

CANADIAN FUNDRAISING AND COVID-19

WEBINAR FOR CHARITYVILLAGE BY SHAWN BUNSEE FROM @CANADAHELPS AND @BRADYJOSEPHSON FROM @NEXTAFTER_



COVID-19 CANADIAN CHARITY FUNDRAISING RESPONSE RESOURCE .

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)



The banner features logos for NextAfter Institute, care2, Canada Helps.org, and CHARITY VILLAGE. A large Canadian flag is on the right. The text reads: "COVID-19 Canadian Charity Fundraising Response".

Canadian Charity Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the COVID-19 pandemic?"

This has been one of the most common questions being asked by Canadian charity fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find Canadian COVID-19 related email volume, online giving trends, and examples and resources to help you improve your fundraising.

Our hope is that you'll find it useful as you navigate these uncertain times.

- The Care2, CanadaHelps, Charity Village, and NextAfter Teams

What would you like to see?

- Online Giving Trends
- Email Trends & Examples
- Resources
- Get Updates on Response Trends



WHY?



**DECODE
WHAT WORKS IN
FUNDRAISING
AND MAKE IT
ACCESSIBLE TO
AS MANY
NONPROFITS AS
POSSIBLE.**

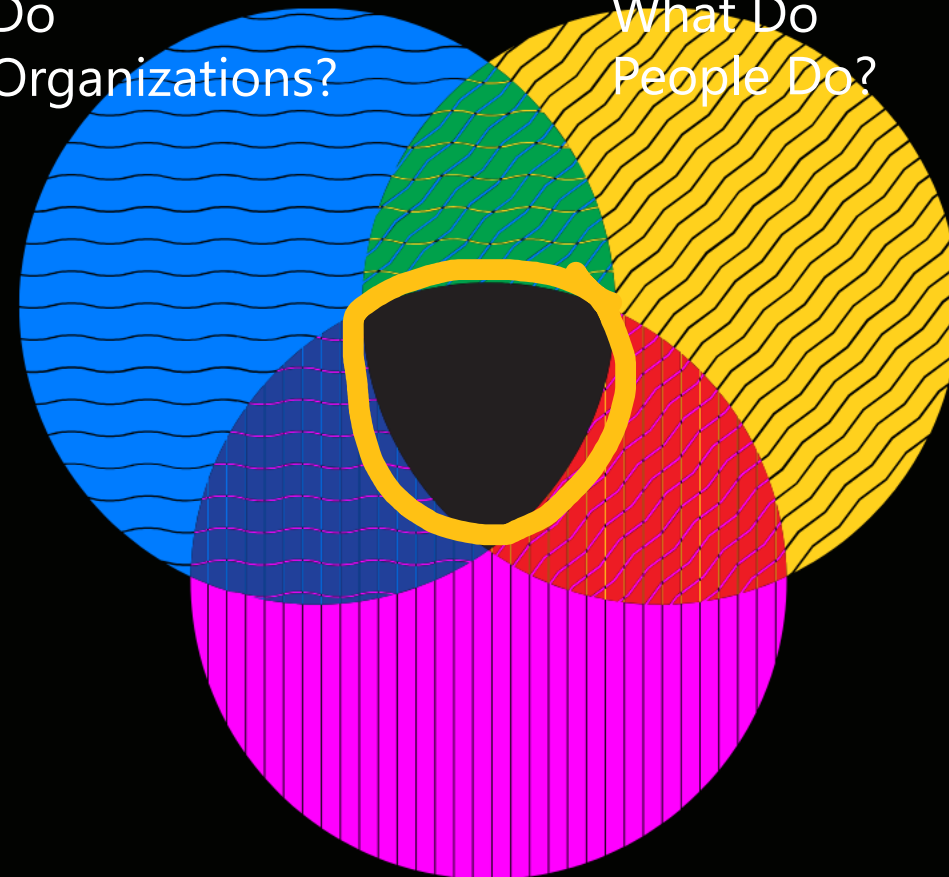
OUR MISSION

Learn more at nextafter.com



Forensic
research What
Do
Organizations?

APPLIED
research
What Do
People Do?



ACADEMIC research
What Could/Should People Do?

ONLINE GIVING TRENDS.

MEASURING THE TRENDS

**THE GIVING REPORT 2020
INTRODUCED THE ONLINE GIVING
INDEX (OGI), PROVIDING DATA &
INSIGHTS ABOUT THE GROWTH OF
ONLINE GIVING THROUGH
CANADAHELPS**

**CANADAHELPS' DATA SOURCES
REPRESENTS A SUBSTANTIAL
SAMPLE OF CANADIAN ONLINE
GIVING**

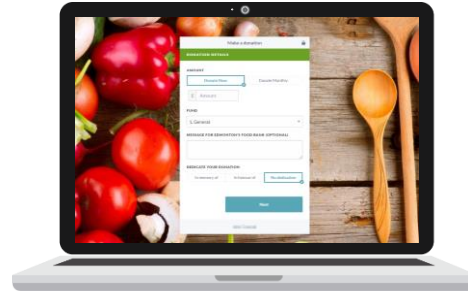
The Giving Report 2020

— ONLINE GIVING IS ON THE RISE —

DATA SOURCES



CANADIAN DONORS



FUNDRAISING SOFTWARE



APPS/API/PARTNERSHIPS



GIVING PORTAL



15K

CHARITIES

DONATIONS

ONE-TIME



SCHEDULED



SECURITIES & MUTUAL FUNDS



INDIVIDUAL FUNDRAISING

\$14,406 **2 MONTHS**
RAISED OUT OF \$42,000 TO GO

TICKETED EVENTS

TICKET INFORMATION

TICKET TYPE	PRICE	QUANTITY
Free	\$0.00	Sold Out
Table régulière	\$3.00	0
test	\$0.00	0
Split receipt price	\$6.00	0
Test	\$0.00	Sold Out

Please make a donation if you are unable to attend or can help even more

\$

[Get Tickets](#)

Note: A consolidated tax receipt for all eligible tickets will be issued to the purchaser.

GOAL PROGRESS

36%
of \$5,000

Days to Buy: **836**
Attendees: **479**

186 Spadina Avenue
Toronto, ON M5T3B2

PEER-TO-PEER FUNDRAISING

\$13,814 raised of \$15,000 goal

0 \$7,500 \$15,000

2 weeks, 2 days REMAINING Campaign Ends July 1, 2020

[Donate Now](#)

Share this

[f](#) [t](#) [p](#) [e](#)

[Find a Team or Person](#) [Create a Team](#) [Join as an Individual](#)

APPS / EMPLOYEE GIVING / SPECIAL CAMPAIGNS / CORPORATE DONATIONS



ONLINE GIVING INDEX (OGI)

12 MONTHS OF DONATIONS
ENDING IN JANUARY 2016

January 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

GROWTH →

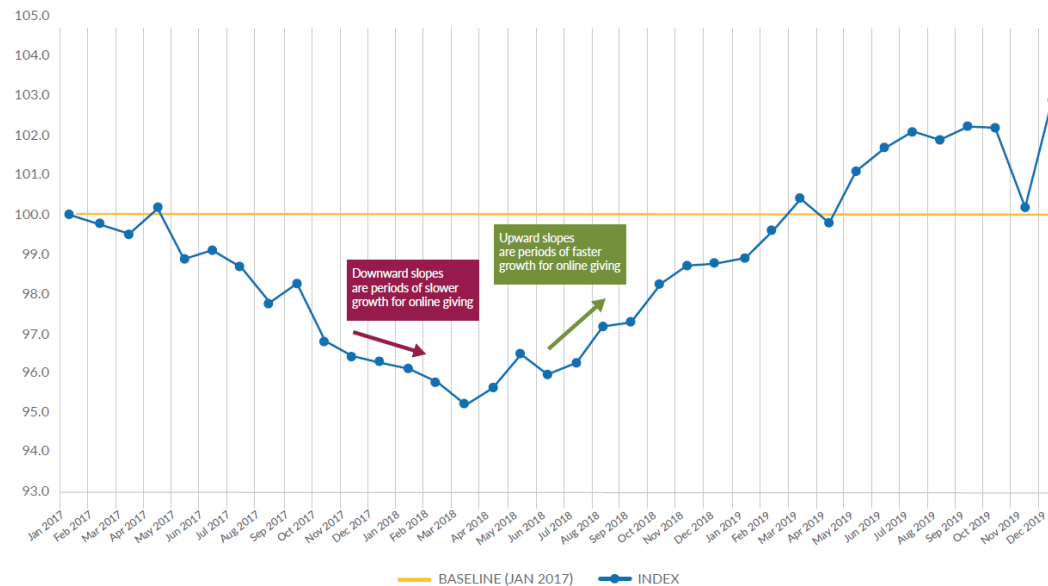
12 MONTHS OF DONATIONS
ENDING IN JANUARY 2017

January 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

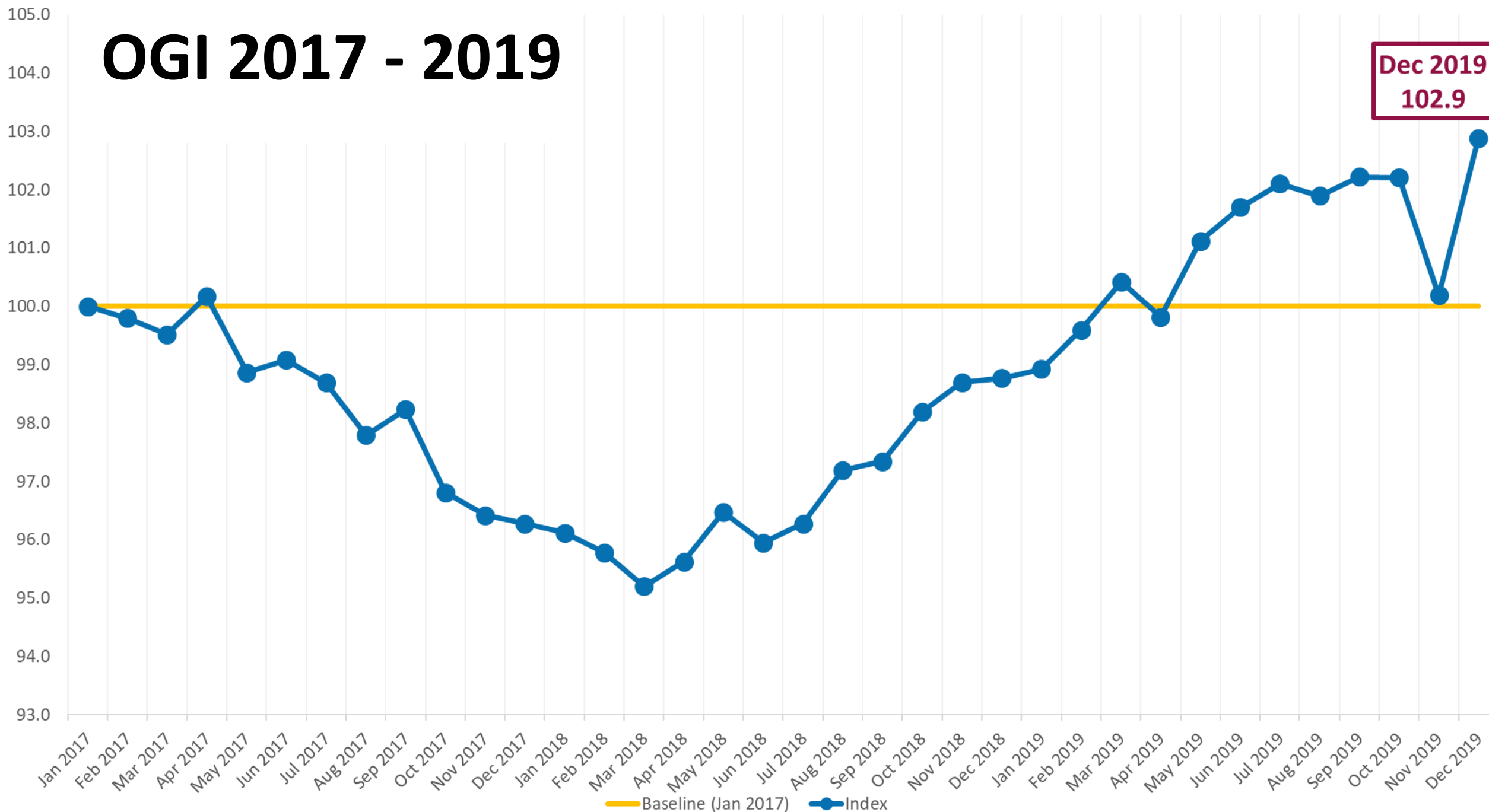
→

INDEX BASELINE
100.0

ONLINE GIVING INDEX - JANUARY 2017 TO DECEMBER 2019



OGI 2017 - 2019



Dec 2019
102.9

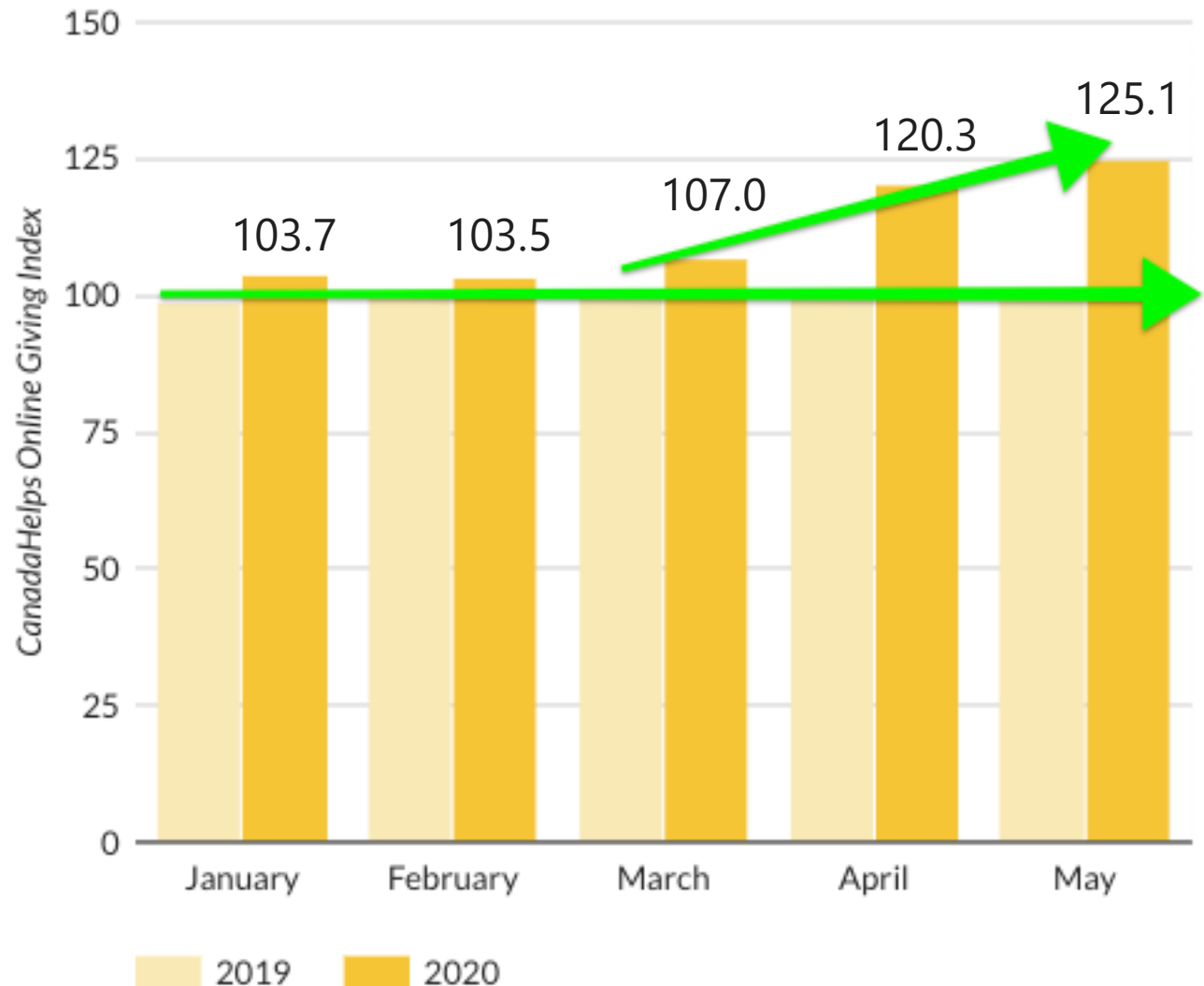
— Baseline (Jan 2017) ● Index

ONLINE GIVING IN 2020.

ONLINE GIVING IN 2020 WAS GROWING BEFORE MARCH BUT HAS REALLY GROWN SINCE.

How is the overall nonprofit revenue trending?

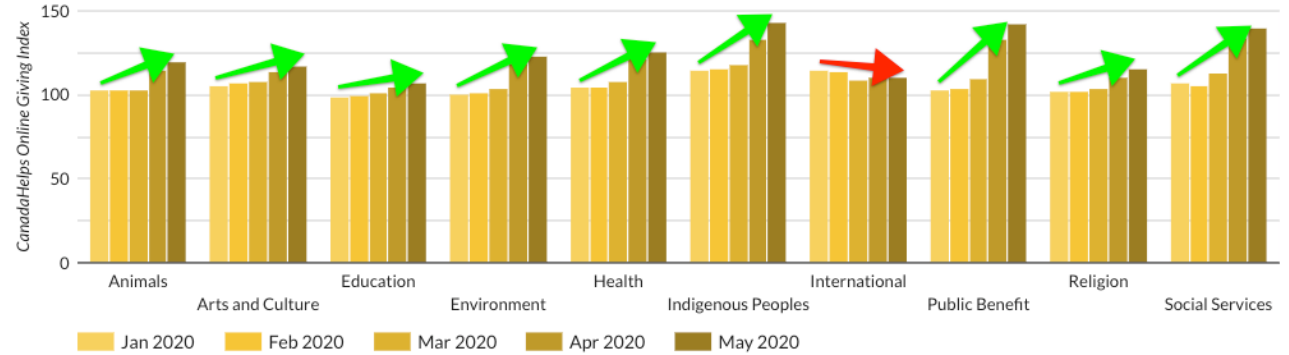
Observation: May 2020 saw a slight increase from a strong March and was 23.7% higher than May 2019.



INCREASED GROWTH ACROSS ALMOST EVERY CATEGORY AND ACROSS EVERY PROVINCE AND THE TERRITORIES.

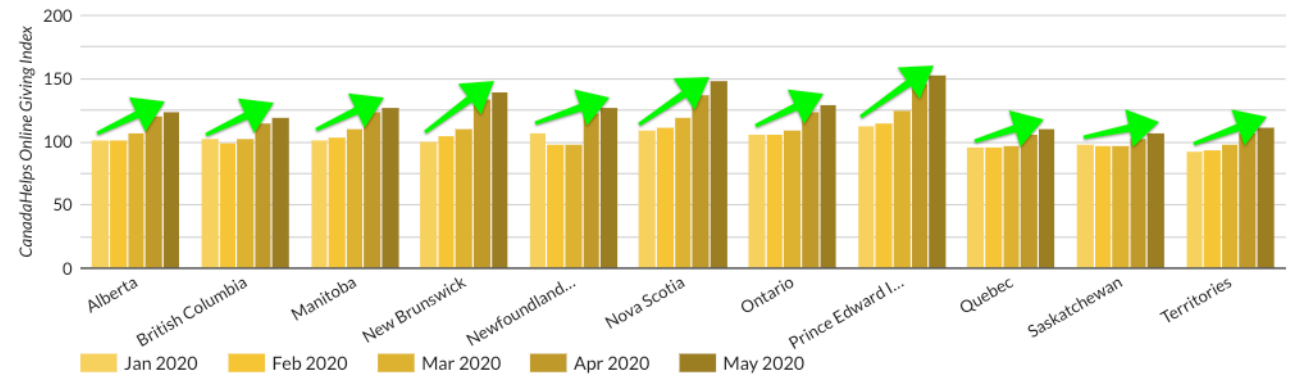
How is revenue trending for the distinct verticals?

Observation: Every vertical saw some level of increase in April 2020 and again in May 2020 with the largest jump seen in the Indigenous Peoples (7.6%) and Public Benefit (7.0%) organizations when compared to the previous month.

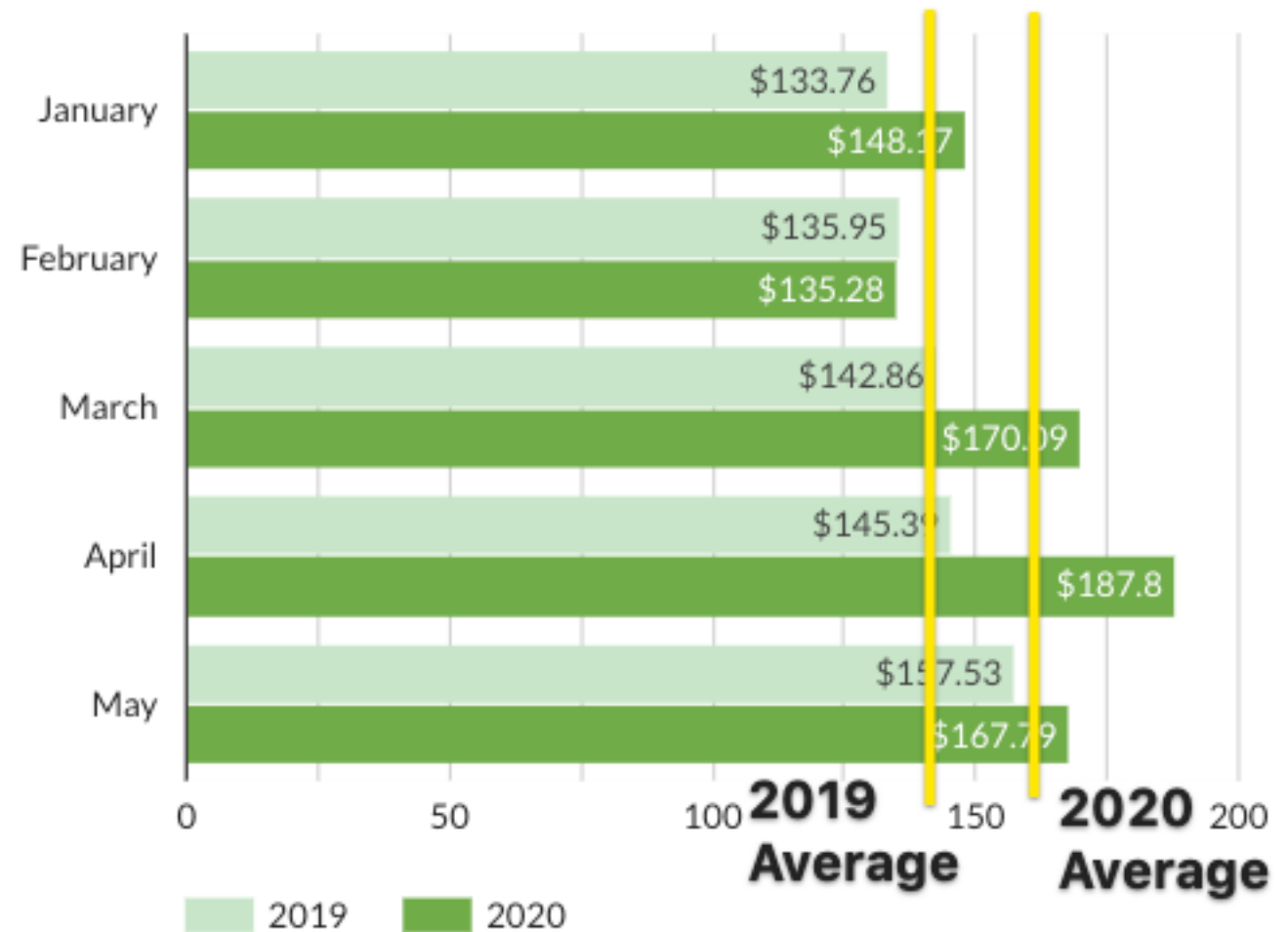


How is revenue trending in each of the Canadian provinces?

Observation: Every province saw an increase in revenue above the baseline in May with the biggest gains seen in Nova Scotia (7.7%) and PEI (5.0%) compared to the previous month.



AVERAGE GIFTS HAVE INCREASED, BUT THIS DOESN'T NECESSARILY MEAN THAT INDIVIDUAL CANADIANS ARE GIVING LARGER AMOUNTS.



SO GIVING IS UP?

SO GIVING IS UP?

**NO. ONLINE GIVING IS
UP.**

IMAGINE CANADA'S SECTOR MONITOR CHARITIES & THE COVID-19 PANDEMIC

IMAGINECANADA.CA

TABLE 4: Percentages of charities reporting changes to revenues and expenditures by organizational characteristics.

	Revenues			Expenditures		
	Increase	About the same	Decrease	Increase	About the same	Decrease
ANNUAL REVENUES						
\$30,000 to \$149,999	...	25%*	70%	8%*	67%	24%
\$150,000 to \$499,999	3%*	32%	65%	14%*	53%	32%
\$500,000 to \$1,499,999	7%*	24%	69%	20%	45%	35%
\$1,500,000 to \$4,999,999	8%*	18%	75%	22%	33%	45%
\$5,000,000 or more	9%*	24%	67%	26%	27%	47%
ACTIVITY AREA						
Arts, Culture & Recreation	87%	...	47%	46%
Education & Research	...	33%*	66%	...	52%	43%
Health	...	26%*	70%	21%*	44%	35%*
Social Services	12%*	25%	63%	23%	50%	27%
Philanthropic Intermediaries	...	29%*	66%	13%*	60%	27%
Other	...	31%*	65%	15%*	57%	28%
PRINCIPAL REVENUE SOURCE						
Government	4%*	35%	61%	23%	50%	28%
Gifts & donations	10%*	28%	62%	14%	54%	32%
Earned income	...	15%*	83%	10%*	52%	38%
Other	...	24%*	72%	...	55%*	36%*
Mixed revenue sources	...	8%*	91%	8%*	50%	43%

* use with caution ... estimate cannot be released

SO GIVING IS UP?

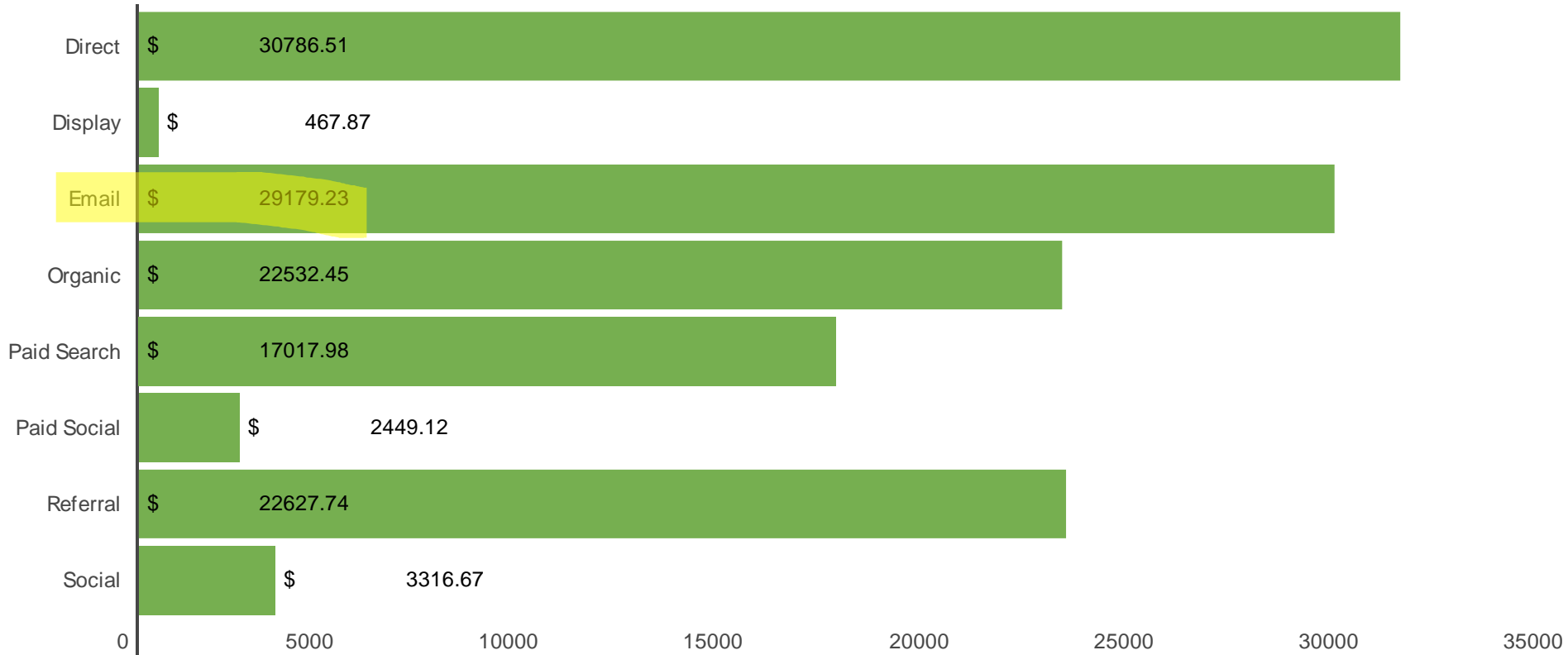
NO. ONLINE GIVING IS UP.

BUT OVERALL GIVING IS DOWN.

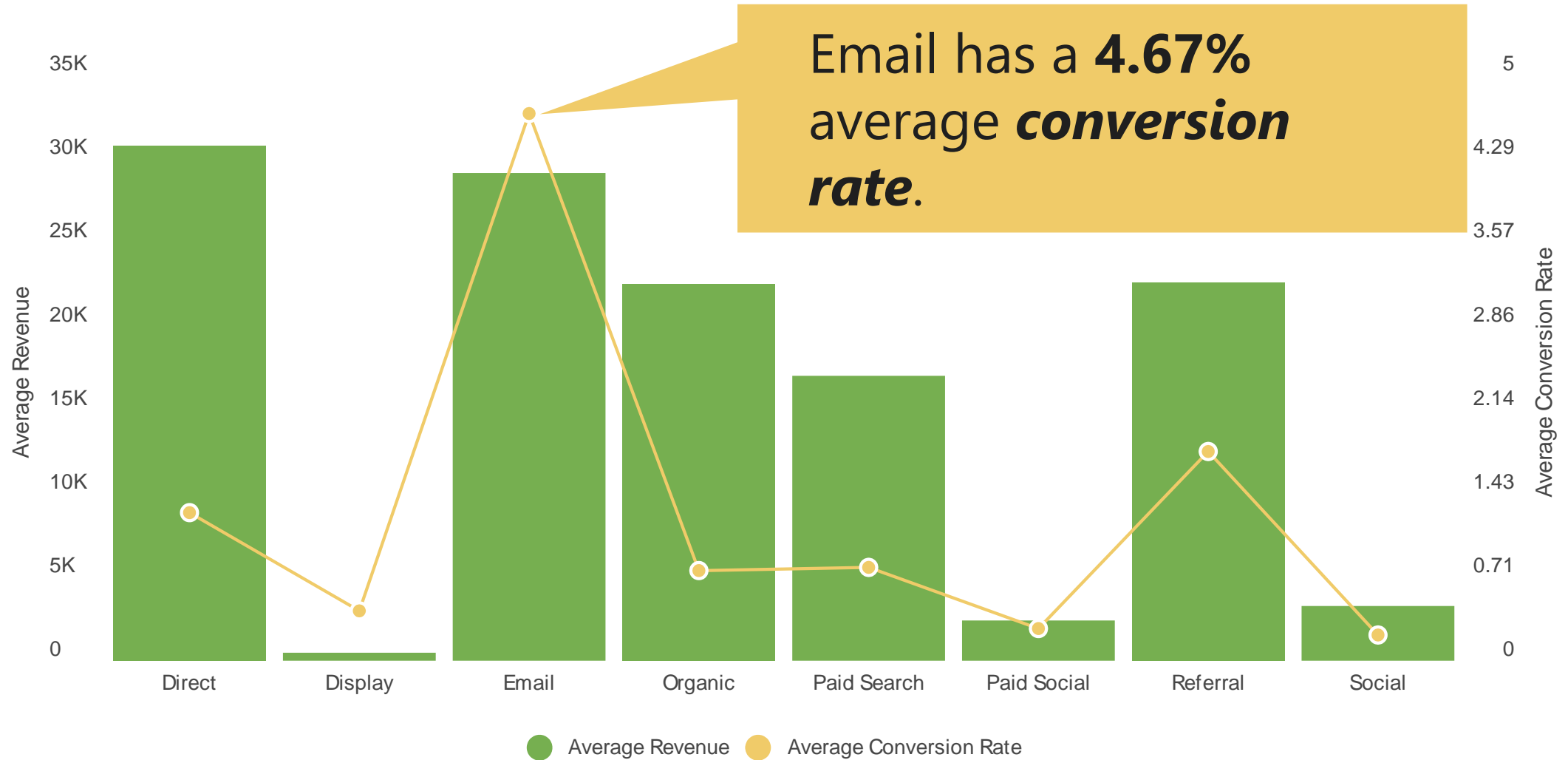
**SO WHAT ARE CHARITIES DOING
WHEN IT COMES TO EMAIL AND
WHY SHOULD YOU CARE?**

**THE MORE (GOOD) EMAILS YOU SEND
TO MORE (ENGAGED) PEOPLE THE
MORE MONEY YOU'LL RAISE ONLINE.**

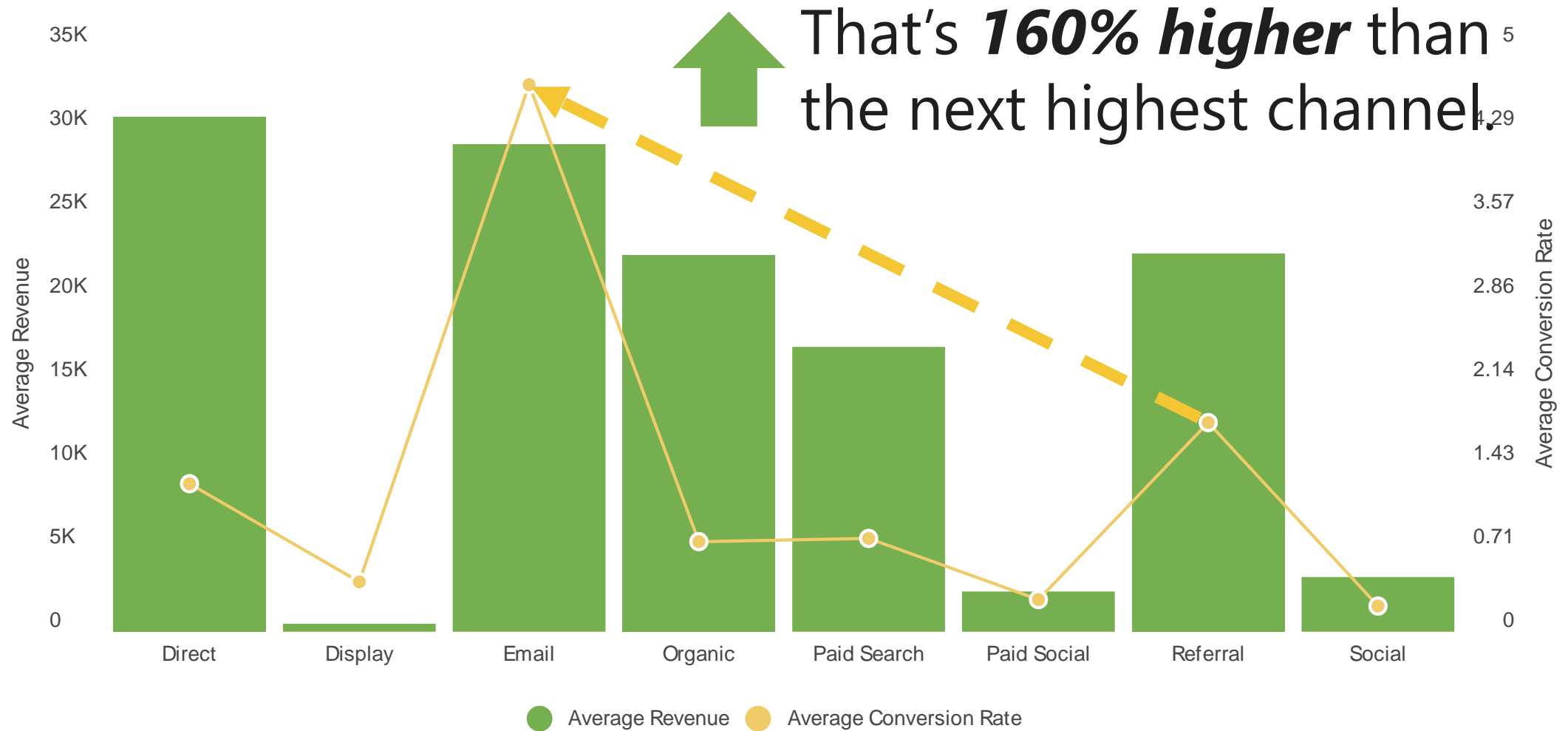
Average Revenue Per Channel



Average Conversion Rate Per Channel



Average Conversion Rate Per Channel

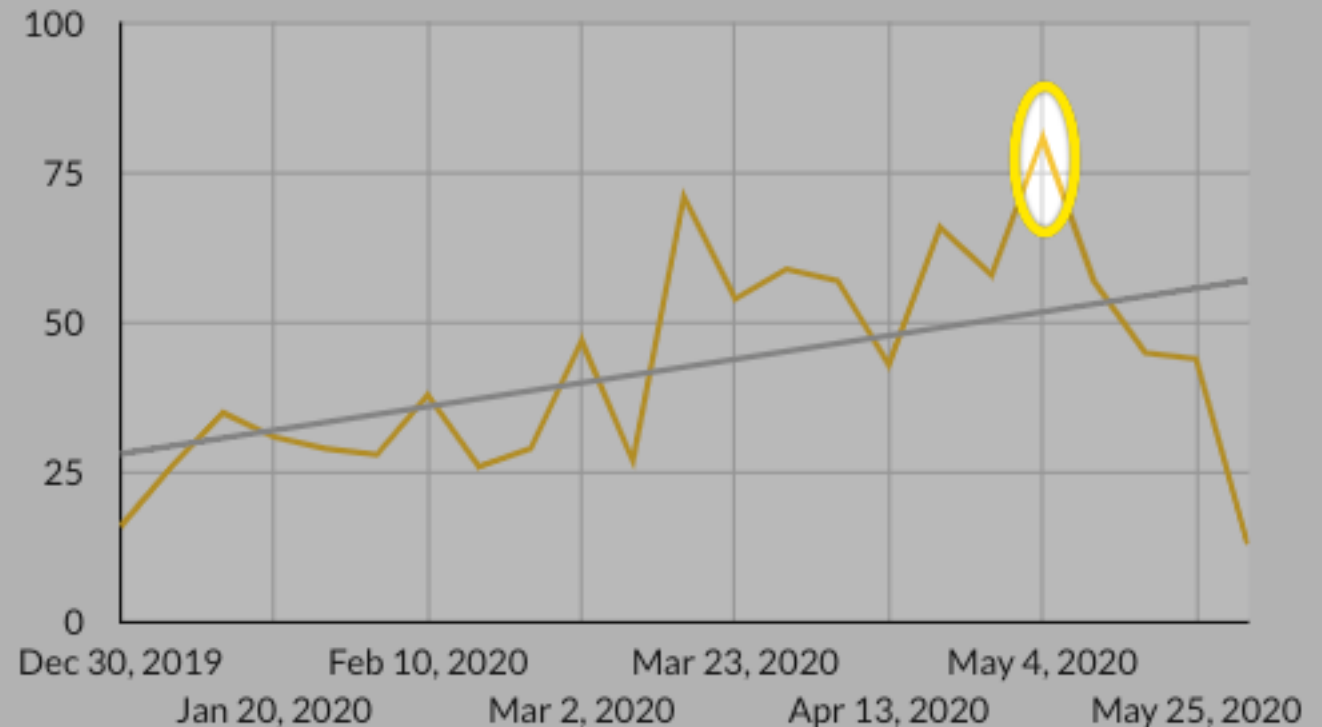


WHAT ABOUT **NOW** AND WITH **COVID-19**?

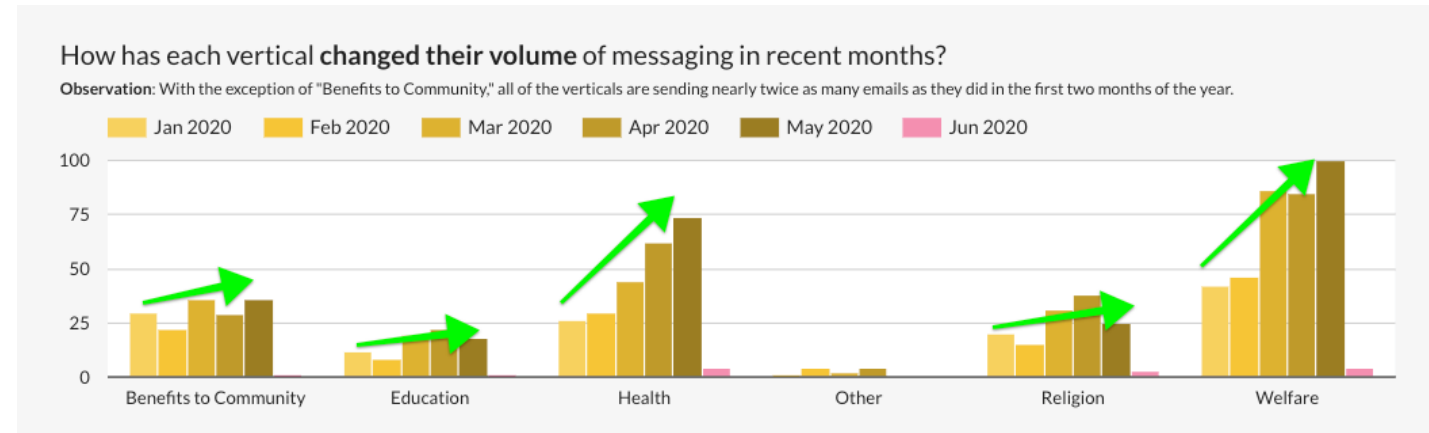
EMAIL VOLUME HAS BEEN TRENDING UP WITH A SPIKE AROUND #GIVINGTUESDAYNOW.

How many total emails have been sent each week?

Observation: The number of emails sent each week, has been steadily increasing



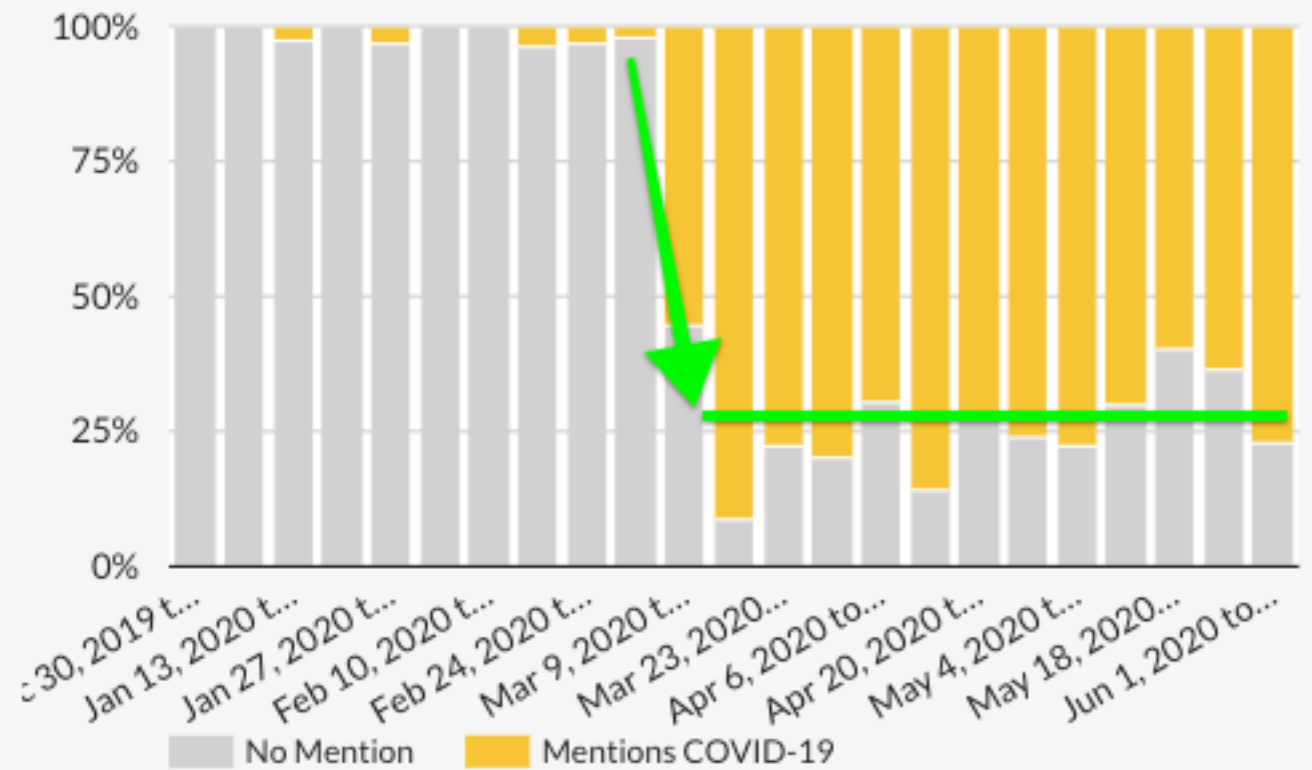
**VOLUME INCREASED
ACROSS
ORGANIZATION
TYPES WITH HEALTH
AND WELFARE
RAMPING UP A LOT.**



MENTIONS OF COVID-19 STARTED MID-MARCH, SPIKED END OF MARCH AND HAS BEEN PRETTY CONSISTENT SINCE.

What is the content of the messaging each week?

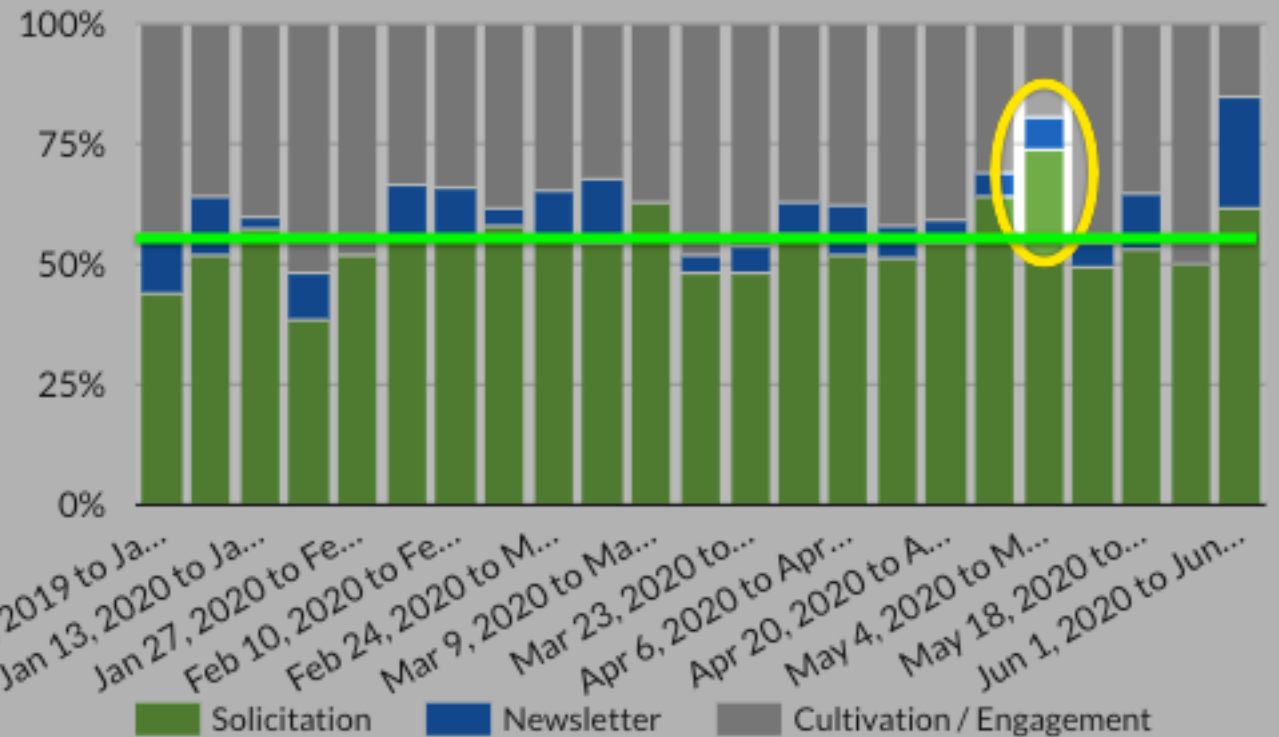
Observation: The steady increase in email volume in recent months has primarily been driven by messaging that includes COVID-19.



THE PERCENT OF EMAILS ASKING FOR MONEY IS RELATIVELY CONSTANT WITH A SPIKE AROUND #GIVINGTUESDAYNOW.

Has the purpose* of emails changed in recent weeks?

Observation: Observation: There was a slight increase in solicitations in mid-March but, since that time, the number of solicitations compared to cultivations has returned to normal levels.

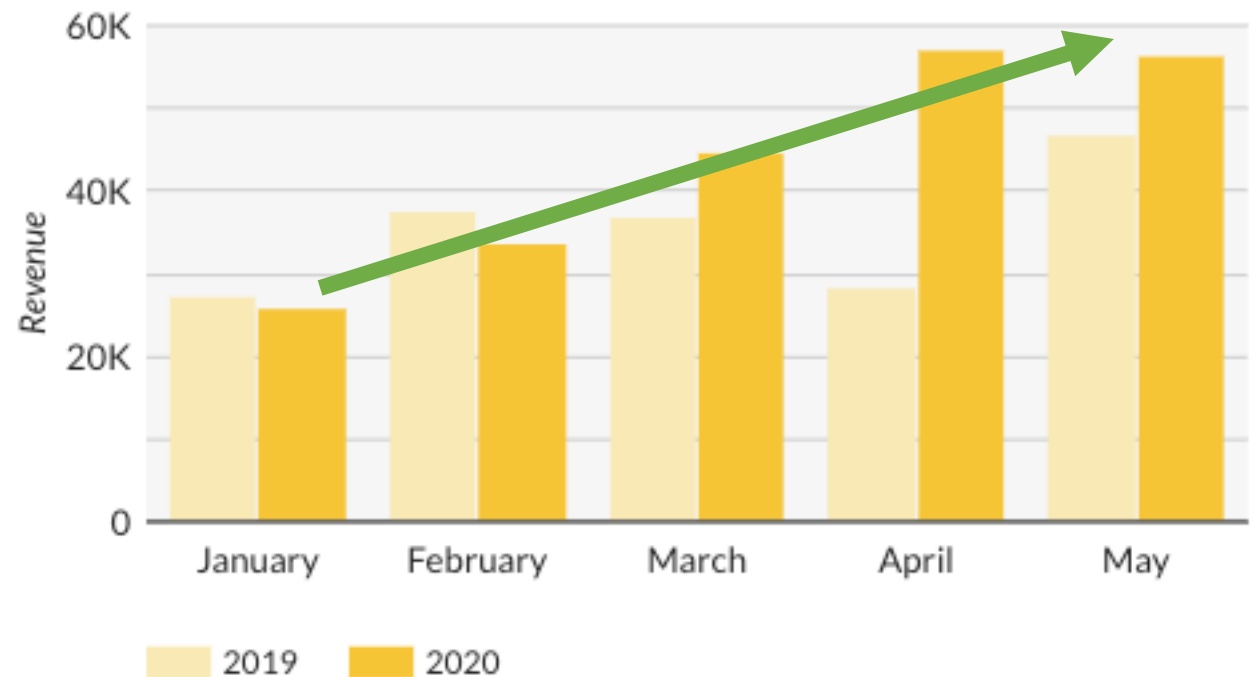


**BUT ARE PEOPLE
RESPONDING TO EMAIL?**

ONLINE REVENUE FROM EMAIL HAS BEEN GROWING STEADILY AND IS MUCH HIGHER THAN 2019 YTD.

How has **avg. revenue**** been affected in recent months?

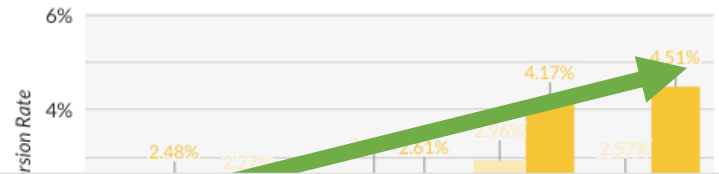
Observation: Despite the increase in gifts seen in March, overall revenue remained consistent due to a lower average gift. In April, we're starting to see a decline in revenue but, since the month is not finished, it is important not to be concerned yet.



**EVEN WITH MORE EMAILS,
THERE IS A BETTER
CONVERSION RATE
WHICH LEADS TO MORE
GIFTS AND THE AVERAGE
GIFT IS STRONGER THAN
2019 AS WELL.**

How has conversion rate varied in recent months?**

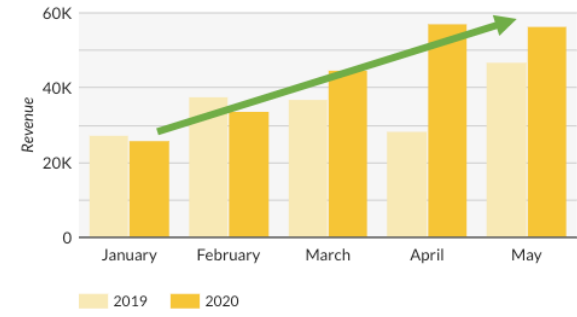
Observation: 2020 has seen an increase in overall donor conversion rate in every single month. This is made more impressive by the fact that year over year traffic has also seen an increase.



**ONLINE REVENUE FROM
EMAIL HAS BEEN
GROWING STEADILY
AND IS MUCH HIGHER
THAN 2019 YTD.**

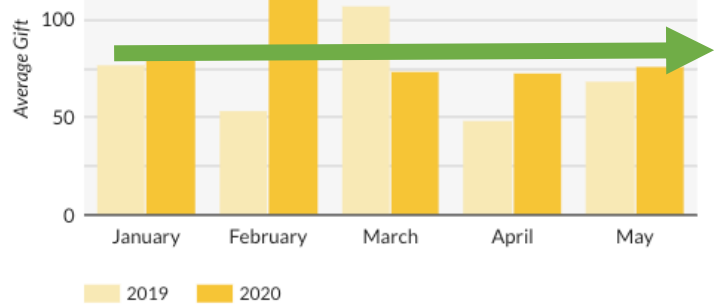
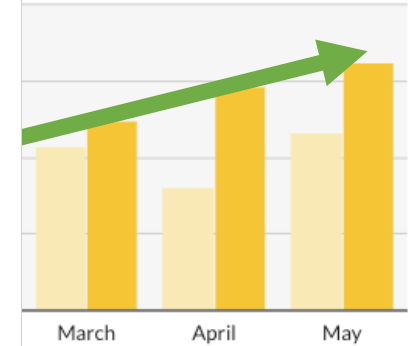
How has avg. revenue been affected in recent months?**

Observation: Despite the increase in gifts seen in March, overall revenue remained consistent due to a lower average gift. In April, we're starting to see a decline in revenue but, since the month is not finished, it is important not to be concerned yet.



Number of gifts changed?**

...e in the number of gifts being given online



NOT CANADIAN



**BUT ARE PEOPLE
RESPONDING TO EMAIL?**


YES!

HOW CAN YOU OPTIMIZE YOUR FUNDRAISING EMAILS TODAY?

Experiment #1

A

FAMILYLIFE
Help for today. Hope for tomorrow.
| A Cru Ministry |



Scholarship funds have run out.
Here's why it matters . . .

[Donate Now!](#)

[Salutation],

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

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

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

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

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

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

Yours for godly homes,
Dennis Rainey

[Donate Now!](#)

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

Have a great week!

May God bless you,
Dennis

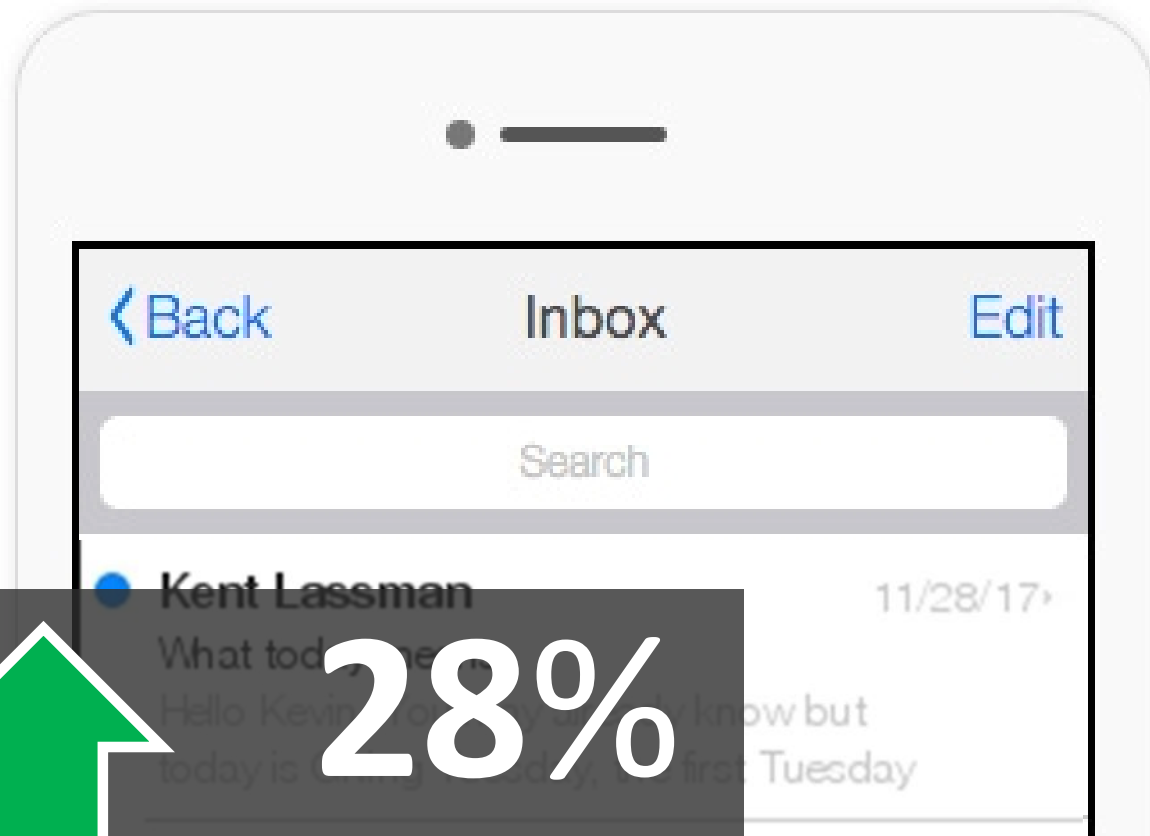


272%
DONATIONS

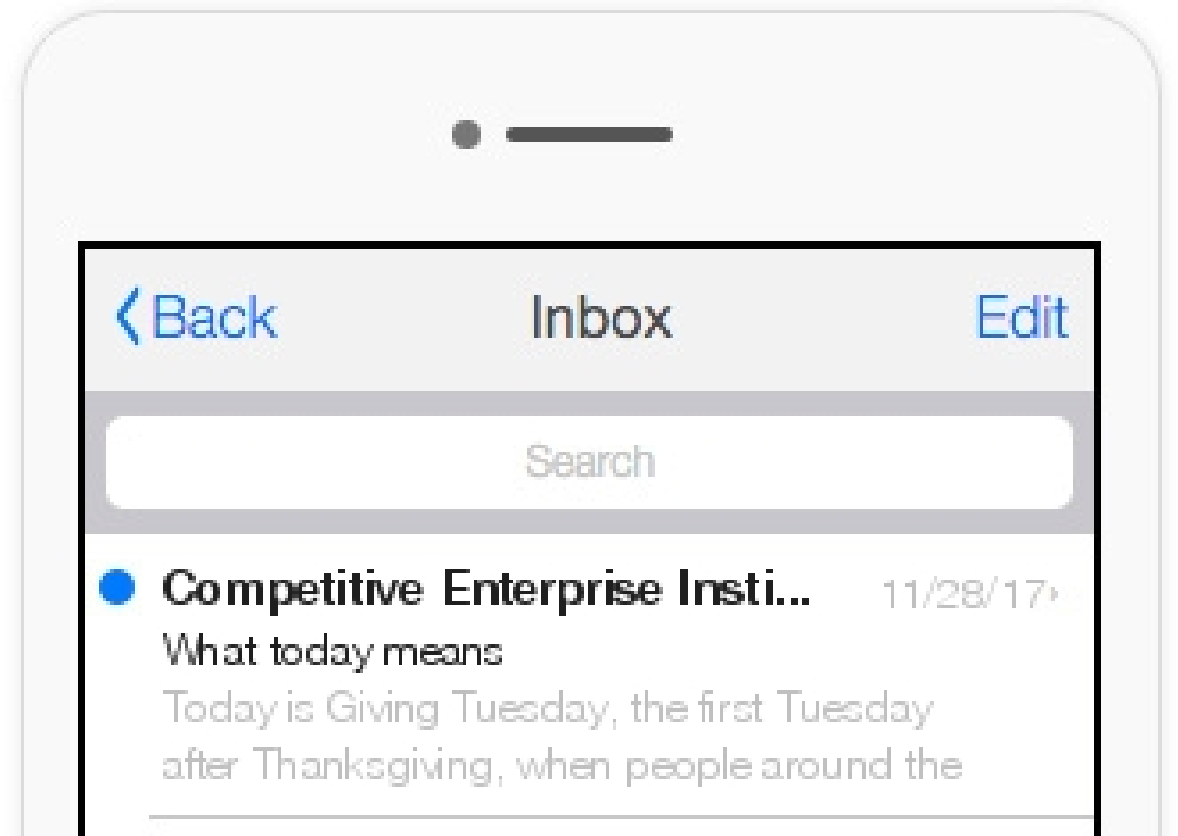


Experiment #2

A



B



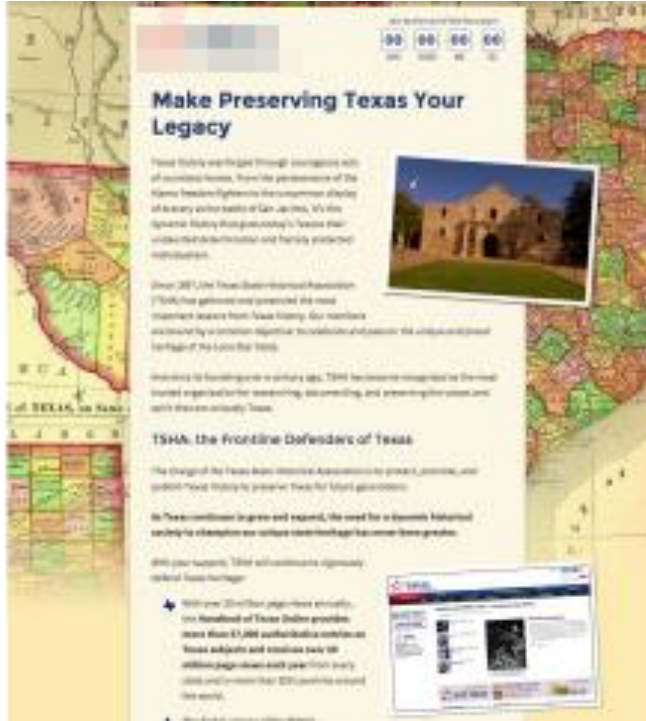
28%

In Email Opens



Experiment #3

A



B



71.4%
In Clickthrough Rate




Experiment #3

A



B



81%
In Donations



Y'ALL DON'T KNOW.

(BUT NEITHER DO I)

**THE BIGGEST TAKEAWAY FOR
OPTIMIZING FUNDRAISING EMAILS
BASED ON OUR RESEARCH IS...**



#SchittsCreek



HOW ABOUT A **DRUMROLL?**

**THE MORE PERSONAL LOOKING, SOUNDING,
AND FEELING AN EMAIL IS THE MORE LIKELY
YOU ARE TO GET DONATIONS.**

Components of an Email

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



Components of an Email

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



Email Body

6. Design & Format
7. Salutation
8. Copy
9. Tone and Voice
10. Call to Action

Components of an Email

Email Envelope

1. The Sender
2. Reply Email
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5. Preview Text



Email Body

6. Design & Format
7. Salutation
8. Copy
9. Tone and Voice
10. Call to Action

5 WAYS YOU CAN OPTIMIZE YOUR FUNDRAISING EMAILS TODAY!

How To Craft An Email Envelope That Gets More Opens.

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text

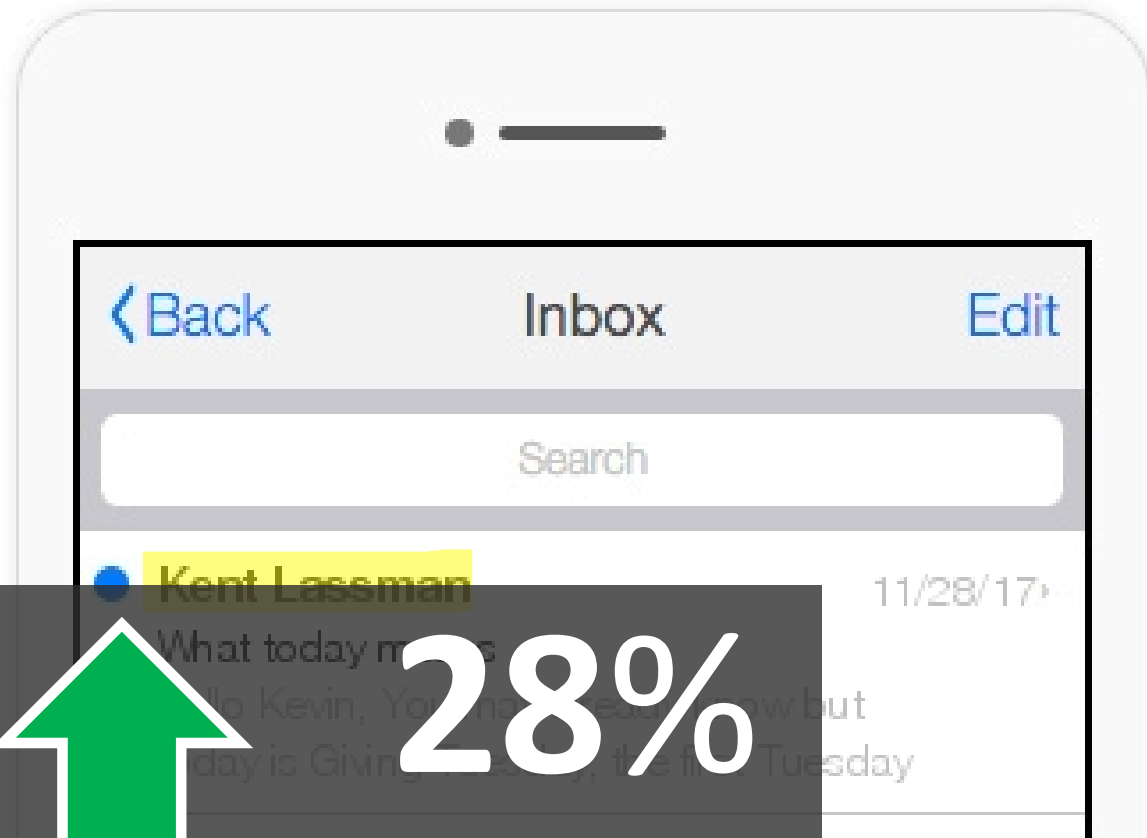


<input type="checkbox"/>	☆	The Toronto Humane .	Toronto Humane Society's Scratching Post - Pets of the Week! Find out more about some of the animals that we have in our care at the Toronto Humane Society! These ...	2:32 PM
<input type="checkbox"/>	☆	Our Place Society	Warm a heart this Christmas - Pam, people in your community need you. Donate Now Dear Pam, Christmas is a time to give. Just \$3.11 is enough to give a Christmas m...	1:24 PM
<input type="checkbox"/>	☆	UJA Federation of G.	UJA Weekly Snapshot - What's Happening at UJA November 16, 2018 No Images? Click here WHAT'S HAPPENING AT UJA NOVEMBER 16, 2018 UJA's Weekly Snapsh...	11:58 AM
<input type="checkbox"/>	☆	Damien with Kids He.	You helped me see I didn't have to be afraid. - Do you get anxious at this time of year too? Try this tool to relieve holiday stress! View this email in your browser For the fi...	11:07 AM
<input type="checkbox"/>	☆	Doris Olafsen & Jam.	There's still time to join us - You're invited to celebrate the season with us. Invite Wednesday, December 5, 2018 6:30 pm Cecil Green Park House (UBC) 6251 Cecil Green...	10:43 AM
<input type="checkbox"/>	☆	Federation CJA 360	Your weekly news from around the Jewish world - Israel reaches cease-fire with Palestinian terror groups after 2 days of rocket violence. Can't see images? Click...	10:39 AM
<input type="checkbox"/>	☆	Andrea Harman Can.	My daughter Bronwyn ♥ - Loretta, every light is precious, no matter how long it shines. View this email in your browser Every life is a precious light, no matter how long it...	10:38 AM
<input type="checkbox"/>	☆	Ezra S. Shanken	Supporting Our Home and Homeland - Click here for web version Jewish Federation of Greater Vancouver November 16, 2018 8 Kislev 5779 Candlelighting at 4:11 pm...	10:33 AM
<input type="checkbox"/>	☆	Nature Conservancy .	Give the Joy and Wonder of Nature - Looking for the perfect gift for the nature lover in your life? No images? Click here. ORDER NOW Make this year especially meaningf...	8:59 AM
<input type="checkbox"/>	☆	Yonge Street Mission	Holiday issue of Urban Lights now available! - Your support in action Having trouble viewing this email? View it as a web page. Email stationary banner 2018 art-celebrat...	8:14 AM
<input type="checkbox"/>	☆	The Mustard Seed	Canada Post is on Strike. Poverty isn't. - Despite the postal disruption, your support is still important to us. The postal strike will have the greatest impact on our most v...	8:00 AM
<input type="checkbox"/>	☆	Renascent	TGIF: What do your kids know? - Children always know more than we think, so how much do you think your kids really know about when you were in active addiction? Vie...	7:02 AM
<input type="checkbox"/>	☆	GFA World	Free Advent resources for 2018 - Lent 2018 - GFA World It's our desire that you will be blessed as you journey through this Season of Light. Sign up to receive daily Adve...	6:13 AM
<input type="checkbox"/>	☆	TIFF	The Coen Brothers' latest opens tonight! 🐉 - View in browser Facebook Twitter Youtube Instagram The Weekly What's on — starting November 16 Get tickets Novembe...	4:34 AM
<input type="checkbox"/>	☆	UNICEF Canada	Helping children is as easy as... - 1, 2, 3! Get started now. Email not displaying correctly? View it in your browser. UNICEF Canada UNICEF Canada Ways to give Dear Angi...	4:01 AM
<input type="checkbox"/>	☆	Peter Duraisami, Ch.	An Update re: Canada Post! - Dear Shon, As you may be aware, the Canada Post strike is still in effect and is rotating in our region, potentially impacting areas for 24 hou...	3:01 AM
<input type="checkbox"/>	☆	Ratanak Internation.	Special gifts await! 🎁 - 2018 Gift Guide View the Gift Guide A Light Has Dawned Choose a gift that will make all the difference. Equip Cambodians to protect their famili...	Nov 15

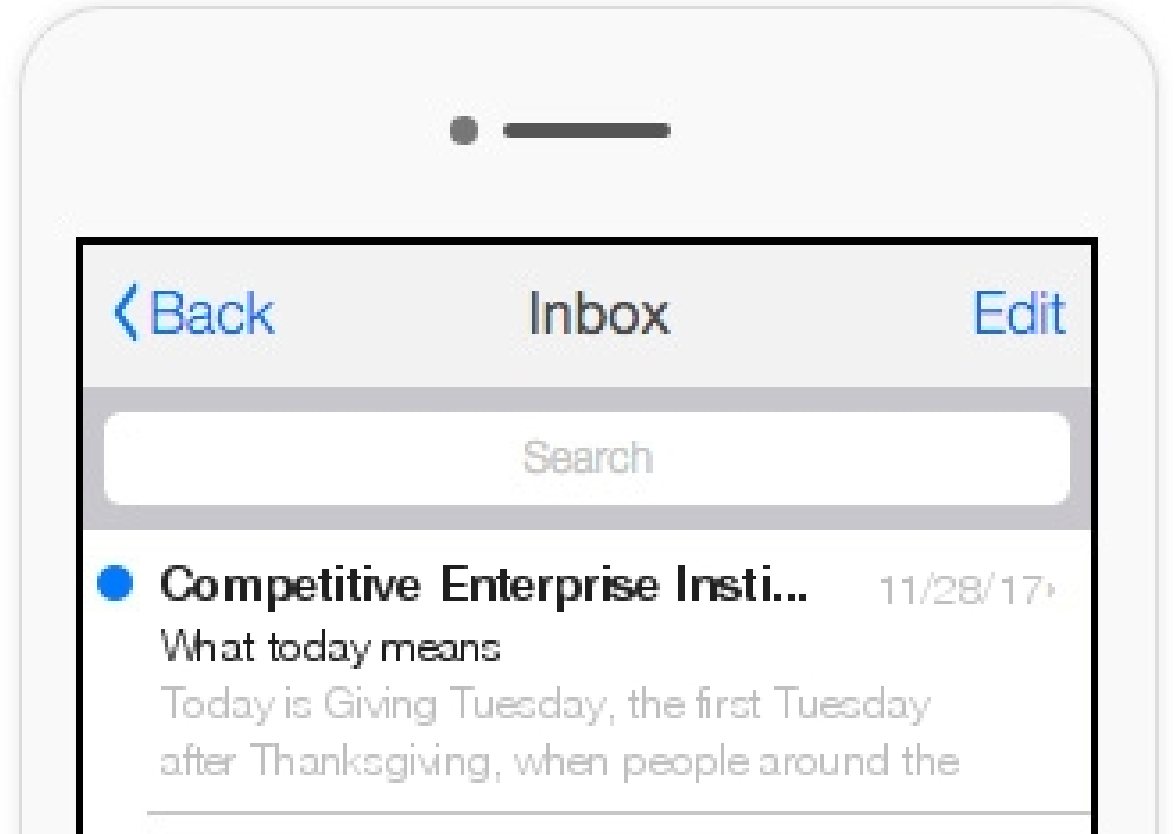
SEND EMAILS FROM A PERSON.

Remember This?

A

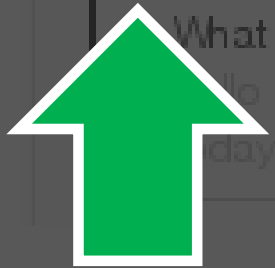


B



28%

In Email Opens



HOW DO PEOPLE **MANAGE
THEIR INBOXES?**

Nursing Triage Station

STATION 1

STATION 2

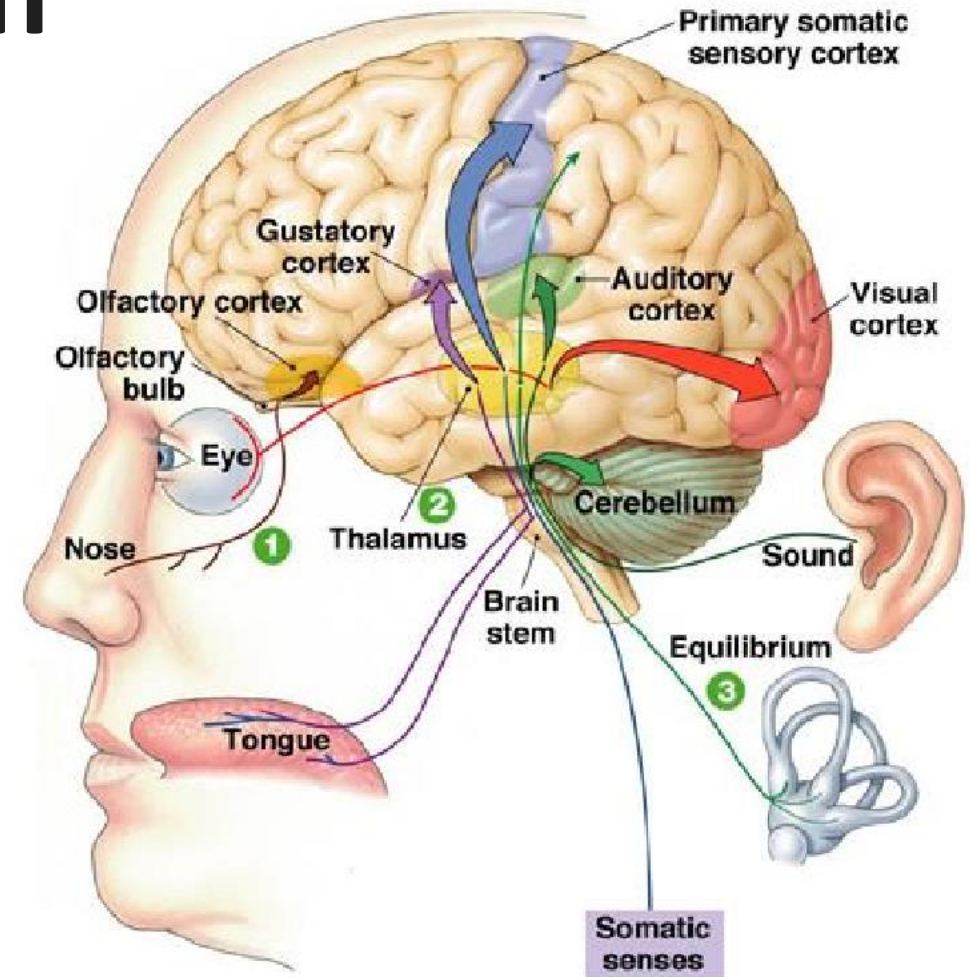
PLEASE HAVE YOUR HEALTH CARD READY



**PEOPLE CAN ONLY TRIAGE BY
IMPRESSION.**

Importance of Impression

- The human sensory system sends the brain about 11,000,000 bits of information each second.
- The actual amount of information our conscious mind can handle has been estimated to be somewhere between 16 and 60 bits per second.



© 2007 Pearson Education, Inc., publishing as Benjamin Cummings.

Fig. 10-4

Source: Mlodinow, Leonard. (2012) *Subliminal: How Your Unconscious Mind Rules Your Behavior*. Pantheon Books.



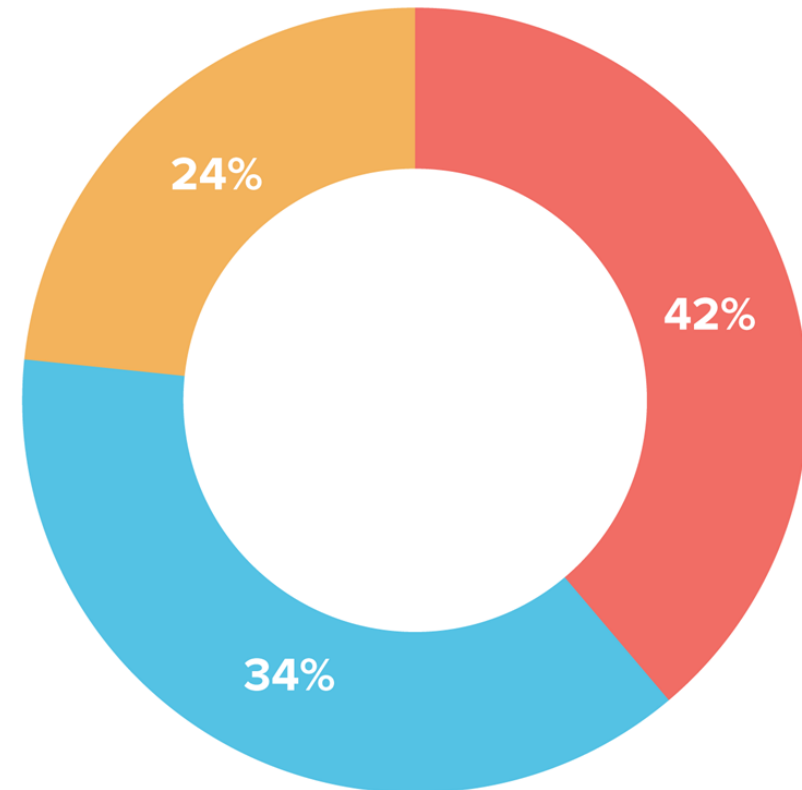
How Do We Triage Our Inboxes



Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

- Sender or from name
- Subject line
- Preview text



YOU CAN **GET MORE OPENS.**

Experiment #11246

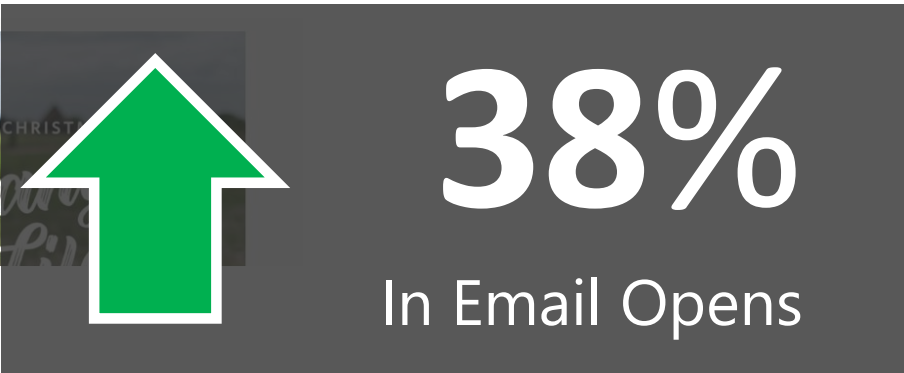
A

World Concern <info@worldconcern.org> [Unsubscribe](#)
to me



B

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



Experiment #11472

CONTROL - CEO

Providing help ▶



Albert Reyes albert.reyes@buckner...
to me ▾

Dear Kevin,

God bless,

Albert Reyes
President and CEO
Buckner International

TREATMENT - VP

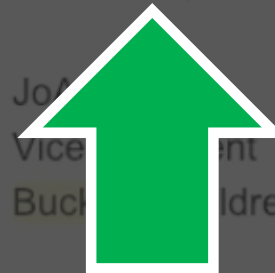
Providing help ▶

JoAnn Cole joann.cole@buckner.org ...
to me ▾



85%

In Email Opens



150%

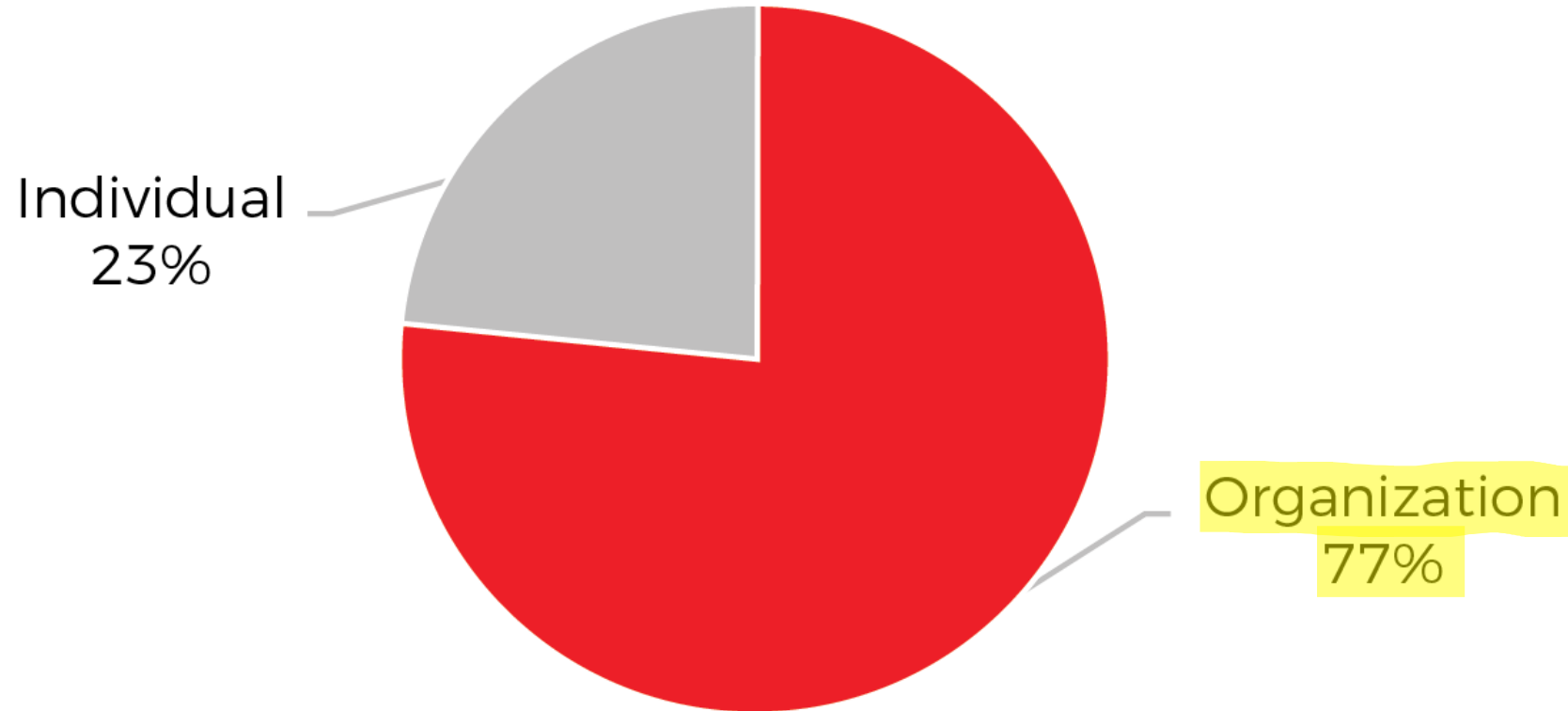
In Donations



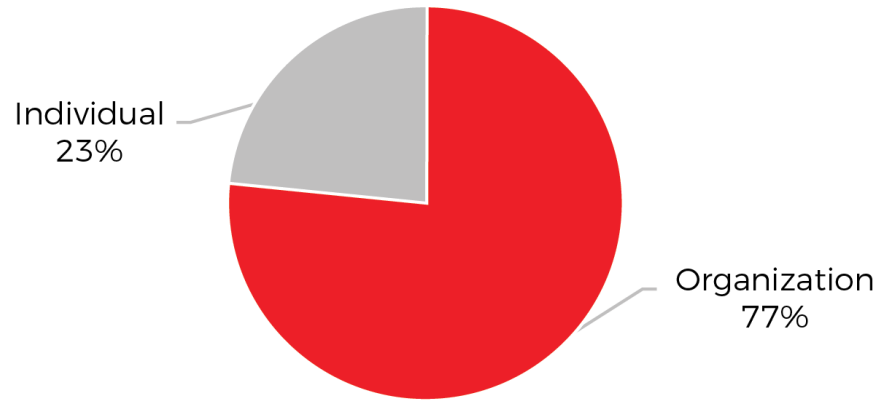
**YOU CAN STAND OUT FROM
OTHERS.**



Type of Email Sender



Type of Email Senc



<input type="checkbox"/> ☆ The Toronto Humane .	Toronto Humane Society's Scratching Post - Pets of the Week! Find out more about some of t
<input type="checkbox"/> ☆ Our Place Society	Warm a heart this Christmas - Pam, people in your community need you. Donate Now Dear Pa
<input type="checkbox"/> ☆ UJA Federation of G.	UJA Weekly Snapshot - What's Happening at UJA November 16, 2018 No Images? Click here
<input type="checkbox"/> ☆ Damien with Kids He	You helped me see I didn't have to be afraid. - Do you get anxious at this time of year too? Try
<input type="checkbox"/> ☆ Doris Olafsen & Jam	There's still time to join us - You're invited to celebrate the season with us. Invite Wednesday,
<input type="checkbox"/> ☆ Federation CJA 360	Your weekly news from around the Jewish world - Israel reaches cease-fire with Palestinian t
<input type="checkbox"/> ☆ Andrea Harman Can.	My daughter Bronwyn ♥ - Loretta, every light is precious, no matter how long it shines. View t
<input type="checkbox"/> ☆ Ezra S. Shanken	Supporting Our Home and Homeland - Click here for web version Jewish Federation of Great
<input type="checkbox"/> ☆ Nature Conservancy .	Give the Joy and Wonder of Nature - Looking for the perfect gift for the nature lover in your lif
<input type="checkbox"/> ☆ Yonge Street Mission	Holiday issue of Urban Lights now available! - Your support in action Having trouble viewing t
<input type="checkbox"/> ☆ The Mustard Seed	Canada Post is on Strike. Poverty isn't. - Despite the postal disruption, your support is still im
<input type="checkbox"/> ☆ Renascent	TGIF: What do your kids know? - Children always know more than we think, so how much do y
<input type="checkbox"/> ☆ GFA World	Free Advent resources for 2018 - Lent 2018 - GFA World It's our desire that you will be blessed
<input type="checkbox"/> ☆ TIFF	The Coen Brothers' latest opens tonight! 🦋 - View in browser Facebook Twitter Youtube Inst
<input type="checkbox"/> ☆ UNICEF Canada	Helping children is as easy as... - 1, 2, 3! Get started now. Email not displaying correctly? View
<input type="checkbox"/> ☆ Peter Duraisami, Ch.	An Update re: Canada Post! - Dear Shon, As you may be aware, the Canada Post strike is still i
<input type="checkbox"/> ☆ Ratanak Internation.	Special gifts await! 🎁 - 2018 Gift Guide View the Gift Guide A Light Has Dawned Choose a gi
<input type="checkbox"/> ☆ The Toronto Humane .	Your support has saved lives - help us continue to save more - View the message online Hello



TEST IT!

How To Craft An Email Envelope That Gets More Opens.

Email Envelope

1. The Sender
2. Reply Email
3. Send Time
4. Subject Line
5. Preview Text



How To Design Fundraising Emails That Lead To Donations, Not Just Clicks.



Email Body


6. Design & Format
7. Salutation
8. Copy
9. Tone and Voice
10. Call to Action

**TRY REMOVING DESIGN
ELEMENTS.**

Remember This?

A

FAMILYLIFE
Help for today. Hope for tomorrow.
| A Cru Ministry |



Scholarship funds have run out.
Here's why it matters . . .

[Donate Now!](#)

[Salutation],

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

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

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

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

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

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

Yours for godly homes,
Dennis Rainey

[Donate Now!](#)

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

Have a great week!

May God bless you,
Dennis

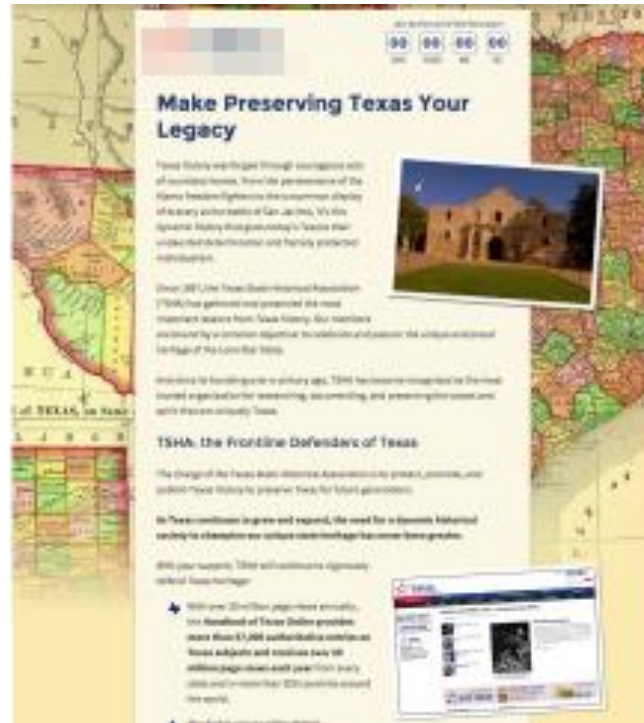


272%
DONATIONS



And This?

A



B



81%
In Donations



IF IT DOESN'T DEFINITELY
HELP, REMOVE IT.

THIS IS WHAT OUR “OPTIMIZED” EMAILS LOOK LIKE...

Something for you to consider [Inbox x](#) [CULTIVATION STUDY x](#) [CULTIVATION STUDY/Email x](#)



Fr. David [Unsubscribe](#)
to leonard.mclean ▾

Hello Leonard,

As we proceed through Holy Week, I pray this is a time of many graces for you – especially during this uncertain season we are in. It certainly has been for me here at the National Shrine of Our Lady of the Snows.

One of my goals this Holy Week is to bring more people into a partnership with the Missionary Oblates. As we continue our work around the world we see the needs of the poor greater than ever as we all experience this global pandemic. Sustainers of our ministry are critically needed right now. Monthly supporters help the Oblates to maintain our ministries here at the Shrine and provide for the ongoing physical and spiritual care of those who need it most.

Is this something you would consider?

This Holy Week, I'd like to offer you a special opportunity to have a Votive Candle lit for you every month at the Shrine. When you become a monthly supporter of the Missionary Oblates with a gift of \$15 or more, we will light a candle for your intentions every single month and bring those before the Lord.

I have set a goal of 100 candles to be lit by the end of this Holy Week. The great news is it looks like we might reach this goal, but I need your help. Will you become an Oblate sustainer at this time and truly bless our missionaries during Holy Week?

I would be honored to light a candle for you every month at the Shrine. The Votive Candle will be a reminder that the Oblates and our Shrine pilgrims are lifting your prayer requests towards Heaven.

You can make your monthly contribution here: <https://oblatesusa.org/have-a-candle-lit/>

I hope you will consider this. What a beautiful sight it will be to light 100 candles every single month for the intentions of our faithful, monthly supporters.

I pray you have had a spirit-filled Holy Week so far, and I pray that the next few days are filled with joy as you celebrate the new life we receive through Jesus Christ.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

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You have received this message because you are subscribed to Missionary Oblates of Mary Immaculate emails.

Our mailing address is:
Missionary Oblates of Mary Immaculate
9480 N Demazenod Dr
Belleville, IL 62223-1159

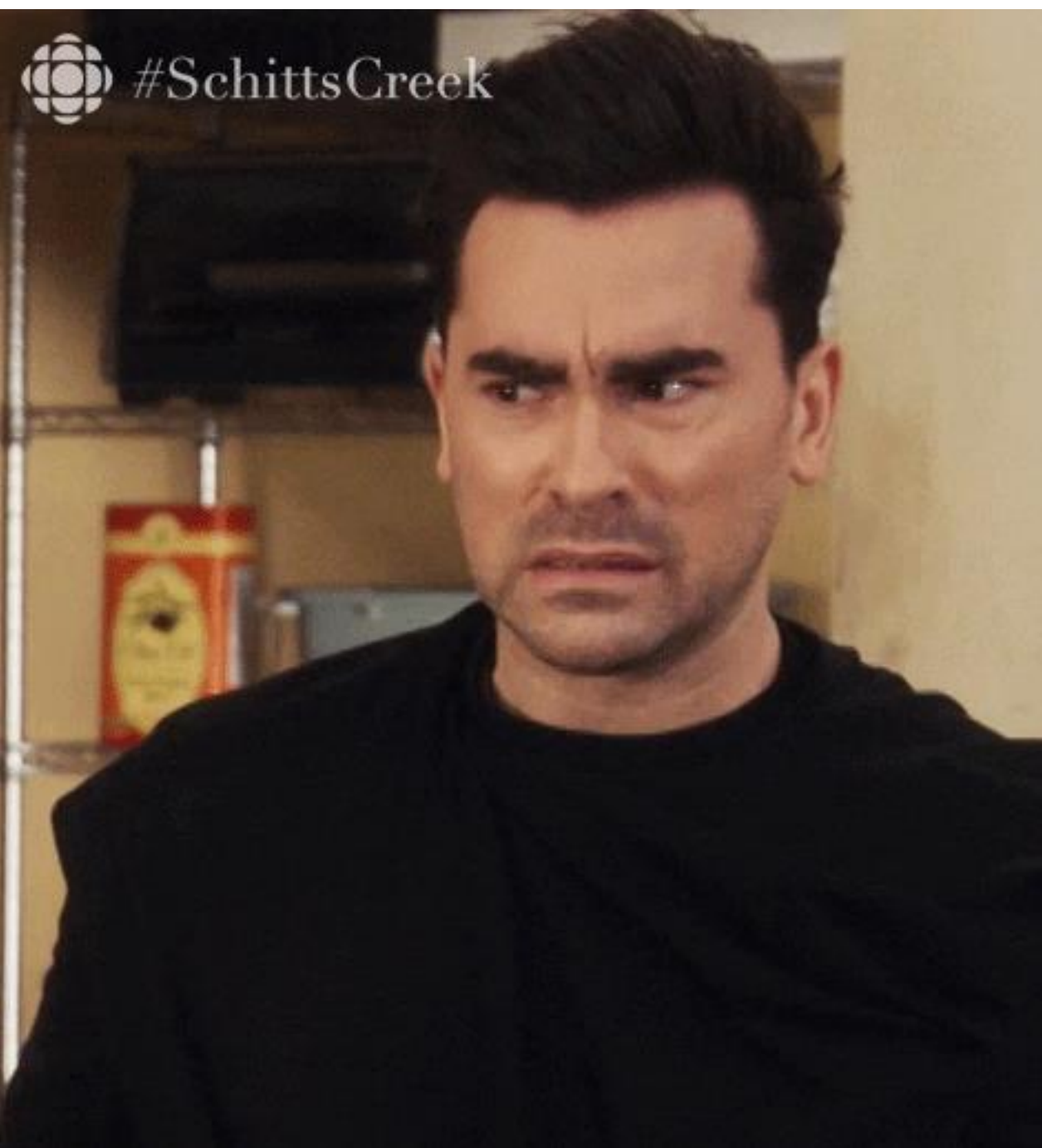
[Add us to your address book](#)

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

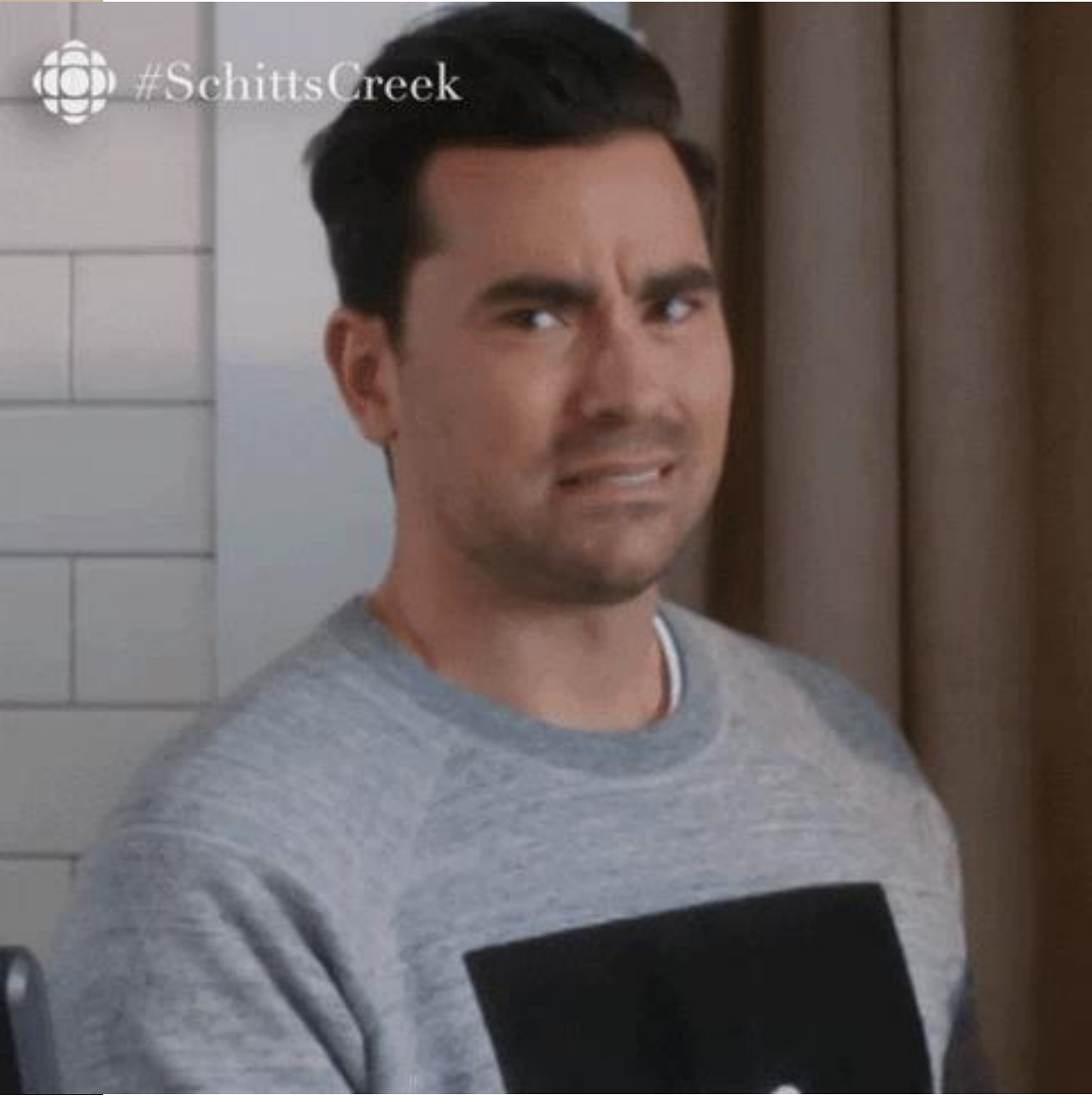




#SchittsCreek



#SchittsCreek



TEST IT!

Will A Less Designed, More Text Based Email Lead To More Donations?

EXPERIMENT ID: #20996

CONTROL - DESIGNED

Web Version

KUOW NPR [DONATE](#)

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M

Hi there --

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

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

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

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

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

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

[Donate Now](#)

Kim Malcolm (she/her)
Host, All Things Considered

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

Email Preferences | Privacy Policy

TREATMENT - PLAIN

Web Version

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[Donate Now](#)

Kim Malcolm
KUOW Host, *All Things Considered*

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

Email Preferences | Privacy Policy

28%
In Clicks

29%
In Conversions



**ALMOST EVERY
CANADIAN CHARITY
IS SENDING EMAILS
THAT LOOK LIKE
THIS...**



NOT JUST A US THING. IT'S A HUMAN THING.



Brady Josephson

Charity Nerd | Digital Marketer | Adjunct Professor | Fundraising Writer | L...

1w • 🌐



Any [#Canadian](#) fundraising folks tested a plain text, stripped-down fundraising email compared to a more designed one? I just spent way too long trying to find one in our aggregate inbox... and looks like no one is sending those types of emails.

Why not?

I guess it's not that surprising as I actually looked for this in our 2018 study and found that only 3% of [#fundraising](#) emails took that approach and while more common in the US, it's still roughly ~15% that do.

Why not try it?

I know we have ample evidence that the simple approach helps increase giving and we have an increasingly growing body of evidence that it helps with newsletters and cultivation emails as well.

And I KNOW many of these orgs have attended our webinars and even full-day workshops where we shared how that approach has worked but even they aren't (seemingly) trying this approach.

Have we tested it and found Canadian donors don't like plain emails? Or are we so hung up on our design or what we like or think we like or what everyone else is doing?

Guessing it's a lot more of the latter...

I just really don't understand and hoping someone out there can help...

👍 🌐 🗨️ 19 • 23 Comments

Reactions



👍 Like 🗨️ Comment ➦ Share

Most Relevant ▾



NOT JUST A US THING. IT'S A HUMAN THING.

2,142 views of your post in the feed



Add a comment...



Erik Rubadeau · 1st

CEO of Digital Fundraising and Technology Agency Yeeboo Digital. H...

1w ...

Brady - Were testing them left, right and centre. 🤖 We've had a couple massive wins 📈 with the stripped down format as well as a couple flops 📉

Interesting take away so far seems to be that success is directly related to existing brand trust. It seems 'how' people come into a list as well as how much inherent trust and familiarity they already have with your brand might be a critical factor.

Where there is less brand familiarity or trust (looser connections) the branded / designed emails seem to outperform. We're hypothesizing that the brand elements in these cases actually help with trust thus improving the conversion on the email.

But where there is strong brand connection - 🤖🔥 look out!! Those unbranded emails have been rocking 📈 and way out performing the designed emails.

Take away?

Keep testing!! 🤖

👍 · 3 Likes | 💬 · 3 Replies



Erik Rubadeau · 1st

CEO of Digital Fundraising and Technology Agency Yeeboo ...

1w ...

Also above data is Canadian centric. 🇨🇦

👍 | 💬



Brady Josephson **Author**

Charity Nerd | Digital Marketer | Adjunct Professor | Fundrai...

1w ...

Erik Rubadeau awesome! You wanna share any of those experiments :)



NOT JUST A US THING. IT'S A HUMAN THING.

The screenshot shows a Facebook thread with the following content:

- Jeffrey Golby** • 1st
CEO at Acts for Water
1w ...
- Alvina Wong** :)
1 Like | 2 Replies
- Alvina Wong** • 2nd
Senior Development Officer, Marketing at Union Gospel Miss...
1w ...
We've tested plain text emails several times and they've done well for click throughs and conversion! We don't use them often though, usually as one of a series of more designed emails during major campaigns.
- Brady Josephson** **Author**
Charity Nerd | Digital Marketer | Adjunct Professor | Fundrai...
5d ...
Alvina Wong Question: why not use them more?
- Cassandra Steele** • 1st
Digital marketing and fundraising
1w ...
Hi Brady, we've tested it! And we did see better results, but have not rolled it out across all emails and I actually haven't done one in a while. Great reminder! We did not roll out plain text across all of our solicitations as there is concern it will "lose its magic" if we use it all the time.
- Brady Josephson** **Author**
Charity Nerd | Digital Marketer | Adjunct Professor | Fundrai...
1w ...
Awesome! Thanks for sharing. There may be a novelty element to it for sure but I can say that we've been using those emails for our clients a lot and for a few years and haven't found that to be true or not significantly at least.
- Sam Ferraro** • 1st
An experienced manager of events, projects, communications and m...
1w ...
I was pushing this idea in previous organizations that I worked for. I



NOT JUST A US THING. IT'S A HUMAN THING.

Please test! I think there are many things at play and older online donors could be one as does getting into the meat of the email (message) sooner without extra "stuff".



Miriam Wilson • 1st

1w (edited) ...

Digital Fundraising and Engagement Manager at Greenpeace Canada

Our emails at Greenpeace Canada are pretty stripped back and have been for many years. They just feature the logo at the header and then simple text. Our email revenue grew by 132% between 2018 and 2019 using this stripped back template.

1 Like | 1 Reply



Brady Josephson **Author**

1w ...

Charity Nerd | Digital Marketer | Adjunct Professor | Fundrai...

Awesome. Thanks for sharing.



Kim Rossi • 1st

1w ...

Director Of Philanthropy & PR at Pathstone Foundation, Journalist, C...

Did a very plain letter from the CEO twice this month, sent via email. More opens and clicks than any other piece I've sent. These ones had no pictures or fanciness of any kind.

1 Like | 1 Reply



Brady Josephson **Author**

1w ...

Charity Nerd | Digital Marketer | Adjunct Professor | Fundrai...

Cool. Thanks for sharing.

1 Like | 1 Reply



Christine Lancing CPA, CA • 1st

1w ...

Principal Consultant and Owner - Lancing Consulting - non-profits, s...

Hey Brady, we do that on a regular basis at Under The Same Sun! Engagements has increased and we're getting to know many of our donors better.

1 Like | 1 Reply



Brady Josephson **Author**

1w ...



**TRY USING MORE COPY TO ENSURE
DONORS KNOW WHY THEY SHOULD
GIVE TO YOU TODAY.**

Does the Length of an Email Impact Conversion?

A

Hello Fellow Conservative,

Well, that didn't take long.

Earlier this fall, your Leadership Institute organized a national "Normandy Coalition" of more than a dozen conservative and liberty-minded nationwide student organizations, policy groups, and legal defense foundations.

Inspired by Allied forces' successful efforts to free Europe from totalitarianism, [our new Normandy Coalition features a three-step plan to defeat the left's modern brand of tyranny that has seized so much of America's higher-education system](#).

Not long after you helped launch our Normandy Coalition to liberate America's campuses from the grip of leftist thugs, [violence erupted against conservatives](#).

At the University of Michigan last month, the local College Republicans chapter invited liberty-minded conservative scholar Charles Murray to speak on campus.

Murray's recent college appearances have spurred leftist rage, including at Middlebury College in March. Violent leftist protesters shut down Murray's scheduled debate with Democrat professor Allison Stanger. When Professor Stanger openly supported Murray's right to appear on campus, the mob attacked her for her "betrayal" of leftist ideology.

Professor Stanger received a concussion and a trip to the hospital.

Attacks like this one at Middlebury were the driving force behind the launch of our Normandy Project, so my team stood prepared when Murray visited the Michigan campus last month.

Sure enough, a gang of "Antifa" packed the room to shout at Murray and the other students who dared listen to him.

Among these students was Nathan Berning, a well-trained Leadership Institute field coordinator I had sent to organize young conservatives. As your institute trained him to do, he filmed the protestors with his smartphone to document their disruptions.

When the crazed leftists saw what Nathan was doing, they demanded he stop filming – [then hit him several times](#).

Finally, the angry Antifa mob wrested the phone from his hand, drawing blood in the process. Then they threw the phone down from a plaza to the street below.

Fortunately, Nathan's camera recorded the entire attack for evidence.

Thank God they didn't injure Nathan even more.

Nathan filed a complaint with the campus police who soon identified the student who damaged his phone. Nathan also plans to press charges against his attackers.

In our Normandy Project, our allies will work together to file civil suits and other legal actions to hold leftists accountable and [make them literally pay for their crimes](#) that suppress speech, damage property, and injure people like Nathan.

Imagine what a difference it would make to see headlines about Antifa held financially responsible for their actions. That would be a real game-changer for conservatives and for all Americans who value free speech.

Fellow Conservative, [you can achieve such victories with your special contribution today](#).

Just as prior generations did when faced with tyranny, conservatives like us must take our stand for freedom. Your contribution would empower my team and our Normandy Coalition to defend young conservatives under attack.

Please help to free America's campuses. Thank you so much.

Cordially,

Morton C. Blackwell
President

P.S. LI's Nathan Berning's terrible experience demonstrates what young conservatives are up against today: a vicious, tyrannous left.

[But you and I are there to help these young conservatives stand strong. By supporting your Leadership Institute and our allies in the "Normandy Coalition", you'll make leftist perpetrators pay for their hateful crimes and liberate America's universities from their tyranny.](#)

Thank you for your help.

Copyright © 2017 Leadership Institute. All rights reserved.
You are receiving this email because you opted in at our website.

This email was sent to abcd@efgh.com
[unsubscribe](#)

B

Hi, Nathan Berning,

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President

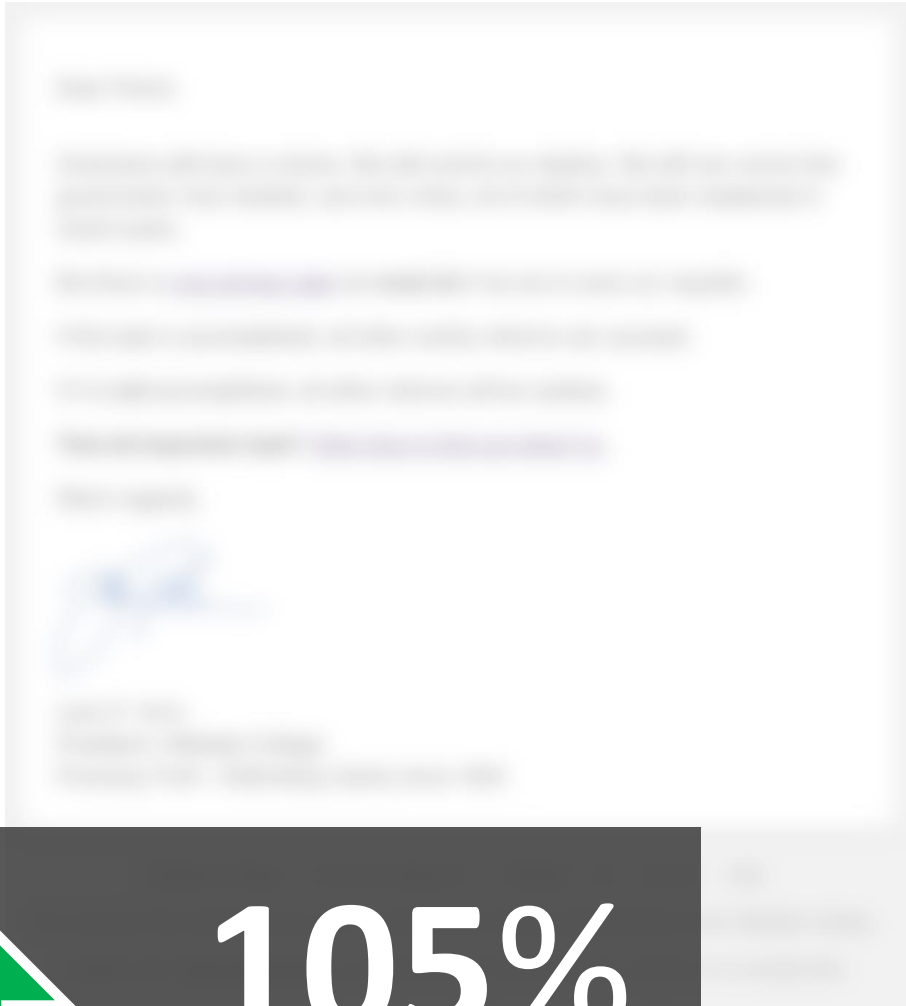
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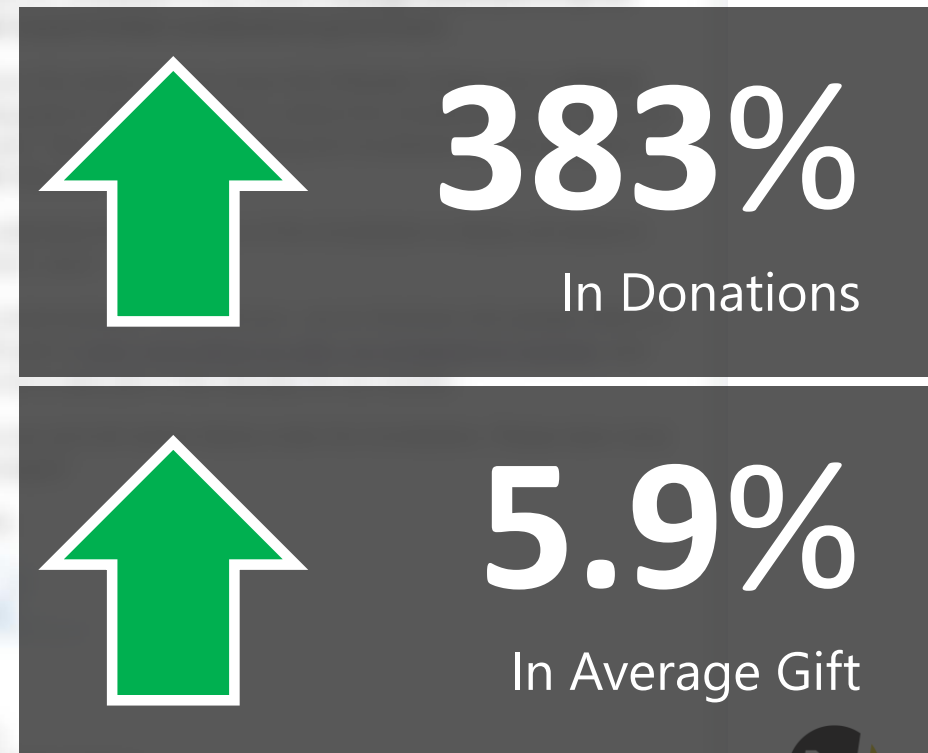
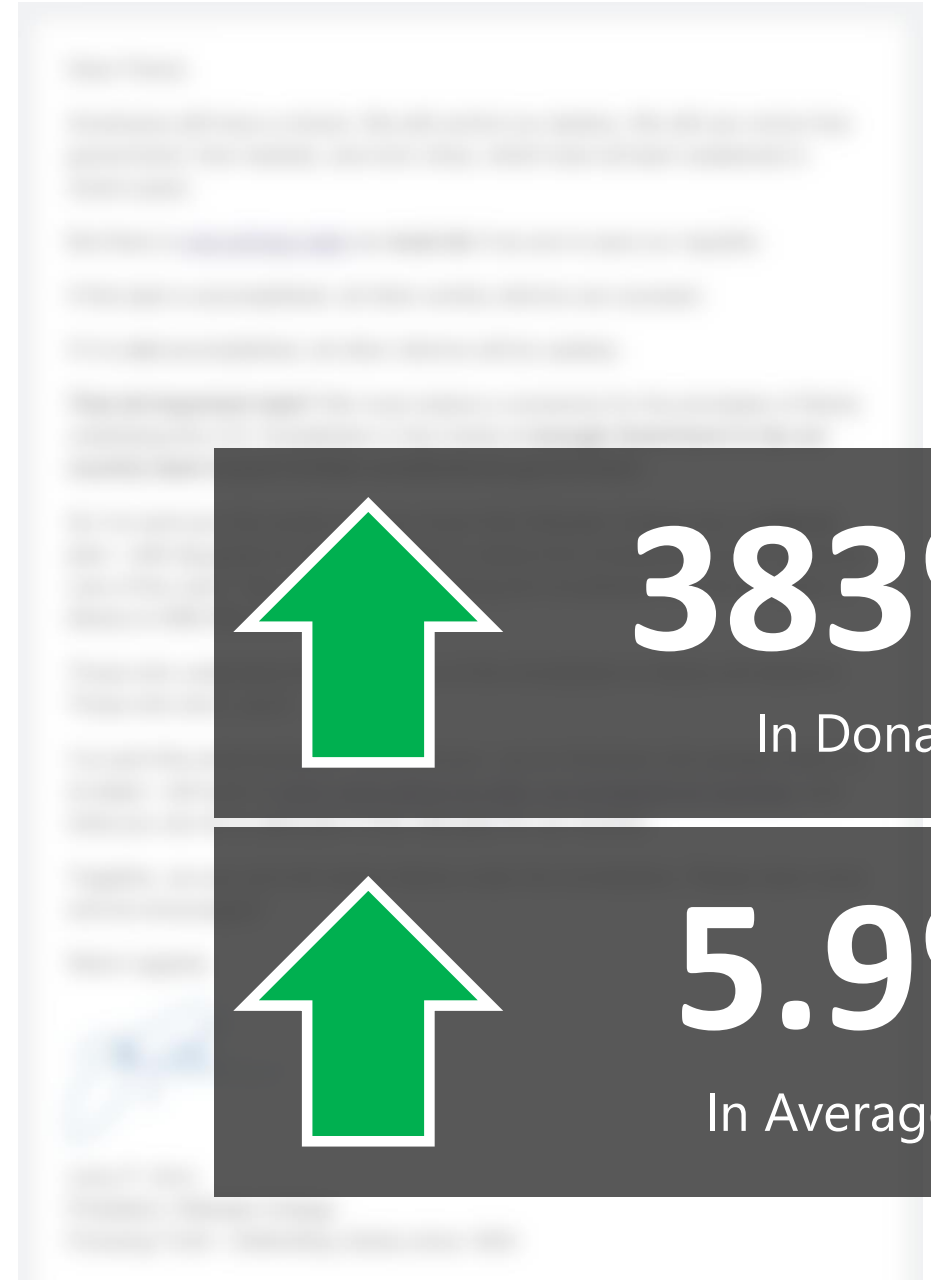
Thank you for your help.



From This



To This



From This



Dear << Test Salutation >>,

Most people are familiar with how the stock market works. You purchase shares in a company, and the company uses the cash from your purchase to grow its business. If the business grows, then the value of your shares grows as well.

Most people don't think of charitable giving in the same way. However, a donation to Dallas Theological Seminary is one of the most strategic investments you can make—and one that pays dividends into eternity.

You see, each gift to Dallas Theological Seminary is an investment into a student. This investment ensures that each student will be equipped to proclaim the gospel and build up the body of Christ around the world.

What can come from one student? More than you might think.

- DTS alumni David Jeremiah and Charles Swindoll pastor churches with attendance in the tens of thousands.
- DTS alum Jim Rayburn started Young Life, a ministry that discipled hundreds of thousands of young people each year.
- DTS alumni Tony Evans and Chip Ingram host media ministries that reach millions of people each year.

But the beauty of it all is that if each student only reaches *one lost person* with the gospel, **your investment has produced a dividend that lives on for eternity.** That kind of return isn't found on Wall Street!

Today, we are excited to announce that some of our most dedicated ministry partners have made a generous \$450,000 gift that *instantly multiplies your investment*. Make your gift to DTS before December 31, and it will be effectively doubled.

A gift to DTS is so much more than just a tax-deductible charitable donation—it's a strategic investment in kingdom-multiplying work. We'd be honored if you joined us today in this eternal work.

Will you help grow the kingdom this year with an investment in DTS?

For His kingdom,
Mark L. Bailey, Ph.D.

To This



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[Let me show you how your investment in DTS produces an eternal return.](#)

For His kingdom,
Mark L. Bailey, PhD
President
Dallas Theological Seminary

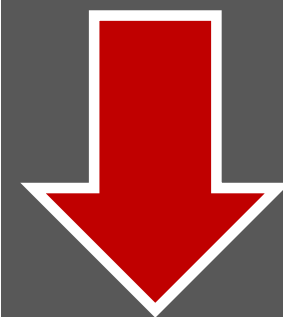


481%

In Clicks

NO DIFF

In Donation Rate



38.1%

Average Gift

You are receiving this email because you donated to DTS and received special emails.
[unsubscribe from this list](#) | [view email in browser](#)

~~LONGER IS BETTER.~~

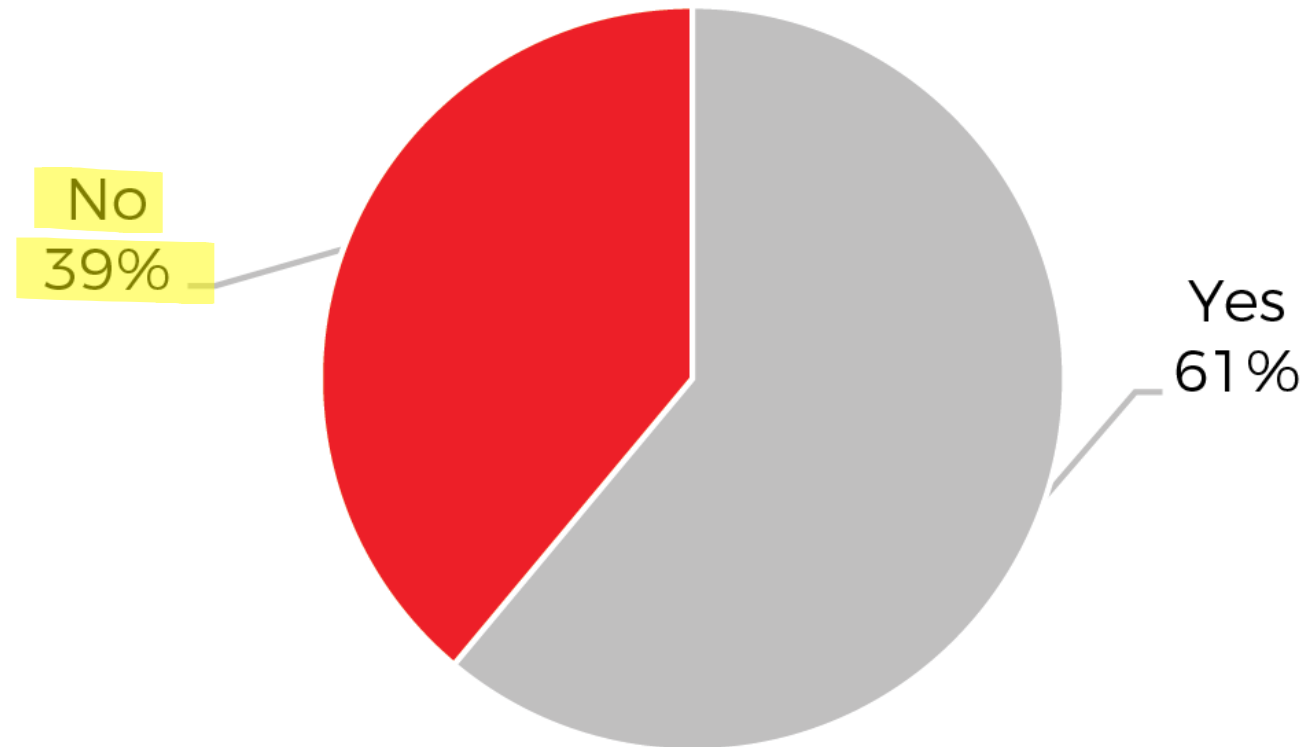
**YOU PROBABLY NEED A BIT MORE COPY TO ANSWER
THIS QUESTION, WELL, IN THE MIND OF THE DONOR:**

*"If I am your ideal supporter,
why should I give to you rather
than someone else or not at all,
just continue my day?"*

YOU PROBABLY NEED A BIT MORE COPY TO ANSWER THIS QUESTION, WELL, IN THE MIND OF THE DONOR:

“If I am your ideal supporter, why should I give to you rather than someone else or not at all, just continue my day?”

If An Ask Is Made, Is It Clear What Your Donation Will Be Used For?



**HOW CAN YOU USE COPY IN YOUR
EMAILS TO BE MORE CLEAR AND
LEAD TO MORE DONATIONS?**

Problem



Hey [firstname],

I hope you're having a great day so far. I was attending a meeting late yesterday with the board and something came up that I just had to make sure you're aware of.

Everything we have been predicting has come true. Kids are become more and more disrespectful and the latest government programs are actually making it worse. You can click here for the full report:

http://www.bringbackmanners.org/fcdg_2019Report

Our country, our kids, our society is in a complete crisis. How will the next generation survive in the workplace? How will the work of those before them continue if they can't even get along?

But there is something you can do about it.

We've just been given access to the public school system through X Y and Z and have a real chance to get real training for this fallen generation. Unfortunately, we're not ready. We still need X, Y and Z.

This is where you can make a HUGE difference.

With your gift of X, you will be able to quickly stand up X, Y Z so that this opportunity isn't missed. That means:

- Tangible provision X
- Tangible provision Y
- Tangible provision Z

We know your gift will make a huge difference because contributions like those from you have helped us test it in various locations for the past [x] years. In fact, we recently conducted a test of [this] at [this location] on [this date] and the result was phenomenal:

"Holy Monkey I can't believe the difference this training has been to these kids. 6 weeks after the training, and the kids are still doing phenomenally better. This truly is the age of influence... little interventions can make a lot of difference!"

-Judy Q, Public School Teacher from [location]

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http://www.bringbackmanners.org/Operation_public_schools_2019

Thank you for bringing back manners! We haven't been able to come this far without supporters like you.

Sincerely,

Jon Pao

BringBackManners.Org

jonpao@bringbackmanners.org

Clearly and concisely address

the

PRIMARY PROBLEM

your campaign is solving for.

Writing your own

- Unless you have already primed your donor audience thoroughly on the specific issue at hand, make sure you address it.
- It doesn't have to be extreme and long. Just enough to credibly focus their attention.

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Solution



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Sincerely,

Jon Pao

BringBackManners.Org

jonpao@bringbackmanners.org

*Clearly and concisely address the
specific*

OPPORTUNITY

readers have

THROUGH YOU

to solve that problem.

Writing your own

- Draw attention to your plan/ approach in a very specific, tangible way.
- Make it easy for them to visualize in their own mind.

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Trust



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BringBackManners.Org

jonpao@bringbackmanners.org

Clearly and concisely address the

REASONS

as to why you are the

BEST ORGANIZATION

to act with or on their behalf.

Writing your own

- Help donors understand your strategic placement to execute the plan.
- Help donors understand the success that you've had in the past.
- Help donors FEEL that you are the best organization for the job.

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- Tangible provision Y
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Sincerely,

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jonpao@bringbackmanners.org

Add references to both

EXTERNAL

and

INWARD

incentives to act now.

Writing your own

- At a minimum, reference these in writing.
- If you have the capability, add visual references to these different incentives to act.

- Tangible provision X
- Tangible provision Y
- Tangible provision Z

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LET'S LOOK AT **AN EXAMPLE.**



[Donate now](#)

Hi Marlene,

I sincerely hope that you and your family are continuing to keep well. While we are making immense progress on rebuilding our communities, I'm saddened by the devastating effects COVID-19 is having on vulnerable families across the Lower Mainland and Fraser Valley.

In fact, 98% of our non-profit community partners have seen an increased demand for food, and sadly, **can't meet current needs.**

That's where you've stepped in. To date, your support of our relief fund has helped us launch and operate **20 United Way Local Love Food Hubs** in neighbourhoods across the Lower Mainland and Fraser Valley.

These vital food hubs provide groceries, food hampers, prepared meals, and other essential goods **at no cost** to people in the community who are facing food challenges during this very difficult time.

But more needs to be done because many families are still going hungry.

By the end of May, our goal is to raise \$1 million in additional funds to support a total of **50 United Way Local Love Food Hubs**. These food hubs will continue to provide immediate relief and future support.

Please support our relief fund today.

A graphic featuring a brown paper grocery bag filled with fresh produce like bananas, apples, and leafy greens. To the right of the bag, the text reads 'SHOW YOUR LOCAL LOVE TODAY, AND HELP COMBAT HUNGER IN OUR COMMUNITIES.' Below this, three donation options are listed with icons: a plate of food for \$50, a grocery hamper for \$100, and a grocery voucher for \$250.

 \$50 buys 10 nutritious meals.	 \$100 buys 5 weekly grocery hampers.	 \$250 buys 10 grocery vouchers.
---	--	--

You'll be helping a friend, a neighbour, a single mom who has lost her job, an elderly grandmother whose children are not in town and can't get to her, or the employee who has worked all his life supporting his family and finds himself laid off because he was unable to perform his job due to physical distancing.

Thank you for helping vulnerable individuals and families access the food they need.

With gratitude,

Michael McKnight
President & CEO
United Way of the Lower Mainland

P.S. If you have already donated to our relief fund, thank you so much for your support. You're making a huge difference to those most affected by this crisis.



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**SHOW YOUR LOCAL LOVE TODAY,
AND HELP COMBAT HUNGER IN
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\$50
buys 10
nutritious
meals.

\$100
buys 5
weekly
grocery
hampers.

\$250
buys 10
weekly
grocery
vouchers.

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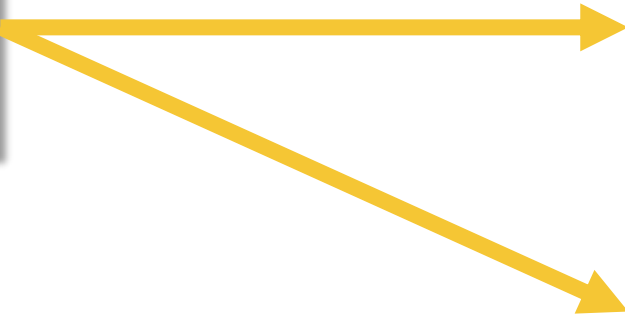


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PROBLEM



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SOLUTION

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ACT NOW

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**TRY A MORE PERSONAL
AND HUMAN TONE.**

Will Removing Design Elements Increasing Engagement and Giving?

Design

C: Template design

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



STRONGER TOGETHER

Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

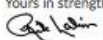
I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

T1: Personal Email

CARING BRIDGE!

Hello First name,

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80.3%
CLICKS

112.5%
DONATIONS



Experiment #4171

CONTROL



Hello First name,

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

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[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,

A handwritten signature in black ink that reads "Kelly Espy".

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!](#)

TREATMENT

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Experiment #4171

CONTROL



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It's the safest, most secure way to support CaringBridge. All donations are held in a secure account when your loved ones need it.

We appreciate your support — thank you!

Kelly Espy
CaringBridge Senior Development Specialist



145.5%
DONATIONS



Look Closer

CONTROL

- Logo placement reduced



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Look Closer

CONTROL

- Call to action button moved to text/link



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Look Closer

CONTROL

TREATMENT

- More personal and relevant salutation

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Look Closer

CONTROL

TREATMENT

- More human sounding introduction to the campaign

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Look Closer

CONTROL

- It's written to YOU

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Look Closer

- Logo placement reduced
- Call to action button moved to text/link
- More personal and relevant salutation
- More human sounding introduction to the campaign
- It's written to YOU

CONTROL



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145.5%
DONATIONS



Hi Marlene,

I sincerely hope that you and your family are continuing to keep well. While we are making immense progress on rebuilding our communities, I'm saddened by the devastating effects COVID-19 is having on vulnerable families across the Lower Mainland and Fraser Valley.

In fact, 98% of our non-profit community partners have seen an increased demand for food, and sadly, **can't meet current needs**.

That's where you've stepped in. To date, your support of our relief fund has helped us launch and operate **20 United Way Local Love Food Hubs** in neighbourhoods across the Lower Mainland and Fraser Valley.

These vital food hubs provide groceries, food hampers, prepared meals, and other essential goods **at no cost** to people in the community who are facing food challenges during this very difficult time.

But more needs to be done because many families are still going hungry.

By the end of May, our goal is to raise \$1 million in additional funds to support a total of **50 United Way Local Love Food Hubs**. These food hubs will continue to provide immediate relief and future support.

Please support our relief fund today.

You'll be helping a friend, a neighbour, a single mom who has lost her job, an elderly grandmother whose children are not in town and can't get to her, or the employee who has worked all his life supporting his family and finds himself laid off because he was unable to perform his job due to physical distancing.

Thank you for helping vulnerable individuals and families access the food they need.

With gratitude,



Michael McKnight
President & CEO

United Way of the Lower Mainland

P.S. If you have already donated to our relief fund, thank you so much for your support. You're making a huge difference to those most affected by this crisis.




**WRITE YOUR EMAIL AND
THEN READ IT OUT LOUD.**

**HAVE A VERY CLEAR,
DIRECT CALL TO ACTION.**

Remember This?

A

FAMILYLIFE
Help for today. Hope for tomorrow.
| A Cru Ministry |



Scholarship funds have run out.
Here's why it matters . . .

[Donate Now!](#)

[Salutation],

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

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

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

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

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

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

Yours for godly homes,
Dennis Rainey

[Donate Now!](#)

B

Hi Jenn,

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

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

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

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

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

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

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

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

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

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

Have a great week!

May God bless you,
Dennis



272%
DONATIONS





Scholarship funds have run out.
Here's why it matters . . .

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**MAKE SURE YOUR CALL TO ACTION IS
AFTER YOU'VE GIVEN ENOUGH REASON
WHY THEY SHOULD TAKE ACTION.**

Experiment #583

CONTROL

[Please, make your year-end gift to \[REDACTED\] today.](#)

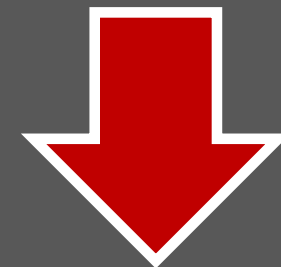
TREATMENT

[Please, stand with \[REDACTED\] today.](#)



91%

In Clicks



50%

In Donations

How The Kind Of Ask In An Email Affects Click Through And Donations

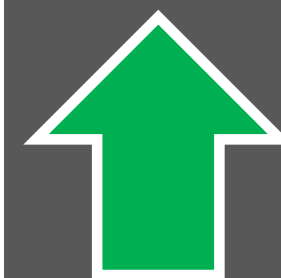
EXPERIMENT ID: #5461

CONTROL

where you can securely give your gift: <http://www>

TREATMENT

where you can find out more: <http://www>



50%

In Clicks



9%

In Donations*

ACT NOW

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P.S. If you have already donated to our [relief fund](#), thank you so much for your support. You're making a huge difference to those most affected by this crisis.



5 Ways to Optimize Your Fundraising Emails

1. Can you send from a person instead of your organization?
 - Can you send from different people within your organization instead of the same person?
2. Do your design elements definitively help the donor engage? If not, remove!
3. Do you have enough copy to explain why a donation is needed?
 - Is there a clear problem?
 - Is there a clear solution?
 - Is there a clear reason to trust you?
 - Is there a clear reason to act today?
4. Can you use a more personal tone and voice? (Tip: Read it out loud)
5. Do you have a clear, direct, straightforward Call to Action?
 - Can you try a hyperlink or even raw link?



GO DEEPER.

COVID-19 CANADIAN CHARITY FUNDRAISING RESPONSE RESOURCE .

[NEXTAFTER.COM/CANADIAN-CHARITY-COVID19-RESPONSE/](https://nextafter.com/canadian-charity-covid19-response/)

The screenshot shows a webpage header with logos for NextAfter Institute, care2, Canada Helps.org, and CHARITY VILLAGE. A large Canadian flag is on the right. The main title is "COVID-19 Canadian Charity Fundraising Response". Below this is a sub-header: "Canadian Charity Fundraising Data to Help You Respond During the COVID-19 Crisis". A quote asks, "How should our organization respond to the COVID-19 pandemic?". The text explains that this is a common question and that no one truly knows the correct response. It states that data can provide new insights for fundraising and marketing. The page offers four resources: Online Giving Trends, Email Trends & Examples, Resources, and Get Updates on Response Trends. A footer note credits Care2, CanadaHelps, Charity Village, and NextAfter Teams.

NextAfter Institute FOR ONLINE FUNDRAISING care2 Canada Helps.org CHARITY VILLAGE

COVID-19 Canadian Charity Fundraising Response

Canadian Charity Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the COVID-19 pandemic?"

This has been one of the most common questions being asked by Canadian charity fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find Canadian COVID-19 related email volume, online giving trends, and examples and resources to help you improve your fundraising.

Our hope is that you'll find it useful as you navigate these uncertain times.

- The Care2, CanadaHelps, Charity Village, and NextAfter Teams

What would you like to see?

- Online Giving Trends
- Email Trends & Examples
- Resources
- Get Updates on Response Trends



THANK YOU!

QUESTIONS?