DO MORE FOR YOUR CAUSE WITH EMAIL MARKETING

Constant Contact ®

THE EMAIL MARKETING SUCCESS GUIDE

Plan	Design	Create	Measure	Grow
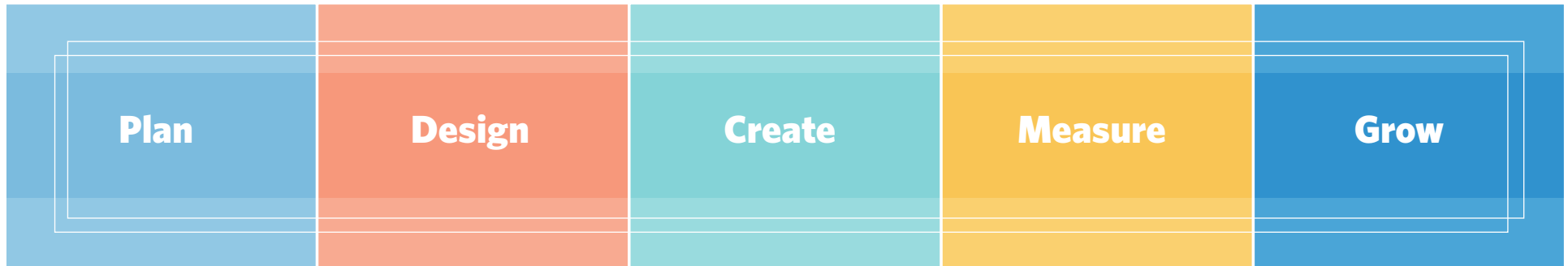
There's no disputing that email marketing can help you get the word out about your cause. A recent study also says 38% of online donors are inspired to give from an email.

Source: Nonprofit Tech for Good

Your donors and volunteers wake up every morning and check their email. More than half of all emails are now read on a mobile device, and through the course of a day, readers spend an average of 6.3 hours reading around 88 emails.

Source: Litmus, HuffPost & Text Request

Shouldn't your organization be among them?

On the pages that follow we'll show you how to plan your email marketing strategy, design an email that drives action, create better email content, measure your email marketing's impact, and grow your email list from scratch.

Follow this step-by-step plan to send emails your donors will love that drive action to reach your fundraising goals.

You'll learn a simple strategy, broken into quick tasks, to help you manage your time and have more success telling an inspiring story to drive results for your organization.

DID YOU KNOW?

National Donut Day, the first Friday of every June, was first started by The Salvation Army in Chicago where volunteers handed out donuts to World War I soldiers.

MOST ORGANIZATIONS START EMAIL MARKETING WITH THE RIGHT GOALS IN MIND

They want to increase donations, enroll donors in a monthly giving program, solicit new gifts, recruit volunteers, and strengthen relationships within the community.

But then they struggle. It's easy to feel lost, not knowing what to send or when to send it.

In the end, they send out an underperforming email or just give up without sending at all. Either way, they're leaving donations on the table.

Most times a simple plan is all that's needed to make the most of your email marketing efforts.

An email marketing plan helps you stay focused, motivated, and accountable. With a plan, you never have to wonder what and when you're going to send.

Let's take a look at the three simple steps to planning your email marketing strategy:

Download worksheets here

3 SIMPLE STEPS TO PLANNING YOUR EMAIL MARKETING STRATEGY

① Start with your organization's most significant goals

Take a few minutes to jot down the initiatives to support your goals for the year. Do you hold a series of 5K races or an annual gala? Are you raising money to build a new gymnasium? Communicate to donors so they know what goals and programs they're supporting.

Use the Email Marketing Opportunities worksheet and enter the milestones for each month or quarter that you'll want to communicate.

② Fill in other key dates like #GivingTuesday and December 31st

#GivingTuesday and December 31st are two big days for nonprofits. Mark these dates down as opportunities. Your year-end tax statement is another great milestone on the calendar to thank and celebrate your supporters.

Are there other times or events throughout the year relevant to your nonprofit to inspire people to give?

③ Plot emails into your calendar

For this step, use our Email Marketing Calendar. This calendar may look simple, but it's essential to achieving your email marketing goals. Use your completed Email Marketing Opportunities worksheet to mark your events and dates from each month onto your calendar.

Next, you'll schedule your email frequency depending on the nature of the opportunity.

Download worksheets here

OUR GOAL

20k
10k
5k
1k
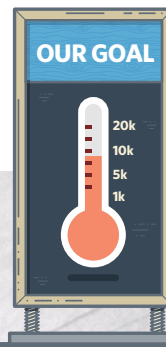
IN 2017, DURING #GIVING TUESDAY
there were 2.5 million gifts donated contributing over $300 million dollars raised online.

Source: GivingTuesday.org

Most of your emails will have some time sensitivity associated with them, like an event or a donation campaign.

For these time-based communications, we recommend sending a series of at least three emails:

1. An Announcement. Depending on the lead time your audience needs your lead time can be as little as two weeks out or as much as three months out.

2. A Reminder about your event and fundraising goal. Timing may vary, but it should be at least a week out.

3. And a Last Chance to take part in the event and fundraising goal. Send as close to the date as possible without being too late for someone to take action.

Emails that don't have time sensitivity fall into the category of informational communications.

These messages, focused less on donations and more on sharing information to connect with donors and volunteers, should be scheduled as necessary, but

plan on this type of message at least once a month.

Once you've filled out your calendar, you'll have a document to keep you on track and know exactly when you need to get things done as part of your communication strategy.

With an email marketing plan in place, you'll be ready to design emails that drive action for your cause.
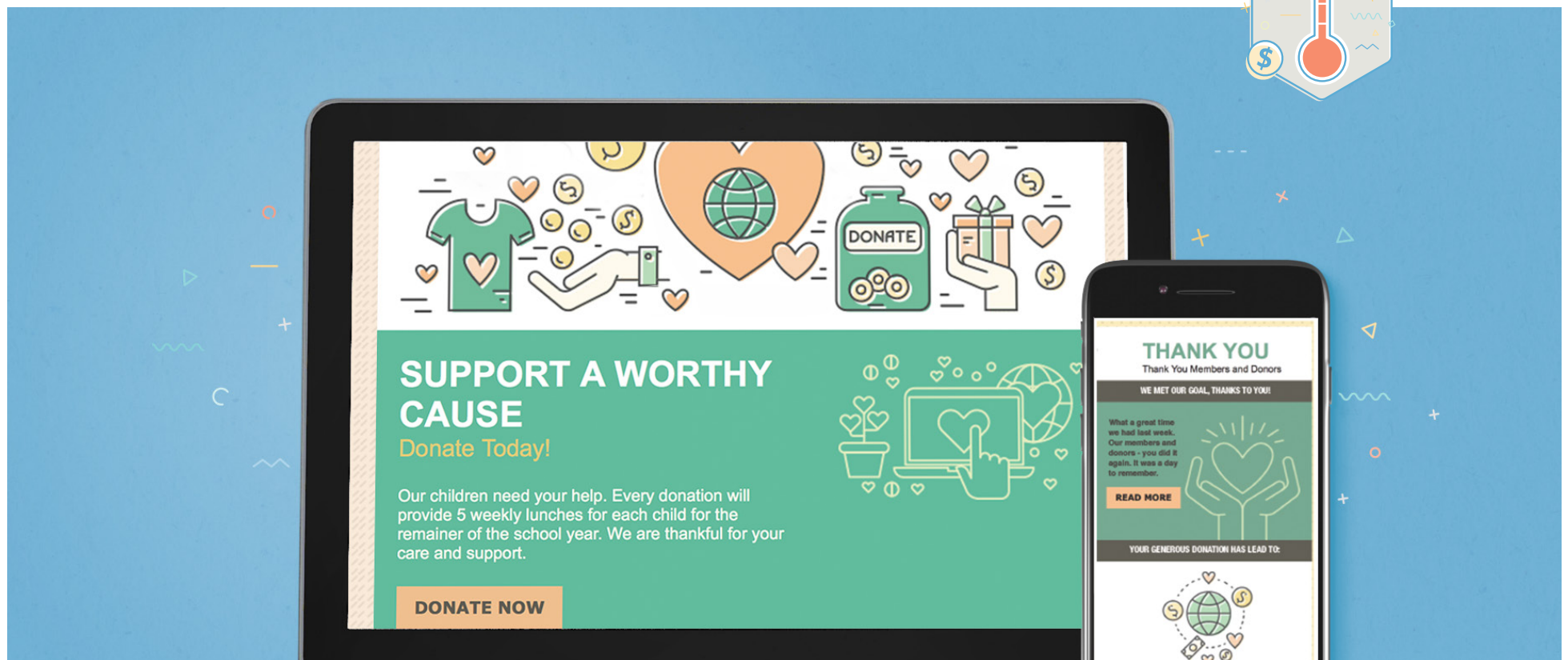
Choose a calendar date with an opportunity, for example, #GivingTuesday

Text to come...

ONE OF THE BIGGEST REASONS FOR UNDERPERFORMING EMAILS IS A WEAK EMAIL DESIGN

Focus only on the essential elements necessary to convey your message and move your contacts toward taking a specific action that measurably supports your organization.

7 ESSENTIAL ELEMENTS OF EMAIL DESIGN

To create a marketing email that successfully drives action,
include these seven essential elements.

1 Header

The first thing to include in your email is a well-crafted header. Your header contains the From name, the Reply name, and the Subject line. Why is the header a design element? It's because the header is first thing people see in the inbox.

For the From name, use your organization or a recognizable name, so those receiving your email know who sent it. Just like postal mail, the sender plays a vital role in your reader's decision to open it.
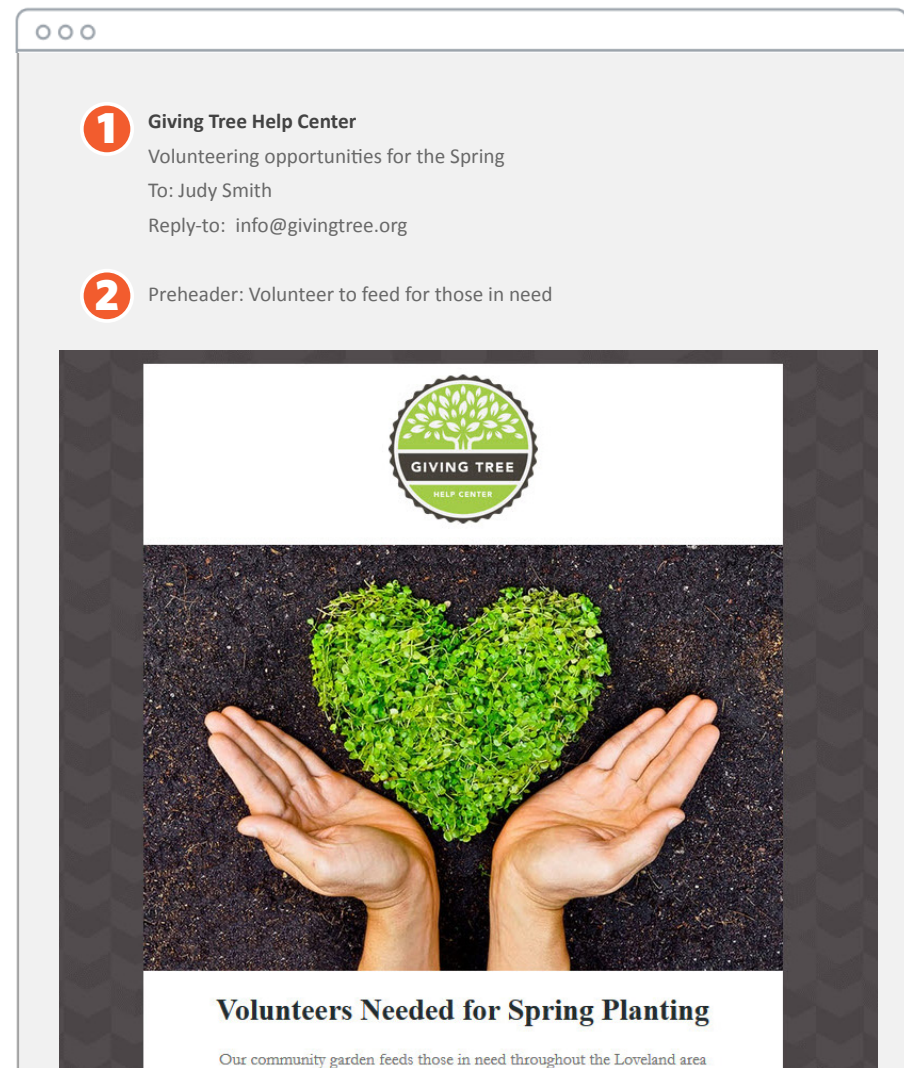
For the Reply name, use an official email address from your organization that you'll monitor for responses.

For the Subject Line, ideally, keep it between four to seven words that explain what your email is about as concisely as possible.

2 Preheader

The preheader acts like the second subject line in the preview pane, further enticing people to open your email. You have five to eight words to capture your reader's interest.

Download worksheets here

1 **Giving Tree Help Center**
Volunteering opportunities for the Spring
To: Judy Smith
Reply-to: info@givingtree.org

2 Preheader: Volunteer to feed for those in need

GIVING TREE
HELP CENTER

Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area

❸ Organization Logo and Colors

After the header and preheader, reinforce your brand by placing your organization's logo at the top of your email and incorporate your brand colors.
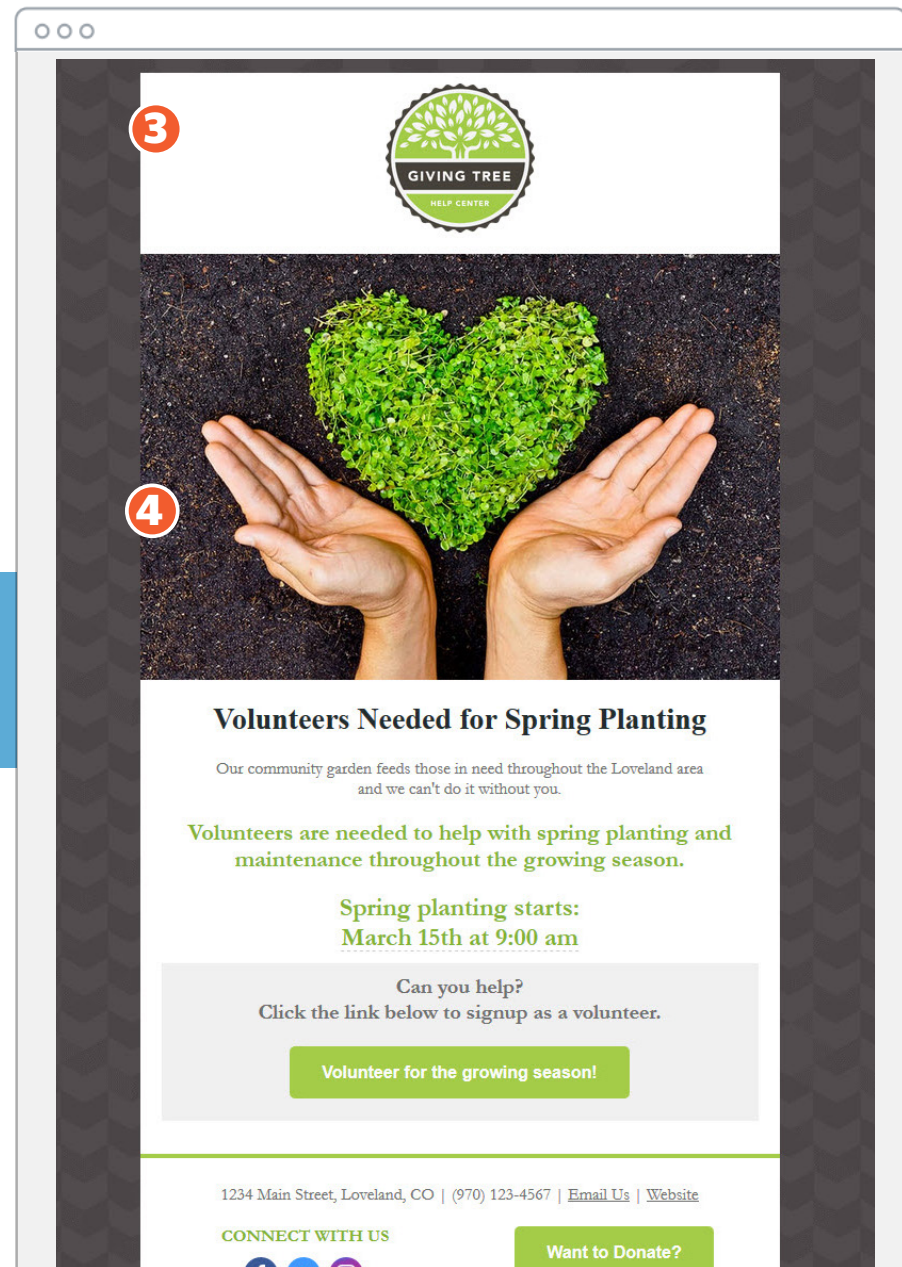
If your logo and colors stay consistent with your website, your constituents will instantly recognize your organization and email style.

Luckily, email marketing services like Constant Contact make it easy to develop beautiful, branded templates that are easy to read on any device.

Tip: Don't start from scratch when creating an email. Save valuable time by making a master, reuseable template. Just update your content and hit send.

❹ Image

Next, include an attention-grabbing image that pulls the reader down into the next section. The image should relate to the content of the email, and be at least 600 pixels wide. Add a link to the image, so if clicked, the reader gets directed to the same destination as your call-to-action. That's what you want your reader to do after reading your email.

Download worksheets here

Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area and we can't do it without you.

Volunteers are needed to help with spring planting and maintenance throughout the growing season.

**Spring planting starts:
March 15th at 9:00 am**

Can you help?
Click the link below to signup as a volunteer.

Volunteer for the growing season!

1234 Main Street, Loveland, CO | (970) 123-4567 | Email Us | Website

CONNECT WITH US

Want to Donate?

5 Text

Below your image, you should write your email content. We'll touch on what to create in the next section. In any case, you want your message to be easily read. When choosing fonts for your emails, keep things simple. Using too many fonts can make your emails look messy and distract from your message.

Start with a direct headline that gets to the core of your message. Use dark text on a light background for maximum readability, and make your headline larger than the body text (around 22 pt).

In the message body, we recommend using 14 pt text that is either aligned left or centered. If you use more than three sentences, you should left align.
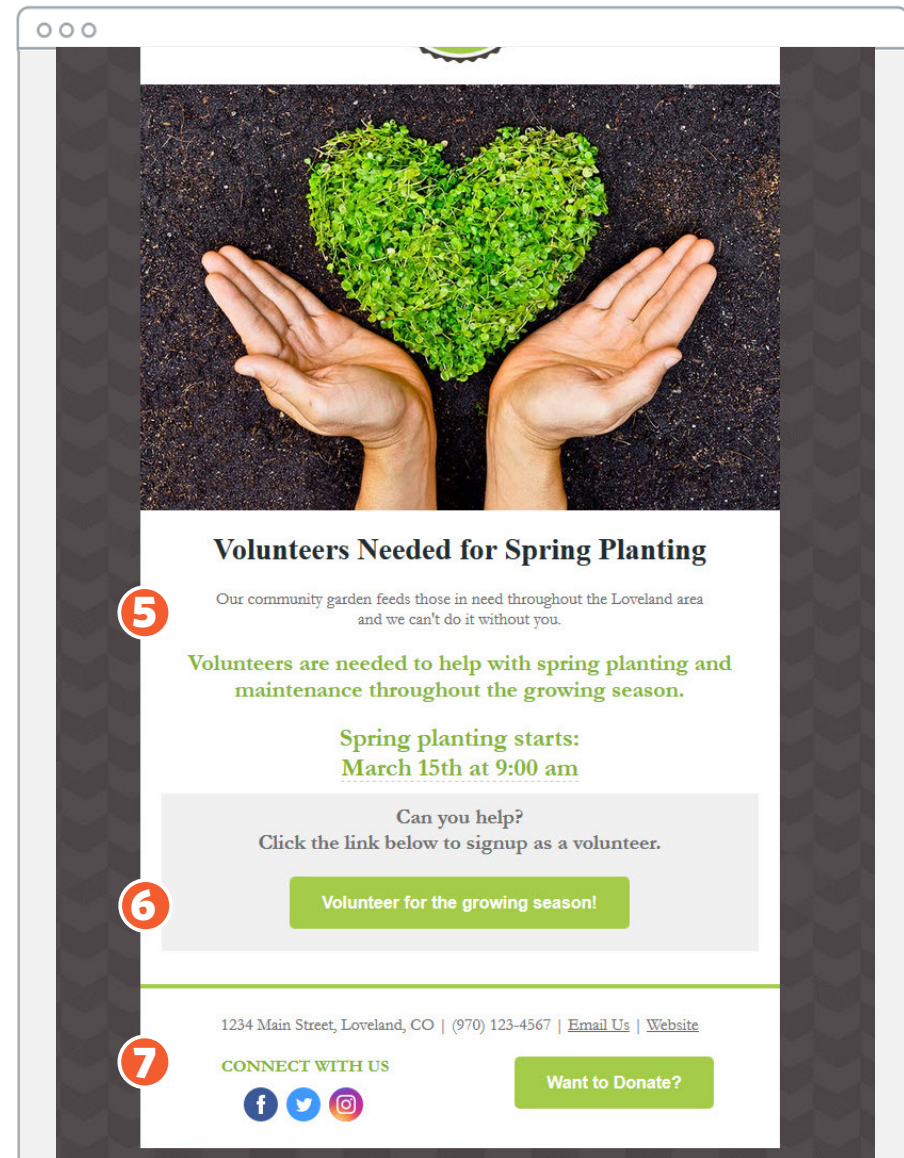
6 Call to Action (CTA)

The call to action highlights the action you want the reader to take. Make sure you provide direct links to online donation forms, your website, social media pages, and volunteer sign-up forms so it's easy for your supporters to take action.

Make the CTA stand out by using a button with text to direct the reader as to what they should do next.

7 Footer

The final element of your email design, the footer, shows readers useful information about your organization. The footer should include your contact information such as your location, phone number, website, and links to your social media pages. You can even add a consistent donation call to action in this space.

Download worksheets here

Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area and we can't do it without you.

Volunteers are needed to help with spring planting and maintenance throughout the growing season.

Spring planting starts:
March 15th at 9:00 am

Can you help?
Click the link below to signup as a volunteer.

Volunteer for the growing season!

1234 Main Street, Loveland, CO | (970) 123-4567 | Email Us | Website

CONNECT WITH US

Want to Donate?

3-STEP FORMULA TO WRITE A SUCCESSFUL EMAIL

How can you sit down to write strong email content with complete confidence?
Use a simple, three-step persuasive formula to make your writing process fast and effective.

Answer these 3 simple questions to tell a story that leads your reader to action:

1. What are you trying to accomplish?

HEADLINE - State the purpose of your message—right in your headline. Whether it's about the people your organization serves or your donors and volunteers directly, readers should be able to understand the focus of your message in seconds.

2. Why should the reader care?

MESSAGE BODY - Below your headline, write a few sentences to elaborate on the problem. Provide the relevant details and explain why they matter to your reader. Exclude any information that doesn't help your reader take the action you want them to take.

3. How can the reader get involved?

CALL TO ACTION - Invite your reader to take part in solving the problem. Tell readers the next step they should take. This invitation becomes your call to action: feed a hungry child, give clean water, stop the hate, etc.
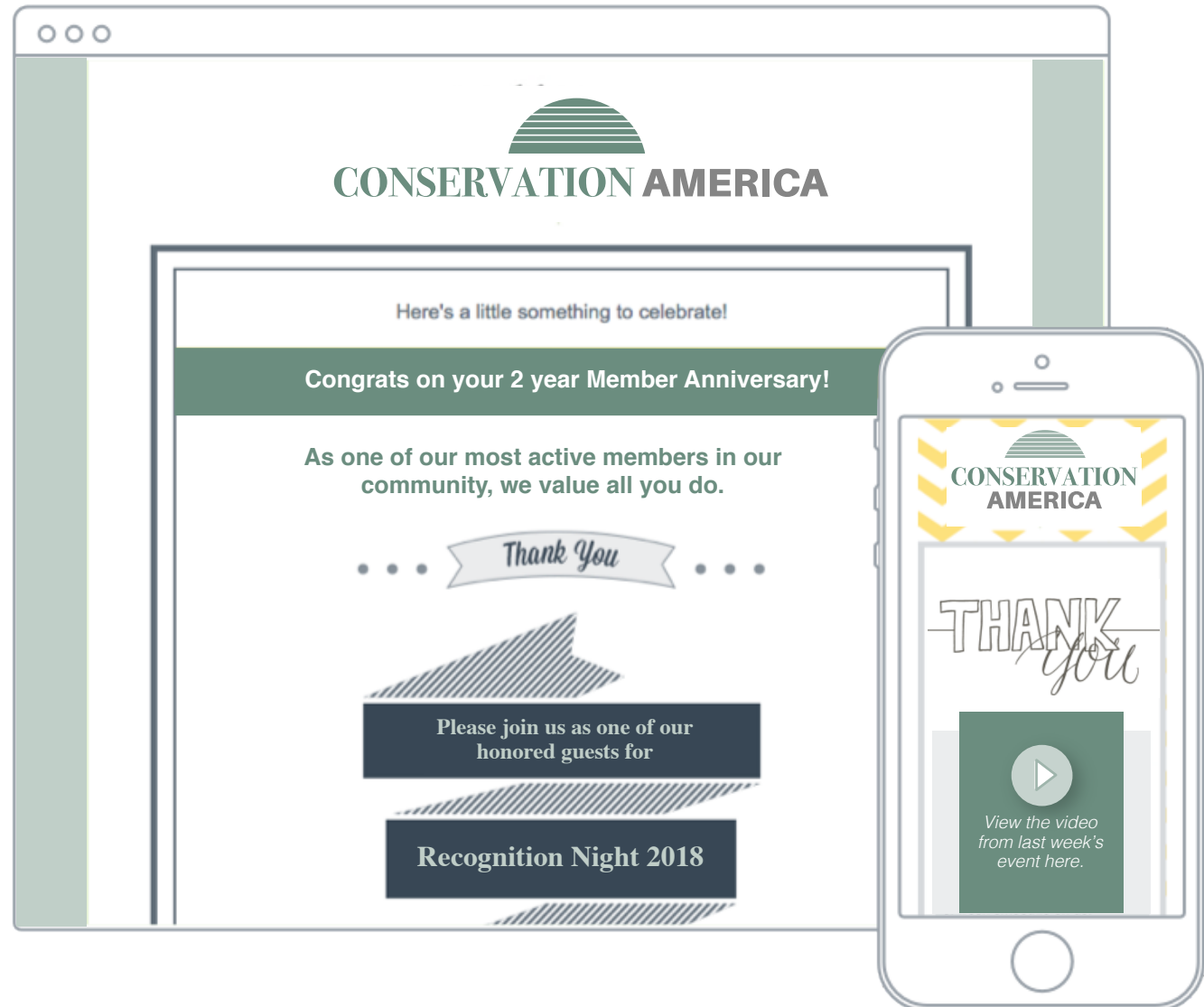

BEST PRACTICE

Be sure to personalize your emails with your donor's name and other key information such as the gift amount or your relationship with them, so each of your supporters feels acknowledged individually.
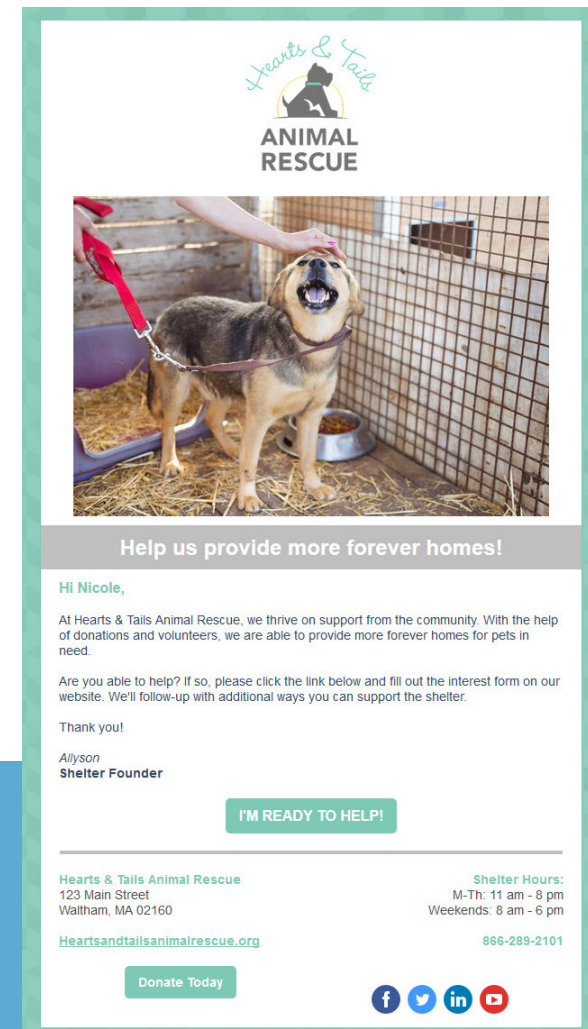
REMEMBER, NOT ALL EMAILS NEED TO BE ABOUT DONATIONS

Here are nine ideas as inspiration for your next email:

✔ Send a thank you note

✔ Celebrate a milestone or anniversary

✔ Highlight one of your volunteers or partners

✔ Share a video

✔ Preview something you are looking forward to

✔ Feature one of your employees

✔ Share an interesting article related to your nonprofit's sector

✔ Highlight your social media accounts

✔ Let your readers know how they can get involved in the community

CONSERVATION AMERICA

Here's a little something to celebrate!

Congrats on your 2 year Member Anniversary!

As one of our most active members in our community, we value all you do.

Thank You

Please join us as one of our honored guests for

Recognition Night 2018

CONSERVATION AMERICA

THANK you

View the video from last week's event here.

Download worksheets here

THE TRIPLE-A APPROACH TO EMAIL MEASUREMENT

If you want to accurately understand the impact of your emails, you'll need the do three things:

Analyze, Assess, and Adjust.

Email marketing without reviewing your email reports is like throwing a message-in-a-bottle into the ocean. It doesn't matter how well planned, designed, or written your message is because you'll never know what happened to it.

How can you see the impact of email marketing and make sure that it's worth your time?

We're going to show you how to use your email reports to see the impact email marketing is having on your organization, using a simple but effective system.

Nonprofits using Constant Contact saw an average open rate of 20% and a click rate of 8%.

Ready to get started? Let's look at the Triple-A Approach to email measurement.

While email reports are important, you may need to look beyond them to see the full impact email marketing has on your organization.

1. Analyze your email reports
The first step of measuring the impact of your emails is to decide what it is you actually want people to do after they read your emails.

Do you want them to donate? Maybe you want them to engage with your email, clicking the link inside and visiting your website. In that case, you should focus on measuring open rate, click-through rate, bounces, and opt-outs (unsubscribes.) If instead, your goal is to solicit feedback from your audience through a survey, you should measure response and completion rate. Measurement strategies will also differ based on the type of email you're sending. Use the worksheets to help measure your time-based and informational emails.

2. Assess how your emails are supporting your organization's goals
What are the numbers saying about your marketing efforts? See *Page 13* to review the terms.

3. Adjust your strategy accordingly
Step back to see the full picture of your email marketing. Don't measure for the sake of measuring. Instead, make sure you measure to understand the impact of email marketing on your organization. Use the worksheets to tie your metrics to your marketing goals.

EMAIL MEASUREMENT TERMS YOU SHOULD KNOW

Review the following terms in your email report:

**TOTAL SENT** indicates the total number of people you sent this message to.

OPENS BY DEVICE tells you the percentage of people who opened your email on their phone or desktop.

OPEN RATE shows what percentage of the total number of people who were sent the message opened to read it.

CLICK-THROUGH RATE tells the percentage of clicks an email receives based on the number of contacts who opened the email.

BOUNCE RATE is the percentage of subscribers who were unable to receive the message. The bounce report gives you a reason for why the system interpreted that they didn't receive the email.

UNSUBSCRIBE RATE shows you how many opted out of receiving your emails.
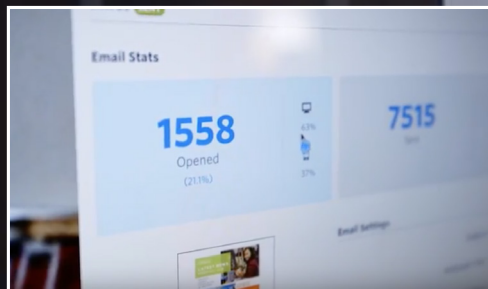
Reviewing your email report is easy.

Download worksheets here

13

3 QUESTIONS YOU MUST ANSWER TO GROW YOUR EMAIL LIST

The more people you have on your contact list, the more people you have to rally around your cause.

For this reason, you should always be looking for more people to give you their contact information. Then you'll be able to reach them in a place they visit every day — the inbox.

Here's how to increase the likelihood of people opting to give you their email addresses.

1. Why would someone subscribe to your email list?

Few people wake up each morning hoping they'll get more emails.

Don't ask for someone to join your email list, but instead, focus on what they'll get in exchange for their email address.

People subscribe to nonprofit email lists because they want to show their continued support for an organization and they want to receive exclusive content.

More people will give you their email address when you highlight the benefits above.

3 QUESTIONS YOU MUST ANSWER TO GROW YOUR EMAIL LIST

2. Where should you ask for email addresses?

There are three main ways to collect emails: in person, through printed materials, and online.

If collecting at events, feature a sign-up sheet at the registration table that invites people to subscribe for future events or other opportunities to get involved.

To collect via print materials, you can use a Constant Contact feature called Text-to-Join. With Text-to-Join, you choose a keyword that people can text to a set number, they then text their email address and are instantly added to your email list.

Put signage around your event that encourages attendees to use their phones to join your email list. You can also put your Text-to-Join information on your flyers, brochures, and direct mail pieces.

When asking for addresses online, link to your sign-up form in your social media posts/profiles. You can also add a link to your sign-up form in your email signature, and put static and dynamic forms on your website.

3 QUESTIONS YOU MUST ANSWER TO GROW YOUR EMAIL LIST

3. How should you ask people to sign up?

The key to any good list building script, online or in person, is answering four questions most potential subscribers will have.

FIRST, what's in it for them? Explain the value of joining your email list.

SECOND, what objections do they have? Address any potential concerns including the frequency you'll be sending emails, and how easy it will be for them to unsubscribe.

THIRD, how can they sign up? Make it painless and foolproof. Guide them through the sign-up process, and do it for them if possible.

FINALLY, what should they expect next? Explain what happens next and what type of emails they can expect to receive.

Download worksheets here
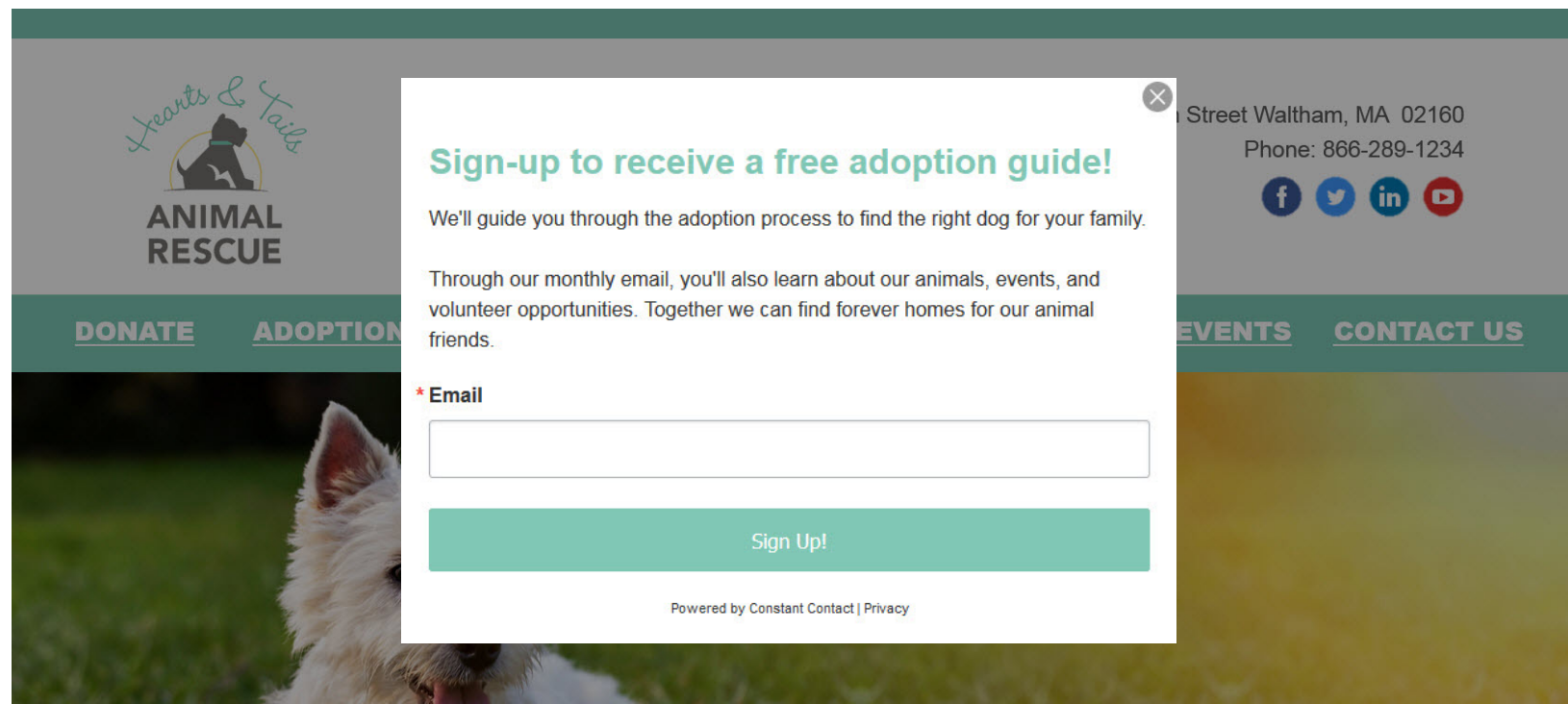
GET BETTER RESULTS WITH TARGETED EMAILS

Even the best email won't get results when sent to the wrong people. Segmenting your contacts into interest lists allows you to deliver more valuable and relevant content to your readers.

Beyond audience segments like donors, volunteers, and board members, consider these segmentation ideas:

✓ **CREATE A LIST OF YOUR MOST IMPACTFUL DONORS** to send personalized acknowledgments of their support and contributions to your cause.

✓ **MAKE NEW LISTS FOR EVERY EVENT YOU HOLD**. You can quickly send follow-up messages to attendees of a particular event.

✓ **PUT TOGETHER A LIST OF YOUR CURRENT DONORS** who haven't made a gift this year and incorporate them in your annual appeals communications.

TOOLS FOR TARGETED EMAILS

INTEGRATIONS - Constant Contact integrates with many nonprofit apps and software to help you segment your constituents so you target the right message to the right audience.

SEGMENTATION - Constant Contact's segmentation tools give you the ability to easily identify and group contacts in order to send only the most relevant emails that deliver big results.

CLICK SEGMENTATION - Automatically adds contacts into lists when a reader clicks a link in an email. You can then send more targeted and relevant email campaigns to that group of contacts based on their engagement.

BEST PRACTICE

KEEP YOUR MESSAGE CLEAR AND CONCISE.
We've seen that emails with 20 lines of text or less typically receive the highest engagement.

GET THE RIGHT MESSAGES TO THE RIGHT PEOPLE AT THE RIGHT TIME WITH AUTOMATION
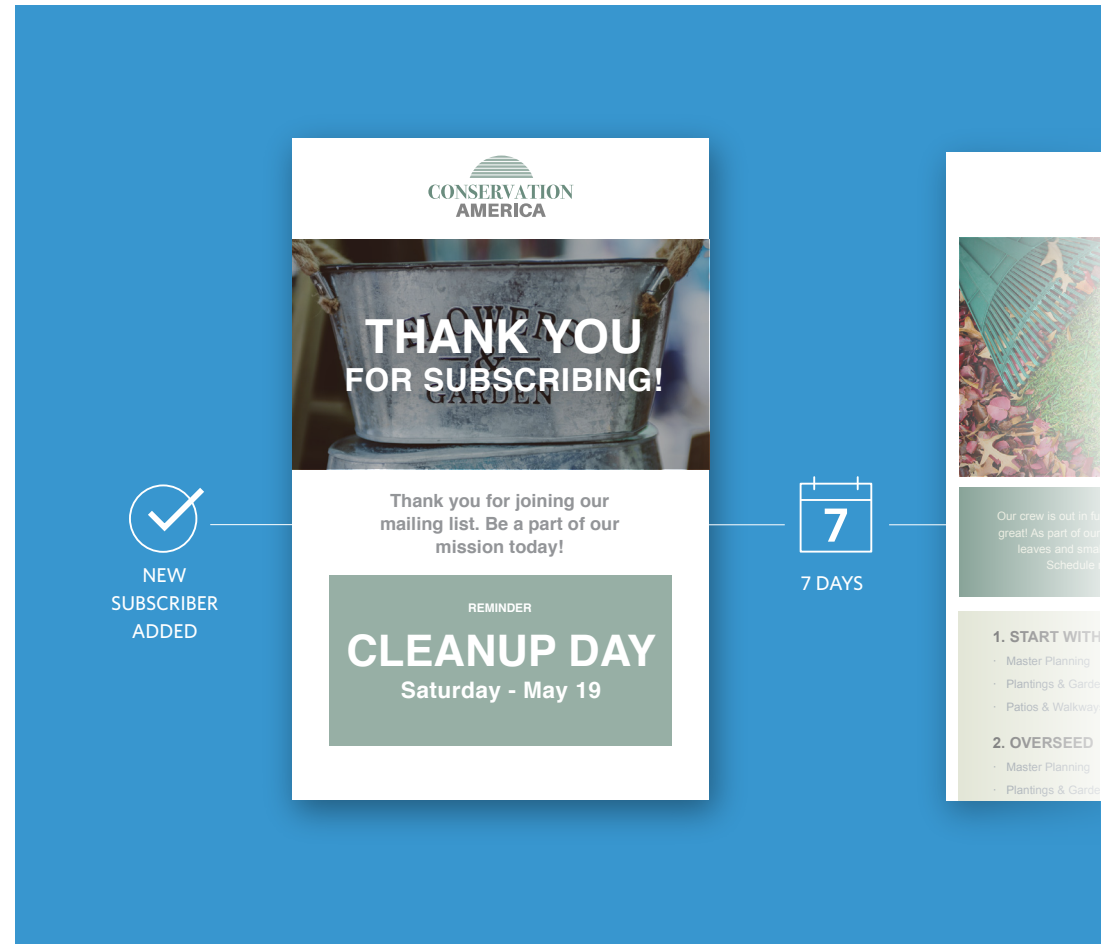
AUTORESPONDER

This feature allows you send more timely and relevant emails to contacts added to a list. This simple tool saves you time while helping you do more for your cause.

You can set up autoresponders to thank donors for gifts, so you can communicate success and encourage participation in events, advocacy, social media engagement, and inviting friends to support the cause.

BEST PRACTICE

Share what a donor gave last year and send a challenge to increase their gift. Show how the funds were used in the past and how they will help make an impact in the future.

NEW SUBSCRIBER ADDED

CONSERVATION AMERICA

THANK YOU FOR SUBSCRIBING!

Thank you for joining our mailing list. Be a part of our mission today!

REMINDER

CLEANUP DAY
Saturday - May 19

7
7 DAYS

Download worksheets here

Artists for Humanity - Boston

DO MORE FOR YOUR CAUSE WITH EMAIL MARKETING

Armed with how to plan your email marketing strategy, design emails that drive action, create better email content, measure your email marketing's impact, and continually grow your email list, we hope you'll be able to achieve real results for your nonprofit with email marketing.

Constant Contact®