

Lists and Segmentation 101: Worksheet for Nonprofit Marketers

Segmentation is the practice of dividing your database into various buckets or groups based on a defined set of criteria. There are many ways to segment a list, such as past actions, geography, interests, and giving history—just to name a few. When it comes to email marketing, segmentation can be even more critical to your campaign success than design and content.

You learned in Email 101 that your constituents will likely only take a few seconds to decide whether to delete your email or read on. Personalized content may be what catches your recipients' attention, establishes a connection, and draws them in to read more. If you're not delivering personalized emails, you risk lowering attention levels and ultimately, creating less engaged constituents.

Four Reasons to Segment:

- *Boosts response rates*
- *Reduces unsubscribes*
- *Increases engagement*
- *Builds rapport with your constituents*

| SEGMENTATION CRITERIA IDEAS | |
|-----------------------------|----------------------------------|
| Location | Total Dollar Amount of Donations |
| Age | Current Donors |
| Marital Status | New Donors |
| Region | Prospective Donors |
| Poll Answers | Major Donors |
| Preferences | Lapsed Donors |
| Email Opens | Seasonality |
| Email Click-Throughs | Time Since Last Gift |
| Number of Donations | |

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