

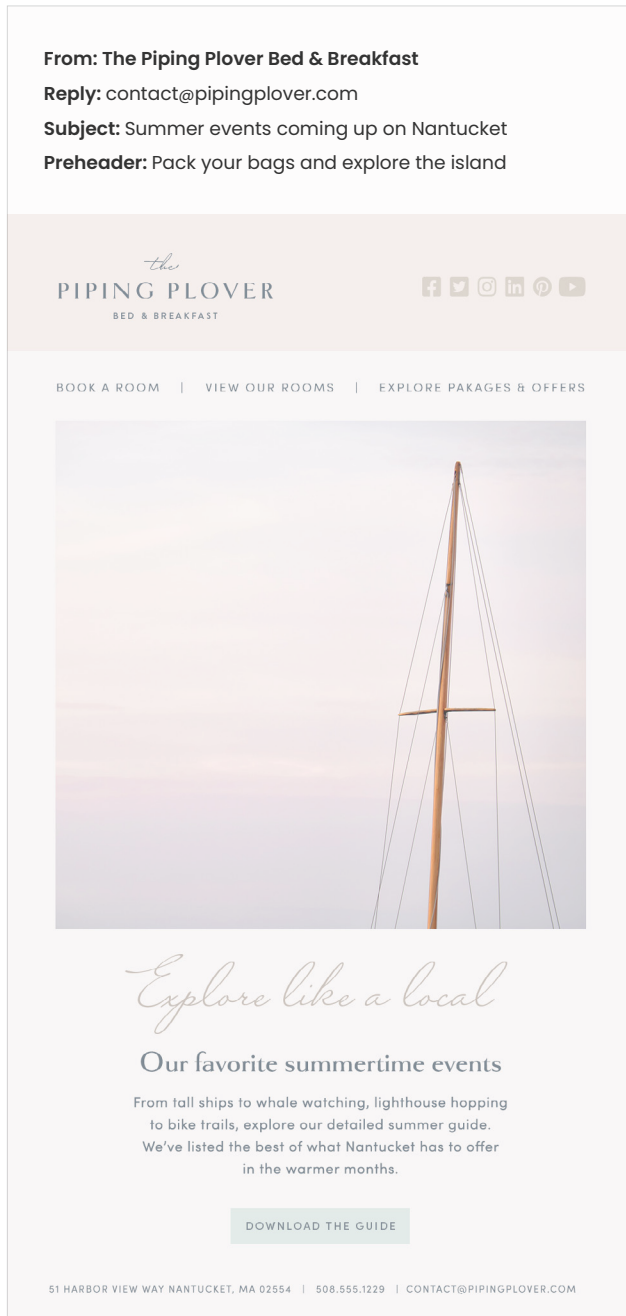
EMAIL BEST PRACTICES FOR NONPROFITS

Email Marketing Opportunities

Write the important dates and special events for your organization in the spaces below. You can use these entries to plan out your email marketing for the year.

JAN	DATE	EVENT	JUL	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____
FEB	DATE	EVENT	AUG	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____
MAR	DATE	EVENT	SEPT	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____
APR	DATE	EVENT	OCT	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____
MAY	DATE	EVENT	NOV	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____
JUN	DATE	EVENT	DEC	DATE	EVENT
	_____	_____		_____	_____
	_____	_____		_____	_____
	_____	_____		_____	_____

Email Design Checklist



1 Header

- ___ Did you use a recognizable "From" name?
- ___ Is your reply address correct?
- ___ Is your subject line 4-7 words?

2 Preheader

- ___ Does your preheader further entice the reader to open your email?
- ___ Is your preheader 5-8 words?

3 Logo and Colors

- ___ Does the logo link to your website?
- ___ Do the colors of your background, headline, buttons and dividers match your brand?

4 Image

- ___ Does your image support the message of your email?

5 Text

- ___ Have you used at least 22pt text for your headline and at least 14pt text for your message body?

6 Call-to-Action

- ___ Do you have a call-to-action button with a compelling command?

7 Footer

- ___ Does your footer include the correct company information?
- ___ Did you add your social buttons (and double check the links)?

WORKSHEET

Measure the Impact of Your Informational Emails

Email Name

Total Sent _____

Send Date _____

Open Rate _____ %

Click-Through Rate _____ %

Bounce Rate _____ %

Unsubscribes _____ %

Results _____

Notes

What is the goal of your email?

How will you measure your success?

What were your total results?

Did you meet your goal?

What will you do differently next time?

WORKSHEET

Measure the Impact of Your Time-Based Emails

Announcement

Total Sent _____
Send Date _____
Open Rate _____ %
Click-Through Rate _____ %
Bounce Rate _____ %
Unsubscribes _____ %
Results _____

Reminder

Total Sent _____
Send Date _____
Open Rate _____ %
Click-Through Rate _____ %
Bounce Rate _____ %
Unsubscribes _____ %
Results _____

Last Chance

Total Sent _____
Send Date _____
Open Rate _____ %
Click-Through Rate _____ %
Bounce Rate _____ %
Unsubscribes _____ %
Results _____

Promotion Name _____

What is the goal of your email?

How will you measure your success?

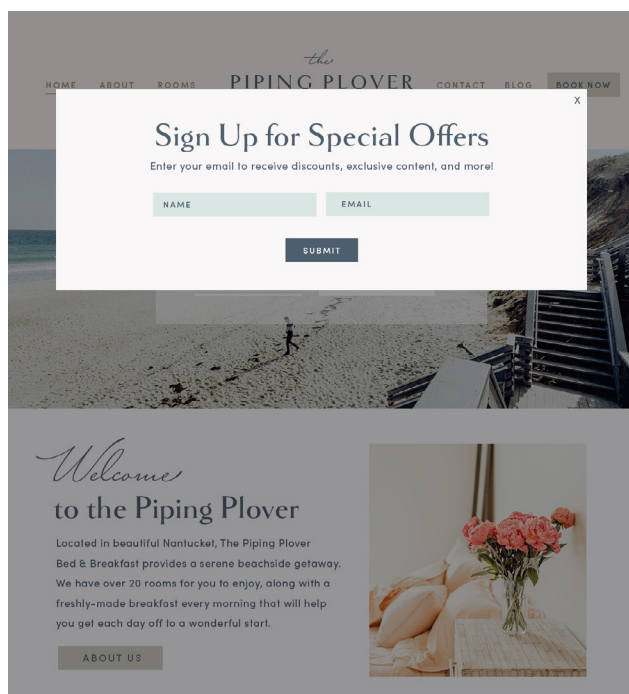
What were your total results?

Did you meet your goal?

What will you do differently next time?

Email Marketing List Growth Checklist

Are you set up to gather email addresses in every situation?
Use this checklist to make sure your nonprofit is ready.



1 Face-to-Face Interactions

- Have you focused on what contacts receive in exchange for their email address?
- Have you trained your staff to ask for email addresses?
- Do you have something at events to collect email addresses?

2 Print

- Have you set up a text-to-join keyword to use at events?
- Have you added your text-to-join keyword to direct mail pieces?
- Have you added your text-to-join keyword to business cards?

3 Online

- Do you have a sign-up form on every page of your website?
- Do you link to your sign-up form in your social media posts and profiles?
- Do you link to your sign-up form in your email signature?