Email Marketing to Support Year-Round Online Fundraising

About me

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About NTEN

Agenda

1. Core Concepts of Online Fundraising & Email Marketing
2. Group Activity: Year-Round Content
3. Takeaways: Create a Draft Content Plan
Online Marketing Channels

Email Marketing
Newsletters, advocacy updates, appeals

Social Media 1.0 – The Originals
Facebook, LinkedIn, Twitter, FourSquare, YouTube, Google+, RSS Feeds

Social Media 2.0 – Visual Media
Pinterest, Vine, Instagram

Online Fundraising

- Average gift: $68
- Email list growth: +16%
- Online giving: +14%
- Nonprofit social media audiences grew faster than email or website

Don’t wait until December!

Donor Stewardship Practices

• Need to cultivate & maintain relationships
• Demonstrate effectiveness & impact
• Acknowledge donors for the support
It hasn’t changed...

It’s just a lot noisier, quicker, and with more channels to use
• How do you communicate with donors? (and how often?)

• How can/do donors communicate with you?
Ratio for audience engagement

- Ask yourself:
  - Are you listening?
  - Is this content helpful and relevant?
  - Would my audience want to share this?

What organizations do you support and why?
### Top 5 Reasons Why People Donate

1. I believe in the cause
2. I want to make change happen
3. I have friends or family who support this cause
4. I know someone who received services from this organization in the past
5. The charity asked for my help

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### Crowded Market: How to Stand Out?

- Different
- Credible
- Relevant
Effective Relationship Building: Starts with Trust!

Source: Edelman Trust Barometer 2014

Recognition Requires Repetition

Source: Edelman Trust Barometer 2013
Communicating can help!

Think Content First!
SOCIAL MEDIA EXPLAINED

TWITTER: I'M EATING A DONUT
FACEBOOK: I LIKE DONUTS
FOURSQUARE: THIS IS WHERE I EAT DONUTS
INSTAGRAM: HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE: HERE I AM EATING A DONUT
LINKEDIN: MY SKILLS INCLUDE DONUT EATING
PINTEREST: HERE'S A DONUT RECIPE
LAST FM: NOW LISTENING TO "DONUTS"

G+: I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
How to get content?

Get integrated!

Don’t forget that your colleagues are stakeholders & your organization has one personality!
Email Newsletters

- Builds supporter list
- Subscribers = supporters
- Content creation
- Creates culture of reporting
- Visibility across departments
- Improves SEO
Email Marketing Best Practices

1. **Compelling Headline**: Get their attention to open

2. **Short & sweet**: Less is more

3. **Include Visuals**: A picture says a thousand words

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Email Marketing Best Practices

4. **Call to Action**: What is the goal of the email? What do you want them to do?

5. **Test, test, test**: Create a library to see what works for your org
+1150% Subscribers in 4 Years

- Improved content through survey
- Collaboration and partnership
- Subscribe opportunities
- Social media channels
- Timing

(Social) Timing is Everything

Know your audience!
Poll: What time do you open promotional emails?

- Morning (6AM–Noon)
- Lunchtime (Noon–2PM)
- Afternoon (2–5PM)
- Evening (5–10PM)

Best Times to Promote your Work

- 6-10AM
- 7-10PM
- 5-7PM
- 3-5PM

Newsletter Analytics

Service Provider: Constant Contact
- Other services: HighRoad Solution, Vertical Response, Mail Chimp, Salsa, Convio

Control:
“Extended Early Bird pricing with this invitation!”

Test:
“You're invited: I want YOU in my track for Impact Leadership in San Francisco!”
Control:
“Scholarship applications for 14LCS due tomorrow!”

Test:
“Summit. Scholarships. Deadline tomorrow!”

Control:
“Meet the wizard behind your website’s curtain”

Test:
“How to build your brand and audience with great content”
Content Plan

- Date (Timing)
- Goals
- Channel
- Audience
- Content

MobLab Tip o' the Day:
Write emails that are easy-to-read on a mobile device.

For organizations that are looking to find better ways to write emails that supporters will see on their mobile devices, you should read articles by writer Mike Nuss. He has the following tips for crafting these messages:

1. Decrease the width of your email. The wider the email is, the smaller the text becomes, making it harder to read.
2. Keep your emails less than 102 KB. If an email is over 102 KB, some of its contents might be omitted when your supporter opens it on his/her mobile device.
3. Have a short subject line. Shorter subject lines cause less of your email to be pushed down. Viewers, therefore, will not have to scroll on their device to see the rest of the message.

Read the full article at npengage.com.

Got a tip to share? Send it to us at the Mob Lab

Tell us what you think of this tip.
We at Kiva are so thankful you’re part of the Kiva community — a community that includes more than 2.5 million lenders and borrowers around the globe. Together, we’re bound by our vision of a more connected, compassionate world. In celebration of this vision at the heart of Kiva’s work, we’re telling the world what #WeBelieve this week. Will you join us?

Since you’ve made a Kiva loan in Cambodia, we thought you might want to know more about Kiva’s impact in the country.

Kiva in Cambodia
by the numbers...

92,080 BORROWERS
92% WOMEN 8% MEN
$31,959,200 IN KIVA LOANS
$2,600 AVERAGE GDP PER CAPITA
$347 AVERAGE LOAN SIZE

49.5% OF POPULATION LIVING ON $2/DAY OR LESS

Data sources: Kiva, the World Bank and CIA World Factbook

Make a loan to another deserving borrower in Cambodia today!

Lend Now
Hooray!

Early Bird rates end this Thursday for the 2014 Leading Change Summit!

Still considering what value LCS holds for you? Join our free webinar on July 18, where NTEN’s CEO Amy Sample Ward will walk you through the LCS experience, the idea Accelerator, FAQs about LCS, what you’ll learn, and why you’ll need to go this way. Come curious, leave inspired.

To sweeten the deal, we have a limited number of scholarships available and a sweet hotel suite upgrade giveaway. The discussions are defined by the people in the room, and we want you there!

Join other nonprofit changemakers and bring your voice and your ideas to the table.

We hope you can make it.

Amy
Amy Sample Ward
CEO
NTEN The Nonprofit Technology Network
Anniversary: Year Established, Report Launched, Disaster, Impact

Birthdays: Cesar Chavez, Mahatma Gandhi, Martin Luther King
National Events: Election Day, Veterans Day

“...It’s more important than ever that we SHOW UP to VOTE, not just this year, but every year and in every election. Every voice must be heard and every vote must be counted.”

Global Action: GivingTuesday, Earth Hour

#GivingTuesday
Save the date: December 3, 2013

MARCH WITH IAVA ON VETERANS DAY
Donate your Facebook or Twitter status to show new veterans that you’ve got their back this Veterans Day.
Two vets from the state with the most donated statuses will win tickets to the Super Bowl!

One Planet One Future
Earth Hour is on March 23, 8:30 PM.

Quick & Dirty Content Plan

"Quick & Dirty" Content Plan - MFOM

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Key Takeaways

• Fundraising is dependent on relationship building
• Think about the goals of your message
• Know your audience
• Remember that your colleagues are important stakeholders
• Test, test, test!
• Remember to communicate often – it’ll make the year-end ask a lot easier!

Stay Connected

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