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

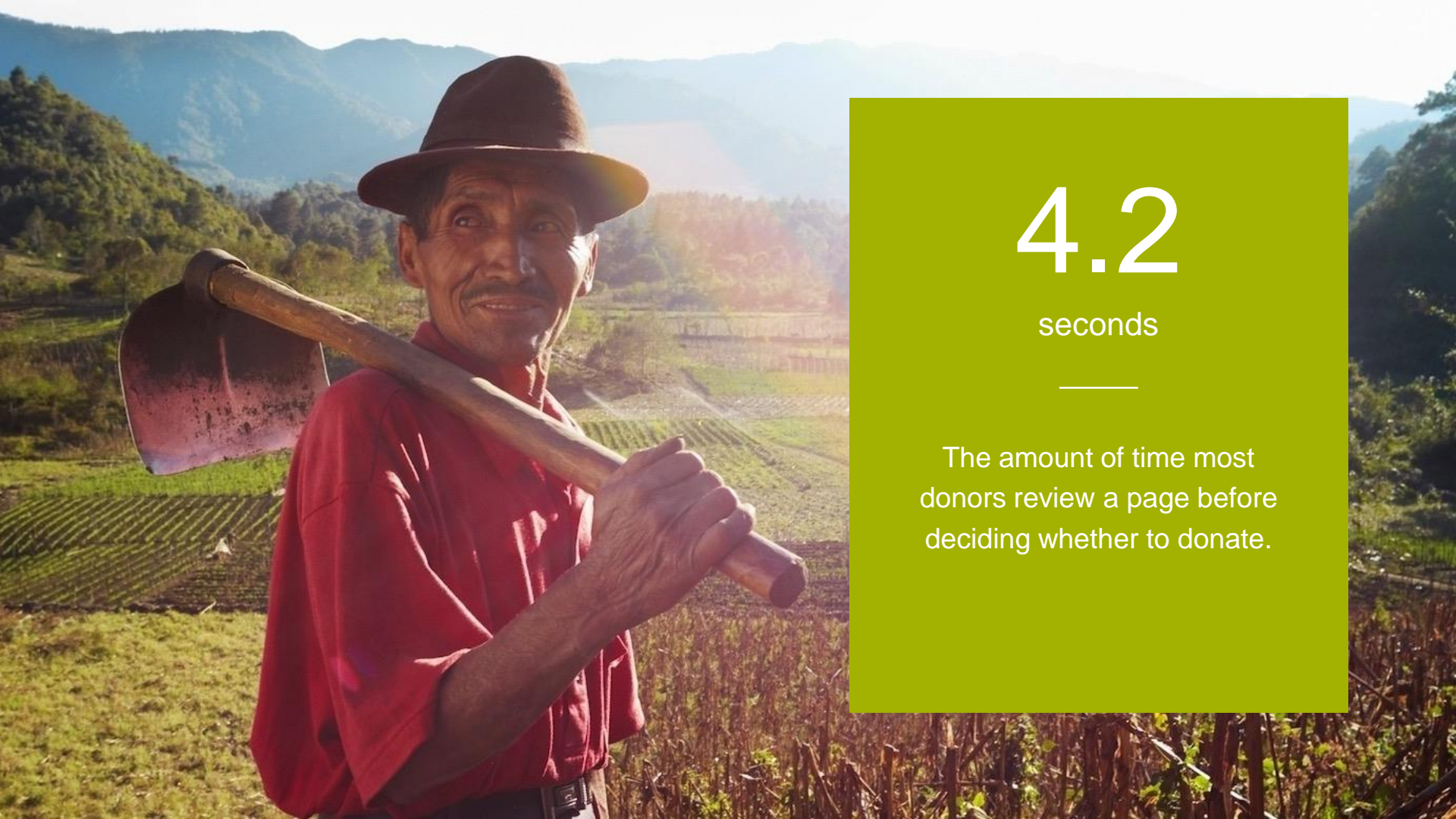Check In
A few facts
Subject headings
How to write a good email
MailChimp
Other tools
Thank You Email
Project Reports

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

48%

Of emails are now open on
mobile devises
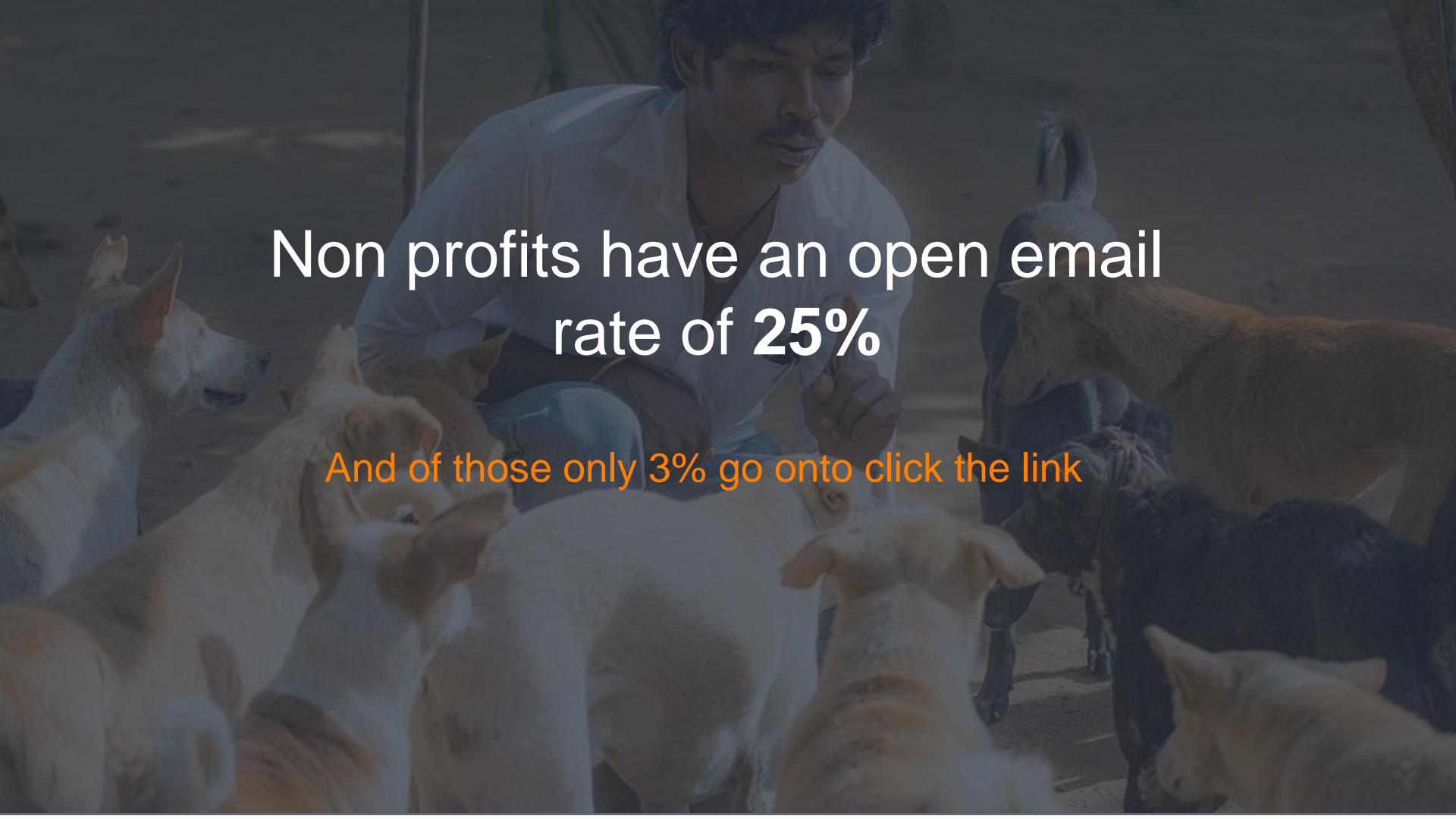
How many emails do you get a day?

How many do you actually open?

THE SUBJECT LINE

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

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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

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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

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

Coffee for a Cause
GlobalGiving and Thanksgiving Coffee launch new blends

View full article

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 24th 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.

Support projects that are working to reduce the effects of global warming and prevent further destruction.

DID YOU KNOW?

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

2: Humanize + show me what it means to me

![globalgiving — skip the mall, sleep in black friday]

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

SPREAD JOY

globalgiving.org

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3: Make it shorter + use big images

4: Feature one person making eye contact

5: Make it clever – unexpected - humorous

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forward this email   **f** Like

find a project
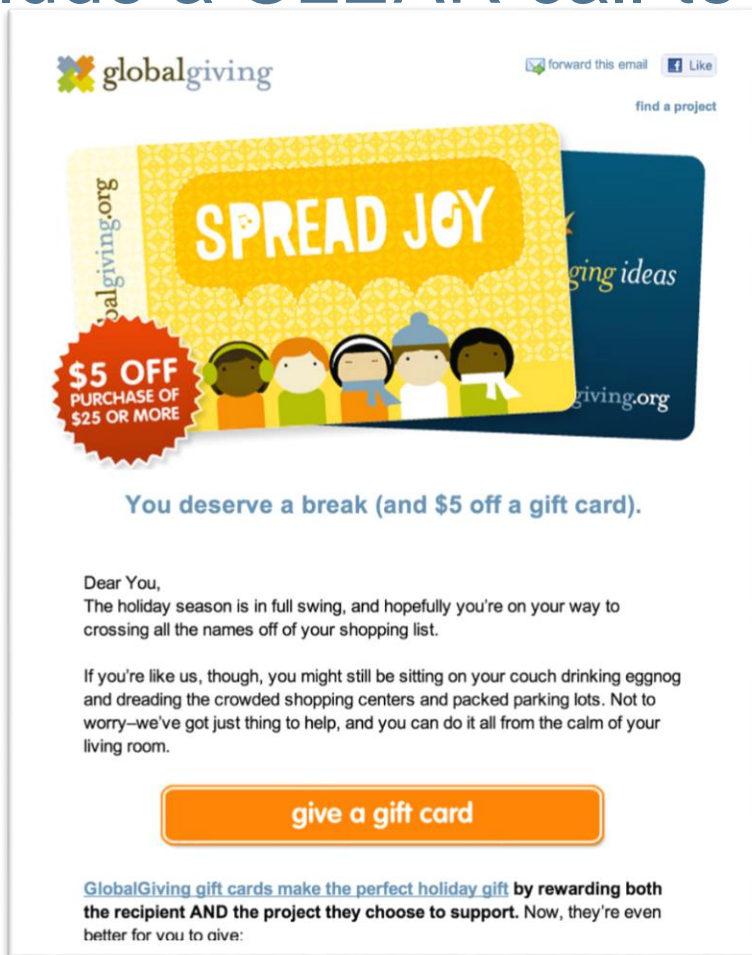
Everyday Heroes in a Half-Shell

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.

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6: Include a CLEAR call-to-action

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

Good	Bad
Varied	Repetitive
Interesting	Institutional
Informal	Jargon
Positive	Long-winded
Concise	Impersonal
Targeted	Blanketed
Short	Spam
	Desperate
	Formal

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

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.

Need to learn MailChimp? Use Youtube videos/their help pages or ask in the Facebook Group

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

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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.**

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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

Donor Name	Donor Email	Traffic Source	Payment Method	Donation Date	Trbt	Recurring	Amount	Qty	Total	Thank You
All Donations to Bricks for Good Fund (#10487)										**Total: $15,105**
A_____ri H_____la	a	email	creditcard	Apr 16, 2013	No	No	$150	1	$150	Unsent
D_____ia			creditcard	Jan 16, 2013	No	No	$150	1	$150	Unsent
K_____a		search via google	creditcard	Jan 14, 2013	No	No	$50	1	$50	Unsent
A_____n		project report	creditcard	Jan 13, 2013	No	No	$50	1	$50	Unsent

Bit.ly Link Tracker (Click Rates)

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

Shiva* travels 4 km to get water

Photo shows the project (water wheels) in action

Impact, personal voice

Question/emotional connection

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."

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Snehalaya

Holi provided a welcome break from exam revision.

Great photo, positive, colourful, full of celebration

Great way to start a project report

Accomplishment and achievement, thanks to the donors help

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

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.

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

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Donation Sources ?
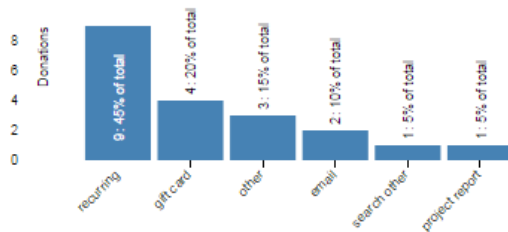
Donation Size ?
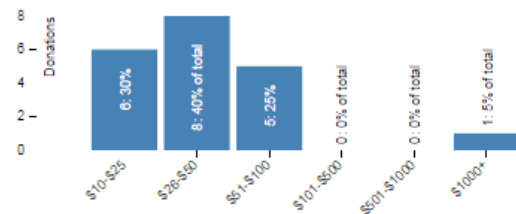
Project ▲▼	Project Report ▲▼	Last Modified Date ▲▼	Report Rating ▲▼	Sent Count ▲▼	Open Count ▲▼	Clicked Count ▲▼
11272: Educate Deserving Poor Children in Uganda!	55950: Jan-Mar 2015: News from the Village	Mar 13, 2015	4	229	70 (31%)	2 (1%)
14409: Empowering Youth in Rural Uganda with AAH	55945: Jan-Mar 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%)

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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

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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