
Stay in touch with supporters through email marketing!

Email marketing

Email marketing is a powerful way of sending rich targeted content directly to your supporters. It allows you to deliver personalised, motivational messages encouraging supporters to respond either by donating online, volunteering for an event or spreading the word about your cause. You can send one off emails thanking your supporter for their donation or triggered emails introducing your supporter to your organisation with follow up emails keeping them informed and up to date.

Before you begin an email campaign think about...

- What you want to say
- Who you want to say it to
- When you want to say it
- How you want to say it
- Over what period of time

To ensure consistency make sure your email marketing strategy is integrated with all other online and offline marketing communications.

12 reasons to use email marketing

Email marketing:

- Is low cost and involves less preparation time than traditional direct mail marketing
- Allows you to deliver rich content such as website, video and audio links to keep supporters engaged
- Allows you to send test emails to make sure links are working and the correct use of colour, graphics and headings are used
- Is sent in real time so you can act quickly in times of urgency
- Allows for personalisation ensuring a relationship is built over time with your supporter
- Can include links to social media platforms such as Facebook, Twitter and LinkedIn to ensure a unified message is communicated
- Allows you to segment your supporters in to groups with similar characteristics so you can send highly targeted emails
- Allows for more frequent communication with supporters; no more than once a week is recommended
- Allows you to share information with supporters and encourage them to share on their social media pages and forward to their friends
- Allows you to track the level of supporter engagement by monitoring the number of emails that were opened, the number of click throughs to your website and the number of emails that bounced
- Is paperless and therefore more environmentally friendly
- Enables you to keep your database clean by providing an opt in or unsubscribe tick box for supporters

Ensure supporters get the right kind of emails

- E-newsletters deliver high quality, engaging content sent regularly to supporters. Content includes latest news and stories using eye catching headlines
- E-blasts are similar to e-newsletters but concentrate only on one topic
- E-letters are personalised letters sent by a senior member of staff from your organisation and is accompanied by a digital signature
- E-card is a highly visual, low copy email with a single focus

To find out more about email marketing please visit the following email houses where you can send up to 500 emails a month free of charge using a variety of email templates:

www.charityemail.co.uk

www.mailchimp.com

To find out how email marketing can form part of your online marketing strategy please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.