# NONPROFIT
EMAIL MARKETING
CRASH COURSE

The Value of Email

Did you know that email marketing inspires **1 in 3 people to donate?**

Due to the pandemic, nonprofit online revenue grew by 35% in the past 2 years. But don't think that content overload got the best of people during COVID-19, email lists continued to grow by 7% in 2021.

People are plugged in and engaging online and in email more than ever!

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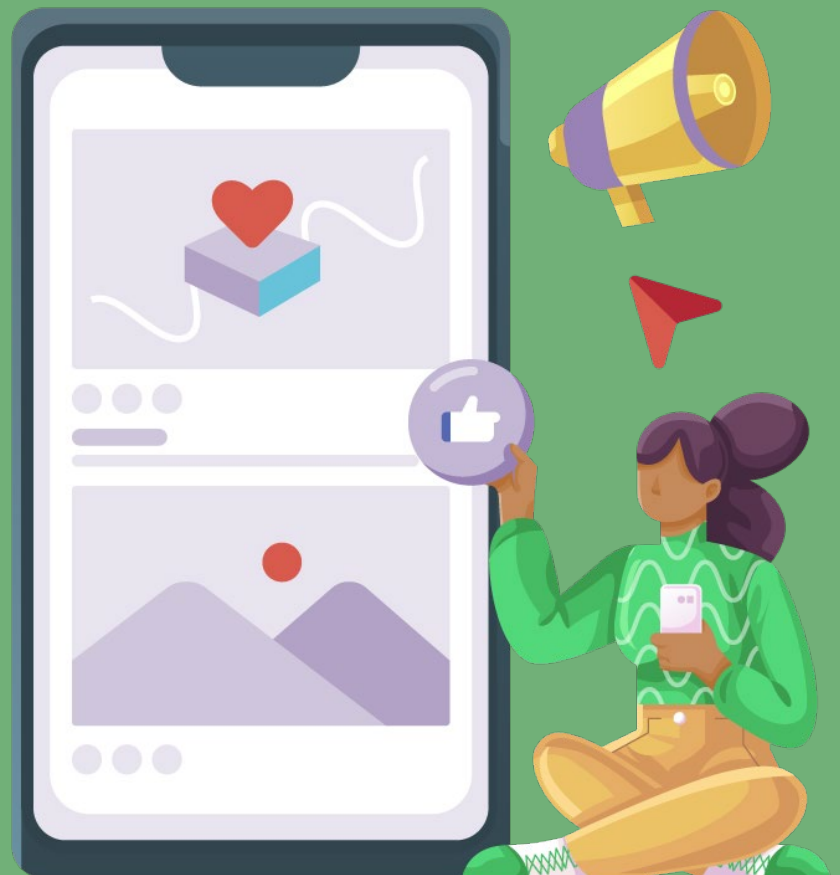
Target Audiences: Using Donor Data

You want to make sure you are sending appropriately themed emails to the right people so that you get good email metrics and ultimately, so that you get actual donations!

78%
of internet users in the US said personally relevant content increases their purchase/donation intent.

So how do you know who is right for each email campaign? By being specific and targeting certain supporters, not your entire list!

And how do you do that? By looking at your donor data!

Example

If you are seeking sponsorships ($5K-$20K) for your upcoming charity golf tournament, you don't want to send out an email asking for sponsorships to non-business owners or anyone who hasn't donated a large amount ($5K+) is the past as that email would a) not be relevant to them or b) out of their price range.

The data you collect on your supporters is the KEY to figuring out how to target audiences for specific email campaigns.

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If you don't already collect donor history and supporter information, start doing it now! If you have it but don't have any clue on how to sort it, look into a donor database tool.

Make sure that the donor database you use can do the following:

Automatically add new donors and information collected online as well as allows for manual entry if you receive a check.

Customize form fields to collect the information your organization deems important.

Has a free text box for employees to leave notes in after they've talked with a supporter.

"Tag" or categorize people so you can segment them however you'd like. *Mark each as a volunteer, board member, first-time donor, sponsor, etc.*

Filter by donation amounts, location, donor types, etc.

Be able to export target email lists to your email system or integrate with it.

P.S. UncommonGood can do all of this and more 😜

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Breaking Down The Email

Now that you've gotten your data segmented and you've picked out the appropriate audience for your email, let's discuss the email itself.

Emails Generally Consist of 5 Key Parts

Subject: Tickets on Sale FRIDAY for the Sixth Annual CLC Golf Outing — **Subject Line**

From: Children's Learning Centers of Fairfield County <admin@clc.org>
To: Me   8:10 AM (12 hours ago)

Save the Date for the Annual CLC Outing! — **Preheader/ Preview Text**

Save the Date
The Sixth Annual
CLC
GOLF OUTING
Tamarack Country Club
Monday, Sept. 12
clcfc.org

Body Copy

**Tickets go on sale FRIDAY
for the Sixth Annual CLC Golf Outing!**
Details on how to purchase tickets are coming soon.

Give Here! — **Call to Action (CTA)**

Copyright © 2022 Children's Learning Centers of Fairfield County, All rights reserved.
Through UnCommonGood

Mailing Address
Children's Learning Centers of Fairfield County
123 Street Name Here Road
City Name, ST 12345-6789

Add us to your address book — **Footer**

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The Art and Science of the Subject Line

Think of subject lines as the reason why someone should open the email. **You want to focus on standing out and enticing email recipients to open it to learn more, however, it needs to be done in 43 characters or less.** Hence why it is both an art and a science.

According to Campaign Monitor, almost half of people prefer to open emails via mobile devices and a Marketo study found subject lines containing four words received the highest average open rates (18.26%). However, the click-to-open (CTO) rate is likely more important because it encompasses both opening and clicking on at least one link – aka conversions. The highest average CTO rate (10.8%) happened with seven-word subject lines, closely followed by nine words (10.6%) and six words (10.1%).

Now don't let all these stats bog you down! These are all just guidelines, but the truth is you'll need to test things out as you send more emails to your specific supporters and note what works and what doesn't work for your target audiences.

Helpful Hint

Characters include the spaces between words as well as any emojis and special characters.

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In addition to staying within character count, you might want to try out a few of these tips to get more engagement:

01
Personalize It

Most modern email platforms have the ability to add certain personalization aspects using a "merge tag" to include things such as first name or location in the subject line.

Example: **Thanks For Donating, {first name}!**

02
Use Emojis Sparingly

Some audiences react favorably to a single emoji and some don't, so test it out but make sure the emoji is appropriate and relevant to the content

Example: 🐶 **Ruff Day? Check Out Our Adoptable Animals**

03
Try Numbers

Instead of writing out the number, use the digit for less characters and to draw more attention to the email in the inbox

Example: **3 Ways To Support Ukraine Right Now!**

04
A/B Test

Many email platforms like MailChimp and Constant Contact offer the ability to test two different subject lines to a small group of your target audience. Based on which subject line performs better, it automatically sends the winning subject line out to the rest of the target audience list.

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What is Preheader Text?

Preheader text, also known as preview text, is the line of text that appears after your subject line in a recipient's inbox. This is an extra bit of space to help entice your email recipients to open your email and should go hand in hand with your subject line.
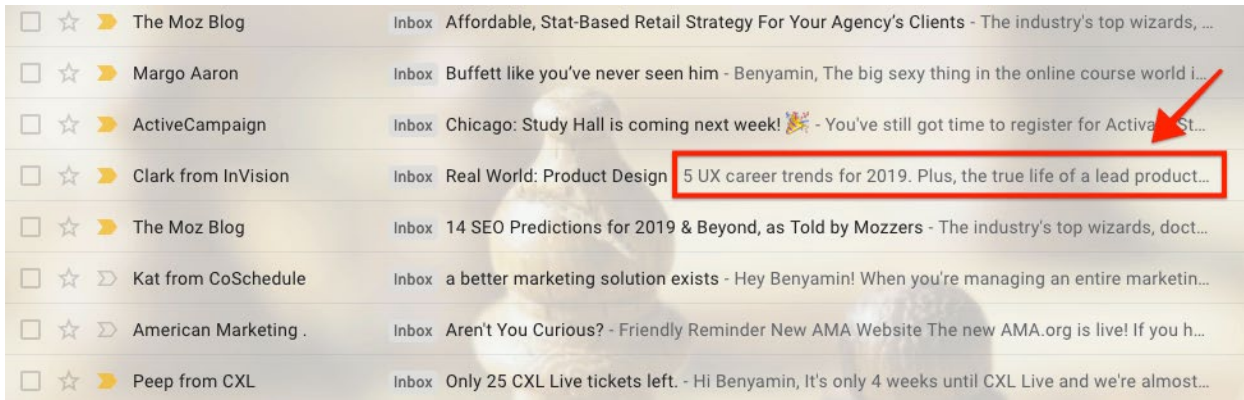
Depending on what email platform you use, you may or may not have access to editing this, but we highly recommend you search your email platform for this area and use it. Most of the time, it's close to where you input your subject line or in the settings. If you don't include a specific preheader text, the email platform will take over and automatically pull the first text found in the email into this space or worse, pre-populate something random.

Guidelines for Preheader Text:

1. Keep the character length between 30-55 characters for mobile optimization

2. Be different than your subject line but still cohesive

3. Add a call to action

Examples:

Soup Pantry Event Fundraiser
Subject Line: **{First Name}, Do You Like Cooking? 🎯**
Preheader Text: **Join Cooking for a Cause & Help Us Raise Money**

Animal Rescue Monthly Newsletter
Subject Line: **We've Welcomed 157 Envigo Beagles!**
Preheader Text: **Look what's happening thanks to your support**

Every Email Has a Body

The body is the main content of your email and what people see when they open it. Body content can be broken into different "blocks" or areas of content such as copy/text, graphics or photos, and the call to action(s).

Depending on your email platform, you'll be able to see the different types of body content available for templates and drag & drop builders. If you want to get more specific, you'll need to hire someone who knows how to code emails in order to create truly custom emails. However, most email platforms have enough customization to make your emails on brand and unique!

Perfect Body Routine:

- 79% of readers scan content
- ## Use Header Text To Break Things Up
- **Bold**, *italicize*, or <u>underline</u> important parts to make them stand out
- Use pictures or graphics
- Remember white space is your friend
- Avoid acronyms and industry-specific jargon
- Write in the second person for a more conversational tone
- Be concise
- Make sure to include a call-to-action
- PROOFREAD

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Calls-To-Action Drive Donations

A call-to-action (CTA) tells the reader what you want them to do or what action is requested after they finish reading the email. Typically, there is one main CTA at the end of the body copy in a colorful box that the reader can click on and be directed to a landing page with the desired action.

Read Kate's Story   **Register a Team**

Top Three Tips for CTA Buttons

01 **Make the Button Color Stand Out**
- Be on brand but use a different color than the email background.
- Use a color that isn't being used in any other part of the email so it draws attention.

02 **Use Specific Action Verbs**
- Don't use generic terms like "click here" or "learn more"
- Try something like "Register a Team" or " Read Kate's Story"

03 **Be Short**
- 2-4 words with a max character count of 18

There can also be secondary CTAs throughout the body that bring a reader to a relevant but different landing pages than the main CTA. These are typically hyperlinked text or images. In general, you only want to include 1-2 total CTAs.

Make sure that you link the CTA to the correct landing page before you send out the email!

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Don't Forget the Footer

While this isn't the most glamorous part of designing an email, it is absolutely necessary in the U.S. from a legal perspective.

To comply with the CAN-SPAM Act of 2003, marketing emails must include the physical mailing address of your nonprofit and a link for contacts to manage their email subscription preferences. Any reputable email platform will not let you send any marketing email without an "Email Preferences" or "Unsubscribe" link.

UncommonGood,
67 Holly Hill Ln,
Greenwich, CT, 06830
Unsubscribe
Manage Preferences
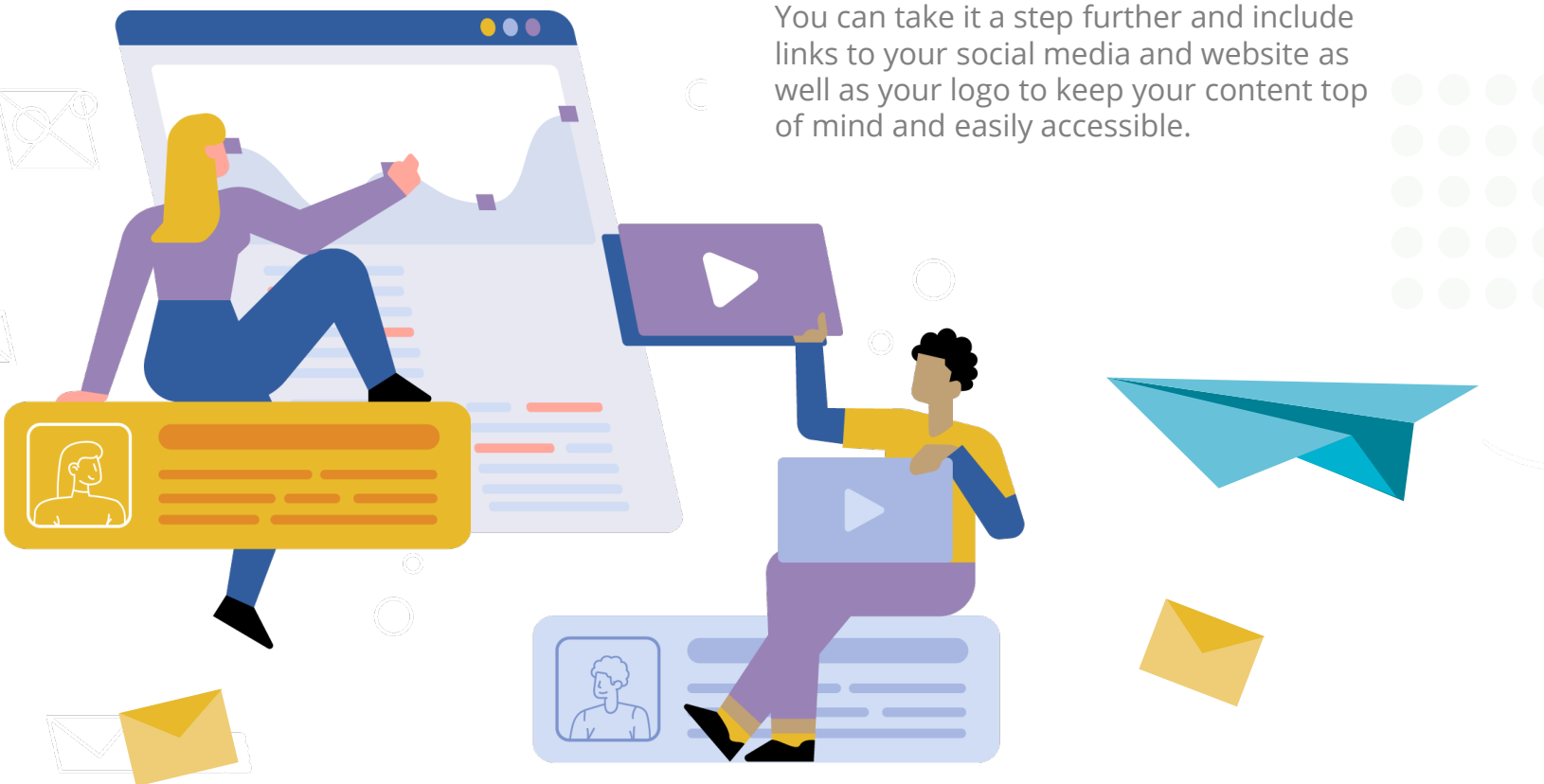
You can take it a step further and include links to your social media and website as well as your logo to keep your content top of mind and easily accessible.

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Email Campaigns

Now that you've learned the anatomy of an email, let's look at some use cases for nonprofit email campaigns.

Email campaigns, also called drip campaigns or automations, are a series of emails scheduled to send via your email platform on specific dates or based on specific actions that the email recipient takes.

For example:
Your annual fundraiser is coming up and you need to email your supporters to sign up to play golf. Here's a breakdown of a drip campaign you can create to make your life easier:

Player Drip Campaign

Target: previous players + any new supports within the last year

Email #1
**Save
the Date**

*Send out 40-60 days
ahead of time*

Email #3
**Golf Tournament
Past Impact**

*Send out 3 weeks
before event date*

Email #5
**One Week Away
Announcement**

*Send out 1 weeks
before event date*

1 — 2 — 3 — 4 — 5 — 6 → **Tournament Day**

Email #2
**Registration
Is Open**

*Send out 30 days
ahead of time*

Email #4
**Special Event
Announcement/
Exciting Feature**

*Send out 2 weeks
before event date*

Email #6
**Registration
Last Call**

*Send out 5 days
before event date*

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At any point in time, when someone signs up to play, they should be removed from this drip campaign via a "goal" or "action" depending on the platform you use. Then they should be put into another drip campaign that sends them a confirmation email/receipt for signing up and at least 2 email reminders, 1 week and 2 days before the event.

Studies show that automated email series save hours every week, as well as boost reply and engagement rates by 250%.

So how can you automate emails to make your life easier?

Drip Campaign Example from Mailchimp
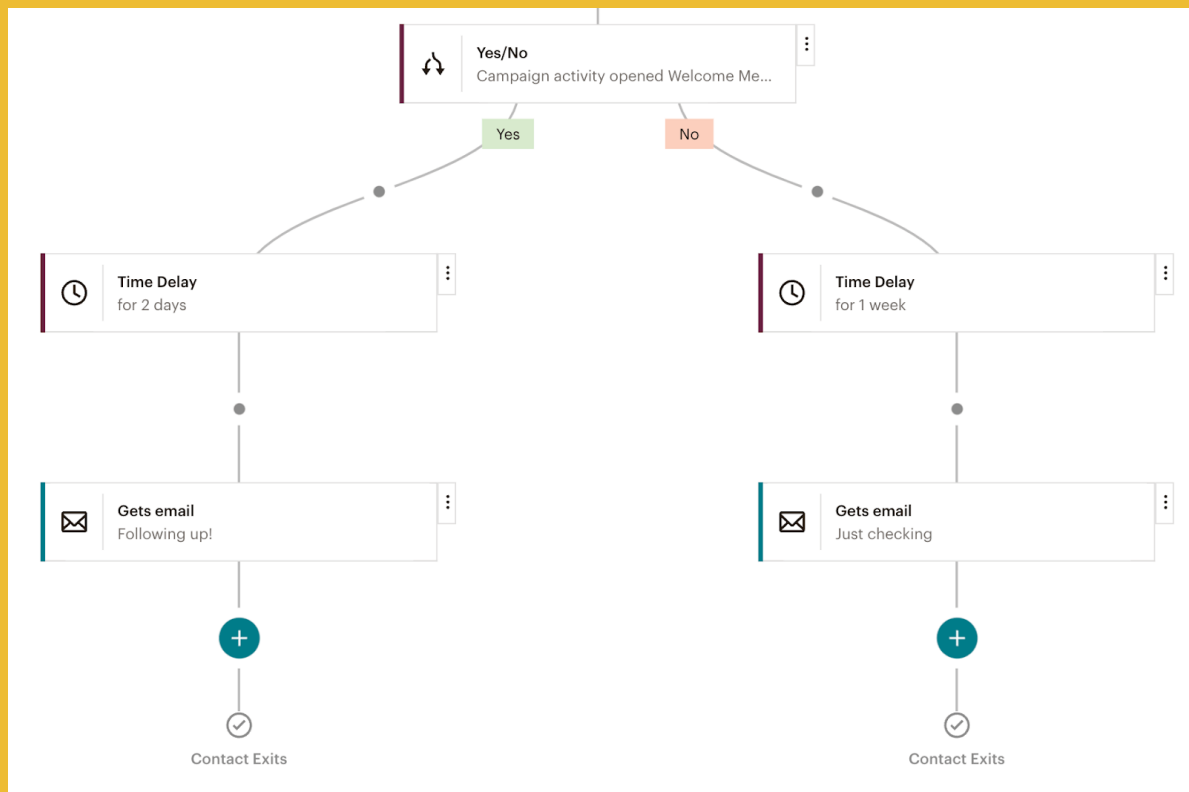
Four Ways You Can Use an Email Platform to Automate

01 Welcome Emails

If your nonprofit has a "membership," you collect new volunteer information, or if someone subscribes to your blog/newsletter, welcome them and include a CTA to donate!

02 Thank You / Gratitude Campaigns

Every donation should get an automatic thank you email but you can also send thank yous to people for attending an event or create an entire campaign thanking supporters for 3, 5, 10+ years of consistent donations, etc.

03 Appeals Campaigns

You know what time of the year you need money the most, so use that knowledge and turn that into 3-5 emails educating supporters on the issue, how your org solves the issue, and how supporters can help (CTA).

04 Annual Giving / Event Updates

Do you run an annual event with a lot of different people involved? Grab those P2P and team sign-ups, throw them into your donor database and keep everyone updated with milestones, achievements, and success stories!

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Multi-Channel Campaign Promotion

Email campaigns should be a core part of your marketing strategy, but they shouldn't be the only source of promotion.

You should also be using your other marketing channels such as social media, your website, marketing collateral like flyers or direct mail, and anything else you see fit to promote the campaign at the same time.
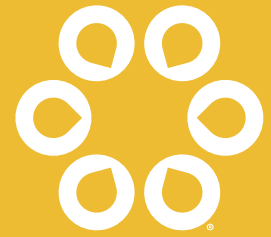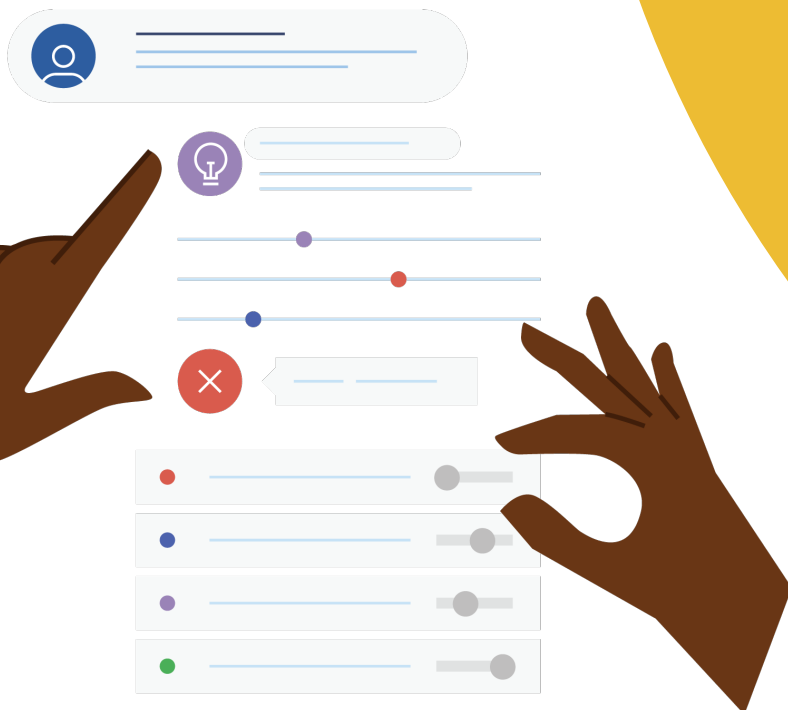
Helpful Hint

When you create your email campaign, keep the same design aspects and use them in your social media graphics, flyers, etc.

A good Design Studio like ours can help you easily resize images to fit your needs.

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How Do You Know If An Email Campaign Was Successful?

CTAs are the most important part of your email after the subject line gets someone to open it, so you need to monitor the call to action's performance with a click through rate (CTR) and the subsequent landing page's completion rate (aka how many people went to the page and then completed the action).

According to Campaign Monitor, the nonprofit industry's 2021 email benchmarks are as follows:

10.2% Click-to-Open Rate (CTOR)

26.6%
Open Rate (OR)

0.2%
Unsubscribe Rate

2.7%
Click Through Rate (CTR)

16%
Landing Page Completion Rate

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Take these numbers with a grain of salt because this is an average across different nonprofit sizes and sectors, but pay attention to your metrics as a whole and take the time to test things out.

If your CTOR is really low, you might need to work on your subject lines or make sure your email domain isn't getting caught in the SPAM folder. If your CTR is really low, consider testing the words in your call to action or the look and feel of the CTA button. If your landing page isn't converting people into donors, you might want to reduce the number of form fields, look into a different payment processor, or make sure the landing page isn't too confusing.

Apple Mail Privacy Protection

The reason we've highlighted the open rate in red and caution you using this metric is because of the Apple Mail announcement from September 2021. Apple announced that iOS 15 comes with an option to opt into Mail Privacy Protection that prevents email marketers from using invisible pixels to collect information.

In the past, data from an email was loaded only when the recipient opened the email. This data included a pixel, which allowed your email provider to detect when the email was opened and what device was used. With Mail Privacy Protection, Apple Mail preloads images and content of emails you send — including the tracking pixel — regardless of if the recipient actually opened the email or not. **Thus affecting the open rates and making it an unreliable metric.**

According to M+R Benchmarks, from September to November of 2021, fundraising open rates climbed by 17%.

Some email providers such as Hubspot have come up with replacement metrics such as Adjusted Open Rate that discounts opens from Apple devices to help differentiate which opens are humans and which are bots. Others provide the CTOR which is the percentage of emails that are opened and then clicked on (doesn't have to be the main CTA that is clicked - they could click on another link such as your Facebook icon) which also helps differentiate bots vs humans.

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About Us

UncommonGood is a cloud-based software solution that helps nonprofits do more good every day by eliminating inefficiencies and providing nonprofits with modern technology.

UncommonGood was founded on the idea that nonprofit organizations should have access to the same high-quality tools and resources as for-profit companies, without having to spend half their budget on them.

By providing an all-inclusive platform for nonprofits to manage their operations, marketing, and fundraising efforts, UncommonGood enables nonprofits to focus more on what matters, doing good.

Welcome back, Jane

Today is July 27th, 2021

CALENDAR

ADD EVENT   EXPAND >
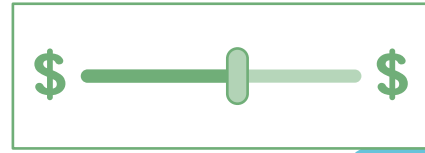
Today

| Fundraising | 12:30 - 2:00 |

Fundraiser Details Meeting
Megan would like to iron out the final details before tomorrow's Fundathon...

| Admin | 3:45 - 4:30 |

Bill In Office
Bill is stopping by to see new printed collateral.

Tomorrow

| Fundraising | 11:00 - 4:00 |

Fundathon!
Address: 123 Dogood Parkway. Carpool leaving at 10:30.

July 29th

| Marketing |

Thank You Email Meeting
Emma is leading meeting tomo thank you message and read t

ANALYTICS

COMMUNITY GROWTH
$5,553
+22% from last week

DONATIONS
1,050
+17% from last week

TOTAL DONATIONS
$177,074

TOOLS

Organization   Donations   Community   Fundraisers   Design Studio

NOTIFICATIONS 15

✓ MARK ALL AS READ   EXPAND >

Most Recent

MY TO-DO

ADD EVENT   EXPAND >

Next Up