

THE

Year-End Fundraising

PLAYBOOK

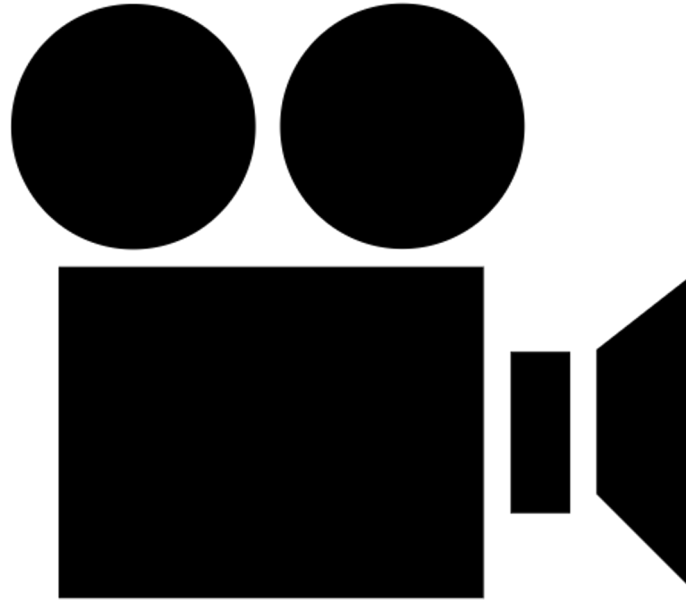
Crafting an Online Year-End Fundraising Strategy
Based on Research and Testing

Sponsored By



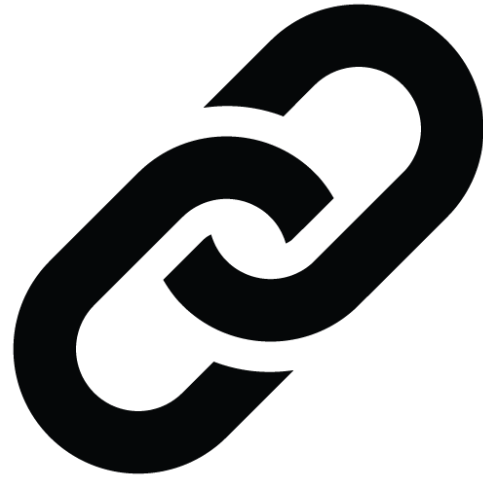
Fundraise Up

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.

Today's Speakers



Nathan Hill

Vice President of Marketing,
NextAfter

Today's Speakers



Nathan Hill

Vice President of Marketing,
NextAfter



Nic Miller

Director of Experience,
Fundraise Up



Fundraise Up

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Fundraise Up





A lesson here, there is.



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

Soooo much

Why Should You Care About **Year-End Fundraising?**

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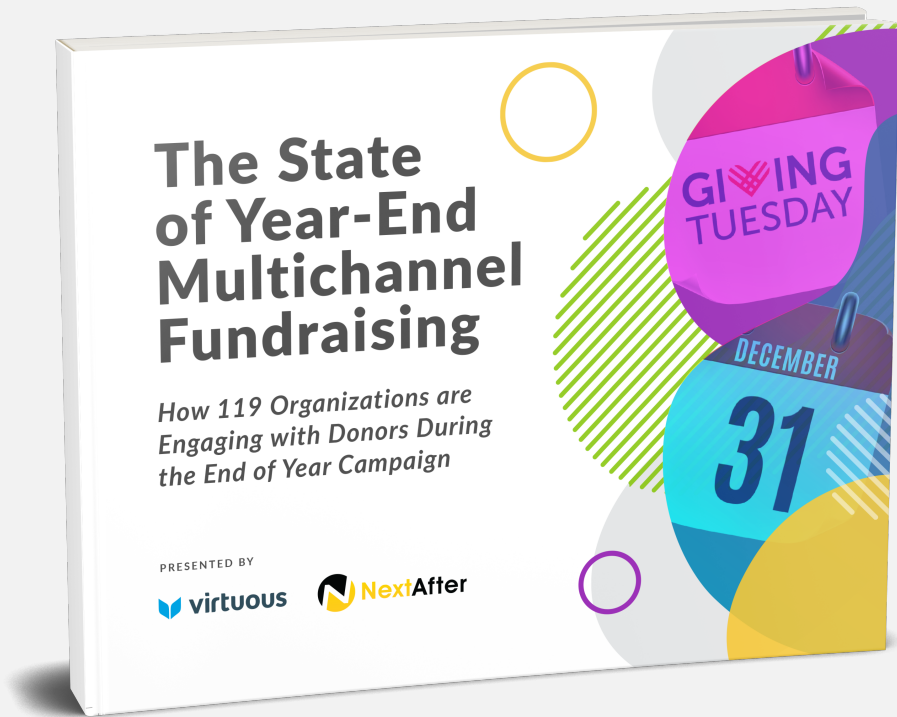
Fundraise Up



We help nonprofits grow their digital fundraising.

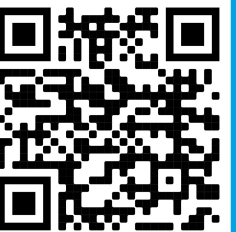
Research Lab. Digital-First Agency. Training Institute.



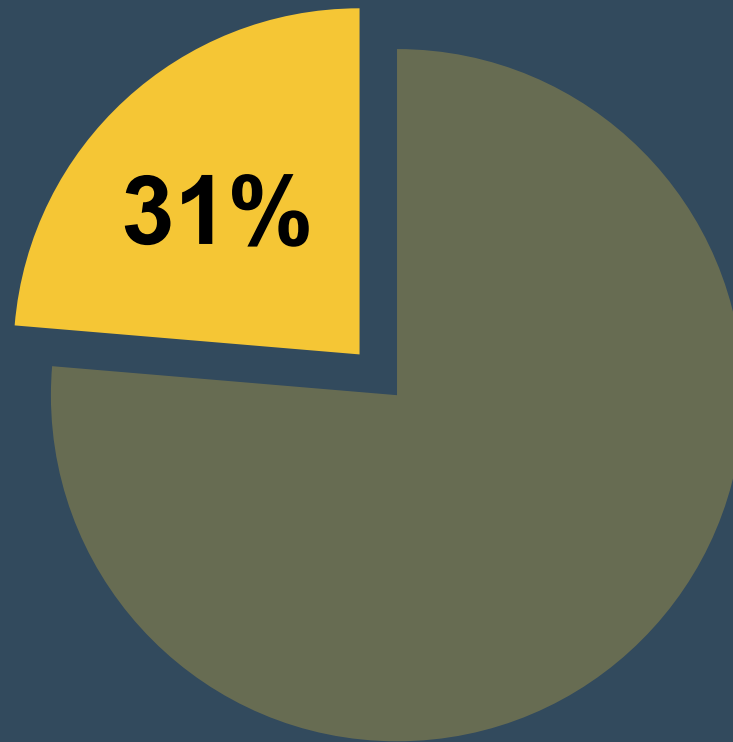


35%

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



NEARLY **ONE THIRD** OF ANNUAL GIVING OCCURS IN DECEMBER

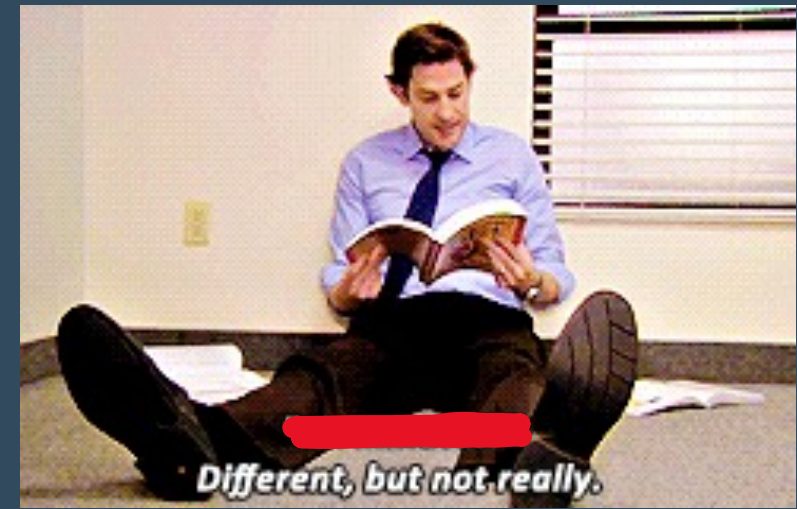


According to a study from Neon One



50%

OF NON-PROFITS RECEIVE A MAJORITY
OF THEIR ANNUAL DONATIONS
FROM OCTOBER THROUGH DECEMBER



According to a study from Bloomerang & Pursuant



37%

**Sent Nothing to
Postal Donors**

13%

**Sent Nothing to
Online Donors**

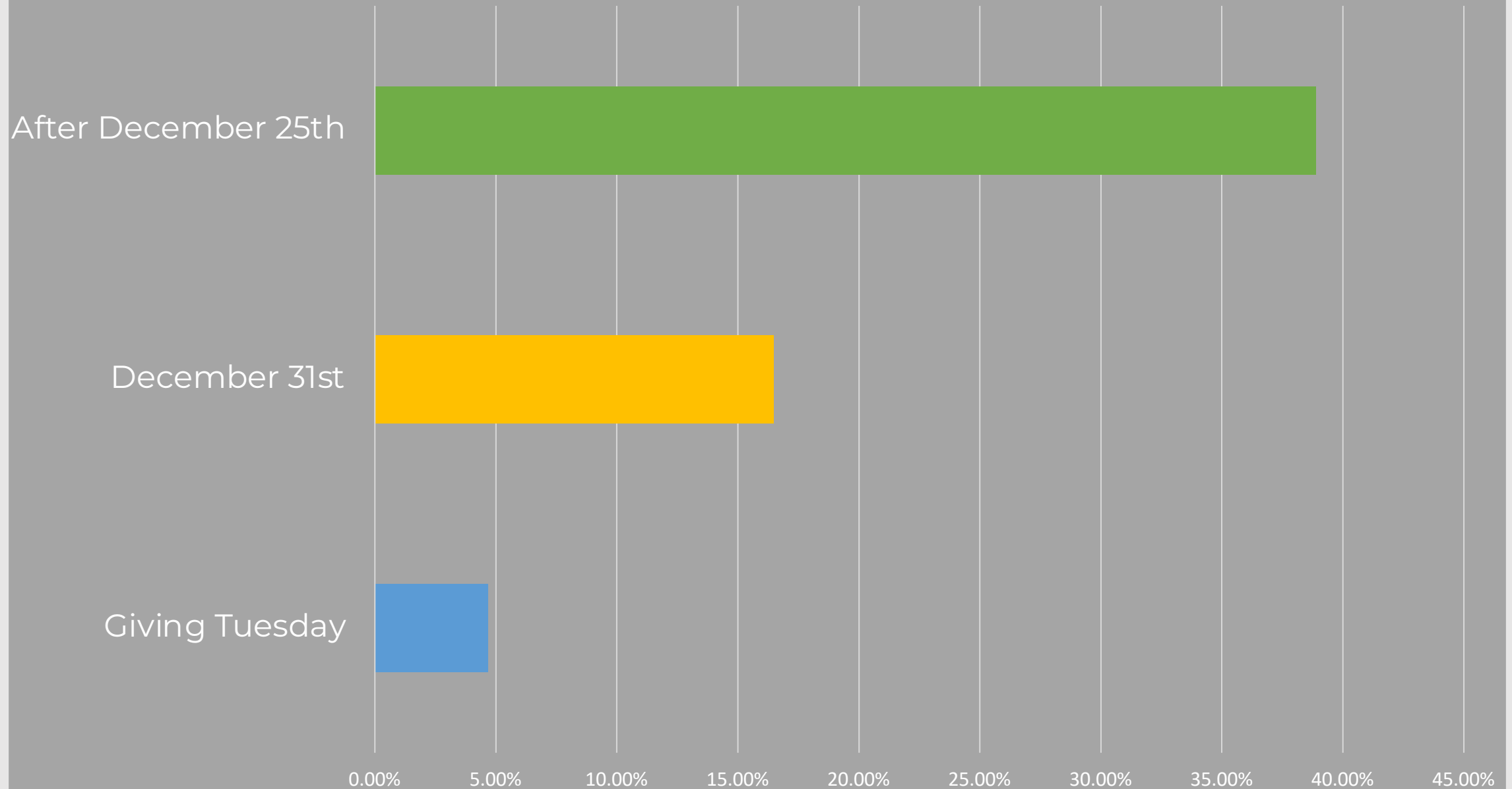
During Year-End



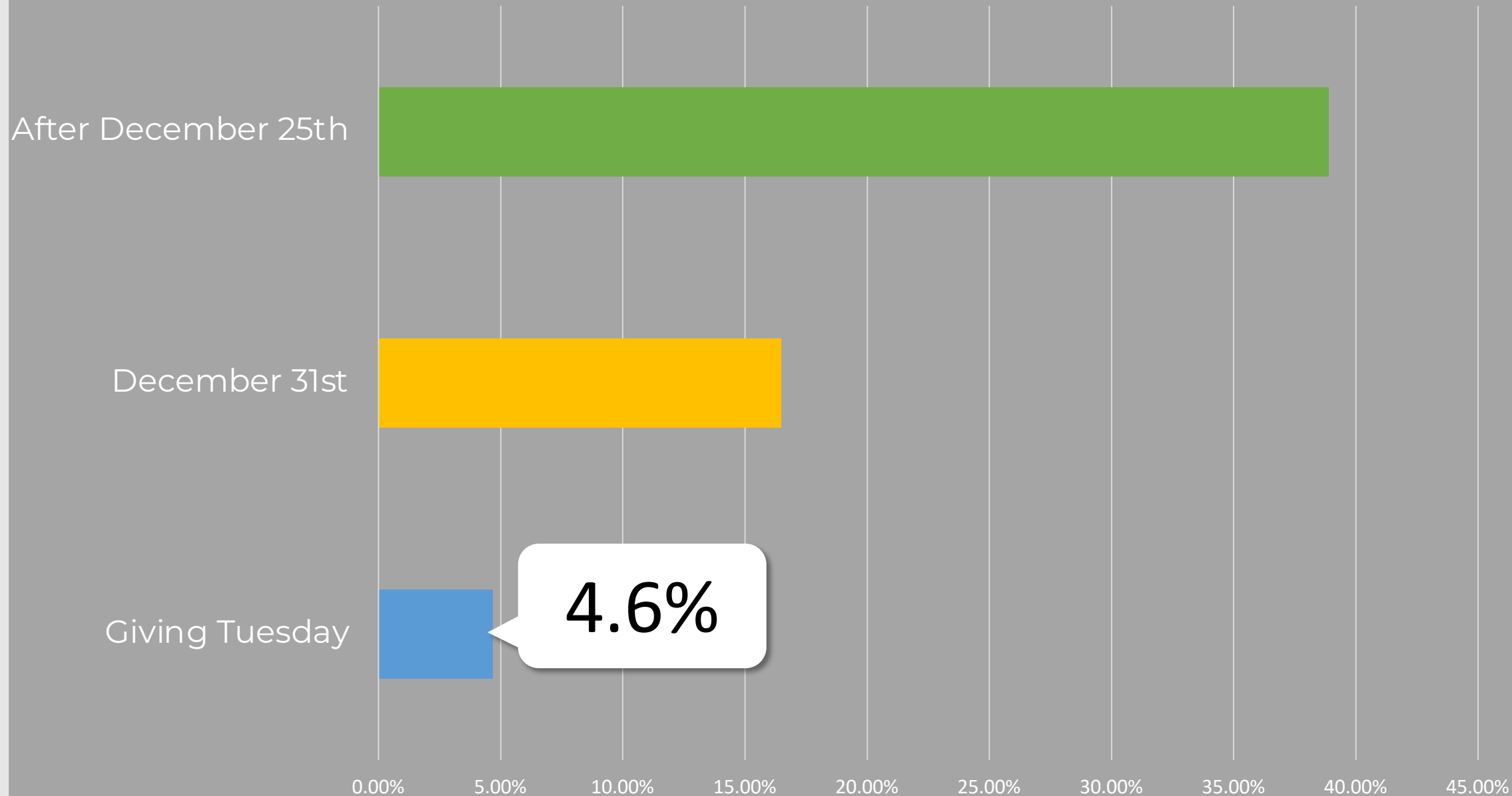
A Common Misconception



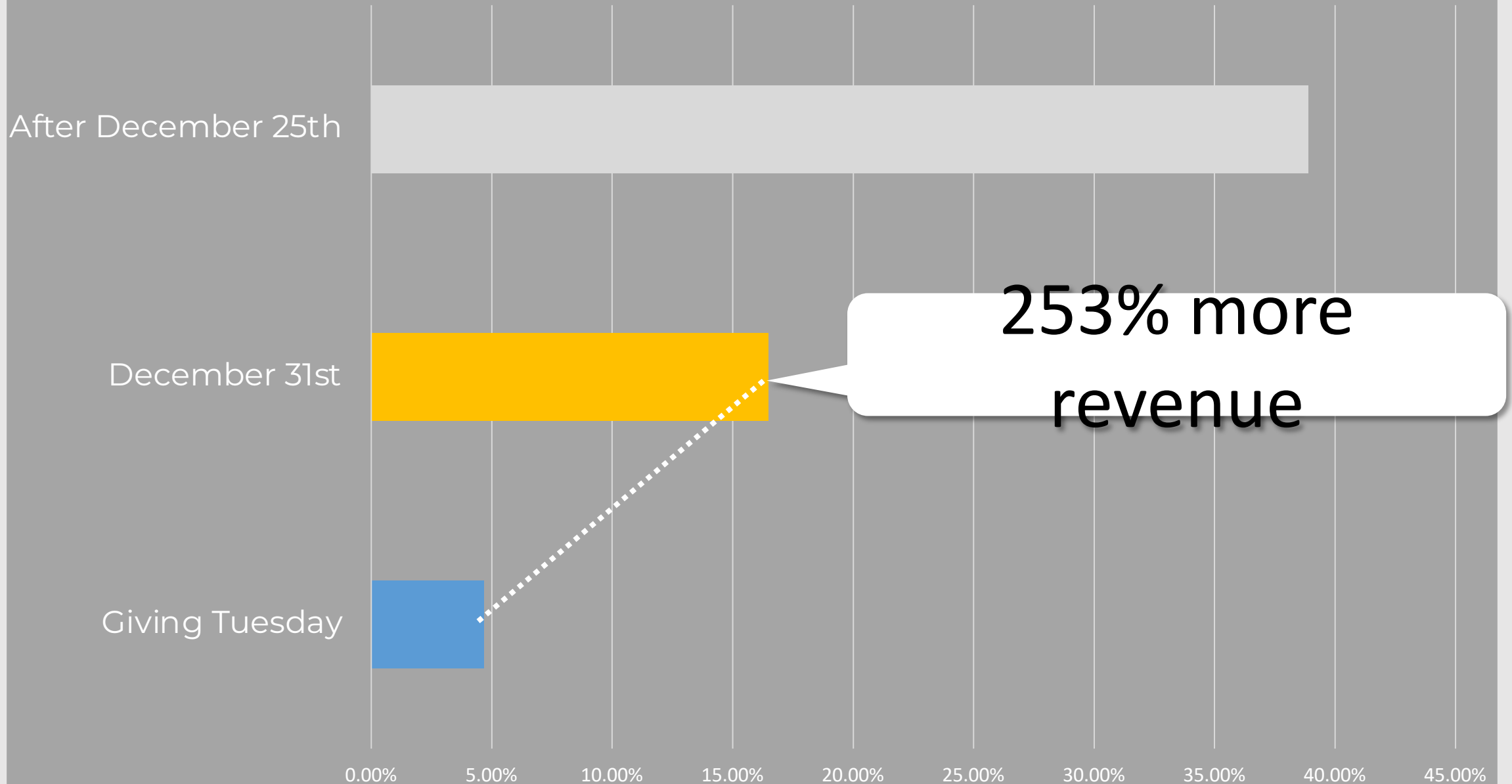
Percentage of Online Year-End Revenue



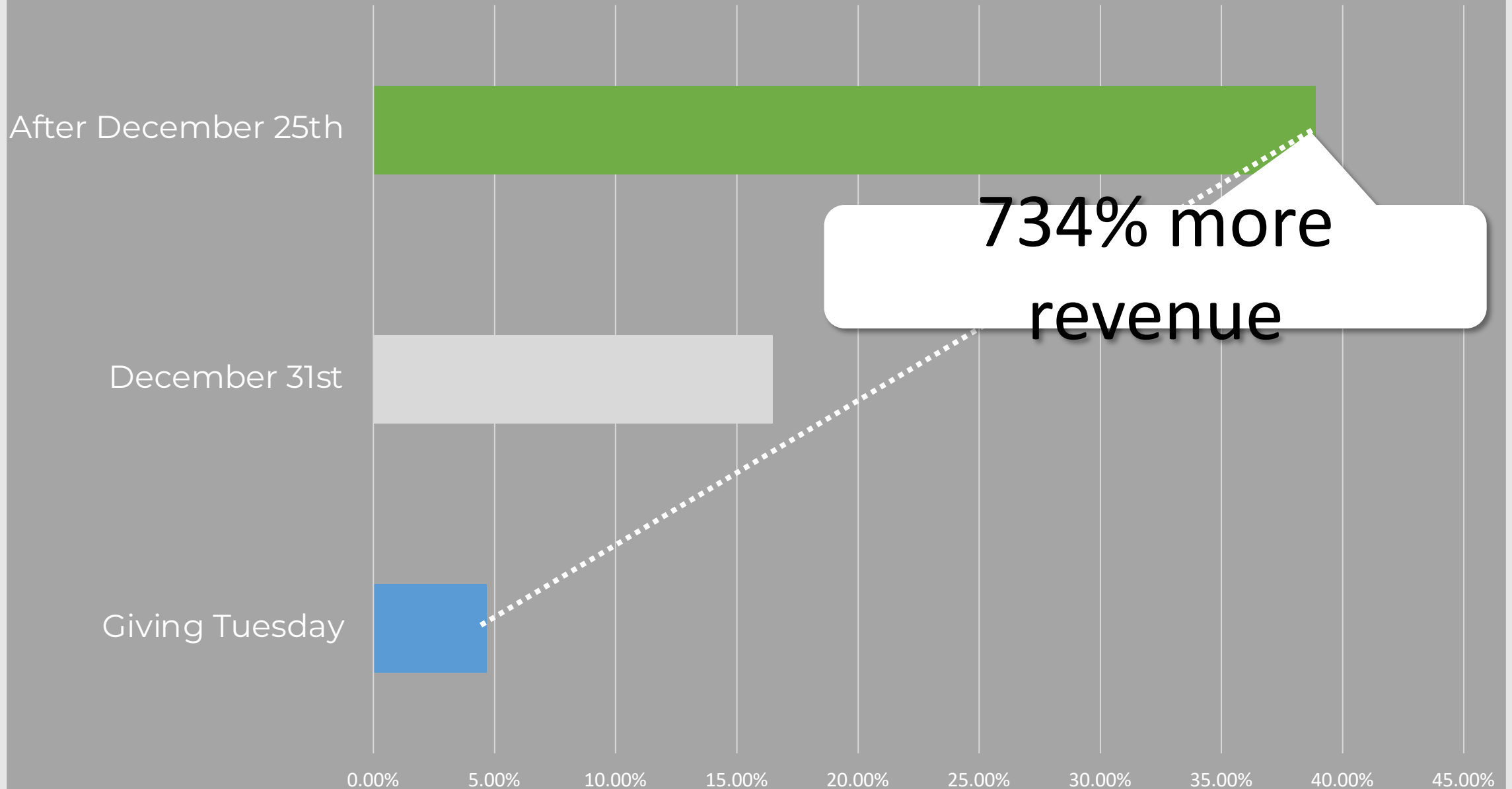
Percentage of Online Year-End Revenue



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

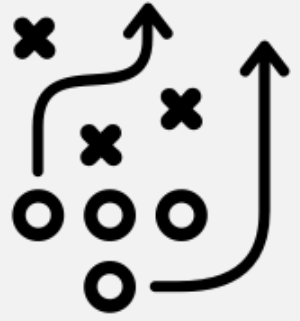
During the Last Week of the Year



There is Minimal Difference

in how nonprofits treat Giving Tuesday
versus the Last Week of the year.

During the Last Week of the Year



The Bare Minimum Playbook

1. Send **Something**. Send Anything!
2. Send During the **Last Week** of the Year.
3. Send During **Giving Tuesday**.

Prioritize them in that order.

How do you tell your story
over the **whole season?**

Without asking 100M times

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Fundraise Up

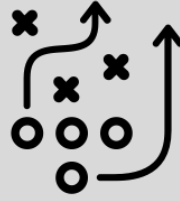
Priming & Framing



PRIMING

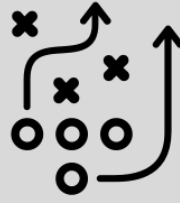
the process whereby a person is exposed to a stimulus that influences how they think or feel about something later on





Priming Email #1

Survey Email



Priming Email #1

Survey Email

Build alignment, and don't even think about asking for a donation *(in the email)*.

Dear Supporter,

You need to make politicians listen in 2021 because taxpayers are getting squeezed hard.

You know we have the ability to amplify your message so loud that it will ring in politicians' ears, right?

So, here's the question: **what do you want to say?**

Can you take 11 minutes right now and complete our 2021 Annual Supporter Survey?

Here's the link to get started: https://www.surveymonkey.com/r/2020_YE_Survey

When you watch politicians getting out of their chauffer-driven cars and walking past the TV cameras, one thing is clear: politicians think **they** are **your** boss.

So, let's get something straight: **YOU** are **THEIR** boss, and the politicians work for YOU. More than ever, you need to remind politicians that you're in charge.

We here at the Canadian Taxpayers Federation know that supporters like you are the driving force.

When we win policy victories, it's because thousands of supporters like you stand together to force change. This is why your feedback today is so important. We need marching orders from you to fine tune our 2021 campaigns to remind politicians who the real bosses are in Canada.

Please take a few minutes to fill out the survey so that your voice is heard today.

Thanks for everything you do,

- Scott, Shannon, Todd and the entire CTF team

P.S.: We appreciate all of supporters who love to share the work we do, but please don't share the link to this survey with your friends and family. It's intended to get feedback only from CTF supporters, not from just anyone. This survey is only for you and other CTF supporters: https://www.surveymonkey.com/r/2020_YE_Survey



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Click here to [update your profile](#) or change your email address.

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Our mailing address is:
Canadian Taxpayers Federation
501 - 2201 11 Ave
Regina, SK S4P 0J8
Canada

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The Email

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Know someone who would like to be on our email list? Copy and send them this link to join now: <https://www.taxpayer.com/join>

Did you receive this email forwarded to you from a friend? Start receiving these emails directly in your inbox. Sign-up for free at: <https://www.taxpayer.com/join>

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You are receiving this email because you joined our list through Taxpayer.com, gave a donation, signed a petition or attended an event.

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Our mailing address is:
Canadian Taxpayers Federation
501 - 2201 11 Ave
Regina, SK S4P 0J8
Canada

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The Email

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The next 24 questions require an answer. Please be sure to respond to each of the following questions to avoid an error message.

OK

* 1. End pandemic spending and get the budget balanced as soon as possible

- ☐ High priority
- ☐ Somewhat high priority
- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

* 2. Stop any new taxes on the equity in your house

- ☐ High priority
- ☐ Somewhat high priority
- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

* 3. Stop a new nation-wide government childcare program

- ☐ High priority
- ☐ Somewhat high priority
- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

* 4. Save money by reducing the pay for government employees

- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

* 5. Eliminate the federal bailout for media outlets

The Survey

Your priorities

The next 24 questions require an answer. Please be sure to respond to each of the following questions to avoid an error message.

OK

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- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

* 5. Eliminate the federal bailout for media outlets

The Survey

☐ Don't know/unsure

*** 5. Eliminate the federal bailout for media outlets**

- ☐ High priority
- ☐ Somewhat high priority
- ☐ Neutral
- ☐ Somewhat low priority
- ☐ Low priority
- ☐ Don't know/unsure

*** 6. Hold a national referendum on reforming Equalization**

- ☐ High priority
- ☐ Somewhat high priority
- ☐ Neutral
- ☐ Somewhat low priority

Thank you for completing the 2021 Annual Supporter Survey

We appreciate you taking the time to tell us what your priorities are for the coming year. Your answers will be reviewed by our team, shared with board members, and used in the field to coordinate efforts to promote your values next year.

Before you go, would you consider one more thing today?

As it stands right now, we're proud to report that you've never been a part of a bigger taxpayer army.

Why is that? Because you've supported the effort to recruit hundreds of thousands of other Canadians to join you on the front lines to fight against big-government politicians.

Unfortunately, the size of that army needs to grow even more next year—and right away—because you and I both face some big challenges ahead in 2021.

As we emerge from the pandemic, all temporary spending needs to be reeled in. We need a real plan to balance the budget without hiking taxes. Afterall, it's going to take some time to rebuild the economy and the last thing you need is the government taking more money out of your pocket.

To help rally others to your cause, we plan on taking the National Debt Clock on tour this year to force Canadians to watch the debt grow – and open their eyes to the crushing debt we all face. We're currently working on a plan to procure a new Debt Clock, as our current one doesn't have enough digits. Seriously.

You're already facing expensive plans for massive new social programs such as national childcare and universal guaranteed income. On top of that, the prime minister is tossing tax dollars at any company that claims to be carbon neutral, all while hiking carbon taxes five-fold over the next few years.

We're also going to court to fight on your behalf against the ineffective gun bans and confiscation, laws that gag citizens' free speech, and laws that stop pipeline approvals.

You should also circle October 18th on your calendar. Why? because that's the day Alberta is holding a referendum on renegotiating Equalization. A successful referendum will start a national conversation on how Equalization causes bad economic decisions by too many recipient provinces. I hope you agree that we need to be there on your behalf—leading the fight against Equalization in this campaign.

There's no question that the challenges ahead are significant. You have two choices: You can give in to those who would take more of your money and borrow against your future. Or you can do something to rally thousands more fellow taxpayers to your cause and push back to show the politicians they work for you, and not the other way around.

We are prepared to do our part to find others all across our country to join you. But your support today will ensure that the resources are in place to not only accomplish this mission for you, but to speed up how quickly we can recruit others to join you.

Would you consider making a donation today to ensure that others will stand with you against these and other challenges you'll face in 2021?

We only exist because people like you voluntarily support the work we do. We don't take money from political parties, unions or governments. We believe that our politicians work for us—the Canadian taxpayers—and they must be held accountable.

If you believe this is a worthy cause and you want to ensure we have the resources to take on the fights that are important to you, please consider making a donation right now on the secure form below.

Make a difference. Donate Now!

If you prefer to use **paypal** [click here](#) or continue below to donate via credit card

A monthly gift will go even further to hold politicians accountable and fight for lower taxes and government waste.

Donation amount:

Donations of \$100 and higher receive the Taxpayer magazine.

Donations to the Canadian Taxpayers Federation are not tax deductible

Enter your information:

Donate

Other donation options

- If you prefer to use **paypal** [click here](#)
- By calling 1-800-667-7983
- To donate via E-transfer, please contact Shannon Morrison at admin@taxpayer.com
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The Instant Donation

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Make a difference. Donate Now!

If you prefer to use **paypal** [click here](#) or continue below to donate via credit card

DONATE MONTHLY DONATE TODAY

↶ A monthly gift will go even further to hold politicians accountable and fight for lower taxes and government waste.

Donation amount:


\$10 \$25 \$50 \$100 \$200 Other

Donations of \$100 and higher receive the Taxpayer magazine.

Donations to the Canadian Taxpayers Federation are not tax deductible

Enter your information:

First Name	Last Name
E-mail	Province
Address	City
Postal Code	

 Credit card information

Cardholder name	Card number
CVV	Expiry

Donate

Other donation options

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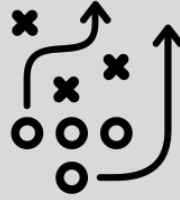
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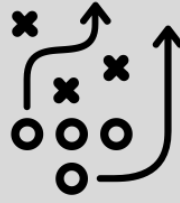
Enter your information:

First Name	Last Name
E-mail	Province
Address	City
Postal Code	



Priming Email #2

Thanksgiving Email



Priming Email #2

Thanksgiving Email

Thank donors (and subscribers) for
their ongoing support.

DO NOT ASK FOR MONEY.



EVERY DAY IS A GOOD DAY

We love our jobs and the work we do, and it's all because of you. Thank you for making our work possible.
I hope you take a minute to watch on this special day.



Dear Chad,

While Thanksgiving is a uniquely American tradition, there are people around the world who are also giving thanks today. Without help from Americares, some of them would not have survived a hurricane, a mudslide, flooding...even childbirth or a simple surgery. But they did. And it's because of you. When they express their gratitude, hearts overflow and tears fall.

You are their hero ... and ours, too.

Today, we're thankful for you, our amazing supporters. We are passionate and honored to do this work, and so grateful you support us.

[Here's a look at what your support lets us do every day.](#)

From the runways to the hallways, none of it would be possible without you. You truly are a hero.

On behalf of the Americares team around the world, thank you!

Michael J. Nyenhuis
President and CEO

P.S. [Watch our Thanksgiving video and happy Thanksgiving!](#)

Dear Chad,

While Thanksgiving is a uniquely American tradition, there are people around the world who are also giving thanks today. Without help from Americares, some of them would not have survived a hurricane, a mudslide, flooding...even childbirth or a simple surgery. But they did. And it's because of you. When they express their gratitude, hearts overflow and tears fall.

You are their hero ... and ours, too.

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Hi Nathan,

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For some of us in the U.S., it may seem harder to find things to be thankful for this year.

We've faced a terrifying pandemic, a difficult economy, and more ... But when I think of your generosity, I can't help but get a little emotional with gratitude.

Your gracious support of FH helps raise people living in poverty — and now hard-hit by COVID-19 — into a new life they could never have imagined.

You are also sharing with them something even more important ... the love of the Christ who lifts us all from despair into hope, from life to death (John 5:24).

Thank you for showing God's love in powerful and practical ways, to our brothers and sisters around the world. As you do, you're introducing them to the comfort and joy which can be theirs today, tomorrow, and for eternity.

God bless you for it! And enjoy this update on the impact you're making, as you help lift the most vulnerable from poverty and help them sustain changes long term. This is a look at what the people we serve are thankful for — and YOU are near the top of the list.



What are they thankful for? YOU!

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**FOOD FOR
THE HUNGRY**

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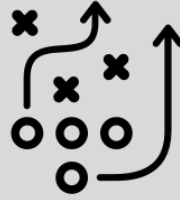
No Post Card

No Postcard Sent

Post Card

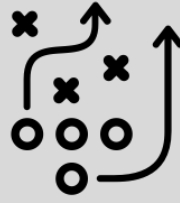


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Priming Email #3

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Our **#GivingTuesday** Gift to You:

Get the *Portable Handbook of Texas* eBook for **FREE**

As part their mission to make Texas history both accessible and enjoyable for current and future generations, the TSHA has created the Portable Handbook of Texas. This comprehensive publication contains the most popular stories pulled from the over 27,000 articles found in the 6-volume Handbook of Texas. **It is the must-have eBook for any Texas history enthusiast!**

Today only, the TSHA is offering this eBook, the *Portable Handbook of Texas*, for free. In this exclusive eBook, you will discover:


- ★ Over 1,000 pages of exclusive content documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
- ★ Historical photos and maps to help bring the stories to life
- ★ Plus so much more!

Get YOUR copy of the *Portable Handbook of Texas* eBook before **#GivingTuesday** is over!

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The Instant Donation



Thank you
Your free copy of the Portable Handbook of Texas eBook will be sent to your inbox within the next 5 minutes.

Give Back to Texas this #GivingTuesday

Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for getting deals. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose to celebrate generosity and to give.

Today millions of people will give generously to their favorite cause.

Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.

Like the defenders of the Alamo, they stand up while others stand down.
Like Sam Houston, they lead rather than follow.

Today, you are invited to join that group.

Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.

And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and protecting the values and spirit that are uniquely Texas.

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE

When you accept this invitation, you will lead a real parade in claiming your position as a *fortified defender of Texas heritage*... and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:

- ★ **Instant Access** - You will gain immediate access to the **TSHA Digital Library** which is home to **every publication ever produced in TSHA's 118-year history**. You'll also receive exclusive copies of the latest original eBooks from the TSHA and *Finding Line*, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to **digital conferences like Texas Talks** where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.

Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.

Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is heralded as the premier reference guide for everything Texas. **And it can be yours for FREE just by becoming a member of the TSHA.**

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support Texas?

Texas Needs Champions to Preserve Her Great Heritage

Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our proud heritage.

As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

Will you respond to this call and accept your invitation?

**Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. Act now before this limited offer expires and it's too late (you'll always be able to buy the Almanac later...you'll just pay a whole lot more for it!) Do not delay.

★ Activate your Membership Today! ★

☐ \$25.00 - Basic Membership
Good for students or K-12 Educators! K-12 educators will receive a copy of the featured edition of the Texas Almanac in lieu of the Southwestern Historical Quarterly.

☒ \$50.00 - Friend of Texas
This is our most popular level.

☐ \$100.00 - Texas Ambassadors

exclusive eBook, you will discover:

- ★ **Over 1,000 pages of exclusive content** documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
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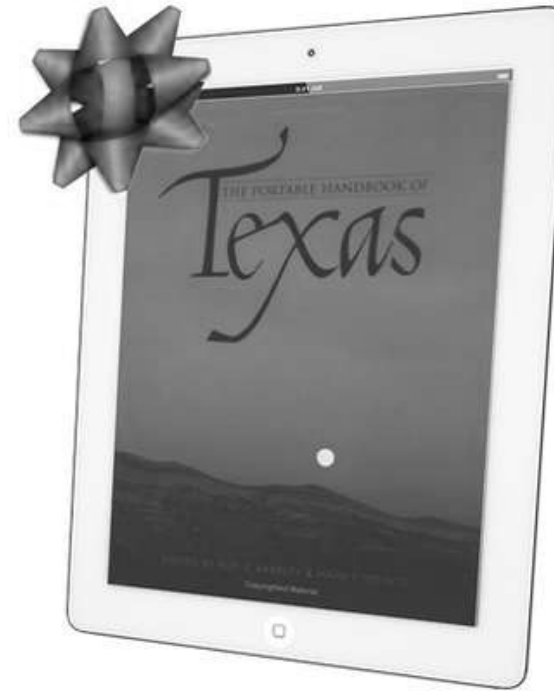
Get **YOUR** copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!

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Thank you!

Your free copy of the *Portable Handbook of Texas* eBook was just sent to kevin@nextafter.com. If you would like it sent to a different email address, [please click here](#).

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When you accept the invitation, you will also receive a complimentary gift certificate for a limited edition of Texas heritage... and rights to. It's a membership in the TSHA that is more than member access to the most important Texas history in the nation. The other gift:

- State Access:** You will gain access to the TSHA Digital Library which is home to every published work ever published in the TSHA's 119-year history. You also receive exclusive access to the most important documents from the TSHA and the TSHA's most important collection of the most important Texas history documents.
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Activate your Membership Today!

☒ **\$60.00 - Friend of Texas**
This is our most popular plan.

☐ **\$150.00 - Texas Ambassador**
In addition to basic membership benefits, Texas Ambassadors receive a copy of the Texas Almanac and a Texas Ambassador's Kit.

☐ **\$300.00 - Texas Pioneer**
In addition to basic membership benefits, Texas Pioneers receive a copy of the Texas Almanac and a Texas Pioneer's Kit.

☐ **\$600.00 - Benefactor of Texas History**
In addition to basic membership benefits, Benefactors of Texas History receive a copy of the Texas Almanac and a Benefactor's Kit.

☐ **\$1,000.00 - Honorary Member**
In addition to basic membership benefits, Honorary Members receive a copy of the Texas Almanac and a Honorary Member's Kit.

☐ Other: (minimum \$25.00)

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Country
United States


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City **State** **Zip Code**

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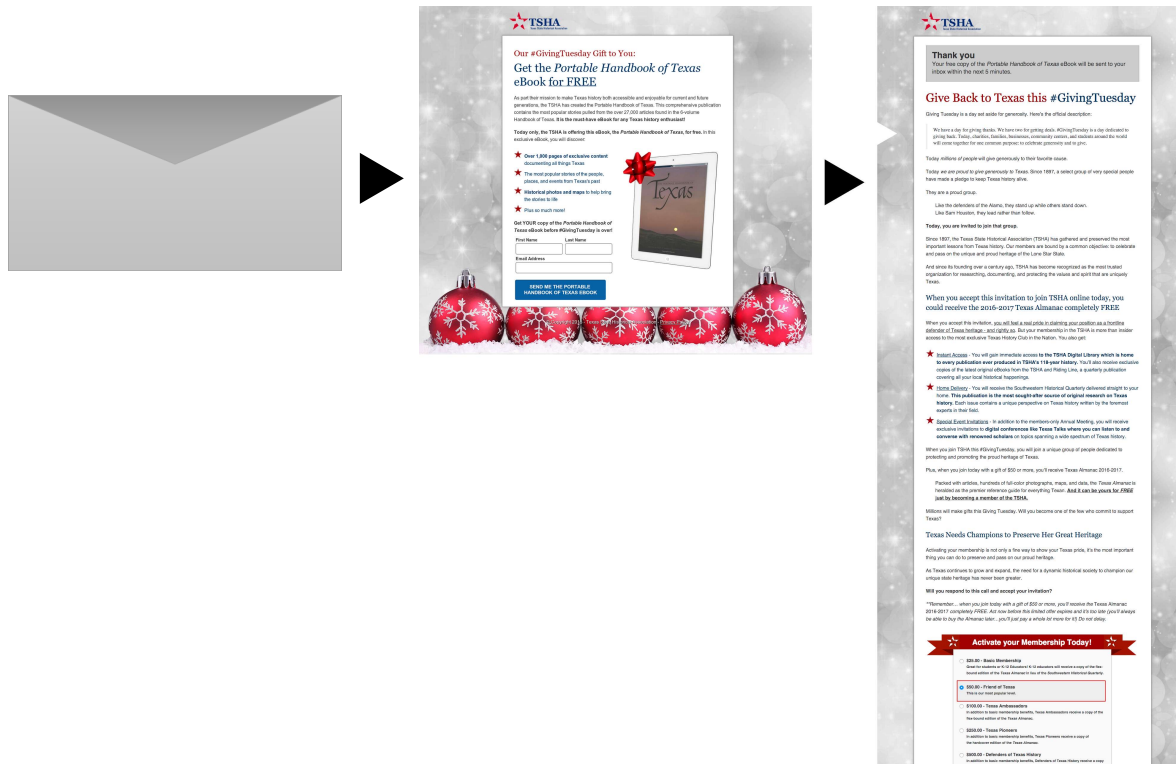
Membership Code **Expiration Month** **Expiration Year**

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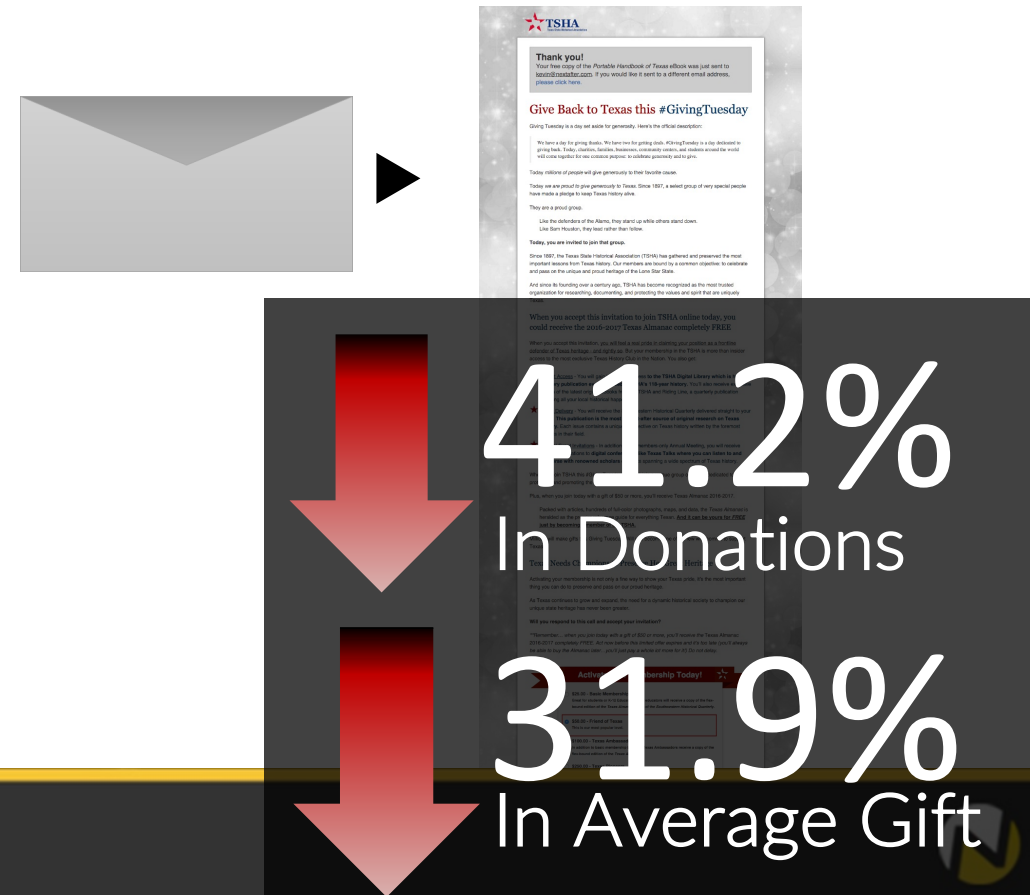


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Email» Landing Page » Instant



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Donors are relational people.

Invest in the relationship before asking for money.

PRINCIPLE #1



How do you make your
donation appeals?

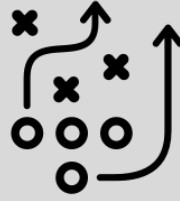
Sponsored By



Fundraise Up

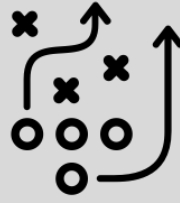
Personal Appeals





Personal Appeal

The Overview



Personal Appeal

The Overview

Explain the stakes heading into a new year – and ask for a donation right away.



Migdalía – UN agencies have just announced that the number of hungry people in the world has increased *for the first time this century*.

We're witnessing it firsthand. Right now, **seven million people are on the brink of famine in Yemen**.

In South Sudan, millions more are preparing for what's being called **the hungriest start to a year on record there**.

In emergency zones around the world, there is a dire need for supplies, safe sanitation, and clean water.

Migdalía – we need your support to help people survive these crises – and to ensure we can keep successful poverty-fighting efforts in more than 90 countries going strong.

The only way we can do both – respond to this hunger crisis while also building long-term solutions to poverty – is with your help.

Make your tax-deductible gift to Oxfam and help the world's poorest people build better lives in the year ahead. Help reach our \$3.5 million goal before 12/31 >>

Our records show we haven't heard from you yet this year, Migdalía. You've been so generous in the past – can we count on you again?

I won't sugarcoat things: This has been a tough year for so many of us.

Yet as I reflect back, I can't help but feel a sense of resolve. Because, again and again, I have watched first-hand as people like YOU step up and refuse to accept the false belief that we can do nothing in the face of unprecedented emergencies and severe hunger.

- When it became clear our fellow citizens in Puerto Rico needed our help, Oxfam supporters stepped up – allowing us to prepare to provide 1,000 families with desperately-needed butane stoves to safely drink water in at least 12 neighborhoods. **But the road to recovery is just beginning for so many families** – so we can't retreat from these efforts now.
- As the crisis in Yemen reaches catastrophic proportions, Oxfam supporters are sounding the alarm and saying "never again." We're raising awareness about the millions of people suffering from an **historic hunger crisis**, and providing financial support for families to buy food. But these life-saving efforts can only continue with your support.
- Ever since **President Trump signed a discriminatory executive order** barring refugees from coming to the US, we've been fighting for families trapped in legal limbo – and your donations make it possible for us to continue advocating for refugees seeking safety.
- And together we're supporting 700,000 women to start their own small businesses from Mali to Cambodia – because **when women and girls take steps out of poverty, entire communities thrive**.

Migdalía, these people – and many others in poverty all over the world – are counting on your support to continue fighting for a better future for themselves and their communities.

In order to make that better future a reality, we need YOU. **You have the chance to change lives today, Migdalía – will you take it?**

Don't wait to make your year-end, tax-deductible gift to Oxfam to support work that changes lives.

Thank you for continuing to support Oxfam's work, and for standing with people living in poverty.

Sincerely,

Abby Maxman
President, Oxfam America

This email was sent to MigdalíaGlaser@tridentpath.com. If this isn't the best way to reach you, let us know your new contact information by emailing us [here](#). Oxfam America is only able to save lives

HUNGER CRISIS

For the first time this century, hunger is on the rise. This is a wake-up call – and we need your help to respond.

Please, Migdalía, as 2017 comes to a close, this is your chance to make a difference.

Make a tax-deductible gift today >>

GOAL: \$3.5 million by 12/31

DONATE NOW

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The Problem

The Solution

Your Impact

Incentive

Call-to-Action

Migdalia – UN agencies have just announced that the number of hungry people in the world has increased *for the first time this century*.

We're witnessing it firsthand. Right now, **seven million people are on the brink of famine in Yemen**.

In South Sudan, millions more are preparing for what's being called **the hungriest start to a year on record there**.

In emergency zones around the world, there is a dire need for supplies, safe sanitation, and clean water.

Migdalia – we need your support to help people survive these crises – and to ensure we can keep successful poverty-fighting efforts in more than 90 countries going strong.

The only way we can do both – respond to this hunger crisis while also building long-term solutions to poverty – is with your help.

Make your tax-deductible gift to Oxfam and help the world's poorest people build better lives in the year ahead. Help reach our \$3.5 million goal before 12/31 >>

Our records show we haven't heard from you yet this year, Migdalia. You've been so generous in the past – can we count on you again?

I won't sugarcoat things: This has been a tough year for so many of us.

Yet as I reflect back, I can't help but feel a sense of resolve. Because, again and again, I have watched first-hand as people like YOU step up and refuse to accept the false belief that we can do nothing in the face of unprecedented emergencies and severe hunger.

HUNGER CRISIS

For the first time this century, hunger is on the rise. This is a wake-up call – and we need your help to respond.

Please, Migdalia, as 2017 comes to a close, this is your chance to make a difference.

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Our records show we haven't heard from you yet this year – past – can we count on you again?

I won't sugarcoat things: This has been a tough year for everyone.

Yet as I reflect back, I can't help but feel a sense of responsibility. I've watched first-hand as people like YOU step up and refuse to accept the false belief that we can do nothing in the face of unprecedented emergencies and severe hunger.

HUNGER CRISIS

For the first time this century, hunger is on the rise. This is a wake-up call – and we need your help.

Other Incentives

- Have your gift **matched**
- **Countdown** clock
- Free **gift** with donation
- Threshold-based **premium**

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DONATE NOW

Designed VS Human

Control - Designed

Web Version

KUOW | npr


♥ DONATE

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and

Treatment - Plain

Web Version

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Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take incredibly seriously at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

Donate Now

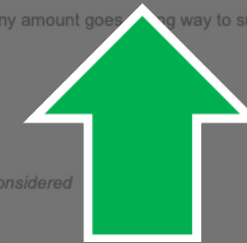
If you can join us today, any amount goes a long way to supporting nonprofit independent journalism.

Thank you,

Kim Malcolm
KUOW Host, *All Things Considered*

KUOW Puget Sound Public Radio
4518 University Way NE Suite 310, Seattle, WA, 98105 US

Email Preferences | Privacy Policy

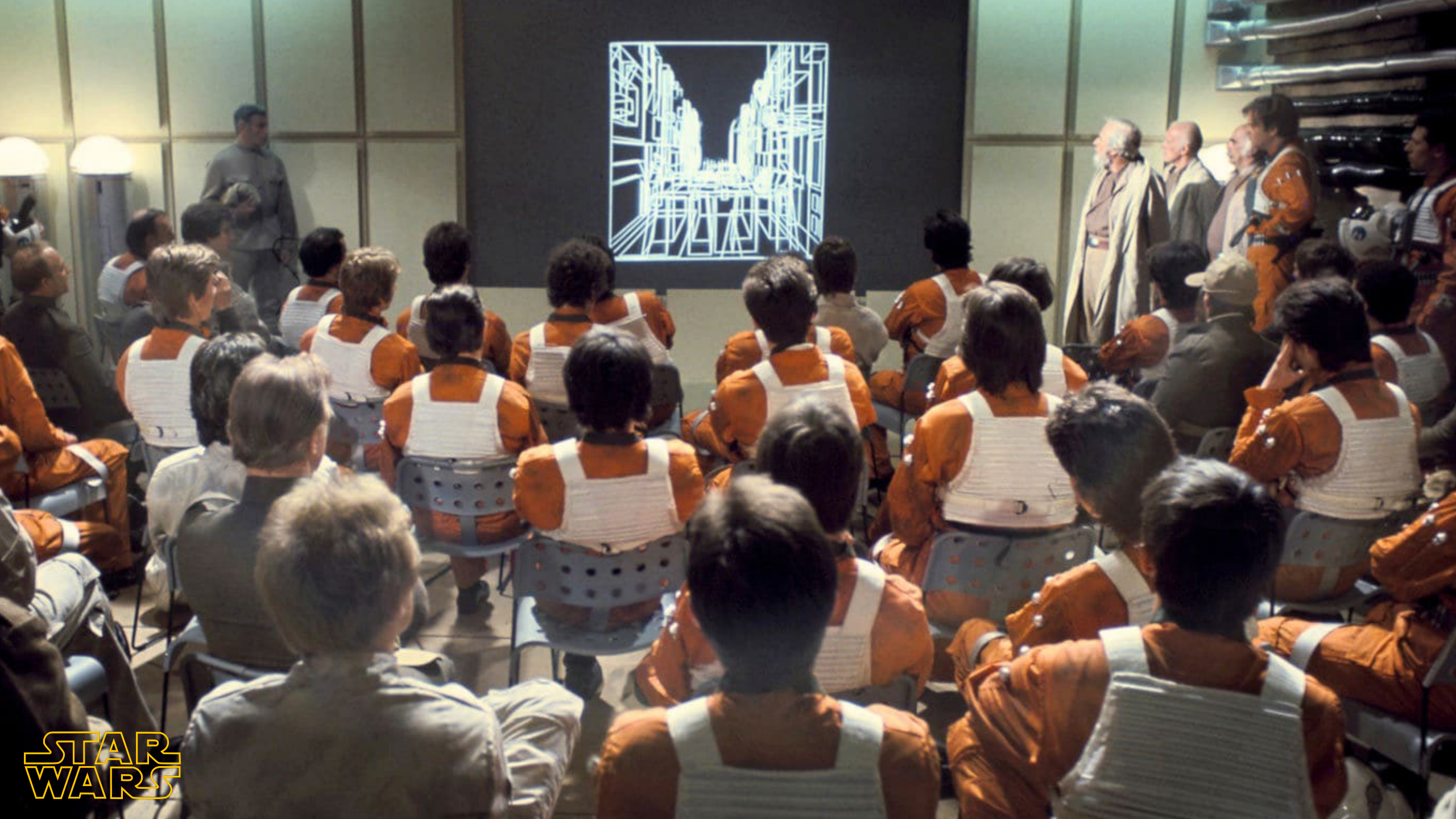


29%
In Donations

An Optimized Example

“For a more civilized age”





STAR
WARS

The Problem

The Solution

Your Impact

Incentive

Call-to-Action

It is a dark time, [First Name].

Although the Death Star has been destroyed, Imperial troops have driven the Rebel forces from their hidden base and pursued them across the galaxy.

This means even more innocent civilians of what used to be our glorious and peaceful Republic have been enslaved – forced to work under the tyranny of the Empire and fuel their relentless war machine that is upending entire systems and killing millions of life forms.

But there is still reason for hope.

Your Rebel Alliance is preparing for an all-out assault and the 2nd Death Star with aims to end this galactic civil war once and for all. All we need now are the ships to bring down the Imperial fleet.

That's where I need your help, [First Name]. Your donation of will help provide blasters for our ground troops, food to fuel the heroes on board cruisers, and critical equipment to help us blast through the star fleet and end this war.

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And when you donate 100 credits the Rebel Alliance today, we'll send you a free piece of the 1st Death Star as a commemorative token and reminder of your critical role in the fight to save the galaxy.

Will you consider donating to the Alliance today? You can make your donation here: www.rebel-alliance.org/donate

Help us [First Name]. You're our only hope.

- Princess Leia Organa

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- Princess Leia Organa

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Sent from a Real Person

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Help us [First Name]. You're our only hope.

- Princess Leia Organa

Donors are logical people.

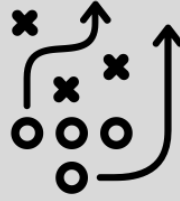
Give them real reasons why they should give.

PRINCIPLE #2



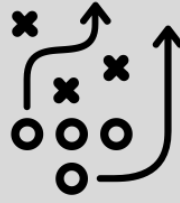
The Closers





Closer #1

The Deadline



Closer #1

The Deadline

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



Special Olympics

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

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

00 00 00 00
DAYS HOURS MINUTES SECONDS

TRIPLE YOUR GIFT

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

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

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

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

specialolympics.org/tripleyourgift

Counting on you,

Joe Hergert
Manager, Strategic Gifts

Value VS Brevity

More Value Proposition

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

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

1146 Characters

Dear Fellow Conservative,

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

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

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

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

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

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

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

Thank you for standing with Heritage.

Sincerely,



Jim DeMint
President

Quick Reminder

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DEADLINE:
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778 Characters

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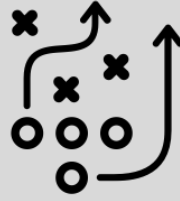
The Heritage Founda
achusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

32.1%

Value Prop Copy

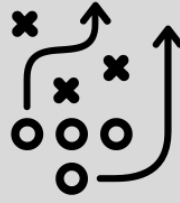
30.7%*

DONATIONS



Closer #2

The Reminder



Closer #2

The Reminder

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

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

Sun, Dec 31, 2017, 10:06 PM ☆ ↩ ⋮

Pamelia,

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>

Subject:



Just hours left to double your gift!

Dear Pamela,

Today is your last chance to DOUBLE your gift!

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

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

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

God bless you,

Jacinta Tegman

President, World Concern



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

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to Pamela ▾

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Normal Follow-up

Hi fellow optimizer,

I emailed you last week and noticed you haven't responded yet.

Just in case you missed it, I wanted to see if you would be interested in joining us for a (free) webinar focused on donor cultivation; specifically, how to cultivate in such a way that will actually inspire more **donations**.

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

The stats on donor retention rates I've found aren't super encouraging (~45% for example, via Bloomerang), and the kind of tactics I've seen from bloggers either say the same thing we've always heard or recommend something so incredibly personal that no fundraising team with an already full plate would easily be able to pull it off for even ¼ of their donor list.

What's a fundraiser to do, then?

We'll tackle that next week (Jan. 23, 1pm CT) by walking you through 3 strategies from our research that have proven to help increase donations from your existing donors (i.e. without having to handwrite 5,000+ thank-you notes).

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

Am I sending you too many emails? If so, you can actually [change how often you receive emails from me](#). And if you choose to [unsubscribe](#) – no hard feelings.

NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Forward-Style Body Copy

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Here's the link to register:

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-Jon

From: Jon Powell [mailto:jon@nextafter.com]

Sent: Tuesday, January 9, 2018 10:49 AM

To: CONTACT.EMAIL

Subject: Cultivation vs acquisition

Hi fellow optimizer,

How has the new year started for you?

The start of this year for me has actually been incredibly busy on the research front.

One of the deep dives I've been doing has to do with donor cultivation, because – even though there a lot of best practices out there – there's not really a lot of *data* on how to cultivate donors effectively.

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.

Even though we know the common refrain "It's cheaper to retain an existing customer/donor than it is to acquire a new one," many organizations focus their efforts on acquisition while their donor retention rates slide.

In an effort to help, I'll be conducting a free webinar with the team on January 23 (1pm CT) where we'll break down three unique strategies – spanning both [digital fundraising](#) and [direct mail](#) – that will help you cultivate a higher value donor, improve retention rates, and acquire more donations from your existing file.

And the best part? We'll get a little bit into the psychology of what's really happening, so you can go beyond the strategies we present and create your own.

You can read more about it and register for the free webinar here:

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

Even if you can't make it live, you can still go ahead and register to get a recording of the session afterwards.

Let me know if you think you can make it.

-Jon

--

Jon Powell

Senior Director of Research and Education
NextAfter

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

Email: jon@nextafter.com

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

The stats on donor retention rates I've found aren't super impressive (for example, via Bloomerang), and the kind of tactics I've seen are the same thing we've always heard or recommend something that a fundraising team with an already full plate would easily be able to add to their donor list.

What's a fundraiser to do, then?

We'll tackle that next week (Jan. 23, 1pm CT) by walking through our research that have proven to help increase donations without having to handwrite 5,000+ thank-you notes).

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Will you be able to make it?

Here's the link:

<https://www.nextafter.com/cultivate-stronger-donors-with>

-Jon

--

Jon Powell

Senior Director of Research and Education
NextAfter

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

Email: jon@nextafter.com

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[me](#). And if you choose to [unsubscribe](#) – no hard feelings.

NextAfter 6175 Main Street #385 Frisco, TX 75034

customer/donor than it is to acquire a new one," many organizations focus their efforts
on acquisition while their donor retention rates slide.

In an effort to help, I'll be conducting a free webinar with the team on January 23 (1pm
CT) where we'll break down three unique strategies – spanning both digital fundraising
and direct mail – that will help you cultivate a higher value donor, improve retention
rates, and acquire more donations from your existing file.

And the best part? We'll get a little bit into the psychology of what's really happening, so
you can go beyond the strategies we present and create your own.

You can read more about it and register for the free webinar here:

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

Even if you can't make it live, you can still go ahead and register to get a recording of
the session afterwards.

Let me know if you think you can make it.

-Jon

--

Jon Powell

Senior Director of Research and Education
NextAfter

Normal Follow-up

Hi fellow optimizer,

I emailed you last week and noticed you haven't responded yet.

Just in case you missed it, I wanted to see if you would be interested in joining us for a (free) webinar focused on donor cultivation; specifically, how to cultivate in such a way that will actually inspire more **donations**.

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

The stats on donor retention rates I've found aren't super encouraging (~45% for example, via Bloomerang), and the kind of tactics I've seen from bloggers either say the same thing we've always heard or recommend something so incredibly personal that no fundraising team with an already full plate would easily be able to pull it off for even ¼ of their donor list.

What's a fundraiser to do, then?

We'll tackle that next week (Jan. 23, 1pm CT) by walking you through 3 strategies from our research that have proven to help increase donations from your existing donors (i.e. without having to handwrite 5,000+ thank-you notes).

Will you be able to make it?

Here's the link:

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-Jon

--

Jon Powell
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Forward-Style Body Copy

Hi fellow optimizer,

I emailed you last week (see below) and noticed you haven't responded yet.

Will you be joining us on the webinar next week?

Here's the link to register:

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

-Jon

From: Jon Powell [mailto:jon@nextafter.com]
Sent: Tuesday, January 9, 2018 10:49 AM
To: CONTACT.EMAIL
Subject: Cultivation vs acquisition

Hi fellow optimizer,

How has the new year started for you?

The start of this year for me has actually been incredibly busy on the research front.

One of the deep dives I've been doing has to do with donor cultivation, because – even though there a lot of best practices out there – there's not really a lot of *data* on how to cultivate donors effectively.

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.

Even though we know the common refrain "It's cheaper to retain an existing customer/donor than it is to acquire a new one," many organizations focus their efforts on acquisition while their donor retention rates slide.

In an effort to help, I'll be conducting a free webinar with the team on January 23 (1pm CT) where we'll break down three unique strategies – spanning both [digital fundraising](#) and [direct mail](#) – that will help you cultivate a higher value donor, improve retention rates, and acquire more donations from your existing file.

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Even if you can't make it live, you can still go ahead and register to get a recording of the session afterwards.

Let me know if you think you can make it.

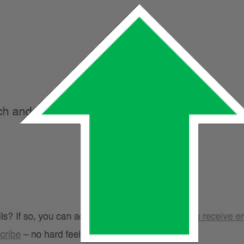
-Jon

--

Jon Powell
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20%

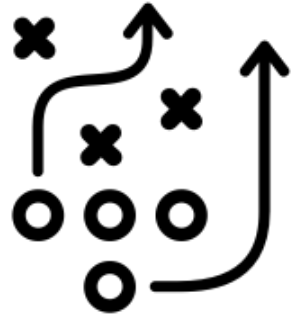
In Emails Acquired

Donors are busy people.

And sometimes people just forget.

PRINCIPLE #3





The Slightly More Advanced Playbook

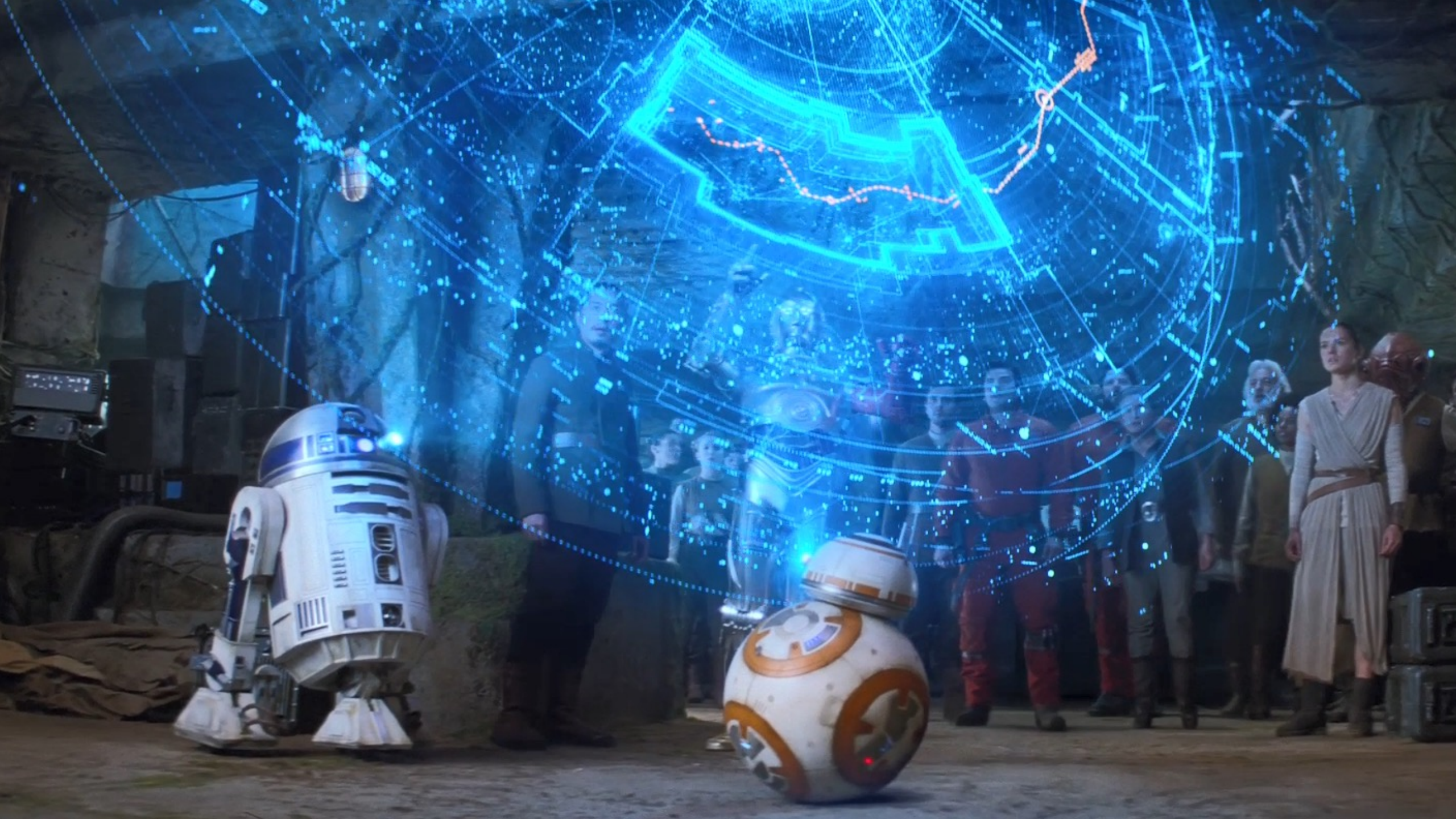
1. Send **cultivating** emails.
2. Make your appeals **personal** and **logical**.
3. Send **clear reminders** to give now.

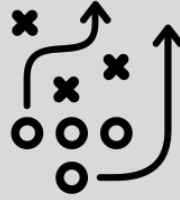
And don't forget to communicate like a human.

One More Thing...

*And one more **Star Wars** reference*







Cultivation Tip #1

Start sending a weekly cultivation email to you donors.

No Additional Cultivation



No Additional
Cultivation Emails

Additional Cultivation Group

Sarah Kramer <sarahk@adlegal.org> [unsubscribe](#)
to me

Hi Kevin,

I recently emailed you about Jack Phillips, the cake artist from Colorado who was sued and taken to court twice for simply living out his faith.

Jack won his first case at the United States Supreme Court last year. And this past March, Colorado dismissed its second case against Jack.


But now, the same person who filed the complaint that launched the state's second prosecution of Jack has agains Jack in state court. When will it end?

[A colleague of mine wrote an article about this third lawsuit that you can read here.](#)

Kevin, what's happening to Jack is awful. He needs all the support he can get. I'll be keeping him on my pr you pray for him also?

Best,

Sarah



Sarah Kramer <sarahk@adlegal.org> [unsubscribe](#)
to me

Hi Kevin,

This week, I wanted to share something with you that is personal to me -- and it's something that affects the women and girls in your life too.

You may have heard about girls being forced to compete in sports with biological males who identify as female. Not only do they compete, but they win -- even beating out females for scholarship opportunities.

This isn't "progress." And it's not fair.


That's why one high school girl is taking a stand -- and why Alliance Defending Freedom filed a complaint with the Office for Civil Rights representing her and two other female athletes.

As a former college athlete, I'm pretty fired up about this. And [I wrote an article about it, which you can read here.](#)

If you have any thoughts or opinions on biological males being allowed to compete in female athletics, please email me back, and we can keep this conversation going.

Best,

Sarah



Sarah Kramer
Digital Content Specialist
sarahk@adlegal.org
ADLegal.org

Hi Kevin,

"There's nothing I can do -- you'll just have to live with this."

Can you imagine being told that by your doctor? Can you imagine seeking out help but being turned away because the local government decided what is and is not treatable? To make things worse, that government decision was made in an effort to be politically correct, not to provide the best medical care.

In case you can't tell, I'm pretty fired up about this.

[We recently posted an article by Dr. David Schwartz. He's been a counselor and psychotherapist for more than four decades. You need to read this as he goes into much greater detail about the New York City ordinance that restricts or patients.](#)

er reading the article: "The ordinance is actually calculated to increase fears. nancial penalties (or bad publicity), but also among our patients."

Justly increase the fears of patients seeking mental help. It is unbelievable.

a heavy story, but I really thought you should see it. I hope you have a

cialist
re



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