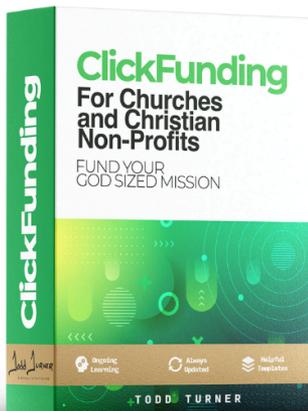




CLICKFUNDING

# Email Campaign Guide

*Build your list.  
Keep the conversation going.*



# Must Haves

## Ensure that...



- IF SOMEONE DID NOT OPEN OR EVEN READ EVERY WORD, YOUR EMAIL/SUBJECT LINE/SENDER SAID "SOMETHING." EVEN IF AN EMAIL ISN'T CLICKED IT STILL BRANDED. REMEMBER THE SCANNER AND THEIR TAKE-A-WAY.

- BE CONSISTENT. TURN "WHEN WE GET TO IT" INTO "EVERY THURSDAY" OR "THE 3RD TUESDAY OF EVERY MONTH." THERE IS ALWAYS SOMETHING TO SAY.

- MAKE SURE THAT YOUR EMAIL DOESN'T GET IN THE JUNK/SPAM FOLDER ON GMAIL. RESEARCH THE TACTICS TO ENSURE YOUR MINISTRY'S EMAILS ARE NOT BEING FLAGGED.

# Must NOTs

## Eliminate...



- DON'T MAKE THE TEMPLATE YOUR MASTER. SOMETIMES WE WORK HARD TO CREATE A LOOK, BUT CERTAIN CAMPAIGNS REQUIRE TO BREAK THE MOLD. KEEP CONSISTENT TO BRAND BUT DON'T BE A SLAVE TO THE TEMPLATE.

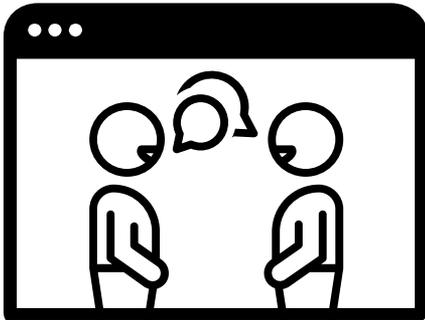
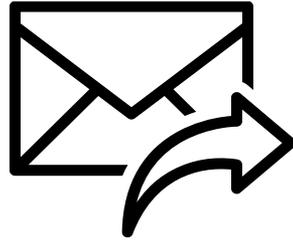
- SAY NO TO THE "NEWSLETTER." NO ONE LIKES NEWSLETTERS. CHANGE THE NAME AND BE 100% SURE TO CHANGE YOUR NEWS FROM UPDATES ON PEOPLE AND BUILDINGS AND AWARDS... AND MAKE IT ABOUT "THE MISSION."

- DON'T TALK ABOUT YOUR MINISTRY, TALK ABOUT THE DONOR AND THEIR MISSION. YOU ARE A CONDUIT FOR THEM.

# Helpful Tips

### Replies Matter

No matter how big your house file, make sure if a reader hits "reply" it never bounces and someone will read the reply. Always, without exception.



### Conversations

Write copy like you are having a conversation. We are not IBM or Microsoft. We are joining in kingdom work together with our donors.

### Limit Templates

Although having a consistent look per campaign is important, a powerful image may break the mold. Let it. A powerful quote or photo may need to change the look up from time-to-time.



# More Tips

### People send emails

Real people send emails. Real people read emails. Don't forget to be human and know a human is on the other end. Sometimes we take the tone of an entity or organization vs being "real."



### Build Trust

if you are not wasting time throwing information in the wind and making noise, your readers will trust that their time is valued and will engage more and more. Offer value in your communications.

### Mobile

Make 100% sure your emails read well for the cell phone user. Stats say this is where they will read and react anyway. Is your image powerful on a PC but too detailed for the cell? Change it out.



# The Look

### Branding

Once a year, I print out all the email campaigns and lay them on a table. Look for consistencies and odd-moments. My goal... I want the reader to know an email is from "our organization" even if they couldn't see the sender's name.

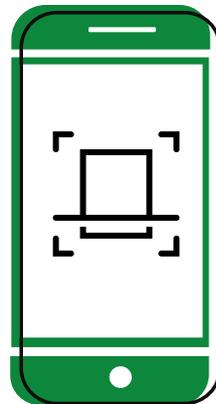


### Images

A picture is worth a thousand words or even donors. If you do not have a "money shot" for your organization, get one. then USE IT.

### The Scanner

People are busy. So are you. So am I. Build emails to work with a simple scan. Can someone get the gist in 2 seconds? If not, use images, bold, underline, bullet points to get information across.



# Your Audience

## Give the hero an antagonist

The donor needs something to fight for but sometimes that needs to be explored as "something to fight against." Do you know both for your donors? "Feed a Child" and "Stop Hunger." "Teach the Bible" vs "Stop Biblical Illiteracy."

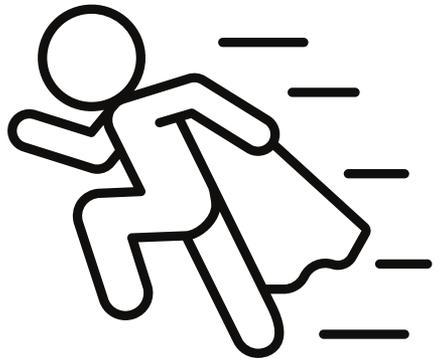


## The hero doesn't win?

What will life look like if the donor does nothing? Sometimes we must help the potential donor explore a life without them being the hero. What would that look like for your organization?

## A hero needs action

What do you want the hero to do? Not "We need money to do X." What do you them to do to accomplish what? Give a clear path to being the hero and accomplishing much.



# Don't Forget



## Successful Campaign Emails

- ✓ Come from one single person
- ✓ Are written like a personal letter
- ✓ Look like a personal email (plain text, no formatting)
- ✓ Sounds and maybe even looks like a personal email
- ✓ Have a clear offer (a problem that is easy to solve, easy to understand, makes \$ sense for the donor, and requires immediate action)
- ✓ Have a clear & simple call to action
- ✓ Follows a proven framework
- ✓ Don't always have a story, but always follow story structure
- ✓ Point the donor to a campaign landing page that matches the offer, not necessarily a general donation page