

Part 2: How Can I Develop a Successful Event eMail Marketing Strategy?

November 16, 2010

Presenters: Amy Braiterman, Blackbaud

Pamela Snyder, Zuri Group

### **Events Boot Camp Series**

#### Events Boot Camp, Part 1: How Can I Make Next Year's Event More Successful?

If you're planning your first event or looking to make your next event the best ever, sign up for this can't-miss session on planning your next event. We'll discuss event communication and marketing plans, event sponsorship and committees, site design, tools to drive revenue and awareness, and more.

#### Events Boot Camp, Part 2: How Can I Develop a Successful eMail Marketing Strategy? Co-Host: Zuri Group

Join us as we talk about designing an event email marketing strategy and maximizing its impact. We will cover topics like email timing, frequency, and design.

#### Events Boot Camp, Part 3: What Can I Learn from Last Year's Numbers? Co-Host: Event 360

We will help you uncover the wealth of information in your event numbers. We'll share how you can impact your event and participant behavior by analyzing mid-season metrics and discuss how the event data from this year's achievements can lead to next year's successes. Register today to learn best practices for performing detailed analyses of event data to discover hidden gems within your event.

#### Events Boot Camp, Part 4: How Can My Events Raise More and Utilize New Strategies?

We'll share best practices for using Blackbaud Friends Asking Friends, including how to create an effective event site, how to raise more funds online, and how to integrate online and offline efforts. Plus, learn more about what's new with Blackbaud Friends Asking Friends: event committee dashboard, integration between Google Analytics and mobile ready pages and forms.

## Events Boot Camp, Part 5: We Have a Facebook Page and My Participants are Tweeting...Now What? Co-Host Charity Dynamics

We'll discuss how your organization can use social media to extend your reach, increase events online presences, and raise more funds. We'll also share how social media works with online and offline tactics to create integrated marketing and cultivation plans for your event. Plus, we'll share the latest results from our annual social media research project.

### **Blackbaud Events Boot Camp Series**

### **Blackbaud Friends Asking Friends**

### **Our History**

- Supported more than 33,000 events
- More than \$1 billion raised online
- 14+ million participants
- 26+ million donors
- 1<sup>st</sup> event is still a customer (Arthritis Foundation San Diego Jingle Bell Run)

### **Our Proven Results**

- Average participant sends 28 emails
- 1 in 4 FAF emails conversion
- FAF emails have a 90 percent or greater open rate
- Average online gift size: \$60
- In 2009, 4 of the top 5 customers in the RWR30 ranked by % growth used Blackbaud Sphere Events



#### **Blackbaud Events Boot Camp Series**

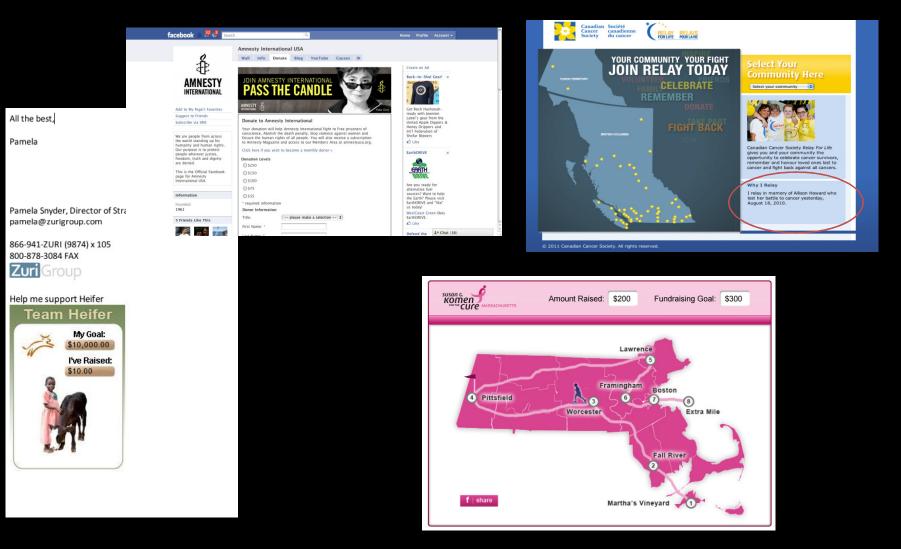
### Pamela Snyder, Director of Strategy, Zuri Group

We act as an extension of your Web strategy, design and development teams.



#### **Blackbaud Events Boot Camp Series**

### **Zuri Group: Interactive Innovators**



### **Session Overview**

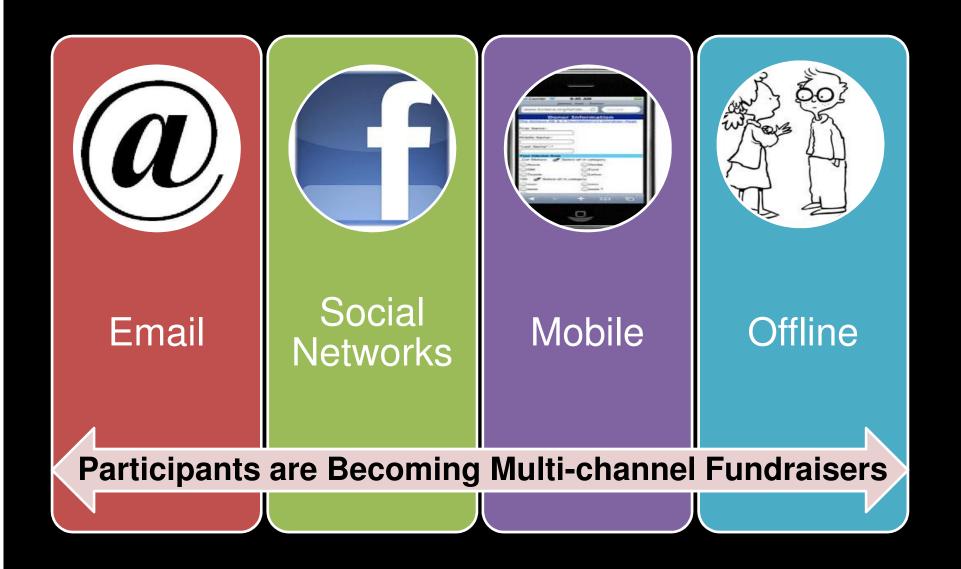
- Email is a promotion catalyzes for peer-to-peer fundraising success
- Email is a training tool you can use to coach your event participants
- Email is a way to stay in touch year round with your event participants and donors so their affinity for your organization stays strong and they continue to support your organization year after year

### **Blackbaud Events Boot Camp Series**

### Think Big: Emails Are A Part Of The Plan

- Emails don't exist in a vacuum
  - Direct mail
  - Telemarketing
  - Events
  - Advertisements (print, radio, tv, online)
  - Search engine marketing (SEM)

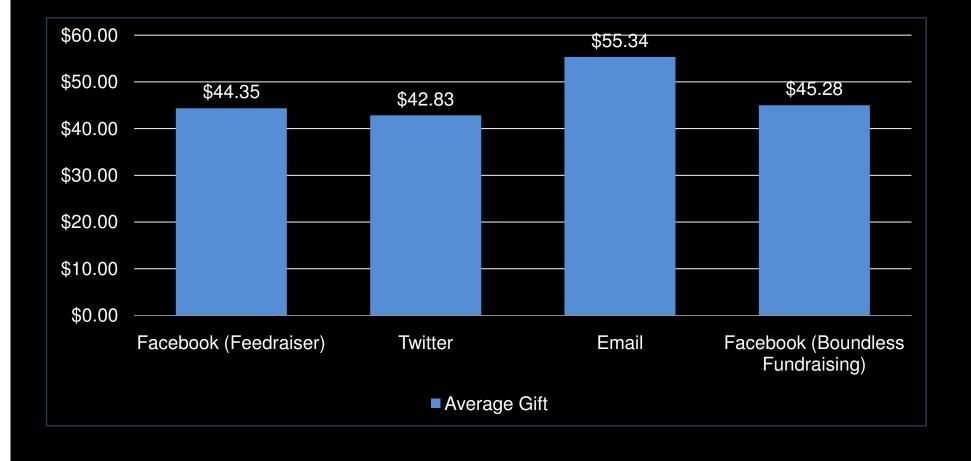
#### **Blackbaud Events Boot Camp Series**



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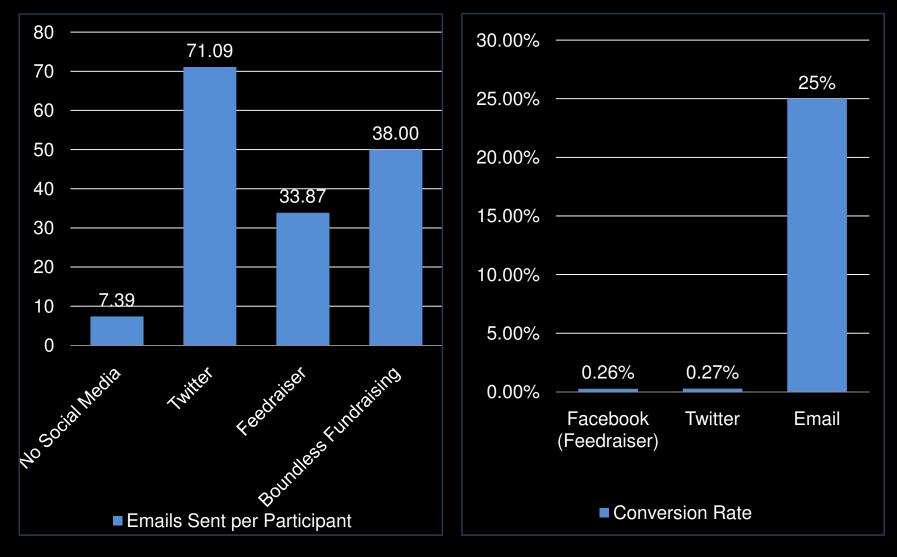
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### **Average Gift Expectations**



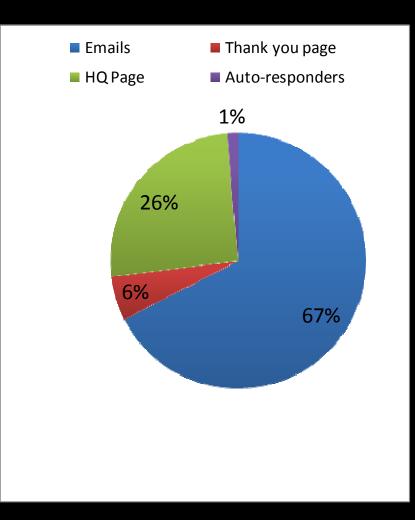
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### **Connection Between Social Media & Email**

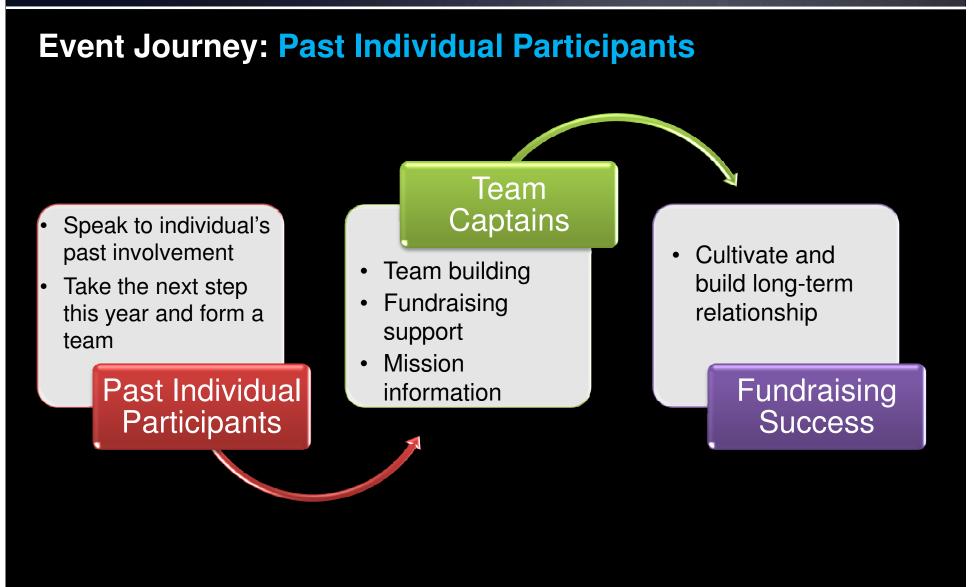


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### Participants find social networking tools from emails

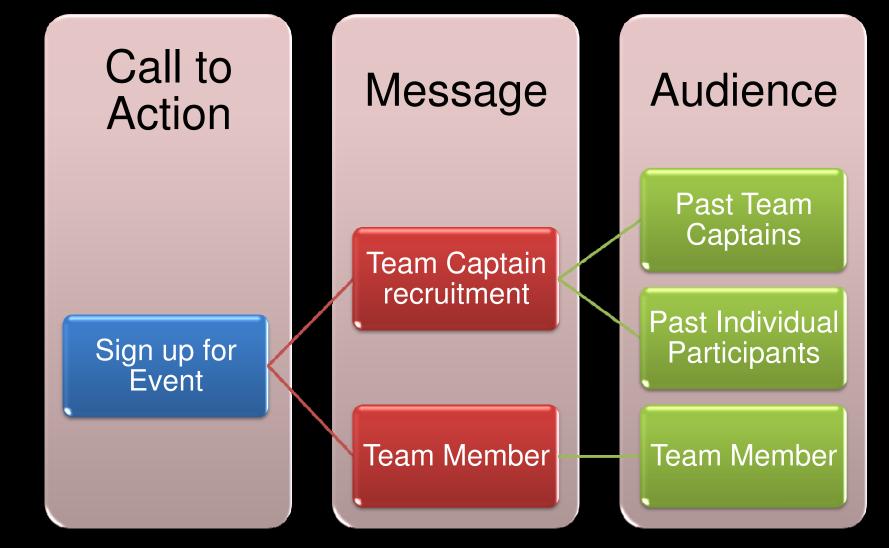


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#### **Blackbaud Events Boot Camp Series**

### **Recruitment Strategy: Past Participants**



### Email Map

### **Email Type: Organization**

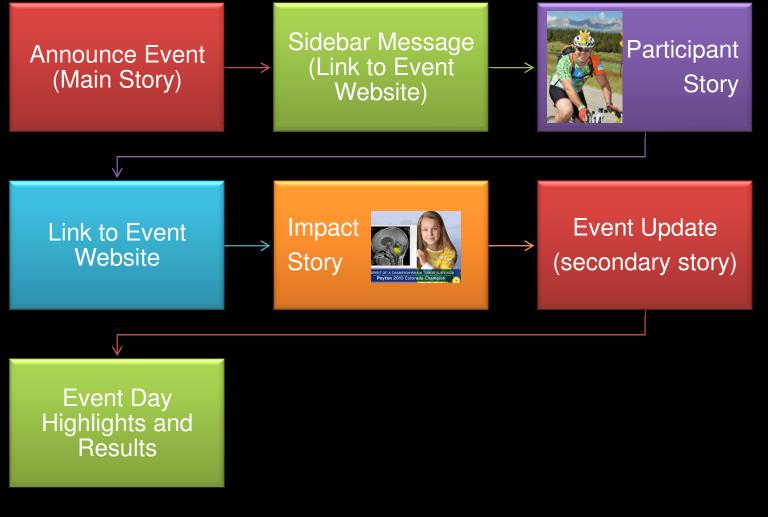
- eNewsletter
- Advocate alerts or updates
- Educational
- Programs

## Email Type: Event

- Recruitment messages
- Fundraising Support
- Event Day Updates

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### **Organization eCommunication: Event Progression**



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### **Event Email Timeline**



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## **Email Calendar & Message Outline**

Channel	Timeline	32 Weeks	28 Weeks	28 Weeks	20 Weeks
Recruitment EMAIL	Message	Save the Date	Are you ready to take the next step?	Team captains are key	Why I walk- message from an advocate who participants in event
	Audience	All past participants: team captains, team members individual participants	Past individuals participants	Past team captains	Advocates
	Action	Sign up for event	Form a team for this year's event	Sign up today!	Sign up today!
Facebook		Announce Event	Be a team captain		Event update: number of team captains
Twitter		Announce Event	Be a team captain		Event update: number of team captains
BLOG		Post reflecting on last year's event	Post from a team captain		Why I'm involved – post from an advocate

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## Fundraising Support: Role Specific Messages

#### Team Captains

- Personalize webpage
- How to Recruit Team Members
- Team Fundraising Activities
- Team Captain Updates

   sneak peak at
   upcoming activities
- Stories from team captains
- Fundraising Tips
- Impact on mission
- Social network fundraising
- Event information

#### Team Members

- Personalize webpage
- Team member impact
- Team Fundraising Activities
- Stories from team member
- Fundraising Tips
- Impact on mission
- Social network fundraising
- Event information

# Individual participants non- team members

- Personalize webpage
- Fundraising Activities
- Stories from participant
- Fundraising Tips
- Impact on mission
- Social network fundraising
- Event information

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### Anatomy of an effective email message

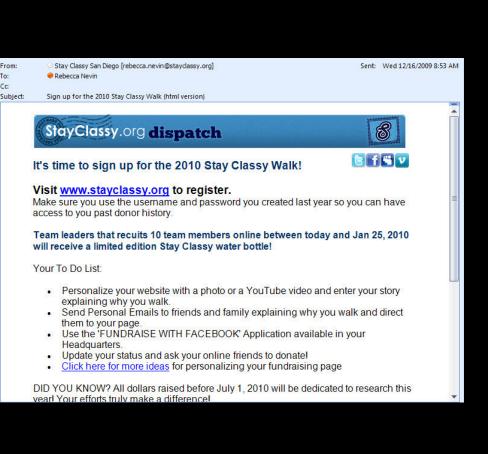
Recognizable "From" or "Sender" Address

Descriptive and inviting subject line

#### Concise and relevant content

Compelling case and call to action

#### Design



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## **Email Type: Past Team Captain Recruitment**

# Start! Association Learn and Live.

#### We need you back

American Heart Association

#### Hi Amy!

Thanks to your support, the American Heart Association has made real strides in the fight against cardiovascular diseases, but our work is not done. Heart Disease remains the leading cause of death in all Americans. When you sign up as Team Captain for our 2010 Start! Greater Washington Region Heart Walk, you do more than educate your team members, co-workers, friends and family about the fight against cardiovascular disease and stroke. You touch people across the country with the work you enable the American Heart Association to do - people like Michelle Burke.

At 32, exhaustion had prompted Michelle to see a doctor.

Michelle had cardiomyopathy, a serious disease in which the heart muscle becomes weakened and doesn't work as well as it should. It can also cause arrhythmias; abnormal heartbeats that make the heart pump less effectively. Most arrhythmias aren't life-threatening, but some are extremely dangerous and require treatment and management.

She had medications adjusted to help her heart function better, and doctors implanted an internal cardiac defibrillator (ICD) to deliver an electrical shock if her heart went into a dangerous rhythm.

Because of efforts like yours, the American Heart Association is able to fund research that leads to advances like the ICD and medication treatments that seved Michelle's life and countless others like her.

#### Quick Links

- » Start! GVVR Heart Walk
- » Participant Login
- » Participant Registration

#### Your Login Info

Username: nanno2978

- » Forgot Your Password?
- » <u>Login Now</u>

#### Your Profile

Here's what we have on file: Amy Bateman 1200 N Street NVV #607 Washington, DC 20005 nanno2978@yahoo.com > Update This Information

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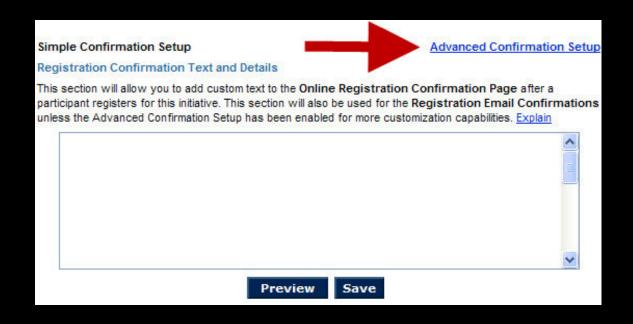
lackbaud

### **Email Type: Team Captain Support**

From: To:	<ul> <li>○ Stay Classy San Diego [rebecca.nevin@stayclassy.org]</li> <li>Sent: Wed 12/16/2009 8:5</li> <li></li></ul>	53 AM					
Cc: Subject:	Sign up for the 2010 Stay Classy Walk (html version)	_					
	StayClassy.org dispatch						
1	It's time to sign up for the 2010 Stay Classy Walk!						
	Team leaders that recuits 10 team members online between today and Jan 25, 2010 will receive a limited edition Stay Classy water bottle!						
→ »	Your To Do List:						
,	<ul> <li>Personalize your website with a photo or a YouTube video and enter your story explaining why you walk.</li> <li>Send Personal Emails to friends and family explaining why you walk and direct them to your page.</li> <li>Use the 'FUNDRAISE WITH FACEBOOK' Application available in your Headquarters.</li> <li>Update your status and ask your online friends to donate!</li> <li>Click here for more ideas for personalizing your fundraising page</li> </ul>						
	DID YOU KNOW? All dollars raised before July 1, 2010 will be dedicated to research this year! Your efforts truly make a difference!	•					
		©					

### **Email Type: Acknowledgements**

- Registration and donation acknowledgements
- Use the advanced confirmation option to create specialized messages with mission information, links and pictures



### **Blackbaud Events Boot Camp Series**

### **EXAMPLE: Acknowledgement Email**

StayClassy.org dispatch



You are officially registered for the 2011 Chicago Walk to Stay Classy, and we are grateful for your support. On May 20th, you will be joined by thousands of participants nationwide, who, like you, are committed to ensuring we all stay classy. Your fundraising effors help provide immediate emotional relief to anyone who is touched by disease. One in four individual stuggle with this, that's almost 15 million individuals. We are here 24/7 to provide support, information and empowerment.

#### Your Fundraising Headquarters

Username: **nanno29** Password:Do not know your password? <u>Click Here</u>.

Your Supporter ID: 293837016 Team: The A Team

Follow these easy steps to fundraising success!

- First, check out your <u>Fundraising Headquarters</u>, customize your personal webpage to track your bake sale. Your HQ is the place on the Walk site where you can
  post a personal message or story, upload pictures, send e-mails to ask for donations and track your fundraising progress. Remember to bookmark your HQ login
  page so you can easily return to it.
- 2. Once you've personalized your page, email your network of contacts to ask for support. Need help coming up with your list? We've got you covered, <u>play our</u> <u>"Who's On Your List" game.</u>
- 3. Besure to extend your reach using our Facebook and Twitter tools. Send tweets and updates about your efforts from your HQ. Facebook and twitter tools are located under the email tab.
- 4. Don't forget to ask your donors if their employer offers matching gifts. Check out our tips on matching gifts to find out how they can double your impact.
- 5. Finally, have fun! The most successful fundraisers are those who have fun.

From now until May 20th, we will be sending you helpful tips and tools to ensure your fundraising experience is successful and your personal experience is gratifying. Please keep us updated on your progress. Your efforts inspire us to keep fighting.

If you have any questions about Walk or need help with your fundraising, please contact me at <u>Amy@stayclassy.org</u> or 202.555.5555.

Thank you for your support!

Get all the latest Walk info, check us out on Facebook and Twitter!

### Design emails for mobile reading

- Mobile readers are more likely to scan, not read
- Include compelling call to action in your subject line
- Avoid "top heavy" images in the design

**Email Design: Mobile Devices** 

• Use "ALT" tags on images

**Blackberry or iPhone** 

• Test messages on handheld devices

### Blackbaud Black

Increasingly, participants will be reading email via

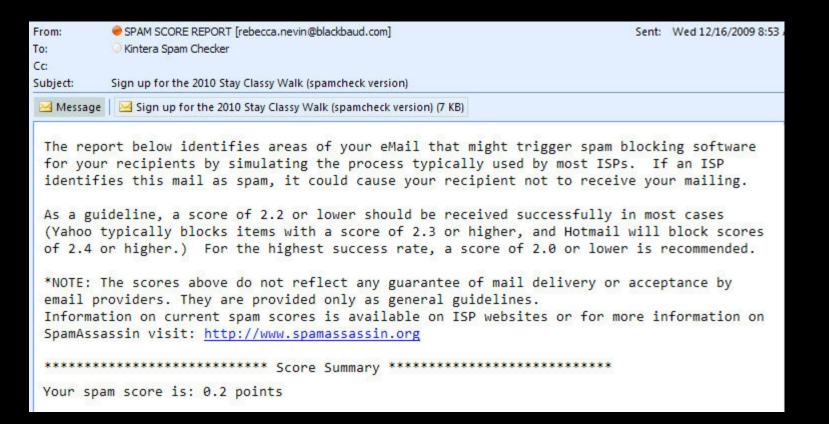


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### Test, Track, Review and Adjust

- Always send a test email to several email service providers (Yahoo, Gmail, Hotmail, Outlook)
- Review the Spam report Sphere sends and make adjustments



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### www.FriendsAskingAmy.com

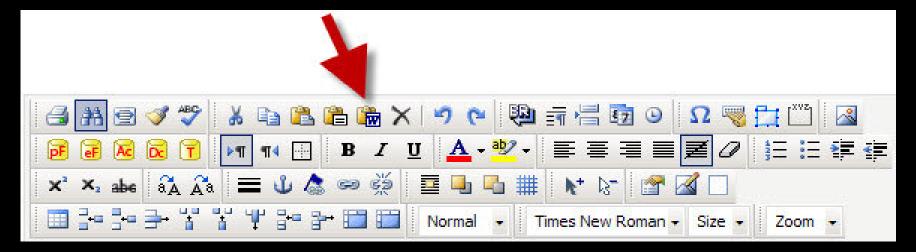
# Appendix

Emails Editing Do's and Don'ts Best Practices: Email Design Best Practices: Content Best Practices : Creating a Compelling Call to Action

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### **Email Editing Do's and Don'ts**

- Never copy and paste text or images directly from Microsoft Word or another word processing program
- Use the "Paste from word" icon in the HTML editor, "Clean" the code before pasting, or try pasting into Notepad and then copy/paste into the email
- Pasting directly from Word tends to transfer some of the underling code which will distort your message



### **Email Editing Do's and Don'ts**

- Always resize and compress images before inserting into your message
  - Blackbaud Friends Asking Friends allows you to easily insert images into messages but it isn't an image editing tool
  - It's best to use a 3<sup>rd</sup> party graphic software to prepare the image before uploading



- Always include important content within body content not just in images
  - Many email services block images by default and your reader may not decide to display the images
  - To ensure your most important message are viewable include them in the first part of the message (top of content)

### **Email Editing Do's and Don'ts**

- Be careful when selecting text to edit/replace
  - If you select more than just the text you are trying to edit (like a blank space) you may inadvertently delete the underlying code and distort the formatting
- Use only Web-safe fonts
  - The most common are Arial, Verdana, Georgia, and Times New Roman
  - If they aren't web safe they may not work in some email service providers
  - If you have a font that's not web safe and you must use it, it is safest to use it as an image.

### **Best Practice: Email Design**

- Design for the preview pane of email applications
  - Only the top 2-4 inches (or 500-600 pixels) of your email will be viewable in the preview pane
  - Recipients will rarely open an email to view your full message (so you must respect the preview)
- Never put important information (or the call to action) in an image
  - Again, if the image is blocked, the message will be lost
  - If you are going to do this, always recap the information within the email text
- Avoid large blocks of text use headlines for increased "scanability"
  - Try to limit total length to around 300 words
  - Amount of content "allowed" depends on your audience and past relationship
- Remind recipients to add organization to their address book/safe sender list
- Test HTML email in multiple email clients before sending

### **Best Practice: Content**

- Use stories to engage readers
  - Share stories and encourage participants to share stories to engage readers
  - Use statistics, testimonials, case studies, and expert opinions to support a point
- Demonstrate a clear purpose and a clear call to action
  - Each email should have one main point, with a clear call to action
  - Create a sense of urgency give readers a compelling reason to act **now**
- Content should be related to current event fundraising phase
- Include links to social network platforms
- Include event login information

### **Best Practice: Creating A Compelling Call to Action**

- Call-to-action should compel readers to do something
- Create excitement and urgency
- Use specific action-oriented language
- User verbs to keep it active write sparingly and make those few words count
- Instead of "You should sign up soon" try:
  - Be an early bird, sign up by Friday and our special early bird incentive.
  - The first 25 team captains to sign up will a gift from Starbucks.
- o Give participants a "To Do List"
  - 1. Update their picture and story
  - 2. Email your friends, family and co-workers
  - 3. Update your Facebook status and send a Tweet
  - 4. Take our Top 5 Challenge. Here are top 5 five ways to FUNdraise, do all 5 and be a member of the Top 5 Club.