

# Email Newsletters

# Fundraising Best Practices



These training materials have been prepared by Aspiration.



# Who is Aspiration?

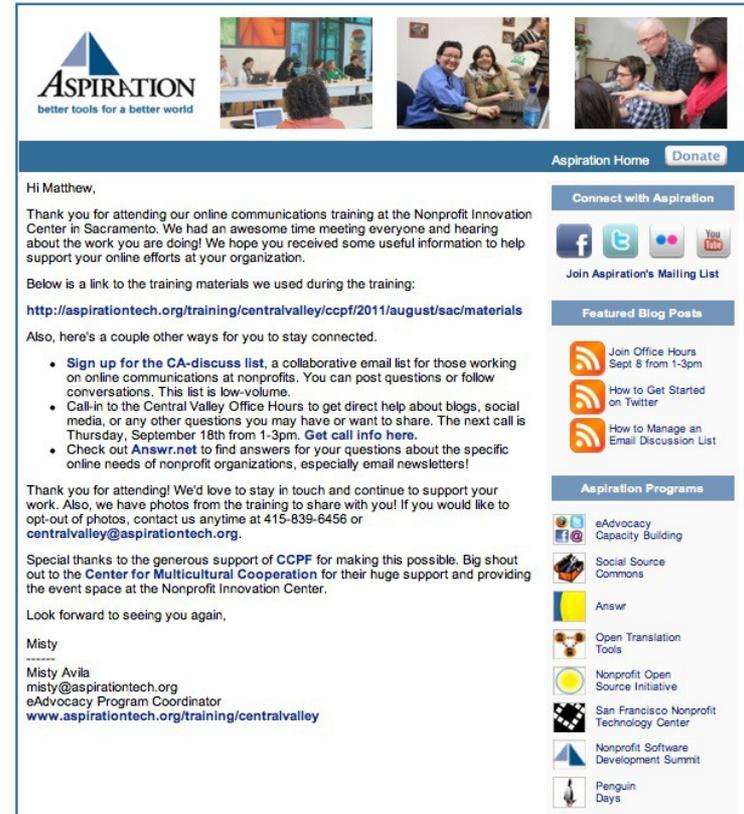
- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ [www.aspirationtech.org/services](http://www.aspirationtech.org/services)

# Agenda

- ▶ Review the basics of creating an email blast or email newsletter
- ▶ Go over email composition and design suggestions
- ▶ Look at email fundraising emails from other nonprofits
- ▶ Most importantly, answer your questions

# Why Use An Email Blaster?

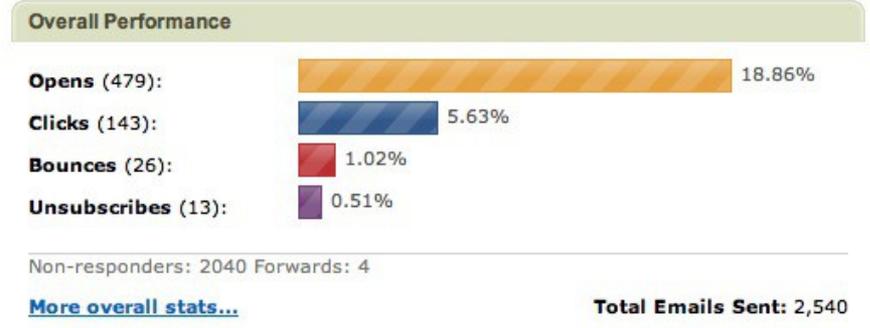
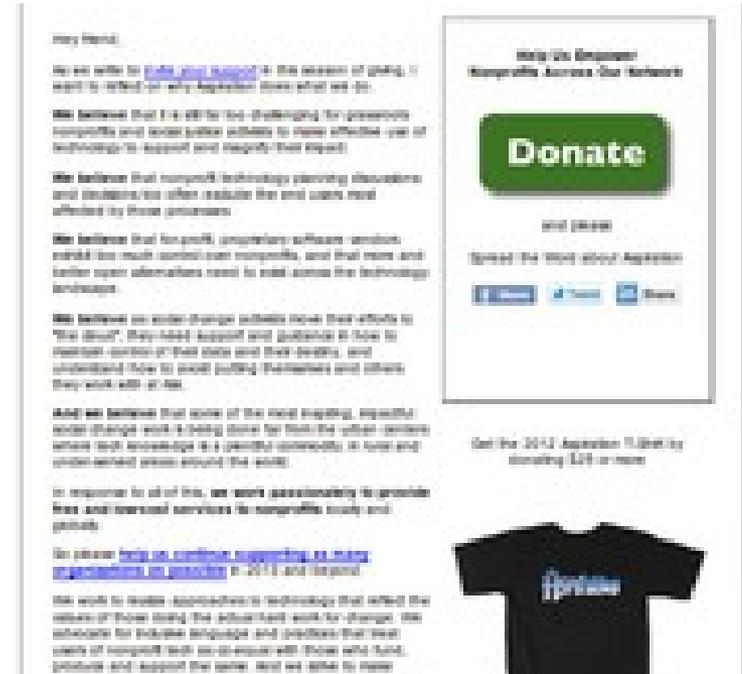
- ▶ Legitimacy (vs. Spam) BCCing more than a few dozen people = Spam
- ▶ List Management



The screenshot shows an email newsletter from Aspiration. At the top, there is the Aspiration logo and three small photos of people in a meeting. Below the header, the email is addressed to 'Hi Matthew,' and thanks him for attending an online communications training session. It includes a link to training materials: <http://aspirationtech.org/training/centralvalley/ccpf/2011/august/sac/materials>. A section titled 'Also, here's a couple other ways for you to stay connected.' lists three bullet points: signing up for the CA-discuss list, calling into the Central Valley Office Hours, and checking out Answr.net. The email concludes with a thank you, contact information for Misty Avila (misty@aspirationtech.org), and a special thanks to CCPF. On the right side of the newsletter, there are sections for 'Connect with Aspiration' (social media icons), 'Join Aspiration's Mailing List', 'Featured Blog Posts' (RSS feeds for office hours, Twitter, and email discussions), and 'Aspiration Programs' (a list of various programs with icons).

# Why Use An Email Blaster?

- ▶ Professional Appearance
  - ▶ (Relatively) easy email design tools without needing to know HTML
- ▶ Analytics
  - ▶ Information about what happened after you sent the email



# Which Email Blasting Tool Should I use?

Blasting Service	Cost	Considerations
Vertical Response	Nonprofits: Free up to 10,000 emails/month	Email editor can be quirky; Salesforce integration
Mail Chimp	Anyone: Free up to 2,000 list members & 12,000 emails/month	Beautiful User Interface; Sometimes tries to be smarter than you
Constant Contact	Nonprofits: Staggered starting at \$14/month for 0-500 emails	Has highest spam rating; Drupal integration
My Emma	Setup fee: \$249 Monthly fee: \$132 for 25,000 contacts	May be best value for larger lists

# Considerations

- ▶ Can take a large amount of time to construct
- ▶ Consistent pace is key
- ▶ 1998 HTML knowledge is very helpful
- ▶ Make sure that you have a goal to determine whether your rate of email blasting is worth the effort

# Email Composition

- ▶ Key premise: you have minimal time to engage reader
- ▶ Think in terms of Subject line and 3 main points
  - ▶ State the problem
  - ▶ State your solution
  - ▶ State ways to get involved

# Email Composition

- ▶ Design for Clear Messaging
  - ▶ Know what you want your user to learn and do
- ▶ Keep Tone Casual and Personal
  - ▶ Model as “friend talking with a friend”
- ▶ Design for Skimming
  - ▶ Subject line is critical
  - ▶ Information should be easily accessible

# Email Composition

- ▶ **Simplicity is Golden**
  - ▶ Max 3-4 colors
  - ▶ Use 1 to 2 font styles
- ▶ **REFRAIN FROM ALL CAPS**
- ▶ **Use space and headers to break up paragraphs**

# Email Composition

- ▶ **Graphics and Images**
  - ▶ Make sure images have defined width and height
- ▶ **Don't rely on images for message**
  - ▶ Many people don't load images
- ▶ **Add a meaningful ALT tag to your image**
  - ▶ What appears when image doesn't load?

# Email Fundraising Asks

- ▶ “The Ask” refers to what action you want your recipients to take
- ▶ Make it easy to see
  - ▶ Make it specific
    - Repeat several times in different places
  - ▶ Use a sidebar and graphics
    - Give multiple options and methods for people to take action and participate



# NOT Best Practice

Dear Friends of Verified Voting:

As another New Year approaches, we reflect on what a busy year 2005 has been, and how much more remains to do in order to achieve transparent, reliable and publicly verifiable elections in our nation.

Through both of our organizations, VerifiedVoting.org (501-c-4) and The Verified Voting Foundation (501-c-3), we work to help those interested in election transparency -- whether officials, lawmakers or concerned citizens -- with research, information, commentary, materials and key connections as needed. None of this would have been possible without your ongoing support, for which we're very grateful. Below are some of the highlights we'd like to share with you.

VerifiedVoting.org

This year we've seen **19 more states pass voter-verified paper record requirements** (*the most recent, Wisconsin, is awaiting the Governor's signature!*)

Our legislative analyst helped with wording and key concepts for some of those bills, and we generated action alerts so that concerned citizens in those states could write to their lawmakers about the bills, coordinating with state and national groups to try to leverage the greatest support possible. Our thanks go out to all those citizens, groups and national organizations for pulling together, over and over.

We submitted written testimony on state efforts, such as an Alaska provision requiring audits (it passed!), and California's audit legislation (passed!), and have helped activist groups write county-level resolutions calling for manual audits.

This year we published "Draft Model Legislation" for voter-verified paper records and manual audit provisions, assisting anyone working on developing such a bill for their state. We also published "States with Audit Provisions" -- a resource used by citizens, lawmakers and even other research agencies.

We supported federal voter-verified paper record legislation in both the House and Senate. As part of a coalition of organizations, we helped plan, train for and participate in citizen meetings with lawmakers both in Washington DC (June) and in your own districts (August) with the HR 550 Lobby Days, and our Democracy Days (June). We also sent out action alerts resulting in thousands of letters to members of Congress on voter-verified paper record legislation, and hired a political adviser in Washington DC to help keep this issue visible with lawmakers and their key staff, and to help build much-needed affiliations with conservatives on this issue.

---

#### The Verified Voting Foundation

Some of our Foundation work is highly visible (public testimony), but much occurs behind-the-scenes, including providing links and connections to valued resources for those that need them, and more.

Verified Voting's founder Dr. David Dill testified about the urgent need for voter-verified paper records in several venues:

- the Carter-Baker Election Reform Commission (April),
- the Senate Rules Committee, at its first hearing on this matter (June), and
- the Election Assistance Commission in (July).

The Carter-Baker Commission heard the message: "Paperless electronic voting is hostile to election transparency..." In September they recommended voter-verified paper records for all voting systems.

We published charts showing the "Accessibility and Auditability" features offered by different voting systems (carefully researched by staff and interns), and the advantages of optical scan voting systems with ballot-marking devices, and greatly expanded the "Accessibility" section of our website.

This year we updated one of last year's important projects: the Election Incident Report System (EIRS). This infrastructure we helped develop and implement (with Computer Professionals for Social Responsibility, the National Coalition for Voting Integrity and our clients, the Election Protection Coalition) enabled the capture of 44,000 individual reports of problems encountered in the November 2004 election.

Some of that data is currently being used in legal actions to help prevent similar occurrences in future elections. The Foundation and several talented and dedicated volunteers updated the system and deployed it in 2005 elections in several states.

EIRS and the Verified Voting Foundation also provided information to, and were cited as a resource in, the recently-issued Government Accountability Office (GAO) critical report on Electronic Voting.

The Verified Voting Foundation sent written comments on the Draft Voluntary Voting System Guidelines (VVSG) issued by the Technical Guidelines Development Committee (TGDC) of the EAC this year, and provided a mechanism that assisted thousands of you to do the same.

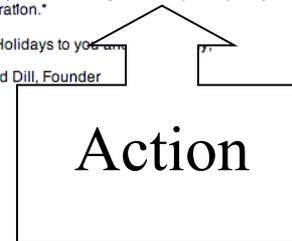
Having a team member in our nation's capital also allowed us to do more this year on developing relationships with disability advocates, and representing our organizations and issues at EAC, NIST, TGDC and other election reform forums. (She also helped launch a non-partisan election reform think tank for area university students.)

For both organizations, there's more: interviews, public speaking, participation in election reform conferences and panels, serving as expert witnesses, updating the website, answering inquiries, letting folks know about hearings, etc.... If you would like to know more about any of these activities, please contact us at any time.

Your support is invaluable in making all of this reform possible. Please keep us in mind as you think about your year-end [charitable donations](#). Such contributions give us much-needed flexibility to devote the necessary time and resources to the most important election reform issues. (Unrestricted funds are especially crucial as they let us respond quickly to issues as they arise.) Thank you in advance for your consideration."

Happy Holidays to you!

Dr. David Dill, Founder



# Email Fundraising Asks

- ▶ Communicate how \$\$\$ will translate into results
- ▶ Emphasize a sense of joining a community
  - ▶ Join us...
  - ▶ Stand in solidarity, wear our shirt
  - ▶ If everyone can give 10.00, we can...

# Email Fundraising Asks

- ▶ Make your Fundraising asks early and often
- ▶ Set goals early, and openly
- ▶ Give updates to how you are achieving those goals

# Small Donation Ask



# Larger Donation Ask



## Join or Renew Your Membership

**What would you like to contribute?**

\$2,500 Super Major Donor  
 \$1,000 Major Donor  
 \$500 Rare Earths Member  
 \$250 Titanium Member  
 \$100 Gold Member  
 \$65 Copper Member  
 \$25 Silicon/Student Member

Amount \$

I want to donate this amount every month.

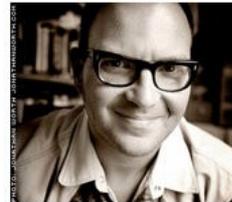
Yes, keep me updated by email.

**Become an EFF Member**

I would like to become a card carrying member and get a gift.  
[What are the benefits of membership?](#)

**Choose Your Membership Gift**

No thanks, I don't want a gift



"Nobody does more lasting good for the Internet with less. Every penny you donate makes change for the better."

— Cory Doctorow

### What We Do:

**Defend free speech** for bloggers, journalists, dissidents and ordinary people online.

**Protect your privacy** by fighting warrantless electronic searches and surveillance.

Advocate for copyright and patent laws that **promote rather than chill innovation.**

### Where Your Money Goes:

- Program Expenses (73%)
- Administrative Expenses (16%)
- Fundraising Expenses (11%)



# Fundraising Asks

- ▶ Giving Tuesday
- ▶ Join Us
- ▶ Spread the Word

## About #GivingTuesday

#GivingTuesday is a national campaign to promote a day of giving to start the holiday season. It's a movement to give back to organizations and causes that are important to you - and we're asking Sunday Streets fans to make a donation to Sunday Streets San Francisco. #GivingTuesday reminds us all that giving can be much more than the exchange of material goods. Your gift to us will help keep us going strong in 2014-creating more open space filled with healthy outdoor activities, a safe space for families to enjoy playing together on neighborhood streets, an opportunity for the community to connect and get to know one another, where and visitors can explore the neighborhood, shop and dine along temporarily car-free streets.



## Join Us

Today we aim to raise at least \$ 5,000 in 24 hours- can you help us reach our goal? Sunday Streets is free for all participants, but it takes a lot of time, energy and money to make this possible. [Your gift of \\$10 or more](#) will help to pay for event staffing, equipment, volunteer lunches, and all of the other odds and ends it takes to bring a season of fun-filled open streets in neighborhoods across the City. Your support allows us to work with city agencies to ensure a safe and fun event that connects people of all ages, and economic, social and cultural backgrounds. **Does your employer offer matching gifts?** Don't forget to let them know that you contributed, so your contribution will be doubled!

[DONATE](#)

## Spread the Word

[After you donate](#), tell family and friends about your support of Sunday Streets! We need your support to continue to provide such wonderful programming. Help us bring more Sunday Streets to a corner near you by donating on #GivingTuesday, and be part of the movement to increase access to a fun and healthy San Francisco Sunday Streets!

[Follow us on Twitter](#) and [like our Facebook](#) page for updates on how and why to give this #GivingTuesday, and don't forget to share your love for Sunday Streets with your own friends and followers!

# Fundraising Emails

▶ “We love you and want to move our relationship to the next level”

MR. POCHO and [all the Pochodores](#) love you. We love you all night long.

We **love you so much** we built this joint and wrote these articles and created these toons and videos and stuff. For you. POCHO has no “pay walls” or user registration to stop you from playing along and our pinche funny original content is turning [traditional thinking about Latino media upside down](#).

And what do you give us back? You give us love and LULZ, and that’s cool. But we want to take this relationship to the next level with more and better stuff for you, but, you see, there is this problem.

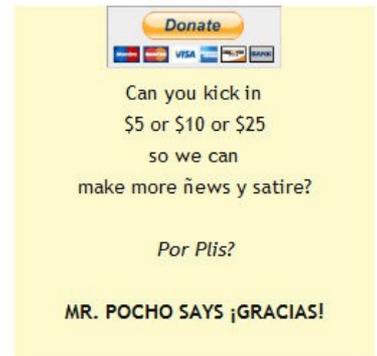
We **don’t get paid**. Huh? That’s right. **No money for the “staff.” No money for our contributors.**

**MISSION STATEMENT:**

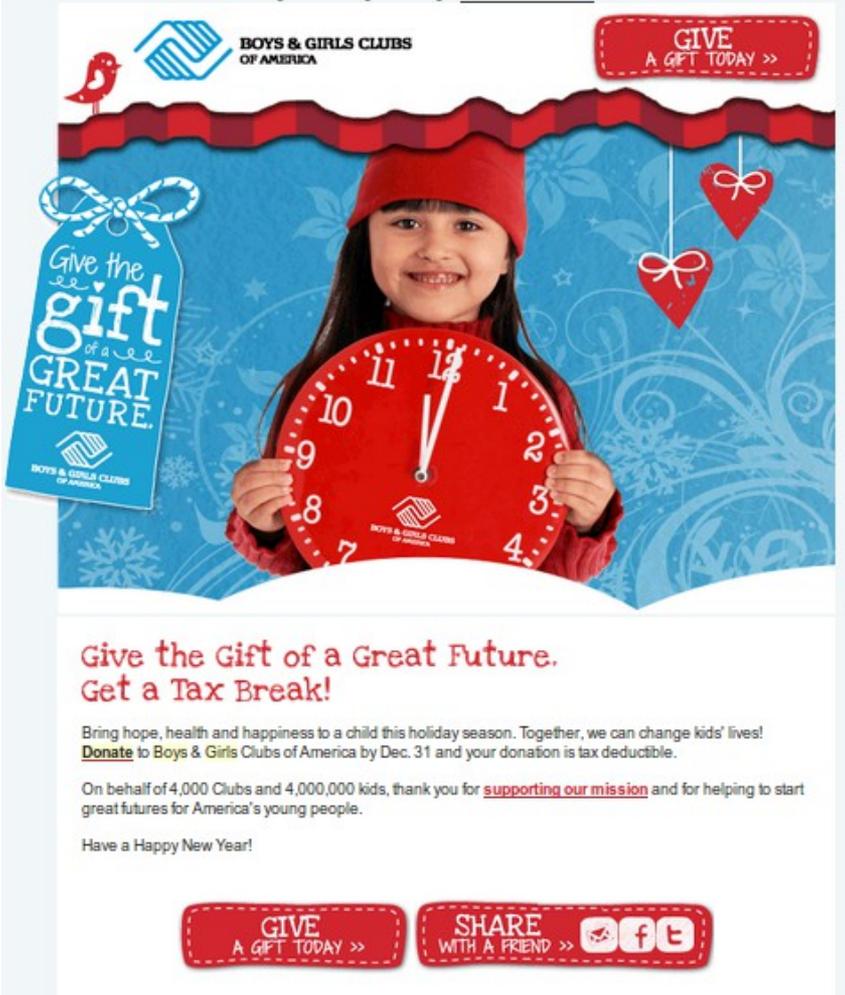
[POCHO is an independent satirical voice](#), not owned by big money interests or uber-corporate media lords – a place that won’t censor [@MexicanMitt Romney](#) or [delete a Lalo Alcaraz cartoon](#).

**So. Love and fun and right intention don’t keep the lights on. We need money.**

We **need money** to keep the servers running, **money** to keep our peeps connected, **money** for postage and legal and corporate governance and the list goes on. Some day we hope to have the podcast and video production budgets we need, and newer computers and better mics and cameras and esmart phones, too. **And people. We want to pay people for their creative work.** But right now we’re trying



# Fundraising Emails



**BOYS & GIRLS CLUBS OF AMERICA**

**GIVE A GIFT TODAY >>**

Give the gift of a GREAT FUTURE.

**Give the Gift of a Great Future. Get a Tax Break!**

Bring hope, health and happiness to a child this holiday season. Together, we can change kids' lives! **Donate** to Boys & Girls Clubs of America by Dec. 31 and your donation is tax deductible.

On behalf of 4,000 Clubs and 4,000,000 kids, thank you for **supporting our mission** and for helping to start great futures for America's young people.

Have a Happy New Year!

**GIVE A GIFT TODAY >>** **SHARE WITH A FRIEND >>** 

# Fundraising Emails



Dear Misty,

**Together, we take on the biggest, most well-funded polluters and exploiters in the world—and we win.**

[Please give a tax-deductible donation today so that together we can continue securing victories for rainforests in 2013.](#)

**This was the year we won one of the most far-reaching rainforest policies in our history—a paper policy from Disney that includes groundbreaking safeguards for climate and human rights.**

This means that Disney and its enormous paper supply chain, which includes 25,000 factories around the world, will no longer contribute to the deforestation of endangered rainforests. A tremendous victory for rainforests!

[Please make a tax-deductible gift now and be part of the next victory for the world's rainforests.](#)

**What does it take to create this scale of change? It takes time, it takes courage, it takes passion—it takes RAN, and it takes you.**

Together, you and I moved a \$40 billion corporate giant to change its business practices and stand up for rainforests.

I'm sure I don't have to tell you that with success comes increased opposition—and our opposition has deep, deep pockets. **RAN's annual budget is no more than spare change to the multi-national corporations who'd like to see us fail.** That's why your support matters so very much.

[Please make a generous, tax-deductible gift now so we can continue protecting endangered rainforests in 2013.](#)

Thank you in advance for your support. With committed, compassionate people like you

**Make your tax-deductible year-end gift today**



**SUPPORT RAN**

# Fundraising Emails




**TODAY IS**  
**#GIVINGTUESDAY™**

Will you join millions of people nationwide in giving back?

**EVERY \$1 = \$6 WORTH OF FOOD!**

IT'S THE BEST DEAL OF ALL [donate today](#)

Dear Misty,

On Black Friday and Cyber Monday, retailers across the nation slashed prices to give us a reason to buy now and buy more.

But for those struggling financially in our community, shopping is probably the last thing on their minds. Many are worried about simply having enough food to put on the table.

That's why today we have the best deal of all for you.

For every \$1 you donate, we can provide \$6 worth of food to our neighbors in need. When you give to the Food Bank, we'll make your money go farther.

If you're in a position to give, please help today and spread the message of #GivingTuesday with your family and friends.



With gratitude,

  
 Paul Ash  
 Executive Director

**SAN FRANCISCO AND MARIN FOOD BANKS**  
 Our mission is to end hunger in San Francisco and Marin.

900 Pennsylvania Avenue, San Francisco, CA 94107  
 (415) 262-1900 [www.sffoodbank.org](http://www.sffoodbank.org)

75 Digital Drive, Novato, CA 94949  
 (415) 893-1302 [www.marinfoodbank.org](http://www.marinfoodbank.org)

We value your privacy and will never rent or share your contact information with other organizations.

If you do not want to receive Food Bank emails, click here to [unsubscribe](#).

# Fundraising Emails

## Donate to Kids in Arizona affected by anti-immigrant policies

Posted December 10, 2010 by Favianna\_Rodriguez in Events

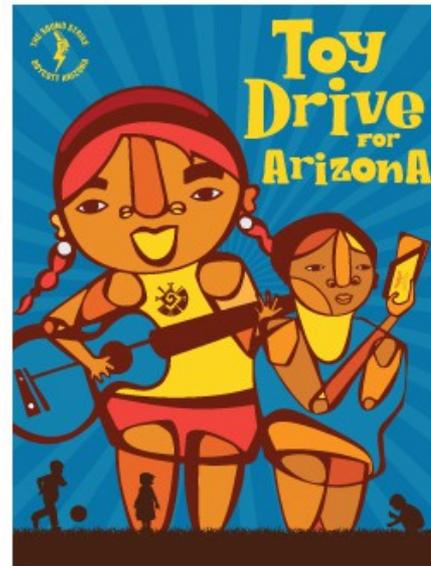
This was a hard year for immigrant families in Arizona. Not only did the state pass SB 1070, but also it alone accounted for a shocking **20% of the nearly 26,000 deportations this year** under the 287g federal program.

That means more than 5500 immigrants were pushed out of our community, many of them parents, homeowners, workers, and our neighbors.

**Children are deeply affected by these policies.** For this reason I'm helping to organize a **Toy Drive for children in Arizona.** and recently designed the poster you see above.

### There are 3 easy ways you can help out:

- 1) Donate online [by clicking here](#)
- 2) Get out your cell-phone & text "ARIZONA" to 50555 to donate \$5 to help purchase toys, or
- 3) Donate a toy at one of our drop off locations. [Get a list by clicking here](#)



# Follow Up with Donors



**ELECTRONIC FRONTIER FOUNDATION**

**Dear Misty,**

Thank you for donating to the Electronic Frontier Foundation (EFF)! Your contribution of \$25.00 means a great deal to EFF and enables EFF attorneys, technologists, and activists to continue to protect free speech, fair use, innovation and privacy in the online world.

If you have made a recurring monthly donation and would like to update your credit card information, please contact us at [415\)436-9333 x120](tel:4154369333) Monday through Friday, 9-6 PM Pacific Time.

**Help EFF Without Spending a Dime!**

You could **double** the impact of your donation at no additional charge! [Use our matching donation search tool](#) to see if your employer matches your charitable gifts, or inquire with your human resources department. Learn even more ways to help preserve our digital rights [on our site](#).

On behalf of our Board, staff, and volunteers, thank you for your contribution and for helping to protect digital freedom.

Sincerely,  
Aaron Jue  
Membership Coordinator  
Electronic Frontier Foundation

# Delivery Frequency

- ▶ \$\$\$ campaigns can be more frequent
  - ▶ Some campaigns do every day a week
- ▶ BUT remove folks who already donated
- ▶ General Rule: 3 times a year + special occasions
- ▶ Piggy back and connect to other events/causes (tax deadlines, #givingtuesday)

# Summary

- ▶ Use an email blaster for legitimacy.
- ▶ Design for skimming.
- ▶ State your ask early and often.
- ▶ Connect how donations will support the work in tangible ways.
- ▶ Plan out increased asks for end of year tax deadlines and holiday giving.
- ▶ Keep in mind the people who already give.

# Thank You!

- ▶ Questions?
- ▶ Comments?



# Use, Modify & Attribute

[www.aspirationtech.org/attribute](http://www.aspirationtech.org/attribute)

Aspiration distributes these materials under a **Creative Commons Attribution-ShareAlike license.**

We encourage re-use, modification, and re-distribution in any situation where they may be useful.

We love to hear about how you are improving and remixing what we've done.

Questions? Email us [info@aspirationtech.org](mailto:info@aspirationtech.org)



# Contact Us

[aspirationtech.org/training/support](http://aspirationtech.org/training/support)

[info@aspirationtech.org](mailto:info@aspirationtech.org)

+1-415-839-6456

