



# Level Up | Clicks to Cash

*Optimizing Your Donation Page for Colorado Gives Day*

*Level Up Training Session | November 20, 2024*





# ICE BREAKER

*What is your favorite Thanksgiving food?*

Chat it!



# Housekeeping

# Upcoming Session



6 Days Till CO Gives Day

1 Day After GivingTuesday



# What to expect from today's session

1

Implement the **core principles** of an effective donation page.

2

**Adjust and optimize** your donation page for a high urgency campaign.

## Action Item

Review your Colorado Gives Day donation page using the provided checklist and optimize accordingly.

# Review from Last Month



# Donate

You're making a donation to Western States Cancer Research NCORP



One-time donation  Monthly donation

\$ Donation amount

- Hide amount from public
- Hide name from public

[Privacy info](#)

Add a dedication to your donation

Designation  
General Fund ▾

Phone Number

[Add to cart and check out later](#)

First name  Last name  Email


Payment method  
Credit card  Card number  MM / YY  CVC

Standard ColoradoGives.org  
Donation Page



# Control

EXPLORE TGC U.S. EDITION EDITORIAL PODCASTS EVENTS ABOUT US DONATE TO TGC



**HOW MUCH WOULD YOU LIKE TO GIVE?**

\$

MAKE THIS A MONTHLY GIFT

**TELL US ABOUT YOURSELF**

**NAME**

**PHONE NUMBER**

**EMAIL**

I AM REPRESENTING AN ORGANIZATION

**CARD NUMBER**


**EXPIRATION DATE**

**ADDRESS**

**COUNTRY**

**CITY, STATE AND ZIP CODE**

**GIVE NOW**

 GivingFuel  
Secure Online Giving Powered by GivingFuel

**CHECK**

The Gospel Coalition  
P.O. Box 170346  
Austin, Texas 78717

**ANNUAL REPORT**

2020 Annual Report



**QUESTIONS?**

Email Us >  
Call Us - 1-844-GIVE-TGC

Looking for Giving Records?

# Dedicated Year-End Page

EXPLORE TGC

**Share gospel-centered resources with believers and churches around the globe with your gift before Dec. 31**

00 : 00 : 00 : 00  
DAYS HOURS MINUTES SECONDS

Have you noticed how the digital world has become a dark place full of toxic influences luring people in various unhealthy directions? You don't need to look hard to find the type of angry debates and controversy that tears families, friends, neighbors, and sadly, churches apart.

As we look to 2022 and beyond, we believe the need to spread the life-giving aroma of the gospel and strengthen the church has never been more urgent.

That's why we are committed to equipping churches as they grow wise, faithful Christian disciples in a chaotic, unsteady age.

We will keep sharing the stories of God's goodness around the globe and providing a cultural apologetic that is centered on the hope of Jesus Christ.

We will continue to provide the resources you need to walk faithfully through what lies ahead and keep pointing you to the God who is sovereign over it all.

But we rely on support from believers like you, who care about shining a light in the digital darkness and helping people think wisely and biblically. And we need your help today.

Would you consider making a gift before our deadline of midnight on Dec. 31?

**Your gift will help:**

- Provide articles, podcasts, and videos that will encourage others to know the gospel and connect it to all areas of life
- Support believers in a culture growing increasingly hostile towards Christianity
- Provide gospel-centered resources to our 12 million+ readers outside the U.S. who access TGC through our Arabic, Chinese, Farsi, Korean, Spanish, and other regional based websites
- Help believers think carefully and Christianly about the complexities and challenges of a rapidly changing culture

And every dollar you give will reach 10 people around the globe with gospel-centered resources!

If you're willing to help us encourage believers, strengthen the church, and provide hope to the searching, please make your gift now using the secure form below:

**Goal: \$400,000**

**HOW MUCH WOULD YOU LIKE TO GIVE?**







HOW MUCH WOULD YOU LIKE TO GIVE?

\$50 \$100 \$200 \$500 Other

\$ 60

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME First Last

PHONE NUMBER EMAIL Email Address

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER EXPIRATION DATE Card Number Month Year CVV

ADDRESS COUNTRY Street Address United States

CITY, STATE AND ZIP CODE City State ZIP Code

GIVE NOW



CHECK The Gospel Coalition P.O. Box 170346 Austin, Texas 78717

ANNUAL REPORT 2020 Annual Report



QUESTIONS? Email Us > Call Us - 1-844-GIVE-TGC Looking for Giving Records? SIGN IN

Every dollar you give reaches 10 people around the globe with gospel-centered resources that encourage believers, strengthen the church, and provide hope to the searching.



today. Would you consider making a gift before our deadline of midnight on Dec. 31?

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- Provide articles, podcasts, and videos that will encourage others to know the gospel and connect it to all areas of life
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\$50 \$100 \$200 \$500 Other

\$ 60

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TELL US ABOUT YOURSELF

NAME First Last

PHONE NUMBER EMAIL Email Address

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER EXPIRATION DATE Card Number Month Year CVV

ADDRESS COUNTRY Street Address United States

CITY, STATE AND ZIP CODE City State ZIP Code

GIVE NOW



81% In Donations

More than 40 million people accessed gospel centered resources this year due to the faithful generosity and prayers of people like you.

CHECK

The Gospel Coalition P.O. Box 170346 Austin, Texas 78717

ANNUAL REPORT

2020 Annual Report



QUESTIONS?

Email Us > Call Us - 1-844-GIVE-TGC





# Donate

You're making a donation to Western States Cancer Research  
NCORP

NCORP Research NCORP

One-time donation  Monthly donation

\$ Donation amount

Hide amount from public

Hide name from public

[Privacy info](#)

Add a dedication to your donation

Designation  
General Fund

Phone Number

Add to cart and check out later

How do you make your CO Gives donation page look like this?



## Share gospel-centered resources with believers and churches around the globe with your gift before Dec. 31



Have you noticed how the digital world has become a dark place full of toxic influences luring people in various unhealthy directions? You don't need to look hard to find the type of angry debates and controversy that tears families, friends, neighbors, and sadly, churches apart.

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That's why we are committed to equipping churches as they grow wise, faithful Christian disciples in a chaotic, unsteady age.

We will keep sharing the stories of God's goodness around the globe and providing a cultural apologetic that is centered on the hope of Jesus Christ.

We will continue to provide the resources you need to walk faithfully through what lies ahead and keep pointing you to the God who is sovereign over it all.

But we rely on support from believers like you, who care about shining a light in the digital darkness and helping people think wisely and biblically. And we need your help today.

Would you consider making a gift before our deadline of midnight on Dec. 31?

### Your gift will help:

- Provide articles, podcasts, and videos that will encourage others to know the gospel and connect it to all areas of life
- Support believers in a culture growing increasingly hostile towards Christianity
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- Help believers think carefully and Christianly about the complexities and challenges of a rapidly changing culture

And every dollar you give will reach 10 people around the globe with gospel-centered resources!

If you're willing to help us encourage believers, strengthen the church, and provide hope to the searching, please make your gift now using the secure form below:







# ColoradoGives.org Tools

*Embedded Donation Pages*

Colorado Gives Advanced Sample Nonprofit

- Overview
- Organization Page
- Supporters
- Fundraising Tools
  - Campaigns
  - Embedded Donation Form**
  - Widgets
  - Matching Grants
  - Automated emails
  - Text-to-give
  - Opportunities
  - Fundraiser Templates

## Embedded Donation Form

Embed this customizable, full-page donation form on your website.  
Changes made to this form do not affect your normal [Donation Form](#).

Click on "Embedded Donation Form" under "Fundraising Tools".

## Embedded Donation Form

Embed this customizable, full-page donation form on your website.  
Changes made to this form do not affect your normal [Donation Form](#).

Get embed code Edit mode

Receipt Thank-you Message

One-time donation Monthly donation

\$50 buys 1 thing	\$100 buys 2 things
\$500 buys 3 things	\$1,000 buys 4 things

+  
\$ Donation amount

Edit your donation form as needed.

## Embedded Donation Form

Embed this customizable, full-page donation form on your website.  
Changes made to this form do not affect your normal [Donation Form](#).

Get embed code Edit mode

Receipt Thank-you Message

Customized your receipt & thank you message.

# Embedded Donation Form

Embed this customizable, full-page donation form on your website.

Changes made to this form do not affect your normal [Donation Form](#).

</> Get embed code

Edit mode

Re Thank-you Message

Click on "Get Embed Code"

```
Word count: 7
```

Word count: 7

```
<div id="MC-donation-form"></div>
<script src="https://downloads.mightycause.com/widgets/v1/embed.js"></script>
<script> window.onload = function() {
  window.MCForms.createEmbedForm(
    {
      elementID: "MC-donation-form",
      url: "https://www.mightycause.com/forms/Mightycausefoundation/?embed=embeddable_form"
    }
  );
};</script>
```

Paste your embed code onto a landing page hosted on your website.

### Share gospel-centered resources with believers and churches around the globe with your gift before Dec. 31



Have you noticed how the digital world has become a dark place full of toxic influences luring people in various unhealthy directions? You don't need to look hard to find the type of angry debates and controversy that tears families, friends, neighbors, and sadly, churches apart.

As we look to 2022 and beyond, we believe the need to spread the life-giving aroma of the gospel and strengthen the church has never been more urgent.

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- Help believers think carefully and Christianly about the complexities and challenges of a rapidly changing culture

And every dollar you give will reach 10 people around the globe with gospel-centered resources!

If you're willing to help us encourage believers, strengthen the church, and provide hope to the searching, please make your gift now using the secure form below:



#### HOW MUCH WOULD YOU LIKE TO GIVE?

\$

MAKE THIS A MONTHLY GIFT

#### TELL US ABOUT YOURSELF

NAME

PHONE NUMBER   
EMAIL

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER  EXPIRATION DATE

ADDRESS  COUNTRY

CITY, STATE AND ZIP CODE

Other widgets can be embedded within your page.

All copy is controlled on your website / landing page.

This would be your embedded form.





Why is there no navigation?

Why is the copy sooooo long?

Don't I want my form "above the fold"?

Are these really effective?

Why aren't there any pictures?

What should I include on my form?

The screenshot shows a fundraising page for TGC (The Gospel Center) with a green header containing 'EXPLORE' and 'TGC'. The main heading reads 'Share gospel-centered resources with believers and churches around the globe with your gift before Dec. 31'. Below this is a digital countdown timer showing 00 days, 00 hours, 00 minutes, and 00 seconds. The page contains several paragraphs of text explaining the mission and the urgency of the campaign. A progress bar indicates a goal of \$400,000 with a current amount of \$11,889. The donation form includes options for gift amounts (\$50, \$100, \$200, \$500, Other), a text input for a custom amount, and a checkbox for monthly gifts. The form also asks for personal information (Name, Phone Number, Email Address) and payment details (Card Number, Expiration Date, Address, City, State, and ZIP Code). A 'GIVE NOW' button is at the bottom, along with the GivingFuel logo and a small disclaimer.

# Donation Page Essentials

But First! A Pop Quiz



# Express Checkout

Step 2: Please provide your billing information

The address provided below will be used for both billing and shipping.

Express Checkout

Express

G Pay

OR

Already have an account? [Sign in](#)

Email \*

First name \*

Last name \*

Address \*

Phone \*

Step 3: Please provide your secure payment information

Card

PayPal

Bank

Card Number \*



Donate



We take data and privacy seriously. Your payment information is secure and will be used only to process your gift.

# No Express Checkout

Step 2: Please provide your billing information

The address provided below will be used for both billing and shipping.

Already have an account? [Sign in](#)

Email \*

First name \*

Last name \*

Address \*

Phone \*

Step 3: Please provide your secure payment information

Card

PayPal

Bank

Card Number \*



Donate

We take data and privacy seriously. Your payment information is secure and will be used only to process your gift.



By accessing this form you agree to the [Terms of Service](#) and [Privacy Policy](#).



29%  
In Donations



# Single Step

A single-step donation form titled "Choose Amount". It features a "One-time" button selected over a "Monthly" button. Below are four buttons for "\$10", "\$25", "\$50", and "\$100", followed by an "Other" button. The form includes fields for "Email" (travis@textpeach.com), "First name" (Travis), "Last name" (Koch), and "Address". Payment options for "Card" and "Bank" are shown. A "Donate" button is at the bottom. A security notice states "Your information is secure." and a footer note says "By accessing this form you agree to the Terms of Service and Privacy Policy."

# Multi-step

A multi-step donation process shown as three overlapping screens.   
**Step 1:** "Choose Amount" screen with "One-time" selected and "\$10" button highlighted.   
**Step 2:** "Checkout" screen with "Email" (travis@textpeach.com), "First name" (Travis), "Last name" (Koch), "Address" (503 Sanson Parkway), "City" (Palo Alto), "State" (California), and "Country" (United States) filled in.   
**Step 3:** "Payment" screen with "Card" selected. The "Card Number" field is highlighted in red with a "Card number is required" error message. A "Donate \$10 - one" button is visible at the bottom.

**52%**  
In Donations

## 6 Gift Array Options

**Control – One-Time**

**1. CHOOSE YOUR GIFT TYPE**

MONTHLY

ONE-TIME

**2. CHOOSE YOUR GIFT AMOUNT**

\$50	\$100
\$150	\$300
\$500	\$1,000
OTHER	

## 4 Gift Array Options

**Variant – One-Time**

**1. CHOOSE YOUR GIFT TYPE**

MONTHLY

ONE-TIME

**2. CHOOSE YOUR GIFT AMOUNT**

\$50	\$100
\$250	\$500
OTHER	



**16%**  
In Donations

## Donate to [INSERT IMPACT]

In this first short paragraph, you should describe the problem that your organization exists to solve. **If there's no problem to solve, there's no reason to give.** You may need to add a data point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

Donate Once | Donate Monthly

Choose the Amount You Would Like to Give

\$50 | **\$100** | \$200

\$250 | \$500 | \$ Other

Please Provide Your Secure Billing Information

**CREDIT** | eCheck

First Name \* | Last Name \*

Email \* | Phone Number

Country  
United States

Address 1 \*

Address 2

City \* | State \* | Postal Code \*

Card Number \* | Expiration \* | CVV \*

Enter Card Number | MM/YY | CVV

Your payment information is secure.

**Give \$100 Once**

Your gift is going to impact [this specific change] that we already talked about. Your payment information will remain secure and private.

Privacy | Terms

1. Page Layout

2. Form Fields

3. Value Proposition

4. Add-Ons

## Key Principle

Organize the donation page to **reduce distractions** and **logically lead towards the call-to-action**.



### Donate to [INSERT IMPACT]

In this first short paragraph, you should describe the problem that your organization exists to solve. **If there's no problem to solve, there's no reason to give.** You may need to add a data point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

The screenshot shows a donation form with the following elements:

- Buttons for "Donate Once" and "Donate Monthly".
- Section: "Choose the Amount You Would Like to Give" with buttons for \$50, \$100 (selected), \$200, \$250, \$500, and \$ Other.
- Section: "Please Provide Your Secure Billing Information" with tabs for "CREDIT" and "eCheck".
- Form fields for: First Name \*, Last Name \*, Email \*, Phone Number, Country (United States), Address 1 \*, Address 2, City \*, State \*, and Postal Code \*.
- Form fields for: Card Number \* (with Visa, Mastercard, and American Express icons), Expiration \* (MM/YY), and CVV \*.
- A security notice: "Your payment information is secure."
- A large blue button: "Give \$100 Once".
- Footer text: "Your gift is going to impact [this specific change] that we already talked about. Your payment information will remain secure and private."
- NextAfter logo in the bottom right corner.

No other links or calls-to-action.

Copy come first; form comes second.

Single column page.



## Proven Tactic #1

Focus the donation page on a **singular call-to-action**.

Remove the navigation.

In this first short paragraph, you should describe the problem that your organization exists to solve. **If there's no problem to solve, there's no reason to give.** You may need to add a data point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points to contribute to:

- Here's one example of how your gift can be used
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

Donate Once

Donate Monthly

Choose the Amount You Would Like to Give

\$50

\$100

\$200

\$250

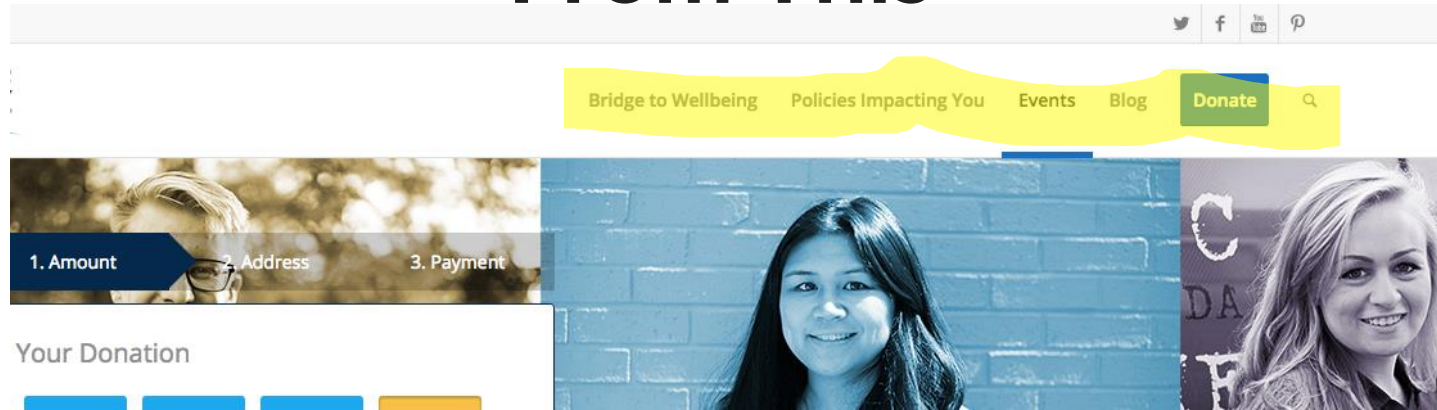
\$500

\$ Other

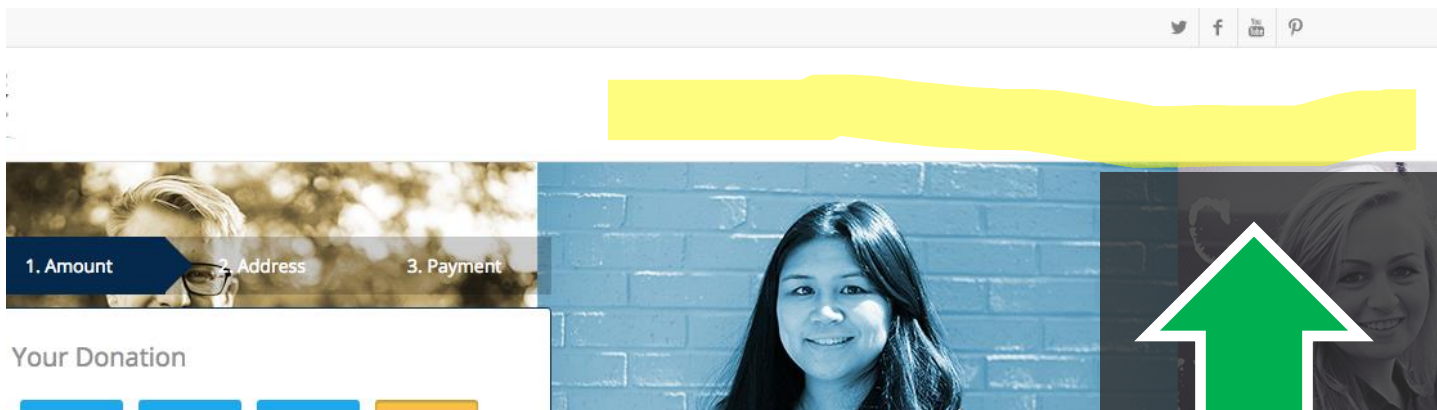
Please Provide Your Secure Billing Information

Remove all other ads, banners, and CTAs.

# From This



# To This



195%

In Donations

## Proven Tactic #2

Use copy to craft a compelling value proposition.



### Donate to [INSERT IMPACT]

In this first short paragraph, you should describe the problem that your organization exists to solve. **If there's no problem to solve, there's no reason to give.** You may need to add a data point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

Donate Once

Donate Monthly

Choose the Amount You Would Like to Give

\$50

\$100

\$200

\$250

\$500

\$ Other

Please Provide Your Secure Billing Information

# Just a Headline



# Value Prop Copy



Together, we're writing the next chapter of Illinois' comeback story.



### Select Donation Amount

\$35	\$50	\$100	\$250
Other Amount			

### Donor Information

Cardholders Name	
Address	Address 2
City	
Illinois	Zip
Email	
Phone	

### Payment Information

Visa, Mastercard or American Express Number		
Month	Year	Security Code

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:

Illinois Policy Institute  
190 S. LaSalle St.  
Suite 1500  
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.

### Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

### That is why we created IllinoisPolicy.org.

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

### Select Donation Amount

\$35	\$50	\$100	\$250
Other Amount			

### Donor Information

Cardholders Name	
Address	Add
City	
Illinois	Zip
Email	
Phone	

The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:

Illinois Policy Institute  
190 S. LaSalle St.  
Suite 1500  
Chicago, IL 60603

Illinois Policy Institute does not accept government funding.



# 150%

## In Donor Conversion





## The people in India desperately need our help.



**Will you join e3 Partners in this important ministry work? We invite you to make a gift today to support the relief effort for those suffering in India.**

How much do you want to donate?

\$25.00	<b>\$50.00</b>	\$75.00	\$100.00	\$ Custom Amount \$0.00
---------	----------------	---------	----------	----------------------------

Billing Info

First Name *	Last Name *
Email *	Phone Number 🇺🇸 (201) 555-0123
Country* United States	

## The people in India desperately need our help.

At this very moment, a terrible situation is unfolding on the other side of the world in South Asia. As you may have seen in the news, **India is in the midst of a serious, nationwide crisis due to the resurgence of COVID-19.** Let me paint a picture for you: hospitals are overflowing beyond capacity ... medical supplies, particularly oxygen, are running critically low ... there are dead bodies on the streets ... and the crematoriums themselves are breaking down due to 'round-the-clock use. In April alone, the country recorded a staggering 3 million new cases (over 400,000 in a single day) and over 17,000 deaths. And many of those 17,000 died without ever having heard the name of Jesus. Those souls are lost forever, but you can help save so many others.

To put it plainly, these circumstances are appalling, and it appears that it is only going to get worse.

**As the Body of Christ, we are not only called to bring the true light of the Gospel to those who have never heard, but also to alleviate suffering when it is in our power to do so.** e3 Partners has been working with indigenous leaders in South Asia to share the Gospel and plant churches for many years, and this extensive network will enable us to move quickly. In fact, many of these leaders and their families are in dire circumstances themselves.

So let me ask you a simple question: are you willing to rush a donation to assist the people of India, who so desperately need our help? **Just \$33 will provide an entire family with food, hand sanitizer, facemasks, and vitamin C for one month.** Think of it, a donation of just \$100 will provide for three families, \$1,000 for 30 families. A little goes such a long way. And by providing physical relief, we are opening the door for the spiritual relief of the Gospel. Already, we have seen thousands upon thousands turn to Christ through the compassion and generosity of God's people, many of these from among some of the most unreached people groups in the world. We have learned that where there is suffering, God is at work.

**So, will you join us?** The people of India need our help. And in doing so, remember the words of Jesus in Matthew 25:40: "Truly I tell you, whatever you did for one of the least of these, you did for me."

**We invite you to make a gift today to support the relief effort for those suffering in India.**



# 527%

## In Donations

How much do you want to donate?

\$25.00	<b>\$50.00</b>	\$75.00	\$100.00	\$ Custom Amount \$0.00
---------	----------------	---------	----------	----------------------------

Billing Info

First Name *	Last Name *
Email *	Phone Number 🇺🇸 (201) 555-0123

## Proven Tactic #3

Order your page like a logical conversation, starting with *why* and ending with the call-to-action.



### Donate to [INSERT IMPACT]

In this first short paragraph, you should describe the problem to solve. If **there's no problem to solve, there's no reason to donate**. Use one or two points to clarify the scope of the need/problem/issue.

Explain why someone should give...

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

### Make your donation to [ORGANIZATION]

...before you ask for the donation.

Donate Once

#### Choose the Amount You Would Like to Give

\$50

\$100

\$200

\$250

\$500

\$ Other

Please Provide Your Secure Billing Information

# Giving Form First

**Select an amount to donate**  
 Your donation will fund special experiences for children in hospital, world-class clinical care, and life-saving research.

\$100
  \$120
  \$570
  \$2,500

Could help fund the bedside entertainment and information systems for three children who have to stay in hospital for their treatment.

\$

**DONATE \$120**

Sydney Children's Hospital Network is committed to handling your personal information in accordance with the Privacy Act 1988 (Cth). You can read our Privacy Policy [here](#).

## You have an important role to play in giving sick kids a brighter Christmas

Each year, thousands of children need life-changing and life-saving care from the Sydney Children's Hospital Network - over at Christmas. Being sick can mean that they're away from their families, away from their friends, and the season that should be the most hopeful time of year may not look so bright.

By donating today, you can help sick kids get the world-class healthcare they need, and the brightest Christmas possible!



# Value Proposition First

## You have an important role to play in giving sick kids a brighter Christmas

Each year, thousands of children need life-changing and life-saving care from the Sydney Children's Hospital Network - over at Christmas. Being sick can mean that they're away from their families, away from their friends, and the season that should be the most hopeful time of year may not look so bright.

By donating today, you can help sick kids get the world-class healthcare they need, and the brightest Christmas possible!



**Select an amount to donate**  
 Your donation will fund special experiences for children in hospital, world-class clinical care, and life-saving research.

\$100
  \$120
  \$570
  \$2,500

Could help fund the bedside entertainment and information systems for three children who have to stay in hospital for their treatment.

\$

**DONATE \$120**

Sydney Children's Hospital Network is committed to handling your personal information in accordance with the Privacy Act 1988 (Cth). You can read our Privacy Policy [here](#).








**27%**  
 In Donations

Choose the Amount You Would Like to Give

Please Provide Your Secure Billing Information

First Name \*  Last Name \*   
Email \*  Phone Number   
Country  
United States    
Address 1 \*   
Address 2   
City \*  State \*   Postal Code \*

Card Number \*      Expiration \*  CVW \*   
Enter Card Number  MM/YY  CVW   
 Your payment information is secure.

1. Page Layout
2. Form Fields
3. Value Proposition
4. Add-Ons



Key Principle

Perception is reality—  
reduce friction, address  
anxiety, and order the  
form logically.

Donate Once | Donate Monthly

Choose the Amount You Would Like to Give

\$50 | **\$100** | \$250 | \$500

Please Provide Your Secure Billing Information

**CREDIT** | eCheck

First Name \* | Last Name \*

Email \*

Country  
United States

Address 1 \*

Postal Code \*

Card Number \* | Expiration \* | CVV \*

Enter Card Number | MM/YY | CWV

Your payment information is secure.

Ask for information  
in the right order.

Use the layout to reduce  
the perception of work.

Address anxiety right when  
it happens.

## Gift Array Tactics

Make your donation to [ORGA

Ask for the gift frequency first.

Donate Once

Donate Monthly

Choose the Amount You Would Like to Give

\$50

\$100

\$200

Order the array from low to high.

\$ Other

Test an open gift amount field.

CREDIT

eCheck

First Name \*

Last Name \*

Email \*

Phone Number

Country

United States

Address 1 \*

Address 2

City \*

State \*

Postal Code \*



# Control

Step 1: Choose the amount you would like to give

Make this a recurring gift of \$0 per month

**\$50** **\$100** **\$250** **\$500**

**\$1,000**

**Other**

# Tabbed Donation Form

**Single Gift** **Monthly Gift**

Step 1: Choose the amount you would like to give

**\$50** **\$100** **\$250** **\$500**

**\$1,000**

**Other**

 **15%**  
In Donations

# Standard Gift Array (low to high)

# Reverse Gift Array (high to low)



## This Website Helps Laura Stay Connected to Family and Friends

Kelly, you make this website possible

When you give to CaringBridge, you ensure that Laura's private, protected place to share health updates and connect with a community of support will always be here.

Make a secure donation, using the form below.

### 1. Choose Your Donation Amount

\$50

\$100

\$250

\$100.00

(minimum \$10.00)



## This Website Helps Laura Stay Connected to Family and Friends

Kelly, you make this website possible

When you give to CaringBridge, you ensure that Laura's private, protected place to share health updates and connect with a community of support will always be here.

Make a secure donation, using the form below.

### 1. Choose Your Donation Amount

\$250

\$100

\$50

\$100.00

(minimum \$10.00)

### 2. Write a Message of Support



# 16%

In Donor Conversion

## 6 Gift Array Options

**Control – One-Time**

**1. CHOOSE YOUR GIFT TYPE**

MONTHLY

ONE-TIME

**2. CHOOSE YOUR GIFT AMOUNT**

\$50	\$100
\$150	\$300
\$500	\$1,000
OTHER	

## 4 Gift Array Options

**Variant – One-Time**

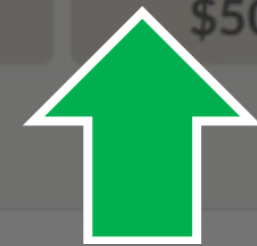
**1. CHOOSE YOUR GIFT TYPE**

MONTHLY

ONE-TIME

**2. CHOOSE YOUR GIFT AMOUNT**

\$50	\$100
\$250	\$500
OTHER	



**16%**  
In Donations

# Six-Button Array

CARING BRIDGE.org

## What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge means something special to you, that's why you use it. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones. Can you support CaringBridge today? Your support really makes a difference!

### 1. Choose Your Donation Amount

(minimum \$10.00)

\* Payment Plan

One-time payment for the full amount

Monthly (12 per year) ongoing payments.

### 2. Enter Your Information

\* First Name

\* Last Name

# Open Field

CARING BRIDGE.org

## What Does CaringBridge Mean To You?

Love. Hope. Connection. CaringBridge means something special to you, that's why you use it. And you mean something special to us. Each donation means that we can continue to power CaringBridge to connect you with your loved ones. Can you support CaringBridge today? Your support really makes a difference!

### 1. Choose Your Donation Amount

(minimum \$10.00)

\* Payment Plan

One-time payment for the full amount

Monthly (12 per year) ongoing payments.

### 2. Enter Your Information

\* First Name

\* Last Name

\* Country

\* Street Address

Street Address 2

 **126%**  
In Donor Conversion

## Form Field Tactic #1

Use a **single-step form** unless you've tested otherwise.

The entire form is visible from the start.

Donate Once Donate Monthly

Choose the Amount You Would Like to Give

\$50 \$100 \$200

\$250 \$500 \$ Other

Please Provide Your Secure Billing Information

CREDIT eCheck

First Name \* Last Name \*

Email \* Phone Number

Country  
United States

Address 1 \*

Address 2

City \* State \* Postal Code \*

Card Number \* Expiration \* CVV \*

Enter Card Number MM/YY CVV

Your payment information is secure.

Give \$100 Once

Your gift is going to impact [this specific change] that we already talked about. Your payment information will remain secure and private.

# Control

Choose Amount

One-time Monthly

\$10 \$25 \$50 \$100

Other

Already have an account? [Sign in](#)

Email \*  
travis@textpeach.com

First name \*  
Travis

Last name \*  
Koch

Address \*

Card Bank

Card Number \*

Donate

Your information is secure.

By accessing this form you agree to the [Terms of Service and Privacy Policy](#).

# Multi-step

Step 1

Welcome back, Travis  
No need to fill out your contact info again. Simply add your payment info to donate. [\(Not Travis?\)](#)

Choose Amount

One-time Monthly

\$10

Step 2

Checkout

Already have an account? [Sign in](#)

Email \*  
travis@textpeach.com

First name \*  
Travis

Address \*  
503 Sanson Parkway

City \*  
Palo

Country \*  
United States

\$10 - One-time

Back

Step 3

Welcome back, Travis  
No need to fill out your contact info again. Simply add your payment info to donate. [\(Not Travis?\)](#)

Card Bank

Card Number \*

Card number is required

\$10 - One-time

Back

Donate \$10 - one-time

Your information is secure.

By accessing this form you agree to the [Terms of Service and Privacy Policy](#).



52%  
In Donations



## Form Field Tactic #2

Limit **decision friction** and only ask for what's **truly necessary**.

The only fields are the essentials for the transaction.

### Please Provide Your Secure Billing Information

CREDIT

eCheck

First Name \*

Last Name \*

Email \*

Phone Number

Country

United States

Address 1 \*

Address 2

City \*

State \*

Postal Code \*

Card Number \*



Expiration \*

CVV \*

Enter Card Number

MM/YY

CW

Your payment information is secure.

Give \$100 Once

# Control



GROW YOUR FAITH TV & RADIO WHAT WE DO NEWS ABOUT **GIVE**



**GIVE**  
Thank you! We appreciate your prayers and partnership as we proclaim the Gospel worldwide. Every gift counts!

GIVE ONLINE GIVE BY MAIL OR PHONE LEGACY PLANNING OTHER WAYS TO GIVE

Home > Give > Give Online

## QUICK GIVING OPTION

Urgently share the Gospel with a world in need of Hope. Your gift will be used where most needed in the work of the Billy Graham Evangelistic Association.

One-time Gift  
 Monthly Gift

## OR GIVE TO SPECIFIC AREAS



### Where Most Needed

Your gift helps equip the Billy Graham Evangelistic Association with the resources to fulfill our mission of reaching the world with the Good News of Jesus Christ. [More Info](#)

\$



### Rapid Response Team

Founded in the aftermath of 9/11, the Billy Graham Rapid Response Team provides emotional and spiritual care to individuals and communities living through crises such as hurricanes, wildfires, mass shootings and acts of terrorism. [More Info](#)

\$



### Decision America Tour

Franklin Graham will take his Gospel-centered tour across eight cities in North Carolina this October. [More Info](#)

\$



### Crusades & Festivals

Many people today look for truth outside of the church. That's why we're filling venues like stadiums, arenas, and even fields around the world with Good News. [More Info](#)

\$



### The Billy Graham Library Endowment

Through your gift to the Billy Graham Library Legacy endowment, you can help

# Top 5 Designation List



GROW YOUR FAITH TV & RADIO WHAT WE DO NEWS ABOUT **GIVE**



**GIVE**  
Thank you! We appreciate your prayers and partnership as we proclaim the Gospel worldwide. Every gift counts!

GIVE ONLINE GIVE BY MAIL OR PHONE LEGACY PLANNING OTHER WAYS TO GIVE

Home > Give > Give Online

## QUICK GIVING OPTION

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One-time Gift  
 Monthly Gift

## OR GIVE TO SPECIFIC AREAS



### Crusades & Festivals

Many people today look for truth outside of the church. That's why we're filling venues like stadiums, arenas, and even fields around the world with Good News. [More Info](#)

\$



### Internet Evangelism

BGEA's "Search For Jesus" Internet evangelism project directs searching people to real hope, through compelling online Gospel presentations. [More Info](#)

\$



### Decision America Tour

Franklin Graham will take his Gospel-centered tour across eight cities in North Carolina this October. [More Info](#)

\$



### Billy Graham Library

The Library is a living ministry in Charlotte, North Carolina, that's free and open to the public. Lives are transformed daily as visitors encounter the love of Christ through the story of Billy Graham's life. [More Info](#)

\$



### Rapid Response Team

Founded in the aftermath of 9/11, the Billy Graham Rapid Response Team provides emotional and spiritual care to individuals and communities living through crises such as hurricanes, wildfires, mass shootings and acts of terrorism. [More Info](#)

\$



### Billy Graham Library

The Library is a living ministry in Charlotte, North Carolina, that's free and open to the public. Lives are transformed daily as visitors encounter the love of Christ through the story of Billy Graham's life. [More Info](#)

\$ 0.00



### Military Outreach

Share God's love with brave men and women in uniform and show them we appreciate their service to the country. [More Info](#)

\$ 0.00



### Billy Graham Training Center at The Cove

Tucked away in the majestic Blue Ridge Mountains of western North Carolina, the Billy Graham Training Center at The Cove equips people using God's Word to win others to Christ. [More Info](#)

\$ 0.00



### Cove Military Resource Assistance

You can help active-duty military personnel and their spouses attend a Cove Bible teaching seminar, Military Marriage Retreat or Personal Spiritual Retreat. [More Info](#)

\$ 0.00



### TV and Radio Broadcasts

Advance the Gospel both stateside and internationally through programs such as Decision Minute and our monthly television specials. [More Info](#)

\$ 0.00



### The Cove Resource Assistance Fund

Your donation will make it possible for individuals showing a financial need to attend life-changing seminars at The Cove. [More Info](#)

\$ 0.00



### Pastor Renewal Project At The Cove

[More Info](#)

\$ 0.00

By providing your personal details, you accept that we will use your personal details to communicate with you about ministry updates and opportunities from Billy Graham Evangelistic Association. [View our full Privacy Policy.](#)

This form is for U.S. residents only. Canadian residents may give through the [BGEA of Canada](#) web site.

All gifts designated for a specific project will be applied to the project with up to 10% used for administrative and fund-raising expenses. This is a secure form using industry standard SSL encryption technology.

[Solicitation Disclosure Statement](#) [Privacy Policy](#)



### Financial Accountability

## OR GIVE TO SPECIFIC AREAS



### Crusades & Festivals

Many people today look for truth outside of the church. That's why we're filling venues like stadiums, arenas, and even fields around the world with Good News. [More Info](#)

\$ 0.00



### Internet Evangelism

BGEA's "Search For Jesus" Internet evangelism project directs searching people to real hope, through compelling online Gospel presentations. [More Info](#)

\$ 0.00



### Decision America Tour

Franklin Graham will take his Gospel-centered tour across eight cities in North Carolina this October. [More Info](#)

\$ 0.00



### Billy Graham Library

The Library is a living ministry in Charlotte, North Carolina, that's free and open to the public. Lives are transformed daily as visitors encounter the love of Christ through the story of Billy Graham's life. [More Info](#)

\$ 0.00



### Rapid Response Team

Founded in the aftermath of 9/11, the Billy Graham Rapid Response Team provides emotional and spiritual care to individuals and communities living through crises such as hurricanes, wildfires, mass shootings and acts of terrorism. [More Info](#)

\$ 0.00

[SEE MORE »](#)

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[Solicitation Disclosure Statement](#) [Privacy Policy](#)



### Financial Accountability

2018 BGEA Operating Support and



2018 BGEA Operating Expenses



# 11% In Donations

# Control

**YOUR DONATION**

\$50  \$100  \$200  \$500

Add 3% to my donation to cover credit card fees.

Make this a recurring gift! I want to save lives every month as a Caring Partner.

Dedicate my donation in honor or in memory of someone.

**PAYMENT DETAILS**

Card Number \*

Expiration \*

Security Code

**YOUR INFORMATION**

Name \*

I am giving on behalf of an organization

Email \*

Phone

Country \*

I have a military address

Address \*

City \*

# Removed Steps

**YOUR DONATION**

\$50  \$100  \$200  \$500

Make this a recurring gift! I want to save lives every month as a Caring Partner.

**PAYMENT DETAILS**

Card Number \*

Expiration \*

Security Code

**YOUR INFORMATION**

Name \*

I am giving on behalf of an organization

Email \*

Phone

Country \*

I have a military address

Address \*

City \*

 **107%**  
In Donations

Grouping related fields.

### Form Field Tactic #3

Organize fields to **build momentum** and reduce the **perception of work**.

Payment info comes after the contact info.

First Name \*      Last Name \*

Email \*      Phone Number

Country  
United States

Address 1 \*

Address 2

City \*      State \*      Postal Code \*

Card Number \*      Expiration \*      CVV \*

Enter Card Number      MM/YY      CW

Your payment information is secure.

Give \$100 Once

Your gift is going to impact [this specific change] that we already talked about. Your payment information will remain secure and private.

# Experiment From This

## Your Information

\* First Name

\* Last Name

\* Country  
United States

\* Street Address

Street Address 2

\* City

\* State  
-Choose-

\* Zip Code

\* Email Address

Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

Help me determine if my employer will match my gift.

## Payment Details

\* Credit Card Number

\* Verification Code

# To This

## Your Information

\* First Name  \* Last Name

\* Country  
United States

\* Street Address

Street Address 2

\* City  \* State -Choose- \* Zip Code

\* Email Address  Preferred Phone

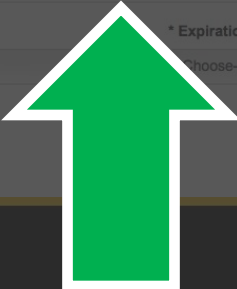
Yes! Keep me posted on the latest CaringBridge news and happenings

## Payment Details

\* Credit Card Number  \* Verification Code

\* Expiration Month -Choose- \* Expiration Year -Choose-

Donate \$70



39.4%

In Donations



# Credit Card in Middle

STEP 3: SECURELY ENTER YOUR PAYMENT DETAILS SECURE DONATION

Card Number \*

Expiration \*  /  Security Code

STEP 4: ENTER YOUR INFORMATION

Name \*  First Name  Last Name

I am giving on behalf of an organization

Email \*

Phone

Country \*  United States

I have a military address

Address \*

City \*

State \*  State / Territory Zip Code \*

Give Now  
AMOUNT: \$50



Care Net is a public charity, exempt from federal income tax as an organization, described in Section 501(c)(3) of the Internal Revenue Code. All contributions to the organization are tax-deductible to the fullest extent of the law.

# Credit Card Last

STEP 3: ENTER YOUR INFORMATION

Name \*  First Name  Last Name

I am giving on behalf of an organization

Email \*

Phone

Country \*  United States

I have a military address

Address \*

City \*

State \*  State / Territory Zip Code \*

STEP 4: SECURELY ENTER YOUR PAYMENT DETAILS SECURE DONATION

Card Number \*

Expiration \*  /  Security Code

Give Now  
AMOUNT: \$50



Care Net is a public charity, exempt from federal income tax as an organization, described in Section 501(c)(3) of the Internal Revenue Code. All contributions to the organization are tax-deductible to the fullest extent of the law.



36%  
In Donations





## Form Field Tactic #4

Address potential anxiety immediately in your form design & copy.


Address 1 \*

Address 2

City \* State \* Postal Code \*


Card Number \*     Expiration \* CVV \*

Enter Card Number MM/YY CW

 Your payment information is secure.

[Give \\$100 Once](#)

Your gift is going to impact [this specific change] that we already talked about. Your payment information will remain secure and private.

 Privacy - Terms

# Without Perceived Security

## PAYMENT METHOD

Debit/Credit Card  PayPal

## CREDIT CARD INFORMATION

**Credit Card Type\***  **Card Number\***

**CVV Code\*** [What is this?](#) **Credit Card Expiration\***

Month  Year

## BILLING INFORMATION

**First Name\***  **Last Name\***

**Street Address\***  **Street Address Line 2**

**City\***  **State\***  **ZIP Code\***

# With Perceived Security

## PAYMENT METHOD

Debit/Credit Card  PayPal

## CREDIT CARD INFORMATION

**Credit Card Type\***  **Card Number\***

**CVV Code\*** [What is this?](#) **Credit Card Expiration\***

Month  Year

## BILLING INFORMATION

**First Name\***  **Last Name\***

**Street Address\***  **Street Address Line 2**

**City\***  **State\***  **ZIP Code\***

**Email Address\***



**20%**  
In Donations

# No security or privacy statement

# Increased perceived security and privacy

### Desktop Control

Form fields include: ZIP / POSTAL CODE, COUNTRY (United States), MOBILE PHONE NUMBER (OPTIONAL), 4. Enter Your Payment Information (with VISA, Mastercard, AMEX, Discover, and PayPal logos), CREDIT CARD NUMBER, CVV, EXPIRATION DATE (Month/Year), a checkbox for covering transaction fees, a field for employer name, and a DONATE MONTHLY button.

### Mobile Control

Form fields include: CREDIT CARD NUMBER, EXPIRATION DATE, and CVV. A large yellow-bordered overlay with a red 'DONATE MONTHLY' button and a lock icon contains the text: 'We take data and privacy seriously. Your payment information is secure and will be used only to process your gift.' Below the overlay, it says: 'Once you donate, an account with a temporary password will be created for you in our Supporter Center. Simply log in to'.

Once you donate, an account with a temporary password will be created for you in our Supporter Center. Simply log in to

### Desktop Treatment

Form fields include: CREDIT CARD NUMBER, EXPIRATION DATE, and CVV. A large yellow-bordered overlay with a red 'DONATE MONTHLY' button and a lock icon contains the text: 'We take data and privacy seriously. Your payment information is secure and will be used only to process your gift.' Below the overlay, it says: 'Once you donate, an account with a temporary password will be created for you in our Supporter Center. Simply log in to'.

### Mobile Treatment

Form fields include: CREDIT CARD NUMBER, EXPIRATION DATE, and CVV. A large yellow-bordered overlay with a red 'DONATE MONTHLY' button and a lock icon contains the text: 'We take data and privacy seriously. Your payment information is secure and will be used only to process your gift.' Below the overlay, it says: 'Once you donate, an account with a temporary password will be created for you in our Supporter Center. Simply log in to'.



# 11%

In Donations

## Donate to [INSERT IMPACT]

In this first short paragraph, you should describe the problem that your organization exists to solve. **If there's no problem to solve, there's no reason to give.** You may need to add a data point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**



The screenshot shows a donation form with two tabs: "Donate Once" (selected) and "Donate Monthly". Below the tabs is a section titled "Choose the Amount You Would Like to Give" with three input fields.

1. Page Layout

2. Form Fields

3. Value Proposition

4. Add-Ons

What are the 4 elements of an effective value proposition?



# What are the 4 elements of an effective value proposition?

Appeal

Clarity

Exclusivity

Credibility

## Proven Copy Tactic

Don't forget to give a clear call-to-action at the end of your copy.

point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

**Donate Once** **Donate Monthly**

**Choose the Amount You Would Like to Give**

**Please Provide Your Secure Billing Information**

First Name \*  Last Name \*

Email \*  Phone Number

Country

Address 1 \*

# Experiment

## From This

organization, effectively communicated rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years



## To This

organization, effectively communicated rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the Daily Signal
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.



49.4%

In Donations

## Proven Copy Tactic

Format your page and copy to make it scannable and easy to read.

point or two to clarify the scope of the need/problem/issue.

This second paragraph should **talk about the broader solution** that your organization has to solve the problem. Don't talk about specific initiatives yet, but be clear about your vision for a solution.

Use a few bullet points next to give **examples of specific initiatives/programs** that gift may contribute to:

- Here's one example of an initiative
- Here's another major program you can help support
- Here's another example of how your gift may be used

This last short paragraph should summarize what that a donation is going to make the impact listed above to help solve the core problem.

**Make your donation to [ORGANIZATION] today.**

The screenshot shows a donation form with two tabs: "Donate Once" (selected) and "Donate Monthly". Below the tabs is a section titled "Choose the Amount You Would Like to Give" with six buttons: "\$50", "\$100" (selected), "\$200", "\$250", "\$500", and "\$ Other". Below this is a section titled "Please Provide Your Secure Billing Information" with two radio buttons: "CREDIT" (selected) and "eCheck". There are five input fields: "First Name \*", "Last Name \*", "Email \*", "Phone Number", and "Country" (a dropdown menu with "United States" selected). At the bottom is an "Address 1 \*" input field.

# Control

## Support Reasons to Believe

Millions of people all around the world have turned away from their Christian faith. Why? Because scientific facts often cause conflict with supernatural faith. Many may even live an entire life without knowing the truth about our God.

**Your generous donation today will reach someone who is struggling with their faith, seeking the truth, or is looking to grow in their own faith.**

You will produce more resources, guides, courses, books, videos and teaching materials to help these seekers discover and grow in their faith.

Reasons to Believe is one of the few organizations on the planet that is committed to spreading the Christian gospel by demonstrating that sound reason and scientific research consistently support the truth of the Bible and the existence of our transcendent God, who is revealed in both Scripture and nature.

Not only will your gift go to producing these resources today, but you will join other generous donors who are committed to ensuring that conversions of hearts and minds can happen when our online resources are provided at no-cost to people who need it most. This will provide a life-changing impact for someone who is seeking help today.

Fulfill the call to all Christians that Peter shares in 1 Peter 3:15-16: "Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect, keeping a clear conscience" with your gift today.

**Please use the form below to make your secure, tax-deductible gift today. Thank you.**



In appreciation for your gift this month, we would like to send you Audiobook: *Humans 2.0*

No, thank you. I want to maximize my gift.

Gift Amount

\$500  \$300  \$150  \$50

To donate to RTB Canada, please call our Ministry Care team at (855) 732-7667 to give your gift over the phone. Thank you!

Gift Frequency

ONE TIME  MONTHLY

Can you take a moment to share why you donated today?

BILLING INFORMATION Already Have An Account?

Title \*

First Name \*  Last Name \*

Address Line 1 \*

Address Line 2

# Treatment - Radical redesign

## Support Reasons to Believe

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Fulfill the call to all Christians that Peter shares in 1 Peter 3:15-16: "Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect, keeping a clear conscience" with your gift today.

**Please use the form below to make your secure, tax-deductible gift today. Thank you.**

In appreciation for your gift this month, we would like to send you Audiobook: *Humans 2.0*



No, thank you. I want to maximize my gift.

GIFT AMOUNT

\$500  \$300  \$150  \$50

GIFT FREQUENCY

ONE TIME  MONTHLY

Can you take a moment to share why you donated today?

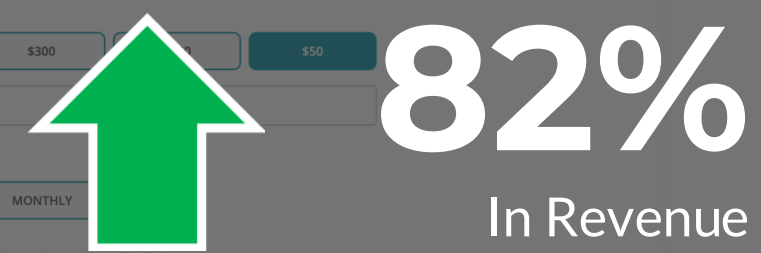
BILLING INFORMATION Already Have An Account?

Title \*

First Name \*  Last Name \*

Address Line 1 \*

Address Line 2



# Bulleted List

## Providing safety, education, and God's love through a pair of shoes

New shoes put children on the path to hope and a future. For children, shoes mean:

- **Health:** Protecting against disease and infection
- **Education:** Lowering barriers to school attendance
- **Hope:** Demonstrating worth and God's love
- **Opportunity:** Connecting families to holistic ministry

By August 31, we need raise enough money to provide shoes for 8,178 orphans and vulnerable children. We want to be sure these children have the necessities they need to be ready for the coming school year.

However, we cannot meet this goal without support. We cannot provide these children the shoes they need without *your* help.

At \$25 per pair, you have the opportunity to make the lives of several children better today. You'll provide them with good health, education, and the knowledge that they are truly loved.

# Graphic

## Providing safety, education, and God's love through a pair of shoes

New shoes put children on the path to hope and a future. For children, shoes mean:



By August 31, we need raise enough money to provide shoes for 8,178 orphans and vulnerable children. We want to be sure these children have the necessities they need to be ready for the coming school year.

However, we cannot meet this goal without support. We cannot provide these children the shoes they need without *your* help.



# 236%

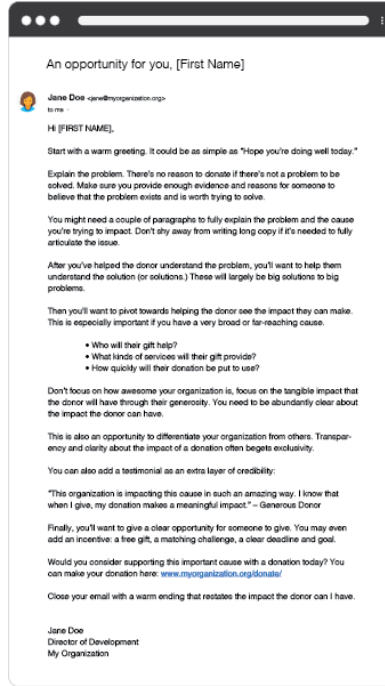
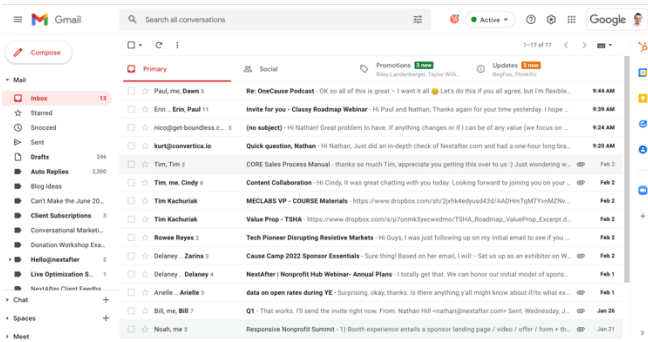
## In Donor Conversion

# Campaign Page Optimizations



Key Strategy #1

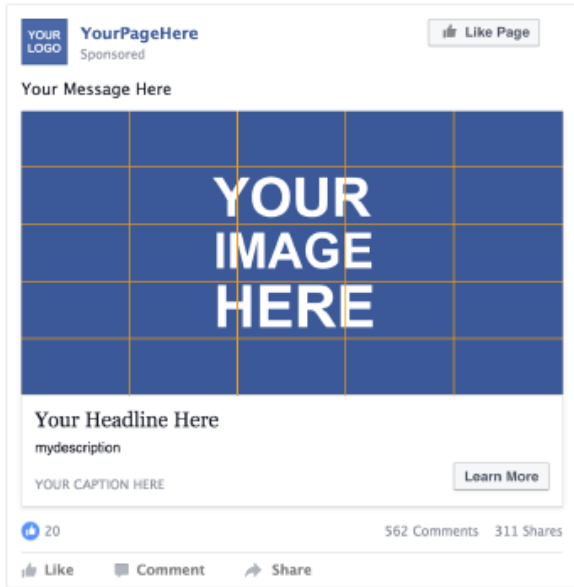
# Creating Continuity



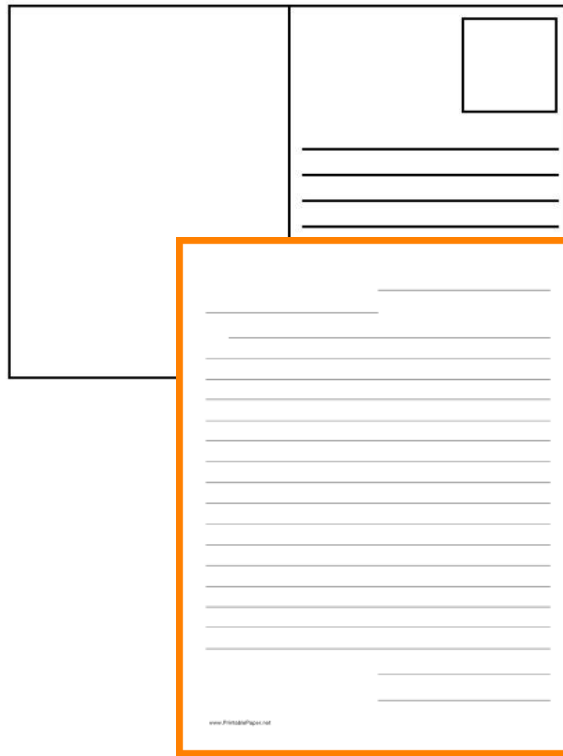
MOTIVATION ANALYSIS

↓

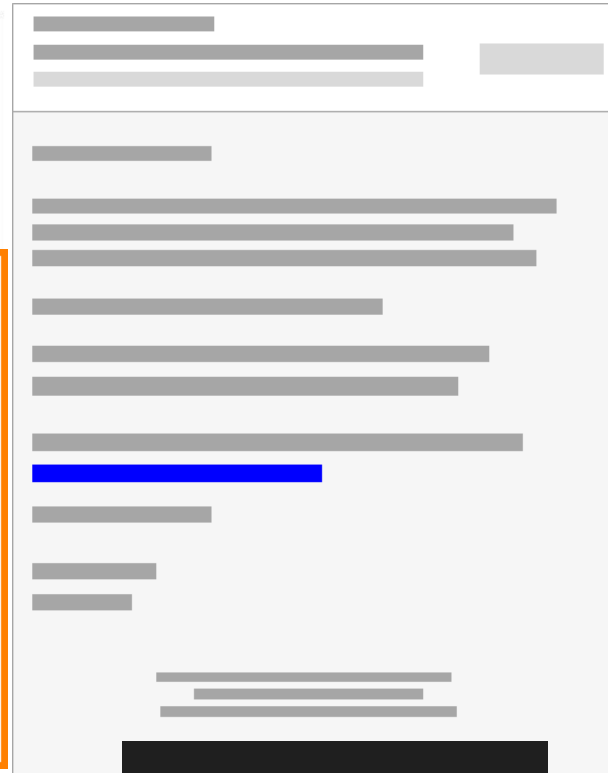
**STRONG** **KNOWN**



An Ad



Post Card  
or Letter



An Email

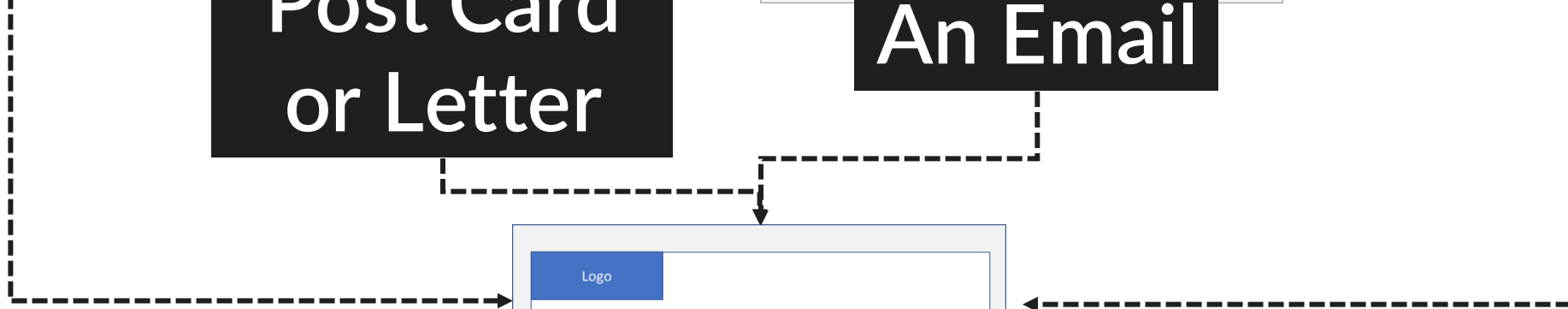




An Ad

Post Card  
or Letter

An Email



Logo

**[General donation request with broad reasoning headline]**  
**When you donate to [organization name]**

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:


- Bullets are ok on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate

**As a thank you for your donation...**

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission

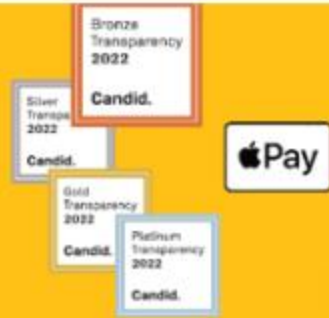
**Yes! I want to [support word] [benefit others experience from organization]**



When the page doesn't match the source,  
people experience **whiplash**.



## Boost your fundraising



Hi Nathan,

Make it easy to donate, enable Apple Pay for donations. A 2023 Candid Bronze Seal of Transparency is the first step to get you activated.

### Earn Bronze Seal

Give your donors the convenience and security of Apple Pay donations. Make it easier than ever to receive in-the-moment donations. Earn your Bronze Seal to be eligible, and ask your donation page to feature the 'Donate with Apple Pay' button to your donation page.

Check out [Apple Pay FAQs](#) for more information. Must be a 501(c)(3) to be eligible.



Welcome back.  
Log in to look up  
a nonprofit.

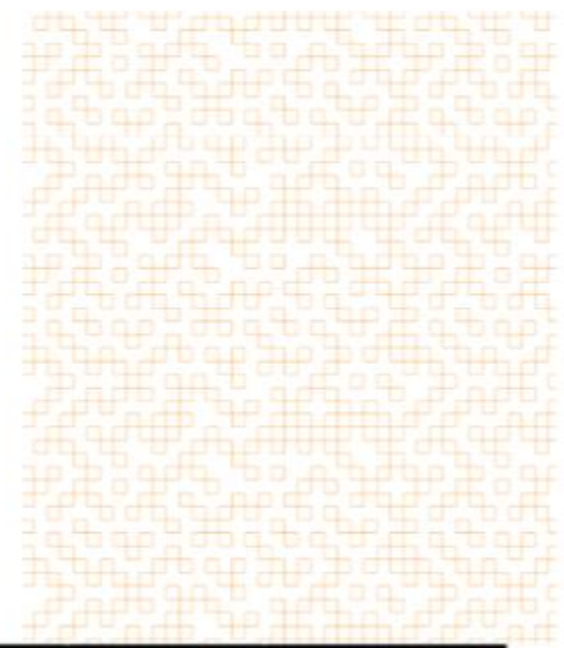
Email

Password  [Forgot](#)

Keep me signed in

[Sign in](#)

[New to GoldForum? Sign up for free](#)



Key Strategy #2

# Increase Urgency

During Year-End & Other High Urgency Campaigns



# #GivingTuesday / Early December

36 HOURS  
OF DOUBLE ANIMALS



SEND DOUBLE GOATS



SEND DOUBLE COWS



SEND DOUBLE CHICKS



EVERY ANIMAL DOUBLED

GIVE DOUBLE THE HOPE  
with

DOUBLE GOATS!



YES, PLEASE. DOUBLE MY GOATS!

Mid December...



**EVERY. ANIMAL. TRIPLD.**

**BUT ONLY BEFORE MIDNIGHT**

# December 31...

Your gift goes 10x AS FAR



GIVE AGAIN

## Key Principle

*It's all about the goats.*



**Make sure your page clearly communicates the campaign.**

**Original Headline**

You can help secure a better future

**Treatment Headline**

Make your year-end gift to ORGANIZATION



**10.9%**

In Donations

Use a countdown clock during the last week to visually increase urgency.

FROM THIS

### Your Gift Matters

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation.

### Give to CaringBridge

#### Donation Amount

(minimum \$10)

\* Payment Plan

- One-time payment for the full amount
- Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Deborah

TO THIS

### Your Gift Matters

As we count down to the end of 2014, help us reach our \$1.2 million goal with a tribute donation in honor of Deborah.

3 days, 8 hrs, 52 mins, 7 secs  
remaining until the year-end donation deadline

### Give to CaringBridge


#### Donation Amount

(minimum \$10)

\* Payment Plan

- One-time payment for the full amount
- Monthly (12 per year) ongoing payments.

Your Tribute in Honor of Deborah

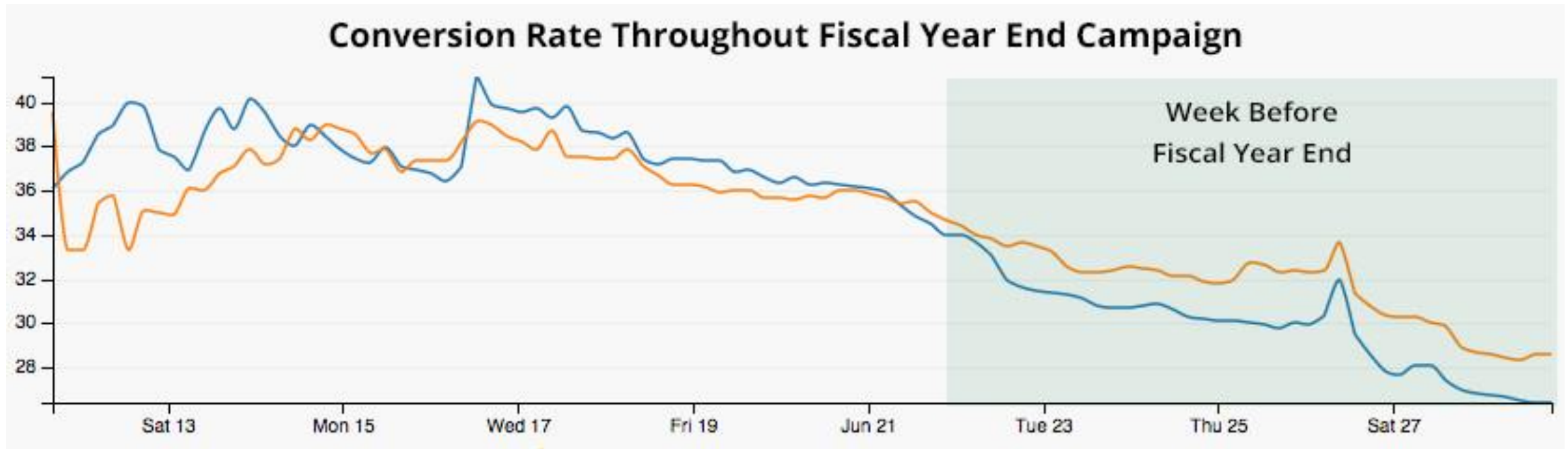
 **61.8%**  
In Donations



# But don't start them too early!

Countdown clock had no significant impact until the we got closer to the end of the campaign.

■ With Countdown Clock    ■ No Countdown Clock





# Use a progress bar to visually increase urgency.

FROM THIS

NO PROGRESS BAR

TO THIS



**20.5%**  
In Revenue/Visitor

# Use specificity in your copy.

## Sticky Bar - Control

Help the International Mission Board finish the year strong! Please make a generous gift by December 31 to help send more missionaries with the life-giving message of the gospel to unreached people all over the world in 2023.

[DONATE NOW >>](#)

IMB

## Sticky Bar - Lottie Moon

Help missionaries by giving a gift towards Lottie Moon today! Please make a generous gift by December 31 to help send more missionaries with the life-giving message of the gospel to unreached people all over the world in 2023.

[DONATE NOW >>](#)

IMB



**16%**  
In Donations

# Use a more tangible goal.

Thermometer



**Today's Goal**

88%

CaringBridge has received a \$100,000 challenge gift from the Richard M. Schulze Family Foundation—but only if we raise \$100,000 before midnight. Would you help?

[Donate now »](#)

Power Hour



It's CaringBridge Power Hour! Your donations keep CaringBridge going strong, and we only need two more donations this hour to reach our goal.

**2**  
Donations left to reach the goal!

Will you make your donation now?

[Donate now »](#)



**25%**  
In Donations

# Leverage incentives to increase urgency.

FROM THIS



You Can Help Create Godly Homes Through Biblical Guidance and Practical Resources

Your support today DOUBLES through a \$645,000 Matching Gift



Families need the help and hope found in Christ now more than ever. But they can't do this alone. God has called us to provide the biblical guidance and practical resources to empower them to pass that legacy on to the families around them.

To help with this, FamilyLife has received an amazing Matching Gift that will help reach twice as many families! But this limited-time opportunity ends May 31.

When you make a gift today, it will be matched dollar for dollar—up to \$645,000—to reach families with biblical truth. Your generous gift will go directly towards...

TO THIS

Reminder: A generous donor will match YOUR donation today, up to \$645,000.



You Can Help Create Godly Homes Through Biblical Guidance and Practical Resources

Your support today DOUBLES through a \$645,000 Matching Gift



\$589,746

44%  
In Donations



# Amplify the Gospel Online by Making a Gift Today!

HOW MUCH WOULD YOU LIKE TO GIVE?

\$

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

PHONE NUMBER

EMAIL

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

EXPIRATION DATE

ADDRESS

COUNTRY

CITY, STATE AND ZIP CODE

\$

MAKE THIS A MONTHLY GIFT

**TELL US ABOUT YOURSELF**

**NAME**

**PHONE NUMBER**

**EMAIL**

I AM REPRESENTING AN ORGANIZATION

**CARD NUMBER**

**EXPIRATION DATE**

**ADDRESS**

**COUNTRY**

**CITY, STATE AND ZIP CODE**

**GIVE NOW**



**CHECK**

The Gospel Coalition  
P.O. Box 170346  
Austin, Texas 78717

**ANNUAL REPORT**

2020 Annual Report



**QUESTIONS?**

Email Us >  
Call Us - 1-844-GIVE-TGC

Looking for Giving Records?

**SIGN IN**

## Share gospel centered resources with believers and churches around the globe with your gift before Dec. 31



Have you noticed how the digital world has become a dark place of toxic influences luring people in various unhealthy directions? You don't need to go far to find the type of angry debates and controversy that tears families, friends, neighbors, and churches apart.

As we look to 2022 and beyond, we believe the need to spread the light of the gospel and strengthen the church has never been more acute.

That's why we are committed to equipping churches and their disciples in a chaotic, unsteady age.

We will keep sharing the stories of God's goodness around the world through cultural apologetic that is centered on the hope of Jesus Christ.

We will continue to provide the resources you need to walk faithfully through what lies ahead and keep pointing you to the God who is sovereign over it all.

But we rely on support from believers like you, who care about shining a light in the digital darkness and helping people think wisely and biblically. And we need your help today.

Would you consider making a gift before our deadline of midnight on Dec. 31?

Your gift will help:

• Provide articles, podcasts, and videos that will encourage others to know the gospel

Removed the navigation.

Specifically mentioning the campaign & goal.

Added a countdown clock.

Added significant copy!





- Provide gospel-centered resources to our 12 million+ readers outside the US who access TGC through our Arabic, Chinese, Farsi, Korean, Spanish, and other regional based websites
- Help believers think carefully and Christianly about the complexities and challenges of a rapidly changing culture

And every dollar you give will reach 10 people around the globe with gospel-centered resources!

If you're willing to help us encourage believers, strengthen the church, and provide hope to the searching, please make your gift now using the secure form below:



HOW MUCH WOULD YOU LIKE TO GIVE?

\$

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

PHONE NUMBER

EMAIL

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER

EXPIRATION DATE

Tangible impact.


Clear call-to-action.

Progress bar, separated from the countdown clock.



# Main Donation Page

EXPLORE TGC U.S. EDITION EDITORIAL PODCASTS EVENTS ABOUT US DONATE TO TGC



HOW MUCH WOULD YOU LIKE TO GIVE?

\$50 \$100 \$200 \$500 Other

\$

MAKE THIS A MONTHLY GIFT

TELL US ABOUT YOURSELF

NAME

First  Last

PHONE NUMBER  EMAIL

I AM REPRESENTING AN ORGANIZATION

CARD NUMBER EXPIRATION DATE

Card Number  Month  Year  CVV

ADDRESS COUNTRY

Street Address  United States

CITY, STATE AND ZIP CODE

City  State  ZIP Code

GIVE NOW

GivingFuel  
Secure Online Giving Powered by GivingFuel

# Campaign Donation Page

EXPLORE TGC

## Share gospel-centered resources with believers and churches around the globe with your gift before Dec. 31

00 : 00 : 00 : 00  
DAYS HOURS MINUTES SECONDS

Have you noticed how the digital world has become a dark place full of toxic influences luring people in various unhealthy directions? You don't need to look hard to find the type of angry debates and controversy that tears families, friends, neighbors, and sadly, churches apart.

As we look to 2022 and beyond, we believe the need to spread the life-giving aroma of the gospel and strengthen the church has never been more urgent.

That's why we are committed to equipping churches as they grow wise, faithful Christian disciples in a chaotic, unsteady age.

We will keep sharing the stories of God's goodness around the globe and providing a cultural apologetic that is centered on the hope of Jesus Christ.

We will continue to provide the resources you need to walk faithfully through what lies ahead and keep pointing you to the God who is sovereign over it all.

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**Your gift will help:**

- Provide articles, podcasts, and videos that will encourage others to know the gospel and connect it to all areas of life
- Support believers in a culture growing increasingly hostile towards Christianity
- Provide gospel-centered resources to our 12 million+ readers outside the U.S. who access TGC through our Arabic, Chinese, Hindi, Korean, Spanish, and other regional language-based websites
- Help believers think carefully through the complexities and challenges of a rapidly changing culture



And every dollar you give will reach the globe with gospel-centered resources!

If you're willing to help us encourage churches to strengthen the church, and provide hope to the searching, please make your gift using the secure form below:

Goal: \$400,000

\$11,889

HOW MUCH WOULD YOU LIKE TO GIVE?



**CHECK**  
The Gospel Coalition  
P.O. Box 170346  
Austin, Texas 78717

**ANNUAL REPORT**  
2020 Annual Report

**QUESTIONS?**  
Email Us >  
Call Us - 1-844-GIVE-TGC



# Live Optimization

[caee.org/ColoradoGives](https://caee.org/ColoradoGives)

# Homework



Tr	Question	Yes / No	Category	Average Difficulty to Implement	Potential Impact	Tr
	Has your website navigation been removed from the donation page?	<input type="checkbox"/>	Layout / Design	Medium	Medium	Notes
	Have all other links been removed from the donation page?	<input type="checkbox"/>	Layout / Design	Low	Medium	Notes
	Does your donation page include at least 4 sentences of unique value proposition copy?	<input type="checkbox"/>	Copy & Messaging	Low	High	Notes
	Does your page communicate why someone should give using text (rather than a video)?	<input type="checkbox"/>	Copy & Messaging	Low	High	Notes
	Does the value proposition copy on your page come before the donation form?	<input type="checkbox"/>	Layout / Design	Low	High	Notes
	Does your copy end with a clear call-to-action?	<input type="checkbox"/>	Copy & Messaging	Low	Medium	Notes
	Is your copy formatted to be scannable and readable?	<input type="checkbox"/>	Layout / Design	Low	Low	Notes
	Does your form ask for the donation frequency before you ask for the gift amount?	<input type="checkbox"/>	Gift Array & Selection	Medium	Medium	Notes
	Is your gift array ordered from low to high?	<input type="checkbox"/>	Gift Array & Selection			
	Does your donation process require multiple steps and/or page loads to complete?	<input type="checkbox"/>	Donation Process			
	Is your donation form limited to only the essential fields needed to process the donation?	<input type="checkbox"/>	Donation Process			
	Does your donation form place related fields on the same line, rather than stacking every field vertically?	<input type="checkbox"/>	Donation Process			
	Does your form ask for payment information after the personal contact information?	<input type="checkbox"/>	Donation Process			
	Does your donation form remind donors of the security of the gift near the payment info?	<input type="checkbox"/>	Donation Process			
	Does your copy clearly align with the emails and ads that driving traffic to your donation page?	<input type="checkbox"/>	Copy & Messaging			
	Does your page use a countdown clock to remind donors of the giving deadline?	<input type="checkbox"/>	*Add			
	Do you communicate a clear giving goal on your page?	<input type="checkbox"/>	Copy & Messaging			

## Instructions

1. Copy the donation page checklist.
2. Review your CO Gives page using the checklist.
3. Submit your results using the Google Form.



## Level Up Homework | Month 5, Donation Page Optimization Checklist

Your homework this month is to review your Colorado Gives Day donation page using the [optimization checklist](#). After you've completed the checklist, submit the results using the form below.

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



\* Indicates required question

Email \*

Your email

Share the URL for your optimization checklist results.

Your answer

What's your most critical edit that you will make to your Colorado Gives Day Donation page?

Your answer

Submit

Never submit passwords through Google Forms.

This form was created inside of NextAfter. [Report Abuse](#)

Google Forms

## Instructions

1. Copy the donation page checklist.
2. Review your CO Gives page using the checklist.
3. Submit your results using the Google Form.





# Dive Deeper

# Form Fields

**1** Ask someone before their first, they all frequently ti frequency a introducing

But if you ask appropriate amount.

# Value Proposition & Messaging

## Page Layout & Design

- 1 Don
- 2 In this solve. point c
- 4 This solve t solution
- 5 Use a contrib
- 8
- 6 Make

**1** Remove the calls-to-act

When some goal is to ge calls-to-act goal and lee

Experiment: #1752

**2** Include cop should give

Many donat because sor are fully mo your page t

Experiment: #1752

**3** Do not use someone st

Videos are i story. On a c conversion r video is ofte other places

Experiment: #1758

**4** Order your copy first fo

Every digital conversator end are just wouldn't sta why their gi impact they

Experiment: #10222

**1** Include a head impact of a do

Too often, dona Today." This hea in the right pla they're already transaction.

Experiment: #202

**2** Use copy to co should give, no

When you writ don't simply di organization ru donor can mak Every other no claims.

Experiment: #202

Craft a headlin why someone t the impact the

Instead, write c value propositi to you, rather or even at all?"

# Add-Ons & Other Tactics

**1** Add 3rd party seals near your 'Donate' button to increase credibility (i.e. Guidestar/Candid, Charity Navigator, etc.)

Experiment: #2025

**2** Default your payme eCheck/ACH/Bank f

For many organizat recurring gift via the lifetime value. This is people change their frequently than they

Experiment: #2025

**3** Prompt one-time d to monthly as soon button.

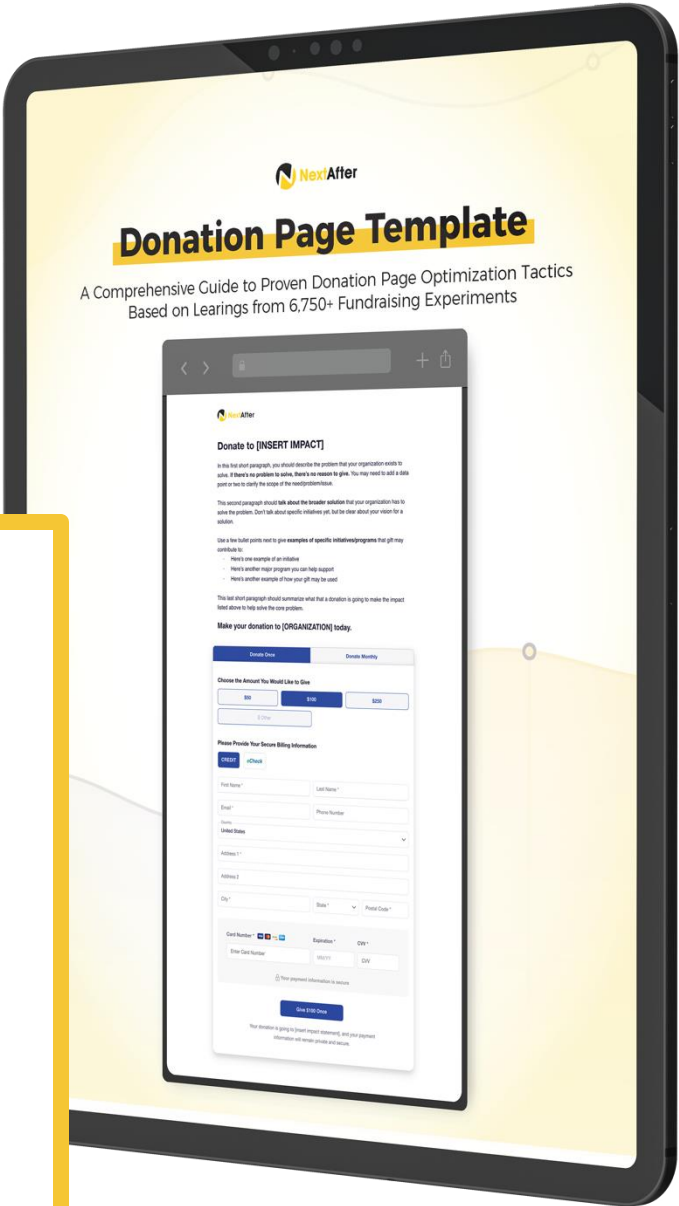
When a one-time do button, test triggerir to convert their gift

Experiment: #15219

**4** Test adding an "Imp level of giving.

Add a call-out point communicating the donation amount. For \$100 provides 2 wee animal."

Experiment: #175210





\$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



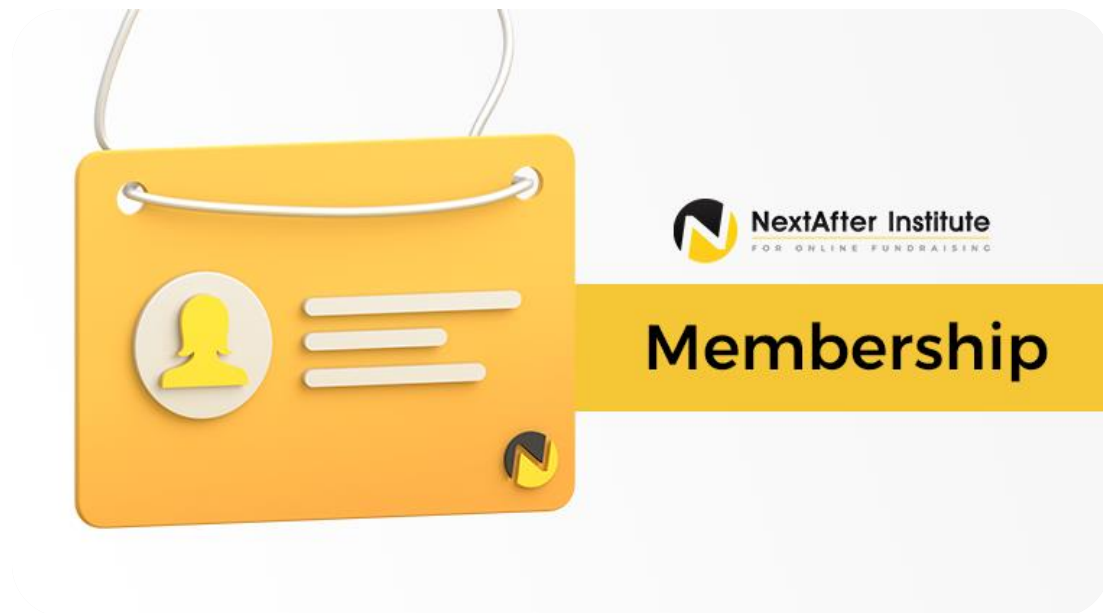
\$299.00

### 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

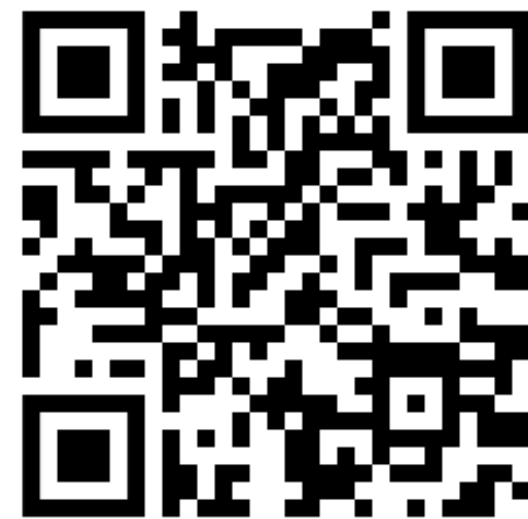
Both courses are included in your NextAfter Institute membership.



<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 3, 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 31, 2024.

ColoradoGives.org

### Level Up Your Digital Fundraising

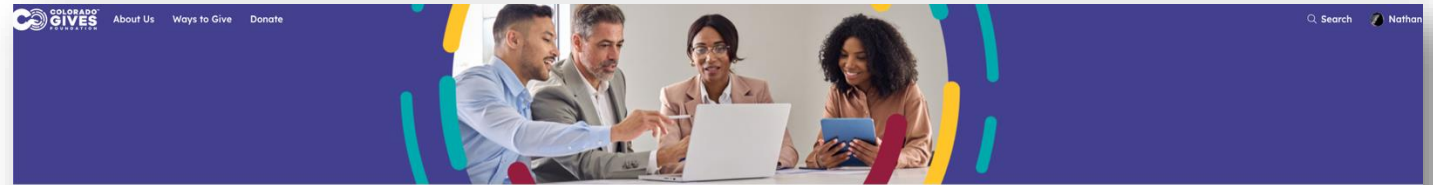
LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

Message #general





## 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 Cash: Optimizing Your Donation Page for Colorado Gives Day





Next Month's Topic

## Year-End Rally

*Maximizing Your Year-End Appeals*

# Image Experiments

# Praying Image

# Teaching Image

harvest:greg laurie

## Congratulations!

You are now enrolled in the *Tell Someone* online course. You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion.

## You Can Equip Others to Tell Someone About Jesus

We are encouraged that you are joining us in our mission to help people know God and make Him known through taking the *Tell Someone* online course.

Now, would you consider helping others take advantage of this free online course too by making a tax-deductible donation to Harvest Ministries?

Harvest is completely donor-funded. This free online course you are about to take relies on the generosity of people like you.

Your support helps to underwrite the costs of creating, filming, and promoting these courses to reach others with the message of the gospel.

Your gift to Harvest Ministries today will equip more people to effectively go and tell someone about Jesus.

You can make possible the opportunity for others to take the *Tell Someone* course; give a gift to Harvest today.

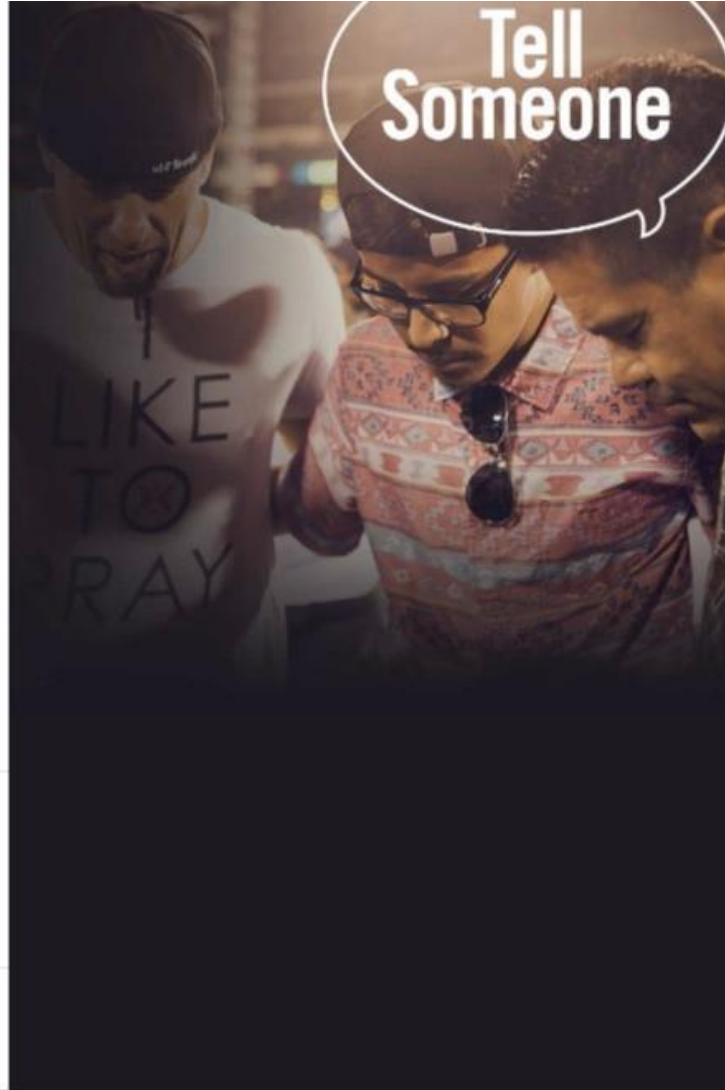
## Special offer

When you give a gift to Harvest Ministries, we will send you this *Tell Someone* companion book. This resource is a great complement to the course and will provide additional insight into each lesson and help deepen your understanding of the course material.



Equip others to tell someone about Jesus; make your gift.

\$25 \$35 \$50 \$100



harvest:greg laurie

## Congratulations!

You are now enrolled in the *Tell Someone* online course. You will receive an e-mail containing your course material for the first session in just a few minutes. Check your inbox shortly.

After this first session, you'll receive one session each week for five weeks, containing video teachings from Greg Laurie, assignments, questions for thought, and quizzes. After completion of the course, you'll receive a certificate of completion.

## You Can Equip Others to Tell Someone About Jesus

We are encouraged that you are joining us in our mission to help people know God and make Him known through taking the *Tell Someone* online course.

Now, would you consider helping others take advantage of this free online course too by making a tax-deductible donation to Harvest Ministries?

Harvest is completely donor-funded. This free online course you are about to take relies on the generosity of people like you.

Your support helps to underwrite the costs of creating, filming, and promoting these courses to reach others with the message of the gospel.

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### There Is Still Hope for Your Marriage

You may feel that there is no hope for your marriage and the hurt is too deep to restore the relationship and love that you once had. The truth is, your life and marriage can be better and stronger than it was before. In fact, thousands of marriages, situations as complex and painful as yours, have been transformed with the help of professionals who understand where you are right now and care deeply about you and your spouse's future. You can restore and rebuild your marriage through a personalized, faith-based, intimate program called, Hope Restored.

Get Started

## Site Ad – With Image



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Get



**10%**  
In Clickthroughs



# Control

## Your signature has been submitted! Before you go, would you consider taking an additional step to support Jaiden's case?

First, I'd like to thank you for signing your name in support of Jaiden Rodriguez. Your signature is an important first step to defend First Amendment rights in public schools. But this is only the beginning, and we need your help to progress further.

We are currently suing on behalf of Jaiden Rodriguez, to fight for his Constitutional rights — and yours!

**This is what we do at Mountain States — fight pro bono legal battles for the underdogs outgunned by their own government.** We tirelessly fight within the confines of the legal system, seeking not only justice for individual victims but aiming to set precedents that protect the rights of everyone.

**Since our attorneys work at no legal cost to our clients, we're only able to fight with the support of patriots like you. Your donation is integral to our success.** Each donation directly fuels our litigation efforts, ensuring each case is given the robust representation it deserves. Your financial support also helps us take on more precedent-setting cases that protect the greatest number of people, not just our immediate client.

**But we're not just focused on the here and now. The battles we fight today protect your Constitutional rights tomorrow.** Your donation is an investment in not only the preservation of freedom of speech in our schools but in the future of American liberty as a whole.

Since 1977, we have stayed true to our mission—defending the spirit of the American West that champions the freedom to express our thoughts and beliefs. Schools, the training ground of our future generation, must respect and uphold this right.

**Now, we need your help to continue this fight.**

Will you help support Jaiden's case (with a monthly gift if possible) and help fight to defend the Constitution?

You can join the fight by making a gift right now using the secure form below.

# Image

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**118%**  
In Transactions

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# Human Imagery

**CARING BRIDGE**

## Give to CaringBridge

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

**Donation Amount**

(minimum \$10.00)

**\* Payment Plan**

- One-time payment for the full amount
- Monthly (12 per year) ongoing payments.

**Your Tribute in Honor of Stephanie**

What would you like your tribute message to say?

Display this message on Stephanie's site.

**How would you like to sign your message?**

Make this an anonymous tribute donation.

**Thank you for your commitment to CaringBridge.**  
Your donation is safe, secure, private and tax deductible.

## Give to CaringBridge

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

**Donation Amount**

(minimum \$10.00)

**\* Payment Plan**

- One-time payment for the full amount
- Monthly (12 per year) ongoing payments.

**Your Tribute in Honor of Kelly**

What would you like your tribute message to say (optional)?



# 53%

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