WEBINAR AUDIO BROADCAST DETAILS

• The audio for this webinar will be broadcast through your computer. Once you join the presentation, a small audio broadcast box will appear on your screen and you will hear the host through your computer speakers.

• To join an Audio broadcast in WebEx, click on the Communicate menu in your WebEx screen and select Join Audio Broadcast. If you are having problems with the audio broadcast, you can still join using the teleconference. To join the teleconference follow the steps below:

  1. Leave the audio broadcast by clicking on Communicate > Leave Audio Broadcast.
  2. Get the teleconference number, click on Communicate > Join Teleconference.

• If you are unable to listen to the audio through your computer and wish to dial into the conference line, please use the information below:

  Teleconference information
  Call-in toll-free number: 1-866-4106539 (US)
  Call-in number: 1-660-4225471 (US)
  Conference Code: 843 654 3232
PUTTING THE PUZZLE PIECES TOGETHER
THE ANATOMY OF ENGAGING EMAIL CAMPAIGNS

Mike Snusz, Sr. Internet Marketing Consultant at Blackbaud

#EngagingEmail
ABOUT ME

• Sr. Internet Marketing Consultant at Blackbaud
• 9 years working for or with nonprofits
• Pro bono fundraising consulting in D.C.
• Blog at NetWitsThinkTank.com
• @mikesnusz
THE INBOX: A CLUTTERED, COMPETITIVE PLACE
IS EMAIL WORTH IT?

35% of online revenue comes from email*

*2012 eNonprofit Benchmark Study (NTEN, M&R)
SESSION AGENDA

- What nonprofits can learn from sophisticated retail email programs
- (Personalized) content is king
- Anatomy of engaging email
- Why you need to test…and what to test

#EngagingEmail
WHAT CAN NONPROFITS LEARN FROM SOPHISTICATED RETAIL EMAIL PROGRAMS?
ABOUT RETAIL EMAIL PROGRAMS

- Large budgets, staff, work with agencies
- Sophisticated programs that provide value
- **Top programs: Most important value drivers**
  
  71% - build in targeting capabilities*

  82% - test and measure everything*

*2011 Gleanster survey on Email Marketing*
CROCS

Change Your Email
It's All About You! Customize your CROCS email preferences.

- Crocs Newsletter: Exclusive Crocs email promotions, the latest news and upcoming events.
  - English language version.
  - Get the most up-to-date info on men's latest arrivals and last-minute online promotions.
- Crocs Men: Get a Crocs Deal of the Day:
  - Save big in December, up to 70% off retail prices. Daily deals directly to your inbox.

FREE SHIPPING on all orders over $69'
Whole Foods Market Local Store News and Sales
Get the best deals, special sales and community event updates.
View Sample Issue

Whole Foods Market Recipes
Get simple tips and delicious recipes celebrating natural, free your inbox twice a month.
View Sample Issue

Pick from summer’s garden of bright flavors with these recipes featuring peak-of-season fresh fruits and vegetables.

Organic Cherries One-Day Sale
This Friday only, July 8, get fresh organic cherries for $2.99/pound.

Big Beautiful Salad with Lemon-Miso Dressing
Very fresh, healthy, sugar-conscious, vegan, vegetarian.

Cherry Favorites
Cherry Lentil Salad
Dear Amazon.com Customer,

Customers who showed an interest in music on CD, MP3, or vinyl might also be interested in our Indie Music Deals event. We are happy to offer over 400 MP3 albums priced at $5 or less, hundreds of CDs under $10, and a great selection of vinyl from as low as $12. In addition to this, we have cultivated over 20 free samplers from some of our favorite independent labels.

Also, be sure to shop our collection of 100 $5 albums for the month of July. Save these albums to Cloud Drive once the purchase is complete to enjoy them in Cloud Player wherever, whenever.

See all indie music deals

Free Indie Samplers
PERSONALIZING YOUR EMAIL

THEN

Dear Mike,

Recently, we sent you a letter share

NOW

This is an exciting and historic year to be associated with Baxter College. As we celebrate our 100th anniversary, the campus has undergone some major physical improvements, and we are in the final months of the Centennial campaign for endowment and scholarship. As part of these improvements, we have constructed a new residence hall, renovated the library, and added a new wing to the Social Sciences building.

It was important to make these physical improvements during this pivotal time in the college's history because Baxter needs to look ahead and prepare to meet challenges as it begins its second century. To support ongoing improvements, our challenge is to ensure a healthy endowment and strong scholarship program. Our Centennial campaign has a goal of $50 million in gifts and pledges by May 31, 2019. This goal is within reach but we need your help!

Parent support is a critical part of the Centennial campaign and there is a wonderful tradition of parent support at Baxter. Gifts from current parents will ensure that current students will have all the advantages they need in order to become the leaders of tomorrow. In fact, last year 50% of parents of alumni remained involved with Baxter with an annual gift. This is a fantastic participation rate and I hope that we will be able to increase it further with your help.

As a former student at Baxter, you understand how important it is to ensure that current and future students will have all the advantages they need in order to become the leaders of tomorrow. Every year our alumni help us raise money to meet the needs our college is facing. These needs include resources for upgrading technology, funds to attract the best faculty, and to help deserving students come to Baxter. Please join other alumni and friends who have decided to support Baxter's students and programs with a gift to the Centennial campaign.

So in honor of this unique and historic time in the college's history please consider making a gift to the Baxter College Fund today. Thank you!

04/19/2012 Putting the Puzzle Pieces Together 13 #EngagingEmail @mikesnusz
(PERSONALIZED) CONTENT IS KING
WHY (PERSONALIZED) CONTENT IS KING

- Top tactic to deliver relevant and engaging content*
- Open rates increase 7% & click-through rates increase 80%**
- Click-through rates twice as high first 30 days***

*2011 MarketingSherpa Email Marketing Benchmark Survey  
**MailerMailer 2010 Email Marketing Metrics Report  
***MarketingSherpa "Email Marketing Benchmark Guide 2008"
WHY (PERSONALIZED) CONTENT IS KING

- Provide value
- Connection
- Without relevant content, risk:
  - Level of engagement
  - Level of attention
  - Decreased response
  - Weakened relationship
Dear [First Name],

You last attended the event in 2010, and helped the SPCA raise more than $75,000 for the animals in the SPCA’s care. We hope you will be able to once again join us and help us raise money for the animals who need it most right now!

Register for this year’s event!

This year we’re unveiling a brand-new 2-mile beautiful scenic walk route! And because the event keeps expanding, we are now having home base take place in a new and much larger location at Beaver Island, allowing more room for vendors, exhibitors, rescue groups, lunch, and for the inflatable bounce houses!

There is still time to register and receive a discounted registration fee! And, if you start or join a team, you will receive an even further reduced registration fee!

No matter how you register - as a team captain or member or as an individual - you can immediately begin collecting pledges that will assist all of the animals at the SPCA! And, as a bonus, you will receive prizes based on your fundraising success!

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<table>
<thead>
<tr>
<th>Campaign Emails</th>
<th>Click-through rate</th>
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<tbody>
<tr>
<td>Email #1</td>
<td>1.68%</td>
</tr>
<tr>
<td>Email #2</td>
<td>1.98%</td>
</tr>
<tr>
<td>Email #3 (personalized)</td>
<td>3.50%</td>
</tr>
</tbody>
</table>

04/19/2012        Putting the Puzzle Pieces Together        17        #EngagingEmail   @mikesnusz
RONALD MCDONALD HOUSE OF KC

Join us for an extra-special Red Shoe Shindig.

9.10.11

This year, we're doing things a bit differently.

You've parted with us at Plaza Pizzazz in the past, wait until you see what we have in store at this year's Red Shoe Shindig! In order to help as many families as possible, we're hosting one event featuring a silent & live auction, live music, restaurant tastings, and lots of fun that you won't want to miss.

Join us Saturday, September 10, 2011,
for the all-new Red Shoe Shindig.
7-11 pm at Hangar 10
Charles Wheeler Downtown Airport

<table>
<thead>
<tr>
<th>Audience</th>
<th>Click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past attendees</td>
<td>25.1%</td>
</tr>
<tr>
<td>Attended similar event</td>
<td>14.6%</td>
</tr>
<tr>
<td>Everyone else</td>
<td>8.6%</td>
</tr>
</tbody>
</table>
Feature your business at the UDM & Marygrove career fair

UDM and Marygrove College present Recruiting in the "D": McNichols Talent Career Services Collaboration, on Tuesday, Oct. 11. If you have a business you would like to feature, contact Elissa Clemens at

<table>
<thead>
<tr>
<th>Audience</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Architecture</td>
<td>23.5%</td>
</tr>
<tr>
<td>Engineering Grads</td>
<td>18.9%</td>
</tr>
<tr>
<td>Everyone Else</td>
<td>11.9%</td>
</tr>
</tbody>
</table>
HIDDEN WAYS TO PERSONALIZE ANY EMAIL

Cultivate
• Thank recent donors
• Tell how donations were used
• Thank recent event attendees
• Show photos
• Thank recent volunteers

Provide value
• Deliver relevant content
• Reminders (membership, event reminders)
CULTIVATE: THANK DONORS & TELL HOW DONATIONS WERE USED

Thanks to donors like you, wonderful things are exactly what Save the Children accomplished over the past year.

In 2011, donor generosity enabled us to:

- Provide emergency aid for children and families threatened by political turmoil and by natural disasters in Japan, East Africa – and the United States
- Break new ground training local health workers to deliver maternal care and battle life-threatening diseases
- Improve access to education for 12 million children at home and abroad.

During this season of giving, please reach out so we can make life better for the world’s most vulnerable girls and boys. Together, we are making a difference.

Help us do even more wonderful things in 2012 with your annual gift to our Global Action Fund.

Donate Now
PROVIDE VALUE: DELIVER RELEVANT CONTENT

Email Signup
Stay current. Be in the know.

Signup for Kay Yow Cancer Fund email for alerts on our latest news and upcoming events.

Note: We want to meet your information needs; sending you only the information you wish to receive from the Kay Yow Cancer Fund. In order to do this, you'll need to create a user account below. You can subscribe, unsubscribe, view your preferences, add your interest areas, view your giving history. You are in charge of how the Kay Yow Cancer Fund communicates with you.

Contact Information
First Name: 
Last Name: 
Preferred Email: 

Interests:
- Cancer Research
- Events
- News
- Testimonials
- Volunteering

www.KayYow.com
HIDDEN WAYS TO PERSONALIZE ANY EMAIL

Solicit
• Match areas of interest to funding opportunities
• Provide past gift info
• Planned giving prospects

Data Integrity
• Missing information
• Verify information
ANATOMY OF ENGAGING EMAIL
PLAN YOUR EMAIL CAMPAIGN

• Start earlier!

• Identify specific goals and dates

• Discuss segments & relevant content

• Test? Incentives?

• Channels: Offline? Social media? Website?

• Review email internally

• Send & review metrics
ANATOMY OF ENGAGING EMAIL

Recognizable “From” field

Intriguing subject lines

Concise, relevant content

Compelling call to action

Dear Mike,

The end of the year is fast approaching – a time for tax-deductible donations to causes that touch your heart.

Supporting Save the Children is the most effective way to help the world’s vulnerable children this holiday season. Why? The first 73-million-plus reasons are the children touched by our programs and activities. But there are 3 other important reasons to make a gift right now.

- Your gift will be doubled!
  It's exciting news! A generous supporter has offered to match every dollar donated to our year-end campaign now through December 31, 2011 – up to $200,000.
- Your dollars are well spent.
  On average, 90% of all expenditures go to program services worldwide.
- We’re an organization you can trust.
  Save the Children is one of the top 1% of all charities to earn a 4-star rating from Charity Navigator – and we’ve done it 10 years in a row!

With your help, we will continue to deliver game-changing results for children in 2012. Please join us.

Please Give Now

Fourteen-month-old Sofia was the victim of a devastating earthquake. What if we hadn’t been there to help?

Make your tax-deductible, year-end donation today.
If you cannot read the information below, please click here.
• Recognizable name – organization name (or celebrity)
### SUBJECT LINES

- Pique curiosity, generate interest & convey urgency

<table>
<thead>
<tr>
<th>Not Intriguing</th>
<th>Intriguing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help Maine wildlife</td>
<td>5 things you can do right now for Maine wildlife</td>
</tr>
<tr>
<td>Support the whales</td>
<td>Deadline tomorrow: Time running out for whales</td>
</tr>
<tr>
<td>April 2010 eNewsletter</td>
<td>eNewsletter: Homecoming events announced</td>
</tr>
</tbody>
</table>
SUBJECT LINES

• Mobile friendly: Front-load first 30 characters

• Avoid special characters (!, $) and CAPS

• Check spam folder for what not to do

• Fastest way to better results: Test!
Dear Mike,

National forests need you to raise a little noise on their behalf.

The threat to national forests:

The Obama administration is about ready to green-light a new management rule that would damage our national forests.

Take action to fix this proposed rule before it becomes a reality.

The administration’s proposed Forest Planning Rule threatens forests by:

- Decreasing protective measures for wildlife
- Jeopardizing drinking water supplies

This rule is expected to be finalized within the next month and it will govern every decision made on national forests for decades to come.

Please take action and ask the Obama administration to make critical changes to protect wildlife and clean drinking water before approving this rule.

Sincerely,
The Wilderness Society
AVOID LARGE OR MANY IMAGES

It's not too late.
If you cannot read the information below, please click here.

Right-click here to download pictures. To help protect you...

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

There's no doubt that, together, we have accomplished wonderful things over the past year.
Up to 52% Off at Rampart Tavern & Grill in Alexandria

Intimate restaurants make ideal venues for romantic dinners, hassle-free gatherings, and even celebratory brunches. Enjoy a selection of thoughtfully prepared meals, carefully paired with a variety of beverages, to create a culinary experience that is as memorable as the occasion. Whether you're looking for a cozy atmosphere or a picturesque outdoor seating area, Rampart Tavern & Grill offers a space that is perfect for any event.
USE VIDEO SCREEN SHOT IMAGES

• 2-3x higher clicks with video screen shot images

Celebrate bringing home mothers, fathers, sons and daughters.

Dear Supporter,

The sweet embrace of freedom. A triumphant rescue of human dignity. A jubilant homecoming.

A prisoner of conscience has been released.

When you work for the release of those who are unjustly imprisoned, you are not only defending human rights, you are uniting families torn apart by discrimination and oppression.

Being unjustly imprisoned is a terrifying ordeal. Dragged from their homes, disappeared, tortured – these men and women are persecuted for who they are, for what they believe, for the peaceful expression of their ideas.

*As Seen in the Inbox, Forrester Research, May, 2009*
We are trying to raise $3,000 to provide treatment for Loretta's medical problems so that she can finally have the loving, affectionate home that she so desperately deserves. Please help Loretta by donating today!
Will You Show Loretta That Someone Cares?

Young Loretta has seen more hardship in her one and a half years than any animal should ever have to -- she was found abandoned with two couches by the side of a rural road and taken to Town Lake Animal Center, but they were unable to treat her medical problems. Luckily for Loretta, AHS saw past her health problems and her sad appearance to the light in her eyes and the loving look on her troubled face and rescued her from certain death.

Loretta is now safe here at AHS, but she is still in desperate need of help -- she has severe demodex mange and irreversible cherry eye which will require extensive skin treatments, surgery to remove her right eye and treat her left eye, and months of hard recovery with a foster home. Despite the discomfort she faces every day, Loretta's tail continues to wag, and she bestows gentle, loving kisses on anyone within reach.

We are trying to raise $3,000 to provide treatment for Loretta's medical problems so that she can finally have the loving, affectionate home that she so desperately deserves. Please save Loretta and other animals with medical conditions here at AHS by donating below.

Get to know loving Loretta by watching video of her to the right.

Donation Information

Amount:
- $200.00
- $150.00
- $100.00
USE INCENTIVES TO PROVIDE ADDED VALUE

• Gift doubled

• Drawing

• Recognition

• Send an eCard

• Purchase a specific item (Wish List)
AVOID NONPROFIT JARGON

Support the annual campaign
Support those who are homeless this holiday season

Opt out
Remove me from future emails

Email not displaying? View it in your browser.
Can’t see images? Find them here.
CALL TO ACTION LINKS

- Make links compelling by including:

**What + Why + Where (or When)**

<table>
<thead>
<tr>
<th>Not Compelling</th>
<th>Compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click here</td>
<td>Speak up now to stop the bloodshed in Syria</td>
</tr>
<tr>
<td>Donate now</td>
<td>Donate now to feed those starving in Somalia</td>
</tr>
<tr>
<td>Register</td>
<td>Register by Feb. 20th to ride in honor of a cancer survivor</td>
</tr>
</tbody>
</table>
CALL TO ACTION LINKS

- Include early, then again
- Use text, instead of images
- Review where clicks occur

Dear Mike,

National forests need you to raise a little noise on their behalf.

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Sincerely,
The Wilderness Society
NEWSLETTERS: EYE TRACKING

From: ‘Email Newsletters: Surviving Inbox Congestion’ - Jakob Nielsen's Alertbox
NEWSLETTERS: CREATE A WEB-BASED VERSION

World Change Starts with Educated Children.

About Us  Our Programs  Get Involved  Donate

Choose a Newsletter...

Room to Read eNewsletter

Issue 8, December 2010

A MESSAGE FROM OUR TEAM

Dear Friends,

We’re approaching the end of our 10th anniversary year, and we’re still celebrating! It’s been an unforgettable twelve months filled with milestones. Internally, we’ve referred to 2010 as the “Year of Ten,” and not only did we observe our first decade, we also opened our 10,000th library, 1,000th school and we are now supporting the education of 10,000 girls!

These are definitely numbers to celebrate, but we know that each statistic represents countless hours of dedication by our staff and volunteers; and record-breaking support from our investors. And the word is spreading — more and more, Room to Read is being talked about by world and business leaders, the press, and our colleagues in international development. We are proud to be recognized as a leader in our field, and as our visibility increases, so does our ability to affect change in marginalized communities throughout the world.

This year, we’ve made great headway in implementing our strategic vision which focuses on strengthening reading skills and eradicating gender disparity in education. With a strong foundation of educational infrastructure, our team, working with other experts in the field, have created new and innovative programs and materials that will help children read.
MULTI-CHANNEL INTEGRATION

- Which channels are integrated with email?

86% - Website

78% - Social media

50% - Events

45% - Blogs

33% - Direct mail

*2011 MarketingSherpa Email Marketing Benchmark Survey
SEND A FOLLOW-UP EMAIL

• Avg. Open Rate: 14%*

• Change it with:
  • Intro message
  • New subject line
  • Alternate approach

• Send to:
  • Did not respond
  • Did not click-through
  • Did not open

---

I wanted to make sure you saw my email from Tuesday.

We need just 2,500 more activists like you from Virginia to take our goal of sending 60,000 letters to President Obama by midnight.

Did you know that Japan has more than two years’ worth of whale meat freezers? But they continue to kill innocent whales under an IWC loophole. Now they’ve even announced their intentions to resume whaling! We have to stop it.

Please take action now to save the whales – the President needs to hear from us!

Thank you for all you do,

Philip

---

Dear Mike,

Kill more mother whales? That’s what the Japanese government wants to do.

Gearing up to kill over 1,000 whales in internationally protected waters, Japan’s senior vice-minister announced that Japan is “determined to continue the [whaling] program until it leads to the resumption

---

*2012 eNonprofit Benchmark Study (NTEN, M+R)
WHY YOU NEED TO TEST...AND WHAT TO TEST
WHY TEST?

According to top email programs:

- Email testing is the most important value driver*
- 82% of them test and measure everything*

*2011 Gleanster survey on Email Marketing
MOST EFFECTIVE ELEMENTS TO TEST

1. Target audience
2. Landing page
3. Subject line
4. Call-to-action link

This calendar can save children’s lives.

Donate $25 or more and we’ll send you a limited-edition 2012 Save the Children calendar!

Any 2012 calendar will let you keep track of the highlights of your year. Our very special 2012 calendar will also create highlights for children who otherwise might have none.

Contribute $25 or more to Save the Children and we will send you the beautiful, smile-filled calendar pictured here.

The smiles you see on this calendar are made possible by donors like you whose contributions support Save the Children programs in the United States and other countries around the world. In fact, last year we were able to help 73 million children with basic nutrition, education and medical care.

Your donation will help us make every day more special for kids around the world.

The 2011 MarketingSherpa Email Marketing Benchmark Survey

Putting the Puzzle Pieces Together 46 #EngagingEmail @mikesnusz
TEST CALL TO ACTION

The largest difference between high and low performing email programs was in email click-through rates*

- Where
- Language
- Images vs. Styled text
- What color
- Incentive

Become a member during our September membership drive and we’ll match your gift, dollar for dollar, up to $500,000 (that’s up $200,000 from last week!).

*2010 eNonprofit Benchmarks Study, NTEN & M+R
TEST TIME OF DAY?

- 6:00-7:00am (MailChimp)
- 6:00-11:00am (MailerMailer)
- 9:00am (Marketing Sherpa)
- 9:00am (eROI)
HOW TO TEST?

• Send 2 tests: Each to 10%-20%
• Wait 1-2 days
• Review metrics & check statistical significance

Check results

Send “winning” message to remaining recipients
• Repeat, Repeat, Repeat
### RECORD TEST RESULTS

- Simple spreadsheet
  - Date
  - Audience/List
  - Variable tested
  - Open rate
  - Click-through rate
  - Conversion rate
  - Unsubscribe rate

<table>
<thead>
<tr>
<th>Email Testing Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Winter Appeal</td>
</tr>
<tr>
<td>Winter Appeal</td>
</tr>
</tbody>
</table>

04/19/2012 Putting the Puzzle Pieces Together
IMPACT TIPS

• If you’re not personalizing every email, you’re missing an opportunity for better results

• Use email testing to validate assumptions and make data-driven decisions
IMPACT TIPS

• If you’re not personalizing every email, you’re missing an opportunity for better results

• Use email testing to validate assumptions and make data-driven decisions
QUESTIONS?

Can I sort the report by customer type?
UPCOMING WEBINARS

May 16 – Effective Marketing Tips & Tricks for Clicks
June 14 – Making the Most of Email Marketing
WWW.BLACKBAUD.COM/PUZZLE

Register for upcoming *Putting the Puzzle Pieces Together* webinars
Slides from today’s presentation