



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip December 27, 2023 4 days to go!

Hey Rick,

I'm pretty sure I've been upfront that a portion of my tips come from other sources, like the great team at NextAfter or Freewill. Most of the time, my content is pretty much all mine, but then again, sometimes, it's 75% my stuff mixed in with others, and other times, it is more like 75% theirs mixed in with mine.

Since I was planning on skipping this week and next altogether, I hope you won't mind these additional pointers, which come exclusively from an email tip I just received myself from the team at NextAfter this morning. Mind you I teach about lots of this stuff in other contexts, but just wanted to be clear that the points below are a simple cut-and-paste from a great team in Texas (Hook em Horns, which is the only team I'm cheering for on Jan 1 and Jan 8)

- 1. Make your donation page easy to find. One organization tested the format of "Donate" in their top navigation as a button and called it out in a different color. Making it incredibly easy to see the donate button didn't just lead to more traffic: it led to a 74% increase in donations and a 133% increase in average gift size.*
- 2. Use a banner or ad on your homepage. By using a homepage banner during the last week of the year, one organization saw a 4.6% increase in conversion rate.*
- 3. Make sure your donation page headline is specific to year-end. In one experiment, clearly saying "Make your year-end gift" instead of "You can help secure a better future" led to a 10.9% increase in donations.*
- 4. Use a countdown clock to drive urgency. In one experiment, adding a countdown clock led to a 61.8% increase in donations. But be careful. Adding a countdown clock too early in your campaign could give donors an excuse to put their gift off until later.*
- 5. Or try a progress bar to show how donors can contribute to your year-end goal. In one experiment, adding a progress bar led to a 20.5% increase in revenue. A word of caution: Don't use a countdown clock and progress bar in the same place on your page. This can create more confusion and has led to a 28% decrease in donations.*

Okay, fine, here's my summary

1. Cognitive Momentum, use it!
2. Simplicity and Clarity
3. Urgency

Blessings,

Rick

P.S. By the way, if you automatically "get" these pointers, then great, but if not, I can help you accomplish any of them within your system and software. Just click the box below.

Merry Christmas and Happy New Year!

Email me and just ask

[Please make sure you check out the website](#) It will give you a better idea of the ways we are trying to serve faith based ministries like Youth for Christ chapters, and other Christian based ministries.

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