Nonprofit Email Marketing

Seven Things to Try

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Hi! I'll be your guide today

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I like people and happen to work with software.

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20 Seconds about Skvare

(pronounced SQUARE)

We help others help others

- Technology Strategy
- Web Hosting
- Ongoing Support
- Mail Services

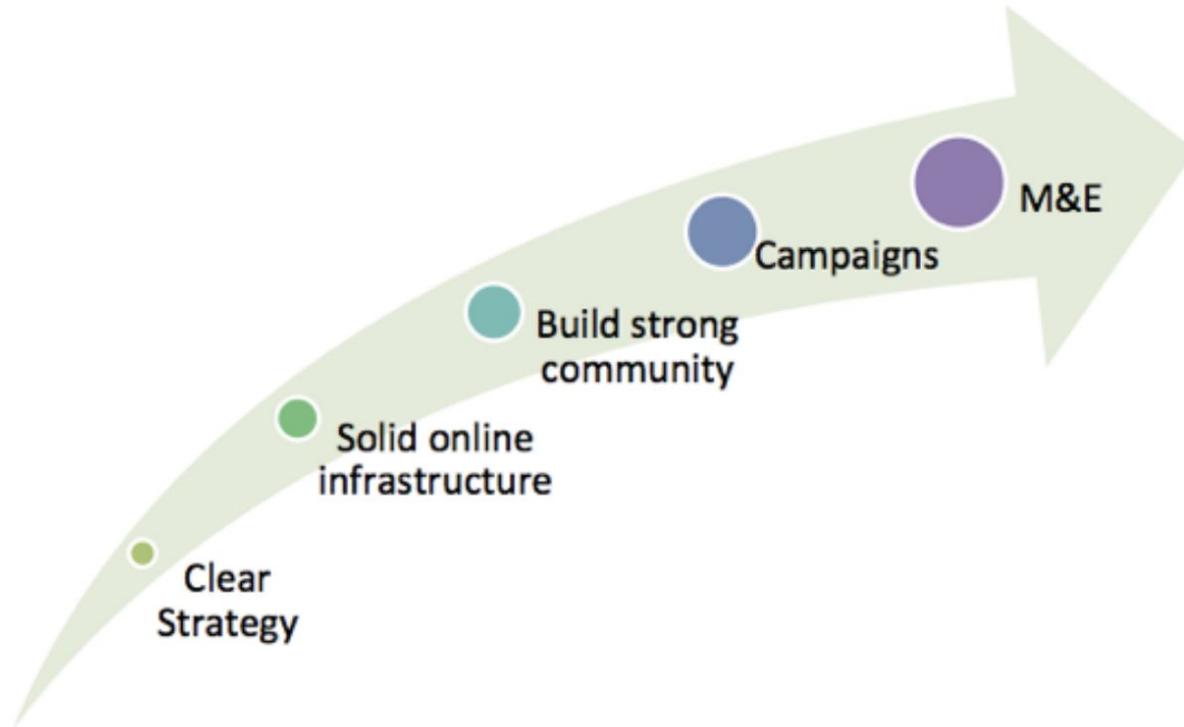https://skvare.com

Who are you?

What are we covering?

- Mass Newsletters
- Contacting individual members, sponsors, partners, etc.
- Contacting small groups, e.g. Board Members, Sponsors, Event Attendees

Keep communications centralized in one place.

Secure organizational history.

Strategy Roadmap

Current Data

Nonprofits are sending more emails

Across all industries, there was just a 0.06% increase in total email sends from March 2019 to March 2020. But for nonprofits, that increase was nearly 40%.

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Current Data

Open Rates are Increasing

In March 2020, nonprofits saw an open rate of 29.3% — up 4.4% from March 2019, and higher than every other sector except Government (41.5%, up 9.9%) and Education (36%, up 13.2%). Overall, email open rates in March 2020 hit 21.7% — up 4.1% over March 2019.

Current Data

Open Rates are Increasing

MailChimp found that the average open rate for nonprofit email marketing is 25.96%, compared to the universal email open rate of 6%. And yes, 26% is a lot better than 6%, but it still means that about three quarters of your audience isn't opening your emails.

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Tip 1: Try a New Look

Try a New Look

Make your emails easier to read (think mobile!):

- Increase font size

- Add extra space by increasing line height

- Aim for an email body length of 600 pixels wide or less

Resources: https://reallygoodemails.com/

TechSoups Training: Get Your Design Learner's Permit

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The Right Amount of Design

Dear Friend of the Bay,

For weeks now, our nation has been ravaged by a pandemic that has forced communities to face unprecedented challenges and prioritize public health more than ever. As states have worked to protect their citizens, the Environmental Protection Agency (EPA) released a proposed rule that would limit the government's use of science to regulate harmful pollution and the impact on public health. **Before Monday's deadline, tell EPA: Fulfill your mission to protect human health by safeguarding the air we breathe, the water we drink, and the land on which we live**!

If this rule were to be adopted, it would have significant impacts on the work to restore the Chesapeake Bay and its rivers and stream, including threatening the underlying pollution reductions necessary to achieve the goals of the Chesapeake Clean Water Blueprint.

We have only hours left to take action and let EPA know that restricting science in regulatory processes is unacceptable. **Act before the May 18 deadline and raise your voice on this important issue**!

Thank you for all you do to save the Bay,

Denise Stranko
Federal Legislative and Policy Manager
Chesapeake Bay Foundation

Plain Text vs Graphic Emails
- No distractions from content
- Can feel more personal
- Less likely to be marked as spam

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The Right Amount of Design

Best Practices for Plain Text

- Focus on one direct action

- Share a personal journey, story, or statement

- Invite recipients to reply directly to the email

Resource: https://wiredimpact.com/blog/nonprofit-plain-text-email/

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Quick, easy tips to remember

- One column only for easy scrolling

- Headings throughout email to quickly skim content

- Clean, simple, with white space

- Large easy-to-tap call to action buttons

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Visual Tools

Free (or Cheap) Visual Tools

- _Tableau Public_: powerful with big data

- _Infogram_: create simple charts, graphs, and maps

- _DataHero_: drag & drop chart/graph creation

- _Canva_: create graphics & marketing materials

- _Crello_: free stock images

- _Animato_: turn graphics/slides into video clips

- _Animaker_: create clean explainer videos

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Tip 2: Tighten Up Your Copy

Tighten Up Your Copy

Emails are NOT...

- A replacement for your blog articles

- Your social media platform

- Your website

Say what you need to say and no more.

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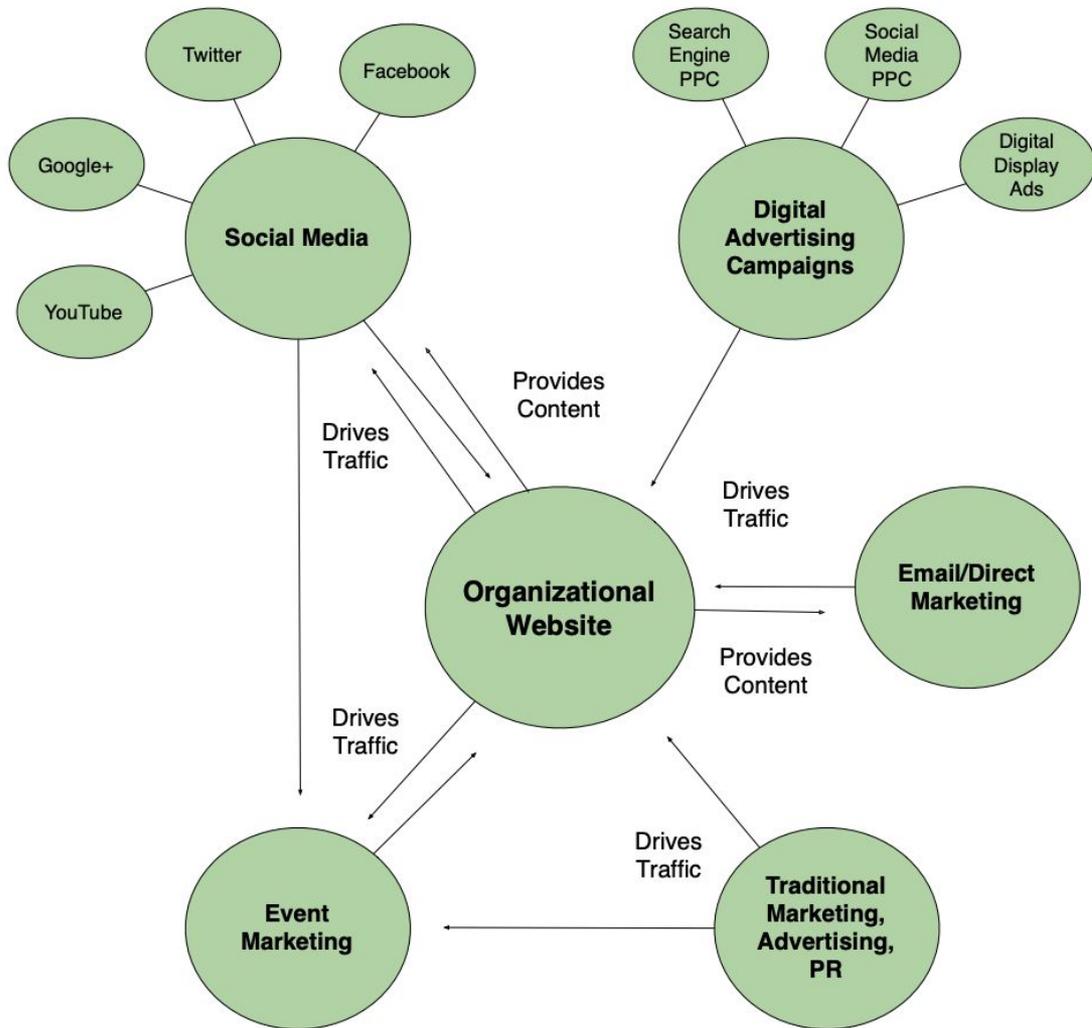
Think Airport Signage

What's your landscape?
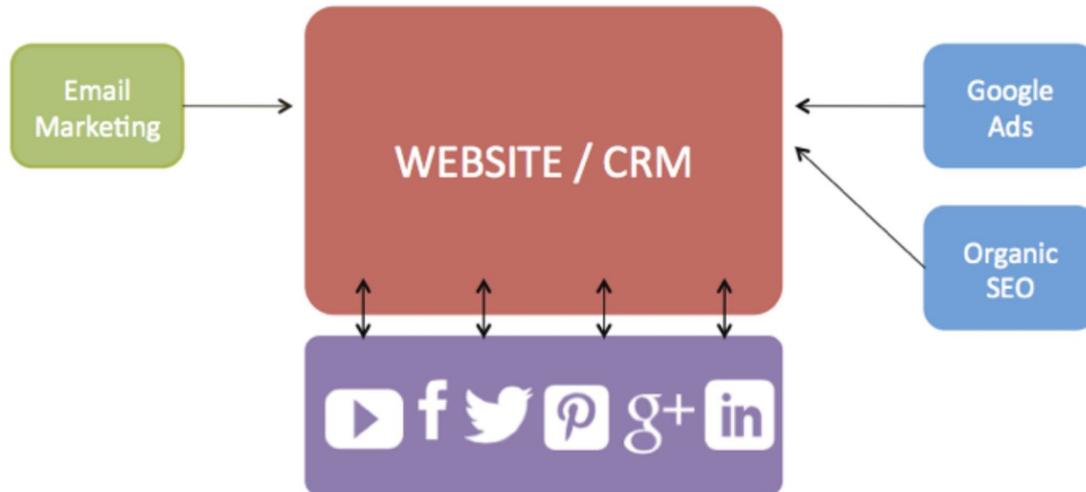
Hemingway

Steady Stream of Content:

- Trainings & Events

- News

- Policy Updates

- In the Spotlight

- Jobs

Email helps push your content out, bring people back to website where they can take action

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Hemingway

Online Etiquette: Be Generous

- Share other people's content & resources
- Always cite the authors and affiliated organizations
- Always hyperlink back to the source
- Recognize others' contributions publicly (partners, contributors, volunteers, board members, etc)

Tip 3: Focus on Relevance

Segmentation

Kaitlin, there is a critical need for type O positive blood!

Type O positive donors like you are needed NOW to help hospital patients locally and across the country. This severe shortage could leave patients without the care they need. When a patient needs lifesaving blood, doctors reach for O positive more than any other blood type. It's the most transfused blood type. Right now, there's not enough and patient care could suffer. You are in a unique position to help ensure O positive blood is available at a moment's notice. You can help save up to three lives.

Segmentation allows you to separate your list into several groups based on subscriber differences.

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Segmentation

Common blunders you can prevent with segmentation:

- gala invite that a donor lives too far from
- an email to a donor who isn't likely to give again since they only gave to a special campaign 15+ years ago
- a solicitation email received by staff or volunteers
- an email asking for a monthly donation from a donor who is already enrolled in Monthly Giving

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Segments to try

- Past Volunteers
- Event Attendees
- Lapsed Supporters
- Demographic Segementation
- Geographic Location
- Donors
- Board Members, Staff, Advisors

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Tip 4: Reengage Inactive Subscribers

When to Send

Best days for email marketing

- Highest email open rates: Sunday

- Highest click-thru rates: Tuesday and Saturday

- Highest click-to-open rates: Wednesday

- Lowest bounce rates: Monday

- Lowest unsubscribe rates: Monday

Worst days for email marketing

- Lowest email open rates: Wednesday

- Lowest click-through rates: Monday

- Lowest click-to-open rates: Monday

- Highest bounce rates: Wednesday
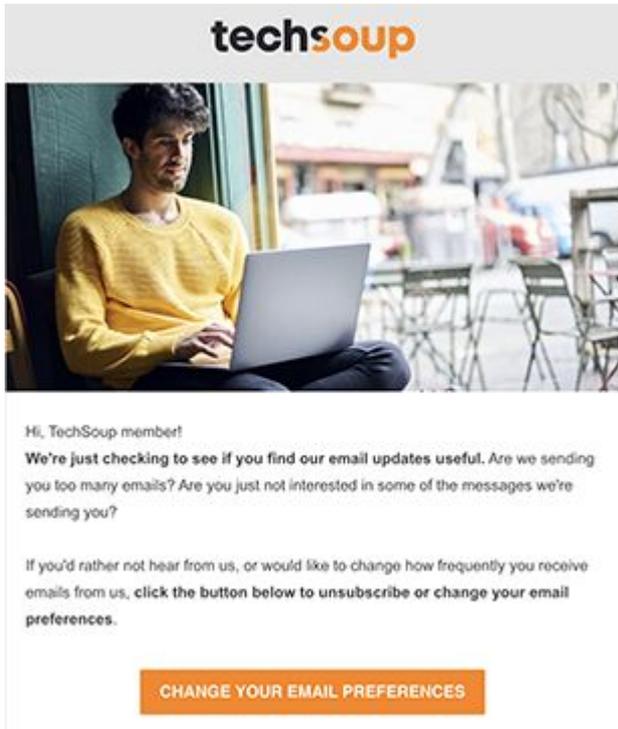
- Highest unsubscribe rates: Friday

When to Send

There's a fine line between too little and too many.
Sending four emails in a month (as opposed to one), increases the number of people opening those emails. MailChimp found similar results.


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Not Interested?

First, we ask our inactive email subscribers to adjust their email preferences so we aren't flooding their mailboxes with messages they don't want. If they don't do so, we'll send a follow-up asking them to click a button to confirm that they want to receive regular updates.

If you haven't unsubscribed completely, we'll still send you the occasional email if we have something new or notable to share with you, but we'll avoid emailing you otherwise. That way, we don't clog your inbox with unread messages, but we won't cut you out of the loop entirely.

10 Examples of Re-engagement messages

https://blog.hubspot.com/marketing/10-examples-of-effective-re-engagement-emails
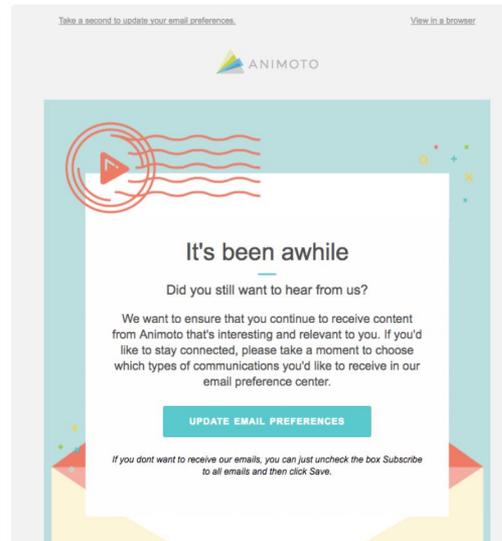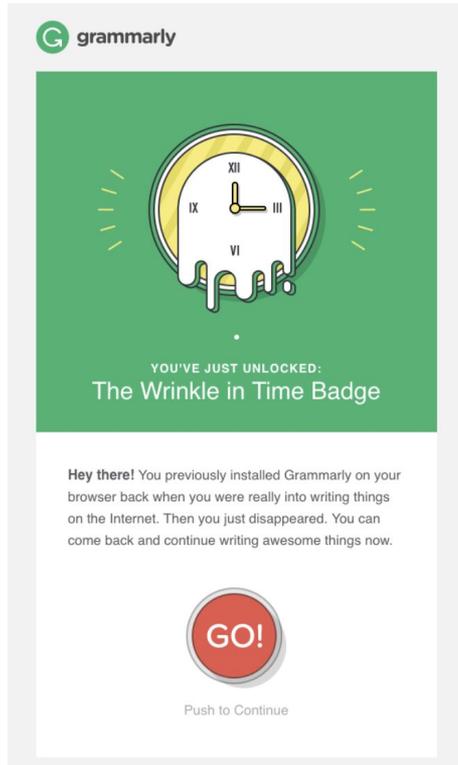
Tip 5: Clean Up Your Lists

Why emails aren't opened

- Some of the email addresses may no longer be in use, especially if someone subscribed with a work email, rather than a personal one.
- Your messages may be landing in a spam folder.
- Or, they might be opening your messages, but the platform they're using doesn't trigger the tracking. In some cases, individuals may have clicked a link without opening the email!

Spring Cleaning
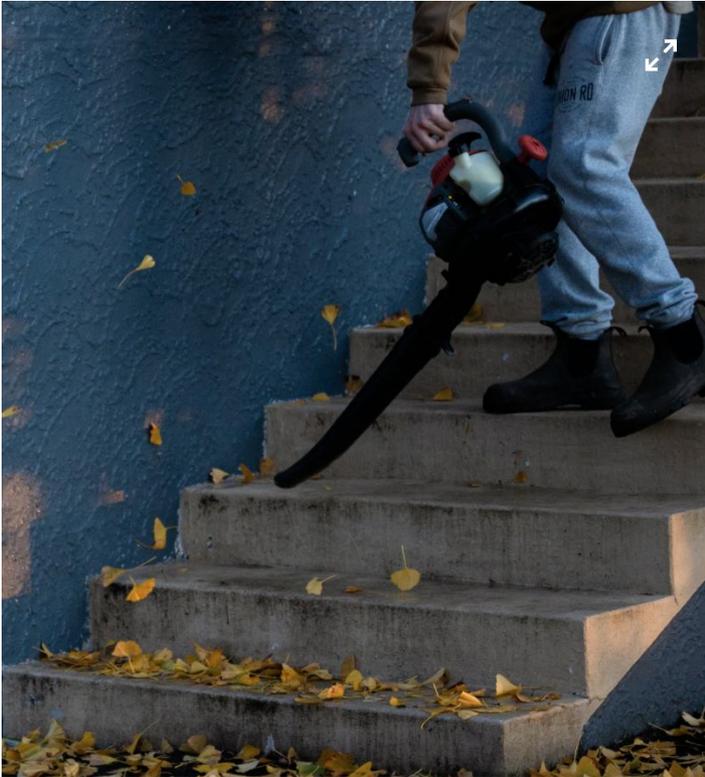
- Do it now (make time for this!)
- Identify active subscribers (contacts who have opened your emails in the last 12 months)
- Invest in a strong base (this is your CRM system)

Spring Cleaning

- Audit active supporters: "Kathy Johnson has been making donations to your nonprofit organization for the past five years. She's received donation requests and thank-you emails addressing her as **Mr.** Johnson."

- Identify inactive subscribers in Constant Contact, Mailchimp, and Vertical Response

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Tip 6: Automate What You Can

Automate What You Can
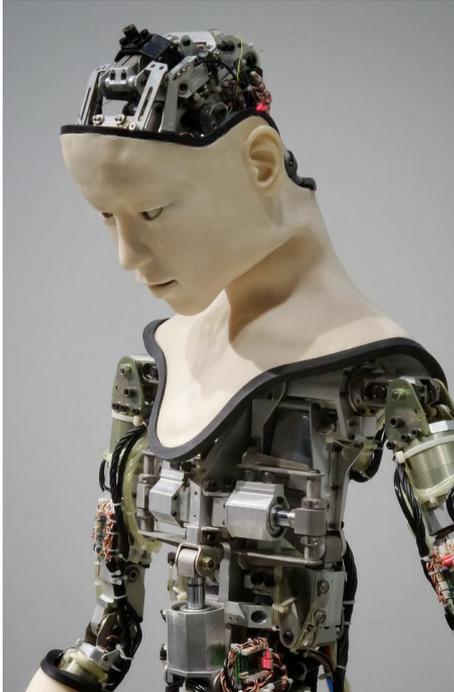
- "Welcome" email to new subscribers

- Confirmation of registration

- Membership renewal reminders

Your options are dependent on your tool.

Tip 7: Try Some A/B Test

Why this matters

A/B test: half of your email's intended audience will get one version of an email, while the other half will get another version.

<u>*Resource to get started >>*</u>

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Learning Objectives

Change only one thing at a time so you can be more confident that that one change made a difference.

Play around with:

- subject lines

- different CTA button copy

- different layouts

- different messaging

- primary image

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Happy Emailing!

Questions?

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