



# THE GLOBAL ONLINE FUNDRAISING SCORECARD

A Mystery Donor's Look at the Online Giving Experience and Email Communications of 630 Organizations in 9 Countries

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# **Executive Summary**



Did you know that **95% of organizations around the world have some element of friction in their online giving experience proven to hurt donation conversion rates?** Or that an Online Donor is 14% more likely to get an email than an Email Subscriber is over 90 days but they'll also receive fewer emails overall and a higher percentage of them will be solicitations?

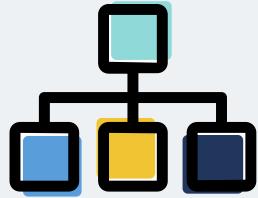
Those are just two of the many interesting things we discovered by becoming a mystery Online Donor and Email Subscriber to **630 different organizations across 10 industry verticals in 9 countries** — Australia, Brazil, Canada, France, Germany, Mexico, the Netherlands, the United Kingdom, and the United States — capturing, cataloguing, and analyzing our experience along the way.

Through that process, we saw some unique differences in the donor experience between countries. For example, **Germany and the United Kingdom were 12 times more likely to offer a way to give online via bank compared to Australia or Canada.** And the Netherlands was 4 times more likely to default to a recurring gift than the United States — where 2 out of 3 organizations defaulted to a one-time gift — and 40 times more likely than France where 3 in 5 organizations had no default selection at all.

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<sup>1</sup> Organizations in the study did not know they were included and two unique names and email addresses were used by in-country research partners for the online donations and email signups in order to track all the communication we received over 90 days separately





**630**

ORGANIZATIONS



**9**

COUNTRIES



**5,976**

EMAILS



**90**

DAYS

The purpose of these insights and this study overall is to better understand what organizations are doing (or not doing) when it comes to their online fundraising through the perspective of the donor and establish a user experience 'benchmark' that can be used to **help organizations see how they compare and where they can improve.**

After analyzing 535 email signups, 585 online donations, and 5,976 email communications in the 9 countries it's clear that, while progress is being made, **there is a continued need to be testing, optimizing, and refining current practices to provide a better donor experience** that can help organizations achieve the impact they want and is so needed in the world today.

Specifically, we've identified **8 key findings and that are opportunities for growth.**

# #1

There are still many challenges to simply sign up for email, complete an online donation, and receive emails.

Globally, **we could only successfully sign up for email 73% of the time and complete donations 80% of the time.**

Even after removing two outlier countries<sup>2</sup>, those success rates only go up to 83% and 92% which means **we still couldn't sign up successfully 17% of the time and complete a donation 8% of the time.**

And that was just to sign up or complete a donation. We found that **only 73% of organizations sent at least 1 email to the Email Subscriber in 90 days** and just **83% sent at least one email of any kind to the Online Donor.**

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<sup>2</sup> Brazil and Mexico had completion rates less than half the global average

## #2

Organizations need to provide better reasons for website visitors to sign up to receive email updates.

Just because you have a newsletter signup form doesn't mean people will want to fill it out. They need a reason to but just **1 out of 4 organizations globally provided a 'strong' reason why someone should sign up for email.**

This was largely because **less than half the time (45%) it wasn't clear what someone would be receiving from the organization if they did sign up.**

And that was largely due to the fact that **organizations on average used only 1.1 sentences to communicate the reason to sign up.**

# #3

“Thank You” and confirmation pages are underused, but particularly after email sign ups.

The journey to the next action – be it give, volunteer, read, or something else – begins immediately after someone signs up to get emails but **6 in 10 organizations (58%) didn't have a confirmation/thank-you page of any kind.**

**45% of organizations only showed a simple message on the same page** and 9% had no page or message at all.

This then led to **7 in 10 organizations not offering a new email subscriber anything to do** (read something, social share/connect, donate, etc.) which is a big opportunity lost.

# #4

## Cultivation through email is underutilized.

Ongoing communication and engagement is key for sustainable online fundraising but we found that **1 out of 4 organizations globally sent only solicitation emails in their first 90 days.**

Also, **only 28% of organizations sent the Online Donor a cultivation communication beyond 60 days** compared to 71% who sent a cultivation in month 1 and 43% who sent the Email Subscriber in month 3.

Overall on average, the Email Subscriber received 1.5 cultivation emails for every time they were asked to give whereas **the Online Donor only received 0.9 cultivation emails per solicitation.**

# #5

## Donation pages need to provide more compelling reasons to give.

When someone visits your donation page it doesn't mean that they know, for sure, that they want to give, how much they want to give, or how they want to give. They need reasons as to why but we found that **6 out of 10 organizations did not provide a 'strong' reason to give on their donation page.**

This is related to the fact that **3 out of 10 organizations used no copy/text on their donation page at all** and just 4 in 10 organizations used more than 4 sentences to communicate why a donation is needed and what it would do.

Further, **just 3 out of 10 organizations used some kind of 'incentive' to help encourage giving** with a quantifiable impact statement being the most common (16%).

## #6

There is still too much friction in the online giving experience.

Friction are the things that slow possible donors down or lead them to abandon the process altogether. For example, **7 in 10 organizations required non-essential information to complete a gift.**

Further, 6 in 10 organizations had distracting links on the donation page and **3 in 10 organizations had conflicting calls to action on the donation page that can cause confusion.**

**Half of organizations had an online giving process that had 3 or more full steps/page loads** (besides the homepage) leading to more opportunities for donation abandonment.

# #7

Emails being sent could be “humanized” and more personal.

In our testing and research around nonprofit email marketing we’ve found that **the more “human” looking, sounding, and feeling an email is the more opens, clicks, and donations it gets<sup>3</sup>.**

But only **55% of emails sent mentioned the donor or subscriber by name** and 68% of emails analyzed in the study were sent from the organization only as opposed to 14% which were sent from a person.

And when we opened the emails we observed that **99.9% of all emails sent contained at least some design element** — like a logo, hero image, or social media icons — and 53% of emails contained something more than a logo.

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<sup>3</sup> This isn’t true all of the time and for all organizations but in general, on average, and most of the time it is the case

## #8

# Recurring giving remains an opportunity.

Despite the fact that recurring donors giving more in a year, are more likely to give year over year, and also contribute additional one-time gifts, volunteer their time, and often leave end of life or bequest gifts, **13% of organizations did not have a way to make a recurring gift on their main donation page.**

Beyond simply having it available, we found that only 19% of organizations globally had any messaging to encourage recurring donors and **17% defaulted to a recurring gift** as an attempt to encourage more monthly gifts.

For choosing an amount, **43% used the same suggested gift array/strategy for recurring donors as they did for one-time donors** even though the difference between \$100 and \$100 per month is significant.

# About the Study

You can find more about how we went about the study, questions that were asked and why, timeline, and more in the Methodology section of this study but here are a few key details before you dive deeper.

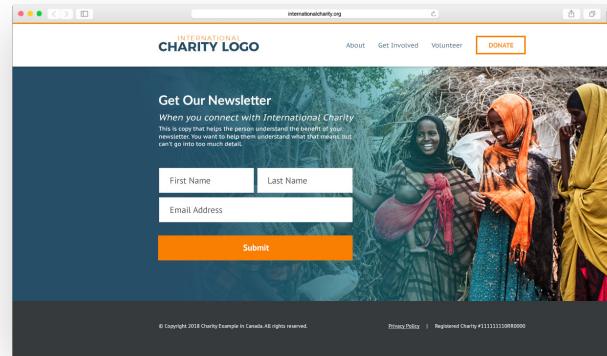


# Study Design

## SIGNED UP FOR EMAIL AS ONE 'PERSONA'

Captured 15 data points to answer questions like:

- How easy was it to sign up to get emails?
- How did they communicate why you should sign up for emails?
- Was it appealing? Was it exclusive?
- What happened after you signed up for email? Did you go to a dedicated page? Were there any additional actions or next steps to take?

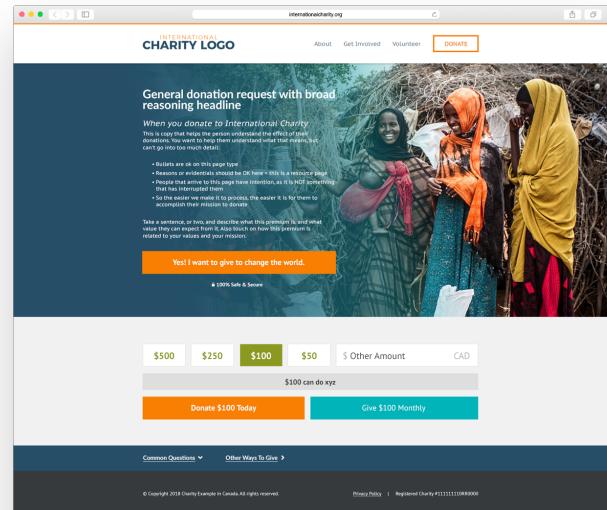


FOR 90 DAYS

## MADE AN ONLINE DONATION AS ONE 'PERSONA'

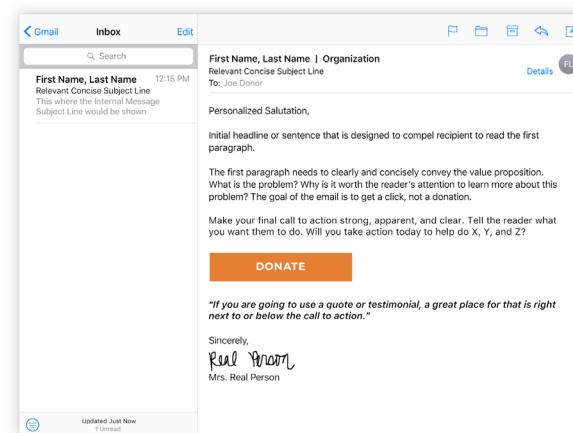
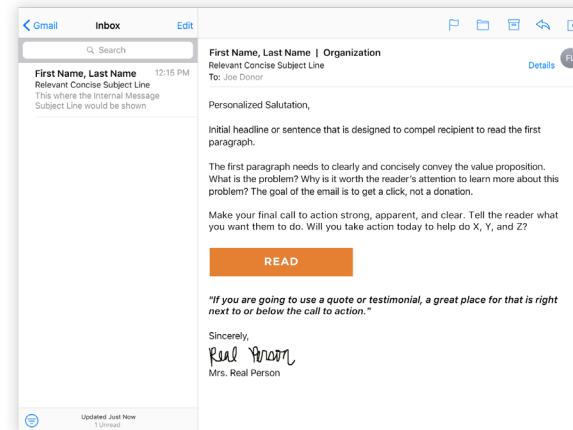
Captured 43 data points to answer questions like:

- How easy was it to find where to give?
- How strong was the reason to give on their donation page? Did they use more than 1 sentence of copy? More than 4?
- Which type of gift – one-time or recurring – did they default you to? Did they pre-select an amount? How many options were in the gift array?
- What information was required to complete a gift?
- What happened after you gave? Were you thanked? Well? Were there any additional actions or next steps to take?



FOR 90 DAYS

## TRACKED, ANALYZED, AND CLASSIFIED EMAILS TO BOTH PERSONAS



Collected emails for 90 days sent to the Email Subscriber as well as the Online Donor and classified each email as either a Solicitation (main purpose was to ask for a donation) or Cultivation (anything else) to answer questions like:

- How many emails did they send in the first 14 days? Over the full 90 days?
- How many organizations sent at least one Cultivation email? A Solicitation email? How many days after signup/donation did they send the email?
- What was the ratio of Cultivation emails to Solicitation emails? How did that change over time if at all?
- Who were organizations sending emails from?
- What time of day were they sending them?
- What kind of design elements were in the emails? Logos? Hero Images? Buttons?

## KEY TERMS

- Email Subscriber:** the unique persona used to sign up for emails but not make a donation
- Online Donor:** the unique persona used to make online donations but not sign up for emails
- Solicitation:** emails where the perceived main purpose of the email was to ask for money
- Cultivation:** emails where the perceived main purpose of the email was to *not* ask for money

## GO DEEPER

For individual country insights you can see the Country Snapshots at the end of this report and if you want to explore the data, see samples and examples, and discover how you compare, you can do so at [globalonlinefundraising.com/data](https://globalonlinefundraising.com/data).

# Organizations In The Study

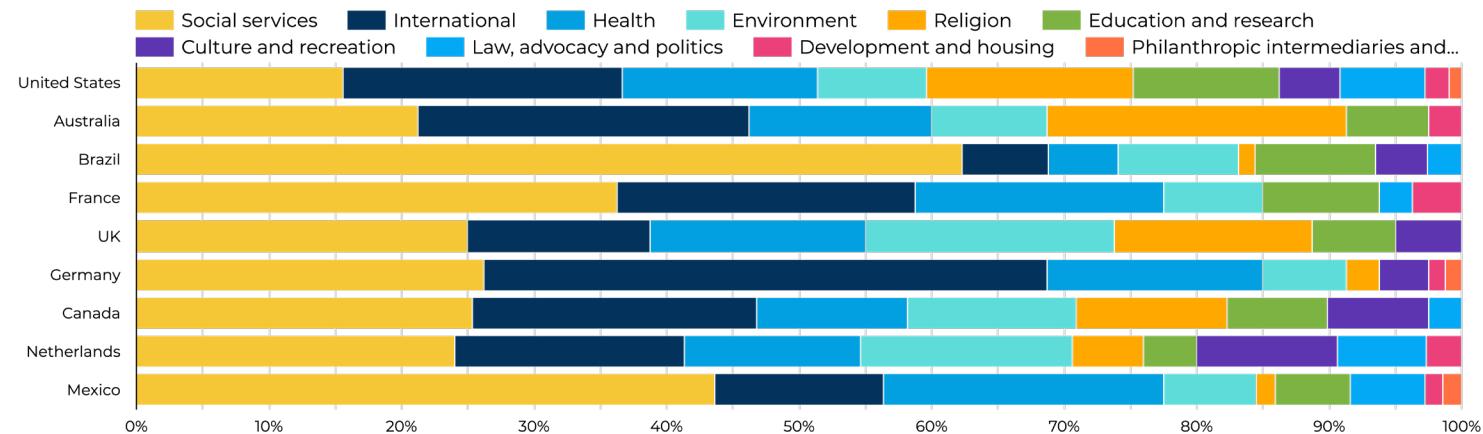
735 organizations in 9 countries (at least 70 organizations in each) across 10 different verticals were selected to be included in the study.

50% of organizations were from the “Social Services” or “International” verticals and the vast majority of organizations were “large” (greater than \$5M in revenue).

All calculations and percentages in this study are from *only* those where we were able to successfully sign up for email, make an online donation, and receive at least 1 email to the Email Subscriber or Online Donor. This means all the percentages do not count those where we were unsuccessful in signing up or giving and the organizations who did not send at least 1 email in 90 days (non-responders).

Due to a variety of issues like not accepting Credit Cards, not having a way to sign up for email updates, or just broken forms, the number of organizations from Brazil and Mexico are significantly lower than the other countries. As such their results should be treated with caution as, while some insights can still be gleaned and why we kept them in the study, the sample size is much too small to be taken as indicative of all organizations in those countries<sup>4</sup>. Deeper analysis specific to Brazil and Mexico in this report will also be very limited for those two countries.

**ORGANIZATIONS BY VERTICAL PER COUNTRY**



<sup>4</sup> All data in this report should be viewed in somewhat the same way as while clear patterns and trends emerge with samples of 50 - 90 organizations those are still just samples

# 8 Key Findings



There are still many challenges to simply sign up for email, complete an online donation, and receive emails.

# KEY FINDING #1

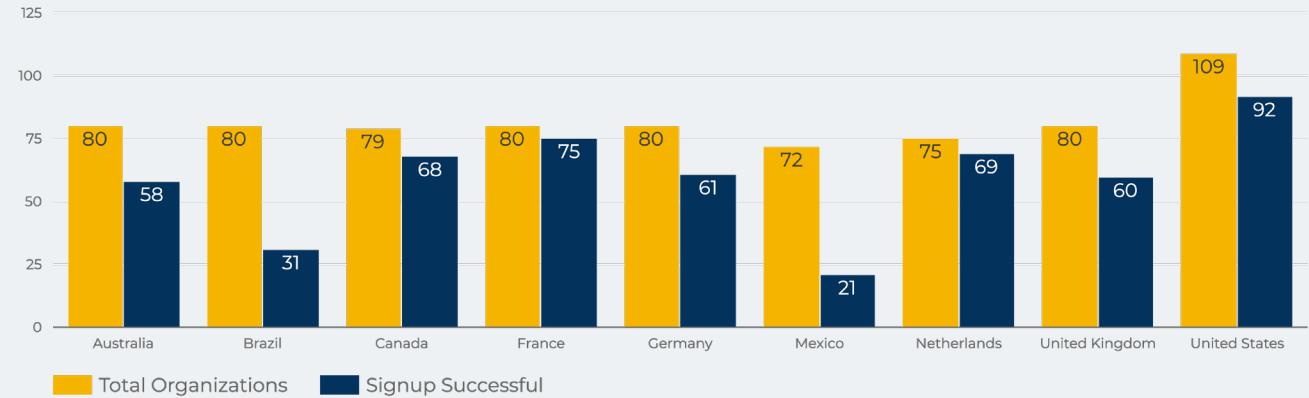
Signing up to get emails, making online donations, and receiving emails are things organizations want and ask supporters to do, but can they? How easy is it?

While the purpose of the study was to see what organizations were doing to encourage email signups and online donations and then record the quantity and quality of emails they send as part of donor journeys, we experienced a number of issues leading to the finding that, **globally, we could only successfully sign up for email 73% of the time and complete donations 80% of the time.**

Even after removing two outlier countries<sup>5</sup>, the success rates only go up to 83% for email signups and 92% for online donations which means **we could not sign up for email from 1 in 5 organizations.** And **we could not complete an online donation to 1 in 10 organizations.**

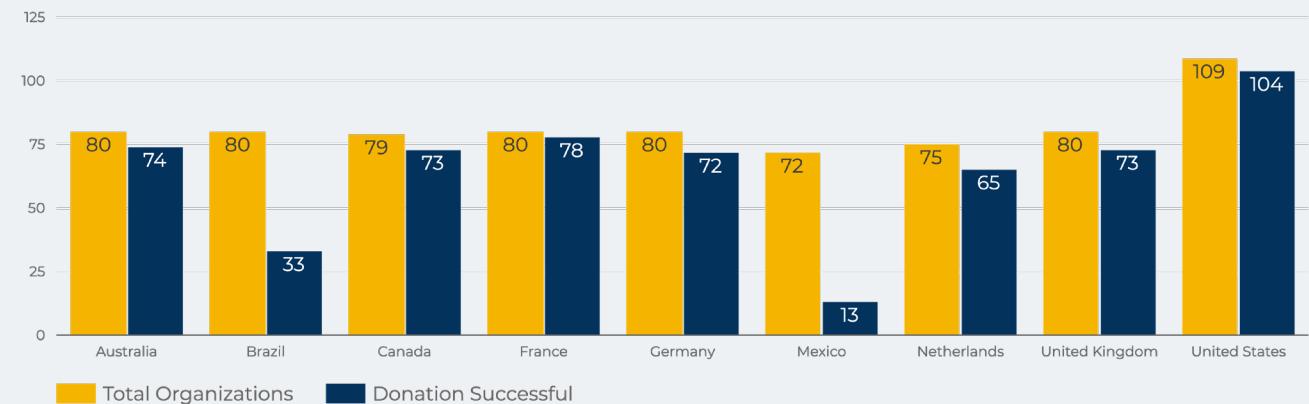
<sup>5</sup> Brazil and Mexico had completion rates less than half the global average

### EMAIL SIGN UP SUCCESS BY COUNTRY



For email signups with organizations where we had a sample of more than 58 organizations, France had the highest success rate (94%) and Australia had the lowest success rate (73%).

### DONATION SUCCESS BY COUNTRY



France, again, had the highest online donation completion rate (98%) while the Netherlands had the lowest (87%).

# Why couldn't we successfully sign up for emails or make donations?

When it came to email signups, **9 times out of 10 the issue was that there was simply no way to sign up for email updates.** For the other **1 out of 10 times where we couldn't sign up, it was related to a broken form, load issues, or some other technical issue.** And even when we were able to find out where to go to sign up to get email updates, **16% of the time it took us more than 10 seconds to find.**

**Half the time we couldn't complete an online donation because there was no way to give.** 16% of the time there was a payment issue (didn't accept Credit Cards for example), 9% of the time there was a load issue and the other 25% were things like broken links, high required minimum donations, or not accepting one-time donations.

Almost **6 in 10 organizations in Brazil that we included in our study didn't accept Credit Card donations** (our method of payment) and in Mexico it was almost 4 in 10 that didn't accept Credit Card donations<sup>6</sup>.

**Organizations need to be regularly testing their websites, forms, and donation pages.**

## EMAIL SIGNUP ERROR COMMENTS

*After inputting my information to sign up, the page was stuck at "Loading..."*

*I couldn't open the page, as it states "Restricted access."*

*Oops something went wrong when you click submit to sign up for the newsletter.*

*Everytime I tried to sign up, I would see the following error message: "Oops. Something went wrong. Please try again later."*

## DONATION PAGE ERROR COMMENTS

*Donation page wouldn't load over an entire day.*

*Internal Server Error 500. Transaction failed.*

*Gift got stuck processing...*

*Screen load time out. Tried numerous times to reload.*

<sup>6</sup> This was the main reason we were unable to complete as many donations to organizations in these countries.

We also encountered issues in simply receiving an email when we successfully signed up for emails and/or made an online gift.

Only **72% of organizations sent at least 1 email, of any kind, to the Email Subscriber in the 90 days** and just **83% sent at least one email of any kind to the Online Donor**. That means that **1 in 4 organizations did not communicate to the Email Subscriber via email** and **1 in 5 did not send an email to the Online Donor in 90 days**.

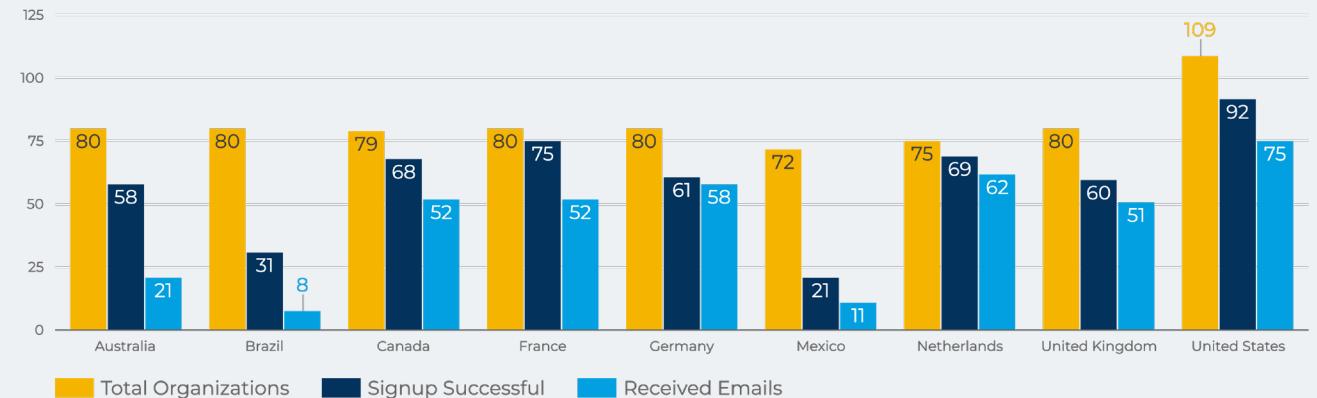
While we could figure out some of the reasons why we were unable to make donations or sign up for emails, it's impossible to know for sure why we did not receive any emails at all from some organizations in the 90 days. **What it does underline is the need for organisations to continually test their basic digital marketing and online fundraising infrastructure.**

### EMAIL SUBSCRIBER RECEIVED EMAIL BY COUNTRY



Germany was the most likely to send at least 1 email to the Email Subscriber in 90 days (95%) while Australia was the least likely to send an email to the Email Subscriber in 90 days (36%).

### ONLINE DONOR RECEIVED EMAIL BY COUNTRY



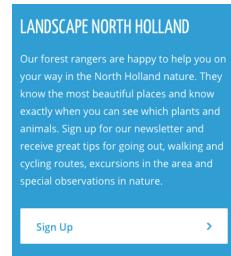
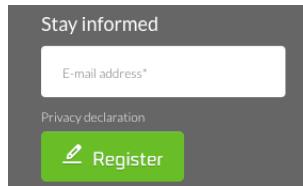
France was the most likely to send an email to the Online Donor (94%) and Australia was the least likely to send an email to the Online Donor (78%).

Organizations need to provide better reasons for website visitors to sign up to receive email updates.

# KEY FINDING #2

Email is often the lifeblood of online giving programs. A solid strategy to grow online giving revolves around how to get more (quality) emails and then send more (quality) emails. So what are organizations doing to encourage email signups?

If you were an interested website visitor, which of these two environment organizations do you think you're more likely to sign up to receive their emails.



A supporter on your website is evaluating (often subconsciously) two things:

1. Why should I sign up with you or at all? This is the 'Appeal' factor.
2. Why should I sign up with your organization as opposed to another? This is the 'Exclusivity' factor.

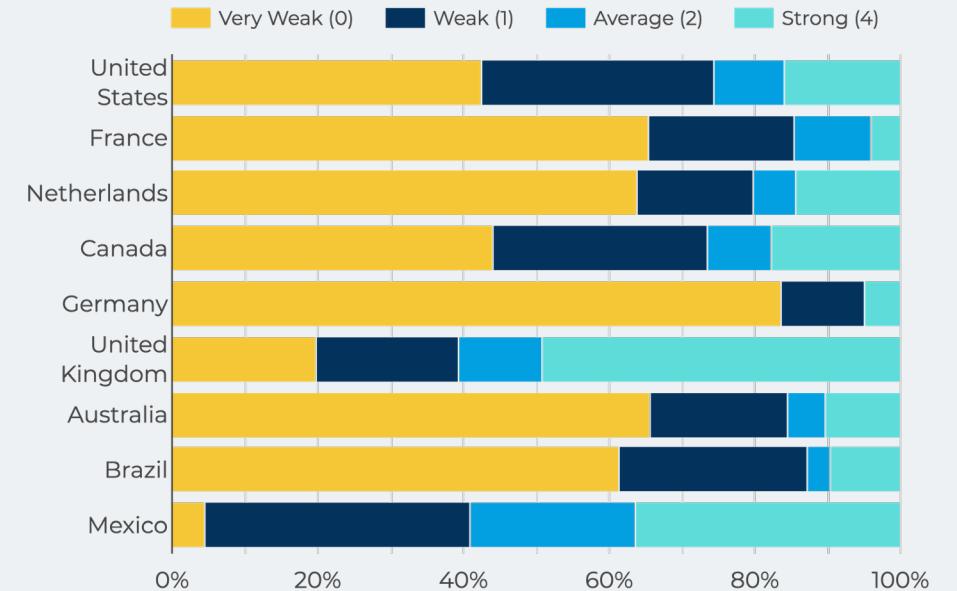
Our researchers scored each organization in both of these factors from 0, low desire/not unique, to 2, high desire/very unique.

With that in mind, how would you score each of those examples above on appeal? Exclusivity?

To get a singular score for the strength of the email sign up offer, we multiplied the two scores together and, in the end, found that **just 1 in 4 organizations (25%) had a "Strong" reason for someone to give up their email while just over half (53%) had a "Very Weak" reason**<sup>7</sup>.

<sup>7</sup> Strong (4), Average (2), Weak (1), or Very Weak (0). More on this in the Methodology section.

## HOW STRONG WAS THE EMAIL SIGNUP OFFER?



6 out of 10 organizations in the United Kingdom (60%) had a "Average" or "Strong" reason to sign up – the highest – compared to 1 out of 20 organizations in Germany (5%) which was the lowest.

One reason for the low scores on why someone should sign up is that **86% of organizations, globally, were asking for people to sign up to receive an email newsletter** as opposed to an eBook, a petition, an online course, a specific email series, or something else<sup>8</sup>.

Regardless of what the organization was offering, even if a newsletter, **less than half of the time (45%), organizations were not clearly communicating what you'd receive if you did sign up for email updates**<sup>9</sup>.

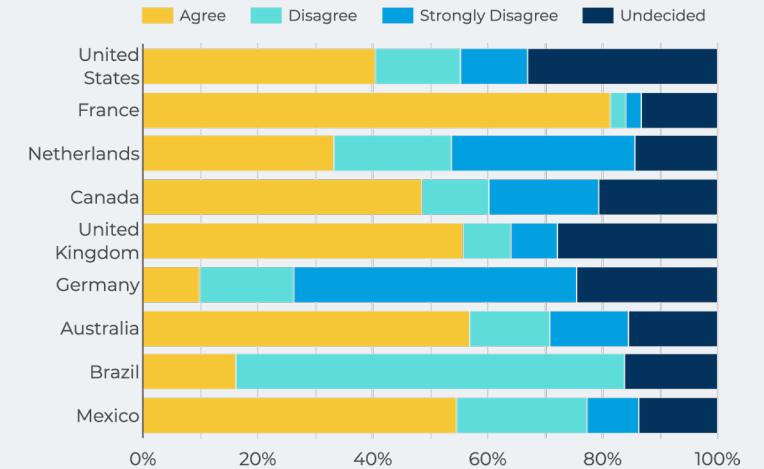
And part of the reason for that is that **1 in 5 organizations (19%) used no copy or text at all besides a headline to try and communicate why someone should sign up**. And **2 in 5 organizations (43%) used only one sentence to try and get email signups**.

That means that just 2 in 5 organizations used more than a sentence (the global average was 1.1 sentences) which makes it difficult to communicate value (Appeal and Exclusivity).

<sup>8</sup> We've seen how almost any other kind of offer outperforms a newsletter and you can see an example of this in the From the Experiment Research Library section for one such example

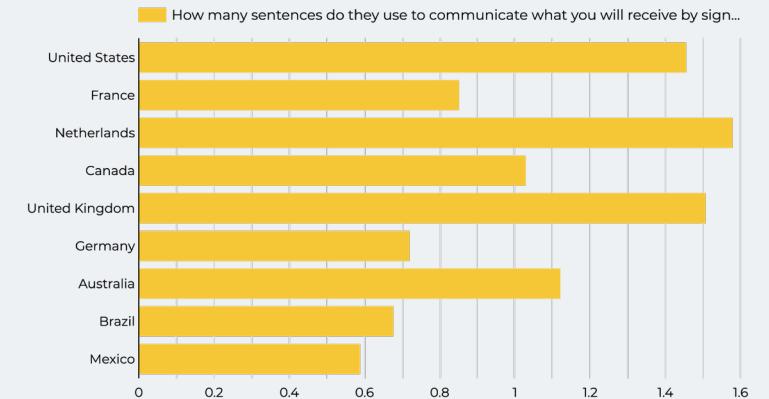
<sup>9</sup> Even if you're 'only' offering a newsletter, there are ways to increase the clarity of this to increase email signups, again see the From the Experiment Research Library section for an example

### WAS IT CLEARLY COMMUNICATED WHAT YOU WILL BE RECEIVING BY SIGNING UP?



8 out of 10 organizations in France were clear in their communications around email signups compared to just 1 in 10 organizations in Germany.

### HOW MANY SENTENCES DO THEY USE TO COMMUNICATE WHAT YOU WILL RECEIVE BY SIGNING UP?



The Netherlands used the most copy on average (1.6 sentences) while Mexico (0.6), Brazil (0.7), and Germany (0.7) used the least.

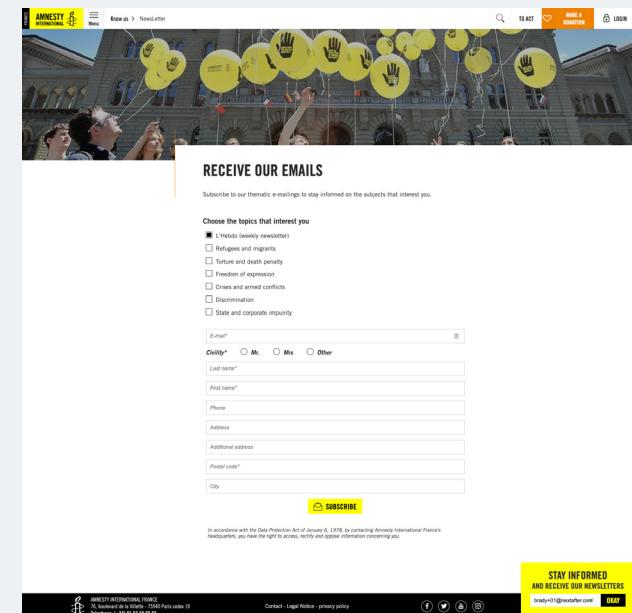
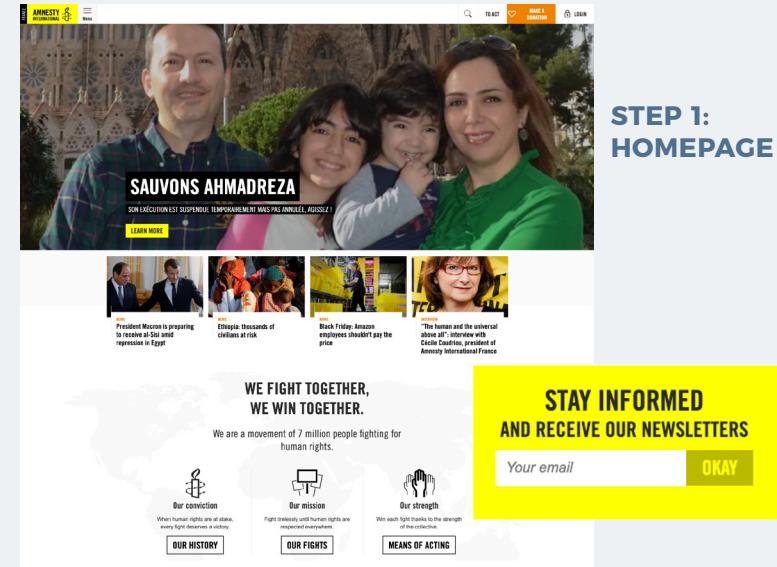
Here was a common email signup experience from an organization in France. From the homepage, you have to first scroll all the way to the bottom of the page to see where you can sign up (**16% of the time it took us more than 10 seconds just to find out where to sign up**).

Then you can see the offer of “STAY INFORMED AND RECEIVE OUR NEWSLETTERS”. Is that appealing? Is that exclusive? Do you know what you’re receiving?

After you enter your email you’re passed to a full landing page but there isn’t any more text to communicate the ‘offer’ or what you’re signing up for (although you can choose a topic that interests you).

You have to put in your email again (even though you entered it on Step 1) which could be frustrating and then your Title and Postal Code are both required in order to sign up for emails which adds friction to the sign up experience and could lead to abandonment (more on this later in the study).

It’s easy to think of the ways to improve the experience, flow, and steps (see the What Can You Do? Tips to Improve Your Online Fundraising section) but the biggest thing is to communicate why someone would want to get your emails in the first place.



“Thank You” and confirmation pages are underused, but particularly after email sign ups.

# KEY FINDING #3

What happens immediately after an email signup is the first interaction that can lead to a desired action, deeper connection, or further engagement. So what are organizations doing after an email signup?

The first thing organizations should do after an email signup is simply confirm that the form was submitted successfully and they have indeed signed up to receive emails and yet **9% of organizations failed to confirm the email signup**. Nothing happened.

For those that did confirm the signup, **45% of organizations sent subscribers to a new, separate, and specific page** while **42% of organizations had a thank you/confirmation message appear on the same page** (you can see what this looks like below with two German organizations).

We observed that **Germany (79%) and the Netherlands (74%) were the most likely to use a dedicated page to confirm an email signup** while **Australia (31%) and the United States (34%) were the least likely to have a specific page confirming an email signup**.

**SAME PAGE**

**NEWSLETTER**

E-Mail

Vorname

Nachname

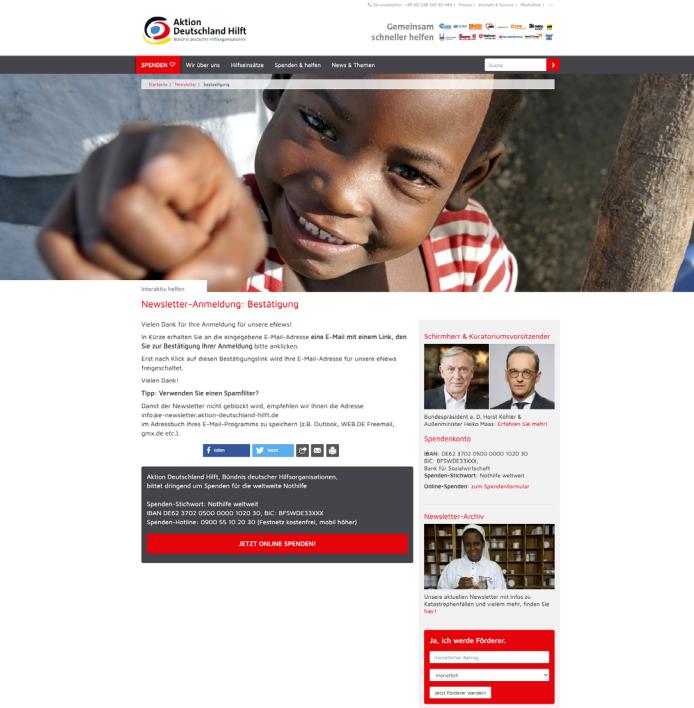
Ich bestätige die [Datenschutzbestimmungen](#)

 Wir nutzen Newsletter2Go als Software für die Versendung unserer Newsletter. Im Rahmen dieser Anmeldung erklären Sie sich einverstanden, dass Ihre eingegebenen Daten an die Sendinblue GmbH übermittelt werden. Bitte beachten Sie die [Datenschutzbestimmungen](#) und [Allgemeinen Geschäftsbedingungen](#) der Sendinblue GmbH.

**NEWSLETTER**

**VIELEN DANK FÜR DIE ANMELDUNG.  
WIR HABEN IHNEN EINE E-MAIL MIT  
EINEM BESTÄTIGUNGSLINK  
ZUGESCHICKT.**

**DEDICATED PAGE**



**Aktion Deutschland Hilft**  
Gemeinsam schneller helfen

**Newsletter-Anmeldung: Bestätigung**

Vielen Dank für Ihre Anmeldung für unsere eNews!  
In Kürze erhalten Sie an die eingegebene E-Mail-Adresse eine E-Mail mit einem Link, den Sie zur Bestätigung Ihrer Anmeldung bitte anklicken.  
Eventuell muss auf diesen Bestätigungslink, wird Ihre E-Mail-Adresse für unsere eNews freigeschaltet.

Vielen Dank!

**Tipp: Verwenden Sie einen Spamfilter!**  
Daunt der Newsletter nicht geliebt wird, empfehlen wir Ihnen die Adresse [newsletter@aktion-deutschland-hilft.de](mailto:newsletter@aktion-deutschland-hilft.de) im Adressbuch Ihres E-Mail-Programms zu speichern (z.B. Outlook, WEB.DE, Freemail, gmx.de etc.).

**JETZT ONLINE SPENDEN!**

**Spendenkonto**  
Spendenkonto  
Spendenkonto

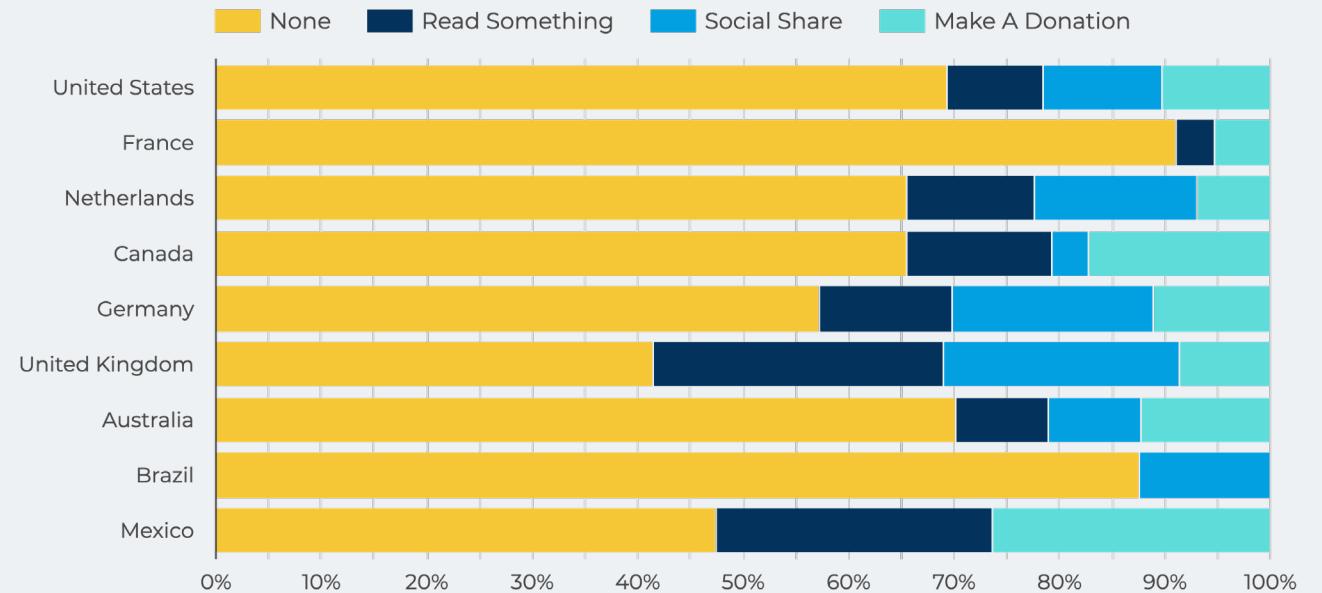
**Newsletter-Archiv**

Without a dedicated page it's really difficult to present a clear next step such as connect or share on social media, read something (a blog post, About Us, etc.) or even make a donation.

In large part because so many organizations did not use a dedicated thank you/confirmation page after an email signup, **7 in 10 organizations offered no next step or action after an email signup.**

When a next step or action was presented, the most common actions were to Read Something (13%), Social Share (12%), and Make a Donation (11%).

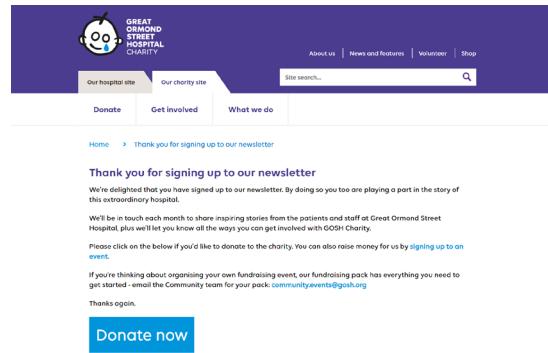
### WAS THERE A NEXT STEP TO TAKE ON THE CONFIRMATION PAGE AFTER A DONATION?



The United Kingdom (59%) and Germany (43%) were the most likely to offer a next step or action while France (91%), the United States (70%), and Australia (70%) were least likely to do so.

Below you can see two examples of organizations – one in the United Kingdom and one in the United States – that had an ask for a donation immediately after someone signed up for email. This may seem counterintuitive but there are some behavioural economic theories that suggest this can work<sup>10</sup>.

This is a strategy – we call it an ‘instant donation page’ – that has worked regularly in our work with a variety of nonprofits where the idea is to offer something perceived as valuable, thank them, and then in context and while they are on the page move to an immediate ask for a donation<sup>11</sup>.



You can see that the example on the left first thanks and confirms the newsletter signup before letting people know what to expect moving forward. They then have a very passive ask – “if you’d like” – and a few other competing calls to action before having a Donate Now button that you can click to go to a donation page and complete the donation.

Compare this experience to the one on the right where they also thank and confirm the newsletter signup and say what you can expect moving forward. But then they have a much more clear and direct ask without the additional calls to action. You can also see that the donation form is right on the page reducing the number of steps to complete a donation.

In the From the Experiment Research Library section of this report you can see two experiments where those two things – making a clearer ask and having a form on the page – have helped increase donations on these ‘instant donation pages’ pages 148% and 349% respectively.

<sup>10</sup> “Foot-in-the-door Technique” is where people are actually more likely to agree to a larger request after having agreed to do a smaller request. And there’s also the idea of “Reciprocity” where people will respond more favourably after having received something viewed as beneficial or valuable. Both of these elements are in play as someone signs up to get email updates.

<sup>11</sup> We’ve also observed a direct connection between how valuable the email signup “offer” is perceived to be and the likelihood of a donation where a petition (lower perceived value) leads to an average instant donation conversion rate of 0.33% whereas an eBook (a bit higher perceived value) has an instant donation conversion rate of 3.11% and an online course (more perceived value) sees a 5.97% conversion rate.

Cultivation  
through email is  
underutilized.

# KEY FINDING #4

Email isn't just a key driver of online revenue but is a critical way to connect, engage, and steward donors – online and offline – that can lead to repeat or recurring gifts, advocacy, or other ways to support the organization. So how are organizations using email to cultivate and engage their email subscribers and donors?

While there are no silver bullet solutions for how many emails you should send, how long you should wait until you ask, and what ratio between cultivation emails and solicitation emails you should have, we know that sending regular communications that don't always ask for money is crucial to sustainable online fundraising<sup>12 13</sup>.

Let's look at three examples of "Cultivation" emails sent to the Online Donor from the Netherlands (who sent the highest percentage of cultivation emails to the Online Donor).

In the first example, you can see that it is heavily designed, they don't call the donor by name, and it has 10 content items that you can click from stories to discounts to podcasts.

The second example calls the donor by name and has a big 'hero image' that links to a video of Josefa's story which is clearly the main focus of the email. There are also two stories/reports that you can click.

The third example also calls the donor by name (more formally) and only has one thing for you to do, click and watch the video. It's also from Esther, in the sender line, and has an image and personal sign off from her.

All three emails are cultivation emails that are trying to update, engage, and get the reader to click a content piece and none of them are focused on a donation. But our research analyzing cultivation emails suggests that **the 3rd example that is more personal and focused on one thing is best as opposed to the really long list of content**. Something you can test and try for yourself **but the key point is that cultivation is key and some cultivation is better than no cultivation**.

---

<sup>12</sup> Roger Craver in his book Retention Fundraising found that just 20% of the ultimate lifetime value of a donor comes from the tactics/techniques/frequency of activity from fundraising departments while the ongoing communications, customer service, stewardship, etc. makes up the remaining 80%.

<sup>13</sup> You can see one experiment in the From the Experiment Research Library section where one organization was able to increase email engagement (clicks and opens) 54% and online revenue 42% over a 6 month period simply by sending one more cultivation, non-ask, email a week.

## EMAIL 1

Become a member [Download Route App](#) Activities [View this mail online](#)

**Natuurmonumenten**

**The most beautiful heather routes**

You can enjoy purple splendor on the heath again. Our forest rangers have listed the most beautiful routes with flowering heather.

[View the routes →](#)

**Gate of the dam**

In the new TV program 'The fence of the dam', well-known Dutch people travel through our most beautiful areas with a flock of sheep and the shepherd. Available every week from Friday on SBS6. Yes, you can also walk the routes yourself!

[Follow in the footsteps of shepherds →](#)

**Umbrella chicks born in Salland**

This spring, for the first time in living memory, an eagle owl brood on the Sallandse Heuveling. And with success! Two chicks hatched.

[Breeding success of our largest owl →](#)

**OUR PARTNER**

**Discount at Landal GreenParks**

As a member of Natuurmonumenten you get an extra discount of up to € 50 on a stay at Landal GreenParks. Enjoy a carefree holiday in the most beautiful places close to home.

[CHECK THE OFFER →](#)

**New Pure Nature podcasts**

Rick and Arjuna Huis in 't Veld make organic dairy products and also restore the cultural-historical landscape.

[Listen to the podcast →](#)

Rotterdam City poet Dean Bowen spent a week at Oude Buisse Heide in 2019. He incorporated his experiences in the book that will be published this year.

[Listen to the podcast →](#)

**Heritage Days**

Come and have a look at our special buildings on 12 or 13 September and discover the stories that accompany them. Due to corona, online reservation is required.

[View the locations →](#)

**OUR PARTNER**

**Dreesje farm**

New in the range of Outdoor Living Holidays: the Boerderij van Dreesje. Hidden in the woods between Putten, Ermelo and Drie on the special estate Oud Groenboek.

[BOOK NOW →](#)

**What is this?**

It can just happen to you; be overtaken by this fast rider. But what is it? Click on the picture for the correct answer.

**Receive the 10 most beautiful heather routes for free**

Our forest rangers have listed 10 beautiful routes with flowering heather for you. Request the booklet now for free and receive it directly by email.

[Apply now →](#)

What do you think of this newsletter?

[Thumbs up](#) [Thumbs down](#)

**Natural monuments**

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You are receiving this email because you have indicated that you want to stay informed of news and activities from Natuurmonumenten in your region. For questions you can [contact](#) us.

## EMAIL 2

August 12, 2020 [View online](#)

**WILDE GANZEN** Klein project Groot verschi

Dear Trent,

As a little girl, Josefa Ng'oma had a dream: she wanted to create a place where girls in Malawi could flourish. She is now fulfilling that dream at the age of 78 with the construction of a secondary school, especially for girls.

The first steps have been taken together with Ineke Hendrickx of the Nazareth Foundation Malawi and Wilde Ganzen. At this school girls will soon learn to stand up for themselves, so that they can grow up to be independent women.

[Watch Josefa's story](#)

**Good care for the poor in Cameroon**

**Help to the smallest houses in the neighborhood**

The corona crisis is hitting poor and vulnerable people very hard. Requests for additional help came from all over the world. Fortunately, you responded generously to the call to donate to the Wilde Ganzen Corona Fund! For example, people were given food parcels and sleep even in the smallest houses in the neighborhood.

[Read the whole story](#) [View more results](#)

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## EMAIL 3

A world of difference [Read extra](#)

**tear**

**A world of difference for Mbuti in Congo**

Dear Mr. Alexei,

Over the past year, you supported our work with a donation. Thank! Your support has an impact on local churches and their environment worldwide. Poverty continues to destroy communities around the world. But local churches are changing. For example in Congo (DRC), where there seems to be no place for the Mbuti Pygmies.

In the video below, Tear takes you to the Mbuti

**make the difference**

We will call you soon to ask what you think of our work and whether you want to make a difference for people like the Mbuti. See you soon!

Sincerely,

**Esther Koelwijn**  
Relationship manager private donors  
[ekoelwin@tear.nl](mailto:ekoelwin@tear.nl)

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[Click here](#) to unsubscribe or to change your inspirational email preferences.  
Image: TearFund | Hannah Made-Itch

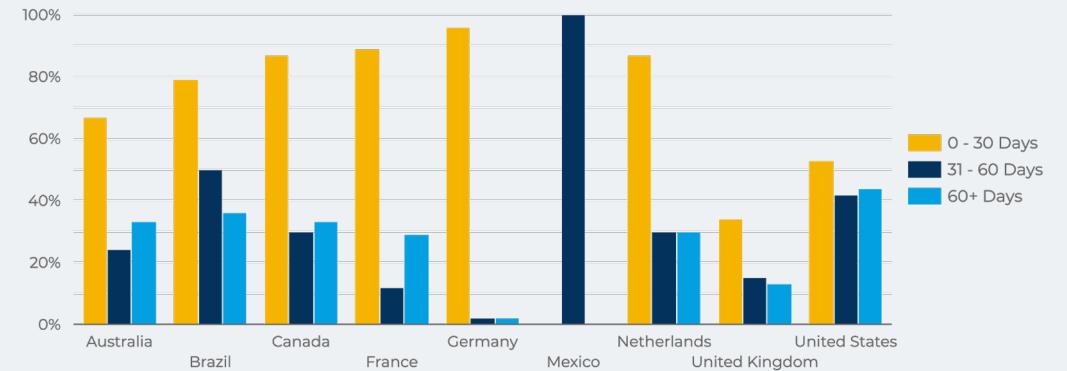
Globally, **only 83% of organizations sent at least 1 email to the Online Donor, of any kind, over the 90 days.** That means that **2 in 10 (17%) organizations sent their donors no emails in 90 days.**

It was worse for the Email Subscriber, as **3 in 10 (27%) organizations did not send at least 1 email in 90 days to the Email Subscriber.**

Of those that did email the Online Donor and/or Email Subscriber, only **78% of organizations sent at least 1 cultivation in 90 days to the Online Donor** compared to **89% of organizations sent at least 1 cultivation email to the Email Subscriber.**

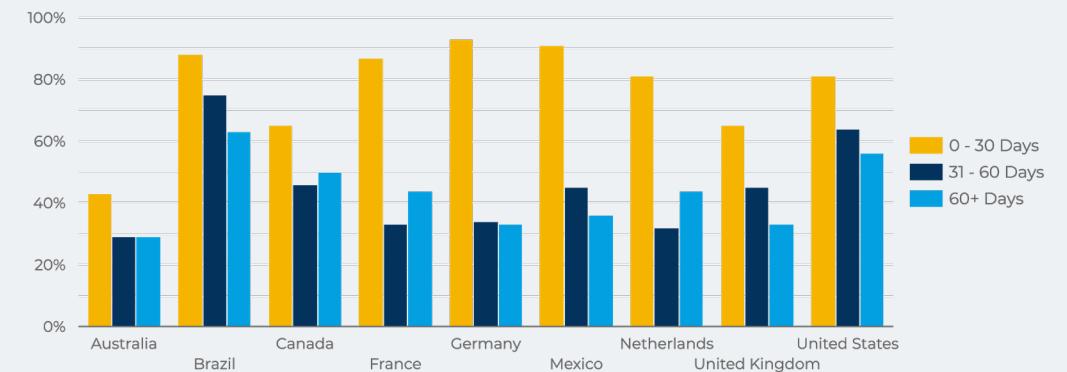
And that was for the whole 90 days. When we look at the number of organizations sending at least 1 cultivation email as time went on, we found that only **28% of organizations sent a cultivation email after 60 days to the Online Donor** compared to **44% of organizations who sent 1 cultivation email to the Email Subscriber.**

### PERCENT OF ORGANIZATIONS SENDING CULTIVATION TO THE ONLINE DONOR EVERY TIME BY COUNTRY



The United States had the highest percentage of organizations sending at least 1 cultivation email beyond 60 days at 44% while just 2% of German organizations and 13% of organizations in the United Kingdom were still cultivating the Online Donor.

### PERCENT OF ORGANIZATIONS SENDING CULTIVATION TO THE EMAIL SUBSCRIBER OVER TIME BY COUNTRY



Every country except Australia (29%) was more likely to send a cultivation email to the Email Subscriber beyond 60 days than to the Online Donor with the United States being the most likely (56%).

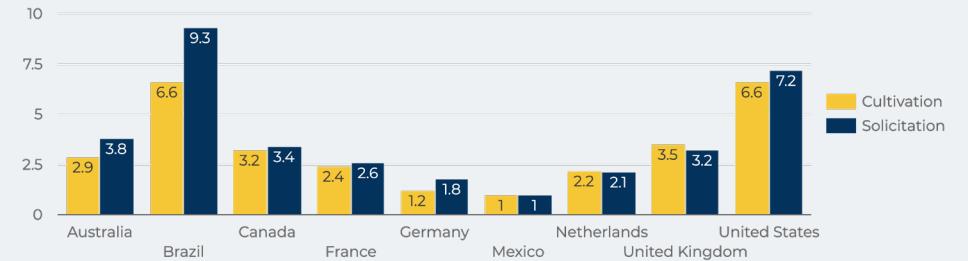
We also noticed a few differences between how the Online Donor was communicated to compared to the Email Subscriber. For example, globally, **the Online Donor received 25% fewer emails than to the Email Subscriber** (6 compared to 8).

The Online Donor was also less likely to receive a cultivation email as **2 in 10 (22%) organizations did not send a cultivation email to the Online Donor** compared to **1 in 10 organizations (11%) who did not send a cultivation to the Email Subscriber**.

And while the Online Donor (69%) and Email Subscriber (68%) were just as likely to get at least 1 solicitation, **54% of all the emails sent to the Online Donor were a solicitation compared to just 42% for the Email Subscriber**.

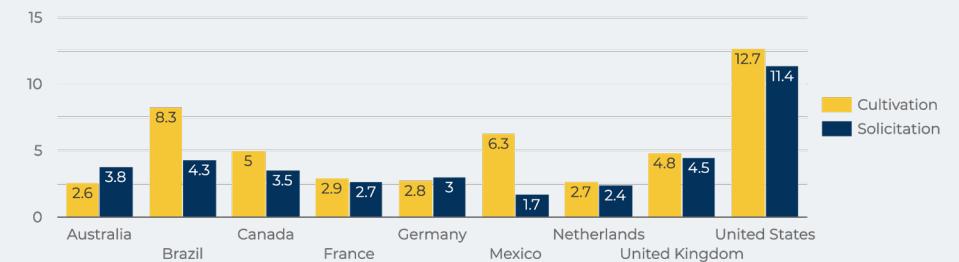
Also of interest, **the Online Donor was also asked to give quicker, on Day 8 on average, compared to the Email Subscriber who was asked to give on Day 18**.

### ONLINE DONOR AVERAGE CULTIVATION AND SOLICITATION EMAILS BY COUNTRY



Only 2 countries – The Netherlands and The United Kingdom – sent the Online Donor more cultivation emails than solicitation emails on average. Australia, Brazil, and the United States sent noticeably more solicitations compared to cultivations to the Online Donor than other countries.

### EMAIL SUBSCRIBER AVERAGE CULTIVATION AND SOLICITATION EMAILS BY COUNTRY



For the Email Subscriber however, we saw the opposite as only 2 countries – Australia and Germany – sent the Email Subscriber more solicitation emails than cultivation emails over the 90 days. Brazil, Mexico, Canada, and the United States sent noticeably more cultivations compared to solicitations to the Email Subscriber than other countries.

The first 3 emails organizations sent to new donors and subscribers are often 3 of the most open, read, and clicked emails they'll ever receive<sup>14</sup> so this makes the first few emails and first few weeks a critical time to engage new donors and subscribers via email.

Globally, **88% of organizations sent at least 1 email in the first 14 days to the Email Subscriber** while **98% of organizations sent at least 1 email to the Online Donor**. This is due to the vast majority of organizations sending a signup confirmation or donation acknowledgement/receipt email.

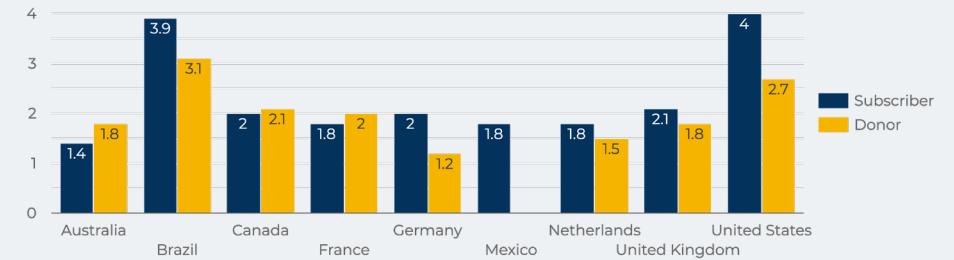
That's good and the minimum expected but looking deeper we found that, globally, **organizations sent an average of 2 emails in the first 14 days to both the Email Subscriber and Online Donor**. This indicates that very few organizations are looking to send more emails or use a 3+ email welcome series for example (see Other Interesting Insights, Ideas, and Innovations for a subscriber and donor welcome series example).

This can be a huge opportunity lost and with the technology options available today organizations both large and small should be able to create, automate, and send these critical emails<sup>15</sup>.

<sup>14</sup> This is from looking at various NextAfter client email performance and comparing it to industry benchmarks for email open, click, and response rates overall

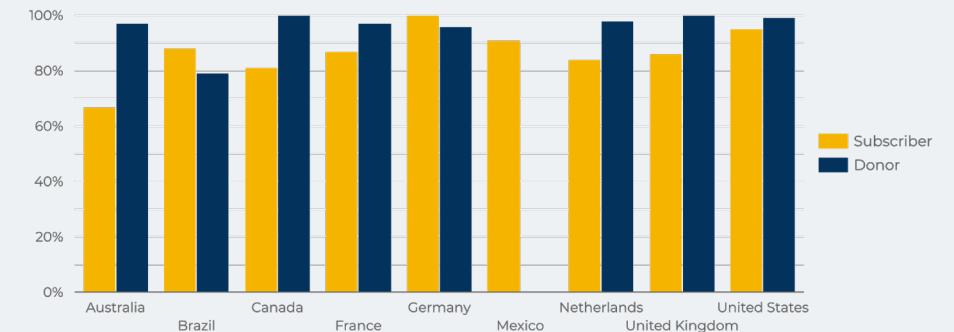
<sup>15</sup> Salesforce Marketing Cloud offers this type of functionality for example, you can learn more at [salesforce.com/ca/products/marketing-cloud/overview/](https://salesforce.com/ca/products/marketing-cloud/overview/)

### AVERAGE NUMBER OF EMAILS SENT IN FIRST 14 DAYS BY PERSONA AND COUNTRY



For the Email Subscriber 5 of the 9 countries sent 2 or more emails within 14 days compared to 4 for the Online Donor. The United States sent the most to both persona's while Australia sent the least to the Email Subscriber and Germany sent the least to the Online Donor.

### PERCENT OF ORGANIZATIONS SENDING EMAIL IN FIRST 14 DAYS BY PERSONA AND COUNTRY



1 out of 3 organizations in Australia did not send an email to the Email Subscriber within 14 days while every organization in Germany did so. Brazil and Mexico were the only two countries to have less than 96% of organizations sent an email in the first 14 days to the Online Donor.

Donation pages  
need to provide  
more compelling  
reasons to give.

# KEY FINDING #5

Just because someone is on the donation page doesn't mean they have made up their mind to give and will complete a gift. And there is still an opportunity to influence how much they give and how they give (one-time or monthly). So how are organizations communicating the reason to give on their main donation page?

Why someone chooses to give can be a multi-varied, complex, and ever changing answer from person to person and over time but someone's understanding of the organization's value proposition and how it matches up to their innate values, beliefs, and motivations is the most important part of the giving equation<sup>16</sup>.

So to assess the strength of each organization's value proposition each researcher was asked to look at the donation page with this question in mind:

**If I am your ideal donor, why should I give to you, as opposed to another organization, or not at all?**

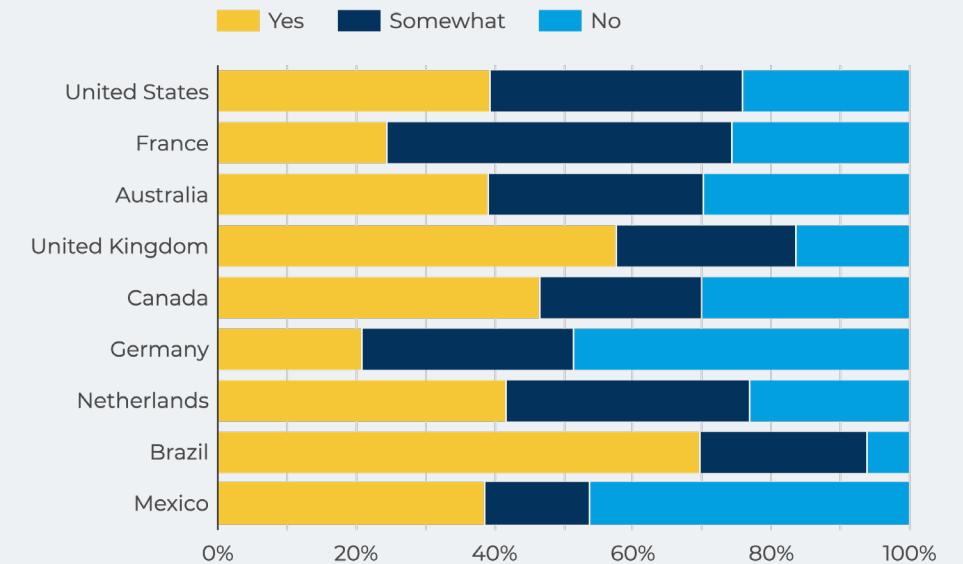
They then looked at the donation page and how they tried to answer that question and scored it as either Yes/Strong, Somewhat Strong, or No/Not Strong<sup>17</sup>.

In the end, we found that, globally, **6 in 10 organizations did not have a Strong reason to give on their donation page.**

<sup>16</sup> More on the giving equation and framework we use for research, testing, and optimization in the Methodology section

<sup>17</sup> More on the factors that impact Value Proposition in the Methodology section

### DO THEY HAVE A STRONG REASON TO GIVE ON THEIR DONATION PAGE?



France and Germany were the least likely to provide a Strong reason to give with just 1 in 4 organizations having one compared to 7 in 10 in the United Kingdom and 6 in 10 in Brazil. Almost half of all organizations in Germany and Mexico had a Not Strong reason and half in France were Somewhat Strong.

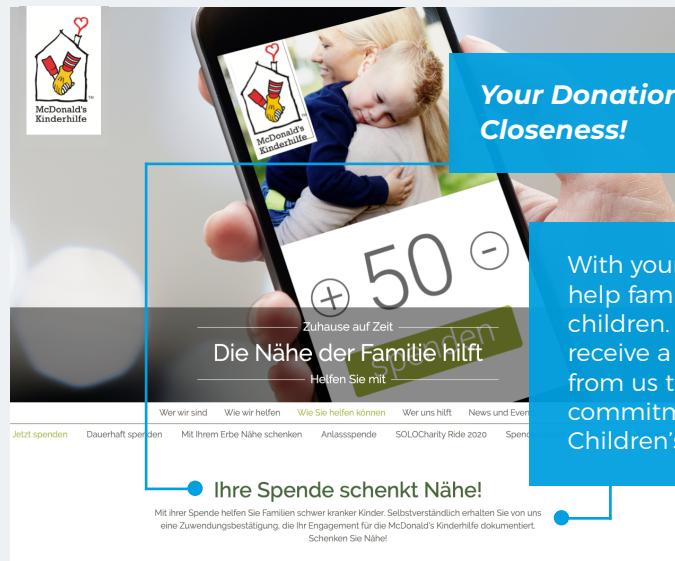
Put yourself in the shoes of the donor/researcher and try to see how you would rate each of the following donation pages' reason to give as Weak, Somewhat Strong, or Strong (you can see how our researcher's scored these pages on the next page).

### OPTION A MEXICO



**What You Are About To Do Could Change A Child's Life Forever**

### OPTION B GERMANY



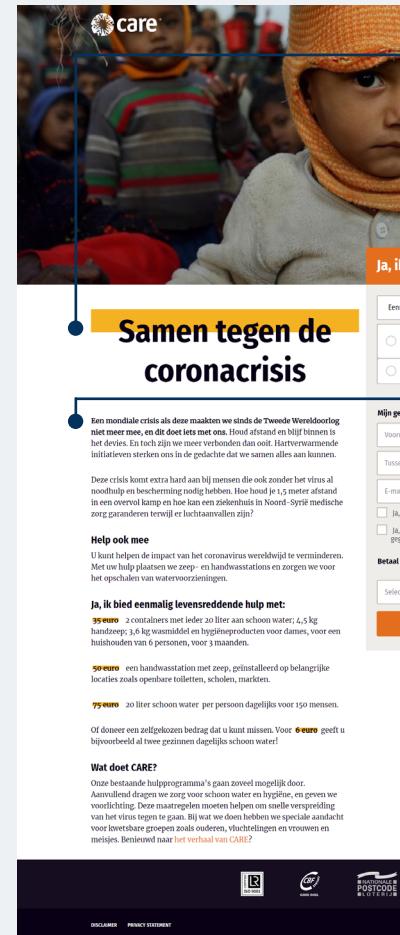
**Your Donation Gives You Closeness!**

**With your donation you help families of seriously ill children. You will of course receive a donation receipt from us that documents your commitment to McDonald's Children's Aid. Give closeness!**

**Ihre Spende schenkt Nähe!**

Mit Ihrer Spende helfen Sie Familien schwer kranker Kinder. Selbstverständlich erhalten Sie von uns eine Zuwendungsbestätigung, die Ihr Engagement für die McDonald's Kinderhilfe dokumentiert. Schenken Sie Nähe!

### OPTION C NETHERLANDS



**Together Against The Corona Crisis**

We haven't faced a global crisis like this since the Second World War and it impacts us all. Keep your distance and stay indoors they say, and yet we are more connected than ever. Heartwarming initiatives strengthen us in the belief that we can do anything together.

This crisis is particularly hard on people who are already in need of emergency help and protection. How do you keep a distance of 1.5 meters in a crowded refugee camp? And how can a hospital in Northern Syria provide medical care while there are air raids?

You can help reduce the impact of the coronavirus worldwide. With your help, we can install soap and hand wash stations and scale up water supplies.

**Yes, I will give a one-time gift to provide life-saving assistance with:**

- 35 euros provides 2 containers with 20 liters of clean water each; 4.5 kg hand soap; 3.6 kg of detergent and hygiene products for women, for one household of 6 persons, for 3 months.
- 50 euros provides a hand wash station with soap, installed on key locations such as public toilets, schools, markets.
- 75 euros provides 20 liters of clean water per person daily for 150 people.

Or donate an amount of your choice that you can spare. For just 6 euros you can give two families clean water every day!

**What does CARE do?**

Our existing utilities will continue as much as possible. In addition, we take care of clean water and hygiene, and we give information. These measures should help to ensure rapid spread of the virus. We pay special attention to what we do for vulnerable groups such as the elderly, refugees and women and girls. Curious about the story of CARE?

What did you think? How did you score them? Was it easy?

For this project, we scored Option A as Not Strong, Option B as Somewhat Strong, and Option C as Strong. The fact that the 'strength' went up as the organization used more copy or text to communicate the reason why someone should give isn't an accident.

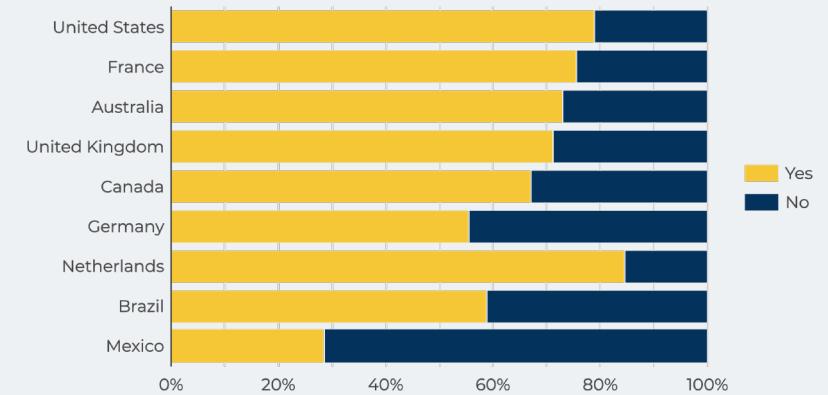
In our experiment research we often see a correlation between using some text (more than 1 sentence) and conversion rate ((see the From the Experiment Research Library for two examples). It's not as simple as 'use copy, get more donations' and the idea isn't that there's a magic number or length of copy but more that all donors need to know why a donation is needed and to do that you have to use at least some copy<sup>18</sup>.

Globally, we found that **3 in 10 organizations used no copy or text on their donation page at all** and **4 in 10 used more than 4 sentences of copy or text on their donation page**.

<sup>18</sup> Classy's 2020 State of Modern Philanthropy report has some good data on time on page and conversion rates and how, in short, 60% of people convert within 60 seconds, which means 40% need more than 1 minute, and on campaign pages, conversion rates peak around 5 minutes, hinting that many people need more time, context, and information before making a gift

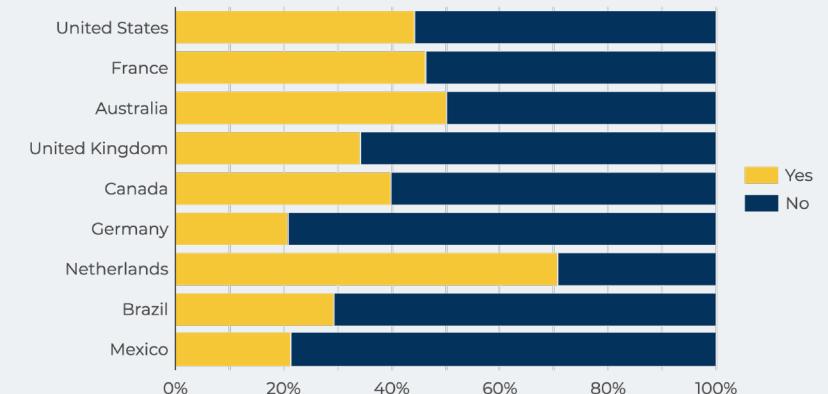
<sup>19</sup> Remember the sample size for Mexico is much smaller than other countries and insights should be taken with an extra grain of salt

### IS THERE MORE THAN 1 SENTENCE OF COPY ON THE DONATION PAGE?



85% of organizations in the Netherlands are using more than 1 sentence but only 55% in Germany are. Mexico was the only country to have less than half (46%) use less than 1 sentence on their donation page<sup>19</sup>.

### IS THERE MORE THAN 4 SENTENCES OF COPY ON THE DONATION PAGE?



We see something similar for using more than 4 sentences where organizations in the Netherlands were almost 2x more likely to use 4 sentences of copy or more compared to the global average while Germany was 2x less likely to do so.

The reason to give (or value proposition) is the most important value factor when it comes to driving donations but there are also incentives you can use like matching gifts, premiums or perks and quantifiable impact (\$25 does X, \$50 does Y, etc.). Keep in mind that these are not reasons to give in general but can be used to help encourage either greater giving, giving now, or the type of giving.

We found that, globally, **almost 3 and 10 organizations used some kind of incentive on their main donation page** or, put another way, **7 in 10 organizations did not use any additional strategy to incentivize a donation beyond their message and the form.**

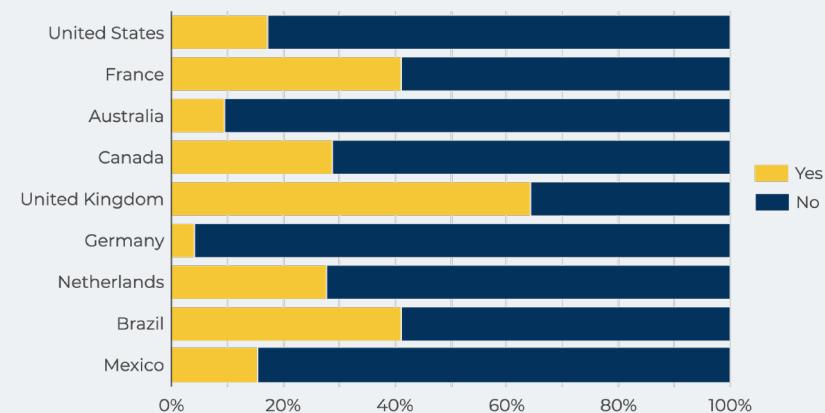
This could be an opportunity for organizations to explore – particularly in campaigns – as there is ample evidence that being very tangible can inspire giving<sup>20</sup> and there are multiple studies citing the ability for matching donations to increase giving amounts and response rates<sup>21</sup>.

We've also seen experiments that show that quantifiable impact and use matching gifts can increase giving (see the From the Experiment Research Library section for more). The United Kingdom was more than 2x more likely to use an

<sup>20</sup> In the book *The Science of Giving*, there is a whole chapter dedicated to the link between tangibility and generosity

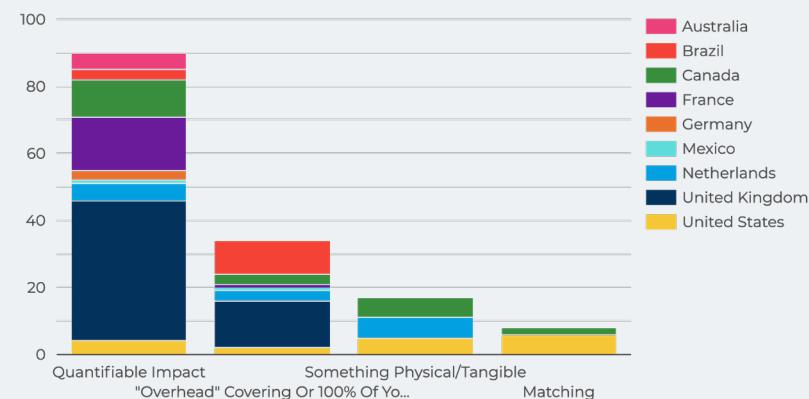
<sup>21</sup> Dean Karlan and John A. List, [nber.org/papers/w12338.pdf](http://nber.org/papers/w12338.pdf), for one

## WERE THERE ANY OTHER INCENTIVES?



incentive compared to the rest of the world while Germany was 7x less likely to do so.

## WHAT WERE THE INCENTIVES USED?



Quantifiable Impact was the most common incentive used globally (16%) and was most frequently used in the UK and France. Only 1% of organizations offered a matching donation as an incentive and all of those organizations were in the United States.

There is still too much friction in the online giving experience.

# KEY FINDING #6

Even once someone has made up their mind to give, they still need to decide how much to give and how they want to give (donation selection) as well as complete the information needed to complete the gift. So how are organizations making this as clear, simple, and easy as possible?

Friction can be defined as the psychological resistance that your visitors experience when trying to complete an action (in this case a donation). It is a conversion killer<sup>22</sup>.

We've already shown how friction through broken forms, load issues, or the inability to find where to go led to donation abandonment. Those are extreme forms of friction, but even within the donation process itself there are many other friction factors that slow or stop potential donors.

Take Field Number Friction for example. This is the idea that the more form fields you present and the more information you are collecting the greater the chance that someone will abandon the process particularly if that information is required<sup>23</sup>.

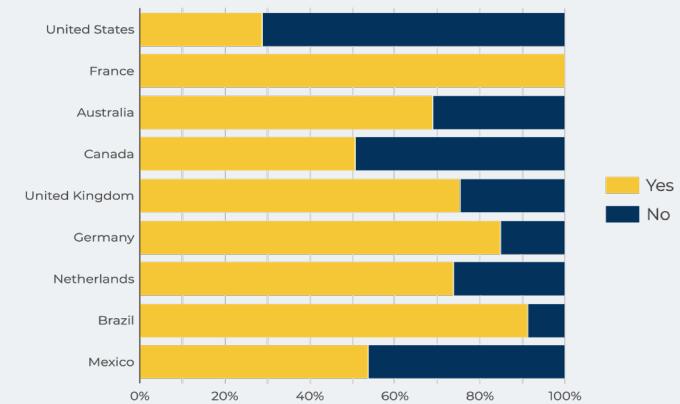
As it relates to giving online we found that **almost 7 and 10 organizations required non-essential information to complete the donation**<sup>24</sup>.

<sup>22</sup> As defined by Unbounce

<sup>23</sup> In our experiment library, we've seen up to a -50% drop when cell phone was required

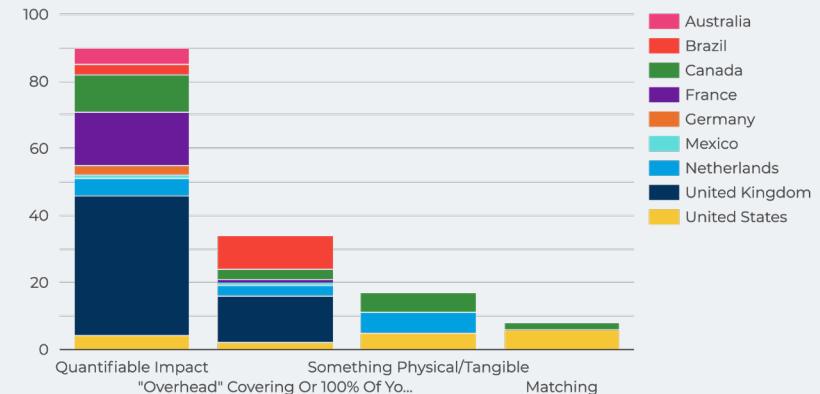
<sup>24</sup> Non-essential information are things like 'phone number' or 'birthday' that, while potentially useful, you do not need to process a gift

## DO THEY REQUIRE NON-ESSENTIAL INFORMATION TO PROCESS A DONATION?



Every organization from France (100%) required extra information to process a gift compared to 3 in 10 organizations in the United States (28%). Interesting to note that European countries were above the global average of 68% while North American countries were under it.

## WHAT NON-ESSENTIAL INFORMATION WAS REQUIRED TO PROCESS A GIFT?



37% of organizations globally required title/Mr. or Mrs. (most common in France and then Germany), 30% of organizations required a phone number (most common in France then Australia). And 8% required the donor's birthday to complete a gift (most common in Brazil and then France).

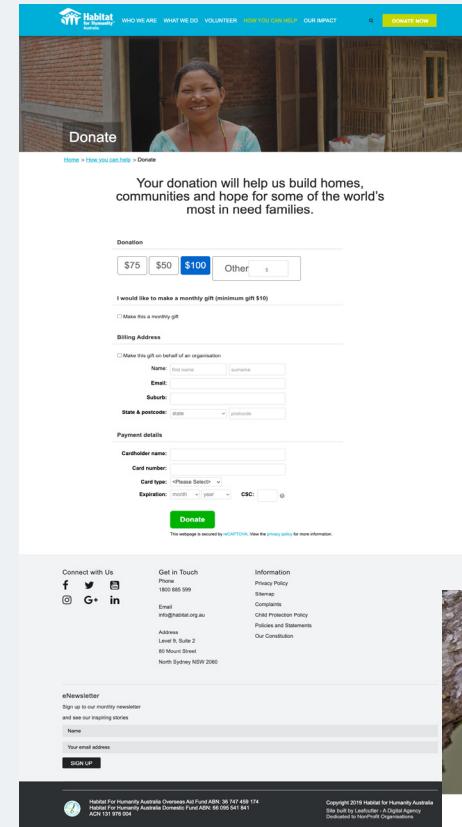
Another friction factor to look for is **Confusion Friction**. This is when there are unexpected items to navigate or do, competing calls to action, or distracting links and messages not related to the act of giving.

We found that globally, **almost 6 in 10 organizations had some kind of distracting link on their donation page**. And that **3 in 10 organizations had other calls to action, besides donate, on their main donation page**.

Here are two donation pages from Australia where you can see the different elements of confusion friction.

You can see how the example on the left has navigation items in the header and footer. You can also see that there are social media icons and at the very bottom there's even an email signup form. These are links and opportunities for people to get distracted and go away from the page.

Compare that to the example on the right where there are no links in header or footer or competing calls to action the only thing you can do on that page is complete your donation. And if you don't want to you can always click back or exit out of the page .

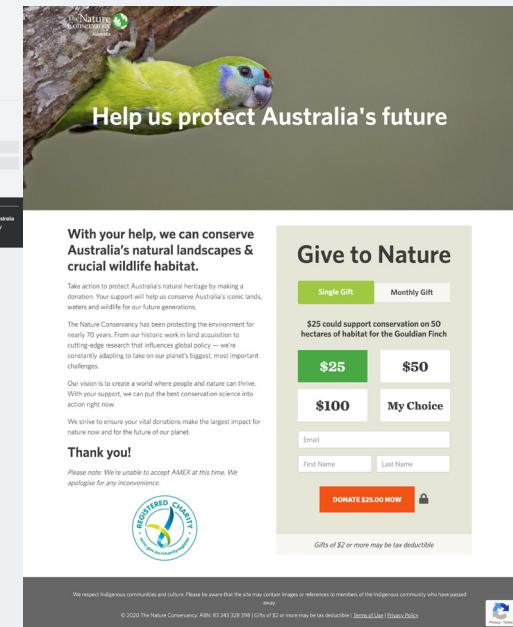


## NO DISTRACTIONS

Over half of Australian organizations (53%) had other CTA's (besides donate) on their donation page compared to just 16% of organizations in France and 21% in Germany.

## DISTRACTIONS

France was least likely to have distracting links (14%) followed by the United States (38%). On the other side, the Netherlands (77%) was most likely to have distracting links while Germany (76%), the United Kingdom (75%), and Australia (72%) were much more likely compared to the global average.



There is also **Steps Friction** which is the concept that the more full steps (not just clicks) you have required to complete a transaction the greater the chance of abandonment. A common example of this is a confirmation page *before* you actually complete a gift which is both an extra step *and* confusing.

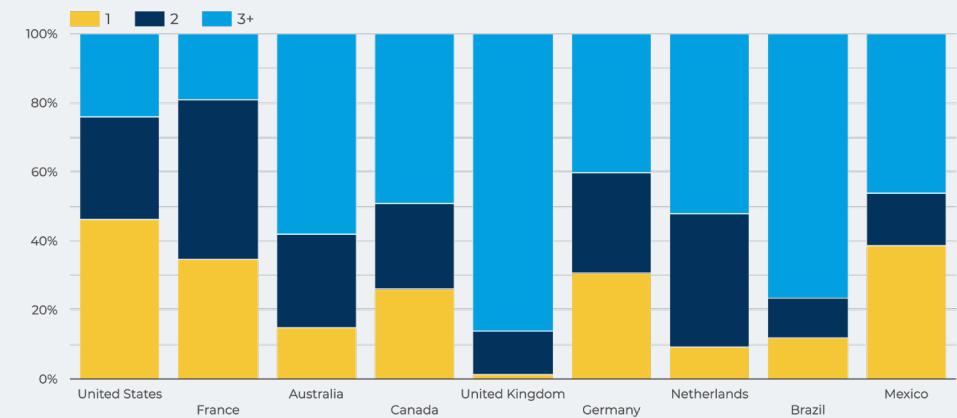
The number of steps also feels compounded when you change domains – **13% of organizations had their donation page on a 3rd party domain** and Canada was the country most likely to do this and the Netherlands was the least – or open a new tab/window.

And Steps Friction, like all friction, is even worse when on a mobile device as even if you have a mobile optimized or mobile friendly online giving experience – **94% of organizations had a mobile friendly donation page** with the United Kingdom and the Netherlands most likely and France and Germany least likely – it is still harmful to donor conversion rates<sup>25</sup>.

We found that roughly **half of all organizations required 2 or more steps/pages (besides the home page) to complete a donation.**

<sup>25</sup> You can see how one organization moved from a multi-step process to a single step and saw an 18% increase in giving and 64% increase in giving on mobile in the From the Experiment Research Library section at the end of this report.

### HOW MANY STEPS WERE NEEDED TO COMPLETE A DONATION?



Roughly half of all organizations required 2 or more steps/pages (besides the home page) to complete a donation. This was most common in the United Kingdom (86%) and Brazil (76%) and least likely in France (19%) and the United States (24%).

Emails being sent could be “humanized” and more personal.

# KEY FINDING #7

Giving is a very personal thing and fundraising is often discussed as being “all about relationships” whether that’s through coffees, events, or emails. So what are organizations doing within their email communications to connect and engage their subscribers and donors in a more personal, human, and relational way?

One of the advantages of email is the ability to customize, segment, and speak to subscribers and donors more personally. One of the easiest ways to do that is simply using someone’s name<sup>26</sup>.

After looking at every email we received over 90 days, we found that, globally, **organizations personalized the email with the Email Subscribers name just 42% of the time**<sup>27</sup>. For the Online Donor, **organizations personalized the email with the donors name 69% of the time**.

That means **6 in 10 emails sent to Email Subscriber did not reference them by name** and **3 in 10 emails to the Online Donor didn’t use their name**<sup>28</sup>.

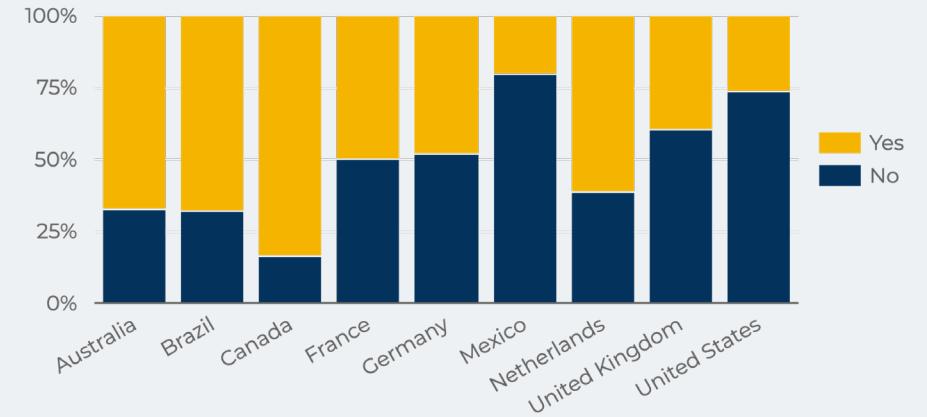
Again, given the tools available today, being able to simply call a subscriber or donor by name should be much more prevalent.

<sup>26</sup> In one experiment, an organization saw a 278% increase in clicks simply by starting the email with the recipient’s first name

<sup>27</sup> Many organizations did now allow us to give our name when signing up for email

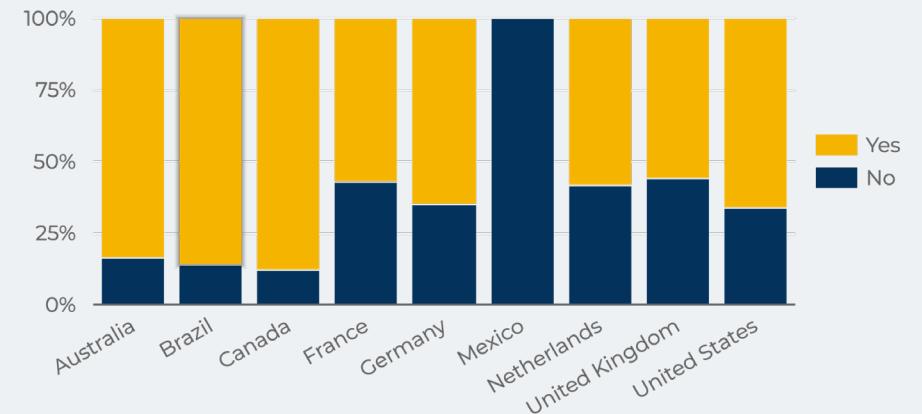
<sup>28</sup> When we looked at name personalization by email type – Solicitation or Cultivation – we did observe a slight increase in the use of name for Solicitations compared to Cultivations for both the Email Subscriber and Online Donor.

### DID THEY USE THE EMAIL SUBSCRIBER NAME IN EMAIL?



Where we had a larger data set of emails, the United States was least likely to use the Email Subscribers name (74%) while Canada (16%) was the most likely.

### DID THEY USE THE DONOR NAME IN EMAIL?



For the Online Donor, more than 4 in 10 emails in France, the Netherlands, and the United Kingdom did not have the donor’s name compared to Canada where only 1 in 10 emails did not use the donor’s name.

Using someone’s name is a way to personalize the email to them but who an email is sent from is a way to create an email that can feel more personal and human to the recipient. And since who an email is from – the sender – is the main way that people triage and manage their inbox<sup>29</sup> sending emails from a person, as opposed to an organization, can often be a way to increase opens and clicks (see the From The Experiment Research Library section for experiments)<sup>30</sup>.

To analyze this, email senders were classified in 1 of 3 ways:

**From an Organization**

**Subject:** Changing the course of young lives  
**From:** Save the Children <info@savethechildren.org.au>  
**To:** trent.alexau@loveyourgrub.co  
**Date Sent:** Monday, September 28, 2020 8:18:54 PM GMT-05:00  
**Date Received:** Monday, September 28, 2020 8:18:57 PM GMT-05:00

**From a Person, Organization**

**Subject:** It's a crime, Trent  
**From:** "Dermot O'Gorman, WWF-Australia" <enquiries@wwf.org.au>  
**To:** trent.alexau@loveyourgrub.co  
**Date Sent:** Tuesday, September 15, 2020 1:16:09 AM GMT-05:00  
**Date Received:** Tuesday, September 15, 2020 1:16:13 AM GMT-05:00

**From a Person**

**Subject:** From bench to bedside  
**From:** Kerry Strydom <kstrydom@acrf.com.au>  
**To:** Trent Alexau <trent.alexau@loveyourgrub.co>  
**Date Sent:** Thursday, August 13, 2020 10:00:51 PM GMT-05:00  
**Date Received:** Thursday, August 13, 2020 10:01:29 PM GMT-05:00

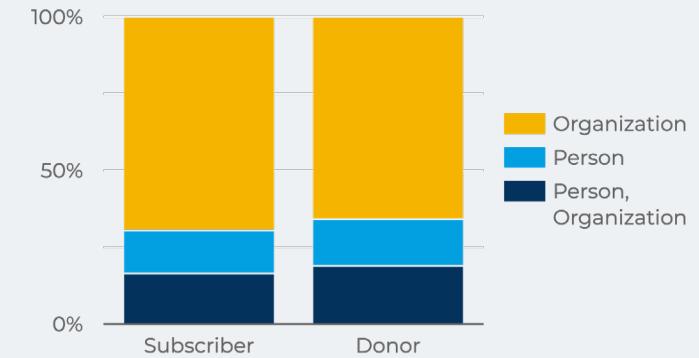
Across all the emails we analyzed, just 1 in 10 emails were sent from a person while 7 in 10 were sent from the organization. There was also no significant difference in senders between emails sent to the Email Subscriber and Online Donor<sup>31</sup>.

<sup>29</sup> [litmus.com/blog/6-shocking-myths-about-subject-lines/](https://litmus.com/blog/6-shocking-myths-about-subject-lines/)

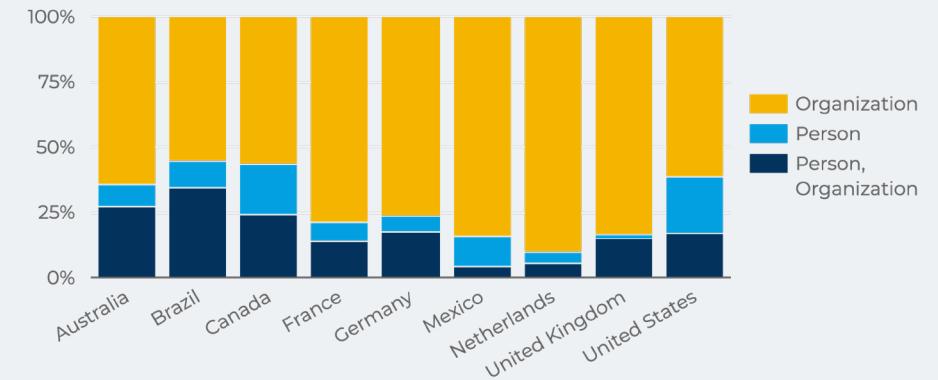
<sup>30</sup> We often see an ‘inboxing’ benefit of person senders both in getting to the inbox and avoiding ‘promotions’ tags

<sup>31</sup> We did observe a slight decrease in the likelihood to send from the organization only for Solicitations compared to Cultivations

**EMAIL SENDER BY PERSONA**



**EMAIL SENDER BY COUNTRY**



The United States was the most likely to send emails from just a person (21%) while Canada was the least likely to send emails from just the organization (56%). On the other hand, 90% of emails in the Netherlands were from the organization and just 1% of emails in the United Kingdom were sent from just a person.

In addition to being able to automate, segment, and personalize email, it also allows for more design, use of images, and even animation. But should those elements be used? And do those elements help improve engagement (clicks and opens) and donations?

You can see a few examples in the From the Research Library section of that show how a stripped down, plain text email outperforms a more heavily designed version<sup>32</sup>. But when we looked at design elements in emails, we found that **99.9% of all emails sent contained at least some design element** like a logo, hero image, or social media icons. And **53% of emails contained some design element beyond a logo**.

Look at these two Solicitations from organizations in the United States – who, along with Canada, were by far the most likely to use a text only email strategy<sup>33</sup> – asking for donations in response to the explosion in Lebanon.

Before you continue to send heavily designed, polished, emails, you should be ensuring – ideally through testing that looks not just at clicks but conversions, revenue, and average gift – that the extra elements, which are more complicated to create and may cause emails to be flagged as “Promotions” or even “SPAM”<sup>34</sup>, are in fact helping your donors engage in your work.

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<sup>32</sup> Experiments are almost entirely within North America but there are many and across many different types of organizations

<sup>33</sup> This approach may only work in North America but it bears testing to see if for nothing else a) almost no one is using this strategy so your organization can stand out and b) you may see an increase in deliverability without the added HTML elements.

<sup>34</sup> In a previous research study with Salesforce on recurring giving, we found that every ‘personal’ email without design elements went to the Inbox within Gmail as opposed to designed emails which went to Promotions

## SOLICITATION EXAMPLE A UNITED STATES

[URGENT] Critical supplies destroyed in Beirut explosion

Alax Gealy, UNICEF USA, email@email.unicefusa.org vja bounce.bluestatedid... to Trent



**Lebanon in Crisis: Emergency supplies needed NOW**



**RUSH AID TO LEBANON**

I'll be honest, Trent. Things are not looking good in the aftermath of the explosion. The people of Lebanon were already in trouble, with poverty spreading and COVID-19 overwhelming the country's hospitals. Now the government has resigned, hundreds were killed and much of what UNICEF and its partners had on hand to protect children is gone.

The crisis destroyed UNICEF warehouses with stockpiles of the country's personal protective equipment (PPE). We're launching an emergency drive to secure lifesaving supplies like nutrition, medicine, safe water and PPE for children in need — will you chip in?

**Rush supplies to refugees in Lebanon**



**\$40**  
Protection Kit for One Health Worker >>



**\$58**  
Emergency Water & Hygiene Kit for One Family >>

Both emails have a logo at the top of the email, use the donor's name (Trent), are signed off from a person, and clearly ask for disaster relief donations



**\$110**  
Malnutrition Treatment for Two Children >>

Trent, one in four people living in Lebanon is a refugee. Vulnerable children and families, mostly from Syria, have braved displacement, violence and poverty to get to safety in Lebanese refugee camps. Now, Beirut's devastating explosion has wiped out the supplies we need to keep them safe and healthy.

**Please, send emergency supplies now and protect the children and refugees of Lebanon:**

**GIVE NOW**

Every minute matters here,

Alax Gealy  
UNICEF USA

for every child

**PLEASE DONATE**

UNICEF USA 125 Maiden Lane, New York, NY 10038  
©2020 U.S. Fund for UNICEF db/a UNICEF USA. All rights reserved. All photos ©UNICEF unless otherwise noted  
Privacy Statement | Finances | Unsubscribe

The designed version has 8 links to a donation page (7 to a Lebanon specific form and 1 to the general form), 4 images (including a 'hero image with text overlaid on it), 3 different buttons, and uses 2 different 'headline' treatments whereas the plain email has none of those elements and just a 1 hyperlink that leads to the donation page

The designed version makes it easier to scan and the multiple links throughout also easier to possibly get to the donation page but the plain version forces you to actually slow down, read, and consider the donation to, perhaps, a depth the designed one doesn't

And which one seems more likely to be from a person (remember they are both sent from a person and signed off from a person)? The heavily designed one with multiple images and text treatments or the one without?

## SOLICITATION EXAMPLE B UNITED STATES

Help Beirut explosion victims

President Robert L. Briggs <OnMission@americanbible.org> to trent.alexus

Aug 28, 2020, 10:37 AM



**AMERICAN BIBLE SOCIETY**

Dear Trent,

The people of Lebanon urgently need a miracle. They have faced near economic collapse and a pandemic. And now, the third-largest non-nuclear explosion in the world.

The Bible Society in Lebanon's building was greatly damaged in the recent catastrophe. Many people in Beirut have lost everything, and they are desperate for hope.

To meet these critical needs, we must raise \$200,000 to restore the Bible Society in Lebanon and provide Bibles and Scripture resources to men, women, and children devastated by this tragedy.

**Please send your emergency gift now to help.**

Your immediate response is crucial. Survivors have seen their homes and livelihoods destroyed. As many as 300,000 are homeless. But with tragedy comes opportunity. And I can think of no greater opportunity to show the love of Christ.

Will you also join me and the entire American Bible Society staff in prayer? The people of Lebanon need hope. They need God's Word. Thank you for helping to bring them both.

Serving Together,

Robert L. Briggs  
President and CEO  
American Bible Society

**American Bible Society**  
101 North Independence Mall East FL8 • Philadelphia, PA 19106-2155  
[Privacy Policy & State Registration Disclosure](#) | [Unsubscribe](#)

American Bible Society is a 501(c)(3) nonprofit. Please know that if the Lord blesses us with funds beyond this need, we will prayerfully use them for further Scripture Ministry.

Recurring giving  
remains an  
opportunity.

# KEY FINDING #8

Monthly donors contribute more in a year, are more likely to give year over year, and, as such, are worth much more than a one-time donor over their lifetime. So how are organizations trying to communicate the value of and encourage monthly donations?

Recurring givers, monthly donors, sustainers... whatever you call them and wherever you are doing fundraising one thing is true: they are incredibly valuable<sup>35</sup>. But which countries are more focused on recurring donors? And how are organizations trying to secure them?

We looked at the homepage and found that **18% of organizations had a specific call to action or navigation item on their homepage related to recurring giving**<sup>36</sup>.

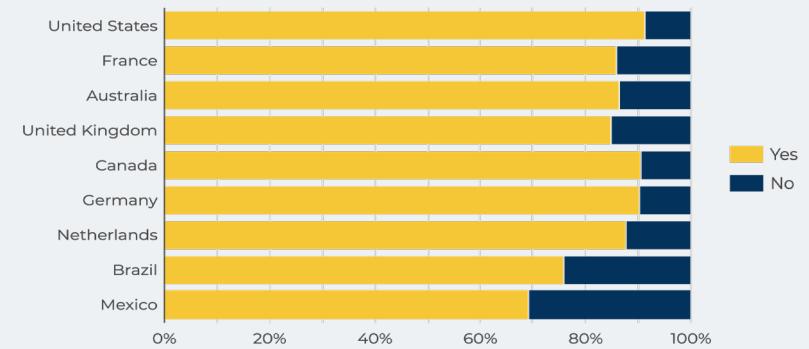
On the donation page itself we observed that **87% of organizations had a recurring gift option on their main donation page**.

Further, **17% of organizations globally defaulted to a recurring gift** as opposed to a one-time gift (57%) or no default (25%)<sup>37</sup>.

Using those three findings – homepage/navigation, accepting a recurring gift, and defaulting to monthly – as measures of ‘focus’, the Netherlands stands out, slightly from the other countries.

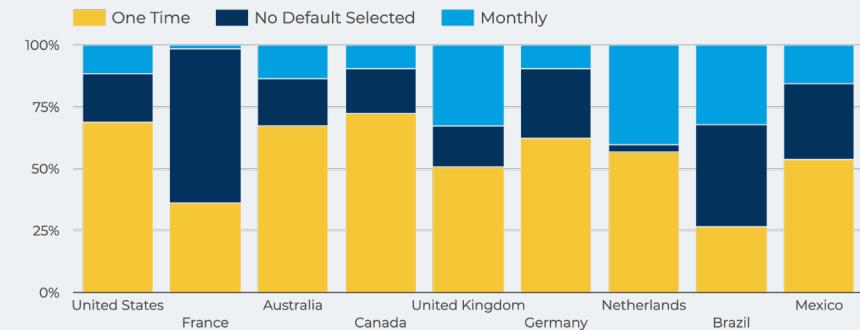
<sup>35</sup> According to Classy’s 2019 State of Modern Philanthropy, recurring donors are worth 5 times more than one-time donors  
<sup>36</sup> All countries where we had a larger data set were above 16% (Canada) and below 25% (the United Kingdom).  
<sup>37</sup> This is often an indicator of how much an organization is focused on getting recurring donors and is a tactic used to leverage “status quo bias” and make the decision of gift type easier for the donor

### WAS THERE AN OPTION TO MAKE A RECURRING GIFT?



Among countries where we had a larger data set, the United Kingdom was the least likely (85%) to have a recurring gift option on their main donation page while more than 9 in 10 organizations in

### WHAT WAS THE DEFAULT GIVING OPTION ON THE MAIN DONATION PAGE?



the United States, Germany, and Canada did so.

Just over half of all organizations globally default to a one-time donation with Canada (72%), the United States (68%), and Australia (68%) being the most likely to do so. 4 out of 10 organizations in the Netherlands default to a monthly gift which was the highest followed by the United Kingdom and Brazil (both 3 in 10).

Those three areas previously mentioned —using the homepage/navigation, accepting a recurring gift, and defaulting to monthly — encourage monthly giving but they don't provide a reason as to why someone should make a recurring gift.

Unlike the main donation page message, we didn't assess if an organization had a 'strong' or 'weak' reason to make a monthly gift, we simply looked at if they had a reason at all<sup>38</sup>.

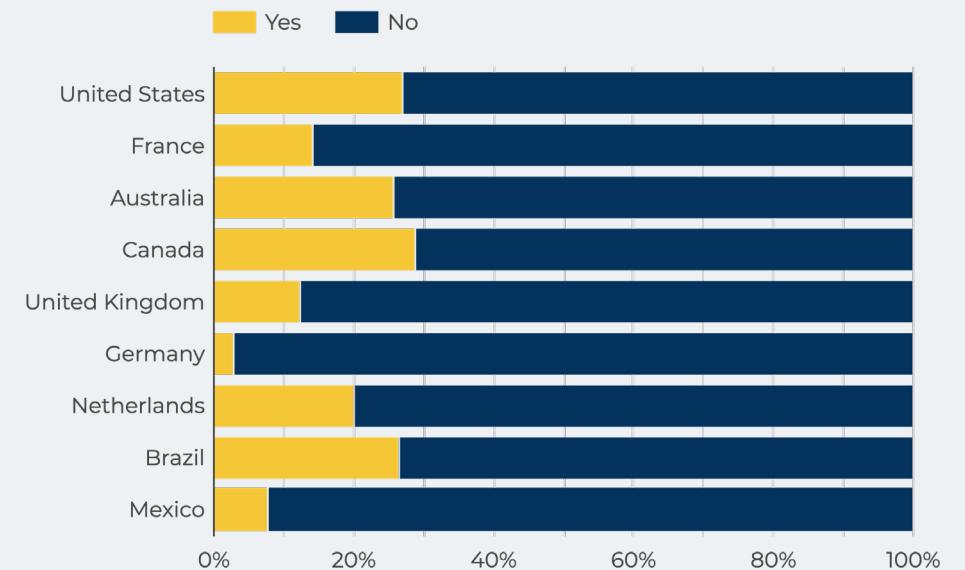
We found that only **1 in 5 organizations, globally, had a specific reason to give monthly on their donation page.** Germany was the least likely to provide a reason (just 1 in 50) while 1 in 4 organizations in the United States, Australia, Canada, and Brazil did<sup>39</sup>.

You can see a few examples of organizations in Australia, Brazil, and Canada that had something in the way of a 'value proposition' for potential recurring donors.

<sup>38</sup> A checkbox with 'Make a monthly donation' wouldn't count but a checkbox with 'Make a monthly donation to do more good each and every month' would

<sup>39</sup> This is something we've seen work in our research experiment library particularly for new website visitors (which are usually ~70% of an organization's traffic).

### DO THEY HAVE A SPECIFIC MONTHLY GIVING VALUE PROPOSITION?



The Australian example uses a 'quantifiable impact statement' during gift selection but you only see it after you click 'Monthly'. The Brazilian example takes that a bit further showing all the levels with impact statements (which they also defaulted to) while the Canadian example, who also defaulted to monthly, used two short paragraphs to try and communicate what a monthly gift would do.

Without some reason to give, organizations are relying solely on the potential donors desire and preference as well as any pre-selections/defaults to secure these high value gifts but there may be an opportunity for all countries.

The image shows two parts of a donation interface. The top part is a 'Give to Nature' selection screen with 'Single Gift' and 'Monthly Gift' buttons. The 'Monthly Gift' button is highlighted in green. Below the buttons, it states: '\$25 a month for a year can help conserve 3,000 ha of habitat for the spectacular Gouldian Finch'. The bottom part is a monthly donation selection screen. It has three frequency options: 'Mensal' (selected with a checkmark), 'Único', and 'Anual'. Below these are four amount options: 'R\$ 39', 'R\$ 55', 'R\$ 100', and 'R\$ 120'. Each amount has a radio button and a short description of the impact. The 'R\$ 120' option has a text input field for 'Escolha valores a partir de R\$20,00.'. Below the amount options is a text input field for '\$ Enter other amount'. At the bottom, there is a checkbox labeled 'This gift is on behalf of an organization'.

**Give to Nature**

Single Gift Monthly Gift

\$25 a month for a year can help conserve 3,000 ha of habitat for the spectacular Gouldian Finch

Mensal  Único  Anual

**R\$ 39**   
Com apenas R\$ 1,30 por dia você nos ajuda a combater o Desmatamento na Amazônia através de denúncias de crimes ambientais.

**R\$ 55**   
Com apenas R\$ 1,83 por dia você nos ajuda a combater o Desmatamento na Amazônia através de pesquisas na região e denúncias de crimes ambientais.

**R\$ 100**   
Com apenas R\$3,33 por dia você nos ajuda a manter projetos que combatem o Desmatamento na Amazônia, a realizar pesquisas na região e a realizar ações pacíficas.

**R\$ 120**   
Escolha valores a partir de R\$20,00.

\$ Enter other amount

This gift is on behalf of an organization

**Make a monthly donation to enable lasting change for women and girls**

GIVE ONE TIME GIVE MONTHLY

Your monthly donation will bring lasting change to the lives of vulnerable women, girls and families in developing countries around the world.

Monthly donations are tax deductible and can be changed or canceled at any time.

1. Select the monthly amount you'd like to give

\$20 \$30 \$40 \$50

\$ Enter other amount

This gift is on behalf of an organization

It can be very difficult to know what the best strategy is when it comes to suggested gifts and gift arrays as there is so much variance from organization to organization, segment to segment, and by device type.

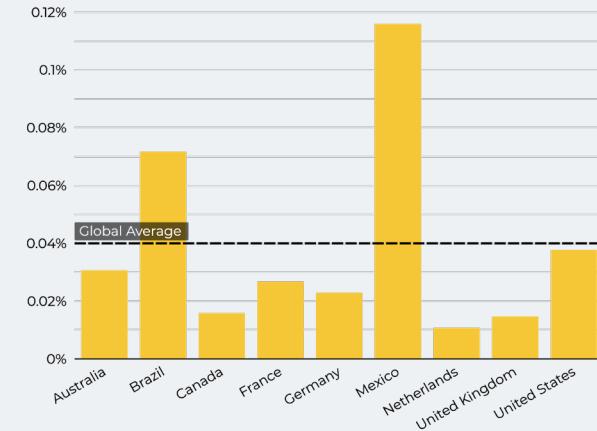
And while it's difficult to make assessments, we have found that, in general, on average, and most of the time, starting with and suggesting smaller amounts for recurring giving often increases conversion rates and has no discernable effect on average gift/lifetime value (see From the Experiment Research Library section for an example).

Below you'll find the most common smallest and most common pre-selected recurring gift amounts<sup>40</sup> but a few other observations we noted as it relates to recurring giving:

- **37% of organizations pre-selected an amount** with the Netherlands being almost 2x more likely than the global average to do so amount while Germany was 2x less likely to do so
- **43% of organizations had a different gift array for recurring than one-time** globally with France most likely to change the array for monthly donors (94%) and Germany was the least likely (15%)

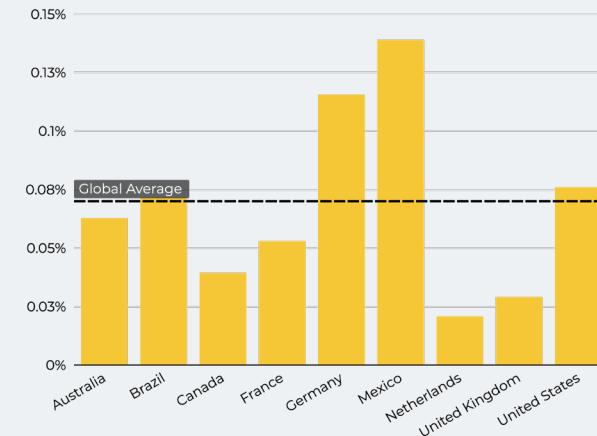
<sup>40</sup> To compare countries with different currencies and incomes, we first converted all amounts to USD and then found the Gross National Income (GNI) per capita for each country in 2019 (which was in USD). We could then divide the amounts by the GNI per capita to get a consistent % of GNI per capita

### RECURRING SMALLEST AMOUNT AS % GNI PER CAPITA



Mexico and Brazil's most common smallest recurring amount in their gift arrays were significantly higher than the rest of the world with the United States and Australia being the next closest (they were still 3x and 4x less than Mexico). The Netherlands and the UK had the lowest most common starting recurring amount in their gift array.

### RECURRING PRE-SELECTED AMOUNT AT % GNI PER CAPITA



For pre-selected recurring amounts, Mexico's was 2x higher than the global average and Germany had the highest pre-selected recurring amount among European countries. The Netherlands and the UK were, again, the lowest and more than 2x lower than the global average.

# Other Interesting Insights, Ideas, and Innovations

One of the purposes of a research study like this is to get new ideas and find innovative strategies being used by organizations in their online fundraising and communications. Here are just a few that stood out.



Let's look at a donation page that scored as 'above average', based on our research, but there are a few ways in which it could improve, and they have a few interesting concepts at play.

You can see it has distracting links in the navigation as well as a Donate button... even though you are on the donation page.

It has a big hero image of a bee but does that help communicate something specific to the need or impact on donation?

The headline of the page is also overlaid on the hero image making it harder to read but the text only says "I Make a Donation" which doesn't add clarity or value as to why a donation is needed

They have 2 short paragraphs to communicate why a donation is needed before a bold sentence that reconfirm the call to action and next step while asserting that the donation form is secure

They defaulted to a one time gift and pre-selected 50 Euros

Underneath that they have a calculation as to what the actual out of pocket cost of the donation would be after taking into consideration the tax benefit (this is also in the third column/step)

They ask for personal information next and only require essential information although the form is small and has no room to use more horizontal space

You can choose from 4 different payment options include bank withdrawal, cheque, PayPal, and Credit Card

They have a security icon in the Credit Card information section and then a 'trustmark' seal right beneath the button you click to complete your gift

If you scroll down further they have more information to build trust in terms of where money is spent and details on their 'trustmark' and how they'll use your personal information

Your donations are intended to support all of our actions to save domestic and wild bees, and all pollinators.

POLLINIS is based entirely on the donations of committed citizens like you in this vital fight for the future of agriculture and the planet, and refuses any donation or subsidy from public or private organizations: this choice allows you to enjoy freedom of action and total voice vis-à-vis any economic or political power.

**Support our actions and help us preserve our independence. Make a donation by CHECK, TRANSFER or WITHDRAWAL using the secure form below:**

One of the most common questions we receive in studies such as this are around the gift arrays and suggested giving amounts. And while they can be important, we've found that they are not the biggest factors that drive giving and, more so, the results are so varied from organization to organization, segment to segment, and device type that it is really hard to say what is 'good' or 'bad' or what organizations should or shouldn't do in their arrays.

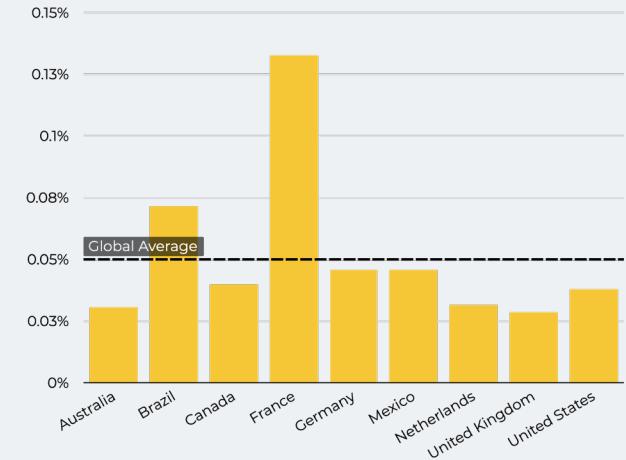
We already shared some observations around the recurring gift array but it was interesting to see how different the one-time gift array options were. A few observations:

- **26% of organizations used small, radio-style buttons** with Germany being the most likely to do so (47%)
- **80% of organizations used a gift array** (as opposed to an open field) with Germany the least likely to use an array
- **75% of organizations had 3 or 4 options in their gift array**
- **9% started their gift array with the largest amount first** or used a 'reverse array' with the United States being most likely (22%) with only one organization in France and Germany doing so
- **46% of organizations pre-selected an amount in the gift array** with the Netherlands being the most likely (68%) and Germany (21%) being the least likely

To try and compare the actual amounts within the gift arrays, we looked at the smallest suggested amount and the pre-selected amount (if there was one), converted the local currency to USD, and then divided that by that country's 2019 Gross National Income (GNI) to get a rough but equal measure of those amounts<sup>41</sup>.

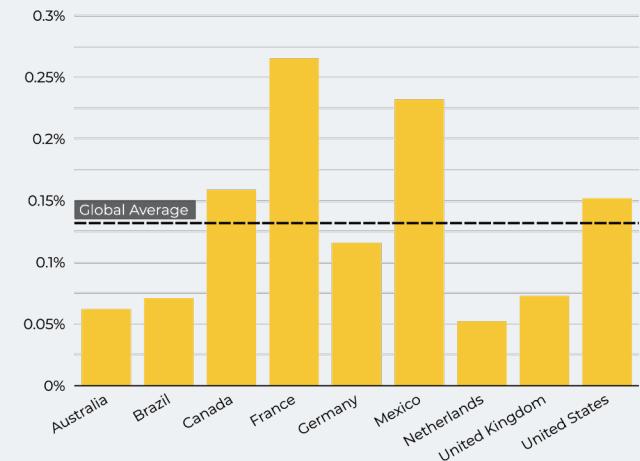
<sup>41</sup> You can see what the actual amounts were in local currency in the country by country section near the end of this study

### ONE-TIME SMALLEST AMOUNT AS % GNI PER CAPITA



France's most common smallest one-time amount in gift arrays was almost 3x higher than the global average with Brazil being the only other country over the global average. The United Kingdom has the smallest relative smallest amount in their gift array.

### ONE-TIME PRE-SELECTED AMOUNT AS % GNI PER CAPITA



France's most common pre-selected one-time amount was 2x higher than the global average. On the other end, the Netherlands has the lowest pre-selected amount which was 2x lower than the global average.

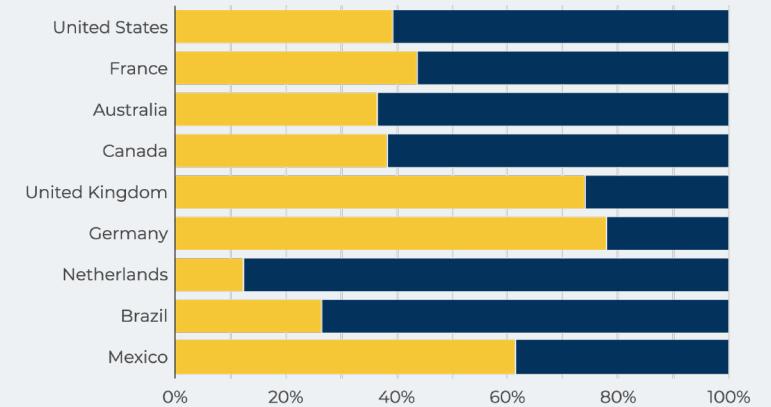
While **Credit Card was the most commonly accepted payment method globally (83%)** – and the method we used to make the donations – we captured the other giving methods available on the donation page as well. We found that some countries like Brazil and Mexico, as previously noted, may only accept donations via PayPal or bank and others were less likely to accept Credit Cards like in the Netherlands (23%) and Germany (61%).

Which isn't to say there weren't other ways to give in those countries. Klarna is a transaction method that some organizations used in Germany and **Germany was one of the countries most likely to accept PayPal on their donation page which was the 2nd most common payment method globally with 45%**.

And a country like the Netherlands, which had low Credit Card acceptance and low PayPal use, has something called Ideal, which 89% of organizations in the country use. This payment type enables online giving tied to a bank account – and **giving via bank was the 3rd most common way to give with 39% acceptance globally** – in a near seamless way.

### WAS THERE A PAYPAL OPTION?

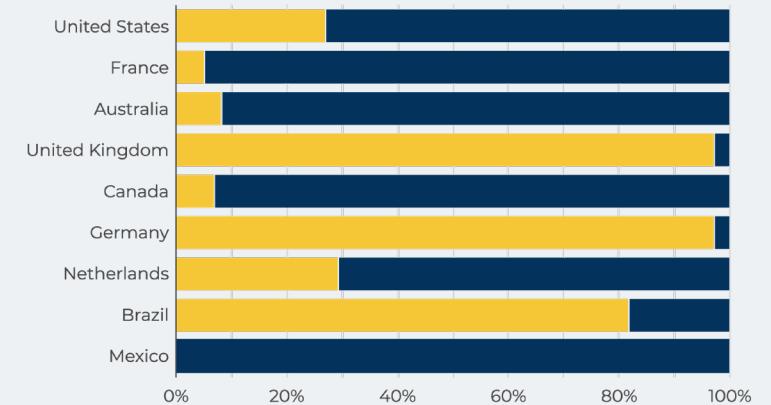
Yes  
No



While PayPal was used in every country to accept donations, some countries like Germany and the United Kingdom were almost 2x more likely to accept compared to the global average as opposed to the Netherlands (12%) or Brazil (26%).

### WAS THERE A WAY TO GIVE DIRECTLY THROUGH YOUR BANK ACCOUNT?

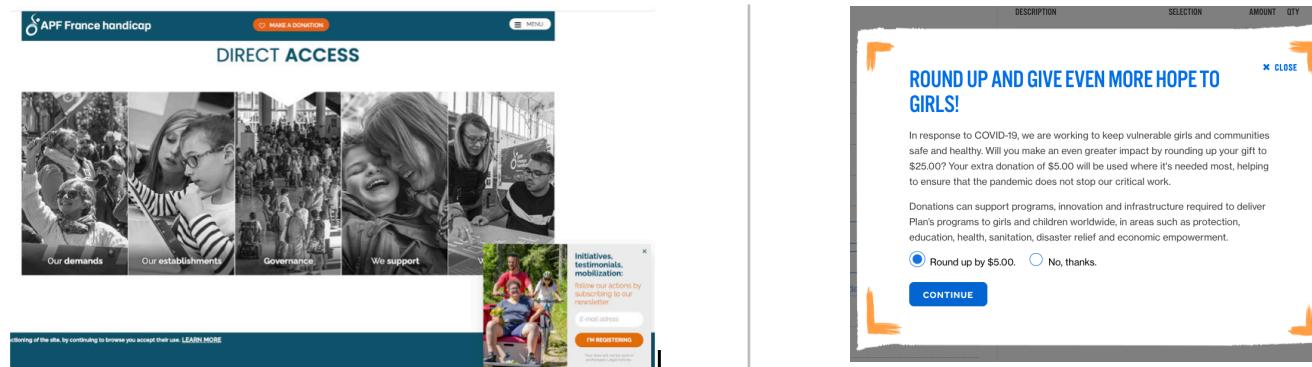
Yes  
No



There were huge discrepancies from the global average for accepting bank account payments with countries like France, Canada, and Australia under 10% but the United Kingdom and Germany at 97%. The Netherlands appears lower than the global average but Ideal, which 89% of organizations accepted, functions in a similar way to giving via bank account so in reality almost every organization in the Netherlands had a way for you to give online tied to your bank account.

One of the things we looked for while visiting websites was to see how many organizations were using a pop up. Many people may say they are annoying and when used improperly, without discretion, or on the wrong device they certainly can be, they can also be very effective.

Globally, **20% of organizations used a pop up or slider** and no country (outside of Brazil) used them more than 24% of the time (the United States) or less than 10% (Germany). You can see this example from an organization in France (on the left) used a 'slider' version of a pop-up that would only show after you scrolled a certain amount on the homepage which could indicate interest – you are reading and scrolling down the homepage – or searching – you're scrolling down looking for something – and, in either case, the timed slider may catch your eye when you're engaged or show you something you were looking for.



Pop ups weren't just used to secure email signups however. In past studies, we've seen pop ups used around 10% of the time by organizations to try and upgrade one-time donors to become recurring donors by sharing why a monthly gift is needed and defaults down to a percentage of their one-time gift to make it a yes or no question later in the giving experience journey.

This may seem counterintuitive – why 'bother' someone when they are close to completing a gift – but we've seen this work and have no negative impact because of the idea of 'foot-in-the-door technique' where people are more open to a bigger ask (giving each month) after already saying yes to a smaller ask (a one-time gift). This is the same principle at play for an immediate donation ask after an email signup.

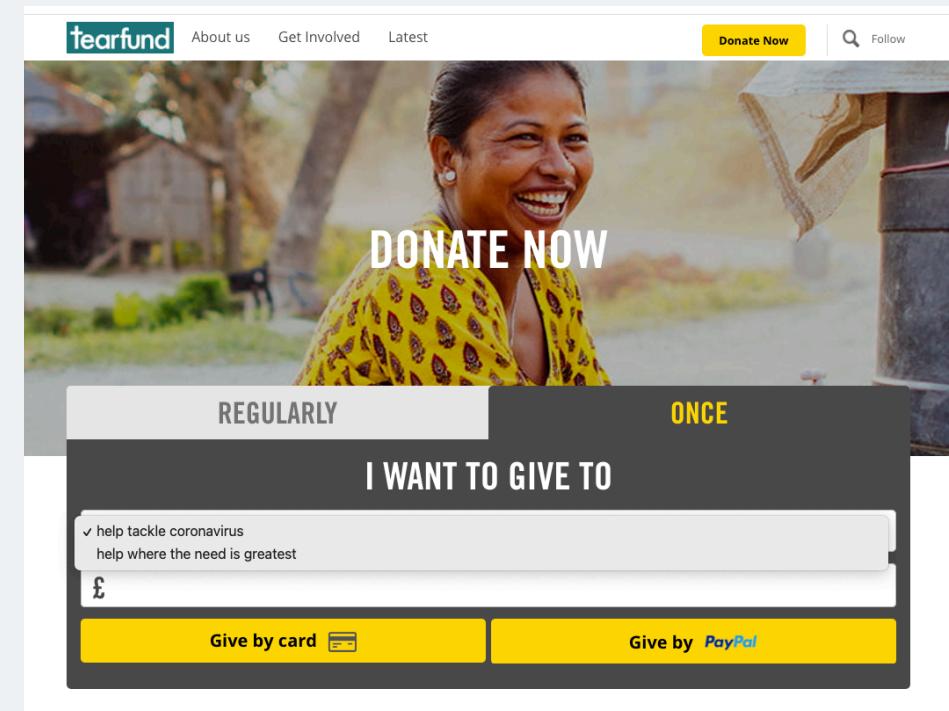
What's unique here is that this organization in the United States (on the right) used a pop up during the one-time donation flow to encourage a larger one-time amount via round-up (something more commonly seen in for-profit eCommerce space). You can see that they present a full value proposition related to COVID-19 efforts so it's not *just* asking for more money but more like an additional gift to support in a different area.

This has interesting applications, perhaps, for things like overhead and administration fundraising, gifts to other related programs, or combining designated and undesignated giving into one giving flow without forcing the decision earlier on in the process.

Speaking of COVID-19, we found that **only 2 in 10 organizations globally mentioned COVID-19 or Coronavirus during the online giving experience**. Germany (3 in 10) was the most likely to do so compared to 1 in 10 France.

One organization that did was tearfund in the UK. You can see that they have distracting navigation links and no real value proposition or reason to give (just a big DONATE NOW overlaid on an image) but they had a “help tackle coronavirus” dropdown giving option. What else is interesting here is how the ‘fund’ option is positioned as it follows a “I want to give to” statement but instead of fund designation, program names, or countries – like most organizations – the options were labeled in more human terms and in context of the impact the donor wanted to make.

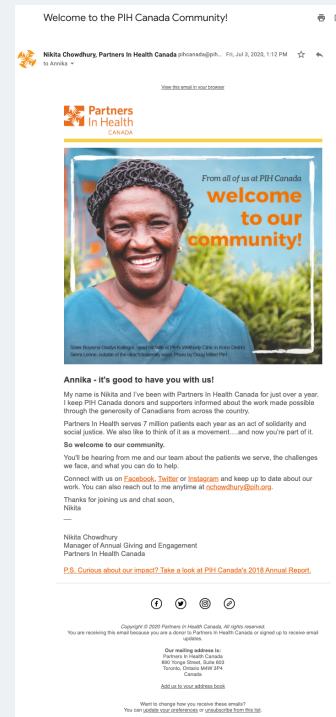
This type of warmer, clearer, more human language is worth exploring as while we have no direct experiment to reference the impact of such a strategy, we have tangential evidence which would suggest this should help increase not just conversion rate but also generosity.



Here is a typical example from Canada of a “Welcome Series” for a subscriber which is simply a set of automated emails that go out after someone signs up for email. Often an organization will send somewhere between 2 and 7 emails over the first 14 to 30 days with the goal to often welcome and engage through content and stories<sup>42</sup>.

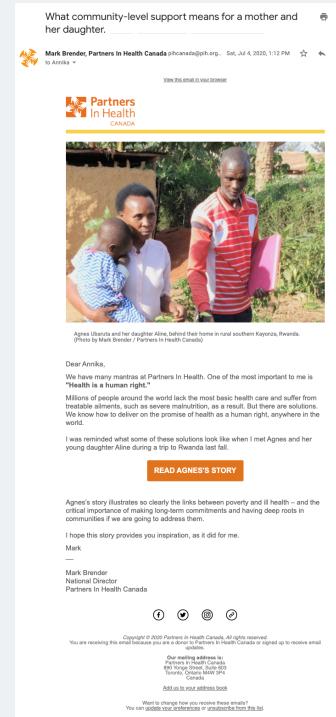
<sup>42</sup> You can see how some NextAfter clients use their welcome series in a free webinar here [nextafter.com/the-surprisingly-simple-secret-to-a-successful-email-welcome-series/](https://nextafter.com/the-surprisingly-simple-secret-to-a-successful-email-welcome-series/)

## EMAIL SUBSCRIBER



### 0 Days

The first email was sent on the same day that we signed up and is a clear 'welcome to the community' email from the Manager of Annual Giving and Engagement. It has some introductory information about the organization with some links to social media and an offer to email Nikita personally anytime.



### 1 Day

The second email came 1 day after we signed up and is from the National Director and is an 'impact story'. It was written in a personal manner from Mark as he notes that he met Agnes while in Rwanda last fall. The reader can click to read more about Agnes and the work of the organization.

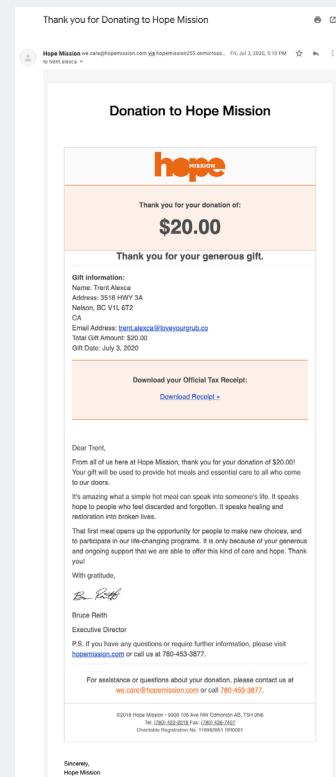


### 3 Days

The third email was sent 3 days after we signed up and is from the Development Coordinator and is an ask to advocate for health care as a human right by sharing on Facebook. When you click the image, as asked to do, it opens Facebook with a pre-selected page to share making it easier for the reader to share.

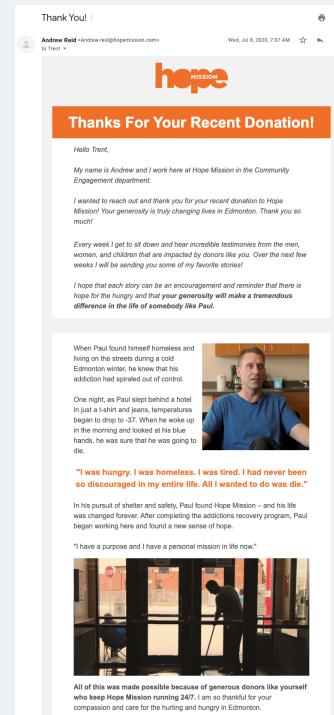
Here is a typical example from Canada of a “Welcome Series” for a donor which is simply a set of automated emails that go out after someone makes a donation. Often an organization will send somewhere between 2 and 7 emails over the first 14 to 30 days with the goal to often welcome and engage through content and stories.

## ONLINE DONOR



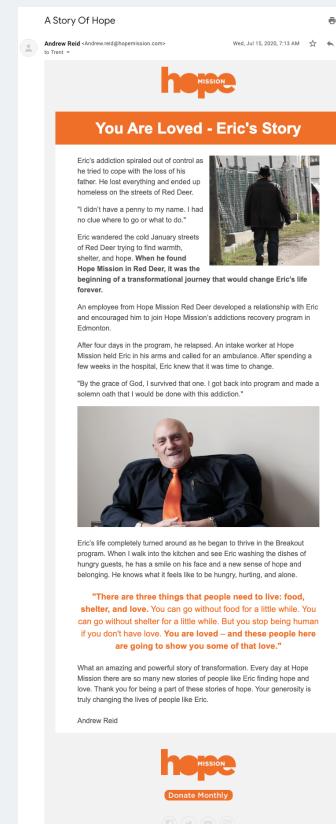
### 0 Days

The first email was sent immediately after we made our online donation and was a clear transaction receipt. The organization added some more impact focused language at the bottom of the email as to how a donation would be used with the Executive Director as the signatory. There was also contact information listed multiple times in case you had questions about your donation.



### 5 Days

The second email was sent 5 days after the donation and was more personal from Andrew at the organization. After he introduces himself and his role he shares the story of Paul, someone whose life has been impacted by the organization. They also include a PS to hear from the donor either through a quick survey or replying back to the email directly to share what inspired the gift.



### 12 Days

The third email came 12 days after our donation and was similar to the 2nd email as it focused on an 'impact story'. The email had no clear call to action although there were some links in the footer of the email you could click.

Whether organizations are asking for an email signup, donation, or another action, being very clear, tangible, and specific is the starting point. Adding in an additional incentive can 'sweeten the pot' so to speak.

This organization used 'quantifiable impact' statements on their gift array to make it easier for donors to select an amount and understand what their gift could do.

PROSTATE CANCER UK

With your help we can beat prostate cancer, together

ONE-OFF DONATION  MONTHLY DONATION

£5 per month could buy 15 test tubes for research into possible treatments

£5    £10    £20    Other

**DONATE MONTHLY NOW**

[Other ways to donate](#)    Secure donation   

PROSTATE CANCER UK

With your help we can beat prostate cancer, together

ONE-OFF DONATION  MONTHLY DONATION

£10 could pay for ten microscope slides for scientists researching the effects of new treatments

£10    £25    £50    Other

**DONATE NOW**

This organization was one of a very few to use a matching gift but they chose to use it to incentivize new monthly gifts.



DONATE BY PHONE: 1-800-AHA-USAI [Live Chat](#)

## 2020 Hearts Together Challenge

Join us with your monthly gift today and help save lives all year long!

As the COVID-19 pandemic forces us to do more with less, making a monthly gift is one of the most powerful ways you can help fight heart disease and stroke. Now more than ever, we're counting on you to stand together with us! We need 100 new monthly supporters in July to ensure our critical work continues. And, for a limited time, we'll **DOUBLE** your first gift, up to \$10,000, to protect the hearts you love.

### Your Gift

**Monthly Gift**  
*Help fight heart disease and stroke all year long!*

One-Time Gift

### Make Your Gift a Tribute

Would you like to make this gift in honor or in memory of a friend or loved one?

Yes  No

### Your Personal Information 🔒

(\*Required fields)

**First Name:** 
**Last Name:**

**Email Address:**

Yes, I'd like to receive email from American Heart Association

**Street Address 1:**

**Street Address 2:**

### How we're confronting COVID-19:

- ✓ Investing \$2.5 million into lifesaving research
- ✓ Providing health care workers with ventilator training
- ✓ Training hospitals and communities in Hands-Only CPR training
- ✓ Advocating to provide families greater access to care

What comes next is up to you!






And this organization asked for donors to share on social media (after having a good thank you message). Having a social share isn't that unique but for this you can see that they a) provided a reason why you should (make an impact) b) had a specific call to action for Facebook and c) when you clicked has a page to share with image and information pre-loaded.






Donate by Phone: 855.448.3997  
Donate by Mail: DonorMail.com

## Thank You

Thank you Trent for supporting Wounded Warrior Project® (WWP). We have successfully processed your gift of \$20.00.

Your donation helps fund our mission to honor and empower wounded warriors. It allows WWP to offer life-saving programs and services that are crucial to our struggling veterans, their families and caregivers—absolutely free of charge. None of this work is possible without you.

See if your employer will match your donation!

Q Search company name...

Let's Check

All information provided by Double the Donation

Your Contribution Summary Print

Transaction Date	7/7/2020 8:57:00 PM EST
Name	Trent Alexus
Address	5810 Tennyson Parkway #102 PLANO, TX 75024
Email	trent.alexus@loveyourgrub.co
Phone	
Gift Amount	\$20.00
Reference ID	62411942



Wounded Warrior  
**MICHAEL CARRASQUILLO**

You can make an even bigger impact for our warriors by sharing on Facebook and helping spread the word. Encourage your friends and family to join you in support of WWP and our nation's injured veterans.

SHARE ON FACEBOOK

Please call 855.GIVE.WWP (855.448.3997), if you have any questions or concerns.

Wounded Warrior Project® is a tax-exempt (501)(c)(3) nonprofit organization.

©2020 Wounded Warrior Project | [Privacy Policy](#) | [Terms of Use](#) | [State Notices](#) | [Frequently Asked Questions](#) | [Live Chat](#)

Powered by 

# From the NextAfter Experiment Research Library

The research questions asked in this report and the data collected are in part based on lessons learned from over 2,500 real online fundraising related experiments. Here are just a few that relate to key findings. You can explore the full research library at [nextafter.com/experiments](https://nextafter.com/experiments).



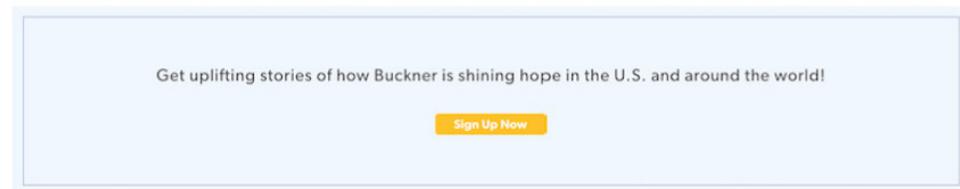
# How Adding Clarity and Specificity Increased Newsletter Signups

**RESEARCH QUESTION:** Will adding clarity and specificity to a newsletter signup offer increase the number of email signups?

In looking at ways to acquire more email addresses through a global footer across their organization's website, they looked at the current value prop offered for our email newsletter signup. They saw an opportunity to provide additional language to increase specificity and exclusivity in order to get more people over to the newsletter subscription page and connected with updates from the organization!

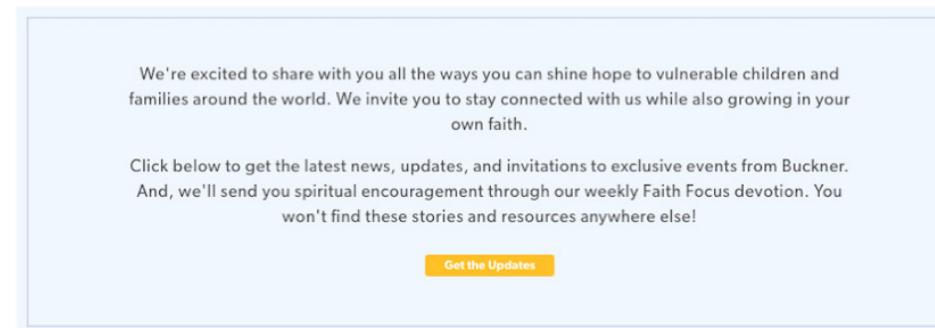
## CONTROL

### NEWSLETTER



## TREATMENT

### GET UPLIFTING STORIES OF HOW YOU CAN SHINE HOPE IN THE U.S. AND AROUND THE WORLD!



## THE RESULT

Simply by revising the headline and adding 4-5 sentences that highlighted the true value proposition to this newsletter signup footer, they were able to increase conversion rate by 276%.

## KEY LEARNINGS

Rather than asking people to sign up for a "newsletter", they unpacked what all types of communications would be sent and how often they could expect to receive messages while also increasing the perceived exclusivity of the content being offered and emphasizing the overall value that would be provided to the reader in exchange for providing their email address.

# How Offering Something With A Higher Perceived Value Impacts Name Acquisition

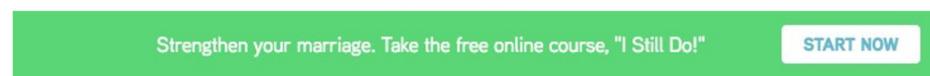
**RESEARCH QUESTION:** Will incorporating an expanded value proposition on the main donation page increase donor conversion?

This organization wanted to take advantage of the traffic to their homepage for name acquisition. In order to increase conversion on the subscribe button at the top of their page, they tested offering the free online course instead of a general subscribe button. In both instances, the person was taken to a page to complete their email signup or course registration (depending on if they saw the control or the treatment) once they clicked the button. Design elements remained the same.

## VERSION A



## VERSION B



## THE RESULT

Offering the online course in the header increased acquisition by 47% with a 99.3% level of confidence.

## KEY LEARNINGS

By offering the online course, they not only offered people something with a higher perceived value, but the copy brought clarity to what the offer was. These two factors increased the appeal of the offer and as a result more people they're motivated to convert and get the offer.

# How Adding Value Proposition to a Donation Ask Can Impact Conversion

**RESEARCH QUESTION:** Would adding value proposition copy to the thank you page increase conversion?

This organization offers a free email series to parents with Tweens. After a person signs up for the Tween parenting email series, they get a thank you/confirmation page. They hypothesized that adding a value proposition to the thank you page telling people why they should donate, might increase conversion of people getting to the donation page.

## CONTROL

### 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](mailto:info@boystown.org) to your safe senders list.

For more useful parenting information from Boys Town, please visit [BoysTown.org/Parenting](https://BoysTown.org/Parenting).

SUPPORT BOYS TOWN

## THE RESULT

By adding value proposition copy to the thank you page, they were able to increase conversion substantially by 148%!

## 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 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 by clicking on the button below:

SUPPORT BOYS TOWN

## KEY LEARNINGS

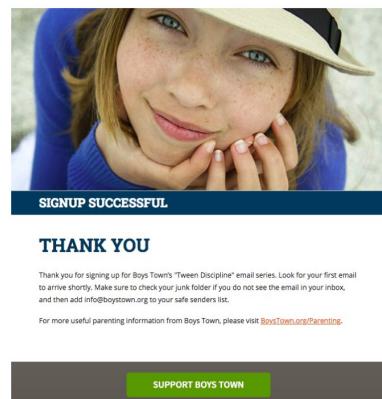
These results point to significant learnings – when they clearly communicate to people why they should donate to Boys Town and give a call-to-action telling them to make a gift, they are able to increase their motivation to give, increasing their likelihood to complete their donation. This approach could have a large impact on overall revenue.

# How Presenting a Donation Page Instantly After an Acquisition Offer Impacts Donor Conversion

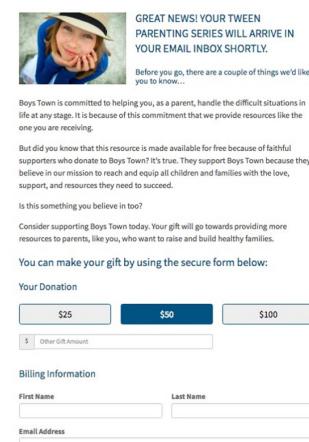
**RESEARCH QUESTION:** Would having a donation form on the confirmation page increase donor conversion?

This organization offers a resource for parents on tween discipline. After a person signs up for the offer they get a confirmation page that tells them they have successfully signed up for the resource and it's on its way to their email inbox. On that confirmation page, they also ask people if they'd consider supporting the organization and have a button that goes to a donation page that says. In an effort to potentially convert more of these highly engaged names into donors, they proposed having a donation form on the confirmation page. They also added a value proposition for why a person should support Boys Town. They split the traffic going to both versions of the confirmation page.

## CONTROL



## TREATMENT



## THE RESULT

Having the donation form on the confirmation page increased donor conversion by 349%!

## KEY LEARNINGS

By presenting the donation form instantly after a person gets an offer, they:

1. Removed a step out of the donation process - eliminating an element of friction in the giving process
2. Gave them an opportunity to give when they are most engaged
3. Communicated with people the "why" for their gift. These elements helped increase motivation and ultimately conversion.

# How Additional Cultivation Impacts Online Giving

**RESEARCH QUESTION:** Will an increase in cultivation emails have any impact on a donor's likelihood to give?

During a data analysis performed for this at the beginning of the calendar year, this organization discovered a handful of trends related to the email file that were concerning:

- 3 out of 4 their subscribers had not opened an email within the last six months
- New and existing donors were twice as likely to disengage as non-donor subscribers
- They were sending twice as many solicitation emails as cultivation and stewardship-focused emails.

Simply put: the subscribers were being asked twice as much as they were given back to.

To combat this, they created an email series that consisted of simply-designed emails sent each Friday by one of the authors on the blog and include a link to a blog or a video and emphasize getting replies to the email.

They split the email file in half, paying special attention to ensure that there was equal representation of active, lapsed and non-donors and that the average revenue donor was similar between the splits.

## THE RESULT

After running for a full six months, they observed a statistically significant 13.1% increase in the likelihood for a donor to give a gift online. Combined with the 25% increase in average gift, this resulted in a 41.5% increase in online revenue from the donors.

## KEY LEARNINGS

If this cultivation series were rolled out to the entire file and run for an entire year, the projected impact would be an additional \$262K raised online without sending any additional solicitations. They also observed a 43% increase in online engagement for all segments.

# Does an Email Sent From an Individual Produce a Higher Open Rate Than an Email Sent From an Organization?

**RESEARCH QUESTION:** Can we increase open rates of an email by sending from a person rather than an organization?

In an effort to increase the volume of people who open the emails being sent, this organization hypothesized that an email sent from a person rather than the organization might result in higher open rates. To test this, they developed a treatment email that was sent from Jacinta Tegman. The sender was the only variable that was different for the email; all other email content remained consistent with the control.

## CONTROL

World Concern <info@worldconcern.org>  
to me



## TREATMENT

Jacinta Tegman, World Concern <jacintategman@worldconcern.org>  
to me



## THE RESULT

By sending emails from a person rather than an organization, they were able to increase open rates by 38%.

## KEY LEARNINGS

People are more motivated to engage with people, not organizations. When a person sees that an email is from an individual, it automatically feels authentic and personal. Emails from organizations usually signify it is a marketing email, or that the organization is wanting something. This leads to lower levels of engagement.

Getting more people to open the email is just the first step in the conversion process. The more people they are able to get to open the email, the more they are able to get to read the content and potentially convert and give. This personal approach in email is a method to continue to test all the way through the email content to see the full impact that it can have on donor conversion.

# How The Addition Of Value Proposition Impacts Donor Conversion

## RESEARCH QUESTION:

Will incorporating an expanded value proposition on the main donation page increase donor conversion?

This organization had created a test on their website that was able to drive a significant increase in traffic to their donation page. However, the page was not getting the level of conversion that they would expect for a site's primary donation page. After examining the page, they realized that they may not be adequately explaining why the visitor should give a gift. The only value proposition on the page was a single headline that did not provide clarity on what the organization does.

They decided to create a treatment that would lay out an argument for what was unique and appealing about the organization and why the visitor should give a gift.



## THE RESULT

The treatment saw a 150.2% increase in conversion rate with 95.1% level of confidence.

## KEY LEARNINGS

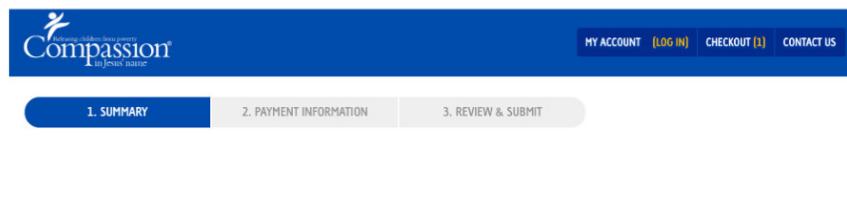
We often assume that by the time a visitor makes it to the donation page, they have mentally committed to making a gift. This experiment proved that is not the case. When they were able to lay out a compelling value proposition, they were able to motivate a far greater proportion of visitors to give.

# How Will The Presence Of A Value Proposition Banner In Checkout Affect Conversion?

**RESEARCH QUESTION:** Will a “sticky banner” with any value proposition outperform a control with no banner?

This organization has a three-step checkout process to sponsor a child. They have long known that there is a drop-off rate for each step of the process, and have wanted to optimize that—knowing that people who have already selected a child have a high motivation and should be more likely to complete their transaction. One thing they noticed is that once a donor entered the shopping cart, there wasn't much value proposition copy to motivate them through the transaction. They had seen tests that showed that a value proposition “sticky banner” in the process increased conversion rates for donations—even on high-conversion-rate pages. They planned to test different value proposition messages, but also wanted to aggregate the data to determine if the presence of a banner with any message increased conversion.

## CONTROL



## TREATMENT



## THE RESULT

A banner with any message increased conversion by 13.7%.

## KEY LEARNINGS

Most of these increases were realized on desktop, though mobile had no decreases and no banner message had less than a 10% lift. This confirmed their hypothesis that adding a value proposition to the checkout process could increase motivation to complete the three-step process. Next, they looked at a different dataset to determine which messages drove the highest increases.

# How Increasing The Clarity Of The Value Proposition Affects Donor Conversion Rate

**RESEARCH QUESTION:** Will clarifying the value proposition increase conversion rate?

JEN (or Journal Email Notification) emails are the lifeblood of the service that this organization provides. These emails are sent out when an author creates a new entry in a site, and they send out nearly one million of them each week. There is a donation ask in these emails, but it had very low conversion. CaringBridge wanted to increase revenue from these emails by optimizing the language around the donation ask.

The default language made a statement: Tribute donations are vital to keeping CaringBridge and [FirstName]'s website running. Honor [FirstName] with a donation to CaringBridge. They hypothesized that this copy did not present a clear value proposition to the donor because "tribute donation" is an internal term, and the call-to-action does not specify that the donation that they would honor their friend with is a tribute donation.

They created four treatment versions to run weekly over a month long period to see if they could increase conversion rate.

The first treatment didn't change the copy or CTA, but added a single line question that addressed the context for the ask: "Do you appreciate staying connected to [FirstName] like this?"

The second treatment kept that introductory question, but changed the value proposition of the question to remind the user that CaringBridge was a free service, and asked them to make a generous donation in honor of their friend.

The third treatment quantified the ask with some language that had proven a lift in other areas of the site by telling the user what their gift does, in tangible terms.

Finally, the fourth treatment added a single piece of value proposition to the end of the third treatment—asking the reader to keep their friend's site online for a year.

CaringBridge launched a weekly testing schedule to determine a winner.

# (Continued) How Increasing The Clarity Of The Value Proposition Affects Donor Conversion Rate

## CONTROL

Tribute donations are vital to keeping CaringBridge and Laura's website running.

[Honor Laura with a contribution to CaringBridge.](#)

## TREATMENT 1

Do you appreciate staying connected to Mindi like this?

Tribute donations are vital to keeping CaringBridge and Mindi's journal notification system going.

[Honor Mindi with a contribution to CaringBridge.](#)

## TREATMENT 2

Do you appreciate staying connected to Mindi like this?

CaringBridge is a completely free service designed to help you stay connected to Mindi at no cost. Would you be willing to make a generous donation to CaringBridge in honor of Mindi to keep this service going strong?

[Honor Mindi with a contribution to CaringBridge.](#)

## TREATMENT 3

Do you appreciate staying connected to Kelly like this?

A \$30 donation powers a site like Kelly's and their updates for one month. Will you help ensure that CaringBridge and its journal notification system stays online for them and for you?

[Honor Kelly with a contribution to CaringBridge.](#)

## TREATMENT 4

Do you appreciate staying connected to Kelly like this?

A \$30 donation powers a site like Kelly's and their updates for one month. Will you help ensure that CaringBridge and its journal notification system stays online for them and for you for the next year?

[Honor Kelly with a contribution to CaringBridge.](#)

## THE RESULT

The first two treatments produced marginal lifts that did not reach statistical validity. However, the last two tests produced large, statistically valid lifts with the quantified language and the additional, time-based value proposition.

## KEY LEARNINGS

This shows that clarifying the ask in a clear, tangible way while also providing a timeline for the gift and removing "insider" language significantly increased conversion rate. These tests produced nearly 50 more donations per week—a tremendous amount that will produce large revenue gains over the next year.

# What Impact Does A Matching Gift Have On Donor Conversion?

**RESEARCH QUESTION:** Will including a matching gift have a positive impact on donor conversion?

This organization had a unique opportunity during their most recent high urgency campaign. They had secured a matching gift and the campaign they were running was being executed solely through email. This meant they could run an experiment to validate the impact of a matching gift without the risk of cross contaminating the control segment. (This can often happen if there are banner ads in addition to the email program which may cause subscribers in the control group to see messaging intended only for the treatment.)

They decided to split their subscriber file (a random split for both donors and nondonors) and maintain this split for the initial messaging of the campaign. They then sent the control group campaign messaging but without the mention of a matching gift. For the treatment group, they used the same basic messaging but incorporated language about doubling their gift and a deadline to take advantage of the match. They wanted to understand the impact this tactic would have on overall conversion.

## NO MATCH



## THE RESULT

They saw a 87.9% increase in donor conversion for the subscribers that were a part of the matching gift group.

## MATCH



## KEY LEARNINGS

This is a great reminder of how the perceived impact this kind of matching offer can have for potential donor conversion.

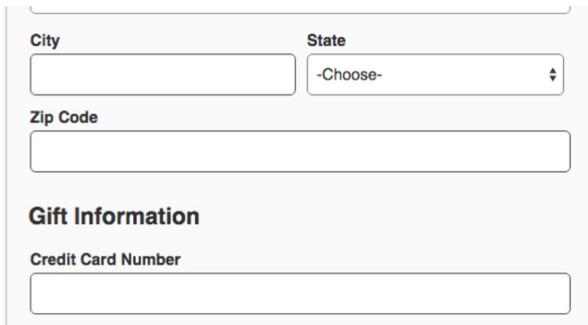
# How Adding One Required Field Affects Donor Conversion

**RESEARCH QUESTION:** What impact will requiring a cell phone have on the acquisition of donors?

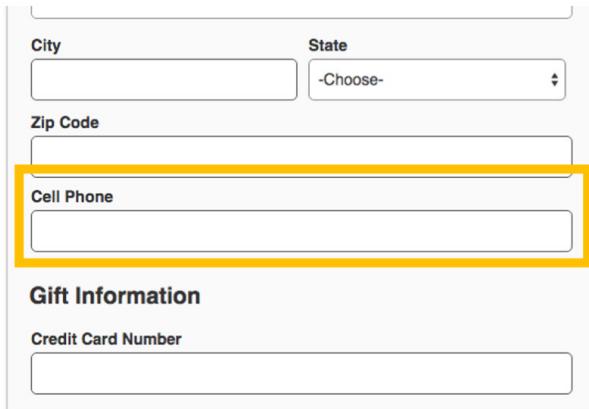
As part of their latest name acquisition campaign, this organization had an instant donor conversion page once someone submitted their email address. Historically, they had trouble matching up donations to existing donors which had created troubles in the organization's CRM system. They wanted to see if it was possible to acquire more information about their donors to make this process easier.

The ultimate goal was to simplify the gift entry process by acquiring the donor's cell phone number. Having this piece of information would allow for duplicate donor records to be more easily identified. The concern was on whether this one field would help or hinder the ultimate conversion into a donor so they created two donation forms that would allow us to test the concept.

**FROM THIS**



**TO THIS**



## THE RESULT

The donation form that required a cell phone decreased the number of members acquired by 42.6%.

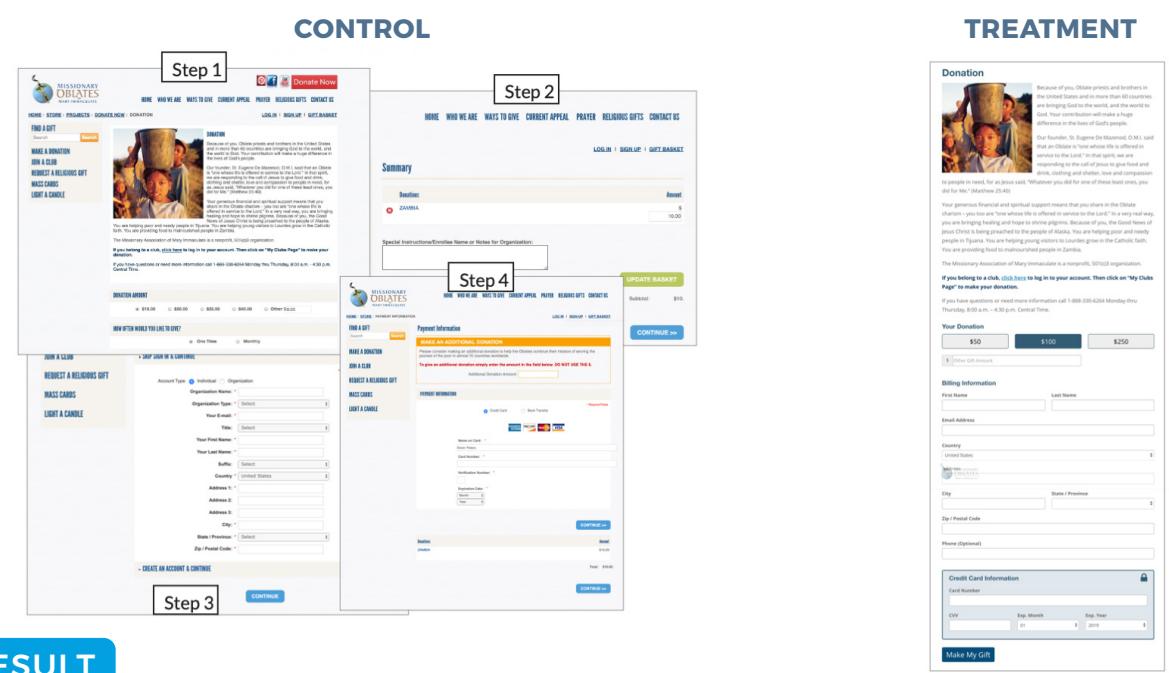
## KEY LEARNINGS

Any form field added to a page will create a certain amount of friction in the visitor's mind, even if it was an option. In this case, the visitors' sensitivity to giving out their cell phone number is high. By requiring that piece of information, they added a certain amount of "cost" to the offer (in this case, membership) that was higher than the perceived value in many visitors' minds. This led to a reduction in the conversion on the page.

# How a Donation Platform Can Impact Donor Conversion

**RESEARCH QUESTION:** What kind of impact would the donation microsite have on donor conversion?

The Missionary Oblates of Mary Immaculate transitioned their donation platform in an effort to more efficiently create and change donation pages and for a better user experience. To test the impact of the new platform against the old platform they tested them against each other. The content on the donation pages remained the same and consistent so that they could isolate the platform itself.



## THE RESULT

Through the donation microsite, they were able to increase overall donor conversion on the primary donation page by 18.4%.

## KEY LEARNINGS

As they dug into this a bit more, they noticed that the most significant lift came for mobile. Almost 64% of the traffic coming to their primary donation page was on mobile. The experience prior to the microsite was not optimized for this audience. Now, with the microsite, donor conversion on mobile devices has increased 64.3%!

What kind of impact can this have?

Looking back over the past 12 months, mobile traffic to the main donation page resulted in 393 donors with \$12.8K in revenue.

Assuming the mobile conversion rate holds at 16% (which is the current mobile conversion rate on the microsite), this lift represents 62 more donors and \$2k in additional revenue just on mobile alone on this one page. This projection doesn't include desktop traffic and the dozens other donation pages the organization has.

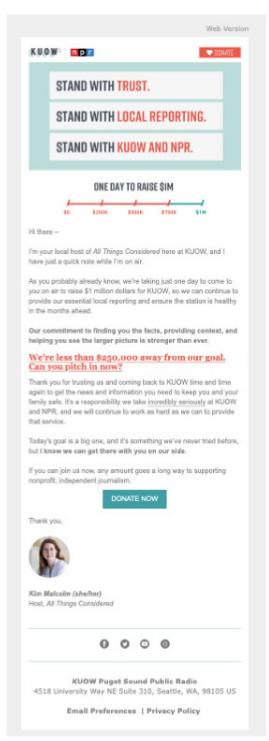
By simply creating a better user experience through a new donation page they were able to significantly increase donor conversion and overall revenue for the organization.

# Will a Less Designed, More Text Based Email Lead to More Donations?

**RESEARCH QUESTION:** Will a less designed email lead to more giving?

KUOW Public Radio is Seattle's NPW news station. Their independent, nonprofit newsroom produces award-winning stories, podcasts and events. For a time sensitive fundraising campaign, KUOW decided to test their usual email design against a more simple, stripped down, less designed version to see if it would lead to more donations.

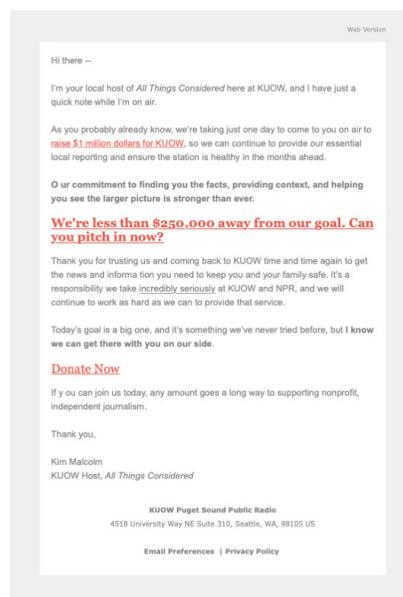
## CONTROL - DESIGNED



## THE RESULT

The stripped down, plain text email led to a 28.8% increase in response rate which was the main goal/focus of the experiment and suggests that KUOW should consider this approach again in future email appeals.

## TREATMENT - PLAIN



## KEY LEARNINGS

A few other interesting findings:

- There was a -24% difference in average gift (mostly driven by two larger than normal donations) but is something worth monitoring in future experiments to ensure this approach leads not only to more donations but more overall revenue.
- The designed email was 28% better at generating clicks or getting people to the donation page (100% confidence) but produced fewer donations overall which means the click to conversion rate of the stripped down email was actually 79.4% greater at converting clicks to donations (100% confidence). This goes to show that often what gets clicks isn't what gets donations or, as is the case here, actually gets fewer donations.

It seems clear that a stripped down, plain text approach can work for KUOW so now they can begin testing other elements within this strategy like the tone, raw links, referencing past giving, the use of images, length of copy, etc.

# How a Personal Tone Affects Donations in an Email Fundraising Appeal

**RESEARCH QUESTION:** Will a radically more personal email increase donor conversion rate?

This organization sent several email fundraising appeals as part of a campaign. Their team had the second appeal ready to go, a personal letter from one of the development team members. However, they hypothesized that they could increase results by removing the parts of the email that stood out as “marketing” and increasing the personal tone of the email copy.

The control had a logo at the top, which stood out as something that normal personal emails don’t have. It also had a call-to-action button, which rarely, if ever are used in personal emails. But the biggest shift was in the copy tone. The control was written from a detached third-person point of view that didn’t feel like someone sat down at a computer and wrote it.

They created a treatment that moved the logo to the signature area, replaced the button with a text link, and drastically changed the copy to have a warmer, friendlier, more personal tone and style.

## CONTROL



Hello First name,

When your world has been turned upside down, every connection counts. Every bit of strength. Every heart brought together.

Erica, whose 6-month-old son Graham was diagnosed with a serious cancer, says she couldn’t imagine taking this long, sometimes scary journey without CaringBridge to share news and receive strength.

[You can make sure CaringBridge is here for them](#), and for everyone who needs calm seas in times of turbulence, with your donation today—a donation that will go twice as far on March 16 with a \$15,000 matching gift opportunity from our generous friend and donor, Rik Lalim.

Your compassion ensures that Erica’s family can continue to rely on us for a safe, protected, ad-free space to share their successes and frustrations, hopes and fears—their journey. And family and friends can be there every step of the way.

[Yes! Match My Gift Now!](#)

Yours in hope,

Kelly Espy  
CaringBridge Senior Development Specialist

P.S. There’s no time like the present to bring hearts together. Together, we can be stronger. [Donate now and double your impact!](#)

## THE RESULT

The treatment generated a 145.5% lift in donations.

## TREATMENT

Hello First name,

I know you’ve been using CaringBridge recently to stay connected to your loved ones, and I hope it’s been a source of strength for you.

Right now, we’re in a short campaign to raise money to keep CaringBridge there for you, and those like you who need a safe, protected place to connect during life’s most challenging times.

As a nonprofit, CaringBridge is supported by donations from the people who use and appreciate the site.

If you’d like to support this campaign right now, your gift will be doubled by a generous donor, up to \$15,000, if you use this link to make your gift by midnight, March 16.

[Click here to have your gift matched today >>](#)

It’s the safest, most secure way to make sure CaringBridge will always be here when your loved ones need it most.

We appreciate your support – thank you!

Kelly Espy  
CaringBridge Senior Development Specialist



## KEY LEARNINGS

This shows, along with several other tests, that personal tone can have a radical effect on fundraising results. As marketers, we spend too much time crafting a message engineered to deliver the desired result, without remembering the way that people actually write emails. When we remember that fundraising is about relationships, we can use empathy to actually communicate with our donors.

Email is so much more than a “one-to-many” tool – it’s something that most people use every day to stay in touch, and it gives us the ability to give that personal experience to thousands of people at the same time.

# How Communicating the Impact of a Recurring Gift Can Increase Conversion With New Visitors

**RESEARCH QUESTION:** Can we increase recurring giving by communicating the impact of a recurring gift at the point a person decides on the kind of gift to give?

On this organization's primary donation page, they hypothesized that adding a line of copy communicating the impact of a recurring gift at the point of a person's gift decision may influence a person's decision to change their one-time gift to a recurring gift. No other elements were changed to the giving process.

## CONTROL

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

\$25 \$50 \$ 50 \$100 \$250

One-time Gift  
 Monthly Gift

**GIVE NOW**

**Did you know:** When you make a monthly gift instead of a 1-time gift, you help BGEA reach more people with the Gospel on an ongoing basis?

## TREATMENT

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

\$25 \$50 \$ 50 \$100 \$250

One-time Gift  
 Monthly Gift

**GIVE NOW**

## THE RESULT

For new donors to their website, this additional value proposition language increased recurring giving by 48%!

## KEY LEARNINGS

What they found is that the additional language on the gift type had a positive impact on new visitors who were looking to give by helping give a reason for them to give and give monthly. It should be noted that at the same time, the added copy actually caused a decrease in recurring giving for returning visitors. This is a fascinating discovery in understanding the different motivations of site visitors. New people to the site needed that extra reminder and reinforcement that their gift could go so much further but returning visitors apparently didn't.

# How the Amount You Ask for Impacts Recurring Donor Conversion and Overall Revenue During Year-End

**RESEARCH QUESTION:** Can we increase the number of pledgers without impacting overall revenue?

This organization had found great success with their recurring gift pop-up feature on their donation pages. This feature presents people with the option of changing their one-time gift into a recurring gift right before their gift is processed and has a value proposition on it for why they should become a recurring donor. They default to 60% of what their original one-time gift was. A person would then either click, "No, make my original gift" or "Yes, make my gift recurring". They hypothesized that decreasing the gift amount to be 25% of what their original gift was might increase the number of people willing to become a recurring donor.

## CONTROL - 60% OF ONE-TIME GIFT

Would you like to convert your gift to an ongoing monthly gift?

<p><b>YES!</b> Convert my gift to a \$15 monthly gift.</p>	<p>No, thanks. Process my original one-time gift.</p>
----------------------------------------------------------------	-----------------------------------------------------------

## TREATMENT - 25% OF ONE-TIME GIFT

Would you like to convert your gift to an ongoing monthly gift?

<p><b>YES!</b> Convert my gift to a \$15 monthly gift.</p>	<p>No, thanks. Process my original one-time gift.</p>
----------------------------------------------------------------	-----------------------------------------------------------

## THE RESULT

By decreasing the gift amount on the recurring gift pop-up to be 25% of what their original gift was instead of 60%, they were able to increase recurring donors by 32%.

## KEY LEARNINGS

By offering a lower suggested donation more people were likely to say yes. However, since they were trying to improve recurring revenue, it is important to take into account the downstream impact of asking for a lower dollar amount. They also need to take into account that not every donor would have experienced this experiment since the minimum ask amount was \$10.

When they analyzed the gifts of those that would have been impacted by the experiment (gifts greater than \$15), they found that the average gift of the control (60% of the original gift amount) was \$87.78. The average gift of the treatment (25% of the original gift amount) was \$85.61. Knowing that the average gift of the treatment was only 2.5% lower than the control, this means that the ask of 25% the original value would result in both more recurring donors and increased revenue (despite asking for a lower gift).

Also, since this experiment was run during a year-end campaign which are unique compared to other campaigns and outside of a campaign this should be tested again to ensure validity.

**What Can  
You Do?**



# Tips to Improve for Your Online Fundraising

Based on the key findings in the study, the 'good' and 'bad' examples analyzed, and proven strategies that increase email engagement and online fundraising, here are some tips to consider and try for yourself. You can also explore all the examples at [globalonlinefundraising.com/data](http://globalonlinefundraising.com/data) and find more online fundraising resources and training at [nextafter.com](http://nextafter.com).

## ARE YOUR PAGES, FORMS, AND INTEGRATIONS WORKING?

- Test your email signup form once a quarter**
  - Check if you have a double opt-in
  - See what happens after you're confirmed, do you get a confirmation email? Is it from you or automated from the tool you're using?
  - What happens after your sign up is successful? Is there a strategy or purpose behind what you see? Is there something to do?
- Test your online donation page once a quarter**
  - Check page load times
  - Review it on mobile as well as desktop
  - What happens after your gift? Is there a strategy or purpose behind what you see? Is there something to do?

## HOW CAN YOU GET MORE EMAIL SIGNUPS?

- What are you 'offering' in exchange for someone's email? Is it a newsletter? Is there something else that has more perceived value you could offer?
- If it is a newsletter, how can you make your newsletter sound more appealing? How can you make it more exclusive? At the very least, how can you make it more clear what people are signing up for?
- Do you have a dedicated confirmation page after an email signup? Is there anything on there for the subscriber to do? Can you try an 'instant donation' ask?

## HOW CAN YOU GET MORE ONLINE DONATIONS?

- Use at least SOME copy to try and answer the main value proposition question through appeal, exclusivity, clarity, and credibility
- Try to be more specific, tangible, and direct (clarity)
- Consider using a matching incentive in campaigns
- Require as few form fields as possible (and be careful with how many non-essential form fields are optional as well)
- Remove header and footer navigation as well as any other distracting links
- Remove any conflicting calls to action
- Try to limit the number of steps needed to complete a donation
- Remove any 'are you sure you want to give' pages

## HOW CAN YOU BETTER ENGAGE YOUR SUBSCRIBERS AND DONORS VIA EMAIL?

- Do you send an acknowledgement/confirmation email?
- Do you have an automated welcome series to welcome new subscribers, provide more information on your organization, deliver valuable resources, and ask to get to know them better?
- Are you sending some cultivation only emails (where the goal isn't to do anything other than engage in some way without a financial ask)?

- Are you sending cultivation emails besides a digest email or newsletter (with a lot of different links)? Can you try a more focused cultivation email with one thing to click on or do?
- Do you continue to send cultivation emails as time goes on? Beyond the first 30 days?
- Do you personalize your emails with at least their name?
- Can you try sending less designed emails without images and buttons (plain looking emails with hyperlinks)?

## HOW CAN YOU GET MORE RECURRING GIFTS?

- Test if a default to recurring gift option works (be sure to review cancellations and refunds in your analysis)
- Provide a reason why someone should give monthly (even if it's a simple nudge)
- Have a different suggested gift array for monthly than one-time
- Try starting with a smaller amount
- Try using a pop-up or prompt during the one-time giving flow to suggest a recurring gift (with a value proposition)
- Try and immediate upgrade ask for a recurring gift on the thank you/confirmation page after a one-time gift
- Try accepting EFT/Direct Deposit for online recurring gifts

# Country by Country Snapshots

If you're wondering how you compare to peer organizations in your country or just interested in what the results were on a country by country basis, you can find that here. You can also explore more data at [globalonlinefundraising.com/data](https://globalonlinefundraising.com/data).



# Australia

80 Organizations Included | Email Signup & Communication

Email Signup Experience	AUS	Global	- ←   → +
Successful Email Sign Up	73%	73%	
>10 Seconds to Find	83%	84%	
Use a Pop-up	16%	20%	

Value Proposition	AUS	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	0.6	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.5	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	0.7	1.1	
Clear What You're Signing Up For?	57%	45%	
# of Sentences Used	1.1	1.1	
Offered a Newsletter	74%	86%	

Friction Factors	AUS	Global	- ←   → +
No Address Required	100%	95%	
No Postal/Zip Required	84%	88%	
No Phone Required	98%	97%	
<2 Clicks from Homepage to Sign Up	88%	86%	

Confirmation	AUS	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	36%	42%	
After Sign Up, Presented with Another Action	31%	44%	

Email Communications	Email Subscriber		Online Donor	
	AUS	Global	AUS	Global
Did they send an email at all?	38%	72%	66%	73%
How many emails were sent in the first 14 days (average)?	1	2	2	2
How many emails were sent in 90 days (average)?	5	8	5	6

Cultivation				
Did they send at least 1 cultivation email?	68%	89%	61%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	3	6	3	4
How long did it take until they sent a cultivation (average)?	24	9	8	15
What percentage of emails were cultivation?	39%	58%	35%	39%

Solicitation				
Did they send at least 1 solicitation email?	77%	66%	84%	67%
For those who sent solicitation emails, how many did they send in 90 days (average)?	4	5	3	5
How long did it take until they sent a solicitation (average)?	29	12	17	12
What percentage of emails were a solicitation?	61%	42%	62%	52%
For every solicitation email, how many cultivation emails did they send (average)?	0.65	1.4	0.56	0.75

Delivery + Design				
How many emails sent from organization only?	71%	72%	78%	74%
How many emails sent by individual only?	19%	11%	19%	13%
What was the most common day to send an email?	Thu	Thu	Mon	Tue
What percent of emails were sent on the weekend?	8%	15%	6%	11%
What was the most common time of day to send an email?	5:00 PM	9:00 AM	4:00 PM	9:00 AM
What percent of emails were sent from 6 am to 1 pm?	40%	52%	41%	56%
How often did they use your name in the email?	69%	42%	85%	69%
How many emails used a hero image in the email?	37%	25%	140%	18%

# Australia

80 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	AUS	Global	- ←   → +
Successful Online Donation	93%	80%	
Most Common Donate Call to Action on Homepage	Donate		
Monthly Giving Call to Action on Homepage	20%	18%	
<5 Seconds to Find	78%	89%	
Mobile Friendly	96%	94%	

Donation Selection	AUS	Global	- ←   → +
Default to One-time Gift	68%	57%	
Use a Gift Array	78%	80%	
Don't Use Radio Buttons	72%	74%	
Start with Lowest Amount 1st	97%	91%	
Option for Recurring	86%	87%	
Monthly Giving Prompt/Pop-up	8%	9%	
Pre-selected One-time Amount	50%	45%	
Pre-selected Recurring Amount	43%	37%	
Most Common 1st Amount in One-time Gift Array	\$25		
Most Common Pre-selected One-time Amount	\$50		
Most Common 1st Amount in Recurring Gift Array	\$25		
Most Common Pre-selected Recurring Amount	\$50		

Thank You/Confirmation Page	AUS	Global	- ←   → +
Has a Thank-you/Confirmation Page	95%	96%	
Donor Thanked for Gift	85%	87%	
Amount of Gift Present	34%	46%	
Expand on the Impact of Gift	53%	53%	

Value Proposition	AUS	Global	- ←   → +
>1 Sentence on Donation Page	73%	71%	
>4 Sentences on Donation Page	50%	43%	
Use an Incentive	9%	28%	
Strong Value Proposition/Reason to Give	39%	40%	
Specific Reason to Give Monthly	26%	19%	
Mention COVID-19 At All	26%	22%	

Friction Factors	AUS	Global	- ←   → +
No Distracting Links on Page	28%	44%	
No Other CTA's on Page	47%	66%	
On Own Domain	82%	87%	
Only Requires Essential Information	31%	32%	
Has Trustmarks	31%	51%	
Specific Security Around Credit Card Area	54%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	42%	53%	

Payment Methods	AUS	Global	- ←   → +
Accepted Credit Cards	92%	82%	
Accepted PayPal	36%	45%	
Accepted Giving via Bank	8%	39%	

### Strengths

- Uses copy to communicate why someone should sign up for emails, make a donation, and make a recurring gift
- Shows security around the Credit Card area and has a high acceptance of Credit Cards

### Most Unique Trait

- Least likely to successfully sign up for email
- Most likely to take more than 5 seconds to find out where to give online
- Highest percent of solicitations to subscriber

### Opportunities

- Make donation page easier to find
- Presenting email subscribers with an action on the confirmation page
- Sending more email in the first 14 days after email signup
- Sending more cultivation email to subscribers



Global Award

*Champions of Clarity*

KEY FINDINGS

# Brazil

## 80 Organizations Included | Email Signup & Communication

Email Signup Experience	BRA	Global	- ←   → +
Successful Email Sign Up	39%	73%	
>10 Seconds to Find	81%	84%	
Use a Pop-up	71%	20%	

Value Proposition	BRA	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	0.5	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.5	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	0.7	1.1	
Clear What You're Signing Up For?	16%	45%	
# of Sentences Used	0.7	1.1	
Offered a Newsletter	97%	86%	

Friction Factors	BRA	Global	- ←   → +
No Address Required	97%	95%	
No Postal/Zip Required	100%	88%	
No Phone Required	87%	97%	
<2 Clicks from Homepage to Sign Up	87%	86%	

Confirmation	BRA	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	26%	42%	
After Sign Up, Presented with Another Action	45%	44%	

Email Communications	Email Subscriber		Online Donor	
	BRA	Global	BRA	Global
Did they send an email at all?	16%	72%	18%	73%
How many emails were sent in the first 14 days (average)?	5	2	6	2
How many emails were sent in 90 days (average)?	14	8	23	6

Cultivation				
Did they send at least 1 cultivation email?	100%	89%	100%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	11	6	12	4
How long did it take until they sent a cultivation (average)?	0	9	9	15
What percentage of emails were cultivation?	77%	58%	51%	39%

Solicitation				
Did they send at least 1 solicitation email?	60%	66%	67%	67%
For those who sent solicitation emails, how many did they send in 90 days (average)?	5	5	17	5
How long did it take until they sent a solicitation (average)?	7	12	11	12
What percentage of emails were a solicitation?	23%	42%	49%	52%
For every solicitation email, how many cultivation emails did they send (average)?	3.38	1.4	1.06	0.75

Delivery + Design				
How many emails sent from organization only?	53%	72%	49%	74%
How many emails sent by individual only?	0%	11%	0%	13%
What was the most common day to send an email?	7	Thu	4	Tue
What percent of emails were sent on the weekend?	31%	15%	25%	11%
What was the most common time of day to send an email?	9 AM	9 AM	4 PM	9 AM
What percent of emails were sent from 6 am to 1 pm?	54%	52%	36%	56%
How often did they use your name in the email?	67%	42%	86%	69%
How many emails used a hero image in the email?	49%	25%	60%	18%

# Brazil

80 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	BRA	Global	- ←   → +
Successful Online Donation	41%	80%	
Most Common Donate Call to Action on Homepage	Doe Agora		
Monthly Giving Call to Action on Homepage	6%	18%	
<5 Seconds to Find	73%	89%	
Mobile Friendly	91%	94%	

Donation Selection	BRA	Global	- ←   → +
Default to One-time Gift	24%	57%	
Use a Gift Array	48%	80%	
Don't Use Radio Buttons	48%	74%	
Start with Lowest Amount 1st	97%	91%	
Option for Recurring	76%	87%	
Monthly Giving Prompt/Pop-up	6%	9%	
Pre-selected One-time Amount	36%	45%	
Pre-selected Recurring Amount	30%	37%	
Most Common 1st Amount in One-time Gift Array	\$35		
Most Common Pre-selected One-time Amount	\$50		
Most Common 1st Amount in Recurring Gift Array	\$35		
Most Common Pre-selected Recurring Amount	\$50		

Thank You/Confirmation Page	BRA	Global	- ←   → +
Has a Thank-you/Confirmation Page	94%	96%	
Donor Thanked for Gift	42%	87%	
Amount of Gift Present	82%	46%	
Expand on the Impact of Gift	24%	53%	

Value Proposition	BRA	Global	- ←   → +
>1 Sentence on Donation Page	58%	71%	
>4 Sentences on Donation Page	30%	43%	
Use an Incentive	39%	28%	
Strong Value Proposition/Reason to Give	70%	40%	
Specific Reason to Give Monthly	27%	19%	
Mention COVID-19 At All	27%	22%	

Friction Factors	BRA	Global	- ←   → +
No Distracting Links on Page	42%	44%	
No Other CTA's on Page	55%	66%	
On Own Domain	58%	87%	
Only Requires Essential Information	9%	32%	
Has Trustmarks	27%	51%	
Specific Security Around Credit Card Area	12%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	24%	53%	

Payment Methods	BRA	Global	- ←   → +
Accepted Credit Cards	48%	82%	
Accepted PayPal	24%	45%	
Accepted Giving via Bank	82%	39%	

Not a Large Enough Sample for More Definitive Analysis

# Canada

79 Organizations Included | Email Signup & Communication

Email Signup Experience	CAN	Global	- ←   → +
Successful Email Sign Up	86%	73%	
>10 Seconds to Find	93%	84%	
Use a Pop-up	18%	20%	

Value Proposition	CAN	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	0.9	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.8	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	1.2	1.1	
Clear What You're Signing Up For?	49%	45%	
# of Sentences Used	1	1.1	
Offered a Newsletter	85%	86%	

Friction Factors	CAN	Global	- ←   → +
No Address Required	96%	95%	
No Postal/Zip Required	84%	88%	
No Phone Required	97%	97%	
<2 Clicks from Homepage to Sign Up	91%	86%	

Confirmation	CAN	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	32%	42%	
After Sign Up, Presented with Another Action	50%	44%	

Email Communications	Email Subscriber		Online Donor	
	CAN	Global	CAN	Global
Did they send an email at all?	68%	72%	58%	73%
How many emails were sent in the first 14 days (average)?	2	2	3	2
How many emails were sent in 90 days (average)?	7	8	8	6
<b>Cultivation</b>				
Did they send at east 1 cultivation email?	74%	89%	69%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	6	6	6	4
How long did it take until they sent a cultivation (average)?	13	9	11	15
What percentage of emails were cultivation?	60%	58%	54%	39%
<b>Solicitation</b>				
Did they send at least 1 solicitation email?	65%	66%	76%	67%
For those who sent solicitation emails, how many did they send in 90 days (average)?	4	5	5	5
How long did it take until they sent a solicitation (average)?	22	12	22	12
What percentage of emails were a solicitation?	40%	42%	46%	52%
For every solicitation email, how many cultivation emails did they send (average)?	1.53	1.4	1.19	0.75
<b>Delivery + Design</b>				
How many emails sent from organization only?	53%	72%	49%	74%
How many emails sent by individual only?	43%	11%	43%	13%
What was the most common day to send an email?	5	Thu	4	Tue
What percent of emails were sent on the weekend?	19%	15%	10%	11%
What was the most common time of day to send an email?	12 PM	9 AM	12 PM	9 AM
What percent of emails were sent from 6 am to 1 pm?	67%	52%	59%	56%
How often did they use your name in the email?	83%	42%	88%	69%
How many emails used a hero image in the email?	13%	25%	12%	18%

# Canada

79 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	CAN	Global	- ←   → +
Successful Online Donation	92%	80%	
Most Common Donate Call to Action on Homepage	Donate		
Monthly Giving Call to Action on Homepage	16%	18%	
<5 Seconds to Find	97%	89%	
Mobile Friendly	96%	94%	

Donation Selection	CAN	Global	- ←   → +
Default to One-time Gift	73%	57%	
Use a Gift Array	85%	80%	
Don't Use Radio Buttons	81%	74%	
Start with Lowest Amount 1st	85%	91%	
Option for Recurring	90%	87%	
Monthly Giving Prompt/Pop-up	21%	9%	
Pre-selected One-time Amount	55%	45%	
Pre-selected Recurring Amount	45%	37%	
Most Common 1st Amount in One-time Gift Array	\$25		
Most Common Pre-selected One-time Amount	\$100		
Most Common 1st Amount in Recurring Gift Array	\$25		
Most Common Pre-selected Recurring Amount	\$25		

Thank You/Confirmation Page	CAN	Global	- ←   → +
Has a Thank-you/Confirmation Page	99%	96%	
Donor Thanked for Gift	96%	87%	
Amount of Gift Present	49%	46%	
Expand on the Impact of Gift	60%	53%	

Value Proposition	CAN	Global	- ←   → +
>1 Sentence on Donation Page	67%	71%	
>4 Sentences on Donation Page	40%	43%	
Use an Incentive	29%	28%	
Strong Value Proposition/Reason to Give	47%	40%	
Specific Reason to Give Monthly	29%	19%	
Mention COVID-19 At All	18%	22%	

Friction Factors	CAN	Global	- ←   → +
No Distracting Links on Page	49%	44%	
No Other CTA's on Page	70%	66%	
On Own Domain	77%	87%	
Only Requires Essential Information	49%	32%	
Has Trustmarks	32%	51%	
Specific Security Around Credit Card Area	30%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	51%	53%	

Payment Methods	CAN	Global	- ←   → +
Accepted Credit Cards	100%	82%	
Accepted PayPal	38%	45%	
Accepted Giving via Bank	7%	39%	

### Strengths

- Email signup easy to find
- Sending emails from a person as opposed to an organization
- Using the subscribers name in the emails
- Quick to confirm a donation

### Most Unique Trait

- Least likely to mention COVID-19 during giving experience
- Most likely to send emails from a person as opposed to an organization

### Opportunities

- Talk about recurring giving on the homepage
- Accept EFT/Give via bank as payment method for donations
- Try sending emails at off-peak hours



Global Award

Premier Personalization

KEY FINDINGS

# France

80 Organizations Included | Email Signup & Communication

Email Signup Experience	FRA	Global	- ←   → +
Successful Email Sign Up	94%	73%	
>10 Seconds to Find	85%	84%	
Use a Pop-up	21%	20%	

Value Proposition	FRA	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	1	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.5	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	0.6	1.1	
Clear What You're Signing Up For?	81%	45%	
# of Sentences Used	0.9	1.1	
Offered a Newsletter	89%	86%	

Friction Factors	FRA	Global	- ←   → +
No Address Required	81%	95%	
No Postal/Zip Required	81%	88%	
No Phone Required	92%	97%	
<2 Clicks from Homepage to Sign Up	57%	86%	

Confirmation	FRA	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	39%	42%	
After Sign Up, Presented with Another Action	36%	44%	

Email Communications	Email Subscriber		Online Donor	
	FRA	Global	FRA	Global
Did they send an email at all?	69%	72%	94%	73%
How many emails were sent in the first 14 days (average)?	2	2	2	2
How many emails were sent in 90 days (average)?	4	8	4	6
<b>Cultivation</b>				
Did they send at least 1 cultivation email?	96%	89%	93%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	3	6	2	4
How long did it take until they sent a cultivation (average)?	7	9	4	15
What percentage of emails were cultivation?	62%	58%	64%	39%
<b>Solicitation</b>				
Did they send at least 1 solicitation email?	63%	68%	51%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	3	5	3	4
How long did it take until they sent a solicitation (average)?	27	18	16	8
What percentage of emails were a solicitation?	38%	42%	36%	54%
For every solicitation email, how many cultivation emails did they send (average)?	1.7	1.4	1.8	0.9
<b>Delivery + Design</b>				
How many emails sent from organization only?	79%	70%	79%	66%
How many emails sent by individual only?	8%	14%	7%	15%
What was the most common day to send an email?	Fri	Thu	Thu	Tue
What percent of emails were sent on the weekend?	7%	15%	8%	11%
What was the most common time of day to send an email?	17	9 AM	4 PM	9 AM
What percent of emails were sent from 6 am to 1 pm?	41%	51%	43%	55%
How often did they use your name in the email?	50%	42%	57%	69%
How many emails used a hero image in the email?	47%	25%	33%	18%

# France

## 80 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	FRA	Global	- ←   → +
Successful Online Donation	98%	80%	
Most Common Donate Call to Action on Homepage	Je fais un don		
Monthly Giving Call to Action on Homepage	17%	18%	
<5 Seconds to Find	92%	89%	
Mobile Friendly	88%	94%	

Donation Selection	FRA	Global	- ←   → +
Default to One-time Gift	37%	57%	
Use a Gift Array	96%	80%	
Don't Use Radio Buttons	71%	74%	
Start with Lowest Amount 1st	99%	91%	
Option for Recurring	86%	87%	
Monthly Giving Prompt/Pop-up	3%	9%	
Pre-selected One-time Amount	36%	45%	
Pre-selected Recurring Amount	15%	37%	
Most Common 1st Amount in One-time Gift Array	50\$	50	
Most Common Pre-selected One-time Amount	100\$	50	
Most Common 1st Amount in Recurring Gift Array	10\$	10	
Most Common Pre-selected Recurring Amount	20\$	50	

Thank You/Confirmation Page	FRA	Global	- ←   → +
Has a Thank-you/Confirmation Page	92%	96%	
Donor Thanked for Gift	95%	87%	
Amount of Gift Present	71%	46%	
Expand on the Impact of Gift	24%	53%	

Value Proposition	FRA	Global	- ←   → +
>1 Sentence on Donation Page	76%	71%	
>4 Sentences on Donation Page	46%	43%	
Use an Incentive	41%	28%	
Strong Value Proposition/Reason to Give	24%	40%	
Specific Reason to Give Monthly	14%	19%	
Mention COVID-19 At All	10%	22%	

Friction Factors	FRA	Global	- ←   → +
No Distracting Links on Page	86%	44%	
No Other CTA's on Page	85%	66%	
On Own Domain	88%	87%	
Only Requires Essential Information	0%	32%	
Has Trustmarks	87%	51%	
Specific Security Around Credit Card Area	68%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	81%	53%	

Payment Methods	FRA	Global	- ←   → +
Accepted Credit Cards	100%	82%	
Accepted PayPal	44%	45%	
Accepted Giving via Bank	5%	39%	

### Strengths

- Strong form success and reliability
- Made it clear what you are signing up for
- No distracting links or CTA's during the online giving experience

### Most Unique Trait

- Most likely to accept Credit Cards
- Most likely to send 1+ cultivation emails to subscriber
- One of the least likely to email on the weekend

### Opportunities

- Test pre-selecting a recurring gift amount
- Remove unnecessary steps in the online giving process
- Consider adding a way to give via bank
- Try sending emails with less design elements and images



Global Award  
**Fantastic Forms**

KEY FINDINGS

# Germany

80 Organizations Included | Email Signup & Communication

## Email Signup Experience

	GER	Global	- ←   → +
Successful Email Sign Up	76%	73%	
>10 Seconds to Find	89%	84%	
Use a Pop-up	10%	20%	

## Value Proposition

	GER	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	0.3	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.2	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	0.3	1.1	
Clear What You're Signing Up For?	10%	45%	
# of Sentences Used	0.7	1.1	
Offered a Newsletter	92%	86%	

## Friction Factors

	GER	Global	- ←   → +
No Address Required	97%	95%	
No Postal/Zip Required	98%	88%	
No Phone Required	100%	97%	
<2 Clicks from Homepage to Sign Up	95%	86%	

## Confirmation

	GER	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	56%	42%	
After Sign Up, Presented with Another Action	43%	44%	

## Email Communications

	Email Subscriber		Online Donor	
	GER	Global	GER	Global
Did they send an email at all?	95%	72%	78%	73%
How many emails were sent in the first 14 days (average)?	2	2	1	2
How many emails were sent in 90 days (average)?	4	8	2	6

## Cultivation

Did they send at least 1 cultivation email?	95%	89%	96%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	3	6	1	4
How long did it take until they sent a cultivation (average)?	1	9	1	15
What percentage of emails were cultivation?	59%	58%	76%	39%

## Solicitation

Did they send at least 1 solicitation email?	60%	68%	21%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	3	5	2	4
How long did it take until they sent a solicitation (average)?	20	18	22	8
What percentage of emails were a solicitation?	41%	42%	24%	54%
For every solicitation email, how many cultivation emails did they send (average)?	1.5	1.4	3.1	0.9

## Delivery + Design

How many emails sent from organization only?	78%	70%	72%	66%
How many emails sent by individual only?	4%	14%	10%	15%
What was the most common day to send an email?	Fri	Thu	Tue	Tue
What percent of emails were sent on the weekend?	7%	15%	0%	11%
What was the most common time of day to send an email?	10 AM	9 AM	11 AM	9 AM
What percent of emails were sent from 6 am to 1 pm?	57%	51%	73%	55%
How often did they use your name in the email?	48%	42%	65%	69%
How many emails used a hero image in the email?	38%	25%	22%	18%

# Germany

80 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	GER	Global	- ←   → +
Successful Online Donation	90%	80%	
Most Common Donate Call to Action on Homepage	Jetzt Spenden		
Monthly Giving Call to Action on Homepage	17%	18%	
<5 Seconds to Find	89%	89%	
Mobile Friendly	92%	94%	

Donation Selection	GER	Global	- ←   → +
Default to One-time Gift	63%	57%	
Use a Gift Array	43%	80%	
Don't Use Radio Buttons	53%	74%	
Start with Lowest Amount 1st	99%	91%	
Option for Recurring	90%	87%	
Monthly Giving Prompt/Pop-up	0%	9%	
Pre-selected One-time Amount	21%	45%	
Pre-selected Recurring Amount	21%	37%	
Most Common 1st Amount in One-time Gift Array	\$25	50	
Most Common Pre-selected One-time Amount	\$50	50	
Most Common 1st Amount in Recurring Gift Array	\$10	10	
Most Common Pre-selected Recurring Amount	\$50	50	

Thank You/Confirmation Page	GER	Global	- ←   → +
Has a Thank-you/Confirmation Page	93%	96%	
Donor Thanked for Gift	93%	87%	
Amount of Gift Present	14%	46%	
Expand on the Impact of Gift	33%	53%	

Value Proposition	GER	Global	- ←   → +
>1 Sentence on Donation Page	56%	71%	
>4 Sentences on Donation Page	21%	43%	
Use an Incentive	4%	28%	
Strong Value Proposition/Reason to Give	21%	40%	
Specific Reason to Give Monthly	3%	19%	
Mention COVID-19 At All	35%	22%	

Friction Factors	GER	Global	- ←   → +
No Distracting Links on Page	24%	44%	
No Other CTA's on Page	79%	66%	
On Own Domain	92%	87%	
Only Requires Essential Information	15%	32%	
Has Trustmarks	90%	51%	
Specific Security Around Credit Card Area	74%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	60%	53%	

Payment Methods	GER	Global	- ←   → +
Accepted Credit Cards	61%	82%	
Accepted PayPal	78%	45%	
Accepted Giving via Bank	97%	39%	

## Strengths

- Limits required information for email signups
- Great trust visuals on donation page
- High percent accept giving via bank
- Has an additional action to take after a donation
- Sends a high mix of cultivation emails

## Most Unique Trait

- Least likely to use a pop-up
- Used the least copy/text for email signups
- Most likely to mention COVID-19
- Most likely to use 'trustmarks'

## Opportunities

- Use more copy to communicate why someone should make a donation on donation page
- Experiment with using a suggested gift array and pre-selecting a one-time amount
- Avoid using radio buttons
- Try asking more and sooner via email



Global Award  
**Sensational Security**

KEY FINDINGS

# Mexico

72 Organizations Included | Email Signup & Communication

Email Signup Experience	MEX	Global	- ←   → +
Successful Email Sign Up	31%	73%	
>10 Seconds to Find	59%	84%	
Use a Pop-up	27%	20%	

Value Proposition	MEX	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	1.5	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	1.4	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	2.3	1.1	
Clear What You're Signing Up For?	55%	45%	
# of Sentences Used	0.6	1.1	
Offered a Newsletter	77%	86%	

Friction Factors	MEX	Global	- ←   → +
No Address Required	95%	95%	
No Postal/Zip Required	95%	88%	
No Phone Required	95%	97%	
<2 Clicks from Homepage to Sign Up	91%	86%	

Confirmation	MEX	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	27%	42%	
After Sign Up, Presented with Another Action	64%	44%	

Email Communications	Email Subscriber		Online Donor	
	MEX	Global	MEX	Global
Did they send an email at all?	52%	72%	8%	73%
How many emails were sent in the first 14 days (average)?	2	2	0	2
How many emails were sent in 90 days (average)?	7	8	2	6
<b>Cultivation</b>				
Did they send at least 1 cultivation email?	100%	89%	100%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	6	6	1	4
How long did it take until they sent a cultivation (average)?	5	9	54	15
What percentage of emails were cultivation?	93%	58%	50%	39%
<b>Solicitation</b>				
Did they send at least 1 solicitation email?	27%	68%	100%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	2	5	1	4
How long did it take until they sent a solicitation (average)?	41	18	20	8
What percentage of emails were a solicitation?	7%	42%	50%	54%
For every solicitation email, how many cultivation emails did they send (average)?	14	1.4	1	0.9
<b>Delivery + Design</b>				
How many emails sent from organization only?	84%	70%	100%	66%
How many emails sent by individual only?	12%	14%	0%	15%
What was the most common day to send an email?	Mon	Thu	Mon	Tue
What percent of emails were sent on the weekend?	1%	15%	0%	11%
What was the most common time of day to send an email?	17	9 AM	5 PM	9 AM
What percent of emails were sent from 6 am to 1 pm?	41%	51%	50%	55%
How often did they use your name in the email?	20%	42%	0%	69%
How many emails used a hero image in the email?	42%	25%	100%	18%

# Mexico

72 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	MEX	Global	- ←   → +
Successful Online Donation	18%	80%	
Most Common Donate Call to Action on Homepage	Donate		
Monthly Giving Call to Action on Homepage	15%	18%	
<5 Seconds to Find	100%	89%	
Mobile Friendly	92%	94%	

Donation Selection	MEX	Global	- ←   → +
Default to One-time Gift	54%	57%	
Use a Gift Array	77%	80%	
Don't Use Radio Buttons	92%	74%	
Start with Lowest Amount 1st	92%	91%	
Option for Recurring	69%	18%	
Monthly Giving Prompt/Pop-up	0%	9%	
Pre-selected One-time Amount	46%	45%	
Pre-selected Recurring Amount	31%	37%	
Most Common 1st Amount in One-time Gift Array	\$100	50	
Most Common Pre-selected One-time Amount	\$500	50	
Most Common 1st Amount in Recurring Gift Array	\$250	10	
Most Common Pre-selected Recurring Amount	\$240	50	

Thank You/Confirmation Page	MEX	Global	- ←   → +
Has a Thank-you/Confirmation Page	100%	96%	
Donor Thanked for Gift	100%	87%	
Amount of Gift Present	38%	46%	
Expand on the Impact of Gift	46%	53%	

Value Proposition	MEX	Global	- ←   → +
>1 Sentence on Donation Page	46%	71%	
>4 Sentences on Donation Page	38%	43%	
Use an Incentive	15%	28%	
Strong Value Proposition/Reason to Give	38%	40%	
Specific Reason to Give Monthly	8%	19%	
Mention COVID-19 At All	8%	22%	

Friction Factors	MEX	Global	- ←   → +
No Distracting Links on Page	31%	44%	
No Other CTA's on Page	62%	66%	
On Own Domain	100%	87%	
Only Requires Essential Information	46%	32%	
Has Trustmarks	0%	51%	
Specific Security Around Credit Card Area	46%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	54%	53%	

Payment Methods	MEX	Global	- ←   → +
Accepted Credit Cards	100%	82%	
Accepted PayPal	62%	45%	
Accepted Giving via Bank	0%	39%	

Not a Large Enough Sample for More Definitive Analysis

KEY FINDINGS

# Netherlands

75 Organizations Included | Email Signup & Communication

Email Signup Experience	NED	Global	- ←   → +
Successful Email Sign Up	92%	73%	
>10 Seconds to Find	86%	84%	
Use a Pop-up	12%	20%	

Value Proposition	NED	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	0.6	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.5	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	0.9	1.1	
Clear What You're Signing Up For?	33%	45%	
# of Sentences Used	1.6	1.1	
Offered a Newsletter	99%	86%	

Friction Factors	NED	Global	- ←   → +
No Address Required	99%	95%	
No Postal/Zip Required	97%	88%	
No Phone Required	100%	97%	
<2 Clicks from Homepage to Sign Up	84%	86%	

Confirmation	NED	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	59%	42%	
After Sign Up, Presented with Another Action	48%	44%	

Email Communications	Email Subscriber		Online Donor	
	NED	Global	NED	Global
Did they send an email at all?	90%	72%	82%	73%
How many emails were sent in the first 14 days (average)?	1	2	1	2
How many emails were sent in 90 days (average)?	4	8	3	6
<b>Cultivation</b>				
Did they send at least 1 cultivation email?	95%	89%	94%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	3	6	2	4
How long did it take until they sent a cultivation (average)?	10	9	6	15
What percentage of emails were cultivation?	67%	58%	66%	39%
<b>Solicitation</b>				
Did they send at least 1 solicitation email?	53%	68%	51%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	2	5	2	4
How long did it take until they sent a solicitation (average)?	24	18	16	8
What percentage of emails were a solicitation?	33%	42%	34%	54%
For every solicitation email, how many cultivation emails did they send (average)?	2	1.4	1.9	0.9
<b>Delivery + Design</b>				
How many emails sent from organization only?	91%	70%	90%	66%
How many emails sent by individual only?	3%	14%	5%	15%
What was the most common day to send an email?	Thu	Thu	Fri	Tue
What percent of emails were sent on the weekend?	7%	15%	10%	11%
What was the most common time of day to send an email?	5 PM	9 AM	7 PM	9 AM
What percent of emails were sent from 6 am to 1 pm?	23%	51%	41%	55%
How often did they use your name in the email?	61%	42%	58%	69%
How many emails used a hero image in the email?	51%	25%	46%	18%

# Netherlands

75 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	NED	Global	- ←   → +
Successful Online Donation	87%	80%	
Most Common Donate Call to Action on Homepage	Doneer		
Monthly Giving Call to Action on Homepage	22%	18%	
<5 Seconds to Find	86%	89%	
Mobile Friendly	97%	94%	

Donation Selection	NED	Global	- ←   → +
Default to One-time Gift	52%	57%	
Use a Gift Array	91%	80%	
Don't Use Radio Buttons	82%	74%	
Start with Lowest Amount 1st	91%	91%	
Option for Recurring	88%	87%	
Monthly Giving Prompt/Pop-up	0%	9%	
Pre-selected One-time Amount	68%	45%	
Pre-selected Recurring Amount	60%	37%	
Most Common 1st Amount in One-time Gift Array	€15	50	
Most Common Pre-selected One-time Amount	€25	50	
Most Common 1st Amount in Recurring Gift Array	€5	10	
Most Common Pre-selected Recurring Amount	€10	50	

Thank You/Confirmation Page	NED	Global	- ←   → +
Has a Thank-you/Confirmation Page	95%	96%	
Donor Thanked for Gift	91%	87%	
Amount of Gift Present	3%	46%	
Expand on the Impact of Gift	69%	53%	

Value Proposition	NED	Global	- ←   → +
>1 Sentence on Donation Page	85%	71%	
>4 Sentences on Donation Page	71%	43%	
Use an Incentive	28%	28%	
Strong Value Proposition/Reason to Give	42%	40%	
Specific Reason to Give Monthly	20%	19%	
Mention COVID-19 At All	25%	22%	

Friction Factors	NED	Global	- ←   → +
No Distracting Links on Page	23%	44%	
No Other CTA's on Page	51%	66%	
On Own Domain	95%	87%	
Only Requires Essential Information	26%	32%	
Has Trustmarks	28%	51%	
Specific Security Around Credit Card Area	20%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	48%	53%	

Payment Methods	NED	Global	- ←   → +
Accepted Credit Cards	23%	82%	
Accepted PayPal	12%	45%	
Accepted Giving via Bank	29%	39%	

## Strengths

- Using dedicated thank you/confirmation pages after email signups and donations
- Focus on recurring giving with default, reason to give, and pre-selected amounts
- Good cultivation mix in emails

## Most Unique Trait

- Least likely to successfully sign up for email
- Most likely to take more than 5 seconds to find out where to give online
- Highest percent of solicitations to subscriber

## Opportunities

- Try offering something other than a Newsletter to secure more email signups
- Test donation forms to ensure they are working properly
- Remove distracting links and conflicting CTA's on the donation page



Global Award  
**Wonderful Writers**

KEY FINDINGS

# United Kingdom

80 Organizations Included | Email Signup & Communication

Email Signup Experience	GBR	Global	- ←   → +
Successful Email Sign Up	76%	73%	
>10 Seconds to Find	74%	84%	
Use a Pop-up	15%	20%	

Value Proposition	GBR	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	1.5	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	1.3	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	2.4	1.1	
Clear What You're Signing Up For?	56%	45%	
# of Sentences Used	1.5	1.1	
Offered a Newsletter	95%	86%	

Friction Factors	GBR	Global	- ←   → +
No Address Required	93%	95%	
No Postal/Zip Required	87%	88%	
No Phone Required	100%	97%	
<2 Clicks from Homepage to Sign Up	95%	86%	

Confirmation	GBR	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	57%	42%	
After Sign Up, Presented with Another Action	61%	44%	

Email Communications	Email Subscriber		Online Donor	
	GBR	Global	GBR	Global
Did they send an email at all?	85%	72%	93%	73%
How many emails were sent in the first 14 days (average)?	2	2	2	2
How many emails were sent in 90 days (average)?	8	8	4	6
Cultivation				
Did they send at least 1 cultivation email?	84%	89%	37%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	5	6	3	4
How long did it take until they sent a cultivation (average)?	17	9	10	15
What percentage of emails were cultivation?	53%	58%	30%	39%
Solicitation				
Did they send at least 1 solicitation email?	80%	68%	94%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	4	5	3	4
How long did it take until they sent a solicitation (average)?	14	18	1	8
What percentage of emails were a solicitation?	47%	42%	70%	54%
For every solicitation email, how many cultivation emails did they send (average)?	1.1	1.4	0.4	0.9
Delivery + Design				
How many emails sent from organization only?	85%	70%	82%	66%
How many emails sent by individual only?	1%	14%	2%	15%
What was the most common day to send an email?	Fri	Thu	Fri	Tue
What percent of emails were sent on the weekend?	18%	15%	10%	11%
What was the most common time of day to send an email?	7 AM	9 AM	10 AM	9 AM
What percent of emails were sent from 6 am to 1 pm?	57%	51%	52%	55%
How often did they use your name in the email?	40%	42%	56%	69%
How many emails used a hero image in the email?	8%	25%	3%	18%

# United Kingdom

80 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	GBR	Global	- ←   → +
Successful Online Donation	91%	80%	
Most Common Donate Call to Action on Homepage	Donate		
Monthly Giving Call to Action on Homepage	25%	18%	
<5 Seconds to Find	89%	89%	
Mobile Friendly	99%	94%	

Donation Selection	GBR	Global	- ←   → +
Default to One-time Gift	51%	57%	
Use a Gift Array	86%	80%	
Don't Use Radio Buttons	86%	74%	
Start with Lowest Amount 1st	86%	91%	
Option for Recurring	85%	87%	
Monthly Giving Prompt/Pop-up	11%	9%	
Pre-selected One-time Amount	49%	45%	
Pre-selected Recurring Amount	41%	37%	
Most Common 1st Amount in One-time Gift Array	£10	50	
Most Common Pre-selected One-time Amount	£25	50	
Most Common 1st Amount in Recurring Gift Array	£5	10	
Most Common Pre-selected Recurring Amount	£10	50	

Thank You/Confirmation Page	GBR	Global	- ←   → +
Has a Thank-you/Confirmation Page	99%	96%	
Donor Thanked for Gift	75%	87%	
Amount of Gift Present	59%	46%	
Expand on the Impact of Gift	74%	53%	

Value Proposition	GBR	Global	- ←   → +
>1 Sentence on Donation Page	71%	71%	
>4 Sentences on Donation Page	34%	43%	
Use an Incentive	64%	28%	
Strong Value Proposition/Reason to Give	58%	40%	
Specific Reason to Give Monthly	12%	19%	
Mention COVID-19 At All	25%	22%	

Friction Factors	GBR	Global	- ←   → +
No Distracting Links on Page	25%	44%	
No Other CTA's on Page	63%	66%	
On Own Domain	88%	87%	
Only Requires Essential Information	16%	32%	
Has Trustmarks	60%	51%	
Specific Security Around Credit Card Area	45%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	14%	53%	

Payment Methods	GBR	Global	- ←   → +
Accepted Credit Cards	99%	82%	
Accepted PayPal	74%	45%	
Accepted Giving via Bank	97%	39%	

## Strengths

- Uses copy to communicate email signup offers and reason to give on donation pages
- Good use of thank you/confirmation pages and having an additional action to take after email signup and donation

## Most Unique Trait

- Least likely to successfully sign up for email
- Most likely to take more than 5 seconds to find out where to give online
- Highest percent of solicitations to subscriber

## Opportunities

- Make email signup easier to find from homepage
- Remove any unnecessary steps in giving process
- Try sending more cultivation only emails to donors
- Try using the donors name in the email and a more warm, personal tone



Global Award

Prodigious Payments

KEY FINDINGS

# United States

109 Organizations Included | Email Signup & Communication

Email Signup Experience	USA	Global	- ←   → +
Successful Email Sign Up	86%	73%	
>10 Seconds to Find	89%	84%	
Use a Pop-up	23%	20%	

Value Proposition	USA	Global	- ←   → +
Appeal of Email Sign Up (0 low, 2 high)	1	0.9	
Exclusivity of Email Sign Up (0 low, 2 high)	0.8	0.7	
Overall Strength of Email Sign Up (0 low, 2 average, 4 strong)	1.1	1.1	
Clear What You're Signing Up For?	40%	45%	
# of Sentences Used	1.5	1.1	
Offered a Newsletter	71%	86%	

Friction Factors	USA	Global	- ←   → +
No Address Required	98%	95%	
No Postal/Zip Required	82%	88%	
No Phone Required	100%	97%	
<2 Clicks from Homepage to Sign Up	89%	86%	

Confirmation	USA	Global	- ←   → +
After Sign Up, Saw a New Dedicated Page	30%	42%	
After Sign Up, Presented with Another Action	35%	44%	

Email Communications	Email Subscriber USA	Global	Online Donor USA	Global
Did they send an email at all?	82%	72%	93%	73%
How many emails were sent in the first 14 days (average)?	4	2	3	2
How many emails were sent in 90 days (average)?	20	8	12	6

Cultivation	Email Subscriber USA	Global	Online Donor USA	Global
Did they send at least 1 cultivation email?	91%	89%	70%	54%
For those who sent cultivation emails, how many did they send in 90 days (average)?	13	6	7	4
How long did it take until they sent a cultivation (average)?	9	9	17	15
What percentage of emails were cultivation?	56%	58%	40%	39%

Solicitation	Email Subscriber USA	Global	Online Donor USA	Global
Did they send at least 1 solicitation email?	79%	68%	96%	69%
For those who sent solicitation emails, how many did they send in 90 days (average)?	11	5	7	4
How long did it take until they sent a solicitation (average)?	11	18	3	8
What percentage of emails were a solicitation?	44%	42%	60%	54%
For every solicitation email, how many cultivation emails did they send (average)?	1.3	1.4	0.7	0.9

Delivery + Design	Email Subscriber USA	Global	Online Donor USA	Global
How many emails sent from organization only?	63%	70%	60%	66%
How many emails sent by individual only?	20%	14%	23%	15%
What was the most common day to send an email?	Thu	Thu	Tue	Tue
What percent of emails were sent on the weekend?	17%	15%	13%	11%
What was the most common time of day to send an email?	9 AM	9 AM	9 AM	9 AM
What percent of emails were sent from 6 am to 1 pm?	53%	51%	66%	55%
How often did they use your name in the email?	26%	42%	66%	69%
How many emails used a hero image in the email?	21%	25%	6%	18%

# United States

109 Organizations Included | Online Giving Experience & Key Findings

Online Giving Experience	USA	Global	- ←   → +
Successful Online Donation	95%	80%	
Most Common Donate Call to Action on Homepage	Donate		
Monthly Giving Call to Action on Homepage	18%	18%	
<5 Seconds to Find	93%	89%	
Mobile Friendly	90%	94%	

Donation Selection	USA	Global	- ←   → +
Default to One-time Gift	68%	57%	
Use a Gift Array	88%	80%	
Don't Use Radio Buttons	82%	74%	
Start with Lowest Amount 1st	79%	91%	
Option for Recurring	91%	87%	
Monthly Giving Prompt/Pop-up	18%	9%	
Pre-selected One-time Amount	46%	45%	
Pre-selected Recurring Amount	40%	37%	
Most Common 1st Amount in One-time Gift Array	\$25	50	
Most Common Pre-selected One-time Amount	\$100	50	
Most Common 1st Amount in Recurring Gift Array	\$25	10	
Most Common Pre-selected Recurring Amount	\$50	50	

Thank You/Confirmation Page	USA	Global	- ←   → +
Has a Thank-you/Confirmation Page	97%	96%	
Donor Thanked for Gift	90%	87%	
Amount of Gift Present	65%	46%	
Expand on the Impact of Gift	66%	53%	

Value Proposition	USA	Global	- ←   → +
>1 Sentence on Donation Page	79%	71%	
>4 Sentences on Donation Page	44%	43%	
Use an Incentive	17%	28%	
Strong Value Proposition/Reason to Give	39%	40%	
Specific Reason to Give Monthly	27%	19%	
Mention COVID-19 At All	20%	22%	

Friction Factors	USA	Global	- ←   → +
No Distracting Links on Page	62%	44%	
No Other CTA's on Page	67%	66%	
On Own Domain	93%	87%	
Only Requires Essential Information	71%	32%	
Has Trustmarks	45%	51%	
Specific Security Around Credit Card Area	44%	46%	
<2 Steps/Pages to Complete a Donation (Besides Home)	76%	53%	

Payment Methods	USA	Global	- ←   → +
Accepted Credit Cards	98%	82%	
Accepted PayPal	39%	45%	
Accepted Giving via Bank	27%	39%	

## Strengths

- Sends lots of email to both subscriber and donor
- Overall solid online giving experience with stable forms, copy usage, having an option for recurring and giving a reason why someone should make a recurring gift

## Most Unique Trait

- Most likely to use a monthly gift pop-up or prompt in the one time donation flow
- Most likely to have an employer matching option and a matching gift incentive

## Opportunities

- Test defaulting to a recurring gift
- Offer the ability for people to give via Bank
- Remove distracting links from donation page
- Try using trustmarks on the donation page
- Try using the subscribers name more in emails to them
- Ensure there is a good mix and balance between cultivation emails and solicitation emails to donors



Global Award  
**Consummate Communicators**

KEY FINDINGS

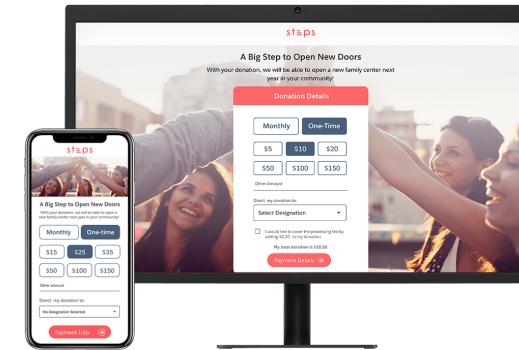
# **Additional Resources**



# Integrated Fundraising Solutions

Salesforce.org Elevate\* is a suite of integrated offerings for the nonprofit and education sectors that gives organizations a new way to convert visitors into committed advocates.

Learn more at [salesforce.org/elevate](https://salesforce.org/elevate)



# Get the Nonprofit Trends Report - 3rd Edition

The report, done in collaboration with the Urban Institute, incorporates responses from 867 nonprofit professionals from six countries across North America and Europe to better understand how leading nonprofits are exceeding their goals.

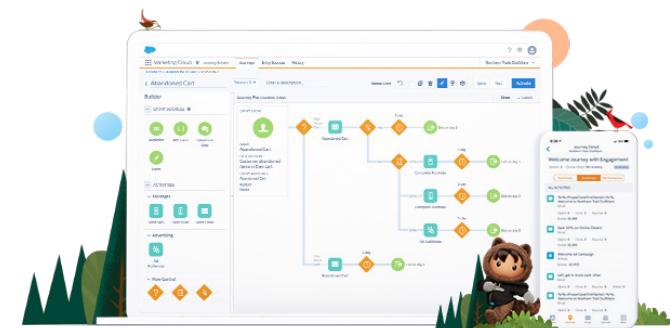
Learn more at [salesforce.com/form/sfdo/ngo/3rd-edition-nonprofit-trends-report/](https://salesforce.com/form/sfdo/ngo/3rd-edition-nonprofit-trends-report/)



# Build relationships with digital marketing on the world's #1 CRM.

Send customers the right message at the right moment using intelligent marketing automation. Grow relationships and revenue with seamless experiences from ad to account, email to e-commerce, social to service, and more.

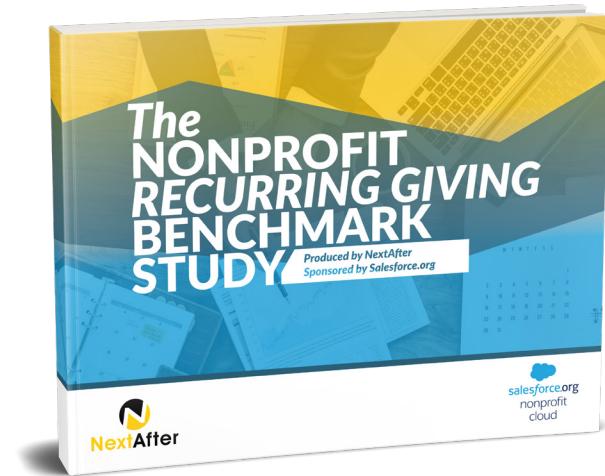
Learn more at [salesforce.com/products/marketing-cloud/overview/](https://salesforce.com/products/marketing-cloud/overview/)



# Get the Latest Online Fundraising Research, Resources & Real Nonprofit Experiments.

What kind of communications does a mid-level donor get in their first few months after a gift? How many nonprofits are sending mail to their online donors and vice versa? How are nonprofits trying to keep monthly donors whose credit cards have expired? Those are just a few of the questions asked and answered through first-hand, original research performed by the NextAfter Institute.

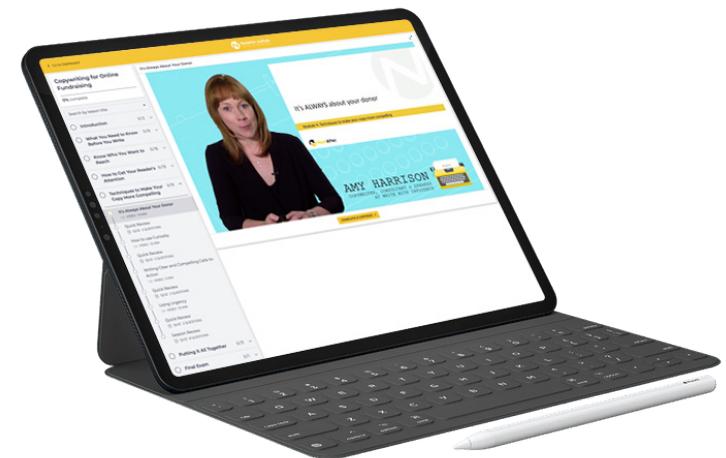
You can get them all, for free, at [nextafter.com/resources](https://nextafter.com/resources).



# Improve Your Digital Marketing and Get Certified in Online Fundraising.

Use the code "**GLOBAL**" to get 50% off any online, CFRE accredited, on-demand course like Email Fundraising Optimization and Donation & Landing Page Optimization or use it to become a Member of the NextAfter Institute and access any & all courses, all-year long. You'll also get special access to research, invites to exclusive discussions, and discounts for other training opportunities.

View the courses at [courses.nextafter.com](https://courses.nextafter.com) and join today at [nextafter.com/membership](https://nextafter.com/membership).



# About



# About Salesforce.org

Salesforce.org is a social impact center of Salesforce focused on partnering with the global community to tackle the world's biggest problems.

We believe that technology, when used for good, can change the world. We build powerful technology for, and with, our community of nonprofit, educational and philanthropic organizations. With their guidance, our solutions are tailored to their unique needs, helping them operate effectively, raise funds, and connect. In a world where digital-first is no longer a choice, our Nonprofit, Education, and Philanthropy Clouds enable organizations to increase digital engagement, create a single source of truth, and generate actionable insights. At a time when our communities need us more than ever, technology allows us to build resilience, and maximize social impact. Together, we can close the gap between the impact created today, and the potential for impact in the future.

As part of Salesforce, we increase our capacity to innovate on top of the world's #1 CRM platform, to channel the pro-bono power of more than 50,000 employees, and to inspire customers and partners to join our global movement for good.

Learn more at [salesforce.org](https://salesforce.org).



# About NextAfter

NextAfter's mission is to decode what works in fundraising and make it as accessible to as many nonprofits as possible. We work towards this mission in three ways:

## **1. A Fundraising Research Lab**

Conducting marketplace research, A/B testing, and digital experimentation to discover what works to attract, acquire, and retain more donors and raise more money online.

## **2. A Digital Fundraising Consultancy**

Working side-by-side with nonprofit organizations to help them develop and execute research-backed digital fundraising strategies designed to generate sustainable online revenue growth.

## **3. An Institute for Online Fundraising**

Equipping nonprofit fundraisers and digital marketers with data-driven and evidence-based research, resources, and training.

Learn more at [nextafter.com](https://nextafter.com).



# Special Thanks

The following agencies/partners were instrumental for this research study by making donations and signing up for email as well as providing insight and support for key questions related to their countries of operations.





### **Donor Republic**

Donor Republic is a full service fundraising and marketing agency solely dedicated to the not for profit sector in Australia and New Zealand.

Learn more at [donorrepublic.com.au](http://donorrepublic.com.au)



### **Getunik**

Based in Zurich and Berlin, getunik creates inspiring digital fundraising campaigns with non-profit organizations.

Learn more at [getunik.com](http://getunik.com)



### **Hopening**

Hopening is the leading fundraising, data and digital driven services and solutions group in France.

Learn more at [hopening.fr](http://hopening.fr)



Institute for Sustainable  
Philanthropy

### **Institute for Sustainable Philanthropy**

The Institute for Sustainable Philanthropy exists to grow personally meaningful philanthropy around the world.

Learn more at [philanthropy-institute.org.uk](http://philanthropy-institute.org.uk)



### **Mindwize**

Mindwize is a full-service fundraising agency headquartered in The Netherlands combining data and creativity to create campaigns with impact.

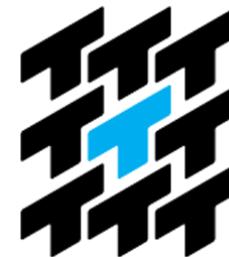
Learn more at [mindwize.org](http://mindwize.org)



### **Proa**

Proa is a Latin American fundraising agency looking to empower non profits to bring positive impact to the world.

Learn more at [consultoraproa.com](http://consultoraproa.com)

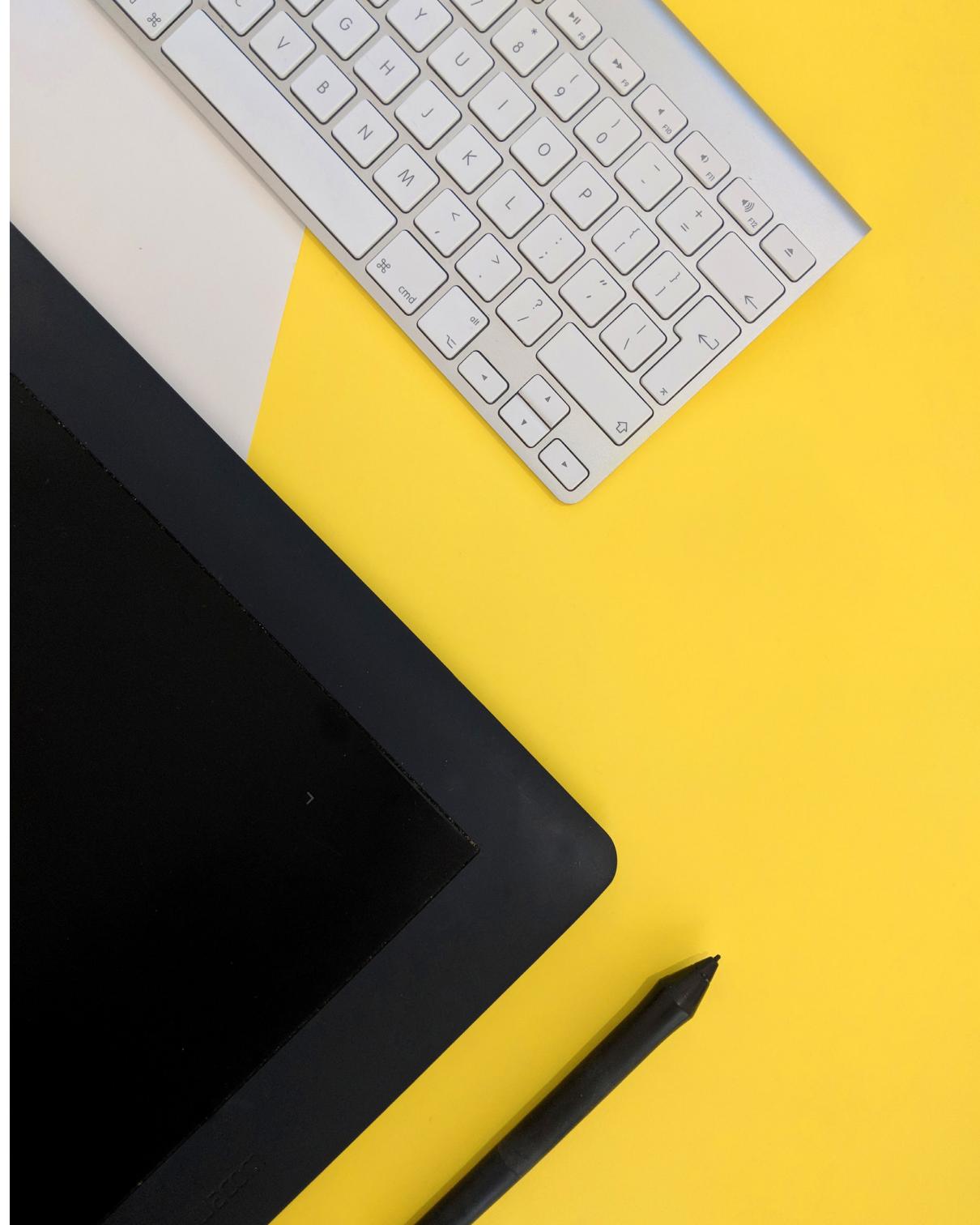


### **Traction On Demand**

Traction on Demand is one of North America's largest Salesforce consulting and application development firms.

Learn more at [tractionondemand.com](http://tractionondemand.com)

This study was a collaborative effort between Salesforce.org and NextAfter but a special thanks to Andrea, John, Mia, Amy, Jarrett, Oliver, and Laura from Salesforce.org and Kristen, Kevin, Riley, Nathan, and Brady from NextAfter as well as Erikka Hedberg for her design skills.



# **More Details About the Study**



# More About the Methodology

The goal of the study was to, as best we can, capture the online giving experience, email signup experience, and subsequent email communications through the eyes of the donor/subscriber. The process by which collected data for this study is the same that we've used in past studies in the United States, Canada, and Australia with obvious adaptations to account for language and in-country regulations.

All donations and email signups were made between June 29, 2020 and August 4, 2020 (36 days) with the average time between start and completion being 9 days. Emails were then tracked for 90 days after signup/completion ending November 2, 2020.

Hand selected agency/research partners were chosen in each country in order to use local Credit Cards, billing addresses, and phone numbers as well as better understand the local online fundraising environment and regulations<sup>44</sup>.

For the online donations, we started on the homepage, found easiest/quickest way to give, clicked, and went on to make a one-time gift via Credit Card in the following amounts:

- \$20 USD in the United States
- \$20 CAD in Canada
- \$25 AUD in Australia
- £20 in the United Kingdom
- €20 in France, Germany, and the Netherlands
- \$250 MXN in Mexico
- R\$50 in Brazil

If the organization didn't accept a Credit Card, there was an error of some kind, or no way to give, the organization was marked as Issue/Other and not included further in the study.

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<sup>44</sup> The full list of agency/research partners can be found at the end of this study

During the donation, a unique email for the Online Donor was used in each country and we opted in to receive communications if the option was presented. We answered 38 questions about the online giving experience and an additional 5 on the thank you/confirmation page taking screen grabs along the way.

For analyzing donation pages we use this framework from for-profit research firm MECLABS as a guide:

**The MECLABS Conversion  
Sequence Heuristic ©**

$$C = 4m + 3v + 2(i-f) - 2a$$

CONVERSION    MOTIVATION    VALUE PROPOSITION (CLARITY)    INCENTIVE    FRICTION    ANXIETY

What this equation is communicating is that someone's innate motivation to give is most important followed by their understanding of what their donation will do. Any additional incentives (swag, deadlines, social pressure, etc.) help add to the perceived value in the mind of the potential donor. There are then cost factors like friction and factors and anxiety factors which slow or prevent people from giving.

To assess the strength of each organization's value proposition each researcher was asked to look at the donation page with this question in mind:

**If I am your ideal donor, why should I give to you, as opposed to another organization, or not at all?**

There are really four main ways organizations can answer that question:

- Why someone should want to give (Appeal)
- Why should the organization be trusted (Credibility)
- What is unique about the organization (Exclusivity) and
- Can you understand why a donation was needed and how it would help (Clarity)

With those factors in mind, we answered each page as either Yes/Strong, Somewhat Strong, or No/Not Strong.

For the email signups, we started on the homepage and found the easiest/quickest way to sign up to get emails from the organization and went on to subscribe using a unique email for the Email Subscriber in easy country and opted in to as many communications options that were presented. We answered 12 questions about the online donation and another 3 on the thank you/confirmation page taking screen grabs along the way.

The above MECLABS framework applies here as well in terms of communicating value and reducing cost. To score the email signup offer specifically, we used a methodology developed by MECLABS, where you score, as best as you can as an interested supporter, how much you'd want to sign up for it from 0 - 2 with 0 being No Interest and 2 being High Interest (this is the Appeal score) and then how unique it was to that organization (Exclusivity) with 0 being not unique or exclusive at all to 2 being extremely unique and exclusive.

Then we multiplied the Appeal and Exclusivity scores together to get a unified 'only you' score that was Strong (4), Average (2), Weak (1), or Very Weak (0) overall score.

Emails were tracked and collected for 90 days ending November 2, 2020. In the days after email signups and donations, the inbox was monitored to ensure we clicked and opted-in when organizations required double opt-in. The SPAM folder was reviewed in the first few weeks to pull out emails that were not in fact SPAM<sup>45</sup>.

During the 90 days, at least one email from each organization to each persona was opened and clicked to remain 'active'. The emails were then exported where had independent researchers, fluent in the particular country's language, reviewed all the emails and classified them as either a confirmation email, cultivation email, or solicitation email based on these definitions:

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<sup>45</sup> Over the 90 period there was an estimated 5% of emails not included in this analysis due to being labeled SPAM

- **Confirmation:** A usually automated email that confirms and, ideally, thanks you for your donation. For donations, it can often look like a receipt and contain transaction information.
- **Solicitation:** The main purpose of this email is to get you to do something tied to money like give or donate, buy something, or fundraise. Often, will contain a call to action like “Give Today” or “Donate Now”.
- **Cultivation:** Anything else where the main purpose of the email is not a confirmation or solicitation. This could be a thank you, story, newsletter, update, video, report, article, etc. or asks you to do something like volunteer, sign a petition, or advocate for the organization in some way. If it has a call to action at all, it is often “Read More” or “Learn More”.

Where there was full or mostly agreement on the email type, that was selected and when there was a question or discrepancy, we would review the email and break the tie. In that process as we analyzed the email data and spot checked emails, we found that the differences between a confirmation and cultivation email were very minor which led to researchers interchanging the classifications so we therefore decided to code all confirmation emails as cultivation emails so there were only two options:

1. **Solicitation** the main purpose of this email is to get you to do something tied to money like give or donate
2. **Cultivation** - every other email and anything else

The classifications were then tied back to the original data set, cleaned, and the time of delivery were converted for each country to the following timezones:

- |                                          |                            |                                   |
|------------------------------------------|----------------------------|-----------------------------------|
| • Australia - AEST, UTC+10:00            | • France - CET, UTC+01:00  | • Netherlands - CET, UTC+01:00    |
| • Brazil - BRT, Brasilia time, UTC-03:00 | • Germany - CET, UTC+01:00 | • United Kingdom - GMT, UTC-00:00 |
| • Canada - CST, UTC-06:00                | • Mexico - CST, UTC-06:00  | • United States - CST, UTC-06:00  |

# Organizations Included by Country

Here were the organizations that were included in the study broken out by country. To see which organizations we could successfully sign up to get email updates, make donations to, and see their communications to each donor persona, visit [globalonlinefundraising.com/data](http://globalonlinefundraising.com/data).

## AUSTRALIA

Ability Options  
Access Ministries  
Act For Kids  
Actionaid  
Alpha  
Alzheimers  
Amnesty International  
Australia Red Cross  
Australian Conservation Foundation  
Australian Heart Association  
Barnabas Fund Australia  
Beyond Blue Limited  
Bible Society  
Cancer Research Foundation  
Care Australia  
Caritas Australia  
Cbm  
Cerebral Palsy Alliance  
Cfs Foundation  
Compassion  
Cystic Fibrosis Australia  
Diabetes Australia  
Family Life Australia  
Focus On The Family  
Gospel For Asia Australia  
Greenpeace  
Habitat For Humanity Australia  
Heart Research Institute  
House With No Steps (Aruma)  
Islamic Relief  
Legacy Melbourne  
Leprosy Mission  
Mcgrath Foundation  
Medecins Sans Frontieres  
Mercy Ships  
Mission Australia  
Mission Aviation Fellowship  
Multiple Sclerosis  
Muslim Aid  
Nature Conservancy Australia  
Omf  
Open Doors Australia  
Operation Mobilisation  
Opportunity International  
Oxfam Australia  
Ozchild  
Parkinson's Australia  
Peacewise  
Peter Mccallum Cancer Centre  
Pioneers Of Australia  
Plan International  
Prison Fellowship Australia  
Prostate Cancer Foundation Australia  
Ronald Mcdonald  
Rspca  
Salvation Army  
Samaritan's Purse  
Save The Children Australia  
Sim  
St Vincent De Paul Society  
Streetsmart  
Sydney Children's Hospital  
Tear Australia  
The Navigators  
The Smith Family  
The Wilderness Society  
Ucb  
Unicef  
Uniting Care Australia  
Uniting World  
Voice Of The Martyrs Australia  
Walter And Eliza Hall Institute Of Medical Research  
War Child  
Wateraid  
World Vision Australia  
Wspa  
Wwf  
Wycliffe Australia  
Youth Alive  
Youth For Christ Australia

## BRAZIL

Abracesolidário Human Development Association  
Abraci - Brazilian Association Of Autism, Behavior  
And Intervention  
Ação Moradia  
Actionaid  
Adevic - Canoas Visually Impaired Association  
Adopt A Kitten  
Aliança Em Prol Da Apa Da Pedra Branca  
Alzheimers  
Amnesty International  
Anhumas Quero Quero Quero Association - Aaqq  
Apaa - Paulista Association Of Aid To Animals  
Apabb - Association Of Parents, Friends And  
People With Disabilities Of Banco Do Brasil And  
Community Employees  
Assoc. Of Neighborhood Residents Mollon  
Associação Cultural Educacional Social E  
Assistencial Capuava - Acesa  
Associação Efigênia Vidigal De Educação E Cultura  
- Avec  
Association Awakening Trancoso  
Association For The Support Of Children With  
Cancer - Aacc  
Association Of Engineers Without Borders - Esf  
Brasil  
Ateac  
Avathar Group  
Batuíra Children's House  
Blue House Felipe Augusto  
Brazilian Association For Combating Child And  
Adult Cancer - Abraccia  
Campinas Maternity Hospital  
Campinas Paralytic Child House

Casa Da Mulher Do Nordeste  
Centro Da Mulher Imigrante E Refugiada - Cemir  
Cepia  
Children's House Of Sousas  
Children's Small House  
Children's Villages Sos - João Pessoa  
Clara Friendship Association  
Cornélia Association / Workshop Warehouse  
Crami - Regional Center For Attention To Child  
Abuse  
Creche Mãe Cristina  
David Rowe Charitable Evangelical Association  
Don Bosco Social Center  
Down Syndrome Foundation  
Evangelical Assistance Association - Aea  
Friends Of The Guri Association  
Fundação Amor Horizontal  
Gaiarp  
Geledés Instituto Da Mulher Negra  
Gestos  
Green Initiative  
Greenpeace  
Grupo Brasileiro De Promoção Da Cidadania  
Grupo Cultural Afroreggae  
Home Tenderness  
House Of Maria De Nazaré  
Institute Of Social Action For Music  
Instituto Comradio Brasil  
Instituto Da Mama Do Rs: Imama  
Instituto Mãe Terra  
Instituto Padre Haroldo Rahm  
Integral Life Project - Pro-Life  
Itatibense Children's Home

Jardim Santa Lúcia Community Center  
Little David House  
Man Of Tomorrow Education Association -  
Guardinha  
Mano Down Institute  
Medecins Sans Frontieres  
My Campinas  
Open Doors Brazil (Portas Abertas)  
Oxfam  
Phoenix Community Association  
Plan International  
Planalto Social Action  
Pro Epi  
Pro-World Citizen  
Promotion Center For A Better World - Cepromm  
Rebouças Educational Center - Cer  
Redes De Desenvolvimento Da Maré  
Refúgio 343  
Ronald Macdonald  
Seed Hope Hope Socio-Educational Center  
Social Action Center  
Strong Action  
Unicef  
Wwf

## CANADA

Acts For Water  
Alzheimers  
Amnesty International  
Bc Spca  
Brain Canada  
Breast Cancer Research Foundation  
Canadian Cancer Society  
Canadian Constitution Foundation  
Canadian Foodgrains Bank  
Canadian Lutheran World Relief  
Canadian Taxpayers Federation  
Canadian Tire Jumpstart  
Canuck Place Children's Hospital  
Care  
Cnib  
Code  
Compassion  
Covenant House Vancouver  
Crossroads Christian Communications Incorporated  
Cuso International  
Diabetes  
Ducks Unlimited  
Ecojustice Canada Society  
Familylife Canada  
Focus On The Family Canada  
Food Banks Canada  
George Hull Centre For Children And Families  
Gospel For Asia  
Greenpeace  
Heart And Stroke Foundation  
Homes First  
Hope Air  
Hope Mission  
Indspire  
International Justice Mission  
Islamic Relief  
Knowledge Network  
Medecins Sans Frontieres  
Mennonite Central Committee  
Mission Aviation Fellowship  
Multiple Sclerosis Society  
Nature Canada  
Nature Conservancy  
Open Doors  
Opportunity International  
Outward Bound Canada  
Oxfam  
Parkinson  
Partners In Health  
Partners International Canada  
Plan International  
Power To Change  
Red Cross  
Rick Hansen Foundation  
Ronald Macdonald  
Salvation Army  
Save The Children  
Second Harvest  
Seva Canada  
Special Olympics  
Tearfund  
The David Suzuki Foundation  
The Fraser Institute  
The Terry Fox Foundation  
The Wellspring Foundation  
Tides Canada Foundation (Makeway)  
Toronto Arts Foundation  
Unicef  
United Way Centraide  
University Of Alberta  
Variety Bc  
War Child  
Wateraid  
We Charity  
Wildlife Rescue Association Of Bc  
World Vision  
Wwf  
Ymca  
Youth Without Shelter

## FRANCE

Acted  
Action Contre La Faim (Acf)  
Action Des Chretiens Pour L'abolition De La Torture  
Action Enfance  
Agronomes Et Veterinaires Sans Frontieres  
Aides  
Amnesty International (Section Francaise)  
Apf France Handicap  
Asmae – Association Sœur Emmanuelle  
Association Les Petits Frères Des Pauvres  
Association Petits Princes  
Association Pour La Recherche Sur La Sclérose  
Latérale Amyotrophique  
Association Valentin Haüy Au Service Des Aveugles  
Et Des Malvoyants  
Bureau International Catholique De L'enfance  
Care France  
Ccf – Terre Solidaire  
Chaine De L'espoir  
Cimade  
Coalition Plus  
Comité Français Pour La Solidarité Internationale  
Croix-Rouge Française  
Délégation Catholique Pour La Coopération  
Elevages Sans Frontières  
Emmaüs Solidarité  
Fondation Abbé Pierre Pour Le Logement Des  
Défavorisés  
Fondation Ajd Maurice Gounon  
Fondation Arsep  
Fondation Atd Quart Monde  
Fondation De L'avenir  
Fondation Des Petits Frères Des Pauvres  
Fondation Foch  
Fondation Hôpital Saint-Joseph  
Fondation Hopitaux De Paris - Hôpitaux De Franc  
Fondation Perce-Neige  
Fondation Pour La Nature Et L'homme  
Fondation Pour La Recherche Médicale  
Fondation Saint-Matthieu  
France Alzheimer  
France Nature Environnement  
France Parrainages  
Frères Des Hommes  
Gefluc  
Gustave Roussy  
Habitat Et Humanisme  
Institut Du Cerveau Et De La Moelle Épinière  
Institut Pasteur  
Jeunesse Au Plein Air  
La Mie De Pain  
Le Rire Médecin  
Ligue Des Droits De L'homme  
Ligue Nationale Contre Le Cancer  
Maisons D'accueil L'îlot  
Mécénat Chirurgie Cardiaque  
Médecins Du Monde  
Œuvre D'orient  
Oeuvre De Secours Aux Enfants  
Œuvre Des Pupilles Orphelins De Sapeurs-  
Pompier  
Ordre De Malte  
Oxfam France  
Partage  
Plan France  
Pollinis  
Sauveteurs En Mer  
Secours Catholique  
Secours Islamique France  
Secours Populaire Français  
Societe Protectrice Des Animaux  
Société Saint-Vincent De Paul  
Solidarite Laïque  
Solidarites International  
Solidarités Nouvelles Pour Le Logement  
Sos Sahel International France  
Sos Villages D'enfants France  
Terre Des Hommes France  
Terre Et Humanisme  
Toutes A L'école  
Un Enfant Par La Main  
Unapei  
Unicef France  
Vaincre La Mucoviscidose

## GERMANY

Adra Deutschland E.v.  
Aktion Deutschland Hilft E.v.  
Aktion Friedensdorf E.v.  
Aktion Lichtblicke E.v.  
Aktion Sühnezeichen Friedensdienste E.v.  
Aktiongemeinschaft Solidarische Welt E.v.  
Albert-Schweitzer-Kinderdorf In Sachsen E.v.  
Alzheimer Gesellschaft E.v.  
Amref Deutschland  
Andheri Hilfe E.v.  
Arbeitskreis Eine Welt St. Georg Köln-Weiss E.v.  
Arche Nova – Initiative Für Menschen In Not E.v.  
Archemed – Ärzte Für Kinder In Not E.v.  
Ärzte Der Welt E.v.  
Ärzte Ohne Grenzen E.v.  
Bayerische Sportstiftung  
Berliner Helfen E.v.  
Bischöfliche Aktion Adveniat E.v.  
Bischöfliches Hilfswerk Misereor E.v.  
Björn Schulz Stiftung  
Brot Für Die Welt  
Brot Gegen Not. Die Heiner Kamps Stiftung  
Bundesverband Für Körper- Und  
Mehrfachbehinderte Menschen E.v. (Bvkm)  
Bundesverband Herzranke Kinder E.v.  
Bundesverband Selbsthilfe Körperbehinderter E.v.  
Bundesvereinigung Lebenshilfe E.v.  
Bündnis Entwicklung Hilft – Gemeinsam Für  
Menschen In Not E.v.  
Cap Anamur/Deutsche Not-Ärzte E.v.  
Caritasverband  
Childfund Deutschland E.v.  
Christliche Initiative Romero E.v.

Christoffel-Blindenmission Deutschland E.v.  
Christophorushilfe E.v.  
Cvjm-Gesamtverband In Deutschland E.v.  
Dahw Deutsche Lepra- Und Tuberkulosehilfe E.v.  
Das Hunger Projekt E.v.  
Der Kleine Nazareno E.v.  
Deswos Deutsche Entwicklungshilfe Für Soziales  
Wohnungs- Und Siedlungswesen E.v.  
Deutsche Aids-Stiftung  
Deutsche Cleft Kinderhilfe E.v.  
Deutsche José Carreras Leukämie-Stiftung E.v.  
Deutsche Kinderhospizstiftung  
Deutsche Kinderkrebsstiftung  
Deutsche Multiple Sklerose Gesellschaft,  
Landesverband Hessen E.v.  
Deutsche Stiftung Denkmalschutz  
Deutsche Stiftung Weltbevölkerung (Dsw)  
Deutsche Umwelthilfe E.v.  
Deutsche Welthungerhilfe E.v.  
Deutscher Tierschutzbund E.v.  
Deutsches Blindenhilfswerk E.v.  
Deutsches Katholisches Blindenwerk E.v.  
Deutsches Komitee Für Unicef E.v.  
Deutsches Rotes Kreuz E.v.  
Diakoneo  
Diakonie Katastrophenhilfe  
Die Fleckenbühler E.v.  
Don Bosco Mission  
Euronatur – Stiftung Europäisches Naturerbe  
Förderverein Berliner Schloss E.v.  
Förderverein Krankenhaus Waldfriede E.v.  
German Doctors E.v.  
Heinz Sielmann Stiftung

Help - Hilfe Zur Selbsthilfe E.v.  
Humedica E.v.  
Johanniter-Unfall-Hilfe E.v.  
Kindermissionswerk „Die Sternsinger“ E.v.  
Kindernothilfe E.v.  
Kirche In Not/Ostpriesterhilfe Deutschland E.v.  
Kolping International Cooperation E.v.  
Mcdonald's Kinderhilfe Stiftung  
Medico International E.v.  
Missio - Internationales Katholisches Missionswerk  
Missionszentrale Der Franziskaner E.v.  
Oxfam Deutschland E.v.  
Plan International Deutschland E.v.  
Save The Children Deutschland E.v.  
Sos-Kinderdorf E.v.  
Uno-Flüchtlingshilfe E.v.  
World Vision Deutschland E.v.  
Wwf Deutschland

## MEXICO

Afs Intercultura México  
Aiesec México  
Albergue Del Padre Manuelito  
Alliance Of Teachers  
Alzheimer Mexico, A Hope Of Life  
Amnesty International  
Angelitos De Cristal  
Appleseed Mexico  
Association For People With Cerebral Palsy  
Association Of Parents Of Children Down  
Association To Avoid Blindness In Mexico  
Casa Gaviota A Flight Without Violence  
Casita Linda  
Children's Family Foundation  
Compassion  
Cozumel Community Foundation  
Direct Relief  
Educational Promise  
Entreamigos  
Feed The Hungry  
Food For All  
Fraternity Without Borders Foundation  
Friendship House For Children With Cancer  
Fucam  
Fundacion John Langdon Down Ac  
Fundación Para La Protección De La Niñez, I.a.p  
Fundación Teletón  
George Papanicolau  
Greenpeace  
Humanist Foundation For Aid To The Disabled  
I(Dh)Eas  
In Favor Of The Child  
Integral Support Gila

Life And Family Mexico  
Medecins Sans Frontieres  
Medical Health Alliance  
Mexican Association For Aid To Children With  
Cancer  
Mexican Association Of Cystic Fibrosis  
Mexican Association Of Diabetes  
Mexican Association Of Fight Against Cancer  
Mexican Association Of The Neutral White Cross  
Mexican Center For Environmental Law  
Mexican Foundation For Family Planning  
Mexican Fund For The Conservation Of Nature  
Mexican Red Cross  
Mvs Radio  
Nourish A Child  
Nthus National Association Against Human  
Trafficking In Sociedad  
Ojos Que Sienten / Sight Of Emotion  
Operation Smile  
Our Children  
Oxfam  
Partners In Health  
Psydeh  
Ronald Macdonald  
Salvation Army  
Save The Children  
Scouts Association Of Mexico  
Sin Fronteras  
Sos Children's Villages Mexico  
Spca Puerto Vallarta  
Special Olympics  
The Kardias Foundation  
Tócate

Topos Mexico  
Unete  
Unicef  
United Way Mexico  
Western Muscular Dystrophy Association  
World Vision  
Wwf  
Ymca Mexico

## NETHERLANDS

Aidsfonds  
Alzheimer Nederland  
Amnesty International  
Amref Flying Doctors  
Artsen Zonder Grenzen  
Brabants Landschap  
Care Nederland  
Collectieve Israël Actie (Of Cia)  
Compassion Nederland  
Cordaid  
De Regenboog Groep  
De Zonnebloem  
Dierenbescherming  
Doen  
Dorcas  
Greenpeace Nederland  
Hartstichting  
Hersenstichting  
Hivos  
Humanitas  
Icco Cooperation  
It Fryske Gea  
Iucn NI  
Ivn Natuureducatie  
Jeugdfonds Sport & Cultuur  
Kansfonds  
Kerk In Actie  
Kika  
Kinderpostzegels  
Kncv Tuberculosefonds  
Knrm  
Kwf Kankerbestrijding  
Landschap Noord-Holland

Leger Des Heils Fondsenwerving  
Leprastichting  
Liliane Fonds  
Longfonds  
Mama Cash  
Milieudefensie  
Nationaal Fonds Kinderhulp  
Natura Artis Magistra  
Natuurmonumenten  
Nierstichting  
Noc\*Nsf  
Ontmoeting  
Open Doors  
Openluchtmuseum  
Oranje Fonds  
Oxfam Novib  
Pax  
Plan International Nederland  
Prins Bernhard Cultuurfonds  
Reumanederland  
Rijksmuseum Van Oudheden (Rmo)  
Rode Kruis  
Ronald Mcdonald Kinderfonds  
Rutgers  
Save The Children  
Sos Kinderdorpen  
Stichting Cliniclowns Nederland  
Stichting Vluchteling  
Tear  
Terre Des Hommes Nederland  
Uaf  
Unicef Nederland  
Vereniging Rembrandt

Vfonds  
Vluchtelingenwerk Nederland  
Vogelbescherming Nederland  
War Child  
Wilde Ganzen  
Woord En Daad  
World Vision  
Wwf-NI  
Zoa

## UNITED KINGDOM

Actionaid  
Age Uk  
Ahmadiyya Muslim Jamaat International  
Alzheimer's Research Uk  
Alzheimer's Society  
Arthritis Research Uk  
Barnardo's  
Battersea Dogs & Cats Home  
Bbc Children In Need  
Blind Veterans Uk  
Blue Cross  
British Council  
British Heart Foundation  
British Museum  
British Red Cross  
Brooke Hospital For Animals  
Cancer Research Uk  
Catholic Agency For Overseas Development  
Cats Protection  
Christian Aid  
Church Of England Children's Society  
Church Of Jesus Christ Of Latter Day Saints Great Britain  
Church Of Scotland Unincorporated Councils And Committees  
Clic Sargent Cancer Care For Children  
Compassion Uk Christian Child Development  
Crisis  
Diabetes Uk  
Dogs Trust  
Donkey Sanctuary  
Elim Foursquare Gospel Alliance  
Foundation And Friends Of The Royal Botanic

Gardens, Kew  
Great Ormond Street Hospital Children's Charity  
Guide Dogs For The Blind Association  
Help For Heroes  
International Fund For Animal Welfare  
International Planned Parenthood Federation  
Islamic Relief Worldwide  
Jewish Care  
London Diocesan Fund  
Macmillan Cancer Support  
Marie Curie Cancer Care  
Medecins Sans Frontieres (Uk)  
Mission Aviation Fellowship International  
Multiple Sclerosis Society  
Muslim Aid  
National Deaf Children's Society  
National Society For The Prevention Of Cruelty To Children  
National Trust  
Oxfam Gb  
Oxford Diocesan Board Of Finance  
Parkinson's Disease Society Of The United Kingdom  
Pdsa  
Plan International Uk  
Prince's Trust  
Prostate Cancer Uk  
Rhodes Trust  
Royal British Legion  
Royal National Institute Of Blind People  
Royal National Lifeboat Institution  
Royal Opera House Covent Garden Foundation  
Royal Society For The Prevention Of Cruelty To Animals

Royal Society For The Protection Of Birds  
Salvation Army Trust  
Save The Children  
Scope  
Shelter - National Campaign For Homeless People Limited  
Sightsavers International  
Stroke Association  
Tate  
Tearfund  
Unicef-Uk  
United Reformed Church  
United Synagogue  
Victoria And Albert Museum  
Wateraid  
Westminster Roman Catholic Diocesan Trust  
Woodland Trust  
World Society For The Protection Of Animals  
World Vision Uk  
Wwf Uk

## UNITED STATES

100 Black Men  
Aclu  
Actionaid  
Alley Cat Allies  
Alzheimers  
American Bible Society  
American Cancer Society  
American Heart Association  
American National Red Cross  
Americans For Prosperity  
Amnesty International  
Autism Speaks  
Back To The Bible  
Belmont Abbey  
Bgea  
Big Brothers Big Sisters  
Bill Of Rights Institute  
Buckner Foundation  
Care  
Care Net  
Caringbridge  
Catholic Relief Services  
Charity: Water  
Combined Arms  
Compassion  
Convoy Of Hope  
Cua  
D.a.r.e  
Dallas Theological Seminary  
Diabetes  
Direct Relief  
Ducks Unlimited

Equal Justice Initiative  
Ewtm  
Familylife  
Focus On The Family  
Food For The Hungry  
Food For The Poor  
Fund For American Studies  
Girl Scouts Of America  
Gospel For Asia  
Greenpeace  
Heart And Stroke Research Fund  
Heartlight  
Heifer International  
Heritage Foundation  
Hillsdale College  
In Touch Ministries  
International Justice Mission  
International Rescue Committee  
Islamic Relief  
Kcbi  
King Center  
Leadership Institute  
Leukemia And Lymphoma Society  
Lifesite News  
Live Action  
Livestrong  
Luther Seminary  
Mami - Belleville (Oblates)  
Medecins Sans Frontieres  
Mennonite Central Committee  
Mercy Ships  
Mission Aviation Fellowship

Muslim Aid  
National Audubon Society  
National Multiple Sclerosis Society  
Native Partnership  
Nature Conservancy  
Navigators  
New Story Charity  
Npr  
Open Doors  
Operation Smile  
Opportunity International  
Oxfam  
Parkinson's Foundation  
Partners In Health  
Partners International  
Pbs  
Plan International  
Planned Parenthood  
Preemptive Love  
Prison Fellowship International  
Race Forward  
Reasons To Believe  
Ronald Mcdonald  
Salvation Army  
Save The Children  
Seva Foundation  
Sierra Club  
Sightsavers International  
Spca International  
Special Olympics  
Stand Together Foundation  
Teach For America

Tearfund  
Texas Public Policy Foundation  
Tikvah Fund  
Unicef  
United Way  
War Child  
Wateraid  
World Relief  
World Vision  
Wounded Warrior Project  
Wwf  
Wycliffe  
Ymca

