

Get Out the Map

EMAIL JOURNEYS THAT RETURN RESULTS



Colleen Campbell

Senior Digital Strategist @ Firefly Partners
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- 10+ years nonprofit digital strategy + marketing
- Digital strategy solutions for nonprofits
- Analytics + data nerd





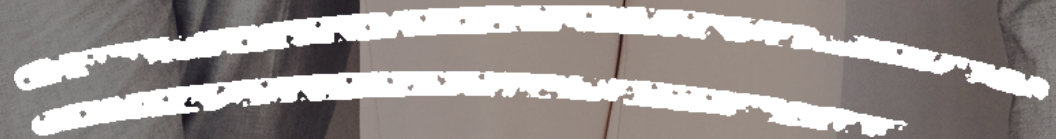
Jen Frazier

President, Founder @ Firefly Partners
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- Over 20+ years experience working with nonprofits and digital programs
- Direct the vision and path for amazing team of digital experts
- Passionate about progressive nonprofits and helping many different causes



**Your supporters live + work in our
hyper-connected world.**





**Yet, many
digital
experiences
feel very
disconnected.**





YOU?



We empower progressive nonprofits

with Human-to-Human Digital connections.



WHY AUTOMATION?

This is the key to success



EXAMPLES OF AUTOMATION

Welcome, Re-engagement, +
Donor Nurture Series



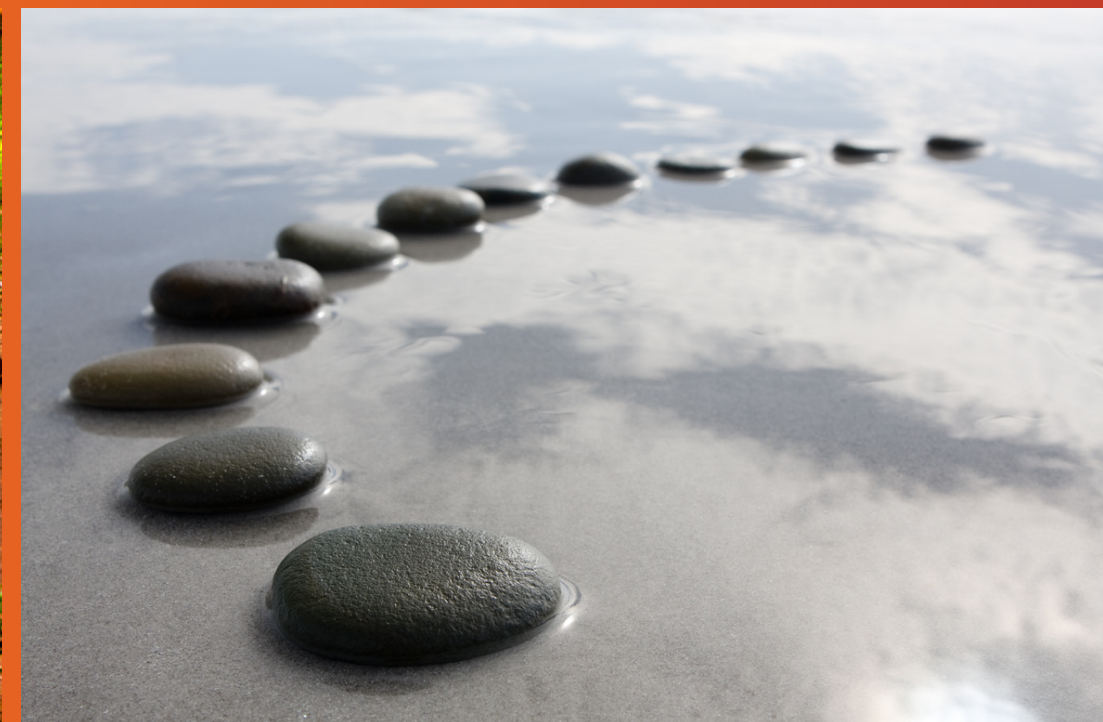
REPORTING + ADJUSTING

Measure + Pivot!





Automation *101!*



A photograph of three young women dancing in a city street at sunset. The image is overlaid with a semi-transparent orange filter. The women are in the foreground, with their arms raised and bodies in motion. The background shows a blurred city street with buildings and other people. The text 'Right PEOPLE' is overlaid on the image in a white, stylized font. 'Right' is in a script font, and 'PEOPLE' is in a bold, sans-serif font.

Right **PEOPLE**

Right **MESSAGE**

Compounding Impact



↑152%

↑174%

TAILORED SEND

Send to email subscribers based on characteristics or actions.

BETTER CTR

Automated email generate 70.5% higher open rates + 152% higher click through rates compared to "business-as-usual" emails.

MORE CONVERSIONS

Email marketing generates 174% more conversions than social media.



Behavior Triggers

- Subscribed to a list
- Opened/did not open an email
- Click/Did not click a link
- Completed a form
- Made a donation
- Took an active
- Visited a webpage
- Birthday/Anniversary





Goals

Use your messages for good!

**WELCOME OR
SHARE
INFORMATION**



**RENEW
INTEREST**



**UPDATE
PREFERENCES**



**CONFIRM
SUBSCRIPTION**



**COMPLETE A
SURVEY**



**RENEW OR
INCREASE
DONATION**





Your Process

IDENTIFICATION

Identify your triggers + goals

SEGMENT

Create rules for segmentation

DESIGN + BUILD

Design + build your messages in your marketing tool.

MEASURE

Measure the results with pre-determined KPIs

REVISE + UPDATE

Monitor + update your campaigns

Just Don't Forget

- ✓ Mobile Responsive
- ✓ Client + device testing
- ✓ Personalization
- ✓ Image Optimization

WELCOME SERIES



SUPPORTER
IMPACT



SUCCESS
STORIES



SHARE
RESOURCES



ASK FOR
FEEDBACK

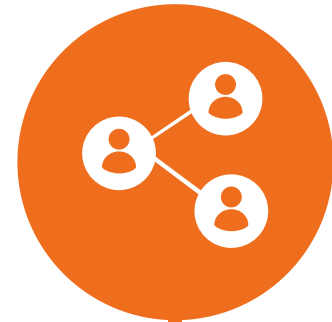
RE-ENGAGEMENT SERIES



UPDATE
PROFILE



UPDATE
SUBSCRIPTION
PREFERENCES



CONNECT ON
SOCIAL



UNSUBSCRIBE

DONOR SERIES



TALK
ABOUT A
PROGRAM



MAKE A
MONTHLY
GIFT



COACHING



SPREAD THE
MISSION



TAKE AN
ADVOCACY
ACTION

Welcome Series



What + Why

- Engage with new subscribers at the peak of their interest and introduce them to your organization, mission, and programs
- Special messaging – your standard marketing emails might not make sense to them yet
- Establish new and meaningful relationships
- Further segment your list based on subsequent actions



Welcome Series

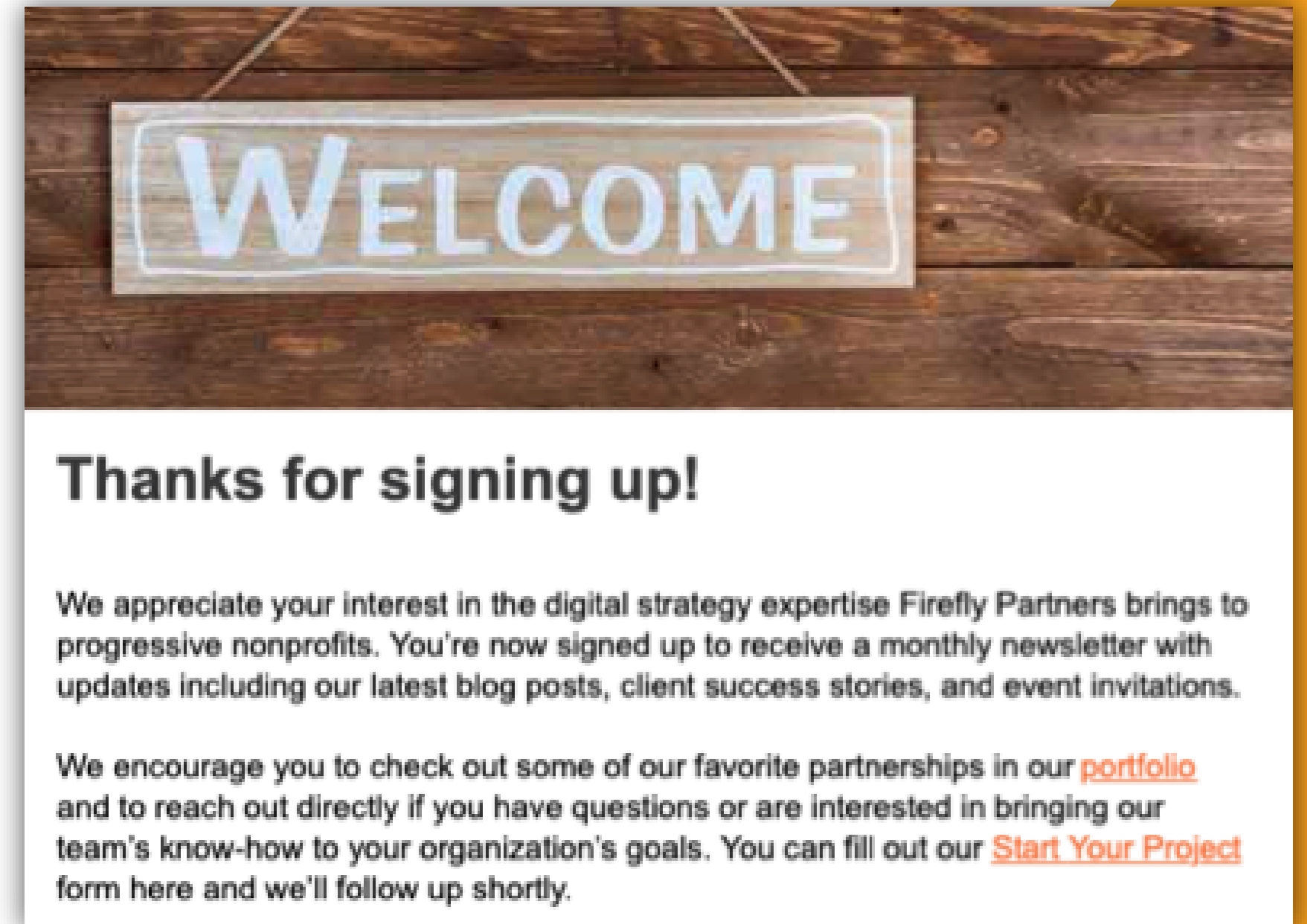
#1 Welcome

Interval

Trigger between 48 - 72 hours after the person joins your email list

Content

The first step is to provide a reminder of why they signed up and what they can expect from your communications.



#2 Illustrate Impact

Interval

Trigger between **3 - 7 days** after the person receives the first email

Content

Inspire your new subscribers by sharing a success story or highlight a specific program or campaign.



Welcome Series

#3 Ask for Feedback

Interval

Trigger between **6-12 days** after the person receives the 2nd email

Content

Sending new subscribers to a form on your website shows that your organization cares about what its constituents think.



Thank you for recently supporting the fight against cancer. Help us better partner with you by answering these five short questions:

SURVEY QUESTIONS

What initiative to eradicate cancer excite you most? (Select all that apply.)

- ☐ Innovative research to find new cures and treatments
- ☐ Clinical trials to make new treatments accessible to more people
- ☐ Top quality cancer care for patients fighting cancer
- ☐ Our location in the Mountain West region

Have you or someone in your family been diagnosed with cancer?

☐ Yes ☒ No

What kind of stories and news do you want to hear from us? (Select all that apply.)

- ☐ Research innovations and breakthroughs
- ☐ New treatments becoming available
- ☐ Patient success stories
- ☐ Events I could attend
- ☐ How I could volunteer for a study or a clinical trial
- ☐ Other ways to connect and help the fight against cancer
- ☐ Other

100%

of your donation to Huntsman Cancer Foundation goes to cancer research at Huntsman Cancer Institute.

You did something wonderful when you made your first online gift to fight cancer a few days ago. Now, I'm hoping you'll take just a few minutes to answer a short questionnaire to help us better partner with you.

We'd like to know what kind of stories and research breakthroughs are you interested in? What initiatives to eradicate cancer excite you most? These are just two of the five questions in we'd like to ask you, so we can get to know you better. Will you take this short survey and let us know your thoughts?

#4 New Engagement

Interval

Trigger between 6-12 days after the person receives the 3rd email

Content

After you've developed a relationship, you can now ask for a small action: sign a pledge, spread the word, or make a small donation.



Maine Conservation Voters

Today, we're launching an exciting campaign to build on this momentum — and we'd love to have your help again.

We're asking members like you to share your reasons why the LMF program is so important to protect the Maine you love and enjoy. We'll share your one-line stories and personal outdoor images across social media and with our legislators to show the amazing energy behind the push to fund this important program.

To participate, simply email us two photos and one sentence on why you support the Land for Maine's Future program.

Do what you say you're going to do. Welcome
series establish trust through accountability.

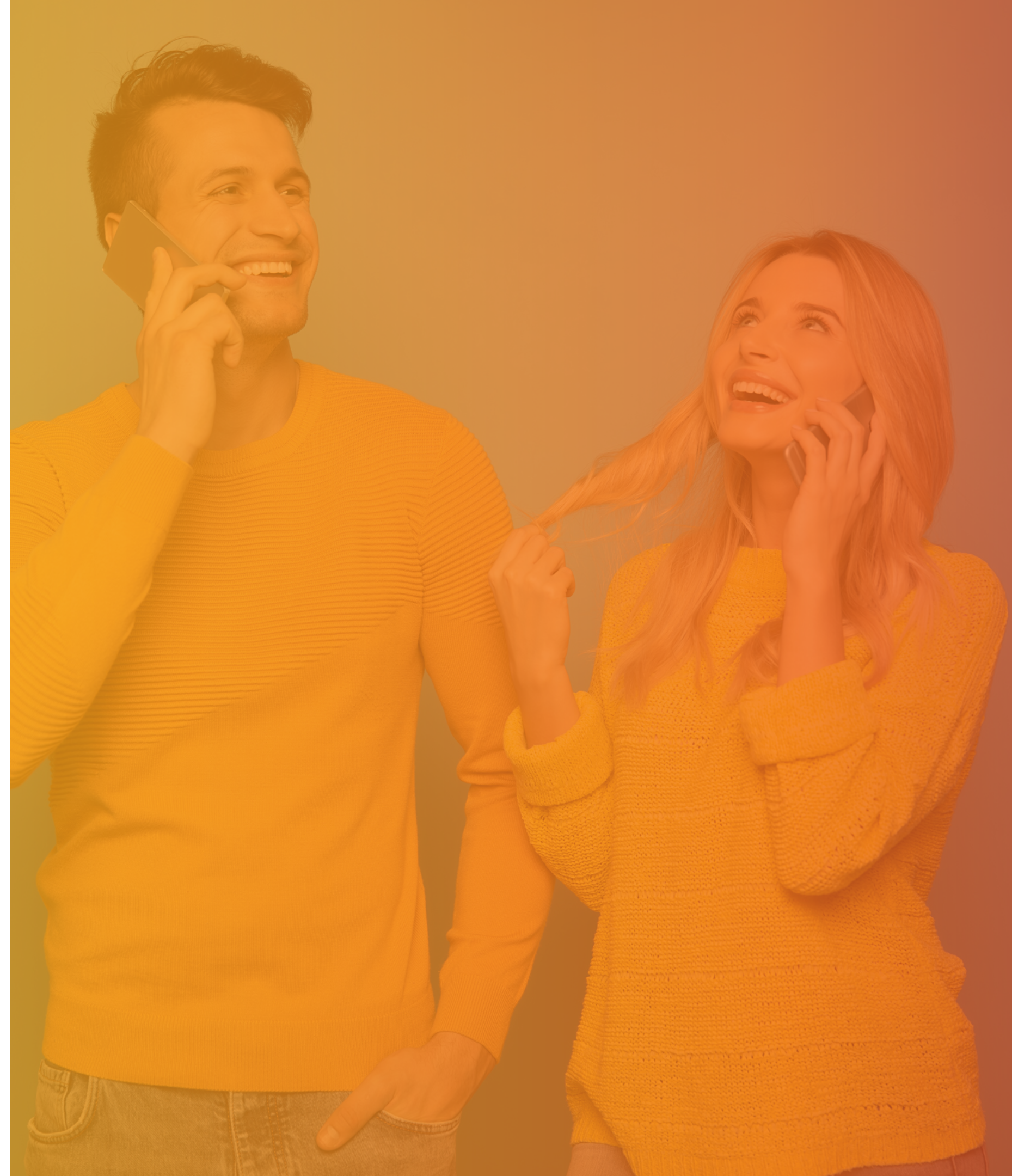


Re-engagement Series



What + Why

- Email marketing equivalent of reaching out to a bunch of old friends you've lost touch with and trying to reconnect.
- You'll end up identifying and suppressing a list of email addresses that you're no longer going to send to.
- Suppressing inactive subscribers is important because it improves your list. You'll probably see your open and click rates go up.
- Improve your deliverability score.





Defining Inactivity

Common Criteria

1. Not opened an email
2. Stopped donating
3. No longer participates in action alerts

Divide Into

1. At-risk (7-12 months meeting criteria)
2. Lapsed (12+ months meeting criteria)

Re-Engagement Series

#1 Re-introduction

Interval

Trigger between 48 - 72 hours after the person matches your criteria for at-risk.

Content

Begin with a re-introduction to your nonprofits by highlighting recent success stories.



Dear Friend,

As we reflect on this weekend's [Coach To Cure MD](#) success at colleges and high schools across the country, I am once again taking a moment to revel in what we do as a community.

Last year, [PPMD](#) introduced the idea of Duchenne Action Month as a way to combine all of the amazing activities that were already taking place in our community and create a focused month where we could all take action.

Everything you did from sharing your [#MakeEveryDayCount](#) moments on social media, to Coach To Cure MD tailgate parties, to running races as part of our [Race to End Duchenne](#) team, to creating your own fundraising pages in honor of a loved one, has made a huge impact on our fight to end Duchenne.

Re-Engagement Series

#2 Update Preferences

Interval

Trigger between **3 - 7 days** after the person receives the first email

Content

Offer an easy option for subscribers to update their profile + change their email preferences.



Welcome Leonard DiGiulian to your Personal Hub! We are pleased to be able to offer this new feature to our supporters. This is a great place for you to:

- Update your Personal Profile Information, including birthday month (so we can wish you a wonderful birthday), and personal preferences
- Manage or make a new gift!
- Sign-up for our monthly newsletter Headlines for Hope

If you have any questions about your Personal Hub, updating your personal and payment details, or about Huntsman Cancer Foundation, please email donate@huntsmanfoundation.org.



Personal Details



Manage your recurring gift

Manage

Re-Engagement Series

#3 Connect Elsewhere

Interval

Trigger between **6-12 days** after the person receives the 2nd email.

Content

Provide the option to connect with you in a different way, such as following you on social media or participating in a special match campaign.

We haven't heard from you yet, and we know you won't want to miss this: a **special 2X match that doubles your best gift for birds**. Time's running out on this offer, which ends at midnight tomorrow. [So please make the most of it now, and protect birds with twice the might.](#)

DONORS NEEDED:

63

MATCH AMOUNT:

\$325,000



Re-Engagement Series

#4 Unsubscribe

Interval

Trigger between 3-6 days after the person receives the 3rd email

Content

Thank them for their past support and let them know that due to dis-engagement you will no longer send them emails. In this email provide a button to re-subscribe, should they want

Don't forget

**Remove any subscriber who
opens any of your emails
(except #4)**





Be Appreciative

Begin to Rebuild with

1. Opportunity to take action
2. Provide feedback
3. Update subscription preferences
4. Donate
5. Re-engagement gift

Donor Journey Examples



What + Why

Inspire your donors to give in a new way

- DIY donor to DIY Fundraiser
- One-time donor to recurring sustainer
- Small donor to large donor



DIY Donor to DIY Fundraiser

- Start with a thank you and acknowledgement of their previous gift
- Reach out to them around a holiday or special occasion that could be the foundation of their DIY fundraiser
- Make the process simple from start to finish

One-time Donor to Recurring Donor

- Skip the introduction + start with acknowledgement of their continued support.
- In this scenario your second email can be your ask – but make sure that you're asking for a reasonable amount.
- Be clear about the benefits of monthly gifts to your work and those whose lives you improve.

Small Donor to Large Donor

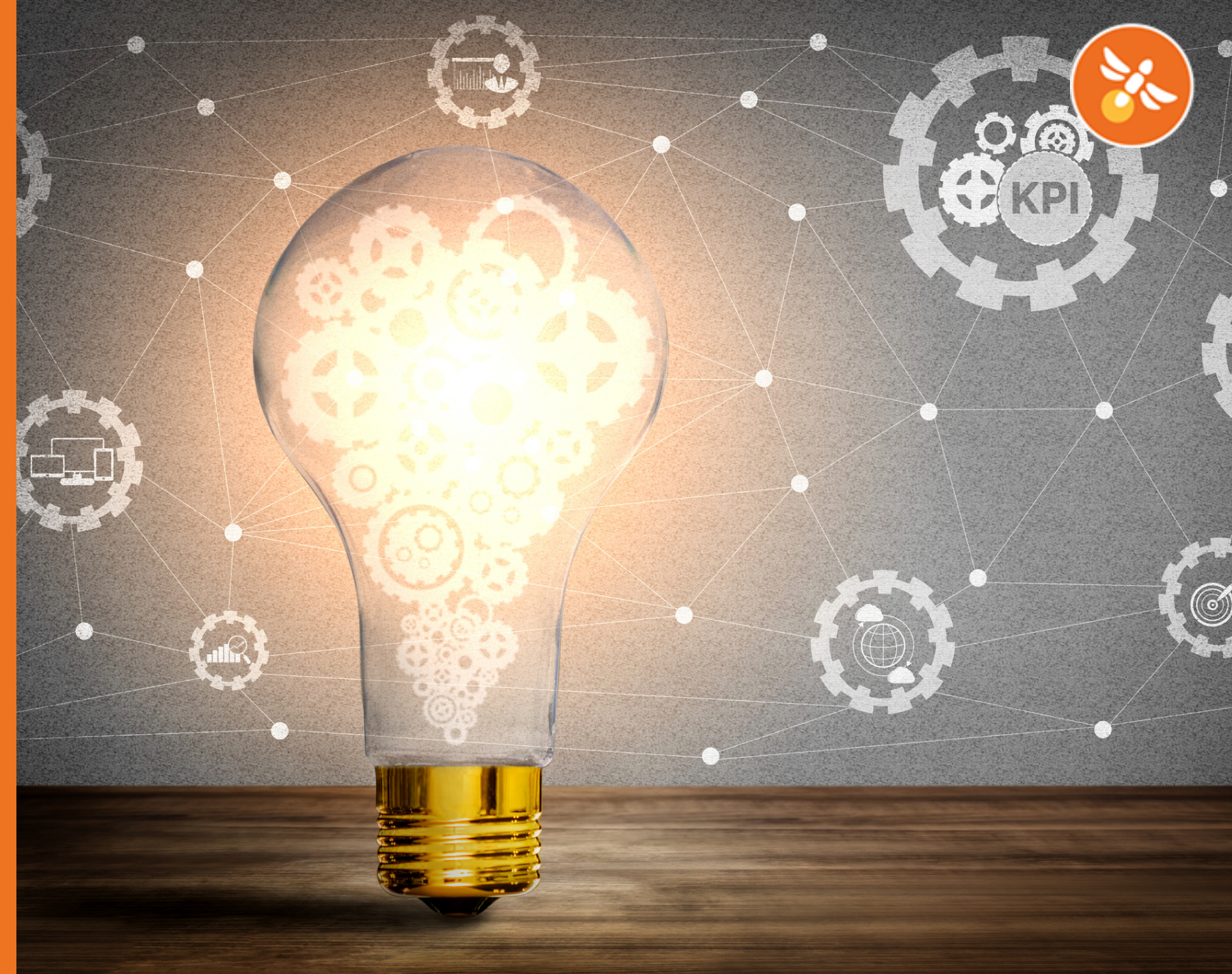
- Start with a thank you. Be specific about how their total lifetime giving history has helped your organization reach its mission.
- Condition the ask to request a consistent percentage increase - say 25% - as opposed to a single time.
- Consider a social media ask as well, which has a greater reach.

Be Realistic

**Don't ask for too much or risk
being seen as ungrateful.**



Reporting + Adjusting



Essential Metrics

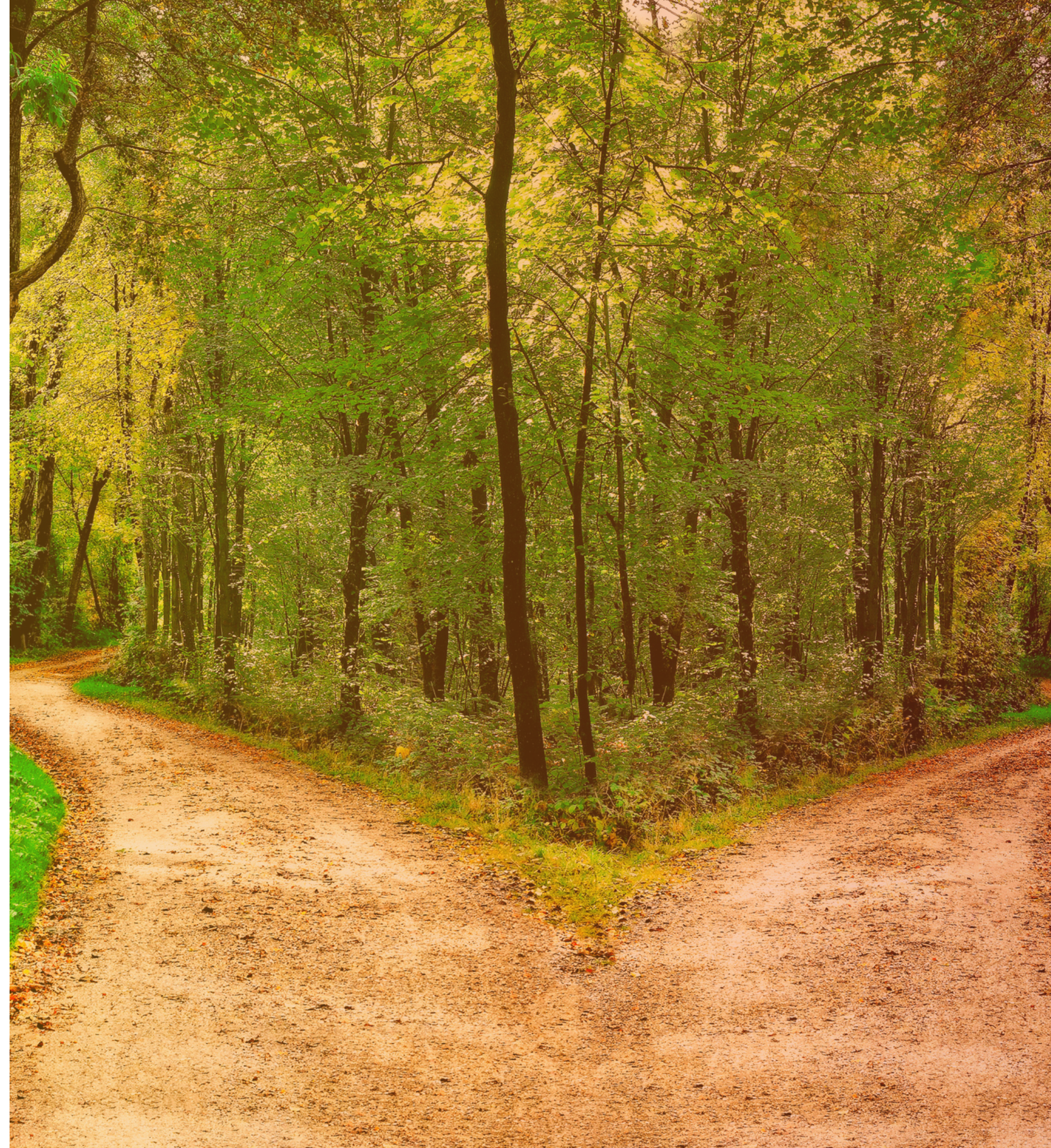
- Opens
- Clicks
- Bounces
- Conversions
- Unsubscribes



2019 Email Metrics													
Sum of Emails Sent													
	2019												Total
Message Type	January	February	March	April	May	June	July	August	September	October	November	December	
(A) Advocacy Appeal	90,347	29,374	29,040	27,841		54,250	49,930		46,949		36,104		363,835
(B) Fundraising Appeal	726		51,284	109,948		2,746	228	45,514	68,847		74,638	242,732	596,663
(C) DM Renewal Chasers	438	245	255		364					2,078			3,380
(D) Membership Relatio	4,657				2,125	29,401	25,107		68,179			23,142	152,611
(E) Newsletter			24,557		22,542			31,588		33,603		24,229	136,519
(F) Ad Hoc Messages				1,147						19,226			20,373
(G) Welcome Series										3,753	2,642	1,988	8,383
(H) Re-engagement Campaign										3,332	723		4,055
Total	96,168	29,619	105,136	138,936	25,031	86,397	75,265	77,102	183,975	61,992	114,107	292,091	1,285,819
Count of Type													
	2019												Total
Message Type	January	February	March	April	May	June	July	August	September	October	November	December	
(A) Advocacy Appeal	2	1	1	1		2	2		3		4		16
(B) Fundraising Appeal	1		4	5		2	1	2	3		2	9	29
(C) DM Renewal Chasers	1	1	1		1					1			5
(D) Membership Relatio	2				1	1	1		3			1	9
(E) Newsletter			1		1			1		1		3	7
(F) Ad Hoc Messages				1						1			2
(G) Welcome Series										4	5	9	18
(H) Re-engagement Campaign										1	1		2
Total	6	2	7	7	3	5	4	3	9	8	12	22	88

A/B Testing

- One Column vs. Two Column
- Subject Lines
- Text Links vs. Buttons
- Images
- Long vs. Short Form



Design + UX

- One step vs multi-step
- Transparency
- Number of fields + clicks
- Site Navigation
- Mobile Rendering
- Additional Information

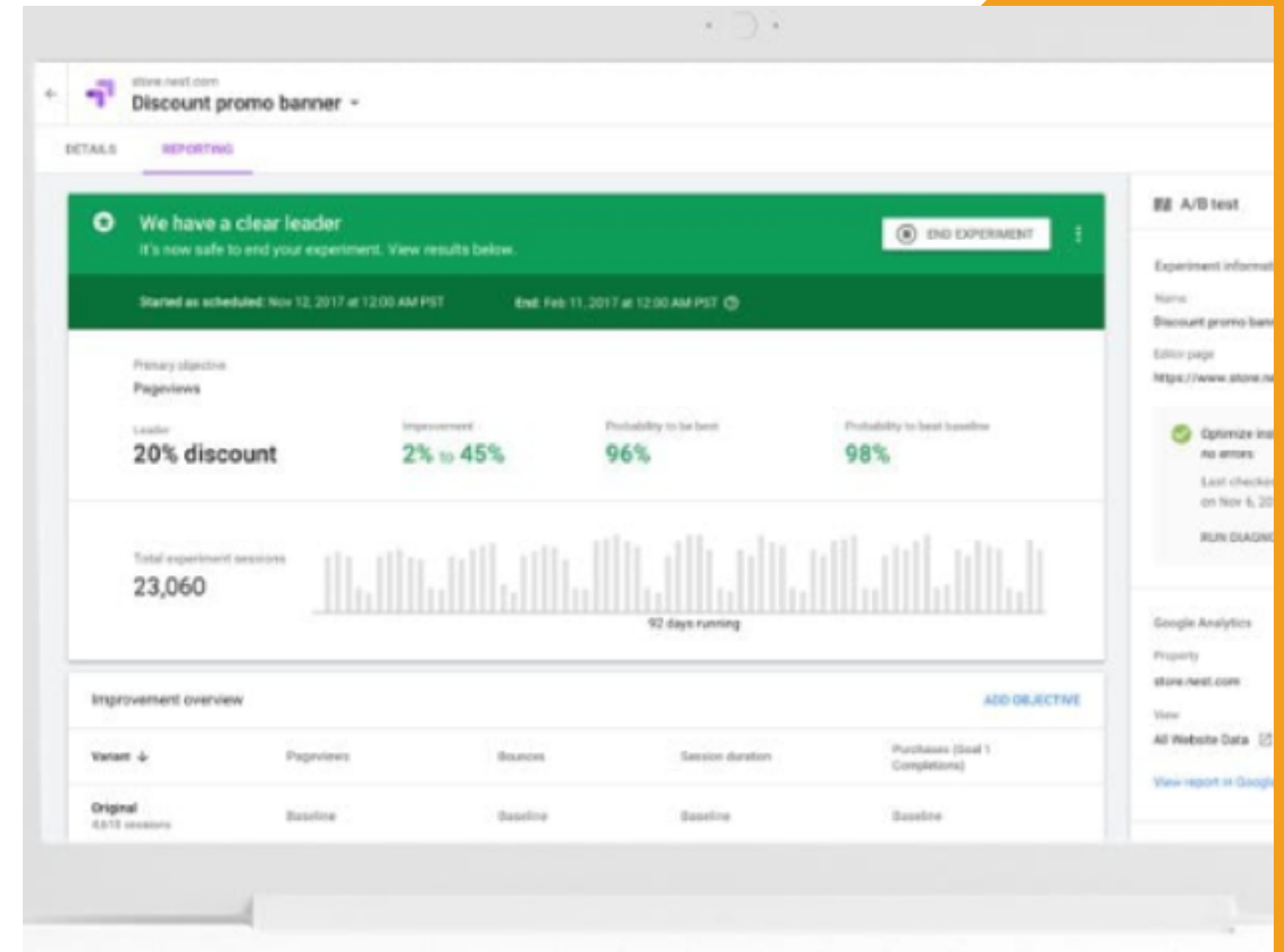


**Use Google Optimize to test
different versions of landing
pages.**



Google Optimize 101

- Free testing + personalization to improve your website
- A/B, multivariate, redirect testing types
- Visual Editor
- Natively integrates with Google Analytics



thank you!



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H2H Digital Services

We create connection between digital platforms and the humans who support + amplify your cause.

CONCIERGE MARKETING

- Campaign Build + Design
- Fundraising, Email and Activism
- Analytics + Digital Scorecards
- Social Media Strategy
- Paid Advertising
- SEO



ENGAGING WEBSITES

- Turnkey WordPress solutions purpose-built for nonprofits
- Development + ongoing maintenance
- Designed with engaging donor experiences in mind for fundraising outcomes



ON-DEMAND SUPPORT

- Online fundraising + marketing platform support
- Website maintenance
- WordPress updates
- Donation campaign maintenance





Find Us



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A Token of Appreciation

[BIT.LY/VCN-20](https://bit.ly/vcn-20)