Engaging the Christian Community

CAPTIVATE

HARNESS AI FOR NONPROFITS

Unlock Engagement, Efficiency, and Growth

- Changing Culture, Unchanging Faith
- When the Crisis Comes
- Navigate the Future of Name Acquisition
- 3 Ways Coffee Can Improve Your Fundraising Program

Contents

FEATURES

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3 Ways Coffee Can Improve Your Fundraising Program

By Jason Dreistadt

COFFEE. JAVA. JOE. GO JUICE. JET FUEL. Whatever you call it, coffee helps many of us get moving in the morning. More than just a beverage, coffee offers a burst of energy and serves as a ritual—often even a source of comfort. In our work with clients, we compare a successful brand to a cup of coffee: unique, personal, and something that keeps people coming back.

Let us look at how coffee might improve your direct mail program. (There are more connections than you might think.) Consider the following three key components of both coffee and fundraising.

FRESH

Have you ever gone to pour yourself a cup of coffee, only to realize the pot has been sitting on the burner for ... well, too long? What a disappointment. The smell is off, the taste is bitter, and the experience is anything but enjoyable. Coffee that has lost its freshness is a missed opportunity, and the same goes for your fundraising.

The marketing landscape changes quickly, and what worked a few years ago may not resonate with today's audience. Freshness means you need to stay on top of trends, be aware of shifts in how people engage with content, and constantly evolve your approach.

Are your mail pieces visually appealing and modern? Do your emails match current language and design styles, or do they feel dated?

One way to ensure your fundraising remains fresh: regular testing. Switch up the formats—experiment with different email taglines, letter envelope sizes, or paper textures, to see what grabs attention. A/B testing can also help determine which messaging or presentation style resonates most with your audience.

The goal is to avoid stagnation and keep your materials relevant, so recipients are continually interested in what you have to say.

INVIGORATING

Most of us drink coffee for the energy boost. It gets us going in the morning or helps us power through the afternoon. But more than that first cup, the ongoing energy is what draws us back again and again.

Similarly, fundraising is more than just a one-time request for donations or support. While your "ask" may be the initial wake-up call to your donors, what keeps them engaged is the follow-up communication. The first cup of coffee can be likened to the solicitation letter, where you ask for support. You want your donors to stay engaged and informed (to return for another cup, you might say).

Think of ongoing communications—newsletters, thank-you notes, updates—as that second cup of coffee. When your quarterly or monthly newsletters inform your donors about the impact of their contributions, you will reinvigorate their connection to your cause.

SATISFYING

Whether you like your coffee dark and strong or light and sweet, you can find a coffee for every taste. (And even tea, for those who prefer it.) The key is to know what you like and what makes you feel satisfied.

The same goes for your fundraising strategy. Not every donor is the same, and your messaging will not resonate with everyone. Just as coffee lovers have unique tastes, your donors have distinct preferences when it comes to supporting causes. Some prefer a bold approach, while others appreciate a more subtle tone.

Define your target audience and understand what they care about, so you can tailor your messaging accordingly. If you try to appeal to everyone, you will dilute your message. Focus on those most aligned with your organization's mission. Like a great cup of coffee, the right message will leave your audience satisfied and wanting more.

The next time you enjoy a cup of coffee, think about how you can apply those same qualities to your fundraising program. Keep it fresh—stay on top of trends and test new approaches. Invigorate your donors with ongoing communication that keeps them engaged and excited. Finally, cater to your donors' preferences by understanding what they value most in your messaging.

Just like coffee, a well-executed fundraising program can provide the perfect blend of freshness, energy, and satisfaction—and keep your audience coming back for more.

Jason Dreistadt
VP | Chief Operations and Creative Officer at Infinity Concepts

Jason is best known for his passionate commitment to strategic thinking and creative innovation. He brings a broad spectrum of experience in branding, creative design, event planning, marketing, direct mail, and nonprofit management to his work at Infinity Concepts.

MAXIMIZE ENGAGEMENT:

Boost Audience and Donor Connections with an Omnichannel Strategy

By Doug Weiss

As a nonprofit, your organization desires to create campaigns that reach new audiences and donors. As you develop these campaigns with different goals, you use different channels, such as email, social media, and paid media. Once these campaigns are completed, you analyze the results, and then you start all over again.

Campaigns that utilize many different channels are commonly referred to as multichannel marketing. A multichannel approach is used to reach audiences broad and wide.

However, once someone responds to your campaigns, then the goal is to keep them engaged. This is where you should look to utilize an additional channel strategy—one that aligns all your organization's touchpoints into a unified experience for your audience and donors.

This additional engagement is an omnichannel media strategy, which gives you the ability to integrate your communications channels. The biggest difference with an omnichannel strategy over a multichannel approach is that it is audience and donor focused. A multichannel strategy, on the other hand, is campaign focused.

For example, when you utilize a multichannel strategy, your campaigns are not specific to the person who receives your email or sees your ad. An omnichannel media campaign, on the other hand, is personalized and based on user experience or preferences.

Here are some of the benefits of implementing an omnichannel strategy along with your multichannel efforts:

- **Audience and donor experience will be more seamless:** Your messaging, creative, and website will be aligned to create a seamless experience for each person who engages with your organization.
- **Improved donor engagement:** Each donor experience will be more personalized and thus more powerful.
- **Deeper understanding of your audience:** Your organization will be able to collect more user engagement data, and with better information, know how to communicate even more effectively.

The work to implement an omnichannel strategy into your organization's current media campaign efforts takes some coordination across your teams. Here are the steps and systems to consider:

1. Sit down with your teams and map out your goals, including your touchpoints for your media campaign and the audience or donor journey. The key is to have unified messaging and experience with all the pieces across your emails, paid ads, and website.

2. Plan how you will personalize the experience and create a follow-up series for when someone responds.

3. Determine the metrics you want to measure and the data you want to collect, and how that will be captured. You can integrate Google Analytics with conversion tracking for each CTA (call to action) in your plan.

4. If possible, implement a centralized CRM (Customer Relationship Management) system to streamline your organization's interactions, alongside marketing automation, and reporting tools, and possibly a donor dashboard on your website.

5. Consider a tiered approach that will allow you to gradually scale up to full implementation.

An omnichannel media strategy will enhance audience and donor engagement over time, ultimately leading to greater results for your organization. Our team has helped organizations increase their reach and fund development goals by coming alongside their teams to develop effective omnichannel campaigns. i

Doug Weiss
Senior Media Manager
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With over 15 years of experience in media, distribution, marketing, and digital ad buying, Doug manages our media buying and broadcast television placements and partners. He is a graduate of Ball State University and has worked extensively with ministries, film, and media companies.

HARNESS AI FOR NONPROFITS

Unlock Engagement, Efficiency, and Growth

By Darrell Law

As a trusted adviser to nonprofits and ministries, and a former ministry leader, I have witnessed firsthand the challenges these organizations face in their mission to do good. Limited resources, the constant need to engage donors, and the pressure to reduce expenses can seem overwhelming. However, a revolutionary solution has already emerged to help transform how nonprofits operate: artificial intelligence (AI).

The Power of Conversational AI

Recent advancements in conversational AI have opened new doors for engagement, fundraising, and operational efficiency. Infinity Concepts is at the forefront of this movement as we skillfully customize AI-powered solutions to help nonprofits achieve more with less.

At its core, conversational AI uses natural language processing (NLP) and machine learning to enable human-like interactions. This intuitive technology allows organizations to replace cumbersome processes with simple, intuitive conversations. Whether answering donor inquiries, routing calls to the appropriate department, or conducting surveys, AI voice agents and chatbots provide personalized, scalable, and cost-effective solutions.

Three Pillars of Success: Time, Money, and Engagement

Nonprofits stand to benefit immensely from AI's ability to save time, reduce costs, and improve donor engagement:

1. **Save time:** When you use AI to automate repetitive tasks like donor outreach, appointment scheduling, and data management, you free up staff to focus on strategic initiatives and ministry-focused outreaches and programs.

2. **Save money:** AI solutions, such as voice agents, act as cost-effective alternatives to traditional call centers—they help you provide 24/7 support without the need for additional staff. Not only can the AI voice agents be a cost-effective solution, but they can consistently represent your brand, handle calls the way you prefer, and promptly answer calls to ensure donors are cared for and routed to the appropriate person.

3. **Improve engagement:** Personalization is key to donor retention, and AI excels when it delivers tailored messages that resonate deeply—which can lead to stronger relationships and increased giving.

Real-World Applications of AI

AI is not just theoretical; it is already transforming nonprofits worldwide. Consider the following use cases:

- **Multi-touch campaigns:** AI enables organizations like Feeding America to deploy voice calls, SMS, ringless voicemail, and drip emails to cultivate and reactivate donors. These coordinated efforts ensure no potential supporter is left behind.
- **Donor surveys:** AI-driven surveys provide invaluable insights into donor preferences, which enable nonprofits to refine their messaging and strategies.
- **AI-powered chatbots:** Chatbots can answer common questions, manage event registrations, and offer real-time assistance.
- **Cost reduction:** A large pediatric nonprofit that combats childhood cancer uses conversational AI to engage donors, streamline inquiries, and connect supporters to fundraising opportunities. This helps maximize their impact and reduce operational overhead.

Overcome Common Challenges

Despite their dedication, nonprofits often face obstacles such as high call volumes, limited resources, and inconsistent engagement quality. AI solutions address these issues head-on:

- **Scalability:** AI voice agents handle hundreds of inquiries simultaneously.
- **Consistency:** Unlike human agents, AI delivers uniform service every time.
- **Availability:** AI operates 24/7, which ensures that no donor's call goes unanswered.

Alleviate Concerns About AI

AI is designed to enhance, not replace, personal interactions. It automates repetitive tasks, allowing staff to focus on building stronger, more meaningful relationships with donors and members. AI ensures that outreach is personalized and timely, creating more opportunities for direct engagement. AI is not a replacement for human connection; it is a powerful tool that empowers nonprofits to amplify their impact. When nonprofits leverage AI, they can save time, reduce costs, and build stronger relationships with donors and volunteers.

I understand the hesitations about AI; however, the key is to implement it wisely in your nonprofit so AI can enhance and improve your efforts and empower your team to focus on tasks that only they can and should do.

As AI continues to evolve, the opportunities for nonprofits to leverage this technology are limitless. By embracing AI, nonprofits can unlock a brighter future, where they can focus on their core mission and achieve greater impact.

Steps to Embrace AI

For organizations ready to integrate AI into their operations, here's a roadmap:

1. **Identify pain points:** Pinpoint areas where AI can make the most significant impact, such as donor retention or operational efficiency.

2. **Preserve person-to-person contact:** Identify those areas where AI is not the strongest solution and focus your people power there.

3. **Set clear goals:** Define what success looks like. Is it increased donor reactivation? Reduced costs? Improved response times?

4. **Partner with experts:** Collaborate with specialists like Infinity Concepts to implement AI solutions tailored to your unique needs.

5. **Train your team:** Equip staff to work alongside AI tools, as a way to ensure seamless integration.

6. **Monitor and adjust:** Continuously evaluate performance metrics and refine your approach for optimal results.

The Future Is Now

AI is not just reserved for large corporations; it is a necessity for any nonprofit that wants to thrive in today's fast-paced world. By the adoption of AI-powered solutions, organizations can elevate their mission, engage more supporters, raise more funds, and steward resources more effectively.

The tools are here. The opportunities are endless. The question is: will your organization take the leap? If you are ready to explore how AI can transform your ministry or nonprofit, I would be honored to guide you on this journey. Together, we can unlock a future where your mission reaches further than ever imagined. i

Darrell Law
VP | Chief Growth Officer
at Infinity Concepts

Darrell is a 20-year veteran leader of a multi-campus megachurch and international television and radio broadcast ministry. Darrell specializes in maximizing results out of limited resources. Whether developing fundraising strategies, creating donor retention programs, launching humanitarian outreaches on the other side of the world, or implementing marketing and assimilation strategies to grow a local church, Darrell's passion is to help clients achieve their goals and fulfill their mission.

WHEN THE CRISIS COMES

By Clem Boyd

Every business, nonprofit, and ministry will face at least one crisis over the course of its lifespan. Sometimes, that crisis can be handled internally, with communication limited to employees, management, and volunteers. Other times, the crisis gets bigger—information is leaked to the press and you receive a call from the local TV station.

In the case of crisis communication, an old adage borrowed from a long-standing American youth organization comes to mind: be prepared. For all future crises—whether you will handle them internally or they become public—now is the day to prepare. Tell yourself, even as you read this article, “Crises will happen.”

Have your plan in hand and ready to go on the day that a crisis arrives: an employee caught embezzling donor dollars; a child seriously injured while participating in a ministry activity; a product you sent to another country now making people sick. Such events have the potential to earn you unfavorable news coverage, at a minimum, or even derail your organization’s ability to serve.

Do not fear crises. Be strong and courageous. In fact, any crisis can be an opportunity to be a light to a larger audience. But when you prepare for such an event, you create a path to peace. Here are a few planning tips:

- **Identify your stakeholders.** The most important goal of any crisis communication plan is to restore trust. For an organization I served recently, I quickly identified the stakeholder groups: volunteers, staff, donors, and recipients of our services. Only then could we develop a plan to communicate effectively with each group. And the communication was different for each because of what they knew and how invested they were in the organization. One size does not fit all when it comes to a crisis.
- **Create a crisis communication press release.** Write the basics now so that you can fill in the blanks in key areas when the time comes. Run the template by both lawyers and leadership beforehand, so that when you have to use it, there are no delays as you wait for key parties to sign off.
- **Identify your crisis communication team.** What are their responsibilities and who will be your spokesperson? Keep all these names, plus contact information, in both hard copy and online. Your president or executive director will serve a leading role, but for one of our clients, the chairman of the board also communicated with staff. This allayed the employees’ fears that jobs might be in

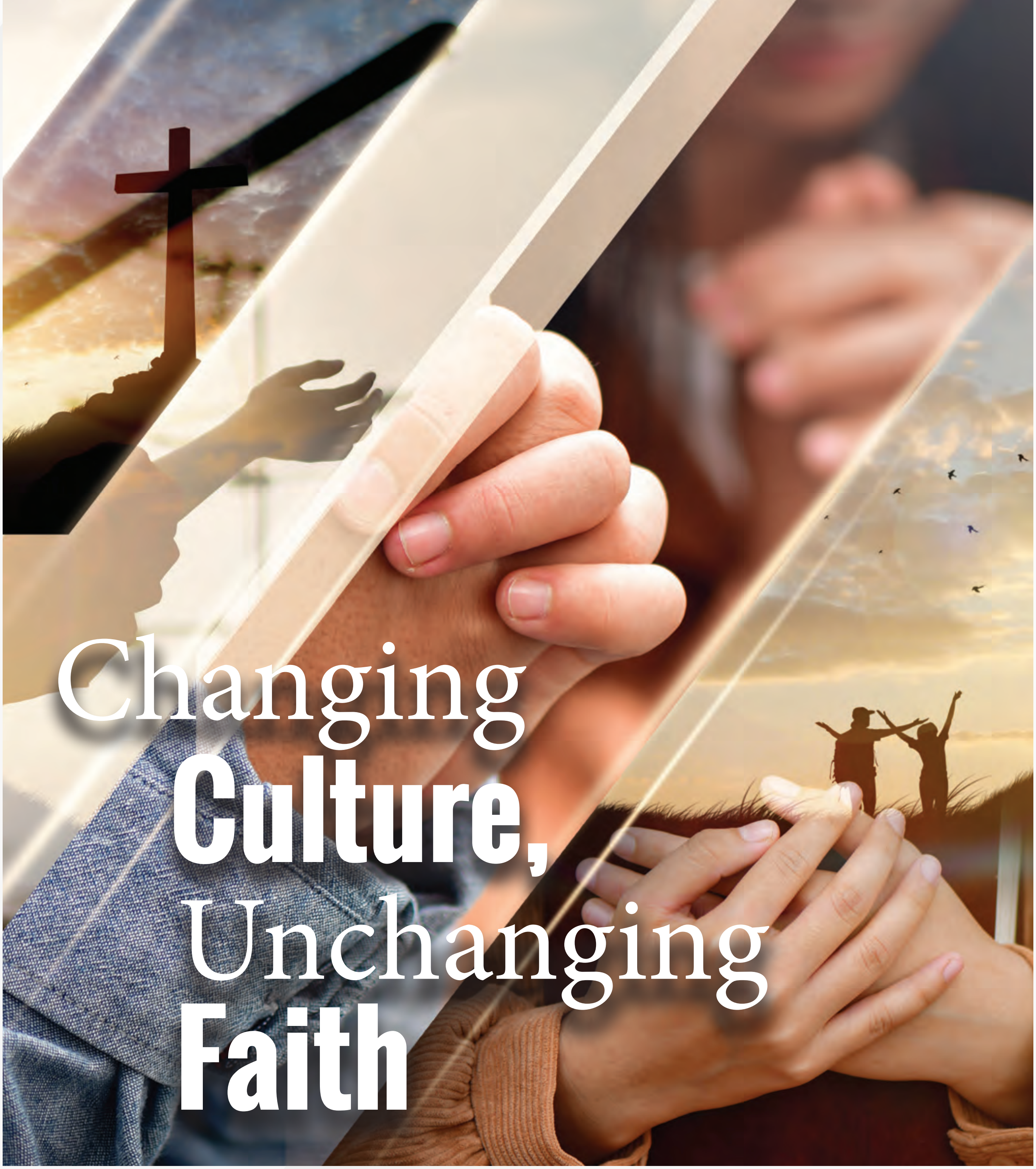
jeopardy and assured them that a quick and caring response was underway.

- **Act as quickly as possible.** If you have a plan in place, this will expedite your ability to speak into the situation. The person who communicates first is the one who shapes the narrative—the perception of what happened and how you have responded. For instance, for our client, there was a gap between the crisis and a well-thought-out response from leadership. Employees created their own narrative, which heightened anxieties and fostered mistrust. It took a number of meetings, including with specific departments, to resolve concerns.
- **Communicate as you fulfill promises you made.** You build (and rebuild) trust when you make and keep promises. So your initial crisis response should include promises, such as:
  - We will work with authorities to determine the cause of this event.
  - We are reaching out to those affected.
  - We are assessing the needs of those involved and providing counseling, shelter, medical care, etc.
  - We will keep you informed.
- **Above all, show compassion.** Speak positively about all those involved. Thank your stakeholders for their support. Communicate sincere, genuine concern for those affected by what happened. Never minimize the impact. Offer clear action steps of how you plan to come alongside.

Your organization is committed to serving people and changing lives. But even that hopeful mission comes with risks. Something could go wrong. That possibility, however, should not cause you to pause or pull back, but to continue boldly. When you embrace and prepare for the possibility of crisis, you leave yourself free to keep pursuing your life-transforming mission.

Clem Boyd
Director of Public Relations
at Infinity Concepts

Clem loves to share stories that lift the profile of organizations and garner more support for their great work. His career in media and public relations helps him connect the dots between a story that should be told and those who long to tell it.



Changing Culture, Unchanging Faith

By Mark Dreistadt

We live in a rapidly shifting culture, flooded with technological advancements, evolving social norms, and rising skepticism toward traditional beliefs.

Infinity Concepts regularly releases research reports on the evangelical community as part of our commitment to help our clients effectively communicate with an ever-changing culture. Below is a collection of perspectives for thoughtful consideration based on the research reports released during the past few months.

Digital influence and authentic connection

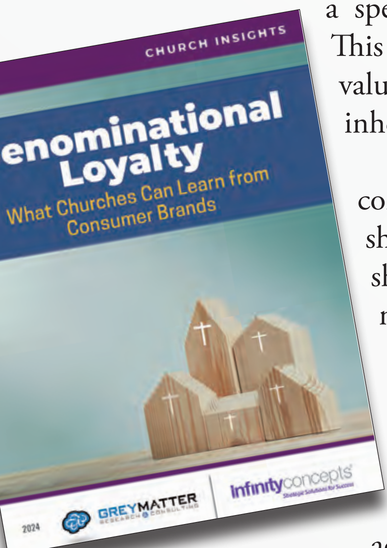
Social media has become a dominant influence on today's culture as it shapes opinions and connections across the globe. On one hand, it allows the rapid spread of the gospel; on the other, it can dilute the authenticity of our faith. Research shows that while most evangelicals actively use social media, many fear that the platforms undermine biblical values and promote harmful messages.

The Bible offers a clear lens as we evaluate our interactions on social media: "Do not be conformed to this world, but be transformed by the renewal of your mind" (Romans 12:2, ESV).

We must engage online thoughtfully and remember that our primary goal is not popularity but integrity. When we use social media to encourage and uplift, we can make digital spaces a place for authentic, faith-filled conversations.

Brand loyalty and faith

There was a time when loyalty to a church or denomination was as fixed as family heritage. Today, however, our research shows that many people exhibit more consistent loyalty to consumer brands than to a specific church or denomination. This may reflect a cultural shift: to value personal experiences over inherited tradition.



In the same way, our faith communities are increasingly shaped by personal relevance and shared experiences. This shift is not necessarily negative. In fact, it may prompt us to consider a more authentic and relational approach to faith in those communities.

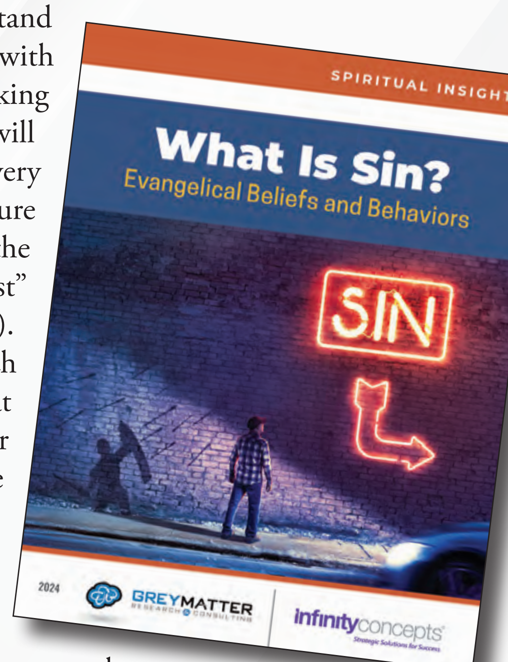
As the author of Hebrews advises us, "Let us consider how to stir up one another to love and good works, not neglecting to meet together" (Hebrews 10:24–25, ESV).

If loyalty to the faith community becomes more about shared values, intentional connection, and love in action, that loyalty has the potential to create deeper bonds than mere affiliation.

Changing concepts of sin

One of the hallmarks of today's culture is its fluid moral landscape. Behaviors once universally seen as "wrong" are now up for debate, and people of faith hold diverse perspectives on what constitutes "sin." For example, according to our research, most evangelicals agree on matters like adultery or pornography, yet they disagree on issues like alcohol use or entertainment.

How should we respond to a culture where ideas of right and wrong seem to shift continually? The Bible calls us to stand firm in truth, but with compassion: "Speaking the truth in love, we will grow to become in every respect the mature body of him who is the head, that is, Christ" (Ephesians 4:15, NIV).



This approach does not mean that we compromise our values but engage thoughtfully with those around us. Jesus modeled this balance perfectly as He showed love and understanding without condoning sin. We are called to be examples of Christ's character—to uphold truth with a gentle spirit that invites others to explore a biblical worldview.

Generosity in an age of scarcity

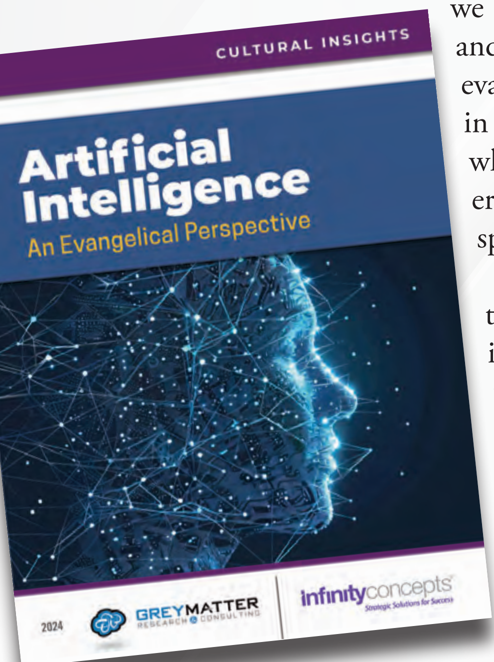
Generosity is a cornerstone of biblical living, but our research reveals a troubling trend of declining generosity among evangelicals due to financial pressures and shifting priorities.

The Bible reminds us, though, that giving is about the heart, not just the amount: "Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver" (2 Corinthians 9:7, NIV).

In this spirit, generosity can go beyond finances as we offer time, prayer, encouragement, and service. We are called to live with open hands—trust that God will provide and that our generosity reflects His love for a watching world.

Artificial intelligence

Artificial intelligence (AI) is transforming the way we work, communicate, and even think. Many evangelicals see potential in AI for positive change, while others fear it may erode jobs, creativity, and spiritual discernment.



AI challenges us to think deeply about what it means to steward technology responsibly. We must use it in ways that honor God and serve others, being careful to maintain our reliance on Him rather than on man-made intelligence.

AI may be powerful, but it can never replicate the image of God within us—we who are "fearfully and wonderfully made" (Psalm 139:14, ESV). As we balance innovation with ethics, we can use these tools as extensions of our God-given creativity rather than replacements for it.

Community reimagined

The COVID-19 pandemic dramatically altered how people attend church. Our research indicates that a growing number of people now interact through digital platforms, which challenges traditional concepts of community and worship. This shift calls us to reflect on what it truly means to gather as a faith community.

Jesus said, "Where two or three gather in my name, there am I with them" (Matthew 18:20, NIV). Community is not confined to a physical space; it is built on relationships, mutual support, and shared truth. Whether online or in person, we are still called to be "one body." So, how might we reimagine discipleship, fellowship, and unity in fresh, creative ways?

Thoughtful engagement

Our culture may be shifting, but the truth of God's Word endures. As Christians, we are called to engage the world with wisdom and grace. Jesus prayed, "They are not of the world, just as I am not of the

> *Do not be conformed to this world, but be transformed by the renewal of your mind.*
>
> ROMANS 12:2, ESV

world … As you sent me into the world, so I have sent them into the world” (John 17:16,18, ESV).

As we encounter new challenges—from technological advances to changing ideas about morality—we have the opportunity to live out our faith with authenticity, courage, and compassion.

This moment in history offers a precious opportunity to serve with humility, to listen with open hearts, and to share God’s love in meaningful ways. We must be willing to adapt our approach, while holding fast to biblical truth.

To download any of the reports, please visit www.infinityconcepts.com/research or scan QR code.

Mark Dreistadt
Founder | President | CEO
of Infinity Concepts

Mark has a long and distinguished history of transforming organizations through his strategic counsel, innovation, and blended approach to communication, branding, marketing, advertising, fundraising, and media. Mark is a dynamic communicator known for his clear and compelling style of presenting transformational insights and strategies.

NAVIGATE THE FUTURE OF NAME ACQUISITION

By Haley Mollica

The effort you must invest to acquire new names—those fresh leads, prospects, and donors that fuel organizational growth—remains as crucial as ever. However, the landscape of digital engagement and conversion has shifted dramatically. Organizations must navigate new trends, leverage advanced technologies, and avoid outdated methods to stay competitive.

This article dives into the most effective strategies for new name acquisition, reveals the pitfalls to avoid, and explores why consent-based online identification software now shapes the future of digital engagement with impressive conversion rates.

The state of new name acquisition

The most recent data on digital donor behavior is clear: personalization, speed, and trust-building are essential. Here are some key industry-shaping statistics:

- Personalized engagement drives higher conversion rates: Organizations that prioritize personalization see conversion rates as high as 14%, compared to just 3% with generic outreach.
- AI-driven identification boosts efficiency: AI-based identification platforms can predict visitor behavior with remarkable accuracy—which helps you achieve a 40% match rate without forms or logins.
- High-quality leads yield better email metrics: When you build a list of high-intent leads, you can substantially increase email open rates. Organizations that segment their email lists see a 39% higher open rate and 28% lower unsubscribe rate.
- Speed to lead is critical: Organizations that contact new prospects within the first five minutes after engagement see conversion rates boosted by 400%.

These trends highlight the importance of data-driven strategies for organizations that strive to optimize new name acquisition.

What works: the winning strategies

1. **AI-enhanced, consent-based online identification software:** Effective name acquisition depends on how well you understand and predict donor behavior. Consent-based online identification software enables organizations to segment their audiences with precision and deliver tailored messaging for better results.
2. **Omnichannel engagement:** A multichannel approach outperforms single-channel campaigns. When organizations offer a seamless experience across email, social media, and direct website interactions, they can maximize conversion rates. Consent-based identification platforms reveal the most active channels for each lead, which then allow organizations to engage prospects effectively.
3. **Interactive content:** Quizzes, polls, and interactive landing pages are powerful tools to help you engage new audiences, with higher engagement rates than static content. Paired with insights from consent-based identification software, these tactics allow for the prioritization of high-quality leads.
4. **Rapid follow-up through automation:** Timely engagement is vital, and automation tools that work with consent-based identification platforms ensure that each new contact receives a personalized follow-up within minutes. This strategy capitalizes on initial interest and thus increases conversion potential.

What does not work: pitfalls to avoid

1. **Generic mass email campaigns:** Donors today expect relevant communication. Broadly targeted emails yield low conversion rates and often lead to high unsubscribe rates. Targeted campaigns that use data for relevancy offer much better results.
2. **Lack of mobile optimization:** With mobile devices accounting for a significant portion of web traffic, it is essential to create mobile-friendly websites and landing pages. Consent-based identification software that performs well on mobile platforms ensures that organizations do not miss out on potential leads.
3. **Delayed engagement with new leads:** If you wait too long to connect with a new lead, you drastically lower the chance of conversion. Many organizations still rely on outdated CRM systems that cannot keep up. With automation-driven, consent-based identification tools, organizations can engage prospects in real time and ensure that no opportunity slips by.

Stay ahead of the curve

The landscape for name acquisition continually evolves, and those who rely on outdated methods will struggle to keep up. Donors now expect personalized, fast, and seamless interactions. Advanced, AI-powered, consent-based, online identification software enables organizations to better understand their audience, engage them promptly, and convert them more effectively.

For those ready to transform their name acquisition strategy, I recommend a powerful tool like IDEX Pro Web ID Consumer, a leading consent-based, online identification software that can identify up to 40% of your web visitors and easily integrates with your systems to turn your visitors into loyal donors or customers.

Haley Mollica
Client Success Manager
at Infinity Concepts

Haley leads with enthusiasm and excellence in all she does. Her passion is to help ministries and organizations fulfill their God-given mission and vision. She has worked for a variety of large and small nonprofits and brings many years of marketing and database experience to Infinity Concepts. She holds an MBA in Business Management and bachelor's degrees in marketing and human resources.

PROVEN STRATEGIES FOR HIGH-CONVERTING LANDING PAGES

By Andy Walker

Creation of a successful lead generation campaign requires excellence at every step in the lead funnel. From persuasive ad copy to eye-catching creatives and engaging emails, each component works together to drive traffic to your landing page. However, the success of your campaign largely depends on the effectiveness of your landing page..

A lead generation landing page, such as one used in an email acquisition campaign, serves as a critical handshake—the first interaction that begins to build a connection with your audience.

Unlike a homepage, which provides a broad overview of your brand, a landing page has a singular purpose: convert visitors into leads. Every element on the landing page is designed to focus visitor attention and inspire action, which makes it the linchpin of your campaign's success.

So, how can you ensure your landing page performs at its best? Here are nine proven strategies for high-converting landing pages that will help you drive results.

Strategies for High-Converting Landing Pages

1. Start with a clear and compelling headline

Your headline sets the stage. It should grab attention, be concise, and convey the value of your offer. Choose clarity over cleverness. Be direct and ensure the headline aligns with the ad that brought the visitor to that page.

2. Keep the focus on a single call to action (CTA)

Simplicity is essential. Your landing page should have one clear focus and a single, well-defined action for visitors to take.

> *Tip: Use strong, action-oriented language in your copy and call-to-action buttons, such as "Sign the Pledge" or "Download Now!" to inspire immediate engagement.*

3. Simplify your form

Request only the essential information: first name, last name, email, and perhaps one other field. Additional details can be collected later in the customer journey.

> *Tip: If you need to gather more information, use a multi-step form to break it into two or three manageable steps. This approach minimizes the perceived effort and increases the likelihood of completion.*

4. Eliminate all distractions

Eliminate navigation menus, social icons, external links, and any content that does not directly support your primary CTA. When you reduce distractions, you increase the likelihood of visitors converting.

> *Tip: Apply the cul-de-sac methodology: one way in, one way out. This keeps visitors focused solely on the desired action.*

5. Optimize for mobile

More than half of web traffic originates from mobile devices, so your landing page must be optimized for flawless performance on all screen sizes. Implement responsive design and ensure forms are user-friendly and easy to complete on smaller screens.

6. Use social proof

Social proof boosts the credibility of your offer and can significantly increase conversions. Demonstrate the trust others have in your CTA by integrating a social proof pop-up with tools like ProveSource or Proof.

7. Test and refine continuously

Conversion optimization is an ongoing process. Conduct A/B testing to experiment with various headlines, CTAs, images, and layouts to identify what resonates most effectively with your audience.

8. Utilize immediacy, urgency, or scarcity

Create a sense of urgency or scarcity to encourage immediate action. Strategic phrases can effectively motivate faster decisions:

- **"Limited-Time Offer"**
- **"An Exclusive Offer Just for You!"**
- **"Download Your Free Resource Instantly!"**

9. Enhance site speed

Site speed is critical. According to Google, over half of mobile users abandon a page that takes more than three seconds to load, which can result in lost conversion opportunities. When you optimize your site's speed, you enhance user satisfaction, lower bounce rates, and create a smooth experience that significantly boosts conversion rates.

Implement these landing page optimization strategies as a way to help maximize the conversion rate of your organization's lead generation campaign. Focus on clarity in the user experience, to create a simple path for your visitors when they are ready to take action. Remember, even small adjustments can lead to meaningful improvements in your results, so continue to test and refine your approach to achieve the best results.

Andy Walker
Director of Integrated Communications at Infinity Concepts

With over a decade of specialized experience in digital and social media marketing as well as fundraising, Andy loves helping people remove the stress and hassle of marketing their organization.

Search Ads VS. Google Ad Grants for Nonprofits

By George Konetes

Many nonprofits utilize Google Grants for search ads. This awards them up to $10,000 a month in free Google search advertising funds. Many assume this "free" money takes the place of paid Google search ads, but that is not the case. The power of paid search ads is significantly greater than the free search ads obtained through a Google Grant.

Google Grants come with a series of restrictions, such as ranking limitations and keyword bidding, in other words: limits to how high you can bid and what terms you can reasonably rank for. If a term is not well-represented on the target landing page with strong organic ranking signals, you may not be able to win auctions for it with your free grant funds.

Thus, campaigns run with Google Grants often only obtain users who were already looking for your organization or the content on one of your pages. They likely would have found their way to you anyway. Brand new traffic you receive is also going to be of lower quality because higher value traffic will be outside your bid limit much of the time.

The use of paid Google search ads enables you to bid higher and for keywords that are outside the reach of grants. So, you can find the highest quality users who are most likely to have the resources and intention to give. You can also expand your ads beyond your organization's name and most central website content to touch all areas of your mission and activities. You can run ads into parallel and related searches as well, to find users interested in what you do.

All of this, combined with a little wordsmithing and strategy, can result in effective new donor acquisition campaigns, email acquisition, event marketing, and more through paid search ads. You can still utilize Google Grants to generate awareness and fill in gaps in your paid search strategy.

Think about it like this. Every day people search for you, and many more people search for things related to what you do. Google Grants enable you to reach some of the people who are searching for you, but not much else.

Google search ads, on the other hand, reach more or all of the people searching for you and a choice portion of the people who are searching for things related to what you do. These are people whom Google Grants do not have the power to reach—all because, with their restrictions, Google Grant ads cannot rank high enough in the search auctions to be seen by the best prospects who are most likely to take action.

Google designed the system so that paid ads have a significant advantage over free ads.

However, I would not recommend discontinuing grant campaigns. Instead, work to maximize the value of that resource. After all, if a donor is looking for information or organizations in your niche and your ad brings them back home, you may reactivate an older donor or reengage a wandering donor.

But I would also consider using paid search ads to better find new supporters.

We manage both Google Grants and paid Google search ads for our clients and optimize both to obtain the highest possible results. The key to finding success is matching each tool to the proper objective. i

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With a PhD in communications media and instructional technology, George intuitively grasps how to use media to impact audience behavior. Guided by data-driven insights, he specializes in implementing strategic plans that produce desired outcomes, with a focus on both efficiency and efficacy. He also oversees the client success department to ensure strategic implementation and successful results for all clients.


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