

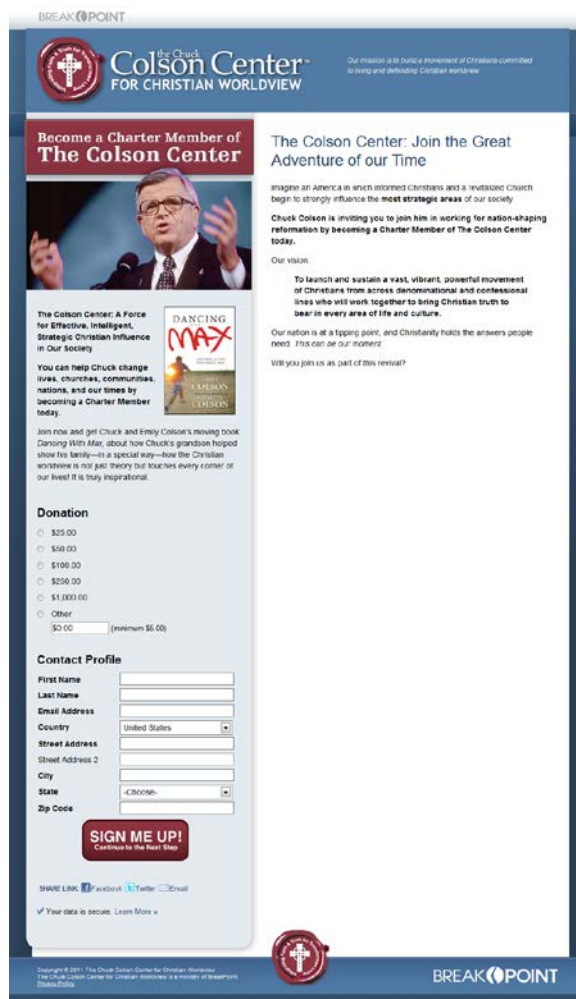
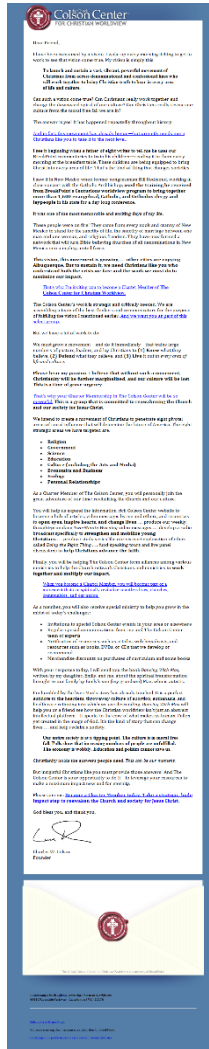


How longform email copy affects clickthrough rate and donation conversion rate

Experiment ID: #2555

Email Copy Length

Control



Background:

- Research Partner: Colson Center
- Longform Email
- Shortform Landing Page
- The ask is made in the Email

Email Copy Length

Tested Elements:

- Shortform Email copy
- Longform Landing Page copy
- The ask is made on the Landing Page

Treatment

The Colson Center FOR CHRISTIAN WORLDVIEW

Dear Friend,

Our society is in moral free fall... and politics can't save us.

But a reawakened, robust, reinvigorated Church can! Christians applying a bold biblical worldview to every area of life—from government to business to family and more—can save us. Because **that** is the kind of faith that has true spiritual power.

[If you are interested in fearlessly advancing that kind of Christianity, I invite you to join me and become a Charter Member of The Colson Center for Christian Worldview.](#) Your participation could be one of the greatest spiritual blessings you could give to our society and the Kingdom of Christ. I want you on my team.

Together, we can help revive the Church and spark a spiritual reformation of our whole culture. [Learn more about what your charter membership will help achieve.](#)

God bless you, and thank you,

Charles W. Colson
Founder

The Chuck Colson Center for Christian Worldview is a ministry of BreakPoint.

BreakPoint/The Colson Center for Christian Worldview
44180 Riverside Parkway | Leesburg, VA | 20176

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Make a Contribution to The Colson Center

The Colson Center: Join the Great Adventure of Our Time

Imagine an America in which informed Christians and a revitalized Church begin to strongly influence the **most strategic areas** of our society.

Chuck Colson is inviting you to join him in working for nation-shaping reformation by becoming a **Charter Member of The Colson Center today.**

The Colson Center is a ministry launched by Chuck and some of the best thinkers and communicators in Christianity with this vision in mind:

To launch and sustain a vast, vibrant, powerful movement of Christians from across denominational and confessional lines who will work together to bring Christian truth to bear in every area of life and culture.

We must grow a movement—and do it immediately—that trains large numbers of pastors, leaders, and lay Christians to: (1) Know what they believe, (2) Defend what they believe, and (3) Live it out in every area of life and culture.

This movement has already begun—but urgently needs more Christians like you to take it to the next level.

Colson Center Charter Members are a group that is committed to reawakening the Church and our society for Jesus Christ. And we want you as part of this select team.

As a Charter Member of The Colson Center, you will personally join the great adventure of our time: revitalizing the Church and our culture. Your membership will include:

- Invitations to special Colson Center events in your area or elsewhere
- Regular special communications from me and The Colson Center team of experts
- Notification of resources such as articles, web broadcasts, and resources such as books, DVDs, or CDs that we develop or recommend
- Merchandise discounts on purchases of curriculum and some books

And with your response today, we will send you the book *Dancing With Max*, written by Chuck and his daughter, Emily, about the spiritual transformation sought to their family by Emily's son (Chuck's grandson) Max, who is autistic.

This book is a perfect antidote to the heartless, throwaway culture of abortion, euthanasia, and health care rationing into which we are descending. *Dancing With Max* will help you or a friend see how the Christian worldview isn't just an abstract intellectual platform—it speaks to the core of what makes us human. It's the kind of story that can change lives... and help reclaim a society.

Our entire society is at a tipping point. The culture is in moral free fall. Polls show that increasing numbers of people are unaffiliated. The economy is woeful. Education and politics cannot save us. Christianity holds the answers people need. This **is** our moment.

You can become part of the revival. Please accept Chuck's invitation to become a Charter Member of The Colson Center.

Donation

\$25.00
 \$50.00
 \$100.00
 \$250.00
 \$1,000.00
 Other
\$0.00 (minimum \$5.00)

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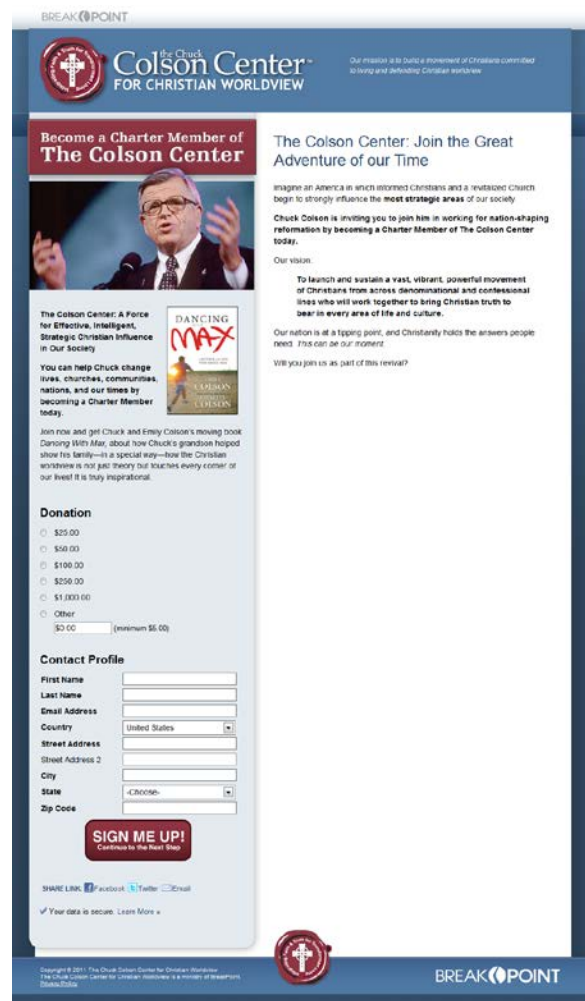
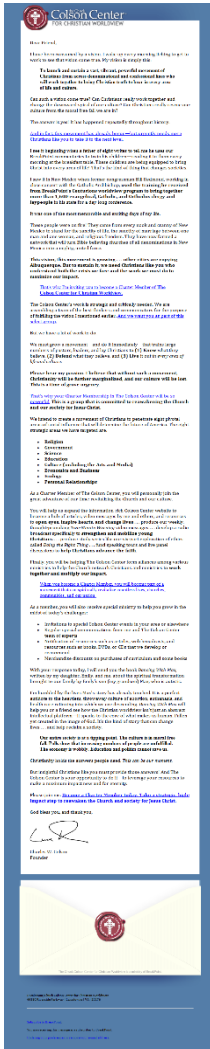
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Email Copy Length

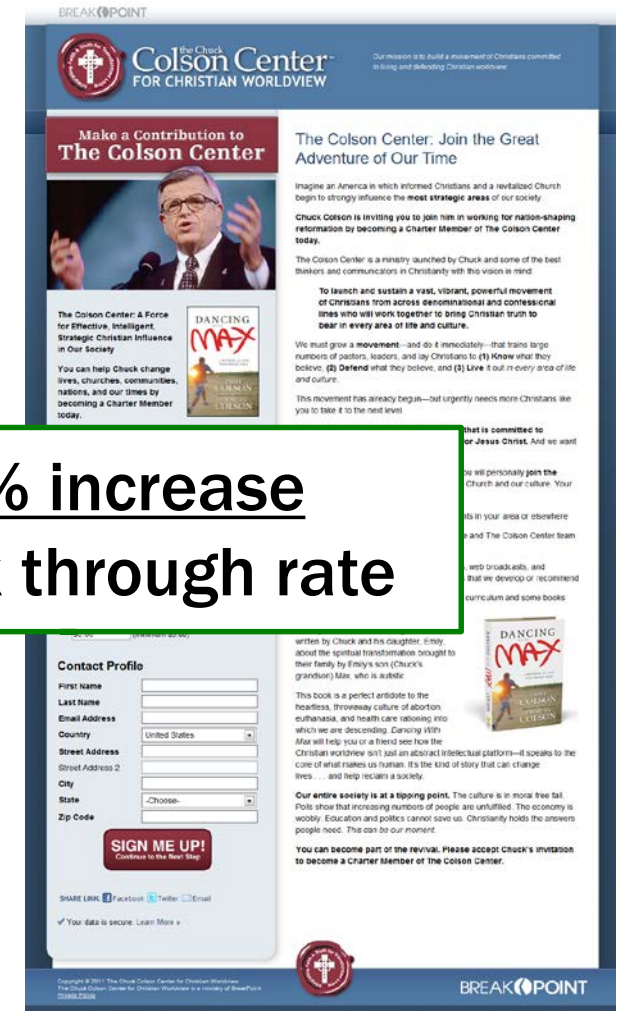
Control



Treatment



**1,209% increase
in click through rate**



Email Copy Length

Control

The screenshot shows a long email from the Colson Center for Christian Worldview. The text is dense and covers multiple columns. It includes a header with the organization's logo and mission statement, followed by a main heading "Become a Charter Member of The Colson Center". Below this is a large image of Chuck Colson speaking, with a caption identifying him. The text continues with a detailed invitation to join the center, describing its mission and the benefits of becoming a charter member. It includes a list of topics covered by the center, a section for donations with various amounts, and a contact profile form with fields for name, address, and zip code. The email ends with a "SIGN ME UP!" button and social media links.

Treatment

The screenshot shows a shorter email from the Colson Center for Christian Worldview. The text is more concise and focused. It includes a header with the organization's logo and mission statement, followed by a main heading "The Colson Center: Join the Great Adventure of Our Time". Below this is a large image of Chuck Colson speaking, with a caption identifying him. The text continues with a detailed invitation to join the center, describing its mission and the benefits of becoming a charter member. It includes a list of topics covered by the center, a section for donations with various amounts, and a contact profile form with fields for name, address, and zip code. The email ends with a "SIGN ME UP!" button and social media links.

No Significant Difference in Donations

Email Copy Length



1,209% increase in email clickthrough

Version	CTR	Relative Diff	Stat Confidence
C: Longform Email	0.99%		
T1: Shortform Email	13.0%	1,209.2%	100%

Key Learning:



By using shorter copy in the email, we reduced friction in the treatment which led to an increase in clickthrough of 1,209%