

Nonprofit Email Optimization

Presented by:

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Why Email?

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Your email list has the potential
to generate \$44 in ROI for every
\$1 spent.
campaign monitor

**TL;DR: Email
makes \$\$**



Email marketing is the #1 driver of online fundraising success, and 70% of nonprofits say it's the #1 most important channel in 2024.

2024 Nonprofit Acceleration Report



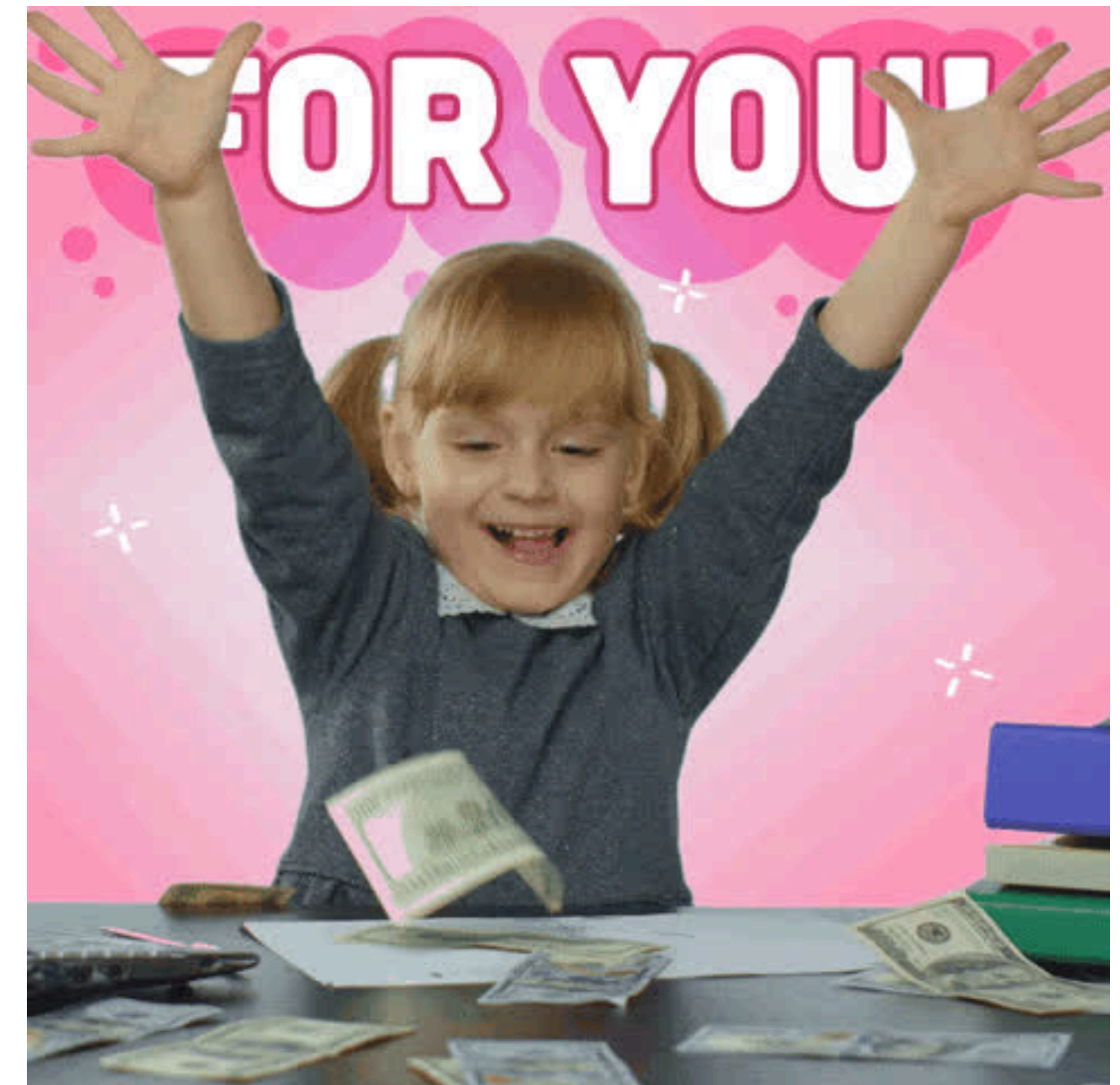
Organizations raising more than 50% of their revenue online have reported **their secret weapon is a strong commitment to email.**

2024 Nonprofit Acceleration Report



72% of customers prefer email as their primary communications channel.

constant contact



Why Conduct an Email Audit?

Email Audit Guide



katelynbaughan.com/email-audit-guide

Step 1: Define Audit Goals

- ✓ **Q1:** What do you want to learn by completing this audit?
- ✓ **Q2:** What problems might you have?

Step 2

Discover the Health
of your Email List

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Step 2: Discover the Health of Your Email List

- ✓ Number of contacts
- ✓ Marketable contacts
- ✓ Contacts that you've emailed in the last 12, 6, and 3 months
- ✓ Database growth
- ✓ Database attrition
- ✓ Contacts that are inactive/active in the last 12, 6, and 4 months



Problem: 261K contacts, only 46K are active

Solution: remove, exclude, or re-engage inactive subscribers

	All records in Database	Records created in last 12 months	Records created in last 6 months	Records created in last 3 months
TOTAL	261,485	125,365	88,105	9,367
Not sent any email in the last 30 days	239,621	114,919	78,659	2,373
Not sent any email in the last 3 months	2,564	407	218	80
Not sent any email in the last 6 months	1,732	170	76	
Active in last 3 months	35,279	2,066	1,059	111
Active in last 6 months	42,822	2,446	1,164	
Active in last 12 months	46,375	29,902		

Step 3: Segmentation Analysis



How is each segment performing?



What improvements can you make?



Do you have a need for new segments?

Nonprofit Email Segments

01

Active Donors

Anyone who has given a gift within the year.

02

Lapsed Donors

Donors that have not given in the last 365 days

03

Subscribers

Non-donor subscribers are a great audience to cultivate to become new donors.

04

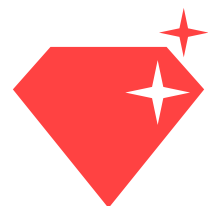
Recurring Donors

Recurring donors that give to your nonprofit regularly.

Hidden Gem



Problem: GoodUnited was a majority of NBCF's database, yet they were the least engaged



Solutions: More personalized emails tailored to this audience, or exclude from general emails, or remove from database.

Step 4

Review Individual Emails and Campaigns

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Email Types

01

Transactional

donation
confirmation, tax
receipts

02

Fundraising

Solicitations,
appeals.

03

Newsletters

General newsletter,
corporate
newsletter.

04

Automated

Welcome series, re-
engagement
campaigns

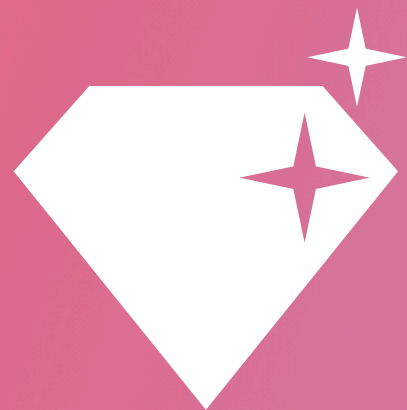
05

Re-engagement

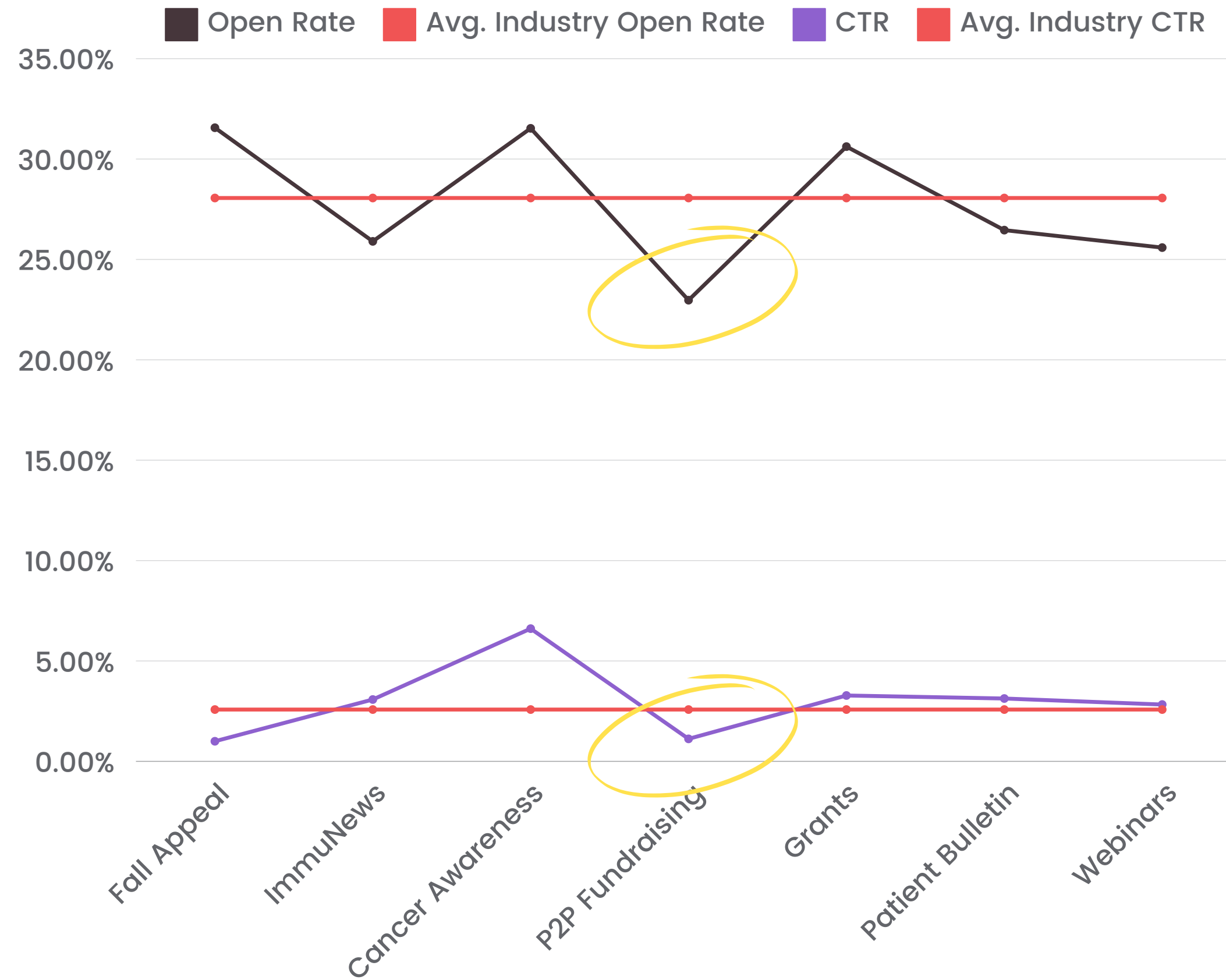
Impact reports,
monthly donor
emails, cultivation.



Problem: P2P newsletter performing poorly.



Solution: discontinue the newsletter.



Step 5

Choose your KPIs

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KPIS

KPI	KPI Average	KPI Goal	KPI Actual
CTR	3.29%		
Conversion Rate	17%		
Donations via email (one time gifts)	Your data		
Donations via email (monthly gifts)	Your data		
Total revenue from email	Your data		

Step 6

Review Design

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Keep your email design simple!



90 secs.

to get your message across



54%

read at a 6th grade reading level



121 emails

in the average person's inbox every day

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Design



Optimize design for conversions



One CTA

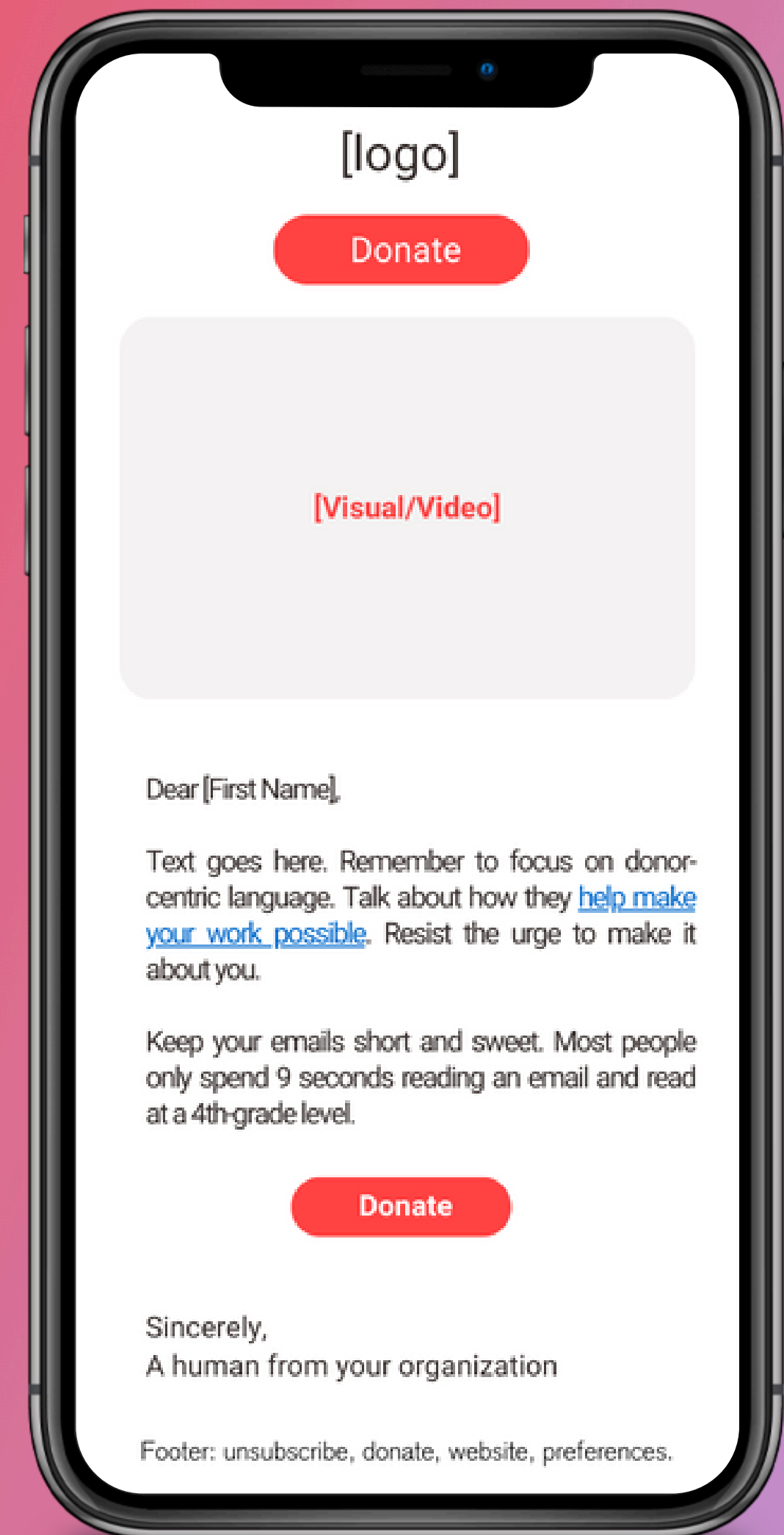


Keep it short and sweet

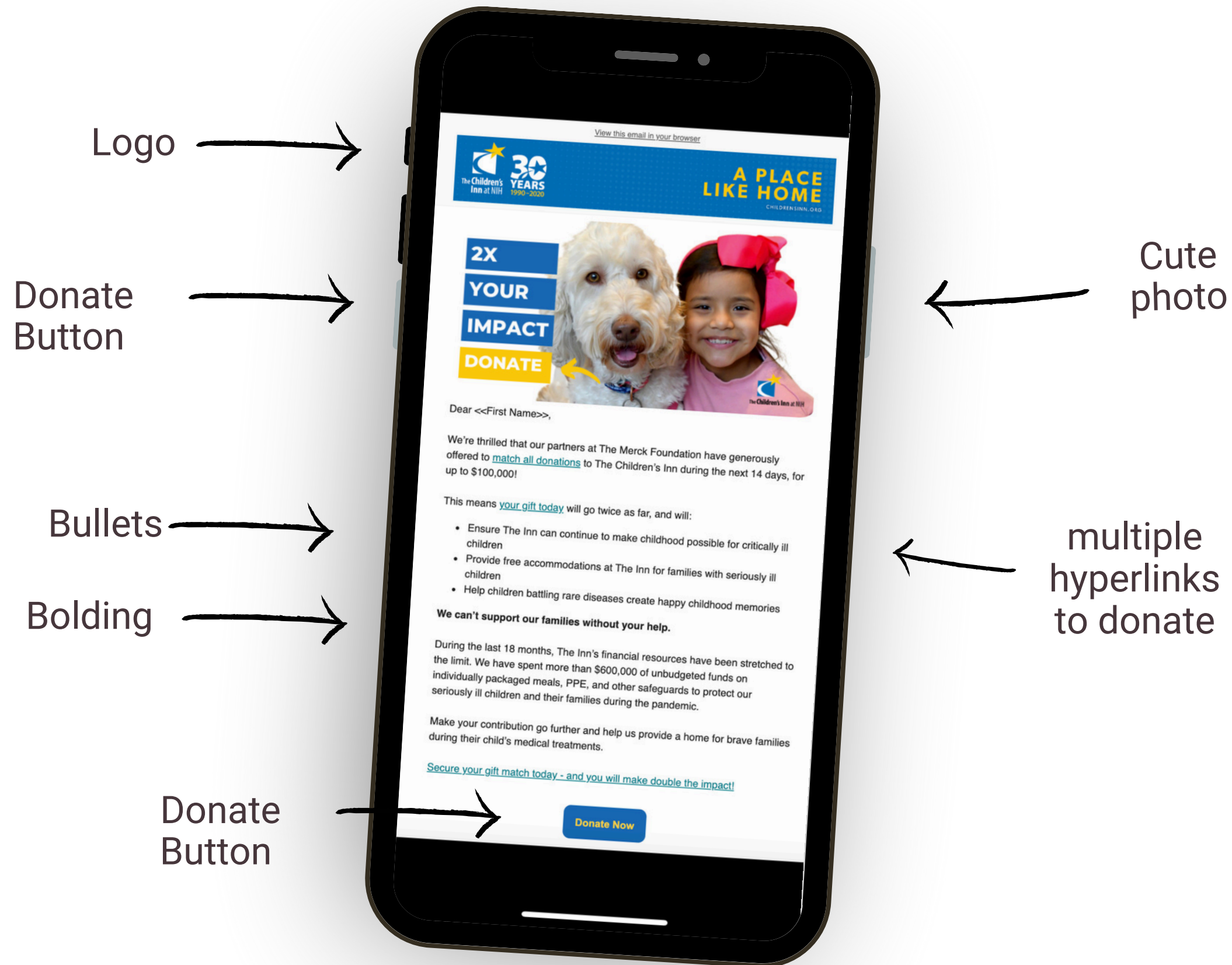


Include visuals

Pro tip: 50% of people view emails on mobile.



Email Layout



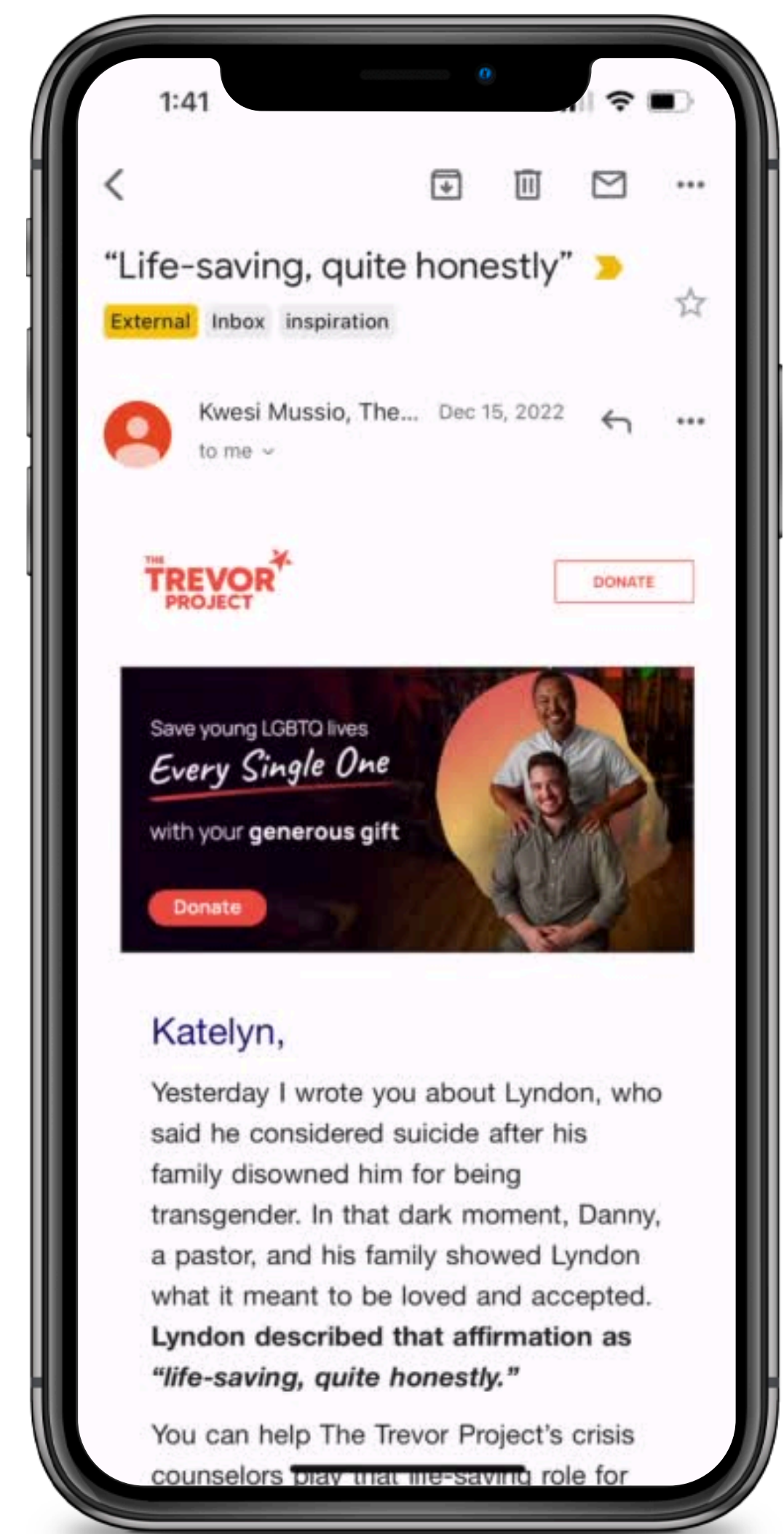
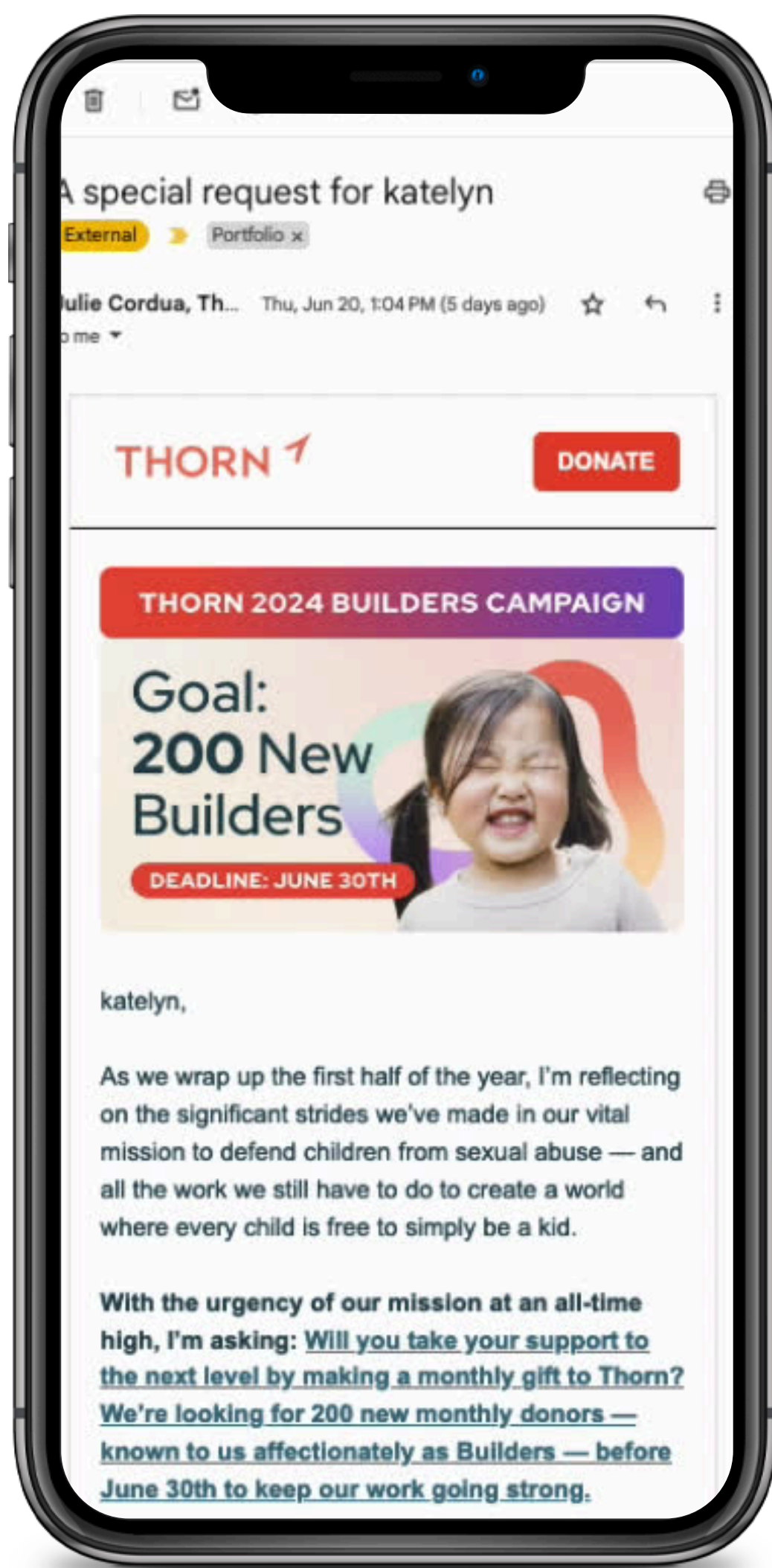
Title: Font size at least 22px



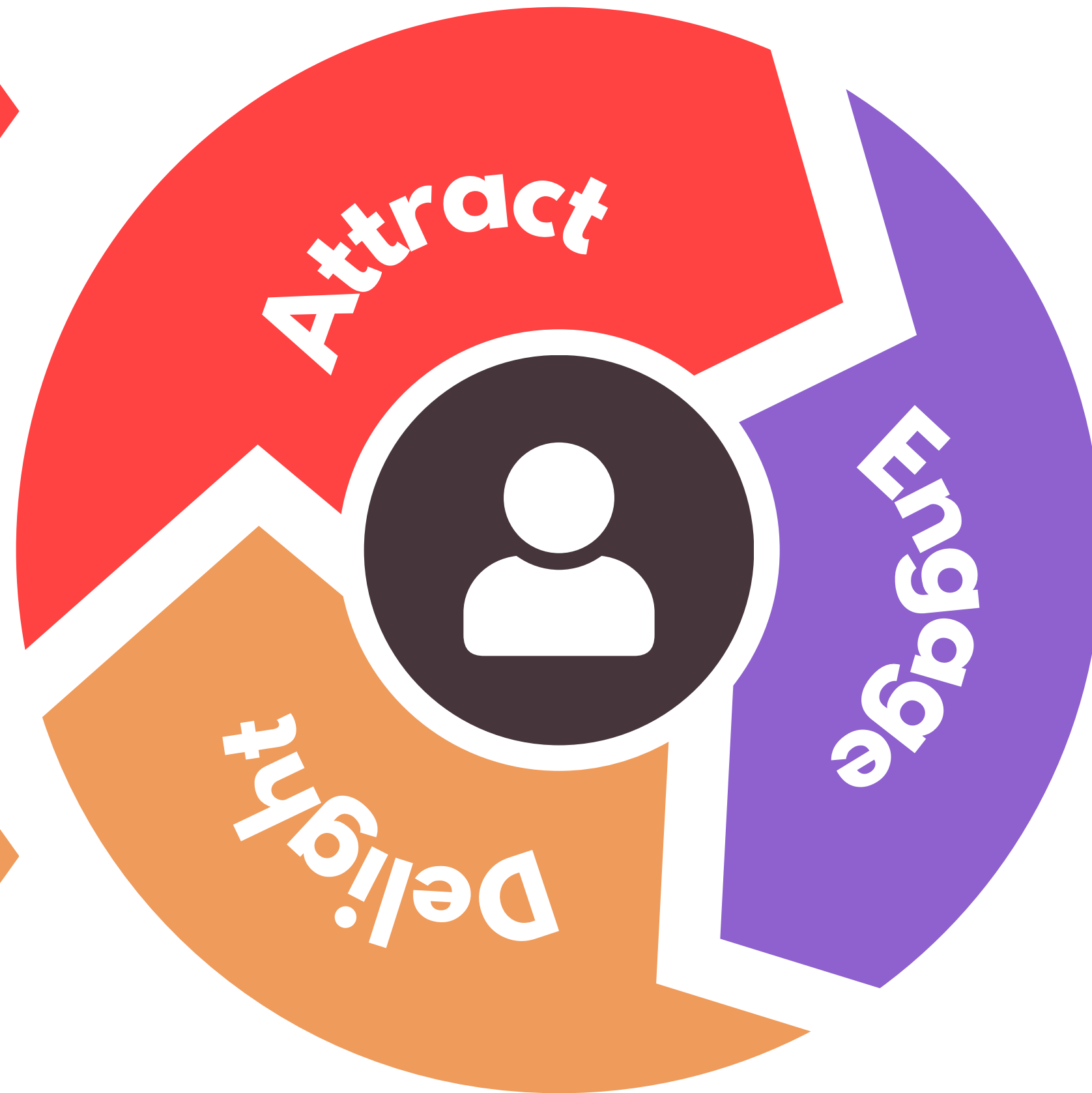
Body text: Font size 12-14px



full-length images 500-650px wide



Nonprofit Email flywheel



- Ebooks/resources
- Fundraising campaigns
- Monthly upgrade

- Mission stories
- Newsletters
- Impact reports

- Welcome series
- Surveys & feedback
- Event invitations

Questions?

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