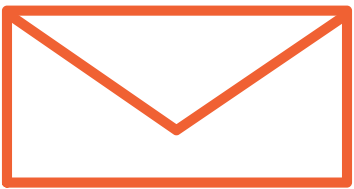# 5 NONPROFIT EMAIL BEST PRACTICES TO APPLY RIGHT NOW

KEEP SUBJECT LINES SHORT & SWEET

Hello!

With a 56% chance that your email will be opened on a mobile device, it's important to keep your subject line short so it doesn't get cut off! 50 characters or less is ideal.

NEVER SEND YOUR NEWSLETTER AS A BCC WITH A PDF ATTACHMENT

You can use a service like Campaign Monitor to create templates and send your newsletter to 2,500 people for about $50/month. Just one $50 gift as a result of your email pays for the service!

PRIORITIZE IMAGE & VIDEO CONTENT

The eye is immediately drawn to images, so include something eye-catching next to your call to action. Use free programs like Canva to place text on the image. it may be the only text that gets read!

GET MORE PEOPLE ON YOUR EMAIL LIST

Email is responsible for about 1/3 of nonprofits' online fundraising revenue! Include a newsletter opt-in option on your website that requires minimal effort. Don't make people navigate to another page to fill out their info!

SPY!

Sounds sneaky, but signing up for email lists for organizations similar to yours can give you some great ideas (and help you avoid some not-so-great ones) about how to set up your own emails.

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