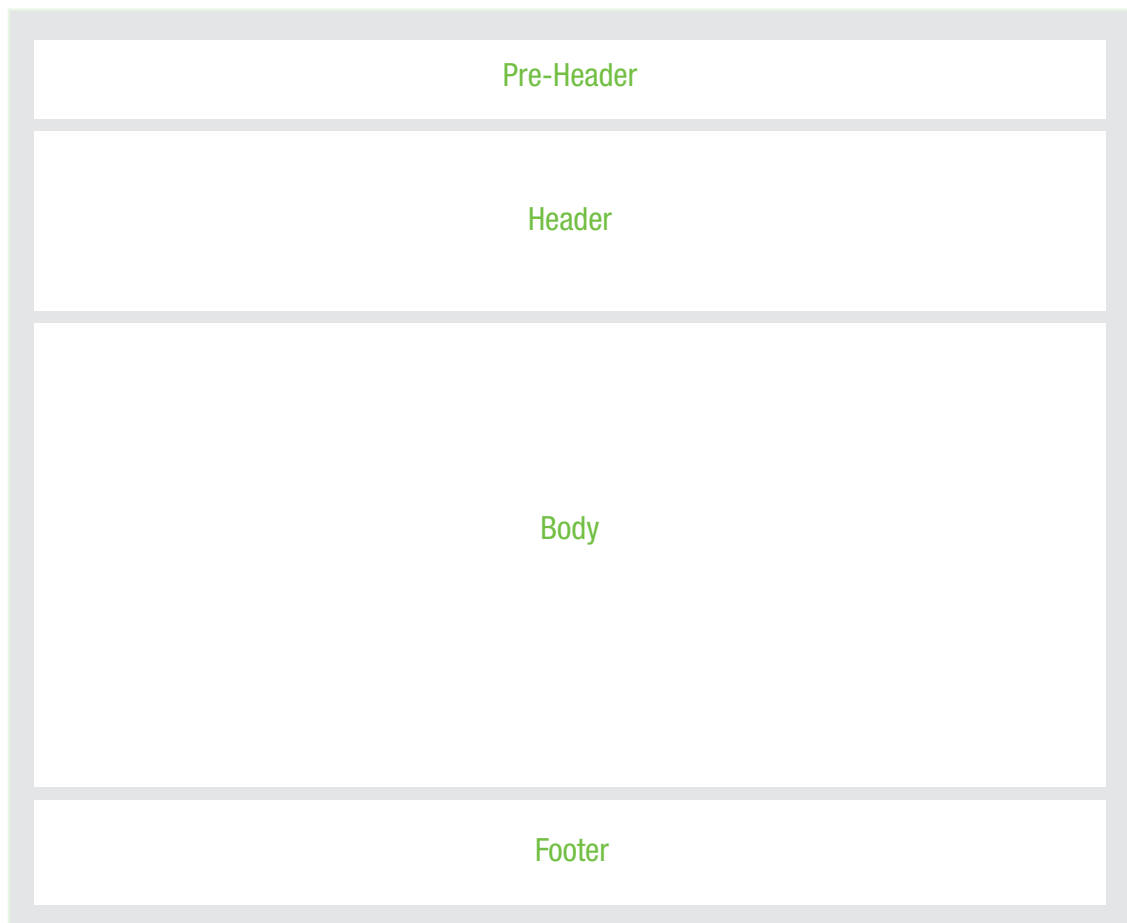

Email 101: Quick Reference Guide For Nonprofit Marketers

ANATOMY OF AN EMAIL

- **Pre-Header:** Use this space as a preview of the email content. Appearing underneath the subject line in your recipient's inbox, the pre-header and subject line should work together to persuade constituents to open your email.
- **Header:** Use graphics and text to clearly identify your organization and the email's main purpose.
- **Body:** Use this space for your content, but remember that less is more. Don't forget to include interesting headlines, short paragraphs, and clear calls to action (CTAs).
- **Footer:** Use this space for your contact information, opt-out link, and privacy policy link.



Continued...

Email Best Practices

1. Get strategic.

- Know your audience.
- Build out a schedule of send dates.
- Create interesting content.
- Make the ask clear.
- Report back to see what's working.

2. Keep it simple.

- **Subject line:** Your subject line is the first part of the email that your readers will see. A compelling subject line should speak directly to your donors' interests and their impact on those you serve.
- **CTAs:** Pick one—only one—and make it loud and clear.
- **Sense of urgency:** Think about how to convey urgency when writing subject lines and CTAs. Would you be compelled to take action immediately? Does the copy leave you curious or wanting to participate in some way?
- **Above the fold:** A colorful button or bold text helps draw the eye to the CTA, but make sure it is “above the fold” or visible without having to scroll down.
- **Focus:** Try not to distract from the CTA with additional hyperlinks and buttons. Keep the email focused on one action or message.

3. Think mobile first.

- About 80% of recipients will only scan your email—many of them from mobile devices. Use short paragraphs or lists to make copy more readable; put important phrases in bold; and use headers to break up large chunks of text.

4. Test, test, and test some more.

- Test your links and buttons by sending yourself the email—and make sure to view it on multiple devices. Is your preview text too long? Are your buttons easy to see and easy to click? Is it clear what action you want them to take?

With these best practices in mind, you're all set to build smarter, more strategic emails that result in higher opens, click-throughs, and conversions.