

LIVE Optimization: Year-End Fundraising Campaigns

A Few Quick Things

- Thank you! We are delighted that you have made time to join us today.
- A video recording will be made available.
- Also, links to all of the experiments and additional resources will be sent
- We want your questions!



Today's Speakers



Tim Kachuriak

Chief Innovation & Optimization Officer, NextAfter @DigitalDonor



Jeff Giddens SVP of Optimization, NextAfter @jagiddens



Special Guest! Brady Josephson Principal/Founder, Shift Charity @bradyjosephson



LIVE Optimization: Year-End Fundraising Campaigns



Donation Page Optimization Primer

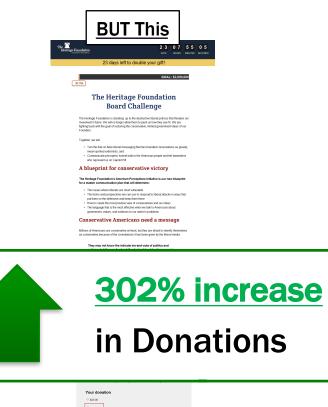
Key Principle

ISIGHT:

NextAfter

Donor behavior trumps Fundraiser intuition.

leritage Foundation		2 3 0 8 4 5 1 5 DAYS HOURS MINUTES SECONDS	
Board	\$100 \$750 (minimum \$200)		









<u>NOT This</u>

Double My Impact Today

Your donation

\$25.00	
\$50.00	
\$100.00	
\$250.00	
\$500.00	
\$750.00	
\$1,000.00	
O Other	
\$0.00	(minimum \$2.00)
30.00	(minimum delob)
Your informat	
Your informat	
Your informat	
Your informat First Name Last Name	
Your informat First Name Last Name Email Address	
Your informat First Name Last Name Email Address Country	
Your informat First Name Last Name Email Address Country Street Address	

Secure credit card payment

Zip Code

Credit Card Number		
Verification Code		
Expiration Month	-Choose-	\$
Expiration Year	-Choose-	•



DOUBLE MY GIFT >



© 2013, The Heritage Foundation Conservative policy research since 1973 State Registration Disclosures



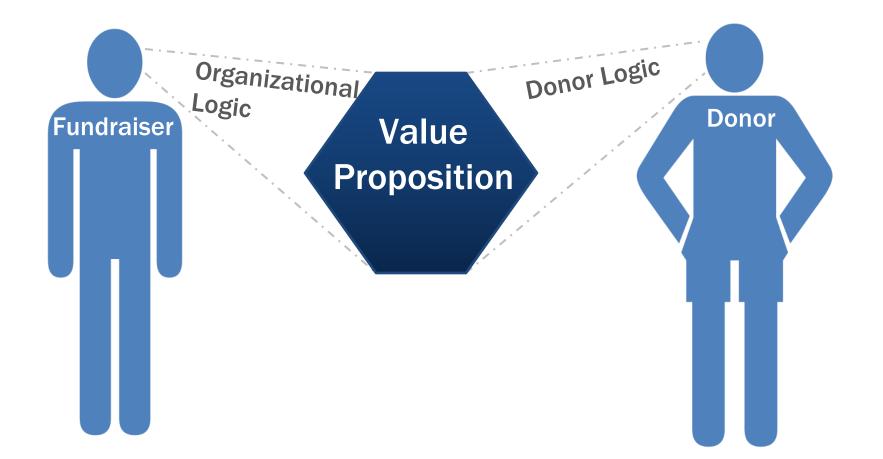
Key Principle

ISIGHT:



In order to <u>see differently</u>, you will need a <u>different set of eyes</u> with which to see.

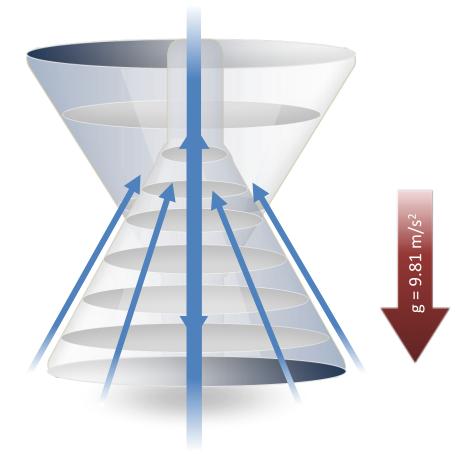
DONOR LOGIC VS. ORGANIZATIONAL LOGIC





A New Perspective of the Funnel

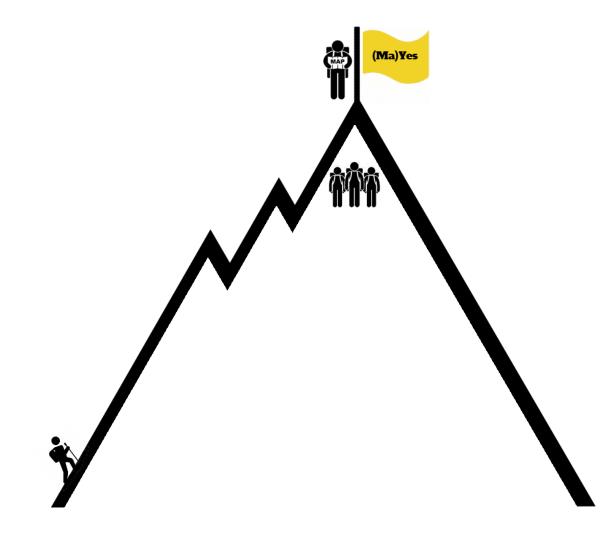
- The funnel is often presented as one potentially useful analogy for marketing. It is in fact, the primary analogy. All marketing should influence a decision.
- 2. The funnel analogy distorts reality. People are not falling into your funnel, they are falling out. The funnel **must be inverted**.
- 3. People don't travel down the center of the funnel. People are **climbing up the sides**.



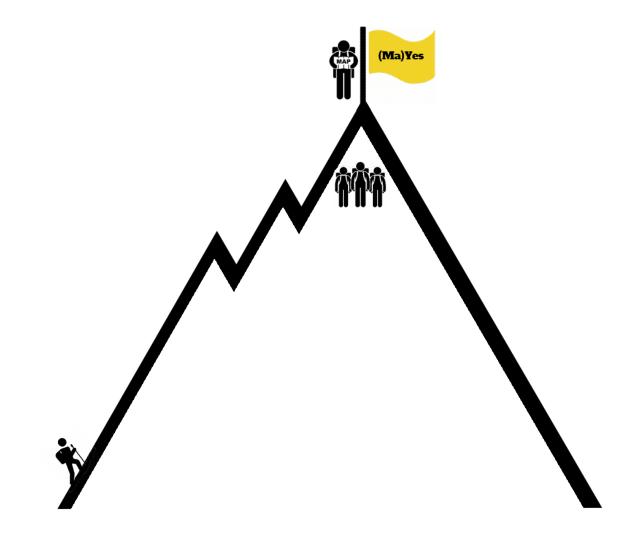
The Donor Mountain



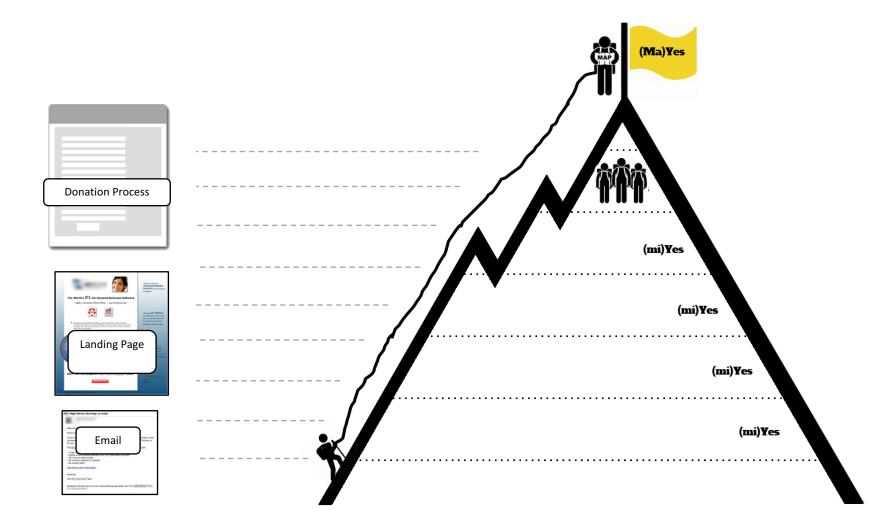
The Donor Mountain



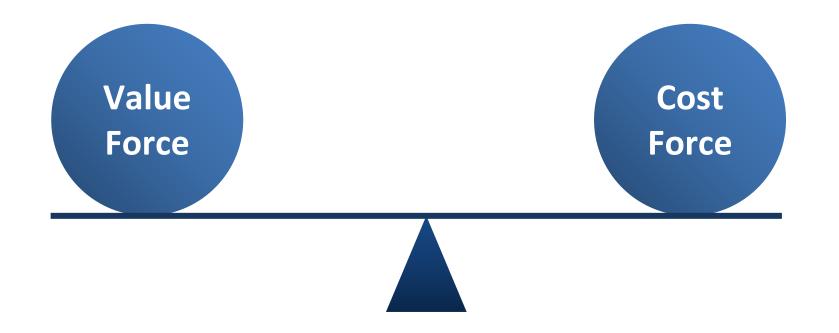
The Donor Mountain



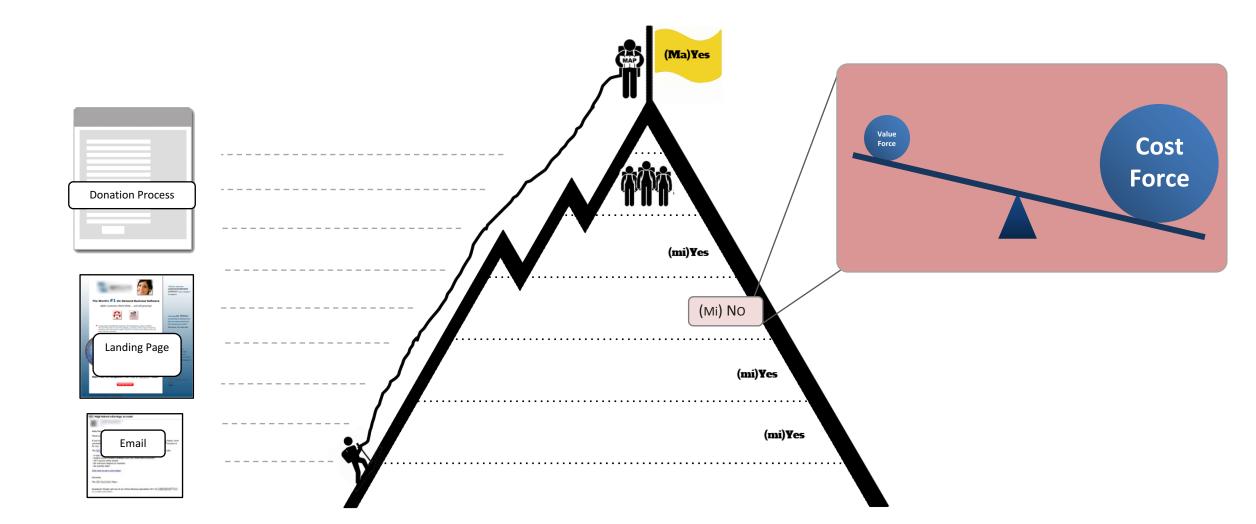
Optimizing Each Micro-Yes



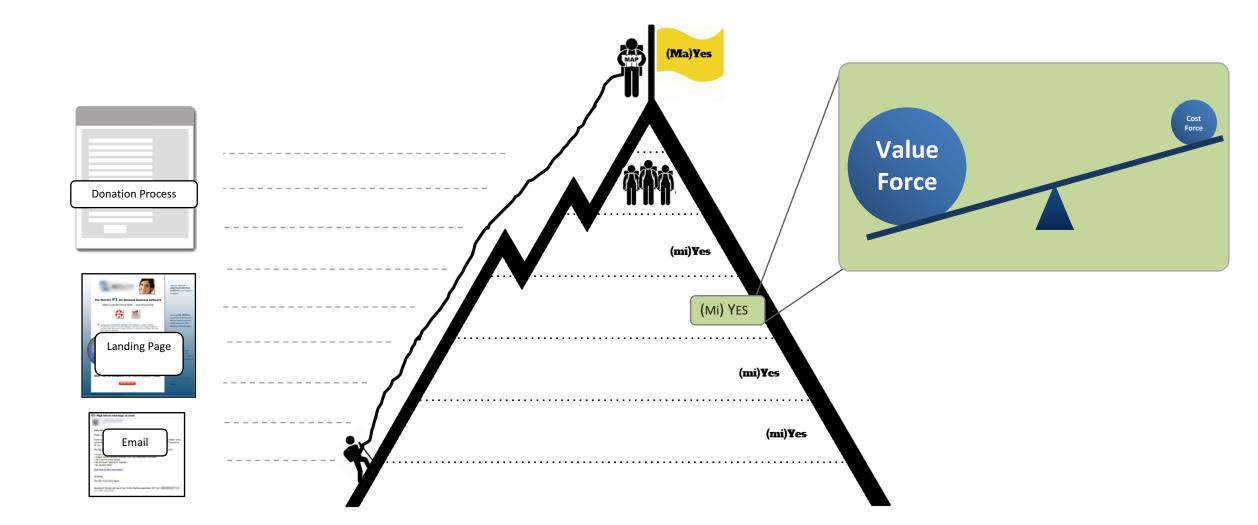
The Value Proposition



Optimizing Each Micro-Yes



Optimizing Each Micro-Yes



Donation Friction

/'frikSHən/ Noun.



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

Key Principle

ISIGHT:

NextAfter

Friction kills conversion. Reducing it must be a primary strategy.



Identifying types of friction in the online giving process.

lake a Donation		
hank you for choosing to make a donation	to The Salvation Army. Please select your country of residence and enter your details into the form below.	Your Safety
Your Country of Residence		Please note that we never ask you for Social Security Numbers or when making a donation. Please ensure that the URL of this page address bar begins with https://secure20.salvationarmy.org befor this form.
Country:	United States	una torm.
	Donste PayPal	Credit Cards
	To meet taxation and currency regulations, donations are processed within the country of residence of the donor. Donor preferences for the use of the mover can be entered at a later tape, and will be respected. Please choose your country of residence and lacetor the type of contribution you wish to make.	Credit card information is required to ensure your credit card is sproperly processed. This information is solely used for the proces credit card and is not stored on our system.
Details of the Donation		Norton
Amount:	USD *	powered by VerdSign
	Please include only numbers. The minimum donation amount that we accept online is 5 USD.	
Regular Donation:	Single Donation	ASSOCIATE Bernate
	Monthly Donation	DISCUVER
	A regular donation will keep running on a monthly basis for up to three years, though you can cancel at any time. This helps us to use your donation more effectively and make an even bigger difference.	E
Specific Use:		
		VISA
Cardholder Information		Rapped
	Title: * First Name: * Middle Name: Last Name: *	
Name:	Mr v	
Company:		
Address:	•	
City:	· ·	
State:	AA	
Zipcode:		
	United States	
	You have selected this as your country of residence. If it is not, please reselect at the top of the form.	
Telephone:		
Email:		
	Yes, I would like to receive notices and updates from The Salvation Army.	
Memorial		
Memorial Donation:	☑ Is this donation in memory or honor of someone?	
Memorial Type:	Memorial *	
	C Honor	
Memorial Name:		
Recipient Name:		
Address:		
City:		
Zipcode:		
Country:	<please a="" country="" select=""></please>	
Card Details		
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Card Verification Number:	* What is this?	
Expiration Date:	• What is this?	
	01 • 1202 •	
Send Your Donation		
	Find Your Pression	
	Send Your Donation Your donation will not be submitted until you have clicked on the 'Send Your Donation' button above. Please wait a few seconds before your transaction is processed following your selection.	
	Your donation will not be submitted until you have clicked on the 'Send Your Donation' button above. Please wait a few	

Field Number Friction

A donation form with an exorbitant <u>number of fields</u> adds unwanted <u>friction</u> to the giving process.

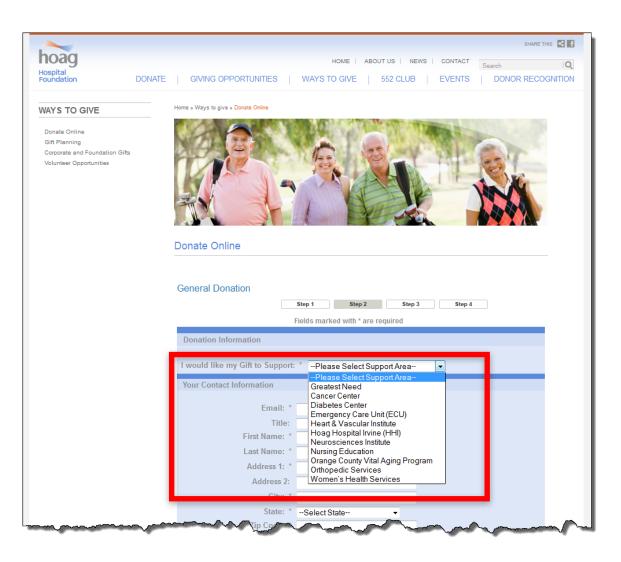


Options for Estate Gifts We you Establish Gift	ke your gift to Middlesex Hospital in jus e strongly believe in protecting your prin ur information with other companies or ersonal Information	vacy. Your information is safe, secure and confidential. We do not share
Events you Establish Gift Publicati s and Donor Recognit n	ur information with other companies or	vacy. Your information is safe, secure and confidential. We do not share organizations.
Establish Gift Publicati s and Donor Pe Recognit n	rsonal Information	
Gift Publications and Donor Recognition	ersonal Information	
Recognit n		
	Prefix	(i.e. Mr., Mrs., Dr.)
	The Maria A	(Le. PL, PLS, DL)
	First Name *	
	Middle Name	
	Last Name *	
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	Address *	
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	City *	
	State/Province *	
	Zip/Postal Code *	
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	Lindi	
Yo	our Gift to Middlesex Hospita	1
Iv	wish to designate my gift to one ore m	ore of the following:
	Example	100.00
	Tree of Lights	
	Shoreline Medical Center	
	Capital Equipment	
	Critical Care Unit	
	Area of Greatest Need	
	Cancer Center	
	Center for Survivorship and Integrative Medicine	
	Hospice/Palliative Care	
	Marlborough Medical Center	
	Other (please specify) Total *	\$0.00
Me	emorial/Tribute Information	
	© In honor of	
	In memory of	
	Not Applicable	
F) Au C S	<pre>f you would like the family or a l f this gift please fill out the info uil Name ddress ity tate ip/Postal Code</pre>	loved one to be notified rmation below (optional):
		4
Cr	edit Card Information	
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	Credit Card Type * Credit Card Number * Security Number *	Automatically totaled from your gift amount(s) above.

Field Layout Friction

A donation form that has <u>vertically</u> <u>aligned fields</u> may be introducing additional mental cost or friction into the process.





Decision Friction

Unnecessary <u>friction</u> in the giving process is introduced when donors are forced to <u>make unanticipated</u> <u>decisions</u> about their donation.

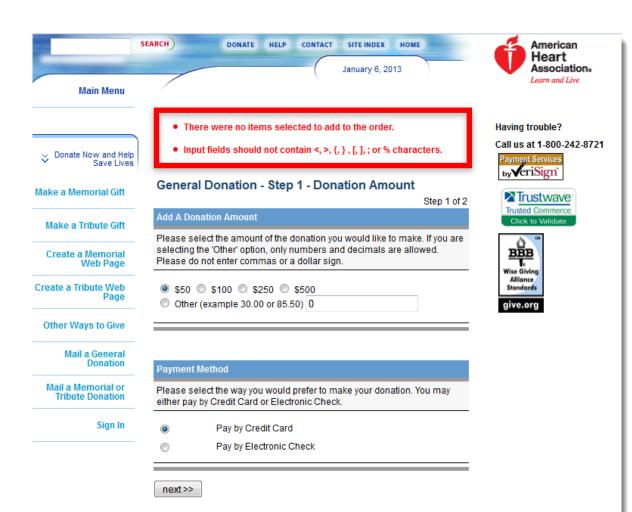




Confusion Friction

Using organization-centric language or "inside baseball," or multiple conflicting calls to action elicits confusion that creates <u>friction</u> in the online giving process.





Error Friction

Using <u>cryptic error messages</u> or requiring users to <u>re-enter</u> <u>information</u> adds significant <u>friction</u> to the online giving process.



			My Account My G	ift Form	Search	this site		SEARCH
GIVING TO MIT	HOME	PRIORITIES	WAYS TO GIVE	SUPPO	RTERS	RECOGNITION	FAQS	CONTACT US
<u>me</u> > <u>Give to M∏</u> > Login								
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your gift to your account contact info	and subm							
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Username:								
Password:								
	LOG IN							
Forgot Your Password?								
MIT alumni / students: if you do not have an Infinite Co								
but do have your user ID (10-digit number), you can <u>cre</u> Otherwise please complete the <u>user ID request form</u> .	eate an accour	<u>11</u> .						
MASSACHUSETTS INSTITUTE OF TECHNOLO								
00 Memorial Drive, W98-200, Cambridge, MA 02139-4{ iving@mit.edu 617,253,0129								

Registration Friction

Requiring <u>account registration</u> slows down the donation process by adding unnecessary <u>friction</u> to the online donation process.

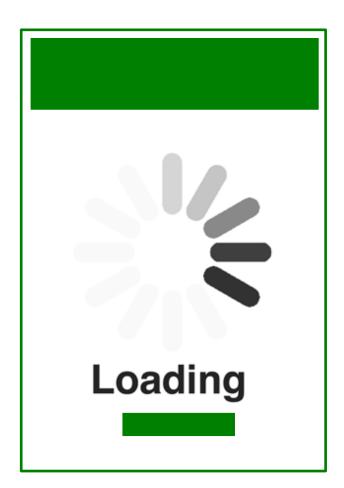




Device Friction

Having to "<u>pinch and zoom</u>" in order to make a donation on a mobile device adds <u>friction</u> to the mobile donation process.





Waiting Friction

When a page takes <u>too long to load</u> or makes the user <u>have to wait</u> to access the page, this adds unnecessary <u>friction</u> to the process.





LIVE Optimization

How This Thing Works...

- Prior to the broadcast, viewers submitted pages:
 - ✓ Landing Pages
 - ✓ Donation Pages
 - ✓ Emails
- In rapid-fire, we will optimize as many as we can
- If we can't get to your page, we will email you with optimization ideas





"Wounds from a friend can be trusted, but an enemy multiplies kisses."

Calgary Health Trust



Everyone has their own story about why they support health care. And just like snowflakes, everyone's story is unique.

Jennifer gives back to the Intensive Care Unit at Rockyview General Hospital (RGH) after her husband's life was saved.

Michael was a healthy construction worker who exercised regularly. One week came down with what he thought was just a cold on a Thursday. By Friday, he felt he had the flu. And by Monday morning, he was an ICU patient in critical condition.

Michael had contracted a life-threatening illness and spent over



UPCOMING EVENTS

HOTSTUFF CALENDAR SIGNINGS

GONE TOO SOON - RORY MCCANN

19TH ANNUAL BILL BROOKS

PROSTATE CANCER BENEFIT

MEMORIAL FUNDRAISER GLOBALFEST

four months fighting for his life. "It was hell and a nightmare," recalls Jennifer. "But the staff were brilliant. They were very supportive not only to Michael, but to me, my young children and our extended family."

"There were nights when I'd leave Michael's side for only a few hours, not sure if he would be here when I returned,"

remembers Jennifer. But today, thanks to the excellent care Michael received, he is back at home with his family where he belongs. Both Michael and Jennifer are so grateful for the amazing health care staff who saved his life and give a yearly donation to the ICU to thank them.

The quality of care that Michael received is only available thanks to donors like you. Your gifts help purchase state-of-the-art equipment, and help attract and retain the best and brightest health care professionals to our city. Calgary's hospitals and community health programs are used by everyone in our city from a young baby with jaundice, to an elderly dementia patient in a care centre to someone like Michael whose life was saved in the ICU.

Please give generously today. You will help provide the best health care to thousands of patients in our hospitals and continuing care centres. You will ensure the best care is right here, in our backyard, for those who need it.

To learn more about Michael's story click here.

"You never know who your gift is going to help...until you do"

Charitable Registration Number (B.N.) 89383 4697 RR0001

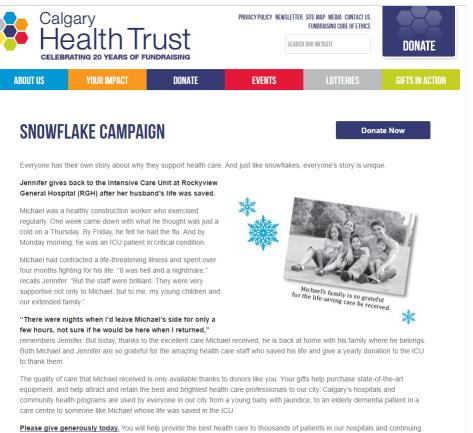
PRIVACY POLICY CONTACT US FUNDRAISING CODE OF ETHICS

RESOURCES

SITE MAP

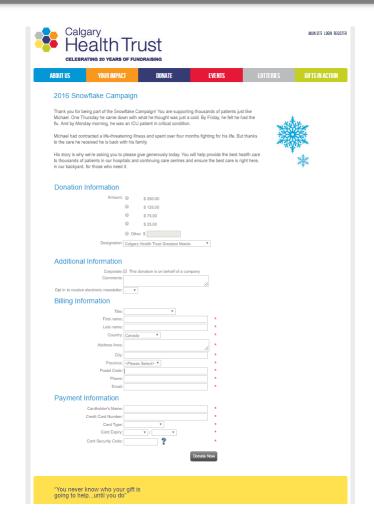
www.nextafter.com/calgary

www.nextafter.com/calgary



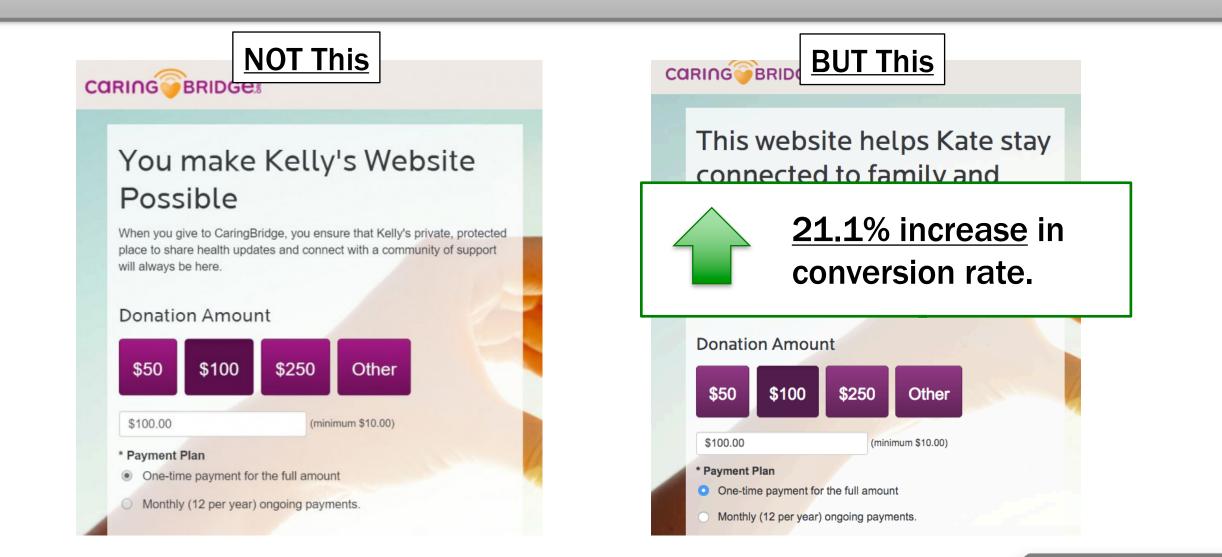
<u>Please give generously today.</u> You will help provide the best health care to thousands of patients in our hospitals and continu care centres. You will ensure the best care is right here, in our backyard, for those who need it.

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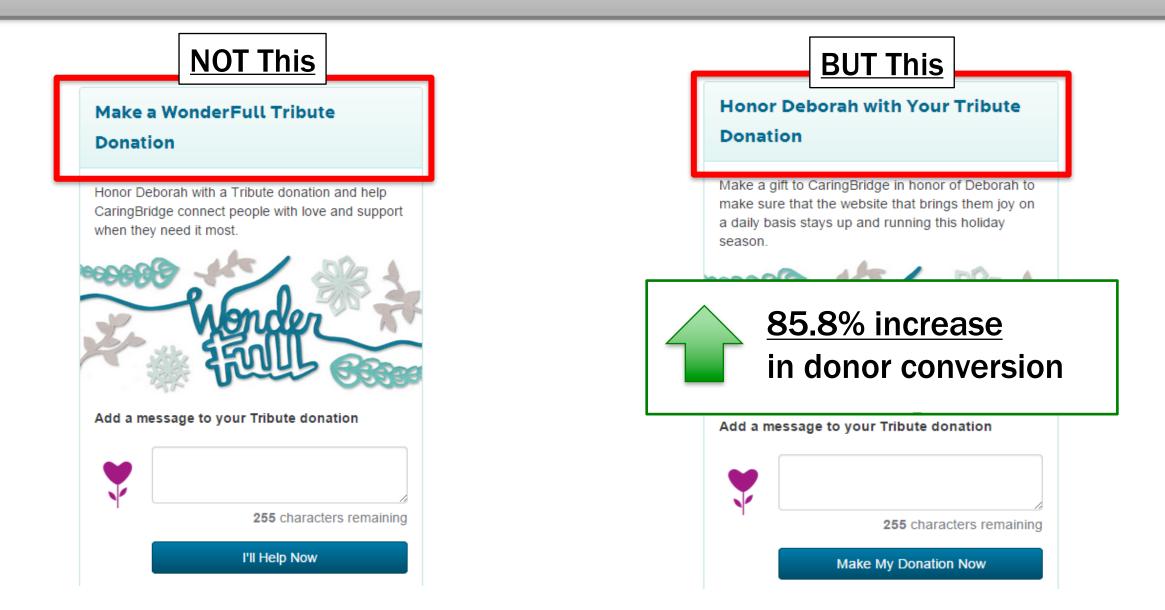


Increasing the clarity of the value proposition

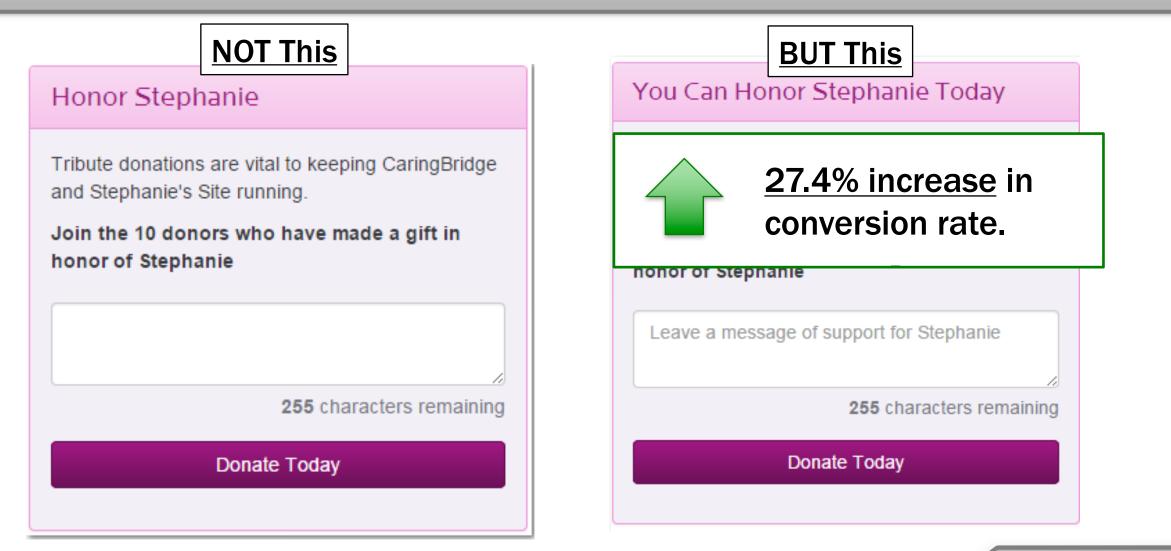




How clarity affects conversion



Increasing the clarity of the value proposition





www.nextafter.com/calgary

Donation Information

Amount: O	s	250.00
0	s	125.00
0	s	75.00
0	s	25.00
0	Other \$	
Designation: Ca	ilgary Hea	alth Trust Greatest Needs

Additional Information

Corporate: This donation is on behalf of a company	
Comments:	
	- /2
Opt in to receive electronic newsletter:	

Billing Information

Title:	Ŧ	
First name:		*
Last name:		*
Country:	Canada *	*
Address lines:	1	*
City:		*
Province:	<please select=""> *</please>	*
Postal Code:		*
Phone:		*
Email:		*

Payment Information

Cardholder's Name:		*
Credit Card Number:		*
Card Type:	T	*
Card Expiry:	т / т	*
Card Security Code:	?	*
		Donate Now



Experiment: Reducing Form Friction

Version A - Control

Version B - Treatment

irst Name Last Name	First Name Last Name
mail Address	Email Address
country	Country United States
United States \$	United States
treet Address	Street Address
treet Address 2	42.6% decrease in donations
redit Card Number	Gift Information
erification Code Expiration Month	Credit Card Number
xpiration Year	Verification Code Expiration Month
-Choose- 💠	-Choose- ¢
MAKE MY \$50 GIFT	Expiration Year -Choose- \$ MAKE MY \$50 GIFT

No Phone

Experiment ID: #2112





www.nextafter.com/calgary

Donation Information

Amount: O	s	250.00
0	s	125.00
0	s	75.00
0	s	25.00
0	Other \$	
Designation: Ca	ilgary Hea	alth Trust Greatest Needs

Additional Information

Corporate: This donation is on behalf of a company	
Comments:	
	- /2
Opt in to receive electronic newsletter:	

Billing Information

Title:	Ŧ	
First name:		*
Last name:		*
Country:	Canada *	*
Address lines:	1	*
City:		*
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Postal Code:		*
Phone:		*
Email:		*

Payment Information

Cardholder's Name:		*
Credit Card Number:		*
Card Type:	T	*
Card Expiry:	т / т	*
Card Security Code:	?	*
		Donate Now





How does form layout affect friction on a donation form?

Experiment #1007

<u>Control</u>

First Name	
Last Name	
Country	
United States	\$
Street Address	
treet Address 2	
City	
State -Choose-	\$
Zip Code	
Email Address 9 Yes! Keep me posted on the latest CaringBridge news and happenings	
referred Phone	
Help me determine if my employer will match my gift. Payment Details	
Credit Card Number	
Verification Code	
Expiration Month	
-Choose-	\$
Expiration Year	

Background:

- Primary donation form on the website
- Default settings of the payment form had vertically aligned fields

Treatment Changes:

- Grouped similar fields together to shorten donation form
- As a result of the grouping, reduced the width of several fields

Treatment

Your Information * First Name * Last Name * Country United States * Street Address Street Address 2 * City * State * Zip Code -Choose * 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 -Choose-Donate \$70

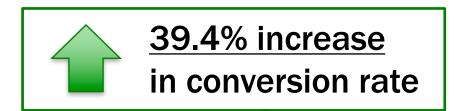
<u>Control</u>

* 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-	ţ
* Expiration Year	
-Choose-	

Donate \$70

Treatment

First Name		* Last Name			
Country					
United States					\$
Street Address					
Street Address 2					
City	* State		¢	* Zip Code	
Email Address		Preferred Phone			
 Yes! Keep me posted on the lainews and happenings Payment Details Credit Card Number 	test CaringBridge		* Verific	cation Code	
Expiration Month		* Expiration Yea	r		
-Choose-	\$	-Choose-			\$





Version	Conv. Rate	Relative Diff	Stat Confidence
C: Vertically Aligned	5.2%		
T1: Grouped Fields	7.2%	39.4%	100.0%

Key Learning:

Even though the horizontal field layout required the same amount of data, it created the perception that less was required, thereby reducing friction and creating an increase of 39%. This is a great reminder that <u>friction doesn't exist on the page, it lives in the mind</u>.

BOYS	6 & GIRLS CL	UB		255 West S Bristol, CT 0 Donate.
	STOL FAMILY CENT	ER		
ne About Us	Visit the Clubs	Programs	Get Involved	News & Events
Eve	ry Kid Dese	rves A G	reat Future	
anks to the generous suppor nmunity for over 100 years!	t of people like you , ou Your support helps cont	r Boys & Girls Clu inue to provide	ib has been serving childr our members with:	en and teens in our
 A safe place to learn and g Ongoing relationships wit Life-enhancing programs: Hope and opportunity 	h caring, adult professio	nals ient experiences		
believe that regardless of co d to be loved and cared for, the world. When compassio	and they need to feel th nate people like you giv	at they can achi	eve their dreams and have	a positive impact
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Home About Us	Visit the Clubs	Programs	Get Involved	News & Events	
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We believe that regardless o need to be loved and cared f on the world. When compas them with even more tools t	or, and they need to fee sionate people like you	l that they can ach	ieve their dreams and have	a positive impact	



Every Kid Deserves A Great Future

Thanks to the generous support of **people like you**, our Boys & Girls Club has been serving children and teens in our community for over 100 years! Your support helps continue to provide our members with:

- A safe place to learn and grow
- Ongoing relationships with caring, adult professionals
- Life-enhancing programs and character development experiences
- Hope and opportunity

We believe that regardless of color, ethnicity or socioeconomic status, all children have the same basic needs. They need to be loved and cared for, and they need to feel that they can achieve their dreams and have a positive impact on the world. When compassionate people like you give to the Club, we are able to serve more members and provide them with even more tools to achieve their dreams.





2016 Youth of the Year, Julian Galindez "NO ONE KNEW ME AND YET THEY WELCOMED ME, AND THAT'S WHAT SURPRISED ME THE MOST. AT THAT MOMENT, I REALIZED THAT I WANTED THE CLUB TO BE A PART OF MY LIFE FOREVER. I WANTED TO BECOME A FAMILY MEMBER OF THE CLUB."

A Matching Grant from our friends at **Thomaston Savings Bank** will double your gift to our Club through December 31st!





Every Kid Deserves A Great Future

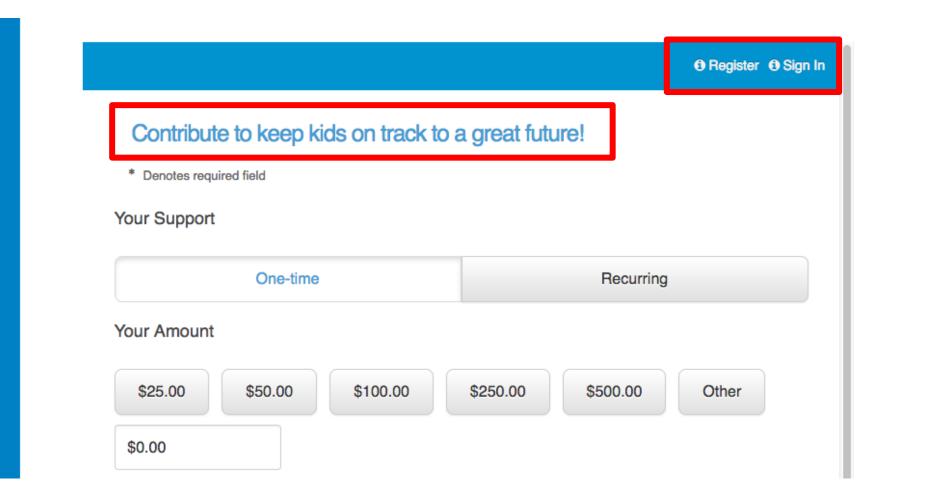
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Your Total Donation Amount \$0.00

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Check with your HR department or contact the Club at 860-540-3102

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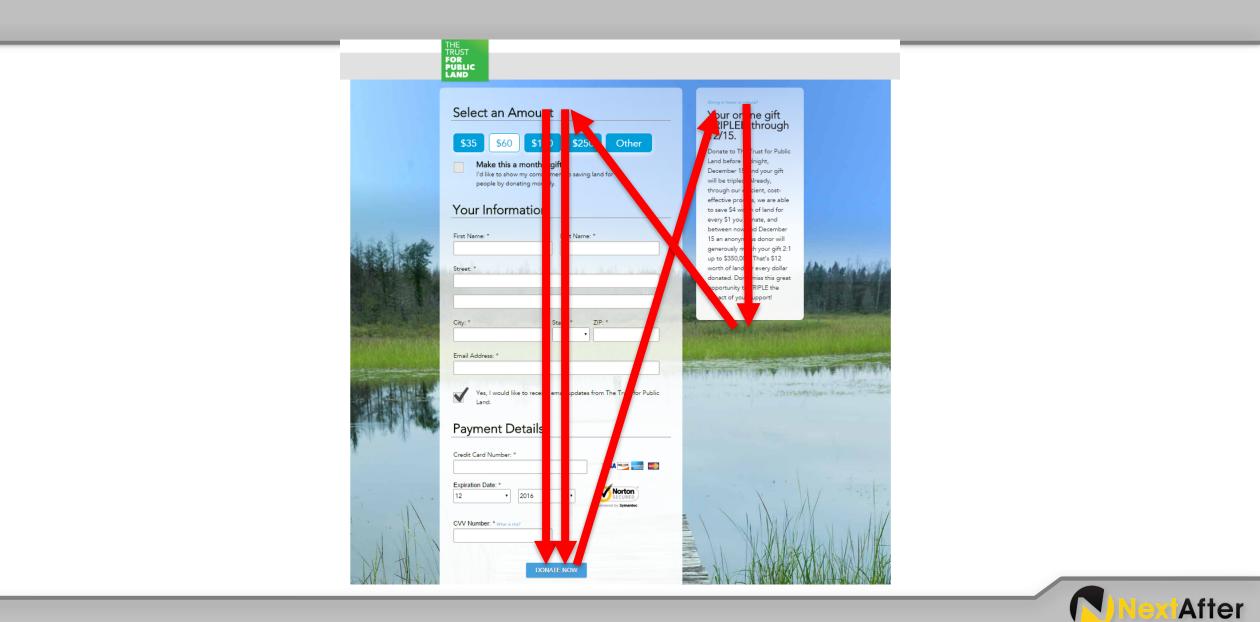
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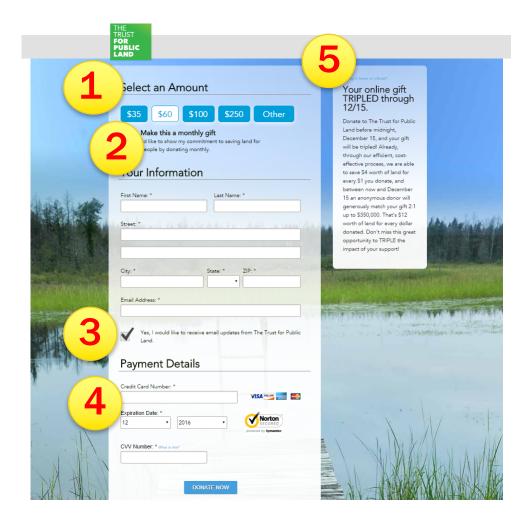
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Should I give this every month?



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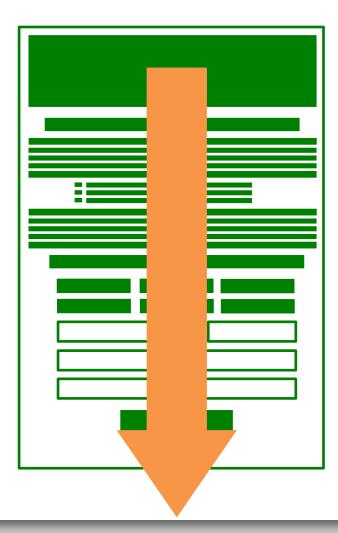
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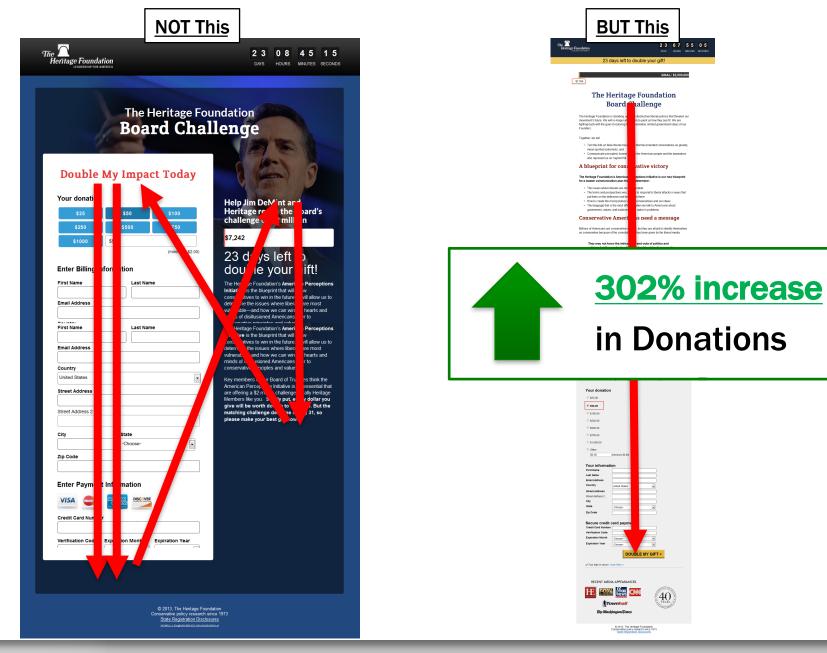


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Proper Eye-Path





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Founded in 1999, Population Research Institute (PRI) is a research and educational organization. We are dedicated to ending population control by objectively presenting population-related issues and reversing the trends brought about by the myth of overpopulation.

PRI's goals are to to make the case that people are the world's greatest resource,

PRI's goals are to to make the case that people are the world's greatest resource, to expose the myth of overpopulation, and to expose human rights abuses committed in population control programs.

Our work to date, has uncovered over 180 human rights abuses in 50 countries and has helped redirect \$800 million U.S. tax dollars from real abuse to real aid.

Our growing, global network of pro-life groups spans over 30 countries.

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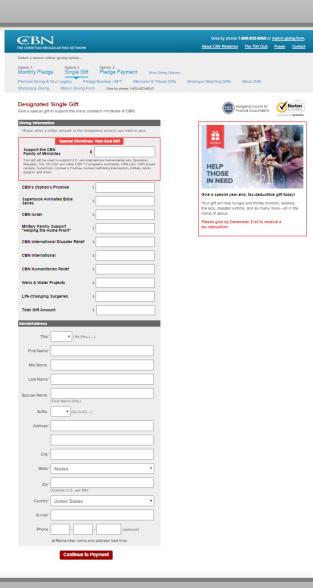
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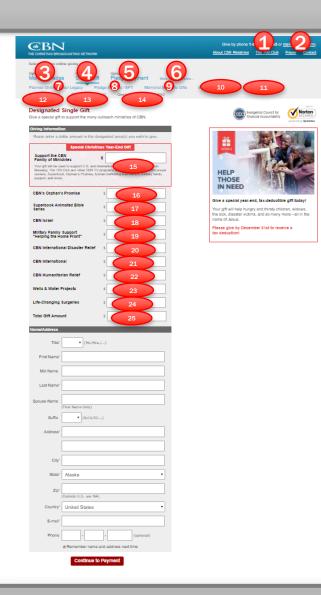
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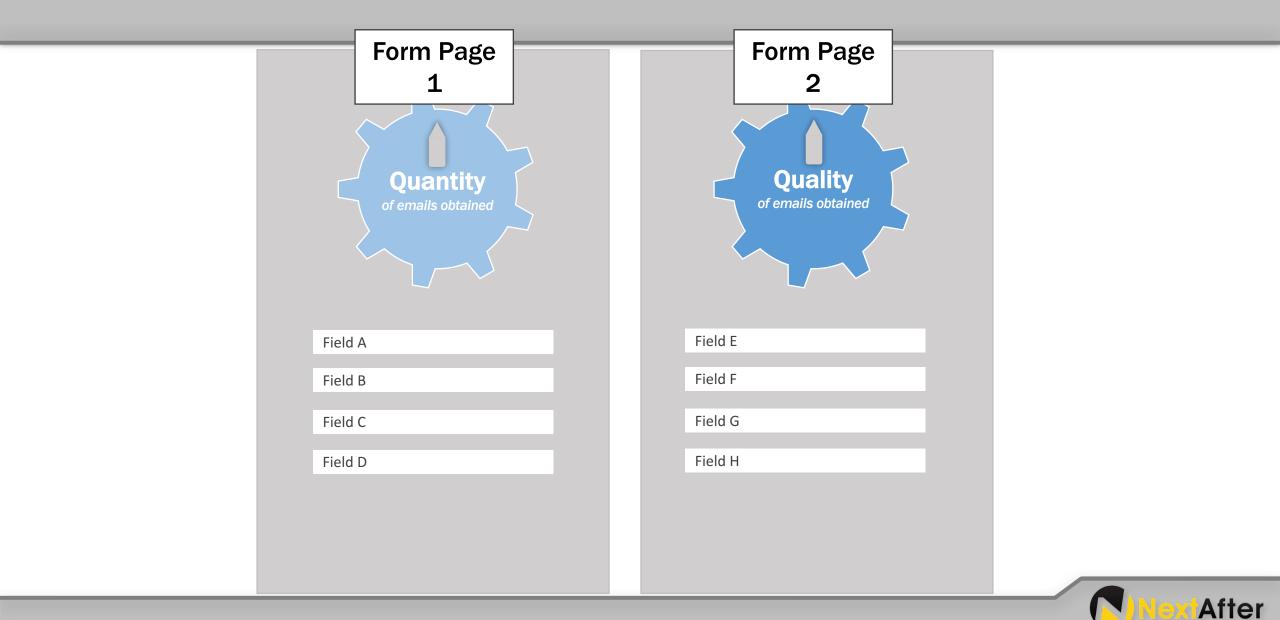


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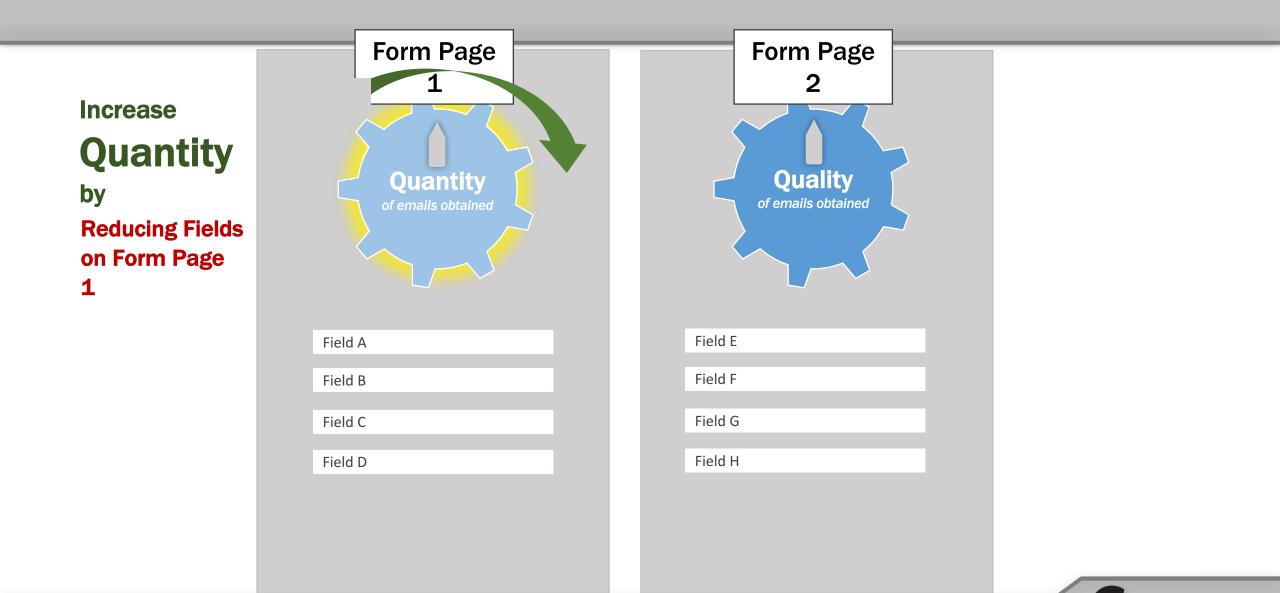




Adjusting the Friction of Your Forms

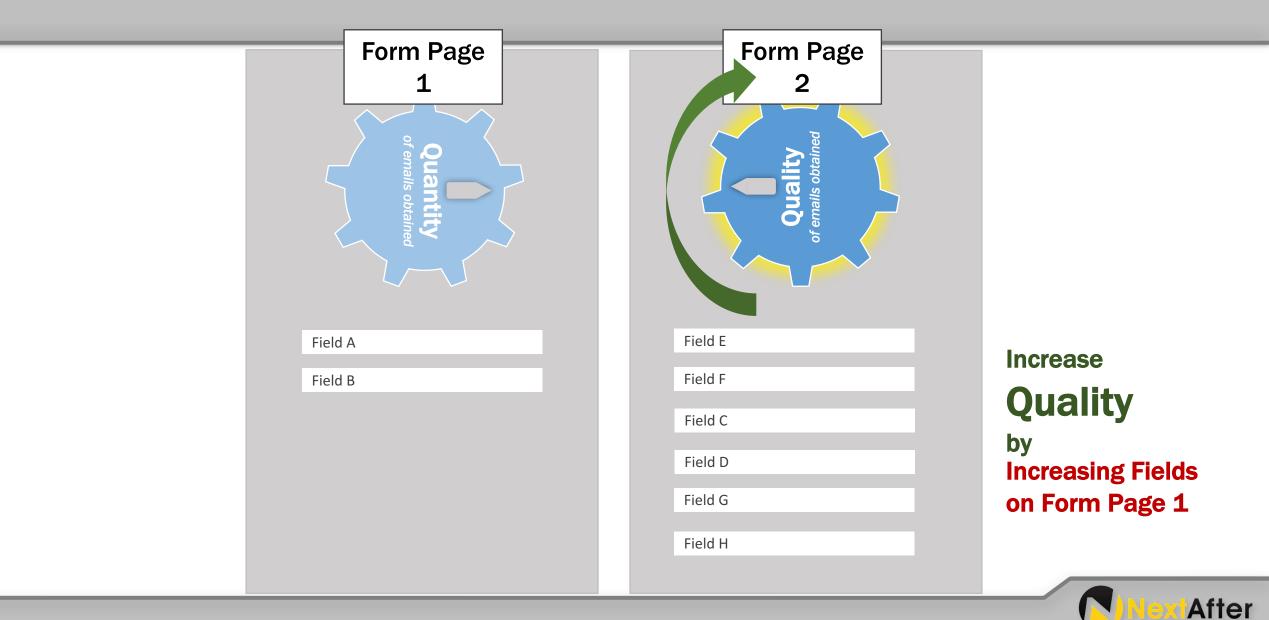


Adjusting the Friction of Your Forms



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Adjusting the Friction of Your Forms





How the amount of required information impacts conversion

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Key Learning:

By removing the friction associated with the home address fields, Hillsdale was able to more than double the number of emails acquired

Reducing Form Friction

<u>Control</u>

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Park Pride



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for the greener good

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HOME > GET INVOLVED > DONATE

What Do My Dollars Do?

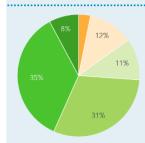
Your gift to Park Pride supports the power of parks:

Giving for the Greener Good

Your gift to Park Pride means so much – perhaps even more than you realize. Donations are essential to Park Pride's ongoing operations, and because of donors like you, Park Pride has a terrific track record of engaging and empowering communities in park creation, improvement, and activation, and bringing people together to build enduring community spaces.



2015 Total Program Value



35% Park Visioning & Directed Capital Projects

31% Grant Programs

12% Volunteer Programs

0%

11% Friends of the Park, Community Gardens & Fiscal Partners Programs





what we do get involved

- Donate
- Work With Us
- WORK WILLIOS

1 1

we can help

I love parks because fun, community, and pride are important.

– Sister Shalom Johnson Friends of Reverend James Orange Park \$50 helps... rent tools to remove
 invasive plants so that native plants can
 thrive.

donate now

Every dollar of administrative support given to Park Pride leverages nearly \$13 of impact benefiting parks and greenspace.



-

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Your gift to Park Pride means so much - perhaps even

more than you realize. Donations are essential to Park



get involved



Work

With Us we can help

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because fun,

community,

and pride are

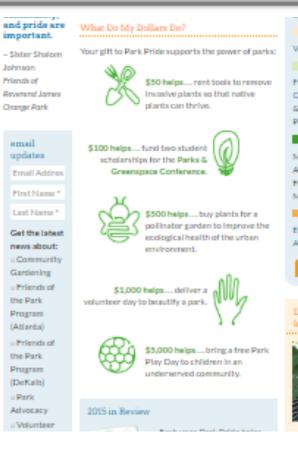
Pride's ongoing operations, and because of donors like 2015 Total you, Park Pride has a terrific track record of engaging Program Value and empowering communities in park creation. Improvement, and activation, and bringing people together to build enduring community spaces. Every dollar of administrative support given to Park Pride leverages nearly \$13 of impact benefiting parks and greenspace. 35%

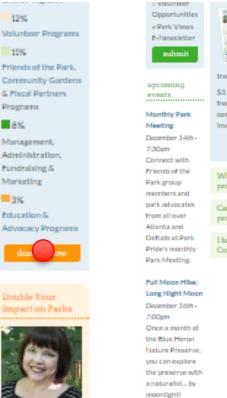
Park Visioning & Directed Capital Projects.

Learn more about

Park Pride

31% Grant Programs





EVENTS



Each year, Park Pride helps neighborhoods to activate their parks and communities through our programs and services. 2015 proved to be an exceptionally

transformative year!

\$3,994,634 in direct benefits to parks resulted from Park Pride programs, projects, grants, community-raised funds and matching



Why does a direct donation to Park Pride provide the greatest benefit to parks?

Can I give money to a specific park or project?

I have a business. How can we become Corporate Champions?

ALL UPCOMING



The Dorothy &

Charlie Yates Family

Fund is offering a

Grant to honor

\$25,000 Challenge

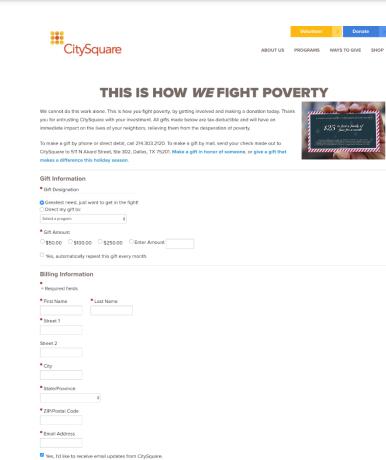
Herces

Meet States Shaless Johnson of the Friends of Reverend James Orange Park, one of our local park heroes. Herstory, and others like it, are made possible thanks to the generosity of amazing people like you who choose to support Park Pride. Continue Reading



Intelligent Giving Park Pride has been honored with a fourstar (highest) rating





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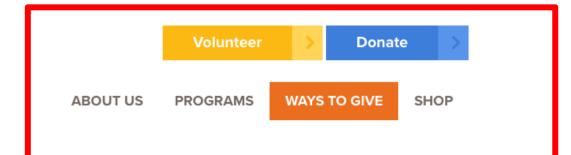
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THIS IS HOW WE FIGHT POVERTY

We cannot do this work alone. This is how *you* fight poverty, by getting involved and making a donation today. Than you for entrusting CitySquare with your investment. All gifts made below are tax-deductible and will have an immediate impact on the lives of your neighbors, relieving them from the desperation of poverty.

To make a gift by phone or direct debit, call 214.303.2120. To make a gift by mail, send your check made out to CitySquare to 511 N Akard Street, Ste 302, Dallas, TX 75201. Make a gift in honor of someone, or give a gift that makes a difference this holiday season.





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* Credit Card Number:

* Expiration Date:

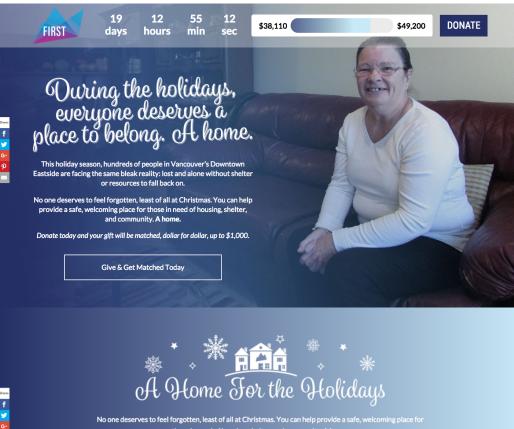


* CVV Number: What is this?





First United



those in need of housing, shelter, and community. A home.

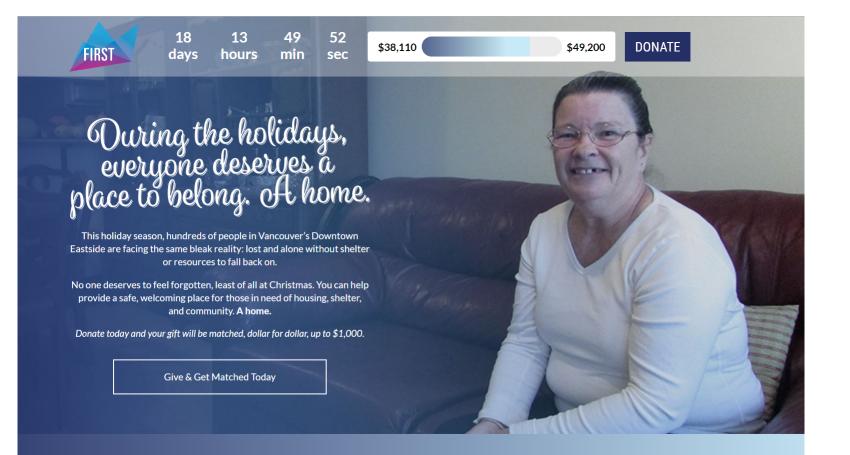
Donate today and your gift will be matched, dollar for dollar, up to \$1,000.

CHOOSE A ONE TIME GIFT TO BE DOUBLED TODAY					
\$50	\$100	\$200	\$500	\$100 CAD	
That doubles to \$200 and provides a safe, welcoming place for those in need.					

www.nextafter.com/first-united



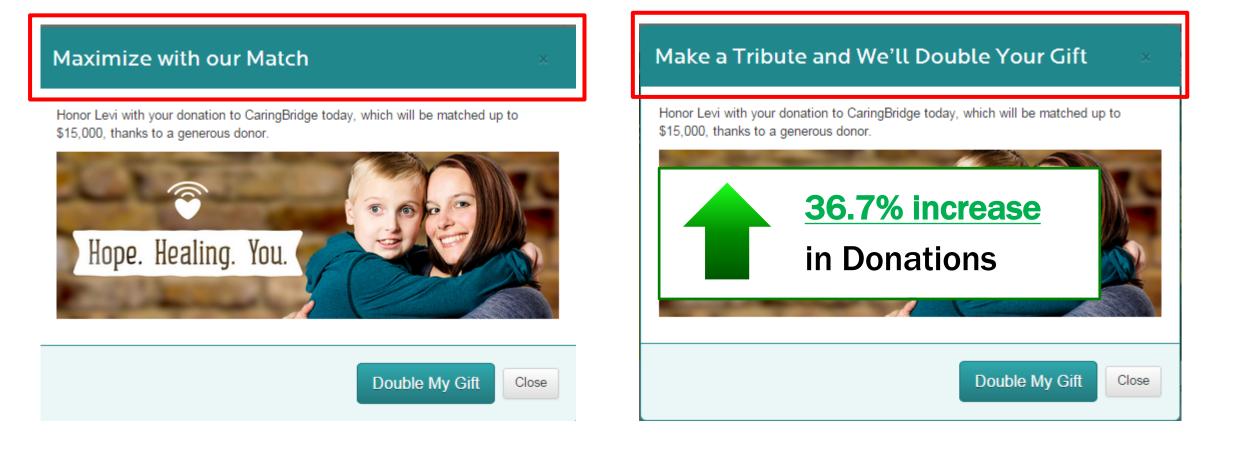
www.nextafter.com/first-united





NOT This

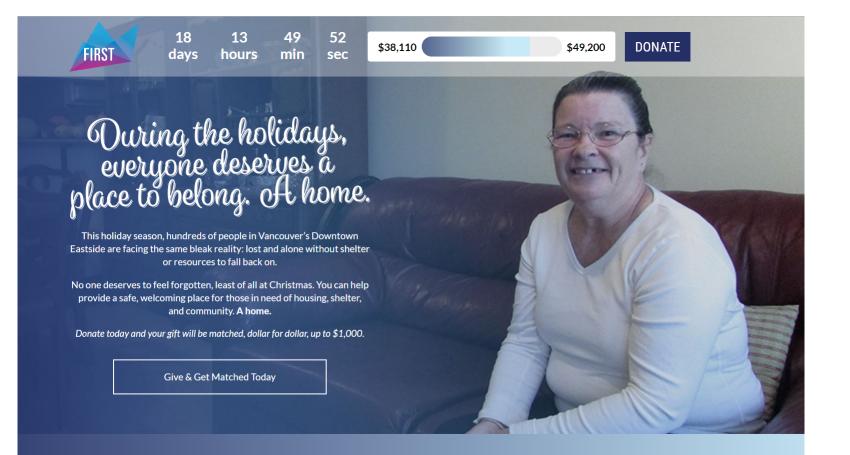
BUT This



Experiment ID: #1039



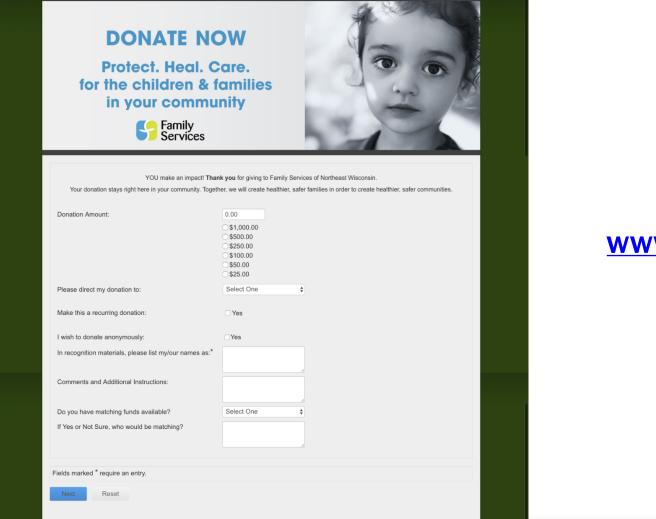
www.nextafter.com/first-united





Family Services of Northeast WI

greatergiving



www.nextafter.com/family-services



www.nextafter.com/family-services

	care. families inity	Services of Northeast Wisconsin. r, safer families in order to create healthlier, safer communities.
Donation Amount:	\$0.00 \$1,000.00 \$500.00 \$250.00 \$100.00 \$50.00 \$250.00	
Please direct my donation to:	Select One	,
Make this a recurring donation:	Yes	
I wish to donate anonymously:	Yes	
In recognition materials, please list my/our names as:*		
Comments and Additional Instructions:		
Do you have matching funds available?	Not Sure	×
If Yes or Not Sure, who would be matching?		
Fields marked * require an entry.		
Next Reset		



Key Principle

ISIGHT:



The most important factor that influences conversion is your <u>value proposition</u>. The words you use to communicate that value proposition is your most important tool. In copy, <u>clarity equals persuasion</u>.



How copy on a donation page affects the force of the value proposition.

Experiment ID: #111

<u>Control</u>



Background:

- Client: Senator John Cornyn
- Primary donation page for JohnCornyn.com
- Minimal copy on the page

Value Proposition Question

"If I am your ideal donor, why should I give to you rather than some other organization, or no one at all?"



Treatment Changes:

- Changed headline to convey value
- Added copy outlining reasons why donors support the Senator.
- Included evidentials to back up each claim



Control



<u>Treatment</u>

John Cornyn

Stand with John Cornyn

1 2 3 4 Amount Name Payment Submit \$25 \$50 \$100 \$500 \$1000 \$2600 Other: Already have an account? Log in \$51 SEL URE

POWERED BY USCONTRIBUTIONS



An Experienced Leader and a Lifelong Texas Conservative • Ranked the 2nd most conservative Senator in 2013 by National Journal.

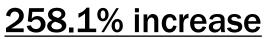
 100% Rating on pro-life issues from the National Right to Life Committee.

 A+ Rating on gun rights issues and is endorsed by the NRA.

 A champion for the Balanced Budget Amendment in Congress.

Stands Up for America's Armed Forces • Introduced the Honoring the Fort Hood Heroes Act to honor those killed or wounded in the 2009 terrorist attack

Helping to Beat the Democrats and Keep Texas Red • Our campaign has already recruited over 20,000 grassroots activists across Texas who are committee to preserving and expanding freedom and economic



in Donations





Version	Conv. Rate	Relative Diff	Stat Confidence
C: No Value Prop	0.11%		
T1: Value Prop on Page	0.38%	258.1%	96.3%

Key Learning:

There is a <u>danger in assuming</u> that your potential donor firmly grasps your organization's unique value proposition. By simply <u>adding copy</u> to the donation page <u>to communicate value</u>, conversion <u>increased by</u> <u>by 258%.</u>

<u>NOT This</u>	BUT This
<complex-block></complex-block>	
Payment Mo	Production for out-the ward works with the states, a work States to the two out-the ward works with the states is the state Intervention of the states in the state is the state Intervention of the states is the state is the state Intervention of the states is the state is the state Intervention of the states is the state is the state Intervention of the state
Zerbraic General Submit Donation Output Output	Payment lads Name et card: Anti-line Card number Expanse lads Card number Expanse lads G Secury code: Card number Expanse lads SEE glober later
D: #1780	ZipPhata Color Covery: Coveres: Submit Donation



Experiment ID: #1780

NOT This



Experiment ID: #3793

BUT This









NOT This

BUT This



Your Gift Makes a WonderFull Difference.

Your gift will help people connect with the support they need, right when they need it most.

Give to CaringBridge

Donation Amount

\$70.00	\$125.00	\$300.00	Other
\$70.00		(mmmun \$10.00)	



Help us help even more people through life's most challenging times. Make today a day you do something WonderFull. Give now. Please give generously today.



NextAfter

Email Appeal Optimization Primer

The Fundraiser's Creed

ARTIC/M

We Believe people give to people, that people don't give to organizations, or from Websites; people give to people. Fundraising is not about programs; it is about relationships.

The Fundraiser's Creed

We Believe brand is just reputation; fundraising is just conversation, and giving is an act of trust. Trust is earned with two elements: 1) integrity and 2) effectiveness. Both demand that you put the interest of the donor first.

The Fundraiser's Creed



We Believe testing trumps speculation and that clarity trumps persuasion. Fundraisers need to base their decisions on honest data, and donors need to base their decisions on honest claims.

NextAfter

10 Elements of a Fundraising Email Appeal

Element #1: Sender

Fron : "Big Brothers Big Sisters" <<u>donotreply@bbbs.org</u>> Date: July 15, 2015 at 4:53:09 FM CDT To: "Jeff Giddens" <<u>jeff@nextafter.com</u>> Subject: Big Impacts: A Bond Nearly Three Decades Strong Reply-To: <<u>donotreply@bbbs.org</u>>

Element #2: Reply Email

From: "Big Brothers Big Sisters" <<u>donotreply@bbbs.org</u>> Date: July 15, 2015 at 4:53:09 Pivi CDT To: "Jeff Giddens" <<u>jeff@nextafter.com</u>> Subject: Big Impacts: A Bond Nearly Three Decades Strong Reply-To: <<u>donotreply@bbbs.org</u>>

Element #3: Send Time

From: "Big Brothers Big Sisters" < <u>denotroply@bbbs.org</u>> Date: July 15, 2015 at 4:53:09 PM CDT To: "Jeff Glodens" <<u>jeff@nextafter.com</u>> Subject: Big Impacts: A Bond Nearly Three Decades Strong Reply-To: <<u>donotreply@bbbs.org</u>>

Element #4: Subject line

From: "Big Brothers Big Sisters" <<u>donotreply@bbbs.org</u>> Date: July 15, 2015 at 4:53:09 PM CDT To: "Jeff Ciddens" <<u>ioff@nextefter.com</u>> Subject: Big Impacts: A Bond Nearly Three Decades Strong Reply-To: <<u>donotreply@bbbs.org</u>>

Element #5: Preview Text

•		
〈 Back	Inbox	Edit
	Search	
Greg Laurie		10:00 AM ›
There's nothing lik	e a good story. Jei would use parables	

Element #6: Design



Hello NAME,

I want you to meet Graham. This adorable little boy was diagnosed with retinoblastoma, a rare eye cancer, when he was just six months old.

His family embarked on a trial of strength through nearly three years of treatment. CaringBridge helped get them through.

Double Your Impact

You can help families like Graham's get through heli most challenging journeys, too. When you donate by midnight March 16, our generous Advisory Council member and donor Rik Lalim will match your donation, up to \$15,000. Please join Rik and make a gift to double the love and support that families like Graham's need.

"Graham has had so much happen in his short life," his mom, Erica, says. "Because of the support we've received, we have the strength to be there for him."

Now's the time for you to give double the strength for families going through a scary time. <u>Donate today and Rik</u> will personally match your donation, up to \$15,000.

Yes! Match My Donation Now!



CaringBridge Founder & Chief Ambassador

P.S. There's no time like the present. <u>Please donate now to</u> <u>double the strength you can offer families like Graham's</u> during the \$15,000 match opportunity.

Our mission is to amplify the love, hope & compassion in the world, making each health journey easier.



Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. <u>If you donate between now and midnight March</u> <u>31, I will double your gift, up to \$10,000</u>.

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

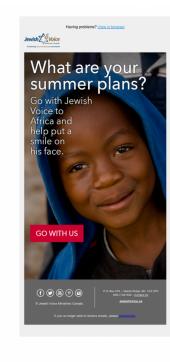
If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength,

Rik Lalim CaringBridge Advisory Council member & donor





Element #7: Copy

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Theo Next run. Lety Pool sufficies to the heartiers, throwaway culture of abortion, sufficientia, and health none estimates into which we use descending. Bounday With the collhelp you or a friend reschow the Christian worldview isn't just an abstract into factual platform. It sponies to the curve of what makes us human. Fulles, yet created in the image of God. It's the kind of story that can change free ... and help recision a podety.

Our entire society is at a tigging point. The culture is in maral freefull. Pulls done that issuessing numbers of people are unfulfilled. The economy is wobbly. Education and politics cannot rave us.

Christianity holds the surveys people used. This can be can movement

But insightful Christians like you must provide those answers! And The Cohert Center is your opportunity to do H. To leverage your ensources to make a maximum impact new and for mernity.

Physicipain and <u>Remain a Charter Member tailor.</u> Takes a strategic hideimpact step to reasonize the Church and society for Jerse Christ.

God blear you and thank you,



Charles W. Calant Founder



Dear Friend,

Our society is in moral free fall ... and politics can't save us.

But a reawakened, robust, reinvigorated Church can! Christians applying a bold biblical worldview to every area of life—from government to business to family and more—can save us. Because **that** is the kind of faith that has true spiritual power.

If you are interested in fearlessly advancing that kind of Christianity. I invite you to join me and become a Charter Member of **The Colson Center for** <u>Christian Worldview</u>. Your participation could be one of the greatest spiritual blessings you could give to our society and the Kingdom of Christ. I want you on my team.

Together, we can help revive the Church and spark a spiritual reformation of our whole culture. Learn more about what your charter membership will help achieve.

God bless you, and thank you,

Charles W. Colson Founder

Element #8: Tone

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

Stand with The Heritage Foundation today >>

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

You can make your year-end contribution here.

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

Element #9: Images





Leach Truth. Love Well.

Dear friend,

Today, I am delighted to extend my personal invitation for you to enroll in our brand-new free online course, *Genesis*. This course is sure to broaden your understanding of the first book of the Bible and its implications for your life.

You'll be studying with Dr. James Allman, a beloved professor of Old Testament Studies at DTS. Dr. Allman has served at DTS for almost 30 years, training thousands of pastors and church leaders. Now you can learn from his thoughtful instruction on the <u>Book of Genesis</u>.



Activate your free course now.

Blessings,



Dr. Mark Bailey President Dallas Theological Seminary

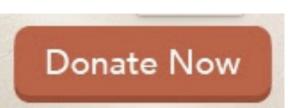
Element #10: Call-to-action

Read More

Donate to Treat Every Patient



our mission to rescue children and serve families. You can help us keep our mission moving forward by <u>making a donation of \$265</u> to help rescue





People give to **People**. Not email machines

People have a first and last name.

People naturally build trust with recipients through the sender, subject line and preview text.

People don't use email templates.

People talk conversationally.

People reply to emails.

People give to **People**. Not email machines



Email Appeals

Boys and Girls Club of Bristol

Ashley is thankful.

If you're having difficulty seeing this email, <u>click here</u>



Ashley grew up in Cambridge Park, a public housing complex in Bristol, CT. It was very difficult to feel safe when she was at home because there were so many negative influences in the complex. It was hard for her to believe there was a way out of her situation and there was a path to high school graduation. One day, while in elementary school, she visited the Boys & Girls Club at Cambridge Park, and the door opened to a new future.

Ashley Santos

Club Alumni and Youth Development Professional

With the support of Club staff she was able to manage day-to-day obstacles, becoming a great role model for the rest of the Club members living in Cambridge Park. "The Club was like a second home to me. I appreciate all the help I have received from our staff and supporters. I wouldn't be where I am today without the Club. It has helped me realize that if I work hard and choose the right path, my dreams are within reach," said Ashley.

Ashley graduated from Central Connecticut State University in 2016 and is currently employed with the Club as a Youth Development Professional at Cambridge Park!

More kids than ever before want what Ashley experienced – to BE GREAT! Won't you help us make that happen?

SUPPORT GREAT FUTURES HERE

You can make an immediate impact on the youth in your community! In this season of giving--give a gift that will last a lifetime!

P.S. <u>Thomaston Savings Bank</u> is matching every dollar (up to \$25,000) the Club receives until December 31!

Sender:

Boys & Girls Club of Bristol Family Center

Subject Line:

Give a Holiday gift to a child that lasts a lifetime.

www.nextafter.com/bbgc-email

DONATE HERE TO SUPPORT GREAT FUTURES.

This email was sent to {Email}. You are receiving this email because you may have opted to receive communication from us.

Boys and Girls Club of Bristol

Ashley is thankful.

If you're having difficulty seeing this email, click here



Ashley Santos

Club Alumni and Youth Development Professional Ashley grew up in Cambridge Park, a public housing complex in Bristol, CT. It was very difficult to feel safe when she was at home because there were so many negative influences in the complex. It was hard for her to believe there was a way out of her situation and there was a path to high school graduation. One day, while in elementary school, she visited the Boys & Girls Club at Cambridge Park, and the door opened to a new future.

With the support of Club staff she was able to manage day-to-day obstacles, becoming a great role model for the rest of the Club members living in Cambridge Park. "The Club was like a second home to me. I appreciate all the help I have received from our staff and supporters. I wouldn't be where I am today without the Club. It has



Experiment #4221

Email details

From name and email address

Name	Add/Manage
yourname@company.com	Add/Manage

Subject line 💿

			1	Personalize	
Preview text	2				
Done	Cancel				

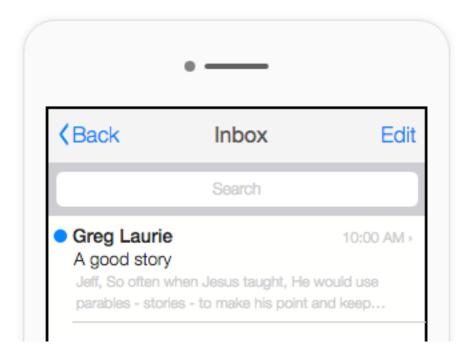
Control

〈 Back	Inbox	Edit
	Search	
Greg Laurie		10:00 AM ›
	e a good story. eff, would use parables	

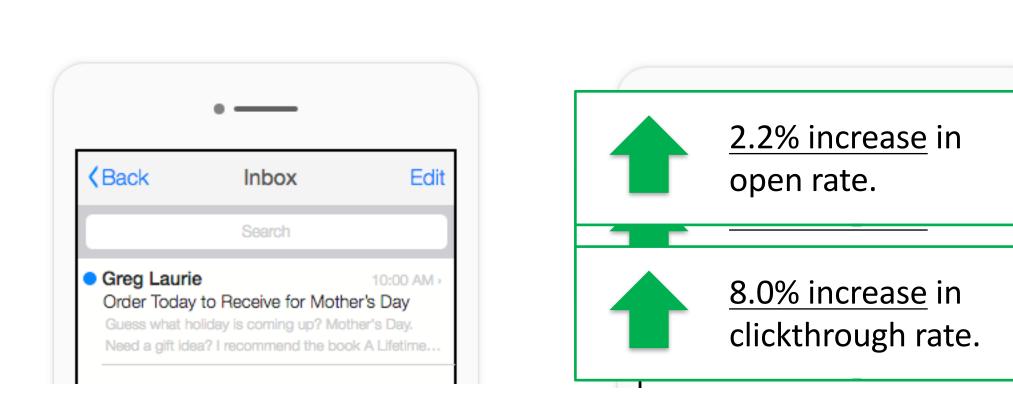
- Preview text uses a preheader configured in Mailchimp
- Preheader copy doesn't flow with the actual preview content and obscures personalization

- Treatment removes preheader, allowing the actual copy to be previewed.
- Email starts with personal greeting, which is apparent in the preview text.

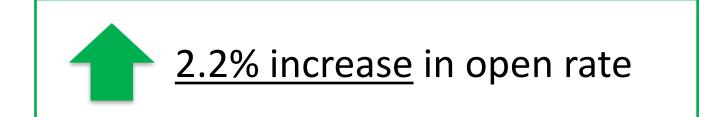
Treatment



Treatment



Control



Version	Open Rate	Relative Diff	Stat Confidence
Control	24.7%		
Treatment	25.2%	2.2%	100.0%

Key Learning:

The use of a preheader may create a confusing preview for the recipient and may obscure personalization that could lead to a higher open rate.

How email preheaders affect clickthrough rate



Version	CTR	Relative Diff	Stat Confidence
Control	1.3%		
Treatment	1.4%	8.0%	98.0%

Key Learning:

There is a quantifiable relationship between the subject line and clickthrough rate, which implies that the sender, subject line, and preview text are all key elements of building trust with our recipients.

Boys and Girls Club of Bristol

Ashley graduated from Central Connecticut State University in 2016 and is currently employed with the Club as a Youth Development Professional at Cambridge Park!

More kids than ever before want what Ashley experienced – to BE GREAT! Won't you help us make that happen?

SUPPORT GREAT FUTURES HERE

You can make an immediate impact on the youth in your community! In this season of giving--give a gift that will last a lifetime!

P.S. <u>Thomaston Savings Bank</u> is matching every dollar (up to \$25,000) the Club receives until December 31!



Steven Mosher

President Population Research Institute

P.S. Please give your Signal Support today! When you do, you'll be recognized as a Signal

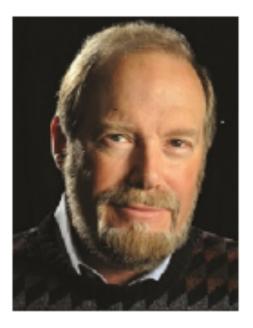
Sender: Population Research Institute

Subject Line: You'll Agree This is The Best Gift Ever!

www.nextafter.com/pop-email

Sender: Population Research Institute

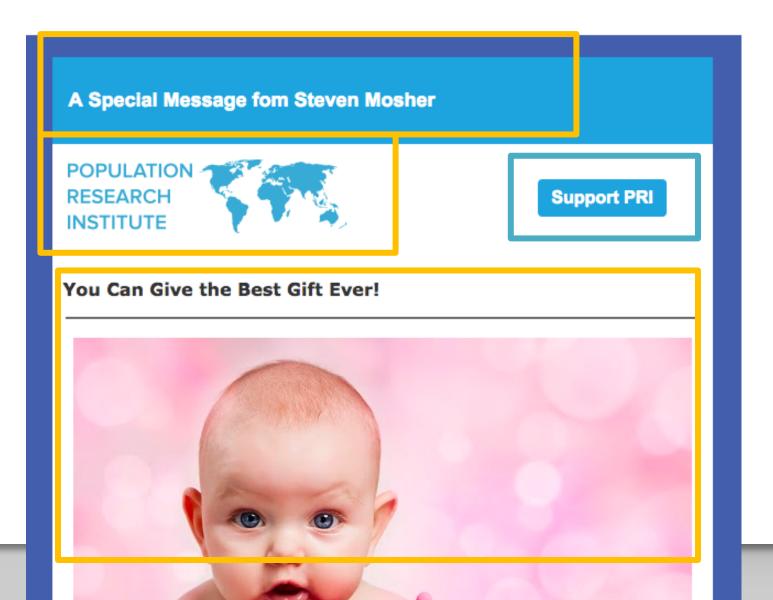
A Special Message fom Steven Mosher



Steven Mosher

President

Population Research Institute



Dear First name

You are needed now, more than ever. You have already backed some of the most successful pro-life work in the U.S., through your support of PRI.

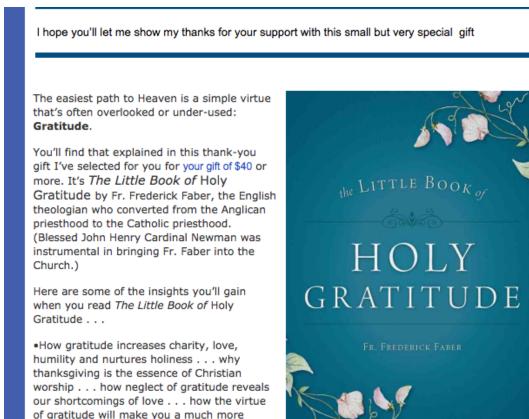
The Population Research Institute (PRI) has a strong track record of making sure that U.S. taxpayers do not fund abortions or forced sterilization overseas, helping to redirect more than 800 million of your dollars!

And, First name, when you make a **tax-deductible year-end gift** today, you'll be recognized as a Signal Supporter of this and of all the ways PRI works to save babies.

I can't think of a better gift to give the babies of the world than to strike a blow against the organizations and government policies—even right here in the U.S.!— that practice population control, which they like to call "family planning", and to deprive them of the funding they need to to put their murderous policies into action.

And you know that with a new administration, you'll be joining in the renewed fight to make the Hyde Amendment law, make No Taxpayer Funding of Abortion and the Mexico City Policy permanent, and Stop Sex-Selective Abortion here and abroad. For good!

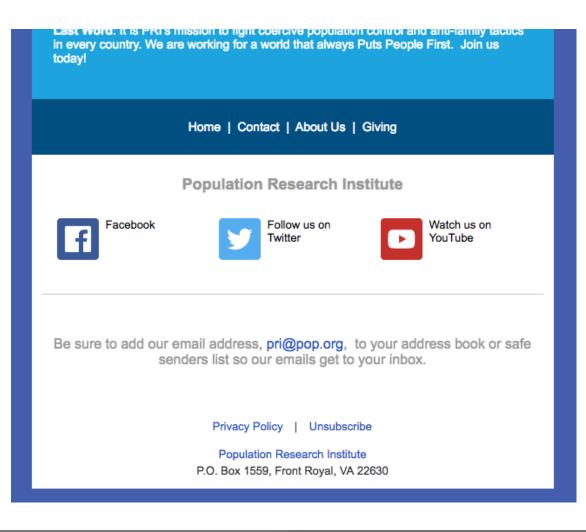
Because there is nothing the Pro-Choice voters would like more than to see our many pro-life projects fail. That would be terrible news for countless mothers-tobe and their unborn babies. First name, please don't let that happen. Please make a **tax-deductible**, year-end gift to PRI today.



- Does this belong after the ask, or is it a key part of the ask?
- Should this be featured in the email, or just on the landing page?

(The Little Book of Holy Gratitude lists dozens of reasons to give thanks: you might find that you've forgotten some of them, as I did) . . .

effective evangelist . . . the many specific blessings for which we should give thanks





How the design of a fundraising email affects clickthrough rate

Experiment #4174



I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. If you donate between now and midnight March 31, I will double your gift, up to \$10,000.

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestBook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength,

Rik Lalim CaringBridge Advisory Council member & donor

- Sender is unknown to audience
- Templated email is intended to give context to the ask and reinforce the brand
- Images give context to donation ask

- Branding and images are stripped out, creating a personal feel for the appeal
- Email still contains templated elements, but is responsive and not designed.

Treatment

Click to go back, hold to see history

Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. If you donate between now and midnight March 31, I will double your gift, up to \$10,000.

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Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength,

Rik Lalim CaringBridge Advisory Council member & donor



Hello NAME.

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation. I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. If you donate between now and midnight March 31, I will double your gift, up to \$10,000.

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Together, we are stronger. Your donation is vital to bringing hearts together.

Yes! Double My Donation!

Yours in strength. By Ladin

Rik Lalim CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. Donate now!

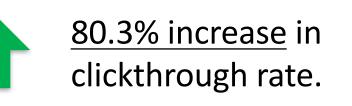


Hello First name.

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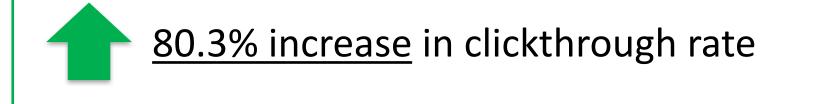
I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception and Lhave had three CaringBridge websites myself. In fact, Liust recently re-read



Yes! Double My Donation!

Yours in strength,

Rik Lalim CaringBridge Advisory Council member & donor



Version	CTR	Relative Diff	Stat Confidence
Control	.17 %		
Treatment	.30%	80.3%	100.0%

Key Learning:

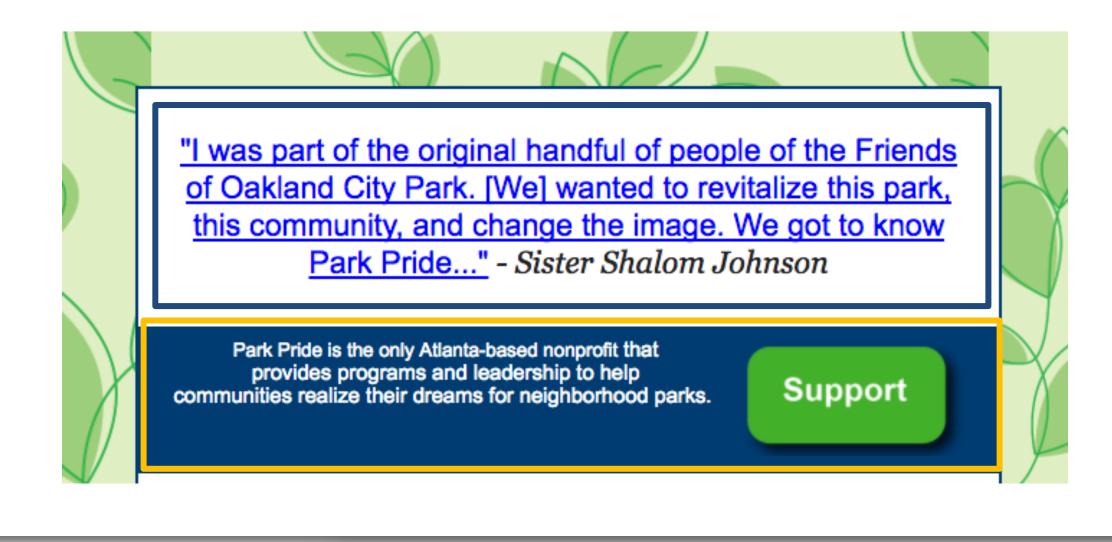
Email templates may reinforce the brand and increase the authority of an email, but they also tip our hand to the recipient that our email is "marketing". Thus, fewer people to take the intended action and click.



Sender: michael@parkpride.org

Subject Line: Sister Shalom changes the image of her community.

www.nextafter.com/park-pride-email

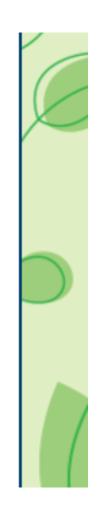


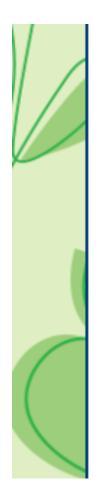


Dear Marlina, Meet Sister Shalom Johnson of the Friends of Reverend James Orange Park, one of our local park heroes. <u>Her story</u> illustrates the impressive changes "Friends of the Park" groups can make in parks and communities, catalyzed

in part by the generosity of amazing people like you who choose to support Park Pride's Annual Campaign.







Park Pride's Annual Campaign.



Park Pride's mission is to "engage communities to activate the power of parks." Thanks to your <u>support</u>, we get to work with mighty people like Sister Shalom every day to create neighborhood parks that improve quality of life



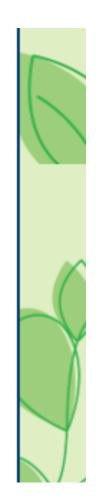


Park Pride's mission is to "engage communities to activate the power of parks." Thanks to your <u>support</u>, we get to work with mighty people like Sister Shalom every day to create neighborhood parks that improve quality of life, provide a safe and engaging environment for children, and strengthen community relationships. *That's* the power of parks. I'm asking you to join <u>me in activating the power of parks</u> throughout Atlanta by <u>giving a gift to</u> <u>Park Pride.</u> Together, our work continues.

Sincerely,

MICHAEL HALLEN

Michael Halicki, Executive Director





N/licHAEL HACICON

Michael Halicki, Executive Director

P.S. This fall, you can <u>DOUBLE the impact of your donation to Park</u> <u>Pride.</u> The Dorothy & Charlie Yates Family Fund is offering a \$25,000 Challenge Grant to honor Associate Director Allison Barnett's 25th anniversary at Park Pride. New and increased gifts will be matched dollarfor-dollar, up to the \$25,000 maximum. <u>Please consider giving a gift in</u> <u>Allison's honor!</u>







Truth for Life

A Doctor Finding Hope in Christ Through Truth For Life ...

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"Thank you for touching my life with the truth of the Gospel. Your anointed teaching has strengthened my belief and has made my hope more secure in our Lord Jesus."

When you invest in the teaching of God's Word, God's Spirit will change lives.

Please give generously to Truth For Life and make a difference in the life of someone you'll likely never meet this side of eternity!

Sender: Truth for Life

Subject Line: A Doctor Finding Hope in Christ Through Truth For Life ...

www.nextafter.com/truth-for-life-email

Truth for Life

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$\textbf{TRUTH} FOR LIFE^* \quad \text{the bible-teaching ministry of alistair begg}$



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