

# EMAIL STRATEGIES & TEMPLATES TO ENGAGE DONORS YEAR ROUND



# Let's Nail Down Your Email Strategy.

Email marketing can be a low-cost, high-benefit way to engage your donors year-round. And once you know your stuff, it's easy!

Start here.  
We've got you covered.



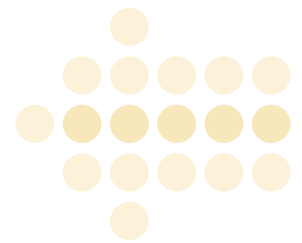
In 2022, email messaging accounted for 26% of all nonprofit online revenue.

# When It Comes to Emails, Don't Count Out the Copy.

Crafting an effective email goes beyond using the right words. It's important not just what you say, but how you say it.



**Tone of voice is more than 5x more impactful than the actual words spoken.**



Plus, 88% of consumers give their dollars to companies that they trust. Fundraising email copy is critical because it gives you the opportunity to deliver a consistent, evergreen message that builds relationships over time.



# Evergreen Email Strategies

Follow these main guideposts as you plan out your year-round fundraising emails.

01


Strategy #1:

## BE CONSISTENT

Rule of thumb with emails? More is more. Many consumers need to be reminded to donate at the right time—after a paycheck, a bonus, a holiday, etc. We can't always predict when the right time will be. But the more often we communicate with them, the more likely we are to catch them right when they're ready to donate.

### Consistency counts in your brand voice, too.

This goes back to the importance of your tone. Research shows that on average, brand consistency increases revenue by 23%. When your company personality shines through in your copy, make sure it stays the same throughout your emails.



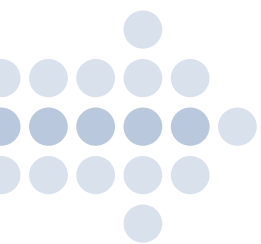
**53% of passive donors prefer to receive email communications from nonprofit organizations at least monthly**



02

Strategy #2:  
**BE TIMELY**

Email is the best way to shoot out the right message at the right time. Be ready to respond to any relevant happenings and send out an appeal message as quickly as you can.



**60% of donors gave to new causes in response to a timely appeal from an organization, cause, or individual, such as a relevant event in the news.**



03

Strategy #3:  
**AUTOMATE IT**

We know that you have enough on your plate. Taking some time up front to set up automated emails can pay off big time. At the very least, we recommend setting up a few “trigger emails” that automatically ship in reaction to information captured from your website, such as a donation, a content download, or a contact form fill.

# 04

## Strategy #4: MIX IT UP

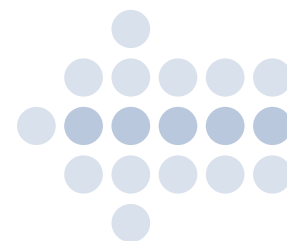
In addition to engaging with your leads, you can set up a content calendar to send other check-ins with your audience. Keep in mind, not every email has to be a hard sell for donations. Sometimes, we just want to drop by and say hello!

Here are some examples of email topics to include in your calendar that ensure continued engagement throughout the year:

1. **Progress Updates & Major Milestones**
2. **Holidays**
3. **New Content - Blogs, Articles, Reports**
4. **Special Events**
5. **Success Stories And Accomplishments**

Follow these strategies to not only increase your donations but begin to form lasting relationships with your donors. Which brings us to our next topic...

**Pro Tip: Software tools like UncommonGood help you organize a content calendar that makes varied content super easy throughout the year!**



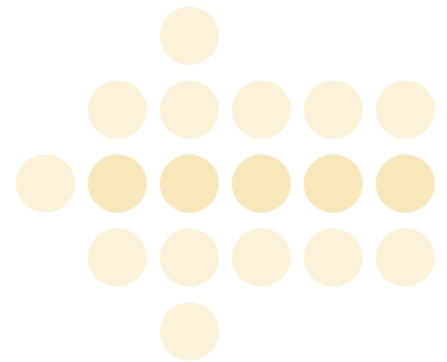
# Forming Lasting Relationships Through Email Marketing

We don't need to spell out the importance of loyal donors to your organization. In 2022, the average loyal donor is expected to donate 4X the amount of the average passive donor.

Email communications is one of your best tools for keeping loyal donors loyal, and even converting passive donors into loyal ones.

## The top ways loyal donors prefer building relationships are:

1. Donating through a simple donation page on an organization's website
2. **Signing up to receive communication updates (e.g., emails, text, newsletters, etc.)**
3. Volunteering on behalf of an organization



## Donors get emotional benefits from supporting you.

A loyal donor's emotional benefits:

1. Gratitude for the work nonprofits do
2. Feeling a part of a greater solution
3. Feeling good about themselves

## Leverage these emotional connections in your email copy.

### Examples

**Emotional Benefit:**

*Gratitude for the work nonprofits do*

Copy: "We know that the health and wellness of underserved communities is as important to you as it is to us."

**Emotional Benefit:**

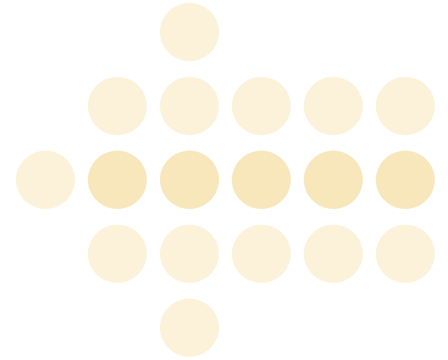
*Feeling a part of a greater solution*

Copy: "Last year, we provided XX tons of clean water to villages in need. We could not have reached this milestone without you."

**Emotional Benefit:**

*Feeling good about themselves*

Copy: "Your generosity and support for this mission is something to be proud of. We thank you from the bottom of our hearts."





# Let's Write An Email!

## It all starts with a subject line.

Crafting the perfect subject line is key. Beautiful copy in an email doesn't count if no one opens it! Keep these best practices in mind:



### Keep It Brief

40-50 characters is the sweet spot.



### Be CLEAR On Your Cause

At the end of the day, the work that you do is what drives all donors. Clearly stating the potential impact of their support is especially important for new leads that are getting to know you.

#### Examples:

- Welcome to our team of teacher-helpers.
- Help us find these puppies a new home.
- Just \$5 = 1 meal for a student in need.



### Make It Personal

Remember we're building relationships. Speak in second person and whenever you can, include details about the recipient, like their name or the amount they previously donated.

#### Examples:

- Hey [Name]! You're our new best friend. Here's why.
- Here's how your \$20 helped the unhoused.
- [Name], meet Fido. He says thanks!





## Tease & Intrigue

The subject line doesn't tell the whole story. It just needs to tell enough to get folks to want to read the rest. Use teasing language to peak the natural curiosity of your audience.

### Examples:

- [Name], you won't believe what just happened.
- It's official. You helped us do the impossible...
- The one thing we can do to improve the education system



## Use Urgency (When Appropriate)

If you've got a deadline on a fundraising campaign, don't be afraid to use it. A sense of urgency in a subject line is hard to ignore.

### Examples:

- Only XX more days to reach our goal. The kids will thank you.
- Today is your last chance to say you were a part of this.
- Donate THIS WEEK to get your gift matched!



## Offer An Incentive

People love presents, and we especially love the word free. When you have something to offer, lead with it.

### Examples:

- How to claim your free "Dog Lover" hat
- Give just \$10 and you could win \$100
- Limited time: free tote with every donation!



# The Bread And Butter Of The Email

## (Aka, the email body)

Once you nail down the basic structure of a fundraising email, you can crank them out with ease! Follow this basic flow and add your own flare.

<p>Hi there, Jack!</p> <p>Hope your week is starting off great.</p>	<p><b>Don't Forget the Greeting!</b></p> <p>We're talking human to human, after all. Say hello, use names and drop in a casual greeting to start your email.</p>
<p>Your support of JHO helps local students start their week off strong, too.</p> <p>This week, our goal is the same: end hunger in Jackson public schools. <u>Young students like Michelle and Pedro</u> are counting on us (and you!) to provide nutritious lunches that help them learn.</p> <p>Did you know that just \$10 can provide a nutritious lunch for 5 students?</p>	<p><b>Tell a Story</b></p> <p>Lead with an emotional connection</p> <p>Quickly follow up with the main message or ask (Optional) Hyperlink to blogs or content relevant to the story</p> <p>Make audience feel like a part of the story</p> <p>Demonstrate a tangible impact</p>
<p>So, what do you say? Make this a week that you give back to your community?</p> <p>button: [GIVE \$10 TODAY]</p>	<p><b>Have a Strong CTA</b></p> <p>Make it clear and obvious what you want the user to do, and where the button or link will take them.</p>

Boom! A fundraising email you can send any Monday, at any time throughout the year.

# Quick Tips

**Time to get to the nitty gritty. Here are some logistical tips and best practices to keep in mind!**

## Proofread

We know, it's tedious. But it's important! You're building relationships with these donors, and you don't want to lose credibility with spelling errors or poor grammar.

- Write your email copy in a Word document before dropping them into your email platform. Most word documents will catch basic spelling and grammar fixes.
- Have a colleague read it.
  - *Give your email copy to somebody—anybody—for a quick read before hitting send.*
- Outsource a proofreader on [Fiverr](#) or try a tool like [Grammarly](#).
  - *A professional copy editor or proofreader may be worth the price if you write a lot of emails or online content. You can also install Grammarly for free, which checks your grammar as you write.*

## Keep With A Consistent Brand Look

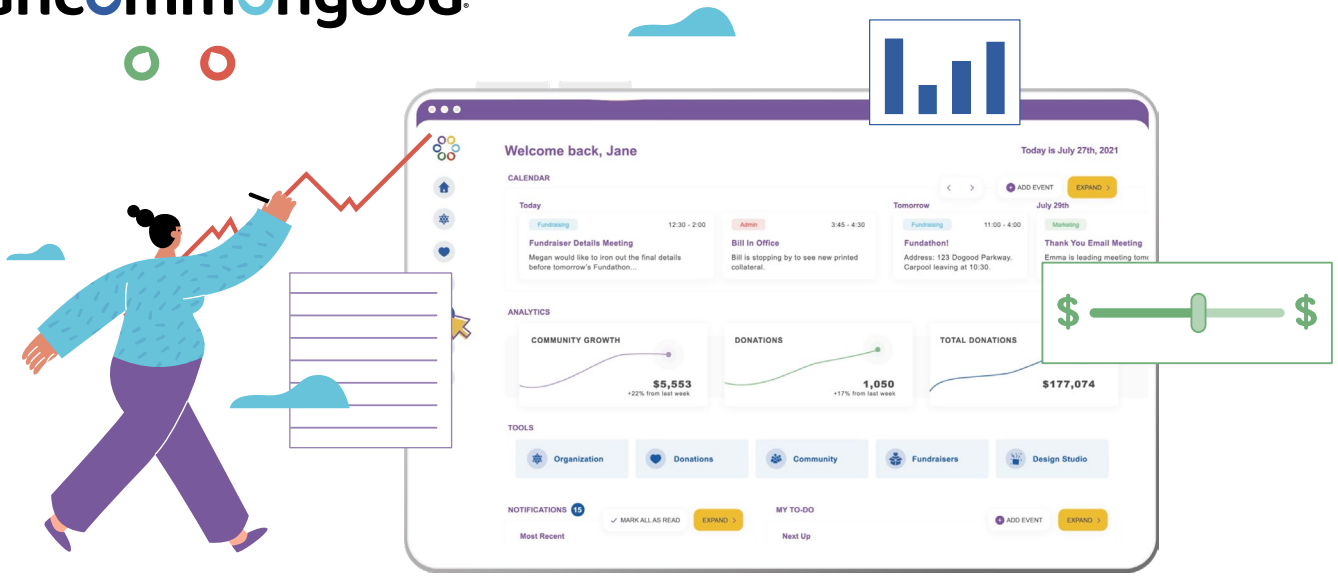
Research shows using key colors can increase your brand recognition by 80%. Always include your logo and don't be afraid to use colors—just keep them consistent with every email.

## Email Length Can Vary

Folks have short attention spans these days. Don't write a novel, but also don't get too caught up in character limits. When in doubt, keep it short and sweet—but mixing in some longer storytelling emails can build those long-term relationships we've been talking about.

## Use Headlines And Subheads

Break up your content with bold text, color, photos or data callouts to make even longer emails scannable and digestible.



# From Your Friends at UncommonGood

We are an email marketing tool that helps you engage your donors year-round. But we also do so much more.

## Design Studio

To help you build that consistent brand across all your communication channels

## Operations

To help you manage your team, stay on top of timelines and tasks, and run your organization smoothly so you can focus on your mission

## Donor Data

To keep track of your audience and help build those close relationships that lead to long-term donations

## & Much More!