



Level Up | New Donor Acquisition Part 2:

Level Up Training Session | April 23, 2025

Your NextAfter Trainer



Ardee Coolidge
Vice President, Client Services
NextAfter

ICE BREAKER

What was your favorite animated TV show as a child?

Chat it!



Housekeeping

What to expect from today's session

1

Learn how to build your content offer landing and donation pages

2

Email your housefile your content offer and promote it on organic social media

Action Items

Create your landing and donation pages
Email your Content Offer to your housefile



Get an Email

Implementing
Your Email
Acquisition Page



Get a Donation

Implementing an
Instant
Donation Page



Build a network

Getting People
to See Your
Offer

How to create a landing page

LANDING PAGE:

\ 'lan-din \ 'pāj \

The designated web page you want people to land on after clicking an ad or some other web link.

Landing Pages work for visitors
because they have the ability to

MATCH

intention and interest
with your

MOST RELEVANT

information.



The key to making
A GREAT PAGE IS
to make it properly
CONVERSATIONAL



EMAIL ACQUISITION LANDING PAGE:

The email acquisition landing page has three goals:

- ✓ Sell the offer*
- ✓ Gather visitor information*
- ✓ Redirect them to an instant donation page*

Four Shortcuts

1. Main Message

1. Design

1. Form Fields

1. Supporting Content

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Main offer image

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

A winning headline

From This

**Get expert policy analysis
from some of the nation's
most trusted authorities**

To This

**Get expert analysis in your
inbox each morning.**



6.2%

In Emails Acquired



A Winning Call to Action

From This

Detection, can increase your chance of finding breast cancer before it spreads.

3 Steps
— to —
Early Detection

First Name

Last Name

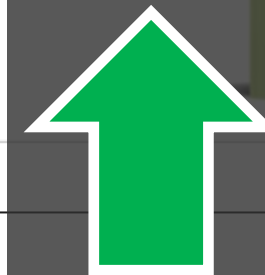
Email

To This

3 Steps to Early Detection, can increase your chance of finding breast cancer before it spreads.

Where can we send your guide?

First Name



100%
In Email Signups

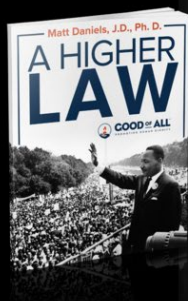


NOT This



What can Martin Luther King teach people of faith about human rights?

Download the free book right now and find out!



Name *

Email *

*Required Fields

Get your free book now!

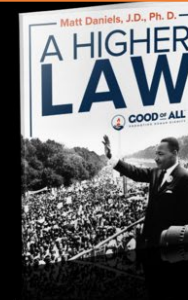


BUT This



His world-changing movement began with his faith. How can today's world-changers learn from the legacy of Dr. Martin Luther King, Jr.?

Get the free book right now.



Name *

Email *

*Required Fields

Get your free book now!



134%
In Emails Acq.

The main message CHECKLIST

- ☐ Does your **headline** clearly focus on what they get (without being clever)?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action header** reinforce simply what they are getting and then how (in that order)?
- ☐ Does your **call action button** also reinforce what they get, and when they will get it? (immediately we hope...)

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

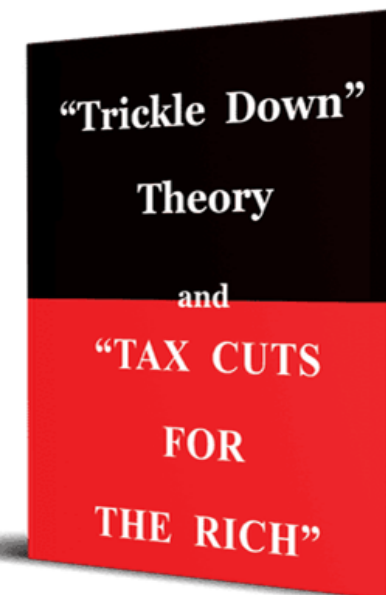
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



The Communicating Clearly CHECKLIST

- ☐ Does your **headline** clearly focus on what they get (without being clever)?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action header** reinforce simply what they are getting and then how (in that order)?
- ☐ Does your **call action button** also reinforce what they get, and when they will get it? (immediately we hope...)

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

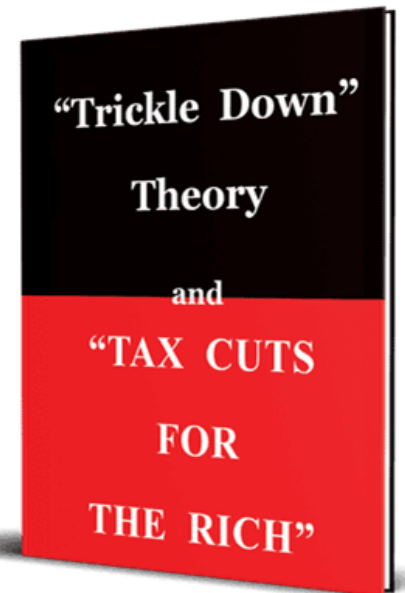
First Name *

Last Name *

E-mail: *

- ☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



The Communicating Clearly CHECKLIST

- ☐ Does your **headline** clearly focus on what they get (without being clever)?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action header** reinforce simply what they are getting and then how (in that order)?
- ☐ Does your **call action button** also reinforce what they get, and when they will get it? (immediately we hope...)

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

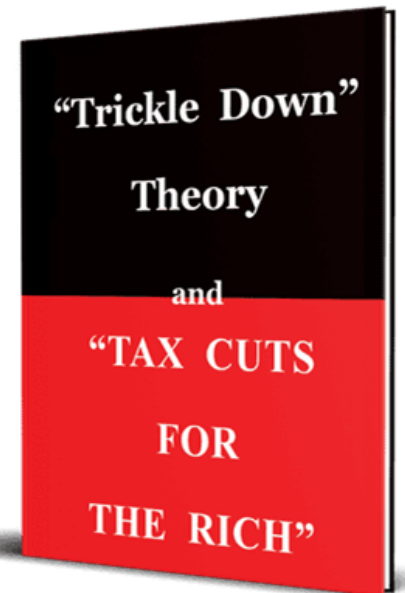
First Name *

Last Name *

E-mail: *

- ☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



The Communicating Clearly CHECKLIST

- ☐ Does your **headline** clearly focus on what they get (without being clever)?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action header** reinforce simply what they are getting and then how (in that order)?
- ☐ Does your **call action button** also reinforce what they get, and when they will get it? (immediately we hope...)

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

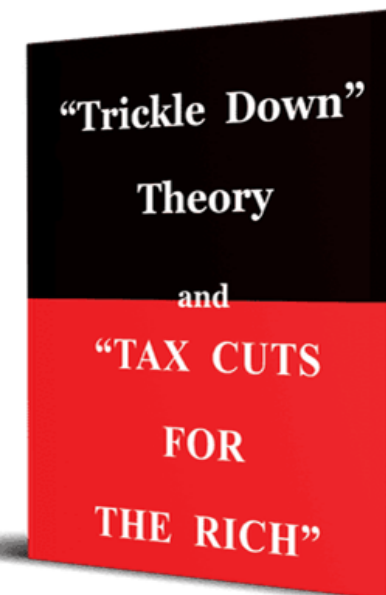
First Name *

Last Name *

E-mail: *

- ☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



The Communicating Clearly CHECKLIST

- ☐ Does your **headline** clearly focus on what they get (without being clever)?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action header** reinforce simply what they are getting and then how (in that order)?
- ☐ Does your **call action button** also reinforce what they get, and when they will get it? (immediately we hope...)

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

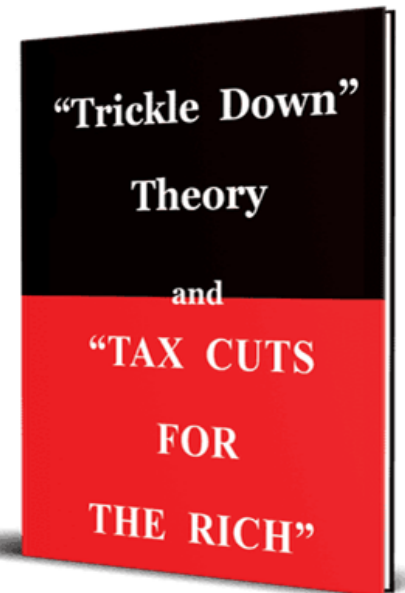
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis,

Get your free copy now »



Four Shortcuts

1. Main Message

1. Design

1. Form Fields

1. Supporting Content

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Main offer image

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

Communicate **CLEARLY**
what they **GET** and how to
get it.



Communicate CLEARLY
what they GET and how to
get it.

...without **DISTRACTION**
or **MISDIRECTION.**



Experiment

Version A



Exclusively for Texas History Enthusiasts:

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

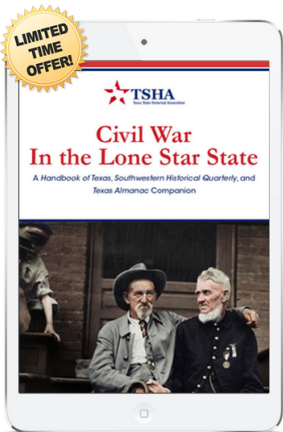
Get YOUR copy of the TSHA's *Civil War In The Lone Star State*!

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK



Version B



The Trusted Source For Texas History

Download Your **FREE** Civil War eBook!

Get your copy of TSHA's Civil War

First Name

Last Name

Email Address

SEND ME MY FREE CIVIL WAR EBOOK

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ A vivid account of the Civil War in Texas
- ★ Exclusive insights into the lives of prominent figures of the war, such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ SPECIAL BONUS: Links to over 800 additional articles from the *Southwestern Historical Quarterly*
- ★ Photos, maps, and more!

19%
In Emails

© Copyright 2015 Texas State Historical Association Privacy Policy



The No Distraction/Misdirection CHECKLIST

- ☐ Does your **layout** lead people through each piece of content in the proper order (and not allow them to read different parts in different order)?
- ☐ Does your **design** reinforce that proper information processing path (and not accidentally point them to the wrong thing next)?
- ☐ Do your **design** elements make the main message clearer (and not cause people to skip over parts of it)?
- ☐ Is your **design** optimized for mobile (don't cut copy but hide some supporting content)?

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

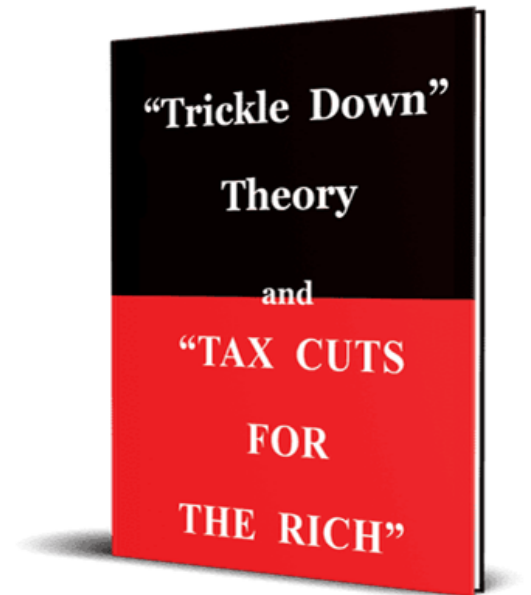
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



Four Shortcuts

1. Main Message

1. Design

1. Form Fields

1. Supporting Content

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Main offer image

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

Form Fields Test

CONTROL

Send me *Imprimis* now!

We'll send you the first issue digitally,
and ten annual print issues per year
to your home or office.

First Name *

Last Name *

Email *

Street Address *

City *

State *

Select a State ▾

ZIP code *

Send me *Imprimis* now!

TREATMENT

Send me *Imprimis* now!

Enter your name and email address
below to receive your free digital
subscription to *Imprimis*.

First Name *

Last Name *

Email *

Send me *Imprimis* now!



136%

In Email Signups



The form fields CHECKLIST

- ☐ Are your **form fields grouped together**, making the ask to feel/perceive shorter?
- ☐ Do you have any **form fields that are perceived unnecessary** to the visitor? Have you eliminated them?
- ☐ Is there any information the visitor perceives you should be asking for to make the offer **more customized or authentic**?

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

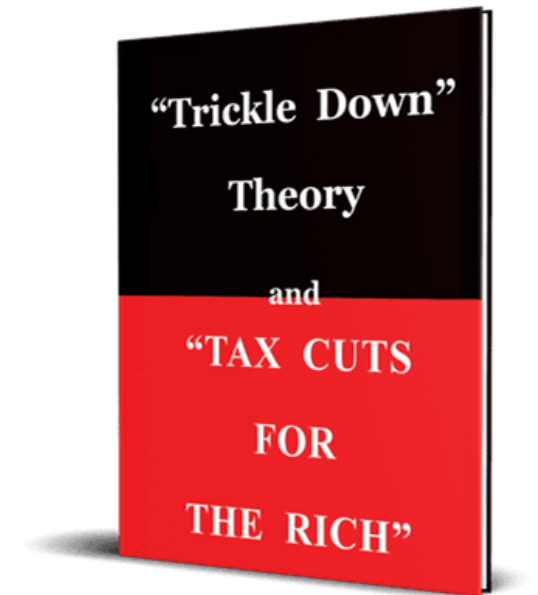
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

[Get your free copy now »](#)



Will reducing the number of form fields and using horizontal space increase conversion?

CONTROL

Sign up now and get your first lecture instantly!

First Name:*

Last Name:*

Address Line 1:*

Address Line 2:

City:*

Country:*

State/Province:*

Zip/Postal Code:*

Email:*

Password:*

Password Confirmation:*

[Start your Revelation course now](#)

Are you already registered? [Click here to login and continue your course.](#)

TREATMENT

Sign up now and get your first lecture instantly!

Are you already registered? [Click here to login and continue your course.](#)

First Name:*

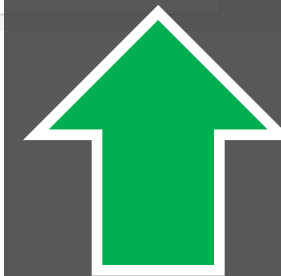
Last Name:*

Email:*

Password:*

Password Confirmation:*

[Start your Revelation course now](#)



48%

In Emails



Four Shortcuts

1. Main Message

1. Design

1. Form Fields

1. Supporting Content

Logo

Social proof

Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Main offer image

What [prospects] say

"I love this offer so much. It's the bees knees! You better get it quick."
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
-Happy Customer 2

Experiment

FROM THIS

LOGO

TO THIS

LOGO

1 9 1 , 5 5 4
signatures




8.4%

In Email Signups



eBook image



Get the new free eBook from National Breast Cancer Foundation

Be Informed and Empowered about Your Breast Health

One in eight women will be diagnosed with breast cancer in her lifetime. And while we can't prevent breast cancer, we can make sure that every woman is educated, and informed.

This October, during Breast Cancer Awareness Month, we want you to have our new eBook *What Every Woman Needs to Know*, for free.

Packed with crucial, and potentially life-saving information, *What Every Woman Needs to Know* will answer questions like:

- *Where do I get a mammogram?*
- *Can I actually detect breast cancer?*
- *How do I know if I'm at risk?*

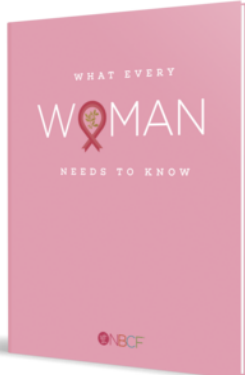
Be informed. Be empowered. Get the free eBook now

First Name*


Last Name*

Email*

Get Your EBook Today!



Dora image



Get the new free eBook from National Breast Cancer Foundation

Be Informed and Empowered about Your Breast Health

One in eight women will be diagnosed with breast cancer in her lifetime. And while we can't prevent breast cancer, we can make sure that every woman is educated, and informed.

This October, during Breast Cancer Awareness Month, we want you to have our new eBook *What Every Woman Needs to Know*, for free.

Packed with crucial, and potentially life-saving information, *What Every Woman Needs to Know* will answer questions like:

- *Where do I get a mammogram?*
- *Can I actually detect breast cancer?*
- *How do I know if I'm at risk?*


Be informed. Be empowered. Get the free eBook now:

First Name*

Last Name*


Email*

Get Your EBook Today!



"This is invaluable information!" [Share Image](#)

-Dora, Breast Cancer Survivor & Radiation Therapist



15%
In Email Acquisition



The Supporting Content CHECKLIST

- ☐ Are you using **social proof** (how many others have signed up already)?
- ☐ Are you using **social learning** (testimonials and how people learn from other people)?
- ☐ Have you considered other **supporting content** (like a *countdown*)?

Get “Trickle Down” Theory and “Tax Cuts for the Rich”

by Thomas Sowell

This book examines the common idea that higher tax rates on the “rich” increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of “Trickle Down” Theory and “Tax Cuts for the Rich”—in his signature style that we’ve all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, “Trickle Down” Theory and “Tax Cuts for the Rich” now:

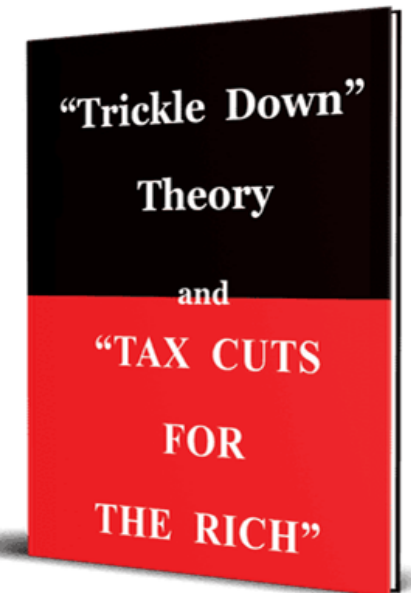
First Name *

Last Name *

E-mail: *

- ☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



“The best eBook I’ve read in years. Easy to understand and so rich with data” – John Q, Maryland

© 2020 by the Board of Trustees of the Leland Stanford Junior University

A few helpful resources



Download the template:

Nextafter.com/EmailLandingPage

13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES

1 Use a linear layout.

- Exp. #2472 – 7.7% increase in emails.
- Exp. #2100 – 23% increase in emails.
- Exp. #1692 – 10.8% increase in email (not isolated)

2 Use a text-only headline; not a banner image.

- Exp. #2684/2693 – 9.2% increase in emails, 59.8% increase in instant donation
- Exp. #2794 – 11.9% increase in donations.

3 If you use a background image, make sure that it matches your advertising.

- Exp. #2985 – Random image makes no difference.
- Exp. #2927 – Random image makes no difference.
- Exp. #3290 Matching your ad increased emails by 3.9%

4 Add social proof.

- Exp. #2193 – 8.4% increase in emails.

5 Write 2-3 short paragraphs of copy to convey your value proposition

- Exp. #5763 – 25.6% increase emails
- Exp. #153 – 6% increase in emails
- Exp. #4652 – 80% increase in emails

If your incoming traffic already has a relationship with you, you can use shorter copy.

- Exp. #2313 – 26.2% increase emails
- Exp. #1408 – 76.2% increase emails

6 Use a primary image, not a video, if it adds clarity or increases continuity.

- Exp. #6678 – 13.2 decrease emails when video is used.

7 Avoid supporting content in-line with the main content.

- Exp. #6678 – 13.2 decrease emails
- Exp. #3224 – 28.0% decrease emails

8 Add a call-to-action header and copy.

- Exp. #6670 – 100% increase emails
- Exp. #4180 – 96.7% increase emails

9 Use as few form fields as possible.

- Exp. #5847 – 8.9% increase emails
- Exp. #4699 – 48.3% increase emails

10 Group form fields together to reduce page length.

- Exp. #4376 – 4.1% increase emails

11 Consider adding qualifying questions to increase user's expectation.

- Exp. #2086 – Questions on values saw an 89.3% increase emails.
- Exp. #2918 – Questions on user's desire saw an 8.3% increase in emails.

12 For supporting content, use testimonials or endorsements.

- Exp. #6331 – 20.1% increase emails
- Exp. #4405 – 11.2% increase emails
- Exp. #6441 – No difference between testimonial or endorsement.

13 Add a privacy statement below the submit button.

- Exp. #4354 – 49.7% increase in emails

Template Content:

LOGO

SOCIAL PROOF

MAIN OFFER HEADLINE GOES HERE

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere?

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

MAIN OFFER IMAGE (OPTIONAL)

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say:

"I love this offer so much. It's the bees knees. You better get it quick!"
- Happy Customer 1

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"
- Happy Customer 2

First Name Last Name

Email

Yes No

☐ ☐ Clarifying question 2

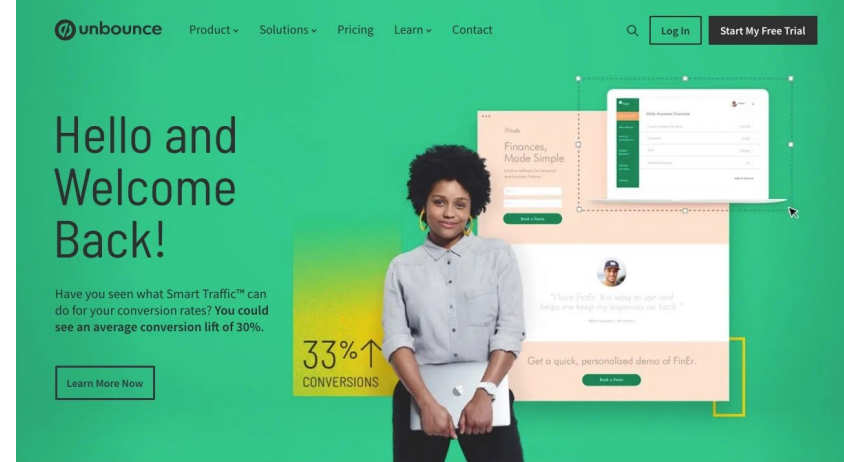
☐ ☐ Clarifying question 1

Get [Offer] Now

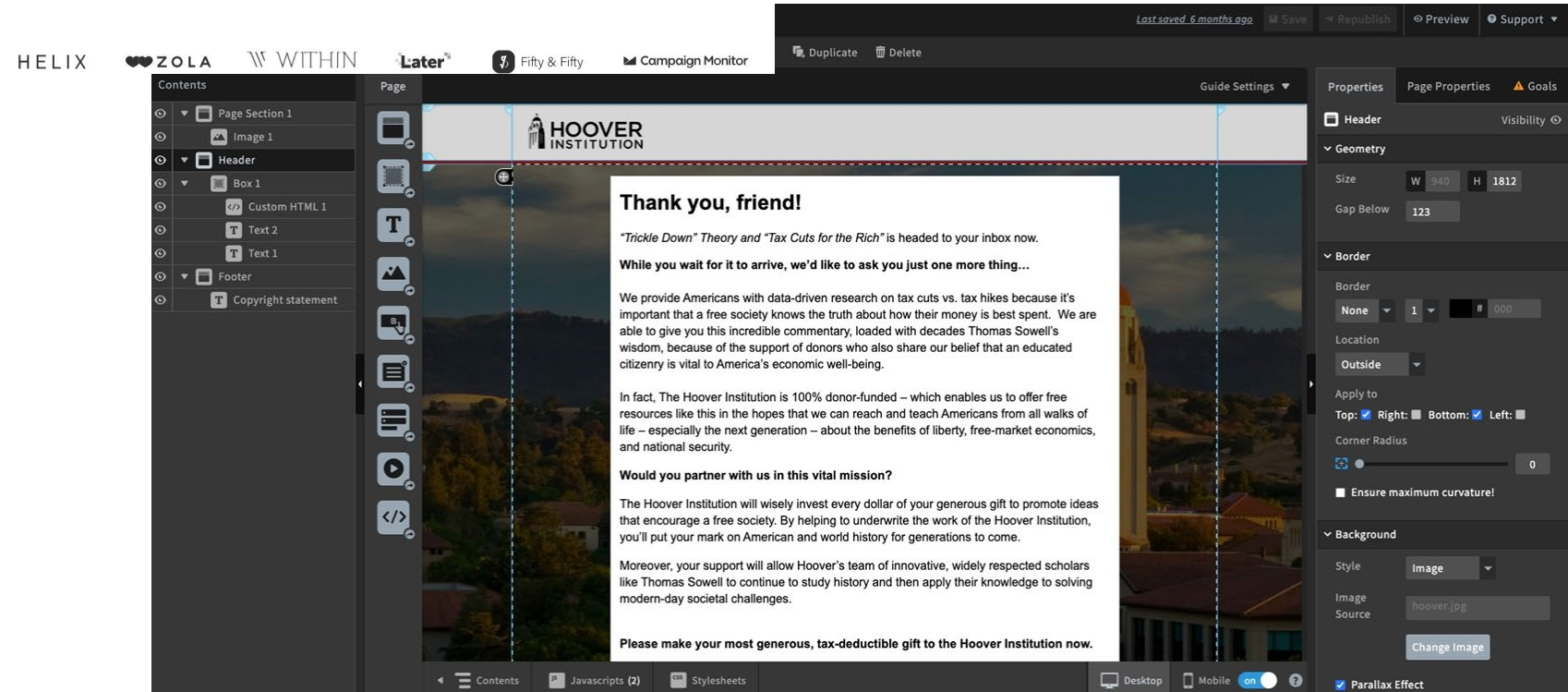
We take privacy seriously, so we'll carefully protect your email address.

A EASY TO USE LANDING PAGE TOOL.

UNBOUNCE.COM



The #1 Landing Page Platform for 15,000+ Brands



A TEMPLATE TO START FROM.

<http://nextafter.com/ub-offer-page>

Bring Forward Copy Paste Duplicate Delete

BringBackManners.org

Discover the 5 unusual ways your kids can learn manners and respect in a world of text and video chat -- for FREE

Technology is permanently changing the way our children learn to communicate—whether it is for the better or not remains to be seen. According to a recent study:

- 79 percent of adults said they have seen a decline in manners and etiquette over the past few decades
- 65 percent of respondents agreed generations younger than their own generally have poor manners

Even though our values haven't changed, it's becoming harder and harder to teach things we so easily learned ourselves due to distractions and bad habits from tablets, smartphones, YouTube stars and more.

In this free eBook, you'll learn 5 unusual, highly practical ways you can teach your kids manners and respect **WITHOUT** having to take away their tablets or smartphones. Best of all, you can teach each of these 5 tactics to them immediately.

Get the free eBook right now

Get the 5 unusual ways your kids can learn manners and respect in a world of text and video chat for free when you let us know where to email it below.


First Name *



Last Name *

Email *

Get Your Free Manners eBook now

5 unusual ways
your kids can learn
Manners & Respect



in a world of  + 


by BringBackManners.org



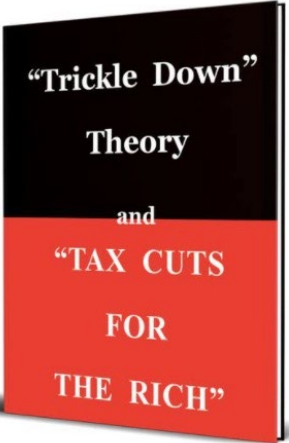
How to create an **instant** **donation page**



Model for New Donor Acquisition

**Hoover Institution**
Sponsored
ID: 136681668312952

Get your free eBook from Thomas Sowell.




RESOURCES.HOOVER.ORG

Click here to get your free copy now »

This book examines the common idea that higher tax rates on the "rich" increase government revenues....

Learn More



Get "Trickle Down" Theory and "Tax Cuts for the Rich"

by Thomas Sowell

This book examines the common idea that higher tax rates on the "rich" increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of "Trickle Down" Theory and "Tax Cuts for the Rich"—in his signature style that we've all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, "Trickle Down" Theory and "Tax Cuts for the Rich" now:

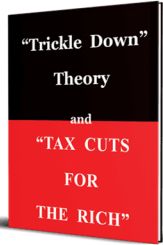
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



© 2020 by the Board of Trustees of the Leland Stanford Junior University

Instant
Donation
Page

Thank you, friend!

"Trickle Down" Theory and "Tax Cuts for the Rich" is headed to you.

While you wait for it to arrive, we'd like to ask you just one more thing. We provide Americans with data-driven research on tax cuts vs. tax hikes but it's important that a free society knows the truth about how their money is best spent. We are able to give you this incredible commentary, loaded with decades of Thomas Sowell's wisdom, because of the support of donors who also share our belief that an educated citizenry is vital to America's economic well-being.

In fact, The Hoover Institution is 100% donor-funded – which enables us to offer free resources like this in the hopes that we can reach and teach Americans from all walks of life – especially the next generation – about the benefits of liberty, free-market economics, and national security.

Would you partner with us in this vital mission?

The Hoover Institution will wisely invest every dollar of your generous gift to promote ideas that encourage a free society. By helping to underwrite the work of the Hoover Institution, you'll put your mark on American and world history for generations to come.

Moreover, your support will allow Hoover's team of innovative, widely respected scholars like Thomas Sowell to continue to study history and then apply their knowledge to solving modern-day societal challenges.

Please make your most generous, tax-deductible gift to the Hoover Institution now.

Regardless of the exact amount of your gift, we'd be honored to have your friendship and support as we advance the principles of limited constitutional government, personal and economic liberty, and the American way of life.

Your Gift

\$50.00

\$100.00

\$250.00

Other amount

Your Information

Title First Name Last Name

-Choose- [input] [input]

Email Address

[input]

Country

United States

Street Address Street Address 2

[input] [input]

City State Zip Code

[input] -Choose- [input]

☐ This is a business address

☐ This is an anonymous gift

Continue

REVIEW

Email and Promotion

Email Acquisition
Landing Page

EBook
Offer

Hi Brady,

Thank you for requesting "Trickle Down" Theory and "Tax Cuts for the Rich" by Hoover Institution Rose and Milton Friedman Senior Fellow on Public Policy Thomas Sowell.

[You can download your copy here.](#)

We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is spent.


We are able to give you this incredible commentary, loaded with Thomas Sowell's decades of wisdom, because of the support of donors who also believe that an educated citizenry is vital to America's economic well-being.

Thank you for sharing our vision of an informed and engaged public on economic issues here in America and around the world.

Sincerely,

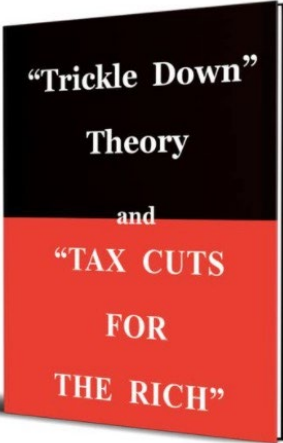
Greg

Greg Stamps
Online Development
Hoover Institution




Hoover Institution
Sponsored
ID: 136681668312952

Get your free eBook from Thomas Sowell.



RESOURCES.HOOVER.ORG
Click here to get your free copy now »
This book examines the common idea that higher tax rates on the "rich" increase government revenues....

Learn More



HOOVER
INSTITUTION

Get "Trickle Down" Theory and "Tax Cuts for the Rich"

by Thomas Sowell

This book examines the common idea that higher tax rates on the "rich" increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of "Trickle Down" Theory and "Tax Cuts for the Rich"—in his signature style that we've all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker. With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, "Trickle Down" Theory and "Tax Cuts for the Rich" now:

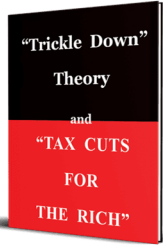
First Name *

Last Name *

E-mail: *

☒ Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



© 2020 by the Board of Trustees of the Leland Stanford Junior University


Email Acquisition Landing Page

Instant Donation Page

Online Advertisement & Promotion

COST

RECOVERED



HOOVER
INSTITUTION

REVIEW

Thank you, friend!

"Trickle Down" Theory and "Tax Cuts for the Rich" is headed to you.

While you wait for it to arrive, we'd like to ask you just one more thing. We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is best spent. We are able to give you this incredible commentary, loaded with decades of Thomas Sowell's wisdom, because of the support of donors who also share our belief that an educated citizenry is vital to America's economic well-being.

In fact, The Hoover Institution is 100% donor-funded – which enables us to offer free resources like this in the hopes that we can reach and teach Americans from all walks of life – especially the next generation – about the benefits of liberty, free-market economics, and national security.

Would you partner with us in this vital mission?

The Hoover Institution will wisely invest every dollar of your generous gift to promote ideas that encourage a free society. By helping to underwrite the work of the Hoover Institution, you'll put your mark on American and world history for generations to come.

Moreover, your support will allow Hoover's team of innovative, widely respected scholars like Thomas Sowell to continue to study history and then apply their knowledge to solving modern-day societal challenges.

Please make your most generous, tax-deductible gift to the Hoover Institution now.

Regardless of the exact amount of your gift, we'd be honored to have your friendship and support as we advance the principles of limited constitutional government, personal and economic liberty, and the American way of life.

Your Gift

\$50.00

\$100.00

\$250.00

Other amount

Your Information

Title

-Choose-

First Name

Last Name

Email Address

Country

United States

Street Address

Street Address 2

City

State

-Choose-

Zip Code

☐ This is a business address

☐ This is an anonymous gift

Continue

5 Key Items

- Confirmation & Introductory Message
- Main Message & Ask
- Donation Selection & Amounts
- Form on Page & Required Fields
- Trust Marks & Security Reinforcement

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25

\$50

\$100

\$250

Other Amount

2. Enter Your Information (It's Secure)

First Name

Last Name

Pre-filled if possible

Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)

Preferred Phone (optional)

Pre-filled if possible

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



CONFIRM receipt of the
free offer, quickly.



Experiment #8971

From This



Congratulations!

You are now enrolled in the I Still Do[®] Online Course.

Before you begin your course, there are five important things for you to know!

1. **Course material for your first session will be arriving via email in just a few minutes.** Check your inbox shortly.
2. **Each week for the next 3 weeks, you will receive a similar email containing the next lesson.** Each session includes a video teaching (ranging from 30-45 minutes), discussion questions to lead conversations with your spouse, and a short quiz (don't worry, this isn't a pass or fail quiz, it is to simply help reinforce what you've learned).
3. **After you finish the course, you'll receive a certificate of completion.** Congrats!
4. **This online course you are about to take is free because of the generosity of people who believe in our mission. FamilyLife is completely donor-funded.** That means other generous people, like you, have made this course possible through their donations to our ministry. That's something we give thanks for!
5. We are thrilled that you've taken this step to invest in your marriage. **Will you help us provide more valuable teaching content, such as this course, to more people?** A gift of any amount to FamilyLife will go a long way to underwrite the costs of creating and promoting efforts like these.

Please make your gift today to help FamilyLife continue to offer biblical help and hope to other marriages like yours.

You can make your gift using the secure donation form below.

SELECT AN AMOUNT

\$50

\$100

\$250

To This



Congratulations!

You are now enrolled in the I Still Do[®] Online Course.

Before you start your free online course (which will arrive in your inbox shortly), there's a few things we'd like you to know...

- **This online course is made possible and free because of the generous support of people who believe in our mission. Isn't that incredible?**
- **FamilyLife is completely donor-funded.** This means that we rely on the support of people like you to make resources like this online course, free, and to equip couples as they strengthen their marriages and families.
- Before this course, people had to go to an event to hear the message of hope and healing that is only found in Christ for their marriage. **Now, millions of people can access this invaluable content to restore their marriage and seek oneness with their spouse for years to come.**
- In order to reach those people with this message of hope, we had to hear about the course first. **Will you help us get this course in front of more people?**

Your gift of \$50 will help us reach more people about this course.

Don't hesitate, make your gift using the secure form below.

SELECT AN AMOUNT

\$50

\$100

\$250



165%

In Donations

Experiment

From This

Thank you!

Your copy of ***Solutions 2016*** is on its way to your inbox right now.
Please check there shortly to get the free book.

To This

Thank you, Jeff!

Your copy of ***Solutions 2016*** is on its way to your inbox right now.
Please check there shortly to get the free book.



502%

In Donations

5 Key Items

- ~~Confirmation & Introductory Message~~
- Main Message & Ask
- Donation Selection & Amounts
- Form on Page & Required Fields
- Trust Marks & Security Reinforcement

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25

\$50

\$100

\$250

Other Amount

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)


Credit Card Number

Verification Code

Expire Month

Expire Year

Make My \$50 Gift



Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Make the ask **IN CONTEXT**
of the offer just received.



NOT This

SIGNUP SUCCESSFUL

THANK YOU

Thank you for signing up for Boys Town's "Tween Discipline" email series. Look for your first email to arrive shortly. Make sure to check your junk folder if you do not see the email in your inbox, and then add info@boystown.org to your safe senders list.

For more useful parenting information from Boys Town, please visit BoysTown.org/Parenting.

SUPPORT BOYS TOWN

BUT This

**GREAT NEWS! YOUR TWEEN PARENTING SERIES
WILL ARRIVE IN YOUR EMAIL INBOX SHORTLY.**

Before you go, there are a couple of things we'd like you to know...

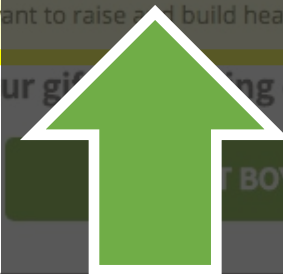
Boys Town is committed to helping you, as a parent, handle the difficult situations in life at any stage. It is because of this commitment that we provide resources like the one you are receiving.

But did you know that this resource is made available for free because of faithful supporters who donate to Boys Town? It's true. They support Boys Town because they believe in our mission to reach and equip all children and families with the love, support and resources they need to succeed.

Is this something that you believe in too?

Consider supporting Boys Town today. Your gift will go towards providing more resources to parents, like you, who want to raise and build healthy families.

You can make your gift...



148%

In Donations

5 Key Items

- ~~Confirmation & Introductory Message~~
- ~~Main Message & Ask~~
- Donation Selection & Amounts
- Form on Page & Required Fields
- Trust Marks & Security Reinforcement

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25

\$50

\$100

\$250

Other Amount

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)


Credit Card Number

Verification Code

Expire Month

Expire Year

Make My \$50 Gift



Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Give them **GUIDANCE** on
gift amounts.



Experiment #2802

From This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

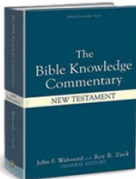
We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

\$ USD

Payment Info

To This

You've been enrolled in *The Gospel of John* online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. Mark Bailey, discussion questions, and quizzes.
- After completion of the course, we'll send you a printed certificate of completion. We'll also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

We are offering this course on *The Gospel of John* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people the Gospel of Jesus Christ as recorded by His disciple, John.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support—which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.

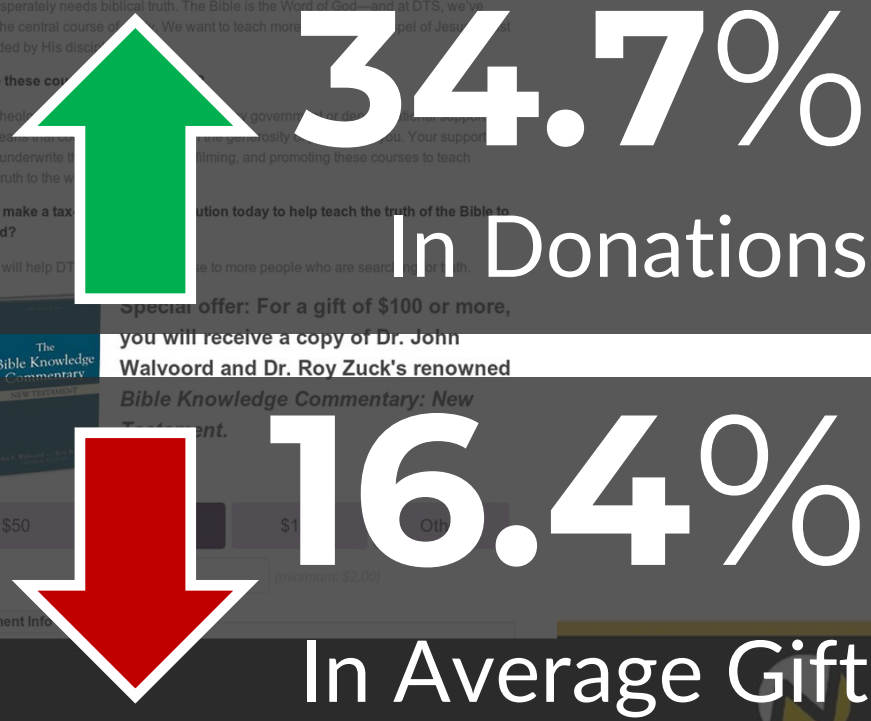


Special offer: For a gift of \$100 or more, you will receive a copy of Dr. John Walvoord and Dr. Roy Zuck's renowned *Bible Knowledge Commentary: New Testament*.

Donation Amount:

\$50 \$100 Other (minimum: \$2.00)

Payment Info



5 Key Items

- ~~Confirmation & Introductory Message~~
- ~~Main Message & Ask~~
- ~~Donation Selection & Amounts~~
- Form on Page & Required Fields
- Trust Marks & Security Reinforcement

Logo

Thank you, [name], for [action just taken]

This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header

This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25

\$50

\$100

\$250

Other Amount

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Have the **DONATION**
FORM on the page itself.



How Presenting A Donation Page Instantly After An Acquisition Offer Impacts Donor Conversion

CONTROL



SIGNUP SUCCESSFUL

THANK YOU

Thank you for signing up for Boys Town's "Tween Discipline" email series. Look for your first email to arrive shortly. Make sure to check your junk folder if you do not see the email in your inbox, and then add info@boystown.org to your safe senders list.

For more useful parenting information from Boys Town, please visit BoysTown.org/Parenting.

SUPPORT BOYS TOWN

TREATMENT



GREAT NEWS! YOUR TWEEN PARENTING SERIES WILL ARRIVE IN YOUR EMAIL INBOX SHORTLY.

Before you go, there are a couple of things we'd like you to know...

Boys Town is committed to helping you, as a parent, handle the difficult situations in life at any stage. It is because of this commitment that we provide resources like the one you are receiving.

But did you know that this resource is made available for free because of faithful supporters who donate to Boys Town? It's true. They support Boys Town because they believe in our mission to reach and equip all children and families with the love, support, and resources they need to succeed.

Is this something you believe in too?

Consider supporting Boys Town today. Your gift will go towards providing more resources to parents, like you, who want to raise and build healthy families.

You can make your gift by using the secure form below:

Your Donation

\$25

\$50

\$100

\$

Billing Information

First Name

Last Name

Email Address



How Presenting A Donation Page Instantly After An Acquisition Offer Impacts Donor Conversion

CONTROL



SIGNUP SUCCESSFUL

THANK YOU

Thank you for signing up for Boys Town's "Tween Discipline" email series. Look for your first email to arrive shortly. Make sure to check your junk folder if you do not see the email in your inbox, and then add info@boystown.org to your safe senders list.

For more useful parenting information from Boys Town, please visit BoysTown.org/Parenting.

SUPPORT BOYS TOWN

TREATMENT



GREAT NEWS! YOUR TWEEN PARENTING SERIES WILL ARRIVE IN YOUR EMAIL INBOX SHORTLY.

Before you go, there are a couple of things we'd like you to know...

Boys Town is committed to helping you, as a parent, handle the difficult situations in life at any stage. It is because of this commitment that we provide resources like the one you are receiving.

But did you know that this resource is made available for free because of faithful supporters who donate to Boys Town? It's true. They support Boys Town because they believe in our mission to reach and equip all children and families with the love, support, and resources they need to succeed.

Is this something you believe in too?

Consider supporting Boys Town today. Your gift will go towards providing more resources to parents, like you, who want to raise and build healthy families.

You can make your gift by using the secure form below:

Your Donation

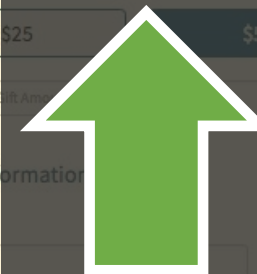
\$

Billing Information

First Name

Last Name

Email Address



349%

In Donations

Maximize space so forms
FEEL LIKE LESS WORK.



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

5 Key Items

- ~~Confirmation & Introductory Message~~
- ~~Main Message & Ask~~
- ~~Donation Selection & Amounts~~
- ~~Form on Page & Required Fields~~
- Trust Marks & Security Reinforcement

Logo

Thank you, [name], for [action just taken]
This copy should focus on the immediate next steps one should expect and/or take to claim and experience the offer they just opted-in for.

Transition header
This is transition copy that helps the person understand how the offer is provided to them for free. Ultimately, this is an opportunity to tell a **very brief** version of your story to them, and reiterate how the offer they just accepted is part of that story.

This is where **you make the ask** for them to contribute so others can get more resources like this.

Don't forget to utilize **brief bolding** and **short paragraphs** to help them work through it.

Consider **giving them slightly more detail** as to how their donation helps produce content like this, or at least how it helps it get into the hands of others.

You may point out that **creating the life-changing content is the hard part**, or that **getting a message to the most people** is the hard part. They should understand how they are helping.

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

1. Choose Your Donation Amount

\$25

\$50

\$100

\$250

Other Amount

2. Enter Your Information (It's Secure)

First Name
Pre-filled if possible

Last Name
Pre-filled if possible

Address 1

Address 2

City

State

Zip Code

Email (for receipt)
Pre-filled if possible

Preferred Phone (optional)

Credit Card Number

Verification Code

Expire Month

Expire Year

Make My \$50 Gift

Your gift is going to help impact [this specific change] that we already talked about. This is just a small reinforcement.



Show and/or **STATE HOW**
SECURE your page and
form are.



NOT This

* City

* State

-Choose-

* Zip Code

* Email Address

Preferred Phone

☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.

* Credit Card Number

* Verification Code

* Expiration Month

-Choose-

* Expiration Year

-Choose-

Donate Now

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey.

BUT This

* City

* State

-Choose-

* Zip Code

* Email Address

Preferred Phone

☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.

* Credit Card Number

* Verification Code

* Expiration Month

-Choose-

* Expiration Year

-Choose-

Donate Now

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey.



14%

In Donor Conversion

Control

\$25

\$50

\$100

\$250

Other

Other *

Please Enter An Amount Of At Least \$5.

Billing Information *

Card Number

Expiration Date

January 2020

CVV (Security Code)

Name *

First

Last

Billing Information *

Street Address

Address Line 2

City

State

ZIP Code

Email *

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.

GIVE

Stepped Form

Step 1: Please choose the amount you would like to give

\$25

\$50

\$100

\$250

Other

Other *

Please Enter An Amount Of At Least \$5.

Step 2: Please provide your secure payment information*

Card Number

Expiration Date

January 2020

CVV (Security Code)

Step 3: Please provide your billing information*

First

Last

Street Address

Address Line 2

City

State

ZIP Code

Email *

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.

MAKE MY GIFT TO BGEA



31%
In Donations



Reinforce how **CREDIBLE**
you are and what a **GOOD**
DECISION the donor is
making.



Control

DTS DONATE TO DALLAS THEOLOGICAL SEMINARY

Help DTS equip Christian leaders who will share the hope of the gospel with a world in need!

You and I are called to find our shelter, our dependence, our stability, and our peace in Almighty God. We can rely on His characteristics as revealed in Scripture: His provision, His power, and His sovereignty.

At Dallas Theological Seminary, we value the study of Scripture. That is why we teach all 66 books of the Bible to the students in our professional degree programs. And that is why DTS offers free online courses on biblical and theological topics to people around the world.

We need your help to accomplish these goals. When you make a gift to DTS, you are helping equip students who are eagerly learning God's Word and how to advance the cause of Christ. We are counting on your support to fuel their future ministry as pastors, evangelists, missionaries, church planters, and teachers.

Will you make a gift today to continue the work of teaching truth and loving well at Dallas Theological Seminary?

Please make your generous gift today using the secure form below:

One-Time Gift

Monthly Recurring Gift

Your Donation

\$50

\$75

\$100

\$150

\$ Other Gift Amount

Billing Information

Title

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Payment Method

Bank Account

Credit Card

Credit Card Information

Card Number

1234 1234 1234 1234



CVV

CVC

Expiration

MM / YY

Make My Gift

No Trustmarks

DTS DONATE TO DALLAS THEOLOGICAL SEMINARY

Help DTS equip Christian leaders who will share the hope of the gospel with a world in need!

You and I are called to find our shelter, our dependence, our stability, and our peace in Almighty God. We can rely on His characteristics as revealed in Scripture: His provision, His power, and His sovereignty.

At Dallas Theological Seminary, we value the study of Scripture. That is why we teach all 66 books of the Bible to the students in our professional degree programs. And that is why DTS offers free online courses on biblical and theological topics to people around the world.

We need your help to accomplish these goals. When you make a gift to DTS, you are helping equip students who are eagerly learning God's Word and how to advance the cause of Christ. We are counting on your support to fuel their future ministry as pastors, evangelists, missionaries, church planters, and teachers.

Will you make a gift today to continue the work of teaching truth and loving well at Dallas Theological Seminary?

Please make your generous gift today using the secure form below:

One-Time Gift

Monthly Recurring Gift

Your Donation

\$50

\$75

\$100

\$150

\$ Other Gift Amount

Billing Information

Title

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Payment Method

Bank Account

Credit Card

Credit Card Information

Card Number

1234 1234 1234 1234


CVV

CVC

Expiration

MM / YY

Make My Gift



Charity Navigator

DTS DONATE TO DALLAS THEOLOGICAL SEMINARY

Help DTS equip Christian leaders who will share the hope of the gospel with a world in need!

You and I are called to find our shelter, our dependence, our stability, and our peace in Almighty God. We can rely on His characteristics as revealed in Scripture: His provision, His power, and His sovereignty.

At Dallas Theological Seminary, we value the study of Scripture. That is why we teach all 66 books of the Bible to the students in our professional degree programs. And that is why DTS offers free online courses on biblical and theological topics to people around the world.

We need your help to accomplish these goals. When you make a gift to DTS, you are helping equip students who are eagerly learning God's Word and how to advance the cause of Christ. We are counting on your support to fuel their future ministry as pastors, evangelists, missionaries, church planters, and teachers.

Will you make a gift today to continue the work of teaching truth and loving well at Dallas Theological Seminary?

Please make your generous gift today using the secure form below:

One-Time Gift

Monthly Recurring Gift

Your Donation

\$50

\$75

\$100

\$150

\$ Other Gift Amount

Billing Information

Title

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Payment Method

Bank Account

Credit Card

Credit Card Information

Card Number

1234 1234 1234 1234



CVV

CVC

Expiration

MM / YY

Make My Gift

* Based a 82% statistical level of confidence

** Based a 92% statistical level of confidence



How to promote your offer



If y

me.

INTERNET

THAT'S NOT HOW THE FORCE WORKS





If you build it, they will **most certainly not** come unless you tell them about it.

- Me

Reaching Your Existing Email Subscribers



8 NEW DONOR WELCOME SERIES EMAILS YOU COULD SEND



The Thank You
Email



The Welcome
Email



The Content Offer
Email



The Survey Email



The Impact/Story
Email



The Monthly Ask
Email

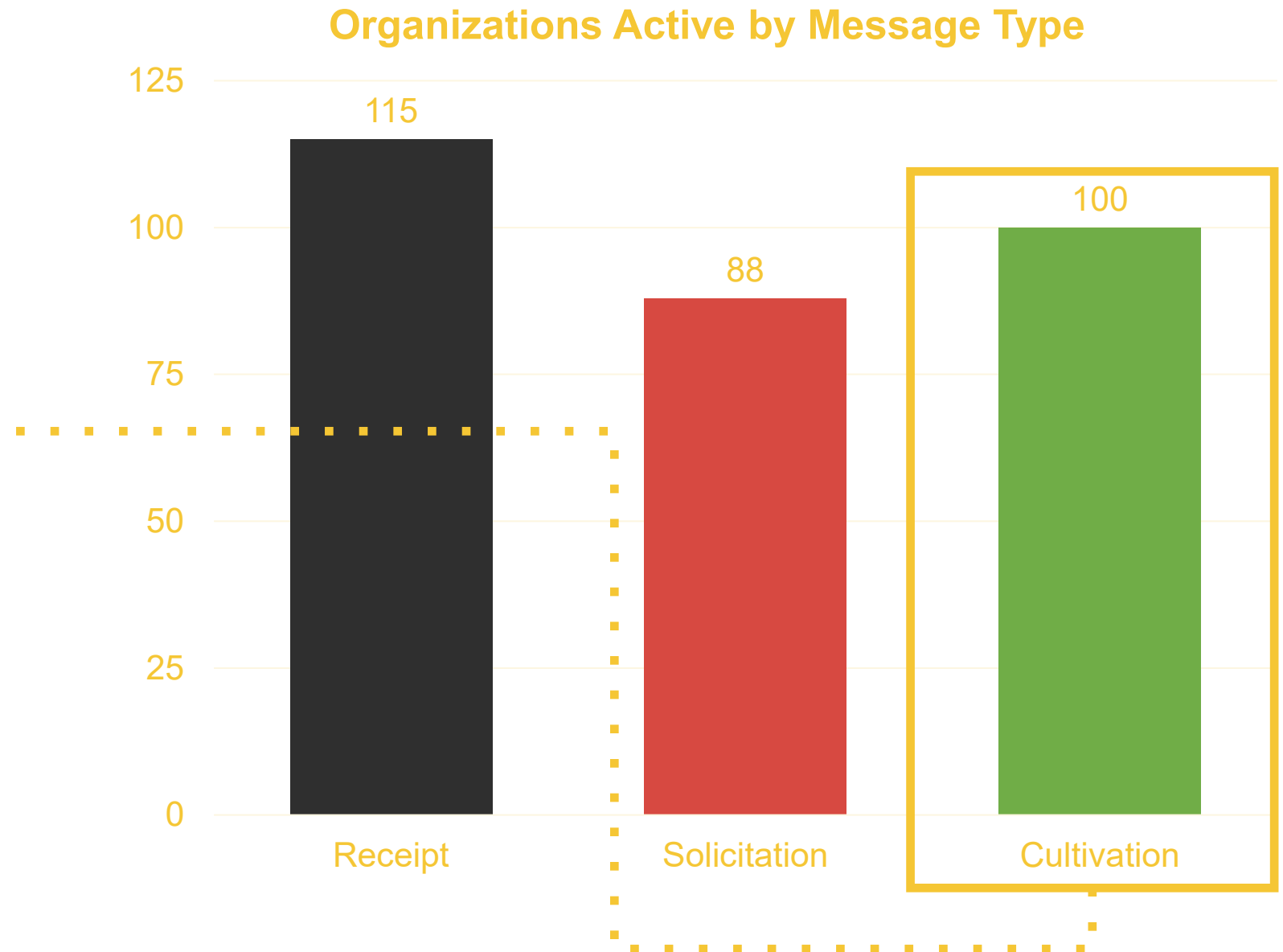


The Reply Back
Email

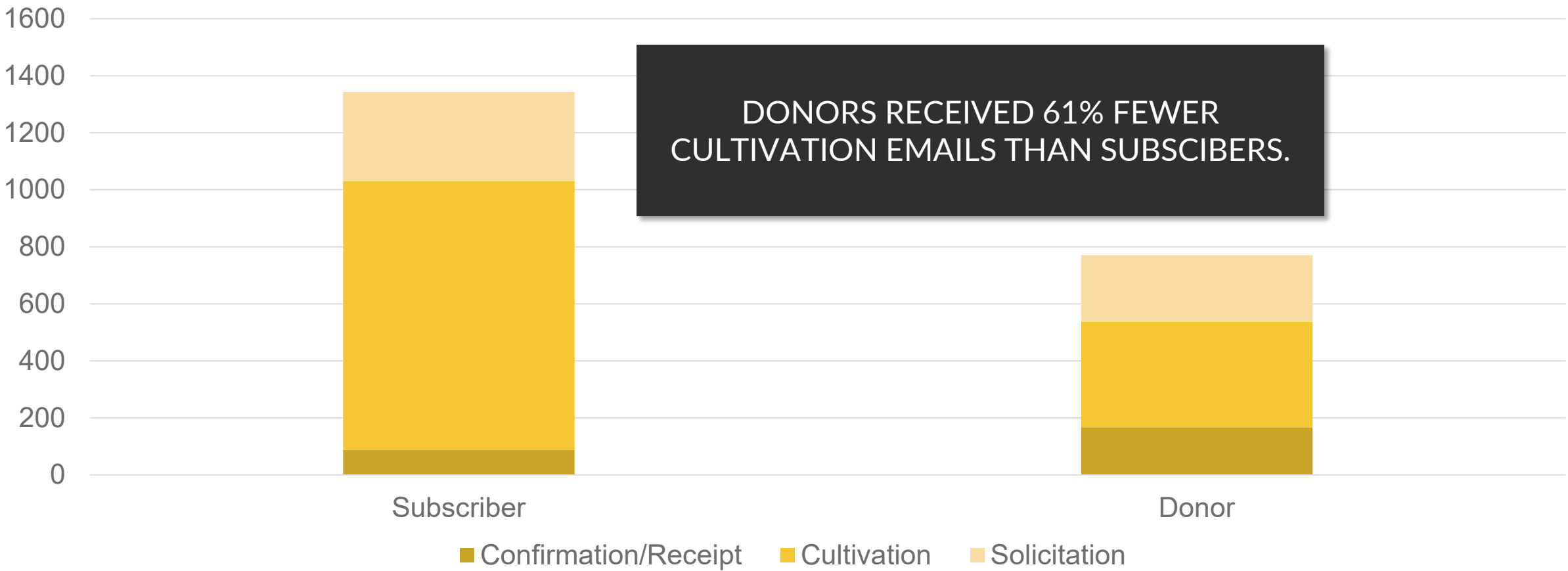


The Transition
Email

13% of organizations sent zero cultivation to any of their donors.



Type of Emails – Cohort Organizations



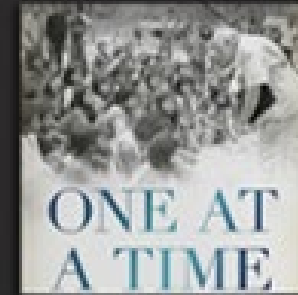
Key Takeaway #1

If you have a new offer, send it to your existing donors!



The Content Offer Email

Competency Autonomy Commitment



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

[Download Your eBook](#)

Dear Edward,

If you have been looking for a way to follow God's calling and bring lasting life-change to those who are hurting ... today is your day to do just that.

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

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

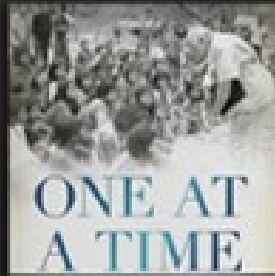
I hope that you will download it today because it offers a glimpse into the history of Food for the Hungry and the heart of our founder, Larry Ward.

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

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



SAMPLE EMAIL



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

[Download Your eBook](#)

Dear Edward,

If you have been like
those who are hurt

I have a unique op
Time.

[Please take a moment](#)

I hope that you will
the Hungry and the

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

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

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

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

- build transformational relationships,
- usher in justice,

Offering a free, valuable resource

Email #3

The Content Offer
Email



SAMPLE EMAIL

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

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

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

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

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

Food for the Hungry ...

Showing the connection of the
resource to the mission.

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

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

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

Serving together,

Gary Edmonds
President

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

Email #3

The Content Offer
Email



If available, add some **social
proof**



Control (no social proof)

Subscribe Share ▼ Past Issues Translate ▼ RSS 📡

Hi <<Informal Name>>,

I'm sending you this free resource in case you missed it earlier. Our e-book *Genesis 1: A Scientific Perspective* by astrophysicist Hugh Ross examines the relationship between the biblical creation account and the science that explains the beginnings of the universe, Earth, and life.

This e-book will help equip you with evidence for a Creator and to share that evidence with others. You'll be reminded of who God is, what he's done, and how all of creation points us to Jesus Christ and the life that's found only in him.

You can get the free e-book here: get.reasons.org/genesis-one-ebook-sf

In Christ,

Brett Tarbell
Digital Marketing Manager
Reasons to Believe

Our mailing address is:
Reasons to Believe
818 S. Oak Park Rd.
Covina, CA 91724

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Treatment - with social proof

Subscribe Share ▼ Past Issues Translate ▼ RSS 📡

Hi <<Informal Name>>,

Our team was looking through our records and I think you may have missed this free resource earlier. Our e-book *Genesis 1: A Scientific Perspective* by astrophysicist Hugh Ross examines the relationship between the biblical creation account and the science that explains the beginnings of the universe, Earth, and life.

Over 8,000 friends of the ministry have already downloaded this resource. Many tell us that this is one of the resources they hand out the most to non-Christian friends. Here's a quick note from someone who's doing just that:

"This little color booklet shows a very interesting scientific insight and theological perspective. Hugh Ross holds Scripture up as inerrant and inspired. This booklet gets to the point and is concise. I love its presentation of Ross's old-earth creationist interpretation of the early chapters of Genesis. I have given out MANY copies of this booklet and I still do so to this day. This is one of his best books. FIVE STARS." —Doug

This e-book will help you examine the evidence for a Creator and share that evidence with others. You'll be reminded of who God is, what he's done, and how all of creation points us to Jesus Christ and the life that's found only in him.

You can get the free e-book here: get.reasons.org/genesis-one-ebook-sf

In Christ,

Brett Tarbell
Digital Marketing Manager
Reasons to Believe



60%
In Donations*

* Based on a 88% statistical level of confidence



Don't forget to make the email look like it is from a **real person**, not a **marketing machine**



Control

The image shows the FamilyLife logo in green, with the tagline "Help for today. Hope for tomorrow." below it. Underneath the tagline is the text "A Cru Ministry" in a grey serif font, enclosed in vertical bars. Below this is a horizontal line. To the left of the line is a small photo of a man and a woman looking at a book. To the right of the line is a green button with the text "Donate Now!" in white.

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

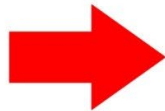
"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted. . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. [Your gift now](#) will also make a huge difference for a pastor couple, their church, and the community they serve. God bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

[illegible]

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.

Jenn, would you consider giving a special gift to FamilyLife that will help provide a scholarship for a pastor couple to invest in their marriage at this weekend getaway?

Your donation will give this faithful couple biblically-based insights to strengthen and improve their marriage, time to relax and rediscover the love between them, and tools and resources that will immediately impact their marriage.

This weekend will not only help a pastor in his marriage, but he will come away recharged and in a better position to minister to his congregation.

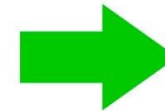
I can't think of a better way to invest in God's kingdom, than to invest in the people God has called to do His work.


Here is the link where you can make your gift: <https://donate.familylife.com/W/2017-07/index.php?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,
Dennis





FAMILYLIFE
Helping You Thrive in Christ

[A Cru Ministry]

Invest in God's Work By Strengthening a Pastor's Marriage

Ministry can create many challenges and strains on a pastor's marriage. Pastors work long hours, but the care of their congregation absorbs their time, and invest their love into the people God has called them to lead. And their spouses carry a load that few people ever see or understand.

When a pastor's marriage is struggling, educated and needing renewal, they often feel like they have nowhere to turn.

It's amazing that pastors' marriages endure so well despite these odds.

FamilyLife understands the struggles and challenges that pastors face. That's why over 25 years ago we established a FamilyLife Pastor's Scholarship Fund to make it possible for more than 100,000 pastors and spouses to attend our special marriage seminars. Welcome to Remarkable.

At this gateway, a pastor couple will learn how to:

- address issues as they arise, rather than letting "seminars issues" fester;
- resolve conflict in healthy, biblical ways;
- maintain a solid sexual connection with one another;
- forgive freely and completely;
- increase their commitment to their marriage, resulting in a stronger marriage and deeper ministry.

Wouldn't you consider making a special gift to familylife to provide a scholarship for a pastor couple to attend this life-changing event?

Many pastors' marriages have been strengthened because of this event. Here is what one of them had to say:

"I had been going through some issues of burned out, pastoring a very small church for years that we had not planned ... We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage gateway. Without it, we would not have afforded to go."

You will not only be investing in a pastor's marriage, but investing in the work that God is doing in a pastor's congregation and community.

Make your gift today using the secure form below.

SELECT AN AMOUNT

\$50

\$100

\$150




GIFT FREQUENCY

☐ I want to make a one-time gift

☐ I want to make a recurring gift on the of every .

ENTER PAYMENT INFORMATION

Amexlink indicates required fields.

Card Number*

Card Number

Expiration Date*

Security Code*

INDUSTRY*

CONTACT INFORMATION

First Name*

Last Name*

Country*

Address*

City*

State*

Zip*

Phone*

EMERGENCY CONTACT INFORMATION

Emergency Contact Name*

Emergency Contact Phone*

EMERGENCY CONTACT ADDRESS

Emergency Contact Address*


2729

INVESTMENT

Investment in God's Work

MAKE A GIFT

In Donor Conve



272%

In Donor Conversion



Content offer Email checklist

- ☐ Does your **Subject Line** sound authentic and prompt interest?
- ☐ Does your **body copy** focus on what they are getting (without focusing too much on YOU, the giver)?
- ☐ Does your **call to action** reinforce the value of the offer and the impact it will have on the reader?
- ☐ Does your **design** look like an email from a real person or something sent using a marketing template?



**Now Send it to your
subscribers!**



But what if I want NEW SUBSCRIBERS?



OPTIONAL: Create Posts
(organic or paid) to promote
it on social media



KEY QUESTION

How do you create an effective Facebook post?



Messaging & Copy

Proven Strategy #1

Short copy often leads to more clicks, but long copy leads to more conversions.



Greg Laurie
Sponsored · 🌐

Like Page

Gain a deeper understanding of heaven. This week my daily devotions focus on this important topic. Sign up to start getting these free devotions delivered to your inbox today.

NOT THIS



Greg Laurie
Sponsored · 🌐

Like Page

Many people think of heaven as some surreal, mysterious, dreamlike realm where people sit on clouds and strum harps. But as we continue to live out our life here on earth, it is important for us to know that heaven is a real place for real people—and God wants us to have a deeper understanding of it. This week, my daily devotions focus on the topic of heaven. Are you receiving this daily resource? If not, sign up to start getting these free devotions delivered to your inbox.

Learn more >>

During January, Pastor Greg Laurie is focusing heaven. Learn more about heaven through stuc

HARVEST.ORG

BUT THIS



316%

In Email Acquisition



Messaging & Copy

Proven Strategy #2

Focus on the value to the reader, not on your organization.

* 86% level of confidence



Wesley Family Services

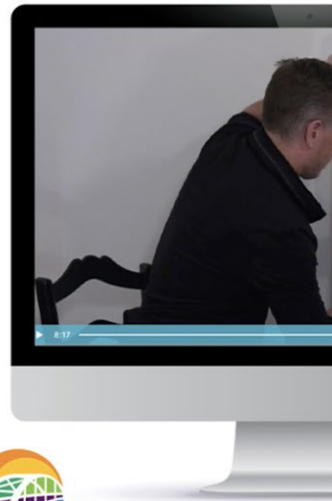
Published by Andrew Giddens · February 3 ·

When you have a teen or young adult with autism or intellectual disabilities in your care, you look for every resource and tool to equip them for a full and purposeful life. Teaching them how to navigate relationships in a healthy way is vital. And equipping them with life skills is key to their independence and confidence.

We understand, and we've been in your shoes. That's why we made the Healthy Relationships Curriculum and why we've made this video series free to you. It teaches important social boundaries and skills for building relationships and independence. With this series, you will help them learn how to do schoolwork at home, keep their room clean, and appropriately use video chat. It was designed just for them.

NOT THIS

Healthy Relationships Video Series



WFSPA.ORG

Activate your free video series today >

The Healthy Relationships Curriculum is a free

13



Wesley Family Services

Published by Andrew Giddens · February 3 ·

Do you care for a child who needs an extra boost in everyday skills like personal hygiene and caring for their belongings?

If you are looking for free resources to help a child in your care build confidence in skills like personal hygiene and online etiquette, we've got you covered with a video series from Healthy Relationships Curriculum. It covers the skills that are so important to staying on track in school, performing well at work, and maintaining healthy relationships.

In this free video series you will find lessons for them that will teach them crucial skills for independence. Topics include: Doing their laundry... Cleaning their room... Completing homework... Taking a Shower... and How to video chat appropriately.

When you sign up for this free series, you'll get a series built by experts of expertise working with students diagnosed with Autism Spectrum Intellectual Disabilities. You will get the same curriculum that has already helped students across the United States learn the skills they need to become more independent thanks to the Healthy Relationships Curriculum.

And now the child you care for can too.

172%

In Donations

Healthy Relationships Video Series



48%

In Conversions

Messaging & Copy

Proven Strategy #3
Make your call-to-action abundantly clear.



Buckner International
Sponsored · 🌐

In a world that is deviating further and further from the life-giving, God-honoring principles of the Bible, we as parents want to say, like Joshua, "As for me and my household, we will serve the Lord"!

Renew your commitment to live according to the truths of Scripture and pass those truths to the next generation.

Let's boldly proclaim that we wholeheartedly believe the Bible and want to parent our kids according

NOT THIS



Buckner International

Written by NextAfter Facebook [?] · October 29 at 2:22 PM · 🌐

In a world that is deviating further and further from the life-giving, God-honoring principles of the Bible, we as parents want to say, like Joshua, "As for me and my household, we will serve the Lord"!

Renew your commitment to live according to the truths of Scripture and pass those truths to the next generation.

The first step towards true change is to make our intentions known to others.

That's why we want to invite you to sign the pledge to boldly proclaim that you wholeheartedly believe the Bible and want to parent your kids according God's Word.

Add your name today!

BUT THIS



SECURE.BUCKNER.ORG

Sign the Parenting Pledge

By adding your name to the pl

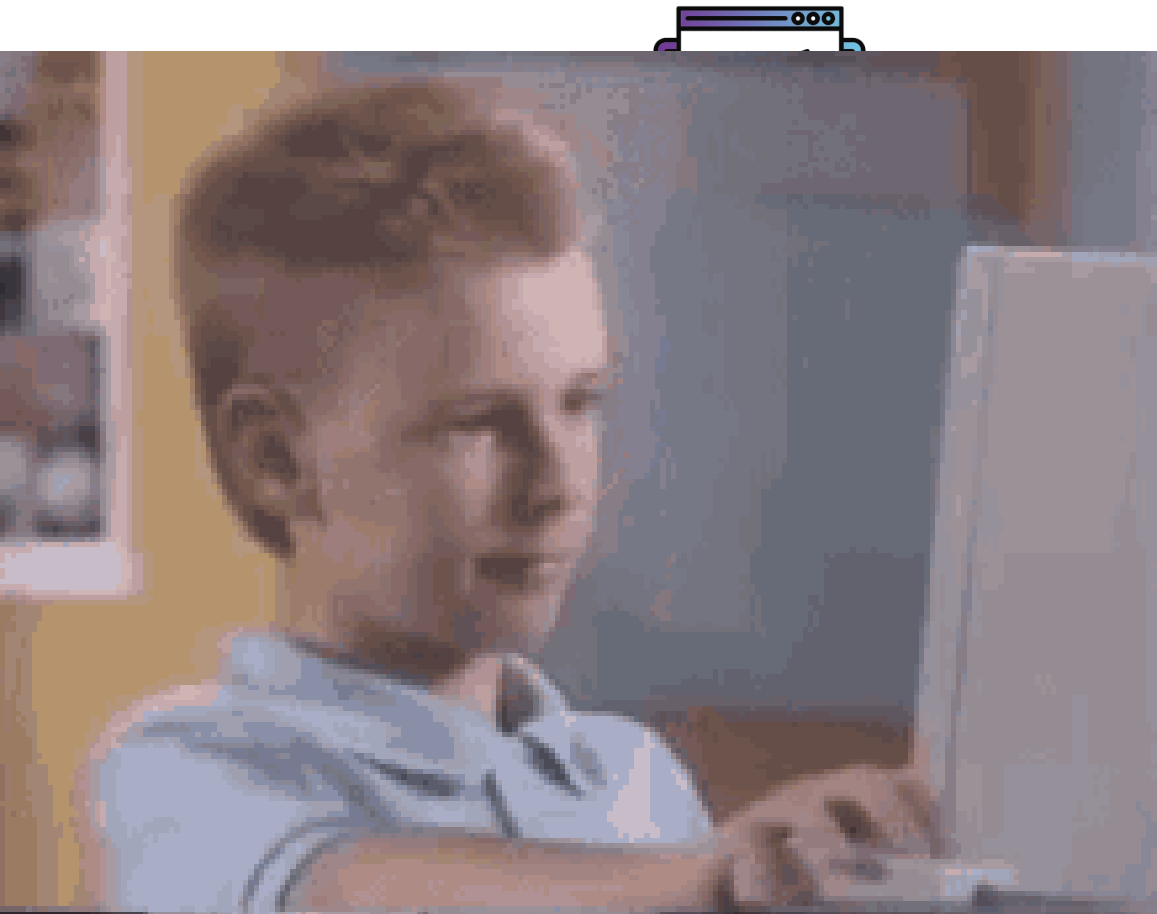


31%

In Emails Acquired



You now understand how...



Get a Donation

Implementing an
Instant
Donation Page



Build a network

Getting People
to See Your
Offer



Homework



Homework: Part 1

**Create your offer landing and
donation pages**

Homework: Part 2

Email your offer to your housefile

- Create an authentic email promoting the offer and leading to the landing page and send it to your housefile

Level Up Homework | Month 10, Promoting your new content offer!

Your homework this month is to build your content offer landing page, donation page, and email promoting it to your subscribers. Once you are done, take a screenshot of each and upload it below! Alternatively, you can upload a doc or PDF showcasing each part of the offer funnel.

When you're finished, share what you worked on in Slack!

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

The name, email, and photo associated with your Google account will be recorded upload files and submit this form

* Indicates required question

Email *

Your email

Showcase your work using this secure form! *

Upload 1 supported file: PDF, document, or image. Max 100 MB.

[Add file](#)

Submit

Clear form

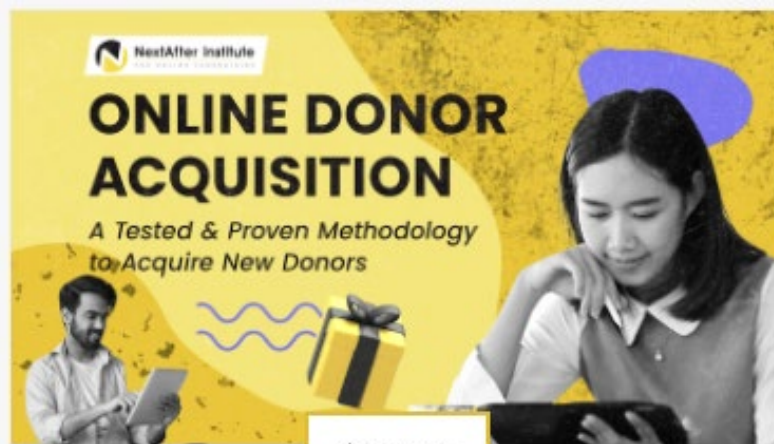


Instructions

1. Take screenshots of your landing page, donation page, and email
2. Upload your Content Offer using the Google Form

Dive Deeper



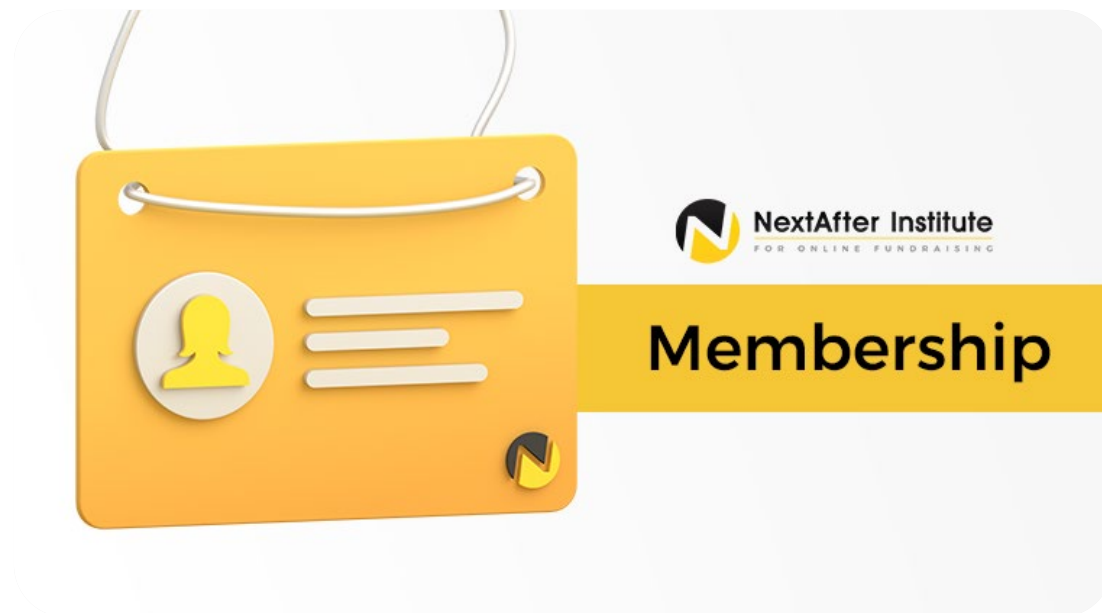


\$299.00

Online Donor Acquisition

In this 6-session course, you will learn the 4-step model to acquiring new donors online that can be used over a wide variety including web traffic, email, Facebook advertising, Google Ad grants, and more.

Included in your NextAfter Institute membership!



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

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





Level Up Resources



A screenshot of the Colorado Gives Foundation website. The header is dark blue with the 'COLORADO GIVES' logo on the left and navigation links ('About Us', 'Ways to Give', 'Donate') on the right. Below the header is a large banner with a photo of four people (three men and one woman) sitting around a table, looking at a laptop. The banner text reads 'Level Up Digital Fundraising Resources' and 'Made possible by Schlessman Family Foundation'. Below the banner is a section titled 'Onboarding Resources' with a sub-header 'As part of the Level Up program, we encourage your team to watch these instructional videos for utilizing the giving platform year-round. Explore the complete ColoradoGives.org digital fundraising webinar library for complete video guidance.' and a link 'Still have questions? Explore our support FAQs for additional information.' Below this are three video thumbnails: 'ColoradoGives.org | The Basics', 'ColoradoGives.org | Beyond The Basics', and 'ColoradoGives.org | Expedient Donation Forms 101'. Below these is a section titled 'Fundraising Strategy Courses' with a sub-header 'NextAfter™ Training Webinars'. Below this is a video thumbnail titled 'Level Up Digital Fundraising'. At the bottom, there is a list of upcoming events: 'SEMI-ANNUAL 1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024', 'SEMI-ANNUAL 2 | Crafting Compelling Appeals: Mastering the Art of Value Propositions', 'MILESTONE | Copywriting Courses 1.0 & 2.0 Begin', 'September 25 | WEBINAR 3 | 1 Year Impact: Defining Your Colorado Gives Day Event Strategy', 'October 25 | WEBINAR 4 | Strategic Countdown: Mapping Your Year-End Campaign Strategy', 'November 1 | MILESTONE | Early Giving Begins for Colorado Gives Day 2024!', and 'November 22 | WEBINAR 5 | 1 Year Impact: Optimizing Your Foundation Pages for Colorado Gives Day 2024'.



Don't forget to embed your donation form to streamline your campaign!

Questions?





Home

DMs

Activity

Automations

More

LEVEL UP | NextAft...

Threads

Drafts & sent

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 10:00 AM (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, our staff member will receive a Certificate in Fundraising Copywriting. You will discover how to apply Philanthropic Psychology to your next fundraising campaign content. You will learn how organizations can effectively embrace both immediate contributions and donor lifetime value.

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 complete 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, team or 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 10, 2024

Copywriting 2.0 (Returning) Participants:

This advanced Copywriting 2.0 Course is reserved for organizations that have completed the Copywriting 1.0 Course. It serves as a capacity-building workshop series of expanding philanthropic psychology principles throughout your entire organization.

Copywriting 2.0 Program Details:

This course offers 3 x half-day virtual training sessions with live/in-person 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 maintain per participating nonprofit. Staff members attend the workshop to lead the project within the workshop.

• Consider inviting from your team: CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduate

• Please send all communication examples per participating nonprofit to: Brand@coloradogives.org by July 15, 2024

ColoradoGives.org

Level Up Your Digital Fundraising

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

B I

Message #general

+ Aa