



1

A dark grey rectangular area containing a white callout box on the left and text on the right. The callout box has the text 'WHAT IS A CALL TO ACTION?' in large orange letters, 'CLICK HERE TO FIND OUT >' in a smaller orange box below it, and 'DO SOMETHING NOW!' in red letters below that. A thin white line connects the bottom of the callout box to the text on the right. The text on the right reads: 'The main purpose of Calls-To-Action is to drive engagement – to move the person towards an action, whether that is to click a link, read a blog, join something, get more information, or, most importantly support your mission.'

2

**Every
communication
with ministry
partners should
have a clear,
compelling CTA!!**

**TODAY,
700 CHILDREN**

WILL DIE FROM ILLNESSES
CAUSED BY DIRTY WATER AND
UNHYGIENIC LIVING CONDITIONS.

**BUT, TOGETHER,
WE CAN CHANGE THAT.**

DONATE NOW TO DOUBLE YOUR WORLD WATER DAY
GIFT AND SAVE LIVES AROUND THE GLOBE.



DOUBLE MY LIFESAVING GIFT


3

When your CTA buttons work = more people clicking on them.

More people click on them = more people arrive at your intended landing page.

More people arrive at the page = more opportunities for people to take action.

4



Types of Calls to Action

- Buttons
- Hyper link text
- Plain text
- Banners
- Forms
- Pop-ups
- Slide ins

5

#1


Keep it Simple!

- 1-6 words
- Action verbs
- Be creative BUT clear
- No more than 4 in one place/piece
- Make sure they stand out!

6

Email

SUBSCRIBE



Make a Difference


If you can't make it to the Care Camps Big Weekend, you can still make an impact. Every donation helps.

DONATE ONLINE

See the Impact


Witness the transformative power of Care Camps from kids who have experienced it themselves.

WATCH NOW



I want to hear more about you! [Please take this quick 3-question survey](#) and tell me what inspires you.

Share your thoughts >





How a daughter's cancer diagnosis may have saved her mother's life

When Christina Sherrill reached Friday, the coughing began. Not one to run to doctors, Sherrill initially ignored this new annoyance. But the cough kept getting worse, making it hard to talk and even breathe at times.

After Sherrill was diagnosed with cancer in her lungs and brain, she and her mother underwent genetic testing.


DISCOVER MORE >

Share this story

Are YOU ready to bring more absolute joy to athletes like Morgan and Lucy?

I'M IN!




A Big Weekend to Make

A BIG DIFFERENCE

KOA Care Camps gives children with cancer, and their families, a chance to get away from the hospital walls and enjoy the transformative power of the great outdoors. Camp with us during KOA Care Camps Big Weekend to support this great cause. Stay Friday, May 14, at a participating campground and get Saturday, May 15, for just \$20.*

MAKE RESERVATIONS



7

- Test the color
- Test placement
- Test font size
- Test button size
- Use images and related words



Guide: Expert Advice to Improve Your Marketing Today

Take in advice from experts in the inbound marketing industry on everything from lead gen to social media.

DOWNLOAD NOW

#2

Capture People's Attention!

Download

Download

Download

Download

8

Readability Matters

- Whitespace gives eyes a break
- Emphasize wisely
- Make it easy to read on all eyes
- 2-3 colors well placed



9

#3

Spark emotion!

CLICK to See How Her Life Totally Changed!

10

Parents Gain Jobs & Dignity!

Through our **empowerment programs**, we create jobs and a **reliable income** for parents of our students and other community members who have little to no formal education. We show thousands of people from **impoverished backgrounds** that they are resource-rich in ability, determination, ingenuity, and motivation.


GIVE TO PROVIDE A
HOPEFUL FUTURE

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- **Help Me Break Free**
- **Send Me To Camp**
- **Join My Family**
- **Send Me to School**
- **Keep Me Warm**
- **Adopt Me**
- **Feed My Family**
- **Read My Story**

PUT YOUR CTA
IN THE
PERSPECTIVE
OF
**THOSE
YOU
SERVE**

12



GIVE 2X
THE MALNUTRITION CARE

2X MATCH:
[Help children reclaim their futures >>](#)

Your gift of \$50 = \$100

The world can be a scary place, but UNICEF works hard to ensure that children across the globe have the care and resources necessary to power through challenges to live full and happy lives. For children experiencing severe acute malnutrition, UNICEF specialists are trained to recognize the telltale signs that indicate intervention is needed and monitor symptoms like swelling caused by nutritional edema, diarrhea and other serious health conditions.

[Please, don't delay — make a matched gift now to help provide TWICE the support to children fighting to thrive in a difficult world.](#)

Thank you,

What People Care Deeply About

- Children
- Families
- Injustice
- The Lost
- The Most Vulnerable
- Good News
- Restored Hope
- Transformed Lives

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Put Your CTA in the perspective of

THOSE WHO WANT TO HELP

Their frustrations (relate to a negative emotion)

- Concerned about homeless?
- Sick of high taxes?
- Confused about when it helps to give?
- Tired of not seeing change?

Their desire to Fix it!

- Be part of the solution!
- Let's get more done!
- I want to see maximum results!
- Break the cycle NOW!

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#4

Inspire
Action!

Giving Week

Double Your Donation For Research Breakthroughs

Did you know that lung cancer is the leading cause of cancer deaths in the US? But it doesn't have to be. With your support, we can continue to invest in research that improves prevention, screening and treatment options.

Donate now and your gift will be matched up to \$75,000 thanks to a generous matching gift from Horizon Therapeutics!

[Double My Donation](#)

"If I had not acted on getting the lung scan done, I would not have known that lung cancer was growing in my

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Inspire The Reader

Giving Week

Double Your Donation For Research Breakthroughs

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[Double My Donation](#)

"If I had not acted on getting the lung scan done, I would not have known that lung cancer was growing in my

- Double **My** Donation
- Discover More
- Help Change History
- Keep the Dream Alive
- Deliver Second Chances
- Help Children Reclaim their Future
- End Hopelessness For One
- Grab My Spot
- I'm All In!

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CTAs Close The Deal

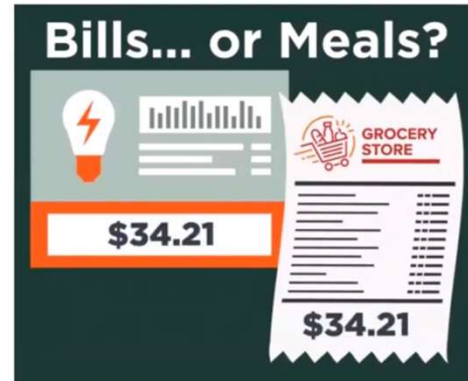
- **Create Urgency** – Right now, Urgent situation, Rapidly increasing needs, Limited time, Now, Today, This week
- Compelling Images
- Alarming Statistic
- You can do something about this!
- We Can Do Better Than “Donate Now”

Support your neighbors facing hunger so they don't have to choose between meals and bills – Support with \$25 now

Heating or Eating?



SUPPORT YOUR NEIGHBOR NOW



Right now, many of our neighbors are trying to figure out how to make ends meet while temperatures drop and the cost of food remains sky-high. Food banks across the Feeding America network saw a 50% increase in people needing help this past fall alone.

This week we're aiming to raise \$100,000 for families facing hunger.

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Call To Action in Emails

1. Easy to skim through and see the primary CTA
2. Lots of white space
3. Content highlights and preps the CTA
4. Highlight benefits of the CTA
5. Actionable CTA wording



“When I came out of the state hospital with a new diagnosis of bipolar and deemed SMI, I was terrified and alone”

SMI IS ABOUT REAL PEOPLE

It's not often that we can publish personal stories of the people we serve. **That's why we were super excited when Leslie agreed to share her story with you...**

Read Leslie's Full Story

Let us know what topics you'd like us to cover.

We'd love to hear your suggestions [Take 1 min survey ->](#)

FOLLOW US



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Calls to Action on Your Website

The screenshot shows the top of the Reconciled World website. It features a navigation bar with links: ABOUT US, OUR PROGRAMS, GET INVOLVED, BE INSPIRED, PRAY, and GIVE. The logo for Reconciled World is in the top left. The main hero section has a background image of a person in a field and contains the text: "GOD IS TRANSFORMING LIVES, FAMILIES AND COMMUNITIES..." with a "PLAY VIDEO" button.

- Navigation Bar
- "Upper Right, Big and Bright" Give Button!
- Ways to Give
- Get Involved
- Be Inspired
- Stories of Transformation
- Pray!
- Play Video

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What Action Do You Want Me To Take?

The screenshot shows the Hope Kids website. It features several call-to-action buttons: "Read About Ruth", "Subscribe", "Join Us", "Give >", "Intern >", "Volunteer >", "How Our Program Works", "WAYS TO GIVE", "DONATE", "LEARN MORE", and "GIVE". A yellow banner below the navigation bar contains the text: "So far, 78 fundraisers have made it possible to give 99 people the gift of clean water. Join them." The main content area has a background image of children and the text: "Hope is a Powerful Medicine." A "Donate" dropdown menu is open, showing options: "Donate Now", "Donate Monthly", "Week of Hope", and "Other Ways to Give".

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Call to Action By Text

- People read texts!
- Texting is personal
- Initiate a short, interactive conversation
- Give clear info – goal, update
- Ask a question to encourage a reply from the person
- Suggest a specific, doable dollar amount
- Give a link to your specific giving page

Hey John, this is Melinda from Hope Society. We've almost reached our fundraising goal of \$5,000 for the Clean Iowa ballot initiative. Can I send you a link to make a \$10 donation?

Sure, I'm glad to help 😊

Great! Here's your link to make the donation bit.ly/lknNMq. Thanks a ton for your support!



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Other Tips

- Use PS to repeat your Call to Action
- Hyperlink Your Images too
- Test Your CTA
- Optimize your landing pages
- Be consistent

Dear Julie,

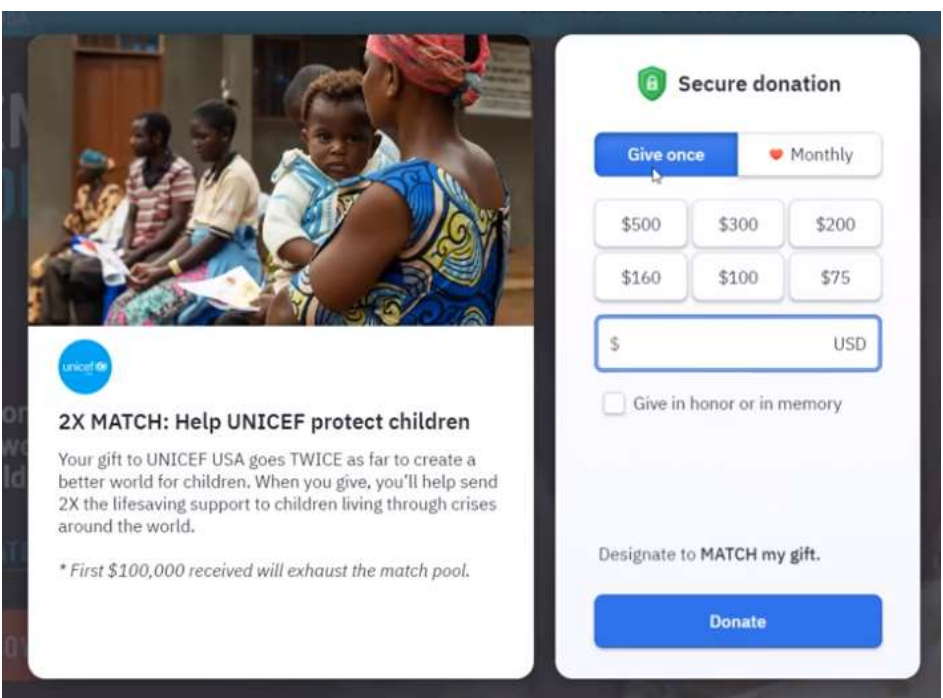
Wanna play Splendor tonight? I mean, I'm bound to win a game against you *eventually*, right?! 😊

Brett

PS: I love you forever.

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YOUR CTA
was
\$50=\$100
??



The screenshot shows a UNICEF donation interface. At the top, there's a 'Secure donation' header with a lock icon. Below it, there are two buttons: 'Give once' (highlighted in blue) and 'Monthly' (with a heart icon). Underneath are several preset donation amounts: \$500, \$300, \$200, \$160, \$100, and \$75. A text input field is set to '\$' and 'USD'. There's a checkbox for 'Give in honor or in memory'. At the bottom, there's a 'Designate to MATCH my gift.' section with a blue 'Donate' button.

2X MATCH: Help UNICEF protect children

Your gift to UNICEF USA goes TWICE as far to create a better world for children. When you give, you'll help send 2X the lifesaving support to children living through crises around the world.

** First \$100,000 received will exhaust the match pool.*

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CALLS TO ACTION CHECKLIST

- ✓ Every communication must have a clear CTA
- ✓ Keep it Simple
- ✓ Capture People's Attention
- ✓ Spark Emotion
- ✓ Inspire Action
- ✓ Create Urgency
- ✓ Use P.S.
- ✓ Test Your CTAs

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