



Level Up | Strategic Countdown

Level Up Training Session | October 23, 2024



ICE BREAKER

What was your best-ever Halloween costume?

Chat it!

Housekeeping

Upcoming Sessions



What to expect from today's session

1

Know how to **prioritize your communications** for the duration of the year-end season.

2

Able to implement **3 key types** of effective year-end emails based on tested strategies & tactics.

3

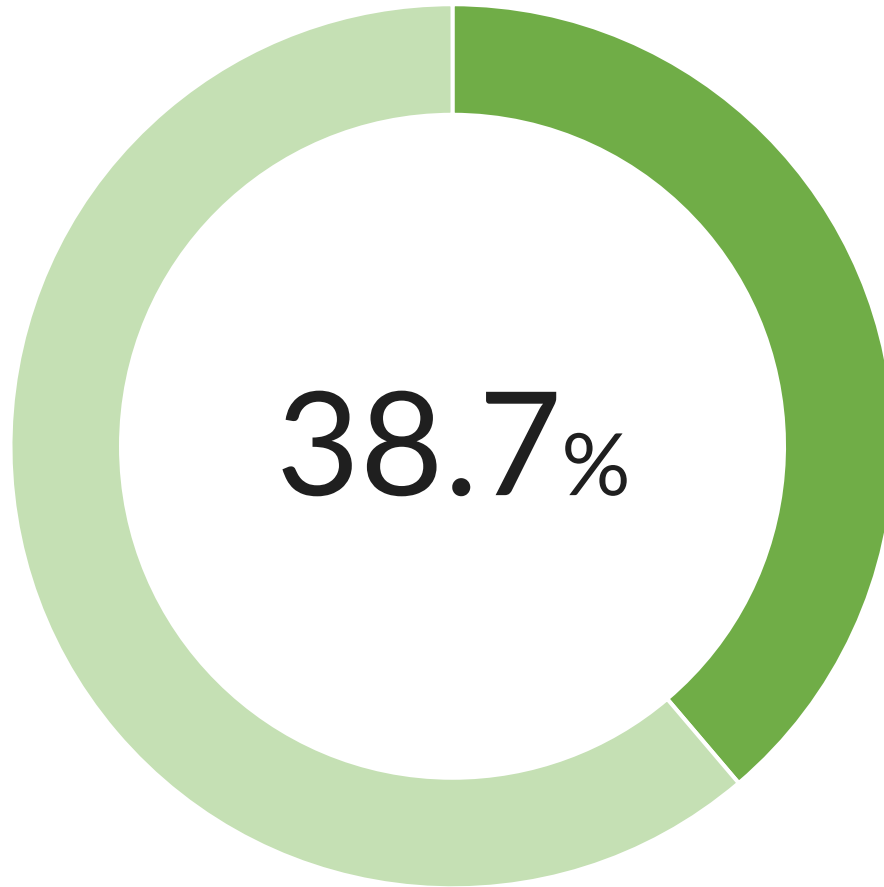
Equipped to **draft a donation page** that can be optimized for CO Gives Day and the year-end season.

Action Item

Start using the year-end email planner and **draft your CO Gives Day donation page.**

Benchmarking Year-End

% of Revenue from Donations

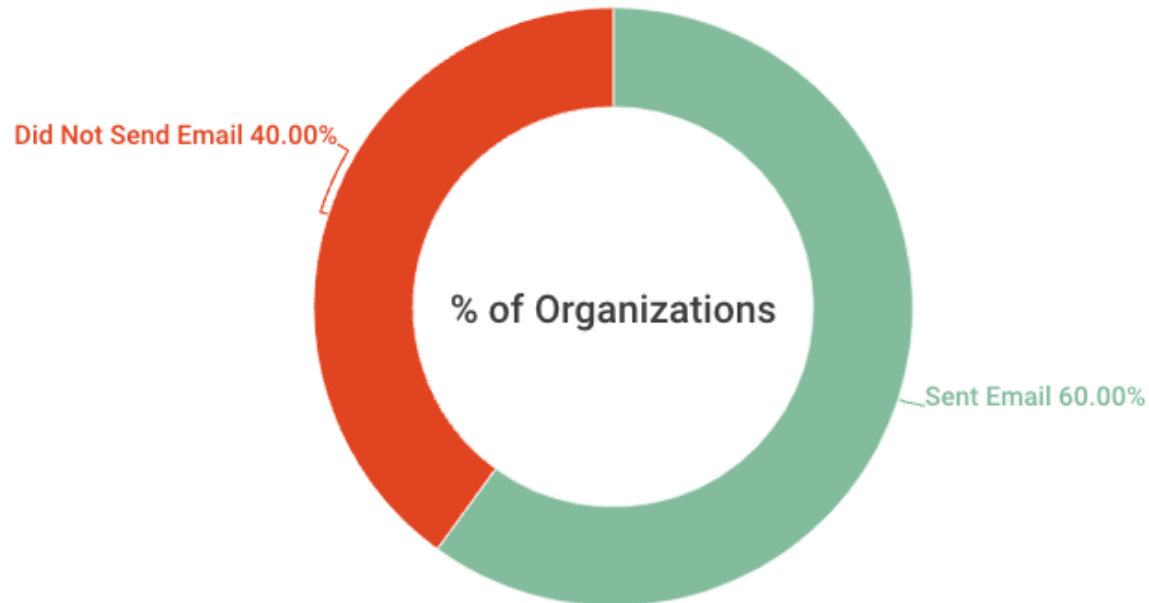


■ Year-End ■ The Rest of 2023

38.7% of online donations came in during the last 45 days of 2023.

Year-End Benchmarks

Organizations that sent emails



40% of organizations sent zero emails to their new donors during year-end 2023.

And 29% sent nothing at all, including direct mail.



Year-End Benchmarks

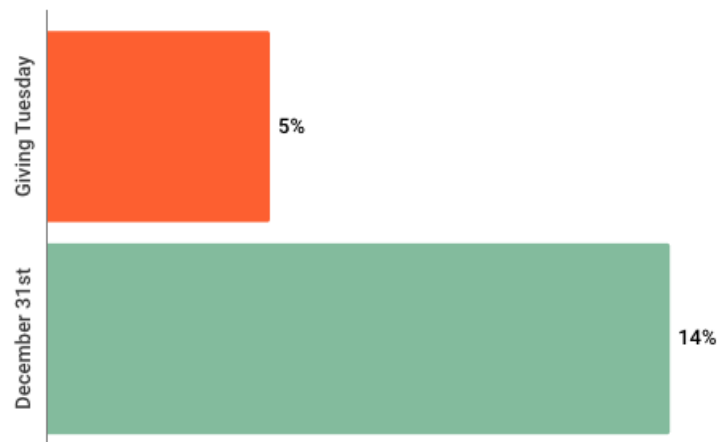
Online year end revenue percentage





Year-End Benchmarks

Online year end revenue percentage

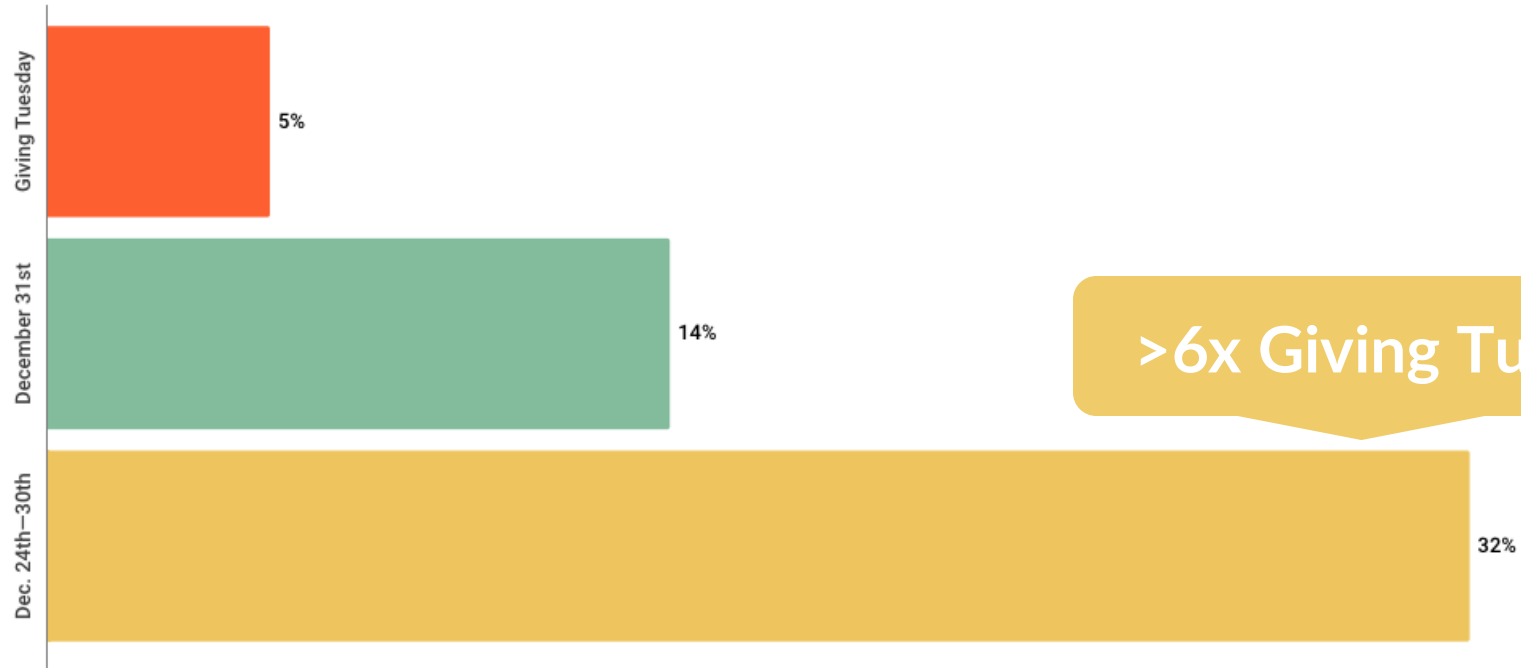


3x Giving Tuesday's revenue!



Year-End Benchmarks

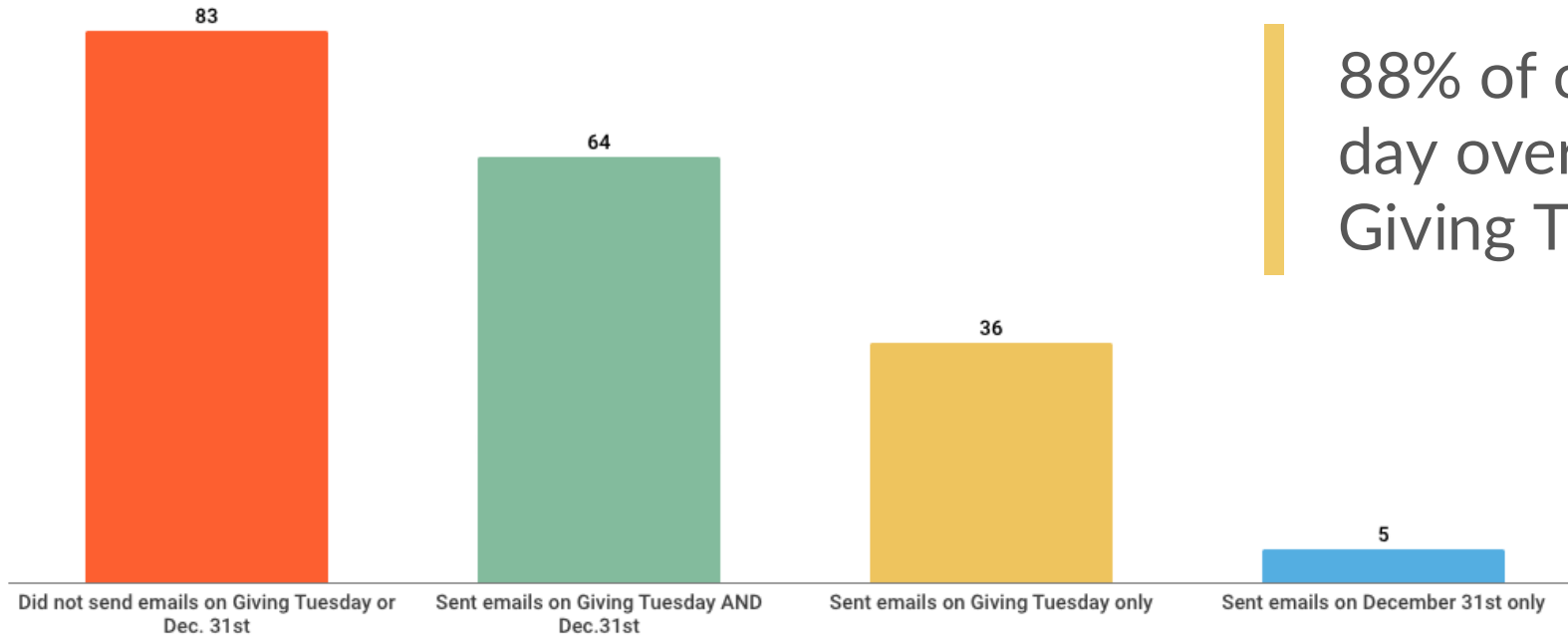
Online year end revenue percentage



>6x Giving Tuesday's revenue!

Year-End Benchmarks

Organizations sending emails during high urgency days



88% of orgs who chose one day over the other prioritized Giving Tuesday.

Building Your Year-End Email Strategy

Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

Year-End Overview Email

- **Acknowledge** their name, your relationship,

Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S if you have a special deadline approaching

Free Offer Email

- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.

Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

December 30th Email

- **Acknowledge** their name, your relationship

December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



We Did It! Email

- **Announce** that you hit your goal (or a certain percentage of it).
- **Thank** them for their generosity and support
- **DO NOT** ask for an additional donation



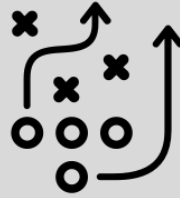
Get this and more data-driven year-end resources.

Priming & Framing



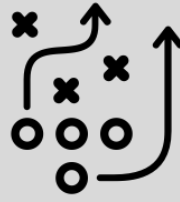
PRIMING

the process whereby a person is exposed to a stimulus that influences how they think or feel about something later on



Priming Email #1

Survey Email



Priming Email #1

Survey Email

Build alignment, and don't even think about asking for a donation *(in the email)*.

Dear Supporter,

You need to make politicians listen in 2021 because taxpayers are getting squeezed hard.

You know we have the ability to amplify your message so loud that it will ring in politicians' ears, right?

So, here's the question: **what do you want to say?**

Can you take 11 minutes right now and complete our 2021 Annual Supporter Survey?

Here's the link to get started: https://www.surveymonkey.com/r/2020_YE_Survey

When you watch politicians getting out of their chauffeur-driven cars and walking past the TV cameras, one thing is clear: politicians think **they** are **your** boss.

So, let's get something straight: **YOU** are **THEIR** boss, and the politicians work for **YOU**. More than ever, you need to remind politicians that you're in charge.

We here at the Canadian Taxpayers Federation know that supporters like you are the driving force.

When we win policy victories, it's because thousands of supporters like you stand together to force change. This is why your feedback today is so important. We need marching orders from you to fine tune our 2021 campaigns to remind politicians who the real bosses are in Canada.

Please take a few minutes to fill out the survey so that your voice is heard today.

Thanks for everything you do,

- Scott, Shannon, Todd and the entire CTF team

P.S.: We appreciate all of supporters who love to share the work we do, but please don't share the link to this survey with your friends and family. It's intended to get feedback only from CTF supporters, not from just anyone. This survey is only for you and other CTF supporters: https://www.surveymonkey.com/r/2020_YE_Survey



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Canadian Taxpayers Federation
501 - 2201 11 Ave
Regina, SK S4P 0J8
Canada

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The Email

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Did you receive this email forwarded to you from a friend? Start receiving these emails directly in your inbox. Sign-up for free at: <https://www.taxpayer.com/join>

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The Email

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The next 24 questions require an answer. Please be sure to respond to each of the following questions to avoid an error message.

OK

* 1. End pandemic spending and get the budget balanced as soon as possible

- High priority
- Somewhat high priority
- Neutral
- Somewhat low priority
- Low priority
- Don't know/unsure

* 2. Stop any new taxes on the equity in your house

- High priority
- Somewhat high priority
- Neutral
- Somewhat low priority
- Low priority
- Don't know/unsure

* 3. Stop a new nation-wide government childcare program

- High priority
- Somewhat high priority
- Neutral
- Somewhat low priority
- Low priority
- Don't know/unsure

* 4. Save money by reducing the pay for government employees

- Neutral
- Somewhat low priority
- Low priority
- Don't know/unsure

* 5. Eliminate the federal bailout for media outlets

The Survey

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The Survey

Don't know/unsure

* 5. Eliminate the federal bailout for media outlets

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- Somewhat high priority
- Neutral
- Somewhat low priority
- Low priority
- Don't know/unsure

* 6. Hold a national referendum on reforming Equalization

- High priority
- Somewhat high priority
- Neutral
- Somewhat low priority



Thank you for completing the 2021 Annual Supporter Survey

We appreciate you taking the time to tell us what your priorities are for the coming year. Your answers will be reviewed by our team, shared with board members, and used in the field to coordinate efforts to promote your values next year.

Before you go, would you consider one more thing today?

As it stands right now, we're proud to report that you've never been a part of a bigger taxpayer army.

Why is that? Because you've supported the effort to recruit hundreds of thousands of other Canadians to join you on the front lines to fight against big-government politicians.

Unfortunately, the size of that army needs to grow even more next year—and right away—because you and I both face some big challenges ahead in 2021.

As we emerge from the pandemic, all temporary spending needs to be reeled in. We need a real plan to balance the budget without hiking taxes. After all, it's going to take some time to rebuild the economy and the last thing you need is the government taking more money out of your pocket.

To help rally others to your cause, we plan on taking the National Debt Clock on tour this year to force Canadians to watch the debt grow – and open their eyes to the crushing debt we all face. We're currently working on a plan to procure a new Debt Clock, as our current one doesn't have enough digits. Seriously.

You're already facing expensive plans for massive new social programs such as national childcare and universal guaranteed income. On top of that, the prime minister is tossing tax dollars at any company that claims to be carbon neutral, all while hiking carbon taxes five-fold over the next few years.

We're also going to court to fight on your behalf against the ineffective gun bans and confiscation, laws that gag citizens' free speech, and laws that stop pipeline approvals.

You should also circle October 18th on your calendar. Why? because that's the day Alberta is holding a referendum on renegotiating Equalization. A successful referendum will start a national conversation on how Equalization causes bad economic decisions by too many recipient provinces. I hope you agree that we need to be there on your behalf—leading the fight against Equalization in this campaign.

There's no question that the challenges ahead are significant. You have two choices. You can give in to those who would take more of your money and borrow against your future. Or you can do something to rally thousands more fellow taxpayers to your cause and push back to show the politicians they work for you, and not the other way around.

We are prepared to do our part to find others all across our country to join you. But your support today will ensure that the resources are in place to not only accomplish this mission for you, but to speed up how quickly we can recruit others to join you.

Would you consider making a donation today to ensure that others will stand with you against these and other challenges you'll face in 2021?

We only exist because people like you voluntarily support the work we do. We don't take money from political parties, unions or governments. We believe that our politicians work for us—the Canadian taxpayers—and they must be held accountable.

If you believe this is a worthy cause and you want to ensure we have the resources to take on the fights that are important to you, please consider making a donation right now on the secure form below.

Make a difference. Donate Now!

If you prefer to use [paypal](#) [click here](#) or continue below to donate via credit card

A monthly gift will go even further to hold politicians accountable and fight for lower taxes and government waste.

Donation amount:

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Donations to the Canadian Taxpayers Federation are not tax deductible

Enter your information:

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Other donation options

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The Instant Donation

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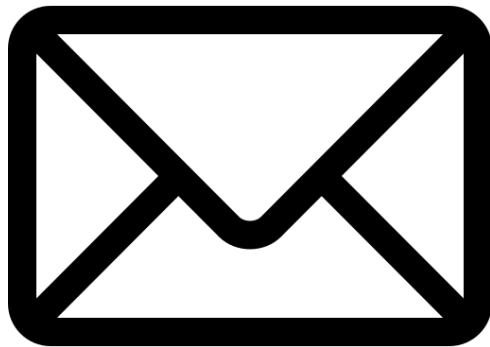
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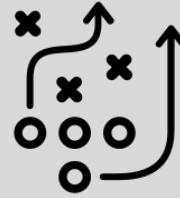
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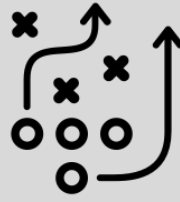






Priming Email #2

Thanksgiving Email



Priming Email #2

Thanksgiving Email

Thank donors (and subscribers) for their ongoing support.

DO NOT ASK FOR MONEY.



EVERY DAY IS A GOOD DAY

We love our jobs and the work we do, and it's all because of you. Thank you for making our work possible. I hope you take a minute to watch on this special day.



Dear Chad,

While Thanksgiving is a uniquely American tradition, there are people around the world who are also giving thanks today. Without help from Americares, some of them would not have survived a hurricane, a mudslide, flooding...even childbirth or a simple surgery. But they did. And it's because of you. When they express their gratitude, hearts overflow and tears fall.

You are their hero ... and ours, too.

Today, we're thankful for you, our amazing supporters. We are passionate and honored to do this work, and so grateful you support us.

[Here's a look at what your support lets us do every day.](#)

From the runways to the hallways, none of it would be possible without you. You truly are a hero.

On behalf of the Americares team around the world, thank you!

Michael J. Nyenhuis
President and CEO

P.S. [Watch our Thanksgiving video and happy Thanksgiving!](#)

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On behalf of the Americares team around the world, thank you!

Michael J. Nyenhuis
President and CEO

P.S. [Watch our Thanksgiving video and happy Thanksgiving!](#)



Hi Nathan,

Even though your holiday may have looked a bit different this year, I hope that you and your family still enjoyed a Happy Thanksgiving.

For some of us in the U.S., it may seem harder to find things to be thankful for this year:

We've faced a terrifying pandemic, a difficult economy, and more ... But when I think of your generosity, I can't help but get a little emotional with gratitude.

Your gracious support of FH helps raise people living in poverty — and now hard-hit by COVID-19 — into a new life they could never have imagined.

You are also sharing with them something even more important ... the love of the Christ who lifts us all from despair into hope, from life to death (John 8:24).

Thank you for showing God's love in powerful and practical ways, to our brothers and sisters around the world. As you do, you're introducing them to the comfort and joy which can be theirs today, tomorrow, and for eternity.

God bless you for it! And enjoy this update on the impact you're making, as you help lift the most vulnerable from poverty and help them sustain changes long term. This is a look at what the people we serve are thankful for — and YOU are near the top of the list.



What are they thankful for? YOU!

Console is thankful for you — because your partnership with FH helped save her children from malnutrition in their village of Rwanda. Console was struggling to find anything to feed the family ... but your gifts of livestock and agricultural training made a huge difference!

Shimul is thankful for you — because you sent the FH team to help them build a tube well in their village in Bangladesh — prior to this, most of the kids in the village were sick from drinking contaminated pond water ... it was the nearest water source!

Simbo's family is thankful for you — because you helped their village in Ethiopia figure out why the children were suffering from agonizing digestive disorders ... the culprit was the contaminated water they drank! And FH came up with a solution!

Discover the Thanksgiving greetings of the people whose lives you are saving and changing together with FH. Take a moment to read their stories now!

[See More](#)

I think when you read their stories, you'll find yourself feeling thankful, too. Thankful that you've been positioned to be of service to the most vulnerable people of the world ... Thankful that God blesses our programs to help feed hungry children, make sure they can stay in school, and lift their families from poverty ...

Thankful that despite the pandemic and the difficult times we've faced together in 2020, we are still here, and we're still making a difference. Certainly this is how I feel, and how I feel about you: thankful.

Together with FH, you're making a difference, all over the world. Thank you!

Serving Together,

Chad DeMiguel

Sr. Director of Development





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Thank you for showing God's love in powerful and practical ways, to our brothers and sisters around the world. As you do, you're introducing them to the comfort and joy which can be theirs today, tomorrow, and for eternity.

God bless you for it! And enjoy this update on the impact you're making, as you help lift the most vulnerable from poverty and help them sustain changes long term. This is a look at what the people we serve are thankful for — and YOU are near the top of the list.



What are they thankful for? YOU!

Console is thankful for you — because your partnership with FH helped save her children from malnutrition in their village of Rwanda. Console was struggling to find anything to feed the family ... but your gifts of livestock and agricultural training made a huge difference!

Shimul is thankful for you — because you sent the FH team to help them build a tube well in their village in Bangladesh — prior to this, most of the kids in the village were sick from drinking contaminated pond water ... it was the nearest water source!

Simbo's family is thankful for you — because you helped their village in Ethiopia figure out why the children were suffering from agonizing digestive disorders ... the culprit was the contaminated water they drank! And FH came up with a solution!

Discover the Thanksgiving greetings of the people whose lives you are saving and changing together with FH. Take a moment to read their stories now!

[See More](#)

I think when you read their stories, you'll find yourself feeling thankful, too. Thankful that you've been positioned to be of service to the most vulnerable people of the world ... Thankful that God blesses our programs to help feed hungry children, make sure they can stay in school, and lift their families from poverty ...

Thankful that despite the pandemic and the difficult times we've faced together in 2020, we are still here, and we're still making a difference. Certainly this is how I feel, and how I feel about you: thankful.

Together with FH, you're making a difference, all over the world. Thank you!

Serving Together,

Chad DeMiguel

Sr. Director of Development

Hi Nathan,

Even though your holiday may have looked a bit different this year, I hope that you and your family still enjoyed a **Happy Thanksgiving.**

For some of us in the U.S., it may seem harder to find things to be thankful for this year.

We've faced a terrifying pandemic, a difficult economy, and more ... But when I think of your generosity, I can't help but get a little emotional with gratitude.

Your gracious support of FH helps raise people living in poverty — and now hard-hit





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No Post Card

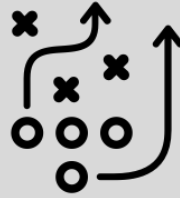
No Postcard Sent

Post Card



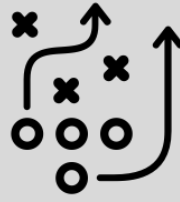
204%

In Donor Conversion



Priming Email #3

The Free Offer



Priming Email #3

The Free Offer

Give your donors something of value for free (like an eBook).

Not “free with a donation.” Just free.

The Email



The Landing Page

TSHA
Texas State Historical Association

Our #GivingTuesday Gift to You:
Get the *Portable Handbook of Texas* eBook for FREE

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

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

- ★ **Over 1,000 pages of exclusive content** documenting all things Texas
- ★ **The most popular stories of the people, places, and events from Texas's past**
- ★ **Historical photos and maps to help bring the stories to life**
- ★ **Plus so much more!**

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

First Name Last Name

Email Address

SEND ME THE PORTABLE HANDBOOK OF TEXAS EBOOK

The Instant Donation

TSHA
Texas State Historical Association

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

Give Back to Texas this #GivingTuesday

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

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

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

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

They are a proud group.

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

Today, you are invited to join that group.

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

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

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

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

- ★ **Instant Access** - You will gain immediate access to the TSHA Digital Library which is home to every publication ever produced in TSHA's 119-year history. You'll also receive exclusive copies of the latest original eBooks from the TSHA and Riding Line, a quarterly publication covering all your local historical happenings.
- ★ **Home Delivery** - You will receive the *Southwestern Historical Quarterly* delivered straight to your home. This publication is the most sought-after source of original research on Texas history. Each issue contains a unique perspective on Texas history written by the foremost experts in their field.
- ★ **Special Event Invitations** - In addition to the members-only Annual Meeting, you will receive exclusive invitations to digital conferences like *Texas Talks* where you can listen to and converse with renowned scholars on topics spanning a wide spectrum of Texas history.

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

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

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

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

Texas Needs Champions to Preserve Her Great Heritage

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

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

Will you respond to this call and accept your invitation?

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

Activate your Membership Today!

- \$25.00 - Basic Membership
Great for students or K-12 educators! K-12 educators will receive a copy of the first issue of the *Texas Almanac* in lieu of the *Southwestern Historical Quarterly*.
- \$50.00 - Friend of Texas
This is our most popular level.
- \$100.00 - Texas Ambassadors

exclusive eBook, you will discover:

- ★ **Over 1,000 pages of exclusive content** documenting all things Texas
- ★ The most popular stories of the people, places, and events from Texas's past
- ★ **Historical photos and maps** to help bring the stories to life
- ★ Plus so much more!

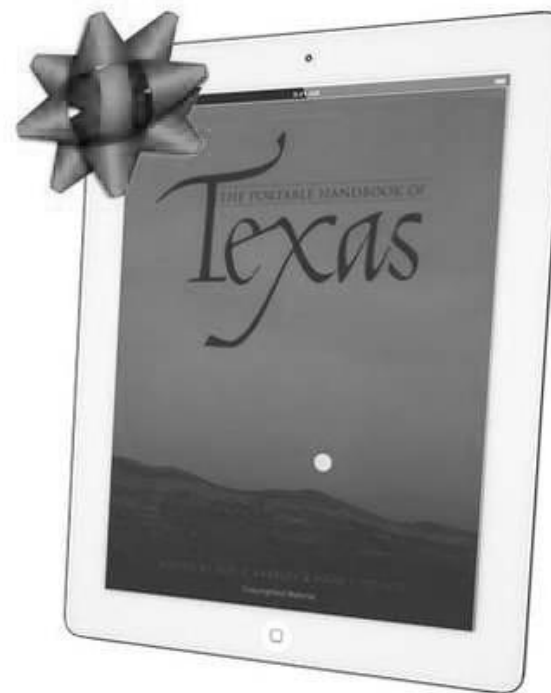
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First Name

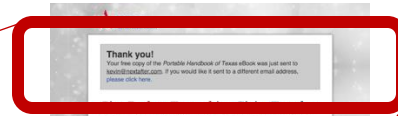
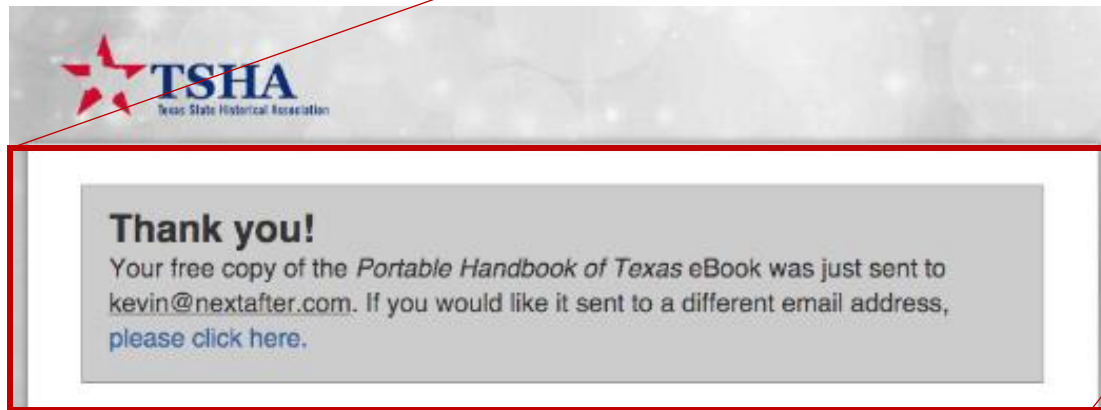
Last Name

Email Address

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



We've tested that...



Give Back to Texas this #GivingTuesday

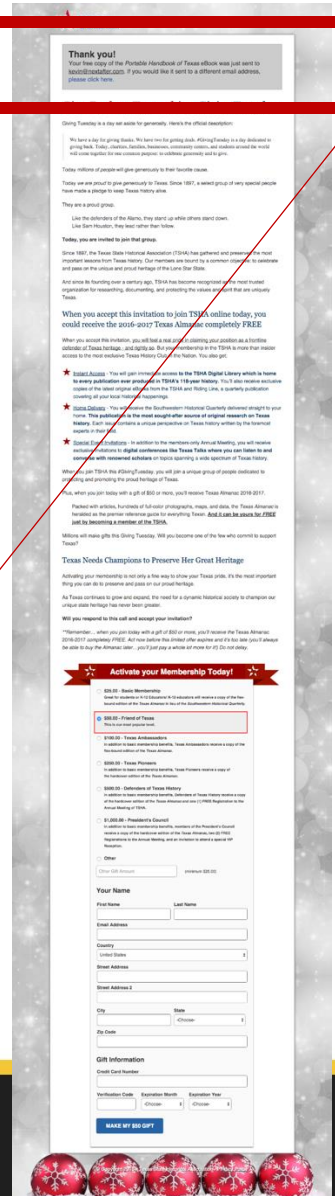
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Did Version B work?

Email » Landing Page » Instant

The flowchart for Version A shows a grey envelope icon on the left, followed by a black arrow pointing to a landing page. The landing page features a festive holiday theme with red and white ornaments at the bottom. The main content includes a 'Thank you' message, a 'Give Back to Texas' header, and a list of benefits for joining TSHA. A 'Give Back to Texas' button is visible at the bottom of the landing page. A second black arrow points from the landing page to a 'Thank you' confirmation page, which repeats the 'Give Back to Texas' header and lists the benefits.

Email » Instant

The flowchart for Version B shows a grey envelope icon on the left, followed by a black arrow pointing to an 'Instant' confirmation page. The page has a clean, minimalist design with a 'Thank you!' header and a 'Give Back to Texas' header. Below the headers, there is a list of benefits for joining TSHA. A large red arrow points downwards from the 'Instant' page to a dark grey box containing the text '41.2% In Donations' and '31.9% In Average Gift'.

41.2%
In Donations

31.9%
In Average Gift



Donors are relational people.

Invest in the relationship before asking for money.

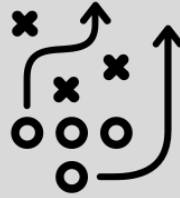
PRINCIPLE #1



How do you make your
donation appeals?

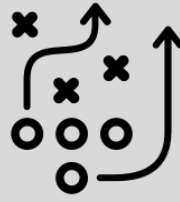
Personal Appeals





Personal Appeal

The Overview



Personal Appeal

The Overview

Explain the stakes heading into a new year – and ask for a donation right away.



Migdalia – UN agencies have just announced that the number of hungry people in the world has increased for the first time this century.

We're witnessing it firsthand. Right now, **seven million people are on the brink of famine in Yemen.**

In South Sudan, millions more are preparing for what's being called **the hungriest start to a year on record there.**

In emergency zones around the world, there is a dire need for supplies, safe sanitation, and clean water.

Migdalia – we need your support to help people survive these crises – and to ensure we can keep successful poverty-fighting efforts in more than 90 countries going strong.

The only way we can do both – respond to this hunger crisis while also building long-term solutions to poverty – is with your help.

Make your tax-deductible gift to Oxfam and help the world's poorest people build better lives in the year ahead. Help reach our \$3.5 million goal before 12/31 >>

Our records show we haven't heard from you yet this year, Migdalia. You've been so generous in the past – can we count on you again?

I won't sugarcoat things: This has been a tough year for so many of us.

Yet as I reflect back, I can't help but feel a sense of resolve. Because, again and again, I have watched first-hand as people like YOU step up and refuse to accept the false belief that we can do nothing in the face of unprecedented emergencies and severe hunger.

- When it became clear our fellow citizens in Puerto Rico needed our help, Oxfam supporters stepped up – allowing us to prepare to provide 1,000 families with desperately-needed butane stoves to safely drink water in at least 12 neighborhoods. **But the road to recovery is just beginning for so many families** – so we can't retreat from these efforts now.
- As the crisis in Yemen reaches catastrophic proportions, Oxfam supporters are sounding the alarm and saying "never again." We're raising awareness about the millions of people suffering from an **historic hunger crisis**, and providing financial support for families to buy food. But these life-saving efforts can only continue with your support.
- Ever since **President Trump signed a discriminatory executive order** barring refugees from coming to the US, we've been fighting for families trapped in legal limbo – and your donations make it possible for us to continue advocating for refugees seeking safety.
- And together we're supporting 700,000 women to start their own small businesses from Mali to Cambodia – because **when women and girls take steps out of poverty, entire communities thrive.**

Migdalia, these people – and many others in poverty all over the world – are counting on your support to continue fighting for a better future for themselves and their communities.

In order to make that better future a reality, we need YOU. **You have the chance to change lives today, Migdalia – will you take it?**

Don't wait to make your year-end, tax-deductible gift to Oxfam to support work that changes lives.

Thank you for continuing to support Oxfam's work, and for standing with people living in poverty.

Sincerely,

Abby Maxman
President, Oxfam America

This email was sent to MigdaliaGlaser@tridentpath.com. If this isn't the best way to reach you, let us know your new contact information by emailing us here. Oxfam America is only able to save lives

HUNGER CRISIS

For the first time this century, hunger is on the rise. This is a wake-up call – and we need your help to respond.

Please, Migdalia, as 2017 comes to a close, this is your chance to make a difference.

Make a tax-deductible gift today >>

GOAL: \$3.5 million by 12/31

DONATE NOW

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The Solution

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Our records show we haven't heard from you yet this year past – can we count on you again?

I won't sugarcoat things: This has been a tough year for

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Other Incentives

- Have your gift **matched**
- **Countdown** clock
- Free **gift** with donation
- Threshold-based **premium**

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In emergency zones around the world, there is a dire need for supplies, safe sanitation, and clean water.

Migdalia – we need your support to help people survive these crises – and to ensure we can keep successful poverty-fighting efforts in more than 90 countries going strong.

The only way we can do both – respond to this hunger crisis while also building long-term solutions to poverty – is with your help.

Make your tax-deductible gift to Oxfam and help the world's poorest people build better lives in the year ahead. Help reach our \$3.5 million goal before 12/31 >>

Our records show we haven't heard from you yet this year, Migdalia. You've been so generous in the past – can we count on you again?

I won't sugarcoat things: This has been a tough year for so many of us.

Yet as I reflect back, I can't help but feel a sense of resolve. Because, again and again, I have watched first-hand as people like YOU step up and refuse to accept the false belief that we can do nothing in the face of unprecedented emergencies and severe hunger.

HUNGER CRISIS

For the first time this century, hunger is on the rise. This is a wake-up call – and we need your help to respond.

Please, Migdalia, as 2017 comes to a close, this is your chance to make a difference.

Make a tax-deductible gift today >>

GOAL: \$3.5 million by 12/31

DONATE NOW

Designed VS Human

Control - Designed

Treatment - Plain

Web Version


KUOW | npr [DONATE](#)

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and

Web Version

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As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take *incredibly seriously* at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

[Donate Now](#)

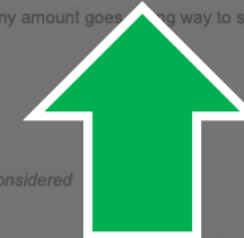
If you can join us today, any amount goes a long way to supporting nonprofit independent journalism.

Thank you,

Kim Malcolm
KUOW Host, *All Things Considered*

KUOW Puget Sound Public Radio
4518 University Way NE Suite 310, Seattle, WA, 98105 US

Email Preferences | Privacy Policy

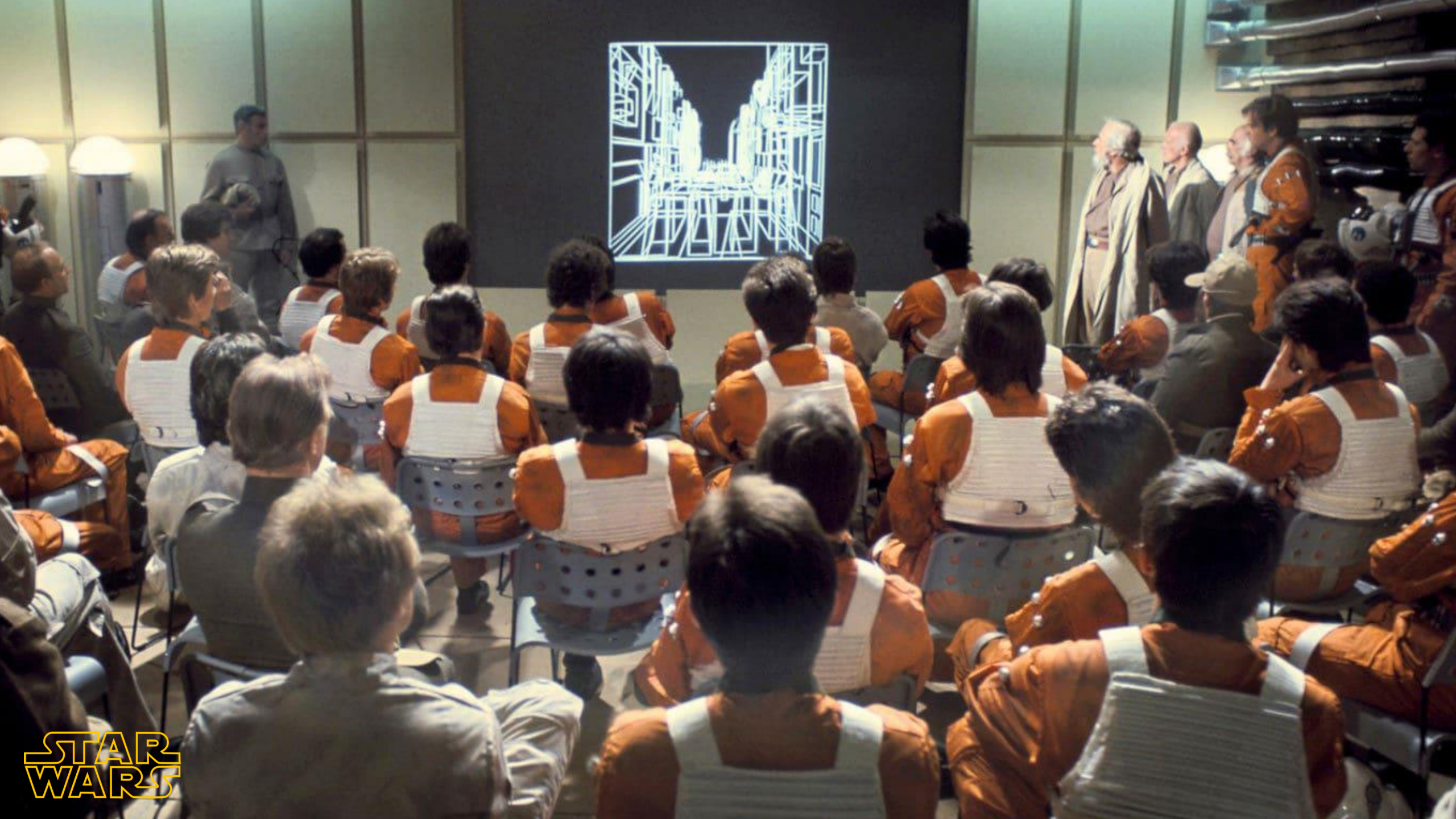


29%
In Donations



An **Optimized** Example

“For a more civilized age”



STAR
WAR

The Problem

The Solution

Your Impact

Incentive

Call-to-Action

It is a dark time, [First Name].

Although the Death Star has been destroyed, Imperial troops have driven the Rebel forces from their hidden base and pursued them across the galaxy.

This means even more innocent civilians of what used to be our glorious and peaceful Republic have been enslaved – forced to work under the tyranny of the Empire and fuel their relentless war machine that is upending entire systems and killing millions of life forms.

But there is still reason for hope.

Your Rebel Alliance is preparing for an all-out assault on the 2nd Death Star with aims to end this galactic civil war once and for all. All we need now are the ships to bring down the Imperial fleet.

That's where I need your help, [First Name]. Your donation will help provide blasters for our ground troops, food to fuel the heroes on board cruisers, and critical equipment to help us blast through the star fleet and end this war.

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Your Impact

And when you donate 100 credits the Rebel Alliance today, we'll send you a free piece of the 1st Death Star as a commemorative token and reminder of your critical role in the fight to save the galaxy.

Incentive

Will you consider donating to the Alliance today? You can make your donation here: www.rebel-alliance.org/donate

Call-to-Action

Help us [First Name]. You're our only hope.

- Princess Leia Organa

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Sent from a Real Person



Donors are logical people.

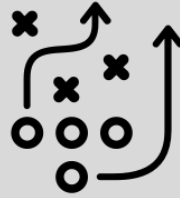
Give them real reasons why they should give.

PRINCIPLE #2



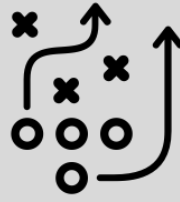
The Closers





Closer #1

The Deadline



Closer #1

The Deadline

Remind donors of the *impending deadline* without re-hashing everything.



Special Olympics

Your gift is **TRIPLED** when you donate before **midnight tomorrow >>**

Evette — today, you can give **TRIPLE** the support, and **TRIPLE** the joy, to a Special Olympics athlete. That's because your gift to Special Olympics will be **TRIPLED!**

00 00 00 00
DAYS HOURS MINUTES SECONDS

TRIPLE YOUR GIFT

Give now and your gift will help **3X** as many athletes [get access to the health care they need and deserve.](#)

Give now and your gift will help **3X** as many athletes [step off the sidelines and feel the rush of taking the field for a big game.](#)

Give now and your gift will help **3X** as many athletes [live in a unified world without discrimination.](#)

Your donation will do all of this and more — but only if you give before **midnight TOMORROW:**

specialolympics.org/tripleyourgift

Counting on you,

Joe Hergert
Manager, Strategic Gifts

Control

Dear Fellow Patriot,

Today's your membership deadline. Can I count on you to activate your Heritage Foundation membership using the secure link below?

<https://secured.heritage.org/activate-now/>

Right now, we face serious threats to our way of life.

Radical leftist policies are causing massive inflation and high taxes which hurt your bottom line.

The Biden administration deliberately opens our borders – letting in millions of illegal immigrants and trafficking them across the country.

And leftist teachers and professors corrupt our children's minds with perverse ideologies like transgenderism and critical race theory.

Fellow Patriot, you can fight back against these threats through The Heritage Foundation.

Your membership will create and promote policy solutions that will lower taxes and inflation, close our borders, reduce crime, and eliminate woke ideologies from public institutions.

You'll train committed patriots to staff the next presidential administration and implement conservative policies.

And you'll train millions of Americans on government corruption and the importance of our founding principles.

These plans will improve lives and restore our Founders' vision for America.

But we need your support today.

You can make these vital efforts for America possible by activating your Heritage Foundation membership now using the secure link below.

<https://secured.heritage.org/activate-now/>

Please activate your membership by midnight tonight before the deadline expires.

Thank you for your consideration.

Sincerely,

Kevin D. Roberts, Ph.D.
President, The Heritage Foundation

P.S. Today's your membership deadline. Please activate your Heritage Foundation membership to help save our country. <https://secured.heritage.org/activate-now/>

Shorter Copy

Hi Fellow Patriot,

Today's your membership deadline.

By activating, you will create and promote policy solutions that will lower taxes and inflation, close our borders, reduce crime, and eliminate woke ideologies from public institutions.

You'll train committed patriots to staff the next presidential administration and implement conservative policies.

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9%

In Clicks for Non-Donors

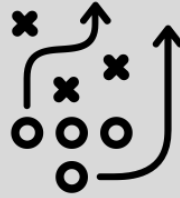
No Change

For Current Members



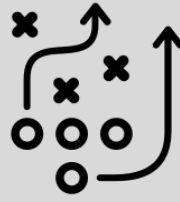
37%

In Clicks for Lapsed Donors



Closer #2

The Reminder



Closer #2

The Reminder

A personal email to make sure they didn't miss your deadline email.

Jacinta Tegman <jacintategman@worldconcern.org>
to Pamela ▾

Sun, Dec 31, 2017, 10:06 PM ☆ ↶ ⋮

Pamela,

Just wanted to send you a quick note to make sure you received this e-mail – I don't want you to miss out on the chance to [double your gift!](#) God bless!

Jacinta

From: Jacinta Tegman

Sent: Sunday, December 31, 2017 9:45 AM

To: Pamela Overby <PamelaOverby@tridentpath.com>

Subject:



Just hours left to double your gift!

Dear Pamela,

Today is your last chance to DOUBLE your gift!

You will help children and families in poverty see and experience the true light of Christ.

Please, while there's still time, click here and give: worldconcern.org/shine

Thank you for remembering those in greatest need as we ring in the New Year!

God bless you,

...

Jacinta Tegman
President, World Concern



P.S. [Give before midnight, Dec. 31st](#) to take advantage of year-end tax benefits and watch your gift double!

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to Pamela ▾

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Standard Resend

Dear Friend,

I hope you and your family are well.

G.K. Chesterton once wrote, "The best kind of giving is thanksgiving." This time of year reminds us to pause and consider with gratitude the infinite blessings we have received in our lives. Here at the Abbey, that begins with reflecting on the incredible hospitality, sacrifice, and love shown to us, and prior generations, by our monastic community for the past 146 years. Their dedication and perseverance in building and persevering the Catholic Church in North Carolina while establishing one of the best Catholic colleges in the United States continues to be driven by their motto, "That in all things God may be glorified."

As we near the end of 2022, I am overwhelmed with gratitude for all the faculty, staff, monks, and students have contributed to making this place a loving community. They have also been instrumental in adding new undergraduate and graduate academic programs, residential and student life facilities, and a number one ranking in the South for undergraduate teaching by U.S. News & World Report.

All of this is done to ensure that our students are well-educated, well-formed, and well-prepared to live lives of integrity, succeed professionally, become responsible citizens, and be a blessing to themselves and others. We focus on the development of the whole person in body, mind, and soul.

One of our sophomores students, Elijah J. Stansberry, said, "Here at the Abbey, there is an air of growth, where you can not only discover who you are, but they provide you with all the tools so that you can choose who you want to be for the rest of your life. I have discovered who I am and the kind of man I want to be, all because of the Abbey."

Caring for our students and educating them in the Catholic intellectual tradition,

Faux Forward

Dear Friend,

In all the noise surrounding Giving Tuesday, I wanted to make sure that you saw Dr. Thierfelder's email earlier today about our goal to move away from federal funding to protect the private Catholic education we provide at Belmont Abbey College.

We are so close to our goal of raising \$30,000 on Giving Tuesday to help support Catholic education! If only 50 people contribute \$50 before midnight, we will be able to meet our goal. Will you be one of those 50 people?

If you are able to make a gift in any amount, please use the secure link below.

<https://resources.bac.edu/donate/preserve-catholic-values/>

I hope you are able to help us reach our goal!

Sincerely,
Samantha Donohue
Associate Vice President of Administration
Belmont Abbey College

----- Forwarded message -----
From: Dr. Thierfelder <president.thierfelder@bac.edu>
Date: Tuesday, November 29th, 2022 at 6:00 AM
Subject: Support the Abbey this Giving Tuesday
To: Samantha Donohue <samantha@bac.edu>

Dear Friend,

I hope you and your family are well.

G.K. Chesterton once wrote, "The best kind of giving is thanksgiving." This time



266%
In Donations



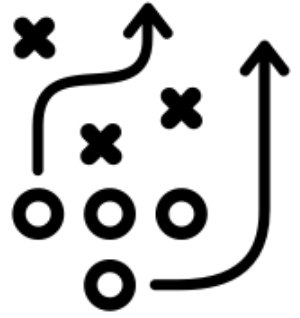


Donors are busy people.

And sometimes people just forget.

PRINCIPLE #3





The Slightly More Advanced Playbook

1. Send **cultivating** emails.
2. Make your appeals **personal** and **logical**.
3. Send **clear reminders** to give now.

And don't forget to communicate like a human.

Tr	Content	Type	Tr	Details	Sender	Will You Include in Your Year-End Plan?	Send Date	Tr	Notes
	Survey Email	Cultivation		An email leading to a donor survey, typically asking why they support an organization, or even getting them to weigh in / prioritize important issues that an organization is focusing on.	Name		11/21/2024		Notes
	Thanksgiving Email	Cultivation		An email or piece of communication whose sole purpose is to give thanks to the donor for their contribution to the organization.	Name		11/28/2024		Notes
	Colorado Gives Day Launch	Personal Appeal		Educate donors on the significance of Colorado Gives Day, announce a match or goal if you have one, and call them to participate immediately.	Name		12/1/2024		Notes
	Giving Tuesday Content Offer	Cultivation		Provide a free offer without making a donation ask. Ask them to get the offer in exchange for their email address. Include a donation opportunity on the confirmation page.	Name		12/3/2024		Notes
	Giving Tuesday Appeal	Personal Appeal		Remind them of the significance of Giving Tuesday and the role it plays in Colorado Gives Day, ignite urgency, and ask them to donate now.	Name		12/3/2024		Notes
	Testimonial	Cultivation		A pass-along style email that showcases a testimonial from someone that has been impacted by your organization.	Name				
	Tomorrow is CO Gives Day	Personal Appeal		The start of your final push towards your Colorado Gives Day goal. Recap the reasons to give, remind donors of the deadline and incentives, and ask them to give right away.	Name				
	Today is CO Gives Day	Closer		Announce that today is Colorado Gives Day, remind them of the deadline, incentives, and call them to give right away.	Name				
	Only Hours Remain	Closer		*This final reminder is usually a forward-style email. It includes a brief, personal reminder and a copy of the the original AM email below.	Name				
	Thank You / CO Gives Day Recap	Cultivation		Time to celebrate! Whether or not you hit your goal, celebrate the generosity of donors during Colorado Gives Day in a personal and genuine way.	Name				
	Year-End Overview	Personal Appeal		An email that introduces your year-end focus, typically with a significant amount of text and content. It also is the first to contain a donation ask tied directly with the year-end timeline.	Name				
	Free Offer	Cultivation		An email that solely focuses on helping the reader experience an aspect of the organization's value first-hand, which is then followed by a donation opportunity.	Name				
	Accomplishments Email	Personal Appeal		A pass-along style email that mainly focuses on all of the accomplishments of the current year as a result of donor generosity.	Name				
	Authority Acknowledgement	Personal Appeal		A personal email from an authority figure within the organization (that doesn't typically send emails directly to readers) that acknowledges the reader's support and may also make a hard ask for continued support.	Name				
	Mid-December Reminder	Personal Appeal		A less-formal email, sometimes from the field or front lines, that quickly touches on and reminds of the need to participate in the year-end campaign.	Name		m/d/yyyy		Notes
	December Holiday Email	Cultivation		Depending on which religious holiday your list most closely identifies with, this generally consists of the organization acknowledging it on the day(s) it is designated without a donation ask.	Name		m/d/yyyy		Notes
	Only Days Left	Personal Appeal		The first email of the final week's push for generosity. It generally summarizes the most important points to the donor for starting the new year strong and brings focus to action, the deadline and the incentive for action.	Name		12/26/2024		Notes



A Word on Donation Pages

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



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

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 Month Year CVV

ADDRESS Street Address COUNTRY 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

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\$ 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 Month Year CVV

ADDRESS Street Address COUNTRY 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?



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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:





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"

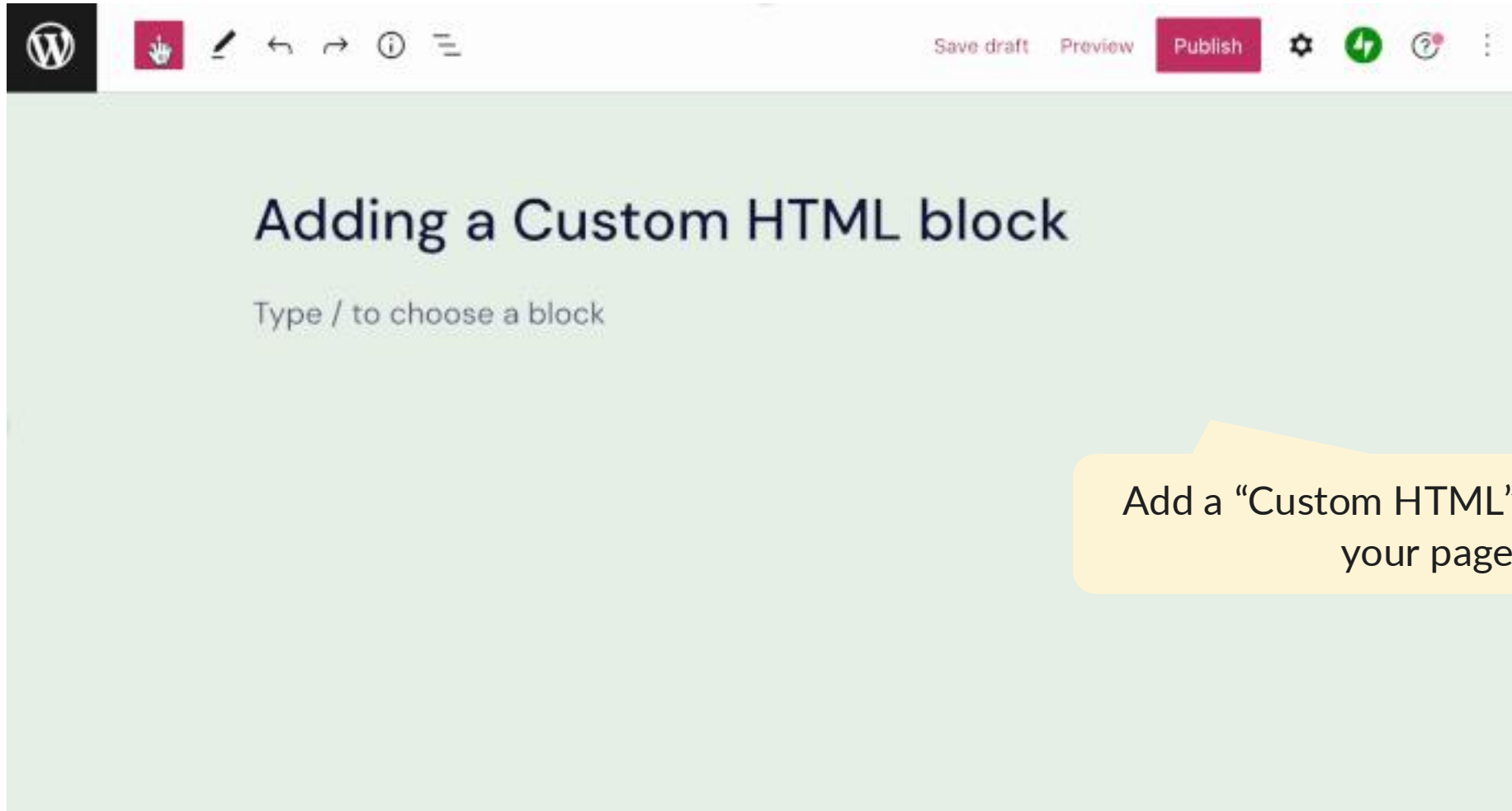
```
Word count: 7
```

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.

WORDPRESS



Add a “Custom HTML” block within your page.



WIX Site Settings Dev Mode Hire a Professional Help

Page: Home ▼ [Connect Your Domain](#)

Add Elements

Text
Image
Button
Strip
Decorative
Box
Gallery
Menu & Anchor
Contact & Forms
Video & Music
Interactive
List
Embed Code
Social
Payments

CUSTOM
Popular Embeds

VIDEO
Single Video Players

AUDIO
SoundCloud Player
Spotify Player
iTunes Button

ADVANCED
Marketing Tools
Velo Dev Mode

ANIMATION

Popular Embeds

Embed HTML
Add widgets and apps to your site using HTML code. [Learn more](#)

Custom element
Display custom elements using snippets of code. [Learn more](#)

Single Video Players

Add the "Embed HTML" element within your page.

SQUARESPACE

The image shows a screenshot of the Squarespace editor interface. On the left, there is a sidebar with a 'PAGES' menu and a list of pages including 'News', 'Inspiring Start-Ups', 'Blogging About Town', 'New York', 'Chicago', and 'Seattle'. The main editor area is titled 'EDIT' and 'SUMMARY'. A dropdown menu is open, showing various block options: Wall, Carousel, List, Grid, Spacer, Line, Form, Newsletter, Map, Code, Menu, and Calendar. The 'Code' block, represented by a code symbol (</>), is highlighted with a yellow circle. A yellow callout box points to the 'Code' block with the text: 'Add a "Code" block within a page and paste in your HTML.' The background shows a preview of a website page with a 'FEATURED' section and a 'Blogging About Town' article.

Video Walkthrough

www-sandbox.mightycause.com/organization/Homeward-Trails/embedded-donation-form

DASHBOARD

Homeward Trails

Fundraising > Embedded Donation Form

Get embed code Edit mode

Receipt Thank-you Message

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

One-time donation Monthly donation

\$25 /month Feed 1 rescue for a month	\$50 /month House a rescue for a month
\$75 /month Provide 1 clinical visit	\$150 /month Fund 1 adoption

\$ Donation amount

Hide amount from public

Hide name from public

Privacy info

29:04 / 45:41

Ellen Gude - Mighty...



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.

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
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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.



Homework



Level Up Homework | Month 4, Draft Donation Page

Your homework this month is to draft your Colorado Gives Day donation page using an embedded form on your website. Don't worry about publishing it yet—it can be a draft to work on over the next month.

When finished, share the URL or a screenshot of the page below so we can see it!

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



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

* Indicates required question

Email *

Your email

Share the URL of your draft donation page.

If you haven't published your page yet, just take a screenshot of it and upload it to the field below.

Your answer

Share a screenshot of your draft donation page.

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

Add file

Submit

Clear form

Never submit passwords through Google Forms.

This form was created inside of NextAfter. Report Abuse

Instructions

1. Create a draft donation page on your website.
2. Embed your CO Gives donation form.
3. Submit a screenshot of your draft donation page.



<https://docs.google.com/spreadsheets/d/1Whrh9rK071is7t4bWVlBbSinJ-C2ANu9dnXD8kvtqeA/copy?usp=sharing>

Dive Deeper



\$299.00

Year-End Fundraising for Online Fundraisers

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

28
Lessons



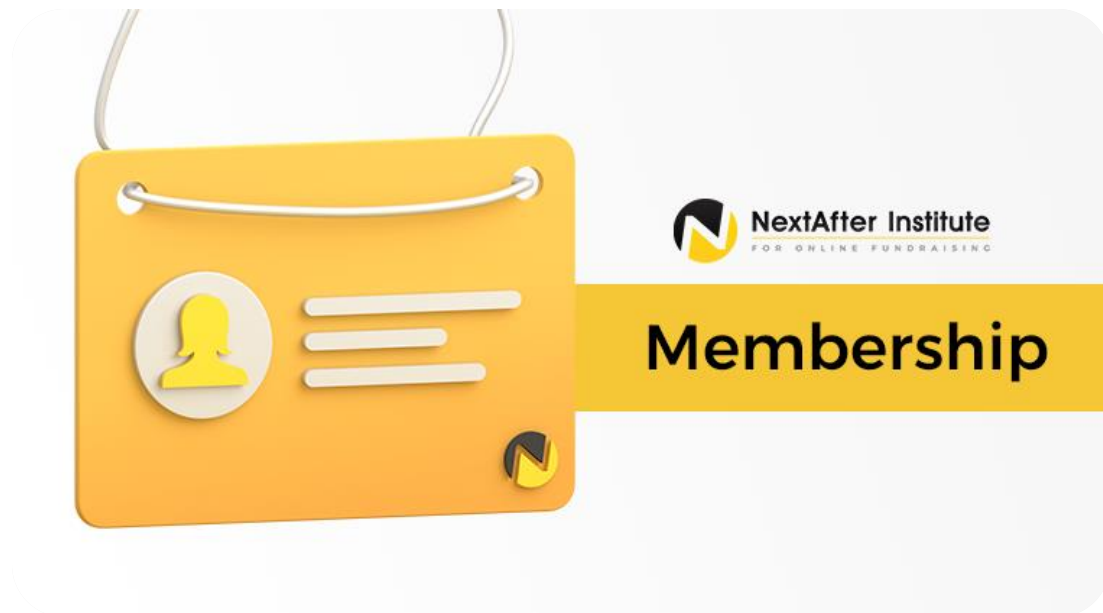
\$299.00

Donation Page Optimization

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

21
Lessons

Both courses are included in your NextAfter Institute membership.



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

Dive Deeper with **Digital Fundraising Courses**
from the NextAfter Institute



Questions?



LEVEL UP | NextAft... ▾

Home

Threads

Drafts & sent

DMs

Activity

Channels

- # general
- # homework
- # introductions
- # random
- # resources
- + Add channels

Direct messages

- Brianna K
- Emily Barker
- Joel Newton
- Jordan Brown
- Nick Scheidies
- Nathan Hill you
- + Add coworkers

Apps

- Slackbot
- + Add apps

general ▾

2 Pinned Level Up Program Reso... +

<https://outlook.office365.com/book/ConnectwithJord...> Thursday, July 18th ▾ tation.org/ (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™

Copywriting 1.0 (First-Year) Participants: 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.	Copywriting 2.0 (Returning) Participants: 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.
Copywriting Course 1.0 Program Details: 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	Copywriting 2.0 Program Details: 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: Support@coloradogives.org by July 31, 2024.

ColoradoGives.org

Level Up Your Digital Fundraising

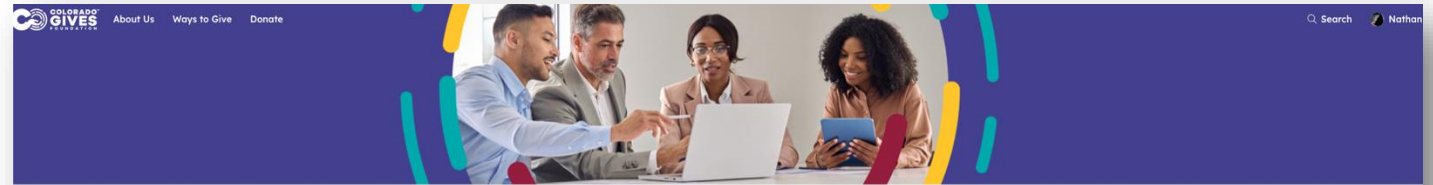
LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

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 sessions, 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

Strategic Countdown

Mapping Your Year-End Campaign