

ONLINE FUNDRAISING SCORECARD



A National Study Analyzing Online
Fundraising Habits & Donor Experience



What key area of your online fundraising program do you believe needs the most help?

- A. Email Sign Up
- B. Email Communication
- C. Donation Experience
- D. Gift Acknowledgement
- E. All of the above

Online Behavior Statistics

- 88% of Americans talk to friends online
- 78% get news online
- 61% bank online
- Only 50% have given online

Online Behavior Statistics

- 47% of 60+ year olds have given online

Then why is online
income only 6% of most
charities total income?



**ONLINE
FUNDRAISING
SCORECARD**

The guide I was looking for.



Experiment: Control



Control (Step 2)

Industrial Fluid Power

Forces for a Productive
Safe Drilling Environment

Featured Offers



Catalog

Oilfield Products Catalog
[Download](#) the catalog for hose descriptions, dimensions and product numbers.



Manual

Oilfield Safety Manual
[Download](#) a manual on the proper handling, use and maintenance of rotary drilling and vibrator hose.

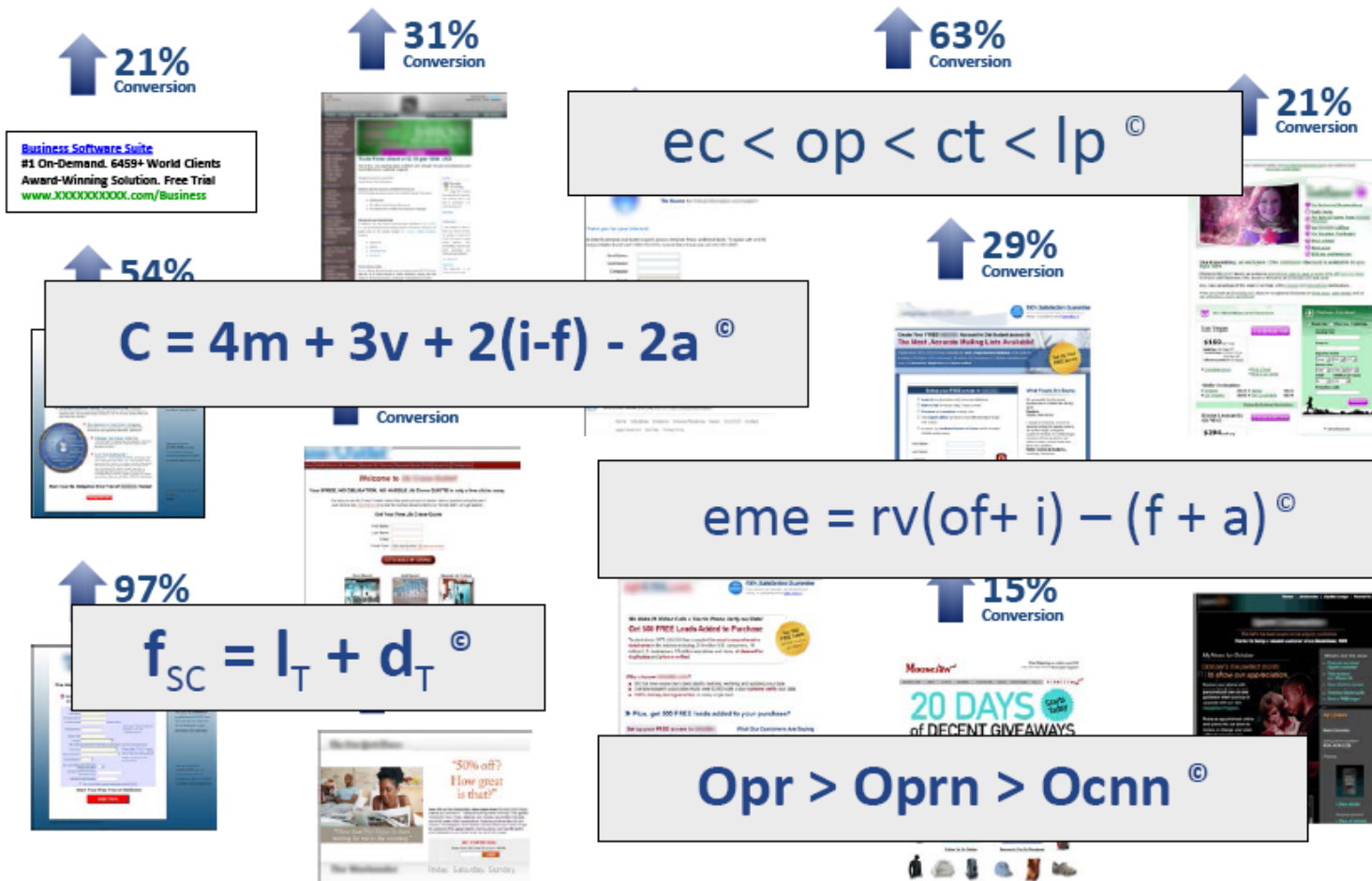


White Paper

Oilfield Hose Maintenance
Whitepaper
[Download](#) a white paper on oilfield hose maintenance and safety procedures to reduce downtime.

Step 2 gives visitors 3 equally weighted call-to-actions for report downloads.

Over 10,000+ Paths Tested



Email Optimization Methodology

$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})^{\text{©}}$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimization Methodology

$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})^{\text{©}}$$

Value Factors $\text{rv}(\text{of} + \text{i})$

Relevance (rv)

Offer (of)

Incentive (i)

Inhibitors $(\text{f} + \text{a})$

Friction (f)

Anxiety (a)

“Toothpaste is peddled with far more sophistication than all of the world’s life-saving causes.”

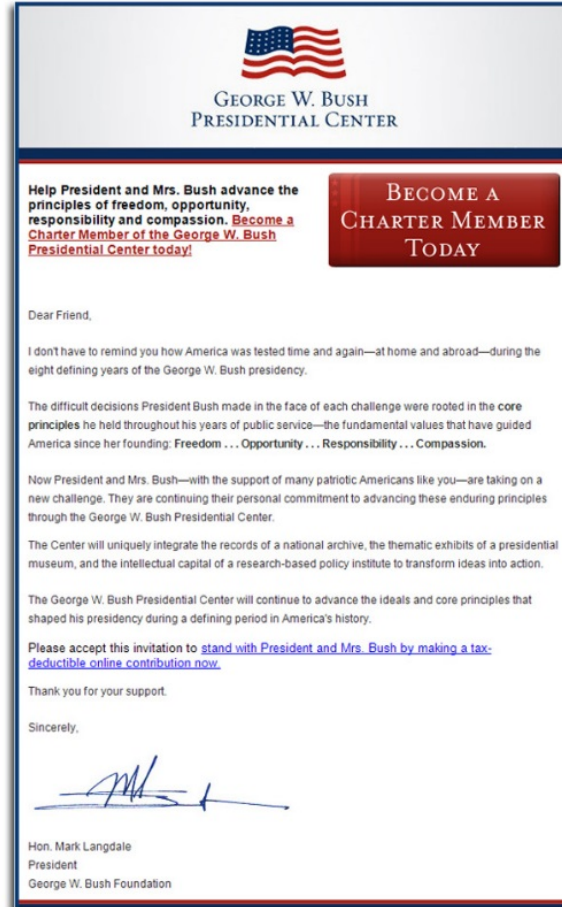
- Nick Kristof

The most unlikely
friendship began.



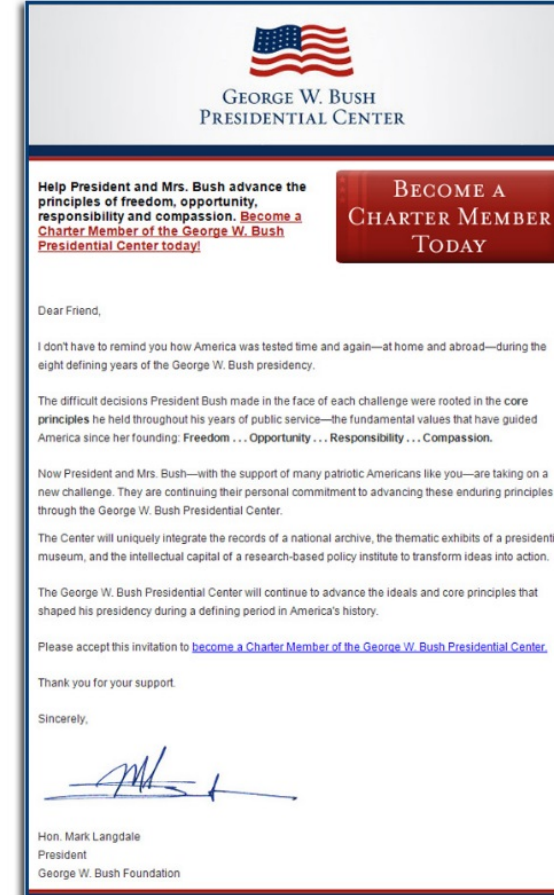
The original experiment.

Version A - Control



Version B - Treatment

139% Increase in Clickthrough Rate
42% Increase in Revenue



**ONLINE
FUNDRAISING
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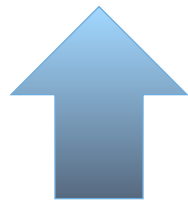
Impact of Increasing the Perceived Value

Original

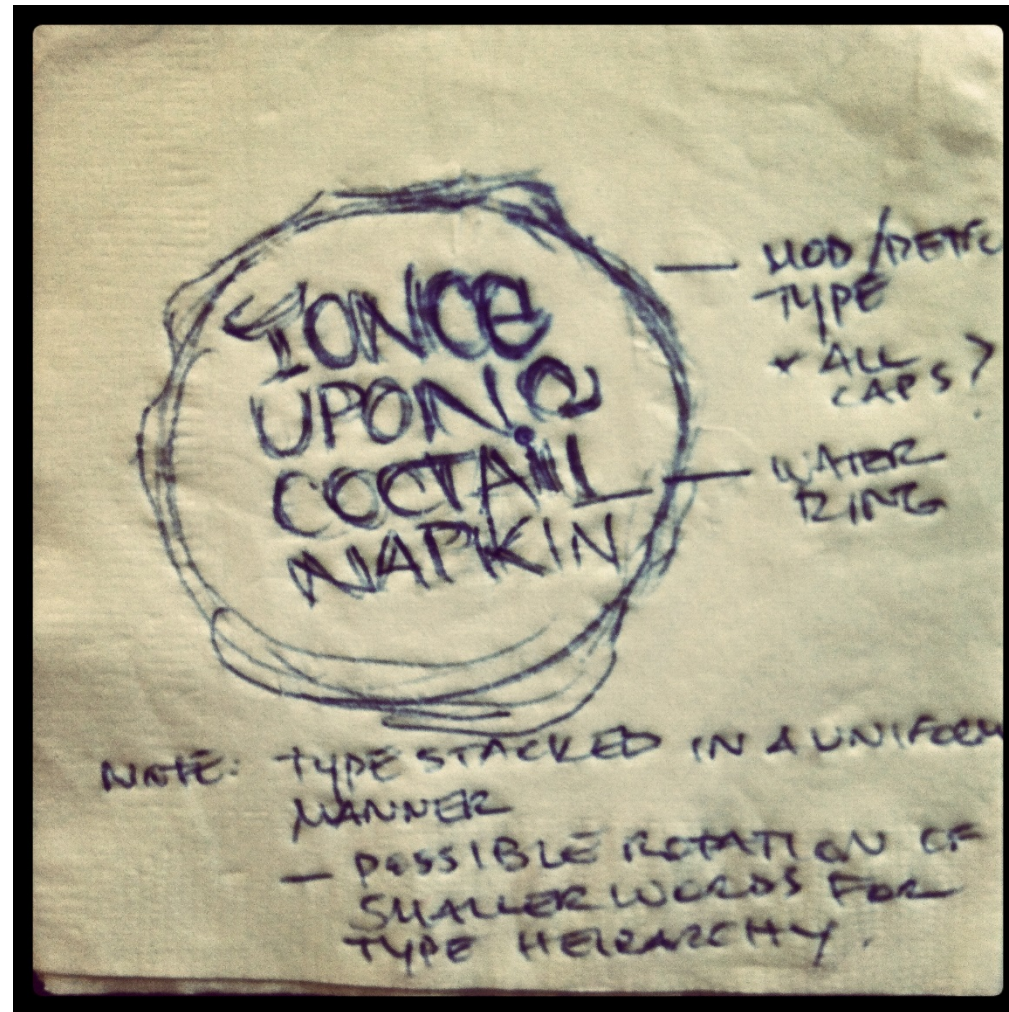
Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

Optimized

Please accept this invitation to [become a Charter Member of the George W. Bush Presidential Center.](#)



139% Increase in Clickthrough
42% Increase in Revenue



We have met the enemy and he is us

This screenshot shows a church website with several fundraising elements highlighted by orange arrows:

- MOTHER'S DAY**: A banner for Mother's Day with a "Give Now" button.
- PASS ON THE GIFT OF HEALTH AND HOPE**: A banner for a health and hope initiative with a "Give Now" button.
- Gift Catalog**: A section titled "Gift Catalog: Give a Gift of Hope" with a "Give Now" button.
- OUR WORK**: A navigation menu with links for "GET INVOLVED", "VISIT", "GIVE", "MEDIA", and "IDEAS IN ACTION".
- Charitable Gift Giving that Makes a Difference**: A section with two columns of gift options, each with a "Give Now" button.
- Blog**: A section titled "Blog" with a post about "Female Farmer Succeeds Through Training".
- FROM THE FIELD**: A section titled "FROM THE FIELD" with a "Give Now" button.
- Share this page**: A social media sharing section at the bottom with links for Facebook, Twitter, YouTube, and others.

This screenshot shows a registration form with a blue arrow pointing to the "Account Information" section. The form includes fields for:

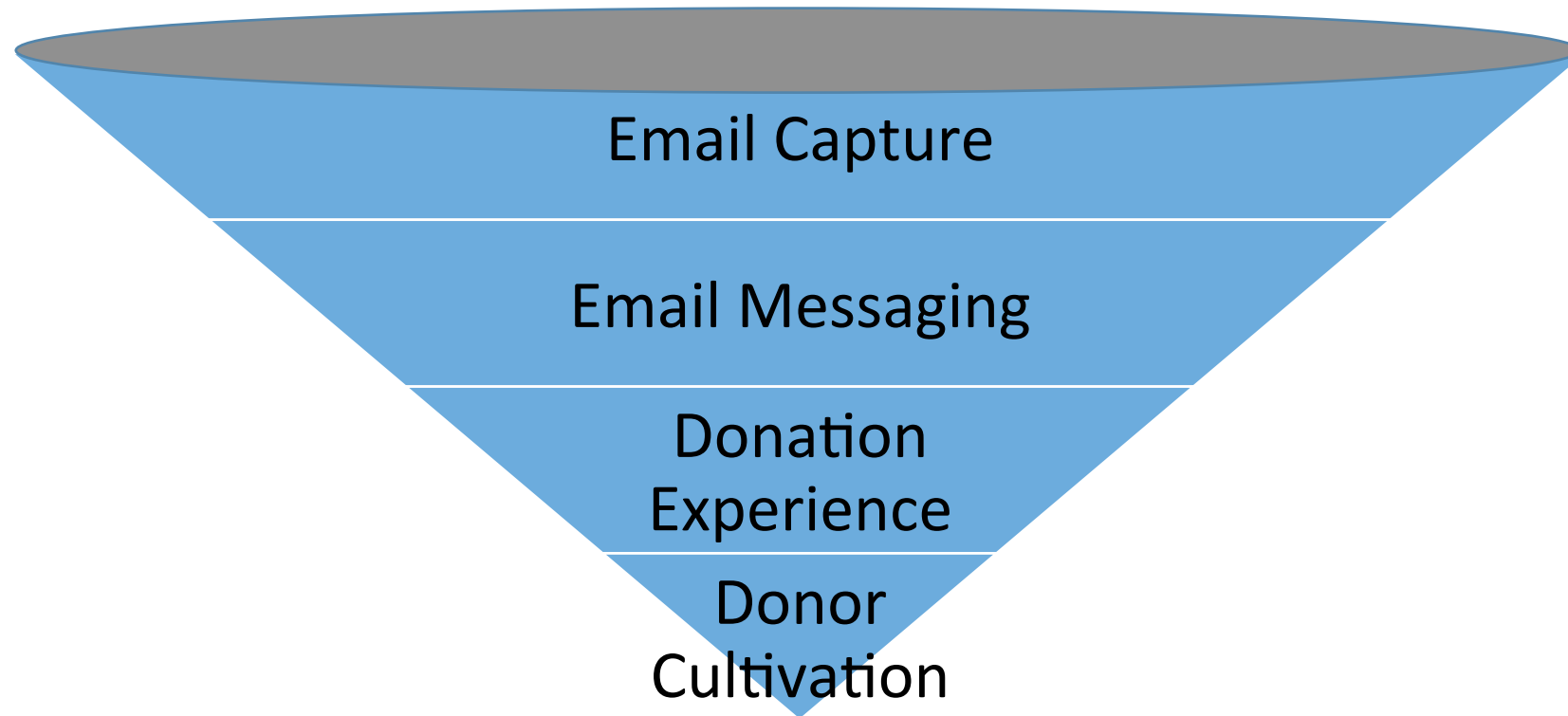
- Account Information**: Username, Password, Re-type Password, and a security question.
- Contact Information**: First Name, Middle Name, Last Name, Organization, Job Title, Address Line 1, Address Line 2, City, State/Province, Zip Code, Country, Day Phone, Evening Phone, Mobile, Fax, and E-mail Address.
- Other Information**: A checkbox for "I wish to receive E-Mail Newsletters" and a "Submit Your Registration" button.

This screenshot shows a church website with a blue arrow pointing to the "HUNGER HAPPENS. Luby's" banner. The website features:

- MAX BOWL**: A banner for a bowling event.
- 100.7 FM KKHT**: A banner for a radio station.
- HUNGER HAPPENS. Luby's**: A banner for a fundraising event with a "ENTER NOW!" button.
- US FAMILY HEALTH PLAN**: A banner for a health plan.
- 94.4% Member Satisfaction**: A banner for a member satisfaction survey.
- STATION EVENTS**: A section with links to "QUICK LINKS", "STATION EVENTS", "ARTICLES & RESOURCES", "LISTEN TO MINISTRY ONLINE", "LOCAL HOSTS", "OTHER CHRISTIAN RADIO MINISTRIES", "ENTERTAINMENT", and "MOVIE REVIEW".
- MAKE A RESERVATION**: A button for making a reservation.
- Open Bowling**: A button for open bowling.
- Cosmic Bowling**: A button for cosmic bowling.
- League Bowling**: A button for league bowling.
- Standings**: A button for standings.
- Birthday Parties**: A button for birthday parties.
- Companies**: A button for companies.
- Fundraisers**: A button for fundraisers.
- Youth Programs**: A button for youth programs.

ONLINE
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SCORECARD

Four Key Stages of the Online Donor Funnel

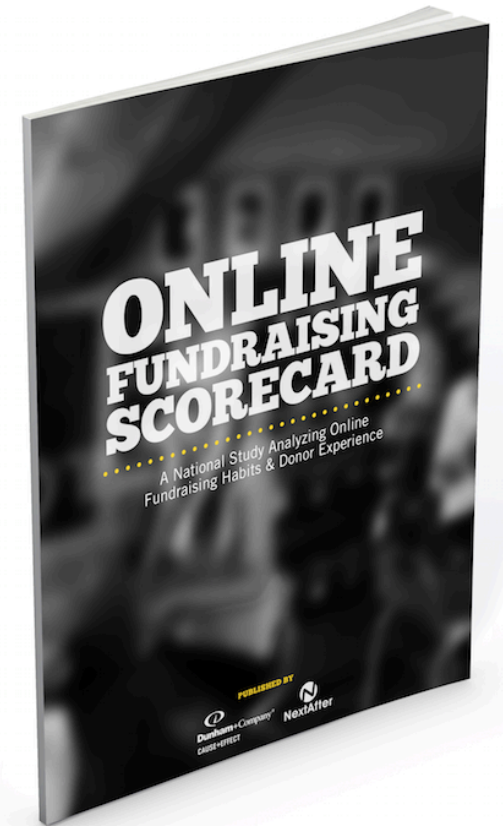


Methodology

1. Signed up to receive emails.
2. Watched our inbox; time/date stamped and analyzed each email.
3. Waited for an opportunity to give and then gave a \$20 donation.
4. Scored the donation process.
5. Monitored and recorded the acknowledgement and follow-up process.

Methodology

- Analysis of Four Key Functions
 - Email Capture
 - Email Communication
 - Donation Pages
 - Gift Acknowledgement
- Data collected 10/2012 thru 5/2013
- 46-Point Assessment
- \$20 Gift to each organization

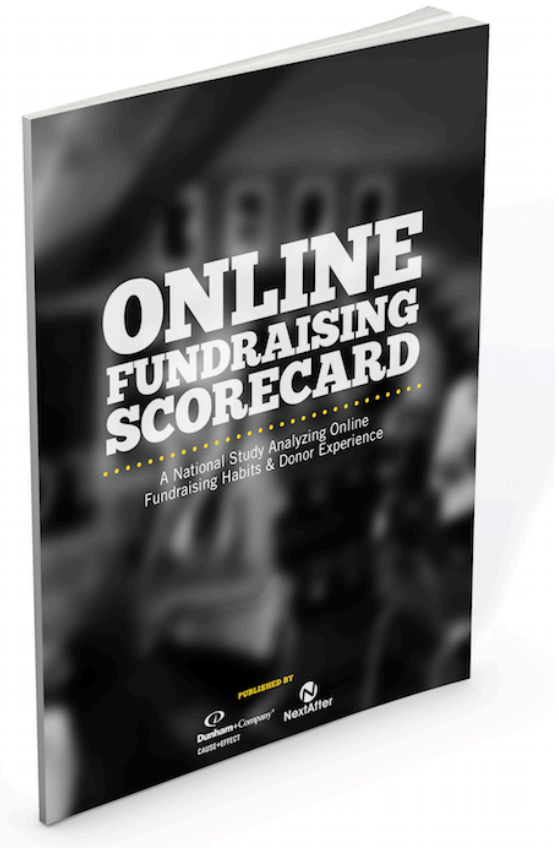


Scoring Criteria

Based on MECLABS
optimization heuristics:

$$\text{eme} = \text{rv}(\text{of} + \text{i}) - (\text{f} + \text{a})$$

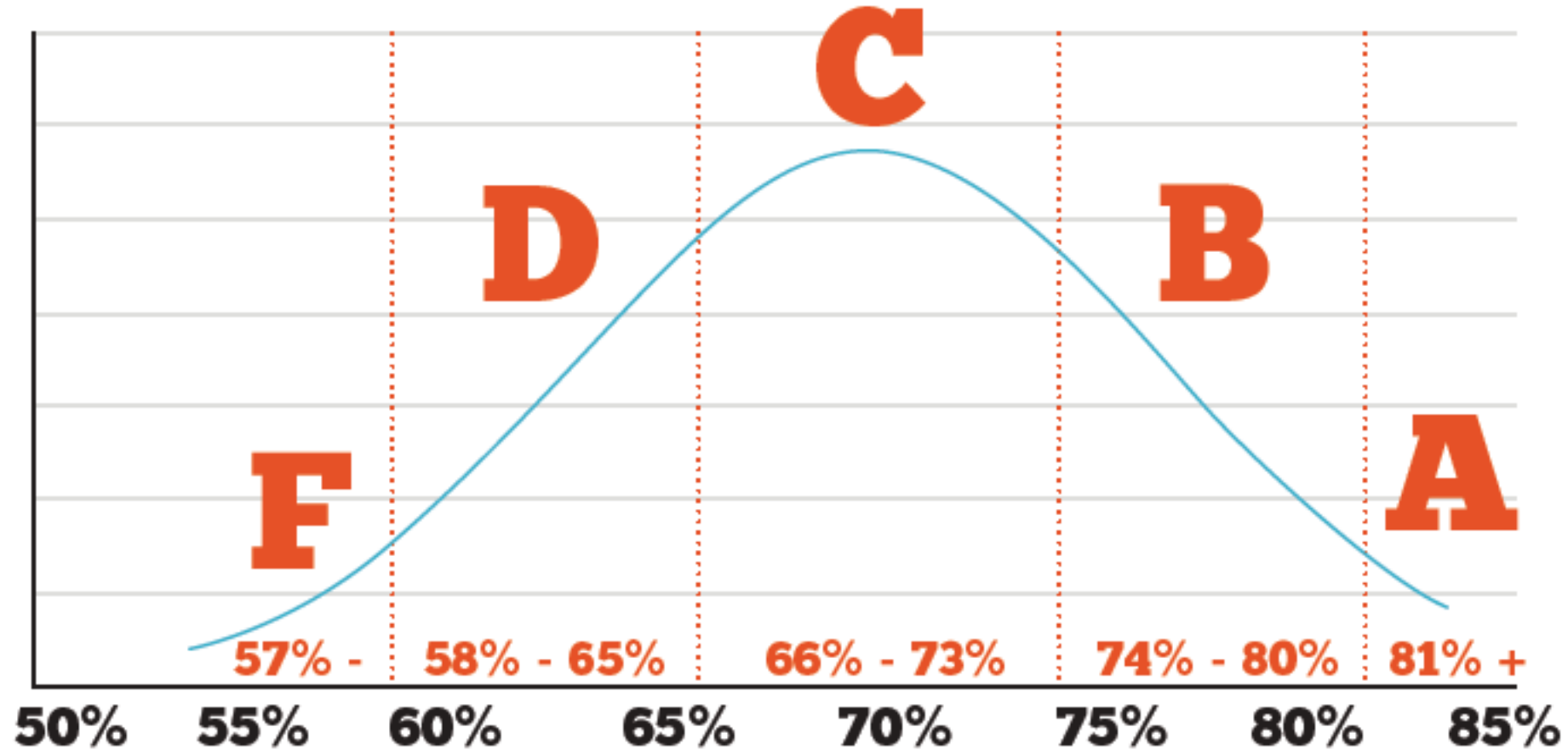
$$\text{ec} < \text{op} < \text{ct} < \text{lp}$$



So what
did we
learn?



We Had to Grade on a Curve



Some Verticals Do Better Than Others

At the head of the class:

- Animal Welfare: **81% A**
- Political Candidates: **78% B**
- Environment & Wildlife: **77% B**
- Public Affairs: **75% B-**
- Public Broadcasting Stations: **75% B-**

And the bottom five verticals:

- Jewish Organizations: **68% C**
- Christian Ministries: **67% C-**
- Performing Arts & Libraries: **67% C-**
- Hospitals: **65% D**
- Associations/Membership: **63% D**

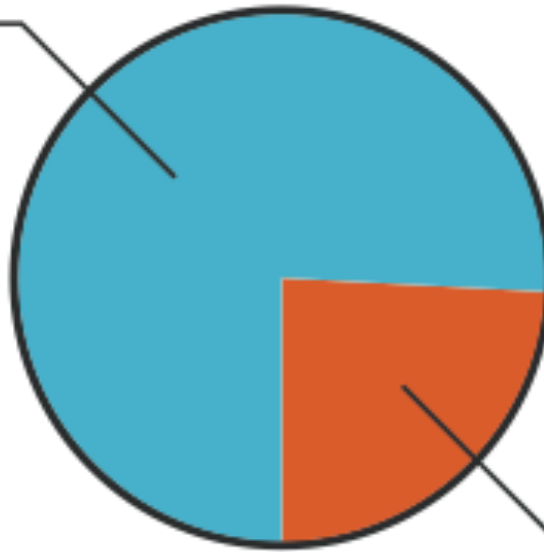
-
- Email Registration
-
-
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-

**GETTING PEOPLE TO
RAISE THEIR HAND**

Email Capture

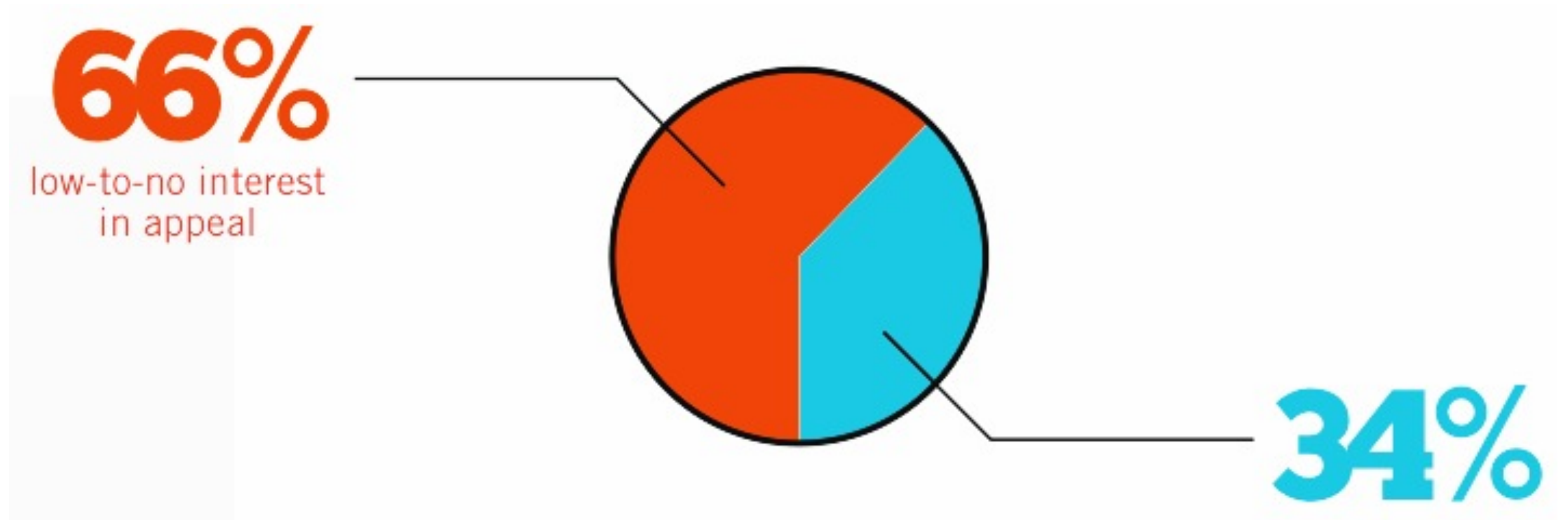
76%

takes less than
10 seconds to
find the email
sign-up



24%

Email Capture

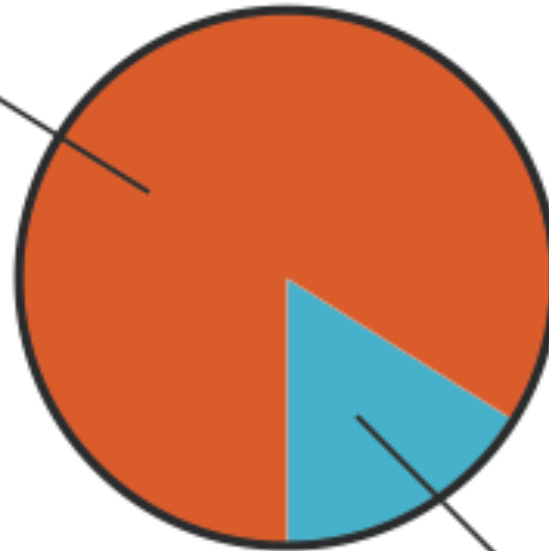


Email Capture

I can get a crappy newsletter anywhere!

84%

present a non-exclusive offer



16%

Email Value Proposition Assessment

Desire

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

Exclusivity

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.

About Us

Get Involved

for You

Business Solutions



Action Alert!

Tell Congress to keep key job training programs in fiscal cliff discussions

[[Take Action!](#)]



Find Your Local



Find job training centers and donation sites in your community.

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Subscribe

We offer two newsletters.

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DIY Project: Create Stockings from Thrifted Holiday Sweaters
November 30 | In: Shop

Tell Congress to Remember Key Job Training Programs in Fiscal Cliff Discussions
November 29 | In: Advocate

[[Blog Archive](#)]

[Offers Resources for People Devastated by Hurricane Sandy »](#)

Donate Goods



Give a Financial Gift



Find a Job



About Us

Get Involved

for You

Business Solutions



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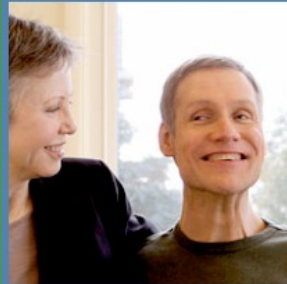
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Special Olympics

Language: View in English [CHANGE] Region: North America [CHANGE]

Search

What We Do

Who We Are

Sports & Games

Stories

Get Involved

Donate

Listen to page

Get In The Spirit!

Special Olympics changes lives and brings people together. Stay in touch and see inspiring stories and photos, features about our work in your community and around the world. Sign up today!



Email

First Name

Last Name

City *(optional)*

State/Province *(optional)*

Country *(optional)*

Select a Country

Special Olympics will not share your email address with anyone unaffiliated with the organization. [See our Privacy Policy.](#)

Cancel

Subscribe

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American
Red Cross

Sign In/Sign Up

Cart: 0 (\$0.00)

Español

Dallas, TX (75201)

WHAT WE DO

REAL LIFE STORIES

NEWS & EVENTS

FIND YOUR LOCAL RED CROSS

SHOP

DONATE FUNDS

GIVE BLOOD

TAKE A CLASS

WAYS TO HELP

GET ASSISTANCE

search



Your help with Sandy is needed

Your financial donation can make the biggest and most immediate impact.

DONATE NOW

Hurricane Sandy Response | OCT-NOV 2012
Kaitlyn, 15, keeps warm at a shelter in Toms River, NJ.

→ **LATEST NEWS** Get prepared—or respond to an emergency—at the touch of a button.



Red Cross Volunteers Provide Care, Comfort in Shelters



Massive Red Cross Relief Response Spans Ten States

Sign up for news and updates



Stay informed on disaster alerts, preparedness tips and ways to get involved.

Email address

Sign Up

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Sign Up for News and Updates



Stay informed on disaster alerts,
preparedness tips, and ways to get
involved.

Sign Up

→ **LATEST NEWS** Get prepared—or respond



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Comfort in Shelters** →



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Email Communication

**GETTING PEOPLE
TO PAY ATTENTION**

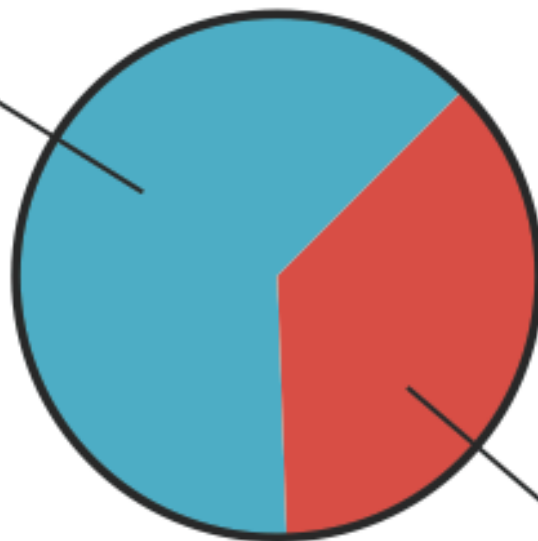
Question 1:

If I signed up to receive emails from an organization, what might I expect to receive in the first 30 days?

Not much! Shockingly, more than one-third of organizations sampled did not send a single email to their subscribers within the first 30 days of sign-up. Nothing. Nada. Zilch.

63%

sent at least one
email within 30
days of sign-up



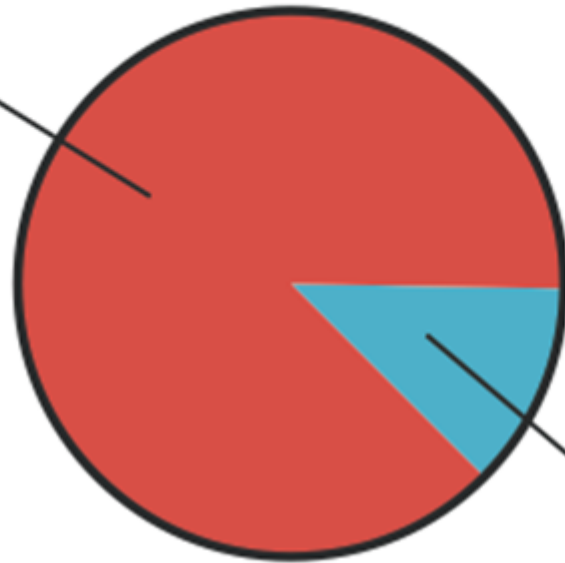
37%

Question 2:

We've been talking about the importance of doing a Welcome Series for new email subscribers for almost a decade now. How many organizations are actually doing it?

Hardly any! Of the 151 organizations sampled in the study, only 18 actually employ a New Email Subscriber Welcome Series.

88%
did not employ a
welcome series



12%

Question 3:

How long after subscribing do organizations start asking for money?

Sign up for Email



A horizontal timeline with an arrow pointing to the right. It features four large blue circular markers at the start, 30 days, 60 days, and 90 days. Between these markers are four smaller black dots each, representing 15-day intervals. Vertical lines connect the 30, 60, and 90-day markers to their respective text blocks.

60 Days

By 60 days, only 42% of the organizations had asked for a donation.

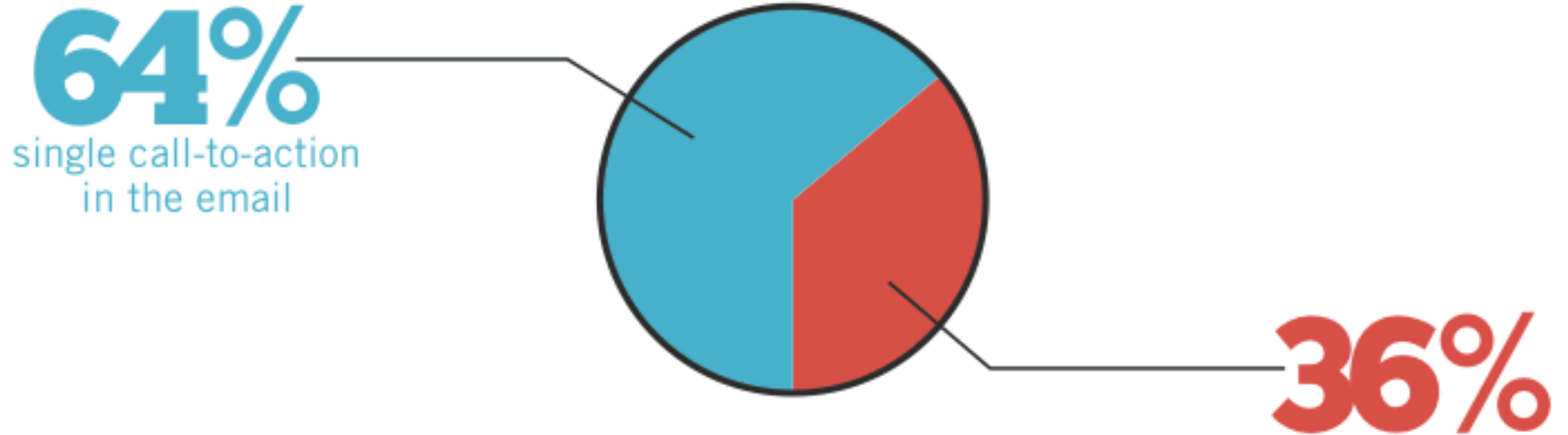
30 Days

Only 37% of the organizations in our survey asked for a donation in the first 30 days.

90 Days

At the 90-day mark, 44% of the organizations surveyed had asked for a gift, leaving us to wonder if the other 56% ever sent out an appeal.

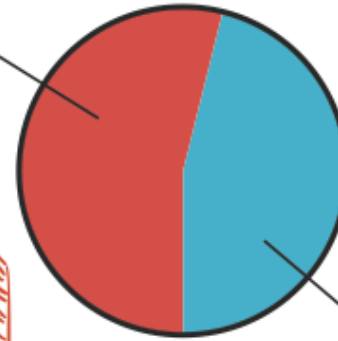
Getting people to click



Better hurry home if you want to read my email.

Even though more and more people are now reading their emails on a mobile device, most organizations in our sample are not making their emails mobile friendly. **Fifty-four percent of organizations are sending emails that are NOT optimized for viewing on a mobile device.**

54%
not optimized for
mobile viewing



46%

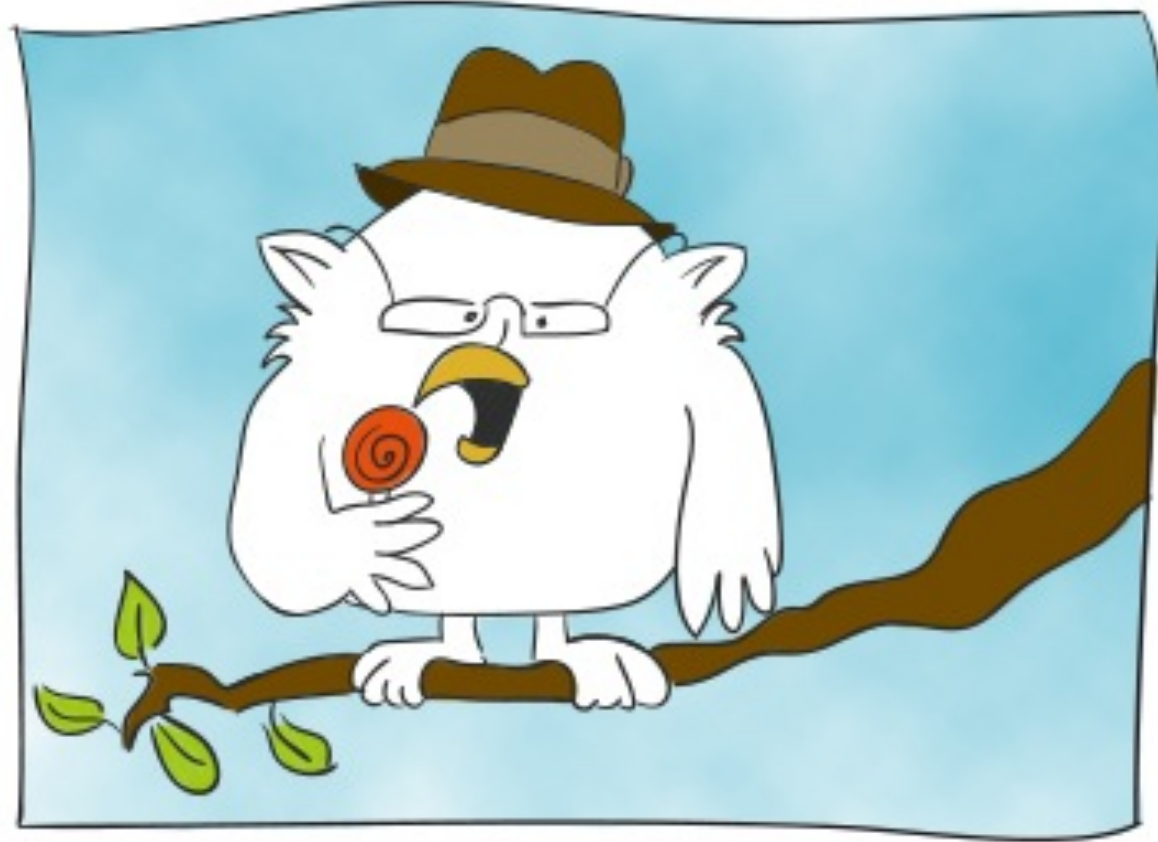
61% of consumers now read at least some of their emails on a mobile device.

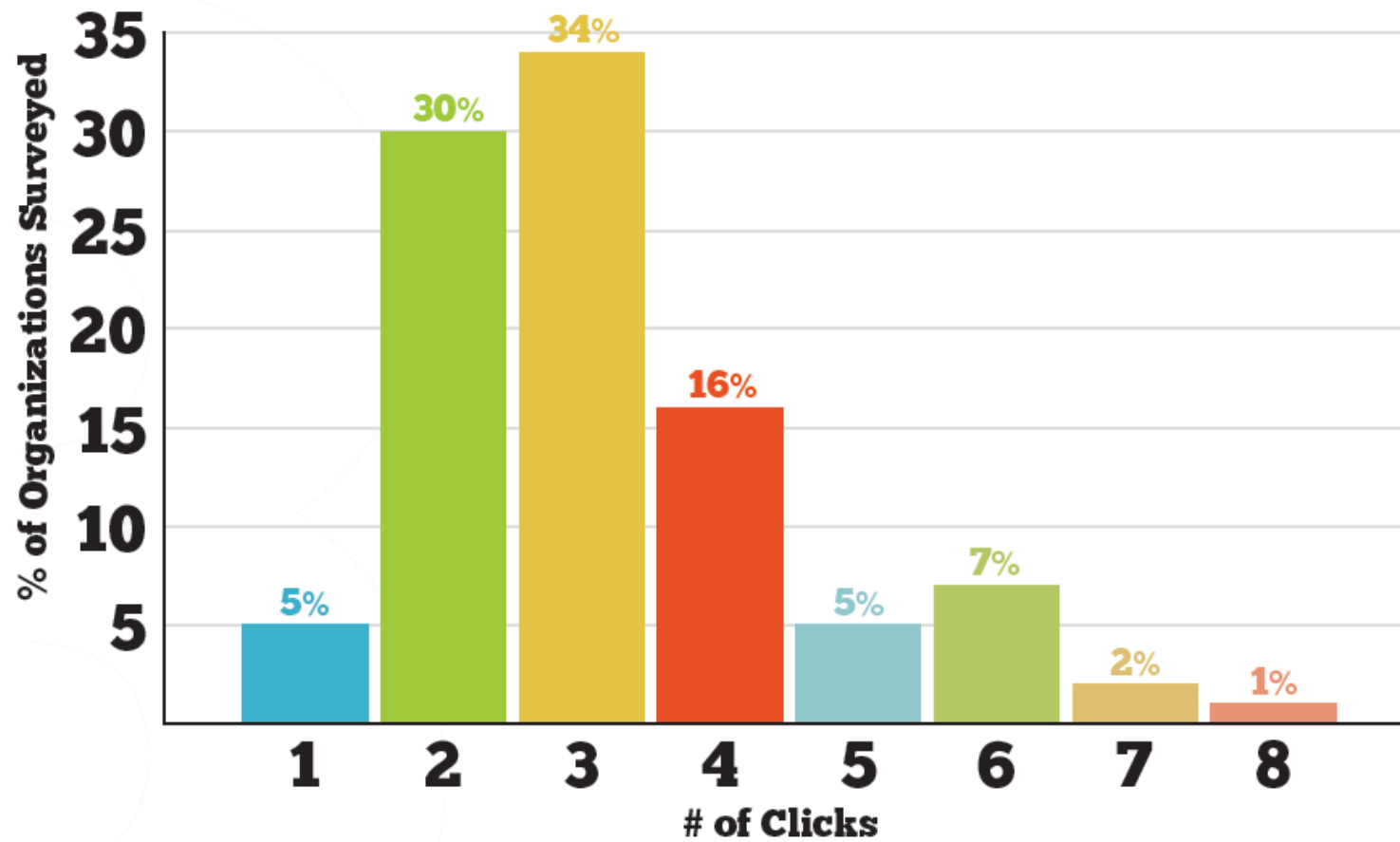
- Yesmail "Email Compass: The Mobile Effect" (2013)

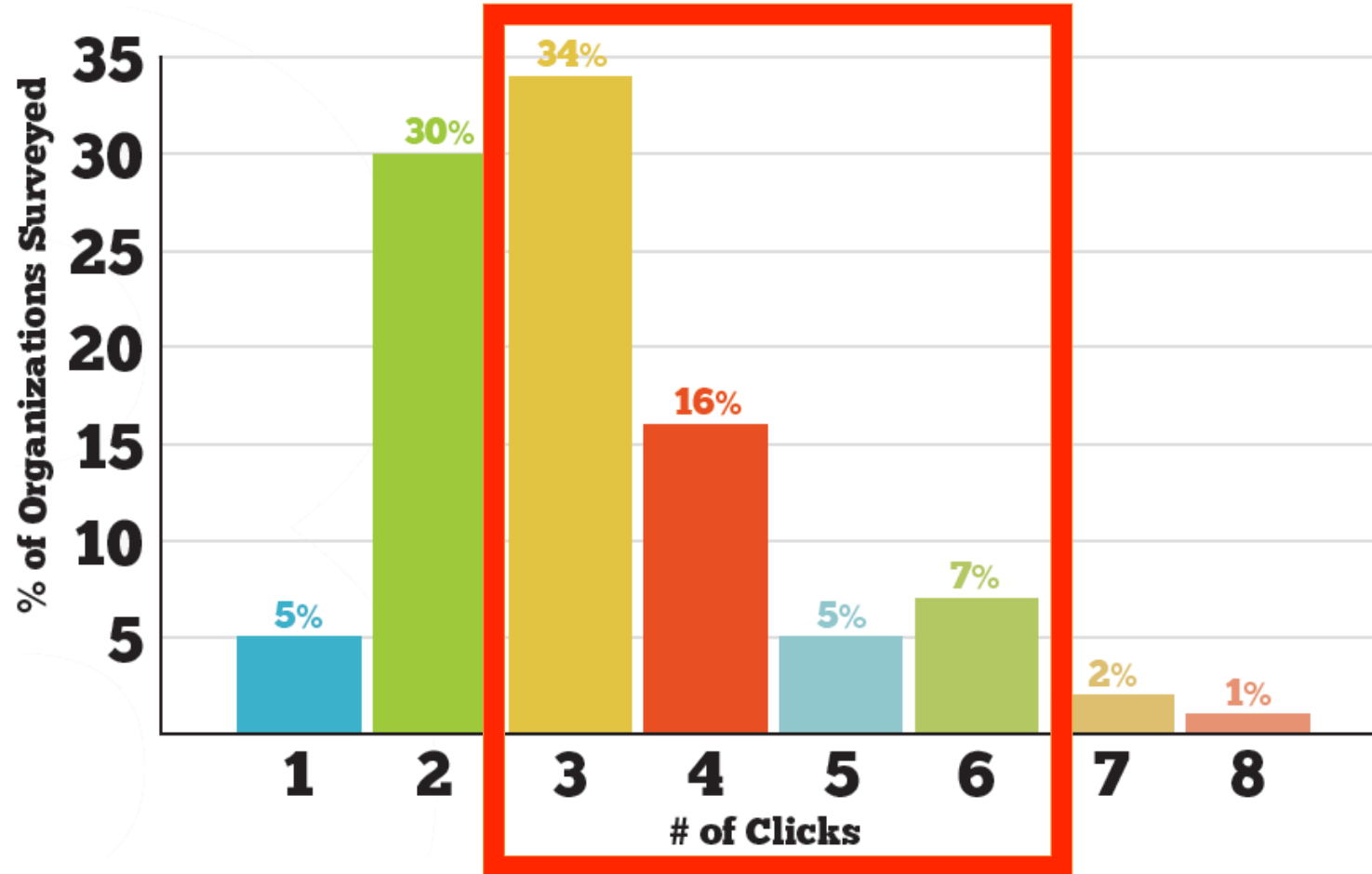


- Online Donation Experience
- **GETTING PEOPLE**
- **TO DONATE**

Mr. Owl, how many clicks does it take to get to the end of a donation form?







Friction: Defined

/'frikSHən/ Noun.

The resistance that one surface or object encounters when moving over another.

Friction (in fundraising): Defined

/ˈfrikSHən/ Noun.

Anything that causes psychological resistance to a given element in the donation process.

Friction in the online giving process is best understood when it is experienced.

Friction in the Giving Process

World Vision

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INFO FOR LEADERS // PARTICIPANTS // PARENTS

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LOGIN

ABOUT THE FAMINE

LEARN ABOUT HUNGER

PLAN YOUR FAMINE

STORIES HEAR, WATCH, READ

DONATE

World Vision's

30 HOUR FAMINE

NATIONAL FAMINE DATES

February 25-26, 2011

April 29-30, 2011

OR, CHOOSE YOUR OWN DATE!

SIGN UP NOW!

LOVE hungry.

Why do the Famine?

Watch The Video!

Every day, hunger kills nearly 8,000 kids. You can do something about it. Band together to fight hunger, save lives—and write a different story for the planet.

[Learn more about the 30 Hour Famine.](#)

Join us on [f](#) [t](#) [y](#)

FAMINE STORIES

Erin

Famine group leader

"Every year, they get excited about this," says Erin of her group's response to the Famine.

[Read Erin's story.](#)

LEARN ABOUT HUNGER

Hunger Facts

More than a billion people go hungry every day. In many countries, 1 in 3 kids don't get the nutrition they need.

Know what you're up against. Learn more about hunger and how it can be stopped.

[Get the facts about hunger.](#)

LEARN ABOUT HUNGER

Study Tour

Check out your Famine funds at work - with your own eyes. Join us for an incredible journey to see how we love hungry around the world.

[Apply for the 2011 Study Tour](#)

PLAN YOUR FAMINE

Famine Rewards

Fundraising is hard work, but it doesn't have to be a thankless job. See what rewards you can earn just by raising money to fight hunger.

[Check out this year's Famine rewards](#)

2011 FAMINE LEADERS, [send in your funds ASAP!](#)

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Friction in the Giving Process

Click Count:
1



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Friction in the Giving Process

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[ABOUT THE FAMINE](#) | [LEARN ABOUT HUNGER](#) | [PLAN YOUR FAMINE](#) | [STORIES HEAR, WATCH, READ](#) | [DONATE](#)



World Vision's 30 HOUR FAMINE

NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011

[Home](#) | [Donate](#)

Donate



Help a hungry child today. You can donate to support an individual or group participating in the 30 Hour Famine. Your gift will be used to help feed and care for children in need. Find out more about [where your donations go](#).

[Search for a student or group](#) [Looking for your page?](#)

Other Ways To Give

Wondering what else you can do to fight hunger and poverty? Give a single gift or sponsor a child in need! [Discover more ways to help](#)

For Participants

You can find your personal fundraising page to collect donations from friends and family. To search for your page [click here](#) and enter your name as the participant. You can login in to your page on the upper right corner of the page.

To search for your group's page and create your own fundraising page [click here](#) and enter your group's name. On your Team Fundraising page click on "Join Famine Group". From here you can make your own personalized fundraising page!

[+ Share This Page](#) [Email](#) [Twitter](#) [Facebook](#)

[SIGN UP NOW!](#)

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

[Or, get more info!](#)

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Friction in the Giving Process

Click Count:
2

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HOME | CONTACT US INFO FOR LEADERS // PARTICIPANTS // PARENTS SEARCH LOGIN

ABOUT THE FAMINE LEARN ABOUT HUNGER PLAN YOUR FAMINE STORIES HEAR, WATCH, READ DONATE

World Vision's 30 HOUR FAMINE

NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011

Home Donate

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To search for your group's page and create your own fundraising page [click here](#) and enter your group's name. On your Team Fundraising page click on "Join Famine Group". From here you can make your own personalized fundraising page!

Other Ways To Give

Wondering what else you can do to fight hunger and poverty? Give a single gift or

[Discover more ways to help](#)

Share This Page

SIGN UP NOW!

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t You

ONLINE
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Friction in the Giving Process

Click Count:
3



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PLAN YOUR FAMINE

STORIES HEAR, WATCH, READ

DONATE

World Vision's 30 HOUR FAMINE

NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011

Home • Donate • Other ways to give

Other Ways to Give

Make a general donation.

[Donate Now](#)

Change one life forever.

Wonderful things happen when you choose to help a child all year long through child sponsorship. For just over \$1 a day, you'll show your child God's unconditional love by providing them with access to critical resources such as:

- nutritious food
- clean water
- health care
- education
- and more

Plus, the benefits you provide your child extend to their family, community, and other children in need. That's because World Vision plans and works alongside local community members to find solutions that will change the future for their children - and their community.

[SPONSOR A CHILD](#)

Other Ways To Give

Wondering what else you can do to fight hunger and poverty? Give a single gift or sponsor a child in need!

[Discover more ways to help](#)

Share This Page

SIGN UP NOW!

Ask your question!

1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t You Tube


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Click Count:
4




Friction in the Giving Process

Click Count:
5



World Vision® Building a better world for children

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Follow Us: [!\[\]\(5c21dc776ae4aea2d2bd6ea020387e51_img.jpg\)](#) [!\[\]\(0bed848855ad146c0c43ffbd1e78abd6_img.jpg\)](#) [!\[\]\(68c803856f5d0e2869157394e52652f1_img.jpg\)](#) [BLOG](#) | [Help](#) - [Contact Us](#)

[Home](#) [Our Work](#) [Sponsor a Child](#) [Ways to Give](#) [Get Involved](#) [About Us](#)


My Basket

My Basket

	type of donation	description	qty	amt	total
remove	One-time Gift	30 Hour Famine Group Contribution	1	\$30.00	\$30.00
				Shipping:	\$0.00
				Total:	\$30.00

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Help Fight Hunger \$100



Help provide food and other essentials to hungry children around the world.

[donate now](#)

Donate a Goat \$75



Goats provide hungry children with nutritious milk, cheese and yogurt.

[donate now](#)


Give Where Needed Most

Your gift will enable us to respond quickly in areas of greatest need, to help the world's most vulnerable children and families.

\$

[donate now](#)

Sponsor Brayan



Age: 6
Gender: Boy
Birthday: Oct 15, 2004
Country: Bolivia

[Sponsor Brayan](#)[Search for a Child](#)

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716

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World Vision, Inc is a registered 501(c)(3) nonprofit organization. All donations are tax deductible in full or in part.

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Friction in the Giving Process

Click Count:
6

The screenshot shows the World Vision website's account sign-in page. The header includes the World Vision logo, navigation links (Home, Our Work, Sponsor a Child, Ways to Give, Get Involved, About Us), and a search bar. The main content area is titled 'Account Sign-In' and contains a form with the following elements:

- Header: Sign In | 1 | E-mail Sign-Up | RSS | Press Center
- Follow Us: Facebook, Twitter, YouTube, BLOG | Help - Contact Us
- Navigation: Home, Our Work, Sponsor a Child, Ways to Give, Get Involved, About Us, search site
- Sign In button (highlighted with a red box)
- Form fields: Enter your email address (tkachuriak@kma.com), Create a new account (selected), Access my existing account, and my password is: (password field)
- Helpful Hints: Donor Services Representatives are available to assist you. To reach a Donor Services Representative, please call us at 1-888-511-6443. Current World Vision donors who have never registered online should create a new account. Forgot your password? Click Here. Has your email address changed since your last donation? Contact us
- Footer: Phone: (888) 511-6443, P.O. Box 9716, Federal Way, WA 98063-9716, © 2011 World Vision Inc., Home, Sponsor a Child, Giving Center, Get Involved, Our Mission, Trustworthy | Privacy Policy | Security | Site Map | General FAQ, Follow Us: Facebook, Twitter, YouTube, BLOG

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Friction in the Giving Process

Click Count:
7

World Vision® Building a better world for children

Sign In 1 E-mail Sign-Up RSS Press Center

Follow Us: f t y BLOG | Help - Contact Us

Our Work Sponsor a Child Ways to Give Get Involved About Us search site

Check Out: Donor Information

* First Name:

* Last Name:

* Email Address:

* Confirm Email Address:

* Phone Number () (5551212) Ext.

* Create Password: (6 character min.)

* Confirm Password:

* Required fields

Don't have an account?

If you have not yet created your online account, please complete the registration information and click the "continue" button.

Registering with us using this form will allow you to return to our site to access your account, view photos of your sponsored children and make donations easily and quickly.

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Friction in the Giving Process

Click Count:
8

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Welcome Tim Kachuriak | [My Account](#) | [Sign Out](#) | 1 [E-mail Sign-Up](#) | [RSS](#) | [Press Center](#)

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1 Donor Information 2 Mailing Information 3 Payment Information 4 Submit

Check Out: Mailing Information

All correspondence which cannot be sent by email will be sent to this address.

☐ Select From Existing (You can create a new address in the fields below.)

We do not have an address for you in our system

☒ Create New Address

Name Tim Kachuriak

* Country United States¹

* Address 1924 Stags Leap Lane

* City Frisco

* County Denton

* State Texas

* Zip 72321

☒ Use as Preferred Address

[* Required fields](#)

¹ We are able to support accounts in other countries on a limited basis. Please click [here](#) for more information.

[Continue](#)

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Friction in the Giving Process

Click Count:
10

Building a better world for children

Welcome Tim Kachuriak | [My Account](#) | [Sign Out](#) | 1  [E-mail Sign-Up](#) [RSS](#) [Press Center](#)

Follow Us: [f](#) [t](#) [v](#) [BLOG](#) | [Help](#) - [Contact Us](#)

1 Donor Information

2 Mailing Information

3 Payment Information

4 Submit

Check Out: Review

Your Information:

Name: Tim Kachuriak
Phone: 412-4919254
Email Address: tkachuriak@yahoo.com

Mailing Information:

Name: Tim Kachuriak
Address: 1924 Stags Leap Lane
Frisco, TX 72321
Denton County
UNITED STATES
[edit mailing information](#)

Payment Information:

Payment Type:: Visa
Name: Tim Kachuriak
Address: 1924 Stags Leap Lane
Frisco, TX 72321
Denton County
UNITED STATES
[edit payment information](#)

type of donation	description	qty	amt	total	cards
One-time Gift	30 Hour Famine Group Contribution	1	\$30.00	\$30.00	
			Shipping:	\$0.00	
			Total:	\$30.00	

[update](#)

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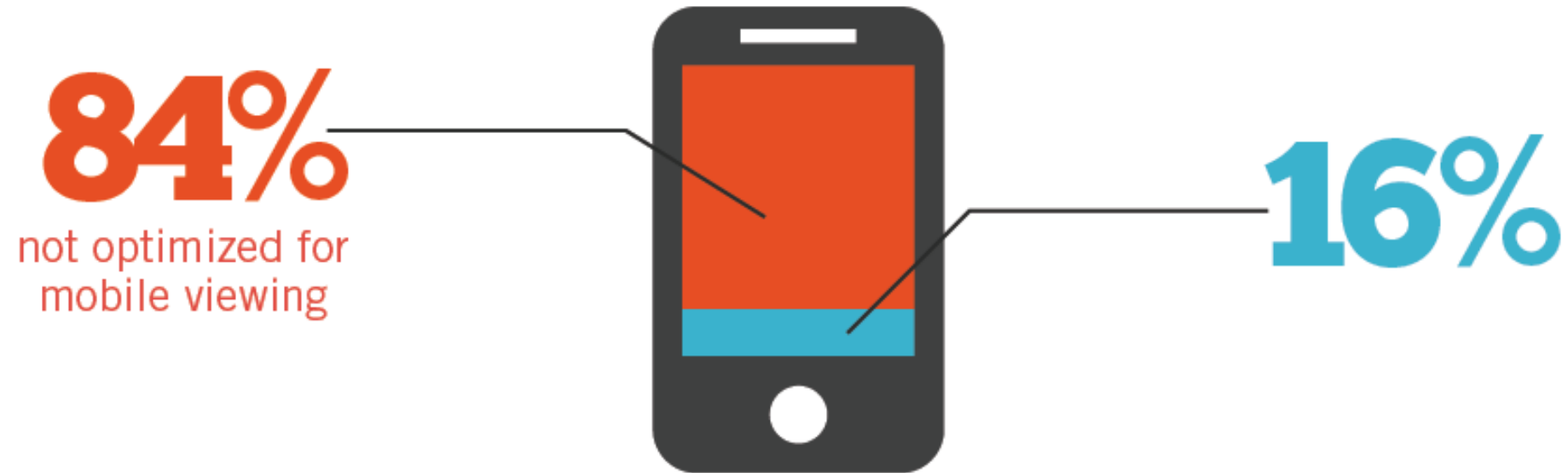
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Donors Don't Like Friction

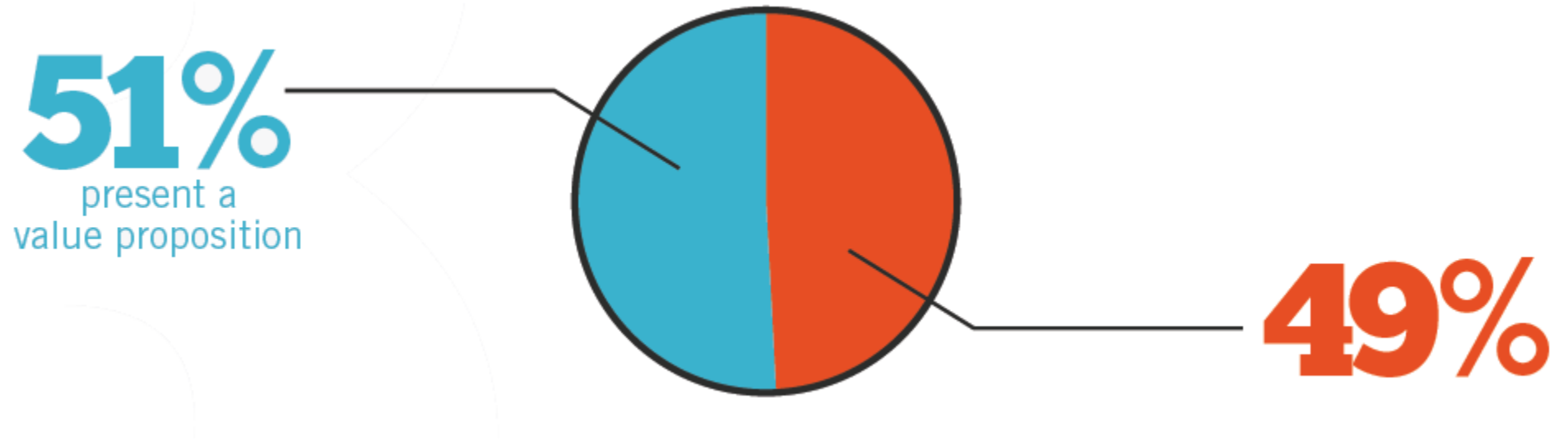


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Not Suitable for Smartphones



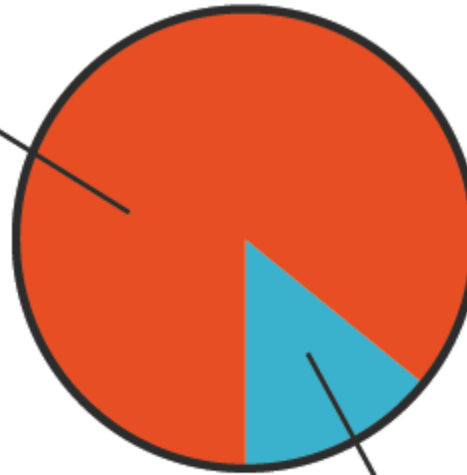
Give Me a Reason!




How About Now?


86%

create no sense
of urgency




14%






ACCREDITED
CHARITY
bbb.org/charity



Norton
SECURED
powered by VeriSign

HOW TO HELP CONSERVATION HUNTING NEWS & MEDIA EVENTS MY DU



DUCKS UNLIMITED ULTIMATE
GEAR BAG

Ducks Unlimited Ultimate Gear Bag

For your contribution of just \$45 or more, you'll receive a [DU Ultimate Gear Bag!](#)

It's ideal to take out to the blind, to the shooting range, or as a carry-on when you travel. This sturdy bag measures 15"x10"x9.5" and features heavy-duty handles, and three gusseted, zippered exterior pockets. Made of DU Field Khaki and Mossy Oak® Duck Blind™ Camo, it is sure to fit all your outdoor needs. It is also equipped with high-density foam padding on the sides and bottom. There is plenty of room to hold **8 to 10 boxes of shotgun shells**, gloves, glasses, camera equipment or overnight essentials while out of town. With its dual zipper top panel for easy access and padded, adjustable, removable shoulder strap, it is comfortable to carry anywhere.

It also sports the well-recognized DU logo, embroidered on the front. This DU symbol displays your passion for waterfowl and conservation to everyone who sees it. Every time you carry your bag, you will be reminded that your support makes a difference for the wetlands you love. Supplies are limited;not available in stores.

Donate now and reserve yours today!

Donation Information

☐ Do not send me the free gift(s)

Select gift amount:


☒ 1 bag - \$45

☐ 2 bags - \$85

☐ 3 bags - \$120

Other amount: \$.00

Payment Information

Card number: 

Card type:

- Select -

Expiration:

- Month -

- Year -

Card CVV: [what's this?](#)

Your Information

Email:

Confirm email:

First name:

Last name:

Address 1:

Address 2: (optional)

Country:

United States

City:

State:


- Select -

Postal code:

Phone: (optional)

[Continue to Step 2](#)

DU Ultimate Gear Bag



[VIEW MORE PICS](#)

DU Ultimate Gear Bag Features:

- Dual zippered top opening flap
- One large main compartment
- Dual zippered end pockets
- Front zippered accessory pocket
- Padded handle wrap
- Padded adjustable shoulder strap
- 600d polyester with high density foam padding in DU Field Khaki and Mossy Oak® Duck Blind™ Camo with PVC coating
- Embroidered DU logo on the front
- Exclusively for our DU members; not available in stores

Please call 1.800.453.8267 with questions. Quantities limited. Allow 4-6 weeks for delivery.

Ducks Unlimited is committed to using your money wisely – at least 80% of every dollar goes directly to DU's conservation mission.



EDF has earned Charity Navigator's highest rating.
[Review our charity ratings](#)

More giving options

- Monthly Gift
- EDF Leadership Team
- Leaving a Legacy
- Donor Advised Fund
- Make a Stock Gift
- Join the Catalyst Circle

Other ways to support
Environmental Defense Fund.

Donate by phone

Please call 1-800-684-3322 to
make your donation by phone.

Donate by mail

Please print this page or PDF,
complete the form, and mail to:

Environmental Defense Fund
1875 Connecticut Ave NW
Washington, DC 20009

Donations to Environmental
Defense Fund are tax-deductible.

Where your money goes



- 84% Program services
- 7% Development
- 6% Management and administration
- 3% Membership and new member acquisition

Make a gift

We can't protect the planet without you

We know how important it is for your loved ones to breathe clean air, to preserve diverse wildlife and to secure a stable climate for your children and grandchildren. That's why we here at EDF come to work every day.

But we can't do it without you. Will you stand with over 750,000 of your fellow concerned citizens who are helping to make the world a better place?

Your donation

☐ \$25
 ☒ \$50
 ☐ \$100
 ☐ \$500
 ☐ \$1000
 ☐ \$5000
 ☐ Other

 Minimum \$10

Leadership team: \$500 - \$1000
 Catalyst circle: \$5000

☐ Yes, automatically repeat this gift every month.

Your information

* First Name <input type="text"/>	* Address <input type="text"/>
* Last Name <input type="text"/>	* City <input type="text"/>
* Email Address <input type="text"/>	* State <input type="text"/>
<input checked="" type="checkbox"/> Yes, keep me updated by email.	* Zip Code <input type="text"/>
* Required fields	* Country <input type="text" value="United States"/>

Payment details

Select a payment type:

☐ VISA
 ☐ DISCOVER
 ☐ AMERICAN EXPRESS
 ☐ MasterCard

* Card Number

* Expiration Date

* CVV Number

[What's this?](#)

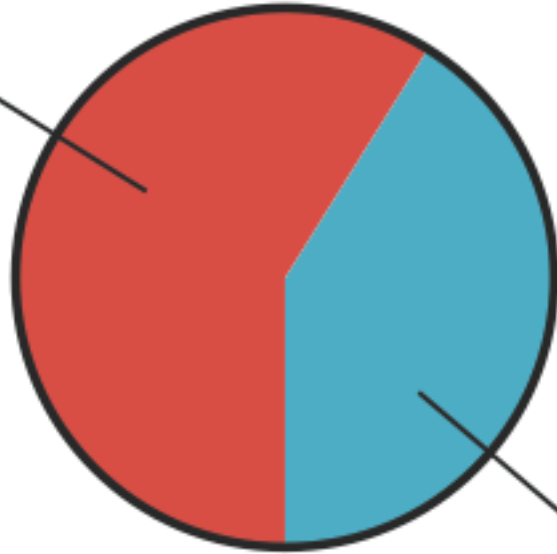
[Donate now](#)

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- 
- Gift Acknowledgment
 - **GIVING PEOPLE**
 - **YOUR GRATITUDE**

63%

did not offer next
steps for the donor



37%



DU LOGO REALTREE MAX-4 CAMO LONG-SLEEVE T-SHIRT

Thank You for Your Support!

Thank you for your generous donation. Your gift makes it possible for Ducks Unlimited to achieve our ultimate vision – to fill the skies with waterfowl today, tomorrow and forever.

Please allow 4-6 weeks for delivery of your DU Logo Realtree Max-4 Camo Long Sleeve T-Shirt.

You will soon receive an email receipt that you may use for tax purposes. Please [continue your online visit](#) to learn more about the difference DU is making across North America, as well as a host of other conservation, waterfowl hunting and other resources.

Find other great Ducks Unlimited items on our [Shop DU page](#).

Let your friends know you support Ducks Unlimited.

Share on

facebook

You may also be interested in...

[Limited Edition DU Sportsman's Shirt](#)

[view info](#)



Other DU Resources

- Download one of our [mobile apps](#)
- Follow Ducks Unlimited on [Facebook](#) and [Twitter](#)
- Learn more about our [conservation efforts](#)
- Read the latest [hunting tips](#) and [migration reports](#)

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What about Multichannel Communication?

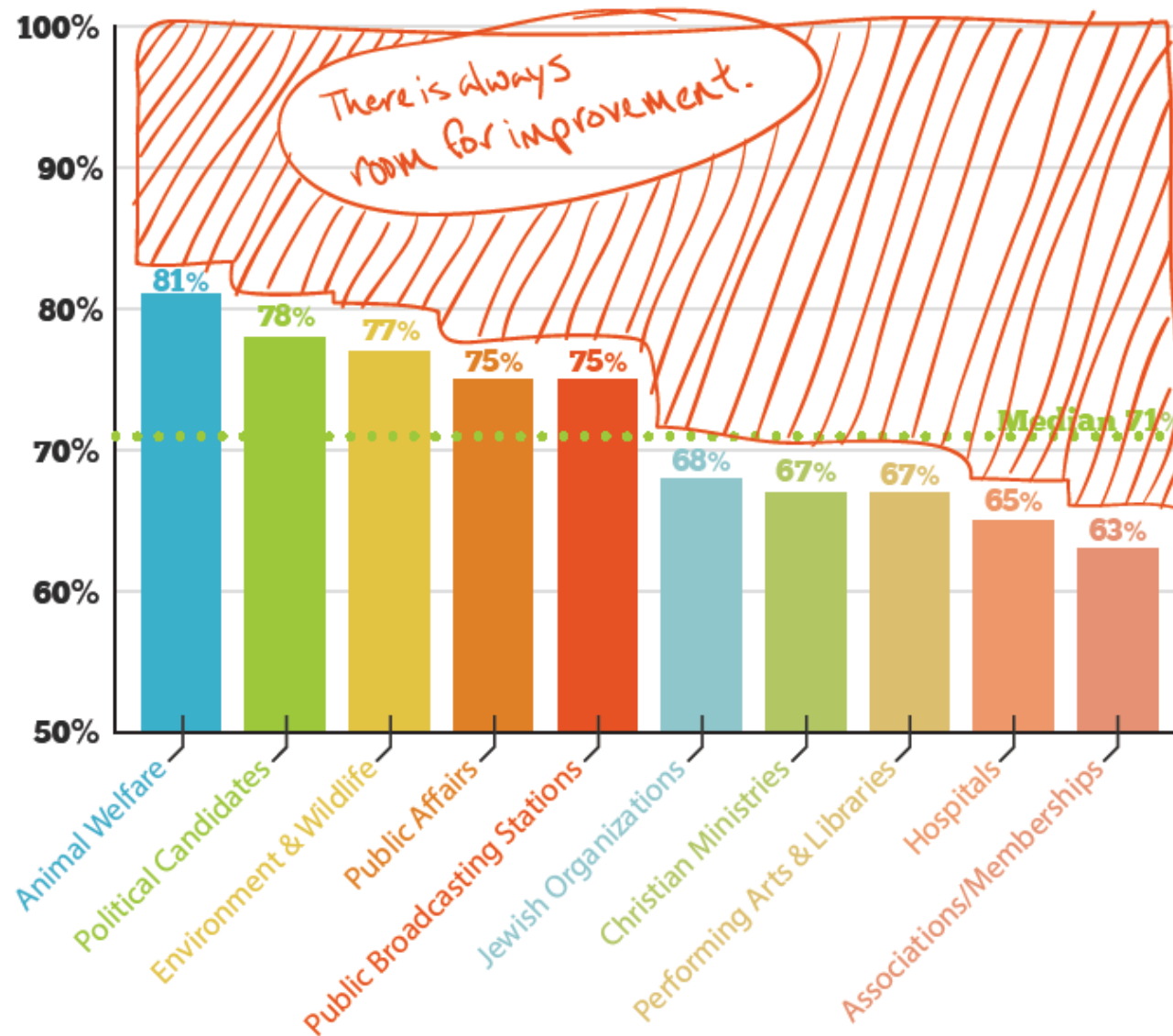


Sent mail by 61 organizations or 41% of the groups we gave gifts to.

Got mail from 48 organizations that were not in the study!

A man with dark hair and a mustache is looking through a mail slot with a wide-eyed, surprised expression. He is pointing his right index finger directly at the camera. In the foreground, a white envelope from 'BED BATH & BEYOND' is partially visible, with the company name in large, bold, blue letters. The envelope also features some smaller text and a barcode. The background is a plain, light-colored wall.

Final Report



What is the bottom line impact of optimization?

Organizations that had an optimized donation form saw 166% increase in online income compared to those organizations that didn't.



166%
Increase



5 ways to start

1. Have a great email signup
2. Send regular relevant communications
3. Mobile optimize
4. Remove elements of friction on your donation page
5. Have a next step for donors

Organizations to imitate:

Ducks Unlimited

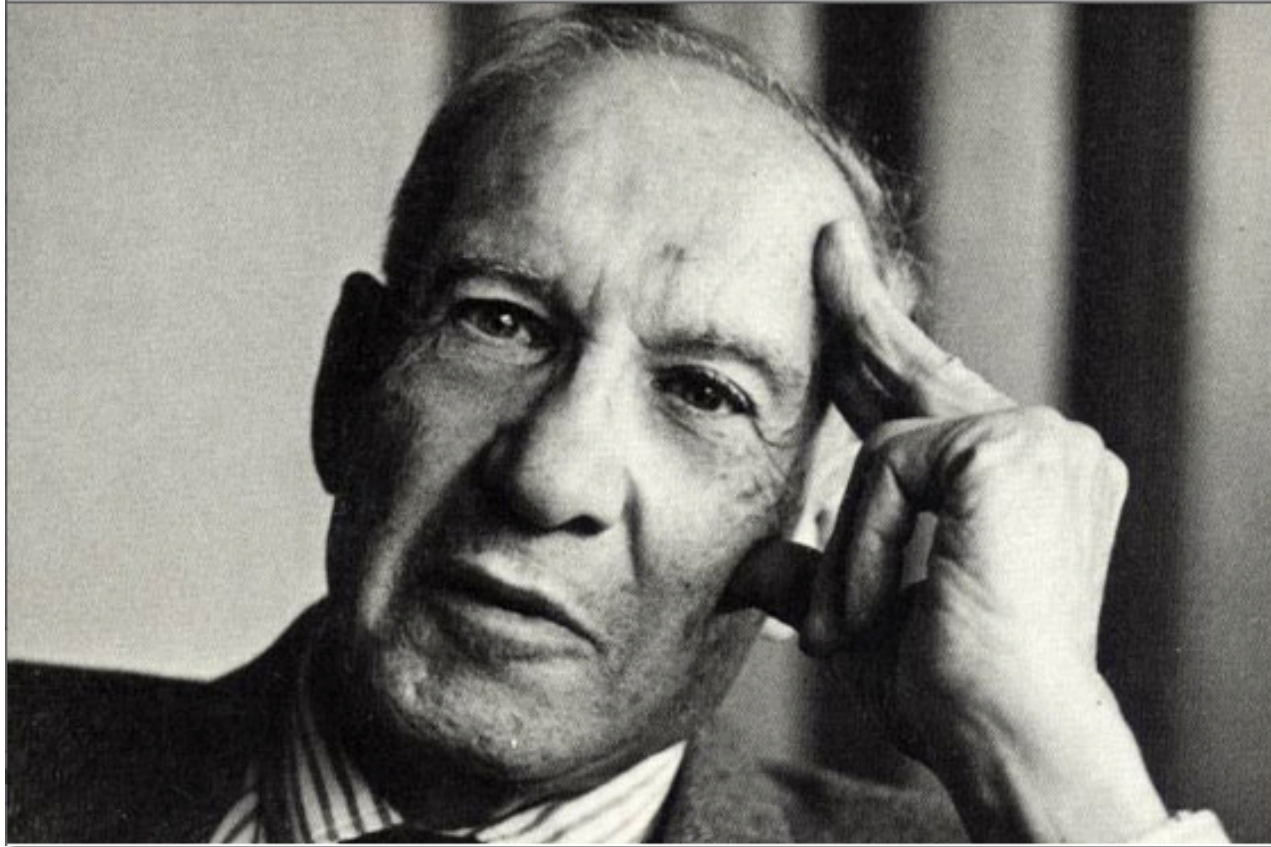
Environmental Defense Fund

Feeding America

Special Olympics

United Way

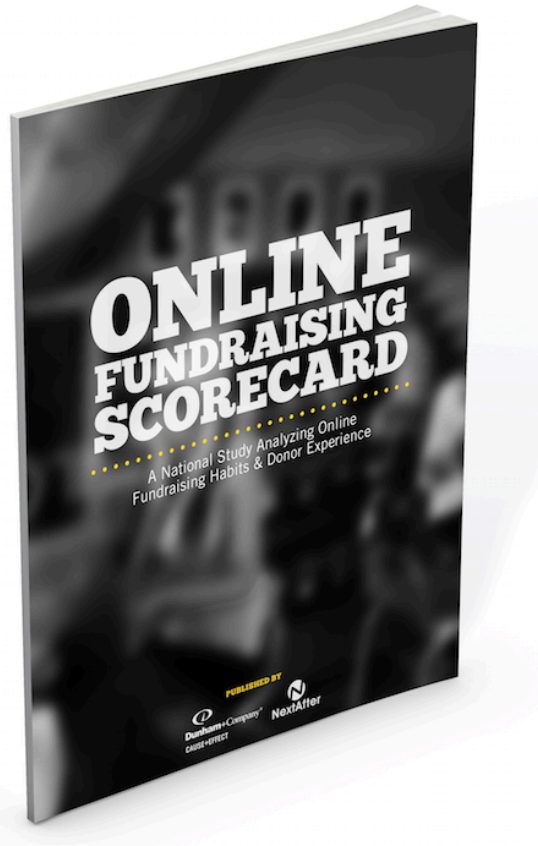
Why are we so obsessed with
this stuff?



“Adequacy is the
enemy of
excellence”

Peter Drucker

Download the complete 48-page study



www.OnlineFundraisingScorecard.com



Brad Davies

Brad@DunhamAndCompany.com

@BradJDavies

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