

# The Best New Online Fundraising Research

From Studies, Testing, & Experimentation in 2021



# Chat it!

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



# THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO  
SEPTEMBER 20-22

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



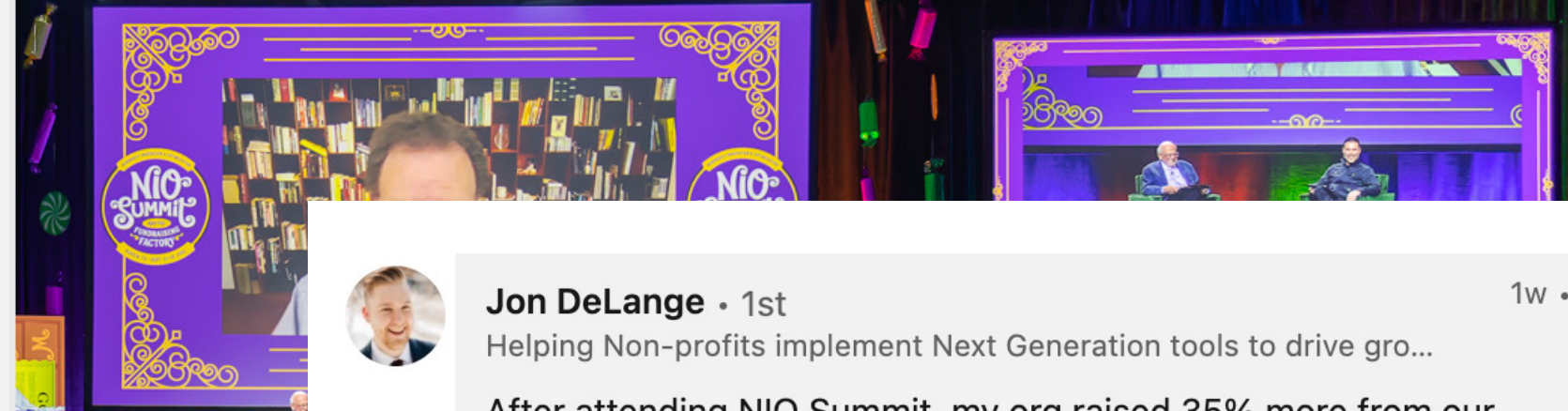
SAVE \$600 WITH CODE SUPEREARLYBIRD



SAVE \$600 WITH CODE SUPEREARLYBIRD

## NIO Summit 2022

- 2 full days of **innovative speakers**
- 2 pre-conference online fundraising **workshops**
- Absurdly fun **parties** and **networking**



**Jon DeLange** · 1st

1w ...

Helping Non-profits implement Next Generation tools to drive gro...

After attending NIO Summit, my org raised 35% more from our website at the end of 2021 YoY!

Like ·    5 | Reply · 2 Replies



# THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

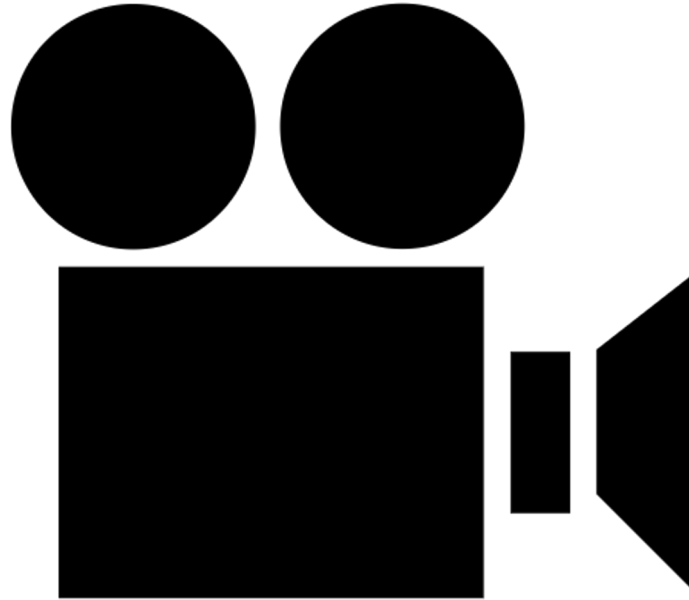
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# A Few Quick things...

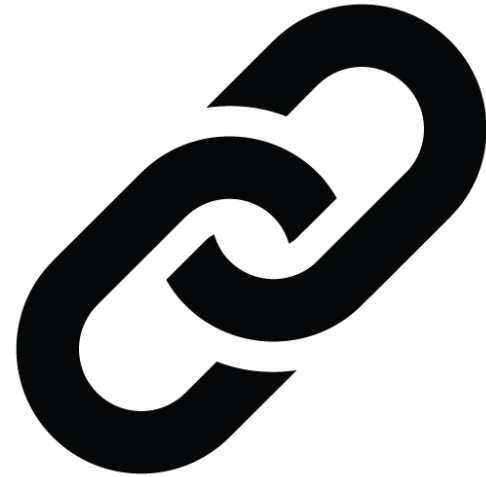


A video recording of this live webinar will be sent to you afterwards.





# A Few Quick things...



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

# A Few Quick things...



*will do our best to...*

✓  
We have time for additional Q&A.





# Today's Speakers



**Kevin Peters**  
CTO



**Jeff Giddens**  
President



# The Best New Online Fundraising Research

From Studies, Testing & Experimentation in 2021







**Mystery Donor Studies**



**Testing & Experimentation**



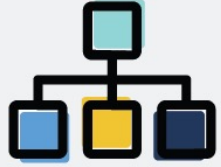
**Mystery Donor Studies**



**Testing & Experimentation**

# The **Global** Online Fundraising Scorecard





**630**  
ORGANIZATIONS



**9**  
COUNTRIES



**5,976**  
EMAILS



**90**  
DAYS





## KEY FINDING #2

Nonprofits need better reasons for people to give them their email address.

*45% of email opt-ins gave minimal clarity about what you'd actually get if you gave your email address.*



# Minimal Value Prop

## NEWSLETTER

Get uplifting stories of how Buckner is shining hope in the U.S. and around the world!

[Sign Up Now](#)

# Expanded Value Prop

GET UPLIFTING STORIES OF HOW YOU CAN SHINE HOPE IN THE U.S. AND AROUND THE WORLD!

We're excited to share with you all the ways you can shine hope to vulnerable children and families around the world. We invite you to stay connected with us while also growing in your own faith.

Click below to get the latest news, updates, and invitations to exclusive events from Buckner. And, we'll send you spiritual encouragement through our weekly Faith Focus devotion. You won't find these stories and resources anywhere else!

[Get the Updates](#)



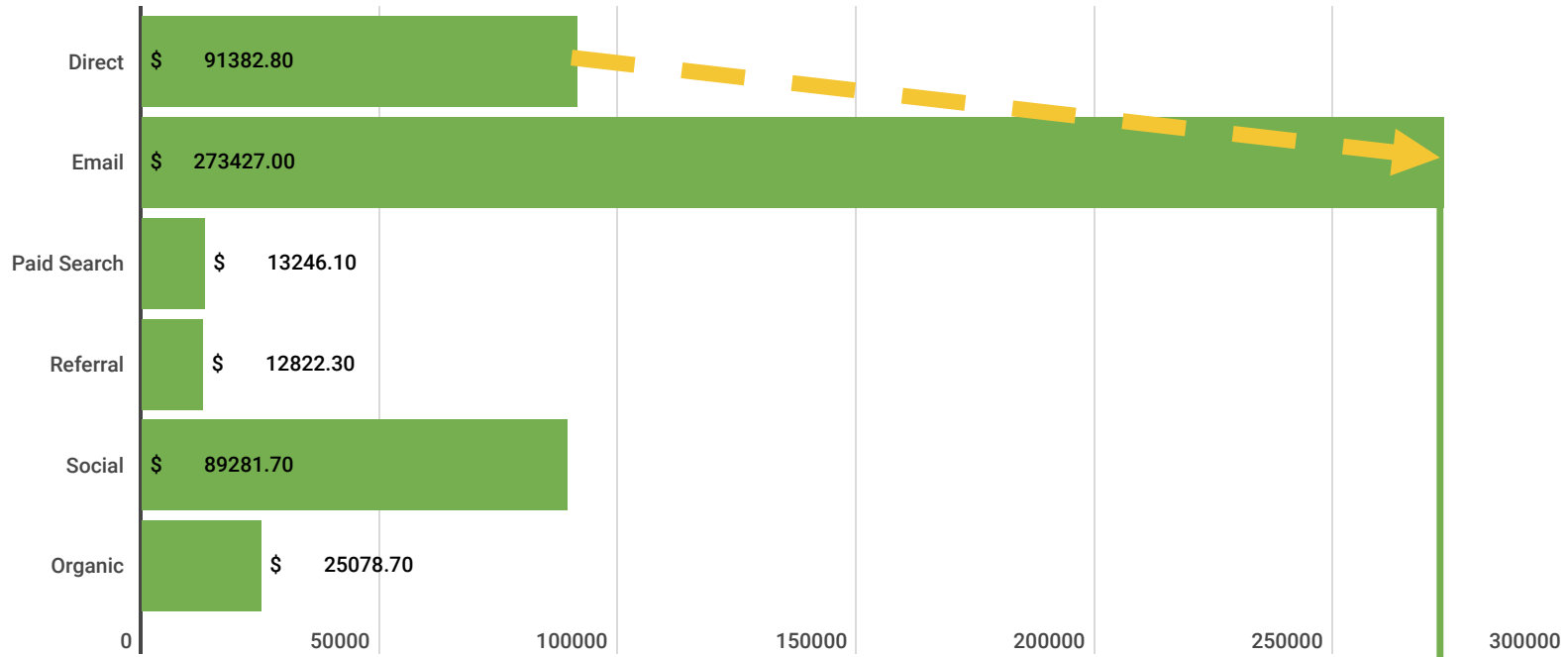
**276%**

In Emails Acquired





## A Health Organization

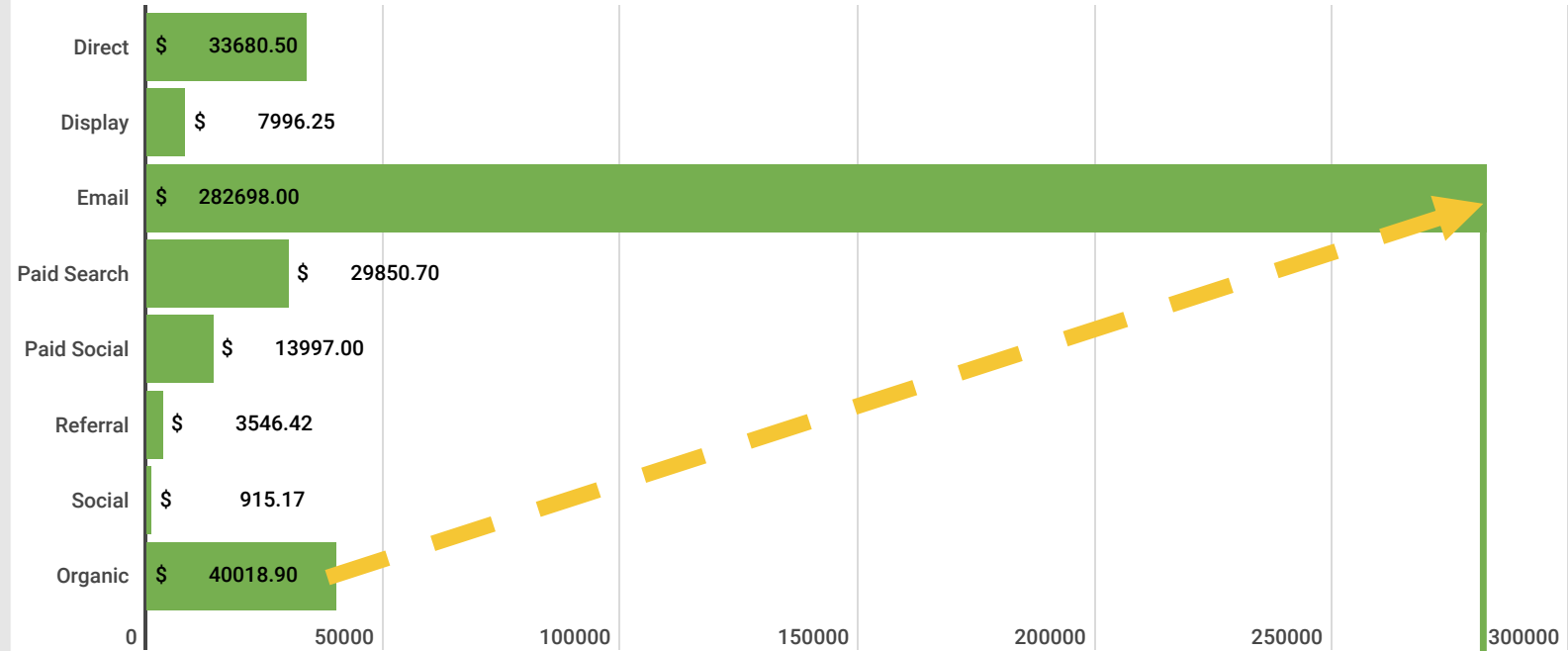


Email brings in 199% more revenue than direct traffic.





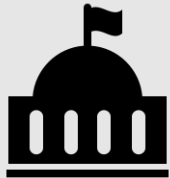
## A Higher Education Institution



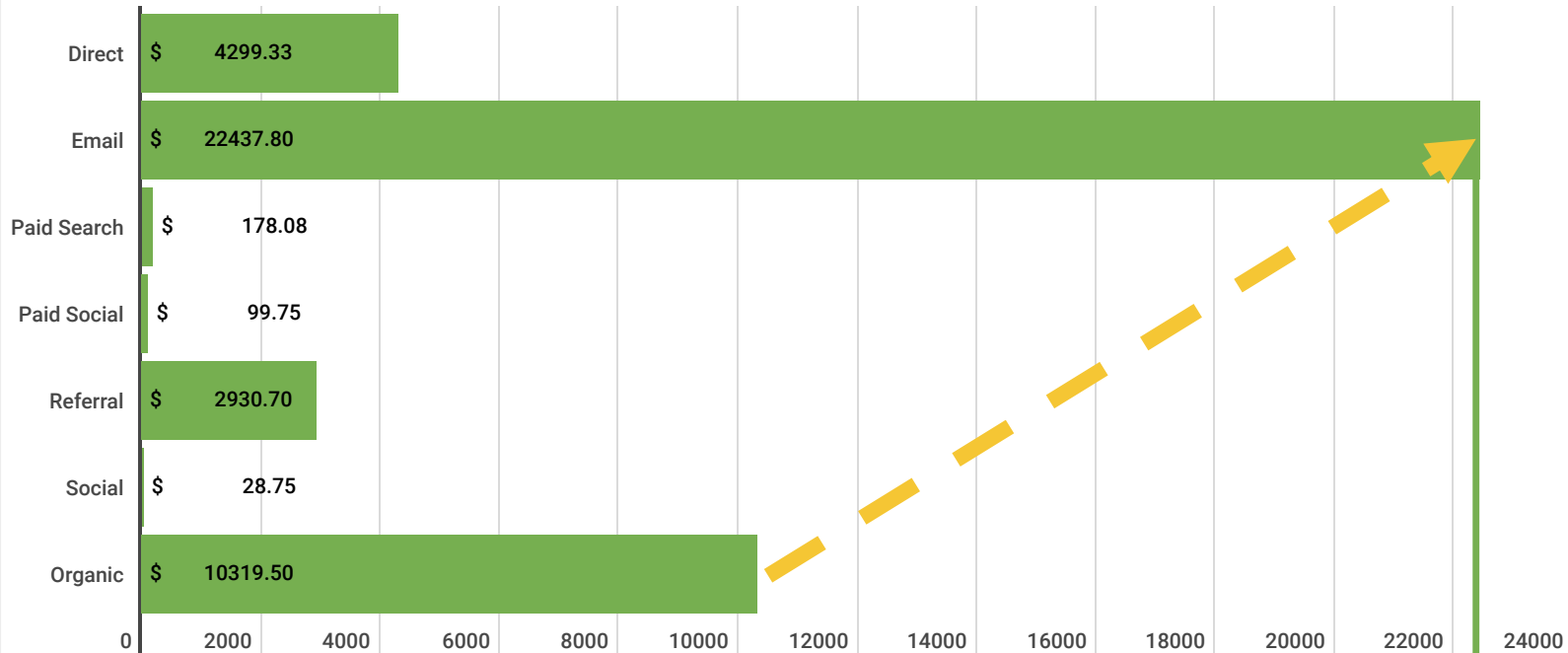
Email brings in 606% more revenue than organic traffic.







## A Public Policy Organization



Email brings in 117% more revenue than organic traffic.



“The **size** and **quality** of your email file is the number one indicator of your ability to raise more money online.”





Get your copy of the Global Online Fundraising Scorecard.

[globalonlinefundraising.com](http://globalonlinefundraising.com)





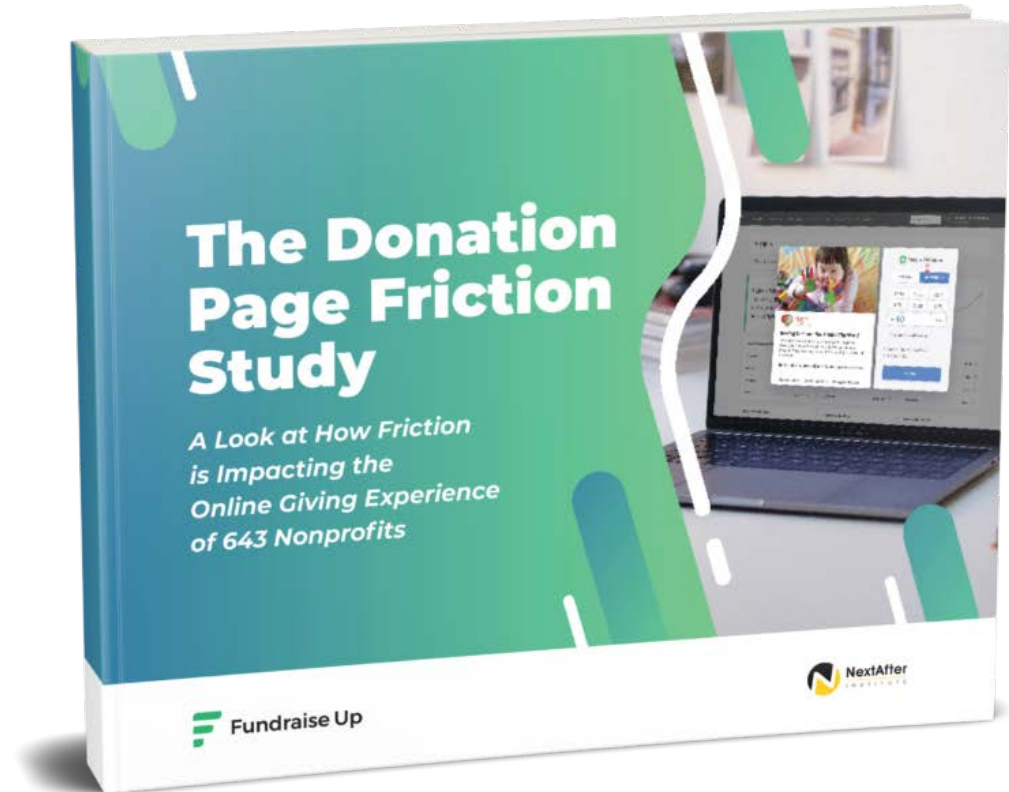
# Donation Page Friction



## KEY FINDING #1

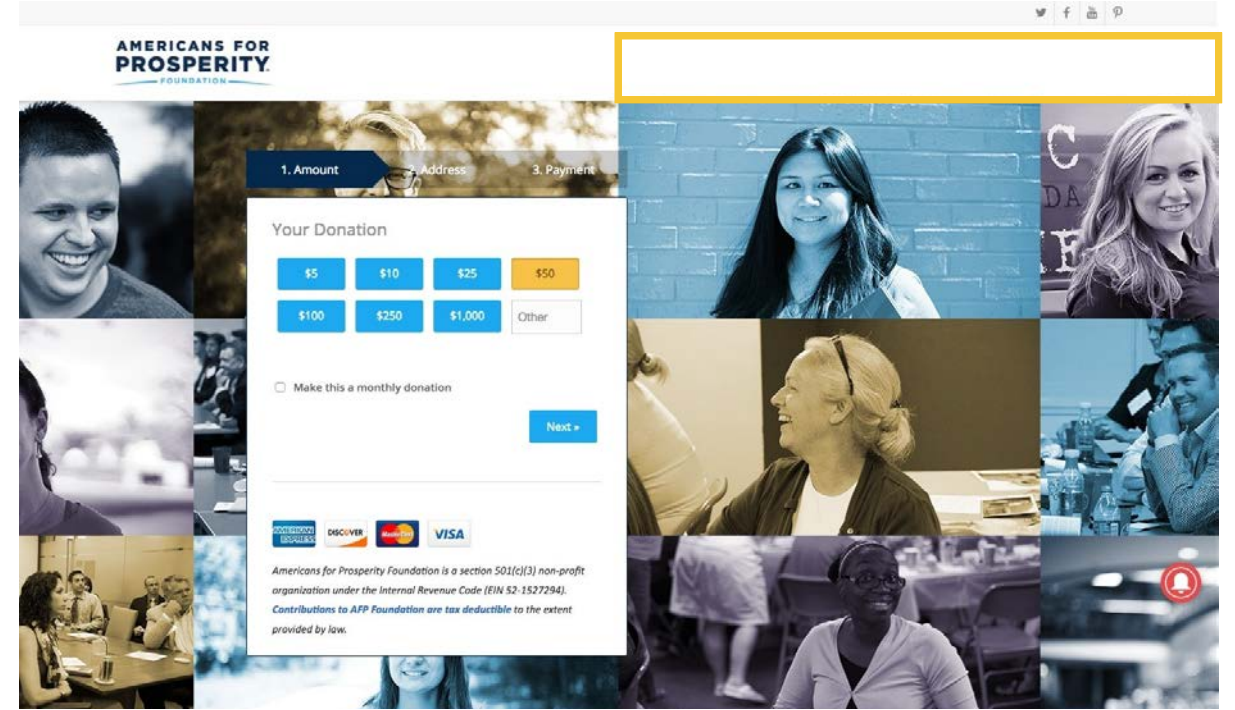
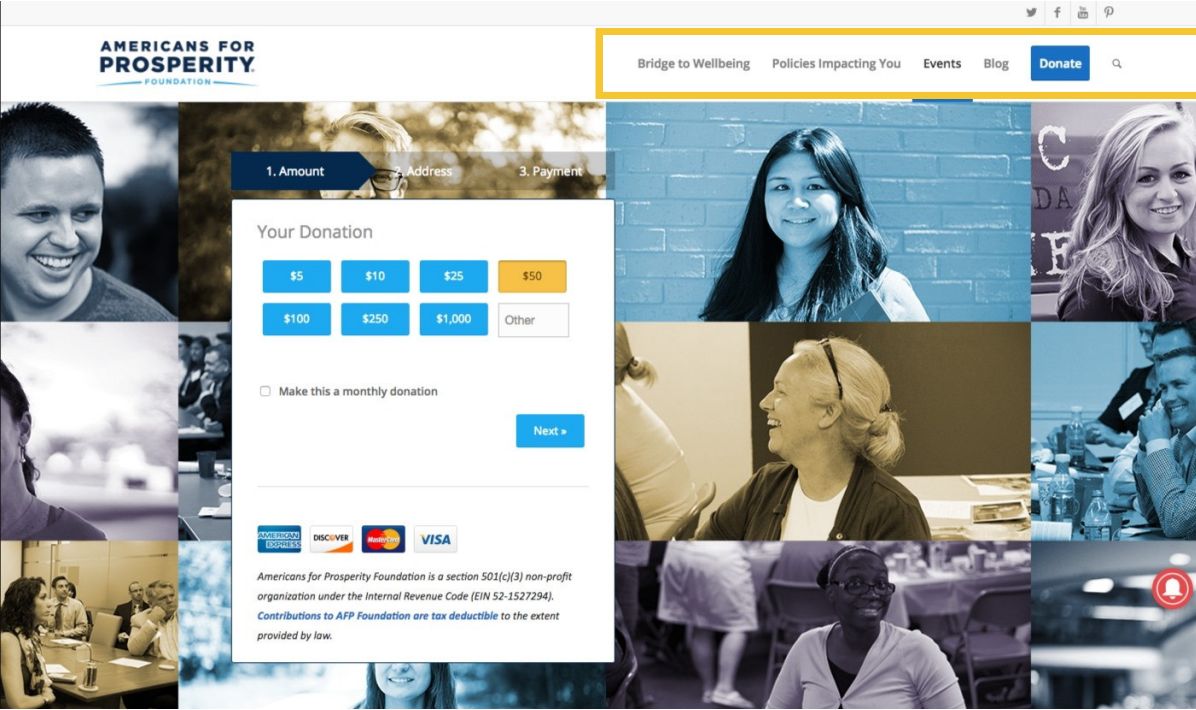
There are too many distractions in the online giving process.

*6 in 10 organizations had a menu, navigation, or other visible links on their donation page that took visitors away from the giving process.*



# With Navigation

# Without Navigation



 **195%**  
In Donor Conversion\*

\* Based on a 86% statistical level of confidence

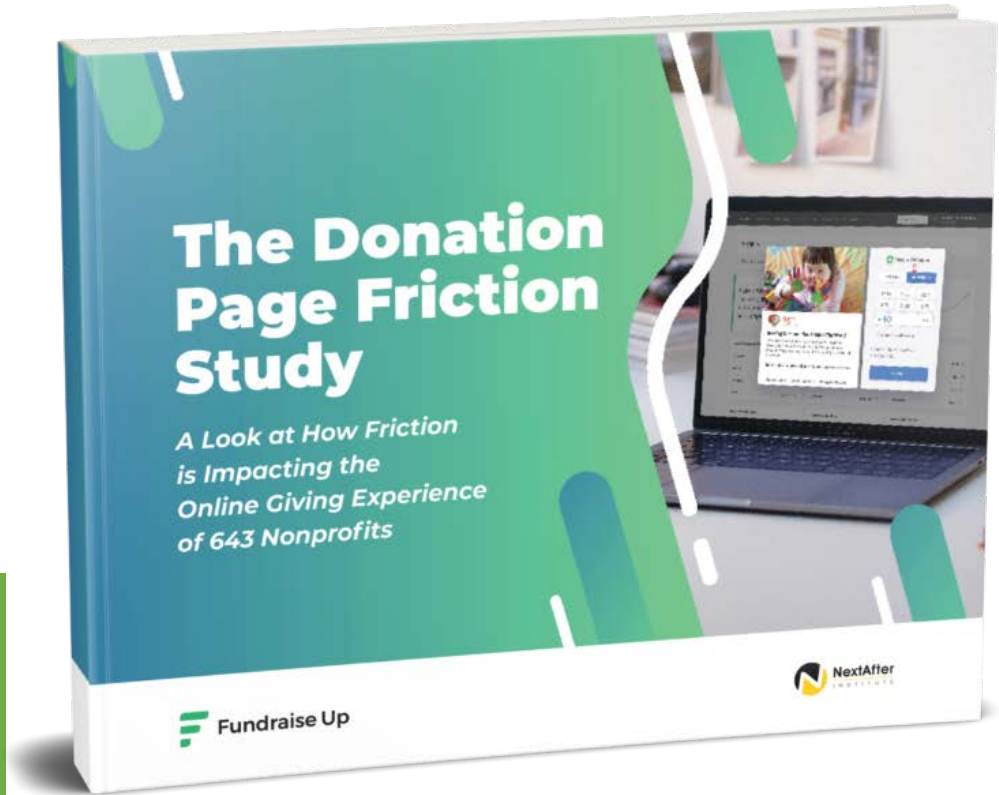






Get your personalized  
donation page friction score.

[donationpagefriction.com/assessment](https://donationpagefriction.com/assessment)



# Multi-Channel Fundraising

Year-End Edition

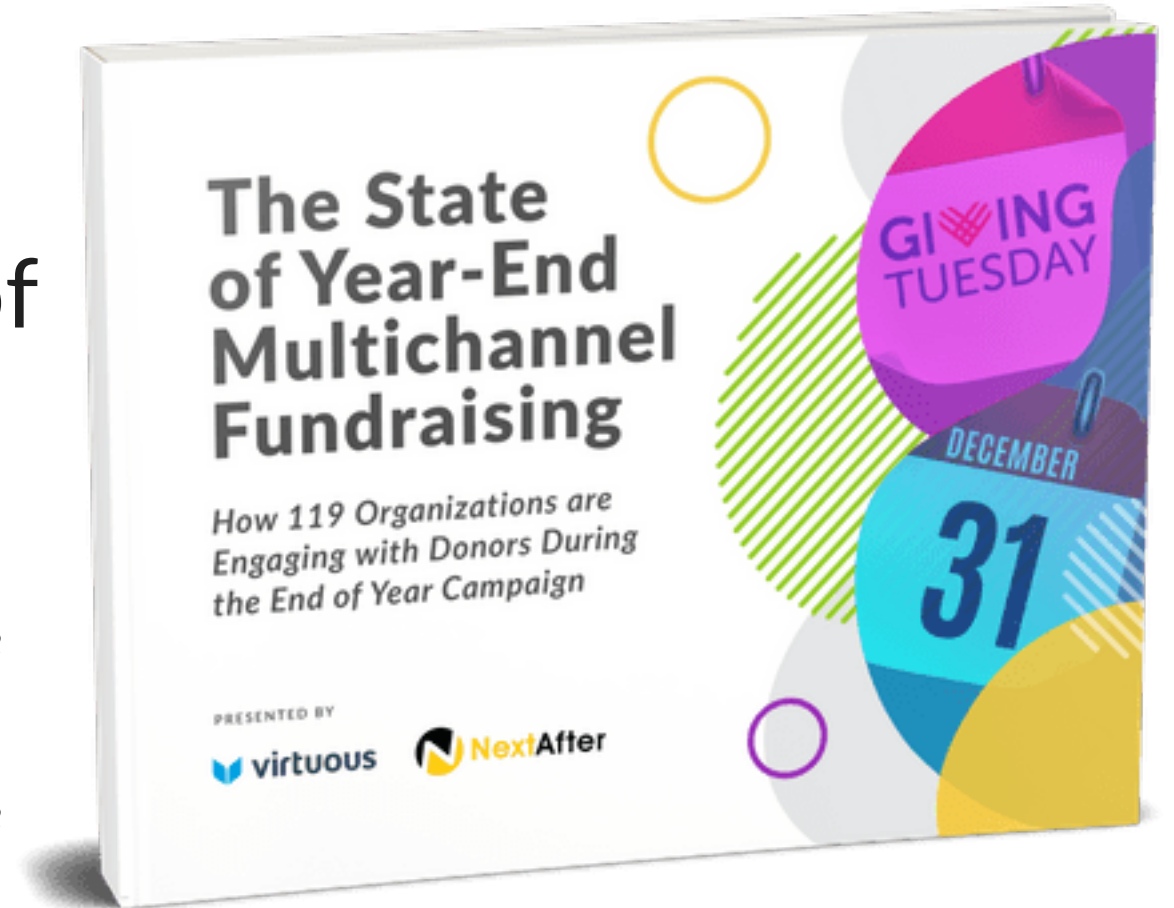


### KEY FINDING #3

There's a significant lack of donor cultivation in both the inbox and mail-box.

*2 out of 5 organizations sent zero cultivation to active online donors during year-end.*

*4 out of 5 organizations sent zero cultivation to active postal donors during year-end.*



# 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 filed a lawsuit against 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 prayer list and 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 Consent Specialist  
[sarahk@adlegal.org](mailto:sarahk@adlegal.org)  
[ADLegal.org](http://ADLegal.org)



# 42%

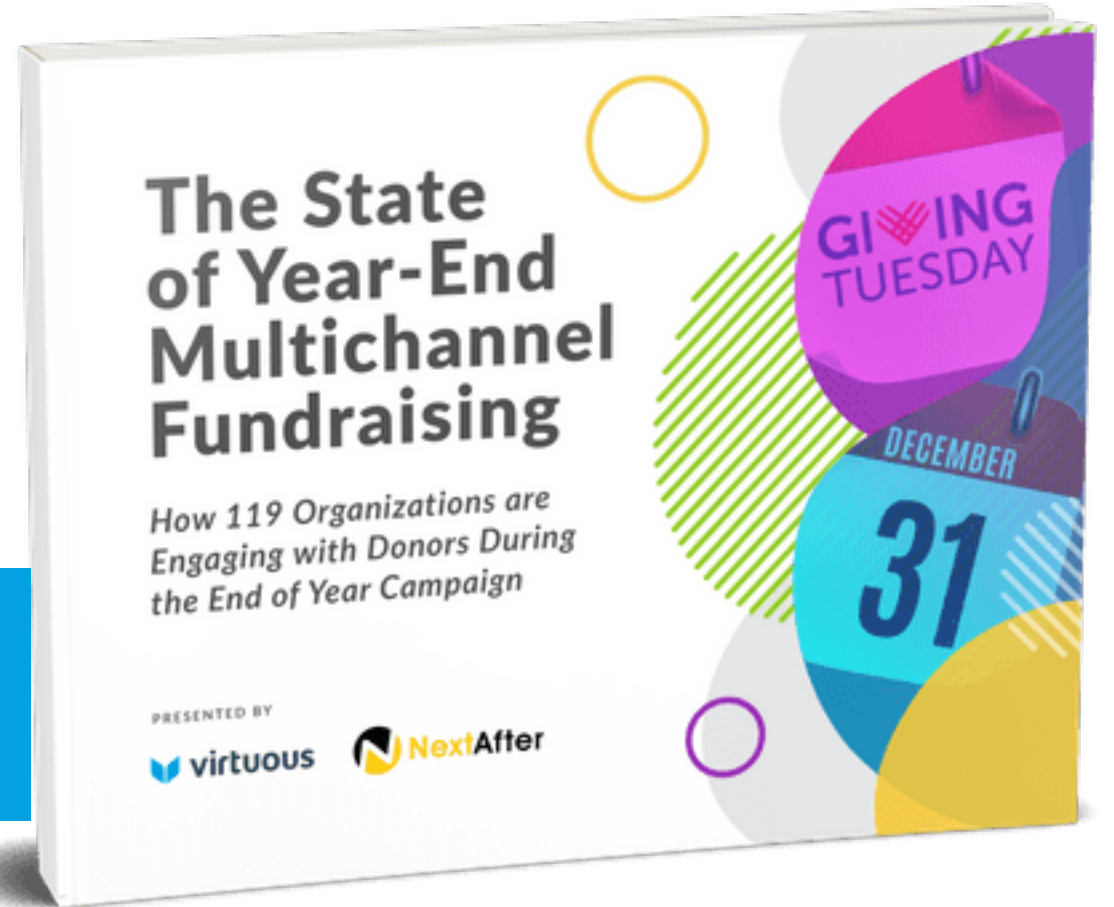
In Online Revenue





Get the full study on year-end multichannel fundraising

[multichannelnonprofit.com/year-end](https://multichannelnonprofit.com/year-end)





**Mystery Donor Studies**



**Testing & Experimentation**

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



# Lightning Round



Mystery or Studies



Testing & Experimentation

# Jeff Giddens

President



How a campaign-specific "unsubscribe interruptor" affected opt-out rate



# Control

# Treatment #1

Hi Kelly,

Remember last month's matching grant from our Board of Directors? Well, I'm thrilled to be able to tell you that this community really stood up for people going through a health journey. Between your support and the matching grant, more than 2,200 donors stepped forward to contribute \$138,000 to help keep patients and family caregivers connected to loved ones.

Here's something awesome: The Wernz Family was even inspired to step forward and offer another \$20,000 match!

I thought of you as soon as I learned about this grant. Because the thing is ... we can't get the additional dollars without your gift. We need your help!

**I'd love to offer you the opportunity to join with this generous family to double any contribution you can make to close out this year.**

Can you help even more CaringBridge authors make it through a health journey by [giving today](#)?

Your gift allows thousands of people to use CaringBridge every day, helps facilitate hundreds of messages sent every minute to thousands of authors. People are able to organize fundraisers and meal trains for their loved ones every day, because you give. And all of that access is free for the authors and visitors, thanks to you.

That's why matching grants like this one, and the support that secures the grants, means so much. I hope you'll help us claim every dollar today.

**Make your gift here—we'll be overjoyed to match it, dollar for dollar.**

Thank you,

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750.Blue.Water.Road.Suite.275.Eagan.MN.55121](http://2750.Blue.Water.Road.Suite.275.Eagan.MN.55121)



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**Make your gift here—we'll be overjoyed to match it, dollar for dollar.**

If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more emails this month?

Thank you,

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750.Blue.Water.Road.Suite.275.Eagan.MN.55121](http://2750.Blue.Water.Road.Suite.275.Eagan.MN.55121)



How the principle of **inclusion** affected donor conversion rate on a match appeal





# Control

Hi Kelly,

If you thought we were done securing matching grants, well, I'm pleased to be able to say that another friend has come forward to offer a \$15,000 matching grant!

Do you have any room in your end-of-year budget to help claim all \$15,000? If so, I hope you'll take advantage of this chance to [magnify your impact with a donation today](#).

The last matching gift comes from Bruce W. Smith and the Kate P. Smith Foundation, whose founders know exactly what it's like to go through a health journey.

Kate Smith spent four years battling appendiceal cancer, and her family used CaringBridge to support her. Out of this journey, Kate's family formed the Kate P. Smith Foundation to support families during their cancer journey.

They know exactly how isolating it can be to walk with a loved one through a health journey, so the foundation supports families coming together by providing financial support and help with household needs.

We're honored to partner with the Kate P. Smith Foundation and Bruce W. Smith. No health journey exists in a vacuum, and we want to be able to connect everyone involved with the emotional support they need to take their next steps.

But all of that relies on you.

[Will you help activate this matching grant today with your gift?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



Because no one should go through a health journey alone.

# Treatment #1

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Do you have any room in your end-of-year budget to help claim all \$15,000? Here's the best part—you don't have to do it by yourself. I'm hoping I can put you on a list of donors who have said "yes." If you're willing to join that list, will you [magnify your impact with a donation today?](#)

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But all of that relies on you.

[Will you join the list of donors who are helping to activate this matching grant with your gift?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



**16%**  
In Donations\*

\* Based on a 61% statistical level of confidence





How including a **story of impact** in a calendar year-end campaign affects donor conversion



# Control

# Treatment #1

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers, quality assurance technicians, business analysts and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through CaringBridge has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

I'm so grateful for this group of donors who has stepped up. [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



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That's why we're so excited to offer you [another opportunity to double your gift](#).

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through."

Just like Courtney's friends were an encouragement to her pursuit of positivity, [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

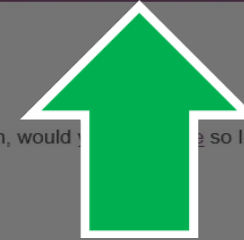
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**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



42%  
In Donations



How giving the donor **autonomy** during a match affects conversion rate



# Control

Hi Kelly,

Today is Giving Tuesday—a day dedicated to giving, rather than receiving.

We receive so much throughout this holiday season, and today I want to encourage you to give generously to help others stay connected through the trial of a health journey.

As you well know, health journeys can be isolating for those going through them. The unknown brings great fear and uncertainty. It's not an easy path.

But that's where a CaringBridge community makes a difference. Through comments of love and encouragement, and support offered through care calendars, meals, flowers and more, you've helped family and friends feel loved and supported, no matter the circumstances.

Today, I'm asking if you would once again consider supporting CaringBridge, the platform that makes it possible. Your generous support has helped push back against fear, isolation, and loneliness by powering CaringBridge to be there for those you love (and for those you've never met), who rely on this platform each day for hope and encouragement.

We realize that we can't ask you to be generous without being generous ourselves. So **if you will make a gift today, our Board of Directors has offered to match your gift, dollar for dollar.**

The matching offer extends to \$100,000 of total giving, **so please give now and our Board will match your gift**—large or small, it makes no difference!

Thank you for supporting CaringBridge today—I'm grateful to be able to count on your support.

**Click this link to donate today and give towards the \$100,000 match in honor of Giving Tuesday.**

Thank you so much,

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | 2750 Blue Water Road, Suite 275, Eagan, MN 55121.



# Treatment #1

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But that's where a CaringBridge community makes a difference. Through comments of love and encouragement, and support offered through care calendars, meals, flowers and more, you've helped family and friends feel loved and supported, no matter the circumstances.

Today, I'm asking if you would consider supporting CaringBridge for the first time. Your words of love have helped push back against fear, isolation, and loneliness for those you love who rely on this platform each day for hope and encouragement.

We realize that we can't ask you to be generous without being generous ourselves. So **if you'd consider giving today, our Board of Directors would love to match your first gift, dollar for dollar.**

The matching offer extends to \$100,000 of total giving, **so please give now to allow our Board to match your first gift**—large or small, it makes no difference!

I'm grateful that you use CaringBridge, and I'd be honored to count you as a supporter for the first time.

**Click this link to donate today and allow our Board of Directors to match your first gift.**

Thank you so much,

**Kelly Espy**  
Fundraising Campaign Manager  
[www.CaringBridge.org](http://www.CaringBridge.org) | 2750 Blue Water Road, Suite 275, Eagan, MN 55121.



**10%**  
In Donations\*

\* Based on a 62% statistical level of confidence



Questions for Jeff?





# Kevin Peters

CTO | Aka “Director of IT”





# The Downgrade Experiment

*We're accepting suggestions for new names*



## "A gift of any amount"

Will you **consider giving a special gift now** to defend your principles and promote freedom and liberty for a generation? When you do, you will ensure America remains free for your children and their children.

**Your special gift by tomorrow at midnight will fund increases in our 7 strategic initiatives. You can produce more future leaders with an appreciation of America's founding principles through a TFAS education and make an impact in 2020 and the decades beyond.**

## "Will you be one of X donors to give \$Y?"

To ensure that this plan is successful, **I'm looking for 50 donors to make a gift of \$10.** Will you consider being one of these heroes who will answer the call and step up to defend their principles and promote freedom and liberty for a generation? When you do, you will ensure America remains free for your children and their children.

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**348%**

In Revenue



# Chart of Standards

Largest Gift Range	Ask	Num Donors
\$1-\$19	\$15	50
\$20-\$29	\$25	50
\$30-\$39	\$35	50
\$40-\$59	\$50	50
\$60-\$99	\$75	25
\$100-\$149	\$125	15
\$150-\$249	\$200	10
\$250-\$499	\$500	5
\$499-\$999	\$750	3
\$999-\$4,999	\$2,500	2
\$5000+	\$5,000	1





## Constituent Dashboard

Visualize constituent data in easy-to-understand graphs and charts that present their interests, wealth, philanthropic priorities, demographic info, and the channels that best engage them.

[See It](#)



## Opportunity Segments

Identify opportunities for **upgrade**, sustainer, and lapse risk while reviewing suggested strategies for taking action.

[See It](#)



## Giving Dashboard

Quickly and easily access key giving metrics. Drill down on any donor level in seconds to learn where performance is strong or needs attention.

[See It](#)



## Prospect ID

Screen for wealth, receive detailed information about the causes donors care about, and communicate with upgrade candidates. Easy segmentation tools help customize messages and improve engagement.

[See It](#)



## Mid/Major Dashboard

Leverage high-level visualizations and analytics of your mid/major gift programs, allowing you to create prospect segments & track gift officers' performance – all scalable to different programs.

[See It](#)

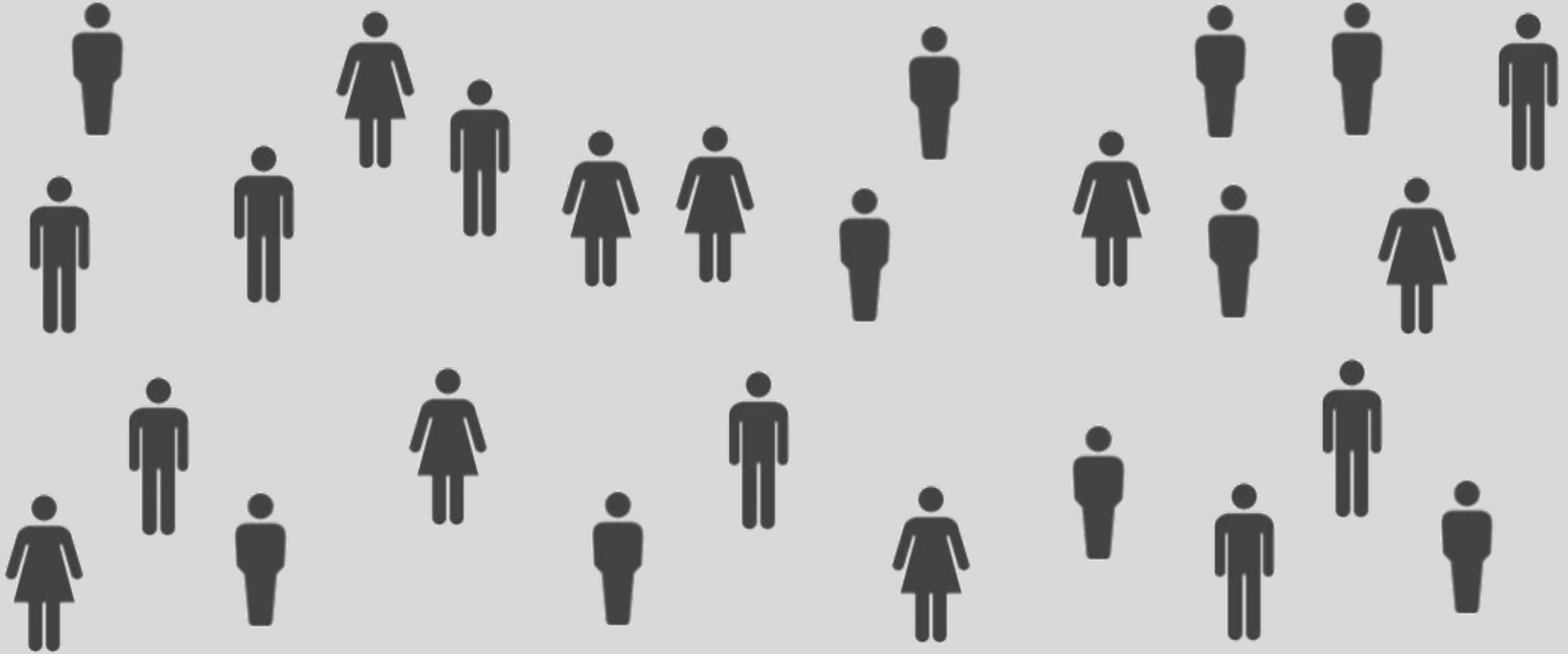


## Profiles

Quickly compare a summary of your overall donor profile against a specific donor segment to understand how that group aligns with or diverges from your average donor.

[See It](#)

# Recent Donors





# Recent Donors

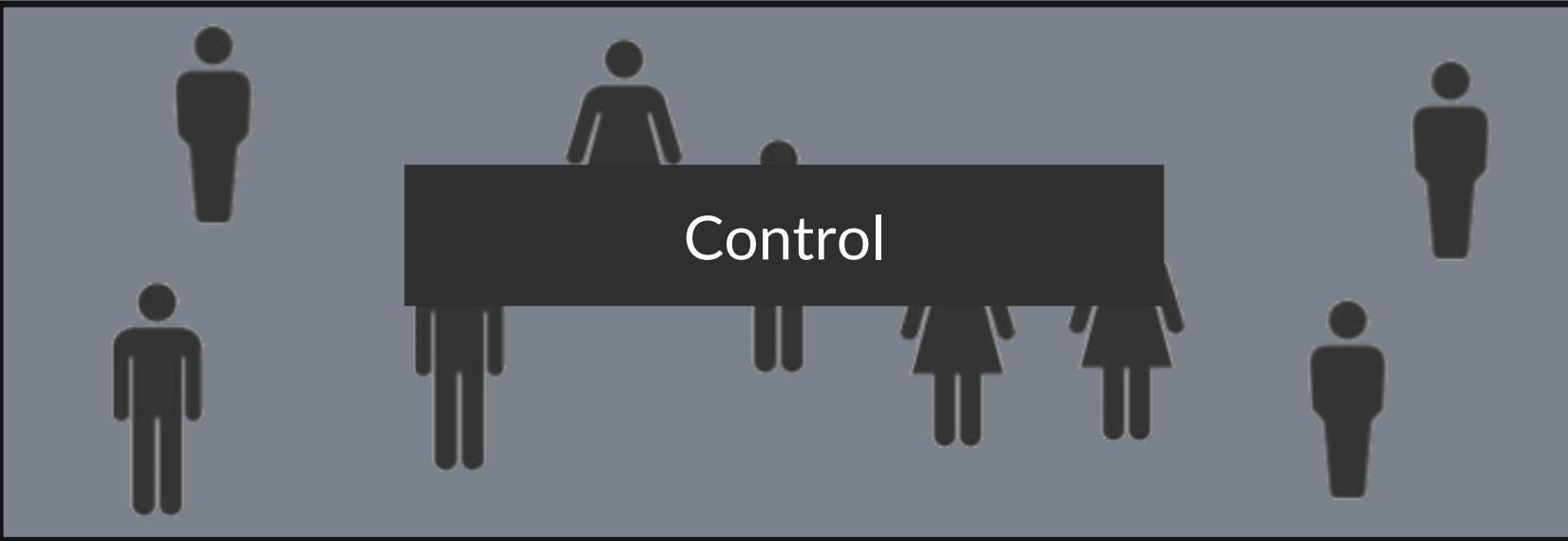


Not Likely to Upgrade

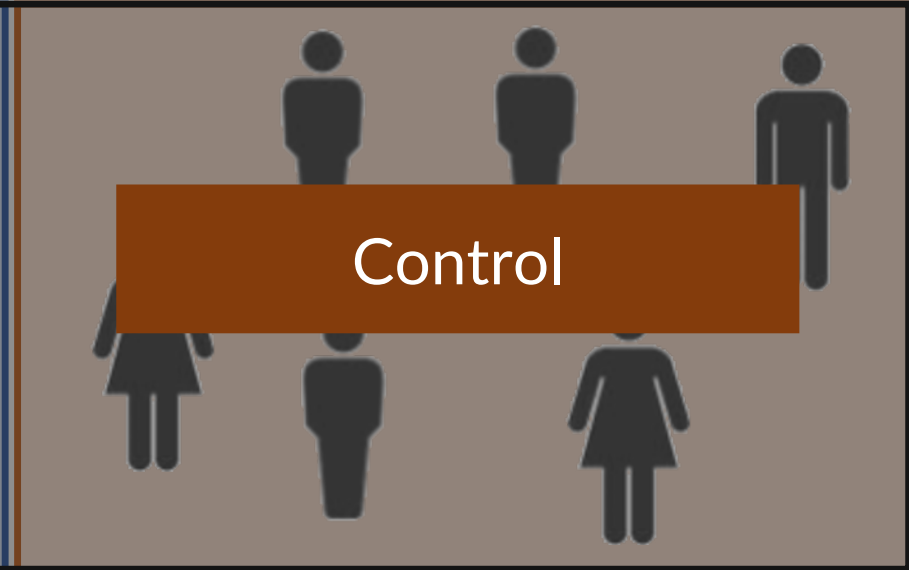


Likely to Upgrade

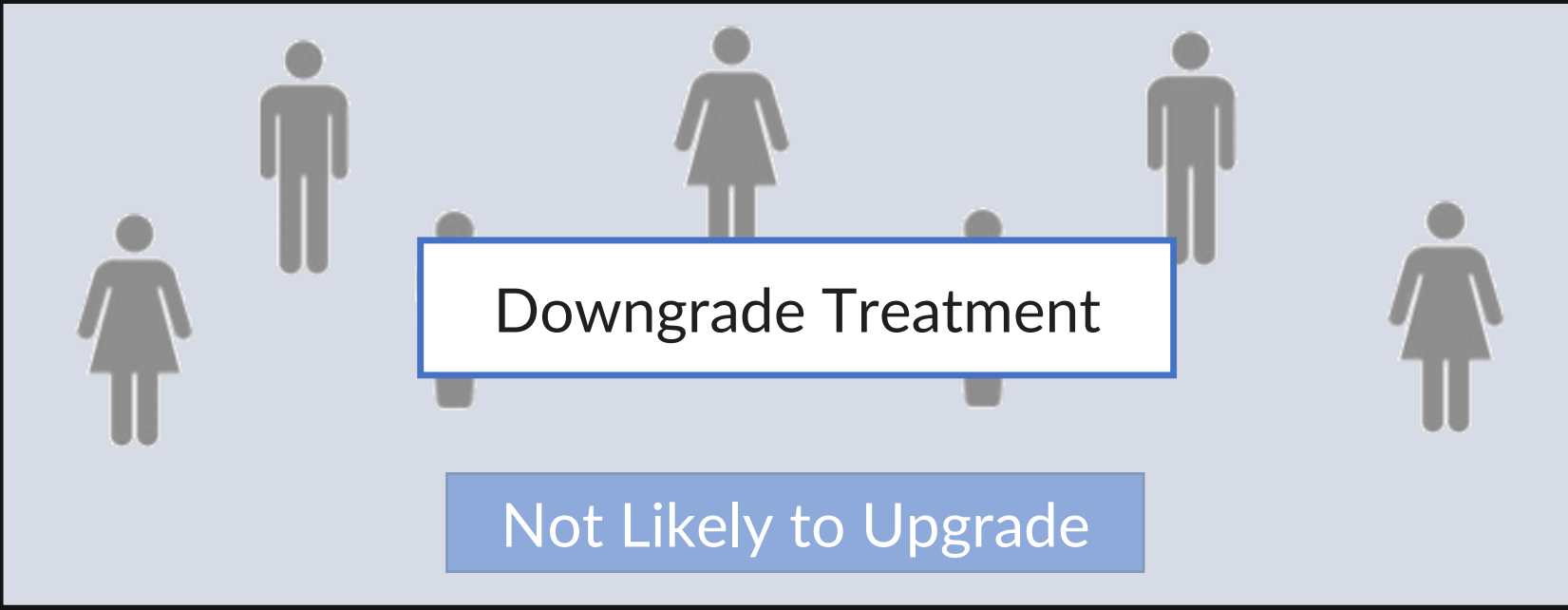
# Recent Donors

A dark grey rectangular panel containing several black silhouettes of people. A central black horizontal bar with the word "Control" in white text is positioned over the silhouettes.

Control

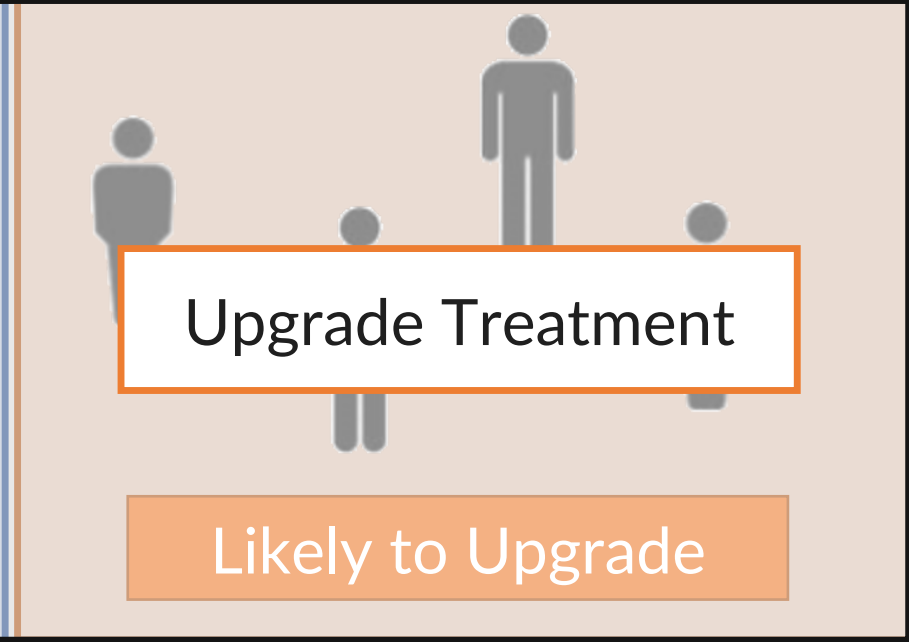
A brown rectangular panel containing several black silhouettes of people. A central brown horizontal bar with the word "Control" in white text is positioned over the silhouettes.

Control

A light blue rectangular panel containing several grey silhouettes of people. A central white horizontal bar with a blue border and the text "Downgrade Treatment" is positioned over the silhouettes. Below this bar is a blue horizontal bar with the text "Not Likely to Upgrade".

Downgrade Treatment

Not Likely to Upgrade

A light orange rectangular panel containing several grey silhouettes of people. A central white horizontal bar with an orange border and the text "Upgrade Treatment" is positioned over the silhouettes. Below this bar is an orange horizontal bar with the text "Likely to Upgrade".

Upgrade Treatment

Likely to Upgrade

# Charts of Standards

Control

Largest Gift Range	Ask	Num Donors
\$1-\$19	\$15	50
\$20-\$29	\$25	50
\$30-\$39	\$35	50
\$40-\$59	\$50	50
\$60-\$99	\$75	25
\$100-\$149	\$125	15
\$150-\$249	\$200	10
\$250-\$499	\$500	5
\$499-\$999	\$750	3

Downgrade Chart

Largest Gift Range	Ask	Num Donors
\$1-\$19	\$5	50
\$20-\$29	\$15	50
\$30-\$39	\$25	50
\$40-\$59	\$35	50
\$60-\$99	\$50	25
\$100-\$149	\$75	15
\$150-\$250	\$125	10
\$250-\$499	\$200	5
\$499-\$999	\$500	3

Upgrade Chart

Largest Gift Range	Ask	Num Donors
\$1-\$19	\$25	50
\$20-\$29	\$35	50
\$30-\$39	\$50	50
\$40-\$59	\$75	25
\$60-\$99	\$125	15
\$100-\$149	\$200	10
\$150-\$250	\$300	5
\$250-\$499	\$750	5
\$499-\$999	\$1,250	3



# Variations

## Standard Language

**Specifically I'm looking for 50 people right now, who have supported KCBI in the past, to step forward and make a gift of \$50. Your gift will provide the resources we need to bring God's word to you and thousands of other listeners.**

## Downgrade Language

**Specifically I'm looking for 10 people right now, who have supported KCBI in the past, to step forward and make a gift of \$125.** I know that you have generously given \$200 to us in the past. With all of the uncertainty in the world, we're not asking for that same level of support. Your gift, when combined with the other supporters, will provide the resources we need to bring God's word to you and thousands of other listeners.

## Upgrade Language

**Specifically I'm looking for 5 people right now, who have supported KCBI in the past, to step forward and make a gift of \$300.** I know that this is more than you have given in the past but your generous gift will provide the resources we need to bring God's word to you and thousands of other listeners.



## Standard Language

**Specifically I'm looking for 50 people right now, who have supported KCBI in the past, to step forward and make a gift of \$50. Your gift will provide the resources we need to bring God's word to you and thousands of other listeners.**

## Upgrade Language

**Specifically I'm looking for 5 people right now, who have supported KCBI in the past, to step forward and make a gift of \$300.** I know that this is more than you have given in the past but your generous gift will provide the resources we need to bring God's word to you and thousands of other listeners.



**8%**

In Revenue\*



## Standard Language

**Specifically I'm looking for 50 people right now, who have supported KCBI in the past, to step forward and make a gift of \$50. Your gift will provide the resources we need to bring God's word to you and thousands of other listeners.**

## Downgrade Language

**Specifically I'm looking for 10 people right now, who have supported KCBI in the past, to step forward and make a gift of \$125.** I know that you have generously given \$200 to us in the past. With all of the uncertainty in the world, we're not asking for that same level of support. Your gift, when combined with the other supporters, will provide the resources we need to bring God's word to you and thousands of other listeners.



**31%**  
In Revenue\*







# Save The Date

---

## GIVING TUESDAY

November 30, 2021

# The Adventurous Organizations



? Mystery Client



## Standard Language

I KNOW you believe this too.

That is why I'd like to ask if you'd consider being one of the << Test Increase >> donors, who have supported KCBI in the past, to make a gift of << Test Suggested Amount >> right now.

<< Test First Name >>, your gift will ensure that KCBI can remain on-air and continue to bring biblical truth so that those who have yet to experience the hope of Jesus and the truth of the Bible, will.

If this is something you can do, here is a link where you can make your gift:  
[www.kcbi.org/eoy21-email/](http://www.kcbi.org/eoy21-email/)

## Downgrade Language

I KNOW you believe this too.

You have generously given \$<< Test Largest Gift Amount >> in the past. With all of the uncertainty in the world, we're not asking for that same level of support. Instead, your gift of << Test Suggested Amount >> today, when combined with << Test Increase >> other supporters will provide the resources we need right now.

<< Test First Name >>, when you give << Test Suggested Amount >>, you will ensure that KCBI can remain on-air and continue to bring biblical truth so that those who have yet to experience the hope of Jesus and the truth of the Bible, will.

If this is something you can do, here is a link where you can make your gift:  
[www.kcbi.org/eoy21-email/](http://www.kcbi.org/eoy21-email/)



# 194%

In Revenue



# Standard Language

Because today is Giving Tuesday, our goal is to raise \$50,000 by midnight tonight to step up and defend American values and freedoms.

Since you're a conservative who shares our True North principles, are you willing to make a special Giving Tuesday gift to help us reach our goal?

If so, here's a link where you can make your gift now: <https://secured.heritage.org/giving-tuesday/>

# Downgrade Language

Because today is Giving Tuesday, our goal is to raise \$ 50,000 by midnight tonight to step up and defend American values and freedoms.

Since you're a conservative who shares our True North principles, are you willing to make a special Giving Tuesday gift of \$ to help us reach our goal?

I know that you have generously given to us in the past. With all of the uncertainty in the world, we're not asking for the level of support

Here's a link where you can make your gift now: <https://secured.heritage.org/giving-tuesday/>



34%

In Revenue



# The Results



\* 89% LoC.

\*\* 5% LoC



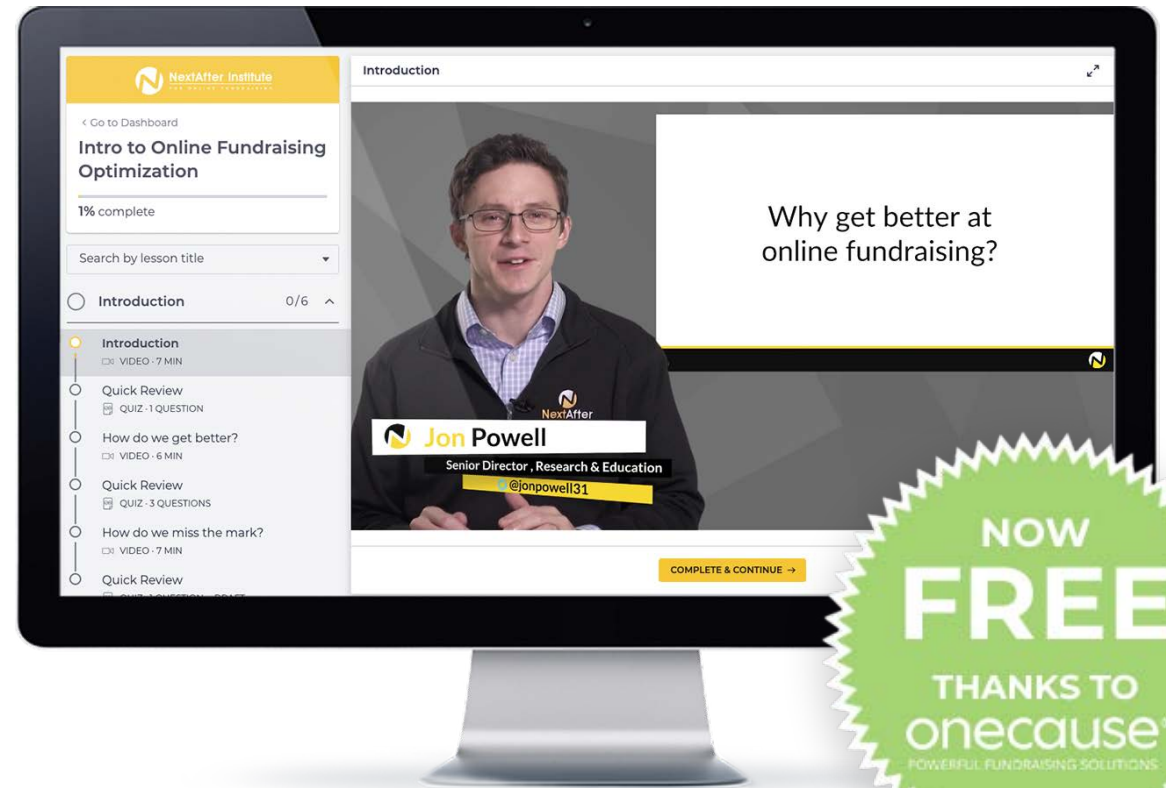
Questions for Kevin?





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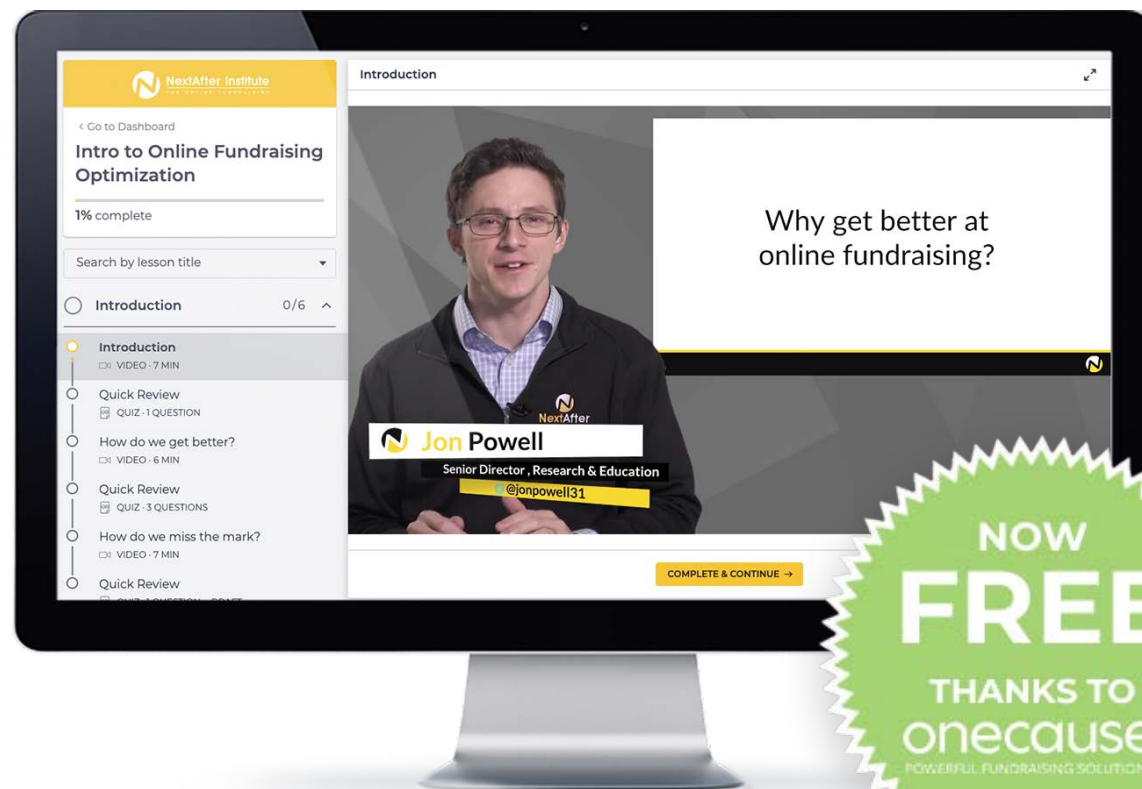


## Here's what you'll learn

- Foundations of online fundraising optimization
- Acquire new email subscribers
- Get more donations from your email appeals
- Increase conversion on your donation page
- Discover the power of A/B testing

# Introduction

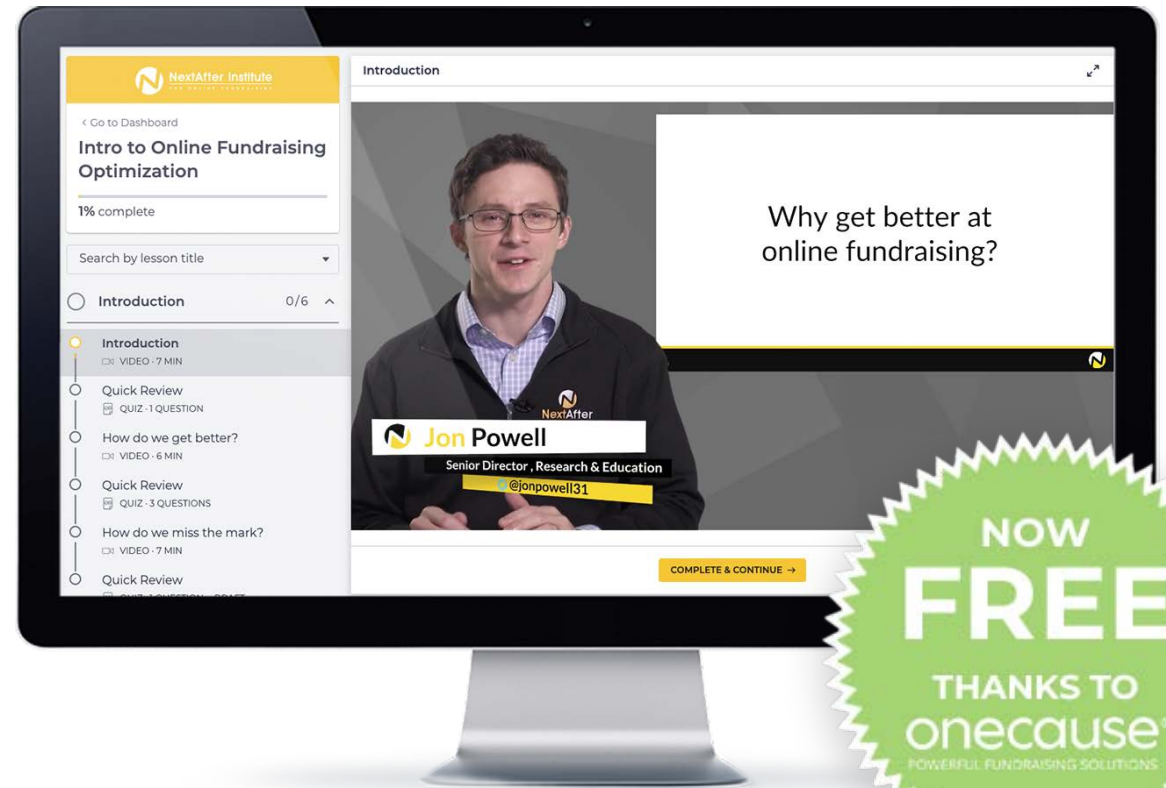
## /intro-course



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