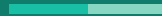


Email Marketing

How-To's for FUNDRAISING

Send more emails.



Email Schedule

- **Save the Date:** 2-3 weeks before your start your campaign
- **Reminder:** November 30
- **#GivingTuesday:** December 1 - morning
- **#GivingTuesday Update/Goal/Ending Soon:** December 1 - afternoon/evening
- **Thank you/Update/Ask:** December 2
- **Give Before You Go:** December 22
- **Thank you/Update/Ask:** December 15
- **Don't Forget:** December 30
- **Last Chance to Give:** December 31 - morning
- **Final Hours:** December 31 - evening
- **Follow up / Thank You:** January 1 or 2

At the VERY LEAST!!!

- **Save the Date:** 2-3 weeks before your start your campaign
- **#GivingTuesday:** December 1 - morning
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I know what you're thinking.

"There's no way I'm going to send that many emails.
I'm not going to bother people."



And you can stop that attitude right now.

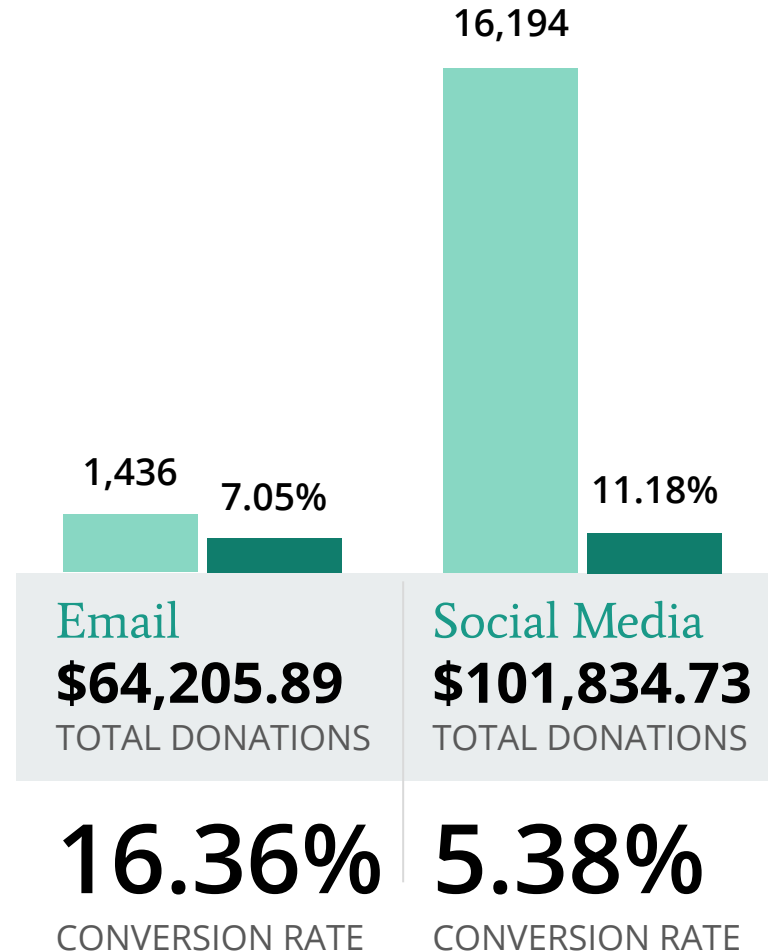
The only way you're going to "bother" people is if you send them crappy emails about an unworthy cause.

And you're not going to do that. That's why you have the templates, this video and more

—

You want to send emails. Here's why.

-  Website visitors
-  % of total donations



3.5%

Of Total Website Visits
2.7% in 2017, 3.7% in 2018

1,436

Visits from Email
907 in 2017, 1,272 in 2018

16.36%

Conversion Rate
16.98% in 2017
16.1% in 2018

\$273.22

Average Donation
\$257.36 in 2017, \$270.12 in 2018

7.05%

Of Donations
4.99% in 2017,
6.97% in 2018

\$64,206

Total Email Donations
\$39,633 in 2017, \$55,376 in 2018

2019

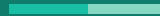


CoMoGives.com

EMAIL

STATS

What makes a *successful* email?



1. It arrives in your inbox.



Roadblock Alert: Auto-sorting inboxes!

Try this tool: <https://litmus.com/gmail-tabs>

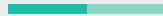
2. The reason for the email is
clear & relevant.



3. Someone you know sent it.



4. It greets you by name.



Dear [first_name],

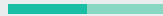
I'd like to take this opportunity to reach out and thank you personally for your [donation_amount] contribution to the [organization_name] fundraising push on CoMoGives last year. Your donation along with others helped fund the [describe_activity] which benefits [describe_beneficiaries].

This year the CoMoGives campaign funds will [describe_activity]. Would you be willing to contribute to help make this happen? [link_to_CoMoGives]

If not, I totally understand, it doesn't diminish our thanks for your 2018 generosity.

Thank you!
[your_name]

5. It's pretty and free of errors.



6. You can track it.



Method #1: Email from your inbox

- ★ Get personal! This will certainly yield awesome results!
- ★ Consider a thank you video.
- ★ To track opens in Gmail try MailTrack, Hubspot Sales or or Boomerang all have limited usage for free. For Outlook, try Hubspot Sales.
- ★ If you do batch send- do it in very small batches. Make sure to include a way to unsubscribe if you do this.

Method #2: Use MailChimp OR another email marketing service.

- ★ Lots of tracking here!
- ★ A/B testing
- ★ Make sure you send from people they know.

Add UTM parameters to your email links.

Do it for me!!! PLEASE!

7. You send it on time.



Highest Grossing Email of 2018 & 2019: Giving Tuesday

- ★ 2018 this email converted at 15.31%, brought \$22,500.00 in 79 donations
- ★ 2019 this email converted at 24.36%, brought \$25,715.00 in 76 donations

Highest Converting Email of 2018 & 2019: New Year's Eve (December 31)

- ★ 2018 this email converted at 34.75%, brought \$10,178.00 in 49 donations
- ★ 2019 this email converted at 28.11%, brought \$15,089.00 in 61 donations

8. Follow up personally.




Send more emails Use the templates

Follow the rules...

1. Don't be spammy
2. Make a clear ask
3. Send from someone they know
4. Greet them by name
5. Spell check it!
6. Track it
7. Send it on Giving Tuesday and December 31
8. Follow up personally

slido

Audience Q&A Session

 Start presenting to display the audience questions on this slide.

Email Marketing

How-To's for FUNDRAISING
