

► REGULAR COMMUNICATIONS

Keep them interesting



Thoughts? Keep
in touch
@blackbaud

blackbaud[™]
your passion > our purpose

► TODAY'S TOPICS

- Personalized content (is king)
- Why you need to test...and what to test
- Next Steps / Open Q&A

► WHAT CAN YOUR NONPROFIT LEARN FROM SOPHISTICATED CORPORATE EMAIL PROGRAMS?

► ABOUT CORPORATE EMAIL PROGRAMS

- Large budgets, staff, work with agencies
- Sophisticated programs that provide value
- Data-driven decisions
- **Top programs: Most important value drivers**

82% - Test and measure everything*

71% - Build in targeting capabilities*

► CROCS

Change Your Email

It's All About You! Customize your C which emails you'd like to receive.

- ☐ Crocs Newsletter:
Exclusive Crocs email promotions the latest news and upcoming events directly to your in-box. English language version.
- ☒ Crocs Men:
Weekly email with the most up-to-date info on men's latest arrivals and last-minute online promotions
- ☐ Crocs Outlet Promotions:
Weekly email with Crocs Deal of the Week and Outlet promotions too good to pass up
- ☒ Crocs Deal of the Day :
Save BIG in December. Up to 70% off retail prices. Daily deals directly to your in-box.



► WHOLE FOODS

Whole Foods Market Local Store News and Sales

Get the best deals, special sales and community event updates.

[View Sample Issue](#)

Whole Foods Market Recipes

Get simple tips and delicious recipes celebrating natural, fresh ingredients delivered to your inbox twice a month.

[View Sample Issue](#)



fl@vors
GREAT RECIPES FROM WHOLE FOODS MARKET®

Arlington Sales | Store Info

Share This On: Facebook | Twitter

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

Big Beautiful Salad with Lemon-Miso Dressing
Light, fresh, low-fat, sugar-conscious, vegan, vegetarian

Organic Cherries One-Day Sale

Friday, July 8

Organic Cherries
\$2.99/pound

This Friday only, July 8, **get free organic cherries** for \$2.99/pound.

Cherry Favorites

Cherry Lentil Salad

► PERSONALIZING YOUR EMAIL

THEN

Dear Mike ,

Recently, we sent you a letter shari

NOW

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

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

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

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

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

► WHY (PERSONALIZED) CONTENT IS KING

We had our own "Precious" at the BHS. She also felt like a bit of an outcast. And like her movie namesake, our Precious had to overcome prejudices and assumptions before she found happiness.

It started a year-and-a-half ago, when Precious first came to us as a transfer from Town Lake Animal Center who didn't have enough room for her. She was such a strikingly pretty cat that "Precious" seemed like the perfect name. She was here only four days before being adopted.

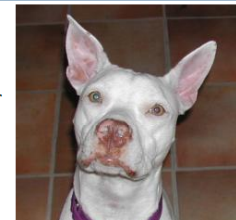
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But then, in late September of last year, Precious was returned to us. Her owner was moving and decided Precious wouldn't be making the trip. We



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

**2011 MarketingSherpa Email Marketing Benchmark Survey*

***MailerMailer 2010 Email Marketing Metrics Report*

****MarketingSherpa "Email Marketing Benchmark Guide 2008"*

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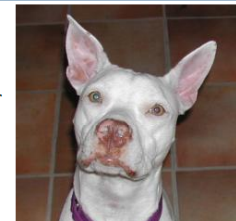
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- Provide value
- Connection
- Without relevant content, risk:
 - Level of engagement
 - Level of attention
 - Decreased response
 - Weakened relationship

► SPCA ERIE COUNTY

Dear **First Name** :

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

The shorter and cooler days remind everyone in Western New York that Fall is on its way, and for everyone here at the SPCA, Fall means one thing - Paws in the Park is almost here!

[Register for this year's event!](#)

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

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

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

2010 participants

2009 participants

2008 participants

2007 participants

Campaign Emails	Click-through rate
Email #1	1.68%
Email #2	1.98%
Email #3 (personalized)	3.50%

► RONALD MCDONALD HOUSE OF KC



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

Past attendees

Attended similar event

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

Audience	Click-through rate
Past attendees	25.1%
Attended similar event	14.6%
Everyone else	8.6%

► HIDDEN WAYS TO PERSONALIZE *ANY* EMAIL

Cultivate

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

Provide value

- Deliver relevant content
- Reminders (membership, event reminders)

► CULTIVATE: THANK DONORS & TELL HOW DONATIONS WERE USED

Thanks to donors like you,

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



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

[Donate Now](#)

In 2011, donor generosity enabled us to:

In 2011, donor generosity enabled us to:

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

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

► HIDDEN WAYS TO PERSONALIZE *ANY* EMAIL

Solicit

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

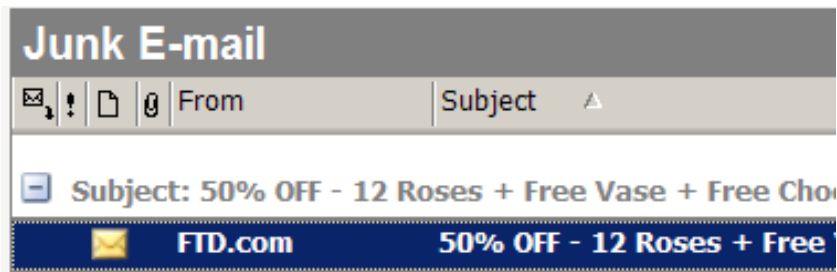
Data Integrity

- Missing information
- Verify information

► HOW ELSE CAN I ENGAGE MY AUDIENCE?

► SUBJECT LINES

- Mobile friendly: Front-load first 30 characters
- Avoid special characters (!, \$) and CAPS
- Check spam folder for what not to do



- Fastest way to better results: Test!

► USE VIDEO SCREEN SHOT IMAGES

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



Celebrate bringing home mothers, fathers, sons and daughters.

Dear Supporter,

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

A prisoner of conscience has been released.

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

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



WATCH AND SHARE



**As Seen in the Inbox, Forrester Research, May, 2009*

➤ ASK FOR A TIMELY, SPECIFIC NEED



We are trying to raise *\$3,000 to provide treatment for Loretta's medical problems* so that she can finally have the loving, affectionate home that she so desperately deserves. Please help Loretta by donating today!

► CREATE A COMPELLING LANDING PAGE

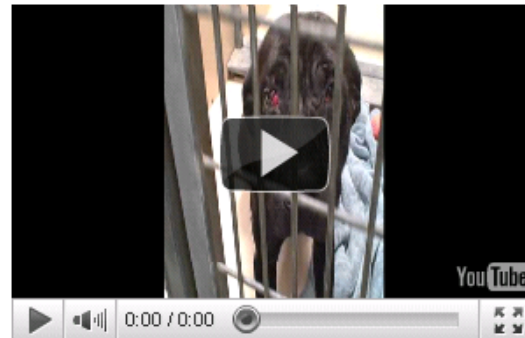
Will You Show Loretta That Someone Cares?

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

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

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

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



Donation Information

- Amount: ☐ \$200.00
☐ \$150.00
☐ \$100.00

► USE INCENTIVES TO PROVIDE ADDED VALUE

- Gift doubled
- Drawing
- Recognition
- Send an eCard
- Purchase a specific item (Wish List)

► CALL TO ACTION LINKS

- Make links compelling by including:

What + Why + Where (or When)

Not Compelling	Compelling
<u>Click here</u>	<u>Speak up now to stop the bloodshed in Syria</u>
<u>Donate now</u>	<u>Donate now to feed those starving in Somalia</u>
<u>Register</u>	<u>Register by Feb. 20th to ride in honor of a cancer survivor</u>

► CALL TO ACTION LINKS

- Include early, then again
- Use text, instead of images

DONATE

- Review where clicks occur






[DONATE](#)
[TELL A FRIEND](#)

Dear Mike,

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

The threat to national forests:

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

[Take action to fix this proposed rule before it becomes a reality.](#)



Fix this rule that would hurt wildlife and national forests. Take action.

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

- Decreasing protective measures for wildlife
- Jeopardizing drinking water supplies

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

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

Sincerely,
The Wilderness Society

► AVOID NONPROFIT JARGON

Support the annual campaign

Support those who are homeless this holiday season

Opt out

Remove me from future emails

Email not displaying? [View it in your browser.](#)

Can't see images? Find them [here.](#)

► TODAY'S TOPICS

- Personalized content (is king)
- Why you need to test...and what to test
- Next Steps / Open Q&A

► WHY TEST?

According to top email programs:

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

**2011 Gleanster survey on Email Marketing*

► MOST EFFECTIVE ELEMENTS TO TEST



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



I agree that the 2012 Save the Children calendar is a perfect way to share the smiles of the world's child my commitment to making their days brighter.

Please accept my donation in the amount below and send me a calendar while supplies are still available!*

As each month passes, this beautiful calendar will provide a reminder of the happy children whose lives have been positively impacted thanks in part to the generosity of supporters like you. **Supplies are limited. Please donate today.**

*Offer ends 12/1/11 or while supplies last. Please allow approximately 4-5 weeks for delivery of your calendar. Your donation of \$25 or more is tax deductible except for the \$10 fair market value of the calendar.

STEP 1 Choose Your Donation Amount

☐ \$500.00
 ☐ \$250.00
 ☐ \$100.00
 ☐ \$50.00
 ☐ \$25.00
 ☐ other

Enter Donation Amount Here: * \$

STEP 2 Enter Donor Information

2011 MarketingSherpa Email Marketing Benchmark Survey

► TEST CALL TO ACTION

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

- Where

- Language

GIVE MONTHLY »

- Images vs. Styled text

DONATE

- What color

DONATE

- Incentive

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

*2010 eNonprofit Benchmarks Study, NTEN & M+R

► TEST TIME OF DAY?

- 6:00-7:00am (MailChimp)
- 6:00-11:00am (MailerMailer)
- 9:00am (Marketing Sherpa)
- 9:00am (eROI)

► HOW TO TEST?

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

Check results

Sample A percent Open, Click or Conversion

Sample B percent Open,Click or Conversion

Sample Size

Calculate!

eMarketingDynamics.com

- Send “winning” message to remaining recipients
- Repeat, Repeat, Repeat

► RECORD TEST RESULTS

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

Email Testing Results														
Type	Date	Time of Day	Day of Week	Aud	Subject	Content	Call to action	Salutation	Sent	% Opens	Unique Clicks	% Unique Clicks	Conversions	% Conversion
2012										Avg: 13%	Avg: 1.9%		Avg: 0.08%	
Winter Appeal	1/27	9am	Fri	Past Donors	Test: Why Mary could not wait for a heart	Child story	Help children like Mary beat cancer today	First name,	1000	16.1%	17	1.70%	2	0.20%
Winter Appeal	1/27	9am	Fri	Past Donors	Test: What you can do right now to save lives	Budget-focused	Speak up now to provide these services to children	First name,	1000	19.4%	28	2.80%	4	0.40%

► IMPACT TIPS

- If you're not personalizing *every* email, you're missing an opportunity for better results
- Use email testing to validate assumptions and make data-driven decisions

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➤ **NEXT STEPS**

- Next up: **Welcome Series Launch**
 - **Get your revisions to us**
- Monthly Projects – due Monday, June 25
- Next Webinar:
Wednesday, June 20 at 11am CT (12pm ET)

► COOL RESOURCES TO CHECK OUT

- NetWitsThinkTank.com
- ConnectionCafe.com
- www.Blackbaud.com/Puzzle
 - Free upcoming webinar - June 14th
- GuideCreative.com/Giveaway

► Q & A