



Getting Started with Email

First things first...

Why use email verses direct mailings?

- It is 1/4th the cost of direct mail
- Response rate is 3 times greater
- Can easily track who is reading, clicking, attending, or visiting
- Readers can easily pass it on to friends
- Save paper, trees, and the environment
- With the internet going mobile; you can reach your audience 24/7

Get on the same page...

Landing Pages:

Before having email, you must have a website to direct your readers to. A landing page is the Web page readers are directed to when they click on links in your email. The landing page should have the same look and feel as the email you sent out or as the item they are clicking on.

Choosing an email provider:

Of the many email providers out there some of the more popular ones include Listrak, iContact, and ConstantContact. Deciding involves reviewing each one to determine which best fits your org's needs.

Keeping up with Best Practices...

CAN SPAM Act of 2003:

This law, regulated by the FTC, is in place to keep SPAM from filling email inboxes and passing viruses to recipients. Some of the requirements to abide by as a part of this law are:

- No false or misleading "From" and "To" headers: Must list email and domain name of sender
- No deceptive subject lines
- Opt-out option must be included in all emails and honored within 10 days of request

Ways to build your email distribution list:

- Inform current patrons and volunteers about how they can sign up for your email
- Place links for email opt-in on all website pages, social networking sites, and blogs
- Place forms at events and at your office building
- Give an incentive to anyone who signs up such as white papers, entry into a prize drawing, a discount, a gift, special status, or a coupon
- Include the "Forward to a Friend" link in all emails

Ways to keep recipients opening, clicking, and reading:

- Have interesting, strong subject lines to get them to open the email
- Personalize your greetings by using their name
- Have new, interesting, valuable content; repeated subject matter is boring and deleted
- Test all links & images on different email servers & computer screen sizes before sending
- Look at the plain text (non-HTML) view of the email to make sure it is still readable
- Ask for feedback and respond immediately to any received from subscribers

Look to others for example...

Nonprofits that saw benefit from using email:

- NY Transit Museum: www.patrontech.com/pmclients/amm_1107.htm#articles_1
- Women Employed: www.constantcontact.com/customer-examples/case-studies/women-employed.jsp

For more information or help regarding email contact: RHowe@TheNonProfitPartnership.org