



Level Up | New Year, New Donors

Part 1: The New Donor Welcome Series

Level Up Training Session | January 22, 2024



ICE BREAKER

What's your biggest fundraising priority in 2025?

Chat it!

Housekeeping

What to expect from today's session

1

Understand how a New Donor Welcome Series **impacts critical metrics.**

2

Create an effective Welcome Email for your New Donor Welcome Series.

Action Item

Write (or re-write) your new donor welcome email.

Make a Copy First



Copy document

Would you like to make a copy of **Level Up | Activities for January Session with NextAfter?**



Make a copy

Worksheet

	A	B	C
Make a Donation to Your Organization			
Table1			
Question	Answer	Anything specific to note?	
Were you able to successfully donate to your organization?	<input type="checkbox"/>		
Were you asked to take a clear next step on the confirmation page?	<input type="checkbox"/>		
Did you receive an immediate confirmation email?	<input type="checkbox"/>		
Did you receive an immediate receipt? (this could be part of the confirmation email)	<input type="checkbox"/>		
On a scale of 0 to 3, how welcomed, thanked, and informed would you feel as a new donor?	<input type="checkbox"/>		



not
What is a New Donor
Welcome Series?

“We send a thank you email!”

“We’ll send them a thank you, and then they’ll get our monthly newsletter.”

“If they opt-in to emails on the donation form, then we’ll add them to our email system.”

“They get the receipt. And then they’ll get a thank you note in the mail in a couple weeks.”

“Once we get a new donor, it takes us about 2 weeks to put them into our system – and then they get an email welcome series.”

New Donor Welcome Series

Definition

A **fixed-length** email series that is **automatically** sent to **new donors** once they give—designed to **thank** donors, **cultivate** them, **activate** a 2nd gift, and lead to better **retention**.

How do you know when
you need a new one?

Reason #1

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



45% of nonprofits sent nothing to new postal donors.



18% of nonprofits sent nothing to new online donors.



33%

of organizations did not send any cultivation within the first 90 days of donating.



51%

of organizations made no attempt to ask for 2nd gift within the first 90 days of donating.

Messages	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate	Spam rate	Bounce rate	% of cycles
1	90.09%	27.06%	30.03%	0.75%	0.05%	3.01%	39.98%
2	71.86%	19.77%	27.52%	0.57%	0.03%	2.49%	8.74%
3	63.82%	15.14%	23.73%	0.63%	0.03%	2.13%	5.88%
4	57.69%	11.16%	19.34%	0.71%	0.05%	2.03%	5.63%
5	52.43%	10.83%	20.66%	0.65%	0.04%	2.41%	3.93%
6	47.47%	8.34%	17.56%	0.67%	0.03%	2.43%	3.24%
7	47.47%	8.34%	17.56%	0.67%	0.03%	2.43%	3.24%
8	54.83%	7.00%	12.76%	0.62%	0.04%	1.66%	3.02%
9	51.60%	9.26%	17.95%	0.51%	0.03%	1.48%	2.26%
10	40.75%	3.87%	9.51%	0.52%	0.03%	3.26%	2.42%
11	62.27%	8.51%	13.66%	0.36%	0.02%	1.54%	1.26%
12	29.78%	4.33%	14.53%	0.22%	0.02%	0.89%	2.14%

90%

47%

29%

GetResponse customer data analyzing 7 billion emails sent in 2021

 Campaign Monitor

Welcome email read rates are **42% higher** than the average email.

Reason #2

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

Control

Sender:

Jay Goldberg, Director –
Canadian Taxpayers Federation

Treatment

Sender:

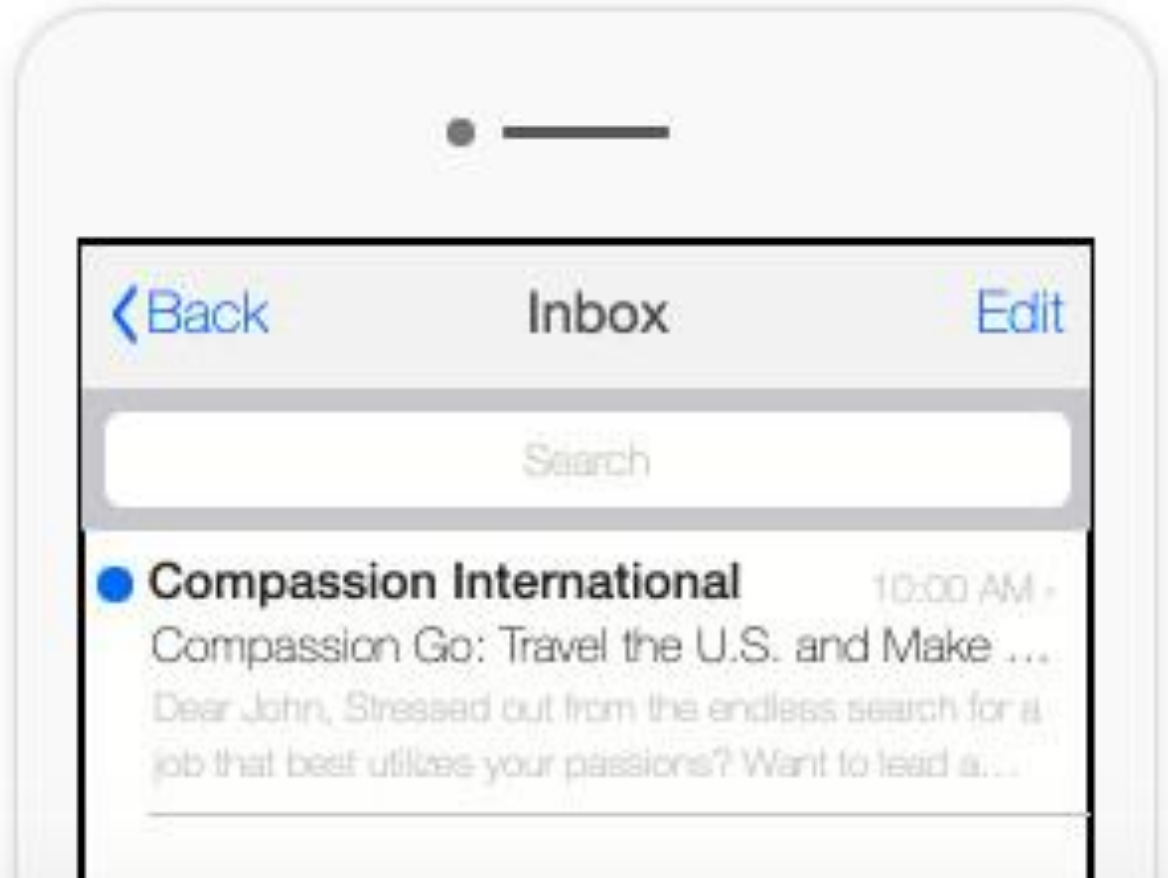
Jay Goldberg, Director



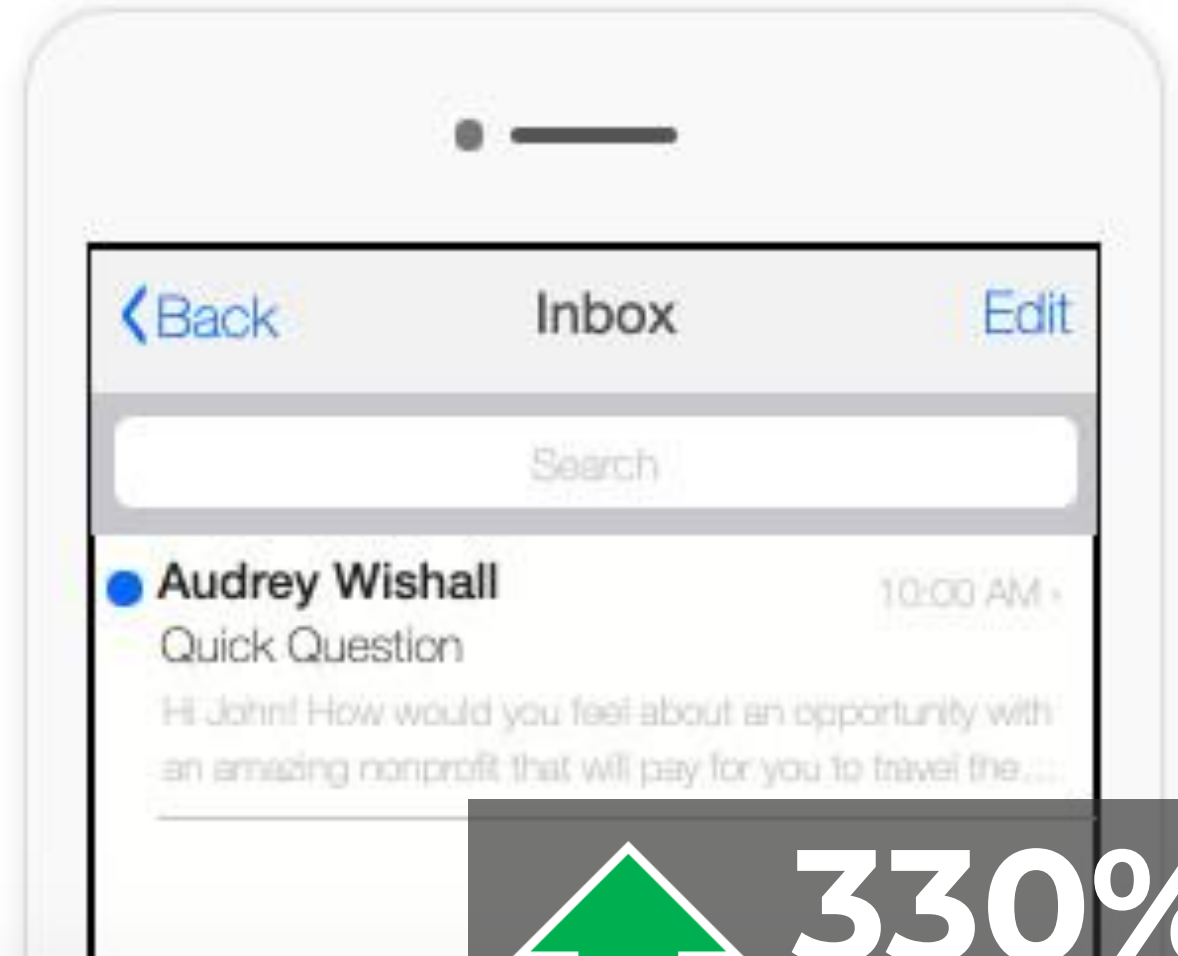
7%

In Opens

Control



Personal Style




330%

In Opens

Reason #3

The emails look like “best practice” marketing emails using designed HTML templates with images, logos, etc.

Templatized Newsletter




Hi Friend,

We've published a few resources on the DTS Voice recently that I thought you'd find interesting. I didn't want you to miss out, so I wanted to send them over today.

I hope you enjoy these resources!

Sincerely,
Jacob Beck


A Christian Without Community is like a Song without Melody



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

[Read the article »](#)


The Church's Role in Culture



In this episode, Drs. Darrell Bock and Michael Easley discuss the Church's role in culture, focusing on cultural engagement methods and strategies.

[Listen to the podcast »](#)

The Lessons We Learned Putting Faith in Films



Alex Kendrick, president of Kendricks Brothers Productions as well as screenwriter and film director, walks through his journey of filmmaking and shares lessons along the way about maturing in faith and remaining dependent on the Lord.

[Watch the chapel message »](#)


Dallas Theological Seminary 3909 Swiss Avenue Dallas Texas 75204

You received this email because you are subscribed to Marketing Information from Dallas Theological Seminary .

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

Simplified Newsletter



Hi Friend,

We've published a few resources on the DTS Voice recently that I thought you'd find interesting. I didn't want you to miss out, so I wanted to send them over today.

- [A Christian Without Community is like a Song without Melody](#)
- [The Church's Role in Culture](#)
- [The Lessons We Learned Putting Faith in Films](#)

I hope you enjoy these resources!

Sincerely,
Jacob Beck

Dallas Theological Seminary 3909 Swiss Avenue Dallas Texas 75204

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Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)



77%

In Clicks

Version A

Hey, fellow optimizer!

Are you keeping up with the latest experiments and findings in digital marketing and online fundraising?

I know, I know. This may be a loaded question because of the angst you can feel when juggling multiple hats all while staying current with industry trends. So I'm going to guess that browsing through experiments on NextAfter's website is more than likely the last on your list.

To put it into a few words, *who truly has the time?*

But I believe I have a fix for that. While I can't add more hours to the day, I can bring you the latest experiments directly to your inbox so that you don't need to spend the time combing through the internet just to get new ideas.

We'll call it ***Learnings from the Lab***.

So let's dive in.



How adding a privacy statement on a landing page improved visitors' trust and made visitors share their email address.

[Discover the results »](#)

How using "rally together" messaging on the donation page increased the overall number of donations and revenue generated for a recurring giving program.

[Discover the results »](#)

Version B

Hey, fellow optimizer!

Are you keeping up with the latest experiments and findings in digital marketing and online fundraising?

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Learnings from the Lab

[Discover how adding a privacy statement on a landing page improved visitors' trust and made visitors share their email address »](#)

[Discover how using "rally together" messaging on the donation page increased the overall number of donations and revenue generated for a recurring giving program](#)

[»](#)





One Last Thing for You

Hopefully, these experiments inspire you to test some new things in your own online fundraising. If you want to dive deeper into other ideas and strategies to test, grab your **free** copy of [The Best New Online Fundraising Research Journal](#).

In the research journal, **you'll find 15 experiments that our team ran with various client organizations**. Each experiment takes a deep dive into the experiment design and the results.

Good luck and happy testing!



Get Your FREE Copy of the Online Fundraising Research Journal »



One Last Thing for You

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In the research journal, you'll find **15 experiments that our team ran with various client organizations**. Each experiment takes a deep dive into the experiment design and the results.

You can get your FREE copy of the Online Fundraising Research Journal here: <https://www.nextafter.com/best-new-online-fundraising-research-journal-feb-2023/>

Good luck and happy testing!

- Michelle

--

Michelle Harvey
NextAfter
 Research Associate



Reason #4

Your current welcome series isn't focused on cultivation.

It mainly shares updates about your organization and offers other ways to give.

Control



Survey » About » Story with Donation Ask (x3) »
Direct Appeal » Newsletter Handoff

Treatment



Survey » About » eBook Offer (x6) »
Newsletter Handoff

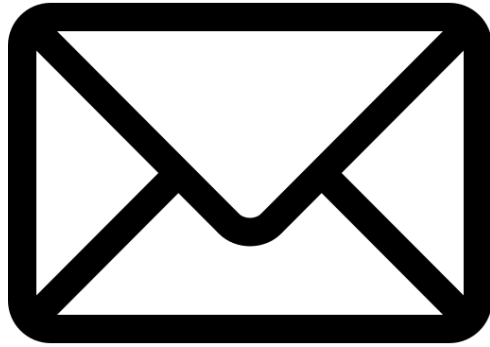
No Direct Donation Appeals



920%

In Donations

*Framed as cultivation –
not another appeal.*



*Makes a donation appeal
with a form on the page.*



Email

Landing Page

Instant Donate Page

*Read more about the offer
and fill out a form to get it.*

Reason #5

**You've never run an a/b test in your
new donor welcome series.**

(Or haven't touched it in 2+ years)

Traditional Welcome Series

Email 1: Marriage Resources

Email 2: Product Offer

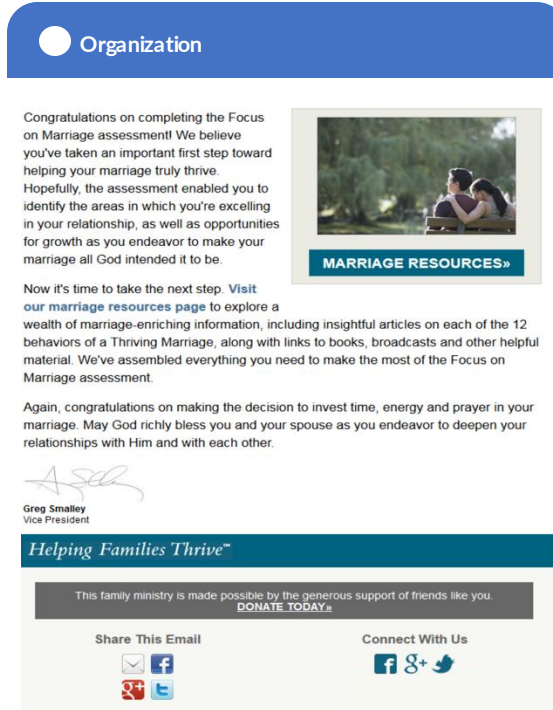
Email 3: Product Offer

Email 4: Digital Resources

Email 5: Digital Resources

Email 6: Digital Resources

Email 7: Digital Resources



Humanized Welcome Series

Email 1: Reply Back

Email 2: Digital Resource

Email 3: Digital Resource

Email 4: Reply Back

Email 5: Product Offer

Email 6: Digital

RECEIVED OVER 1500 RESPONSES

Hi Kristen,

It's been a while since you took the Focus on Marriage Assessment, and I'm just wondering how things have been going since then. Have you been working to improve your marriage in some areas?

I want you to know that I'm here to support and encourage you, along with the rest of our team. If there is a way we can strengthen your marriage, please let us know. We have a point you to resources on that we can help with.

As you have worked to improve your marriage, what have been the biggest challenges? We would love to know how things are going. Please feel free to reply back and let me and my team of experts know how we can help you with that. Because someone will reply personally, please know it may take a few days for us to respond.

I pray that God blesses:

Greg Smalley
Vice President, Marriage

33%

In Opens

42%

In Clicks

875%

In Donations

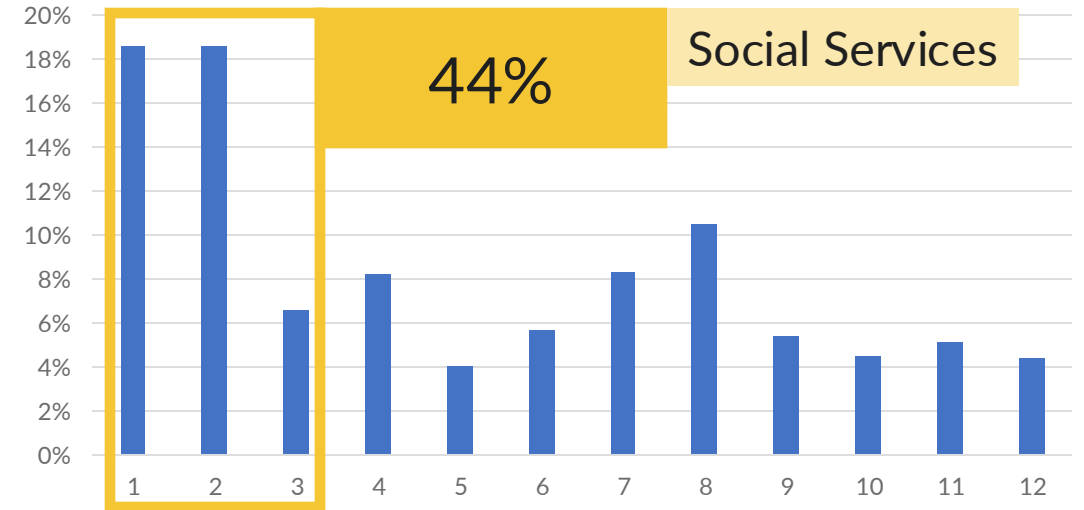
99%

In Revenue

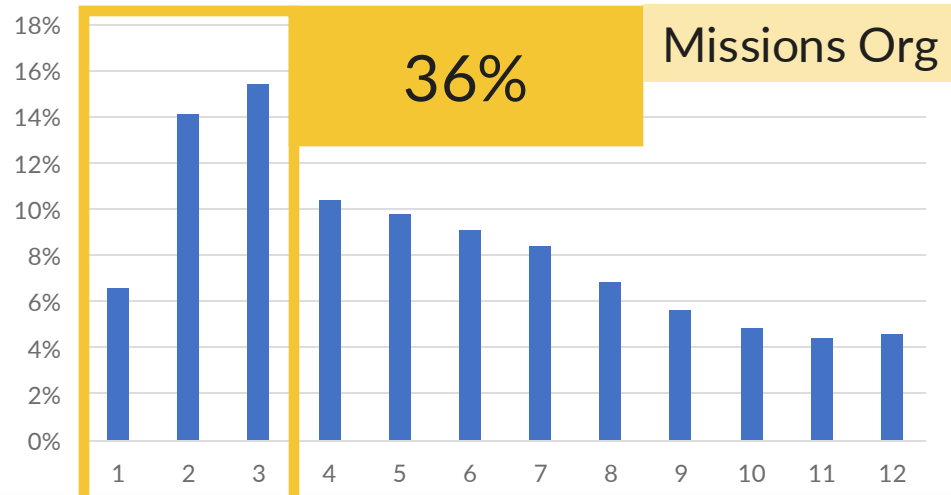
If you're still not convinced
it's *really* that important...

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

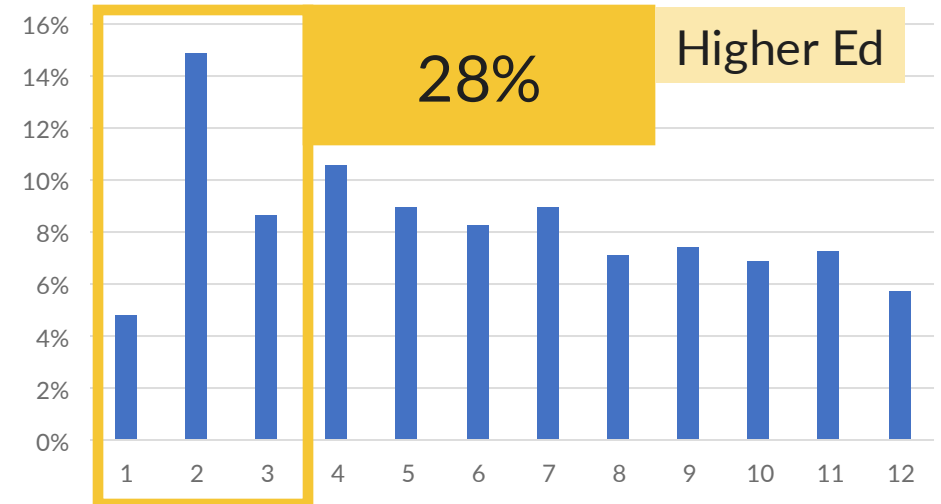
% of 2nd Gifts By Month

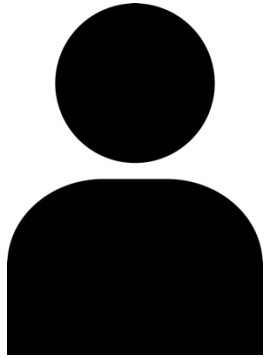


% of 2nd Gifts by Month

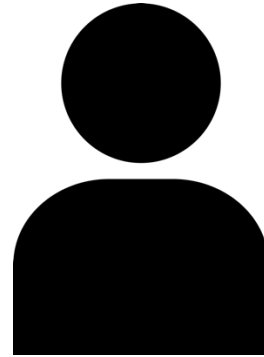


% of 2nd Gifts by Month





VS



New Donor
Gave 1 Donation in Year 1

21%

likelihood to retain in year 2

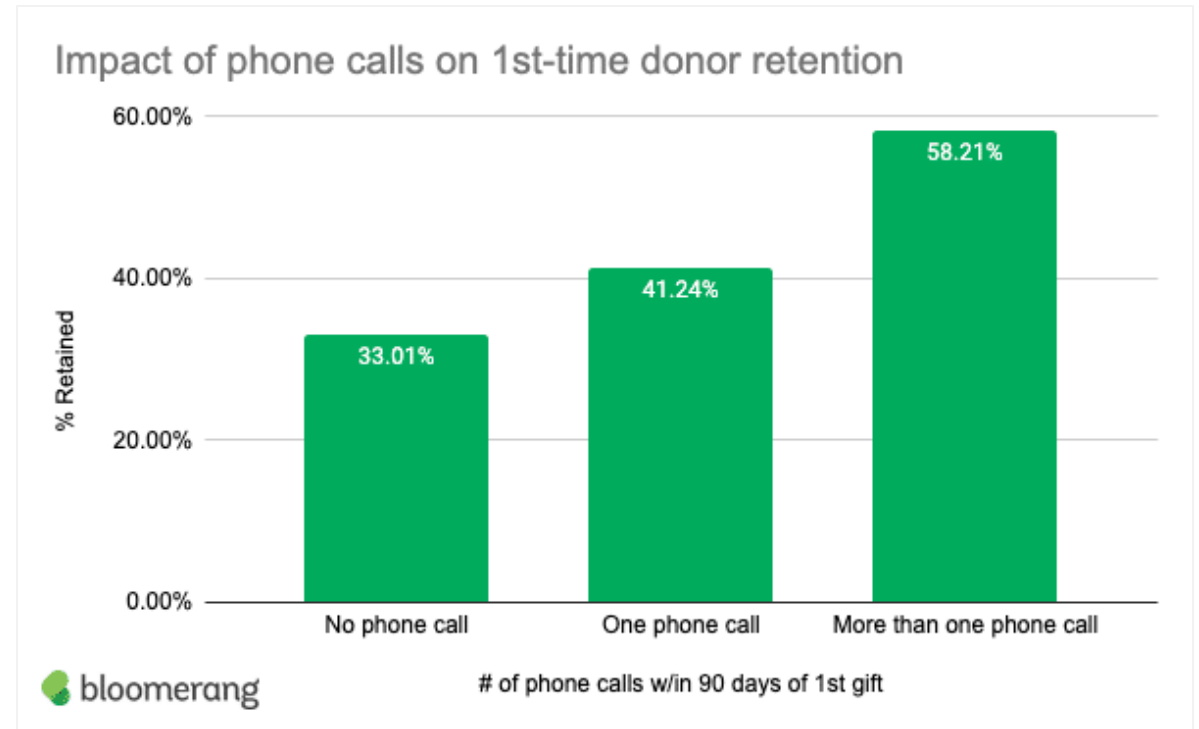
New Donor
Gave a 2nd Gift in Year 1

45%

likelihood to retain in year 2

114%
increase in new donor retention
if we can get them to give a 2nd gift in year 1.

New donors who receive a phone call within 90 days are nearly **25% more likely to retain.**





5 Minutes

ACTIVITY

Make a live donation to your organization.
Answer the questions on your worksheet as you go!

Your gift could be as low as \$5.

Table1 ▾



Question



Answer



Anything

Were you able to successfully donate to your organization?

Were you asked to take a clear next step on the confirmation page?

Did you receive an immediate confirmation email?

Did you receive an immediate receipt? (this could be part of the confirmation email)

On a scale of 0 to 3, how welcomed, thanked, and informed would you feel as a new donor?

GROUP SHARE

What did you learn?

Anything interesting or surprising you observed?

The Framework

of a New Donor Welcome Series

8 emails to send in the first 24 days



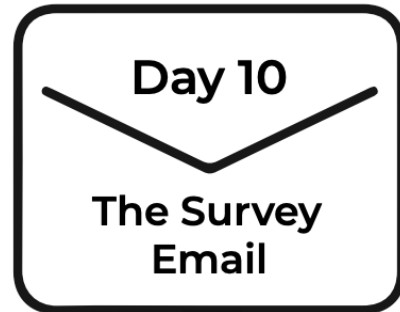
Goal: Connect with donors and establish trust



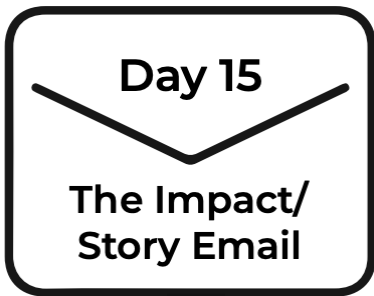
Goal: Share the values and beliefs of your organization



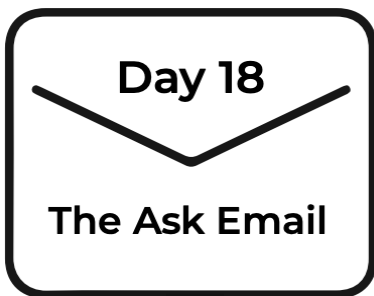
Goal: Show commitment by sharing a resource



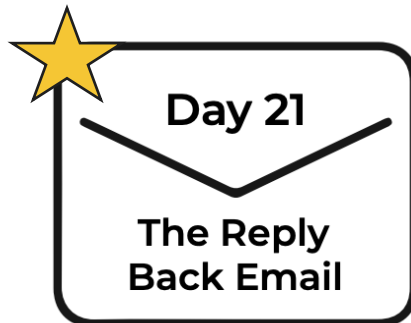
Goal: Engage with donors and learn what is important to them



Goal: Remind the donor of their impact



Goal: Promote monthly giving

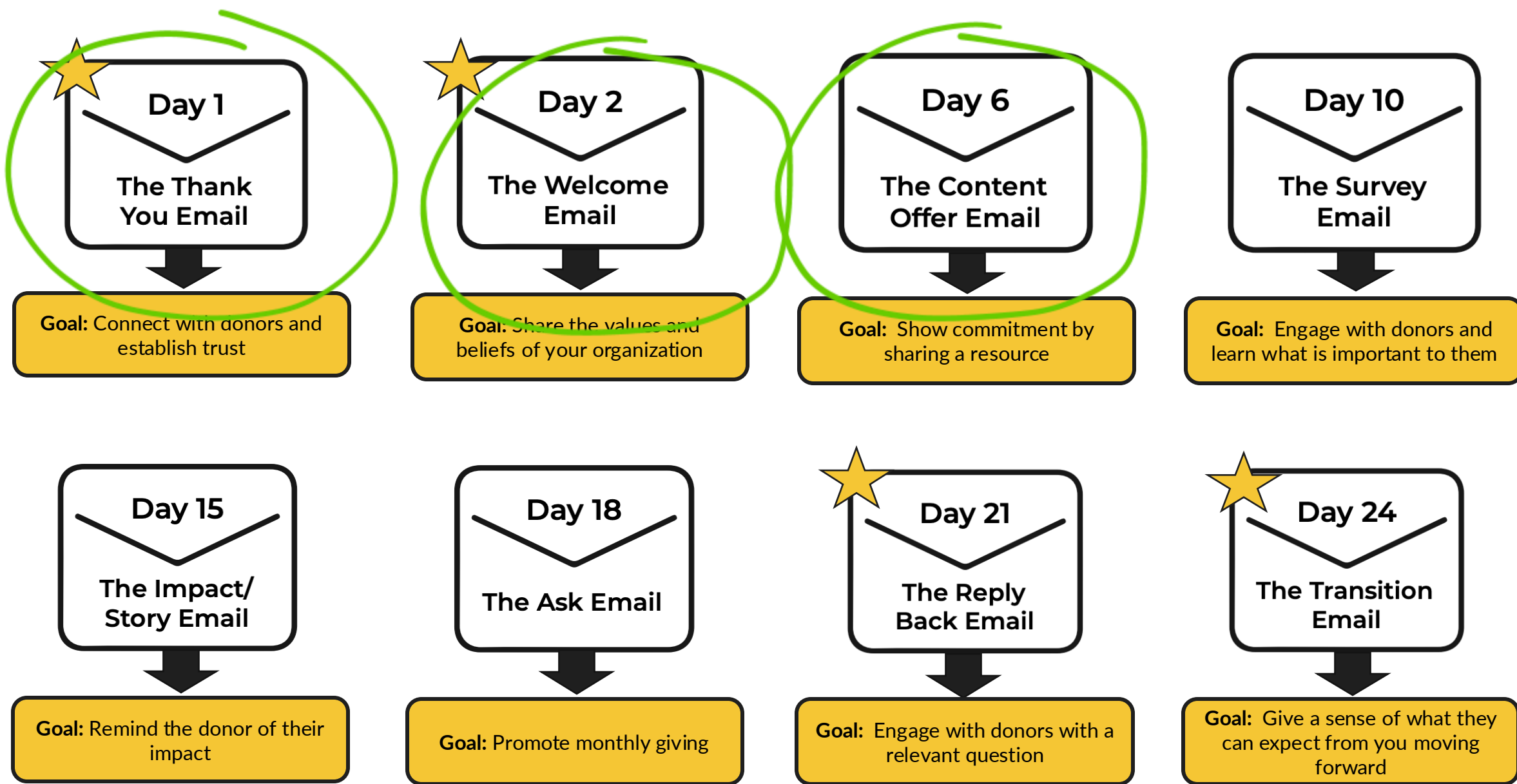


Goal: Engage with donors with a relevant question



Goal: Give a sense of what they can expect from you moving forward

8 emails to send in the first 24 days



The Thank You Email

The Thank You Email

Goals: Trust • Competency • Connectedness

Recommended Sender:
Chief Development Officer or equivalent

Email #1

The Thank You
Email

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



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

Dear Trent,

Email Checklist

- Sole focus is to thank new donors
- Confirm the donation and the tax deduction eligibility
- Express your gratitude for the donation
- Refer to the donor as a generous person
- Share how the donation will be put to use
- Provide your contact information for follow-up
- Do not ask for any further action

Laura

Donor Support Team
Prison Fellowship International
Washington, DC, USA
+1.703.481.0000 | pfi.org



SAMPLE EMAIL



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

Dear Trent,

Thank you for your support of Prison Fellowship International! We are grateful for your generosity and your help and restoration to thousands of prisoners, ex-prisoners, and their children.

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

And you're helping prisoners, like Yvonne's parents, too. Our in-prison evangelism and discipleship program, The Prisoner's Journey, is now in nearly 700 prisons throughout 41 countries. In 2019, more than 306,000 prisoners graduated with a newfound knowledge of the gospel message. Our in-prison restorative justice program, Sycamore Tree Project: Justice and Peace, helped nearly 11,000 prisoners in 10 countries transform from victim-makers to peacemakers.

This work is so important to the restoration of families and communities around the world. I have attached some recent testimonies --I hope these bless you.

If you have any questions, we can be reached at 703.481.0000, or at donorsupport@pfi.org. *If you have a spare moment, would you share with us how you learned about PFI?*

God bless you and keep you,

Laura

Donor Support Team

Saying thanks and encouraging the donor's generosity.

Email #1

The Thank You
Email



SAMPLE EMAIL



PFI
to tre

Dea

Tha

restor

Showing how the gift is being used through impact stories.

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

You're helping us care for nearly 6,000 children of prisoners in 9 countries through our children of prisoners program. 14-year-old Yvonne, in Rwanda, experienced loss early in life when both of her parents were imprisoned. In Rwanda, children under 18 are not allowed to visit their parents in prisons, so Yvonne has not been able to maintain this vital connection. But your tangible care is giving her—and thousands of children worldwide—the opportunity be cared for and feel loved. Your gift helps them live in safety, stay in school, receive medical care, as well as the spiritual and emotional support that is so important to helping them build their confidence and strengthen their hope. Yvonne says, "My life has changed."

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God bless you and keep you,

Laura

Donor Support Team

Email #1

The Thank You
Email



SAMPLE EMAIL



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

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God bless you and keep you,

Laura

Donor Support Team

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

Email #1

The Thank You
Email



No Personalization

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

With Personalization

Hi Jeff,

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We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation



270%

In Clicks



ColoradoGives.org Tools

Custom Confirmations & Integrations

Museum of Contemporary Art
Denver

Checkout > Donation Receipt

+ Nathan

Send test receipt

Donation Receipt

Preview and customize the receipt automatically emailed to donors.

Customize Message


🔗 ¶ ▾ ☰ ▾ ☰ ▾ 😊 <> Save Cancel

Click here to begin composing!

Characters : 0/5000

Add your custom thank you message here.

Receipt Preview



Congratulations! You are making good happen by using ColoradoGives.org to make a donation supporting Colorado's nonprofits! ColoradoGives.org makes donating online easy, safe, and convenient. We hope your experience was a good one.

When you receive your credit/debit card or bank statement, please remember that your total donation will appear as a charge of \$10.00 from ColoradoGives.org.

Donation Receipt

Nonprofit Educational Webinars

Colorado Gives 365 offers year-round opportunities to connect, share and learn from industry experts and each other. Check out our past digital fundraising webinars and workshops to get inspired. Sign up for our monthly emails with information on features, training, and tips.

Sign Up

Colorado Gives Day Marketing & Fundraising Media & PR Social Media Capacity Building

The Basics - What Tools Should I Use?

Join Colorado Gives 365 for a refresher on all the fundamental tools you can use to raise more money on Colorado Gives Day and year-round!

Presentation



Beyond the Basics

The Colorado Gives Foundation team takes nonprofits on a deep dive into the tools & strategies, such as P2P fundraising, that drive donations and success on Colorado Gives Day.

Presentation



Customize the whole checkout flow on ColoradoGives.org including the form, thank you page, and receipt.

coloradogives.org/p/nonprofits/pastwebinar



Integrations

Integrations allows you to automatically link your Mightycause data to hundreds of external tools, including email, donor management databases, and more through the use of Zapier. For more information and step-by-step videos check out our helpful [guide article on Integrations](#).



Subscribe new donors to a Constant Contact list

Constant Contact + Mightycause

Use this Zap



Add new donors from Mightycause to Mailchimp lists

Mailchimp + Mightycause

Use this Zap



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

Facebook + Mightycause

Use this Zap



Push new Mightycause donations to Google Sheets spreadsheet row for new Mightycause donations

Google Sheets + Mightycause

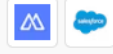
Use this Zap



Send a thank you email via Gmail for new Mightycause donations

Gmail + Mightycause

Use this Zap



Create new Salesforce contacts for new Mightycause donors

Mightycause + Salesforce

Use this Zap



Get Slack notifications when someone interacts with your Mightycause fundraiser

Slack + Mightycause

Use this Zap



Add new Mightycause donors to a Hubspot workflow

HubSpot + Mightycause

Use this Zap

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



The Welcome Email

The Welcome Email

Goals: Trust • Competency • Connectedness

Recommended Sender:
Executive Director, CEO, or
Chief Development Officer

Email #2
The Welcome
Email

Email Checklist

- State your values, beliefs, mission, and who you seek to serve.
- Reflect on the community they've joined by becoming a new donor.
- Invite them to learn more with a link to an article, welcome video, or other content.

With you, we're a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.

Your gifts are already making a difference in this fight. Because of you, families are being freed from forced labor. Children are being rescued from sex trafficking and violence. Vulnerable widows no longer stand alone. **This rescue and restoration can only happen because people like you are with us!**

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.



IJM
Welcome!

SAMPLE EMAIL



Trent, thank you for joining the fight to end slavery! We're excited you're with us.

Just to make sure we've introduced ourselves properly...

We are International Justice Mission (IJM), a global organization that partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

Email #2
The Welcome
Email



SAMPLE EMAIL

With you, we're **a community of activists, abolitionists, prayer partners and justice seekers fighting to end modern-day slavery and violence against people in poverty around the world.**

Your gifts
families a
sex traffi
rescue a
are with

Inviting the donor into a community with shared values, goals, and beliefs.

We are also here for you. If you ever have questions or need help managing your giving, please reach out to us at giving@ijm.org.

You can also manage your profile and giving at [Your Portal](#). Just enter your information and click *Create Account* to get started. Be sure to use the email address we have on file for you – trent.alexus@loveyourgrub.co – you can always change it later!

[SIGN IN NOW](#)

In the coming weeks, you'll start receiving stories about survivors, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. You're an important part of this movement, and we want

Email #2
The Welcome
Email



SAMPLE EMAIL

In the coming weeks, **you'll start receiving stories about survivors**, updates on how the fight to end slavery is growing and opportunities for you to make a greater impact. We'll also share with you ways to get involved and how you to see...

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

Thank you

Until all
The IJM Team

P.S. Don't forget — add connect@ijm.org and giving@ijm.org to your address book, trusted sender list or company whitelist to make sure our emails don't get filtered out of your main inbox, and feel free to reach out to us at either address if you ever have any questions!

Email #2
The Welcome
Email



[IJM.org](#) | [Donate](#)

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

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



Multiple CTA Links

Dear Friend,

I have good news to share with you! There's an incredible initiative that is doing exactly what it was designed to do. It's called Invest in Kids, and it's helping families throughout Illinois.

This tax-credit scholarship program allows underprivileged kids to attend private schools of their choice. It's awarded more than 37,000 scholarships worth \$280 million since launching in 2018.

The Illinois Policy Institute has resources that you can use to learn more about this program and how it's helping families in our state. Here they are:

- During our first Policy Shop podcast of 2023, staff attorney and director of labor policy Mailee Smith discussed union opposition to Invest in Kids with Senior Vice President Hilary Gowins. You can check it out [here](#).
- [Here](#) is a post that looks at how Invest in Kids is being promoted by parents who know the program works. Their voices are being heard. Gov. J.B. Pritzker once opposed the program, but he's changed his stance and now supports Invest in Kids.
- We've compiled personal stories from Invest in Kids participants. [Sandra Granados](#) shares the power of community, [Manuel Rodriguez](#) discusses the problem of bullying, and [Martha Reynoso](#) talks about academic excellence.

You can always count on us to get the facts out about successful programs like Invest in Kids. For the latest updates on education and other key issues, visit our [policy research](#) page.

Thank you for helping us fight for policies that get results for Illinois families!

Sincerely,

Katherine Condon

One CTA Link

Dear Friend,

I have good news and bad news to share with you. The good news, first:

There's an incredible initiative that is doing exactly what it was designed to do. It's called Invest in Kids, and it's helping families throughout Illinois.

This tax-credit scholarship program allows underprivileged kids to attend private schools of their choice. It expands options for families who would send their child to a private school but can't afford the tuition. And rather than being funded by tax revenue (which is what teachers' unions want you to think), Invest in Kids is funded entirely by charitable donations.

Since it launched in 2018, the Invest in Kids program has awarded more than 37,000 scholarships worth \$280 million. Behind these numbers are thousands of kids benefiting greatly from a better education and, in many cases, a safer educational environment.

But here is the bad news.

The Invest in Kids program is set to expire unless lawmakers take action to keep it and the scholarships it funds for low-income kids alive.

I'm providing you a link to an article where you can learn more about the push from Illinois families to expand this life-changing program. Here is the link: <https://www.illinoispolicy.org/parents-push-to-expand-illinois-invest-in-kids-school-choice-program/>

And if you want to contact your lawmaker to encourage them to support making Invest in Kids permanent, you can do so [here](#).

Thank you for helping us fight for policies that get results for Illinois families!

Sincerely,

Katherine Condon



96%
In Clicks



10 Minutes

ACTIVITY

Outline Your Welcome Email

Fill out the questions in the worksheet to get started.

Table2 ▾



Question

▾ T Answer

Who will be the sender of your welcome email?

What core values and beliefs does your organization have that your donor should be aware of?

What is the mission of your organization?

What will you ask the donor to do next?



10 Minutes

GROUP SHARE

1. Who is your email sender?
2. What is one core value you are going to reinforce?
3. What will you ask the donor to do next?

Homework



Level Up Homework | Month 7, New Donor Welcome Email

Your homework this month is to finish writing your New Donor Welcome Email. Use the resources and tips provided in the session to craft your email, and then submit the draft of your copy using the form below.

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

* Indicates required question

Email *

Your email

Who is the sender of your email? *

Your answer

Paste in a draft of your email copy below. *

Your answer

Submit


Clear form



Instructions

1. Write (or re-write) your New Donor Welcome Email.
2. Show us what you came up with by submitting the Google Form & sharing in Slack.

Dive Deeper



The New Donor Welcome Series

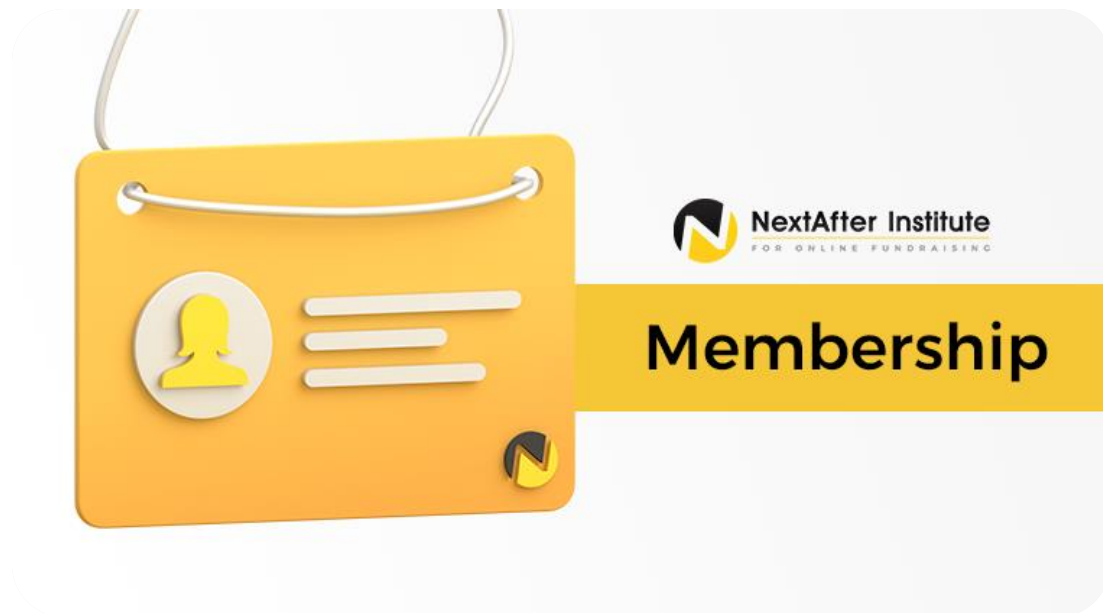
\$299.00

New Donor Welcome Series

In this 5-session course, you will discover a proven framework for building an effective new donor welcome series. You'll dig in to how to build the...

16 Lessons

Included in your NextAfter Institute membership!



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

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



Questions?



LEVEL UP | NextAft... ▾

Home

Threads

Drafts & sent

DMs

Activity

Channels

general

homework

introductions

random

resources

+ Add channels

Direct messages

Brianna K

Emily Barker

Joel Newton

Jordan Brown

Nick Scheidies

Nathan Hill you

+ Add coworkers

Apps

Slackbot

+ Add apps

general ▾

2 Pinned Level Up Program Reso... +

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

1 reply 4 days ago

Pinned by Jordan Brown

Jordan Brown 4:03 PM

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

image.png ▾

Copywriting Course

Presented by Institute for Sustainable Philanthropy™

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

ColoradoGives.org

Level Up Your Digital Fundraising

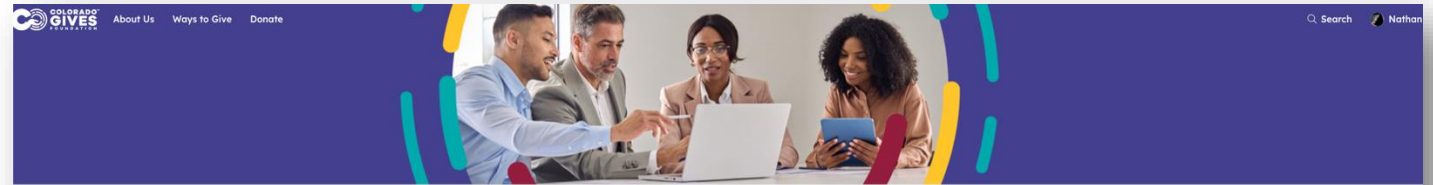
LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

Message #general





Level Up Resources



Level Up Digital Fundraising Resources

Made possible by Schlessman Family Foundation

Onboarding Resources

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

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

ColoradoGives.org |
The Basics



ColoradoGives.org |
Beyond The Basics



ColoradoGives.org |
Embedable Donation Forms 101



Fundraising Strategy Courses

NextAfter Institute™

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

NextAfter™ Training Webinars

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

Level Up & NextAfter™ Orientation



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

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

September 25 | MILESTONE | Copywriting Courses 1.0 & 2.0 Begin

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

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

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

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