3 TYPES OF DONATION PAGES AND HOW TO GET THEM JUST RIGHT.
2 MAIN TYPES OF DONATION PAGES AND HOW TO OPTIMIZE THEM.
LET’S START WITH A QUIZ.
Experiment

A

B

150.2% In Conversion Rate
Experiment

In Clickthrough Rate 71.4%
Experiment

A

B

81% In Donations
Experiment

135% In Donations
87% In Average Gift
340% In Revenue
HOW’D Y’ALL DO?
YOUR INSTINCTS ARE OFTEN WRONG.
DONORS DON’T KNOW WHY THEY DO WHAT THEY DO.
Understanding the Complexity of the Mind

• 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 50 bits per second.

EVERYONE HAS ROOM TO IMPROVE AND OPTIMIZE.
Overall Giving Experience Score (Raw)

Source: The Canadian Online Fundraising Scorecard
By the End of Today…

FROM THIS

To this

TO THIS
Based on Applied Research

1,200+ EXPERIMENTS

NEXTAFTER.COM/RESEARCH
Based on Applied Research

1,200+
EXPERIMENTS

NEXTAFTER.COM/RESEARCH
From Full (Free) Course

350+ DONATION PAGE EXPERIMENTS

Donation & Landing Page Optimization

A free online course to help you acquire more donors and grow your revenue

When a visitor arrives on your site – whether from a Google search, an email you’ve sent, or an advertisement – you normally don’t want them to land on your homepage.

As a fundraiser, you want your visitors to do one of two things: give you their email or make a donation. And if your site visitors are left on the homepage to fend for themselves, they’re most often going to leave your site without taking an action.

You need effective landing pages to help your visitors find their way.

During this 8-session course, you’ll learn how to create and implement effective landing pages and donation pages in your marketing and fundraising in order to grow your revenue. We’ll use data from 400+ online fundraising experiments to understand:

- The fundamental principles that make for effective landing pages
- The 4 core types of landing pages for online fundraising
- How to implement each page in your fundraising program
- Proven ideas to test on your existing pages to improve performance

What You Will Learn in This Course

Session 1
Introduction

An introduction to what landing page optimization is, why you should care about it, and how it works in the world of digital nonprofit fundraising.

Key Outcomes

- The meaning of cognitive momentum and why it matters
- The psychological difference between buying and giving a gift
- How to tell a bad landing page from a good one

Session 2
It’s Not a Donor Funnel…

Convert Site Visitors to Registered Users

Convert Site Visitors and Registered Users to Donors

Convert Donors to Advocates
It’s a Donor Mountain
Optimizing Each Micro-Yes
Optimizing Each Micro-Yes

VALUE

COST

Donation Process

Landing Page

Email

(m)Yes

(m)No

(m)Yes

(m)Yes

(m)Yes

(m)Yes

(m)Yes
Optimizing Each Micro-Yes

Donation Process

Landing Page

Email

VALUE

COST

(m)YES
Optimizing Each Micro-Yes
The MECLABS Conversion Sequence Heuristic ©

FOR EXAMPLE.

\[ C = 4m + 3v + 2(i-f) - 2a \]

<table>
<thead>
<tr>
<th>CONVERSION</th>
<th>MOTIVATION</th>
<th>VALUE PROPOSITION (CLARITY)</th>
<th>INCENTIVE</th>
<th>FRICTION</th>
<th>ANXIETY</th>
</tr>
</thead>
</table>

**Value**

**Cost**
Who are they?
Where did they come from?
Why are they here?
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]

- **Conversion**
- **Motivation**
- **Value Proposition (Clarity)**
- **Incentive**
- **Friction**
- **Anxiety**
IF I AM YOUR IDEAL DONOR, WHY SHOULD I GIVE TO YOU RATHER THAN SOME OTHER ORGANIZATION OR NOT AT ALL?
Experiment

A

B

150.2% In Conversion Rate
Does The Donation Page Convey A Strong Value Proposition?

Source: The Canadian Online Fundraising Scorecard
Some Not So Good
Is There More Than One Sentence on the Donation Page?

- Yes: 64%
- No: 36%

Source: The Canadian Online Fundraising Scorecard
Will People Read?

**NOT THIS**

**BUT THIS**

146.5% In Conversion Rate
Experiment

From This

To This

28.2% In Donations
A Special Story of Hope this Christmas
A Message from Buckner President-CEO B. Raye

560%
In Donations
TRY ADDING MORE COPY/TEXT TO YOUR DONATION PAGES.
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]

<table>
<thead>
<tr>
<th>VALUE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVERSION</td>
<td>INCENTIVE</td>
</tr>
<tr>
<td>MOTIVATION</td>
<td>FRICTION</td>
</tr>
<tr>
<td>VALUE PROPOSITION (CLARITY)</td>
<td>ANXIETY</td>
</tr>
</tbody>
</table>
THE TWO MAIN TYPES OF DONATION PAGES.
General Donation Page

- You don’t know who they are or where they are coming from.
- They are more than likely seeking the page out and have a reason in mind to donate prior to arrival.
- You want to be sure that what they have in mind doesn’t conflict with what is on the page.
You don't know where they are coming from.

They are more than likely seeking the page out.

They are likely to have a reason in mind to donate prior to arrival.

Want to be sure that what they have in mind doesn't conflict with what is on the page.

As a thank you for your donation...

This is a way that donors feel the creators and people they per
for donating above a certain amount.

Take a survey, a survey and describes the extra dona
page, and even other they can

You want to [supportword] [benefits(s) experience from organization(s)]

1. Enter Your Donation Amount:

   - Amount: $10

2. Enter Your Information (It's secure):

   - First Name: John
   - Last Name: Doe
   - Email: john.doe@example.com
   - Phone: 555-1234
   - Address: 123 Main St, Anytown, USA

3. Credit Card Information:

   - Card Number: (Redacted)
   - Card Type: Visa
   - CVV: (Redacted)
   - Expiration Date: 06/23

4. Billing Information:

   - Billing Address: 123 Main St, Anytown, USA

5. Payment Method:

   - Payment Method: Credit Card

Thank you for your support!
YOUR MAIN DONATION PAGE MESSAGE SHOULD BE AS **INCISIVE AND INCLUSIVE** AS POSSIBLE (FOR YOUR IDEAL DONOR).
Experiment

A

harvest: greg laurie

Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie’s radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B

harvest: greg laurie

Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person’s basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate Biblical truth in a culture that needs it most.

Tell others about, and take your own part in, Harvest Ministries!
Experiment

A

Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie’s radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B

Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person’s basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate biblical truth in a culture that needs it most.

Tell others about Jesus. Make your gift to Harvest Ministries today.
Experiment

A

harvest:greglaurie

Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie’s radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B

harvest:greglaurie

Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person’s basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate biblical truth in a culture that needs it most.

Tell others about Jesus. Make your gift to Harvest Ministries today.
Experiment

A

Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie's radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B

Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person’s basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate biblical truth in a culture that needs it most.

Tell others about Jesus. Make your gift to Harvest Ministries today.
Experiment

A

Your gift helps reach the lost with the gospel of Jesus Christ

When you donate to Harvest, you join a team committed to knowing God and making him known. Harvest reaches millions of people each year who are hungry for the gospel. Your gift supports:

- Greg Laurie’s radio program, broadcast on more than 650 stations daily
- Harvest America and crusade events, which bring together hundreds of thousands to hear the gospel
- Know God, an initiative to answer questions about faith
- Online broadcasts that reach more than a million people each year

Your gift using the form below is a fast, secure way to help reach the lost with the gospel. Thank you for supporting Harvest. To God be the glory!

B

Tell Others About Jesus

Just as Paul was called to take the message of Christ to a Christ-less culture, so we too have been given this command. While shifts in culture may have changed, a person’s basic needs have not. People need a Savior and Jesus Christ is still the only way.

Since the age of 19, when he formed a small Bible study that would eventually become one of the largest churches and evangelistic ministries in the United States, Pastor Greg Laurie has been passionate about evangelism and committed to helping people come to know Jesus Christ as their Savior.

Through his preaching, radio programs, television broadcasts, books, and crusades, Pastor Greg reaches millions of people each year who are hungry for the gospel.

Your gift to Harvest Ministries will help Pastor Greg continue to effectively communicate biblical truth in a culture that needs it most.

Tell others about Jesus. Make your gift to Harvest Ministries today.
TRY USING BULLET POINTS TO KEEP YOUR MESSAGE FOCUSED AND HELP WITH SCANNERS.
YOUR MESSAGE SHOULD BE ABOUT YOUR DONOR, NOT YOU.
Experiment

FROM THIS

How do you break the stranglehold of the Washington, DC establishment that taxes, borrows, and spends our grandchildren's future while killing freedom with over-regulation? How do you stop amnesty? How do you end the nightmare of Obamacare?

The Heritage Foundation is America's most influential conservative policy organization. Our mission is to formulate and promote conservative public policies based on the principle of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense. Every day, our more than 300 experts, marketers, and communications specialists make the case for conservative policies. That's not enough though. We need you with us.

How your year-end gift will help make the difference

Your support ensures that Heritage is able to communicate rigorous conservative policy research effectively to the incoming members of Congress and the American people in order to achieve conservative victories in 2015 and beyond.

Truth is power. Facts are power. Information is power.

The policy experts at The Heritage Foundation communicate truth, facts, and information—power—from the halls of Congress to the grassroots of local American communities.

In 2015, The Heritage Foundation will funnel the facts that grassroots conservative activists need in order to demolish big government arguments from the Washington establishment.

The Heritage Foundation will also educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.

Utilizing The Heritage Foundation's conservative policy solutions, Heritage Action for America will then ensure lawmakers are held accountable through a unique combination of political muscle and a vast grassroots army.

TO THIS

You can help break the stranglehold of the Washington, DC establishment that taxes, borrows, and spends our grandchildren's future while killing freedom with over-regulation. You can help stop amnesty. You can play a major role in ending the nightmare of Obamacare. You can win lasting conservative victories.

Your year-end gift will help make the difference

Thanks to you, The Heritage Foundation has risen to be America's most influential conservative policy organization.

Your financial support helps sustain The Heritage Foundation's mission to formulate and promote conservative public policies based on the principle of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

And now, your year-end gift will ensure that Heritage is able to communicate rigorous conservative policy research effectively to the incoming members of Congress and the American people in order to achieve conservative victories in 2015 and beyond.

Because of your donations, the Heritage Foundation has nearly 300 policy experts and communicators at the ready to bring truth, facts, and information—power—from the halls of Congress to the grassroots of local American communities.

• Your trailblazing support has enabled The Heritage Foundation to reverse the course of the Washington establishment.
• Today you enable the Heritage Foundation to keep the Big Government arguments from the Washington establishment.
• And your donations are also helping to educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.

22.9% In Donations
TRY TURNING ‘WE’ OR ‘US’ LANGUAGE TO BE ‘YOU’ OR ‘YOUR’ LANGUAGE.
YOUR MESSAGE SHOULD INSPIRE AND CLEARLY HAVE A CALL TO ACTION.
Experiment

From This

The ( ), America's most broadly-supported policy organization, effectively communicates rigorous policy research to Congress and the American people.

- More than 500,000 Americans donate to support work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the
- Located steps from the Capitol, has promoted principled solutions for more than 40 years

To This

The ( ), America's most broadly-supported policy organization, effectively communicates rigorous policy research to Congress and the American people.

- More than 500,000 Americans donate to support work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Experts appear daily in America's top news outlets—Fox News, CNN, and the Wall Street Journal, as well as new media like Facebook and the
- Located steps from the Capitol, has promoted principled solutions for more than 40 years

Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.

49.4% In Donations
TRY ADDING A SECOND CALL TO ACTION HEADLINE.
General Donation Page

Message

• Inclusive as possible for your ideal donors.
• Make it about them, not you.
• Remind/confirm the action.
Campaign Donation Page

- You know who they are and where they are coming from.
- They have probably been interrupted.
- Liked or was interested in what your ad said.
- Will feel some pressure to get back to work.

IMAGINE...
You know where they are coming from
• Have been interrupted.
• Liked getting an email from you or was interested in what your ad said.
• Will feel some pressure to get back to work or other emails.
CONTINUE THE CAMPAIGN MESSAGE
An Ad

Post Card or Letter

An Email

Your Site
An Ad
Post Card or Letter
An Email

[General donation request with broad reasoning headline]
When you donate to [organization name]

This is copy that helps the person understand the effect of their donation. You want to help them understand what that means, but don't go into too much detail:

- Bullets are ok in this page type
- Reasons or examples should be OK here – this is a reassurance page
- People that arrive to this page have intention, as if NOT something that has interrupted them
- So the easier we make it to process, the easier it is for them to accomplish their mission to donate.

As a thank you for your donation...

This is copy that describes the premium they get for donating above a certain amount.

Take a sentence, or two, and describe what this premium is, and what value they can expect from it. Also touch on how this premium is related to your values and your mission.

Yes! I want to [support word] [benefit others experience]
Whiplash
Experiment #7176

Fellow Conservative,

If you happen to turn on the television today, there’s a good chance that a liberal cable news network is blaring all sorts of “fake news” out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your distrust in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what’s going on. And they need news from a reliable source—one that will tell them the unbiased truth. Americans need an alternative from the mainstream media.

That’s why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal’s mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days...and it stands out! Heritage’s Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal’s success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching challenge to you.

If you are able to support the work of Heritage—including The Daily Signal—before August 15, then our board will match your gift.

Don’t wait any longer—The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

https://secured.heritage.org/boardchallenge

Onward!
Ed Feulner
President
Experiment #7176

Fellow Conservative,

If you happen to turn on the television today, there’s a good chance that a liberal cable news network is blaring all sorts of “fake news” out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your distrust in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what’s going on. And they need news from a reliable source—one that will tell them the unvarnished truth. Americans need an alternative from the mainstream media.

That’s why Heritage created The Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal’s mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days... and it stands out.

Heritage’s Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal’s success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching challenge to you.

If you are able to support the work of Heritage—including The Daily Signal—before August 15, then our board will match your gift.

Don’t wait any longer—The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

https://secure.heritage.org/boardchallenge

Onward

Ed Feulner
President

America is in desperate need of conservative solutions

You know as well as anyone that the Obama administration left our country in disarray. They saddled taxpayers with a disastrous healthcare plan, left our borders open and unprotected, and grew the size and scope of the federal government to unprecedented levels.

President Trump pledged to solve these problems with a simple four-word phrase: Make America Great Again. But solving those problems can’t be done in four words.

That’s why Trump turned to Heritage’s team of policy experts and researchers to provide the blueprints to fulfill his campaign promises: jump-starting the economy, reducing the size and spending of federal government, securing our borders, and repealing and replacing Obamacare.

And he knew that Heritage’s communications team at The Daily Signal has cut through the noise, fake news, and liberal media bias to provide millions of Americans with the truth every day about these conservative policy solutions.

Heritage has been so influential that even the Guardian has taken notice from across the pond:

It is no secret on where the Trump administration is getting their ideas. They are running a systematic playbook put together by the Heritage Foundation, a conservative thinktank just steps from the United States Capitol and the halls of Congress, where they wield unparalleled influence.

But there is much work to be done. In addition to waging war with the media and liberal lawmakers, President Trump has found himself in a pitched battle with Republican Establishment Congressmen who want to maintain the status quo. That’s why your support for the principled conservative solutions created...
Experiment #7176

Fellow Conservative,

If you happen to turn on the television today, there’s a good chance that a liberal cable news network is blaring all sorts of “fake news” out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your disdain in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what’s going on. And they need news from a reliable source—one that will tell them the unvarnished truth. Americans need an alternative from the mainstream media.

That’s why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal’s mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days...and it stands out.

Heritage’s Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal’s success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching challenge to you.

If you are able to support the work of Heritage—including The Daily Signal—before August 15, then our board will match your gift. Don’t wait any longer. The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

https://www.nerd.heritage.org/boardchallenge

Onward

Ed Feulner
President

Americans with the truth every day about these conservative policy solutions.

Heritage has been so influential that even the Guardian has taken notice from across the pond:

It is no secret on where the Trump administration is getting their ideas. They are running a systematic playbook put together by the Heritage Foundation, a conservative thinktank just steps from the United States Capitol and the halls of Congress, where they wield unsanctioned influence.

But there is much work to be done. In addition to waging war with the media and liberal lawmakers, President Trump has found himself in a pitched battle with Republican Establishment Congressmen who want to maintain the status quo. That’s why your support for the principled conservative solutions created by Heritage scholars matters right now.

And we know the liberals won’t give up. They recently poured $30 million into a race for a single House Congressional seat, and are raising money each day to fund their war chest.

That’s why some members of Heritage’s Board of Trustees has stepped up and offered an incredible challenge to conservatives: these members will match every donation, dollar for dollar – up to $1 million dollars until August 15.

Will you make a gift to help meet this generous challenge from members of the Board of Trustees?

Your gift will allow Heritage experts to continue crafting policy solutions to fix the myriad of problems that the Obama administration left for our country, military, and taxpayers.

Make your donation to The Heritage Foundation today and it will be matched, dollar for dollar.

Your Donation

$25 $50 $100

Other Gift Amount

[ ] Make this a recurring donation of $50 per month.

Your Information

First Name Last Name

Email Address

Country United States
Experiment #7176

Fellow Conservative,

If you happen to turn on the television today, there’s a good chance that a liberal cable news network is blaring all sorts of “fake news” out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your distrust in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what’s going on. And they need news from a reliable source—one that will tell them the unbiased truth. Americans need an alternative from the mainstream media.

That’s why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal’s mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days…and it stands out!

Heritage’s Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal’s success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching gift campaign.
Fellow Conservative,

If you happen to turn on the television today, there’s a good chance that a liberal cable news network is blaring all sorts of “fake news” out to the general public.

I saw a poll recently that said that only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your distrust in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what’s going on. And they need news from a reliable source—one that will tell them the unbiased truth. Americans need an alternative from the mainstream media.

That’s why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal’s mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days…and it stands out! Heritage’s Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal’s success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching challenge to you.

If you are able to support the work of Heritage—including The Daily Signal—before August 15, then our board will match your gift.

Don’t wait any longer—The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

https://secured.heritage.org/boardchallenge

Onward!

Ed Feulner
President
Fellow Conservative,

If you happen to turn on the television today, there's a good chance that a liberal cable news network is blaring all sorts of "fake news" out to the general public.

I saw a poll recently that said only 16% of conservatives trust the media—and that poll was taken before the election, when the liberal media went ballistic about President Trump. Your distrust in the media is absolutely justified, considering the behavior of journalists and television news anchors in recent months.

Americans need to know what's going on. And they need news from a reliable source—one that will tell them the unbiased truth. Americans need an alternative from the mainstream media.

That's why Heritage created the Daily Signal in 2014—to clearly and directly communicate news and information, especially news around conservative policy.

The Daily Signal's mission is to give Americans the truth about what is happening in Washington and what must be done to save our country.

The good news is that millions of people read The Daily Signal each week, because truth in media is a rare thing these days...and it stands out! Heritage's Board of Trustees recognizes the incredible work being done by The Daily Signal, and how it advances the work of our policy experts.

In fact, The Daily Signal's success is one of the reasons why members of the Board have issued a $1 million dollar-for-dollar matching challenge to you.

If you are able to support the work of Heritage—including The Daily Signal—before August 15, then our board will match your gift.

Don't wait any longer—The Daily Signal needs your support to continue speaking the truth. Make your donation using this secure link:

https://secured.heritage.org/boardchallenge

Onward!

Ed Feulner
President
Is There Congruency Between The Message Communicated In The Email And The Copy Of The Landing Page?

Source: The Canadian Online Fundraising Scorecard
CREATE A SPECIAL DONATION PAGE FOR EACH UNIQUE MESSAGE OR OFFER.
USE AND LEVERAGE INCENTIVES AND URGENCY.
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]
Avoiding overhead aversion in charity.

Donors tend to avoid charities that dedicate a high proportion of donations to fundraising costs, limiting the ability of these entities to access capital. One potential solution to this problem is to inform potential donors of the associated overhead costs. Donations that include an explicit statement of these costs are more likely to be matched or to be donated in full compared to donations that do not make this information clear. This behavior suggests that the inclusion of such information allows donors to consider the appropriate proportion of overhead costs, whereas the omission of this information results in the overpayment of overhead costs. Consequently, providing clear and explicit information about overhead costs may be an effective way to combat overhead aversion in charity.
Example

FROM THIS

TO THIS

20.5% In Revenue/Visitor
Experiment

FROM THIS

TO THIS

68.1% increase in donations.
TRY ADDING A VISUAL REMINDER OF THE GOAL TO INCREASE URGENCY.
Visual Urgency Over Time

- Countdown clock had no significant impact until the we got closer to the end of the campaign.
Campaign Donation Page

• You know who they are and where they are coming from.
  • They have probably been interrupted.

DON’T BE TOO URGENT TOO LONG.
  • Will feel some pressure to get back to work.
Campaign Donation Page

Message
- Continue the campaign message.
- Leverage incentives and urgency.
<table>
<thead>
<tr>
<th>VALUE</th>
<th>COST</th>
</tr>
</thead>
</table>

The MECLABS Conversion Sequence Heuristic ©

\[
C = 4m + 3v + 2(i-f) - 2a
\]

<table>
<thead>
<tr>
<th>CONVERSION</th>
<th>MOTIVATION</th>
<th>VALUE PROPOSITION (CLARITY)</th>
<th>INCENTIVE</th>
<th>FRICTION</th>
<th>ANXIETY</th>
</tr>
</thead>
</table>

### The MECLABS Conversion Sequence Heuristic ©

The formula for calculating the cost is:

\[ C = 4m + 3v + 2(i-f) - 2a \]

<table>
<thead>
<tr>
<th>Conversion</th>
<th>Motivation</th>
<th>Value Proposition (Clarity)</th>
<th>Incentive</th>
<th>Friction</th>
<th>Anxiety</th>
</tr>
</thead>
</table>

- **VALUE**: 4m + 3v
- **COST**: 2(i-f) - 2a
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]
DESIGN FRICTION.
DESIGN MUST SERVE A PURPOSE, NOT JUST LOOK NICE.
REMOVE ANY/ALL DISTRACTING LINKS AND CONFLICTING CALLS TO ACTION.
Unnecessary Links & Distractions

**MENU & NAVIGATION DISTRACTION?**
- Yes: 75%
- No: 25%

**MULTIPLE CALLS TO ACTION?**
- Yes: 46%
- No: 54%

Source: The Canadian Online Fundraising Scorecard
Experiment

FROM THIS

TO THIS

195% In Donations
Experiment

FROM THIS

TO THIS

5.5% In Donations
DECISION FRICITION.
Optimizing Donation Pages

NOT This

BUT This

14.4% In Donations
TRY SIMPLIFYING THE OPTIONS AVAILABLE FOR DONORS AND NUDGE THEM TOWARDS ONE.
USE SUPPORTING **IMAGES** SPARINGLY AND **VIDEOS** EVEN LESS SO.
Experiment A B

81% In Donations
Experiment

A

A Special Story of Hope this Christmas

A Message from Buckner President, Mark L. Rayu

As we celebrate the holiday season, we are reminded of the incredible impact we can make in the lives of children and families. Today, you have the opportunity to support our mission and make a difference in the lives of those in need.

By making a donation today, you will be helping to provide essential resources to children and families who are facing challenges. Your generosity will empower us to continue our work and make a meaningful impact in our community.

Please make a gift using the secure form below:

Donation Information

$5.00 $10.00 $25.00

B

A Special Story of Hope this Christmas

A Message from Buckner President, Mark L. Rayu

As we celebrate the holiday season, we are reminded of the incredible impact we can make in the lives of children and families. Today, you have the opportunity to support our mission and make a difference in the lives of those in need.

By making a donation today, you will be helping to provide essential resources to children and families who are facing challenges. Your generosity will empower us to continue our work and make a meaningful impact in our community.

Please make a gift using the secure form below:

Donation Information

$5.00 $10.00 $25.00

560% In Donations
DESIGN IS THE DEVIL!
DESIGN IS THE DEVIL!
Remember This?

FROM THIS

TO THIS

20.5% In Revenue/Visitor
Or This?

FROM THIS

TO THIS

Your Gift Matters
As we count down to the end of 2014, help us reach our $1.2 million goal with a tribute donation.

Give to CaringBridge
Donation Amount

Your Gift Matters

Give to CaringBridge
Donation Amount

68.1% In Donations
Experiment

FROM THIS

TO THIS

63.1% In Donations
TRY REPLACING LITTLE, RADIO BUTTONS.
QUICK NOTE ON MOBILE.
FORM FRICTION.
REMOVE **UNNECESSARY** AND LIMIT **REQUIRED** FORM FIELDS.
Experiment

FROM THIS

TO THIS

50.6% in Revenue
GROUP FORM FIELDS HORIZONTALLY.
Experiment

FROM THIS

TO THIS

39.4% In Donations
REMOVE UNCESSARY STEPS IN THE DONATION PROCESS.
Experiment

FROM THIS

TO THIS

Straight to Thank You Page

176% In Donations
Experiment

From This

BECOME A MEMBER OF OUR GROWING MOVEMENT TODAY!

Choose Your Donation Level

One-time Gift  Monthly Gift

MRC Basic Membership: DOUBLE your IMPACT!

With your membership gift, you will receive a free copy of our monthly newsletter, the Watchdog, and get updates of what your membership is helping accomplish.

65.3%

65.3% In Donations

To This
TRY REMOVING ADDITIONAL PAYMENT METHODS.
The MECLABS Conversion Sequence Heuristic ©

\[ C = 4m + 3v + 2(i-f) - 2a \]
IS THIS ORGANIZATION TRUSTWORTHY?
IS MY INFORMATION SECURE?
IS THIS DONATION PAGE SECURE?
ADD YOUR CHARITABLE REGISTRATION NUMBER AND PRIVACY POLICY.
Do They Have Their Charitable Registration Number On The Donation Page?

Source: The Canadian Online Fundraising Scorecard

No 39%
Yes 61%
Is There The Presence Of A Privacy Policy?

- Yes: 67%
- No: 33%

Source: The Canadian Online Fundraising Scorecard
SHOW DONORS THEIR INFORMATION IS SECURE.
Experiment

From This

To This

9.5% In Donations
REINFORCE YOUR MESSAGE AT THE TIME OF FINAL DECISION.
Experiment

FROM THIS

TO THIS

31.3% In Donations
FRICTION IS A CHOICE!
PUTTING IT ALL TOGETHER.
Remember this page?

Donate to the Leadership Institute
Your generous tax-deductible support equips conservative activists with the tools to make a difference.

Your Information
- Title: [Choose from list]
- First Name: [First Name]
- Last Name: [Last Name]
- Address Line 1: [Enter Address]
- Address Line 2 (Optional): [Enter Address]
- City: [Enter City]
- State: [Choose from list]
- Zip Code: [Enter Zip Code]
- Phone: [Enter Phone Number]
- Email: [Enter Email Address]

Your Contribution
- $25
- $50
- $100
- $250
- $500
- $1,000
- Other:

Make this contribution:
- One time
- Monthly

Your Payment Information
- Card Number: [Enter Card Number]
- CSC: [Enter CSC]
- Expiration (MM/YY): [Enter Expiration]

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:

Leadership Institute
150 North Highland Street
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5123 (LEAD), or (703) 247-4000 if outside the U.S.

Individuals retain the right to remove their names and contact information from donor lists the Leadership Institute trades or shares. Please call 1 (800) 827-5123 for more information.
Main Message

- Little to no copy at all.
- Not even transition-to-action copy
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It’s not enough for conservatives to have good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Main Message

• Little to no copy at all.
• Not even transition-to-action copy
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to have good ideas, we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Template Design

• Header links
• Delayed giving options
• Horizontal form approach
• Small button approach
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to have good ideas, we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- Small button approach
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to know good ideas; we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Template Design

• Header links
• Delayed giving options
• Horizontal form approach
• Small button approach
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas; we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Template Design

- Header links
- Delayed giving options
- Side by side form approach
- Small button approach
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to know good ideas; we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses. With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- Small button approach
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

---

**Template Design**

- Header links
- Delayed giving options
- Horizontal form approach
- **Small button approach**
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to know good ideas; we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It’s not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Donation Selection

• Amount of options
• Pre-selected default
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Donation Selection
• Amount of options
• Pre-selected default
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Donate to the Leadership Institute

The Leadership Institute is America’s #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It’s not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Contribution

$50  $100  $250

Other Gift Amount:

Make this a recurring donation of $30 per month.

Your Information

Title: First Name: Last Name:

Address Line 1:
Address Line 2:
Address Line 3 (optional):

City: State: Zip Code:

Phone: Email:

Your Payment Information

Card Number:

CVV: Expiration (MM/YY):

what's this?
Leadership Institute graduates and supporters understand that political success over time is
determined by the number and effectiveness of conservative activists.

It’s not enough for conservatives to know good ideas, we must contend for them in the public
sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get
involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to
leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward
socialism and head toward our founding principles of limited government, free markets, and
individual liberty, and traditional social values.

**Personal Info Input**

- **Required Phone**
- **Unnecessary fields**
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Your Contribution

$30

$100

$250

Other Gift Amount:

Make this a recurring donation of $30 per month.

Billing Information

First Name

Last Name

Email Address:

Country:

United States

Address:

City:

State/Province:

Zip/Postal Code:

Phone (Optional):

Your Payment Information

Credit Card:

CVV:

Expiration Date (MM/YY):

Card Type:

Cardholder:

Name on Card:

Address on Card:
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It's not enough for conservatives to know good ideas, we must contend for them in the public sphere. Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics. And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses. With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.

Support Message

• No security reinforcement
• Unnecessary CAPTCHA widget
Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists. It’s not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you’ll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, and individual liberty, and traditional social values.
The End Result

ORIGINAL

135% In Donations

87% In Average Gift

340% In Revenue
Quick Summary

• Who is the visitor, why are they on your page, and where did they come from (motivation)?
• Line up your message to align most likely using copy (value proposition)
  • General = Incisive and inclusive
  • Campaign = Continue message and add incentives/urgency
• Reinforce your message throughout the page and donation process
  • Secondary headline, below the donate button
• Reduce distractions and options (friction)
• Eliminate unnecessary form fields and steps (friction)
• Add key trust elements (anxiety)
GO DEEPER.
How can you improve your donation page?

Discover 19 elements of your donation page that you can test, optimize, and improve to raise more money online.

Optimize your donation page

Every nonprofit that accepts online donations has a general donation page. But there are so many best practices floating around that it can be hard to identify exactly how to craft your donation page.

- How long should it be?
- Should I use a video?
- How much information is too much to ask for?
Donation & Landing Page Optimization Course (FREE)

350+ DONATION PAGE EXPERIMENTS

COURSES.NEXTAFTER.COM
Free Resources, Guides, Tools, & Webinars.
THANK YOU!