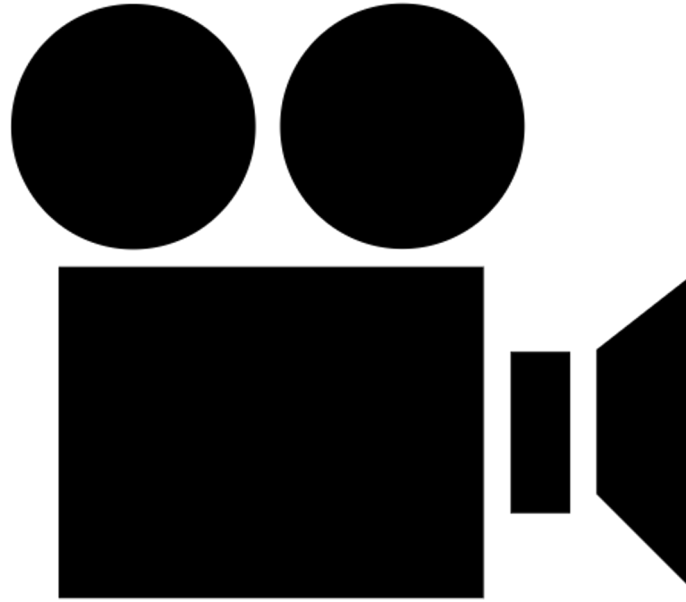


THE HIGHER ED ONLINE FUNDRAISING SCORECARD

FREE WEBINAR

Starting at 1pm central

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.

A Few Quick things...

Use the Chat window to ask a question or drop in a comment.

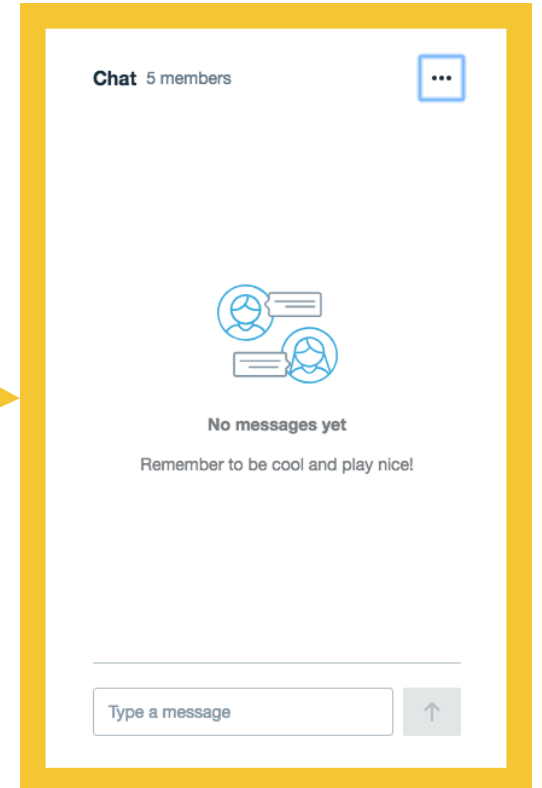
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



NONPROFIT
INNOVATION + OPTIMIZATION

20

NIO SUMMIT

20

Virtual Philanthropy

09.30.20 - 10.01.20

2 days
16+ Speakers
Learning Labs
Virtual Networking
September 30th & October 1st

Speakers and Topics



Dan Pallotta

Philanthropist,
Author, & Iconic TED
Talk Speaker



Jen Shang

World's First PHD in
Philanthropy



Reggie Rivers

Former Denver
Bronco & Gala Team
Founder



Brian Miller

TED Talk Veteran &
Accomplished
Magician

NONPROFIT
INNOVATION + OPTIMIZATION

20

NIO SUMMIT

20

Virtual Philanthropy

09.30.20 - 10.01.20

GET YOUR
FREE TICKET!

niosummit.com

Today's Speaker

Brady Josephson

Managing Director, NextAfter Institute

 @bradyjosephson

 /bradyjosephson

brady@nextafter.com

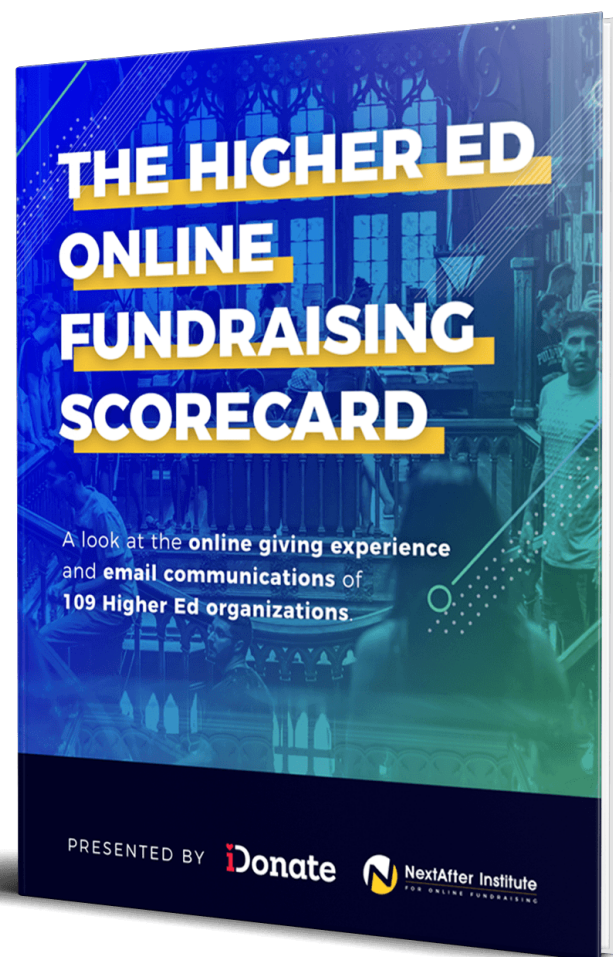


Today

- NextAfter, Approach, & Methodology
- 1 Key Finding & 4 Opportunities to Improve the Online Giving Experience
- What About Email?
- A Word from Our Sponsor
- Questions

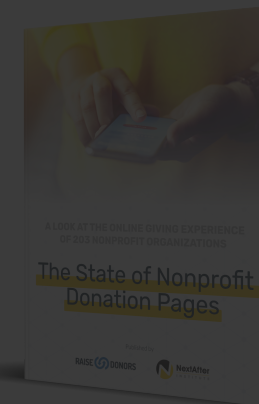
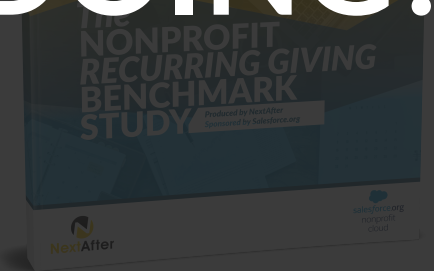
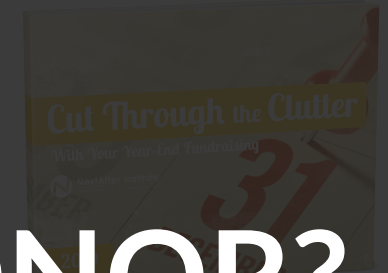
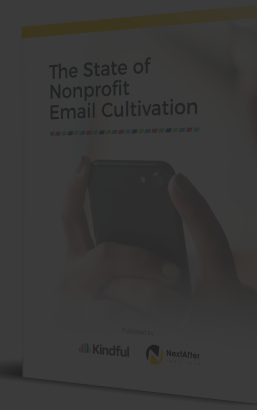
higheredonlinefundraising.com



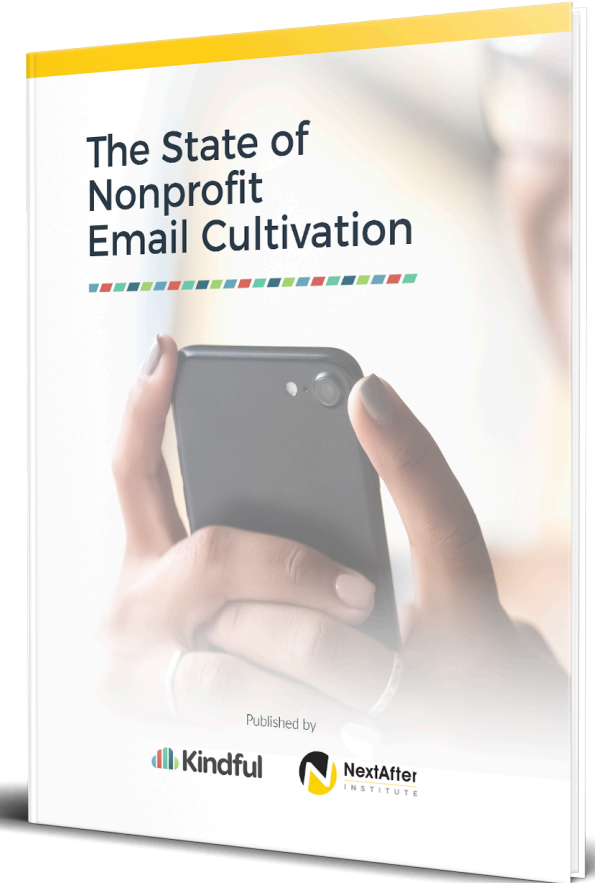
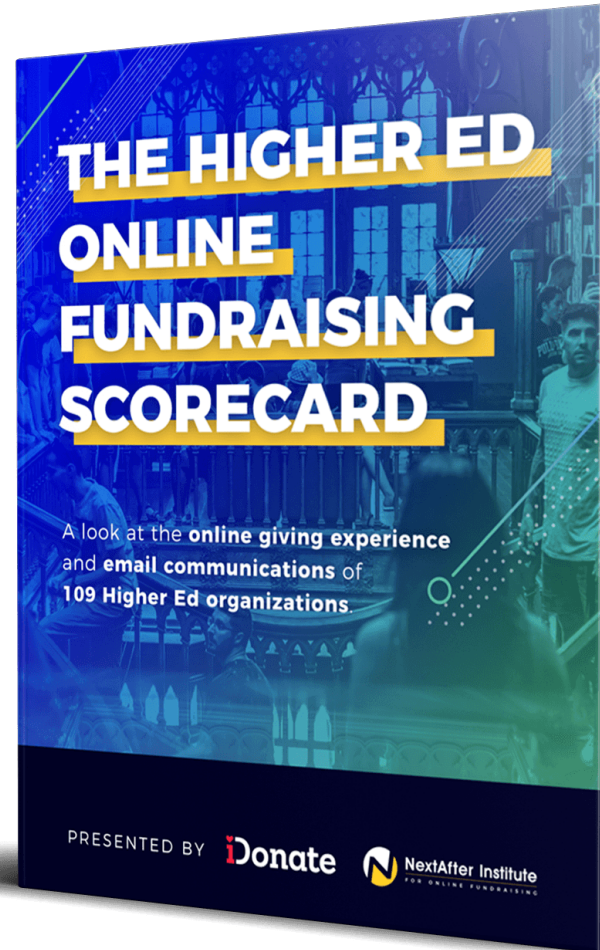
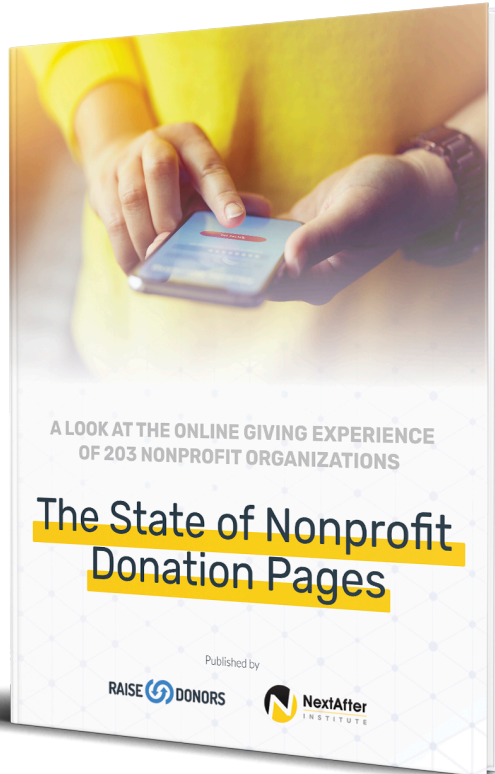


109 HIGHER ED ORGANIZATIONS.
MADE \$20 DONATIONS.
ANALYZED 223 EMAILS.

WHAT IS IT LIKE TO BE A DONOR? WHAT ARE ORGANIZATIONS DOING?



Compare, Contrast, and Context



APPLIED RESEARCH
NEXTAFTER.COM/RESEARCH/EXPLORE

Shares



How visually emphasizing a gift amount on a primary donation page impacts revenue

Experiment ID: #16415

The Missionary Oblates of Mary Immaculate

The Missionary Oblates of Mary Immaculate are a Roman Catholic congregation of priests and brothers founded after the French Revolution by St. Eugene De Mazenod to work among the poor. Today there are nearly 4,000 missionaries working in more than 60 countries around the world.

Experiment Summary

Timeframe: 4/16/2019 - 6/14/2019

Significant testing had been done on the Missionary Oblates primary donation page in an effort to increase donor conversion. Because of the low conversion rate from this page, we weren't able to validate these experiments or help improve conversion on the page. Because of this, we hypothesized testing an element on the page that might impact overall revenue and average gift. For this experiment we tested visually emphasizing a larger gift amount than what we knew was the average gift on this page. To do this, we put the higher suggested gift amount in the middle of the gift arrays, put a box around it and noted that gift amount to be the "most popular".

Research Question

Can we increase average gift and overall revenue by visually emphasizing a specific gift amount?

Design

[illegible]

Results

| Treatment Name | | Revenue per Visitor | Relative Difference | Confidence | Average Gift |
|----------------|---------|---------------------|---------------------|------------|--------------|
| C: | Control | \$10.85 | | | \$26.90 |

APPLIED RESEARCH
NEXTAFTER.COM/RESEARCH/EXPLORE

Design

[illegible]

Results

| Treatment Name | Revenue per Visitor | Relative Difference | Confidence | Average Gift |
|---|---------------------|---------------------|------------|--------------|
| C: Control | \$10.85 | | | \$26.90 |
| T1: Most Popular Option | \$13.43 | 23.8% | 97.4% | \$30.90 |

This experiment was validated using 3rd party testing tools. Based upon those calculations, a significant level of confidence was met so these experiment results are valid.

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift). This experiment produced the following results:



Key Learnings

We were able to increase overall revenue from the primary donation page by 24%. By visually emphasizing the gift and noting it as the “most popular,” we eliminated some of the decision process friction in making a gift and increased the average gift on the page. Additionally, we saw an even stronger increase in revenue (44%) for people on mobile devices. This learning has a significant impact on revenue for the organization.

Share this research with a colleague

Our mission is to help elevate the field of fundraising by openly sharing our research and inspiring a wider community of testing and optimization. If you have found our research to be helpful, insightful, or even just interesting—[please share it with a fellow fundraiser](#).

Your Name _____

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

CONTROL

Your Donation

Billing Information

First Name Last Name

Email Address

Country

Address

City State / Province

Zip / Postal Code

Phone (Optional)

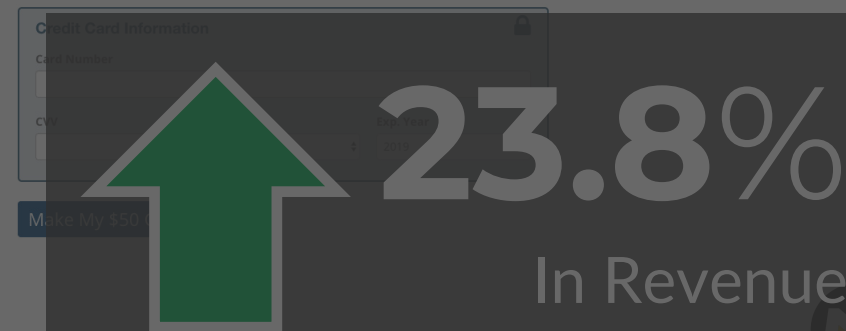
Credit Card Information

Card Number

CVV Exp. Month Exp. Year

Make My \$50 Gift

AND A 44% INCREASE FOR PEOPLE ON
MOBILE DEVICES.



APPLIED RESEARCH NEXTAFTER.COM/RESEARCH/EXPLORE

WHAT DO PEOPLE DO. NOT JUST WHAT PEOPLE SAY.

Design

C- Control

The screenshot shows a donation page with a header image of a group of people. Below the image is a text block followed by a 'Donate' button. The page layout is clean and professional, with a focus on the donation button.

T1- Most Popular Option

The screenshot shows a donation page with a header image of a group of people. Below the image is a text block followed by a 'Donate' button. The page layout is clean and professional, with a focus on the donation button.

Results

| Treatment | Control | Revenue per Visitor | Conversion Rate | Average Gift |
|-------------------------|---------|---------------------|-----------------|--------------|
| Control | | \$10.85 | 2.4% | \$26.90 |
| T1- Most Popular Option | | \$13.45 | 4.4% | \$30.90 |

This experiment was validated using 3rd party testing tools. Based upon those calculations, a significant level of confidence was met so these experiment results are valid.

Flux Metrics Affected

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Your Name

WHERE DO ALL THESE
EXPERIMENTS COME FROM?



FREE, OPEN SOURCE TESTING & TRACKING TOOL

WINSTONKNOWS.COM



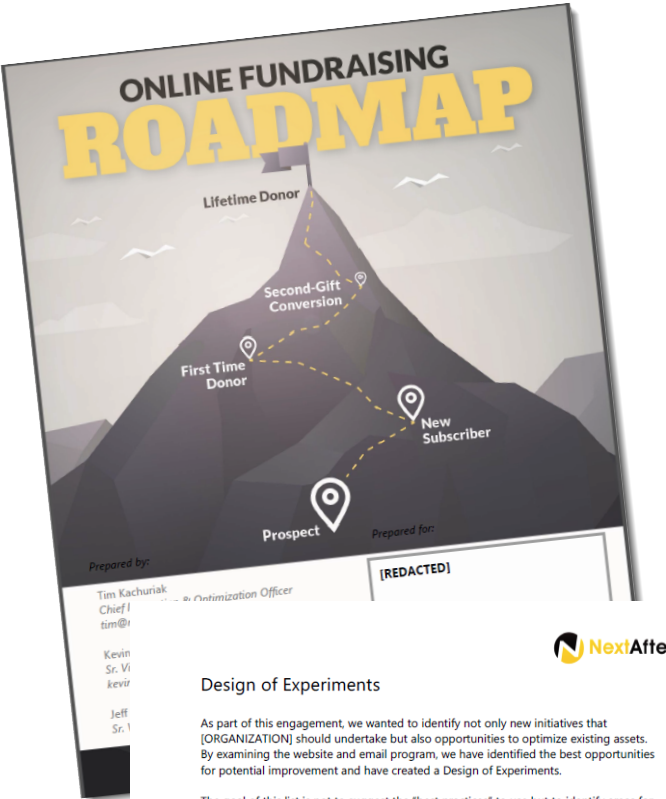
A DIGITAL FUNDRAISING CONSULTANTCY

[NEXTAFTER.COM/WORK-WITH-US](https://nextafter.com/work-with-us)



A DIGITAL FUNDRAISING CONSULTANTCY

NEXTAFTER.COM/WORK-WITH-US



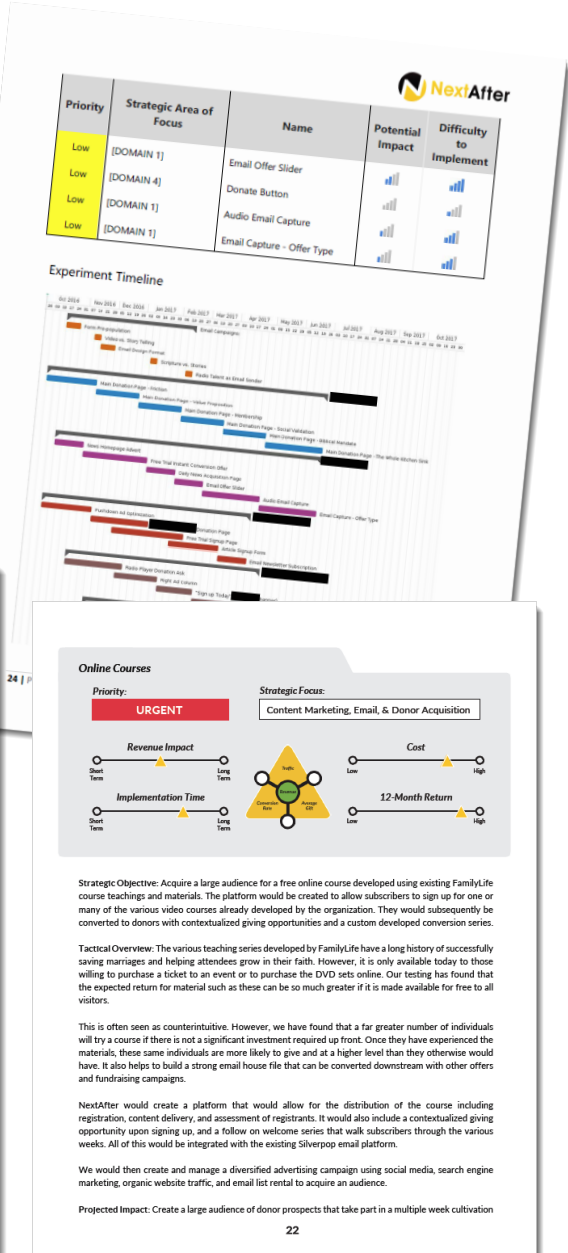
Design of Experiments

As part of this engagement, we wanted to identify not only new initiatives that [ORGANIZATION] should undertake but also opportunities to optimize existing assets. By examining the website and email program, we have identified the best opportunities for potential improvement and have created a Design of Experiments.

The goal of this list is not to suggest the “best practices” to use but to identify areas for testing that could produce significant impact. These are grouped by areas of focus and are prioritized by both their level of difficulty and potential impact.

Experiment Summaries

| Priority | Strategic Area of Focus | Name | Potential Impact | Difficulty to Implement |
|----------|-------------------------|--|------------------|-------------------------|
| High | Email Campaigns | Form Pre-population | High | Low |
| High | [DOMAIN 3] | Main Donation Page – Minimize Friction | High | High |
| High | [DOMAIN 3] | Main Donation Page – Value Proposition | High | High |
| High | Email Campaigns | Video vs. Story Telling | High | Low |
| High | [DOMAIN 4] | Radio Player Donation Ask | High | Low |
| High | [DOMAIN 5] | Pop-up Email Offer – Value Proposition | High | High |
| High | [DOMAIN 5] | Gospel Donation Page Radical Redesign | High | High |
| High | [DOMAIN 5] | Email Offer Placement | High | High |
| High | [DOMAIN 2] | Pushdown Ad Optimization | High | High |
| High | [DOMAIN 1] | News Homepage Advert | High | High |



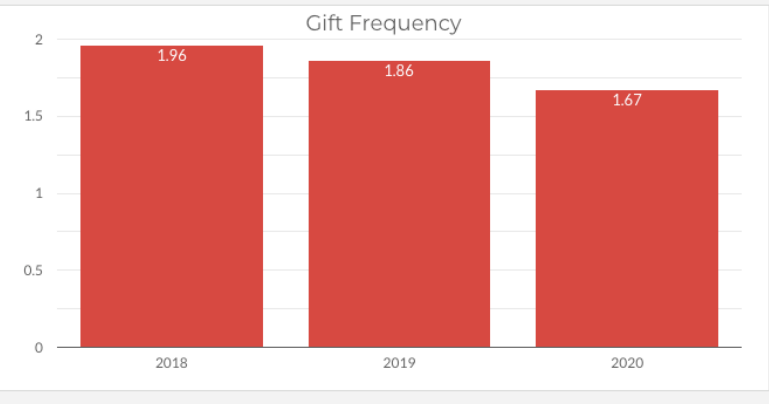
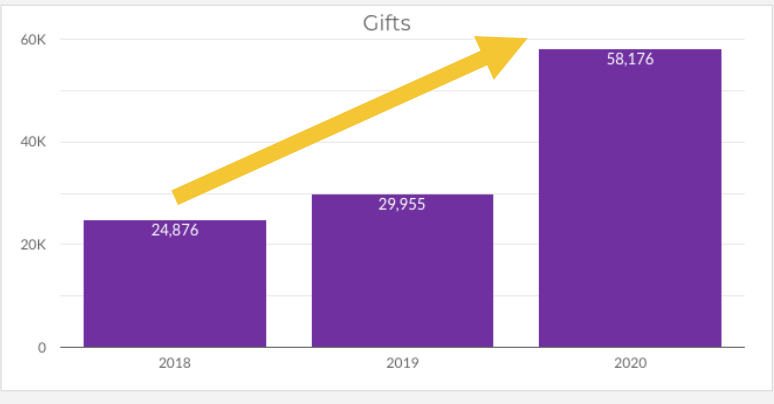
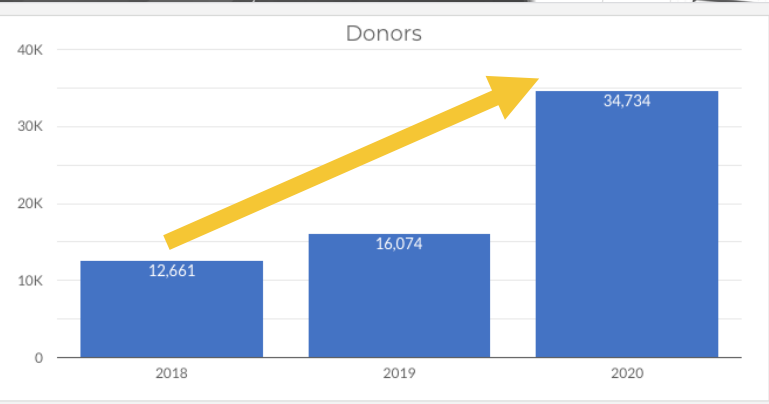
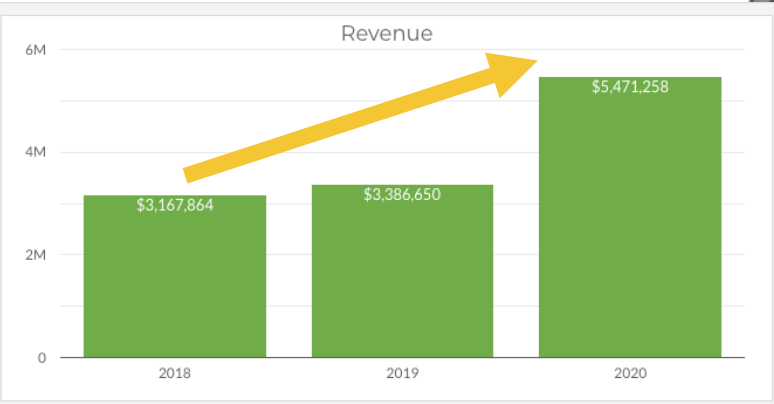


kevin 8:32 AM

We're presenting to [redacted] (and all of their other vendors) today after finishing up their fiscal 2020. For those that don't know, [redacted] is one of our oldest clients and they are definitely our largest client in terms of billings. After running the numbers, we learned that we have officially increased their online revenue by more than 11x in the 5+ years we've been working with them. We took them from \$800K in FY2015 up to \$9.5M this last fiscal year.

🔥 4 ❤️ 2 🍷 5 💰 2 📄 1 😊

A DIGITAL
FUNDRAISING
CONSUMER
NEXTAFTER.COM



Strategic Focus: Content Marketing, Email, & Donor Acquisition

ue Impact: Long Term (High) / Short Term (Low)

Cost: Long Term (Low) / Short Term (High)

12-Month Return: Long Term (High) / Short Term (Low)

Acquire a large audience for a free online course developed using existing FamilyLife materials. The platform would be created to allow subscribers to sign up for one or more video courses already developed by the organization. They would subsequently be able to purchase the course materials for a fee. The platform would be designed to be used with contextualized giving opportunities and a custom developed conversion series.

The various teaching series developed by FamilyLife have a long history of successfully helping attendees grow in their faith. However, it is only available today to those who purchase a ticket to an event or to purchase the DVD sets online. Our testing has found that the response for material such as these can be so much greater if it is made available for free to all.

is counterintuitive. However, we have found that a far greater number of individuals here is not a significant investment required up front. Once they have experienced the material, individuals are more likely to give and at a higher level than they otherwise would to build a strong email house file that can be converted downstream with other offers and campaigns.

create a platform that would allow for the distribution of the course including it delivery, and assessment of registrants. It would also include a contextualized giving series, and a follow up welcome series that walk subscribers through the various offerings and would be integrated with the existing Silverpop email platform.

ate and manage a diversified advertising campaign using social media, search engine website traffic, and email list rental to acquire an audience.

Create a large audience of donor prospects that take part in a multiple week cultivation

22

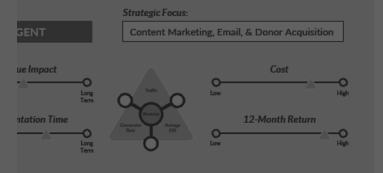
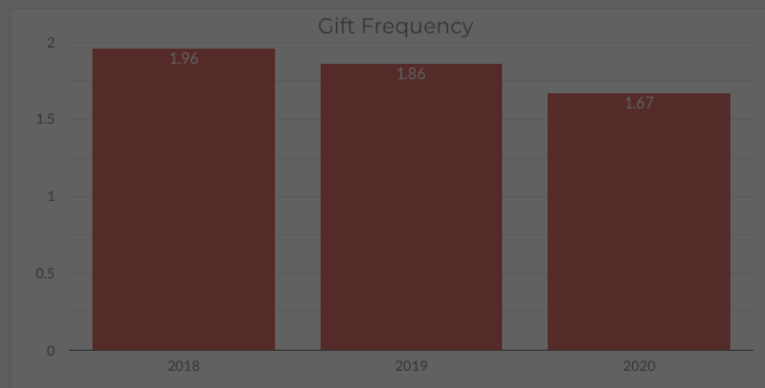
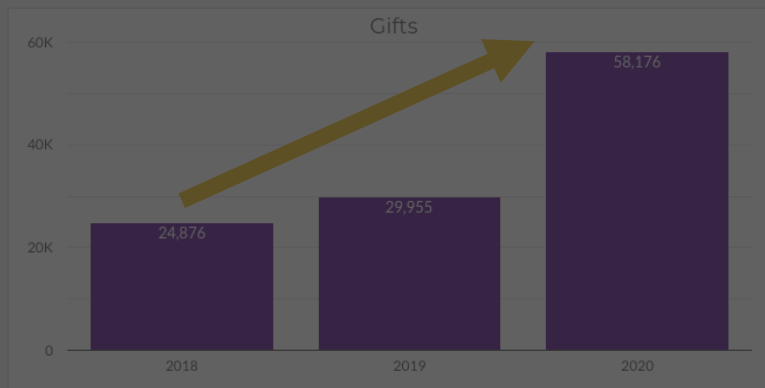
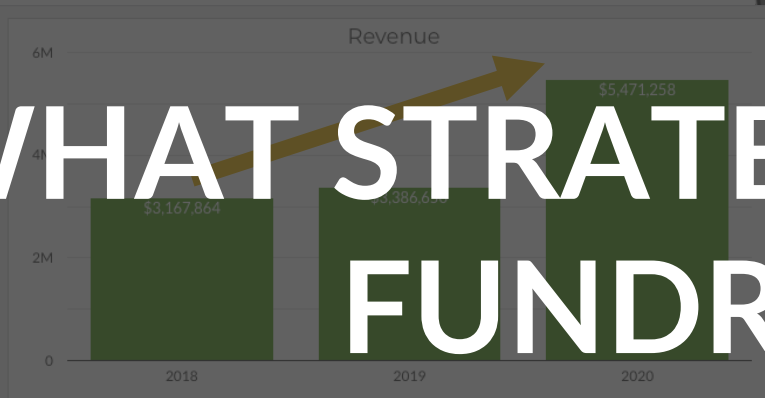


kevin 8:32 AM

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🔥 4 ❤️ 2 😊 5 💰 2 📄 1 😊

WHAT STRATEGIES WORK IN FUNDRAISING.



Acquire a large audience for a free online course developed using existing FamilyLife video materials. The platform would be created to allow subscribers to sign up for one or more video courses already developed by the organization. They would subsequently be presented with contextualized giving opportunities and a custom developed conversion series.

The various teaching series developed by FamilyLife have a long history of successfully helping attendees grow in their faith. However, it is only available today to those who purchase a ticket to an event or to purchase the DVD sets online. Our testing has found that a free material such as these can be so much greater if it is made available for free to all.

It is counterintuitive. However, we have found that a far greater number of individuals here is not a significant investment required up front. Once they have experienced the new individuals are more likely to give and at a higher level than they otherwise would to build a strong email house file that can be converted downstream with other offers and campaigns.

Create a platform that would allow for the distribution of the course including its delivery, and assessment of registrants. It would also include a contextualized giving sign up, and a follow on welcome series that walk subscribers through the various offers that could be integrated with the existing Silverpop email platform.

Launch and manage a diversified advertising campaign using social media, search engine website traffic, and email list rental to acquire an audience.

Create a large audience of donor prospects that take part in a multiple week cultivation





**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

OUR MISSION

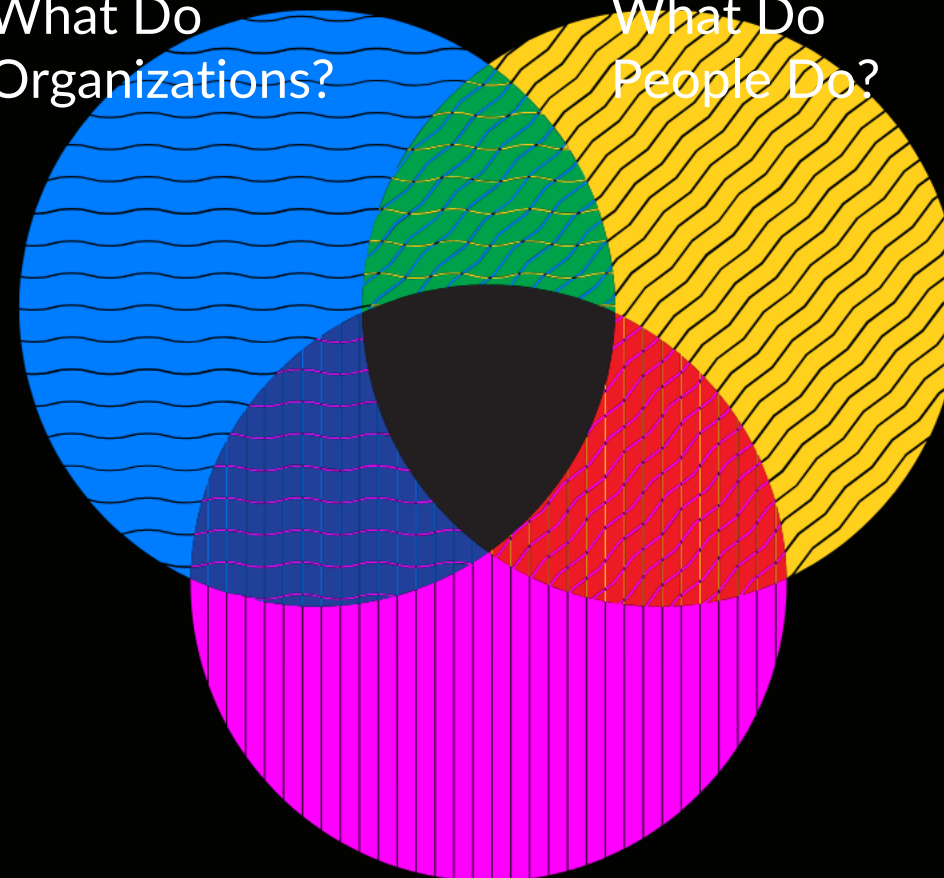
Learn more at nextafter.com

**FORENSIC
RESEARCH**

What Do
Organizations?

**APPLIED
RESEARCH**

What Do
People Do?



CONSULTING WORK

What Works in Online Fundraising?

LET'S GO!



KEY FINDING #1

THE ONLINE GIVING EXPERIENCE TO
HIGHER ED ORGANIZATIONS HAS A LOT
OF ROOM TO BE IMPROVED.

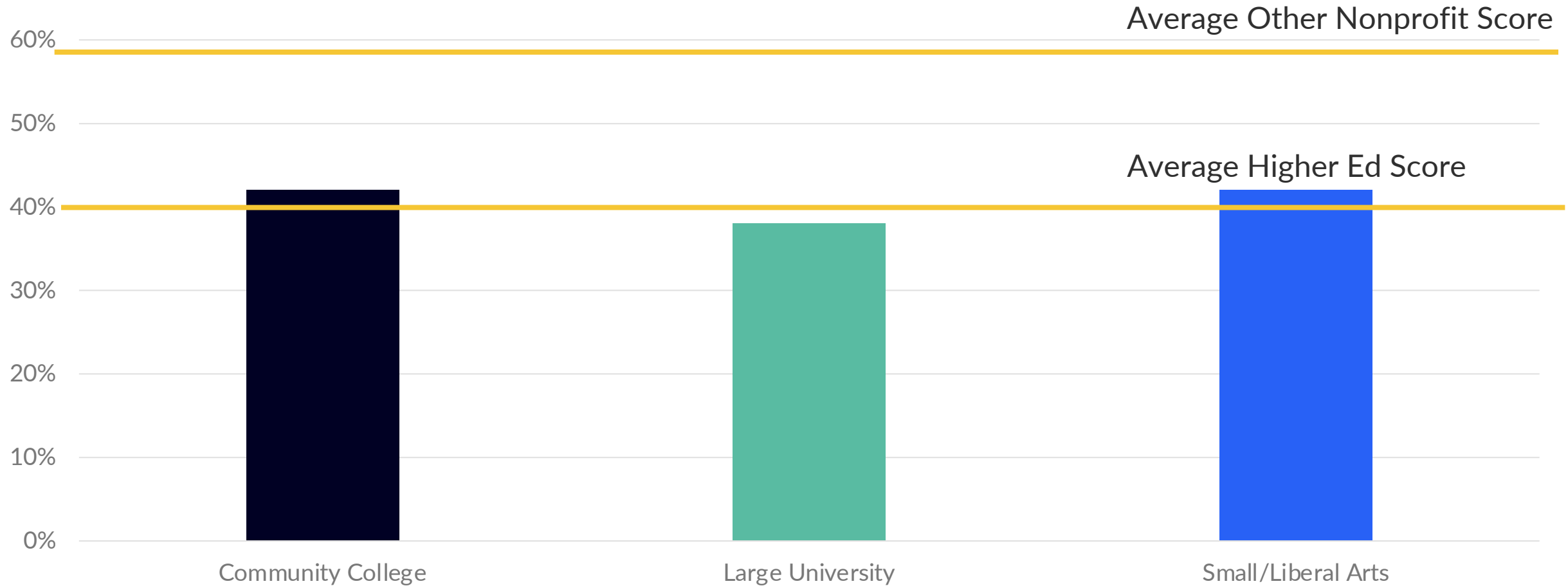


#SchittsCreek



I CAN'T SAY I DIDN'T
SEE THIS COMING

Overall Score for the Higher Ed Online Giving Experience



**82% OF HIGHER ED
ORGANIZATIONS SCORED
LESS THAN 50%.**

(compared to 27% of other nonprofits)

“IN OUR CLIENT ENGAGEMENTS, WE HAVE FOUND THAT ANYWHERE BETWEEN 20% TO 50% OF MAJOR DONORS MAKE THEIR FIRST GIFT AT THE "BROAD BASE" LEVEL.”

Kevin Peters, CTO, NextAfter

BUT **WHY?**
HOW CAN IT BE **IMPROVED?**

4 Opportunities for Higher Ed Organizations to Improve the Online Giving Experience

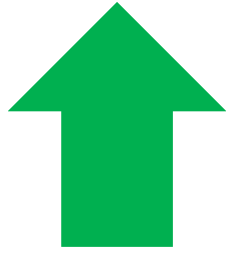
1. Remove unnecessary and unhelpful friction.
2. Provide a better, stronger, more clear reason to give.
3. Focus more on recurring giving.
4. Use the thank you/confirmation page more strategically.

OPPORTUNITY #1

REMOVE UNECESSARY AND UNHELPFUL
FRICTION.

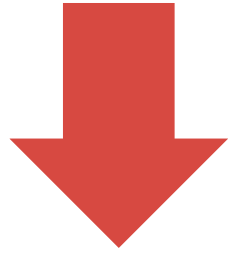
FRICTION

the psychological resistance that your visitors experience when trying to complete an action. Friction is a conversion killer...



VALUE

COST



The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i - f) - 2a$$

Diagram illustrating the MECLABS Conversion Sequence Heuristic formula:

C = **4m** + **3v** + **2(i - f)** - **2a**

Labels and arrows pointing to the variables:

- C** → CONVERSION
- m** → MOTIVATION
- v** → VALUE PROPOSITION (CLARITY)
- i** → INCENTIVE
- f** → FRICTION
- a** → ANXIETY



Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction*
3. Form Error Friction*
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

HIGHER ED ORGANIZAITONS SCORED HIGHER OR SIGNIFICANTLY HIGHER THAN OTHER NONPROFITS IN 4 OF THE 5 TYPES OF FRICTION WE ANALYZE.

Types of Donation Page Friction

1. Field Number Friction

2. Field Layout Friction

3. Form Error Friction

4. Confusion Friction

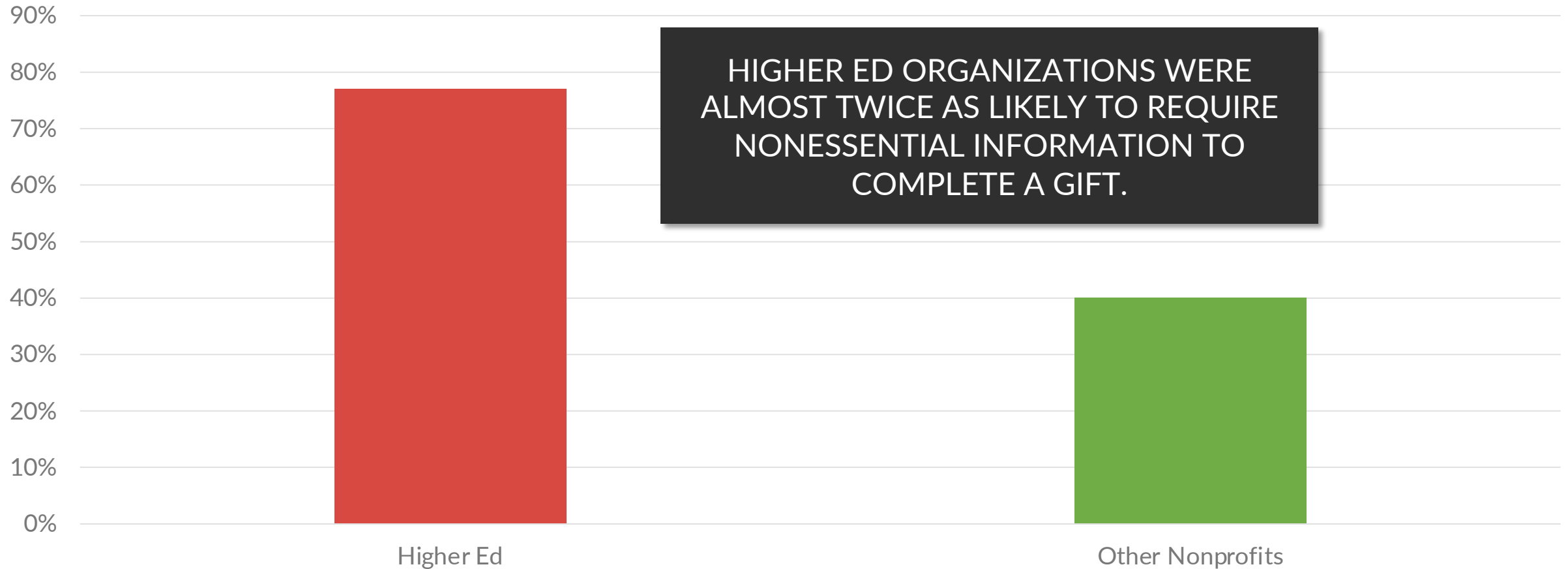
5. Decision Friction

6. Device Friction

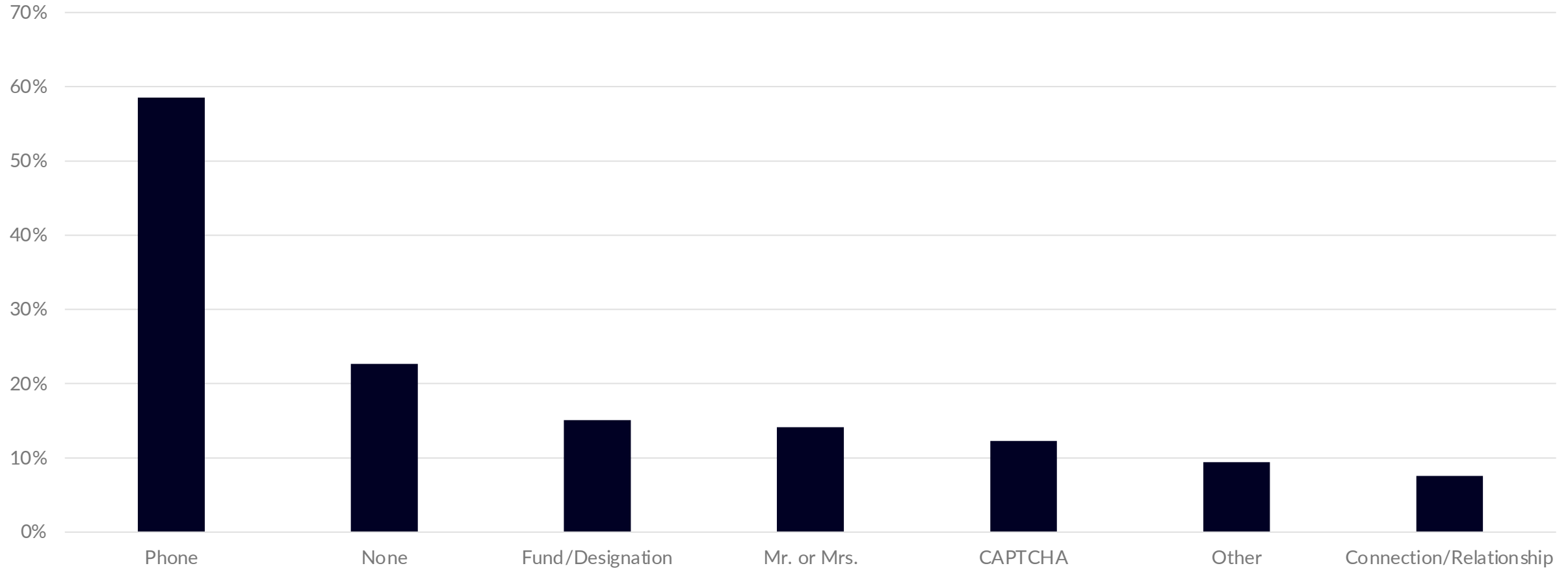
7. Steps Friction

THE MORE FORM FIELDS YOU PRESENT
AND THE MORE INFORMATION YOU ARE
COLLECTING THE GREATER THE CHANCE
THAT SOMEONE WILL ABANDON THE
PROCESS.

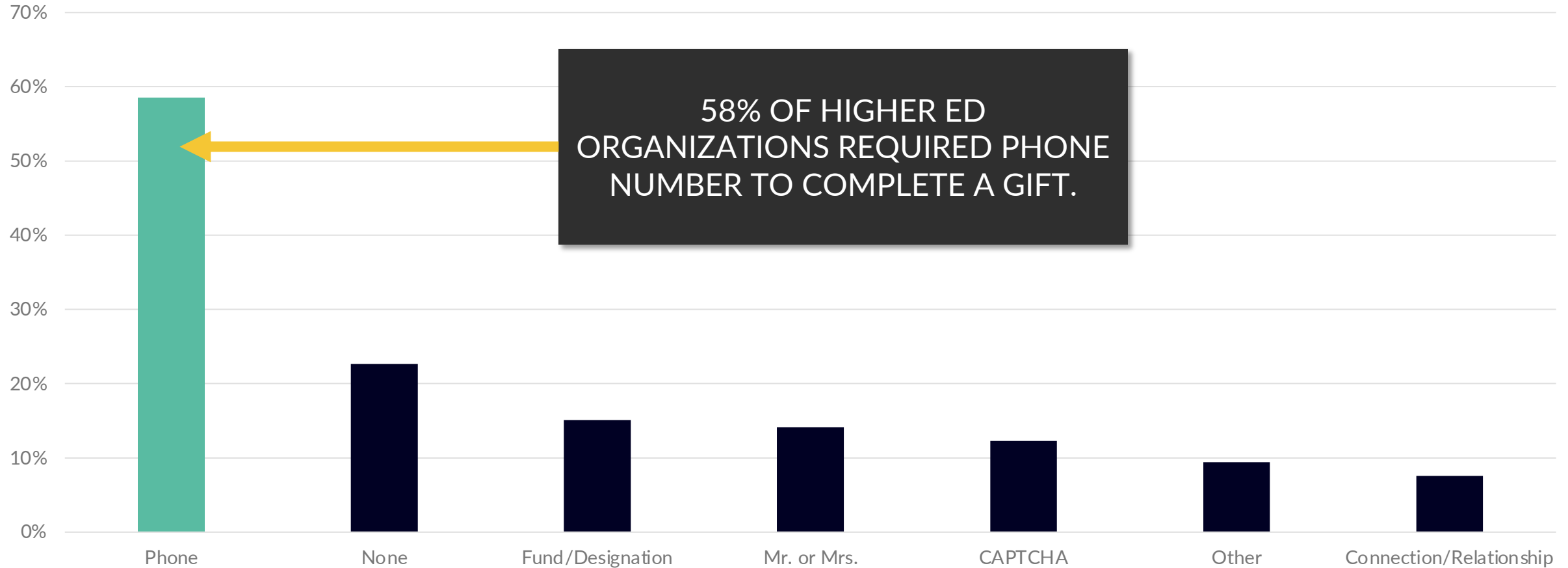
What nonessential information was required to complete a gift?



What nonessential information was required to complete a gift?



What nonessential information was required to complete a gift?



Experiment

FROM THIS

City State

Zip Code

Gift Information

Credit Card Number

TO THIS

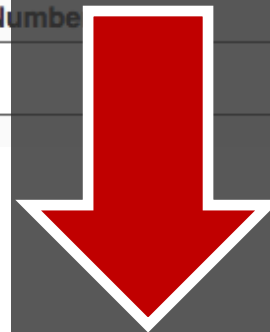
City State

Zip Code

Cell Phone

Gift Information

Credit Card Number



50.6%

In Revenue

Experiment

FROM THIS

City State

Zip Code

Gift Information

Credit Card Number

TO THIS

City State

Zip Code

Cell number

Gift Information

Credit Card Number

FIELD NUMBER FRICTION

50.6%
In Revenue

**REMOVE UNNECESSARY REQUIRED
FORM FIELDS.**

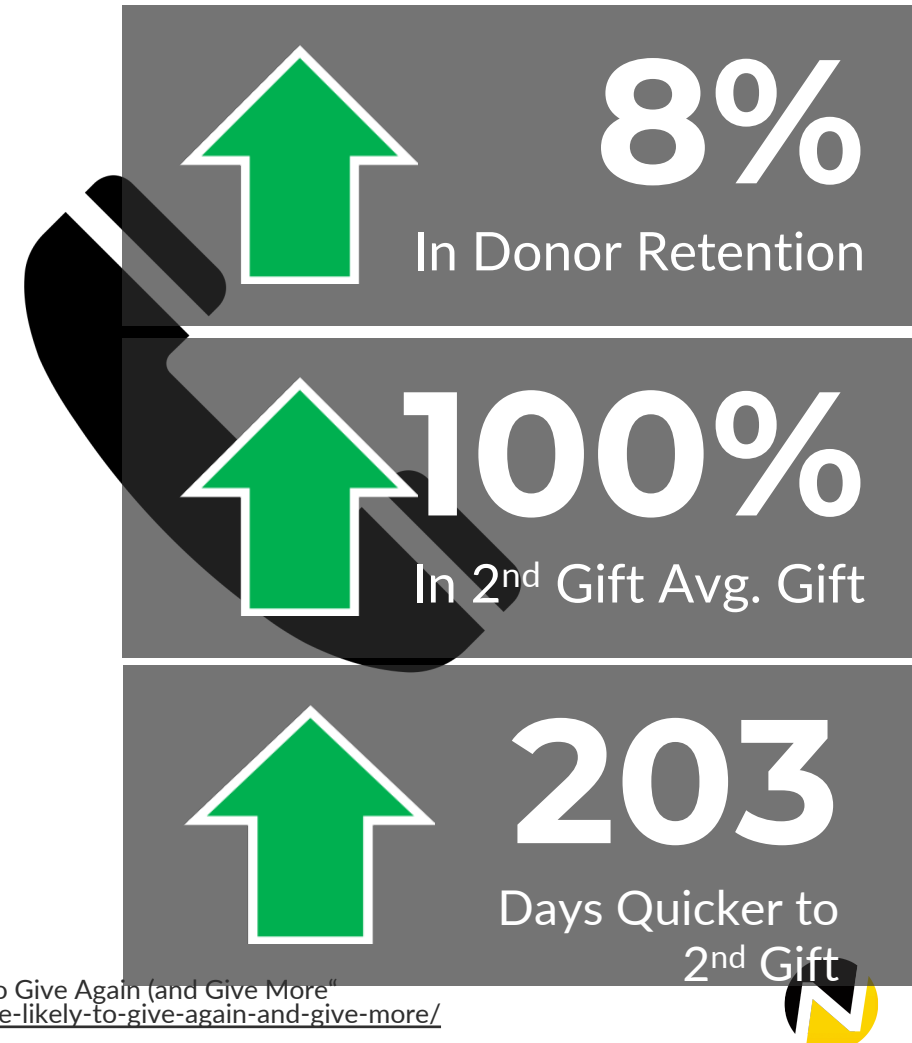
BUT WHAT IF YOU **NEED**
THAT INFORMATION?

Bloomerang Analysis of Thank You Calls Within 90 Days of 1st Gift

NO THANK YOU CALL



THANK YOU CALL



Bloomerang Analysis of Thank You Calls Within 90 Days of 1st Gift

NO THANK YOU CALL

THANK YOU CALL

IS THE DOWNSTREAM INCREASE
WORTH THE CURRENT DECREASE?

DO YOU HAVE A DOWNSTREAM PLAN?

**REMOVE UNNECESSARY REQUIRED FORM
FIELDS THAT DON'T DEFINITELY HELP
ENHANCE THE DONOR EXPERIENCE LATER
OR IMPROVE YOUR DOWNSTREAM
REVENUE.**

Information

REQUIRED (PHONE)





Thank you for being a part of our incredible story!

[Secure Transaction](#) 

| | |
|------------------------|---|
| Billing Information | |
| First Name: | <input type="text"/> |
| Last Name: | <input type="text"/> |
| Company Name: | <input type="text"/> |
| Country: | <input type="text" value="United States"/> |
| Address: | <input type="text"/> |
| City: | <input type="text"/> |
| State/Province: | <input type="text" value="Select State -"/> |
| Zip/Postal Code: | <input type="text"/> |
| Phone Number: | <input type="text"/> |
| Email Address: | <input type="text"/> |
| Additional Information | |
| Location Designation: | <input type="text" value="College-wide"/> |
| Program Designation: | <input type="text"/> |
| Other Designation: | <input type="text"/> |

Continue

Thanks to donors like you, CMC continues to accelerate its role and reputation as the most inclusive, innovative and student-centered college in the nation.

Required fields **designated in red**.

CMC Foundation
802 Grand Avenue PO Box 1763
Glenwood Springs, CO, 81602
800-621-8559 x8378



NOT REQUIRED

Personal Information

| | | |
|----------------------|----------------------|--|
| First Name * | Middle/Former Name | Last Name * |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Email address * | Class Year | <input checked="" type="radio"/> Alumnus, Alumna, or Student <input type="radio"/> Parent <input type="radio"/> Faculty or Staff <input type="radio"/> Friend |
| <input type="text"/> | <input type="text"/> | |
| Spouse First Name | Spouse Middle/Former | Spouse Last Name |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Email address | Class Year | <input checked="" type="radio"/> Alumnus, Alumna, or Student <input type="radio"/> Parent <input type="radio"/> Faculty or Staff <input type="radio"/> Friend |
| <input type="text"/> | <input type="text"/> | |
| Street Address * | <input type="text"/> | |
| State * | Zip Code * | Country * |
| <input type="text"/> | <input type="text"/> | <input type="text" value="United States"/> |

Gift Information

Make a gift or pledge payment:

Gift Amount *

I wish to allocate my donation to: *

☐ Annual Fund
☐ Lynx Club for Athletics
☐ Other

Type of card *

Comments:

Privacy Policy: By completing this form, you consent to share your information only with Rhodes College, the sole recipient. Rhodes collects name, contact and billing information to fulfill your request and under no circumstance will it disclose this information to third parties, individuals, groups or companies outside Rhodes College. Your name and contact information may also be used to update your record with Rhodes College.



**REMOVE UNNECESSARY REQUIRED
FORM FIELDS AND USE
OPTIONAL FIELDS SPARINGLY.**

Types of Donation Page Friction

1. Field Number Friction
2. **Field Layout Friction**
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

HOW FORM FIELDS ARE DISPLAYED, GROUPED, AND SPACED IMPACTS THE PERCEIVED COST OR EFFORT REQUIRED TO COMPLETE AN ACTION.

Experiment

FROM THIS

Your Information

* First Name

* Last Name

* Country

United States

* Street Address

Street Address 2

* City

* State

-Choose-

* Zip Code

* Email Address

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

☐ Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

-Choose-

* Expiration Year

-Choose-

Donate \$70

TO THIS

Your Information

* First Name

* Last Name

* Country

United States

* Street Address

Street Address 2

* City

* State

-Choose-

* Zip Code

* Email Address

Preferred Phone

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number

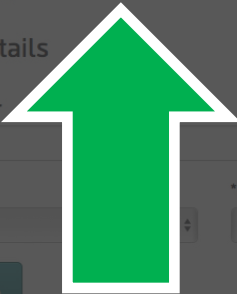
* Expiration Month

-Choose-

* Expiration Year

-Choose-

Donate \$70



39.4%
In Donations

Experiment

FROM THIS

Your Information

* First Name

* Last Name

* Country

* Street Address

Street Address 2

* City

* State

* Zip Code

* Email Address

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

☐ Help me determine if my employer will match my gift.

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year



TO THIS

Your Information

* First Name * Last Name

* Country

* Street Address

* City * State * Zip Code

* Email Address Preferred Phone

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Payment Details

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year




39.4%
In Donations




NOT *JUST* ABOUT WHAT
INFORMATION IS REQUIRED OR
COLLECTED.

Information

REQUIRED (PHONE)



Thank you for being a part of our incredible story!

[Secure Transaction](#) 

| | |
|-------------------------------|---|
| Billing Information | |
| First Name: | <input type="text"/> |
| Last Name: | <input type="text"/> |
| Company Name: | <input type="text"/> |
| Country: | <input type="text" value="United States"/> |
| Address: | <input type="text"/> |
| City: | <input type="text"/> |
| State/Province: | <input type="text" value="Select State -"/> |
| Zip/Postal Code: | <input type="text"/> |
| Phone Number: | <input type="text"/> |
| Email Address: | <input type="text"/> |
| Additional Information | |
| Location Designation: | <input type="text" value="College-wide"/> |
| Program Designation: | <input type="text"/> |
| Other Designation: | <input type="text"/> |

Thanks to donors like you, CMC continues to accelerate its role and reputation as the most inclusive, innovative and student-centered college in the nation.

Required fields **designated in red**.

CMC Foundation
802 Grand Avenue PO Box 1763
Glenwood Springs, CO, 81602
800-621-8559 x8378

NOT REQUIRED

Personal Information

First Name * **Middle/Former Name** **Last Name ***

Email address * **Class Year**

☒ Alumnus, Alumna, or Student
☐ Parent
☐ Faculty or Staff
☐ Friend

Spouse First Name **Spouse Middle/Former** **Spouse Last Name**

Email address **Class Year**

☒ Alumnus, Alumna, or Student
☐ Parent
☐ Faculty or Staff
☐ Friend

Street Address *

State * **Zip Code *** **Country ***

Gift Information

Make a gift or pledge payment:

Gift Amount *

I wish to allocate my donation to: *

☒ Annual Fund
☐ Lynx Club for Athletics
☐ Other

Type of card *

Comments:

Privacy Policy: By completing this form, you consent to share your information only with Rhodes College, the sole recipient. Rhodes collects name, contact and billing information to fulfill your request and under no circumstance will it disclose this information to third parties, individuals, groups or companies outside Rhodes College. Your name and contact information may also be used to update your record with Rhodes College.

**GROUP FORM FIELDS AND USE
HORIZONTAL SPACE TO REDUCE THE
PERCEIVED WORK REQUIRED TO
COMPLETE A DONATION.**

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. **Confusion Friction**
5. Decision Friction
6. Device Friction
7. Steps Friction

WHEN THERE ARE UNEXPECTED ITEMS TO NAVIGATE, COMPETING CALLS TO ACTION, OR DISTRACTING LINKS AND MESSAGES NOT RELATED TO THE ACT OF GIVING.

Experiment

FROM THIS



TO THIS



Experiment

FROM THIS

CONFUSION FRICTION
TO THIS



Large University

64% OF HIGHER ED ORGANIZATIONS HAD DISTRACTING LINKS ON THEIR DONATION PAGE.

Give to UH

Why Give? Areas to Support Get Involved News & Events

UH Home > Giving > Give to UH

MAKE A GIFT

UNIVERSITY ADVANCEMENT

221 E. Cullen Bldg.
Houston, Texas 77204-2013
Phone: (713) 743-4708
Toll free: (877) 755-0559
Fax: (713) 743-0946
E-mail: development@uh.edu

For a Cougar Pride update regarding the new tax reform, please visit:
<http://www.uhcougars.com/sports/cougar-pride/spec-rel/012618aab.html>

To mail in your pledge, please use the link below:
Printable pledge form [\(PDF\)](#)

Here, We Go Colleges and Programs Search Funds UHAA Life Membership

For online giving support or questions regarding alternate giving methods, please call 713-743-4708 / Monday - Friday 8am - 5pm CT

Support Here, We Go: The Campaign for the University of Houston

Here, We Go Campaign Fund \$

+ Add Gift

Donation Details

Total gift amount:

\$

* Frequency:

One time

Next

Information provided on this form will be used by University Advancement for the purpose of crediting you correctly for your gift. Personal information contained in University Advancement's records is used only for university business. We are committed to protecting your privacy. Our **secure server software (SSL)** is the industry standard and among the best software available today for secure commerce transactions.

UNIVERSITY of HOUSTON

University of Houston
Houston, Texas 77204
(713) 743-2255

A-Z Index
Academic Calendar
Campus Carry Policy
Campus Map
Careers at UH
Directory

Emergency Information
Get Help
Human Resources
Library
MySafeCampus
Office of the President

Parking
Social Media
Title IX — Sexual Misconduct
Texas Veterans Portal
Tuition & Fees
UH



REMOVE DISTRACTING LINKS.

How a radical redesign on a product page can impact donor conversion and overall revenue

Experiment ID: #7157

CONTROL

TREATMENT



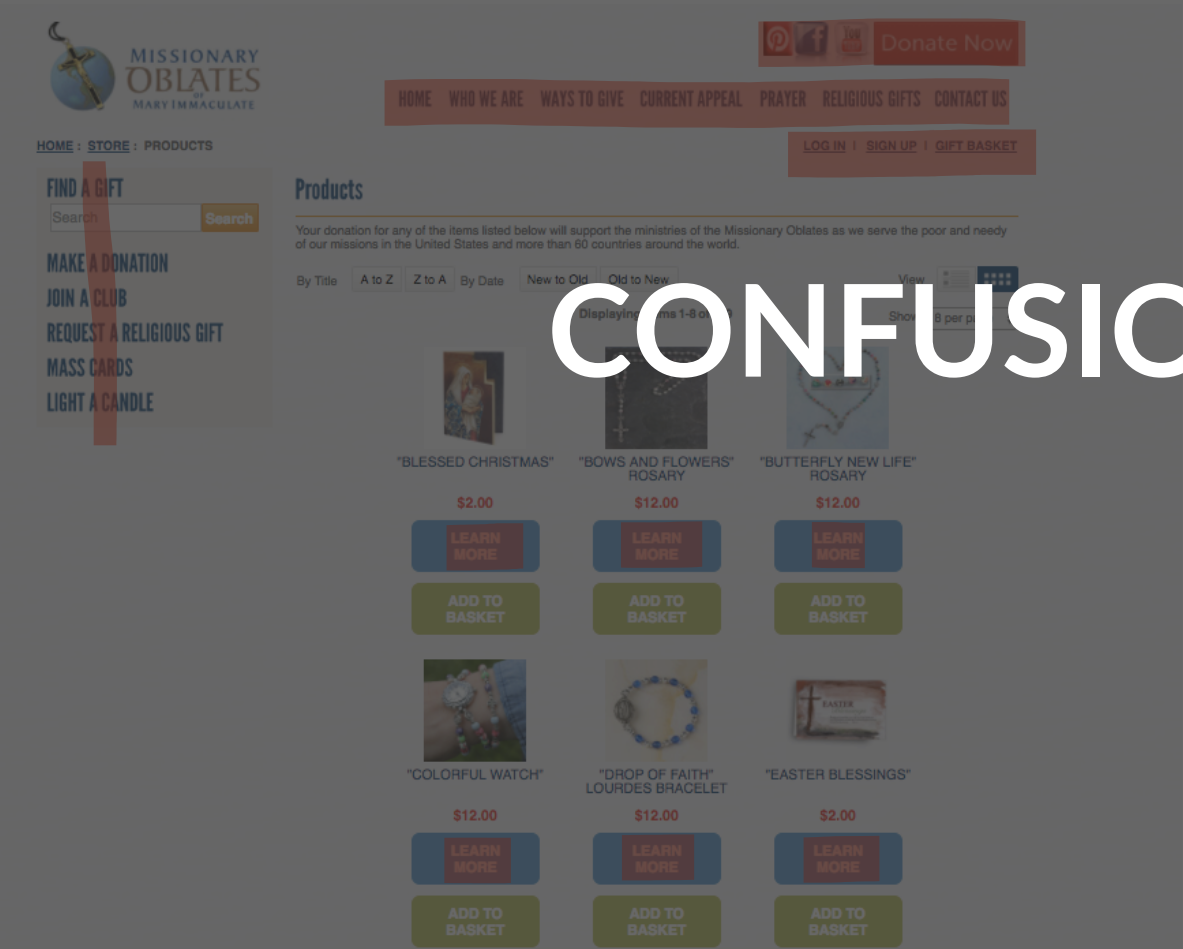
How a radical redesign on a product page can impact donor conversion and overall revenue

Experiment ID: #7157

CONTROL

TREATMENT

CONFUSION FRICTION



Large University

43% OF HIGHER ED ORGANIZATIONS HAD MULTIPLE CALLS TO ACTION (BESIDES DONATE) ON THEIR DONATION PAGE.



UNIVERSITY of HOUSTON

Login to AccessUH

Give to UH

Search

Give to UH

Why Give?

Areas to Support

Get Involved

News & Events

UH Home > Giving > Give to UH

MAKE A GIFT

UNIVERSITY ADVANCEMENT

221 E. Cullen Bldg.
Houston, Texas 77204-2013
Phone: (713) 743-4708
Toll free: (877) 755-6559
Fax: (713) 743-0940
E-mail: development@uh.edu

For a Cougar Pride badge regarding the new tax reform, please visit:
<http://www.uhcougars.com/sports/cougar-pride/spec-rel/012618aab.html>

To mail in your pledge, please use the link below:
Printable pledge form [\(PDF\)](#)

Here, we go to

Colleges and Programs

Search Funds

UHAA

Life Membership

For online giving support or questions regarding alternate giving methods, please call 713-743-4708 / Monday - Friday 8am - 5pm CT

Support Here, We Go: The Campaign for the University of Houston

Here, We Go Campaign Fund

\$

+ Add Gift

Donation Details

Total gift amount:

\$

* Frequency:

One time

Next

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UNIVERSITY of HOUSTON

University of Houston
Houston, Texas 77204
(713) 743-2255

A-Z Index

Academic Calendar

Campus Carry Policy

Campus Map

Careers at UH

Directory

Emergency Information

Get Help

Human Resources

Library

MySafeCampus

Office of the President

Parking

Social Media

Title IX — Sexual Misconduct

Texas Veterans Portal

Tuition & Fees

UH

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g+

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©2017 University of Houston. All rights reserved. [Report a problem with this page](#) [Texas.gov](#) [Texas Homeland Security](#) [TRAIL](#) [Fraud Reporting](#) [Linking Notice](#) [Privacy Notice](#) [Open Records/Public Information Act](#) [Institutional Résumé](#) [Required Reports](#) [Electronic & Information Resources](#) [Accessibility](#) [Title IX-Sexual Misconduct](#) [University Policies](#)

**REMOVE DISTRACTING LINKS AND
REMOVE OTHER/ADDITIONAL CALLS
TO ACTION.**

Control

\$25

\$50

\$100

\$250

Other

Other *

Please Enter An Amount Of At Least \$5.

Billing Information *

Card Number

Expiration Date

January 2020

CVV (Security Code)

Name *

First

Last

Billing Information *

Street Address

Address Line 2

City

State

ZIP Code

Email *

By providing your personal details, you accept that we will use your personal details to communicate with you about ministry updates and opportunities from Billy Graham Evangelistic Association. View our full Privacy Policy.

GIVE

Stepped Form

Step 1: Please choose the amount you would like to give

\$25

\$50

\$100

\$250

Other

Other *

Please Enter An Amount Of At Least \$5.

Step 2: Please provide your secure payment information*

Card Number

Expiration Date

January 2020

CVV (Security Code)

Step 3: Please provide your billing information*

First

Last

Street Address

Address Line 2

City

State

ZIP Code

Email *

By providing your personal details, you accept that we will use your personal details to communicate with you about ministry updates and opportunities from Billy Graham Evangelistic Association. View our full Privacy Policy.

MAKE MY GIFT TO BGEA

31%
In Donations

iDonate®

**BE VERY CLEAR WITH WHAT THEY
NEED TO DO AND IN WHAT ORDER
TO GIVE.**

Types of Donation Page Friction

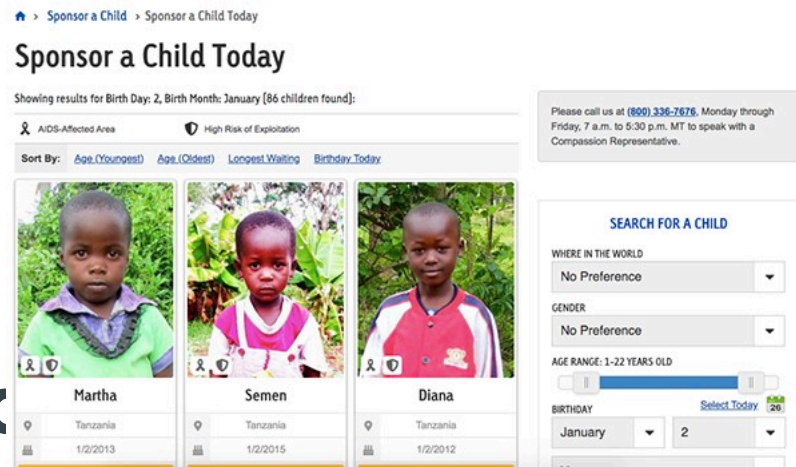
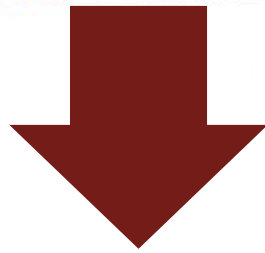
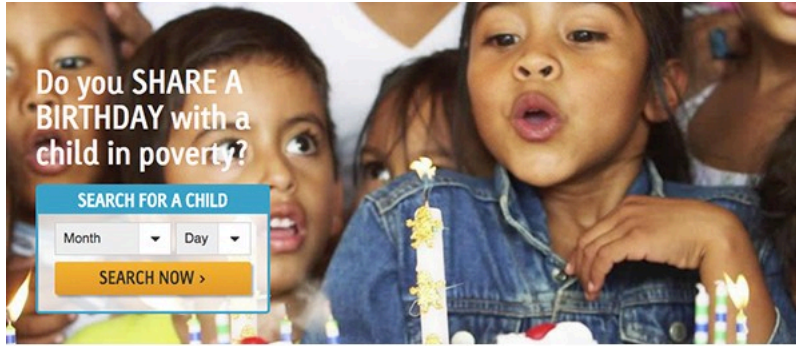
1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. **Decision Friction**
6. Device Friction
7. Steps Friction

WHEN THERE ARE TOO MANY DECISIONS TO BE MADE EITHER AT ANY ONE POINT OR THROUGHOUT THE PROCESS ESPECIALLY WITHOUT CONTEXT AND CLARITY (CLOSELY RELATED TO CONFUSION FRICTION).

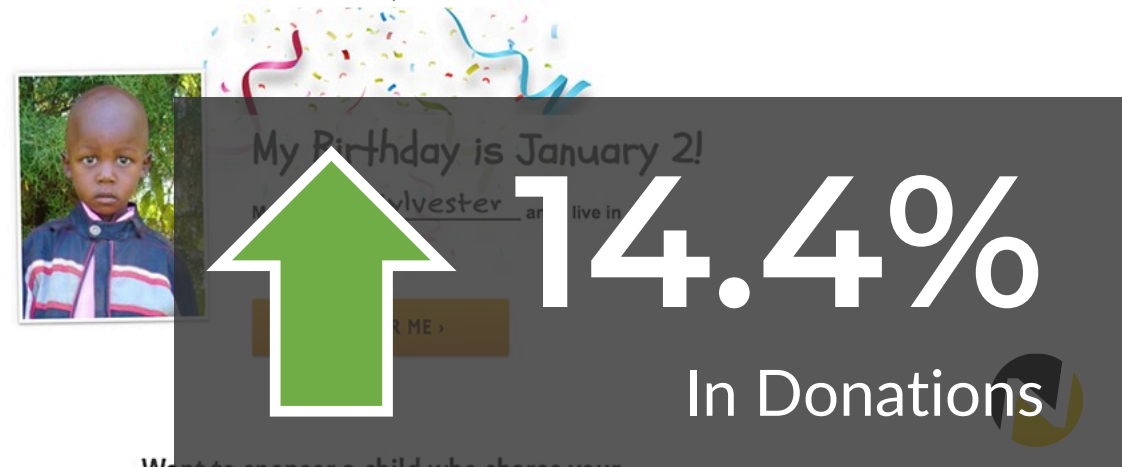
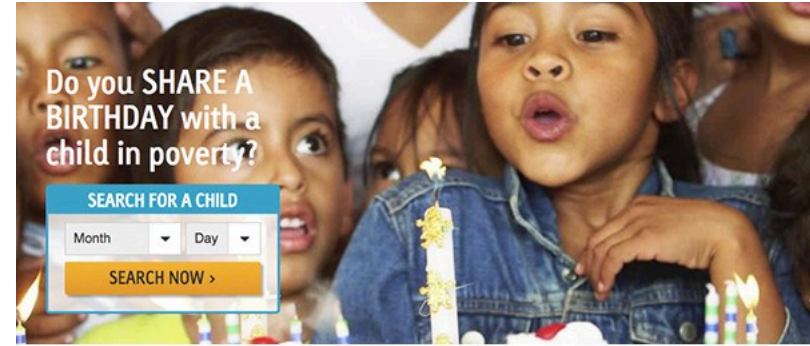
How a simplified decision process and contextual landing page design affects conversion

EXPERIMENT ID: #9172

CONTROL




TREATMENT



14.4%

In Donations


Original




[SPONSOR A CHILD](#)
[WAYS TO DONATE](#)
[GET INVOLVED](#)
[ABOUT US](#)
[FOR SPONSORS](#)
[BLOG](#)

[DONATE NOW](#)


[Home](#) > [Sponsor a Child Today](#)



Trusted Charity Since
1952





Over 1.9 Million
Children Sponsored




BBB Accredited
Charity


As you exchange letters, send photos and offer encouragement in Jesus' name, your love will bring hope to a child that will last a lifetime. Sponsor a child today! Just click on a child's photo to learn more.


Urgent: Waiting Over 6 Months


AIDS-Affected Area


Highly Vulnerable to Exploitation

Sort All Children By:
[Age \(Youngest\)](#)
[Age \(Oldest\)](#)
[Longest Waiting](#)
[Birthdate Today](#)



Waiting 327 Days


Love

Indonesia

7/28/2011

CHOOSE ME

[Learn More](#)



Waiting 327 Days


Mercy

Uganda

5/19/2017

CHOOSE ME

[Learn More](#)



Waiting 362 Days

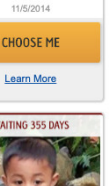
Camila

Peru

11/5/2014

CHOOSE ME

[Learn More](#)



Waiting 362 Days

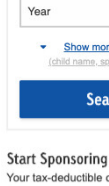
Dekpama

Togo

7/27/2011

CHOOSE ME

[Learn More](#)



Waiting 362 Days

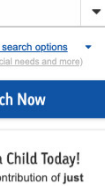
Isai

Peru

12/9/2016

CHOOSE ME

[Learn More](#)



Waiting 355 Days

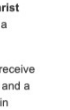
Rivaldo

Indonesia


1/15/2015

CHOOSE ME


[Learn More](#)



Waiting 280 Days



Waiting 362 Days



Waiting 362 Days

Questions?

[Chat With Us Live >](#)

Please call us at **(800) 338-2676**, Monday through Friday, 7 a.m. to 5:30 p.m. MT to speak with a Compassion Representative.

SEARCH FOR A CHILD

Where in The World

Indonesia

Gender

No Preference

Age Range: 1-22 years old

Birthdate

[Select Today](#)

Month

Day

Year

[Show more search options](#)

(child name, special needs and more)

Search Now

Start Sponsoring a Child Today!


Your tax-deductible contribution of just **\$38 a month** connects a child living in poverty with a loving, church-based Child Sponsorship Program.

Your support provides:

- Medical checkups, which often save lives
- Nutritious food
- Health and hygiene training
- Educational assistance
- Access to special services like surgeries and disaster relief
- Mentoring to help children discover their incredible value as God's children
- Most important of all, your sponsored child will **hear about Jesus Christ** and be encouraged to develop a lifelong relationship with God.


When you sponsor a child, you'll receive your child's photo, personal story and a child sponsorship packet by mail in

One Child


[GIFT CATALOG](#) | [COMPASSION STORE](#) | [MY ACCOUNT](#) ([LOG IN](#)) | [CHECKOUT \(0\)](#) | [CONTACT US](#) |

[SPONSOR A CHILD](#) | [WAYS TO DONATE](#) | [GET INVOLVED](#) | [ABOUT US](#) | [FOR SPONSORS](#) | [BLOG](#)

[DONATE NOW](#)



Sponsor a Child from Indonesia

My name is Matthew and I am 5 years old.

[SPONSOR ME >](#)

Sponsor a Child in Asia






Sponsor a child in Asia today — begin a journey that will enrich both of your lives!


When you sponsor a child from Asia, you help release that child from the grip of poverty and its devastating effects — malnutrition, disease, dangerous living conditions and neglect. Please sponsor a child in Asia and transform a life!

Showing results for **Asia** (4953 children found):

Urgent: Waiting over 2 Months

Sort By: [Age \(Youngest\)](#) [Age \(Oldest\)](#) [Longest Waiting](#) [Birthday Today](#)

| | | | | |
|--|---|--|--|---|
|  <p>WAITING 355 DAYS</p> <p>Rivaldo</p> <p>Indonesia</p> <p>3/19/2015</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>WAITING 334 DAYS</p> <p>Muel</p> <p>Indonesia</p> <p>6/27/2012</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>Thushalini</p> <p>Sri Lanka</p> <p>7/15/2016</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>Avanthika</p> <p>Sri Lanka</p> <p>4/25/2015</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>Vinitha</p> <p>Sri Lanka</p> <p>6/30/2013</p> <p>CHOOSE ME</p> <p>Learn More</p> |
|  <p>WAITING 198 DAYS</p> <p>Ellina</p> <p>Sri Lanka</p> <p>1/24/2016</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>WAITING 192 DAYS</p> <p>Remon</p> <p>Sri Lanka</p> <p>2/19/2015</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>Kowshin</p> <p>Sri Lanka</p> <p>3/27/2015</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>Sadhurshini</p> <p>Sri Lanka</p> <p>6/23/2014</p> <p>CHOOSE ME</p> <p>Learn More</p> |  <p>4</p> |



48%

In Conversions

Sadhurshini

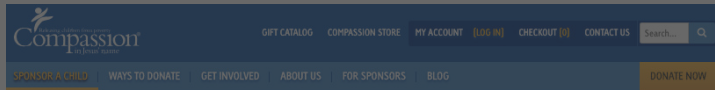
Sri Lanka

6/29/2014

CHANCE



Original



Home > Sponsor a Child Today

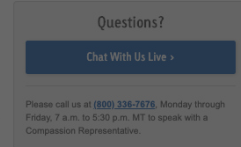
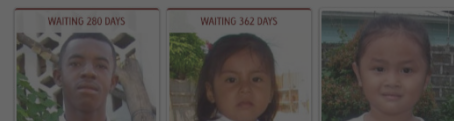
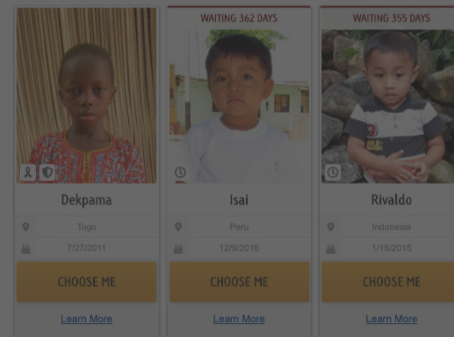
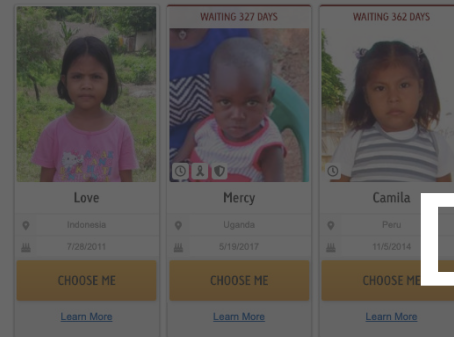
Sponsor a Child Today



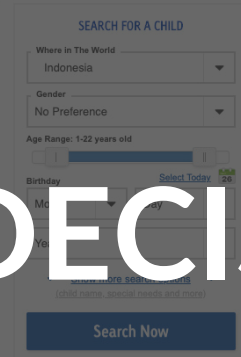
As you exchange letters, send photos and offer encouragement in Jesus' name, your love will bring hope to a child that will last a lifetime. Sponsor a child today! Just click on a child's photo to learn more.

Urgent: Waiting Over 8 Months AIDS-Affected Area Highly Vulnerable to Exploitation

Sort All Children By: [Age \(Youngest\)](#) [Age \(Oldest\)](#) [Longest Waiting](#) [Birthday Today](#)



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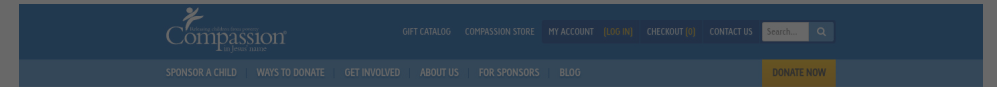
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- Access to special services like surgeries and disaster relief
- Mentoring to help children discover their incredible value as God's children
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One Child



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SPONSOR ME

Sponsor a Child in Asia

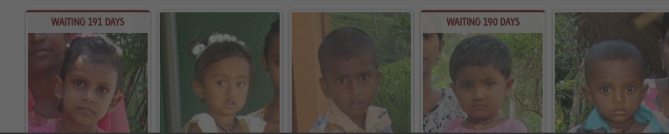
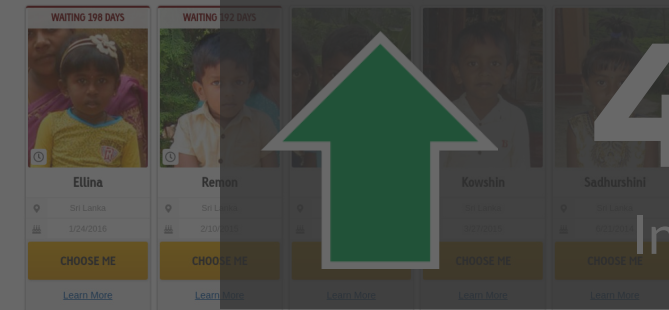
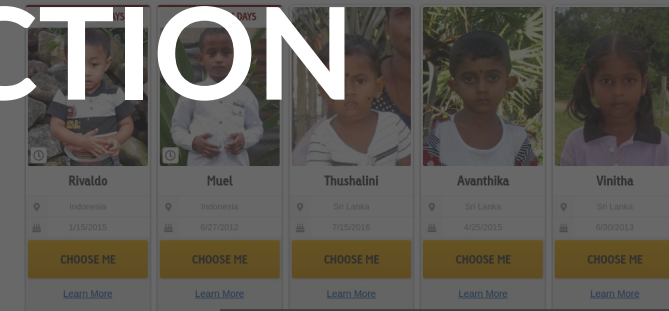
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When you sponsor a child from Asia, you help release that child from the grip of poverty and its devastating effects — malnutrition, disease, dangerous living conditions and neglect. Please sponsor a child in Asia and transform a life!

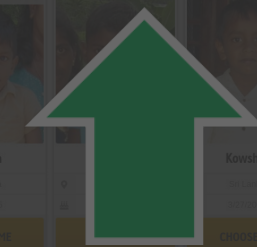
Showing results for Asia (4953 children found):

Urgent: Waiting Over 6 Months

Sort By: [Age \(Youngest\)](#) [Age \(Oldest\)](#) [Longest Waiting](#) [Birthday Today](#)



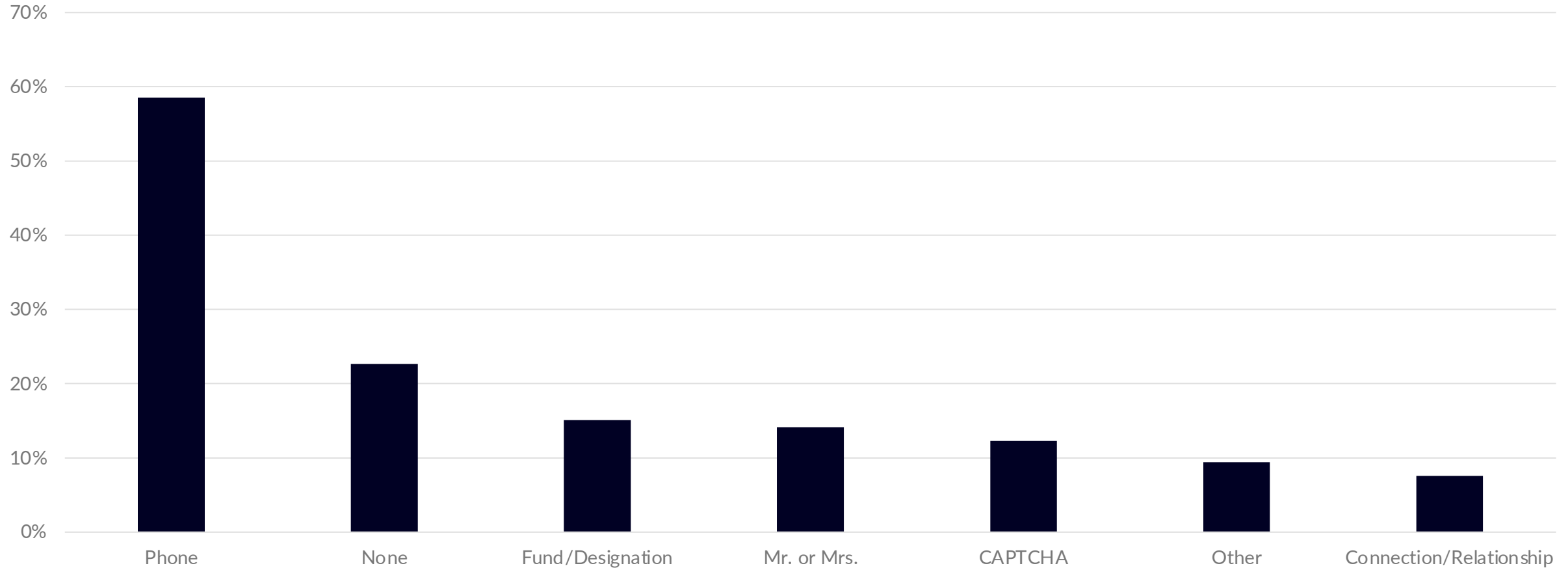
DECISION FRICTION



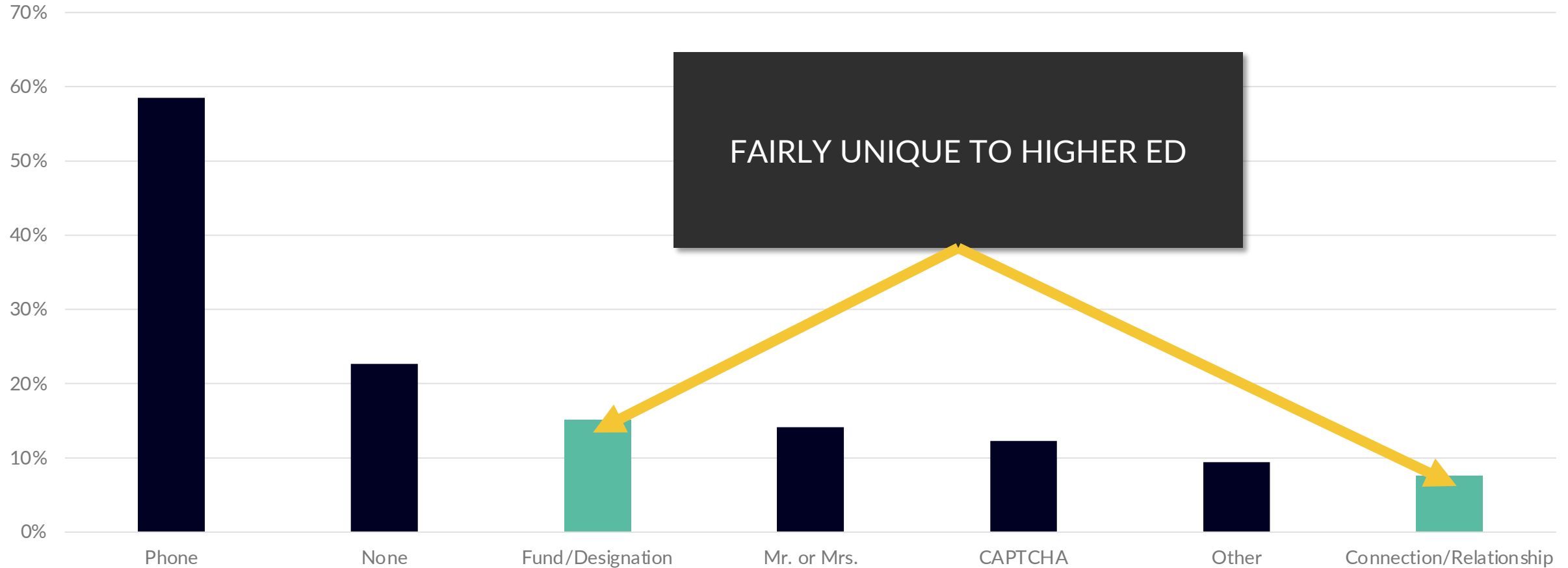
48%

In Conversions

What nonessential information was required to complete a gift?



What nonessential information was required to complete a gift?



Fund Designation

MAYBE NOT THIS

Division of Advancement

Make a Gift to The University of Alabama

Fund and Gift Options

Review

Process Gift

1

2

3

Choose Fund

Select a Unit

Alumni Affairs

Arts and Sciences

Athletics

Commerce and Business

Communication

Continuing Studies

Education

Engineering

General University

Greek

Health Sciences

Honors College

Human Environmental Sciences

Law

Nursing

Social Work

Student Life

University Libraries

Make a tribute gift in honor/memory

My or my spouse's employer will match my gift

Need help making a gift?

Contact our staff at 205-348-5370.

Share your Gift!

Facebook

Twitter

Email

Plus

OR THIS

*Gift Type:

One-Time Gift

Monthly Recurring Gift

*Area of Support:

School or Division:

Select

Specific Fund:

Please select a School or Division

☐ I'd like to enter my own designation.

*Gift Amount:

\$

iDonate

PARADOX OF CHOICE

the idea that when too many available options to choose from can lead to regret or indecision

Which gets the most sales?

A selection of 24 exotic jellies





Stopped by to look

A selection of 6 exotic jellies



505%
In Purchases

BUT MORE LIKE THIS

Your gift makes it possible.

Make a Donation

An SBCC education changes lives and opens doors to a world of possibilities. Gifts of all sizes add up to make to make a big difference for students, their families, and the campus community and beyond. Thank you!

Donors of annual gifts of \$1,000 or more that are designated to be used "where most needed" are invited to join the [President's Circle](#), a group of supporters who are deeply committed to SBCC and the work of the Foundation.

STEP ONE
ENTER INFO

STEP TWO
CONFIRMATION

STEP THREE
RECEIPT

| | | | |
|---------|---------|---------|-------|
| \$5,000 | \$2,500 | \$1,000 | \$500 |
| \$250 | \$100 | \$50 | \$25 |

Other Gift Amount

CHOOSE A FREQUENCY

Recurring Frequency:

Donation Designation:

Other gift instructions:

* Please note if you are donating to the SB Support Network *

☐ This gift is a tribute.

Tribute Type:

Honoree Name:

OR THIS

THE UNIVERSITY
OF WISCONSIN-
MADISON

W

ALL WAYS
FORWARD

Saved Initiatives

SEARCH...

GIVE NOW

STUDENT SUPPORTEDUCATIONAL EXPERIENCEFACULTY EXCELLENCERESEARCH & INNOVATIONANNUAL CAMPAIGNSCHOOLS & COLLEGES ▾

MAKE A GIFT

\$50\$100\$250

\$500\$1000Other

☐ Apply this gift to an existing pledge with UW Foundation.☐ Repeat this gift every month for the greatest impact.

DESIGNATE YOUR GIFT TO

Chancellor's Annual FundGreat People ScholarshipSchool or College Annual FundOther Designation

YOUR INFO

First NameLast Name*

First NameLast Name

☐ Add spouse/partner name

CountryUSA

Billing Address*

AddressCityState/ProvinceZIP/Postal

CityState/ProvinceZIP/Postal

Phone*Phone NumberPhone TypePersonal

Email*Email Address

CREDIT CARD INFO

Number*Credit Card Number

Expiration Month*Expiration Year*CVV*CVV

SECURITY CHECK

Cardholder's Name

Cardholder's Address

Cardholder's City/State/Zip

Cardholder's Phone

Cardholder's Email

OUR IMPACT RESONATES

With an unflinching commitment to serving the needs of people everywhere, we've blazed a trail of innovation and ingenuity across history. In order to continue being an inspiration and a force for change, we all need to invest in UW-Madison.

OTHER WAYS TO GIVE

PHONE608-263-4545

MAILUW FoundationU.S. Bank Lockbox 7807Milwaukee, WI 53278-0807Gift Form

**LIMIT THE NUMBER OF DECISIONS A
DONOR HAS TO MAKE AND THE
NUMBER OF AVAILABLE OPTIONS
WITHIN THAT CHOICE.**

How Visually Emphasizing A Gift Amount On A Primary Donation Page Impacts Revenue

Experiment ID: #16415

REVIEW

CONTROL

Your Donation

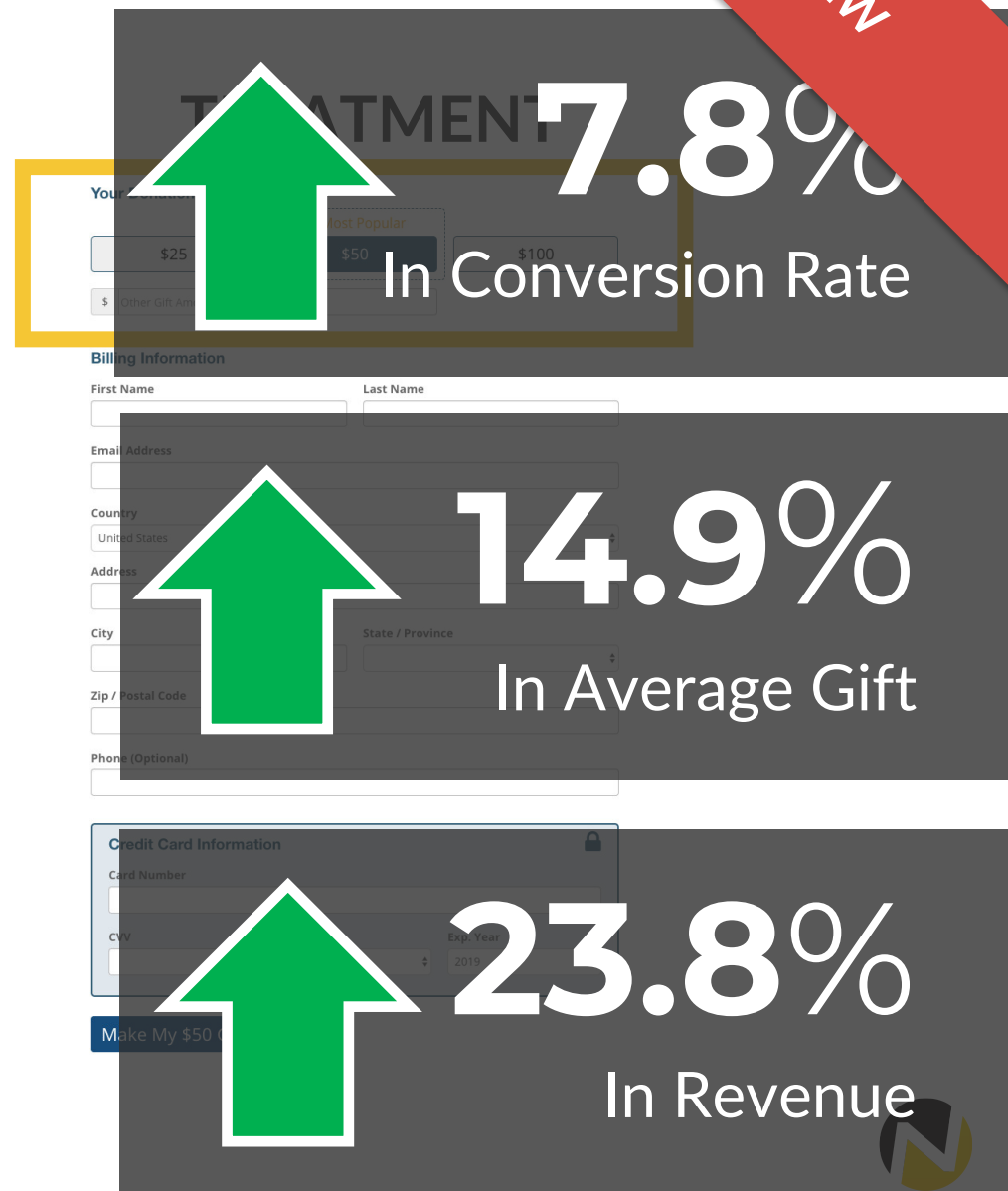
Billing Information

First Name Last Name
Email Address
Country
Address
City State / Province
Zip / Postal Code
Phone (Optional)

Credit Card Information

Card Number
CVV Exp. Month Exp. Year

Make My \$50 Gift



LIMIT THE NUMBER OF DECISIONS A DONOR HAS TO MAKE AND THE NUMBER OF AVAILABLE OPTIONS WITHIN THAT CHOICE AND USE DEFAULTS, SUGGESTIONS, AND SOCIAL NUDGES TO HELP.

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

THE MORE STEPS — COULD BE CLICKS BUT MORE SO PAGE LOADS — YOU HAVE REQUIRED TO COMPLETE A TRANSACTION THE GREATER THE CHANCE OF ABANDONMENT (ESPECIALLY WHEN YOU HOP DOMAINS AND FOR PEOPLE ON MOBILE DEVICES).

Experiment

FROM THIS

DONATE ONLINE 1 Enter Info 2 **Verify** 3 Confirmation

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

Personal Information

First Name: Harvest
Last Name: Test

Contact Information

E-mail: Test@harvest.org
Phone Number: (951) 687-6902
Street Address: 6115 Arlington Ave
City: Riverside
State: CA
Zip Code: 92504
Country: USA

Donation Information

Gift Amount: \$5.00 (USD)
Designation: Where Most Needed
Recurrence: None (Single Gift)
Payment Type: Credit Card
Thank You Gift: A Lifetime of Wisdom

Billing Information

Card Type: Visa
Card Number: XXXX-XXXX-XXXX-1111
Verification Number: 123
Expiration Date: 01/2017

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

TO THIS

Straight to
Thank You
Page



176%

In Donations

Experiment

FROM THIS

DONATE ONLINE

1 Enter Info

2 Verify

3 Confirmation

Please verify that your information is correct, or [click here](#) to make changes.

Process Donation

Personal Information

First Name:

Harvest

Last Name:

Test

Contact Information

E-mail:

Test@harvest.org

Phone Number:

(951) 687-6902

Street Address:

6115 Arlington Ave

City:

Riverside

State:

CA

Zip Code:

92504

Country:

USA

Donation Information

Gift Amount:

\$5.00 (USD)

Designation:

Where Most Needed

Recurrence:

None (Single Gift)

Payment Type:

Credit Card

Thank You Gift:

A Lifetime of Wisdom

Billing Information

Card Type:

Visa

Card Number:

XXXX-XXXX-XXXX-1111

Verification Number:

123

Expiration Date:

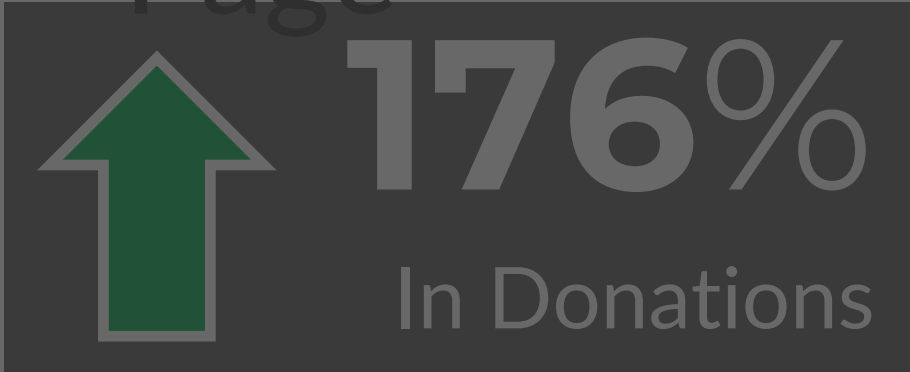
01/2017

Please verify that your information is correct, or [click here](#) to make changes.

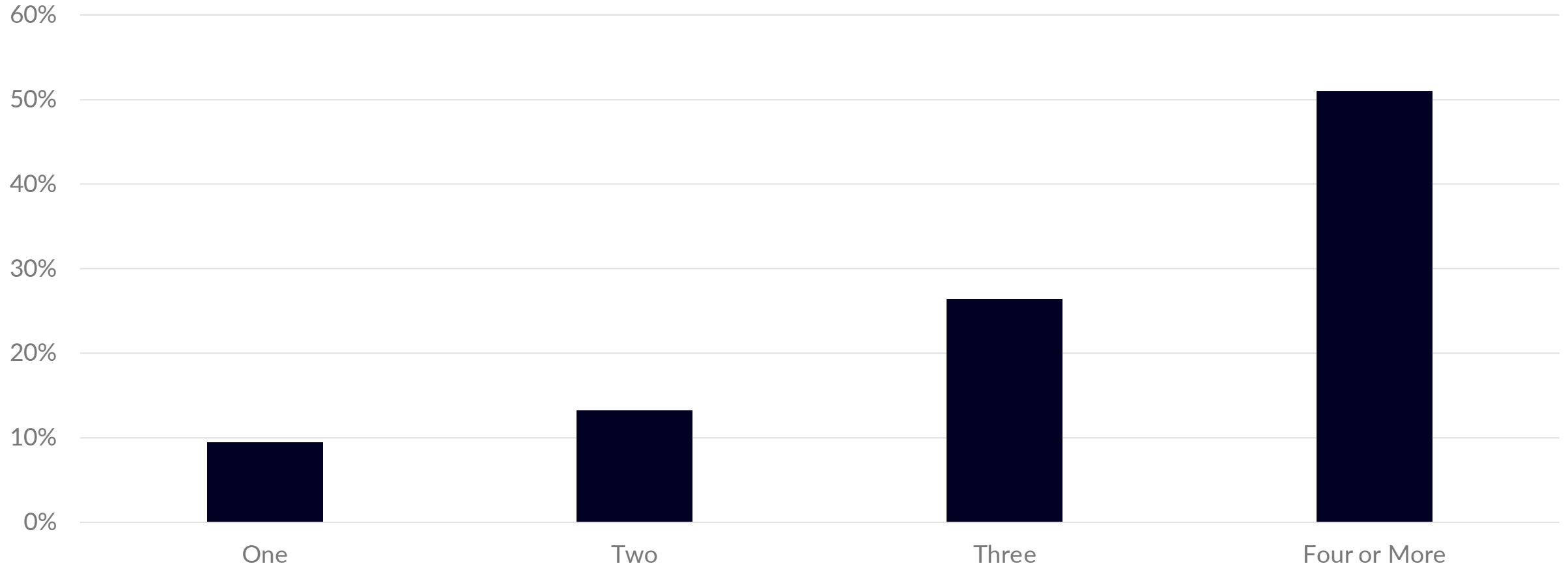
Process Donation

TO THIS

Straight to
Thank You
Page



How many steps were required to complete a donation from the home page?

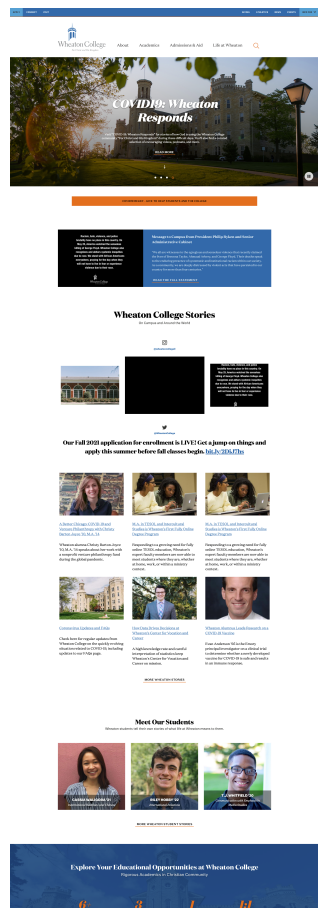


How many steps were required to complete a donation from the home page?




Small/Liberal Arts

HOMEPAG



STEP 1



Wheaton College
AN EVANGELICAL LIBERAL ARTS COLLEGE

Make a Gift

1 Your Gift
2 Gift Processing
3 Review
4 Finish

Gift Details

Gift Amount *

Is this a pledge payment? *

Perpetual Giving

☐ Make this gift a recurring gift (monthly, quarterly, yearly)

Designation Options *

☐ The Wheaton Fund—Wheaton College's greatest need (includes Wheaton Academic and Foundation gifts)

☐ Give to area(s) of your choice (choose one or more designations)

Gift Comment

Is this a memorial gift? *

Are you interested in your company matching this gift? *

If "Yes," search for and enter your company [Search >](#)

Your Details

First Name *

Last Name *

Email *

[Home](#)
[Next >>](#)

Your Gift Matters

Gives at any level and in a direct impact on Wheaton students and faculty every day.


Fast, Easy & Secure

Average completion time is under two minutes, and our on-site standard 888 encryption technology for a secure transaction.

Have a Question?

Call us at 1 (800) 242-9900 or e-mail us at online.giving@wheaton.edu.

STEP 2



Wheaton College
LIBERAL ARTS COLLEGE

Make a Gift

☐ Your Gift
 ☒ Gift Processing
 ☐ Review
 ☐ Finish

Billing Address

Full Name * (Full name as it appears on card)

Billing Email *

Billing Phone *

Billing Address *

Address 2:

City *

State *

Zip/Postal Code *

Country *

Amount:

Credit Card Information

Credit Card Number: * no hyphens or spaces

Expiration Date: * CVV2 *

Your Gift Matters

Gifts at any level make a direct impact on Wheaton students and faculty every day.

Fast, Easy & Secure

Average completion time is under two minutes, and our site utilizes trusted SSL encryption technology for a secure transaction.

Have a Question?

Call us at 1-800-393-6666 or email us at online_giving@wheaton.edu.

STEP 3

The Wheaton College

A Division of Wheaton

Make a Gift

● Your Gift

● Gift Processing

● Review

● Finish

Review Your Details

George Smith,
Please review all information for accuracy.
If all the information is correct, click the "Submit" button at the bottom of the page to continue.
Should you find any errors, please select the "Back" button to make your corrections.
The details of your transaction are below:

Transaction Summary

Amount: \$20.00

Billing Address

Full Name: George Smith
Billing Email: george.smith@loveyourgrub.co
Billing Phone: 2147177448
Billing Address: 5810 Terryson Parkway
Address 2: #102
City: PLANO
State: TX
Zip/Postal Code: 75024
Country: US

Credit Card Information

Type of card: VISA
Credit Card Number: ****0259

Gift Form Details

Campaigns Form Data:
Gift Amount
\$20.00
Is this a pledge payment?
No
Designation Options
The Wheaton Fund: \$20.00 (100%)
Is this a memorial gift?
No
Are you interested in your company matching this gift?
No
First Name
George
Last Name
Smith
Email
george.smith@loveyourgrub.co

Your Gift Matters

Gifts at any level make a direct impact on Wheaton students and faculty every day.
Fast, Easy & Secure
Average completion time is under ten minutes, and our site utilizes standard SSL encryption technology for a secure transaction.
Have a Question?
Call us at 1-800-265-9946 or e-mail us at selling@wheaton.edu.

Go Back

Submit

THANK

Wheaton College
COLLEGIUM WHEATONENSE

Make a Gift

① Your Gift


② Gift Processing

③ Review

④ Finish

Thank You, George!

Your gift was processed successfully, and an e-mail confirmation of your gift has been sent. Your continued support is greatly appreciated by our students, faculty, and staff, who are committed to serving Christ and his kingdom.



Thank You to the Donors of Wheaton College! from Wheaton College on Vimeo.

Your Gift Matters

Gifts at any level make a direct impact on Wheaton students and faculty every day.

Fast, Easy & Secure

Average completion time is under two minutes, and our site utilizes standard SSL certificate technology for a secure transaction.

Have a Question?

Call us at (800) 333-9999 or e-mail us at wheaton.giving@wheaton.edu.

Transaction Summary

Confirmation Number: 00079G

Amount: \$20.00

Billing Address

Full Name: Paul Crow

Billing Email: george.smith@wheaton.edu

Billing Phone: 469-431-5470

Billing Address: 5810 Thompson Parkway

Address 2: Suite 102

City: Plano

State: TX

Zip/Postal Code: 75024

Country: US

Credit Card Information

Type of card: VISA

Credit Card Number: ****0299

Gift Form Details

Cancellation Form Data

Gift Amount

\$20.00

Is this a pledge payment?

No

Designation Options

The Wheaton Fund: \$20.00 (100%)

Is this a memorial gift?

No

Are you interested in your company matching this gift?

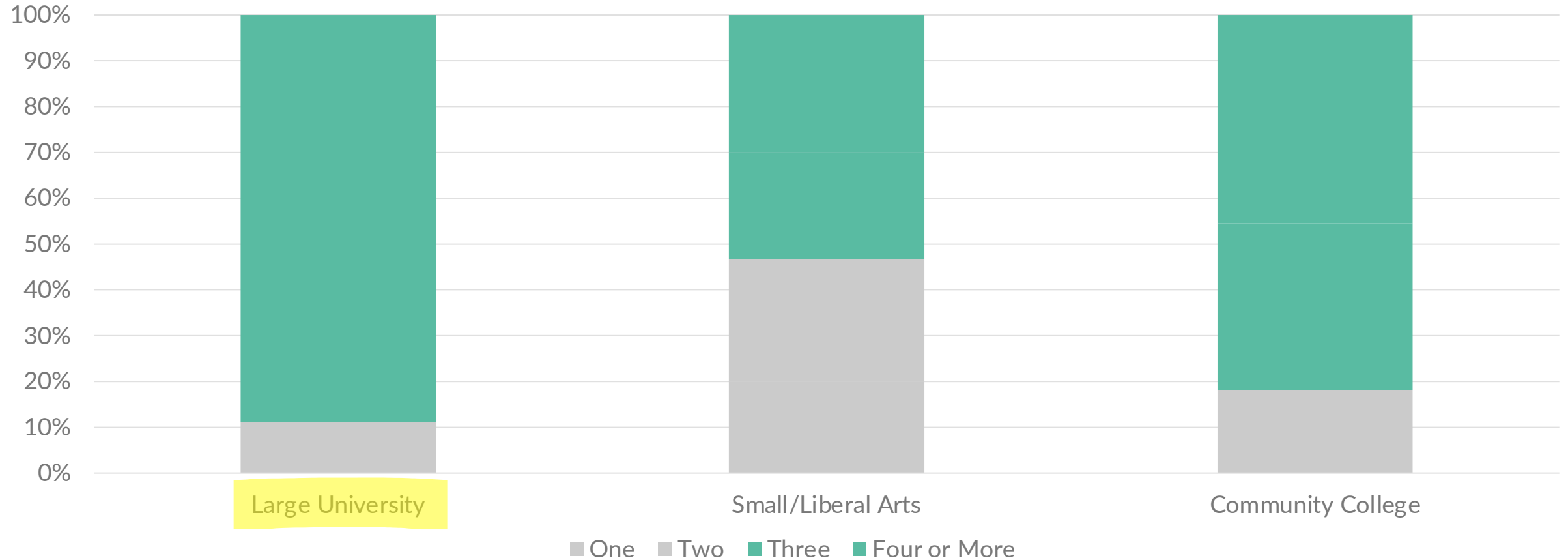
No

First Name

George

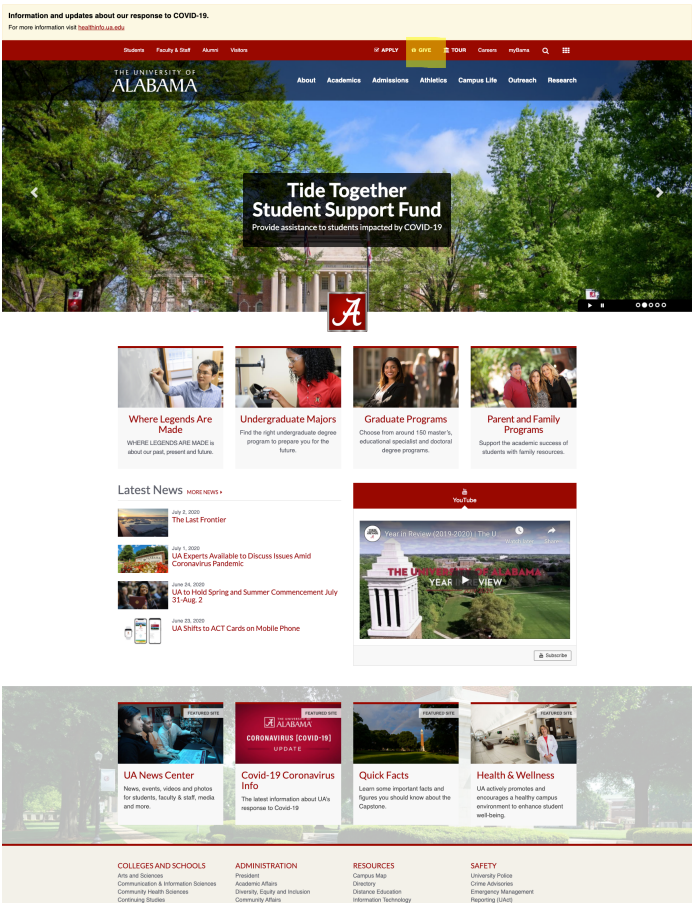


89% Large University's Had 3 Or More Steps Compared To 53% Of Small/Liberal Arts Organizations And 82% Of Community Colleges.

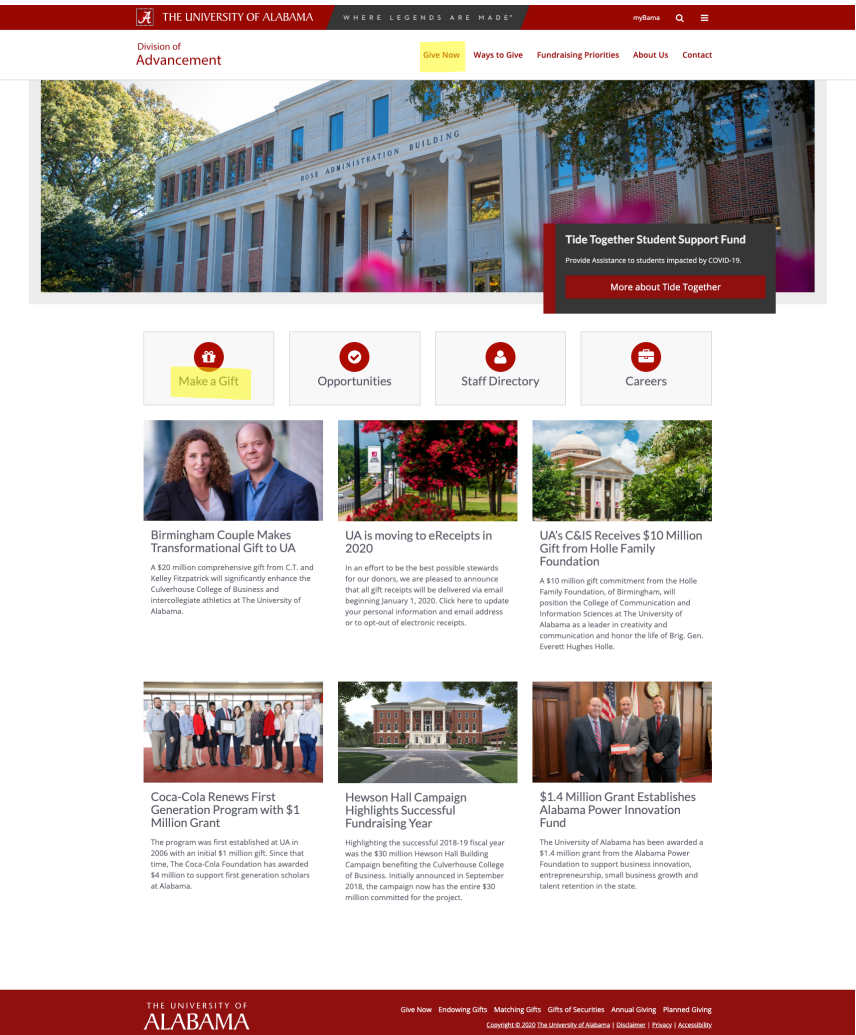


Large University

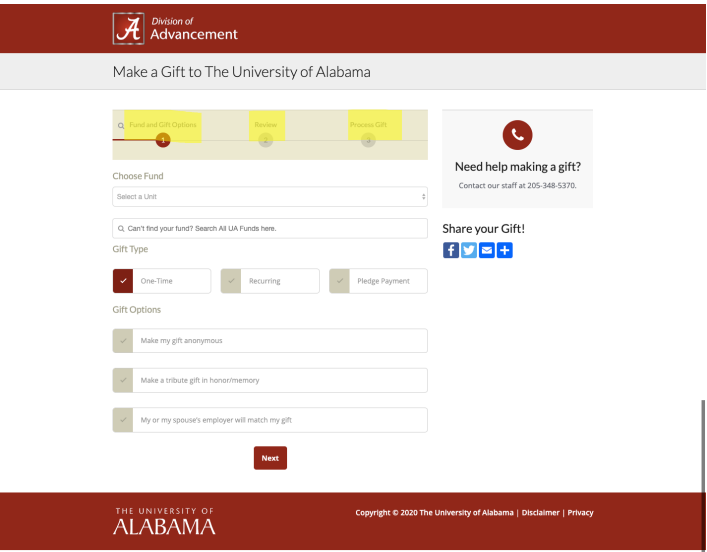
HOME PAGE



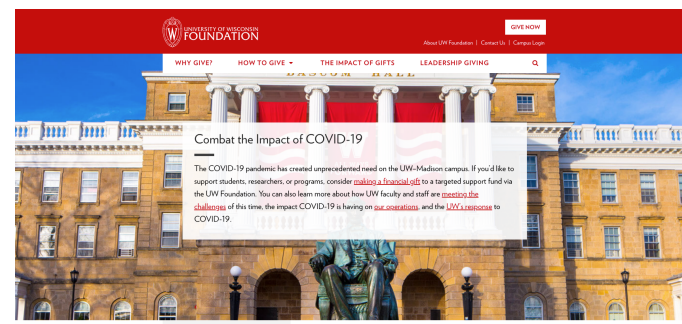
STEP 1



GIVING FLOW



GET A DEEPER LOOK AT A GIVING TO A UNIVERSITY VS. A UNIVERSITY FOUNDATION HIGHEREDONLINEFUNDRAISING.COM



FOUR POWERFUL PRIORITIES

When you give to the UW, you're doing more than simply supporting an exceptional university—you're also helping to push the boundaries of what's possible.

[LEARN MORE](#)

STUDENT SUPPORT

Giving students the support they need to excel is fundamental to a great university.

Annual Giving

The university depends on the generosity of committed supporters who continue to give, year after year.

[LEARN MORE](#)


RESEARCH & INNOVATION

In terms of research output, the UW outperforms prominent state and Ivy League schools.

Gift Planning

There are many ways to support the UW, including your will, planned giving and named gifts.

[LEARN MORE](#)

| 1848 SOCIETY | BASCOM HILL SOCIETY | WISCONSIN LEGACY SOCIETY | VAN HISE SOCIETY |
|---|---|--|------------------|
|  University of Wisconsin-Madison uw.edu | <p>WHAT WE DO</p> <p>The University of Wisconsin Foundation raises, invests and distributes funds for the benefit of the University of Wisconsin-Madison.</p> <p>CONTACT US</p> <p>University of Wisconsin Foundation 1848 University Avenue Madison, WI 53726</p> <p>Phone: 608-263-4545 / 800-448-6862</p> <p>Fax: 608-263-0281</p> <p>Questions: uwlif@uwsp.org</p> <p>Update Your Contact Information</p> | <p>Press Careers Annual Report</p> <p>—</p> <p>Privacy Policy Refund Policy Donations Disclosures Terms & Conditions</p> | |

Make a Gift

CHOOSE WHAT TO SUPPORT

Enter Designation or Fund Name Amount [ADD TO GIFT](#)

[Advanced Search](#) [Support the university's greatest needs](#)

YOUR GIFT

No funds have been added to your gift. Please enter a fund and amount above and click the "Add to Gift" button.

GIFT OPTIONS

☐ Repeat this gift every month for the greatest impact

☐ Apply this gift to an existing pledge with UW Foundation.

☐ I'm making this gift on behalf of a corporation or organization.

☐ I work for a company that makes gifts to the university.

☐ I'm making this gift "In Memory" or "In Honor" of a person or pet.

You're making a one-time gift. You can make this a monthly gift for the greatest impact.

NEED HELP GIVING?

Phone: 800-445-6162
Email: giving@supportuwlif.org

Monday - Friday
8 a.m. - 5 p.m. central time

Mail
UW Foundation
U.S. Bank Lockbox 78807
Madison, WI 53728-0807

[Gift Form](#)

YOUR INFO

Please enter your name and credit card billing address.

First Name * Last Name * ☐ Add spouse/partner name

BILLING ADDRESS

☒ Not in the United States? [Switch to international format.](#)

Type here to find an address Address Type *

City * State * Zip *

Email Address * Phone Number *


☒ My mailing address is the same as my billing address

PAYMENT INFO

Credit Card Number *

Expiration Month * Expiration Year * CVV *

SECURITY CHECK

☐ I'm not a robot 

To help us prevent fraud, please check this box.

[SUBMIT GIFT](#) [To submit, add a fund to your gift.](#)

Your information will be protected using 256 bit encryption and transmitted securely via a secure connection.

**REDUCE THE NUMBER OF
STEPS AND REMOVE
UNNECESSARY ONES.**

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction
3. Form Error Friction
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction*
3. Form Error Friction*
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

HIGHER ED ORGANIZATIONS SCORED HIGHER OR SIGNIFICANTLY HIGHER THAN OTHER NONPROFITS IN 4 OF THE 5 TYPES OF FRICTION WE ANALYZE.

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction*
3. Form Error Friction*
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

WITH THE ADDITIONAL LINKS, EXTRA STEPS, DESIGNATIONS GETTING TO THE FORM WAS SIGNIFICANTLY MORE FRICTION FILLED THAN OTHER NONPROFITS.

WHAT ABOUT **MOBILE** DEVICES?

96% OF HIGHER ED ORGANIZATIONS HAD A MOBILE OPTIMIZED (NO PINCHING AND ZOOMING) DONATION PAGE

(compared to 94% of other nonprofits)

Types of Donation Page Friction

1. Field Number Friction
2. Field Layout Friction*
3. Form Error Friction*
4. Confusion Friction
5. Decision Friction
6. Device Friction
7. Steps Friction

HIGH FRICTION DOESN'T JUST
ADD UP WHEN ON A MOBILE
DEVICE BUT IT ACTUALLY
COMPOUNDS.

OPPORTUNITY #1

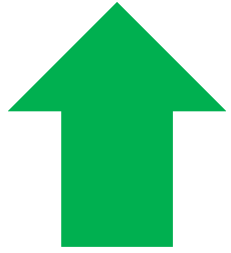
REMOVE UNECESSARY AND UNHELPFUL
FRICTION.

OPPORTUNITY #2

PROVIDE A BETTER, STRONGER, MORE CLEAR
REASON TO GIVE.

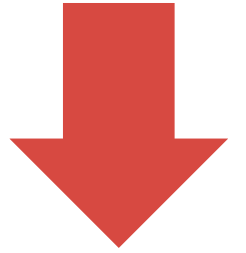
**ONLY 22% OF HIGHER ED
ORGANIZATIONS HAD A STRONG
REASON TO GIVE ON THEIR
DONATION PAGE.**

(compared to 33% of other nonprofits)



VALUE

COST



The MECLABS Conversion Sequence Heuristic ©

$$C = 4m + 3v + 2(i - f) - 2a$$

Diagram illustrating the MECLABS Conversion Sequence Heuristic formula:

C = **4m** + **3v** + **2(i - f) - 2a**

Labels and arrows pointing to the variables:

- C** → CONVERSION
- 4m** → MOTIVATION
- 3v** → VALUE PROPOSITION (CLARITY)
- 2(i - f)** → INCENTIVE
- f** → FRICTION
- 2a** → ANXIETY



IF I AM YOUR **IDEAL DONOR**, WHY SHOULD I
GIVE TO YOU RATHER THAN SOME OTHER
ORGANIZATION **OR NOT AT ALL?**

The 4 Main Ways to Answer the Value Proposition Question

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it?

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else?

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it?

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you?

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? APPEAL.
- Can they get it anywhere else? EXCLUSIVITY.
- Do they understand it? CLARITY.
- Do they believe you? CREDIBILITY.

The 4 Main Ways to Answer the Value Proposition Question

- Do they want it? **APPEAL.**
- Can they get it anywhere else? **EXCLUSIVITY.**
- Do they understand it? **CLARITY.**
- Do they believe you? **CREDIBILITY.**

WHY DID HIGHER ED'S DO POORLY?

Large University

54% OF HIGHER ED ORGANIZATIONS USED LESS THAN 1 SENTENCE OF COPY ON THEIR DONATION PAGE.



Give to UH

Why Give? Areas to Support Get Involved News & Events

UH Home > Giving > Give to UH

MAKE A GIFT

UNIVERSITY ADVANCEMENT

221 E. Cullen Bldg.
Houston, Texas 77204-2013
Phone: (713) 743-4708
Toll free: (877) 755-0559
Fax: (713) 743-0946
E-mail: development@uh.edu

For a Cougar Pride update regarding the new tax reform, please visit:
<http://www.uhcougars.com/sports/cougar-pride/spec-rel/012618aab.html>

To mail in your pledge, please use the link below:
Printable pledge form [\(PDF\)](#)

Here, We Go Colleges and Programs Search Funds UHAA Life Membership

For online giving support or questions regarding alternate giving methods, please call 713-743-4708 / Monday - Friday 8am - 5pm CT

Support Here, We Go: The Campaign for the University of Houston

Here, We Go Campaign Fund \$

+ Add Gift

Donation Details

Total gift amount:

\$

* Frequency:

One time

Next

Information provided on this form will be used by University Advancement for the purpose of crediting you correctly for your gift. Personal information contained in University Advancement's records is used only for university business. We are committed to protecting your privacy. Our [secure server software \(SSL\)](#) is the industry standard and among the best software available today for secure commerce transactions.

UNIVERSITY of HOUSTON

University of Houston
Houston, Texas 77204
(713) 743-2255

A-Z Index
Academic Calendar
Campus Carry Policy
Campus Map
Careers at UH
Directory

Emergency Information
Get Help
Human Resources
Library
MySafeCampus
Office of the President

Parking
Social Media
Title IX — Sexual Misconduct
Texas Veterans Portal
Tuition & Fees
UH



How The Addition Of Value Proposition Impacts Donor Conversion

Experiment ID: #6623

CONTROL

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story.

\$35

\$90

\$100

\$250

Other Amount

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year

Security Code

GIVE NOW

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:
Illinois Policy Institute
800 S. LaSalle St.
Suite 5000
Chicago, IL 60605

Illinois Policy Institute does not accept government funding.

TREATMENT

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burdens in the country, and the state is experiencing the largest erosion of residents it has ever seen. Lawmakers in Springfield are telling their constituents - people like you - that the only way to fix these problems is through more taxes. That is simply not true.

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

That is why we created [IllinoisPolicy.org](#).

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. And we are doing all of this for people like you.

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

Select Donation Amount

\$35

\$90

\$100

\$250

Other Amount

Cardholders Name

Address

Address 2

City

Illinois

Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month

Year

Security Code

GIVE NOW

150%

In Donations

HAVE AT LEAST *SOME* COPY ON
YOUR DONATION PAGE.

Small/Liberal Arts

REASON TO GIVE NOT IN THE
DIRECT EYELINE BEFORE MAKING
YOUR GIFT.

Make a Gift

1 Your Gift 2 Gift Processing 3 Review 4 Finish

Gift Details

Gift Amount * \$

Is this a pledge
name

Perpetual Giving

☐ Make this gift a recurring gift (monthly, quarterly, yearly)

Designation Options *

☐ **The Wheaton Fund**—Wheaton College's greatest need (includes Wheaton Associate and Phonathon gifts)

☐ Give to area(s) of your choice (choose one or more designations)

Gift Comment

Is this a memorial gift? *

Are you interested in
your company matching
this gift? *

If 'Yes,' search for and
enter your company [Search >](#)

Your Details

First Name *

Last Name *

Email *

[Home](#) [Next>>](#)

Your Gift Matters

Gifts at any level make a direct impact on Wheaton students and faculty every day.

Fast, Easy & Secure

Average completion time is under two minutes, and our site utilizes standard SSL encryption technology for a secure transaction.

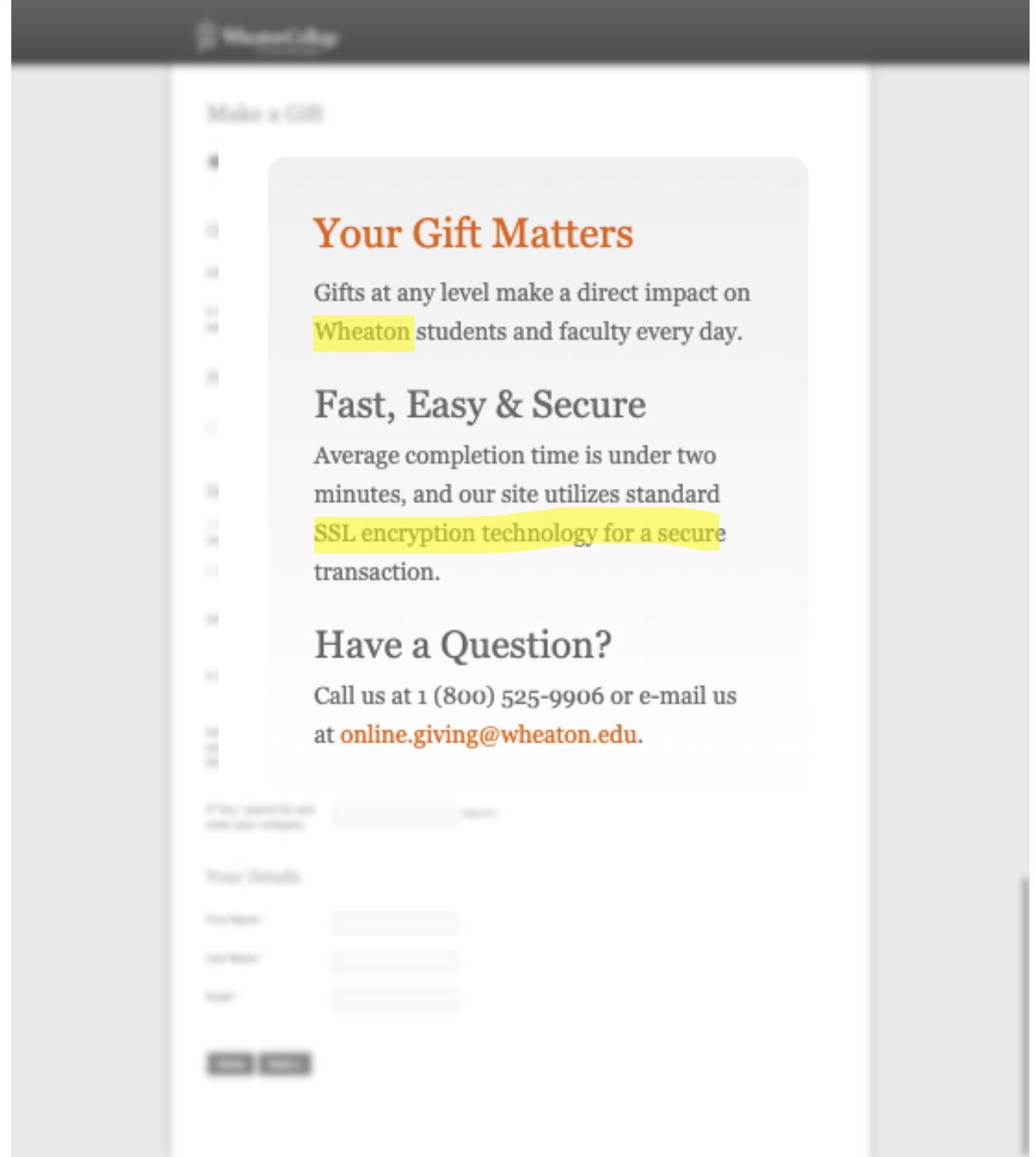
Have a Question?

Call us at 1 (800) 525-9906 or e-mail us at online.giving@wheaton.edu.

Small/Liberal Arts

HOW WOULD YOU SCORE THIS?

APPEALING?
EXCLUSIVE?
CLEAR?
CREDIBLE?



Small/Liberal Arts

20% OF HIGHER ED
ORGANIZATIONS USED MORE THAN
4 SENTENCES OF COPY ON THEIR
DONATION PAGE.

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding—even indirectly in the form of student grants or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. **Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great**, and are necessary for freedom and free-enterprise to flourish;
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free-market economics, the Western and American Heritage, the Great Books, and more through its **free online courses which reach hundreds of thousands of people each year**;
- Hillsdale can continue to publish *Imprimis*, its influential speech digest that shapes American opinion. *Imprimis* reaches more than 4.8 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events; and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

CHOOSE DESIGNATION

Please select how your gift should be designated.

Select Designation

YOUR DONATION

\$50 \$100 \$250 \$500 \$ Other Amount

☐ Make this a monthly recurring gift.

All gifts of \$500 or more will receive a personalized, engraved brick on Hillsdale's Liberty Walk. [See an example.](#)

PAYMENT DETAILS



Card Number *

AMEX VISA M.C. DISC

Expiration *

Month

Year

Security Code *

YOUR INFORMATION

Name *

First Name

Last Name

Email *

Country *

United States

Small/Liberal Arts



Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

You should not use your gift to fund or support any form of federal taxpayer funding, even indirectly in the form of student grants or loans.

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding—even indirectly in the form of student grants or loans—your gift ensures that:

- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. **Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great**, and are necessary for freedom and free-enterprise to flourish;
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free-market economics, the Western and American Heritage, the Great Books, and more through its **free online courses which reach hundreds of thousands of people each year**;
- **Hillsdale can continue to publish *Imprimis*, its influential speech digest that shapes American opinion.** *Imprimis* reaches more than 4.8 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events; and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

A screenshot of a web form for making a tax-deductible gift to Hillsdale College. The form includes fields for "Name", "Address", "City", "State", "Zip", "Phone", and "Email". There are also checkboxes for "I am a new donor" and "I am a returning donor". The form is titled "Make your tax-deductible gift to Hillsdale College today." and has a "Donate" button at the bottom.

Small/Liberal Arts

HOW WOULD YOU SCORE THIS?

APPEALING?
EXCLUSIVE?
CLEAR?
CREDIBLE?



Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Your donation does not represent an endorsement of Hillsdale College's policies or positions on any issue. Hillsdale College is not a charitable organization and does not have a 501(c)(3) status.

Your tax-deductible gift to Hillsdale College is a strategic investment in the future of America.

Since Hillsdale does not accept even one penny of state or federal taxpayer funding—even indirectly in the form of student grants or loans—your gift ensures that:

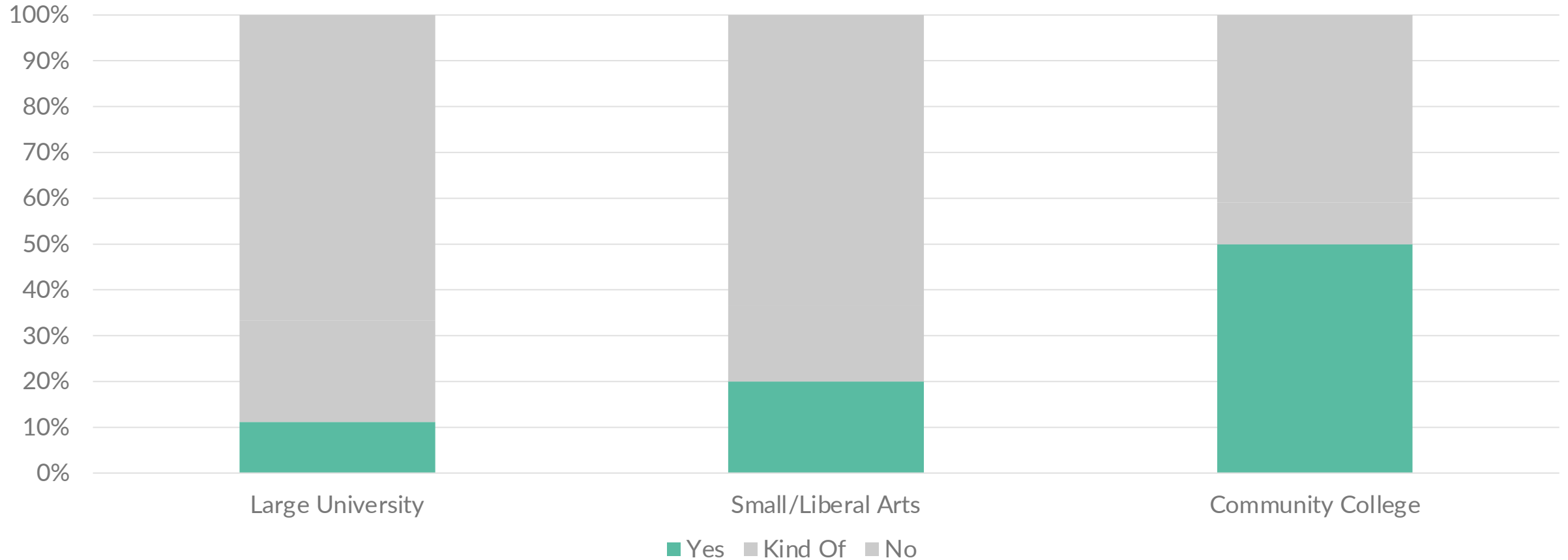
- Hillsdale College can continue to teach its students a classical liberal arts curriculum, necessary for preserving the blessings of civil and religious liberty. Hillsdale educates these bright and ambitious students—our future leaders—on the principles of liberty that made America great, and are necessary for freedom and free-enterprise to flourish;
- Hillsdale can continue to educate all Americans who wish to learn about the Declaration of Independence, the Constitution, free-market economics, the Western and American Heritage, the Great Books, and more through its free online courses which reach hundreds of thousands of people each year;
- Hillsdale can continue to publish *Imprimis*, its influential speech digest that shapes American opinion. *Imprimis* reaches more than 4.8 million people with each mailing, is offered completely free of charge, and features great speeches delivered by famous and influential conservatives from political, business, media, and academic leaders at Hillsdale College events; and
- Hillsdale can continue to teach students, opinion leaders, and policy makers about the Constitution and its central place in America's political life through its Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship on Capitol Hill in Washington, D.C.

Make your tax-deductible gift to Hillsdale College today.

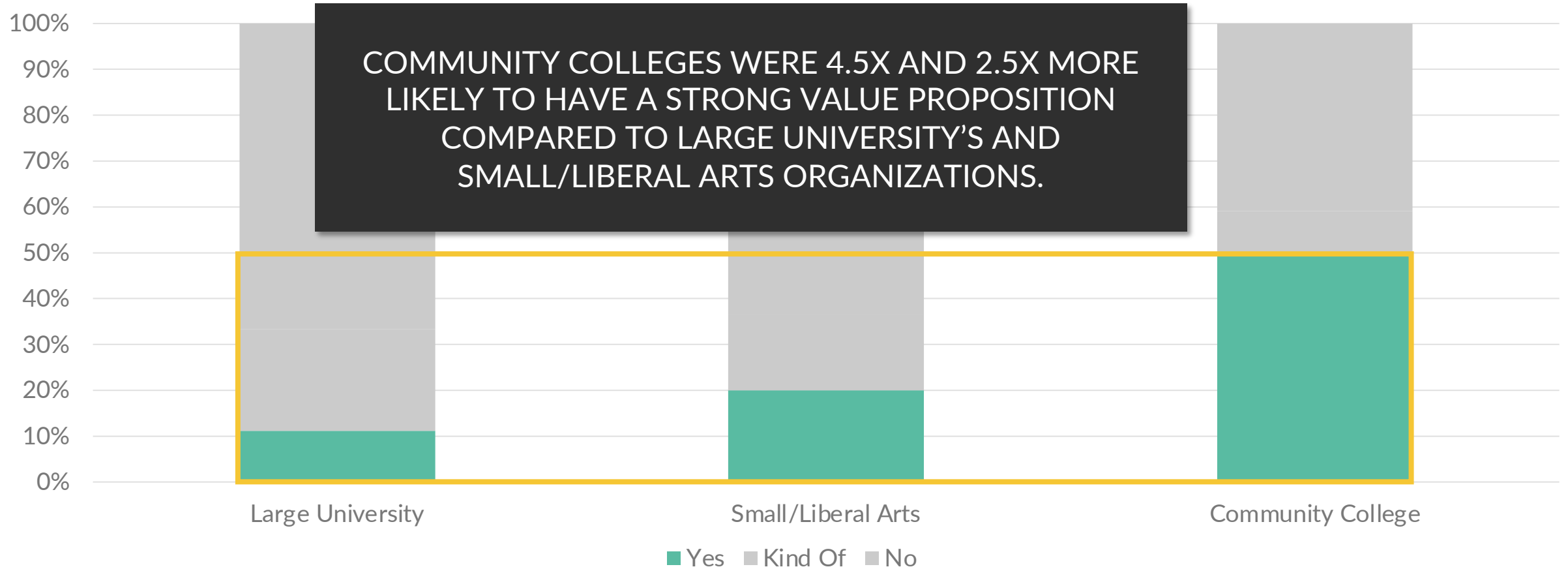
A screenshot of the Hillsdale College donation form. It includes fields for "Name", "Address", "City", "State", "Zip", "Phone", "Email", and "Card Number". There are also checkboxes for "I am a new donor" and "I am a returning donor". The form is titled "DONATE" and "HILLSDALE COLLEGE".

HAVE AT LEAST *SOME* COPY ON YOUR
DONATION PAGE TO SHARE WHY A GIFT
IS NEEDED AND WHAT IT WILL DO.

Do they have a strong value proposition where they try to answer why you should give to them compared to another organization or not at all




Do they have a strong value proposition where they try to answer why you should give to them compared to another organization or not at all



Community College

COMMUNITY COLLEGES USED 4 OR MORE SENTENCES ON THEIR DONATION PAGE 55% OF THE TIME COMPARED TO 9% FOR LARGE UNIVERSITY'S AND 13% FOR SMALL/LIBERAL ARTS ORGANIZATIONS.



SBCC FOUNDATION
SANTA BARBARA CITY COLLEGE

Your gift makes it possible.

Make a Donation

An SBCC education changes lives and opens doors to a world of possibilities. Gifts of all sizes add up to make a big difference for students, their families, and the campus community and beyond. Thank you!

Donors of annual gifts of \$1,000 or more that are designated to be used "where most needed" are invited to join the [President's Circle](#), a group of supporters who are deeply committed to SBCC and the work of the Foundation.

STEP ONE
ENTER INFO

STEP TWO
CONFIRMATION

STEP THREE
RECEIPT

| | | | |
|---------|---------|---------|-------|
| \$5,000 | \$2,500 | \$1,000 | \$500 |
| \$250 | \$100 | \$50 | \$25 |

Other Gift Amount
\$0.00

CHOOSE A FREQUENCY
Recurring Frequency: One Time

Donation Designation: Use my donation where it is needed most

Other gift instructions:
* Please note if you are donating to the SB Support Network *

☐ This gift is a tribute.

Tribute Type: -- Select An Option --

Honoree Name:

Who should receive notification of this gift?

Name:

Address:

City:

State:


Zip Code:

☒ I would like to receive (or continue to receive, if already subscribed) email newsletters and updates.

☐ Please send information about planned gift opportunities.

☐ My company matches my charitable gifts. I will submit the

**BUT THEY ALREADY KNOW US
AND WHY THEY SHOULD GIVE...**

 #SchittsCreek



Control

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

☐ Other

Other *

Please Enter An Amount Of At Least \$5.

Billing Information *

Card Number

Expiration Date

January 2020

CVV (Security Code)

Name *

First

Last

Billing Information *

Street Address

Address Line 2

City

State

ZIP Code

Email *

By providing your personal details, you accept that we will use your personal details to communicate with you about ministry updates and opportunities from Billy Graham Evangelistic Association. View our full Privacy Policy.

GIVE

Stepped Form

Step 1: Please choose the amount you would like to give

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

☐ Other

Other *

Please Enter An Amount Of At Least \$5.

Step 2: Please provide your secure payment information*

Card Number

Expiration Date

January 2020

CVV (Security Code)

Step 3: Please provide your billing information*

First

Last

Street Address

Address Line 2

City

State

ZIP Code

Email *

By providing your personal details, you accept that we will use your personal details to communicate with you about ministry updates and opportunities from Billy Graham Evangelistic Association. View our full Privacy Policy.

MAKE MY GIFT TO BGEA

REVIEW



31%
In Donations

Experiment

FROM THIS

* Credit Card Number

* Verification Code

* Expiration Month

-Choose- ▼

* Expiration Year

-Choose- ▼

Donate \$70

TO THIS

* Credit Card Number

* Verification Code

* Expiration Month

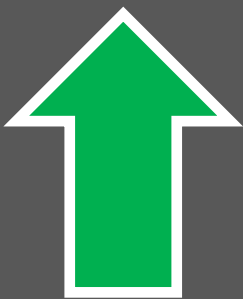
-Choose- ▼

* Expiration Year

-Choose- ▼

Donate \$70

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. Every 7 minutes, a new CaringBridge site is created - along with a new compassionate community to surround that individual on their health journey.



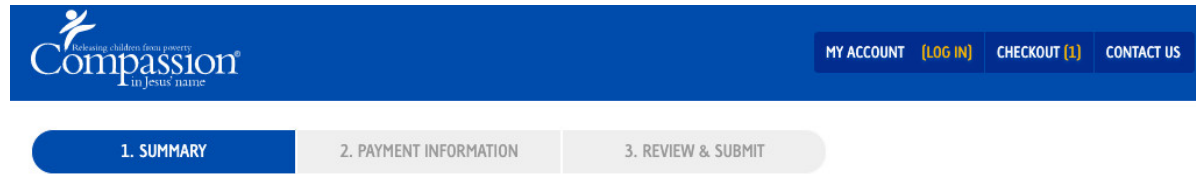
31.3%

In Donations

How will the presence of a value proposition banner in checkout affect conversion?

Experiment ID: #15988

CONTROL



TREATMENT



14%
In Donations

HAVE AT LEAST *SOME* COPY ON YOUR DONATION PAGE AND THROUGHOUT THE GIVING EXPERIENCE TO SHARE WHY A GIFT IS NEEDED AND WHAT IT WILL DO EVEN IF THEY DO ALREADY KNOW YOU.

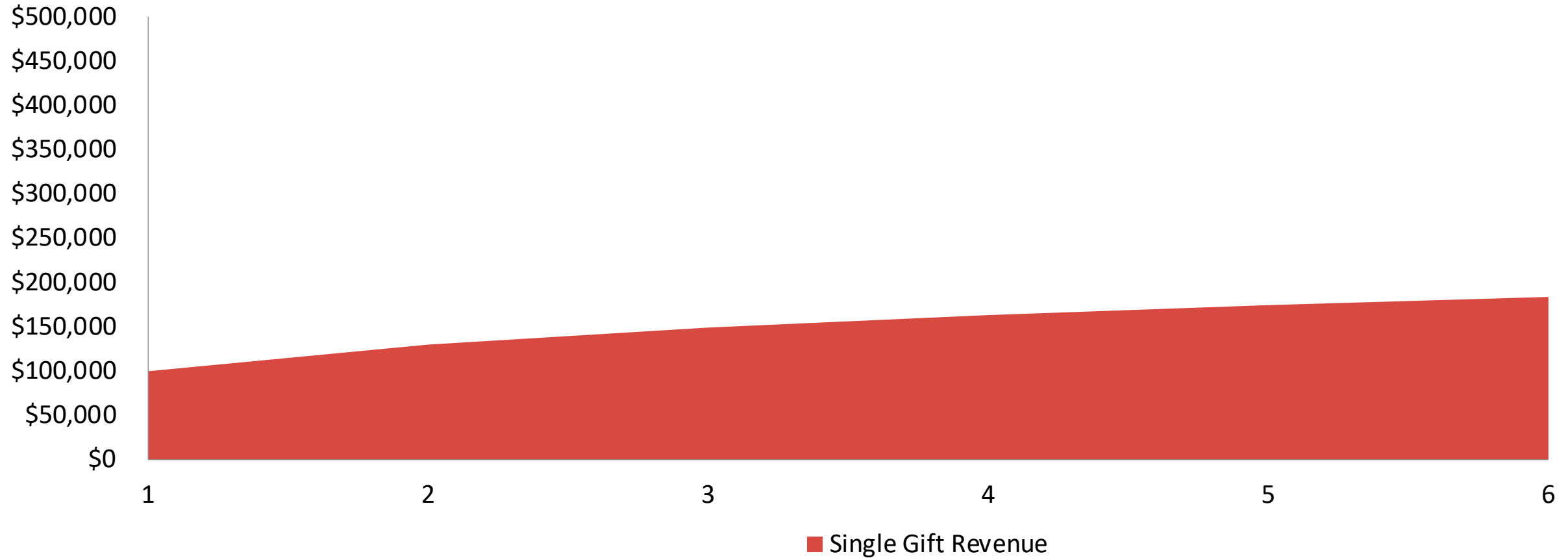
OPPORTUNITY #2

PROVIDE A BETTER, STRONGER, MORE CLEAR
REASON TO GIVE.

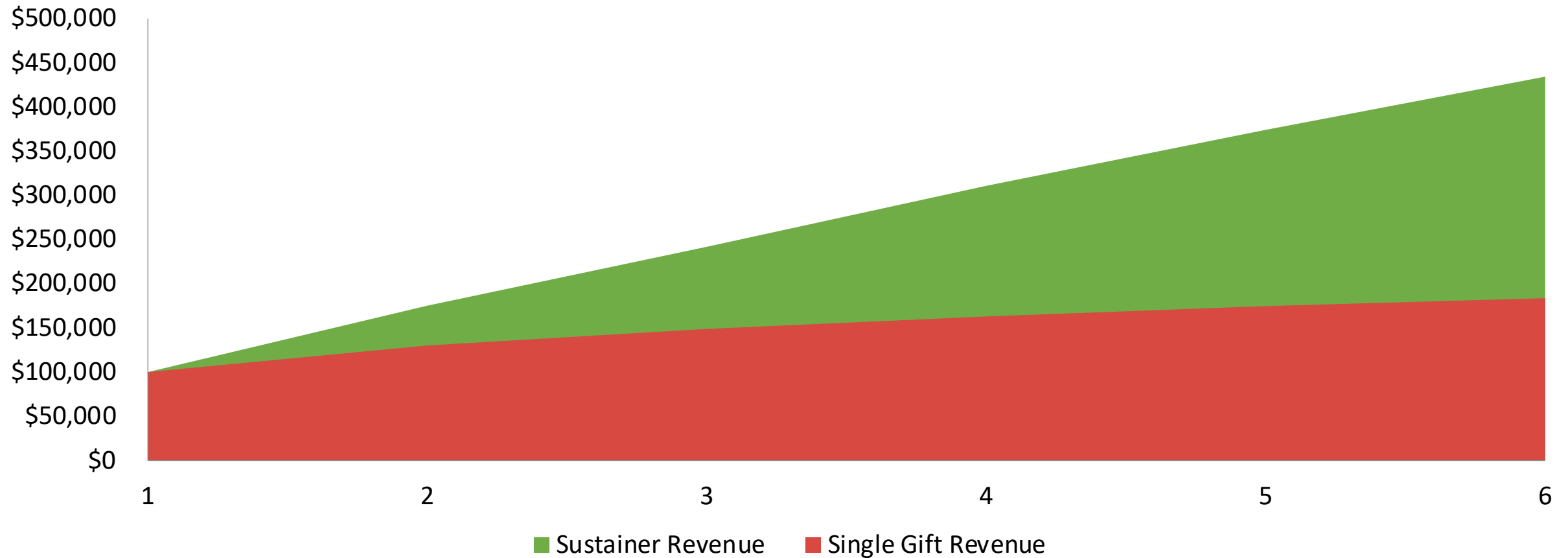
OPPORTUNITY #3

FOCUS MORE ON RECURRING GIVING.

6 Year Value of 1,000 Donors



6 Year Value of 1,000 Donors



**THE SUBSCRIPTION E-COMMERCE
MARKET HAS GROWN > 100% A YEAR
FOR THE PAST 5 YEARS.**

THE SUBSCRIPTION E-COMMERCE
MARKET HAS GROWN > 100% A YEAR.
PARTICULARLY FOR 25 - 44 YEAR OLDS.
FOR THE PAST 5 YEARS.

10% OF HIGHER ED
ORGANIZATIONS DID
NOT ALLOW FOR A
RECURRING GIFT.

Personal Information

First Name *

Middle/Former Name

Last Name *

Email address *

Class Year

☒ Alumnus, Alumna, or Student
☐ Parent
☐ Faculty or Staff
☐ Friend

Spouse First Name

Spouse Middle/Former

Spouse Last Name

Email address

Class Year

☒ Alumnus, Alumna, or Student
☐ Parent
☐ Faculty or Staff
☐ Friend

Street Address *

City *

State *

Zip Code *

Country *

Gift Information

Make a gift or pledge payment:

Gift Amount *

I wish to allocate my donation to: *

☐ Annual Fund
☐ Lynx Club for Athletics
☐ Other

Type of card *

Comments:

Privacy Policy: By completing this form, you consent to share your information only with Rhodes College, the sole recipient. Rhodes collects name, contact and billing information to fulfill your request and under no circumstance will it disclose this information to third parties, individuals, groups or companies outside Rhodes College. Your name and contact information may also be used to update your record with Rhodes College.

Continue >>

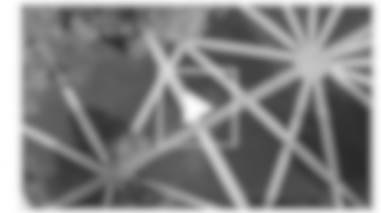
10% OF HIGHER ED ORGANIZATIONS PROVIDED A REASON TO MAKE A RECURRING GIFT.



Together, we move forward.

Give and Change. The Ohio State Campaign is your opportunity to support that vital power that lives within all of us — the power of human potential.

Together, we can support people and the causes that change lives. All the money you give goes directly to the people and programs that need it most. The Ohio State Campaign is the only campaign to provide, exclusively, online, immediate, immediate, immediate.



Monthly giving goes further

You can support life-changing scholarships, programs, research, patient care and more all year long.

It's safe, secure, easy — and it does a lot. Plus, once you enroll, you never have to think about it again. Monthly giving provides dependable support with less administrative costs, and a dedicated personal contact is always available to assist you with your questions or updates.

So support what you're passionate about at Ohio State all year long, and set up a monthly gift today.

[Make a monthly gift](#)



\$10 a month
provides 30 meals a year for a student in need.

[GIVE TODAY](#)



\$50 a month
covers the cost of clippers our veterinary students use to prepare shelter animals for surgery.

[GIVE TODAY](#)



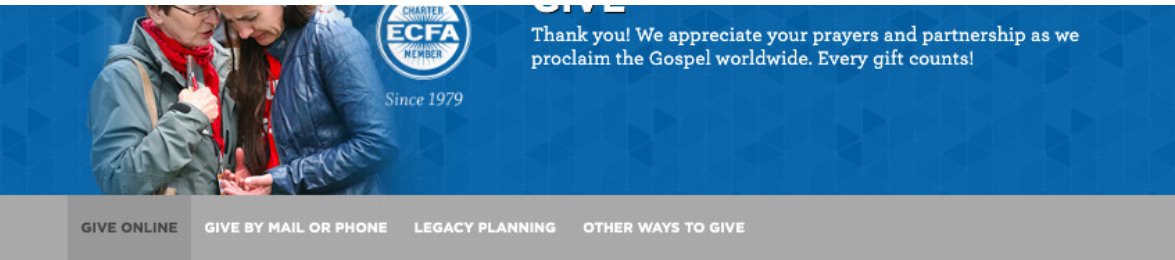
\$100 a month
keeps research into advanced cancer treatments moving forward at our Comprehensive Cancer Center.

[GIVE TODAY](#)

How Communicating The Impact Of A Recurring Gift Can Increase Conversion With New Visitors

EXPERIMENT ID: #18659

CONTROL



[Home](#) > [Give](#) > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

| | | |
|-------|-------|--|
| \$25 | \$50 | \$ 50 |
| \$100 | \$250 | <input checked="" type="radio"/> One-time Gift <input type="radio"/> Monthly Gift |

GIVE NOW

OR GIVE TO SPECIFIC AREAS

[Where Most Needed](#)

TREATMENT



[Home](#) > [Give](#) > Give Online

QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

| | |
|-------|--|
| \$25 | \$ 50 |
| \$100 | <input checked="" type="radio"/> One-time Gift <input type="radio"/> Monthly Gift |

GIVE NOW

48.4%
In New Recurring Donors

**PROVIDE A REASON FOR WHY
SOMEONE SHOULD GIVE MONTHLY**
(especially for new visitors/donors)

**3% OF HIGHER ED
ORGANIZATIONS
DEFAULTED TO A
MONTHLY GIFT.**

The image shows a 'Make a gift' form overlay on a blurred background of a website. The form has a title 'Make a gift' at the top. Below it, there's a section for 'Frequency' with two buttons: 'Monthly' (which is highlighted with a yellow box and has a small downward arrow) and 'One-time'. Underneath is a 'Select a gift amount:' section with five buttons: '\$10', '\$25', '\$50', '\$100', and '\$250'. These buttons are also highlighted with a yellow box. Below that is an 'Enter custom amount:' section with a dollar sign icon and a text input field. At the bottom of the form is a large red button labeled 'GIVE TODAY'.


Sierra Club Testing

Defaulting to Recurring Gift

CONTROL – ONE-TIME

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB



Protect Endangered Species

Endangered species face far too many threats – the impacts of climate change on their delicate ecosystems, development by the fossil fuel industry, and relentless efforts to dismantle the Endangered Species Act. Help us continue to protect wildlife on the brink of extinction. Make your donation today!

Select Your Gift

☐ Make my gift monthly.

93,528 donors have already signed up to give monthly - join them today

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country

Payment Information

☐ I'd like to cover the 3% transaction fee.


Card Holder Name

Card Number

TREATMENT - MONTHLY

EXPLORE, ENJOY, AND PROTECT THE PLANET

SIERRA CLUB



Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

93,528 donors have already signed up to give monthly - most are giving \$20 right now.


Thank You for Taking Action!

Now, our natural world — the clean air, safe drinking water, wildlife and wild places we love — are under attack and we need you now more than ever.

Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to SIERRA magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Special access to webinars, calls, and events with conservation leaders
- Wilderness Guardian newsletter
- Members-only ecotravel opportunities
- Automatic membership in your local chapter
- Exclusive discounts on products and services to help you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City State

Postal Code

Country

Payment Information

☐ I'd like to cover the 3% transaction fee.

Card Holder Name

Card Number

\$200K to \$1M

In Recurring Revenue Over 2 Years

CAUTION

Sierra Club Testing

Defaulting to Recurring Gift

CONTROL - ONE-TIME

TREATMENT - MONTHLY

CAUTION

INCREASE:
ALL CHANNELS
CAMPAIGNS
PROSPECTS

NO INCREASE:
PAID SEARCH
ORGANIC SEARCH

EXPLORE, ENJOY, AND PROTECT THE PLANET



EXPLORE, ENJOY, AND PROTECT THE PLANET



Protect Endangered Species

Endangered species face far too many threats — the impacts of climate change on their delicate ecosystems, development by the fossil fuel industry, and relentless efforts to dismantle the Endangered Species Act. Help us continue to protect wildlife on the brink of extinction. Make your donation today!

Select Your Gift

☐ \$15 ☒ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$ other

☐ Make my gift monthly.

93,528 donors have already signed up to give monthly — most are giving \$20 right now.

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

City

State

Postal Code

Country

Payment Information

☐ I'd like to cover the 3% transaction fee.

Card Holder Name

Card Number

0000-0000-0000-0000



Thank You for Taking Action!

Now, our natural world — the clean air, safe drinking water, wildlife and wild places we love — are under attack and we need you now more than ever.

Become a monthly donor and get all the regular benefits of membership and much more! Become a monthly donor today and we will send you our Eco-Chic Reusable Bag Set. You will also receive:

- Subscription to SIERRA magazine
- Best-selling Sierra Club Wilderness Wall Calendar
- Access to a webinar and online training with conservation leaders
- Wilderness Guide to new water
- On-line eco-level of our species
- Automatic monthly donation to your local chapter
- Monthly accounts of our work and stories with you explore, enjoy and protect the planet

With your help, we will keep fighting around the clock to protect and preserve our environment for generations to come.



Wildlife and wild places need you. Become a Monthly Donor today.

Monthly giving is an easy way to make a difference every day. Your gift provides the resources to sustain long-term campaigns that lead to the permanent protection of our most precious resources.

Please choose your monthly giving amount below:

☐ \$15 ☒ \$20 ☐ \$30 ☐ \$50 ☐ \$85 ☐ \$ other

93,528 donors have already signed up to give monthly — most are giving \$20 right now.

Your Information

First Name

Last Name

Email

Street Line 1

Street Line 2

State

Payment Information

☐ I'd like to cover the 3% transaction fee.

Card Holder Name

\$200K to
\$1M

In Recurring Revenue
Over 2 Years



TRY DEFAULTING TO A MONTHLY GIFT

(especially when you're driving message & motivation)

How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

Single Gift

Monthly Gift

Your Monthly Donation

\$15

\$20

\$25

\$

Other Gift Amount

Billing Information

First Name

Last Name

5 OPTIONS, \$10 LOWEST

Single Gift

Monthly Gift

Your Monthly Donation

\$10

\$15

\$20

\$25

\$50

\$

Other Gift Amount

Billing Information

First Name

Last Name



125.5%

In Recurring Donors

How more donation options with a lower initial ask affects recurring donations

EXPERIMENT ID: #18815

3 OPTIONS, \$15 LOWEST

5 OPTIONS, \$10 LOWEST

NO DIFFERENCE IN AVERAGE GIFT.

Single Gift Monthly Gift

Your Monthly Donation

\$15 \$20 \$25

\$ Other Gift Amount

Billing Information

First Name Last Name

Single Gift Monthly Gift

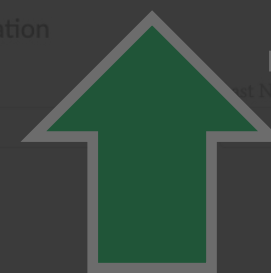
Your Monthly Donation

\$10 \$15 \$20 \$25 \$50

\$ Other Gift Amount

Billing Information

First Name Last Name



125.5%

In Recurring Donors

How the minimum gift amount asked on a recurring pop-up impacts overall revenue

EXPERIMENT ID: #18640

CONTROL \$15

Would you like to convert your gift to an ongoing monthly gift?

YES!

Convert my gift to a \$15 monthly gift.

No, thanks.

Process my original one-time gift.

TREATMENT \$19

Would you like to convert your gift to an ongoing monthly gift?

YES!

Convert my gift to a \$19 monthly gift.

No, thanks.

Process my original one-time gift.



43.3%

In Revenue per Visitor

**TRY STARTING WITH A SMALLER
FIRST DONATION AMOUNT IN THE
ARRAY.**

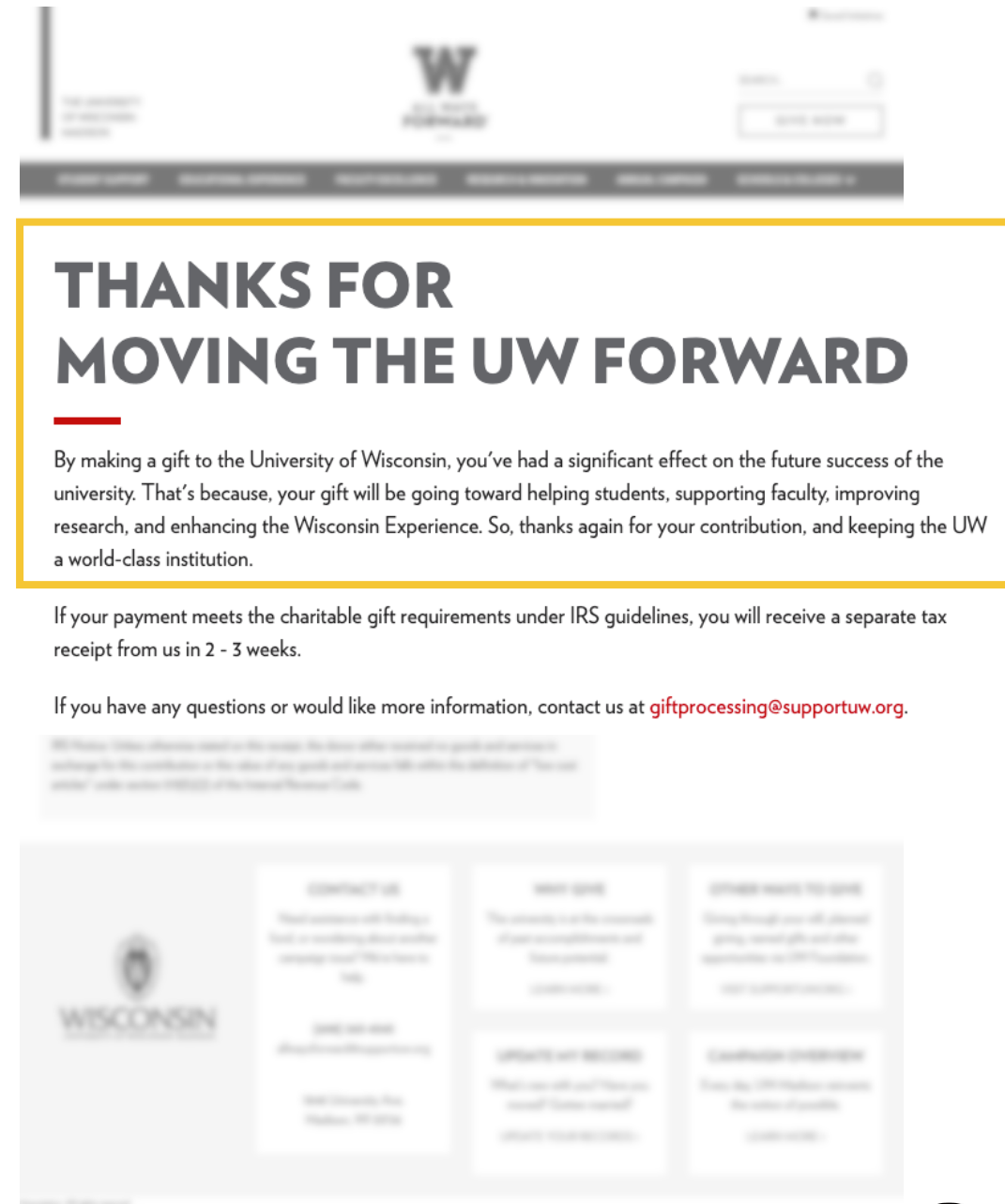
OPPORTUNITY #3

FOCUS MORE ON RECURRING GIVING.

OPPORTUNITY #4

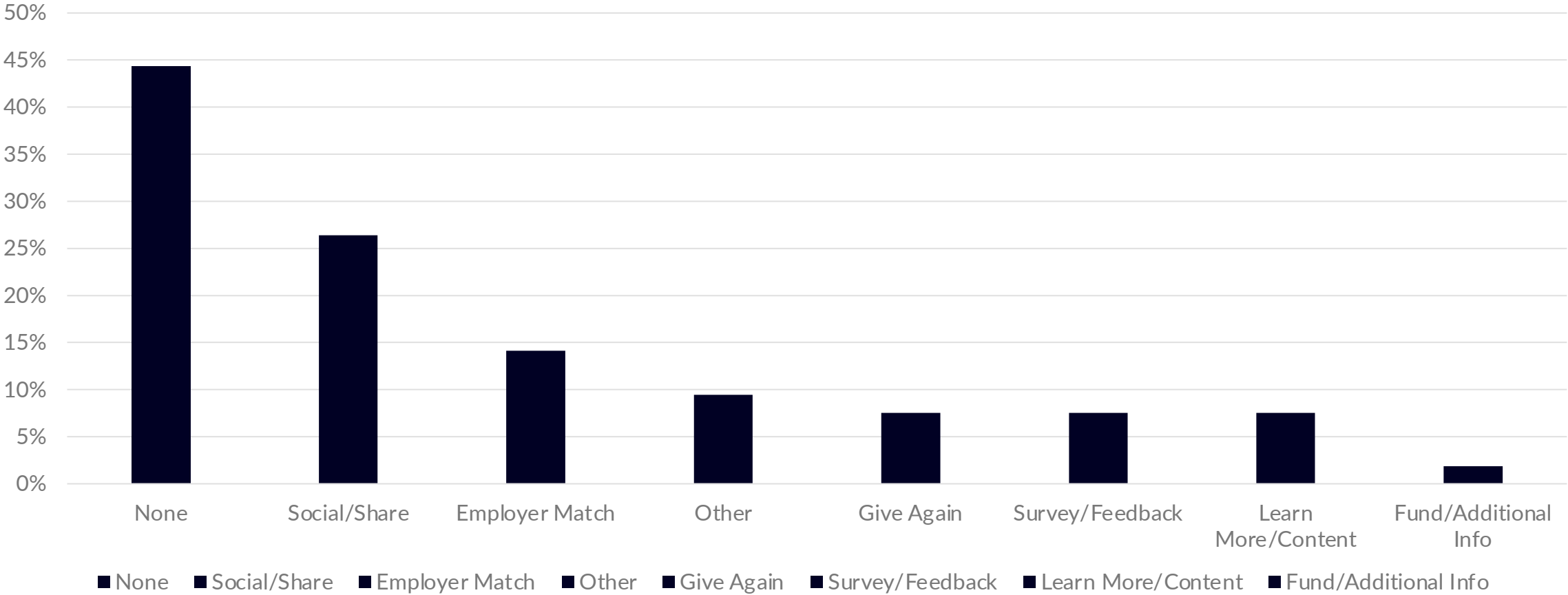
USE THE THANK YOU/CONFIRMATION PAGE
MORE STRATEGICALLY.

HALF OF HIGHER ED
ORGANIZATIONS DID
NOT THANK THE
DONOR WITH IMPACT
FOCUSED MESSAGING.

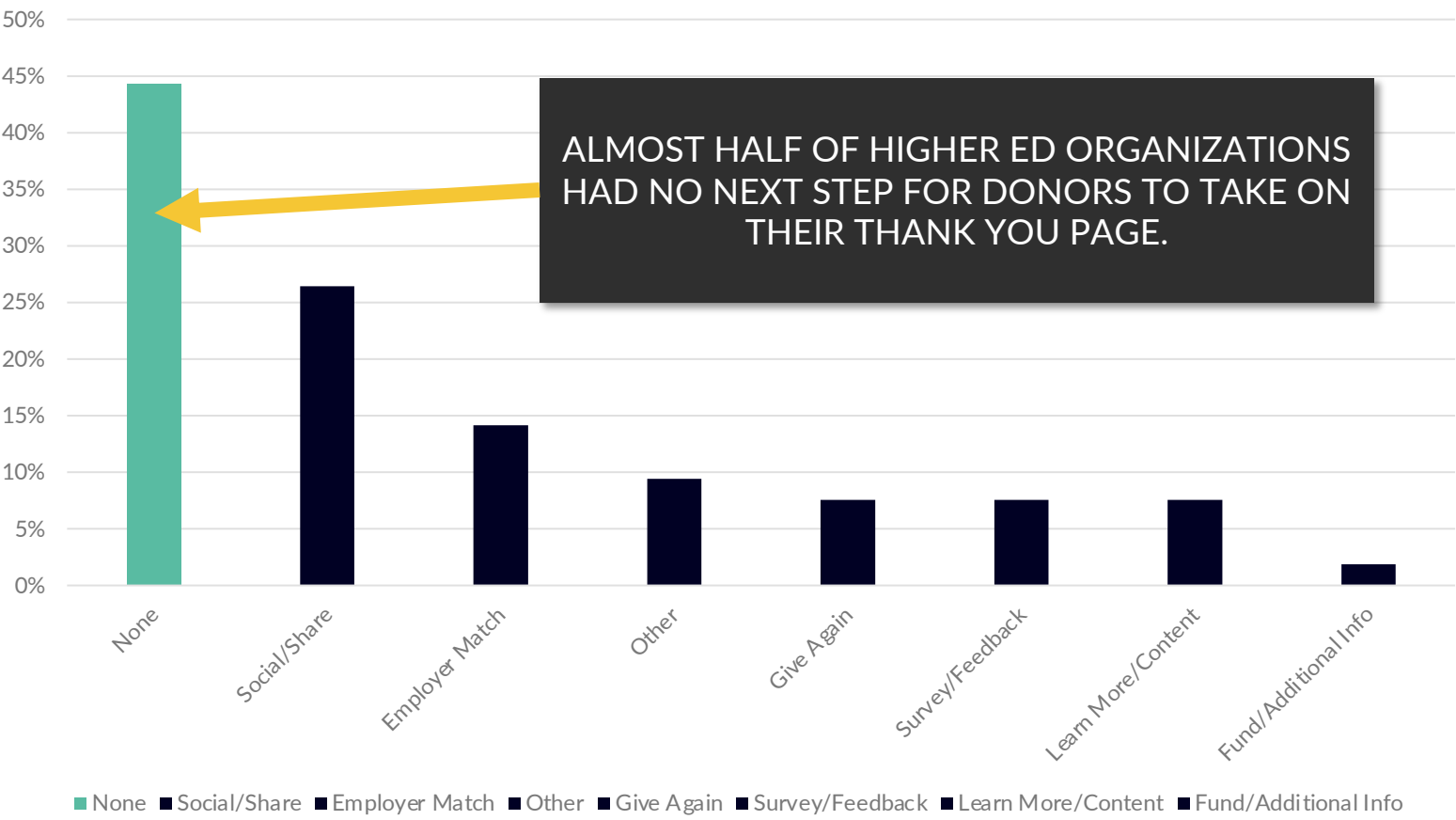


**MAKE SURE YOU HAVE A GOOD,
CLEAR, TANGIBLE THANK YOU ON
THE CONFIRMATION PAGE.**

If there is a next step or action for you to take, what is it?



If there is a next step or action for you to take, what is it?



Thank you George for your support of Auburn University.

Please print the below information for your records.

| | |
|-----------------------------|---------|
| Transaction Summary | |
| Description | Amount |
| Confirmation Number: 03642G | |
| Gift Amount: | \$20.00 |
| Amount: \$20.00 | |

Billing Information

| | |
|------------------|------------------------------|
| Full Name: | George Smith |
| Billing Email: | george.smith@loveyourgrub.co |
| Billing Phone: | 469-431-5470 |
| Billing Address: | 5810 Tennyson Parkway #102 |
| Address 2: | |
| City: | Plano |
| State: | TX |
| Zip/Postal Code: | 75024 |
| Country: | US |

Credit Card Information

| | |
|---------------------|----------|
| Type of card: | VISA |
| Credit Card Number: | ****0299 |

Online Responses:

| | |
|--------------|---------|
| Gift Amount: | \$20.00 |
|--------------|---------|

New gift, or payment on an existing pledge?
New Gift

First Name:
George

Last Name:
Smith

Primary E-mail:
george.smith@loveyourgrub.co

Address 1:
5810 Tennyson Parkway #102

City/Town:
Plano

State/Province/Region:
Texas

Zip/Postal Code:
75024

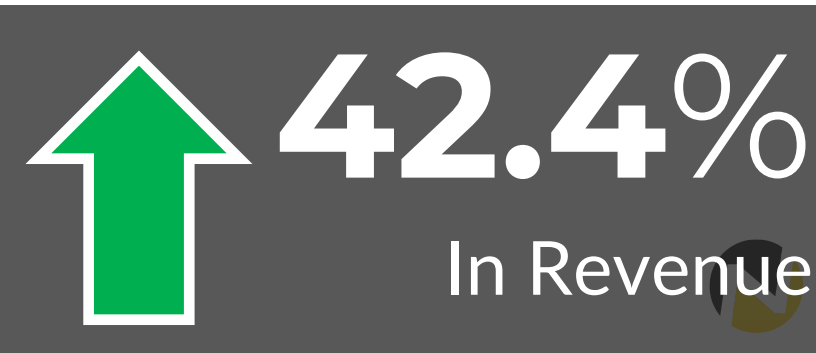
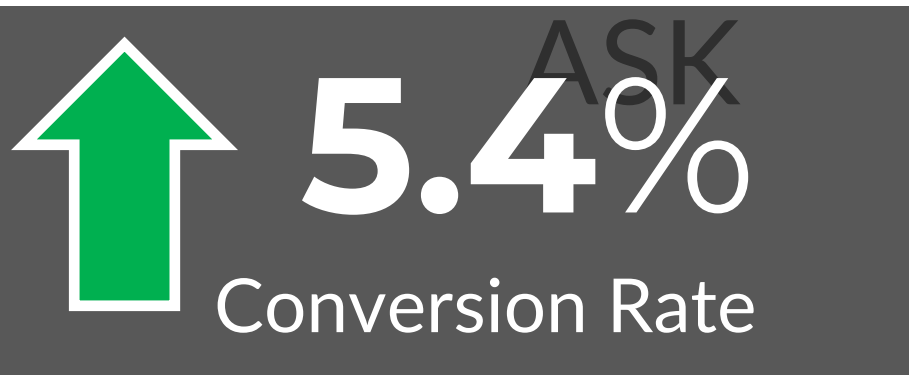
Phone Number:
469-431-5470



How Testing The Call-to-action On Thank You Page Affects Conversion
Experiment ID: #262

CONTROL

RECURRING
'UPGRADE'



Give Again?

OR THIS



Thank You For Your Donation
Your Gift Is Making A Difference!

Your donation has been charged to your credit card and a copy of your receipt is being emailed to you.

Become a Sustaining Supporter

Your ongoing monthly donation of \$19 per month will help LLS continue to advance the most promising cancer research of our time.

As a Sustaining Supporter, you'll receive regular updates on our research progress as well as news of cancer survivors.

[Donate now with 1-click](#)

Your LLS monthly donations are secured utilizing the highest level of encryption through PCI DSS compliant technology. The first payment will start next month and is charged on the same date each month. For assistance, call 1-888-557-7177.

OR THIS



[GROW YOUR FAITH](#)

[TV & RADIO](#)

[WHAT WE DO](#)

[NEWS](#)

[ABOUT](#)

[GIVE](#)



CHECKOUT

Thank you for your generous online gift.

We are grateful for your financial support. Your transaction will be processed shortly and will appear on your next credit card statement. An acknowledgment will be mailed to your billing address.

The confirmation number for your donation is 14418604.

Keep Giving Hope: Make This a Monthly Gift

Will you consider partnering with BGEA all year long by turning your gift into a recurring monthly donation? Most importantly, you can be a crucial part of what God is doing throughout the world as BGEA continues to proclaim the Gospel of Jesus Christ through every effective means available. You can call or write us anytime to pause or stop your monthly donation.

☐ [Make this gift monthly](#)

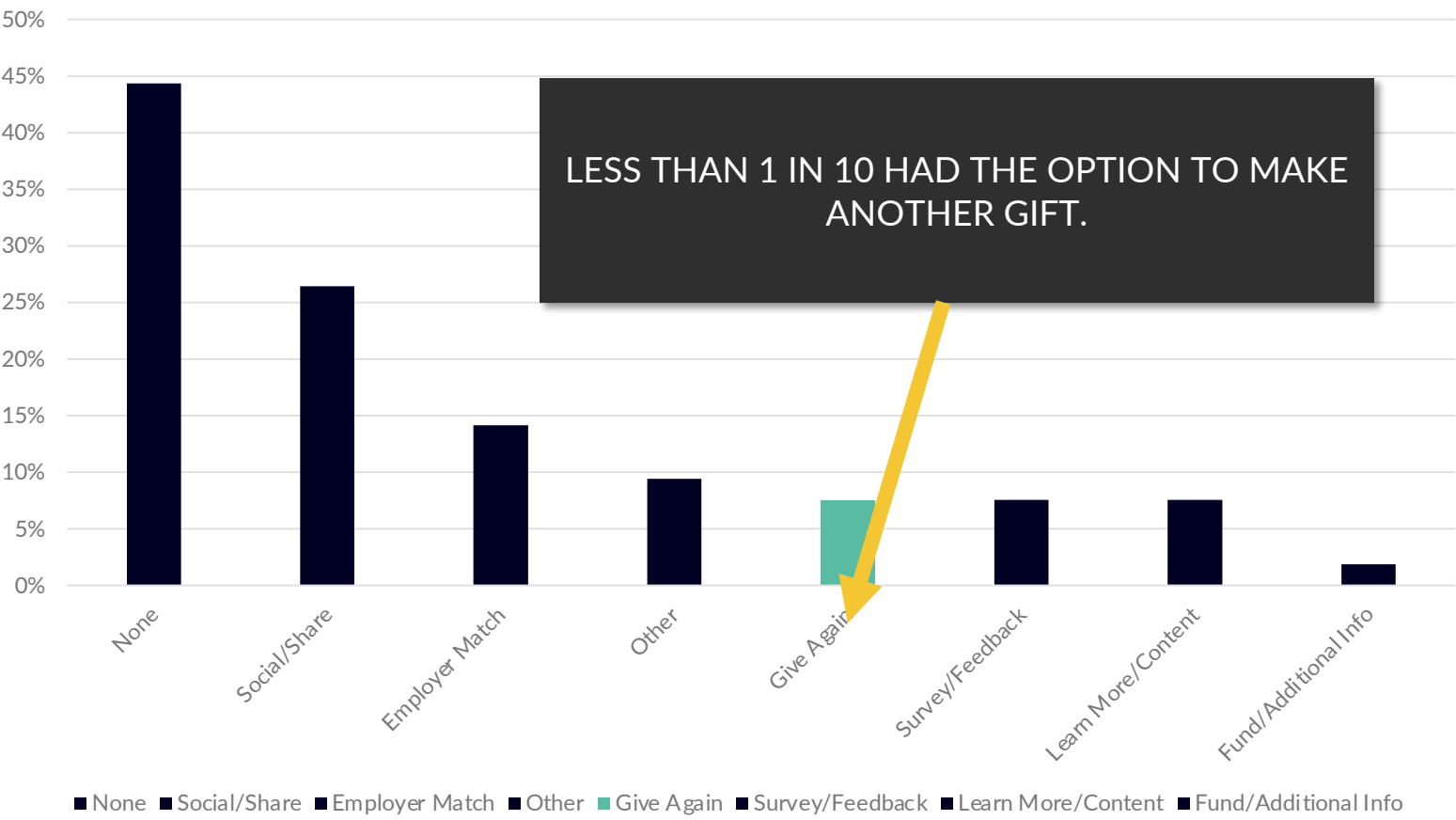
If you have any questions, call us at **1-877-247-2426**. Please have your confirmation number ready and indicate that you are contacting us about a credit card donation made through the Billy Graham Evangelistic Association website.

To keep you updated on the ministry, we would like to send you our prayer letter, *From the Desk of Franklin Graham*, featuring biblical truths about current events, news of his travels and updates on the work of BGEA with thousands of people around the world.



**HAVE AT LEAST ONE CLEAR ACTION
FOR THE DONOR TO TAKE.**

If there is a next step or action for you to take, what is it?



MAKE A GIFT - AREAS OF GREATEST NEED

THANK YOU GEORGE,
We appreciate your generous gift. Your support helps the University of Arizona in working together to expand human potential, explore new horizons, and enrich life for all. We hope you share our pride in being a part of the important difference that philanthropy makes on campus, every day.

Please take a moment to review your transaction details below. We've also sent an email containing this information for your convenience.

YOUR GIFT DETAILS:

Amount: \$20.00
Date: 2/28/2020
Designated to: Arizona Undergraduate Scholarship Fund
Payment Method: Visa: Credit Card/0299

Please note that this charge will appear on your credit card statement as "U of A Foundation."

On behalf of the University of Arizona community, thank you again for your generous gift.

GET IN TOUCH

We're always here to answer any questions or for you to voice any concerns or ideas. **Get in touch!**

EXPLORE YOUR IMPACT

Explore our giving stories to explore how you and others like you are making an impact through their giving.

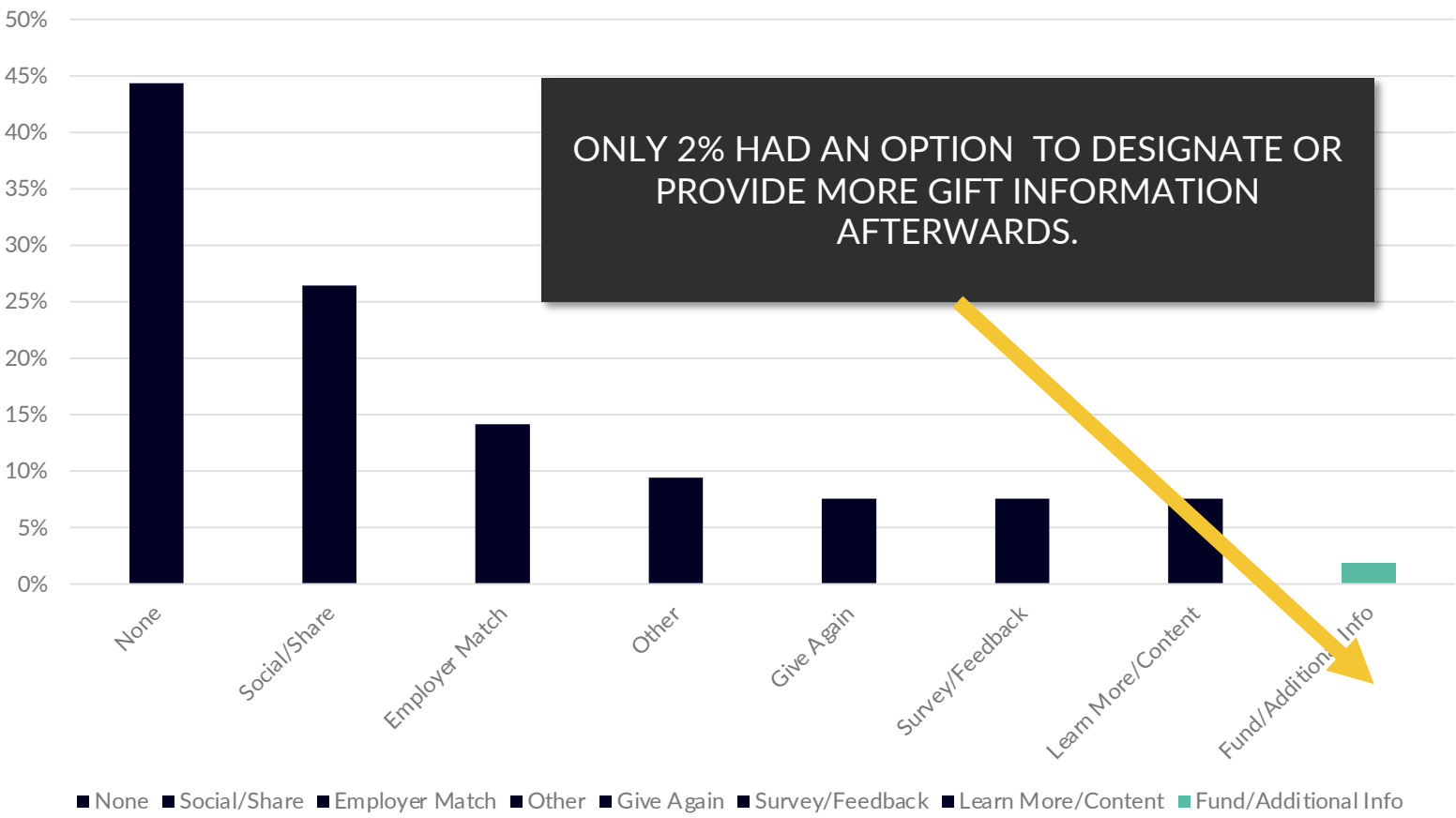
MAKE ANOTHER GIFT

Make another gift to other areas of interest. Use our **giving search** to find your next designation or **return to the giving form** to begin your next transaction.



**CONSIDER A RECURRING GIFT UPSELL
OR ADDITIONAL ONE-TIME GIFT CALL
TO ACTION.**

If there is a next step or action for you to take, what is it?



BecauseHamilton!OUR CAMPAIGN

Hamilton

Alumni · Parents · Athletics · News · Events · Directories · My Hamilton

ABOUT · ADMISSION · ACADEMICS · CAMPUS LIFE · AFTER HAMILTON

HOME · MAKE A GIFT

SUPPORT HAMILTON

Thank you for your gift to Hamilton College. Your support enables us to keep our [promise](#) to successive generations of Hamilton students and ensure the College can admit the most talented students.

Your card has been charged, and a receipt has been sent to george.smith@loveyourgrub.co.

GIFT DESIGNATION

This year marks the 10th anniversary of Hamilton's decision to adopt a need-blind admission policy. To celebrate a decade of making a Hamilton education accessible to the best possible students regardless of financial means, all gifts to the 2019-20 Hamilton Fund will be directed to student financial assistance unless otherwise specified.

FINANCIAL AID

OTHER PURPOSE

SPECIAL INSTRUCTIONS

BECAUSE OF HAMILTON, I... (PLEASE SHARE HOW THE COLLEGE MADE YOU THE PERSON YOU ARE TODAY. YOUR BRIEF COMMENT WILL APPEAR ON OUR [CAMPAIGN WEBSITE](#).)

Maximize your gift by applying for an employer match. [Check to see](#) if you or your spouse/partner are eligible for a matching donation.

MAIL ME A WRITTEN RECEIPT.

SUBMIT

CONTACT INFORMATION

Fred Rogers P'21
Director of Annual Giving
315-859-4640
giving@hamilton.edu

Hamilton

198 College Hill Road, Clinton, NY 13323 315-859-4011

MAPS & DIRECTIONS · ARTS/MUSEUM · LIBRARY & IT · THE SCROLL · JOBS · OFFICES & SERVICES · GDPR & PRIVACY

MAKE A GIFT

iDonate.

**TRY USING A POST DONATION
DESIGNATION TO REDUCE DECISION
FRICTION DURING THE GIVING
PROCESS.**

OPPORTUNITY #4

USE THE THANK YOU/CONFIRMATION PAGE
MORE STRATEGICALLY.

RECAP.

4 Opportunities for Higher Ed Organizations to Improve the Online Giving Experience

1. Remove unnecessary and unhelpful friction.
2. Provide a better, stronger, more clear reason to give.
3. Focus more on recurring giving.
4. Use the thank you/confirmation page more strategically.

WHO IS DOING IT WELL?

Some Higher Scoring Organizations*

Large University

- Southern Methodist University
- University of Wisconsin Foundation
- Ohio State University
- University of Chicago
- Texas Christian University

Small/Liberal Arts

- Hillsdale College
- Dallas Theological Seminary
- Concordia University
- Hamilton College
- St. Olaf College

Community College

- Victor Valley College
- Santa Barbara City College
- Saint Paul College
- Brazosport College
- Maryland Community College

WHAT OTHER **INTERESTING**
THINGS DID WE FIND?

GET THE ONLINE GIVING EXPERIENCE STATS

HIGHEREDONLINEFUNDRAISING.COM

Higher Ed Online Fundraising Scorecard Report

ONLINE GIVING EXPERIENCE

Based on \$20 donations to 105 organizations

77% had 3 or more clear steps in the giving process

One-Time Gift Array

62% of higher ed organizations did not have a suggested gift array

36% pre-selected an amount

Of those that had an array

10% started with the high amount

\$100 was the most commonly available AND pre-selected amount

\$25 was the most common starting amount

95% had at least 3 suggested options

96% of higher ed organizations had a mobile-optimized (no pinching and zooming) donation page (94%)

96% of higher ed organizations used an incentive of some kind (matching, premium, etc.) in their giving process (36%)

77% required non-essential information to complete a gift

58% required a phone number

15% required a fund or designation

14% required a Mr. or Mrs.

12% required a CAPTCHA complete

8% required a relationship/connection answer

9% required some other piece of information

64% had distracting links on the donation page

10% did not have the option to make a recurring gift

10% provide a reason to give monthly

3% of organizations defaulted to a monthly gift

43% of higher ed organizations' donation pages are not on their own domain (21%)

22% had a strong reason to give on their donation page

4% used some type of incentive

43% had multiple calls to action (besides donate) on the donation page

57% of higher ed organizations used "Give" language as the CTA on their homepage (13%)

35% of higher ed organizations need you to take more than 5 seconds to find out where to give

54% had less than one sentence of copy on their donation page

45% of higher ed organizations had a link to their privacy policy on the donation page

96% of higher ed organizations captured the donation amount first

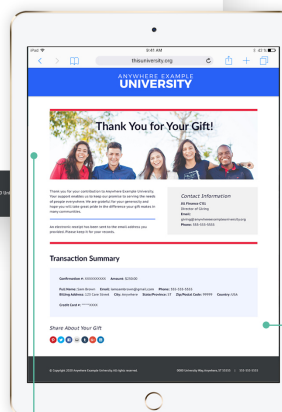
81% of higher ed organizations captured the personal information second

86% of higher ed organizations captured the Credit Card information third

25% of higher ed organizations had a security message (lockbox, icon, seal, copy, etc.) in or around the Credit Card area

3% of higher ed organizations used a trust mark (Charity Navigator, Guidestar, testimonial, etc.) on their donation page (41%)

9% offered something else as an action to take



Thank You Page

98% of higher ed organizations had a thank you page

82% of higher ed organizations noted the gift amount on the thank you page

49% expanded on the impact of a donation on the thank you page

44% provided no next step or action for the donor to take on the thank you page

26% offered a social connection or share

14% asked to check if an employer would match your gift

8% offered more content to read or watch and learn more

8% asked for feedback or offered a survey

8% asked for another gift

2% asked for gift designation or more information about the gift

1% of higher ed organizations used a pop-up

GET THE ONLINE GIVING EXPERIENCE STATS

HIGHEREDONLINEFUNDRAISING.COM



Higher Ed Online Fundraising Scorecard Report ONLINE GIVING EXPERIENCE

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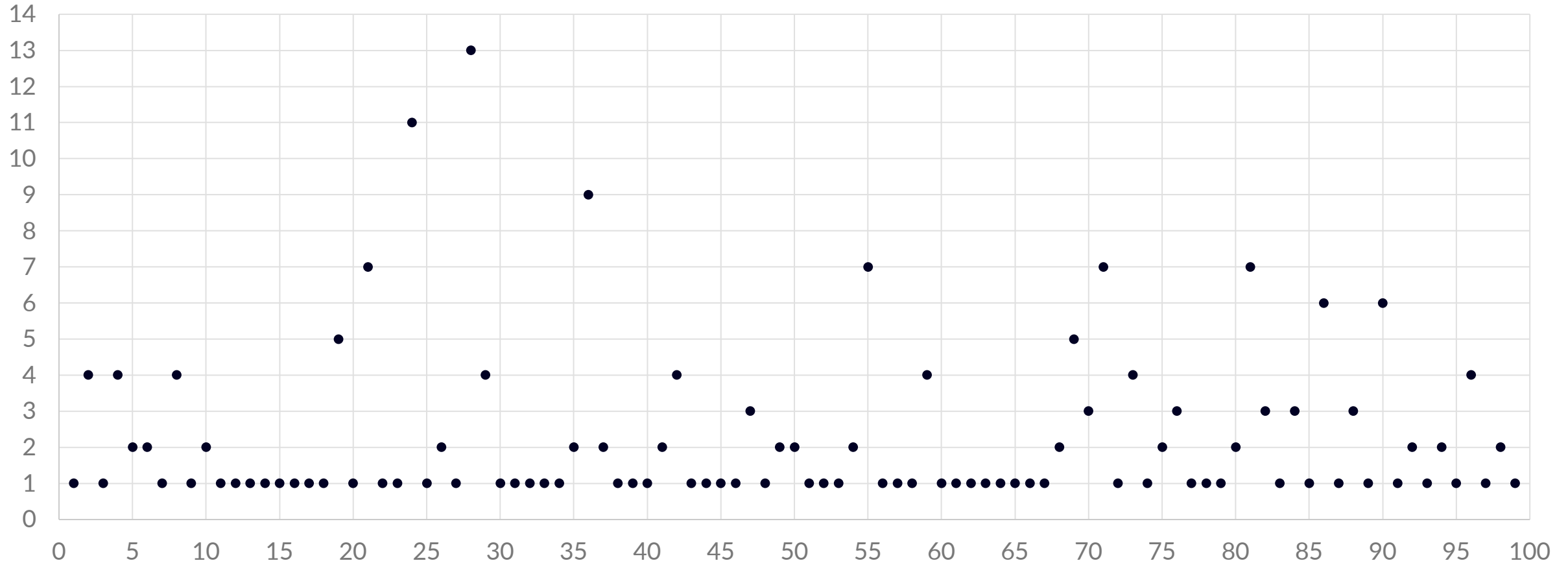


WHAT ABOUT EMAIL?

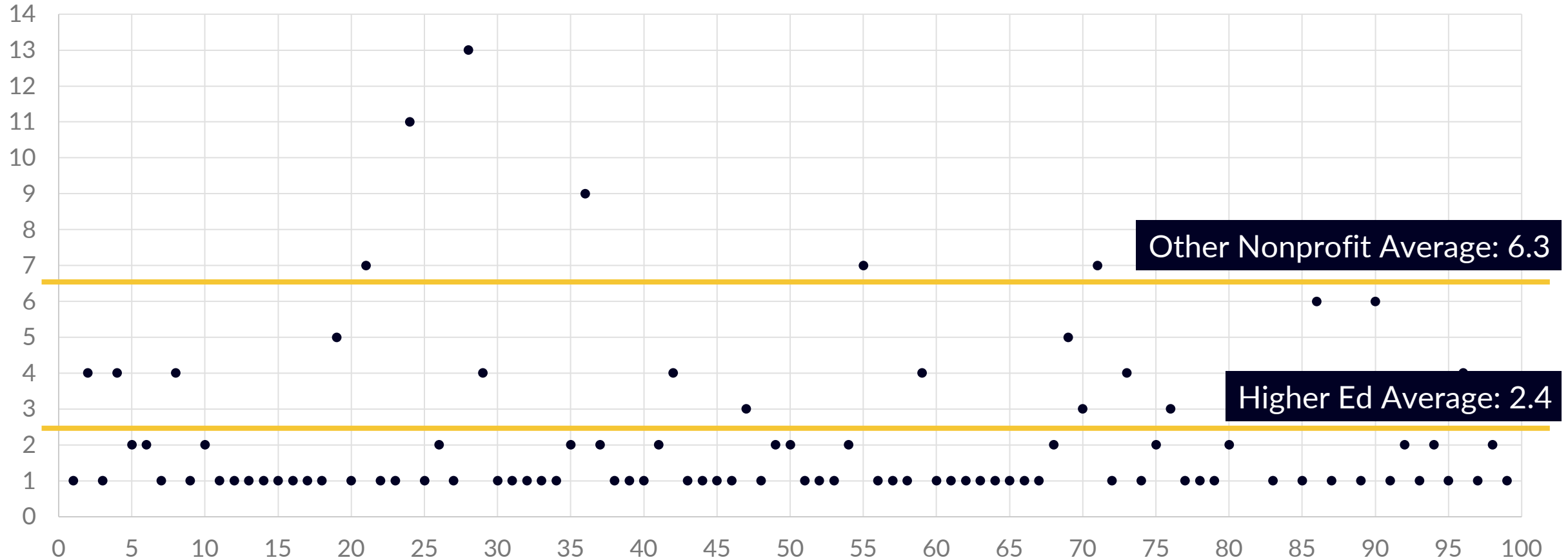
KEY FINDING #6

HIGHER ED ORGANIZATIONS SEND VERY FEW EMAILS IN THE FIRST 45 DAYS AFTER A DONATION COMPARED TO OTHER NONPROFITS

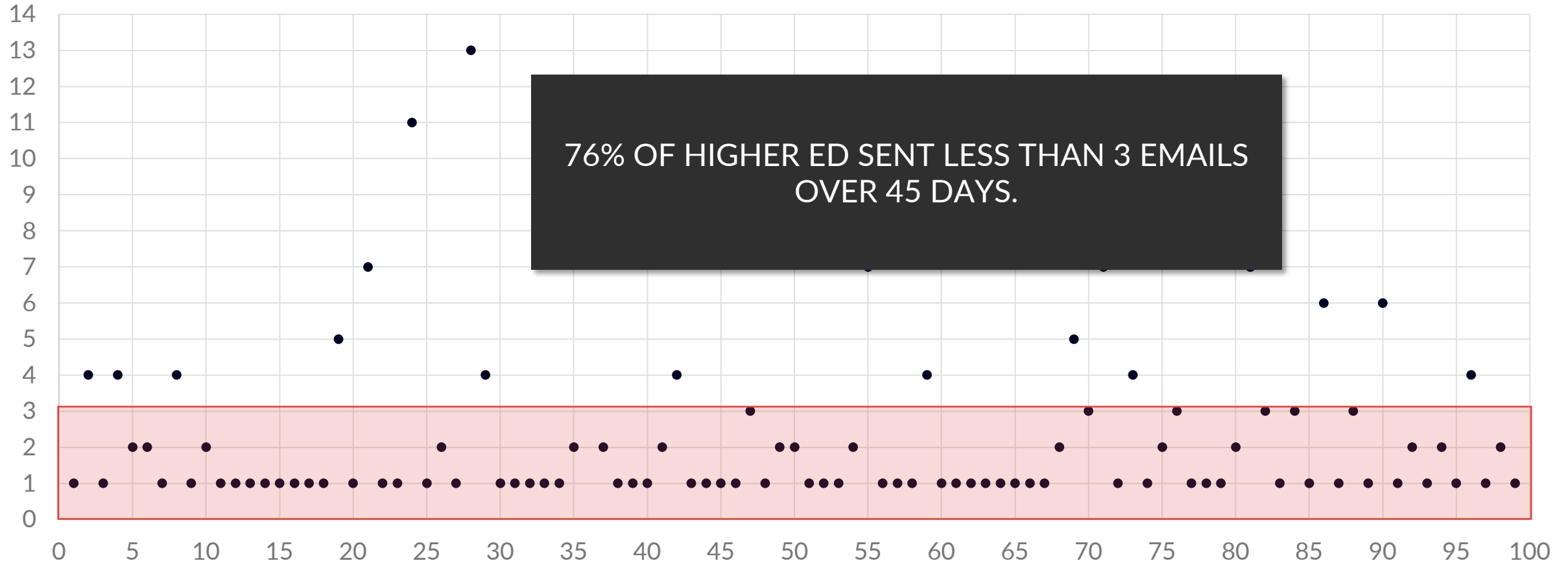
Email Volume by Organization



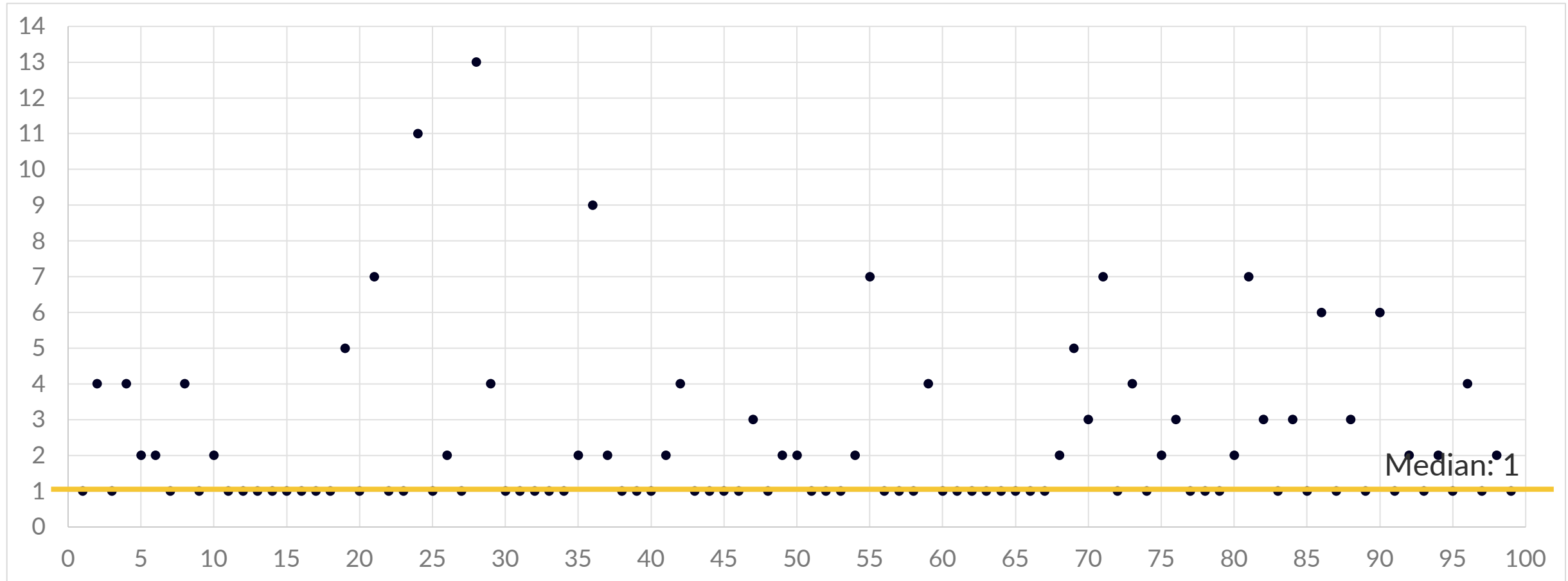
Email Volume by Organization



Email Volume by Organization



Email Volume by Organization



SEND MORE EMAIL.

WHAT ABOUT COVID-
19?

WE WERE TRACKING THE IMPACT OF CORONAVIRUS ON NONPROFITS AND THEIR FUNDRAISING.

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)



Coronavirus *Nonprofit Fundraising Response*



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that *no one truly knows what the "correct" response is.*

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Email Trends &
Examples

Web Traffic Trends
Coming Soon

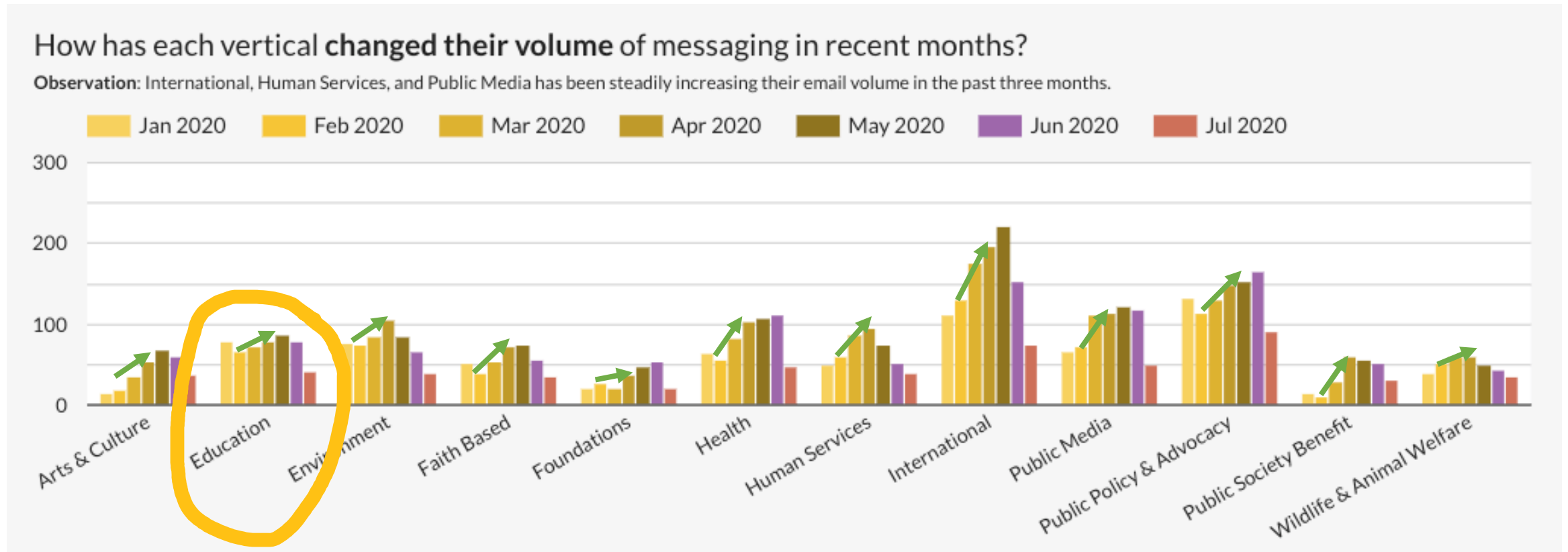
Resources

Get Updates on
Response Trends



Nonprofit Email Volume Trends

In the time period of the study (end of Feb, March, part of April) every vertical increased the volume of emails sent.



CAUTION
SMALL SAMPLE

GET THE EMAIL COMMUNICATION EXPERIENCE AND A DEEPER LOOK AT SOLICITATION EMAILS HIGHEREDONLINEFUNDRAISING.COM

Higher Ed Online Fundraising Scorecard Report EMAIL COMMUNICATION EXPERIENCE

Based on 233 emails from 99 organizations

Average higher ed organizations sent

2.4 emails

within

45 days

Median higher ed organizations sent

1 email

within

45 days

76%

of higher ed organizations sent less than

3 emails

within

45 days

10%

of higher ed organizations did not confirm our donation via email

76%

of higher ed organizations did not send any cultivation emails

78%

of higher ed organizations did not send any solicitation emails

During COVID-19, higher ed organizations increased non-confirmation email volume

86%

32% of emails were sent between 6 am and 1 pm Central

3.5%

of emails were sent on the weekend

Email Sender

80% of emails were sent from the organization

4% of emails were sent from a person, organization

17% of emails were sent from a person

A Deeper Look at Solicitation Emails

Based on 15 emails from 15 organizations

Email Sender Solicitations

67% of emails sent were from the organization

7% from a person, organization

27% from a person

Median day to the first solicitation was

32 days

60%

of emails pointed to a 'cohesive' or 'congruent' donation page

Email Signer for Solicitations

33% Executive Director or CEO

20% President or Chancellor

20% Programs person

13% Organization

13% Other

Email Design

93% had a logo

53% had a 'header' image

7% had a 'hero' image

13% used video

53% used buttons

27% had signature images

33% had social media icons

Email Message

87% did not use any incentive (matching, deadline, etc.)

93% did not reference our past gift

0% asked for a specific dollar amount

60% had two or more calls to action

60% of emails sent to a donation page that had congruence with the email

GO DEEPER.

The Higher Ed Online Fundraising Scorecard

Get answers & insights from 109 Higher Ed organizations to questions like:

- How are higher ed organizations communicating why someone should give on their donation page?
- How many steps does it take just to make a donation?
- How are higher ed organizations focusing on recurring giving?
- How are they using email to ask for donations?
- And much more.

higheredonlinefundraising.com/



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NONPROFIT
INNOVATION + OPTIMIZATION

20

NIO SUMMIT

20

Virtual Philanthropy

09.30.20 - 10.01.20

GET YOUR
FREE TICKET!

niosummit.com

Questions

Ask them here.

brady@nextafter.com

[linkedin.com/in/bradyjosephson](https://www.linkedin.com/in/bradyjosephson)

Soon...

In this free webinar, Jon and Tim will show you each strategy that will help you *target* likely donors, *capture* new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th

[Get a Recording of the Live Stream](#)



Chat 5 members



yet
nd play nice!



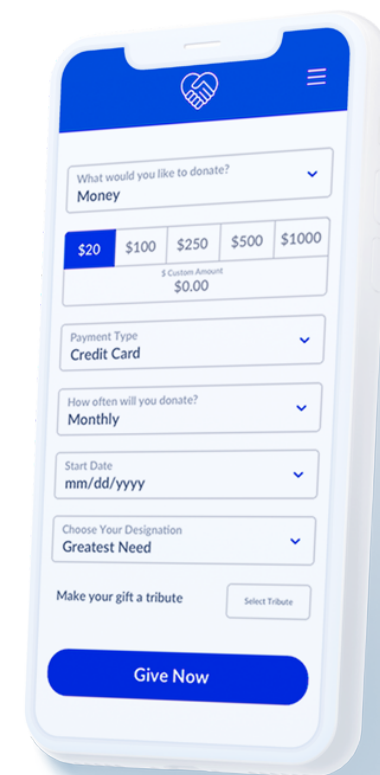
BUT FIRST... A WORD
FROM OUR SPONSOR.

iDonate

The Best-In-Class Digital Fundraising Solution for All Nonprofits.

From quick web giving to powerful peer-to-peer campaigns and everything in between, the best way to reach today's donor is here.

- **Giving Experiences** - With iDonate's Digital Giving Suite, you can meet your supporters where they are in today's digital world and give them the chance to be generous in the ways they desire.
- **Giving Management** - iDonate's Giving Management is your online giving operating system enabling your digital marketing team to successfully execute your digital fundraising strategies.
- **Success Coaching** - With iDonate's Success Coaching, your fundraising teams have access to our fundraising coaches and digital fundraising best practices to help you discover new ways to grow your online giving.



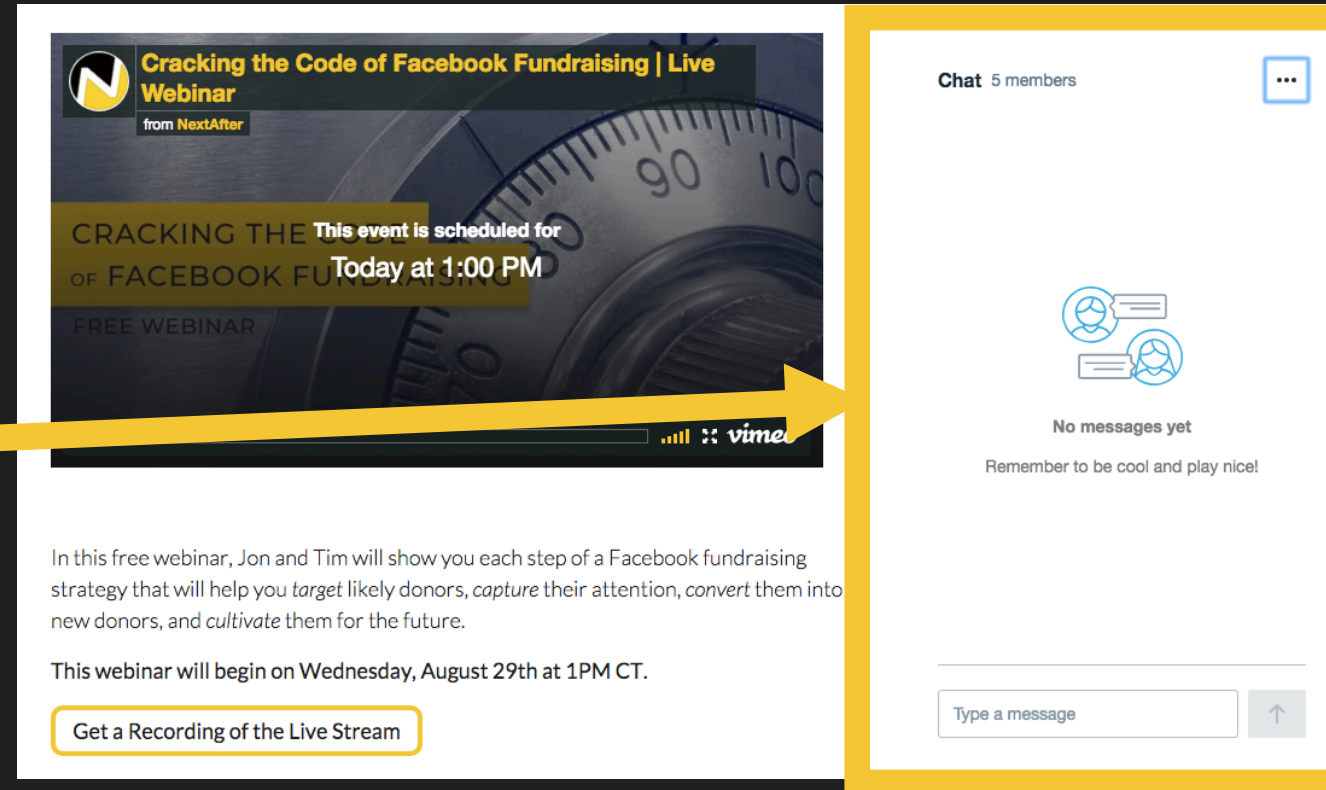
idonate.com

Questions?

Ask them here.

brady@nextafter.com

[linkedin.com/in/bradyjosephson](https://www.linkedin.com/in/bradyjosephson)



The image shows a Facebook event page for a live webinar titled "Cracking the Code of Facebook Fundraising | Live Webinar" by NextAfter. The event is scheduled for today at 1:00 PM. The page includes a description of the webinar, a link to get a recording, and a chat overlay on the right side. The chat overlay shows 5 members and a message input field.

Cracking the Code of Facebook Fundraising | Live Webinar
from NextAfter

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Chat 5 members

No messages yet
Remember to be cool and play nice!

Type a message

