How The Heritage Foundation Increased Online Donations 274% Using the MECLABS Methodology

Nathaniel Ward
Manager of Online Programs,
The Heritage Foundation

Tim Kachuriak
SVP, Innovation & Optimization
Pursuant
Every Organization Asks You For Money.
The Difference Between For-Profit and Non-Profit
A Journey Through Time.
The “Real” Flux Capacitor
Flux Capacitor of Revenue Maximization
Not Just for Marathon Runners
# Impact of Revenue Optimization

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>26.2% in one Area</th>
<th>26.2% in two areas</th>
<th>26.2% in three areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Traffic</strong></td>
<td>100,000</td>
<td>100,000</td>
<td>126,200</td>
<td>126,200</td>
</tr>
<tr>
<td><strong>Conversion Rate</strong></td>
<td>2.00%</td>
<td>2.52%</td>
<td>2.52%</td>
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</tr>
<tr>
<td><strong>Avg. Order Value</strong></td>
<td>$70.00</td>
<td>$70.00</td>
<td>$70.00</td>
<td>$88.34</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$140,000.00</td>
<td>$176,400.00</td>
<td>$222,617.00</td>
<td>$280,942.00</td>
</tr>
<tr>
<td><strong>Change in Revenue</strong></td>
<td>0%</td>
<td>26.2%</td>
<td>59.0%</td>
<td>100%</td>
</tr>
</tbody>
</table>
How Do You Optimize a Think Tank?
Optimizing Average Donation
Nonprofit Best Practice:

*In Order to Increase Average Gift, You Must Provide a Premium or Incentive.*
## Optimizing Average Gift

<table>
<thead>
<tr>
<th>Control</th>
<th>Treatment 1</th>
<th>Treatment 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Join Rush, Sean and more than half a million conservatives</strong> as a member of The Heritage Foundation.</td>
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</tr>
<tr>
<td>Join more than 696,000 conservatives as a member of The Heritage Foundation with your tax-deductible contribution of $25.00 or more.</td>
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</tr>
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<td>Plus, when you become a member you will have the opportunity to submit a question to our experts to be answered on AskHeritage.org.</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Donation</th>
<th>Basic Member - $25.00</th>
<th>Supporting Member - $50.00</th>
<th>Congress &amp; Culture Watchers Club Member - $100.00</th>
<th>Sponsoring Member - $250.00</th>
<th>Young President's Club Member (under 40 only) - $250.00</th>
<th>President's Club Member - $1,000.00</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bold labels indicate required input.</strong></td>
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<tr>
<td><strong>44% Increase $50 Gifts</strong></td>
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</tr>
<tr>
<td><strong>64% Increase $50 Gifts</strong></td>
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</tr>
</tbody>
</table>
Become A Member Today

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

Join more than 500,000 conservatives as a member of The Heritage Foundation with your tax-deductible contribution of $25.00 or more.

Plus, when you become a member you will have the opportunity to submit a question to our experts to be answered on AskHeritage.org.

Donations

*Federal income tax deductible.

- Basic Member - $25.00
- Supporting Member - $50.00
- Congress & Culture Watchers Club Member - $100.00
- Sponsoring Member - $200.00
- Young Presidents’ Club Member (under 45 only) - $250.00
- President’s Club Member - $1,000.00
- Other

#OpSummit
Optimizing Email Clickthrough
Nonprofit Best Practice:

An Effective Email Appeal Makes a Strong Ask for a Donation.
Version A - Control

Version B - Treatment

369% Increase in Clickthrough Rate
121% Increase in Revenue
Optimizing Landing Pages
Nonprofit Best Practice:

*Putting More Than One Call-to-Action on a Landing Page Will Negatively Affect Conversion.*
Testing Against Best Practices
Testing Against Best Practices

Version A

2.52% Donation Conversion Rate
Testing Against Best Practices

Version A

2.52%

Donation Conversion Rate

Version B

2.51%

Donation Conversion Rate

+ 4.98%

Name Conversion Rate
Testing Against Best Practices

Version A
Donation Conversion Rate: 2.52%

Version B
Donation Conversion Rate: 2.51%
Name Conversion Rate: 4.98%

Version B Confirmation
Donation Conversion Rate: 14.16%

3.16% Donation Conversion Rate
Increase: 25%
Nonprofit Best Practice:

*To Maximize Email Capture, Your Email Form Must Be Located on the Homepage.*
Optimizing Email Capture
Optimizing Email Capture

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.
Optimizing Email Capture

**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):

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- 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 30 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 →
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 *

Submit

No thanks. Not at this time. Continue »
Optimizing Email Capture

43%

282% Increase in name acquisition conversion

19%

900% Increase over nonprofit benchmark

Source: Google Analytics, Kimbia & Silverpop
Nonprofit Best Practice:

*In Order for Your Microsite to be Successful, It Must Be Clearly Branded to Your Organization.*
Dirty Spending Secrets
Washington liberals don’t want you to know . . .

It’s the seedy underbelly of Washington, D.C. The hallways of Congress are often dark alleys of wasteful spending and pork-laden deal-making. Down these lanes, shadowy special interests and empire-building bureaucracies lie in wait to relieve innocent taxpayers of their hard-earned money. They spend billions on wasteful programs, pet projects, and the accumulation of personal power. They threaten to bankrupt our country as our national debt soars out of control.

The victims often don’t even know it’s happening. Many don’t realize how bad it is. Do you?

Take the following test to see if you can detect five of the dirty spending secrets Washington doesn’t want you to know . . .
Dirty Spending Secrets
Washington liberals don’t want you to know...

How much money did Washington recently spend to train Chinese prostitutes to drink more responsibly on the job? (Choose one.)

- $100,000
- $327,000
- $2.6 Million

Incredibly, Washington is spending **$2.6 million** training Chinese prostitutes to drink more responsibly on the job. This is the kind of wasteful spending that President Obama and Congress have stubbornly refused to cut. Instead, they planned to **raise taxes** on families and entrepreneurs by trillions of dollars! Only action by citizens like you will break the Washington liberals of this kind of frivolous splurging.

Next dirty secret »
(it'll take more than a vacuum for this!)

#OpSummit
Dirty Spending Secrets
Washington liberals don’t want you to know . . .

The Bad News

The next dirty spending secret is that many Washington liberals are determined to keep spending more, raising the federal debt (already more than $15 trillion and 100% of our Gross Domestic Product), and increasing taxes.

The Good News

They can be stopped. The 2010 election showed that Americans are aware of the challenges we face. Polls show that voters are disgusted by all the spending. We have a real opportunity to make dramatic cuts in spending over the next few years and save the American Dream from national bankruptcy. Outrages like the ones you’ve just read can become a thing of the past.

To become part of the solution, please sign the Citizens’ Open Letter to Congress on Spending and Debt by The Heritage Foundation, the most influential policy think tank in America. Heritage will use this letter as part of its arsenal to show Congress the need for cuts . . . and your name will be among the countless Americans listed.

Sign the Citizens’ Letter to Congress »
The Heritage Foundation wants to add your name to an open letter to Congress, expressing Americans' deep concerns about the threat of spending and debt. It will arrive as lawmakers debate whether to continue on the current course or instead bring spending under control.

The letter will be made available to all 535 members of Congress (435 Representatives and 100 Senators). Please add your name!

Dear Member of Congress,

You are serving at a historic time, when out-of-control federal spending and soaring national debt threaten to destroy the American Dream for future generations. On your watch, we can either continue on this path, or change course and save our country's future.

Therefore, I stand with The Heritage Foundation and countless fellow Americans to insist that you take dramatic and immediate action to:
- Stop wasteful spending. This waste is not hard to find. Indeed, federal auditors have found that 22 percent of federal spending does no good.
- Reform federal entitlement programs. Without such reform, the size and cost of government will sink the prosperity of future generations and threaten the welfare of Americans now living. Workable plans have been presented for such reforms, including Saving the American Dream—the Heritage plan to fix the debt, cut spending, and restore prosperity. I urge you to reform entitlements promptly.
- Reform taxes. History shows that trying to balance budgets by raising taxes depresses economic growth and does nothing to address the real cause of deficit run-away spending. Today's tax code actually penalizes savings and investment and slows growth. On the other hand, fixing our current tax code will stimulate economic growth. To solve our debt crisis, we need to reform both taxes and spending.

In the midst of another nation-threatening emergency, President Abraham Lincoln wrote, "We cannot escape history. We of this Congress and this administration will be remembered in spite of ourselves... We shall nobly save, or meanly lose, the last best hope of earth." Although today's crisis is different, the stakes are still high. The economic future upon which our system of free government rests is in serious jeopardy. Will free government and economic opportunity for all Americans continue for future generations?

The answer will largely rest with this Congress. Please take the courageous, principled steps that The Heritage Foundation and others have outlined for you. The citizens of this nation will be watching as you make your decisions.

Sincerely,

First Name

Last Name

Email Address

Sign the Open Letter
Become a Member Today

Stop the Outrageous Spending That Threatens America’s Future

Your donation to The Heritage Foundation helps our experts expose the dirty secrets and spending outrageous, and deliver the stark facts to Congress so they’ll get serious about budget cutting.

America can avoid financial collapse if we keep making the case and rally more citizens to demand an end to Washington’s dangerous overspending. Please join us!

Donation
- Basics Member - $20.00
- Supporting Member - $60.00
- Patriots Club Member - $100.00
- Sponsoring Member - $250.00
- Young President’s Club Member (under 40 only) - $250.00
- President’s Club Member - $1,000.00

Other: $0.00 (minimum $10.00)

Payment Plan
- One time payment for the full amount
- Select Installment payments ($5.00 minimum per payment)

Your Address
Title
First Name
Last Name

How Do You Feel About Paying $50 Million a Year for 1,125 Postal Workers Who Are Ordered to Do Nothing Each Day?

Or $2.6 million to teach Chinese prostitutes how to drink responsibly on the job? Or $23 billion to maintain unused federal property? Or billions of dollars for education even though student test scores haven’t improved in three decades of bureaucratic oversight?

If you are an American citizen, that’s how Washington is spending your money—and these are just a few of the dirty secrets that liberal politicians don’t want you to know about.

But The Heritage Foundation is exposing the waste as part of our campaign for dramatic cuts in spending and the national debt—cuts necessary to save America’s future.

But we need you to be a part of this effort through your donation to Heritage.

The Heritage Foundation is America’s most influential conservative think tank. Our 270 experts and staff are constantly making the case—to Congress and grassroots America—for budget cuts and other reforms that will return us to a limited, affordable government. Budget cuts that will stop America’s accelerating march toward financial disaster.

When you donate to Heritage, you are helping give conservative members of Congress the facts, arguments, and compelling logic they need to win the budget battles currently raging in Washington. And you’re forcing liberals to face hard facts about their fiscally disastrous policies, which America simply can’t afford.

This is a unique moment in American history. A tipping point that will determine whether we pull our nation back from the brink of financial collapse.

Will you join us?
Nonprofit Best Practice:

*To Maximize Online Revenue, the Call-to-Action Must Be Above the Fold.*
Control

Treatment

74% Increase in Donor Conversion Rate

189% Increase in Average Gift

274% Increase in Revenue
Join the growing movement for more freedom, limited government, and America’s founding principles.

For far too long, Congress has been on an unsustainable binge of spending, taxing, and borrowing. Unchecked, the course we are on now will cripple our economy, undermine our prosperity, and lead to fiscal insolvency. By robbing the future of opportunity and freedom, it will destroy the American dream for future generations.

But this fate does not have to be our future.

✔ Will America reassert individual freedom—or continue our rapid slide toward European-style socialism and suffocating government control of our lives?

✔ Will our children be enslaved by federal debt as Washington politicians tax and spend away our future? Or will we raise our voices and say, “No more”?

✔ Will Obamacare be the beginning of a new, less free America—or will we one day look back on its repeal as the turning point that restored freedom to our citizens?

You can help decide the answers. America is not doomed to inevitable decline. At moments of crisis in our history, Americans have risen up to save freedom. And they are rising up today.

All that is required, as Ronald Reagan once said, is “our best effort, and our willingness to believe in ourselves and to believe that America is too great to go under.”
All that is required, as Ronald Reagan once said, is “our best effort, and our willingness to believe in ourselves and to believe in our capacity to perform great deeds; to believe that together, with God’s help, we can and will resolve the problems which now confront us.”

We ask for your support today to accomplish this task. Will you join with The Heritage Foundation as we, together, seize the moment and change our country’s course? Your help is needed now more than ever—and history proves that when like-minded people like you join forces in the cause of freedom, they can make a difference!

**Advancing the tradition of liberty**

In 1776 we were told that no upstart colonists could defeat the strongest nation in the world, yet we decided to change the course of history.

In 1860 we were told the Union could not hold and that America was over, yet we brought forth a new birth of freedom.

In 1980 we were told that the American century was at an end, yet we launched a great economic expansion, rebuilt our military, and revived our national spirit.

Today, **The Heritage Foundation** is leading the historic charge against the unsustainable binge of spending, taxing, and borrowing that threatens to destroy our nation’s future.

Join us! Be part of The Heritage Foundation, America’s most influential conservative “think tank,” with 270 experts and staff based in Washington, D.C. Heritage experts passionately advance the conservative principles and ideas of America’s founding.
What the experts are saying

“No organization on earth is a better supplier of innovative, conservative ideas grounded in founding principles than Heritage.”

—Sean Hannity

“The problem with socialism is that you eventually run out of someone else’s money. Heritage has the answers this country needs.”

—Rush Limbaugh

“No policy shop has more clout than the conservative Heritage Foundation.”

—Wall Street Journal

Providing solutions for America
Providing solutions for America

Born in 1973 and instrumental in past conservative comebacks, including the Reagan Revolution, Heritage’s vision is to build an America where freedom, opportunity, prosperity, and civil society flourish.

Heritage’s staff pursues this vision by performing timely, accurate research on key policy issues. Then they effectively market these findings to Congress, the media, top level influencers, and grassroots Americans.

When you become a Member today, Heritage will put your gift to work immediately to:

- Equip, educate, and empower congressional conservatives and their staffs to advance and stand firm on conservative principles.
- Testify on Capitol Hill before numerous congressional committees about the impact of tax hikes, welfare reform, Obamacare, military defense, energy expansion, and so on. and why conservative reforms will make a difference.
- Get Heritage scholars and policy experts on major news outlets to relentlessly drive home this clear message: Unrestrained liberalism got America into this mess, and only conservative ideas can get us out. Last year, Heritage experts appeared thousands of times in the media, reaching countless millions of Americans. We have concrete plans to increase our presence in both the mainstream and new media going forward.
- Recruit even more right-thinking Americans like you to become Members of The Heritage Foundation. We are well on our way to our goal of one million members—with greater influence for conservative principles than ever before.

As you can see, The Heritage Foundation does more than talk about our nation’s most pressing problems. Heritage exposes the failure of the Left’s policies with data, scholarly analysis, research, and time-tested principles. We counter liberal falsehood—the greatest threat to our freedom—with facts and truth.

And our experts and staff work tirelessly to provide solutions for America.
Now it's your turn. America needs you. Join more than 710,000 other conservatives—and become a Member of The Heritage Foundation today. Please join our fight in returning America to its founding principles—to an America where freedom, opportunity, prosperity, and civil society flourish.

Stand with us as we turn the tide. The future of our nation is at stake.

Will you join us?

Join Heritage Today!

Join hundreds of thousands of conservatives nationwide as a Member of The Heritage Foundation with your tax-deductible contribution of $25.00 or more.

Here at The Heritage Foundation, we believe that the best argument is the constitutional argument—and the argument for limited government. That's why, for a limited time only, we're giving a free copy of Friedrich Hayek's Road to Serfdom with your gift of $25 or more.
So join today and take advantage of this limited-time offer as heard on Rush Limbaugh and Sean Hannity!

**Donation**

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- Patriots Club Member - $100.00
- Sponsoring Member - $250.00
- Young President's Club Member (under 40 only) - $250.00
- President's Club Member - $1,000.00
- Other
  
  
  $0.00 (minimum $10.00)

  $0.00 (minimum $10.00)

**Payment Plan**

- One-time payment for the full amount
- Select... installment payments. ($5.00 minimum per payment)

**Contact Profile**

- **Title**
  - Choose-
- **First Name**
- **Last Name**
- **Suffix**
  - Choose-
Flux Capacitor of Revenue Maximization
“The Learning is More Important Than The Lift”

- Dr. Flint McGlaughlin
Creating a Culture of Optimization.
“Adequacy is the Enemy of Excellence”

- Peter F. Drucker
Whoops!
FAILURE
Nothing has ever failed quite as hard as you just did.
MAKE SURE YOU VALIDATE YOUR RESULTS!!

NOTE: There is a Video that should be embedded, if not view this:
http://www.youtube.com/watch?v=VfiY2nbV9RI
Thank You!