



The New Donor Welcome Series

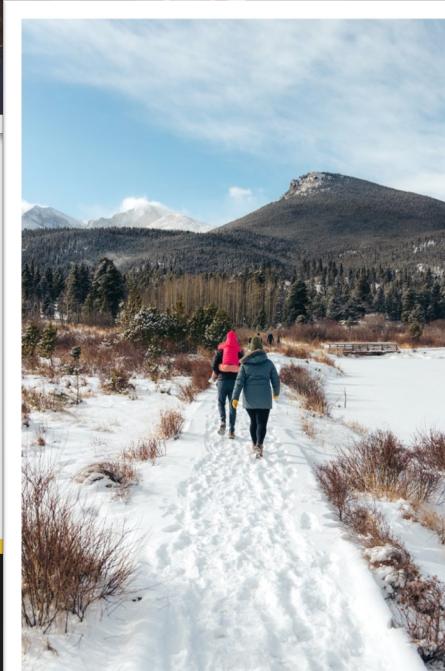


Today's Speaker

Nathan Hill

Vice President, NextAfter Institute





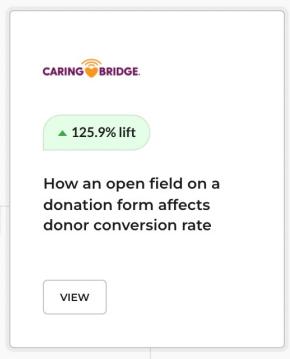
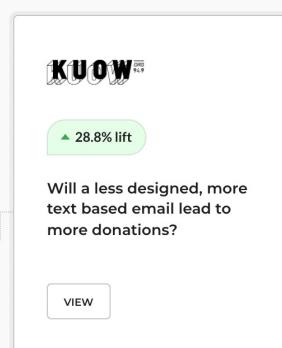
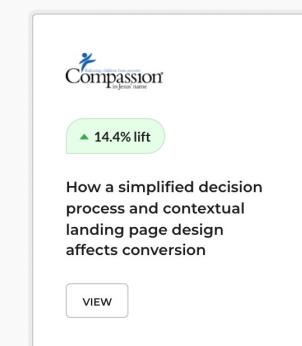


We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.

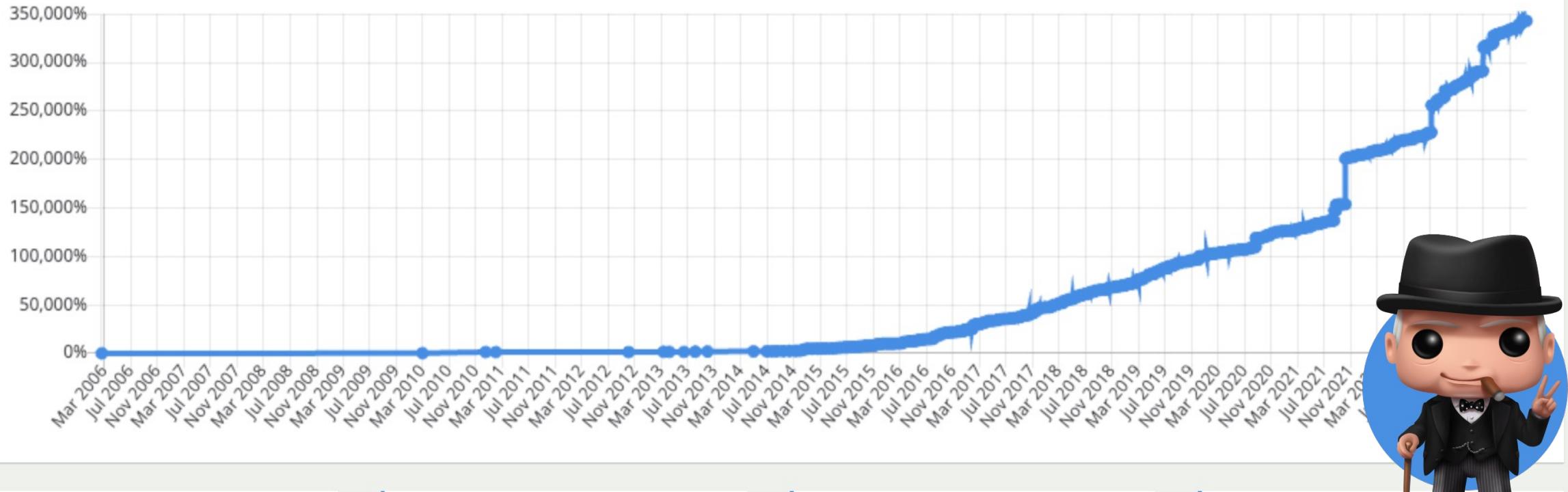


We perform experiments...



Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



TOTAL SAMPLES
784,869,623

TOTAL CONVERSIONS
23,268,760

TOTAL RECORDED
6,190

CUMULATIVE NET IMPACT
342,834.9%



not
What is a New Donor
Welcome Series?



“We send a thank you email!”

“We’ll send them a thank you, and then they’ll get our monthly newsletter.”

“If they opt-in to emails on the donation form, then we’ll add them to our email system.”

“They get the receipt. And then they’ll get a thank you note in the mail in a couple weeks.”

“Once we get a new donor, it takes us about 2 weeks to put them into our system – and then they get an email welcome series.”



New Donor Welcome Series

Definition

A **fixed-length** email series that is **automatically** sent to **new donors** once they give—designed to **thank** donors, **cultivate** them, **activate** a 2nd gift, and lead to better **retention**.



How do you know when
you need a new one?



Reason #1

If you don't have one, you need one!





45% of nonprofits
sent nothing to new
postal donors.





18% of nonprofits
sent nothing to new
online donors.

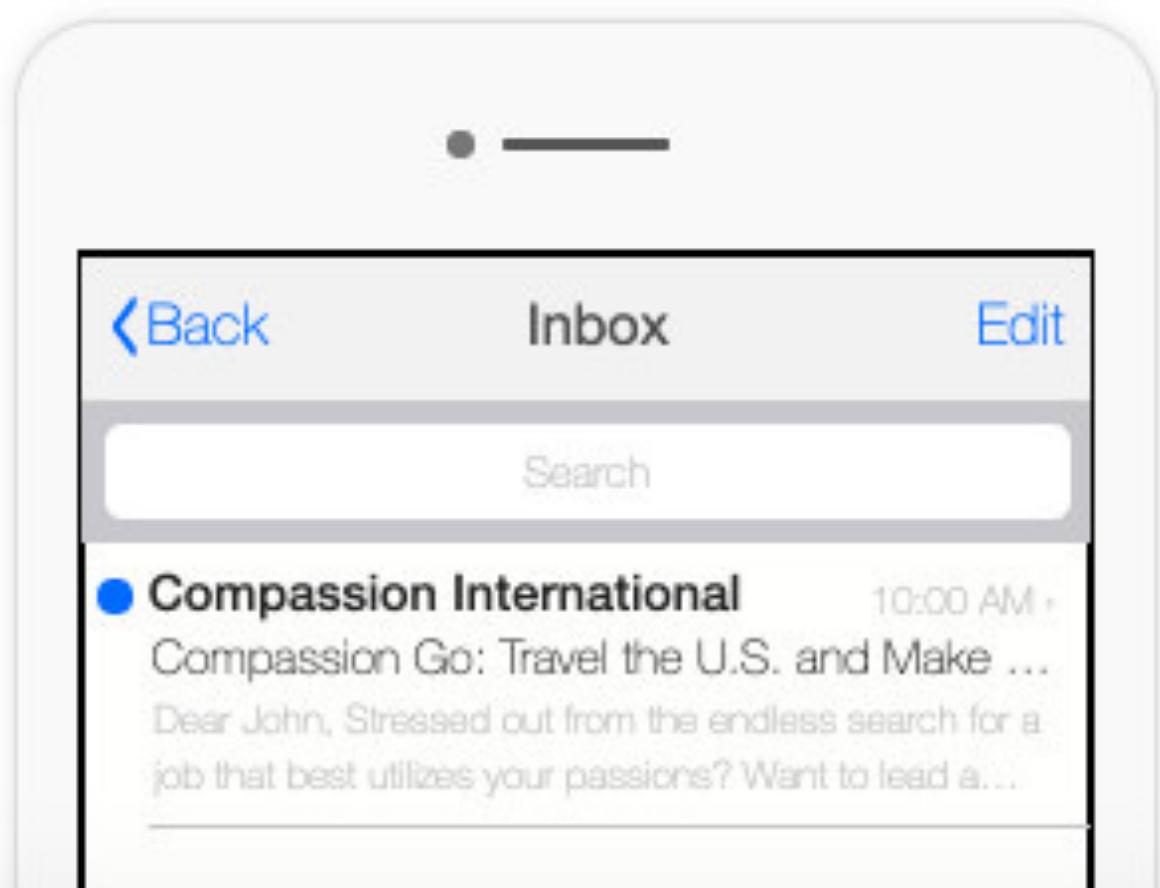


Reason #2

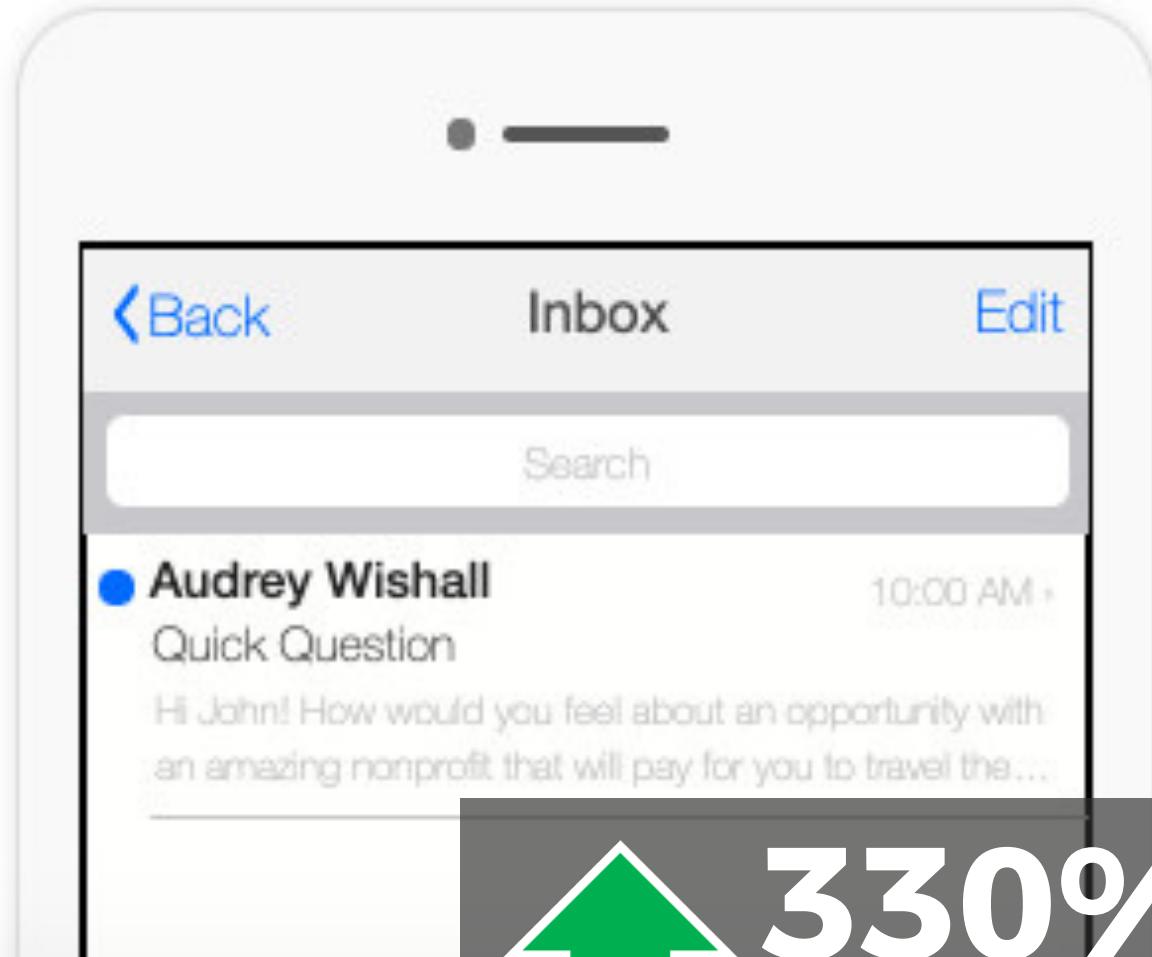
Your welcome series emails are sent from your organization's name, not a real person.



Control



Personal Style



 **330%**
In Opens



Reason #3

The emails look like “best practice” marketing emails using designed HTML templates with images, logos, etc.



Templatized Newsletter



Hi Friend,

We've published a few resources on the DTS Voice recently that I thought you'd find interesting. I didn't want you to miss out, so I wanted to send them over today.

I hope you enjoy these resources!

Sincerely,

Jacob Beck

A Christian Without Community is like a Song without Melody



[Read the article »](#)

The Church's Role in Culture



[Listen to the podcast »](#)

The Lessons We Learned Putting Faith in Films



[Watch the chapel message »](#)

Dallas Theological Seminary 3909 Swiss Avenue Dallas Texas 75204

You received this email because you are subscribed to Marketing Information from Dallas Theological Seminary .

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

Simplified Newsletter



Hi Friend,

We've published a few resources on the DTS Voice recently that I thought you'd find interesting. I didn't want you to miss out, so I wanted to send them over today.

- [A Christian Without Community is like a Song without Melody](#)
- [The Church's Role in Culture](#)
- [The Lessons We Learned Putting Faith in Films](#)

I hope you enjoy these resources!

Sincerely,

Jacob Beck

Dallas Theological Seminary 3909 Swiss Avenue Dallas Texas 75204

You received this email because you are subscribed to Marketing Information from Dallas Theological Seminary .

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

77%
In Clicks



Reason #4

Your current welcome series isn't focused on cultivation.

It mainly shares updates about your organization and offers other ways to give.



Control



Survey » About » Story with Donation Ask (x3) »
Direct Appeal » Newsletter Handoff

Treatment



Survey » About » eBook Offer (x6) »
Newsletter Handoff

No Direct Donation / Offer
920%
In Donations



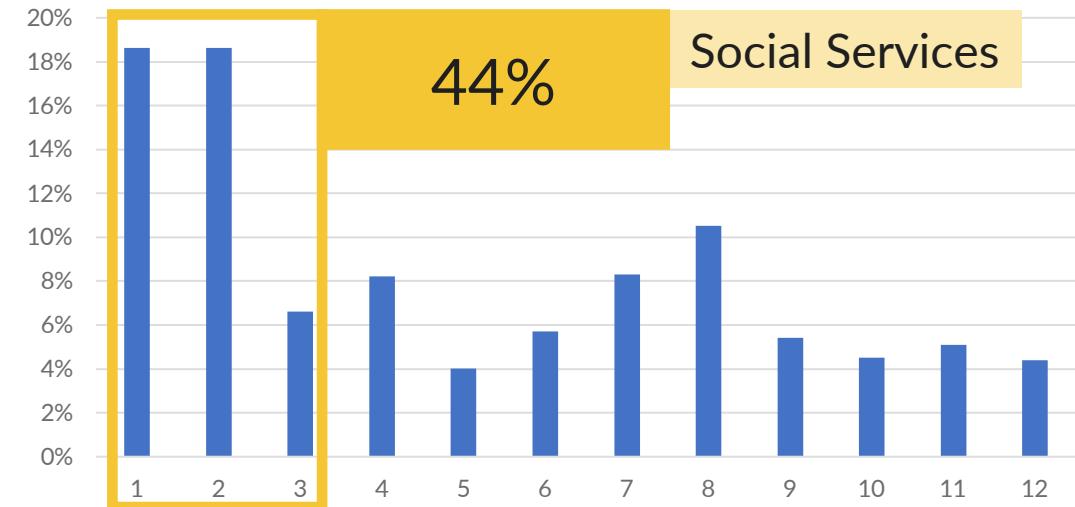
What's the purpose?

Donor Retention

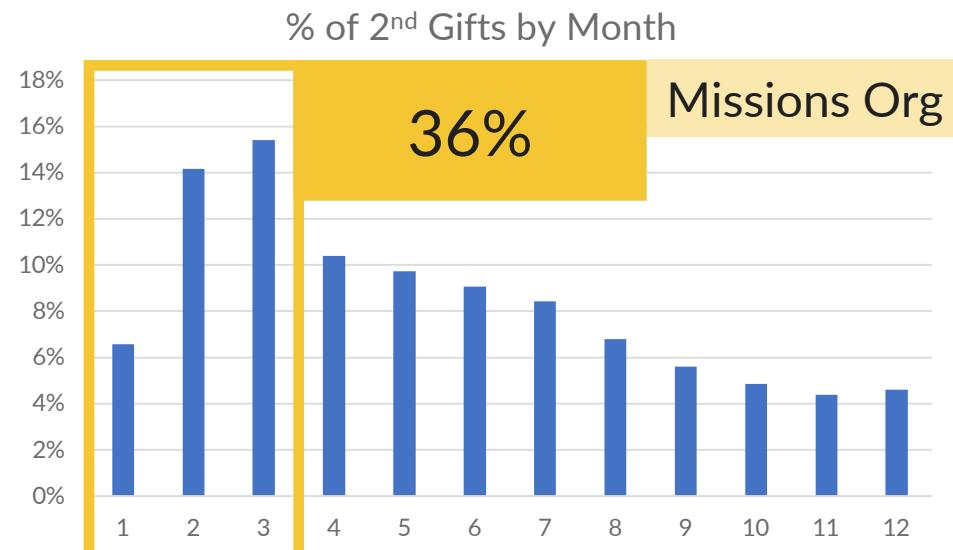


There's significant 2nd gift opportunity in a new donor's first 90 days.

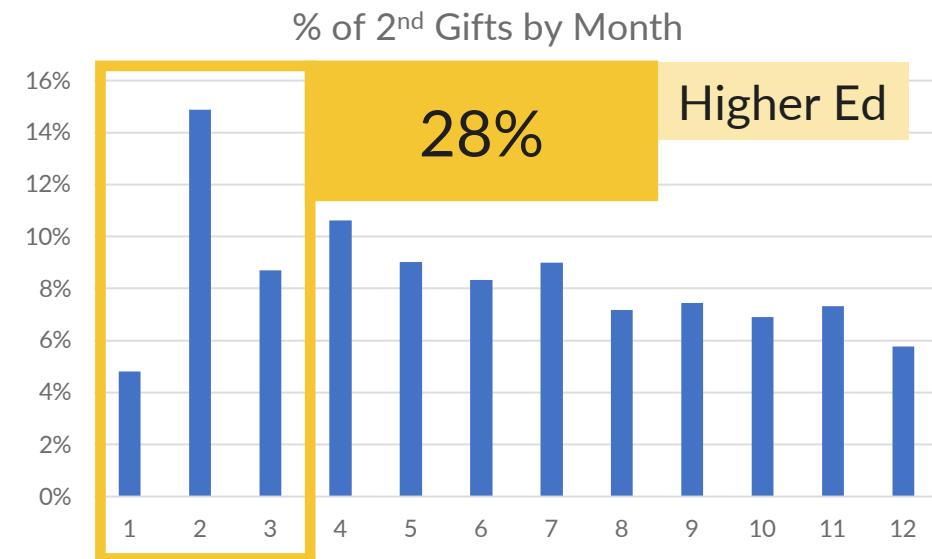
% of 2nd Gifts By Month

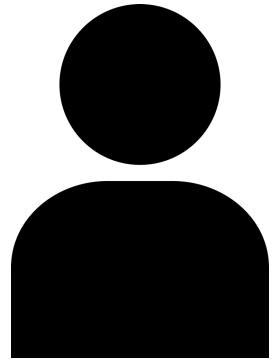


% of 2nd Gifts by Month

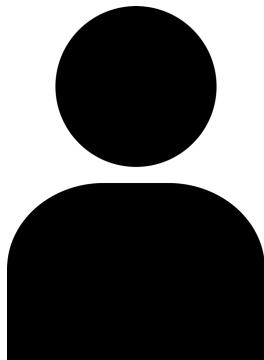


% of 2nd Gifts by Month





VS



114%

increase in new donor retention
if we can get them to give a 2nd gift in year 1.

New Donor

Gave 1 Donation in Year 1

21%

likelihood to retain in year 2

New Donor

Gave a 2nd Gift in Year 1

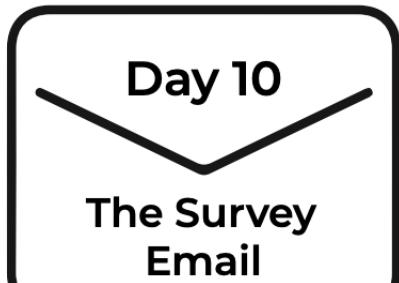
45%

likelihood to retain in year 2

The Framework of a New Donor Welcome Series



8 emails to send in the first 24 days

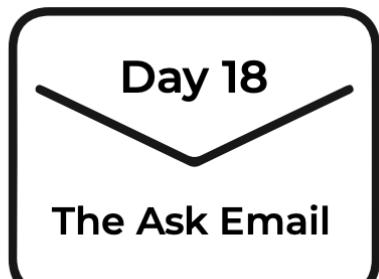
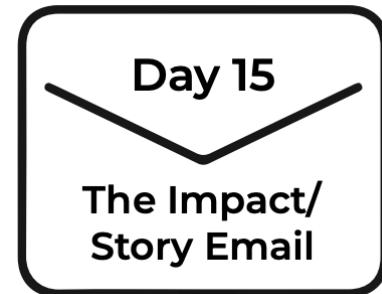


Goal: Connect with donors and establish trust

Goal: Share the values and beliefs of your organization

Goal: Show commitment by sharing a resource

Goal: Engage with donors and learn what is important to them



Goal: Remind the donor of their impact

Goal: Promote monthly giving

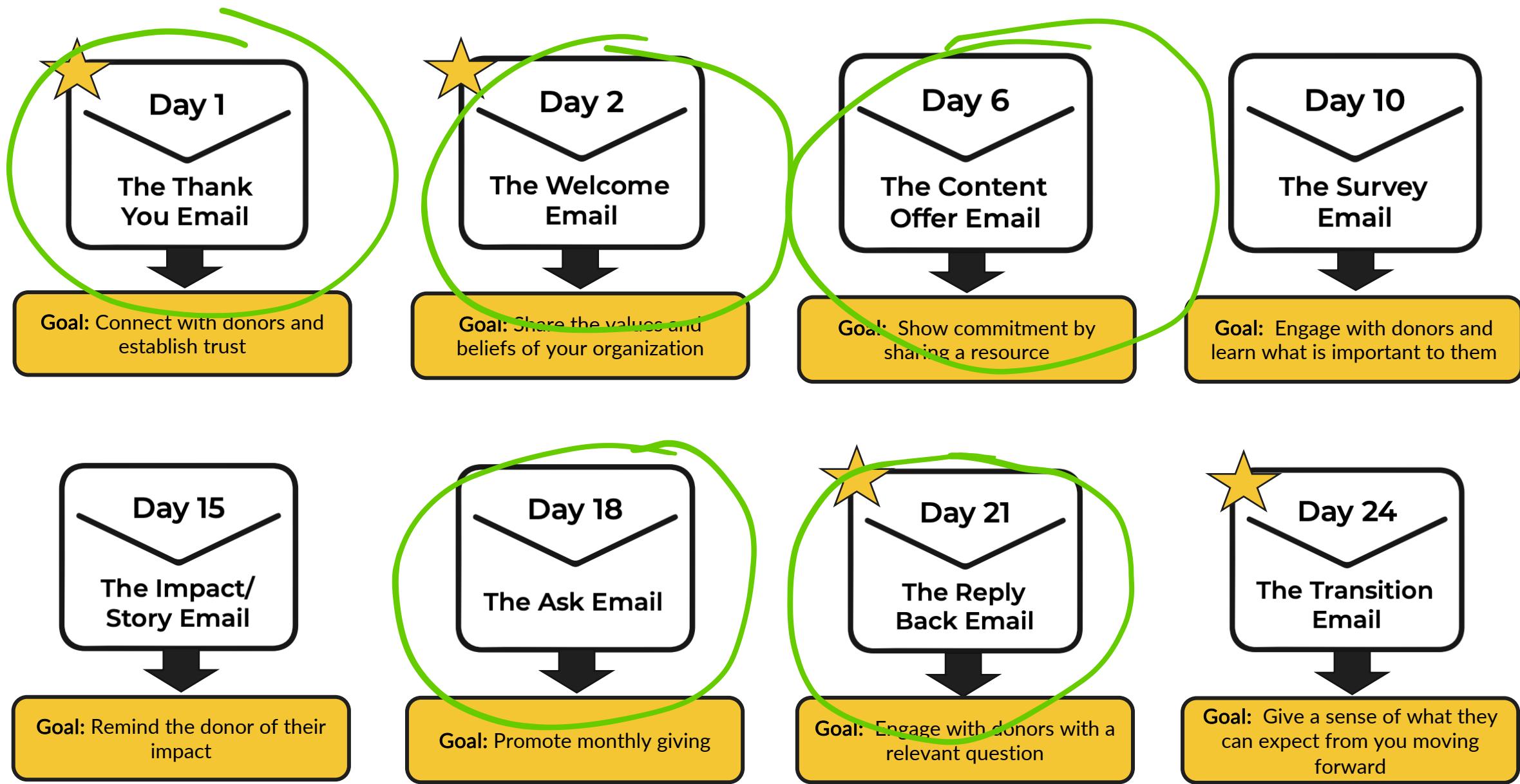
Goal: Engage with donors with a relevant question

Goal: Give a sense of what they can expect from you moving forward



Recommended minimum emails

8 emails to send in the first 24 days



Recommended minimum emails

The Thank You Email



The Thank You Email

Goals: Trust • Competency • Connectedness

Recommended Sender:
Chief Development Officer or equivalent

Email #1

The Thank You Email



PFI Donor Support donorsupport@pfi.org via prisonfellowshipint.onmicrosoft.com
trent.alexus@loveyourgrub.co

Dear Trent,

Email Checklist

- Sole focus is to thank new donors
- Confirm the donation and the tax deduction eligibility
- Express your gratitude for the donation
- Refer to the donor as a generous person
- Share how the donation will be put to use
- Provide your contact information for follow-up
- Do not ask for any further action

Laura

Donor Support Team
Prison Fellowship International
Washington, DC, USA
+1.703.481.0000 | pfi.org



SAMPLE EMAIL



PFI Donor Support donorsupport@pfi.org via prisonfellowshipint.onmicrosoft.com
to trent.alexis@loveyourgrub.co ▾

Dear Trent,

Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your help in the restoration of thousands of prisoners, ex-prisoners, and their children.

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity to be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

And you're helping prisoners, like Yvonne's parents, too. Our in-prison evangelism and discipleship program, The Prisoner's Journey, is now in nearly 700 prisons throughout 41 countries. In 2019, more than 306,000 prisoners graduated with a newfound knowledge of the gospel message. Our in-prison restorative justice program, Sycamore Tree Project: Justice and Peace, helped nearly 11,000 prisoners in 10 countries transform from victim-makers to peacemakers.

This work is so important to the restoration of families and communities around the world. I have attached some recent testimonies --I hope these bless you.

If you have any questions, we can be reached at 703.481.0000, or at donorsupport@pfi.org. If you have a spare moment, would you share with us how you learned about PFI?

God bless you and keep you,

Laura

Donor Support Team

Email #1

The Thank You Email

Saying thanks and encouraging the donor's generosity.



SAMPLE EMAIL



PFI

to treat

Dea

Tha

resto

Showing how the gift is being used through impact stories.

Thank you for your generosity and your heart for this ministry. Your giving to Prison Fellowship International helps bring hope, healing, and restoration to families and communities around the world.

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity to be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

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God bless you and keep you,

Laura

Donor Support Team

Email #1

The Thank You
Email



SAMPLE EMAIL



PFI Donor Support donorsupport@pfi.org via prisonfellowshipint.onmicrosoft.com
to trent.aleexus@loveyourgrub.co ▾

Dear Trent,

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God bless you and keep you,

Laura

Donor Support Team

Email #1

The Thank You
Email

Providing a clear means for the donor
to follow-up and ask questions.



No Personalization

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

With Personalization

Hi Jeff,

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*.

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Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation





Colorado Gives 365 Tools

Donation Receipt

Preview and customize the receipt automatically emailed to donors.

Customize Message

[Save](#) [Cancel](#)

Click here to begin composing!

Characters : 0/5000

Add your custom thank
you message here.

Receipt Preview



Congratulations! You are making good happen by using [ColoradoGives.org](#) to make a donation supporting Colorado's nonprofits! [ColoradoGives.org](#) makes donating online easy, safe, and convenient. We hope your experience was a good one.

When you receive your credit/debit card or bank statement, please remember that your total donation will appear as a charge of \$10.00 from ColoradoGives.org.

Donation Receipt



Nonprofit Educational Webinars

Colorado Gives 365 offers year-round opportunities to connect, share and learn from industry experts and each other. Check out our past digital fundraising webinars and workshops to get inspired. Sign up for our monthly emails with information on features, training, and tips.

[Sign Up](#)[Colorado Gives Day](#) [Marketing & Fundraising](#) [Media & PR](#) [Social Media](#) [Capacity Building](#)

The Basics - What Tools Should I Use?

Join Colorado Gives 365 for a refresher on all the fundamental tools you can use to raise more money on Colorado Gives Day and year-round!

[Presentation](#)

Beyond the Basics

The Colorado Gives Foundation team takes nonprofits on a deep dive into the tools & strategies, such as P2P fundraising, that drive donations and success on Colorado Gives Day.

[Presentation](#)

Customize the whole checkout flow on ColoradoGives.org including the form, thank you page, and receipt.

coloradogives.org/p/nonprofits/pastwebinar



Campaigns

Embedded Donation Form

Widgets

Matching Grants

Smart Messages

Use the “Integrations” to connect to your email automation tool of choice.

Integrations

Salesforce

Zapier

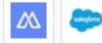
Mailchimp

Slack

Google Analytics

Integrations

Integrations allows you to automatically link your Mightycause data to hundreds of external tools, including email, donor management databases, and more through the use of Zapier. For more information and step-by-step videos check out our helpful [guide article on Integrations](#).

-  **Subscribe new donors to a Constant Contact list**
Constant Contact + Mightycause [Use this Zap](#)
-  **Add new donors from Mightycause to Mailchimp lists**
Mailchimp + Mightycause [Use this Zap](#)
-  **Post new Mightycause donors by posting a message on your Facebook Page.**
Facebook + Mightycause [Use this Zap](#)
-  **Update Sheets spreadsheet row for new Mightycause donations**
Google Sheets + Mightycause [Use this Zap](#)
-  **Send a thank you email via Gmail for new Mightycause donations**
Gmail + Mightycause [Use this Zap](#)
-  **Create new Salesforce contacts for new Mightycause donors**
Salesforce + Mightycause [Use this Zap](#)
-  **Get Slack notifications when someone interacts with your Mightycause fundraiser**
Slack + Mightycause [Use this Zap](#)
-  **Add new Mightycause donors to a Hubspot workflow**
HubSpot + Mightycause [Use this Zap](#)

PRICING

 COLORADO GIVES 365 About Us Ways to Give Donate

Embeddable Donation Form

Start by improving your donor experience

For \$19/month, add your Colorado Gives 365 donation form directly to your organization's own website and give donors the opportunity to make a difference immediately.

- Embedded donation forms use your organization's branding automatically, so you don't need to design anything new.
- Securely accept credit card, PayPal, and bank account donations through your website without adding any new security features.
- Easily accept monthly recurring donations from donors who want to have a sustaining impact by making their contributions automatically every month.
- Customize your donation form with suggested giving amounts and labels that represent your fundraising priorities.
- Simply copy and paste a short code snippet into your existing website.
- Streamline the giving experience for your donors, helping them give through the Colorado Gives 365 platform they already know and trust.
- Reduce the burden of maintaining several donation buttons and accounts! Donation receipts are automatically delivered to every donor immediately after their donation is completed and their donation is deposited in your organization's bank account automatically. Then you can manage all of your online donations in one spot.

[Request a Demo](#)

Advanced Fundraising Tools

Full suite of fundraising technology

For \$69/month, take your organization's fundraising to the next level with Advanced fundraising tools on Colorado Gives 365, powered by Mightycause.

- Embeddable donation form (\$19/month value) ([video demo](#))
- Full-Service CRM ([video demo](#))
- Digital marketing & email messaging
- Text-to-Give ([video demo](#))
- Advanced analytics
- Advanced donor data collection options
- Volunteer and opportunity management ([video demo](#))
- Custom branded donation receipts
- Custom branded peer-to-peer campaigns and donation forms
- Integrations with Google Analytics, Slack, Mailchimp, and Salesforce ([video demo](#))
- Through Zapier, integrate with thousands of other apps like Google, social platforms, and Outlook
- Priority support at Mightycause, the team that helps to power Colorado Gives 365 and Colorado Gives Day

These features are available at no additional cost to organizations that are

coloradogives.org/p/pricing

ZAPIER INTEGRATIONS

 zapier Product Solutions Resources & Support Pricing

 Mightycause Integrations Fundraising

Integrations

Do more with Mightycause integrations

Zapier lets you connect Mightycause with thousands of the most popular apps, so you can automate your work and have more time for what matters most—no code required.

[Start free with email](#) [Start free with Google](#)

✓ Free forever for core features ✓ 14 day trial for premium features & apps

Advanced features offer integrations to thousands of external marketing tools.

zapier.com/apps/mightycause/integrations



The Welcome Email



The Welcome Email

Goals: Trust • Competency • Connectedness

Recommended Sender:
Executive Director, CEO, or
Chief Development Officer

Email #2

The Welcome
Email

Email Checklist

- State your values, beliefs, mission, and who you seek to serve.
- Reflect on the community they've joined by becoming a new donor.
- Invite them to learn more with a link to an article, welcome video, or other content.

With you, we're a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.

Your gifts are already making a difference in this fight. Because of you, families are being freed from forced labor. Children are being rescued from sex trafficking and violence. Vulnerable widows no longer stand alone. **This rescue and restoration can only happen because people like you are with us!**

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.



SAMPLE EMAIL



Welcome!



Trent, thank you for joining the fight to end slavery! We're excited you're with us.

Just to make sure we've introduced ourselves properly...

We are International Justice Mission (IJM), a global organization that partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

Email #2
The Welcome
Email



SAMPLE EMAIL

With you, we're a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.

Your gift...
families a...
sex traffi...
rescue a...
are with

Inviting the donor into a community with shared values, goals, and beliefs.

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.

You can also manage your profile and giving at [Your Portal](#). Just enter your information and click *Create Account* to get started. Be sure to use the email address we have on file for you – trent.alexus@loveyourgrub.co – you can always change it later!

[SIGN IN NOW](#)

Email #2

The Welcome Email

In the coming weeks, you'll start receiving stories about survivors, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. You're an important part of this movement, and we want



SAMPLE EMAIL

In the coming weeks, **you'll start receiving stories about survivors**, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. We can't wait to share them with you to see what you can do.

Thank you,

Until all are free,

The IJM Team

Showing how you will continue to follow-up with them.

P.S. Don't forget — add connect@ijm.org and giving@ijm.org to your address book, trusted sender list or company whitelist to make sure our emails don't get filtered out of your main inbox, and feel free to reach out to us at either address if you ever have any questions!



[IJM.org](#) | [Donate](#)

[Update your email preferences](#) or [unsubscribe](#) | [Privacy Policy](#)

Donations: PO Box 96961, Washington, DC 20090-6961, United States

Correspondence: PO Box 58147, Washington, DC 20037, United States



Email #2
The Welcome
Email



Multiple CTA Links

Dear Friend,

I have good news to share with you! There's an incredible initiative that is doing exactly what it was designed to do. It's called Invest in Kids, and it's helping families throughout Illinois.

This tax-credit scholarship program allows underprivileged kids to attend private schools of their choice. It's awarded more than 37,000 scholarships worth \$280 million since launching in 2018.

The Illinois Policy Institute has resources that you can use to learn more about this program and how it's helping families in our state. Here they are:

- During our first Policy Shop podcast of 2023, staff attorney and director of labor policy Mailee Smith discussed union opposition to Invest in Kids with Senior Vice President Hilary Gowins. You can check it out [here](#).
- [Here](#) is a post that looks at how Invest in Kids is being promoted by parents who know the program works. Their voices are being heard. Gov. J.B. Pritzker once opposed the program, but he's changed his stance and now supports Invest in Kids.
- We've compiled personal stories from Invest in Kids participants. [Sandra Granados](#) shares the power of community, [Manuel Rodriguez](#) discusses the problem of bullying, and [Martha Reynoso](#) talks about academic excellence.

You can always count on us to get the facts out about successful programs like Invest in Kids. For the latest updates on education and other key issues, visit our [policy research](#) page.

Thank you for helping us fight for policies that get results for Illinois families!

Sincerely,

Katherine Condon

One CTA Link

Dear Friend,

I have good news and bad news to share with you. The good news, first:

There's an incredible initiative that is doing exactly what it was designed to do. It's called Invest in Kids, and it's helping families throughout Illinois.

This tax-credit scholarship program allows underprivileged kids to attend private schools of their choice. It expands options for families who would send their child to a private school but can't afford the tuition. And rather than being funded by tax revenue (which is what teachers' unions want you to think), Invest in Kids is funded entirely by charitable donations.

Since it launched in 2018, the Invest in Kids program has awarded more than 37,000 scholarships worth \$280 million. Behind these numbers are thousands of kids benefiting greatly from a better education and, in many cases, a safer educational environment.

But here is the bad news.

The Invest in Kids program is set to expire unless lawmakers take action to keep it and the scholarships it funds for low-income kids alive.

I'm providing you a link to an article where you can learn more about the push from Illinois families to expand this life-changing program. Here is the link: <https://www.illinoispolicy.org/parents-push-to-expand-illinois-invest-in-kids-school-choice-program/>

And if you want to contact your lawmaker to encourage them to support making Invest in Kids permanent, you can do so [here](#).

Thank you for helping us fight for policies that get results for Illinois families!

Sincerely,

Katherine Condon

96%
In Clicks



The Content Offer Email



The Content Offer Email

Goals: Competency •
Autonomy • Commitment

Recommended Sender:
Executive Director, CEO, or
Chief Development Officer

Email #3

The Content Offer
Email



One at a Time —

Email Checklist

- Share what the resource is.
- Share how the resource is connected to your work & mission.
- Share how the resource will benefit them when they get it.
- Use one call-to-action: download the content offer.

I have a unique opportunity for you ... I would like to give you a gift: our free eBook, *One at a Time*.

[Please take a moment to download it here.](#)

I hope that you will download it today because it offers a glimpse into the history of Food for the Hungry and the heart of our founder, Larry Ward.

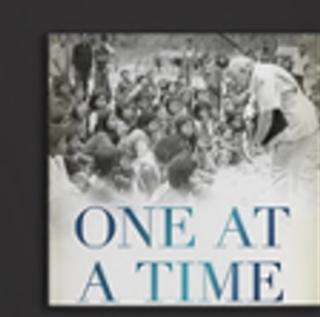
I know that these stories will resonate with you ... they show you the passion we have for our work as we:

1. Help people see that they have a future.
2. Bring about long-term transformation in the neediest communities.
3. Lift people out of poverty.
4. Teach and help people grow their own healthy, self-sustaining farms and gardens.

SAMPLE EMAIL



FOOD FOR
THE HUNGRY



One at a Time —
your free gift from
Food for the Hungry

[Download Your eBook](#)

Dear Edward,

If you have been led to this email, it is because you care about those who are hurting. I have a unique opportunity for you to learn more about the work of Food for the Hungry. Please take a moment to read the stories of the people we serve.

I hope that you will be inspired by the stories of the people we serve. I know that these stories will resonate with you ... they show you the passion we have for our work as we:

1. Help people see that they have a future.
2. Bring about long-term transformation in the neediest communities.
3. Lift people out of poverty.
4. Teach and help people grow their own healthy, self-sustaining farms and gardens.
5. Help impoverished children receive the food and education they need — which can lead to helping the whole community.

Food for the Hungry's desire is to end poverty by going into the hard places and closely walking with the world's most vulnerable people.

We actively partner with churches, leaders, and families to:

- build transformational relationships,
- usher in justice,

Offering a free, valuable resource

Email #3

The Content Offer
Email

SAMPLE EMAIL

I have a unique opportunity for you ... I would like to give you a gift: our free eBook, *One at a Time*.

[Please take a moment to download it here.](#)

I hope that you will download it today because it offers a glimpse into the history of Food for the Hungry and the heart of our founder, Larry Ward.

I know that these stories will resonate with you ... they show you the passion we have for our work as we:

1. Help people see that they have a future.
2. Bring about long-term transformation in the neediest communities.
3. Lift people out of poverty.
4. Teach and help people grow their own healthy, self-sustaining farms and gardens.
5. Help impoverished children receive the food and education they need — which can lead to helping the whole community.

Food for the Hungry is a registered 501(c)(3) non-profit organization. We are a Christian organization that works to end world poverty by giving hope and opportunity to the neediest people and places.

Showing the connection of the resource to the mission.

And our mission is to walk with churches, leaders and families in overcoming all forms of human poverty by living in healthy relationship with God and His creation.

[Please find out more — and discover how you can get involved — download *One at a Time* now. It's our free gift to you.](#)

Thank you for your interest in serving those in the most desperate situations, together with Food for the Hungry!

Serving together,

Gary Edmonds
President

P.S. [Please download your free eBook now.](#) I believe it will be a great blessing for you to see how you can be a part of helping the neediest people with God's love. Let's stay connected together on [Facebook](#), [Twitter](#), and [Instagram](#). You can also find us on [YouTube](#) too!

Email #3
The Content Offer
Email



The Email



→

The Landing Page

The landing page features the TSHA logo at the top. The main headline reads: "Our #GivingTuesday Gift to You: Get the *Portable Handbook of Texas* eBook for FREE". Below this, a paragraph explains the creation of the eBook from the 6-volume *Handbook of Texas*. A list of benefits includes: "Over 1,000 pages of exclusive content documenting all things Texas", "The most popular stories of the people, places, and events from Texas's past", "Historical photos and maps to help bring the stories to life", and "Plus so much more!". A form for entering email address and a "SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK" button are at the bottom. The page is decorated with red Christmas ornaments and a tablet displaying the eBook cover.

→

The Instant Donation

The donation page starts with a "Thank you" message and a note that the eBook will be sent to the inbox within 5 minutes. The headline "Give Back to Texas this #GivingTuesday" is followed by a description of the day. The page then details the history and mission of TSHA, mentioning the 2016-2017 Texas Almanac and the Southwest Historical Quarterly. It lists several benefits for members, including instant access to the Digital Library and the Southwest Historical Quarterly. The page ends with a "Activate your Membership Today!" button and a list of membership levels: \$25.00 - Basic Membership, \$50.00 - Friend of Texas, \$100.00 - Texas Ambassador, and \$100.00 - Texas Ambassador.





Colorado Gives 365 Tools

 To-Do

Fundraising > Widgets



Nathan

Overview

Organization Page

Supporters

Fundraising Tools

Campaigns

Embedded Donation Form

Widgets

Matching Grants

Smart Messages

Text-to-give

Opportunities

Fundraiser Templates

> Reports

> Checkout

> Integrations

> Settings

Widgets

Mini forms, donation buttons, and campaign thumbnails for embedding on your own website. [Looking to embed a full-size checkout form?](#)

Widget Instances

Label	ID	Style	Raised	Embed Location	
Test donation button	4974	Donate button	\$0.00		
Test Widget	4976	Mini donation form	\$0.00		
Test 2	4978	Mini donation form	\$0.00		

Items per page: 5

1 - 3 of 3

Create a Widget

Widget style
Mini donation form

Mini donation forms allow donors to complete donations without leaving the page.

Donation suggestions are inherited from your [Donation form](#).

Colorado Gives Sample
Nonprofit

- \$20 Description Label 1 one time
- \$50
- \$75
- \$100
- Other

 Recurring monthly donation

Powered by

Create a donation widget to add a donation form on any page.

Embed Your Donation Widget Today for Free

Website URL where widget is to be embedded

(Optional) For admin reference

Code

<Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis



Donations

In a year when we are seeing the highest need ever, community support is critical to ensure that families have access to the food they need and safe, stable housing. We are currently seeing about 1,000 families coming in for help and over 145,000 pounds of food going out the door **EACH MONTH**. In 2023 alone, we have served more than 13,000 unduplicated residents and have distributed over 1.5 million pounds of food. This is higher than during the pandemic, and with fewer financial resources available.

Broomfield FISH

\$25
 \$50
 \$100
 \$500
 Other

Recurring monthly donation

DONATE

Powered by  mightycause

MONETARY DONATIONS

Your gift to Broomfield FISH delivers a **huge impact**. 93 cents goes directly to our neighbors in need. You can contribute. Our Tax ID/EIN is 84-1591.

- To make an online donation, simply click the **DONATE** button above. To write a check, please mail it to the address below.

Broomfield
6 Garden Center

- Consider asking your employer if they have a matching gift program. This lets you double or even triple your donation.
- You can also make a donation in honor of someone.

Collect Donations Directly from Your Website
with no redirects and the same low fees through ColoradoGives.org

Broomfieldfish.org/donate

FOOD DONATIONS

You can drop off items on Mondays, Tuesdays, Wednesdays, and Fridays from 8 am - 4:30 pm and Thursdays between 8 am - 12 pm using the EAST SIDE donation door. Just be sure to find someone to weigh in your donation and record it at our kiosk.



 To-Do

Fundraising > Widgets



Nathan

Overview

Organization Page

Supporters

Fundraising Tools

Campaigns

Embedded Donation Form

Matching Grants

Upgrade to the premium version to get even greater customization with Embedded Donation Forms.

> Reports

> Checkout

> Integrations

> Settings

Widgets

Mini forms, donation buttons, and campaign thumbnails for embedding on your own website. [Looking to embed a full-size checkout form?](#)

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Items per page: 5 1 - 3 of 3

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Widget style
Mini donation form

Mini donation forms allow donors to complete donations without leaving the page.

Donation suggestions are inherited from your [Donation form](#).

Colorado Gives Sample
Nonprofit

- \$20 Description Label 1 one time
- \$50
- \$75
- \$100
- Other

Recurring monthly donation
DONATE

Powered by

Embed Customizable Donation Forms for \$19/Month

Website URL where widget is to be embedded

(Optional) For admin reference

Code

```
<Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod  
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
```





Find Books, Movies, Music & More »



Website Search

Advanced Search

[Explore](#) ▾ [What's New](#) [Library Info](#) ▾ [Kids & Teens](#) ▾ [Digital Media](#) [Reserve a Space](#) [Library Events](#) ▾ [Research](#)

Some catalog features and new library card sign-up are temporarily unavailable. We are working to resolve the issues.
Highlands Ranch library will be closed through January 26 due to a water main break.

DONATE

Supporting our community, protecting the future.

Douglas County Libraries Foundation supports the incredible work of our libraries, including premium programs and services for customers in Douglas County and across Colorado. [Your donation](#) helps support our community today, tomorrow, and for years to come!

One-time donation Monthly donation

\$25

\$50

\$100

\$200

\$500

\$ Donation amount

Hide amount from public

Hide name from public

[Privacy.info](#)

Add a dedication to your donation

Designation

Phone Number

Optional

dcl.org/donate/



Add a dedication to your donation

Designation

Phone Number

Optional

First name

Last name

Email

Payment method

Credit card



Card number

MM / YY

CVC

Billing address

Address line 2

City

Select state

Country

United States

ZIP / Post code

Total
\$0.00

Cover fees so **Douglas County Libraries Foundation** gets my full donation

[Fee info](#)

Pay \$0.00

Customizable Form to collect data you need while keeping conversion high on your website

Average Monthly Donations:

- Widget: \$578 per organization
- Custom Form: \$2,729 per org

dcl.org/donate/



The Monthly Ask Email



The Monthly Ask Email

Goals: Connectedness

- Autonomy • Commitment

Recommended Sender:

Executive Director, CEO, or
Chief Development Officer

Email #6

The Monthly Ask
Email

Dear Supporter,

A little while ago you made a very generous donation to the Canadian Taxpayers Federation. Your contribution helped make a real difference in our fight. Thank you for stepping up.

Email Checklist

- Reference and thank them for their past gift.
- Remind them of how their gift has helped.
- Explain the unique impact of a regular monthly donation.
- Let them know they can change, pause, and/or cancel at any time.
- Give a clear call-to-action to make a monthly recurring donation.
- Explain any unique benefits of being a monthly donor (i.e. special gift, unique invitations, exclusive content, etc.)

Would you consider making a recurring monthly donation? Even \$ 5 per month gives us the ongoing support we need to launch new campaigns and make them successful.

We greatly appreciate your last gift and it's great to have you on the team to fight

SAMPLE EMAIL

Email #6 The Monthly Ask Email

Dear Supporter,

A little while ago you made a very generous donation to the Canadian Taxpayers Federation. **Your contribution helped make a real difference in our fight. Thank you for stepping up.**

It's always very
fund an urge

But I can tell
over-tax and
year job. Th
digital specia
defense every day of the year.

Reminding them of and thanking them
for their previous donation.

You win when tens and hundreds of thousands of Canadians push back on their politicians. That is why we've invested heavily over the past three years to grow the taxpayer army. By making a donation to the CTF you are a leader in this army.

I can tell you that doing the behind the scenes work of building this army isn't as flashy as a national Debt Clock tour, or a high-profile court challenge, but it's how you win.

Over the next two weeks we are looking for 10 Canadians to step up and ensure the taxpayer army keeps getting bigger every day.

Would you consider making a recurring monthly donation? Even \$ 5 per month gives us the ongoing support we need to launch new campaigns and make them successful.

We greatly appreciate your last gift and it's great to have you on the team to fight



SAMPLE EMAIL

Dear Supporter,

A little while ago you made a very generous donation to the Canadian Taxpayers Federation. Your contribution helped make a real difference in our fight. Thank you for stepping up.

It's always very rewarding to see supporters like you step up when asked to help fund an urgent campaign. You are part of a growing taxpayer army in Canada.

But I can tell you that fighting back against money-hungry governments ready to over-tax and over-spend your money (too often on wasteful projects) is a 365-day-a-year job. That's why we have a talented team of sharp communicators, organizers, digital specialists and even an investigative journalist on staff to be the first line of defense every day of the year.

Showing them that there is ongoing need on a daily and recurring basis.

Over the next two weeks we are looking for 10 Canadians to step up and ensure the taxpayer army keeps getting bigger every day.

Would you consider making a recurring monthly donation? Even \$ 5 per month gives us the ongoing support we need to launch new campaigns and make them successful.

We greatly appreciate your last gift and it's great to have you on the team to fight

Email #6
The Monthly Ask
Email



SAMPLE EMAIL

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But I can tell you that fighting back against money-hungry governments ready to over-tax and over-spend your money (too often on wasteful projects) is a 365-day-a-year job. That's why we have a talented team of sharp communicators, organizers, digital specialists and even an investigative journalist on staff to be the first line of defense ever

You win when
politicians
taxpayer army

I can tell you
flashy as a
you win.

Providing a clear call-to-action paired
with a specific goal.

Over the next two weeks we are looking for 10 Canadians to step up and ensure the taxpayer army keeps getting bigger every day.

Would you consider making a recurring monthly donation? Even \$ 5 per month gives us the ongoing support we need to launch new campaigns and make them successful.

We greatly appreciate your last gift and it's great to have you on the team to fight for lower taxes, but if you want to supercharge your impact, would you consider being one of the 10 Canadians we are looking for to be a monthly donor?

You can sign up for a monthly donation here: <https://www.taxpayer.com/donate/protect-your-values-365-days-per-year->

Thanks for all of your support and for being part of the fight.

Email #6
The Monthly Ask
Email



No Explanation of Benefits

Hello, Friend.

I'd like to share this story about Alfred, a Dallas Theological Seminary student from Kenya who has felt the economic impact of the coronavirus.

The economic impact of COVID-19 has been felt around the world, with job losses and pay cuts. It was no different for DTS students, including Alfred and his family. As an international student, his job opportunities in Dallas are limited. And he had an additional setback, as his home in Kenya was destroyed by a flood that affected almost a million residences. Alfred said, "I applied to DTS financial aid, which assisted greatly." He still has concerns about resources, but he concluded by saying, "As I struggle in prayers for God to move willing hearts, to come alongside and assist His purposes, I remain hopeful for the good work He began in us, He will accomplish in Christ Jesus (Philippians 1:6)."

Because of the prayers and financial support of friends of the Seminary, DTS has the opportunity not only to make a difference in the lives of students like Alfred but also in the countless lives that DTS students will reach with God's love. The exponential impact of your support of this ministry is phenomenal.

Because of this, I'd like to ask you to consider becoming a DTS Cornerstone Partner. When you give monthly, at any amount you choose, you allow DTS to have a solid base to work from in creating initiatives and resources to support our students.

If you partner with DTS today, you'll be helping us reach our important goal of 100 new Cornerstone Partners by North Texas Giving Day on September 17. Your gift will also be counted toward the \$50,000 Challenge Gift for North Texas Giving Day, put forth by a generous donor.

Will you partner with DTS? <https://secured.dts.edu/cornerstone-partner-ntgd/>

Thanks for considering this important partnership to help us equip students like Alfred to reach the world with the gospel of Jesus Christ.

In Him,
Mark M. Yarbrough, PhD

Monthly Recurring Benefits

Hello, Friend.

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When you become a monthly supporter of DTS, you will have the option to receive monthly letters to keep you connected and informed.

In addition to the blessing of knowing that you are supporting this ministry work, you also receive these special benefits:

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In Him,
Mark M. Yarbrough, PhD
President



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In addition to the blessing of knowing that you are supporting this ministry work, you also receive these special benefits:

- A copy of the Bible Knowledge Commentary: New Testament (for commitments of \$50 per month or more)
- A subscription to DTS Magazine
- Early access to new free online courses
- Semi-annual update emails

As a Cornerstone Partner, you will be able to suspend, stop, or alter your monthly gifts at any time, so no need to worry about the pressure to give if your budget changes.

Thanks for considering this important partnership to help us equip students like Alfred to reach the world with the gospel of Jesus Christ.

In Him,
Mark M. Yarbrough, PhD
President



123%

In Donations



Colorado Gives 365 Tools

Donate

You're making a donation to **Colorado Gives Sample Nonprofit**



ORGANIZATION
Colorado Gives Sample
Nonprofit

One-time donation Monthly donation

\$20 /month

Description Label 1 one time

\$50 /month

\$75 /month

\$ Donation

Hide a

Hide name from public

[Privacy info](#)

Create a dedicated donation page for monthly donations—contextualizing your gift array accordingly.



Supporters

To-Do

Reports

+

Nathan

Fundraising Tools

Campaigns

Embedded Donation Form



Widgets

Matching Grants

Smart Messages



Text-to-give

Opportunities

Fundraiser Templates

Reports

Donations

Offline Donations

Recurring Donations

Retention

Reports

Monitor and manage crucial data.

All Donations

All donations made to your organization, including recurring and offline donations.

Recurring Donations

Only donations set to recur over time.

Offline Donations

Only donations from outside the Mightycause platform.

Retention

The status of your returning donors.

The Reports tool will let you manage recurring donors and analyze retention.



Articles in this section

[How do I calculate the total amount of money that should be disbursed to my organization?](#)

[How to Add and Track Referral Codes for Your Organization](#)

[How to Access and Manage Your Donor Retention Report](#)

[Managing and Adding Offline Donations](#)

[Reviewing Your Organization Donations Report](#)

How to Access and Manage Your Donor Retention Report

 The ColoradoGives Team
9 months ago · Updated

[Follow](#)

This support article will dive into your Donor Retention report and how you can utilize it to retain and grow your donor base!

What is Donor Retention?

Your donor retention is a measure of how many people who donate to your organization come back and donate again.

For many organizations, reviewing your donor retention and calculating your donor retention rate is a difficult and manual process.

The donor retention report on ColoradoGives.org provides organizations with *all the stats and info you need* to start re-engaging these donors.

Donor Retention Rate

Before we jump into the Retention report, ColoradoGives.org provides all organizations to track their donor retention rate via the Overview section on the dashboard.

Your donor retention rate is the percentage of donors who give to your organization year over year.

You can solve for this number mathematically by calculating $(\text{The number of donors that you retained This Year} / \text{The number of donors that you retained Last Year}) \times 100$

Donor Retention Report on ColoradoGives.org

coloradogives.zendesk.com/hc/en-us/articles/7386215054740-How-to-Access-and-Manage-Your-Donor-Retention-Report



The Reply-Back Email



The Reply-Back Email

Goals: Trust • Satisfaction

Recommended Sender:
Executive Director, CEO, or
Chief Development Officer

Email #7

The Reply Back
Email

Hi Trent!

This is Matt at Preemptive Love. If someone else hasn't already, I want to be the first to welcome you to the Preemptive Love community and say thank you for showing up to love anyway.

Email Checklist

- Write copy that is uses a very personal tone.
- Style your email like a Gmail or Outlook email.
- Ask them a relevant question that you truly want to know the answer to.
- Ask them to reply with their answer.
- Be ready to filter emails and reply-back accordingly.
- Do NOT include any additional calls-to-action or links.

We're building the most diverse community of peacemakers on the planet TO END WAR. [Join us.](#)



SAMPLE EMAIL

Hi Trent!

This is Matt at Preemptive Love. If someone else hasn't already, I want to be the first to welcome you to the Preemptive Love community and say thank you for showing up to love anyway.

Please know you always have a seat at our table. We value you. Your story and voice matter to us.

Design looks just like an authentic email that Matt would send from Gmail.

mptive Love and what inspires you to love anyway. You can

[order](#) by Charity Navigator



Matt Malcom

Donor Relations Coordinator

US Cell: (254) 236-8814

US Office: (254) 400-2033



**PREEMPTIVE
LOVE**

We're building the most diverse community of peacemakers on the planet TO END WAR. [Join us.](#)

Email #7
The Reply Back
Email



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Please know you always have a seat at our table. We value you. Your story and voice matter to us.

If you wouldn't mind, I'd love to hear back from you! **Feel free to share why you support Preemptive Love and what inspires you to love anyway. You can reply to this email or send me a text anytime.**

Of course, if there is anything else on your mind, please feel free to

Peace!

Matt

COVID-19 UPDATE: [Preempt](#)

Asking for a reply and reinforcing that their voice is valuable.



Matt Malcom

Donor Relations Coordinator



US Cell: (254) 236-8814



US Office: (254) 400-2033



We're building the most diverse community of peacemakers on the planet TO END WAR. [Join us.](#)

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Of course, if there is anything else on your mind, please feel free to reach out as well!

Peace!

Matt

Charity Navigator

No other calls-to-action!



We're building the most diverse community of peacemakers on the planet TO END WAR. [Join us.](#)

Email #7
The Reply Back
Email



Standard CTA

Hi fellow optimizer,

I sent you an email last week about the Canadian Online Fundraising Scorecard that I'll be previewing in a free webinar next week. I'll share some of what I learned by signing up for emails from and making donations to 152 organizations.

If you can't make it to the live webinar, I'd be happy to send you the slides and a recording once it's over so you can watch it back at a time that works better for you.

Just register on the page below as normal, even if you can't attend. That way I'll know to send the recording to you afterwards: <https://www.nextafter.com/canadian-online-fundraising-scorecard-webinar>

Best,

B

From: Brady Josephson <brady@nextafter.com>

Sent: Thursday, June 14, 9:08 AM

To:

Subject: What can you learn from 152 Canadian charities?

Hi fellow optimizer,

There are three things I like to think Americans have learned a little from Canadians — basketball, hockey, and comedy.

- Dr. James Naismith invented basketball: *Canadian*.
- 50% of all NHL'ers: *Canadian*.
- Mike Myers, Jim Carrey, John Candy, Dan Akroyd, and Catherine O'Hara: *all Canucks*.

I'm hoping we can add one more to the list: online fundraising.

In January, without knowing what I was getting into, I took the lead on the Canadian Online Fundraising Scorecard to see what was being done (or not done) by Canadian charities. I wanted to see what the donor experience was like from email signup and communications through online giving and gift acknowledgement.

After hours of signing up, giving, data collecting, and analyzing I'm excited to share with you what we discovered. Overall...how do I say this positively...there is a **lot** of opportunity for growth. For example:

Ask for a reply (No Link)

Hi fellow optimizer,

I sent you an email last week about the Canadian Online Fundraising Scorecard that I'll be previewing in a free webinar next week. I'll share some of what I learned by signing up for emails from and making donations to 152 organizations.

I didn't see your name on the registration list when I checked it today. Do you want me to send you a recording of it instead?

Just let me know so I can add you to the list.

Best,

B

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Hi fellow optimizer,

There are three things I like to think Americans have learned a little from Canadians — basketball, hockey, and comedy.

- Dr. James Naismith invented basketball: *Canadian*.
- 50% of all NHL'ers: *Canadian*.
- Mike Myers, Jim Carrey, John Candy, Dan Akroyd, and Catherine O'Hara: *all Canucks*.

I'm hoping we can add one more to the list: online fundraising.

In January, without knowing what I was getting into, I took the lead on the Canadian Online Fundraising Scorecard to see what was being done (or not done) by Canadian charities. I wanted to see what the donor experience was like from email signup and communications through online giving and gift acknowledgement.

After hours of signing up, giving, data collecting, and analyzing I'm excited to share with you what we discovered. Overall...how do I say this positively...there is a **lot** of opportunity for growth. For example:



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- Only 6% of organizations had an email offer with significant appeal
- Only 8% had an email offer that was actually unique
- Only 7% had a donation ask on their confirmation pages

I'll unpack everything I learned in a free webinar on June 27th at 1pm CT. Plus, I've got a slew of experiments that show what we've seen actually works to increase both email acquisition and donation conversion.

Do you think you'll be able to make it?

You can learn more and reserve your spot here: <https://www.nextafter.com/canadian-online-fundraising-scorecard-webinar/>

Hope to see you there!

Best,

B

P.S. Even if you can't make it, sign up as I'll send out the slides, recording, and pass along a free copy of the full and final research once it's done.

--

Brady Josephson

NextAfter

Vice President of Innovation & Optimization

* Based on a 88% statistical level of confidence

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brady@nextafter.com

778-994-9311

25%

In Emails Acquired*



Other Things to Note

About Your New Donor Welcome Series



Choosing Your Email Sender

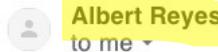
Key Principle

Send your emails from a believable person who is best suited to talk about the content of the email.



Albert Reyes

Providing help ➔



Albert Reyes albert.reyes@buckner.... Jan 22, 2019, 8:33 AM (3 days ago) ☆



Providing help ➔



JoAnne Cole joann.cole@buckner.org ... Tue, Jan 22, 8:33 AM (3 days ago) ☆



Dear Kevin,

Alone. It's a feeling I'm sure you've had, but it was probably temporary because you were surrounded by loved ones who were there for you.

Imagine a girl turning 18 after spending most of her life in foster care. But her birthday present is she's "aged out" of the system – the system that has been her only home. She has no family and the only support system she's ever known tells her it's time to leave.

Where does she go? Who is there to support her now?

Actually, this is not an imaginary situation. It's very real. I am talking about a young lady who is about to turn 18 and is looking for a place to go. For her privacy, I'll call her Marcy. The good news is there is a program to help her (NextStep) but there is a catch.

NextStep is a supervised independent living program that provides former foster children the housing and support they need to meet their educational, career, and spiritual goals as they move to self-sufficiency.

If you're like me, you made plenty of mistakes when you were 18. But thankfully, I had a built-in support system to help me and teach me life lessons I still use today. Marcy doesn't have that, but she does have you. Through your support, we can help Marcy become self-sufficient.

It doesn't cost a great deal, but we do need financial support to get Marcy into the NextStep program. It takes just \$45 a day to provide the housing, counseling, and support Marcy needs to move forward with her life.

Would you be willing to help Marcy? [Would you make a one-time gift of \\$45 or more?](#)

JoAnne Cole

Providing help ➔



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And what's even more exciting is your gift will go twice as far today. Through the generosity of a friend, [we have a matching gift of \\$50,000](#). That means someone else will match whatever amount you give and your support will have twice the impact.

You can make your gift here – <https://secure.buckner.org/NextStep>.

Please prayerfully consider your gift today to help Marcy as she takes the "NextStep" in her life.

God bless,

Albert Reyes
President and CEO
Buckner International

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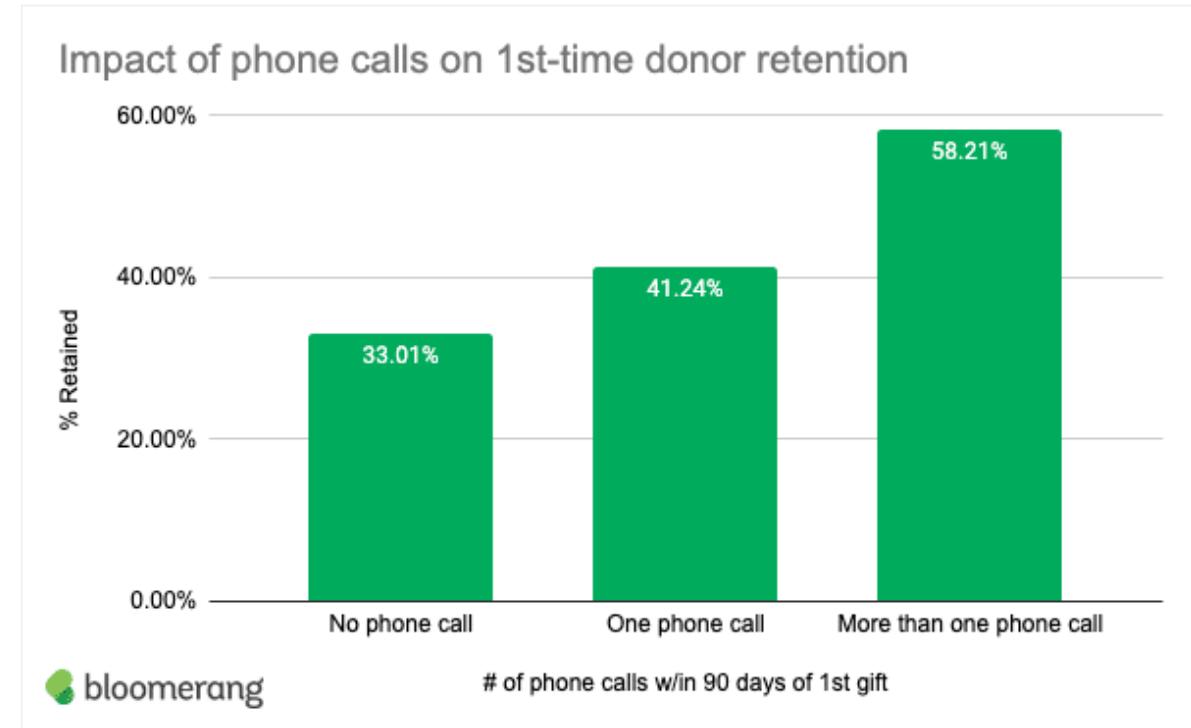
Multi-Channel Communication

Key Principle

Use other channels to reinforce the primary messages in your new donor welcome series.



New donors who receive a phone call within 90 days are nearly 25% more likely to retain.



Automated direct-to-voicemail calling.



slybroadcast

slybroadcast.com

Use the referral code **15724f100**, you'll get
100 free messages.



Articles in this section

[How do I calculate the total amount of money that should be disbursed to my organization?](#)

[How to Add and Track Referral Codes for Your Organization](#)

[How to Access and Manage Your Donor Retention Report](#)

[Managing and Adding Offline Donations](#)

[Reviewing Your Organization Donations Report](#)

How to Access and Manage Your Donor Retention Report

 The ColoradoGives Team
9 months ago · Updated

[Follow](#)

This support article will dive into your Donor Retention report and how you can utilize it to retain and grow your donor base!

What is Donor Retention?

Your donor retention is a measure of how many people who donate to your organization come back and donate again.

For many organizations, reviewing your donor retention and calculating your donor retention rate is a difficult and manual process.

The donor retention report on ColoradoGives.org provides organizations with *all the stats and info you need* to start re-engaging these donors.

Donor Retention Rate

Before we jump into the Retention report, ColoradoGives.org provides all organizations to track their donor retention rate via the Overview section on the dashboard.

Your donor retention rate is the percentage of donors who give to your organization year over year.

You can solve for this number mathematically by calculating $(\text{The number of donors that you retained This Year} / \text{The number of donors that you retained Last Year}) \times 100$

How to Add a Custom Question for Phone Number

coloradogives.zendesk.com/hc/en-us/articles/7386058021012-How-to-Adding-A-Custom-Question-A-Donation-Form



No Post Card

No Postcard
Sent

Post Card



A Thanksgiving Message for You, [First Name]



Automated, personalized post-cards.

handwrytten

handwrytten.com

With integrations for Hubspot,
Salesforce, and Zapier.



What we don't have time
for today...



A Deeper Dive on
the Template

Email Optimization

The Survey Email

The Impact/Story
Email

The Transition
Email

Email Platforms

Data Requirements

Audiences &
Segmentation

A/B Testing in Your
Welcome Series



New Donor Welcome Series

Get the Free Guide

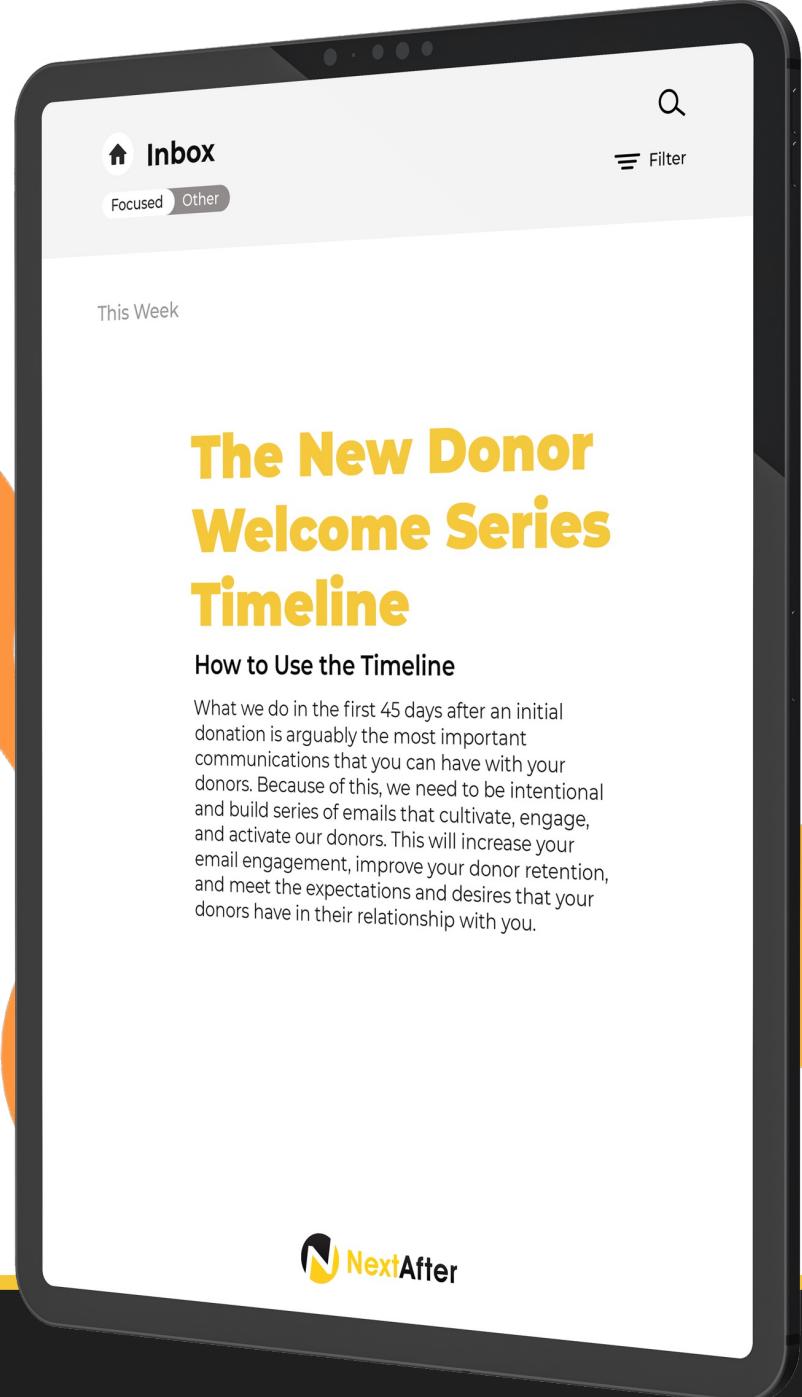


The New Donor Welcome Series Timeline

How to Use the Timeline

What we do in the first 45 days after an initial donation is arguably the most important communications that you can have with your donors. Because of this, we need to be intentional and build series of emails that cultivate, engage, and activate our donors. This will increase your email engagement, improve your donor retention, and meet the expectations and desires that your donors have in their relationship with you.

<https://www.nextafter.com/new-donor-welcome-series-timeline/>





New Donor Welcome Series Online Course

*Take it for free by activating a 30-day
NextAfter Institute Membership trial.*



The New Donor Welcome Series

Trigger (Do If...)

Suppressions

Who do you want to suppress?

86% in Clicks