

INTRODUCTORY

THE POCKET GUIDE TO FIVE EMAILS YOUR NONPROFIT SHOULD BE SENDING.



A Quick Guide
to Five Types of
Effective Emails
Your Nonprofit
Should be Sending
to Your Database.

A publication of

HubSpot

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INTRODUCTORY THIS EBOOK

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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THE POCKET GUIDE TO FIVE EMAILS YOUR NONPROFIT SHOULD BE SENDING.

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CONTENTS.

- 06 INTRODUCTION
- 07 ABOUT YOUR ORGANIZATION
- 10 ABOUT YOUR FUNDRAISING
- 13 INTERNAL NEWSLETTERS
- 16 THANK YOU EMAILS
- 19 IMPORTANT DONORS & SPONSORS
- 22 CONCLUSION



Introduction.

With any nonprofit, it's extremely important to be able to communicate and convey the mission of your organization to those interested in supporting your cause. With limited resources and the nature of nonprofit organizations, you can't afford to bombard your contact lists with an assortment of untargeted emails. This not only overwhelms the contact, but can also leave an unpleasant impression associated with groups that constantly email contacts in an attempt to solicit donations.

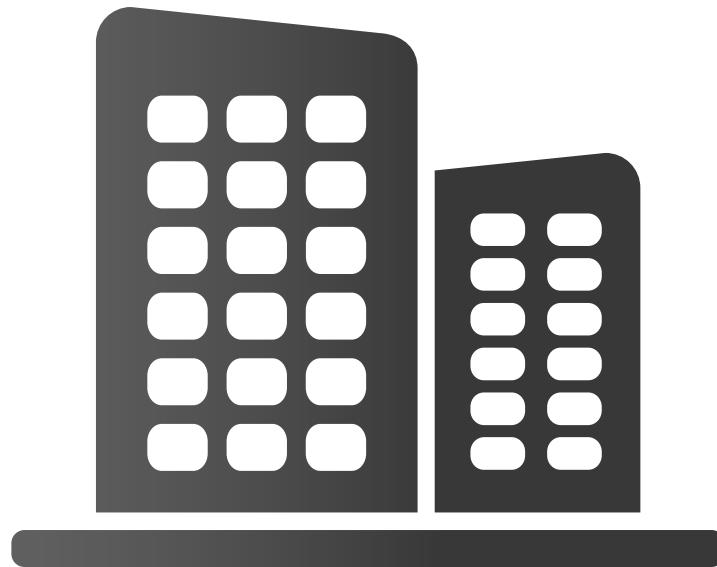
In order to execute an effective communication strategy between the organization and its donors, volunteers, partners, and sponsors, you must first determine how and when you communicate with each group of individuals. The key to a successful email campaign is to create different types of emails you should be sending to your database.

Nonprofits need to be a well-run machine made up of volunteers, sponsors, partners and donors. Your email campaigns should be focused around engaging those groups effectively. In this pocket guide, we'll cover five types of emails that you should create and send to your database. Each type of email serves a very specific purpose and targets a specific audience, which will help generate an effective communication strategy within and outside of your organization.

01

CHAPTER

ABOUT YOUR ORGANIZATION.



Emails About Your Organization.

The goal of this email is to act as an introduction to your new subscribers and contacts. The importance of this email lies in the fact that it is one of your first emails to new contacts and is an informational overview of your organization and its mission. People generally don't want to receive these often. They're often not as fun or engaging as your fundraising emails, but provide the unique opportunity to make a lasting first impression with new contacts while keeping your current supporters up-to-date with what you've been up to.

Many organizations choose to send weekly or monthly digests to keep their supporters or fan base current on events, goals, and future plans. And no matter how much supporters love your organization, it's still important for them to keep up to date of organizational changes.

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How To Segment This Email.

Supporters: You should focus on providing a general overview of your organization and its mission in the email to your supporters. This email should serve as a way to educate the public on your cause and provide ways for them to get involved.



Sponsors: Like the email to your supporters, this email should include a broad description of your organization and your mission. This email should include details on how businesses can contribute to your cause through sponsorship opportunities.

Partners: The email targeted at potential partners should include information about long-term sponsorship and collaborative opportunities that businesses and other nonprofits can learn more about.



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ABOUT YOUR FUNDRAISING EVENTS.



Emails About Your Fundraising Events.

This is always a fun email to create and send. It's exciting to announce upcoming events, galas, and fundraisers that can greatly benefit your cause. You'll use this email to describe and promote a particular fundraising event to your existing list of potential participants and sponsors. This should be a very focused email targeted at promoting only one event. The email itself should be designed to be brief but descriptive enough to convey the purpose and value of the fundraiser.

Consider making use of formatting techniques such as bulleted lists, which can help you clearly describe the event while avoiding long sentences that can turn off the reader. In addition, you should be using a large and attractive call-to-action with clear language that directs your viewers to a tickets/donations page in the next step of the process.

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How To Segment This Email.

Supporters: This email should include specific event details, ticket prices, and how to purchase those tickets. Make sure to include a call-to-action that will take your supporters to a landing page where they can purchase tickets and share that information with others.



Sponsors: Unlike the supporter email, this email should include specific information on how businesses can sponsor the event, purchase table space, and buy advertising space on event materials.

Partners: The partners email should be a much more detailed break down of the event, its logistics, and the overall fundraising goals of this event. Partners need to know more about purpose of the event itself in order to determine how they can help and what resources they can provide.



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INTERNAL UPDATES AND NEWSLETTERS.



Email Newsletters To Your Team.

Be sure not to neglect a very important audience within your organization: your volunteers and staff! Many nonprofits, especially larger ones, choose to send internal updates or newsletters to their volunteers and employees to keep them in the know about the latest information on the organization, whether it be new projects, volunteering opportunities, upcoming events, or job openings. Including fun topics, such as highlighting a volunteer of the month in each newsletter, keeps them interesting month after month.

The most important formatting tip for these types of emails is to arrange the information in a simple and helpful way. The content and images you include should be less about attracting your staff to read and more about creating a clear and informative communication within the organization.

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How To Segment This Email.



Team Members and Volunteers: This email should be sent in one version. Regardless of whether or not you're emailing a volunteer or an actual staff member within the organization, the goal is to update the organization as a whole and create a sense of camaraderie.

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04

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THANK YOU
EMAILS.



Thank You Emails.

With any nonprofit, there is a lot of gratitude to go around, especially for the wonderful donations, sponsorships, and volunteers that keep the organization running. It's important for you to set up an automatic thank you email for whenever a donor, sponsor, or volunteer fills out a form on one of your landing pages or makes a donation. These emails are designed to ensure that your organization can thank and show gratitude to the amazing people that take the time, effort, and money to involve themselves in your cause.

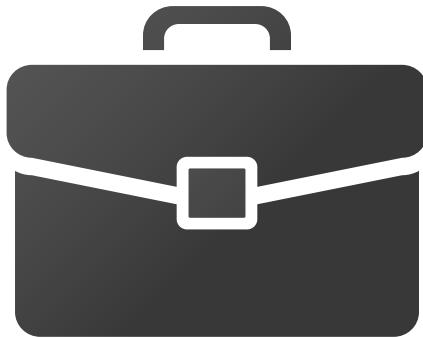
In these emails, simply thank the individual for their form submission and provide a short description of how their efforts will impact the organization. Don't overcomplicate the appearance of these emails. The reader isn't looking for additional information, but rather their contribution has been acknowledged and will positively impact your cause.

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How To Segment This Email.

Supporters: This variation will be sent to your supporters who have been generous enough to make a donation to your wonderful cause. Provide them with a simple “Thank You” message and some information how their donation will impact your organization.



Sponsors: This email should be set to thank business owners for signing up to sponsor your cause and events. Provide additional information about new sponsorship opportunities.

Volunteers: The goal of this email should be geared towards volunteers that sign up to help your organization and thank them for their commitment to your cause. Include information about upcoming events and fundraisers that could use some extra hands.



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IMPORTANT DONORS AND SPONSORS.



Emails To Your High Value Donors and Sponsors.

Every nonprofit has their list of dedicated sponsors and large gift donors. Because of this you may want to send a dedicated email to a certain group of people. For example, if you're hosting a charity gala, you might want to send a dedicated email just to high value sponsors and donors to alert them of any new event updates they should be aware of. Personalized one off emails to your five biggest donors is a great way to show your gratitude and continue to build that relationship.

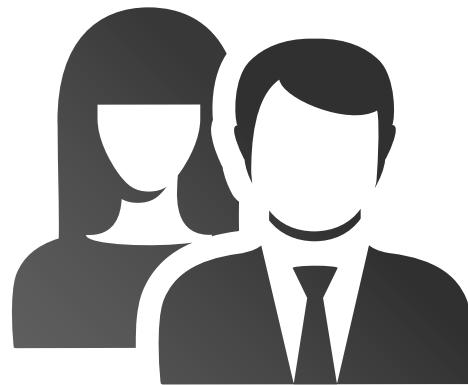
These emails are a great opportunity to target a highly involved and dedicated audience of your organization. These emails can promote new sponsorship opportunities, large donations, and encourage your list to promote your event or cause on your behalf.

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How To Segment This Email.

Supporters: This email should be sent to your high value donors with information about your overall fundraising goal and a call-to-action for donations. Provide incentives and exclusive opportunities to contribute.



Sponsors: The second variation would be targeted towards high profile sponsors with information about the most valuable opportunities to be involved in the process. Provide details on prime table set ups, promotional displays, and other opportunities for food vendors and beverages sponsorship.

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Conclusion.

With all the types of email communications and tools available to nonprofit marketers, it's easy to lose control and end up smothering your contacts list with unnecessary emails. This brings to light the importance of creating a variety of email types and segmenting your emails based on targeted lists. A highly productive and effective email marketing campaign consists of segmented communications that touch your constituents, sponsors, and partners with personalized emails that provide them with the right type of information at the right time.

LEARN HOW TO EASILY SEGMENT YOUR EMAILS WITH HUBSPOT.

Talk to a HubSpot specialist to learn how you can easily target your emails to the right people, at the right time. [Click here to contact a nonprofit marketing specialist today.](#)



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