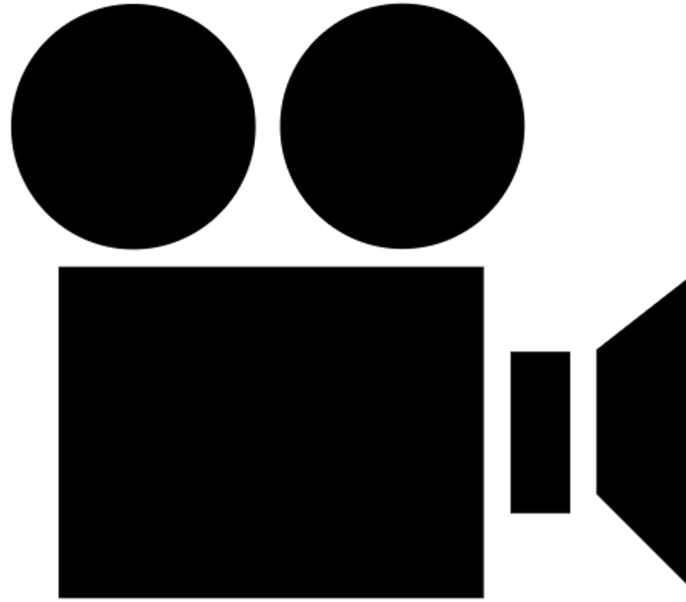




# 5 Emails You Should Never Send to Your Donors

Free Webinar

# 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.

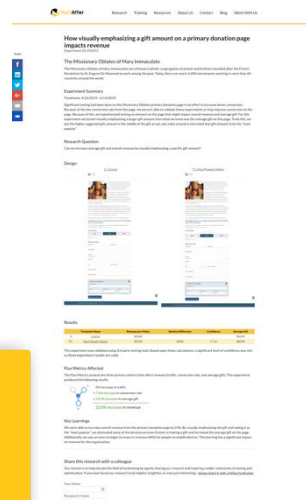
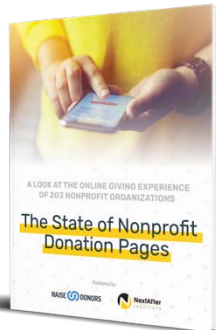
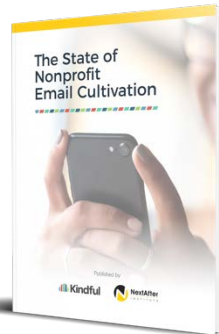
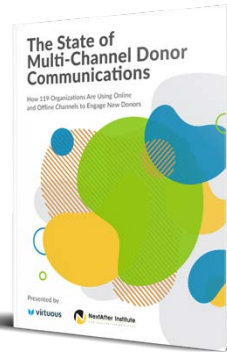




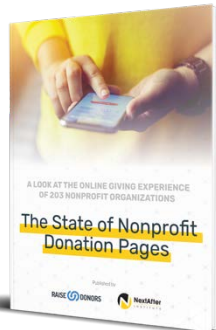
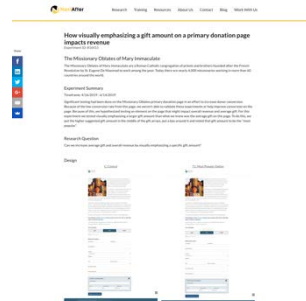
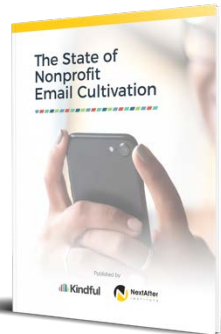
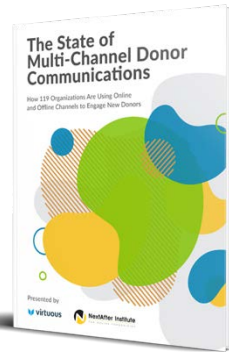
ON A **MISSION** TO DECODE WHAT WORKS IN  
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS  
MANY ORGANIZATIONS AS POSSIBLE.



## RESEARCH



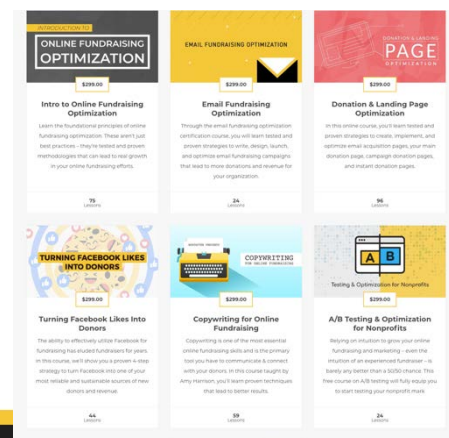
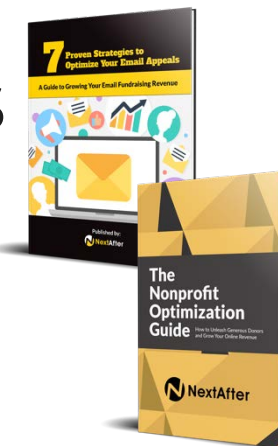
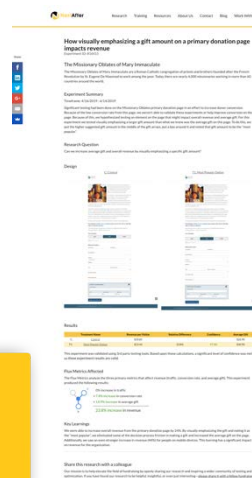
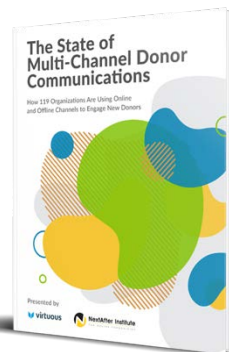
# RESEARCH → RESOURCES



## RESEARCH

## RESOURCES

## TRAINING



# Today's Speakers



**Nathan Hill**

Marketing  
Director

*NextAfter*



**Jeff Giddens**

President  
*NextAfter*



# Today You Will Learn...

**The Fundamental, Not-So-Secret, Super Easy to Follow, But Surprisingly Hard to Implement Rule Of Effective Email Fundraising...**

**Demonstrated by <sup>7</sup>~~5~~ Not-So-Great Examples from our Aggregate Donor Inbox**

Let's start with an **EXERCISE**.





*How would you improve  
this email campaign?*





# FAMILYLIFE®

Help for today. Hope for tomorrow.

| A Cru Ministry |



Scholarship funds have run out.  
Here's why it matters . .

[Donate Now!](#)

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

[Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.\\*](#)

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

*"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."*

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. [Your gift now](#) will also make a huge difference for a pastor couple, their church, and the community they serve. God | bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

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*Where would you start?*

*Why?*



# Original

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Help for today. Hope for tomorrow.

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[Donate Now!](#)





# Treatment Email

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.

Jenn, would you consider giving a special gift to FamilyLife that will help provide a scholarship for a pastor couple to invest in their marriage at this weekend getaway?

Your donation will give this faithful couple biblically-based insights to strengthen and improve their marriage, time to relax and rediscover the love between them, and tools and resources that will immediately impact their marriage.

This weekend will not only help a pastor in his marriage, but he will come away recharged and in a better position to minister to his congregation.

I can't think of a better way to invest in God's kingdom, than to invest in the people God has called to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/t/2017-07/index.php?>


Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,  
Dennis



# Original



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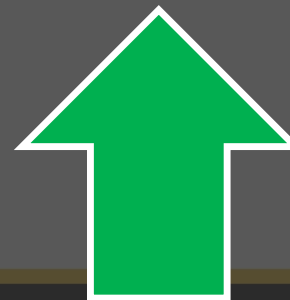
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272%  
DONATIONS



- ✓ *No added incentives*
- ✓ *Same donation offer*
  - ✓ *Same Sender*
- ✓ *Same core message*

 **272%**  
DONATIONS



*Why did it win?*





*Email Marketing demands*  
**TRUST**



# About this Test (7403)

## Background

This nonprofit was running a campaign for North Texas Giving Day, a huge fundraising opportunity each year for North Texas nonprofits. As they planned for this campaign, they wanted to understand the effect of allowing people to opt-out of a specific campaign.

## Objective

Determine which email campaign will result in the least amount of unsubscribes.



# Version A

Hi Friend,

Our culture is undergoing rapid changes. The aggressive secularization taking place on a global scale is perhaps unprecedented since the first century. Many people are often left searching for truth in popular opinion.

However, DTS stands firm on the unchanging truth and message of the gospel. For more than 90 years, DTS has equipped students with the truth of Scripture so they can spread this Good News worldwide. In fact, Lewis Sperry Chafer founded DTS because many seminary graduates wished they had more Bible teaching during their time in seminary. At DTS every student in our professional ministry degree programs studies all 66 books of the Bible—so that no one enters a lifetime of ministry without a firm biblical foundation.

This month, we have an opportunity for you to help invest in this ministry of equipping men and women with the truths of Scripture. Since our primary campus is in Dallas, we participate in North Texas Giving Day, a day for people to support nonprofits in the North Texas area.

We've also had generous friends offer to match every dollar we can raise, up to \$50,000.

North Texas Giving Day is **this Thursday**, September 14—will you join us in this effort before that day?

Here's a link where you can securely give to invest in the biblical education and ministry preparation of godly servant-leaders: <https://secure.dts.edu/north-texas-giving-day>

In His service,

Mark L. Bailey, PhD  
President



# Version B

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If you can't join us this North Texas Giving Day, click [here](#) and I'll remove you from these messages.



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# 33%

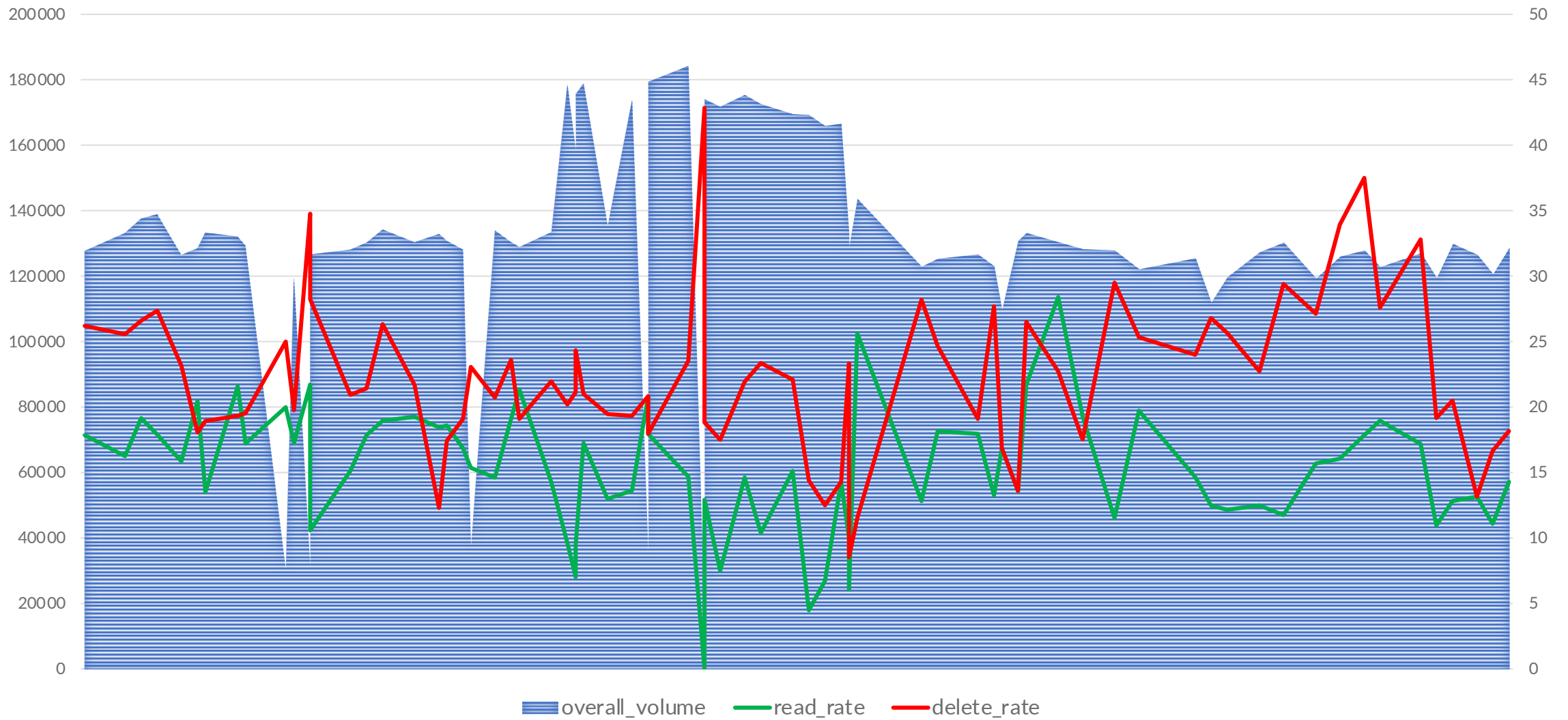
## UNSUBSCRIBES



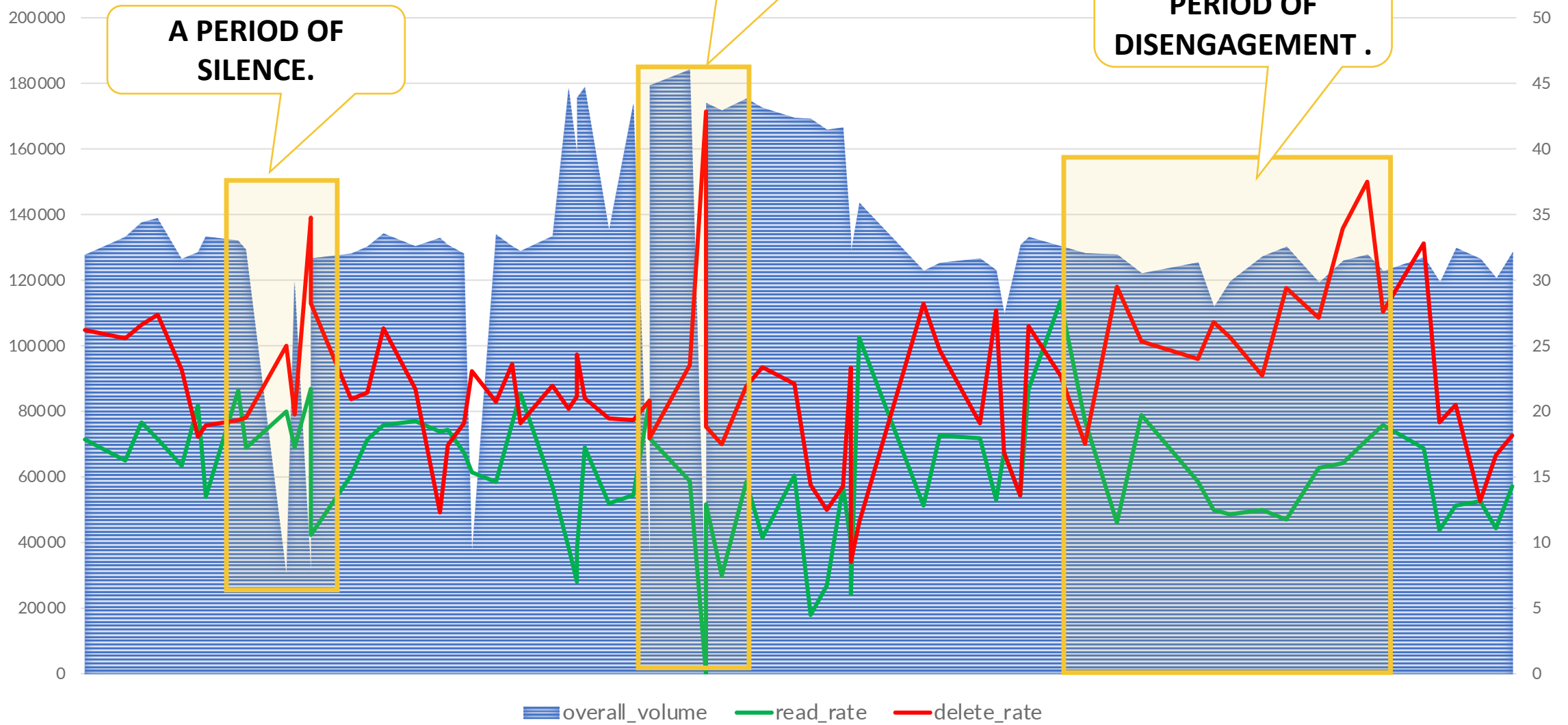
*What Can Happen If We Ignore*  
**TRUST?**



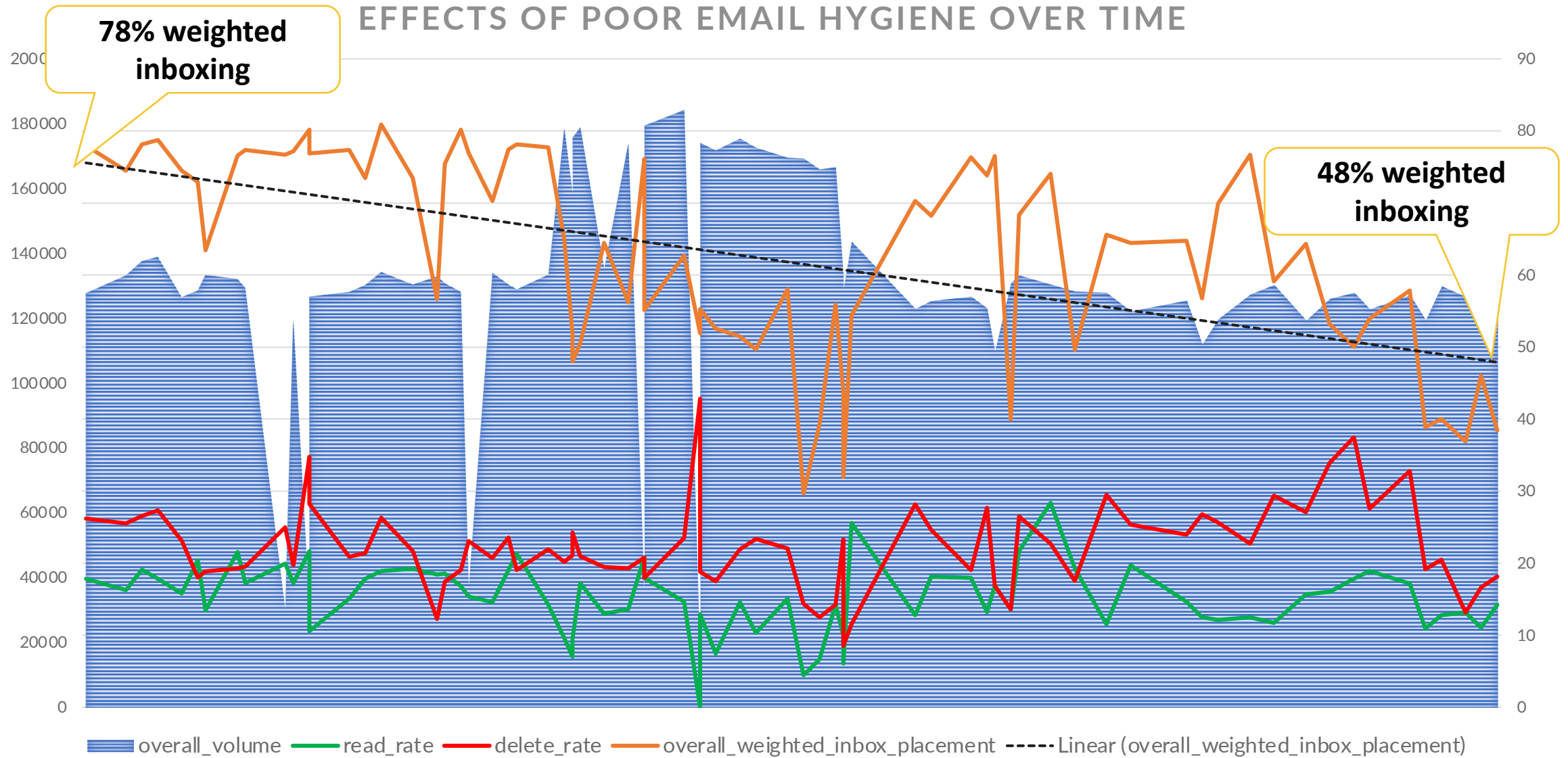
## EFFECTS OF POOR EMAIL HYGIENE OVER TIME



## EFFECTS OF HYGIENE OVER



## EFFECTS OF POOR EMAIL HYGIENE OVER TIME





*Email Marketing demands*

TRUST

*and*

ENGAGEMENT




**But how?**

# Side-by-Side

## Version A

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.

**CARING BRIDGE**



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

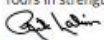
I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,  
  
Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

## Version B

**CARING BRIDGE**

Hello First name,

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Yours in strength,



Rik Lalim

CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

80.3%  
CLICKS

112.5%  
DONATIONS



# Experiment #4171

## CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

[Yes! Match My Gift Now!](#)

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy  
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

## TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to ensure CaringBridge is here for the people who need it.

We appreciate your support — thank you!

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy  
CaringBridge Senior Development Specialist

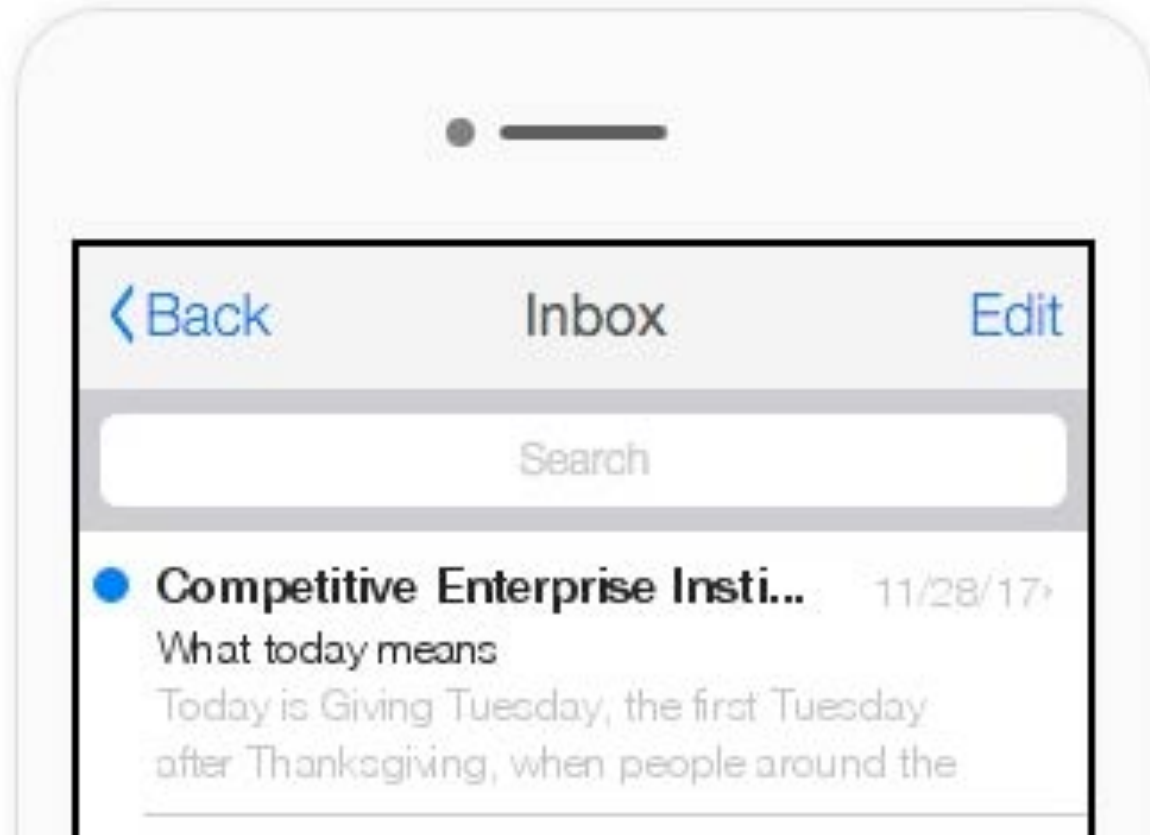
A large green arrow with a white outline pointing upwards.

**145.5%**  
DONATIONS

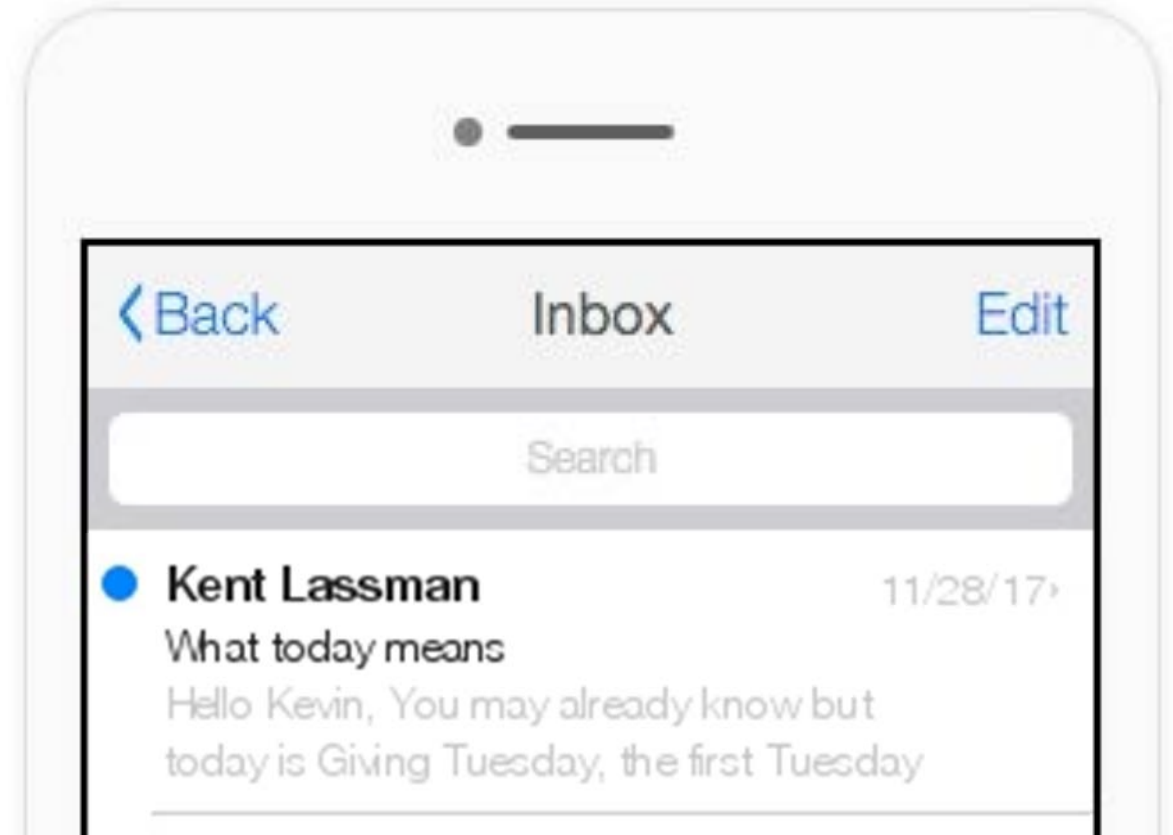


# Which gets the most opens? (#8010)

VERSION A



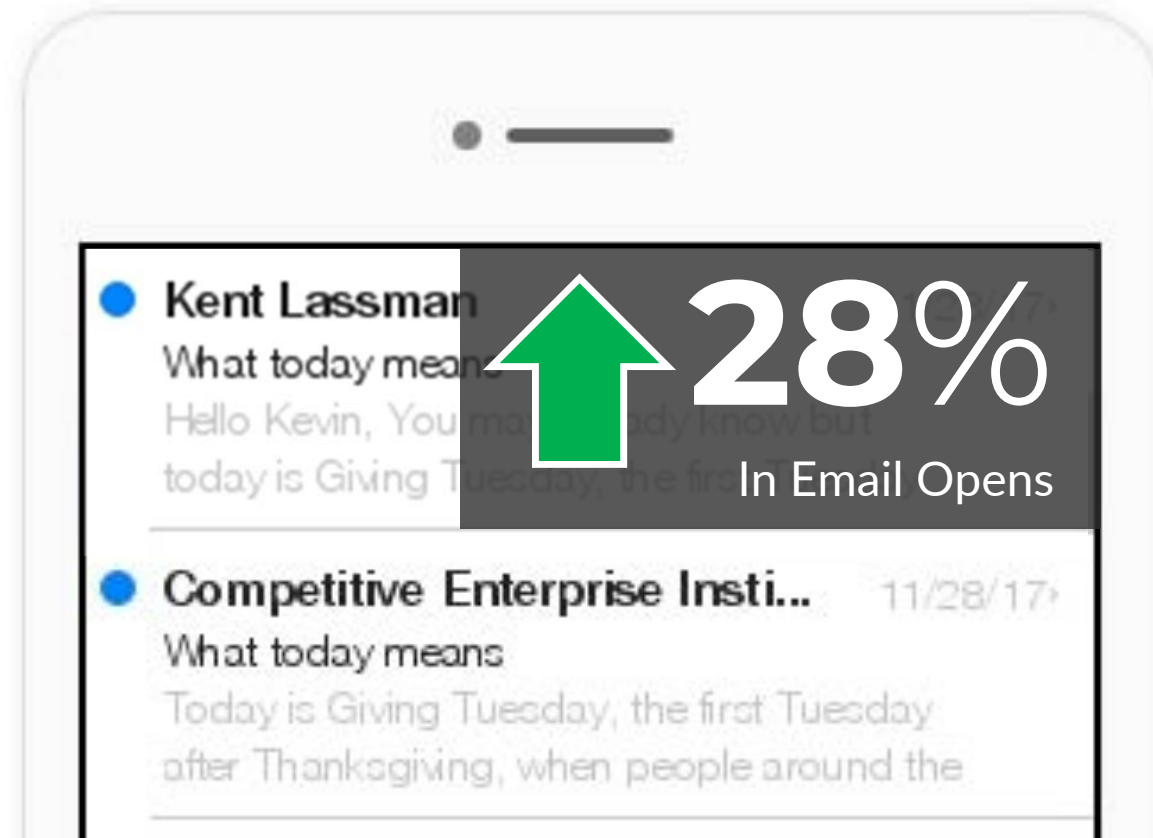
VERSION B



# Which gets the most opens? (#8010)

B

A



What's the commonality?

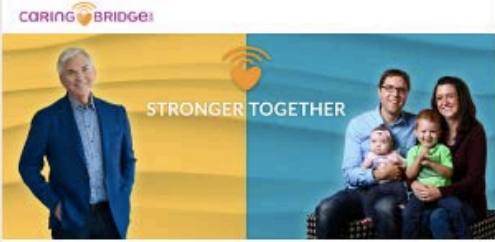




# Side-by-Side

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STRONGER TOGETHER

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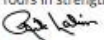
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Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)



# 100%

## More Like a Human





# Experiment #4171

## CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn't imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a **donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity** from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica's family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

**Yes! Match My Gift Now!**

Yours in hope,

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy  
CaringBridge Senior Development Specialist

P.S. There's no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

## TREATMENT

Hello First name,

I know you've been using CaringBridge recently to stay connected to your loved ones, and I hope it's been a source of strength for you.

Right now, we're in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life's most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you'd like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It's the safest, most secure way to ensure CaringBridge will always be here when your loved ones need it.

We appreciate your support — thank you!

A handwritten signature in black ink that reads "Kelly Espy".

Kelly Espy  
CaringBridge Senior Development Specialist

A large green arrow with a white outline pointing upwards.

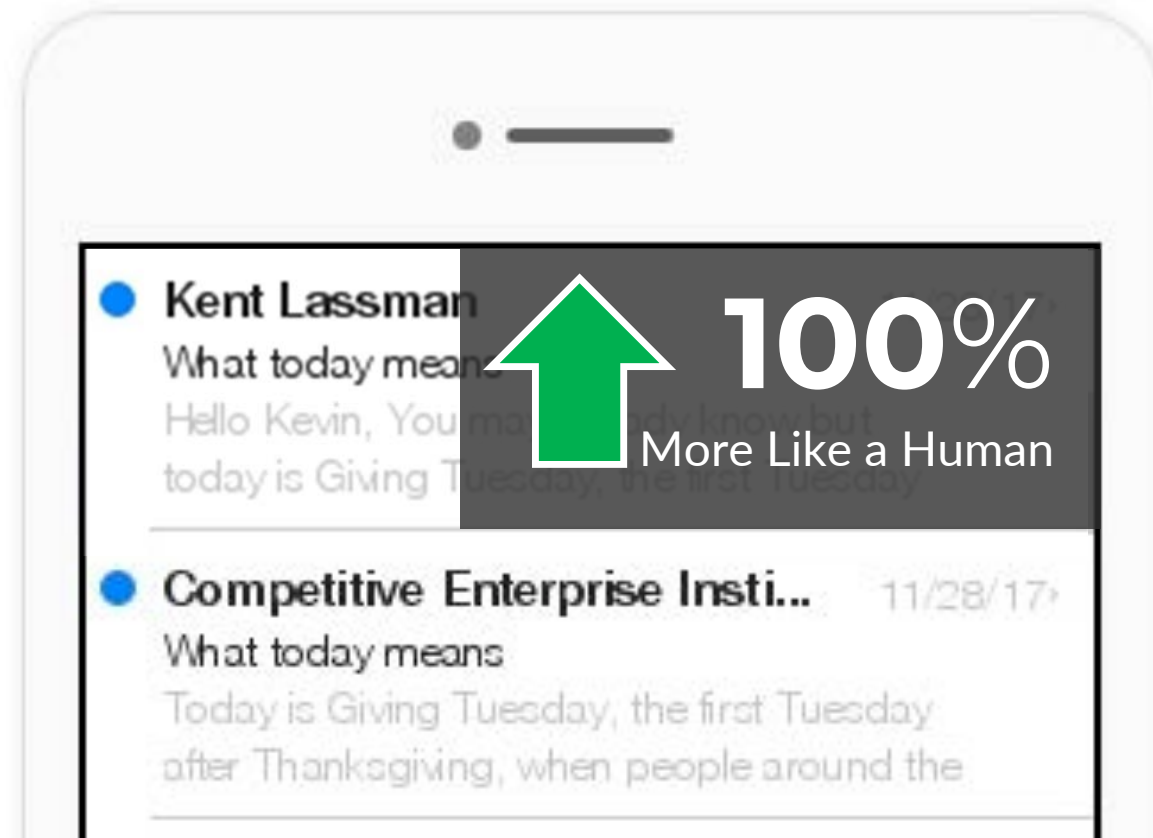
**100%**  
More Like a Human



# Which gets the most opens? (#8010)

B

A



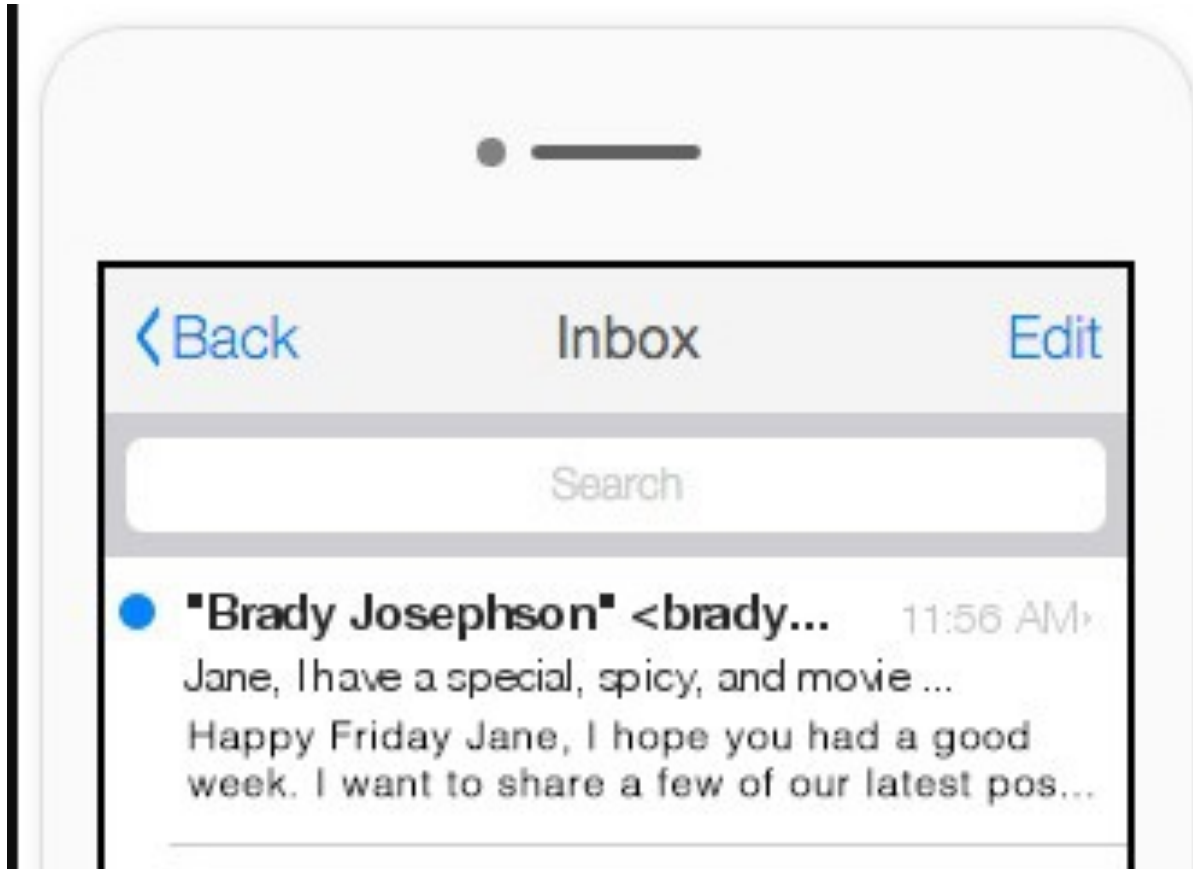
***The Fundamental, Not-So-Secret, Super Easy to  
Follow, But Surprisingly Hard to Implement  
Rule Of Effective Email Fundraising Is...***

*People Give to People.*

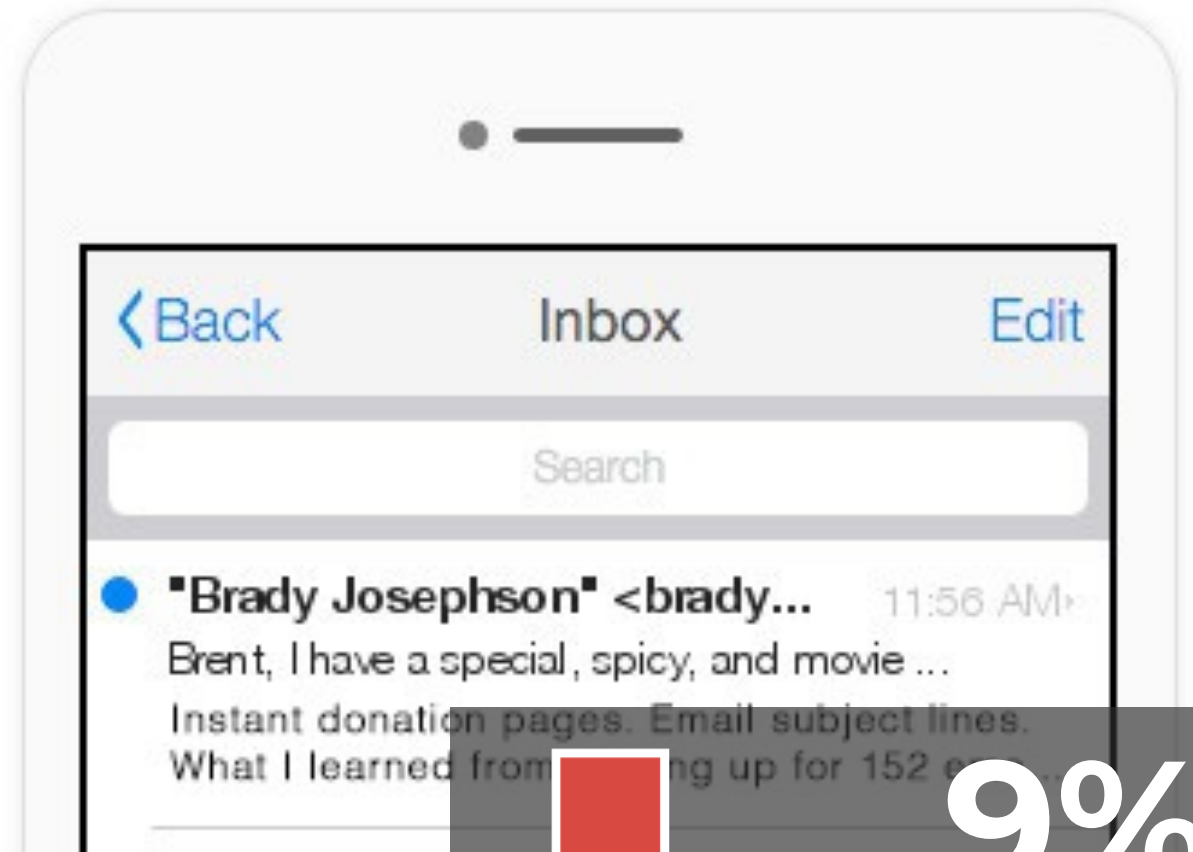
*Not Marketing Machines.*

*The Fundamental, Not-So-Secret, Super Easy to  
Follow, But **Surprisingly Hard to Implement**  
Rule Of Effective Email Fundraising Is...*

## Default preview text



## Customized preview text



9%

In Opens



## The Missing [First Name]

I have a quick question for you this morning, [First Name]. I was looking at the list of registrants for NIO Summit, but I don't have you down on the list.

I'm wondering...*what can I do to help you attend?*

Is the price too much? Are you unsure about the speakers?

If there's anything I can do to make sure you can join us in Denver, I'd like to help. Just let me know and I'll do what I can.

- tmk

---

Kindest regards,

-tmk

**Timothy M. Kachuriak**

Chief Innovation and Optimization Officer,  
NextAfter

Cell: [214-250-0547](tel:214-250-0547)

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

Tired of getting emails about the summit? You can [manage your preferences](#) to unsubscribe from emails about NIO Summit.

NextAfter 5810 Tennyson Parkway Suite 102 Plano, Texas 75024 USA

## The Apology

Hi [First Name],

Just kidding, I know it's Nathan.

We made a mistake earlier today in our email asking what's holding you back from coming to the Nonprofit Innovation & Optimization Summit by calling you [First Name] instead of Nathan. As you know, Nathan, it's a pretty big deal to call someone by their name, like yours Nathan, in personal emails and who doesn't like to hear or see their name, right Nathan? I mean, Nathan is a great name. Why wouldn't you want someone calling you Nathan?

Anyways, I just wanted to apologize to you, Nathan, and let you know that it wasn't some fancy test we were running but just an honest mistake.

I'd still love to know what I can do to help you attend the conference in September so please do let me know.

Kindest regards,

-tmk

**Timothy M. Kachuriak**

Chief Innovation and Optimization Officer,  
NextAfter

Cell: [214-250-0547](tel:214-250-0547)

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

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NextAfter 5810 Tennyson Parkway Suite 102 Plano, Texas 75024 USA





## Reminder of an event on the wrong day

fellow optimizer, I messed up.

You likely just got an email from me saying that the donation page workshop is today.

As it turns out...I make mistakes too and scheduled my automated reminder email for the wrong day.

To clarify...

The donation page workshop that you're registered for is **tomorrow** (Thursday, Jan. 28th) at 10am central time.

Sorry for the confusion. That's my bad.

You can connect to the workshop **tomorrow** using these Zoom details:

1. Click this Zoom meeting link: <https://zoom.us/j/99880630898?pwd=TIA1bnpMYVQyRy8yZWZ2MFMyRTZEUT09>
2. Enter the Zoom meeting password: **NAWORKSHOP**

Excited to see you and spend the day with you (virtually).

Thanks for your grace.

- Nathan



Let's look at ~~5~~ examples.  
7





## The “Button” Button

Today, is the day, when we consider giving back by donating to organizations that are dear to our hearts. Please consider [Ledy Veterans Connect](#) as your organization to help us to reduce the growing number of women veterans who are becoming homeless (1 in 25) and creating the awareness that women veterans have a higher rate of committing suicide than their male counterparts (which has been kept out of the media).

[Ledy Veterans Connect](#) is working hard to change this data by providing a home where healing can happen and programs and resources are made available to all women veterans, especially our marginally housed or homeless women veterans.

We need your help to make this happen.

Button

[Ledy Veterans Connect](#)  
Lexington, Kentucky 40588

[Ledy Veterans Connect](#)  
Website: [www.ledyveteransconnect.org](http://www.ledyveteransconnect.org)



Today, is the day, when we consider giving back by donating to organizations that are dear to our hearts. Please consider [redacted] as your organization to help us to reduce the growing number of women veterans who are becoming homeless (1 in 25) and creating the awareness that women veterans have a higher rate of committing suicide than their male counterparts (which has been kept out of the media).

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## The “Button” Button

Button

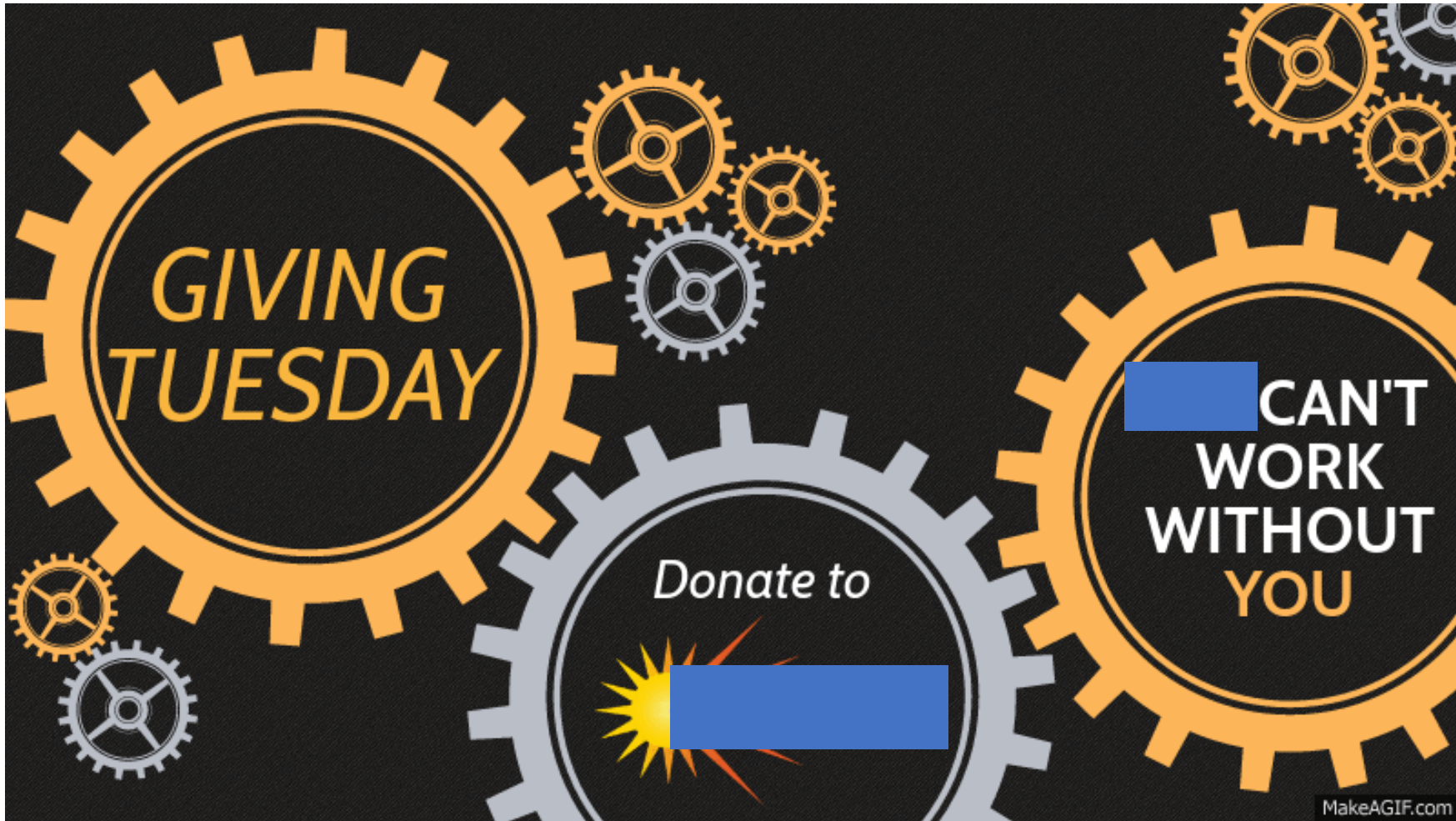
[redacted]  
[redacted]  
Lexington, Kentucky 40588

Phone: [redacted]

Website: [www.\[redacted\]](#)



2





# Control



## The NEW Global Gift Guide!

*Introducing YOU to a new way of giving life-changing gifts.*

Full of practical gifts and inspiring stories, the Global Gift Guide is your way to transform a life in one of the world's poorest places this Christmas.

Exciting features include:

- A brand-new website
- A simplified shopping and checkout experience
- New, tangible gifts including a sewing machine, hand washing station, and much more!

It's the quickest way to finish your Christmas shopping *and* make an impact!

Shop the Global Gift Guide

World Concern  
**GLOBAL GIFT GUIDE**

Thank You for Supporting World Concern  
World Concern 19303 Fremont Ave N Seattle, WA, 98133 US  
This email was sent to: [ronrice@ronrice.us](mailto:ronrice@ronrice.us)  
[Update your preferences](#)

# Treatment #1

## The NEW Global Gift Guide!

Introducing YOU to a new way of giving life-changing gifts: [globalgiftguide.org/](https://globalgiftguide.org/)

Full of practical gifts and inspiring stories, the Global Gift Guide is your way to transform a life in one of the world's poorest places this Christmas.

Exciting features include:

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New, tangible gifts including a sewing machine, hand washing station, and much more!

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Check Out the Global Gift Guide here: [globalgiftguide.org](https://globalgiftguide.org)

---

Thank You for Supporting the Global Gift Guide  
World Concern 19303 Fremont Ave N Seattle, WA, 98133 US  
This email was sent to: [ronrice@ronrice.us](mailto:ronrice@ronrice.us)  
[Update Profile](#)



**35%**  
In Opens

2





We've had Black Friday and Cyber Monday, now  
*Giving Tuesday* is finally here!

**Giving Tuesday is your chance to give back and  
make a difference.**

GIVE

Our work at Truth in Accounting would not be possible without you!  
As a 501(c)(3) nonprofit organization, we rely on generous donations  
to bring you government financial data that is *truthful, timely and  
transparent*.

What will you give to help us make a difference?

\$41

Give \$1 for every state in our most recent  
Financial State of the States that had a  
Taxpayer Burden.

\$75

Give \$1 for every city that we will analyze in our  
Financial State of the Cities (coming January  
2018).

\$181

Give \$1 for every day it took Chicago to release  
their annual financial report.

\$250

Give \$1 for every unique data series we have on  
our State Data Lab.

Thank you for your support!

We've had Black Friday and Cyber Monday, now  
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Our work at [REDACTED] would not be possible without you!  
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2

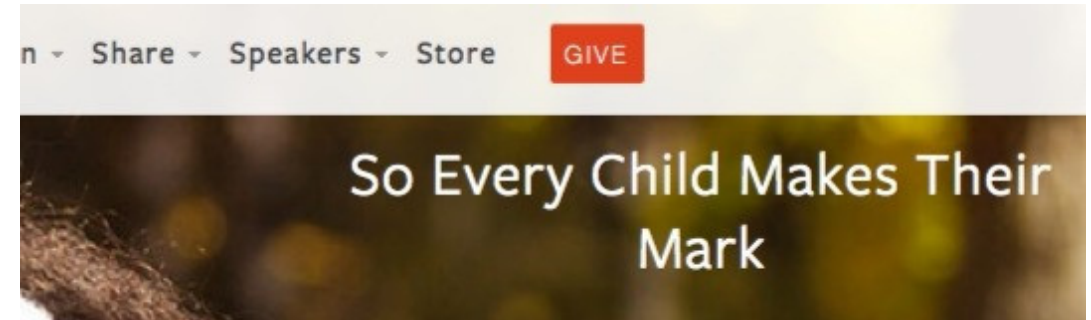




## Save a Child

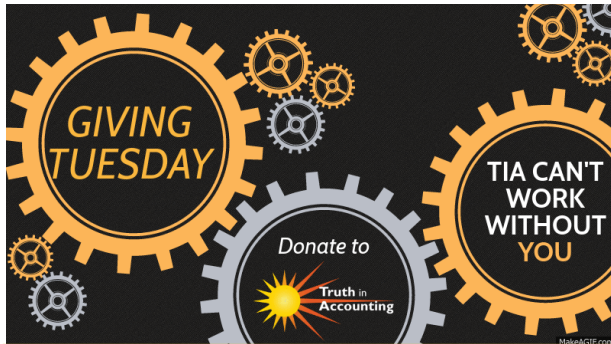


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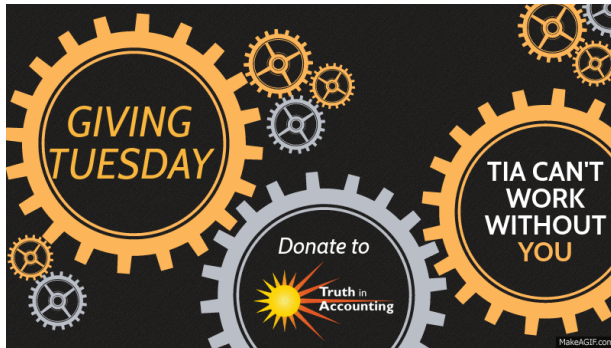
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2



3


## The “We” Appeal

From: [info@alz.org](mailto:info@alz.org)  
Date: January 29, 2018 at 5:23:42 AM CST  
To: "Tim Kachuriak" <[timkachuriak@gmail.com](mailto:timkachuriak@gmail.com)>  
Subject: Help end Alzheimer's - there's no time to lose.  
Reply-To: [info@alz.org](mailto:info@alz.org)

Important follow-up: Please give now.

Having trouble reading this email?  
View it in your browser

**Support our 2018 Annual Fund Campaign now.**



Dear Tim,

Last week, we kicked off our 2018 Annual Fund Campaign Campaign — one of our most important fundraising campaigns of the year.

We're counting on you because we need as many people as possible to be part of this critical annual campaign to support our mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Millions of Americans are already affected by Alzheimer's disease, and millions more are at risk.

**Tim, in the fight against Alzheimer's, every donor, and every dollar matters.**

If you made your 2018 Annual Fund gift last week, thank you. I deeply appreciate your quick response. **But if you haven't yet done so, please make your Annual Fund contribution now.**

Your support for our Annual Fund is an investment — and a smart one. With your generosity, we'll work to improve treatments, advance more research, provide support for more caregivers, raise more awareness, and **increase hope for an end to this disease that puts so many people we care about at risk.**


All the good we're doing depends on support from people like you. As a nonprofit organization, we rely on the commitment of our community to make everything we do possible.

**That's why I urge you to please help get 2018 off to a promising start by making your Annual Fund contribution now.**




The clock is ticking because every 66 seconds, another person in the United States develops Alzheimer's.

Thank you for giving today.

Sincerely,






Chief Development Officer

P.S. Your Annual Fund Campaign gift will enhance our efforts to provide care and support and advance critical research. Thank you.

Your donation will strengthen our efforts to advance Alzheimer's care, support and research. From face-to-face support to online education programs and promising global research initiatives, your gift makes a difference in the lives of all those affected by Alzheimer's and other dementias in your community and across the world. Thank you for your continued support.

 Chicago, IL 60601  
© 2018  All rights reserved.  
 | [Donate](#)

Please add [info@alz.org](mailto:info@alz.org) to your address book to ensure you receive all future emails.

[View your email preferences or unsubscribe.](#)



3


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© 2018 Alzheimer's Association. All rights reserved.  
 | Donate

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[View your email preferences or unsubscribe.](#)

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Not from a person.





# 3


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- Design, wrapper, branding colors, etc.



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[View your email preferences or unsubscribe.](#)

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- Big donate button, out of the eyepath, before the reasons to give.





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- Design, wrapper, branding colors, etc.
- Big donate button, out of the eyepath, before the reasons to give.
- The “We” problem

# 3

## Organization Centric Language

Friend,

**OUR** STRENGTH comes from **OUR** MISSION – to empower children, adults, and families by providing transformation care - AND YOU.

Your support has gotten **us** through the most challenging year in Wesley Family Services History.

As the COVID Pandemic hit, and services were needed in the community ... **WE WERE HERE.**

As you were asked to stay at home and online services became essential ... **WE WERE HERE.**

When our at-risk aging population was isolated and needed supplies and comforting conversation ... **WE WERE HERE.**

When our schools, IDD vocational center, and program offices needed to reopen in a safe and protected environment ... **WE WERE THERE.**

As 2020 ends and **we move** towards a new year filled with hope ... **WE WILL STILL BE HERE.**

Please help us continue to be here for the children, adults, and families we empower with transformational care. Your donation today will mean food and care for the elderly, support for families, and comfort and tools for people suffering from depression, anxiety, and stress. A donation today will bring hope for tomorrow.

To make these goals possible we need just 5 people to give today. Will you please be one of them and give right now? You can make your gift securely here - <https://wfspa.org/give2020/>

For kids, adults, and families,  
Doug

PS: Please keep in mind that the CARES Act includes a couple of favorable changes for donors in 2020. Donors that itemize can now deduct up to 100% of their 2020 adjusted gross income, versus 60%. For non-itemizers, there is a new above-the-line charitable deduction of up to \$300 now available to taxpayers. If you have any questions, please contact a tax professional.

## Donor Centric Language

Friend,

Today **you** can help to empower children, adults, and families by providing transformation care.

**Your support** has gotten us through the most challenging year in Wesley Family Services History.

As the COVID Pandemic hit, and **you were asked** to stay at home, **YOU WORKED** WITH US, by adapting to our services both in the community and online.

When volunteers were needed to bring supplies and comfort to our at-risk aging population ... **YOU WERE THERE.**

When group home residents had to celebrate birthdays without family and friends... **YOU WERE THERE.**

When we asked for support to provide supplies and protective equipment for our schools, group homes and vocational centers ... **YOU WERE THERE.**

As 2020 ends and we move towards a new year filled with hope ... **WILL YOU BE THERE?**

**YOUR HELP** IS STILL NEEDED.

Your donation today will mean food and care for the elderly, support for families, and comfort and tools for people suffering from depression, anxiety, and stress. A donation today will bring hope for tomorrow.

To make these goals possible we need just 5 people to give today. Will you please be one of them and give right now? You can make your gift securely here - <https://wfspa.org/give2020/>

For kids, adults, and families,  
Doug

PS: Please keep in mind that the CARES Act includes a couple of favorable changes for donors in 2020. Donors that itemize can now deduct up to 100% of their 2020 adjusted gross income, versus 60%. For non-itemizers, there is a new above-the-line charitable deduction of up to \$300 now available to taxpayers. If you have any questions, please contact a tax professional.





**281%**  
In Donations\*



4

Support the [redacted], it's a win-win!



---

**We just need to raise \$845 more...**

To reach our 2016 [redacted] goal of \$10,000!



Last week we asked for your help to reach our membership participation goal, and you did it!

We never dreamed that we'd be this close to our fundraising goals as well, thanks to your generous year-end support.



When you give to [redacted] 70% of your gift remains with the chapter, and 30% is sent to support the [redacted] Where else can you go for networking, advice, education and inspiration for your career as a professional fundraiser?

Can we make it across our 10K finish line? If you have not yet given, or want to make an additional gift, make your tax exempt [donation](#) today!

**Just...\$845...more!**



Support the [redacted], it's a win-win!



---

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4

Support the [redacted], it's a win-win!



**We just need to raise \$845 more...**



To reach our 2010 [redacted] goal of \$10,000:

Last week we asked for your help to reach our membership participation goal, and you did it! We never dreamed that we'd be this close to our fundraising goals as well, thanks to your generous year-end support.

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**Just...\$845...more!**





# 5

## People Give to Authentic Humans

From: [REDACTED] <justin@[REDACTED].co>  
Date: Mon, May 7, 2018 at 4:20 PM  
Subject: DO NOT open—Tim—if you can't delegate  
To: [tim@nextafter.com](mailto:tim@nextafter.com)

Hey.

I'll make this quick...

(And if you have ZERO interest in delegating Facebook Ads, you can stop reading right now.)

We've actually caught up with the backlog of clients at [REDACTED] and are hungry to help MORE 6- and 7-figure businesses...

I've got 3 spots available for May.

If you're ready to bust through revenue plateaus, let's get you some clarity and value on how to do it:

<http://thinkdigital.co/apply>

<http://thinkdigital.co/apply>

Plus, if you sign-up in May we'll throw a bonus email marketing campaign in for free (most of our clients see thousands in new revenue from email alone)...

--

**This call is for YOU if:**

- 1 You're tired of guessing with your own Facebook Ads
- 2 You need more qualified leads
- 3 You want an immediate Lifestyle ROI
- 4 You're coachable & teachable



# 5

## People Give to Authentic Humans

### This call is for YOU if:

- 1 You're tired of guessing with your own Facebook Ads
- 2 You need more qualified leads
- 3 You want an immediate Lifestyle ROI
- 4 You're coachable & teachable

### This call is NOT FOR YOU if:

- 1 You run a MLM or networking marketing biz
- 2 You have an email list of less than 100 people
- 3 You can't spend at least \$1000 on ads every month
- 4 You already know everything ;)

--

First thing we'll do is hop on a call.

Make sure you're a good fit.

And *then*, if we feel like we can be helpful...**it's go time.**

Grab a spot here:

<http://thinkdigital.co/apply>

<http://thinkdigital.co/apply>

I CANNOT STRESS ENOUGH, these calls are ONLY for people who make a habit of taking action. If you're a fence-sitter, a tire-kicker, or hem and haw about every little detail in your biz, don't sign up.

On YOUR side,

thinkdigital



# 5

habit of taking action. If you're a fence-sitter, a tire-kicker, or hem and haw about every little detail in you biz, don't sign up.

On YOUR side,



People Give to  
*Authentic* Humans

[Unsubscribe](#)

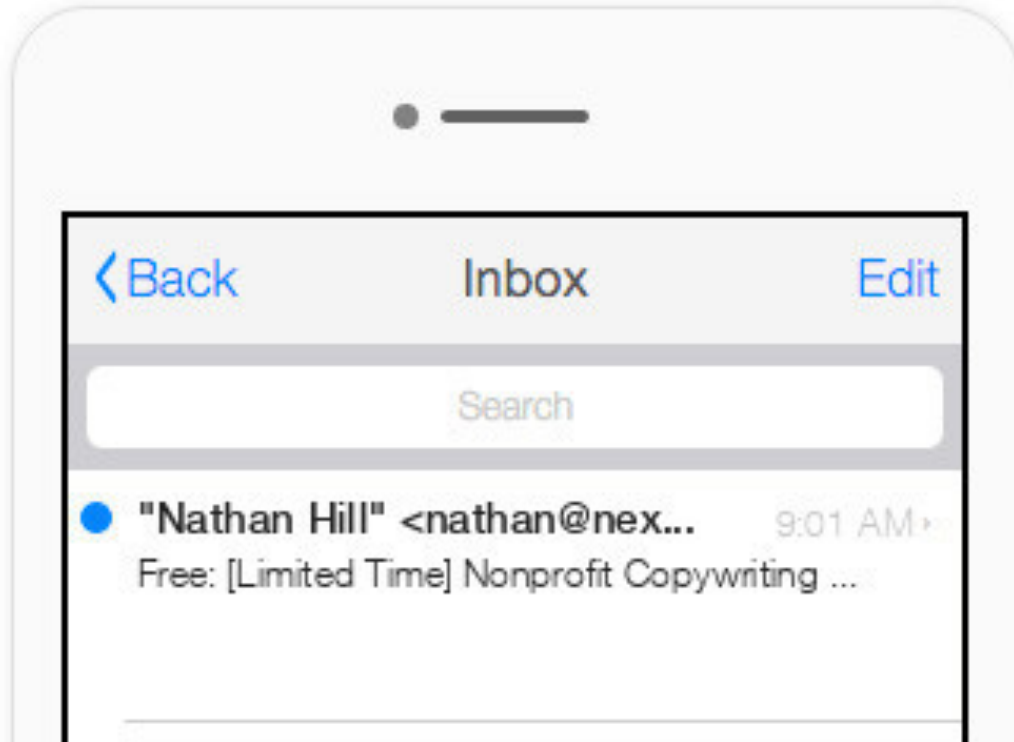
PO Box 71034 Clive, Iowa 50325 United States



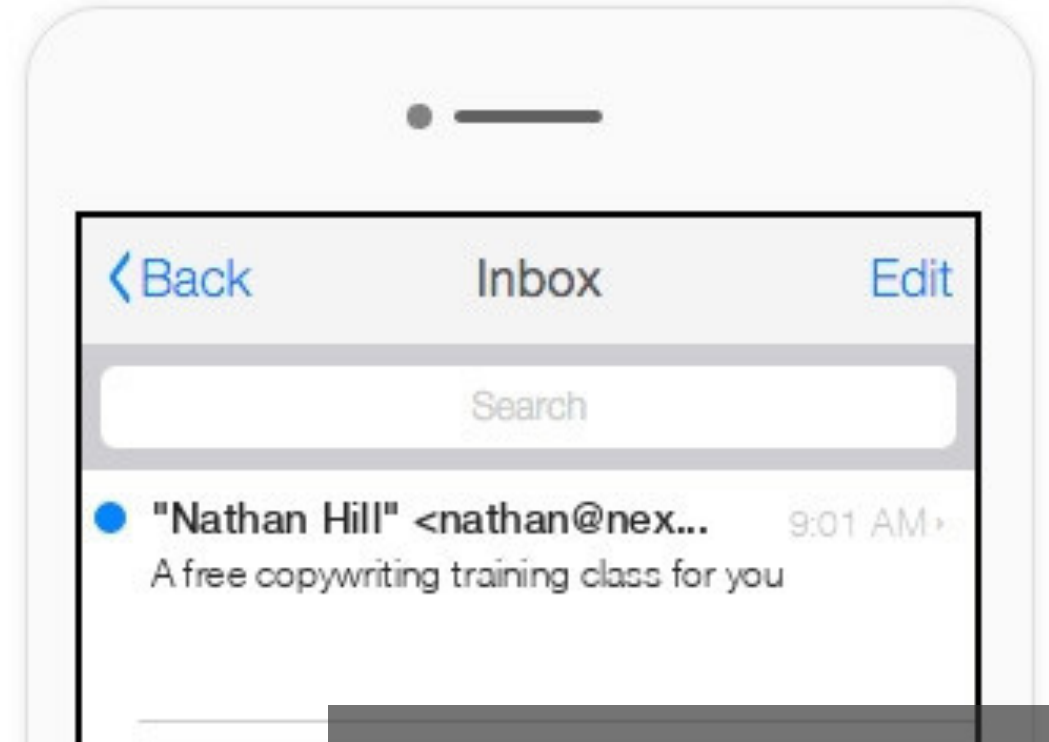


5

Free: [Limited Time] Nonprofit  
Copywriting “Faster Class”



A free copywriting training  
class for you



42%  
In Registrations





Tim-

With our end-of-month fundraising report due in less than 24 hours, it has made me realize... I'm going to need your help, Tim. We're \$7,903 short and it comes at the worst time!

[Can you chip in now before the clock runs out?](#)

CHIP IN NOW

We have to get to work on the issues that matter most to Americans. Right now, liberals are just standing in the way!

We have to be prepared to fight back. [Donating just \\$25, \\$50, or \\$100 today can really make a difference.](#)

Tim, I'm counting on you to do your part as soon as you can.

We can't afford to be behind.

CHIP IN \$100

CHIP IN \$75

CHIP IN \$50

CHIP IN \$25

Will you help me out?

John

6



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## Button

I'm writing today to remind you that you are a part of the list of people who have exclusive access to get this content before anyone else has it.

To make sure you claim your free copy of this eBook, please use this link now:

**Get My eBook Now »**

6

## No Button

I'm writing today to remind you that you are a part of the list of people who have exclusive access to get this content before anyone else has it.

To make sure you claim your free copy of this eBook, please use this link now:

<https://tfas.org/legitimate-role-of-government/>



**18%**  
In Clicks





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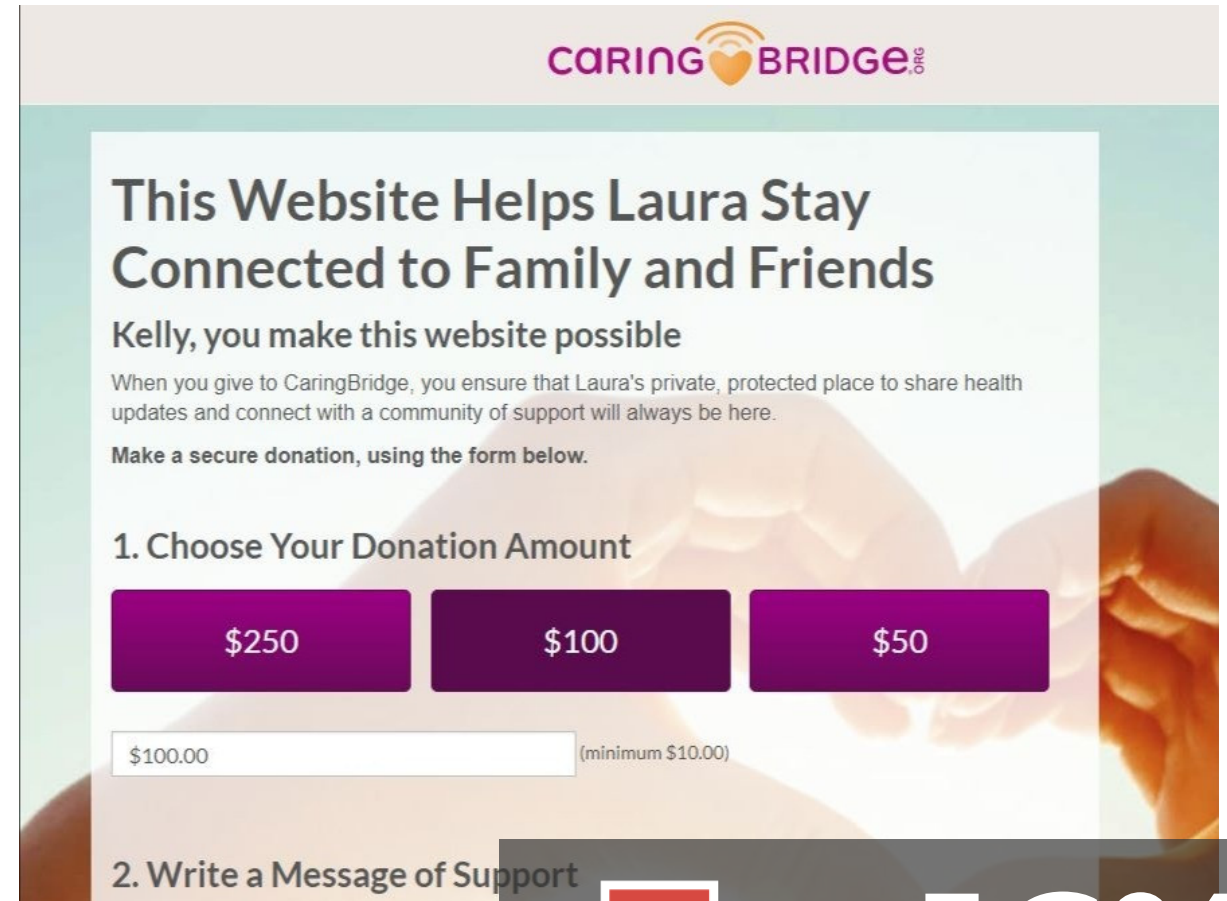


## Standard Gift Array (low to high)



The screenshot shows the CaringBridge.org donation page. The header features the CaringBridge.org logo. The main heading reads "This Website Helps Laura Stay Connected to Family and Friends". Below this, a sub-heading says "Kelly, you make this website possible". A paragraph explains that donations ensure Laura's private, protected place to share health updates and connect with a community of support will always be here. A bold instruction states "Make a secure donation, using the form below." The first step is "1. Choose Your Donation Amount". There are three purple buttons labeled "\$50", "\$100", and "\$250". Below these buttons is a text input field containing "\$100.00" and a note "(minimum \$10.00)".

## Reverse Gift Array (high to low)



The screenshot shows the CaringBridge.org donation page with a reverse gift array. The header features the CaringBridge.org logo. The main heading reads "This Website Helps Laura Stay Connected to Family and Friends". Below this, a sub-heading says "Kelly, you make this website possible". A paragraph explains that donations ensure Laura's private, protected place to share health updates and connect with a community of support will always be here. A bold instruction states "Make a secure donation, using the form below." The first step is "1. Choose Your Donation Amount". There are three purple buttons labeled "\$250", "\$100", and "\$50". Below these buttons is a text input field containing "\$100.00" and a note "(minimum \$10.00)". The second step is "2. Write a Message of Support".

6



16%

In Donor Conversion







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Will you help me out?

John

We can't afford to be behind.

CHIP IN \$100

CHIP IN \$75

CHIP IN \$50

CHIP IN \$25

Will you help me out?

John

6





## The “Invitation to Hogwarts” Appeal

**From:** [REDACTED] <[ashley@nextafter.org](mailto:ashley@nextafter.org)>  
**Date:** February 23, 2017 at 1:00:18 PM EST  
**To:** [Tim@nextafter.com](mailto:Tim@nextafter.com)  
**Subject:** Are you still on the fence?  
**Reply-To:** [developmentteam@nextafter.org](mailto:developmentteam@nextafter.org)

Dear Tim,

We are pleased to inform you that you have been accepted at Hogwarts School of Witchcraft and Wizardry. Please find enclosed a list of all necessary books and equipment. Term begins on September 1. We await your owl by no later than July 31.

Yours sincerely,  
Minerva McGonagall  
Deputy Headmistress

This email was sent to [Tim@nextafter.com](mailto:Tim@nextafter.com). If you no longer wish to receive these emails you may [unsubscribe](#) at any time.

# Get Certified in Email Fundraising Optimization

***THIS THURSDAY***

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



***THIS THURSDAY***

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

- Proven and tested principles
- Live instructors
- Virtual classmates
- Breakout discussions
- Q&A time
- Live Optimization



Non-Members	Basic Member	Standard Member
\$99	\$49.50	No Charge



# Question Time!

