
Step Up Your Email Marketing

Part 3: Storytelling via Email

Heather Fignar

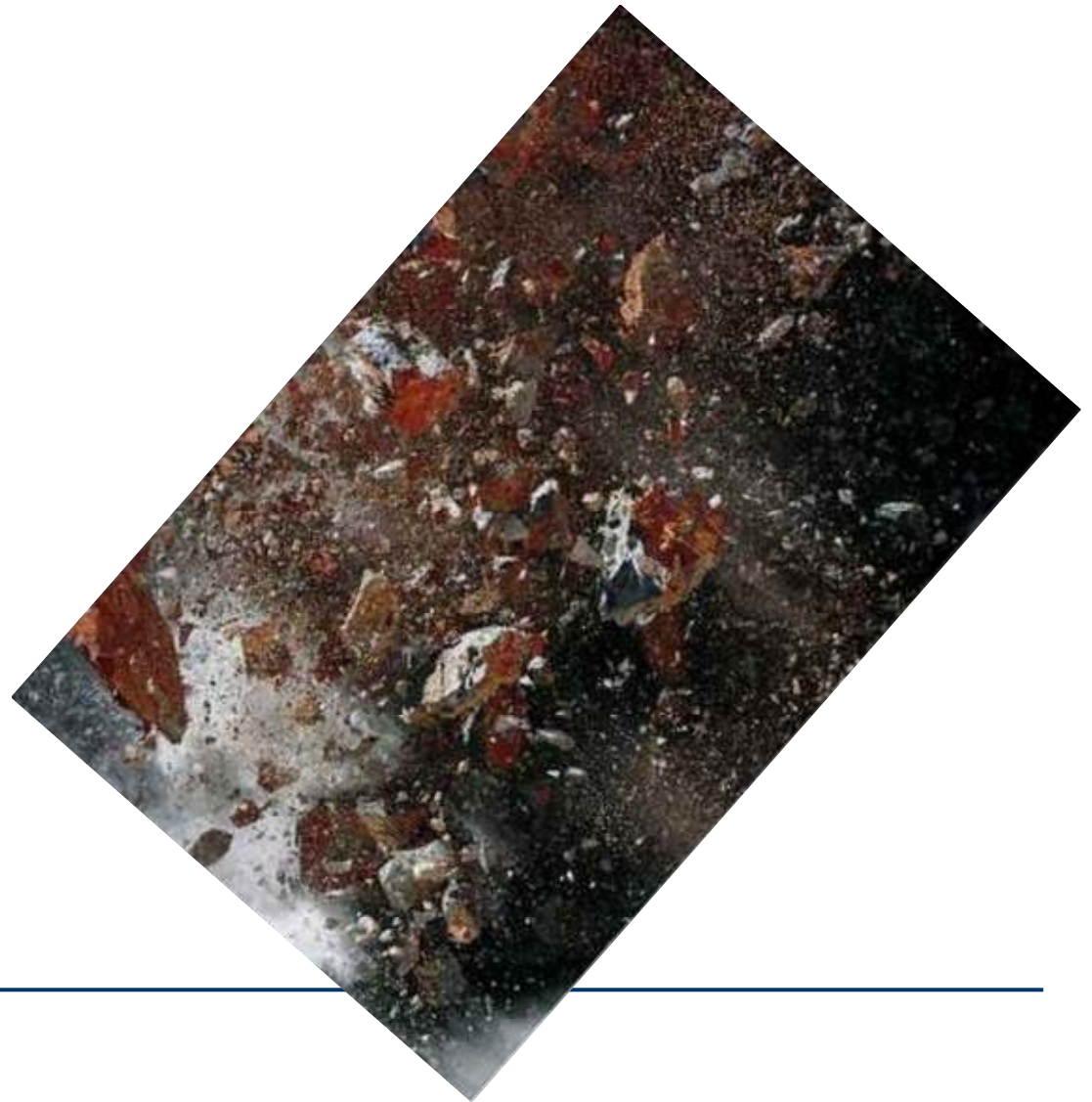
March 26, 2009

4-letter words (or there about)

- BLAST
- Monthly
- “Newsletter”

Better Options

- Communications
- Messages
- Appeals



The Junk Drawer Syndrome

Symptoms

- Every department in your organization is represented
- Printing your email requires a ream of paper
- “Our email newsletter is informative”
- We email on the first Tuesday of every month



The Junk Drawer Syndrome

Diagnostic test

- Which story is most important?
- What should the reader do next?
- Who is Sherrie?

The screenshot shows a United Way website page with a blue header and a white main content area. The header includes a photo of a group of people and the text "What Matters." Below the header, there are several news stories, each with a small photo and a title. The stories include: "Congratulations, Sherrie", "Super Joe Sordley Raises \$300 for United Way", "Meet Ellen Reeves, MARCH Coordinator", and "EnergyShare Receives \$1 Million". On the right side, there is a "Spotlight" section with a photo of a child and the text "Children and Family Inequality". Below the main content area, there are several navigation links, including "Home & Family Inequality", "MARCH Program", "Meet Us", "To Get or To Give Help", "GobK Links", "Bea Learning", "Cerebix", "Volunteer", "Financial Ed 101", and "Doctor Malloy". At the bottom of the page, there is a logo for "2-1-1" with the text "Get Connected. Get Answers." and "LIFE SOURCE".

The Junk Drawer Syndrome

Cure

- Start thinking in terms of campaigns
- Establish a goal for each email
- Decide how you will measure success
 - Open rate/ CTR
 - Conversion
 - Donations?
 - Signers?



THANK YOU
FOR CREATING OPPORTUNITIES FOR
A BETTER TOMORROW

Trouble seeing the photos? Right click on the X to download.

Dear United Way Friend:

On behalf of our entire community, **thank you!** Your generous gift is preparing children to succeed in school and life, helping families avoid crisis and supporting the health and wellness of older adults.

Please view this special video of thanks and forward it to others to help us extend our heartfelt appreciation further.

Thank you again for your support! That's what it means to **LIVE UNITED**.

Sincerely,

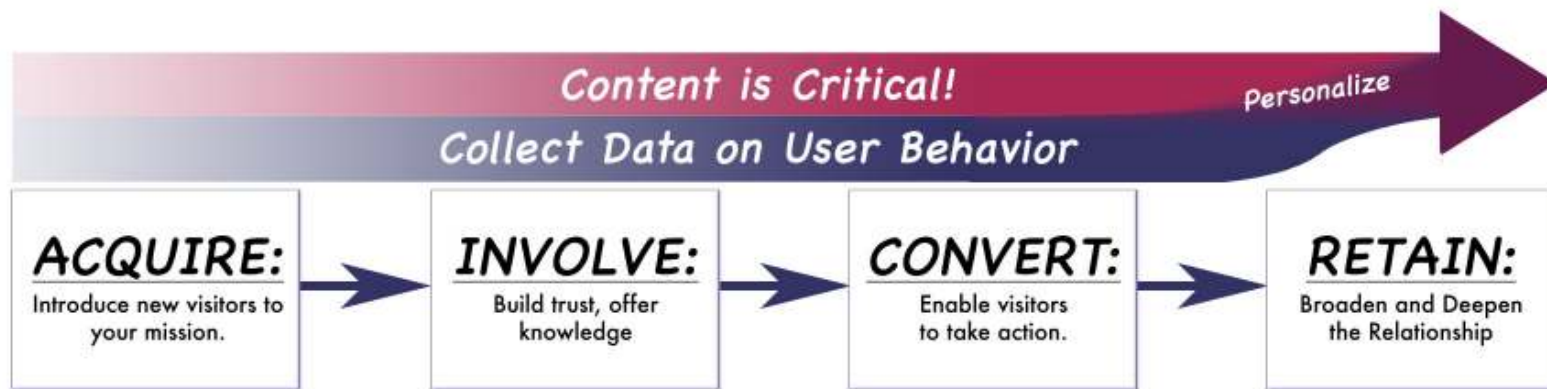


Sherrie Brach
CEO
United Way of Greater Richmond & Petersburg



Online Fundraising - Cultivating Donors

NPA Donor Development Model



- Acquire
- Involve
- Convert
- Retain

The three-legged stool for any campaign

- The brand/ mission/ story
 - Why would someone want to interact with your nonprofit above all others? – ask current donors and use their answers.
 - What will you do with their \$50 that you couldn't do without it?
 - A goal
 - Driving traffic isn't the right answer
 - Measurements tools
 - How will you know if you were successful?
-

What is your story?

- Not your life story or your organizational history...
- What specific thing do you want to say today?

USA for
UNHCR
The UN Refugee Agency

DONATE TELL-A-FRIEND SIGN UP FOR NEWS Your Email Address GO

**AID
DARFUR**

AID DARFUR supports the UN Refugee Agency's (UNHCR) life saving work with Darfur's refugees.

» Learn more...

Your help is urgently needed to save lives in Darfur

Tens of thousands of people have been killed in Sudan's Darfur region. Over 200,000 have fled across the border to Chad. Millions more are homeless. Most are women and children, terrified while the fighting continues.

Your help will make the difference between life and death.

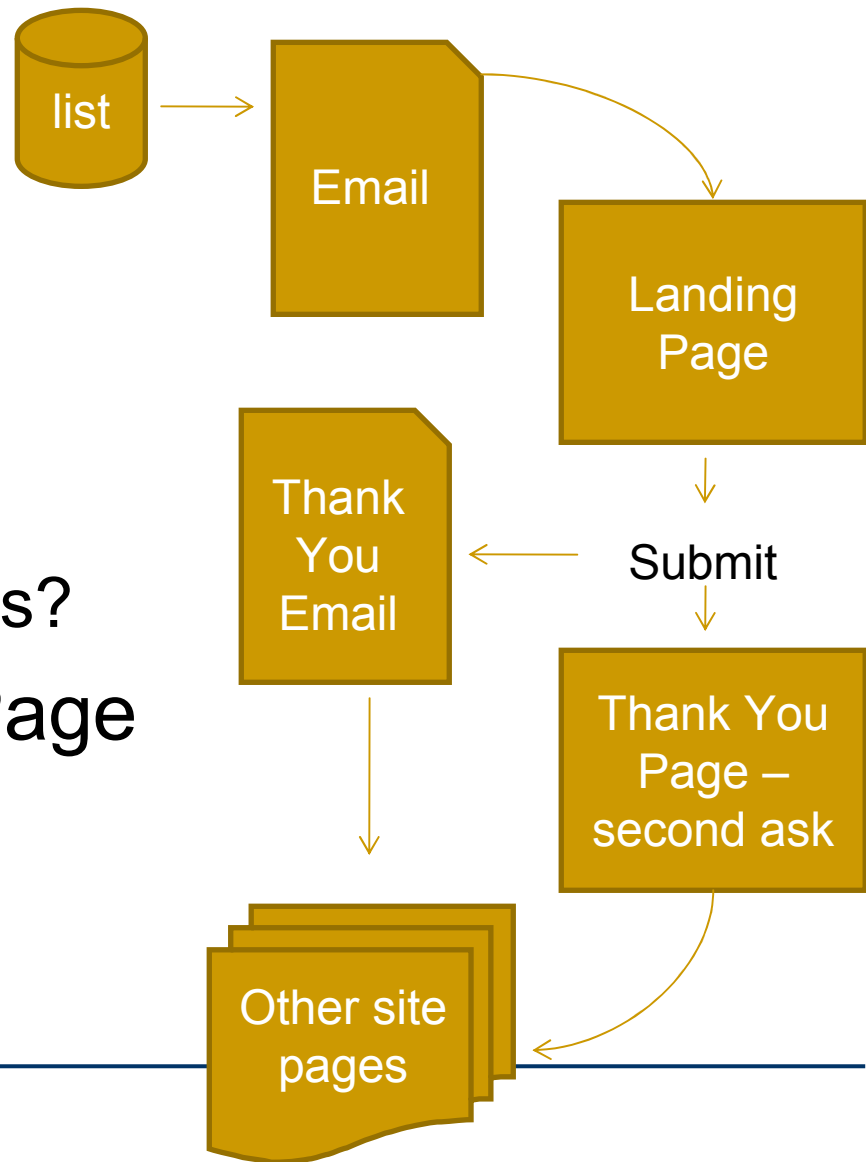
DONATE NOW

Click here to learn more about the UN Refugee Agency's urgent work in Darfur...

Photo Credit: UNHCR/Helene Caux

Thinking in terms of a campaign

- Goal
- Audience
- The email messaging
 - How many messages?
 - What types of messages?
- Landing/Transaction Page
- Thank You Page
- Thank You email



Livestrong Example

- Presidential Cancer Forum

- 3 emails

- Participate
- Your Voice was Heard
- Thank the candidates

LIVESTRONG™ PRESIDENTIAL CANCER FORUM

LIVESTRONG
LANCE ARMSTRONG FOUNDATION



Livestrong Example - Participate

- Date: 8/9/08
- From: Lance Armstrong
- Subject: It's Time for Answers

- Primary Goal: participation
- Calls to action
 - ❑ [Get your tickets.](#)
 - ❑ [Submit your questions.](#)
 - ❑ [Spread the word.](#)
- Tactics
 - ❑ Important info in the top line
 - ❑ Linked text
 - ❑ Bullets
 - ❑ Deadline

Forward to a Friend | LIVESTRONG.ORG

LIVESTRONG
LANCE ARMSTRONG FOUNDATION

UNITE
LIVESTRONG PRESIDENTIAL CANCER FORUM

LIVESTRONG™ ARMY

How is the next commander-in-chief going to fight the number one killer of Americans under 85?

Dear Heather,

I am no longer content to let the cancer question go unanswered.

That is why the Lance Armstrong Foundation is hosting the first-ever LIVESTRONG Presidential Cancer Forum to make sure our next President knows that Americans across the country expect cancer to be a national priority. In Cedar Rapids, Iowa, on August 27 and 28, we will ask Democratic and Republican presidential candidates to go on the record with their plans to fight cancer.

As a member of the LIVESTRONG Army—and a leader in the fight against cancer—I need you to be part of the LIVESTRONG Presidential Cancer Forum, demanding answers to the cancer question. Here's how you can get involved:

1. **Get your tickets.** The LIVESTRONG Presidential Cancer Forum is open to the public, and tickets are free. Quantities are limited and will be distributed on a first-come, first-serve basis.
2. **Submit your questions.** Lance Armstrong and MSNBC Hardball host Chris Matthews will ask candidates questions from the public.
3. **Spread the word.** Ask friends and colleagues to sign the LIVESTRONG Army petition to make it clear that our next President must be prepared to answer the cancer question.

As of this week, Democratic candidates Senator Hillary Clinton, Senator John Edwards and Governor Bill Richardson have confirmed their participation for the Democratic LIVESTRONG Presidential Candidate Forum on August 27. Republican candidates Senator Sam Brownback, Governor Mike Huckabee and Governor Tommy Thompson have confirmed their participation in the Republican LIVESTRONG Presidential Candidate Forum on August 28.

The goal is to get rid of this disease forever. The LIVESTRONG Presidential Cancer Forum gives all Americans the opportunity to ask the candidates "What's your plan? And where does cancer fit into your policies?"

Together, as the LIVESTRONG Army, we can put an end to cancer.

LIVESTRONG,



Lance Armstrong, LIVESTRONG Army

Livestrong Example - Promote

- Date: 8/24/08
- From: Lance Armstrong
- Subject: **Your voice has been heard**

- Primary Goal: promotion
- Calls to action
 - ❑ See Lance on Meet the Press.
 - ❑ Watch the Candidates.
 - ❑ Spread the word.
 - ❑ Download materials

Forward to a Friend | LIVESTRONG.ORG

UNITE
LIVESTRONG PRESIDENTIAL CANCER FORUM

LIVESTRONG™ ARMY

Cancer enters the '08 political race.

Dear Heather,

Four years ago cancer was not mentioned during the presidential election campaign. Today, the LIVESTRONG Army has made fighting cancer part of the national dialogue. For the next five days leading media, presidential candidates and citizens across the country will discuss how to stop the number one killer of all Americans under the age of 85.

Next Monday, August 27, and Tuesday, August 28, I will walk onto the stage at the U.S. Cellular Center in Cedar Rapids, Iowa, to ask the presidential hopefuls to share their ideas and strategies on how to fight cancer in the first-ever LIVESTRONG Presidential Cancer Forum. This historic event will be discussed on NBC's **Meet the Press with Tim Russert**, webcast live on MSNBC.com and featured on **Hardball with Chris Matthews**.

As a member of the LIVESTRONG Army, I need your help to make sure Americans across the country are tuned in, asking questions and demanding answers from the presidential candidates.

 **Watch *Meet the Press with Tim Russert*.** I will be a guest on NBC's *Meet the Press* on Sunday, August 26, talking about the LIVESTRONG Presidential Cancer Forum. Check local listings for times and channels.

 **Watch the LIVESTRONG Presidential Cancer Forum.** MSNBC will webcast the LIVESTRONG Presidential Cancer Forum live at 10:00 am CT on August 27 and 28. MSNBC's *Hardball with Chris Matthews* will be broadcast live from Cedar Rapids, Iowa, each night.

>> Click this link on Monday, August 27, and Tuesday, August 28, to load MSNBC.com's video player to watch the Forum.
>> Check MSNBC's local listings for times and channels to view *Hardball with Chris Matthews* on MSNBC on Monday and Tuesday evening.

 **Spread the word.** Click here to forward this email to friends encouraging them to tune into the LIVESTRONG Presidential Cancer Forum.

 **Download and post the LIVESTRONG Presidential Cancer Forum posters in offices, gyms, coffee shops and other places with high traffic.**

The LIVESTRONG Presidential Cancer Forum puts critical questions about fighting cancer on a national platform. Please join me in making history by raising awareness for the LIVESTRONG Presidential Cancer Forum.

LIVESTRONG



Lance Armstrong, LIVESTRONG Army

Livestrong Example - Next action

- Date: 9/13/08
- From: Lance Armstrong
- Subject: Cancer will not run unopposed in 08

- Primary Goal: next action
- Call to action: **Thank the Candidates**

Forward to a Friend | Donate | LIVESTRONG.ORG

LIVESTRONG ARMY

Cancer will not run unopposed in '08


Dear Heather:

In the 30 years since President Richard Nixon declared war on cancer, the disease has never drawn any significant political attention or opposition. Until now.

Today, thanks to the thousands of voices of the LIVESTRONG Army and the historic LIVESTRONG Presidential Cancer Forum held August 27-28, cancer has become part of the national dialogue.

At the two-day Forum, six presidential candidates pledged to renew the war on cancer and to make cancer a national priority. See what they said.

We must ensure our next President is focused on the cancer issue. He or she must be committed to our health and well-being and have the political will to do something about it.



THANK THE CANDIDATES

Sign the thank you card for the candidates who participated in the Forum, committing to make cancer a national priority.

Six presidential candidates participated in the forums: Senator Sam Brownback (R), Senator Hillary Clinton (D), Senator John Edwards (D), Governor Mike Huckabee (D), Congressman Dennis Kucinich (D), and Governor Bill Richardson (R).


Learn more about the candidates' commitments to fighting cancer.

The LIVESTRONG Presidential Cancer Forum made cancer a ballot box issue for the 2008 elections. The LIVESTRONG Army will continue working to ensure that cancer remains part of the national dialogue.

It is time to turn the number one killer of Americans under 85 into the number one election issue.

SIGN THE THANK YOU CARD

LIVESTRONG



P.S. Cancer is as important to Americans as taxes and terrorism. Please forward this email to friends and ask them to keep the fight against cancer at the top of the 2008 presidential campaign priorities.

livestrong.org | Grassroots Fundraising | Advocacy | SurvivorCare | Store | Contact Us

Remove yourself from this mailing.

Remove yourself from all mailings from Lance Armstrong Foundation.

Heifer - you had me until the thank you page



The Bill & Melinda Gates Foundation will double your gift to the East Africa Dairy Development Project. Help lift 1 million from poverty — [make the most generous gift you can today!](#)

Dear Tish,

I'm excited to tell you that your gift will help lift 1 million people from poverty. And we've [doubled](#) it.

Heifer International Challenge from the new East Africa Dairy Development Project aims to help 1.7 million people help themselves out to produce and sell their own milk.

Your entire gift to the East Africa Dairy Development Project will [be DOUBLED](#) by Heifer International, enabling your gift to help lift 1 million from poverty.

You'll be pleased to know that your gift will help lift 1 million from poverty.

Double your impact. With a matching gift opportunity from Heifer.



****This is a matching gift opportunity from Heifer International.**

Though we're not a formal program, we're happy to match your gift.

Heifer International's goal is to help lift 1 million people from poverty. The new East Africa Dairy Development Project is helping families help themselves out to produce and sell their own milk from their own cows.

Please indicate the amount you would like to contribute.

Confirmation

Your Confirmation Information

03/25/2009 03:32 PM (PT)
Heifer International

Heather Fignar
10239 Brickerton
Mechanicsville, VA 23116

Thank you!

Thank you for coming through when we count on you most. The families who benefit from your generosity will be "passing on the gift" by paying for artificial insemination techniques that will produce more milk per cow and help prevent disease — so the benefits of your initial support will multiply.

The following summarizes your contribution:

Payment Amount: **\$10.00**
Reference ID: 90203585

Heifer International contact information:

Email Address: info@heifer.org

This is a system-generated email - please contact the non-profit organization directly.

Email Communications

- 10 things you can ask online supporters to do:
 - Sign a petition;
 - Send someone else an e-mail;
 - Go to an event in real life;
 - Buy something to support the cause;
 - Give **money**;
 - Refer a friend;
 - Send an e-card to a staff member or a child;
 - Watch a **video**, listen to an interview, read something (online or off) to learn more about your issue;
 - Write a story or otherwise **contribute relevant content**;
 - Call someone on the phone to express an opinion.
-

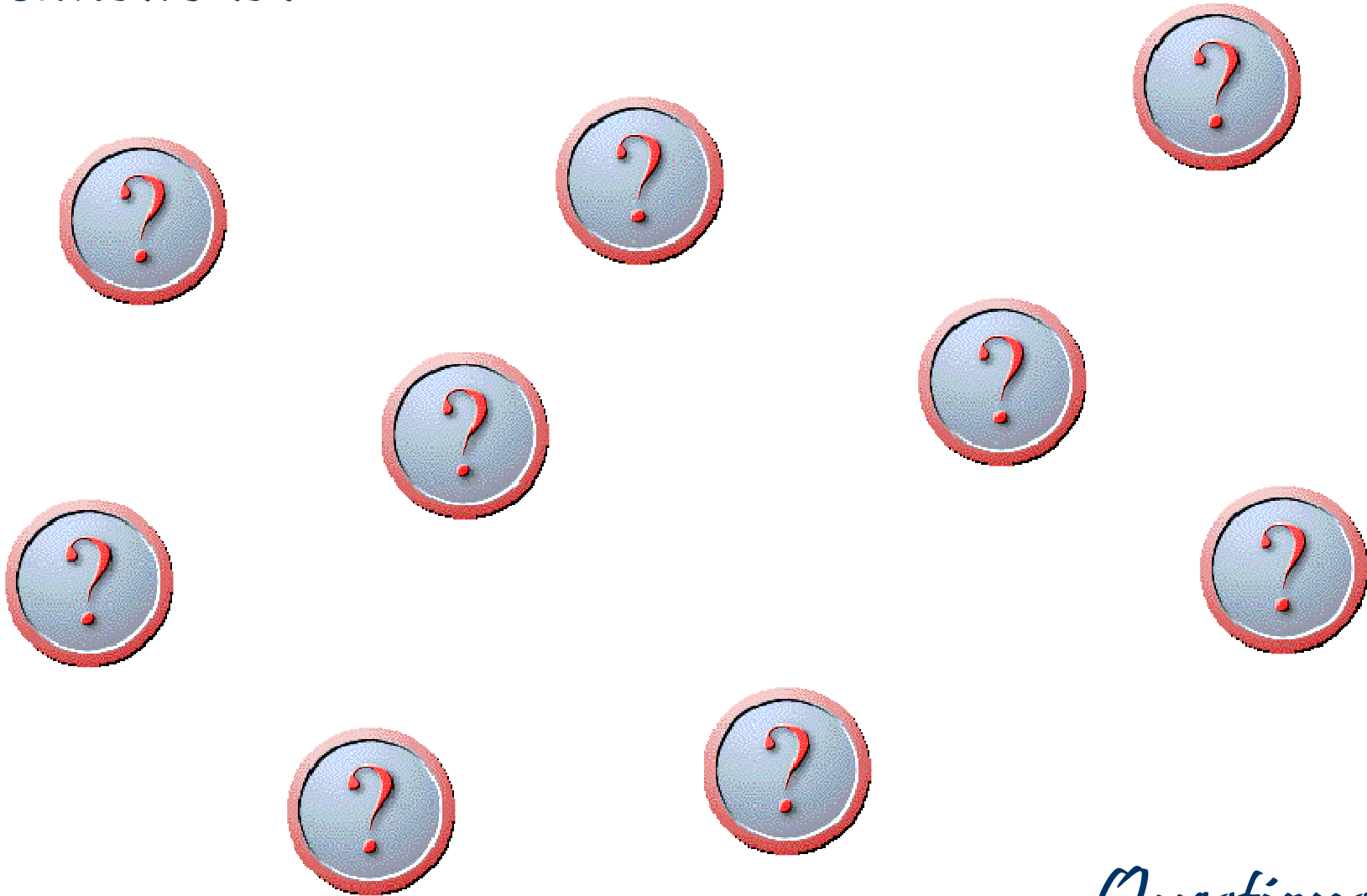
The bullet points

- Communicate and develop community online
 - Every email must have a primary goal
 - Always be able to answer the donor question:
 - What can you do with my gift that you couldn't do without it?
 - Remember that email is about the reader
 - Reading online is harder
 - Did you include bullets and text links
 - Are the images you use relevant and linked?
-

The bullet points

- It's about the psychology – not the technology
 - Think about your readers first
 - Use engaging subject line
 - Create clear goal and call to action
 - Point the reader to the next action using graphics, bullets and text links
 - Seal the deal with the landing page
 - Take advantage of their undivided attention on the thank you page and in the thank you email
-

Questions?



Questions?

Thank You!

Your time is valuable. I hope you gained something from this webinar.

At npadvisors, we want to help nonprofits succeed online. We work with organizations to help them raise more money and friends online.

Give us a call if you have questions, comments, or think you need help in the areas of:

- Email communications
- Integrated campaign development
- Internet strategic planning

Heather Fignar

heather@npadvisors.com

1-978-210-8299