

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)

Industry Fluid Power



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



Over 10,000+ Paths Tested

Business Software Suite
#1 On-Demand. 6459+ World Clients
Award-Winning Solution. Free Trial
www.XXXXXXXXXX.com/Business

21% Conversion

31% Conversion

63% Conversion

21% Conversion

29% Conversion

54%

97%

15% Conversion

Conversion

20 DAYS of DECENT GIVEAWAYS

50% off? How great is that?

ec < op < ct < lp ©

$C = 4m + 3v + 2(i-f) - 2a$ ©

$eme = rv(of + i) - (f + a)$ ©

$f_{SC} = l_T + d_T$ ©

Opr > Oprn > Ocnn ©

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 (f + 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



GEORGE W. BUSH
PRESIDENTIAL CENTER

Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. [Become a Charter Member of the George W. Bush Presidential Center today!](#)

Dear Friend,

I don't have to remind you how America was tested time and again—at home and abroad—during the eight defining years of the George W. Bush presidency.

The difficult decisions President Bush made in the face of each challenge were rooted in the core principles he held throughout his years of public service—the fundamental values that have guided America since her founding: Freedom . . . Opportunity . . . Responsibility . . . Compassion.

Now President and Mrs. Bush—with the support of many patriotic Americans like you—are taking on a new challenge. They are continuing their personal commitment to advancing these enduring principles through the George W. Bush Presidential Center.

The Center will uniquely integrate the records of a national archive, the thematic exhibits of a presidential museum, and the intellectual capital of a research-based policy institute to transform ideas into action.

The George W. Bush Presidential Center will continue to advance the ideals and core principles that shaped his presidency during a defining period in America's history.

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

Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

**BECOME A
CHARTER MEMBER
TODAY**

Version B - Treatment

139% Increase in Clickthrough Rate
42% Increase in Revenue



GEORGE W. BUSH
PRESIDENTIAL CENTER

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Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

**BECOME A
CHARTER MEMBER
TODAY**

**ONLINE
FUNDRAISING
SCORECARD**

Impact of Increasing the Perceived Value

Original

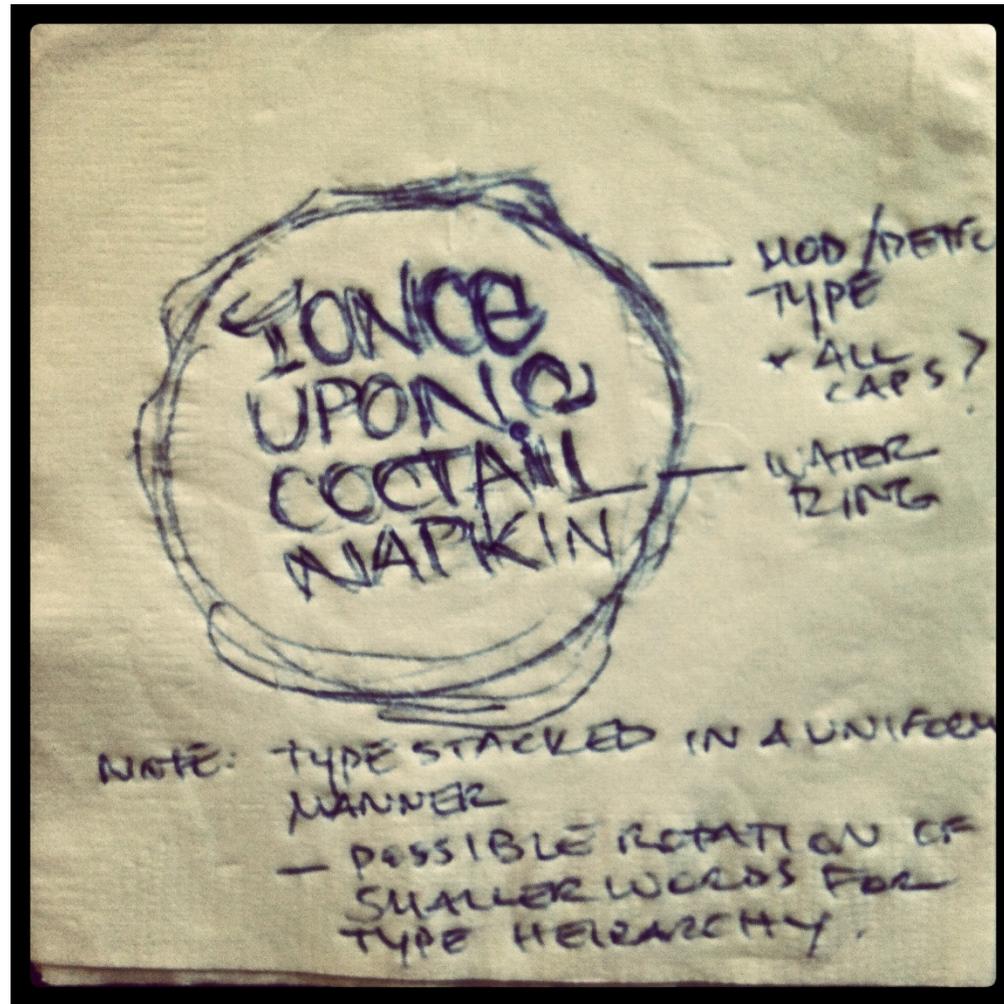
Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

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

MOTHER'S DAY
Mother's Day is May 12th. Show Mom how much you care and give the gift of health and hope this Mother's Day to empower other moms in need!

Give Now

PASS ON THE GIFT OF HEALTH AND HOPE [ALT] GIFT
Give a Gift of Hope

OUR WORK GET INVOLVED VISIT **GIVE** MEDIA IDEAS IN ACTION

Charitable Gift Giving that Makes a Difference

Give Where Most Needed
Gift Amount:
 \$500
 \$125
 \$100

Give Now

helps children receive an education

Fund a Project in the USA
Help impoverished families in the U.S.A. through Seeds of Change.
Give Now

Blog
Female Farmer Succeeds Through Training
Story by John Allen | External Relations Specialist |
Masalia, her husband and two children live in Musunda village, South Africa. For several years, their village suffered from a serious drought and the family... Continue reading →

FROM THE FIELD

Families Following Serious Earthquake in China
Empower women and girls around the world

Connect with [Facebook] [Twitter] [YouTube] [LinkedIn] [Google+] [RSS] 1.1K
Share this page: [Facebook] [Twitter] [LinkedIn] [Google+] [Print] [Email]
eNewsletter Sign Up

Registration

Home » Registration

Just fill out the form to set up an account with our site. Fields marked with an asterisk (*) are required.

* Mandatory Field

Account Information

* Username:

* Password:

* Re-type Password:

If you forget your password:
* Choose a security question:

* Choose an answer:

Contact Information

* Salutation:

* 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:

Fac:

* E-mail Address:

My Contact Information Address is my Home Address

User Interests:

I wish to receive E-Mail Newsletters

I would like to receive information on the following:

Submit Your Registration >

MAX BOWL

Click Here To Check Out Our MEMORIAL DAY BOWLING SPECIALS

May 19, 2013

Keyword/Site Search Sign Up Log In

On Air Now
Daily Host Pastor Rick Warren
LISTEN LIVE

Sponsored by
HUNGER HAPPENS. Luby's

Up Next: Focus on the Family
Discount Shopping Club

US FAMILY HEALTH PLAN

94.4% Member Satisfaction
Discover why our members are so satisfied with their healthcare. Click here to learn more.

Stations Resources Ministry Resources Other Resources Program Guide Listen Live

HUNGER HAPPENS. Luby's
ENTER NOW!
FOR THE AFTER CHURCH SUNDAY LUNCH BUNCH

Find a job you can believe in...
search jobs

Search The Bible
Keyword Search For:

Translation: New International Version

FEATURED SPONSORS

LISTEN TO MINISTRY ONLINE

LOCAL HOSTS

MARGARITA IN THE MORNINGS
Weekdays 6am - 10am

MID-DAYS WITH SIGMUND KRAMER
Weekdays 10am - 3pm

AFTERNOONS WITH MICHAEL GILLIG
Weekdays 3pm - 7pm

OTHER CHRISTIAN RADIO MINISTRIES

Let My People Think
Power Walk Ministries
View All Ministries

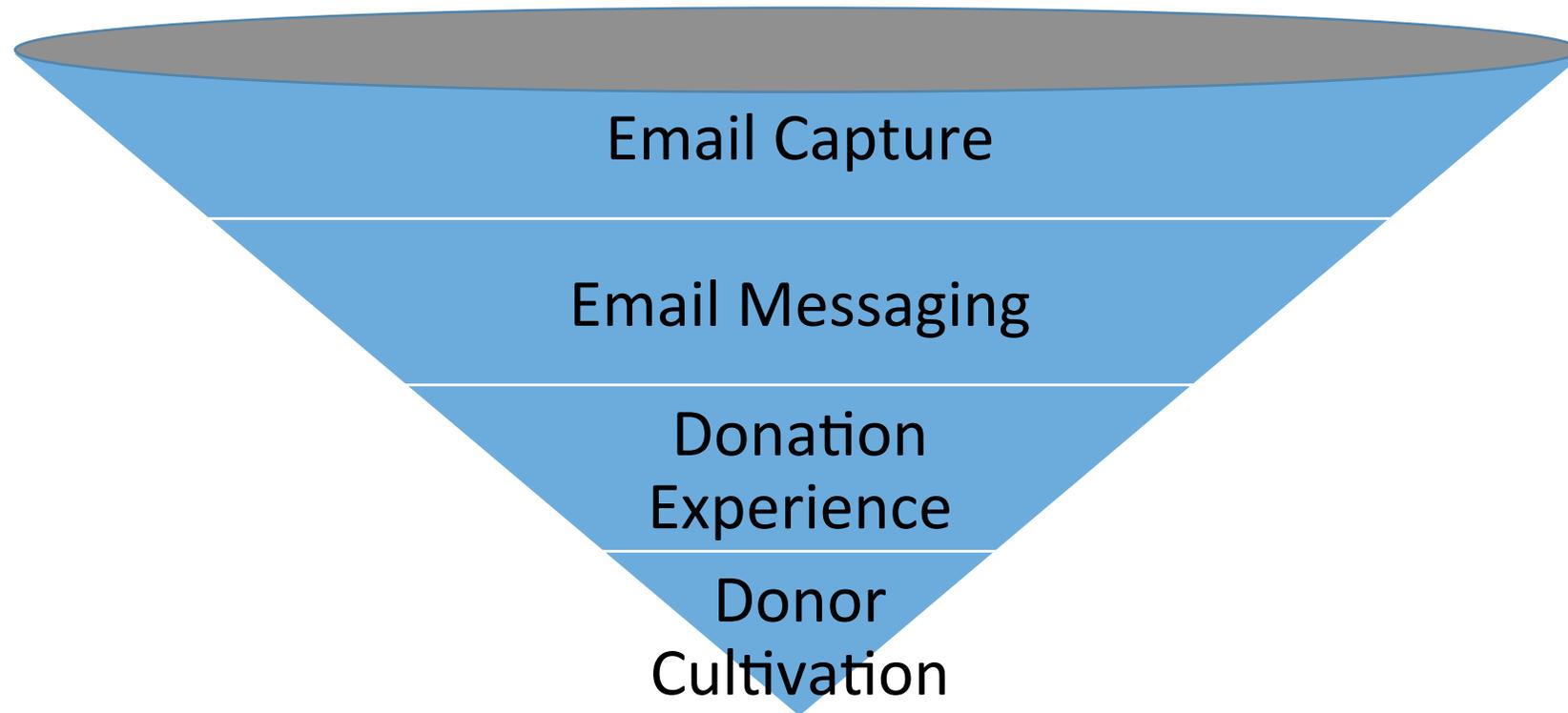
ENTERTAINMENT
MOVIE REVIEW
Click Here

MAKE A RESERVATION

Open Bowling
Cosmic Bowling
League Bowling
Standings
Birthday Parties
Companies
Fundraisers
Youth Programs

**ONLINE
FUNDRAISING
SCORECARD**

Four Key Stages of the Online Donor Funnel

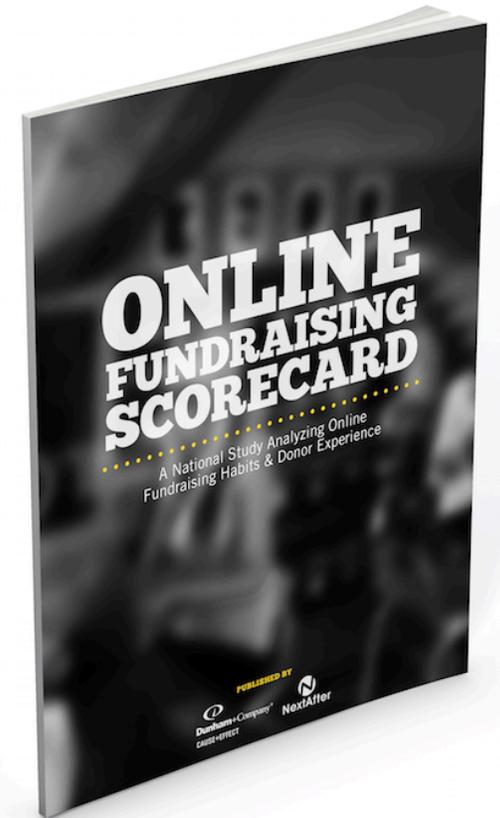


Methodology

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

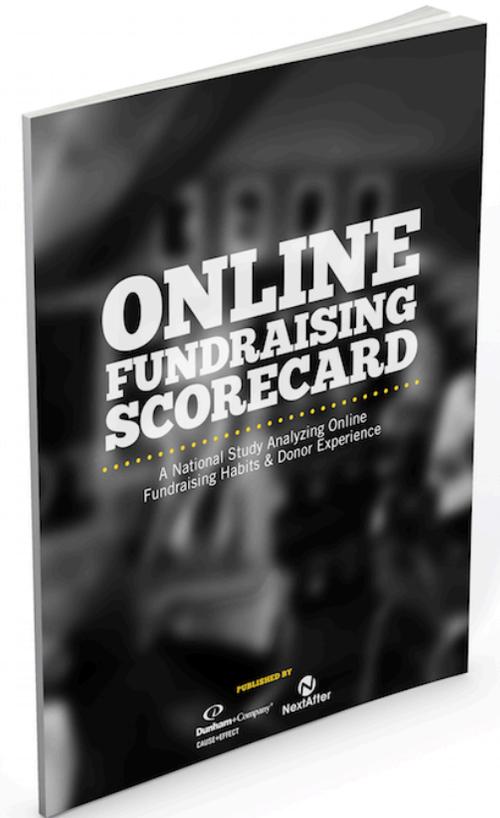


Scoring Criteria

Based on MECLABS
optimization heuristics:

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

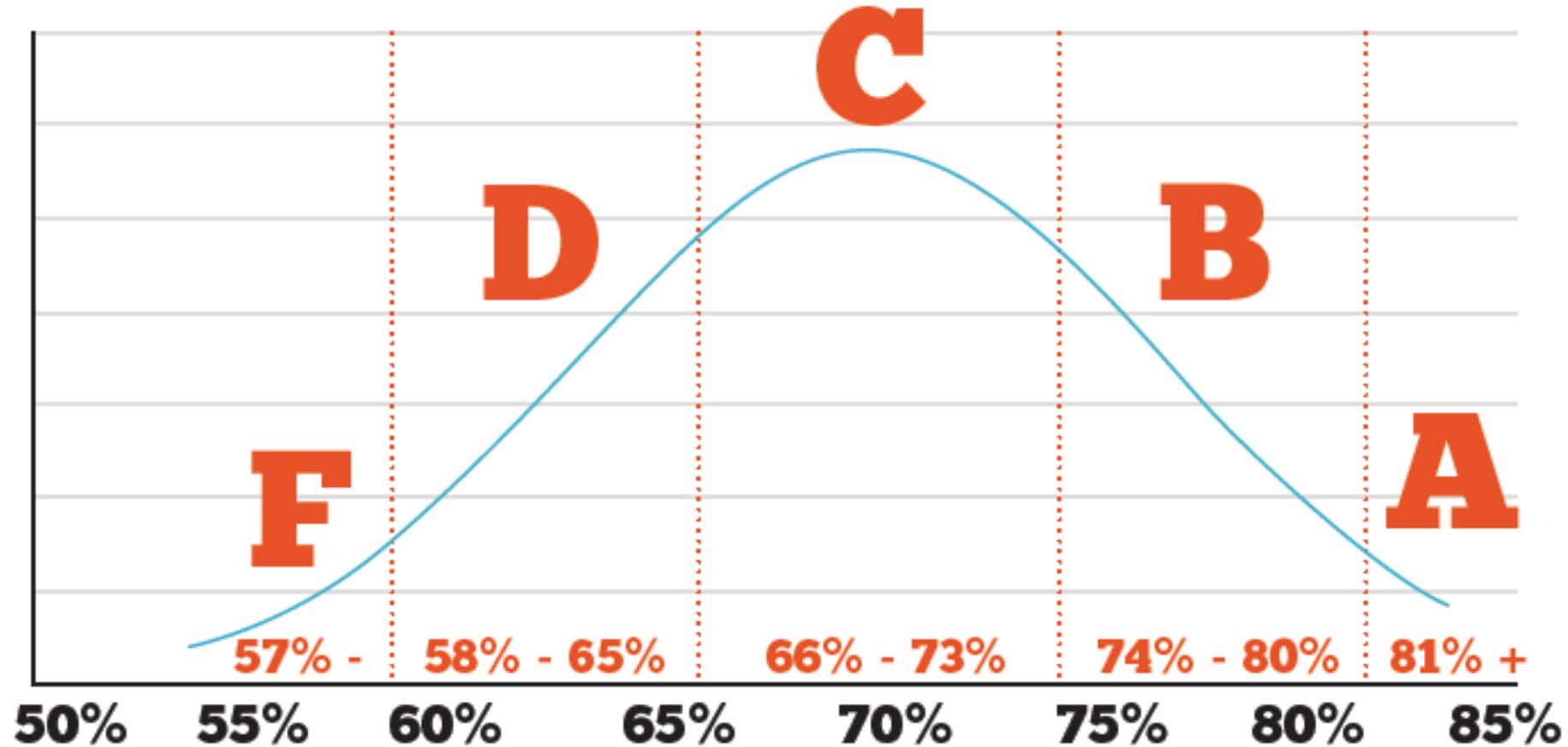
$$\text{ec} < \text{op} < \text{ct} < \text{lp}$$



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**

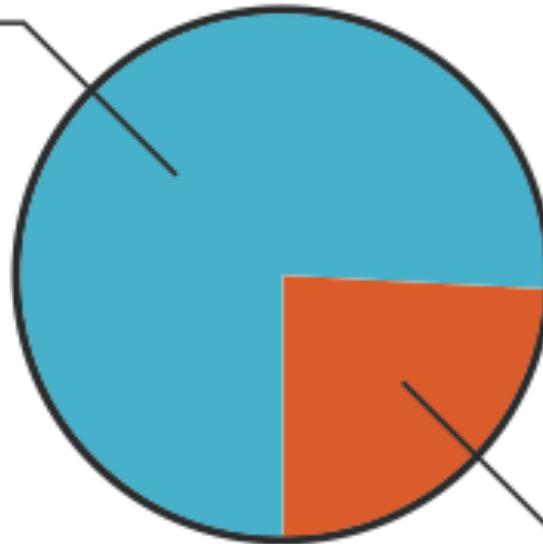
-
- Email Registration
-
-
-
-

**GETTING PEOPLE TO
RAISE THEIR HAND**

Email Capture

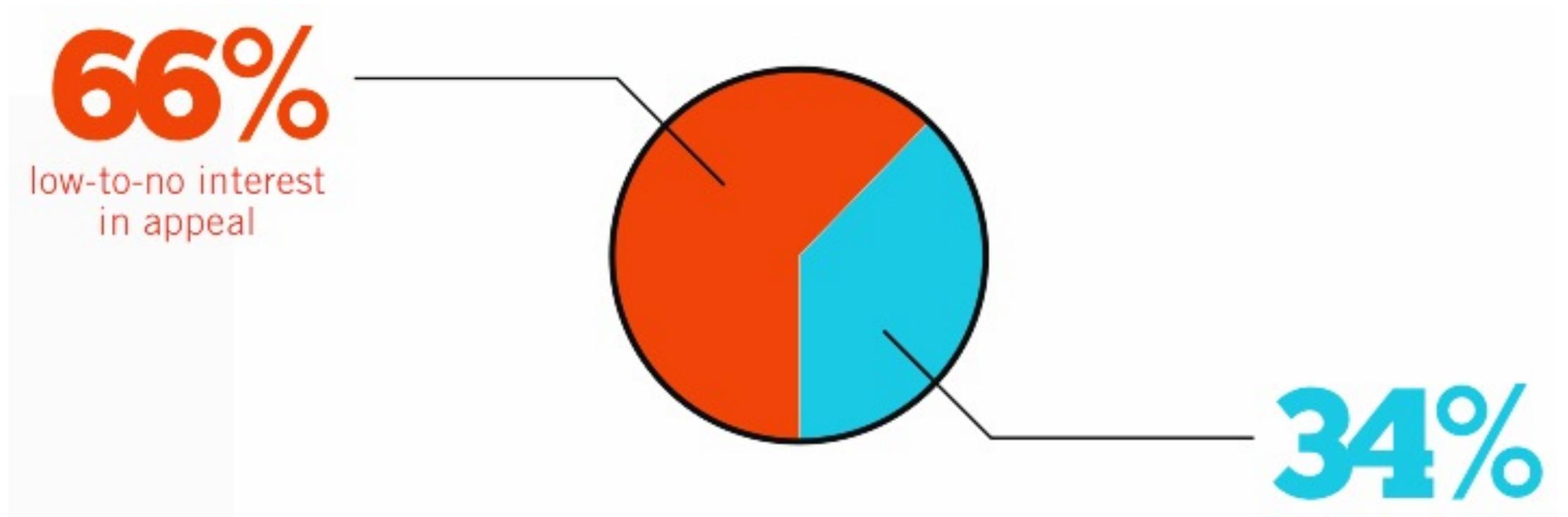
76%

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



24%

Email Capture

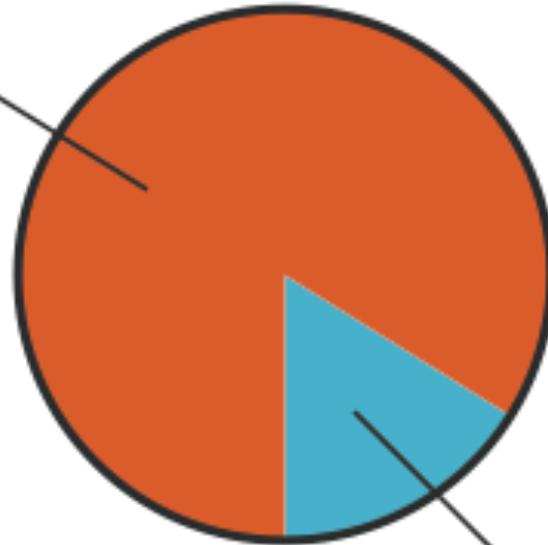


Email Capture

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.

[\[Advanced Search \]](#)



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

<p>Donate Goods</p> 	<p>Give a Financial Gift</p> 	<p>Find a Job</p> 
--	--	--

Subscribe

We offer two newsletters.

[Blog](#) [Press Releases](#)

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

[\[Blog Archive \]](#)



ONLINE FUNDRAISING SCORECARD

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ONLINE FUNDRAISING SCORECARD

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[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)*

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




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 N

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

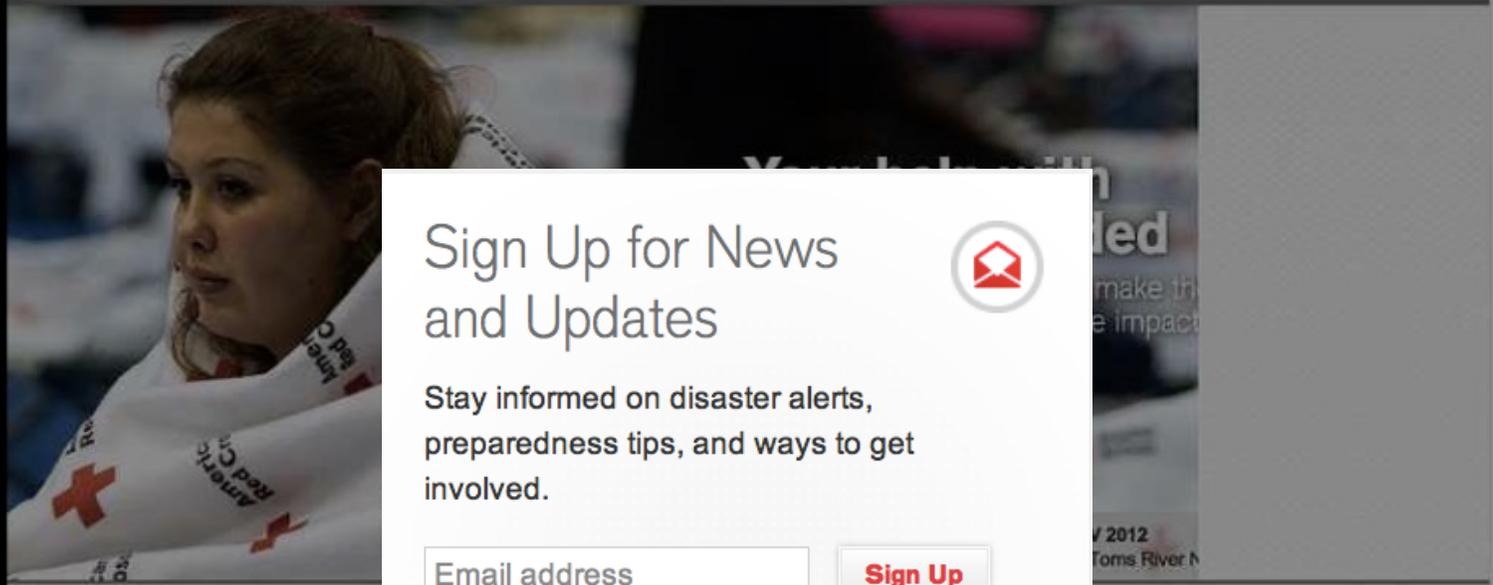
Sign up for news and updates



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

Email address

Sign Up



Sign Up for News and Updates

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

→ LATEST NEWS Get prepared—or respond



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 Value Proposition Assessment

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-
- Email Communication

**GETTING PEOPLE
TO PAY ATTENTION**

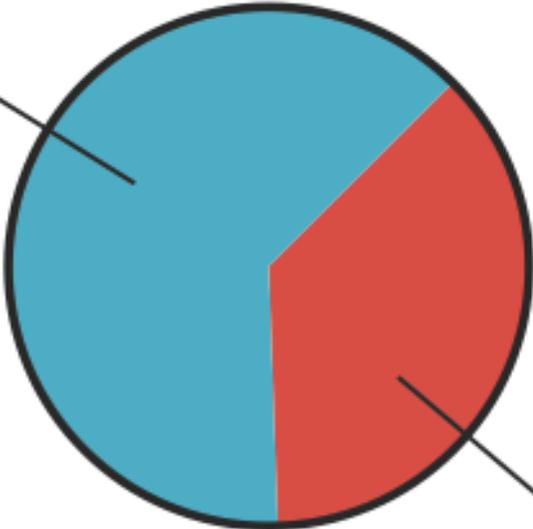
Question 1:

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%

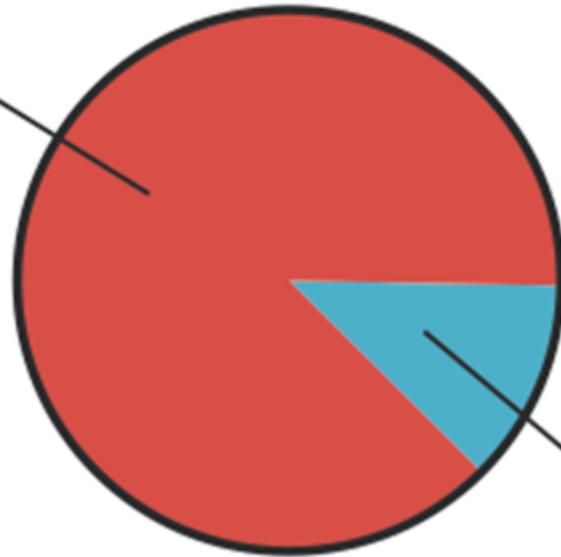
Question 2:

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

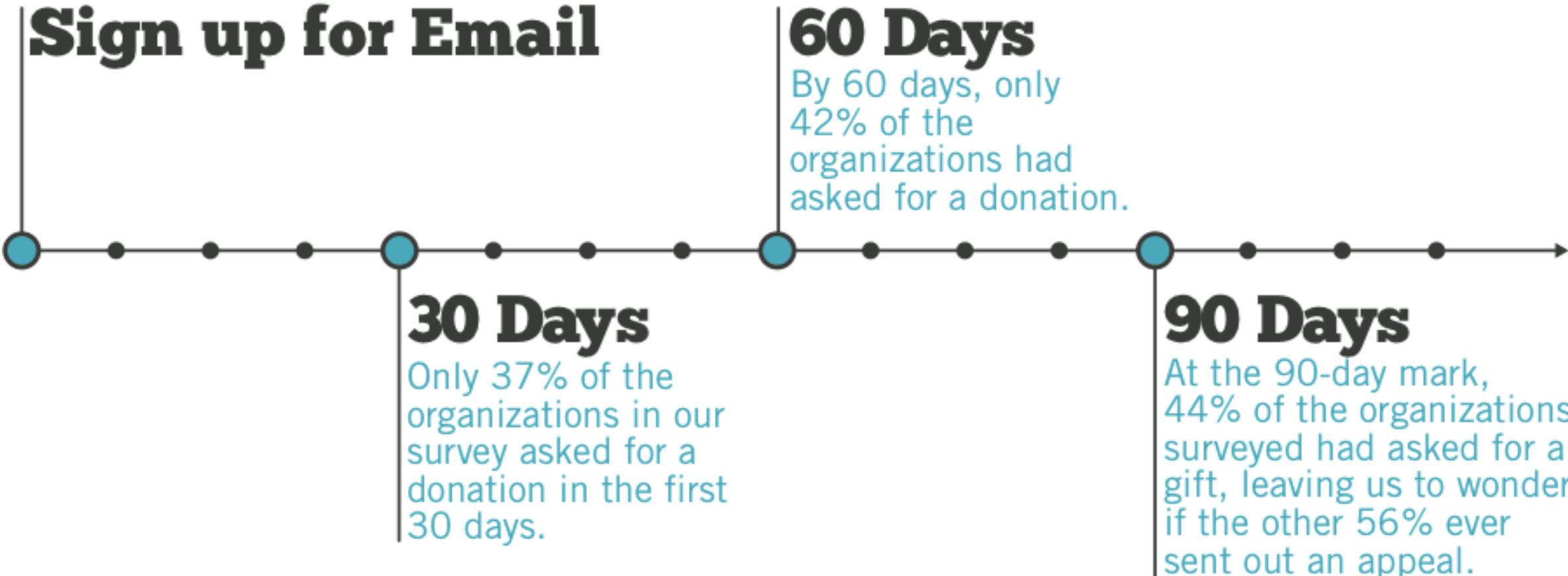


12%

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 three large blue circles at 30-day intervals, with smaller black dots between them. Vertical lines connect these circles to text boxes. The text boxes contain the following information: 'Sign up for Email' at the start, '30 Days' with 'Only 37% of the organizations in our survey asked for a donation in the first 30 days.' at the first marker, '60 Days' with 'By 60 days, only 42% of the organizations had asked for a donation.' at the second marker, and '90 Days' with '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.' at the third marker.

30 Days

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

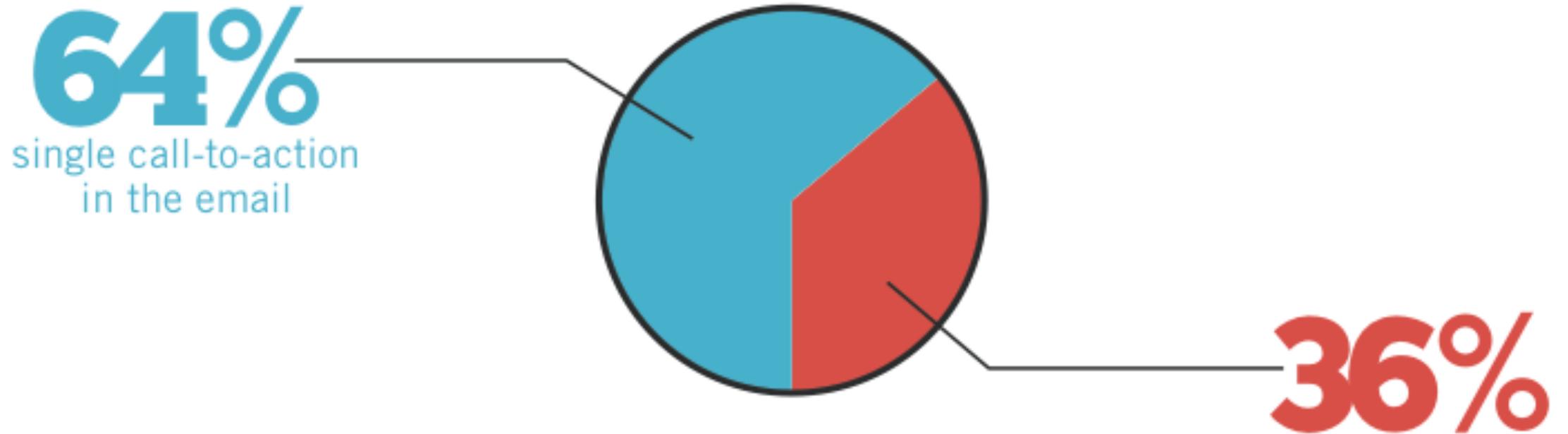
60 Days

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

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.

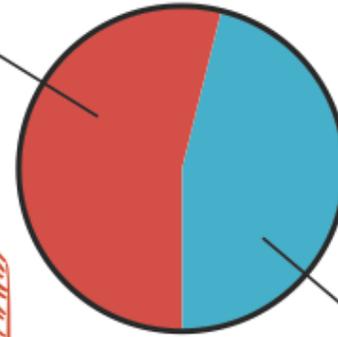
Getting people to click



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%

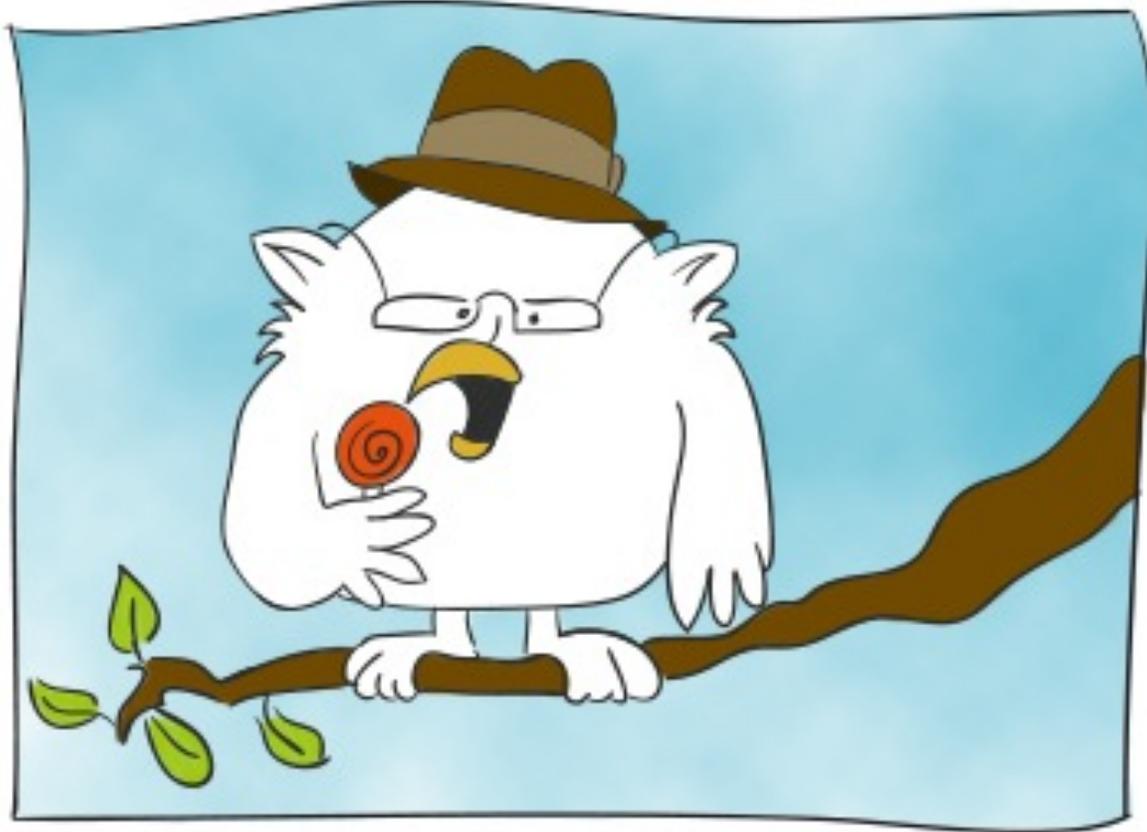
61% of consumers now read at least some of their emails on a mobile device.

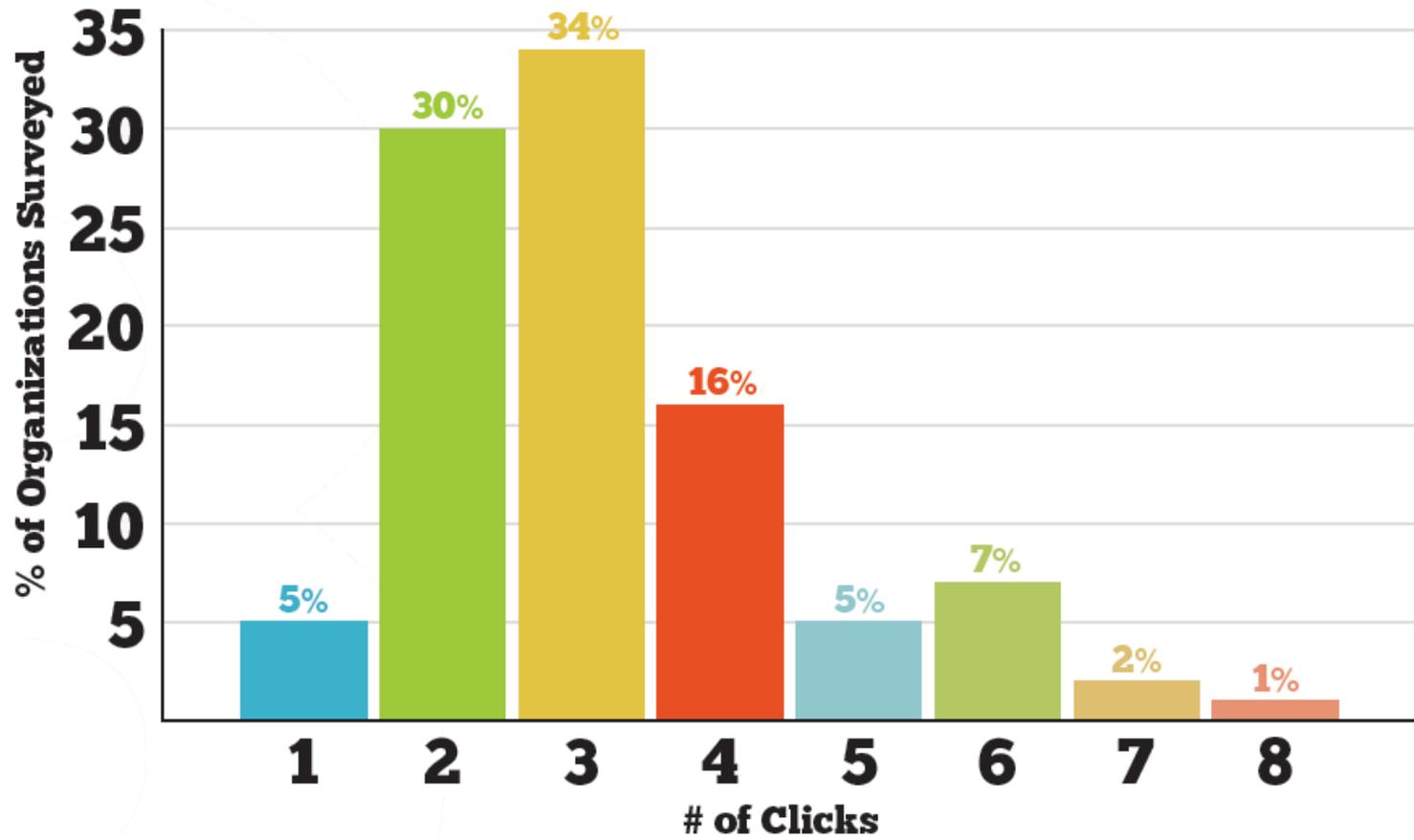
- Yesmail "Email Compass: The Mobile Effect" (2013)

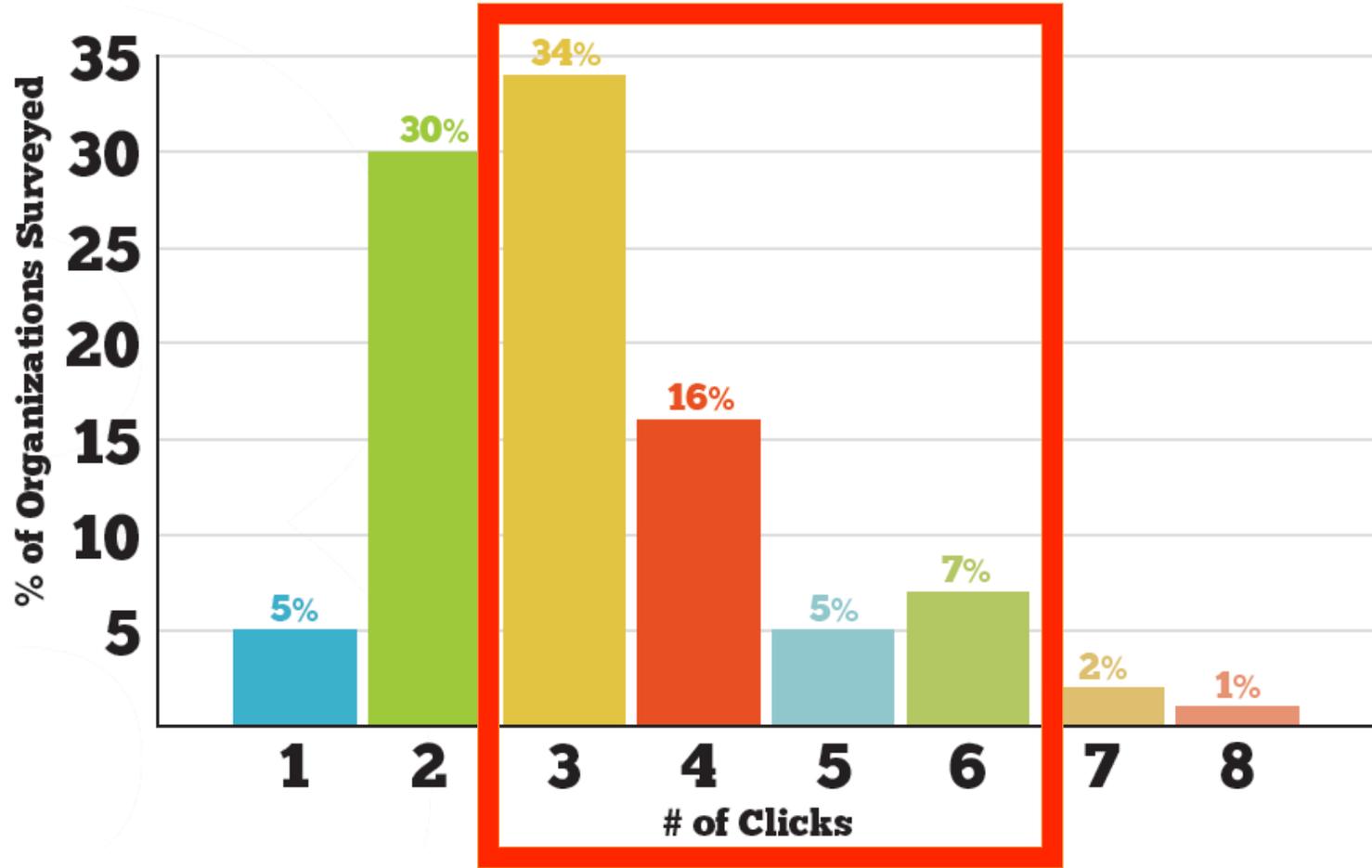


- Online Donation Experience
- **GETTING PEOPLE**
- **TO DONATE**

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

/'frikSHən/ 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

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
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

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!](#)

**ONLINE
FUNDRAISING
SCORECARD**

Friction in the Giving Process

Click Count:
1



World Vision

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

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

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**ONLINE
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SCORECARD**

Friction in the Giving Process



The screenshot shows the World Vision website for the 30 Hour Famine. The top navigation bar includes links for HOME, CONTACT US, INFO FOR LEADERS, PARTICIPANTS, PARENTS, SEARCH, and LOGIN. Below this is a menu with categories: ABOUT THE FAMINE, LEARN ABOUT HUNGER, PLAN YOUR FAMINE, STORIES HEAR, WATCH, READ, and DONATE. The main banner features a young girl's face and the text "World Vision's 30 HOUR FAMINE" with a clock icon. Below the banner, it states "NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011" and has "Home" and "Donate" links.

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?](#)

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!

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](#) [Email](#) [Twitter](#) [Facebook](#)

SIGN UP NOW!

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

[Or, get more info!](#)

Join us on [Facebook](#) [Twitter](#) [YouTube](#)

**ONLINE
FUNDRAISING
SCORECARD**

Friction in the Giving Process

Click Count:
2

World Vision

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

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World Vision's
30 HOUR FAMINE

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

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

SIGN UP NOW!

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t YouTube

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](#)

**ONLINE
FUNDRAISING
SCORECARD**

Friction in the Giving Process

Click Count:
3

World Vision

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 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](#)

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

**ONLINE
FUNDRAISING
SCORECARD**

Friction in the Giving Process

Click Count:
4

The screenshot shows the World Vision website interface. At the top, there are navigation links for 'Sign In', 'E-mail Sign-Up', 'RSS', and 'Press Center'. Below that are social media icons for Facebook, Twitter, YouTube, and a 'BLOG' link. The main navigation bar includes 'Our Work', 'Sponsor a Child', 'Ways to Give', 'Get Involved', and 'About Us'. A search bar is also present.

The main content area is titled '30 Hour Famine Group Contribution'. It features a photo of a child holding a bowl of food. Below the photo are radio button options for donation amounts: \$30, \$60, \$90, \$150, and an 'Other \$' field. The 'Donate Now' button is highlighted with a red box. To the right of the 'Other \$' field, there is a small text link that says 'how to give more'.

Below the donation options, there is a paragraph of text: 'Can you spare \$30? Because that's all it takes to feed and care for a child for one month. And every dollar after that is another day of life for any of the world's poorest children. To support the Famine, choose a dollar amount above that you would like to give, or enter your own amount in the "other" field. Thank you so much for partnering with the Famine – it's about saving kids' lives.'

Below this text, there is another paragraph: 'At World Vision, stewardship is an integral part of everything we do - because we recognize that every resource entrusted to us can transform real children's lives.'

Below that, there is a third paragraph: 'As part of our stewardship, we optimize resources and distribute them where they are needed most.'

At the bottom of the main content area, there are logos for BBB, Better Business Bureau, and ECFA. Below the logos is a link for 'Google Site Stats - learn more'.

On the right side of the page, there is a 'My Basket' section showing '1 30 Hour Famine Group Contribution' for \$30. Below this is a 'Subtotal' of \$30. There are buttons for 'Modify Donation' and 'Checkout'. Below the basket is a 'Share This Page' section with links for Email, Facebook, Twitter, MySpace, Stumble, and Digg. There is also a 'More Destinations' link.

At the bottom of the page, there is a footer with contact information: 'Phone: (888) 511-6443', 'P.O. Box 9716', 'Federal Way, WA 98063-9716', and '© 2011 World Vision Inc.'. There are also navigation links for 'Home', 'Sponsor a Child', 'Giving Center', 'Get Involved', and 'Our Mission'. Below these are links for 'Trustworthy', 'Privacy Policy', 'Security', 'Site Map', and 'General FAQ'. At the bottom right, there are social media icons for Facebook, Twitter, YouTube, and a 'BLOG' link.

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Friction in the Giving Process

Click Count:
5

World Vision® Building a better world for children

Sign In 1 [E-mail Sign-Up](#) [RSS](#) [Press Center](#)

Follow Us: [f](#) [t](#) [v](#) [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

[continue browsing](#) [update](#) [check out](#)

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 Brayán

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

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

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

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Home [Sponsor a Child](#) [Giving Center](#) [Get Involved](#) [Our Mission](#)
[Trustworthy](#) | [Privacy Policy](#) | [Security](#) | [Site Map](#) | [General FAQ](#)

Follow Us: [f](#) [t](#) [v](#) [BLOG](#)

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. At the top, there is a navigation bar with the World Vision logo and tagline 'Building a better world for children'. To the right of the logo are links for 'Sign In', 'E-mail Sign-Up', 'RSS', and 'Press Center'. Below this is a secondary navigation bar with 'Home', 'Our Work', 'Sponsor a Child', 'Ways to Give', 'Get Involved', and 'About Us', along with a search bar. The main content area is titled 'Account Sign-In' and contains a form with the following elements:

- An input field for 'Enter your email address:' containing the text 'tkachuriak@kma.com'.
- Two radio button options:
 - Create a new account. (You'll create a password after signing in)
 - Access my existing account, and my password is: [blacked out]
- A red-bordered button labeled 'Sign-In'.

To the right of the form is a 'Helpful Hints' section with the following text:

- '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'

At the bottom of the page, there is a footer with contact information on the left, a navigation menu in the center, and social media links on the right.

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 () () 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.

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

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Home Sponsor a Child Giving Center Get Involved Our Mission
Trustworthy | Privacy Policy | Security | Site Map | General FAQ

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SCORECARD**

Friction in the Giving Process

Click Count:
8

World Vision *Building a better world for children*

Welcome Tim Kachuriak | [My Account](#) | [Sign Out](#) | [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: 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

* City

* County

* State

* Zip

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.

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716
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Home | [Sponsor a Child](#) | [Giving Center](#) | [Get Involved](#) | [Our Mission](#)
[Trustworthy](#) | [Privacy Policy](#) | [Security](#) | [Site Map](#) | [General FAQ](#)

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Friction in the Giving Process

Click Count:
10

World Vision® Building a better world for children

Welcome Tim Kachuriak | My Account | Sign Out | 1 E-mail Sign-Up | RSS | Press Center

Follow Us: 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	

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: BLOG

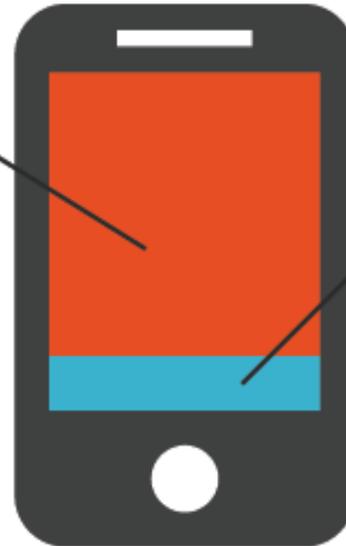
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SCORECARD**

Donors Don't Like Friction



Not Suitable for Smartphones

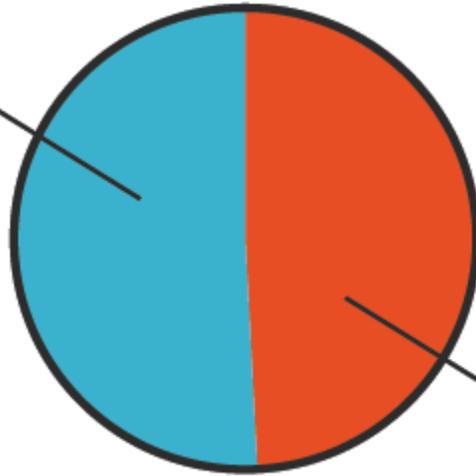
84%
not optimized for
mobile viewing



16%

Give Me a Reason!

51%
present a
value proposition

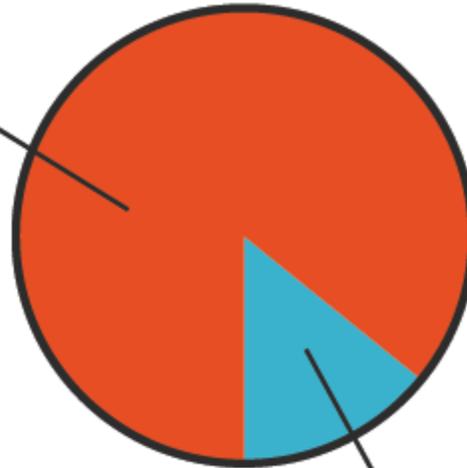


49%

How About Now?

86%

create no sense
of urgency



14%



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:

Expiration:

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

Your Information

Email:

Confirm email:

First name:

Last name:

Address 1:

Address 2: (optional)

Country:

City:

State:

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 1.800.453.8257 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.



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?



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

Your donation

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

Leadership team Catalyst circle

\$ Minimum \$10

Yes, automatically repeat this gift every month.

Your information

* First Name

* Last Name

* Email Address

Yes, keep me updated by email.

* Address

* City

* State

* Zip Code

* Country

* Required fields

Payment details

Select a payment type:

VISA
 DISCOVER
 AMERICAN EXPRESS
 MasterCard

* Card Number

* Expiration Date 03 2014

* CVV Number

[What's this?](#)

[Donate now](#)

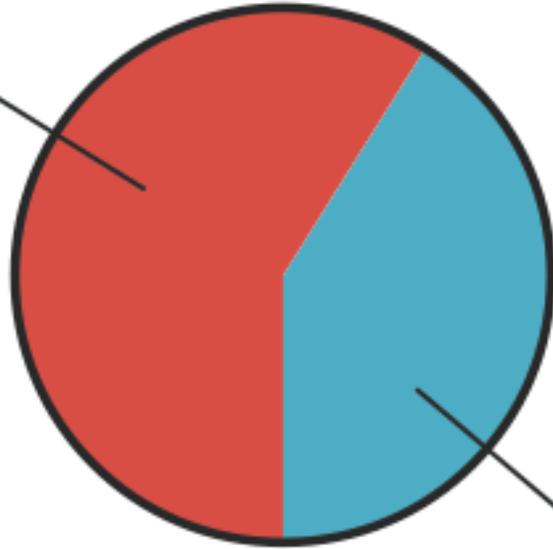
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SCORECARD



-
- 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?

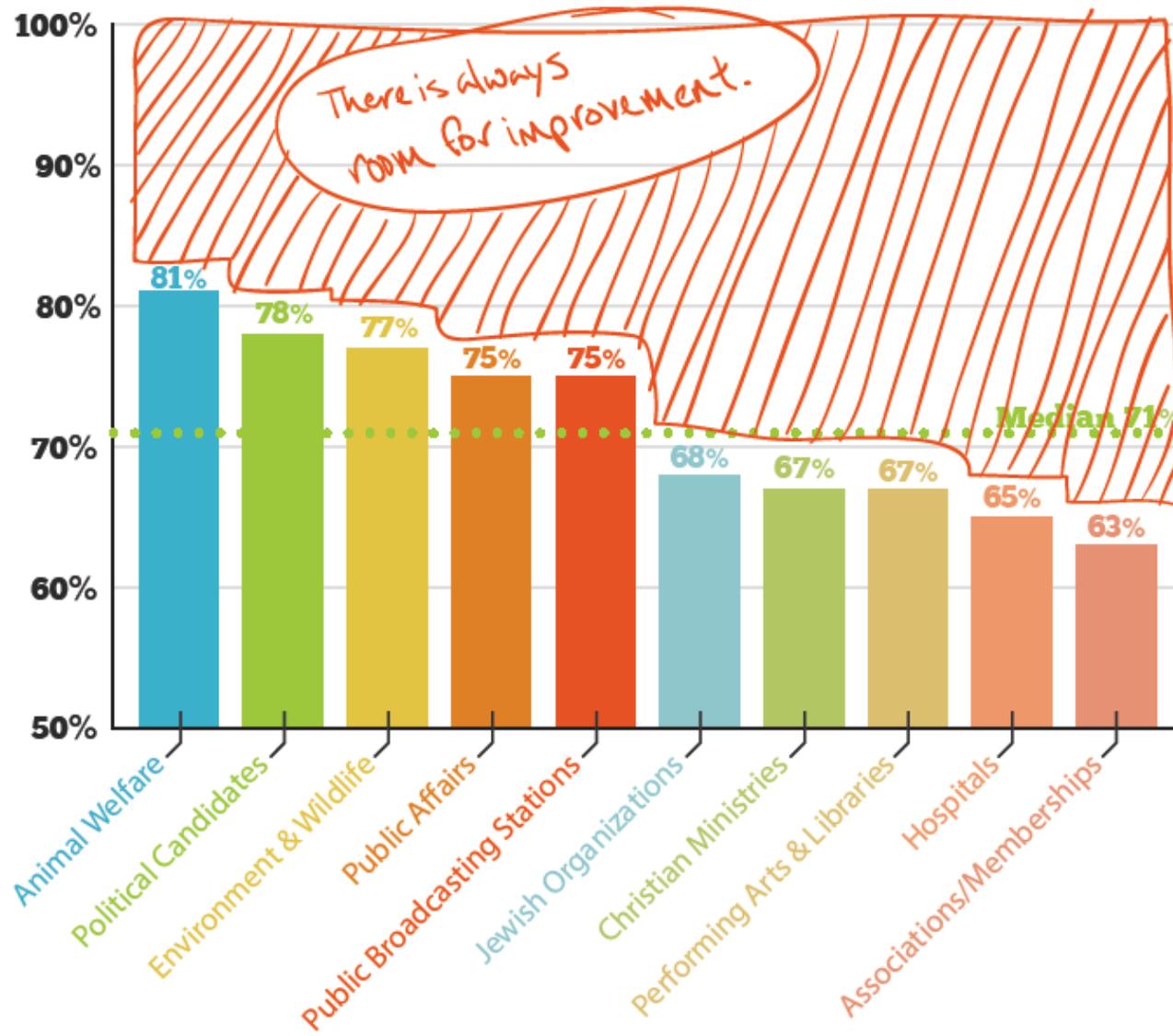


Sent mail by 61 organizations or 41% of the groups we gave gifts to.

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

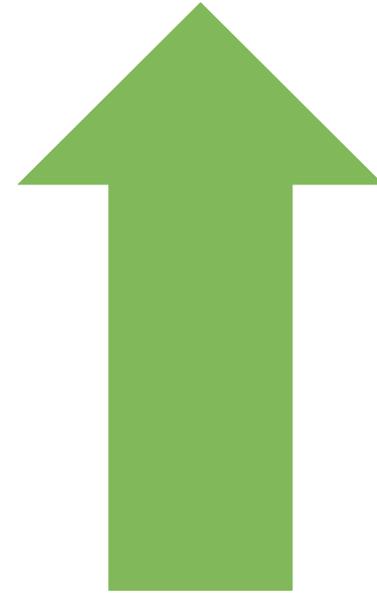


Final Report



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

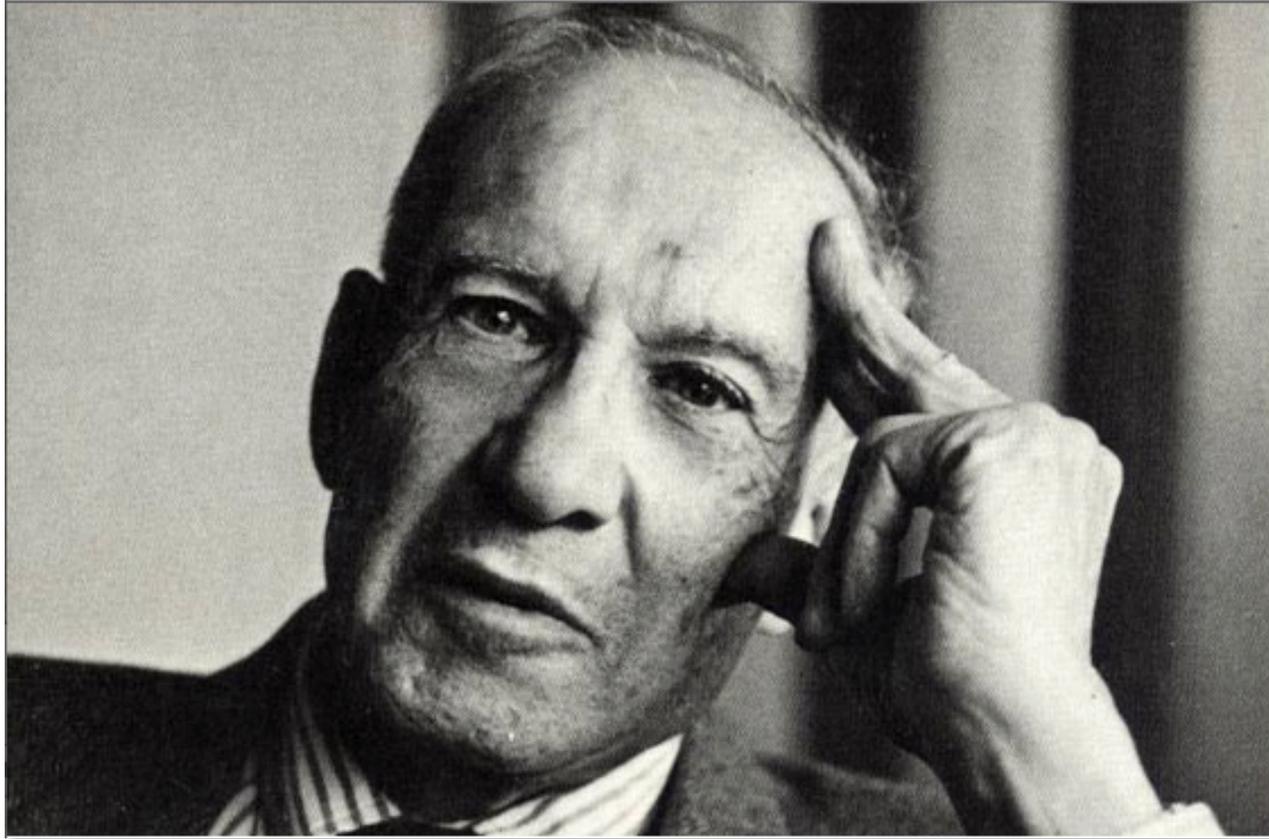
Environmental Defense Fund

Feeding America

Special Olympics

United Way

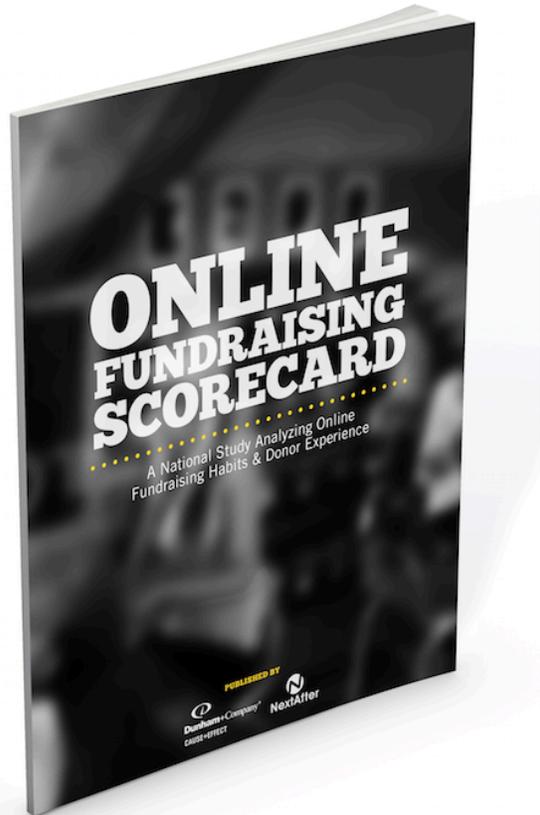
Why are we so obsessed with
this stuff?



“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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