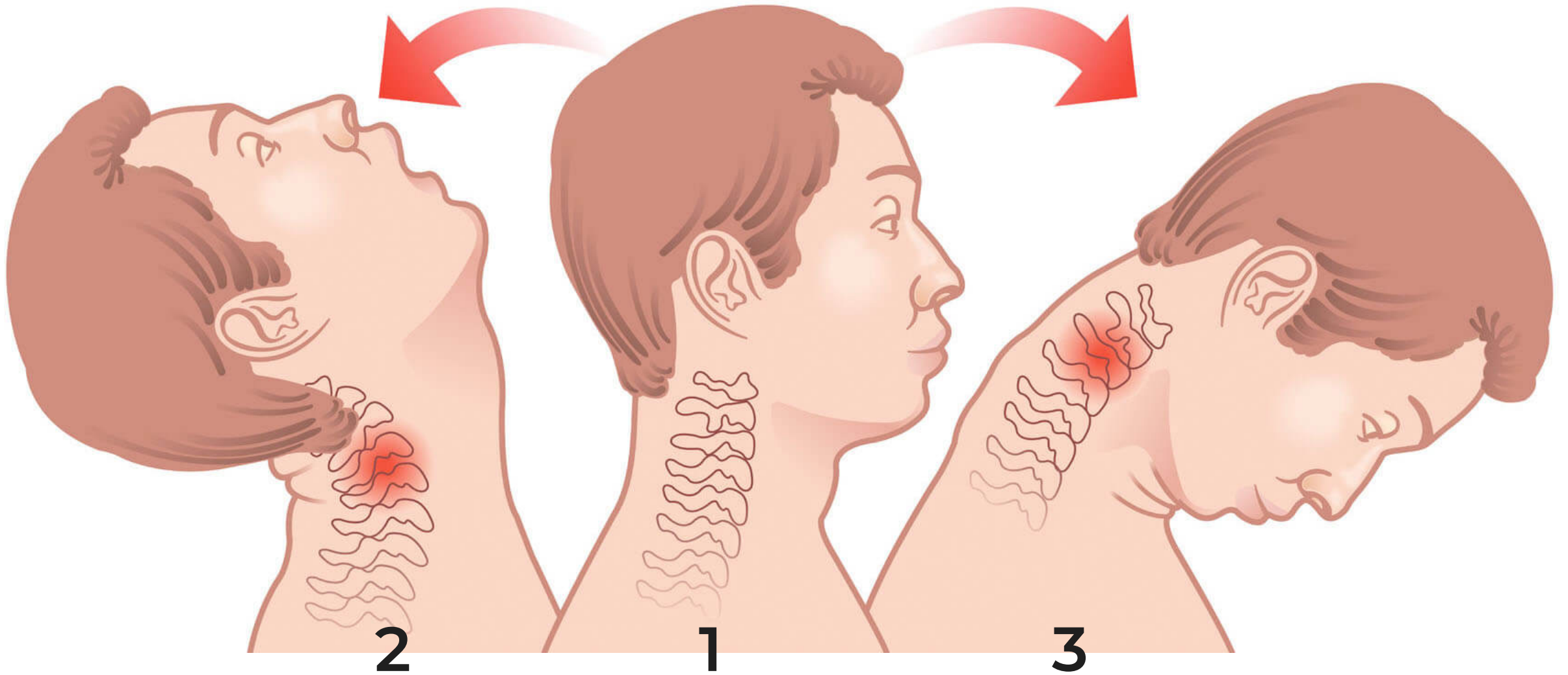
An Email

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 care

- Daily encouragement through prayer

- Financial support

- Spiritual support

- Emotional support

- Physical support

- Spiritual support

- Physical support



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

(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

3 days, 8 hrs, 52 mins, 7 secs  
remaining until the year-end donation deadline

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

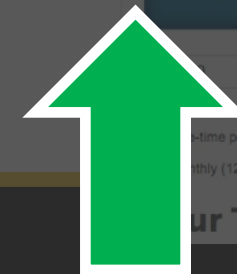
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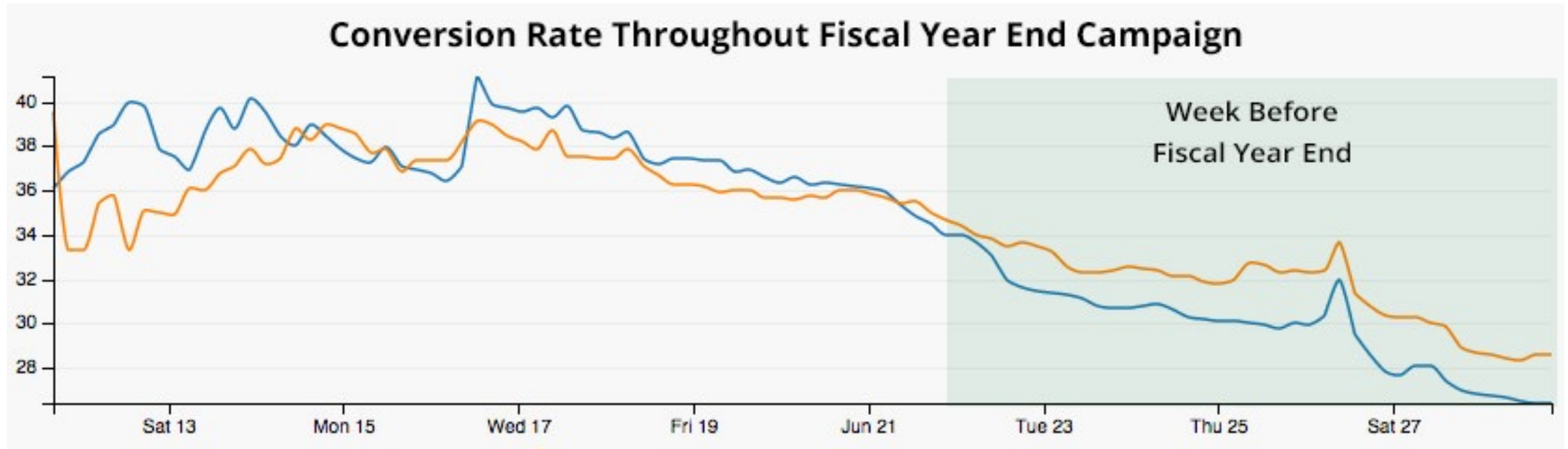


61.8%

In Donations

# On the importance of timing

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



# 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 Clicks



# 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 ]

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**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



When you're ready to start  
thinking about 2022...



# Get the Training You Need to Grow Results in 2022

- 8 On-Demand Courses (with more on the way)
- Monthly Members-Only Webinars/Discussions
- Monthly Cohort Course with Your Peers
- Slack Community with Other Members

*Start your membership for free at*

**[nextafter.com/membership](https://nextafter.com/membership)**



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

*Get the free eBook at*

**[nextafter.com/maximize-your-online-fundraising](https://nextafter.com/maximize-your-online-fundraising)**



# Questions?

