

# ~~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

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinois already has the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents - people like you - that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

**That is why we created IllinoisPolicy.org.**

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

**You can keep Illinois Policy as your source of unbiased news by making a gift today.**

Select Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

B

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story

Select Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW



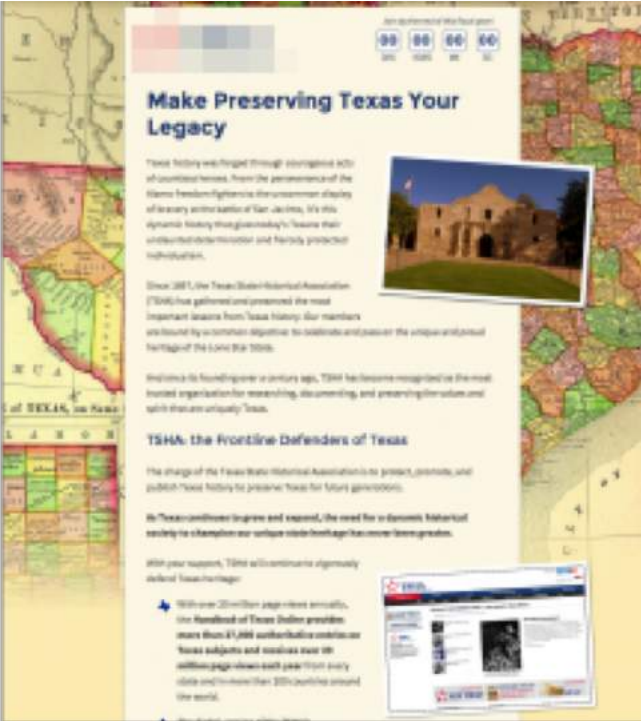
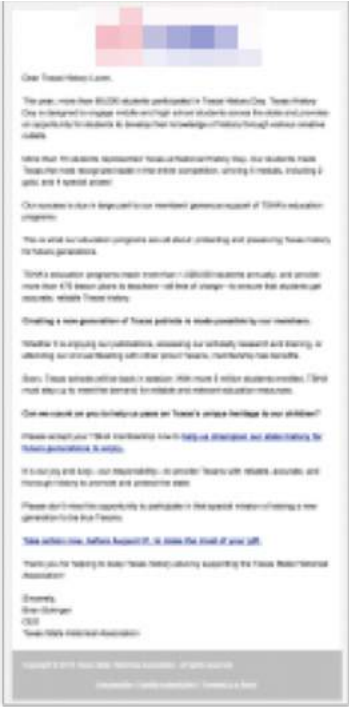
150.2%

In Conversion Rate

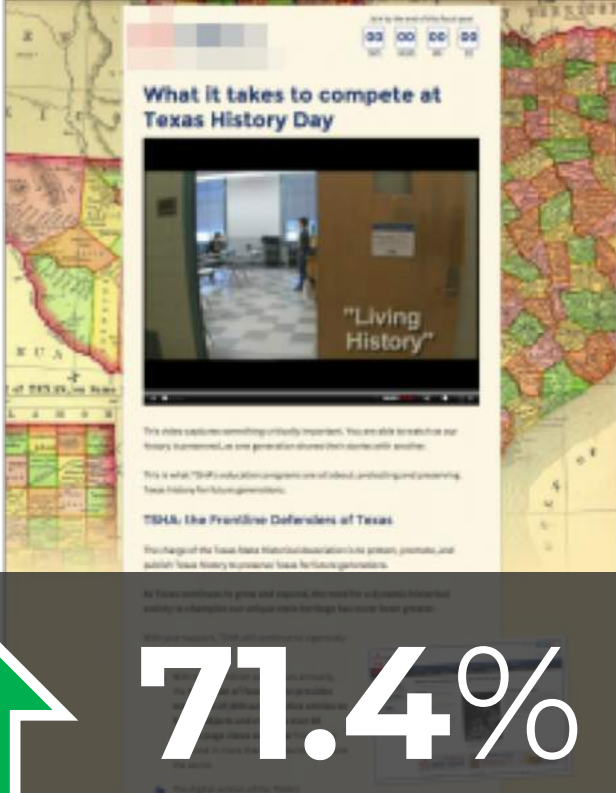


# Experiment

A



B

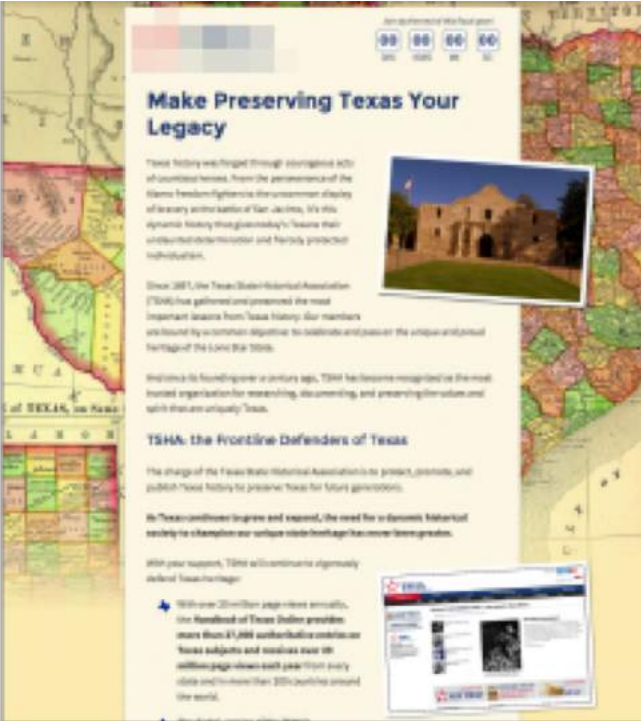
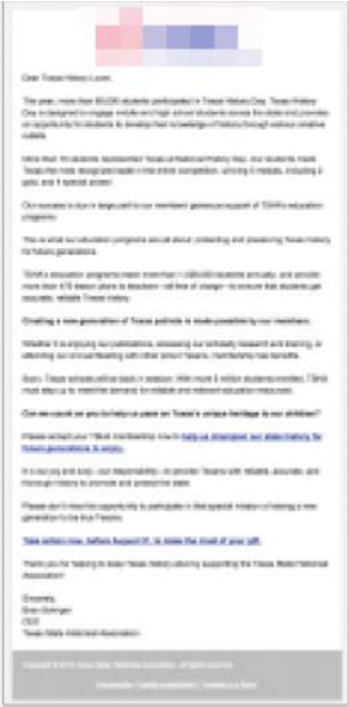


71.4%

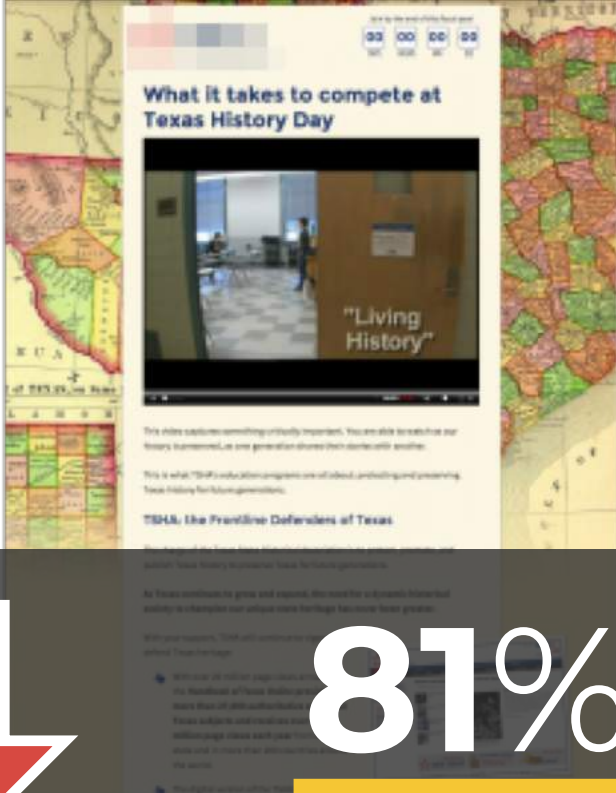
In Clickthrough Rate

# Experiment

A



B



81%

In Donations

# Experiment



135%

In Donations



87%

In Average Gift



340%

In Revenue

B

LEADERSHIP INSTITUTE

About Training Campus Career Resources Donate Login

### 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: Last Name:

Address Line 1:  
Address Line 1

Address Line 2 (Optional):  
Address Line 2 (optional)

City: State: Zip Code:

City: Choose from list Zip Code

Phone:  
Phone Number

Email:  
Email Address

#### Your Contribution

**\$25** \$50 \$100 \$250 \$500 \$1,000

Other:

Make this contribution:  
**One time** Monthly

#### Your Payment Information

Card Number:  
Credit Card #

CSC: Expiration (MM/YY):

CSC: MM / YY

what's this?

VISA MASTERCARD AMERICAN EXPRESS

☐ I'm not a robot

Donation

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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.



HOW'D Y'ALL DO?





YOUR INSTINCTS ARE  
OFTEN **WRONG.**

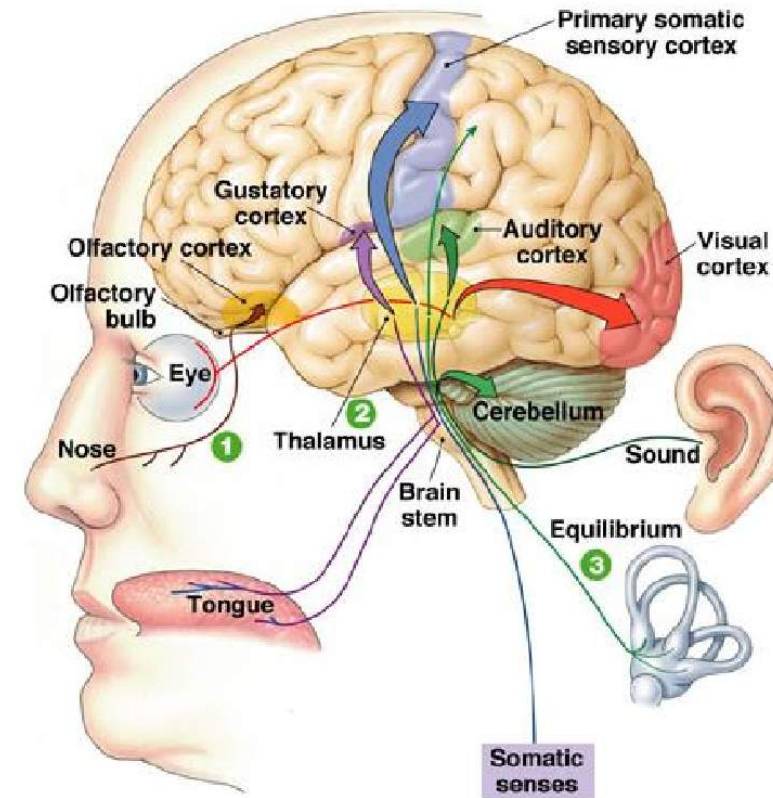


DONORS DON'T KNOW **WHY**  
THEY DO WHAT THEY DO.



# 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.



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

Fig. 10-4

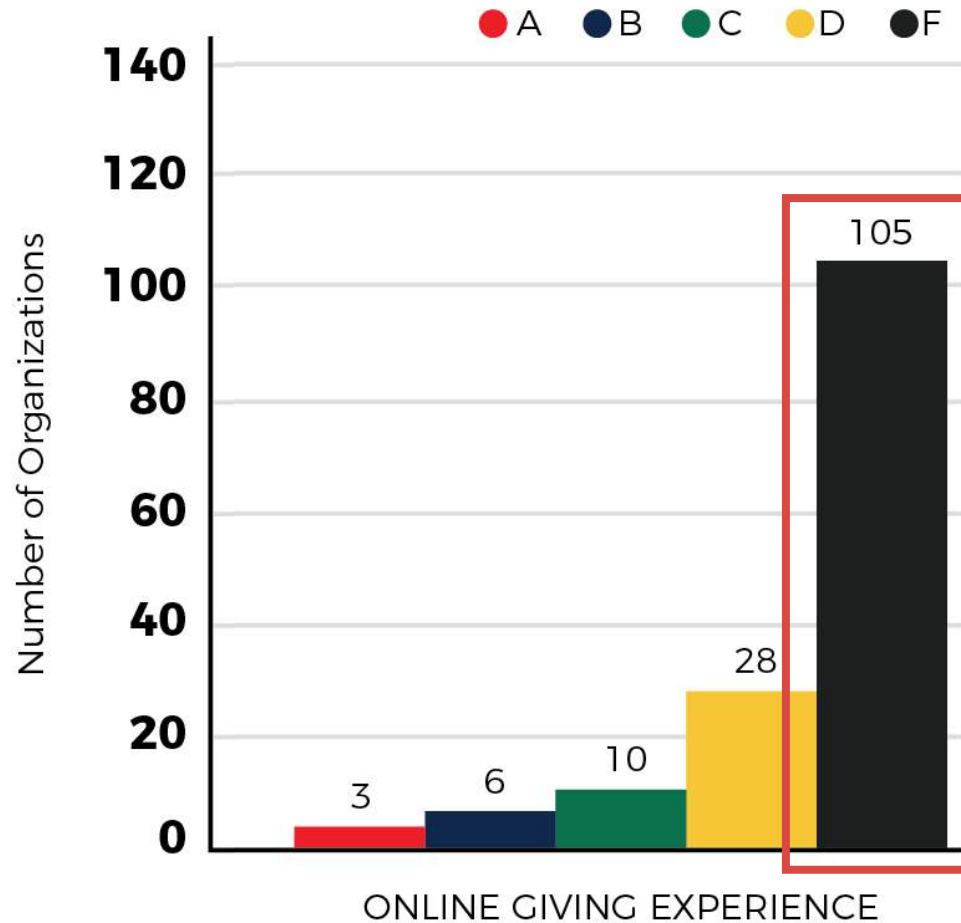
Source: Mlodinow, Leonard. (2012) Subliminal: How Your Unconscious Mind Rules Your Behavior. Pantheon Books.



**EVERYONE** HAS ROOM TO  
IMPROVE AND OPTIMIZE.



# Overall Giving Experience Score (Raw)



# By the End of Today...

## FROM THIS

LEADERSHIP  
INSTITUTE

[About](#)[Training](#)[Campus](#)[Career](#)[Resources](#)[Donate](#)[Login](#)

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 **E** ▾

First Name:  
First Name

Last Name:  
Last Name

Address Line 1:  
Address Line 1

Address Line 2 (Optional):  
Address Line 2 (optional)

City:  
City

State:  
Choose from list ▾

Zip Code:  
Zip Code

Phone:  
Phone Number

Email:  
Email Address

Your Contribution

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Make this contribution:

One Time

Monthly

Your Payment Information

Card Number:  
Credit Card #

CSC:  
CSC

Expiration (MM/YY):  
MM / YY

what's this?


VISA

MasterCard

Discover

Amex

☐ I'm not a robot



Donate

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:  
Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.

## TO THIS

LEADERSHIP  
INSTITUTE

[Other Ways to Give ▾](#)

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, individual liberty, and traditional social values.

Your Donation

\$50

\$100

\$250

\$  Other Gift Amount

☐ Make this a recurring donation of \$100 per month.

Billing Information

First Name:

Last Name:

Email Address:

Country:  
United States ▾

Address:

City:

State / Province:

Zip / Postal Code:

Phone (Optional):

Credit Card Information

Card Number:

CVV:

Exp. Month:  
04


Exp. Year:  
2018

Make My Gift






# Based on Applied Research

1,200+  
EXPERIMENTS

NEXTAFTER.COM/RESEARCH

[Research](#) | [Courses](#) | [Resources](#) | [Events](#) | [About Us](#) | [Contact Us](#) | [Blog](#)

Share



## How the design of a donation page and value proposition affect donor conversion

Experiment ID: #8808

### Leadership Institute

#### Experiment Summary

Timeframe: 3/26/2018 - 4/9/2018

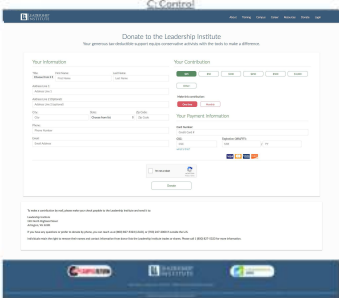
Leadership Institute saw less than optimal conversion on their donation pages. A review of their main donation page, as well as the donation page for one of their program websites showed that they had minimal value proposition copy, a wide layout, and a two-column form that required a CAPTCHA to complete. They built a new donation microsite that radically streamlined and reordered the donation process, added value proposition copy, removed the required CAPTCHA.

They split traffic between their two main donation pages to determine the impact of this new donation microsite on giving.

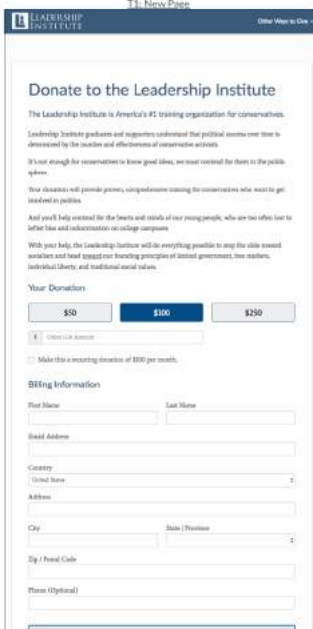
#### Research Question

How will a radical redesign of the donation template affect donations?


#### Design



Control



New Design



# 1,200+ EXPERIMENTS

Your Information  
 Name: [First Name] [Last Name]  
 Email: [Email]  
 Phone: [Phone]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Organization  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Contact Information  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Payment Information  
 Card Type: [Card Type]  
 Card Number: [Card Number]  
 Expiration Date: [Expiration Date]  
 Security Code: [Security Code]  
 Billing Address: [Billing Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Donation  
 Amount: [Amount]  
 Frequency: [Frequency]  
 Start Date: [Start Date]  
 End Date: [End Date]  
 Comments: [Comments]  
 Submit

Your Information  
 Name: [First Name] [Last Name]  
 Email: [Email]  
 Phone: [Phone]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Organization  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Contact Information  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Payment Information  
 Card Type: [Card Type]  
 Card Number: [Card Number]  
 Expiration Date: [Expiration Date]  
 Security Code: [Security Code]  
 Billing Address: [Billing Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Donation  
 Amount: [Amount]  
 Frequency: [Frequency]  
 Start Date: [Start Date]  
 End Date: [End Date]  
 Comments: [Comments]  
 Submit

Your Information  
 Name: [First Name] [Last Name]  
 Email: [Email]  
 Phone: [Phone]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Organization  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Contact Information  
 Name: [Name]  
 Address: [Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Payment Information  
 Card Type: [Card Type]  
 Card Number: [Card Number]  
 Expiration Date: [Expiration Date]  
 Security Code: [Security Code]  
 Billing Address: [Billing Address]  
 City: [City] State: [State] Zip: [Zip]  
 Country: [Country]  
 Your Donation  
 Amount: [Amount]  
 Frequency: [Frequency]  
 Start Date: [Start Date]  
 End Date: [End Date]  
 Comments: [Comments]  
 Submit

Treatment Name		Conc. Rate	Relative Difference	Confidence	Average Gift
C:	Control	3.0%			\$50.00
T1:	New Page	7.1%	134.7%	95.8%	\$93.75



0% increase in traffic  
 × 134.7% increase in conversion rate  
 × 87.5% increase in average gift

---

340.1% increase in revenue



# From Full (Free) Course

## 350+ DONATION PAGE EXPERIMENTS

COURSES.NEXTAFTER.COM

### 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 find their way, they're most often going to leave your site with 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 non-profit 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



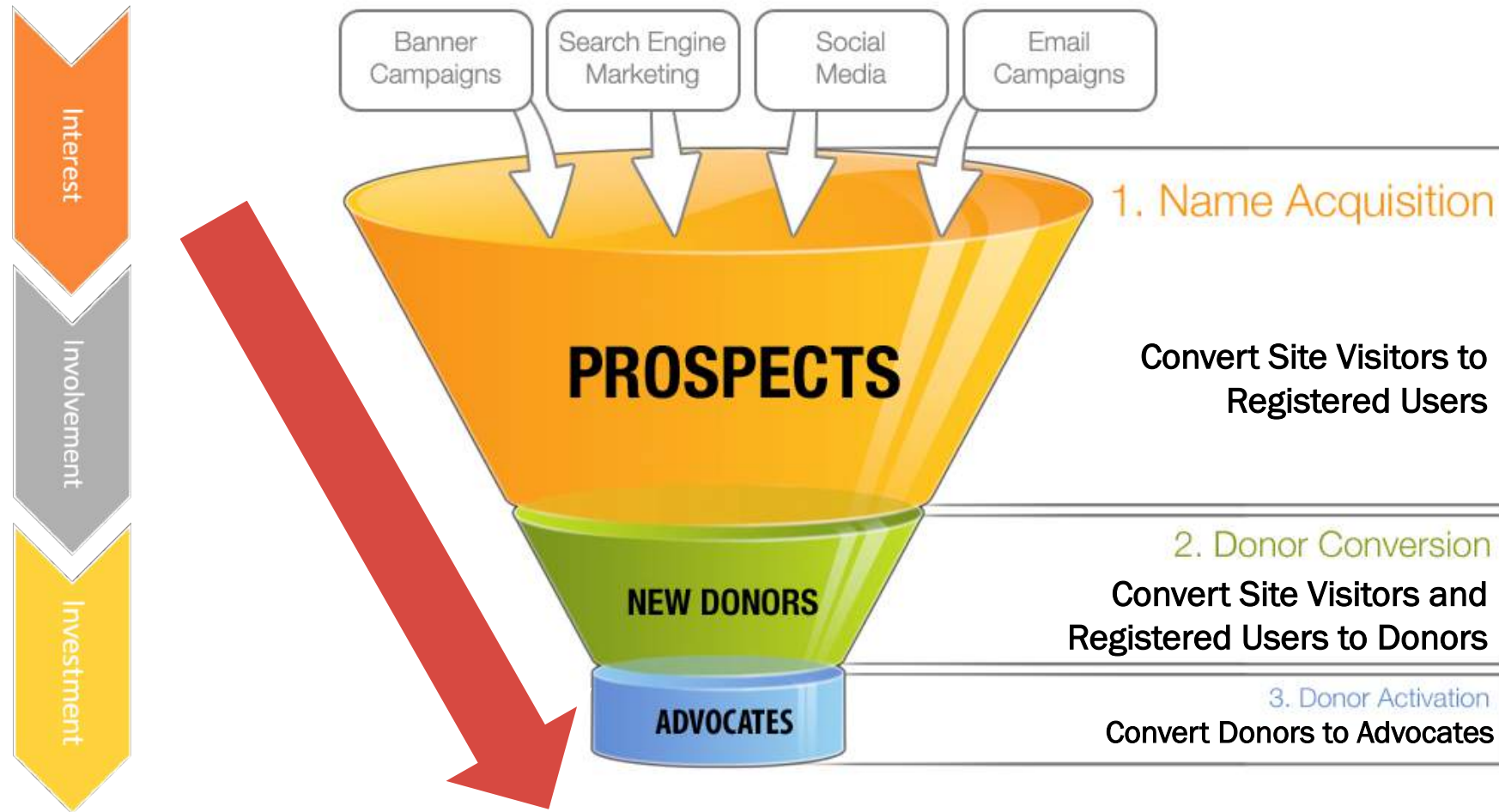
#### Session 2



# KEY FRAMEWORK



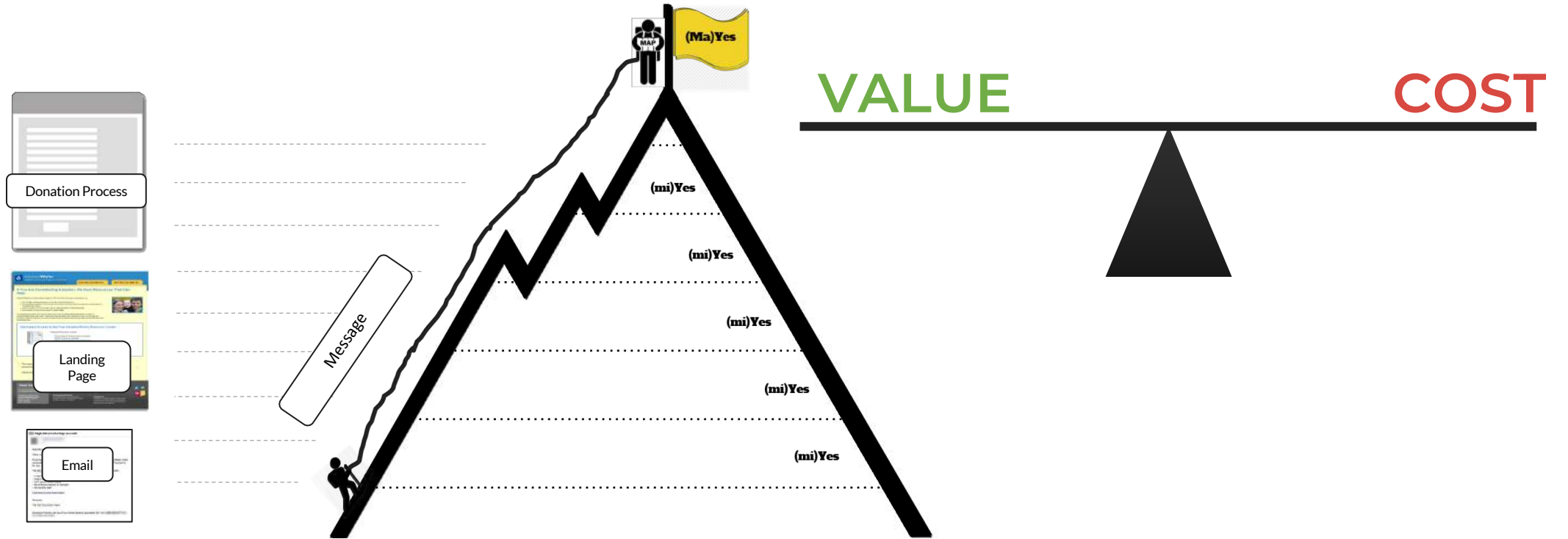
# It's Not a Donor Funnel...



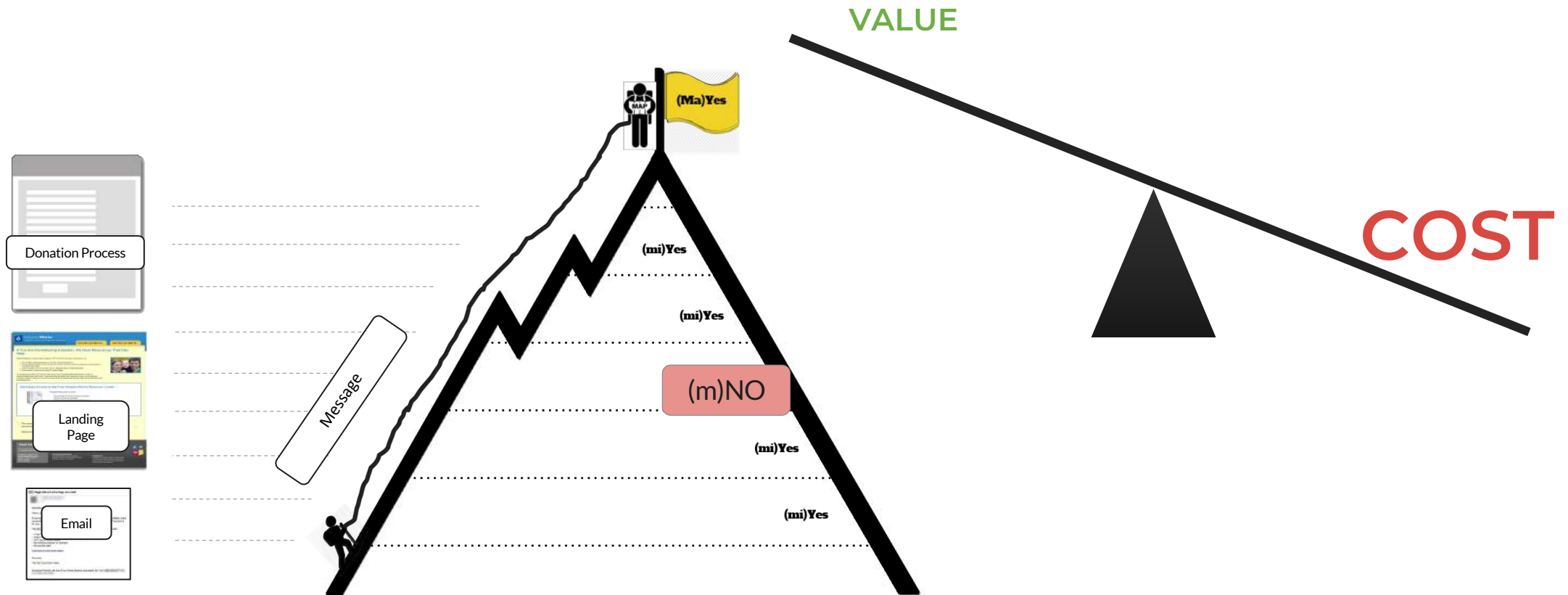
# It's a Donor Mountain



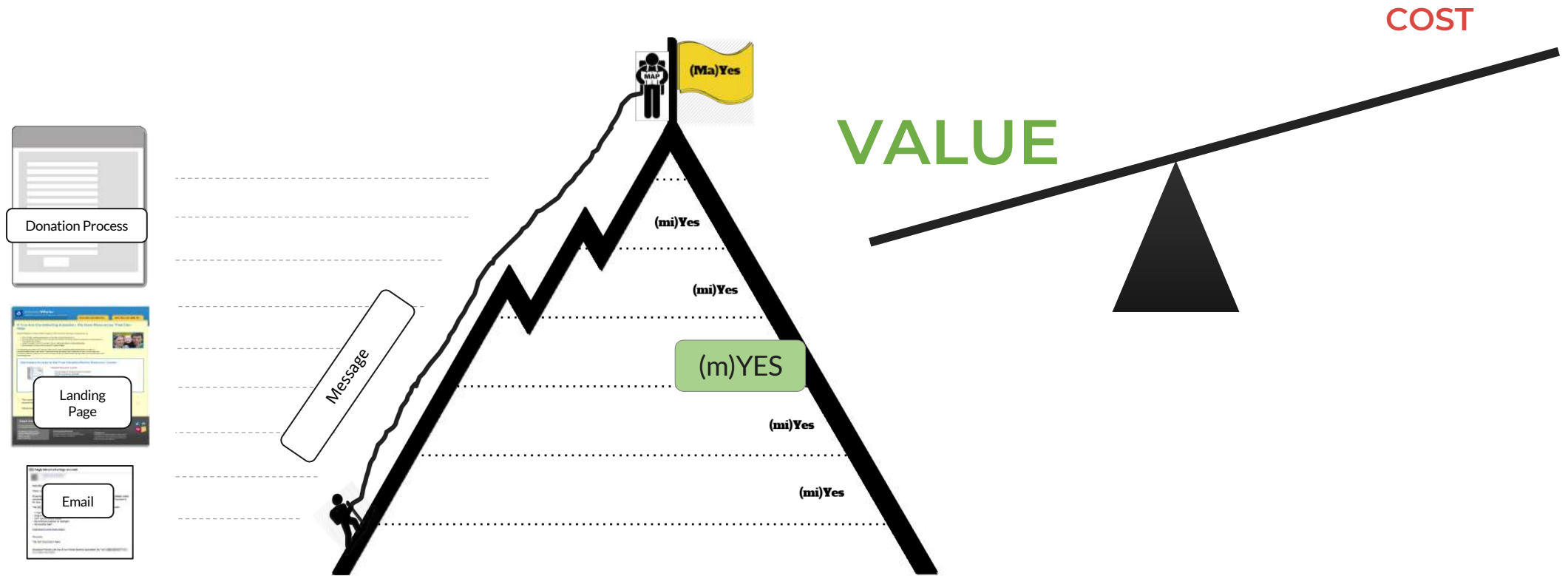
# Optimizing Each Micro-Yes



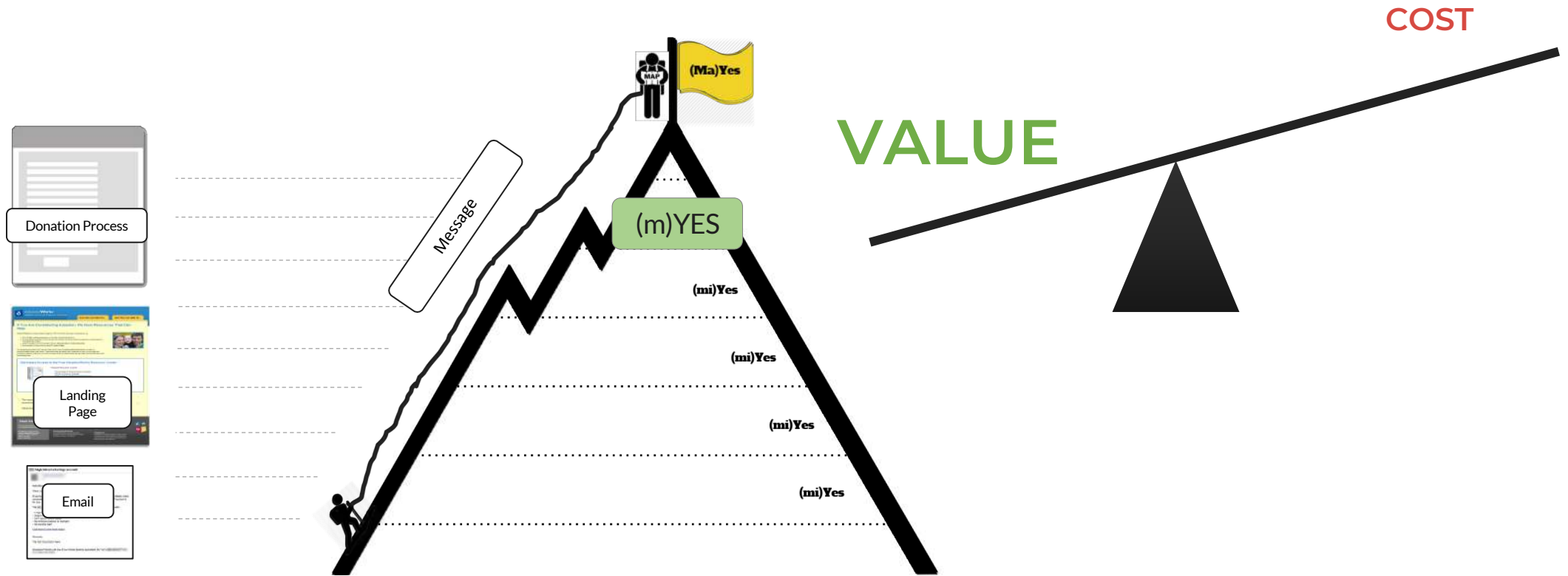
# Optimizing Each Micro-Yes



# Optimizing Each Micro-Yes



# Optimizing Each Micro-Yes





VALUE

COST

The MECLABS Conversion Sequence Heuristic ©

FOR EXAMPLE.

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

VALUE

COST

The MECLABS Conversion Sequence Heuristic ©

WHO ARE THEY?

WHERE DID THEY COME FROM?

WHY ARE THEY HERE?

$$C = 44n + 3v + 2(f + a) - 2a$$

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

# VALUE

# COST

## 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

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Getting the unbiased truth

Illinois already has the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents - people like you - that the only way to fix these problems is through more taxes. **That is simply not true.**

At the Illinois Policy Institute, we believe in the old adage that knowledge is power. To spur change, to get Illinois back on a more prosperous path, we need to make sure that families in Illinois receive accurate and actionable information.

**That is why we created IllinoisPolicy.org.**

This website is an unbiased source of what is happening across the state. We are putting out the truth that lawmakers don't want people to have. We are finding the stories the legacy media aren't reporting. **And we are doing all of this for people like you.**

But we must rely on the people we serve. We depend on the support of individuals like you.

**You can keep Illinois Policy as your source of unbiased news by making a gift today.**

Select Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

B

OUR STORY / YOUR STORY / POLICY CENTER / TAKE ACTION

ILLINOIS' COMEBACK STORY STARTS HERE

Together, we're writing the next chapter of Illinois' comeback story

Select Donation Amount

\$35 \$50 \$100 \$250

Other Amount

Donor Information

Cardholders Name

Address Address 2

City

Illinois Zip

Email

Phone

Payment Information

Visa, Mastercard or American Express Number

Month Year Security Code

GIVE NOW

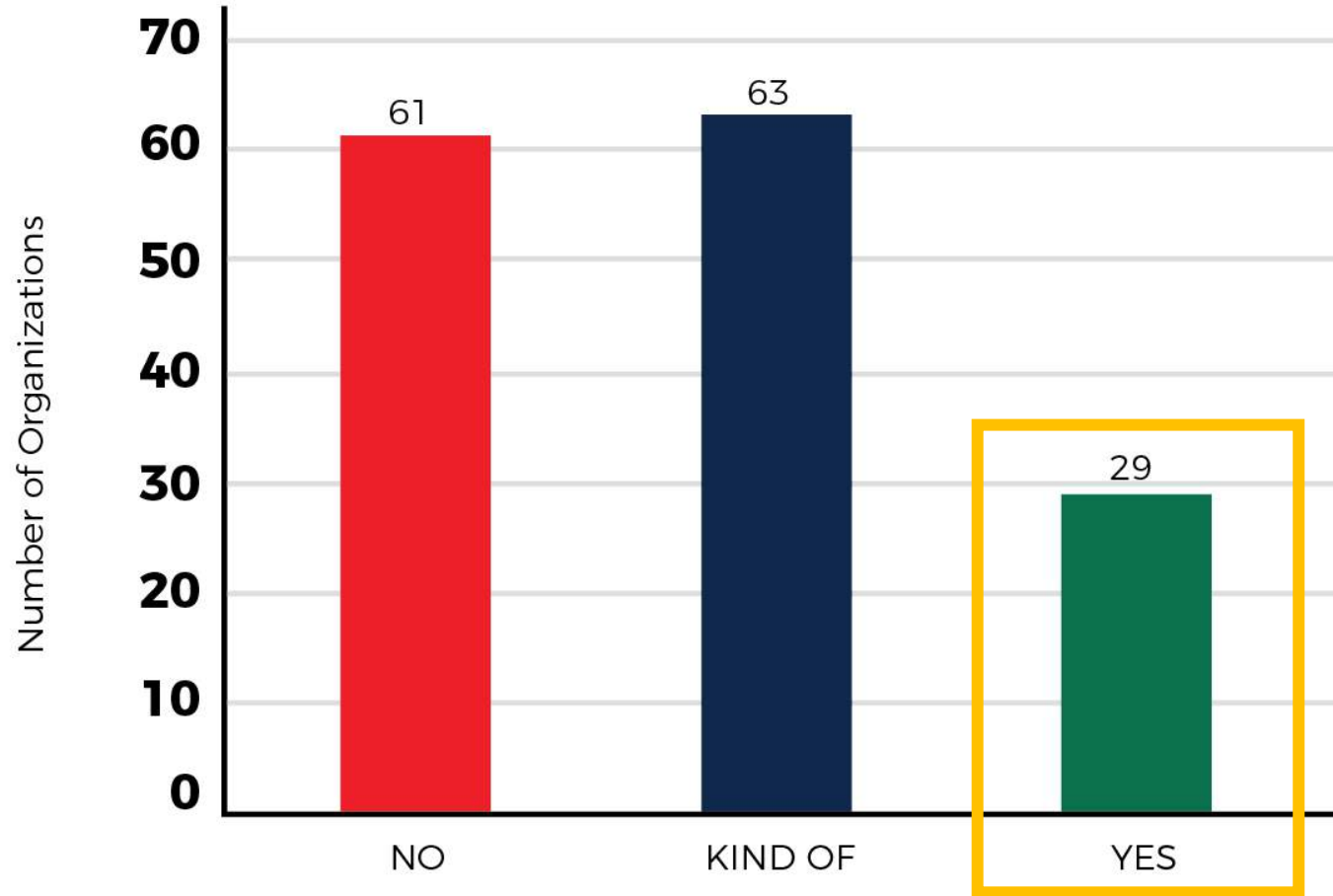


150.2%


In Conversion Rate



# Does The Donation Page Convey A Strong Value Proposition?



# Some Not So Good



**GIVE: WHERE NEEDED MOST**

**ENTER AMOUNT OF DONATION**

AMOUNT: \$

**SELECT THE TYPE OF GIFT**

TIP: A recurring gift is preauthorized donation repeating monthly.

IS THIS A RECURRING GIFT? ☒ NO ☐ YES

[Next](#)

U.S. RESIDENT? DONATE HERE

NEW NY STATE

**ADD DONATION to STAFF**

**ADD DONATION to CAMPUS**

**ADD DONATION to CAMP**

**ADD DONATION to MISSIONS**

**GIVE WHERE NEEDED MOST**

**CORPORATE DONATIONS**

**Support Our Ministry Partners**

**IFES**

**LINKS**

[Privacy Policy](#)

[Accessibility](#)

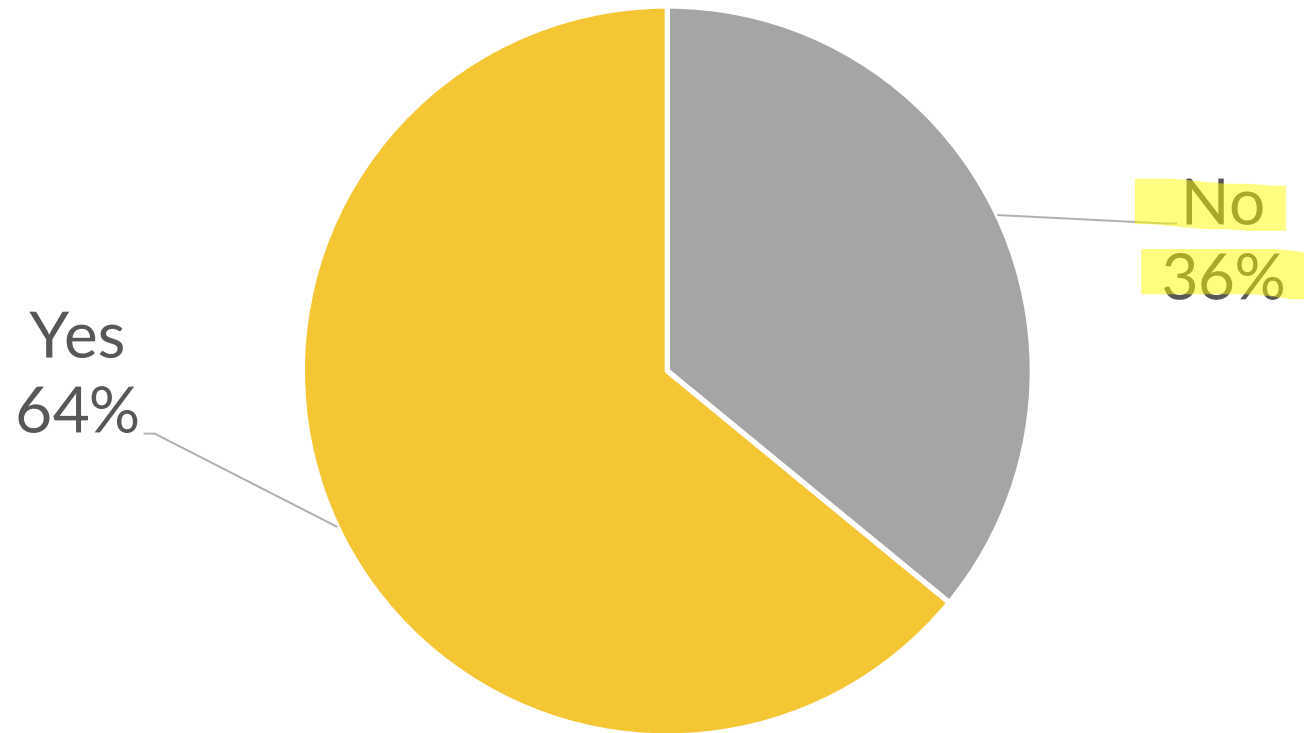
[Terms of Use](#)

[Donation Policy](#)

Copyright 2017 Inter-Varsity Christian Fellowship of Canada. All rights reserved.



# Is There More Than One Sentence on the Donation Page?





# Will People Read?

NOT THIS



BUT THIS



146.5%

In Conversion Rate

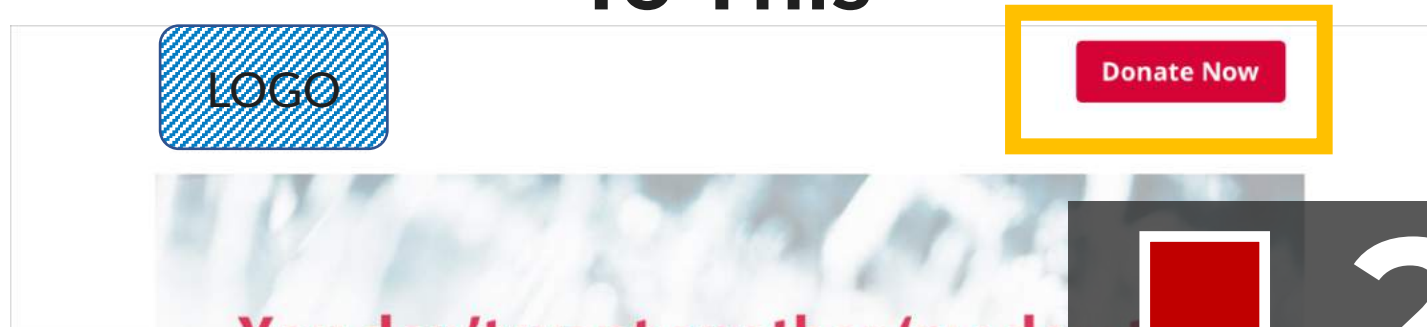


# Experiment

From This



To This



28.2%

In Donations



**TRY ADDING MORE COPY/TEXT  
TO YOUR DONATION PAGES.**



VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

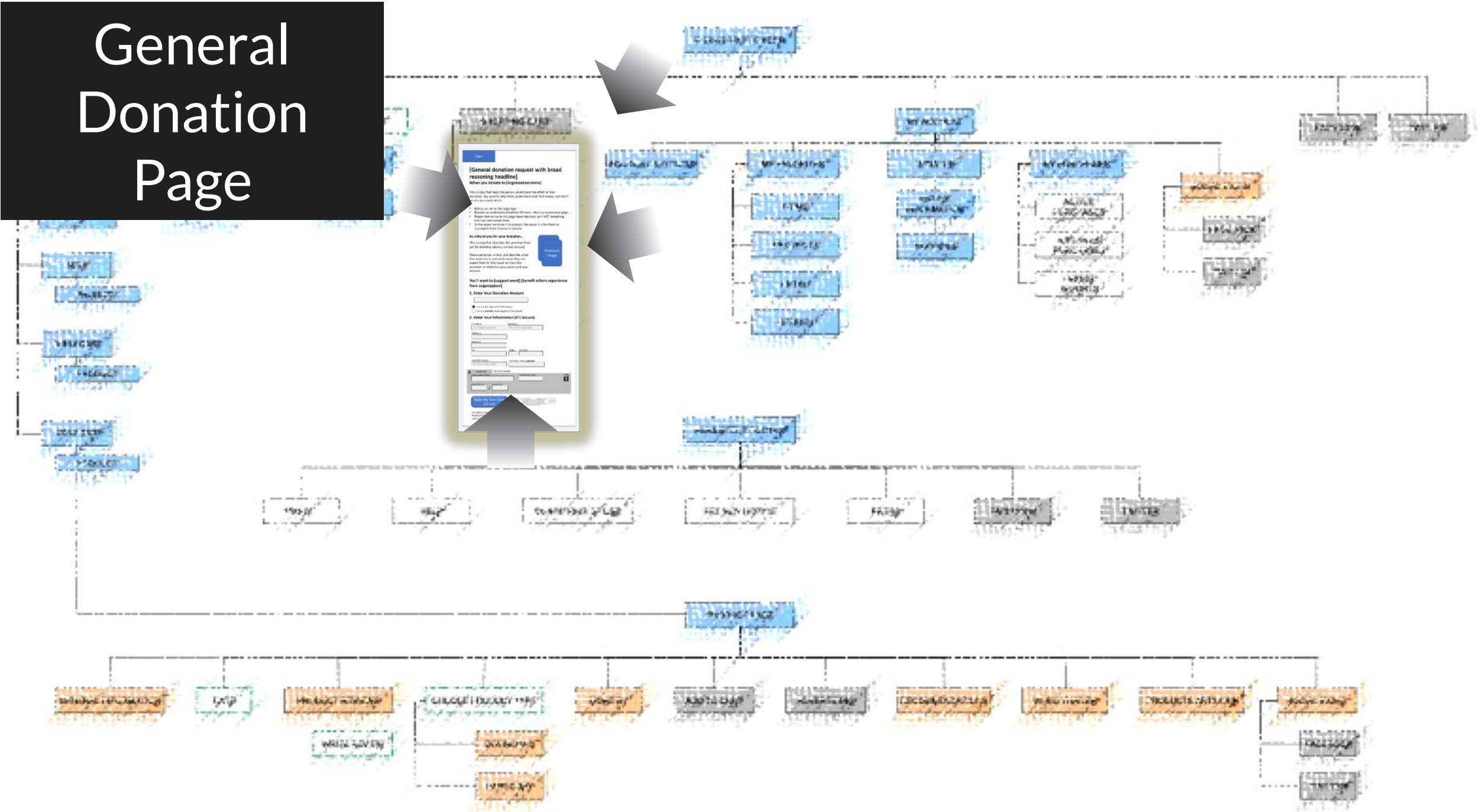
FRICTION

ANXIETY

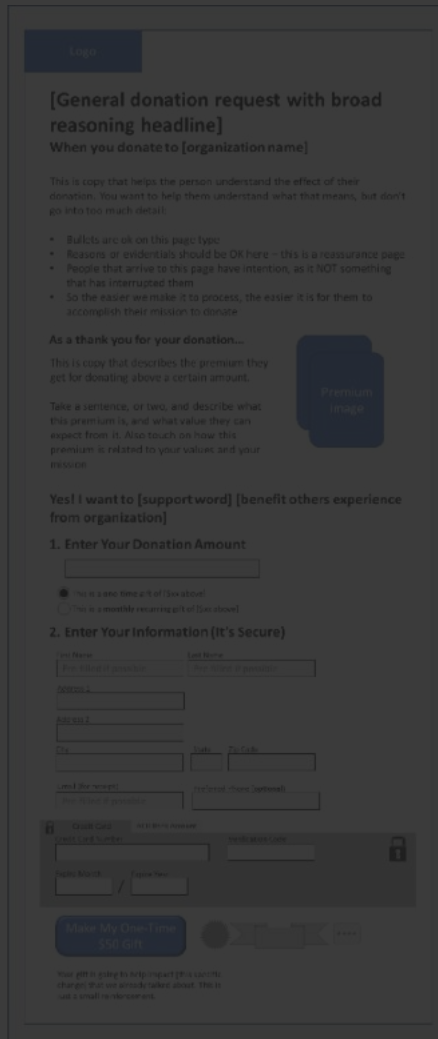
THE **TWO** MAIN TYPES OF  
DONATION PAGES.



# General Donation Page



# General Donation Page



Login

[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 on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it 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 from organization]

1. Enter Your Donation Amount

☒ This is a one-time gift of [tax amount]  
☐ This is a monthly recurring gift of [tax amount]

2. Enter Your Information (It's Secure)

First Name  Last Name   
Email Address  Phone Number   
Address 1   
Address 2   
City  State  Zip Code   
Country  Country Code   
Cardholder Name  Card Number   
Expiration Date  Security Code   
Billing Address  Payment Method

3. Payment

Thank you for your donation!

Your gift is going to help impact [benefit others experience from organization] changes that are already taking place. This is not a small or insignificant.

- 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.

IMAGINE...





# General Donation Page

Logo

[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 on this page type
- Reasons or evidentials should be OK here – this is a reassurance page
- People that arrive to this page have intention, as it 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

Premium image

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

1. Enter Your Donation Amount

☒ This is a one time gift of [box above]

☐ This is a monthly recurring gift of [box above]

2. Enter Your Information (It's Secure)

First Name

Last Name

First Address

Second Address

Address 1

Address 2

City

State

Zip Code

Landline Number

Cell/Work/Other Number

Credit Card

ACH Bank Account

Credit Card Number

Verification Code

Expiry Month

Expiry Year

Make My One-Time \$50 Gift

Your gift is going to help impact this specific changes that we already talked about. This is just a small representation.

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 Jesus. Make your gift to Harvest Ministries today.



30.6%

In Donations

# 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.





# 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 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.

**WHY I'M A HERITAGE MEMBER**

"I am honored to be a member of a team that does not talk but rather acts. You give me hope that we will get our country back. Keep up the good work."

**Larry W. California**

"Being a member of The Heritage Foundation has been a wonderful experience for me. I greatly appreciate the work that is done at Heritage on behalf of the conservative principles and values we share."

**Scott E. California**

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 continue speaking and pushing back the plans of the Washington DC establishment as it has helped pioneer the Reagan Revolution and other conservative responses to the Left.
- Today you enable the Heritage Foundation to funnel the facts that grassroots conservative activists need in order to demolish big government arguments from the Washington establishment.
- And your donations are also helping us educate newly elected and veteran members of Congress to ensure that they keep their campaign promises.

**WHY I'M A HERITAGE MEMBER**

"I am honored to be a member of a team that does not talk but rather acts. You give me hope that we will get our country back. Keep up the good work."

**Larry W. California**

"Being a member of The Heritage Foundation has been a wonderful experience for me. I greatly appreciate the work that is done at Heritage on behalf of the conservative principles and values we share."

**Scott E. California**



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 Heritage Foundation, America's most broadly-supported policy organization, effectively communicates rigorous conservative policy research to Congress and the American people.

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage 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 Washington Post
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years

## To This

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

- More than 500,000 Americans donate to support Heritage's work
- Our more than 100 policy experts and researchers are invited to testify before Congress nearly 40 times a year
- Heritage 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 Washington Post
- Located steps from the Capitol, Heritage has promoted principled solutions for more than 40 years



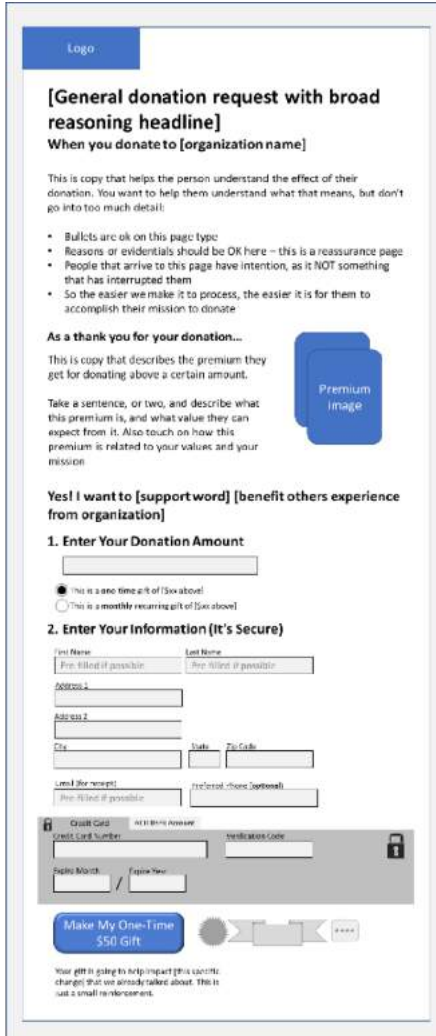
Your donation will advance your principles—free enterprise, limited government, individual freedom, traditional American values, and a strong national defense—at a time when our nation needs these principles most.



**TRY ADDING A SECOND CALL TO  
ACTION HEADLINE.**



# General Donation Page



The screenshot shows a donation form with the following sections:

- Logo**: A blue box with the word "Logo" in white.
- [General donation request with broad reasoning headline]**: A section with a headline and a sub-headline "When you donate to [organization name]".
- This is copy that helps the person understand the effect of their donation.**: A paragraph explaining the purpose of the page.
- Bullets**: A list of four bullet points explaining the purpose of the page.
- As a thank you for your donation...**: A section with a paragraph and a "Premium image" placeholder.
- Yes! I want to [support word] [benefit others experience from organization]**: A section with a headline.
- 1. Enter Your Donation Amount**: A section with a text input field and two radio buttons for "one time gift" and "monthly recurring gift".
- 2. Enter Your Information (It's Secure)**: A section with multiple text input fields for "First Name", "Last Name", "Address 1", "Address 2", "City", "State", "Zip Code", "Email", and "Phone Number".
- Credit Card**: A section with a "Credit Card" label and a "Verify Card" button.
- Make My One-Time \$50 Gift**: A blue button with a "Make My One-Time \$50 Gift" label.
- Your gift is going to help impact this specific change that we already talked about. This is just a small reminder.**: A paragraph at the bottom.

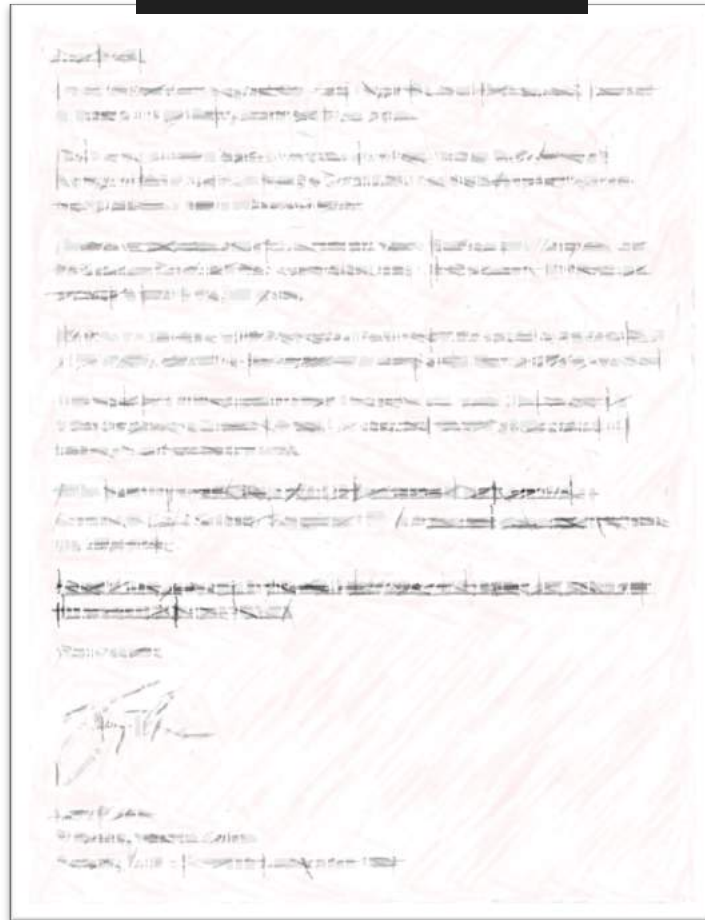
## Message

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





# An Email



# An Ad



Log in

**[Specific campaign benefit others experience from your organization]**

In this first part of the copy, you need to describe the specific situation that your organization is trying to impact. Why are the circumstances? How does the need?

What you are at stake? Make sure that you describe the scenario, you face or all these values that are important to your cause. Make sure as part of that, you cover the all of the elements that are part of the situation.

**But there is a solution... (optional header)**

Next, describe how your organization has overcome the picture the solution how it came into place. In this section, people need to believe that you are truly interested in the scenario by the way you describe it.

Now briefly touch on the impact/result of your organization entering the picture. Before you mention each item, consider a quick sentence (e.g. mentioning) connecting the impact or need for it solution to the entire scenario.

Be careful about using bullets. Some organizations exchange story with it here, but you'll rarely see a donor use a bullet when they tell a story, only business people trying to save others time use that type of approach.

You interrupt someone, and the story format is what is the place draw them in and keep them in.

Next, introduce the donor into the story. If you're reaching for their emotions, to inspire them, then start with a focus on your message. But if you're facing them, and want that as an early start with your "You need your help" type of message.

Now make your gift request. Before you do it, again, you should think if it's okay and in the next step we show that up to you.

If there is a challenge gift, now it's time to ask about it. It's more detail.

100% Done

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

**1. Enter Your Donation Amount**

☒ It's a one-time gift (I'll be back soon, please) ☐ I would like to make this gift today and make it my 1st payment

**2. Enter Your Information (It's Secure)**

First Name  Last Name

Email  Phone

Address  City  State  Zip

Card Number  Card Expiration  Cardholder Name

Cardholder Email  Cardholder Phone

Cardholder Address  Cardholder City  Cardholder State  Cardholder Zip

Cardholder Cardholder Name

# Campaign Donation Page





# 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...

The screenshot shows a donation page layout. At the top is a 'Log In' button. Below it is a header section with the text '[Specific campaign benefit others experience from your organization]'. The main body contains several paragraphs of placeholder text, including 'In the first part of the page, you need to describe the specific situation that your organization is trying to impact...', 'But there is a solution... (optional header)', 'Here briefly touch on the impact/result of your campaign...', 'Be careful about using bullets. Some organizations do prefer bullet points with a bold, but you'll probably use a paragraph with a bold when they tell a story...', 'You introduce concepts, and the story format is what is being done there or how they do it.', 'Next, introduce the donor into the story. If you are asking for their contribution, it might make sense that you will use the name of your campaign. But if you are asking for a small amount that you can use for your 'next small step' type of message.', 'Personalize an impact story, and you will see in the end that it will be a story that is really good to read and to hear.', 'If there is an additional gift, then it is a story that is really good to read and to hear.', followed by a 'Thank you' button. Below this is a section 'Yes! I want to [support word] [benefit others experience from organization]'. The next section is '1. Enter Your Donation Amount' with a radio button for 'I want to make a one-time donation' and a text input field. The following section is '2. Enter Your Information (It's Secure)' with fields for 'First Name', 'Last Name', 'Email Address', 'City', 'State', 'Zip', 'Phone Number', and 'Country'. At the bottom is a 'Donate Now' button and a 'Thank you' message.



# Campaign Donation Page

[Log In](#)

**[Specific campaign benefit others experience from your organization]**

In the first part of the copy, you need to describe the specific situation that your organization is trying to impact. What are the circumstances? How does the world where you are at stake? Make sure that as you describe the situation, you are not at all these values that are important to your cause as part of that, as you cover the other elements that are part of the situation.

**But there is a solution... (optional header)**

Most, don't let your organization be the victim of the problem. Be specific on how it can be solved. Who is the solution, people need to believe that you are truly the solution to the problem.

**Now briefly touch on the impact/result of your organization solving the problem.** Before you start on your story, consider the impact. (It is important to mention the impact or need for the solution in the second section.)

Be careful about using bullets. Some organizations cannot have text here, but you'll rarely see a story for use without when they tell a story. Any business people trying to save others time use that type of approach.

Your interrupted sentence, and the story format is what is helping draw them in and keep them in.

**Next, introduce the donor into the story.** If you are not a top level customer, it might be more than that with a focus on your message. But if you are a top level, you will want that message to be the "the need your help" type of message.

**Now make your gift request.** Reference the gift, again, how much the gift plays out in the message, we don't look up to more.

If there is a challenge gift, we will then look about it further detail.

Amount

Amount

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

**1. Enter Your Donation Amount**

☒ It's a one-time gift to support our cause.  
☐ Yes, I want to make the gift a recurring donation.

**2. Enter Your Information (It's Secure)**

First Name

First Name

Last Name

Last Name

Address

Address

City

City

State

State

Zip

Zip

Phone Number

Phone Number

Card Number

Card Number

Cardholder Name

Cardholder Name

Expiry Date

Expiry Date

CVV

CVV

Save My Donation

Save My Donation

\$50 GIFT

\$50 GIFT

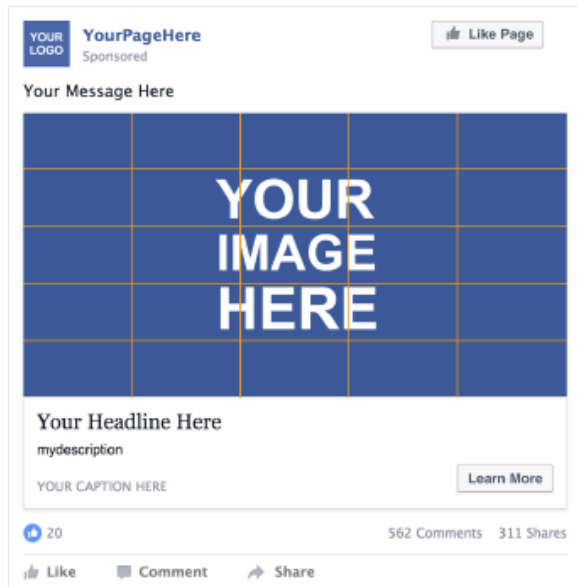
Donate Now

Donate Now

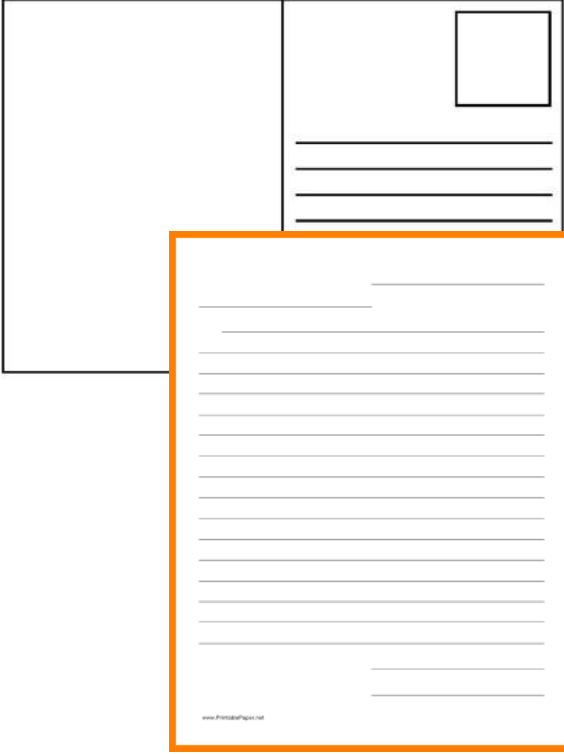
Thank you for making a difference in the lives of others. We will be in touch with you soon.

**CONTINUE THE**  
**CAMPAIGN MESSAGE**





An Ad



Post Card  
or Letter



An Email

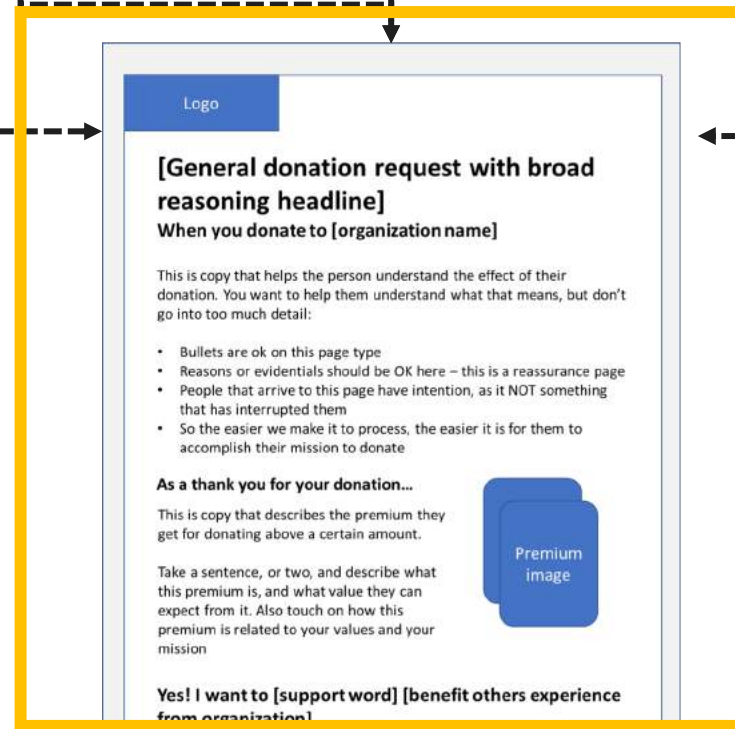




An Ad

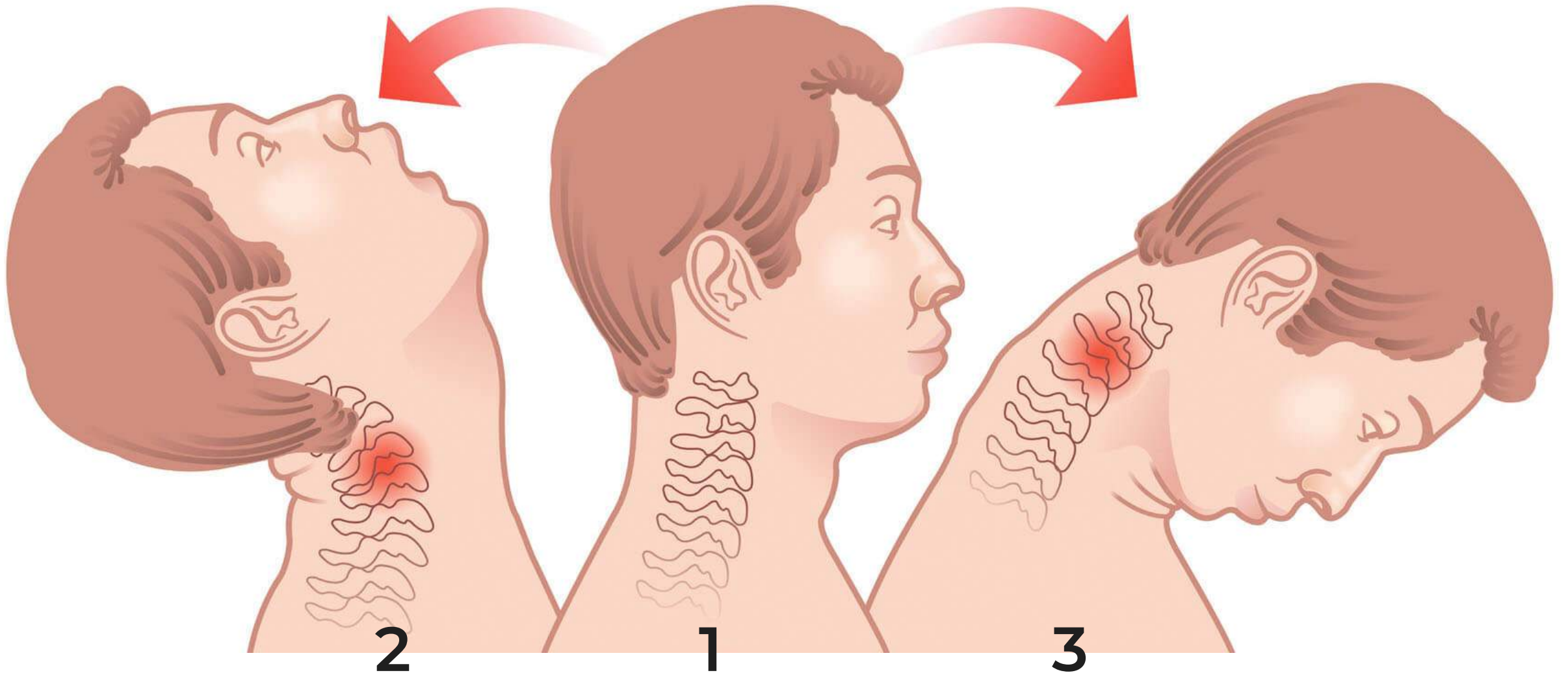
Post Card  
or Letter

An Email





# Whiplash



# Experiment #7176

From Name: Ed Feulner  
From Address: info@heritage.org  
Reply-to: info@heritage.org  
Subject: Telling the truth

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

From Name: Ed Feulner  
From Address: info@heritage.org  
Reply-to: info@heritage.org  
Subject: Telling the truth

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



## 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 have provided 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 #717€

From Name:

From Address:

Reply-to:

Subject:

Ed Feulner

info@heritage.org

info@heritage.org

Telling the truth

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

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 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

Address

# Experiment #717€

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.*

From Name: Ed Feulner  
From Address: info@heritage.org  
Reply-to: info@heritage.org  
Subject: Telling the truth

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](#)



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

From Name: Ed Feulner  
From Address: info@heritage.org  
Reply-to: info@heritage.org  
Subject: Telling the truth

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

## 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 have provided 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 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.**



# Experiment #7176

From Name: Ed Feulner  
From Address: info@heritage.org  
Reply-to: info@heritage.org  
Subject: Telling the truth

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



The Daily Signal

Donate to support The Daily Signal and The Heritage Foundation

The Daily Signal is the most important policy debates cut through the liberal media spin and provide honest and responsible reporting on today's critical issues.

You read The Daily Signal because you believe in straightforward reporting on the principles that made America great: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

The Daily Signal is a project of The Heritage Foundation, a trusted, nonprofit, nonpartisan source of information and analysis for lawmakers and the American people.

Heritage depends on the financial support of more than 500,000 patrons like you to stand up and fight for the principles that make America great. Your deductible contribution to The Heritage Foundation will allow us to build on this momentum in the coming year.

**And when you donate today your gift will be matched dollar-for-dollar by members of The Heritage Foundation's Board of Trustees. Your match quickly. The match only lasts until August 15 at midnight.**

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. And it will help get The Daily Signal reporting out to key government officials and the American people.

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

Your Donation

\$25

\$50

\$100

\$

Other Gift

272%

In Donations

+

40%

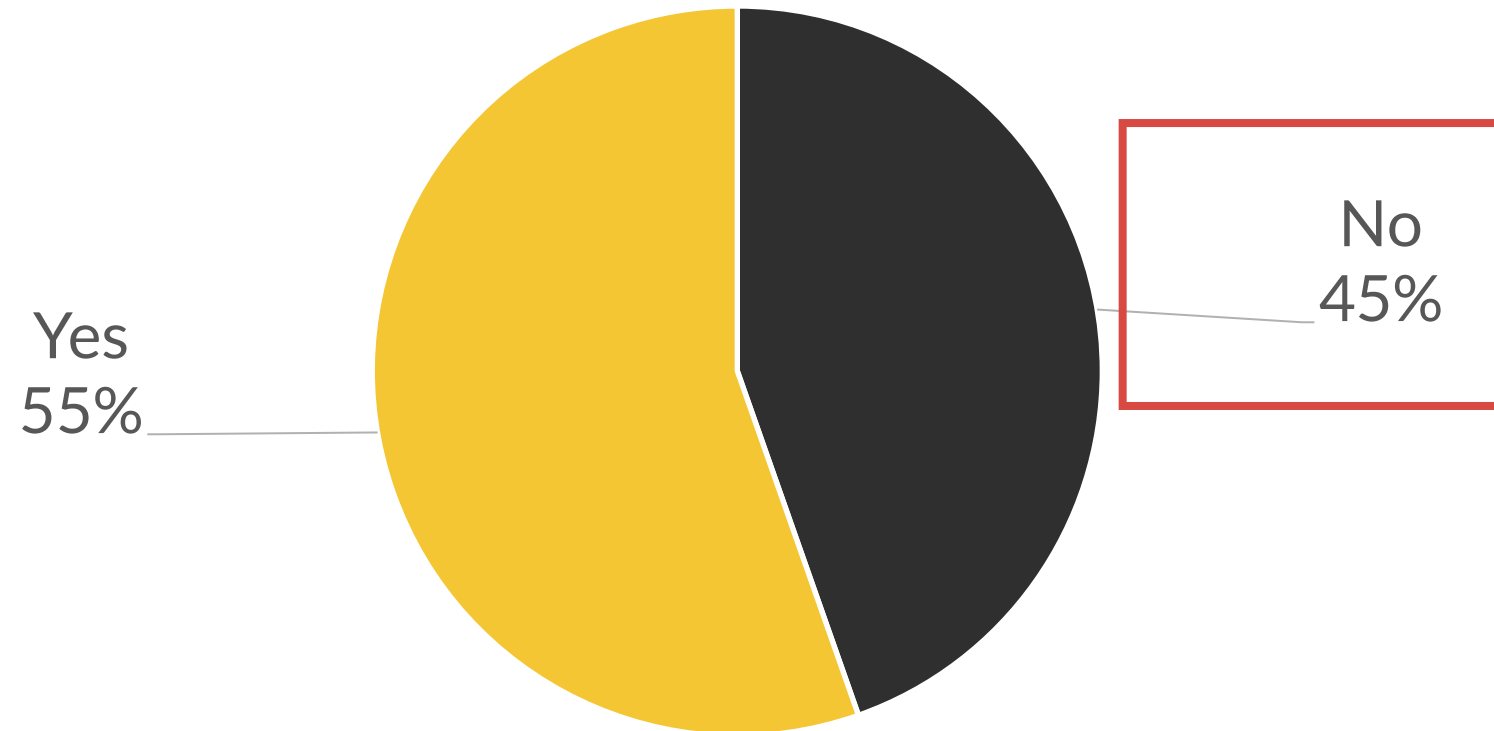
In Average Gift

=

420%

In Revenue

# Is There Congruency Between The Message Communicated In The Email And The Copy Of The Landing Page?



**CREATE A SPECIAL DONATION PAGE FOR  
EACH UNIQUE MESSAGE OR OFFER.**



USE AND LEVERAGE  
INCENTIVES AND URGENCY.





VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

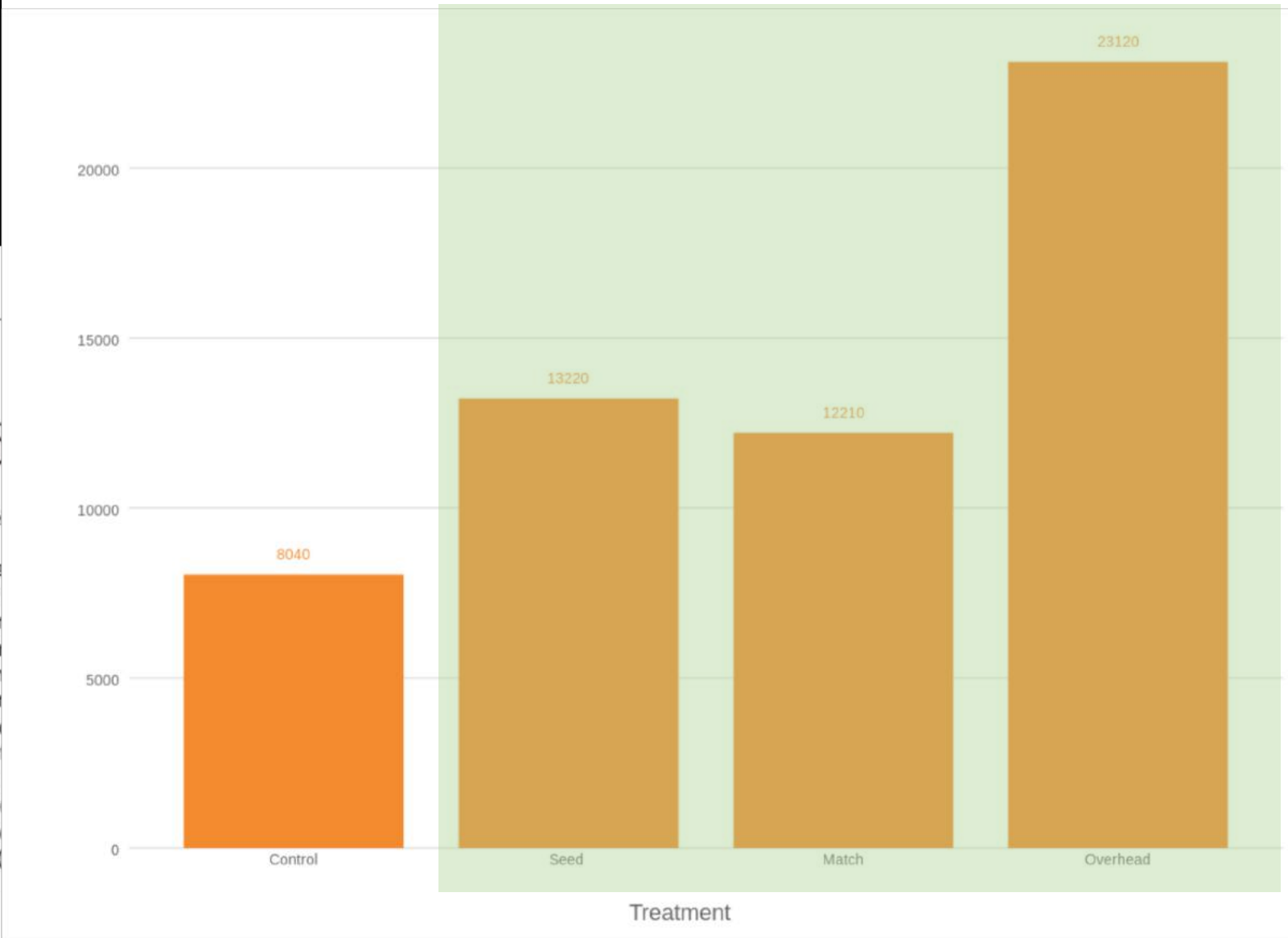
MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

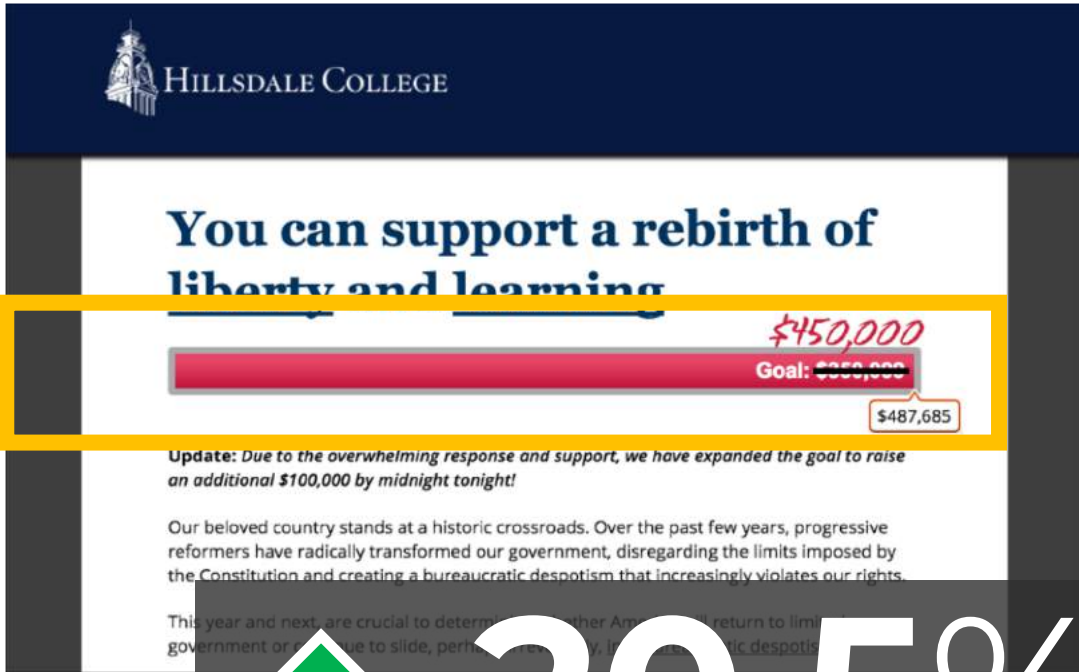


# Example

FROM THIS



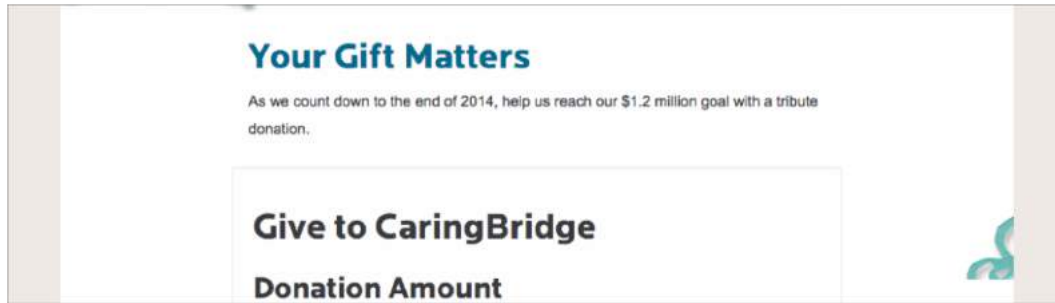
TO THIS



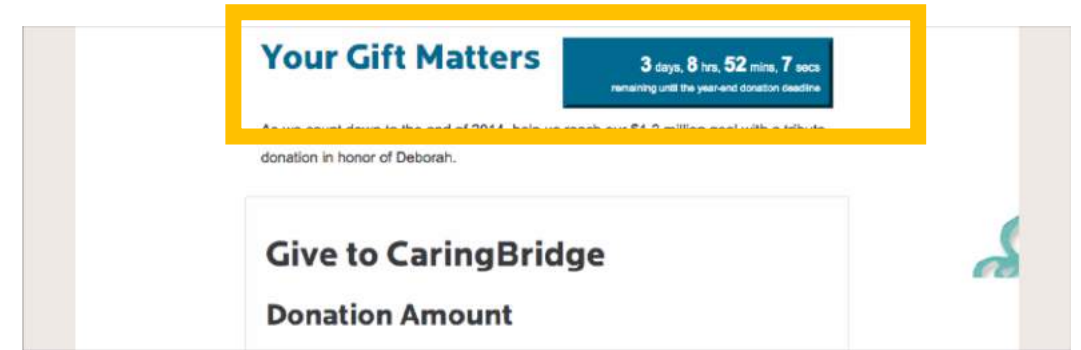
20.5%  
In Revenue/Visitor


# Experiment

FROM THIS



TO THIS



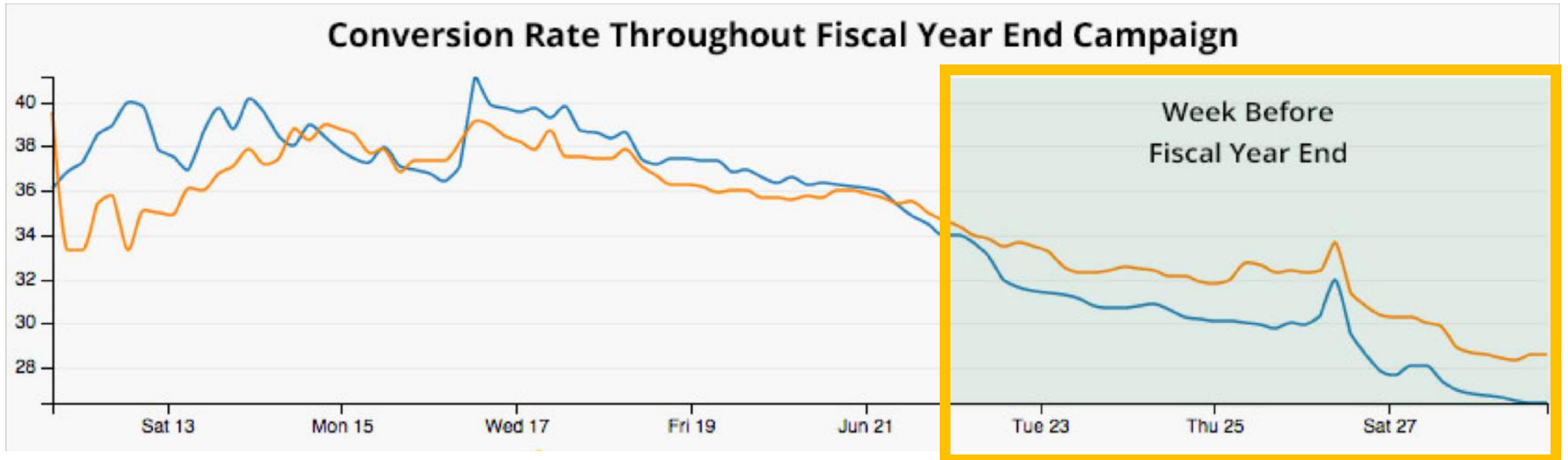
 **68.1%**  
In Donations

**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.

The image shows a wireframe of a campaign donation page. At the top, there's a 'Log In' button. Below it, a section titled '[Specific campaign benefit others experience from your organization]' contains placeholder text. This is followed by a 'But there is a solution...' (optional header) section, also with placeholder text. Then, a 'How badly stuck are the impact/result of go or stop...' section with a progress bar. Below that is a 'Be honest about using benefits' section with placeholder text. The next section is 'Introduce the donor into the story' with placeholder text. This is followed by a 'Personalize the message' section with placeholder text. Then, a 'If there's anything else, add it here or ask about it further down.' section. Below that is a 'Yes! I want to [support word] [benefit others experience from organization]' section. The main part of the form is divided into two sections: '1. Enter Your Donation Amount' and '2. Enter Your Information (It's Secure)'. Section 1 includes a 'Donation Amount' field with a 'Yes! I want to [support word] [benefit others experience from organization]' button. Section 2 includes fields for 'First Name', 'Last Name', 'Email Address', 'Phone Number', 'City', 'State', 'Zip', 'Country', and 'Payment Method'. At the bottom, there's a 'Donate Now' button and a 'Thank You' message.



# Campaign Donation Page

# Message

- Continue the campaign message.
- Leverage incentives and urgency.

[illegible]



VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

# DESIGN FRICTION.



A wireframe chair is centered in the background, rendered in a dark, metallic-looking material. The chair has a simple, functional design with a rectangular backrest, a horizontal seat, and four legs. The background is a dark, solid color with a subtle vertical gradient.

**DESIGN MUST SERVE A PURPOSE, NOT  
JUST LOOK NICE.**

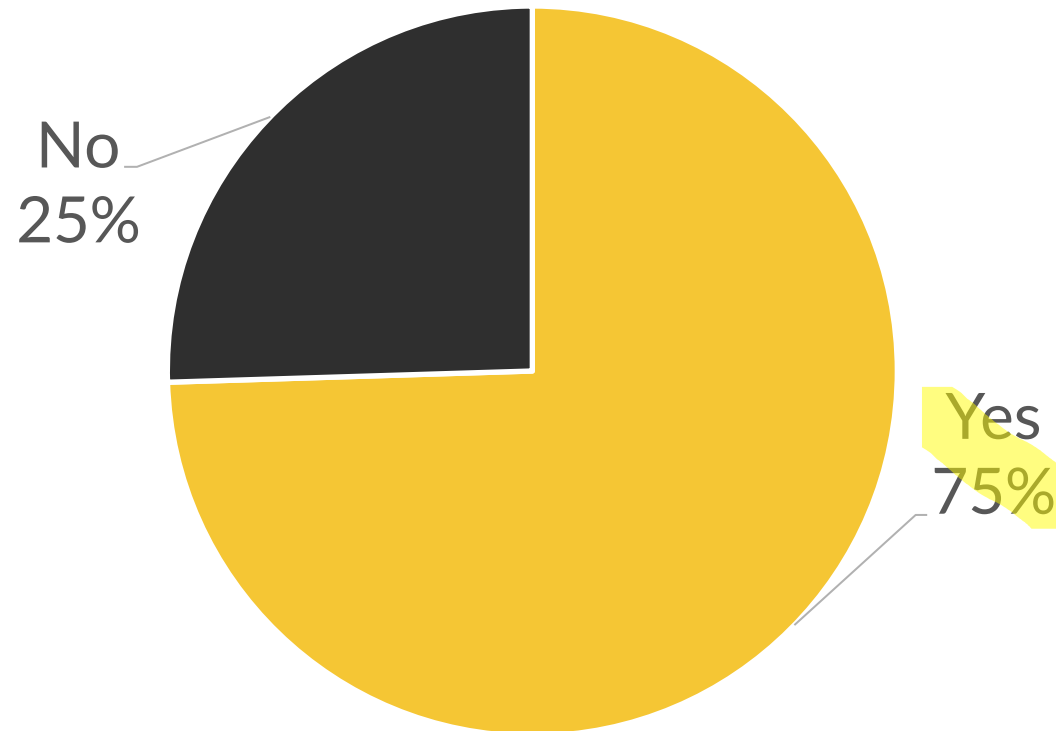


**REMOVE ANY/ALL DISTRACTING  
LINKS AND CONFLICTING CALLS  
TO ACTION.**

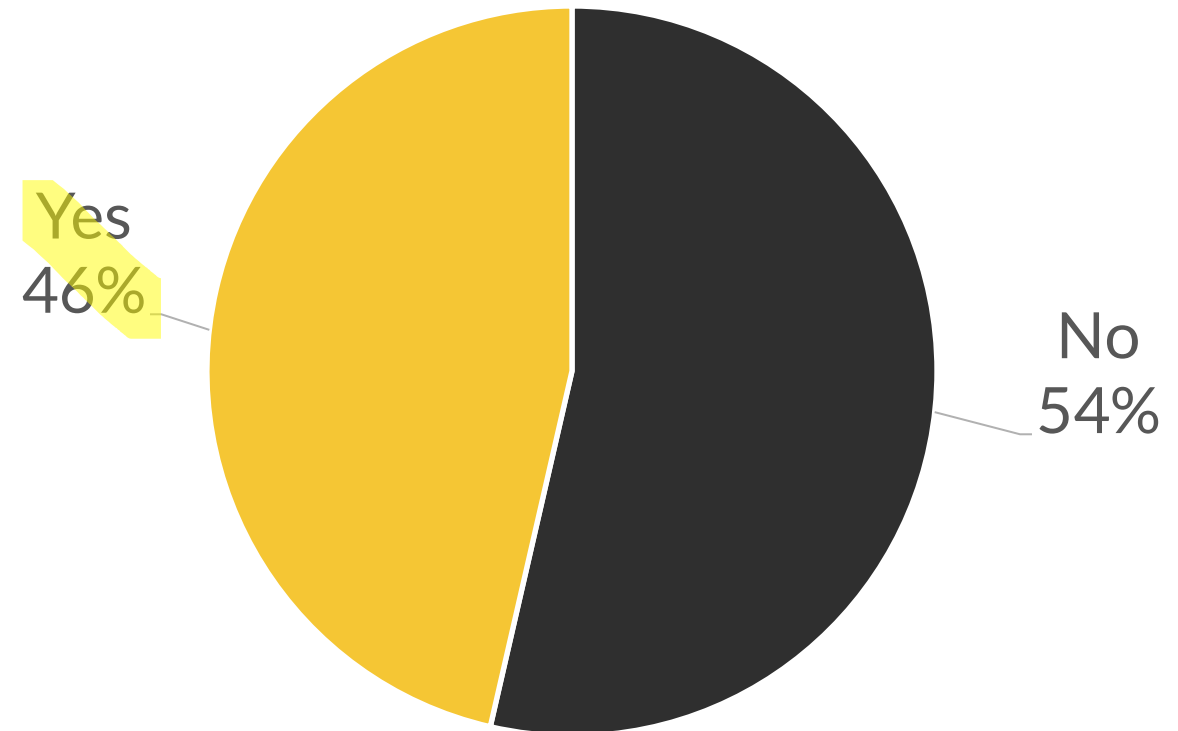


# Unnecessary Links & Distractions

MENU & NAVIGATION DISTRACTION?



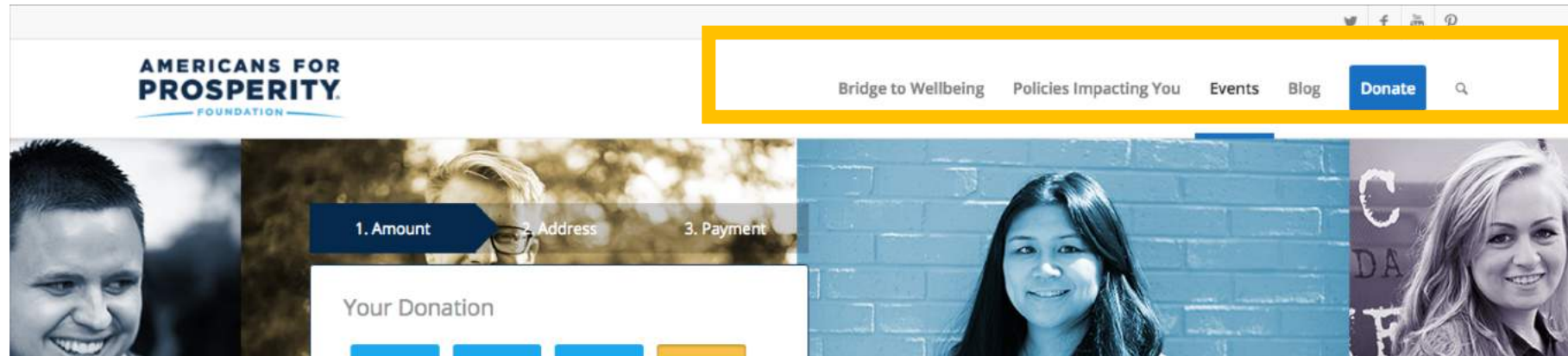
MULTIPLE CALLS TO ACTION?



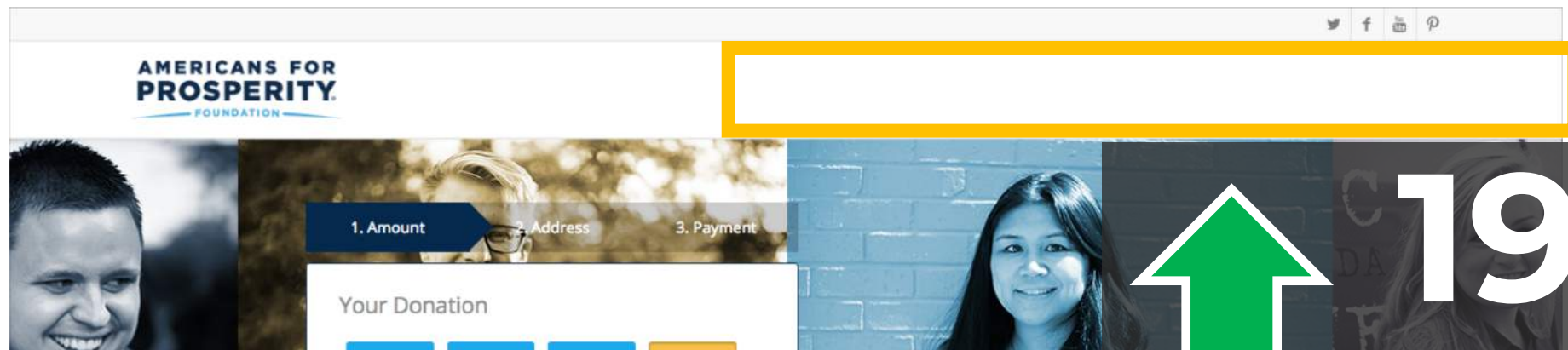


# Experiment

FROM THIS



TO THIS



195%


In Donations



# Experiment

FROM THIS

FOCUS on the FAMILY STORE

Sign In | Visit Focus Home | Store



[Privacy Policy](#)  
[Financial Accountability and Integrity](#)  


Other Ways To Give

DONATE BY PHONE

For assistance or to give a gift by phone, call:  


1-800-A Family (232-6459)

Monday - Friday, 6:00 am - 8:00 pm Mountain Time

DONATE BY MAIL

To give a gift by mail:  
Focus on the Family  
8000 Explorer Drive  
Colorado Springs, CO 80920

Download and print a mail-in form



OTHER DONATION TYPES

[Honor and Memorial Gifts](#)  
[Workplace Giving Programs](#)  
[Combined Federal Campaign](#)  
[Gift and Estate Planning](#)  
[Non-Cash Gifts](#)

My Gift to Support Family Ministry

Your gift will go to work immediately - transforming lives through the power of the Gospel.

Giving is quick, easy and secure. Simply complete the form below.

If you choose to make your donation recurring, your gift should ship between 1-2 business days and your donation will be debited from your account at that time.

☐ \$50.00

☐ \$100.00

☐ \$250.00

☐ \$500.00

☐ \$1,000.00

☐ Other

Free gift when making your donation recurring.

☐ Make my donation recurring

Please Select

CHOOSE YOUR FREE GIFT

☐ Friends of Focus on the Family Best of Broadcast Collection  
Market Value: \$20.00

☐ Adventures in Odyssey #58: The Ties That Bind (Digital)  
Market Value: \$17.99

☐ The Drop Box  
Market Value: ~~\$20.00~~ \$12.50

☐ Citizen Magazine Subscription - 10 Issues (1 Year)  
Market Value: \$18.99

BILLING INFORMATION [or Sign In](#)

The address provided below will be used for both billing and shipping.

First Name

Last Name

KevinDincaffer.com

Street Address

City

United States

Zip/Postal Code

State

Country

TO THIS

FOCUS on the FAMILY

Sign In

My Gift to Support Family Ministry

Your gift will go to work immediately - transforming lives through the power of the Gospel.

Giving is quick, easy and secure. Simply complete the form below.

If you choose to make your donation recurring, your gift should ship between 1-2 business days and your donation will be debited from your account at that time.

☐ \$50.00

☒ \$100.00

☐ \$250.00

☐ \$500.00

☐ \$1,000.00

☐ Other

OR

☐ Make my donation recurring

Please Select

CHOOSE YOUR FREE GIFT

BILLING INFORMATION [or Sign In](#)

The address provided below will be used for both billing and shipping.

First Name

Last Name

KevinDincaffer.com

Street Address

City

United States

Zip/Postal Code

State

Country

PAYMENT METHOD

☒ Credit Card

☐ MasterCard

☐ Debit Card

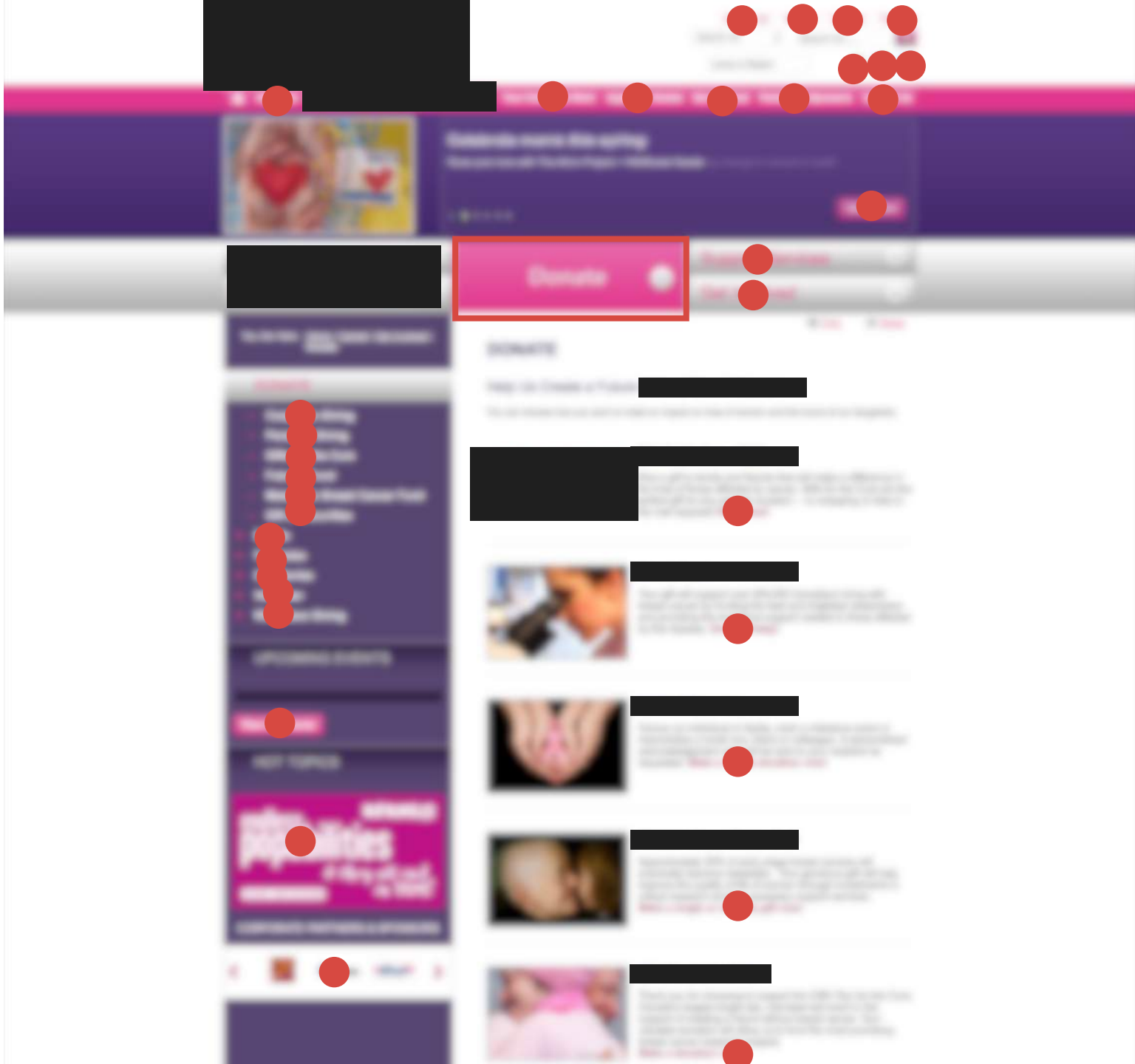
☐ Bill Me Later

☐ Other

5.5%

In Donations

Some



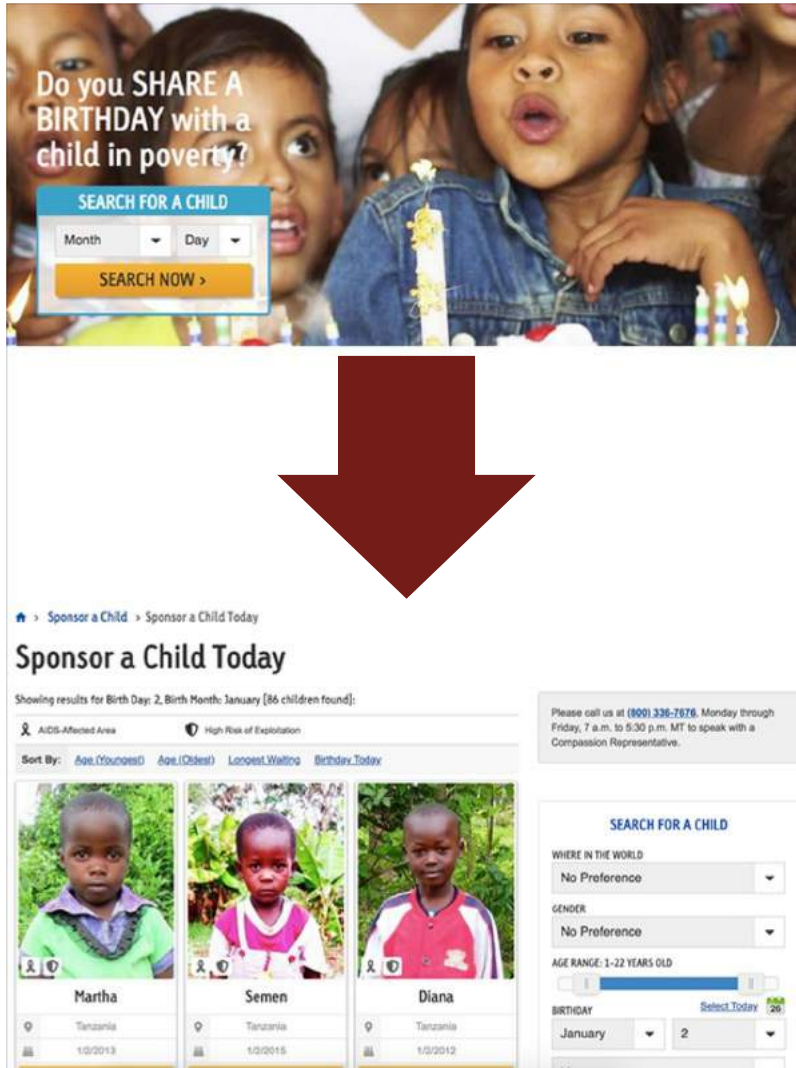
Some m

DECISION FRICTION.

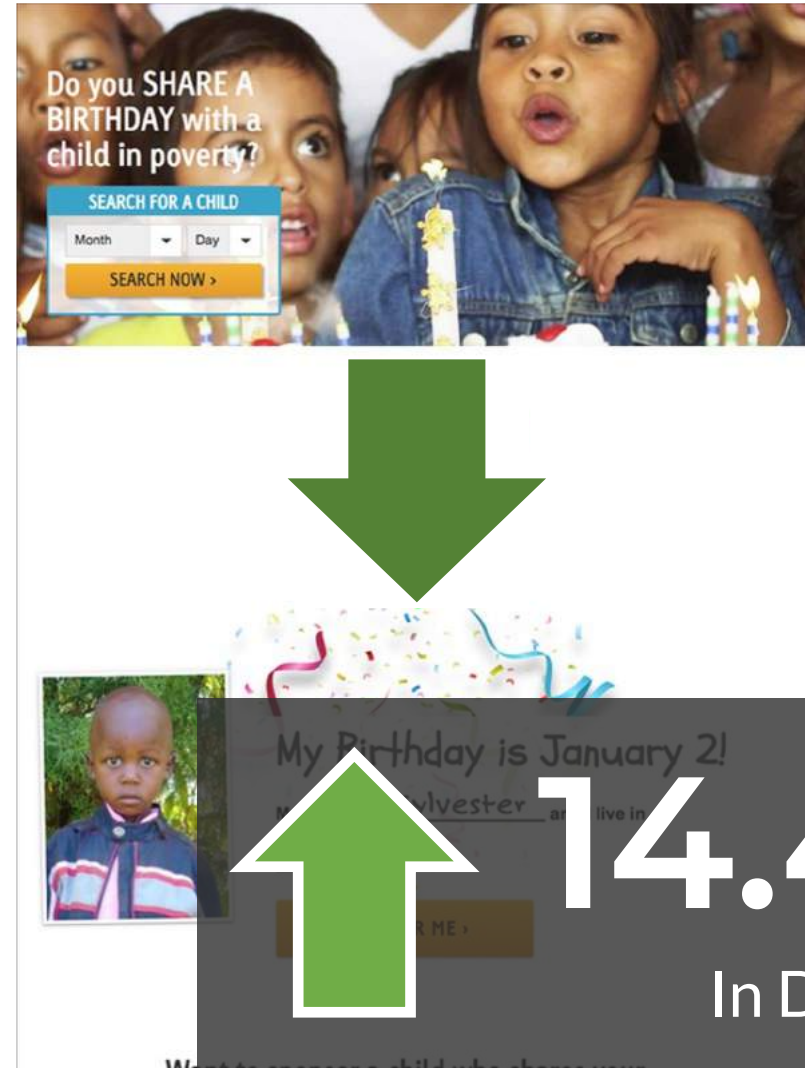


# Optimizing Donation Pages

NOT This



BUT This



**TRY SIMPLIFYING THE OPTIONS  
AVAILABLE FOR DONORS AND  
NUDGE THEM TOWARDS ONE.**



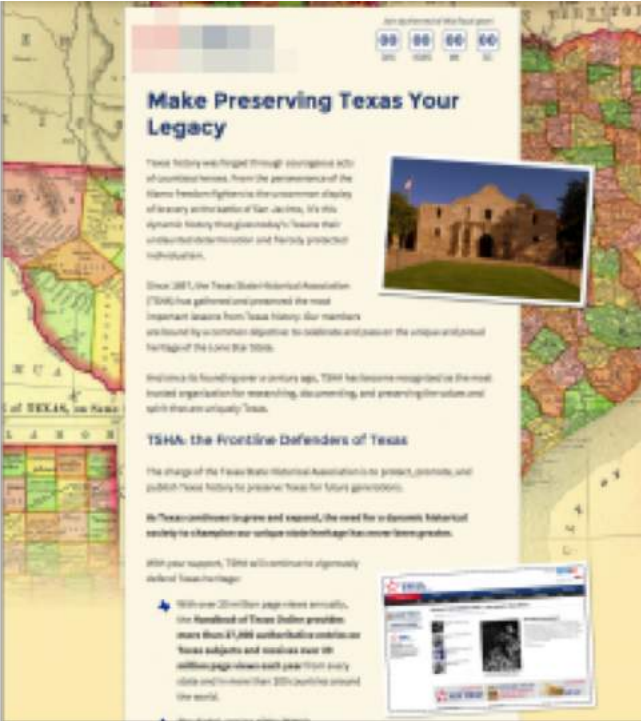
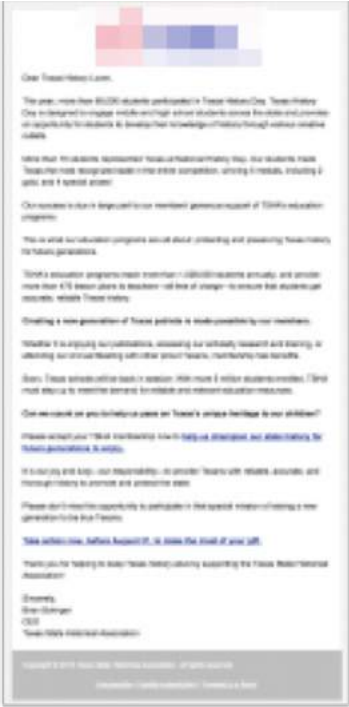
USE SUPPORTING **IMAGES** SPARINGLY  
AND **VIDEOS** EVEN LESS SO.



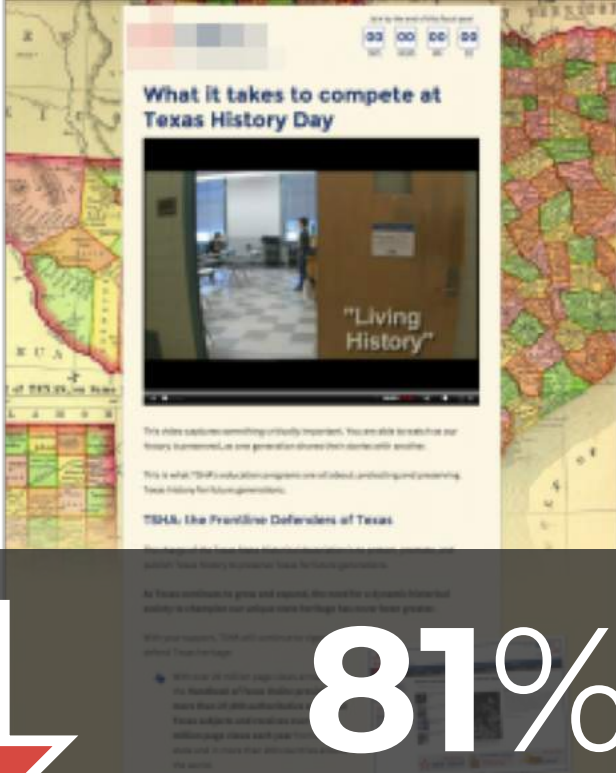


# Experiment

A



B



81%

In Donations



# Experiment

A



Hope shines here.

### A Special Story of Hope this Christmas

**A Message from Buckner President Albert L. Reyes**

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This lady was taking Christmas pictures in a kindergarten studio. Immediately, as soon as the picture was over she jumped out of her seat, ran toward the photographer and the staff and the studio, and got into a spin. A moment or so after that you could hear her crying.

Her lady had more want over to find out what was wrong.

"Why are you crying?" Albert's young lady said. "Well, when it is just that all of my life, foster families that I was with would ask me to sit down to the table so they could have the family picture at Christmas." She said, "Today is the first time that I have been allowed to be in the Christmas photo with the family."

As I read that story, I just had to take a break. It just brought me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember at the time that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 137 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make possible the family picture for children that are vulnerable and in need.

There are Christmas that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your last gift in a while, this Christmas so that we can share hope with the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

With your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

**Please make a gift using the secure form below**

**Donation Information**

Amount:

\$ 10	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other:

**100% of your gift will go directly to support ministry programs**

Due to strategic investments and careful stewardship of gifts we are able to provide adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

**Financial Accountability**

Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.

B



Hope shines here.

### A Special Story of Hope this Christmas

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.



A special message from Buckner President Albert L. Reyes

At Buckner, we want to create more stories like this. Our mission is to bring hope and stability in the midst of turbulence to vulnerable and at-risk children. But this is only made possible by people like you, people that want to care for these children that need it most.

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives-in Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

**Please make a gift using the secure form below**

**Donation Information**

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

Other:

**100% of your gift will go directly to support ministry programs**

Due to strategic investments and careful stewardship of gifts we are able to provide adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

**Financial Accountability**

Buckner is committed to stewarding each and every gift to ensure it has maximum impact. As a result, Buckner has received several different accreditations.



560%  
In Donations

A close-up shot of a woman with curly red hair, wearing a green cable-knit cardigan over a floral patterned blouse. She has a skeptical or disbelieving expression on her face, looking slightly to the left. The background is blurred, showing some greenery and a person's shoulder on the left.

**DESIGN IS**

**THE DEVIL!**



DESIGN IS

**WRONG**

THE DEVIL!

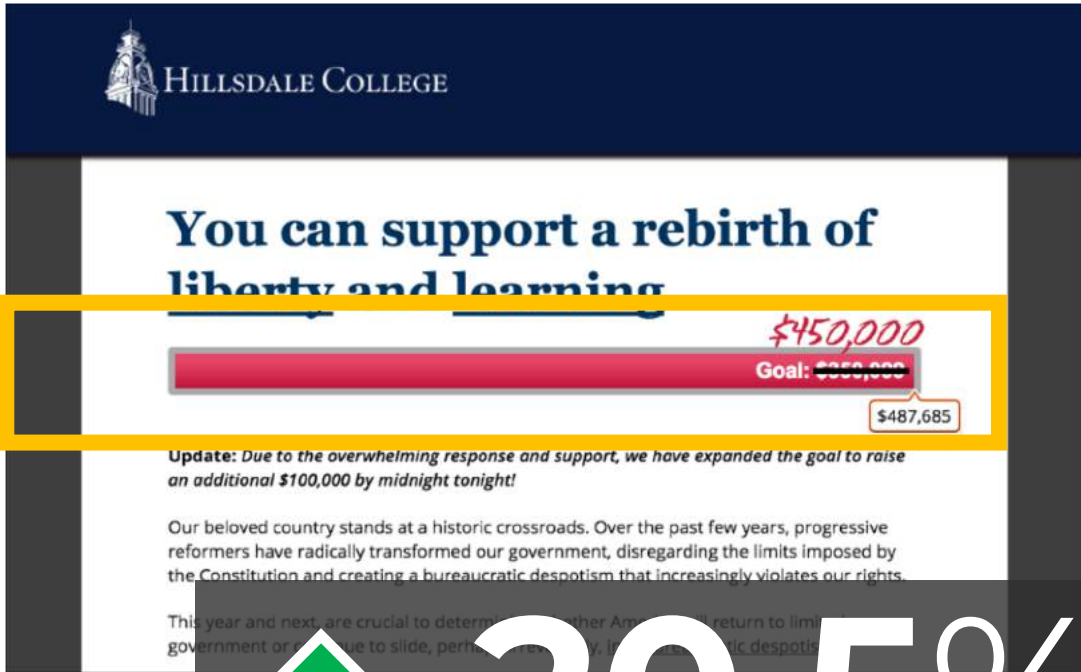


# Remember This?

FROM THIS



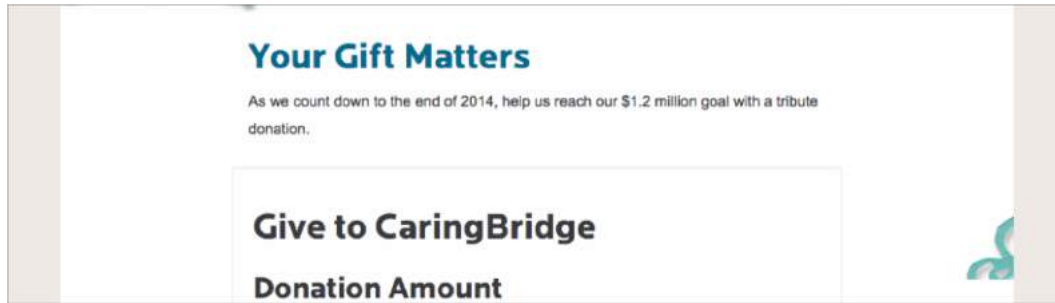
TO THIS



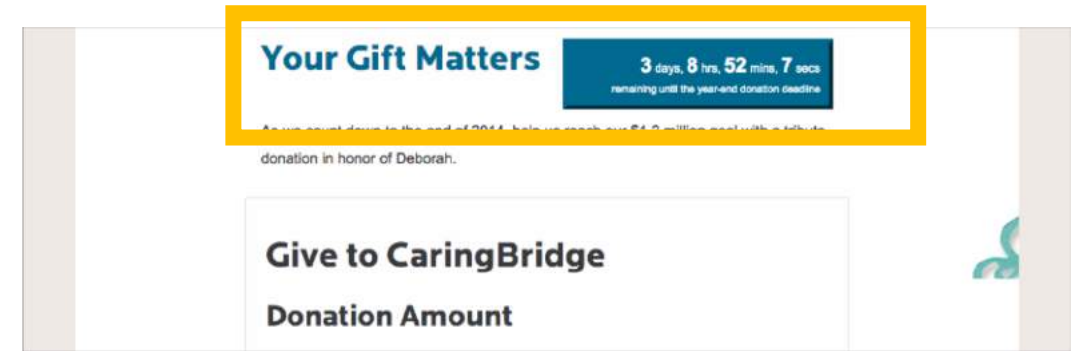
 20.5%  
In Revenue/Visitor


# Or This?

FROM THIS



TO THIS



 **68.1%**  
In Donations

# Experiment

FROM THIS

**Your Gift Amount**

☐ \$25  
☐ \$50  
☐ \$100  
☒ \$250  
☐ \$500  
☐ Other  
\$ 250

Monthly gift? ☐ Make my gift repeat every month  
☐ I have a special request or comment

**Your Information**

TO THIS

**Your Gift Amount**

\$ 50

Monthly gift? ☐ Make my gift repeat every month

**Your Information**



63.1%

In Donations

**TRY REPLACING LITTLE,  
RADIO BUTTONS.**





**QUICK NOTE ON MOBILE.**



# FORM FRICTION.

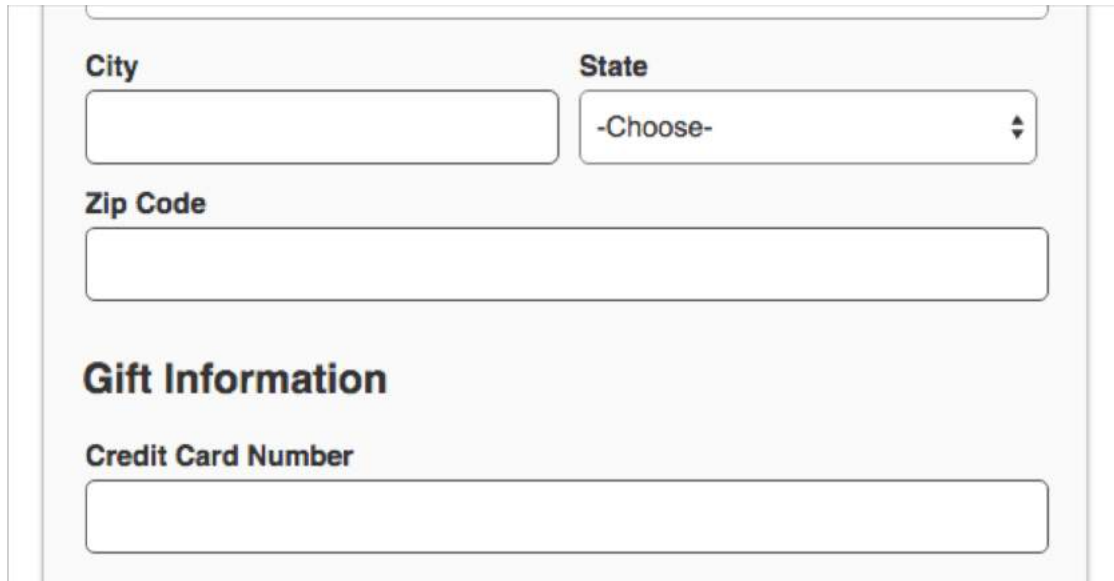


REMOVE UNNECESSARY AND  
LIMIT REQUIRED FORM FIELDS.



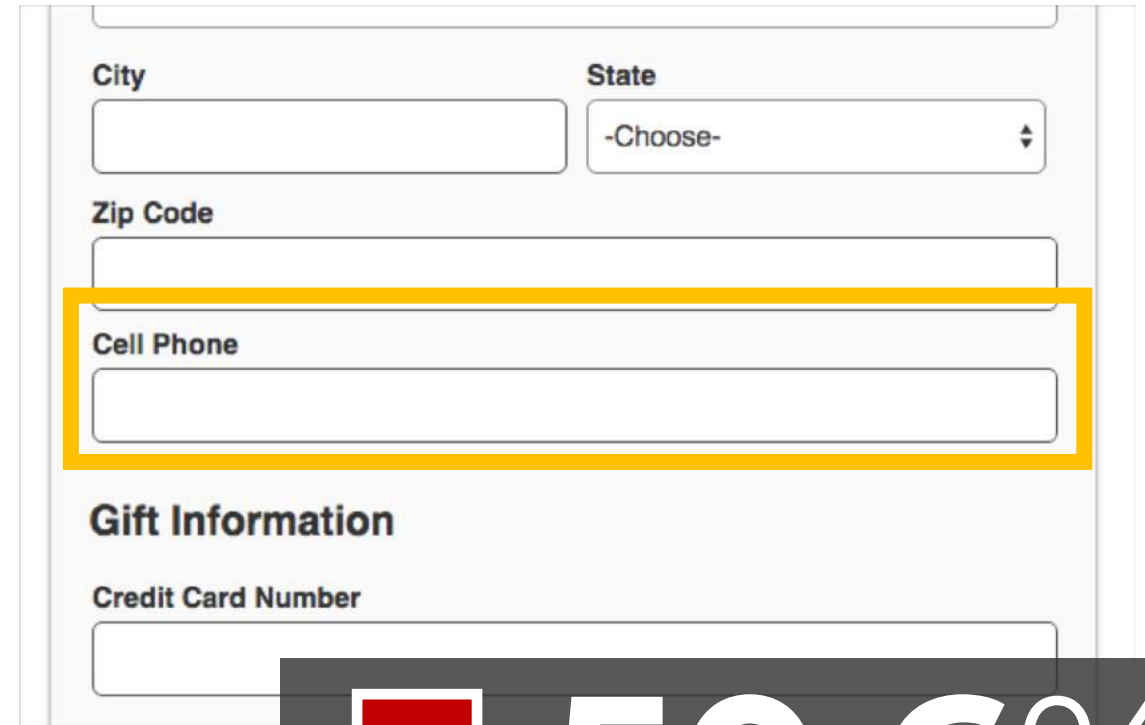
# Experiment

FROM THIS

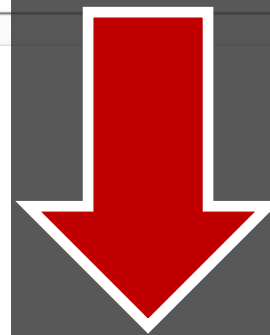


A screenshot of a web form with the following fields: 'City' (text input), 'State' (dropdown menu with '-Choose-' selected), 'Zip Code' (text input), 'Gift Information' (section header), and 'Credit Card Number' (text input).

TO THIS



A screenshot of the revised web form. The layout is identical to the original, but a yellow rectangular box highlights the 'Cell Phone' field, which is a new text input field added below the 'Zip Code' field and above the 'Gift Information' section header.



50.6%

In Revenue

**GROUP FORM FIELDS**  
**HORIZONTALLY.**



# Experiment

# FROM THIS

## Your Information

\* First Name

\* Last Name

\* Country

United States

\* Street Address

Street Address 2

\* City

\* State

-Choose-

\* Zip Code

\* Email Address

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

Preferred Phone

☐ Help me determine if my employer will match my gift.

## Payment Details

\* Credit Card Number

\* Verification Code

\* Expiration Month

-Choose-

\* Expiration Year

-Choose-

[Donate \\$70](#)

# TO THIS

## Your Information

\* First Name

\* Last Name

\* Country

\* Street Address

Street Address 2

\* City

\* State

\* Zip Code

\* Email Address

Preferred Phone

☒ Yes! Keep me posted on the latest CaringBridge news and happenings

## Payment Details

\* Credit Card Number

\* Verification Code

\* Expiration Month

\* Expiration Year

# 39.4%

# In Donations

**REMOVE UNNECESSARY STEPS IN  
THE DONATION PROCESS.**



# Experiment

FROM THIS

**DONATE ONLINE** 1 Enter Info 2 Verify 3 Confirmation

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

**Personal Information**

First Name: Harvest  
Last Name: Test

**Contact Information**

E-mail: Test@harvest.org  
Phone Number: (951) 687-6902  
Street Address: 6115 Arlington Ave  
City: Riverside  
State: CA  
Zip Code: 92504  
Country: USA

**Donation Information**

Gift Amount: \$5.00 (USD)  
Designation: Where Most Needed  
Recurrence: None (Single Gift)  
Payment Type: Credit Card  
Thank You Gift: A Lifetime of Wisdom

**Billing Information**

Card Type: Visa  
Card Number: XXXX-XXXX-XXXX-1111  
Verification Number: 123  
Expiration Date: 01/2017

Please verify that your information is correct, or [click here](#) to make changes. [Process Donation](#)

TO THIS

Straight to  
Thank You  
Page



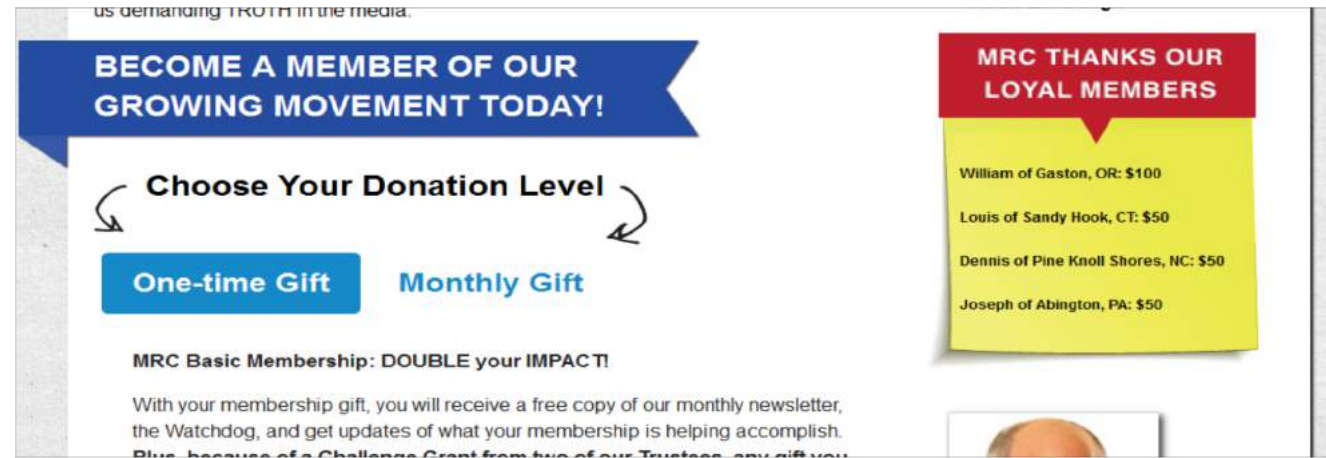
176%

In Donations

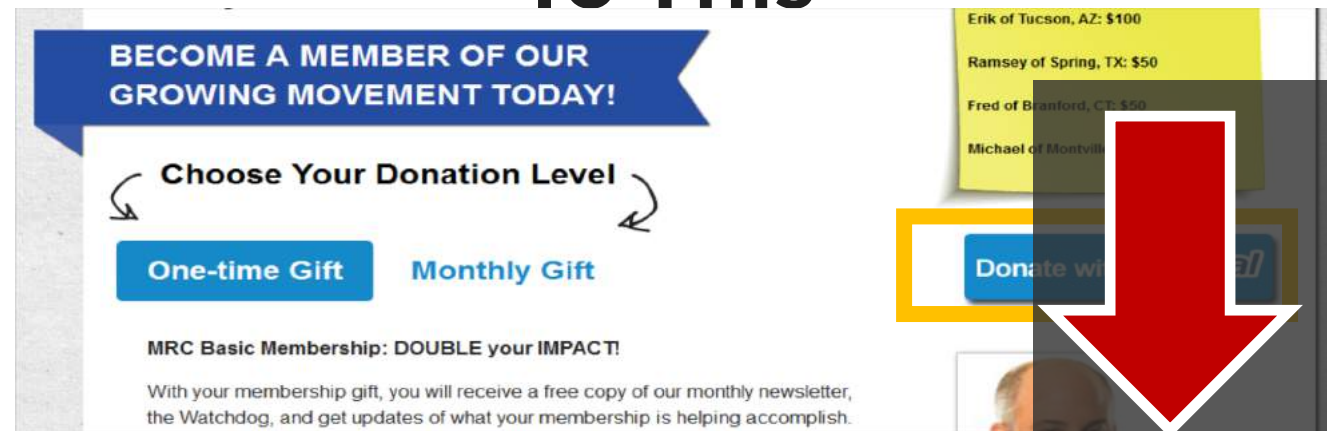


# Experiment

From This



To This



65.3%

In Donations

**TRY REMOVING ADDITIONAL  
PAYMENT METHODS.**



VALUE

COST

## The MECLABS Conversion Sequence Heuristic ©

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

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

FRICTION

ANXIETY

VALUE

COST

The MECLABS Conversion Sequence Heuristic ©

IS THIS ORGANIZATION TRUSTWORTHY?  
IS MY INFORMATION SECURE?  
IS THIS DONATION PAGE SECURE?

CONVERSION

MOTIVATION

VALUE  
PROPOSITION  
(CLARITY)

INCENTIVE

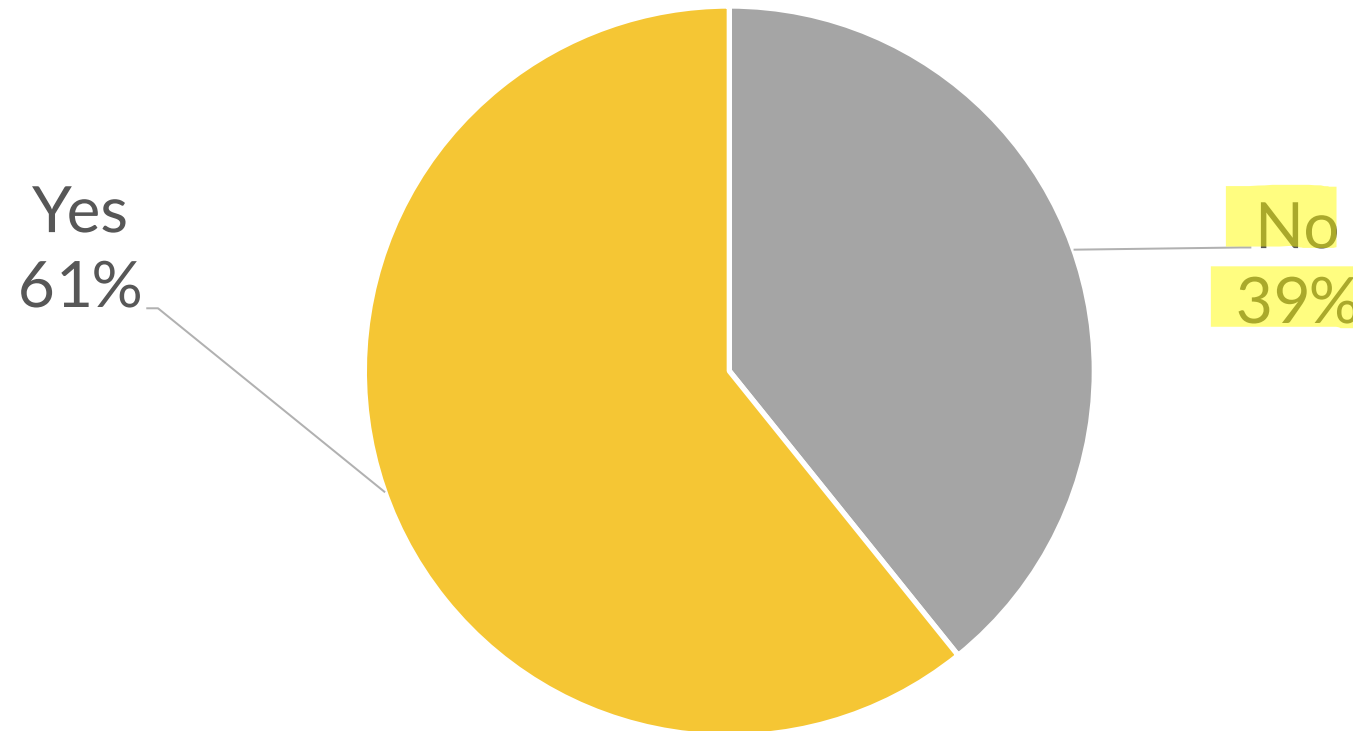
FRICTION

ANXIETY

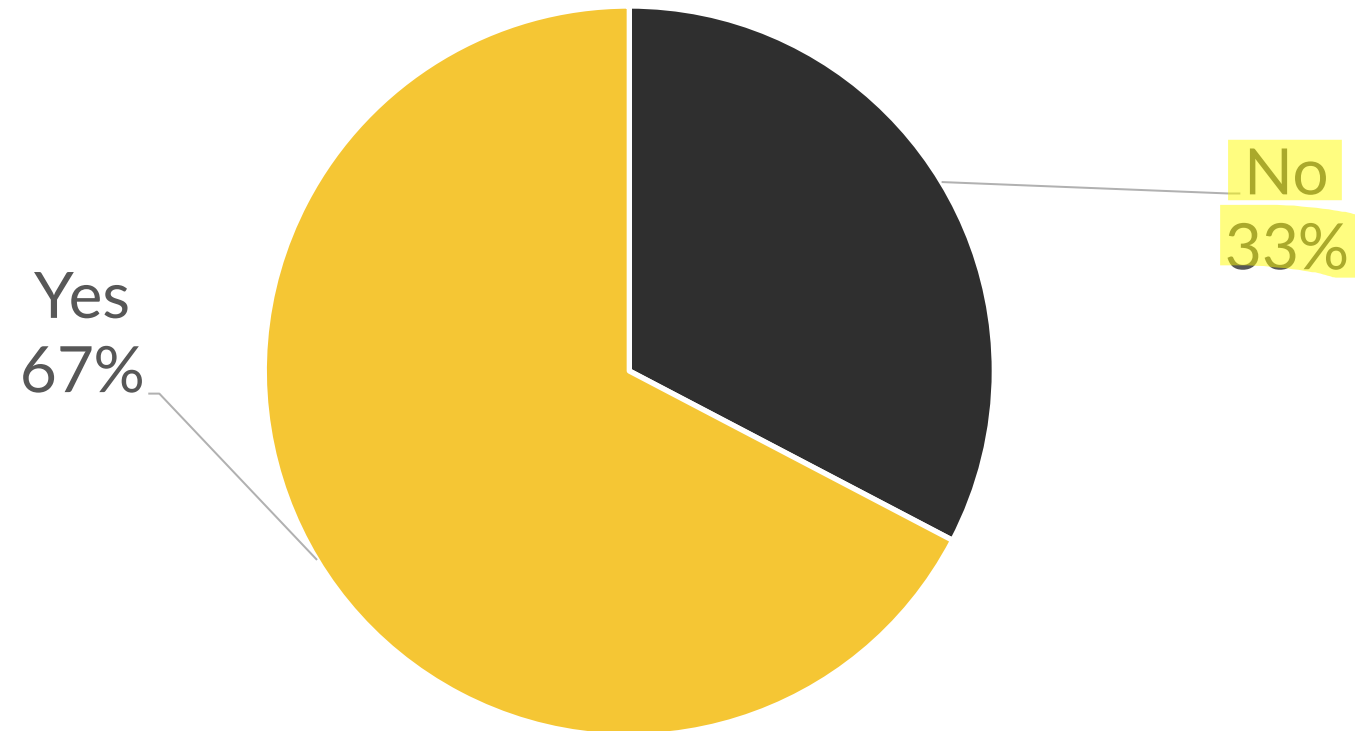
**ADD YOUR CHARITABLE  
REGISTRATION NUMBER AND  
PRIVACY POLICY.**



# Do They Have Their Charitable Registration Number On The Donation Page?



# Is There The Presence Of A Privacy Policy?



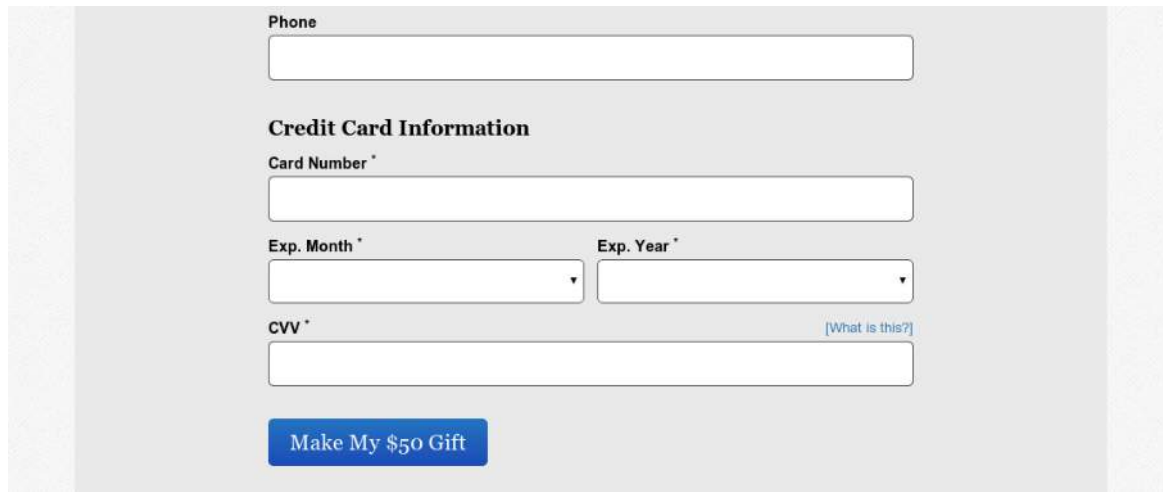
SHOW DONORS THEIR  
INFORMATION IS **SECURE.**





# Experiment

From This



Phone

**Credit Card Information**

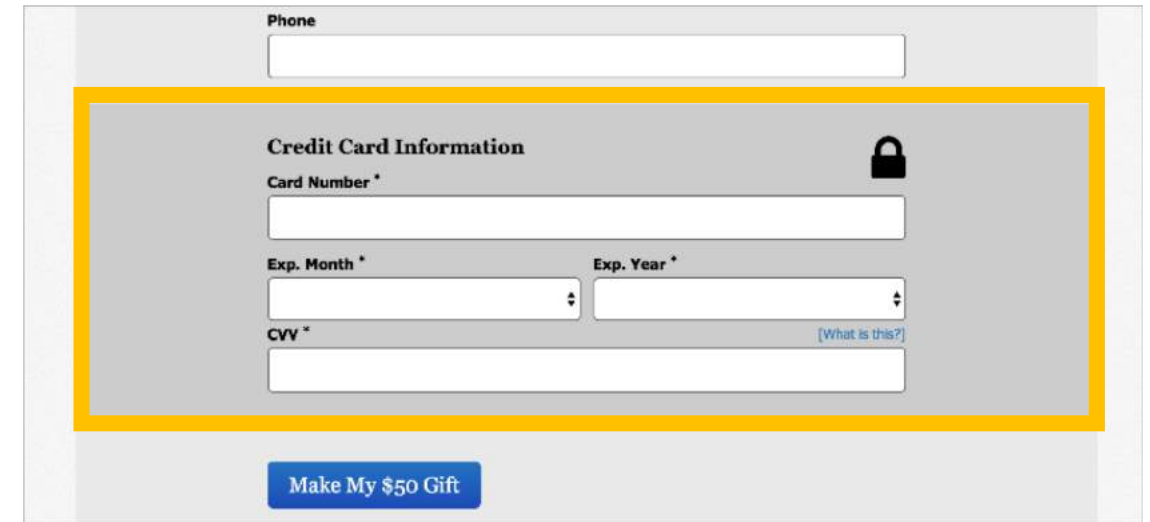
Card Number \*

Exp. Month \*      Exp. Year \*

CVV \* [\[What is this?\]](#)

[Make My \\$50 Gift](#)

To This



Phone

**Credit Card Information**

Card Number \*

Exp. Month \*      Exp. Year \*

CVV \* [\[What is this?\]](#)

[Make My \\$50 Gift](#)



9.5%

In Donations

**REINFORCE YOUR MESSAGE AT  
THE TIME OF FINAL DECISION.**



# Experiment

FROM THIS

\* Credit Card Number

\* Verification Code

\* Expiration Month

-Choose- ▼

\* Expiration Year

-Choose- ▼

Donate \$70

TO THIS

\* Credit Card Number

\* Verification Code

\* Expiration Month

-Choose- ▼

\* Expiration Year

-Choose- ▼

Donate \$70

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



**FRICTION IS A CHOICE!**



PUTTING IT **ALL** TOGETHER.



# Remember this page?



[About](#) [Training](#) [Campus](#) [Career](#) [Resources](#) [Donate](#) [Login](#)

## Donate to the Leadership Institute

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

### Your Information

Title:	First Name:	Last Name:
<input type="text" value="Choose from list"/>	<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
Address Line 1:		
<input type="text" value="Address Line 1"/>		
Address Line 2 (Optional):		
<input type="text" value="Address Line 2 (optional)"/>		
City:	State:	Zip Code:
<input type="text" value="City"/>	<input type="text" value="Choose from list"/>	<input type="text" value="Zip Code"/>
Phone:		
<input type="text" value="Phone Number"/>		
Email:		
<input type="text" value="Email Address"/>		

### Your Contribution

<input type="button" value="\$25"/>	<input type="button" value="\$50"/>	<input type="button" value="\$100"/>	<input type="button" value="\$250"/>	<input type="button" value="\$500"/>	<input type="button" value="\$1,000"/>
-------------------------------------	-------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--

Make this contribution:

<input type="button" value="One time"/>	<input type="button" value="Monthly"/>
---	--

### Your Payment Information

Card Number:	
<input type="text" value="Credit Card #"/>	
CSC:	Expiration (MM/YY):
<input type="text" value="CSC"/>	<input type="text" value="MM"/> / <input type="text" value="YY"/>

[what's this?](#)



☐ I'm not a robot



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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.



## Donate to the Leadership Institute

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

### Your Information

Title:  First Name:  Last Name:   
 Choose from list  First Name  Last Name   
 Address Line 1:   
 Address Line 1   
 Address Line 2 (Optional):   
 Address Line 2 (optional)   
 City:  State:  Zip Code:   
 City  Choose from list  Zip Code   
 Phone:   
 Phone Number   
 Email:   
 Email Address

### Your Contribution

Make this contribution:

### Your Payment Information

Card Number:   
 Credit Card #   
 CSC:  Expiration (MM/YY):  /   
 CSC  MM  / YY   
[what's this?](#)  


☐ I'm not a robot   
[Privacy](#) [Terms](#)

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

Leadership Institute  
 1101 North Highland Street  
 Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.





## Donate to the Leadership Institute

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

### Your Information

Title:  First Name:  Last Name:

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

Phone:

Email:

### Your Contribution



Make this contribution:

### Your Payment Information

Card Number:

CSC:  Expiration (MM/YY):  /   
  /

[what's this?](#)

☐ I'm not a robot 

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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.

## Main Message

- Little to no copy at all.
- Not even transition-to-action copy



## 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 Information

Title:	First Name:	Last Name:
<input type="text" value="Choose from list"/>	<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>

Address Line 1:

Address Line 2 (Optional):

City:	State:	Zip Code:
<input type="text" value="City"/>	<input type="text" value="Choose from list"/>	<input type="text" value="Zip Code"/>

Phone:

Email:

### Your Contribution

<input type="button" value="\$25"/>	<input type="button" value="\$50"/>	<input type="button" value="\$100"/>	<input type="button" value="\$250"/>	<input type="button" value="\$500"/>	<input type="button" value="\$1,000"/>
-------------------------------------	-------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	--

Make this contribution:

<input type="button" value="One time"/>	<input type="button" value="Monthly"/>
---	--

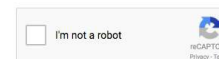
### Your Payment Information

Card Number:

CSC:

Expiration (MM/YY):  
 /

[what's this?](#)



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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.

# Main Message

- Little to no copy at all.
- Not even transition-to-action copy



# Template Design

- **Header links**
- Delayed giving options
- Horizontal form approach
- Small button approach

LEADERSHIP  
INSTITUTE

AboutTrainingCampusCareerResourcesDonateLogin

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 Information

Title:

Choose from list

First Name:

First Name

Last Name:

Last Name

Address Line 1:

Address Line 1

Address Line 2 (Optional):

Address Line 2 (optional)

City:

City

State:

Choose from list

Zip Code:

Zip Code

Phone:

Phone Number

Email:

Email Address

Your Contribution

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Make this contribution:

One time

Monthly

Your Payment Information

Card Number:

Credit Card #

CSC:

CSC

Expiration (MM/YY):

MM

YY

what's this?


VISA

MasterCard

Discover

Amex

☐ I'm not a robot

  
Privacy Terms


Donate

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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.



# Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- Small button approach

## 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 Information

Title:  First Name:  Last Name:

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

City:  Choose from list  Zip Code:

Phone:

Phone Number:

Email:

Email Address:

### Your Contribution

Make this contribution:

### Your Payment Information

Card Number:

Credit Card #:

CSC:  Expiration (MM/YY):  /

CSC:  what's this?

☐ I'm not a robot  [Privacy](#) [Terms](#)

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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.



# Template Design

- Header links
- **Delayed giving options**
- Horizontal form approach
- Small button approach

## 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 Information

Title:  First Name:  Last Name:

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

City:  Choose from list  Zip Code:

Phone:

Phone Number:

Email:

Email Address:

### Your Contribution

Make this contribution:

### Your Payment Information

Card Number:

Credit Card #:

CSC:  Expiration (MM/YY):  /

CSC:  what's this?

☐ I'm not a robot

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

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.



# Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- Small button approach

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 Information

Title: 

Choose from list

First Name: 

First Name

Last Name: 

Last Name

Address Line 1: 

Address Line 1

Address Line 2 (Optional): 

Address Line 2 (optional)

City: 

City

 State: 

Choose from list

 Zip Code: 

Zip Code

Phone: 

Phone Number

Email: 

Email Address

Your Contribution

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Make this contribution:

One time

Monthly

Your Payment Information

Card Number: 

Credit Card #

CSC: 

CSC

 Expiration (MM/YY): 

MM

 / 

YY

what's this?


VISA

MasterCard

Discover

Amex

☐ I'm not a robot

  
Privacy Terms

Donate

# Template Design

- Header links
- Delayed giving options
- **Side by side form approach**
- Small button approach

## 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 help provide comprehensive training for conservatives who want to get involved in politics.

And you'll help support the voices 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, individual liberty, and traditional social values.

### Your Information

Title:  First Name:  Last Name:

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

Phone:

Email:

### Your Contribution

Make this contribution:

### Your Payment Information

Card Number:

CSC:  Expiration (MM/YY):

☐ I'm not a robot



# Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- Small button approach

## 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

Make this contribution:

### Your Information

Title:  First Name:  Last Name:

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

Phone:

Email:

### Your Payment Information

Card Number:

CSC:  Expiration (MM/YY):  /

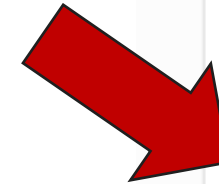
[what's this?](#)





# Template Design

- Header links
- Delayed giving options
- Horizontal form approach
- **Small button approach**



## 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

Make this contribution:

### Your Information

Title: Choose from list ▾	First Name: First Name	Last Name: Last Name
Address Line 1: Address Line 1		
Address Line 2 (Optional): Address Line 2 (optional)		
City: City	State: Choose from list ▾	Zip Code: Zip Code
Phone: Phone Number		
Email: Email Address		

### Your Payment Information

Card Number: Credit Card #	
CSC: CSC what's this?	Expiration (MM/YY): MM / YY
	

## 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

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Make this contribution:

One time

Monthly

### Your Information

Title:

Choose from list

First Name:

First Name

Last Name:

Last Name

Address Line 1:

Address Line 1

Address Line 2 (Optional):

Address Line 2 (optional)

City:

City

State:

Choose from list

Zip Code:

Zip Code

Phone:

Phone Number

Email:

Email Address

### Your Payment Information

Card Number:

# Donation Selection

- Amount of options
- Pre-selected default

## 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

<input checked="" type="radio"/> \$25	<input type="radio"/> \$50	<input type="radio"/> \$100
<input type="radio"/> \$250	<input type="radio"/> \$500	<input type="radio"/> \$1,000
<input type="text" value="Other:"/>		
<b>Make this contribution:</b>		
<input checked="" type="radio"/> One time	<input type="radio"/> Monthly	

### Your Information

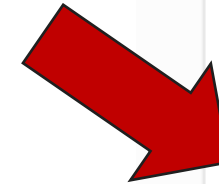
Title: <input type="text" value="Choose from list"/>	First Name: <input type="text" value="First Name"/>	Last Name: <input type="text" value="Last Name"/>
Address Line 1: <input type="text" value="Address Line 1"/>		
Address Line 2 (Optional): <input type="text" value="Address Line 2 (optional)"/>		
City: <input type="text" value="City"/>	State: <input type="text" value="Choose from list"/>	Zip Code: <input type="text" value="Zip Code"/>
Phone: <input type="text" value="Phone Number"/>		
Email: <input type="text" value="Email Address"/>		

### Your Payment Information

Card Number: <input type="text"/>
--------------------------------------

# Donation Selection

- Amount of options
- **Pre-selected default**



## 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 \$100 per month.

### Your Information

Title:  First Name:  Last Name:

First Name

Address Line 1:

Address Line 2 (Optional):

City:  State:  Zip Code:

Phone:


Email:

### Your Payment Information

Card Number:

CSC:  Expiration (MM/YY):  /

[what's this?](#)



## 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

<input type="button" value="\$50"/>	<input type="button" value="\$100"/>	<input type="button" value="\$250"/>
-------------------------------------	--------------------------------------	--------------------------------------

\$

Other Gift Amount

☐ Make this a recurring donation of \$100 per month.

### Your Information

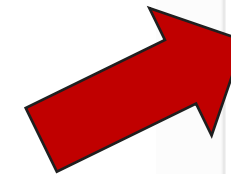
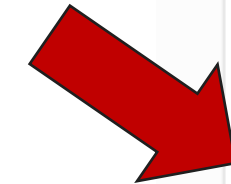
Title: <b>Choose from list</b>	First Name: First Name	Last Name: Last Name
Address Line 1: Address Line 1		
Address Line 2 (Optional): Address Line 2 (optional)		
City: City	State: <b>Choose from list</b>	Zip Code: Zip Code
Phone: Phone Number		
Email: Email Address		

### Your Payment Information

Card Number: Credit Card #		
CSC: CSC <small>what's this?</small>	Expiration (MM/YY): MM / YY	
		

# Personal Info Input

- Required Phone
- Unnecessary fields



## 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 \$100 per month.

### Your Information

Title: Choose from list ▾	First Name: First Name	Last Name: Last Name
------------------------------	---------------------------	-------------------------

Address Line 1:  
Address Line 1

Address Line 2 (Optional):  
Address Line 2 (optional)

City: City	State: Choose from list ▾	Zip Code: Zip Code
---------------	------------------------------	-----------------------

Phone:  
Phone Number

Email:  
Email Address

### Your Payment Information

Card Number:  
Credit Card #

CSC: CSC	Expiration (MM/YY): MM / YY
-------------	--------------------------------

what's this?



## 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 \$100 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

Card Number:

Credit Card #

CSC:

CSC

Expiration (MM/YY):

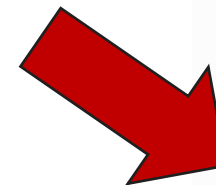
MM

/ YY

[what's this?](#)

# Support Message

- No security reinforcement
- Unnecessary CAPTCHA widget



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	<b>\$100</b>	\$250
------	--------------	-------

\$

☐ Make this a recurring donation of \$100 per month.

### Billing Information

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email Address	
<input type="text"/>	
Country	
<input type="text" value="United States"/>	
Address	
<input type="text"/>	
City	State / Province
<input type="text"/>	<input type="text"/>
Zip / Postal Code	
<input type="text"/>	
Phone (Optional)	
<input type="text"/>	

### Your Payment Information

Card Number:

CSC:  Expiration (MM/YY):  /

[what's this?](#)

☐ I'm not a robot



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 \$100 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 Information

Card Number

CVV

Exp. Month

Exp. Year

Make My Gift

# The End Result

## ORIGINAL

LEADERSHIP INSTITUTE

About

Training

Campus

Career

Resources

Donate

Login

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 **E**

First Name:  
First Name

Last Name:  
Last Name

Address Line 1:  
Address Line 1

Address Line 2 (Optional):  
Address Line 2 (optional)

City:  
City

State:  
Choose from list

Zip Code:  
Zip Code

Phone:  
Phone Number

Email:  
Email Address

Your Contribution

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Make this contribution:

One Time

Monthly

Your Payment Information

Card Number:  
Credit Card #

CSC:  
CSC

Expiration (MM/YY):  
MM / YY

what's this?

VISA

MasterCard

Discover

Amex

I'm not a robot

RECAPTCHA

Donate

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:  
Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201  
If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 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) 827-5323 for more information.

The infographic displays three green upward-pointing arrows on a dark grey background, each associated with a percentage increase. The top arrow is labeled '135% In Donations'. The middle arrow is labeled '87% In Average Gift'. The bottom arrow is labeled '340% In Revenue'. A large white plus sign is positioned between the first two arrows, and a large white equals sign is positioned between the second and third arrows, indicating a cumulative effect.

Metric	Percentage Increase
In Donations	135%
In Average Gift	87%
In Revenue	340%

# 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.



# Interactive Donation Page & Guide

## 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.

[GET THE FREE GUIDE](#)

## 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?

[NEXTAFTER.COM/INTERACTIVE-DONATION](https://nextafter.com/interactive-donation)



# Donation & Landing Page Optimization Course (FREE)

## 350+ DONATION PAGE EXPERIMENTS

COURSES.NEXTAFTER.COM

### 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 find their way, they're most often going to leave your site with 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 non-profit 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

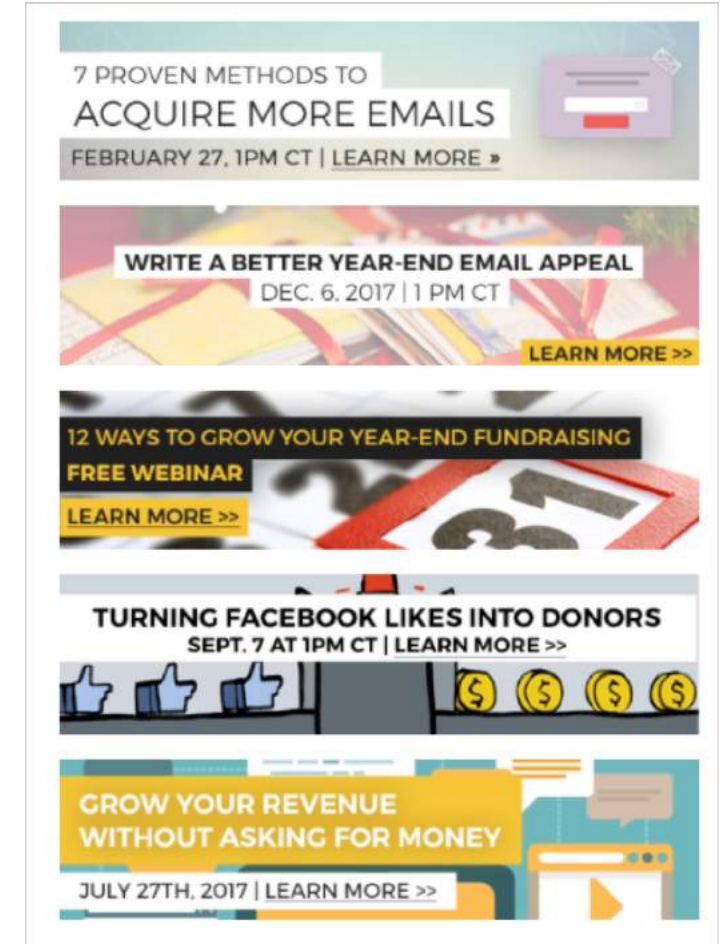
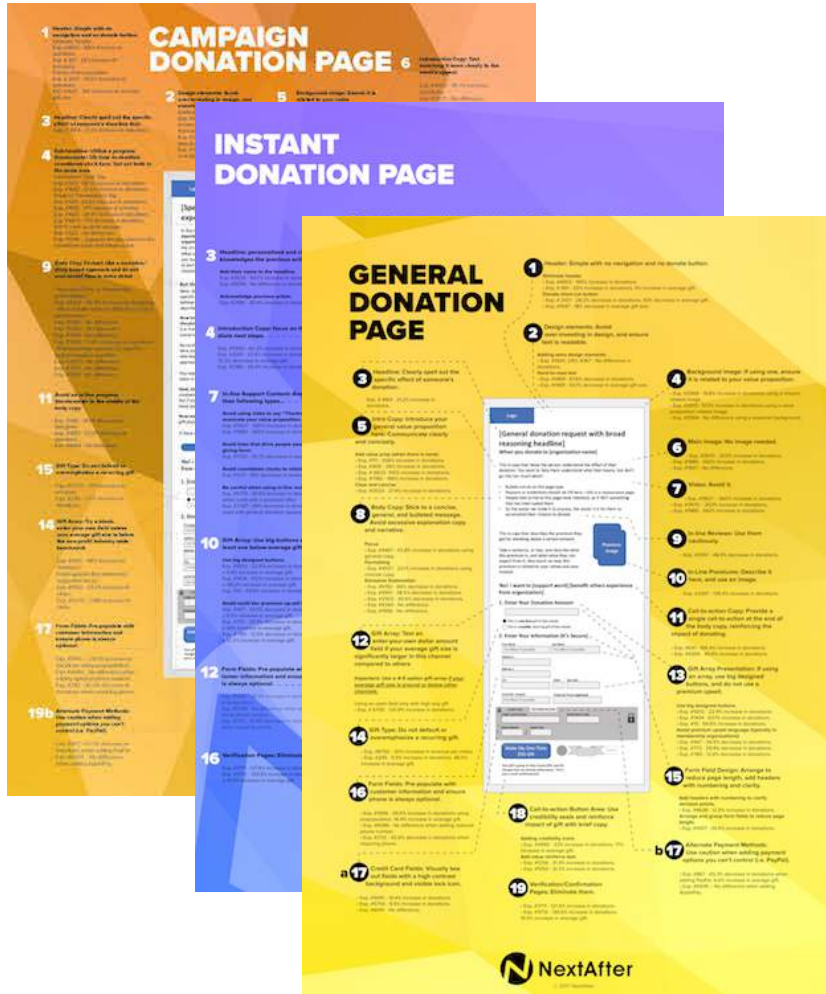


#### Session 2





# Free Resources, Guides, Tools, & Webinars.



NEXTAFTER.COM

# THANK YOU!

