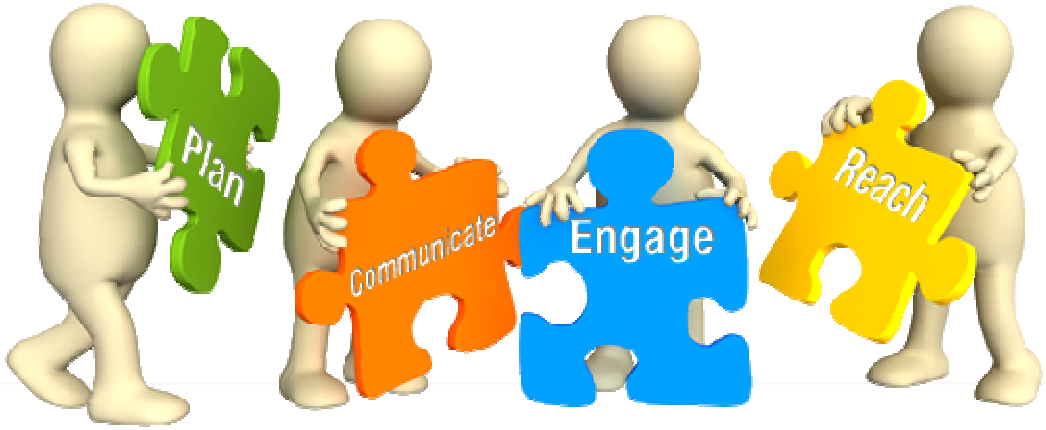
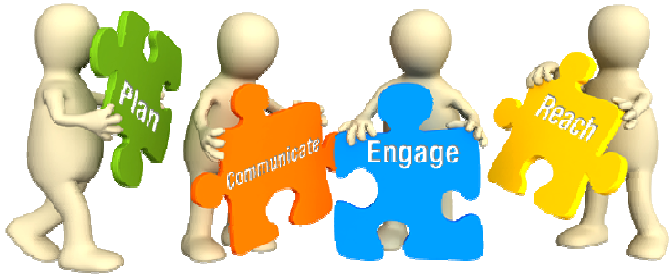
PUTTING THE PUZZLE PIECES TOGETHER



Communication Plan & Tactics to Engage Supporters Online

blackbaud™
your passion › our purpose

AGENDA



- **9:00am – 9:30am – Registration and Breakfast**

- **9:30am – 10:45am – Communications Plan & Tactics to Engage Supporters Online**
  - Setting the Stage
  - Plan for Online Engagement
  - Tactics and Communication Plan
  - Content and Reach

- **10:45am – 11:00am – Break**

- **11:00am – 11:45am – Fundraising Trends**

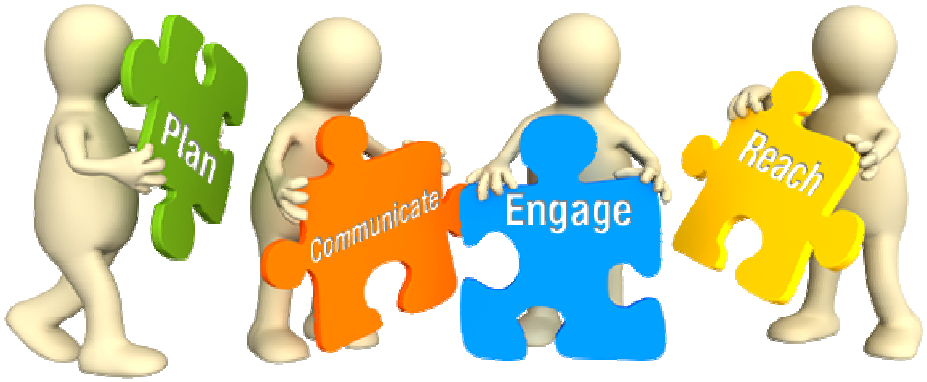
- **11:45am – 12:00pm – Q&A**

ABOUT TODAY'S SPEAKERS…

- **Alec Stern** – **Founder**, **Vice President of Strategic Market Development for Constant Contact** is a primary member of Constant Contact's founding team as one of the original 3 in the attic. Today he spearheads strategic market development and vertical industry thought leadership including Nonprofit and Associations for the company.

  In the past 20 years he's held active roles in the nonprofit sector which currently include positions on the Board of Directors, Board of Advisors or Executive Committees for a range of nonprofits including; The Boston Public Library Foundation, The Better Business Bureau and The ALLY Foundation. He also works with many National organizations including United Way, Cystic Fibrosis.

- **Frank Barry – Director of Digital Marketing**. For nearly 10 years Frank has been helping nonprofits use the Internet for fundraising, communications and community building so they can stay focused on changing the world. He's worked with a diverse group of organizations including LIVESTRONG, United Methodist Church, American Heart Association, University of Richmond and Big Brother Big Sisters of America.



SETTING THE STAGE

Look for the
“that’s easy to do”
button

ORGANIZATIONAL GOALS

- What are your goals for your organization with engaging your supporters online?

Today, we'll talk about how the use of online engagement can facilitate meeting your goals…

ORGANIZATIONAL CHALLENGES

- What are your challenges in meeting your online goals to engage supporters?

Today, we'll talk about how you can set up a plan & tactics to engage your supporters online…

PLAN FOR ONLINE ENGAGEMENT

WHICH ORGANIZATION GOALS MAP TO YOUR COMMUNICATIONS GOALS?

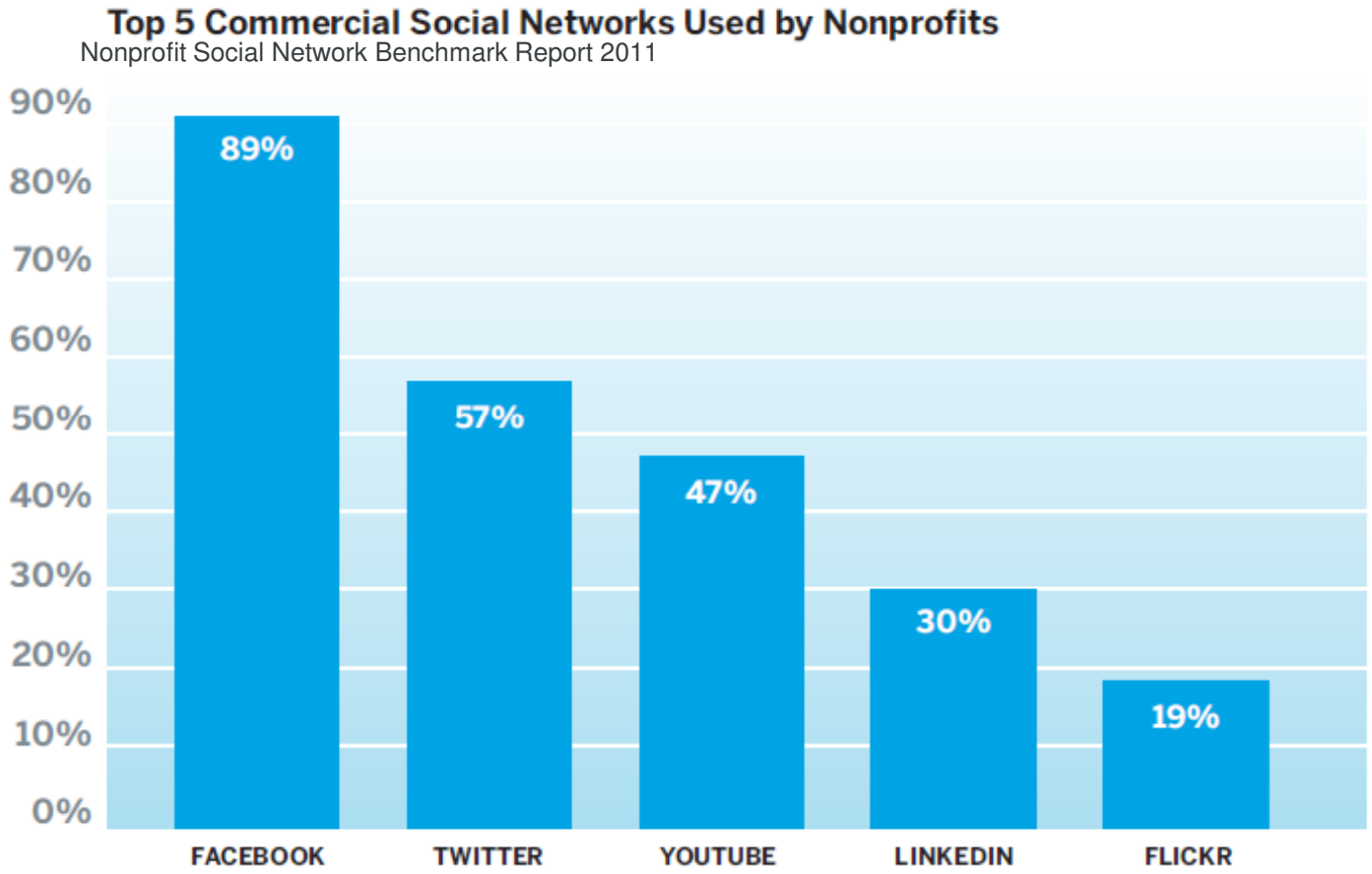
- Raising Your Voice
- Raising Awareness
- Raising Funds
- Keeping Your Organization in Supporter's Mind
- Increase Involvement – Events, Volunteering
- Building Relationships
- Driving Traffic To Your Organization
- Widen Exposure
- … and more

HOW ARE YOU COMMUNICATING ONLINE TODAY?

WHICH SOCIAL CHANNELS ARE NONPROFITS USING TO COMMUNICATE?

68% of nonprofits use social networking sites and 21% don't currently but plan to.
– 2010 State of the Nonprofit Industry Survey

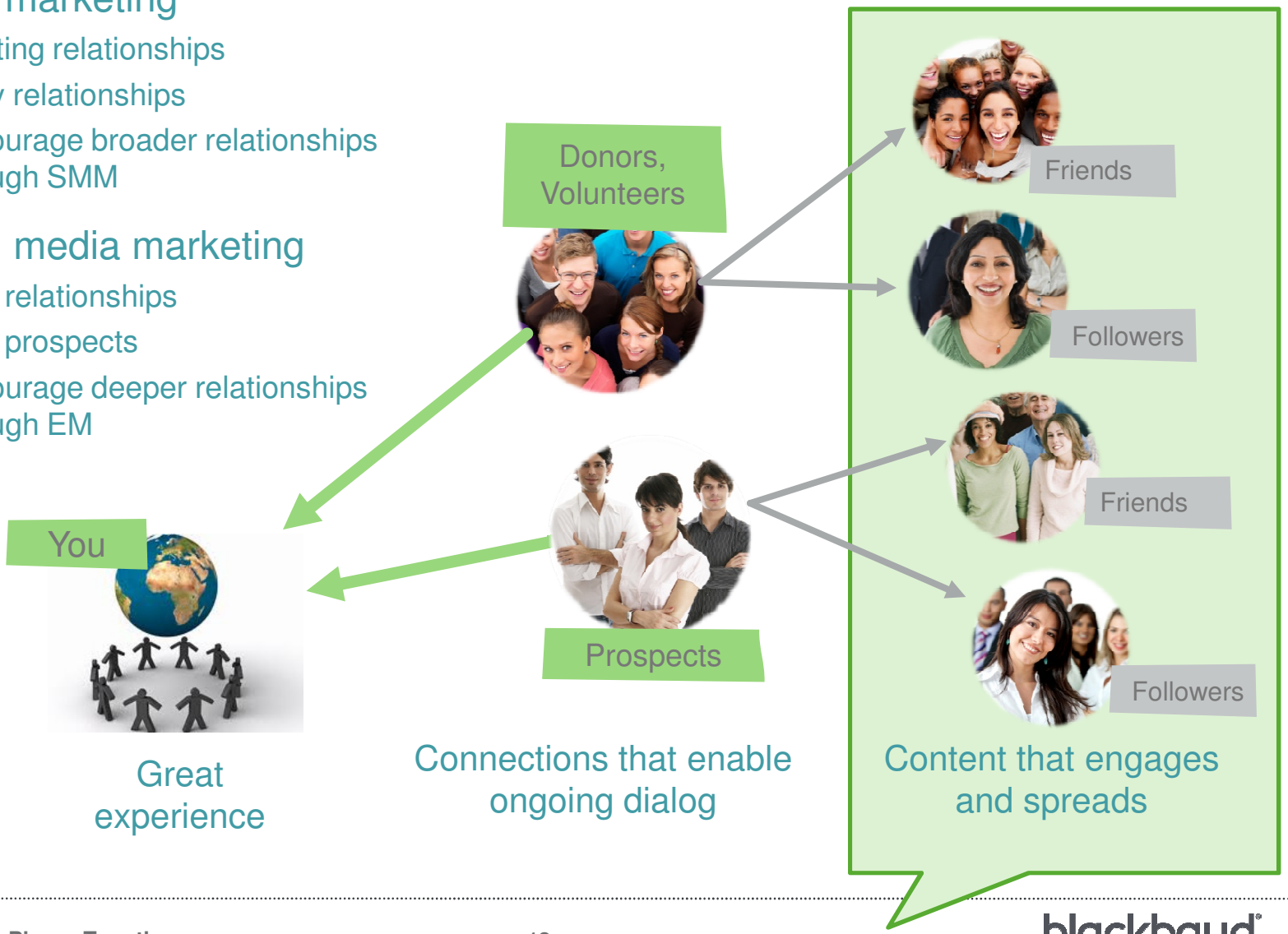
More than half of nonprofits monitor member feedback on their social media sites.
- Nonprofit Social Network Benchmark Report 2011



COMMUNICATE

BUILDING RELATIONSHIPS THROUGH COMMUNICATIONS

- Email marketing
  - Trusting relationships
  - Early relationships
  - Encourage broader relationships through SMM
- Social media marketing
  - New relationships
  - New prospects
  - Encourage deeper relationships through EM



WHAT TYPE OF COMMUNICATION?

Informational Communications

- News/service updates
- Related information to breaking news
- Thank you communications
- Holiday communications

Educationally-focused

Builds a relationship = Retention and loyalty

Establishes trust and credibility

Widens your audience exposure

Email Newsletter

Volunteer News

GS Alumnae Event

Learn How To Uncover The Story Behind Historical Photograph's!
Date: February 5
Location: Des Chutes Historical Museum, Bend
Time: 2-4 p.m.
Cost: Free
Learn more about this alumnae event open to all adult volunteers>>

Adult Learning Survey

Complete by November 23
We are seeking feedback about our adult learning group setting courses. Thank you in advance for completing our very short survey>>.

Quick Links

Important Information & Reminders

The Girl Scout Leadership Experience:
In September 2011, every Girl Scout will use 2 things - The journeys & *The Girl's Guide to Girl Scouting* - that will make her part of a powerful sisterhood. Learn more>>

Bank of America:
If you are a troop leader using this bank for your troop account, please view our information on troop bank account fee waivers>>.

Holiday Closures:
We will be closed November 25-26 and December 24-31.

Product Sales:
As parents submit money for orders, be sure to count it with them and give them a signed receipt. It will save many problems down the road. As you are collecting money, troops should be making a weekly deposit. It is a big personal financial risk to be holding on to funds and is frustrating for customers to have their checks uncashed. Make sure to record those weekly deposits you are making into the Council Product Sales Account in TNOS.

WHAT TYPE OF COMMUNICATION?

- **Promotional Communications**

Action Oriented

- **Drive traffic**
- **Obtain donations**
- **Drive attendance**

CONTENT HAS TO RELATE TO YOUR COMMUNICATION TYPE

Can You Promote in Your Informational Communications?

"Over-solicitation" was the second most-reported reason why donors stop giving (32%). – Cygnus Donor Survey 2011

As long as you're providing **informational** content, readers won't mind some promotion.

What is a good balance?

85% Informational
15% Promotional

C.A.S.E used their online newsletter to bring attention to its new book *W.I.S.E. Up!* For children in foster care.

The Center for Adoption Support & Education Newsletter

*1998 * Celebrating 10 Years of Helping Adoptive Families * 2008*

In This Issue

Introducing W.I.S.E. Up! For Children in Foster Care

AD/HD and the Adoptive Family

Create a S.A.F.E. Environment at Your Child's School

Help C.A.S.E. Meet 2 Important Challenge Grants!

5 Back to School Tips for Adoptive Parents

Upcoming Events & Workshops

Fall Specialty Workshops:

AD/HD & the Adoptive Family
Sept. 15

Introducing
W.I.S.E. Up!
For Children in Foster Care

The Center for Adoption Support is pleased to announce that its most popular children's program and powerbook, W.I.S.E. Up! SM, which has helped more than 10,000 adopted children, has been tailored to meet the specific needs of children in foster care.

Thanks to generous funding from The Mead Foundation, *W.I.S.E. Up! For Children in Foster Care* is in the final stages of production and scheduled for delivery this October.

In the book's forward, Victoria Rowell, TV actress and New York Times Best Selling author of *The Women Who Raised Me* writes, "Among the most important skills foster parents, relative care givers, social workers, teachers, school counselors and mentoring adults can teach to children in foster care is how to manage their own feelings, while simultaneously handling the questions, comments and curiosities of others. W.I.S.E. Up! does all of this and more."

"W.I.S.E. Up provides foster children (and caring adults) a simple, sensitive guideline," Rowell says. "By practicing the

(Read more)

"When **subscribers** read about the new book in the newsletter, they **forwarded it** to others and helped us generate **hundreds of pre-sales** as well as **connected us to professionals** at the local and state levels who could get this important book into the hands of foster children."

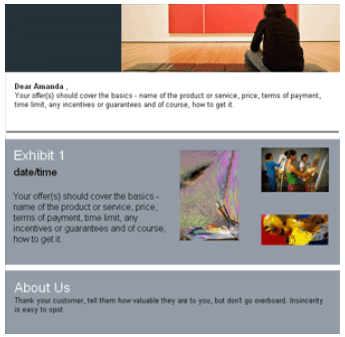
- Michelle Lovejoy, Director of Community Education

WHICH COMMUNICATION TYPE ARE NONPROFITS SENDING?

Constant Contact

What is the first type of email that a typical Nonprofit sends?
- Return Path, 2009

25%



Promotional Email

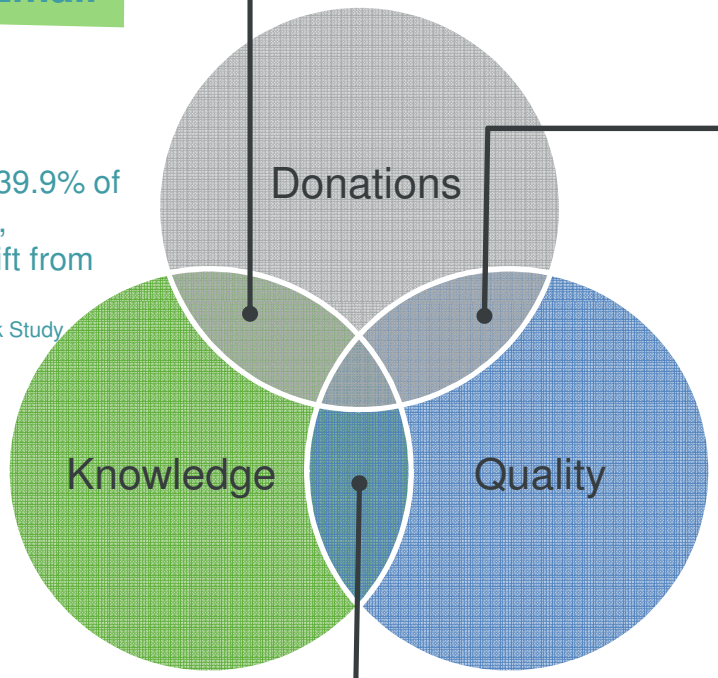
Special events, appeals.

Email accounts for 39.9% of online contributions, average one time gift from email is $81.33
- 2010 eNonprofit Benchmark Study

58%

Informative Email

News, updates, research, advocacy, facts, opinions, tips



17%

Relational Email

Thank-you's, acknowledgement

CUSTOMER SPOTLIGHT – INFORMATIONAL COMMUNICATION

Center for Adoption and Education (C.A.S.E.)

Constant Contact member since 2005
List size: 5,588
Open rate: 26.74%
Website: http://www.adoptionsupport.org

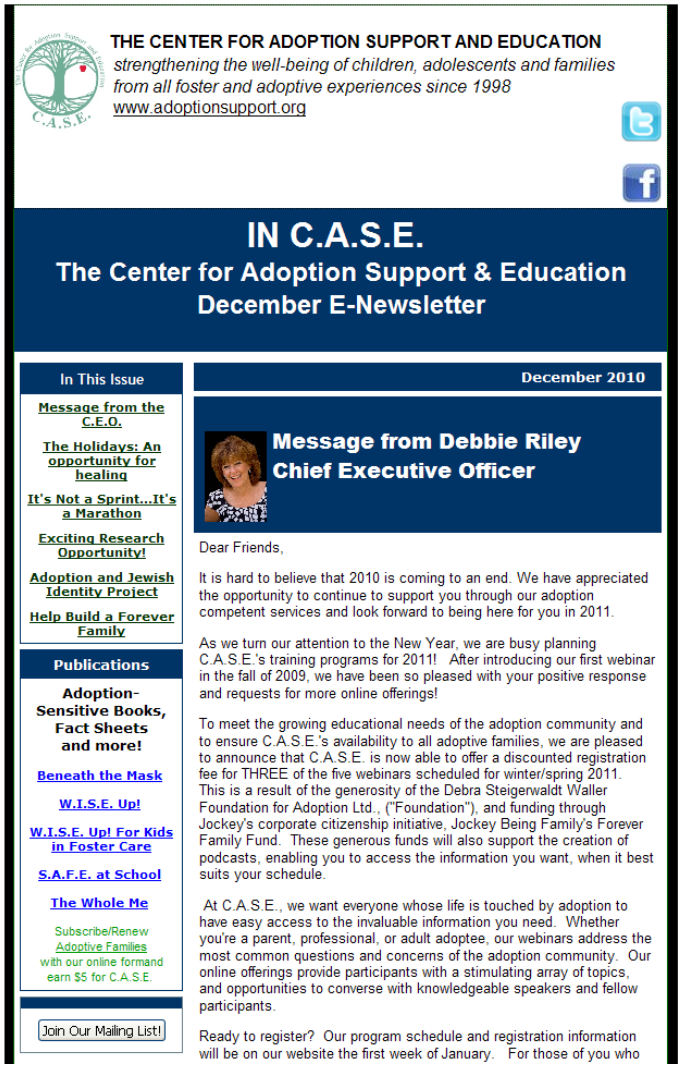
Benefits of Informative content:

- ✓ Makes this organization a trusted source for information
- ✓ The referrals generated have been invaluable to their mission

"Our informational newsletter has become a **trustworthy communication** that our readers love to share – across the country."

"**As a result, we do get a range of referrals** – from individuals who want and need our adoption-sensitive books to professional organizations who otherwise would not have known about the professional and community programs we offer."

- Michelle Lovejoy, Director of Community Education



THE CENTER FOR ADOPTION SUPPORT AND EDUCATION
strengthening the well-being of children, adolescents and families from all foster and adoptive experiences since 1998
www.adoptionsupport.org

IN C.A.S.E.
The Center for Adoption Support & Education
December E-Newsletter

In This Issue
Message from the C.E.O.
The Holidays: An opportunity for healing
It's Not a Sprint...It's a Marathon
Exciting Research Opportunity!
Adoption and Jewish Identity Project
Help Build a Forever Family

Publications
Adoption-Sensitive Books, Fact Sheets and more!
Beneath the Mask
W.I.S.E. Up!
W.I.S.E. Up! For Kids in Foster Care
S.A.F.E. at School
The Whole Me
Subscribe/Renew Adoptive Families with our online formand earn $5 for C.A.S.E.

Join Our Mailing List!

December 2010

Message from Debbie Riley
Chief Executive Officer

Dear Friends,

It is hard to believe that 2010 is coming to an end. We have appreciated the opportunity to continue to support you through our adoption competent services and look forward to being here for you in 2011.

As we turn our attention to the New Year, we are busy planning C.A.S.E.'s training programs for 2011! After introducing our first webinar in the fall of 2009, we have been so pleased with your positive response and requests for more online offerings!

To meet the growing educational needs of the adoption community and to ensure C.A.S.E.'s availability to all adoptive families, we are pleased to announce that C.A.S.E. is now able to offer a discounted registration fee for THREE of the five webinars scheduled for winter/spring 2011. This is a result of the generosity of the Debra Steigerwaldt Waller Foundation for Adoption Ltd., ("Foundation"), and funding through Jockey's corporate citizenship initiative, Jockey Being Family's Forever Family Fund. These generous funds will also support the creation of podcasts, enabling you to access the information you want, when it best suits your schedule.

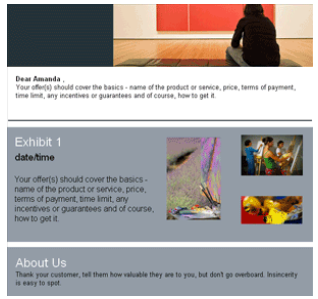
At C.A.S.E., we want everyone whose life is touched by adoption to have easy access to the invaluable information you need. Whether you're a parent, professional, or adult adoptee, our webinars address the most common questions and concerns of the adoption community. Our online offerings provide participants with a stimulating array of topics, and opportunities to converse with knowledgeable speakers and fellow participants.

Ready to register? Our program schedule and registration information will be on our website the first week of January. For those of you who

DETERMINE APPROPRIATE FORMAT FOR OBJECTIVE

- **Newsletters**
  - Frequency: Regular i.e. monthly / weekly
  - Lots of educational content (typically non-promotional)
  - Use bullets, summarize information, be concise

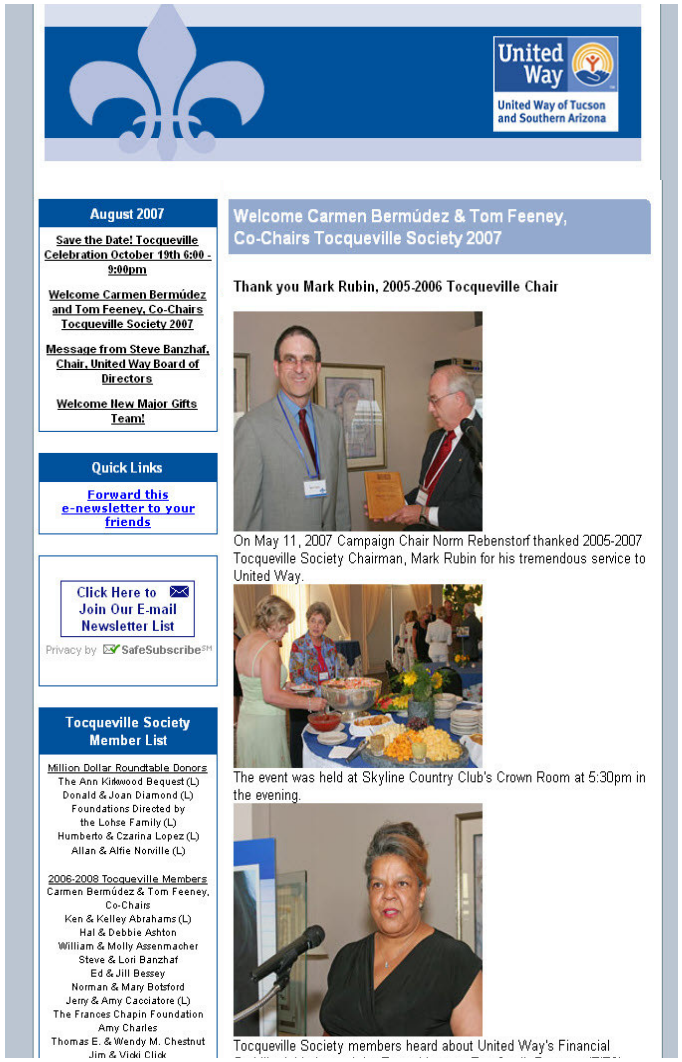
- **Promotions / Invitations / Surveys**
  - Frequency: Depends on your fundraising cycle
  - Focus on promotion / limited content
  - Use content to invite click-through or other action



- **Announcements**
  - Frequency: Event-driven
  - Press releases, holiday greetings, thank you cards…
  - Use content to build deeper relationships

COMMUNICATION EXAMPLES AND FREQUENCY

Tocqueville Society Email - Quarterly



United Way
United Way of Tucson and Southern Arizona

August 2007

Save the Date! Tocqueville Celebration October 19th 6:00 - 9:00pm

Welcome Carmen Bermúdez and Tom Feeney, Co-Chairs Tocqueville Society 2007

Message from Steve Banzhaf, Chair, United Way Board of Directors

Welcome New Major Gifts Team!

Quick Links

Forward this e-newsletter to your friends

Click Here to Join Our E-mail Newsletter List

Privacy by SafeSubscribe℠

Tocqueville Society Member List

Million Dollar Roundtable Donors
The Ann Kirkwood Bequest (L)
Donald & Joan Diamond (L)
Foundations Directed by the Lohse Family (L)
Humberto & Czarina Lopez (L)
Allan & Alfie Norville (L)

2006-2008 Tocqueville Members
Carmen Bermúdez & Tom Feeney, Co-Chairs
Ken & Kelley Abrahams (L)
Hal & Debbie Ashton
William & Molly Assenmacher
Steve & Lori Banzhaf
Ed & Jill Bessey
Norman & Mary Botsford
Jerry & Amy Cacciatore (L)
The Frances Chapin Foundation
Amy Charles
Thomas E. & Wendy M. Chestnut
Jim & Vicki Click

Welcome Carmen Bermúdez & Tom Feeney, Co-Chairs Tocqueville Society 2007

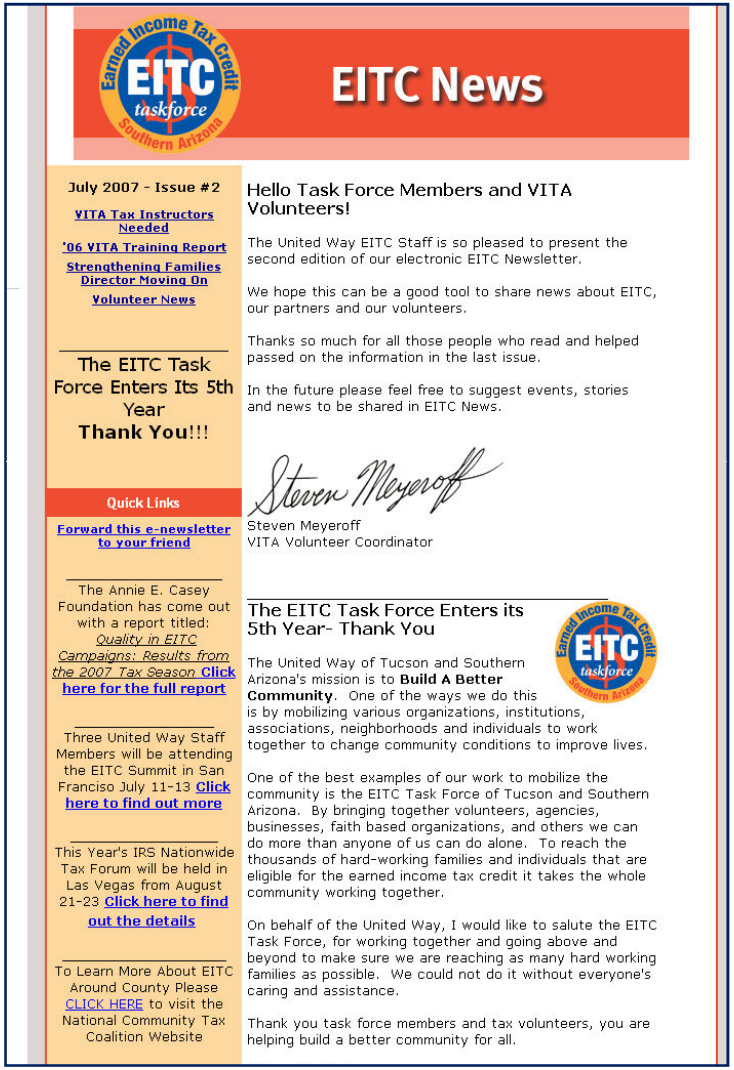
Thank you Mark Rubin, 2005-2006 Tocqueville Chair

On May 11, 2007 Campaign Chair Norm Rebenstorf thanked 2005-2007 Tocqueville Society Chairman, Mark Rubin for his tremendous service to United Way.

The event was held at Skyline Country Club's Crown Room at 5:30pm in the evening.

Tocqueville Society members heard about United Way's Financial

Tax Volunteers Email - Monthly



Earned Income Tax Credit EITC taskforce Southern Arizona

EITC News

July 2007 - Issue #2

VITA Tax Instructors Needed
'06 VITA Training Report
Strengthening Families Director Moving On
Volunteer News

The EITC Task Force Enters Its 5th Year
Thank You!!!

Quick Links

Forward this e-newsletter to your friend

The Annie E. Casey Foundation has come out with a report titled: *Quality in EITC Campaigns: Results from the 2007 Tax Season* Click here for the full report

Three United Way Staff Members will be attending the EITC Summit in San Francisco July 11-13 Click here to find out more

This Year's IRS Nationwide Tax Forum will be held in Las Vegas from August 21-23 Click here to find out the details

To Learn More About EITC Around County Please CLICK HERE to visit the National Community Tax Coalition Website

Hello Task Force Members and VITA Volunteers!

The United Way EITC Staff is so pleased to present the second edition of our electronic EITC Newsletter.

We hope this can be a good tool to share news about EITC, our partners and our volunteers.

Thanks so much for all those people who read and helped passed on the information in the last issue.

In the future please feel free to suggest events, stories and news to be shared in EITC News.

Steven Meyeroff
VITA Volunteer Coordinator

The EITC Task Force Enters its 5th Year- Thank You

The United Way of Tucson and Southern Arizona's mission is to **Build A Better Community**. One of the ways we do this is by mobilizing various organizations, institutions, associations, neighborhoods and individuals to work together to change community conditions to improve lives.

One of the best examples of our work to mobilize the community is the EITC Task Force of Tucson and Southern Arizona. By bringing together volunteers, agencies, businesses, faith based organizations, and others we can do more than anyone of us can do alone. To reach the thousands of hard-working families and individuals that are eligible for the earned income tax credit it takes the whole community working together.

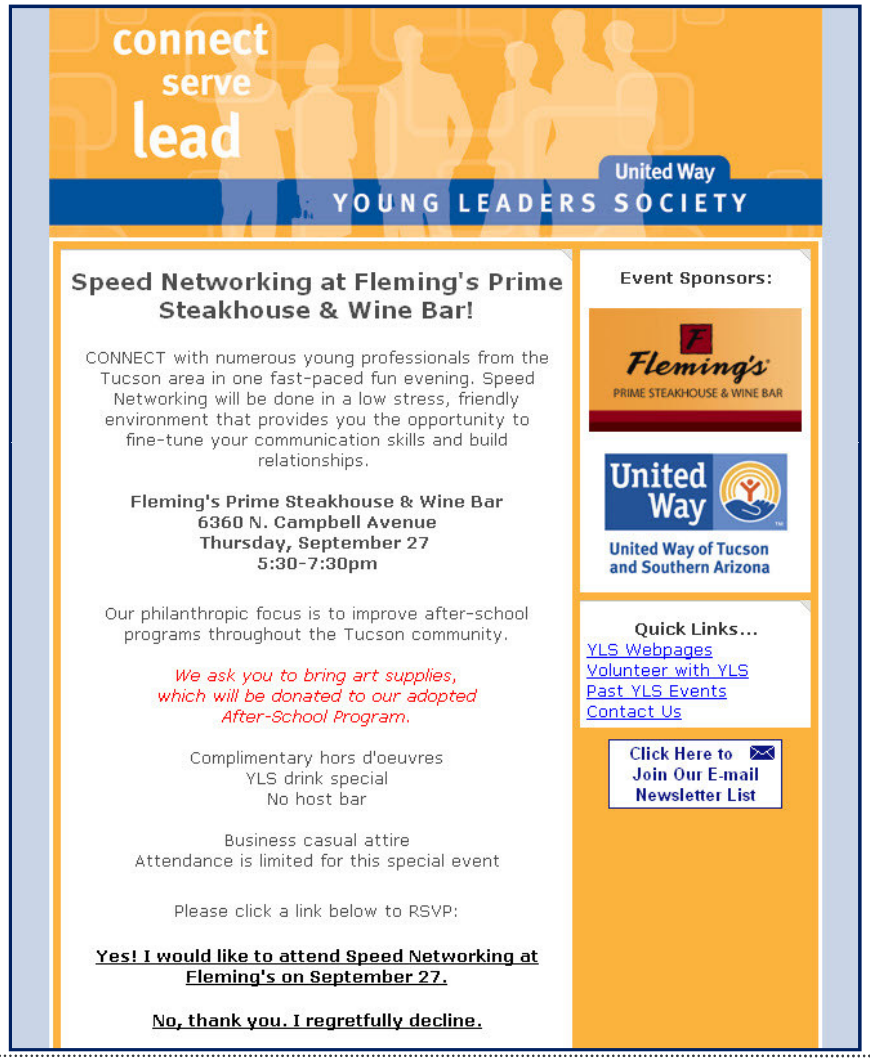
On behalf of the United Way, I would like to salute the EITC Task Force, for working together and going above and beyond to make sure we are reaching as many hard working families as possible. We could not do it without everyone's caring and assistance.

Thank you task force members and tax volunteers, you are helping build a better community for all.

COMMUNICATION EXAMPLES AND FREQUENCY

Constant Contact

Young Leaders Society Email - Twice Monthly



Board of Directors Email – Monthly

WHEN SHOULD COMMUNICATIONS BE SENT?

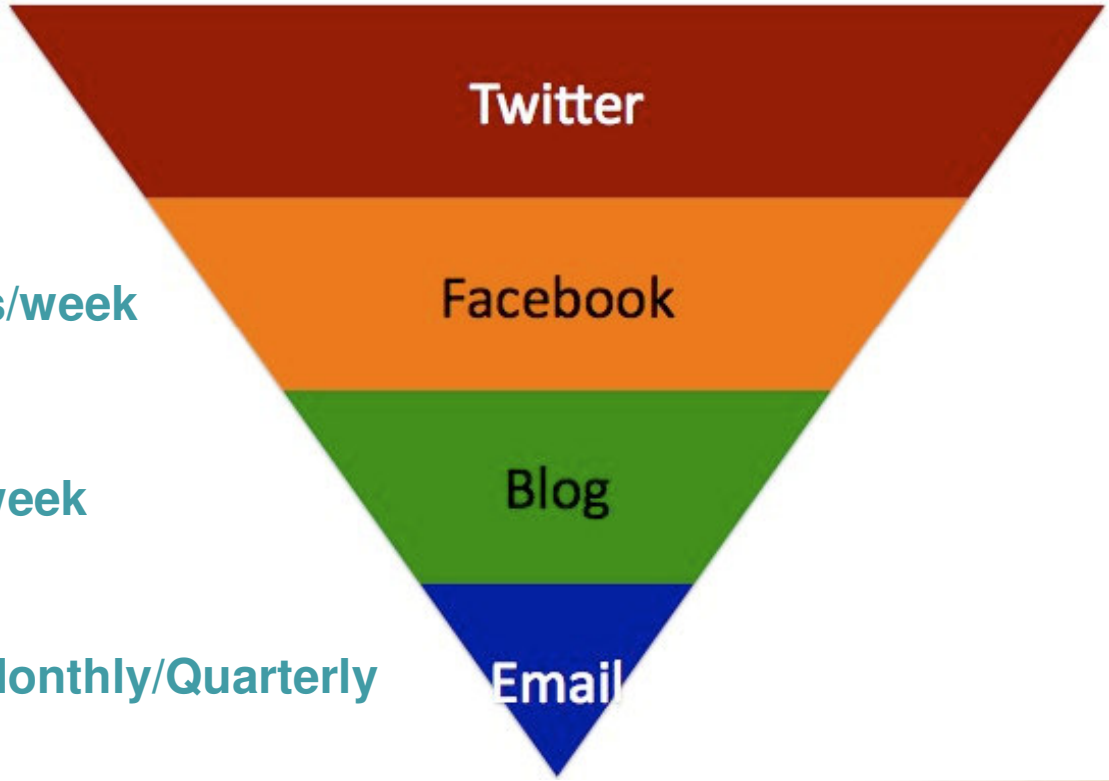
Regularly Participate

Daily

2 – 3 times/week

2 times/ week

Weekly/Monthly/Quarterly



Graphic Courtesy of Jay Baer: http://www.convinceandconvert.com

WHEN SHOULD COMMUNICATIONS BE SENT?

When is your audience reading your communications?

Watch for trends in your **Opens Report**:

Email Name : Webinar Schedule for Feb 1-5: Support

Date Sent: 2/1/2010

Email Address	Status	Opened Date
aschissell@constantcontact.com	Active	2/1/2010 10:51 AM EST
ssearey@constantcontact.com	Active	2/1/2010 10:47 AM EST
jmccall@constantcontact.com	Active	2/1/2010 10:46 AM EST
kallen@constantcontact.com	Active	2/1/2010 10:45 AM EST
jtaymore@constantcontact.com	Active	2/1/2010 10:37 AM EST
sisaacs@constantcontact.com	Active	2/1/2010 10:32 AM EST
ndfournier@constantcontact.com	Active	2/1/2010 9:55 AM EST
ndfournier@constantcontact.com	Active	2/1/2010 9:55 AM EST
ndfournier@constantcontact.com	Active	2/1/2010 9:55 AM EST
rramirez@constantcontact.com	Active	2/1/2010 9:36 AM EST
mnunes@constantcontact.com	Active	2/1/2010 9:32 AM EST
jtryon@constantcontact.com	Active	2/1/2010 9:31 AM EST

WHEN SHOULD COMMUNICATIONS BE SENT?

FREQUENCY & DELIVERY TIME

- How often to send
  - Create a master schedule – be consistent!
  - Include frequency in online sign-up "Monthly Newsletter"
  - Keep content concise and relevant to planned frequency
  - Invest time to repurpose content on social channels

How frequently are other nonprofits emailing?
#1 - Monthly (43%)
#2 - Every other week (17%)
#3 - Quarterly (16%)
-2011 Nonprofit Marketing Guide

- When to send
  - When is your audience most likely to read it?
    - Day of week (Tuesday & Wednesday)
    - Time of day (10am to 3pm)
  - Test for timing
    - Divide your list into equal parts
    - Send at different times and compare results
  - Re-stimulate social conversations: repost, retweet

Online giving highest first half of work week and take place from 9 to 5PM.
-What donors really do online, Network for Good, 2011

WHEN SHOULD COMMUNICATIONS BE SENT?

Create a calendar to plan your communication touches

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1 Gift Idea Email	**2** Newsletter	**3** Weekend Sale Specials-PM	**4**	**5**	**6**
7	**8**	**9** Mother's Day Gift Ideas-Extended Hours	**10**	**11** Last day for delivery	**12**	**13** Mother's Day
14	**15**	**16**	**17**	**18**	**19**	**20**
21	**22**	**23**	**24** Summer Specials-Extended Hours	**25**	**26** Memorial Day Weekend	**27** Memorial Day Weekend
28 Memorial Day Weekend	**29** Memorial Day Weekend	**30**	**31**			

	Regular Communication
	Holiday/Event Effecting Business
	Promotional Communication
	Date Deadline Communication

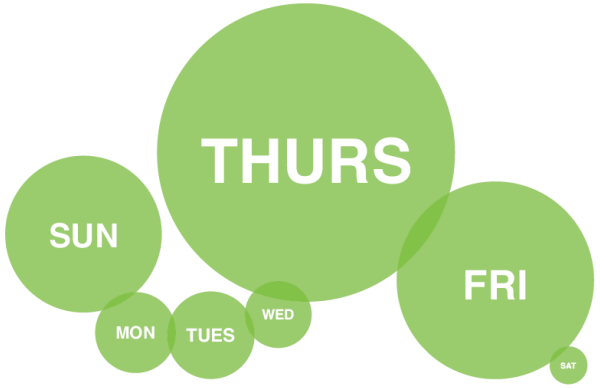
WHEN SHOULD COMMUNICATIONS BE SENT?

- Tips for Engaging **Facebook** Pages

  - **Keep post length short and sweet**
    - 80 characters or less got a 27% higher engagement rate.

  - **Post updates when your fans are listening**
    - Brands posting outside of business hours had 20% higher engagement rates.
    - Post early in the morning or late at night.

  - **All days are not equal**
    - The less people want to be at work, the more they are on Facebook. Thursdays and Fridays and Sundays get highest engagement.



Source: Buddy Media 2011 Study

ENGAGE

THE IMPORTANCE OF ENGAGING COMMUNICATIONS

You need to stay "top of mind" with your current and prospective supporters

It takes an average of 7 touches before an action occurs.

59% of people need to hear something about a specific organization 3 - 5 times to believe that information is likely to be true. – Edelman Trustbarometer 2011

Informative newsletter to **potential supporters** → Gets and keeps them opening → Understands and connects to your cause → Initiates action (donation/advocacy)

Initial Action Doesn't Get You The Biggest Payoff

- **New supporters cost 10 times more than keeping existing ones**
- **It's 5 times easier to win back a lost supporter than to find a new one**
- **Loyal supporters generate referrals!**

✓An engaging newsletter for **current supporters** is essential.

THE IMPORTANCE OF ENGAGING COMMUNICATIONS

Supporters want to hear from you and feel connected

- **Supporters want information**
  - **In 2010 42% of nonprofits had donors ask to be updated on how their contributions were spent. A significant increase from 32% in 2008. – 2010 State of the Nonprofit Industry Survey**
- **Information helps supporters feel connected**
  - **The #1 reason existing donors stopped giving to a particular charity is that they no longer felt connected to the organization (57.7%). – 2008 Bank of America Survey**
- **Information lets supporters see that their donation is making an impact**
  - **Just less than 20% of donors believe that their donations make a major impact on the organizations they support. – 2008 Bank of America Survey**

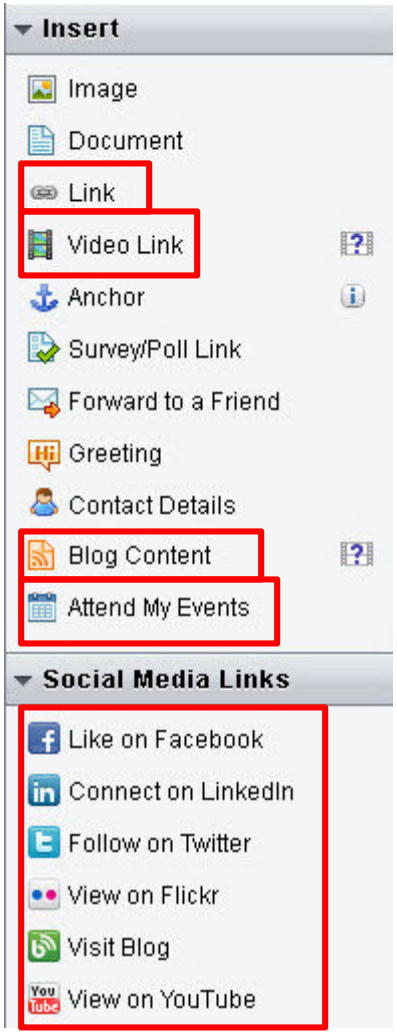
Informative newsletter to **existing supporters** → Keeps them connected → Deepens their interest → Repeat action (donation/advocacy) → Word of mouth - referrals!

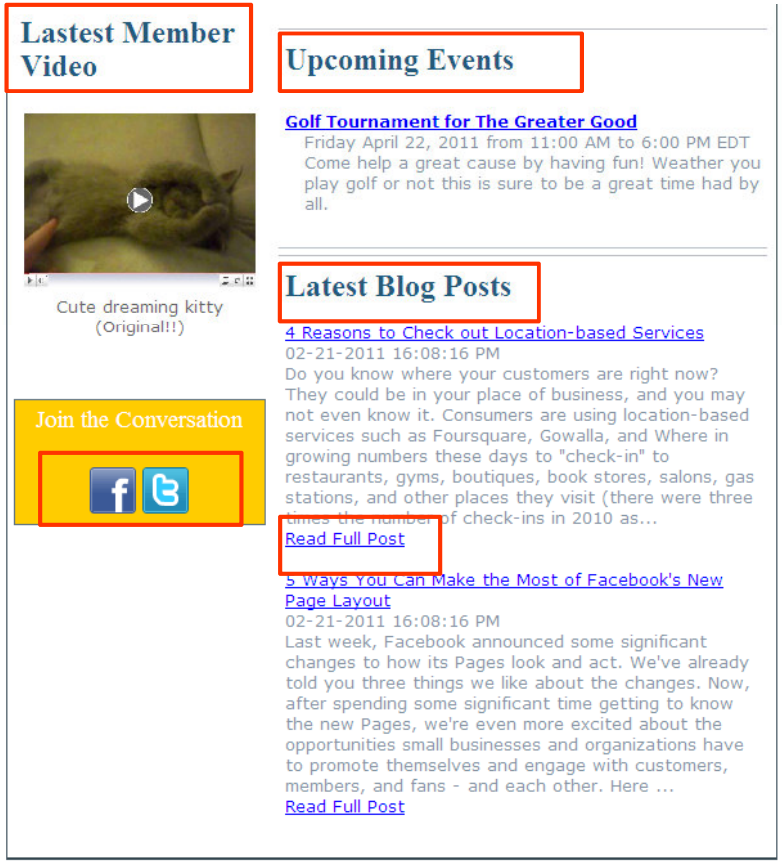
SHARE VALUABLE CONTENT

- Share **your behind the scene photos** and inspiring **videos** and **stories**
- Encourage supporters to share **their photos**, **videos**, and **stories**
- **Invite a discussion** on the hot topics identified in your email clicks report
- **Bring the conversation from your newsletter**: Start an article in your newsletter and have a link for them to read the rest or answer the question on your Facebook page.
- **Bring the conversation to your newsletter**
- **Ask questions** about your programs, events, their passions, interests
- Share current and relevant **news, your insights** and invite their opinions
- Share helpful **hints and tips** your supporters can use today

USE CONTENT YOU ALREADY HAVE

Constant Contact





Connect your supporters with specific content on:

- Website
- Blog
- Youtube channel
  - Video in email increase clicks by 2-3 times (Forrester)
  - Video increases subscriber engagement by 20-200%. (Visible Gains)
  - Video results in a 75% reduction of opt-out rate. (Eloqua)
- Facebook page
  - Those age 55 and up is the fastest growing segment of Facebook users. (comScore 2010 U.S. Digital Year in Review)

CUSTOMER SPOTLIGHT: CHAVEZ CENTER
CONSTANT CONTACT & BLACKBAUD

Customer since:

- eTap for just over a year
- CC since December 2012
- Organization city, state: Concord, CA

Organization Size:
Emails: 800
Donors: 150 active

Organization website: http://www.chavezcenter.org/en/index.html

Challenge:

- Needed a tool to help them to segment their constituent base for e-marketing purposes
- Jacqueline was searching for a way to save money while increasing the center's outreach and communication – the eTap/CC partnership was the "best of both worlds" solution that helped them to overcome this challenge

Tactic:

- Segmentation
- **Currently uses e-marketing to tell compelling client stories; they plan to make emails more interactive in the future by utilizing more pictures, links, surveys, and social media integration**
- Analyze results using the Constant Contact dashboard

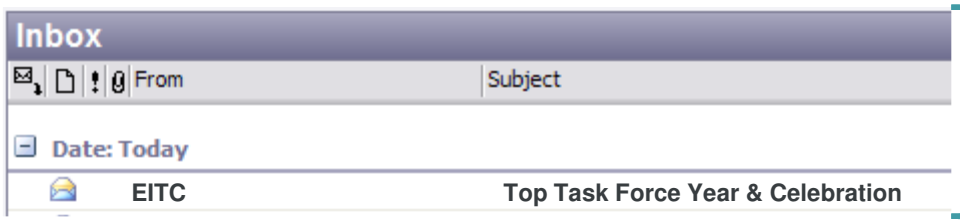
Results:

- **Weekly e-blast to their most active donor group – open rate of 40-50%, peak of 65%**
- **Overall, the Chavez Center has increased their bi-monthly newsletter readership by 25%, in part because current readers recommended that their friends fellow volunteers join the mailing group as well**
- The center now uses the analytical tools in Constant Contact to help them gauge results and plan for future e-blasts

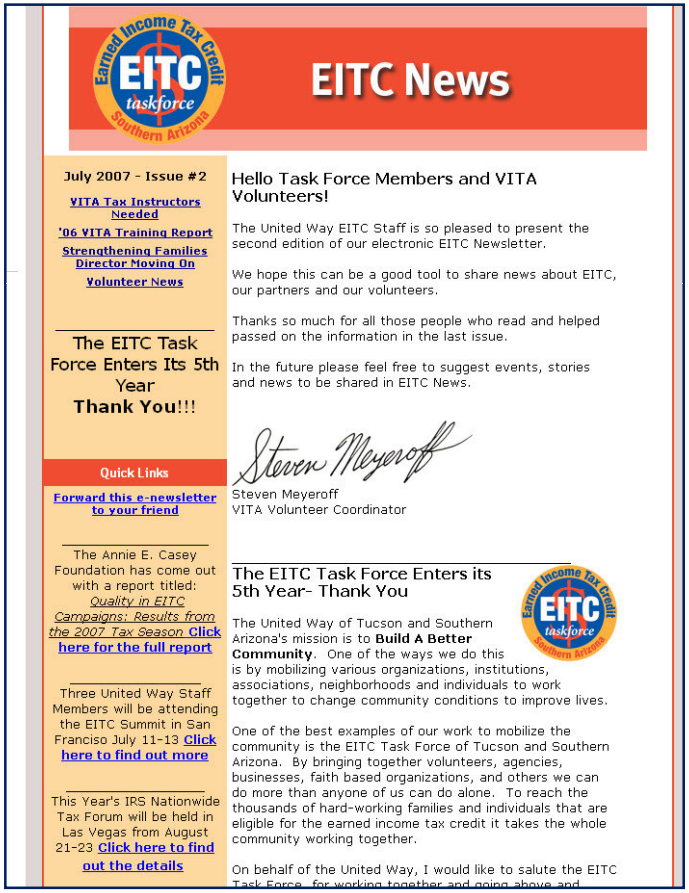
Quote:

- "Integrating eTapestry and Constant Contact has allowed me to better segment my donors, resulting in much higher open and click-through rates from the emails I send to my most active donors." Jacqueline Elliot, Communications Coordinator

BREAKING DOWN THE COMPONENTS OF A CAMPAIGN



Inbox



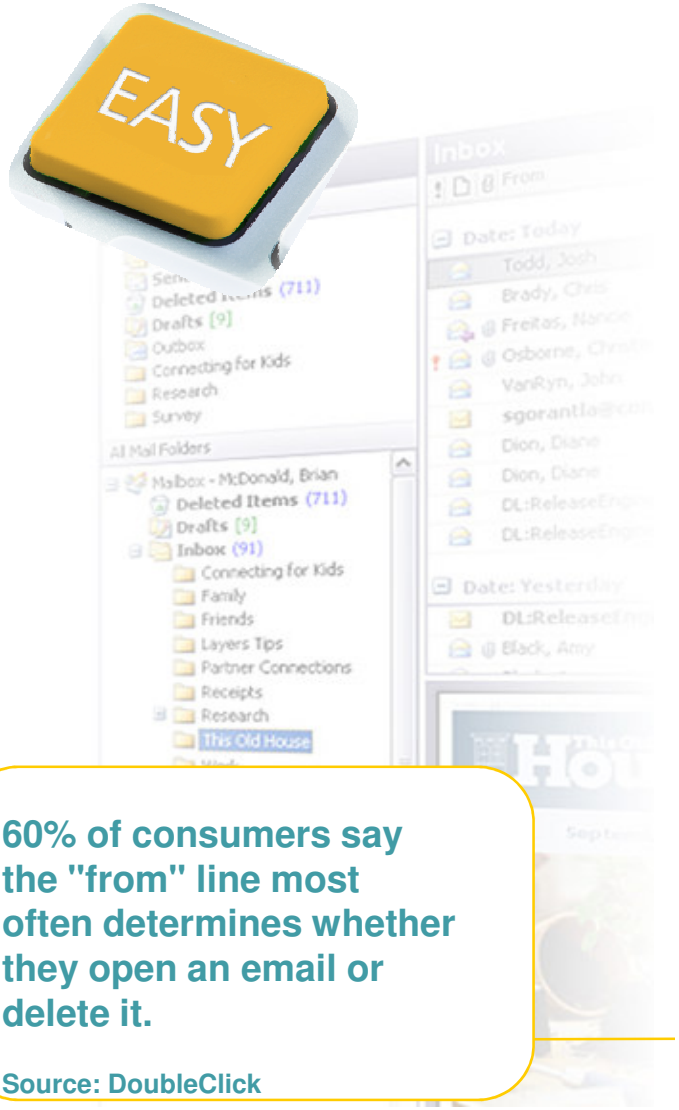
Preview Pane

Campaign Body

GETTING YOUR NEWSLETTER OPENED

The “From” Line – Use a Familiar From Name

- Use what will be most recognizable
  - Organization name, campaign, initiative, acronym
  - May vary by the group you’re sending to
- Shorter is better
- Be consistent



Inbox

From	Subject
Date: Today	
Habitat For Humanity	7 Shovels Needed By Saturday
Create Now	Nathalie’ Story: Art Changed Her Bad
United Way	Young Leaders Happy Hour
John Smith	Donate Today!!!
Charities R Us	Volunteers Needed

60% of consumers say the "from" line most often determines whether they open an email or delete it.

Source: DoubleClick

GETTING YOUR NEWSLETTER OPENED

- The "Subject" line
  - Keep it short and simple
  - 5-8 words (30-40 characters including spaces)
  - Carry through the most important topic for each group

Before: Go Green Association Newsletter
After: How to Live in Harmony with Backyard Wildlife

Emails with shorter subject lines significantly outperformed emails with longer subject lines.

- MailerMailer

Inbox

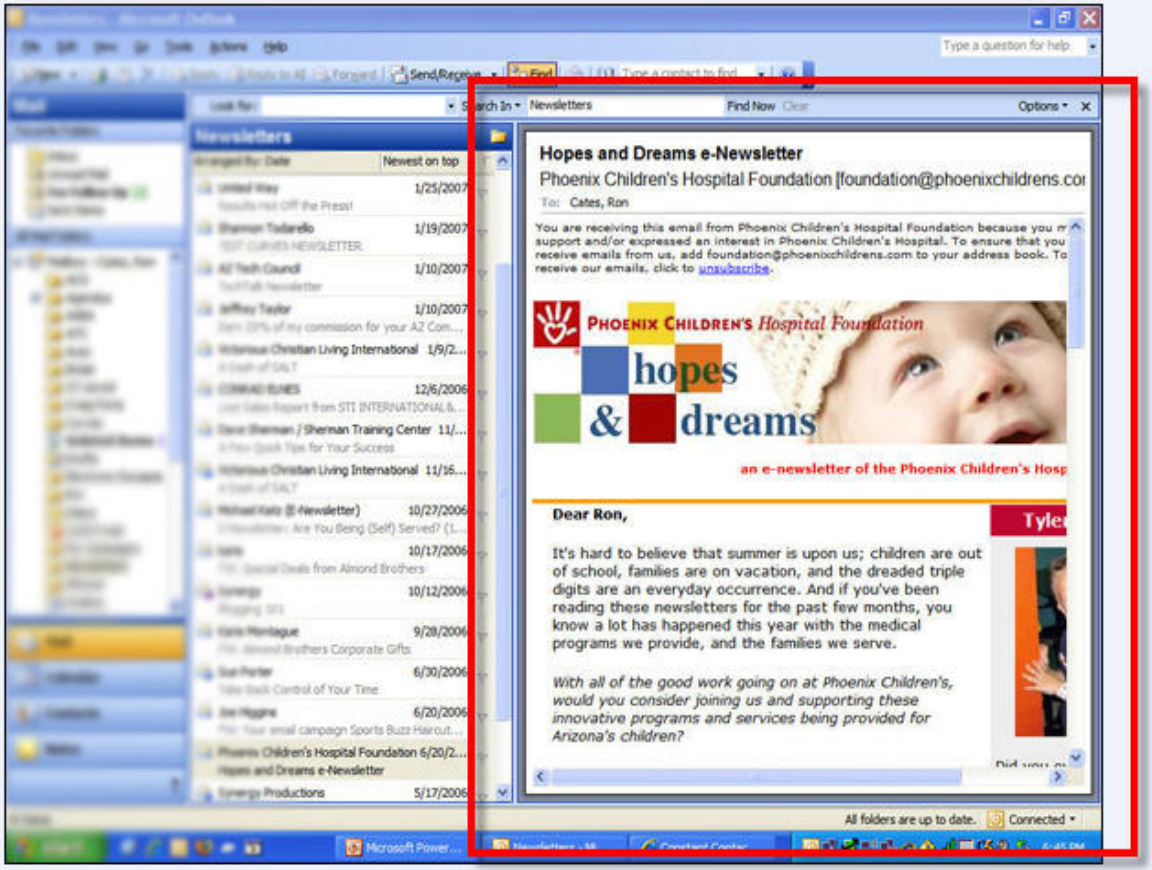
From	Subject
Date: Today	
Habitat For Humanity	7 Shovels Needed By Saturday
Create Now	Nathalie' Story: Art Changed Her Bad
United Way	Young Leaders Happy Hour
John Smith	Donate Today!!!
Charities R Us	Volunteers Needed

30% of consumers say the "subject" line most often determines whether they open an email or delete it.

Source: DoubleClick

GETTING YOUR NEWSLETTER OPENED

Design for the Preview Pane



33% of online customers use Preview Panes to view emails.

- Marketing Sherpa 2008

Maximize the top 2 – 4 inches

- Use your brand
  - Visible logo and colors
- Prevent scrolling left/right
  - Width = 600 pixels
- Have an headline/image to pull readers in
- Have a Table of Contents
  - Use as Anchor Tags to pull them down
    - ✓ Re-word / add short descriptions

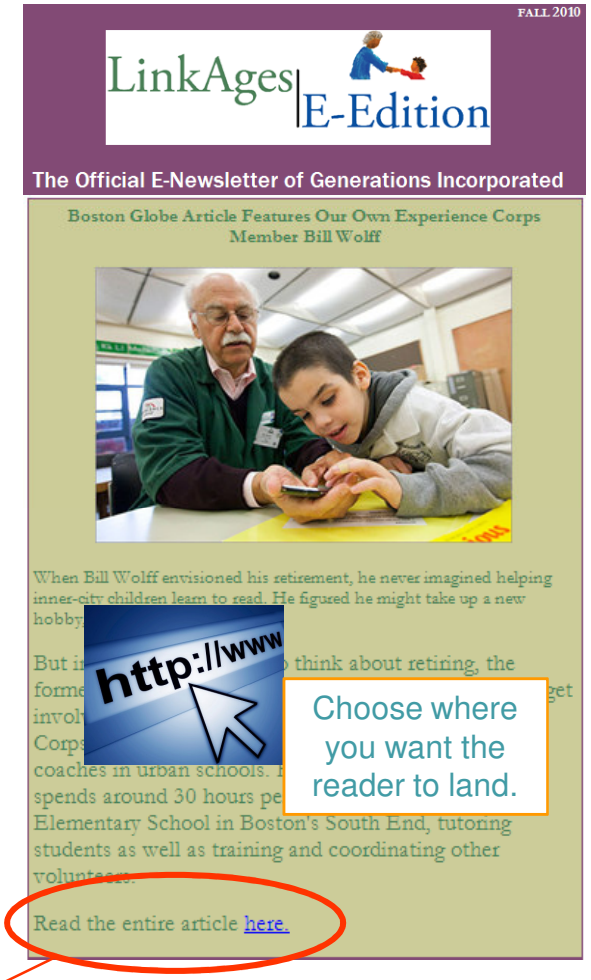
CUSTOMER SPOTLIGHT: GETTING YOUR EMAIL OPENED & READ

- NoHo Arts District
  - Good use of branding – logo, colors
  - Good use of headers, bolding and links to assist with scanning
  - Two column layout to minimize scrolling
  - Table of contents helps with quick navigation
  - Clean white look and visual separation between each article

NEWSLETTER DESIGN TIPS THAT DRIVE RESPONSE

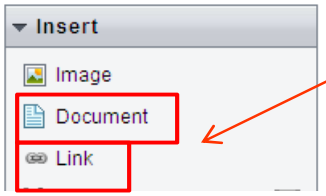
Keep it Short By Adding Links

- Use teaser paragraphs and link to the full content stored somewhere else.
  - On your blog or Facebook business page
  - On your website (just as easy as adding an image)
    - Content on a page of your site
    - Word or PDF document hosted on your site
  - On another website (e.g. CNN)
  - Document hosted online (e.g. Constant Contact)



Benefits of adding links:

1. Easy to read
2. Could drives traffic to your website
3. Provides tracking – the clicks report tells you who is clicking on what links!



- ✓ When readers click they will see a new window with the webpage or document you choose.

TRACKING COMMUNICATIONS OVERALL TOPICS OF INTEREST

Constant Contact

Email Stats

Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
Discover! Connnect! Take Action!, May	684	3.2% (22)	1	0.1% (1)	36.1% (239)	22.6% (54)	0

Overall interest

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://girlscouts.org/for_adults/parenting/articles/self_confidence.asp	19	26.0%
http://groups.yahoo.com/group/gsosw/	0	0.0%
http://twitter.com/gsosw	0	0.0%
http://www.facebook.com/GSOSW	0	0.0%
http://www.girlscouts.org/program/journeys/your_story/	4	5.5%
http://www.girlscouts.org/research	2	2.7%
http://www.girlscoutsosw.org/cms/personify.aspx	1	1.4%
http://www.girlscoutsosw.org/CMS/adults/getinvolved.aspx	10	13.7%
http://www.girlscoutsosw.org/CMS/camp/resident_camps.aspx	2	2.7%
http://www.girlscoutsosw.org/CMS/events/patch.aspx	16	21.9%
http://www.girlscoutsosw.org/CMS/events/programguide.aspx	1	1.4%
http://www.girlscoutsosw.org/storefront/	4	5.5%
http://www.youtube.com/user/GirlScoutsOSW	0	0.0%

Hot topic

Low interest

Hot topic

Track Email Links Through Reporting

TRACKING INDIVIDUAL SUPPORTERS CONTENT INTEREST

- Using the clicks report – identify interests

Email Name: Newsletter: Caribbean Island Travel

Date Sent: 1/11/2010

Email Link	Unique Click-throughs	Click-through Distribution
http://caribbean-guide.info/past.and.present/culture/	7	20.0%
http://www.1000traveltips.org/index.html	12	34.3%
http://www.exclusivecaribbeanvillas.com/?keyword=content_villa_rentals_jamaica&WT.srch=1&source=google	6	22.9%
http://www.luxuryretreats.com/villas/africa/morocco/fes/	8	22.9%
Total Click-throughs	35	100%

Hot topic

Click to see who was interested in a topic - create lists

Email Link: http://caribbean-guide.info/past.and.present/culture/

Email Address
smicklovich@constantcontact.com
pgorman@constantcontact.com
amsoriano@constantcontact.com
amsoriano@constantcontact.com
zbarron@constantcontact.com
ahastings@constantcontact.com
ehaan@constantcontact.com
kbarry@constantcontact.com

Save as List | Export

Save As List: Easily create lists of people with similar interests

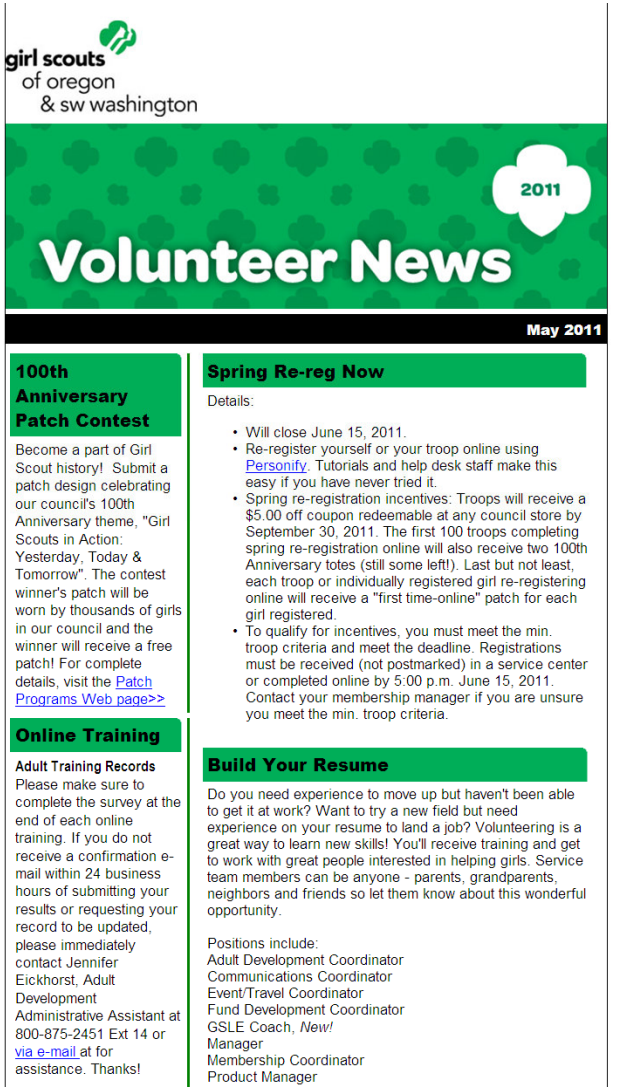
CUSTOMER SPOTLIGHT: SUPPORTER FEEDBACK THROUGH EMAIL CLICKS

- Girl Scouts of Oregon and Southwest Washington
- Customer Since: July 2006
- **Open Rate: 50%**
- **Click Rate: 15%**

- **Use Clicks to Send Content Their Supporters Want**

- Michelle Clinch, Director of Communications:
- "**One of the things that I love about email marketing is** your wonderful reports. **The click-through stats** are really important **to see what are people really connecting with and really interested in, and what are they not.**

- A great example is, the parent and guardian - **we never communicated with parents and guardians before** Constant Contact - and so that allowed me to figure out what do these parents really want to hear from us that makes this message valuable? **One of the things I was doing was an article of the month on a parenting topic. And boy, that's a winner. The click-through stats allowed me to hone in on the things that are really important for the audience.** And that makes message more read.



girl scouts of oregon & sw washington

2011

Volunteer News

May 2011

100th Anniversary Patch Contest

Become a part of Girl Scout history! Submit a patch design celebrating our council's 100th Anniversary theme, "Girl Scouts in Action: Yesterday, Today & Tomorrow". The contest winner's patch will be worn by thousands of girls in our council and the winner will receive a free patch! For complete details, visit the Patch Programs Web page>>

Online Training

Adult Training Records
Please make sure to complete the survey at the end of each online training. If you do not receive a confirmation e-mail within 24 business hours of submitting your results or requesting your record to be updated, please immediately contact Jennifer Eickhorst, Adult Development Administrative Assistant at 800-875-2451 Ext 14 or via e-mail at for assistance. Thanks!

Spring Re-reg Now

Details:

- Will close June 15, 2011.
- Re-register yourself or your troop online using Personify. Tutorials and help desk staff make this easy if you have never tried it.
- Spring re-registration incentives: Troops will receive a $5.00 off coupon redeemable at any council store by September 30, 2011. The first 100 troops completing spring re-registration online will also receive two 100th Anniversary totes (still some left!). Last but not least, each troop or individually registered girl re-registering online will receive a "first time-online" patch for each girl registered.
- To qualify for incentives, you must meet the min. troop criteria and meet the deadline. Registrations must be received (not postmarked) in a service center or completed online by 5:00 p.m. June 15, 2011. Contact your membership manager if you are unsure you meet the min. troop criteria.

Build Your Resume

Do you need experience to move up but haven't been able to get it at work? Want to try a new field but need experience on your resume to land a job? Volunteering is a great way to learn new skills! You'll receive training and get to work with great people interested in helping girls. Service team members can be anyone - parents, grandparents, neighbors and friends so let them know about this wonderful opportunity.

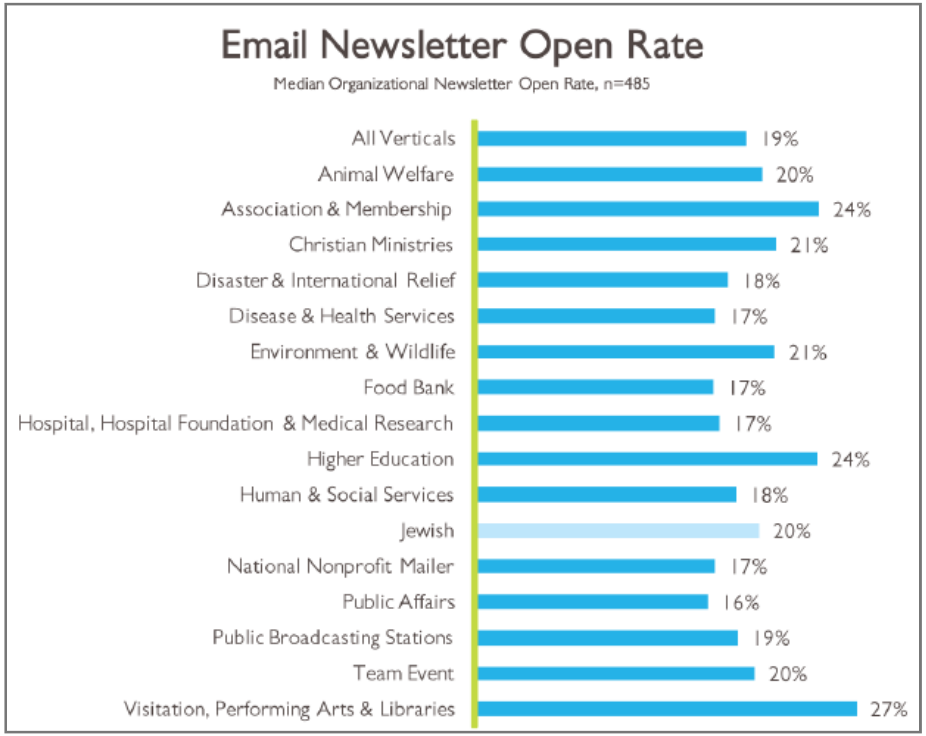
Positions include:
Adult Development Coordinator
Communications Coordinator
Event/Travel Coordinator
Fund Development Coordinator
GSLE Coach, *New!*
Manager
Membership Coordinator
Product Manager

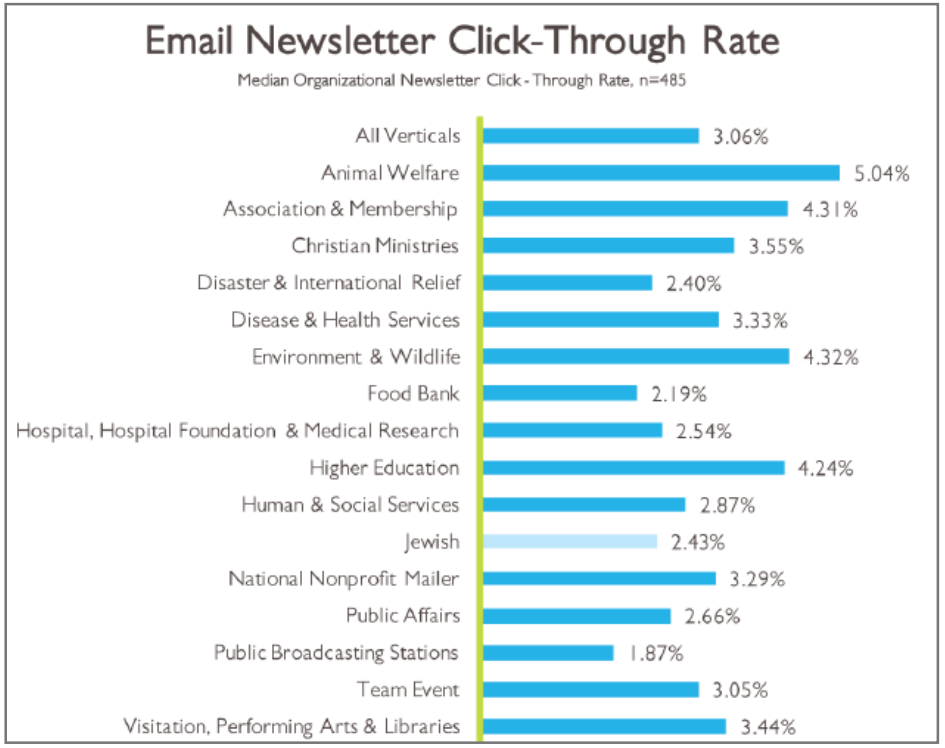
NONPROFIT ENGAGEMENT METRICS

Tracking Supporter Engagement

Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
April Newsletter - New Donors - Monthly	86	36.0% (31)	0	0	56.4% (31)	41.9% (13)	12.9% (4)

Constant Contact's Nonprofit Customer Averages (all message types)	Open Rate – 20%	Click Through Rate – 12.3%

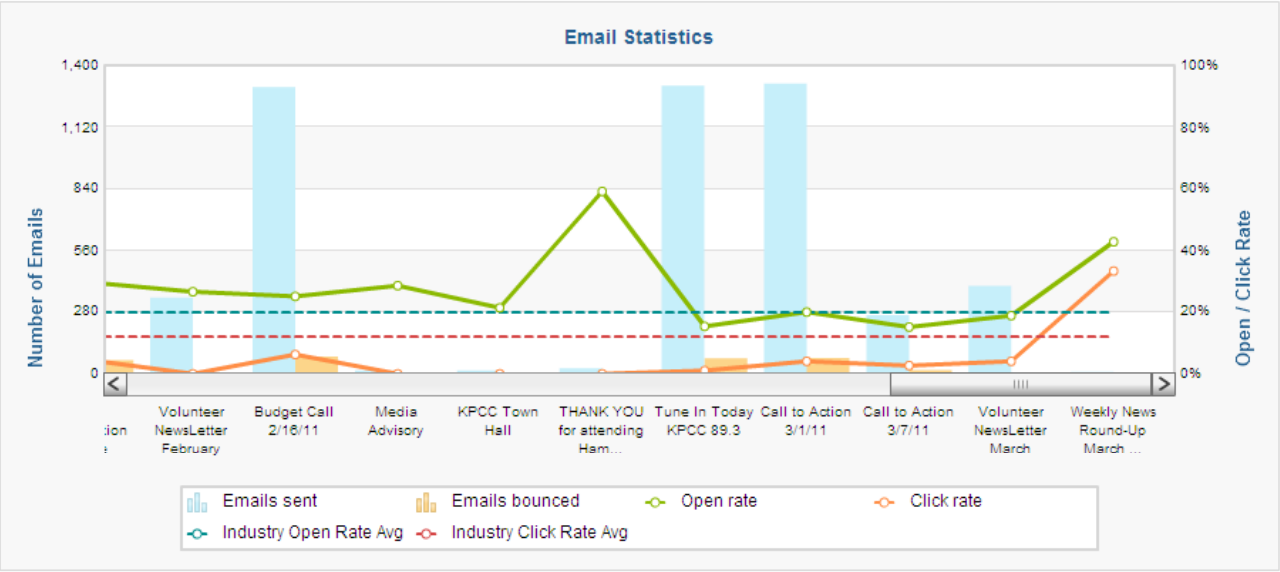




Source: 2011 Convio Online Marketing Nonprofit Benchmark Index Study

NONPROFIT NEWSLETTER METRICS

Using Engagement Trends To Improve Future Results



Currently displaying industry rates for: Nonprofit Change industry

Print out your best and worst performing newsletters

- What do they have in common?

Does your audience respond better to certain content, layouts, times?

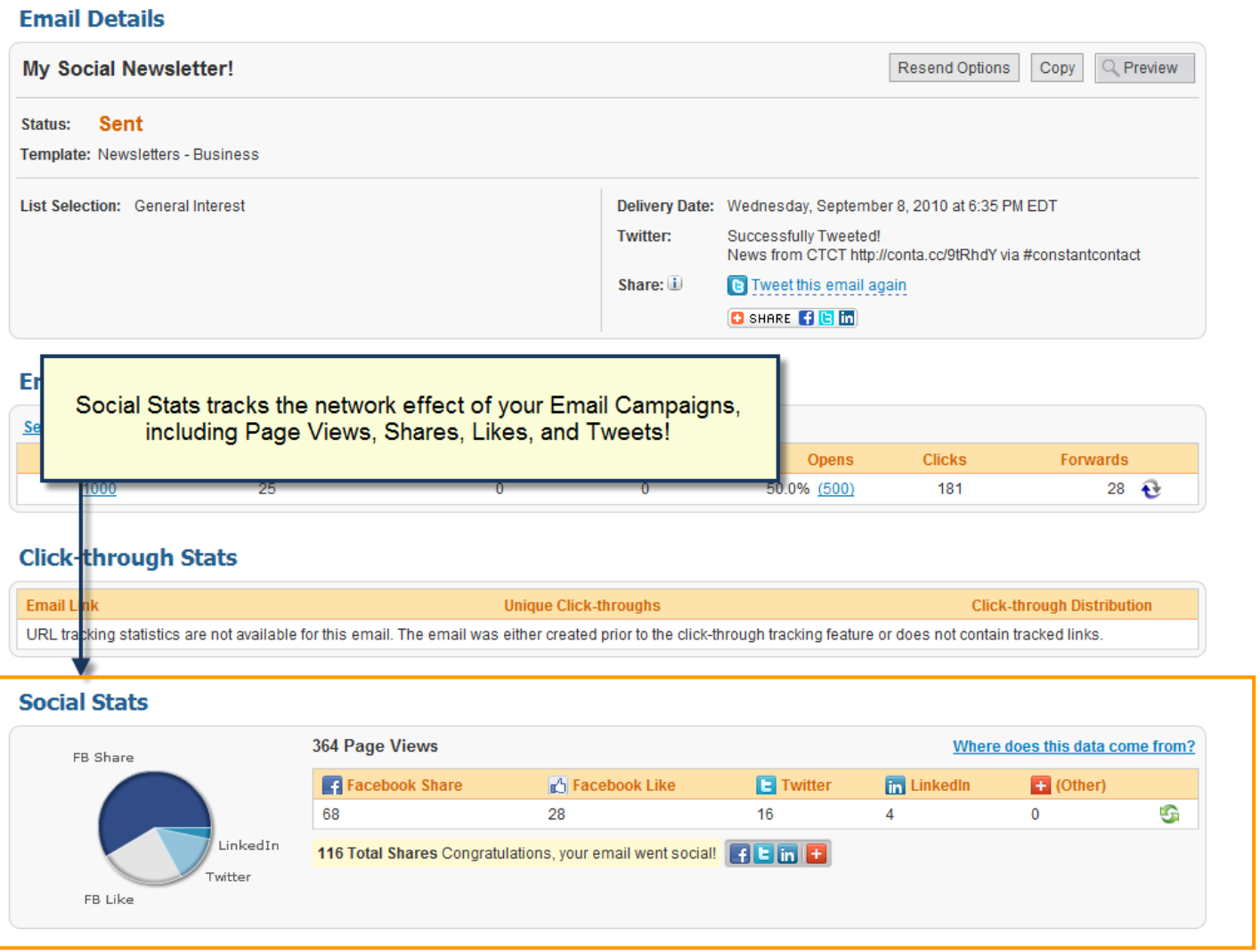
- If you find that all the newsletters you've sent with "How To" articles had high click rates, design future emails using that lesson.

Test ONE thing at a time

- Subject Lines, headlines, link text, format, design - determine what best engages your supporters

NONPROFIT SOCIAL CHANNEL METRICS

Tracking Supporter Engagement



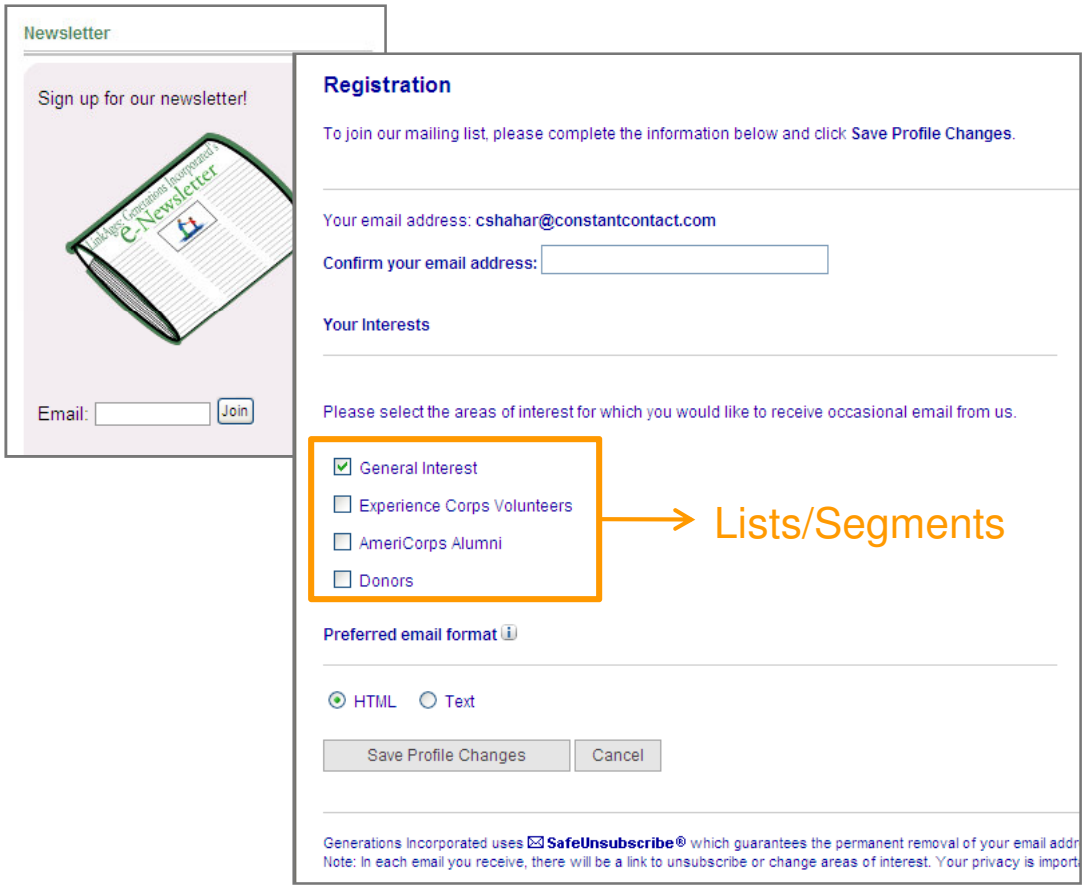
WHAT DO YOU ALREADY KNOW ABOUT YOUR SUPPORTERS?

- Name
- Geography
- Age, Gender, Income, Occupation
- Level of membership
- Amount last donated
- Program of interest
- Name of event they attended
- How long they have been a supporter

WAYS TO LEARN MORE ABOUT YOUR SUPPORTERS

Constant Contact®

Use a Sign-up Form to Gain Personalization and Segment Supporters



- Post list options that will tell you their interests and which group sign-ups fit in .
  - Just exploring your work, a volunteer, a donor, board member etc.
- Provide existing subscribers an email with a link to your sign-up form.
  - ✓ Once they click “submit” they are automatically added into the list(s) they selected.
- Keep It Simple

About 1/3 of nonprofits made it hard to subscribe.
– Return Path Nonprofit Study: Telling Stories, Building Relationships 2009

- ✓ Collecting email address, name and main interest will let you start sending engaging communications.

WAYS TO LEARN MORE ABOUT YOUR SUPPORTERS

▪ Use a sign up form introduction to increase subscribers

- ✓ To inform of the type of communication to expect
- ✓ To inform of the frequency to expect
- ✓ To assist them in picking the right segment(s)

- Set expectations
  - Frequency
  - Value of being a member of your list

Center For The Arts Intro Snippet:

"Thank you for your interest! Please enter your information below, then choose which email options you would like to receive:

Art Newsletter: By joining this list you will receive my **monthly** email newsletter with information about my gallery shows, blog updates, class schedules and encaustic events around the world.

Portland Events: This list alert for those living in Portland, Oregon and surrounding areas to my local events like preview parties, special art sales, and open studio events."

WARM THEM UP WITH A WELCOME EMAIL

Welcome Email: The most opened email you will send!

Interest, as measured by open rates, starts to disintegrate two weeks after opt-in. Within two months, the open rate can fall 20-25% The Welcome email can help fend that off.

– Marketing Sherpa 2007

A marketer who responds within 5 days to a lead that has subscribed, increases the "lifetime value" of that lead by over 50%.

- Worldata Email Usage Study Q4 2010

- Send immediately
- Establish your brand
- Sound excited
- Make them feel genuinely welcome
- Say "thank you"
- Make it feel exclusive

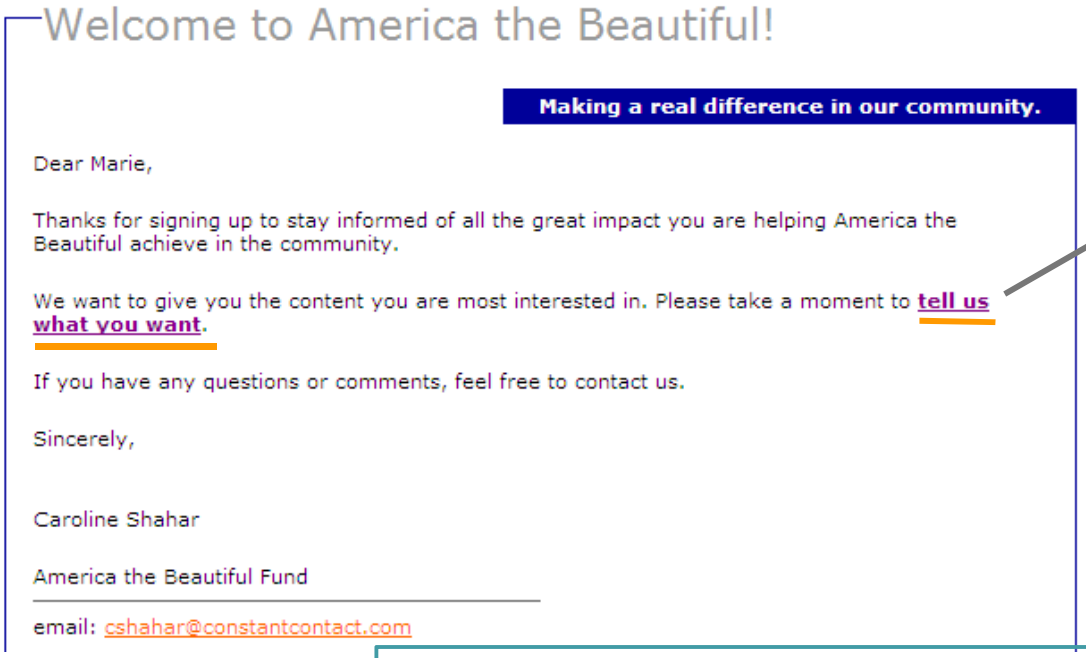
- Add links: Capitalize on subscriber's attention
  - Link to past blogs, newsletters, articles
  - Link to volunteer opportunities

WAYS TO LEARN MORE ABOUT YOUR SUPPORTERS

Use a Welcome Email To Learn More. Survey to Gain Personalization and Supporter Interest

- 62% of nonprofits organizations started the relationships with subscribers off right by sending a welcome message.
- 90% sent them within 24 hours.

Source: Return Path Study: Telling Stories, Building Relationships 2009



Welcome to America the Beautiful!

Making a real difference in our community.

Dear Marie,

Thanks for signing up to stay informed of all the great impact you are helping America the Beautiful achieve in the community.

We want to give you the content you are most interested in. Please take a moment to **tell us what you want**.

If you have any questions or comments, feel free to contact us.

Sincerely,

Caroline Shahar

America the Beautiful Fund

email: cshahar@constantcontact.com

Ask for information like:

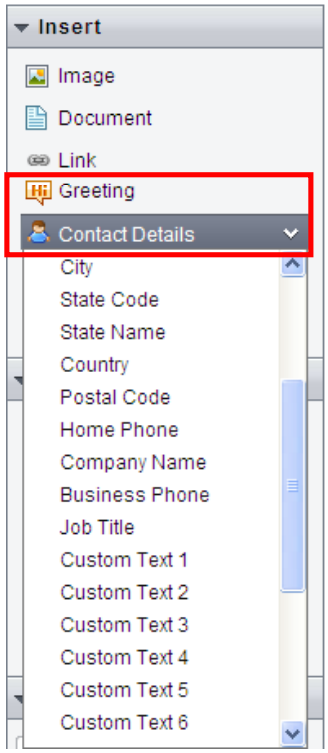
- What is your first and last name?
- What supporter group do you best fit into?
- What are your topics of interest? Certain programs, services, products, locations.
- Are you interested in attending events?
- How do you prefer to keep in touch? Monthly e-newsletter, weekly e-updates, social media, direct mail.

Include a link to a simple survey in your newsletter or in separate email invitation asking for feedback.

WAYS TO USE SUPPORTER DATA

Easily Include Personalization

Use information you have beyond email address



- Include **personalization** to show you have a relationship with them
  - **Personalized emails can increase response rates by nearly 60%.**
  - **Include first name, event they last attended, city they live in, program of interest, etc.**

USING SUPPORTER DATA FOR ENGAGING CONTENT

"80% of recipients Stop Reading emails they have signed up for because they deem them **Irrelevant**."

– Study by the Ad Agency Quris

Percent of Organizations That Collected Specific Data Elements at Sign-up and That Used that Data in Customizing Email Messages

	Advocacy Organizations		Arts Organizations	
	Collected Data	Used Data (When Collected)	Collected Data	Used Data (When Collected)
Name	77%	91%	74%	53%
Geography	81%	12%	58%	0%
Demographics	12%	33%	29%	0%

Have Relevant Content By Segmenting

What different **groups** of supporters do you communicate with?

- Donors
- Volunteers
- Board Members
- Event attendees

What are their **interests/preferences**?

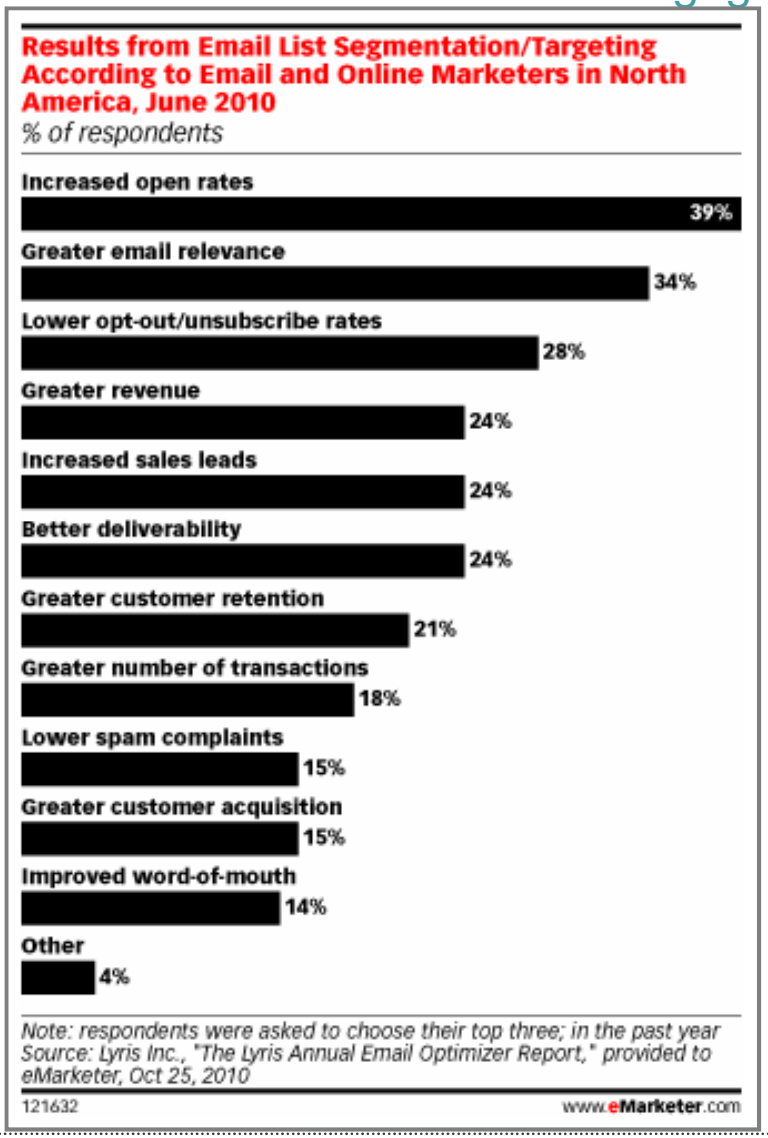
- Email/direct mail/social media
- Frequency preference
- Events
- Volunteer opportunities
- Certain programs
- Activism

Capture supporter information needed to segment your list and be relevant.

- Use your **sign up forms** to let them identify themselves
- Use **surveys** to know their interests and passions

SEGMENTING & TARGETING

Relevant Emails Get More Engagement

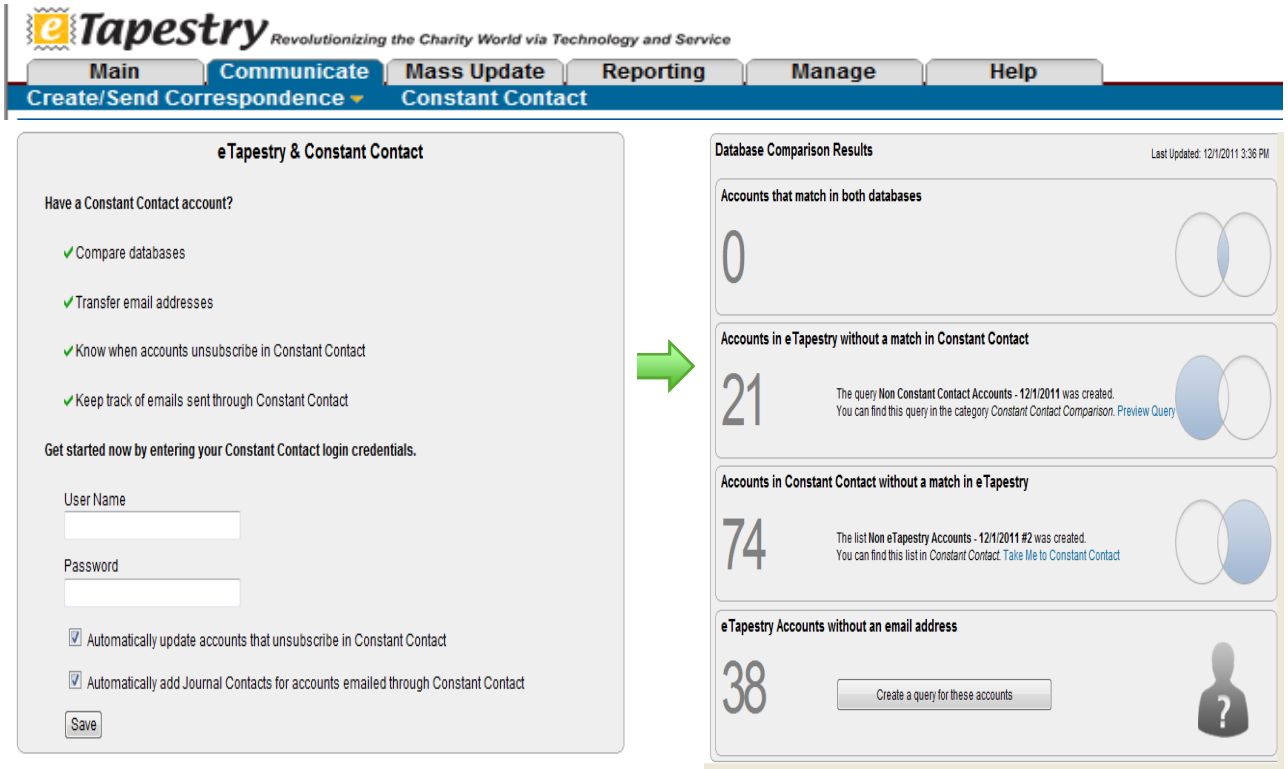


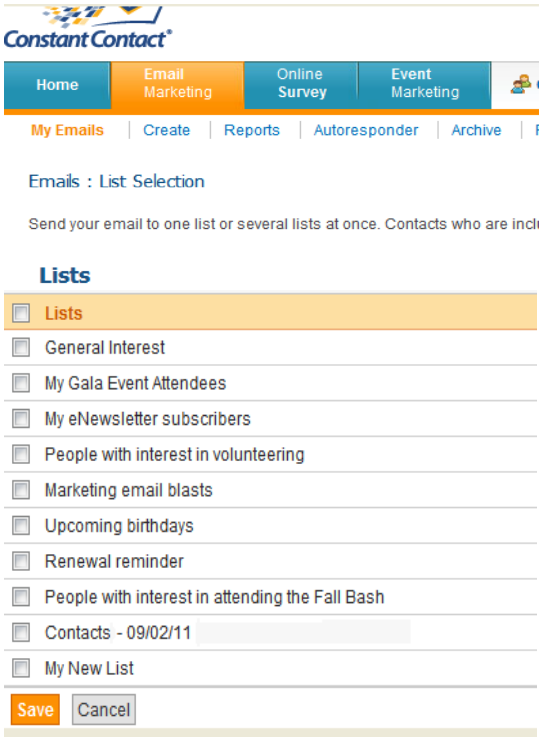
Segmentation and targeting gets higher engagement.

- Send the email only to the **appropriate list of supporters** who will be interested in the survey or poll topic.

SEGMENTING & TARGETING – A GREAT TIE BETWEEN EMAIL MARKETING & DONOR MANAGEMENT

1. **Integrate your eTap and Constant Contact accounts**
2. **Run a comparison of the two databases**
3. **Export emails addresses not found in Constant Contact**





CUSTOMER SPOTLIGHT: CENTERPOINTE CONSTANT CONTACT & BLACKBAUD

- **"I love being able to tailor the ask according to whether the message is for current, lapsed or prospective donors." Abbigail Swatsworth, Executive Director**
- **"The integration of being able to transfer a query and target our emails more specifically has been great. We love that we can target our emails** and have a greater variety of templates and pictures to use." Emily Leeper, Marketing Intern
- "We love the feedback we get from the open rates and click-through rates. For the first time, we can actually see how our audience is behaving and what they are reacting to!" Emily Leeper, Marketing Intern
- "Having the option to create a more interactive email is awesome, as it strikes the attention of our audience sooner and will hopefully lead to higher click-through and conversion rates." Emily Leeper, Marketing Intern

- **37% open rate for current donors**
- **27% open rate for prospects**
- More attention grabbing, interactive emails due to greater variety of templates and the ability to include videos

Customer since: 2010

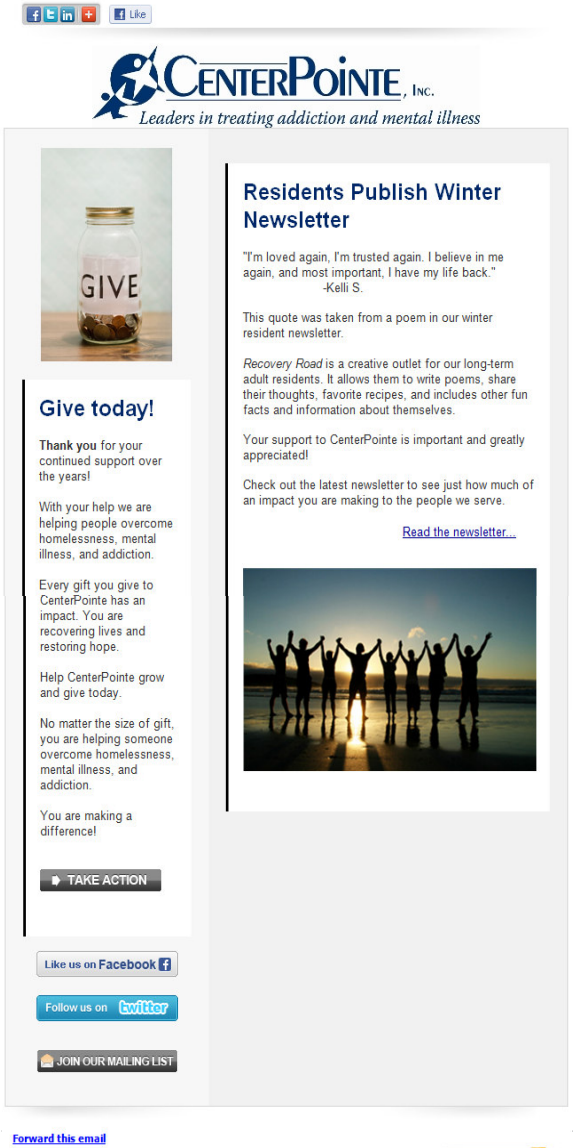
- They've used eTap for over 2 years now
- They've been using Constant Contact for about 4 months
- Organization city, state: Lincoln, NE

Size:

- **Email addresses: 357**
- **Active donors: 639**
- Website: http://www.centerpointe.org

Tactic:

- Segmentation
- Using video in email



CUSTOMER SPOTLIGHT: CHAVEZ CENTER
CONSTANT CONTACT & BLACKBAUD

Customer since:
- eTap for just over a year
- CC since December 2012
- Organization city, state: Concord, CA

Organization Size:
Emails: 800
Donors: 150 active

Organization website: http://www.chavezcenter.org/en/index.html

Challenge:
- Needed a tool to help them to segment their constituent base for e-marketing purposes
- Jacqueline was searching for a way to save money while increasing the center's outreach and communication – the eTap/CC partnership was the "best of both worlds" solution that helped them to overcome this challenge

Tactic:
- Segmentation
- Currently uses e-marketing to tell compelling client stories; they plan to make emails more interactive in the future by utilizing more pictures, links, surveys, and social media integration
- Analyze results using the Constant Contact dashboard

Results:
- Weekly e-blast to their most active donor group – open rate of 40-50%, peak of 65%
- **Overall, the Chavez Center has increased their bi-monthly newsletter readership by 25%, in part because current readers recommended that their friends fellow volunteers join the mailing group as well**
- The center now uses the analytical tools in Constant Contact to help them gauge results and plan for future e-blasts

Quote:
- **"Integrating eTapestry and Constant Contact has allowed me to better segment my donors, resulting in much higher open and click-through rates from the emails I send to my most active donors." Jacqueline Elliot, Communications Coordinator**

SEGMENTING & TARGETING

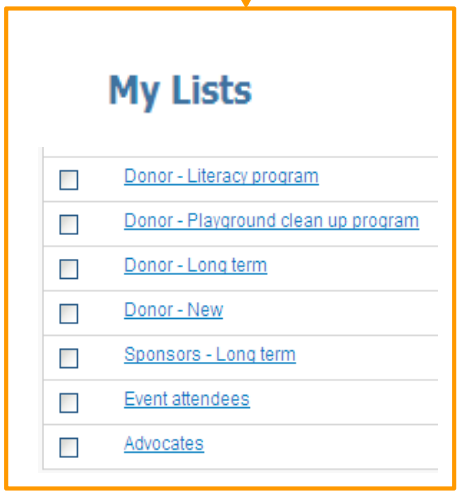
Using the Results of Your Simple Subscriber Survey

Constant Contact

Which of the following program(s) are you most interested in? Please select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
<<Program A>>			23	47.9%
<<Program B>>			24	50.0%
<<Program C>>			17	35.4%
<<Program D>>			5	10.4%
Other (View all)			1	2.0%
		Totals	48	100%

Save Respondents to a List



- Ask questions that will help you segment:
  - Which ways would you like the organization to communicate with you?
  - What frequency do you prefer?
  - Which programs are you most interested in?
  - Which types of information would you like to receive from our organization?
- Responses are tallied for you with online surveys
- Save people with similar interests as a separate list

Tip: You can easily filter on *multiple* responses to create more defined lists, for example:

One List = Those interested in **Volunteering, Program A, and Stories**

CUSTOMER SPOTLIGHT: SUCCESS WITH SEGMENTING

- Camp Ronald McDonald for Good Times
- Open Rate: 38.6%
- Website: campronaldmcdonald.org

- **Segmenting**
  - **Segments their contacts into groups: volunteer, donor, and supporter lists**.
- Tracking engagement
  - Use reporting to see who the first person is to open an email
- Saving money and time
  - Camp constituents love the nonprofits cost savings on printing and staffing
- Keeping supporters engaged

"We have 600 volunteers in our database, but they're not all active. It's a great way to keep the information flowing out there."

David Garry, Volunteer Coordinator

Good News

Camp Ronald McDonald for Good Times

Winter 2009, then motoring on into a New Year of 2010!

IN THIS ISSUE

WINTER CAMP
Camp Holiday Gifts
Clippers Raffle
Camp Holiday Party
Movie In The Lot
Good Times Club
Online Resources
Rose Bowl Decorating
H1N1 and Other
Matt Grant Awards
Seasonal Staff Call
Adventure Call
Halos, Harps, & Wings
Volunteer Calendar

CAMP HOLIDAY GIFTS

The Holidays are approaching and here are THREE great ways to continue making a difference in the lives of our Campers and send gifts to your friends and family!

We will be selling:

1) Our traditional **Holiday Cards** with artwork from our Campers!

2) A fantastic fun **S'Mores Kit** that you can send to your friends and loved ones!

Hello Marisa!

There's much to read in this last edition of the Good News for 2009! So let us start by saying 'Thank you' for your service and dedication to our campers throughout the year! 'Don't Stop Believin"!

WINTER CAMP 2010!

Time for Winter Camp!
Yes, the rumor is true! Winter Camp 2010 is right around the corner. If it is your 1st time doing a Winter Camp, or even your 20th time, you might have a few questions. Well you are in luck because we have the answers!

What exactly is Winter Camp?
In a nutshell, Winter Camp is 4 fantastical days of growth and fun with our Campers. You might be thinking that sounds kind of familiar. It sounds exactly like a summer session only shorter, right? Well, that's exactly right! A Winter Camp session has some of the very same crucial elements you find in a summer session. We will still be rocking the 3 keys to success, helping our Campers grow in the 4 outcomes, having those meaningful conversations, working with your co-counselors to lift up your campers, singing crazy camp songs until your voice is gone and laughing until you almost pee your pants! We will still have amazing Activity Counselors leading crazy Activities and charismatic Cabin Counselors creating a family in their cabin. Along with these similarities, you will also notice a few differences between Winter and Summer sessions. It is a much shorter experience (begins at 3:00pm on a Friday and ends by 4:30pm on Monday). It can be quite chilly during the session - it is a Winter Session after all! AND the entire session is built around a theme!! What is the theme you ask?!? We can't divulge all the fun secrets right now. For that info, you will just have to sign-up for a session and then stay tuned!

What are the dates for Winter Camp?
January 15-18 (WOLP Winter Session, ages 15-18 only)
February 12-15 (Combo Winter Session, ages 9-14)
February 19-22 (Combo Winter Session, ages 9-14)

Special Considerations:
We ask that volunteers signing up for WOLP Winter Camp be at least 24 years of age. Please help us uphold this organizational guideline. Call Dot if you have questions.

Since all of our specific position trainings take place solely during Summer sessions, we ask that you only sign up for a position

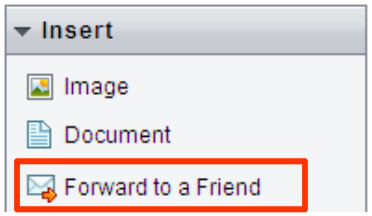
REACH

EXTEND YOUR REACH BEYOND EMAIL

Make Your Email Go Viral

- Benefits of Providing Engaging Content

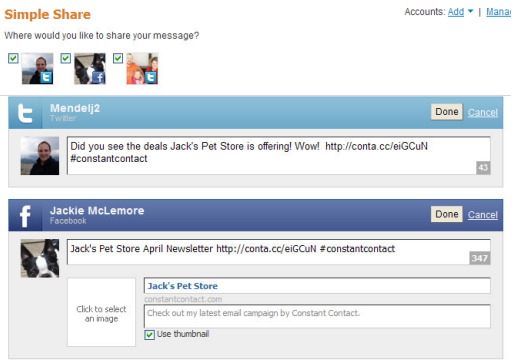
1. Increases awareness of your organization
2. Grows your list



Make it Easy for Subscribers to Share the Information

- Place "Forward" links/buttons near the Top of the newsletter

- Place "Share" bar at the Top of the newsletter



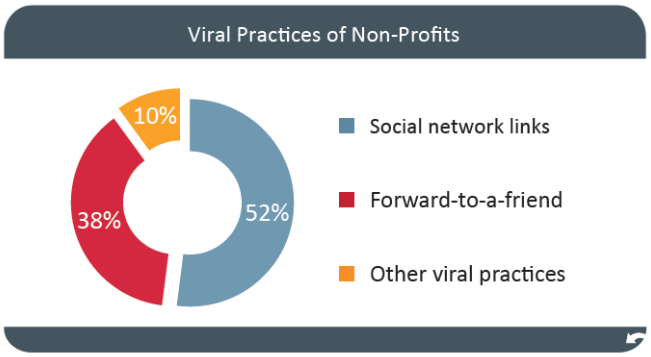
- ✓ Allows your subscribers who are on social media to share the information with their social networks.

- Make It Easy For Friends to Sign Up
  - Have a visible "Sign up" box in your newsletter

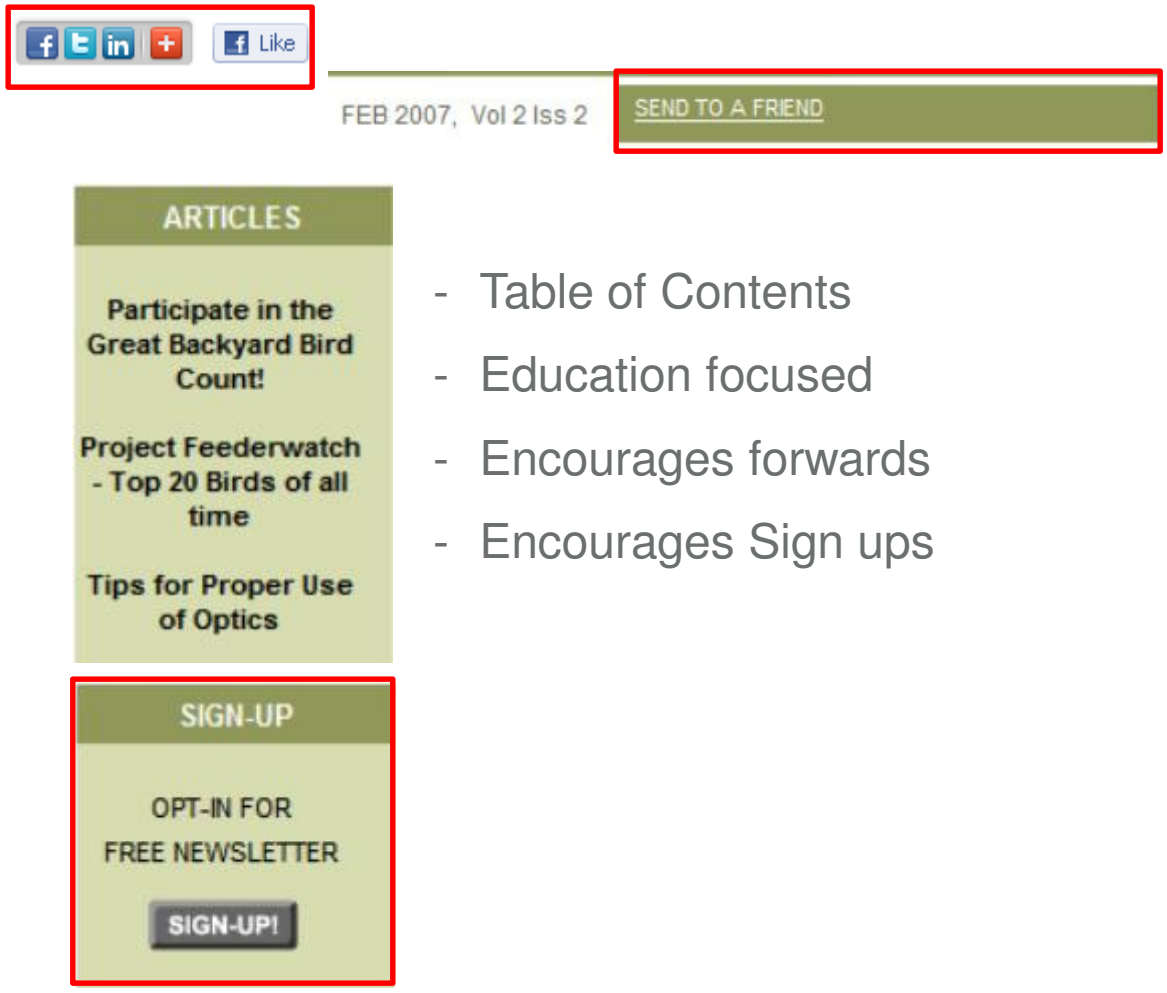
EXTEND YOUR REACH BEYOND EMAIL

Make your Newsletters Go Viral

Most nonprofits are using viral components in their emails.



Source: Return Path Nonprofit Study - Telling Stories, Building Relationships 2009



- Table of Contents
- Education focused
- Encourages forwards
- Encourages Sign ups

EXTEND YOUR REACH BEYOND EMAIL

Event Communications: Ask registrants to share the event information. Jump start the word of mouth buzz around your event.

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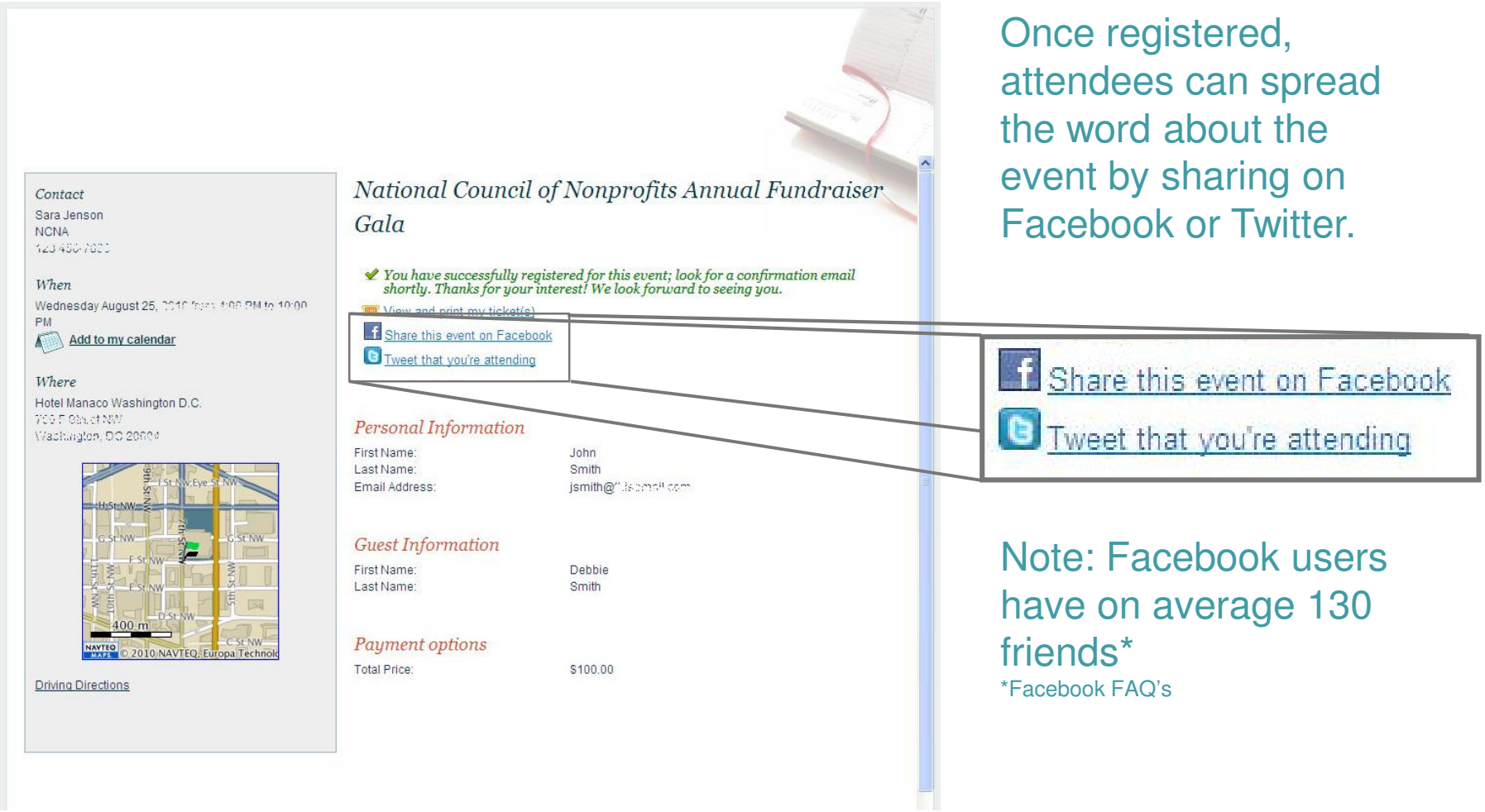
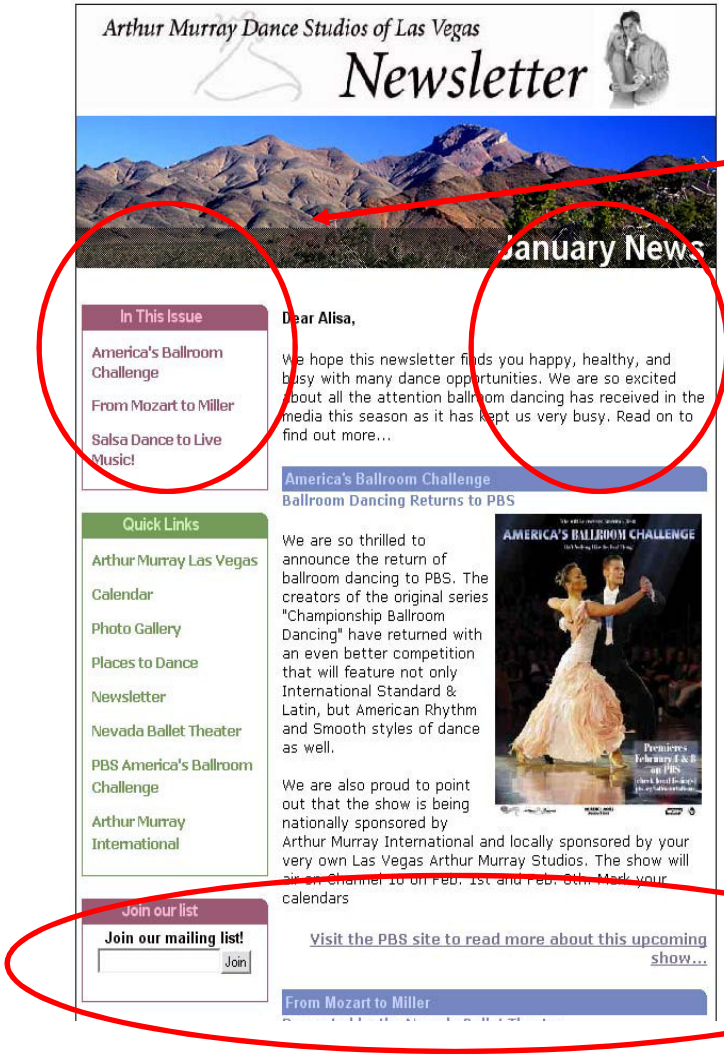


Once registered, attendees can spread the word about the event by sharing on Facebook or Twitter.

Note: Facebook users have on average 130 friends*

*Facebook FAQ's

EXTEND YOUR REACH BEYOND EMAIL



- Use Hot Spots

Top left and right corners generally have the highest click rates.

Bottom – after reading the valuable content, feature more information about your programs and options to support your mission.

EXTEND THE REACH OF YOUR FACEBOOK POSTS

89% of nonprofits use Facebook.
- Nonprofit Social Network Benchmark Report 2011

93% of adult US Internet users are on Facebook. - BlogHer, April 2011

1 out of every 8 minutes online is spent on Facebook. - ComScore, February 2011

Tips for Engaging **Facebook** Posts

- Use words that get fans to act.
  - *"If you agree, click **like**."*
  - *"What do you think? Share your **comments**."*

- Ask your fans questions
  - Posts that end with a question have a 15% higher engagement rate.
  - At the end of your posts **ask where, when, or would**.

Source: Buddy Media 2011 Study

JOIN MY MAILING LIST ON WEBSITE & REGISTRATION

Capture your website traffic and event attendance

98% of visitors don't convert. - Web Trends Study, 2007

Do you have a sign up box on your website?

- Use an **Inviting** call to action

  - ✓ "Sign up for the Newsletter"
  - ✓ "Sign up for Helpful Hints & Tips"
  - ✓ "Get our Special Offers"

- Put in **Multiple** locations

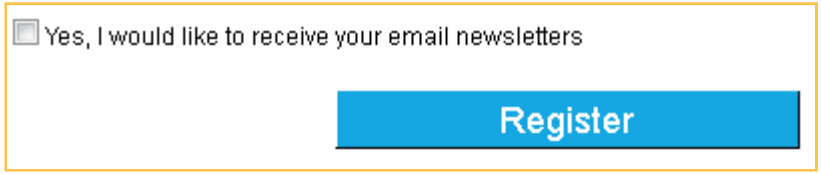
- Put in **Visible** locations

  - People don't like to scroll

- As a **part** of registering to attend an event

  Provide updates to registrants

  Promote upcoming events



FAQ# 1641: Creating a Join My Mailing List Box or Link for my website

JOIN MY LIST FORM

What do I need?

- Include your Logo & Brand
- Ask to re-type email address
  - ✓ Avoid a bounce /lost prospect
- Only ask for what's needed to send relevant/targeted emails
- Don't make too many fields required
  - ✓ Requiring just Name and email gets highest number of subscribers
- Time your form

Forms that take longer than 45 seconds to fill out and submit have an average falloff of 48%.
– Worldata Email usage Study Q4 2010

GET SUPPORTERS SIGNED UP

Constant Contact

Include Your E-Newsletter Signup Form Link Everywhere

76% of nonprofits placed the sign up form on the homepage. – Return Path Study: Telling Stories, Building Relationships 2009

- Website pages
- Donation confirmation pages
- Thank you letters
- Paper newsletters
- Social media sites
- Current email newsletters
- Signup forms at events
- Staff's email signature

Website

Email Signature

Newsletter

GET SUPPORTERS SIGNED UP

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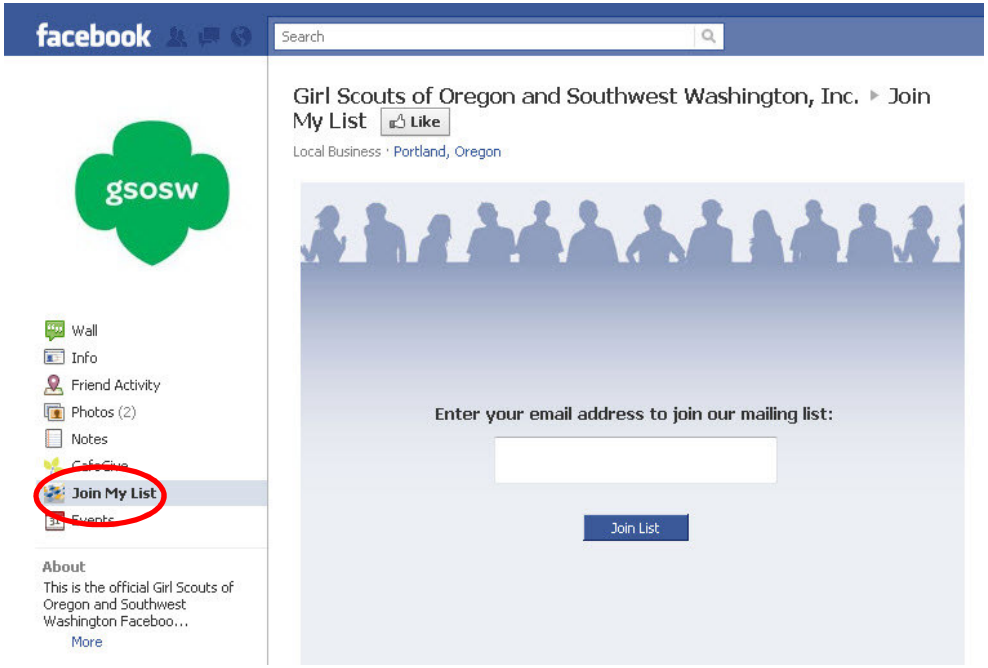
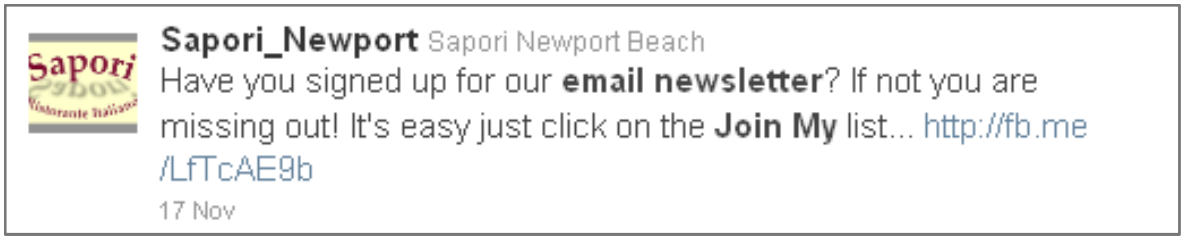


- Use Your Facebook Business Page
- Add your own "Join our List" tab to continue the relationship through email
- Write a post encouraging supporters to sign up with a link to your sign up form.



MAKE EVERY TOUCH COUNT
BUILD YOUR LIST WHERE YOU CONNECT

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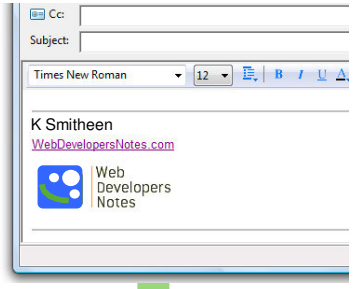
Incoming or Outgoing Calls

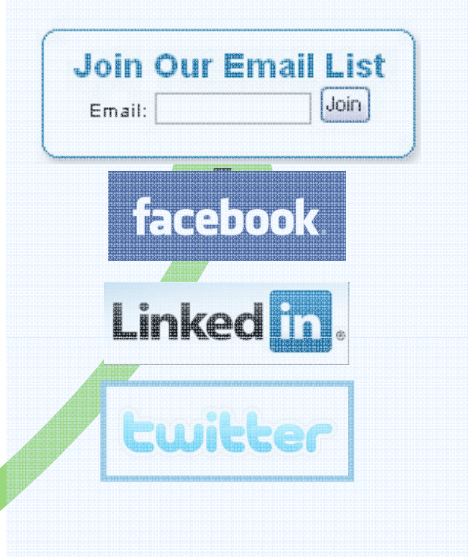
Events and Meetings

Email Signature

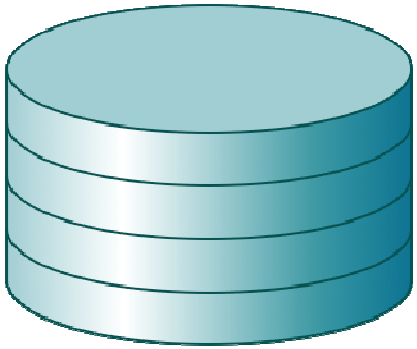


Visitors Guest Book

Online Presence



51% of Nonprofits find Email Marketing is most effective way to drive new donations. –State of the Nonprofit Industry Survey, Blackbaud 2010



Supporter & Prospect Database

Nonprofits on average experience 24.4% list growth yearly. -2010 Nonprofit Benchmark Study

CUSTOMER SPOTLIGHT: DUVALL HOME CONSTANT CONTACT & BLACKBAUD

Customer since:

- Debra has been working with eTap since June 2011
- She's worked with Constant Contact for 4years
- Organization city, state: Glenwood, FL

Organization size:

- Emails – 700
- Donors – 2,239 donors in eTap

Website: http://duvallhome.org

Challenge:

- Account management, i.e. having all a comprehensive listing of all constituents' info in one place

Tactics:

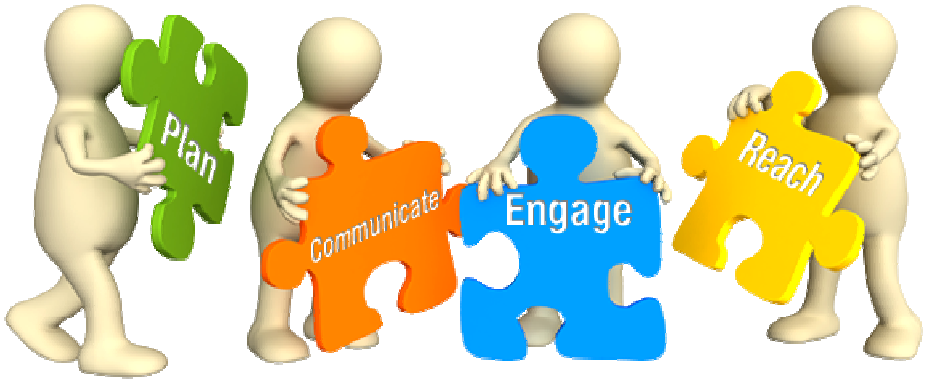
- **First-ever appeal via email**

Results:

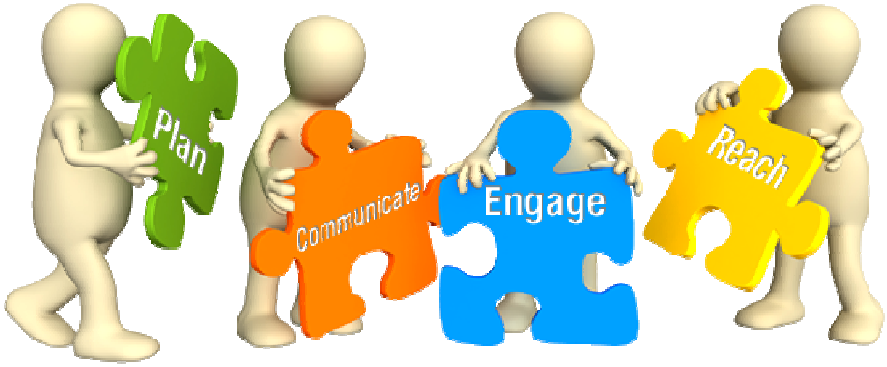
- Using the two programs together allowed Duvall Home staff to manage their entire email list in one place
- **Now, everything is at their fingertips – they can easily communicate with donors within "one click or two"**
- **Their very first e-appeal resulted in 125 bonus collection sheets and the donation of four sewing machines**

Quote:

- "We recently merged our email databases, which was unbelievably simple to do, and the last appeal was tremendously successful!"
- Debra West, Executive Director



LET'S TAKE A QUICK BREAK!



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WHAT'S ON YOUR MIND?

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JOIN US FOR THESE UPCOMING WEBINARS…

A Communication Plan and Tactics to Engage Supporters Online
March 28, 2012, 2:00 p.m. ET
REGISTER TODAY! ➤

2011 Online Giving Trends and 5 Tips You Can Implement Today
April 10, 2012, 2:00 p.m. ET
REGISTER TODAY! ➤

The Anatomy of Engaging Email Campaigns
April 19, 2012, 3:00 p.m. ET
REGISTER TODAY! ➤

Effective Marketing Tips and Tricks for Clicks
May 16, 2012, 2:00 p.m. ET
REGISTER TODAY! ➤

Making the Most of Email Marketing
June 14, 2012, 3:00 p.m. ET
REGISTER TODAY! ➤

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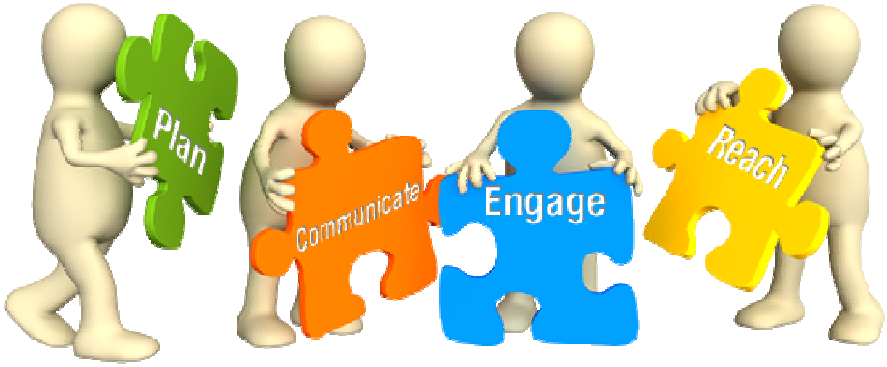

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