

Maximize Moments that Matter with Awesome Automation

aka

The robots are coming, the robots are coming!



Jessica Bosanko  and Wendy Husman 

MAL WARWICK • DONORDIGITAL

What are we talking about?

Forgetting something... Inbox x

UncommonGoods info@lists.uncommongoods.com via bounceexchange.com to me

Wed, Jan 2, 12:20 PM (1 day ago)

[View in Browser](#)

uncommongoods

gifts kitchen & bar women men

Too good to pass up

Take another look at the items left in your cart before they sell out.

[See My Cart](#)

A screenshot of a travel website interface. At the top, there are navigation tabs for 'HOTELS' and 'New York Jan 14 - Jan 15'. Below this, there are logos for various travel agencies: TripAdvisor, Priceline, Trivago, Expedia, and KAYAK. A 'Compare Cat says:' pop-up window is overlaid on the page, containing the text 'Wait, you're missing deals! Compare before you go.' and a grid of search filters for 'New York', 'JAN 14 - JAN 15', '1 Guest', and '1 Room'. The pop-up includes checkboxes for Expedia, KAYAK, travelocity, and VRBO, along with a prominent red 'Check All Prices' button. The background shows a search results page for 'New York City, New York Hotels' with a list of properties and a '751 properties in New York City' indicator.

A screenshot of a mobile app interface for UncommonGoods. The top navigation bar is dark blue with icons for home, search, and profile. Below the navigation bar, the app displays a sponsored post for UncommonGoods. The post features a large image of a 'Ticket Stub Diary' and a 'Bedside Pocket' with a price tag of '\$14' and '\$20' respectively. The text of the post reads: 'Your items are selling fast. Rescue them from being snatched up by someone else!' Below the image, there are 'Like', 'Comment', and 'Share' buttons. The bottom of the screen shows the standard Android navigation bar.

A screenshot of a mobile app interface for bareMinerals. The top navigation bar is red with icons for home, search, and profile. Below the navigation bar, the app displays a promotional message for a birthday. The text reads: '(And we think you're ooina to love it) | FREE SHIPPING over \$50+ | View in Browser'. Below this, there is a 'fab' logo and the text 'bareMinerals MY PURCHASES & GIFTS FAB MEMBER# 4100210'. The main content area features a large image of a 'HAVE A FABULOUS BIRTHDAY' card with a 'SHOP NOW' button. Below the card, there is a 'SHOP ALL' button. The bottom of the screen shows the standard Android navigation bar.

What are we talking about?

Using automated messaging to:

- + deepen relationships with supporters
- + keep subscribers from going inactive
- + recruit donors & sustainers, upgrade & renew donors, and recapture lapsed sustainers
- + what's working in the world of welcome messaging and automated onboarding



Mal Warwick Donordigital

- + Integrated, multi-channel **strategy**
- + High-level and granular **analysis**
- + Copywriting & design **creative**
- + **Production management** services
- + Telemarketing **strategy & management**
- + **Mobile** fundraising and advocacy
- + Digital **strategy, creative & implementation**







S O C I A L S H A R E G E N E R A T O R



S T A T I S T I C A L C A L C U L A T O R

www.MWDagency.com

A

Number of contacts: 5867

Gifts received: 562

Response Rate: 9.58%

B

Number of contacts: 5867

Gifts received: 373

Response Rate: 6.36%

CALCULATE

TEST RESULTS

Confidence Level for this test: 99%

Image Location

Post Title

URL to share

Post Content

GET CODE





Online Fundraising + Advocacy



Earned Media



Social Media



Digital Advertising



Campaign Evaluation + Strategy



Integrated Advocacy Campaigns



Analytics + Optimization



Messaging + Identity

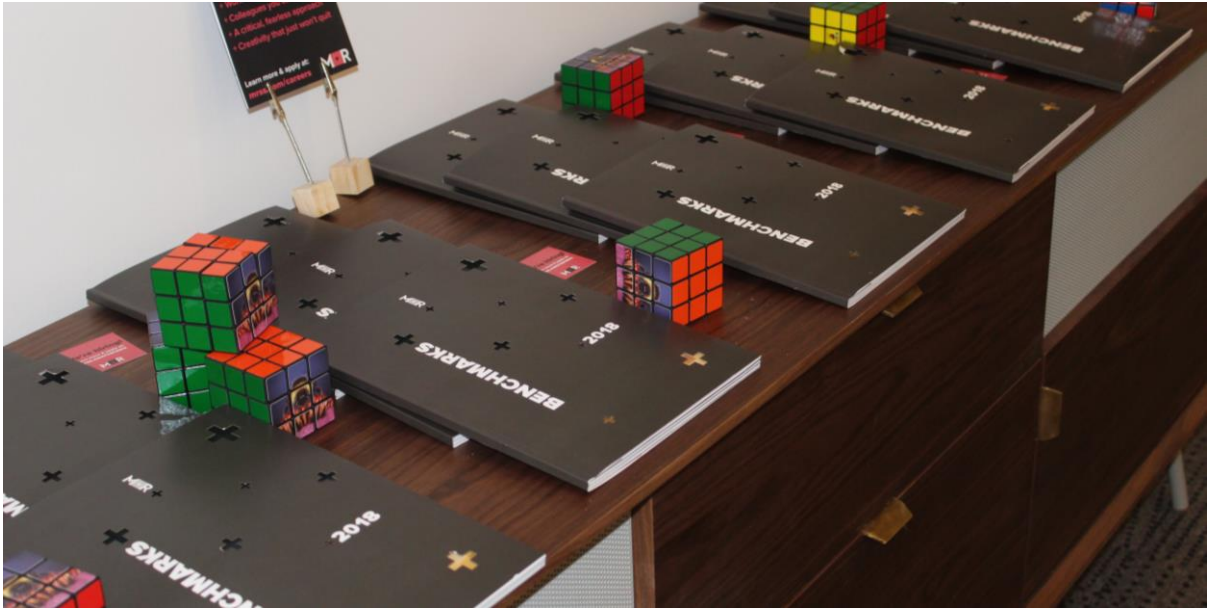


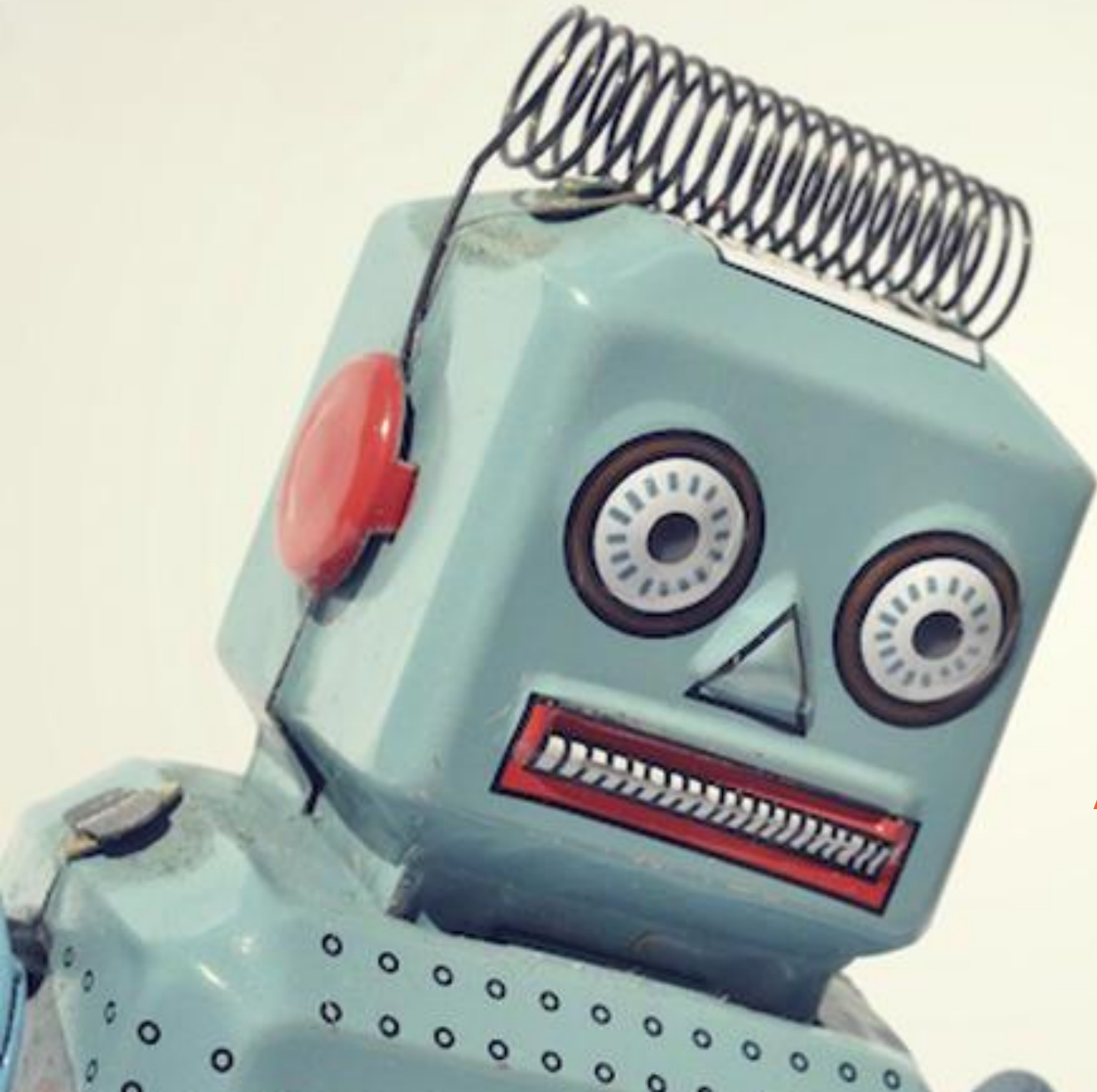




Benchmarks

- + Working on our 13th Study!
- + SO MUCH DATA. And pretty charts. And jokes.
- + Last year, we analyzed data from over 150 nonprofits.
- + MrBenchmarks.com





Appeals

Show me the \$\$!



Autorenewals

56%

of people who submitted the form set their membership to autorenew.



LEAGUE OF CONSERVATION VOTERS

RENEW YOUR ANNUAL LCV MEMBERSHIP

2014 is already shaping up to be a pivotal year for the environment. Keystone XL. Historic EPA limits on carbon pollution. Clean energy standards in states across the country. They're all at stake -- and only a huge push from the environmental movement will force the dirty energy industry to back down.

To do it, we need to build a bigger LCV membership than we've ever seen before. Even better -- if you renew your annual membership now, any donation you make for the rest of 2014 will also be automatically matched!



Please set my LCV membership to automatically renew each year.

Your card will be automatically processed on today's date each subsequent year.

Select Gift Amount*

\$500

\$250

\$100

\$75

\$50

\$35

Other

Credit Card Type:    

Contributions to LCV are not tax-deductible. Contributions may be used for political purposes such as supporting or opposing Federal candidates.

DONATE »



Automatic reminder & upgrade



Dear Billie,

I'm writing today for a few reasons.

First, I'd like to wish you a Happy New Year, and thank you for your ongoing commitment to science and the mission of the Union of Concerned Scientists.

I'm also writing to remind you that your automatic annual membership gift is set to renew soon.

When you renewed your membership last February, you opted to have your renewal gift of \$100.00 process on the same date again this year. That date is February 2.

Since you're an autorenewing member, we won't be sending you appeals this February. But that doesn't mean we still couldn't use your increased support.

With Congress still controlled by anti-science ideologues and energy companies like ExxonMobil continuing to fund climate-denying "experts," we have to work harder than ever to make progress on global warming, dirty energy, chemical hazards, and other threats we face.

Do nothing, and \$125.00 will be charged on February 27.

But if you can boost your support, click one of the links below, and we'll process your new annual membership gift accordingly.

[Automatically boost my membership by \\$30 >>](#)

[Automatically boost my membership by \\$20 >>](#)

[Automatically boost my membership by \\$10 >>](#)

Automatic annual membership is a great way to help defend science and fight for policies that tackle the great challenge of our time: global warming. And boosting your membership

**Include upgrade ask in reminders!*

reminder

upgrade ask

1 - 2% upgrade response rate & few cancellations



Automatic notice for failed payments

**Union of
Concerned Scientists**
Science for a healthy planet and safer world

Dear Mitchell,

As an autorenewing member of UCS, you've generously opted to have an annual membership gift of \$50 processed each year on the same date. Earlier this month, we tried to process your 2018 membership gift, but unfortunately the card was declined.

[You can still renew your membership for 2018—just enter your updated information here and we'll process your renewal immediately.](#)

With anti-science politicians in Washington attacking our longstanding environmental safeguards, **we need you with us to fight back.**

As a UCS member, you'll be standing with hundreds of thousands of citizens, scientists, and policymakers who are helping advance science-based solutions for a healthy, safe, and sustainable future.

[Please, renew your membership today.](#)

Thank you for your support.

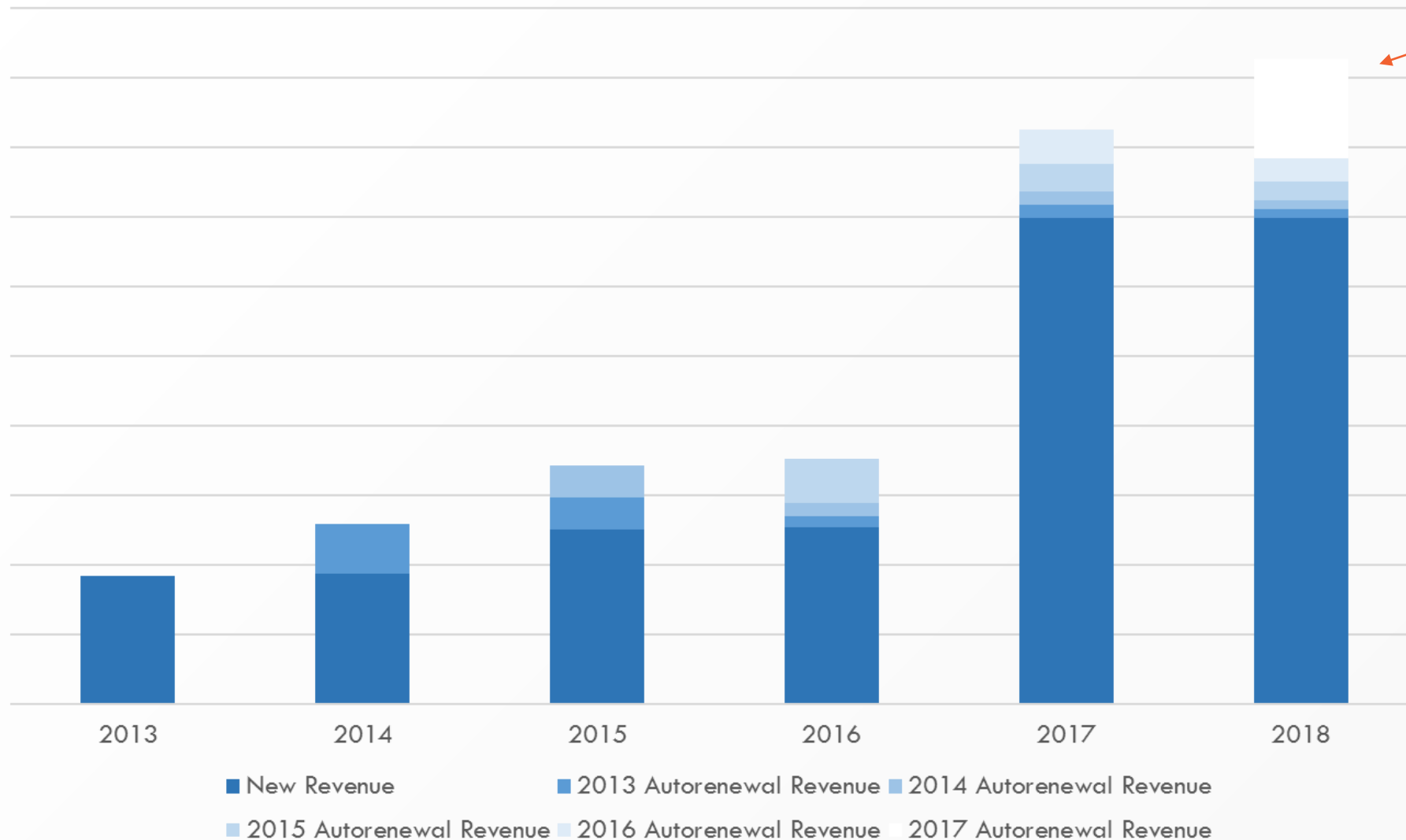
Sincerely,

John Mace
Membership Director
Union of Concerned Scientists



And the results...

In 2018, we got \$\$\$ going all the way back to 2013





Recent Action Taker Appeals

You took action— now **TRIPLE** your gift



Dear Diego,

Thank you for taking action for animals who are being tormented in laboratories. Because you're a compassionate person, I wanted to share with you an exciting opportunity to do even more to help suffering animals:

For the next 24 hours, your gift to PETA's Animals Out (of the Labs) Challenge will be MATCHED \$2-for-\$1, meaning that you have the chance to make TRIPLE the impact for rabbits confined to filth-encrusted cages ... golden retrievers held alone in barren metal cells ... and so many other sensitive animals condemned to cruel, painful experiments.

Will you power PETA's work to expose—and stop—the cruelty taking place every day in the name of so-called "science"? Make your gift right now, and it'll be matched \$2 for every \$1—and we'll send you a free sticker to say thanks!

Powered by caring donors, we're preventing more animals from suffering in laboratories by doing the following:

- We're running high-profile campaigns to **push for the closure of laboratories** like the one at Texas A&M University, where golden retrievers and other dogs are

Thank you for taking action for animals. Will you take the next step and TRIPLE your impact to help even more animals in need?



I AM NOT LAB EQUIPMENT
PETA

Donate to PETA's Animals Out (of the Labs) Matching-Gift Challenge and your gift will be matched \$2 for every \$1—plus, you'll get a free sticker!



Triggered monthly ask to recent one-time donors



PARKS FOR ALL FOREVER™

Make a Monthly Gift



Become a monthly donor and help us grow all year long

Dear Donor,

Thank you again for donating to the Parks Conservancy! As a member, you help us to protect wildlife and ecosystems, preserve recreational opportunities, and introduce young people to nature. Thank you, Donor!

Did you know that you can become a monthly "Golden Gate Keeper" member and help the parks even more? Monthly donations provide a consistent, reliable source of support to help sustain the Conservancy's year-round projects, programs, and park improvements.

#RedwoodRangers do it monthly! Inbox x



Michael Kawalek, Sempervirens Fund <redwoods@semper... Thu, Nov 8, 2018, 8:07 AM to Wendy



Getting to Know you





Welcome Series Messages

- + The most engaged, curious and interested someone will ever be
 - + Important opportunity to improve email engagement and deliverability to the inbox
- + You can put people into tracks based on interests and behavior

Simple welcome series



Watch the Video



Welcome, Wendy! We're so glad you're here.

Dear Wendy,

Thanks for joining our online community at Project HOPE.

With your support, we save and transform lives around the world by equipping health care professionals with medicines, supplies and training to help sick and injured people, wherever the need is greatest.

We're glad to have the chance to stay connected with you! We'll share stories of lives saved and transformed, blog posts from our team in the field, and more.

Will you take a moment to learn more about our lifesaving work around the world?

For 60 years,
Project HOPE has empowered local health workers worldwide to save and transform countless lives.

Learn more and get involved!

Watch the Video

As you can see, your support for Project HOPE helps save lives in developing countries around the world.

Welcome

to Project Hope's online community.

We're excited to share this news about our work from around the world.



Earthquake and Tsunami in Indonesia

A powerful 7.5 magnitude earthquake and a tsunami struck Indonesia on



MAKE A MONTHLY GIFT

Are you ready to help, Wendy?



Dear Wendy,

Thanks again for joining our Project HOPE community!

Did you know you can make a lifesaving difference every day?

Project HOPE teams are at work in more than 25 countries, responding to crises, helping people overcome diseases, and empowering health care workers with the training and tools they need to save more lives.

How do we do it? We rely on a special, generous group of HOPE Lifters who make a donation every month. Wendy, will you become a HOPE Lifter today?

Join HOPE Lifters!
Our community of monthly donors play a crucial role in the lifesaving mission of Project HOPE.

MAKE A MONTHLY GIFT

Your monthly HOPE Lifters gift will send HOPE and healing to people who are

How the vegan sausage is made in Convio

Query

Query List Query Info **Query Builder** Results

MWD: Welcome Series #1

Query Details

Field Type: Additional Information Field: 2013_gift_amount Add Field Clause

Add Group Clause

Add an Interaction

System Creation Time equals 1 day or days prior to today
AND System Active Detail not equal to Removed by Administrator
AND (not a member of 'MWD: 2018 MyPoints and Swagbucks for Recurring WS' group
AND not a member of '2018_11_Care2 delivery #1' group
AND not a member of '2018_11_Care2 delivery #2' group
AND not a member of '2018_11_Care2 delivery #3' group

Change

Remove

Groups

User Group List **Group Information** Members

MWD: Welcome Series #1

Name: MWD: Welcome Series #1

Description: Organic welcome series for donors and nondonors, created November 2018. Manually suppress MyPoints, Care2, E-append.

Created Nov 15, 2018 3:26:46 PM

Date Modified Nov 15, 2018 3:29:04 PM

Last Built At Jan 3, 2019 4:04:52 PM

Security Mode: Not a Security Group

Security Category: Administrators only

*Group Type: Email Audience

Enter new type

Associated Query Information

Periodically rebuild group membership?

Once per Day

Once per Week

Once per Month

Once per Year

Edit Query

Rebuild Group

Group Summary

Group ID: 82941 Last Update At: Jan 3, 2019 4:35:21 PM

The number of users in this group: 8

MWD: Welcome Series #1

Edit Copy Run Use Query Rebuild Group

MWD: Welcome Series #1

Organic welcome series for donors and nondonors, created November 2018

MWD: Welcome Series #2

Edit Copy Run Use Query Rebuild Group

MWD: Welcome Series #2

Organic welcome series for donors and nondonors, created November 2018

Campaigns > 2018_11_Welcome Series: Recurring Deliveries

Related Actions

- Send a message
- Setup a Recurring Delivery
- Run an A/B Test
- Refresh this page

This is a list of all Email Deliveries for this Campaign.

Delivery List Recurring Delivery List

Records 1 - 7 of 7 First Previous Next Last

Q Search Show All Page 1 of 1 To Page

Delivery	Actions	Status	Next Delivery	Expiration
2018_Welcome #2 - Organic Number Sent 0	Review Cancel	Active	Jan 3, 2019 4:55:28 PM	11/20/2019
2018_Welcome #2 - Organic Number Sent 0	Review Cancel	Active	Jan 3, 2019 4:40:49 PM	11/16/2019
2018_11_Welcome Series #1 - MyPoints Number Sent 0	Review Cancel	Active	Jan 3, 2019 4:35:50 PM	11/20/2019
2018_11_Welcome Series #1 - Organic Number Sent 0	Review Cancel	Active	Jan 3, 2019 4:35:04 PM	11/16/2019
2018_11_Welcome Series #3 - Organic Number Sent 0	Review Cancel	Active	Jan 3, 2019 2:35:28 PM	11/21/2019
2018_11_Welcome Series #3 - MyPoints Number Sent 0	Review Cancel	Active	Jan 3, 2019 2:15:24 PM	11/21/2019

Organic welcome series for donors and nondonors, created November 2018

Everyone currently in the welcome series (11 day suppression)



General welcome series in EveryAction



WS001 - General Welcome ACTIVE

Series Details

Series Name *

WS001 - General Welcome

Description

General Welcome Series - Updated 2018.10

Start Date

Oct 16, 2018 5:48 PM

Updated by Ann Blanchard

Oct 16, 2018 2:48 PM

Series Audience

New Members

To adjust your audience, make changes to your Recipient settings in 18AE001 -

Emails in Series

18AE001 - Welcome Series #1 - General 18.10 1st
WELCOME SERIES - GENERAL - JUNE 2017

Delay 2 to 4 Days

18AE001 - Welcome Series #2 - General 18.10 2nd

Delay 2 to 6 Days

18AE001 - Welcome Series #3 - General 18.10 3rd

+ Add New Email to Series

Cancel

End Series

Pause Series

Tracking your welcome series



PARKS FOR ALL FOREVER™

Sign-up to Volunteer!



Help Grow Our National Parks

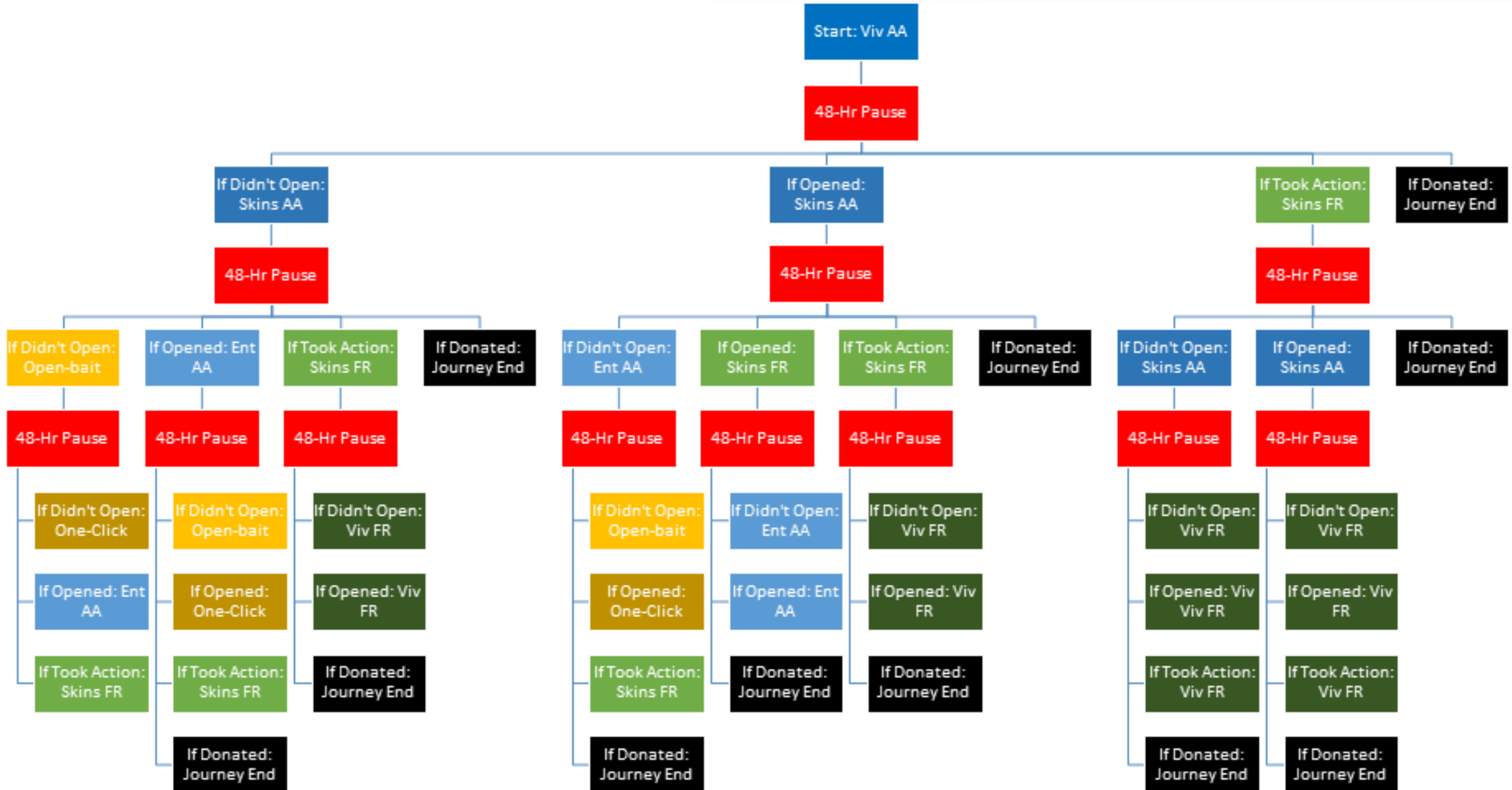
Dear Donor,

Thanks for pledging to Take A Hike via The Nation recently. I hope you got to get outdoors to take that hike! As a passionate park supporter, you know that the Golden Gate National Parks give us so much. Now, we'd love your help in giving our parks some TLC.

Lend a hand and give volunteering in your national parks next door a try! Grow native plants, restore habitat, maintain trails and landscapes, clean beaches,

DD_2017 Fall_Grist Welcome 1	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Grist Welcome 1 ↻	Joined through Grist for Welcome Series
DD_2017 Fall_Grist Welcome 2	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Grist Welcome 2 ↻	Joined through Grist for Welcome Series
DD_2017 Fall_Grist Welcome 3	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Grist Welcome 3 ↻	Joined through Grist for Welcome Series
DD_2017 Fall_Mojo Welcome 1	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Mojo Welcome 1 ↻	Joined through Mother Jones for Welcome Series
DD_2017 Fall_Mojo Welcome 2	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Mojo Welcome 2 ↻	Joined through Mother Jones for Welcome Series
DD_2017 Fall_Mojo Welcome 3	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_Mojo Welcome 3 ↻	Joined through Mother Jones for Welcome Series
DD_2017 Fall_TheNation Welcome 1	Edit Copy Run Use Query Rebuild Group	DD_2017 Fall_TheNation Welcome 1 ↻	Joined through The Nation for Welcome Series

Welcome series: PETA style



The PETA welcome treatment



Dear {salutation~Salutation or Friend},

Spaying and neutering prevents puppies and kittens from being abandoned to survive on the streets or from flooding animal shelters that are already bursting at the seams with animals who need a loving home.

Providing free and low-cost spay/neuter surgeries is a big part of PETA's commitment to stopping and preventing animal suffering—but do you have any idea how many animals we can save from being born into homelessness and abuse by performing just one surgery? (The answer may surprise you.)

A single unaltered female cat and her offspring can produce *how many kittens* in seven years?

800

120,000

370,000

Joe, Fifi, and Lisa Marie have lived through terrible suffering and exploitation—and they now have a better life, thanks to PETA's work.

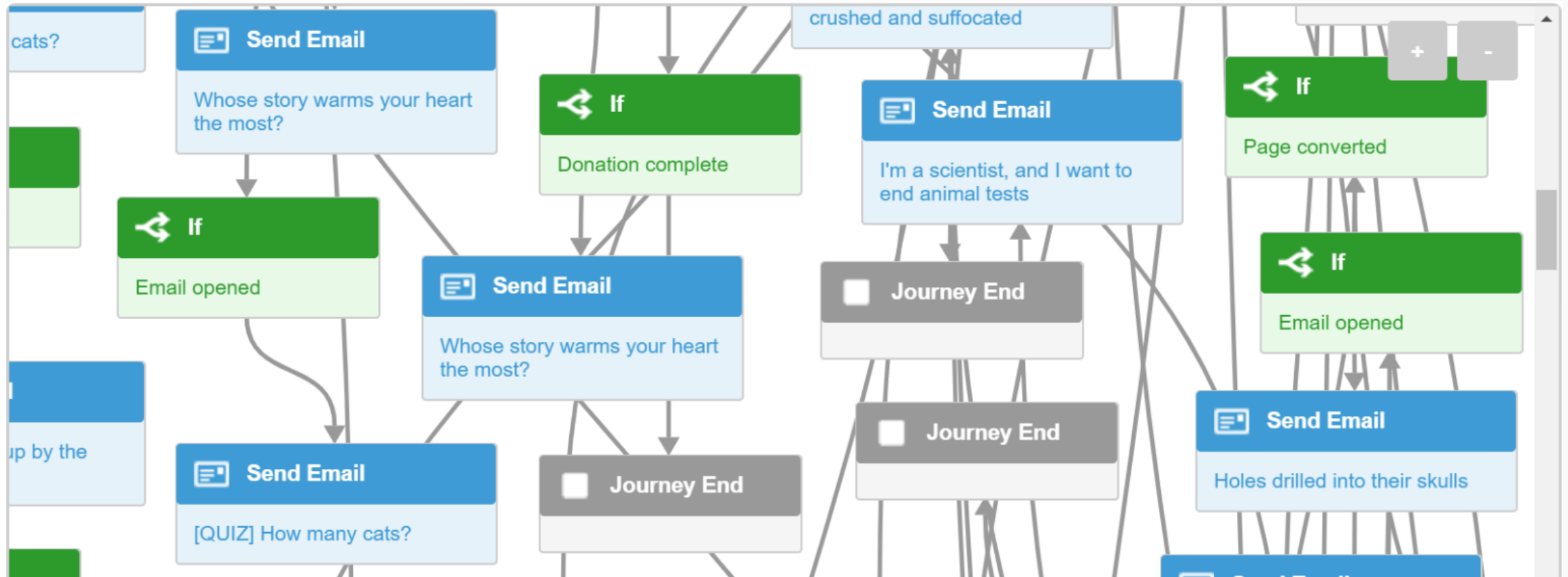
Which story warms your heart the most? Click on the photo to cast your vote:



[Joe the chimpanzee](#) was kept in solitary confinement for nearly two decades, stuck behind double layers of chain-link fence and forced to endure the stares of tourists who sometimes threw peanuts at him. When the U.S. Fish and Wildlife Service closed a loophole in the Endangered Species Act, PETA filed a lawsuit against the roadside zoo where Joe was held in isolation, offering to secure a place for him at an accredited sanctuary and arrange his transport and veterinary care. The facility finally relinquished him, and today, he can climb, play to his heart's content, and enjoy the companionship of other chimpanzees.



Welcome series





Monthly Giving

Make it monthly



Ongoing Appreciation



Dear Rachael,

Your monthly recipe courtesy of Pampered Chef is here. It's just one small way we can say thanks to valued members of our Hunger Council like you.

We hope you'll enjoy this month's delicious recipe for **Autumn Vegetable Orzo Bake!**



Rachael, your monthly gift goes a long way to help ensure that families who can't get enough to eat can always come to a food bank in the Feeding America nationwide network for relief. Hunger Council members like yourself help us keep those shelves stocked with nutritious and much-needed food for people in need.

We are truly grateful for your continued support. Enjoy your new recipe.



Don't let them slip away!



Dear Emily,

Thank you for being a Partner In Mercy. As part of this extraordinary community, you make a difference for children and families struggling to survive poverty, conflict and disaster.

I'm reaching out today because **your credit card is about to expire** and we won't be able to process your next month's gift of \$150.00.

Updating is easy! Please take a moment to update your credit card online or switch to convenient, hassle-free automatic monthly transfers from your checking account.

[To receive the benefits below, click here to switch to automatic transfers today >](#)

- **Worry-free support:** You'll never have to update your credit card information when it changes or expires.
- **Your monthly gifts have a bigger impact:** Because automatic transfers reduce processing costs by \$17.52 every year, you'll help provide clean water to 29 more refugee families.
- **Convenient and flexible for you:** Switching to electronic transfers is just as flexible as making your gift by credit card. Your monthly gifts will process securely and automatically, and you can still change or cancel at any time.

—or—

[Click here to update your credit card information >](#)

If your card hasn't changed, you can also reply to this email with the updated expiration date and we will update your information for you. If you prefer to update your information by phone, call us toll-free at [\(888\) 842-0842](tel:888-842-0842). **Please do not email your credit card number.**



Getting them back!



Dear John,

Thank you so much for your monthly commitment to AARP Foundation. Your regular support helps us reach struggling seniors who are dealing with issues of hunger, housing, income, and isolation.

Unfortunately, we were unable to process your gift this month. It could be because your credit card expired or has a new expiration date, or you recently reported your card lost or stolen.

To continue supporting AARP Foundation, [please visit our website](#) to sign up for a new monthly gift. If you have any questions, you can call us toll-free at 1-800-775-6776, Mon - Fri from 9-5pm ET.

Thanks for continuing to support AARP Foundation -- it's because of generous people like you that we're able to keep our life-changing programs going month after month. I hope we can continue to count on you in the months ahead.

Warm regards,



Lisa Marsh Ryerson
President, AARP Foundation

Recaptured nearly
20% of sustainers
that lapsed

Triggered re-capture for sustainers

Having problems seeing this message? [View in your browser](#)
[Share this message with a friend](#)



Dear Donor,

Please come back!

We haven't processed your monthly gift in a long time. A lot has changed in the past few months, but if you update your gift now, we can get you caught up in no time.

[Please update your monthly gift on our secure website.](#) Or give me a call at 202.649.4352 and I will take care of it for you.

Thank you for all you have done to support No Kid Hungry. I hope that we can count on your monthly support again.



Best,

Deborah Heller
Donor Relations Associate
Share Our Strength

NOKIDHUNGRY

©Share Our Strength, 1030 15th Street, NW, Suite 1100 W, Washington DC 20005
Web site: www.NoKidHungry.org
Email: contactus@strength.org
To unsubscribe: [unsubscribe](#)



Dear Christina,

Thank you for being a sustaining supporter of Polaris as a North Star Guide.

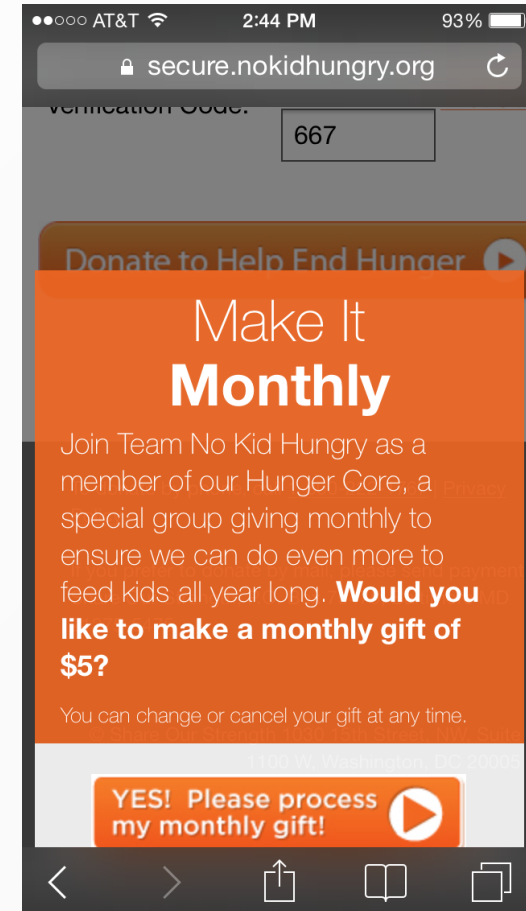
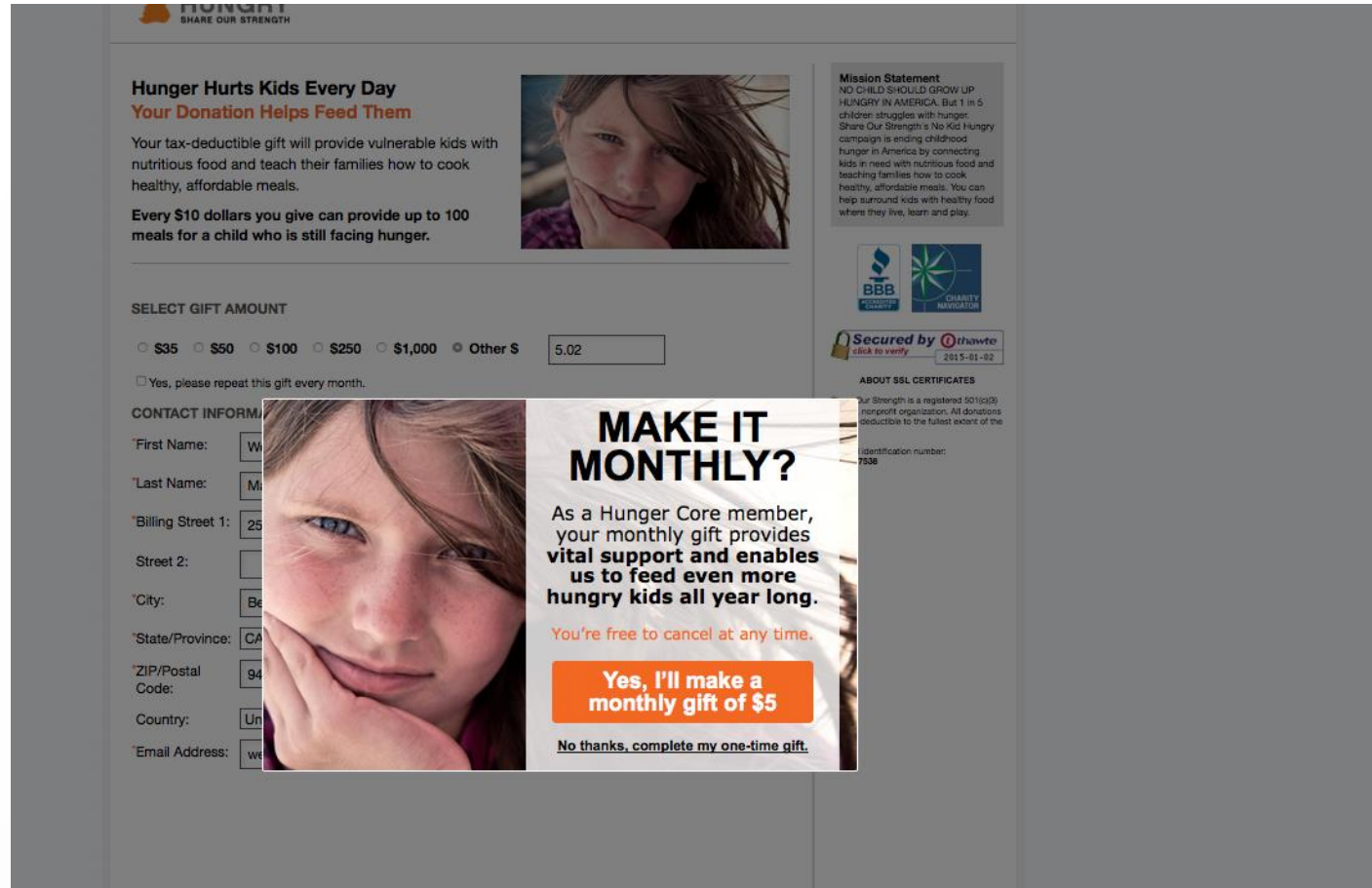
Your recent monthly donation failed. It appears we need to update the payment information we have on file.

For your convenience, we have provided three ways for you to help us correct our records:

- By emailing the Polaris coordinator at giving@polarisproject.org
- By calling Donor Services at 1-202-790-6348
- **[By starting a new recurring donation on our secure web page](#)**

Polaris is making strides in the fight to end modern slavery through

Donation page upsell lightbox

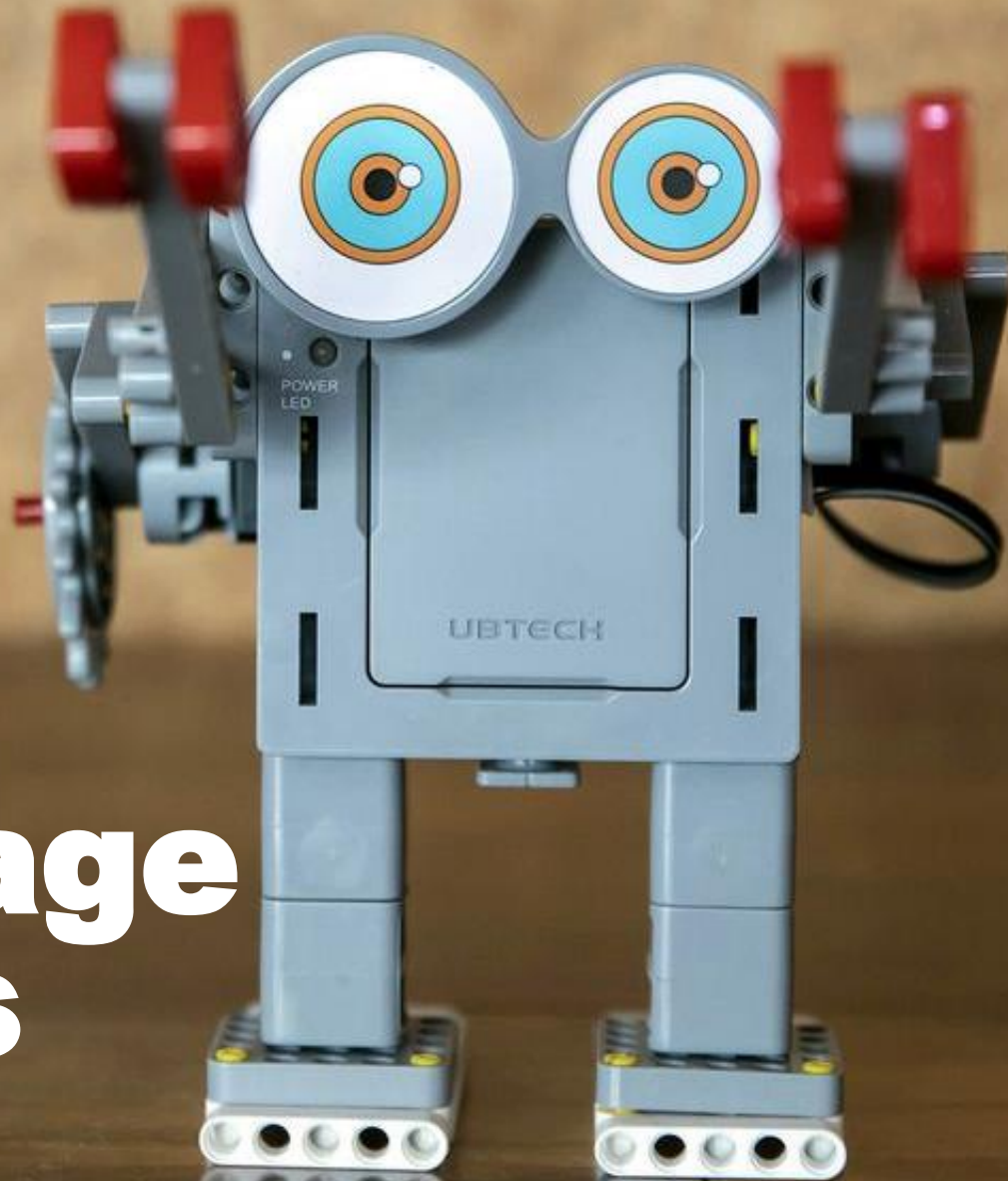


Donation page upsell lightbox

The screenshot shows a donation page for the Golden Gate National Parks Conservancy. A lightbox is overlaid on the page, featuring a background image of a wooden boardwalk along a beach. The lightbox contains the following text and elements:

- Logo:** GOLDEN GATE NATIONAL PARKS CONSERVANCY
- Image:** A circular inset showing a blue and white Lands End scarf.
- Text:** THANKS FOR RENEWING! WILL YOU MAKE YOUR ADDITIONAL YEAR-END GIFT TODAY?
- Text:** If you are able to make an additional year-end gift of \$125 or more, we'll send you a cozy Lands End scarf!
- Button:** YES! PROCESS MY \$125 YEAR END DONATION AS WELL AS MY MEMBER RENEWAL
- Text:** No thanks, please only process my renewal.

Below the lightbox, the page shows a "Gift Information" section with two tabs: "One-time gift" and "Monthly gift". Under the "One-time gift" tab, there are four buttons for donation amounts: \$35, \$60, \$125, and \$250. There is also an "other" button.



Donation Page Abandoners

Don't abandon me



Donation form abandoners

NATIONAL DOMESTIC WORKERS ALLIANCE

Building power, voice, and dignity for domestic workers

\$10	\$25	\$50	\$100	
\$200	\$500	\$1000	\$2000	\$ Other

Make This Recurring

Weekly

CONTRIBUTIONS WILL GO TO | National Domestic Workers Alliance

Saved your payment information with Action Network? [Log in now.](#)

First Name *

Last Name *

Email *

Billing Address *



Domestic workers make all other work possible, but they don't receive the respect they deserve. Donate now to support the [National Domestic Workers Alliance's](#) innovative programming for a low-wage worker movement led by women of color.

From: <info@actblue.com>

Date: Thu, Oct 25, 2018 at 11:50 AM

Subject: [ActBlue] We noticed you didn't finish your donation

To: <jgang+remarketing@mrss.com>

Hi!

We noticed that you started to make a contribution to The National Domestic Workers Alliance, but didn't complete it.

They're counting on donors like you to power their campaign. Will you finish making your donation?

Finish Your Donation

1.5% increase in overall # of gifts

Close the deal

Golden Gate National Parks Conservancy

Ready to finish your donation? Your year-end tax-deductible gift will help protect and preserve parklands!

We're Counting On You!
Help save the parklands you love

Complete Your Donation
Help save the parklands you love

Help Save Parklands
Help save the parklands you love

Donate now
Help save the parklands you love

Close the deal



Donate Today →



Help kids grow up stronger and reach their full potential and promise.

Donate Today →

Your previous interest in supporting Children's National shows that you care about the health of our community's children. By taking a moment to complete your online gift today, you can help save not just lives—but lifetimes.

At Children's National, we understand that an essential part of treating kids is helping them realize their full potential and promise. Will you help us ensure that every child can receive the world-class care they need to grow up stronger and enjoy longer, healthier lifetimes?

You are so close – please visit [ChildrensNational.org/donate](https://www.childrensnational.org/donate) and complete the online giving form today!



DeAnn Marshall
DeAnn Marshall, MHA
President, Children's Hospital Foundation
Children's National Health System



Million-Dollar CHALLENGE

MAKE TWICE THE
DIFFERENCE FOR ANIMALS

Dear [First Name],

We noticed you were thinking about donating to Mercy For Animals but didn't have a chance to complete your Million-Dollar Challenge gift.

Thankfully, it's not too late! When you make a donation right now, **your gift will be matched dollar for dollar up to \$1,000,000.**

That means your gift will go TWICE as far toward ending the suffering of helpless animals. The 2018 Million-Dollar Challenge ends December 31, so don't delay—**make a generous donation today!**

If you need assistance, please email me at MarissaV@MercyForAnimals.org. I'd also be happy to help you by phone. I can be reached at 866-632-6446, option 5. Thank you, [First Name]!



Sincerely,

Marissa Valladolid
Campaigns Manager

MAKE TWICE THE
DIFFERENCE FOR ANIMALS

Close the deal

Settings: 2018 Year-End Appeal Message #2 + Cart Abandonment - MAIN

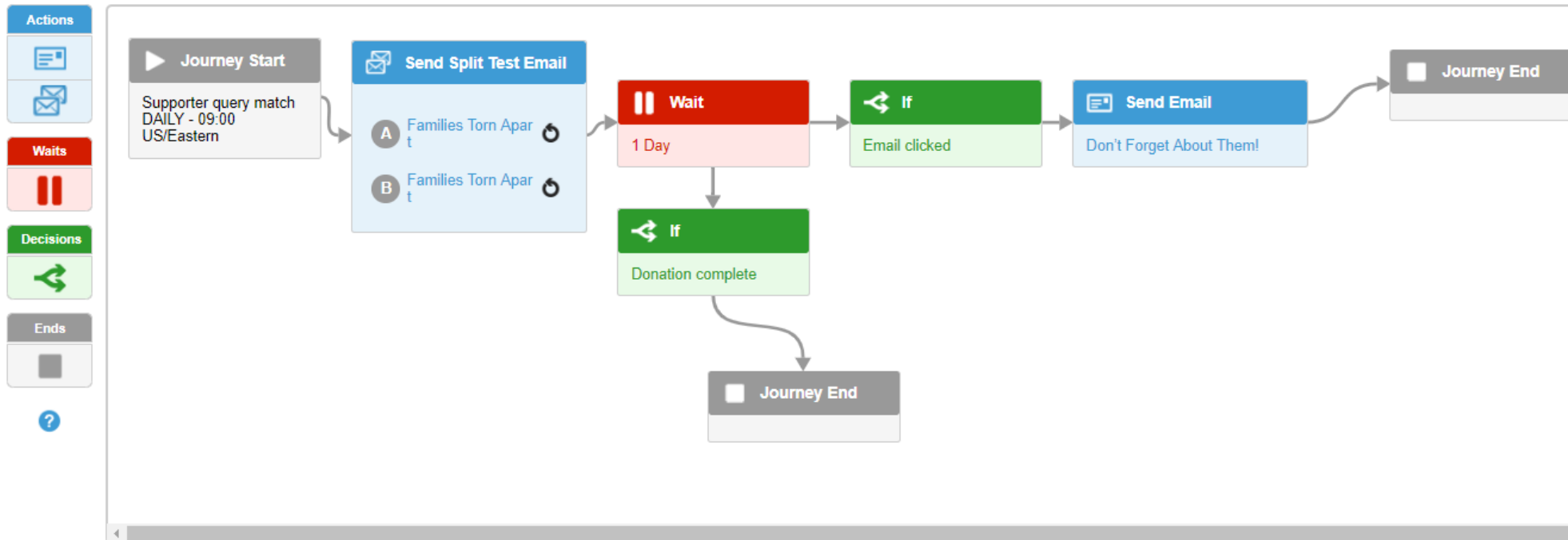
Summary:

Type: General
Object: Send a series of emails
Activation date: 11/11/2018 13:26 pm
Applies to: People who match the query now and also people that will match the query into the future.
[Show query information](#)

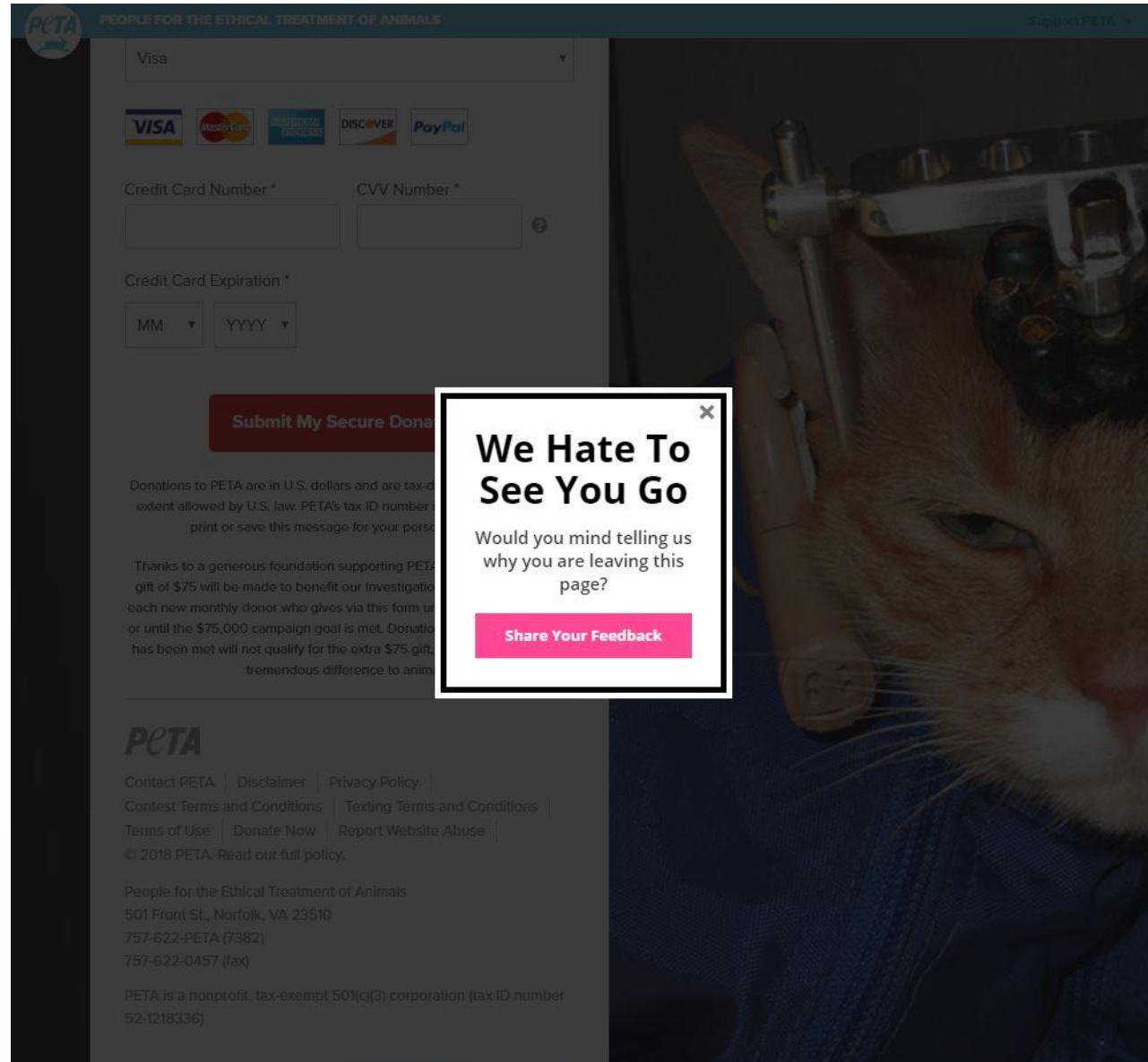
Quick Stats:

Journey Starts:	207477	Actions:	304
Avg. Open Rate:	13.54%	Donations:	\$216
Avg. Click Rate:	3.55%		

[View full stats](#)



Close the deal



The image shows a screenshot of the PETA website's donation page. The page is partially obscured by a dark overlay featuring a close-up of a cat's face with a surgical instrument on its head. A white feedback popup is centered on the screen, containing the text 'We Hate To See You Go' and a 'Share Your Feedback' button. The background page shows a 'Submit My Secure Donation' button and various payment options like Visa, Mastercard, American Express, Discover, and PayPal. Below the button, there are fields for 'Credit Card Number *', 'CVV Number *', and 'Credit Card Expiration *'. At the bottom of the page, there is a footer with the PETA logo, contact information, and a copyright notice for 2018.

We Hate To See You Go

Would you mind telling us why you are leaving this page?

[Share Your Feedback](#)

PETA

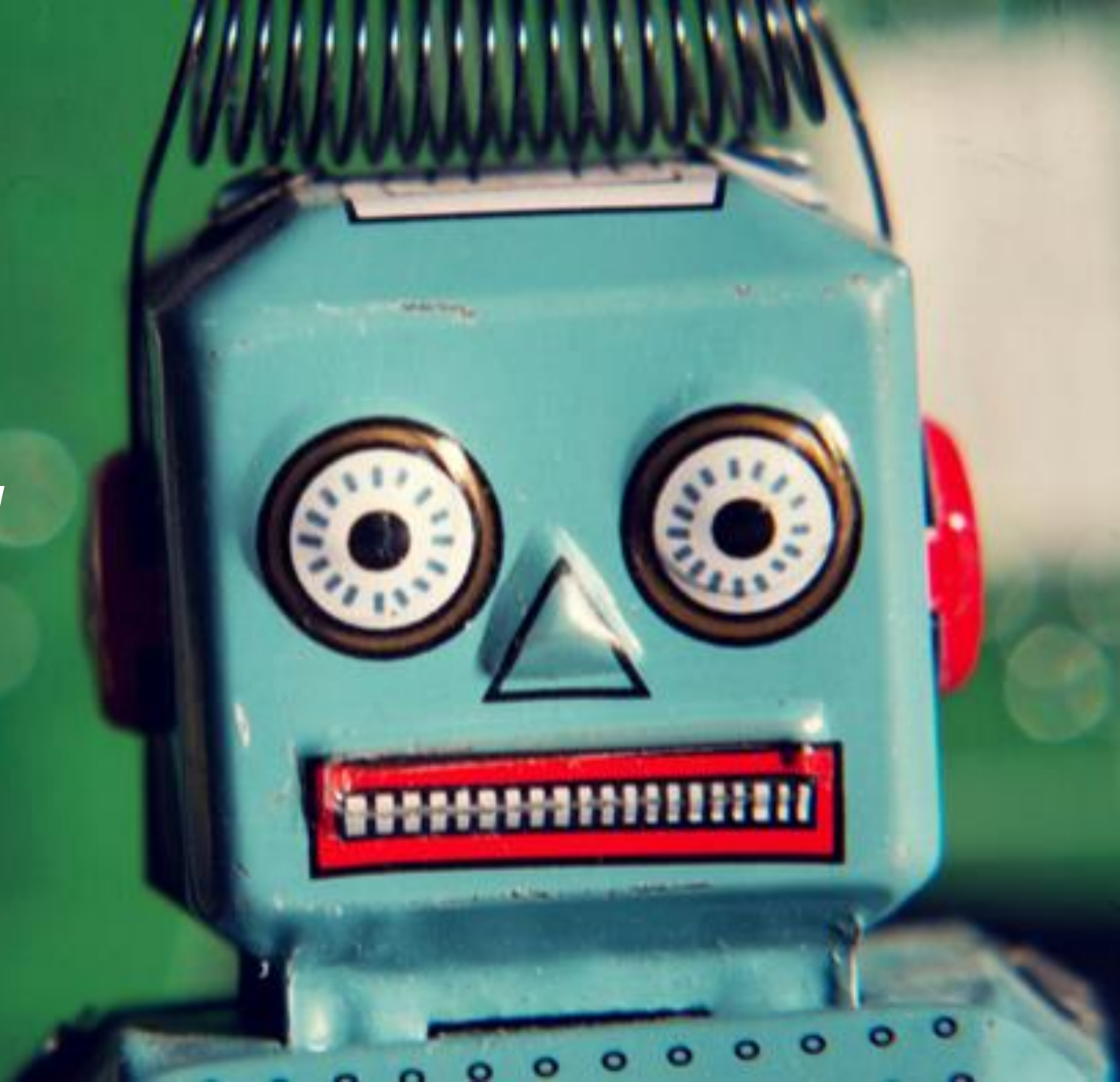
Contact PETA | Disclaimer | Privacy Policy | Contest Terms and Conditions | Texting Terms and Conditions | Terms of Use | Donate Now | Report Website Abuse

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People for the Ethical Treatment of Animals
501 Front St., Norfolk, VA 23510
757-622-PETA (7382)
757-622-0457 (fax)

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Ads FTW



Creative Sequencing

Retargeting vs. Prospecting



Advocacy Dynamic Retargeting

Join the Freshwater Force

Freshwater—water that is not saline—is vital to the survival of most living things. Marine life needs salty ocean water, but pretty much everything else (plants, animals, people) is absolutely dependent on freshwater.

Only 3% of all water on Earth is freshwater, yet freshwater systems—lakes, rivers, streams, wetlands, and aquifers—are home to more than 10% of all known animals and about 50% of all known fish species.

Unfortunately, climate change, infrastructure development, and population growth are putting freshwater systems increasingly at risk. More than half of the world's wetlands have disappeared since 1900, and fewer than 70 of the world's 177 longest rivers remain free of man-made obstructions. Consequently, freshwater species are declining faster than terrestrial or marine species.

That's why we're launching a year-long initiative called the **Freshwater Force**—an opportunity for a passionate group of WWF supporters to come together and fight for the conservation of freshwater habitats. **Can we count you in?**

Here's how you'll help:

- **Take action to stop bad dams and infrastructure development in freshwater habitats.** We'll email you when it's most urgent for you to speak up.
- **Raise awareness of the importance of freshwater** by talking to your friends and family, sharing stories and actions on social media, and modeling good water-use practices by reducing your own consumption. We'll tell you how.
- **Be a champion for the wildlife and communities** that depend on healthy freshwater ecosystems by being a voice for those who have no voice.

By working together, we can ensure a secure future for freshwater—and all the life that depends on it.

Required fields

* First Name:

* Last Name:

* Your Email:

* Address 1:

* City:

* State / Province:

* ZIP / Postal Code:



**YOU SPOKE OUT TO PROTECT
CLEAN, FRESH WATER AND
SAVE WILDLIFE.**

**NOW, TAKE THE NEXT STEP
FOR WILDLIFE AND THEIR
HABITATS.**

GIVE NOW >



Give to World Wildlife Fund

Take The Next Step For Wildlife And Their Habitats

All around the world, wildlife and habitats are in terrible danger and if we want to reduce those threats before it's too late, we need **people like you.**

By donating today, you can help us do things like save species from extinction, stop deforestation, and protect people and places from the devastation of climate change.

If you're ready to take the next step, **please consider becoming a donating member of WWF today:** with your gift, you're joining a community that can change the world.

1. Donation

2. Billing info

3. Payment info

Your Donation

One-time

Monthly

Dynamic Ad Creative



Static Creative

Put your best foot forward

Dynamic Creative



Give the people what they want


Why'd you do that?

- + Showcase more products (100+)
- + More responsive to shifting trends
- + **Reduced CPA by 77%**




Monthly giving ads to recent donors



 **World Wildlife Fund**
Sponsored · Paid for by World Wildlife Fund · 

 Can we double the world's tigers by 2022?

We've partnered with governments, scientists, rangers, and communities to develop a bold plan for tiger conservation. It won't be easy, but it's important, which is why we need YOUR help.

By making a gift to WWF, you help protect animals and their habitats around the world. Join the fight!





 




BECOME A MEMBER >

WORLDWILDLIFE.ORG/GIVE
NOT AFFILIATED WITH FACEBOOK

Become a Monthly Member Donate Now

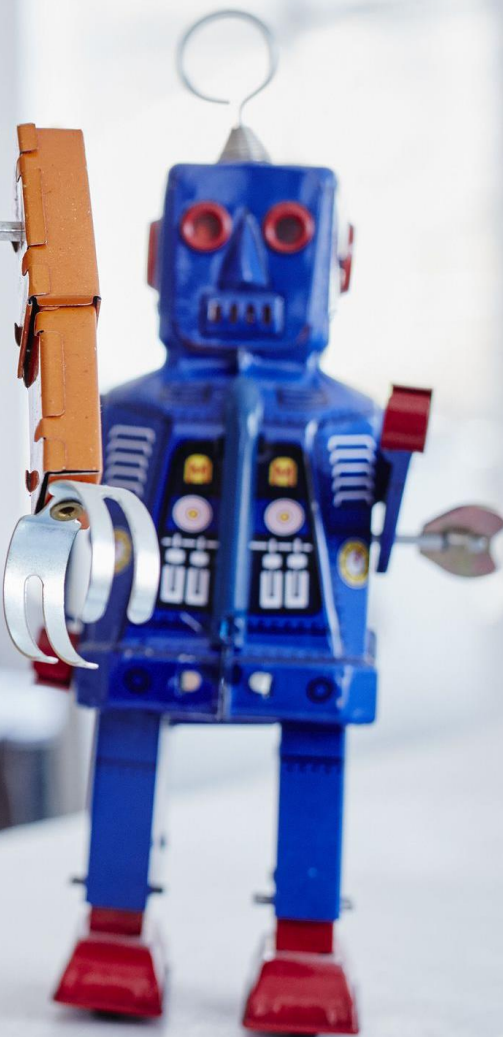
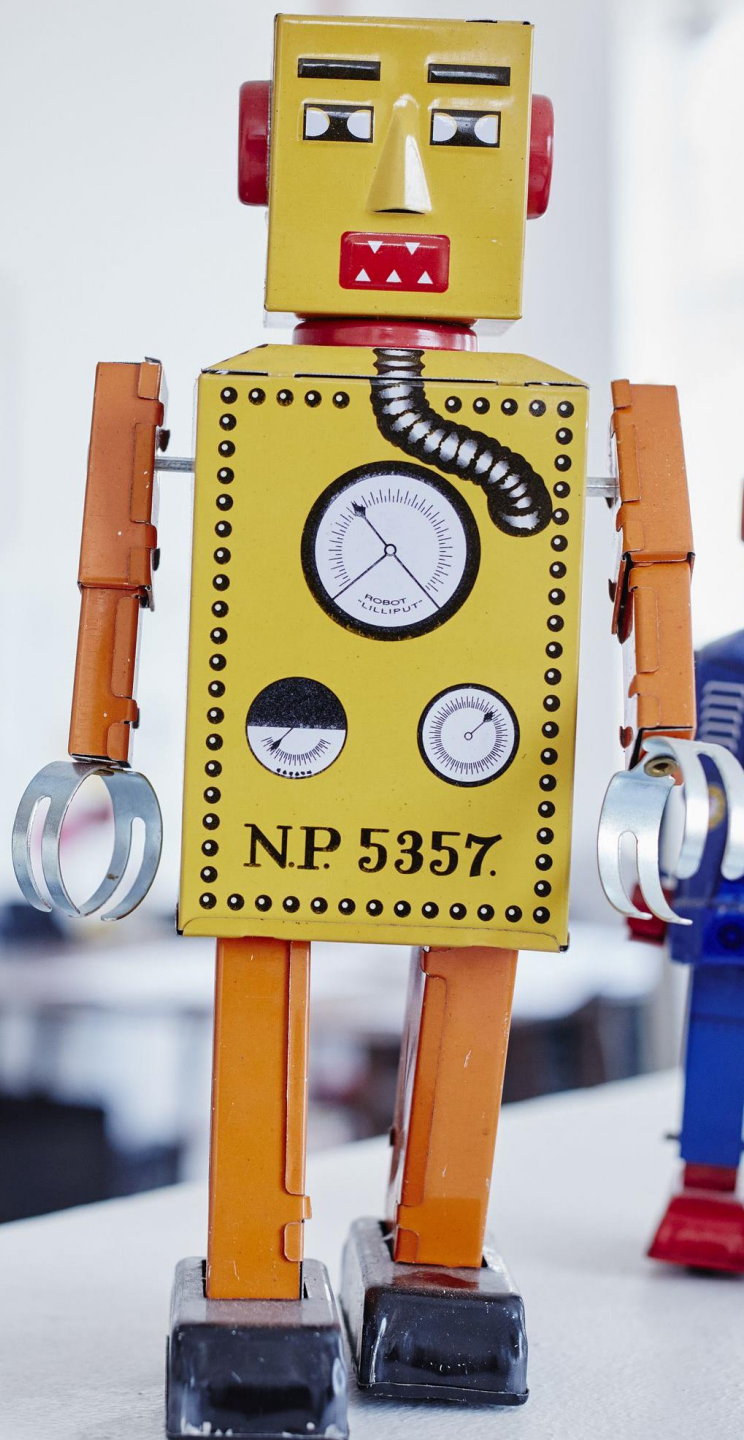
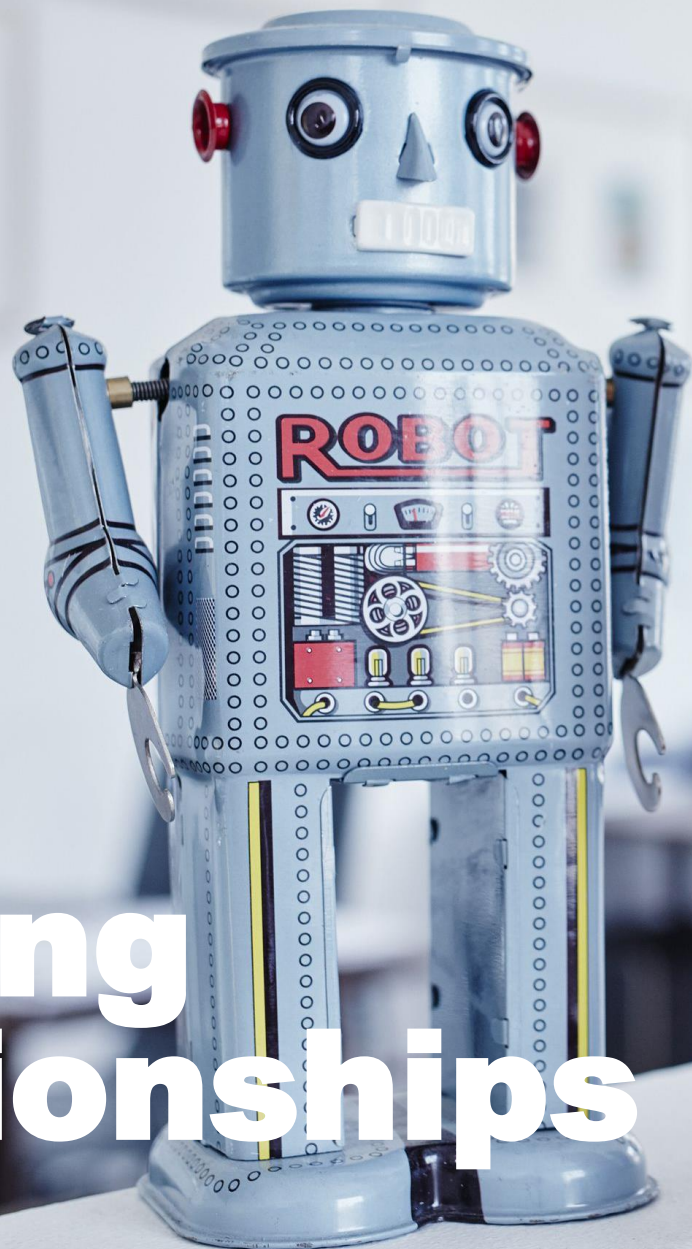
Protect wildlife and habitats 365 days a year

  TL Stewart, Dale Williams and 53 others 7 Shares

 Like  Comment  Share

Building Relationships

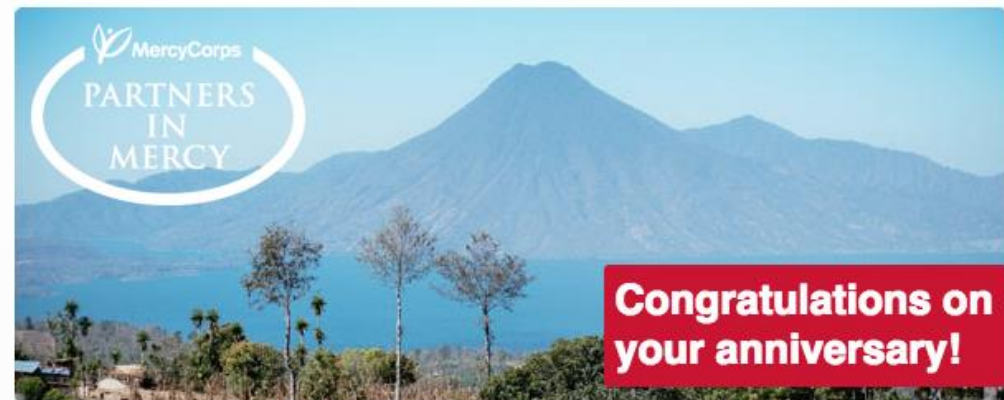
Show me the love!!!





Happy Anniversary!

“This month, we are celebrating your 7 years as a Mercy Corps supporter!”



Dear John,

Congratulations! You've just reached a special milestone, and I want to let you know how thankful we are to have you as part of our global community. **This month, we are celebrating your 7 years as a Mercy Corps supporter!**

We are so inspired by your compassion. With your first gift to Mercy Corps, you decided to offer your support and kindness to the people around the world who need it most. Since that day, your support has helped children and families survive crisis and has empowered communities to grow stronger.





Rolling Survey

Tell us what you think!

1. How important is it to you that AARP fights against any attempts to cut Medicare and Social Security benefits or ask seniors to pay more for their health care?

- Very
- Somewhat
- A little
- Not at all

2. What areas do you think AARP should be focusing on? (Select all that apply)

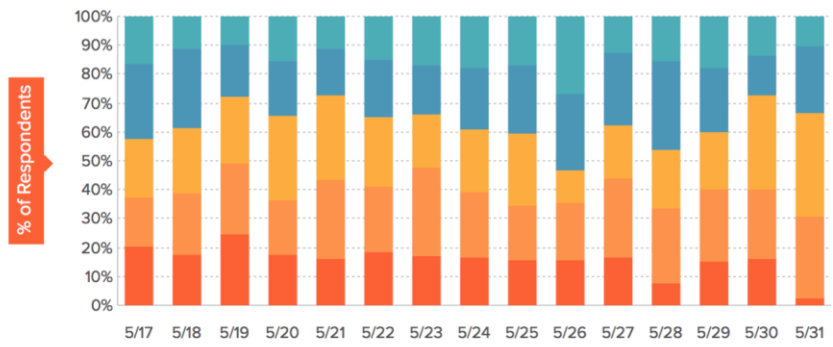
- Providing me with resources to protect myself from ID theft and fraud
- Fighting against unfair treatment of older workers
- Preventing unjustified utility rate hikes
- Making sure all workers have a way to save on the job
- Ensuring Medicare continues to provide affordable health care for today's seniors and future generations
- Protecting the pension benefits that families depend on
- Keeping Social Security strong for me, my kids, and my grandkids
- Advocating to keep health care costs affordable
- Helping seniors live independently by supporting caregivers

3. Are there other areas you think AARP should be focusing on?

How do you feel about zoos and aquariums?

97% completed this question

- Very Positive
- Fairly Positive
- Neutral
- Fairly Negative
- Very Negative

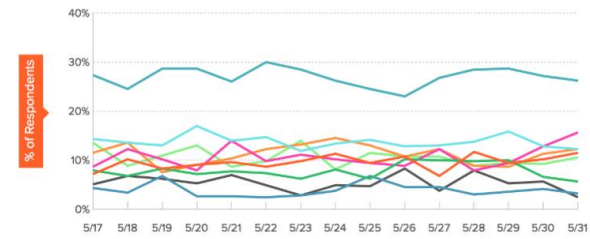


Which of the following actions would you be willing to take with WCS to help wildlife? Check all that apply.

95% completed this question

Hover over a label to highlight the corresponding line. Click to keep highlighted.

- Ask my friends and family to donate as part of an event for wildlife that I participate in
- Attend an event (e.g. rally or lobby day or town hall meeting)
- Send a message online to Congress or other decision makers
- Share an image or other post on Facebook or Twitter
- Write to my legislators on Facebook or Twitter
- Donate to help fund wildlife protection work
- Record videos or take photos and share them
- Volunteer in my community
- Call my lawmakers

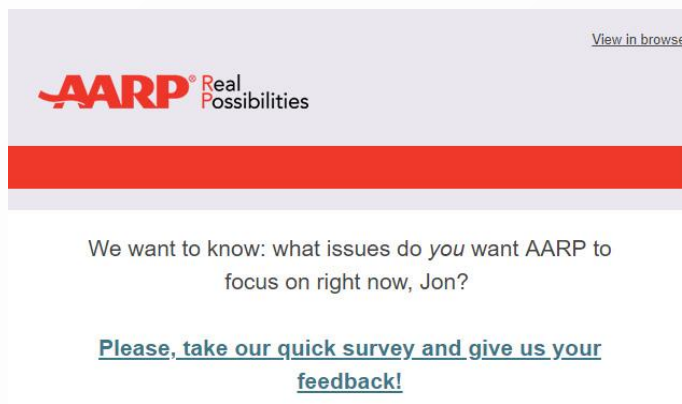




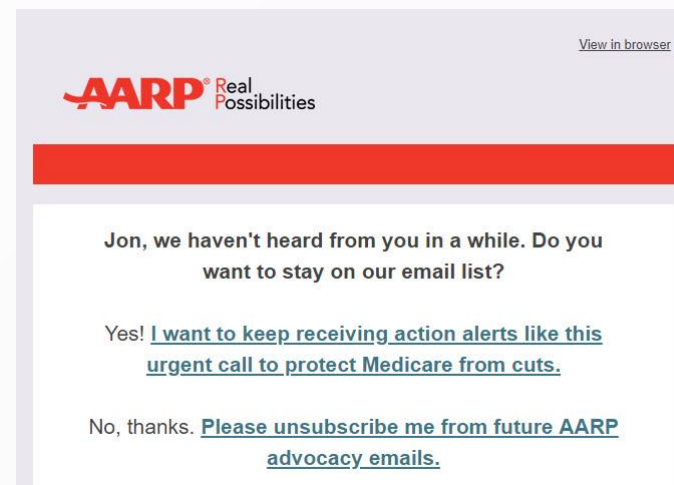
Stop lapsing & improve deliverability



4 months out:
one-click action



8 months out:
survey



8 months out:
say “yes” &
action menu

+ 8% of recipients **reengaged**

+ 59% of reactivated subscribers **remained active** a year later



Incentivize the behavior you want

Nearly **DOUBLE** the response in the following year



ADVOCACY ALERT



Friend,

It's been a while since you've opened one of our emails and I wanted to let you know that we miss you!

There's no better time to get involved – the 2016 Presidential election will be here before we know it, and **the future of Social Security could depend on who gets elected.**

Politicians won't take action on Social Security unless they see voters like you are watching and waiting for *real* solutions for the future of this program. **Commit to making Social Security a key issue for this election – sign our pledge now. When you take the pledge, you'll get a free bumper sticker to showcase your support, courtesy of AARP!**

We haven't heard from you yet.

Do you want to stay on our list?

Yes! Click here to pledge to make Social Security a key issue in the 2016 election, and receive a free bumper sticker!

No, thanks. Click here to unsubscribe from future AARP action alerts.



Does your candidate have a plan for Social Security?

2016takeastand.org



Let 'em go



We miss you, [FirstName/Friend]

Dear [NickName/FirstName/Friend],

We haven't heard from you in a while—and, well, we really miss you!

We understand if you don't want to read all of our emails. But we don't want to send you updates if you don't want them. **Do you still want to continue hearing from the Parks Conservancy?**

Yes!

Yes, but just once per month

No thanks

No matter what you decide, we're grateful for your interest and support. And we hope to see you out on the trails!



With warmest wishes,

Greg

Greg Moore
President & CEO
Golden Gate National Parks Conservancy

P.S. If this is the end of our email relationship, we hope you'll still be social with us!

Reactivation, Winback, Suppress



KQED MEMBER INFORMATION

Name: [First name last Name]

Address: [Street, City, State, Zip]

Phone: [phone number]

Preferred Email: [Email address]

Membership Status: PENDING

[Click here to update your contact information with KQED.](#)

Dear [Firstname],

During turbulent times like these, public media that's accessible to all is more important than ever. The programs, news and information that KQED provides is not available anywhere else.

[Help us stay in touch. Please review the highlighted fields above and update us with any changes.](#)

Thank you for tuning in to KQED.

Sincerely,

Member Services
KQED

KQED | 2601 Mariposa Street | San Francisco, CA | 94110-1426



KQED Your Way

Dear <FirstName>,

Thank you so much for your past support of KQED. Together we continue to enrich lives, inspire minds, elevate the spirit and celebrate our community's diverse perspectives through high-quality, trusted content. This responsibility is immense, especially in today's political world, and KQED relishes the opportunity to be a leader in public media.

We haven't heard from you in a while, so I wanted to be sure that you're keeping up with our latest programming. From current events to scientific mysteries, KQED has something for everyone.

I invite you to check out our news, arts, and science pages as well as our podcasts on the platform of your choice:

NEWS

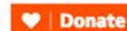


In-depth coverage of regional and

ARTS



Daily arts news, reviews and



Find out which KQED host you are!

Hi <FirstName>,

Are you Michael Krasny, always seeking new knowledge from the best sources? Or perhaps you're more of a food and wine lover, a la Leslie Sbrocco?

[Take our 4 question quiz about dinner and a movie and find out now](#) – the answer may surprise you!

WHICH KQED HOST ARE YOU?



Take the Quiz

Thank you for being a member of the KQED community!

Reactivation Data



Back to Audience List

Unengaged leads_6 months

Summary 11/15/2018 Last Saved Filter 2,059,649 Audience Count Exclusions 740,539 Excluded Segments 1,319,110 From 2 Segments Publish Make the audience available for sends Save

Publish Status View Publish
Not Published

Channel and Audience Overview TOTAL SENDING AUDIENCE 1,319,110/2,132,355

Filter | Edit FILTERED AUDIENCE 2,059,649

Channel	Criteria
Email	Entire Population

Exclusions | Edit TOTAL EXCLUDED 740,539

Priority	Name	Code	Criteria	Count
1	Exclusion 1		EmailOptOut is equal to YES OR Membership Status Is active OR IsConverted contains YES OR Date Is last 180 days	(740,539)

Segments | Edit REMAINING AUDIENCE 1,319,110

Priority	Name	Code	Criteria	Count
1	Status is open		Status Is open	169,754

Filtered Audience Breakout
Segments and exclusions are shown as a percentage of the audience.

Exclusion 1 (740,539) 35%
Status is open (169,754) 8%
Remaining (1,149,356) 55%

Creator: Kyle Phillips
 Created: 11/15/2018 3:09 PM
 Last Saved By: Kyle Phillips
 Last Saved: 11/15/2018 3:19 PM

Questions?



Jessica Bosanko

Senior Vice President
M+R

www.mrсс.com

jbosanko@mrсс.com



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