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**New to Digital Acquisition? First...**

- Be sure to track and segment sustainers separately
- Plan a combo of automated, seasonal/campaign-specific and opportunistic sustainer campaigns

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**Quick Wins**

- Add monthly sitelink and monthly ad rotation to Google Grants and paid search ads

Human Rights Watch | Donations Protect Human Rights  
 (a) donate.hrw.org/donate • Donate today \$1 becomes \$3. Limited Time 3x Matching Gift. Human Rights Watch is a nonprofit, nongovernmental human rights organization. A Voice For Justice. Upholding Dignity. Defending Human Rights. BBB Accredited. Top-Rated Charity. Types: One-Time, Monthly, Memorial.

Donate Now: \$1 Becomes \$3  
 Help Human Rights Watch to expose tyranny and empower victims.

Become a Monthly Donor  
 Your ongoing support allows us to advance human rights for all.

ASPCA® Official Site | Help Save Animals From Cruelty  
 (a) secure.aspcas.org/Donate/SaveAnimals • You Can Give So Many Animals a Second Chance At Life. Make a Monthly Gift Today. Open Your Heart and Help Noisier Animals. Every Dollar Can Make a Difference. Save Lives Every Day. Help Animals in Need. Be the Voice. Fight Animal Cruelty. Stop Animal Abuse.

Give Monthly to March of Dimes | Donate as Little as \$19/Month  
 (a) www.marchofdimes.org/DonateMonthly • Donate Today to Help Improve the Health and Well-Being of Mothers and Babies. Monthly Gift Can Help Support Research into the Causes and Prevention of Prematurity, NICU Family Support, Groundbreaking Research, Supportive Pregnancy Care. Plan Your Own Fundraiser - Shop Our New Gift Guide - Sign Up to March.

Make a Monthly Gift  
 Help Save Animals from Cruelty. Become an ASPCA Guardian Today.

Pledge to Fight Cruelty  
 Pledge To Help Animals in Your Area. Live Happy and Healthy Lives.

Honor Donations  
 Celebrate Someone Special by Making an Honor Donation Today.

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**Optimize Your Website**

- Promos on highly trafficked pages
- Global nav dropdown

**GREENPEACE**  
 What We're Doing: Greenpeace is a global environmental organization. We're working to protect the planet and its people. We're fighting for a green future.

**Breast Cancer Research**  
 Breast Cancer Research: We're working to find better ways to prevent, detect, and treat breast cancer. We're fighting for a cure.

**Cruelty Intervention Efforts**  
 Cruelty Intervention Efforts: We're working to stop animal cruelty and protect animals from harm. We're fighting for a kinder world.

**Forensic Investigations**  
 Forensic Investigations: We're working to solve crimes and bring justice to victims. We're fighting for a safer world.

**Demand Your Local Supermarket Reduce Plastic Packaging**

**Take Action**  
 Your support is urgently needed to help the ASPCA rescue animals in need.

**Other Ways to Help:**  
 Become a Monthly Member →  
 Take the Cruelty Pledge →  
 Join the Mobile Action Team →

**Share this page:**

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**Optimize Your Donation Form**

- Prominently feature the monthly option on your form
- Custom ask string for monthly
- Test social proof

**National Trust for Historic Preservation**  
 Donate Today to Help Save Places That Matter

Select donation frequency:  
☒ Monthly ☐ One-Time

Select donation amount:

**GIFT INFORMATION**

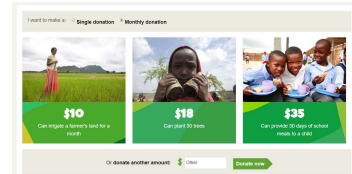
*A monthly gift does even more to protect human rights.*  
☒ Yes, I want to make a difference throughout the year. Make my gift monthly, and MATCH my first year of giving to protect human rights.\*

Many people are giving \$15 monthly. Please give what you can.

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## Add Reassurance & Persuasion

- FAQs and benefits
- Use symbolic giving amounts if you can



Your monthly gift will:

- Provide a reliable source of support for Audubon's ongoing scientific inquiry
- Continue Audubon's hands-on conservation programs for bird-friendly habitats
- Power Audubon's steadfast advocacy for birds throughout the legislative lifecycle
- Strengthen Audubon's conservation network, for grassroots action for birds and the issues that affect them
- Save birds and the places they need, today and tomorrow

### Benefits of monthly giving:

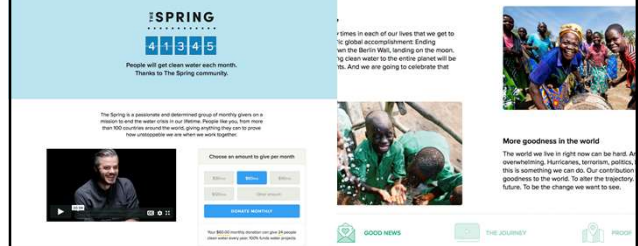
- It's flexible. You can increase, decrease, or cancel your monthly gift at any time, without obligation.
- It's convenient. Your monthly gift lets you sustain our bird-saving work.

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## Show Impact

It's about impact, goodness, and making history.

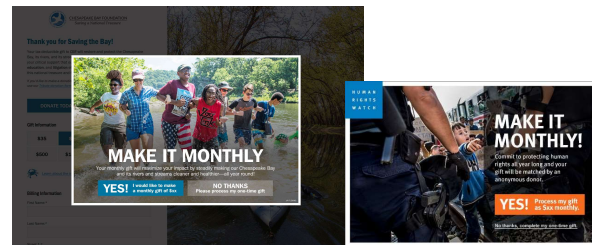
These aren't passive monthly donations. We want The Spring community to feel connected, invested, and eager to share. Here's what you can expect when you join.



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## Add a Sustainer Lightbox Upsell

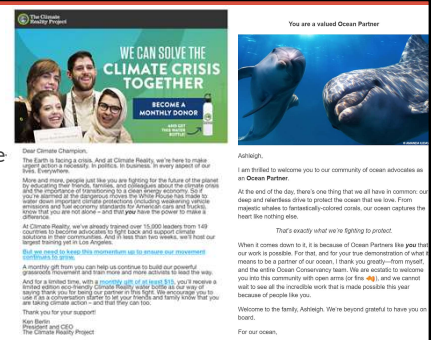
- Upsell 1x givers before they finalize their gift



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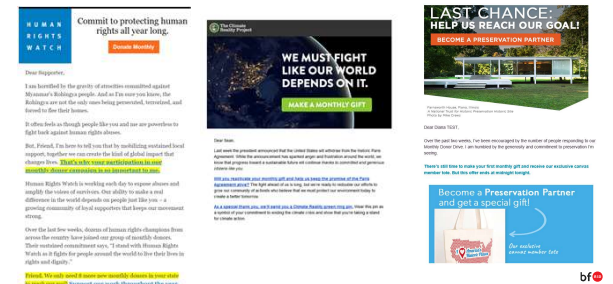
## Use Email Automation

- Sustainer upsell always on
- Target repeat one time givers
- Welcome series
- Segment and deliver a custom communications, concierge-style



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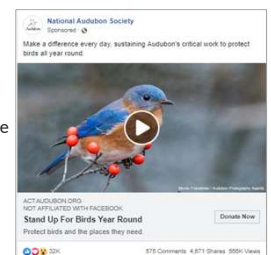
## Seasonal & Opportunistic Email Appeals



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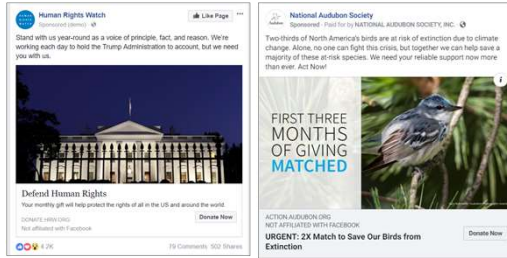
## Advertising: Leads & Prospects

- **Leads:** Lapsed donors/members, 1x donors or specific giving behavior
- **Prospects:** age, interests, income, behavior, lookalike model
- **Model on current sustainers**, if you have them (create a Custom Audience in Facebook and get some demos or use your modeling/coop provider) – use age and gift amount as segments
- Ask for sustainer and if they don't respond, fall back to one-time ask



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## Evergreen Ads: Find Your Control

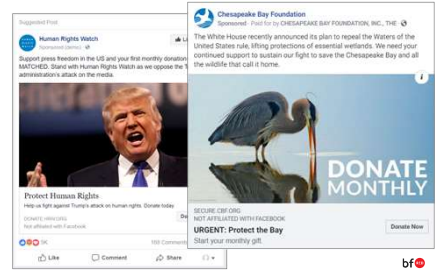


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## Leverage Opportunistic Campaigns

- Disasters, outbreak, crisis, news-relevant, special months or occasions
- Test or use a match

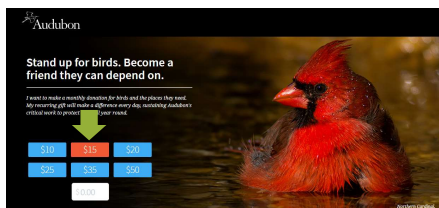


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## Target Your Monthly Dollar Limit

- Back into an allowable cost-per-donor
- Optimize forms for this amount and other channels



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## Sustainers Come in Various Flavors

- Annual, anniversary-based and quarterly sustainers

☐ \$100 ☐ \$52 ☐ \$26 ☒ \$16 ☐ OTHER

☒ Yes, automatically renew my membership annually.

Choosing this option provides dependable support for conservation. It authorizes WWF to automatically repeat your donation every year, so you don't have to remember to renew—and you won't receive renewal notices.

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**Honor/Memorial Information**  
 Make This Gift \*

In Memory of

First Name  Last Name

☐ Please renew my gift every year on this day in memory of my loved one.

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## Premium Testing

- Not always needed, so test
- The more mission-specific, the better
- Give them an option not to receive
- Consider not sending until after you receive two payments

☒ MONTHLY ☐ ONE-TIME

Giving monthly is the best way to provide ongoing support in our fight to protect all animals.

SELECT MONTHLY GIFT AMOUNT

You will receive a Humane Hero shirt as a thank you for your monthly gift!

Select your size

YOUR INFORMATION

First name\*

Last name\*

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## Don't Forget to Integrate



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### Two Free Resources for You!

- Free Sustainer Growth Digital Checklist:  
**[bfred.us/sustainer](https://bfred.us/sustainer)**
- Our newest downloadable guide: The UX of Donation Form Design  
**[bfred.us/DMFA](https://bfred.us/DMFA)**



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