




# Welcome to Bloomerang Academy

Thank you for joining us! Please drop into the chat and tell us where you are joining us from and what the weather is like where you are!



# Housekeeping

**Live Transcript**

We all know what we want to do is spend  
administration and more time Doing the w

Hide Subtitle

View Full Transcript

Subtitle Settings...



Chat



Raise Hand



Q&A



Live Transcript

**Share ideas**

**Ask questions**

# Housekeeping

Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

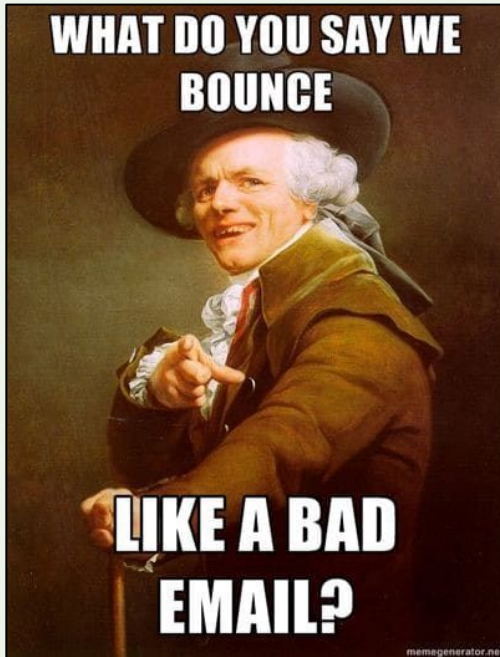
Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to [support@bloomerang.com](mailto:support@bloomerang.com). Our support team is amazing!

# Emails Part 2



## What will we cover today?



1. Email Design Tips and Samples
2. Best Practices for Email
3. Designing Your Email in Bloomerang
4. Email Filtering & Reports
5. Email Updates



# Design Tips and Samples



# Jump In with the Right Mentality!

- There are **many different ways** to achieve the same end goal.
- Email design is **art**. You will need to “get your hands dirty” and **experiment** with your design elements to achieve the results you want.
- The final product may not look exactly the way you pictured it in your head - you will likely need to **compromise** in some areas due to the way the software is constructed.



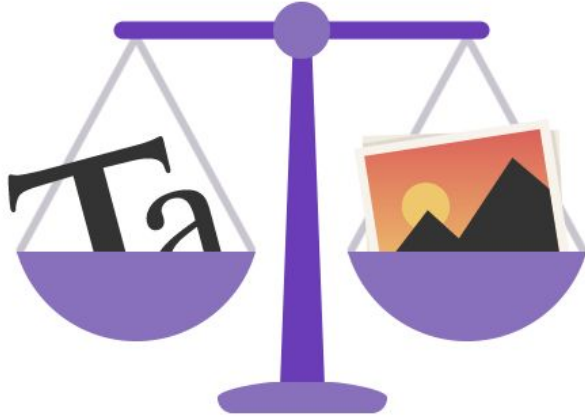
# Readability

- Move a reader's eyes across the page
- No more than 2 Fonts, 3 Colors
- Obvious links (Keep them clear and near the top!)
- 5 or fewer stories/calls to action
- Simplify and shorten





# Image Best Practices



**PRO TIP:** The recommended text to image ratio is 60:40. Images are important but text should still have center stage!

- Spam filters don't like image-only emails
- Banner width at 500-800px
- For a two-column layout, use images that are a maximum of 265 pixels wide.
- For a thin/wide layout, use images that are a maximum of 165 pixels wide for the thin column and 375 pixels wide for the wide column.



# Before...



MARCH 2014

WWW.NPCA.ORG

Welcome Kiv!



### Beyond Yellowstone: 10 Hidden Gems to Explore in the National Park System

Want to explore a few remarkable places off the beaten path? These 10 NPCA picks offer great ways to escape the crowds while enjoying unique, underappreciated natural and cultural treasures around the country.

[View the Slideshow »](#)

[» See More ACTION ALERTS](#)



### New Chance to Stop the Damage to Buffalo River

Last year, Arkansas officials allowed an industrial-scale hog farm to operate upstream from Buffalo National River. Now, these officials



### Do Your Reps Support National Park Funding?

Earlier this week, President Obama unveiled his proposed budget for the next fiscal year, which would restore \$55 million in additional funding to



### Q&A: Behind the Scenes with Artist Brixton Doyle

To date, NPCA and the Creative Action Network have showcased 450 original works of art (and counting) through the See America

Get the Latest »



### Transforming D.C.'s "Forgotten River"

D.C.'s Anacostia River has an image problem. It has suffered for years from pollution and neglect and has a reputation as a place to avoid—some even call it the "Forgotten River." Fortunately, community advocates are helping to reverse this stigma and inspire a new generation of stewards. Groundwork Anacostia is involving high school students in service-learning projects that are revitalizing the watershed.

[Learn More »](#)

would take effect in time for the upcoming Park Service centennial.

Take Action »

Plus

### Wildlife vs. Climate Change: A Pike Tale

What lives near high-altitude rock fields, is closely related to rabbits, makes a distinctive barking noise, and is so sensitive to cold that it could literally die from climate change? Meet the adorable, mischievous pikas that sassy their way around a number of western national parks, and learn how a team of researchers is trying to help them survive.

[Learn More »](#)

Learn More »



### Trivia Challenge: Name This Artist

The Ozark National Scenic Riverways is the largest national park site in Missouri, with caves, historic mills, and two wandering rivers that offer some of the best canoeing in the Midwest. One prolific Missouri-born painter had a deep love for the park and immortalized its lush landscape in the above 1953 work of art. Who was this painter? Get the answer and fun park facts in our new monthly trivia challenge.

[Learn More »](#)

**ParkScapes Travel: Yellowstone Wildlife Safari**

Witness the enchantment of Yellowstone National Park as you and your wolf, bear and elk calves venture out for all to see. Our expert guides know the best locations for spotting wildlife during this magical time, but dates April 1-6, space is limited.

[» Get Trip Details](#)

Program artwork © Jim Kruger/StockPhoto

**Salute to the Parks**

You're Invited  
April 9th  
Washington, DC

Join NPCA and members of the national parks community at NPCA's Salute to the Parks Gala. This year's gathering will honor Dr. Milton Chen for his ongoing work to promote place-based learning and his strong vision of national parks as outdoor classrooms. Guests will also be treated to a musical performance by award-winning singer-songwriter and national recording artist Doreen Taylor.

[» Learn More](#)

### QUOTE OF THE MONTH

"The truth is: The natural world is changing. And we are totally dependent on that world. It provides our food, water, and air. It is the most precious thing we have, and we need to defend it."


—David Attenborough

[NEW NPCA REPORTS](#) [WAYS TO GIVE](#) [BECOME A MEMBER](#) [STORY IDEA FEEDBACK](#)

[www.npsca.org](#) | [Your Action Center](#) | [Unsubscribe/Manage Your Subscription](#) | [Donate](#)

# After...

[Share on Twitter](#) [Share on Facebook](#) [Forward to a Friend](#) [View Online Version](#)



## NATIONAL PARKS CONSERVATION ASSOCIATION


# PARK NOTES

NATIONAL PARK NEWS & ALERTS

Hi, Friend of the National Parks!  
[Edit your profile](#) | [Visit Action Center](#) | [Join NPCA!](#) | [Renew](#) [Donate!](#)

## FEATURED PARKS

### The 10 Least-Visited Places in the Park System



© Doug Demarest/Design Pics Inc./iStock

The Park Service recently released its visitation statistics for 2014. The most popular parks, such as Great Smoky Mountains and Golden Gate, continued to draw record numbers of visitors. But what about the underappreciated places where only a handful of adventurers go each year? Take a peek at these 10 under-the-radar national gems.

[View the slideshow »](#)

## TOP STORIES



© Mark VanDyke/Dreamstime

### 9 Civil War Battlefields You Helped Save

For the last four years, advocates around the country have commemorated the 150th anniversary of the American Civil War—and worked to preserve threatened lands where this history shaped our nation. As we mark the sesquicentennial of the war's end this month, NPCA shares nine places supporters like you helped save.

[Learn more »](#)



© World 11/Dreamstime

### Finally, Something We Can Agree On: The Everglades

This political season, initiatives to improve the Everglades have brought bipartisan supporters together who seem to agree on little else. The outlook is promising that key restoration programs will move forward despite an often tense political climate. Here's what this could mean for the nation's largest subtropical wilderness.

[Learn more »](#)



© Aaron Siders

### The Best of America, Free

On April 18 and 19, you can participate in one of the country's greatest bargains of the year. Acadia, Yosemite, Zion, Harpers Ferry, Rocky Mountain, and hundreds of other iconic parks will waive their entrance fees as part of the kick-off to National Park Week.

[Make your plans »](#)



### Love National Parks? Support This Lego Project to Build Your Own

How cool would it be, after coming home from a great national park vacation, to sit down and build your own national park? Thanks to a

# Before...



looks like a church flyer

no photos of beneficiaries

missing salutation just 'great wall of text'

no hook or dramatic opener - just 'pandemicsplaining'

scriptures distract, don't make case

reads like a newsletter update instead of giving donor a problem they can solve

While the COVID-19 pandemic has painted an unfamiliar scene for our community, one thing remains unchanged: the mission of St. Mary's Springs Academy. Our commitment to inspiring students to live a purpose-filled life through inclusion in the Catholic community, development of God-given strengths, and a commitment to individualized academic achievement remains unwavering.

*Faith* DOES NOT MAKE THINGS EASY,  
IT MAKES THEM *possible*  
LUKE 1:37

We have embarked on the unexpected, but the entire SMSA team continues to strive forward with reverence and fortitude as we meet unanticipated challenges with fierce determination. SMSA has welcomed back students to the Ledge for in person learning for the 2020 -2021 academic year, while also providing the opportunity for virtual learning for families that choose or when warranted due to Covid-19 exposure and/or state, archdiocesan mandates.

COVID-19 has not deflected from our mission or deterred from plans to.....We remain committed to that future. We remain committed to our students.

*Trust* in the Lord with all your heart; do not depend on your own understanding.

*Seek* his will in all you do, and he will show you which path to take.

PROVERBS 3:5-6

Many of you have asked how you can support SMSA. The immense outpouring of support continues to be both humbling and inspiring. Enclosed please find opportunities to renew your commitment to SMSA. Now more than ever, every dollar raised makes an immediate impact.

In your Service,

Stacey Akey  
System President



P.S. The only gift too small, is no gift at all.

hard to read cursive

makes me feel like you don't know me or need my help

sounds like you don't need my \$

'impact' is generic and vague - appeal never states why gift is needed or how it will be used

Overall appeal uses "you" as much as "we" (8 times) should use "you"

Before & After End Of Year Appeal Makeovers

# After...

personalized salutation

Dear <<Name>>,

warm opener

If **you're** like me, the sound of squealing kids rushing to class before the bell rings, their sneakers squeaking down the hall, fills you with delight.

A few months ago, our hallways were dark and empty. No eager teachers waited outside their classroom door ready to inspire. No colorful artwork clung to lockers. No backpacks stuffed to the brim with crumpled paper and yesterday's lunch. No locker doors latching shut.

immersive storytelling

Because of **your** support <<Name>>, today there is muffled laughter and a megawatt smile behind every decorative mask **you** see.



more than twice as many "you"s than "we" words

**YOU** can ensure students continue to thrive, but we need **your** help today.

Did **you** get as excited as I did in school when you got to present on the overhead projector? Or tap away at the keyboard in typing class? Or play Oregon Trail? Technology that was once a privilege is now a necessity.

Imagine **you're** bingeing on your favorite Netflix show and the signal goes in and out. **You're** paying a bill online that's due today before **you** go to bed when all of the sudden **your** internet goes out. **You** finally connect over FaceTime with family **you** haven't seen in months and your screen freezes.

Students today are facing the same challenges because of outdated technology in the classroom. These distractions cost them the ability to learn.

**Your** support ensures **each** classroom is equipped with crucial technology. The kind that fully engages **you**, no matter **your** learning style. The kind that raises **your** test scores while having fun. The kind that connects **you**, whether at home or in the classroom. The kind that doesn't slow you down, and floods all your senses. Without **you**, students will not have hands on, immersive experiences.

P.S. mentions my last gift, specific ask & deadline

photo w/eye contact

<<Name>>, **your** generous gift speaks volumes about how much **you** value the role a Catholic education plays in shaping our nation's future leaders. In a world faced with division and uncertainty, we need strong leaders. **You** are a valuable part of shaping who these students become.

tells me exactly what to do to give

Please use the enclosed donation card to renew your commitment to St. Mary's Springs Academy.

These kids are counting on **you**. And I know **you** care about how they're doing. **Please give now, as generously as you can.**

mission infused closing

For our kids,  
*Stacey Akey*  
Stacey Akey  
System President



P.S. Hi, I'm Mary\* and your donation today has an immediate impact on my ability to learn. Your last SMSA Fund gift was \$100 gift! If you could match it again (or even increase it a little), I'd be mighty grateful! Thank you for believing in me and making your gift before December 31, 2020!

\*Names have been changed to protect the privacy of these students.

# Designing in Bloomerang

- Layout and Structure—Variables that make a difference include:
  - Physical placement of every element
  - Compelling, emotional photos
  - Provocative, storytelling captions, word choice, fonts and type size
  - Color and contrast
- Design Elements:
  - Images
  - Videos
  - Buttons
  - Social Media buttons

**PRO TIP:** Keep your most important info, including your donation button, above the scroll. Not everyone will scroll down further.



**Into the database we go!**

Large, vibrant green Monstera leaves with characteristic holes, positioned in the top-left corner of the slide.

**Once the email is  
sent...**

A smaller portion of a vibrant green Monstera leaf with characteristic holes, positioned in the bottom-right corner of the slide.








# What You'll See In-App

## 2023 Monthly March Wrap Up





Solicitation Constituents 

Sent last Tuesday at 6:27 PM by  to 284 recipients


**Edit Email** 2023 Monthly March Wrap Up Delete Cancel Save And 

 Design  Filter  Details  **Tracking**

**Launched:**  
284 messages at 6:27 PM 4/4/2023

 Launched
 .....
  Queued
 .....
  Sent
 .....
  Opened


**Deliverability**  
284 Emails



95%  
Delivered

Delivered
Dropped
Bounced

**Open Stats**  
269 Emails







55%  
Opened

Opened
Unopened

**Recipient Engagement**

11	Clicked a link
1	Unsubscribed
0	Marked as Spam

**Most Clicked Links**


10	
1	
1	
1	

- On Email Dashboard, status says **Sent**
- **Interaction** is created on constituent's timeline
- You now have a **Tracking tab**

**Mass Email**

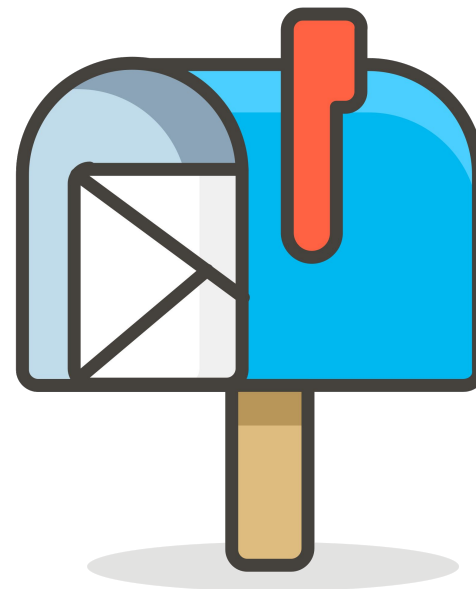
Solicitation - Your monthly gift goes so far...

March 15



# Deliverability Specifics

- **Delivered:** Success! Your email made it to the recipient. NOTE: That does not necessarily mean it's in their main inbox. It could be in a different folder.
- **Bounced:** The email failed to reach its destination. If you try to email them again, we will still try to deliver. If it keeps bouncing, it will eventually drop.
- **Dropped:** Since it has been established that this is undeliverable (has bounced in the past), we did not attempt to send.



# Report On Emails

**Interaction Filters**

Include Channel is 'Mass Email' \* Subject contains 'Newsletter' \* And

Or\_

Exclude Add filter\_

---

Expanded Filters View (support users only) Show

4 interactions found (last run a few seconds ago) Refresh Add Column

Date	Name	Channel	Purpose	Subject	Note	Is Opened
4/18/2016	John Francis Donaghy	Mass Email	Newsletter	Newsletter		No
5/25/2015	Leslie Knope	Mass Email	Newsletter	Newsletter		No
4/13/2015	Bruce Wayne	Mass Email	Newsletter	Newsletter		No
10/31/2014	Donald Duck	Mass Email	Newsletter	Newsletter		No

Examples of reports you can create:

- People who opened a specific email
- People who have opted out of email
- People who have received emails, but have never opened any of them

**Into the database we go!**

# Exciting news to share!



## New features to build Engaging Emails faster and easier!

### Release 1:

- Improved usability of existing workflow, language, Actions, Email home page

### Release 2:

- New & Enhanced Content editing + Refreshing layout templates

### Release 3:

- Adding new layout templates. Adding a new workflow to create your own branded templates

**Timing:** Slated for Q2 which is May-June



# Email enhancements

## Release 1:

- Improved **organization of features** to make your workflows easier
- **Intentional template section** to allow for creation of your own templates in Release 3
- Improved **discoverability of email functionality** (search based on type and purpose)
- Other relevant changes to user interface and structure to allow for ease of use

# Email enhancements

## Release 2: (hang onto your hats!)

- Additional **content block types** to allow for more modern content creation
  - *Icons, gifs & stickers—oh, my!*
  - *Additional standard fonts*
  - *Background images and image filters*
- **Mobile design and preview** while editing
- **Editable “Contact Us”** email block
- Write with **AI option**
- **New and updated templates**

# Email enhancements

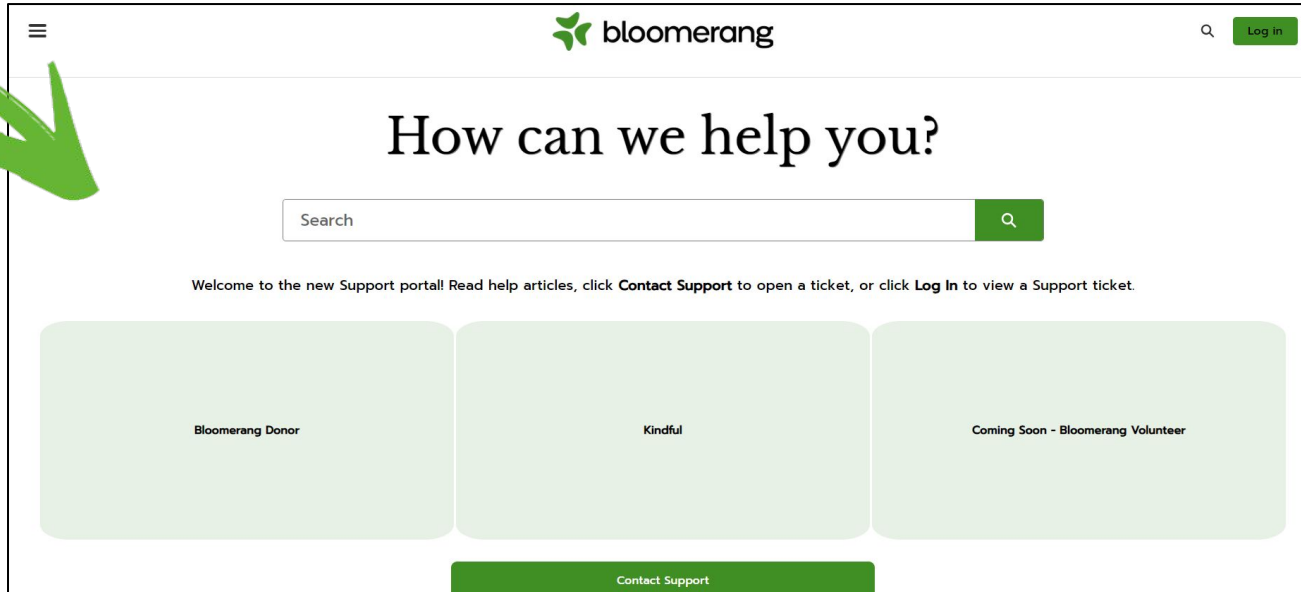
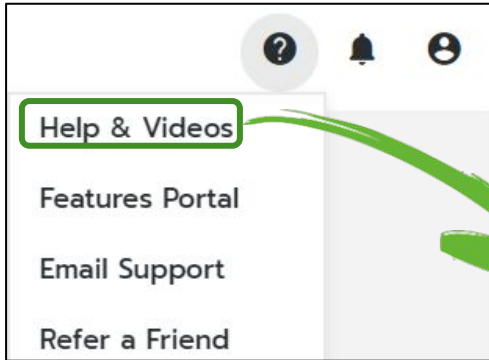
## Release 3:









- The introduction of **true email templates**
  - Save your custom content as true templates to be used as a starting point for new emails.
  - This is a foundational feature for more email functionality throughout the product.

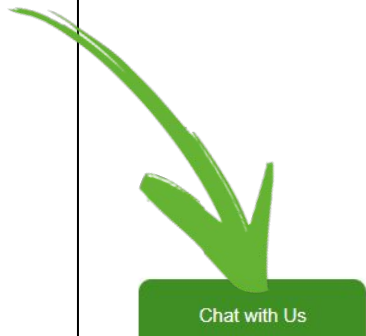


# Resources

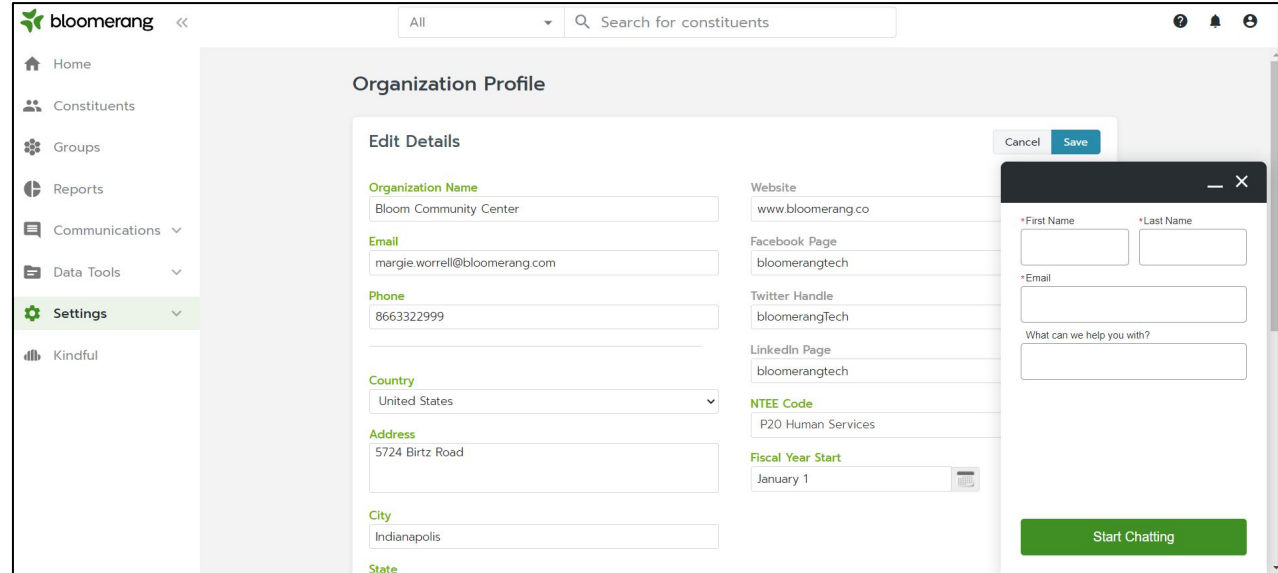
## Bloomerang Knowledgebase and Support Portal



-  Home
-  Constituents
-  Groups
-  Reports
-  Communications ▾
-  Data Tools ▾
-  **Settings** ▾
-  Kindful



# Live Chat has a new look and a new location!



**Organization Profile**

**Edit Details**

<b>Organization Name</b> Bloom Community Center	<b>Website</b> www.bloomerang.co
<b>Email</b> margie.worrell@bloomerang.com	<b>Facebook Page</b> bloomerangtech
<b>Phone</b> 8663322999	<b>Twitter Handle</b> bloomerangTech
<b>Country</b> United States	<b>LinkedIn Page</b> bloomerangtech
<b>Address</b> 5724 Birtz Road	<b>NTEE Code</b> P20 Human Services
<b>City</b> Indianapolis	<b>Fiscal Year Start</b> January 1
<b>State</b>	

**Start Chatting**

# Resources

## Knowledgebase

[Creating Emails Part 1](#)

**\*\***[Email Message Templates](#)

[Create an Email Template](#)

[Track and Report on Emails](#)

[Handle Bounced and Dropped Emails](#)

[Find and Handle Bad Email Addresses](#)



## Other Resources

[When Your Nonprofit Can And Cannot Send An Email](#)

[How to Create a Successful Fundraising Email](#)

[Nonprofit Email Communication Truth: Quantity Is As Important As Quality](#)

[How to Get More People to Open Your Nonprofit Email](#)

[10 Steps To A Successful Fundraising Appeal Email](#)

[Using Segmentation To Boost Engagement In Email Campaigns](#)

[7 Email Marketing Myths That Are Hurting Your Fundraising Efforts](#)





**Thank you for attending!**

**AND thank you for all you do for  
your communities!**

Visit our website to see more upcoming  
Bloomerang Academy webinars!

