



CASE STUDY

The Impact of One-Click Donation Forms on Email Fundraising

About the Authors



EveryAction is a unified platform offering best-in-class CRM tools for nonprofits. Our digital, fundraising, and organizing tools are sophisticated and innovative enough to help large organizations with millions of supporters raise hundreds of millions of dollars and wage national organizing campaigns. Our tools are easy to use, built with best-practices in mind that will improve your outcomes regardless of size. And with our world-class phone and email support, free trainings, and no-hassle on-boarding, your team will be ready to focus on maximizing your impact on the world.



Stagecoach Digital helps the world's most innovative nonprofits by engaging people to care and give more. With services to assist you in creating a website as inspiring as you are, getting more from your email list, building a more engaging online brand, and raising more money for what is important, stagecoach helps your audience connect directly to what you do and why your nonprofit deserves their support.



The **National Audubon Society** protects birds and the places they need, today and tomorrow, throughout the Americas using science, advocacy, education, and on-the-ground conservation. Audubon's state programs, nature centers, chapters, and partners have an unparalleled wingspan that reaches millions of people each year to inform, inspire, and unite diverse communities in conservation action. With twenty-three state programs, 41 Audubon nature centers, and nearly 500 local chapters, Audubon engages members across the country in grassroots conservation action.



Introduction

Email fundraising has steadily grown over the past decade to form the backbone of modern nonprofit digital programs, and it shows no signs of stopping. In 2018, the average nonprofit email list increased in size by 5%, and nonprofits sent out a slight 4% more fundraising messages than the year prior.¹ In terms of outcomes, 13% of nonprofit online revenue was generated by email fundraising appeals, totalling \$460 million raised across the sector over the course of the year.² However, with increased competition for supporters' attention, it is important that nonprofits stay on the cutting edge of email strategy and technology in order to break through crowded inboxes and maximize fundraising potential.

Building a top-tier email program in 2019 and beyond will require a multi-faceted approach to understanding email fundraising, technology that stays up to date with supporters' expectations for a fast and easy digital experience, and a willingness to test, experiment, and evaluate results in order to chart a course forward.

In this case study, Stagecoach Digital and EveryAction evaluate the impact of one-click donation emails on the fundraising outcomes of their client, the National Audubon Society. After examining the impact of one-click emails on conversion rates and overall fundraising, conclusions are drawn about actions that other nonprofits should take in order to replicate their results and increase their own email fundraising success.

1 M+R Benchmarks 2018, <https://mrbenchmarks.com/numbers/fundraising>

2 EveryAction, 2019 Email Deliverability Benchmarks, https://go.everyaction.com/WC-2019-06-EmailDeliverability_LP.html

Background

The National Audubon Society uses a sophisticated email program, run by Stagecoach Digital, to communicate with, activate, and fundraise from their national member network. Since 2016 this program has been run on EveryAction CRM, allowing them to tap into a massive activist network of FastAction Profiles in the EveryAction network. FastAction profiles are created when a user fills out any form hosted by EveryAction (not just previous supporters of the organization in question, but any organization which uses EveryAction digital forms). With over 59 million profiles stored and 5 million saved credit cards, 33% of EveryAction forms have at least one field pre-filled due to a previous action being taken within our network.

FastAction allows supporters and donors to store their contact information and payment

preferences across the entire EveryAction network, meaning that they can make a donation to any EveryAction client with just one click.

In order to test the fundraising efficacy of one-click emails compared those with standard donation link emails, analysts at Stagecoach Digital evaluated data from all non-automated Audubon emails sent since they began using EveryAction. They began by aggregating the recipients, contributions, and revenue by day, month, and year for emails that had “FastAction” in their name as well as those that didn’t. This enabled comparison of the ratios of the average gift size, revenue generated per email recipient, and conversion rate between the FastAction and non-FastAction emails.

HYPOTHESIS: One-click emails will produce greater conversion rates, and thus generate higher revenue for the organization, than standard donation link emails.

Dear Gabby,

The administration is laying waste to our country’s best bird law. We still have a chance to protect it—but there’s not a moment to spare.

To save the Migratory Bird Treaty Act, we need the strength only you can give us. Before our fiscal year ends at midnight tonight, we call on 245 more friends to join the fight. [A brand-new match extension now gives your support twice the power, up to \\$20,000—so show us we can count on you, and get your best gift doubled!](#)

The MBTA has delivered a century of protection, shielding nearly all native U.S. birds from being captured or

DONATE INSTANTLY with **fastAction**

Click on an amount below, and your donation will go through immediately.

Your gift will be charged to your saved credit card ending in 1713.

\$30

\$50

\$75

\$100

\$250

\$500

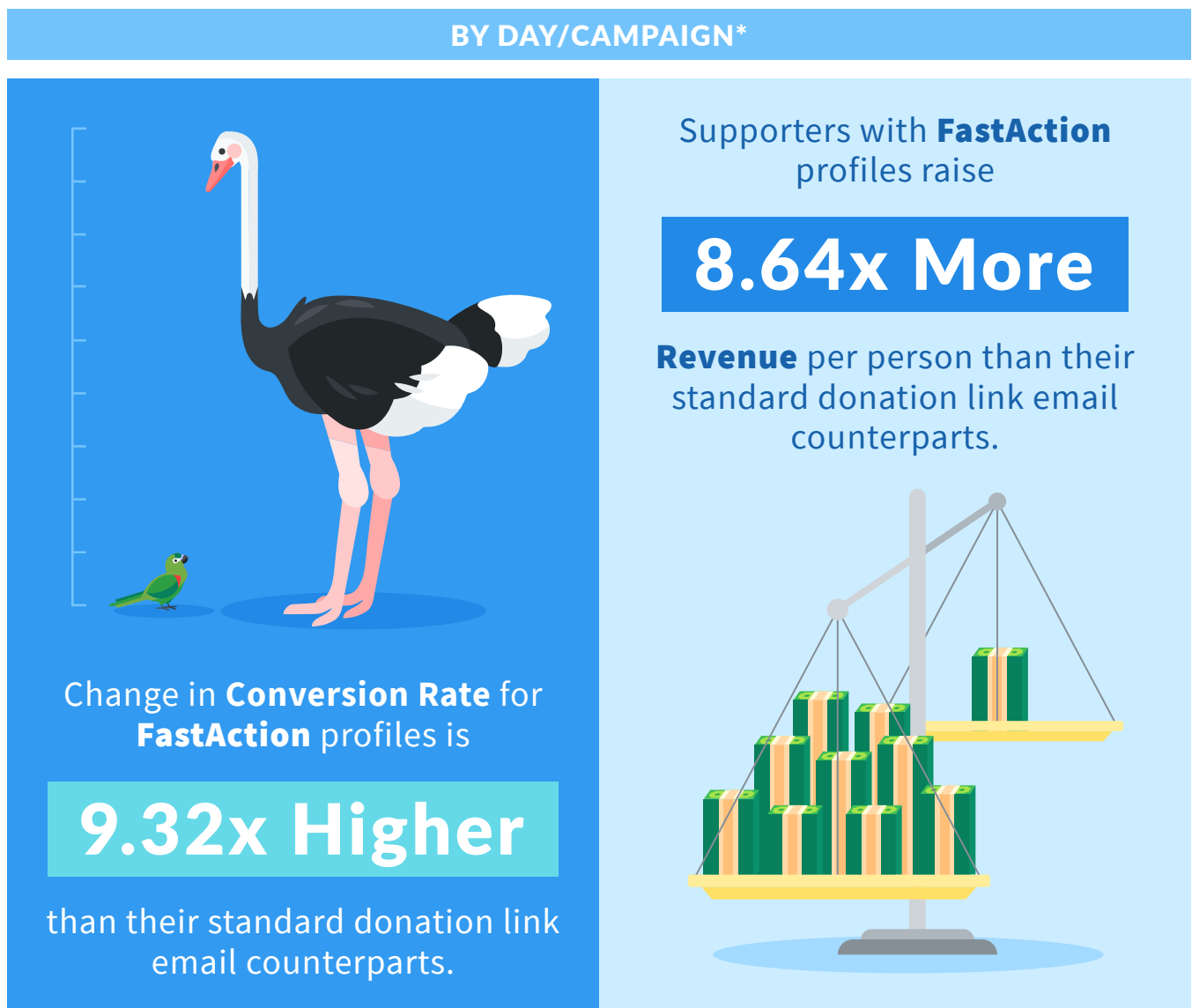
OTHER

Audubon is a top-rated charity and your donation will be securely processed.

Data Analysis

When comparing key metrics, specifically conversion rate and revenue generated, aggregating the data by day gives the clearest results, for two reasons. First, because it is the largest data set, it is easiest to remove outliers without significantly affecting the data overall. Second, days work as a rough proxy for campaigns, because although Audubon sometimes send multiple messages in a day, they rarely send non-fundraising messages on the same day as fundraising campaigns.

When looking at the data aggregated by day, the results are strikingly clear. **Supporters with FastAction profiles stored convert at a rate more than 9 times higher than their standard donation link email counterparts, and raise 8.6 times more revenue per person.**

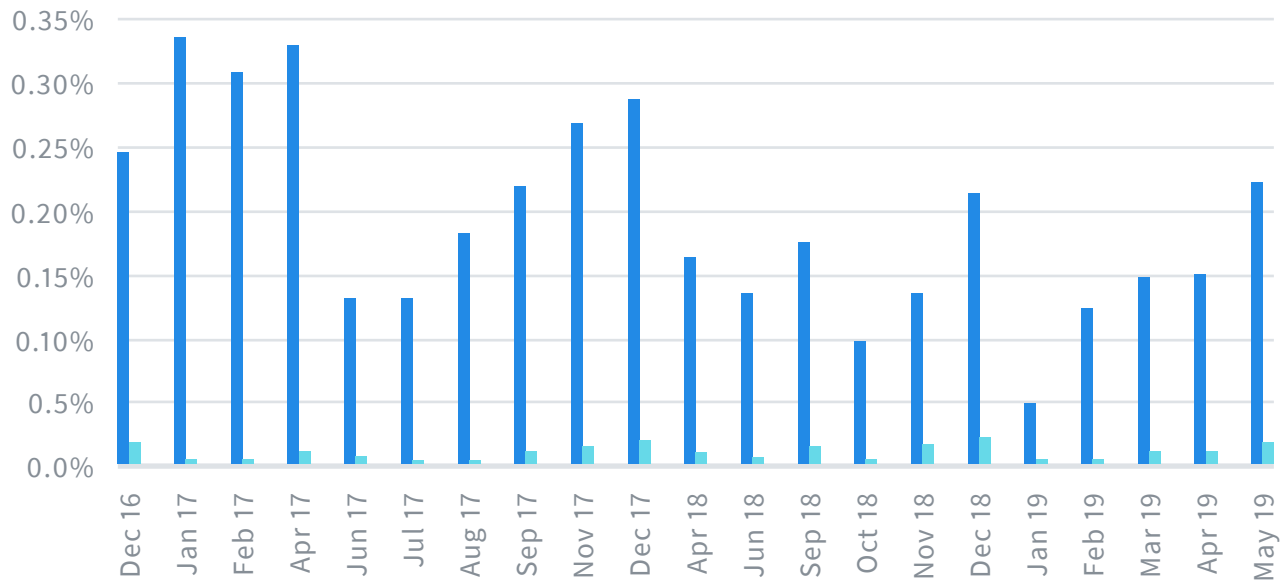


*The top 3% and bottom 3% of outlier days have been removed from this data to ensure accurate generalizations.

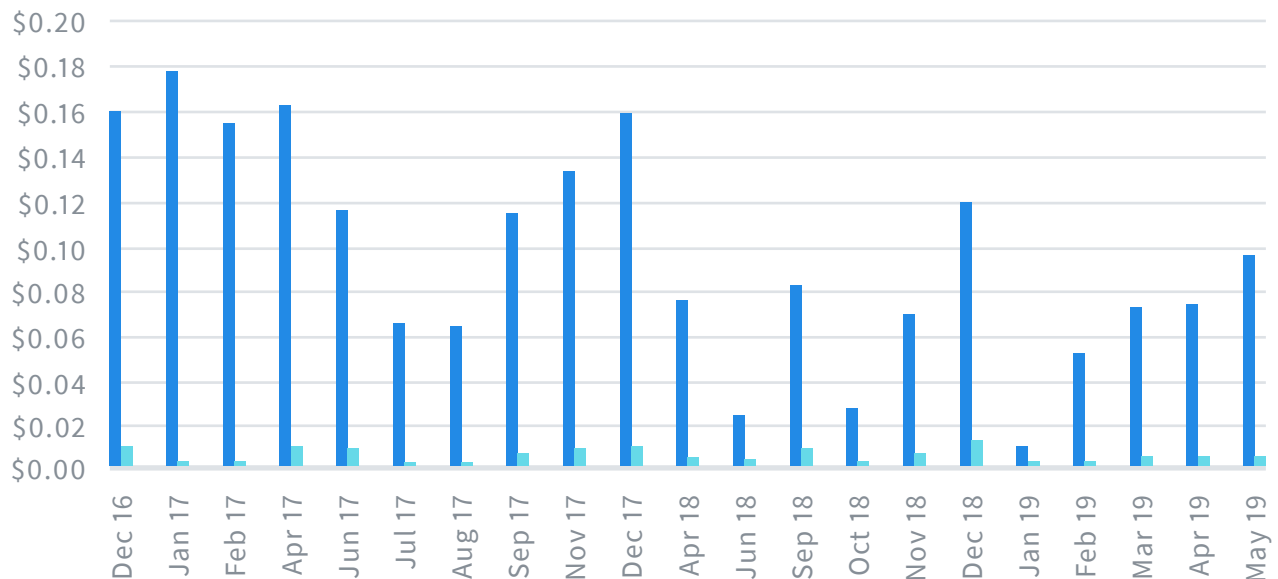
When evaluating the data by monthly averages, it is clear that the conversion rate for one-click email recipients is much higher than their standard donation link email counterparts, correlating with a striking difference in revenue per recipient as well. Months not listed on the charts below did not include any one-click email campaigns and thus provided no data for comparison.

FastAction Non-FastAction

CONVERSION RATES

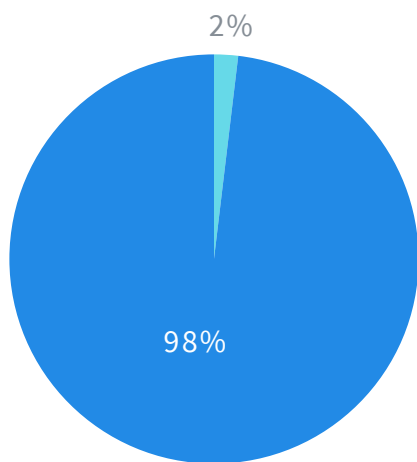


REVENUE PER RECIPIENT

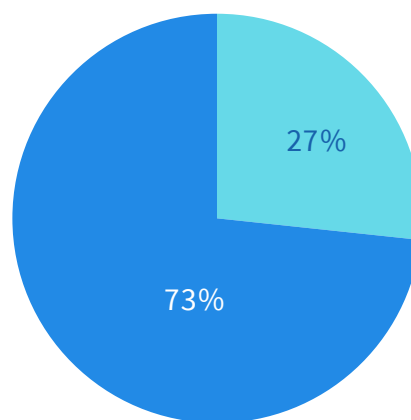


Because of the vast difference in conversion rates (and thus revenue) between one-click emails and standard donation link emails, donors with FastAction profiles accounted for an outsized proportion of overall fundraising revenue—generating more than a quarter of total email revenue in the past several years despite making up only 2% of total email recipients.

EMAIL RECIPIENTS SINCE 2016



EMAIL REVENUE SINCE 2016



 FastAction  Non-FastAction



Conclusions

This multi-year data reveals consistent results confirming the hypothesis that one-click emails do indeed produce greater conversion rates than standard donation link emails, leading to a higher generation of revenue per recipient overall.

In the age of data and convenience, online transactions must happen quickly and simply, creating as few opportunities for confusion, frustration, and distraction as possible. One-click donation forms, which use stored data to eliminate the need to fill out a form as part of the donation process, sidestep many potential barriers to completed donations and ultimately result in significantly higher conversion rates than standard donation link emails.

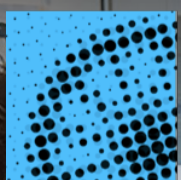
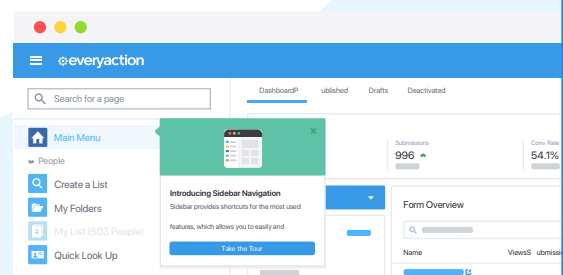
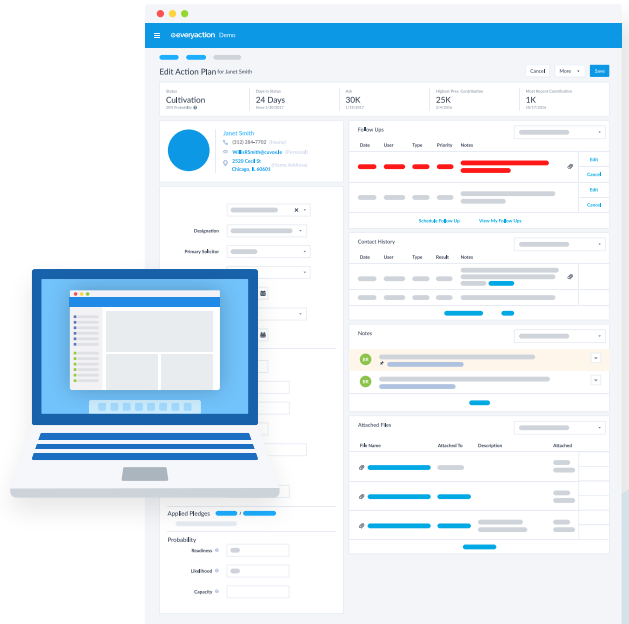
While there is important work for nonprofits to do in testing and refining one-click donation email and form layouts in order to maximize effectiveness, all nonprofits can begin to take advantage of these benefits by devoting time and resources to regularly sending one-click emails as part of every fundraising campaign.



Get FastAction, and tap into our massive activist network of over 59 million Action Profiles within the EveryAction network.

With one-click, supporters can make a donation or complete a petition form. FastAction allows supporters and donors to store their contact information and payment preferences across the entire EveryAction network for one-click action taking.

[GET A DEMO](#)



STAGECOACH
digital

DO MORE GOOD
We help the world's most innovative nonprofits by engaging people to care and give more.

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