

# EMAIL MARKETING

FOR THE BUSY NON-PROFIT  
PROFESSIONAL

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## WELCOME!

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I love talking about how non-profits can harness the power of digital marketing tools to create low-cost yet effective fundraising and awareness campaigns.



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## ELEMENTS OF EMAIL MARKETING



### Audience

Who are you targeting?

### Planning

When and how often are you emailing?

### Writing

Make it clear what you want your audience to do

### Design

Use consistent branding to build trust

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## ELEMENTS OF EMAIL MARKETING



### CAN-SPAM

Laws regulating email marketing

### A/B Testing

Experiment to find out what works best for your audience

### Monitor Analytics

Gain insight into past performance and guide future campaigns

### Trendspotting

Latest design and topics you see in your industry and beyond

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## AUDIENCE

- Build a quality email list:
  - Use opt-in methods for organic list growth
  - Avoid purchasing email lists
- Divide your email list
  - Targeted segments
    - Donors
    - Volunteers
    - Clients
    - Board members
    - Event Participants
    - Top Fundraisers
- Tailor your email content
- Regularly clean your email list



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## PLANNING

Send consistently and with reasonable frequency.

Learn when your audience is likely most responsive.

Schedule emails in advance to reduce overlap



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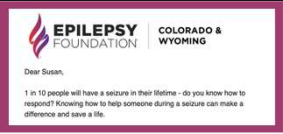

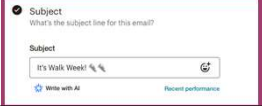
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## WRITING

Personalize emails

- Offer content that is relevant
- Keep your emails concise and scannable
- Proofread
- Avoid spammy words and phrases
- Use clear Call-to-Action

LASTLY: Craft a compelling subject line that grabs the recipient's attention and encourages them to open the email.

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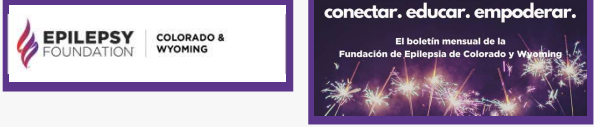
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## DESIGN

- Send well-designed emails with consistent branding
- Test on different email clients
- Test links before sending
- Create mobile-responsive emails

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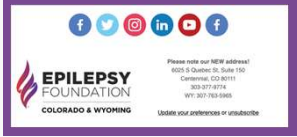
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## CAN-SPAM

- Include an unsubscribe option
- Include a physical mailing address
- Commercial vs. Transactional/Relational Emails



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### A/B TESTING

Experiment with different elements like subject lines, content, and CTA buttons

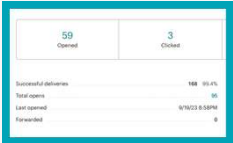
### MONITOR ANALYTICS

Track key metrics:

- open rates
- click-through rates
- unsubscribe rates

### KEEP AN EYE ON TRENDS

- Experiment with emerging technologies like interactive emails or AI-driven personalization.
- Stay updated on email marketing trends, best practices, and changes in email platforms' algorithms.



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### LET'S WRITE AN EMAIL!


- Invitation
- For parents of kids living with epilepsy
- In person in Denver
- Tuesday at 5 pm

**Audience**

**Planning**

**Writing**

**Design**



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View this email in your browser

 **EPILEPSY FOUNDATION**

COLORADO & WYOMING


Dear FIRSTNAME,

We know that a childhood epilepsy diagnosis can create great challenges when it comes to finding medical care, accessing education services, supporting siblings and making time for family fun.

Dr. Melanie Smith, pediatric epileptologist at Children's Hospital Colorado, Leigh Schommer, LCSW from Denver Health, are hosting a free education seminar for parents and caregivers of children ages 5-12 who live with epilepsy or seizure disorders.

Join us on **Tuesday, November 7, 2023 at 5 pm at the Fulginiti Pavilion at the Anschutz Medical Campus.**

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Dr. Smith will present common topics she addresses with her patient families, and Leigh will discuss local resources and services.

Bring your questions about school, social development,

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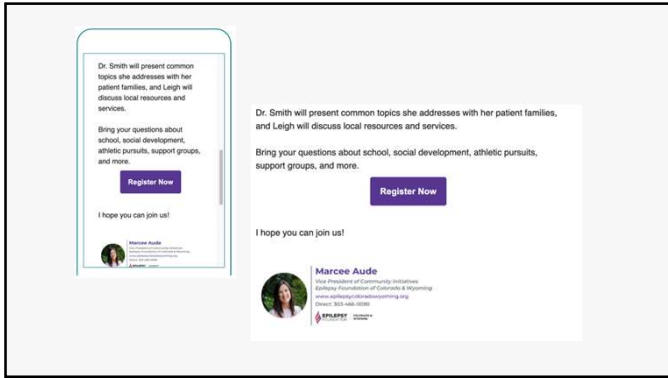
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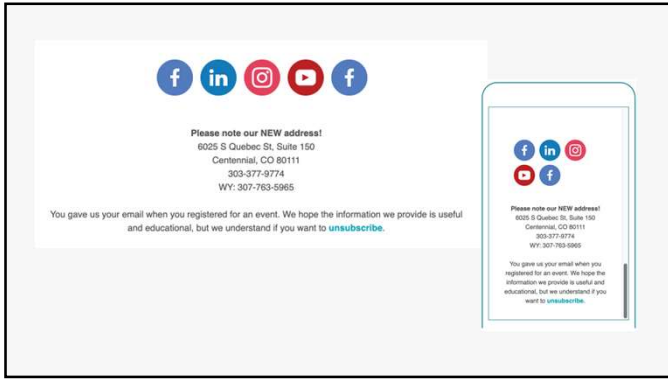
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THANK YOU

FOR COMING



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