Drip Campaign…

… is the process of automatically “dripping” relevant information, usually via email, to donors and prospects over a period of time, based either on their actions or a predefined time interval
Basic concept of a Drip Campaign

First Msg -> Msg 2A, gave -> no response

Msg 2A -> Msg 2B, no response -> include video, clicked

Msg 2B -> Msg 3A, clicked -> your gift at work update

Msg 3A -> Msg 3B, clicked -> progress update

Msg 3B -> Msg 4A, no response -> thank you msg, clicked

Msg 4A -> Msg 4B, no response -> message from fellow donor