HOW TO CREATE WINNING CHARITY EMAILS

Email is a powerful and affordable way to promote your cause and keep your supporters up to date with your latest news, but its potential reaches far beyond that. Regular communication with your supporters will ensure that your charity is kept in the forefront of people's minds.

Use these tips to create email campaigns that raise awareness of your fundraising activities, drive donations, or simply say thank you to your supporters. You'll soon begin to see the benefits of email marketing for yourself.

1 Master the subject line

Your subject line needs to tempt the reader to open your email, so make it as clear and compelling as possible. The ideal length is between 61-70 characters, even for mobile. Don't forget – the subject line should always describe the content of your email.

2 Introduce yourself

Include your logo at the top of the email. Adding a genuine 'From address' reassures readers and prevents your email being sent to the spam folder.

3 Make an impression with your hero image

A high quality and engaging email banner – known as a hero image – at the top of your email catches the reader's attention and helps to build your brand and tell your story. Be conscious of loading times, especially for mobile, by ensuring your images are optimised. Before you upload your image, pick a descriptive filename and make sure the file size is as small as possible.

4 Write a great strapline

A great strapline should relate to the subject line and hero image. It needs to communicate the purpose of the email in just a few words, and give enough detail to persuade the recipient to read on.

5 Keep it short and to the point

Divide your body copy into sections, with the most important information at the top, and use headings to help readers who scan. Focussing on the benefits of your offer will keep the reader's interest long enough to get to the call to action. Think about using personalised content to appeal to the recipient's interests and behaviours.

6 Get the tone right

Adapt your tone based on who you're talking to. Using the right voice will give your recipient a real reason to click NOW, not later. People respond better to copy that feels relevant to them.
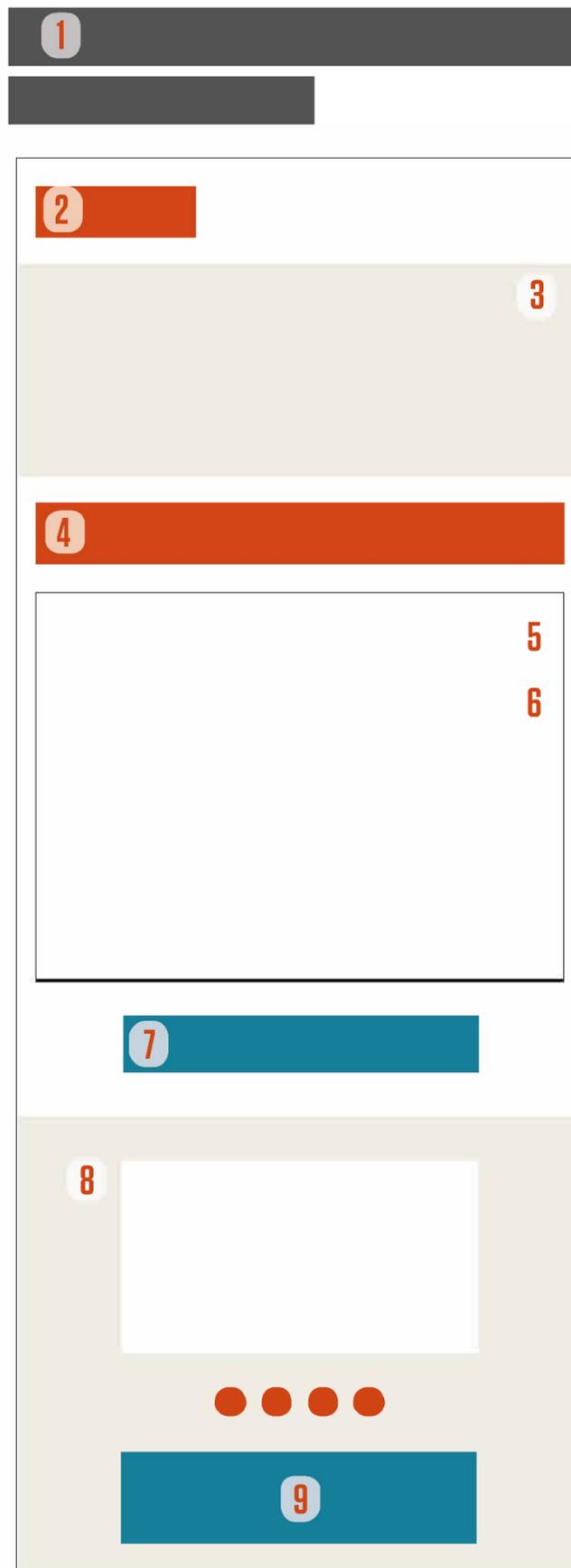
7 Include a compelling call to action (CTA)

Use a 'call to action' button to prompt the reader to take the next step – for example, to visit a landing page or download a PDF. Use strong and contrasting (on brand) colours to draw attention and limit text to just a few words. For example, 'Donate Now' could be an effective CTA.

8 Stay connected

Make sure it's easy for readers to communicate with you directly by including your contact details. Also include links to your social accounts, such as LinkedIn, Facebook, Twitter and YouTube, on your email footer to encourage interaction.

9 Respect your reader's privacy

The footer should include links to your privacy policy and allows the reader to manage their email preferences, including unsubscribing.

10 Be smart about mobile optimisation

50% of email is now opened on mobile devices – so make sure that your campaigns are optimised for every device to maximise open and clickthrough rates. A mobile-ready responsive template will ensure that the email looks good when it hits any inbox.

Research shows that the average mobile user sees around 100 words per screen. Give your readers a reason to read on by putting your key messages and benefits in the first few words.

If you are a **CAF Donate** customer, you can embed a link behind your 'Donate Now' button which will take your donors straight to the first page of your donation form. Follow these simple steps to generate the link:

- Log in to CAF Donate
- Click 'Create and manage active campaigns'
- Select 'Donate button code'
- A pop-up box will appear showing you a preview of your Donate button
- Click 'Generate code button'
- Copy and paste the code provided into your desired location