Doin' It Right: A/B Testing for Nonprofits

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.



Today's Speakers





Nathan Hill

Marketing Director, NextAfter

Guy-Manuel de Homem-Christo

Robot, Daft Punk



Doin' It Right: A/B Testing for Nonprofits

Free Webinar



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















FREAKSHOW







Which version will get the best results?

A/B Test #1



FAMILYLIFE Help for today. Hope for tomorrow.

A Cru Ministry



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

[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

FAMILYLIFE

SCHOLARSHIPS FOR HARDWORKING PASTOR COUPLES



Destry families saviding as much for their rhearings. Comfaring the efforted and don Studying and sharing the gospel. Causesing and praying for people. Shouldering the endess needs of people.

But when a pastor and his wife thereselves are struggling, exhausted and needing renowal, they often fiel like they have nowhere to turn.

It's amazing that pastor marriages endure so well despite these odds.

The reality is that some metrages will fail without our help. And their churches may fail with The transp is that tome transpare with the instruction on they. And these transpares in a with them. Tools, you and i can any the disaster's by providing scheduring loss at weaker to a Remember for paster couples who cannot afford to attend. It's why over 13 years ago ve established a Family/LiP Heator's Scholarship Fund to make it possible for more than 106,000 postors and spockers to afford our events.

Your gift of any size will help provide a scholarship for least one paster couple like fred and

Find and his wife planted and led a church for nine years. During this time, they lost two children to researchand, diving dropped off and Field dicht reserve a psychick for an estite year. He was achieved and strugged with turnout. Then they attended likeliked to Remember and came away completing renewed Field told us:

To the 17 years that I was a pastor, 12 pastors left their ministry because their maniages had failed. He didn't went to be another statistic. The pastor scholarship allowed on the opportunity to attend this maniage getaway. Without it, we could not have afforded to go."

Your gift now will mean wonderful news for a pastor couple waiting and hoping to attand the next manage grawway. Each life changing Weekend to Remember costs \$300 to provide. But your gift of any late can be the toping point for at least one pastor couple to attend and find the help they so despectally need, and desire.

Together we are

Your gift tudy is a way to help more families stay together and to the the way bod designed helping more couples find solid ground in Dod's plan for manage.
SELECT AN AMOUNT

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GIFT FREQUENCY I years to make a one-time pit I want to make a recurring gift on the 25th \$ of every Month \$

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Version B

FAMILYLIFE

A Cru Ministry

Invest in God's Work By Strengthening a Pastor's Marriage

Ministry can create many challenges and strains on a pastor's marriage. Pastors work long hours, put the care of their congregation above their own, and invest their lives into the people God has called them to lead. And their spouses carry a load that few people ever see or understand.

When a pastor couple is struggling, exhausted and needing renewal, they often feel like they have nowhere to turn.

It's amazing that pastors' marriages endure so well despite these odds.

FamilyLife understands the struggles and challenges that pastors face. That is why over 25 years ago we established a FamilyLife Pastor's Scholarship Fund to make it possible for more than 100,000 pastors and spouses to attend our special marriage getaway. Weekend to Remember®.

At this getaway, a pastor couple will learn how to:

- · address issues as they arise, rather than letting resentments fester;
- resolve conflict in healthy, biblical ways;
- maintain a vital sexual connection with one another;
 forgive freely and completely;
- increase their commitment to their marriage, resulting in a stronger marriage and deeper intimacy

Would you consider making a special gift to FamilyLife to provide a scholarship for a pastor couple to attend this life-changing event?

Many pastors' marriages have been strengthened because of this event. Here is what one of them had to say:

"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 glaveway. Without it, we could not have alforded to go."

You will not only be investing in a pastor's marriage, but investing in the work that God is doing in a pastor's congregation and community.

Make your gift today using the secure form below.

SELECT AN AMOUNT \$50 \$100 \$150 \$0

GIFT FREQUENCY

Uwant to make a one-time gift

I want to make a recurring gift on the: 25th \$ of every Month

ENTER PAYMENT INFORMATION Asterisks indicate required fields.

VISA 🤮 📰 🕮

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CONTACT INFORMATION
First Name*
Country*
United States

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,

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DONATE



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A Cru Ministry



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GIFT FREQUENCY want to make a one-time gift I want to make a recurring pift on the: 25th C of every Month C

ENTER PAYMENT INFORMATION Asterisks indicate required fields.









A/B Test #2



Web Version

Hi there --

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

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

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

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

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

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

Donate Now



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

Thank you,

Kim Malcolm KUOW Host, All Things Considered

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

> > Email Preferences | Privacy Policy



Version B



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Thank you,



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

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A/B Test #3





Greg Laurie Sponsored (demo) · @

Does sharing the gospel one on one with another person make you nervous? Yep, me too. I know the drill, I start thinking, "How do I start?" "What do I say?" "What if they ask a question I can't answer?" All these things rush through my mind, and I get sweaty palms, strange inflections in my voice, and I blow the opportunity that the Lord set up for me. Frankly, I find it easier to preach the gospel to thousands, than to share the gospel one person at a time. Perhaps that's why 95% of all Christians have never led a person to Jesus Christ? See More



Activate Your Free Online Course

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence. Taken from the life and witness of Jesus, the applic...

Learn More





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But I have good news for you; you can overcome nerves with know-how! Beat the nerves by enrolling in my free online training course and share Jesus with the people in your life. It's called the Tell Someone Training Course. It's a self-paced tutorial, with video learning sessions, downloadable resources, and a certification of completion when you get done.

Here are two reasons to sign up for the Tell Someone Training online course right now. First, I want you to experience the joy of leading others to Christ. If you haven't led someone to Jesus, you are missing out big time. Second, The Great Commission is not a suggestion, it's a command for every Christian. Jesus is calling us to get out of the 95% and to start sharing the best news in the world, that "God so loved the world that He Gave His only Son, and whoever believes in him will have everlasting life."

Activate your free online course instantly now.



Version B



Greg Laurie

Sponsored (demo) · 🛞

As followers of Christ we are called to go out to all the world and share the gospel. But, did you know that 95% of all Christians have never led a person to Jesus Christ? God wants to use you to bring others to Him. I know there is a lot of uncertainty with sharing your faith, but I can help encourage and equip you to effectively share the gospel through my free online course called Tell Someone. Experience the joy of leading others to Christ. Check out this free online course.



Activate Your Free Online Course

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence. Taken from the life and witness of Jesus, the applic...

Learn More



How did you decide?

Put it in the chat.

INTUITION
Subjective
Constantly
changing based
on experience
Why is yours
better than

someone else's?

"BEST PRACTICES"

What if it conflicts with other "best

practices"?

Not specific to your donors and your organization Less inclined to consider new

FAMILIARITY

BIAS

ideas

How do you know what others are doing is good?



How should you decide?

Aggregate Benchmarks













2016 Blackbaud Peer-to-Peer Fundraising Study





Aggregate Benchmarks

Pros

- Research & data that can expose you to new ideas and tactics
- Insights into where you might be underperforming

Cons

- Aggregate data that's not specific to your context
- Comparing to the median could keep you at the *status quo*







S ■ ■ ■
Individual
Donor
Benchmark
Report



Interviews / Surveys

Pros

- First-hand accounts provide context that analytics can't show you
- Direct feedback to help you put yourself in the shoes of your donor

Cons

- What people <u>say</u> and what people <u>do</u> are often two different things
- Tendency to react to loud or strong voices
- Tend to hear from really <u>great</u> or really <u>bad</u> experiences – not in between.



A/B Testing

Pros

- Statistical proof of what *actually* works
- Results are contextual to your donors and audiences
- Removes bias and cuts through subjectivity

Cons

• What cons?





A/B Testing

Pros

- Statistical proof of what *actually* works
- Results are contextual to your donors and audiences
- Removes bias and cuts through subjectivity

Cons

- Requires more expertise to do well.
- Hard to test complex goals and outcomes.



Overview Dashboard Library Analysis Global -

Takes <u>time</u> and <u>volume</u>



Version B



A Cru Ministry



[Salutation].

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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



Invest in God's Work By Strengthening a Pastor's Marriage

trains on a pastor's marriage. Pastors wi tove their own, and invest their lives into

When a pastor couple is struggling, exhausted and needing renewal, they often feel like they ha

It's amazing that pastors' marriages endure so well despite these odd

a that pastors face. That is why over 2 vears ago we established a FamilyLife Pastor's Scholarship Fund to make in han 100,000 pastors and spouses to attend our special marriage getaway, lemember®.

At this getaway, a pastor couple will learn how to:

address issues as they arise, rather than letting resent resolve conflict in healthy, biblical ways; maintain a vital sexual connection with one another;

forgive freely and completely; increase their commitment to their maniage, resulting in a stronger maniage and deepe

Would you consider making a special gift to FamilyLife to provide a scholarship for a pasto couple to attend this IIIs-changing event?

ou will not only be investing in a pasto pastor's congregation and community narriage, but investing in the work that God is doing Make your oift today using the secure form below.



\$50 \$100 \$150 50

GIFT FREQUENCY want to make a one-time gift I want to make a recurring pift on the: 25th C of every Month C

ENTER PAYMENT INFORMATION Asterisks indicate required fields.













"BEST PRACTICES"

- Donate button above the • fold in email
- Imagery and branding • throughout
- HTML Donate buttons in email
- Design styling throughout • donation page
- Social icons included in footer
- Other ways to give in footer



[Salutation],

FAM

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


Version A

Version B



A Cru Ministry



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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® martiage 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.

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Invest in God's Work By Strengthening a Pastor's Marriage

Ministry can create many challenges and strains on a pastor's marriage. Pastors worklong hours, jut the care of their compregation above their own, and invest their lives into the people Got has called them to lead. And their spouses carry a load that few people ever are or understate.

When a pastor couple is struggling, exhausted and needing renewal; they often feel like they have nowhere to turn.

It's amazing that pastors' marriages endure so well despite these odds

FamilyLife understands the struggles and challenges that pastors face. That is why over 25 years ago we established a familyLife Pastor's Scholarship Fund to make it possible for more than 100,000 pastors and spouses to attend our special marriage getaway. Weekend to Remember®.

At this getaway, a pastor couple will learn how to:

address issues as they arise, rather than letting resentments fester;
 resolve conflict in healthy, biblical ways;
 maintain a vital sexual connection with one another;

forgive freely and completely;
 increase their commitment to their mannage, resulting in a stronger marriage and deeper

Would you consider making a special gift to FamilyLife to provide a scholarship for a pastor couple to attend this life-changing event?

Many pastors' marriages have been strengthened because of this event. Here is what one of them had to see:

¹ had been poing 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 intrastic. The pastor scholarship allowed us the opportunity to attend this marrisso relaxes. Without it, we could not have addressed to on.²

You will not only be investing in a pastor's marriage, but investing in the work that God is doing in a pastor's congregation and community. Make your off today using the secure form below.



GIFT FREQUENCY

 Invant to make a one-time gift

 invant to make a neouning gift on the:

 invant to make a neouning gift on the:

ENTER PAYMENT INFORMATION Asteriska indicate required fields. VISA 🔤 📰 📷 🏡 Card Number*

Equation Date* Security Code*

Last Name*	
	Last Name*





Version A

Web Version

Hi there --

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

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

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

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

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

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

Donate Now

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

Thank you,

Kim Malcolm KUOW Host, All Things Considered

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

> > Email Preferences | Privacy Policy

Version B



\$0 \$250K \$500K \$750K \$1H

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"BEST PRACTICES"

- Branding & Logos
- Top nav donate button
- Hero image to emphasize value prop
- Progress bar to increase urgency
- HTML donate button
- Picture of sender
- Social icons below





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Does sharing the gospel one on one with another person make you nervous? Yep, me too. I know the drill, I start thinking, "How do I start?" "What do I say?" "What if they ask a question I can't answer?" All these things rush through my mind, and I get sweaty palms, strange inflections in my voice, and I blow the opportunity that the Lord set up for me. Frankly, I find it easier to preach the gospel to thousands, than to share the gospel one person at a time. Perhaps that's why 95% of all Christians have never led a person to Jesus Christ?

But I have good news for you; you can overcome nerves with know-how! Beat the nerves by enrolling in my free online training course and share Jesus with the people in your life. It's called the Tell Someone Training Course. It's a self-paced tutorial, with video learning sessions, downloadable resources, and a certification of completion when you get done.

Here are two reasons to sign up for the Tell Someone Training online course right now. First, I want you to experience the joy of leading others to Christ. If you haven't led someone to Jesus, you are missing out big time. Second, The Great Commission is not a suggestion, it's a command for every Christian. Jesus is calling us to get out of the 95% and to start sharing the best news in the world, that "God so loved the world that He Gave His only Son, and whoever believes in him will have everlasting life."

Activate your free online course instantly now.





Greg Laurie Sponsored (demo) · @

As followers of Christ we are called to go out to all the world and share the gospel. But, did you know that 95% of all Christians have never led a person to Jesus Christ? God wants to use you to bring others to Him. I know there is a lot of uncertainty with sharing your faith, but I can help encourage and equip you to effectively share the gospel through my free online course called Tell Someone. Experience the joy of leading others to Christ. Check out this free online course.



Activate Your Free Online Course

Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence. Taken from the life and witness of Jesus, the applic...

Learn More



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INTUITION

FAMILIARITY BIAS

Uhhhhh...

"That's waaaay too long for a Facebook Ad."

- Everyone who has ever seen this experiment





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Learn More







Gain a deeper understanding of heaven. This week my daily devotions focus on this important topic. Sign up to start getting these free devotions delivered to your inbox today.



Like Page

Many people think of heaven as some surreal, mysterious, dreamlike realm where people sit on clouds and strum harps. But as we continue to live out our life here on earth, it is important for us to know that heaven is a real place for real people—and God wants us to have a deeper understanding of it. This week, my daily devotions focus on the topic of heaven. Are you receiving this daily resource? If not, sign up to start getting these free devotions delivered to your inbox.

Learn more >>

During January, Pastor Greg Laurie is focusing heaven. Learn more about heaven through stuc

HARVEST.ORG





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\$ 3

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Through Tell Someone, you will not only learn the importance of sharing your faith, but how to do it with confidence. Taken from the life and witness of Jesus, the

22%

In Email Acquisition



Testing and Optimization

1. Mitigates Risk

Reduces the potential downside of failure

2. Builds Credibility

Demonstrates the power of perpetual performance improvement

3. Leads to Innovation

Uncovers new ideas and proves the unproven

4. Transforms Cultures

Decentralizes ideation and focuses on data, not opinions

How do I start testing?



5 Common Phrases

of fundraisers that almost certainly did not run a real a/b test

- 1. We tried that last year, but we didn't really see any results.
- 2. We did that in our year-end campaign, and we more than doubled our goal!
- 3. We added that to our emails, and our open rates have never been better!
- 4. "Our board suggested we
- 5. We tried it, but **our donors didn't like it**.



PROPER TESTS LOOK TO... ISOLATE VARIABLES, DOCUMENT THE INPUT, AND PREDICT AND MEASURE THE RESULT, IN THE SAME TIMEFRAME.



ISOLATE VARIABLES,

DOCUMENT THE INPUT, AND

PREDICT AND MEASURE THE RESULT,

IN THE SAME TIMEFRAME

This Is an A/B or Split Test



Ok, but how do I run one?



1. Identify the goal.

2. Make sure you can

measure.

5. Design your treatment.

6. Set up your experiment.

7. Validate and document

3. Craft your hypothesis.

4. Calculate your sample

your findings.

le 8. Share it!





When it comes to online fundraising, there are really only *3 key metrics*.





"How can we get more people to our website?" CLICKS.





"How can we get more people to donate?" COMPLETIONS.





"How can we inspire people to be more generous?" CASH.





Each one of these metrics influences the *most important metric*. revenue.



2. Make sure you can measure.



Essentials for Measuring Traffic

- Google Analytics
- UTM Parameters <u>utmmaker.com</u>



2. Make sure you can measure.



Essentials for Measuring Conversions

- Google Analytics
- UTM Parameters
- Google Analytics Goals



2. Make sure you can measure.



Essentials for Measuring Avg. Gift & Revenue

- Google Analytics
- UTM Parameters
- Google <u>eCommerce</u> Tracking





A good hypothesis should:

- Define <u>why</u> you think a problem is occurring.
- Be *testable* (and measurable).
- Provide <u>insight</u> about your donors.



Because we saw _____, we expect that ______will cause _____. We will measure this using _____.



Because we saw <u>data/impact</u>, we expect that _____will cause _____. We will measure this using _____.



Because we saw <u>data/impact</u>, we expect that <u>change</u> will cause _____. We will measure this using _____.



Because we saw <u>data/impact</u>, we expect that <u>change</u> will cause <u>impact</u>. We will measure this using _____.



Because we saw <u>data/impact</u>, we expect that <u>change</u> will cause <u>impact</u>. We will measure this using <u>metric</u>.



Because we saw research on the power of communal language, we expect that using more communal language in a sticky bar will cause more clicks. We will measure this using sticky bar clicks.



Control

Get access to *Exodus,* the newest free online course from DTS.

Learn more »

Treatment #1

Because you're a friend of DTS, you're invited to take our newest free online course, *Exodus!*

Learn more »




REQUIRED SAMPLE SIZE

The total number of people you need to see your experiment in order to make a statistically valid inference from your results.



Samples	Donations	Conv. Rate	Relative Difference	Significance
50	4	8.0%		
50	6	12.0%	50.0%	49.6%
100	10	10.0%		
nany neonle s) // i+?			
	Samples 50 50 100	SamplesDonations50450610010	Samples Donations Conv. Rate 50 4 8.0% 50 6 12.0% 100 10 10.0%	SamplesDonationsConv. RateRelative Difference5048.0%50612.0%50.0%1001010.0%



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		
		1 I I I I I I I I I I I I I I I I I I I			
	How m	any neonle con	verted?		





	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		
			- I		
			- I		

Percentage of samples that converted.



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		
			Percent	lifference in conve	rsion rate

between control and treatment.



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		
					1
					1.

What is the likelihood seeing this result again?



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		

	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	500	40	8.0%		
Treatment #1	500	60	12.0%	50.0%	96.5%
Total	1,000	100	10.0%		

Samples have increased.



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		

	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	500	40	8.0%		
Treatment #1	500	60	12.0%	50.0%	96.5%
Total	1,000	100	10.0%		

Conversion rate stayed the same.



	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	50	4	8.0%		
Treatment #1	50	6	12.0%	50.0%	49.6%
Total	100	10	10.0%		

	Samples	Donations	Conv. Rate	Relative Difference	Significance	
Control	500	40	8.0%			
Treatment #1	500	60	12.0%	50.0%	96.5%	
Total	1,000	100	10.0%			Γ

Now we have a valid result.



Make sure you can get enough samples to get a valid result before you run your a/b test.

optimizely.com/sample-size-calculator/



If you normally get a 20% open rate...



Minimum Detectable Effect

Make sure you car valid result bef

optimizely.cc

20

Statistical Significance

95%

EDIT

95% is an accepted standard for statistical significance, although Optimizely allows you to set your own threshold for significance based on your risk tolerance. [?]

The minimum relative change in conversion rate you would like to be

Your control group's expected conversion rate. [?]

Sample Size per Variation

able to detect. [?]

1,100





Your control group's expected conversion rate. [?]

The minimum relative change in conversion rate you would like to be able to detect. [?]

95% is an accepted standard for statistical significance, although Optimizely allows you to set your own threshold for significance based on your risk tolerance. [?]

Sample Size per Variation

1,100





1,100





your sample size.

Baseline Conversion Rate

20

Your control group's expected conversion rate. [?]

Minimum Detectable Effect

Statistical Significance

20

95%

EDIT

The minimum relative change in conversion rate you would like to be able to detect. [?]

95% is an accepted standard for statistical significance, although Optimizely allows you to set your own threshold for significance based on your risk tolerance. [?]

Sample Size per Variation **1,100**

5. Design your treatment.

Key Principle Anyone should be able to look at your treatment and know what you're testing.



What is being tested?

Original



Texas State Historical Association

Like Page

BREAKING: TSHA releases free digital version of popular Texas Almanac for a limited time



Get your free Almanac!

For a limited time, the Texas State Historical Association has made the 752-page Texas almanac, the definitive book on Texas, free to all Texas enthusiasts! Get

Treatment



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EXCLUSIVE: TSHA releases free digital version of popular Texas Almanac for a limited time



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Alright, that's enough for today, but I hope you have a great rest of your week, fellow optimizer.

Best,

Brady

Brady Josephson

NextAfter Vice President of Innovation & Optimization brady@nextafter.com 778-994-9311

Don't want to get emails like this in the future? You can actually <u>change how often you receive emails from</u> me. And if you choose to <u>unsubscribe</u> – no hard feelings.

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Donation & Landing Page Optimization [Workshop]

Free Online Fundraising Courses

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In Clicks

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Hypothesis: Will featuring more links in a digest email affect clickthrough rate?

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6. Set up your experiment.





7. Validate and document.



Has it run for at least a week?



Has it run for no more than 8 weeks?



Did anything change during the testing time frame?



Did your treatments have an even sample size? (50/50)



Winston Knows



- **1. Integrate** your testing tools.
- 2. Monitor your performance.
- 3. Validate your experiments.
- 4. Document your results.



8. Share it!

If a tree falls in a forest and no one hears it, does it even make a sound?





8. Share it!





Winston Knows



1. Integrate your testing tools. 2. Monitor your performance. **3. Validate** your experiments. 4. Document your results. 5. Get a **shareable link** to pass on your learnings. 6. Auto-generate a PPT to share in your next team meeting.

Get All 8 Steps in the Free **A/B Testing Guide**

nextafter.com/testguide





What should I test first?



Increase traffic to your donation page

We expect that making your "Donate" button stand out from the main navigation will lead to more visitors to the donation page.



Experiment #1698

ORIGINAL



CHALLENGER







Increase conversions on your donation page

We expect that using more value-focused copy on the donation page will lead to more donations.



Just a Headline



The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are

Illinois Policy Institute does not accept

law.

checks to: Illinois Policy Institute

Suite 1500 Chicago, IL 60603

190 S. LaSalle St.

government funding.

tax-deductible to the fullest extent allowed by

If you would like to donate by mail, please send

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





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Phone	

Payment Information

Visa, Mastercar	d or American Expr	ess Number
Month	Year	Security Code

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Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus 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.

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If you would like to donate by mail, please send checks to: Illinois Policy Institute 190 S. LaSalle St. Saute 1500 Chinnon II. 40403

Illino



15	0	%
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In Donor Conversion





Increase donations from your email fundraising appeals

We expect that sending an email that looks and sounds more human will lead to more donations.



Control - Designed



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

Email Preferences | Privacy Policy

Treatment - Plain

Web Version

Hi there --

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

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

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

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

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

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

Donate Now

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

Thank you,

Kim Malcolm KUOW Host, All Things Consider

KUOW Puget Standing Idio



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Question Time!