



# The New Donor Welcome Series

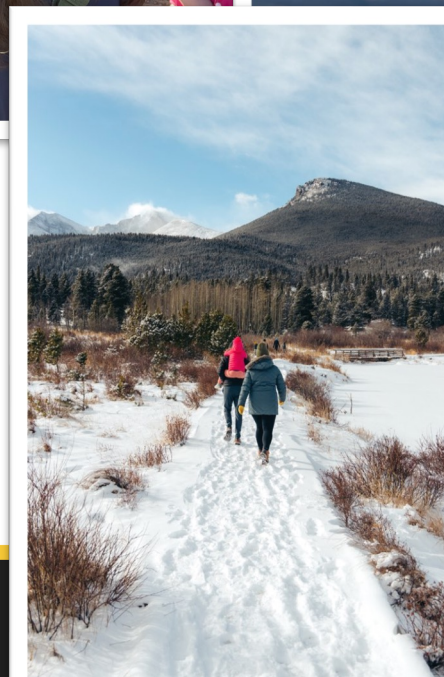
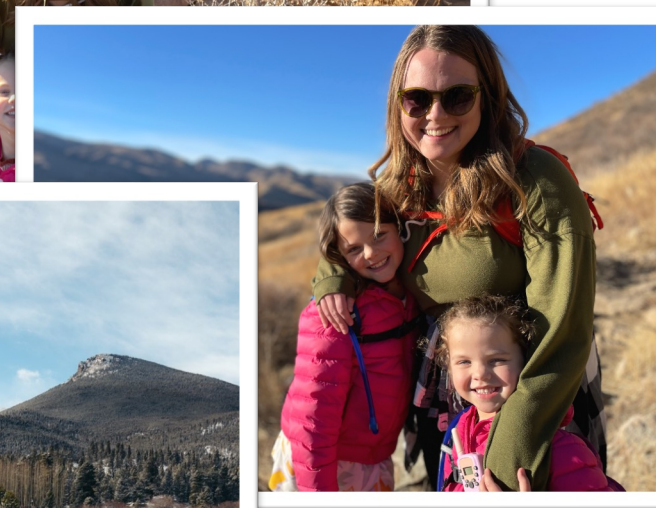


Today's Speaker

# Nathan Hill

*Vice President, NextAfter Institute*









# We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



We perform experiments...



▲ 14.4% lift

How a simplified decision process and contextual landing page design affects conversion

[VIEW](#)



▲ 28.8% lift

Will a less designed, more text based email lead to more donations?

[VIEW](#)



▲ 125.9% lift

How an open field on a donation form affects donor conversion rate

[VIEW](#)





# Cumulative Net Impact

1 WK

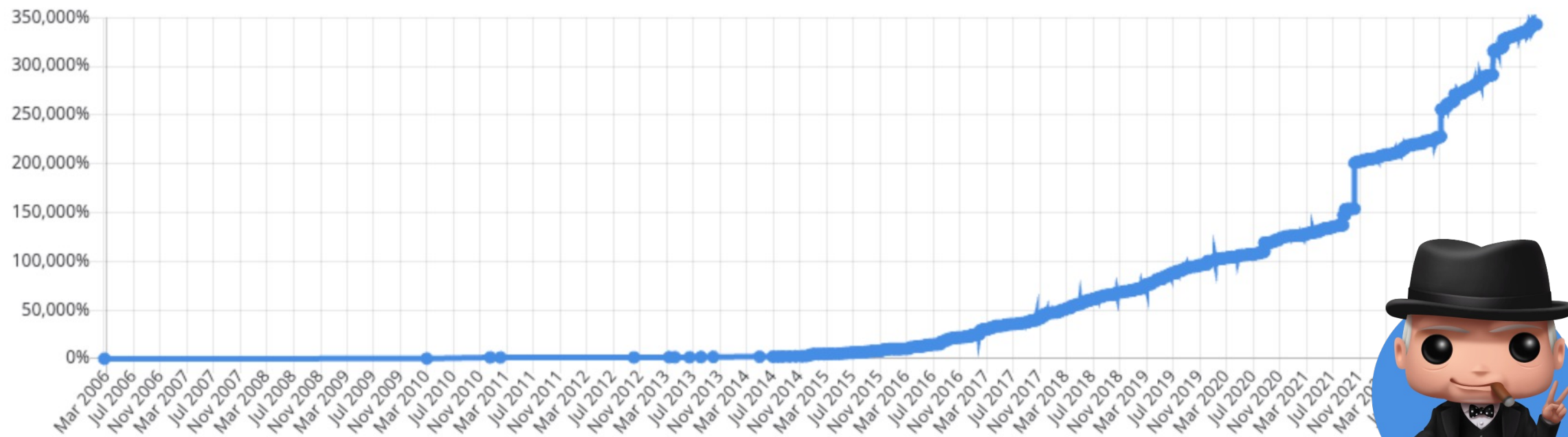
1 MO

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%**



What is <sup>not</sup> 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 2<sup>nd</sup> gift, and lead to better **retention**.



How do you know when  
you need a new one?



# Reason #1

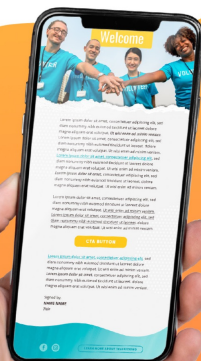
If you don't have one, you need one!





# THE NEW DONOR WELCOME STUDY

*A Look at How  
147 Nonprofits  
Treat Donors  
from Different  
Channels  
During the  
First 90 Days*

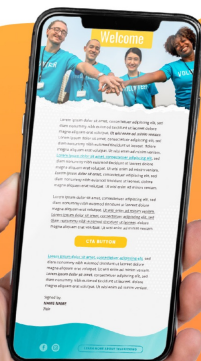


**45%** of nonprofits  
sent nothing to new  
postal donors.



# THE NEW DONOR WELCOME STUDY

*A Look at How  
147 Nonprofits  
Treat Donors  
from Different  
Channels  
During the  
First 90 Days*



**18%** of nonprofits  
sent nothing to new  
online donors.



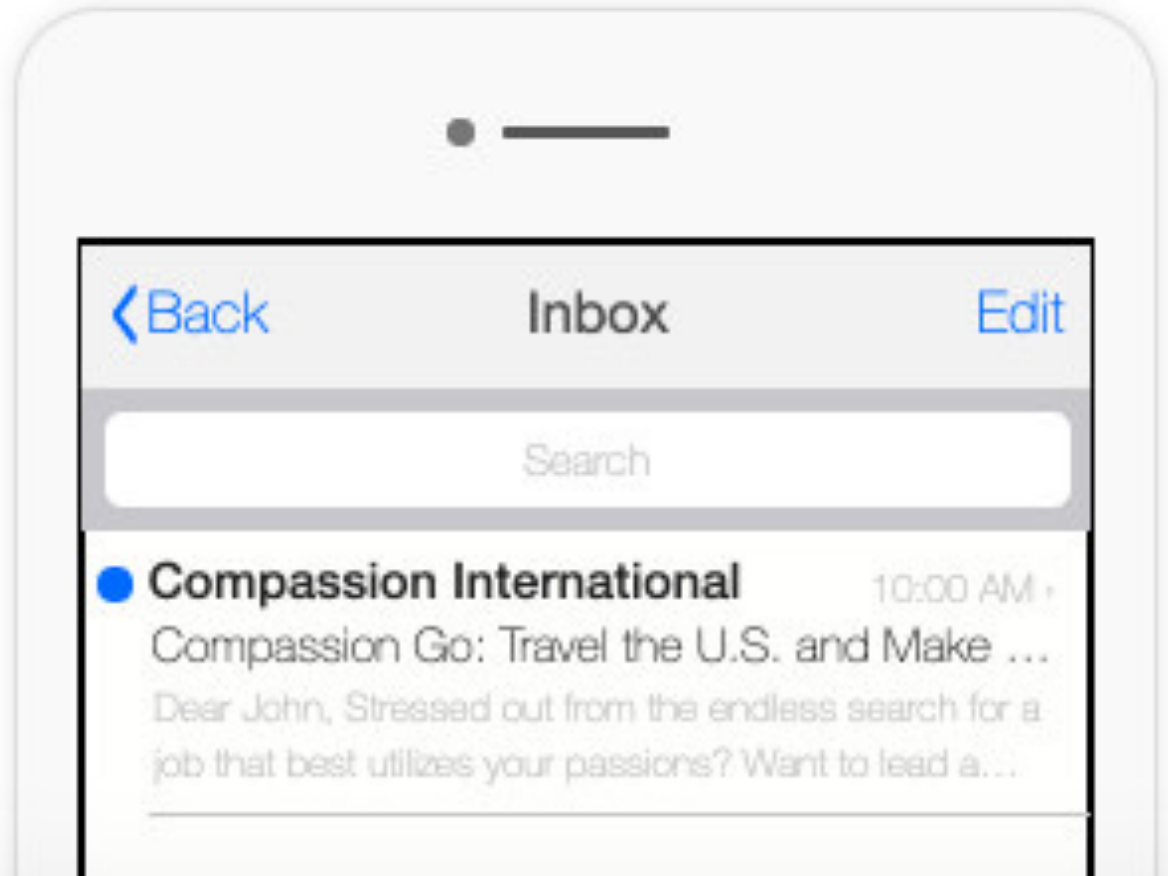
## Reason #2

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

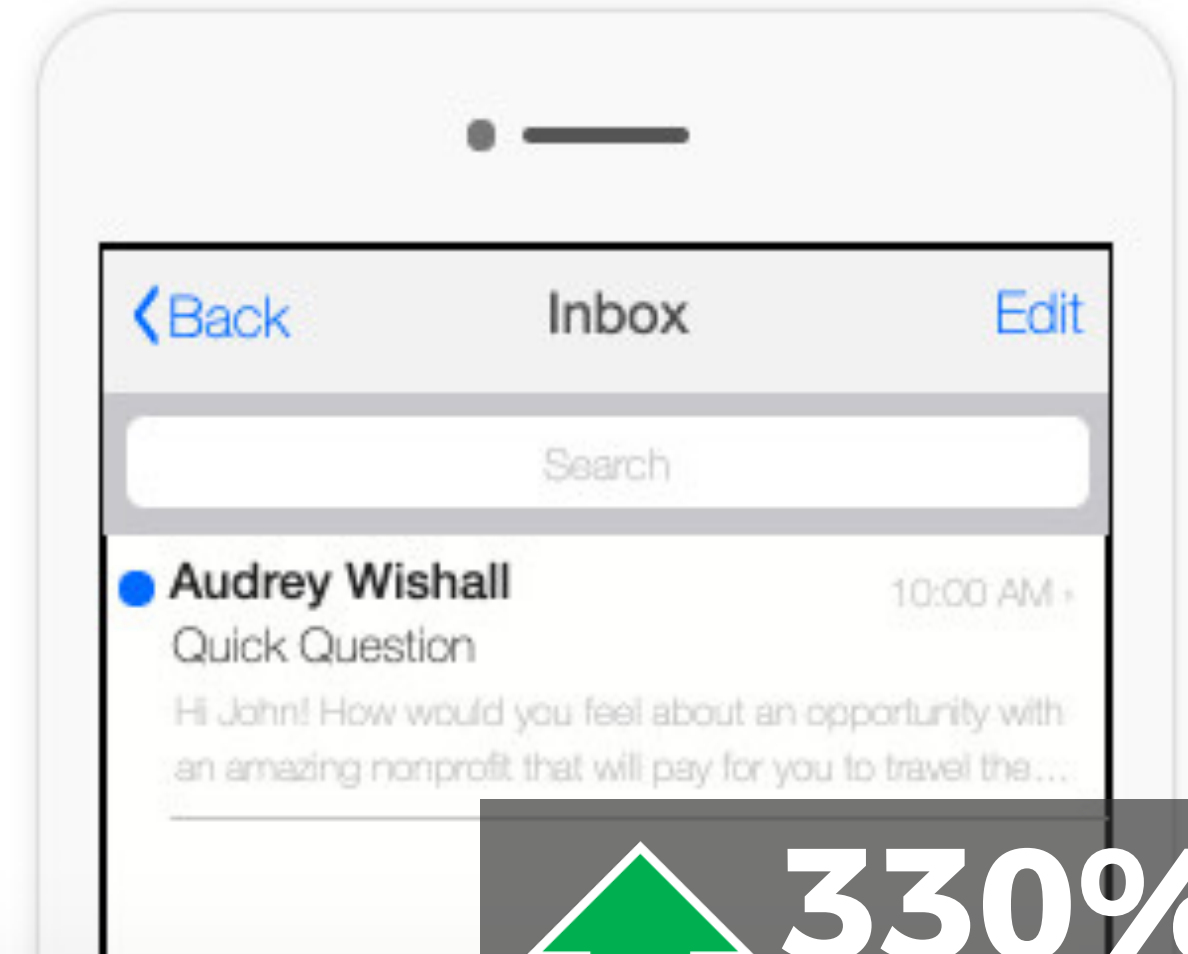




## Control



## 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**  
God created us to connect with Him *and* others—not one *or* the other. He chooses to have an intimate relationship with us both individually and communally. We are to understand our lives in relation to both.  
[Read the article »](#)



**The Church's Role in Culture**  
In this episode, Drs. Darrell Bock and Michael Easley discuss the Church's role in culture, focusing on cultural engagement methods and strategies.  
[Listen to the podcast »](#)



**The Lessons We Learned Putting Faith in Films**  
Alex Kendrick, president of Kendricks Brothers Productions as well as screenwriter and film director, walks through his journey of filmmaking and shares lessons along the way about maturing in faith and remaining dependent on the Lord.  
[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 / Appeal



920%

In Donations



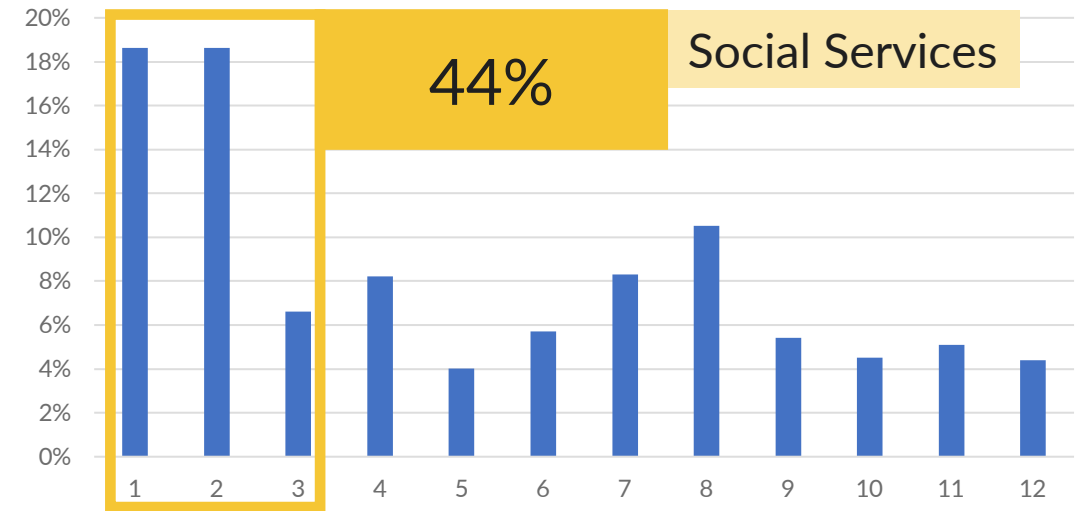
# What's the purpose?

*Donor Retention*

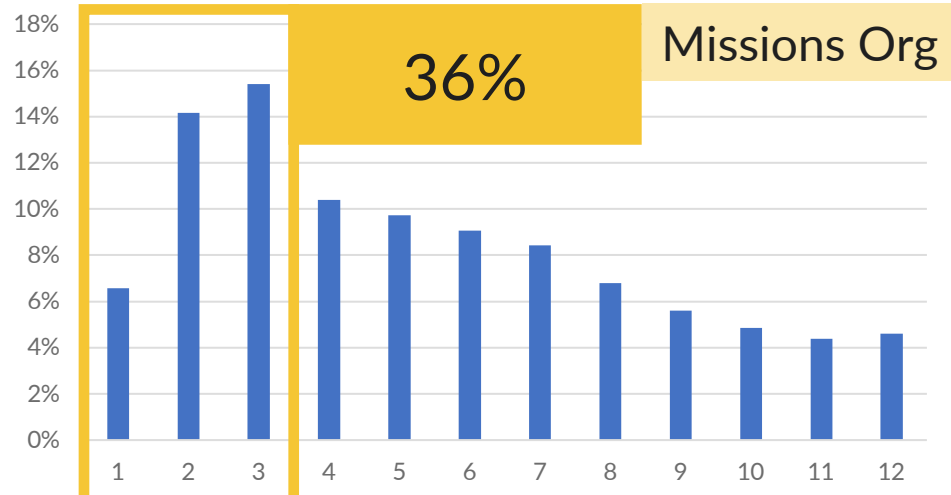


There's significant 2<sup>nd</sup> gift opportunity in a new donor's first 90 days.

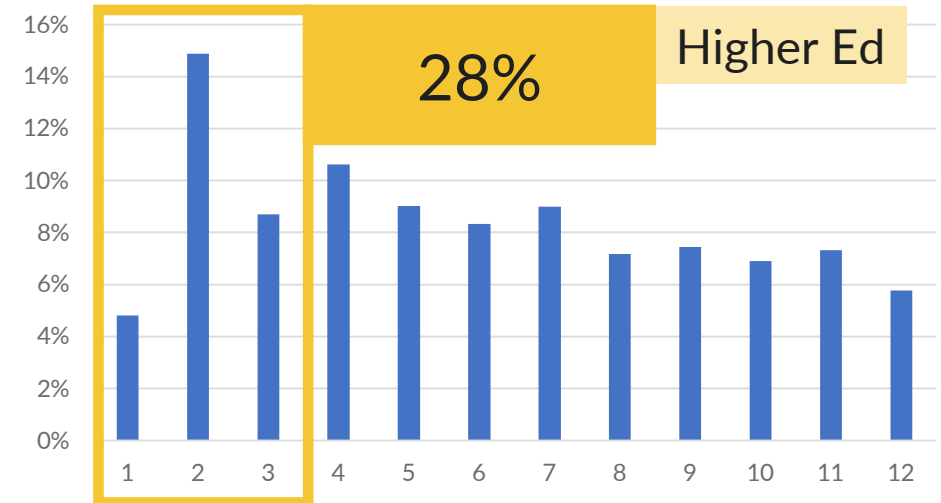
% of 2<sup>nd</sup> Gifts By Month

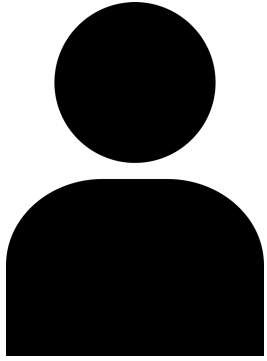


% of 2<sup>nd</sup> Gifts by Month

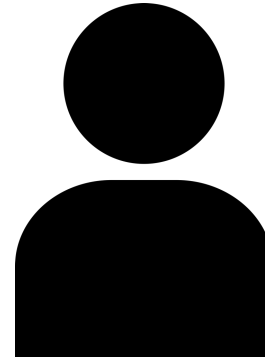


% of 2<sup>nd</sup> Gifts by Month





VS



**New Donor**  
*Gave 1 Donation in Year 1*

**21%**

likelihood to retain in year 2

**New Donor**  
*Gave a 2<sup>nd</sup> Gift in Year 1*

**45%**

likelihood to retain in year 2

**114%**

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

# The Framework

## of a New Donor Welcome Series



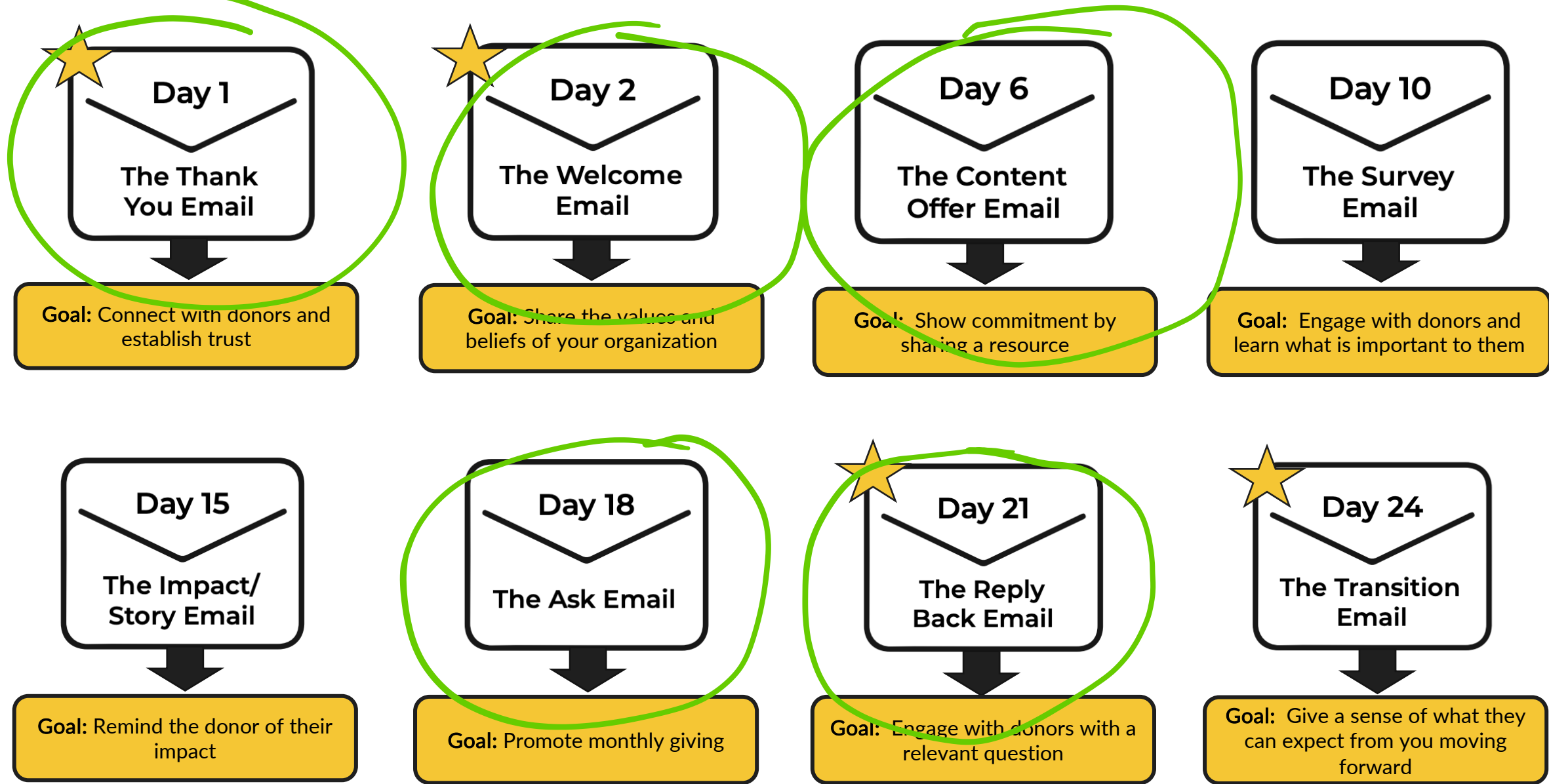


# 8 emails to send in the first 24 days



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

Thank you for partnering with us, Trent - Inbox x 2020 Salesforce x 2020 Salesforce/United States x



**PFI Donor Support** donorsupport@pfi.org via [prisonfellowshipint.onmicrosoft.com](mailto:prisonfellowshipint.onmicrosoft.com)  
to 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](https://pfi.org)



# SAMPLE EMAIL



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

Dear Trent,

**Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your help in restoring lives and restoring to 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 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](mailto: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

Saying thanks and encouraging the donor's generosity.

## Email #1

The Thank You  
Email



# SAMPLE EMAIL

Showing how the gift is being used through impact stories.



PFI  
to tre

Dea

Tha

restor

ty and your heart for this ministry. Your giving to Prison Fellowship International helps bring hope, healing, and

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 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.alexus@loveyourgrub.co ▾

Dear Trent,

**Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your heart for this ministry.** Your giving to Prison Fellowship International helps bring hope, healing, and restoration to 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 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

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

**Email #1**

The Thank You  
Email



# 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*.

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



**270%**  
In Clicks





# Colorado Gives 365 Tools

## Receipt Preview

Add your custom thank you message here.



Congratulations! You are making good happen by using [ColoradoGives.org](https://coloradogives.org) to make a donation supporting Colorado's nonprofits! [ColoradoGives.org](https://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](#)

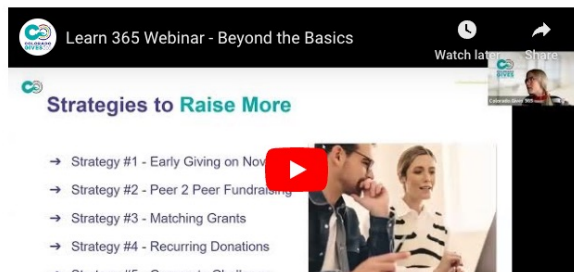
## The Basics - What Tools Should I Use?

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](https://coloradogives.org/p/nonprofits/pastwebinar)



# 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

[Use this Zap](#)

Post new Mightycause donors by posting a message on your Facebook Page.

Mightycause

[Use this Zap](#)

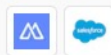
Write new Mightycause donors into Google Sheets spreadsheet row for new Mightycause donations

Mightycause

[Use this Zap](#)

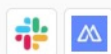
## Send a thank you email via Gmail for new Mightycause donations

Gmail + Mightycause

[Use this Zap](#)

## Create new Salesforce contacts for new Mightycause donors

Mightycause + Salesforce

[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

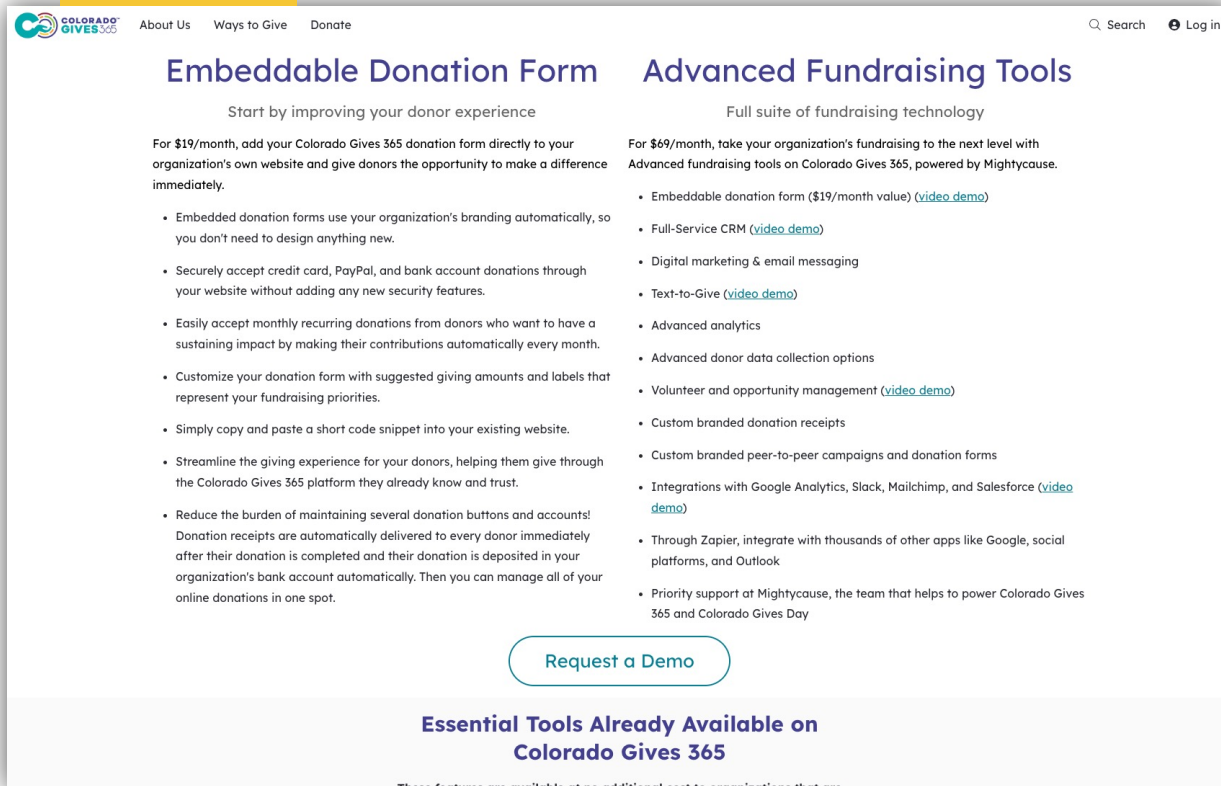
HubSpot + Mightycause

[Use this Zap](#)

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



## PRICING



The screenshot shows the 'PRICING' page for Colorado Gives 365. It features two main sections: 'Embeddable Donation Form' and 'Advanced Fundraising Tools'. The 'Embeddable Donation Form' section highlights a \$19/month plan and lists benefits like automatic branding, secure payment processing, and recurring donations. The 'Advanced Fundraising Tools' section highlights a \$69/month plan and lists features like CRM, digital marketing, analytics, and integration with various platforms. A 'Request a Demo' button is prominently displayed at the bottom of the pricing section.

**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.

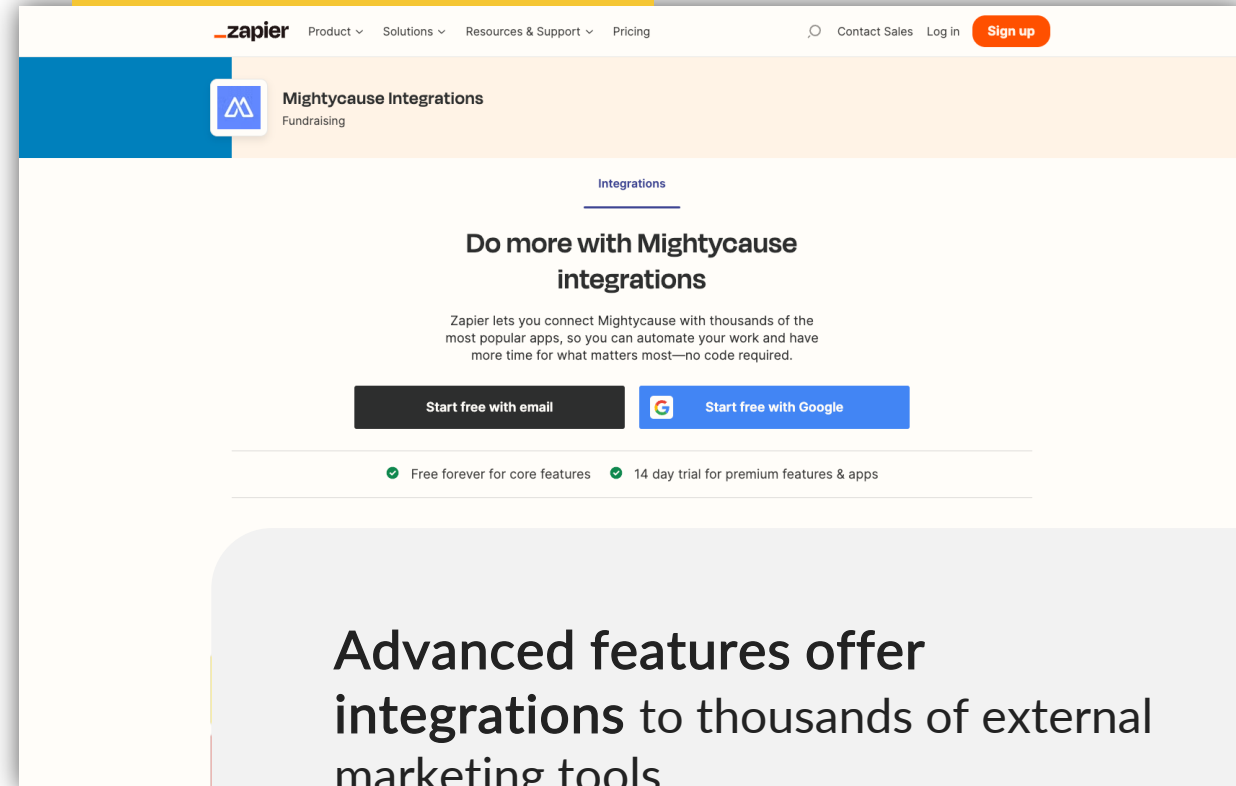
- Embeddable donation form (\$19/month value) ([video demo](#))
- Full-Service CRM ([video demo](#))
- Digital marketing & email messaging
- Text-to-Give ([video demo](#))
- Advanced analytics
- Advanced donor data collection options
- Volunteer and opportunity management ([video demo](#))
- Custom branded 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

**Essential Tools Already Available on Colorado Gives 365**

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

[coloradogives.org/p/pricing](https://coloradogives.org/p/pricing)

## ZAPIER INTEGRATIONS



The screenshot shows the 'ZAPIER INTEGRATIONS' page for Mightycause. It features a header with the Zapier logo and navigation links. The main content area is titled 'Mightycause Integrations Fundraising' and includes a 'Do more with Mightycause integrations' section. This section explains that Zapier connects Mightycause with thousands of popular apps to automate work. Two buttons, 'Start free with email' and 'Start free with Google', are provided for users to get started. Below these buttons, a list of benefits is shown: 'Free forever for core features' and '14 day trial for premium features & apps'.

**zapier** Product Solutions Resources & Support Pricing Contact Sales Log in Sign up

**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](https://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](mailto:giving@ijm.org).



# SAMPLE EMAIL

## Email #2

### The Welcome Email



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.



# 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 gifts  
families  
sex traffi  
rescue  
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](mailto: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](mailto: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'll be sure to keep you informed of all the ways you can help, and we'll be sure to keep you to see how you can help.

**Thank you**

Until all  
*The IJM Team*

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

P.S. Don't forget — add [connect@ijm.org](mailto:connect@ijm.org) and [giving@ijm.org](mailto: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](https://ijm.org) | [Donate](#)

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

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

Correspondence: PO Box 59147, Washington, DC 20093, 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



### 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*.

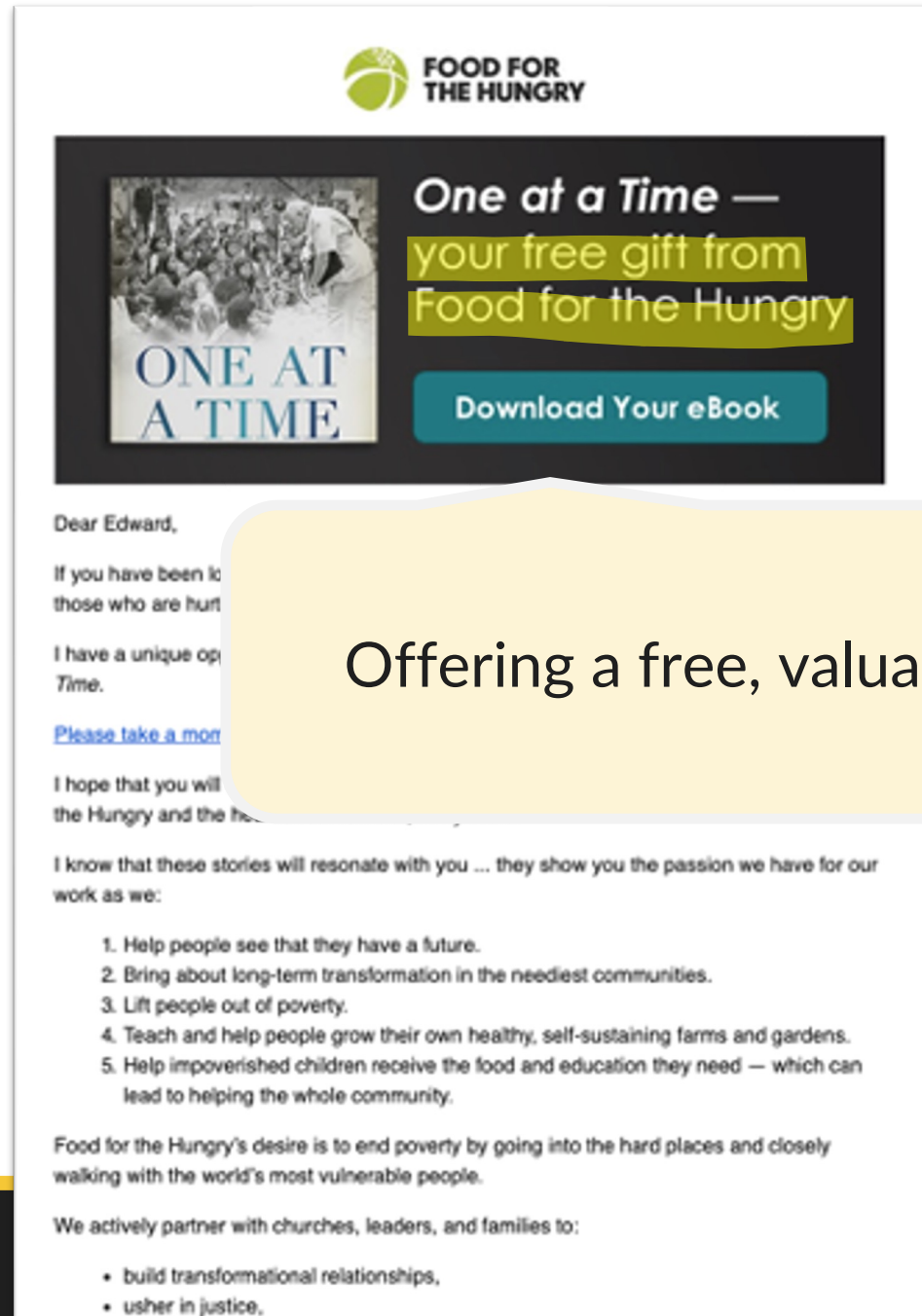
[Please take a moment to download it here.](#)

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



## 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 ... we bring into the hard places and break

Showing the connection of the resource to the mission.

... together and provide the spiritual support that is essential.

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



Our #GivingTuesday Gift to You:

Get the *Portable Handbook of Texas* eBook for **FREE**

As part their mission to make Texas history both accessible and enjoyable for current and future generations, the TSHA has created the Portable Handbook of Texas. This comprehensive publication contains the most popular stories pulled from the over 27,000 articles found in the 6-volume Handbook of Texas. It is the must-have eBook for any Texas history enthusiast!

Today only, the TSHA is offering this eBook, the *Portable Handbook of Texas*, for free. In this exclusive eBook, you will discover:


- ★ 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
- ★ Plus so much more!

Get YOUR copy of the *Portable Handbook of Texas* eBook before #GivingTuesday is over!

First Name  Last Name


Email Address

**SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK**



© Copyright 2015 - Texas State Historical Association - Privacy Policy

# The Instant Donation



**Thank you**  
Your free copy of the Portable Handbook of Texas eBook will be sent to your inbox within the next 5 minutes.

**Give Back to Texas this #GivingTuesday**

Giving Tuesday is a day set aside for generosity. Here's the official description:

We have a day for giving thanks. We have two for getting deals. #GivingTuesday is a day dedicated to giving back. Today, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

Today millions of people will give generously to their favorite cause.

Today we are proud to give generously to Texas. Since 1897, a select group of very special people have made a pledge to keep Texas history alive.

They are a proud group.

Like the defenders of the Alamo, they stand up while others stand down.  
Like Sam Houston, they lead rather than follow.

Today, you are invited to join that group.

Since 1897, the Texas State Historical Association (TSHA) has gathered and preserved the most important lessons from Texas history. Our members are bound by a common objective: to celebrate and pass on the unique and proud heritage of the Lone Star State.

And since its founding over a century ago, TSHA has become recognized as the most trusted organization for researching, documenting, and protecting the values and spirit that are uniquely Texas.

When you accept this invitation to join TSHA online today, you could receive the 2016-2017 Texas Almanac completely FREE

When you accept this invitation, you will lead a real parade in claiming your position as a fierce defender of Texas heritage... and rightly so. But your membership in the TSHA is more than insider access to the most exclusive Texas History Club in the Nation. You also get:

- ★ **Instant Access** - You will gain immediate access to the TSHA Digital Library which is home to every publication ever produced in TSHA's 118-year history. You'll also receive exclusive copies of the latest original eBooks from the TSHA and *Finding Lines*, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the Southwestern Historical Quarterly delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like *Texas Talks* where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

When you join TSHA this #GivingTuesday, you will join a unique group of people dedicated to protecting and promoting the proud heritage of Texas.

Plus, when you join today with a gift of \$50 or more, you'll receive Texas Almanac 2016-2017.

Packed with articles, hundreds of full-color photographs, maps, and data, the Texas Almanac is heralded as the premier reference guide for everything Texas. And it can be yours for FREE just by becoming a member of the TSHA.

Millions will make gifts this Giving Tuesday. Will you become one of the few who commit to support Texas?

**Texas Needs Champions to Preserve Her Great Heritage**

Activating your membership is not only a fine way to show your Texas pride, it's the most important thing you can do to preserve and pass on our proud heritage.

As Texas continues to grow and expand, the need for a dynamic historical society to champion our unique state heritage has never been greater.

**Will you respond to this call and accept your invitation?**


\*\*Remember... when you join today with a gift of \$50 or more, you'll receive the Texas Almanac 2016-2017 completely FREE. Act now before this limited offer expires and it's too late (you'll always be able to buy the Almanac later...you'll just pay a whole lot more for it!) Do not delay.

**★ Activate your Membership Today! ★**

☐ \$25.00 - Basic Membership  
Good for students or K-12 Educators! K-12 educators will receive a copy of the brand-new edition of the Texas Almanac in lieu of the Southwestern Historical Quarterly.

☒ \$50.00 - Friend of Texas  
This is our most popular level.

☐ \$100.00 - Texas Ambassadors





# Colorado Gives 365 Tools

Colorado Gives Sample Nonprofit

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

To-Do

Fundraising &gt; Widgets

+

Nathan

## 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 \$ Amount

☐ Recurring monthly donation

DONATE

Powered by mightycause

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

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## 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. Every dollar you contribute 93 cents goes directly to our neighbors in need. Our Tax ID/EIN is 84-1591.

- To make an online donation, simply click the [DONATE](#) button above. To write a check, please contact us below.

Broomfield FISH  
6 Garden Center

- Consider asking your employer if they have a matching gift program. This lets you double or even triple your impact.
- 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](#)

### 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.



[Broomfieldfish.org/donate](#)

Colorado Gives Sample Nonprofit

Overview

Organization Page

Supporters

Fundraising Tools

Campaigns

Embedded Donation Form

Widgets

Matching Grants

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

☐ Recurring monthly donation

DONATE

Powered by mightycause

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

## 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
```





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/](https://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

State

Select state

Country

United States

ZIP / Post code

**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

**Total**  
**\$0.00**

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

[Fee info](#)

Pay \$0.00

[dcl.org/donate/](https://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

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 difficult to fund an urgent

But I can tell you that the over-tax and under-employment year job. The digital special forces 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

**Email #6**  
The Monthly Ask  
Email



# 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.**

You are a key part of our team. We need your ongoing support to ensure the taxpayer army keeps getting bigger every day.

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

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.

You win when politicians and taxpayer army

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

I can tell you that it's not as flashy as a politician's promise, but 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 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.

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)."

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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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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.



# 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  $\frac{\text{The number of donors that you retained This Year}}{\text{The number of donors that you retained Last Year}}$

Donor Retention Report on  
ColoradoGives.org

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

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

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

[Order](#) by Charity Navigator



**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.](#)

**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 reach out to me.

Peace!

Matt

COVID-19 UPDATE: [Preemptive Love](#)

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



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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,

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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 Josephson

**NextAfter**

Vice President of Innovation & Optimization

[brady@nextafter.com](mailto:brady@nextafter.com)

[778-994-9311](tel:778-994-9311)



# 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.org ... Jan 22, 2019, 8:33 AM (3 days ago) ☆ ↩ ⋮  
to me

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 >



 **JoAnn Cole** joann.cole@buckner.org ... Tue, Jan 22, 8:33 AM (3 days ago) ☆ ↩ ⋮  
to me

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

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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JoAnn Cole  
Vice President  
Buckner Children and Family Services



150%  
In Donations



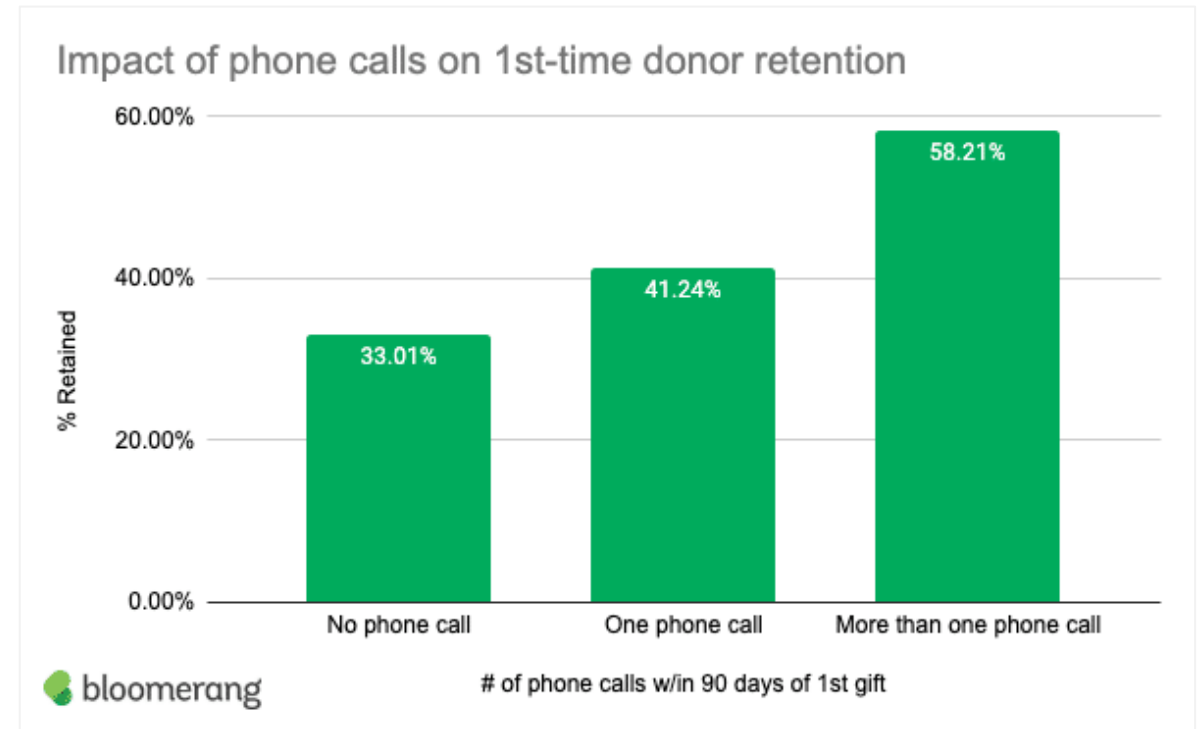
# Multi-Channel Communication

## *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.com](https://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  $\frac{\text{The number of donors that you retained This Year}}{\text{The number of donors that you retained Last Year}}$

## 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](https://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



# 204%

In Donor Conversion





*Automated, personalized post-cards.*

handwrytten

[handwrytten.com](https://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

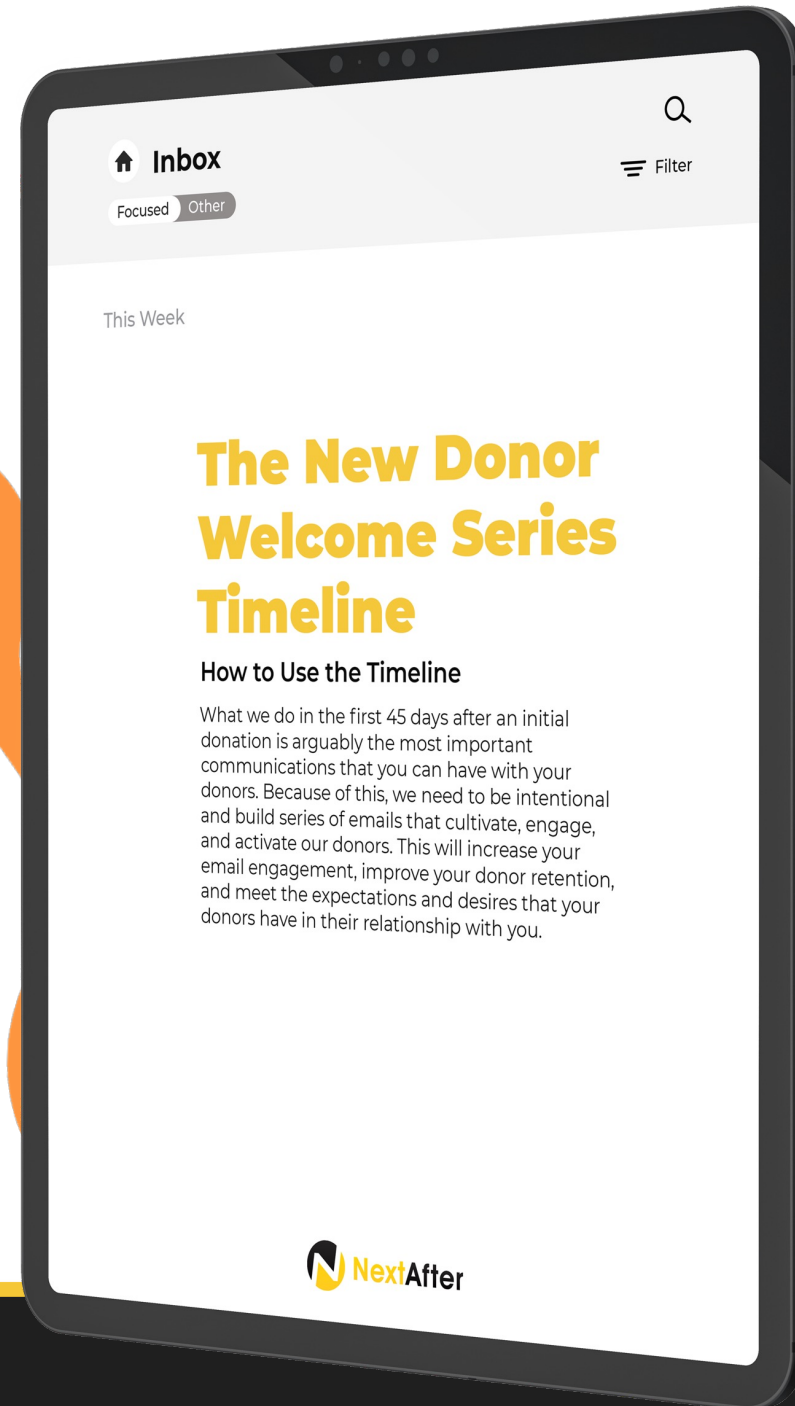


New Donor Welcome Series

# Get the Free Guide



<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.

