



# Email Marketing Success Stories

10 Small Businesses & Nonprofits With Great Results From Email Marketing

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There's still no more direct and personal way to reach your customers and supporters where they are every day than the inbox.

Small businesses and nonprofits are building valuable relationships with their customers and supporters with the use of professional-looking email templates from Constant Contact. As a result, they are making more sales, raising more donations, and growing their business through increased word-of-mouth.

Here's a list of 10 small businesses and nonprofits that are sending great-looking email marketing campaigns and achieving great success with Email Marketing from Constant Contact!

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# 1. The Pajama Program

**NONPROFIT®**

**CALLING ALL VOLUNTEERS**  
Help us make a difference in our community.

**Join Our Cause**  
We're just like you. We're teachers, business executives, parents, retirees, students... you name it. But the one thing we all have in common is our dedication to change. And the more volunteers we have, the bigger impact we can all make. Together. [Learn More](#) about what it means to be a volunteer.

**Your Passion:** Volunteering allows you to follow your passion while contributing to a cause that's important to you. [Learn more.](#)

**Your Neighbors:** We're all in this together. And volunteering is a great way to meet and get to know others in your community. [Learn more.](#)

**Your Community:** The work you do and the things you accomplish when you volunteer have a huge impact on our local community. [Learn more.](#)

**BECOME A VOLUNTEER**

**Pajama Program**  
Delivering Warm Sleepwear and Nurturing Books to Children in Need

*"Pajamas are comfy and help me sleep good. I like to read to see pictures and it makes me smart."*  
*Jessica, age 6*

**THANK YOU**  
The children we help all year feel comfort and warmth - and most important, LOVE - because of you.

Boxes and boxes of beautiful new pajamas and books keep going out to children every day thanks to you! If you would like to help us continue sending your gifts to children through the winter, please remember Pajama Program as you plan your end of year giving.

**Donate for Winter**

The Pajama Program is an organization that raises money for pajamas and books for children in need.

**Template:** Nonprofit Volunteer

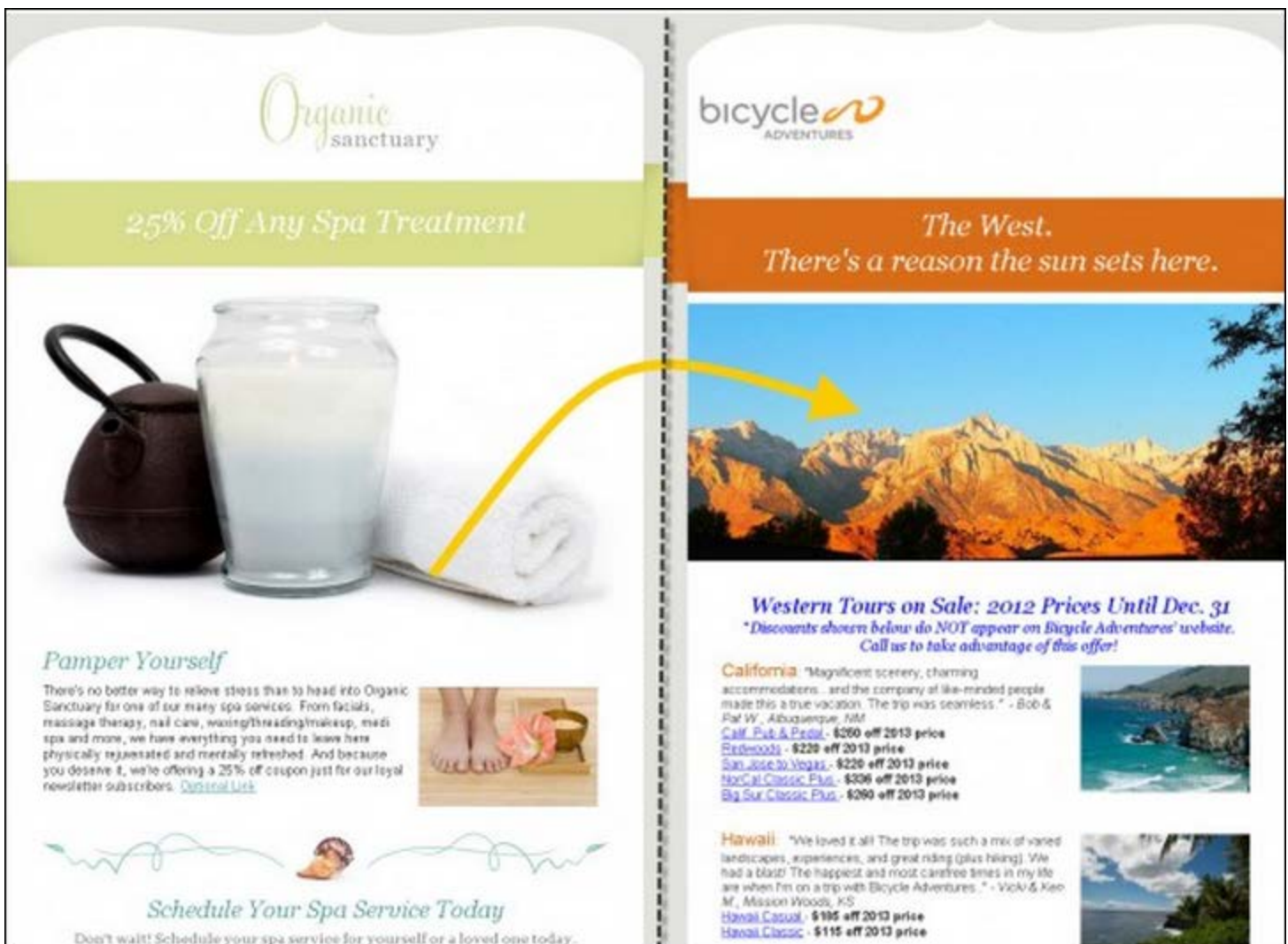
**Results:** Raises about \$1,000 per email by staying short & focused

**Location:** New York, NY

“Email marketing is great, because it doesn’t have to take a lot of effort to have a big effect.” – Terri Jasen, National Program Director



## 2. Bicycle Adventures



Bicycle Adventures isn't your typical bike touring company—when cyclists aren't touring anywhere from New Zealand to California, they're staying at five-star hotels and lodging...combining adventure with comfort!

**Template:** Spa & Salon Promotion

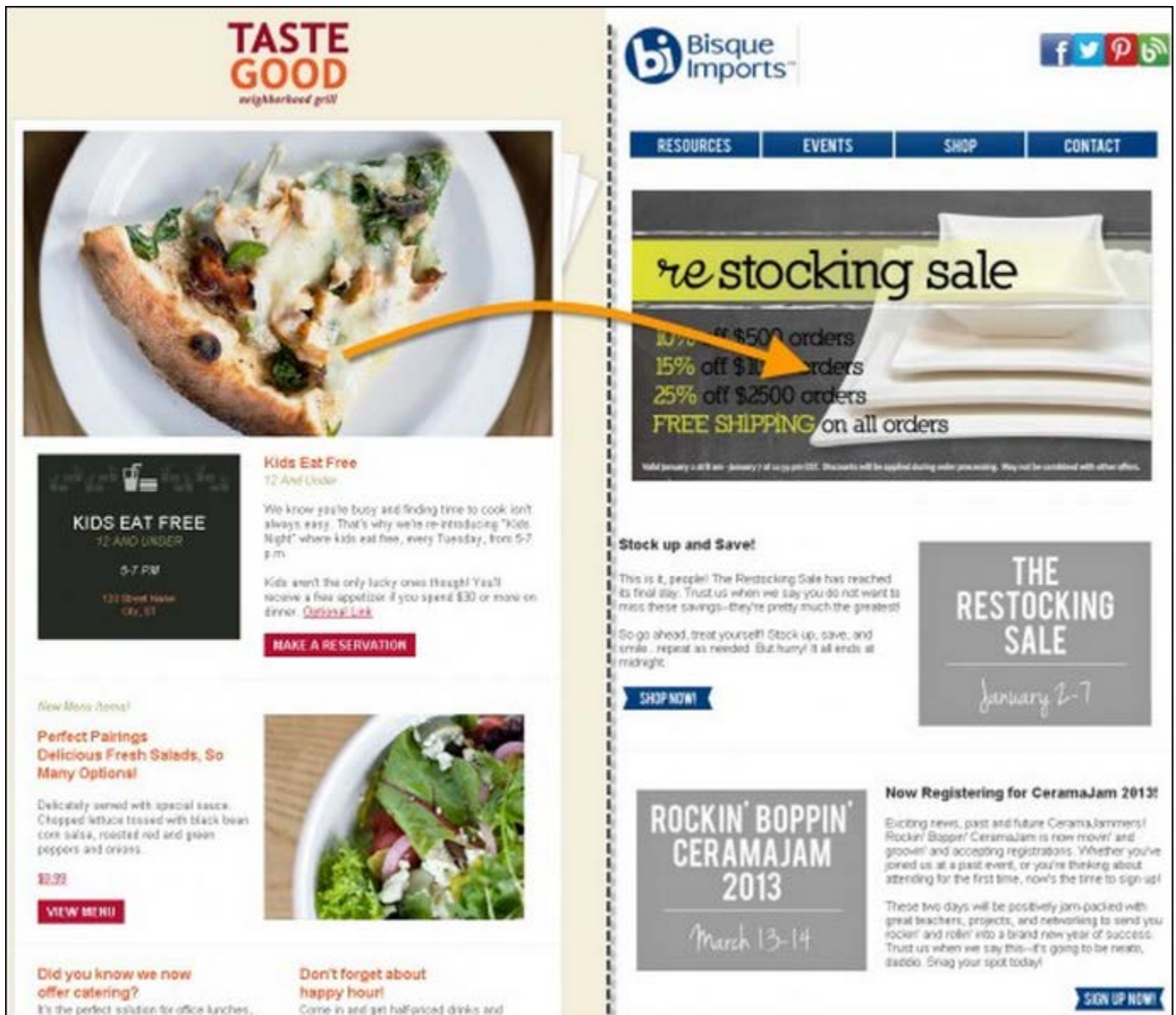
**Results:** President Todd Starnes says that whenever an email is sent out, the website traffic for Bicycle Adventures doubles, jumping from 700 to 1,400 unique visitors.

**Location:** Issaquah, WA

“We get really good feedback from the newsletters and the new templates have been working great for us, we're getting a lot of opens.”

– Todd Starnes, President

### 3. Bisque Imports



Bisque Imports supplies studios and artists with imported bisque and glazed items, from traditional pottery to sprinklers.

**Template:** Restaurant Family-Friendly

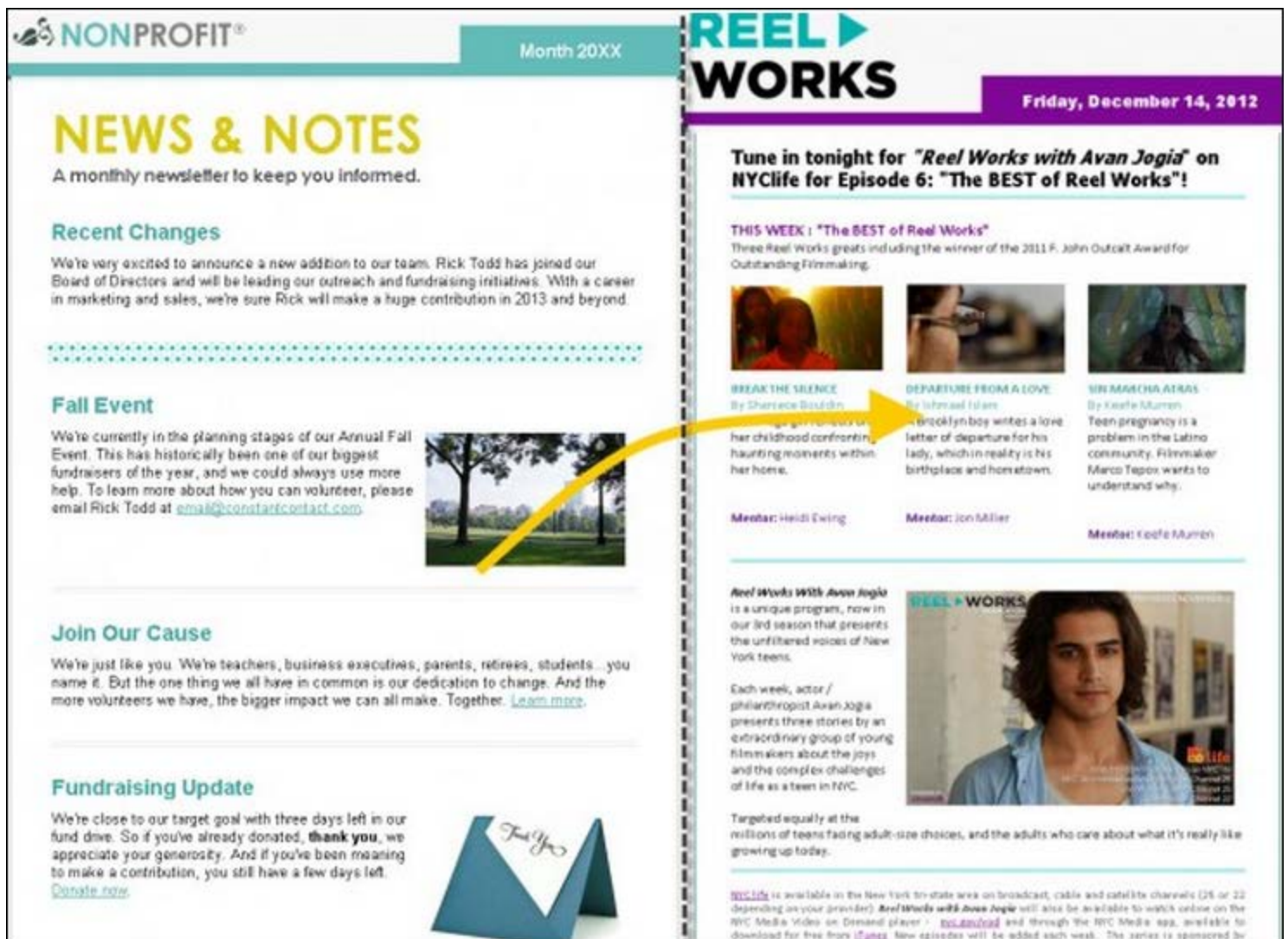
**Results:** Emails are the biggest drivers of web traffic

**Location:** Belmont, NC

“We’ve found that by not overcrowding our emails with text and linking to information instead, we’ve gotten a much better response from readers.”

– Kelci DeFrancesco, Director of Marketing

## 4. ReelWorks Teen Filmmaking



Reelworks is a nonprofit that works to give teens the chance to tell their story through film. Email is a valuable way to showcase the latest videos to mentors, students, and families.

**Template:** Nonprofit Newsletter

**Results:** Saves \$18,000 a year from switching from direct mail to email marketing

**Location:** Brooklyn, NY

“At first, we thought emails had to mimic newsletters, but considering the way people consume media and information on the internet, we decided it’s more about grabbing their attention.”

– Mari Irizarry, Director of Communications



## 5. Vicky's of Santa Fe



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**Vicky's of Santa Fe / January 2013 News**  
Highway 111 & Chab Drive • Indian Wells • 951-342-9776

We're entering a very long month here with dinner, happy hour and an extended live music schedule and some special events. We're open seven days a week. [See Events](#)

 <b>Dinner Menu</b> Featured Grilled Salmon in a garlic white wine. Same great menu plus nightly specials. Dining Room 5:30-10pm <a href="#">Learn More</a>	 <b>Happy Hour</b> \$5 Well Drinks & House Wine. \$8.99 Bar Menu with over 20 items. Bar menu is great ALL Hours. Happy Hour 4:30-8:30pm <a href="#">Learn More</a>	 <b>Lizette Warner</b> January 22 / 7-10pm. If you missed NY Eve here get to the 2nd Tuesday's Dance Party with over 30 vocal impressions. <a href="#">Learn More</a>
 <b>Jackie Ryan &amp; Trio</b> January 14 / 6:30-9:30pm. 2nd in a Series of 5 Jazz Super Clubs presented by American Jazz Institute. <a href="#">Learn More</a>	 <b>Linda Tate CD Release</b> January 20 / 7-10pm. Chicago Jazz Star performs & celebrates the release of her new CD Geography. <a href="#">Learn More</a>	 <b>Rendez Drive</b> Every Tuesday 4-6PM. Rendez Drive's Happy Hour. Cakes. Sincerely combine all musical genres. <a href="#">Learn More</a>
 <b>JazzTime Band</b> Every Sunday 2-5pm. Swinging the jazz standards with new world class musical guests each & every week. <a href="#">Learn More</a>	 <b>Pat Rizzo &amp; Band</b> Every Wednesday 6:30-10pm. Pat Rizzo & All That Jazz Band's Tony Bennett Tribute. Pat is saxophonist & vocalist. <a href="#">Learn More</a>	 <b>Caroline Martinez &amp; Trio</b> Every Thursday 6:30-10pm. Swinging the jazz standards, moving ballads and Brazilian bossa nova. <a href="#">Learn More</a>

Vicky's of Santa Fe is a restaurant with a unique menu and a very unique atmosphere—seven days a week, there are jazz artists performing. That means there's a lot of information to share about upcoming shows, and Manager Marc Lodovico uses email marketing to do it.

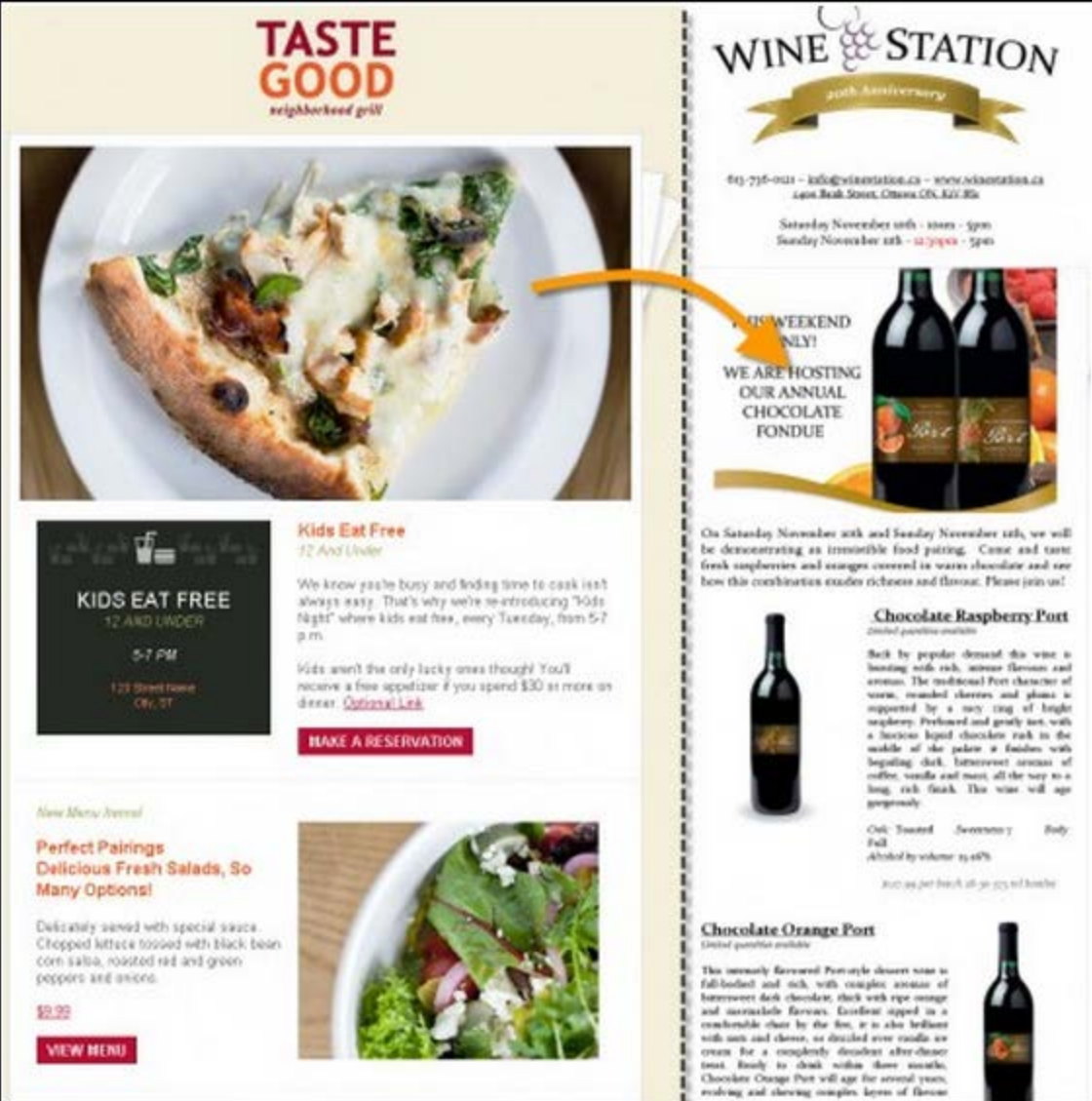
**Template:** Nonprofit Volunteer

**Results:** 5-10 phone calls after each email is sent

**Location:** Indian Wells, CA

“Constant Contact is very cost-effective for our marketing, because I can do all of it and I don't have to hire a designer or someone coming up with content for us.” – Marc Lodovico, Manager

## 6. Wine Station



**TASTE GOOD**  
neighborhood grill

**KIDS EAT FREE**  
12 AND UNDER  
5-7 PM  
123 Street Name  
City, ST

**Kids Eat Free**  
12 And Under

We know you're busy and finding time to cook isn't always easy. That's why we're introducing "Kids Night" where kids eat free, every Tuesday, from 5-7 p.m.

Kids aren't the only lucky ones though! You'll receive a free appetizer if you spend \$30 or more on dinner. [Optional Link](#)

**MAKE A RESERVATION**

*New Menu Item!*

**Perfect Pairings**  
Delicious Fresh Salads, So Many Options!

Delicately served with special sauce. Chopped lettuce topped with black bean corn salsa, roasted red and green peppers and onions.

**\$2.25**

**VIEW MENU**

**WINE STATION**  
20th Anniversary

613-735-0121 • info@winestation.ca • www.winestation.ca  
1401 Bank Street, Ottawa, ON, K1V 8J6

Saturday November 20th • 10am - 5pm  
Sunday November 21st • 12pm - 5pm

**THIS WEEKEND ONLY!**  
**WE ARE HOSTING OUR ANNUAL CHOCOLATE FONDUE**

On Saturday November 20th and Sunday November 21st, we will be demonstrating an irresistible food pairing. Come and taste fresh raspberries and oranges covered in warm chocolate and see how this combination creates richness and flavor. Please join us!

**Chocolate Raspberry Port**  
*Limited quantities available*

Back by popular demand this wine is bursting with rich, intense flavors and aromas. The traditional Port character of warm, rounded cherries and plums is supported by a very ring of bright raspberries. Perfumed and greatly text, with a luscious liquid chocolate rich in the middle of the palate it finishes with lingering dark, bitter-sweet aromas of coffee, vanilla and more, all the way to a long, rich finish. This wine will age gracefully.

Color: Tawny | Sweetness: Dry | Body: Full  
Alcohol by volume: 15.45%

2010-2015 per bottle \$15-20 | 2015 and later \$12-15

**Chocolate Orange Port**  
*Limited quantities available*

This intensely flavored Port-style dessert wine is full-bodied and rich, with complex aromas of bitter-sweet dark chocolate, thick with ripe orange and inimitable flavors. Excellent topped in a comfortable char by the fire, it is also brilliant with sun and cheese, or divided more simply we cream for a completely decadent after-dinner treat. Ready to drink within three months, Chocolate Orange Port will age for several years, evolving and showing complex layers of flavor.

Wine Station is a wine shop that doesn't sell anything online. That means that it's important to bring customers into the store with email marketing, both for events and sales.

**Template:** Restaurant Family-Friendly

**Results:** A single email drove 400 customers to the store for an event on a day that usually sees about 40 customers

**Location:** Ottawa, ON, Canada

“People don't have the time to read a lot of text. We make sure our emails are informative, but also quick and easy to read.” – Julie Ananny, Owner



## 7. La Provence



La Provence provides customers with authentic French goods, from soaps to table linens, and email helps promote the latest sales.

**Template:** Spa & Salon Promotion

**Results:** 1-3 sales per email

**Location:** Rockport, MA

“Email definitely works. We see people clicking through to our website and we have people coming into the shop telling us that they saw our newsletter.”  
– Dawn Noble, Owner

## 8. Basil Tree Catering

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**HAPPY HOLIDAYS FROM BASIL TREE!**

It's a busy time of year for everyone and we're here to help! If you have holiday parties or special gatherings let us know; we can make it easy on you, from menu planning to set up. Let us do the hard part so you can have fun!

**Holiday Dessert Platters**  
This time of year all our dessert platters come seasonally garnished to help set the mood for the holidays.  
Not sure which one to choose? Try one of our top sellers, the Mini Dessert Platter or the Combination Dessert Platter (shown above)!

**Pie Day!**  
In our 15th year baking pies for Community Servings' Pie in the Sky fundraiser and we baked a record 200 pies! Thank you to our volunteer pie bakers as well as to our wonderful customers who either bought or donated pies. Because of you we raised enough money for a year's worth of food for a critically ill neighbor.

**Peppermint Bark**  
Each customer who orders in December will receive a bag of our Peppermint Bark. Trust us, if you haven't ordered in December before, you are missing out! Rich dark chocolate layered with white chocolate and sprinkled with peppermint pieces, this bark is absolutely delicious!

**VISIT OUR WEBSITE**

Basil Tree Catering is an eco-friendly catering company that primarily offers meals to businesses, universities, and nonprofits on-location.

**Template:** Nonprofit Volunteer

**Results:** Saved dozens of hours in keeping track of registered customers, building relationships

**Location:** Cambridge, MA

“Before Constant Contact, we were manually keeping track of everyone we had reached out to—it was crazy, the amount of time it took. Now, I can send out an email to about 300 people in less than five minutes.”

– Ruth Weening, Catering Manager



## 9. Greater Bloomington Chamber of Commerce

**NONPROFIT®**

**hYPe** helping young professionals excel

**Get hYPed and Get Involved! Non-Profit Fair**  
helping Young Professionals excel

**Non-Profit Fair this Wednesday!**

Join us this Wednesday, January 9th from 5:30-7:30pm at Terry's Banquets and Catering for our 2nd Annual Get hYPed and Get Involved! Non-Profit Fair. This is a great opportunity to explore the many non-profit organizations in Bloomington, find ways to get involved in our community and meet other like-minded young professionals. We will also have a keynote, Tina Petersen from the Community Foundation, there to speak on the importance of community involvement. [Register here for this free event!](#)

**Participating Organizations:**

American Heart Association	March of Dimes
Kwanis Club of South Central Indiana	People & Animal Learning Services (PALS)
Leadership Bloomington - Monroe Co.	Monroe County United Ministries, Inc.
Pets Alive Inc.	Wabash Valley Affiliate of Susan G. Komen
Children's Organ Transplant Association	YMCA Family Fitness Ctr., Monroe County
Girls Incorporated of Monroe County	Franklin Initiative
The Boys & Girls Club of Bloomington	Salvation Army
Stone Belt Arc	United Way of Monroe County
Monroe County Historical Society, Inc.	Bloomington Volunteer Network
Big Brothers Big Sisters	Hoosier Hills Food Bank

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**Your Community**  
The work you do and the things you accomplish...

**Terry's BANQUETS & CATERING**

The Greater Bloomington Chamber of Commerce represents Indiana businesses and shows off the latest resources, events, and initiatives via email marketing.

**Template:** Nonprofit Volunteer

**Results:** Won Indiana Chamber of the Year in 2011 and Chamber of the Year in 2012, in part for digital outreach initiatives

**Location:** Bloomington, IN

**“Email marketing helped us go from reaching one or two employees in a business to reaching dozens.” – Christine Gillenwater, President**



## 10. Build It Green!NYC



The image is a screenshot of the Build It Green! NYC website. At the top left, there is a 'NONPROFIT' logo. Below it is a large photo of three smiling volunteers (two men and one woman) outdoors. To the right of this photo is a smaller photo of three people working in a warehouse. Below the main photo is a green banner with the text 'CALLING ALL VOLUNTEERS' and 'Help us make a difference in our community.' Below this banner is a section titled 'Join Our Cause' with a paragraph of text and a 'Learn More' link. Below the text are three small photos: a park, a group of people, and a swing set. At the bottom of this section is a green button that says 'BECOME A VOLUNTEER'. To the right of the main content area is a sidebar with a green banner that says 'CALLING ALL VOLUNTEERS' and 'Help make a BIG difference in NYC.' Below this banner is a section titled 'TOMORROW: Tuesday, November 20, 1-6pm: Gowanus, Bk.' with a paragraph of text and a 'More details (and RSVP) on Facebook!' link. Below the text is a photo of a group of people working in a field. Below the photo is a section titled 'Saturday, December 1, 9am-12pm & 12-3pm: Qns.' with a paragraph of text and a 'More details (and RSVP) on Facebook!' link. At the bottom of the sidebar is a logo for 'BUILD IT GREEN! NYC' with the text 'LOW-COST SALVAGE SUPPLIES' and 'BUILDING MATERIALS'.

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**BECOME A VOLUNTEER**

**CALLING ALL VOLUNTEERS**  
Help make a BIG difference in NYC.

**TOMORROW: Tuesday, November 20, 1-6pm: Gowanus, Bk.**  
BIG GREEN Gowanus has finally re-opened after Hurricane Sandy, but that doesn't mean that there's not more work to do! If you're available tomorrow, please swing by our Brooklyn reuse center to help de-nail salvaged lumber, clean and move inventory around the reuse center. Please wear closed toe shoes (work boot recommended) and clothes that you don't mind getting dirty!  
[More details \(and RSVP\) on Facebook!](#)

**Saturday, December 1, 9am-12pm & 12-3pm: Qns.**  
**Help Distribute DSNY Compost and Mulch at the Green Thumb Winter Supplies Giveaway.** Location: GreenThumb/Land Restoration Project  
NYC Department of Sanitation's Bureau of Waste Prevention, Reuse and

**BUILD IT GREEN! NYC**  
LOW-COST SALVAGE SUPPLIES  
BUILDING MATERIALS

Build It Green! NYC is a nonprofit that specializes in salvaging materials that would otherwise be tossed into landfills. The organization accepts and collects materials like doors, windows, furniture, plumbing fixtures, light fixtures, and reclaimed lumber and resells them in reuse centers for 40-80% off retail prices.

**Template:** Nonprofit Volunteer

**Results:** 20 phone calls from supporters and customers per email

**Location:** Queens, New York

“Email marketing is such a great way to remind people about the items we have. Compelling pictures and graphics can make a big difference.”

– Jaclyn Jablowski

# Looking great is easy

At Constant Contact we love small businesses and nonprofits and we understand your time is valuable.

That's why Email Marketing from Constant Contact makes it incredibly fast and easy to create beautiful, professional-looking emails. No technical experience necessary. [Just choose one of our hundreds of email templates, drop in your logo, change the colors, and add your images and content.]

Get back to work faster with Email Marketing from Constant Contact.



## Next steps...

Try designing the perfect email with Email Marketing for free!

Visit [www.constantcontact.com/email-marketing](http://www.constantcontact.com/email-marketing) to learn more.

### Did you find this guide helpful?

Share it with a small business or nonprofit that you love and would like to see achieve the success they're looking for with Email Marketing.

**Or share it on social media!**



Online Engagement Marketing tools & coaching  
to help small businesses and nonprofits grow.



#### Email Marketing

Get your message read  
and shared by your  
audience fast.



#### SaveLocal

Create deals your  
way and find your  
next great customer.



#### Social Campaigns

Turn Facebook "likes"  
and shares into real,  
measurable results.



#### EventSpot

Control every phase  
of the event process  
from one place.

Connect with Constant Contact. Everywhere.

