

## ► MAKING THE MOST OF EMAIL MARKETING



The Right Message, The Right  
Time, The Right People

**blackbaud**<sup>™</sup>  
your passion > our purpose

# ABOUT TODAY'S SPEAKERS...



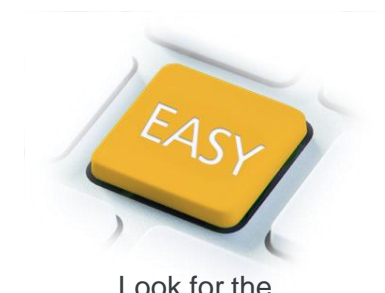
- **Alec Stern – Founder, Vice President of Strategic Market Development for Constant Contact** is a primary member of Constant Contact's founding team as one of the original 3 in the attic. Today he spearheads strategic market development and vertical industry thought leadership including Nonprofit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



## AGENDA

- Engaging Communications
- Importance of personalization and segmentation
- Using the supporter information you already have
- How to gain additional supporter information
- How to use the information to get better email results
- How to further extend your email's reach and grow your list



Look for the  
"that's easy to do"  
button

# ENGAGING COMMUNICATIONS

The Right Message, The Right  
Time, The Right People

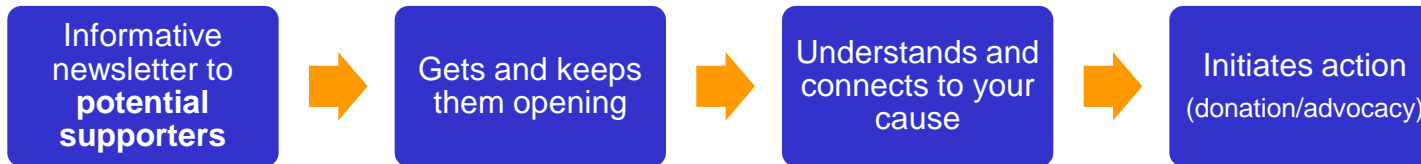
# THE IMPORTANCE OF ENGAGING COMMUNICATIONS



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



## 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



# 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

## 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

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%

### My Lists

- General Interest
- Experience Corps Volunteers
- AmeriCorps Alumni
- Donors

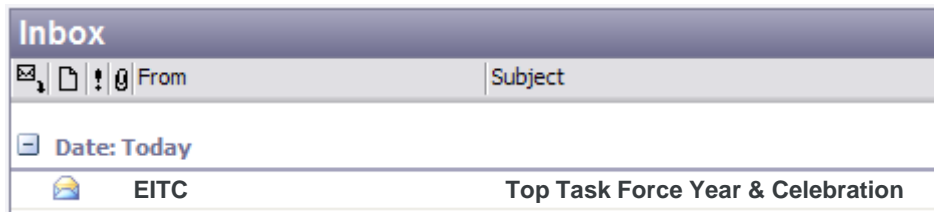
### My Lists

- Youth Programs
- Music Ministry
- Children's Ministry

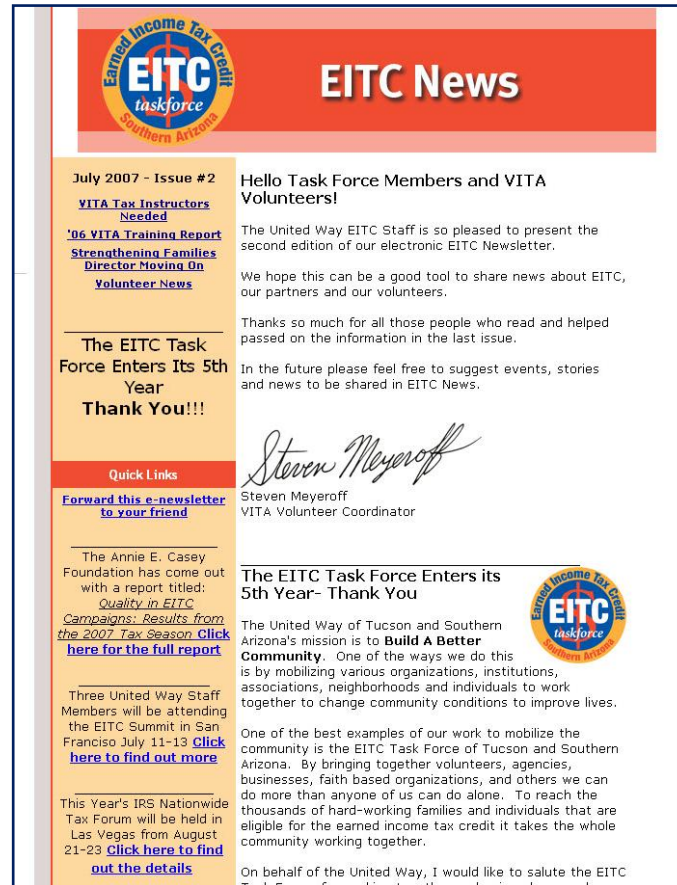
Capture supporter information needed to segment your list and be relevant.

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

# BREAKING DOWN THE COMPONENTS OF A CAMPAIGN



Inbox



Preview Pane

Campaign Body

Have the most interesting topics and most recognizable names appearing here to pull that segment in.



# SENDING NEWSLETTERS THAT ENGAGE



- Getting the Frequency Right

- Frequency should be driven by:

- How often can you produce fresh, interesting, relevant content?
- **What your supporters groups want**
  - How often do they want updates?
  - Use your subscriber survey to find out
  - Test frequency you send and watch email metrics

How frequently are other nonprofits emailing?

**#1 - Monthly** (43%)

**#2 - Every other week** (17%)

**#3 - Quarterly** (16%)

-2011 Nonprofit Marketing Guide

# WAYS TO USE SUPPORTER DATA – IDEAL FREQUENCY



## Tocqueville Society Email - Quarterly

**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!

**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 Rebenstorff 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

**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 Kinwood Bequest (L)  
Donald & Joan Diamond (L)  
Foundations Directed by the Lohse Family (L)  
Humberto & Czarina Lopez (L)  
Allan & Althea 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 Bolford  
Jery & Amy Cacchiore (L)  
The Frances Chapin Foundation  
Amy Charles  
Thomas E. & Wendy M. Chestnut

## Tax Volunteers Email - Monthly

## EITC News

**July 2007 - Issue #2**

[VITA Tax Instructors Needed](#)

['06 VITA Training Report Strengthening Families Director Moving On Volunteer News](#)

**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 pass 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

**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

**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.

# WAYS TO USE SUPPORTER DATA – IDEAL FREQUENCY



## Young Leaders Society Email - Twice Monthly

connect  
serve  
lead

United Way  
YOUNG LEADERS SOCIETY

### Speed Networking at Fleming's Prime Steakhouse & Wine Bar!

CONNECT with numerous young professionals from the Tucson area in one fast-paced fun evening. Speed Networking will be done in a low stress, friendly environment that provides you the opportunity to fine-tune your communication skills and build relationships.

**Fleming's Prime Steakhouse & Wine Bar**  
6360 N. Campbell Avenue  
Thursday, September 27  
5:30-7:30pm

Our philanthropic focus is to improve after-school programs throughout the Tucson community.

*We ask you to bring art supplies, which will be donated to our adopted After-School Program.*

Complimentary hors d'oeuvres  
YLS drink special  
No host bar

Business casual attire  
Attendance is limited for this special event

Please click a link below to RSVP:

**Yes! I would like to attend Speed Networking at Fleming's on September 27.**

**No, thank you. I regretfully decline.**

**Event Sponsors:**

**Quick Links...**

[YLS Webpages](#)

[Volunteer with YLS](#)

[Past YLS Events](#)

[Contact Us](#)

Click Here to Join Our E-mail Newsletter List

## Board of Directors Email – Monthly

## Board News You Can Use

March 2007

**In This Issue**

[Center of Excellence](#)

[You're It Business Breakfast](#)

[Young Leaders Society Event](#)

[MLDP Accepting Applications](#)

**Quick Links**

[Board Member Documents](#)

[Calendar of Events United Way Tucson and Southern AZ](#)

[Website United Way Tucson and Southern AZ](#)

[Website United Way of America](#)

[Photos - Young Leaders March 6 Event](#)

Dear Board Member,

Welcome to the second edition of United Way of Tucson and Southern Arizona's **Board News You Can Use** electronic newsletter. The purpose of this newsletter is to ensure that you have all the information you need to serve as an effective Board Member.

Below is a link to your Board Materials webpage (not accessible to the public) which provides Board Members with documentation to review before the next BOD Meeting.

[Please click here to access your Board of Directors Meeting materials.](#)

Visit the **Quick Links** Section on the left side of this newsletter to view your United Way's Calendar of Events, Website and the National United Way Website.

We hope you find this newsletter and the Board Meeting Materials webpage to be user friendly and helpful for your work as a United Way Board Member.

If you have any comments or suggestions please contact Dan Duncan at 903.9000 ext. 810 or [duncan@unitedwaytucson.org](mailto:duncan@unitedwaytucson.org)

See you on the 27th.

Ed Parker  
CEO and President  
United Way of Tucson and Southern Arizona

**Center of Excellence Training Session a Huge Success**

**"The training in Tucson was Superb -- the best I have ever attended"**  
(Quoted from a Center of Excellence attendee)

**Click Here to Join Our E-mail Newsletter List**

Privacy by SafeSubscribe™

# IMPORTANCE OF SEGMENTATION AND PERSONALIZATION

The Right Message, The Right  
Time, The Right People

# IMPORTANCE OF PERSONALIZATION



The data collected and used for email personalization by small organizations in this study include: personal name (84%), company name (61%), source of lead (60%), professional title/role (44%), personal or company phone (38%), personal or company address (34%), and demographics (15%).

Email Marketing Benchmark Report, MarketingSherpa 2011

# IMPORTANCE OF SEGMENTATION



To improve the relevancy of emails, 52% of small organizations in this study found segmenting email campaigns based on behavior very effective, and 41% found allowing subscribers to specific email preferences very effective.

Email Marketing Benchmark Report, MarketingSherpa 2011

Among those in this study who segment their email lists, 39% saw increased open rates and 28% saw lower unsubscribe rates, 24% saw greater revenue, 24% saw increased sales leads, 24% saw better deliverability, 21% greater customer retention, 15% greater customer acquisition, and 14% improved word of mouth.

Lyris Annual Email Optimizer Report, October 2010



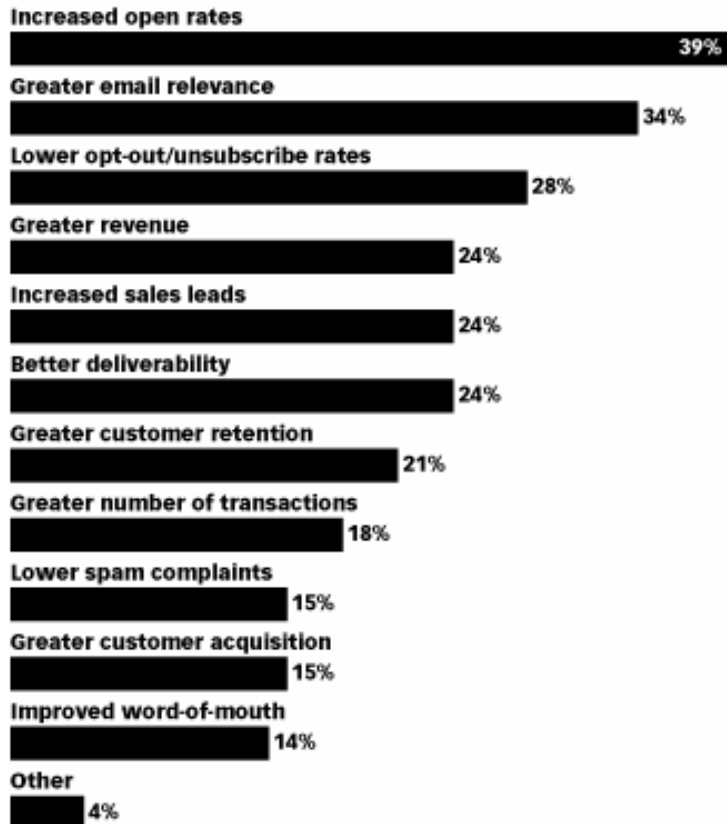
# SEGMENTING & PERSONALIZATION

## Relevant Emails Get More Engagement



### Results from Email List Segmentation/Targeting According to Email and Online Marketers in North America, June 2010

% of respondents



Note: respondents were asked to choose their top three; in the past year  
Source: Lyris Inc., "The Lyris Annual Email Optimizer Report," provided to  
eMarketer, Oct 25, 2010

121632

www.eMarketer.com

## Segmentation and targeting gets higher engagement.

- Send the email only to the appropriate list of supporters who will be interested.

<input type="checkbox"/>	Lists
<input checked="" type="checkbox"/>	General Interest
<input type="checkbox"/>	Donor - Literacy program
<input type="checkbox"/>	Donor - Playground clean up program
<input type="checkbox"/>	Donor - Long term
<input type="checkbox"/>	Donor - New
<input type="checkbox"/>	Sponsors - Long term
<input type="checkbox"/>	Event attendees
<input type="checkbox"/>	Advocates

# HOW TO USE WHAT YOU ALREADY HAVE TO EASILY PERSONALIZE AND SEND TARGETED COMMUNICATIONS

The Right Message, The Right  
Time, The Right People



# HOW CAN I INCREASE MY IMPACT?



## Steps to Segmenting & Personalizing:

Use what you already know about your audience

Give your audience ways to give you useful information

Send emails to segments and design it with them in mind

# WHAT DO YOU ALREADY KNOW ABOUT YOUR SUPPORTERS?



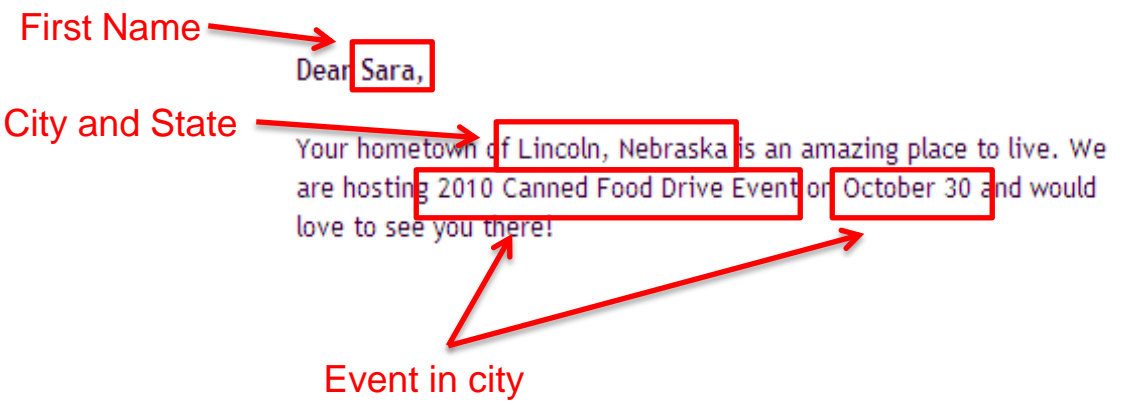
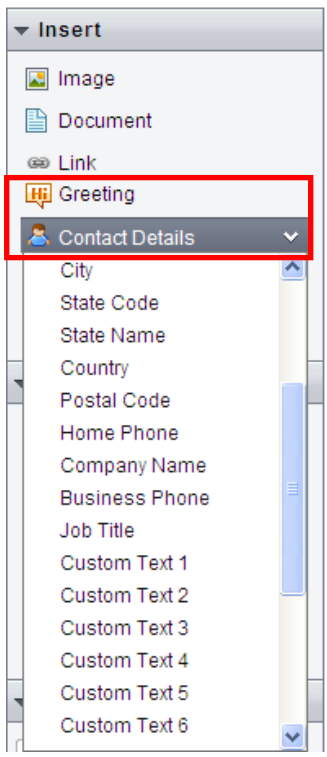
- Name
- Geography
- Age, Gender, Income, Occupation
- Level of membership
- Amount last donated
- Program of interest
- Name of event they attended
- How long they have been a supporter

# WAYS TO USE SUPPORTER DATA – PERSONALIZATION



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.**

# 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



## Give today!

**Thank you** for your continued support over the years!

With your help we are helping people overcome homelessness, mental illness, and addiction.

Every gift you give to CenterPointe has an impact. You are recovering lives and restoring hope.

Help CenterPointe grow and give today.

No matter the size of gift, you are helping someone overcome homelessness, mental illness, and addiction.

You are making a difference!

[TAKE ACTION](#)

Like us on [Facebook](#)

Follow us on [twitter](#)

[JOIN OUR MAILING LIST](#)

## Residents Publish Winter Newsletter

“I’m loved again. I’m trusted again. I believe in me again, and most important, I have my life back.”  
-Kelli S.

This quote was taken from a poem in our winter resident newsletter.

*Recovery Road* is a creative outlet for our long-term adult residents. It allows them to write poems, share their thoughts, favorite recipes, and includes other fun facts and information about themselves.

Your support to CenterPointe is important and greatly appreciated!

Check out the latest newsletter to see just how much of an impact you are making to the people we serve.

[Read the newsletter...](#)



[Forward this email](#)

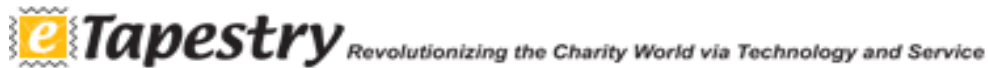
# HOW CAN I START TO SEGMENT?



Don't have a donor management system, but using Constant Contact? Use the advanced search function.

The screenshot shows the 'Search Contacts' interface in Constant Contact. At the top, there are navigation tabs: Home, Email Marketing, Online Survey, Event Marketing, and Contacts (highlighted in orange). Below the tabs, the search criteria are set to 'Active' for 'City' (matches exactly), 'Cincinnati' for 'Job Title' (including), and '\$' for 'Custom field 3' (including). A red box highlights the 'Search' button, with a '1.' next to it. Below the search results area, another red box highlights the 'Save as a List' link, with a '2.' next to it. A text box on the right explains: 'Search on up to 5 fields and then click to create a new contact list from your search results.' On the far right, a dropdown menu is open, showing a list of fields for selection, including 'City' (highlighted), 'US State/CA Province', 'Other State/Province', 'Zip/Postal Code', 'Sub Zip/Postal Code', 'Country', 'Address Line 1-3', 'Home Phone', 'Work Phone', 'Job Title', 'Notes', and 'Custom Field 1-9'. An arrow points from the 'City' dropdown in the search criteria to the dropdown menu.

# HOW CAN I START TO SEGMENT



## eTapestry & Constant Contact

You can now work with Constant Contact from eTapestry. We recommend that you start by running a **Database Comparison** to better manage the overlap between your databases.

### Database Comparison

Scan your eTapestry and Constant Contact databases to find accounts with matching email addresses.



### Transfer Email Addresses

Add contacts to a new or existing list in Constant Contact using an eTapestry query.



### Manage Preferences

Update your Constant Contact login credentials and make other integration settings.



# SEGMENT FROM A DONOR MANAGEMENT SYSTEM



Tasks  
Save And View Queries

## Create a New Query

**Name**  
All Donors who have given in the past 6 months

Description

**Starting Criteria**  
Category Base  
Query All Constituents - A  
[Edit the Selected Query](#)

**Data Return Type**  
Accounts

Relationship Info  
(None Selected)  
Any

Match  
All of My Criteria

Persona Options  
Any Persona

Type  
Dynamic

Private  Read Only  Favorite Query

**Criteria**

**Journal Entry Date**  
Range Type Custom Range Start Date 1/1/2012 End Date 6/30/2012

**Individual Transaction Received**  
Greater Than Or Equal To .01  
Optional Comparison (None Selected)

**Available Fields**  
Amounts  
Individual Transaction Deductible  
Individual Transaction Gifted  
Individual Transaction Item Quantity  
Individual Transaction Non Deductible  
Individual Transaction Number Segments  
Individual Transaction Order Item Discount Amount  
Individual Transaction Pledge Arrears  
Individual Transaction Pledge Balance  
Individual Transaction Pledged  
Individual Transaction Purchased  
Individual Transaction Raised  
Individual Transaction Received  
Individual Transaction Soft Credit  
Largest Transaction



# SEGMENT FROM A DONOR MANAGEMENT SYSTEM



## Links

[Database Comparison](#)  
[Manage Preferences](#)

## Constant Contact - Transfer Email Addresses

### Step 1: Make eTapestry Criteria Selections

What query should be used to locate the accounts to transfer?

Base

All Donors who have given in the past 6 months - A

[Edit the Selected Query](#)

Email addresses should be pulled from which Persona(s)?

- The **Primary** Persona only
- All Personas on the Account
- All of the Personas I **select**
- One Persona, based upon the **Hierarchy** I select

### Step 2: Make Constant Contact Criteria Selections

Which list should these emails be added to?

- A new list named
- Choose one of my existing Constant Contact lists

### Step 3: Finalize the Transfer

What email address would you like to have a notification sent?

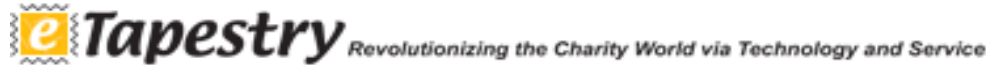
mike.rusche@etapestry.com

Transfer

Note: This process can be resource intensive and may take a while to complete. Only one such intensive process can be running against your database at a given time. Once this process starts, you may safely navigate elsewhere and perform non query based activity (or logout) and it will continue unattended.



# SEGMENT FROM A DONOR MANAGEMENT SYSTEM



## Query Preview

Base : All Donors who have given in the past 6 months

Displaying 1 - 33 of 33

Name	City	State / Province	Postal Code	Telephone
Talisha Almond	Ann Arbor	MI	48108	
Jose Berrios	South Lyon	MI	48178	
Claire Bradley	Bloomington	IN	46401	(555) 876-1255
Gail Burch	Ypsilanti	MI	48198	
John Carr	Noblesville	IN	46060	
Stephen Chambers	St. Louis	MO	63136	
Susan Clark	Indianapolis	IN	46145	(555) 988-7234
Andrea Cooper	Indianapolis	IN	46220	
Don Cooper	Indianapolis	IN	46217	(555) 123-8767
Gregory Dumont	Greenfield	IN	46236	
John Ervin	New Palestine	IN	46163	
Jed Finch	Eastpointe	MI	48021	
Alicia Goode	Birmingham	MI	48009	
Cindy Grant	Little Rock	AR	72211	
Anne Hatch	Southfield	MI	48075	
Tonya Henley	Southfield	MI	48075	
Eva Huggins	Southfield	MI	48075	
Addie Kauffman	Detroit	MI	48221	

Constant Contact

Home | Email Marketing | Online Survey | Event Marketing

My Emails | Create | Reports | Autoresponder | Archive

Emails : List Selection

Send your email to one list or several lists at once. Contacts who are incl

### Lists

- Lists
- General Interest
- My Gala Event Attendees
- My eNewsletter subscribers
- People with interest in volunteering
- Marketing email blasts
- Upcoming birthdays
- Renewal reminder
- People with interest in attending the Fall Bash
- Contacts - 09/02/11
- My New List

Save Cancel

# CUSTOMER SPOTLIGHT: CHAVEZ CENTER CONSTANT CONTACT & BLACKBAUD



**Quick Links**

- [Donate Now](#)
- [News](#)
- [More About Us](#)
- [Our Sponsors](#)

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**The Gifts We Give, the Gifts We Receive**



We have seen gifts of all sorts -- friendship, hygiene kits, computers or checks. We are privileged to be a part of your giving.

[>> Read more...](#)

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**Other Stories**

- [>> Welcoming the New Career Development Team](#)
- [>> CalWorks at Work in People's Lives](#)
- [>> 2012 Technology Classes: What's New?](#)

[Join Our Mailing List!](#)

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The Staff  
Michael Chavez Center for Economic Opportunity

Michael Chavez Center for Economic Opportunity  
925-882-8248  
[www.chavezcenter.org](http://www.chavezcenter.org)





Vol. 3  
Iss. 1

A Chavez Center Newsletter

Dear Jacqueline,

Welcome to the first newsletter of the new year! In the new year, we're trying something new -- a new format for our newsletter! We hope you enjoy it!

### Free Tax Service is Back

Free tax service to the community! That's right! Just like past years, the Chavez Center is home to an Earn it! Keep it! Save it! tax return service. File your taxes at the Chavez Center on Thursday, Friday or Saturday through April. Call an make an appointment today! [>> Read more](#)



### Families Adopted for the Holidays

We received more than 100 applications from families who did not have a working computer at home. Then community members like you stepped up to support the project. Thanks to your donations, 33 families' holidays became that much more special. [>> Read more](#)



As you can see, we have been busy! Thanks for joining us in this newsletter. See you in the next issue!

Sincerely,

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**

# HOW TO GAIN MORE INFORMATION TO SEGMENT AND PERSONALIZE

The Right Message, The Right  
Time, The Right People

# 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

Join our mailing list

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

Provide updates to registrants  
Promote upcoming events

Yes, I would like to receive your email newsletters

# 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.”

# WAYS TO LEARN MORE ABOUT YOUR SUPPORTERS

## Use a Sign-up Form to Gain Information to Personalize and Segment Your 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.

The image shows two overlapping forms. The top-left form is a newsletter sign-up form with the heading "Newsletter" and the text "Sign up for our newsletter!". It features an image of a newsletter titled "e-Newsletter" and a "Join" button next to an email input field. The bottom-right form is a registration form for "Good News Camp Ronald McDonald for Good Times". It includes a "Registration" section with a thank-you message and a "Your Email Address" field. Below that are two columns: "Your Interests" with checkboxes for "Monthly Promotion", "Caribbean Vacation Specials", and "European Vacation Specials"; and "Your Information" with fields for "First Name\*", "Last Name", "Home Phone", "Address Line 1", "Address Line 2", "City", "State/Province (US/Canada)", and "Zip/Postal Code". At the bottom of the registration form are "Cancel" and "Submit" buttons.



# GET SUPPORTERS SIGNED UP

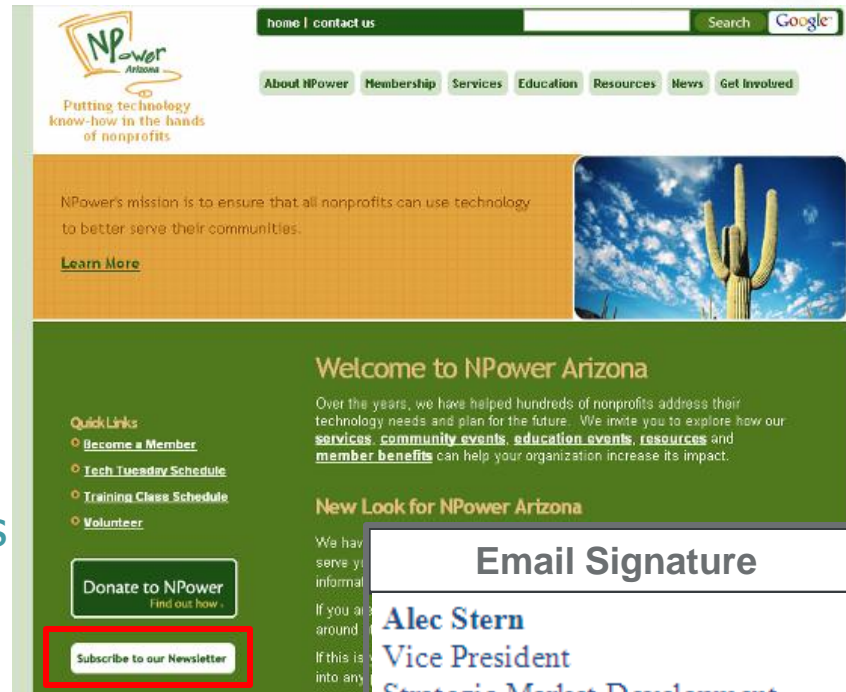
## Include Your E-Newsletter Signup Form Link Everywhere

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

**Alec Stern**  
Vice President  
Strategic Market Development  
Constant Contact

[Subscribe to Alec's \(FREE\) Newsletter!](#)

### Newsletter

#### ARTICLES

Participate in the Great Backyard Bird Count!

Project Feederwatch - Top 20 Birds of all time

Tips for Proper Use of Optics

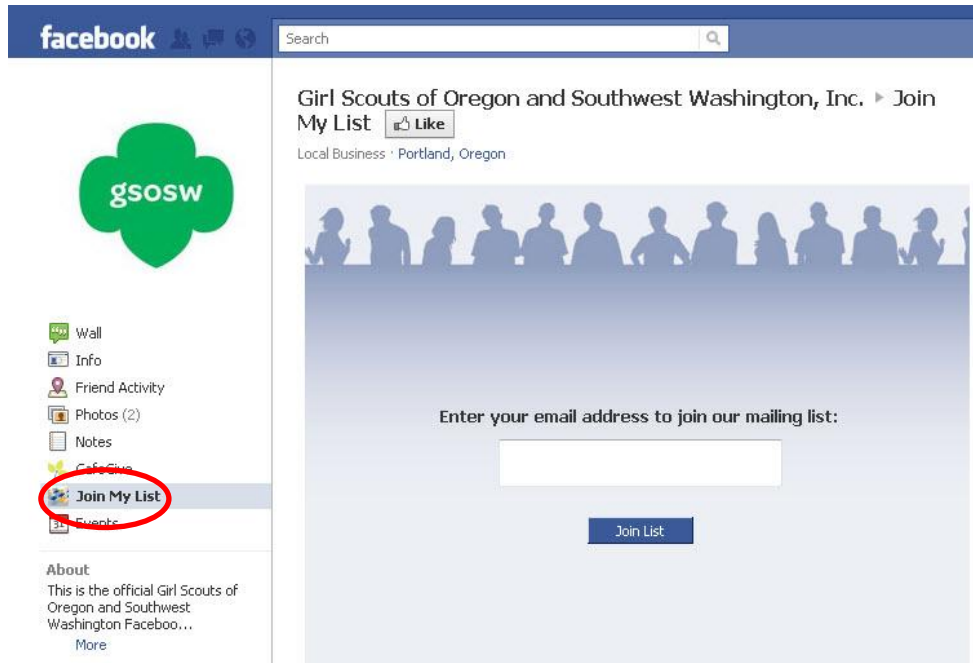
#### SIGN-UP

OPT-IN FOR FREE NEWSLETTER

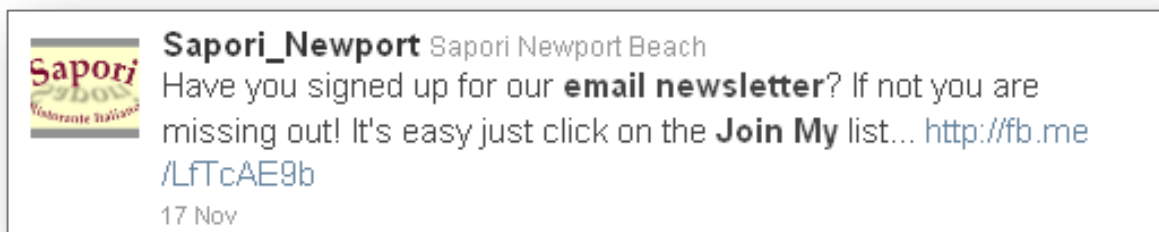
**SIGN-UP!**



# GET SUPPORTERS SIGNED UP



- 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.





# 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 Shahr

America the Beautiful Fund

email: [cshahr@constantcontact.com](mailto:cshahr@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.

# WAYS TO LEARN MORE ABOUT YOUR SUPPORTERS



Use Your Current Emails to Learn More.

- Ask supporters what they like
- Ask supporters what they don't like

**Tip: Good starting point** - survey template: "Nonprofit Pack – Newsletter Feedback"

The image shows a screenshot of the Constant Contact email editor. On the left, the 'Insert' menu is open, and the 'Survey/Poll Link' option is highlighted with an orange box. An orange arrow points from this box to the right. On the right, an 'Article Block' is shown with the following content:

**Make this Newsletter What You Want**

We value your opinions! Please take 3 minutes to give us your feedback. Are there topics that you would like us to shed more light on? Would you like to receive our newsletter more often or less often?

[Click to Give Your Input](#)

Create a special email invite asking for their interests.

# SEGMENTING & TARGETING

## Using the Results of Your Simple Subscriber Survey



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>>			<a href="#">23</a>	47.9%
<<Program B>>			<a href="#">24</a>	50.0%
<<Program C>>			<a href="#">17</a>	35.4%
<<Program D>>			<a href="#">5</a>	10.4%
Other ( <a href="#">View all</a> )			<a href="#">1</a>	2.0%
Totals			48	100%

[Save Respondents to a List](#)

### My Lists

- [Donor - Literacy program](#)
- [Donor - Playground clean up program](#)
- [Donor - Long term](#)
- [Donor - New](#)
- [Sponsors - Long term](#)
- [Event attendees](#)
- [Advocates](#)

- 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 and Program A**

# WHAT IS YOUR EMAIL'S REAL IMPACT?



Impact Does Not equal the number on your List

Impact =

- Number of opt-outs
- Number of opens
- Clicks on your “calls to action”
- Forwarded emails to a friend
- Number of shares

## Emails

Show  Emails

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/11/2010	Newsletter: Caribbean Island Travel	92	25.0% (23)	0	0	44.9% (31)	41.9% (13)	9.7% (3)

## Social Stats

7 Page Views

Share	Send	Like	Twitter	LinkedIn	(Other)
1	0	2	0	1	3

7 Total Shares. Congratulations, your email went social!

# USE EMAIL REPORTS TO KNOW WHEN SHOULD COMMUNICATIONS BE SENT?



When is that segment 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
<a href="mailto:aschissell@constantcontact.com">aschissell@constantcontact.com</a>	Active	2/1/2010 10:51 AM EST
<a href="mailto:ssearcy@constantcontact.com">ssearcy@constantcontact.com</a>	Active	2/1/2010 10:47 AM EST
<a href="mailto:jmccall@constantcontact.com">jmccall@constantcontact.com</a>	Active	2/1/2010 10:46 AM EST
<a href="mailto:kallen@constantcontact.com">kallen@constantcontact.com</a>	Active	2/1/2010 10:45 AM EST
<a href="mailto:jtaymore@constantcontact.com">jtaymore@constantcontact.com</a>	Active	2/1/2010 10:37 AM EST
<a href="mailto:sisaaacs@constantcontact.com">sisaaacs@constantcontact.com</a>	Active	2/1/2010 10:32 AM EST
<a href="mailto:ndfournier@constantcontact.com">ndfournier@constantcontact.com</a>	Active	2/1/2010 9:55 AM EST
<a href="mailto:ndfournier@constantcontact.com">ndfournier@constantcontact.com</a>	Active	2/1/2010 9:55 AM EST
<a href="mailto:ndfournier@constantcontact.com">ndfournier@constantcontact.com</a>	Active	2/1/2010 9:55 AM EST
<a href="mailto:rramirez@constantcontact.com">rramirez@constantcontact.com</a>	Active	2/1/2010 9:36 AM EST
<a href="mailto:mnunes@constantcontact.com">mnunes@constantcontact.com</a>	Active	2/1/2010 9:32 AM EST
<a href="mailto:jtryon@constantcontact.com">jtryon@constantcontact.com</a>	Active	2/1/2010 9:31 AM EST

# USE EMAIL REPORTS TO KNOW WHAT TO SEND



- Use the [Clicks Report](#) to see if it appealed to the segment as you wanted.
- Measure effectiveness with the calls to action
  - Identify the most appealing
  - Identify the least appealing
  - Save the unique click-throughs as a sub-segment

## Email Name: Newsletter: Caribbean Island Travel

Date Sent: 1/11/2010

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

Save as List

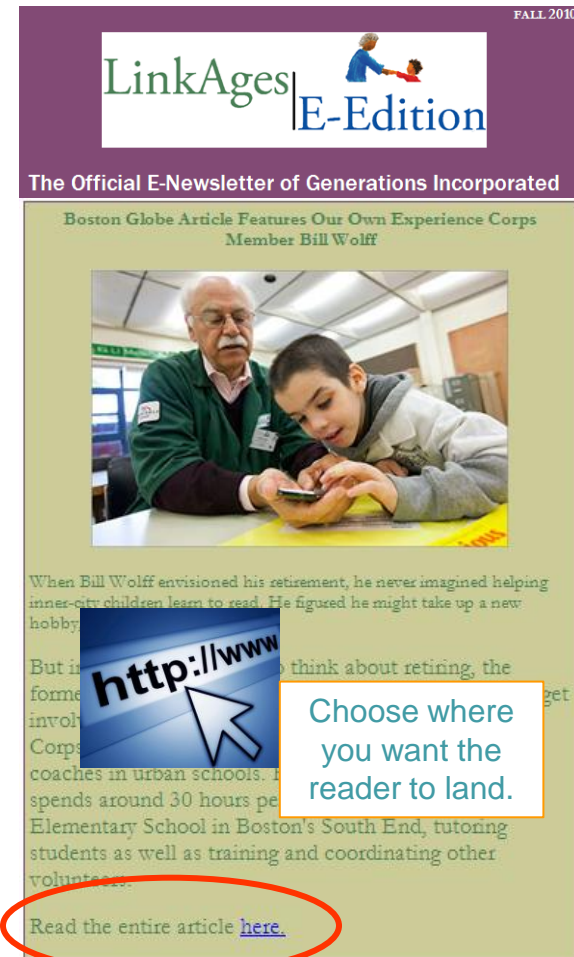
# USE EMAIL REPORTS TO KNOW WHAT TO SEND



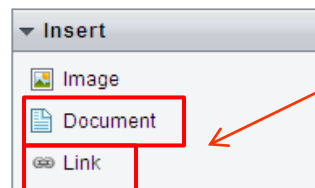
## Gain Insights By Adding Links

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)



Choose where you want the reader to land.



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



# LINK TO A VARIETY OF CONTENT YOU ALREADY HAVE TO LEARN WHAT SEGMENTS LIKE



▼ **Insert**

- Image
- Document
- Link
- Video Link
- Anchor
- Survey/Poll Link
- Forward to a Friend
- Greeting
- Contact Details
- Blog Content
- Attend My Events

▼ **Social Media Links**

- Like on Facebook
- Connect on LinkedIn
- Follow on Twitter
- View on Flickr
- Visit Blog
- View on YouTube

**Lastest Member Video**

Cute dreaming kitty (Original!!)

**Upcoming Events**

[Golf Tournament for The Greater Good](#)  
Friday April 22, 2011 from 11:00 AM to 6:00 PM EDT  
Come help a great cause by having fun! Weather you play golf or not this is sure to be a great time had by all.

**Latest Blog Posts**

[4 Reasons to Check out Location-based Services](#)  
02-21-2011 16:08:16 PM  
Do you know where your customers are right now? They could be in your place of business, and you may not even know it. Consumers are using location-based services such as Foursquare, Gowalla, and Where in growing numbers these days to "check-in" to restaurants, gyms, boutiques, book stores, salons, gas stations, and other places they visit (there were three times the number of check-ins in 2010 as...)  
[Read Full Post](#)

[5 Ways You Can Make the Most of Facebook's New Page Layout](#)  
02-21-2011 16:08:16 PM  
Last week, Facebook announced some significant changes to how its Pages look and act. We've already told you three things we like about the changes. Now, after spending some significant time getting to know the new Pages, we're even more excited about the opportunities small businesses and organizations have to promote themselves and engage with customers, members, and fans - and each other. Here ...  
[Read Full Post](#)

Join the Conversation

Connect the right supporters with the right 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)

# USE EMAIL REPORTS TO KNOW WHAT TO SEND



## Email Stats

Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
<a href="#">Discover! Connect! Take Action! May</a>	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
<a href="http://girlscouts.org/for_adults/parenting/articles/self_confidence.asp">http://girlscouts.org/for_adults/parenting/articles/self_confidence.asp</a>	19	26.0%
<a href="http://groups.yahoo.com/group/gsosw/">http://groups.yahoo.com/group/gsosw/</a>	0	0.0%
<a href="http://twitter.com/gsosw">http://twitter.com/gsosw</a>	0	0.0%
<a href="http://www.facebook.com/GSOSW">http://www.facebook.com/GSOSW</a>	0	0.0%
<a href="http://www.girlscouts.org/program/journeys/your_story/">http://www.girlscouts.org/program/journeys/your_story/</a>	4	5.5%
<a href="http://www.girlscouts.org/research">http://www.girlscouts.org/research</a>	2	2.7%
<a href="http://www.girlscoutsosw.org/cms/personify.aspx">http://www.girlscoutsosw.org/cms/personify.aspx</a>	1	1.4%
<a href="http://www.girlscoutsosw.org/CMS/adults/getinvolved.aspx">http://www.girlscoutsosw.org/CMS/adults/getinvolved.aspx</a>	10	13.7%
<a href="http://www.girlscoutsosw.org/CMS/camp/resident_camps.aspx">http://www.girlscoutsosw.org/CMS/camp/resident_camps.aspx</a>	2	2.7%
<a href="http://www.girlscoutsosw.org/CMS/events/patch.aspx">http://www.girlscoutsosw.org/CMS/events/patch.aspx</a>	16	21.9%
<a href="http://www.girlscoutsosw.org/CMS/events/programguide.aspx">http://www.girlscoutsosw.org/CMS/events/programguide.aspx</a>	1	1.4%
<a href="http://www.girlscoutsosw.org/storefront/">http://www.girlscoutsosw.org/storefront/</a>	4	5.5%
<a href="http://www.youtube.com/user/GirlScoutsOSW">http://www.youtube.com/user/GirlScoutsOSW</a>	0	0.0%

Hot topic

Low interest

Hot topic

Track Email Links Through Reporting

# TRACKING INDIVIDUAL SUPPORTERS CONTENT INTEREST – CREATE LISTS IN A CLICK



- 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
<a href="http://caribbean-guide.info/past.and.present/culture/">http://caribbean-guide.info/past.and.present/culture/</a>	7	20.0%
<a href="http://www.1000traveltips.org/index.html">http://www.1000traveltips.org/index.html</a>	12	34.3%
<a href="http://www.exclusivecaribbeanvillas.com/?keyword=content_villa_rentals_jamaica&amp;WT.srch=1&amp;source=google">http://www.exclusivecaribbeanvillas.com/?keyword=content_villa_rentals_jamaica&amp;WT.srch=1&amp;source=google</a>	5	14.3%
<a href="http://www.luxuryretreats.com/villas/africa/morocco/fes/">http://www.luxuryretreats.com/villas/africa/morocco/fes/</a>	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](mailto:smicklovich@constantcontact.com)
- [pgorman@constantcontact.com](mailto:pgorman@constantcontact.com)
- [amsoriano@constantcontact.com](mailto:amsoriano@constantcontact.com)
- [amsoriano@constantcontact.com](mailto:amsoriano@constantcontact.com)
- [zbarron@constantcontact.com](mailto:zbarron@constantcontact.com)
- [ahastings@constantcontact.com](mailto:ahastings@constantcontact.com)
- [ehaan@constantcontact.com](mailto:ehaan@constantcontact.com)
- [kbarry@constantcontact.com](mailto:kbarry@constantcontact.com)

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

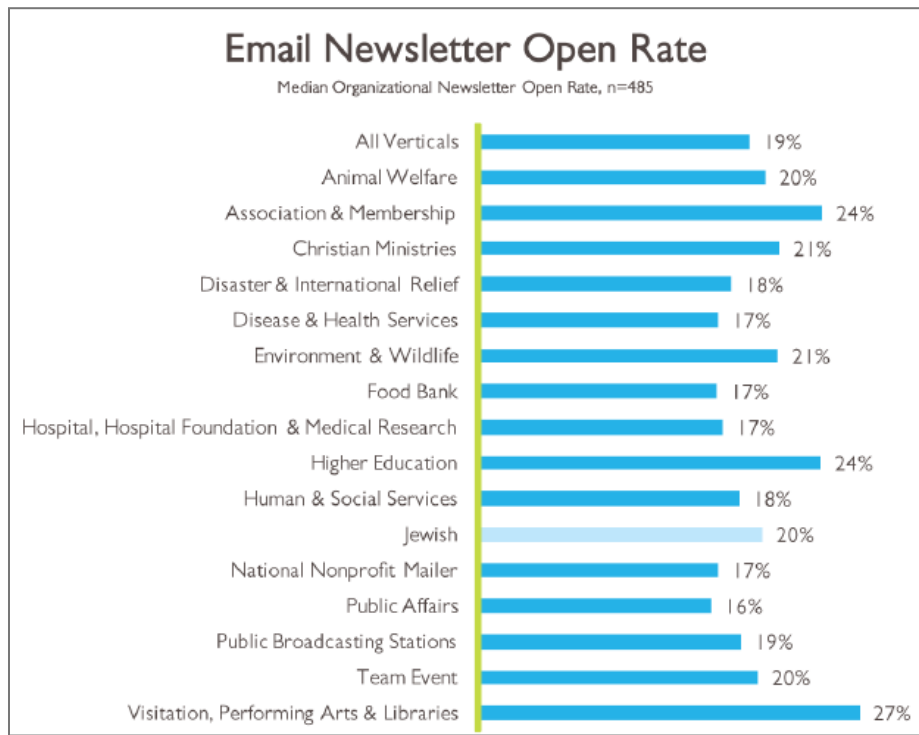
# NONPROFIT ENGAGEMENT METRICS

## Tracking Supporter Engagement



Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
<a href="#">April Newsletter - New Donors - Monthly</a>	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%
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Source: 2011 Convio Online Marketing Nonprofit Benchmark Index Study

# CUSTOMER SPOTLIGHT: SUPPORTER FEEDBACK THROUGH EMAIL CLICKS



## 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

- 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.**



# 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



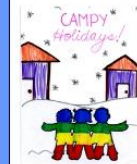
Winter 2009, then motoring on into a New Year of 2010!

### 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  
H1H1 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

# HOW TO USE THE INFORMATION TO GET GREAT EMAIL MARKETING RESULTS

The Right Message, The Right  
Time, The Right People



# DESIGN EMAILS FOR SPECIFIC SEGMENTS



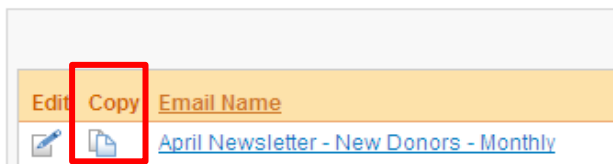
## Target Content to Your Segments

- Create lists/groups with similar interests
  - ✓ Supporters can add themselves through your sign up form
  - ✓ You can add people from your survey results
- Send different emails to different groups based on their interests

## Tips to keep it simple:

- Create your general newsletter
- Use the copy feature

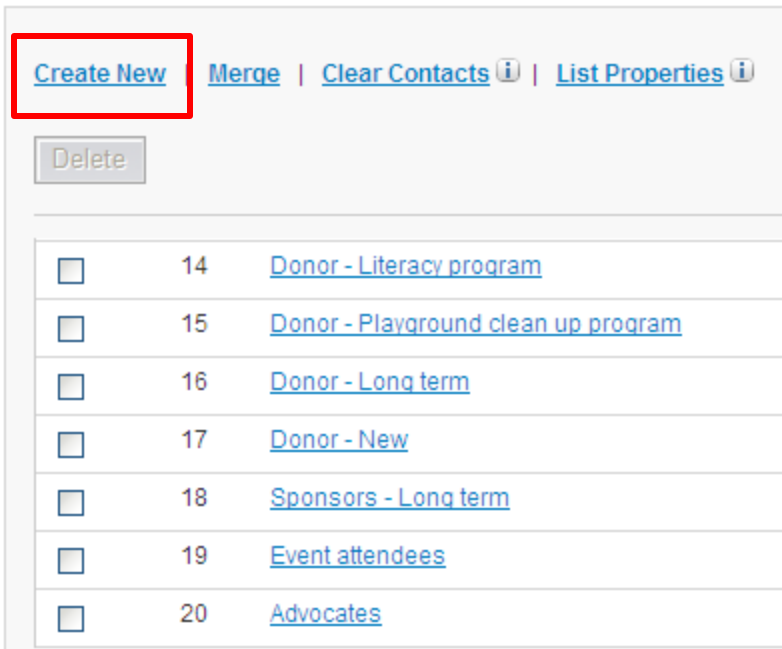
### Existing Emails



- ✓ Re-creates your newsletter exactly and the copy is completely editable.

- Add in a block or two that is unique for each group or just re-prioritize the content

### My Lists

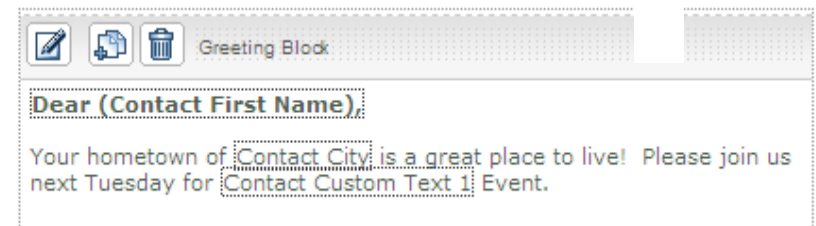
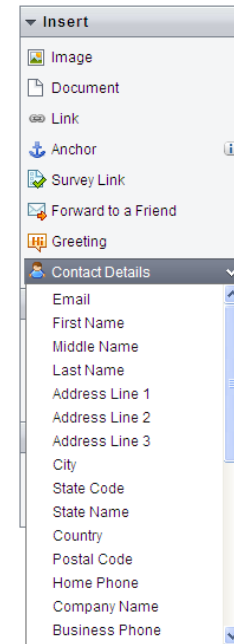


- ✓ Duplicates are managed for you

# DESIGNING THE EMAIL



- Use each segment's identified topics of interest to shape the content of your emails
- Use "Calls to Action" to measure how well you are meeting that segment's interests
- Personalize – if you have more information than an email address, bring it in



“While 81% of organizations asked for more than email address at sign up, fully ¾ of these companies that collected this additional information didn't use it to personalize or customize their email messages.”

- Creating Great Subscribers Experiences, Return Path 2008

# MAINTAIN THE SEGMENTS



- Schedule Regular Reviews

- Still responding to topics of interest?
- New topics of interest identified?
- Merge lists that are not growing
- Micro-segment large lists  
E.g.) Combine demographics with customer behaviors  
Search within any existing contact list

### Merge Lists

From Lists...		...	To List
<input type="checkbox"/> General Interest	179	>	<input checked="" type="radio"/> New List: <input type="text"/>
<input type="checkbox"/> List A	0		<input type="radio"/> General Interest
<input type="checkbox"/> List B	0		<input type="radio"/> List A
<input type="checkbox"/> Customers	3		<input type="radio"/> List B
<input type="checkbox"/> New Menu Interest	12		<input type="radio"/> Customers
<input type="checkbox"/> Business 1	1		<input type="radio"/> New Menu Interest
<input type="checkbox"/> Business 2	0		<input type="radio"/> Business 1
<input type="checkbox"/> telesales	88		<input type="radio"/> Business 2
			<input type="radio"/> telesales

Home | Email Marketing | Online Survey | Event Marketing | **Contacts**

### Search Contacts

Search in: **Active**

for: City  matches exactly

and: Job Title  including

and: Custom field 3  including

[Search by more](#)

[Start over](#)

### Search Results

# ADDED BENEFIT OF PERSONALIZED, TARGETED COMMUNICATION = EXTENDED REACH

The Right Message, The Right  
Time, The Right People

# 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



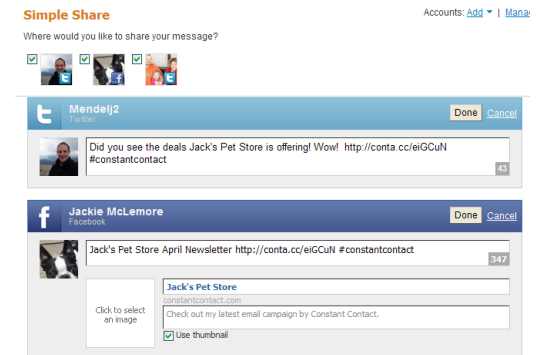
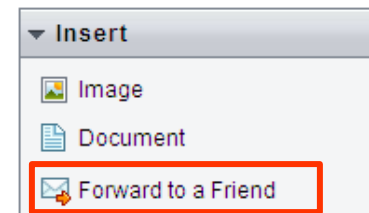
- Place “Share” bar at the Top of the newsletter



- ✓ 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



## ▼ Add Blocks

Sponsor Title Block

Sponsor Block

Signup Block

# EXTEND YOUR REACH BEYOND EMAIL



## Make your Newsletters Go Viral

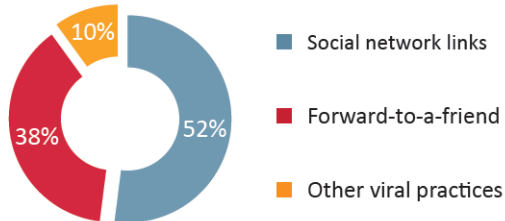


FEB 2007, Vol 2 Iss 2



Most nonprofits are using viral components in their emails.

Viral Practices of Non-Profits



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

**ARTICLES**

Participate in the Great Backyard Bird Count!

Project Feederwatch - Top 20 Birds of all time

Tips for Proper Use of Optics

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

**SIGN-UP**

OPT-IN FOR FREE NEWSLETTER

**SIGN-UP!**

# EXTEND YOUR REACH BEYOND EMAIL

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



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

**Contact**  
Sara Jensen  
NCNA  
120 450-7800

**When**  
Wednesday August 25, 2010 from 4:00 PM to 10:00 PM  
[Add to my calendar](#)

**Where**  
Hotel Manaco Washington D.C.  
700 F Street NW  
Washington, DC 20004

[Driving Directions](#)

**National Council of Nonprofits Annual Fundraiser Gala**

✓ You have successfully registered for this event; look for a confirmation email shortly. Thanks for your interest! We look forward to seeing you.

[View and print my ticket\(s\)](#)

[Share this event on Facebook](#)

[Tweet that you're attending](#)

**Personal Information**

First Name:	John
Last Name:	Smith
Email Address:	jsmith@jksmith.com

**Guest Information**

First Name:	Debbie
Last Name:	Smith

**Payment options**

Total Price:	\$100.00
--------------	----------

[Share this event on Facebook](#)

[Tweet that you're attending](#)

Note: Facebook users have on average 130 friends\*  
\*Facebook FAQ's



# CUSTOMER SPOTLIGHT: DUVALL HOME CONSTANT CONTACT & BLACKBAUD



Merry Christmas from the Duvall Home!

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, Chief Development Officer



[Forward this email to a friend.](#)



## WHAT'S ON YOUR MIND?





LOOKING FOR MORE OF THIS GREAT CONTENT?  
VISIT: [WWW.BLACKBAUD.COM/PUZZLE...](http://WWW.BLACKBAUD.COM/PUZZLE...)

WEBINAR

WEBINAR

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! >

# Special Offers from Constant Contact & eTapestry



- Sign up for Constant Contact by 6/30/12 and get 50% off your first 3 months of service!

Call Joe at 888-606-7318



- Buy a new eTapestry Essential or Pro Package by 6/30/12 and get the first 3 months free or a FREE Dell Laptop computer!

Visit [www.blackbaud.com/eTapestry/promotion](http://www.blackbaud.com/eTapestry/promotion)



# THANK YOU!

Alec Stern - Founder, Vice President  
Strategic Market Development  
Constant Contact



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