

Sage Fundraising Online

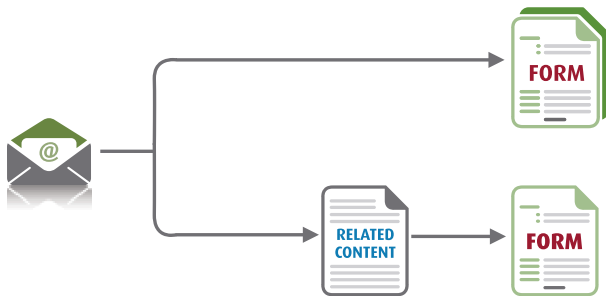
Campaign-specific Content

Ensure Your Email Campaigns Link to Content That Drives Conversions

Problem: Traditional email fundraising may lead prospective donors away from the content that would motivate them to give.

Your email fundraising campaigns are an integral part of your organization's development activities. A significant amount of thought and expertise is put into crafting a clear, concise message that communicates urgency and ultimately inspires action. However, you may be presenting unnecessary obstacles to donation for your email recipients, resulting in increased abandonment rates and fewer donations.

Consider where the prospective donors may be linking to:



1. A multi-step donation form; distancing the donor from the original content of the email.

or

2. A landing page that provides information on the campaign, then links to a donation form on yet another page.

Solution: With Sage Fundraising Online, you can quickly create secure donation forms that can be placed within any web page that has the appropriate content you need.

Extending the opportunity

Challenge your web team to identify all giving opportunities on your website, then create new email campaigns around these opportunities that would help stimulate donations.

How campaign-specific content works

Link your emails to the campaign-specific content page on your site. Embedded within the page is your Sage Fundraising Online form allowing your donor to fully complete the transaction without leaving the content that inspired the gift. This ideal landing page results in a higher conversion rate and larger gift sizes.



Visit www.sagenonprofit.com/fundraisingonline for more information.