

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

A Proven Formula to Optimize and Revolutionize Your Email Program

2011 CLA Convention

Tim Kachuriak

April 28, 2011 Dallas, TX





Fail









THE ROANOKE TIMES
Monday, September 20, 2004

failblog.org



STEPHANIE KLEIN-DAVIS | The Roanoke Times

Mellisa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

KMA
A PURSUANT COMPANY



FAILURE

Nothing has ever failed quite as hard as you just did.

failblog.org

KMA
A PURSUANT COMPANY

what is optimization?

optimization [op-tuh-muh-zey-shuhn]

1. to make as effective, perfect, or useful as possible.
2. to make the best of.
3. to be optimistic.

Source: Dictionary.com

The Theology of Optimization

Ephesians 4: 22-24

You were taught, with regard to your former way of life, to put off your old self, which is being corrupted by its deceitful desires;²³ to be made new in the attitude of your minds;²⁴ and to put on the new self, created to be like God in true righteousness and holiness.

The Theology of Optimization

Philippians 3: 12-14

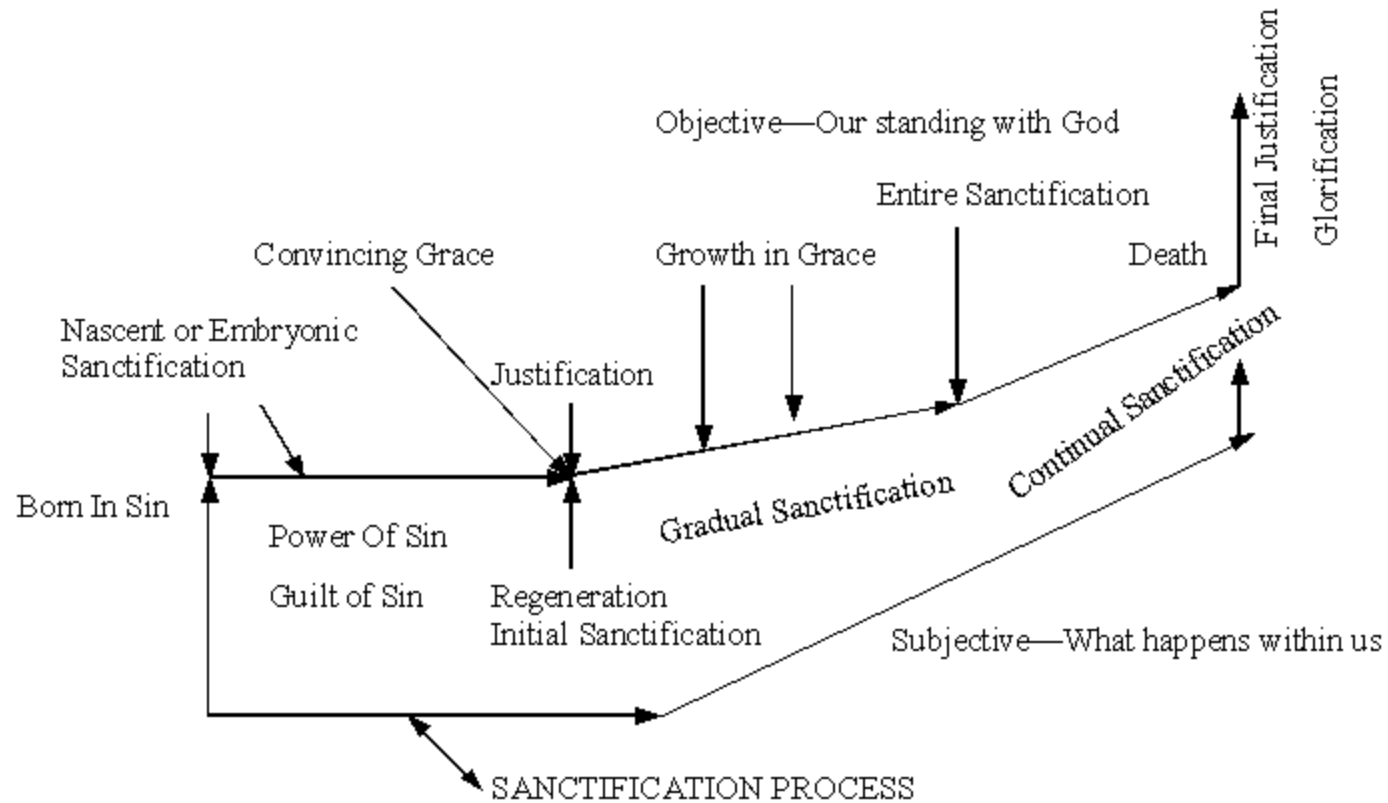
Not that I have already obtained all this, or have already been made perfect, but I press on to take hold of that for which Christ Jesus took hold of me. ¹³ Brothers, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, ¹⁴ I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.

The Theology of Optimization

2 Corinthians 3:18

And we, who with unveiled faces all reflect the Lord's glory, are being transformed into his likeness with ever-increasing glory, which comes from the Lord, who is the Spirit.

The Theology of Optimization



How Are We Then to Live?

Proverbs 3:5

Trust in the LORD with all your heart and lean not on your own understanding;

>>>We can't rely on our own intuition, because our intuition is corrupt— we need an authoritative source— we need a guide to live an “optimized” life.



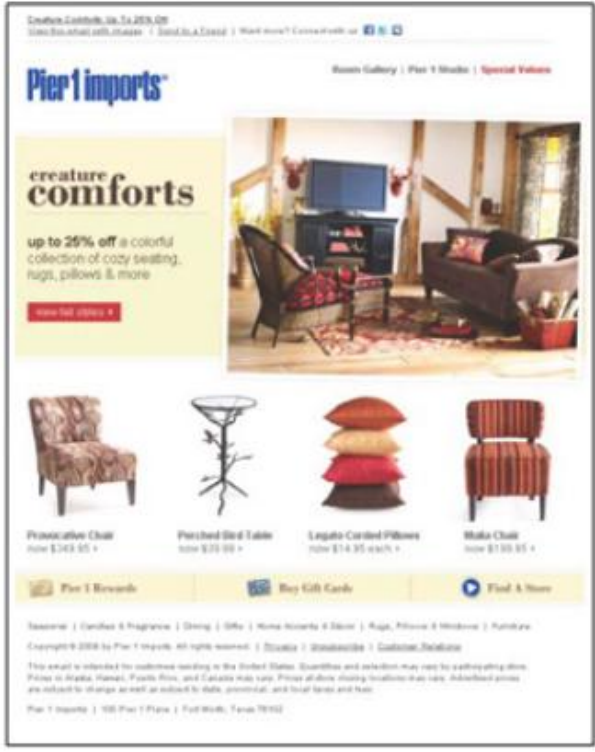
Which Email Performed Best?



(1)



(2)



(3)

Are Best Practices Enough?

Pier 1 imports

creature comforts
save up to 25%

Shop Seating & Cushions

Shop Pillows, Rugs & Throws

Room Gallery

Follow us on

Facebook Twitter MySpace

-52%

Pier 1 imports

Craving comfort is only natural.

up to 25% off

Click on a chair to gather info.

See this season's hottest looks without leaving your nest.

View the fall colors at their peak.

Check out our others and bring them home!

-19%

Pier 1 imports

creature comforts

up to 25% off a colorful collection of cozy seating, rugs, pillows & more.

Provocative Chair now \$243.95

Patched Side Table now \$29.99

Legato-Corried Pillows now \$14.95 each

Mocha Chair now \$199.95

Buy Gift Cards

Find a Store

-34%

precept #1

best practices are not enough, you need a
rigorous **methodology**.

Optimization Methodology

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

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimization Methodology

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

Value Factors (of + i)

Offer (of)

Incentive (i)

Inhibitors (f + a)

Friction (f)

Anxiety (a)

Credit Where Credit is Due

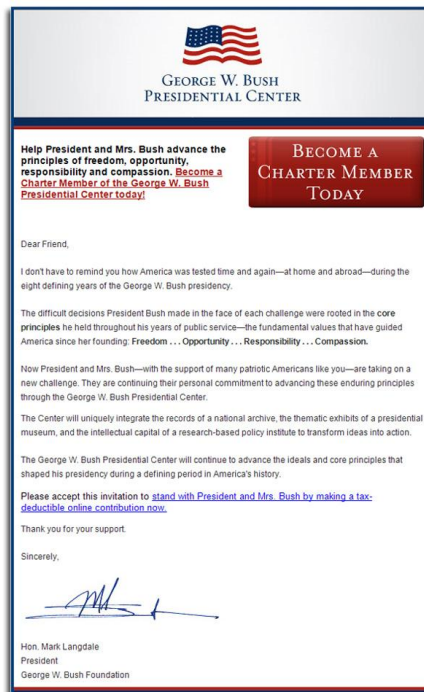


- Dr. Flint McGlaughlin
- Annual Marketing Sherpa Email Conference
- Email Optimization Summit
- Email Optimization Certification Course



Optimizing Email Appeals

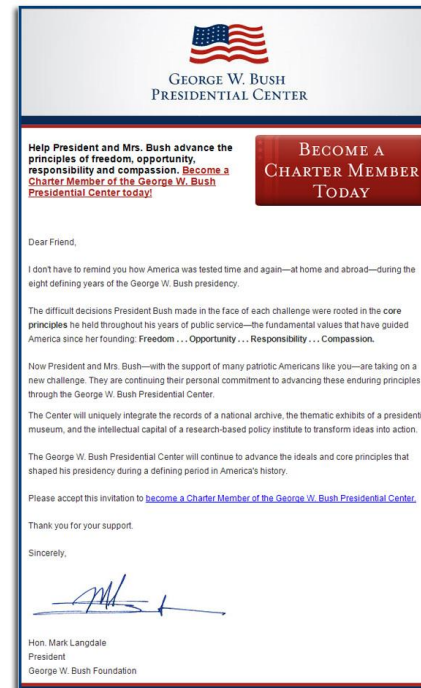
Version A - Control



Version A - Control email appeal layout. The header features the George W. Bush Presidential Center logo with an American flag. The main body contains a call to action: "Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. Become a Charter Member of the George W. Bush Presidential Center today!" followed by a red button that says "BECOME A CHARTER MEMBER TODAY". Below this is a letter from Mark Langdale, President of the George W. Bush Foundation, dated 1/1/08. The letter discusses the center's mission and asks for support.

Version B - Test


139% Increase in Clickthrough Rate
42% Increase in Revenue



Version B - Test email appeal layout. The header features the George W. Bush Presidential Center logo with an American flag. The main body contains a call to action: "Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. Become a Charter Member of the George W. Bush Presidential Center today!" followed by a red button that says "BECOME A CHARTER MEMBER TODAY". Below this is a letter from Mark Langdale, President of the George W. Bush Foundation, dated 1/1/08. The letter discusses the center's mission and asks for support.

Optimizing Email Appeals

Version A - Control



98.5 KTIS

Helping to Make a Difference

Your gift can change a life

Dear Ben,

Maybe you know somebody like Mindy—maybe a neighbor or relative who's going through a rough patch.

What would you share to make a difference in that person's life? Before you answer, think about this: God uses the generosity of KTIS ministry partners—faithful listeners like you—to reach the Twin Cities with the life-changing power, strength and comfort of His Word.

And there are a lot of people who need to know they can lean on Him when they're weary. These are people like Mindy, who recently wrote to say she has struggled in the past year. Her dad died, and adding anxiety to heartbreak—her job situation is shaky.

Then, she wrote, the Lord touched her heart:

"I found this station . . . and through the music and ministry . . . I am constantly reminded that I have a big, loving God who is in control. He knows what lies ahead of me and promises He will never leave me."

Her words are right out of Scripture: "Never will I leave you; never will I forsake you" (Hebrews 13:5).

That is the uplifting impact your gift to the KTIS Spring SHARE Fundraiser will have . . .

It supports the music and ministry that carry His Word to people who desperately need to hear it.

Your prayers and gifts have helped fund the operating budget over the past nine months. Still, a great need remains to fund the remaining three months.

If you're compelled to make a difference by sharing your blessings, please consider a Spring SHARE Fundraiser gift before the on-air event ends on March 22.

You have my personal assurance that we faithfully steward your generosity and ensure that it serves His purpose by reaching believers and seekers alike with . . .

- ... music and creative expressions of praise and thanksgiving
- ... programming that is solidly grounded in His Word
- ... outreach ministries that encourage listeners to joyfully engage in Kingdom work to strengthen families and build strong communities

Thank you in advance for your faithful and generous partnership with this vital, vibrant ministry.

In Him,



Paul H. Von
Station Manager

P.S. Will you please consider a Special Leadership Gift to inspire others during the Spring SHARE? An immediate financial gift would be a blessing.

Please follow this link to a secure giving Web site. Thank you.

KTIS • 3003 Snelling Avenue North • Saint Paul, MN 55113-1598 • 651-631-5000

Version B - Test

257% Increase in Clickthrough Rate



Real people. Real ministry. Real change.

98.5 KTIS

Helping to Make a Difference

Dear Ben,

We often hear wonderful reports of the lives that the Lord is changing through the ministry of 98.5 KTIS/Faith 900 AM. A young woman called to tell us about the lifesaving message she heard one morning. [Please take a moment to listen to her story here.](#)

As a friend and partner of this ministry, you are involved in each and every changed life!

Spring SHARE is about to begin on March 22. Be sure to tune in and listen to other incredible, encouraging stories like this one that will be shared during this special time!

In Him,



Jason R. Sharp
Station Manager

P.S. Your prayers and monthly financial gifts are vital to everything we do. Because you are a partner and friend, will you please consider a Special Leadership Gift to inspire others to be generous during the 2011 Spring SHARE fundraiser? Thank you!

KTIS • 3003 Snelling Avenue North • Saint Paul, MN 55113-1598 • 651-631-5000

This message was intended for: bayer@kma.com | [Update Your Preferences](#) | [Unsubscribe](#)

KMA
A PURSUANT COMPANY

Optimizing Email Appeals

Version A - Test

118% Increase in Donations
50% Increase in Petition Signers

Dear %%NAME%%,

I'm sending this emergency e-mail requesting your immediate action.

As you know, just days ago the U.S. government launched the most **bitter, shocking—and utterly misleading—condemnation of Israel** in our nation's history.

That's why the Messianic Jewish Alliance of America (MJAA) is urging you—and all who love Israel and the Jewish people—to **take action today**:

FIRST, you can stand up for Israel. Sign our online I STAND WITH ISRAEL Petition to Hillary Clinton, the U.S. Secretary of State, who gave a 43-minute tongue-lashing to Israeli Prime Minister Benjamin Netanyahu. She is now demanding dangerous concessions from Israel. [Please stand up for Israel now.](#)

SECOND, you can spread the word. Share the truth with your friends, family, church members, and anyone else who loves Israel and the United States. [Please spread the word now.](#)

THIRD, you can help Jewish families in Israel. Help children and families in Israel who are already suffering from terrorist-induced poverty—and now will suffer even more. [Please help Jewish families now.](#)

But I can't stress enough how important it is to **act quickly**.

Already, our government's actions have incited bloody violence in the streets of Jerusalem. The liberal media isn't reporting it all. But experts call it a crisis—a "catastrophe." And they are right!

And as you respond to this crisis, I ask that you continue to pray for the peace of Jerusalem in the Messiah Yeshua, Jesus (Ps. 122:6).

Shalom,

Joel Chernoff
CEO/General Secretary



This message was intended for: %TO_EMAIL%. For more information

[click here.](#)

[Update your preferences](#) | [Unsubscribe](#)

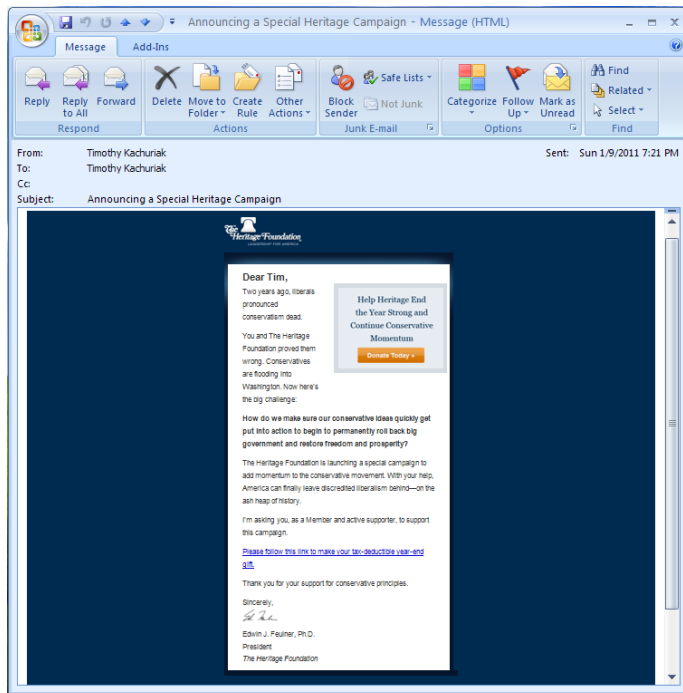
Version B - Control

The screenshot shows an email from MJAA roi. The header includes the MJAA roi logo and the text 'Messianic Jewish Alliance of America...for the restoration of Israel'. The body of the email is identical to Version A, starting with 'Dear %%NAME%%,' and detailing the crisis in Jerusalem. It includes three main action items: signing a petition, spreading the word, and helping Jewish families in Israel. The email is signed by Joel Chernoff, CEO/General Secretary, with a handwritten signature. At the bottom, there is a yellow bar with contact information: 'Mail to: PO BOX 274 Springfield, PA 19064' and '©1994-2009 Messianic Jewish Alliance of America'. A footer contains a disclaimer: 'This message was intended for: %TO_EMAIL%. For more information click here. Update your preferences | Unsubscribe'.

KMA
A PURSUANT COMPANY

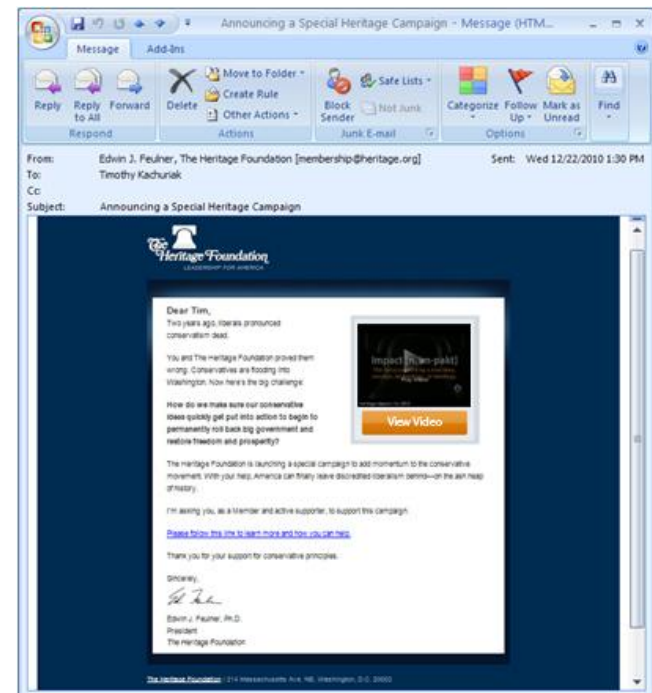
Optimizing Email Appeals

Version A - Control



Version B - Test

369% Increase in Clickthrough Rate
121% Increase in Revenue



precept #2

optimization doesn't happen on the page, it happens in the mind.

Email Messaging Sequence

ec < op < ct < lp[©]

ec = email capture

op = open

ct = clickthrough

lp = landing page

Optimizing Email Thought Sequences

$$ec < op < ct < lp$$

$$eme = rv(of + i) - (f + a)$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process



optimizing email capture

ec < op < ct < lp

Optimizing Email Capture

$$ec < op < ct < lp$$

$$eme = rv(of + i) - (f + a)$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

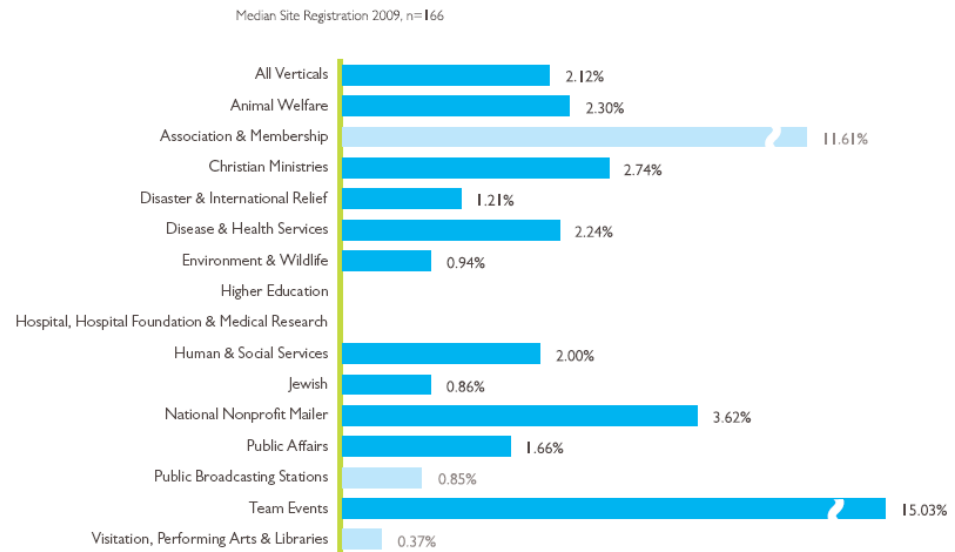


How Do We Measure Success?

Email Registration Rate:

- Total Email Registrations / Total Unique Visitors
- Tells us how effective our web site or landing page is at converting site visitors to registered users
- NPO Avg: 2.12%

Website Traffic Conversion Rate



The 2010Convio Online Nonprofit Benchmark™ Study



DOING THE MOST GOOD.™

SEARCH

DONATE NOW

Input field for search with a GO button

HOME

PROGRAMS THAT HELP

WAYS TO GIVE

NEWS

ABOUT US

LOCATIONS

Enter Zip

GO



[Donate Online to The Salvation Army's Japan Earthquake and Tsunami Relief Efforts](#)



Text the words "Japan" or "Quake" to 80888 to make a \$10 donation. Learn more about our work [here](#).

Salvation Army USA's Social Scene

Our Blog Facebook Twitter YouTube F



The Salvation Army USA Finally, 2011 NAOC is Here!

After years of planning and months of hype, the 2011 National Advisory Organizations Conference (NAOC) kicks off this week...

In the Middle of Spring Cleaning?



Donate your new and gently used items by drop-off or scheduled pickup. [Learn more](#)



SO..... WHAT DO YOU THINK?

The Salvation Army is keeping pace so donors have a variety of options to give. \$13.7 million was raised on the Internet during the 2010 Christmas holiday. What is your preferred method of giving?

- Donating online at Christmas and /or throughout the year when the need arises.
- Using new high-tech, such as Text-to-Give on my cell phone.

KMA
A PURSUANT COMPANY

Hello, my name is Anord



Anord

View Next Child

Anord is a **HopeChild** living in a community severely affected by the HIV and AIDS crisis. In Tanzania, the disease has impacted the entire social structure, creating a generation of orphans and vulnerable children. Anord needs your assistance to help save his generation from the HIV and AIDS crisis. Anord has been reserved for you to sponsor within the next five minutes. Just click the "Sponsor Now" button below to become his sponsor right now!

Country: **Tanzania**
 Gender: **Boy**
 Health: **Satisfactory**
 Birthday: **May 02, 2000**
 Favorite: **Drawing**
 Subject
 Chores: **Sweeps**
 Favorite: **Football**
 Activity
 Age: **10**
 Amount: **\$35 / month**

[Sponsor Anord](#)



Find a Child to Sponsor

Gender Worldwide Month Day Age [Go](#)

News

Celebrating Christ's resurrection

Stories

Kenya's valley of desolation

Help Now

Sponsor a girl today

Videos

Gift Catalog Easter blessings

Newsletter Sign-Up

Phone: 1-888-511-6548
 P.O. Box 9716
 Federal Way, WA 98063-9716

© 2011 World Vision Inc.

[Fraud Alert](#) [Our Mission](#) [Trustworthy](#) [Careers](#) [FAQs](#)

[Contact Us](#) | [Sitemap](#) | [Korean](#) | [Chinese](#) | [Spanish](#) | [Privacy Policy](#) | [Security](#)

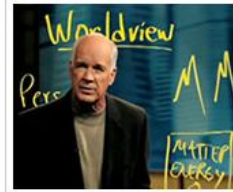
Site Version loaded:

Follow Us: | [International](#)

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



Like 7 likes. Sign Up to see what your friends like.



New How True Is Your View? DVD now available

Get a sneak peek of this Exclusive new teaching DVD with Dr. Del Tackett.

BECOME A CROSS EXAMINE INSIDER SIGN UP TODAY! Its free.

How True is Your View?

Discover how what you believe influences what you do



EXPLORE YOUR WORLDVIEW

Become An Insider

Get instant FREE access to past episodes and extended teaching, when you sign up to become a Cross Examine Insider.

SIGN UP TODAY

Help Transform Our World

Learn how your partnership can make a difference



PARTNER WITH US

Connecting Real Life to Biblical Truth

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

CONNECT WITH US



Updates from Del's blog

The "Nonsense" of the Risen Jesus

23 APR 2011

Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett

Optimizing Email Capture

$$ec < op < ct < lp$$

$$eme = rv(of + i) - (f + a)$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process



Marketing Experiments

Email Value Proposition Assessment

Desire

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

Exclusivity

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

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

Hello, my name is Anord



Anord

View Next Child

Anord is a **HopeChild** living in a community severely affected by the HIV and AIDS crisis. In Tanzania, the disease has impacted the entire social structure, creating a generation of orphans and vulnerable children. Anord needs your assistance to help save his generation from the HIV and AIDS crisis. Anord has been reserved for you to sponsor within the next five minutes. Just click the "Sponsor Now" button below to become his sponsor right now!

Country: **Tanzania**
 Gender: **Boy**
 Health: **Satisfactory**
 Birthday: **May 02, 2000**
 Favorite: **Drawing**
 Subject
 Chores: **Sweeps**
 Favorite: **Football**
 Activity
 Age: **10**
 Amount: **\$35 / month**

[Sponsor Anord](#)



Find a Child to Sponsor

Gender Month Age

<p>News</p> <p>Celebrating Christ's resurrection</p>	<p>Stories</p> <p>Kenya's valley of desolation</p>	<p>Help Now</p> <p>Sponsor a girl today</p>	<p>Videos</p> <p>Gift Catalog Easter blessings</p>
---	---	--	---

Newsletter Sign-Up

Phone: 1-888-511-6548
 P.O. Box 9716
 Federal Way, WA 98063-9716

© 2011 World Vision Inc.

Fraud Alert | Our Mission | Trustworthy | Careers | FAQs

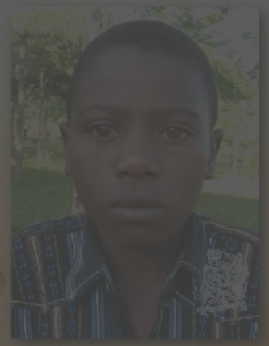
Contact Us | Sitemap | Korean | Chinese | Spanish | Privacy Policy | Security

Site Version loaded:

Follow Us: | International

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

Hello, my name is Anord



Anord

Anord is a **HopeChild** living in a community severely affected by the HIV and AIDS crisis. In Tanzania, the disease has impacted the entire social structure, creating a generation of orphans and vulnerable children. Anord needs your assistance to help save his generation from the HIV and AIDS crisis. Anord has been reserved for you to sponsor within the next five minutes. Just click the "Sponsor Now" button below to become his sponsor right now!

Sponsor Anord

Country: **Tanzania**
Gender: **Boy**
Health: **Satisfactory**
Birthday: **May 02, 2000**
Favorite: **Drawing**
Subject
Chores: **Sweeps**
Favorite: **Football**
Activity
Age: **10**
Amount: **\$35 / month**



Find a Child to Sponsor

Gender [v] Worldwide [v] Month [v] Day [v] Age [v] Go

News
Celebrating Christ's resurrection

Stories
Kenya's valley of desolation

Help Now
Sponsor a girl today

Videos
Gift Catalog Easter blessings

Newsletter Sign-Up
e-mail address [input] [button]
Phone: 1-888-511-6548
P.O. Box 9716
Federal Way, WA 98063-9716
© 2011 World Vision Inc.



Marketing Experiments

Email Value Proposition Assessment

Desire

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

Exclusivity

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

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

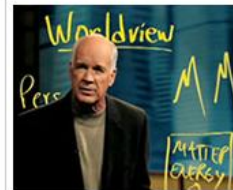


The Business of Abortion

00:00 28:31

Buy Now

Like 7 likes. Sign Up to see what your friends like.



New How True Is Your View? DVD now available

Get a sneak peek of this Exclusive new teaching DVD with Dr. Del Tackett.

BECOME A CROSS EXAMINE INSIDER SIGN UP TODAY! Its free.

How True is Your View?

Discover how what you believe influences what you do



EXPLORE YOUR WORLDVIEW

Become An Insider

Get instant FREE access to past episodes and extended teaching, when you sign up to become a Cross Examine Insider.

SIGN UP TODAY

Help Transform Our World

Learn how your partnership can make a difference



PARTNER WITH US

Connecting Real Life to Biblical Truth

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

CONNECT WITH US



Updates from Del's blog

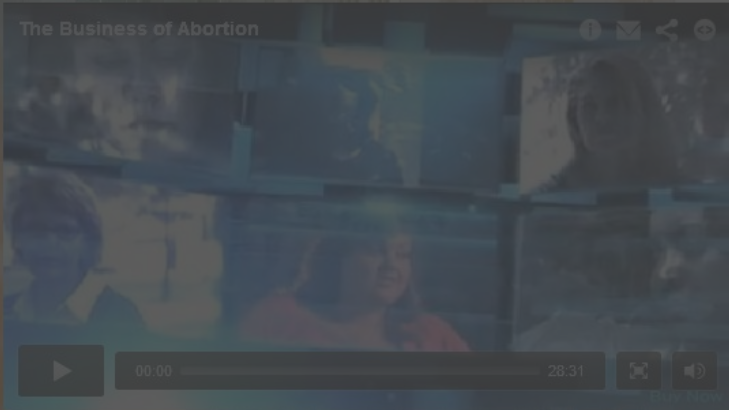
The "Nonsense" of the Risen Jesus



23 APR 2011

Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett



 Like  7 likes. Sign Up to see what your friends like.



New How True Is Your View? DVD now available

Get a sneak peek of this Exclusive new teaching DVD with Dr. Del Tackett.

BECOME A CROSS EXAMINE INSIDER
SIGN UP TODAY! Its free.

How True is Your View?

Discover how what you believe influences what you do

▶ EXPLORE YOUR WORLDVIEW

Become An Insider

Get instant FREE access to past episodes and extended teaching, when you sign up to become a Cross Examine Insider.

▶ SIGN UP TODAY

Help Transform Our World

Learn how your partnership can make a difference

▶ PARTNER WITH US

Connecting Real Life to Biblical Truth

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

CONNECT WITH US

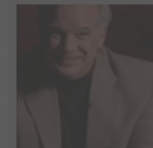


Updates from Del's blog

The "Nonsense" of the Risen Jesus

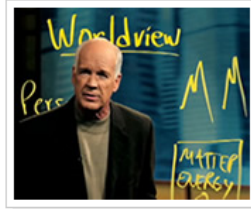
23 APR 2011

Tweet "And he began to teach them that the Son of Man must suffer many things and be rejected



Become a Cross Examine Insider!

Want more Cross Examine and Del Tackett? Signup to become a Cross Examine Insider today and get instant FREE access to exclusive worldview content you won't find anywhere!



By becoming a CE Insider, you will receive:

- ✔ Special "Behind the Scenes" footage including *The Making of Cross Examine*
- ✔ Extended teaching and interviews from Del Tackett that are not aired on TV
- ✔ An Insider's sneak peek of the compelling special *How True Is Your View?*
- ✔ A virtual backstage pass to "After Hours with Del and John", an Insider exclusive
- ✔ Complete unlimited access to past episodes of Cross Examine
- ✔ A subscription to our content-packed weekly eNewsletter, *Weekly Worldview*
- ✔ And much more!

Create a new account

First Name

Last Name

Address

Country

City

State

Postal Code

Email Address

Yes, subscribe me to the Cross Examine newsletter

Register



CHECK OUT TV LISTINGS
for Cross Examine in your area



BROWSE OUR
RESOURCE
LIBRARY

*To help you
explore a Biblical
Worldview*



HAVE FEEDBACK?

We'd love to hear from you!



*A higher standard.
A higher purpose.*

KMA
A PURSUANT COMPANY

Marketing Experiments

Email Value Proposition Assessment

Desire

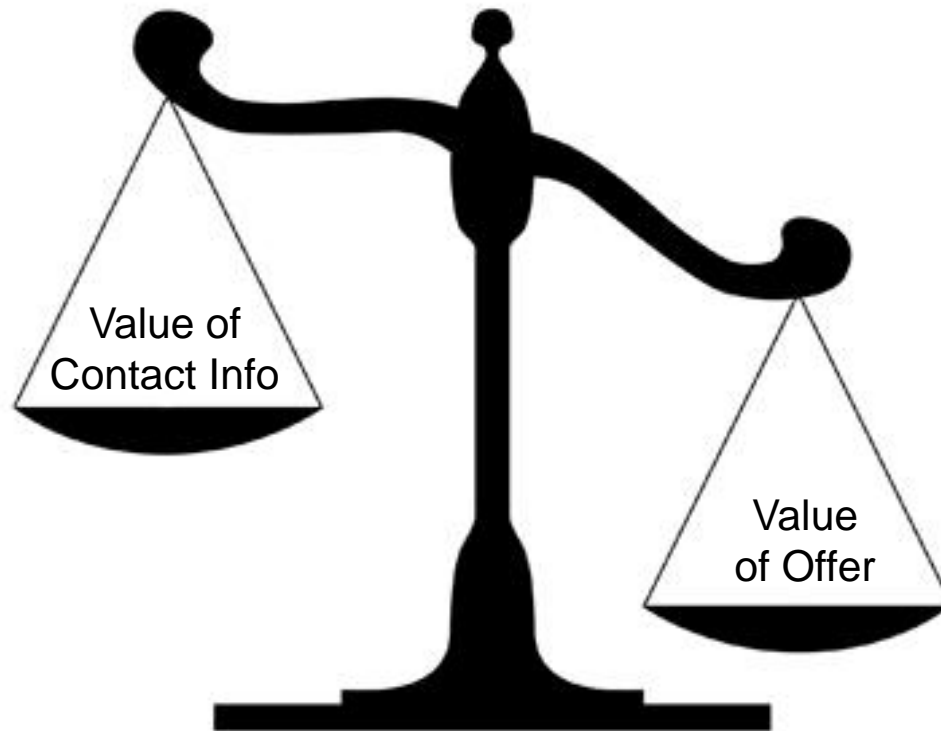
- 0 – No interest
- 1 – Possible interest
- 2 – High interest

Exclusivity

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

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

Tipping the Value Exchange



+ Incentive

Optimizing Email Capture

Ask Heritage

OPERATION OBAMACARE



Brain Hemorrhage

Choking on the Cost

Compound Fracture

Heart Disease

Torn Achilles Tendon

Trick Knee

Operation Obamacare

Uncle Sam is afflicted with Obamacare and needs surgery! Step into the operating room by choosing the right answers to help him. **Just click on a procedure to the left and your next question will appear here.** But be careful! If you answer wrong, you could kill or cripple the patient!

[Begin the Operation](#)

Optimizing Email Capture

Ask Heritage

OPERATION OBAMACARE

Brain Hemorrhage

Choking on the Cost

Compound Fracture

Heart Disease

Torn Achilles Tendon

Trick Knee

Brain Hemorrhage!
Obamacare infects employers with taxes, penalties, and other reasons to lay off workers, cut pay, and raise prices. To stop the bleeding (choose one):

- Do nothing. Like President Obama, assume employers can afford the new mandates without cutting wages or raising prices.
- Repeal Obamacare to stop the bleeding and explore free-market reforms.
- Faint at the sight of so much red ink.

0 of 0 correct

Optimizing Email Capture

Ask Heritage

OPERATION OBAMACARE

Brain Hemorrhage!
Obamacare infects employers with taxes, penalties, and other reasons to lay off workers, cut pay, and raise prices. To stop the bleeding (choose one):

- Do nothing. Like President Obama, assume employers can afford the new mandates without cutting wages or raising prices.
- Repeal Obamacare to stop the bleeding and explore free-market reforms.
- Faint at the sight of so much red ink.

You are correct!
Repeal Obamacare.
Some major employers are already dropping coverage, and 38 percent in one survey said the mandates would cause major financial trouble. **They will have to cut wages and increase prices.** The Heritage Foundation is alerting Congress that Obamacare will bleed workers and consumers till they pass out.

Next Procedure →

1 of 1 correct

Optimizing Email Capture

Operation completed. Thank you for your assistance!
Your score: 3 of 6 correct!

Defeating Obamacare is more than a game. And the harm being done to Uncle Sam will only be cured through the power of irresistible facts that lead to Obamacare's defunding or repeal.

To receive these facts in convenient form, please accept the **free download** of the eye-opening article **Getting Health Care Reform Right** written by The Heritage Foundation, America's most influential conservative think tank.

Know the facts. Share them. Help keep America healthy and free!


Yes! Send me the article!

First Name *

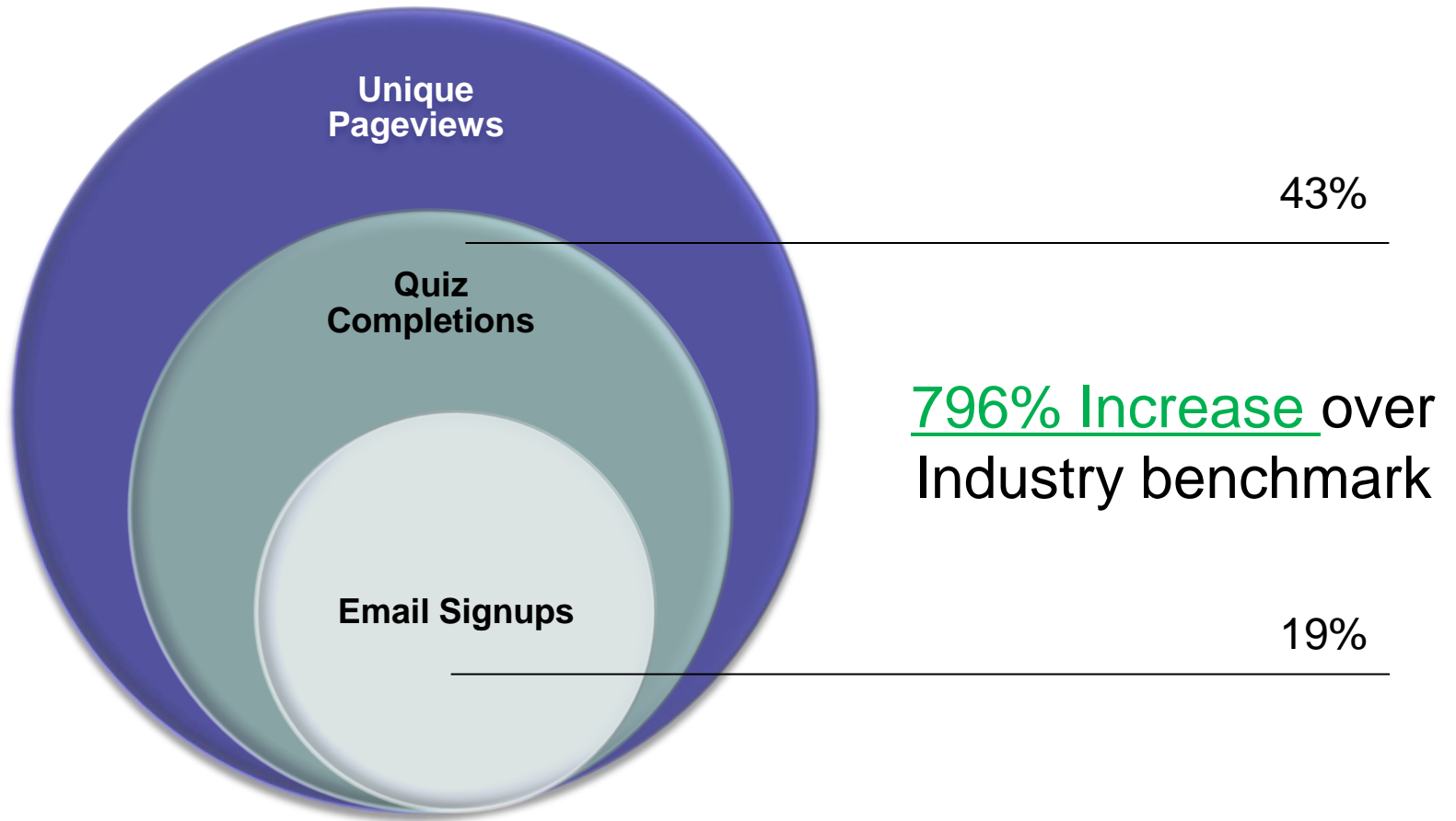
Last Name *

Email Address *

[No thanks. Not at this time. Continue »](#)



Optimizing Email Capture



Optimizing Email Capture

Google [Advanced Search](#)

Web [Show options...](#)

Results 1 - 10 of about 621,000 for **dallas adoption agency** (0.33 seconds)

Adoption Agency Dallas

www.adoption-works.org Expert **Adoption** Resource Center. Register Today for Instant Access.

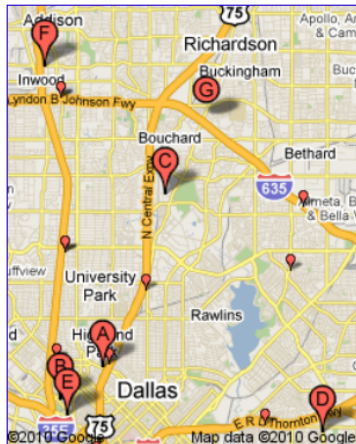
Adoption Services

www.AmericanAdoptions.com Call 1-800-Adoption or visit our easy to use website.

Adoptions in your Area

www.AdoptionNetwork.com Free **Adoption** assistance Contact a caring Advisor today

Local business results for adoption agency near Dallas, TX



A [Hope Cottage Pregnancy & Adoption Center](http://www.hopcottage.org)
www.hopcottage.org - (214) 526-8721 - 4 reviews

B [Adoption Advisory Inc.](http://www.adoptadvisory.com)
www.adoptadvisory.com - (214) 520-0004 - [More](#)

C [Adoption Access](http://www.freehug.com)
www.freehug.com - (214) 750-4847 - 1 review

D [Buckner Baptist Benevolences: Buckner Adoption & Maternity](http://www.buckner.org)
www.buckner.org - (214) 319-3426 - [More](#)

E [Birth Mom Missions](http://birthmommissions.com)
birthmommissions.com - (817) 723-1926 - [More](#)

F [Lifetree Adoption Agency](http://www.lifetreeadoption.com)
www.lifetreeadoption.com - (972) 491-3333 - [More](#)

G [Catholic Charities of Dallas](http://www.catholiccharitiesdallas.org)
www.catholiccharitiesdallas.org - (214) 520-6590 - [More](#)

[More results near Dallas, TX »](#)

Sponsored Links

Sponsored Links

Dallas Adoption

Confidential Online Form. Get Help For Your Unplanned Pregnancy Today.
www.AdoptionSpaceBook.com

Children Awaiting Parents

Every Child Deserves A Family. Open Your Heart & Home To A Child.
www.ChildrenAwaitingParents.org

Adopt a Newborn Quickly

Indiana-Based National Agency 25+ yrs Affordable Adoption Services
www.AdoptionHelp.org

Adopt for Free

Adopt a child, become a family. Learn more and see the children
www.chsfl.org

Adoption Agency Dallas

Foster Care and Adoption Services. Become a Foster Parent Now. TX.
www.beafamily.org

Adoption Agency

Loving Families Needed. Domestic & Intl programs. Space Charities.org

Optimizing Email Capture

AdoptionWorks
Adoption services and pregnancy counseling

Already Registered? [Login Here](#)

How We Can Help You How You Can Help Us



Need Help Now?
Call 1-800-370-2229
Or Email Us

For Immediate Help with Unplanned Pregnancy or Adoption Information

If you are experiencing an unplanned pregnancy, adoption may be the most unselfish choice and the best choice for you and your child. There are a number of varying circumstances that surround a birth parent's decision. Regardless of your individual situation, AdoptionWorks has a qualified, compassionate staff that can help you through your pregnancy.

If you are a loving Christian family who wants to adopt, the AdoptionWorks staff will provide support through educational seminars, counseling, referral services, and support groups.

For this assistance call AdoptionWorks, a Texas infant-adoption agency licensed to place children up to 17 years of age. But even before you meet with us, please take advantage of our **easy-to-read, practical articles** that will give you a head start.

Please [click here](#) or on the button below to complete a short registration form and get instant access to these articles in the AdoptionWorks Adoption Service Resource Center!

[Register Now!](#)

Domestic Adoption Orientation Meetings
[Register Today!](#)

Get the featured resources:
[Placing Your Baby for Adoption](#)
and
[Initial Steps for Potential Adoptive Parents](#)



From AdoptionWorks Adoption Service Resource Center

Need Help Now?

For help with unplanned pregnancies or for adoptions, please contact us:

972.960.9981 or 800.375.2229
heather@adoptionworks.org
6320 1531 Freeway, Suite 128
Dallas, TX 75240
Fax: 972.960.0062

AdoptionWorks
AdoptionWorks is a Texas licensed child-placing agency that assists birth parents and adoptive families in a fulfilling and positive adoption experience.

CounselingWorks
CounselingWorks is a nonprofit Dallas Christian Family Counseling ministry serving individuals, couples, and families.

GriefWorks
GriefWorks helps children ages 5-18 grieve the loss of a loved one in a way that brings them closer to answers they are seeking, closer to others, and closer to a place of healing and peace.



KidWorks
KidWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving Kids In Divorce ages 5-18—children whose parents are divorcing or who have divorced.

KMA
A PURSUANT COMPANY

Optimizing Email Capture

AdoptionWorks™
Adoption services and pregnancy counseling

Already Registered? [Login Here](#)

How We Can Help You How You Can Help Us



Registration Form

Need Help Now?
Call 1-800-375-2229
[Or Email Us](#)

Please fill out the following form to gain access to the Resource Center. If you have registered before, [click here to log back in.](#)

**Domestic Adoption Orientation Meetings**
Register Today!

Get the featured resources:
[Placing Your Baby for Adoption](#)
and
[Initial Steps for Potential Adoptive Parents](#)

First Name
Tim

Last Name
Kachuriak

Address
123 Happy Street

City
Frisco

State
TX

ZIP Code
12345

Phone Number
555-121-1222

E-mail Address
tkachuriak@kma.com

Receive E-mail Updates



Optimizing Email Capture

Welcome to the AdoptionWorks Resource Center

Featured Resources

For Birth Parents:



Placing Your Baby for Adoption

For Adopting Families:



Initial Steps for Potential Adoptive Parents (Domestic)



Initial Steps for Potential Adoptive Parents (International)

Additional Resources for Adopting Parents

-  **Abuse Prevention**
How to understand and prevent child abuse.
-  **Aggression in Children**
How to handle aggressiveness and anger in children.
-  **Anger**
How to deal with anger, for both children and adults.
-  **Baby Massage**
Information about baby massage.
-  **Bedtime**
Resources for common issues with bedtime for children.
-  **Biting**
How to deal with the issue of biting.
-  **Brain Development**
How to maximize your child's brain development.
-  **Car Safety**
How to make sure your child is safe in the car.
-  **Choosing Child Care**
How best to choose a child care service.
-  **Communicable Diseases**
Resources on how to help keep your child safe and free of communicable diseases.
-  **Crying**
How best to deal with a crying child.

Ryan and Nina's Adoption Story



Testimonial Videos



The Erwins' Adoption Story
The Erwins share their story of adoption through AdoptionWorks.



Louis's Adoption Story
Louis shares his story of adoption through AdoptionWorks.

Optimizing Email Capture

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

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimizing Email Registration

Version A - Control

AdoptionWorks™
Adoption services and pregnancy counseling

Already Registered? [Login Here](#)

[How We Can Help You](#) [How You Can Help Us](#)

Need Help Now?
Call 1-800-375-2229
Or Email Us

For Immediate Help with Unplanned Pregnancy or Adoption Information

If you are experiencing an unplanned pregnancy, adoption may be the most unselfish choice and the best choice for you and your child. There are a number of varying circumstances that surround a birth parent's decision. Regardless of your individual situation, AdoptionWorks has a qualified, compassionate staff that can help you through your pregnancy.

If you are a loving Christian family who wants to adopt, the AdoptionWorks staff will provide support through educational seminars, counseling, referral services, and support groups.

For this assistance call AdoptionWorks, a Texas infant-adoption agency licensed to place children up to 17 years of age. But even before you meet with us, please take advantage of our easy-to-read, practical articles that will give you a head start.

Please [click here](#) or on the button below to complete a short registration form and get instant access to these articles in the AdoptionWorks Adoption Service Resource Center!

Domestic Adoption Orientation Meetings

Register Today!

Register Now!

About AdoptionWorks

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Help women facing unplanned pregnancies—including guiding them through the loving choice of adoption in a supportive and nonjudgmental manner
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Get the featured resources:
[Placing Your Baby for Adoption](#)
and
[Initial Steps for Potential Adoptive Parents](#)

From AdoptionWorks Adoption Service Resource Center

Need Help Now?
For help with unplanned pregnancies or for adoptions, please contact us:
972.960.9881 or 800.375.2229
help@adoptionworks.org
8300 LBJ Freeway, Suite 126
Dallas, TX 75240
Fax: 972.960.0082

AdoptionWorks
AdoptionWorks is a Texas licensed child-placing agency that assists birth parents and adoptive families in a fulfilling and positive adoption experience.

CounselorWorks
CounselorWorks is a nonprofit Dallas Christian Family Counseling ministry serving individuals, couples, and families.

GriefWorks
GriefWorks helps children ages 5-18 grieve the loss of a loved one in a way that brings them closer to answers they are seeking, closer to others, and closer to a piece of healing and peace.

KidWorks
KidWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving kids in divorce ages 5-18—children whose parents are divorcing or who have divorced.

Version B - Test

42% Increase in Registration Rate

AdoptionWorks™
Adoption services and pregnancy counseling

Already Registered? [Login Here](#)

[How We Can Help You](#) [How You Can Help Us](#)

If You Are Considering Adoption, We Have Resources That Can Help

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Provide free online resources to families considering adoption
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Our experienced, expert staff wants to help you by providing free online resources through our AdoptionWorks Resource Center. These resources are specifically designed to help you navigate the process of adoption and give you the information that you need to take the next step. And the best part—it's completely free.

Get Instant Access to the Free AdoptionWorks Resource Center

Featured Resources Include:

- ✓ Initial Steps for Potential Adoptive Parents
- ✓ Positive Adoption Language
- ✓ Ways to Cultivate Bonding and Attachment
- ✓ Why Bonding and Attachment is so Important

Get Instant Access ▶

"The resources on the site provide useful information, and especially help clarify the sometimes intimidating adoption process."

Clarence from Cedar Hill, TX

Need Help Now?
For help with unplanned pregnancies or for adoptions, please contact us:
972.960.9881 or 800.375.2229
help@adoptionworks.org
8300 LBJ Freeway, Suite 126
Dallas, TX 75240
Fax: 972.960.0082

AdoptionWorks
AdoptionWorks is a Texas licensed child-placing agency that assists birth parents and adoptive families in a fulfilling and positive adoption experience.

CounselorWorks
CounselorWorks is a nonprofit Dallas Christian Family Counseling ministry serving individuals, couples, and families.

GriefWorks
GriefWorks helps children ages 5-18 grieve the loss of a loved one in a way that brings them closer to answers they are seeking, closer to others, and closer to a piece of healing and peace.

KidWorks
KidWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving kids in divorce ages 5-18—children whose parents are divorcing or who have divorced.

optimizing open and clickthrough

ec < op < ct < lp

Optimizing Email Opens

$$ec < op < ct < lp$$

$$eme = rv(of + i) - (f + a)$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process



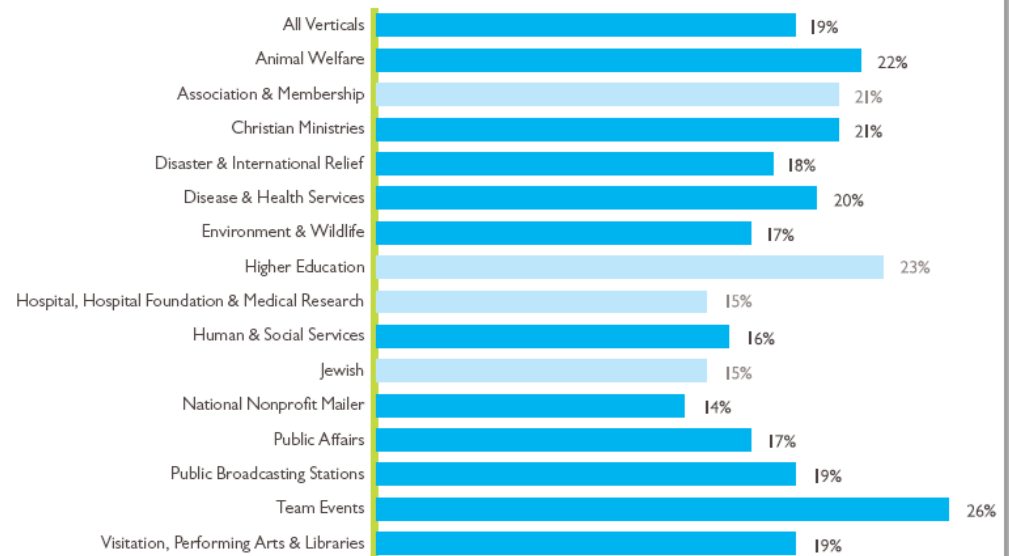
How Do We Measure Success?

Open Rate:

- Total Unique Opens/
Total Unique Emails
Delivered
- Tells you how many
people looked at
your email
- NPO Avg: 19%

Fundraising Appeal Open Rate

Median Organizational Appeal Open Rate, n=306

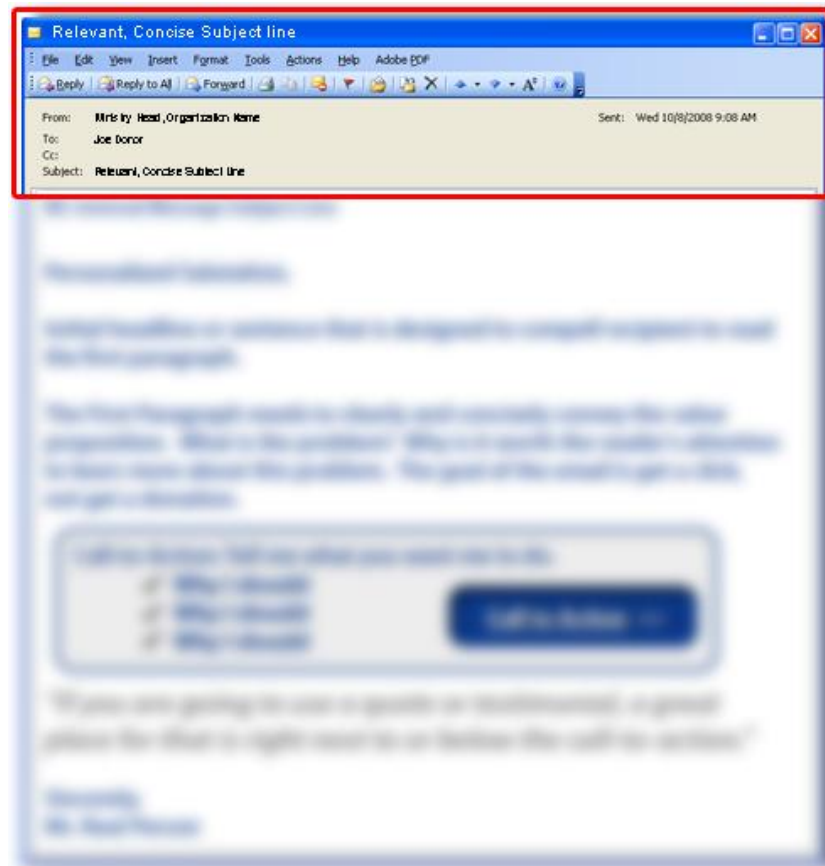


The 2010Convio Online Nonprofit Benchmark™ Study

Improving Email Open

Focus on Envelope:

- The “To” Line
- The “From” Line
- The “Subject” Line



Optimizing Email Clickthrough

$$ec < op < ct < lp$$

$$eme = rv(of + i) - (f + a)$$

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

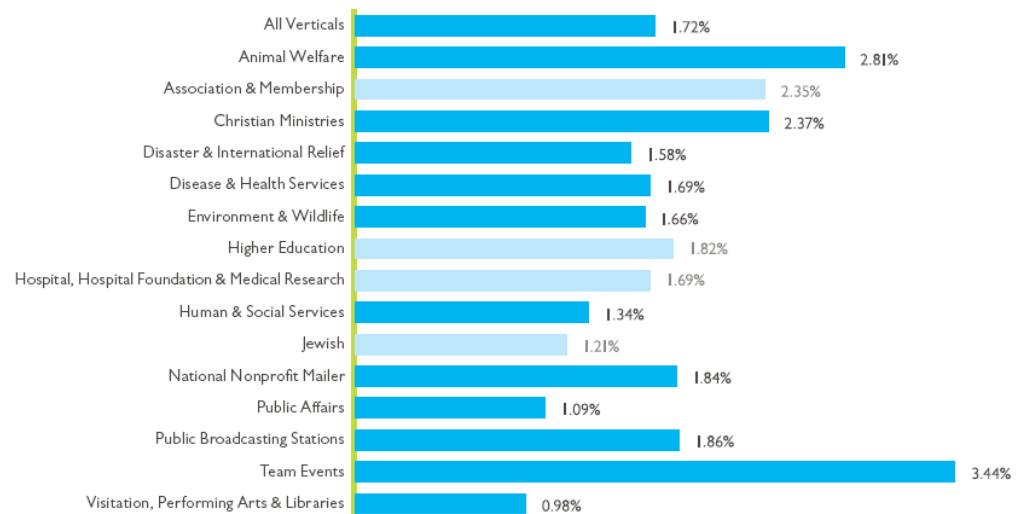
How Do We Measure Success?

Clickthrough Rate:

- Total Unique Clicks / Total Unique Emails Delivered
- Tells you how compelling your content was to your recipient
- NPO Avg: 1.72%

Fundraising Appeal Click-Through Rate

Median Organizational Appeal Click-Through Rate, n=306

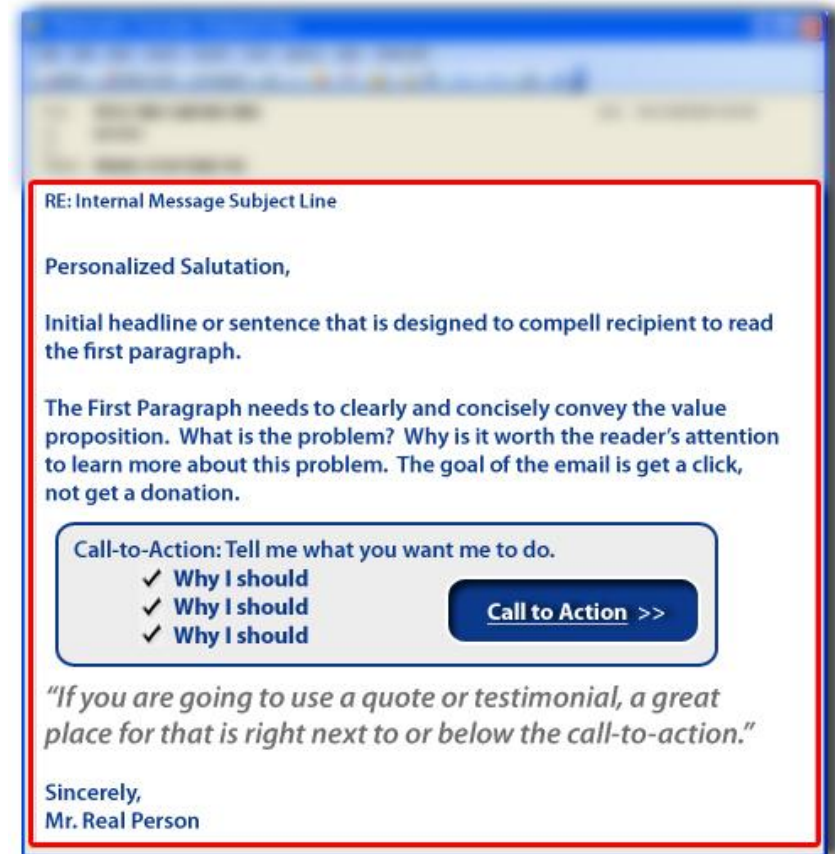


The 2010Convio Online Nonprofit Benchmark™ Study

Improving Clickthrough Rates

Focus on Email Message:

- Know the goal
- Internal Subject line
- Personalized Salutation
- Headline
- Value Proposition
- Call-to-Action
- Testimonials
- Relevance is the multiplier



Relevance

Internal Relevance:

- Personal interests
- Demographics
- Personality
- Communication Styles
- Level of Engagement
- Donor Lifecycle

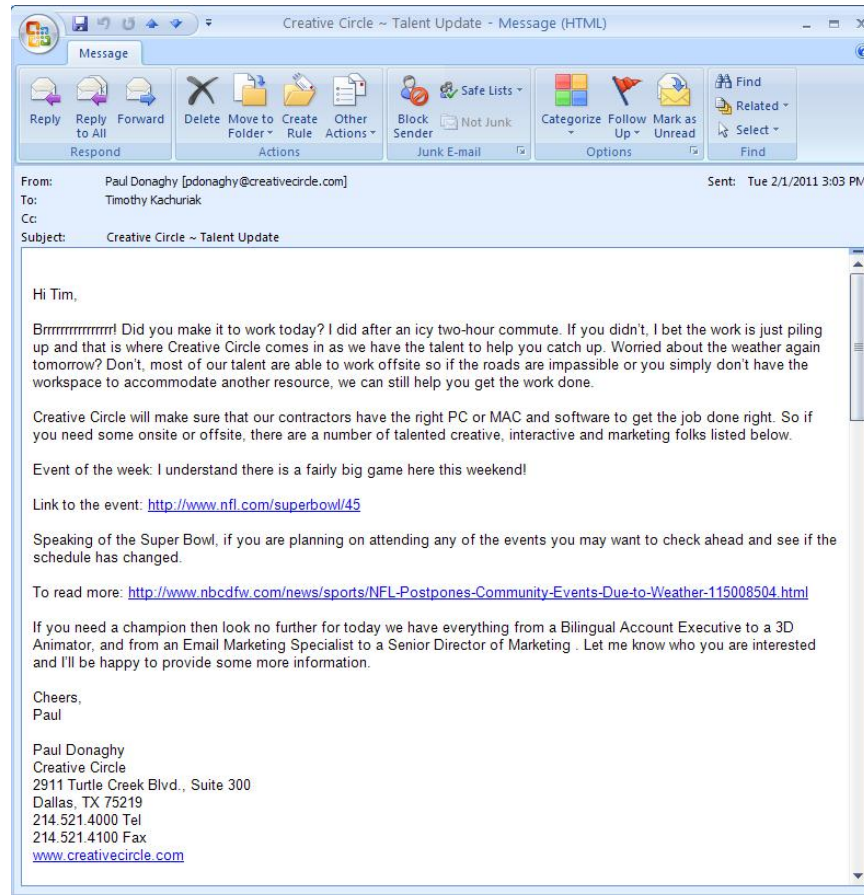
External Relevance:

- Seasonality
- Special Events
- News
- Limited Time Offers
- Holidays
- Weather

February 1, 2011



Using External Relevance



Using External Relevance

Having trouble viewing this email? [Click here](#)



In This Issue

Quick Links

[Register Now](#)

[News](#)

[More About Us](#)

Summer is Right Around the Corner...

["Beat The Heat" & Save \(25-30% OFF\) on all Patio Mister Maintenance Kits, High Pressure Misting Nozzles & Our Top Selling Mid Pressure Misting System Kit.](#)

Offer Expires 2/28/11

[Cool-Summer Patio Water Misters - Maintenance Kit](#)

Optimizing Email Appeals

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

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

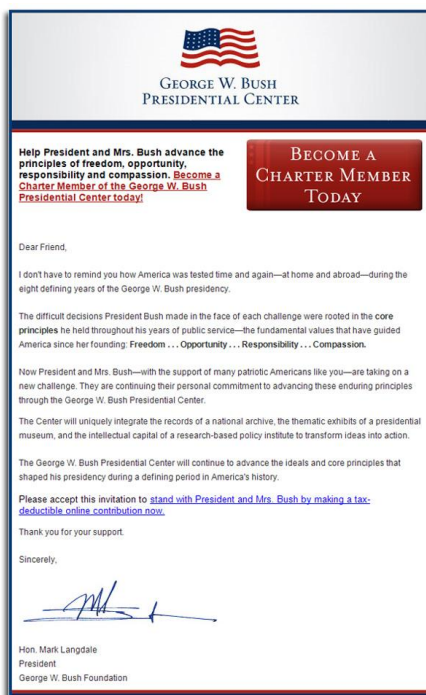
i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimizing Email Appeals

Version A - Control



GEORGE W. BUSH
PRESIDENTIAL CENTER

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

**BECOME A
CHARTER MEMBER
TODAY**

Dear Friend,

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

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

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


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

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

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

Thank you for your support.

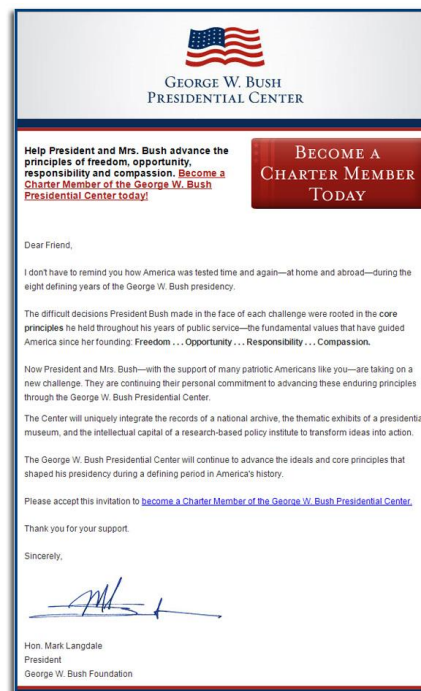
Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

Version B - Test

139% Increase in Clickthrough Rate
42% Increase in Revenue



GEORGE W. BUSH
PRESIDENTIAL CENTER

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

**BECOME A
CHARTER MEMBER
TODAY**

Dear Friend,

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

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

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


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

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

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

Thank you for your support.

Sincerely,



Hon. Mark Langdale
President
George W. Bush Foundation

Optimizing Email Appeals

Version A - Test

118% Increase in Donations
50% Increase in Petition Signers

Dear %%NAME%%,

I'm sending this emergency e-mail requesting your immediate action.

As you know, just days ago the U.S. government launched the most **bitter, shocking—and utterly misleading—condemnation of Israel** in our nation's history.

That's why the Messianic Jewish Alliance of America (MJAA) is urging you—and all who love Israel and the Jewish people—to **take action today**:

FIRST, you can stand up for Israel. Sign our online I STAND WITH ISRAEL Petition to Hillary Clinton, the U.S. Secretary of State, who gave a 43-minute tongue-lashing to Israeli Prime Minister Benjamin Netanyahu. She is now demanding dangerous concessions from Israel. [Please stand up for Israel now.](#)

SECOND, you can spread the word. Share the truth with your friends, family, church members, and anyone else who loves Israel and the United States. [Please spread the word now.](#)

THIRD, you can help Jewish families in Israel. Help children and families in Israel who are already suffering from terrorist-induced poverty—and now will suffer even more. [Please help Jewish families now.](#)

But I can't stress enough how important it is to **act quickly**.

Already, our government's actions have incited bloody violence in the streets of Jerusalem. The liberal media isn't reporting it all. But experts call it a crisis—a "catastrophe." And they are right!

And as you respond to this crisis, I ask that you continue to pray for the peace of Jerusalem in the Messiah Yeshua, Jesus (Ps. 122:6).

Shalom,

Joel Chernoff
CEO/General Secretary



This message was intended for: [%>TO_EMAIL%](#)

You were added to the system: [%>DATEADDED%](#). For more information [click here.](#)

[Update your preferences](#) | [Unsubscribe](#)

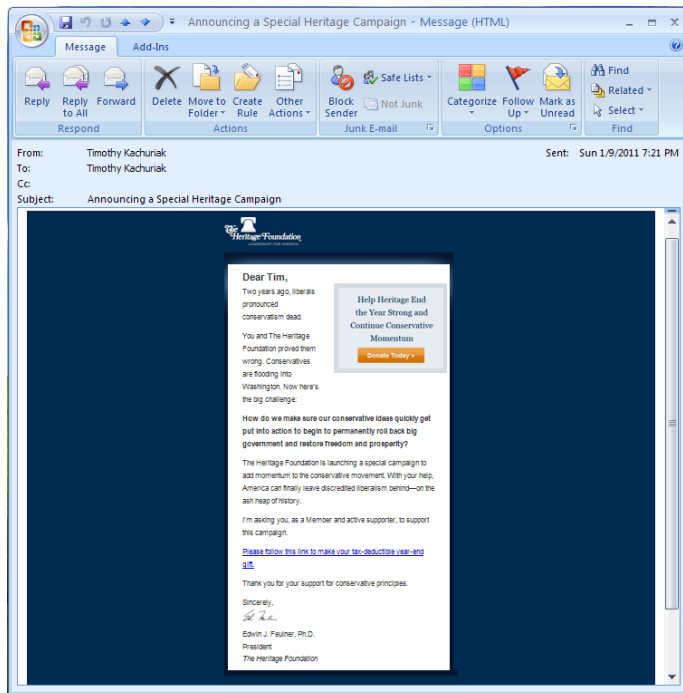
Version B - Control

The screenshot shows an email from MJAA roi. The header includes the MJAA roi logo and the text 'Messianic Jewish Alliance of America...for the restoration of Israel'. The body of the email is identical to Version A, starting with 'Dear %%NAME%%,' and detailing the crisis in Jerusalem. It includes the same three action items: signing a petition, spreading the word, and helping Jewish families in Israel. The email is signed by Joel Chernoff, CEO/General Secretary, with a handwritten signature. At the bottom, there is a yellow bar with contact information: 'Mail to: PO BOX 274 Springfield, PA 19064' and '©1994-2009 Messianic Jewish Alliance of America'. A footer contains a disclaimer: 'This message was intended for: %>TO_EMAIL%. You were added to the system: %>DATEADDED%. For more information click here. Update your preferences | Unsubscribe'.

KMA
A PURSUANT COMPANY

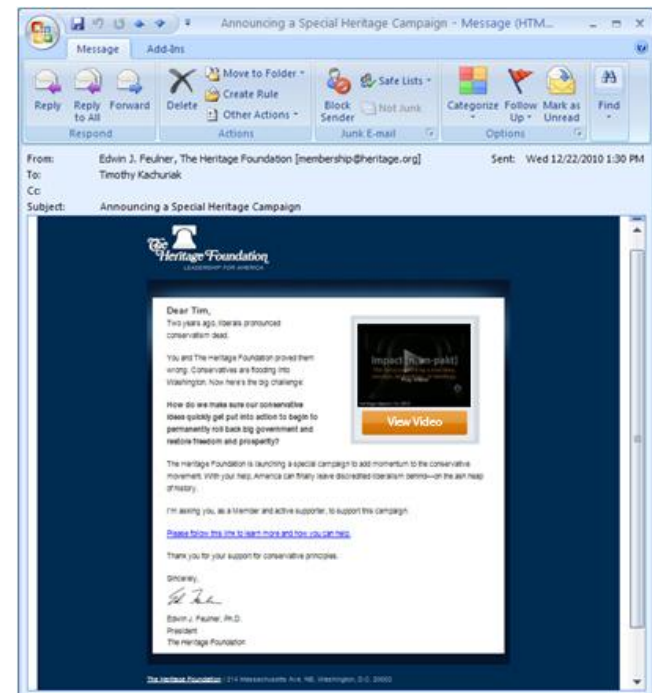
Optimizing Email Appeals

Version A - Control



Version B - Test

369% Increase in Clickthrough Rate
121% Increase in Revenue



optimizing landing pages

ec < op < ct < lp

How Do We Measure Success?

Conversion Rate:

- Total number of goal completions / Total Unique Visits
- A measure of the effectiveness of complete sequencing
- NPO Avg: 2.72%

Optimizing Landing Pages

Focus on the Offer:

- The Ask (Offer) is the impact that is promised in exchange for a donation

Focus on the Incentive:

- An Incentive is an appealing element introduced on the landing page to achieve the desired action

Focus on Eliminating Friction:

- Friction is anything that causes psychological resistance to a given element on a web page

Top Offender: Online Giving Workflow

World Vision

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

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

World Vision's
30 HOUR FAMINE
NATIONAL FAMINE DATES
February 25-26, 2011
April 29-30, 2011
OR, CHOOSE YOUR OWN DATE!
SIGN UP NOW!

LOVE hungry

Why do the Famine?

Watch The Video!

Every day, hunger kills nearly 8,000 kids. You can do something about it. Band together to fight hunger, save lives—and write a different story for the planet.
[Learn more about the 30 Hour Famine.](#)

FAMINE STORIES

Erin
Famine group leader
"Every year, they get excited about this," says Erin of her group's response to the Famine.
[Read Erin's story](#)

LEARN ABOUT HUNGER

Hunger Facts
More than a billion people go hungry every day. In many countries, 1 in 3 kids don't get the nutrition they need. Know what you're up against. Learn more about hunger and how it can be stopped.
[Get the facts about hunger](#)

LEARN ABOUT HUNGER

Study Tour
Check out your Famine funds at work - with your own eyes. Join us for an incredible journey to see how we love hungry around the world.
[Apply for the 2011 Study Tour](#)

PLAN YOUR FAMINE

Famine Rewards
Fundraising is hard work, but it doesn't have to be a thankless job. See what rewards you can earn just by raising money to fight hunger.
[Check out this year's Famine rewards](#)

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

Join us on

Click Count:
1

Top Offender: Online Giving Workflow

World Vision

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

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

World Vision's 30 HOUR FAMINE

NATIONAL FAMINE DATES
February 25-26, 2011
April 29-30, 2011
OR, CHOOSE YOUR OWN DATE!

SIGN UP NOW!

Why do the Famine?

Every day, hunger kills nearly 8,000 kids. You can do something about it. Band together to fight hunger, save lives—and write a different story for the planet.
[Learn more about the 30 Hour Famine.](#)

Join us on

FAMINE STORIES
Erin
Famine group leader
"Every year, they get excited about this," says Erin of her group's response to the Famine.
[Read Erin's story](#)

LEARN ABOUT HUNGER
Hunger Facts
More than a billion people go hungry every day. In many countries, 1 in 3 kids don't get the nutrition they need.
Know what you're up against. Learn more about hunger and how it can be stopped.
[Get the facts about hunger](#)

LEARN ABOUT HUNGER
Study Tour
Check out your Famine funds at work - with your own eyes. Join us for an incredible journey to see how we love hungry around the world.
[Apply for the 2011 Study Tour](#)

PLAN YOUR FAMINE
Famine Rewards
Fundraising is hard work, but it doesn't have to be a thankless job. See what rewards you can earn just by raising money to fight hunger.
[Check out this year's Famine rewards](#)

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

Top Offender: Online Giving Workflow

World Vision

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

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

World Vision's
30 HOUR FAMINE

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

Home Donate

Donate

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

Search for a student or group Looking for your page?

For Participants

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

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

Share This Page

SIGN UP NOW!

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t YouTube

Click Count:
2

Top Offender: Online Giving Workflow

World Vision

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

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

World Vision's
30 HOUR FAMINE

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

Home Donate

Donate

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

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

For Participants

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

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

Other Ways To Give

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

[Discover more ways to help](#)

Share This Page

SIGN UP NOW!

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t YouTube

Top Offender: Online Giving Workflow

Click Count:
3

The screenshot shows the World Vision website for the 30 Hour Famine. The header includes navigation links: HOME | CONTACT US, INFO FOR LEADERS // PARTICIPANTS // PARENTS, SEARCH, and LOGIN. A main banner features a young girl's face and the text "World Vision's 30 HOUR FAMINE" with dates "NATIONAL FAMINE DATES February 25-26, 2011 & April 29-30, 2011". Below the banner, a section titled "Other Ways to Give" is highlighted. It contains a "Donate Now" button (circled in red), a "SIGN UP NOW!" button, and a "SPONSOR A CHILD" button. The page also includes social media sharing options and contact information: "Ask your question! 1.800.7.FAMINE (1.800.732.6463)".

World Vision

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

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

World Vision's
30 HOUR FAMINE

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

Home Donate Other ways to give

Other Ways to Give

Make a general donation.

[Donate Now](#)

Change one life forever.

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

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

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

[SPONSOR A CHILD](#)

Share This Page

[SIGN UP NOW!](#)

Ask your question!
1.800.7.FAMINE
(1.800.732.6463)

Or, get more info!

Join us on

f t YouTube

Click Count:
4

Top Offender: Online Giving Workflow

The screenshot shows the World Vision website interface. At the top, there are navigation links for 'Sign In', 'E-mail Sign-Up', 'RSS', and 'Press Center'. Below that, a 'Follow Us' section includes icons for Facebook, Twitter, YouTube, and a 'BLOG' link. The main navigation bar contains 'Home', 'Our Work', 'Sponsor a Child', 'Ways to Give', 'Get Involved', and 'About Us', along with a search bar. The breadcrumb trail reads 'Ways To Give > Meet Basic Needs > 30 Hour Famine Group Contribution'.

The main content area is titled 'Give a Donation' and features a sidebar with two sections: 'By Category' and 'By Price'. The 'By Category' section lists various donation categories such as Animals, Clean Water, Clothing & Shelter, Education, Emergency Aid, Environment, Gifts That Multiply, Girls & Women, HIV & AIDS, Hunger, Kids in the USA, Maximum Impact, Medical Care, Monthly Giving, Orphans and Widows, Sports and Music, Where Most Needed, and Year-round Blessings. The 'By Price' section lists price ranges from Under \$20 to \$500 & Above.

The main content area displays the '30 Hour Famine Group Contribution' page. It features a photo of a child holding a bowl of food. Below the photo, there are radio button options for \$30, \$60, \$90, and \$150. A text input field labeled 'Other \$' is highlighted with a red box, with a 'Donate Now' button below it. To the right of the input field, there are links for 'Help/Contact Us' and 'FAQs'. Below the input field, there is a 'My Basket' section showing a '30 Hour Famine Group Contribution' for \$30, a 'Subtotal' of \$30, and buttons for 'Modify Donation' and 'Checkout'. Below the basket, there is a 'Share This Page' section with links for Email, Facebook, Twitter, MySpace, Stumble, and Digg, along with a 'More Destinations' link.

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

Click Count:
5

Top Offender: Online Giving Workflow

World Vision *Building a better world for children*

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

Follow Us: BLOG | Help - Contact Us

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

My Basket

My Basket

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

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

Help Fight Hunger \$100

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

[donate now](#)

Donate a Goat \$75

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

[donate now](#)

Give Where Needed Most

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

\$

[donate now](#)

Sponsor Brayan

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

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

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716
© 2011 World Vision Inc.

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

Follow Us: BLOG

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

Top Offender: Online Giving Workflow

Click Count:
6

World Vision *Building a better world for children*

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

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

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

Sign In

Account Sign-In

Enter your email address:

Create a new account.
(You'll create a password after signing in)

Access my existing account,
and my password is:

Sign-In

Helpful Hints

Donor Services Representatives are available to assist you. To reach a Donor Services Representative, please call us at 1-888-511-6443.

Current World Vision donors who have never registered online should create a new account.

[Forgot your password? Click Here.](#)

[Has your email address changed since your last donation?](#)

[Contact us](#)

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

© 2011 World Vision Inc.

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

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

Top Offender: Online Giving Workflow

Click Count:
7

The screenshot shows the World Vision website's registration page. At the top, there is a navigation bar with links for 'Sign In', 'E-mail Sign-Up', 'RSS', and 'Press Center'. Below this is a secondary navigation bar with 'Home', 'Our Work', 'Sponsor a Child', 'Ways to Give', 'Get Involved', and 'About Us', along with a search bar. The main content area is titled 'Check Out: Donor Information' and contains a registration form with the following fields:

- * First Name:
- * Last Name:
- * Email Address:
- * Confirm Email Address:
- * Phone Number () (5551212) Ext.
- * Create Password: (6 character min.)
- * Confirm Password:

Below the form, there is a blue link for '* Required fields' and a 'Continue' button, which is highlighted with a red box. To the right of the form is a grey box titled 'Don't have an account?' containing text that explains the benefits of creating an account, such as returning to the site to access sponsored children and make donations.

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

Click Count:
8

Top Offender: Online Giving Workflow

World Vision® Building a better world for children

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

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

1 Donor Information 2 Mailing Information 3 Payment Information 4 Submit

Check Out: Mailing Information

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

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

We do not have an address for you in our system

Create New Address

Name Tim Kachuriak

* Country United States¹

* Address 1924 Stags Leap Lane

* City Frisco

* County Denton

* State Texas

* Zip 72321

Use as Preferred Address

* Required fields

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

[Continue](#)

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716
© 2011 World Vision Inc.

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

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

Click Count:
9

Top Offender: Online Giving Workflow

World Vision® *Building a better world for children*

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

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

1 Donor Information → 2 Mailing Information → 3 Payment Information → 4 Submit

Check Out: Payment Information

Select Payment Method

Pay With Credit Card

Pay With PayPal

New Credit Card

Name on Card: Type:

Card Number: Expires:

Billing Address

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

Create New Address

Secure

VISA MasterCard Discover American Express

Entering your financial data on World Vision's website is **safe and secure**. Read World Vision's **privacy policy**.

Secured by **thawte**

2011-04-27

Trusted

BBB CHARITY NAVIGATOR ECFA

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716
© 2011 World Vision Inc.

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

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

Click Count:
10

Top Offender: Online Giving Workflow

World Vision *Building a better world for children*

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

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

1 Donor Information | 2 Mailing Information | 3 Payment Information | 4 Submit

Check Out: Review

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

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

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

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

Phone: (888) 511-6443
P.O. Box 9716
Federal Way, WA 98063-9716
© 2011 World Vision Inc.

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

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

Top Offender: Online Giving Workflow



Optimized Online Giving Experience

[Back to Wycliffe.org](#)

They Tore the Gospel Apart— and That's Good.

One of our national translators in Tanzania reported to me the following incident.

Returning home to his village for the funeral of an uncle, this translator took with him the most recent draft of the death and resurrection of Jesus in Mark's Gospel (Mark 14-16). This passage was newly translated into Rangji—the language spoken in that area.

While in the village, the translator's neighbors and family called on him to read God's Word in Rangji over and over again. And when it was time for them to return to their home villages, they pleaded for copies of the Gospel.

But he had only the one.

So he tore his copy apart, page by page, to satisfy the people's unquenchable thirst for the Water of Life. That way one person from each of the many surrounding villages could have at least one page of God's precious Word.

The need for Bible translation in Africa is great.

Help Feed the Spiritually Hungry

We need **\$88,700** to fund urgent translation projects this year in the **Scripture Access for All: Tanzania and Uganda** initiative. If God so leads you, please send a gift today to help ensure that churches grow stronger and more people hear the saving message of Christ in the language that speaks to their hearts.

Donation

\$25.00

\$50.00

\$100.00

\$200.00

Other

(minimum \$5.00)


Contact Information

Bold labels indicate required input.

First Name

Last Name

Optimized Online Giving Experience



YES, I WILL HELP THEM!

I will help the MJAA assist the millions of Israeli children and families struggling in poverty.

Donation

Bold labels indicate required input.

\$25.00

\$50.00

\$100.00

\$500.00

\$1,000.00

Other amount
 (minimum \$1.00)

Contact Profile

Bold labels indicate required input.

First Name

Last Name

Email Address

I stand with hurting Israeli children and families!

A few days ago, the Obama administration issued a shocking condemnation of Israel.

The President was reportedly **livid** that Israel dared to build 1,600 **badly needed** apartments for Jewish citizens that Muslim terrorists didn't want . . . Secretary of State Hillary Clinton gave a 43-minute **tongue-lashing** to Israeli Prime Minister Netanyahu . . . then administration officials flooded TV shows bitterly **denouncing Israel**.

But the harsh words amounted to more than a diplomatic humiliation of Israel . . . it put Israeli children, families, and elderly in economic and physical danger!

Even before the crisis, things were bad:

- **One of every three of Israel's children lives in poverty. Babies go hungry.**
- **One of every four families lives below the poverty line.**
- **Elderly crowd into tiny apartments. Holocaust survivors sleep in the streets.**

Why? It's partly because of the economic strain to defend the country against terrorists . . . and partly because of overcrowding

Optimized Online Giving Experience

BREAKPOINT



the Chuck Colson Center™
FOR CHRISTIAN WORLDVIEW

Our mission is to seek the transformation of believers as they apply biblical thinking to all of life, enabling them to transform their communities through the grace and truth of Jesus Christ.

Home Become a Member Free Offer About The Colson Center Podcasts

Become a Charter Member of The Colson Center



To join Chuck in sparking an intellectual and cultural resurgence of Christianity, simply fill out the fields below and hit the "Sign Me Up!" button:

Donation
Bold labels indicate required input.

- \$25.00
- \$50.00
- \$100.00
- \$250.00

Bring Christian Change to Eight Key Areas That Will Determine America's Future

In the next few years, Christianity in our society could either collapse—or revitalize and turn our culture around.

The Colson Center is a **strategic** ministry launched by Chuck Colson and some of the best communicators in Christianity to spark revitalization.

Chuck Colson and his team at The Colson Center are **training Christians to make a difference in the eight most influential spheres of our society:**

- Religion
- Government
- Science
- Education
- Culture (including the Arts and Media)
- Economics and Business
- Ecology
- Personal Relationships and Family

Optimized Online Giving Experience

The Heritage Foundation's
Year-End Campaign

00 Days 00 Hours 00 Minutes 00 Seconds

Goal: \$1,100,000

\$1,146,311

Make a Contribution Today

Rush Limbaugh *Sean Hannity*

Keep liberals on the run in 2011!
Help **The Heritage Foundation** reach its year-end goal today.

Donation

\$25.00

\$50.00

\$100.00

\$250.00

\$1,000.00

Other

(minimum \$10.00)

Payment Plan

How We Can Keep Liberals on the Run in 2011

Our Year-End campaign has come to an end, but the work has just begun! Please help us continue to keep the momentum going into 2011 by making a gift to The Heritage Foundation today.

Impact [n. im-pakt]
The force exerted by a new idea, concept, technology, or ideology.

00:00 02:57

email share get code

Watch this video to see the impact Heritage had in Washington in 2010.

Beginning January 3, conservatives have a historic opportunity to reverse ruinous federal spending . . . repeal Obamacare . . . and rein in a power-mad federal government. That's because January 3 is when the new Congress takes control.

Optimizing Landing Pages

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

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimizing Landing Pages

Version A - Control

"Some of the finest conservative scholars alive today, live, work and breathe at The Heritage Foundation."
Rush Limbaugh

Home | Become a Member | View Previous Issues | About Heritage | Free Pocket Constitution | Heritage.org

Ask Heritage

Racism and the United Nations

History of the Conference

BECOME A MEMBER

Donation

- Basic Member - \$25.00
- Supporting Member - \$50.00
- Congress & Culture Watchers Club Member - \$100.00
- Sponsoring Member - \$250.00
- Young President's Club Member (under 40 only) - \$250.00
- President's Club Member - \$1000.00
- Other

Contact Profile

Title:

Version B - Test

26% Increase in Donor Conversion Rate

Ask Heritage

"Some of the finest conservative scholars alive today, live, work and breathe at The Heritage Foundation."
Rush Limbaugh

Home | Become a Member | View Previous Questions | Free Pocket Constitution

Become A Member Today & Get 5 Free Pocket Constitutions

Join Rush, Sean and more than half a million conservatives as a member of The Heritage Foundation.

Heritage Rebutts President Obama's Claims that Heritage Supported Obamacare

What is in Senator Dodd's Latest TARP Bill?

Member Questions of the Week of March 29, 2010

Member Question

Lloyd Van Horn from Belville, TX asks, "What percentage of the U.S. population pays no income tax? Has this percentage increased in recent years?"

OUR ANSWER: According to a recent report by the Tax Foundation, over 36% of tax filers had no tax liability in 2008. But that's not the end of the story. According to IRS data, the bottom 50% of all taxpayers pay less than 3% of all taxes. In fact, the bottom 40% actually have a negative tax rate because of refundable credits that send them more money in income through the tax code than they owe in income taxes. We are fast approaching a dangerous tipping point where more than 50% of taxpayers will pay no income taxes and will be able to vote themselves more and more government benefits paid for entirely by a

precept #3

testing **trumps** marketing intuition.

Testing Against Best Practices



Version A



Version B

+



Version B Confirmation

Testing Against Best Practices



Version A

Testing Against Best Practices



Version A



Version B

Testing Against Best Practices



Version A



Version B

+



Version B Confirmation

3.16%

Donation
Conversion
Rate

↑ 25%

Increase

broader **applications** of the formula.

Optimization Methodology

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

eme = email marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimization Methodology

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

me = marketing effectiveness index

rv = relevance to the constituent

of = offer value

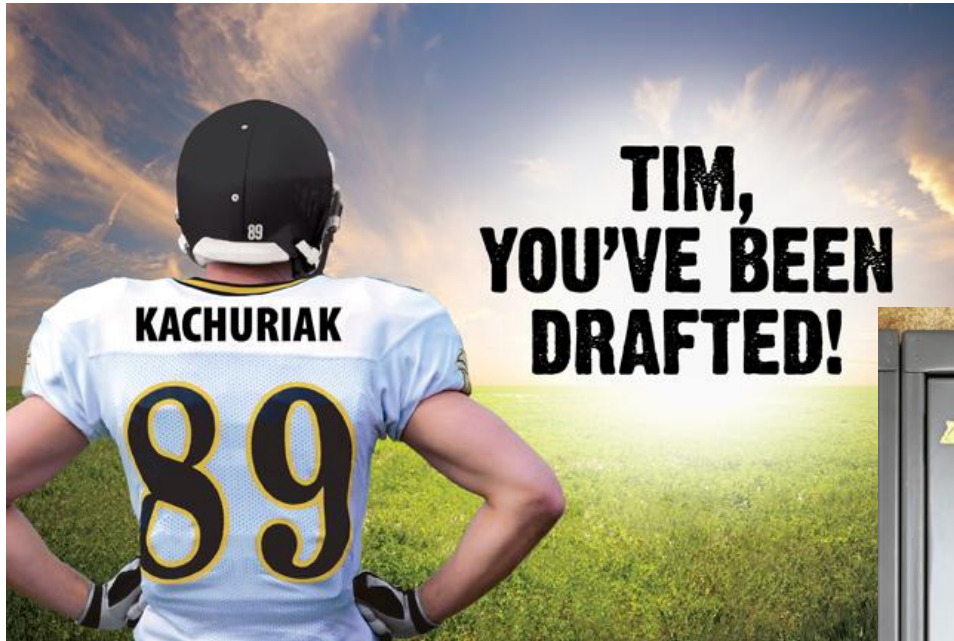
i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

213%

Intensely Personalized Postcard



KMA Direct Communications
Tim Kachuriak
7160 Dallas Parkway
Suite 400
Plano, TX 75024

KMA
A PURSUANT COMPANY

Personalized URL (PURL)

The screenshot shows a Mozilla Firefox browser window with the address bar displaying a personalized URL: `http://timkachuriak32.kmabowl.com/`. The page content is a promotional banner for the "KMA BOWL 2011" with the tagline "The Biggest Game of the Year!". The background features a brick wall and a locker labeled "KACHURIAK". A central white box contains the following text:

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

Your team is competing against other employees and friends of XX nonprofit organizations selected by KMA to participate in the KMA Bowl.

The team with the most points by midnight, February 6, 2011, the Sunday of the Big Game wins a \$5,000 donation to their chosen charity from KMA.

Each team will call one play per day.

At the bottom of the page, a player's back is shown wearing a jersey with "KACHURIAK" and the number "89". A progress bar at the bottom right shows the following statistics:

- Yards Gained: 1
- Team Yards Needed for TD: 80
- Team Points Scored: 12

Daily Engagement Opportunity

Call a play from your playbook to gain yards: KMA Direct Communications.

Tim
age
Hov

PLAY ACTION POST

BUTTON HOOK

RB TOSS SWEEP

QUICK OUT

KACHUR
80

KMA Bowl - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://timkachuriak32.kmabowl.com/

Interactive User Experience

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

- Your team is competing against other organizations selected by KMA to participate in the KMA Bowl.
- The team with the most points by midgame wins the KMA Bowl. The winning team wins a \$5,000 donation to their nonprofit from KMA.
- You may call one play per day.
- When the combined yardage of each play puts your team over the goal line, you score a touchdown worth 6 points.
- There's no limit to the number of players. The more you and other players draft to your team, the greater your chances of scoring the most points and securing the \$5,000 donation for KMA Direct Communications.
- In addition, the individual player that racks up the most yardage in the league will receive the MVP award and a free Apple iPad.

PLAY ACTION POST

You gained 9 yards.

Call a Play!

Your team needs 71 more yards to score a touchdown.

Points Scored **12** Yards Gained **1** Team Yards Needed **71**

Interactive User Experience

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

- Your team is competing for the KMA Bowl.
- The team with the most yards gain wins the KMA Bowl.
- You may call one play per yard.
- When the combination of yards gained and points scored equals a touchdown, you score a touchdown.
- There's no limit to the number of touchdowns you can score.
- In addition, the team with the most touchdowns wins the KMA Bowl and a free Apple iPad.

HOME

VISITOR

HOME OF THE KMA DIRECT COMMUNICATIONS WILDCATS

Draft More Players!

Yards Gain **80** Team Points Score

Incentive to Share With Friends

participate in the KMA Bowl.

Draft others to help you score more points, faster, and win a \$5,000 donation to KMA Direct Communications.

The more players you draft to your team, the greater your chance of winning.

Enter your draftees' names and emails here:

First Name	Last Name	Email Address	Team Colors
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random

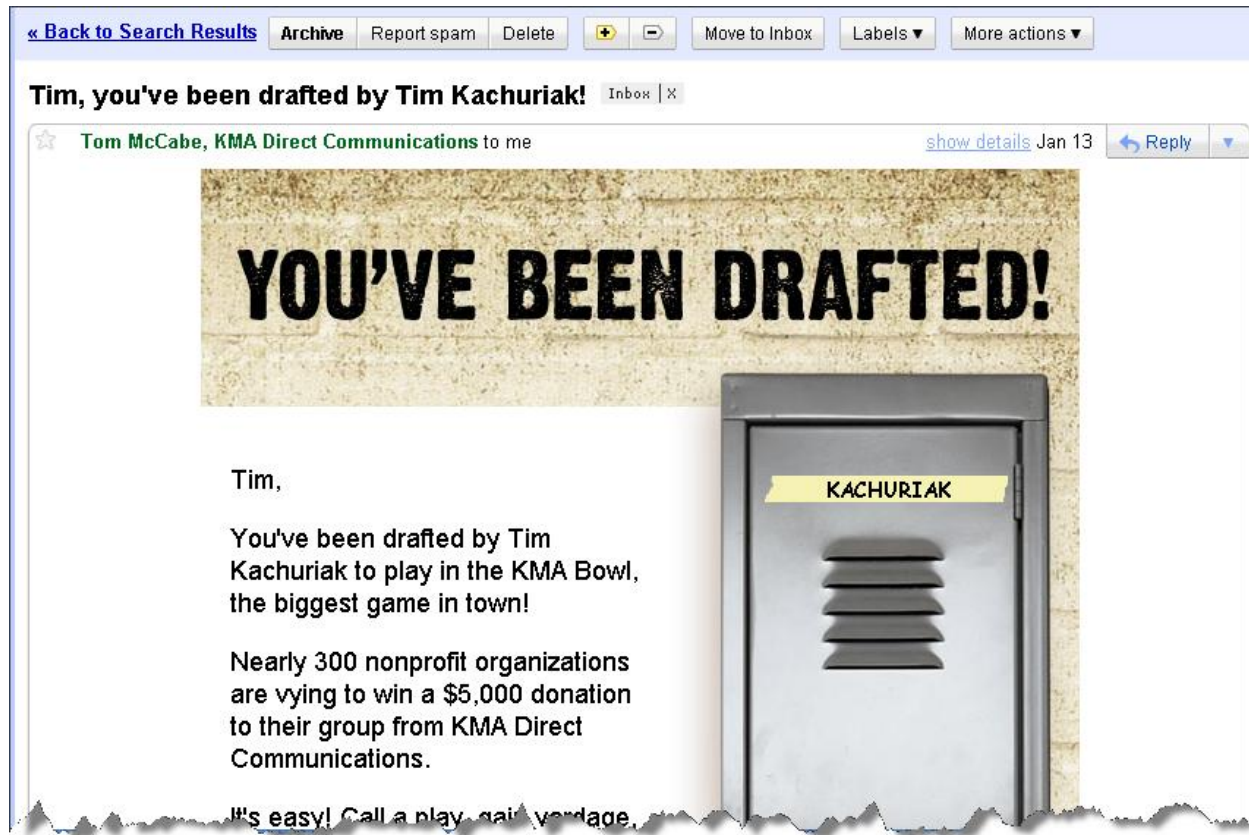
Draft Them!

You can also sign free agent players by sharing the KMA Bowl with your friends via social media:

Draft More Players on Facebook Draft More Players on Twitter Draft More Players on LinkedIn

[Close Window](#)

Personalized Recruitment Email



Real-Time Scoring

participate in the KMA Bowl.

- The team with the most points by midnight, February 6, 2010, Sunday of the Big Game wins a \$5,000 donation to their nonprofit from KMA.
- You may call one play per day.
- When the combined yardage of a team reaches 500 yards, they score a touchdown worth 6 points.
- There's no limit to the number of touchdowns a team can score.
- In addition, the individual player with the most touchdowns wins the MVP award and a free Apple iPad.

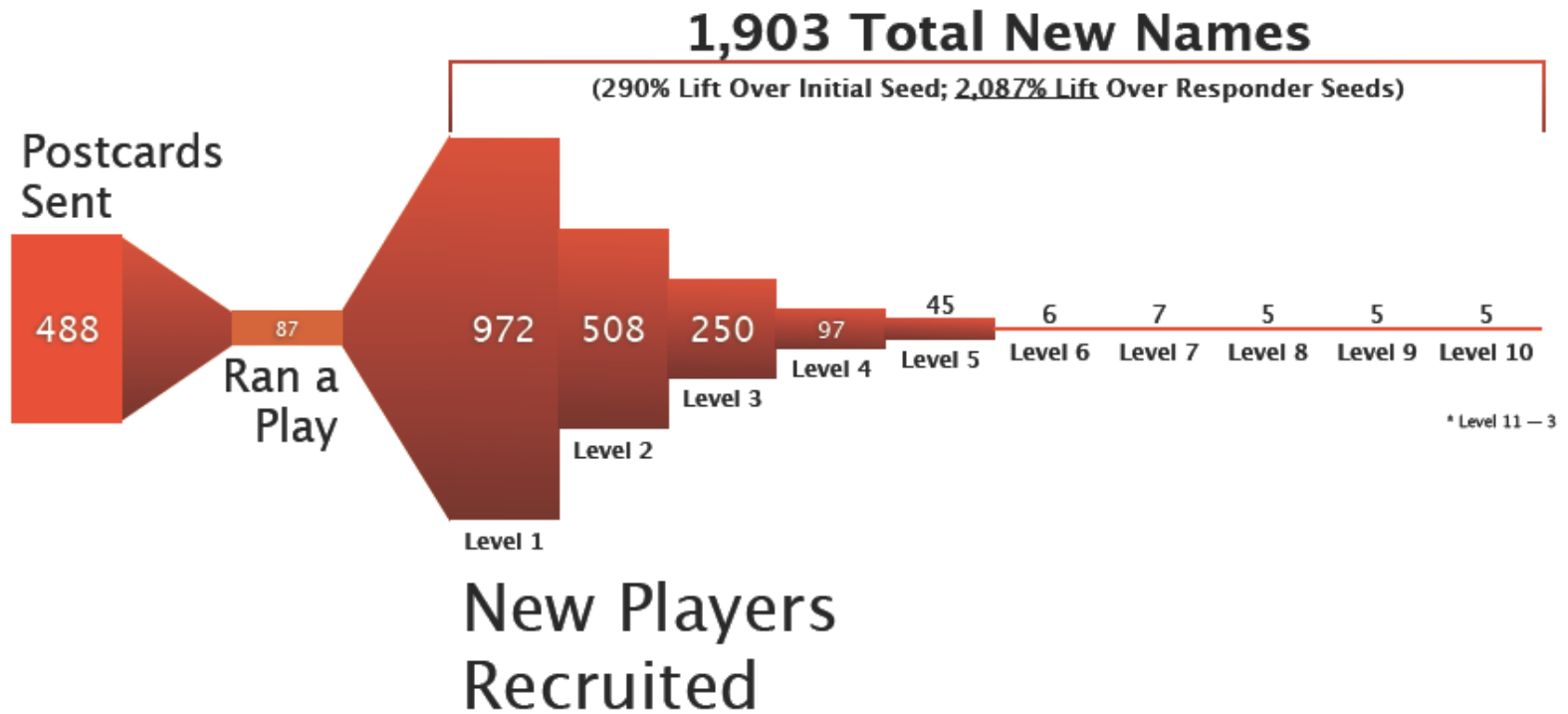
KMA BOWL

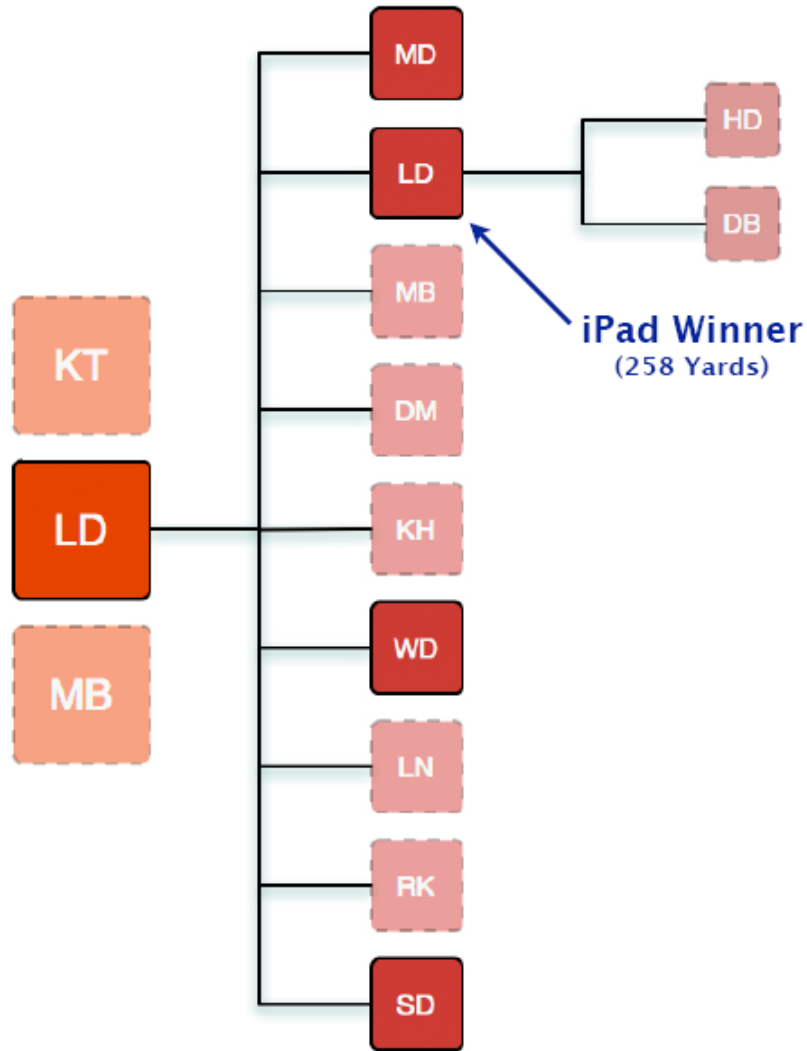
Pos.	Team	Points	Yards
1	Trans World Radio	1092	57
2	Moody Bible Institute	498	11
3	The Heritage Foundation	372	52
4	Love Worth Finding	282	0
5	Wycliffe Bible Translators	258	42
6	The Journey	120	4
7	Dallas Theological Seminary	60	21
8	Family Life	54	50

KACHURIAK
89

Yards Gained

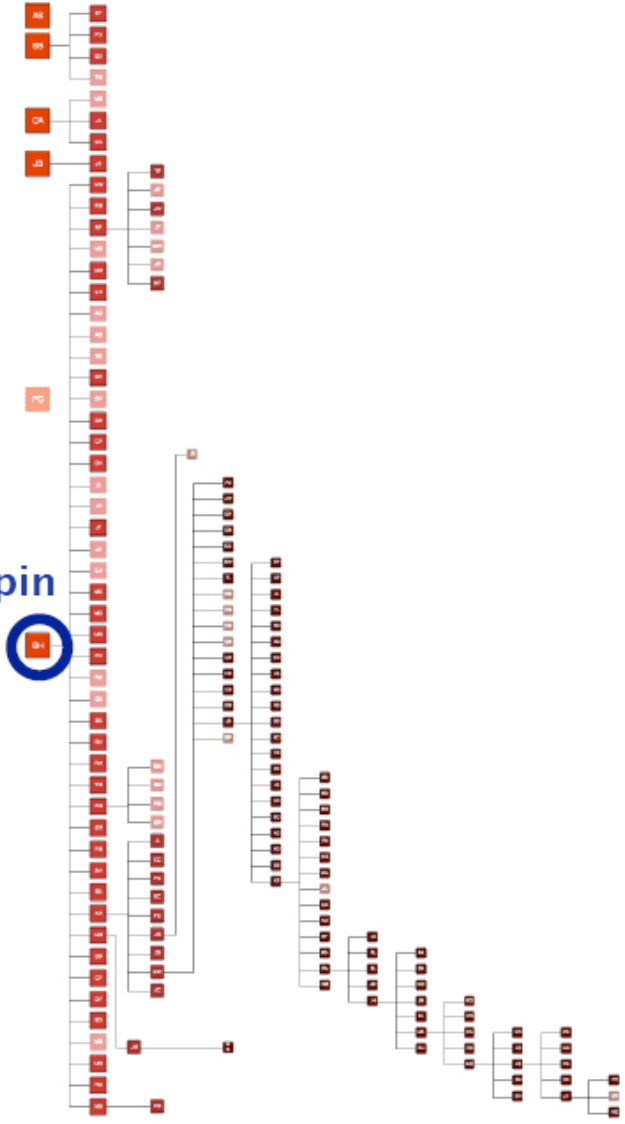
The KMA Bowl: Results





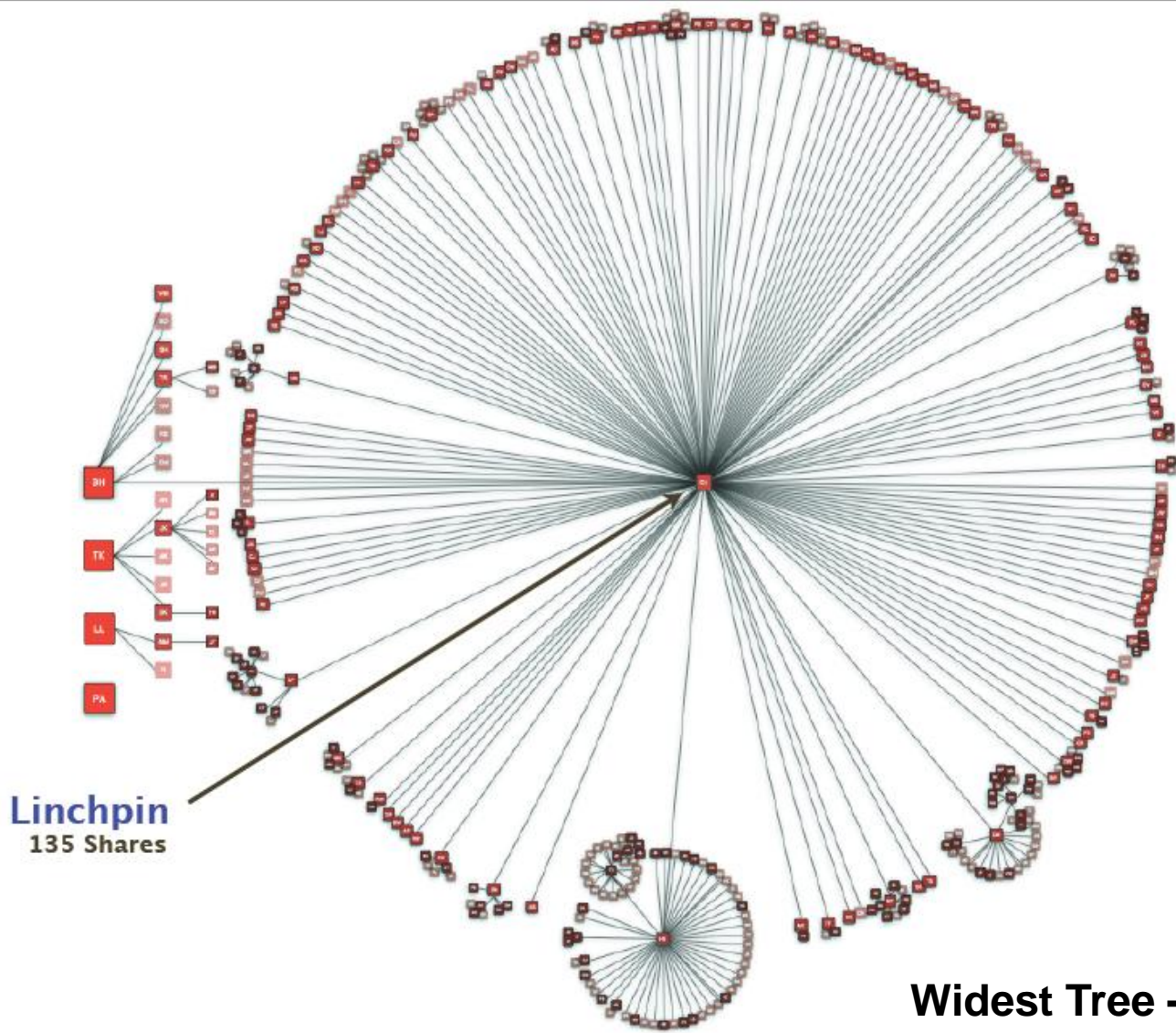
Average Tree – Highest Individual Engagement

Linchpin
44 Shares



Deepest Tree – 12 Degrees





Linchpin
135 Shares

Widest Tree – Winning Team



The KMA Bowl: The Results

- Post Card to PURL – 26% Response Rate
- 87 responses to post card generated 1,903 total new names (2,087% increase in reach)
- Total Effective Direct Mail Response Rate: 213%
- Participants visited PURL an average of 5.2 times
- Email Open Rates: 31% to 53%
- Email Clickthrough Rates: 15% to 39%
- Viral sharing reached 12 degrees (6 more than Kevin Bacon!)

Optimization Methodology

$$me = rv(of + i) - (f + a)$$

me = marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process

Optimization Methodology

$$me = rv(of + i) - (f + a)$$

me = marketing effectiveness index

rv = relevance to the constituent

of = offer value

i = incentive to take action

f = friction elements of the process

a = anxiety elements of the process



INTERNAL RELEVANCE:

- Name Personalization
- Organization
- Favorite Team

EXTERNAL RELEVANCE:

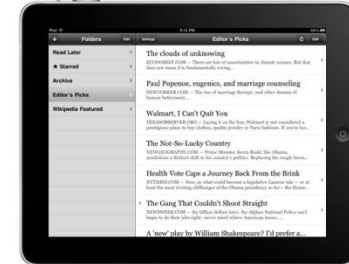
- Super Bowl Week



KMA Direct Communications
Tim Kachuriak
7160 Dallas Parkway
Suite 400
Plano, TX 75024

KMA
A PURSUANT COMPANY

Incentive



Team Incentive:

- Most points wins \$5,000 donation
- The more players, the faster your team racks up points
- Drives users to share with friends and recruit as many players as possible

Individual Incentive:

- Most individual yards wins an iPad 3G
- You can only call one play per day
- Drives users to visit site every day to rack up the most yards as possible

Keys to Success

- Start by defining the ultimate goal
 - KMA Bowl: Generate excitement for new capabilities
- Look to the data to determine relevance
 - Internal Relevance: applied through segmentation
 - External Relevance: applied across segments
- Lead with an idea that is not about you
- Develop incentives to drive the right actions
- Social integration is the key ingredient

Thanks!



Tim Kachuriak

TKachuriak@KMA.com

@DigitalDonor

[linkedin.com/in/TimKachuriak](https://www.linkedin.com/in/TimKachuriak)

DigitalDonor.Blogspot.com