

Using Email Tactics For Strategic Communications



Sarah White
Director, Digital Strategy and Creative
Progressive Promotions

What we are going to learn today:

1. How to pick the right email strategy for your organization
2. How to choose the right platform for your organization
3. How to build your list
4. How to write an effective email
5. How to build a ladder of engagement



What is a professional nonprofit email program?

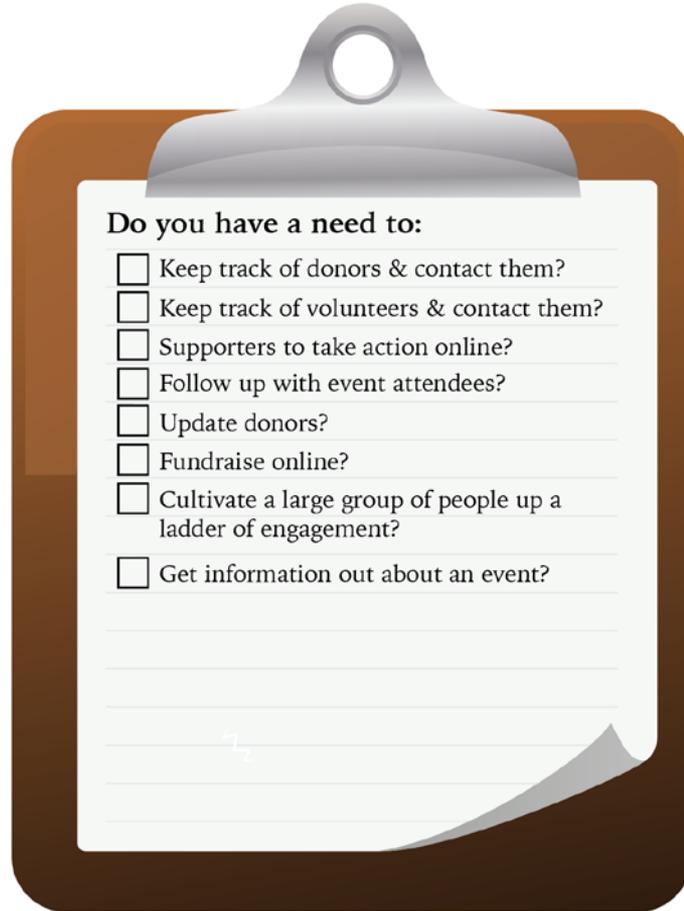
Is NOT your personal email
Is NOT your independent work email
Is NOT a listserv



Why would you need one?

IS a way to track your donors and supporters through the years
IS a way to keep supporters updated and engaged
IS a way to build grassroots support
IS a way to fundraise
IS a way to individualize your outreach at less capacity

Do you need an email program?



Do you have a need to:

- Keep track of donors & contact them?
- Keep track of volunteers & contact them?
- Supporters to take action online?
- Follow up with event attendees?
- Update donors?
- Fundraise online?
- Cultivate a large group of people up a ladder of engagement?
- Get information out about an event?

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Let's get into it

Platform Options

Profit/Business Oriented



emma®



Advocacy/Fundraising Oriented



What to look for in a platform:



Do you need:

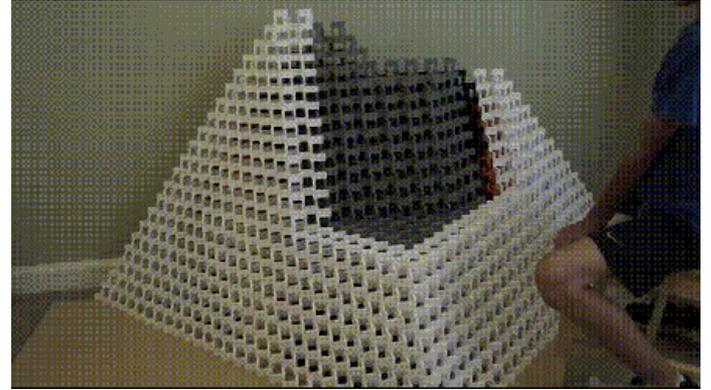
- To track donations over time?
- A place to include offline volunteer notes?
- A place for supporters to take actions online?
- To primarily send newsletters?
- Fundraise online?
- To create automatic ladders of engagement?
- To create event RSVP pages?
- Easily-customizable templates?

Can you:

- Pay a monthly or yearly fee? If so, how much?
- Create time in your schedule to set up fully-branded system?

How to build your list

- Upload sign-in sheets
- Upload active program participants
- Upload active donors
- Ask your social media followers to sign up
- Ask through text messages or direct mailers
- Put an ask in your email signature
- Add a signup button or pop-up window on your website
- Run a petition through paid posts on social media
- Run a sponsored petition through Care2 or a similar platform (usually need a minimum budget of \$10k for this kind of thing)



Building your list (*the fine print*)

- Always include source-codes when gathering names
 - > The bigger your list gets, the more segmenting is your friend
- Always make sure you send a welcome email to new additions
- QUALITY over quantity
- Always include an unsubscribe or opt out option at the bottom of ALL emails



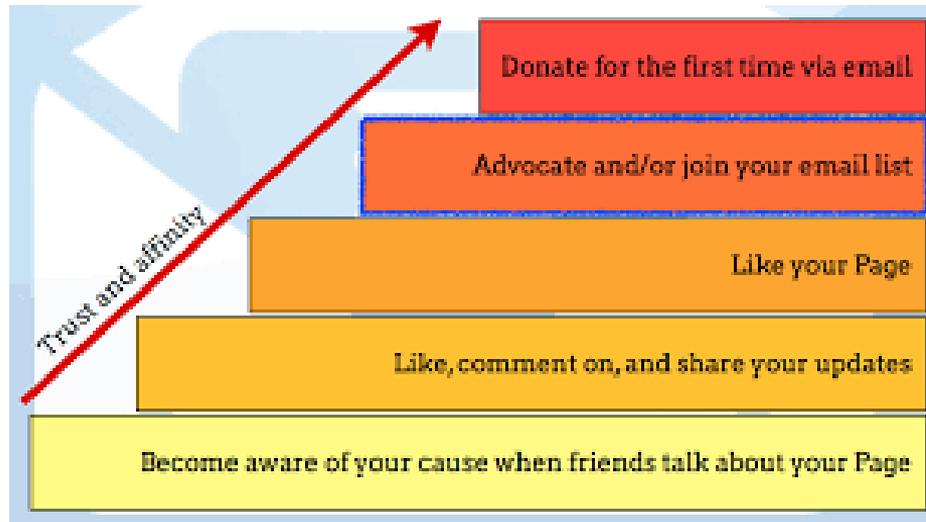
Ladder of Engagement

Think of your list as an athlete - you can't go from 0 to marathon at once, they have to exercise and train. Even then, not everyone can run a marathon.

What are smaller actions you can ask of your email list that will help prepare them to go all out for your big ask?

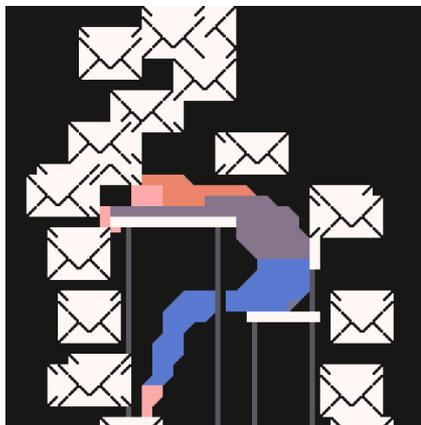


Ladders of Engagement



How to write your emails (*general*)

- Clear action for the recipient
- Click-worthy subject line rodeo
- Mobile load time is key to deliverability
- BIG, bold, underlined links
- *Hint: if you get bored reading your email, so will the recipient*



How to write your emails (*advocacy/fundraising*)

- *Three links: one before the name, one half way through, and one before your signature*
- *Have a clear message triangle*
- *Online asks can be:*
 - > *Fundraising*
 - > *Petition*
 - > *Direct email to someone*
 - > *Share on social media*
 - > *Survey*

Send a letter to Senators Cory Gardner and Michael Bennet asking them to vote for - and demand that Trump's administration sign - a clean version of the DREAM Act >>

Sarah -

This weekend, when they thought no one would notice, President Trump's administration released a list of unrealistic demands that they expect to be passed with immigration reform - specifically targeting the bipartisan DREAM Act. This list includes things like funding for the border wall and completely cutting federal funding for sanctuary cities.

Trump's list of demands makes it impossible for immigration reforms, especially the DREAM Act, to be passed. In addition, the list is aimed at tearing even more families apart with his ICE raids - ruining the lives of thousands of Americans.

This.Is.Not.OK.

Trump's administration is devastating thousands of Coloradans by tearing families apart. Tell our Senators enough is enough >>

Trump's administration has continuously attacked the immigration policies of this country - without basis. Now, with this list of unrealistic demands, he is delaying the real immigration reform America needs. This will have a profound negative impact on our families, neighborhoods and communities. We must demand that our Senators move forward and focus on building bridges between families instead of building walls.

ADD YOUR NAME! Dear Senators Gardner and Bennett, please pass a clean DREAM Act >>

How to write your emails (*event invite*)

- *The most important information needs to be the easiest to find*
- *Keep it short & to the point*
- *Only send the invite to people who are near the event location*
- *Hint: ask them to RSVP online within your CRM system so that you don't have to worry about source-codes later*

Sarah -

Generation Latino is pairing up with Campaign for a Strong Colorado to kick off the summer - and we want you there too! On May 17th, we're going to raise our glasses and celebrate Colorado Latinos who are fighting barriers in an effort to make our state more inclusive.

Join us, as we honor former state Senator Jessie Ulibarri with the "Latinos Making Their Mark" award, recognizing his ongoing contributions to Colorado's Latino communities and Colorado's democracy.

Latinos Making Their Mark: An Evening Celebrating Jessie Ulibarri

Wednesday, May 17th - 5:30 PM

CHAC Gallery - 772 Santa Fe Drive

Food and drinks will be provided

RSVP TODAY >>

Jessie Ulibarri is a father, a husband, a former State Senator, an LGBTQ and Latino activist, as well as an amazing friend. When you meet him, right away, you know he is sincere, persistent, charismatic, and whip smart. During his time at the State Capitol he helped pass - and vocally support - legislation that legalized civil unions in Colorado, ASSET, and the undocumented residents driver's license program.

"We never lose!" was a common phrase heard by his staff when things weren't going as expected, "even if we can't get it passed this session, we will work hard next year and the year after until we win".

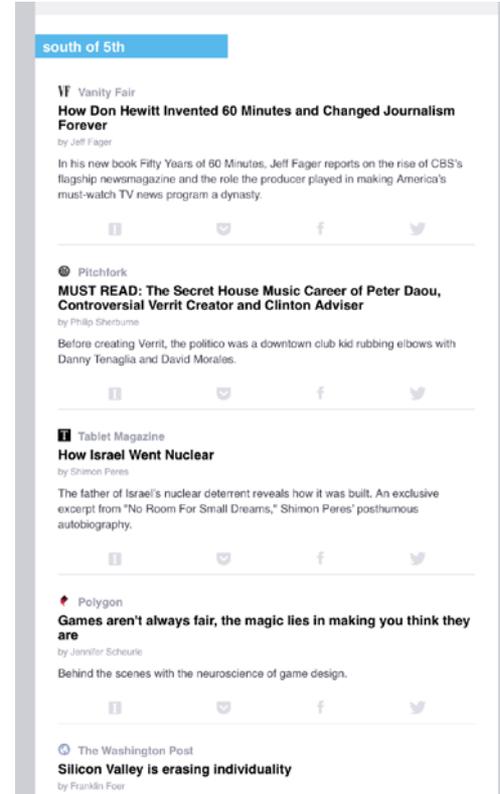
His persistence to make change is authentic - and it continues to this day outside of the Capitol. Jessie empowers folks far and wide to fight for a level playing field and celebrate who they are by being the best they can be.

Now it's our turn to celebrate him - won't you join us?

See you there,

How to write your emails (newsletter)

- Keeping the various sections concise
- Have clear section dividers, whether it's header text or an image
- Use it as a way to pivot supporters into following you elsewhere for daily updates
- Always include a big, bold **DONATE** button



Final Best Practices

- Best send days Tuesday, Wednesday, & Thursday in the AM
- Trust your analytics - you may like an email but if there's a low click through rate or a high amount of unsubscribers, that means your target audience doesn't
 - > Compare yourselves to the annual M+R Benchmark report
- Layer your email strategy with your other outreach strategies
 - > Make sure your campaign goal/ask is reflected & repeated in all of your materials
- Create a calendar to keep all of your outreach efforts on the same timeline



Resources:

- “Only Influencers” email newsletter
 - It’s aimed a business marketers, but provides a lot of up to date information on issues that affect email programs
 - <https://www.onlyinfluencers.com>
- M+R Benchmark
 - It’s aimed at fundraising and advocacy organizations and provides the latest standards of what you should be comparing your stats to
 - Their e-newsletters are good inspiration for various communication needs
 - <https://mrbenchmarks.com>

Q&A

Have you learned...?

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