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The Pros & Cons of Email Marketing



Date: Oct 27, 2016
 Time: 1:00 – 2:30 Eastern Time
 Presenter: Andrew Palmer
 Director of Marketing Services
 PG Calc



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AGENDA

1. Why we use email
2. Debunking myths
3. E-newsletters
4. Quality
5. Subject lines
6. Delivery
7. Pros and cons of planned giving email

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Why we use email


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Why we use email

1. It's personal

Build a relationship electronically




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Why we use email

2. It's targeted

Like-minded donors will respond to relevant benefit orientated messaging




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Why we use email

3. It's trust-building

Carry over the trust established by your charity




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Why we use email

4. It's cost-effective

But is it effective? Cost savings are not enough




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Why we use email

5. It's measurable

Learn the online behavior of your donors



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Debunking myths


Don't believe everything you read on the Internet, my friend.



someecards.com




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Debunking myths

1. Tuesday is the best day

Some of your best donors are retired and they can read email anytime




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Debunking myths

2. You can only send an email once

Remove the openers, send it again with a new subject, and double your open rate




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Debunking myths

3. Use short copy only

Don't fall victim to an arbitrary word count, or design



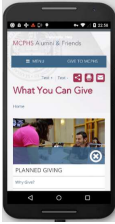
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Debunking myths

4. Subject lines must be brief for mobile

Tailoring your creativity to the smallest screen won't get opens




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Debunking myths

5. All unsubscribes are bad

Delivery rates and mailing reputation go up, while the cost for sending email goes down



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Debunking myths

6. Emails should always have an image

Inserting an image for the sake of inserting an image will not help you



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E-newsletters




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E-newsletters

Did Social Media Kill the Newsletter?

No one wants to be identified as the "death guy"



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E-newsletters

1. Focus your message

The worst thing you can do is be cluttered and unfocused




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E-newsletters

2. Don't ask

This medium is for educational, relevant, and timely information



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E-newsletters

3. Set expectations when subscribing

The more your donors know what to expect, the more likely they are to absorb the material



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E-newsletters

4. Be minimal


For better comprehension and less confusion when reading

W H I T E S P A C E

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E-newsletters



Elements of a Newsletter

- Donor Story
- Related PG article
- Personality


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E-newsletters

5. Subject Lines

You MUST convince your donors to open



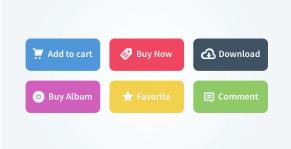
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E-newsletters

6. Test the call to action

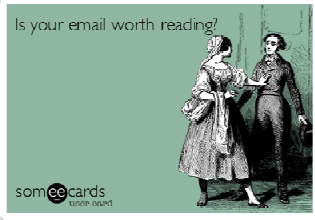
The look and feel, as well as the wording can make a huge difference



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Quality





Charitable Remainder Unitrust:
 How it Works and How to Choose One for You
 The first step in setting up a CRUT is to make the trust a separate legal entity. This is done by filing articles of incorporation with the state. The trust then opens a bank account and obtains a tax ID number. The trust then makes an investment in a publicly traded security. The trust then distributes the income from the security to the charity. The charity then distributes the income to the donor. This is a very complex process and it is important to consult with a professional before setting up a CRUT.


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Quality

Is it a good read?

Is it a benefit to your donors and relevant to their expectations




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Quality

Am I being a pest?



Over-mailing is the number one reason donors don't open



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Subject lines

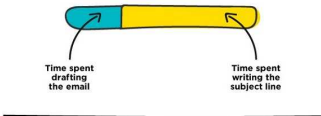
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Subject lines

“Licking your phone never tasted so good”
OpenTable

Writing a difficult email



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Subject lines

- **Create urgency:** Only 30 days left to give tax-free in 2016
- **Create uniqueness:** Can I pay you for life?
- **Write benefit-oriented copy:** Tax-wise giving opportunities
- **Be ultra-specific:** Get \$1,450 every year for life
- **Keep it clear and concise:** Why you need a will
- **Use humor:** The perfect going-away gift
- **Use numbers:** 5 gifts that pay you back

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Delivery






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Delivery

1. Email bounces

Bounces can have a negative impact on your delivery rate




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Delivery

2. Content Filtering

Content, low opens, high bounce rate, etc., can put you in the spam box




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Delivery

3. Build a clean email list

Don't buy or rent email lists



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Delivery

4. Remove role accounts

Remove non-human responding emails such as abuse@; support@; info@, etc.




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Delivery

5. Send relevant and engaging email

Don't send email just to send email




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Delivery

6. Customize your From name & Use a real reply-to address

Use a "From" name that ensures donors know exactly who your email is coming from



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Pros & Cons

To email, or not to email... that is the question!



somecards
user's card



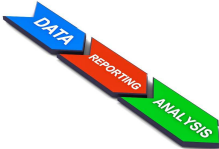
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Reasons for email

1. Tracking and reporting

Learn the behavior of your donors and make changes accordingly




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Reasons for email

2. Drive traffic

Don't be a resource center that no one ever sees




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Reasons for email

3. Quick & inexpensive

The time from idea to donor is incredibly short



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Reasons for email

4. Relationship building

It's always easier to reach out to a friend regarding a complicated subject than to a stranger



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Reasons for email

5. Custom & targeted

Targeted list pulls will give you a higher chance of conversion



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Reasons against email

1. Too many emails

It's too easy to overlook planned giving messages



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Reasons against email

2. Spam filters

Your email might die alone in the Junk Mail folder



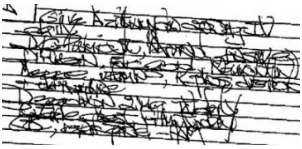
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Reasons against email

3. Unreadable view

Non-responsive emails may not be viewable




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Reasons against email

4. The content is not interesting

Stay relevant or be skimmed and/or quickly deleted



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Reasons against email

5. Inconsistent mailings

Disorganized mailings may reflect poorly on your organization




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CONCLUSION

Integrate your message consistently to your audience of donors


One of the best means of that messaging is via email



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Questions and answers



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Still have a question?

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