

# IT'S YOUR CONFERENCE

## FIA CONFERENCE 2022

YOUR PASSION ◦ YOUR PEOPLE ◦ YOUR PLACE



# HOW TO SUPERCHARGE YOUR EMAIL APPEALS

FUNDRAISING HOW TO...

LACHLAN DALE, KATIE FARINA & UMESH PARAMASIVAM

DONOR REPUBLIC + FOODBANK NSW & ACT

SPONSORED BY

**RobeJohn**



# INTRODUCTION



**Lachlan Dale**  
**Digital Strategy Director**  
**Donor Republic**



**Umesh Paramasivam**  
**Individual Giving Manager**  
**Foodbank NSW & ACT**



**Katie Farina**  
**Senior Account Manager**  
**Donor Republic**

# OVERVIEW

Today our goal is to help you understand best-practice for your fundraising emails at three levels:

## 1. Tactical & Technological

- Design & copy for emails
- PURLs and personalization

## 2. Strategic

- Foodbank strategy case study

## 3. Eco-systemic

- Digital acquisition
- Donor onboarding and engagement

# How to Supercharge Your Email Appeals

## TACTICS

# FUNDRAISING PROPOSITIONS

## Problem / Solution / Action framework

### **Problem**

Explain the problem you are seeking to address.

### **Solution**

How can that problem be solved

### **Ask / action**

Make a compelling ask (with the donor at the centre)

# FUNDRAISING PROPOSITIONS

## Problem

Millions of Afghans are at risk of starvation as the economy collapses under the Taliban.

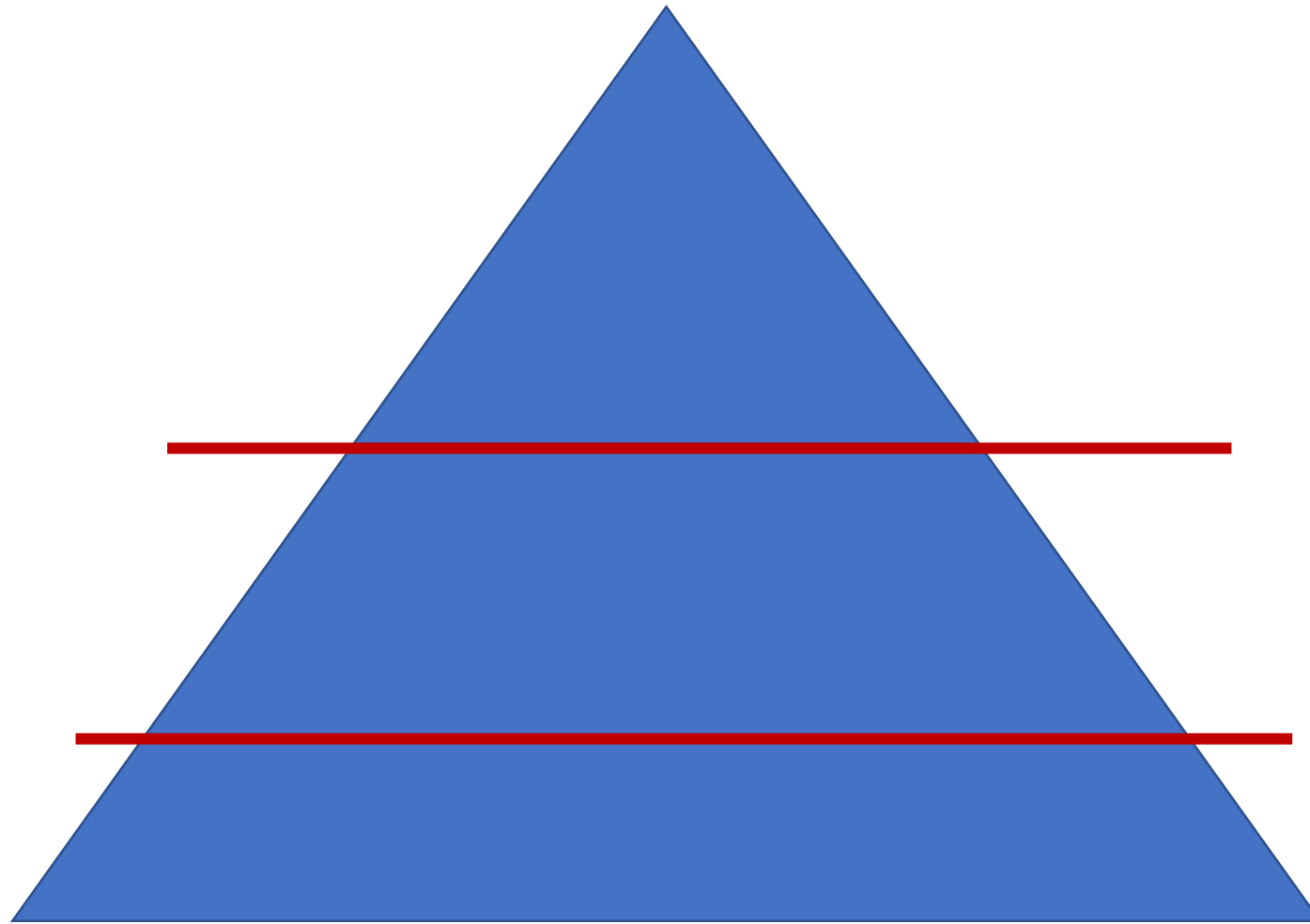
## Solution

We urgently need to send food to save lives.

## Ask / action

Can you donate \$100 to send an emergency food parcel to Afghanistan?

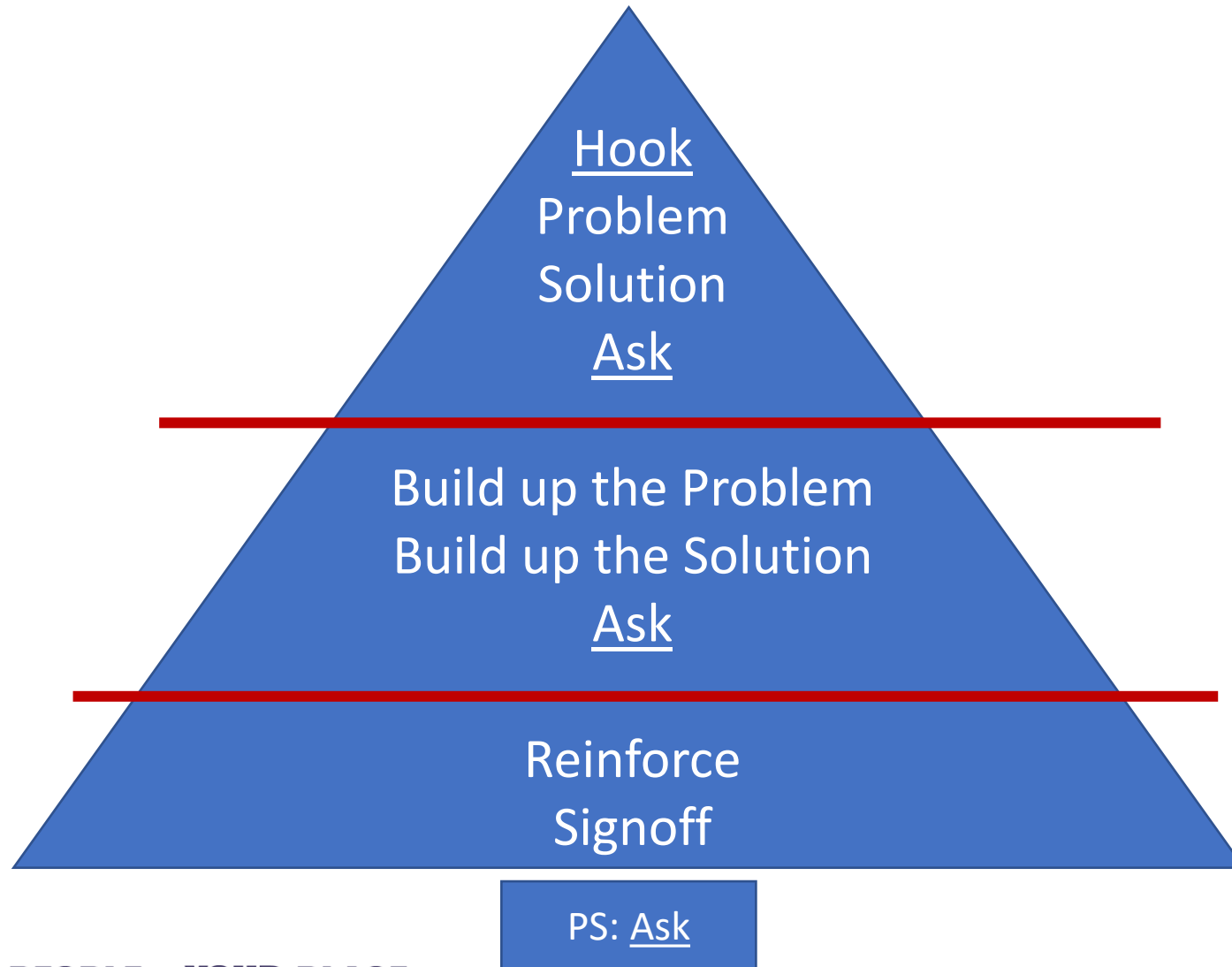
# STRUCTURING YOUR EMAIL



YOUR **PASSION** ◦ YOUR **PEOPLE** ◦ YOUR **PLACE**



# STRUCTURING YOUR EMAIL



# EMAIL COPY – PRINCIPLES

- Both the **need** and the **ask** need to be prominent.
- But we want our supporters to **feel empowered** about what they can achieve together.
- Every email needs a **clear, singular purpose** (an ask). Don't mix multiple subjects and asks in a single email..
- Remember that **people don't read your emails – they scan them**, and very quickly at that.
  - And most of them will be reading on their **mobile** devices.

Our key focus should be **clarity**.

# MAKING EMAILS SCAN-ABLE

We needed a Federal ICAC yesterday



NGO work/Emails and campaigns x



Ed – GetUp! <info@getup.org.au> [Unsubscribe](#)

Fri, Dec 6, 2019, 10:32 AM



to me ▾

Lachlan,

**Angus Taylor is under criminal investigation for using altered documents to attack and falsely shame a political opponent – Lord Mayor Clover Moore.<sup>1</sup>**

Rather than distancing himself, Scott Morrison inappropriately called the NSW Police Commissioner (an old friend of his) while Attorney General Christian Porter was in the room.<sup>2</sup>

**It's scandal on top of scandal – but for the Coalition, it's just another day at the office.** They aren't breaking a sweat because they *know* that even if they cross the line, they won't face consequences. Without a federal corruption watchdog with teeth – *pollies get to police themselves.*

**But we've got a chance to change that.** In September, Senator Larissa Waters passed a genuine, substantive, corruption watchdog bill through the upper house, with support from the ALP and the crossbench.<sup>3</sup>

If we back the Senate with a massive public petition, we can put the government in a bind: **they can support a real bipartisan corruption watchdog, or look like they've got something to hide.**

[!\[\]\(28f72b996fc97883dfd9d4e8b1b16b4e\_img.jpg\) Sign here to force the government to create a genuine corruption watchdog! It's time to hold politicians accountable!](#)

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Problem

We needed a Federal ICAC yesterday > NGO work/Emails and campaigns x



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Fri, Dec 6, 2019, 10:32 AM



to me ▾

Lachlan,

Problem

**Angus Taylor is under criminal investigation for using altered documents to attack and falsely shame a political opponent – Lord Mayor Clover Moore.<sup>1</sup>**

**It's scandal on top of scandal – but for the Coalition, it's just another day at the office.**

Empower

**But we've got a chance to change that.**

Solution

If we back the Senate with a massive public petition, we can put the government in a bind: **they can support a real bipartisan corruption watchdog, or look like they've got something to hide.**

Action

[Sign here to force the government to create a genuine corruption watchdog! It's time to hold politicians accountable!](#)

# MAKING EMAILS SCAN-ABLE

! Lebanon: state of emergency > NGO work/Emails and campaigns x



Medecins Sans Frontieres <msfaustralia@msf.org.au>

Tue, Aug 10, 2021, 2:36 PM



Dear Lachlan,

Lebanon has been in a **state of emergency** for the past two years, grappling with economic crisis, political instability and rising inflation, and hit hard by the COVID-19 pandemic. These issues were compounded by the devastating explosion which rocked the capital, Beirut, on 4 August 2020.

**One year after the blast, the overlapping crises in the country have exacerbated people's vulnerability and pushed half of the population into extreme poverty.**

The economic crisis has further deteriorated, and **people are struggling to access essential health services**. A visit to the doctor has become a luxury for many people due to the high cost of private healthcare. Shortages of medicines are an enormous challenge. **Even the most basic drugs, like paracetamol, are hard to come by**. With prices up to five times what they **people are forced to decide whether to spend their money on food or medicine**.

Lachlan, like you, we believe everyone should have access to medical care, no matter where they are. Our teams continue to do all they can to provide medical and psychological support free of charge to people affected by crisis in Lebanon and around the world. **This work is only possible thanks to the generosity and compassion of our supporters.**

**[Will you chip in today to support our medical work? Even the smallest donation can make a difference.](#)**

# MAKING EMAILS SCAN-ABLE

! Lebanon: state of emergency

Problem

mpaigns x



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Tue, Aug 10, 2021, 2:36 PM



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Problem

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Empower

This work is only possible thanks to the generosity and compassion of our supporters.

Action

**Will you chip in today to support our medical work? Even the smallest donation can make a difference.**

# MAKING EMAILS SCAN-ABLE

## Tactics:

- Tapping into breaking news
- Tying the incident into a wider problem
- Using images to clearly represent the problem

Another sacred site damaged

NGO work/Emails and campaigns x

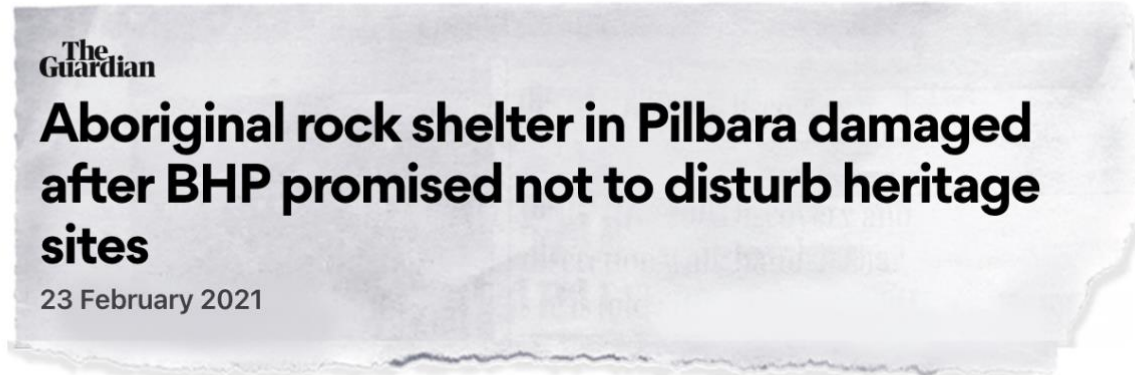


Larissa - GetUp! <info@getup.org.au> [Unsubscribe](#)  
to me ▾

Mon, Mar 1, 2021, 11:32 AM



**GetUp!**



Lachlan,

**Mining giant BHP have recklessly harmed a Banjima sacred site in the Pilbara, Western Australia.<sup>1</sup>**

After the destruction of the Juukan Gorge caves, BHP issued empty promises that they wouldn't harm 40 sacred sites under threat.







# SUBJECT LINES

## Approaches:

- Provide a hook
- Clear about content
- Flag the problem
- Flag the solution

Should be short and sweet.





Your Greens Team 2	Lachlan it's all a massive lie. - Dear Lachlan It's on. The fight for our future post...
Renaire - GetUp!	No one should be left behind right now - Lachlan, Time is running out for peopl...
The Saturday Paper	A note on this morning's COVID-19 email - A note on this morning's COVID-19 e...
The Saturday Paper	 URGENT: COVID-19 Emergency Response -  URGENT: COVID-19 Emergen...
<b>Medecins Sans Front.</b>	 <b>URGENT: COVID-19 Emergency Response</b> - You can help us fight the COVI...
Medecins Sans Front.	 COVID-19: What you need to know - COVID-19 is a new viral disease that aff...
Naz - Colour Code p.	Acts of kindness - Lachlan, Regardless of our cultural backgrounds, the bonds ...
Ed – GetUp!	URGENT: Help stop COVID-19 evictions - Lachlan, The State Premiers are meeti...
CoreLogic Property .	The RBA special announcement analysed - The Reserve Bank has announced a...
Medecins Sans Front.	Welcome Lachlan - View Email Online Welcome Dear Lachlan, I would like to ta...
<b>Medecins Sans Front. 2</b>	<b>Inbox</b> <b>Lachlan, a message on COVID-19</b> - Learn more about our response to C...
Medecins Sans Front. 3	No woman should die from cervical cancer in 2020 - More than 300000 women...
The Women of IWDA	Today is a day for ALL of us - Together, we're powerful ...
UNICEF Australia	You did it! - As a UNICEF Global Parent you are saving children's lives day by da...
Peter Walton	Shocking violence in Syria - Please save lives now, Lachlan View this email in y...
Medecins Sans Front. 2	Our Response to COVID-19 Coronavirus Outbreak - As the novel coronavirus C...
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- Flag the problem
- Flag the solution

Should be short and sweet.

UNICEF Australia	Lachlan, thank you so much! - Welcome and a big thanks to you. Our journey st...
Alix - GetUp!	Firefighters vs Murdoch - Dear Lachlan, Firefighters are fighting the blazes whil...
World Animal Protec.	Lachlan, here's a quick snapshot of how you're helping animals - One of the big...
Liz, ActionAid Aust.	Great to have you back! - Hi Lachlan, We are so excited to have you back on bo...
Liz, ActionAid Aust.	We miss you! - Here at ActionAid Australia we haven't heard from you in a while...
UNICEF	Receipts/Tax FY 19/20 Thank you, Lachlan! - Thank you for becoming a UNICEF ...
Medecins Sans Front.	The Medevac Bill has been repealed by the Australian Senate - Having trouble v...
Rose, Charter of Ri.	Australia's democracy rating downgraded - This is a stark reminder about why ...
Ed - GetUp!	We needed a Federal ICAC yesterday - Lachlan, Angus Taylor is under criminal i...
Medecins Sans Front.	Two mass casualty events within a week - Continued conflict in northwestern S...
Shen - GetUp!	The pressure is working - Lachlan, The vote to repeal Medevac should have ha...
Sam at Greenpeace A.	This is not our usual email ❤️ - Lachlan, I've never written an email like this bef...
John Hickey, CEO, B.	FW: EMERGENCY: your urgent help is needed in Syria. - Lachlan, innocent famil...
<b>Richard Di Natale</b>	<b>NSW &amp; QLD fires: here's what you can do</b> - Help those in need View in browser ...
Paul - GetUp!	This isn't Morrison's democracy, it's yours. - Lachlan, As bushfires rage across t...
Sarah Rogan, Oxfam .	It's Noni B Group's turn to pay a living wage - Together we can make Noni B Gro...
<b>Amanda McKenzie - C.</b>	<b>11 reasons to celebrate</b> - Lachlan, This is a huge win for community action! Ba...

# EMAIL COPY – TIPS

- **One email = one focus.** Don't mix in different actions and asks.
- **Lead with a hook.**
- Clarity: The **need** and the **ask** need to be clear, and prominent.
  - Why do you need my money? What happens if you don't get it?
- Enhance **readability**:
  - Keep your paragraphs short and sweet.
- **Subject lines** should be hooks, depict need, or give a solution.
- Read your test emails on your **mobile**.

# EMAIL DESIGN - TIPS

- **Minimal design elements** –
  - Unless the image is going to enhance some part of your proposition (EG: by very clearly communicating a problem)
- Use both **buttons** and **text links** for your asks
- Ensure your emails are **scannable**, using bolded text and links.
- **Readability and clarity above all**  
(definitely above brand-heavy design)
- Ensure font size is easy to read on mobile.
- Read email tests on your mobile device

# EMAIL DESIGN – CASE STUDY: Vinnies QLD

During our 2021 Christmas Appeal, we tested two email designs, to see whether adding additional design elements improves click-through rate.

The additional elements in Journey B were:

1. Separate brand logo and donate button in the header
2. Direct Mail style Johnston Boxes
3. Pull quote images
4. An additional footer donate banner



Dear --First Name=Friend--,

This time last year, 63-year-old Peter had been homeless for about two months.

*"I'd been in a really bad place and was having a rough time."*

Unable to afford a place to stay, Peter found himself sleeping in parks and on the beach.

*"Some places I slept were dangerous. There wasn't really anywhere to go during the day. Having nowhere to have a shower was difficult, too."*

Right now, there are 14,700 of the most desperate and disadvantaged people in Queensland in urgent need of housing and on the brink of homelessness. And even more staggering, there are another 21,000 people sleeping in tents, beaches or park benches tonight.

[{% if person.firstname %}{ person.firstname }, w{% else %}W{% endif %}ill you help people like Peter find food, shelter and kindness this Christmas with your gift<V01 of ask1>?](#)



Donate now



Dear --First Name=Friend--,

This time last year, 63-year-old Peter had been homeless for about two months.

*"I'd been in a really bad place and was having a rough time."*

Unable to afford a place to stay, Peter found himself sleeping in parks and on the beach.

A pull quote image showing a piece of brown cardboard with the text: "Some places I slept were dangerous. There wasn't really anywhere to go during the day. Having nowhere to have a shower was difficult, too." The image is framed with a red border.

*"Some places I slept were dangerous. There wasn't really anywhere to go during the day. Having nowhere to have a shower was difficult, too."*

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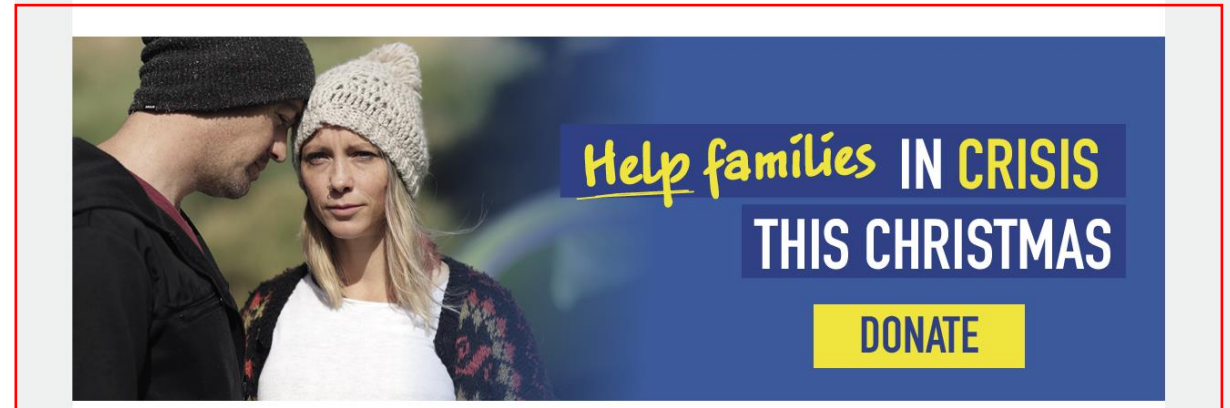
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PS: Since I first met him, Brett has now been able to find work. And, even more good news – Brett and Sarah are expecting another child this month!

PPS: It's only through the kindness of people like you that Brett and Sarah could stay in their home for the birth of the new baby. It would be awful to think of what would happen if they lost their home! They could've ended up living in a tent like another pregnant lady we helped recently – Heidi.

PPPS: Several of our volunteer members are on 24 hour “baby watch” to help mind the children when the new baby arrives! It will be the most beautiful Christmas gift of all!



# THE RESULTS?

Journey Version	Delivered	Opens	Clicks	Click-to-open rate	Click-to-send rate	Revenue	Av gift
Journey A (less design)	21,214	7,061	282				
Journey B (more design)	20,391	6,945	247				



# A SLIGHT TIP TO LESS DESIGN



Journey Version	Delivered	Opens	Clicks	Click-to-open rate	Click-to-send rate	Revenue	Av gift
Journey A (less design)	21,214	7,061	282	3.99%	1.33%	+15.2%	+47.6%
Journey B (more design)	20,391	6,945	247	3.56%	1.21%	-	-

- **Journey A – with its reduced design and brand elements – generated a higher click-through rate (+12.1% higher).**
- However, these results are not statistically significant, and so are not definitive. But this aligns with large scale tests I’ve seen where reduction of ambient brand elements increases click through rate.

# SO WHAT ARE PURLS, EXACTLY?

At its most basic, PURLs are just personalized URLs that increase personalization, and help conversion rates by pre-filling information.

The theory is:

- More meaningful personalization +
- Lower friction
- = High conversion rates

**Lachlan, will you fight for the future of our rainforests?**

Rainforests are responsible for mopping up a huge amount of our carbon emissions, but they're being destroyed faster than ever. Donate today to help us buy back rainforest and protect our precious carbon sinks for generations to come.

### Donate today

Most people are giving \$75 - please give what you can.

1 2

**Amount**  
\$

**First Name**  
Lachlan

**Last Name**  
Dale

**Email**  
totallynotmyemail@gmail.com

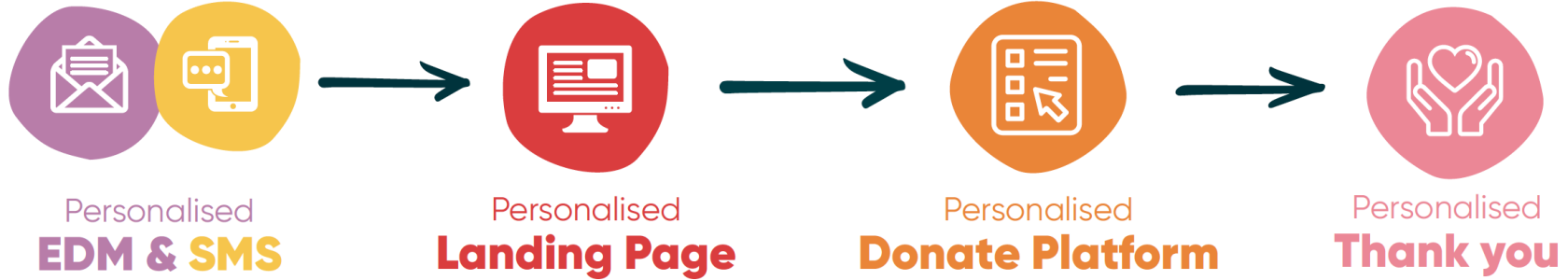
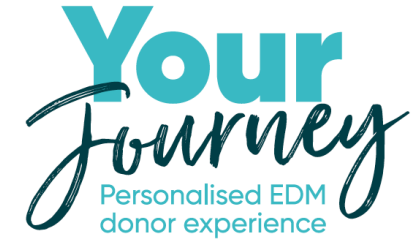
**Your Message**

Keep my donation anonymous

**NEXT >**

**\$0 raised** **\$1 goal**

# OUR APPROACH



# OUR APPROACH

James, there's still time to support families at breaking point

Dennis Innes <qld.donations@svdpqld.org.au>

Fri 18/12/2020 11:09 AM

To: James Watkins <watjam@hotmail.com>



*"Losing my job was gut wrenching. I don't know how we're going to live like this."* - David, father of three



[DONATE TODAY](#)

Dear James,

With just over a week until Christmas, I sincerely hope that you and your family are safe, healthy and excited for the holiday season.

Personally, I am counting down the days until I'll get to see my grandchildren open a few presents, and enjoy a nice meal with my loved ones.

Unfortunately, for many families like David's, this Christmas will be spent counting very different things.

Counting the days until the food in their fridge and pantry is gone, the weeks until they have to pay an electricity bill, the seemingly endless months until they'll be able to find a job again.

Your gift of \$50 will help put food on the table for a family like David's and help pay for essential costs like utility bills and rent ensuring these families keep a roof over their heads.

## What your generosity can provide



Food hampers and supermarket vouchers take immediate pressure off hungry families.



Help with bills for essential services like electricity, gas, water and phone means families can keep their head above water.



Rent support helps overcome the risk of missing payments and people being evicted from their homes.

Please send your gift by 24th December so Donna's team can assist families facing poverty this Christmas.

Your donation will be the precious gift of a Christmas filled with relief.

Thank you

**Dennis Innes**  
State President  
St Vincent de Paul Society Qld



PS: James, I am deeply worried about the surge in families approaching Vinnies for desperate help. Donna knows that she will be seeing more and more people like David and she won't be able to reach them without your help. Your donation of \$50 will put food on their table this Christmas and stop your fellow Australians from reaching breaking point.

# JAMES, WILL YOU BRING A FAMILY BACK FROM BREAKING POINT THIS CHRISTMAS?



*"I was panicking when I lost my job. I was thinking, how do I feed my children?" – David, father of 3.*

Hunger. Desperation. Poverty. James, this will be a Christmas like no other for thousands of Australians.

The year 2020 will go down in history as one of extraordinary hardship, of loss and the sense of fear that follows the upheaval of society.

In the period leading up to Christmas Day, millions of Aussie families will be experiencing more and more pressure. Many will reach breaking point.

James, with your help, we can turn a year of hardship into time of happiness for an Australian family in need. Your committed donation of \$50 will provide food and financial relief to mums, dads and their children experiencing poverty.

Please make it a Christmas like no other for all the right reasons.

I WANT TO HELP

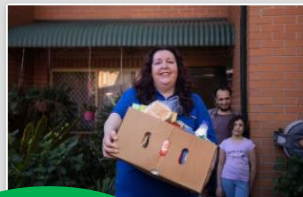
1

2

## I WANT TO HELP

Amount	\$ 50
First Name	James *
Last Name	Watkins *
Email	watjam@hotmail.com *
Mobile	

NEXT >



\$50 can provide food hampers to families, taking away the stress of how they will feed their children this week and the next.



\$75 can supply medicine for vulnerable people, so no one misses out on vital treatment which could have life-long consequences.



\$100 can pay for essential household expenses today, so the rent, mortgage and bills don't accrue to an insurmountable debt later.



# JAMES, WILL YOU BRING A FAMILY BACK FROM BREAKING POINT THIS CHRISTMAS?



1

2

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I WANT TO HELP

## JAMES, THANK YOU SO MUCH FOR YOUR KIND GIFT.

Your generous donation will help to prevent many Australian families from spiralling into a long-term poverty cycle, and will help us enact a long-term plan that will keep more and more families out of hardship.

Your tax receipt will be emailed to you shortly.



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# CASE STUDY: HUTT ST

## PURLs vs No PURLs / Personalisation

Version	Sent	Opens	Click to open rate	Conversion Rate	Revenue
PURLs	5168				
No PURLs	5183				

What difference did it make?

Andrew, you can be the difference for people like Phil



Chris Burns, Hutt St Centre <hello@huttstcentre.org.au>

To: Andrew Sabatino



COVID-19 is making life on the streets terrifying.



[DONATE NOW](#)

*Thousands of South Australians are feeling unsafe without basics like food, medicine and shelter.*

*Your support is urgently needed to create security and warmth in these uncertain times.*

Dear Andrew,

It's been an anxious time, with worry and fear felt right across our community. As we face this unprecedented health crisis, I know it's been difficult for many.

I sincerely hope you and your loved ones are safe and well. For the first time, as a service, we've felt vulnerable, too.

The need in our community has never been greater, and our services are under incredible pressure – but we can't give up on people like Phil\*, and I hope you won't either.

# CASE STUDY: HUTT ST

## PURLs vs No PURLs / Personalisation

Version	Sent	Opens	Click to open rate	Conversion Rate	Revenue
PURLs	5168	1,596	8.9%	58%	+162%
No PURLs	5183	1,761	8.1%	20%	

- Slight increase in click through rate (+9.9%)
- Huge increase in LP conversion rate (+190%)

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# How to Supercharge Your Email Appeals

## STRATEGY

# CASE STUDY: **FOODBANK NSW & ACT**

Foodbank is Australia's largest and most trusted food relief charity, feeding hope to hungry Aussies across NSW and the ACT.

Last year, Foodbank sourced the equivalent of 86.7 million meals for our 2,950 charity partners, providing food relief to more than a million people each month.

Foodbank not only plays a lead role in fighting hunger, but also a vitally important role in tackling Australia's \$36.6 billion food waste problem and helping the environment. Our food and grocery rescue operations last year saved 92.7 million kilograms of CO<sub>2</sub> emissions.



**FIGHTING HUNGER  
IN AUSTRALIA**

# THE FOOD CRISIS IN AUSTRALIA



**ONE IN SIX  
ADULTS**

in Australia haven't had enough to  
eat in the last year



**1.2 MILLION  
CHILDREN**

have gone hungry in the last year



**ONE IN THREE  
PEOPLE**

struggling to meet their food needs  
are new to the situation

# FOODBANK'S EMAIL STRATEGY

## Appeal Emails

4 appeals per year  
2-3 emails per wave

## Emergency Comms

Update supporters on  
emerging situations

## Thank You Comms

Reporting back on the  
impact of their generosity

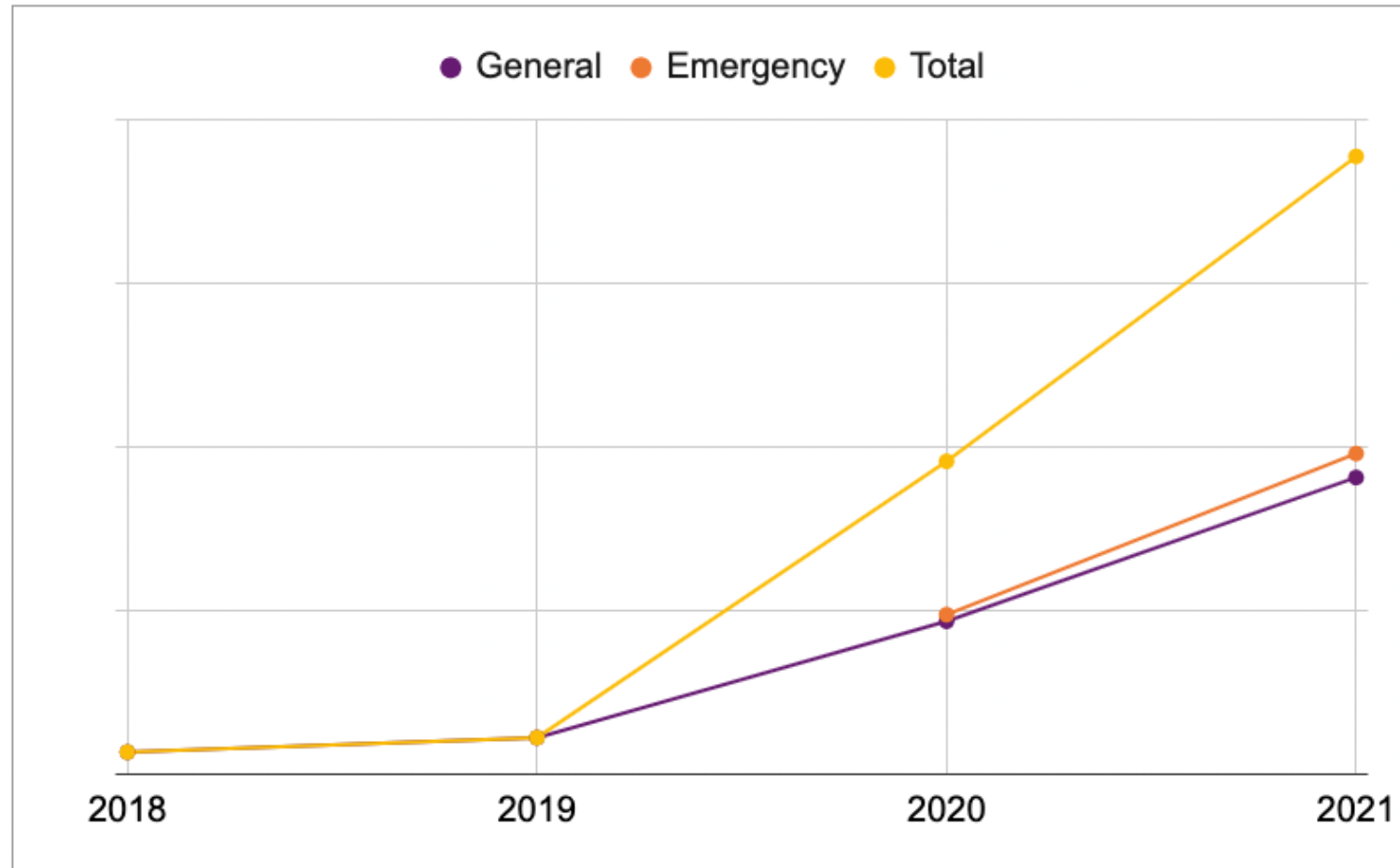
## Supporter Onboarding

Welcome journeys for  
new donors

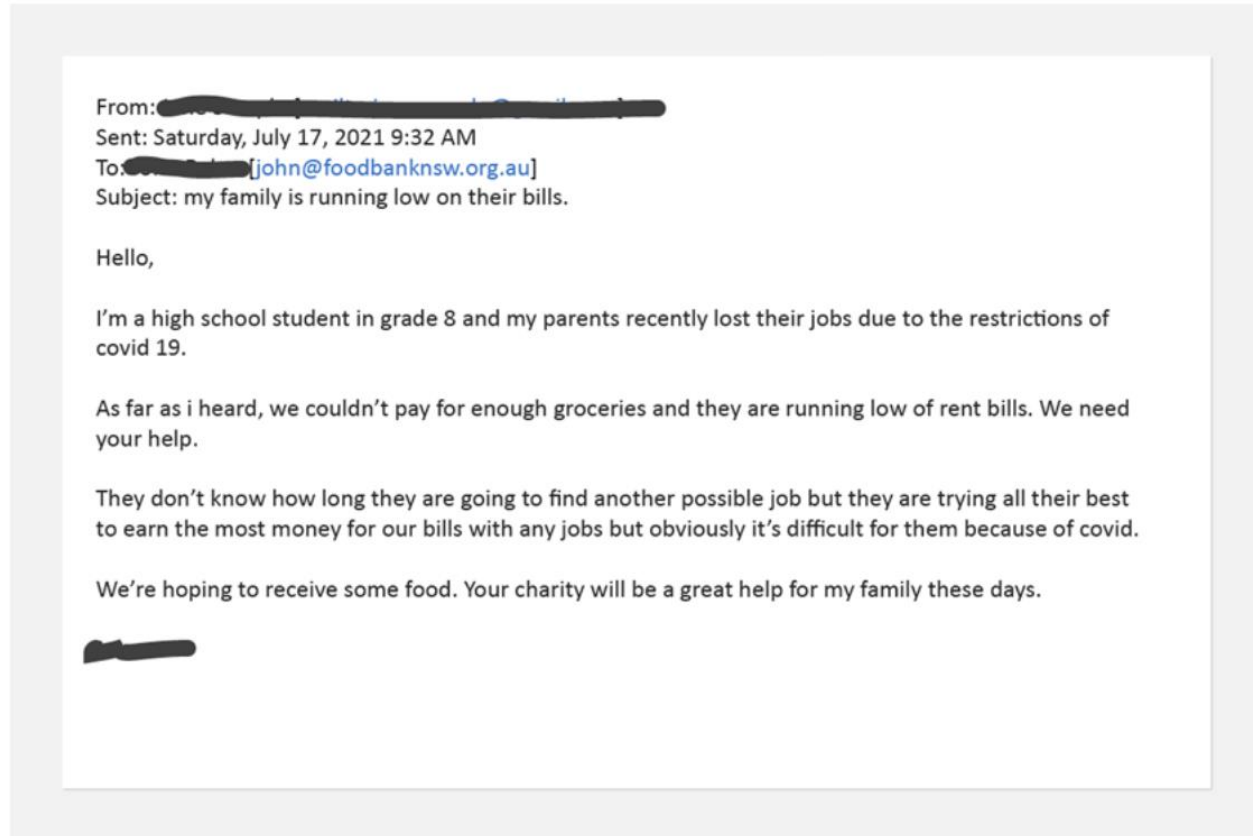
## Engagement & Retention

Build trust, loyalty and  
satisfaction

# FOODBANK'S EMAIL REVENUE OVER TIME



# TELL AUTHENTIC STORIES



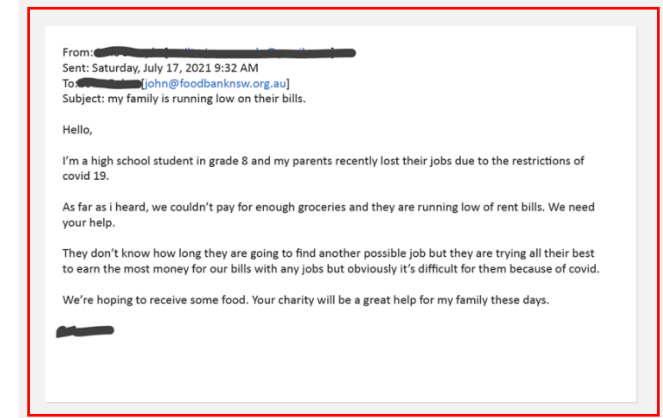
YOUR PASSION ○ YOUR PEOPLE ○ YOUR PLACE

Thank you for helping Aussies doing it tough.

No images? [Click here](#)

Dear Kate,

I want to share a heartbreaking message that I received this week.



Unfortunately, this email isn't one of a kind.

Over the past few weeks, the team have been inundated with emails and phone calls from thousands of Aussies who are feeling the strain of the most recent lockdowns.

**Kate, I want to extend my sincerest gratitude to you for the support you have shown Foodbank during these truly challenging times.**

Thanks to you, Foodbank will be able to get a hamper to the family of the year 8 student who reached out to us. Because of you, this family and thousands of others are going to bed tonight with full bellies, knowing that there are other Aussies looking out for them.

I am humbled by the kindness and compassion you have shown our community.

Thank you, Kate, for giving hope during this lockdown.

Kind regards,

**John Robertson**  
CEO  
Foodbank NSW & ACT



P.S. [If you would like to help even more families facing hunger this lockdown, please click here](#)

P.P.S. If you have been impacted by the recent lockdowns and need our help, please reply to this email and we will get a hamper to you as soon as we can.



# BE RESPONSIVE

Sometimes, being responsive is more important than sending a perfect email.

When we're able to align our campaign to an emerging crisis or breaking news donor friction is much lower.

In an emergency campaign:

- Use minimal design
- Keep emails short and sweet
- Remove PURLs if they will slow your response

## Example:

Lockdown EDM 6 – 12:30pm send after 11am lockdown extension announcement.

A message from John to the Foodbank community. No images? [Click here](#)

Dear Kate,

I'm sure you've heard the news that lockdown has been extended for Greater Sydney by at least four weeks.

This news may not have come as a surprise, but it is still a devastating blow for thousands of Aussie families who have already struggled through so much uncertainty.

**I want you to know that Foodbank is here for you during these challenging times.**

If you have already donated to help get emergency hampers to people in need – thank you from the bottom of my heart. There are thousands of families who have food on the table thanks to you.

I am incredibly proud to share that thanks to your generosity since lockdown began, Foodbank have sent out 16,683 hampers. That's in addition to over one million kilograms of food distributed with our charity partners – which equates to 2,182,323 meals for hungry people in our community.

**Kate, I knew that our Foodbank community was special, but I have been blown away by the kindness and compassion that I have witnessed over the past few weeks.**

It brings me great comfort in the weeks to come knowing that, like always, we will get through this together.

Kind regards,

**John Robertson**  
CEO  
Foodbank NSW & ACT



P.S. If you require assistance because of the latest COVID-19 lockdown announcement, please reply to this email and we will get an emergency hamper to you ASAP.

P.P.S. [If you would like to send a hamper to vulnerable Aussies who have been impacted by the lockdown extension, please click here.](#)



# THANK YOUR DONORS!



Dear Friend,

Thank you so much for your kind support to help families like Khane's get food on the table this Christmas.

Khane took on the immense responsibility of starting to care for his siblings at just 18 years old.

Every day is tough when you struggle to feed yourself and your family, however this Christmas your kindness has meant the world to Khane, and he's asked me to pass on this message to you.

YOUR PASSION ○ YOUR PEOPLE ○ YOUR PLACE



Dear Supporter,

I hope this email reaches you and your family safe and well.

Since lockdown began, we've seen increases in demand beyond what anybody could believe was possible. So many people in our state are doing it tough and struggling to put food on the table.

**But thanks to you, Friend, Foodbank Emergency Hampers are getting to people in real need right across the state. In fact, thanks to people like you, we've distributed more than 64,000 hampers since lockdown began.**

Please never think that your donations are not making a difference, they are. Every day, I'm inundated with emails, letters, and calls of thanks from people who have received an Emergency Hamper in lockdown thanks to your kindness. Expectant mothers, students, those who have been stood down from their jobs – people from all walks of life who would otherwise be going hungry are all so incredibly grateful for your support.





# KNOW YOUR AUDIENCE

**Being donor-centric is imperative. Engage your donors at the right time with the right ask.**

- Not every supporter should receive every email.
- While targeting is important, content and messaging should dictate who is included.
- Make sure you onboard your donors!
  - We know that once digitally acquired donors get past their first year of giving, they start to behave more like a general warm audience.
  - This has compounding effects on income & LTV.
  - Understand why they've given to you in the first place and get your messaging right for them.
- If you're not paying attention to your donors and sending them content that isn't relevant to them, they will become less engaged.
- Once they've unsubscribed you've most likely lost them forever.

# TIME YOUR SENDS

Figure out the best time to send your emails by testing them.

For Foodbank, we've found our best performing emails are sent on:

- Tuesdays 10am & 4pm
- Thursdays 10am & 4pm

Engagement emails sent on Friday before midday perform well with this audience.



# INTEGRATE YOUR CAMPAIGNS

Harness the power of a cohesive multi-channel approach.

- Digital fundraising can compliment DM appeals to achieve impressive results.
- Ensure consistent messaging across multiple channels.
- Think about the timing
  - e.g. using an SMS as a warm up for a campaign.



Foodbank NSW & ACT Sponsored

After three years of natural disasters and this unrelenting pandemic, regular families have been brought to their knees. More ...see more

**Families in NSW & ACT are struggling**

foodbank-tax-appeal-2022.rai...  
**\$35 provides food for a...**  
Not affiliated with Faceb...

Donate Now

Like Comment Share



Foodbank NSW & ACT Sponsored

More and more people – hard-working people who never needed help before – are unable to make ends meet, and struggle to ...see more

**\$35**  
gives a struggling family food for a week

foodbank-tax-appeal-2022.rai...  
**Feed a family for a week**  
Not affiliated with Faceb...

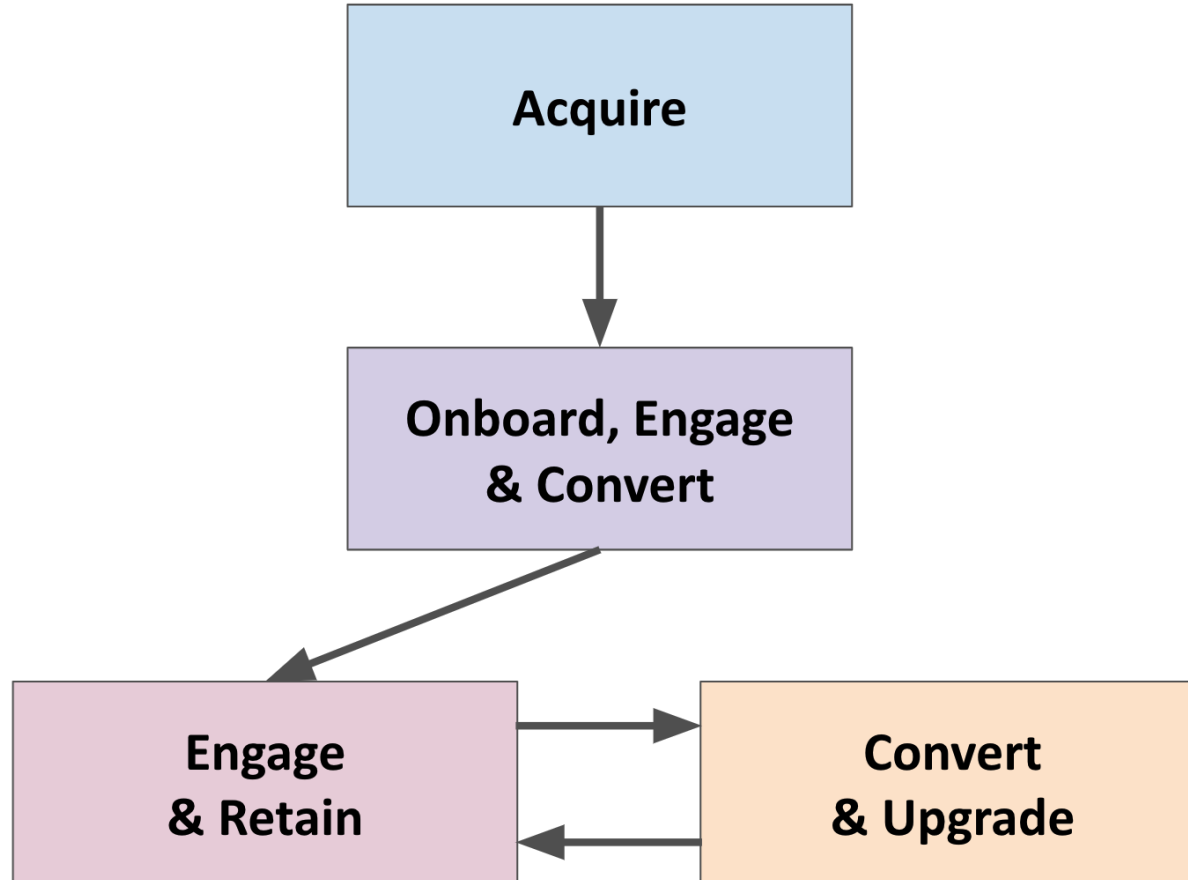
Donate Now

Like Comment Share

# How to Supercharge Your Email Appeals

## ECO-SYSTEMIC

# DIGITAL IS AN ECO-SYSTEM



# KEEPING YOUR ECO-SYSTEM HEALTHY

## Acquire

- Ongoing investment in digital acquisition
- 2 Step, Digital Cash Acq, Crisis Appeals, Tied Fundraising, etc

## Onboard, Engage & Convert

- Automated onboarding, engagement and conversion journeys

## Engage & Retain

- Strong ongoing supporter engagement program
- Supporter-centricity (the organizing principle? Relevance)

# A SIMPLE, AUTOMATED ONBOARDING JOURNEY

## Thank supporters

Reinforce value of their donation

## Welcome to the community

Explain who you are

## Fast 5 survey

Build supporter profiles

## Give something of value

Build engagement & reciprocity

## Impact story

Demonstrate why you're worth supporting

## Cash / RG ask

Solicit a 2nd gift



# KEY TAKEAWAYS

## Tactics

- Develop a strong proposition.
- Focus on your email structure.
- Make emails scannable.
- Keep subject lines short and sweet.
- Less is more with design.
- Use PURLs when possible.

## Strategy

- Tell authentic stories.
- Be responsive.
- Thank your donors!
- Know your audience.
- Time your sends.
- Integrate your campaigns.

## Eco-system

- Digital is an eco-system.
- Invest in ongoing digital acquisition.
- Onboard, engage and convert your donors.
- Implement a strong supporter engagement program.

# THANK YOU

## IT'S YOUR CONFERENCE

FUNDRAISING HOW TO... TRACK SPONSORED BY **Robejohn**

