

EMAIL MARKETING FOR NONPROFITS



Meet Your Host



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Chief Marketing Officer | Sneakers4Good

Back in my day: I wore JNCO jeans and used dial-up internet just to get on AIM.

Career path: Visual Merchandiser turned Social Media Strategist turned Brand Consultant turned Chief Marketing Officer.

Best at: Creative taglines, having an eye for design & event styling and turning every occasion into a party.

Topics



- Growing your database
- Segmentation
- Automations
- AI-assisted personalization
- Content, CTAs & human copywriting
- Retention strategy
- Performance review & analytics

Why Email Marketing?

Your email list is one of the only audiences you truly own.



28-40%

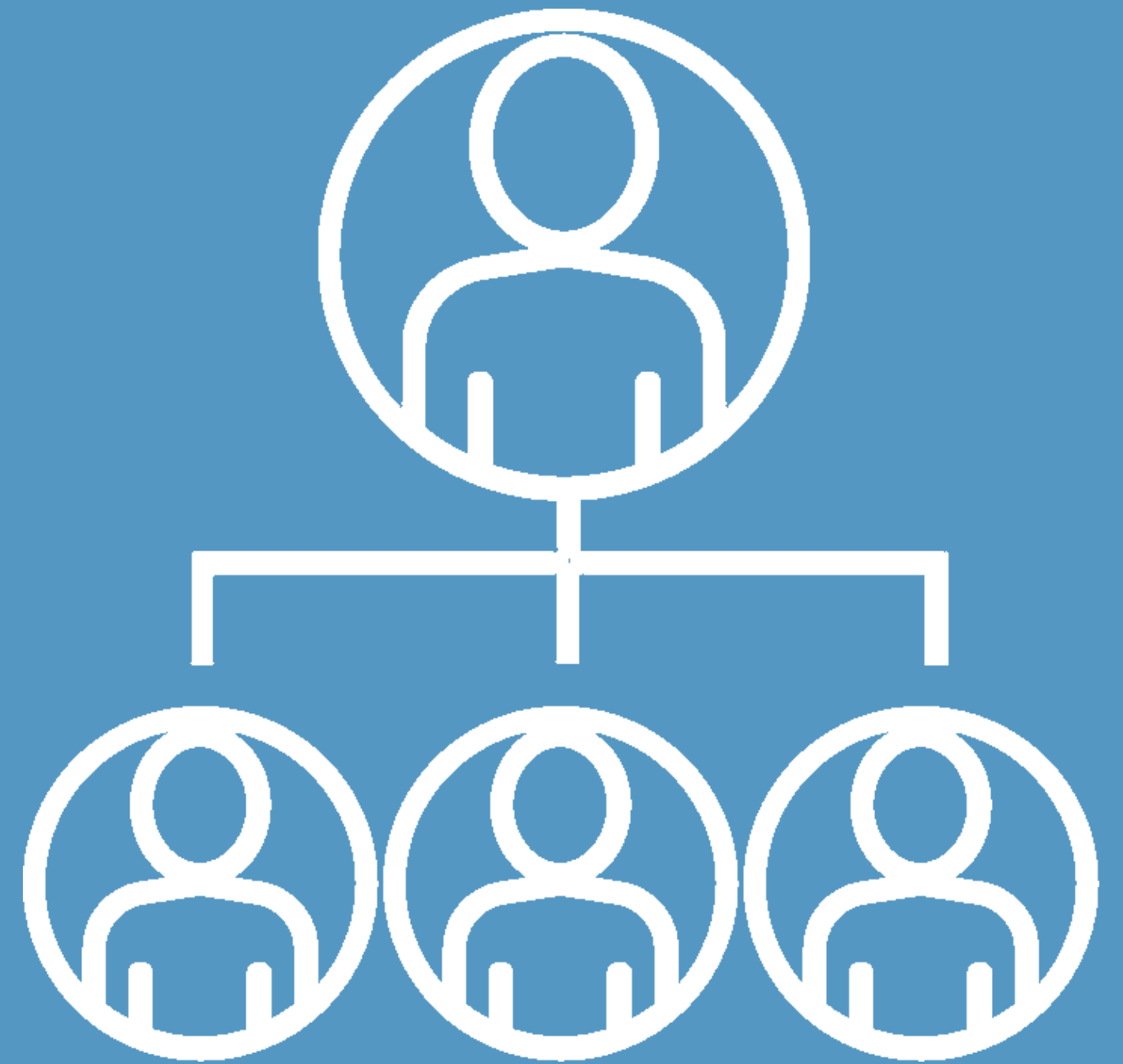
Nonprofits consistently outperform many industries in email engagement.

- Social algorithms are increasingly unpredictable
- Email continues to outperform social for conversion and retention
- AI search and platform fragmentation make owned audiences more important
- Email continues to deliver an estimated \$36-\$42 ROI for every \$1 spent

42%

42% of donors prefer hearing from nonprofits via email (Campaign Monitor study)

Growing Your Database



Gathering Information

Make sure you make it easy for supporters to sign up for your email list.

Best placing for Sign Up forms:

- Website's footer or pop-up
- Pages with the most traffic
- Social media platforms
- Sign up sheet at events
 - Use apps such as *Enlist* for eye-catching sign up forms



Add Impact To Your Inbox Get our emails to stay in the know.	First name	Last name	Email	SUBSCRIBE
This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.				

Lead Magnets

This lead magnet features a quiz with 5 questions. That's it. This provides a low cost per acquisition and brings in new monthly donors the moment they complete it.

The 5-Question Quiz That Helps Women Thrive

THE ADVENTURE PROJECT

Give Now

✔ Take the 5-Question Quiz That Helps Women Thrive

Test your knowledge. Help one woman in need.

What urgent challenges are women across Africa facing today? Take this short quiz—just 60 seconds—and deliver real impact.

👉 For every quiz completed, a generous donor gives \$1.15—enough for us to help 1 woman in need.

Why It Matters:
USAID is frozen. So we're moving faster to do more—because women and children's lives depend on it.

🔥 66 people have already taken the quiz this week. Can you join them?

🕒 You can help 1 woman in one minute flat.

Q1: What percentage of households rely on women to collect water?



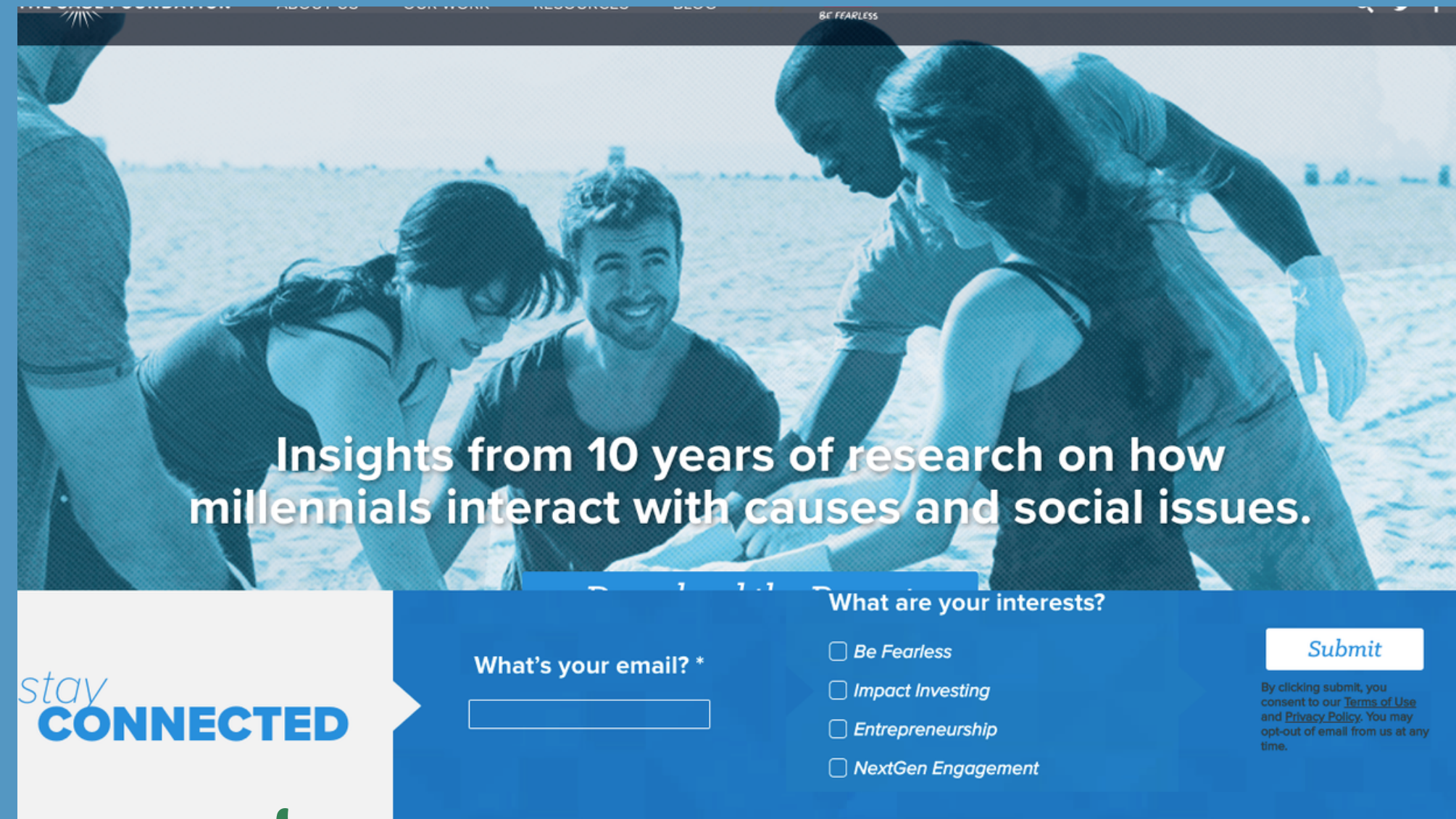
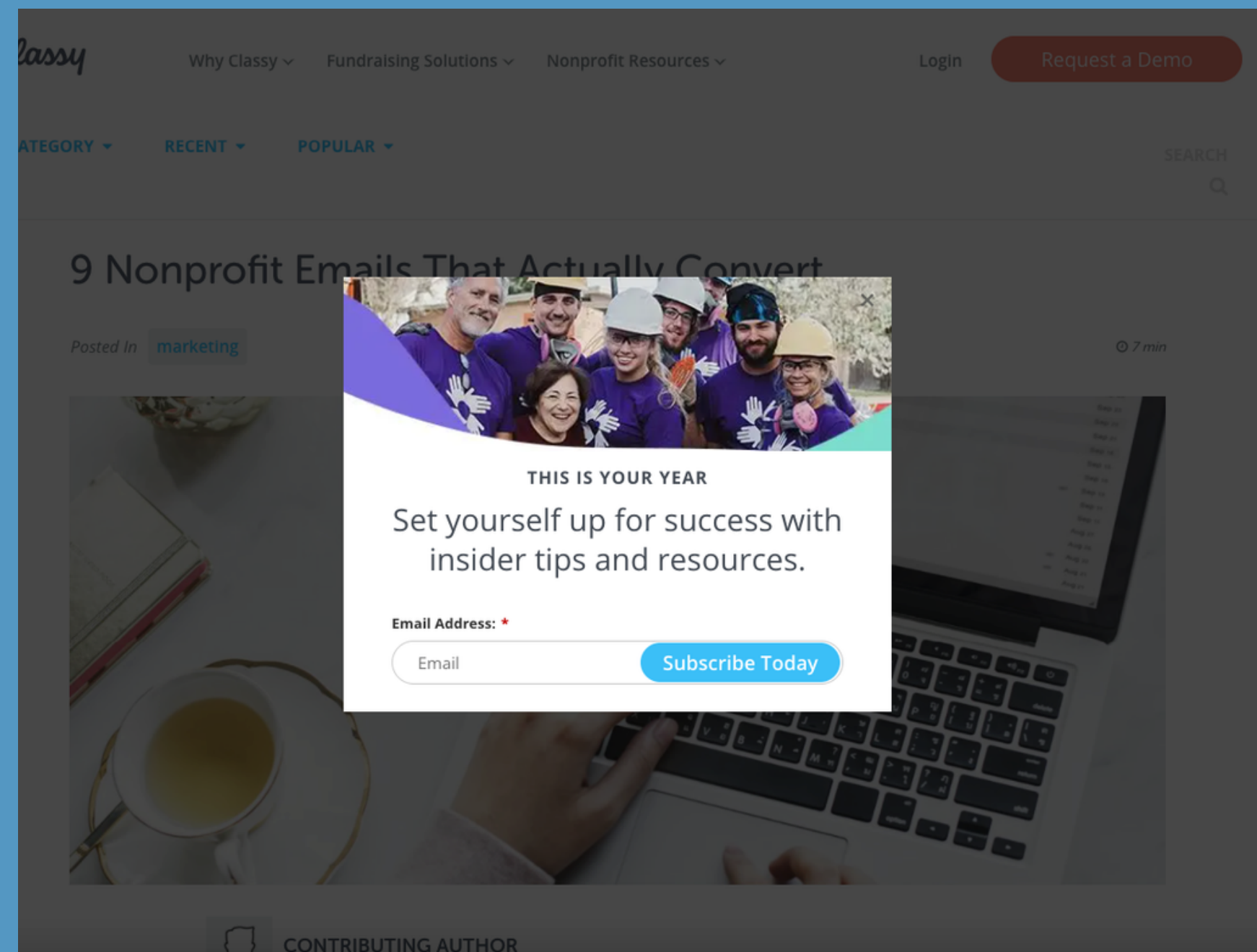
☐ 50%

☐ 60%

☐ 70%

1 / 5

Newsletter Pop-Up



Footer Email Capture

Downloadable Guides

This free guide for kids from charity:water is a great example of user-centric content. It helps parents teach their kids to be generous citizens of the world who are well-informed and conscientious.

Utilizing Meta Ads through the Business Manager portal, they promoted this as a free downloadable piece while also capturing contact data.

 **charity: water**
Sponsored

Do you know a kid with the kindness and creativity to change the world?
World Changers: A Drop by Drop Guide to Empowering Cause-Driven Kids will help the children in your life develop even greater compassion and generosity.



CHARITYWATER.ORG
Download your free guide
World Changers: A Drop by Drop Guide to Empowering Cause-Driven Kids will help the children in your life

Download

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Download

SMS Capture



QR Codes at Events

Segmentation



Hi, Kristy

Welcome to your profile, a fundraising page you can personalize and share. All gifts made on your profile will increase your Lifetime Impact!

[Customize your profile](#) 

**Relevance is now more important
than frequency.**

Audience Types:

- Communication preference
- Age range
- Geographic location
- Donor type and/or history
- Volunteer behavior
- Event attendance
- Persona - needs and value proposition
- Job
- Cause interest
- Education level
- How they heard about you (Sign-up source)
- Event vs digital acquisition

Smaller, targeted send lists consistently outperform broad distributions.

Page Likes Ads

Debra Maples-Harkins likes No Kid Hungry.



No Kid Hungry

Sponsored · 

 Like Page

In the United States, 1 in 5 kids struggles with hunger. You can help.



\$20 Provides 200 Meals for Kids

No Kid Hungry is ending childhood hunger in America by bringing healthy meals to kids in need.

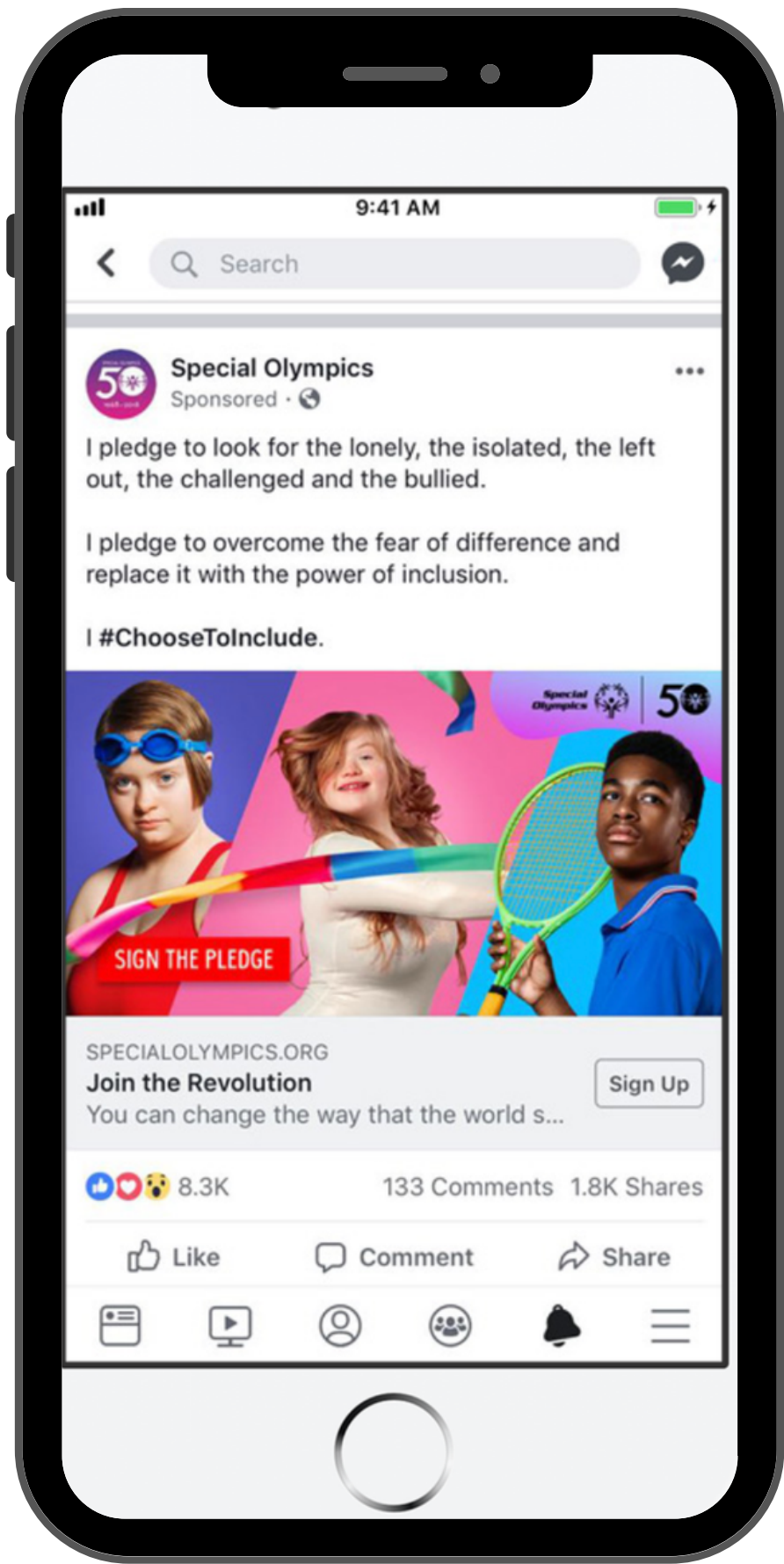
[NOKIDHUNGRY.ORG](https://www.nokidhungry.org)

Not affiliated with Facebook

[Donate Now](#)

Page likes ads are a perfect way to increase brand awareness and target supporters that showed interest in your nonprofit organization. Beyond that you can create lookalike audiences in Facebook's Ads Manager that will mirror your current donor base.

"Share with a friend"



Resources & Giveaways

Use giveaways and useful resources to grow your email list: Request that supporters sign up in order to participate or receive special guides and information.





Enter to Win!

25 days 20:59:36 remaining

Your Email Address *

Enter

Enter to win a seat at the table!

We're giving away 4 tickets to our May 14th fundraising event. Enter your email address today and we'll randomly select a winner on the 10th.

Simple as that!

WHAT YOU'LL GET:

- ✓ 5-COURSE GOURMET MEAL FROM ALFREDO'S ITALIAN
- ✓ PERFORMANCE FROM FABRIZIO MALDERO, ACCLAIMED LOUNGE PIANIST
- ✓ MINGLE WITH NOTABLE CITY PERSONALITIES

“ Testimonial ”

I always love Green Planet's fundraisers, and try to come every year. Not only do I love supporting a great cause, these fundraisers aren't like others in the city. They're fun, the food is always fantastic and the company unparalleled. Definitely hope to be there this year!

- Jane Finch

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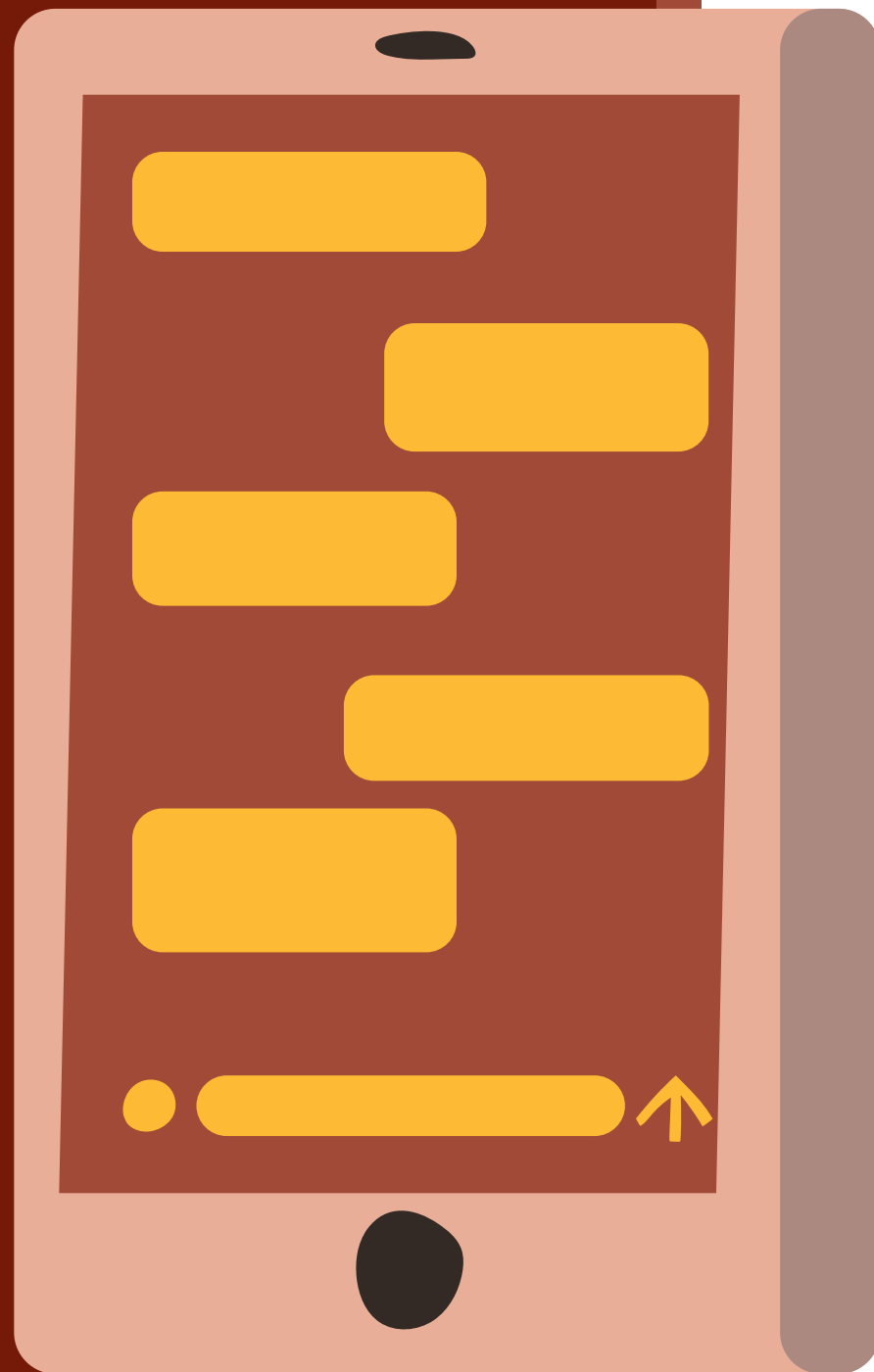
Powered by Wishpond



Content & Messaging



AI in Email Marketing



Where AI actually helps:

- Subject lines
- Drafting first-pass copy
- Send-time optimization
- Segmentation recommendations
- Repurposing content
- Personalization
- A/B testing ideas

AI should support your voice, not replace it.

Email Workflow & Automation



Once someone signs up, create an automated series of emails to introduce and get supporters involved

- Automating your emails helps to keep your audience engaged
 - Studies show it can boost engagement by 250%
- Create a "Welcome" Series drip campaign. This could be introductions to different missions or campaigns. Use this for non-donors first.

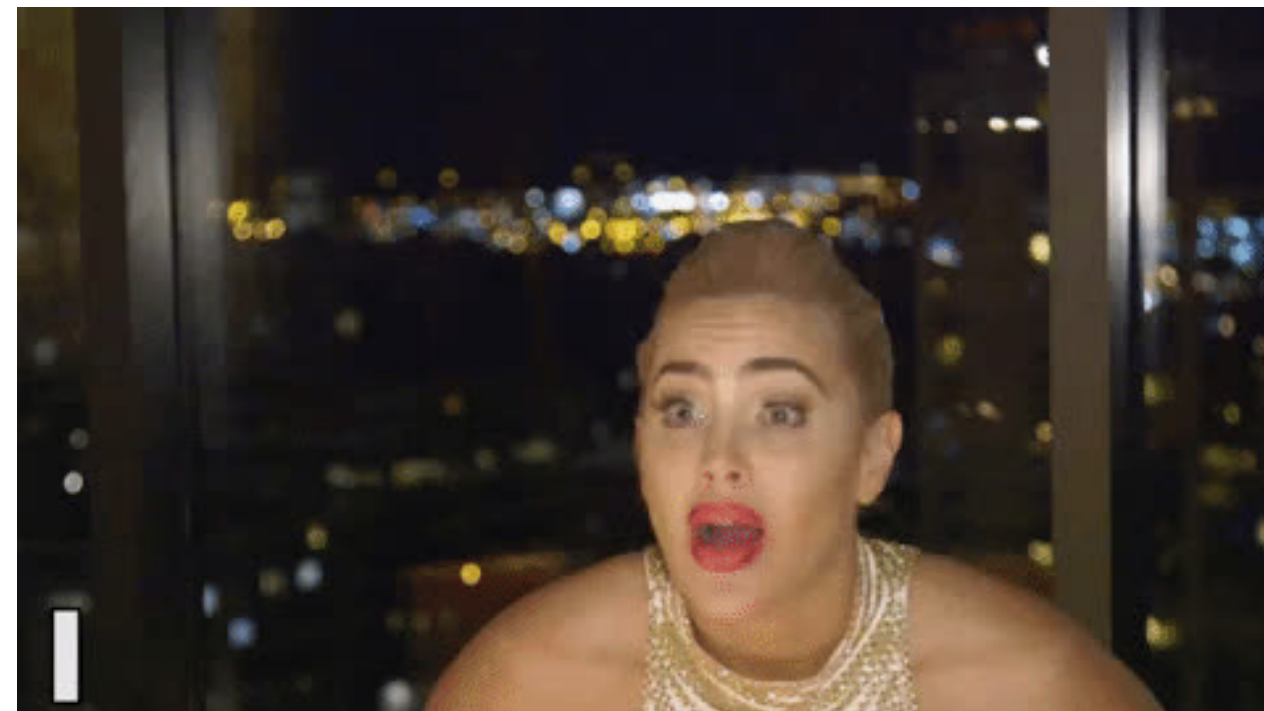
Easiest emails to automate:

- Welcome
- Donation & Thank You flow
- Abandoned donation follow up
- Volunteer onboarding
- Event reminder flow
- Recurring donor nurture
- Retention & reengagement



Personalized Messaging

- Your message should be relevant and specific to your donors' interest
 - An Accenture study found that 44% of donors are willing to contribute 10% more for a personalized experience.
- You can deliver personalized information by:
 - Asking subscribers why they joined the mailing list. Offer a preference center where subscribers can choose their interests
 - Using surveys to know what content they enjoy most
 - Learning their interest by tracking the links they're clicking



Use technology to personalize Subject lines with your supporter's names and make their experience special.

Choose an email provider that allows you to:

- Strategically send emails to your donors
- Customize email templates
- Has automation capabilities: sends emails triggered by user's actions such as signing up, donating, or special dates.
- Tracks email marketing metrics

The best fundraising emails are not asks. They are relationship builders.



Event Invites

- Highlight the benefits of attending the event
- Include all key information without making the email too long
- Use a quick CTA button to register right away
- Send out 1-2 reminders once they've signed up



Relationship Marketing & Impact Updates

- Narrate the story in your call to action
- Inform the reader how your organization is driving change
- Use catchy pictures related to the content



No Images? [Click here](#)



Canadian Red Cross



Thanks to technology, collaboration from around the world, and data crunching, answers are coming more quickly – and that means we’re able to save more lives and help more people in need.

This year, the American Red Cross and the International Federation of Red Cross and Red Crescent Societies announced [a new innovation in the field](#): a collaboration with Facebook around Disaster Maps that uses aggregated Facebook data to show where communities are located after a disaster, where they are moving, and where they are checking in as ‘safe.’

HOW DATA CAN SAVE LIVES

This collection of data — combined with other information — might be able to help the Red Cross better target relief supplies to the families and communities most in need during the critical days after large-scale disasters.

A Canadian Red Cross Innovation



Closer to home, during the 2016 Alberta Wildfires, the Canadian Red Cross launched an innovative online platform which allowed evacuees to register online to receive direct assistance.

This effective service was used by more than 20,000 households per day at its peak and earned the Canadian Red Cross a spot as a finalist in the Google.org Impact Challenge Canada to continue this pilot project and expand and improve it.

Our own mapping system showed that 1 out of every 4 registrants had evacuated outside the province, [proving the response to be a nation-wide effort](#). Faced with the challenge of assisting the affected communities not only in Alberta but throughout the whole country, we began using registration data to facilitate electronic fund transfers (EFTs) to registered individuals and families.

This is more than innovation. It's improving lives!

Follow Us:



Donation Appeals



**Change lives with
a regular donation.**

For just \$1 a day, you can give someone the gift of hope.

[DONATE ONLINE NOW](#)

sevenly

CUSTOM OUTFITTERS FOR WORLD CHANGERS



**GIVING
TUESDAY**

WE'RE DOUBLING OUR PLEDGES

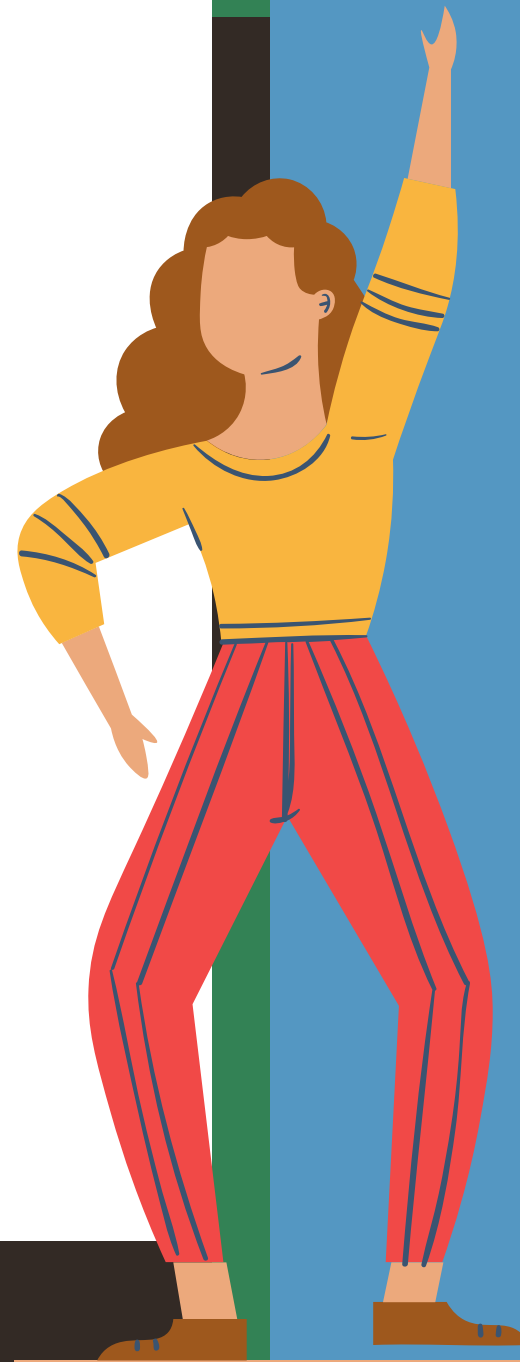
Today, we're joining with thousands of individuals and organizations to celebrate #GivingTuesday, the global day of giving! This year, we're extending generosity by doubling all pledges on all of our products. You can take part today by shopping Sevenly!

[DOUBLE YOUR PLEDGE →](#)

- Make sure you are not bombarding your supporters with donation request emails.
- Send this email to supporters who've shown interest in this type of campaign/program before.
- Invite your donors to give more by running special promotions like matching their donation.
 - 84% of donors are more likely to donate if their donations are matched
 - (Double the Donation study)

Thank You Emails

- It keeps donors engaged and eager to continue helping.
- When to send one:
 - Someone makes their first donation
 - Major milestones reached
 - Starting new programs or initiatives
 - Celebrating your organization's anniversary



Retention Emails



VOLUNTEER SPOTLIGHT

Meet Vickie

Originally from Malaysia, Vickie began volunteering alongside her daughter, and quickly became a key part of the food pantry team. She loves the close-knit community of volunteers and the chance to help others. She also volunteers 4 days a week!

Her advice? "If you have the time, it's a great way to connect and make a difference!" Thank you, Vickie, for all you do!



Volunteer Spotlights





This Thanksgiving, we're thankful for your support!

With your help, buildOn has empowered thousands of students and strengthened hundreds of communities across the globe.

In the U.S., tens of thousands of urban students have invested nearly 1.4 million hours of service to transforming their communities and empowering themselves. Today, 674 schools are bringing quality education and a chance out of poverty to 90,000 children and adults in the developing world.

None of this would be possible without you. THANK YOU!

- They are a simple tool for improving donor retention.
- Let donors know how their donation made an impact.
- Include specific information on how, when, and why their donation helped.

Deliverability & Trust



Nearly 1 in 6 emails never reach inboxes.

Even great emails cannot drive donations or engagement if supporters never see them. Nearly 18% of marketing emails never reach inboxes. Today, email providers like Google and Yahoo are becoming much stricter about what they allow into inboxes.

- Making sure your email system is properly verified and secure
- Giving supporters an easy way to unsubscribe
- Keeping your email list clean and updated (annually)
- Avoiding overly promotional or spam-like language
- Sending emails people actually open and engage with
- Removing inactive subscribers over time



Conversational Marketing & CTAs

What is it?

A dialogue-driven approach to marketing.

Benefits:

- Build trust and a closer relationship with supporters.

What does it look like?

- Using relaxed language and contractions like you would normally in an in-person conversation.
- Personalized marketing and dynamic ads to optimize conversions based on the person.

Call to Action (CTA) Examples

- Donate
- Register now
- Sustain our mission
- Keep me informed
- Sign up
- Give us a call
- Join the fight!
- Subscribe
- Learn more

Review Performance and Analytics

A/B Testing Subject Lines

Create and use two different versions of your subject line in order to compare their performance:

- Send each version to equal portions
- Use different wording, lengths, title case etc. for each.

Second Touch

Use follow-up emails to the opens 10-14 days after the original to remind your supporters about the event or campaign. This will keep your supporters engaged!

Unopened Emails

If you didn't get the open rate you were hoping for, try sending the same email again to the unopens but use a totally different subject line.

Check Other Metrics

Compare and keep track of how your email marketing strategy is performing:

- Open rate
- Click-through rate
- Spam complaint rate
- Bounce rate
- Unsubscribe rate

Mobile Optimization

- Majority of emails are opened on mobile
- Scannable formatting matters
- Large CTAs
- Short paragraphs
- Plain-text style often performs better



**50–65%+ of opens
happen on mobile**

Analyze:

- Click-through rate
- Click-to-open rate
- Conversion rate
- Revenue generated
- Retention
- Deliverability

Open rates are now less reliable because of Apple privacy updates.

Who is funds2orgs™



Who We Serve:

- Schools and education groups
- Nonprofits and civic groups
- Animal rescues and service animal groups
- Faith-Based organizations, churches, and mission travel groups
- Adoptions, families, and individuals

As a global social enterprise with headquarters in Florida, we support 4,000 families of micro-enterprise partners in the reuse economy across 20+ developing countries worldwide.

What is a Shoe Drive Fundraiser?

A creative, non-traditional fundraiser in which your organization can raise funds without asking your supporters to open their wallets. Get paid to collect gently worn, used or new shoes from your community!

What you get:

- A 100% profit fundraiser with no out-of-pocket costs
- Collection materials, flyer templates, social media posts, and more!
- A fundraising coach to help you with every step of the way.
- A check within 2 days of receipt and processing at our warehouse.
- A sustainable, feel-good fundraiser that supports your group, local community, and communities all over the world. It's a WIN-WIN!



SHOE DRIVES CREATE OPPORTUNITIES LOCALLY
THAT IMPACT PEOPLE GLOBALLY.



Thank you for watching our webinar!

Visit
funds2orgs.com

to learn more or speak to our fundraising coaches today by calling 407-930-2979 and hear all about a FREE, 100% profit fundraiser!



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