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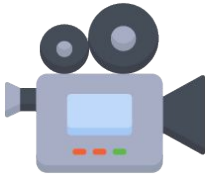
Creating Emails Part 1

Bloomerang Academy

Thank you for joining us today. We're glad you are here.
Please tell us where you are joining from in the CHAT!

Housekeeping

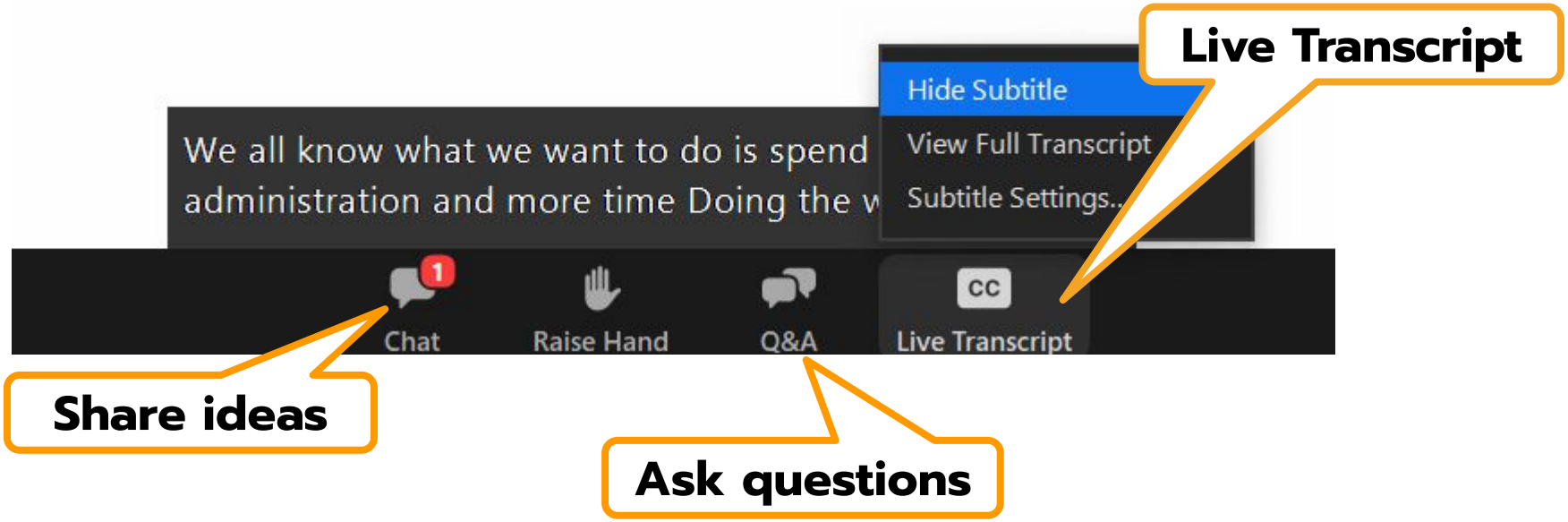


We're recording this webinar! We'll send you a link to the recording and copy of the slides within 48 hours.

Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion. We'll answer questions at the end of the presentation.

Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!

Housekeeping



Our dial in number in case you need it today: **+1 669 900 6833**

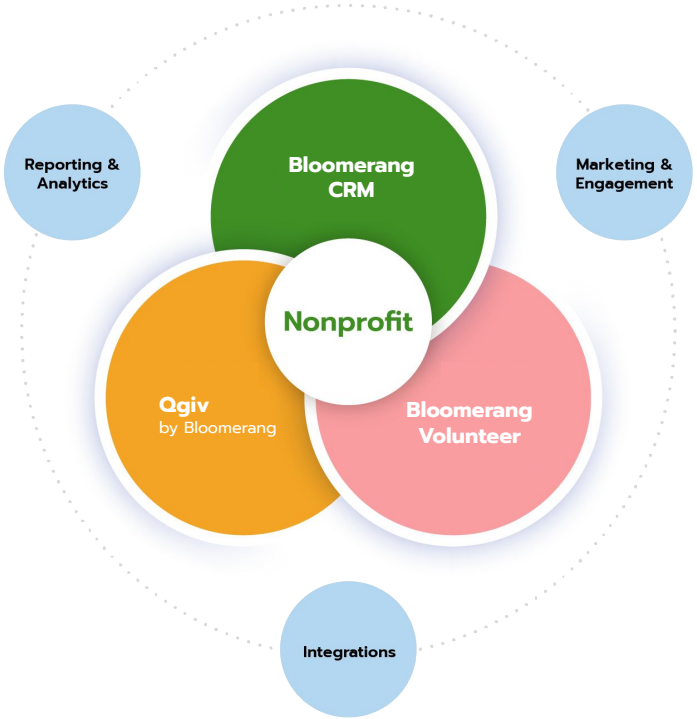
If you need more assistance, please reach out to support@bloomerang.com.

BLOOMERANG

Built for purpose

Giving platform designed to improve fundraising outcomes

- **Easy-to-use tech, built for you**
- **Industry leading solutions**
- **Insights that lead to better results**
- **Engagement that inspires giving**
- **Increase fundraising revenue**
- **Automate and simplify day-to-day**



VALUE

Raise more

Engagement quality increases, effort decreases, and giving soars!

30%

Higher overall donation page conversion rates.

$108

Average recurring gift, 4x the industry average.

15%

Increase in donor base year-over-year.

$180

Average one-time gift, 50% higher than the industry average.

25%

Increase in recurring donor conversion rate.

26%

Increase in dollars raised year-over-year.

What will we cover today?

- Set your organization up for successful email communication
  - Understand what an SPF record is and how it pertains to Bloomerang
  - Have reasonable expectations for a good deliverability rate and sending reputation
  - Verify your Organization Settings
  - Use best practices for Email Interests

- Gain a solid foundation to begin creating emails in Bloomerang
  - Understand how email templates function
  - Choose appropriate filters
  - Understand your template-specific settings
  - Familiarize yourself with basic design options
  - Know what sending options are available

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Set Your Organization Up for Successful Email Communication

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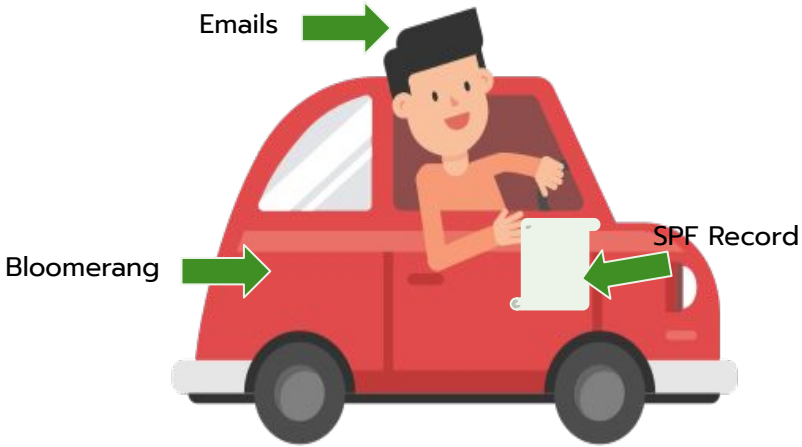
What is SPF?

Sender Policy Framework is a protocol designed to restrict who can use an organization's domain as the source of an email message. SPF blocks spammers and other attackers from sending email that appears to be from a legitimate organization.

To send from your domain in Bloomerang, you need to authorize Bloomerang to send emails on your behalf.

The Car Analogy



Your **email messages** are like your **passengers**. They have places to go and people to see!

Bloomerang is like your **car**. It's how your emails are going to get from Point A to Point B.

Your **vehicle registration** is like your **SPF record**. If you don't have it, you're going to get in trouble and have a hard time reaching your destination!

You want to authorize Bloomerang to send emails on your behalf.

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Do I have to set up my SPF record?

No, but it is **highly recommended** for optimal deliverability (just like it is **highly recommended** to register your vehicle in our analogy).

If your domain does not have an SPF record OR if Bloomerang detects that you haven't added our email provider to your existing SPF record, we will send your email from the **Bloomerang Mailman domain** instead which already has an SPF record set up.

This will appear like "orgname@mailman.bloomerang-mail.com" in your recipients' inboxes.

Set Up SPF This is the Knowledgebase area with articles which can walk you through the process of setting up your SPF. Check it out!

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How to Add or Update Your SPF Record

This depends on your domain name provider, also known as your web host.

- Don't know who your web host is? Find it here.
- Need help editing your SPF record within your web host? Find guides here.
- Comprehensive Bloomerang help documentation can be found here.

Stuck or confused? Our Support Team will be happy to offer as much guidance as they can!

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Email Deliverability

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There is no such thing as 100% deliverability.

Not all of your emails will reach their target destinations and that's okay.

An acceptable deliverability rate is considered to be about **80% or higher**.

An EXCELLENT deliverability rate is considered to be **above 90%**.

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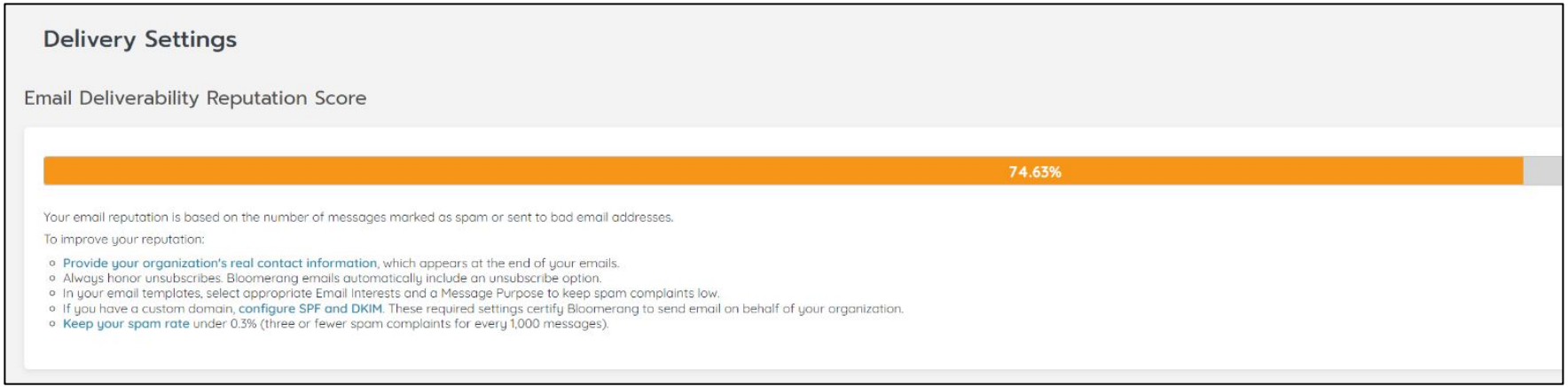
The importance of a good sending reputation

Your reputation is based on the number of messages marked as spam or sent to bad email addresses. If your domain has a poor sending reputation (even if you have an SPF record set up), your recipients' spam filters are less likely to let your emails in.



Find out more about the three types of required email authentication: Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and DMARC (Domain-based Message Authentication, Reporting and Conformance).

How to foster a good sending reputation

- Only send **relevant information** to your constituents.
- Avoid an overabundance of **images and links**.
- **Honor unsubscribes** and don't opt constituents back into your lists.
- **If an email fails to reach its target destination, do not continue trying to send to that email address.**

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Organization Settings

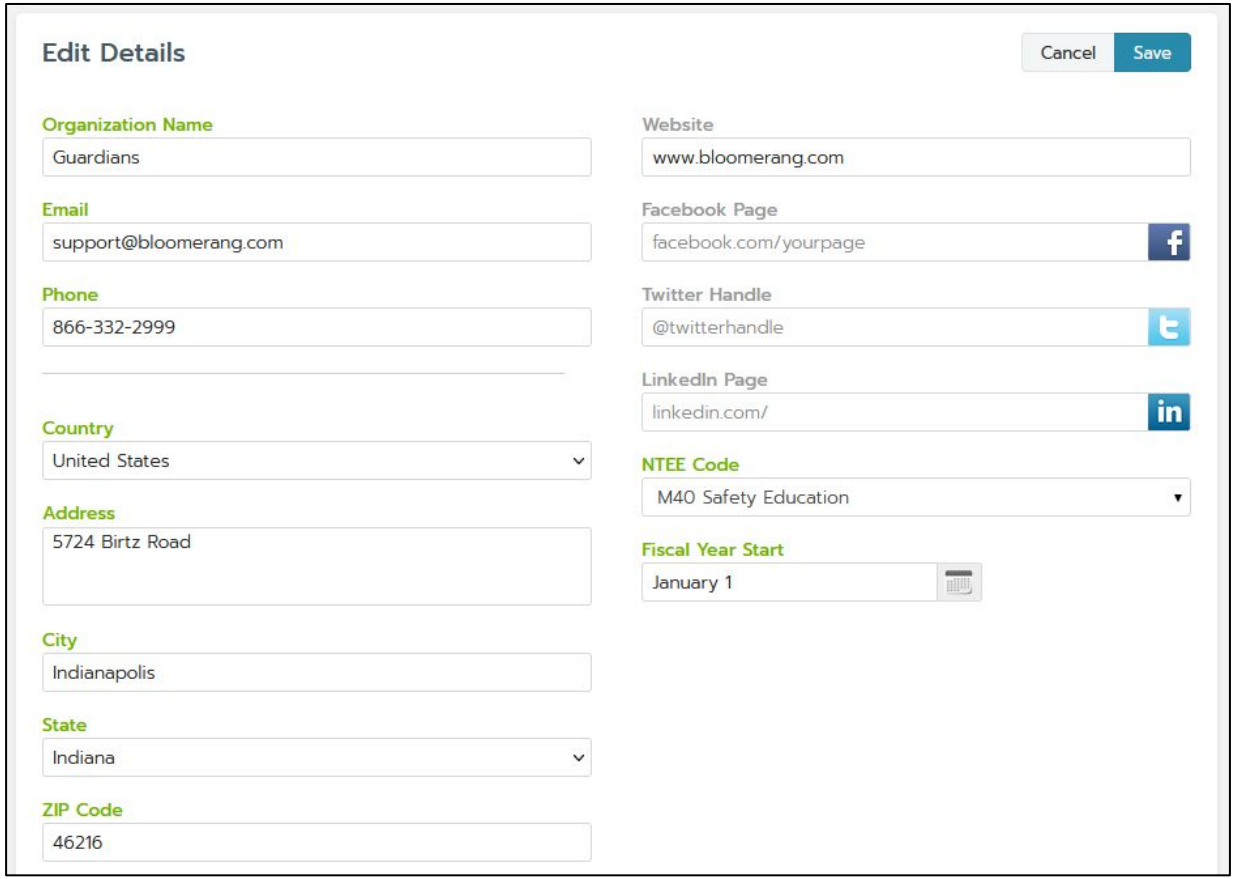
To access in Bloomerang:

- Click “Settings”
- Click “Organization”

This information will appear at the bottom of your mass emails. It is required by law.

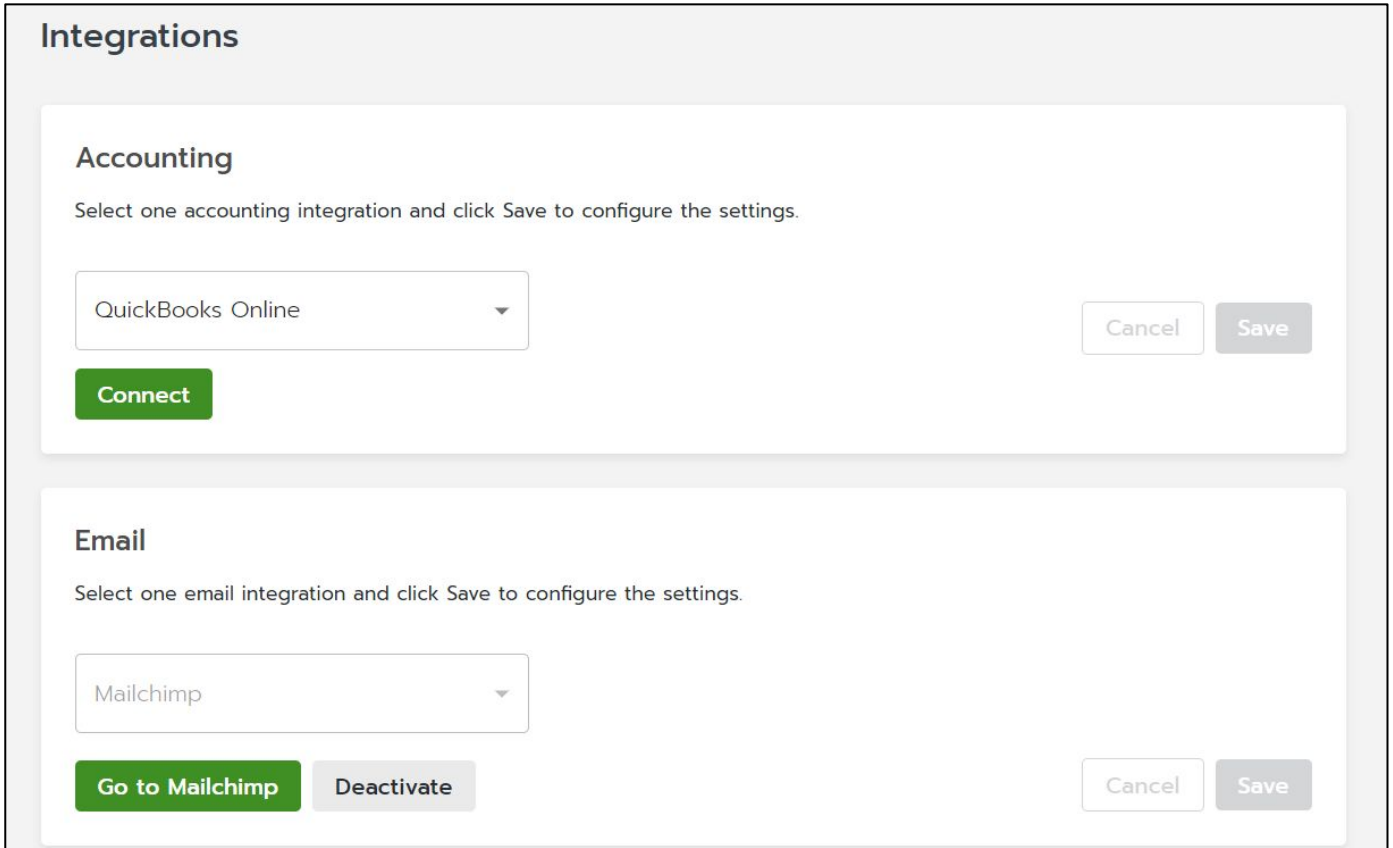
Our Contact Information
Guardians
5724 Birtz Road
Indianapolis, IN 46216
866-332-2999
http://www.bloomerang.com

Unsubscribe | Manage email preferences



Email integrations

If you integrate Mailchimp or Constant Contact with Bloomerang, here is where you will find that access.



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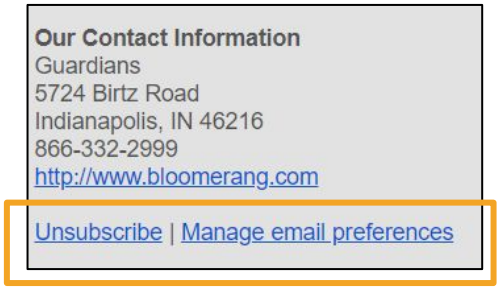
Email Interests

Give your constituents the tools they need to maintain sustainable engagement.

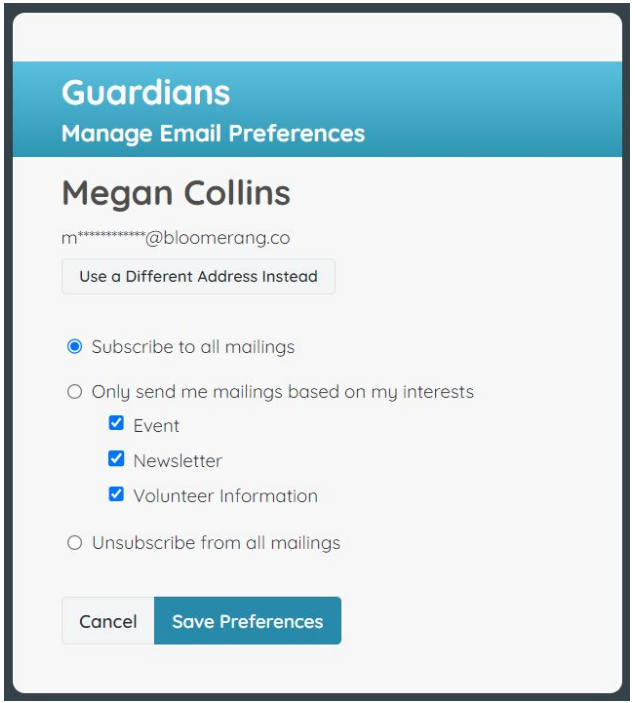
- To access:
  - Click “Emails”
  - Click “Delivery Settings”
  - Click “Email Interests”
- Tailor your interests to your organization
- This will be displayed to constituents when deciding which emails they want to receive

What does the constituent see?



Email interests should be clearly defined and easy for your constituents to interpret.

Select email interests with intent when sending emails or your constituents are likely to just opt out entirely.



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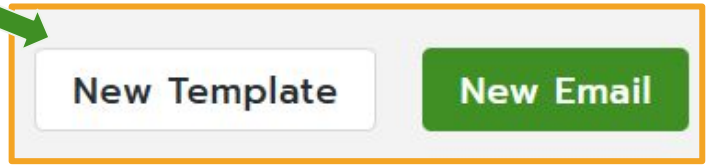
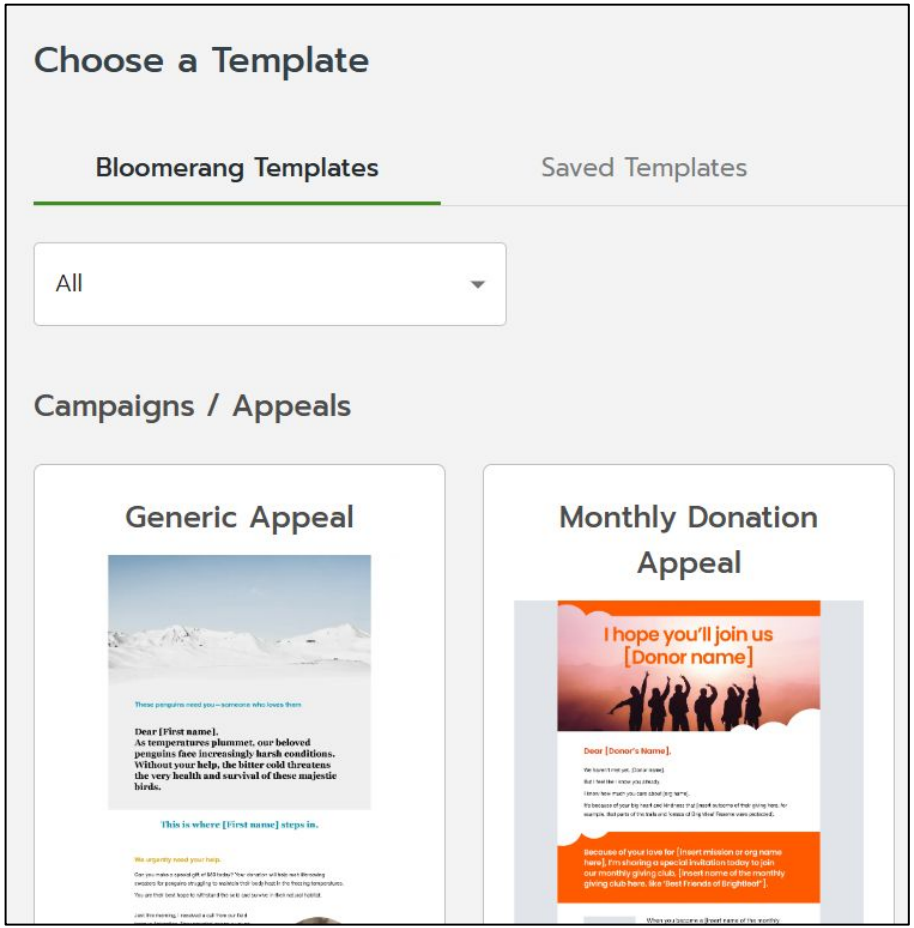
Gain a Solid Foundation to Begin Creating Emails in Bloomerang

Two ways to start:

Start with a template or a copy of a previous email

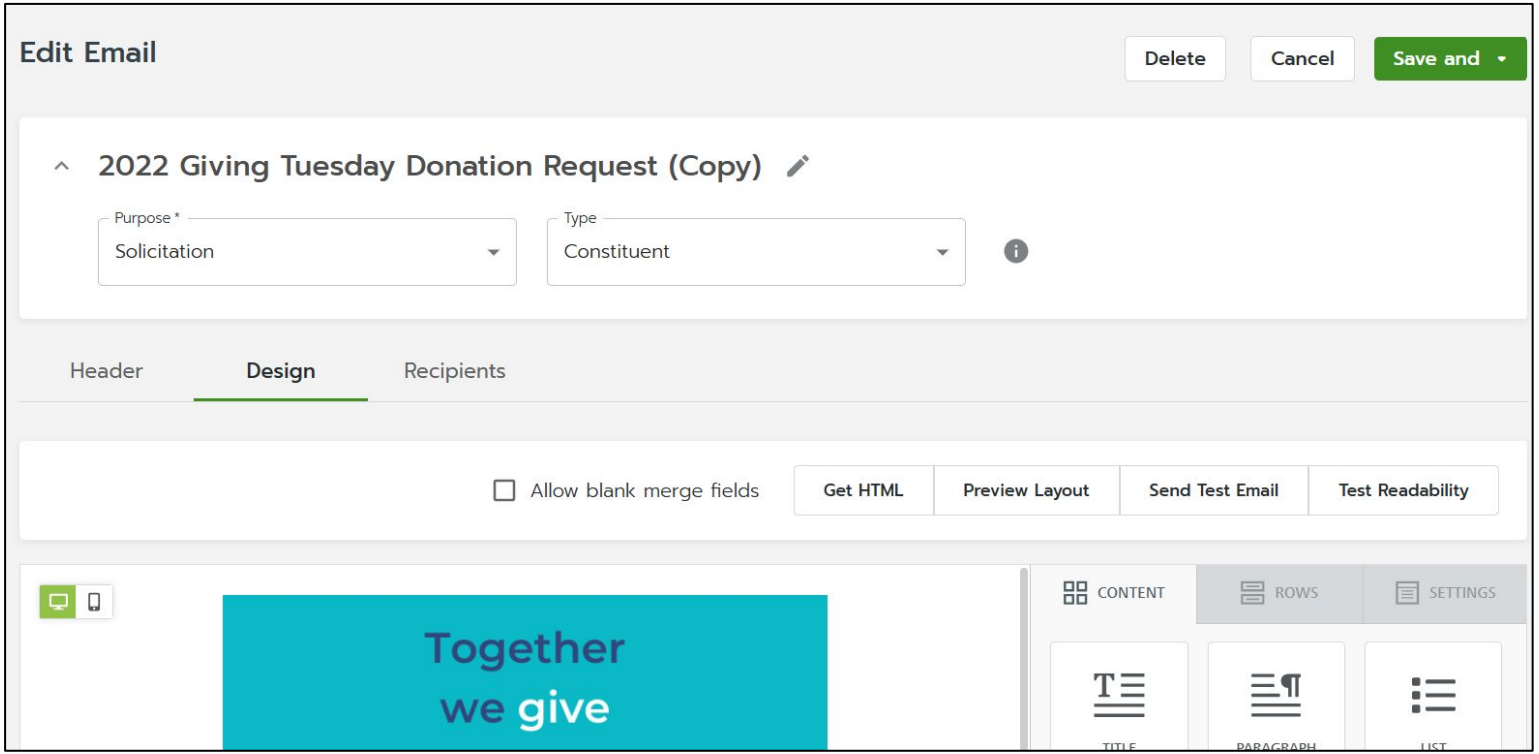


You can start with a Bloomerang Template or use a Template you have created and saved

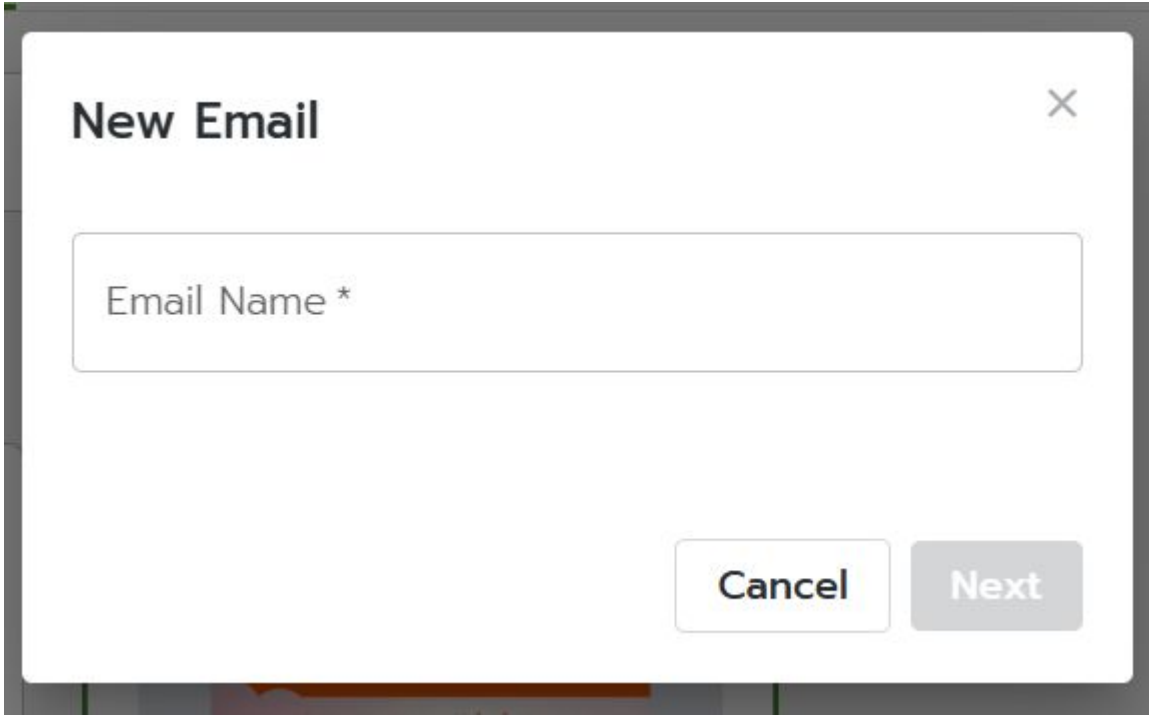


Copy of a previous email

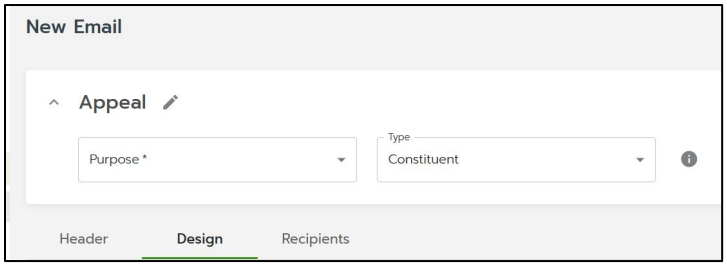
You can alter and send under a new name



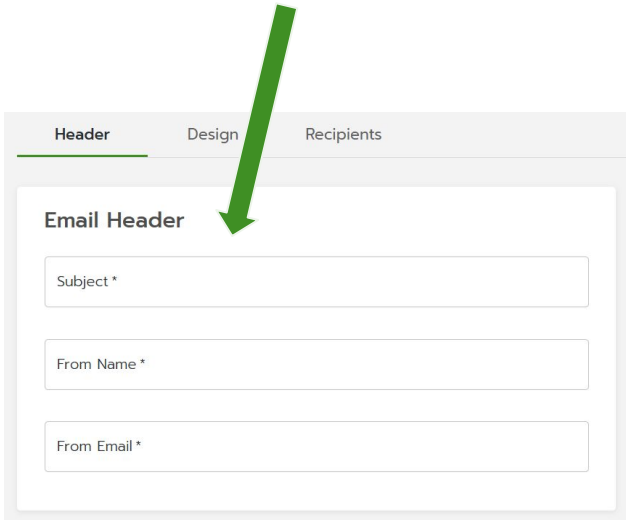
You will need to name the email template



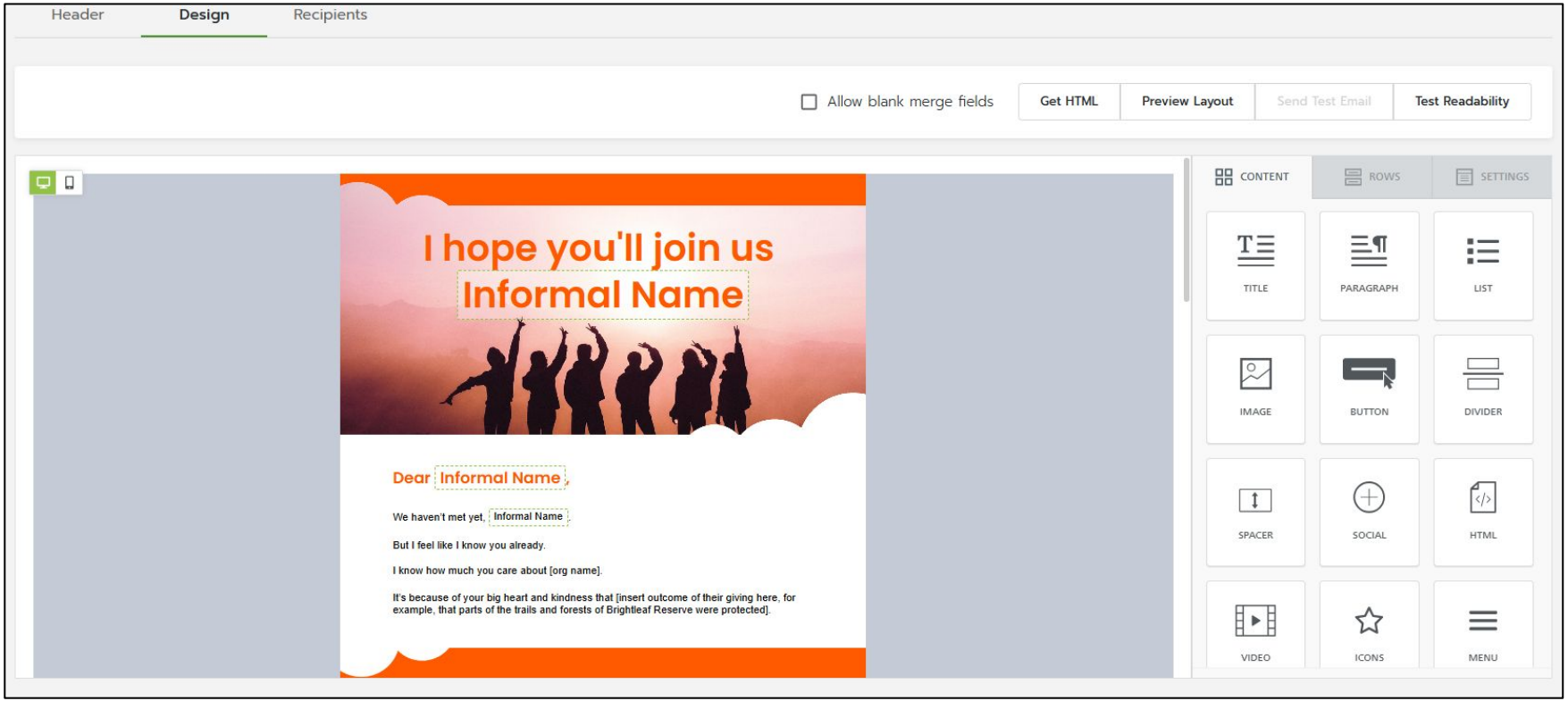
You will find tabs for **Design, Header and Recipients**. Let's start with Header.



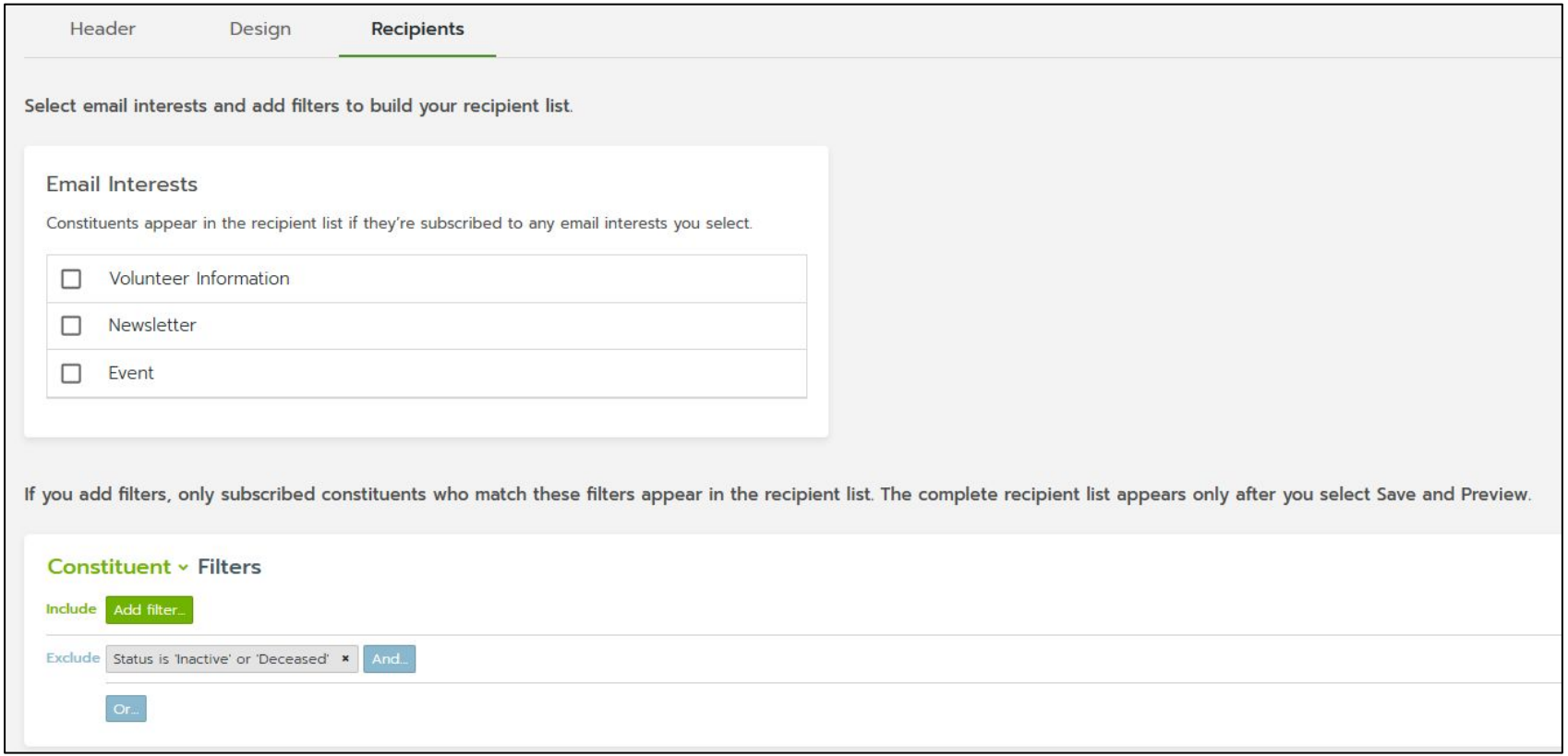
Under **Header**, is **what constituents will see at the top of your email**.



Design is where the magic happens! You can make all kinds of amazing changes here. We will cover design more in **Emails Part 2**.



Recipients is where you decide who will receive this email. You can include or exclude constituents based on certain criteria.



The interest area does matter...

Constituents with no matching email interests will be pulled out and skipped when you get ready to send the email. Here is a snippet from the skipped recipients listing.

- **Bad email:** Address is not valid.
- **No matching email interests:** Your selected email interest for this email does not match with what the constituent has selected.
- **Opted out:** This constituent has opted out of all email types.

Amber Verllow	amber_verllow_660@demo.initlive.com	Bad email
Anna Adams	margie.worrell+anna@bloomerang.com	No matching email interests
Carl Otis Winslow	margie.worrell+carl@bloomerang.com	No matching email interests
AFC Richmond Foundation	margie.worrell+tedlasso@bloomerang.com	Opted out No matching email interests

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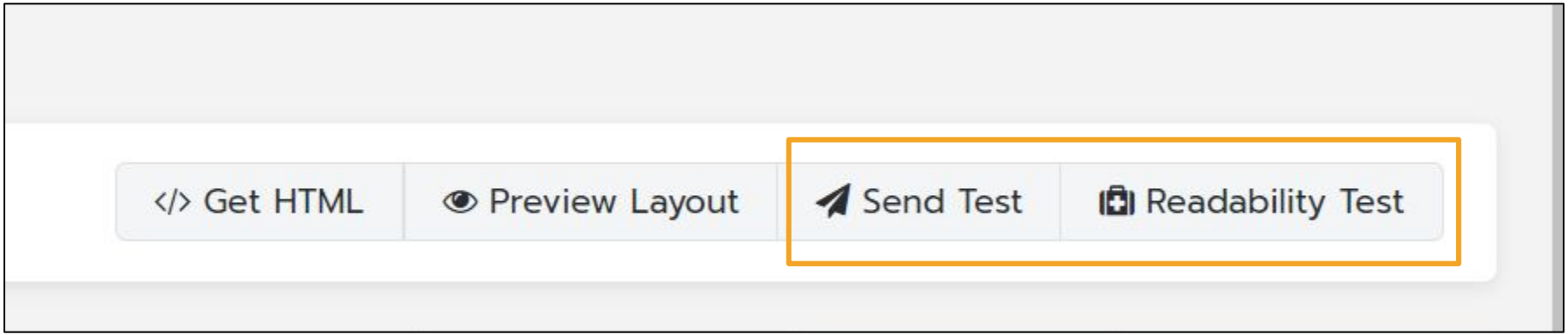
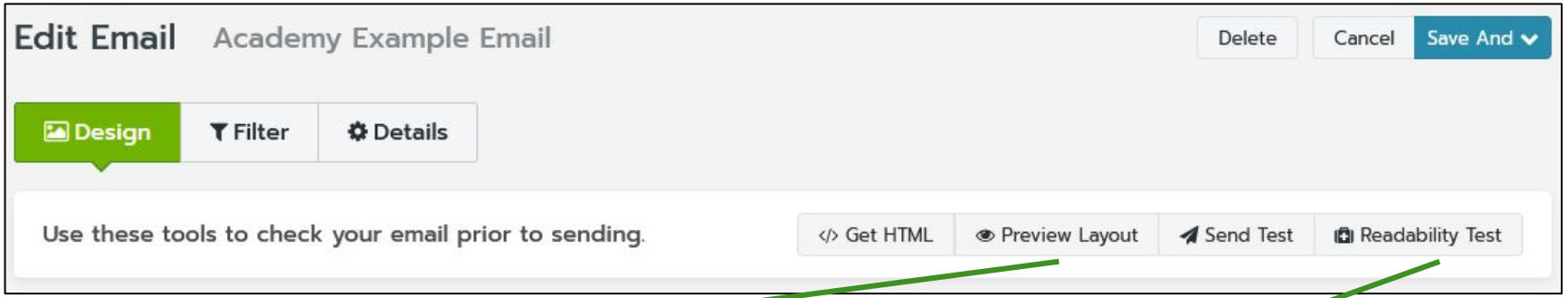
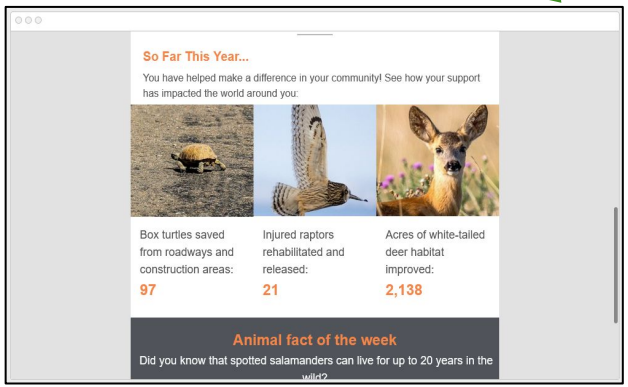
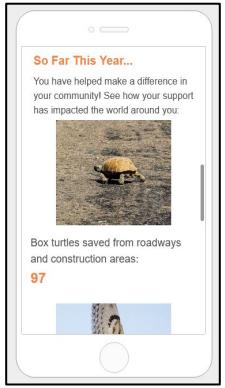
Do a **Readability Test** and **Send a test email** and TEST YOUR LINKS!!!

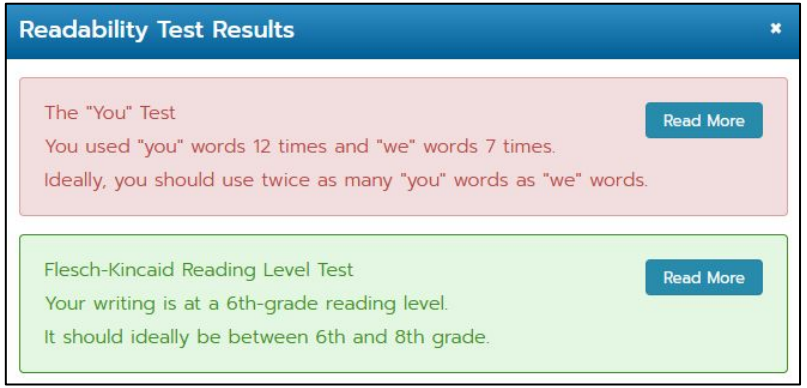


Tools for Testing

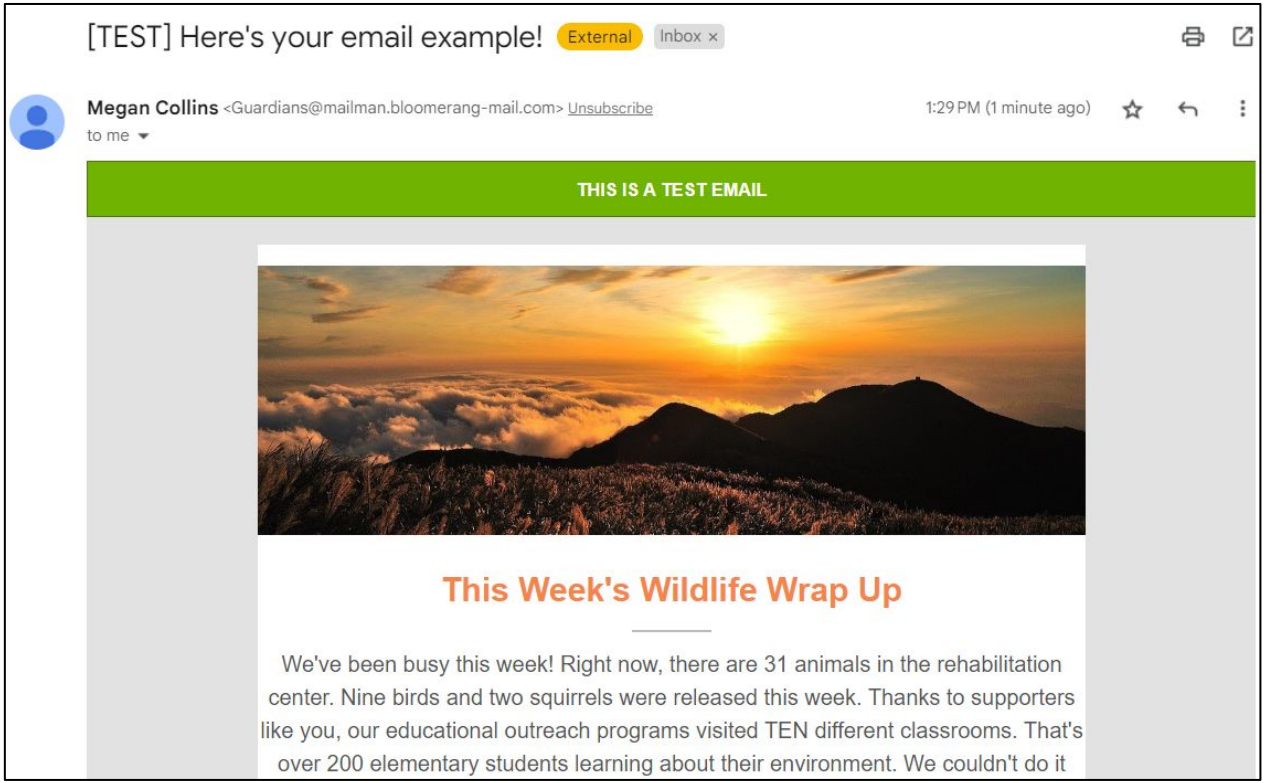




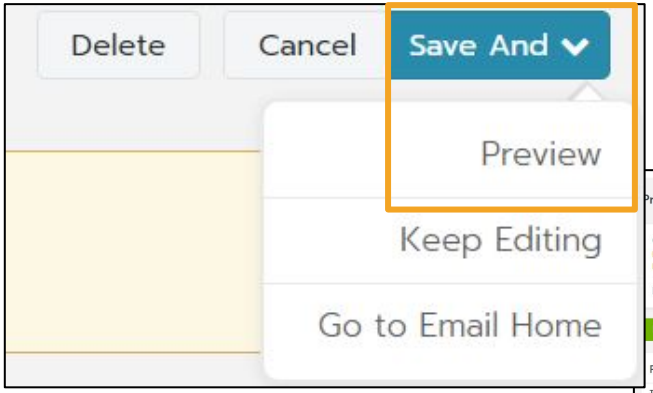


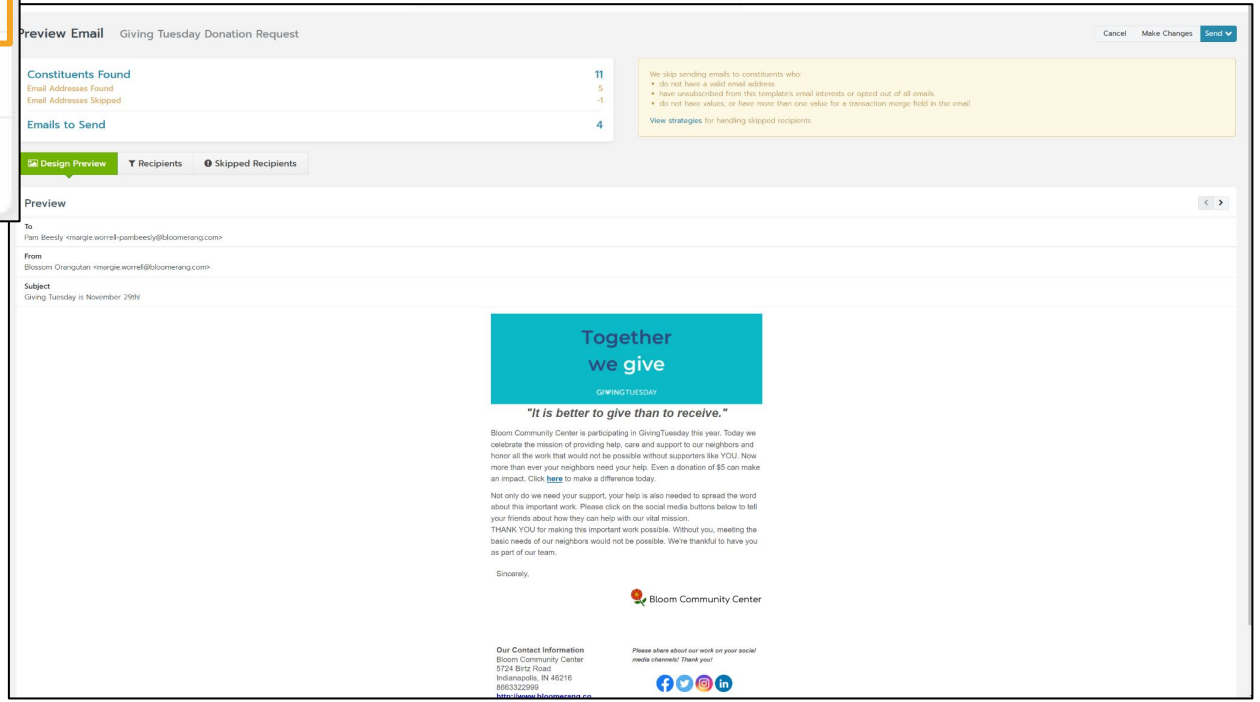


Test Emails


[TEST] Here's your email example!
External
Inbox ×
Megan Collins <Guardians@mailman.bloomerang-mail.com> Unsubscribe
to me
1:29 PM (1 minute ago)
THIS IS A TEST EMAIL
This Week's Wildlife Wrap Up
We've been busy this week! Right now, there are 31 animals in the rehabilitation center. Nine birds and two squirrels were released this week. Thanks to supporters like you, our educational outreach programs visited TEN different classrooms. That's over 200 elementary students learning about their environment. We couldn't do it

Preview your email here!





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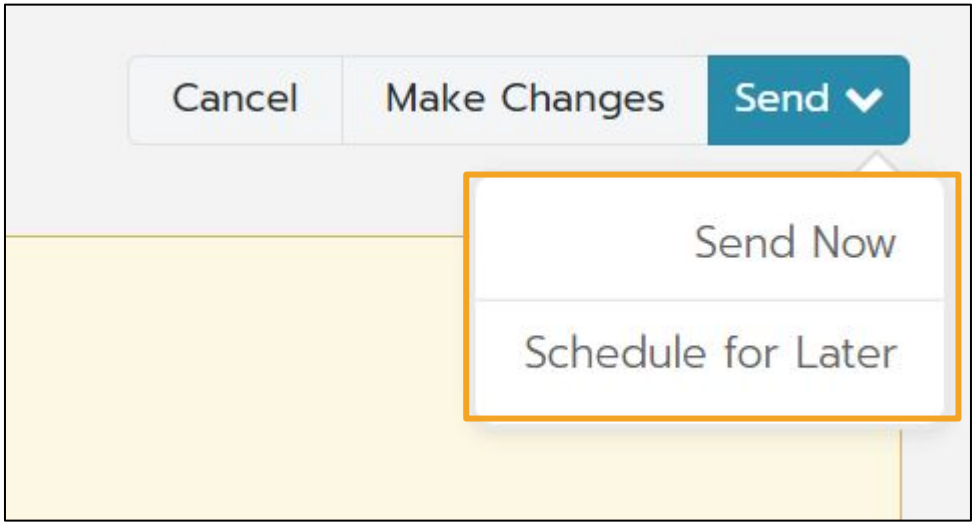
Send now OR schedule for later!



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Questions? Let's go into the database!

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Thanks for joining!

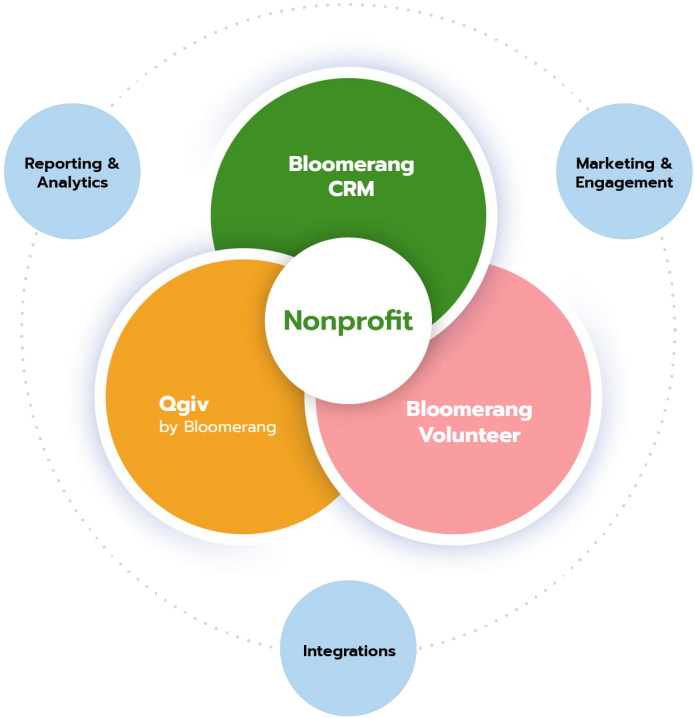
More tools and resources to help you grow.

Connect with us!
support@bloomerang.com

Request a demo
Bloomerang.co/demo

New! Bloomerang Learning on-demand training
learning.bloomerang.co

Visit the Knowledge Base for more "how-to" articles.



We'd appreciate your feedback.

Fill out the post-session survey to let us know how we did.

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Resources

Knowledgebase

[Set Up SPF and DKIM for Email Delivery]

[Set Up Required Authentication Settings for Bloomerang Emails]

[Monitor Your Spam Complaint Rate]

[Edit Email Structure and Settings]

[Edit Email Content]

[Send or Schedule Emails]

[Filter Emails and Letters]

Other Resources

[Google & Yahoo's Email Update: Your Must-Do Checklist]

[10 Tips to Stop Your Emails From Going to Spam]

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Questions?

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Thank you!