



PROGRESSIVE TECHNOLOGY PROJECT

Email Still Matters

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The *point* of email is to reach people.

Email has to physically reach them.



Myth: If you send it, they will come.

For email to be effective – people have to read it!





Email has a *purpose*.

There's something you want people to do or understand: an action, donate, etc.





Sounds Easy?

Email is an art.





THE 2015 M+R BENCHMARKS STUDY

NONPROFITS ONLINE: AN INFOGRAPHIC • #3DBENCH15



ACROSS 84 NONPROFITS IN 2014:

2,463,594,725 emails sent to → 37,028,854 subscribers

6,413,006 online gifts

\$412,803,101 dollars raised

7,480,285 advocacy actions



EMAIL FUNDRAISING

Open Rate: 14%



Open Rate: 16%

Click-through Rate: 0.48%



Click-through Rate: 3.3%

Response Rate: 0.06%



Response Rate: 2.9%

Drop in Response Rate from 2013: 12%



Drop in Response Rate from 2013: 18%

EMAILS SENT PER MONTH, PER SUBSCRIBER

62 Environment

17 International

20 Health

34 Rights

44 Animal Welfare

45 Hunger

NET EMAIL LIST GROWTH



11%

EMAIL LIST CHURN



18%



Increase in Online Revenue

Increase in Number of Gifts:

Percentage Of Gifts From First-Time Online Donors



13%



13%



20%

AVERAGE GIFT

One-Time:

\$82



Monthly:

\$22



0.8%

of website visitors made a donation

For every 1,000 website visitors, nonprofits raised



\$612

For every 1,000 fundraising messages delivered, nonprofits raised



\$40



FOR EVERY 1,000 EMAIL SUBSCRIBERS, NONPROFITS HAVE:



285

Facebook Fans



112

Twitter Followers



13

Mobile Subscribers



1.1 Facebook Posts Per Day



42% Facebook Fan Growth



5.4 Tweets Per Day



37% Twitter Follower Growth



58%

of groups invested in Paid Search Advertising



66%

of groups invested in Display and text ads (Facebook, reward/incentive sites, mobile ads.)



50%

of groups invested in Retargeting Advertising



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Email Messaging Best Practices: Tactics



Email Messaging: The Sign-Up Process

- **Have email sign-up forms everywhere:**
 - Website (on every page)
 - Facebook Page
 - Link to website form in Twitter Profile
 - Link to website form in YouTube Profile
- **Have email sign-up info go directly to your database (CRM)**

Sign-Up Form on Every Page

BMOC

BOYS AND
YOUNG MEN
OF COLOR

SIGN UP FOR EMAIL 

Search...



ABOUT

RESOURCE CLEARINGHOUSE

ISSUES

BLOG

VIDEOS

CONTACT US

**BUILDING HEALTHY
COMMUNITIES:
BOYS & YOUNG MEN
OF COLOR**

Enim ipsam nemo voluptatem

< Voluptatem et sit accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi. >

Welcome to BMOC



Sedsdf ut perspiciatis unde omnis iste natus error sit volucusantium dolo remque lasd sdfudantium, totam rem aperiam, eaque ipsa quae ab illo inventore enim ad minim setrwn veniam, minim veniam quisveri tatis etuasi architecto beatae vitae dicta sunt explicabo. Nemo enim enim ad minim setrwn veniam, minim veniam quisipsam

Issues

- [Neighborhoods](#)
- [Early Childhood](#)
- [Educational Achievement](#)

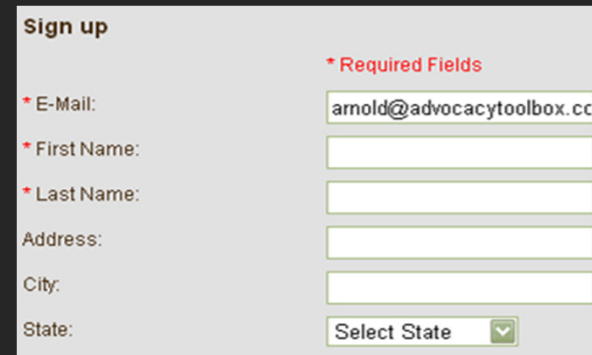
Sign-Up Form on Every Page

The screenshot displays the BMOC website interface. At the top left, the logo reads "BMOC BOYS AND YOUNG MEN OF COLOR". A navigation bar includes a home icon and links for "ABOUT", "RESOURCE CLEARINGHOUSE", "ISSUES", and "BLOG". A large banner image features the text "BUILDING HEALTHY COMMUNITIES: BOYS & YOUNG MEN OF COLOR" and a photograph of three young boys. Below the banner is a text box with the heading "Enim ipsam nemo voluptatem" and a paragraph of placeholder text. On the right side, a "SIGN UP FOR EMAIL" dropdown menu is open, revealing a sign-up form with the following fields: "Email Address *", "First Name", "Last Name", "Zip Code *", and "Organization/Institution". A blue "Subscribe" button is located below these fields. The bottom section of the page is divided into two columns: "Welcome to BMOC" with a group photo of four men and a paragraph of placeholder text, and "Issues" with a list of links: "→ Neighborhoods", "→ Early Childhood", and "→ Educational Achievement".

Email Messaging: The Sign-Up Process



1. Sign-Up Prompt

A white sign-up form titled "Sign up". It includes a red asterisk and the text "* Required Fields". The form has several fields: "E-Mail:" with the value "arnold@advocacytoolbox.cc", "First Name:", "Last Name:", "Address:", "City:", and "State:" with a dropdown menu labeled "Select State".

2. Sign-Up Form



3. Confirmation



4. Thank You Email

Unpacking the Components of Email





WESTERN STATES CENTER

December 2013

<Name> <Name>
<Phone> <Phone>
<Organization>
<Address>
<City>, <State>, <Zip>

Read Astrid's and Brooks's reasons. Tell us about yours.

Dear <Name1> and <Name2>:

As a supporter of Western States Center **you know** that movement building is about sustaining long-term action and working collaboratively. *What does this look like at Western States Center?*

The collaborations built through our VOYE (Voice Organizing, Training and Empowerment) program allowed organizations to share and shape their strategies with each other. The tactic that the Progressive Leadership Alliance of Nevada (PLAN) learned from the Oregon Student Association allowed PLAN to increase voter registration and mobilize their volunteers to make over 137,000 "Get Out the Vote" calls. Their effort helped pressure legislators to advance several progressive issues including:

- **Immigrant rights**
 - ✓ enabling undocumented immigrants to get driver's licenses
- **Economic justice**
 - ✓ providing homeowners with foreclosure prevention alternatives
 - ✓ removing a cap on the taxation rate of the mining industry
- **VOYE Organize**
 - ✓ repealing the constitutional ban on same-sex marriage*

And as a financial supporter of Western States Center **you help us** coach and train the dedicated organizers behind these successful wins.



"I financially support Western States Center because someone else made it possible for me to learn how to organize more effectively, develop my own leadership and use what I learn to affect positive change. I want to create that same opportunity for someone else."

- Astrid Silva, Immigration Organizer, PLAN

You inspire them to help the next generation of organizers.

* The Nevada Supreme Court vote on the ban is scheduled for November 2014.



collaboration
movement building
inclusivity and solidarity

..... these are some of their reasons
What are yours?

From: Kelley Weigel, Western States Center
Subject: We Are Half Way There!

"I've been a donor for many years because the Center's work has always focused on inclusivity and solidarity across all sorts of boundaries - identities, geography, issues."



- Brooks Nelson activist, filmmaker and Oregonian

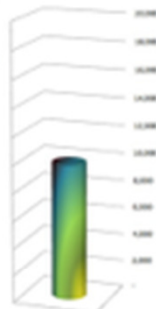
Dear {FIRST_NAME}Friend,

Do you believe that affirming people for who they are is the first step toward them feeling powerful enough to create changes in our society?

Click here to **DONATE**

Brooks does and so does our funder who is matching gifts given this month. This will **double your impact!** I hope we can count on you to raise \$20,000 by the end of the year.

Help Us Get to Our GOAL! We are half way there!



And as a financial supporter of Western States Center you help us coach and train the next generation of organizers. Please join us!

Sincerely,

Kelley

Kelley Weigel
Executive Director

Find us online



PO Box 40305, Portland, OR 97240 | 503.228.8866

Email Content Best Practices

pur·pose

/ˈpɜrpəs/

Noun

The reason for which something is done or created or for which something exists.



PROGRESSIVE TECHNOLOGY PROJECT

Email Content Best Practices

Focus Your Content on Them, not You





Email Content Best Practices


**Talk about Impact,
Not Need**





Email Content Best Practices

**Action-oriented.
Be explicit with
what you want and
when you want it.**

A faint, light blue graphic of a network diagram is visible in the background, consisting of several nodes connected by lines, positioned behind the main text.



PROGRESSIVE TECHNOLOGY PROJECT

Email Content Best Practices

**Help Them
Visualize it.
Design Matters.**





Email Content Best Practices

**Use Simple and
Punchy Words.**



Email Content Checklist

- What's The Purpose
- Focus Your Content on Them, Not You.
- Talk about Impact, Not Need.
- Action: What You Want Them to Do and When
- Help Them Visualize It. Design Matters
- Use Simple and Punchy Words
- Test, Test, Test.

