# **Nonprofit** Email Optimization

**Presented by:** Katelyn Baughan, Nonprofit Email Consultant



# Why Email?



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



**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**.

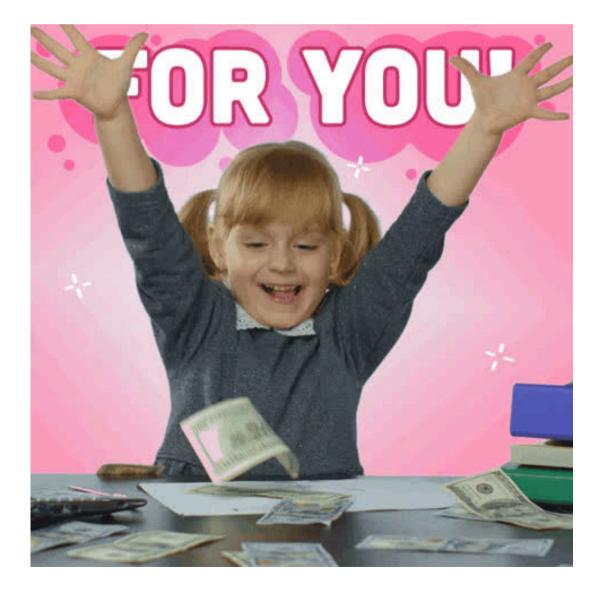
2024 Nonprofit Acceleration Report



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

constant contact

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



# Why Conduct an Email Audit?

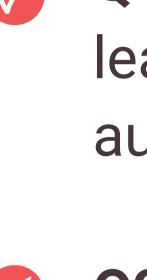


### **Email Audit Guide**



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 reengage inactive subscribers

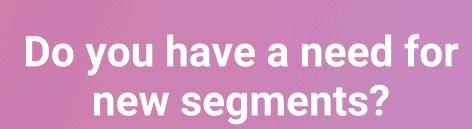
	All records in Database	Records created in last 12 months	Records created in last 6 months	Records created in last 3 months
TOTAL	261,485	125,365	88,105	9,367
Not sent any email in the last 30 days	239,621	114,919	78,659	2,373
Not sent any email in the last 3 months	2,564	407	218	80
Not sent any email 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?





### Nonprofit Email Segments



#### **Active Donors**

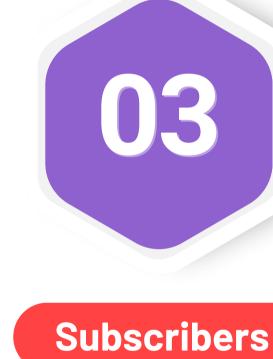
Anyone who has given a gift within the year.



#### Lapsed Donors

Donors that have not given in the last 365 days

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



#### **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



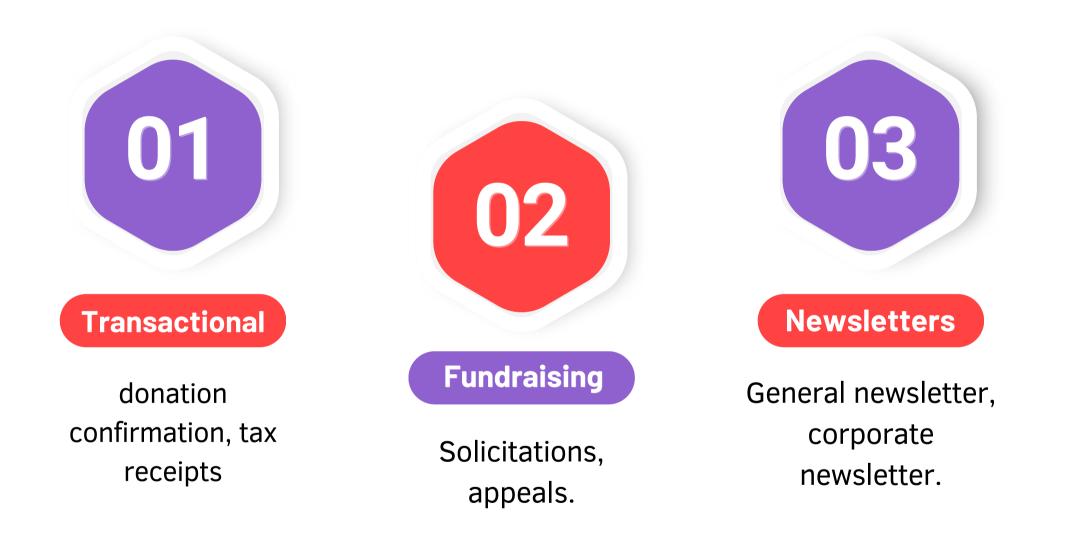
**Solutions:** More personalized emails tailored to this audience, or exclude from general emails, or remove from database.



# **Step 4** Review Individual Emails and Campaigns

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### **Email Types**







#### Automated

Welcome series, reengagement campaigns



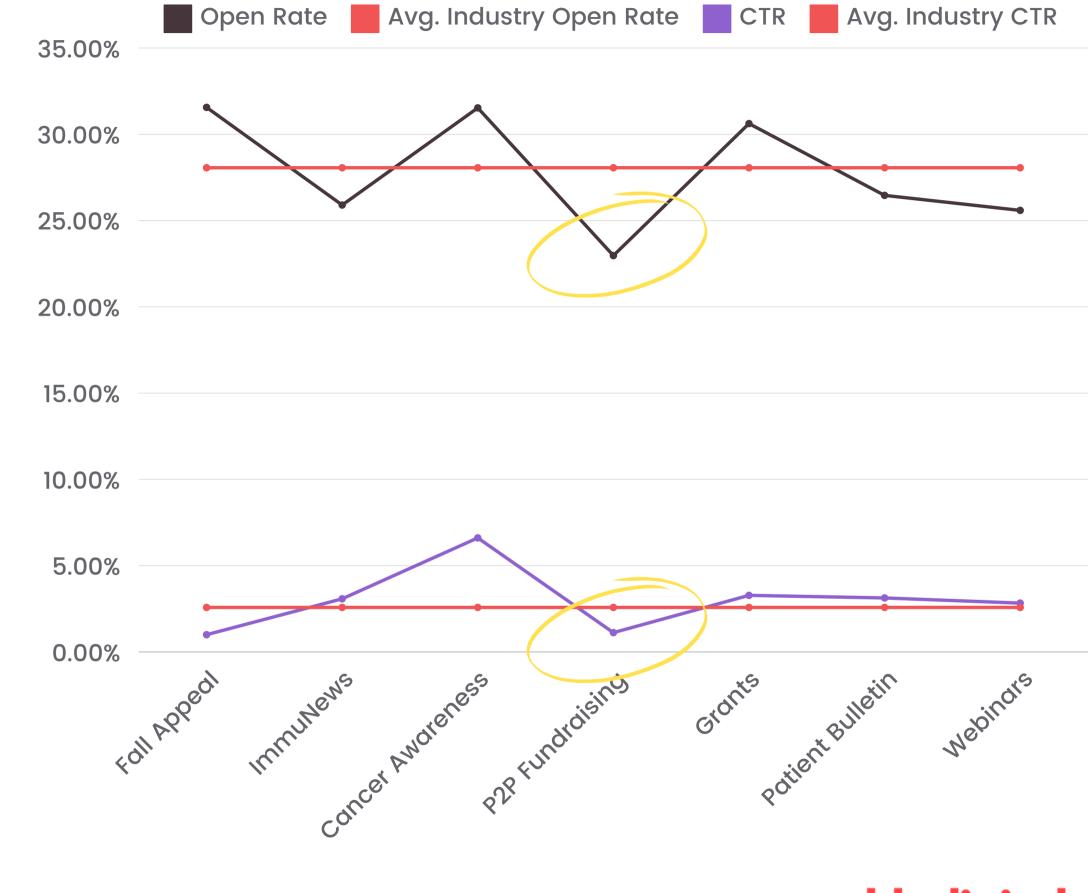
#### Re-engagement

Impact reports, monthly donor emails, cultivation.



#### **Problem:** P2P newsletter performing poorly.







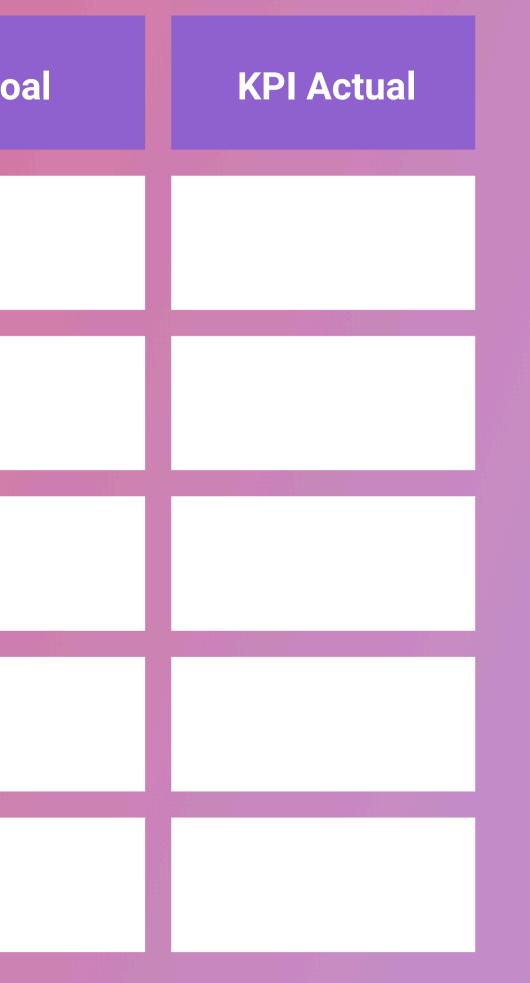
# Step 5 Choose your KPIs



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KPI	KPI Average	KPI Go
CTR	3.29%	
<b>Conversion Rate</b>	17%	
Donations via email (one time gifts)	Your data	
Donations via email (monthly gifts)	Your data	
Total revenue from email	Your data	

Data from Neon One & Raisly



# **Step 6** Review Design



### Keep your email design simple!



to get your message accross

read at a 6th grade reading leavel

**54%** 



#### 121 emails

in the average person's inbox every day









One CTA



Keep it short and sweet



Include visuals

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

#### [logo]

#### Donate

#### [Visual/Video]

Dear [First Name],

Text goes here. Remember to focus on donorcentric language. Talk about how they <u>help make</u> <u>your work possible</u>. Resist the urge to make it about you.

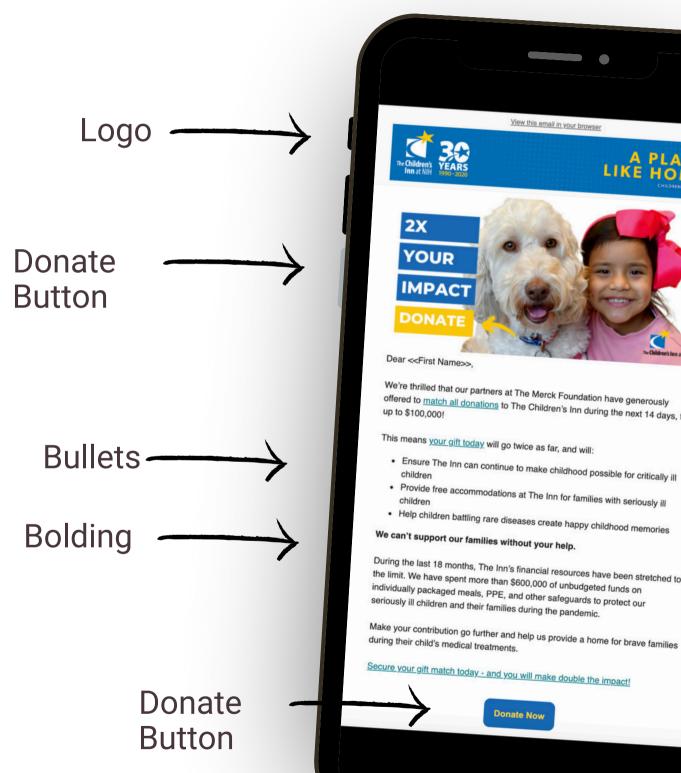
Keep your emails short and sweet. Most people only spend 9 seconds reading an email and read at a 4th-grade level.



Sincerely, A human from your organization

Footer: unsubscribe, donate, website, preferences.

### **Email Layout**



View this email in your browser A PLACE We're thrilled that our partners at The Merck Foundation have generously offered to match all donations to The Children's Inn during the next 14 days, for This means your gift today will go twice as far, and will: Ensure The Inn can continue to make childhood possible for critically ill Provide free accommodations at The Inn for families with seriously ill Help children battling rare diseases create happy childhood memories During the last 18 months, The Inn's financial resources have been stretched to the limit. We have spent more than \$600,000 of unbudgeted funds on

Cute photo

multiple hyperlinks to donate

#### Title: Font size at least 22px



**Body text:** Font size 12-14px



full-length images 500-650px wide

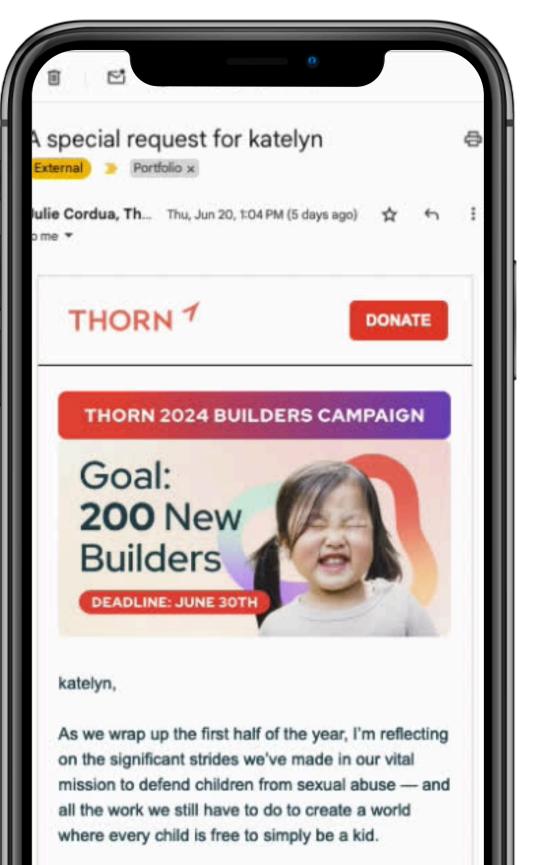


An estimated 50,000 pregnant women have been forced to give birth without anesthesia, painkillers, or hygiene materials — leaving tens of thousands of mothers and babies at risk.<sup>2</sup>

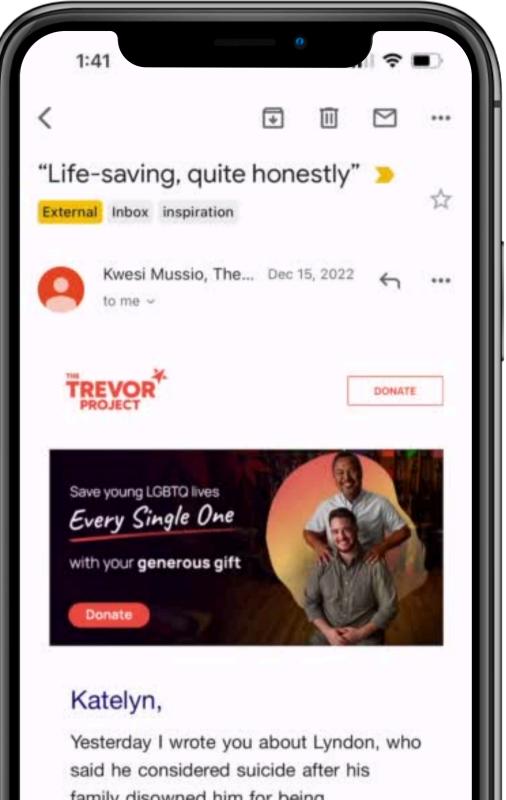
And then there's the children. Fifteen thousand children have been killed, and thousands more are missing or buried under the rubble. Or they're dying from starvation.

Just one more day of attacks and deprivation could be their last.

In every crisis, Amnesty members show up, especially for people who are at most risk of



With the urgency of our mission at an all-time high, I'm asking: <u>Will you take your support to</u> the next level by making a monthly gift to Thorn? We're looking for 200 new monthly donors known to us affectionately as Builders — before June 30th to keep our work going strong.



Yesterday I wrote you about Lyndon, who said he considered suicide after his family disowned him for being transgender. In that dark moment, Danny, a pastor, and his family showed Lyndon what it meant to be loved and accepted. Lyndon described that affirmation as *"life-saving, quite honestly."* 

You can help The Trevor Project's crisis counselors play that me-saving role for

- Ebooks/resources
- Fundraising campaigns
- Monthly upgrade

- Mission stories
- Newsletters
- Impact reports

### Nonprofit Email flywheel

Welcome series
Surveys & feedback
Event invitations



### **Questions?**

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