How email can drive your charity's fundraising

Webinar presentation
March 2016
Guest presenter
Matt Collins
Platypus Digital
Hosted by

CAF
Charities Aid Foundation
EMAIL is still more popular than social media

- It has outlasted every single social media network
- It’s still growing!
- It’s an action focused channel
- Most people have an email address
The **BASICS**

- The Fundraising Preference Service and Data Protection laws means the need for **permission based marketing** is essential.

- Charities need to get their messages out to more and more people, and make better use of the data they hold for this purpose.
CONVERSION RATES

by traffic source
Conversion rates by traffic source

- EMAIL: 4.25%
- SEARCH: 2.49%
- SOCIAL: 0.59%

Source: The Ecommerce Quarterly/Monetate
Email in E-COMMERCE
Sales in billion U.S. dollars:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>300.74</td>
</tr>
<tr>
<td>2010</td>
<td>364.26</td>
</tr>
<tr>
<td>2011</td>
<td>458.54</td>
</tr>
<tr>
<td>2012</td>
<td>544.96</td>
</tr>
<tr>
<td>2013</td>
<td>638.16</td>
</tr>
<tr>
<td>2014</td>
<td>752.33</td>
</tr>
<tr>
<td>2015</td>
<td>881.51</td>
</tr>
<tr>
<td>2016</td>
<td>1,024.01</td>
</tr>
<tr>
<td>2017</td>
<td>1,178.81</td>
</tr>
<tr>
<td>2018</td>
<td>1,345.5</td>
</tr>
</tbody>
</table>

*Source: Email Marketing for Good*
23% of revenue comes from EMAIL IN E-COMMERCE
24% of marketers across all industries who segment their lists experience higher revenue.
42% of customers say email is central to retention
What happens when someone subscribes?

- They aren’t just filling in a box - they’re raising their hand.
- They aren’t just saying they want to hear more from you - they may want to do more too.
- They are saying they want to engage with you.
EMAIL **is your** SECRET WEAPON

- There are supporters who want to **know more**
- There are service users who need **timely, personalised help**
- There are campaigners who want to **drive meaningful change**
- There are fundraisers who want to **raise more money**
- Most charities have **lists of thousands**
- Other charities are benefiting from email - you'll hear about them today
- We believe email can **drive charity marketing**
**Typical approach**

- Round up as much info as you can
- Pack it into a 10-15 story newsletter
- Send it to everyone
- Hope for the best!
Why DOESN'T this WORK?

- It's focusing on what you want to say - not what your supporters want to hear

- It's using the scattergun approach - if we push enough content, something will surely stick

- Do your audience really care about everything you are saying? Or do you just feel like you should mention it?
The LIFECYCLE of an EMAIL
SEE
<table>
<thead>
<tr>
<th>What you need</th>
<th>How to measure it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverability</td>
<td>Delivery rates</td>
</tr>
<tr>
<td>Familiarity</td>
<td></td>
</tr>
<tr>
<td>Emoji</td>
<td></td>
</tr>
</tbody>
</table>
What you need

Strong subject line
Trust

How to measure it

Open rate
What you need

Scannable
Mobile friendly
Strong copy

How to measure it

Click through rate
<table>
<thead>
<tr>
<th>What you need</th>
<th>How to measure it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear call to action</td>
<td>Click through rate /</td>
</tr>
<tr>
<td>Strong copy</td>
<td>conversion rate</td>
</tr>
<tr>
<td>Stage</td>
<td>What you need</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>See</td>
<td>Deliverability</td>
</tr>
<tr>
<td></td>
<td>Familiarity</td>
</tr>
<tr>
<td></td>
<td>Emoji</td>
</tr>
<tr>
<td>Open</td>
<td>Strong subject line</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
</tr>
<tr>
<td>Read</td>
<td>Scannable</td>
</tr>
<tr>
<td></td>
<td>Mobile friendly</td>
</tr>
<tr>
<td></td>
<td>Strong copy</td>
</tr>
<tr>
<td>Act</td>
<td>Clear call to action</td>
</tr>
<tr>
<td></td>
<td>Strong copy</td>
</tr>
</tbody>
</table>
So... **WHAT** makes a **GREAT** email?
BUILDING BLOCKS of a great email

- Strong subject line ✔
- Short, concise copy ✔
- Clear call to action (only one) ✔
- Make your email stand out ✔
- Mobile friendly ✔
- Personalisation ✔
ENVELOPE CONTENTS

Subject line, friendly from and snippet
Subject Lines

Scope
Inbox
This is about to get awkward - View this email in your browser Scope logo Female employee shaking stump of male colleague with an

RSPCA Campaigner
Inbox
URGENT - 3 days to save the Hunting Act - Take action for Britain's wildlife | Can't see this email properly? View it online

CARE International
Inbox
Just 2 minutes of your time could help South Sudan - View online Give Now SSJE.jpg Will you stand with Grace? Dear Fran On 9 July 2015, South Sudan

Great Ormond Street Hosp.
Fran, it's your last chance to win a KitchenAid - Hold a bake sale for Great Ormond Street Hospital. Click here to view in browser Roll up! Roll up!
Subject Lines

Exercise

- Write five subject lines for an imaginary email to one of your audiences

- Tell, don’t sell

- Include verbs in at least two of them e.g. ‘Read’, ‘Learn’
Dear Fran,

The countdown is on!

In just one week’s time, thousands of people from across the UK will be living on £5 for 5 days for all of their food and drink. Why? To support some of the 1.2 billion people who live below the global poverty line, every day.

Will you join them?
Dear Fran,

We’re excited to let you know that we’ve partnered with Channel 4 to #EndTheAwkward this summer, by um, being awkward!

Today we’re kicking off a series of short films highlighting the real-life awkward
CALL TO ACTION

Tell Michael Gove to protect human rights

Right now, the UK is facing the biggest roll back of human rights in its history. The new government has pledged to scrap the law that protects our rights.

Their full intentions are likely to be outlined in the Queen's Speech on 27 May. We have until then to show new Justice Secretary Michael Gove that this country cares. Tell him to save the Human Rights Act.

TAKE ACTION
STRONG COPY

• Make the copy strong and bold

• Front-load it

• Keep it brief - cut out any unnecessary words

• Use active and actionable language
472, Abbi.

That’s how many calls for help our expert helpline advisers answered yesterday. In fact, it’s roughly how many calls they answer every day.

The festivities of Christmas may be over, but for many families January brings the headaches of bills, debts and stress.

Right now, our helpline advisers are answering calls and giving advice that could help parents keep a roof over their children’s heads. And for one day only, we’re hoping to share their advice with you by live-tweeting from the Shelter helpline in Sheffield.

Find out how our advisers are making a difference by following @Shelter on Twitter today
PERSONALISATION

We need your help this Christmas, Fran.

Thousands of runaway children will sleep rough over the festive period, some as young as 11 years old. Running from unimaginable abuse at home, they’ll be scared, cold and alone.

If it hasn’t happened to you, you won’t understand.
PERSONALISATION

Ruth Jones  Inbox  Who can an abused child turn to for help?

Ruth Jones  Inbox  Fran, Will you show a vulnerable child that someone cares?
The explosion of **mobile**

- **Over 50%** of emails are now opened on a mobile device.
- Email growth on mobile has **increased by 180%** in the last 3 years. This is expected to grow another 23% in 2016.
- **Emails have to be readable on a mobile** (without pinching and zooming).
- Emails need to be as **short** as possible.

*Source:* Email Monks
MOBILE OPTIMISED EMAILS

Hi Fran,

On Christmas Day, children like Chuol* will wake up around the world sick with hunger.

*Give £22 today to help a child like him, and the UK government will double your donation up to £5 million**

Time is running out though: this special pledge ends in just two weeks’ time on 31 December. Don’t miss this opportunity to give a child the chance of a brighter future.
ELEMENTS of a GREAT email

- Strong subject line ✓
- Short, concise copy ✓
- Clear call to action (only one) ✓
- Make your email stand out ✓
- Mobile friendly ✓
- Personalisation ✓
EMAIL MARKETING GUIDE

Best practice guide for creating your next email campaign
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 is the first thing your supporters see, so make it clear and compelling as possible. The ideal length is between 61-64 characters, even if it is visible, 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 hero image (also known as a hero image) at the top of your email captures the reader's attention and helps to build your brand and to focus on the content. Be mindful of the image size, particularly for mobile, by ensuring your image is optimised. Before you upload your image, pick a consistent format and make sure that the file size is a small as possible.

4. Write a great headline
   A great headline should relate to the subject line and entice. It needs to communicate the purpose of the email in just a few words, and give enough detail to persuade the reader 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 scan. Focusing on the benefits of your offer will keep the reader interested long enough to get to the call to action. Think about using personal contact to appeal to the recipient's interests and behaviours.

6. Get the tone right
   Ask your donor what action you're taking to bring the right copy and give your content a real passion to 'CALL NOW' not just text. People respond better to copy that feels relevant to them.

7. Include a compelling call to action (CTA)
   Use a clear call-to-action button to prompt the reader to take the right steps - for example, to visit a landing page or download a PDF. Use strong and contrasting (on brand) colours to draw attention and line text bold to set it apart.

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 media sites, such as Twitter, Facebook, YouTube and Instagram on your email footer to encourage interactions.

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

10. Be smart about mobile optimisation
    Some email is now opened on mobile devices - so make sure that your campaigns are optimised for every device to maximise both open and click-through rates. A mobile-ready responsive template will ensure that the email looks good in all email inboxes.

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

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

1. Log in to CAF Donate.
2. Click campaigns and donation pages.
3. Under donation, choose your project.
4. A pop-up box will appear showing you the preview of your donation link.
5. Click Convert to donation link.
6. Copy and paste the code provided into your desired button.

GOOD LUCK WITH YOUR FUNDRAISING!
## Measuring Success

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>58.6%</td>
<td></td>
</tr>
<tr>
<td>List average</td>
<td>32.1%</td>
<td></td>
</tr>
<tr>
<td>Industry average</td>
<td>21.6%</td>
<td></td>
</tr>
<tr>
<td>Click rate</td>
<td>37.2%</td>
<td></td>
</tr>
<tr>
<td>List average</td>
<td>12.1%</td>
<td></td>
</tr>
<tr>
<td>Industry average</td>
<td>2.7%</td>
<td></td>
</tr>
<tr>
<td><strong>85</strong> Opened</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>54</strong> Clicked</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>0</strong> Bounced</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1</strong> Unsubscribed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Successful deliveries</td>
<td>145 100.0%</td>
<td></td>
</tr>
<tr>
<td>Total opens</td>
<td>211</td>
<td></td>
</tr>
<tr>
<td>Last opened</td>
<td>2/16/16 4:57PM</td>
<td></td>
</tr>
<tr>
<td>Forwarded</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Clcks per unique opens</td>
<td>63.5%</td>
<td></td>
</tr>
<tr>
<td>Total clicks</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Last clicked</td>
<td>2/16/16 4:57PM</td>
<td></td>
</tr>
<tr>
<td>Abuse reports</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
CASE STUDY TheSite.org
CASE STUDY  TheSite.org

How do they help people to engage with TheSite.org community?

They encourage them to...

- Join a chat
- Reply to someone else’s thread
- Start a thread
# Case Study

**TheSite.org**

## Content - The first email

<table>
<thead>
<tr>
<th>Emails</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The welcome</td>
<td>To familiarise users with TheSite</td>
</tr>
<tr>
<td>2. Highlighting a popular area</td>
<td></td>
</tr>
<tr>
<td>1. A moment of zen (good news)</td>
<td>To give a feel for the place, people and support</td>
</tr>
<tr>
<td>2. You’re not alone!</td>
<td></td>
</tr>
<tr>
<td>3. Community event</td>
<td></td>
</tr>
<tr>
<td>1. How to post a thread</td>
<td>Practical tips</td>
</tr>
<tr>
<td>1. Passing it on</td>
<td>Growth</td>
</tr>
</tbody>
</table>
CASE STUDY  British Heart Foundation

Wear it. Beat it.

Wear red and host an event on Friday 5 February 2016, to help beat heart disease. The money you raise will support the BHF’s life saving research.

#WearItBeatIt
CASE STUDY  
British Heart Foundation

Challenges

• How to keep participants engaged from point of sign up to taking part in the fundraising event?
• How to increase remittance?
• Participants could sign up to **Wear it. Beat it.** at different times between September and February.
• We wanted to send relevant communications to participants no matter what stage they sign up.
WIBI Automated Programme

RESULTS so far

Participants receiving relevant content no matter when they sign up
Contacted 50% more participants at the correct stage of their journey than the previous year

Continuous engagement in the lead up to WIBI
45% increase in number of opens at this stage in the campaign
CASE STUDY

EMAILS

Why you should sign
Link to sign
Why you should sign
Link to sign

Why you should sign
Link to sign
Amanda --

January is a time for new year’s resolutions, and this year I have a resolution for Sainsbury’s, Asda, Morrisons and Tesco: I want them to cut down on the 7 million tonnes of food that they let rot every year.

It doesn’t make sense that thousands of families are struggling to put food on the table, while supermarkets are throwing away mountains of untouched food. That’s why I’m supporting Rosie Boycott’s petition calling on UK Supermarkets to stop the rot and tackle waste in their supply chains.

I have spent years fighting food waste, meeting farmers who’ve had to waste whole fields of their crop and working with homeless services to save and redistribute food. It’s shocking how much food goes to waste and the price we are all paying: from people going hungry, to the cost of our groceries, to farmers going bankrupt, to the state of our climate.

Since the petition launched last year, 200,000 have joined our call - and Tesco and Sainsbury's agreed to meet with us. The supermarkets have felt consumer pressure and momentum is growing but so far no supermarket has committed to stop wasting food. We need even more support to make sure 2016 is the year supermarkets make the changes needed.

Please add your name today - ask UK supermarkets to stop the rot!

Thank you,
Martin
CASE STUDY Change

change.org

Petition update:

We delivered your 193,000 signatures to the supermarkets, with a surprise skip full of food waste!

by Rosie Boycott - 229,018 supporters

27 Nov 2015 — Dear food waste warriors.

Today, Stop the Rot seized the opportunity to take your food waste concerns to the front door of the major supermarkets. But we also had a surprise for them - we brought a skip-load of food waste to Sainsburys and Tesco headquarters too, to signify the colossal 7 million tonnes of food wasted before it gets to the consumer.

We delivered your 193,000 voices calling on the Big Four supermarkets to take ambitious action to urgently reduce their supply chain food waste, along with all your fantastic comments in support of the campaign. In the lead up to the historic Paris climate change negotiations, we brought the message that if food waste were a country it would be the 3rd largest emitter of carbon globally.

Tesco's sent down their head of CSR to meet us, who cancelled his other plans to receive the petition. Tesco's have agreed to meet us next week to discuss our campaign asks. These are very encouraging signs - but let's keep up the pressure!

Sainsburys representatives. However, having initially turned us down, after our stunt Sainsburys have now agreed to also meet us next week, so they are beginning to bow to pressure!

These meetings are a big win, and will give us the opportunity to present your concerns to the supermarkets. Thank you all for getting us this far!

In the run up to these talks, we need your help. We need Tesco and Sainsburys to really feel the pressure from the public to act, so that when we meet with them next week, they feel impelled to act to stop supply chain food waste.

Tweet @Tesco and Sainsburys with your own message or using #stoptherot. Here's some example tweets for some inspiration!

http://bit.ly/1DxRT5k

@Tesco Sign up to ambitious targets to reduce supply chain #foodwaste in meetings with #StopTheRot next week! change.org/stoptherot

@Sainsburys Why did you reject 193,000 strong petition 4 you to reduce #foodwaste? #Stoptherot in meeting next week! change.org/stoptherot

Together we can hold them to account on food waste!

Over and sprout,
Rosie Boycott and the Stop the Rot Team

Stop the Rot - A visit with a skip to Tesco's and Sainsburys

On 27th November, Stop the Rot paid a special visit to the HQs of Tesco's and Sainsburys to hand in our 193,000 strong petition to call on them to reduce their supply chain food waste.

http://WWW.EN,title.com

@mandychange
Stop the Rot! End supply chain food waste
by Rosie Boycott · 229,816 supporters

Petition update

We delivered your 193,000 signatures to the supermarkets, with a surprise skip full of food waste!

Rosie Boycott
United Kingdom

27 Nov 2015 — Dear food waste warriors,

Today, Stop the Rot seized the opportunity to take your food waste concerns to the front door of the major supermarkets. But we also had a surprise for them - we brought a skip-load of food waste to Sainsburys and Tesco headquarters too, to signify the colossal 7 million tonnes of food wasted before it gets to the consumer.

We delivered your 193,000 voices calling on the Big Four supermarkets to take ambitious action to urgently reduce their supply chain food waste, along with all your fantastic comments in support of the campaign. In the lead up to the historic Paris climate change negotiations, we brought the message that if food waste were a country it would be the 3rd largest emitter of carbon globally.

Tesco's sent their head of CSR to meet us, who cancelled his other plans to receive the petition. Tesco's have agreed to meet us next week to discuss our campaign asks. These are very encouraging signs - but let's keep up the
# Case Study: Change in Testing

<table>
<thead>
<tr>
<th>Variation</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action, action, sign</td>
<td>ACTION</td>
<td>ACTION</td>
<td>SIGN</td>
</tr>
<tr>
<td>Sign, action, sign</td>
<td>SIGN</td>
<td>ACTION</td>
<td>SIGN</td>
</tr>
<tr>
<td>3 weeks of sign</td>
<td>SIGN</td>
<td>SIGN</td>
<td>SIGN</td>
</tr>
</tbody>
</table>
Key TAKEAWAYS

- Write great subject lines
- Make your emails concise and action focused
- Send more single issue emails
- Use email to support your fundraisers
- Use email to support your service users get 'engaged'
- Dust down your list with reactivation campaigns
- Plan content using an email calendar
- Choose the best email platform to use for your needs
- Ensure you have permission from your subscribers
THANK YOU

Charities Aid Foundation

03000 123 000

talkcafdonate@cafonline.org

www.cafonline.org

bit.ly/caf-company-page

@cafonline

Charities Aid Foundation

Content provided by Matt Collins, Platypus Digital