



# Level Up | Year-End Rally

*Maximizing End of Year Appeals*

*Level Up Training Session | December 4, 2024*





# ICE BREAKER

*What is your all-time favorite holiday movie?*

Chat it!



# Housekeeping

# What to expect from today's session

1

Understand the significance of the remainder of the year-end season.

2

Implement **proven tactics** to boost results in **emails**, your **website**, and your **donation page**.

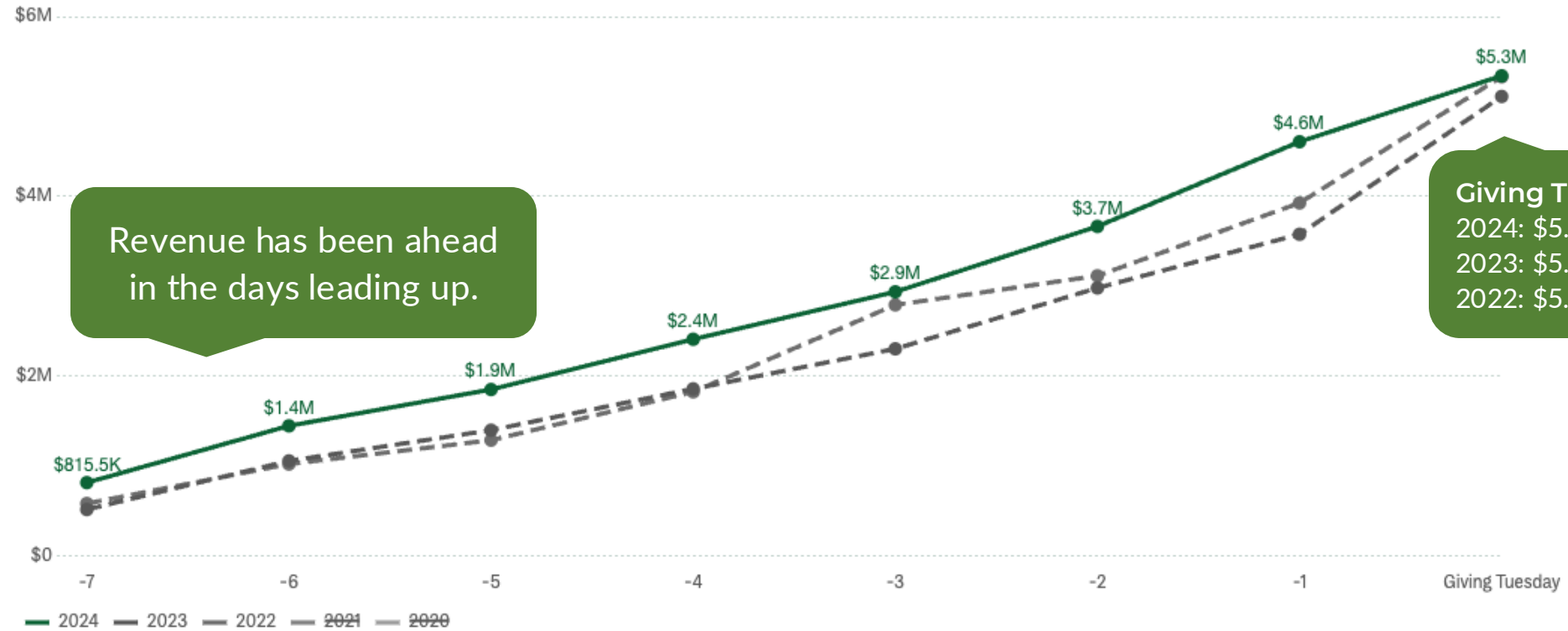
## Action Item

Implement at least **1 tactic to increase urgency** on your website and/or donation page.

How did Giving Tuesday go?

## Cumulative Daily Giving Tuesday Revenue (all organizations)

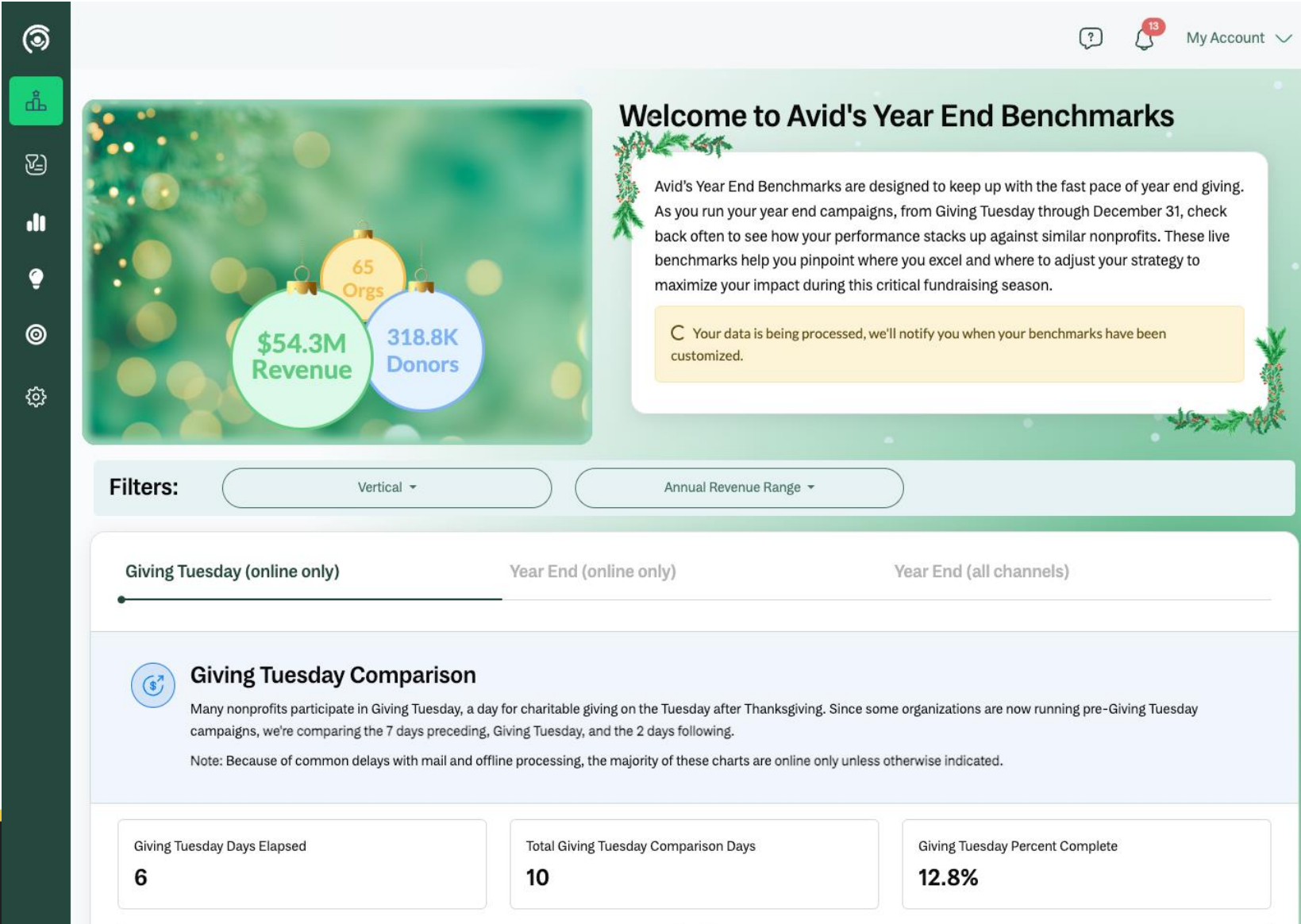
What is the trend for cumulative online revenue each year between 7 days before Giving Tuesday through 2 days after?



65 Organizations, \$12B in Annual Revenue, 25M Annual Donors

# Get Free, Real-time Benchmarks for Life

Avid AI &  NextAfter



**Welcome to Avid's Year End Benchmarks**

Avid's Year End Benchmarks are designed to keep up with the fast pace of year end giving. As you run your year end campaigns, from Giving Tuesday through December 31, check back often to see how your performance stacks up against similar nonprofits. These live benchmarks help you pinpoint where you excel and where to adjust your strategy to maximize your impact during this critical fundraising season.

Your data is being processed, we'll notify you when your benchmarks have been customized.

**Filters:** Vertical ▾ Annual Revenue Range ▾

**Giving Tuesday (online only)**    **Year End (online only)**    **Year End (all channels)**

**Giving Tuesday Comparison**

Many nonprofits participate in Giving Tuesday, a day for charitable giving on the Tuesday after Thanksgiving. Since some organizations are now running pre-Giving Tuesday campaigns, we're comparing the 7 days preceding, Giving Tuesday, and the 2 days following.

Note: Because of common delays with mail and offline processing, the majority of these charts are online only unless otherwise indicated.

Giving Tuesday Days Elapsed	Total Giving Tuesday Comparison Days	Giving Tuesday Percent Complete
6	10	12.8%



[nextafter.com/avid](https://nextafter.com/avid)



# Get Free, Real-time Benchmarks for Life

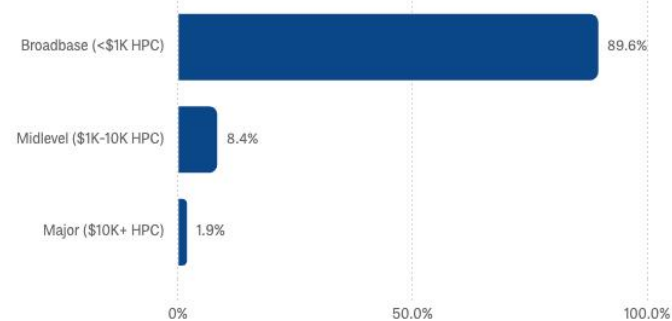


## Who gave in the Giving Tuesday period so far?

Beyond just overall giving, what segments are responding and how does their value differ?

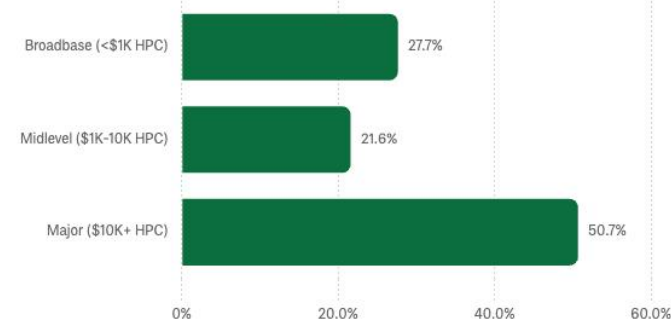
### Giving Tuesday Donors by Giving Level (period to date)

What proportion of Giving Tuesday donors in the current year contributed at each giving level?



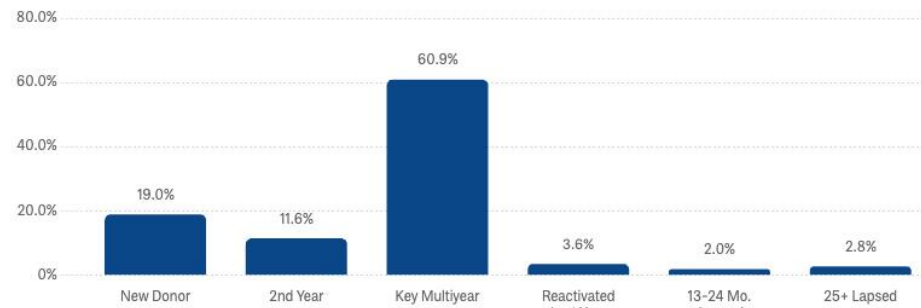
### Giving Tuesday Revenue by Giving Level (period to date)

What proportion of current year Giving Tuesday period revenue came from donors at each giving level?



### Giving Tuesday Donors by Lifecycle (period to date)

What proportion of Giving Tuesday period donors belonged to each lifecycle stage in the current year?



### What do these lifecycles mean?

- New Donor: Acquired in the current period
- 2nd Year: Acquired in the previous period
- Key Multiyear: Gave in the last 2+ consecutive consecutive periods
- Reactivated Last Year: Had previously lapsed, but gave in the prior period
- 13-24 Mo. Lapsed: Was previously active, but missed the last period
- 25+ Mo. Lapsed: Previously active, but hasn't given in 2+ periods



[nextafter.com/avid](https://nextafter.com/avid)





Any questions leading up to  
CO Gives Day?

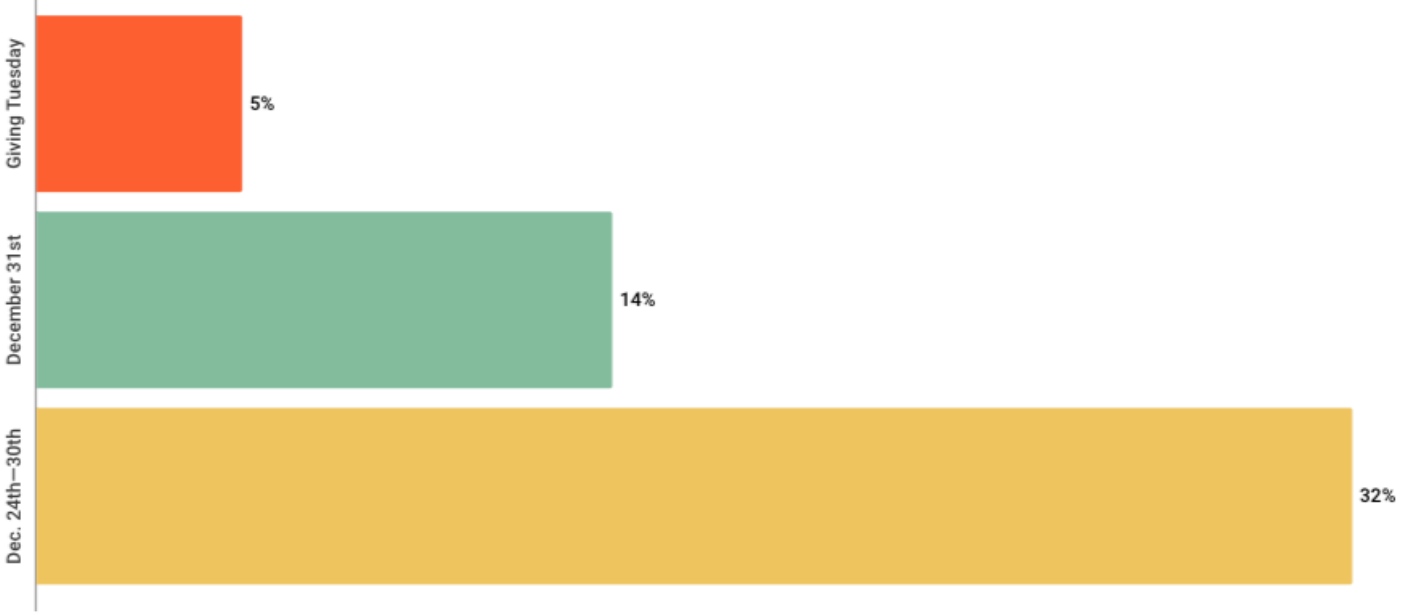
# What's at stake after CO Gives Day?

# Online Revenue



## Year-End Benchmarks

### Online year end revenue percentage

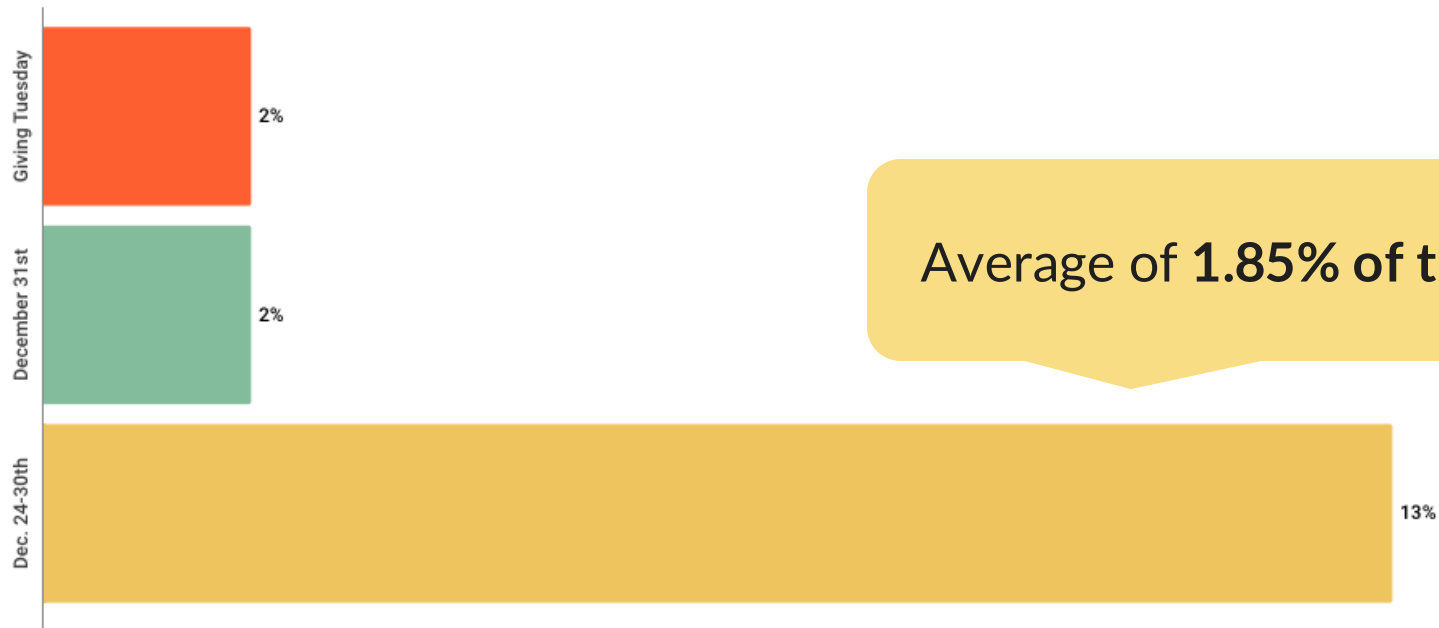


# Web Traffic



## Year-End Benchmarks

### Percentage of year-end web traffic by giving day



Average of 1.85% of traffic per day.

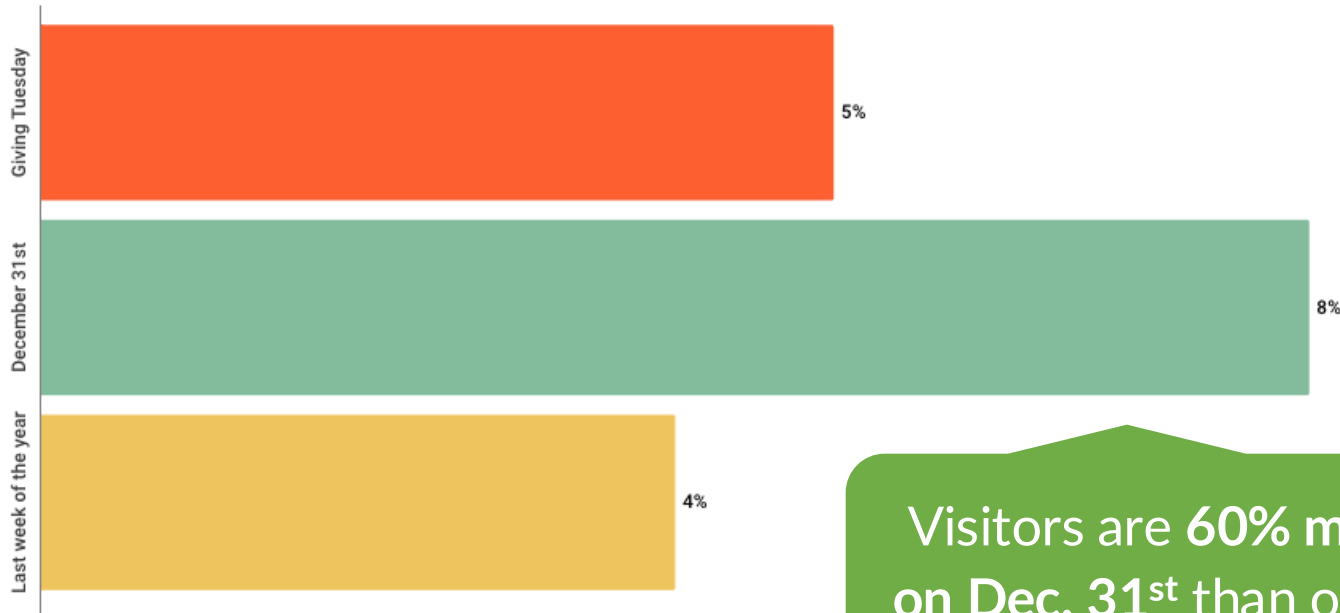


# Conversion Rate



## Year-End Benchmarks

### Online year end conversion rate



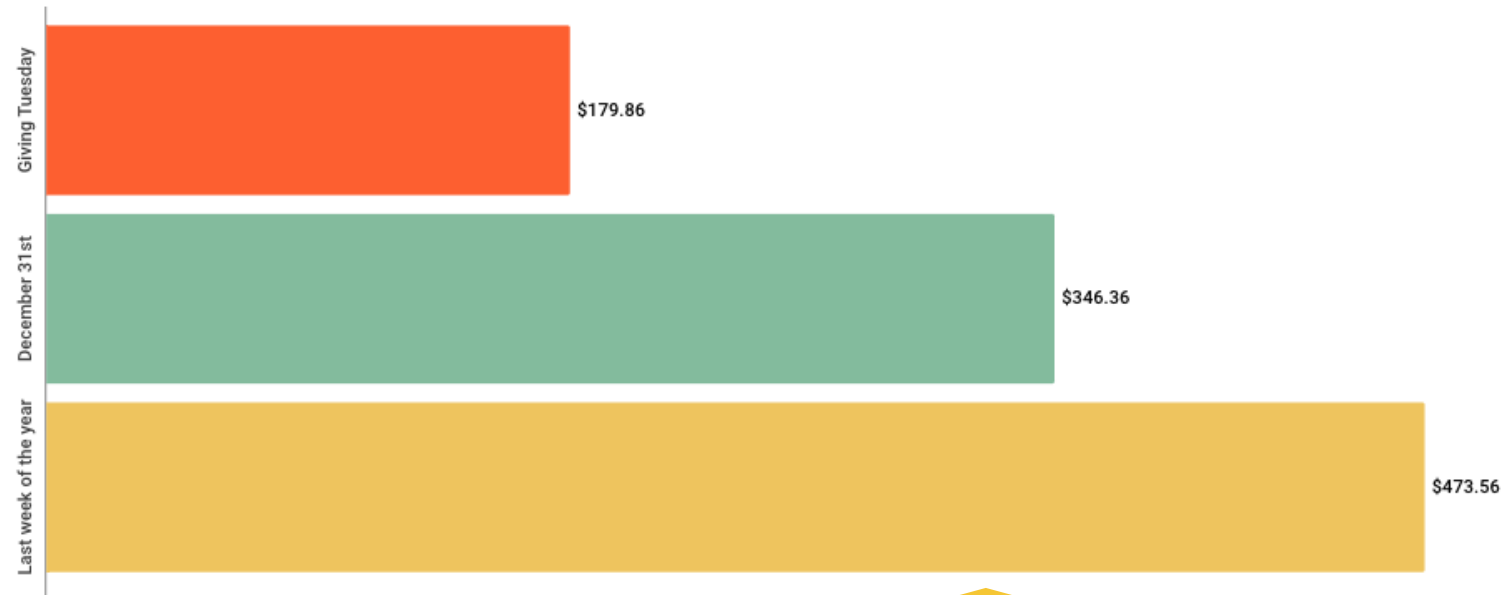
Visitors are 60% more likely to give on Dec. 31<sup>st</sup> than on Giving Tuesday.

# Average Gift Size



## Year-End Benchmarks

### Average gift size



The average donation is **163% higher** from Dec 24-30 than on Giving Tuesday.

1. Your emails
2. Your website
3. Your donation page

1. Your **emails**
2. Your website
3. Your donation page

**KEY CONCEPT**

Send personal emails that increase urgency to give.



## Last Week of the Year Timeline

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22	23	24 Christmas Eve	25 Christmas Day / Hanukkah	26	27	28
29	30	31 New Year's Eve	1 New Year's Day	2 Last Day of Hanukkah	3	4

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Donate



Dear Kevin,

Thank you!

From all the Shriners Hospitals for Children® patients and families you impact through your generosity, we're sending you warm wishes for the holiday season.

[Send your Love to the rescue®](#)

[Visit us online](#)

# The December Holiday Email

Depending on which religious holiday your list most closely identifies with, this generally consists of the organization acknowledging it on the day(s) it is designated without a donation ask.



Donate



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[Send your Love to the rescue®](#)

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- Acknowledge** their name, their time, and their contribution
- Acknowledge** your shared value in the holiday, and describe those shared values in a tangible, authentic way
- Call** them to engage with some form of content to celebrate: article, blog post, thank you video, etc.
- DO NOT** ask for money, even in the p.s.



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Giving Hope Today

GIVE TODAY



**URGENT** Help struggling families before the year ends.

**DONATE NOW**

Dear Annika,

Thousands of families, children, and seniors across know what it's like to go to bed hungry. But, thanks to generosity, there's always one place they can turn to: The Salvation Army.

Your kindness has been a comfort to so many neighbors. Yolla:

*"A food box from The Salvation Army brings a smile to my son's face," shared Yolla.*

Just like you, we stand committed to serving vulnerable members of our community. **Your support now**, will help ensure every neighbor has somewhere to go for help in 2022.

**DONATE NOW**

Your continued support means even more people will have access to:

- Fully stocked food banks
- Meal programs
- Warm clothing
- Safe shelter
- Many other critical services

**Your year-end gift will help more people struggling with life's challenges.** There's no time to delay, so please give generously today.

With heartfelt gratitude,

Lt-Colonel John P. Murray, MA, APR, CFRE  
Territorial Secretary for Communications  
The Salvation Army

**DONATE NOW**

Your donations help fund programs in your community.

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With heartfelt gratitude,

# The Only Days Left Email

The first email of the final week's push for generosity. It generally summarizes the most important points to the donor for starting the new year strong and brings focus to action, the deadline and the incentive for action.



Giving Hope Today

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With heartfelt gratitude,

**Acknowledge** their name, your relationship, and the timeframe

**Summarize** the most important challenges and values at stake for the new year that are most valuable for the donor.

**Commit** to attacking challenges / defending values emotively.

**Ask** for an immediate donation and provide a clear place to click.

**Remind** them of the time left (in text) and the incentive at stake.

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Give Now

## 2021 Year-End Triple Challenge



### Olivia, Help Us Shape the Future of Medicine

Midnight tomorrow is the deadline to triple your impact to support groundbreaking research and care at Mayo Clinic.

[Give a gift today](#) as we work together to cure, connect and transform health care.

As a researcher and physician myself, I can tell you: the last two years have been a powerful reminder of how the world relies on Mayo Clinic for timely and decisive leadership across the broad range of health care. And that, in turn, shows how much we rely on our benefactors. That's why your gift today is so important!

00 : 00 : 00

Hours Minutes Seconds

Olivia, you have a chance to **TRIPLE** your impact.

Give Now

Here's another reason your gift matters so much: The benefactor providing the challenge has pledged \$1 million and challenged us to raise \$500,000 by midnight, December 31. [Your generous participation will help us reach that goal, all while providing hope and healing for so many!](#)

Thank you so much for your consideration.

Sincerely,

Evanthia Galanis, M.D.  
Executive Dean of Development  
Sandra J. Schulze Professor of Novel Therapeutics  
Mayo Clinic

# The December 30 Email

The second email of the final week's push, it is extremely direct in its ask for a donation, and more often than not, announces the organization's most attractive match / incentive of the whole year.

Give Now

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- Acknowledge their name, your relationship
- Acknowledge the deadline, and urgency, for them to effect the strongest possible start / impact for their values in the new year.
- Announce any new incentives to give by the deadline
- Ask for an immediate donation and provide a clear place to click.

## Last Week of the Year Timeline


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3x ————— TRIPLE MATCH CHALLENGE

# Last Day



TRIPLE YOUR GIFT

This is it, Kevin. [Today is your last chance to save 3x Africa's wildlife.](#)

[The species you love and the wild lands you treasure are under triple attack.](#) After decades of poaching, female elephants in Mozambique's Gorongosa National Park are developing a "tuskless" genetic mutation that is causing them harm... Rhinos and hippos are fighting for their lives amid a year-long drought in the Horn of Africa... And tourism dollars are drying up across the continent in the face of recent travel bans.

We have to fight back. And to do that, [we need your tripled impact.](#)

Please, [make a tax-deductible gift now before the clock runs out on our triple match](#) – and on Africa's precious wildlife.

TRIPLE YOUR GIFT

*"If you have already given in our match, please disregard the request and accept our thanks!"*

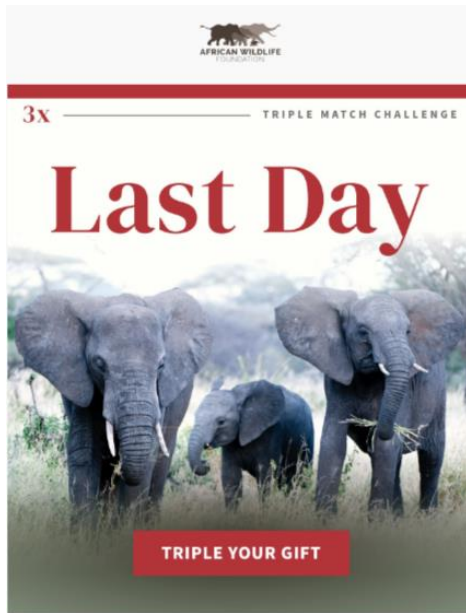
MATCH DEADLINE:

# Midnight

TRIPLE YOUR GIFT

# The December 31 Email(s)

The final push emails on the last day of the year, they are extremely direct and utilize both inward as well as outward incentives.



This is it, Kevin. [Today is your last chance to save 3x Africa's wildlife.](#)

[The species you love and the wild lands you treasure are under triple attack.](#) After decades of poaching, female elephants in Mozambique's Gorongosa National Park are developing a "tuskless" genetic mutation that is causing them harm... Rhinos and hippos are fighting for their lives amid a year-long drought in the Horn of Africa... And tourism dollars are drying up across the continent in the face of recent travel bans.

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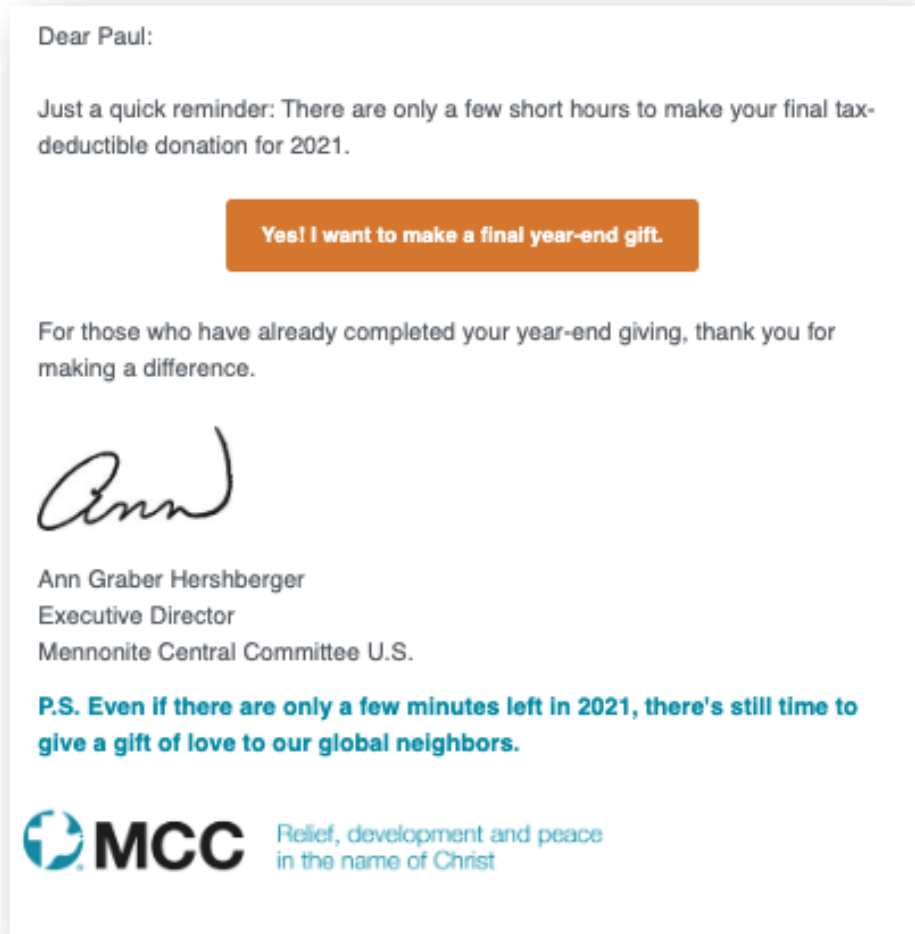


# The AM Email

- Acknowledge their name, your relationship
- Acknowledge the deadline, and urgency, for them to effect the strongest possible start / impact for their values in the new year.
- Announce any new incentives to give by the deadline
- Add inward incentive intensifiers like a moving countdown clock, a progress bar (or progress mention), social stats and a call to join in.
- Ask for an immediate donation and provide a clear place to click.

# The (PM) Email

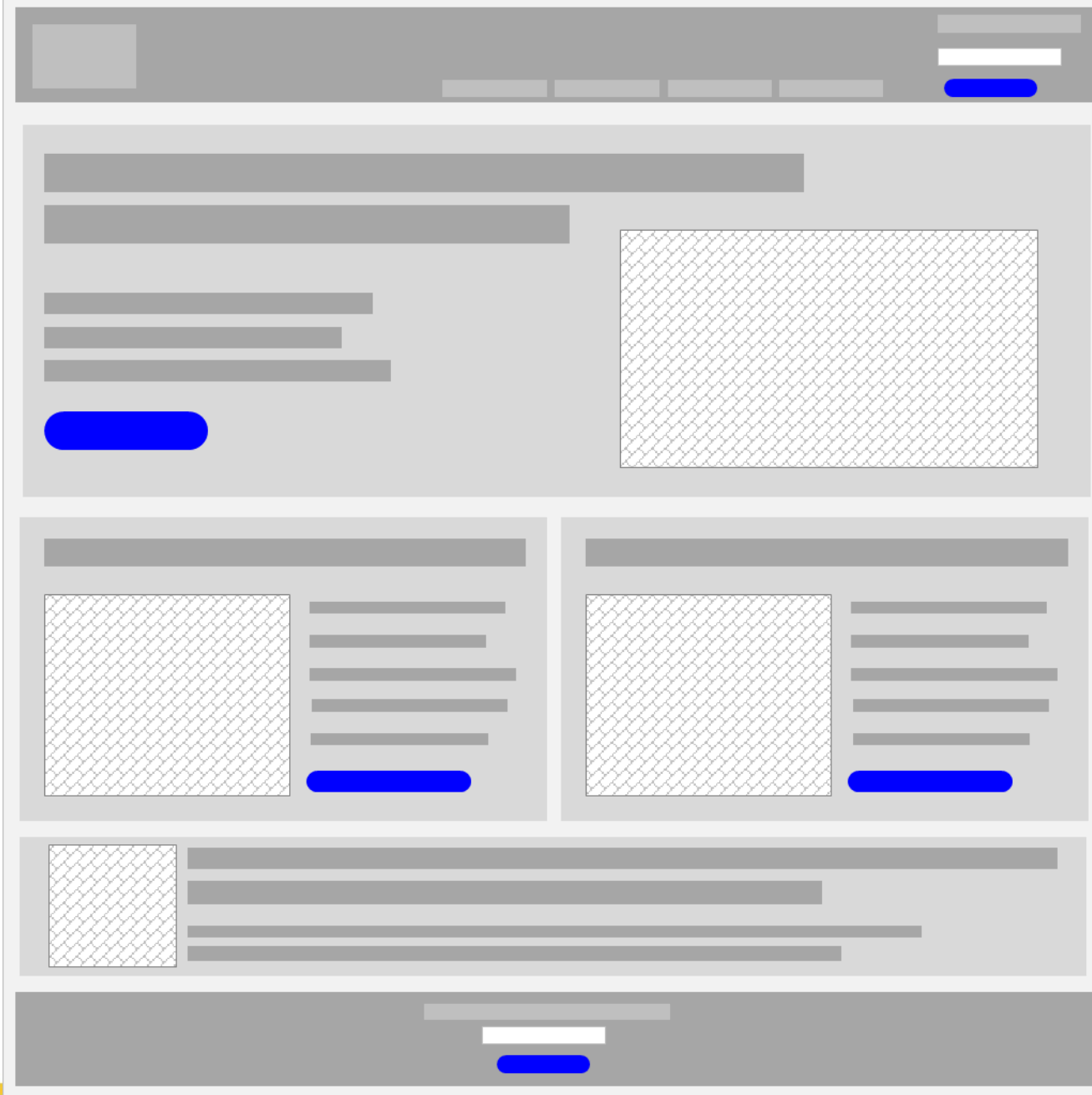
- Acknowledge their name.
- Acknowledge that you haven't received their gift yet and wanted to make sure they had the link to do it.
- Ask for an immediate donation and provide a clear place to click.
- Show the email from the previous day below... as if it was forwarded to them.
- Test using a different sender, like someone from the fundraising department or customer service.

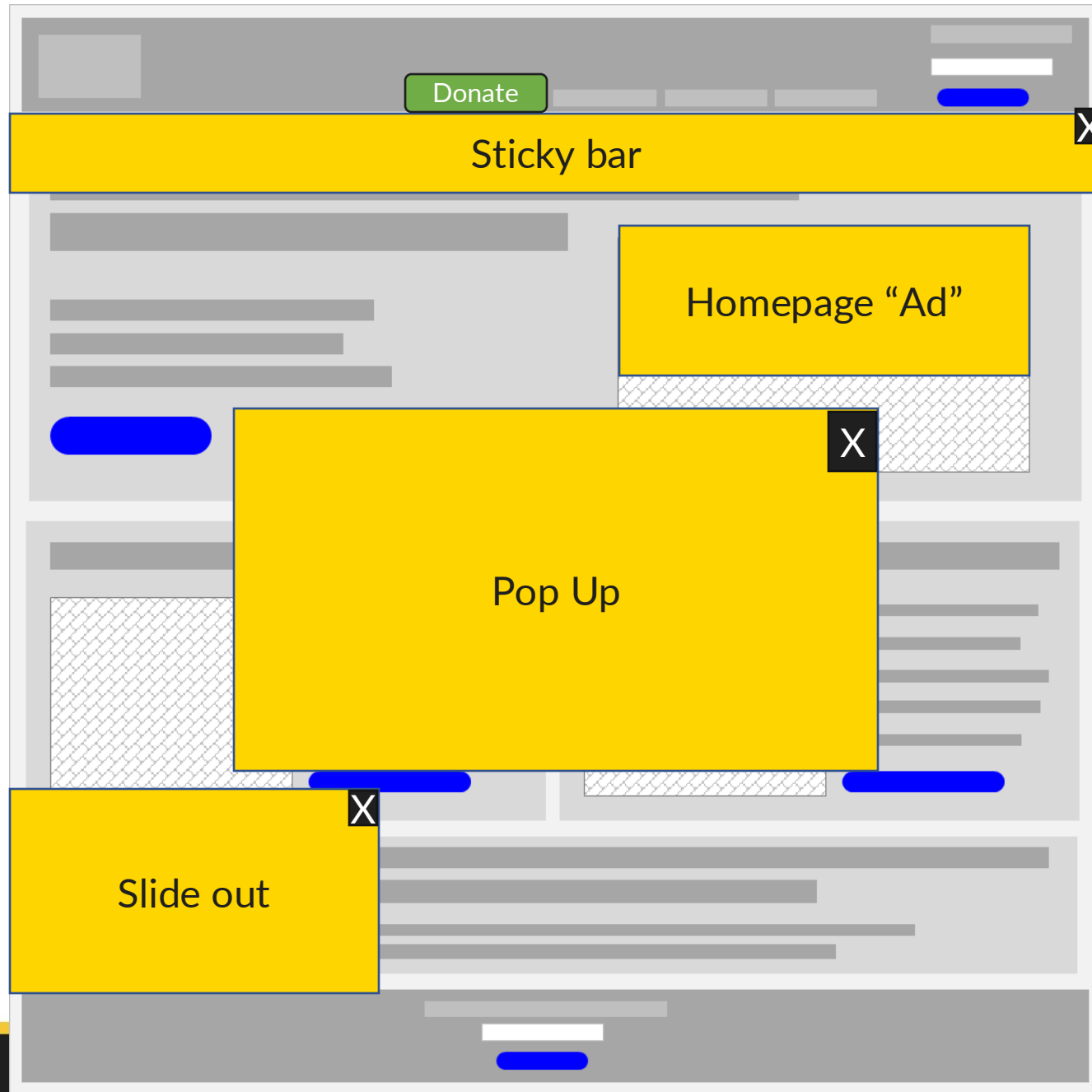


1. Your emails
2. Your **website**
3. Your donation page

**KEY CONCEPT**

Make it easier for people to find where to give.





# Navigation



# Experiment #6991

Original



Treatment



74%

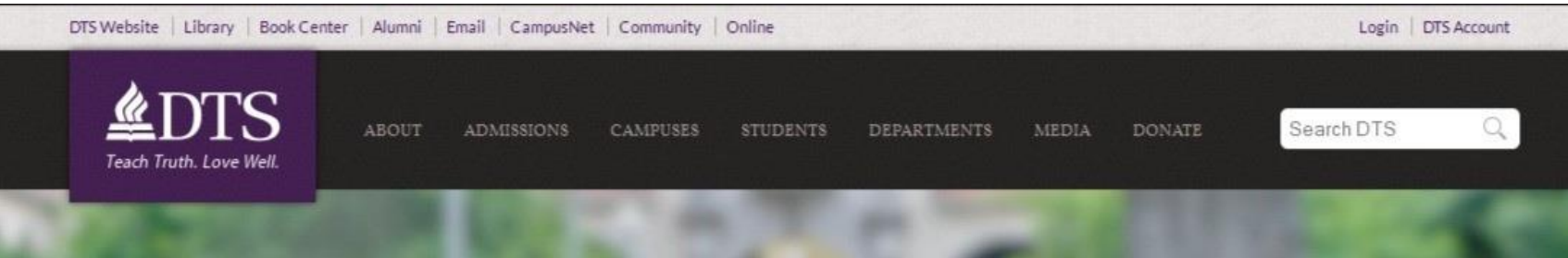
In Donations



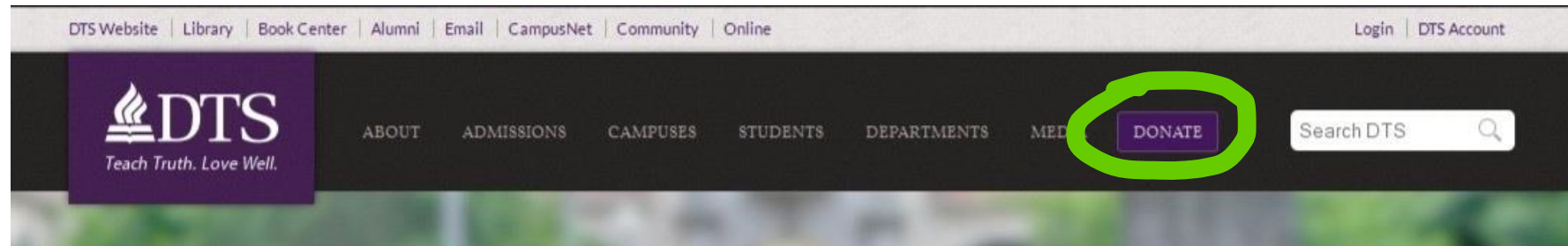
133%

In Average Gift

# Control



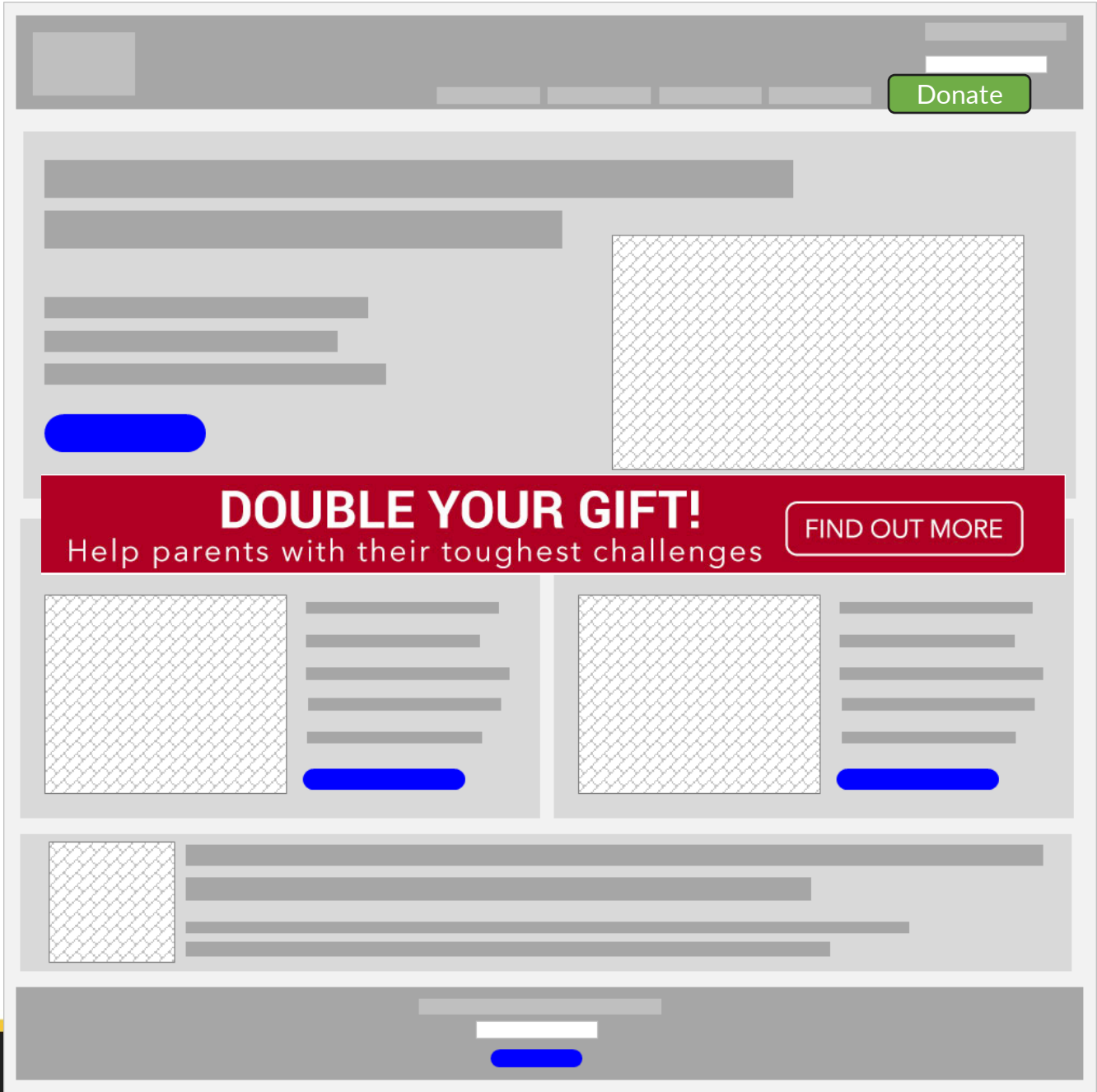
# Treatment



**190%**  
In Donor Conversion

Make it easy to see your “Donate”  
button in your **navigation**.

# Homepage Ads



# Homepage Banners

Homepage Banner

**DOUBLE YOUR GIFT!**

Help parents with their toughest challenges

FIND OUT MORE

Timeframe: 12/6 - 12/13

1.1% Conversion Rate

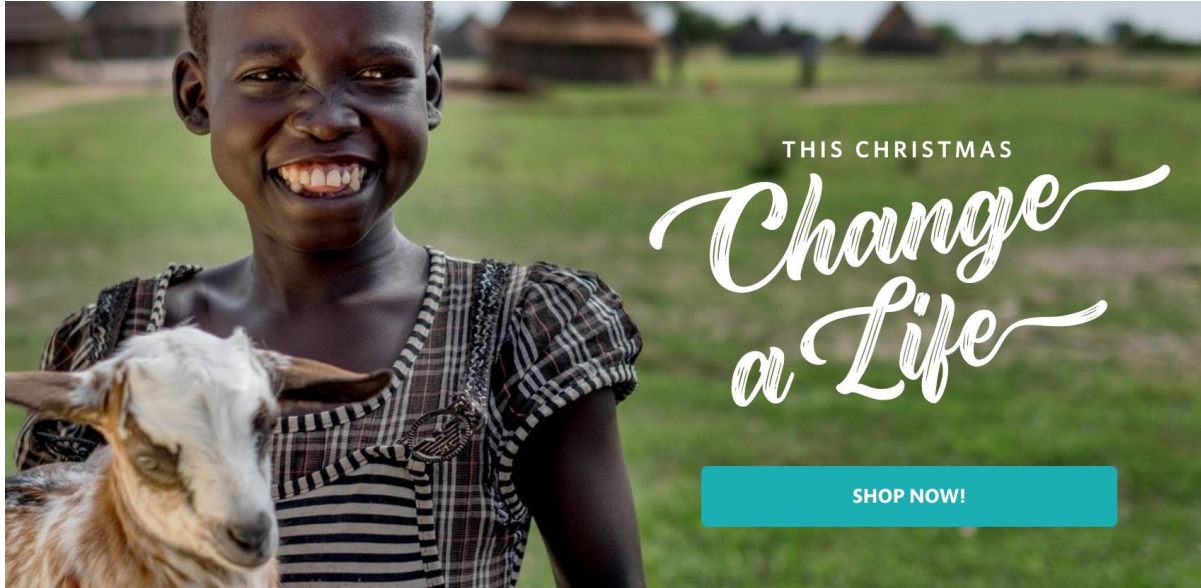
Timeframe: 12/21 - 12/27

4.6% Conversion Rate



## Control

## Treatment



THIS CHRISTMAS

*Change a Life*

SHOP NOW!



**You Can Change a Life with a Gift**

This Christmas, give a gift that can meet a critical need of a child or family living in poverty. When a family receives a goat, education, water, or some other tangible solution, their lives are changed for years to come.



**35%**

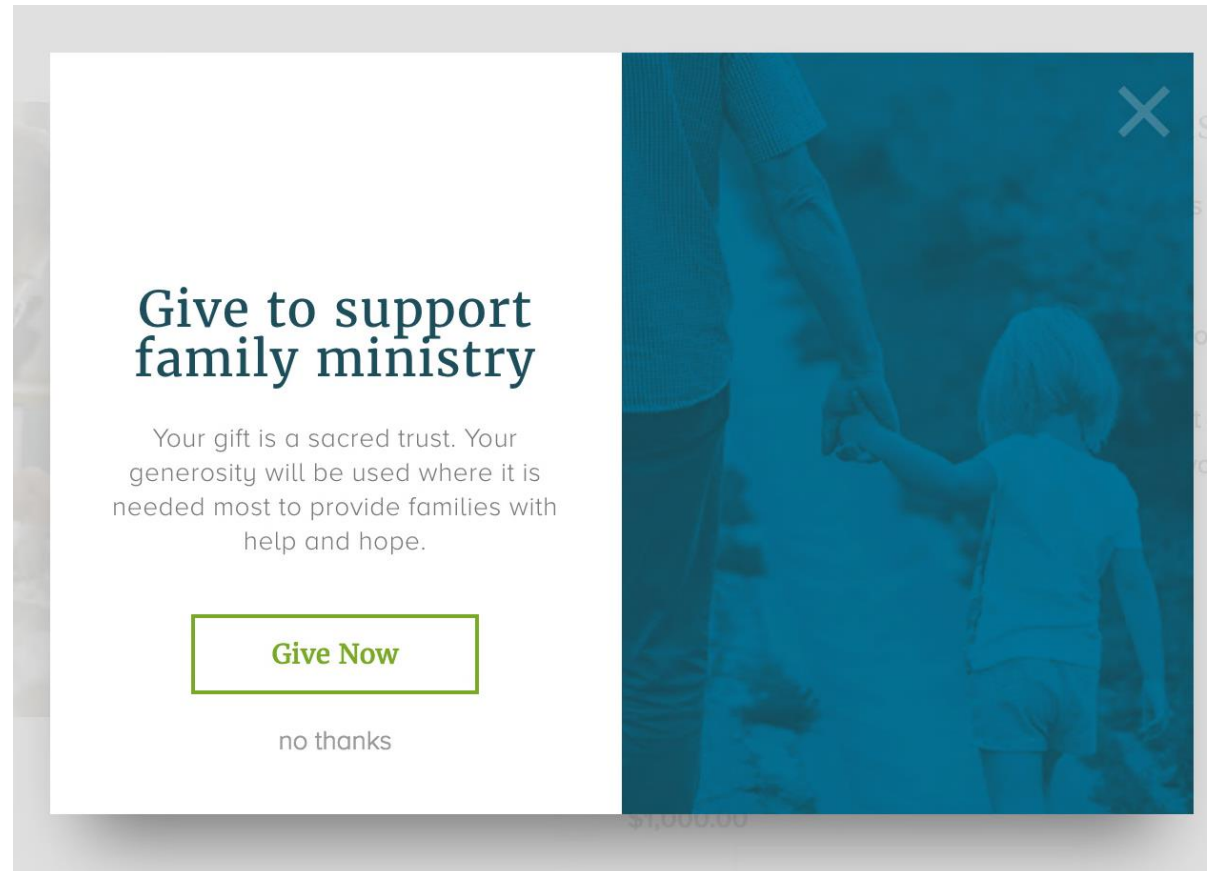
In Donations



Use prime real estate on your **homepage** to increase traffic to your donation page.

# Timed Pop-ups

# On Pop-ups



**Give to support family ministry**

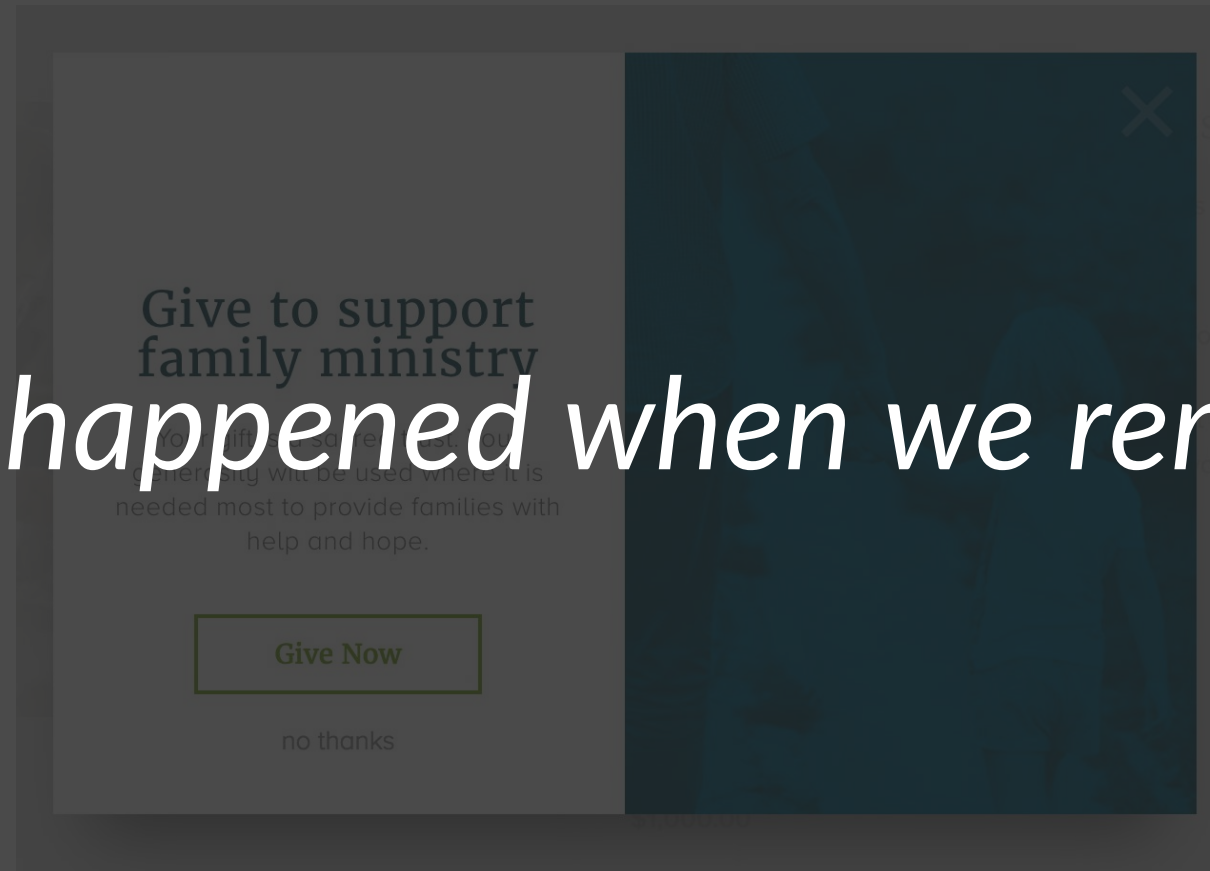
Your gift is a sacred trust. Your generosity will be used where it is needed most to provide families with help and hope.

[Give Now](#)

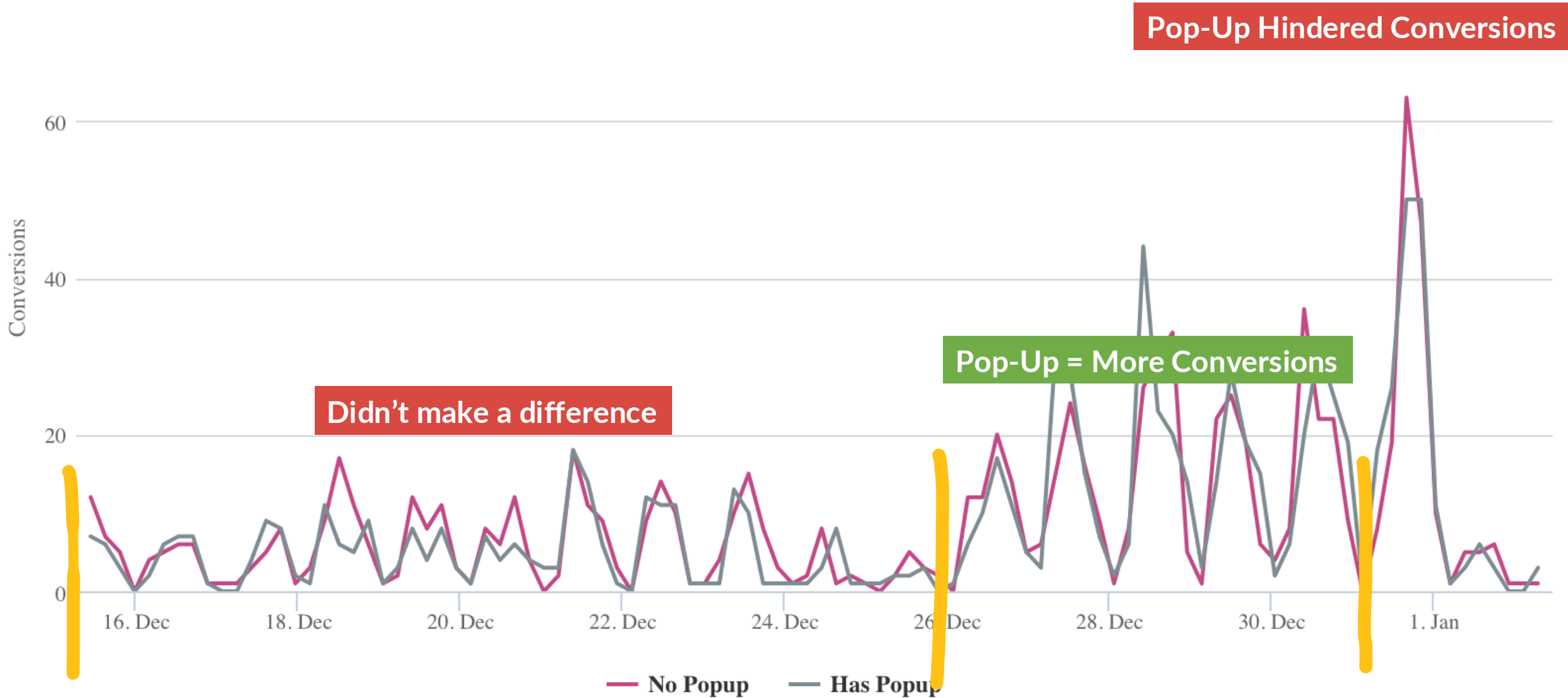
[no thanks](#)

# On Pop-ups

*What happened when we removed it?*



# On Pop-ups



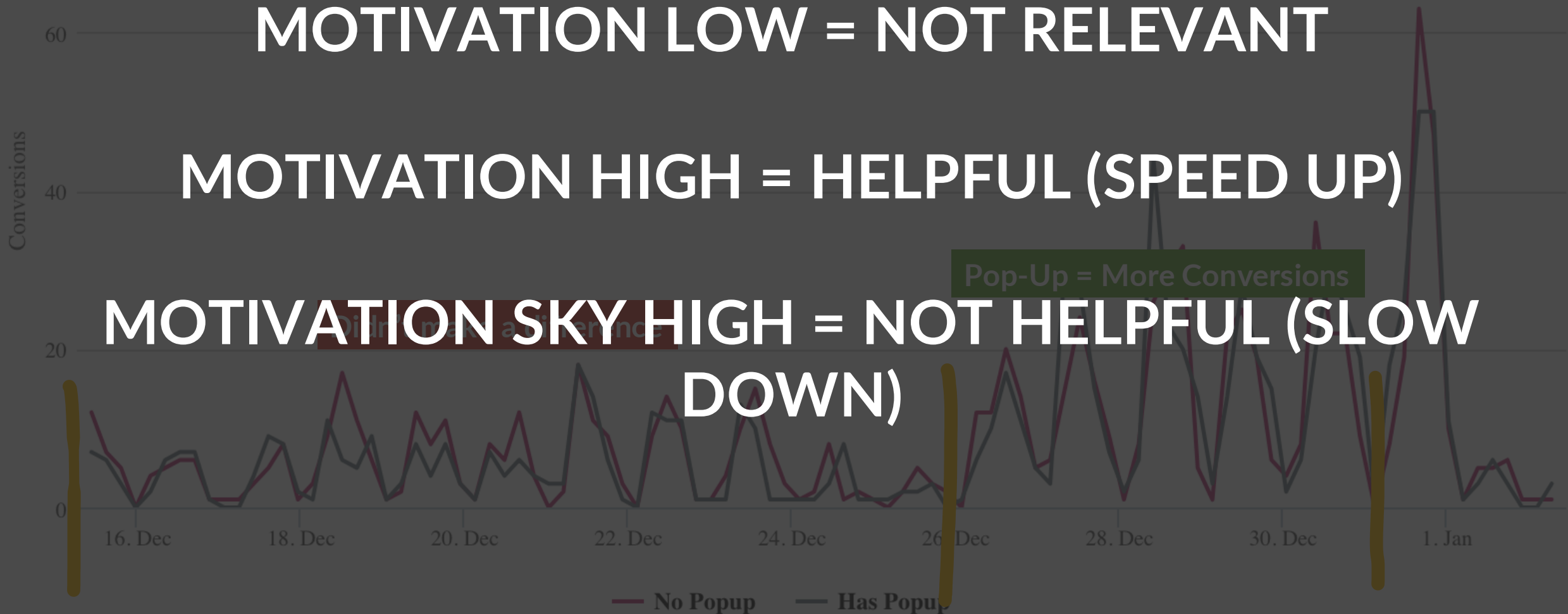
# On Pop-ups

Pop-Up Hindered Conversions

MOTIVATION LOW = NOT RELEVANT

MOTIVATION HIGH = HELPFUL (SPEED UP)

MOTIVATION SKY HIGH = NOT HELPFUL (SLOW DOWN)



Pop-Up = More Conversions

# Exit-Intent Pop-ups



## Control

### Before you go, will you consider something?

Most CaringBridge visitors don't realize that each CaringBridge site is kept **private, secure, and ad-free** because people like you pledge a monthly gift.

However, as more people turn to CaringBridge, we need to increase the number of CaringBridge Partners who make tax-deductible monthly gifts so that each person who wants to start a site can do so, and keep it running as long as they need.

Since you understand how the nonprofit CaringBridge works and how it keeps people connected, **would you consider becoming a CaringBridge Partner?**

[Learn more »](#)



## Social proof

### Before you go, will you consider something?

Most CaringBridge visitors don't realize that each CaringBridge site is kept **private, secure, and ad-free** because people like you pledge a monthly gift.

However, as more people turn to CaringBridge, we need to increase the number of CaringBridge Partners who make tax-deductible monthly gifts so that each person who wants to start a site can do so, and keep it running as long as they need.

Since you understand how the nonprofit CaringBridge works and how it keeps people connected, **would you consider joining 328 fellow supporters and becoming a CaringBridge Partner?**

[Learn more »](#)



**12%**  
In Donations

Use both timed and exit-intent **pop-ups** to drive donation page traffic.

# Slide-Outs

# Emergency Alert Banner

Who We Are › What We Do › Ways to Help › Shop Gift Catalog › Sponsor a Child › [Donate](#)

## EMERGENCY ALERT

We are gravely concerned for children in Ukraine, Afghanistan and around the world who might be caught in the middle of armed conflict, forced to flee their homes and exposed to injury, hunger and sub-zero temperatures.

Save the Children is right now on the ground, in the U.S. and around the world, delivering essential humanitarian aid. Your donation today helps this life-saving work.

[DONATE NOW](#)

**NOW MORE THAN EVER.**

# Micro-goal Slide-in Banner

Who We Are › What We Do › Ways to Help › Shop Gift Catalog › Sponsor a Child › [Donate](#)

## NOW MORE THAN EVER, CHILDREN NEED YOUR HELP TO SURVIVE AND THRIVE

[DONATE TODAY](#)

**We work in the hardest-to-reach places, where it's tough**

When you give to Save the Children, **85% of every dollar** goes straight to our mission to provide life-saving humanitarian aid.

**Alert:** Children in Ukraine, Syria and around the world are right now caught in the middle of armed conflict, exposed to hunger and out of school.

Your donation today can help our teams on the ground, in the U.S. and around the world, deliver essential humanitarian aid.

**17** donors are still needed to reach our goal this hour

[DONATE NOW](#)



**21%**  
In Donations

# In-Article Ads

# Control

# Treatment

allowing voters to decide on local government consolidation – a crucial component of shrinking local government spending, which drives up property taxes.

State Rep. Tom Demmer, R-Dixon, sponsored **House Bill 496**, which received bipartisan support – more than a dozen representatives from both parties signed on as co-sponsors. HB 496 passed the House 111-2. The only lawmakers **who voted against** the bill were state Reps. Robert Martwick, D-Chicago, and Lawrence Walsh, D-Elwood.

If the Senate passes HB 496 and Gov. Bruce Rauner signs the bill into law, it would allow townships that are coterminous or substantially coterminous with a city to have the right to put township dissolution referendums on the ballot. For example, if a city dissolves a township to make it on the ballot, the township's city could then vote to dissolve an ordinance or 10 percent of the registered voters of that township could petition. If the voters approved the dissolution of a township, the city would take over the services, duties, assets and liabilities of the township.

### Too many local governments drive up Illinois property taxes

One of the main reasons Illinois has some of the highest property taxes in the country is because Illinois has the most units of local government in the country. Illinois has nearly **7,000 units of local government** – around **1,400** of those units are townships. Only Florida has more units of local government than Illinois. Florida, with a population of nearly 20 million people, has just 1,650 units of local government units despite being much larger geographically and having a bigger population.

### Get Illinois' top stories delivered to your inbox

Each week, get the top headlines from around the state. From stories of political corruption to government overreach, get the news that matters most to you.

First Name

Last Name

Email

Zip Code

SUBSCRIBE TO ILLINOIS POLICY ALERTS

over the services, duties, assets and liabilities of the township.

### Too many local governments drive up Illinois property taxes

#### DEAR READER:

To make informed decisions, the public must receive the unbiased truth. Unfortunately, that isn't what we often get out of our elected officials or the legacy media. At the Illinois Policy Institute, that is something we are going to fix.

We are an independent nonprofit consisting of more than 20 writers and policy experts. Our mission is to generate public policy solutions that promote personal freedom and prosperity in Illinois.

- We have produced the only viable plan to balance the state budget while also reducing the tax burden placed on residents like you.
- Our work is consumed by more than 500,000 Illinoisans each month, free of charge.
- We are funded solely by the support of the general public. We receive no government dollars.

But to continue to provide unbiased reporting and viable policy solutions, we need your support.

If you want to see a more prosperous Illinois for your family and friends, please take a minute to help make a difference. Thank you.

SUPPORT ILLINOIS POLICY INSTITUTE



# 695%

## In Donor Conversion

Add a “**dear reader**” ad to articles, blogs, and news during the year-end season.

# High Urgency Banners





WIKIPEDIA The Free Encyclopedia

- Main page
- Contents
- Current events
- Random article
- About Wikipedia
- Contact us
- Donate

Contribute

- Help
- Learn to edit
- Community portal
- Recent changes
- Upload file

Tools

- What links here
- Related changes
- Special pages
- Permanent link
- Page information
- Wikidata item

Print/export

- Download as PDF
- Printable version

In other projects

**i** To all our readers in the U.S.,

Please don't scroll past this. This Monday, for the 1st time recently, we humbly ask you to defend Wikipedia's independence. 98% of our readers don't give; they simply look the other way. If you are an exceptional reader who has already donated, we sincerely thank you. If you donate just \$2.75, or whatever you can this Monday, Wikipedia could keep thriving for years. We ask you, humbly: please don't scroll away. If Wikipedia has given you \$2.75 worth of knowledge this year, take a minute to donate. Show the world that access to reliable, neutral information matters to you. Thank you.

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | We never sell your information. By submitting, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, [tax-exempt organization](#). If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email which will include a link to [easy cancellation instructions](#).

Welcome to **Wikipedia**,

the free encyclopedia that anyone can edit.

6,419,081 articles in English

- The arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- All portals

- How often would you like to donate?
  - Just once**
  - Give monthly**
- Select an amount (USD)
 

The average donation is \$16.36.

  - \$2.75**
  - \$10**
  - \$16.36**
  - \$25**
  - \$50**
  - \$75**
  - \$100**
  - Other**

3. Please select a payment method



Continue

Maybe later

# Total Goal


## A life depends on you.

Lorem ipsum odor amet, consectetur adipiscing elit. Ornare magnis metus natoque, morbi adipiscing nec aliquet egestas. Torquent conubia sodales ad, tristique varius purus. Libero conubia auctor montes; dapibus phasellus dictum non. Condimentum senectus integer dolor class ornare massa mauris.

Yes, I'd like to become 1 of 39,313, donors needed to save twice the lives!

\$30 \$60 \$120 \$240

\$  OTHER



**27%**  
In Donations

# Daily Goal

## A life depends on you.

Lorem ipsum odor amet, consectetur adipiscing elit. Ornare magnis metus natoque, morbi adipiscing nec aliquet egestas. Torquent conubia sodales ad, tristique varius purus. Libero conubia auctor montes; dapibus phasellus dictum non. Condimentum senectus integer dolor class ornare massa mauris.

Yes, I'd like to become 1 of 675 donors needed TODAY to save twice the lives!

\$30 \$60 \$120 \$240

\$  OTHER

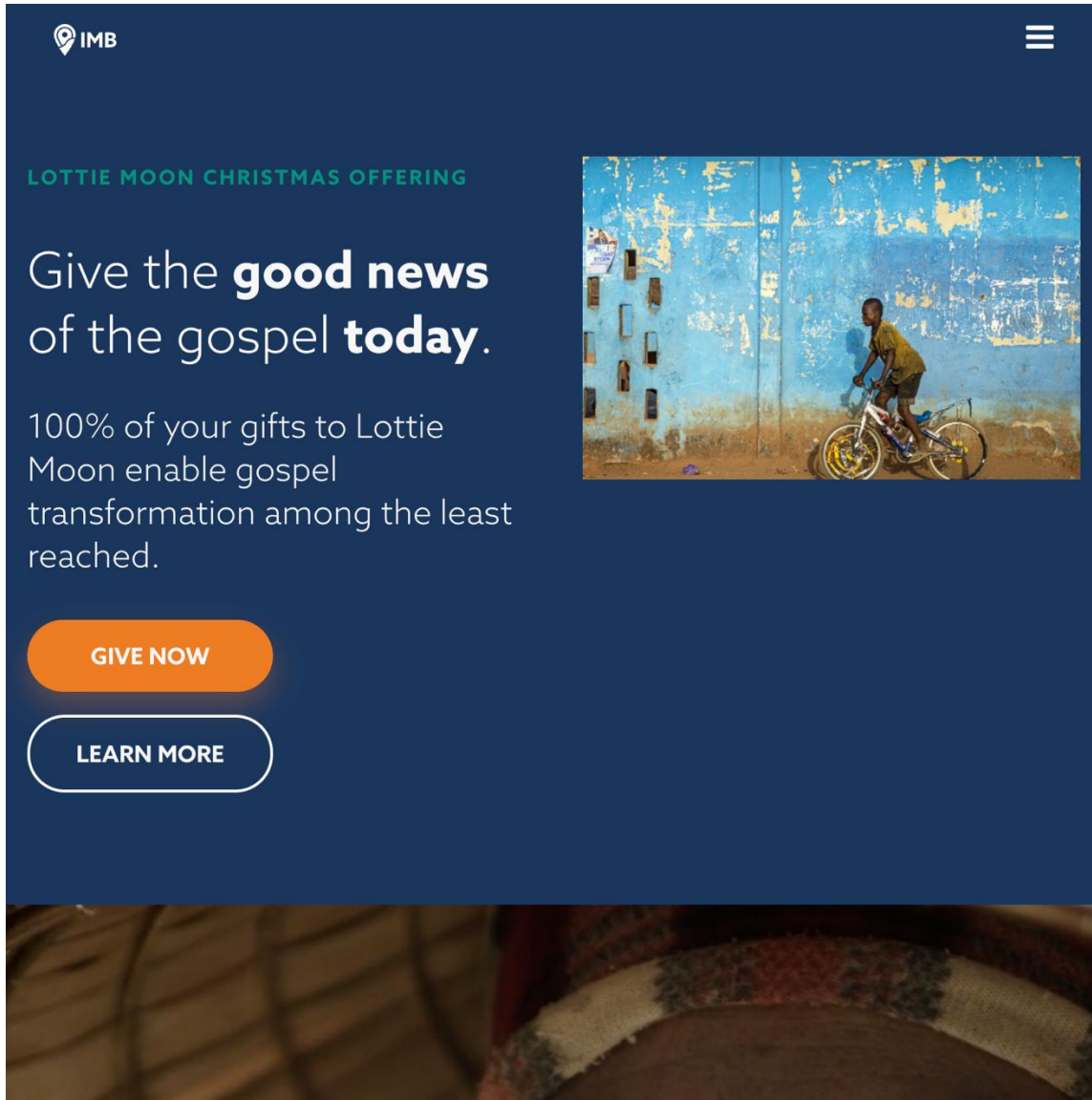


**35%**  
In Donations

*Versus No Goal At All*

# Homepage Takeover

## Control



IMB


LOTTIE MOON CHRISTMAS OFFERING

Give the **good news** of the gospel **today**.

100% of your gifts to Lottie Moon enable gospel transformation among the least reached.

[GIVE NOW](#)

[LEARN MORE](#)



## Homepage takeover



## Help bring the hope of the gospel to the lost

This Christmas, someone who has never heard about Jesus can know Him because of your gift.

Through the International Mission Board, your gift will help fulfill the Revelation 7:9 vision of every nation, tribe, people, and language gathered around the throne of Christ.

We're able to deliver the gospel to the least reached all over the world because of faithful Christians who partner with us. We invite you to join with us by praying for your IMB missionaries and making a donation to support their work.

When you give, you'll be joining a community of generous believers who also contribute to the Lottie Moon Christmas Offering. Every dollar you give to this offering will go directly to the mission field to reach the lost.

Will you help us deliver the gospel to the lost with your Lottie Moon



**31%**  
In Donations

**Urgent Update:** As we approach the end of 2020, we wanted you to know how you can share the Good News in over 60 countries. [Or, if you prefer, click here to continue to Oblatesusa.org homepage »](#)

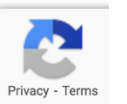
## Some Good News For 2021

The Missionary Oblates are excited about expanding our missionary reach in 2021. When you make a donation to the Oblates, you become a co-missionary with us as we bring the Good News to the poor and needy around the world.

We share the Good News in many ways. This coming year, we will preach the Good News in more than 60 countries, at major basilicas like in Lourdes, France and in simple chapels made of scrap metal in Zambia. We spread Good News when we feed the hungry, shelter the homeless, educate the disadvantaged and provide medicine and care to the sick and dying.

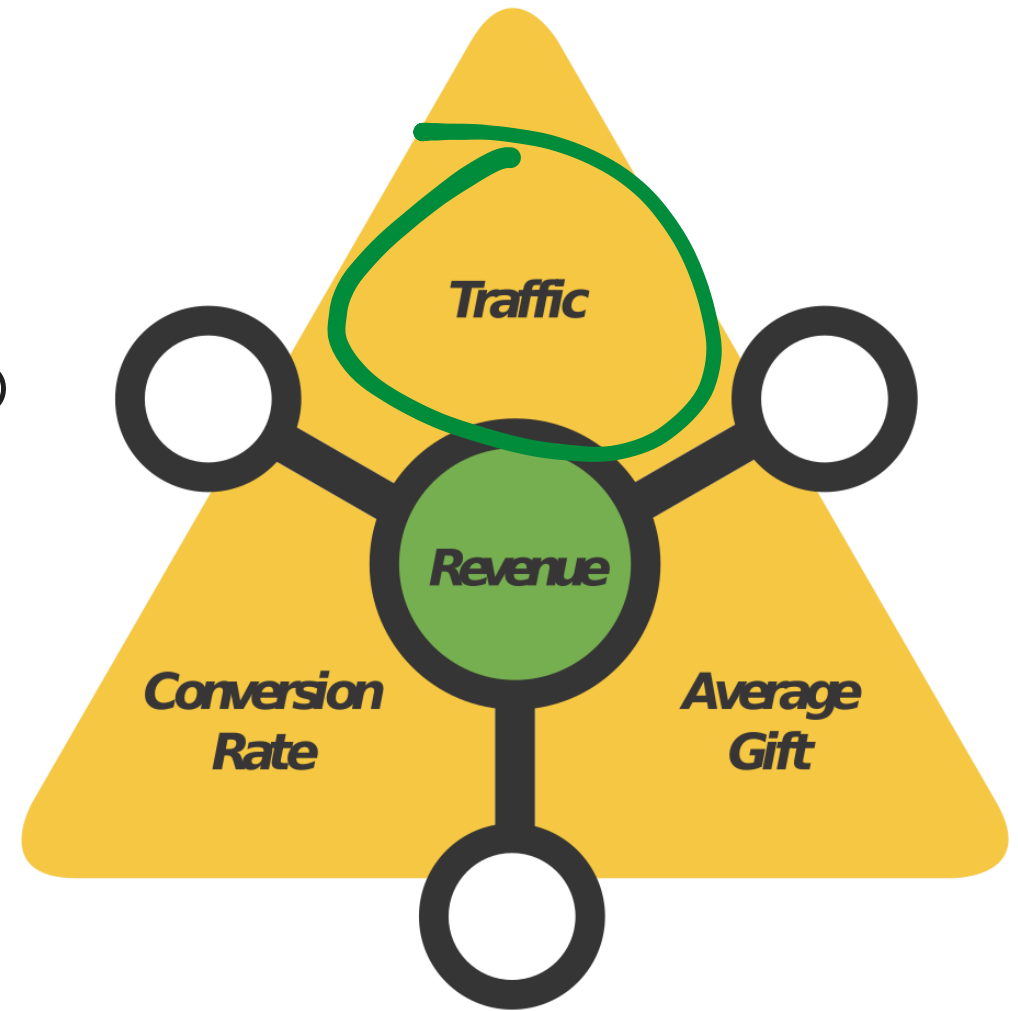
In 2021 we will be expanding our reach. These are just a few of the ways we will reach more:

- We recently accepted responsibility of two new parishes in impoverished neighborhoods near San Diego and St. Louis. The needs of the people in these communities are great, and we are committed to meeting these needs long after the pandemic is over.
- Our novitiate in the United States, where young men discern a calling to religious life, is currently undergoing an extensive renovation that will allow us to accommodate more novices from the United States and around the world.



Use a **homepage takeover** during the last day of the year.

All these tactics are trying to drive more traffic to your donation page.



1. Your emails
2. Your website
3. Your **donation page**

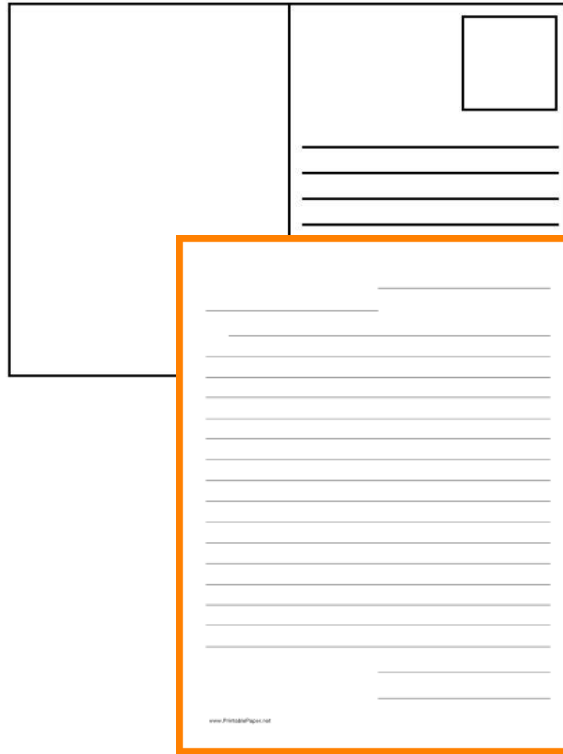
**KEY CONCEPT**

Emphasize your incentives and increase urgency throughout.

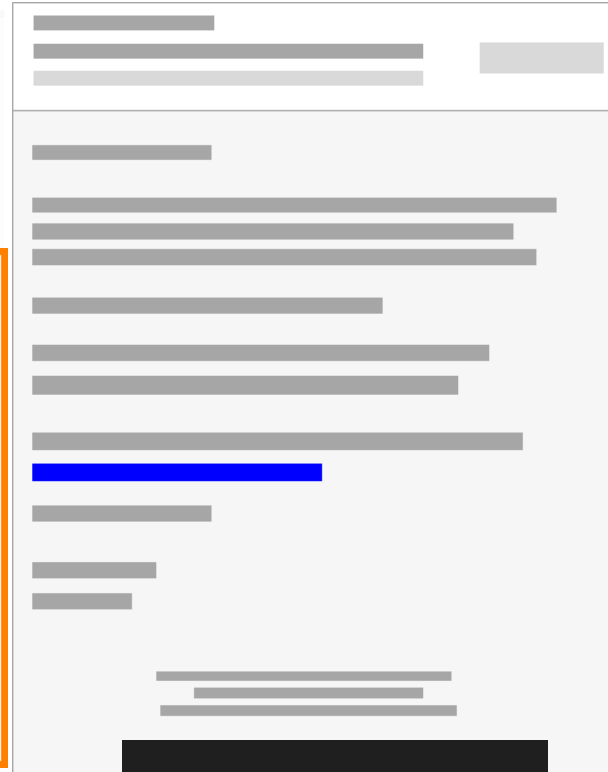




An Ad



Post Card  
or Letter



An Email





An Ad

Post Card  
or Letter

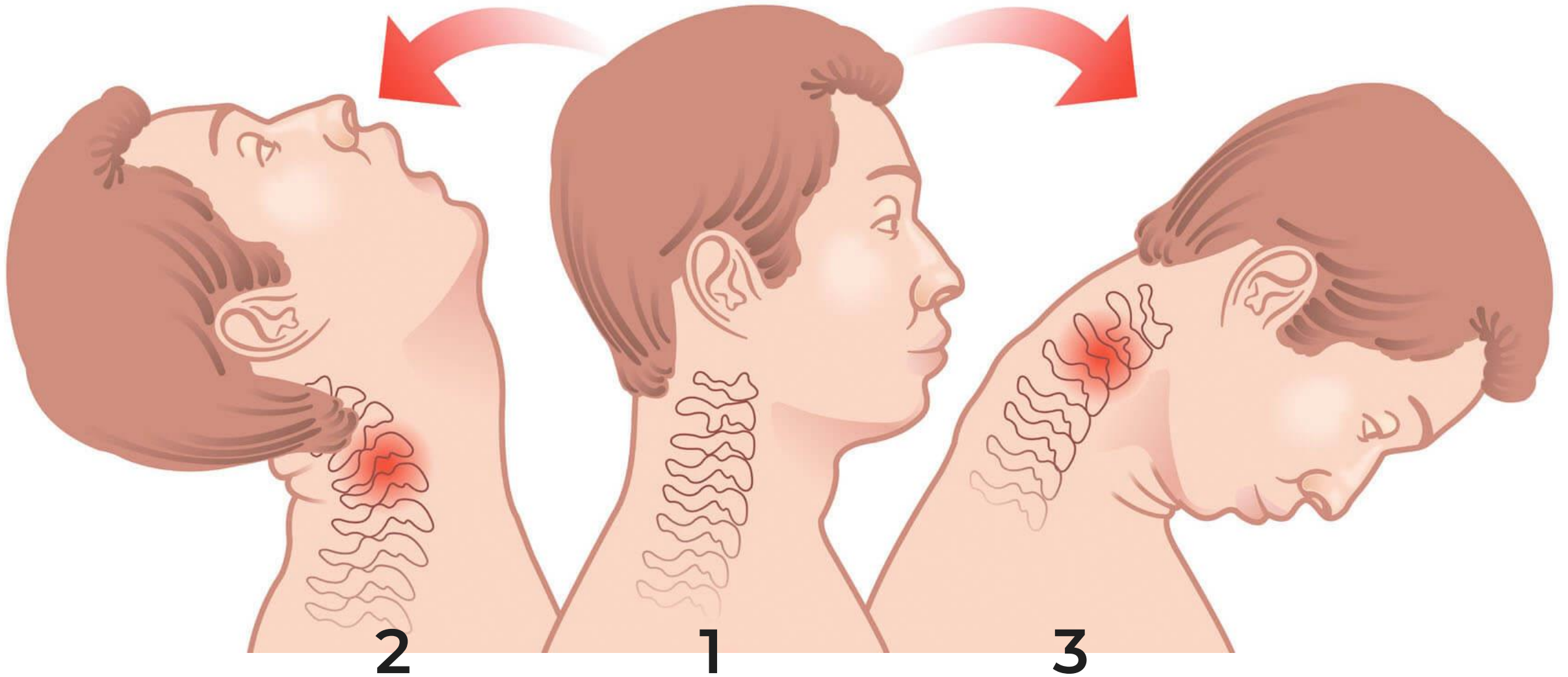
An Email

Your Site

Regular Ol'  
Donation Page



# Whiplash





An Ad

Post Card  
or Letter

An Email

Your Site



Cohesive Year-End  
Donation Page

## Essential Year-End Donation Page Optimizations

- ✓ Clearly reference the year-end campaign and any unique campaign messaging.
- ✓ Add a countdown clock during the final week to increase urgency.
- ✓ Clearly articulate your campaign goal—and make it tangible.
- ✓ Highlight your incentives so they don't get missed!

# Test Reinforcing the Message with a Sticky Bar

## Control

## Stickybar

**Your gift before Dec. 31 will help DTS train future pastors, teachers, preachers, evangelists, missionaries, counselors, and ministry leaders to share biblical truth!**

0 DAYS 0 HOURS 0 MINUTES 0 SECONDS

We believe that when people are rooted in the Word of God, their faith grows and flourishes as a result. That's why Dallas Theological Seminary trains trustworthy leaders to share biblical truth in churches and through ministries around the world.

DTS has a budgeted goal to raise \$4.1 million by midnight (CST) on December 31. And a generous group of our committed supporters has given a \$600,000 Challenge Gift to challenge other friends of DTS like you to give your support as well.

We are counting on you! Would you consider making a gift before our December 31 deadline?

Your gift will help

- equip ministry leaders to reach souls for Christ;
- train church leaders who need access to theological training; and
- offer free online courses to thousands of people who are hungry for God's Word.

If you want to help DTS equip people to proclaim God's Word around the world, please make your gift now using the secure form below:

**Your gift before Dec. 31 will help DTS train future pastors, teachers, preachers, evangelists, missionaries, counselors, and ministry leaders to share biblical truth!**

We believe that when people are rooted in the Word of God, their faith grows and flourishes as a result. That's why Dallas Theological Seminary trains trustworthy leaders to share biblical truth in churches and through ministries around the world.

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We are counting on you! Would you consider making a gift before our December 31 deadline?

Your gift will help

- equip ministry leaders to reach souls for Christ;
- train church leaders who need access to theological training; and
- offer free online courses to thousands of people who are hungry for God's Word.



**151%**  
In Revenue

# Test Adding an Anchor Link for Mobile Users

## Control

FamilyLife<sup>®</sup>  
A Cru Ministry

Goal: Gifts 10,000

Gifts 9,500

**You can help build twice as many godly marriages and families!**

The number of families searching for practical guidance and support has skyrocketed this year. That's no secret.

But there's hope for families. FamilyLife has the biblical

THE FOUR EMOTIONS OF CHRISTMAS

## Start My Gift Button

FamilyLife<sup>®</sup>  
A Cru Ministry

Goal: Gifts 10,000

Gifts 9,500

**You can help build twice as many godly marriages and families!**

The number of families searching for practical guidance and support has skyrocketed this year. That's no secret.

But there's hope for families. FamilyLife has the biblical

THE FOUR EMOTIONS OF CHRISTMAS

Start My Gift

**50%**  
In Donations

# Tools You Can Use

## POWR.IO

Website Countdown Clocks • Email Countdown Clocks

[powr.io](http://powr.io)

## BDOW & Unbounce

Timed Pop-Ups • Exit-Intent Pop-Ups • Slide Outs

[bdow.com](http://bdow.com) | [unbounce.com](http://unbounce.com)

## VWO

Website A/B Testing • Dear-Reader • Homepage

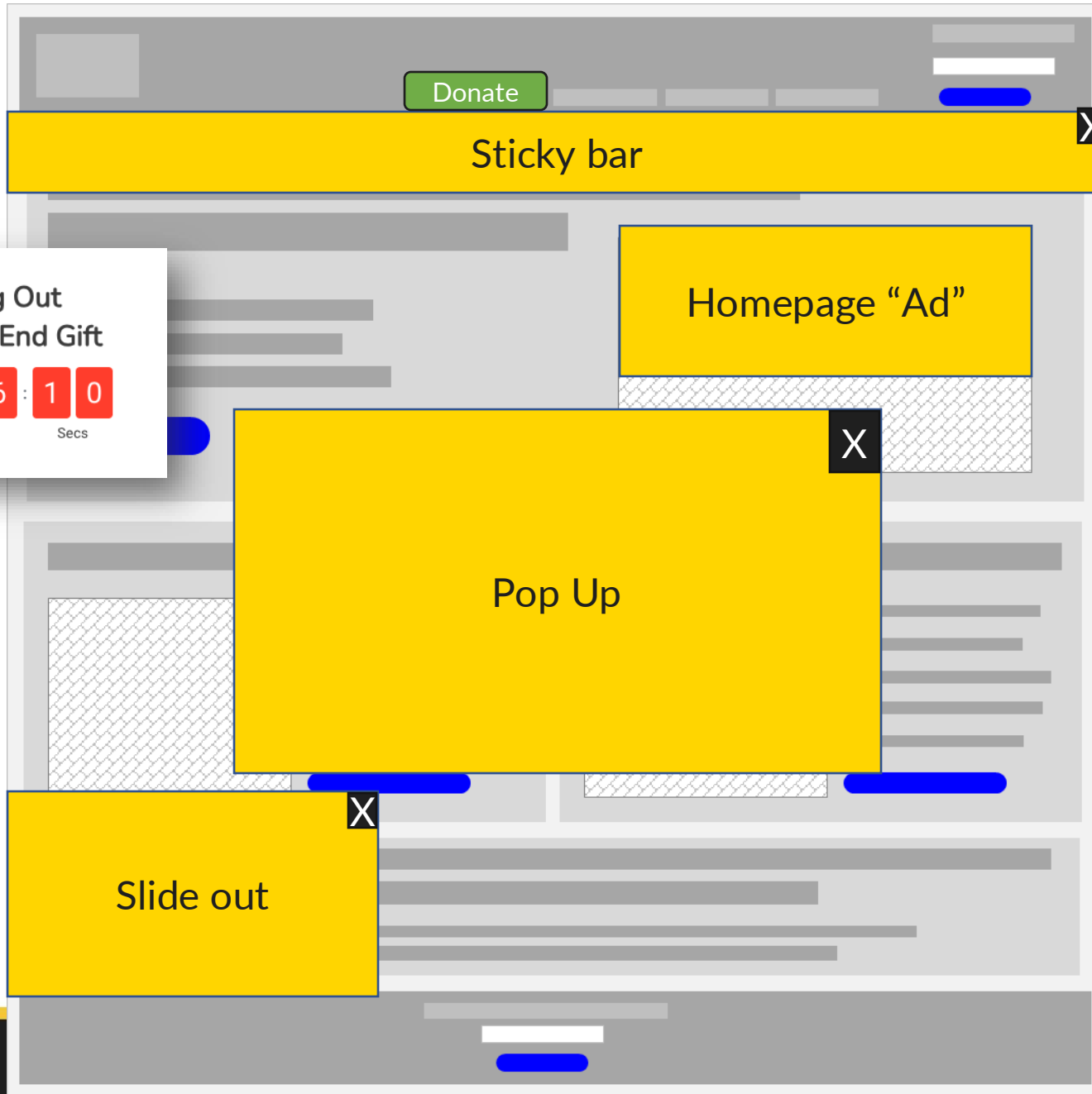
Takeovers • Other Customizations

[affiliates.vwo.com/be0kn1lz3gcl](http://affiliates.vwo.com/be0kn1lz3gcl)



# Homework





## Instructions

1. Implement at least 1 tactic to increase urgency on your website.
2. Show us what you did by submitting the Google Form.

## Level Up Homework | Month 6, Last Week of the Year

Your homework this month is to implement at least 1 tactic on your website or on your donation to increase urgency during the last week of the year.

Take a screenshot and submit it using the form below. When you're finished, share what you did in Slack!

nathan@nextafter.com [Switch account](#)



The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

\* Indicates required question

Email \*

Your email

Upload a screenshot of the edit/change you've made to increase urgency.

Upload 1 supported file: PDF or image. Max 10 MB.

[Add file](#)

Anything else you'd like us to know about what you implemented?

Your answer

Submit

Clear form



### Instructions

1. Implement at least 1 tactic to increase urgency on your website.
2. Show us what you did by submitting the Google Form.

# Dive Deeper



\$299.00

## Year-End Fundraising for Online Fundraisers

In this 4-session year-end fundraising course, you'll discover new ideas to craft a successful year-end fundraising campaign for your organization based on research and

28  
Lessons



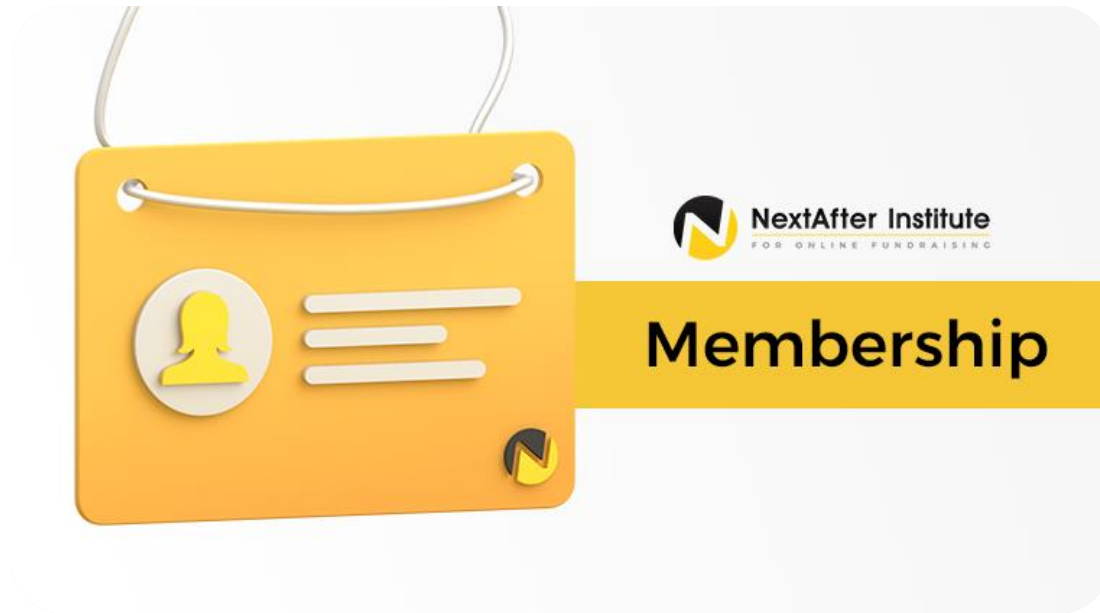
\$299.00

## Donation Page Optimization

Discover what works to improve the results on your donation pages based on what we've learned works from 6,500+ online fundraising experiments.

21  
Lessons

Both courses are included in your NextAfter Institute membership.



<https://nextafter.com/level-up-membership>

## Dive Deeper with Digital Fundraising Courses

from the NextAfter Institute



# Questions?



LEVEL UP | NextAft... ▾

Home

Threads

Drafts & sent

DMs

Activity

Channels

# general

# homework

# introductions

# random

# resources

+ Add channels

Direct messages

Brianna K

Emily Barker

Joel Newton

Jordan Brown

Nick Scheidies

Nathan Hill you

+ Add coworkers

Apps

Slackbot

+ Add apps

# general ▾

2 Pinned Level Up Program Reso... +

<https://outlook.office365.com/book/ConnectwithJordanBrown@coloradogives.org/> Thursday, July 18th ▾ (edited)

1 reply 4 days ago

Pinned by Jordan Brown

Jordan Brown 4:03 PM

Please note the updates to the Level UP Copywriting Course schedule to provide participating nonprofits more details: <https://www.coloradogives.org/p/nonprofits/LevelUpYR2-Resources>

image.png ▾

### Copywriting Course

Presented by Institute for Sustainable Philanthropy™

<b>Copywriting 1.0 (First-Year) Participants:</b> At the end of this course, each staff member will receive a Certificate in Fundraising Copywriting. This will allow us to apply Philanthropic Psychology to your staff copywriting campaign content. You will have the opportunity to significantly enhance both immediate contributions and donor lifetime value.	<b>Copywriting 2.0 (Returning) Participants:</b> This advanced Copywriting 2.0 Course is tailored for organizations that have completed the Copywriting 1.0 Course. It serves as a capacity-building workshop aimed at embedding philanthropic psychology principles throughout your entire organization.
<b>Copywriting Course 1.0 Program Details:</b> This course is a four-module, four-week boot camp, delivered entirely online. You will have 2 main staff participant completion and become certified through the course.  Please plan to commit to 5 hours per week to complete readings, listen to brief lectures, and complete assignments. This virtual, learn at your own pace course, begins on:  ✓ Invited to Canvas Mid-August 2024 ✓ Course Access Begins September 2, 2024 ✓ Final Assignment Submitted Mid-October ✓ Colorado Gives Day is Nov 4 - Dec 30, 2024	<b>Copywriting 2.0 Program Details:</b> This course offers 3 x half-day virtual training sessions with breakfast for Sustainable Philanthropy. This virtual, multi-team member workshop begins on:  ✓ September 13, 2024 @ 9:00 AM - 12:30 PM ✓ September 27, 2024 @ 9:00 AM - 12:30 PM ✓ October 4, 2024 @ 9:00 AM - 12:30 PM  Zoom invites will be sent directly to participating nonprofits in August 2024.  Please attempt to include at least a staff to members per participating nonprofit. Staff members attend for workshops to read the material upon the recordings.  • Consider inviting from your team: CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduates.  • Please send all communication messages per participating nonprofit to: <a href="mailto:Support@coloradogives.org">Support@coloradogives.org</a> by July 15, 2024.

ColoradoGives.org

### Level Up Your Digital Fundraising

LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

B I U Link List Bulleted List Numbered List Code Image

Message #general

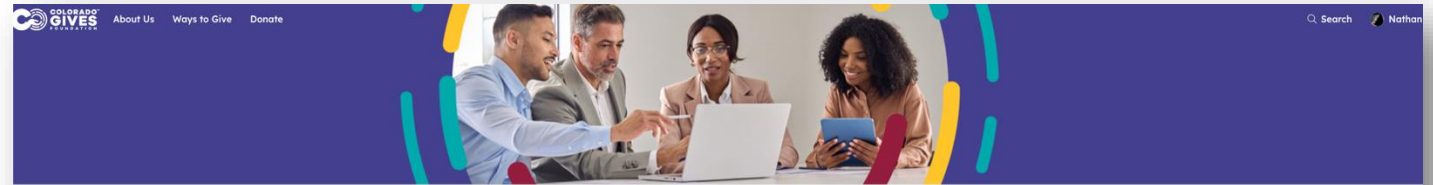
+ Aa Emojis @ Attachments Video Link







## Level Up Resources



## Level Up Digital Fundraising Resources

Made possible by Schlessman Family Foundation

### Onboarding Resources

As part of the Level Up program, we encourage your team to watch these instructional videos for utilizing this giving platform year-round. Explore the complete ColoradoGives.org digital fundraising webinar library for comprehensive guidance.

Still have questions? Explore our [support FAQs](#) for additional information.

ColoradoGives.org |  
The Basics



ColoradoGives.org |  
Beyond The Basics



ColoradoGives.org |  
Embedable Donation Forms 101



### Fundraising Strategy Courses

NextAfter Institute™

Participants at NextAfter Institute™ will facilitate monthly one-hour webinars designed to elevate your nonprofit's digital fundraising strategy. Through these courses, you will learn practical takeaways and actionable insights that you can apply right away to enhance your fundraising efforts.

#### NextAfter™ Training Webinars

If Level Up, all organizational admins will be automatically enrolled via Zoom for these webinars. No further action is needed for registration.

Level Up & NextAfter™ Orientation



September 11 | WEBINAR 1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024

September 18 | WEBINAR 2 | Crafting Compelling Appeals: Mastering the Art of Value Propositions

September 25 | MILESTONE | Copywriting Courses 1.0 & 2.0 Begin

September 25 | WEBINAR 3 | Inbox Impact: Defining Your Colorado Gives Day Email Strategy

October 23 | WEBINAR 4 | Strategic Countdown: Mapping Your Year-End Campaign Strategy

November 1 | MILESTONE | Early Giving Begins for Colorado Gives Day 2024!

November 27 | WEBINAR 5 | Click to Give: Optimizing Your Donation Page for Colorado Gives Day

