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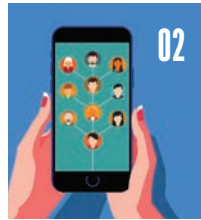
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HOW TO MAKE FRIENDS

With The Media



By Clem Boyd

Let's admit it: we feel a certain thrill at each positive reply to a pitch, or when a reporter emails in response to our latest press release. No lie—I have double fist-pumped the air a time or two.

And while it's exciting to get a media hit, if I walk away from that experience and don't follow up, I've missed out on an important opportunity to further develop a media relationship. Let me explain.

My former boss, Mark Weinstein at Cedarville University, did a phenomenal job serving the media. He would anticipate their interests and send them story ideas that he knew fit their beat. Even if Mark could not fill a media inquiry, the journalist knew that Mark had gone the extra couple of miles to find a high-caliber and respected expert.

Mark enjoyed many high-five moments after he placed important stories about the university on local, regional, and national media. But Mark's satisfaction went beyond each media hit. In fact, he often talked about various reporters not as colleagues or business associates, but as friends.

Which raises a good question for us as PR professionals: can we move from a transactional business-only relationship to genuine friendliness with at least some of the media?

In our field, we should always exhibit a welcoming, polite, and kind demeanor, especially when reporters reach out to us outside normal business hours. That is the baseline professionalism we should demonstrate in any interaction we have with a reporter. But how do we develop a personal connection beyond this level of engagement, especially as people of faith?

True friendship requires that you build trust over time. We become the kind of individual others can count on when we take a sincere interest in someone else's concerns and plans.

As you form that friendship, you will find it easier to send a story pitch. Yet there is another benefit: the reporter also finds it easier to reach out to you when he or she needs a quote.

SO, HOW CAN YOU DEVELOP THIS NEXT-LEVEL RELATIONSHIP WITH THE MEDIA?

1. Take time to learn a journalist's beat. In your emails to reporters, acknowledge their past work as a way to indicate that you pay attention.

2. Details matter. If a reporter runs a story about your organization, follow up with a thank you. Make sure to reference specific points in the journalist's report that you appreciated.

3. Be willing to help. If you see a story online that relates to a journalist's beat, forward the link or video. This shows a desire to help the reporter even if the story you forward is not directly related to your organization's interest.

4. Pass it along. Share tidbits of professional development. If you see a story about the profession of journalism, pass it along as a personal item of interest with no expectation.

5. Do not overwhelm. Once you sense that you have developed a friendly relationship with a reporter, do not take advantage of their kindness by inundating them with ideas. You still need to be strategic.

6. Dig deeper. As a Christian PR person who deals primarily with Christian media, I recently sent a note to a number of journalists, accompanied by a Bible passage: "The purposes of a person's heart are deep waters, but one who has insight draws them out" (Proverbs 20:5). My email observed how interviews can be more than information collection but also a form of service to the interviewees. I did not receive many replies, but I did hear from one reporter who said the email had encouraged her. ■



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.

HOW TO

LEVERAGE THE POWER OF

YOUTUBE



By George Konetes

Many ministries have a presence on YouTube but do not truly leverage YouTube. They simply upload existing video and hope that a larger audience finds it. Yet to gain traction and make an impact, you must use the video platform intentionally as a distinct video communication channel—you must create original content specifically for YouTube.

Ministry television content does not tend to work well on YouTube, neither does podcast content or Facebook content. YouTube is a different platform and people use it differently.

For example, audiences rally around different things. Facebook users tend to value connection and they strongly identify with content that complements their own passions and opinions. So, create content for Facebook that provides what those users seek.

YouTube users, on the other hand, visit the platform to find and devour content they are passionate about. They follow channels that have proven to educate, inspire, and entertain.

USERS ARE WILLING TO GIVE MORE TIME AND ATTENTION TO CONTENT THEY VALUE, BUT ONLY IF IT TRULY SPEAKS TO THEM AND HOLDS THEIR ATTENTION.

To be fair, every channel must entertain. So, you want to craft content that combines education and inspiration, then serves it in a way that also entertains, to get the greatest reach. Become a rally point for your preferred audience.

Ministries also struggle to use YouTube effectively because they do not first consume content on YouTube themselves to become immersed in the culture and nuance of the platform. So, in the end, they take the wrong approach, use the wrong tone, or pursue old ideas instead of innovating.

And why innovate? Why think deeply, why invest the time and resources? What does YouTube offer that warrants all this?

YouTube offers the ability to reach millions and impact people in intimate ways at incredible scale. Did you know that YouTube has 2.7 billion active monthly users around the world? And you can reach those people at scale for free. Indeed, if you do it well enough, then YouTube will pay you to reach them.

YouTube may be free, but it is not without cost. In television, people create a message and spend ►

big dollars to promote it. On YouTube the model is inverted: you spend the resources to create the video and hand it over to YouTube to essentially judge it and promote it based on how it is received. The more well-received your videos are, the further they will go. When your videos do not get traction, you must stop, learn, and experiment afresh.

I have seen so few ministries get it right on YouTube that it pains me. But others have mastered the platform and thus reach millions—racking up thousands of engagements and comments on everything they post. And these ministries are paid by YouTube to reach the world with their message and mission. ■

**THE OPPORTUNITY IS GREAT
FOR THOSE WILLING TO
PURSUE IT.**



George Konetes
*Director of Client Success
at Infinity Concepts*

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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HOW TO CRAFT A MARKETING & COMMUNICATIONS PLAN

for Your Next Campaign

By Laura Denner

As a nonprofit or ministry, you often need to raise money for a capital campaign or for communication with your existing supporters about a new program, service, or product offer. At those times, you need a solid, comprehensive marketing and communications plan (sometimes called an implementation plan). This plan will help map out a course of action to successfully achieve the goals, strategy, and metrics you have set.

Creating such a plan can seem like a daunting task if you or members of your team have never done so before.

Where do I even start? How much time do I need to craft my marketing and communications plan?

If these questions are circling in your mind right now—rest assured—you are not alone!

The process might take you some time (and a few written drafts), but you will eventually have a finished product in hand: a blueprint that clearly defines and illustrates each step to effectively launch and monitor your campaign or project. ▶

So, what exactly are the building blocks of an effective marketing and communications plan?

Consider these important components:

SITUATION ANALYSIS:

In this building block, you look at the current state of your “situation.” Take a step back to assess the purpose of your campaign or project; this will help you determine why it is necessary.

ANSWER THE FOLLOWING QUESTIONS:

1

What problem do I need to solve or what idea do I hope to accomplish?

2

Why is this problem or idea important, and how does it affect my organization’s mission or affect the bottom line?

3

What are the results I hope for or will consider satisfactory at the conclusion of the proposed campaign or project?

GOALS:

These generalized statements anticipate what you hope to achieve through your campaign or project.

TRY TO LIST THREE OR MORE.

Remember these helpful tips as you put your pen to paper and craft your next marketing and communications plan!

OBJECTIVES:

These more precise, specific methods will outline how you will accomplish your goals.

KEY PERFORMANCE INDICATORS (KPIs):

These key metrics will measure the success of your campaign or project.

TARGET AUDIENCES:

These groups of people comprise those you wish to target.

Be sure to prioritize which audience segments are most important or applicable to your messaging and marketing strategies.

LAUNCH DATE/TIMELINE:

Include the date of your campaign's or project's launch and its duration.

STRATEGY & TACTICS/DELIVERABLES:

This part of the plan can feel a bit more intensive. To start with, list the individual strategies and tactics (also called "deliverables") you plan to implement, such as:

- *Digital media ads*
- *Print piece/brochure or other collateral materials*
- *Community event or social gathering, etc.*

Next, consider the point person or party responsible for executing each deliverable, the due dates and launch dates of each, the cost associated with each (if any), and a section for notes or items to remember.

You can add more to your action plan as necessary depending on the nature of the campaign or project, but these core elements will get you started.

FINAL RESULTS:

Here, you will create a snapshot of how your campaign or project performed:

- *Summarize the outcomes*
- *Determine if you met or exceeded expectations*
- *Identify opportunities to enhance similar campaigns or projects in the future*



Laura Denner
Client Success Specialist
at Infinity Concepts

To every client relationship, Laura brings exceptional communication and project management skills, with an eye for detail and quality service. She vitally serves as the Client Success Specialist, handling data entry and management and account reporting for many client campaigns and initiatives.

HOW TO

GET MORE DONATIONS



By Joel Rishel

I cannot prove this, but I have a hunch that many nonprofits and faith-based organizations could do more good if they brought in more donations. And so they go about the business of raising funds, although they would much rather get busy fulfilling their mission. They view the task of fundraising as a sort of necessary evil, separate from—and perhaps sometimes even in opposition to—their core purpose of existence.

Sound familiar?

I propose that you will get more donations if you merge the two in a bold and chaotic convergence of business and mission. Why bold? And why chaotic? Well, you might not have the resources for a separate fund-development team, so you must boldly go where you don't feel equipped. But I have some simple tips for you below. And things can always get chaotic when you step out of your comfort zone. But I have some guidance for that as well.

Imagine yourself as a start-up nonprofit, taking steps to create your services and configure your website. You are cognizant of the mission, which is carefully woven into the fabric of your products and the verbiage of your vision and values statements. You feel like you are truly yourself—fulfilling your God-given assignment.

But when it comes to fundraising, you step outside yourself in a courageous effort to know your donors, think like they think, feel like they feel, and motivate them to give. Sometimes this may feel a bit awkward.

Fundraising advice and strategies are often approached from the perspective of the potential donor, and appropriately so.

**YOU NEED TO GO WHERE THE DONORS ARE,
UNDERSTAND AND SPEAK THEIR LANGUAGE.**

TO DO SO:

- Consider donor “pain points” and find ways to persuade them that you have something of value to offer.
- Grasp cultural changes and adapt methodologies accordingly.
- Gain awareness of psychological factors that motivate people to donate—such as wealth status, desire for well-being, and sense of community—and speak to these core emotions.

But do not focus so much on awareness of your donors that you forget yourself.

Whether you direct a large organization or volunteer for a small nonprofit, you are personally involved for a reason. That reason is your heartbeat. And when your donors hear your heartbeat, they will donate.

Share stories that highlight your mission. Do not just communicate what your organization is doing; articulate why you are doing it. Tell your personal story.

The key to good marketing always starts with clarity. Too many organizations try to spread their net wide and be all things to all people, without first drilling down deep to be clear on who they are. The results can be disastrous.

How can you get more donations? Of course, you must know your donors. But first: know yourself. Make sure you are crystal clear on your mission and can communicate your passion. Let that bleed out in every email, every ad, every newsletter. ■



Joel Rishel
*Client Success Manager
at Infinity Concepts*

After nine years in Christian publishing and almost 20 years in church leadership, Joel brings a passion to help organizations and ministries energize their mission. He leverages his communications degree from Grove City College and MDiv from Reformed Presbyterian Theological Seminary.

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THE CREATIVE PARADOX



By Jason Dreistadt

Creativity thrives on the freedom to explore uncharted territories and innovate without boundaries. Yet, paradoxically, some of the most remarkable creative breakthroughs emerge not from unlimited freedom but from within the confines of limitations. Whether in design, literature, or business, constraints often serve as catalysts for ingenuity as they spark inventive solutions and birth fresh perspectives.

The reasons behind this seemingly counterintuitive phenomenon are diverse and multifaceted, and each contributes significantly to the enhancement of the creative process.

Constraints can enhance creativity in several ways:

NECESSITATE A SHIFT IN PERSPECTIVE

One of the primary ways constraints enhance creativity is how they necessitate a shift in perspec-

tive. Take a break and come back later with a set of “fresh eyes.” Solicit opinions from individuals different than yourself. Break away from traditional thinking patterns and explore alternative avenues to achieve their goals.

PROVIDE A CLEAR FRAMEWORK

Without restrictions, you might find yourself overwhelmed by endless possibilities. When constraints are introduced, however, you must narrow your focus, which can lead to more deliberate and effective creative decisions within that defined scope.

ENCOURAGE UNCONVENTIONAL THINKING

In a world where the easy path is often the most traveled, limitations compel us to take detours, explore uncharted territories, and discover new ideas that would otherwise remain hidden.

Think about these examples:

IN CREATIVE DESIGN, consider the use of a limited color palette. While it might seem restrictive, this limitation forces designers to experiment—they might mix colors to create shades and tones they would not have explored if faced with a boundless palette.

STRICT SPACE LIMITATIONS can stimulate more efficient and elegant solutions. When you don’t have an unlimited canvas, you must prioritize what you present and thus direct customers’ eyes to what’s most important—rather than complicate what you are presenting by too much information.

While some individuals and organizations shy away from constraints, why not embrace them as a source of inspiration? Far from obstacles, they help you push the boundaries of your work. This mindset shift can lead to the development of entirely new methodologies and approaches, such as:

DR. SEUSS was once challenged to write a story using only 50 different words. This limitation led to the creation of the iconic *Green Eggs and Ham*.

TWITTER (now called X) launched in 2006. Its initial constraint of 140 characters per tweet sparked the creation of a new form of communication and gave rise to microblogging. As it forced users to be concise and creative, the platform forever altered social media dynamics.

Not all constraints are beneficial, of course. Unreasonable or overly rigid restrictions might stifle creativity. However, well-thought-out limitations can become a breeding ground for some of the most remarkable breakthroughs.

Whether you are a designer, writer, or problem solver, embrace constraints as a way to uncover more creative options and innovative solutions.

In the end, constraints are far from the stifling force they may initially appear to be. Instead, they become a catalyst for ingenuity and brilliance. Sometimes, less truly is more, as the saying goes, and within limitations lies boundless creativity. ■



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.

MASTERING DONOR ENGAGEMENT



The Intersection of **ART, SCIENCE, & BIBLICAL VALUES**

By Mark Dreistadt

In the world of ministries and nonprofit organizations, effective donor communication is the heartbeat of success. Donors are the lifeblood of each organization—they provide the resources necessary to carry out its mission and make a difference in the world. A well-constructed donor communication program empowers an organization to build strong and lasting relationships, which can turn donors into partners and partners into advocates.

During my past four decades in ministry leadership and fundraising management, I have come to understand that donor communication is both an art and a science. Which means that it requires a thoughtful fusion of creativity, strategy, and biblical insight.

To engage donors effectively, all communication must embrace a strategic approach to creative design, harmonizing the artistry of compelling visuals and messaging with the science of data-driven communication. There is a dynamic synergy that takes place when professional strategy, creative design, and biblical wisdom all come together.

Effective donor communication is not merely a transactional exchange but rather an intricate journey toward our goal: to nurture lasting bonds. These relationships are rooted in trust, transparency, and a deep spiritual connection. They are built through an unwavering commitment to clear and effective communication and the faithful execution of the organization's mission.

KNOW YOUR DONOR

Every donor is a unique individual with his or her own spiritual journey. To build and maintain authentic connections with donors of faith requires a commitment to understanding, empathy, and a shared dedication to make the world a better place in accordance with biblical values.

Therefore, a successful donor program begins with a profound understanding of the audience. Donors are not a uniform group; they encompass diverse backgrounds, interests, and motivations. Donor segmentation and donor profiling serve as important tools for more effective, individualized messaging. When organizations understand donor preferences and motivations, they can create content that speaks directly to their audience's hearts and minds.

CREATE POWERFUL VISUALS

Visual storytelling serves as another powerful tool. We all find ourselves naturally drawn to images, and a well-crafted visual can convey emotions and messages more effectively than words alone. Nonprofits leverage this power by using images, videos, and graphics to tell compelling stories about their work, its impact, and the lives it has touched.

Infinity Concepts and Grey Matter Research recently completed a joint study of evangelical donors and their responses to various visual images. Our findings were quite interesting ...

GIVING IS DIFFERENT FROM BUYING

In advertising, we assume that people want to see others portrayed who are like themselves. This indeed may be true when they look to buy clothing or a computer or a car. But not when they are giving.

Buying is generally an action to help yourself, so you are motivated to see others using the product or service who are like you or who are like-you-wish-you-were.

Giving is an action to help others. While all giving is rewarding, we do not necessarily regard the beneficiaries of our donation as like us. Rather, they are individuals with some type of need we can help to meet.

RESPONSE TO RACE

During our study, we made three important discoveries tied to visual images of children.

- 1 Evangelicals do not find pictures of children of their own race or ethnicity more compelling than pictures of other races. Nor do they find pictures of their own race less compelling. Race simply does not make a difference.
- 2 While the race of the child does not make a significant difference in how people react, gender does affect the impact. Men show slightly more positive results when they consider a picture of a boy in a fundraising appeal; women show substantially more positive results when shown a boy.
- 3 In all cases, the specific quality and emotional content of the photo itself is the most significant. We can state with certainty that people pick up a variety of subtle cues from images: facial expressions, body language, lighting, angle, background, etc. Every image must be in harmony with the messaging and needs to be chosen carefully and strategically. ▶



RESPONSE TO SCRIPTURE

Another important factor we explored in our research was the use of Scripture in messaging and visuals. We saw a definitively improved response to messaging that includes Scripture—a statistical lift of as much as 28 percent.

The inclusion of part of a verse, or a verse reference, made the tested visuals more compelling, but both verse and reference made it more compelling still. The latter also made the ad feel substantially more relevant, appealing, hopeful, relatable, and believable to evangelicals.

CRAFT YOUR WORDS CAREFULLY

While visuals are essential, the words used in donor communication are equally important. Proverbs 16:24 (NIV) reminds us of the power of words:

“Gracious words are a honeycomb, sweet to the soul and healing to the bones.”

To craft compelling messages requires careful consideration of language, tone, and storytelling techniques. Organizations must use messaging that is clear, concise, and emotionally resonant.

One effective strategy is to share real-life stories of individuals or communities that have benefited from the organization’s work. These stories make the impact tangible and relatable to donors—even more so when they highlight the urgency of the issue or showcase the donor’s role in meeting the need.

EMPLOY DATA-DRIVEN INSIGHTS

Effective donor communication does not rely solely on creativity and intuition; it also involves a scientific approach to data analysis. An organization’s work to gather and analyze data related to donor behavior, response rates, and engagement metrics will contribute powerfully to informed decisions.

For example, donor data can reveal which types of content resonate most with specific donor segments or when donors are most likely to engage with communication. Nonprofits that use data-driven insights can refine their creative designs and messaging to optimize their impact.

The science of donor communication also involves ongoing testing and iteration. Organizations should regularly conduct A/B testing of different visuals, messaging, and strategies to identify what resonates most with donors. As organizations analyze the results, they can then refine their creative designs and optimize their communication efforts over time.

FUSE ART WITH SCIENCE IN YOUR COMMUNICATION

As we have seen, nonprofit organizations are more likely to build strong and lasting relationships with their donors when they:

- prioritize understanding their audience
- leverage the art of visual storytelling
- craft compelling messages
- analyze data
- continuously test and iterate their creative designs

In the competitive world of fundraising, effective donor communication is key. When organizations master the art and science of this communication, they can inspire donors to take action, make a difference, and become long-term advocates for the causes they hold dear. This fusion of art, science, and Scripture is not just a strategy; it is the catalyst for transformation and profound impact in the world of philanthropy.

Ultimately, the goal is not only to secure financial support but also to build a lasting partnership rooted in shared faith and a shared commitment to making a positive impact on the world.

When organizations embrace these strategies and practices, they can create a robust and dynamic community of donors who are financially invested

and spiritually connected to their mission. As you cultivate generous and faithful donors, your organization can continue to make a lasting impact on the world—all to help transform lives and communities for the sake of the gospel. ■

Research data taken from Strategic Creative Design and Race & Gender in Fundraising by Infinity Concepts and Grey Matter Research.



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.

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HOW TO

Improve Conversion of

SINGLE-GIFT DONORS TO MULTI-GIFT DONORS





By Darrell Law

Many nonprofits face the challenge of converting single-gift donors to multi-gift donors. Those multi-gift donors provide a stable source of revenue, so they are crucial for the sustainability of nonprofit organizations. In this article, we will explore strategies to help you convert more single-gift donors to multi-gift donors.

“OUR EXPERIENCE HAS SHOWN THAT IF YOU DO NOT RECEIVE A SECOND GIFT WITHIN THE FIRST 90 DAYS, THE LIKELIHOOD THAT THE DONOR WILL GIVE AGAIN IS LESS THAN 10 PERCENT.”

UNDERSTAND YOUR SINGLE-GIFT DONORS

Single-gift donors are individuals who have donated to your organization once but have not yet made a second gift. They may have different motivations for not making another donation, such as lack of information about your organization or lack of trust, or because they simply forget about your organization. Our experience has shown that if you do not receive a second gift within the first 90 days, the likelihood that the donor will give again reduces to less than 10 percent. So, it is key to understand the characteristics and motivations of your single-gift donors.

STRATEGIES TO CONVERT THOSE SINGLE-GIFT DONORS TO MULTI-GIFT DONORS

1. CULTIVATE A RELATIONSHIP

To encourage single-gift donors to build a pattern of giving, you want to cultivate a relationship. To build trust and keep donors engaged, consider how you might personalize your communications, acknowledge their past gift, and regularly communicate. An evergreen cultivation email series—with a minimum of three emails—can immerse new donors in the nonprofit’s mission, stories, and impact.

I prefer six to 10 emails in the series, because the goal is to convert the new donor to give a second gift within the critical first 90-day period. Set up your email platform to automatically send one email per week.

2. CREATE A SENSE OF URGENCY

You can motivate single-gift donors to give again by creating a sense of urgency: highlight a specific need, set a specific goal, or create a deadline.

3. PROVIDE SOCIAL PROOF

You provide social proof when you highlight the impact of someone’s past gift, share stories of how donations have helped impact lives, or showcase other donors who have given multiple gifts. This can help convince single-gift donors to give again.

4. ASK FOR A RECURRING GIFT

You help build a base of loyal, long-term donors when you explain the benefits of a recurring gift, ask for and provide easy ways to set up recurring gifts, and thank donors for their recurring gifts. ▶

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MEASUREMENT AND OPTIMIZATION

One way to improve your results is to measure the effectiveness of your conversion strategies. Track the number of donors who give again, the frequency of their gifts, and the amount of their gifts. These steps can help you identify which strategies are most effective. Continuously experiment and optimize your strategies as a way to help you improve your conversion rates over time. A good CRM database system will help you monitor these key performance indicators.

CONCLUSION

Converting single-gift donors to multi-gift donors is crucial for the sustainability of nonprofit organizations. When you understand the motivations of single-gift donors and implement effective conversion strategies, you can build a base of loyal, long-term donors who will support your organization for years to come. Begin to implement these strategies today and watch your donor retention rates improve.

For over 20 years, Infinity Concepts has helped nonprofits—small and large—implement strategies to improve their conversion of donors from single-gift donors to multi-gift donors to recurring gift donors.

We would love to explore how we can help you! ■



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.

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How Publishers Can
**INCREASE READERSHIP
& SUBSCRIPTIONS**



By **Andy Walker**

Publishers face an ongoing challenge: how to grow their audience and acquire new paid subscribers. E-newsletters provide a solution by offering a consistent way to reach their audience and increase readership.

Let us take a look at insights and strategies that can help you develop an effective e-newsletter strategy.

THE CHALLENGE

Some believe that, in today's media landscape, social media platforms offer the solution to reach desired new audiences. Yet they do not necessarily guarantee consistent readership. Social media algorithms constantly change, so publishers cannot rely on those platforms alone to bring back recurring readers.

The decrease in organic reach has also led to decreased traffic and readership. Publishers need to find new and effective solutions to reach their target audiences and keep them engaged. This is where e-newsletters come in.

THE OPPORTUNITIES

E-newsletters provide publishers with a reliable and consistent way to reach their readers. According to the *Reuters Institute Digital News Report 2020*, 21 percent of Americans accessed news via email weekly. Plus, newsletters have an average click-through rate (CTR) of 10.5 percent (Campaign Monitor, 2022), which is significantly higher than the 0.90 percent CTR for Facebook Ads (Wordstream, 2023).

Because they offer valuable content and help build a personal relationship with readers, e-newsletters provide publishers with a clear path to cultivate new paid subscribers and increase revenue. According to Google News Initiative Subscriptions Lab, newsletter subscribers are 10 times more likely to become paid subscribers compared to those who did not sign up for newsletters.

GET STARTED

To make the most out of e-newsletters, publishers need to develop a comprehensive strategy that defines what types of emails to send out, how often to send them, and what content to include. They must find a sustainable approach that aligns with their organization's capacity and staffing. Consistency is king in developing a successful plan.

THESE TYPES OF NEWSLETTERS PROVE POPULAR WITH READERS:

- 1 Daily Headlines:**
Provides subscribers with the day's latest top stories.
- 2 Weekly Recap:**
Offers a recap of the week's news, top stories, or most popular articles.
- 3 Breaking News Alerts:**
Provides immediate updates on important breaking news.
- 4 Specialized/Topic-Specific:**
Offers content specific to a particular writer or media personality and caters to specific interests.
- 5 Event-based:**
Created for specific events, providing subscribers with information about the event, including schedules, speaker bios, and daily highlights.

E-NEWSLETTER SECRETS

E-newsletters hold tremendous potential for publishers looking to grow their audience and increase their subscriber base. With an effective strategy, publishers can tap into the growing preference for newsletters as a source of news and information. With e-newsletters' higher click-through rates and the ability to track and analyze reader data, publishers gain valuable insights to tailor their content and increase reader engagement.

Incorporate e-newsletters into your publishing strategy as a way to transform your readership and unlock new opportunities for revenue growth. Embrace the power of e-newsletters and watch as your audience expands, your readership thrives, and your organization flourishes in the ever-evolving media landscape. ■



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.

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