

Gateway to Crowdfunding action learning course

Raise funds, learn new skills and thrive!

Session 5: Using Email Effectively for Fundraising Online



welcome


 GlobalGiving

Photo: The Nyaka AIDS Orphans Project

Agenda

Check In

A few facts

Subject headings

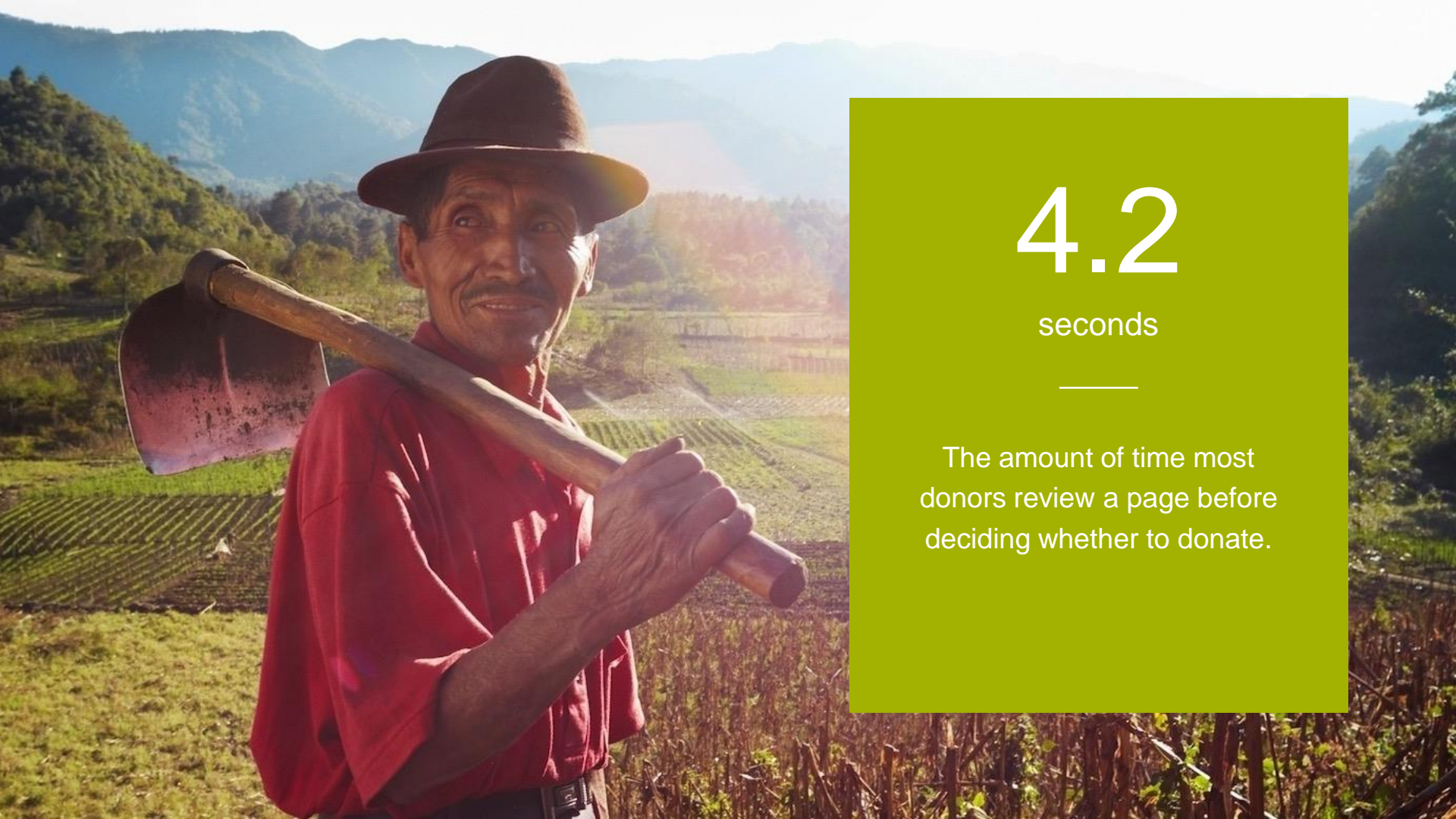
How to write a good email

MailChimp

Other tools

Thank You Email

Project Reports



4.2

seconds

The amount of time most donors review a page before deciding whether to donate.



75%

non profits worldwide send regular email updates
to donors and supporters



56% of individuals who respond to a nonprofit call-to-action were motivated by compelling storytelling

1/3

of nonprofit online
revenue
is generated
through email



A photograph of a man and a young boy sitting together on a couch, looking at a tablet computer. The man is on the right, wearing a white polo shirt with an "AMERICAN EMBASSY VIENNA, AUSTRIA" logo. The boy is on the left, wearing a black t-shirt with a yellow lightning bolt graphic. The image is dimly lit and has a dark overlay. The text "48%" is overlaid in large white font on the left side.

48%

Of emails are now open on
mobile devices

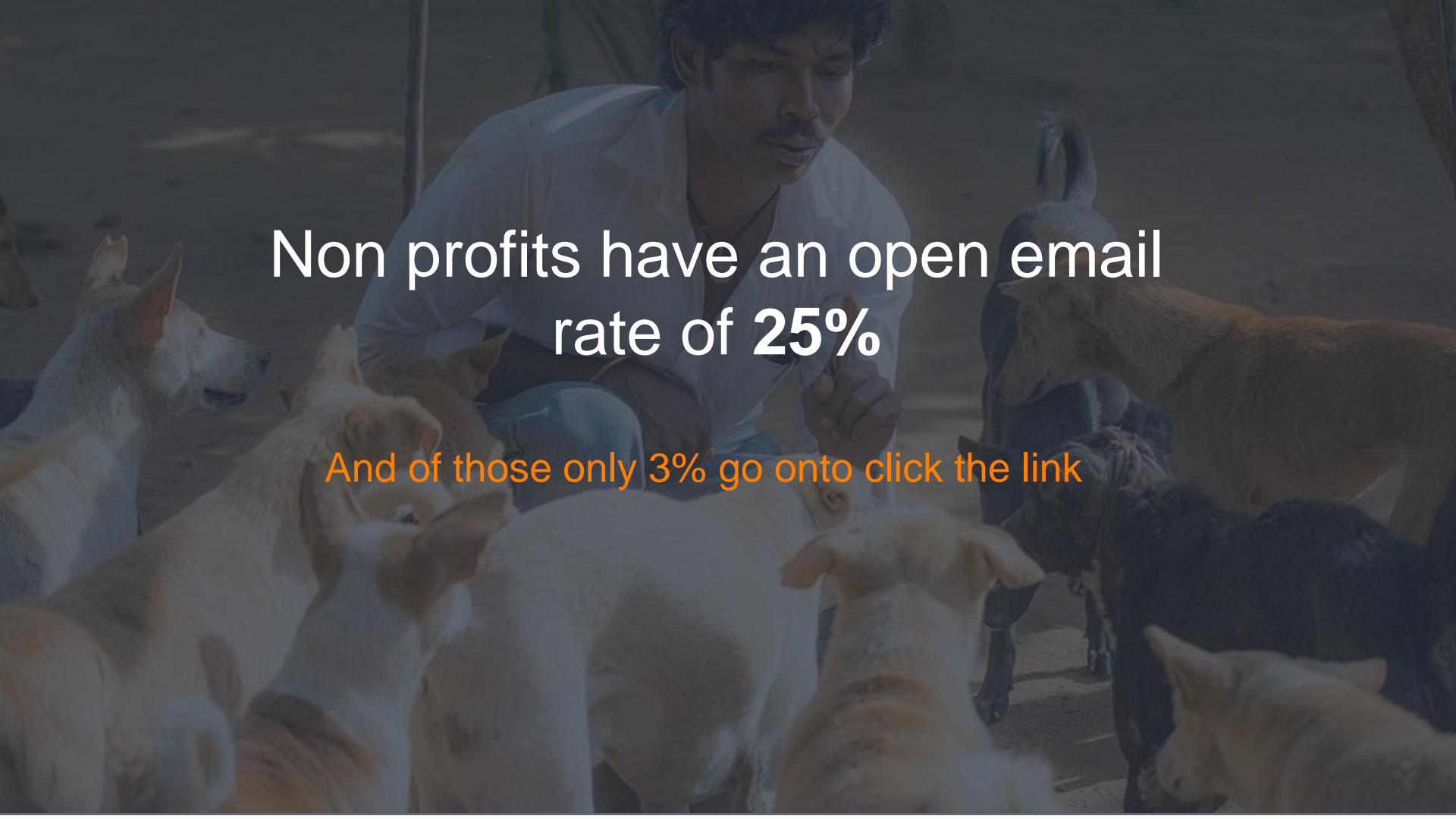
A young girl with dark hair and a pink top is smiling and holding up both hands, palms facing forward. The image has a semi-transparent dark overlay. The text is centered over the girl's face and hands.

How many emails do you get a day?

How many do you actually open?



THE SUBJECT LINE

A man with a mustache, wearing a white button-down shirt and blue jeans, is crouching in the center of a large group of dogs. The dogs are of various breeds and colors, including white, tan, and black. The background is a simple, outdoor setting with a light-colored wall. The overall image has a dark, semi-transparent overlay.

Non profits have an open email
rate of **25%**

And of those only 3% go onto click the link

How to increase your open rate

'Free' increased open rate by 10%

'Alert' increased open rate by 62%

'New' 'Video' 'Tomorrow' 'Daily'

'Weekly' 'Breaking' 'Urgent' increased open rate

'Thank You' 'How to ...' increased open rate

Urgency, Exclusivity and Personalisation increased open rate by 22%

30 or fewer characters increased open rate

'Donate' decreased open rate by 29.2%

'Donate' decreased CTR by 80%

'You' decreased open rate by 5%

'Quick' decreased open rate by 17%

'Newsletter' decreased open rate by 19%

'Meeting' decreased open rate by 7%

'Help' 'Fundraise' 'Charity' decreased open rate

'Sign up' and **'Last chance'** decreased open rate

'Monthly' decreased open rate

Which would you open?

A: Don't miss this
Christmas gift

B: Help fundraise
for our charity

C: Introducing our new
campaign

D: Have you
thought of
donating to our
campaign?

Which would you open?

1: Last chance!

2: Where will you be at 2pm John?

3: Donate to our crowdfunding campaign

4: Today only: take a sneak peak

ACTIVITY

Write me a subject title

You want to introduce your crowdfunding campaign




Or

You want people to donate



THE ACTUAL EMAIL

1: People don't really read news

	Earth Day is April 22nd
Give in April and Double your Donation! Double your dollars by giving through GlobalGiving this month! View full article	 Support projects that are working to reduce the effects of global warming and prevent further destruction.
High School Sisters Support Farmers in Mexico Two teenagers raised more than \$4,000 through a benefit dinner to support Mexican farmers. View full article	DID YOU KNOW?
Coffee for a Cause GlobalGiving and Thanksgiving Coffee launch new blends View full article	You can help project leaders by reading and providing feedback on the progress reports they post on globalgiving.com . The more input you can share with them, the more relevant these reports will be for you! Check out the new progress
Give in April and Double your Donation! This month take advantage of two matching campaigns for donations to projects on globalgiving.com . Give before April 24 th to one of our eligible disaster relief and rebuilding projects and an anonymous donor will match your donation one for one! Each donation will be matched up to \$1,000 or until the \$20,000 is used up. 	

2: Humanize + show me what it means to me



Dear Kevin,

What are you doing for "Black Friday" this year? Why not change the world?

On the day after Thanksgiving, we suggest ditching the mall and snuggling up to this easy earth-changing idea for gift giving:

Take part in the ["Great American Sleep-In"](#) on GlobalGiving.org.

Here's how it works:

- Sleep in, spend time with your loved ones at home, and avoid the crowded stores and long lines.
- Stay in your slippers and order [GlobalGiving Gift Cards](#) online. Give the card to someone you love; they go to [globalgiving.org](#) and pick a cause that touches their heart, and they use your card to donate to their favorite project. It's the gift that changes lives.

Remember, you can also [donate to a cause in your loved ones' name](#) (and they'll get a lovely card letting them know).

We want to give you a little something, too.

No charge on (standard) shipping and handling on all Gift Card purchases through December 26th. [Check out our new holiday designs](#) - they are really a beautiful gift in so many ways.



3: Make it shorter + use big images



The image shows a screenshot of a GlobalGiving campaign page. At the top left is the GlobalGiving logo. To the right are social media icons for Facebook and Twitter, and a link that says "find a project". The main visual is a photograph of a woman, Sajida, wearing a headscarf and carrying a large sack on her back, standing in a flooded area with stone arches in the background. Overlaid on the right side of the photo is the text "PAKISTAN FLOOD DISASTER RELIEF". Below the photo is the headline "This is Sajida. She needs your help." followed by a paragraph: "Sajida needs your help to provide food, clean drinking water, medicine, and other essential supplies to flood survivors in Pakistan." Below this are two lines of text: "\$15 will provide safe drinking water and mosquito nets to a family" and "\$30 will provide food and medicine to a family for three days", with "or" centered between them.

globalgiving

facebook twitter

find a project

PAKISTAN
FLOOD
DISASTER
RELIEF

This is Sajida. She needs your help.

Sajida needs your help to provide food, clean drinking water, medicine, and other essential supplies to flood survivors in Pakistan.

[\\$15 will provide safe drinking water and mosquito nets to a family](#)

or

[\\$30 will provide food and medicine to a family for three days](#)

4: Feature one person making eye contact



forward this email [Like](#)

[find a project](#)



Returning to Japan



This is a personal message from Mari Kuraishi, President and Co-Founder of GlobalGiving. Mari, a Japanese national, is preparing to visit Japan following the one-year anniversary of the March 11 earthquake and tsunami.

5: Make it clever – unexpected - humorous



 forward this email  Like

[find a project](#)



Everyday Heroes in a Half-Shell

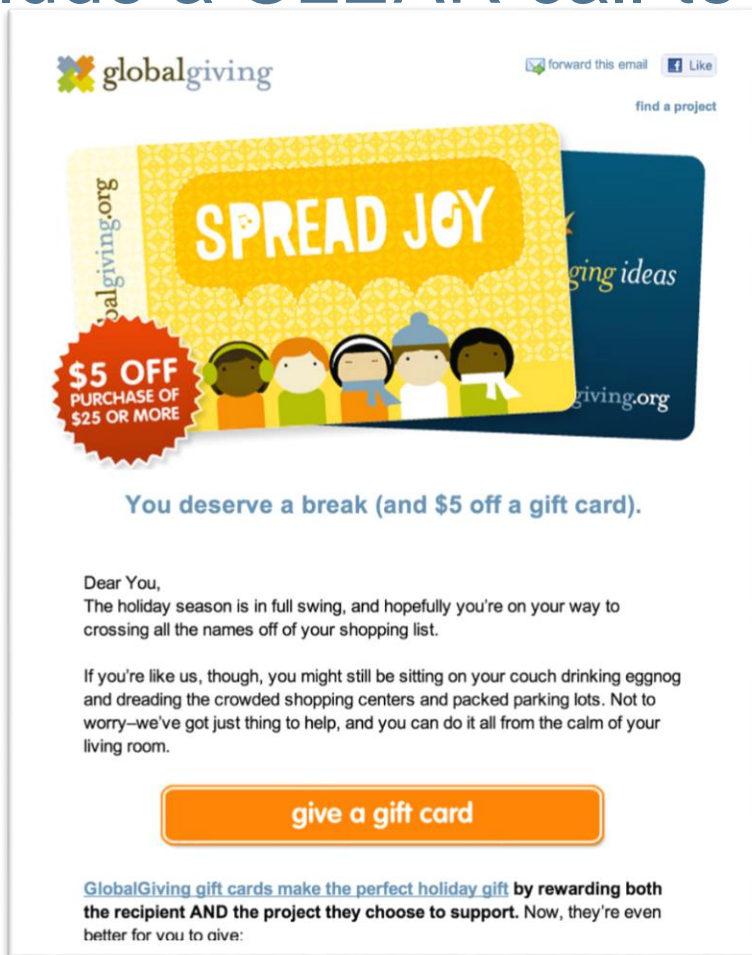
We hope you had a great Earth Day yesterday. There are countless ways to honor our planet every April 22; you could pledge to recycle, commit to taking public transportation to work, or promise to use less air conditioning this summer (no matter how hot it gets).

We think it's great to use Earth Day as a way to shine a solar-powered light on how we treat our environment, but today **we'd like to wish you a very happy Un-Earth Day.**

What on earth is **Un-Earth Day**? It's our way of applauding the other 364 days when coupon websites, TV stations, and pop musicians aren't reminding you to think about the environment. In fact, we think it's even better to consider the ways people are helping the environment with a sustained passion that's not limited to a single day.

Take a look at the little guy at the top of this page. **He's an endangered Western pond turtle, and he was one hungry bullfrog away from being lunch.** Bullfrogs are an invasive species in the Pacific Northwest, so these tiny turtles haven't had a chance to develop any defenses against them. As a result they've been sent to the brink of extinction.

6: Include a CLEAR call-to-action



The image shows a promotional email from GlobalGiving. At the top left is the GlobalGiving logo. To its right are links for "forward this email" and "Like". Further right is a "find a project" link. The main visual is a graphic for a gift card. The gift card is yellow with a patterned background and features the text "SPREAD JOY" in a large, white, rounded font. Below the text are five stylized, colorful human figures. A red starburst graphic on the left of the gift card says "\$5 OFF PURCHASE OF \$25 OR MORE". The gift card also has "globalgiving.org" written vertically on the left and "giving ideas" on the right. Below the gift card graphic is the headline "You deserve a break (and \$5 off a gift card)." followed by a salutation "Dear You," and two paragraphs of text. The first paragraph says "The holiday season is in full swing, and hopefully you're on your way to crossing all the names off of your shopping list." The second paragraph says "If you're like us, though, you might still be sitting on your couch drinking eggnog and dreading the crowded shopping centers and packed parking lots. Not to worry—we've got just thing to help, and you can do it all from the calm of your living room." Below the text is a large orange button with the text "give a gift card". At the bottom of the email is a paragraph of text: "GlobalGiving gift cards make the perfect holiday gift by rewarding both the recipient AND the project they choose to support. Now, they're even better for you to give:"

globalgiving

forward this email Like

find a project

globalgiving.org

SPREAD JOY

giving ideas

globalgiving.org

\$5 OFF
PURCHASE OF
\$25 OR MORE

You deserve a break (and \$5 off a gift card).

Dear You,

The holiday season is in full swing, and hopefully you're on your way to crossing all the names off of your shopping list.

If you're like us, though, you might still be sitting on your couch drinking eggnog and dreading the crowded shopping centers and packed parking lots. Not to worry—we've got just thing to help, and you can do it all from the calm of your living room.

give a gift card

GlobalGiving gift cards make the perfect holiday gift by rewarding both the recipient AND the project they choose to support. Now, they're even better for you to give:

Best practice according to research

1. Increase a donor's emotional proximity; connect them to **ONE** person (animal or object)
2. Tell a compelling story about that **ONE** person
3. Donors will give if they feel it will bring them **closer** to people in their network
4. People give more when it's **easy**
5. Not all donors are the same

Good vs Bad Language

Varied

Interesting

Informal

Positive

Concise

Targeted

Short

Repetitive

Institutional

Jargon

Long-winded

Impersonal

Blanketed

Spam

Desperate

Formal

ACTIVITY

What do your current emails look like

- a) What changes would you now make
- b) Are you already using some of these ideas
- c) Do you currently review your metrics



MAILCHIMP

A blurred background image showing a person in a white shirt and a face mask interacting with a young child. The person is on the left, and the child is in the center, looking towards the camera. The scene appears to be outdoors, possibly in a park or a similar setting.

Do you already use MailChimp?


Yes/No?

Use MailChimp to:

- Professionalize your email content.
- Create emails that are mobile-friendly.
- Harness analytics (e.g. open and click rates) to determine the success of email sent.
- Capture bounces and unsubscribes with ease.
- Conduct A/B testing to learn from every campaign.

We tested two Girl Effect emails: one story, one video

globalgiving forward this email Like
find a project



CHANGE STARTS WITH A GIRL
the girl effect challenge


We're betting on Natalia.

Natalia is the kind of girl you want on your soccer team. She's smart, witty, confident, and a natural leader on the field.

It might be no big deal to see girls playing soccer in your neighborhood, but **Natalia and her team, the Mariposas, are a rare sight in Nicaragua.** They're one of the only teams of young girls in the country - so they frequently play against boys' teams. (And win!)

Most girls in Nicaragua have so many obligations in the house, their dreams get put on hold. They have few career options outside the home, which often leads to early pregnancy, drug use, and early withdrawal from school. Fortunately, [Soccer Without Borders](#), an organization working in Nicaragua, has provided Natalia the opportunity to excel on and off soccer field

globalgiving forward this email Like
find a project




YOU START THE GIRL EFFECT

You've got to watch (and share) this video.

There are more than 600 million girls in the developing world. We're not joking around when we say that **these girls are the world's greatest untapped solution to global poverty.** In many countries, however, girl power is no laughing matter; people don't see girls as assets, they see them as a liability.

Enter the Girl Effect. **The Girl Effect is a movement that promotes the unique potential of adolescent girls to end poverty for themselves and the world.**

**See it for yourself:
watch the Girl Effect video.**



How do we know what “works”?

We look at these metrics:

QUESTION	METRIC	TOOLS
How good is the subject line?	Open rates	MailChimp,
Does the email content make people want to do more?	Click rates	MailChimp, Bit.ly
Does the email (and project page) make people want to give?	Conversion (donation) rates	MailChimp, GG dashboard
Is the message consistent with the mission?	Qualitative feedback	conversations

How did they do?

Metric	Story Version	Video Version
Open rate	17.5%	17.9%
Click rate	1.34%	2.58%
Conversion (donation) rate	.06%	.11%
Conversion (donation) amount	\$3,284	\$9,478



OTHER TOOLS

GlobalGiving Donation Manager

All Donations to Bricks for Good Fund (#10487)										Total: \$15,105
<u>Donor Name</u>	<u>Donor Email</u>	<u>Traffic Source</u>	<u>Payment Method</u>	<u>Donation Date</u>	<u>Trbt</u>	<u>Recurring</u>	<u>Amount</u>	<u>Qty</u>	<u>Total</u>	<u>Thank You</u>
A [redacted]	[redacted]@ [redacted]. [redacted]	email	 creditcard	Apr 16, 2013	No	No	\$150	1	\$150	Unsent
D [redacted]	[redacted]@ [redacted]. [redacted]		 creditcard	Jan 16, 2013	No	No	\$150	1	\$150	Unsent
K [redacted]	[redacted]@ [redacted]. [redacted]	search via google	 creditcard	Jan 14, 2013	No	No	\$50	1	\$50	Unsent
A [redacted]	[redacted]@ [redacted]. [redacted]	project report	 creditcard	Jan 13, 2013	No	No	\$50	1	\$50	Unsent



Bit.ly Link Tracker (Click Rates)

bitly Your stuff Your network ahoy, @acarlman

Paste a link here...

Educate 1,000 Underprivileged Girls in Pakistan - GlobalGiving

www.globalgiving.org/projects/educate-1000-underprivileged-girls-in-pakistan/?rf=twtr



In Pakistan, where rural female literacy rates drop as low as 8%, DIL's girl-centric schools provide quality education to the country's poorest children. At a DIL School, our students learn to more than just read and write - they become empowered citizens and leaders.

1 SAVE 0 SHARES 23 CLICKS

GLOBAL STATS @ACARLMAN'S STATS bit.ly/RNHoz4 COPY

@acarlman saved this link
October 09, 2012
Add to bundle

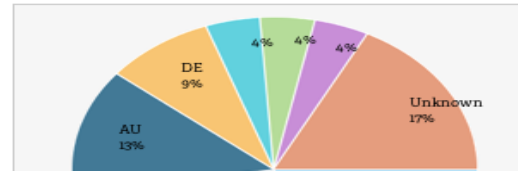
23 clicks on this bitmark



Referrers



Locations: 8 Countries



Wait Jess, what is bit.ly

- Bit.ly converts your long URL (<https://www.globalgiving.co.uk/projects/hurricane-matthew-relief-fund/>) into a short version (<http://bit.ly/2d52psv>) – perfect for social media!

Best practise:

1) Hyperlink a word – click [here](#).

2) Bit.ly – click here: <http://bit.ly/2d52psv>

3) Long URL – click here:

<https://www.globalgiving.co.uk/projects/hurricane-matthew-relief-fund/>



THANKS YOU EMAILS

Thank You Emails

- GGUK sends **automatic** thank you email to every donor
- You can and **should** send **personalised** thank you emails to all donors

- Create a **template** – add your logo
- Make the donor feel good
- Show **the impact** of their donation
- Research if they have **donated before**
- Offer ways to **stay involved** – newsletter, volunteer, recurring donation

- Be **creative!**



Thank You from GlobalGiving and Tanzania Development Trust

Dear Patricia Guilfoyle,

You helped save Angelina! Here's her story:

"My name is Angelina Nginge, I am 15 years old and I come from Magatini village at Kenyamonta Ward in Serengeti district. This year my father wanted to force FGM on me. Due to the trainings that I got at school on the effects of FGM..... I decided to escape from home with the help of one of my teachers. I went to the Safe House with the help of my teacher I sincerely thank the MARA Diocese for the Safe House -if it was not for them I do not know where would I have gone."

Angelina isn't alone. Sometimes 12-15 girls would arrive in the middle of the night. At the maximum earlier in January 2015, the Safe House was sheltering 134 girls! Mama Rhobi, the Project Leader said

"The situation of girls when arriving is not good, that some they don't have shoes, with torn clothes, some are psychologically affected. So we need some basic needs like clothes, shoes, toothbrushes, soap, sanitary towels etc"

I would like very much to thank you for your generous £5 gift to the [No FGM! Safe House and Training Centre, Tanzania](#) on January 25, 2015 at 9:12 AM. Every donation like yours helped to save girls from the physical and psychological trauma of FGM.

We have had great success this year, thanks to the excellent co-operation Rhobi and her team have had from the police and from the



PROJECT REPORTS

Project Reports

- Project reports are **required every 3 months**
- Emailed to all project donors & posted on project page
- Project reports (2-3 paragraphs):
 - ▶ Close-up, high-res photos
 - ▶ Beneficiary stories
 - ▶ Progress of your project and accomplishments
 - ▶ Hardships you have faced/overcome
 - ▶ Impact stats, specific to your project
 - ▶ Call to action
- Rating 1 (poor) to 5 (excellent)



RED International



Photo shows the project (water wheels) in action

Impact,
personal
voice

Question/emotional
connection

Shiva travels 4 km to get water*

Could you carry water for 3-6km?

Beneficiary
story

Shiva* is 55 years old. He lives in the Dharmapuri district. He made some protection for his WaterWheel so it's not damaged on the road. Shiva said: "it is very much useful for me; I can carry four pots of water at a time."

Snehalaya



Great photo, positive, colourful, full of celebration

Great way to start a project report

Holi provided a welcome break from exam revision.

Mortality at all time low

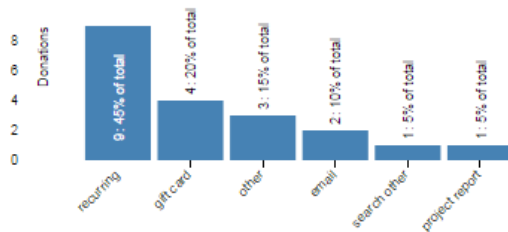
We have amazing news! Thanks to your support we are incredibly happy to say that for the first time in our 27-year history we have completed the financial year without enduring the heartbreak of reporting that one or more of our beneficiaries has died as a result of HIV or AIDS. This is the lowest our child HIV mortality rate has ever been.

Accomplishment and achievement, thanks to the donors help

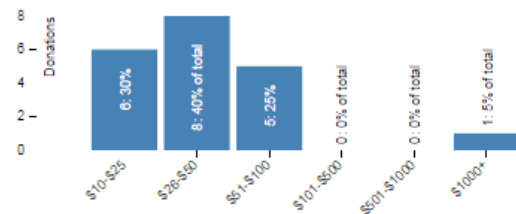
Makes the donor feel good that their money really went to something amazing

You should take credit in knowing that your support has directly enabled us to make some simple but significant changes in the support and care we offer. Thanks to you, we've been able to improve our Anti-Retroviral Treatment (ART), introduce more exercise into daily routines to delay beginning drug treatment and adapt our menus introducing more vitamins and nutrition from our farm grown produce. Also very importantly our record-keeping to monitor beneficiary

Donation Sources [?]



Donation Size [?]



Project ▲▼	Project Report ▲▼	Last Modified Date ▲▼	Report Rating ▲▼	Sent Count ▲▼	Open Count ▲▼	Clicked Count ▲▼
11272: Educate Deserving Poor Children in Uganda!	55950: Jan-Mar 2015: News from the Village	Mar 13, 2015	4	229	70 (31%)	2 (1%)
14409: Empowering Youth in Rural Uganda with AAH	55945: Jan-Mar 2015: News from the Village	Mar 13, 2015	4	282	74 (26%)	4 (1%)
11272: Educate Deserving Poor Children in Uganda!	52319: Arlington Academy of Hope (AAH): Oct-Dec report	Dec 14, 2014	4	226	127 (56%)	2 (1%)
14409: Empowering Youth in Rural Uganda with AAH	52315: Arlington Academy of Hope's (AAH) Oct-Dec progress report from the village	Dec 14, 2014	4	280	132 (47%)	4 (1%)
11272: Educate Deserving Poor Children in Uganda!	48987: Arlington Academy of Hope: Sept 2014	Sep 18, 2014	4	225	165 (73%)	7 (3%)

How to connect with your audience

Email/letter

- Send before, during and after Challenge
- Use links in your email signature
- Website/News/Blog
- Add button images & widget
- Post regular news/update links

Events

- Meet and talk, ask questions, engage
- Provide offline ways to give

Social Media

- Update Facebook, Twitter with links
- Change cover page include 'donate now'
- Post about progress, news, stories

Telephone Calls and Texts/SMS

- Call and update
- Tell them how they can help in campaign
- Follow up with email including the link
- **ALWAYS DIRECT PEOPLE SO THEY DON'T GET LOST**

Planning Your Email Campaign

- **Prepare** now – templates, different calls to action, timetable, stories & pics
- **Build momentum** by counting down until the launch date through email
- **Launch** the campaign the day before and then on first day
- **Send updates** (thank you/reminders)
- **Ask your friends** to email their contacts too (network!)
- Announce your **progress** (e.g. we raised £1,000 so far)
- **Thank** all your supporters (make them feel appreciated)

Need help during the Challenge

We're here to help!



Email: UKPROJECTHELP@GLOBALGIVING.CO.UK

**Post your questions or share on
our Winter Challenge Facebook
Group**

Call: 44 2072428079



Questions?



thank you

@GlobalGivingUK