

# **Email Marketing** PRESENTED BY LÚGH STUDIO Email isn't dead. In fact, email is still absolutely one of the best ways to connect with your audience at a nonprofit. That's because it's personal, cost-effective, and more guaranteed than just about any other

Ultimate Guide to Nonprofit

### platform. But if you want to make nonprofit email marketing for you — how do you approach it? That's exactly what we are answering in our latest ultimate guide. Read on, and you'll learn everything you

Mindsets. Tools. Actions you can take now, and more long-term strategy — it's all here. Enjoy this guide, and be sure to bookmark it for later! **Table of Contents**  Why Nonprofit Email Marketing Is So Important The Most Important Metrics For Nonprofit

need to know to make email marketing the most powerful channel at your nonprofit.

**Email Marketing**  The Foundation Of Great Nonprofit Email Marketing Bonus Tips For Your Nonprofit Email Marketing

 How To Build A Great Email List For Your Tools And Resources Nonprofit Conclusion

- 5 Tips To Writing Emails That People Like
- WHY NONPROFIT EMAIL MARKETING IS SO IMPORTANT
- landscape. Social media platforms come and go. Algorithms change. Sometimes your organic reach with content takes a hit,
- To understand why email marketing is essential for nonprofits, we need to look at the modern day marketing
- and results with ads can be inconsistent. The one thing that doesn't change? Email.

#### stay top-of-mind for the people that want to hear from you. Crucially, your email list is yours. It's a direct line with people who have said, "Yes, I want to read your message."

• Email marketing allows for storytelling, segmentation, and automation at scale

THE FOUNDATION OF GREAT NONPROFIT EMAIL MARKETING

have to put in the work to get noticed), an inbox is still less overwhelming than a social media timeline. An email can be opened, read, forwarded, or responded to. In contrast to social media content, this makes email as close to "personal communication en masse" as you will ever get. Lastly, email converts. The end goal of nonprofit email marketing doesn't matter. Whether you're raising funds,

recruiting volunteers, or promoting an event, email consistently outperforms other channels on ROI.

People are still checking their email inboxes. Most of us do it multiple times a day. This gives you a great chance to

Email is also personal. It lands in inboxes, not feeds. Even though some of us get hundreds of emails a day (and you

And the numbers don't lie: • The average ROI for email marketing is \$36 - \$42 for every \$1 spent Open rates for nonprofit emails often exceed 25%

started or upgrading your system? Read on...

Treat these points as the "four mindsets" you need to have if you want to succeed with email. Are they strictly

If you care about impact and results, email marketing should be a priority at your nonprofit. Interested in getting

Before we get into the more specific details of how you can make nonprofit email marketing work for you, we need to

Gathering it (sending out surveys, signup source, and <u>social listening</u>)

Nonprofit email marketing can contribute to a number of important goals.

Inform your audience about a cause that your nonprofit is involved in?

Inspire these same people to volunteer at your organization?

Thank past donors for how much money they've given?

point? You need to be clear on what your main goals are.

Drive more donations to a fundraiser you are currently running?

have a general framework to work from. Below you'll find that framework.

There are two main parts to audience intelligence:

Know your audience.

Are you trying to:

necessary? No — but the vast majority of nonprofits that are succeeding with email marketing have adopted them. Here they are:

• Using it (segmenting your audience by interest, engagement level, or giving history) Make sure you do both. Have a goal for every email.

Likely, different email campaigns and sequences will achieve different purposes. This will not only make it easier to plan out your actions, but also know if you are successful.

Here are a few sequences you should be sure to set up: • Welcome series: the email automation that people first see when they join your list

• Event reminders: emails that can set up ahead of time that push an important event

 Donation receipts: automated communication sent out to donors with their receipts Automation ensures that the right person gets the right message at the right time. It also saves you a ton of time. What's not to like?

Be an organization that people want to hear from.

This last mindset affects everything you do in your email marketing. For-profit businesses have it a bit easier. Send them a product they love, or a discount for something they were planning on buying, and you can get away with subpar emails.

HOW TO BUILD A GREAT EMAIL LIST FOR YOUR NONPROFIT To take advantage of the power or email marketing, you first need to have a list. Below you'll find some tried-and-true techniques for building a large and healthy list.

Use the power of automation. The real benefit to email marketing is that it can work in the background 24/7. This is only possible, though, if you set it up right. This is where automation comes in handy.

While these four goals are some of the most common with nonprofit email marketing, there are plenty of others. Our

## plan: building your list.

for themselves.

2. Make it easy to subscribe.

Add sign-up forms to your homepage

Distribute sign-up forms through each blog post

Use pop-ups on your site to collect email addresses

Here are some options:

3. Offer a lead magnet.

4. Send a great welcome series.

depending on where somebody came from.

best options.

This last one is absolutely essential.

Important note: these tips are applicable to all nonprofits. It doesn't matter if you're just getting started, or already have a sizable list. 1. Create content that people love.

Once you are creating solid content, you want to make sure that it's actually easy to sign up for your list. A lot of nonprofits go wrong here. They make potential subscribers jump through hoops to get on their list. To be effective, it should be as easy as possible.

 Give people the option to join your list from your donation page These are all standard practices for building an email list. They will work for your organization as well.

You don't get a second chance at a first impression. This is why your welcome sequence is so important. When somebody first signs up to your list, they should get an automation of 5-7 emails. This will usually introduce your mission and tell your subscribers why they should care (be sure to deliver their lead magnet if they've signed up for one).

subscribers you want. This is why you need to clean your list. A couple times a year, prioritize removing inactive email addresses from your list. This will help with your deliverability and overall list health. Nobody likes doing this (especially since you work hard for each email subscriber). But it's something that needs to be done. 5 TIPS TO WRITING EMAILS THAT PEOPLE LIKE

Keep in mind that you can (and probably should) have different welcome sequences. Change the messaging

Keep them short, clear, and curiosity-driven.

Email marketing shouldn't be boring. Just because it's important for your organization doesn't mean 3. Pay attention to the user experience. We like to think that if the content of an email is good enough, the user experience doesn't matter as much. But that's

few things you can do to prevent that:

- Focus on these metrics, and your nonprofit email marketing will be better because of it. BONUS TIPS FOR YOUR NONPROFIT EMAIL MARKETING
- There are a lot of useful tools for nonprofits out there. Still, it can feel overwhelming to choose the right one. Because we have already written about specific email service providers, we wanted to provide you with some different possible resources. These will all improve your emails and supercharge your email marketing plan.

Litmus Testing and checking your emails before you send them is essential. Too often, nonprofits send emails that are either broken or borderline unreadable. Do that, and none of your efforts mean much. With Litmus, you can ensure that

Start simple and show up consistently. Add a little bit of time, and your email list could very well become your most

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Are you an enterprise, nonprofit or small business looking for help on your website? Give us a shout!

5. Clean your list regularly. It's a sad truth about nonprofit email marketing: a lot of the people that sign up for your list are "low intent" subscribers. This means their engagement with your emails drops off quite quickly. These aren't the kinds of

1. Subject lines are everything. How much time are you devoting to creating subject lines for your emails? Double it. Think about it: you could have the secret to life in one of your emails — if nobody is going to open it, it doesn't matter. And if nobody opens your emails? You won't achieve anything with your email marketing. Here are a few tips: • Try to create multiple subject lines for every email. Just brainstorming multiple options will spark ideas.

 Vary the length of your sentences. This will make your writing flow much more smoothly. • Use bullet points. These make your emails easier to read and a nice way to break up paragraphs. Bold key lines. This is a great way to draw attention to key details.

Avoid giant walls of text. Nobody wants to read an email made of huge paragraphs.

Here are a few ways to make your emails more personal to the reader:

Use the reader's name (which you can do with simple merge tags)

to a particular email subscriber, the more successful your emails will be.

Reference past actions that your subscriber has taken

Send emails that are based on their individual interests

simply not true. Even if your email is incredible, a poor experience reading it is going to drive people away. Here are a

Here are the email metrics you should probably be tracking: • Open Rate: Tells you if your subject line is working

email marketing tips you should always keep in mind.

to people we trust.

Canva

volunteers — make it count.

valuable asset at your nonprofit.

there is always something you can improve.

money you collect. One email per week is an absolute bare minimum. Start emailing more, and scale from there. Opt for plain-text emails. As we've repeated throughout this guide, successful nonprofit email marketing is dependent on feeling personal. It's tempting to assume that you need a highly-designed email to get results. But you don't. In fact, quite often, the simpler the email the better. Simple is human — and we are more likely to donate

- - what your supporters are searching for or have questions about? AnswerThePublic will show you.

subscribers, and making it easy for them to take the actions that you want.

• Ask questions. Invite replies whenever you get the chance. It not only gives you the chance to get to know your audience, but builds overall engagement as well. This tells inbox filters that you're not spam. • End with a clear call-to-action. You need to be clear about what you want your email subscribers to do. This should be clear, but it's one of the biggest problem areas in emails from nonprofits. Their mistake? Not being clear enough. Always be sure you have an obvious "next action." Follow these last tips, and your email list will become more and more beneficial to your organization over time. TOOLS AND RESOURCES

- Run A/B tests to see which ones perform best. Do these things consistently for each email you send, and you already have the "80/20" of email subject lines. Include pictures of what your team is doing Take advantage of the power of storytelling Share things that will make your subscriber laugh
- 2. Be personal. Remember our tip about "being an organization that people want to hear from?" At a nonprofit, a bit of personality can go a long way. Many nonprofits are known for sending "lifeless" emails to their list. Or worse — hardly emailing them at all. An easy solution to this is to make your emails more colorful. You get this by being more personal. Here are a few things you might consider: Share your mistakes and struggles
- Make your email easy to read on mobile. A large portion of your audience is likely reading on their phone, so be sure you make it easy for them. Run through this list for each one of your emails, and they won't only be enjoyable to read. They'll be easy to read, too. That's half the battle for successful nonprofit email marketing. 4. Personalize when possible. The more a subscriber feels like you are writing directly to them, the more effective your emails will be. This point is essential to understand. If you write to everybody, you really appeal to nobody. This is where personalization comes in.

These last ones are dependent on properly segmenting your audience. Remember this: the more relevant an email is

Before we get into the metrics you should be following, one important note: always keep your main goal in mind. Are

If your email accomplishes that goal, it's probably "good enough." Nonprofit email marketing is important. But there's

no reason to become overly reliant on metrics that, compared to your main goal, just aren't that important. That said,

indicate problems • Conversion Rate: The percentage of people who took your intended action (donated, signed up, etc.) List Growth Rate: Is your audience expanding or shrinking?

At this point you have a good understanding of nonprofit email marketing. You know why it's important and the

mindsets you need to have to succeed. Before we move on to our section on tools, though, here are some general

• Send more often. You're probably not emailing enough. And the results are clear: the more you email, the more

THE MOST IMPORTANT METRICS FOR NONPROFIT EMAIL MARKETING

you trying to get signups for an event? Increase donations? Drive traffic to your new piece of content?

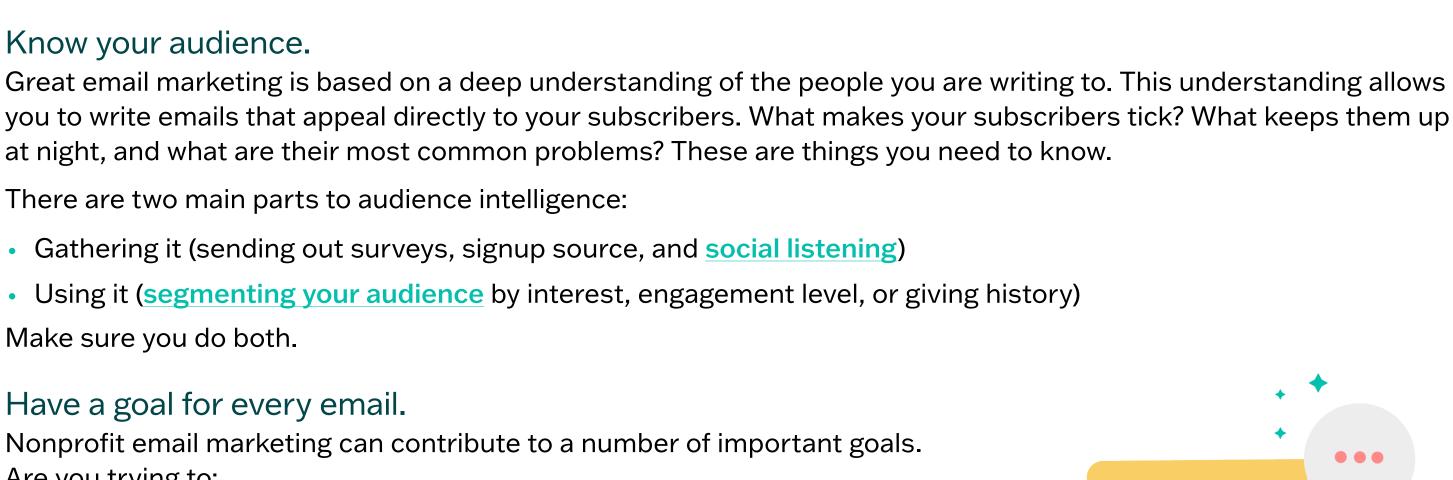
- banners, donation CTA's, or event visuals, Canva is the way to go. **Grammarly** Don't consider yourself much of a writer? Grammarly can help. With tools that

While we recommend sticking with plain text emails, there is still a time and place

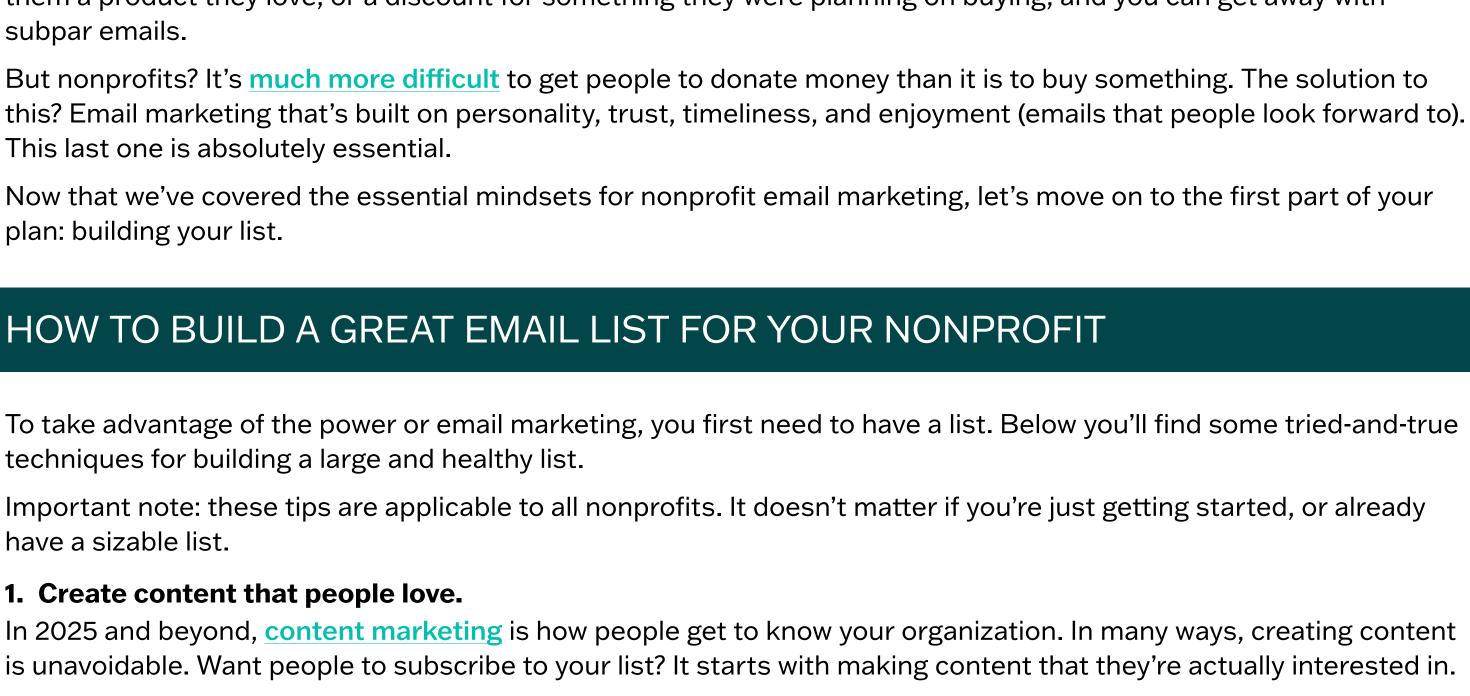
for email design. This is where Canva comes in. If you want to make eye-catching

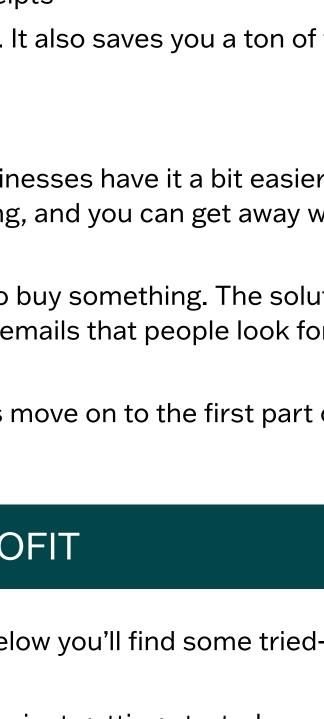
- AnswerThePublic It can be difficult to come up with ideas for your emails. Often, this is the major blocker that nonprofits have in just getting started. With our last tool recommendation, that's no longer a problem. Have you ever wanted to know exactly
- CONCLUSION Nonprofit email marketing doesn't have to be complicated. At its heart, it's about building relationships, helping

And if you ever need help with setting up your own email marketing system — just let us know!

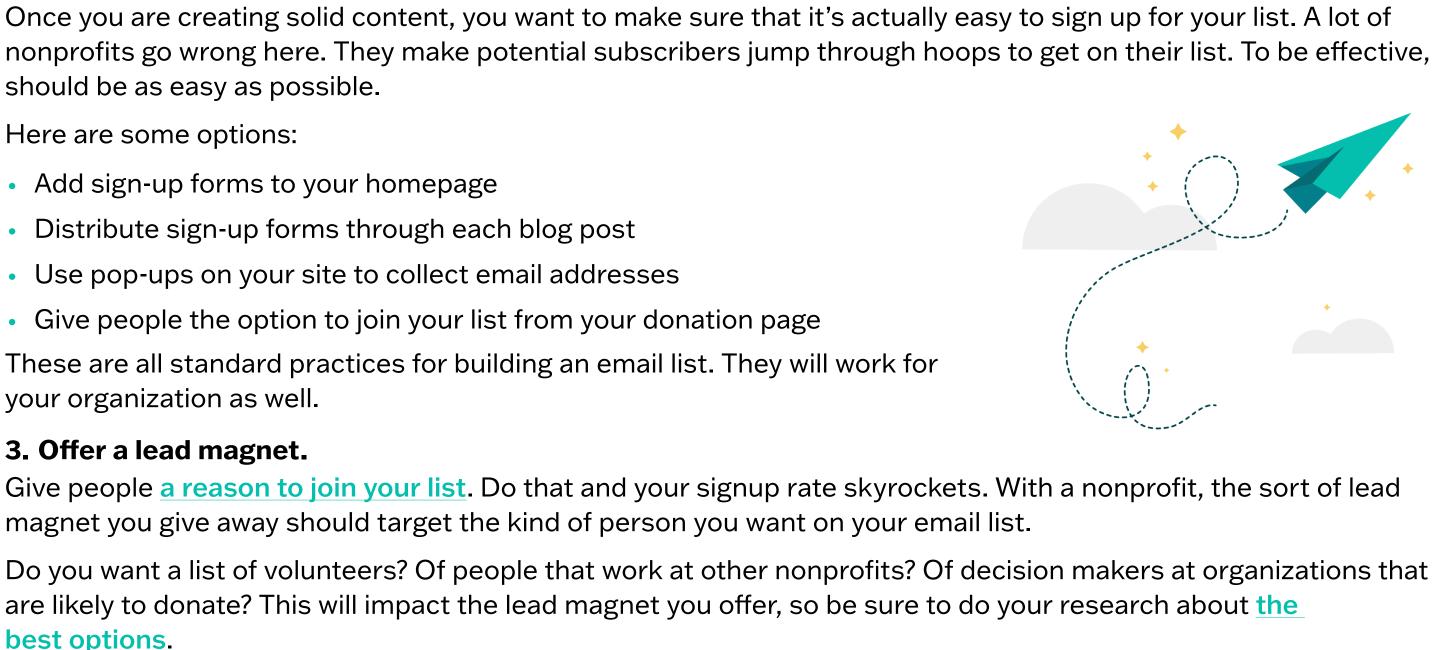


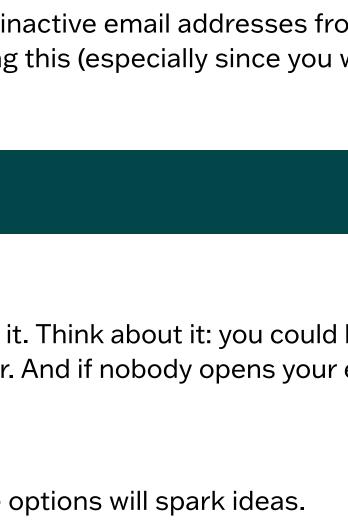












Clickthrough Rate (CTR): Shows if your message was compelling or not • Unsubscribe Rate: A small number is normal, but spikes every now and then can

your emails look great on every device before you hit send.

easily check for grammar, tone, and clarity, it's never been easier to create clear

and professional emails. Your writing style is essential when emailing donors and

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