



FROM INBOX TO INCOME: **Monetizing Your Email List**

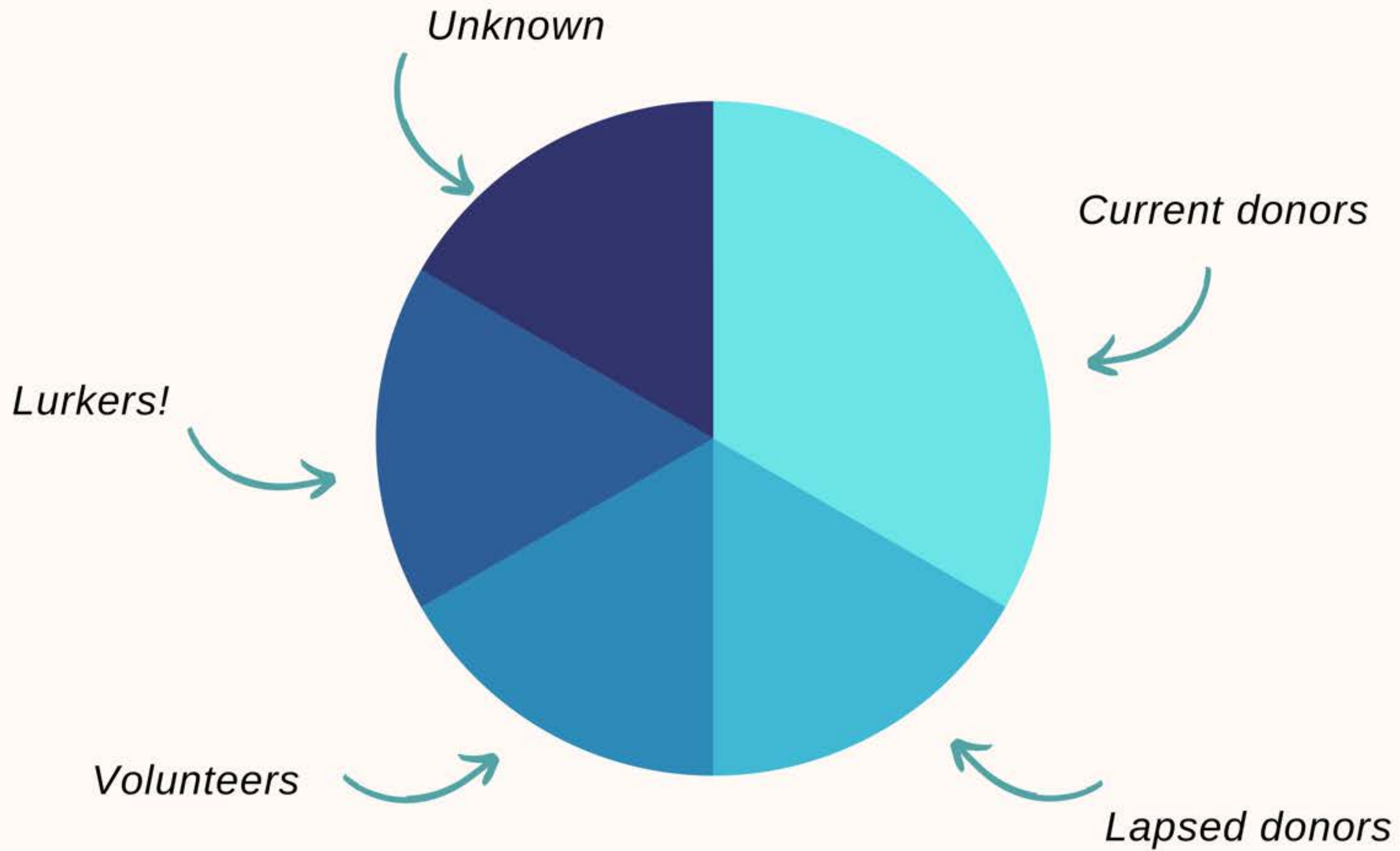
Presented by: Christina Edwards
Founder & Coach at Splendid Consulting

**Purpose &
Profit Club**
PODCAST



Do you find yourself thinking,

“we just need more donors.”



Today you'll find out how to engage
your current email subscribers to
monetize your email list.



I'm Christina Edwards

- **Host of Purpose & Profit Club™ Podcast & Coaching Program**
- **Marketing & Fundraising Pro**
- **Creator of the Social Street Team™ Method**
- **Helped orgs raise & reach millions**

OUR CORE PROGRAMS



*Scripts!
Pre-written Templates!
Mini-trainings!*



THE IMPACT HUB

We're taking action today. You in?

- Core values:
 - Daring action
 - Self-compassion
 - Embracing courage



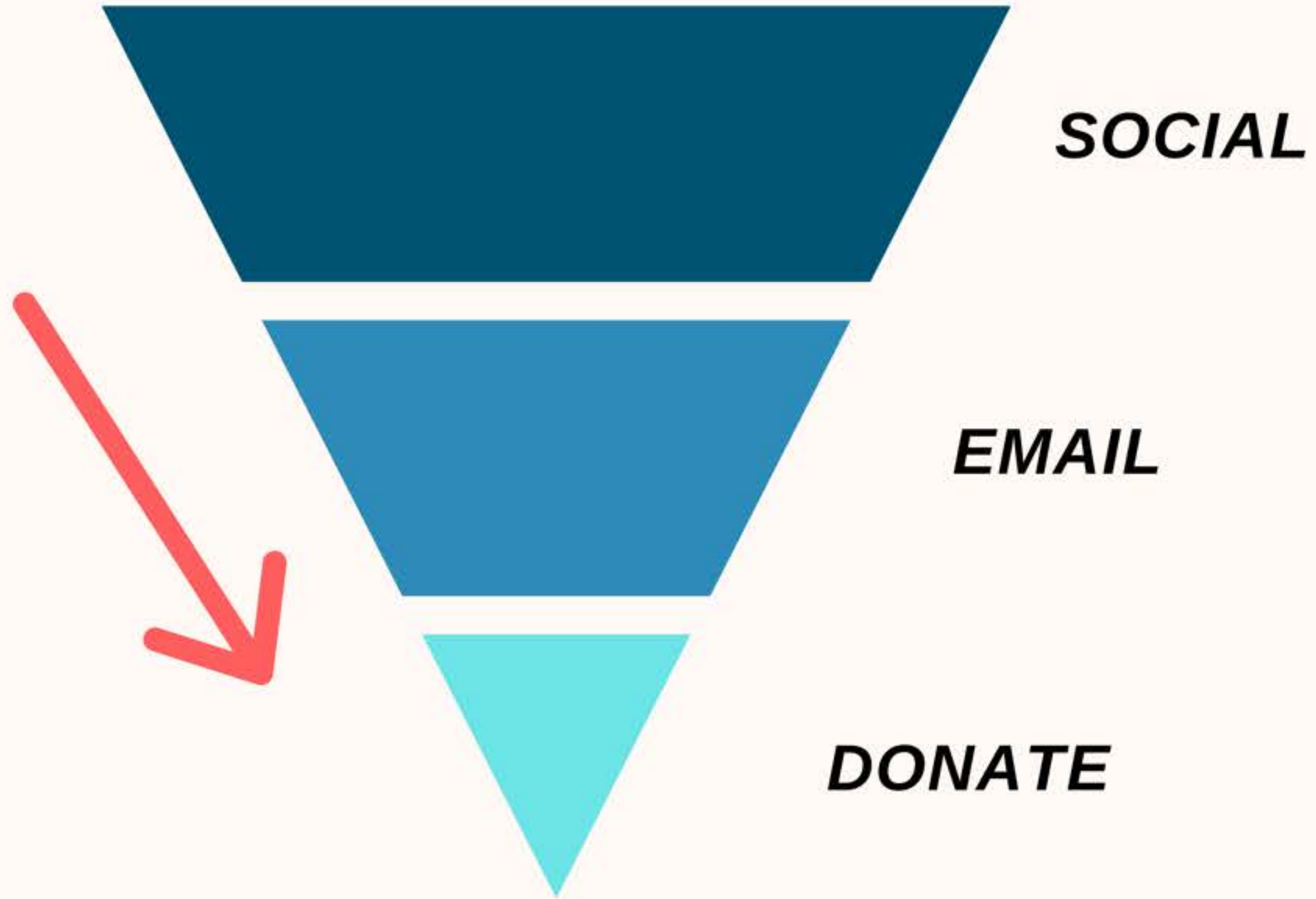


LET'S BEGIN



Email, not social media, is where
conversions happen.

Nurture
Build trust
Mini-campaigns



Email has the highest return on investment of any marketing channel-
\$42 for every \$1 spent!

source: litmus

The Easy Emails Method
**turns subscribers into
engaged donors,**
amplifying revenue and
connection from your
existing email list.



1

SHINE

You're sitting on a goldmine



Debbie [REDACTED] AM

to me ▾



Everyone gets so many emails, how do I ensure mine gets opened?



**SAY IT YOUR WAY, NOT THE WATERED
DOWN WAY.**

One human, to another.

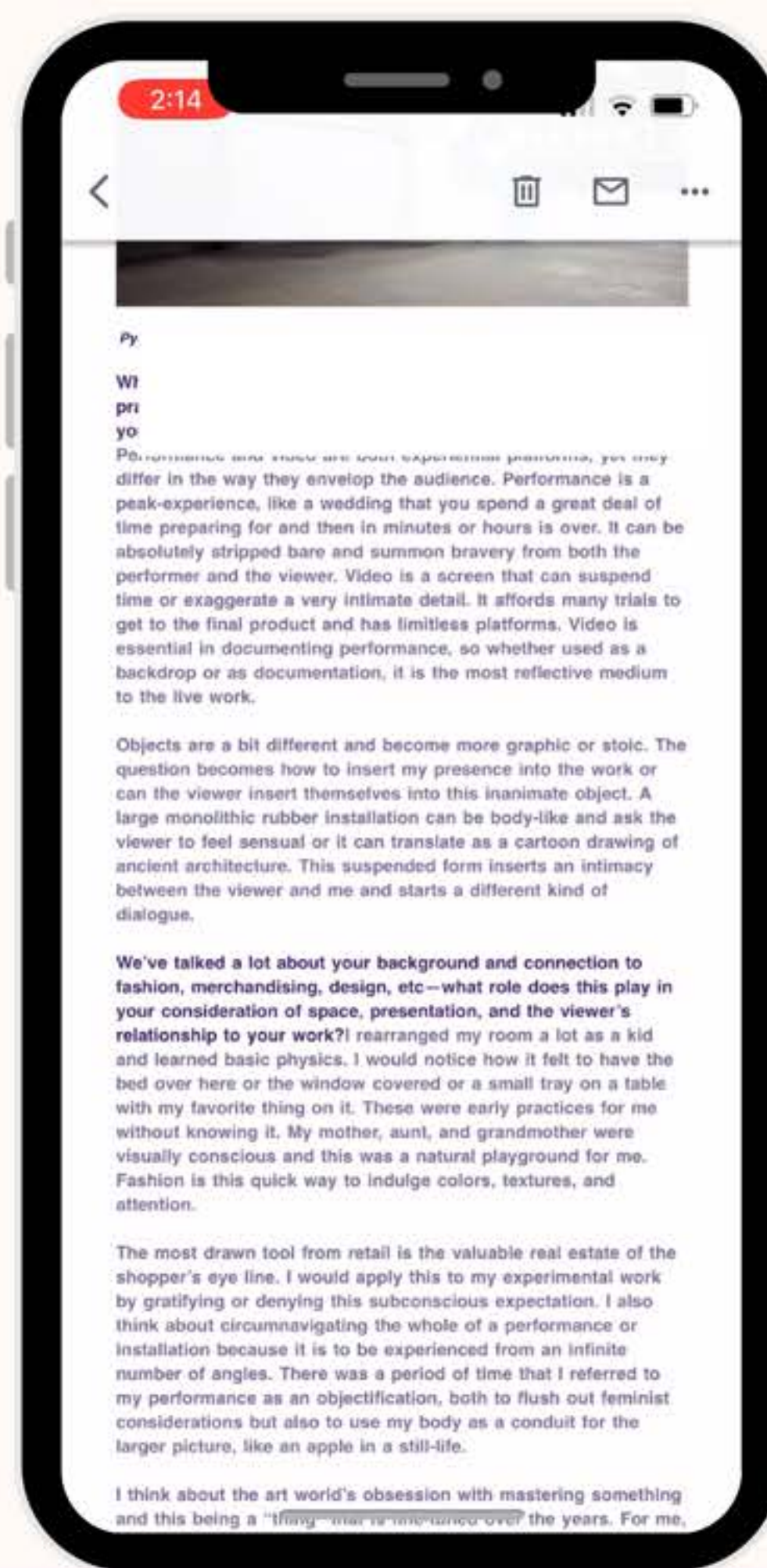
to SHINE in inboxes, it's time to wave
goodbye to sleepy emails

The Outdated Way

boring subject line

not skimmable
endless text blocks

competing links
and calls-to-action



overwhelmingly
long

unclear brand voice

not sized for
mobile




apologetic fundraising

How to SHINE



**Start with subject lines that
captivate and feel personal!**

Easy Emails


We have successfully sent monthly messages to our entire database each month in 2023 (up from only quarterly in 2022). Moving toward increased frequency later this year as well. Our open rates continue to be out of this world! We continue to use strategies you taught us for formatting and subject lines!

FREE GIFT!

10 Winning Subject Lines & 10 to Never Use Again!



splendidcourses.com/gift

Email is your #1 Revenue Producing Asset

4200% ROI!

source: litmus

Actual Results using my
Easy Emails Method:

Major donors ASKING YOU for a meeting



*How would it feel for that
to happen to you?*

2

CONNECT

**8 in 10 first-time donors
never make a second gift.**

But if they give a second gift, they are
63% more likely to give again.



The Easy Emails Method: **CONNECT**

- More frequent, bite-sized emails
- A voice of personality, expertise, and reliability
- An automated welcome series
- Mini-campaigns **year-round**

**If you want to stop the
donor-churn rollercoaster,
you need a scalable framework.**



like email!

CONNECT



Send more frequent, shorter emails



bi weekly or weekly

Easy Emails

“We tripled the frequency this year, plus added more targeted, segmented, specific information.

Our open rates through November are at 64%!”

"What if they **unsubscribe?**"

Beyond commitment and courage lies:

Growth

Influence

Increased Funding

CONNECT



Roll out the red carpet to welcome new subscriber & donors



automate it!



watered down stories

CONNECTION MAKERS

- Social Proof
- Credibility markers or designations
- Ditching assumptions
- Share wins, testimonials, volunteer, and ambassador program details
- Use the word "you" -- often!

CONNECTION BLOCKERS

- "Hi there!"
- Overly formal: "Dearest Christina,"
- Sincerely, Regards, etc.
- "Make a difference" and other vague or transactional language
- Impersonal or boring subject lines

It costs **5x more** to acquire **ONE**
new donor than retain an
existing one.

source: nonprofiteasy.com

3 STEPS TO MONETIZE YOUR EMAIL LIST

SHINE

CONNECT

ACT

**WHAT IF YOU COULD RE-ENGAGE LAPSED
DONORS -- WITHOUT MAKING PHONE CALL?**

**ONE re-engagement email could make
\$5,000 today.**

3

The Big Change to Make Now: ACT



burying the ask

Spark ACTION



Simple over clever



The Easy Emails Method: ACT

- Teeing up your audience to take action
- Building excitement & anticipation
- Using urgency to drive action without feeling out of alignment

This step requires you to:
Stop Making Assumptions.

“I don’t want to annoy them.”

“This is their max.”

“Times are tough.”

The average American checks their
phone 144 times a day.

Do you see the power of more emails?



**on this webinar,
we've covered...**

The Easy Emails Method: SHINE, CONNECT, ACT



- Your emails could be booking major gift meetings
- Re-engaging lapsed donors & upgrading current donors
- Building long-term trust with newbies
- Don't blend in.
- Be willing to stand out to build trust and monetize your email list.

Get the support, tools, and exact
method to increase your impact,
for good!



Tap into **Your Email Goldmine!**

TURN SUBSCRIBERS TO SUPERFANS



VIP COACHING SESSION

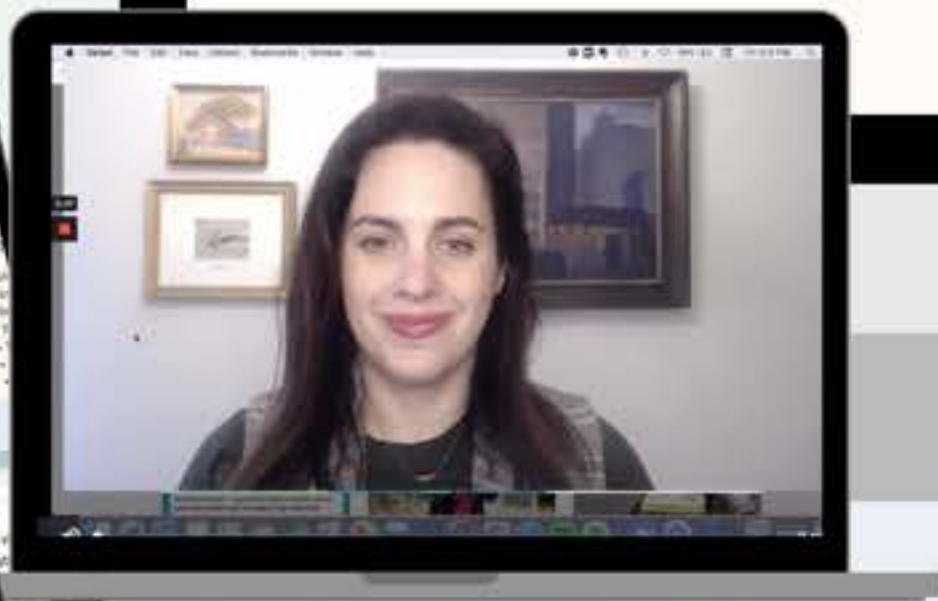


Easy Emails FOR IMPACT

Save \$400!

BUILD LOYALTY DRIVEN STORIES AT 2X THE SPEED

ZERO-STRESS CAMPAIGN LAUNCH METHOD



COMMUNITY GROUP

This totally delivered!



"Watching Christina 'live edit' content was very helpful!

This program helped broaden our thinking when it comes to what we send, when we send it, how often we communicate, and what we say. We learned to not be afraid to email more frequently.

I would absolutely recommend this course to friends and colleagues!"

Wendy, Executive Director

THE EASY EMAILS METHOD

01

**UNCOVERING YOUR UNIQUE VOICE
OF AUTHORITY**

02

**SUBSCRIBERS TO SUPER FANS:
EMAIL LIST MASTERY**

03

**LIST-BUILDING & METRICS FOR
DATA-DRIVEN SUCCESS**

THE EASY EMAILS METHOD

04

**DESIGN & FORMAT LIKE A PRO FOR
HIGH CONVERSIONS**

05

**POWER LAUNCHES: TURN READERS
INTO REVENUE**

It went **above & beyond my expectations!**



"I was reminded of how much I love to write!

The class felt very personal/relatable and was not a "lecture" or simple PowerPoint webinar. It went above and beyond my expectations.

The course has sparked a creative light in my work team. That feels exciting!"

Jane, Executive Director

You don't need a bigger email list.
You just need to start.

Say hi!



 @SplendidConsulting

 splendidcourses.com/gift

 linkedin.com/in/christinatza/

 Purpose and Profit Club™ Podcast



Christina Edwards
Founder, Splendid Consulting