iDonate N NextAfter

The Market-Leading Digital Fundraising Platform is Optimized with NextAfter-inside!

iDonate and the industry's leading fundraising optimization agency, NextAfter, are officially "preferred partners!"
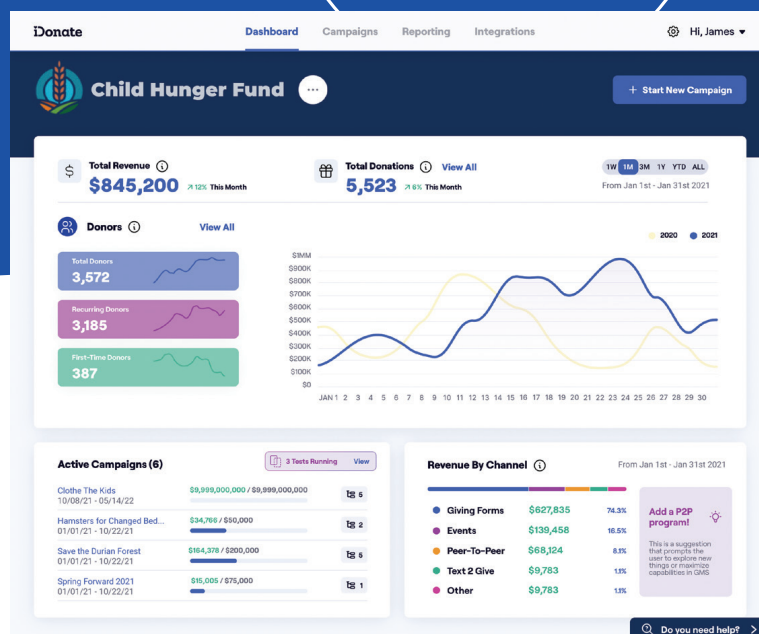
Together we provide our nonprofit customers not only a first-of-its-kind digital fundraising platform, but also access to the **valuable optimization coaching that NextAfter clients have grown to love.**

Our multi-year fundraising optimization program is packed full of **tips, strategies, services, coaching, and more!**

90-Day NextAfter Kickoff & Consulting

Learn new, proven optimization practices and strategies that **accelerate giving growth, reduce friction and increase your overall donor conversion**.

- "Mystery Donor Audit" uncovers the existing donor experience, compares it to other organizations, and **outlines opportunities for improving donor conversion.**

- Recommendations on treatment for the main donation form or page. **A/B Test and launch with approval using iDonates giving system**. If the experiment is validated, it's documented in the NextAfter library.

- Existing copy on 2 additional **pre-optimized giving pages or forms**.

- Coaching on why the templated components **drive giving performance.**

- Provide a list of **additional experiment ideas** for additional testing.

NextAfter Certification Training

Learn key optimization practices through our growth curriculum powered by NextAfter content and taught by iDonate's certified coaches! This curriculum is tailored to your organization and is **based on your unique needs and giving models**.

- By enrolling in our iDonate Fundraising Optimization program, you **get access to NextAfter's official certification training for FREE!**

- With no cap on how many of your organization's employees can go through this training, **your entire fundraising team can now learn** the latest and greatest in fundraising practices **(a $499 value) at no additional charge** to your organization.

- **Learn the optimization fundamentals** for email fundraising, donation landing pages, effective A:B testing, donor acquisition, and more!

2x Guarantee

Get the iDonate Optimization Package **powered by NextAfter** and and see for yourself how **iDonate enterprise customers are raising 2x the industry benchmark!**

iDonate ♥ 🅝 NextAfter