



Our 5 Email Marketing Strategies For Fundraising: Boost Your Open Rate by 50% *with Marissa Schmidt*

Marketing Director | PGM

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Get To Know Marissa

Marissa Schmidt

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6+ years of professional digital marketing experience and campaign management



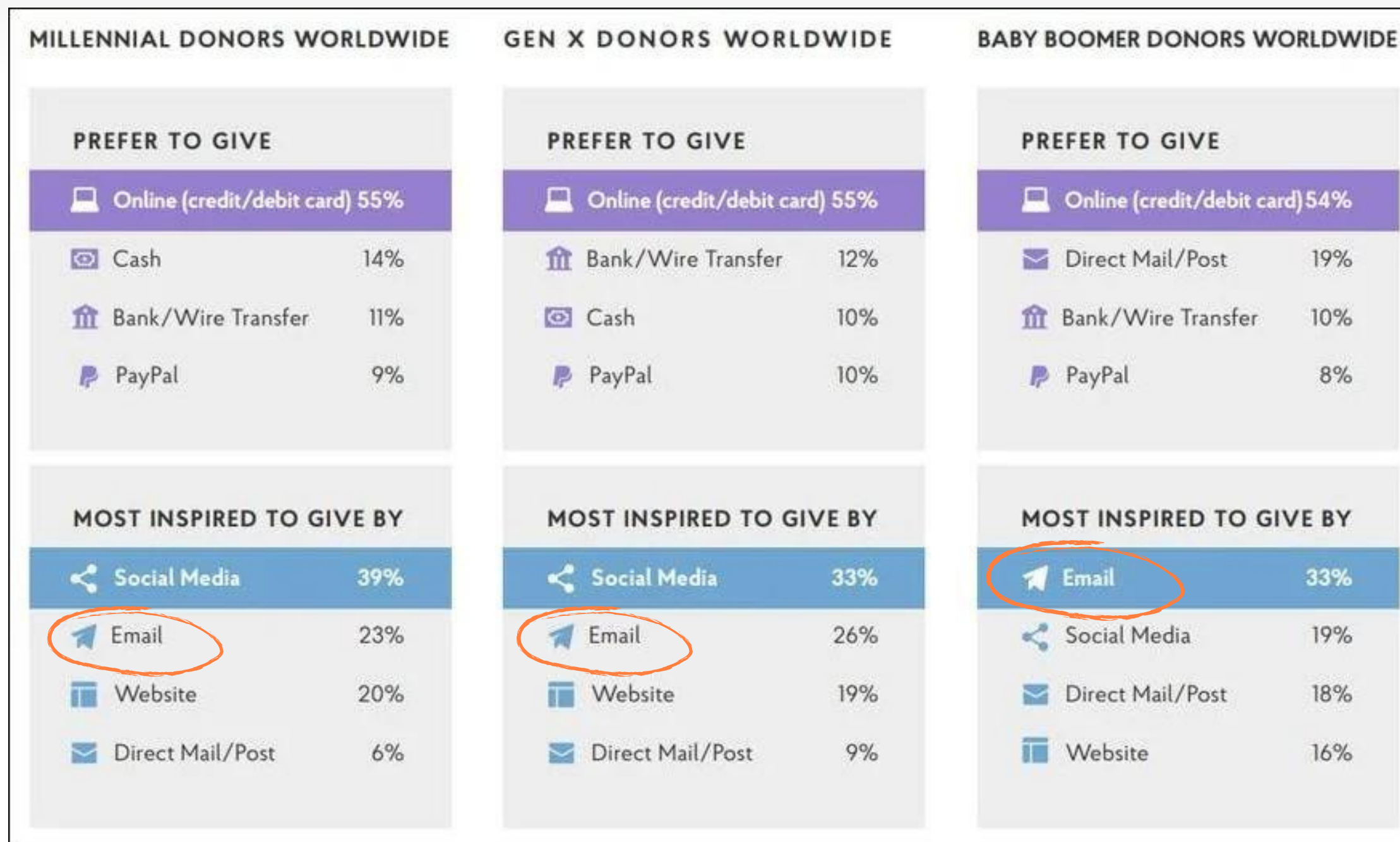
Let's Get To Know You!

How comfortable are you with email marketing?




- 1** - I'm not comfortable with email marketing or am new to the topic
- 3** - I'm semi-comfortable and understand a handful of topics
- 5** - I'm comfortable and would consider myself well-versed on the topic

48% of donors say that regular email communications are most likely to keep them engaged and inspire repeat donations.

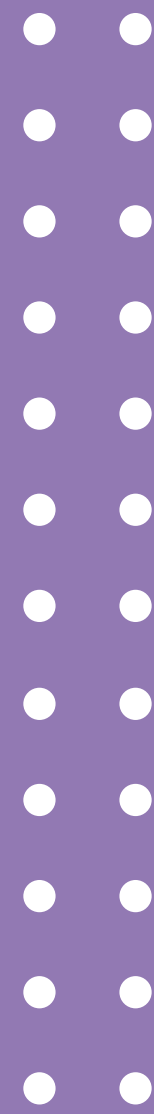




**In short...email is key to an
effective digital
communication strategy
for all ages.**



What **types** of email
campaigns does a
nonprofit use to cultivate
fundraising?

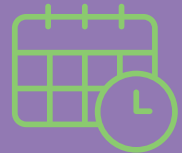





Welcome Series



Event Campaigns




Educational Campaigns



Advocacy Campaigns



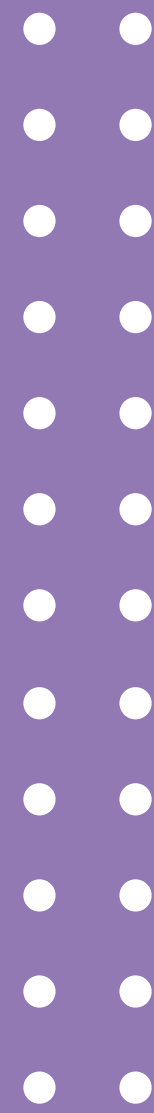

Gratitude Campaigns



Retention Campaigns




Donation Campaigns





The RIGHT campaign for the RIGHT supporter matters.



RECOMMENDATION #1

Collect email addresses at every opportunity

- ✓ Acquire entry-level information through forms (get the opt-in at the beginning of their experience)
- ✓ Motivate people to sign up at events or in-person (QR code)
- ✓ With this information, enter it into your CRM and create a segment of new supporters & send a welcome email to kick-off the engagement

EXAMPLES OF OPT-IN FORMS



IMPACT IN YOUR INBOX

Meet the people we're empowering through service and education and help break the cycle of poverty, illiteracy and low expectations.

Enter your email address here...

JOIN THE MOVEMENT

charity: water WHY WATER? OUR WORK ABOUT US THIRST BOOK DONATE GET INVOLVED SIGN IN

THE SPRING

Join an unstoppable community of monthly givers.

There will be a day—in our lifetime—when we get to celebrate every person on the planet having access to clean water. We want to celebrate that day with you.

JOIN THE SPRING

Hungry to Help? Your free guide is here!



Get tips on easy ways to fight hunger!

This guide is full of fun activities for all ages to discuss hunger in your community.

Email Address

GET THE GUIDE

You'll receive news and email updates from Feeding America. You can unsubscribe at any time.

What are some good **CRMs** for nonprofits?



RECOMMENDATION #2

Segment your data & personalize your outreach

- ✓ Don't make the mistake of taking a "one size fits all" approach to your ask. Each subscriber has different needs.
- ✓ The more information you can collect about your subscribers, the more you can personalize your communications to them
- ✓ Use these segments to craft your messages to your supporters & look into automating the process

Example Segments

- Desired communication frequency
- Program interests
- Demographics (age, gender, location)
- Giving status (donor, prospective donor, lapsed donor, etc.)
- Role in your organization (donor, volunteer, board member, staff)

It's recommended for optimal data hygiene to have **ONE** master email list and **MULTIPLE** groups and segments within that list.



An Accenture study found that 44% of donors are willing to contribute 10% more for a personalized experience.

To Gather Valuable Data, You Can:

- ✓ Ask subscribers why they joined your mailing list
- ✓ Use surveys to know what content they want to receive
- ✓ Learn about their interests by tracking the links they're clicking



RECOMMENDATION #3

Create actionable content & a CTA in email campaigns

- ✓ Content do's & other considerations to optimize your subscriber's personal experience
- ✓ Make your CTA stand out
- ✓ Best practices for a branded donation page linked from your email

CONTENT CONSIDERATIONS



PERSONALIZED CONSIDERATIONS

✓ Subject line

47% of email recipients decide whether they're going to open an email based on the subject line

✓ Tell a story with strong imagery

✓ Write a clear & compelling CTA

Make Your Donation Count

Fund Mental Health Programs Today



✓ Branded donation landing page

✓ Personalize the greeting

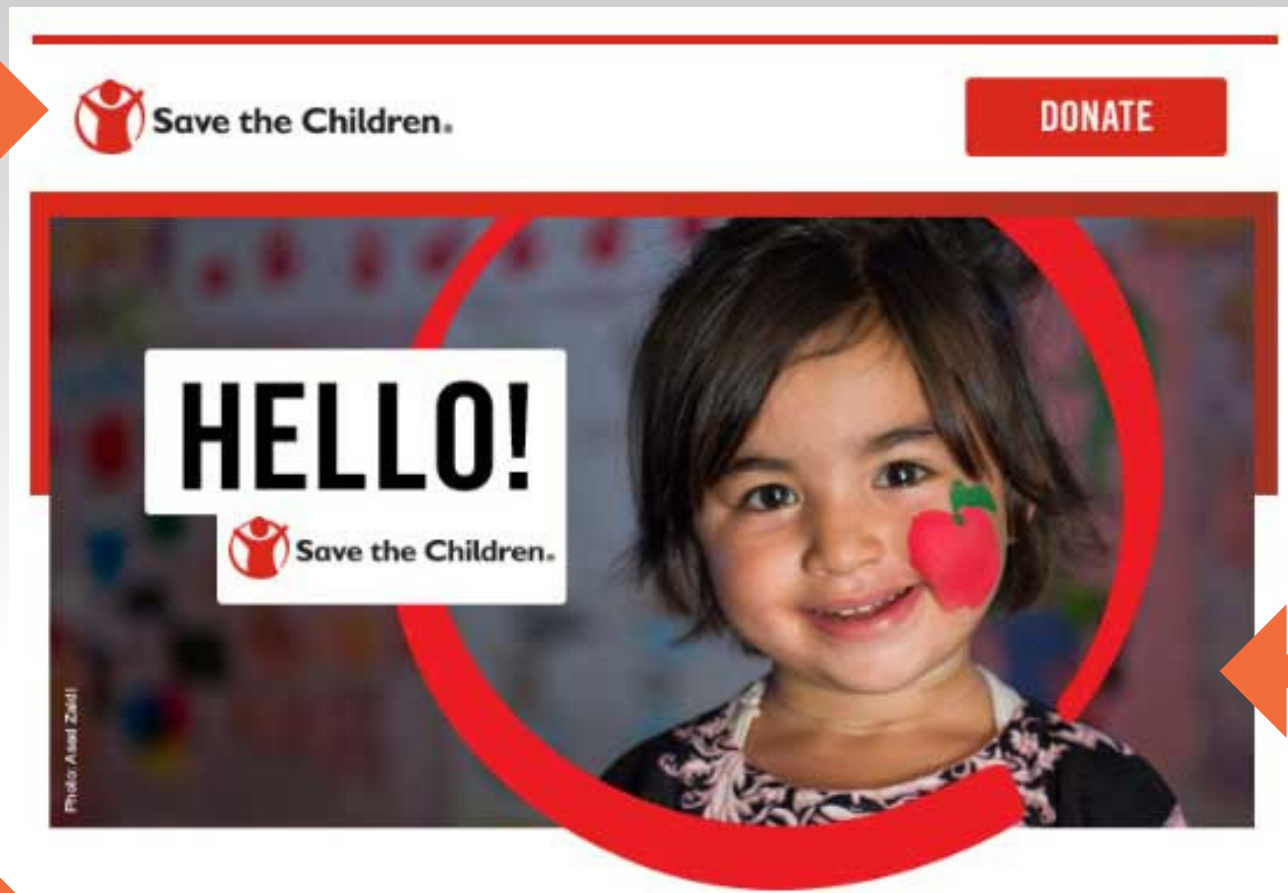
✓ Send it at the right time

The best day to send out marketing emails is Monday when email open rates are at their highest (20%). Avoid communication on weekends when engagement tends to be lower.

Some fundraising experts suggest sending emails out from 7-11am on Wednesdays & Thursdays. (Campaign Monitor, 2023).

✓ Mobile responsiveness check

Branded email header



Subject Line: Welcome To Our Save the Children Family!

Sender: Carolyn Miles, the President & CEO

Segment: New Subscribers from Website

Sent: Monday at 10 AM

Tell a story with imagery

**WELCOME
SERIES
EMAIL
EXAMPLE**

Personalized greeting

Dear John,

Welcome to our Save the Children family! I'm so happy to meet you and look forward to sharing our latest news and stories via email.

Thanks to the generosity of compassionate people like you, Save the Children does whatever it takes to ensure children grow up healthy, learning and safe. **In fact, last year alone, Save the Children worked in 120 countries, including the U.S., reaching more than 157 million children!**

As we get to know each other, you'll learn exactly how we do what we do, why it's so important — and **how you can be a part of it.**

On behalf of the children, I thank you for taking this step to ensure **all children have what every child deserves: a future.**

Sincerely,

Carolyn Miles
Carolyn Miles
President & CEO

Concise and to the point

Clear and compelling call-to-action

Around 74% of new subscribers **expect a welcome email** after joining a newsletter, and these messages have an average open rate of **202% higher than traditional email campaigns.** (Classy, 2023).



Hello,

Because of your support, we have been able to invest in our youth, leadership, mental health events & programs, and the community at large this year. To show our gratitude, we are doing a little something special for our donors like you, during our School's Out Day Fundraiser.

If you show this email to your server or mention it if doing delivery or carry out, you will receive a special sweet treat from us. We want to thank you for your generosity to KidsMatter.

We hope that you and your family can participate in this event at one of the Lou Malnati's Naperville locations. Live student entertainment will be at the downtown Naperville location in the evening.

When: Monday, June 6, 2022 | 11 AM - 10 PM

Where: Lou Malnati's 131 W. Jefferson Avenue in downtown Naperville and the 2879 95th St. location

Who: Amazing donors just like you! Family, friends, and community members are encouraged to attend too.

Why: Kicking off the summer with some delicious food, great company, and talented youth performances - all to benefit our mission of "Empowering kids to say "No" to destructive choices and "Yes" to endless possibilities.

When you support this fundraiser by dining at Lou Malnati's **20% goes back to our mission**, and experience live entertainment from our talented youth.

**DONOR
APPRECIATION
EMAIL**



GOOD FOR 1

**SPECIAL
SWEET
TREAT**

Show this coupon to your Lou Malnati's server to receive a little thank you from the KidsMatter team.



Your support is so sweet.



We hope you enjoy this treat!

thank you

RECOMMENDATION #4

Coordinate your social media & email campaign strategies

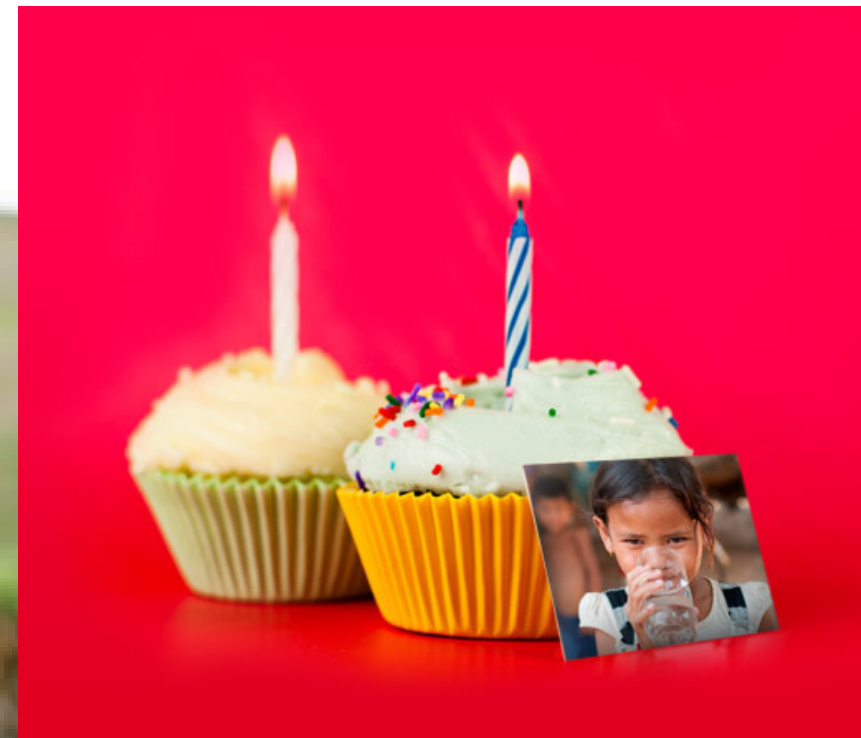
- ✓ Work in tandem to convert more donors and reach new audiences
- ✓ Use social media connections to increase engagement with your email audience
- ✓ Consider featuring user-generated social media content in your email campaigns

Make Social & Email Work For You



You can use your birthday to change the world.

charitywater.org



SEPTEMBER 2012 CAMPAIGN

YOUR SEPTEMBER BIRTHDAY CAN CHANGE THE WORLD.

THE SEPTEMBER CAMPAIGN IS ABOUT BRINGING 100% CLEAN WATER COVERAGE TO RULINDO DISTRICT IN RWANDA.



GO TO [CHARITYWATER.ORG/SEPTEMBER](http://charitywater.org/september) TO START A BIRTHDAY CAMPAIGN.



HOW IT WORKS

Instead of presents, ask for donations to give people clean water.

100%

THE 100% MODEL

We use 100% of the money you raise to build water projects in Rwanda.



THE PROOF

We prove the work with photos and GPS locations of the projects.

[START A CAMPAIGN](#)

charitywater.org/september

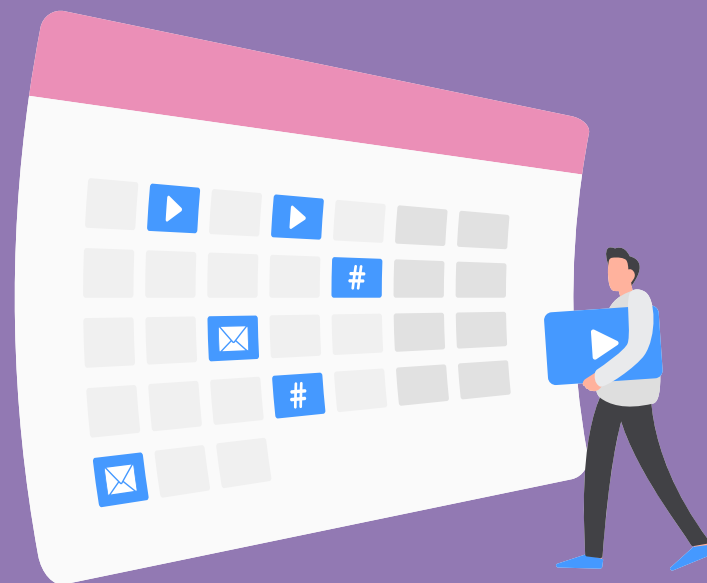
RECOMMENDATION #5

**Cultivate
supporters'
engagement
with equal effort**

- ✓ More ENGAGEMENT helps build the RELATIONSHIP, which leads to more DONATIONS
- ✓ Engagement isn't just for donors
- ✓ Put equal effort into volunteer retention, ensuring staff happiness, and sustaining an active and helpful board

BONUS RECOMMENDATION

Study the key performance indicators in your email campaigns



CharityEngine, 2023.
The Loop Marketing, 2023.

- ✓ 5 KPIs To Know
 - Open Rate
 - Click-Through Rate (CTR)
 - Conversion Rate
 - Unsubscribe Rate
 - ROI

On average, nonprofits send between 2-5 emails per month.

In conclusion...



KEY TAKEAWAYS

- ✓ Be proactive about collecting email addresses
- ✓ Integrate your digital strategies with a supportive CRM
- ✓ Through each email campaign, recognize it's not a "one size fits all" solution
- ✓ Segment your audiences smartly
- ✓ Practice email list hygiene frequently
- ✓ Create actionable, concise, and compelling content that mirrors your donation landing page
- ✓ Coordinate your email and social efforts
- ✓ Cultivate **all** relationships who are contributing their time & talents to your mission
- ✓ Stay in tune with the KPI's from your email campaigns





THANK YOU



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