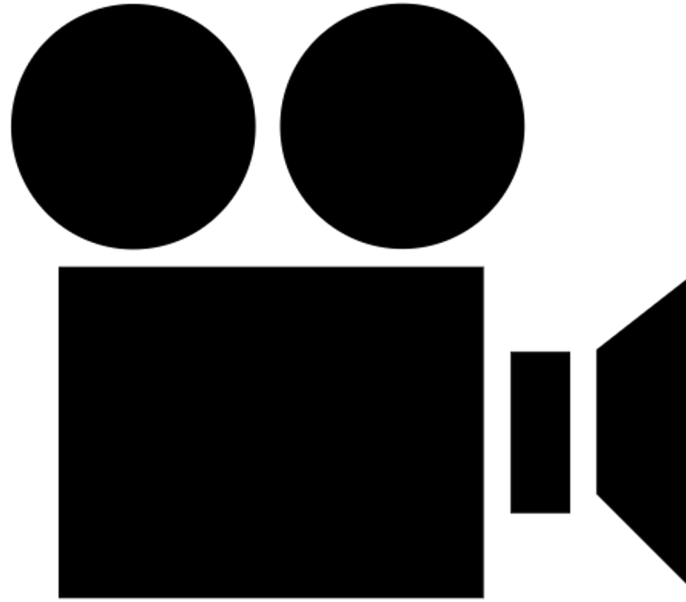




4 Ways to Help Donors Understand Why They Should Give

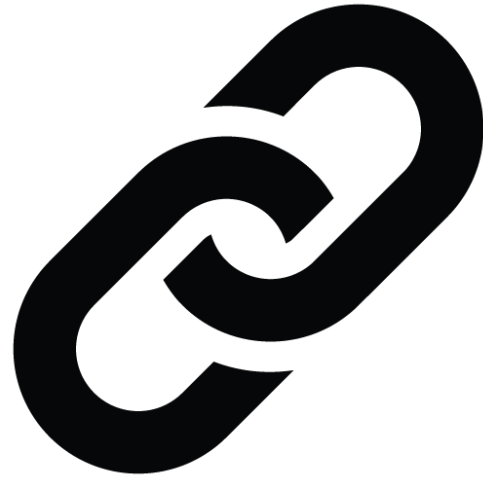
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A Few Quick things...



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A Few Quick things...



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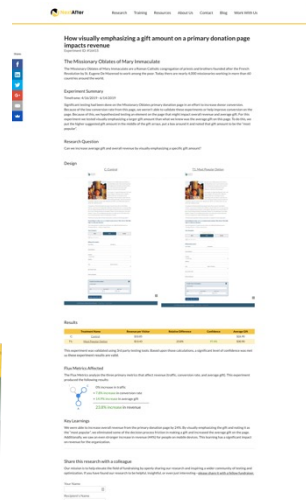
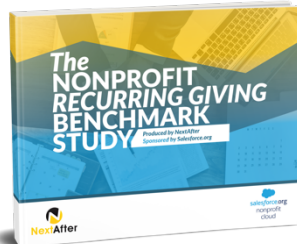
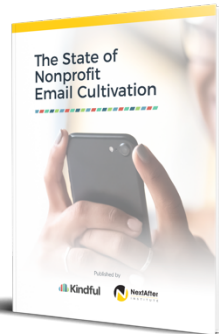
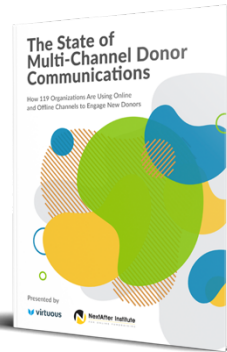
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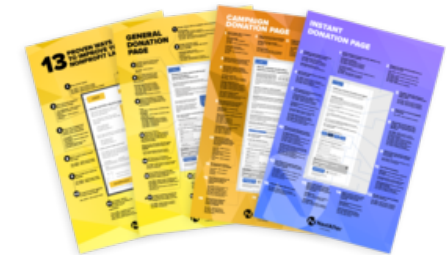
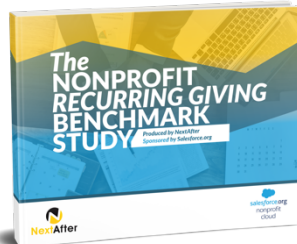
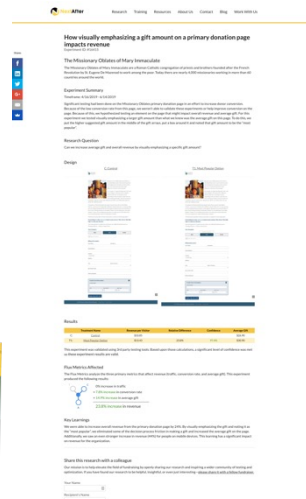
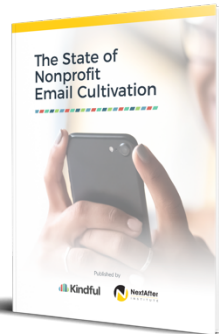
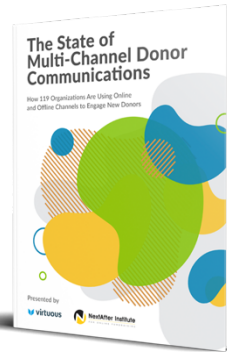
ON A **MISSION** TO DECODE WHAT WORKS IN
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS
MANY ORGANIZATIONS AS POSSIBLE.



RESEARCH



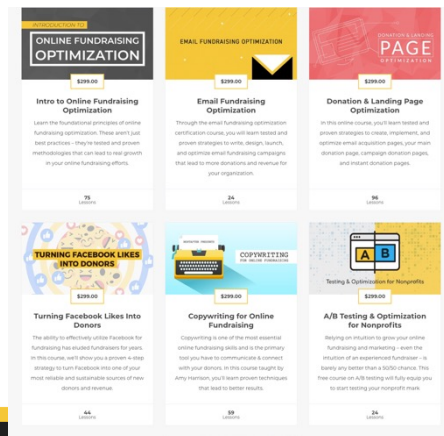
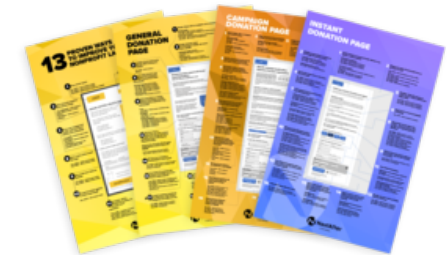
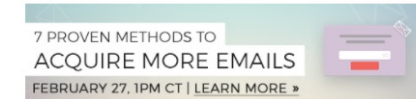
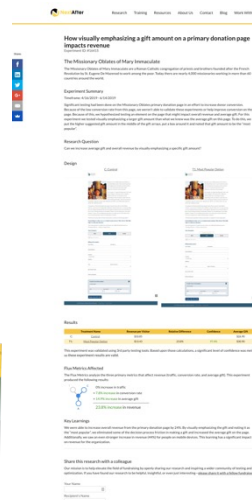
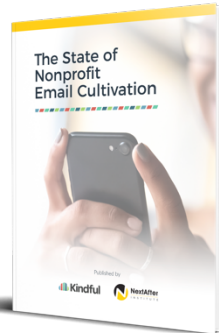
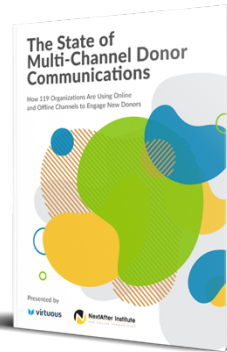
RESEARCH → RESOURCES



RESEARCH

RESOURCES

TRAINING



Today's Speaker



Courtney Gaines

Vice President, NextAfter





4 Ways to Help Donors Understand Why They Should Give

Free Webinar

Let's start with a few
TESTS



Which will get a greater
response?



A Facebook Ad



Version A



Wesley Family Services

Published by Andrew Giddens · February 3 ·



Do you care for a child who needs an extra boost in everyday skills like personal hygiene and caring for their belongings?

If you are looking for free resources to help a child in your care build confidence in skills like personal hygiene and online etiquette, we've got you covered with a video series from Healthy Relationships Curriculum. It covers the skills that are so important to staying on track in school, performing well at work, and maintaining healthy relationships.

In this free video series you will find five video lessons for them that will teach them crucial skills for independence and good choices, like Doing their laundry. . . Cleaning their room. . . Completing schoolwork at home. . Taking a Shower. . . and How to video chat appropriately.

When you sign up for this free series, you will get a series built on over 40 years of expertise working with students who were diagnosed with Autism or Intellectual Disabilities. You will get a series that has already helped thousands of students across the United States learn the skills they need to become more independent thanks to the Healthy Relationships Curriculum.

And now the child you care for can too.

Healthy Relationships Video Series



Version B



Wesley Family Services

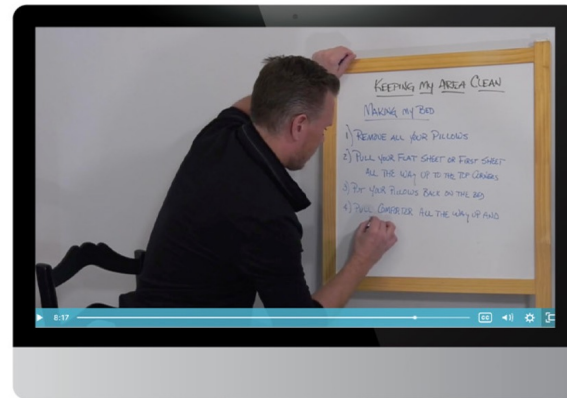
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We understand, and we've been in your shoes. That's why we made the Healthy Relationships Curriculum and why we've made this video series free to you. It teaches important social boundaries and skills for building relationships and independence. With this series, you will help them learn how to do school work at home, keep their room clean, and appropriately use video chat. It was designed just for them.

Healthy Relationships Video Series



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Activate your free video series today »

The Healthy Relationships Curriculum is a five-lesson video ...

[Learn More](#)



Version A



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Version B



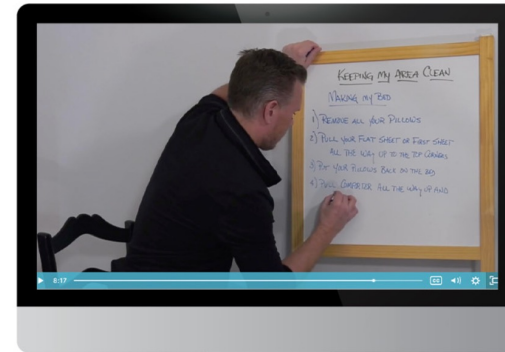
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2 Comments 2 Shares



A Landing Page



Version A

Get the Relationship That You Really Want with Your Teen

In our new two-week free online course, *Bridging the Gap With Your Teen*, you will learn:

- How to communicate more effectively with your teen
- Why you should switch your parenting style from a teaching to a training model
- Proven tactics to move your child from adolescence to maturity by nurturing a strong, healthy relationship with them
- and how to build a stronger bond with your child through the teen years.

Start your free course now:

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Version B

Learn to parent your teen in today's culture.

In our new two-week free online course, *Tough Guys and Drama Queens*, you will learn:

- Why traditional parenting techniques aren't as effective as they used to be,
- How to help your child respond to the pressures they face in today's culture,
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An Instant Donation Page



Version A



Thank you for being an advocate for cats who have no one else.

By adding your name, you have joined a community of people who are willing to stand together against the killing of defenseless cats.

At Alley Cat Allies, we will be sure to keep you updated on the outcome of Global Cat Day®. We will also provide you the resources you need to be an advocate for cats in your area and we'll continue to fight for the millions of lives still at risk.

Before you go, would you consider something?

The animals in your life are lucky to have someone like you. They have someone that helps to care for them and that will be their advocate in times of crisis. **In many communities, the cats that do not have someone like *you* are at risk of being captured and killed.**

This is all happening due to one simple misconception.

In an effort to control cat populations, many communities around the nation have implemented catch-and-kill programs. This is largely based upon the misconception that all cats should live inside.

The fact is this: cats living indoors is a modern development.

Only with the advent of spaying and neutering, and the arrival of kitty litter just 72 years ago, did it become practical for cats to live inside. This misconception has resulted in many communities killing cats found outside in an effort to stabilize or reduce cat populations.

However, **killing cats found outdoors has proven to have no long-term impact on cat populations.** To effectively do this, the breeding cycle has to be broken. When communities spay and neuter cats found living outdoors, they are both saving the lives of cats and implementing the single best cat population management approach known.

Sound science and compassion are on the same side on this issue.

The shelters performing the catch-and-kill programs are not inherently bad: they have the potential to do a lot of good. That is why we must



* Last Name

* Street 1

Street 2

* City

* ZIP/Postal Code

* State/Province

Country

Phone Number

* Email Address

☒ Send me email updates & action alerts to help save cats' lives

Payment Information

Payment Method

Credit Card Type:



* Credit Card Number:

* Expiration Date:

* CVV Number: [What is this?](#)

Make My \$50 Gift

Please wait a few moments, and don't hit the back button while your gift is being processed. After it's processed, you will be taken to a Thank You page.



Version B



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Before you go, would you consider something?

Global Cat Day® is just one of the several initiatives currently underway by Alley Cat Allies to prevent the institutional killing of cats who are living within our communities. These are lives that would be lost without supporters like you who share the same desire to create a world where all cats are valued and protected.

Together, we can:

- **Expand the implementation of compassionate Trap-Neuter-Return programs in local communities.** These programs both manage the cat population and will save the lives of cats who would otherwise be killed.
- **Replace outdated policies and bad science** by educating communities and institutions on the truth about community cats.
- **Work with lawmakers to create humane state and local laws** for the benefit of both cats and the community.

The good news is that we are already making significant progress.

Since 1990, Alley Cat Allies has helped to create more than 5,000 feline-friendly communities by implementing policies that recognize the value of life. We have trained hundreds of shelters around the nation on humane methods of population control. Together, with advocates like you, we have saved countless lives.

These efforts would not be possible—and the lives would not be saved—without the financial support of cat advocates like you. **But, until all communities have implemented policies that value life, we must**

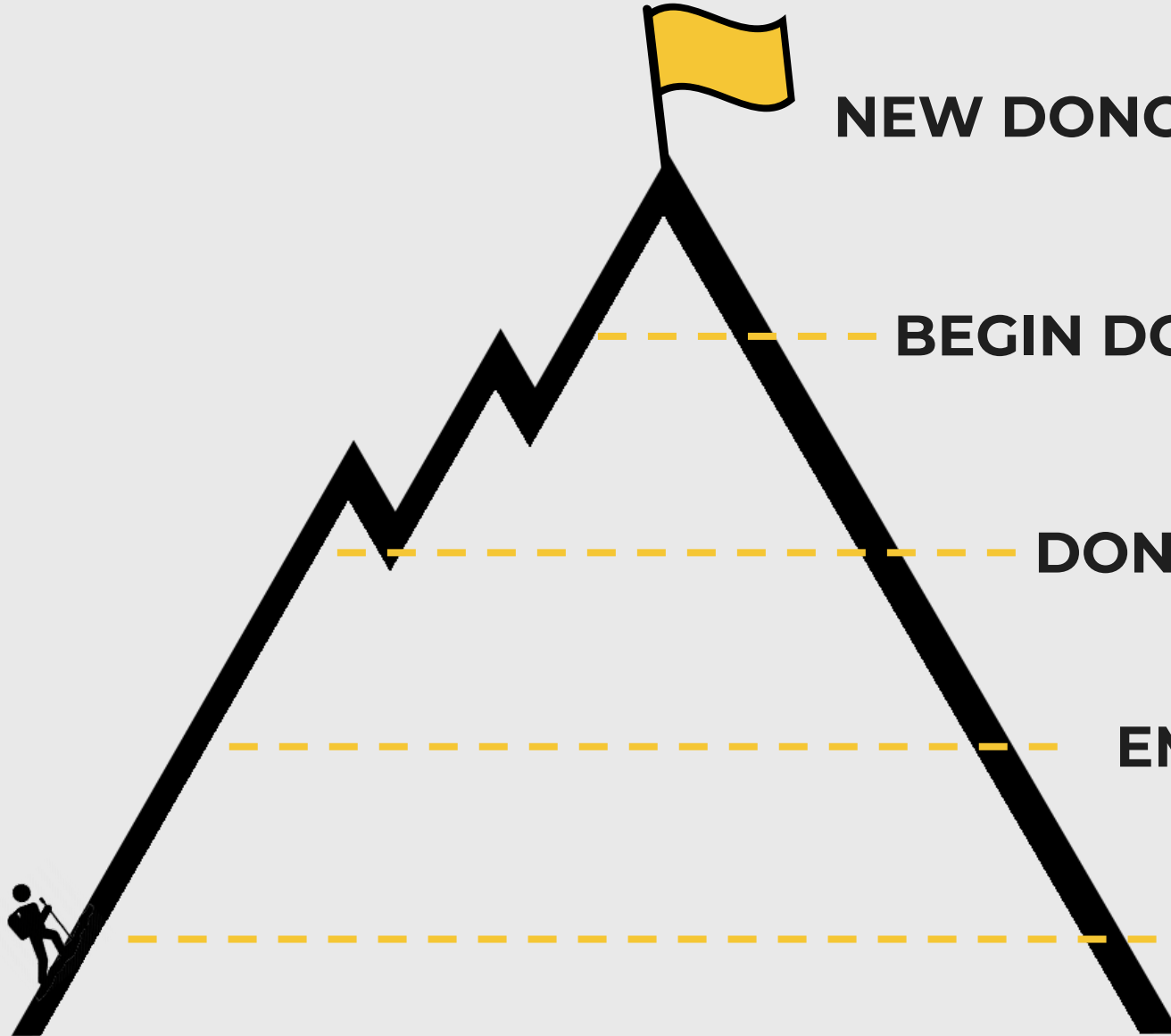


Alley Cat Allies
The cat-leading advocate



What's the difference?





NEW DONOR

BEGIN DONATION PROCESS

DONATION PAGE VISITS

EMAIL CLICKS

EMAIL OPENS



NEW DONOR

BEGIN DONATION PROCESS

DONATION PAGE VISITS

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Looking back at our
experiments...



Version A



Wesley Family Services

Published by Andrew Giddens · February 3 ·

Do you care for a child who needs an extra boost in everyday skills like personal hygiene and caring for their belongings?

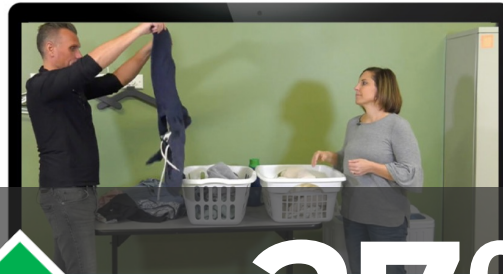
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And now the child **you care for can too.**

Healthy Relationships Video Series



27%

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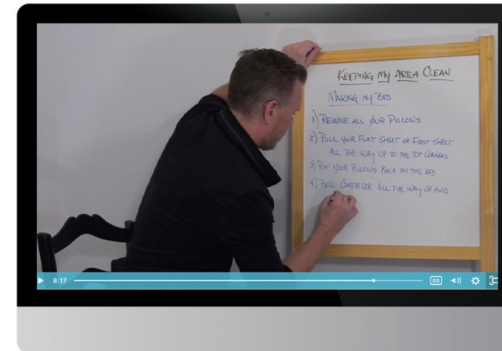
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Healthy Relationships Video Series



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The Healthy Relationships Curriculum is a five-lesson video ...

Learn More



13

2 Comments 2 Shares



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Version B

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Version A



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At Alley Cat Allies, we will be sure to keep you updated on the outcome of Global Cat Day. We will also provide you the resources you need to be an advocate for cats in your area and we'll continue to fight for the millions of lives still at risk.

Before you go, would you consider something?

The animals your life are lucky to have someone like you. They look someone that helps to take care for them and that will be their advocate in times of crisis. In many communities, the cats that do not have someone like you are at risk of being captured and killed.

This is all happening due to one simple misconception.

In an effort to control cat populations, many communities around the nation have implemented catch-and-kill programs. This is largely based upon the misconception that cats would be the issue.

The fact is this rate being followed is a modern development.

Only with the advent of spraying and neutering, and the arrival of city that just 75 years ago, did it become practical for cats to live inside. This misconception has resulted in many communities killing cats found outside in an effort to stabilize or reduce cat populations.

However, killing cats found outdoors has proven to have no long-term impact on cat populations. To effectively do this, the breeding cycle has to be broken. When communities spray and neuter cats found living outdoors, they are both saving the lives of cats and implementing the single best cat population management approach known.

Sound science and compassion are on the same side on this issue.

The studies performing the catch-and-kill programs are not inherently bad, they have the potential to do a lot of good. That is why we must first have studies on compassionate ways to care for cats. We must work with policy makers to change laws to make that will protect them.

Global Cat Day is just one of the several initiatives currently underway by Alley Cat Allies to prevent the institutional killing of cats who are living within our communities. These are laws that would be not without supporters like you who share the same desire to create a world where all cats are valued and protected.

Together, we can:

- Expand the implementation of compassionate Trap-Neuter-Return programs in local communities. These programs both manage the cat population and will save the lives of cats who would otherwise be killed.
- Replace outdated policies and bad science by educating communities and institutions on the truth about community cats.
- Work with lawmakers to create humane state and local laws for the benefit of both cats and the community.

The good news is that we are already making significant progress.

Since 1993, Alley Cat Allies has helped to create more than 3,000 humane-friendly communities by implementing policies that recognize the value of life. We have trained hundreds of shelters around the nation on humane methods of population control. Together, with advocates like you, we have saved countless lives.

These efforts would not be possible—and the lives would not be saved—without the financial support of cat advocates like you. But, until all communities have implemented policies that value life, we must do more.

Today, would you consider making a donation to help save the lives of the millions of cats still at risk?

☐ MONTHLY ☒ ONE-TIME
A monthly gift will go even further to save & protect cats' lives.

Most people donate \$50. Please give what you can.

You have selected to make a gift of \$50.00.

Contact Information

Title

First Name

Last Name

Street 1

Street 2

City

ZIP/Postal Code

State/Province

Country

United States

Phone Number

Email Address

☒ Send me email updates & action alerts to help save cats' lives.

Payment Information

Payment Method

Credit Card Type

Credit Card Number

Expiration Date

CVV Number

Please wait a few moments, and don't be the black button while your gift is being processed. After it's processed, you will be taken to a Thank You page.



Version B



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Credit Card Number

Expiration Date

CVV Number

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14%

In Donations





NEW DONOR

BEGIN DONATION PROCESS

DONATION PAGE VISITS

EMAIL CLICKS

EMAIL OPENS

What is a value
proposition?



not
What is [✓]a value
proposition?



A value proposition is not...



Your mission statement

Sierra Club

To explore, enjoy and protect the planet. To practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives.



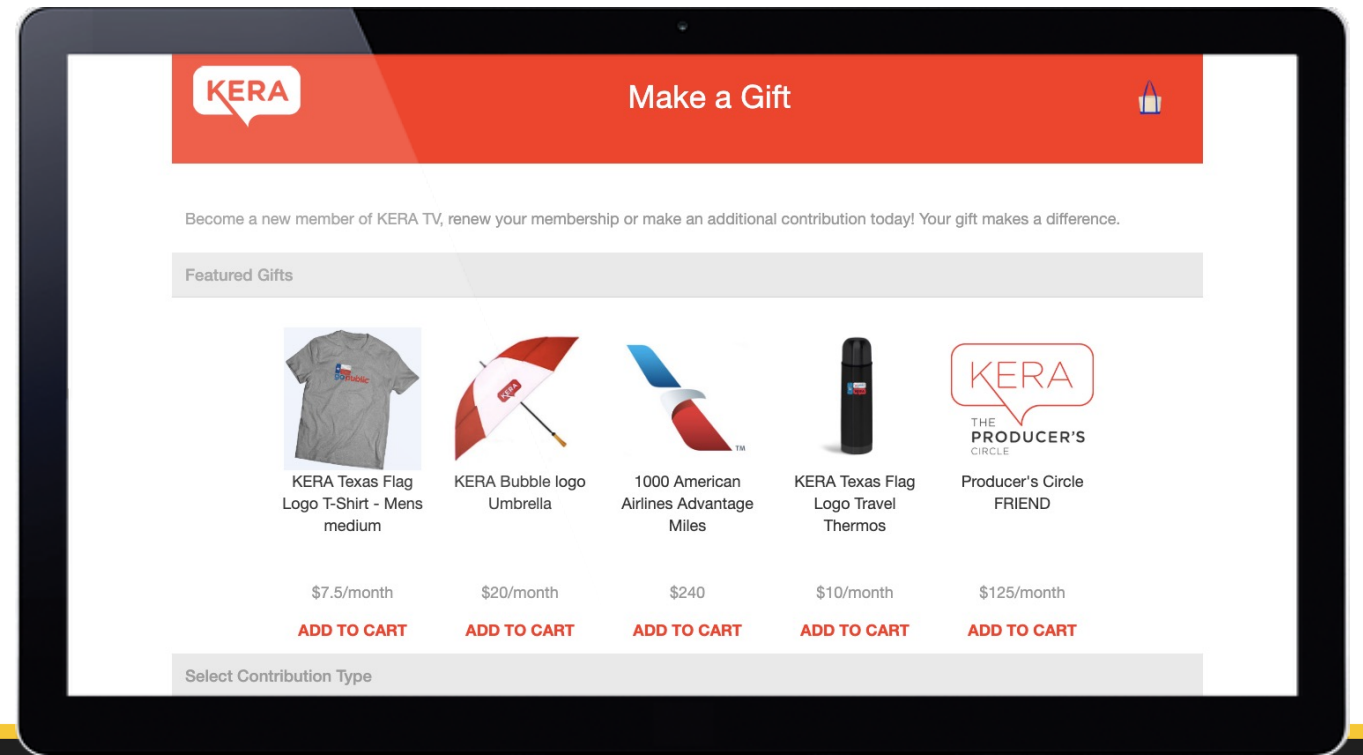
A value proposition is not...



Your mission statement



An incentive



VALUE PROPOSITION:

An answer to one critical question:

“If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?”



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

- 1 You need to be able to answer the question *in the mind of the donor*. Everything must be framed in the mind of the person you are trying to reach.



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

2 A value proposition is *the conclusion* to the question in a donor's mind. It's what the person recalls later when asked.



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

3 Even though we are not trying to compete, *donors will use comparison to come to their own conclusion*. This requires you to differentiate and assist them in the process.



Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

- 4 *Just as people come online to get, not to give, our reason/conclusion must be strong enough to **inspire action against the distraction of life** as a whole.*

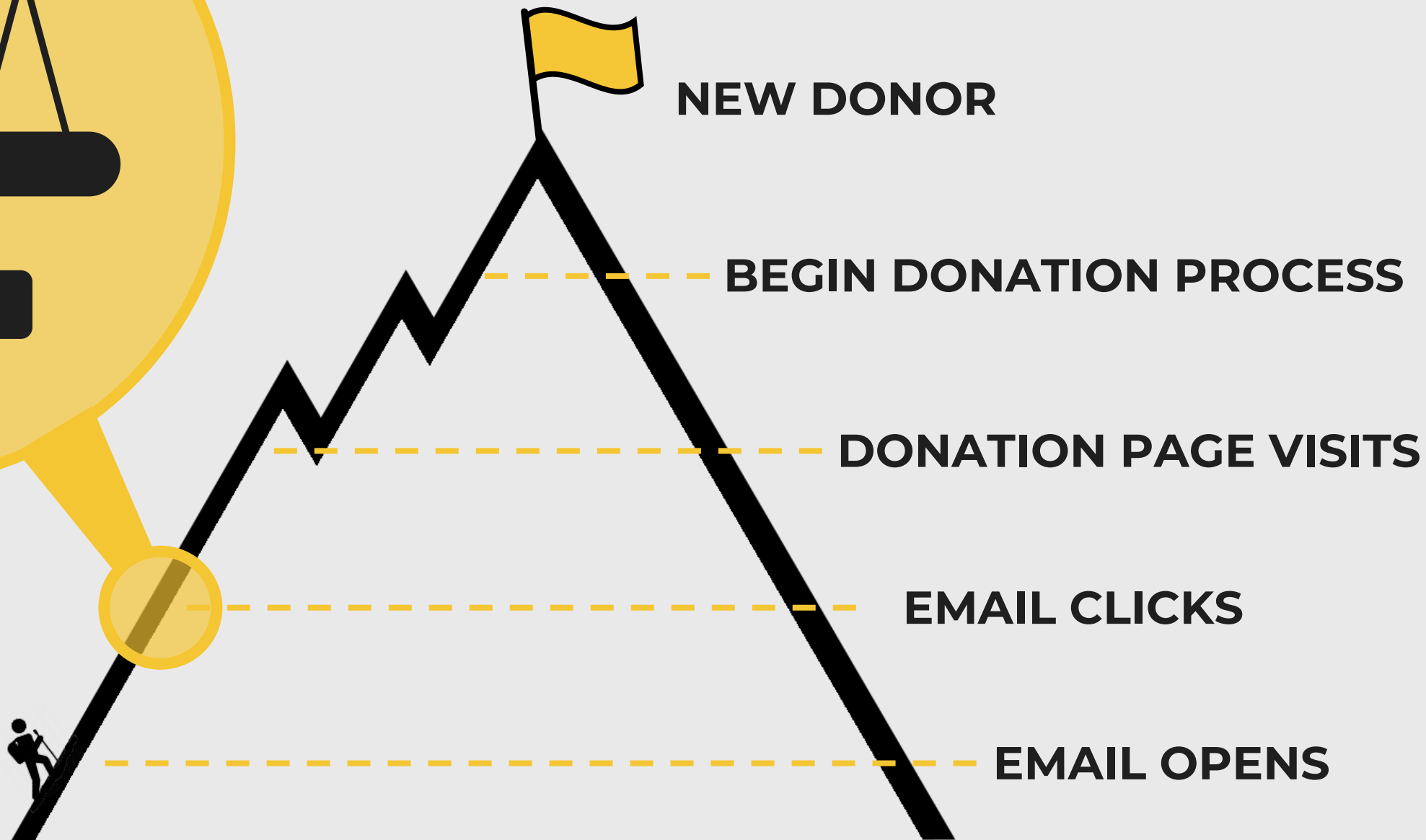


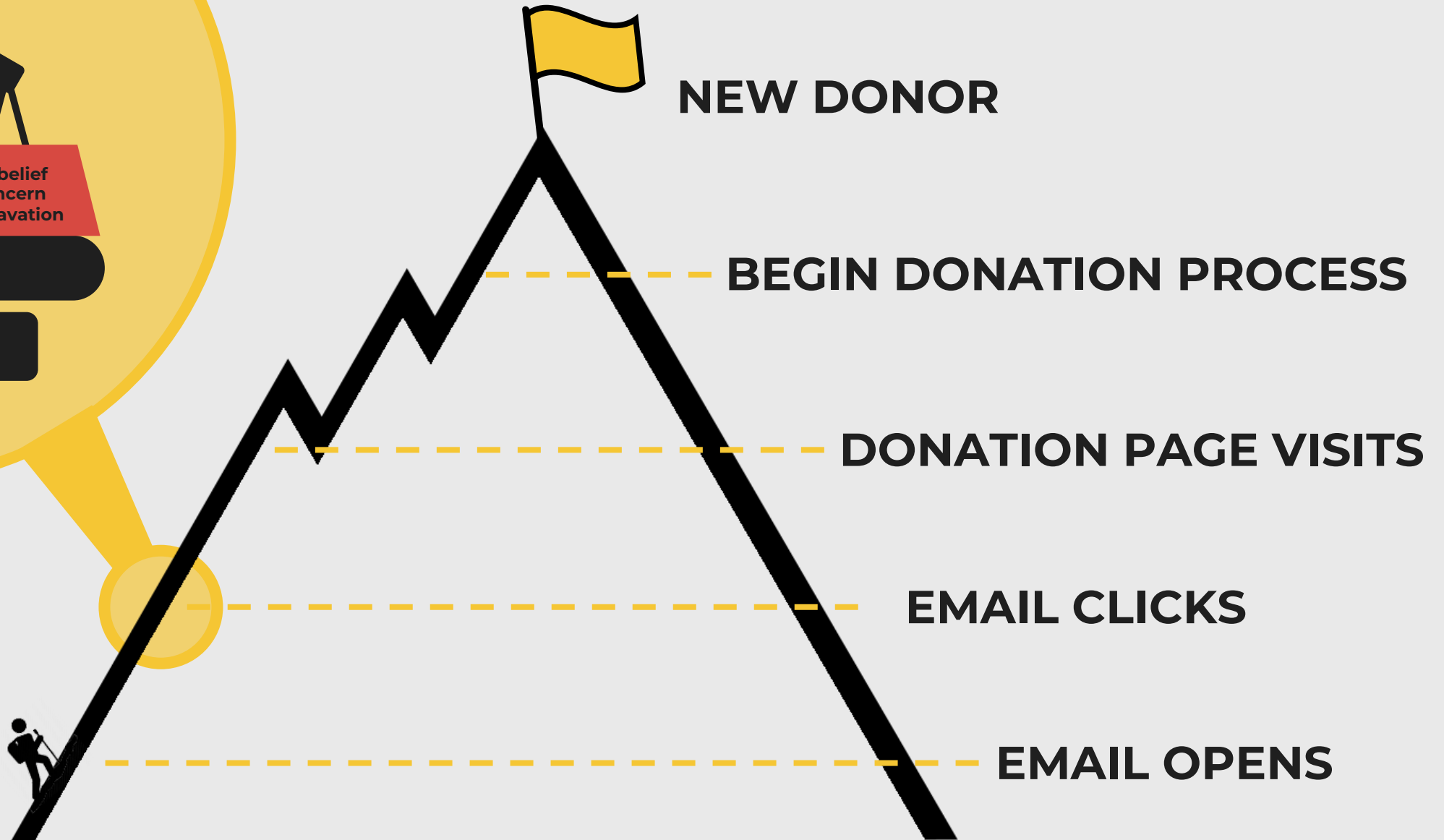
Adding to the question

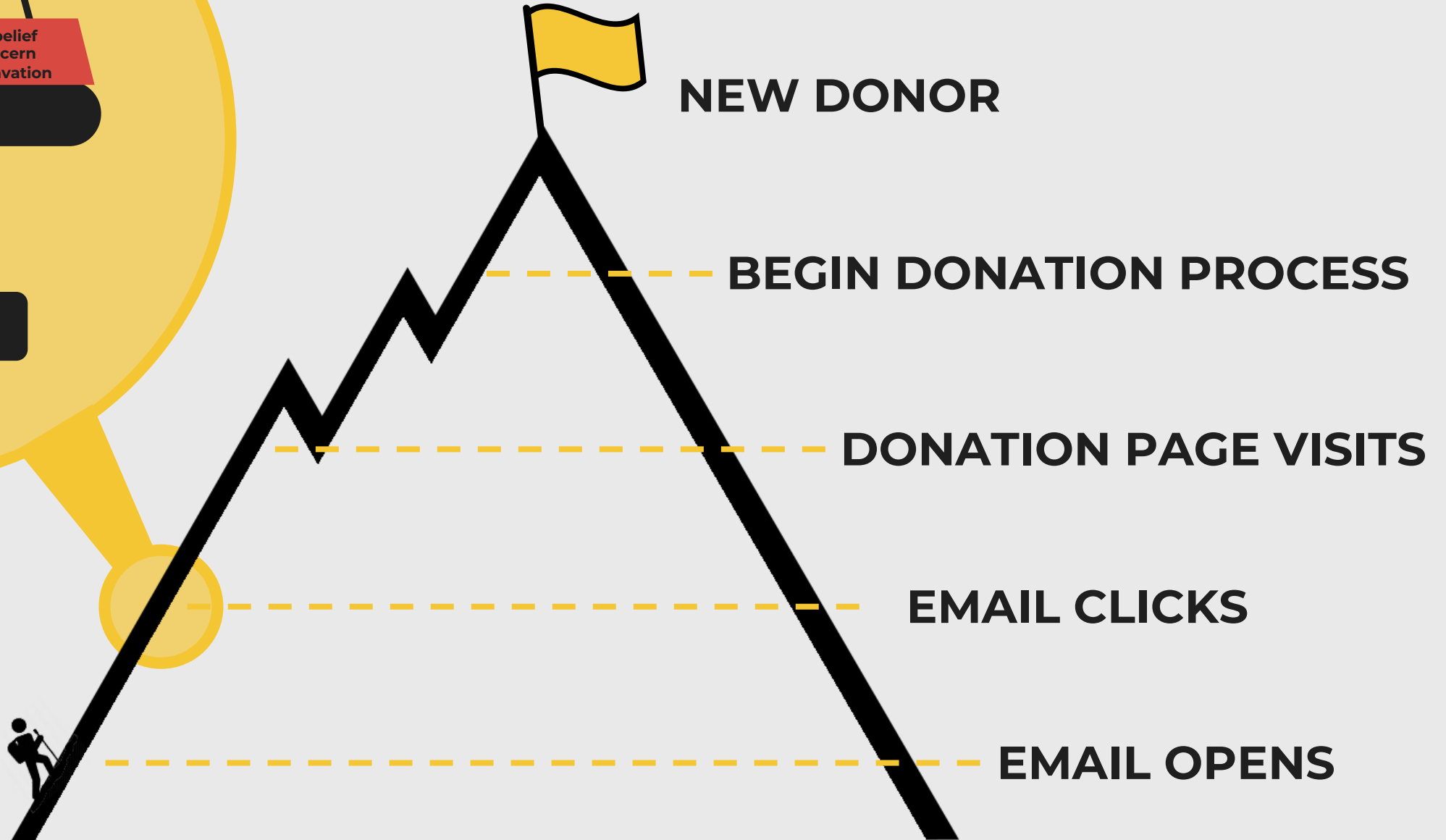
If I am your ideal supporter, why should I [desired action]
rather than [alternative action]?

- 5 The value proposition question *doesn't just occur at the time of donation*, it occurs every step up the mountain.









Adding to the question

If I am your ideal supporter, why should I read the body copy rather than tap the back button after the headline?

6 *In fact, it can occur multiple times throughout a piece of marketing! Every aspect of our marketing must connect.*



4 Elements of an Effective Value Proposition



#1

Appeal

How badly do I want it?

Control



Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

Donate

Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade

Donate

Reverse Order

Treatment 2



Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

Impact of the site

Treatment 3



Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

Emotional appeal



Control



Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

Donate

Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade



6%
In Donations*

Reverse Order

Treatment 2



Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.



1%
In Donations*

Impact of the site

Treatment 3



Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.



67%
In Donations

Emotional appeal



Control



Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

Donate

Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade



6%

In Donations

Reverse Order

Treatment 2



Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.



1%

In Donations

Impact of the site

Treatment 3



Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.



67%

In Donations

Emotional appeal

No Difference in Clicks



#2

Exclusivity

Can I get this somewhere (or anywhere) else?

Newsletter Control

NEWSLETTER

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

[Sign Up Now](#)



700 North Pearl St.
Suite 1200 Dallas TX 75201
1-800-442-4800

[Email](#)



HOME

About
Who We Are
Financial Accountability
Leadership
Careers
BOLD
Contact
Donate

FAMILY PATHWAYS

About
FAQ
Blog & Stories
Contact

SENIOR LIVING & CARE

About
Lifestyle
Services
FAQ
Blog & Stories

ADOPTION & FOSTER CARE

Adoption
Foster Care
Post-Adoption Services
Resources
Blog & Stories
Get Started
Contact

FAMILY HOPE CENTERS

About
FAQ
Blog & Stories

SHOES FOR ORPHAN SOULS®

About
Host a Shoe Drive
Volunteer
Deliver Shoes
Resources
Partners
Blog & Stories

Newsletter Value Prop 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



#3

Clarity

How quickly and easily do I understand it?

Control

Sign In

CARINGBRIDGE

Menu

Share, Connect and Rally Support
Personal, Protected Websites for
Every Health Journey

Visit a Friend's Website

Person's Name

START YOUR FREE WEBSITE

Start a Site

Save Time with One Update

No more repeating the story over and over. Connect with all of your family and friends at once, giving you time to focus on what matters.

Dedicated to Your Health Journey

Short Text - Card

Sign In

CARINGBRIDGE

Menu

Personal Protected Sites
for Every Health Journey

Free personal site to share
health updates and rally support

Create a Site

31%
In Sites Created

Long Text - Card

Sign In

CARINGBRIDGE

Menu

Start your free, personal
CaringBridge site today

Stay connected to friends and loved
ones through any health journey

- Share health updates with one click
- Private, protected, and ad-free
- Easily coordinate support, meals, and care

Create a Site

10%
In Sites Created*

* Based a 57% statistical level of confidence




“Give Now”

FEATURED BROADCAST RESOURCE

Broadcast CD

Receive a CD of today's broadcast for your donation of any amount!

Give Now
(Available to U.S. residents only)




“Get Your Resource for a Gift of Any Amount Here”


FEATURED BROADCAST RESOURCE

Broadcast CD

Receive a CD of today's broadcast for your donation of any amount!

Get Your CD For a Gift of Any Amount Here »





18%
In Donations

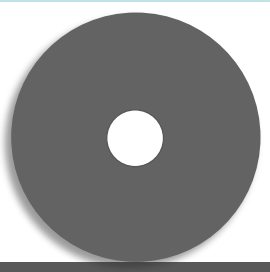
“For a Gift of Any Amount, Get Your Resource Here”


FEATURED BROADCAST RESOURCE

Broadcast CD

Receive a CD of today's broadcast for your donation of any amount!

For a Gift of Any Amount, Get Your CD Here »





12%
In Donations*

* Based a 89% statistical level of confidence



#4

Credibility

Do I believe what you're claiming is true?

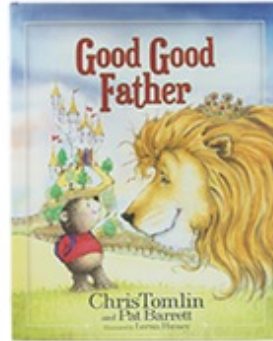
Control



Teach kids about God's goodness with a new picture book by Chris Tomlin!

Let's instill God's truth in the hearts and minds of the children in our lives, taking every opportunity to point them to Jesus!

With fantastic colorful pictures of Tucker the Bear and his friends, *Good Good Father* teaches children about their loving heavenly Father, and their identity in Christ.



Nieces, nephews, kids, grandkids, and neighbors—are there children in your life that you can reach with this good news?

At Harvest, it's our passion to share God's Word with young and old alike, and your donation to this ministry allows us to reach more people each and every day through:

- Radio
- Television
- Crusade evangelism
- Daily Devotional e-mails
- Sermon webcasts and archives



With Review



Teach kids about God's goodness with a new picture book by Chris Tomlin!

Let's instill God's truth in the hearts and minds of the children in our lives, taking every opportunity to point them to Jesus!

With fantastic colorful pictures of Tucker the Bear and his friends, *Good Good Father* teaches children about the loving heavenly Father, and their identity as His children.

Nieces, nephews, kids, grandkids, and neighbors—are there children in your life you can reach with this good news?



27%

In Donor Conversion

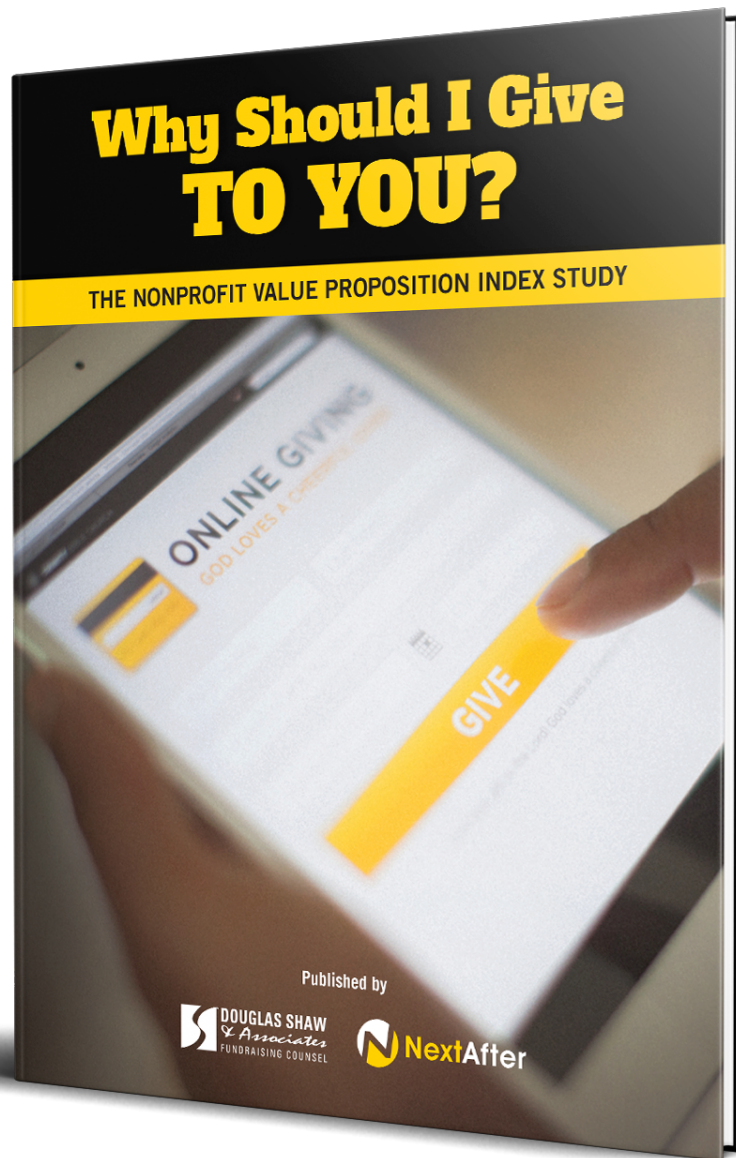
Here is what one reader had to say about *Good Good Father*:

As a grandmother, I want my grandchildren to know that our God and King is not distant, but He is a good good Father who delights in their wanting to be with Him and know His great love for them. I love how simple stories like this one can teach young children powerful truths about our good good Father!

At Harvest, it's our passion to share God's word with young and old alike, and your donation to this ministry allows us to reach more

How are nonprofits
performing?

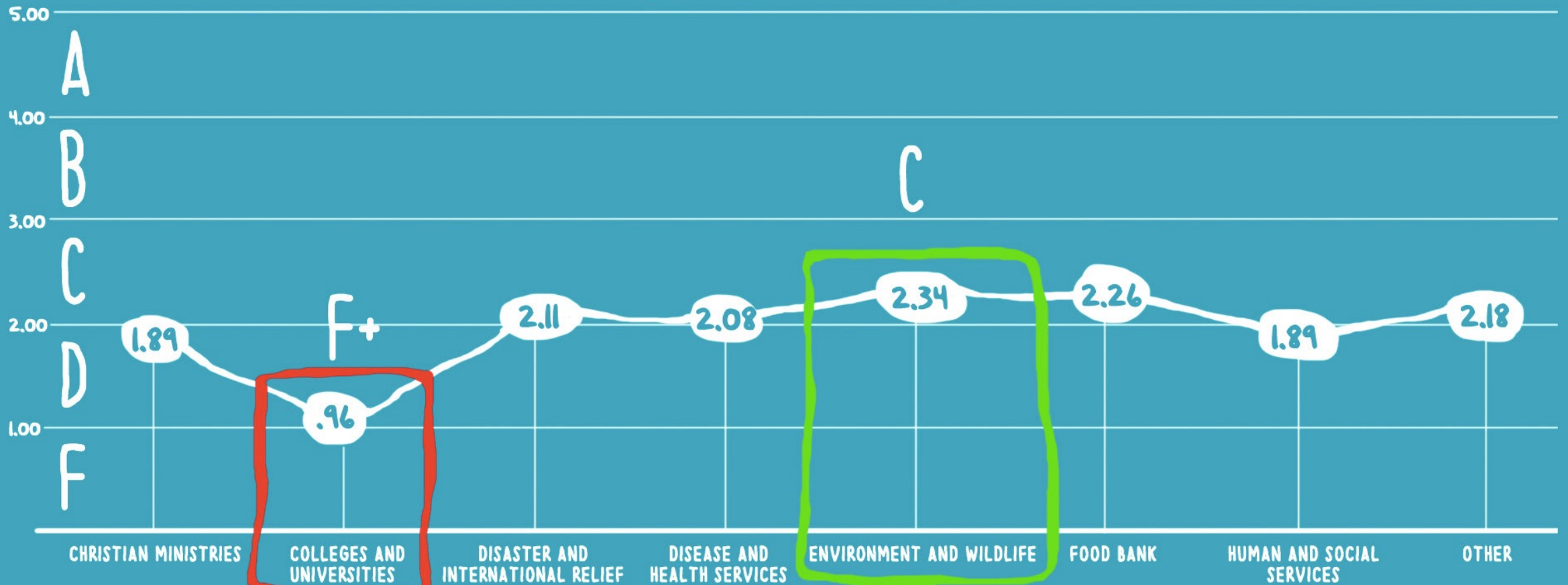




127 Organizations.
Phone. Email. Social. Donation Page.

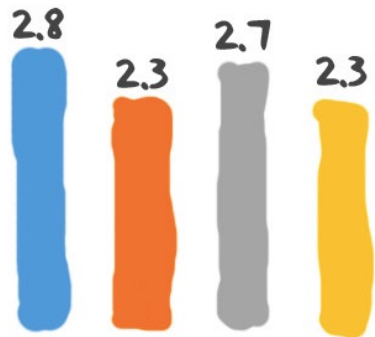


VALUE PROPOSITION INDEX

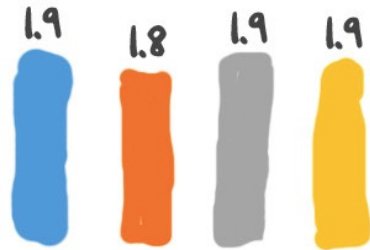


AGGREGATE VALUE PROPOSITION SCORING

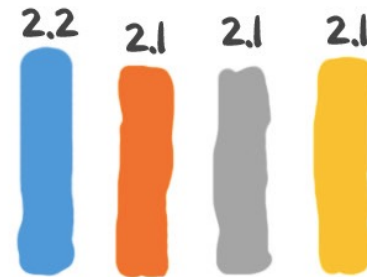
■ APPEAL ■ EXCLUSIVITY ■ CREDIBILITY ■ CLARITY



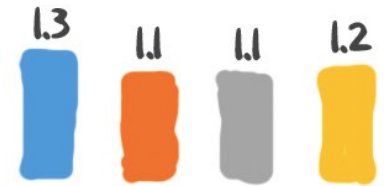
WEBSITE



EMAIL



PHONE



SOCIAL MEDIA

I'm looking at making a donation, but I'm wondering if you can answer a quick question for me...

Why should I give to [Organization] rather than some other organization? Or maybe not at all?

FAIL

Hi, Mary. Thanks for your message. You can learn more about our mission at www.ourorganizationwebsite.org.



I'm looking at making a donation, but I'm wondering if you can answer a quick question for me...

Why should I give to [Organization] rather than some other organization? Or maybe not at all?

Hi, Jeff. Thank you for considering [Organization]. Very generally, what distinguishes [Organization] is what we do and how we do it. [Organization] was founded in 1945 to deliver Packages to survivors of WWII.

The term [redacted term] comes from [redacted] on the oldest, most experienced and most [redacted]

WINNER



FRAUD ALERT:

A person identifying himself as [redacted] has attempted to defraud individuals by claiming an affiliation with [redacted]. This person has no affiliation with [redacted] or any member agency.

Please click the Donate button only once. Do not click "back" or "refresh" on your browser. Any of these actions may result in your credit card being charged more than once.

Page*

Select a state ▼

Zip/Postal Code*

[redacted]

DONATE

Scoring your own value
proposition.



APPEAL: *How badly do I want it?*

- 1pt ☐ No Interest
- 2pts ☐ Possible Interest
- 3pts ☐ High Interest



EXCLUSIVITY: Where else can I get this?

1pt ☐ Anywhere Else

2pts ☐ Somewhere Else

3pts ☐ Nowhere Else



CLARITY: How quickly do I understand it?

- 1pt ☐ It takes 4+ seconds
- 2pts ☐ It takes 1-3 seconds
- 3pts ☐ Instant understanding



CREDIBILITY: Do I believe you?

- 1pt ☐ Unbelievable
- 2pts ☐ Somewhat Believable
- 3pts ☐ Easily Believable

Activity

1. Write your value proposition statement with these 4 elements in mind:

- Appeal
- Exclusivity
- Credibility
- Clarity

2. Share your value proposition with a colleague.

Brainstorm ideas together to improve each of the 4 elements.

Questions?



Get Certified in Email Fundraising Optimization

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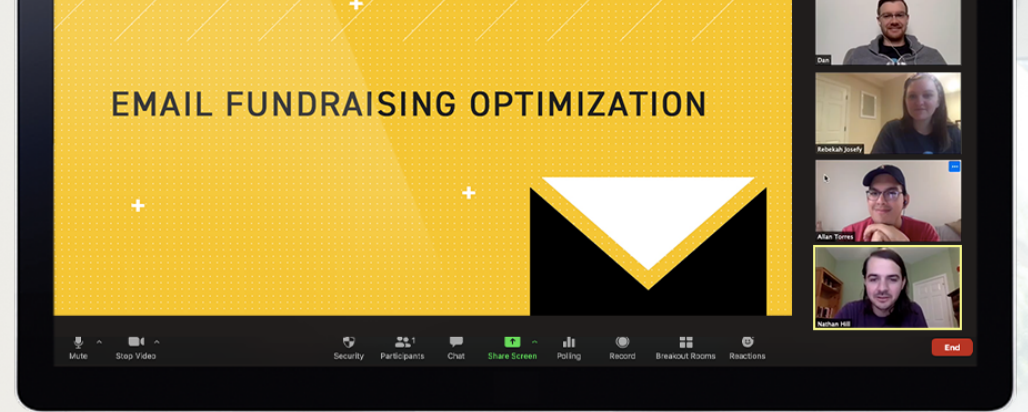
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- Q&A time
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Non-Members	Basic Member	Standard Member
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