A little housekeeping…

We're recording this webinar!
All registrants will receive an email containing a link to the
recorded webinar AND a ton of other resources!

Feel free to ask questions!
Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.

We will be live-tweeting!
Share your highlights and takeaways with the **#qgivwebinar**
hashtag, and please make sure to follow **@Qgiv**!

Donation forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions

Qgiv + amplifi
STRATEGIC COMMUNICATIONS FOR NONPROFITS

We know the value of relationships and are proud to connect you with amplifi, a member of our partner network.

Powerful Fundraising Technology + Strategic Communications

Qgiv

Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**

amplifi
STRATEGIC COMMUNICATIONS FOR NONPROFITS

Because the world is a noisy place, and your message needs to be heard!

Today's Speaker

Jesse Park | President of amplifi

Jesse, at heart, is a marketer and strategist who cares about helping move organizations forward.
Overseeing a talented team, Jesse has the pleasure of helping several leading nonprofit and educational institutions achieve success and advance their fundraising efforts each year. Under his leadership as President and Head of Strategy, amplifi has won numerous awards and accolades for their work with nonprofit clients.
He stays young by chasing his 4 kids, 2 dogs, and 2 cats around their home in northwest NJ.

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions

Qgiv.

At amplifi, we're on a mission to increase the value and effectiveness of nonprofit communications.

We believe that the nonprofit industry is about more than charity. It's about rallying the world around causes greater than ourselves.

To achieve this, our approach focuses on these core elements:

- **Mission-focused messaging.**

- **Data-driven relevancy.**

- **Integrated campaigns that reinforce your message.**

- **Analytical assessment and adaptation.**

Today, we'll be talking about how we bring this approach to emails.

Your inbox is a noisy place, and nonprofits are sending more emails than ever.

But when everyone is doing it, how do YOU stand out?

We're going to focus our time on 3 main points on optimizing your emails:

- **Understanding email.**

- **Harnessing the power of your email.**

- **Analytics made practical.**

"What's so hard? It's just a simple email!"

Or is it?

Before we begin, let's define what it is we're talking about:

An email is a **digital message** that can be **sent directly to individual recipients as part of a mass group** in **a cost-effective manner** to **create awareness**, **convey information**, and/or **request user action**.

Queue the eye-roll here.

🙄

Understanding what components make up an email, and how to use them to your advantage, can generate a higher level of engagement.

These components include:

SENDER NAME

SENDER EMAIL/REPLY-TO EMAIL

SUBJECT LINE

PRE-HEADER TEXT

BODY COPY

FOOTER

Sender name.

Who dis?

TIPS:

- Be recognizable, whether using your organization's name or a person's name.

- Match sender to the tone or purpose of email.

- Don't feel like you have to use the same sender every time. Mix it up!

Sender email.

Is this real?

TIPS:

- Don't use 'noreply@' unless you have to.
- If sending from a person, use a person's email as the sender.
- If you want emails to go through a gatekeeper, consider using a separate reply-to email address, if your platform allows it.
- Authenticate your email domain to optimize deliverability and lower spam rates.

SS Sally Sparrow <sally@designco.com>
Wednesday, 8 June 2016 5:31 pm
To: Sally Sparrow

Gmail uses the word "via" to indicate an email hasn't had its sending domain authenticated:

Sally sally@designco.com via cmail20.com
to me

After authenticating the sending domain, "via" and the sending server are removed:

Sally <sally@designco.com> Unsubscribe
to me

Subject lines.

Why should
we care?

TIPS:

- Be clear, direct, and concise with your subject.

- It's not about you, it's what your recipient can do.

  ❌ Help us feed the children.

  ✅ You can help feed a hungry child.

- Use your recipient's name in the subject line.

  - Example: Jesse, you can help feed a hungry child.

- Use urgency where applicable (but don't overdo it).

  - Example: Hungry children need you right now.

Pre-header text.

What's that?

TIPS:

- It can extend the messaging of the subject line.
- It can be set to be hidden in the actual email and only visible in inbox previews.
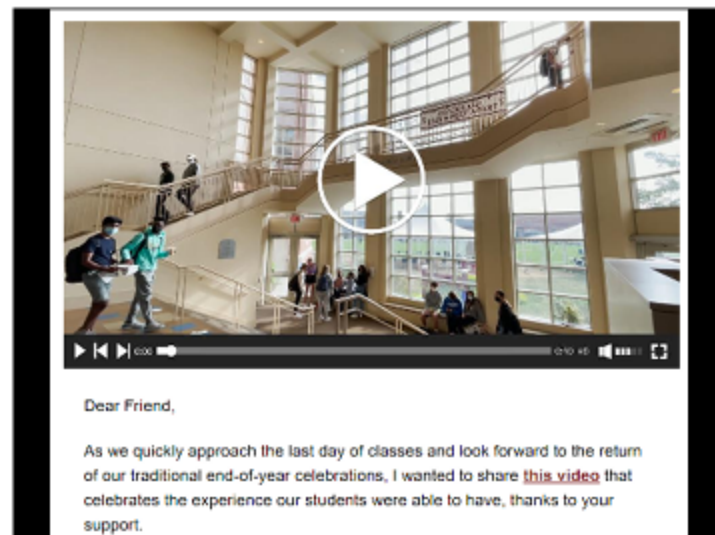
Chris Clark
RE: Young women need your help
every one of them matters View this email in your browser Dear Jesse, Did you see my last email? It's so

Email body.

Isn't this obvious?

TIPS:

- You don't have to start an email with a header image. There are many styles and formats of emails.

- Match your email design/format with the type of email you're sending.

- Consider animations or video screenshots depending on the message.

Dear Friend,

As we quickly approach the last day of classes and look forward to the return of our traditional end-of-year celebrations, I wanted to share this video that celebrates the experience our students were able to have, thanks to your support.

Calls-to-action.

You want me
to do *what*?

TIPS:

- Have a clear call-to-action and make sure you include multiple links:

  - In-line text links.

  - Button links.

  - Link images.

  - Add call-to-action button design in the header image.

Footers.

Don't make them
an afterthought.

TIPS:

- Add your social media icons with a call-out to "Join the discussion" and any relevant hashtags at the bottom of your email.

- Be clear on why the recipient is receiving the email. People tend to re-think unsubscribing when you explain why they are receiving the email and that it is legit.

- Add in a subscriber preference to minimize total number of unsubscribes.

**A simple email.
Yeah, right.**

A *lot* goes into sending
a good email.

Before you send that next email, consider this:

- What is the purpose of this email?

- Who would I be sending this email to?

- Is this email-friendly or just a copy/paste of my appeal letter?

- Is this a stand-alone email, part of a multi-touch email campaign, or part of a larger, integrated campaign?

- Think through each component and how to optimize each email based on your overarching campaign strategy.

NEWS FLASH

Stop sending every email to everyone on your list.

Here are some possible areas
to base segments on.

**Build multiple
segments from
your list.**

Giving History

Constituency Type
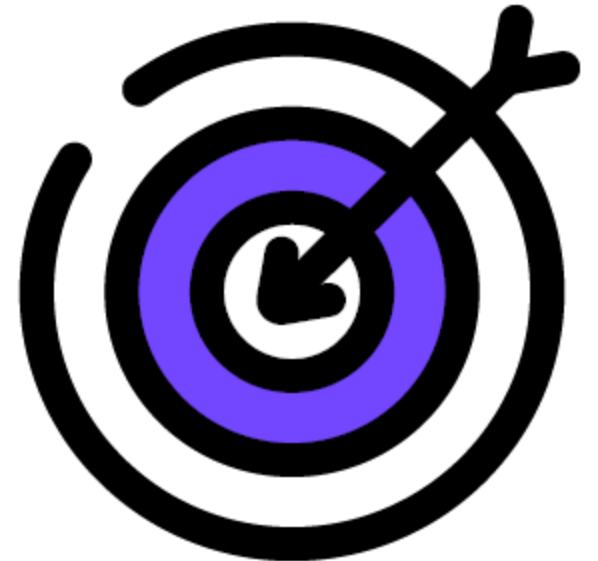
Donor Attributes

Interests

Geography

Membership Types

Age Ranges/Generations

Email Engagement

Using variables helps you get personal.

Utilize relevant data on hand to create more personal emails.

Examples of variable options include:

Name

Date of first and/or last gift

Number of years given

Last gift amount

Interest or fund given to

Upsell gift amount

City or State of Residence

Maintain proper list hygiene.

And avoid stinky results.

TIPS:

- Validate your email addresses. This can confirm emails that'll bounce, catch-all or zombie accounts, and identify easily correctable typos from data entry.

- Keep your email list updated regularly, whether through automated integration or manual export/import rules.

- Remove email addresses that haven't opened any of your emails in the last 12-18 months.

"But maybe this time they'll open and give..." (Don't hold your breath.)
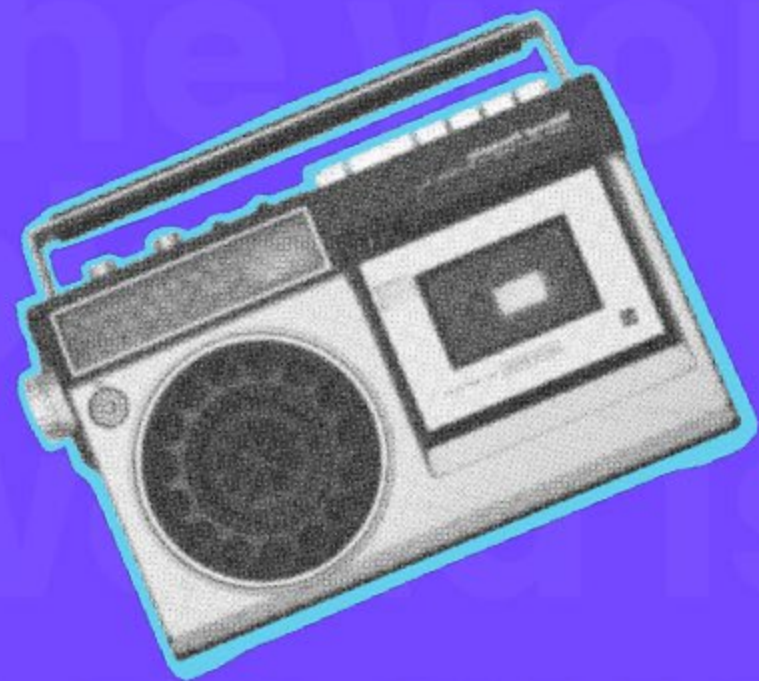
Data geeks
UNITE!

Metrics are only as good as understanding how to use them.

Let's walk through some basic email metrics that are used:
What they mean, and how to use them
for practical improvement.

Open rate =

The # of email records that opened the email divided by the # of records delivered.

Click Rate =

The # of email records that clicked a link divided by the # of records delivered.

Click-Through Rate =

The # of email records that clicked a link divided by the # of records that opened the email.

% of Clicks to Donation Form =

The # of unique records that clicked on the donation page divided by the # of unique records that clicked on any link.

ONE OF THE MOST IMPORTANT METRICS MOST NONPROFITS DON'T MEASURE:

Conversion Rate =

The # of records that clicked on the donation page and donated divided by the # of records that simply clicked.

This ratio helps determine if you need to work on improving your emails or your donation page to increase results

Remember those segments we discussed a few slides ago?

Depending on your platform's ability, measure the engagement of each segment.

SENT	OPENED	NOT OPENED	CLICKED	BOUNCED	UNSUBSCRIBED	SPAM
1	100% 1	0% 0	100% 1	0% 0	0% 0	0% 0
7	28.57% 2	71.43% 5	0% 0	0% 0	0% 0	0% 0
211	16.75% 35	83.25% 174	8.57% 3	0.95% 2	0% 0	0% 0
4,233	15.02% 625	84.98% 3,537	14.40% 90	1.68% 71	0.22% 9	0.02% 1
11,498	17.63% 2,002	82.37% 9,351	8.84% 177	1.26% 145	0.13% 15	0.01% 1
3	66.67% 2	33.33% 1	0% 0	0% 0	0% 0	0% 0
170	9.47% 16	90.53% 153	6.25% 1	0.59% 1	0% 0	0% 0
186	17.74% 33	82.26% 153	3.03% 1	0% 0	0% 0	0% 0

A/B Testing

A data geek's best friend.

To do A/B testing, you need to determine:

- What component of the email are you testing?

- What will determine the "winner"?

- How many addresses will you send out as a test?

- How long will the test run for?
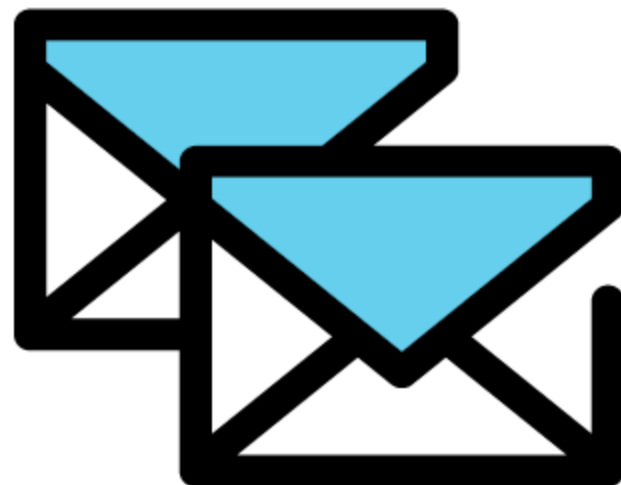
A/B Testing

A data geek's best friend.

A/B tests we recommend:

- **Sender**: Individual Name vs. Organization Name
- **Sender**: Comparison of 2 individual names
- **Subject**: User variable name in subject vs. generic subject
- **Subject**: 2 options you struggle to choose between
- **Body**: Picture in email vs. no image
- **Body**: Animated image vs. static image
- **Body**: Button text
- **Body**: 2 different design styles of an email

**So what else
can I do
with data?**

But wait...
there's **MORE**!

Try these things out:

- Resend an email to those who didn't open it.

- Send a follow-up email (or mailing) to those who opened a prior email but didn't click to donate.

- Send a follow-up mailer or call the records that clicked to give, but didn't fulfill their donation.

- Do additional A/B tests, continuing to tweak prior "winning" tests.

All data can be actionable.

It tells a story of who to re-target, who to let go of, and how to continue optimizing results.

DO

✅ Take your time to plan
and strategize your emails.

DON'T

❌ Just wing it to
"get something out"
(it never works.)

DO

✔ Change up your sender names,
subject styles, and formats
of your emails to see what works.

DON'T

✖ Assume that it can't get any better
or that emails don't work for you.

You know what they say about assuming ;)

DO

✅ Create segments of your list to better target, version, and measure against one another.

DON'T

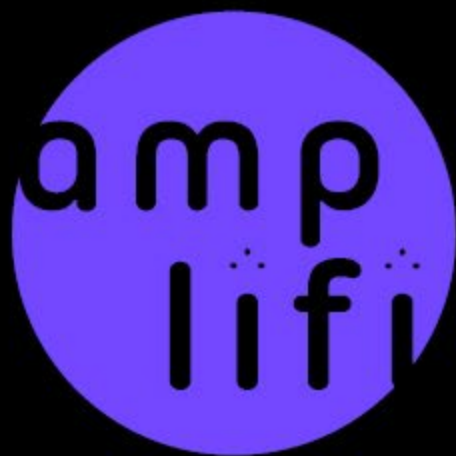❌ Just keep sending out junk to those who don't want it.

DO

✅ Use A/B testing to help determine traits that can outperform.

DON'T

❌ Just guess at what works and why.

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THANKS FOR JOINING US!

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Questions?

This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Qgiv

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

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