TIP SHEET

5 Email Marketing Best Practices that Take Your Organization to the Top of the Inbox

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With the decline of in-person events and meetings, digital communication is more important than ever. As you strategize how to steward donors digitally, you have to consider everything from delivery (1 in 5 nonprofit email messages are never received because they are sent to the recipient's spam folder) to your timing (attention is strongest within 72 hours of the first interaction). We recommend you adopt these five best practices.

1 ## Manage your list.
Keeping your email out of the spam folder is valuable. Every 1% improvement in inbox placement for a 100,000-record housefile could yield $28,000! But, if it was easy to master email deliverability, everyone would be doing it well. The best place to start is with a clean housefile and a technology partner that will handle the hard stuff.

Blackbaud invests in people, technology, and partnerships to ensure that our email infrastructure enables the highest levels of inbox placement for our customers. Plus, automated data hygiene ensures your email file data is up to date to maximize results on every email you send.

2 ## Know your audience.
Understanding who is in your database and how they think can be a game changer. Are you segmenting your list based on wealth (sending one message to potential major donors and another to potential annual donors)? Do all major donors have the same motivation? Instead of segmenting by wealth, what about segmenting by the type of message a donor is most likely to respond to?

Utilize Blackbaud's cluster segmentation to get a better understanding of donor motivation. By speaking directly to each different personality, your appeals will yield better results.

3   Personalize communications.

Personalization is no longer just adding a recipient's first name or even nickname. It is learning their interests, mapping their journey, and using triggered next steps. Use a welcome series to start your relationship on a strong foot and quickly identify areas of interest. A well-thought out series of emails offers insight with each open and click. For example, when a new supporter opens an email about volunteer opportunities but does not open a message about an upcoming virtual walk, you know to email them volunteer information that they are more likely to open.

Blackbaud's predictive analytics and trigged next steps make it easy to set-up a welcome series and customized online donation pages. You can even include customized ask arrays and pre-filled donor information.

4   Use automation.

Personalization is made easier by automation. And automation can really help your bottom-line. Digital wallets and payment processing are standard for other purchases, why not donations? And with the rise of subscription-based services like Netflix, people are used to having payments automatically deducted monthly. By offering this as an option on your online donation form, you can turn a $200 annual donor into a $25/mo. donor, increasing the total donation to $300.

Blackbaud can identify the donors most likely to become a sustainer (monthly online donor), implement the sustaining option on your donation forms, and process digital wallet payments.

5   Measure and adjust.

Savvy marketers know the key to successful marketing is to establish goals, test strategies against those goals, and carry that learning into the next campaign. Determine if your email is spammy, make sure you view and test your email in different browsers, and always conduct A/B testing to find out which subject line or topic nets more clicks and even donations.

Learn how to make the most of your digital communications using Blackbaud solutions.

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