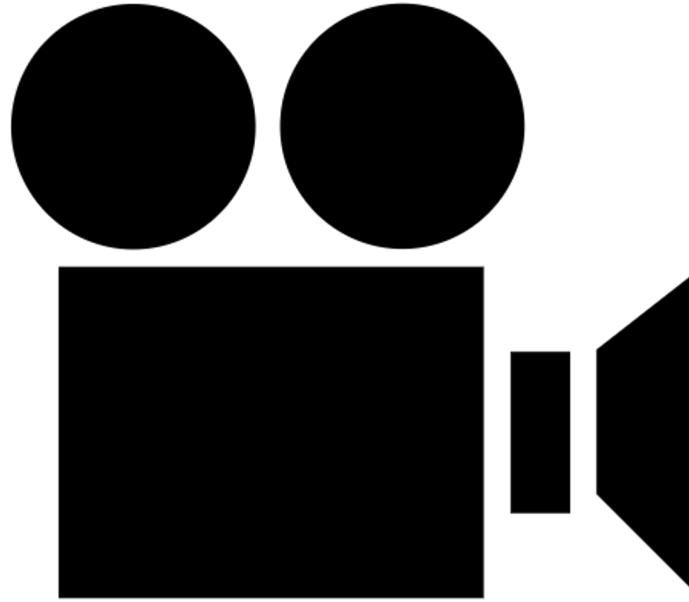




The Global Online Fundraising Scorecard

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.



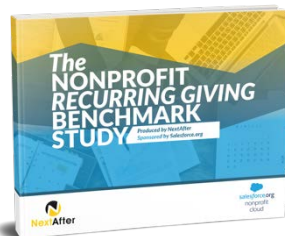
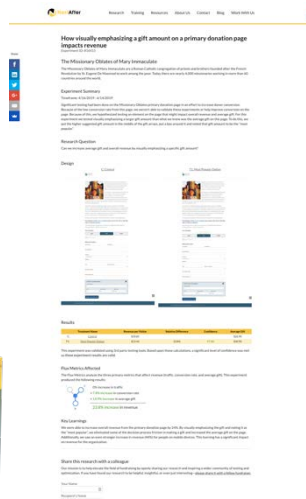
ON A **MISSION** TO DECODE WHAT WORKS IN
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RESEARCH



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

RESEARCH → RESOURCES

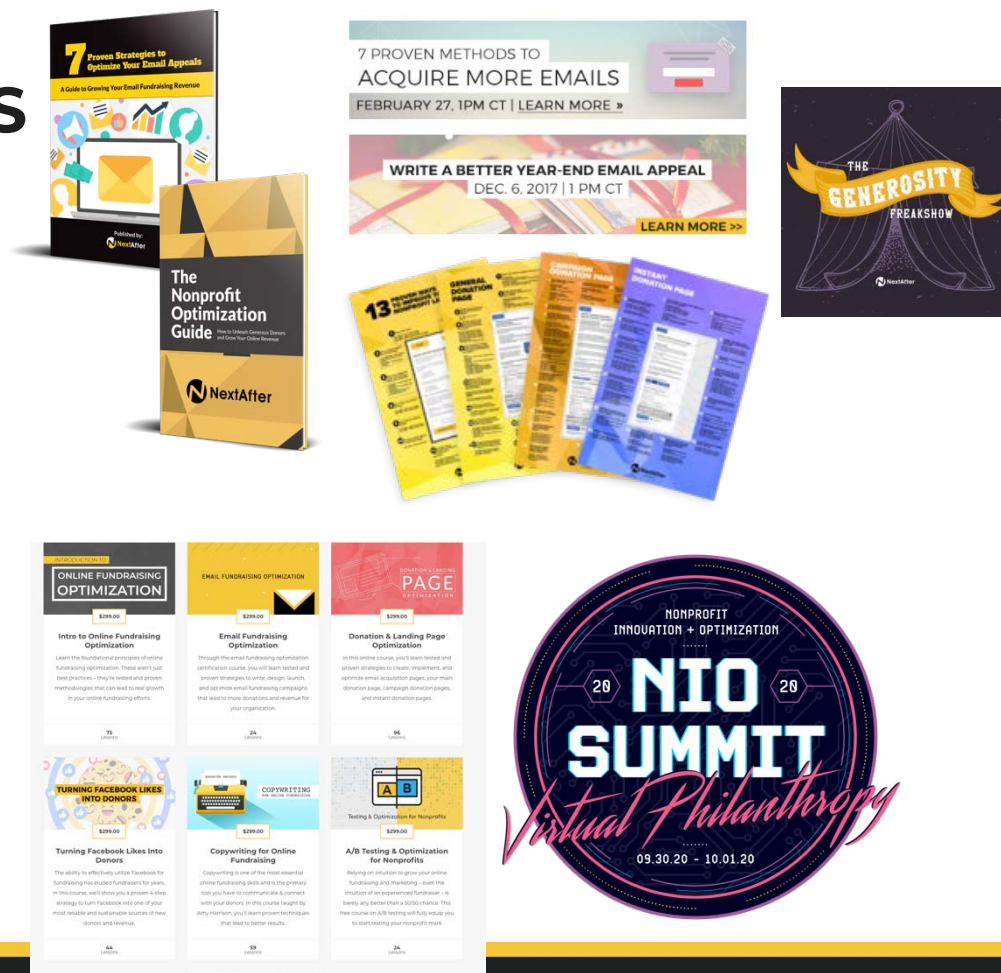


ON A **MISSION** TO DECODE WHAT WORKS IN
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS
MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

TRAINING



Today's Speakers



Brady Josephson

Managing Director,
NextAfter Institute



Mia Rodrigues

Senior Product
Marketing Manager,
Salesforce





NextAfter Institute
FOR ONLINE FUNDRAISING





8 OPPORTUNITIES TO OPTIMIZE ONLINE FUNDRAISING

Based On A Mystery Donor's Look At The Online Giving
Experience And Email Communications Of 630
Organizations In 9 Countries





8 OPPORTUNITIES TO OPTIMIZE ONLINE FUNDRAISING

GIVE US FEEDBACK!

Based On A Mystery Donor's Look At The Online Giving
Experience And Email Communications Of 630
Organizations In 9 Countries





630 ORGANIZATIONS
585 ONLINE DONATIONS
535 EMAIL SIGNUPS
5,976 EMAILS
9 COUNTRIES

globalonlinefundraising.com

Thanks!



In-Country Research Partners

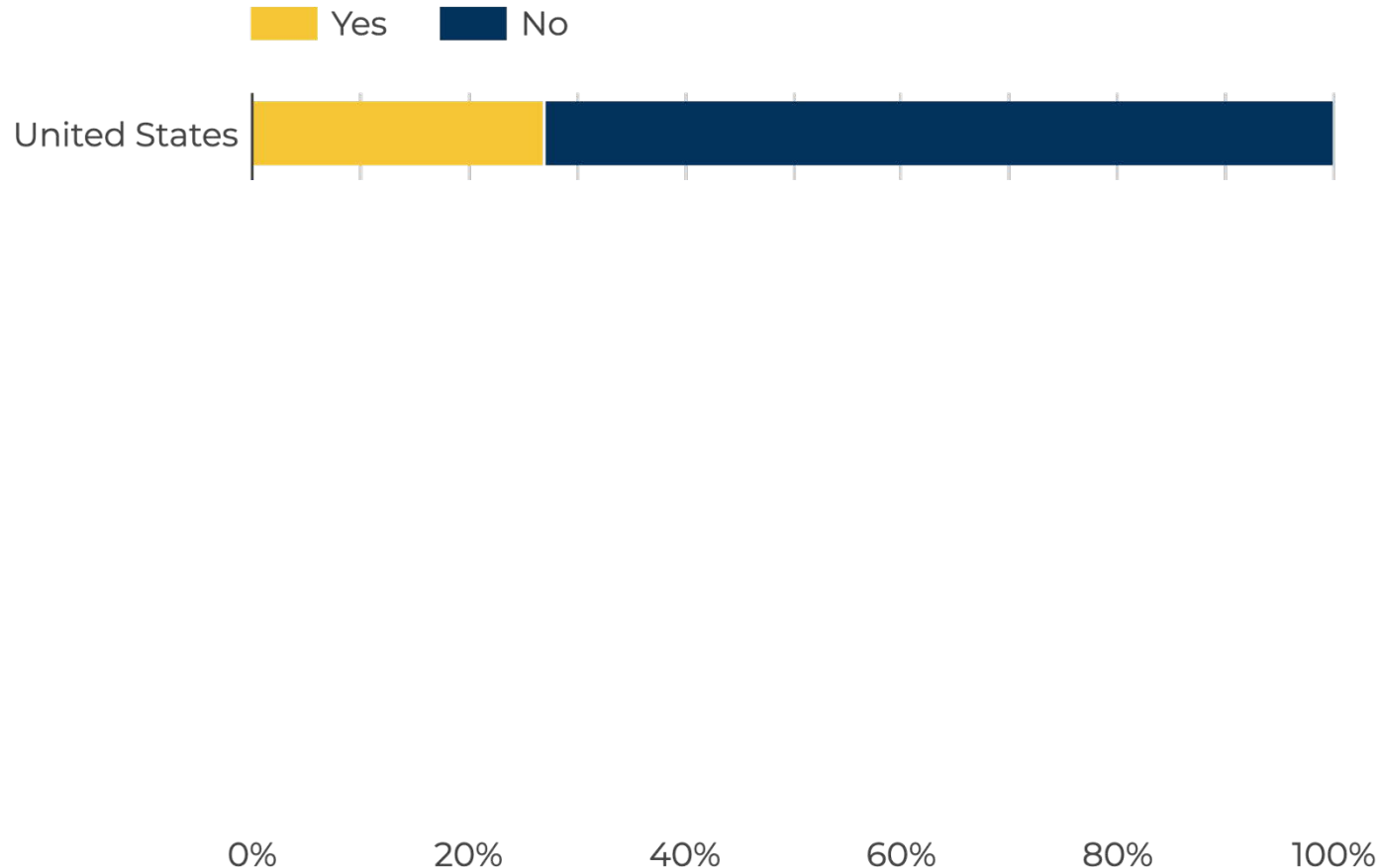


TODAY.

GOAL:

Help you get ideas and insights to optimize and improve your fundraising from your own country, from other countries, and from the experiment library.

Was there an EFT/ABM/ACH/Bank Account option?



- Organizations in the United States accepted donations online via bank on their main donation page 27% of the time.

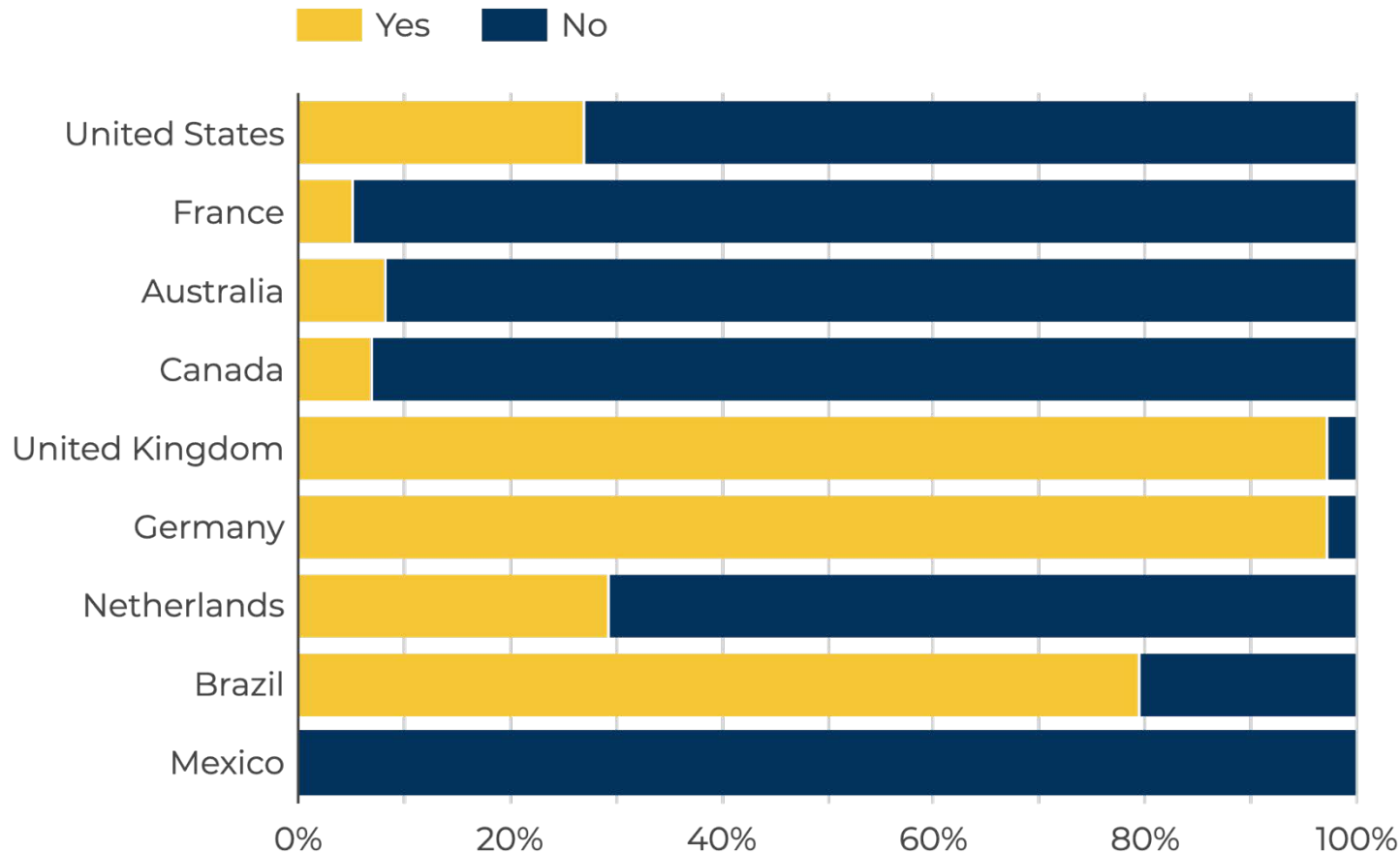
Was there an EFT/ABM/ACH/Bank Account option?



DO YOU? SHOULD YOU?

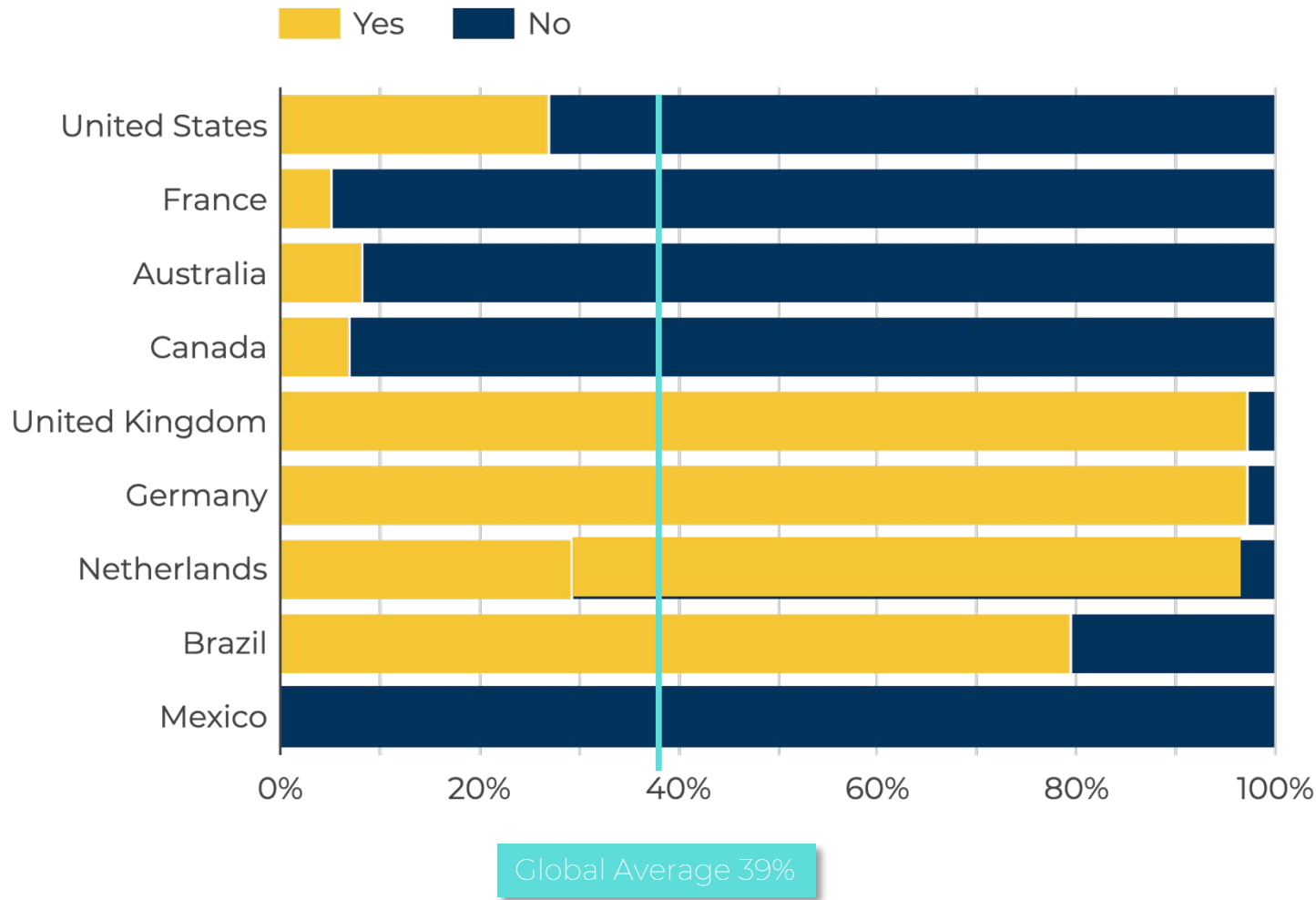
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Was there an EFT/ABM/ACH/Bank Account option?



- There were huge discrepancies from the global average for accepting bank account payments with countries like France, Canada, and Australia under 10% but the United Kingdom and Germany at 97%.

Was there an EFT/ABM/ACH/Bank Account option?



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DO YOU? SHOULD YOU?

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- The Netherlands appears lower than the global average but Ideal, which 89% of organizations accepted, functions in a similar way to giving via bank account.

How Additional Payment Options Impacted Long-term Revenue

Experiment ID: #5981

CONTROL

Your Donation

\$5

\$10

\$15

\$

Other Gift Amount

☒ Make this a recurring donation of \$10 per month.

Billing Information

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Payment Method

Card Number

CVV

Exp. Month

Exp. Year

08

2018

TREATMENT

Your Donation

\$5

\$10

\$15

\$

Other Gift Amount

☒ Make this a recurring donation of \$10 per month.

Billing Information

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Payment Method

Bank Account

Credit Card

Routing Number

Account Number

Confirm Account Number

How
Expected

is Impact

Country

United States

Address

City

State / Province

Zip / Postal Code

Payment Method

Card Number

CVV

Exp. Month

Exp. Year

08

2018

United States

Address

City

State / Province

Zip / Postal Code

Payment Method

Credit Card

Routing Number

Account Number

Confirm Account

NO SIGNIFICANT DIFFERENCE IN CONVERSION
RATE BETWEEN THE TWO FORMS.



55.2%

In Lifetime Value

How
Expected

Country

United States

Address

City

State / Province

Zip / Postal Code

Payment Method

Card Number

CVV

Exp. Month

Exp. Year

08

2018

is Impact

Address

City

State / Province

Zip / Postal Code

Payment Method

Card

Routing Number

Account Number

Confirm Account

er

DO YOU? SHOULD YOU?

NO SIGNIFICANT DIFFERENCE IN CONVERSION RATE BETWEEN THE TWO FORMS.



55.2%

In Lifetime Value

LET'S GO!



8 OPPORTUNITIES TO OPTIMIZE ONLINE FUNDRAISING

Based On A Mystery Donor's Look At The Online Giving
Experience And Email Communications Of 630
Organizations In 9 Countries

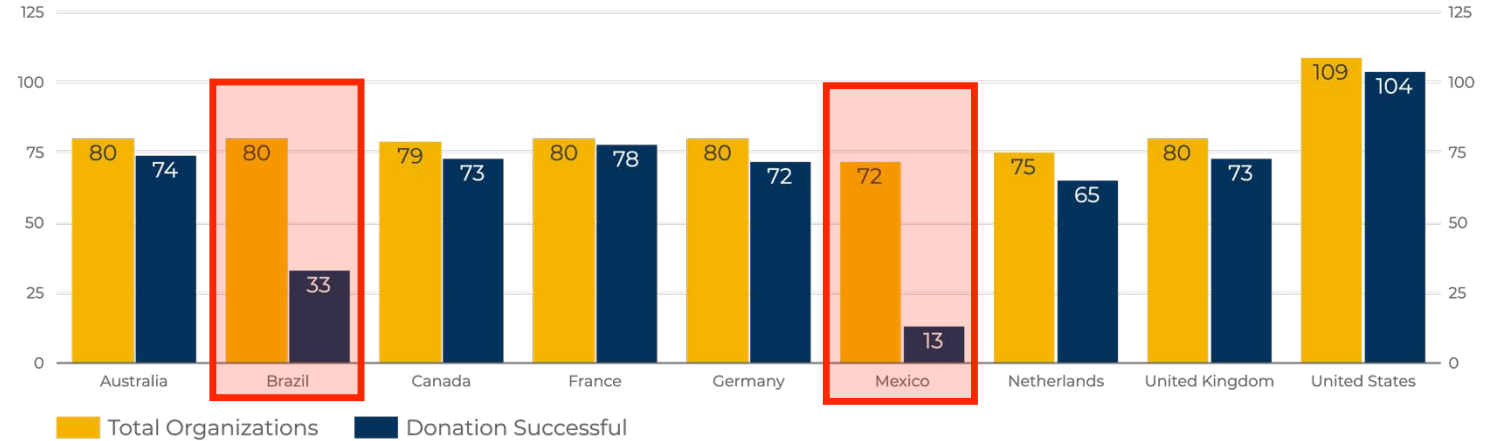


1. TEST YOUR FORMS, INTEGRATIONS, AND SYSTEMS.

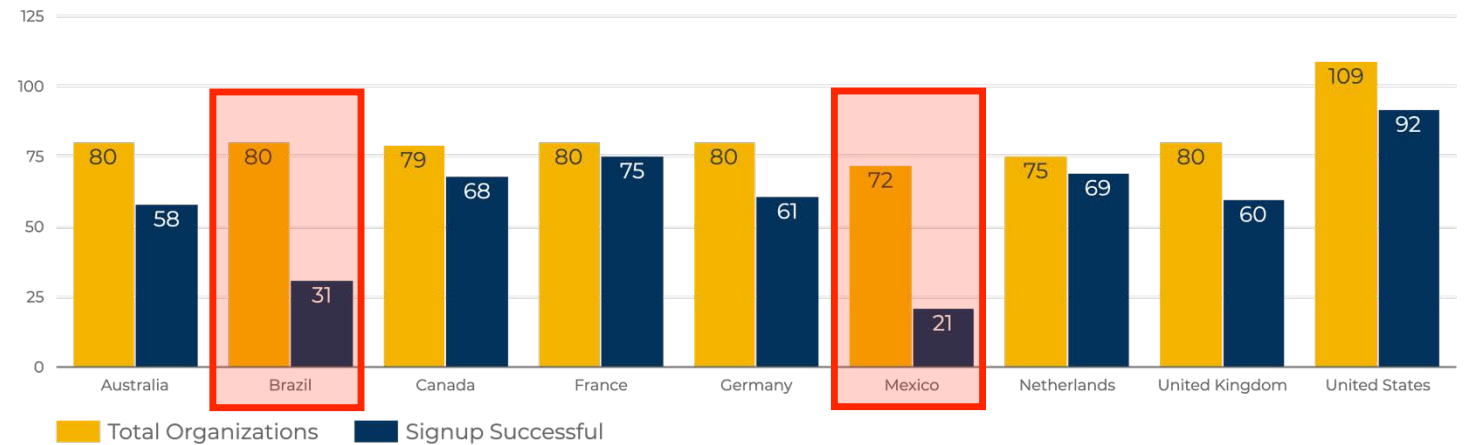
**WE COULD NOT SIGN UP FOR EMAIL
SUCCESSFULLY 27% OF THE TIME AND COULD NOT
COMPLETE DONATIONS 20% OF THE TIME.**

- We experienced significant issues making donations and signing up for email in Brazil and Mexico with success rates less than half the global average

Donation Completion Status by Country



Email Signup Status by Country

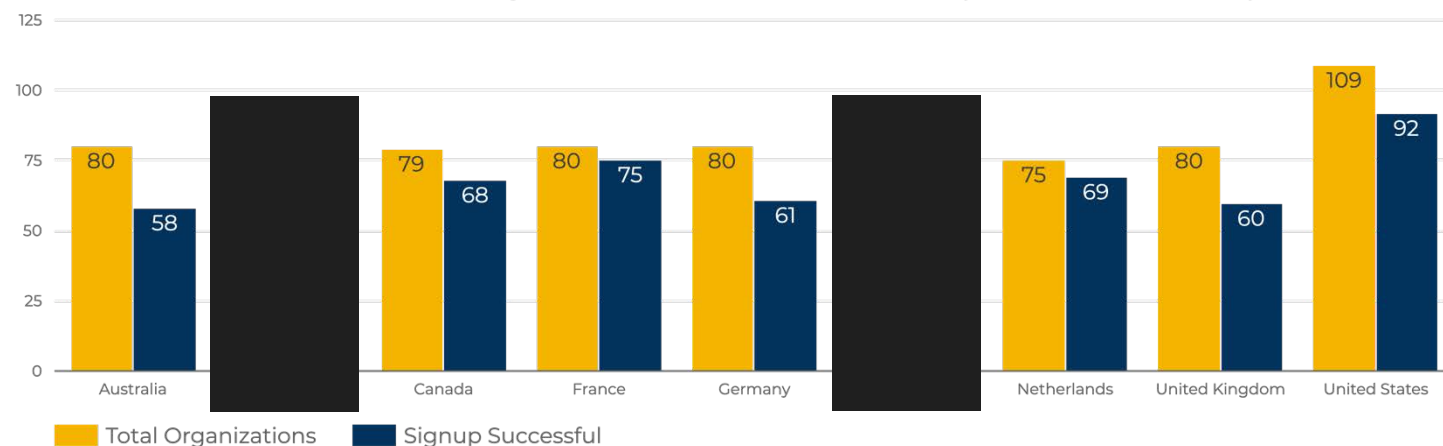


- When Brazil and Mexico are removed the global average goes to 92% for online donation success and 83% for email sign up success
- That still means we could not complete a donation successfully to 1 in 10 organizations or sign up for email from 2 in 10 organizations

Donation Completion Status by Country

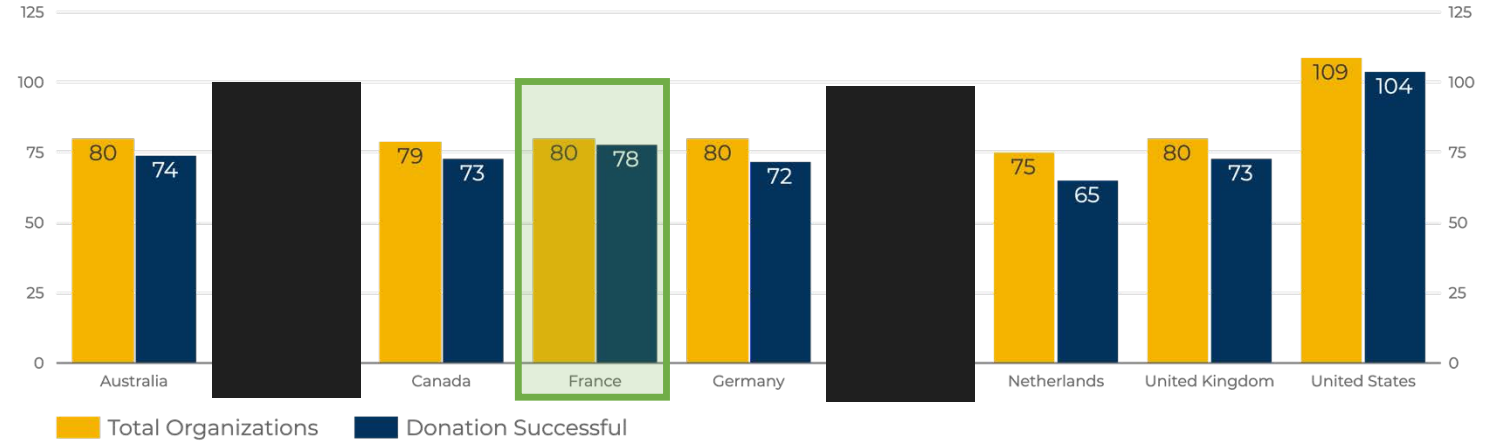


Email Signup Status by Country

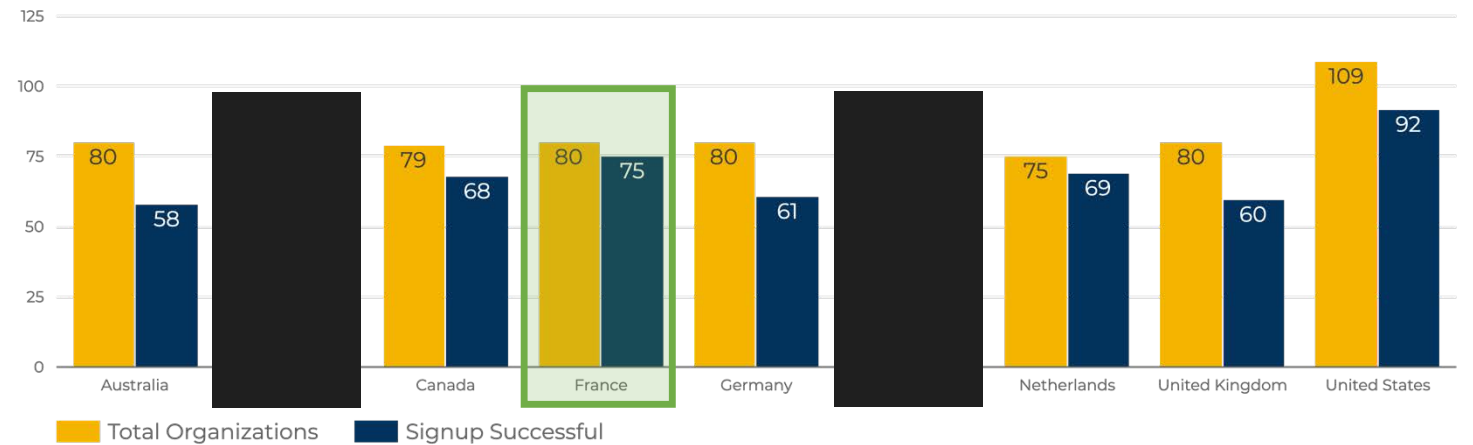


- France had the highest success rate for both email sign ups and online donations

Donation Completion Status by Country



Email Signup Status by Country



WHAT ABOUT FOR RECEIVING EMAILS?

**27% OF ORGANIZATIONS DID NOT SEND THE EMAIL
SUBSCRIBER AN EMAIL IN 90 DAYS AFTER EMAIL SIGN UP
AND 17% DID NOT SEND THE ONLINE DONOR AN EMAIL
WITHIN 90 DAYS OF THEIR DONATION.**

1. TEST YOUR FORMS, INTEGRATIONS, AND SYSTEMS.

**2. OFFER VALUE IN EXCHANGE FOR
AN EMAIL AND COMMUNICATE IT.**

**3 OUT OF 4 ORGANIZATIONS DID NOT
PROVIDE AN 'AVERAGE' OR 'STRONG' REASON
TO SIGN UP AND HALF THE TIME IT WASN'T
CLEAR WHAT YOU WERE SIGNING UP FOR.**

Why Should I...

The Value Proposition: Net Force

$$Vf_{Ac} - Cf_{Ac} = Nf$$

$$\begin{aligned} Vf &= (Ap \div Ex) \\ Ac &= (Cl \div Cr) \\ Cf &= (Mt \div Mn) \end{aligned}$$

Main Elements:

Nf = Net Force of the Value Proposition
Vf = Gross Force of the Value
Cf = Gross Force of the Cost
Ac = Acceptance

Sub Elements:

Vf { *Ap* = Appeal
 Ex = Exclusivity
Cf { *Mt* = Material
 Mn = Mental
Ac { *Cl* = Clarity
 Cr = Credibility




www.meclabs.com

**HOW WOULD YOU SCORE THESE
EMAIL SIGN UP OPPORTUNITIES?**

Stay informed

E-mail address*

Privacy declaration

 Register

NEWSLETTER

First Name

Last name

E-mail address

SIGN UP

☐ I agree with It Fryske Gea 's [privacy statement](#)

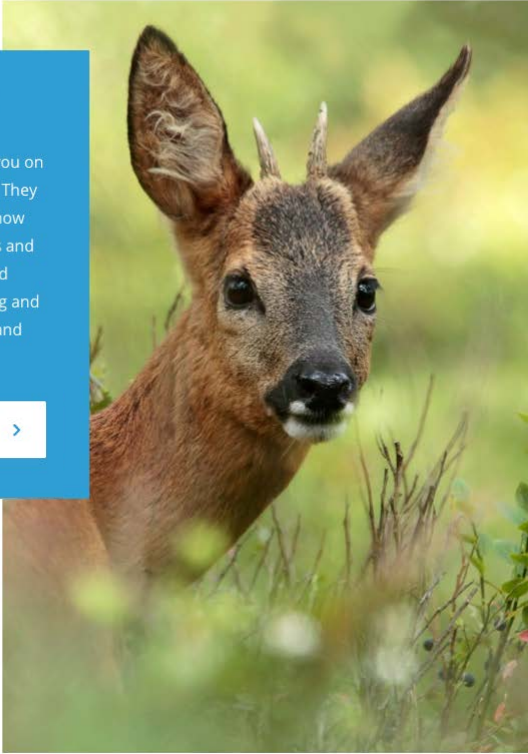
Be the first to get the latest news

Nothing is more changeable than nature. There is an awful lot to see and learn. We are happy to help you with practical tips and current information. Our forest rangers, volunteers, project leaders and ecologists know exactly what's going on. Below you will find an overview of our e-mail newsletters. For professionals, volunteers or just enthusiasts.

LANDSCAPE NORTH HOLLAND

Our forest rangers are happy to help you on your way in the North Holland nature. They know the most beautiful places and know exactly when you can see which plants and animals. Sign up for our newsletter and receive great tips for going out, walking and cycling routes, excursions in the area and special observations in nature.

Sign Up
>




© Els Branderhorst / Buiten-Beeld

A & B 

Stay informed

E-mail address*

Privacy declaration

 Register

NEWSLETTER

First Name  Last name E-mail address SIGN UP

☐ I agree with It Fryske Gea 's [privacy statement](#)

1. How would you score this on appeal (0 low to 2 high)?
2. How would you score this on exclusivity (0 low to 2 high)?

1. How would you score this on appeal (0 low to 2 high)?
2. How would you score this on exclusivity (0 low to 2 high)?

C



Be the first to get the latest news

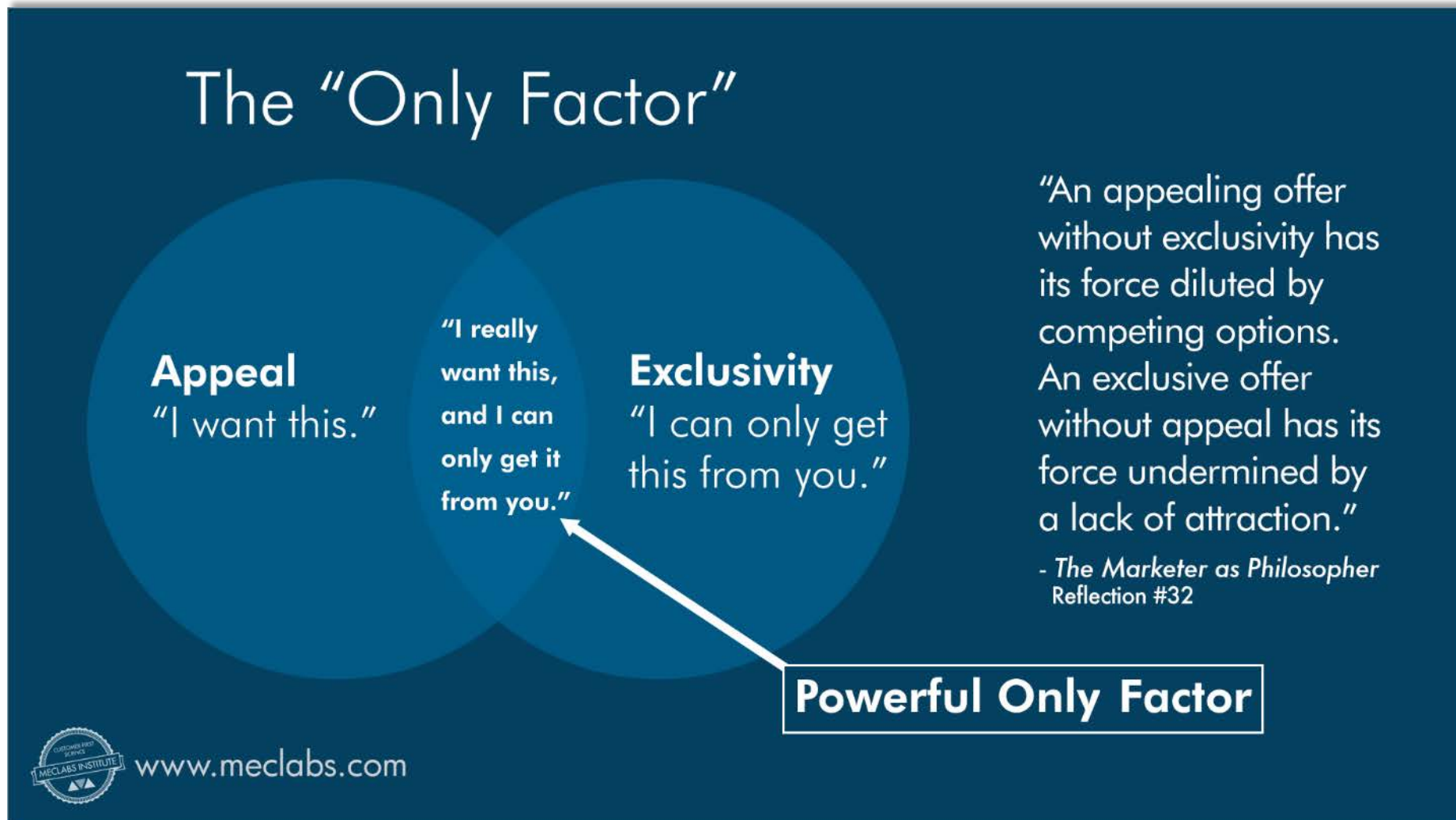
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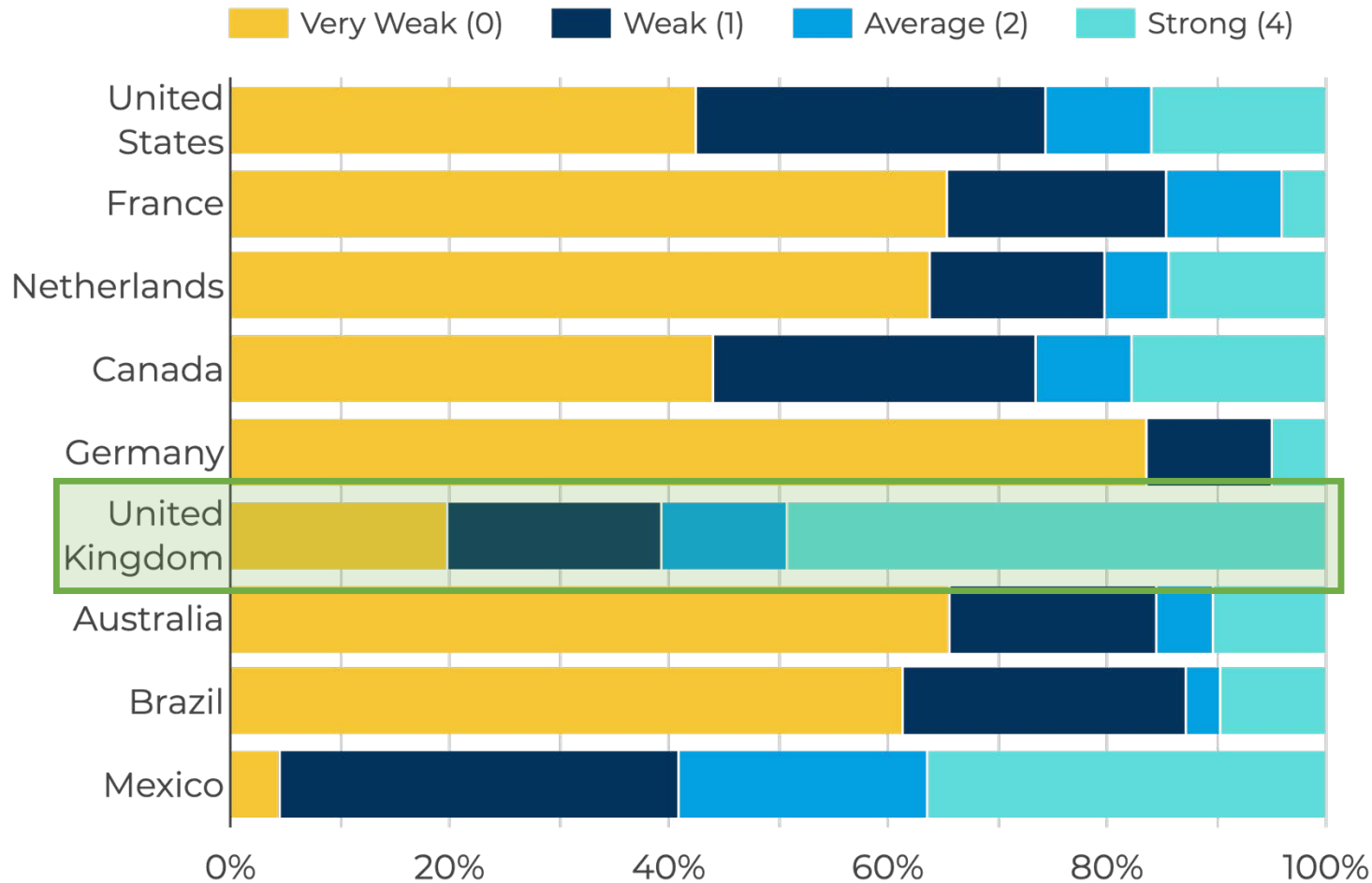
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[Sign Up](#)

Why Should I...



How 'strong' is the email signup offer?



- Overall, just 25% of organizations had an 'above average' score for their email signup offer/messaging while just over half (53%) scored a 0.
- 6 out of 10 organizations in the United Kingdom (60%) scored average or above average compared to 1 out of 20 organizations in Germany (5%).

BUT WHY?

Why Do Only 1 out of 4 Organizations Have a “Strong” Email Signup Offer?

1. Everyone is offering a newsletter (86% of organizations at least)

How Offering Something With A Higher Perceived Value Impacts Name Acquisition

Version A

Sign up to receive our newsletter

SUBSCRIBE

Version B

Strengthen your marriage. Take the free online course, "I Still Do!"

START NOW

How Offering Something With A Higher Perceived Value Impacts Name Acquisition

Version A

Sign up to receive our newsletter

SUBSCRIBE

Version B

Strengthen your marriage. Take the free online course, "I Still Do!"

START NOW



47%

In Emails Acquired

Why Do Only 1 out of 4 Organizations Have a “Strong” Email Signup Offer?

1. Everyone is offering a newsletter (86% of organizations at least)
2. Less than half the time (45%) it wasn't clear what you're signing up for
3. Very few organizations are using copy/text to communicate why someone should sign up for email (62% used less than 1 sentence)

Why Should I...

REVIEW

The Value Proposition: Net Force

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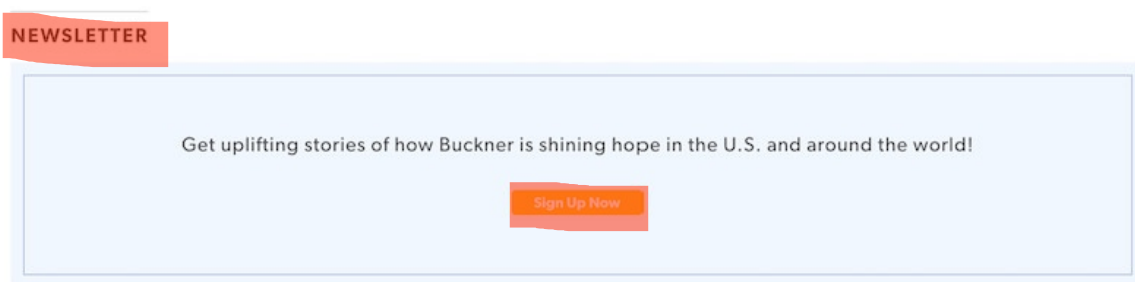


www.meclabs.com

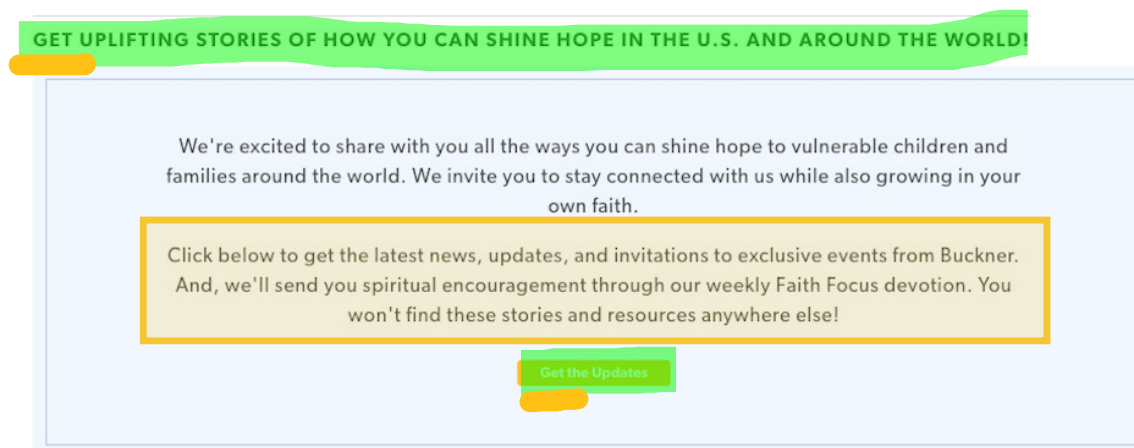
How Adding Clarity And Specificity Increased Newsletter Signups

EXPERIMENT ID: 9740

CONTROL



TREATMENT



How Adding Clarity And Specificity Increased Newsletter Signups

EXPERIMENT ID: 9740

CONTROL

NEWSLETTER

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

Sign Up Now

TREATMENT

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

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

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

Get the Updates

 **276%**
In Emails Acquired

Clarity > Persuasion

British Heart Foundation

Sign up for our research newsletter

Are you interested in science? Or do you want to know more about the research that your donations fund?

Either way, sign up here to receive our monthly e-newsletter and keep up-to-date with the latest BHF-funded research.



First name *

Surname *

Email address *

How did you hear about this newsletter?

If 'Other' please give details

Keeping in touch

How would you like to hear from us?

We would love to send you information on our life saving research and how you can help us to keep more hearts beating through fundraising, events and volunteering opportunities.

Please tick below to tell us how you want to hear from us:

Yes No

Email *

☐ ☐

Medecins sans Frontieres (UK)

Email newsletter

Sign-up to **Frontline** and get monthly updates about our emergency medical work straight to your inbox.

We carefully curate **Frontline** to include all our urgent, interesting and unusual stories. Designed with mobile in mind, it's perfect for your commute.

We may occasionally email you emergency appeals, asks for donations and event invites.

But we'll always put you first and won't bombard you with emails. It's not our way.

You can unsubscribe at any time and we'll never sell, swap or share your details with anyone else. [Read our privacy notice.](#)

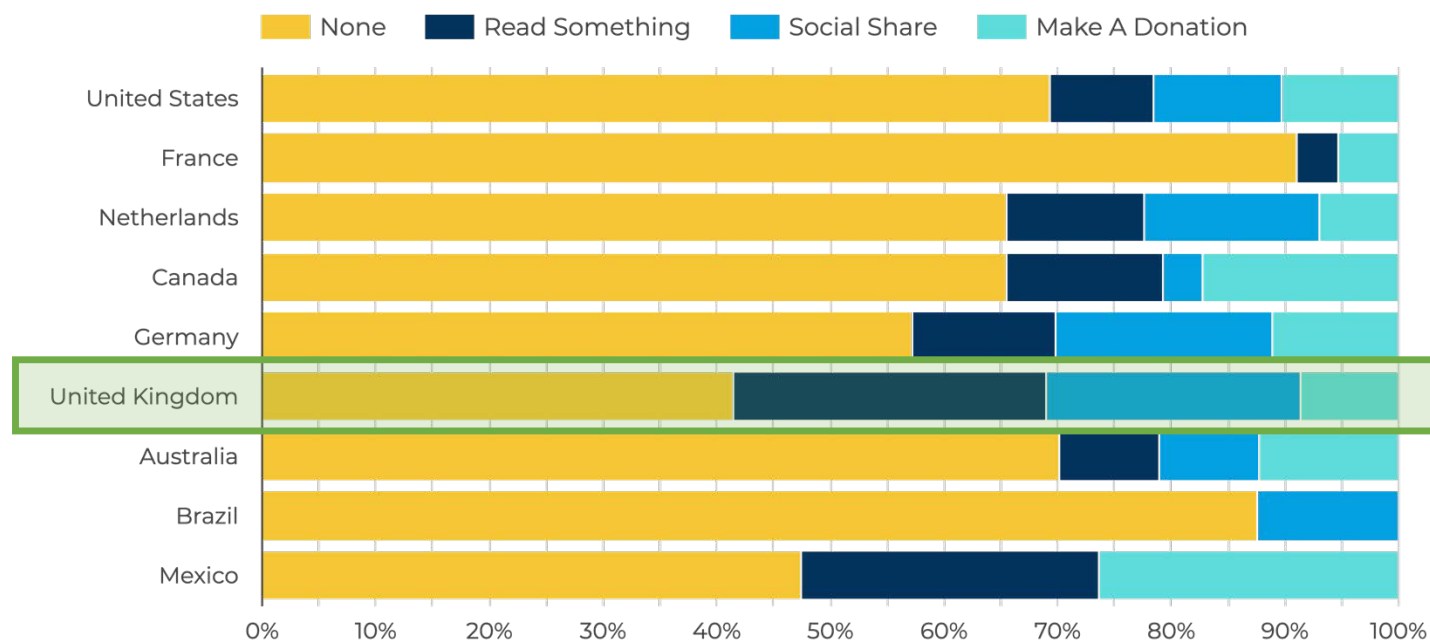
**2. OFFER VALUE IN EXCHANGE
FOR AN EMAIL AND
COMMUNICATE IT.**

3. HAVE A DEDICATED CONFIRMATION PAGE THAT CONFIRMS, THANKS, AND PRESENTS A CLEAR NEXT STEP TO TAKE.

**7 IN 10 ORGANIZATIONS HAD NO IMMEDIATE
NEXT STEP FOR A NEW EMAIL SUBSCRIBER TO
TAKE AND 1 IN 10 HAD NOTHING AT ALL.**

- The United Kingdom has the highest percent of organizations that offered a next step (61%) while Australia had the lowest (31%)
- The most common actions were 'social share' and 'read something'

What Was the Next Step/Action Presented After an Email Sign Up?



BUT WHY?

Why Do 7 in 10 Organizations Not Have A Next Action for Email Subscribers?

1. Less than half of organizations (45%) used a dedicated thank you/confirmation page

Same Page vs. Dedicated Page

SAME PAGE




NEWSLETTER

E-Mail

Vorname

Nachname

☐ Ich bestätige die [Datenschutzbestimmungen](#)


 Wir nutzen Newsletter2Go als Software für die Versendung unserer Newsletter. Im Rahmen dieser Anmeldung erklären Sie sich einverstanden, dass Ihre eingegebenen Daten an die Sendinblue GmbH übermittelt werden. Bitte beachten Sie die [Datenschutzbestimmungen](#) und [Allgemeinen Geschäftsbedingungen](#) der Sendinblue GmbH.


NEWSLETTER

**VIELEN DANK FÜR DIE ANMELDUNG.
WIR HABEN IHNEN EINE E-MAIL MIT
EINEM BESTÄTIGUNGSLINK
ZUGESCHICKT.**

DEDICATED PAGE




 **Aktion Deutschland Hilft**
Bündnis deutscher Hilfsorganisationen

Gemeinsam schneller helfen 

SPENDEN | Wir über uns | Hilfsansätze | Spenden & helfen | News & Themen

Suche

Startseite / Newsletter / Bestätigung




Interaktiv helfen

Newsletter-Anmeldung: Bestätigung

Vielen Dank für Ihre Anmeldung für unsere eNews!
In Kürze erhalten Sie an die eingegebene E-Mail-Adresse eine E-Mail mit einem Link, den Sie zur Bestätigung Ihrer Anmeldung bitte anklicken.
Erst nach Klick auf diesen Bestätigungslink wird Ihre E-Mail-Adresse für unsere eNews freigeschaltet.
Vielen Dank!

Tipp: Verwenden Sie einen Spamfilter?
Damit der Newsletter nicht geblockt wird, empfehlen wir Ihnen die Adresse info@newsletter-aktion-deutschland-hilft.de im Adressbuch Ihres E-Mail-Programms zu speichern (z.B. Outlook, WEB.DE Freemail, gmx.de etc.).





Aktion Deutschland Hilft, Bündnis deutscher Hilfsorganisationen, bittet dringend um Spenden für die weltweite Nothilfe

Spenden-Stichwort: Nothilfe weltweit
IBAN DE62 3702 0500 0000 1020 30, BIC: BFSWDE33XXX
Spenden-Hotline: 0900 55 10 20 30 (Festnetz kostenfrei, mobil höher)


JETZT ONLINE SPENDEN!

Schirmherr & Kuratoriumsvorsitzender

 
Bundespräsident a. D. Horst Köhler & Außenminister Heiko Maas: [Erfahren Sie mehr!](#)

Spendenkonto
IBAN: DE62 3702 0500 0000 1020 30
BIC: BFSWDE33XXX
Bank für Sozialwirtschaft
Spenden-Stichwort: Nothilfe weltweit
Online-Spenden: [zum Spendenformular](#)

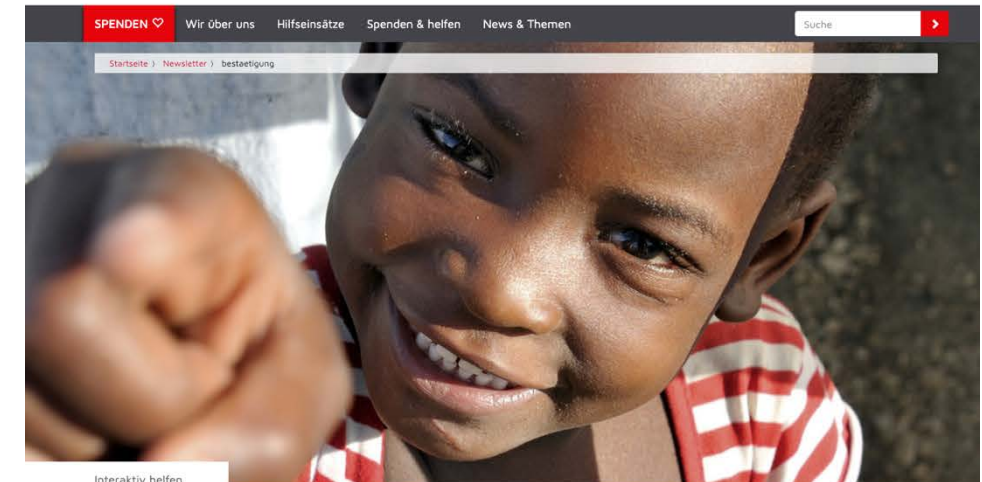
Newsletter-Archiv


Unsere aktuellen Newsletter mit Infos zu Katastrophenfällen und vielem mehr, finden Sie [hier!](#)

Ja, ich werde Förderer.

monatlicher Betrag
monatlich

1. Thanks for signing up
2. Details to confirm your sign up
3. Tips to avoid SPAM
4. Donate Now call to action



Interaktiv helfen

1 Newsletter-Anmeldung: Bestätigung

Vielen Dank für Ihre Anmeldung für unsere eNews!

In Kürze erhalten Sie an die eingetragene E-Mail-Adresse eine E-Mail mit einem Link, den Sie zur Bestätigung Ihrer Anmeldung bitte anklicken.

2 Ist nach Klick auf diesen Bestätigungslink wird Ihre E-Mail-Adresse für unsere eNews eingeschaltet.

Vielen Dank!

3 Tipp: Verwenden Sie einen Spamfilter?

Um damit der Newsletter nicht geblockt wird, empfehlen wir Ihnen die Adresse fo@e-newsletter.aktion-deutschland-hilft.de in das Adressbuch Ihres E-Mail-Programms zu speichern (z.B. Outlook, WEB.DE Freemail, gmx.de etc.).



4

Aktion Deutschland Hilft, Bündnis deutscher Hilfsorganisationen, bittet dringend um Spenden für die weltweite Nothilfe

Spenden-Stichwort: Nothilfe weltweit
IBAN DE62 3702 0500 0000 1020 30, BIC: BFSWDE33XXX
Spenden-Hotline: 0900 55 10 20 30 (Festnetz kostenfrei, mobil höher)

JETZT ONLINE SPENDEN!

Schirmherr & Kuratoriumsvorsitzender




Bundespräsident a. D. Horst Köhler & Außenminister Heiko Maas: **Erfahren Sie mehr!**

Spendenkonto

IBAN: DE62 3702 0500 0000 1020 30
BIC: BFSWDE33XXX,
Bank für Sozialwirtschaft
Spenden-Stichwort: Nothilfe weltweit
Online-Spenden: [zum Spendenformular](#)

Newsletter-Archiv



Unsere aktuellen Newsletter mit Infos zu Katastrophenfällen und vielem mehr, finden Sie [hier!](#)

Ja, ich werde Förderer.

monatlicher Betrag

monatlich

Jetzt Förderer werden!

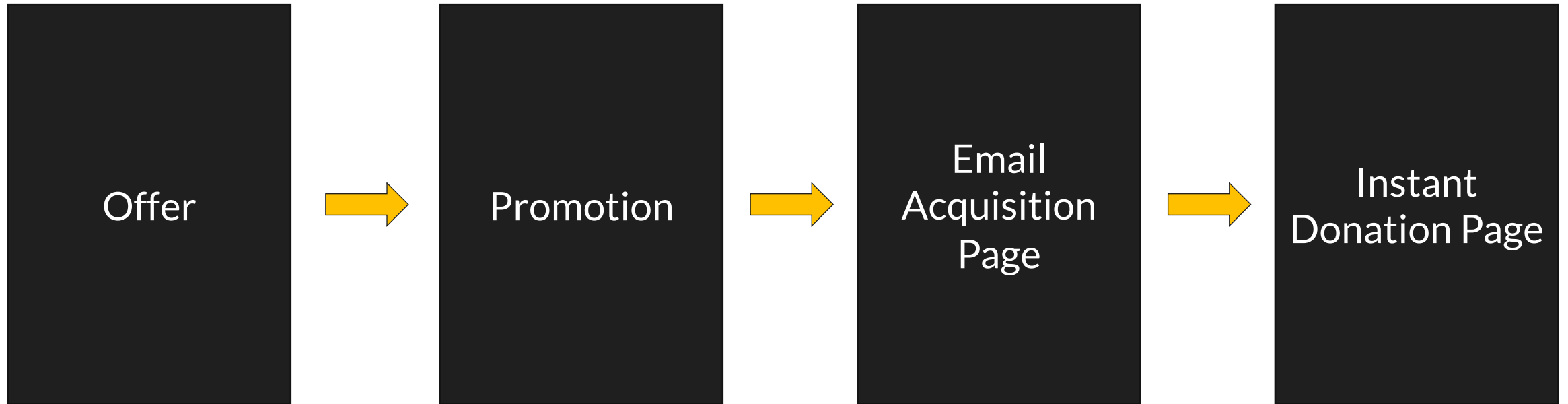


ASK FOR A DONATION
AFTER AN EMAIL SIGNUP?

FOOT-IN-THE-DOOR TECHNIQUE

the idea that people are more likely to agree to a larger request after having agreed to do a smaller request


A Model for List Building that Leads to Donors



Perceived Value VS Conversion Rate

Offer	Donor Time Investment	Donor Conv. Rate as high as...
Petition	10 seconds	0.33%
eBook	10 minutes	3.11%
Online Course	8 weeks	5.97%

ASK WITH BUTTON



Our hospital site | Our charity site

Site search...

Donate | Get involved | What we do

[Home](#) > [Thank you for signing up to our newsletter](#)

Thank you for signing up to our newsletter

We're delighted that you have signed up to our newsletter. By doing so you too are playing a part in the story of this extraordinary hospital.

We'll be in touch each month to share inspiring stories from the patients and staff at Great Ormond Street Hospital, plus we'll let you know all the ways you can get involved with GOSH Charity.

Please click on the below if you'd like to donate to the charity. You can also raise money for us by [signing up to an event](#).

If you're thinking about organising your own fundraising event, our fundraising pack has everything you need to get started - email the Community team for your pack: community.events@gosh.org

Thanks again.

[Donate now](#)

Newsletter sign up

[Contact us](#) | [News](#) | [Accessibility](#) | [Terms and conditions](#) | [Safeguarding](#) | [Careers](#) | [Hospital](#) | [Privacy](#) | [Modern Slavery Statement](#)



ASK WITH FORM



THANK YOU

You will start receiving your Monthly Newsletter, a news and information digest, sent at the beginning of each month.



Your involvement shows the great compassion you have for the poor. The best way to assist those in desperate need is by sending a generous donation today. Children like Madjie (pictured at right) need your help.

Please don't hesitate -- hungry children are depending on you.

TYPE OF GIFT

- ☐ **MONTHLY DONATION**
Please support the poor every month. Efficient, convenient, flexible.
- ☐ **ONE-TIME DONATION**

AMOUNT OF GIFT

Select Gift Amount:

\$300

\$150

\$75

\$35

Enter an amount

BILLING INFORMATION

*First Name

*Last Name

*Billing Address

Address 2

YOUR IMPACT SO FAR IN 2019



ASK WITH BUTTON

Thank you for signing up to our newsletter

We're delighted that you have signed up to our newsletter. By doing so you too are playing a part in the story of this extraordinary hospital.

We'll be in touch each month to share inspiring stories from the patients and staff at Great Ormond Street Hospital, plus we'll let you know all the ways you can get involved with GOSH Charity.

Please click on the below if you'd like to donate to the charity. You can also raise money for us by [signing up to an event](#).

If you're thinking about organising your own fundraising event, our fundraising pack has everything you need to get started - email the Community team for your pack: community.events@gosh.org

Thanks again.

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Thanks again.

Donate now

Newsletter sign up

Contact us | News | Accessibility | Terms and conditions | Sitemap | Privacy | Modern Slavery Statement



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How Presenting A Donation Page Instantly After An Acquisition Offer Impacts Donor Conversion

CONTROL



SIGNUP SUCCESSFUL

THANK YOU

Thank you for signing up for Boys Town's "Tween Discipline" email series. Look for your first email to arrive shortly. Make sure to check your junk folder if you do not see the email in your inbox, and then add info@boystown.org to your safe senders list.

For more useful parenting information from Boys Town, please visit BoysTown.org/Parenting.

SUPPORT BOYS TOWN

TREATMENT



GREAT NEWS! YOUR TWEEN PARENTING SERIES WILL ARRIVE IN YOUR EMAIL INBOX SHORTLY.

Before you go, there are a couple of things we'd like you to know...

Boys Town is committed to helping you, as a parent, handle the difficult situations in life at any stage. It is because of this commitment that we provide resources like the one you are receiving.

But did you know that this resource is made available for free because of faithful supporters who donate to Boys Town? It's true. They support Boys Town because they believe in our mission to reach and equip all children and families with the love, support, and resources they need to succeed.

Is this something you believe in too?

Consider supporting Boys Town today. Your gift will go towards providing more resources to parents, like you, who want to raise and build healthy families.

You can make your gift by using the secure form below:

Your Donation

\$25

\$50

\$100

\$

Billing Information

First Name

Last Name

Email Address

How Presenting A Donation Page Instantly After An Acquisition Offer Impacts Donor Conversion

CONTROL



SIGNUP SUCCESSFUL

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You can make your gift by using the secure form below:

Your Donation

Other Gift Amount

Billing Information

First Name

Last Name

Email Address

349%

In Donations

3. HAVE A DEDICATED CONFIRMATION PAGE THAT CONFIRMS, THANKS, AND PRESENTS A CLEAR NEXT STEP TO TAKE.

PUTTING IT ALL TOGETHER: EMAIL SIGNUP CASE STUDY



You have to scroll to the bottom of the page to find out where to sign up.

SAUVONS AHMADREZA
SON EXÉCUTION EST SUSPENDUE TEMPORAIREMENT MAIS PAS ANNULÉE, AGISSEZ !
[LEARN MORE](#)

NEWS
President Macron is preparing to receive al-Sisi amid repression in Egypt

NEWS
Ethiopia: thousands of civilians at risk

NEWS
Black Friday: Amazon employees shouldn't pay the price

NEWS
"The human and the universal above all": interview with Cécile Coudriou, president of Amnesty International France

WE FIGHT TOGETHER, WE WIN TOGETHER.
We are a movement of 7 million people fighting for human rights.

Our conviction
When human rights are at stake, every fight deserves a victory.
[OUR HISTORY](#)

Our mission
Fight tirelessly until human rights are respected everywhere.
[OUR FIGHTS](#)

Our strength
Win each fight thanks to the strength of the collective.
[MEANS OF ACTING](#)

TO ACT

Freedom for Idris Khattak
Signed 29.06.2021
229 supporters. Help us reach 50,000
[SIGN THE PETITION](#)

Freedom for Germain Rukiki
Signed 29.06.2021
225 backers. Help us reach 50,000
[SIGN THE PETITION](#)

Justice for the three young people of El Hillo 1!
Signed 29.06.2021
347 supporters. Help us reach 50,000
[SIGN THE PETITION](#)

[ALL PETITIONS](#)

MOBILIZED FOR HUMAN RIGHTS
MORE NUMEROUS, WE ARE STRONGER!
[LEARN MORE](#)

You have to scroll to the bottom of the page to find out where to sign up.



223 supporters · Help us reach 50,000

SIGN THE PETITION

225 backers · Help us reach 50,000

SIGN THE PETITION

247 supporters · Help us reach 50,000

SIGN THE PETITION

ALL PETITIONS

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LEARN MORE

INQUIRE

INTERVIEW
"The human and the universal above all": Interview with Cécile Coudriou, president of Amnesty International France
Published on 12/03/2020

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Published on 12/02/2020

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NEWS
Ethiopia: thousands of civilians at risk
Posted on 12/01/2020

NEWS
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Posted on 12/01/2020

MORE NEWS

PARTICIPATE

JOIN US
Turn your outrage into action and choose the engagement that's right for you.
BECOME A MEMBER

Come and act with us and meet our activists and volunteers by participating in our actions and events or by joining a local structure.

ACT NEAR YOU

10/12/2020
JOURNÉE INTERNATIONALE DES DROITS HUMAINS

EVENT
Together, let's celebrate International Human Rights Day!
When: 09.12.2020

salesforce.org

AMNESTY INTERNATIONAL FRANCE
75, boulevard de la Villette - 75040 Paris cedex 19
Téléphone: (+33) 01 53 58 60 65

Contact - Legal Notice - privacy policy

STAY INFORMED
AND RECEIVE OUR NEWSLETTERS

Your email

OKAY

Could this be a slider or pop-up that shows up as you scroll or after you've been on the homepage for a certain amount of time?

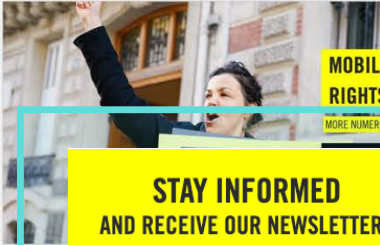


223 supporters · Help us reach 50,000

225 backers · Help us reach 50,000

247 supporters · Help us reach 50,000

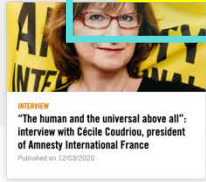
ALL PETITIONS




MOBILIZED FOR HUMAN RIGHTS
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OKAY




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EVENT
Together, let's celebrate International Human Rights Day!
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OKAY



It's not a very appealing offer and not exclusive at all.



223 supporters · Help us reach 50,000

SIGN THE PETITION


225 backers · Help us reach 50,000

SIGN THE PETITION

247 supporters · Help us reach 50,000


SIGN THE PETITION

ALL PETITIONS



MOBILIZED FOR HUMAN RIGHTS
MORE NUMEROUS, WE ARE STRONGER!
[LEARN MORE](#)

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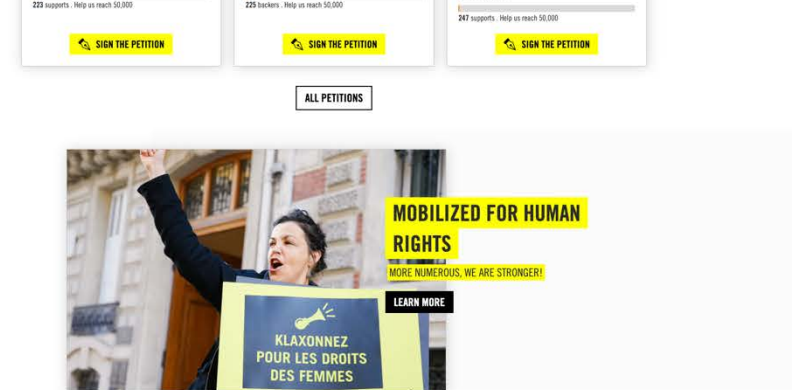
**STAY INFORMED
AND RECEIVE OUR NEWSLETTERS**

Your email

OKAY



Can you use/re-use high performing content in an eBook format?



Human rights around the world: a look back at 2019

Your email

It's a 2 step form so on the 2nd step you have to complete the sign up.

1. They don't expand on the offer at all even at this stage
2. You have the opportunity to choose topics that interest you
3. You have to put in your email again even though you already did that to get here
4. Title and Postal Code are required before you can sign up



1

RECEIVE OUR EMAILS

Subscribe to our thematic e-mailings to stay informed on the subjects that interest you.

Choose the topics that interest you

- ☒ L'Hebdo (weekly newsletter)
- ☐ Refugees and migrants
- ☐ Torture and death penalty
- ☐ Freedom of expression
- ☐ Crises and armed conflicts
- ☐ Discrimination
- ☐ State and corporate impunity

3

E-mail*

Civility* ☐ Mr. ☐ Mrs. ☐ Other

Last name*

First name*

Phone

Address

Additional address

Postal code*

City

SUBSCRIBE

In accordance with the Data Protection Act of January 6, 1978, by contacting Amnesty International France's headquarters, you have the right to access, rectify and oppose information concerning you.

AMNESTY INTERNATIONAL FRANCE
76, boulevard de la Villette - 75940 Paris cedex 19
Telephone: (+33) 01 53 38 65 65

Contact - Legal Notice - privacy policy



STAY INFORMED
AND RECEIVE OUR NEWSLETTERS

brady*01@nextafter.comf



It's a 2 step form so on the 2nd step you have more time and attention.

1. Can you remove distracting links
2. Does the image help convey an emotion or add value?
3. Can you expand on what I'm signing up for, what I get, and/or how I'm living out my values?
4. Can you pass through the email so I don't have to re-enter it? And remove it as I've already entered my email once.
5. Do you need to require this information? Do you even want to display it (feels like work)?

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SUBSCRIBE

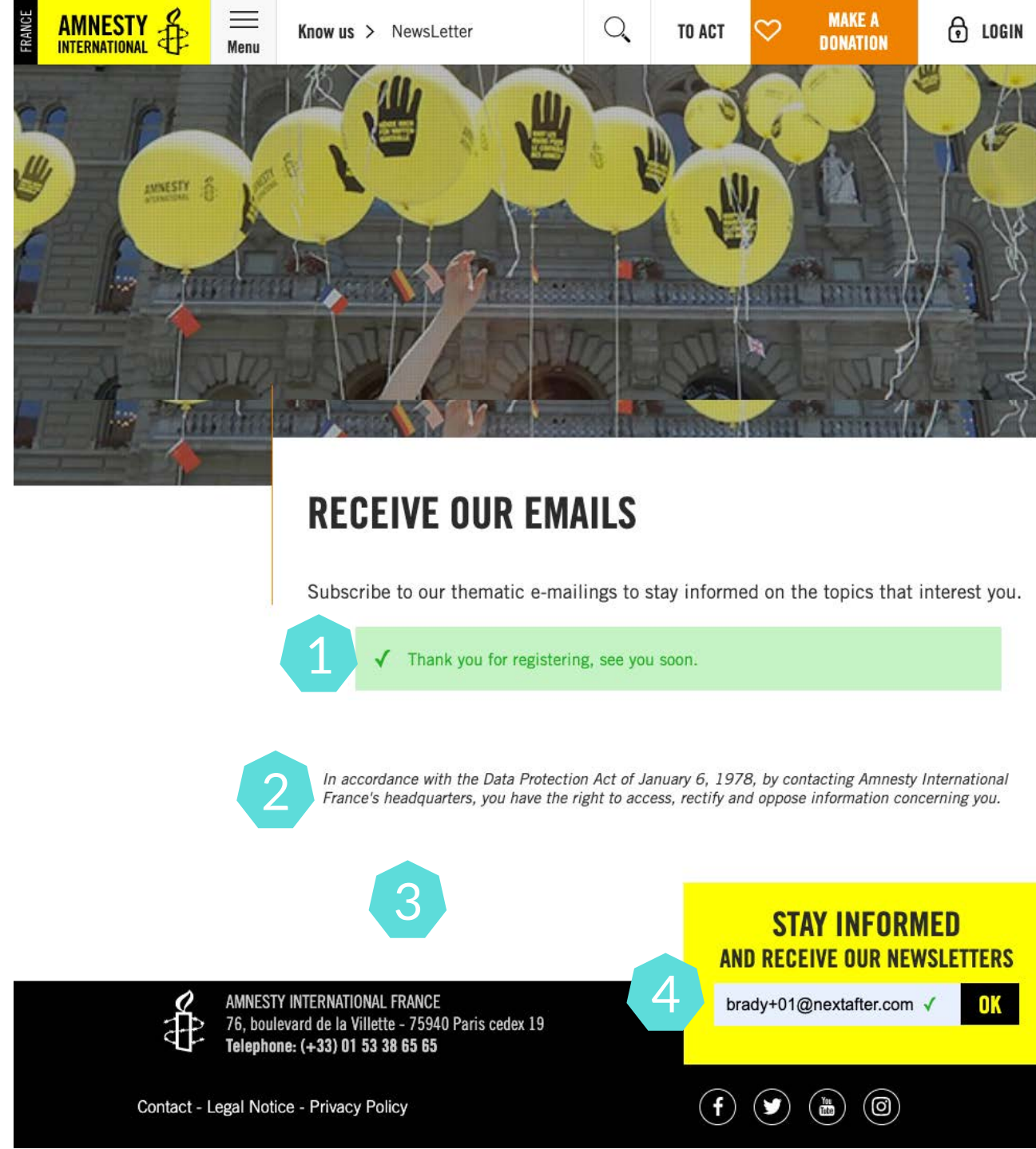
In accordance with the Data Protection Act of January 6, 1978, by contacting Amnesty International France's headquarters, you have the right to access, rectify and oppose information concerning you.

STAY INFORMED AND RECEIVE OUR NEWSLETTERS

brady+01@textatters.com **OKAY**

After you sign up, you go to a dedicated confirmation/thank-you page that:

1. Thanks you and confirms your sign up
2. Has a message on data privacy
3. Offers no additional next step or action
4. The sign up slider/pop-up is still present



The screenshot shows the Amnesty International France confirmation page. At the top, there is a navigation bar with the French flag, the Amnesty International logo, a menu icon, and links for 'Know us', 'NewsLetter', a search icon, 'TO ACT', 'MAKE A DONATION', and a login icon. Below the navigation bar is a large image of yellow balloons with black handprints and the Amnesty International logo. A hand is visible reaching up towards the balloons. Below the image, the text 'RECEIVE OUR EMAILS' is displayed, followed by a subtext: 'Subscribe to our thematic e-mailings to stay informed on the topics that interest you.' Below this, there are four numbered steps: 1. A green box with a checkmark and the text 'Thank you for registering, see you soon.' 2. A teal box with the text 'In accordance with the Data Protection Act of January 6, 1978, by contacting Amnesty International France's headquarters, you have the right to access, rectify and oppose information concerning you.' 3. A teal box with the number 3. 4. A yellow box with the text 'STAY INFORMED AND RECEIVE OUR NEWSLETTERS' and a form with the email 'brady+01@nextafter.com' and a green checkmark, followed by an 'OK' button. At the bottom, there is a black footer with the Amnesty International France logo, address, and phone number, and a row of social media icons (Facebook, Twitter, YouTube, Instagram).

FRANCE **AMNESTY INTERNATIONAL** Menu Know us > NewsLetter 🔍 TO ACT MAKE A DONATION 🔒 LOGIN

RECEIVE OUR EMAILS

Subscribe to our thematic e-mailings to stay informed on the topics that interest you.

1 ✓ Thank you for registering, see you soon.

2 In accordance with the Data Protection Act of January 6, 1978, by contacting Amnesty International France's headquarters, you have the right to access, rectify and oppose information concerning you.

3

4 **STAY INFORMED AND RECEIVE OUR NEWSLETTERS**
brady+01@nextafter.com ✓ OK

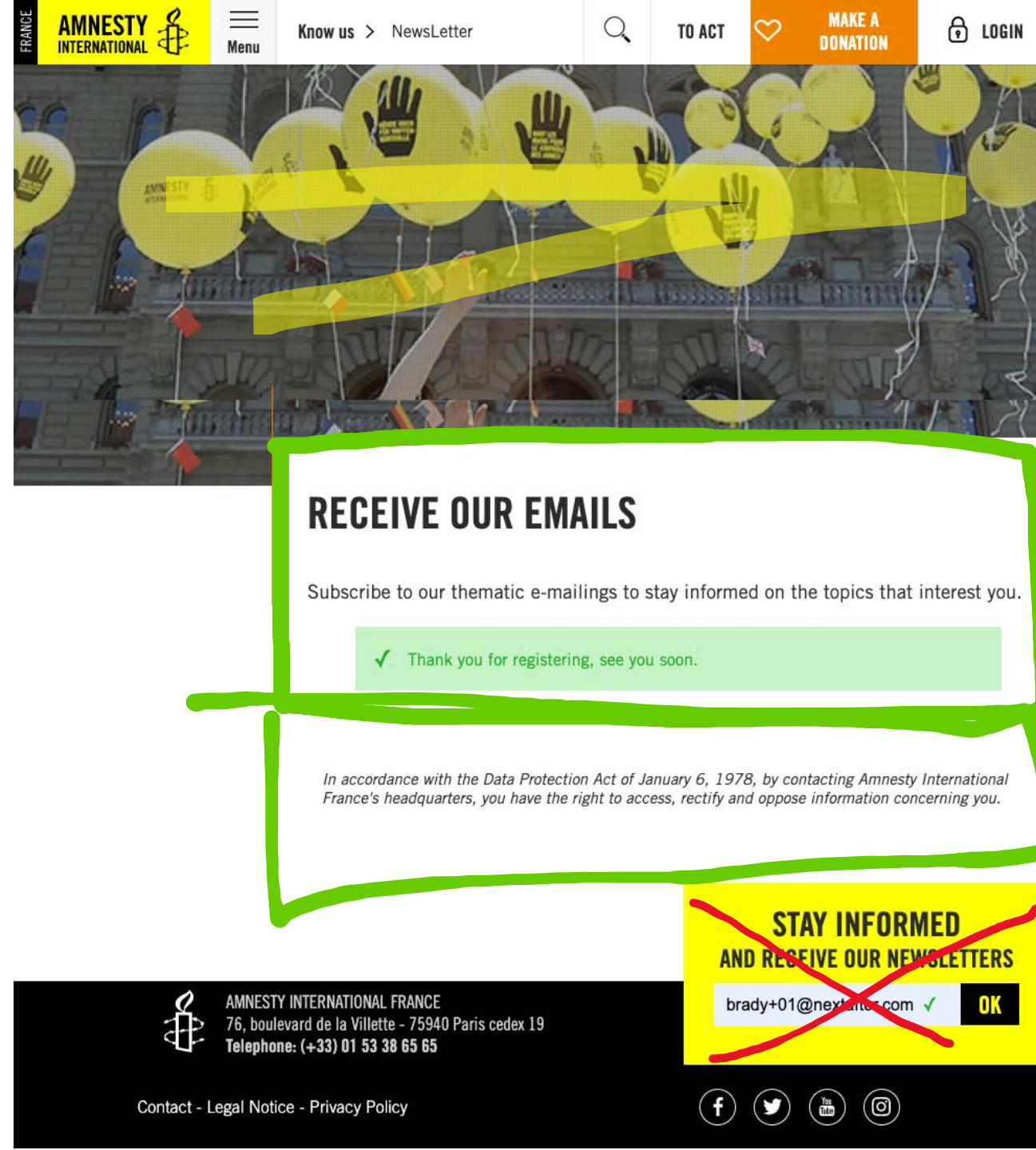
AMNESTY INTERNATIONAL FRANCE
76, boulevard de la Villette - 75940 Paris cedex 19
Telephone: (+33) 01 53 38 65 65

Contact - Legal Notice - Privacy Policy

f t y i

After you sign up, you go to a dedicated confirmation/thank-you page:

1. Image add value?
2. Expand the thanks and what I can expect
3. Provide a clear next step/action to take and a reason to do so
4. The sign up slider/pop-up is still present... remove it



**4. USE COPY TO PROVIDE A CLEAR
REASON TO GIVE ON YOUR
DONATION PAGE.**

WHICH ARE **YOU** MOST
LIKELY TO GIVE TO?

Which Are You More Likely To Give To?

Option A

WHAT YOU ARE ABOUT TO
DO COULD CHANGE A
CHILD'S LIFE FOREVER

Option B

Your Donation Gives You
Closeness!

With your donation you help families of seriously ill children. You will of course receive a donation receipt from us that documents your commitment to McDonald's Children's Aid. Give closeness!

Option C

Together Against The Corona Crisis

We haven't faced a global crisis like this since the Second World War and it impacts us all. Keep your distance and stay indoors they say and yet we are more connected than ever. Heartwarming initiatives strengthen us in the belief that we can do anything together.

This crisis is particularly hard on people who are already in need of emergency help and protection. How do you keep a distance of 1.5 meters in a crowded refugee camp? And how can a hospital in Northern Syria provide medical care while there are air raids?

You can help reduce the impact of the coronavirus worldwide. With your help, we can install soap and hand wash stations and scale up water supplies.

Which Are You More Likely To Give?

Option A

WHAT YOU ARE ABOUT TO
DO COULD CHANGE A
CHILD'S LIFE FOREVER

Option B

Your Donation Gives You
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With your donation you help families of seriously ill children. You will of course receive a donation receipt from us that documents your commitment to McDonald's Children's Aid. Give closeness!

coronavirus worldwide. With your help, we can install soap and hand wash stations and scale up water supplies.

Yes, I will give a one-time gift to provide life-saving assistance with:

- 35 euros provides 2 containers with 20 liters of clean water each; 4.5 kg hand soap; 3.6 kg of detergent and hygiene products for women, for one household of 6 persons, for 3 months.
- 50 euros provides a hand wash station with soap, installed on key locations such as public toilets, schools, markets.
- 75 euros provides 20 liters of clean water per person daily for 150 people.

Or donate an amount of your choice that you can spare. For just 6 euros you can give two families clean water every day!

What does CARE do?

Which Are You More Likely To Give To?

Option A 

Option B 

Option C 

unicef  para cada niño

LO QUE ESTÁS POR HACER

PODRÍA CAMBIAR LA VIDA DE UN NIÑO PARA SIEMPRE

MENSUAL

ÚNICA

\$250

\$300

\$500

Son menos de \$10 diarios. Con tu donación mensual ayudas a más niños y niñas.

MX\$

OTRA

DONAR

Tu donación es deducible de impuestos 100% SEGURO

Facebook Instagram Twitter Aviso de Privacidad Preguntas Frecuentes Guía COVID

Llama al 800 841 8888 o WhatsApp 55 7929 8970 de lunes a viernes de 9am - 6pm

Zuhause auf Zeit
Die Nähe der Familie hilft
Helfen Sie mit

[Jetzt spenden](#) [Dauertun spenden](#) [Mit Ihrem Erbe Nähe spenden](#) [Anlass spenden](#) [SOLO Charity Ride 2020](#) [Spendenkarten](#) [Patenschaft übernehmen](#)

Ihre Spende schenkt Nähe!
Mit Ihrer Spende helfen Sie Familien schwer kranker Kinder. Selbstverständlich erhalten Sie von uns eine Zuwendungsbestätigung, die Ihr Engagement für die McDonald's Kinderhilfe dokumentiert. Schenken Sie Nähe!

Unser Spendenkonto



Bank für Sozialwirtschaft
BIC: BFSW33HAN
IBAN: DE44 2512 0510 0007 0001 0001 00

Schenken Sie Nähe!

Alle Spenden für die Ronald McDonald Häuser und die Ronald McDonald Familien kommen direkt schwer kranken Kindern und deren Familien zugute.

1. Daten eingeben 2. Spenden 3. Weiterlegen

Ihre Spende

Belrag Empfänger  

☐ einmalig ☐ monatlich ☐ vierteljährlich ☐ jährlich

Zweck: McDonald's Kinderhilfe Stiftung

Kommentar:

Ihre Kontaktdaten

☐ Frau ☐ Herr

Vorname:

Nachname:

E-Mail-Adresse:

☐ Ich möchte im Namen einer Firma spenden.
☐ Ich möchte eine Spendenquittung erhalten.

☐ Ja, ich möchte über die Arbeit der McDonald's Kinderhilfe Stiftung informiert werden, z.B. durch den 10-jährigen McDonald's Kids Newsletter.
Diese Einwilligung kann ich jederzeit widerrufen ([info@mkh.de](#))

Ihre Daten werden sicher mit SSL verschlüsselt übertragen

[Jetzt spenden](#)

Bitte beachten Sie, dass die Gültigkeit auf dem Spendenkonto bei Kreditkartenzahlung bis zu 7 Werktagen in Anspruch nimmt. Die Zuwendungsbestätigung kann erst nach Eingang der Zahlung und nur auf dem Strassen/Poststempel ausgestellt werden.

Ja, ik doneer

Samen tegen de coronacrisis

Een mondiale crisis als deze maakten we sinds de Tweede Wereldoorlog niet meer mee, en dit doet iets met ons. Houd afstand en blijf binnen is het advies. En toch zijn we meer verbonden dan ooit. Hartverwarmende initiatieven sterken ons in de gedachte dat we samen alles aan kunnen.

Deze crisis komt extra hard aan bij mensen die ook zonder het virus al noodhulp en bescherming nodig hebben. Hoe houd je 1,5 meter afstand in een overvol kamp en hoe kan een ziekenhuis in Noord-Syrië medische zorg garanderen terwijl er luchtaanvallen zijn?

Help ook mee

U kunt helpen de impact van het coronavirus wereldwijd te verminderen. Met uw hulp plaatsen we zeep- en handwasstations en zorgen we voor het opschalen van watervoorzieningen.

Ja, ik bied eenmalig levensreddende hulp met:

35euro 2 containers met ieder 20 liter aan schoon water; 4,5 kg handzeep; 3,6 kg wasmiddel en hygiëneproducten voor dames, voor een huishouden van 6 personen, voor 3 maanden.

50euro een handwasstation met zeep, geïnstalleerd op belangrijke locaties zoals openbare toiletten, scholen, markten.

75euro 20 liter schoon water per persoon dagelijks voor 150 mensen.

Of doneer een zelfgekozen bedrag dat u kunt missen. Voor **6euro** geeft u bijvoorbeeld al twee gezinnen dagelijks schoon water!

Enmalig

☐ €35 ☒ €50 ☐ €75

☐ 0,-

Mijn gegevens:

Voornaam:

Tussenvoegsel: Achternaam:

E-mailadres:

☐ Ja, ik wil de CARE nieuwsbrief ontvangen (optioneel)

☐ Ja, ik ben 16 jaar of ouder en ik ga akkoord met het verwerken van mijn gegevens zoals vermeld in het [Privacy Statement](#)

Betaal met iDEAL

Select your bank

HELP MEE!

Which Are You More Likely To Give To?

Option A 

Option B 

Option C 

WHAT YOU ARE ABOUT TO
DO COULD CHANGE A
CHILD'S LIFE FOREVER

WEAK

Your Donation Gives You
Closeness!

With your donation you help
families of seriously ill
children. You will of course
receive a donation receipt from
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Children's Aid. Give closeness!

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are already in need of emergency help and
protection. How do you keep a distance of
1.5 meters in a crowded refugee camp? And
how can a hospital in Northern Syria provide
medical care while there are air raids?

STRONG

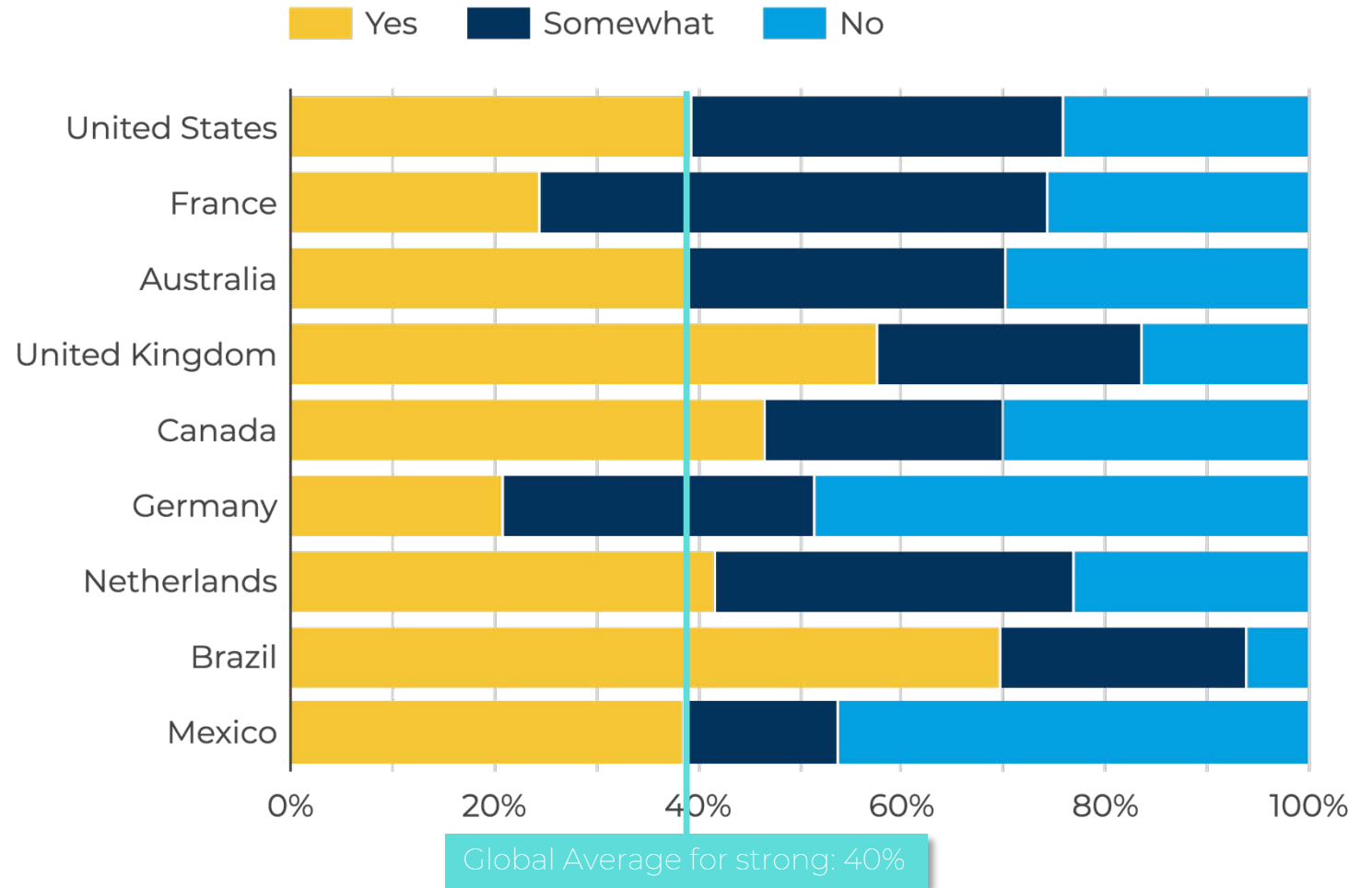
You can help. The coronavirus
help, we
can install
ons and
scale up water supplies.

SOMEWHAT
STRONG

**6 OUT OF 10 ORGANIZATIONS DID NOT
HAVE A “STRONG” REASON TO GIVE ON
THEIR DONATION PAGE.**

- Globally, 4 in 10 organizations had a “Strong” value proposition.
- Less than a 1 in 4 organizations in France and Germany were deemed to have a ‘strong’ value proposition compared to 7 in 10 Brazil and 6 in 10 the UK.

Do they have a strong value proposition?



BUT WHY?

Why Do 6 in 10 Organizations Not Have A Strong Reason to Give on Their Donation Page?

1. 3 in 10 organizations used no copy at all on their donation page and 4 in 10 organizations used more than 4 sentences

**MORE COPY ON A
DONATION PAGE?**

Experiment #900

FROM THIS

CARINGBRIDGE

Give to CaringBridge

Donation Amount

\$70

\$125

\$300

Other

\$70.00

(minimum \$10)

* Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Kelly

What would you like your tribute message to say?

☒ Display this message on Kelly's site.

How would you like to sign your message?

Thank you for your commitment to CaringBridge.

Your donation is safe, secure, private and tax deductible.

TO THIS

CARINGBRIDGE

Give to CaringBridge

When you give to CaringBridge, you ensure that Kate's safe, protected place to share health updates will always be here. Make a donation now, and share a personal message for Kate. Your support matters.

Donation Amount

\$70

\$125

\$300

Other

\$70.00

(minimum \$10)

* Payment Plan

☒ One-time payment for the full amount

☐ Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Kate

What would you like your tribute message to say?

sdf

☒ Display this message on Kate's site.

How would you like to sign your message?

Thank you for your commitment to CaringBridge.

Your donation is safe, secure, private and tax deductible.



28%

In Donations

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.

Select Donation Amount

\$35 \$90 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

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 burden 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 getting 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

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code



150%

In Donations

Will Additional Copy at the Very End of the Giving Process That Communicates Value Help Increase Giving?

CONTROL

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

Donate \$70

TREATMENT

Payment Details

* Credit Card Number

* Verification Code

* Expiration Month

* Expiration Year

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%

In Donor Conversion

**IT'S NOT JUST ABOUT COPY, IT'S HOW
YOU USE IT. AND NOT JUST ONCE BUT
THROUGHOUT THE PROCESS.**

Why Should I...

REVIEW

The Value Proposition: Net Force

$$Vf_{Ac} - Cf_{Ac} = Nf$$

$$\begin{aligned} Vf &= (Ap \div Ex) \\ Ac &= (Cl \div Cr) \\ Cf &= (Mt \div Mn) \end{aligned}$$

Main Elements:

Nf = Net Force of the Value Proposition
Vf = Gross Force of the Value
Cf = Gross Force of the Cost
Ac = Acceptance

Sub Elements:

Vf { *Ap* = Appeal
 Ex = Exclusivity
Cf { *Mt* = Material
 Mn = Mental
Ac { *Cl* = Clarity
 Cr = Credibility



www.meclabs.com

Appealing?

Exclusive?

Clear?

Credible?

WHAT YOU ARE ABOUT TO
DO COULD CHANGE A
CHILD'S LIFE FOREVER

Your Donation Gives You
Closeness!

With your donation you help
families of seriously ill
children. You will of course
receive a donation receipt from
us that documents your
commitment to McDonald's
Children's Aid. Give closeness!

Together Against The Corona Crisis

We haven't faced a global crisis like this since the Second World War and it impacts us all. Keep your distance and stay indoors they say. and yet we are more connected than ever. Heartwarming initiatives strengthen us in the belief that we can do anything together.

This crisis is particularly hard on people who are already in need of emergency help and protection. How do you keep a distance of 1.5 meters in a crowded refugee camp? And how can a hospital in Northern Syria provide medical care while there are air raids?

You can help reduce the impact of the coronavirus worldwide. With your help, we can install soap and hand wash stations and scale up water supplies.

Yes, I will give a one-time gift to provide life-saving assistance with:

- 35 euros provides 2 containers with 20 liters of clean water each; 4.5 kg hand soap; 3.6 kg of detergent and hygiene products for women. for one household

UNICEF-UK

unicef
UNITED NATIONS

FOR EVERY CHILD
IN DANGER

MAKE A
DONATION

MONTHLY

SINGLE

£27£14£6

Each month, your £14 could help protect 100 children from polio.

£ OTHER AMOUNT

DONATE NOW

Donate and keep a child safe

What you're about to do could change a child's life forever.

Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to Unicef today will be used to help keep a child safe.

Thousands of children die every day from diseases that are easy to prevent. Between them, diseases like malaria, cholera and typhoid claim the lives of millions of children every year. Yet a £55 donation from you today could help us train a health worker so they can help provide children and their mothers with life-saving care, such as nutritional advice, anti-malarial mosquito nets and vitamin supplements, to keep them safe from disease. The donation you make today could help save a child's life.

Why make a monthly donation?

As a children's charity, we work with families, communities and governments in over 190 countries to tackle the root causes, as well as the symptoms, of problems directly affecting children. Our work is to deliver long-term aid that creates lasting change for children as well as addressing children's immediate needs.

When you set up a regular donation to Unicef you become part of that long-term work to keep the world's most vulnerable children safe. For example, by donating £16.50 each month, you could help Unicef equip health workers with vaccine cold boxes to make sure that the life-saving vaccines against diseases like polio, whooping cough and measles are kept cool enough to remain effective. This means that children in even the most remote places can be safe from disease.

Alternatively, a monthly donation of £30 from you could provide all the equipment and medicine that a midwife needs to deliver more than 12 babies safely, giving both mother and child the best start.

Donating by phone

If you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line: 0300 330 5699.

Why Unicef?

Unicef makes sure more of the world's children are fed, vaccinated, educated and protected than any other organisation. We have done more to influence laws, policies and customs to help protect children than any other charity. We get things done. And we're not going to stop until the world is a safe place for all our children.

We receive no funding from the UK budget. We rely entirely on voluntary donations like yours to fund our vital work to protect children in danger, transforming their lives and building a safer world for tomorrow's children.

Please give what you can and donate online now. Thank you for your donation.

Your donation will go to support Unicef's work around the world.



£30
A MONTHLY DONATION OF £30 CAN
GIVE A MIDWIFE EVERYTHING THEY
NEED TO DELIVER 12 BABIES
SAFELY

190
WITH YOUR HELP, WE WORK TO
PROTECT CHILDREN AND THEIR
RIGHTS IN OVER 190 COUNTRIES

World Society for the Protection of Animals (UK)

WORLD ANIMAL PROTECTION

Search

Please donate

HOME

WHO WE ARE

WHAT WE DO

GET INVOLVED

NEWS

Animals need your protection

Across the world, animals suffer unthinkable cruelty - but you can help protect them from harm.

Your support helps end cruelty, pure and simple. Are you with us?



£3 a month could support the recovery of rescued bears in one of our sanctuaries



£6 a month could help support vital campaigning work to end the lifelong torture of elephants in the tourist trade



£8 a month could help fund our global campaign to end the cruelty of dolphin entertainment

Some animals are very young when they learn just how cruel people can be.

Baby orangutans cling so tightly to their mothers that poachers often resort to a machete to separate them. Then they're sold into a life of abuse.

Young elephants are easier to "train" - so the torture begins when they're small. Beatings, starvation and sleep deprivation make sure their wild spirits are utterly broken, just so tourists can ride their backs on holiday.

Please donate now worldanimalprotection.org.uk

Your donation will help World Animal Protection to protect animals around the world from cruelty and suffering.

Thank you

All images are World Animal Protection unless otherwise stated.

Animals need your help

Monthly donation

Your kindness is a lifeline to animals in need. With your support, we can continue to respond quickly where we're needed the most. Items marked * are mandatory

DD MM 2020

Make your gift worth even more.

giftaid it

If you are a UK taxpayer, by agreeing to Gift Aid your donations, every £1 you give to us, past, present and future, could be worth £1.25 at no extra cost to you.

Get Involved

[Make a donation](#)
[Adopt a bear](#)
[Play our weekly lottery](#)
[Fundraise for us](#)
[A gift in your will](#)
[Online shopping](#)

Get email updates

Get the latest news and campaigns by email.

Sign up

Find us on social media

Keep up to date and take action.

[f](#) [t](#) [i](#)

[Careers](#)

[Contact us](#)

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[Policies](#)

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World Animal Protection. Company Limited by Guarantee in England and Wales. Registration No. 4029540. Registered Charity 1081849. 222 Gray's Inn Road, London WC1X 8BH, United Kingdom

**4. USE COPY TO PROVIDE A CLEAR
REASON TO GIVE ON YOUR
DONATION PAGE.**

**5. REMOVE UNNECESSARY FORM FIELDS,
DISTRACTING LINKS, AND STEPS
FROM THE ONLINE GIVING PROCESS.**

FRICTION

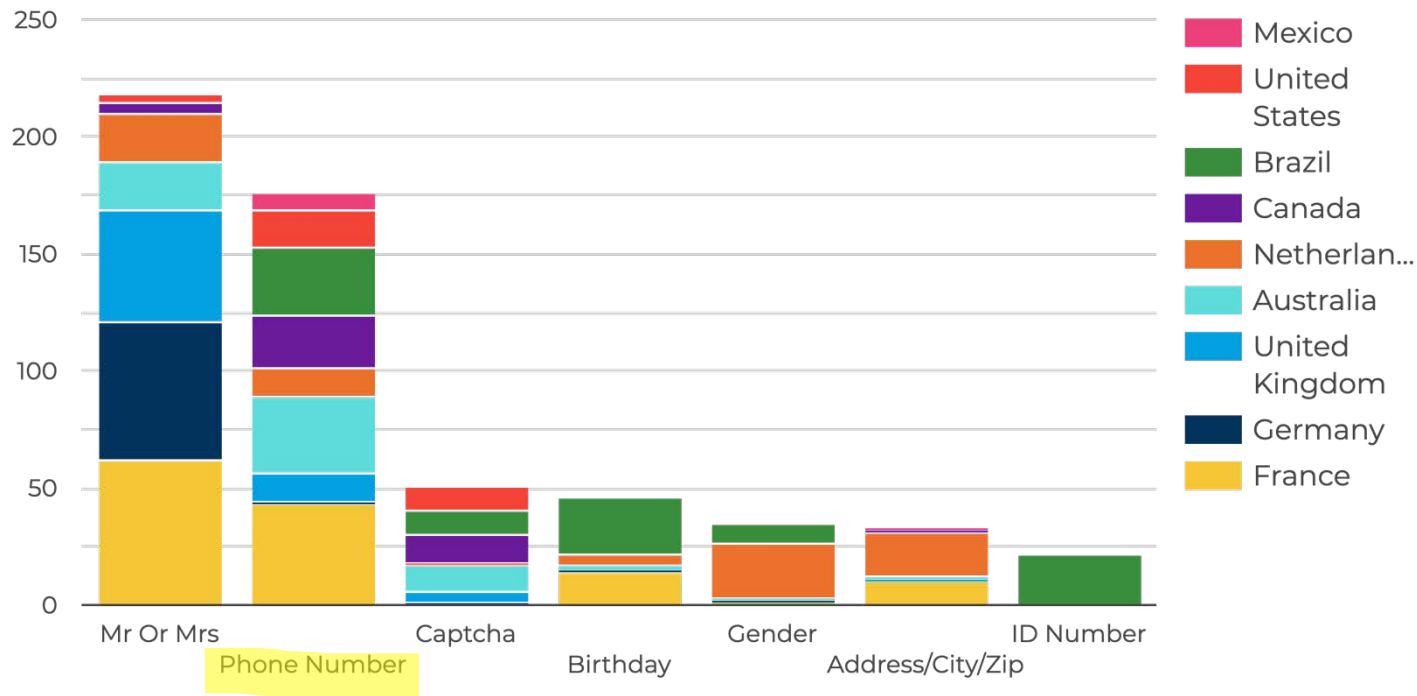
the psychological resistance that your visitors experience when trying to complete an action.
Friction is a conversion killer...

**95% OF ORGANIZATIONS HAD SOME
FORM OF FRICTION IN THE ONLINE
DONATION PROCESS.**

Why Did 95% of Organizations Have Some Element of Friction Proven to Reduce Donations in their Online Giving Experience?

1. Almost 7 in 10 organizations required non-essential information to complete a gift

What non-essential information was required to process a gift?



- 37% of organizations globally required title/Mr. or Mrs. (most common in France and then Germany).
- 30% of organizations required a phone number (most common in France then Australia).
- And 8% required the donor's birthday to complete a gift (most common in Brazil and then France).

How Adding One Required Field Affects Donor Conversion

EXPERIMENT ID: #4928

FROM THIS

City State

Zip Code

Gift Information

Credit Card Number

TO THIS

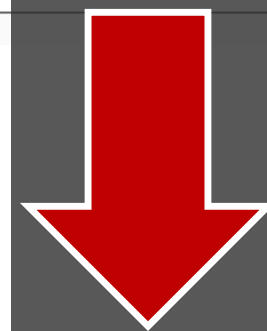
City State

Zip Code

Cell Phone

Gift Information

Credit Card Number



42.6%

In Donors

Why Did 95% of Organizations Have Some Element of Friction Proven to Reduce Donations in their Online Giving Experience?

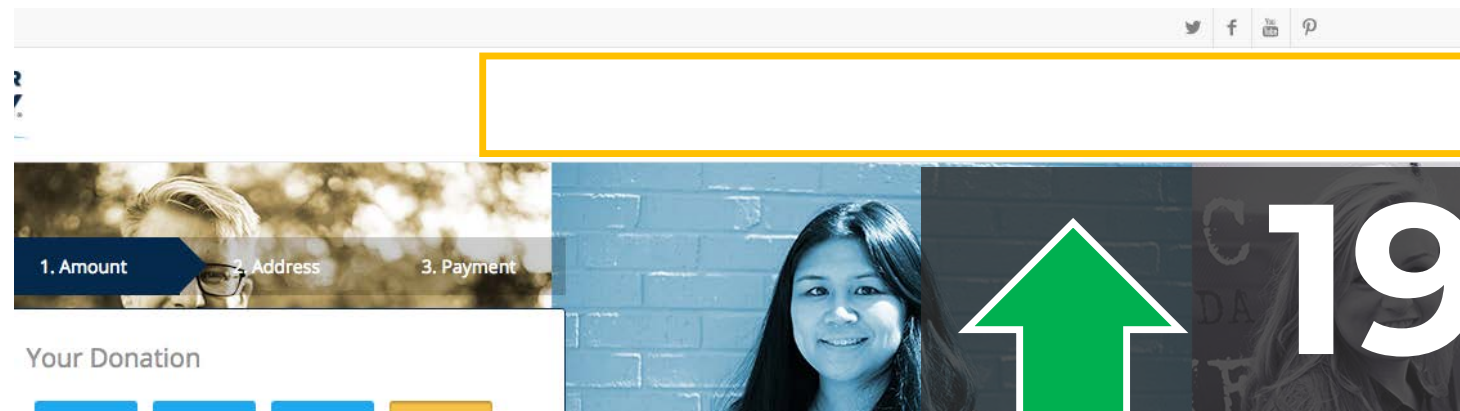
1. Almost 7 in 10 organizations required non-essential information to complete a gift
2. 6 in 10 organizations had distracting links on their donation pages and 3 in 10 had competing calls to action on the page

Experiment

FROM THIS



TO THIS



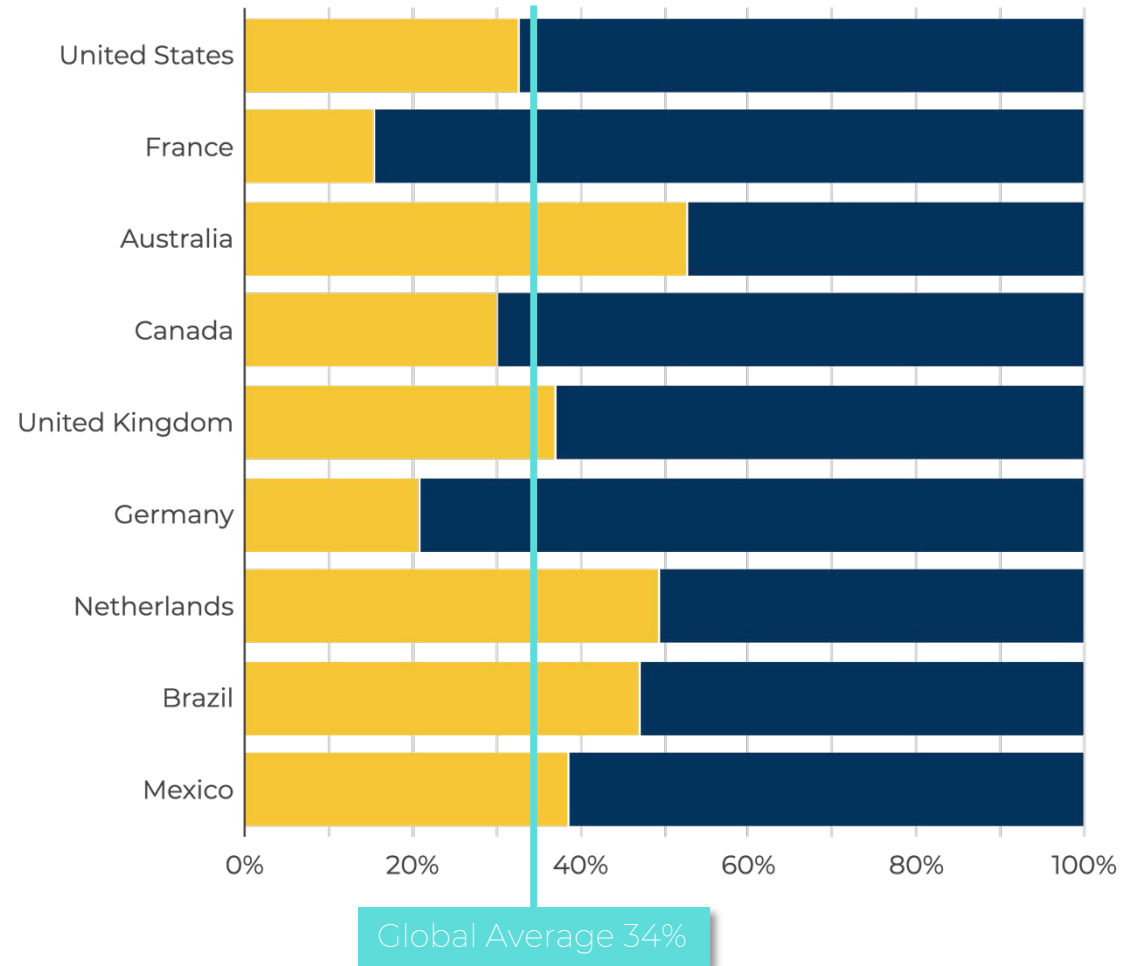
195%

In Donations

Are there other calls-to-action (besides donate) present on the page?

Yes No

- Over half of Australian organizations (53%) had other CTA's (besides donate) on their donation page compared to just 16% of organizations in France and 21% in Germany.



DISTRACTIONS



[Home](#) > [How you can help](#) > [Donate](#)

Your donation will help us build homes, communities and hope for some of the world's most in need families.

Donation

\$

I would like to make a monthly gift (minimum gift \$10)

☐ Make this a monthly gift

Billing Address

☐ Make this gift on behalf of an organisation

Name:

Email:

Suburb:

State & postcode:

Payment details

Cardholder name:

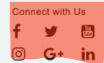
Card number:

Card type:

Expiration:

[Donate](#)

This webpage is secured by reCAPTCHA. [View the privacy policy](#) for more information.



Get in Touch

Phone

1800 885 599

Email

info@habitat.org.au

Address

Level 9, Suite 2

80 Mount Street

North Sydney NSW 2060

Information

[Privacy Policy](#)

[Sitemap](#)

[Complaints](#)

[Child Protection Policy](#)

[Policies and Statements](#)

[Our Constitution](#)

eNewsletter

Sign up to our monthly newsletter and see our inspiring stories

Name

Your email address

[SIGN UP](#)



Habitat For Humanity Australia Overseas Aid Fund ABN: 36 747 459 174
Habitat For Humanity Australia Domestic Fund ABN: 66 095 541 841
ACN 131 978 004

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Dedicated to NonProfit Organisations



NO DISTRACTIONS



With your help, we can conserve Australia's natural landscapes & crucial wildlife habitat.

Take action to protect Australia's natural heritage by making a donation. Your support will help us conserve Australia's iconic lands, waters and wildlife for our future generations.

The Nature Conservancy has been protecting the environment for nearly 70 years. From our historic work in land acquisition to cutting-edge research that influences global policy — we're constantly adapting to take on our planet's biggest, most important challenges.

Our vision is to create a world where people and nature can thrive. With your support, we can put the best conservation science into action right now.

We strive to ensure your vital donations make the largest impact for nature now and for the future of our planet.

Thank you!

Please note: We're unable to accept AMEX at this time. We apologise for any inconvenience.



Give to Nature

[Single Gift](#)

[Monthly Gift](#)

\$25 could support conservation on 50 hectares of habitat for the Gouldian Finch

[\\$25](#)

[\\$50](#)

[\\$100](#)

[My Choice](#)

Email

First Name Last Name

[DONATE \\$25.00 NOW](#)



Gifts of \$2 or more may be tax deductible

We respect Indigenous communities and culture. Please be aware that the site may contain images or references to members of the Indigenous community who have passed away.

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Why Did 95% of Organizations Have Some Element of Friction Proven to Reduce Donations in their Online Giving Experience?

1. Almost 7 in 10 organizations required non-essential information to complete a gift
2. 6 in 10 organizations had distracting links on their donation pages and 3 in 10 had competing calls to action on the page
3. 1 in 2 organizations had 2 or more full pages/steps (besides the homepage) to complete a gift

How a Donation Platform Can Impact Donor Conversion

EXPERIMENT ID: #6092

CONTROL

Step 1

MISSIONARY OBLATES

MARY IMMACULATE

HOME

WHO WE ARE

WAYS TO GIVE

CURRENT APPEAL

PRAYER

RELIGIOUS GIFTS

CONTACT US

HOME

STORE

PROJECTS

DONATE NOW

DONATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search


MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE



DONATION

Because of you, Oblate priests and brothers in the United States and in more than 60 countries are bringing God to the world, and the world to God. Your contribution will make a huge difference in the lives of God's people.

Our founder, St. Eugene De Mazenod, O.M.I. said that an Oblate is "one whose life is offered in service to the Lord." In that spirit, we are responding to the call of Jesus to give food and drink, clothing and shelter, love and compassion to people in need, for as Jesus said, "Whatever you did for one of these least ones, you did for Me." (Matthew 25:40)

Your generous financial and spiritual support means that you share in the Oblate charism – you too are "one whose life is offered in service to the Lord." In a very real way, you are bringing healing and hope to shrine pilgrims. Because of you, the Good News of Jesus Christ is being preached to the people of Alaska. You are helping poor and needy people in Tijuana. You are helping young visitors to Lourdes grow in the Catholic faith. You are providing food to malnourished people in Zambia.

The Missionary Association of Mary Immaculate is a nonprofit, 501(c)3 organization.

If you belong to a club, [click here](#) to log in to your account. Then click on "My Clubs Page" to make your donation.

If you have questions or need more information call 1-888-330-6264 Monday thru Thursday, 8:00 a.m. - 4:30 p.m. Central Time.

DONATION AMOUNT

\$10.00

\$20.00

\$25.00

\$40.00

Other \$0.00

HOW OFTEN WOULD YOU LIKE TO GIVE?

One Time

Monthly

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

SIGN IN & CONTINUE

Account Type: Individual Organization

Organization Name: *

Organization Type: * Select

Your E-mail: *

Title: Select

Your First Name: *

Your Last Name: *

Suffix: Select

Country: * United States

Address 1: *

Address 2: *

Address 3: *

City: *

State / Province: * Select

Zip / Postal Code: *

CREATE AN ACCOUNT & CONTINUE

CONTINUE

Step 2

MISSIONARY OBLATES

MARY IMMACULATE

HOME

WHO WE ARE

WAYS TO GIVE

CURRENT APPEAL

PRAYER

RELIGIOUS GIFTS

CONTACT US

LOG IN

SIGN UP

GIFT BASKET

Summary

Donations

ZAMBIA

Amount

\$10.00

Special Instructions/Enrollee Name or Notes for Organization:

UPDATE BASKET

Subtotal: \$10.

CONTINUE >>

Step 3

MISSIONARY OBLATES

MARY IMMACULATE

HOME

STORE

PAYMENT INFORMATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search

MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

Payment Information

MAKE AN ADDITIONAL DONATION

Please consider making an additional donation to help the Oblates continue their mission of serving the poorest of the poor in almost 70 countries worldwide.

To give an additional donation simply enter the amount in the field below. DO NOT USE THE \$.

Additional Donation Amount:

PAYMENT INFORMATION

Credit Card Bank Transfer

Name on Card: *

Scan Photo: *

Card Number: *

Verification Number: *

Expiration Date: * Months Year

CONTINUE >>

DONATIONS

ZAMBIA

Amount

\$10.00

Total: \$10.00

CONTINUE >>

Step 4

MISSIONARY OBLATES

MARY IMMACULATE

HOME

STORE

PAYMENT INFORMATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search

MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

Payment Information

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Credit Card Bank Transfer

Name on Card: *

Scan Photo: *

Card Number: *

Verification Number: *

Expiration Date: * Months Year

CONTINUE >>

DONATIONS

ZAMBIA

Amount


\$10.00

Total: \$10.00

CONTINUE >>

TREATMENT

DONATION



Because of you, Oblate priests and brothers in the United States and in more than 60 countries are bringing God to the world, and the world to God. Your contribution will make a huge difference in the lives of God's people.

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Your Donation

\$50

\$100

\$250

Other Gift Amount

Billing Information

First Name Last Name

Email Address

Country United States

City State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV Exp. Month Exp. Year

Make My Gift

How a Donation Platform Can Impact Donor Conversion

EXPERIMENT ID: #6092

CONTROL

TREATMENT

Step 1

MISSIONARY OBLATES

MARY IMMACULATE

HOME

WHO WE ARE

WAYS TO GIVE

CURRENT APPEAL

PRAYER

RELIGIOUS GIFTS

CONTACT US

HOME

STORE

PROJECTS

DONATE NOW

DONATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search


MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE



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DONATION AMOUNT

\$10.00

\$20.00

\$25.00

\$40.00

Other \$0.00

HOW OFTEN WOULD YOU LIKE TO GIVE?

One Time

Monthly

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

SIGN IN & CONTINUE

Account Type: Individual Organization

Organization Name: *

Organization Type: * Select

Your E-mail: *

Title: Select

Your First Name: *

Your Last Name: *

Suffix: Select

Country: * United States

Address 1: *

Address 2: *

Address 3: *

City: *

State / Province: * Select

Zip / Postal Code: *

CREATE AN ACCOUNT & CONTINUE

CONTINUE

Step 2

MISSIONARY OBLATES

MARY IMMACULATE

HOME

WHO WE ARE

WAYS TO GIVE

CURRENT APPEAL

PRAYER

RELIGIOUS GIFTS

CONTACT US

LOG IN

SIGN UP

GIFT BASKET

Summary

Donations

ZAMBIA

Amount

\$10.00

Special Instructions/Enrollee Name or Notes for Organization:

UPDATE BASKET

Subtotal: \$10.

CONTINUE >>

Step 3

MISSIONARY OBLATES

MARY IMMACULATE

HOME

STORE

PAYMENT INFORMATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search

MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

Payment Information

MAKE AN ADDITIONAL DONATION

Please consider making an additional donation to help the Oblates continue their mission of serving the poorest of the poor in almost 70 countries worldwide.

To give an additional donation simply enter the amount in the field below. DO NOT USE THE \$.

Additional Donation Amount: *

PAYMENT INFORMATION

Credit Card

Bank Transfer

Name on Card: *

Scan Photo: *

Card Number: *

Verification Number: *

Expiration Date: *

Months: 2

Year: 3

CONTINUE >>

DONATIONS

ZAMBIA

Amount

\$10.00

Total: \$10.00

CONTINUE >>

Step 4

MISSIONARY OBLATES

MARY IMMACULATE

HOME

STORE

PAYMENT INFORMATION

LOG IN

SIGN UP

GIFT BASKET

FIND A GIFT

Search

MAKE A DONATION

JOIN A CLUB

REQUEST A RELIGIOUS GIFT

MASS CARDS

LIGHT A CANDLE

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PAYMENT INFORMATION

Credit Card

Bank Transfer

Name on Card: *

Scan Photo: *

Card Number: *

Verification Number: *

Expiration Date: *

Months: 2

Year: 3

CONTINUE >>

DONATIONS

ZAMBIA


Amount

\$10.00

Total: \$10.00

CONTINUE >>

Donation



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Your Donation

\$50

\$100

\$250

\$ Other Gift Amount

Billing Information

First Name

Last Name

Email Address

Country

United States

City

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV

Exp. Month

01

Exp. Year

2019

Make My Gift



18%
In Donations



How a Donation Platform Can Impact Donor Conversion

EXPERIMENT ID: #6092

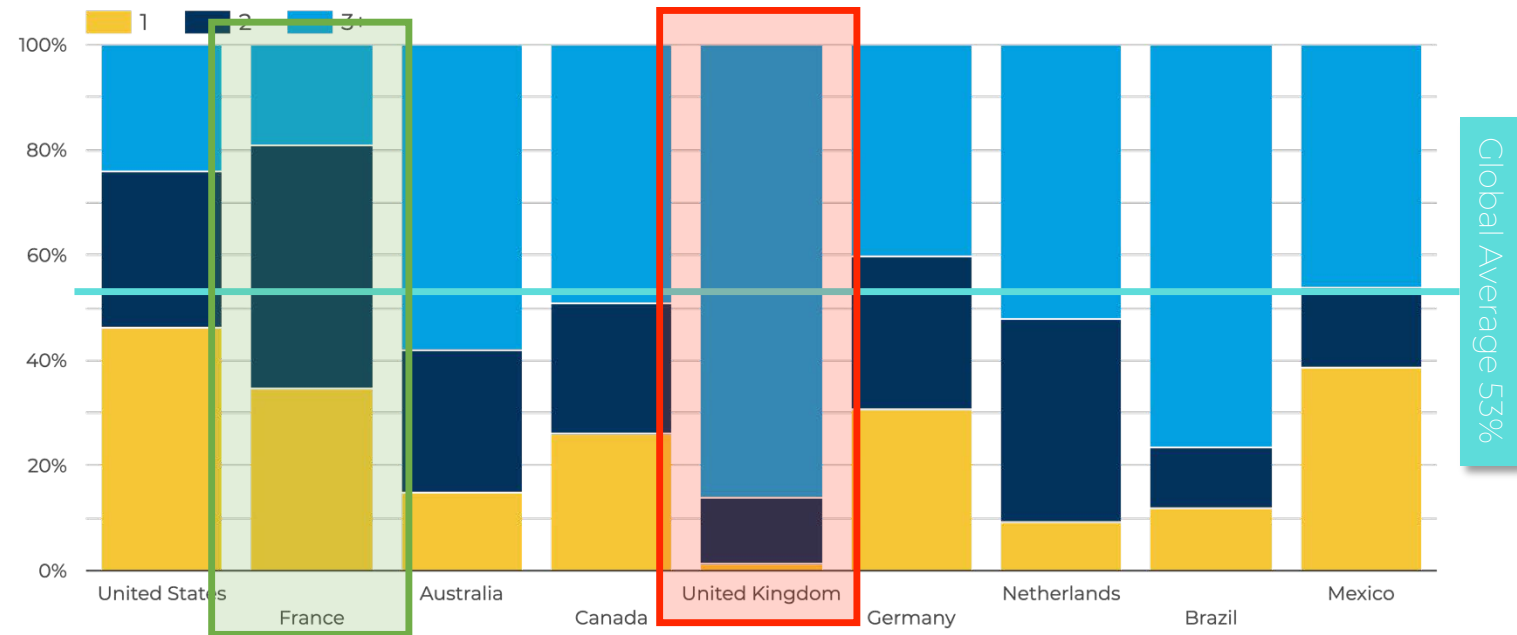
CONTROL

TREATMENT

64.3% INCREASE ON MOBILE DEVICES.

- Roughly half of all organizations required 2 or more steps/pages (besides the home page) to complete a donation.
- This was most common in the United Kingdom (86%) and Brazil (76%) and least likely in France (19%) and the United States (24%).

How many steps were needed to complete a donation?

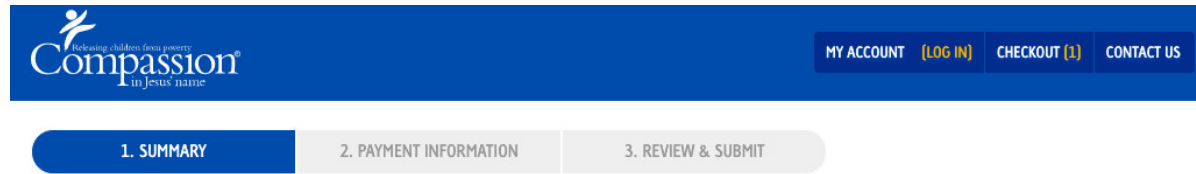


**WHAT IF YOU “CAN’T”
REMOVE STEPS?**

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

Experiment ID: #15988

CONTROL



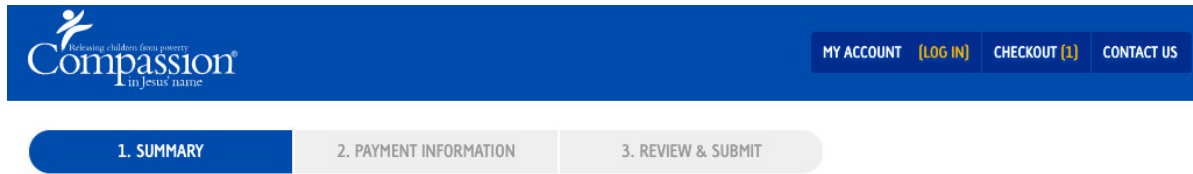
TREATMENT



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

Experiment ID: #15988

CONTROL



TREATMENT

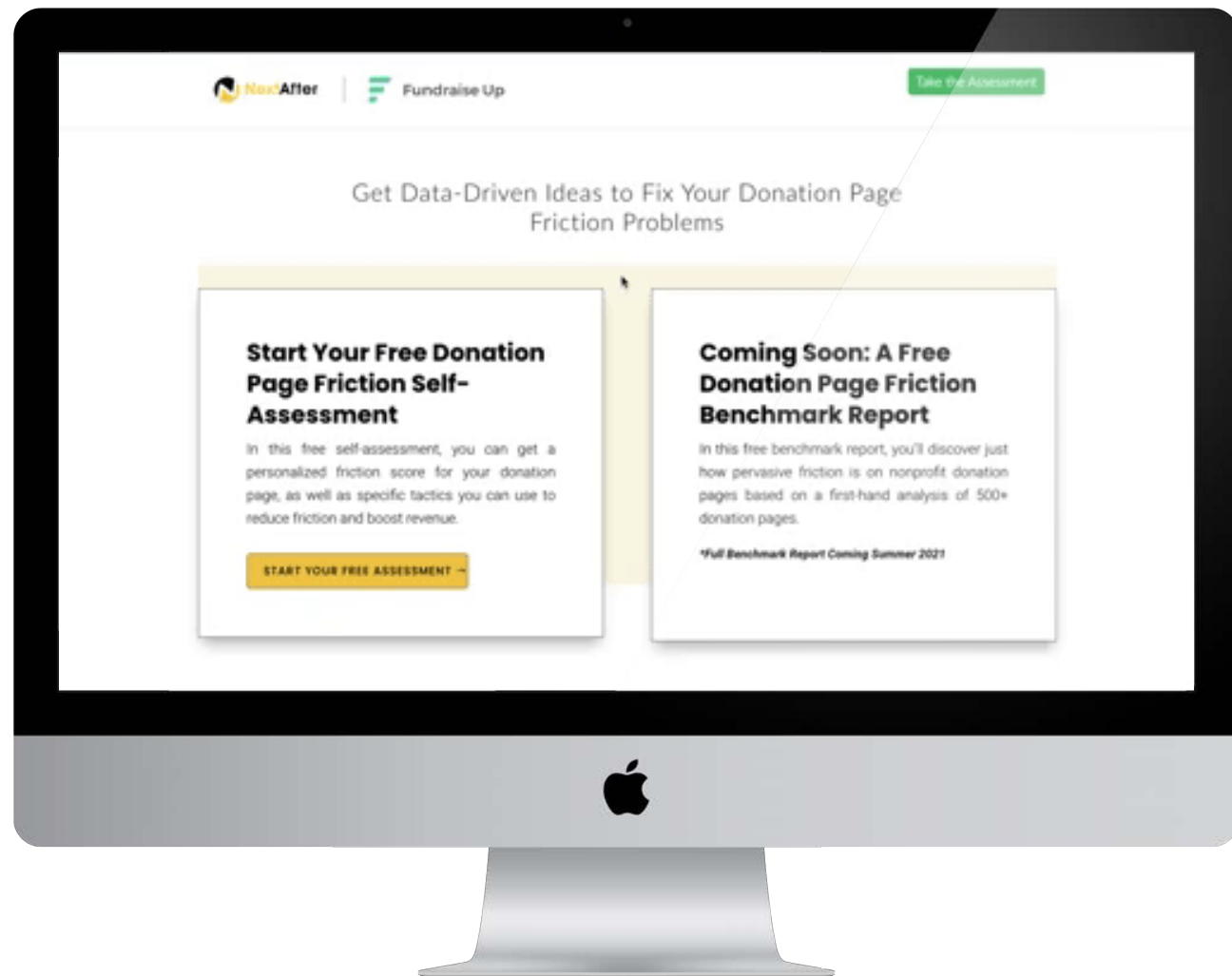


14%
In Donations

Get Your Personalized Donation Page Friction Score

Take the free assessment

DonationPageFriction.com



**5. REMOVE UNNECESSARY FORM FIELDS,
DISTRACTING LINKS, AND STEPS
FROM THE ONLINE GIVING PROCESS.**

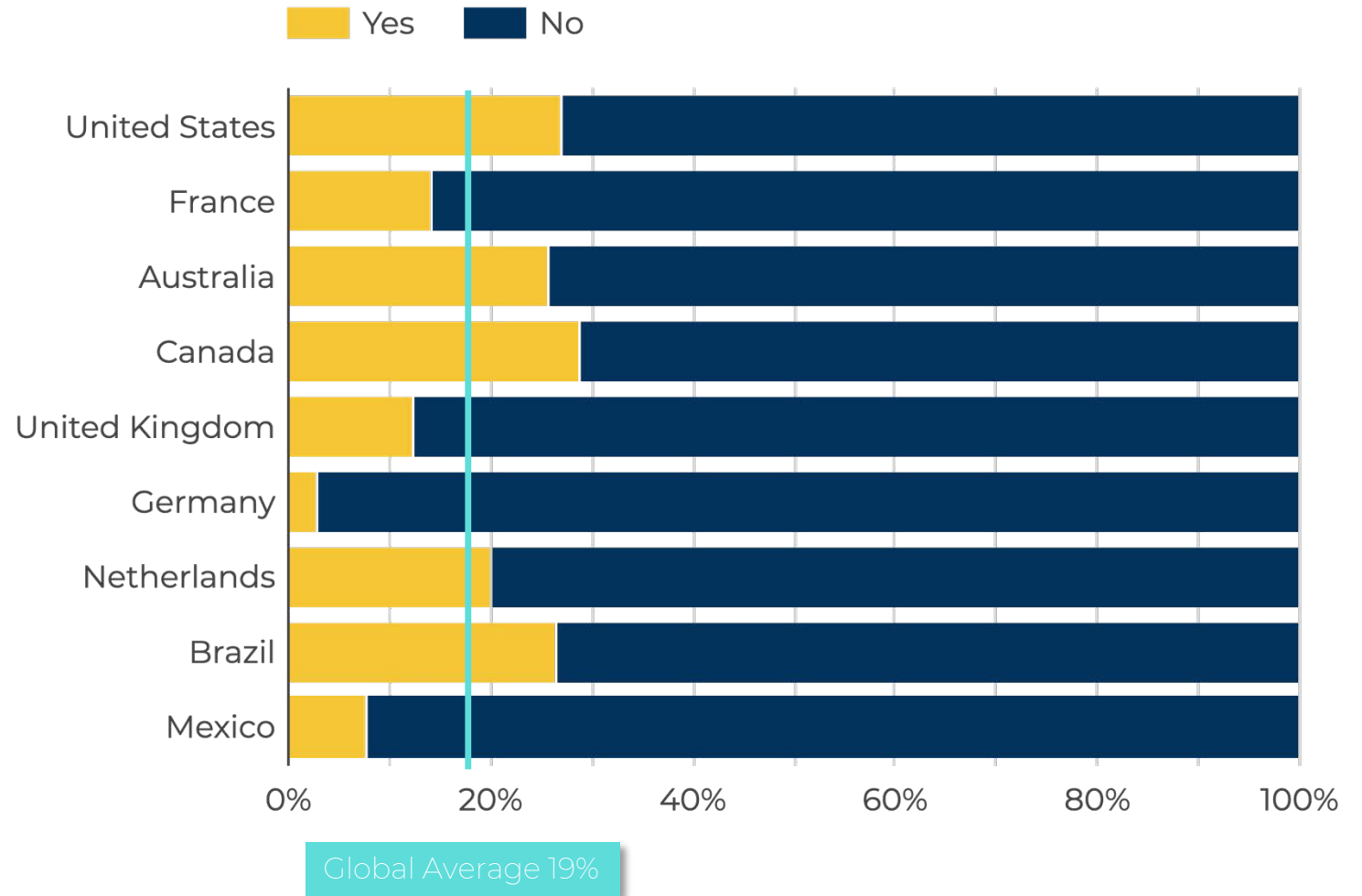
**6. FOCUS MORE ON RECURRING GIVING WITH
EASY WAYS TO MAKE A MONTHLY GIFT AND
CLEAR REASONS WHY.**

How Can Organizations Improve the Online Giving Experience for Recurring Donors?

1. Make sure you can accept recurring gifts on your main donation page
 - 1 in 10 organizations did not have a way to accept recurring donations on their main donation page
2. Have a reason as to why someone should make a recurring gift
 - 8 in 10 organizations did not have a message to encourage monthly donations on their page

Do they have a specific monthly giving value proposition?

- Only 1 in 50 German organizations gave a reason as to why someone should make a recurring gift compared to 1 in 4 for the United States, Australia, Canada, and Brazil.



Giving a Reason Examples



Give to Nature

Single Gift

Monthly Gift

\$25 a month for a year can help conserve 3,000 ha of habitat for the spectacular Gouldian Finch



JE DONNE TOUS LES MOIS

Je donne tous les mois pour être chaque jour acteur du changement.

10 € /
mois

20 € /
mois

30 € /
mois

40 € /
mois

Make a monthly donation to enable lasting change for women and girls



GIVE ONE TIME

GIVE MONTHLY

Your monthly donation will bring lasting change to the lives of vulnerable women, girls and families in developing countries around the world.

Monthly donations are tax deductible and can be changed or canceled at any time.

1. Select the monthly amount you'd like to give

\$20

\$30

\$40

\$50

\$ Enter other amount

☐ This gift is on behalf of an organization

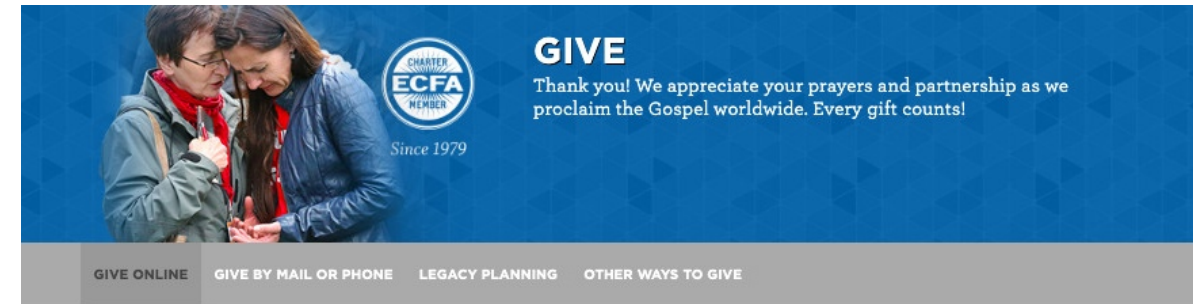
How Communicating The Impact Of A Recurring Gift Can Increase Conversion With New Visitors

EXPERIMENT ID: #18659

TREATMENT



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	<input checked="" type="radio"/> One-time Gift	GIVE NOW
\$100	\$250		<input type="radio"/> Monthly Gift	

Did you know: When you make a monthly gift instead of a 1-time gift, you help BGEA reach more people with the Gospel on an ongoing basis?

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

EXPERIMENT ID: #18659

TREATMENT

[GIVE ONLINE](#) [GIVE BY MAIL OR PHONE](#) [LEGACY PLANNING](#) [OTHER WAYS TO GIVE](#)

[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

☒ One-time Gift
☐ Monthly Gift

[GIVE NOW](#)

CONTROL

[GIVE ONLINE](#) [GIVE BY MAIL OR PHONE](#) [LEGACY PLANNING](#) [OTHER WAYS TO GIVE](#)

[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

☒ One-time Gift
☐ Monthly Gift

[GIVE NOW](#)

48.4%

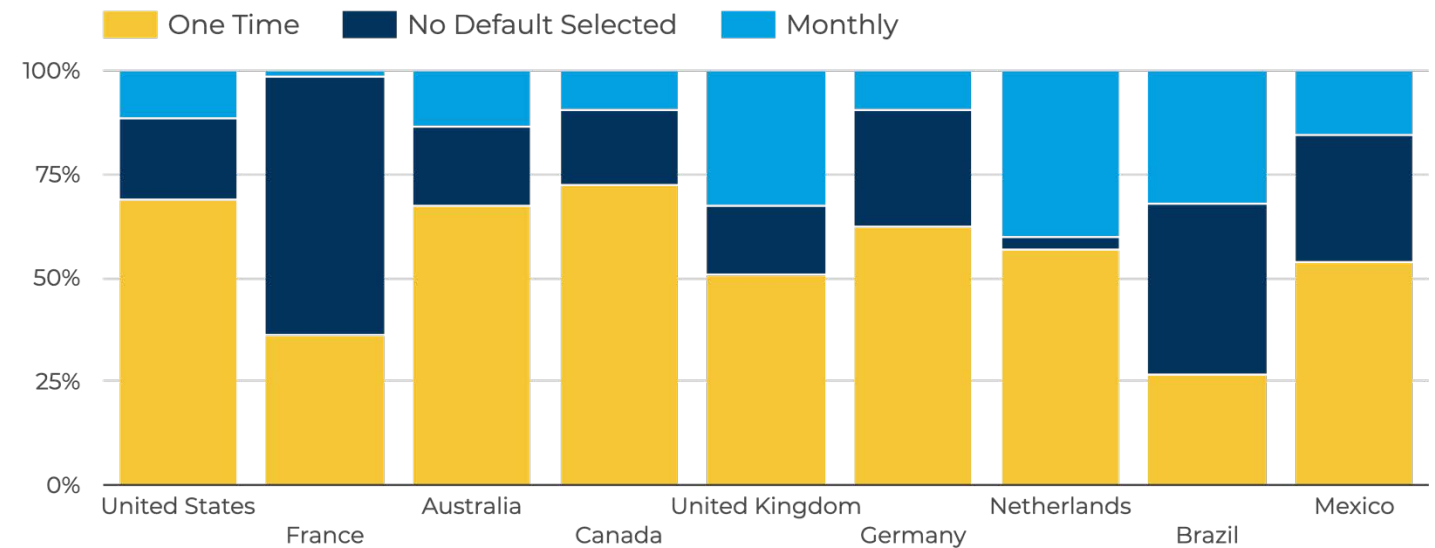
In New Recurring Donors

How Can Organizations Improve the Online Giving Experience for Recurring Donors?

1. Make sure you can accept recurring gifts on your main donation page
 - 1 in 10 organizations did not have a way to accept recurring donations on their main donation page
2. Have a reason as to why someone should make a recurring gift
 - 8 in 10 organizations did not have a message to encourage monthly donations on their page
3. Test defaulting to a monthly gift (ideally in a subtle way like a tabbed donation form)
 - 17% organizations defaulted to monthly globally

- Just over half of all organizations globally default to a one-time donation with Canada (72%), the United States (68%), and Australia (68%) being the most likely to do so.
- 4 out of 10 organizations in the Netherlands default to a monthly gift which was the highest followed by the United Kingdom (and Brazil (both 3 in 10).

What was the default giving option?



CHECK BOX

YOUR DONATION

☐ Make this a monthly recurring gift.

PAYMENT DETAILS

Card Number *

AMEX VISA MASTERCARD DISCOVER

SECURE DONATION

TABBED LAYOUT

Single Gift Monthly Gift

YOUR DONATION

☒

This month's donation will be processed today.
The same amount will process every following month on the day selected.

14th

PAYMENT DETAILS

Card Number *

AMEX VISA MASTERCARD DISCOVER

SECURE DONATION

 367%
In Recurring Gifts

STATUS QUO BIAS

the idea that we will stick to a pre-specified course of action laid out for us like a default selection or that we'll keep doing what we're doing

How Can Organizations Improve the Online Giving Experience for Recurring Donors?

1. Make sure you can accept recurring gifts on your main donation page
 - 1 in 10 organizations did not have a way to accept recurring donations on their main donation page
2. Have a reason as to why someone should make a recurring gift
 - 8 in 10 organizations did not have a message to encourage monthly donations on their page
3. Test defaulting to a monthly gift (ideally in a subtle way like a tabbed donation form)
 - 17% organizations defaulted to monthly globally
4. Try starting your suggested gift array with a lower amount

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

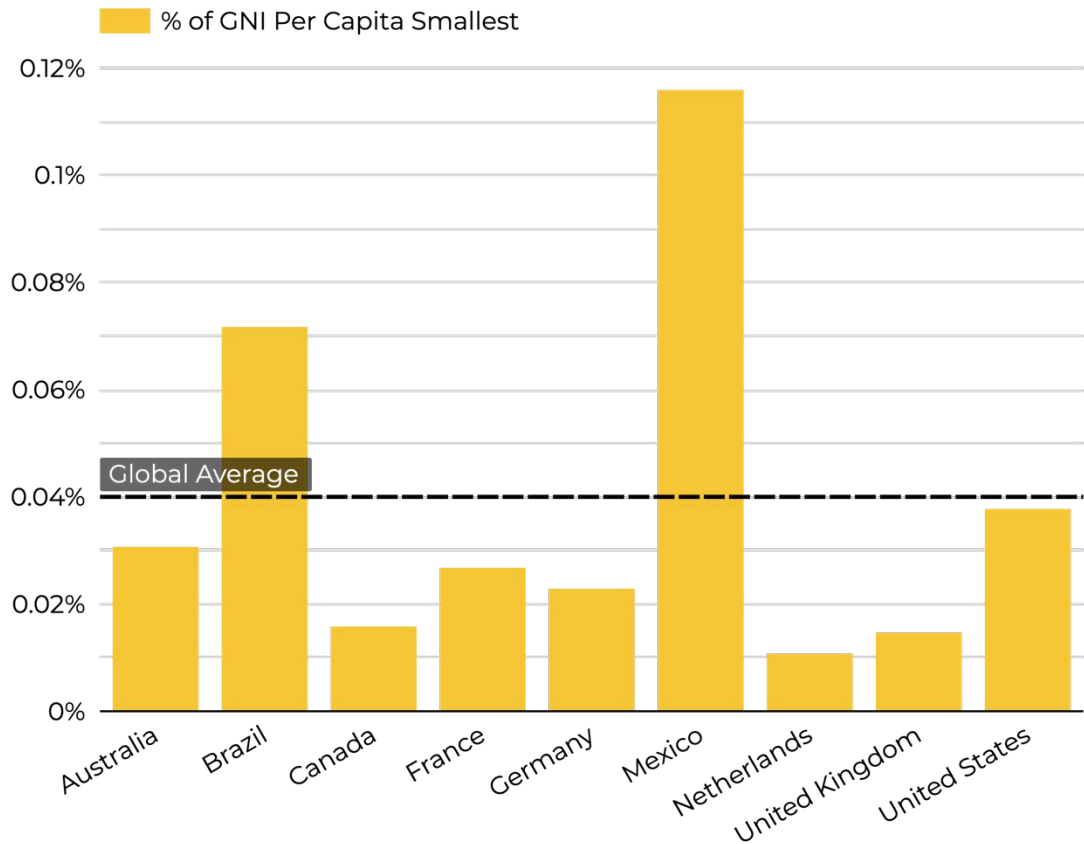
Last Name

 125.5%
In Recurring Donors

What Were The Most Common Recurring Gift Array Amounts?

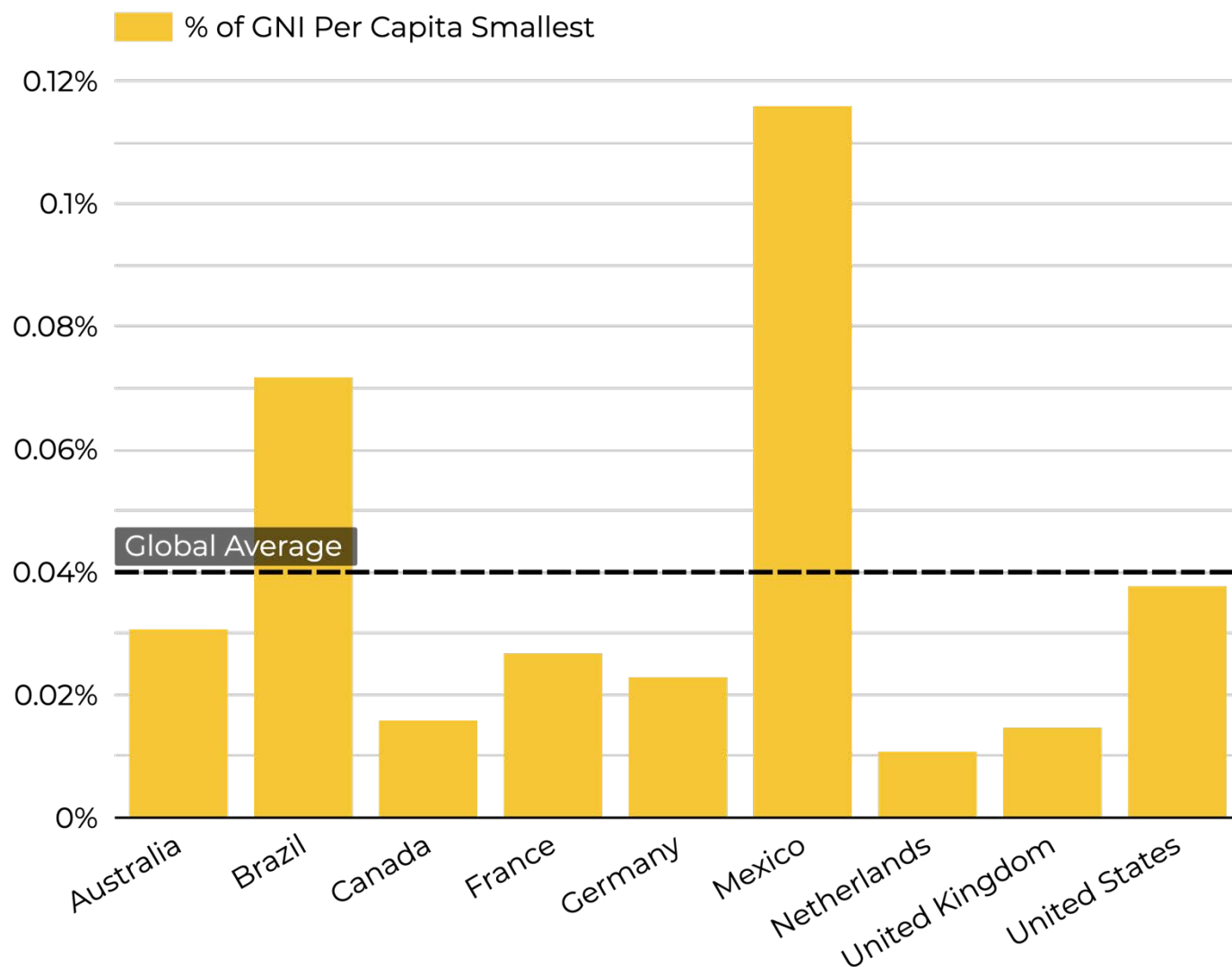
Country	Most Common Minimum	Most Common Maximum Amount
Australia	\$25 (19%)	\$200 (14%)
Brazil	R\$35 (38%)	R\$100 (31%)
Canada	\$10 (19%)	\$100 (16%)
France	€10 (39%)	€20 (27%)
Germany	€10 (24%)	€10 (23%)
Mexico	\$250 (20%)	\$500 (20%)
Netherlands	€5 (39%)	€50 (17%)
United Kingdom	£5 (39%)	£20 (14%)
United States	\$25 (23%)	\$500 (14%)

Most Common Recurring Minimum Amount as % of GNI per Capita (USD)



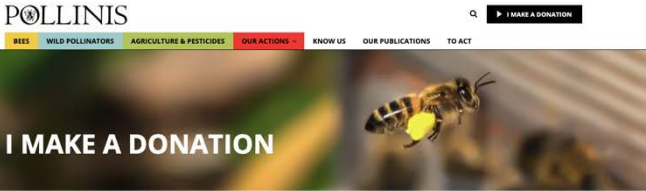
- Mexico and Brazil's most common minimum recurring amount were significantly higher than the rest of the world
- Netherlands and the UK had the smallest starting amount

Most Common Recurring Minimum Amount as % of GNI per Capita (USD)



**6. FOCUS MORE ON RECURRING GIVING WITH
EASY WAYS TO MAKE A MONTHLY GIFT AND
CLEAR REASONS WHY.**

PUTTING IT ALL TOGETHER: ONLINE DONATION CASE STUDY



Your donations are intended to support all of our actions to save domestic and wild bees, and all pollinators.

POLLINIS is based entirely on the donations of committed citizens like you in this vital fight for the future of agriculture and the planet, and refuses any donation or subsidy from public or private organizations: this choice allows you to enjoy freedom of action and total voice vis-à-vis any economic or political power.

Support our actions and help us preserve our independence. Make a donation by CHECK, TRANSFER or DEPOSIT using the secure form below:

MON DON

☒ Je soutiens les actions de POLLINIS en donnant **UNE FOIS**

OU

☐ J'adhère au contrat de POLLINIS avec un don **TOUS LES MOIS**

25 €

50 €

80 €

100 €

Montant libre : €

 Votre don ne vous coûtera que **17,86 €** après réduction fiscale*.

*66 % de votre don est déductible de vos impôts dans la limite de 201 % de vos revenus imposables en France.

MES COORDONNÉES

Civilité

Nom *

Prénoms*

E-mail *

Adresse *

Complément

Code postal*

Ville *

Pays *

France

RÉCAPITULATIF

Je souhaite faire un **don ponctuel** de 50,00 € pour soutenir le travail de POLLINIS et son combat vital pour la protection des pollinisateurs.

Ce don ne me coûte réellement que **17,86 €** après déduction fiscale.

FINALISER

Je fais un don par :

☒ CB ☐ PAYPAL

☐ CHÈQUE ☐ PRÉLÈVEMENT

Carte bancaire:

Numéro de carte

Expiration Code de sécurité

MM / AA

 Paiement sécurisé **VALIDER**

 POLLINIS satisfait aux quatre grands principes du label des 40 confiances : respect du donateur, transparence, probité et désintéressement, recherche d'efficacité.

SUPPORT POLLINIS WITH CONFIDENCE

 POLLINIS is approved by the Confidence Donation Charter Committee and submits to its control for the respect of the principles of the code of ethics: respect for the donor, transparency, probity and disinterestedness, search for efficiency.

All the accounts of the association since its creation in 2012 have been certified without reservation by the firm of auditors SORDEEC. They attest that donations are our only source of income and that POLLINIS is not engaged in any commercial activity: the association never resells or exchanges the personal data of its supporters.

WHAT ARE YOUR DONATIONS FOR ?

More than 66% of the donations made to POLLINIS are directly allocated to conservation projects and to essential pressure campaigns on politicians and European institutions.

The remaining 34% is allocated to our main organizational expenditure items such as fundraising, legal advice, accounting and equipment - all of these items being essential to be able to carry out our actions.



Category	Percentage
Projets de conservation et pressions essentielles	66%
Équipement, recherches, projets	34%

RESPECT FOR YOUR PERSONAL DATA

POLLINIS is ethical never to exchange or market your personal data. Your contact details are necessary to register your donation, send you your certificate, and keep you informed of the actions carried out by POLLINIS thanks to your support. All the information necessary to enable the transaction will only be requested at the end, on the bank's ultra-secure server.

The data recorded on this form are subject to computer processing carried out by the POLLINIS association, in compliance with General Regulation (EU) 2016/679 on Data Protection. You can exercise your rights of access, modification, rectification, opposition, limitation or deletion at any time on request to the address contact@pollinis.org. Your data will be automatically deleted from our servers at your request, or in the event of your inactivity for more than 48 months. If you believe that POLLINIS has not properly protected your data, you can exercise your right of complaint to the National Commission for Data Protection: 3, place de Fontenoy - TSA 80715 - 75 334 PARIS CEDEX 07.

If at any time you wish to unsubscribe from our mailing list, simply send an e-mail to contact@pollinis.org mentioning "Unsubscribe" as the subject of your message. If you want more information about this action or about POLLINIS, you can visit the website www.pollinis.org or write to us at contact@pollinis.org.

POLLINIS


TO ACT HOME CONTACT HURRY REPORTS & REVIEWS


   

Legal Notice - Privacy Policy

Website by akipro

1. Copy to state why a donation is needed today
2. Default to one time
3. 4 gift amount options from smallest to largest with 50 Euros pre-selected
4. What your donation actually 'costs' you after tax deduction
5. Credit, Cheque, PayPal, or Withdrawal payment options
6. Payment security in the payment area
7. "Trustmark" on the page and in view while completing the donation





BEES

WILD POLLINATORS

AGRICULTURE & PESTICIDES

OUR ACTIONS

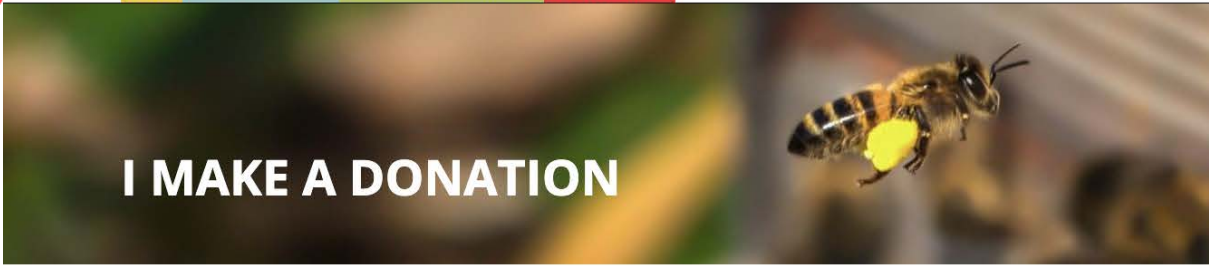
KNOW US

OUR PUBLICATIONS

TO ACT

Q

I MAKE A DONATION



I MAKE A DONATION

Your donations are intended to support all of our actions to save domestic and wild bees, and all pollinators.

POLLINIS is based entirely on the donations of committed citizens like you in this vital fight for the future of agriculture and the planet, and refuses any donation or subsidy from public or private organizations: this choice allows you to enjoy freedom of action and total voice vis-à-vis any economic or political power.

Support our actions and help us preserve our independence. Make a donation by CHECK, TRANSFER or DEPOSIT using the secure form below:

1

2

3

4

MON DON

☒ Je soutiens les actions de POLLINIS en donnant **UNE FOIS**

☐ J'adhère au combat de POLLINIS avec un don **TOUS LES MOIS**


25 €

50 €

80 €

100 €

Montant libre : €

 Votre don ne vous coûtera que **17,00 €** après réduction fiscale*.

*66 % de votre don est déductible de vos impôts dans la limite de 20 % de vos revenus imposables en France.

MES COORDONNÉES

Civilité

Nom *

Prénom *

E-mail *

Adresse *

Code postal*

Ville *

Pays *

RÉCAPITULATIF

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Ce don ne me coûte réellement que 17,00 € après déduction fiscale.

FINALISER

Je fais un don par :

☒ CB
 ☐ PAYPAL
 ☐ CHÈQUE
 ☐ PRÉLÈVEMENT


Carte bancaire:

Numéro de carte

Expiration Code de sécurité

MM / AA

☒ Paiement sécurisé


 POLLINIS satisfait aux quatre grands principes du label Don en confiance : respect du donateur, transparence, probité et désintéressement, recherche d'efficacité.

4

5

6

7

- Remove the distracting links
- Take the headline out from the image (remove it) and make it more value focused
- Would a more linear form work better?
- Put trustmarks and supporting content in view but off to the side while people are choosing their amount
- Could they default to monthly to get more recurring donors (and not negatively impact one-time gifts)?
- Could they default to a different payment type?
- Use more horizontal space so the form looks and feels shorter

Your Gift Today Can Save Bees

Your donations are intended to support all of our actions to save domestic and wild bees, and all pollinators.

POLLINIS is based entirely on the donations of committed citizens like you in this vital fight for the future of agriculture and the planet, and refuses any donation or subsidy from public or private organizations: this choice allows you to enjoy freedom of action and total voice vis-à-vis any economic or political power.

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OU

☐ J'adhère au combat de POLLINIS avec un don **TOUS LES MOIS**

25 €	50 €	80 €	100 €
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Montant libre : €

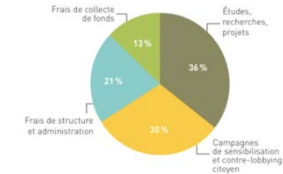
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The remaining 34% is allocated to our main organizational expenditure items such as fundraising, legal advice, accounting and equipment - all of these items being essential to be able to carry out our actions.



MES COORDONNÉES

Civilité

Nom *

Prénom*

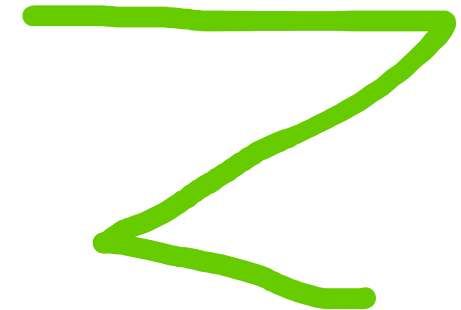
E-mail *

Adresse *

Complément

Code postal*

Ville *

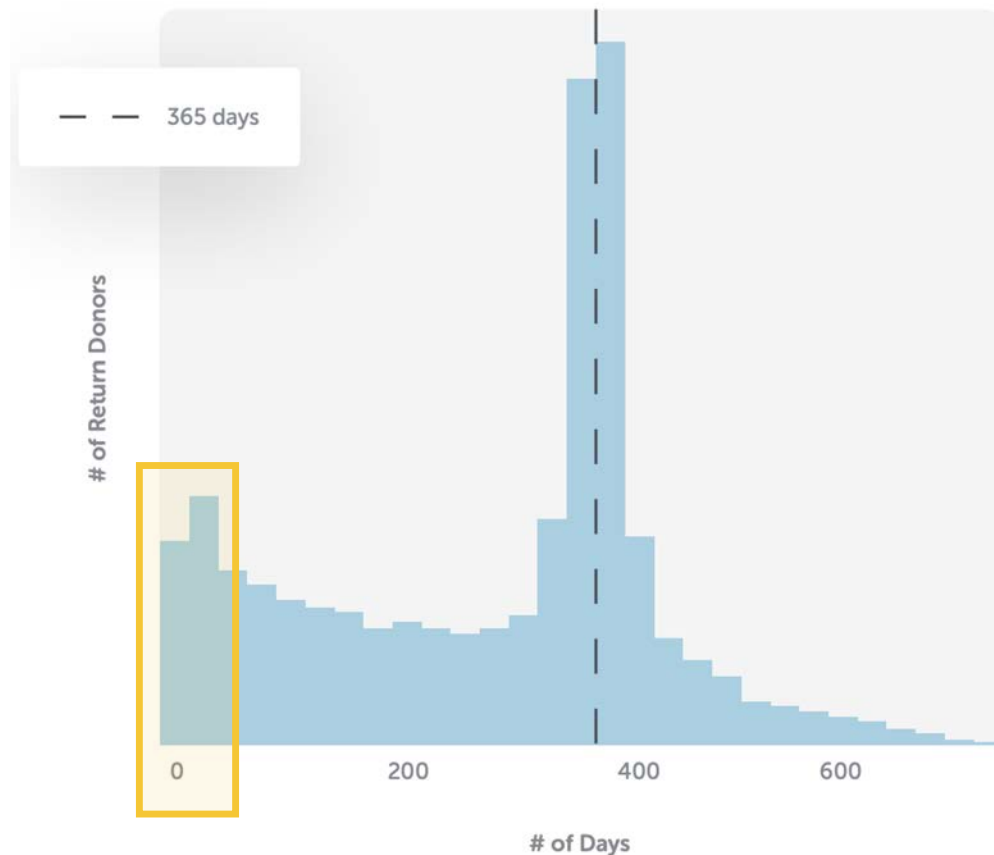


7. SEND MORE CULTIVATION EMAILS IN THE FIRST 14 DAYS AND AS TIME GOES ON.

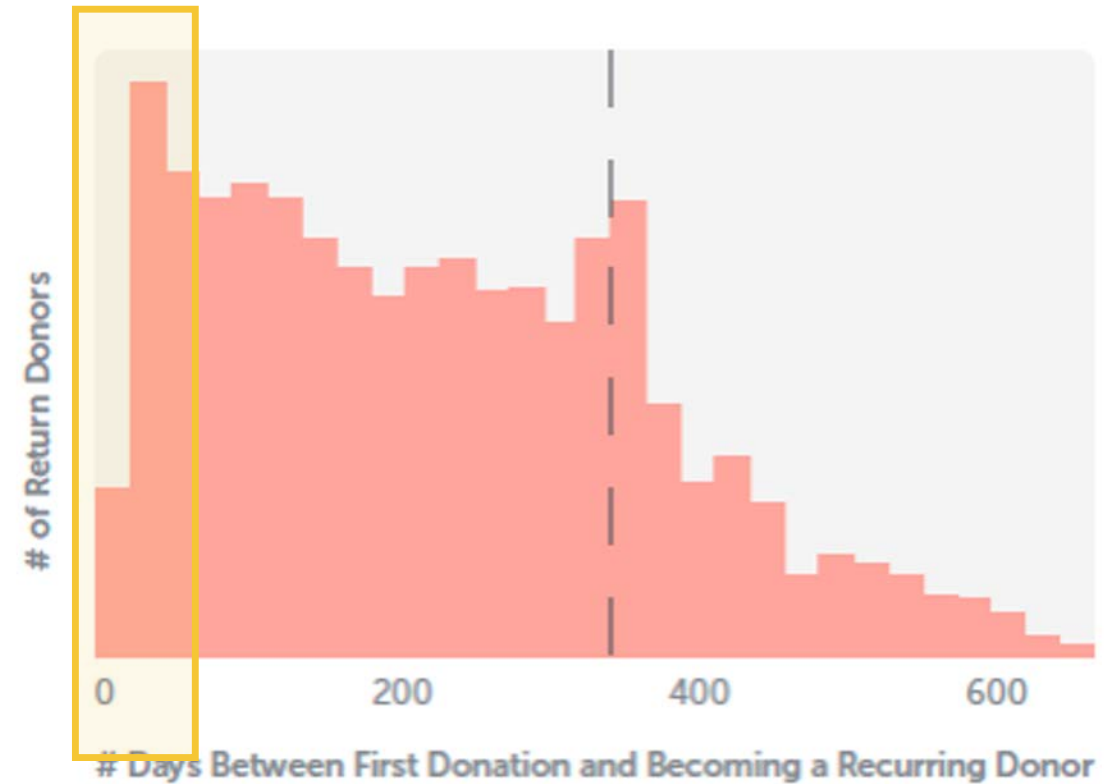
**ONLY 1 COUNTRY AVERAGED MORE THAN 2
EMAILS IN THE FIRST 14 DAYS.**

When Are Donors Most Likely To Make A Second Gift — One-Time or Recurring?

Days Between First Donation and Second Donation
for Return Donors



Days Between First Donation and Becoming
a Recurring Donor

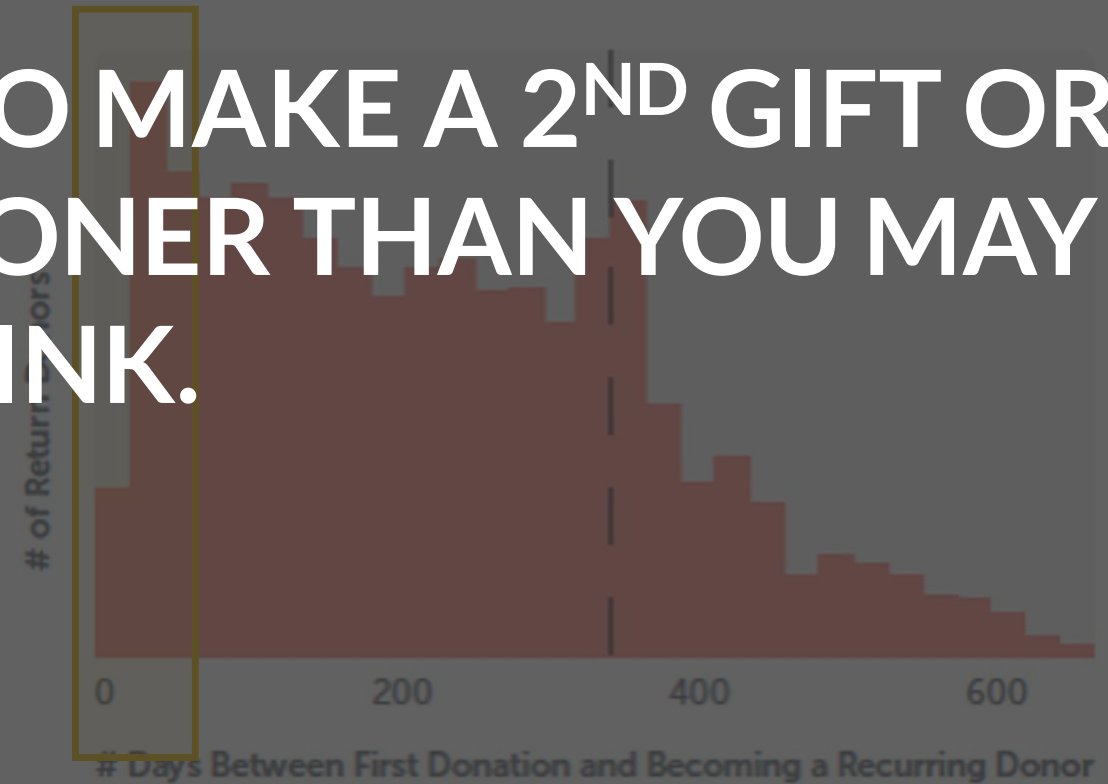


When Are Donors Most Likely To Make A Second Gift — One-Time or Recurring?

Days Between First Donation and Second Donation
for Return Donors



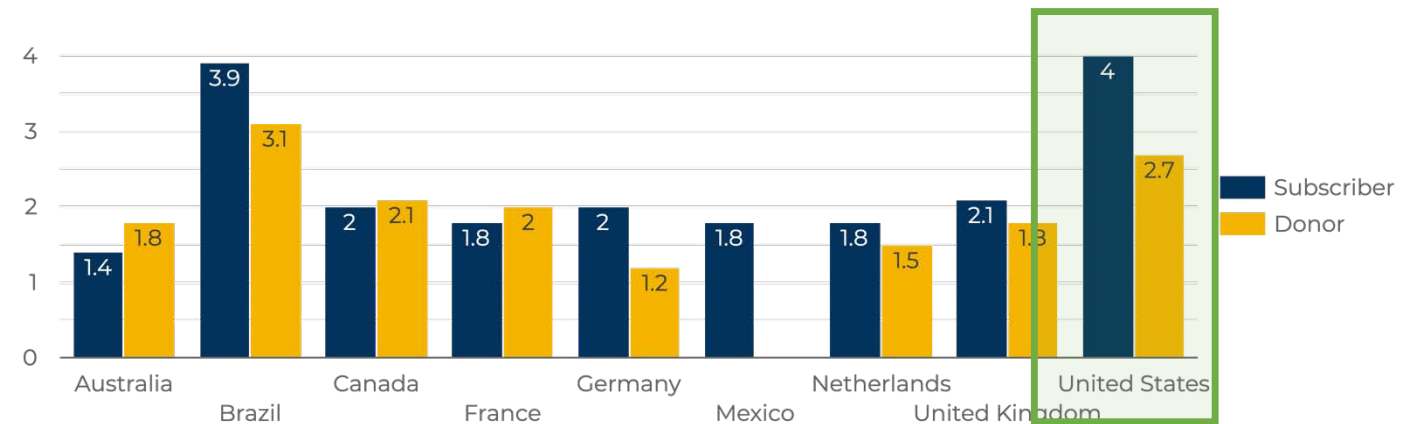
Days Between First Donation and Becoming
a Recurring Donor



PEOPLE ARE LIKELY TO MAKE A 2ND GIFT OR RECURRING GIFT SOONER THAN YOU MAY THINK.

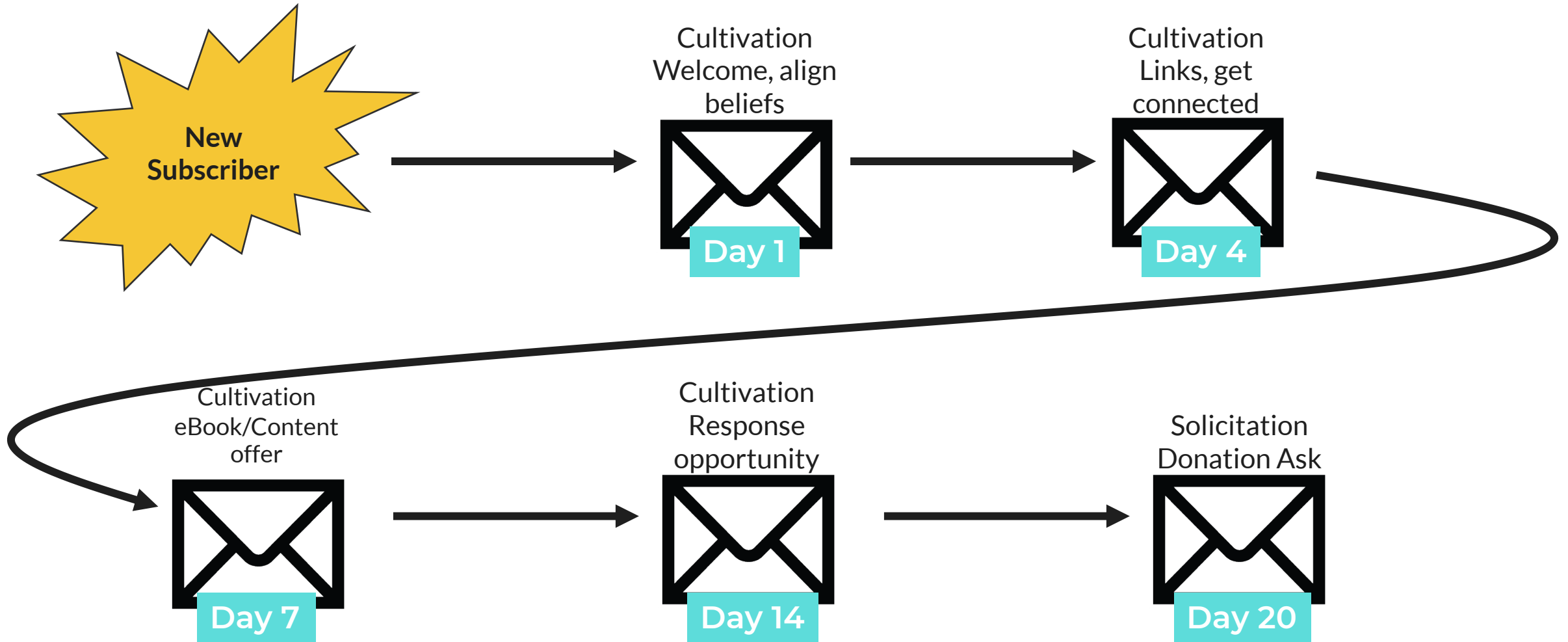
- For organizations that sent at least 1 email, 88% sent a cultivation email to the Email Subscriber within 14 days and 98% sent a cultivation to the Online Donor
- Globally, from organizations who sent at least 1 email, the Email Subscriber and the Online Donor received 2 emails in the first 14 days

Number of Emails in the First 14 Days After Signup/Donation



BUT HOW?

Subscriber Welcome Series



0 DAYS

Welcome to the PIH Canada Community!



Nikita Chowdhury, Partners In Health Canada pihcanada@pih.org... Fri, Jul 3, 2020, 1:12 PM
to Annika

[View this email in your browser](#)



Annika - it's good to have you with us!

My name is Nikita and I've been with Partners In Health Canada for just over a year. I keep PIH Canada donors and supporters informed about the work made possible through the generosity of Canadians from across the country.

Partners In Health serves 7 million patients each year as an act of solidarity and social justice. We also like to think of it as a movement...and now you're part of it.

So welcome to our community.

You'll be hearing from me and our team about the patients we serve, the challenges we face, and what you can do to help.

Connect with us on [Facebook](#), [Twitter](#) or [Instagram](#) and keep up to date about our work. You can also reach out to me anytime at nchowdhury@pih.org.

Thanks for joining us and chat soon,
Nikita

Nikita Chowdhury
Manager of Annual Giving and Engagement
Partners In Health Canada

[P.S. Curious about our impact? Take a look at PIH Canada's 2018 Annual Report.](#)



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Partners In Health Canada
890 Yonge Street, Suite 603
Toronto, Ontario M4W 3P4
Canada

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You can [update your preferences](#) or [unsubscribe from this list](#).

1 DAY

What community-level support means for a mother and her daughter.



Mark Brender, Partners In Health Canada pihcanada@pih.org... Sat, Jul 4, 2020, 1:12 PM
to Annika

[View this email in your browser](#)



Agnes Uburuta and her daughter Aline, behind their home in rural southern Kayanza, Rwanda.
(Photo by Mark Brender / Partners In Health Canada)

Dear Annika,

We have many mantras at Partners In Health. One of the most important to me is "Health is a human right."

Millions of people around the world lack the most basic health care and suffer from treatable ailments, such as severe malnutrition, as a result. But there are solutions. We know how to deliver on the promise of health as a human right, anywhere in the world.

I was reminded what some of these solutions look like when I met Agnes and her young daughter Aline during a trip to Rwanda last fall.

[READ AGNES'S STORY](#)

Agnes's story illustrates so clearly the links between poverty and ill health – and the critical importance of making long-term commitments and having deep roots in communities if we are going to address them.

I hope this story provides you inspiration, as it did for me.

Mark

—

Mark Brender
National Director
Partners In Health Canada



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Partners In Health Canada
890 Yonge Street, Suite 603
Toronto, Ontario M4W 3P4
Canada

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

3 DAYS

Join the movement to make health a human right!



Ian Pinnell, Partners In Health Canada pihcanada@pih.org... Mon, Jul 6, 2020, 1:13 PM
to Annika

[View this email in your browser](#)



Hi Annika,

It's been 70 years since the Universal Declaration of Human Rights was signed, but we're still fighting for the right to health for all.

To us the right to health is about more than just health care. It is the idea that every person should have the opportunity to thrive - no matter where they were born.

If you believe like we do that health is a human right, stand with PIH Canada today and help share our message.

[Click the image below to share this message on Facebook.](#)
Remember to tag us at [PIHCanada](#).

I believe
health care
is a human
right.



[Share](#) [Tweet](#) [Forward](#)

<https://pihcanada.org/health-is-a-human-right/>

Thank you for standing in solidarity with the patients and communities we serve and engaging more Canadians in the movement for the right to health for all.

Ian

—

Ian Pinnell
Development Coordinator
Partners In Health Canada



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You are receiving this email because you are a donor to Partners In Health Canada or signed up to receive email updates.

Our mailing address is:
Partners In Health Canada
890 Yonge Street, Suite 603
Toronto, Ontario M4W 3P4
Canada

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



ONLINE DONOR

0 DAYS

Thank you for Donating to Hope Mission

Hope Mission we.care@hopemission.com hopemission255.ommicros... Fri, Jul 3, 2020, 5:10 PM
to trent.alexca

Donation to Hope Mission



Thank you for your donation of:
\$20.00

Thank you for your generous gift.

Gift information:
Name: Trent Alexca
Address: 3516 HWY 3A
Nelson, BC V1L 6T2
CA
Email Address: trent.alexca@loveyourgrub.co
Total Gift Amount: \$20.00
Gift Date: July 3, 2020

Download your Official Tax Receipt:
[Download Receipt >](#)

Dear Trent,

From all of us here at Hope Mission, thank you for your donation of \$20.00! Your gift will be used to provide hot meals and essential care to all who come to our doors.

It's amazing what a simple hot meal can speak into someone's life. It speaks hope to people who feel discarded and forgotten. It speaks healing and restoration into broken lives.

That first meal opens up the opportunity for people to make new choices, and to participate in our life-changing programs. It is only because of your generous and ongoing support that we are able to offer this kind of care and hope. Thank you!

With gratitude,

Bruce Reith
Executive Director

P.S. If you have any questions or require further information, please visit hopemission.com or call us at 780-453-3877.

For assistance or questions about your donation, please contact us at we.care@hopemission.com or call 780-453-3877.

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Tel: (780) 452-2018, Fax: (780) 426-7807
Charitable Registration No. 118962851 RR0001

Sincerely,
Hope Mission

5 DAYS

Thank You!

Andrew Reid Andrew.reid@hopemission.com
to Trent

Wed, Jul 8, 2020, 7:07 AM



Thanks For Your Recent Donation!

Hello Trent,

My name is Andrew and I work here at Hope Mission in the Community Engagement department.

I wanted to reach out and thank you for your recent donation to Hope Mission! Your generosity is truly changing lives in Edmonton. Thank you so much!

Every week I get to sit down and hear incredible testimonies from the men, women, and children that are impacted by donors like you. Over the next few weeks I will be sending you some of my favorite stories!

I hope that each story can be an encouragement and reminder that there is hope for the hungry and that your generosity will make a tremendous difference in the life of somebody like Paul.

When Paul found himself homeless and living on the streets during a cold Edmonton winter, he knew that his addiction had spiraled out of control.



One night, as Paul slept behind a hotel in just a t-shirt and jeans, temperatures began to drop to -37. When he woke up in the morning and looked at his blue hands, he was sure that he was going to die.

"I was hungry. I was homeless. I was tired. I had never been so discouraged in my entire life. All I wanted to do was die."

In his pursuit of shelter and safety, Paul found Hope Mission – and his life was changed forever. After completing the addictions recovery program, Paul began working here and found a new sense of hope.

"I have a purpose and I have a personal mission in life now."



All of this was made possible because of generous donors like yourself who keep Hope Mission running 24/7. I am so thankful for your compassion and care for the hurting and hungry in Edmonton.

P.S. I would love to hear more about what inspired your recent donation! Feel free to [click this link](#) or hit reply to send an email back to me.

Andrew Reid



Donate Monthly



Hope Mission, PO Box 903, Edmonton, AB T5J 2L8, Canada
[Update your subscription](#) — [Unsubscribe](#)

12 DAYS

A Story Of Hope

Andrew Reid Andrew.reid@hopemission.com
to Trent

Wed, Jul 15, 2020, 7:13 AM



You Are Loved - Eric's Story

Eric's addiction spiraled out of control as he tried to cope with the loss of his father. He lost everything and ended up homeless on the streets of Red Deer.

"I didn't have a penny to my name. I had no clue where to go or what to do."

Eric wandered the cold January streets of Red Deer trying to find warmth, shelter, and hope. When he found Hope Mission in Red Deer, it was the beginning of a transformational journey that would change Eric's life forever.



An employee from Hope Mission Red Deer developed a relationship with Eric and encouraged him to join Hope Mission's addictions recovery program in Edmonton.

After four days in the program, he relapsed. An intake worker at Hope Mission held Eric in his arms and called for an ambulance. After spending a few weeks in the hospital, Eric knew that it was time to change.

"By the grace of God, I survived that one. I got back into program and made a solemn oath that I would be done with this addiction."



Eric's life completely turned around as he began to thrive in the Breakout program. When I walk into the kitchen and see Eric washing the dishes of hungry guests, he has a smile on his face and a new sense of hope and belonging. He knows what it feels like to be hungry, hurting, and alone.

"There are three things that people need to live: food, shelter, and love. You can go without food for a little while. You can go without shelter for a little while. But you stop being human if you don't have love. You are loved – and these people here are going to show you some of that love."

What an amazing and powerful story of transformation. Every day at Hope Mission there are so many new stories of people like Eric finding hope and love. Thank you for being a part of these stories of hope. Your generosity is truly changing the lives of people like Eric.

Andrew Reid



Donate Monthly



Hope Mission, PO Box 903, Edmonton, AB T5J 2L8, Canada
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THE SURPRISINGLY
SIMPLE SECRET TO A
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WELCOME SERIES.
[NEXTAFTER.COM/RESOURCES](https://nextafter.com/resources)

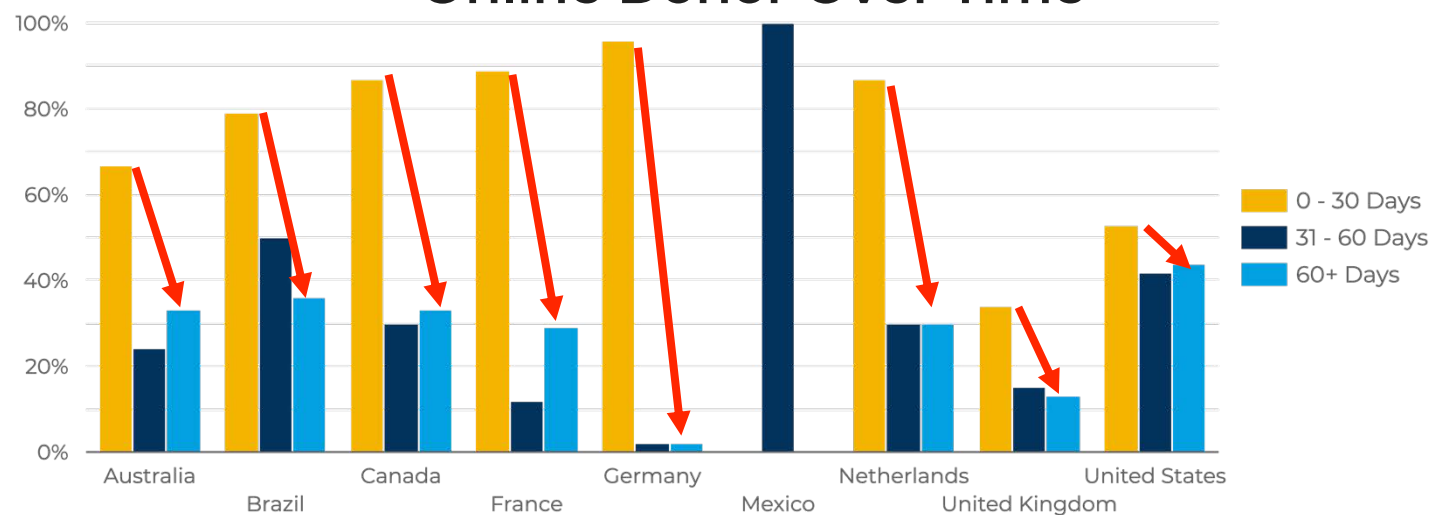


BUT WHAT ABOUT OVER TIME?

**ONLY 3 IN 10 ORGANIZATIONS SENT A
CULTIVATION EMAIL TO THE DONOR AFTER
60 DAYS.**

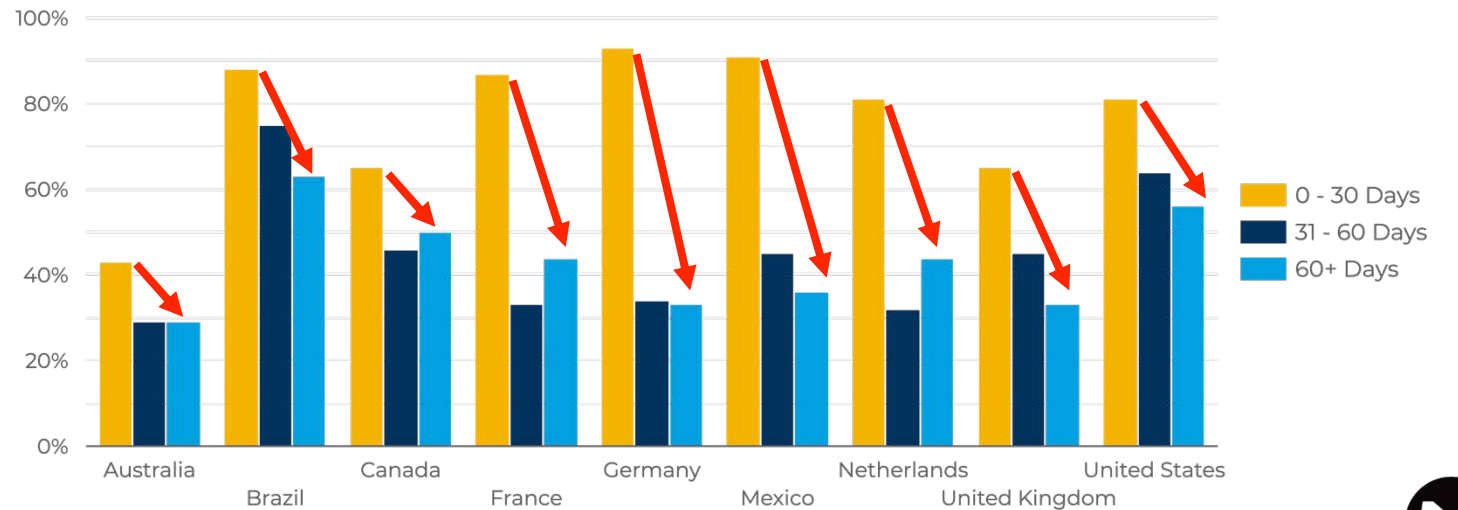
- 3 in 10 organizations sent at least 1 cultivation email to the Online Donor beyond 60 days

Percent of Organizations Sending Cultivation to the Online Donor Over Time



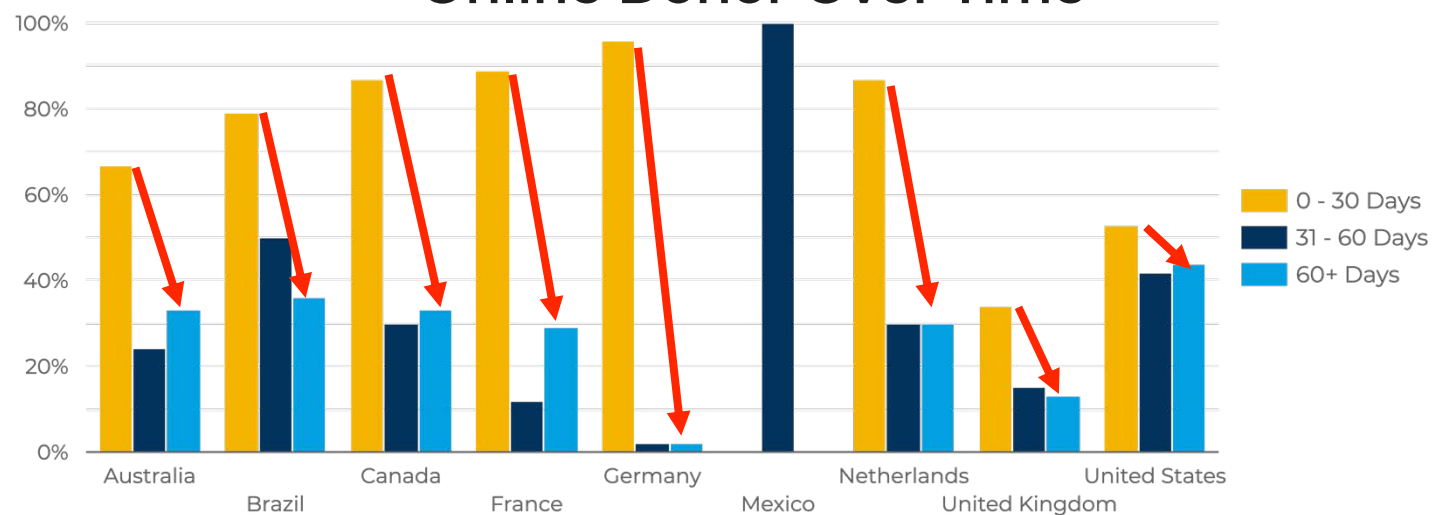
- 4 in 10 organizations sent at least 1 cultivation email to the Email Subscriber beyond 60 days

Percent of Organizations Sending Cultivation to the Email Subscriber Over Time

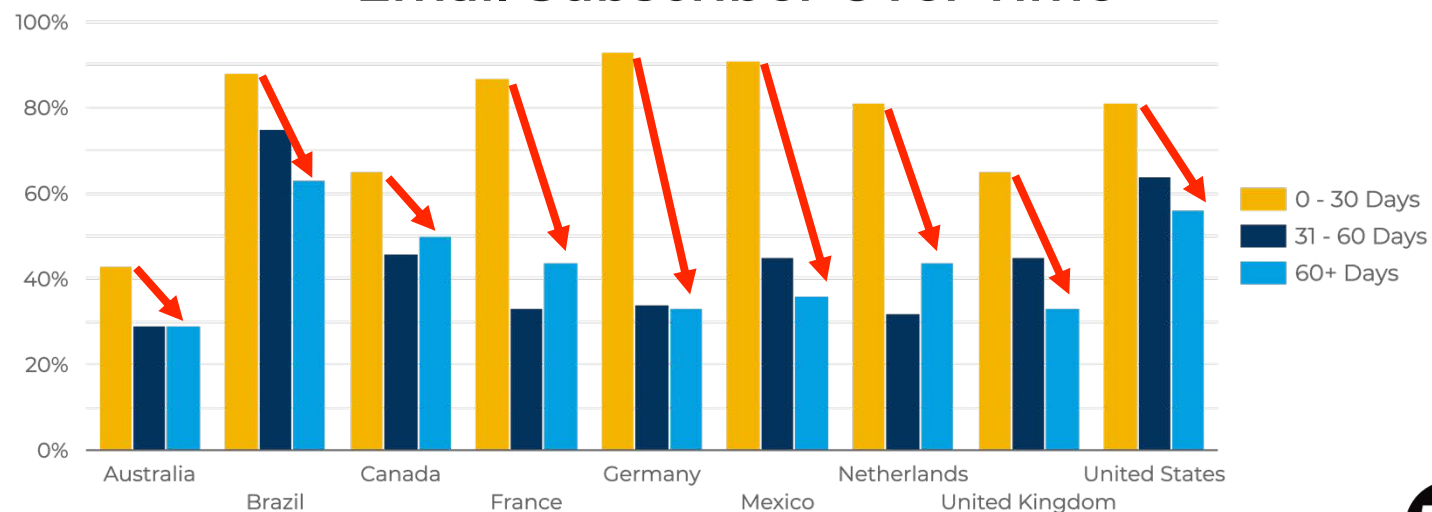


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- 4 in 10 organizations sent at least 1 cultivation email to the Email Subscriber beyond 60 days

Percent of Organizations Sending Cultivation to the Online Donor Over Time



Percent of Organizations Sending Cultivation to the Email Subscriber Over Time



DOES CULTIVATION MATTER?

How Increasing Cultivation Impacts Revenue

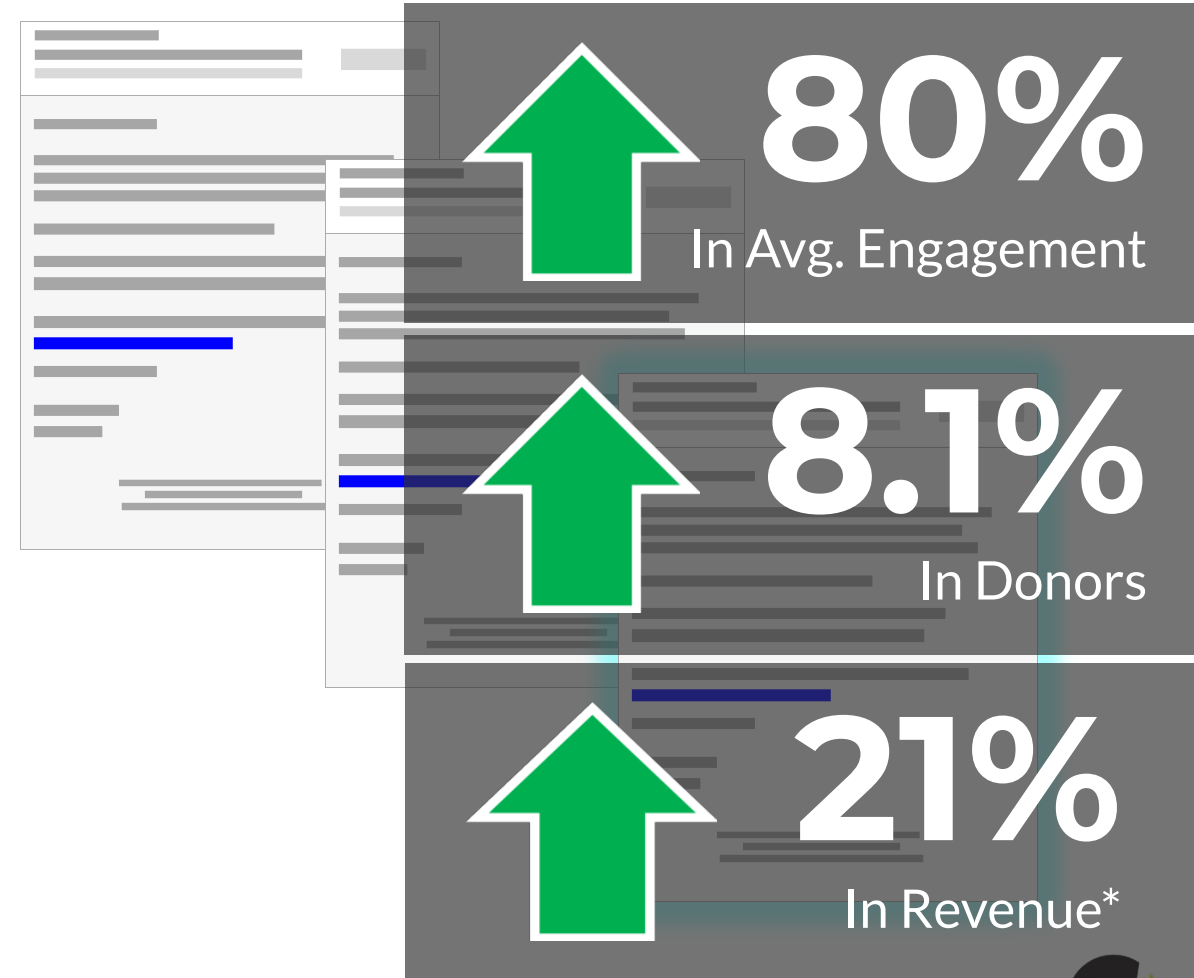
EXPERIMENT ID: #6395

3 MONTHS

CONTROL



TREATMENT



How Increasing Cultivation Impacts Revenue

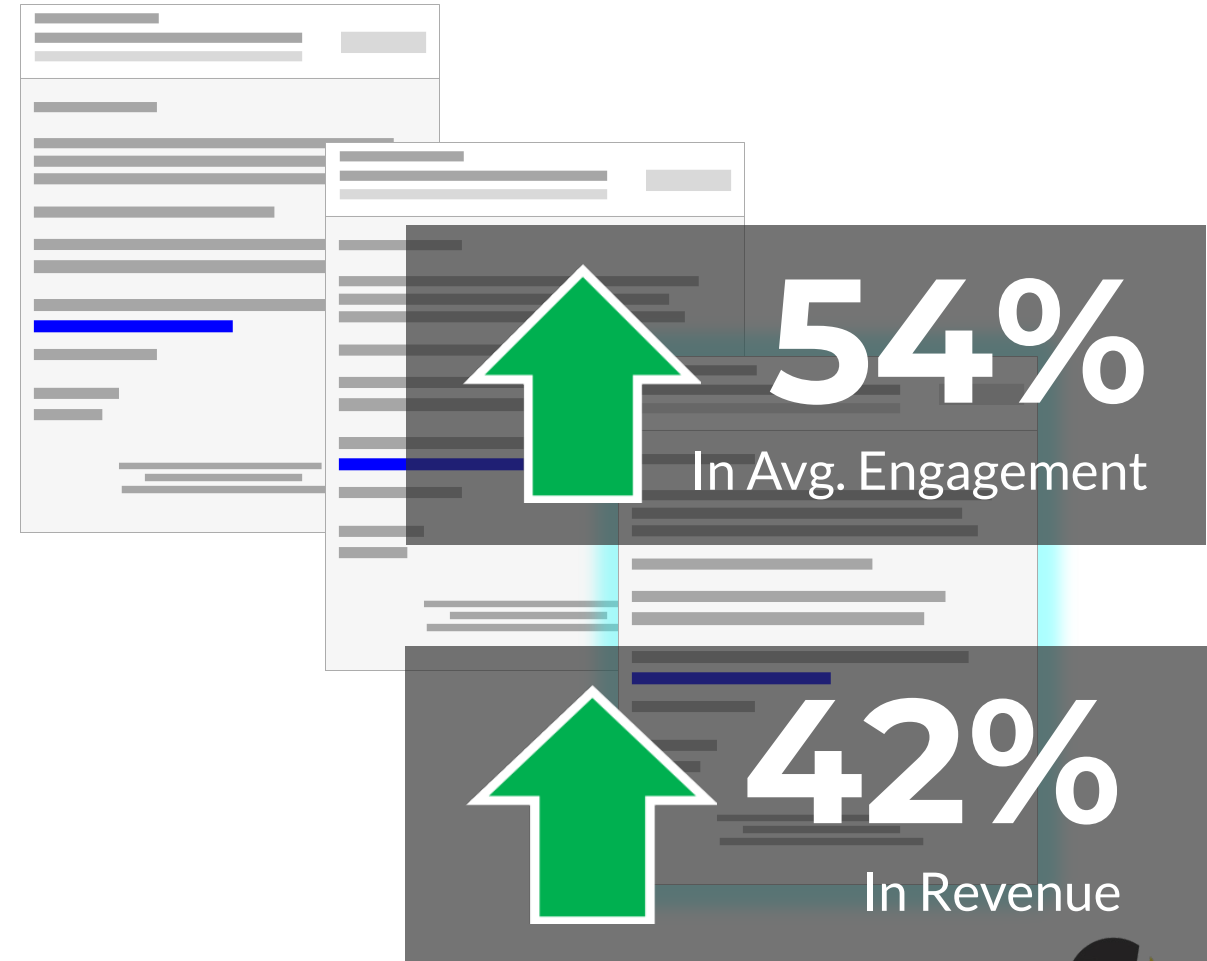
EXPERIMENT ID: #6395

6 MONTHS

CONTROL





TREATMENT



BUT HOW?





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[View the routes](#)



Gate of the dam

In the new TV program 'The fence of the dam', well-known Dutch people travel through our most beautiful areas with a Book of sheep and the shepherd. Available every week from Friday on SBS6. You can also walk the route yourself!


[Follow in the footsteps of sheepdogs](#)



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[Breeding success of our largest owl](#)



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[Listen to the podcast](#)


Rietveld, City poet Dawn Brown spent a week at Oude Koster Huis in 2019. He incorporated his experiences in his book. [Listen to the podcast](#)



Heritage Days

Come and have a look at our special buildings on 12 or 13 September and discover the stories that accompany them. But to ensure, real reservation is required.

[View the locations](#)



OUR PARTNER


Oreave farms

Drive in the stage of National Living Heritage: the (Bosveld) van Oostvaardersplassen in the world's largest nature reserve, forest and dune on the largest nature park.

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Our forest rangers have listed 10 beautiful routes with flowering heather for you. Request the heaviest form for free and receive it directly by email.

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What do you think of this newsletter?

☒ Yes
 ☐ No




Natural monuments

State aid Financial Statement Contact Website

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info@wildeganzen.nl
+31 (0) 33 204 5555
IBAN NL53 INGB 00000 40000
Chamber of Commerce no. 41182276



Sincerely,



Esther Koelewijn
Relationship manager private donors
ekoelewijn@tear.nl





ONLINE DONOR



The most beautiful heather routes

You can enjoy purple splendor on the heath again. Our forest rangers have listed the most beautiful routes with flowering heather.

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Gate of the dam

In the new TV program 'The fence of the deer', well-known Dutch people travel through our most beautiful areas with a flock of sheep and the shepherd. Available every week from Friday on SBS6. Yes, you can also walk the route yourself!

Follow in the footsteps of elephants

Umbrella chickadee born in Salland

This spring, for the first time in living memory, an eagle owl based on the Sallander Heuveling. And with success! Two chicks hatched. Breeding success of our largest owl

OUR PARTNER

Discount at Landal GreenParks

As a member of Natuurmonumenten you get an extra discount of up to 10% on a stay at Landal GreenParks. Enjoy a beautiful holiday in the most beautiful places close to home.

[CHECK THE OFFER](#)

New Pure Nature podcasts

Rick and Agnes Huis in 't Veld make organic dairy products and also restore the cultural landscape. Listen to the podcast

Rutger Bredius spent a week at Oude Rusee Huis in 2019. He investigated his experiences in his book that will be published this year. Listen to the podcast

Harb...

Come build a house. Due to the rain. View

OUR PARTNER

Orengje farm

Here in the range of Outdoor Living, the beautiful and cozy holiday in the woods between Tubbekamp, Oude Rusee and one on the special estate Oud Overbosch.

[BOOK NOW](#)

What is this?

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August 12, 2020

View online

WILDE GANZEN

Klein project Groot verschil

Dear Trent,

As a little girl, Josefa Ng'ona had a dream: she wanted to create a place where girls in Malawi could flourish. She is now fulfilling that dream at the age of 78 with the construction of a secondary school, especially for girls.

The first steps have been taken together with Ineke Hendrickx of the Nazareth Foundation Malawi and Wilde Ganzen. At this school girls will soon learn to stand up for themselves, so that they can grow up to be independent women.

Try moving in this direction

New beds, scales, blood pressure monitors and an ultrasound machine.

With the help of many donors, all these items could be bought and the clinic of the sisters in Cameroon has now been set up. Thanks to a financial windfall, it was even possible to buy more than had been hoped for in advance!

[Read the whole story](#)

The corona crisis is hitting poor and vulnerable people very hard.

Requests for additional help came from all over the world. Fortunately, you responded generously to the call to donate to the Wilde Ganzen Corona Fund. For example, people were given food parcels and soap even in the smallest houses in the neighborhood.

[View more results](#)

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IBAN NL53 INGB 00000 40000
Chamber of Commerce no. 41192276

A world of difference

[Read online](#)

A world of difference for Mbuti in Congo

Dear Mr. Alexnl,

Over the past year, you supported our work with a donation. Thanks! Your support has an impact on local churches and their environment worldwide. Poverty continues to destroy communities around the world. But local churches are changing. For example in Congo (DRC), where there seems to be no place for the Mbuti Pygmies.

In the video below, Tear takes you to the Mbuti

make the difference
We will call you soon to ask what you think of our work and whether you want to make a difference for people like the Mbuti. See you soon!

Sincerely,

Esther Koelwijn
Relationship manager private donors
ekoelwijn@tear.nl

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[CONTACT](#)

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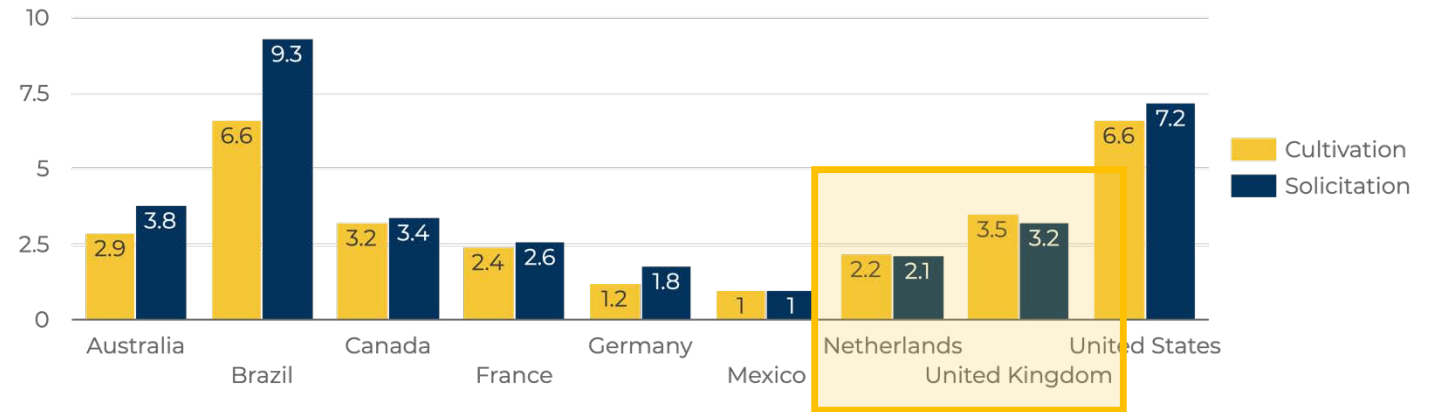
Click [here](#) to unsubscribe or to change your inspiration email preferences.

Image: Teartund | Hannah Maule-Ritch

FOR EVERY SOLICITATION RECEIVED, THE EMAIL SUBSCRIBER RECEIVED 1.4 CULTIVATION EMAILS COMPARED TO THE ONLINE DONOR WHO RECEIVED 0.9 CULTIVATION EMAILS.

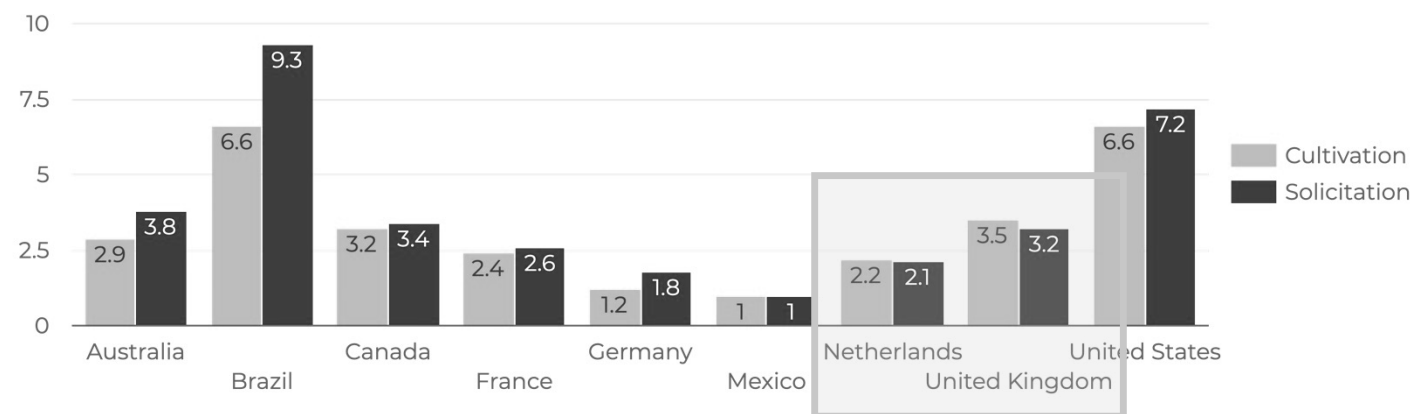
- Globally from those who sent emails the Online Donor received an average of 3 cultivation emails and 4 solicitation emails over 90 days

Average Number of Emails by Type to the Online Donor

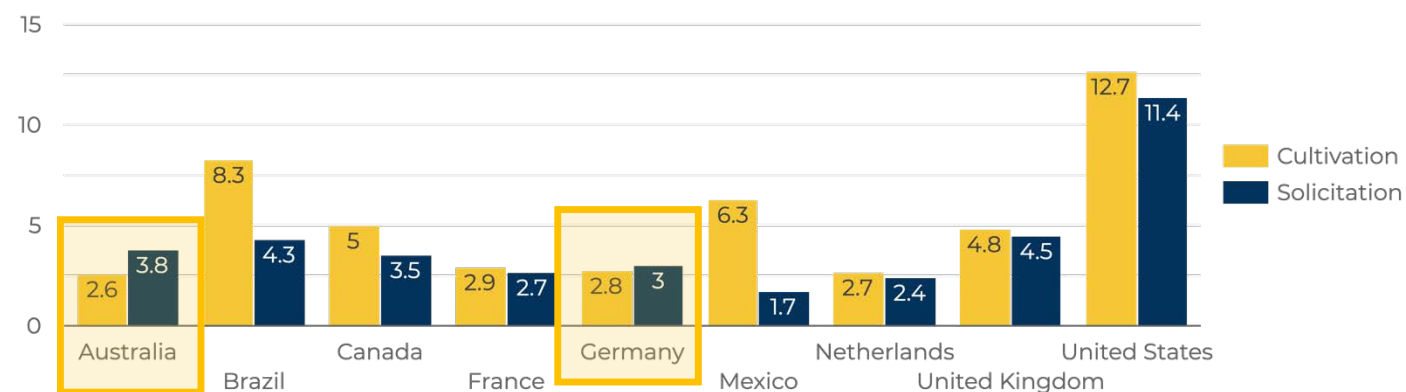


- Globally from those who sent emails the Online Donor received an average of 3 cultivation emails and 4 solicitation emails over 90 days
- Globally from those who sent emails the Email Subscriber received an average of 5 cultivation emails and 5 solicitation emails over 90 days

Average Number of Emails by Type to the Online Donor



Average Number of Emails by Type to the Email Subscriber



7. SEND MORE CULTIVATION EMAILS IN THE FIRST 14 DAYS AND AS TIME GOES ON.

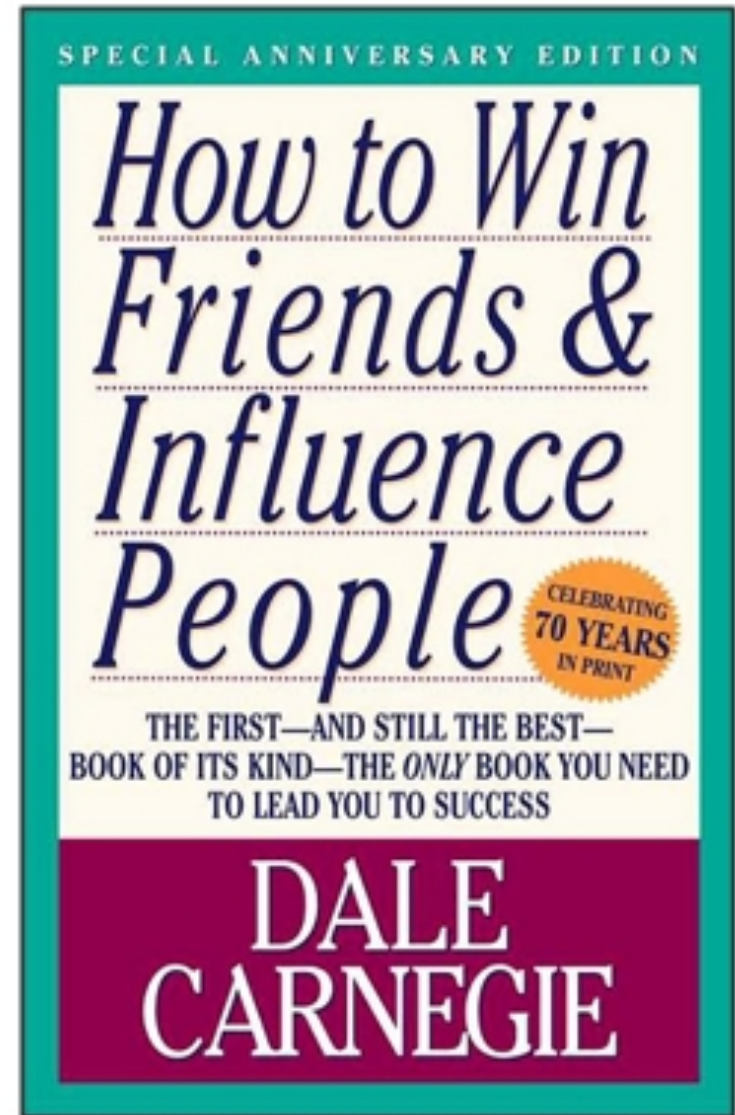
8. MAKE EMAILS MORE PERSONAL TO SUBSCRIBERS AND DONORS.

**PEOPLE GIVE TO PEOPLE, NOT
EMAIL MARKETING MACHINES.**

POWER IN THEIR NAME.

“Remember that a person’s name is, to that person, the sweetest and most important sound in any language.”

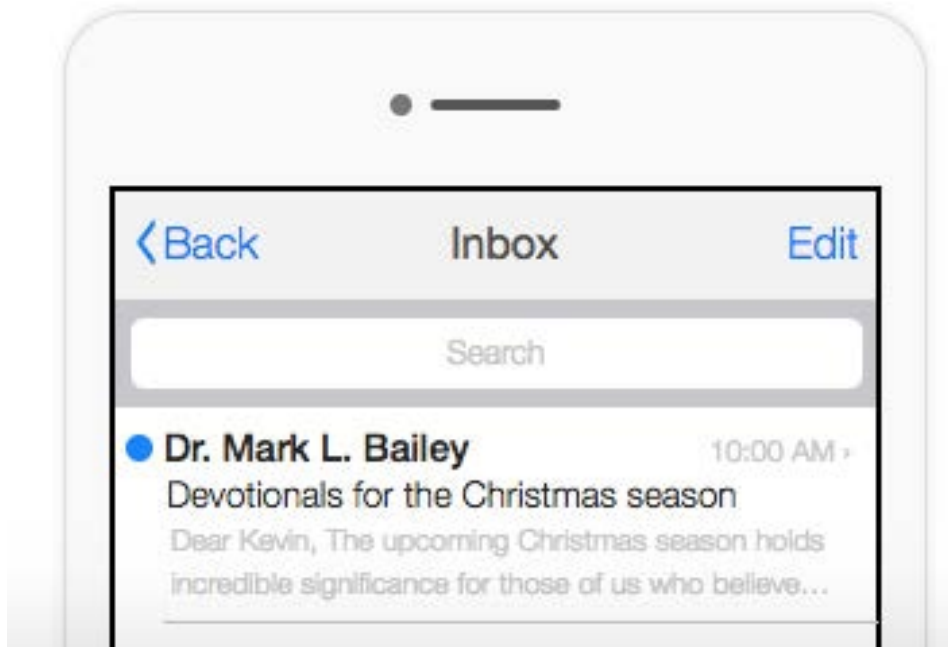
-Dale Carnegie



How Mystery and Personalization Affect Open Rate

EXPERIMENT #5694

VERSION A



VERSION B



Experiment #5707

CONTROL

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation



Hi Jeff,

TREATMENT

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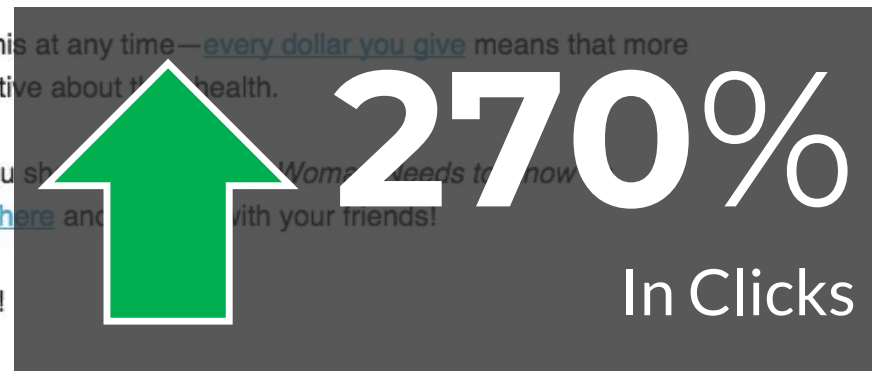
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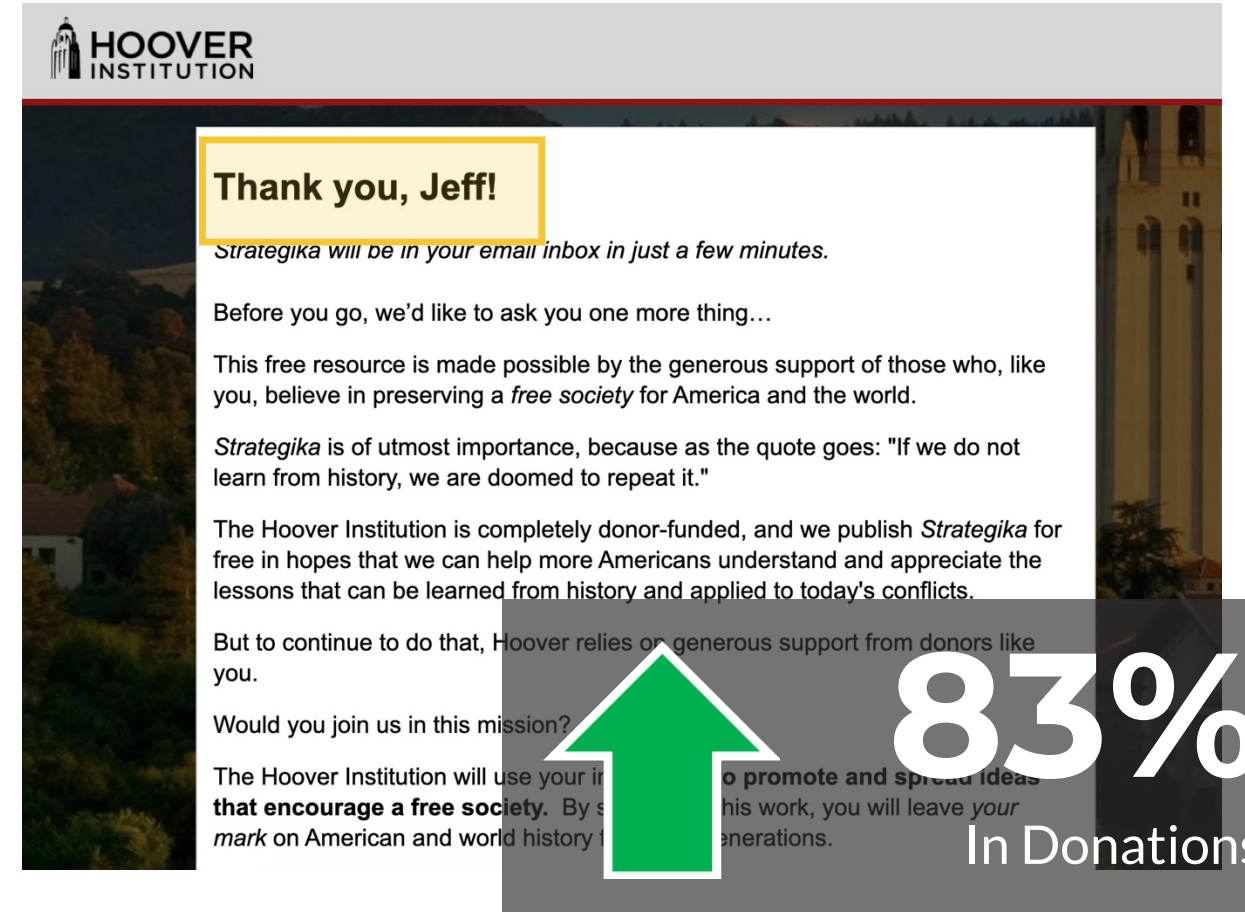
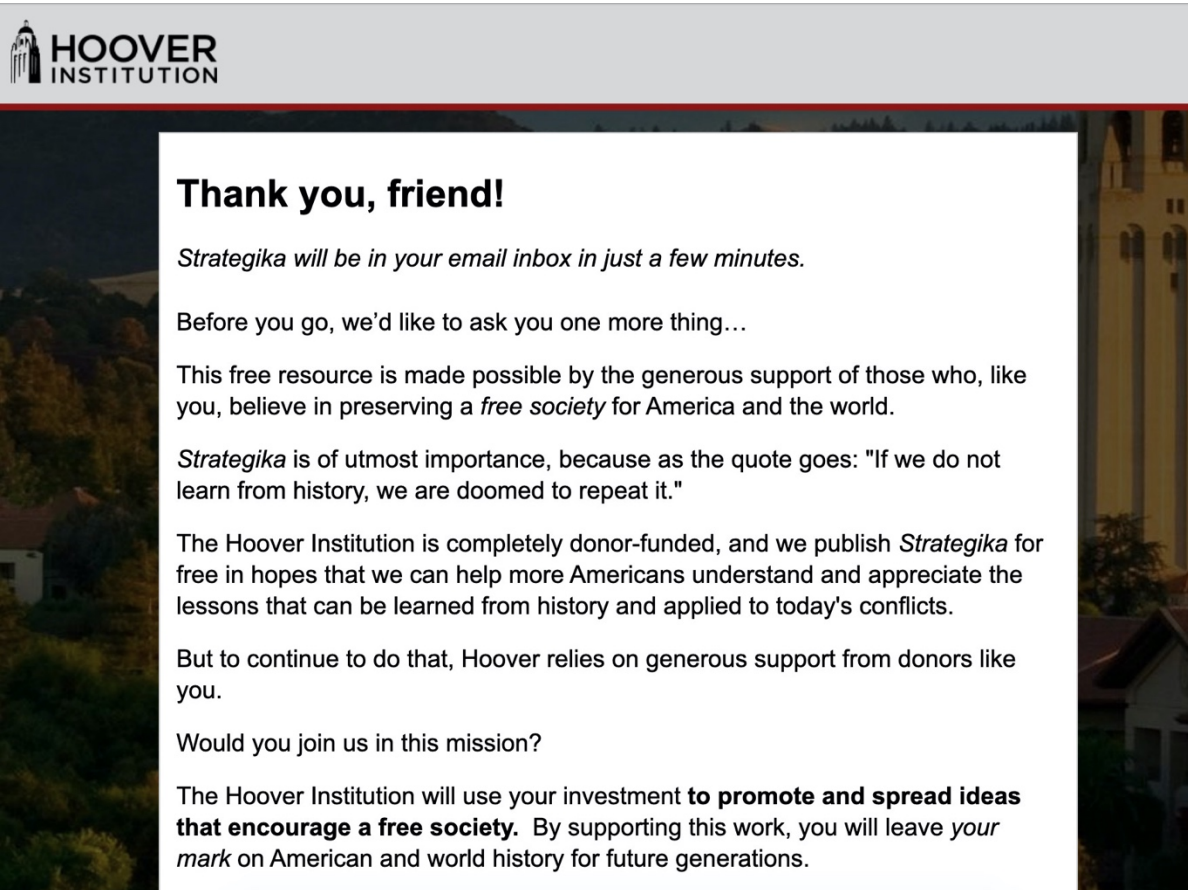


How Personalizing A Response On An Instant Donation Page Affects Conversion

EXPERIMENT ID: #21354

CONTROL

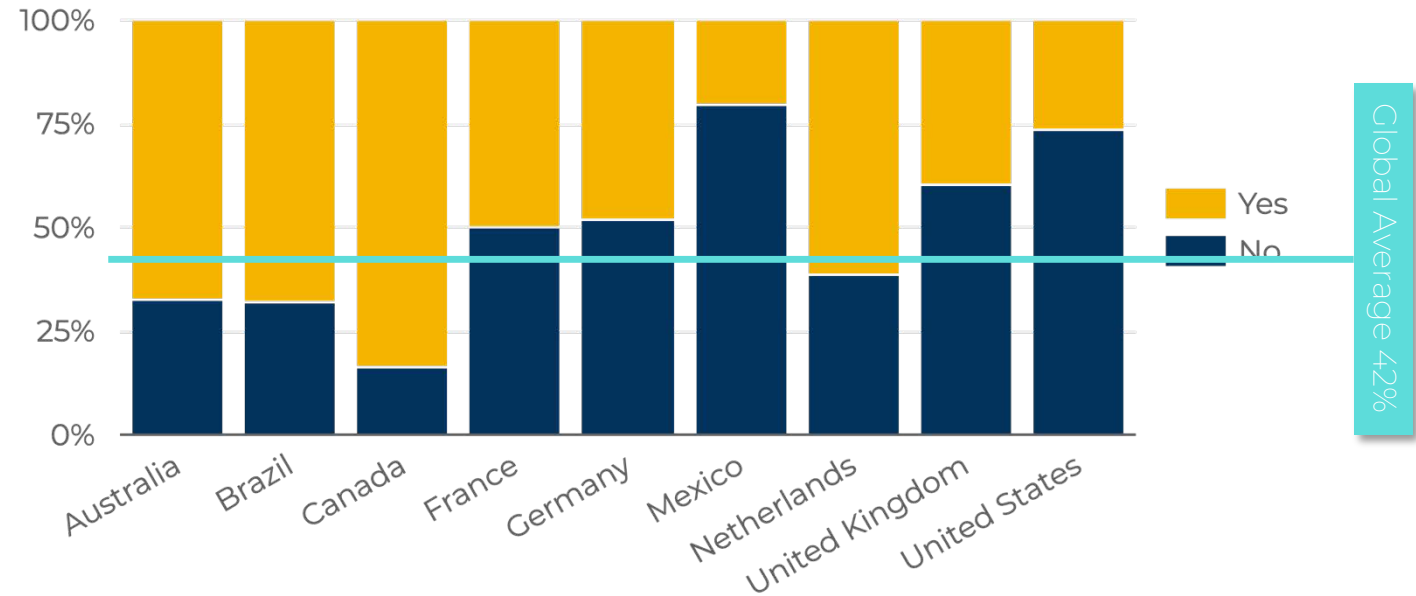
TREATMENT



**OVER HALF OF EMAILS TO THE EMAIL
SUBSCRIBER DID NOT MENTION THEIR
NAME.**

- 42% of emails to the email subscriber did not use their name
 - Canada was the most likely to use their name (84%) while the United States was the least likely (26%)

Did they use the Email Subscriber's Name in the Email?



You Can't Use It If You Don't Capture It...

Newsletter

E-Mail *

deine E-Mail Adresse

☐ Ja zur Datenschutzerklärung *

weiter

ABONNEZ-VOUS À NOTRE NEWSLETTER

E-mail *

Je m'abonne !

Stay informed »

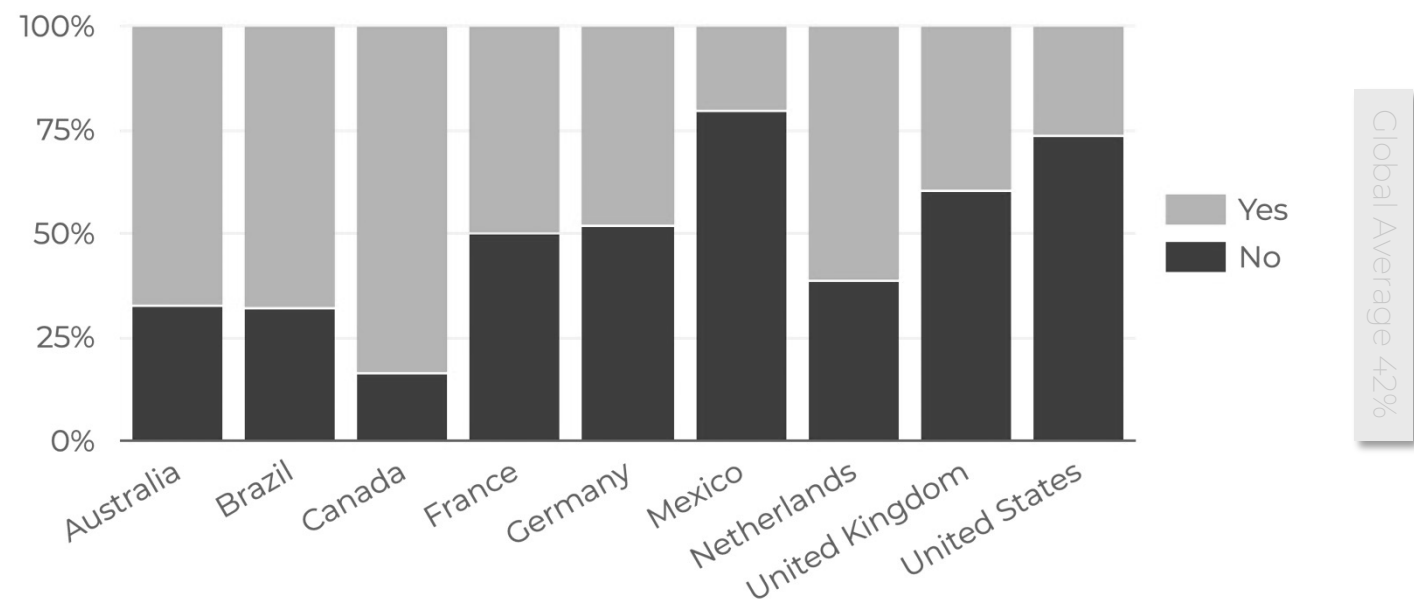
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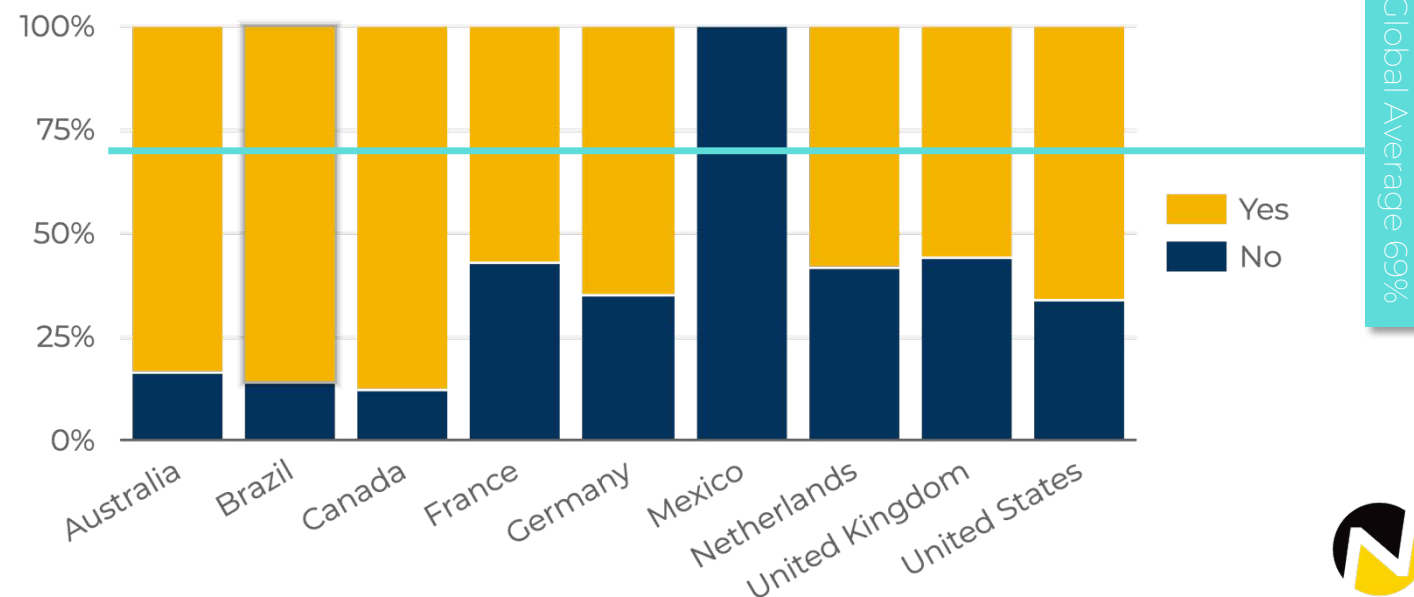
- 69% of emails to the donor included their name

- Canada was the most likely (9 in 10 emails did) while France, the Netherlands, and the United Kingdom were the least likely (4 in 10 emails)


Did they use the Email Subscriber's Name in the Email?




Did they use the Online Donor's Name in the Email?







Natuurmonumenten



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[View the locations](#)



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☒ Yes
 ☐ No




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 3812 GY Amersfoort
info@wildeganzen.nl
 +31 (0) 33 204 5555
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 Chamber of Commerce no. 41182276

Sincerely,







Esther Koelewijn
Relationship manager private donors
ekoelewijn@tear.nl

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Image: Tearfund | Harshaj Majle-fitch



**POWER IN YOUR NAME... NOT
YOUR ORGANIZATION'S NAME...**

Does an Email Sent From an Individual Produce a Higher Open Rate Than an Email Sent From an Organization?

EXPERIMENT ID: #6096

CONTROL

TREATMENT

World Concern <info@worldconcern.org>

to me



Jacinta Tegman, World Concern <jacintategman@worldconcern.org>

to me

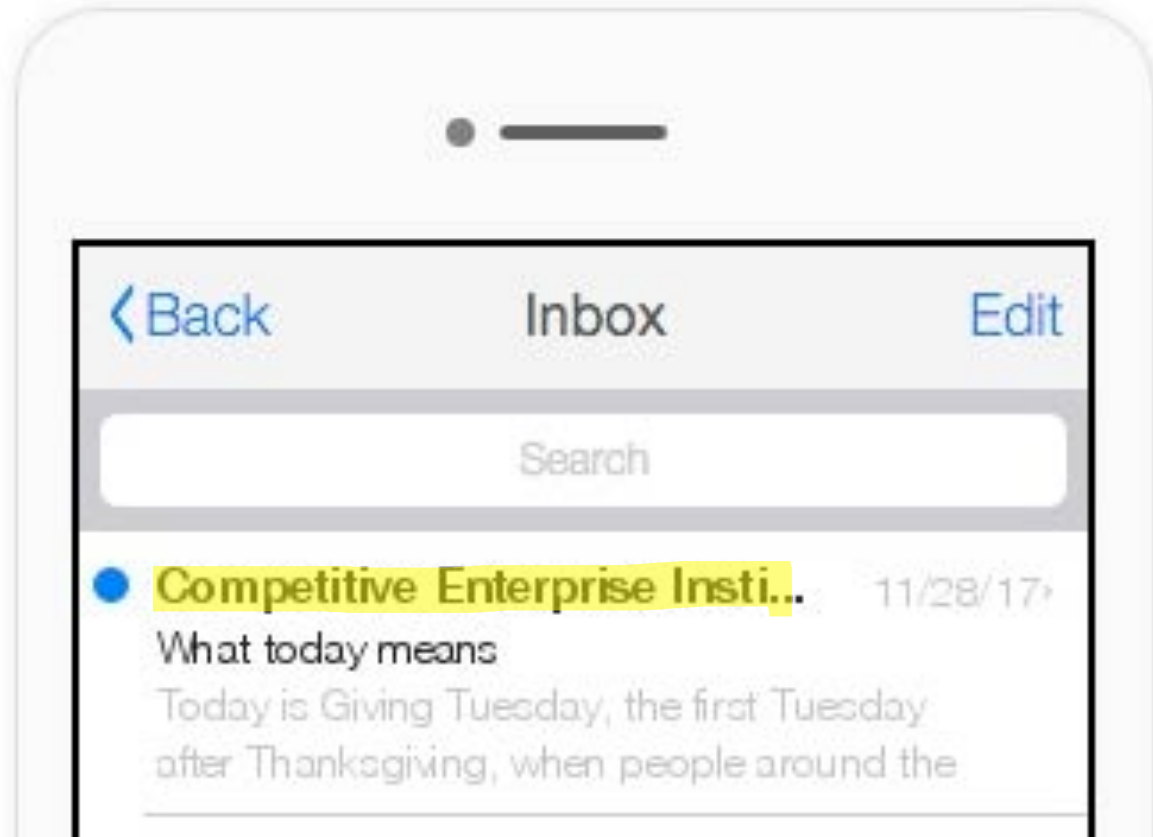


38%

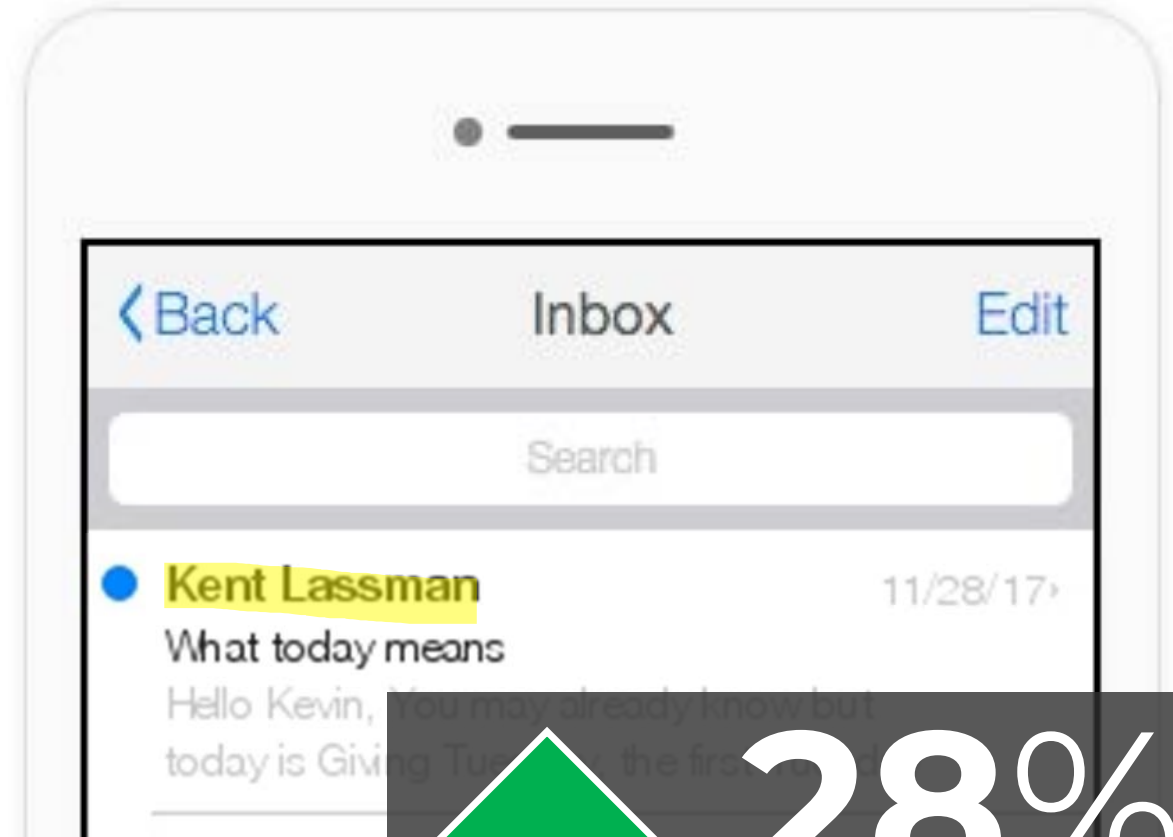
In Opens

Which gets the most opens? (#8010)

VERSION A



VERSION B



28%

In Email Opens

Experiment #11472

CONTROL - CEO

Providing help ➤



Albert Reyes albert.reyes@buckner...
to me ▾

Dear Kevin,

God bless,

Albert Reyes
President and CEO
Buckner International

TREATMENT - VP

Providing help ➤

JoAnn Cole joann.cole@buckner.org ...
to me ▾



85%

In Email Opens



150%

In Donations

**7 OUT OF 10 EMAILS WERE SENT FROM
THE ORGANIZATION ONLY.**

There Types of Email Senders

ORGANIZATION ONLY

Subject: Changing the course of young lives

From: Save the Children <info@savethechildren.org.au>

To: trent.alexau@loveyourgrub.co

Date Sent: Monday, September 28, 2020 8:18:54 PM GMT-05:00

Date Received: Monday, September 28, 2020 8:18:57 PM GMT-05:00

PERSON, ORGANIZATION

Subject: It's a crime, Trent

From: "Dermot O'Gorman, WWF-Australia" <enquiries@wwf.org.au>

To: trent.alexau@loveyourgrub.co

Date Sent: Tuesday, September 15, 2020 1:16:09 AM GMT-05:00

Date Received: Tuesday, September 15, 2020 1:16:13 AM GMT-05:00

PERSON ONLY

Subject: From bench to bedside

From: Kerry Strydom <kstrydom@acrf.com.au>

To: Trent Alexau <trent.alexau@loveyourgrub.co>

Date Sent: Thursday, August 13, 2020 10:00:51 PM GMT-05:00

Date Received: Thursday, August 13, 2020 10:01:29 PM GMT-05:00

0 DAYS

Welcome to the PIH Canada Community!



Nikita Chowdhury, Partners In Health Canada [pihcanada@pih.org](#) Fri, Jul 3, 2020, 1:12 PM ☆ ↩ ⋮
to Annika

[View this email in your browser](#)



Annika - it's good to have you with us!

My name is Nikita and I've been with Partners In Health Canada for just over a year. I keep PIH Canada donors and supporters informed about the work made possible through the generosity of Canadians from across the country.

Partners In Health serves 7 million patients each year as an act of solidarity and social justice. We also like to think of it as a movement...and now you're part of it.

So welcome to our community.

You'll be hearing from me and our team about the patients we serve, the challenges we face, and what you can do to help.

Connect with us on [Facebook](#), [Twitter](#) or [Instagram](#) and keep up to date about our work. You can also reach out to me anytime at nchowdhury@pih.org.

Thanks for joining us and chat soon,
Nikita

Nikita Chowdhury
Manager of Annual Giving and Engagement
Partners In Health Canada

[P.S. Curious about our impact? Take a look at PIH Canada's 2018 Annual Report.](#)



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Toronto, Ontario M4W 3P4
Canada

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1 DAY

What community-level support means for a mother and her daughter.



Mark Brender, Partners In Health Canada [pihcanada@pih.org](#) Sat, Jul 4, 2020, 1:12 PM ☆ ↩ ⋮
to Annika

[View this email in your browser](#)



Agnes Uburuta and her daughter Aline, behind their home in rural southern Kayanza, Rwanda.
(Photo by Mark Brender / Partners In Health Canada)

Dear Annika,

We have many mantras at Partners In Health. One of the most important to me is "Health is a human right."

Millions of people around the world lack the most basic health care and suffer from treatable ailments, such as severe malnutrition, as a result. But there are solutions. We know how to deliver on the promise of health as a human right, anywhere in the world.

I was reminded what some of these solutions look like when I met Agnes and her young daughter Aline during a trip to Rwanda last fall.

[READ AGNES'S STORY](#)

Agnes's story illustrates so clearly the links between poverty and ill health – and the critical importance of making long-term commitments and having deep roots in communities if we are going to address them.

I hope this story provides you inspiration, as it did for me.

Mark

—

Mark Brender
National Director
Partners In Health Canada



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3 DAYS

Join the movement to make health a human right!



Ian Pinnell, Partners In Health Canada [pihcanada@pih.org](#) Mon, Jul 6, 2020, 1:13 PM ☆ ↩ ⋮
to Annika

[View this email in your browser](#)



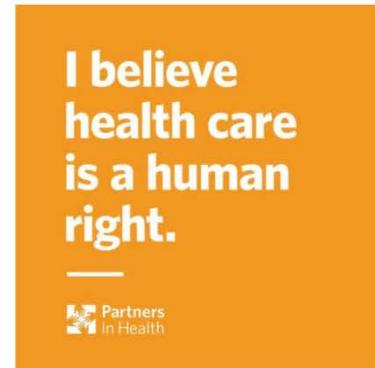
Hi Annika,

It's been 70 years since the Universal Declaration of Human Rights was signed, but we're still fighting for the right to health for all.

To us the right to health is about more than just health care. It is the idea that every person should have the opportunity to thrive - no matter where they were born.

If you believe like we do that health is a human right, stand with PIH Canada today and help share our message.

Click the image below to share this message on Facebook.
Remember to tag us at [PIHCanada](#).



[Share](#) [Tweet](#) [Forward](#)

<https://pihcanada.org/health-is-a-human-right/>

Thank you for standing in solidarity with the patients and communities we serve and engaging more Canadians in the movement for the right to health for all.

Ian

—

Ian Pinnell
Development Coordinator
Partners In Health Canada



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You are receiving this email because you are a donor to Partners In Health Canada or signed up to receive email updates.

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Partners In Health Canada
890 Yonge Street, Suite 603
Toronto, Ontario M4W 3P4
Canada

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EMAIL SUBSCRIBER



**BEING 'PERSONAL' CAN ALSO APPLY
TO THE DESIGN, COPY, AND TONE
WITHIN THE EMAIL.**

99.9% OF EMAILS HAD DESIGN ELEMENTS.

THIS IS WHAT OUR “OPTIMIZED” EMAILS LOOK LIKE...



Fr. David [Unsubscribe](#)
to leonard.mclean ▾

Hello Leonard,

As we proceed through Holy Week, I pray this is a time of many graces for you – especially during this uncertain season we are in. It certainly has been for me here at the National Shrine of Our Lady of the Snows.

One of my goals this Holy Week is to bring more people into a partnership with the Missionary Oblates. As we continue our work around the world we see the needs of the poor greater than ever as we all experience this global pandemic. Sustainers of our ministry are critically needed right now. Monthly supporters help the Oblates to maintain our ministries here at the Shrine and provide for the ongoing physical and spiritual care of those who need it most.

Is this something you would consider?

This Holy Week, I'd like to offer you a special opportunity to have a Votive Candle lit for you every month at the Shrine. When you become a monthly supporter of the Missionary Oblates with a gift of \$15 or more, we will light a candle for your intentions every single month and bring those before the Lord.

I have set a goal of 100 candles to be lit by the end of this Holy Week. The great news is it looks like we might reach this goal, but I need your help. Will you become an Oblate sustainer at this time and truly bless our missionaries during Holy Week?

I would be honored to light a candle for you every month at the Shrine. The Votive Candle will be a reminder that the Oblates and our Shrine pilgrims are lifting your prayer requests towards Heaven.

You can make your monthly contribution here: <https://oblatesusa.org/have-a-candle-lit/>

I hope you will consider this. What a beautiful sight it will be to light 100 candles every single month for the intentions of our faithful, monthly supporters.

I pray you have had a spirit-filled Holy Week so far, and I pray that the next few days are filled with joy as you celebrate the new life we receive through Jesus Christ.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

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You have received this message because you are subscribed to Missionary Oblates of Mary Immaculate emails.

Our mailing address is:
Missionary Oblates of Mary Immaculate
9480 N Demazenod Dr
Belleville, IL 62223-1159

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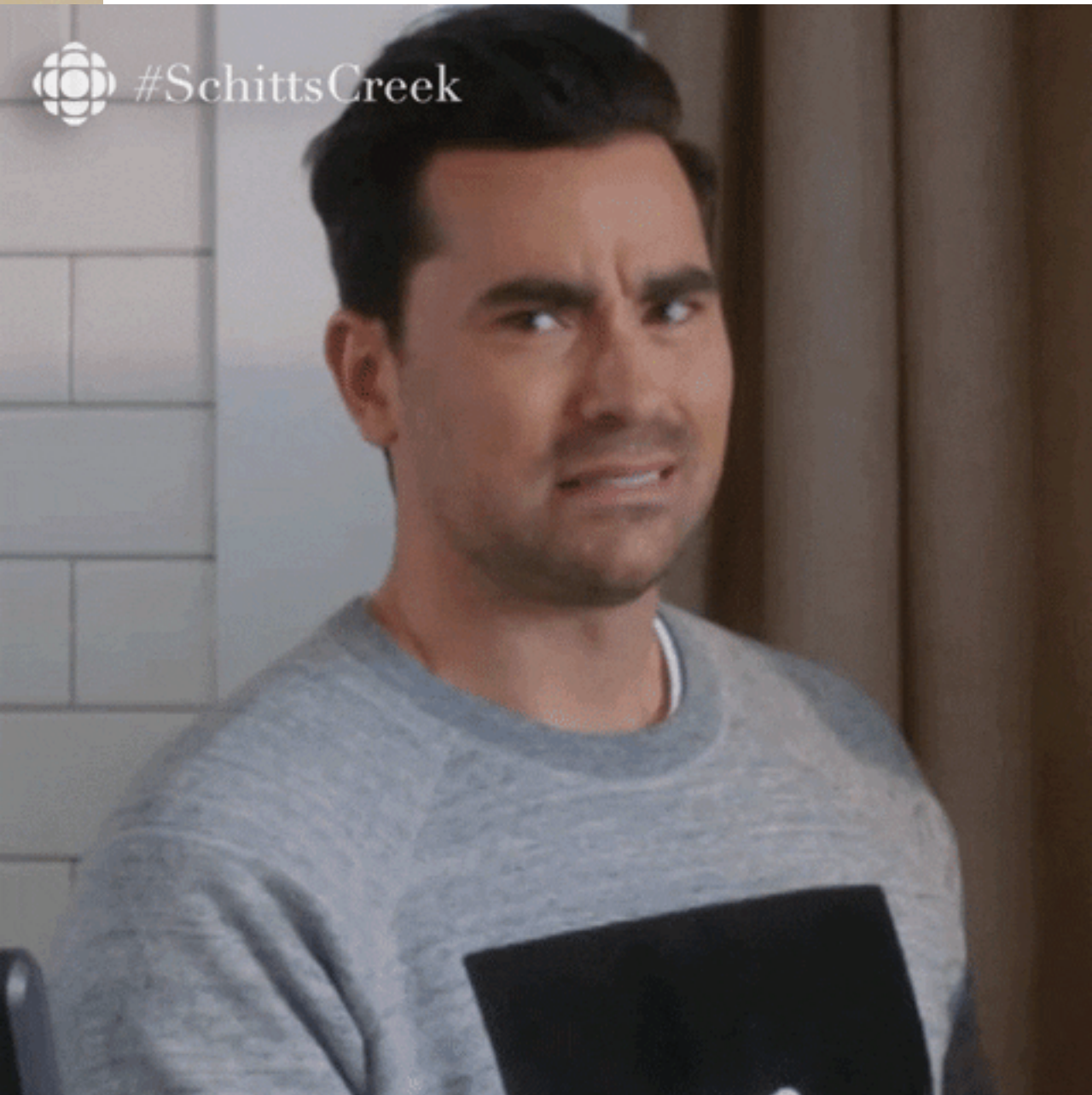




#SchittsCreek



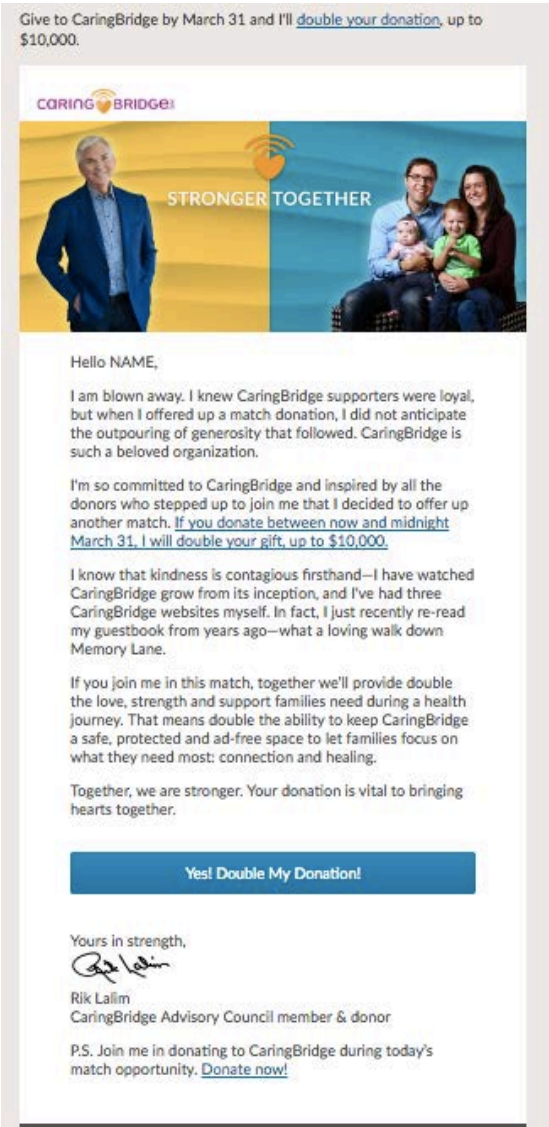
#SchittsCreek



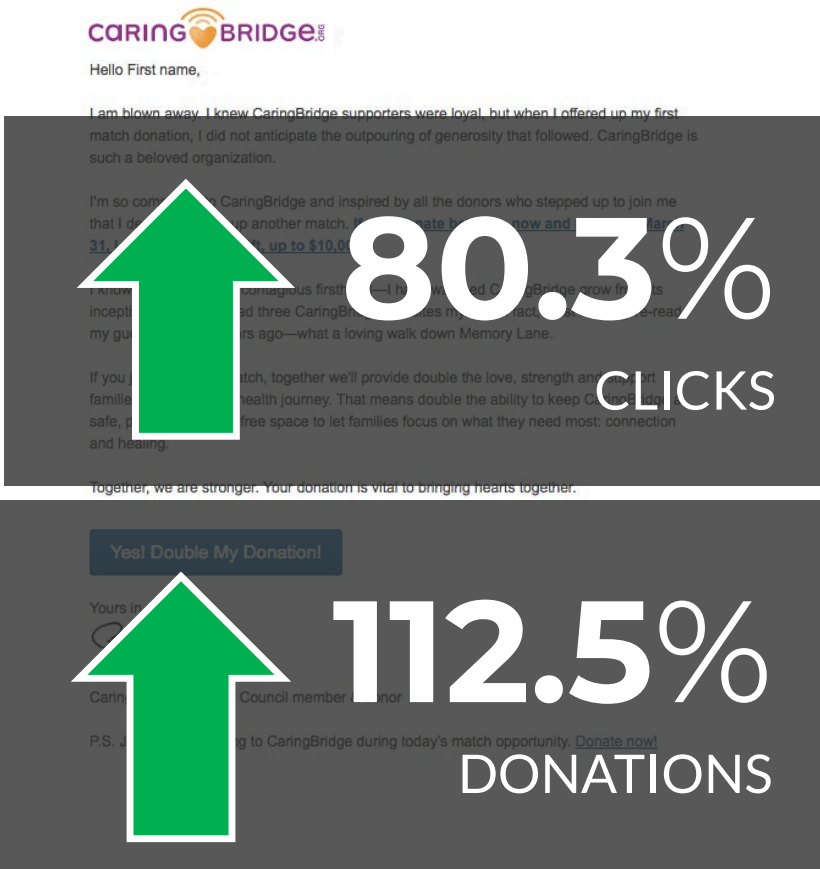
Will Removing Design Elements in a Fundraising Email Increase Response?

EXPERIMENT #4174

CONTROL



TREATMENT

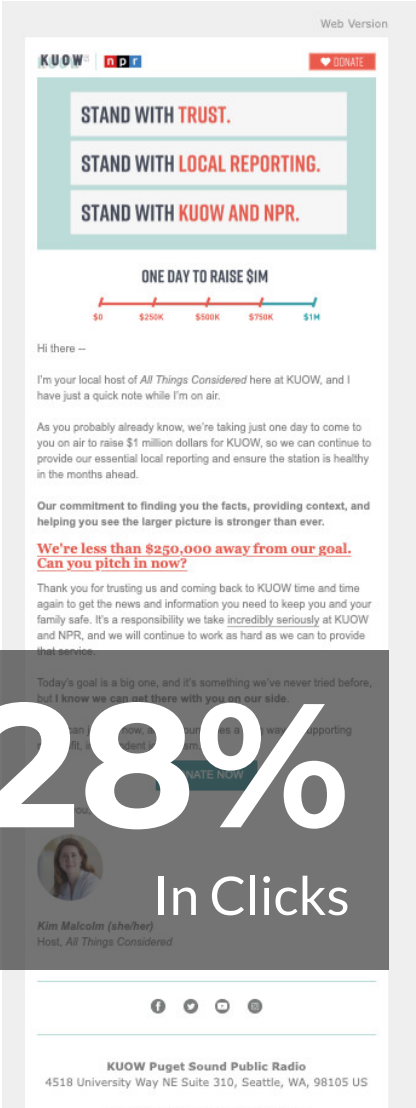


BUT NOT FOR PUBLIC RADIO...

Will A Less Designed, More Text Based Email Lead To More Donations?

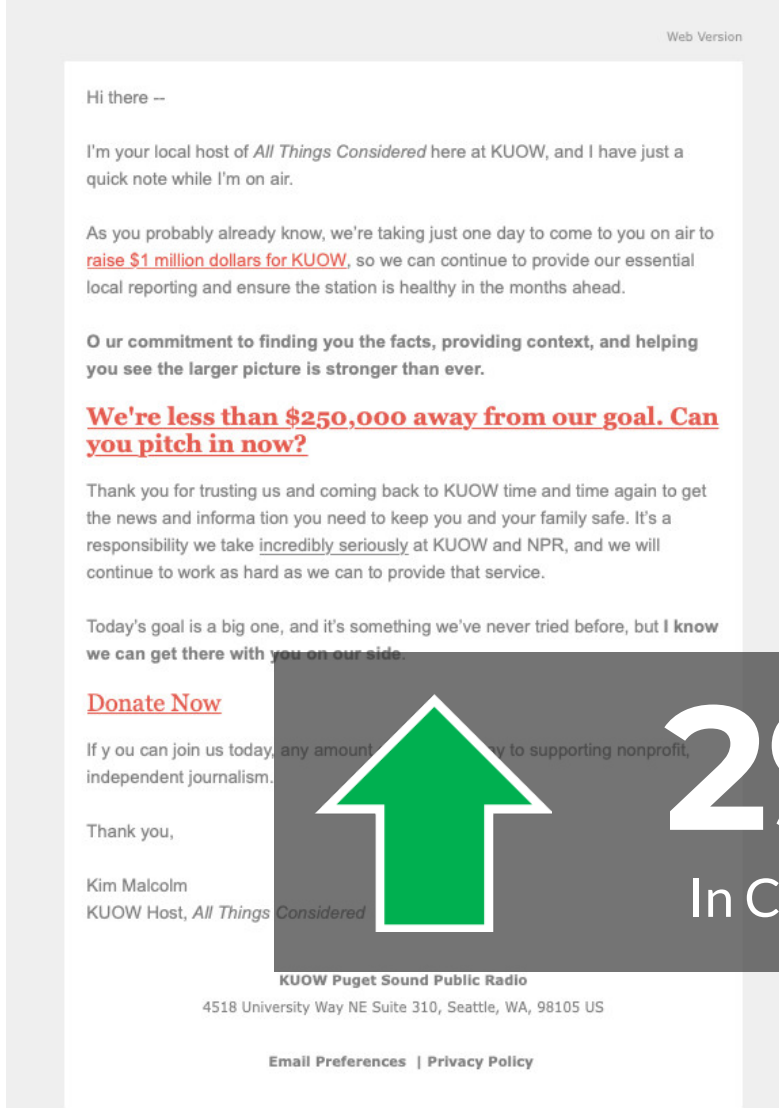
EXPERIMENT ID: #20996

CONTROL - DESIGNED



28%
In Clicks

TREATMENT - PLAIN



29%
In Conversions

BUT NOT IN ITALY...

Save the Children Italy

CONTROL

Abbiamo urgente bisogno di aiuto
Versione Online

 **Save the Children**
100 ANNI

DONA ORA



Bombardato un ospedale in Yemen

Ieri sera è arrivata una tragica notizia. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile e quattro bambini e tre adulti sono rimasti uccisi. È fondamentale che l'ospedale torni a funzionare immediatamente. 5.000 persone hanno urgente bisogno di assistenza.

DONA ORA »

 con 263€ » Doni a 23 bambini CIBO TERAPEUTICO per 2 settimane	 con 81€ » Assicuri a 4 bambini appena nati 1 KIT NASCITA	 con 57€ » Fornisci a 5 famiglie ACQUA POTABILE per 1 mese.
---	--	--

Save the Children è presente in Yemen dall'inizio del conflitto portando cibo, acqua potabile, kit di emergenza e cure contro la malnutrizione. Per continuare a essere sempre a fianco dei bambini a rischio abbiamo bisogno anche di te.

[Non c'è più tempo da perdere. Aiutaci ora.](#)


Daniela Fatarella
Vice Direttore Generale per l'Italia
Save the Children

Save the Children Italia ONLUS - Via Volturno, 58 - 00185 Roma - Tel. (+39) 06 480.700.72

TREATMENT

De: Daniela Fatarella <no-reply@savethechildren.org>

Fecha: 26 de marzo de 2019, 22:10:08 CET

Para: maria.perezvega@gmail.com

Asunto: Maria, hanno appena bombardato un ospedale e 4 bambini sono morti.

Responder a: infoemergenze@savethechildren.org

Gentile Maria,

torno a scriverti dopo poche ore perché mi è appena arrivata una tragica notizia. In Yemen l'ospedale nei pressi di Saada supportato da Save the Children è stato colpito da un missile a pochi metri dall'entrata e quattro bambini e tre adulti sono rimasti uccisi.

L'ennesima tragedia a 4 anni dall'inizio di questo conflitto in cui ogni mese 37 bambini vengono uccisi o feriti negli attacchi.

[C'è bisogno di te. Il nostro lavoro per i bambini yemeniti non si ferma. Dona ora.](#)


Grazie di cuore per quanto potrai fare.

Un caro saluto,

Daniela Fatarella
Vice Direttore Generale per l'Italia
Save the Children

Se non desideri più ricevere aggiornamenti [clicca qui](#).

I tuoi dati personali sono trattati da Save the Children secondo [la nostra informativa](#) fornita ai sensi dell'art.13 del Regolamento UE n.679/2016 (cd. GDPR).

 **300%**
Donations

BUT NOT FOR NEWSLETTERS...

How removing a newsletter's marketing template impacted clickthrough rate

EXPERIMENT ID: #20949

CONTROL



TREATMENT

Dear << Test Email Salutation >>,

Due to the COVID-19 outbreak and closures by our university partners, TFAS is unable to offer in-person academic internship programs in Washington, D.C. this summer. As saddened as I am to share this news, I am pleased to report that we have quickly adapted our D.C. programs into [TFAS Virtual Summer](#) – an active-learning online program that brings the important lessons of liberty and leadership directly to students, wherever they may be.

The program will include virtual internships, TFAS academic courses, a one-on-one mentoring program, professional development seminars, guest lectures by top policy experts, career exploration panels, small group discussions, site briefings with key government leaders and virtual networking events. Learn more about the program at [TFAS.org/VirtualSummer](#).

I encourage you to share this new opportunity with the young people in your life and, if you work for or have connections to a D.C.-based organization, I hope you will consider hosting a TFAS student as a virtual intern this summer. We are already receiving a positive response from students who are enrolling, and need to find additional virtual internship sites to meet the rapidly growing demand. If you or someone in your network is interested, please [fill out our intern request form here](#) or email US Programs Director Joe Starrs at jstarrs@TFAS.org.

Despite the obstacles, TFAS will continue to forge ahead with our essential task of educating future leaders in the values of limited government, free-market economics and honorable leadership. I invite you to learn more about these changes and additional TFAS updates this week below and in our full "[Liberty and Leadership](#)" [report on TFAS.org](#). Thank you for your support as we continue this important work together.

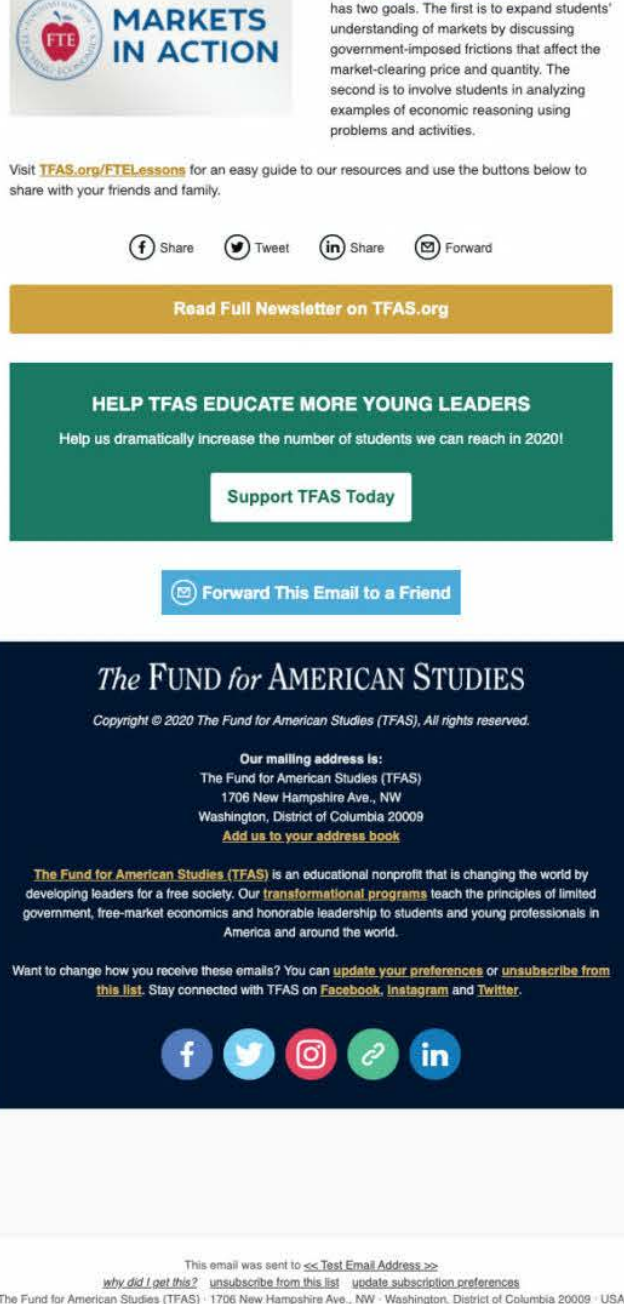
All the best,

Roger Ream, President
The Fund for American Studies (TFAS)

TFAS Podcast: What is Democratic Socialism?

Economist [Dr. Anne Bradley](#) joins TFAS for a candid discussion on the definition, appeal and contradictions of democratic socialism and why it is never the answer (not even during a pandemic).

How re clickthr EXPERI



's marketing tem

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This episode was released this week on the [TFAS "Liberty + Leadership" Podcast](#). To avoid missing an episode, subscribe on [Apple](#), [Spotify](#), [Stitcher](#), [Google](#) or your favorite podcasting app.

Econ Lesson of the Week: Markets in Action

The High School Economics Lesson of the Week is "[Markets in Action](#)." This lesson has two goals. The first is to expand students' understanding of markets by discussing government-imposed frictions that affect the market-clearing price and quantity. The second is to involve students in analyzing examples of economic reasoning using problems and activities. [Visit TFAS.org/FTELessons for an easy guide to our resources.](#)

TFAS Covers COVID-19 Concerns

TFAS alumni and faculty continue to be at the forefront of the coronavirus discussion with their analysis, information and tips. [You can read their coverage and other stories in this week's "Quick Links."](#)

Help TFAS Educate More Young Leaders

You can help us dramatically increase the number of students we can reach in 2020! [Support TFAS Today!](#)

Easy Links

[Read the Full Newsletter on TFAS.org](#)

[Forward This Email to a Friend](#)

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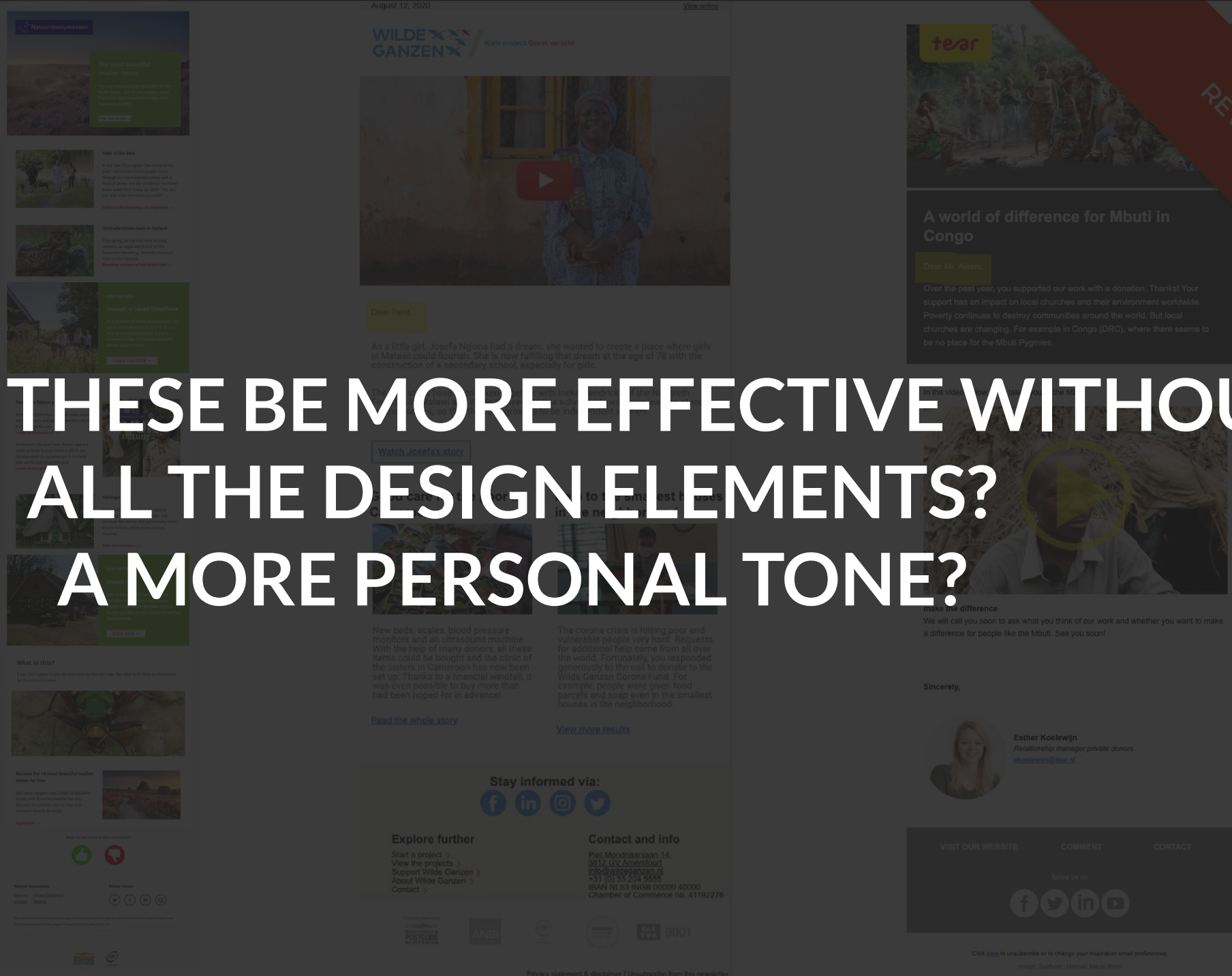
68.5%
In Click Rate

**BUT NOT [INSERT MOST LIKELY
POOR REASON TO NOT TEST THIS]...**



ONLINE DONOR

WOULD THESE BE MORE EFFECTIVE WITHOUT ALL THE DESIGN ELEMENTS? A MORE PERSONAL TONE?



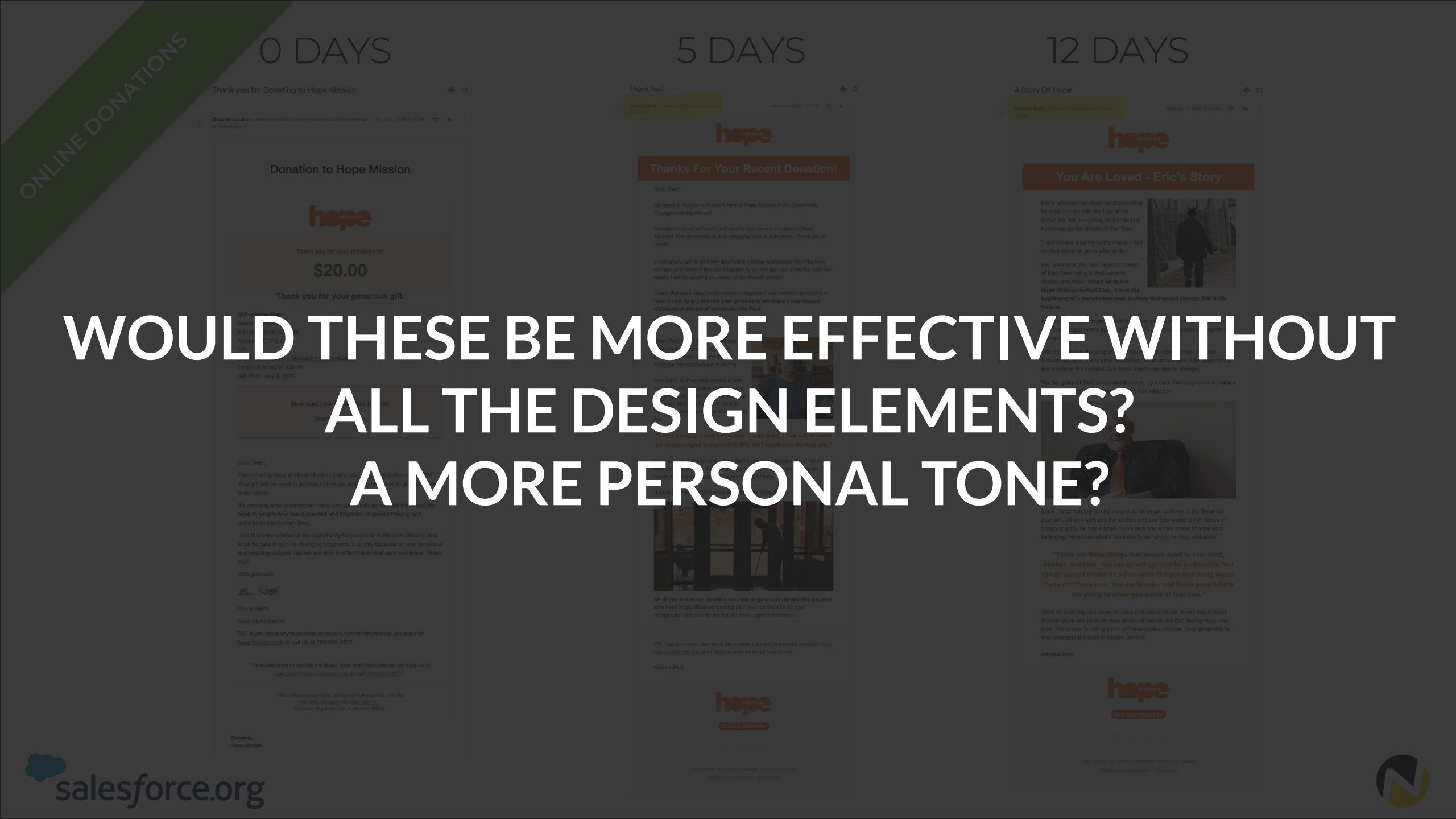
0 DAYS

1 DAY

3 DAYS

EMAIL SIGNUPS

WOULD THESE BE MORE EFFECTIVE WITHOUT ALL THE DESIGN ELEMENTS? A MORE PERSONAL TONE?



ONLINE DONATIONS

0 DAYS

5 DAYS

12 DAYS

WOULD THESE BE MORE EFFECTIVE WITHOUT
ALL THE DESIGN ELEMENTS?
A MORE PERSONAL TONE?

8. MAKE EMAILS MORE PERSONAL TO SUBSCRIBERS AND DONORS.

SO...

8 Opportunities To Optimize Online Fundraising

1. TEST YOUR FORMS,
INTEGRATIONS, AND SYSTEMS.

 salesforce.org



2. OFFER VALUE IN EXCHANGE FOR
AN EMAIL AND COMMUNICATE IT.

 salesforce.org



3. HAVE A DEDICATED CONFIRMATION
PAGE THAT CONFIRMS, THANKS, AND
PRESENTS A CLEAR NEXT STEP TO TAKE.

 salesforce.org



4. USE COPY TO PROVIDE A CLEAR
REASON TO GIVE ON YOUR
DONATION PAGE.

 salesforce.org



5. REMOVE UNNECESSARY FORM FIELDS,
DISTRACTING LINKS, AND STEPS
FROM THE ONLINE GIVING PROCESS.

 salesforce.org



6. FOCUS MORE ON RECURRING GIVING WITH
EASY WAYS TO MAKE A MONTHLY GIFT AND
CLEAR REASONS WHY.

 salesforce.org



7. SEND MORE CULTIVATION EMAILS IN
THE FIRST 14 DAYS AND AS TIME GOES
ON.

 salesforce.org



8. MAKE EMAILS MORE PERSONAL TO
SUBSCRIBERS AND DONORS.

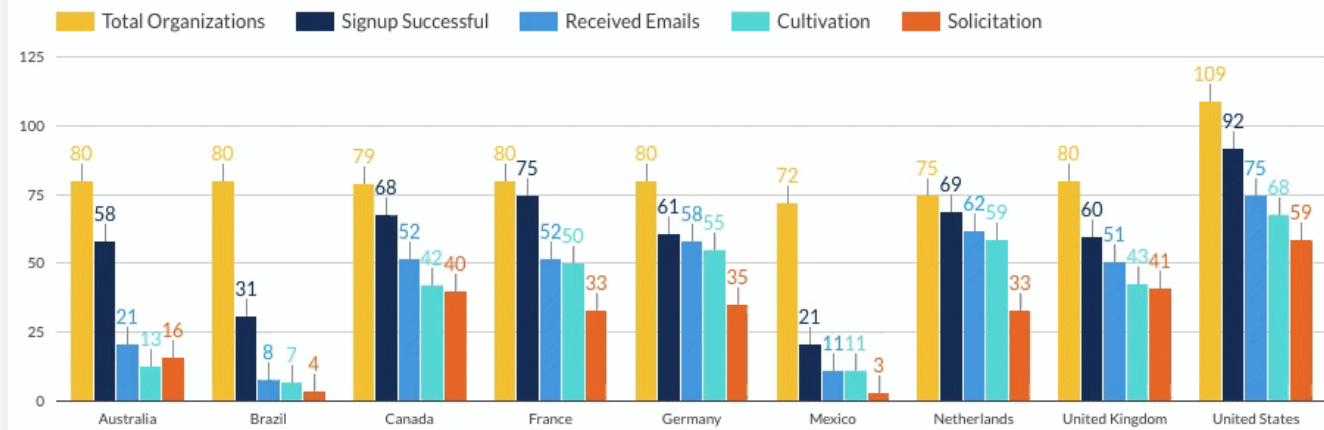
 salesforce.org



GO DEEPER.

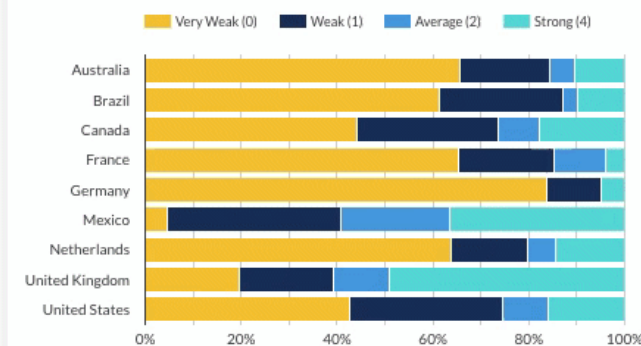
SOON!

EXPLORE THE DATA, SEE EXAMPLES, AND COMPARE YOUR ORGANIZATION.



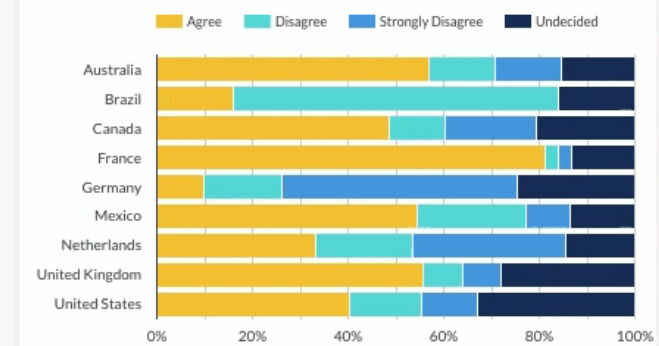
How strong was the reason to sign up for email?

Observation: Strength was determined by assess how much you'd want to sign up (Appeal) and how unique it was to the organization (Exclusivity). Overall, 25% of organizations had a "Strong" reason to sign up for email.



Was it clear what you were sign up for?

Observation: One of the easiest things organizations can do to get more email sign ups is simply be more clear with what people get if they sign up. Overall, 55% of organizations were clear with what you'd get if you signed up.



What actions or next steps were presented after an email sign up?

SOON!



630 ORGANIZATIONS
585 ONLINE DONATIONS
535 EMAIL SIGNUPS
5,976 EMAILS
9 COUNTRIES

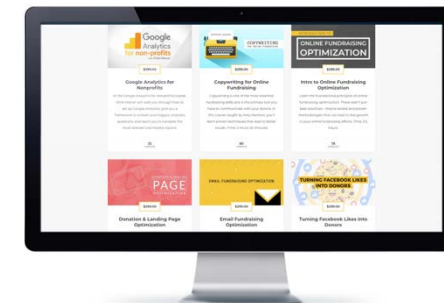
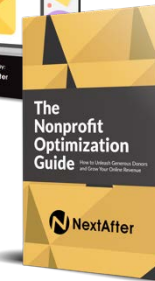
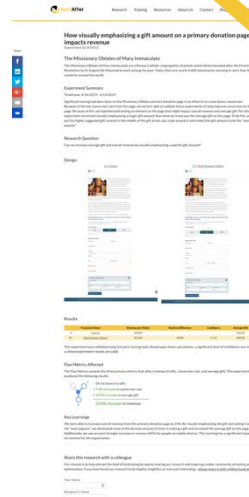
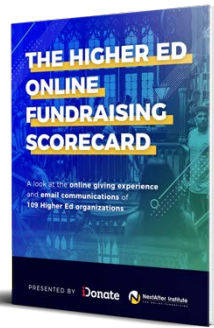
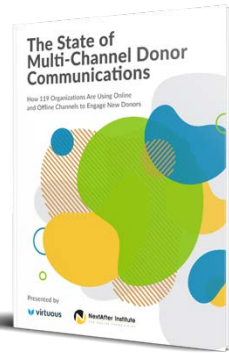
globalonlinefundraising.com

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

RESEARCH

RESOURCES

TRAINING



THANK YOU! Questions?

brady@nextafter.com

[@bradyjosephson](#)

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

nextafter.com