

The Power of the Inbox for Nonprofits

Tips and Tricks for Successful Email Marketing





BE A MARKETER

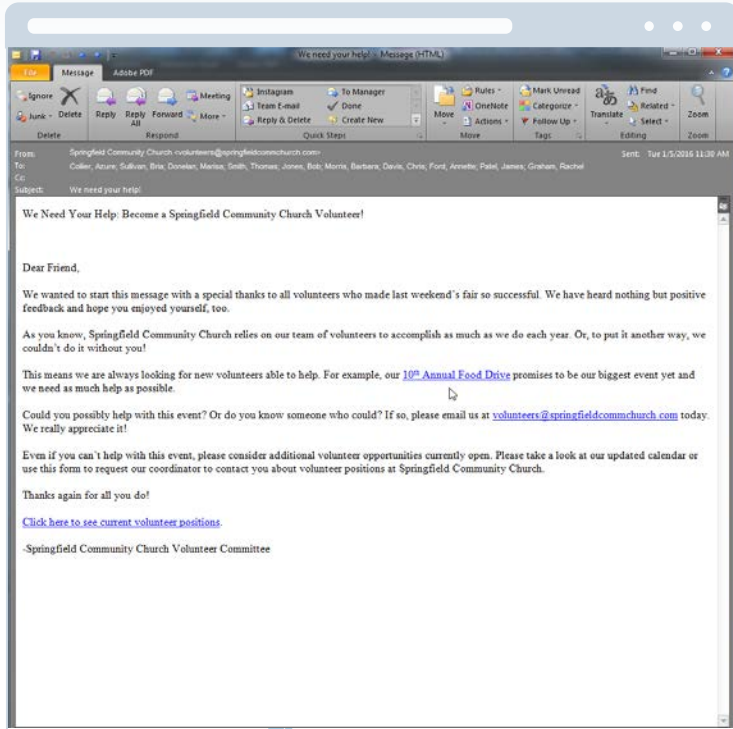
All it takes is Constant Contact®

#BeaMarketer

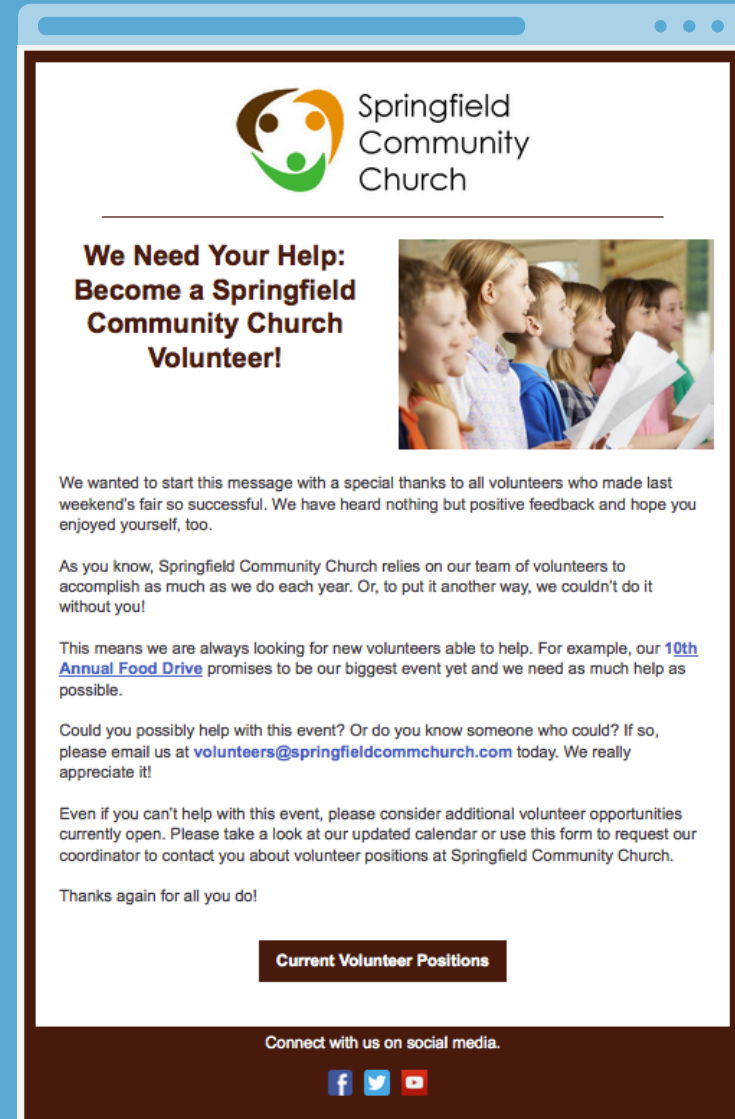


First impressions
matter.

Should your first impression be this:



Or this?

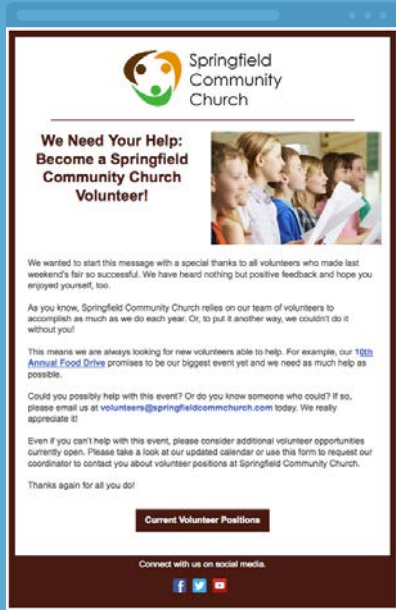




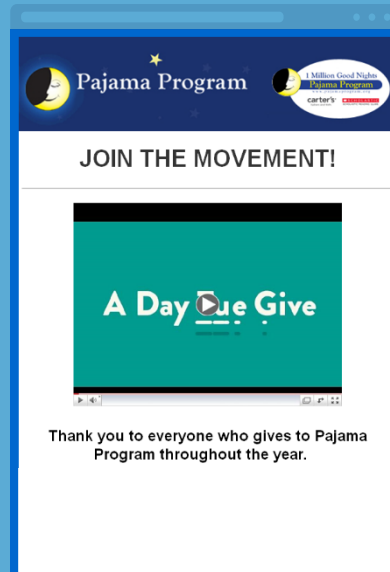
What is email marketing?

Delivering professional email communications...

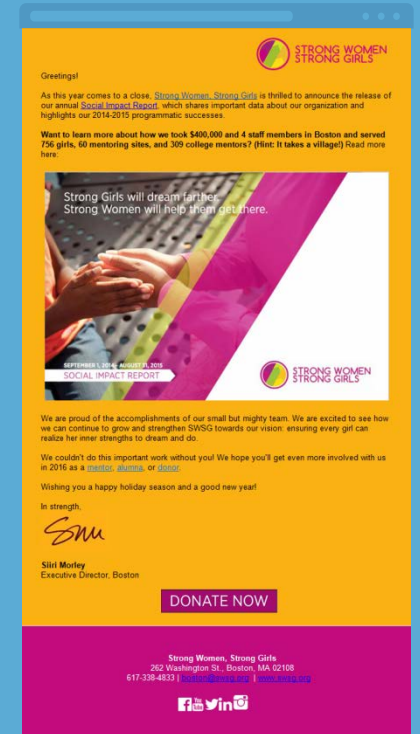
that looks great in any inbox!



to an interested audience...



Containing information the recipient finds valuable...





Dear Cindy's Friend,

We just wanted to take a moment and update you on Sweet Cindy, the Fighter. Many of you will remember what bad shape she was in when we sent around a plea for funds to help her.

Well, we got her to Colorado, our Colorado rescue partner and her veterinarians immediately went to work, and we are beyond thrilled to say that she is doing splendidly. A couple of pictures are below. Our Colorado friend asked us to forgive her for the blurry pictures, but she could not get Cindy to sit still long enough to get a decent shot. We think that it is fabulous that this crazy kid is so healthy now that clear pictures are an impossibility.

Her skin is completely healed, and she romps and plays all day--she finally gets to be a puppy!

Thank you to each of you who donated for her care and offered her words of support and encouragement. It is that kind of energy that helps RPM save animals like Cindy, and we are excited to continue to be able to do that with your help.

Your Friends,





What can it do for *your* nonprofit? Drive **action**.

“The response was amazing; we raised over \$10,000 from individual donors and were able to get (a dog with a life-threatening medical condition) the help she needed.”


- Laura Carlock, founder [Rescued Pets Movement](#)



Presented by: 



May 28-29, 2016
It's Boston's Run to Remember.
Half Marathon & 5-Mile Run



OUR HOLIDAY GIFT TO YOU
SAVE \$30
OFF THE FULL PRICE OF THE HALF
USE CODE: **BRTR5**

[register now](#)

Time is Running Out
Save With Our Holiday Gift to You
Use Code at Checkout: **BRTR5**

Don't miss this one-of-a-kind event in 2016! The field is filling fast.

Register for the 2016 Boston Run to Remember and save \$30 on the full price registration for the Half Marathon. This is your chance to save money and solidify your space before the holiday rush.

1. Register yourself and save - special offer ends Sunday (ends 12/13/15, \$30 savings is based on the full price Half-Marathon registration fee of \$105)
2. Invite a friend and [share this discount code with them](#)
3. [Ask a 1st Responder](#) to run this year

[REGISTER NOW](#)

2016
Run to Remember
Half Marathon

Run to Remember Half Marathon
Sunday, May 29, 2016

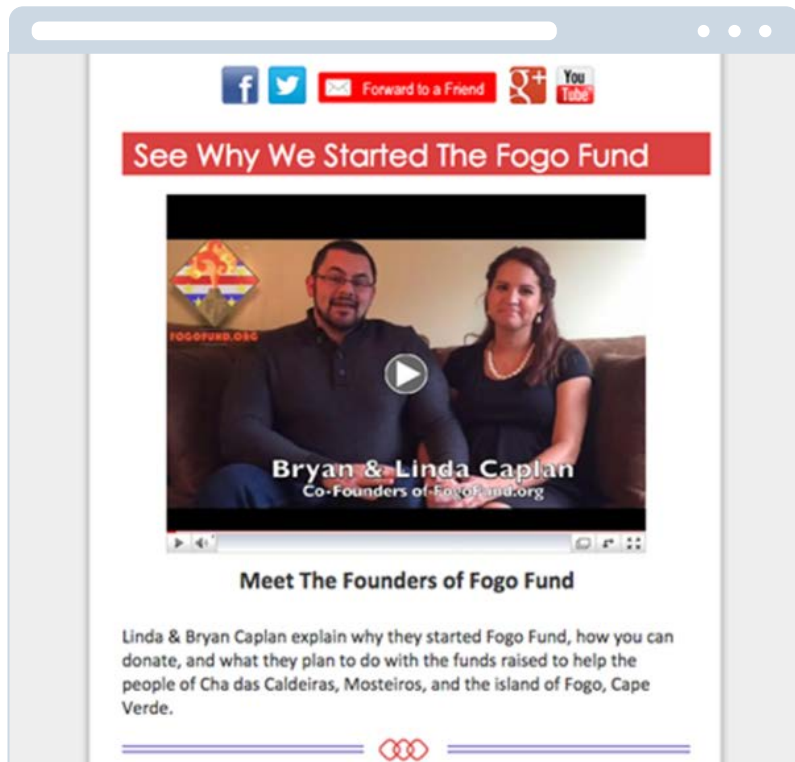
2016
Run to Remember
5-Mile Run

Run to Remember 5-Mile Run
Sunday, May 29, 2016

What can it do for *your* nonprofit? Create and **increase awareness.**

“Email has become our best tool for recruiting runners and communicating with people who have signed up.”

- Stephen Balfour, executive director for [Boston's Run to Remember](#)



What can it do for *your* nonprofit? Boost **donations**.

“We inserted a video link into our email to explain our reason for starting the Fogo Fund and our intentions. We’ve received a resounding response, collecting over \$1,500 in individual donations since sending the video.”

- Bryan Caplan, co-founder of the [Fogo Fund](https://fogo.org)



You need to harness the **power of the inbox.**
Are you ready?



Agenda

1. Why email marketing?
2. Harnessing the power of the inbox
 - a. Grow a healthy list
 - b. Creating great content
 - c. Create a beautiful, mobile-friendly template that matches your branding
 - d. Get your email opened
 - e. Tracking your results
3. Putting it all together



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Q: What is the #1 app on cell phones?

A: Email

More than half of all emails are opened on a mobile device

More people own a cell phone than own a toothbrush!



People read it

88% regularly check email on their smartphones (more than social media or videos)

91% of people check their email daily

Email is reliable

Email gets delivered **90+%** of the time; (Facebook posts reach just **2%** of fans)

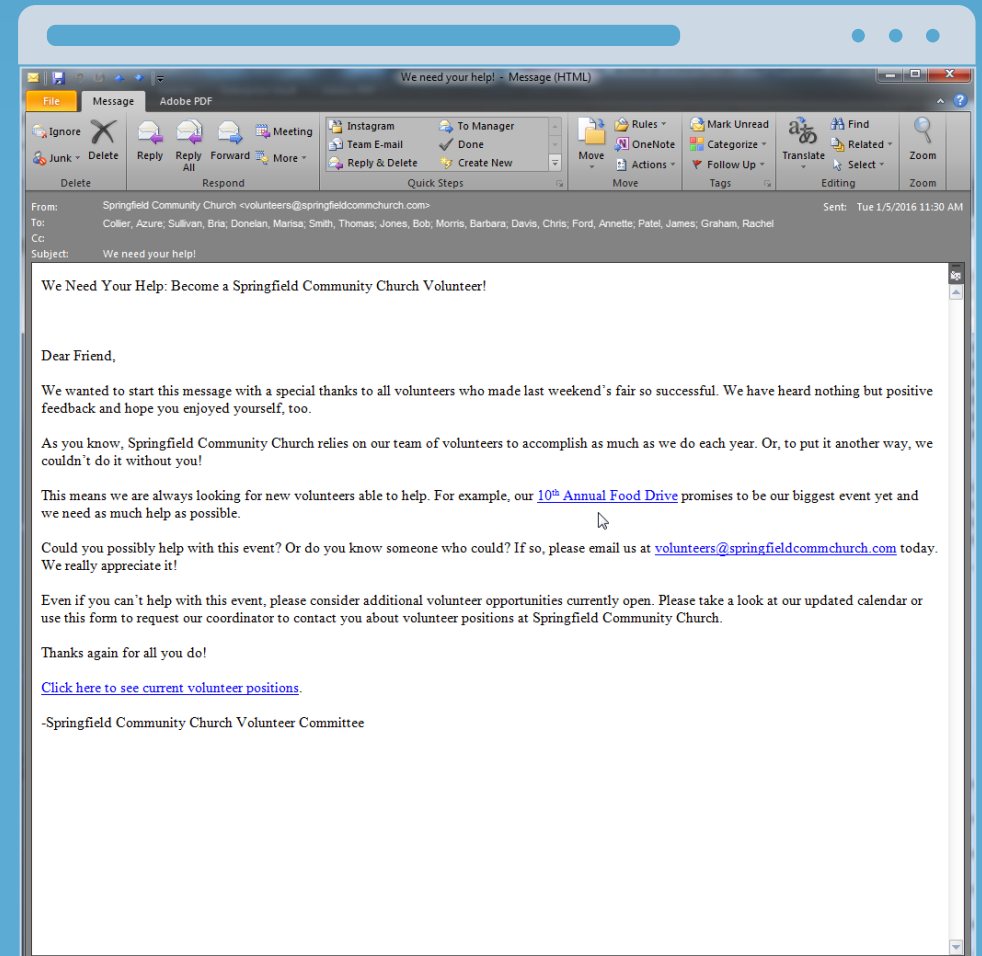
Email works

Email marketing has **3x the conversion** rate as social media

For every \$1 spent on email marketing, there is **a \$44.25 average ROI**

Why regular email *doesn't* work

- Limited # of emails sent at once
- No formatting control
- List break up more susceptible to filters
- No cohesive branding
- Potential SPAM complaints
- No tracking and reporting of email results







Annual Alumni Summer Party




Greetings Waylon College Alumni!

It's time for our annual Alumni Summer Party and Fundraiser! We had a remarkable turnout last summer and raised almost \$20,000 for our scholarship fund on this extraordinary day. Let's top it this year!

Join us!
 Become a Member
 Member Benefits
 Alumni Directory
 Upcoming Events



SAVE THE DATE!




BBQ & Food Drive
 Thank you for your donate!

Please Join Us!

Member BBQ and Annual Food Drive
 Having trouble viewing this email? [Click here](#)

DONATE TO MTW



IT'S BETTER TO GIVE THAN GIVE UP.

CELEBRATING 10 YEARS OF GROWTH **MORE THAN WORDS**

This holiday season, consider supporting **More Than Words** as we ring in **another decade** of **growing stronger, growing smarter, and transforming the lives** of even more youth.

With much gratitude,
 The More Than Words Team

www.MTWyouth.org **SEE OUR 2014 ANNUAL REPORT**

More Than Words Bookstore & Café
 376 Moody Street
 Wallingham, MA 02453
 781-788-0035

More Than Words Warehouse Bookstore
 742 E. Berkeley Street, 2nd Floor
 Boston, MA 02118
 781-788-0035

More Than Words empowers youth who are in foster care, court-involved, homeless or out of school to take charge of their lives by taking charge of a business.



BALTIMORE HUMANE SOCIETY
 a no-kill shelter protecting, saving & caring for animals since 1927


BLACK FRIDAY. CYBER MONDAY.

#GIVINGTUESDAY
DECEMBER 2, 2014

Be a Part of Giving Tuesday!

There's a day to give thanks and two days for getting deals. Giving Tuesday is the day to celebrate generosity and give back. It's a time to show that the world truly gives as good as it gets.

Please join in the spirit of generosity and give to the animals at Baltimore Humane Society.



Post a Selfie of You and Your Pet on Giving Tuesday

After all the hustle and bustle of Thanksgiving and Black Friday have died down, the nation comes together for a day of giving on Tuesday, December 2nd!

Don't forget to honor your furry friends. Donate in their honor to the Baltimore Humane Society on Giving Tuesday and help keep the doors open to our no-kill shelter.

Email Marketing automates best practices for you - and makes you look great!

- Provides beautiful, mobile-responsive, easy-to-use templates
- Reinforces brand identity
- Emails addressed to recipient only
- Manages lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensures email delivery, tracks results and obeys the law



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Growing your list is all about *how* and *where* you ask.

And yes, you have to.

How to Ask: The importance of permission

Get express consent

Ask for permission to send them email

Be straightforward

Let them know what content to expect & follow through

Offer opt-out

Include the option to unsubscribe in every email

Respect privacy

Post your privacy policy – it adds credibility

Don't overwhelm

Respect the privilege of communicating & plan strategically

Follow Compliance Guidelines
(CAN-SPAM, CASL etc.)

- Clear & obvious permission on your sign up form
- Clearly identify the person, business or organization
- Include a valid mailing address & phone number, email or web address
- Inform them that they can unsubscribe any time
- Have a process to record express consent

Where to Ask: Everywhere!



Collect
email addresses
at events

At speaking
engagements



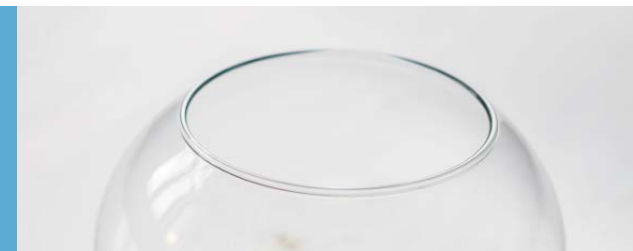
Add a QR code to
table tents

On paperwork or
paper distribution
materials



Print QR code on a
flyer

Use a 'fishbowl' to
collect business
cards



Use a signup sheet
in gathering areas

But really, just ask.



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Focus on being relevant

Figure out how much is "enough"

Turn questions into content

Images are content too

It's not always about you.
It's about what you know, or what you have access to.



Write for your audience, not for *you*.

38%

Unsubscribe if it's boring

32%

Send it to spam if it's irrelevant



Less is more.

3 pictures or less

...write (or, if you're a travel writer, look forward to this summer in Grafton.



Miles of Mountain Biking
Ride to your heart's content (Grafton) open 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.



Tantalize your Taste Buds
Chef Mary Ann Esposito will once again lead the Third Annual Grafton Food Festival - celebrate Vermont's "taste of place," and save room for her incredible 5-course dinner!

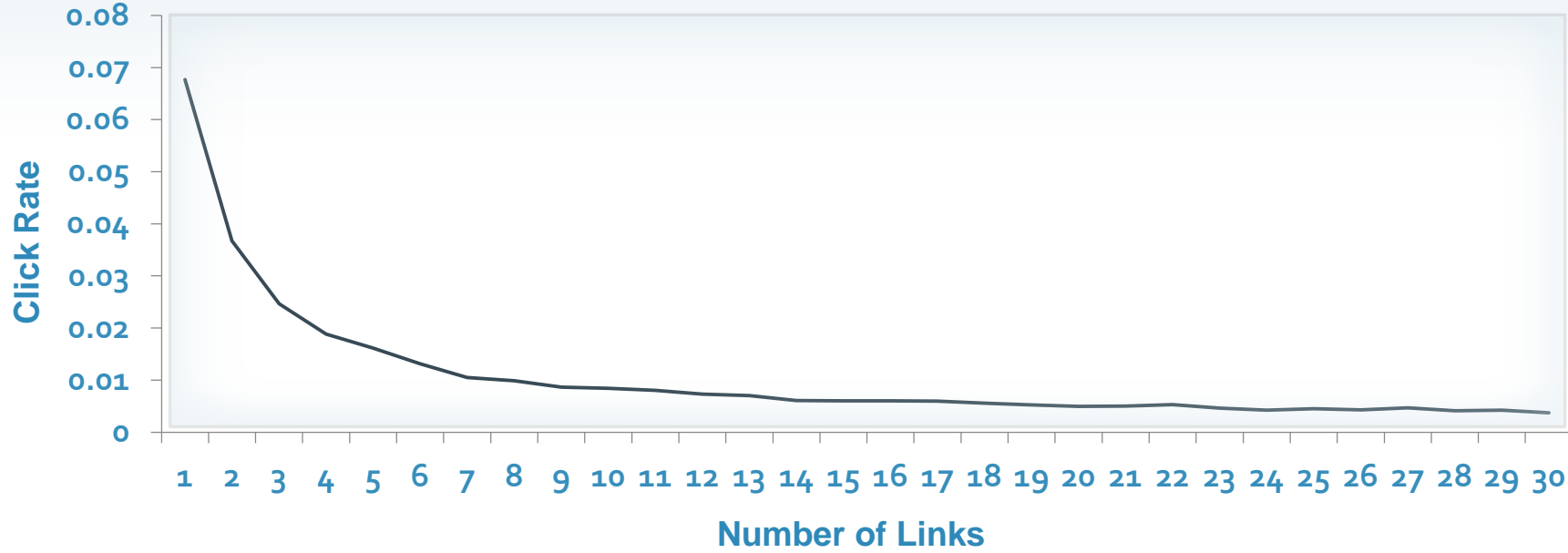


Music, Music Everywhere
Catch weekly outdoor concerts at Okemo or Stratton, class it up at Putney's Yellow Barn and the VSO Summer tour, or find some new at one of our many local music festivals. Just ask us for suggestions any time.

.....20 lines of text or less



Clicks per Link



Fewer links, more clicks

Miles of Mountain Biking
Ride to your heart's content (Grafton, open 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.

Tantalize your Taste Buds
Chef Mary Ann Esposito will once again lead the Third Annual Grafton Food Festival - celebrate Vermont's "taste of place," and save room for her incredible 5-course dinner!

Music, Music Everywhere
Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local venues. Just ask us for suggestions!

1
most clicks

Miles of Mountain Biking
Ride to your heart's content (Grafton, open 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.

Tantalize your Taste Buds
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Music, Music Everywhere
Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local venues. Just ask us for suggestions!

2
eh... okay

Miles of Mountain Biking
Ride to your heart's content (Grafton, open 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.

Tantalize your Taste Buds
Chef Mary Ann Esposito will once again lead the Third Annual Grafton Food Festival - celebrate Vermont's "taste of place," and save room for her incredible 5-course dinner!

Music, Music Everywhere
Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local venues. Just ask us for suggestions!

3+
steep decline

Miles of Mountain Biking
Ride to your heart's content (Grafton, open 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.

Tantalize your Taste Buds
Chef Mary Ann Esposito will once again lead the Third Annual Grafton Food Festival - celebrate Vermont's "taste of place," and save room for her incredible 5-course dinner!

Music, Music Everywhere
Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local venues. Just ask us for suggestions!

5+
less to no clicks



Turn Questions...

1. What activities can my children do while on vacation? (Museum)
2. How do I introduce my new adopted pet to my other pets? (Animal shelter)
3. How do my donations help our congregation? (Religious organization)
4. What can I do to be safe during winter emergencies? (Health and social services or government agency)

...Into Content

1. 6 Fun Educational Workshops You Can't Miss
2. Top 3 Tips to Socialize Your New Pet
3. 7 Ways Your Generosity Helps Our Community
4. The 5 Most Important Supplies in Your Winter Survival Kit



Communicate through Images

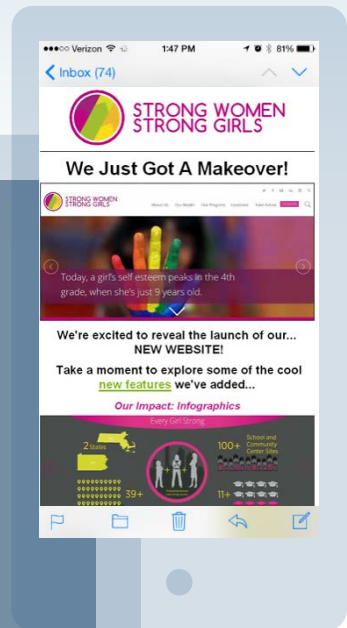
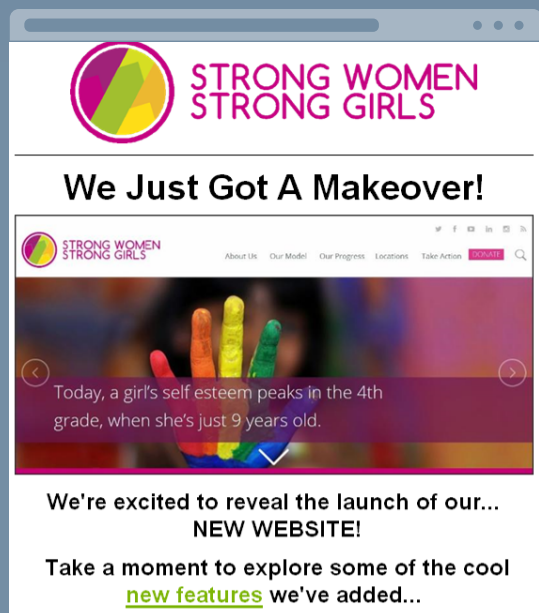
- Communicate through pictures – and make them **clickable**
- Keep key action **above the scroll line**
- Use design wisely (and **limit choices!**)





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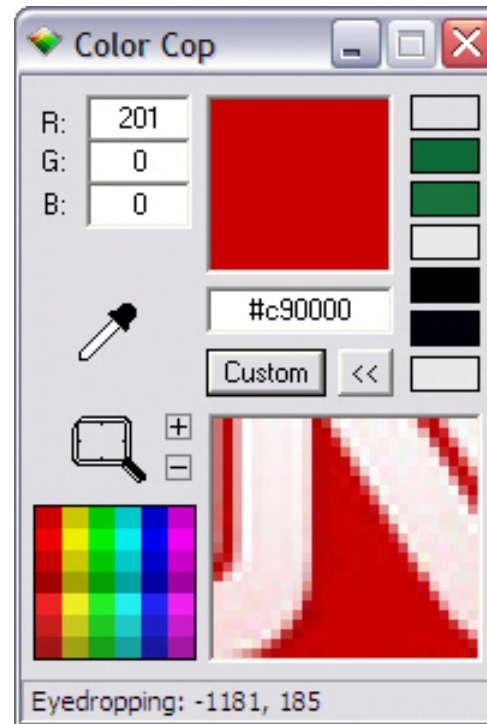
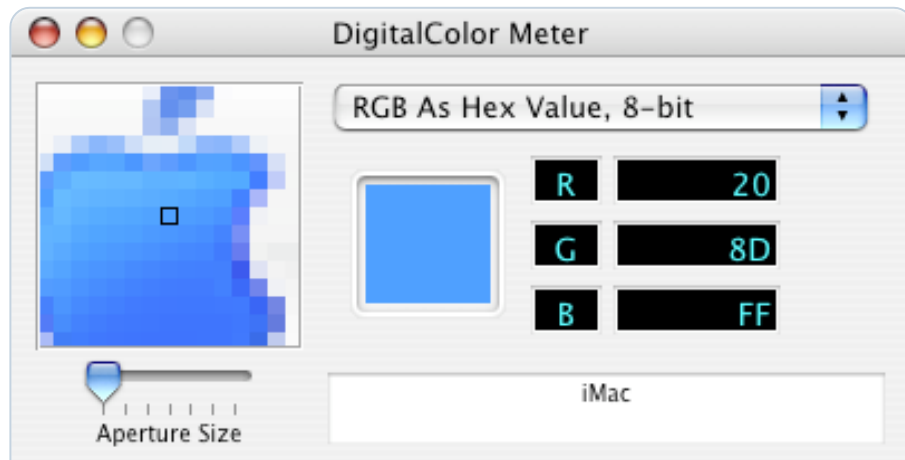
Select a mobile-friendly template that matches your message

Make sure your brand is consistent *everywhere*

Look great – and recognizably *you* – in any inbox!



Digital Color Meter (ships with the Mac)



Color Cop
(for the PC-
colorcop.net/download)



Color Schemer (colorscemer.com/online.html)

The screenshot shows the 'COLOR SCHEMER ONLINE v2' interface. At the top, it says 'Enter an RGB or HEX value, or click on the Color Palette below'. On the left, there is a 'Current Color' section with a blue square and input fields for R (51), G (102), and B (255), with a HEX value of #3366FF. Below these are buttons for 'Set RGB', 'Set HEX', 'Lighten Scheme', and 'Darken Scheme'. The main area displays a 4x4 grid of 16 color swatches, each with its RGB and HEX values. At the bottom, there is a horizontal color palette with many small color swatches. On the right side, there is a 'Free Design Resources' section with a link to 'Download free fonts, themes, graphics & more'.

Adobe Color CC (color.adobe.com)

The screenshot shows the 'Adobe Color CC' interface. At the top, it says 'Adobe Kuler is now Adobe Color CC. Learn more'. The main area features a large circular color wheel with several white lines radiating from the center to the edge, indicating a color palette. Below the wheel, there are several horizontal color swatches. On the left, there is a 'Color Rule' panel with options like 'Analogous', 'Monochromatic', 'Triad', 'Complementary', 'Compound', 'Shades', and 'Custom'. At the bottom, there is a navigation bar with links for 'Create', 'Explore', and 'My Themes'. The footer contains copyright information and a language selector set to 'English'.



Newsletters

Frequency:
Monthly / quarterly

Content:
Educational (often non-promotional)

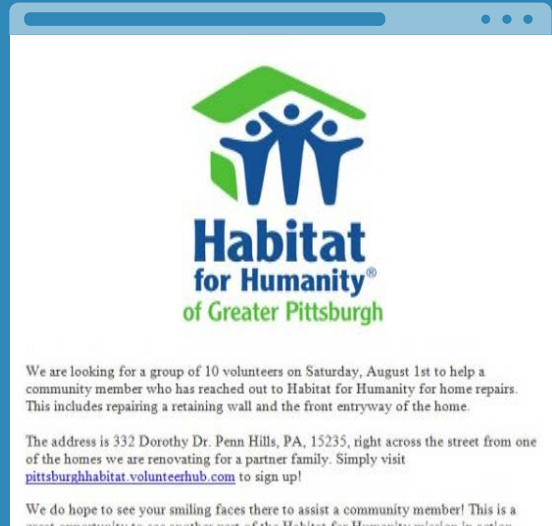


Announcements

Frequency:
Event / date driven

Content:
Promotional or educational with targeted message

Surveys, breaking news, special events

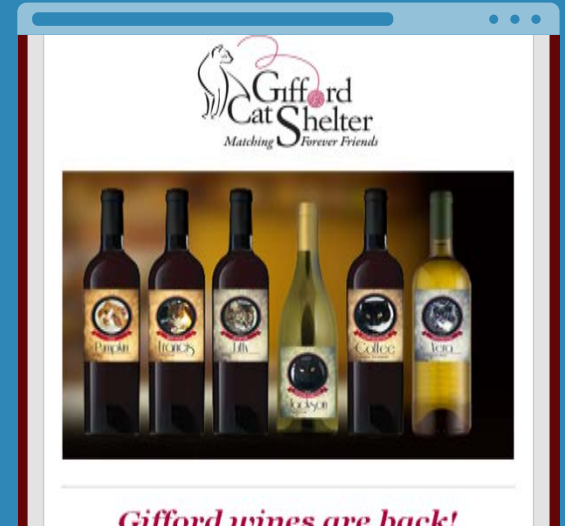


Promotions

Frequency:
Bi-weekly / monthly

Content:
Promotional / limited content

Fundraising or campaign promotions





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Follow this simple recipe for success...

1. Single column template
2. Fewer than 3 Images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line

The screenshot shows the Kids Inc. website with the following elements:

- Header:** Social media icons for Facebook, Twitter, LinkedIn, and a 'Like' button.
- Logo:** 'Kids Inc.' in large, colorful letters (red, yellow, green, blue).
- Section Header:** 'WHAT ARE YOUR KIDS DOING THIS SUMMER?' in white text on a red background.
- Images:** Three images showing children playing soccer, a family group, and children swimming.
- Text:** 'Spend the summer with us at Kids Inc!' followed by a paragraph describing the organization's mission and a link to an application.
- Call to Action:** A blue button labeled 'LEARN MORE'.
- Text:** 'Have questions? Call us at 508-555-5555 or email us at info@kidsinc.org.' followed by a paragraph about supporting the organization.
- Call to Action:** A green button labeled 'DONATE TO KIDS INC.'.
- Footer:** 'STAY CONNECTED' with social media icons for Facebook, Twitter, LinkedIn, and Pinterest.



Recognized
Sender:
"Who sent it?"

Compelling
Subject:
"Is it worth
reading?"



Good Timing:
"When was it
received?"

Easy 'share'
options:
"Can I send to
friends?"

Give them 4 reasons to pay attention.



Who sent it?

How do people know you best?

Make your “from name” and “from email” recognizable.



More than **1/3** of people
open an email based on the subject line.





Size matters. Keep it clear, keep it clever, keep it short.

30-40 characters max typically appear on most mobile devices

.....

6-10 words is best; 4-7 has greatest response

.....

51% of email is opened on mobile devices



Timing is everything. Create a master schedule.

How often?

- Keep the promises you made at signup (weekly, monthly, regular)
- Coordinate timing across email and social networks for maximum impact
- When it's urgent!

What day and time?

- When is your audience most likely to read it?
 - Day of week (Tuesday & Wednesday)
 - Time of day (10am to 3pm)
- Test, test, test

When is it best to send emails?

Educational
Organizations

Monday



4:00 am

Health & Social
Services

Monday



5:00 am

Arts and Culture

Monday



6:00 am

Government
Agencies

Monday



5:00 pm

Religious
Organizations

Thursday



12:00 pm



Get to know what's right for you...

How to test the day and time that works.

Day:

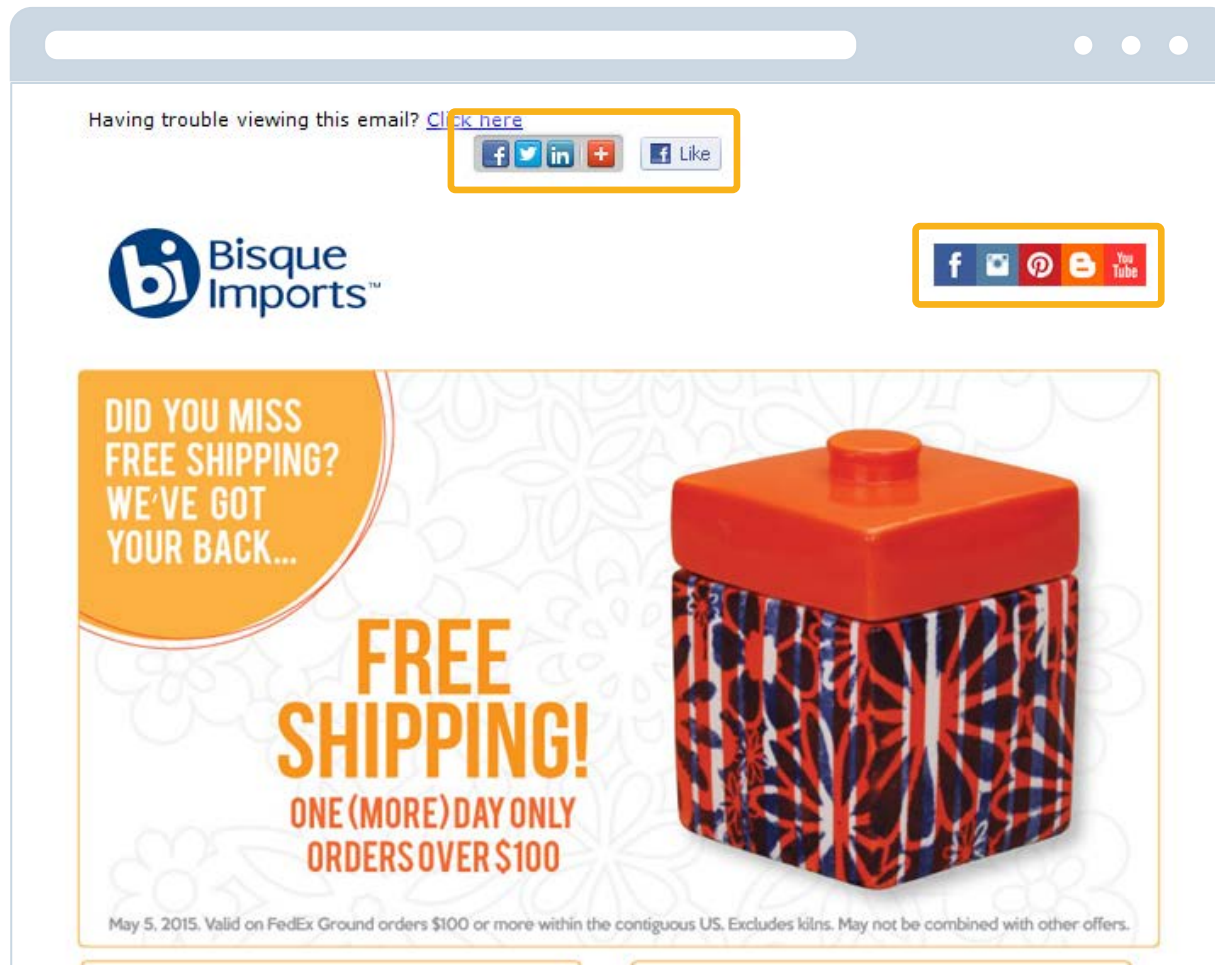
1. Select two different audiences
2. Select two days in the week
3. Send your email and watch for the best open rate

Time:

1. Use the same two audience lists
2. Select two times on the day with the best open rate
3. Send your email different times and watch for the best open rate



Emails with social sharing buttons increase click-through rates by 158%



- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons



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Know what reporting matters

Focus on the "click through"

Use data to make your next decision

Tracking your results...



Know what metrics matter

Open rate

Pro: Indicates who is interested

Con: Can be triggered automatically and be a false positive

Click-through rate

Pro: Shows who is engaged and taking action

Con: Only shows individual recipient action

Shares

Pro: Illustrates the content your audience finds most valuable

Con: Only part of the story without the 'click'

Opt-outs

Pro: Gives you an opportunity to learn what's not working

Bounce rate

Pro: Helps you keep your list healthy and email deliverability rates high



Spotlight on the "click-through"

Constant Contact 855-783-2314 Help & Tips My Account

Home
Campaigns
Contacts
Reporting
Library

Reporting

Overview ▼ Mar 20, 2014 - Jan 5, 2015

Campaigns (13)

Mar 20, 2014 - Jan 5, 2015

230
Engagements ?

Email Opens	87
Event Registrants	35
Survey Responses	29
Trackable Coupons New Customers	15
Trackable Coupons Claims	26
Donors	38

Campaign Breakdown

76
Active Contacts

New - Last 30 days	12
New - Last 60 days	18
New - Last 90 days	21

Contacts Growth by Source

Click-through rates measure exactly what actions your audience is taking.

My Email Campaign
Newsletter Email, Sent 01/10/15, 2:15PM

25 OPENS **21 CLICKS** 214 SENDS

My Event 17

Constant Contact 855-783-2314 Help & Tips My Account

Reports > My Email Campaign

My Reports

- Sent (214)
- Opened (25)
- Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

21 Unique Clicks
What gets the most clicks?



10% Click-through rate
7% Your Average [Increase this](#)
Compare against your industry [Select an industry](#)

4 URLs Display: By URL

Link URL	Unique Clicks	Distribution
http://www.pinterest.com/mindbodyonline/	2	9%
https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335	4	19%
https://www.mindbodyonline.com/online-booking	12	57%
https://www.youtube.com/user/MINDBODYonline	3	14%



Making Decisions based on Metrics

 High open rate, low click-through rate	 Low open rate, high click-through rate
High open rate	Low open rate
Make it even better: <ul style="list-style-type: none">• Find the best time & day• Identify best keywords• Segment your audience by interest	Improve it by: <ul style="list-style-type: none">• Watch timing & frequency• Write a strong subject line• Send relevant, engaging content
Low click-through rate	High click-through rate
Improve it by: <ul style="list-style-type: none">• Have a strong call to action• Make email mobile friendly• Keep email short	Make it even better: <ul style="list-style-type: none">• Format links to stand out• Offer links to preferred content• Segment audience based on clicks



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You have an advantage.
Your supporters love you!

Three simple steps to get started:

- Get your contact list together, even if it's just **five** people.
- Create and send **one** campaign...hit send!
- Watch what happens...do more of what works.



What an "ideal" email looks like...

Subject line: keep below 50 characters (this one is 7 words, 37 characters)

Include your **organization name** in 'from name' text

Choose the **right template** for your message and **design for mobile**

Use your **brand colors**

Keep key **call-to-action** above the scroll line

Minimize the **number of links**. One is best, after 3 clicks drop off significantly.



Keep the **preview pane** in mind, maximize the top 2-4 inches

Use the **Share Bar**

Place your **logo left or center**, never on the right

Communicate through pictures and make them clickable... keep to 3 or fewer

Less is more. Focus on relevant content. About 20 lines of text have the highest click-through rates.

Use **social media** buttons



Nonprofit marketing is...

Nurturing relationships. Delivering on your promise. Getting measurable results.



Resources

Learn more...

Local and online seminars

www.constantcontact.com

Scroll down to Seminars & Training

Get started today...

60-day free trial

www.constantcontact.com

Find help...

Constant Contact Marketing Resources

blogs.constantcontact.com/library

Check out blog posts, guides, videos, infographics, recorded webinars and more!