



DIGITAL FUNDRAISING IN 2020

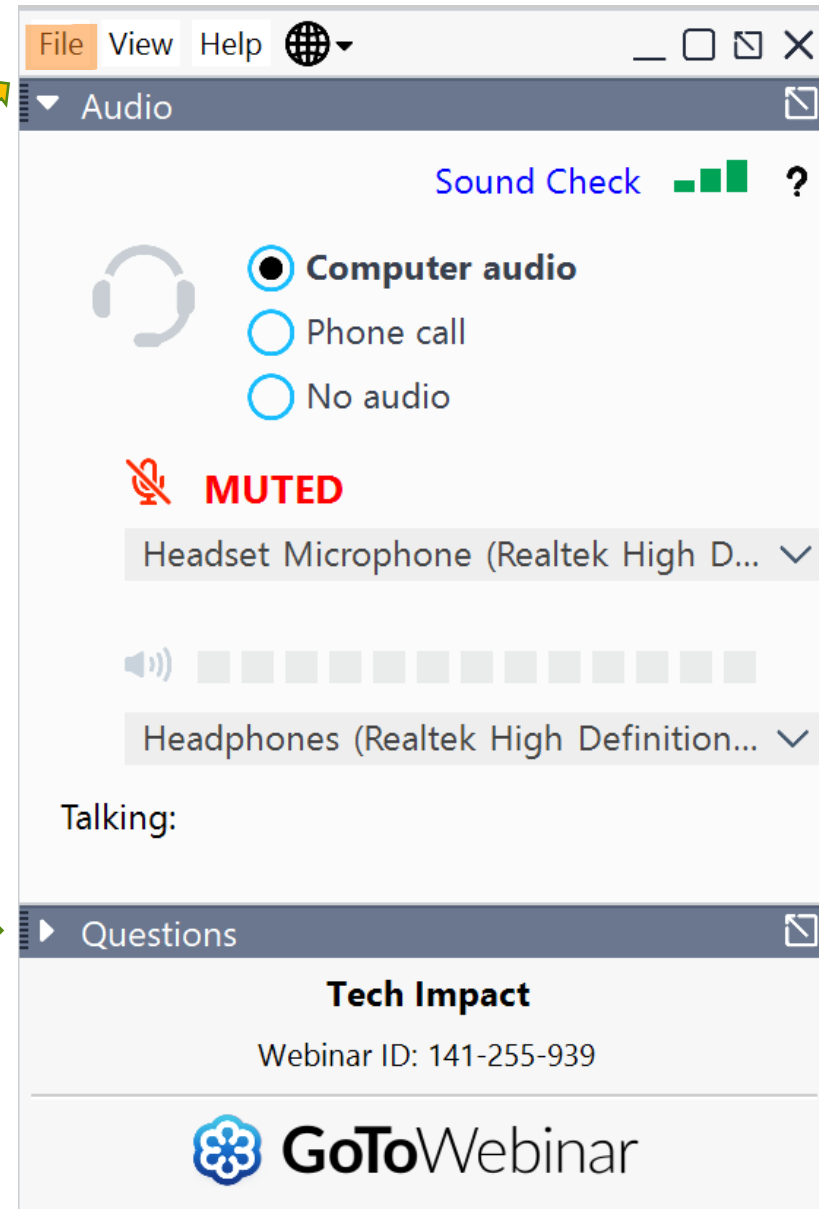
Email Fundraising

GOTOWEBINAR INTERFACE

If you cannot hear us speaking, go to:
File->Preference->Audio and check
your audio settings.

Type all comments/questions into the
"Questions" panel.

Your interface may display slightly differently.



THANKS TO OUR SPONSORS FOR THIS SERIES!



Sponsored By:

**Hudson Valley
Funders Network**

hudsonvalleyfundersnetwork.org



Course Page:

<https://offers.techimpact.org/course-page-nycon>

Course Page

Course Page - NYCON Webinar Series

Please bookmark this Course Page. It will be updated with recordings of the webinars, slide decks, and any additional resources.

Important Information:

- This series will be delivered using GoTo Webinar. You will receive email reminders with access information for each session 24 hours and 1 hour prior to each session.
- **Every session will be recorded and available for your reference.**
- Add training@techimpact.org (NYCON: [CHANGE OF ADDRESS?](#)) to your contacts to ensure meeting details do not get caught in your spam folder.

Digital Fundraising

Session 1: Optimizing Your Website

Is your website sending capturing potential donors? Learn how to set up your website for success by including elements such as prominent "donate" buttons, tiered fundraising asks, and more.

After the session, you can download the slides for the seminar [here](#).

Course Schedule

This course takes place on the following dates:

- **Thursday, December 3, 2:45-4:15 PM EDT:** Digital Fundraising Session 1
- **Tuesday, December 8, 2:45-4:15 PM EDT:** Digital Fundraising Session 2
- **Thursday, December 17, 2:45-4:15 PM EDT:** Digital Fundraising Session 3
- **Thursday, January 14, 2:45-4:15 PM EDT:** Selecting a Donor Management System
- **Thursday, January 28, 2:45-2:14pm EDT:** [Cyber Security Basics](#)



KIMBERLY SANBERG

Owner, Cairn Strategies

Pronouns: She/Her

I help nonprofits fundraise, engage supporters, build awareness, and achieve their goals with strategic digital marketing and communications, including social media, website strategy, advertising, and email.



AGENDA

1. Homework Review
2. Planning Your Campaign
3. Essential Elements of a Fundraising Email
4. Additional Elements of a Fundraising Email
5. Case Study
6. A/B Testing
7. Metrics and Analysis
8. Email Tools
9. Homework

A man and a woman are looking at a whiteboard. The man is holding a blue marker and pointing at a sticky note. The whiteboard has a flowchart with the words 'PROJECT' and 'DESIGN' written on it. There are several yellow and pink sticky notes on the board. One sticky note says 'interactive text'.

HOMework REVIEW

HOMework SUBMISSION #1



Donate to
Ulster Literacy Association ✓

\$0.00
USD

☐ Make this a monthly donation ?

Donate with PayPal

Donate with a Debit or Credit Card

[Cancel and return to Ulster Literacy Association](#)

PAYPAL DONATION FORM TIPS

- Add your logo
- Add your organization's "purpose" (brief mission)
- You can also add a dropdown menu with different funds/programs
- Set donation amounts (e.g. \$50, \$100, \$250, \$500, other)
- If they cancel mid-donation: add a link back to your website with more info about donating (currently goes to homepage)
- After donating: route donors back to your site, ideally a customized "thank you" page with links to high-priority items on your website



Donate to
Habitat for Humanity of the MOV

Purpose: Habitat for Humanity is a Christian Ministry that believes that all people deserve a simple, decent, affordable place to live.

\$500.00
USD

\$250.00
USD

\$100.00
USD

Other Amount

(Optional) Use this donation for

☐ Make this a monthly donation ?

Donate with PayPal

or

Donate with a Debit or Credit Card

[Cancel and return to Habitat for Humanity of the MOV](#)

HOMework SUBMISSION #2



DONATE NOW



DONATE TODAY AND DOUBLE YOUR IMPACT

Every new dollar donated to The Music Hall (or contribution increase from an existing donor) from now until December 31, 2020, may be eligible to be matched by the ArtsWestchester 2020 Challenge Grant with the support of Westchester County Government up to \$7,500. Matching funds are limited and available on a first-come, first-served basis so help us secure the match today! Help Save Our Stage.

Our nonprofit theater has endured for 135 years and only with your support we will be able to withstand our extended closure due to COVID-19. We've moved as much programming as possible offstage and online so we can continue to serve our community. Our [Music Hall Academy](#) is active with virtual theater arts classes for kids and our [Night-In With The Music Hall livestream series](#) features a different artist every week. And, we're doing this without the ticket income we depend on to reinvest in our organization. We truly need your support now more than ever to keep our programs going. The performing arts remain a meaningful way to stay connected even when we're far apart. **Please make a tax-deductible* donation today.**

Please Donate Now

GIFTS OF STOCK AND MUTUAL FUNDS are a **tax smart alternative to cash donations** and perhaps the most cost-effective assets to use in making a gift. Donations of securities often allows Music Hall donors to have a bigger philanthropic impact and receive greater tax advantages. Your tax advisor can provide complete deductibility rules. And, The Music Hall will be forever grateful for your clever & generous support of our historic, nonprofit theater when we need you the most!

[Download our transfer instructions for gifts of stock & mutual funds.](#)

Looking to make a bigger impact? Contact Sheila Emery Murphy, Director of Philanthropy, at 914-631-3390 x115 or smurphy@tarrytownmusic hall.org for information about charitable contributions, planned giving and naming opportunities.

[New Charitable Tax Deduction Rules:](#) The Federal Government's CARES ACT (sections 2204 & 2205) has changed rules so that individual donors can now take an above-the-line charitable deduction of up to \$300 without having to itemize taxes. For other individual donors, 100% of individual cash gifts can now be deducted against adjusted gross income. For corporations, the 10% limitation is increased to 25% of taxable income.

[Matching Gifts:](#) Many employers sponsor matching gift programs and will match most charitable contributions made by their employees. If your company has a match program you may be able to double or triple your gift!

The Music Hall is owned, operated & loved by The Friends Of The Mozartina, a 501(c)(3) Nonprofit Organization. [Our Tax ID # is 13-3020574](#)



ONLINE BOX OFFICE

ALL 2020 EVENTS ARE BEING POSTPONED OR CANCELLED.
WE WILL BE NOTIFYING TICKET HOLDERS FOR EACH INDIVIDUAL SHOW DIRECTLY,
AS WELL AS POSTING INFORMATION AND UPDATES ON INDIVIDUAL EVENTS.
BUY WITH CONFIDENCE! WE WILL OFFER REFUNDS FOR ALL TICKETS FROM CANCELLED EVENTS.

[Return to Music Hall](#) [Home](#) [Make Donation](#) [Become a Member](#) [Your Account](#) [🔍](#) [0](#)

Members: [Login](#) | [Get a Membership](#) (membership activated instantly)
Membership benefits include instant access to pre-sales.
[Click here for more information on Music Hall Membership.](#)

Donate Now



YES, I will support The Music Hall!

DONATE TODAY AND DOUBLE YOUR IMPACT

Every new dollar donated to The Music Hall (or contribution increase from an existing donor) from now until December 31, 2020, may be eligible to be matched by the ArtWisechester 2020 Challenge Grant with the support of Westchester County Government up to \$7,500. Matching funds are limited and available on a first-come, first-served basis so help us secure the match today! Help Save Our Stage.

Show your love for the historic Tarrytown Music Hall with a donation today to help save our stage. Our nonprofit theater has endured for 135 years and only with your support we will be able to withstand our extended closure due to covid-19. Thank you!

Looking to make a bigger impact? Gifts of stock & mutual funds are a tax smart alternative to cash donations and perhaps the most cost-effective assets to use in making a gift. Click to have to download transfer instructions for gifts of stock & mutual funds to The Music Hall.

For information about charitable contributions, naming opportunities, bequests, or planned giving contact Sheila Emery Murphy, Director of Philanthropy, at 914-433-3300 x115 or smurphy@tarrytownmusichall.org

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The Music Hall is owned, operated & loved by The Friends Of The Music Hall, a 501(c)(2) Nonprofit Organization.
Tax ID: 13-3838574

Donation Amount

- ☐ \$100.00
☐ \$250.00
☐ \$500.00
☐ \$1,000.00
☐ \$2,500.00
☐ \$5,000.00
☐ Other:
Minimum Amount: \$5.00

Want to donate on behalf of someone else? Please enter their name below.

Donate on behalf of:

☐ **Donate Anonymously**

If you donate anonymously, the information below will only be used to confirm payment. Your information will not be retained with the donation for identification purposes.

[Donate Now](#)

[Add Donation To Basket](#)

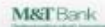
**THANK YOU SPONSORS & FOUNDATIONS
FOR YOUR GENEROUS SUPPORT**



Webster Bank



FRANZOZO



M&T Bank

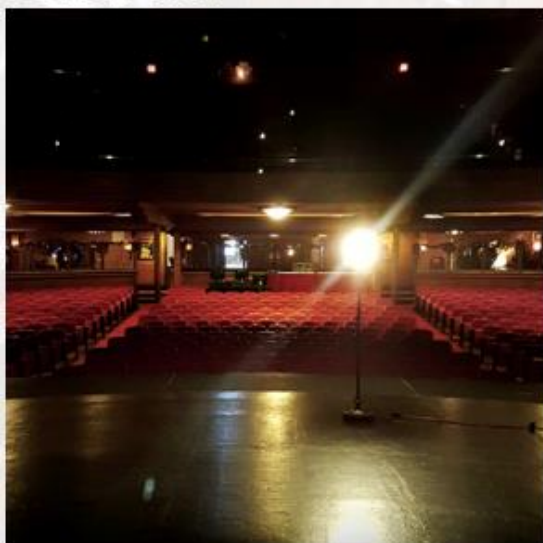


Green Mountain



DoctorMac

Donate Now



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Tax ID: 13-3020574*

Show your love for the historic Tarrytown Music Hall with a donation today to help save our stage. Our nonprofit theater has endured for 135 years and only with your support we will be able to withstand our extended closure due to covid-19. Thank you!

Donation Amount

☒ \$100.00

☐ \$250.00

☐ \$500.00

☐ \$1,000.00

☐ \$2,500.00

☐ \$5,000.00

☐ Other:

Minimum Amount: \$5.00

Want to donate on behalf of someone else? Please enter their name below.

Donate on behalf of:

☐ **Donate Anonymously**

If you donate anonymously, the information below will only be used to confirm payment. Your information will not be retained with the donation for identification purposes.

Donation Information

Please provide the information below to complete your donation. If you already have an account, please enter your email address below to associate your donation with your current account. Thank You!

Billing Information

First Name:*

Last Name:*

Address 1:*

Address 2:

City:*

Country:*

State/Province *

Zip/Postal Code:*

Contact Phone:

Email:

Cancel

Payment Information

Name on Card:*

Card Number:*

Expiration:*

Security Code:*




Donate Now

THANK YOU SPONSORS & FOUNDATIONS FOR YOUR GENEROUS SUPPORT



THANK YOU!





Pull up your donation page on your phone. Is it responsive? Can you read it and navigate it easily?



PLANNING YOUR CAMPAIGN

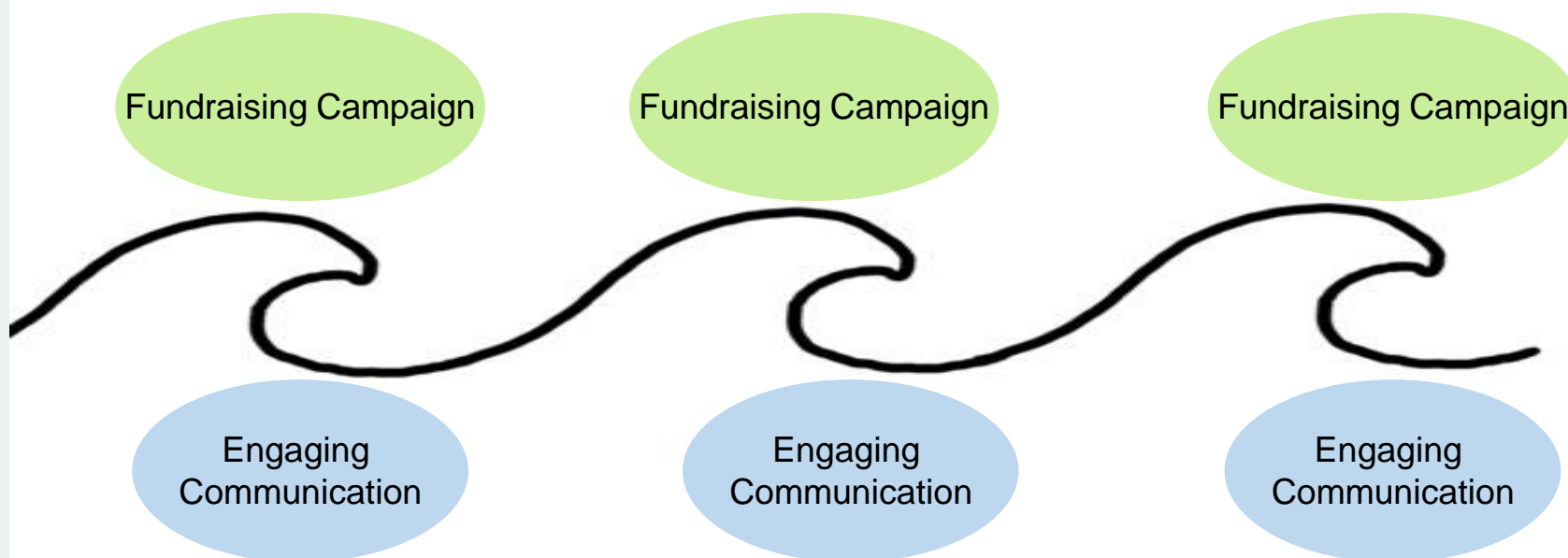
PLAN YOUR CAMPAIGN

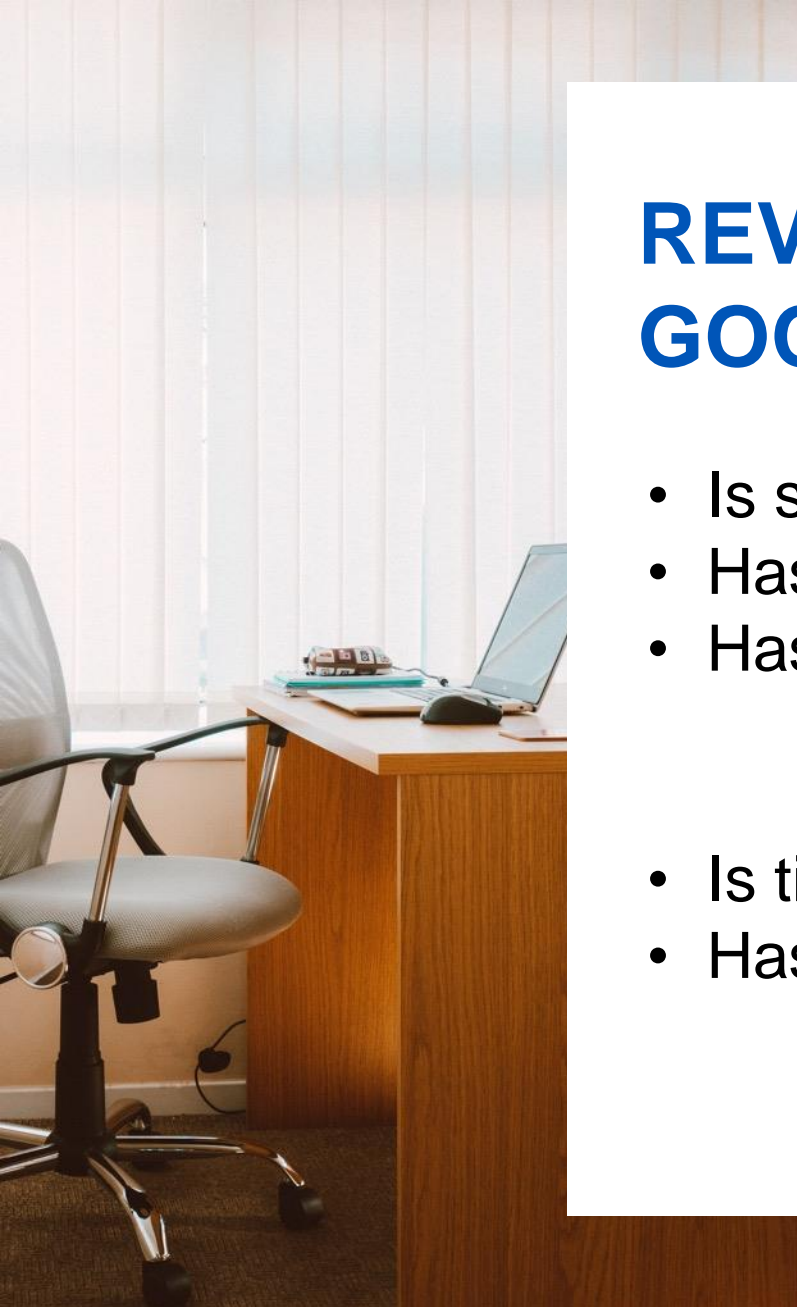
- Map out your fundraising campaign timeline.
- Where does it fit into your communications mix?
- What story will you tell?
- How will you segment your list?



REVIEW: WHERE DOES YOUR CAMPAIGN FIT IN?

- Look at your entire fundraising and communications calendar.
- Think about everything your donor is seeing.
- Mix it up.



A photograph of a modern office workspace. On the left, a white ergonomic office chair is partially visible. In the center, a wooden desk holds a laptop, a mouse, and some papers. A window with vertical blinds is in the background, letting in soft light.

REVIEW: ELEMENTS OF A GOOD FUNDRAISING STORY

- Is specific - paints a picture
- Has a protagonist
- Has a plot: beginning, middle, end
 - Problem/conflict and a solution (that your organization provides)
- Is timely, relevant, urgent
- Has a call to action: Donate

PLAN YOUR STORY



Tim, 5, has autism and lives with his grandmother. When he first came to live with her, Tim was having difficulty sleeping and regulating his emotions. His grandmother didn't understand why or how to help him, but she knew she needed help. That's when she called Fraser.*

Through his therapy at Fraser, Tim learned to regulate his emotions and manage his trauma and stress. Fraser also helped Tim's grandmother understand Tim's autism and taught her strategies to help her grandson.

Because his grandmother reached out, Tim no longer struggles with sleeping issues, his social skills have improved, and he is able to calm himself. Tim's grandmother has found support and understanding.

There are families like Tim and his grandmother all over the Twin Cities.

They need us, and we need you.

Donate Now

SEGMENT YOUR LIST

- Donors
- Higher engagement (volunteers, board members)
- New subscribers
- Unengaged followers





ESSENTIAL ELEMENTS OF A FUNDRAISING EMAIL

EMAIL MUST-HAVES

- ✓ Compelling subject line
- ✓ Bold donate button
- ✓ Hyperlinked text
- ✓ One call to action (donate)
- ✓ Engaging "from" line
- ✓ Personalization
- ✓ Compelling message





HOW TO CRAFT A COMPELLING SUBJECT LINE

- Keep is short – generally 60 characters max
- Experiment with emojis
- Be specific
- Be intriguing
- Convey urgency
- Include a call to action

SUBJECT LINE EXAMPLES: EMOJIS

Family Equality



We nominate you to be team captain! -

Science Museum of M.

Take care 🌸 with our free, virtual care package

Thierry Ibri, Secon.



Proud To Be On The Frontline of Hunger-Relief ·

SUBJECT LINE EXAMPLES: BE SPECIFIC

Tom Hanks and Rita .

Sign our petition

Lexi Adsit, NCLR

Rural Pride and Anti-Poverty work at NCLR -

Lindsay Kimball, Mi.

Thank you for being here for MPR

SUBJECT LINE EXAMPLES: BE INTRIGUING

Isbah Raja, MoveOn .

Our society may never be the same .

Southern Poverty La.

News you should know this week .

Stephanie Schriock

Inbox

Black Lives Matter .

SUBJECT LINE EXAMPLES: CONVEY URGENCY

Marge Hoffa

11:59 pm Deadline -

Imani Rupert-Gordon.

NCLR needs you: Become a Virtual Table Host Today -

GiveMN

#GiveAtHomeMN ends at midnight! -

Jonathan @ Habitat

Inbox

Kimberly, this Challenge won't last forever -

BOLD DONATE BUTTON(S)

CONTRIBUTE

Yes, I want to help today

Donate

GIVE MONTHLY ↗

DONATE: \$10 ↗

DONATE: \$25 ↗

DONATE: \$50 ↗

DONATE: \$100 ↗

DONATE: \$250 ↗

Donate another amount ↗

HYPERLINKED TEXT

In this season of growth and renewal, let's build back with compassion and hope. **[Don't wait. Plant the seeds for better futures with your membership now!](#)**

The need is greater than ever. Communities are counting on your help to build back — let's finish the job together! **[Make your membership gift now!](#)**

[Join our monthly giving society, HRC Partners, to get one — and look out for your Pride box in the mail in the next few weeks!](#)

Minnesota Public Radio is here for you, and we're asking you to be here for us. **[Give generously today and know you are making a huge difference.](#)**

ONE CALL TO ACTION

[Your donation to Children's Cancer Research Fund](#)

supports research for treatments that, instead of damaging a child's immune system, harnesses it to fight their cancer.

You're also funding family support services that ease the anxiety and isolation that cancer families face, now more than ever. [Plus, your gift will be triple-matched up to \\$70,000.](#)

Whitney, Wyatt's mom, has some advice for those of us who are adjusting to social distancing, which cancer families everywhere are already accustomed to:

"You can choose to feel sorry for yourself, or you can look at it and be thankful that you are having a day at home together, not stuck in the hospital. Every day together is a gift."

[We're counting on Minnesotans like you to step up and participate in Give At Home MN for kids like Wyatt. We can't thank you enough for your support.](#)

Donate

ENGAGING "FROM" LINE

Andrea for Amnesty

Kristina Williams

Allison O'Toole, Second Harvest Heartland

John Hallberg

Tom Hanks and Rita

Second Harvest Heartland

Angela Davis, MPR News

Global Fund for Women

Jonathan @ Habitat

Equality Texas

PERSONALIZATION

Kimberly, many of us are disappointed that Prides across the nation are being cancelled or postponed. But that doesn't mean we can't still celebrate Pride month together in June!

Kimberly, none of this would be possible without supporters like YOU. With your help, we've been able to move quickly and efficiently so that local kids, families, and seniors experiencing hunger get the food they need today, in the upcoming weeks, and in

Kimberly,

If recent times have taught us anything, it's that life can change in an instant. Despite the challenges we are all facing today, one thing is certain — we are much stronger and more resilient together than when we stand alone. This spirit of

COMPELLING MESSAGE

Meet Amla. She kindly featured in our 2019 annual review. Then aged 15, Amla was working hard against the odds to stay in school while caring for her mother who has tuberculosis and asthma. We reached out to Amla to hear how the coronavirus crisis is affecting her and what we can all do to help.

"During this lockdown period, my mother and I are really struggling. My mother's health has gotten worse recently and I used to work in daily wage labour alongside attending school, to buy what we needed to survive. Now, I can't do this because I am completely confined to my home (pictured) due to lockdown. We have received a number of food parcels and I have used everything. I've bought the essentials of rice, potato and pulses and our girls' group organiser has told me to come for more rations once these run out. I am getting support in many different ways from the community leaders. Therefore, I am managing our life."

INTO THE CHAT

Does your organization typically tell compelling stories in its email fundraising appeals? If not, why not?





ADDITIONAL ELEMENTS OF A FUNDRAISING EMAIL

NICE TO HAVE

- ✓ Limited, high-quality images
- ✓ Brief quote / testimonial
- ✓ Emphasized text (highlighted and/or bolded)
- ✓ Matching gift
- ✓ Goal and deadline
- ✓ P.S.
- ✓ EIN / Tax-deductible info



COMPELLING IMAGE



**Mother's Day
is almost here!**

Your symbolic gift to
honor Mom can help
another mom, like Anna!

Choose your gift ►

Habitat Homeowners, Anna, Olga and Eugene

The image shows a woman and two children standing in front of a modern, light-colored house with a white door. The woman is wearing a blue jacket and a purple top, and the children are wearing light-colored jackets. The house has a gabled roof and a small porch. The text is overlaid on the left side of the image, and there is a decorative border of green grass and yellow flowers at the bottom.

COMPELLING IMAGE



TESTIMONIAL

“Habitat has forever changed my future and my kids' future... Habitat has shown me that, with hard work and good people coming together, anything and everything is possible.”

“We don't have the strength or the financial capacity to hoard [food], we only have money for groceries for the next two days.” – Elsa & Joe

Leslie's message for friends like you:

**“God bless you for your whole life.
We are thankful for everything that we receive.”**

EMPHASIZED TEXT

One thing that remains constant is the fact that we're all in this together. MPR Listeners, hosts and staff are as important to each other as ever. Minnesota Public Radio is public radio. **Public means more of us. Public means all of us.** We are independent, funded by the people and powered by our listeners.

That's why Amnesty is ramping up our lifesaving rapid response efforts to advocate for people at risk — who will no doubt bear the brunt of the COVID-19 crisis — *if we allow them to be forgotten.*

Please make an emergency donation right now and advocate to ensure that immigrants and asylum-seekers in detention have access to care and safety at this critical time. Any amount you can chip in will make an impact.

MATCHING GIFT

Kimberly, your support is essential to help us keep rescuing food and providing meals to our neighbors struggling with hunger during this COVID-19 crisis. **Gifts are now being matched! Humana is providing a guaranteed match of \$40,000 to help fund prepared meals for neighbors in need through Minnesota Central Kitchen.** Your donation helps fund staff and food to supplement the generously donated food required to make this impressive operation successful. Please give today if you are able.

It's [#GivingTuesdayNow](#)—a national day of emergency giving to support COVID-19 relief efforts—and that means [every \\$1 you donate today will be MATCHED FIVE TIMES when we meet our goal, thanks to a \\$100K 5:1 Challenge from an anonymous donor.](#)

MATCH MY GIFT 5X!

GOAL & DEADLINE

And this is why we need you to commit to ensuring Family Equality can continue the fight. **We need to raise \$1 million by June 18 to stay in this fight, and we need your support.**

So this weekend, let's build on that success. **When 1200 listeners donate, you'll unlock an additional \$25,000 from the Member Challenge Fund to support MPR** and the weekend programs that offer you escape and comfort during this time. Together, we can do it again!

GOAL & DEADLINE

Act now: **Together** we can meet this Challenge!

Goal:
\$1.9 Million



**Kimberly, we're almost to
our goal ... will you help us
meet the Challenge?**

I can help!

ADDING A 'P.S.'

P.S. Your support means more now than ever before. [Help communities and families build resilience and independence with your membership today!](#)

PS—#GivingTuesday has become a beacon of generosity during the holiday season when we are often overwhelmed with consumerism and stress. Today, the world is immeasurably changed by COVID-19, and every single person on the planet has been affected. It's more important than ever that we rally around one another, even as we're isolated at home, to rebuild a more just and equitable world. Thank you for aligning with Global Fund for Women grantee partners today [with your #GivingTuesdayNow gift](#)—multiplied by five to support lifesaving work in communities around the world. Thank you for your generosity.

EIN/TAX-DEDUCTIBLE INFORMATION

GlobalGiving Foundation is a 501(c)(3) organization (EIN: 30-0108263) at 1110 Vermont Ave NW, Suite 550, Washington, DC 20005. GlobalGiving UK is a registered charity (#1122823) at 263-269 City Road, London EC1V 1JX, United Kingdom.

*Habitat for Humanity International is a tax-exempt 501(C)(3) nonprofit organization.
Your gift is tax-deductible as allowed by law.*

Lambda Legal, a 501(c)(3) nonprofit, is a national organization committed to achieving full recognition of the civil rights of **lesbians, gay men, bisexuals, transgender people** and everyone living with **HIV** through **impact litigation, education** and **public policy work**. We do not charge our clients for legal representation or advocacy, and we receive no government funding (in fact, we frequently sue the government on behalf of our plaintiffs).

INTO THE CHAT

Do you include these elements in your emails?
What results have you seen?



A woman with long, thick, brown dreadlocks is seated at a white table, looking down at a silver laptop. She is wearing a black blazer over a grey t-shirt with the word 'life' visible. The laptop has a 'posttv' sticker on the lid and a '#WOC IN TECH' sticker. To the right of the laptop is a white disposable coffee cup with a black sleeve. In the background, there is a large window with a black frame and a glass railing. A green banner is overlaid on the left side of the image.

CASE STUDY

Habitat for Humanity

HABITAT FOR HUMANITY (1 of 3)

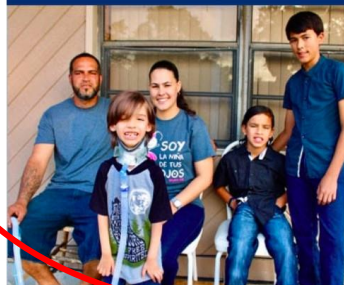
Kimberly, this Challenge won't last forever

Jonathan @ Habitat Mar 31
to me

[Your support goes twice as far!](#) | [View in your browser](#)



A gift of hope is always needed



Goal \$1.9 million



Help families now

Kimberly,

If recent times have taught us anything, it's that life can change in an instant. Despite the challenges we are all facing today, one thing is certain — we are much stronger and more resilient together than when we stand alone. This spirit of community and

HABITAT FOR HUMANITY (2 of 3)

Habitat, joining together to use our collective power to help families who need it most — families like Leslie's.

Leslie's 2-year-old son, Kemuel, was diagnosed with an incurable spinal cord inflammation that left him paralyzed, needing support to breathe. Then, Hurricane Maria struck their home in Puerto Rico. Without power to run Kemuel's life-saving equipment, they were running out of fuel — and time. They needed a miracle.

Kimberly, thanks to you, Leslie's prayers to help her family were answered. And right now — during a limited-time Challenge from our long-time partner Lowe's [you can be a blessing to another family with your gift today.](#)

After relocating to Florida, Leslie's family partnered with Habitat to build a home that met Kemuel's special needs and gave each of her three sons their very own bedroom.

Leslie's message for friends like you:

**"God bless you for your whole life.
We are thankful for everything that we
receive."**

[Please make your gift toward the Lowe's Challenge now to bring comfort, stability and security to other families who need your help.](#)

HABITAT FOR HUMANITY (3 of 3)

In solidarity and hope,



Jonathan T.M. Reckford
Chief Executive Officer

Help families now

*Habitat for Humanity International is a tax-exempt 501(C)
(3) nonprofit organization.*

Your gift is tax-deductible as allowed by law.

*HFHI shall make every effort to use funds as designated;
nevertheless, under the direction of the Board of Directors,
HFHI retains complete control over the use and distribution
of donated funds in furtherance of its mission.*

This email was sent to:

*To contact us
Habitat for Humanity International
322 West Lamar Street
Americus, GA 31709-3543*

campaign@habitat.org

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[Unsubscribe](#)



A/B TESTING

WHAT IS A/B TESTING?

A/B testing (also known as [split testing](#) or [bucket testing](#)) is a method of comparing two versions of a product against each other to determine which one performs better.

BENEFITS OF A/B TESTING



- Find the most effective message
- Reach more people
- Get higher engagement
- Raise more money



A/B TESTING: WHAT TO TEST

- Subject line
- Copy and creative
- Call to action
- Time of day
- Day of week

A/B TESTING HOW-TO: SALSA ENGAGE



[DASHBOARD](#) / [EMAIL](#) / [EMAILS](#) / EMAIL BLAST

✉ P2P Participants For 2019 Halloween Howl 02/28/19

[The Basics](#) > [Select the Audience](#) > **[Create the Email](#)** > [Get Ready to Send](#) > [Syndication](#)

Compose Your Email

It's time to compose your email! Using the editor below, drag and drop the building blocks of your email into the basic layout you chose. (Pro Tip: Use the Outline view to easily move components around.) These building blocks include content sections, buttons, images, and more. Your default colors are already included in the template below – but feel free to mix it up! Also, we included only the most email-friendly fonts – [click here](#) to see why it's smart to stick to these in your email messaging. Want to see if you can boost your email's performance? Use split tests to find the best way to connect with, inspire, and convert your supporters. Learn more about the visual editor [here](#).

  Create a split test (up to 5 versions)




A/B TESTING HOW-TO: CONSTANT CONTACT

A/B Test Campaign

Last saved on Wed, Mar 21, 2018 at 1:02 pm EDT

Save Changes

Schedule



Edit

Email Lists:

☐ Event Supporters (15)

☐ Fitness Classes (3)

☐ Massachusetts Contacts (1)

☐ Occasional Visitors (1)

0 Lists Selected

0 Recipients Selected

Want to make changes to your list? [Go to the Contacts page.](#)

Campaign Info

*Subject

Are you wheelie, wheelie tired of your old bicycle?

*From Name

Southside Cycling

When To Send

☐ Send Now

☒ Schedule for Later

Date

03/21/2018

Time (EDT):

2 : 05 PM

Additional Options

☒ Send Me Early Results

joey@southsidecycling.com

Add Another

New

A/B Test

“ If your subject line is ineffective, it doesn't matter how good the content inside is – no one will see it.

EVERY ORGANIZATION IS DIFFERENT

- Don't be afraid to experiment with different elements
- Be creative
- Remember: test, test, test



INTO THE CHAT

Have you tried A/B testing or segmentation?
What results have you seen?



A/B TEST WALK THROUGH

Kimberly, this Challenge won't last forever



Jonathan @ Habitat Mar 31
to me ▾



[Your support goes twice as far!](#) | [View in your browser](#)



A gift of hope is always needed



Help families now

Kimberly,

If recent times have taught us anything, it's that life can change in an instant. Despite the challenges we are all facing today, one thing is certain — we are much stronger and more resilient together than when we stand alone. This spirit of community and

A/B TEST WALK THROUGH

Habitat, joining together to use our collective power to help families who need it most — families like Leslie's.

Leslie's 2-year-old son, Kemuel, was diagnosed with an incurable spinal cord inflammation that left him paralyzed, needing support to breathe. Then, Hurricane Maria struck their home in Puerto Rico. Without power to run Kemuel's life-saving equipment, they were running out of fuel — and time. They needed a miracle.

Kimberly, thanks to you, Leslie's prayers to help her family were answered. And right now — during a limited-time Challenge from our long-time partner Lowe's [you can be a blessing to another family with your gift today.](#)

After relocating to Florida, Leslie's family partnered with Habitat to build a home that met Kemuel's special needs and gave each of her three sons their very own bedroom.

Leslie's message for friends like you:

**"God bless you for your whole life.
We are thankful for everything that we
receive."**

[Please make your gift toward the Lowe's Challenge now to bring comfort, stability and security to other families who need your help.](#)

A/B TEST WALK THROUGH

In solidarity and hope,



Jonathan T.M. Reckford
Chief Executive Officer

Help families now

*Habitat for Humanity International is a tax-exempt 501(C)
(3) nonprofit organization.*

Your gift is tax-deductible as allowed by law.

*HFHI shall make every effort to use funds as designated;
nevertheless, under the direction of the Board of Directors,
HFHI retains complete control over the use and distribution
of donated funds in furtherance of its mission.*

This email was sent to:

*To contact us
Habitat for Humanity International
322 West Lamar Street
Americus, GA 31709-3543*

campaign@habitat.org

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reserved.

[Unsubscribe](#)

A photograph of three office workers in a modern, dimly lit office. In the foreground, a woman with blonde hair, wearing a blue blazer over a yellow top, is smiling broadly at the camera. Behind her, another woman with dark hair in a bun is looking at a laptop. To the left, a man in a light blue shirt is partially visible, looking towards the women. The desk has a laptop, a small potted plant in a green pot, and other office supplies. A large blue banner is overlaid at the bottom left.

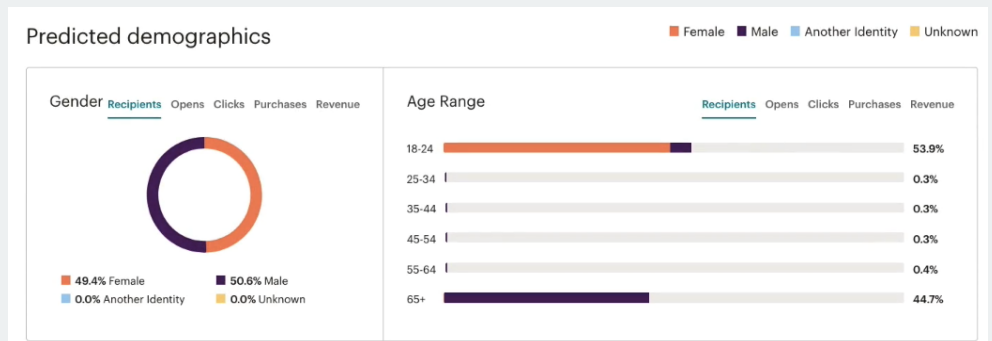
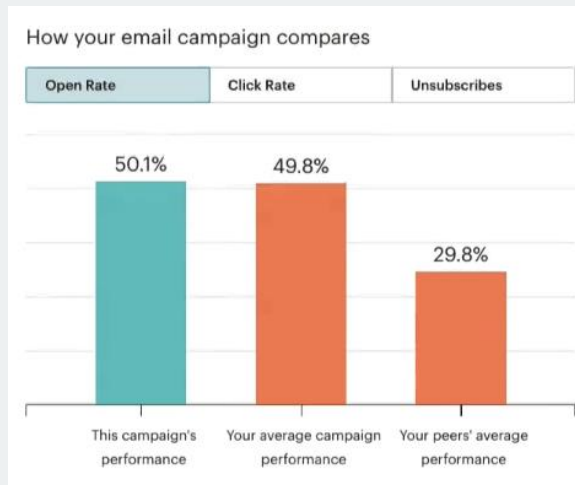
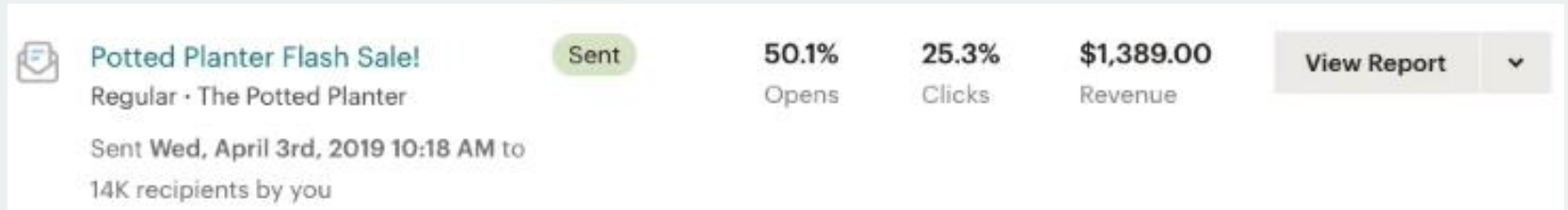
METRICS & ANALYSIS



METRICS TO WATCH

- Open rate
- Click-through rate
- Unsubscribes
- Response rate
- Which links/buttons were clicked?

ANALYTICS EXAMPLE: MAILCHIMP





OPEN RATE

Definition:

of emails opened / # of emails delivered

What it Tells You:

How many people saw your message

What's a Good Nonprofit Open Rate?
18-25%



CLICK-THROUGH RATE

Definition:

of emails clicked / # of emails delivered

What it Tells You:

How many people were inspired to take action

What's a Good Nonprofit CTR?

2.5-2.7%



UNSUBSCRIBE RATE

Definition:

of unsubscribes / # of emails delivered

What it Tells You:

How many people no longer want to receive your emails

What's a Typical Nonprofit Unsubscribe Rate?

0.1-0.2%



RESPONSE RATE

Definition:

of actions taken / # of emails delivered

What it Tells You:

How many people completed the action you wanted them to take

What's a Typical Response Rate?

0.5%

WHICH BUTTONS/LINKS WERE CLICKED: OVERVIEW




Click Performance

Click Map

URL	Total clicks	Unique clicks
http://www.facebook.com	6 (43%)	6 (43%)
http://www.twitter.com/	5 (36%)	5 (36%)
http://mailchimp.com	3 (21%)	3 (21%)

Source: MailChimp

WHICH BUTTONS/LINKS WERE CLICKED: CLICK MAP

- Follow along on our [Facebook](#), [Twitter](#) and [Instagram](#) channels throughout the month of June and celebrate with us.
A horizontal bar chart showing click percentages for three links: Facebook (6.6%), Twitter (1.6%), and Instagram (1.6%). Each link name is in a teal box, and the percentage is in a white box to its right.
- [Click here](#) for images you can share on your own social channels to showcase your support.
A horizontal bar chart showing a click percentage of 9.8% for the 'Click here' link. The link text is in a teal box, and the percentage is in a white box to its right.
- Check the [Virtual Pride page on our website](#) for a list of fun activities that celebrate our diverse community and our sponsors.
A horizontal bar chart showing a click percentage of 42.6% for the 'Virtual Pride page on our website' link. The link text is in a teal box, and the percentage is in a white box to its right.

Source: MailChimp



WHAT'S THE BEST DAY FOR NONPROFITS TO SEND EMAILS?

- Highest email open rates: Sunday
- Highest click-through rates: Tuesday and Saturday
- Highest click-to-open rates: Wednesday
- Lowest unsubscribe rates: Monday



EMAIL TOOLS



OPTIONS

Email Only

- MailChimp (free up to 2,000 subscribers)
- Constant Contact

CRM + Email

- SalsaEngage
- Bloomerang
- Blackbaud's Luminate Online



LOOKING FOR A NEW EMAIL TOOL? CONSIDER:

- Size of your email list
- Budget
- Which features you need
- Technical expertise required
- Ease of integration with existing fundraising, donor management, and marketing tools



HOMEWORK



HOMework

1. Draft and format an email fundraising appeal using what was discussed today.
2. Send it to kimberly@cairnstrategies.com by 10AM on Friday.
3. We'll review and critique some of the examples sent next week.

A photograph of a man and a woman in an office. The woman, on the left, has long dark hair and is wearing a striped shirt, smiling at the man. The man, on the right, has short hair and is wearing a grey blazer over a brown shirt, smiling back. They are sitting at a desk with a laptop and a coffee cup. A large window is in the background. The text "THANK YOU!" is overlaid in white on the left side of the image.

THANK YOU!

[TECHIMPACT.ORG](https://techimpact.org)