

We build software that builds movements.

Dynamic
CRM



Ruth Jordan PROSPECT

Contact: ruth@rjordan.co ✓ • Facebook message

Point person: Elizabeth Russell

Recruiter: David Hall

volunteer

office volunteer

homepage signup

Fundraising
Suite



Ruth Jordan donated \$25.00
to South Chapter

5 days ago



Ruth Jordan donated \$50.00

Communications
Suite

We're hosting an
EcoScout volunteer
garden cleanup next
Thursday. Reply
GARDEN if you
attend!

GARDEN

We received your RSVP!
Thank you and we look

CMS



EcoScout

About Volunteer Events

Donate now

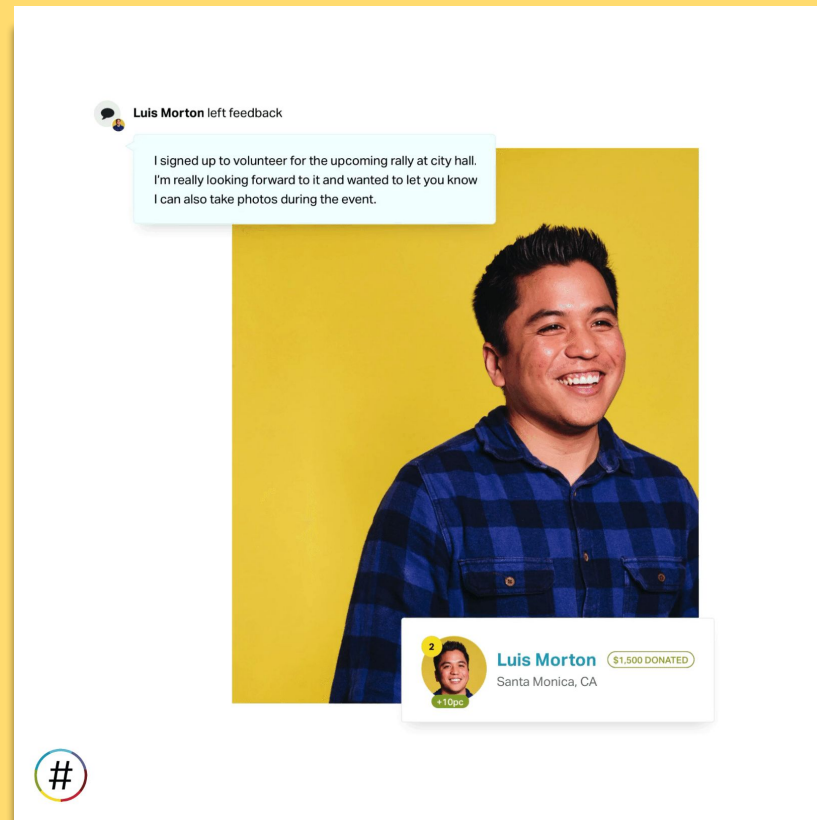
Product Principles.

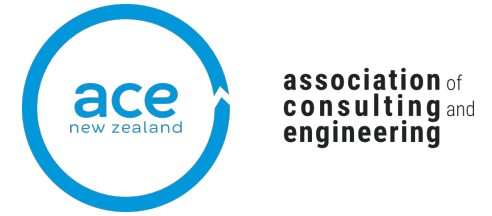
Own your data.

Put people at the center.

Move people to action.

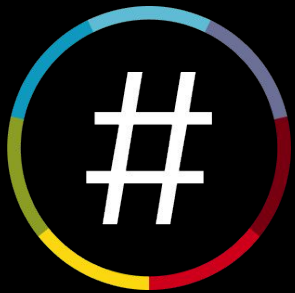
Distribute leadership.







Email: How to increase your click through rate (CTR)



Email: How to increase your click through rate (CTR)

Intro to email deliverability



Email Deliverability

How to send great emails

**Right
message**



**Right
person**



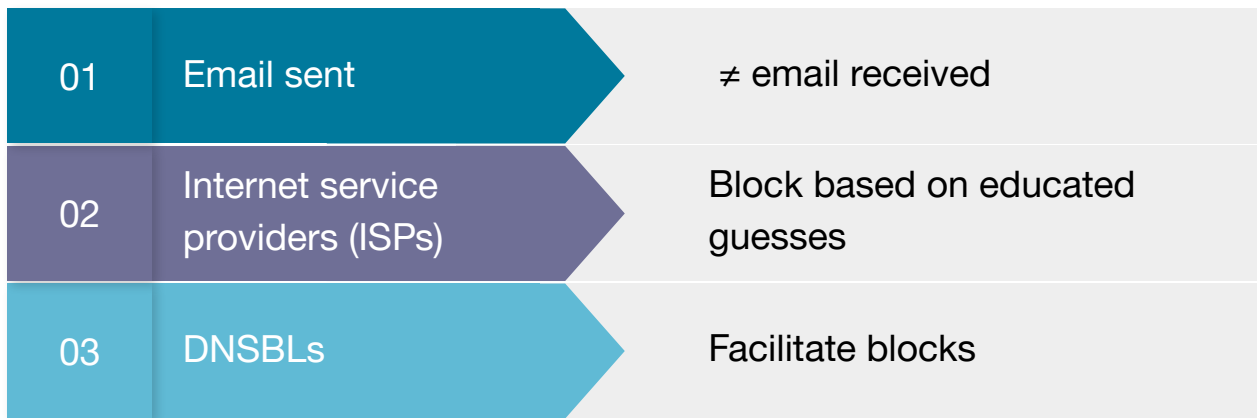
Right time

Successful email programme



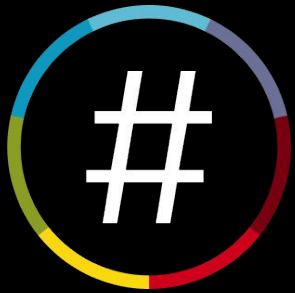
Email Deliverability

But getting emails delivered is hard



Email service providers regulate sends

Success of future sends depend on historic performance



Email: How to increase your click through rate (CTR)

Best practices



Best practice

Get it delivered

Domain authentication

Custom domains

Build reputation over time

Send smaller targeted emails first to build your reputation with ISPs over time. By warming up your domain, you are showing to ISPs that you are not sending harmful emails or spam.

Fresh, organic list

A smaller, engaged list is more responsive and will take more action than a large disengaged one.

Don't purchase lists

They're filled with ghost emails and spam traps you'll get marked as spam.

Content

Image ratio, subject line, sender.



Best practice

Get it opened

Content

Add the person's name to the subject line with a call to action.

Send from a person rather than organisation.

Honor the Opt In

Introduce yourself to prospects (workflow emails are great for this).

Never blast non-supporters.

Treat your supporters with respect.

Target your emails

By use case, previous engagement, communication preference.

Let people tell you how often they want to hear from you and about what.



Best practice

Get it engaged with

Always have an ask

Make it clear and easy to find.

But also be specific about the impact their action will have.

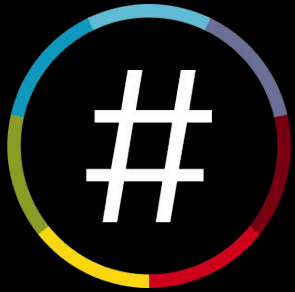
Personalise asks based on previous engagement

Ask donors to donate more than they have in the past.

Volunteers to sign up for a special event.

Always have a follow up plan

Thank those who take the action you requested;
*plan for replies.



Email: How to increase your click through rate (CTR)

Lifecycle of an email recipient



Lifecycle of an email recipient

Acquisition and warm-up

Know where your list came from

Keep track of a recipient's origin and deliberate and forthcoming with your signup process. Tell recipients what to expect and include a consent form on your webpages.

Carefully introduce recipients to your community

Have a “warm-up” series for new additions to your list. Tell recipients what to expect and ask what they want to hear about. Use a signup page and consents to collect this information.



Lifecycle of an email recipient

Listening and adjusting

Measure performance

Monitor email stats for both higher and lower than usual performance

A/B testing

Subject lines and senders are key to test, and can make a huge difference



Message testing

Are there certain messages that get a better response than others?

Use mail-tester.com or similar to test the spam score of each email prior to sending it out.

Experiment based on engagement

Personalisation significantly increase donations. Drop in sentences to target people based on previous engagement, e.g. thanks for donating last time, please support ongoing effort



Lifecycle of an email recipient

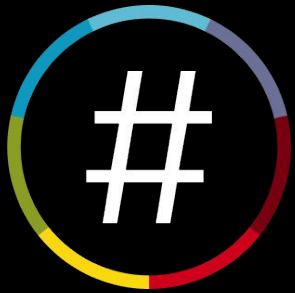
Sunsetting and winback

Inactive recipients need attention, too.

Emailing recipients who do not open is ineffective and hurts you in the long run. Identify inactive recipients.

Have an ongoing plan for list decay.

22.5%* of a given email list expires over the course of a year. Use a combination of winbacks and new acquisitions to maintain a healthy list.



Email: How to increase your click through rate (CTR)

The importance of personalisation



THE IMPORTANCE OF PERSONALISATION

Privacy by default

- Gain consent from your advocates - this is the first step
- Develop clear paths of engagement for your advocates
- Know who, how and when people want to be in conversation with you

PRIVATE



THE IMPORTANCE OF PERSONALISATION

Say goodbye to big data

- Be smarter with the data you collect, don't just collect more of it
- Analyze and aggregate it to paint a picture of the people behind the data
- Identify your data goals
- What is their relationship to your organisation

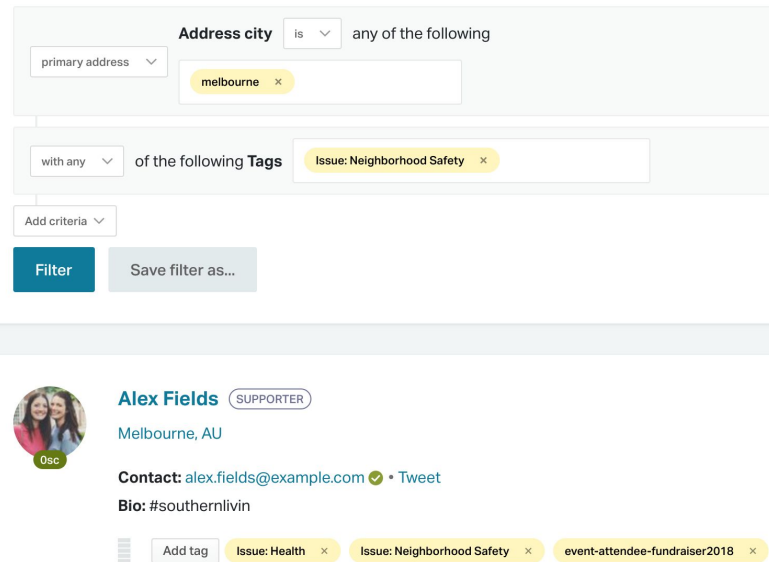
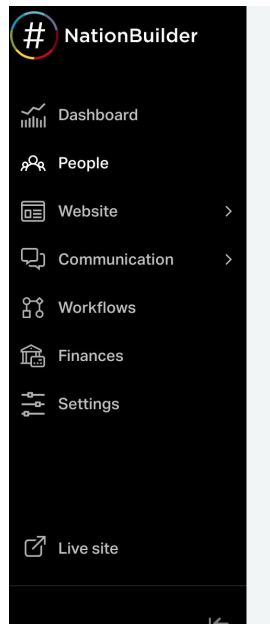
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top: 1%; position: absolute;
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display: inline; zoom: 1;
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tion()){b.data(this,e,n))
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data(e,n))}}}})),b.fn.extend
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xtarea|button|object)/$/i,
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rn this.each(function(t){
?b.trim(r):""}return this
ar o,a=0,s=b(this),u=t,lo
className=this.className||
```



THE IMPORTANCE OF PERSONALISATION

Segment your list

- By persona
 - Issues that the person cares about
 - Geographic
 - Preferences
- By behaviour
 - Actions taken
 - Ex. major donors suppressed from small asks
- By life cycle
 - Are they new supporters
 - Have they opened emails recently?





THE IMPORTANCE OF PERSONALISATION

Segment your list

Thanks for joining SumOfUs!



Inbox x

Advocacy x



SumOfUs.org <info@sumofus.org>

7/15/12



to me ▾

Hey Alex,

We are thrilled you've joined SumOfUs. So thrilled, in fact, that we're jumping up and down! Why? Because together, we are going to take on the biggest corporations in the world, and beat them!

Want to share your ideas for what we should be working on? [Click here to take a short survey.](#)

We'll be in touch soon!

- SumOfUs



SumOfUs is a world-wide movement of people like you, working together to hold corporations accountable for their actions and forge a new, sustainable path for our global economy. You can follow us on [Twitter](#), and like us on [Facebook](#).

Was this email forwarded to you? [Click here](#) to add yourself to SumOfUs.

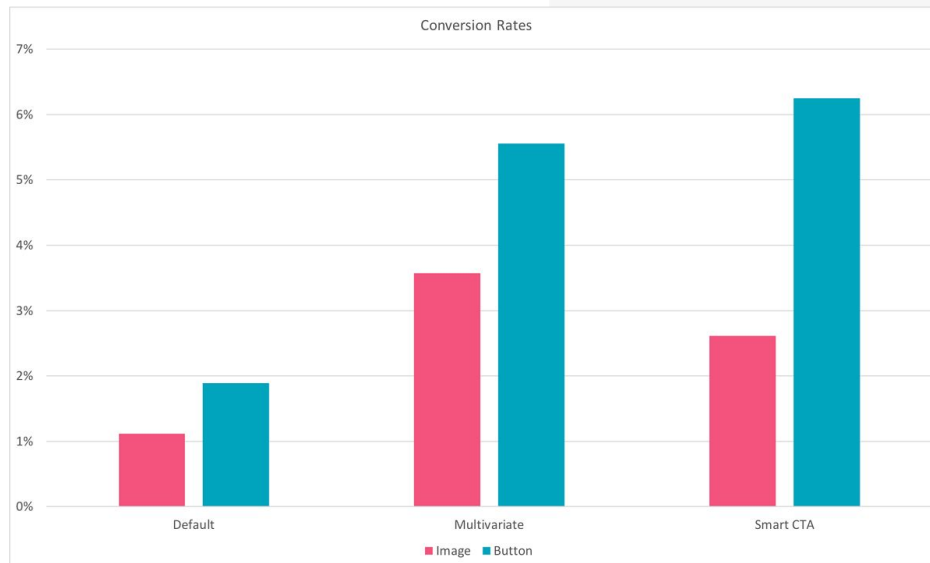
If you don't want to receive emails from us anymore, you can remove yourself [alexwstevens@gmail.com](#) from our list by clicking [here](#). But just know, we'll miss you!



THE IMPORTANCE OF PERSONALISATION

Keep it simple

- Buttons not images
- Relevant short copy
- Test and track with recruiter IDs





THE IMPORTANCE OF PERSONALISATION

The Call To Action (CTA)

- Personalized Calls to Action Perform 202% Better
- Personalized emails generate 6x higher transactions
- Trigger emails based on behavior

Your response will shape your future

Name	Email	Postcode	JOIN
------	-------	----------	------



THE IMPORTANCE OF PERSONALISATION

Think about timing your CTA

SIGN THE PLEDGE
I BELIEVE AUSTRALIA SHOULD PROVIDE VITAL SUPPORT TO VULNERABLE NATIONS

First Name *

Last Name *

Email *

Contact Number

California is on the verge of 100%



Inbox x

Advocacy x



Masada Disenhouse - 350.org <350@350.org> [Unsubscribe](#)
to me ▾

Sep 7 (7 days ago) ☆



Friends,

California is on the verge of committing to 100% clean energy. This is a big deal that would have repercussions across the globe.

There's a bill in the State Assembly right now, SB 100, that would speed up the transition to a clean energy economy, setting a new target of 60% clean energy by 2030 and 100% clean energy no later than 2045.

[Help California get to 100% clean energy. Can you call your State Assembly Member today and ask them to vote yes on SB 100?](#)

Because we take care of our neighbours.



THE IMPORTANCE OF PERSONALISATION

Personalise the email

- Get your point across in three lines
- Bold these lines in your email
- Add the detail of each line below the bold
- Insert links or buttons throughout the email but definitely before the scroll line.

Dear Sorcha,

Making people read your emails isn't impossible...

But it does require thinking about where a reader is when they're reading that email, about when they last heard from you.

But you must write for everyone.

We don't all interact with an email in the same way. We're each individuals with different habits and strategies for understanding the concepts in an email and how we take that information in.

Not just the readers...but the scanners too!

Some people like to read the whole email. They like detail and are at ease reading several paragraphs quickly.

Sign up to learn how here

But others use their eyes to scan the overall content of the email picking up bits and pieces of information in order to put the full story together without having to focus on all the detail



THE IMPORTANCE OF PERSONALISATION

Write in plain english

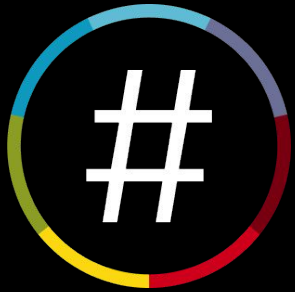
- Keep sentences short
- Use the active voice
- Be personal
- Use everyday words
- Leave out technical terms.
instead link to content for those
who may be interested

It's become a fact that the reef is in trouble and has suffered significant bleaching in the last decade. It's the responsibility of everyone to take action.

The reef that you know and love is in trouble.
Take action to help save it.

One of the most powerful things we can do as individuals is get in touch with our MPs – federal and state – to urge them to support better environmental laws. We've launched a tool that can help you do this.

Are you tired of lousy environmental laws that don't protect nature? Ready to tell someone that can do something about it? Get in touch with your MP by clicking here.



Email: How to increase your click through rate (CTR)

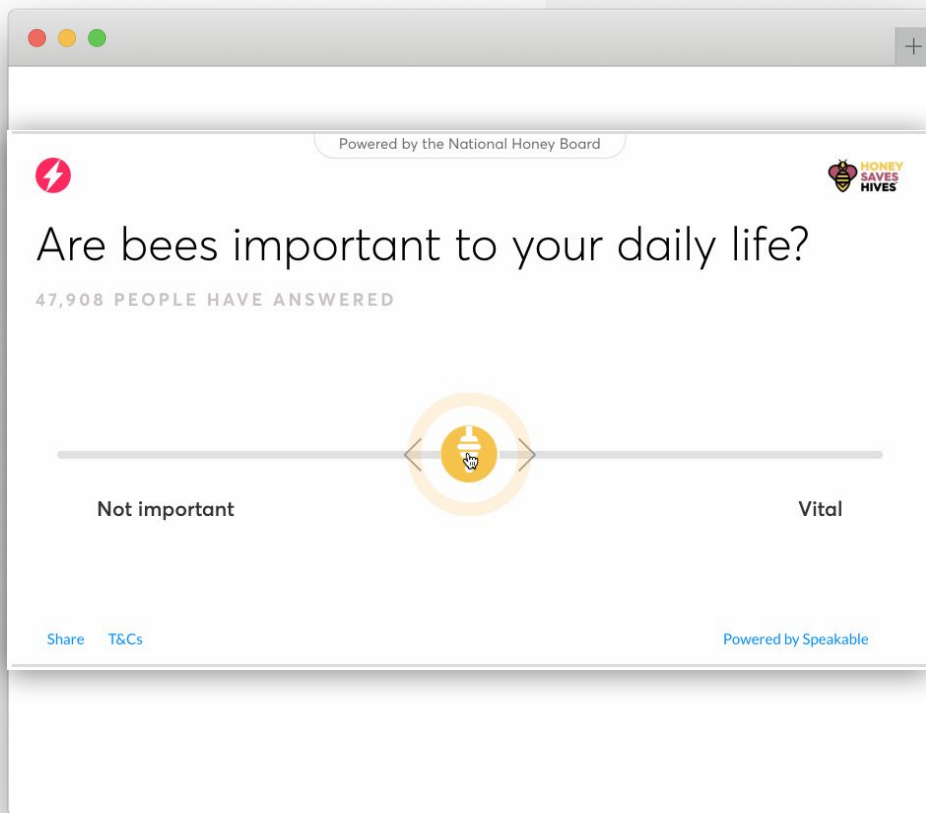
Personalisation through your supporter journey



PERSONALISATION THROUGH YOUR SUPPORTER
JOURNEY

From the first moment

- Paid media
- Earned media
- Organic reach
- Supporter Recruitment programs





PERSONALISATION THROUGH YOUR SUPPORTER JOURNEY

New Supporters

- Welcome email program
- Specific ladders of engagement for first 90 days
- Identify what they care about
- Understand how they want to be communicated with



Christine Adams

466 Fillmore, Santa Monica, CA 90042

THEN



Send an email

Name: We need your voice!



Christine Adams completed the survey

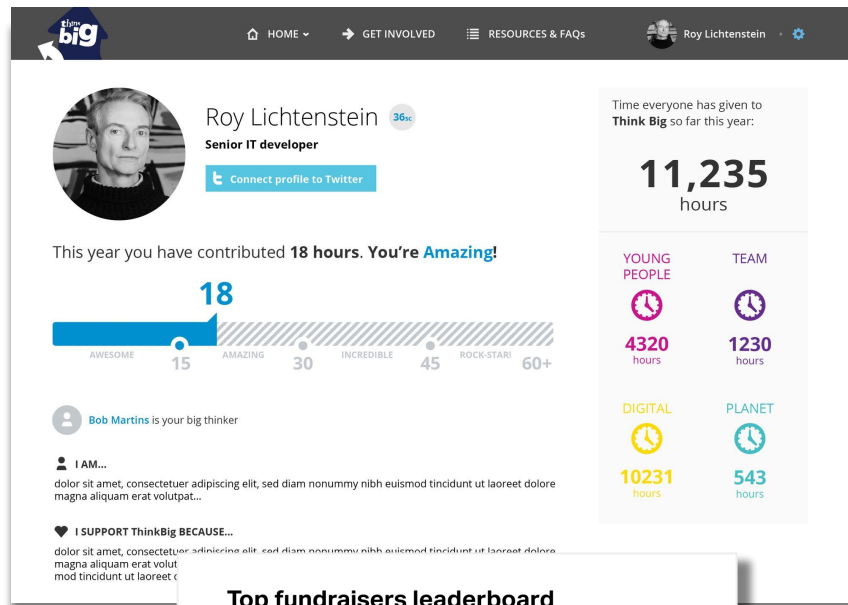




PERSONALISATION THROUGH YOUR SUPPORTER JOURNEY

Keep them engaged

- Gamification
- Leaderboards
- Dynamic asks
- Personal website experience





PERSONALISATION THROUGH YOUR SUPPORTER JOURNEY

Sometimes the right thing is to say goodbye

- Email health
- Sunset
- Engagement campaigns
- Why should they still care for your content

463
opened

Actions ^

Add all to list...

Export

Reminder: BBQ this Saturday



Janie Owen to me

February 27

Hello David,

I'm following up on our last email inviting you to our **BBQ for Human rights** this Saturday at 11am in Christie Pits Park. Can you make it?

RSVP and bring your friends and family!

I hope to see you there,
Janie



Reply



PERSONALISATION THROUGH YOUR SUPPORTER JOURNEY

Recruitment programs

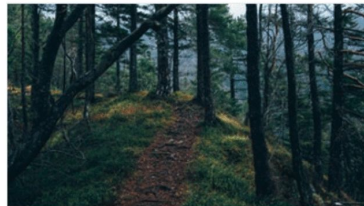
- Find your 5%
- Create VIP content
- Incentivise them to recruit friends and family
- Start the journey with your new supporters...



Frances Carr

20 mins

I just volunteered to lead a nature hike. Join me!



Support the Forest. Find a Hike Near You.

SAVETHEFOREST.COM



Frances Carr

Nashville, TN



Roger Matthews

Nashville, TN



Questions?

For more info or to contact our team, meet us [here](#).