

Choose a Strategy

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1. Choose a strategy you would like to use for your appeal. Take time to review the descriptions of each strategy and choose the one you'd like to test.

Secret Sauce

Nice and Easy

Swing for the Fences

New Donor Upgrade

Join the Club

I Don't Believe We've Met

The Secret Sauce

Giving history: ●●●●●

Ask Increase: ●●●●●

Giving levels: ●●●●●

Demographics: ●●●●●

Wealth research: ●●●●●

A moderate increase for donors at all levels based on a combination of past giving and wealth indicators. This is the strategy that has already raised tens of millions of dollars for nonprofit clients across the country.

2. Once you've chosen a strategy, click "Calculate Asks" on the bottom right of your screen to continue.
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