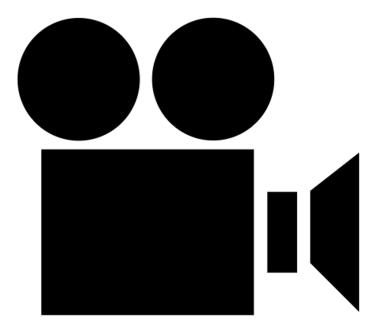
Supercharge Your YEAR-END FUNDRAISING



SUPERCHARGE Your Year-End Fundraising

Starting at 1pm central



A video recording of this live webinar will be sent to you afterwards.





Links to the slide deck and other featured resources will be sent out with the recording.





We have time for additional Q&A.



Cracking the Code of Facebook Fundraising

Cracking the Code of Facebook Fundraising | Live Chat 5 members from NextAft Use the Chat window CRACKING THE This event is scheduled for Today at 1:00 PM F FACEBOOK to ask a question or No messages yet ull :: vime LIVE Remember to be cool and play nice! drop in a comment. In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you target likely donors, capture their attention, convert them into new donors, and cultivate them for the future. This webinar will begin on Wednesday, August 29th at 1PM CT. Type a message Get a Recording of the Live Stream



•••







ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.









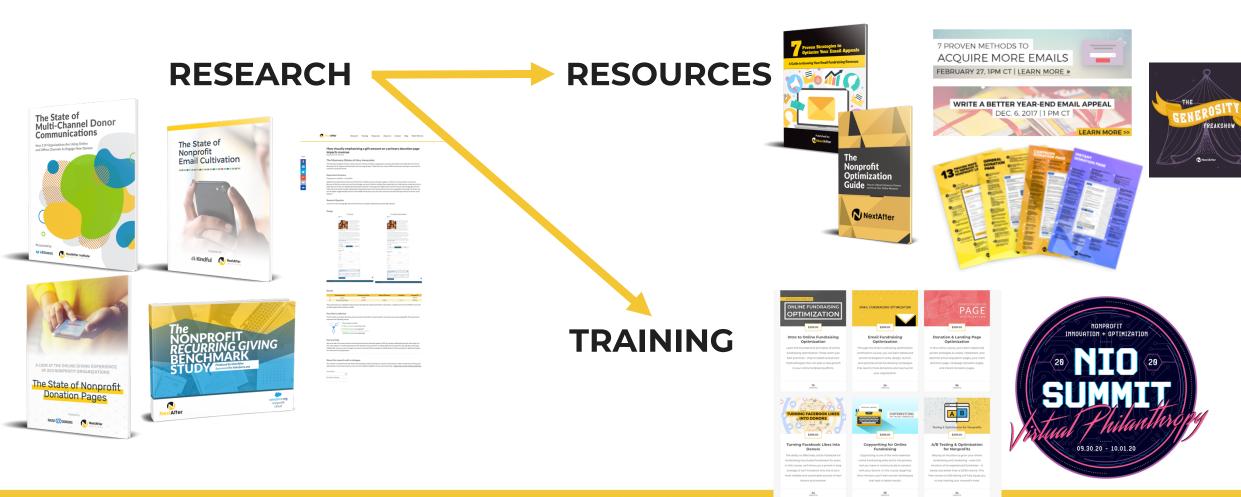














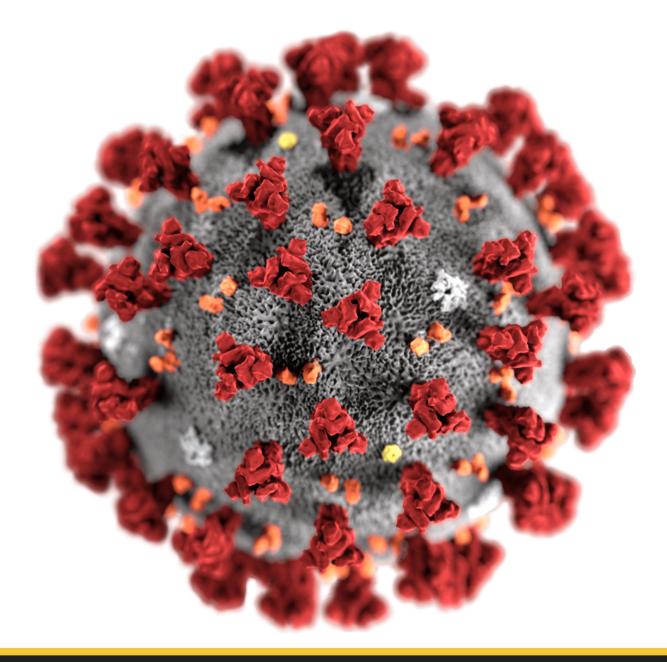


Today's Speaker

Greg Colunga Executive Vice President NextAfter

greg@nextafter.com

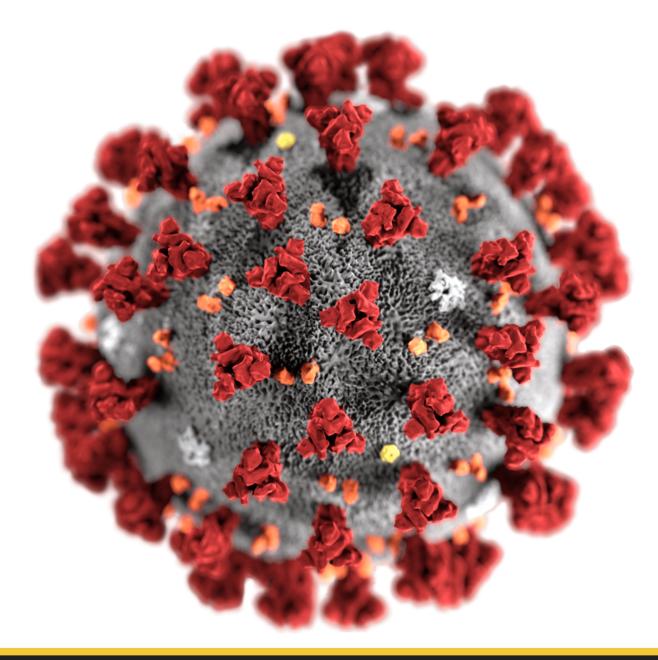




Due to COVID-19...

Today's webinar is pre-recorded





Due to COVID-19... Today's webinar is pre-recorded

But we will have live Q&A afterwards



SUPERCHARGE Your Year-End Fundraising

Starting at 1pm central

What is our goal for today?

• Quick tips on your value proposition.



• Quick tips on your value proposition.

• One thing your campaign might be completely missing.



• Quick tips on your value proposition.

• One thing your campaign might be completely missing.

• 3 ways to make the most of your existing web traffic.



• Quick tips on your value proposition.

• One thing your campaign might be completely missing.

• 3 ways to make the most of your existing web traffic.

• 4 ideas to jolt your campaign with paid advertising.



Quick tips on your value proposition.

The force of a value proposition can be measured by four essential elements:



The force of a value proposition can be measured by four essential elements:

Appeal

"I like it; I want it."



The force of a value proposition can be measured by four essential elements:

Appeal

"I like it; I want it."

Exclusivity

"I can't get it anywhere else; no one else does what you do."



The force of a value proposition can be measured by four essential elements:

Appeal

"I like it; I want it."

Exclusivity

"I can't get it anywhere else; no one else does what you do."

Credibility

"I believe it; I believe you."



The force of a value proposition can be measured by four essential elements:

Appeal

"I like it; I want it."

Exclusivity

"I can't get it anywhere else; no one else does what you do."

Credibility

"I believe it; I believe you."



"I understand it; I understand you."



PROGRAMS EVENTS ALUMNI AWARDS PUBLICATIONS NEWS	ABOUT SUFFORT &	PROGRAMS EVENTS ALUMNI AWARDS PUBLICATIONS NEWS ABOUT SUPPORT O
home - support	Support	home - support
Support	Ways to Give	You can help shape our future
We invite you to join us by supporting the TFAS 50th Anniversary Fund. Our mission has never been more timely than it is today, with America and the world in need of homotable leaders committed to freedom's first principies. To make a gift by mail, send your check made	Ben Franklin Club	leaders We live in a world where students graduate with degrees but have no idea of how the world Ben Franklin Club
easies committed to readours is instructiones, to make a gift by mail, sone your creck made out to The Fund for American Studies to 1706 New Hampshire Avenue NW, Washington, DC 20009. To make a gift by phone, call 202-986-0384.	Matching Gift Organizations	actually functions. In order to defend the principles of our Founding Fathers, If's essential to reach tuture leaders with sound education and experience before it's too late.
	Endowed Scholarships	That's why we're creating a future where students not only experience a comprehensive Endowed Scholarships
First Name Last Name		education based upon our mation's Guardiane prenotes, but also leare personal responsability and statis while participations in a full-time internstrip in gradient protuness
Email Address	Financials	
Street Address	Planned Giving	Sudands will learn to see the value and benefit of the free entreprise system that has allowed our country to become the shrining beacon of hope that it is around the globe as well as understand the consequences and failures of lease like socialism.
Address Line 2		Will you join us in the fight for the future of freedom?
City State / Province / Region		
ZIP / Postal Code United States \$		First Name Last Name
\$50 \$100 \$500 \$1,000 \$5,000 \$10,000 Other		Email Address
Specify Amount U ivish to designate this gift		Street Address
Designee		Address Line 2 City State / Prevince / Region
one-time monthly quarterly annually		ZIP / Postal Code United States \$
I prefer to make my gift anonymous		\$50 \$100 \$500 \$1,000 \$10,000 Other
 My company will match my gift 		I wish to designate this gift
Company Name		one-lime monthly quarterly annually
		I prefer to make my gift anonymous My company will match my gift
Credit Card Number		My company win makin my git
Month		Credit Card Number
Cardholder Name		Moreth 2 Year 2 CSC
Submit		Castholder Name
Donor Privacy Policy		Make My Git
		Donor Privacy Policy
The 1706 New Hampshire Ave NW, Find information for:		The TRE New Hampshire Are 19
AMERICAN TEL: 202-986-0384	DCINTERNSHIPS.org	The Tree Interpretation And 10 FUND for Winnergow, PG 2000 AMERICAN Structure Control (Control (Contro
STUDIES FAX: 202-986-0390 ALUMNI Into@TFAS.org SUPPORTERS	TFAS INTERNATIONAL ORG	STUDIES TAX 202 906-0390 TEAS
		MotorTAB.org College Instances In College Instances Instance
f ¥ 🖬 G+ (in in Foundation for Transmission for the formation for the format	Moth

Increased Value Proposition





Donation

phone, please call 1-888-966-8472.

Thank you for your gift today! If you would prefer to make your gift by

\$25 \$50 \$100 Your Gift: \$ This amount will be processed today. Make this a Single Gift Donate

Simplified with Value Prop

🖈 JERUSALEM PRAYER TEAM

Would you prayerfully consider supporting the work of the Jerusalem Prayer Team?

Here's what your gift will support:

- · You'll help recruit more Friends of Zion to guard, defend, and protect the Jewish people and to pray for the peace of Jerusalem. With your support, we hope to enlist, inform, and encourage 100 Million people worldwide to pray for the peace of Jerusalem as directed in Psalm 122:6.
- You'll also help meet humanitarian needs of people in Israel through a range of different outreaches including providing clean secure housing for a number of Holocaust Survivors.
- · And finally, you'll help educate Christians around the world about the needs of Israel and the Jewish people, and help encourage others to support this ministry

If you are able, please make a tax-deductible (in the USA) gift to support the work of the Jerusalem Prayer Team, we'd be honored to use your gift to serve God's Chosen People. Please use the secure form below to make your donation.





©2019 Jerusalem Prayer Team, all rights reserved.

94%

foz

In Donations





SITEMAP	SHOP	
номе	JUDAICA	
ABOUT	HEARTH & HOME	
LEARN	JEWELRY	
PRAY	OTHER	
MEMBERS	BOOKS	
OUTREACHES	OFFICE	
STORE	DVD & CD	

Jerusalem. We pray for peace in Jerusalem because the Scriptures tell us to in Psalm 122:6. The Jerusalem Prayer Team was inspired from the 100-year long prayer meeting for the restoration of Israel held in the ten Boom family home in Haarlem, Holland. We are committed to encouraging others to pray for the peace of ten Boom Fellowship is a non-profit SOI(c)(3) charitable organization and is registered with the IRS, Fed Tax ID# 75-2671293. All donations to CTBF (less the value of any products or services received) are tax-deductible as allowed by law. Donations made to the Jerusalem Prayer Team are put to work immediately and are not efundable

©2019 Jerusalem Prayer Team, all rights reserved.

You've been enrolled in the Genesis online course, and you will receive an email containing your course material for the first week in just a few minutes.

Here's what happens next:

- After this lecture, you'll receive one lecture each week for seven weeks, containing video teachings from Dr. James E. Allman, discussion questions, and quizzes.
- After completion of the course, we'll send you a printable certificate of completion. We'll
 also inform you of new courses as they become available.

Why is Dallas Theological Seminary offering these courses for free?

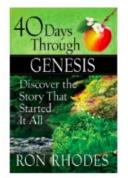
We are offering this course on *Genesis* for free because we believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.

How are these courses made possible?

Dallas Theological Seminary doesn't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.

Will you make a tax-deductible contribution today to help teach the truth of the Bible to the world?

Your gift will help DTS promote this course to more people who are searching for truth.



Special offer: For a gift of \$75 or more, you will receive a copy of 40 Days through Genesis by Ron Rhodes.

Value Prop treatment

Congratulations! You've been enrolled in the Genesis online course, and you will receive an email containing your course material for the first week in just a few minutes.

Before you start your free online course, we want to ask if you'd consider something...

- This online class is made possible and free because of the generous support of people who believe in our mission.
- We believe that the world desperately needs biblical truth. The Bible is the Word of God—and at DTS, we've made it the central course of study. We want to teach more people how to correctly study the Scriptures and be transformed by them.
- Dallas Theological Seminary is completely donor-funded. We don't receive any government or denominational support – which means that courses like this rely on the generosity of people like you. Your support helps to underwrite the costs of creating, filming, and promoting these courses to teach Biblical truth to the world.
- We want to continue offering the benefits of a DTS education to the public, but we need your help to do that.

Will you help us get this course into the hands of more people?

Your gift of \$50 will help us alert mo course.

Don't hesitate, make your gift below.





rnone (optional)

Credit Card In	formation			
Card Number				
cvv	Exp. Month	E	Exp. Year	

Make My \$50 Gift

Value Prop Reinforced Under Button

Credit Card In	formation		
Card Number			
cvv	Exp. Month	Exp. Year	

Make My \$50 Gift

May you find hope through the healing water of Lourdes when you make your gift to the Missionary Oblates.





Three Why's of An Appeal





Three Why's of An Appeal

END OF YEAR, YOUR MATCH, OR ANOTHER INCENTIVE IS NOT THE REASON TO GIVE.

Vby Nov2



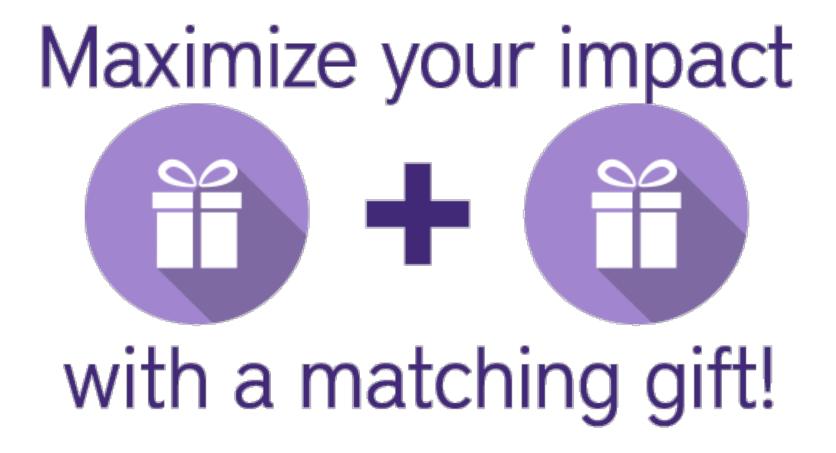
Three Why's of An Appeal END OF YEAR, YOUR MATCH, OR ANOTHER INCENTIVE IS NOT THE REASON TO GIVE.

Why You?

THEY ARE A REASON TO <u>GIVE MORE</u> (MAYBE) AND/OR TO <u>GIVE NOW</u>.



One thing your campaign might be completely missing.





No Matching Gift

FREEDOM stand against government overreach today and help us reach our \$75,000 goal by October 11!

Im GII, a Colorado mega-millionaire and LGBT activist, has poured millions opposing the freedents of people with religious beliefs about marriage. He is ristians and others who won't support or celebrate same-sex marriage

God says about marriage, you are wicked. If you want to follow wha sriage, you are wicked. And you must be punished. one thing to hear those words from an activist. It's another thing to ness that mindset playing out across the country at the hands of versument officials.

what we're seeing today, %%6fsut_name%N. And it is cause for great concern for like you who cherish faith and freedom. sider what's happening to cake artist Jack Phillips in Colorado.

The same government that targeted Jack once before is at it AGAIN. arted the day the news broke in June 2017 that the U.S. Supreme Court agreed to ek's case. An attorney called Jack's shop requesting a blue-and-pink cake fing a gender transition.

ack's shop politely declined the request, while offering to create a different cale f tenner, the attorney filed a complaint with the same government agency that ed Jack for declining to design a wedding cale celebrating a same-sex marriage.

Now, despite the fact that the U.S. Supreme Court recently ruled in favor of Jack and condemned Colorado's first attempt to punish him for his faith, the government wants another shot at him.

verment houfflity toward Jack—and other people of faith—must stop. We're Yau God shows his favor toward Jack core again and delivers a victory. And we're Yau He will move in the hourts of people like you to see what is at stake and ~the huffle for religious freedom today.



It is important to defend our God given—and constitutionally protected—religious freedom and to stand against the government targeting and punishing people of faith because of what they believe. ht now, government officials are chipping away at the foundation of the First endment—running roughshod over religious freedom and freedom of speech.

how important our First Amendment freedoms are, NNfest_name/NS. You te First Amendment loses, we all lose. That's why we should act now to stand ttacks on our freedoms. ruch is at stake. Your financial support today is vital. Will you stand against rument overreach? When you do, you're defending your right as an American to free

hve nave to help stop government overreach in America. Through God' and your generous support, we will reach our \$75,000 goal by October 11

We can't give up our freedoms without a fight

After defending himself for six years against the state's unlawful prosecution and endu repeated harassment from others, including death threats, Jack Just wants to move on with his life. But Colorado won't let him.

That's why we're not only defending Jack-we filed a federal lawsuit to stop the state from targeting Jack again.

Jack has already suffered a grave injustice for his faith. Colorado clearly wants to make an example out of him, and it won't stoo until he is consided.

Praise God that Jack won't give up his freedom without a fight. He is willing to risk so much --once again--in order to remain faithful.

And Jack knows it's not just his own religious freedom at stake—It's yours too

and together as the government continues to punish Christians for living out

Please give generously today to help us meet our \$75,000 goal in the next to days.

Matching Gift



w. if you give 8a. it will become 83. If you give 8100. it will be 8300. If the 81.000. It will be tripled to 83.000!

If the First Amendment loses, we all lose ortant to defend our God-given - and constitutionally protect and to stand against the government targeting and punishin of what they believe.

But this tripling matching grant is only available until October 11. %Xifint_name%X, will you give generously today to stand against government DONATE

88%

In Donations

No Match

museum of the Bible

m

{dynamic_code} {if \$Contact.first_name eq ""} {literal}Dear Friend,{/literal} {else} {literal}Dear %%first_name%%,{/literal} {/if} {/dynamic_code}

The end of the year is upon us and Museum of the Bible is working hard to meet a \$1 million goal by midnight tomorrow night (December 31).

In our first year, Museum of the Bible welcomed one million guests to engage with the history, narrative and impact of the Bible. While we are pleased so many have visited, we know there is still so much to do.

In the next year, we are poised and ready to seize exciting opportunities to engage even more people with the Bible. In order to do this, we need your continued support. The museum does not receive government funding, so we rely on donors like you to continue and further our mission.

Can we count on you to help us engage all people with the Bible in 2019?

Please join us in our mission to share the history, narrative and impact of the Bible with all people. <u>Make your tax-deductible donation to Museum of the Bible today.</u>

On behalf of the more than 50,000 donors, 20,000 members and our staff and families, thank you for everything you do to further the mission of Museum of the Bible. We wish you a prosperous and joyous New Year.

Best regards,

Ken McKenzie Chief Executive Officer Museum of the Bible

With Match

museum of the Bible

{dynamic_code} {if \$Contact.first_name eq ""} {literal}Dear Friend,{/literal} {else} {literal}Dear %%first_name%%,{/literal} {/if} {/dynamic_code}

The end of the year is upon us and Museum of the Bible is working hard to meet a \$1 million goal by midnight tomorrow night (December 31).

In our first year, Museum of the Bible welcomed one million guests to engage with the history, narrative and impact of the Bible. While we are pleased so many have visited, we know there is still so much to do.

We see significant opportunities and a few challenges on the horizon. In the next year we will seize opportunities to ensure we fulfill the mission of the museum: to invite all people to engage with the Bible. We also see challenges that will require the very best in each of us to overcome. One such challenge will be to further address the financial requirements of our mission. In order to engage even more people in 2019, we need your continued support. The museum does not receive government funding so we rely on donors like you.

Can we count on you to help us engage all people with the Bible in 2019?

Thanks to a generous donor, all gifts will be doubled via a matching grant, so your donation will have twice the impact.

You have a wonderful opportunity to play an integral part in sharing the history, the narrative, and the impact of the Bible so please <u>make your tax-deductible</u> <u>donation to Museum of the Bible today.</u>

On behalf of the more than 50,000 donors, 20,000 members and our staff and families, thank you for everything you do to further the mission of Museum of the Bible. We wish you a prosperous and joyous New Year.

Best regards,



Ken McKenzie Chief Executive Officer Museum of the Bible



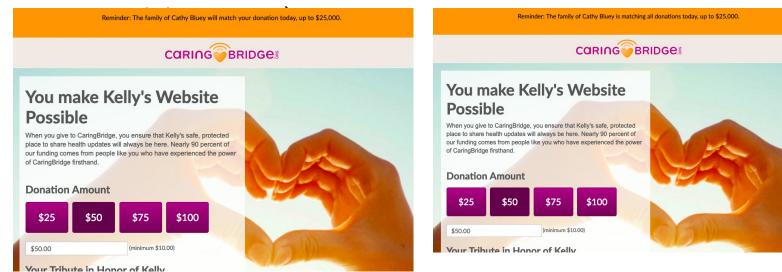


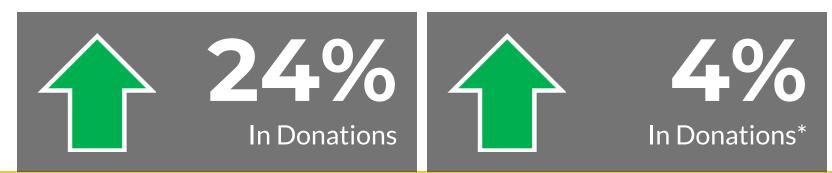
Control

Header (Personal

Header (All Donations)









Matching Gifts work.

• Stretch your high-capacity donors and inspire them to "create a movement" of others to join them.



Matching Gifts work.

• Stretch your high-capacity donors and inspire them to "create a movement" of others to join them.

• The matching gift inspires lower dollar donors to give when they otherwise wouldn't—and often more generously.



Matching Gifts work.

• Stretch your high-capacity donors and inspire them to "create a movement" of others to join them.

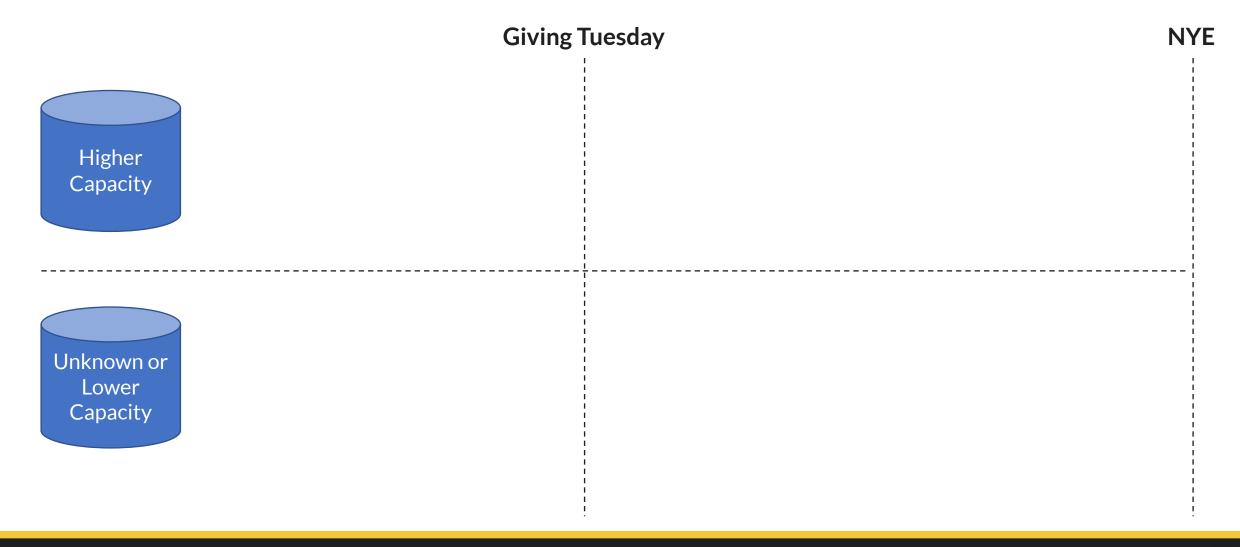
• The matching gift inspires lower dollar donors to give when they otherwise wouldn't—and often more generously.

• It provides opportunities for you to send more campaign messages as funds are running out.



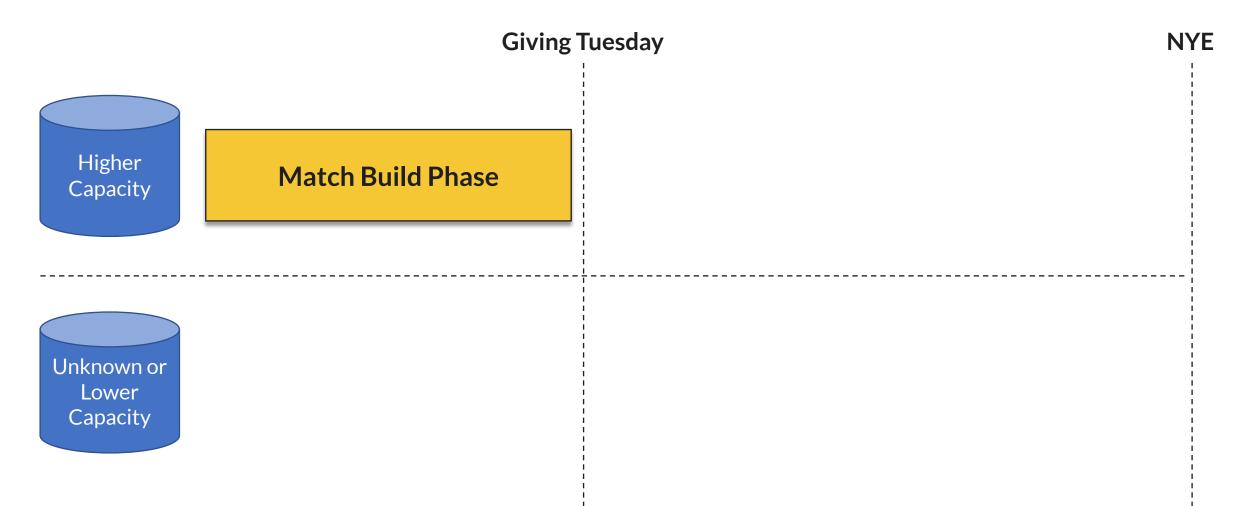
What if no single donor will put up a matching gift?

Consider building a match...



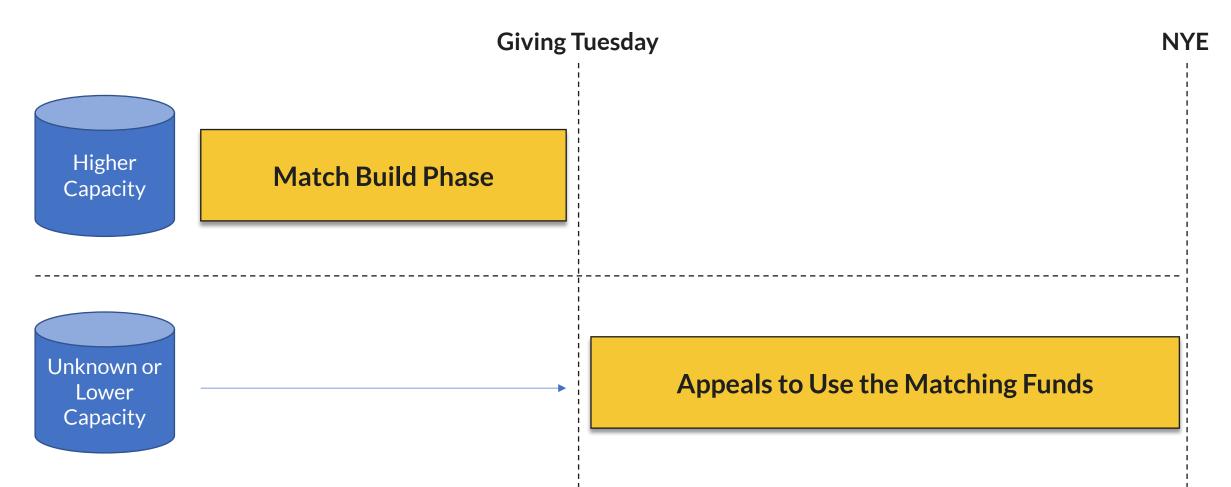


Consider building a match...





Consider building a match...

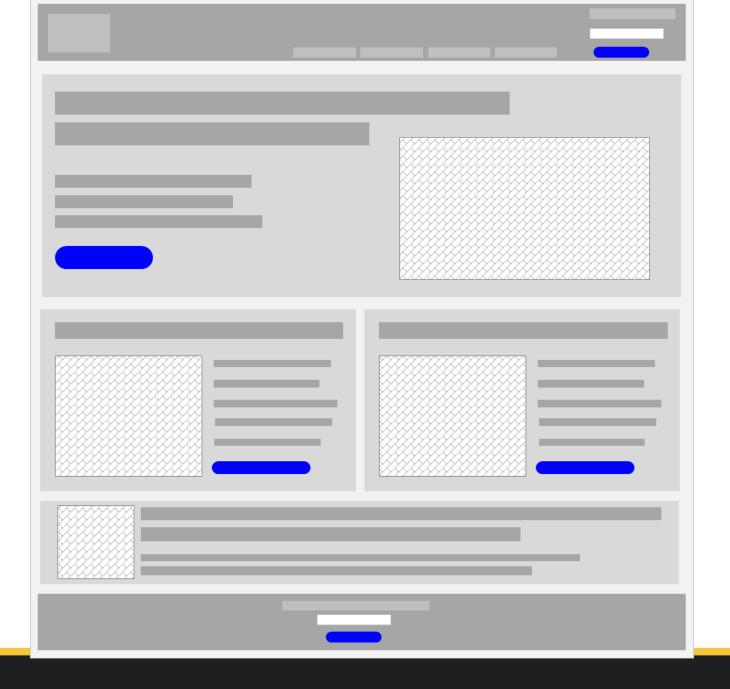




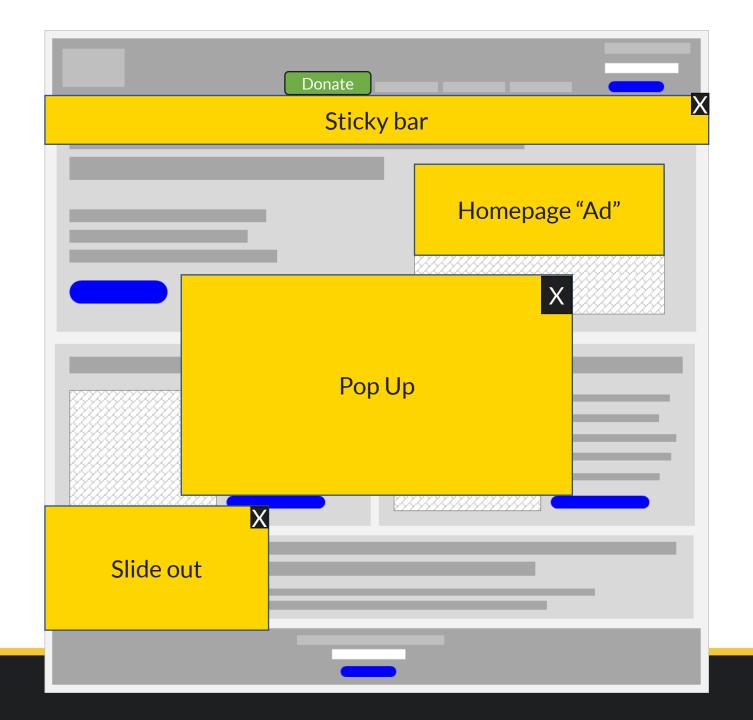
3 ways to make the most of your existing web traffic.

Use your homepage and navigation to make it easy to give.

••••



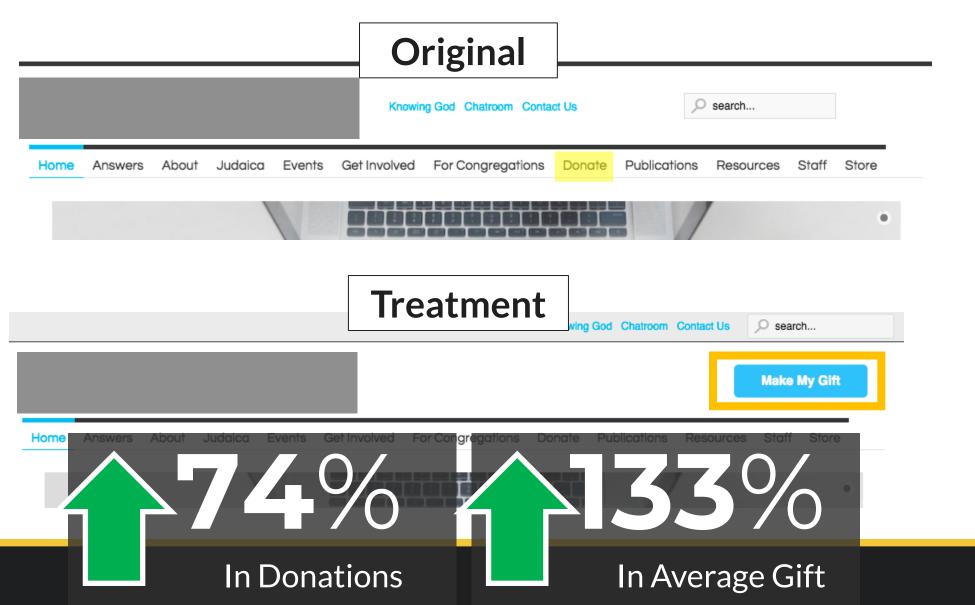






Navigation

Experiment #6991



MAKE SURE IT'S EASY FOR PEOPLE TO FIND OUT WHERE THEY CAN GIVE IN YOUR NAVIGATION.

Get more from your existing articles or blogs.

••••

••••••••••

Control No Dear Reader at end of article

our people.

♥ G• © P € The pope's speech was less important to the archbishop than the fact that he was there. He told CNA that Francis "said nothing in particular, he showed solidarity." He added that entering the museum building brought back memories, "good and bad."

Among the good things, he said, was his recollection of "the prayers, never more

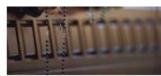
Tamkevicius was eventually released as part of Mikhail Gorbachev's perestrojka

seminary in Kaunas, Lithuania's second largest city, in 1989, becoming the rector

intense - the Rosary, the reading of the Bible." These devotions sustained him

during a period in which he was held and questioned by the Soviets.

program. He returned home and was appointed spiritual director of the



Man issued trespassing warning after disturbance at EWTN Mass



Five nuns kidnapped in southern Nigeria

Tags: Catholic News, Pope Francis, Christian persecution, Lithuania, Archbishop Sigitas Tamkevicius

In 1991, he was consecrated an auxiliary bishop of the Archdiocese of Kaunas,

You may also like »

of the seminary the following year.

becoming the city's archbishop in 1996.



Jesuit superior says pope is not the 'chief' of the Church- What did he mean?

Fr. Arturo Sosa Abascal, superior general of the Jesuits, said in an interview Monday that Pope...

Priest condemns latest attack on

Treatment

Dear Reader at end of article

becoming the city's archbishop in 1996.

Nigeria

Dear Catholic News Agency Reader,

G+

P

4

÷

We hope the content you've been reading has increased your knowledge on the cultural, political, and spiritual matters that affect your life and the lives of millions of Catholics.

We often hear from our audience how difficult it can be to find a trustworthy source for news and information. In today's media world, the truth often gets compromised and is presented from someone's uninformed opinion, rather than facts. EWTN's Catholic News Agency is a remedy for this situation.

As one of the fastest growing Catholic news providers in the world, Catholic News Agency offers free access to its news and resources to millions of Catholics worldwide. In an effort to increase awareness of the activities of the universal Church and to foster a sense of Catholic thought and culture in the life of every Catholic, Catholic News Agency also offers this content to Catholic dioceses, parishes, and websites.

To assist in keeping the content you are reading free of charge, we rely on the gifts from our generous readers, like you.

Would you help us continue this mission and help us remain as effective as possible?

When you give a gift to support the Catholic News Agency, you will help:





CONSIDER ADDING A "DEAR READER" ASK TO CONTENT PAGES IN THE FINAL MONTH AND WEEK OF THE YEAR.

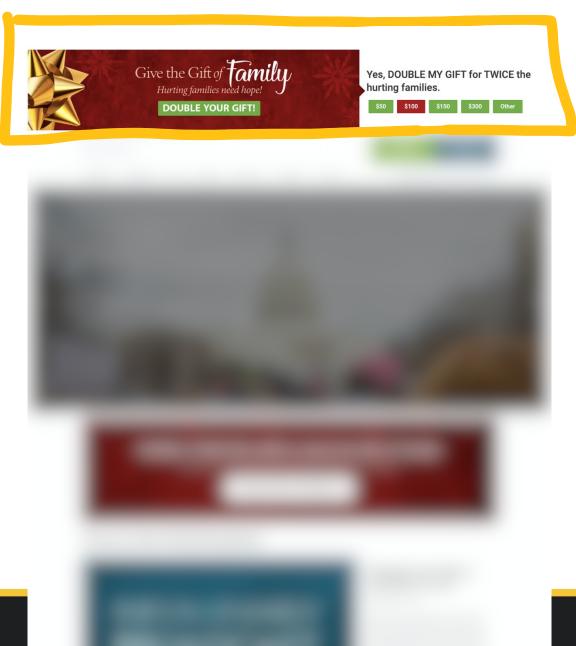
Turn your homepage INTO your donation page.

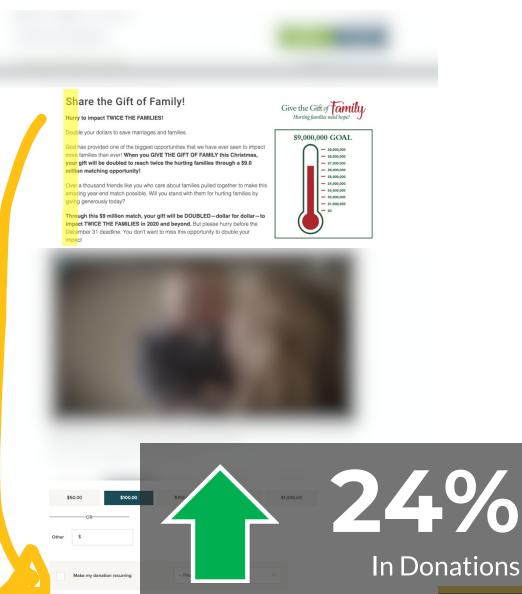
••••

••••••••••••

Control

Homepage Redirect





BILLING INFORMATION or Sign In

First Name

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

Last Name





Welcome to Heritage.org!

Please take a moment to read this special message before you continue to the Heritage.org homepage.

MDAT

Our destiny as a free nation is in our hands. Conservatives must do everything we can to protect it. We must spread our message and let everyone know that conservative principles can create freedom, opportunity, and prosperity for all Americans.

We must unite around a common belief in limited government, individual liberty, traditional American values, a fair-but-practical immigration system, the right to life and property, and a strong national defense.

Year-End Campaign Copy/Form

These are the principles we will not compromise. They are what make us conservatives.

In just three short years, your principles have turned into policies that have created





To continue to Heritage.org, please click here now >



THIS APPROACH PRODUCED MORE THAN 10% OF THEIR OVERALL REVENUE FROM MID-NOVEMBER THROUGH NEW YEAR'S DAY.

Year-End Campaign Copy/Form

These are the principles as all not compromise. They are what make or concernations.

In just three short years, your preventes have turned into pointing that have preven

4 ideas to jolt your campaign with paid ads.

Direct Mail Reinforcement through Facebook Ads

••••

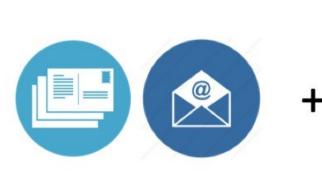
• • • • • • • • • •

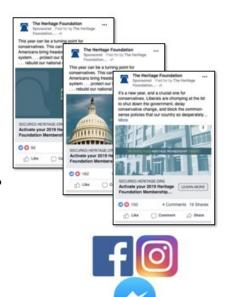


With Ads



Direct Mail + Email Only (No Ads)











In Donations*



Put your donation page copy in your Facebook ads.

•••



Ads focused on generating a click

...

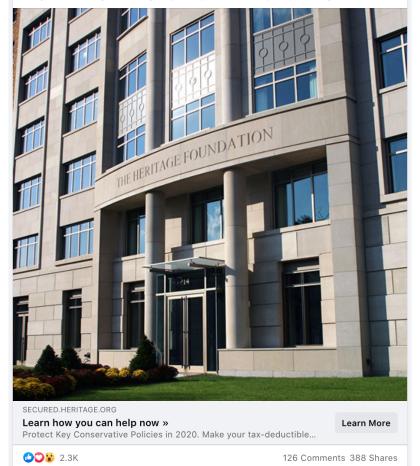
The Heritage Foundation 乻

 \cap Published by NextAfter @ · December 20, 2019 · S

Conservatives must unite around a common belief in limited government, individual liberty, traditional American values, a fair-but-practical immigration system, the right to life and property, and a strong national defense.

These are the principles we will not compromise. They are what make us conservatives.

Will you learn how you can do your part to preserve these principles today?



Donation Page Copy in Ads

The Heritage Foundation 🤗 Published by NextAfter @ · December 20, 2019 · G

Protect Key Conservative Policies in 2020!

Our destiny as a free nation is in our hands. We as conservatives must do everything we can to protect it. We must spread our message, and let everyone know that conservative principles can create freedom, opportunity, and prosperity for all Americans. Please join us in these efforts by making a special year-end gift today.

Conservatives must unite around a common belief in limited government, individual liberty, traditional American values, a fairbut-practical immigration system, the right to life and property, and a strong national defense.

These are the principles we will not compromise. They are what make us conservatives.

In just three short years, Heritage has taken the lead in defending your principles and turning them into policy. And time and again, we've seen that conservative solutions work

Almost two thirds of Heritage's Mandate for Leadership has been adopted by the current administration, resulting in:

- Drastic cuts to the government regulations stifling our businesses.

- Slashed tax rates, letting you keep more of your own money, - More people in the workforce than ever before, and

- Over 150 new federal judges who will defend the Constitution, not legislate from the bench!

But if we don't continue to fight, all of our progress could be undone

Next year, absolutely everything is on the line. The Left won't pull any punches. They stand ready to trade the principles of the American founding for the toxic European socialism that has failed so many times before.

That is why finishing this year strong is so critical. The Heritage Foundation is challenging you to rise up and claim more victories for conservative values as we battle socialism in 2020.

The time to act is now-make your tax-deductible gift before midnight on December 31!

Your gift today lets us continue to make an impact on immigration reform, reforming government spending, advancing strong national security policy, and so much more.

Defend your principles from the radical liberal agenda in 2020. Make your year-end gift today



💭 Comment 🔗 Share 🖀 🔹

Protect 00 5

'n

69% In Donations*



Redirect your brand keyword search traffic to your donation page.

••••



Redirect your brand searches ...

$\textbf{Ad} \ \cdot \ \texttt{secured.heritage.org/endofyear} \ \textbf{\textbf{-}}$

The Heritage Foundation | Donate before midnight

Make your year-end donation to the Heritage Foundation before midnight tonight! Founded in 1973. Tax-Deductible Donation. 501(c)(3) Organization.

Renew Your Membership

Rejoin The Fight & Renew Your Heritage Membership Today.

Join Heritage Today

The trusted conservative leader. Your gift is tax-deductible.



Ad sitelink extension to all search ads

Redirect your brand searches ...

Ad · www.reasons.org ▼

Reasons to Believe | Read The Latest Discoveries

Exploring The Scientific Evidence For Faith, With Scholars From Around The World. Apologetics Community | Reasons To Believe Chapters | Scholar Community Old Earth vs New Earth. Biblical Flood Model. A Cosmic Creator. Adam & Eve First Humans? Types: Scientists, Theologians, Apologists, Physicians, Scholars

Who We Are

Presenting Scientific Discoveries Affirming Faith and Science Harmony

Educational Programs

From Elementary to University

Personal Growth and Development



Let's summarize what we reviewed today...

• Focus first and foremost on your value proposition, then build upon and reinforce it throughout your campaign.



- Focus first and foremost on your value proposition, then build upon and reinforce it throughout your campaign.
- Get a matching gift for your year-end campaign ... and if you can't find one, consider building one.



- Focus first and foremost on your value proposition, then build upon and reinforce it throughout your campaign.
- Get a matching gift for your year-end campaign ... and if you can't find one, consider building one.
- Use the power of your existing website and make it easy for donors to give to your campaign.



- Focus first and foremost on your value proposition, then build upon and reinforce it throughout your campaign.
- Get a matching gift for your year-end campaign ... and if you can't find one, consider building one.
- Use the power of your existing website and make it easy for donors to give to your campaign.
- Be creative in how you use and target your paid ads to boost your results.



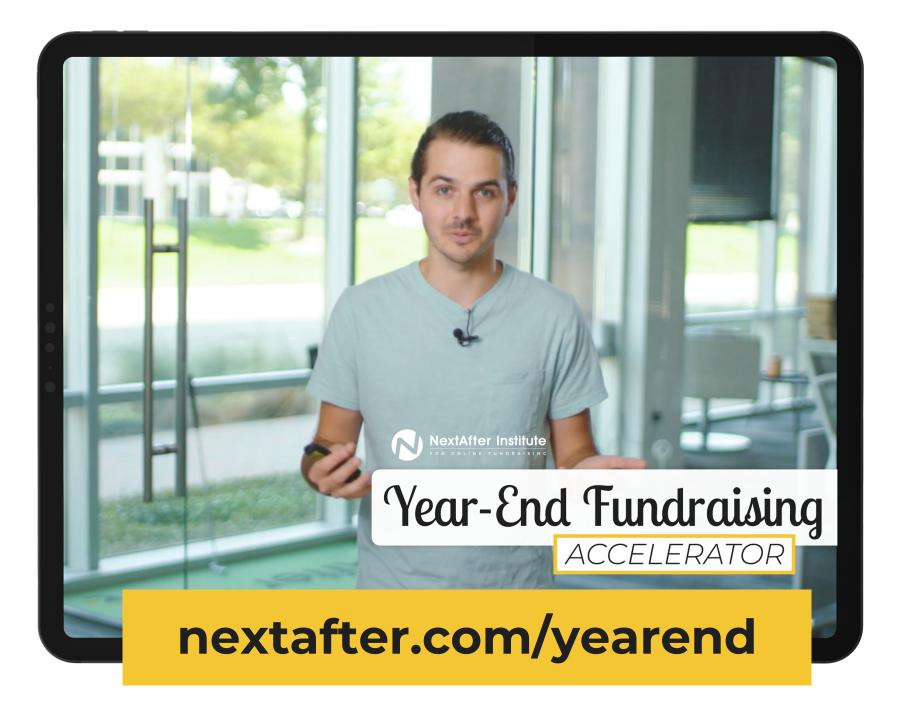
THANK YOU!

12 Days of Year-End Fundraising Ideas

nextafter.com/12days









Get new ideas from



year-end emails

nextafter.com/yearend



Year-End Fundraising Resources

Year-end fundraising campaigns often end up being exactly the same year after year. On the one hand, there are *common tactics that are proven to work*. But on the other, if you aren't testing new strategies, you can't hope to *improve your results* each year-end season.

The resources below will equip you with *essential strategies and skills* to improve your online fundraising efforts this yearend and optimize your way to more donations and revenue.

nextafter.com/yearend