



RAISE MORE GIFTS FROM YOUR EMAIL SUBSCRIBERS

May 12, 2022

RachelMuir.com

Rachel Muir, CFRE

- Founder: Girlstart
- Featured on: Oprah,
- CNN, the Today Show
- What Rachel does: online workshops & classes, custom training, board retreats

Weaknesses: chips, queso



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Town crier for donor love



How to write
click worthy
emails & avoid
the spam filter

Timesaving
email tools

Email
myths –
busted!

Sign up
strategies to
grow a list &
boost
delivery

Q&A

Raise More Gifts from Your Email Subscribers

Get today's slides at rachelmuir.com/handouts

Want more Rachel in your life?

**Doing Donor
Surveys**



May

**Create a
Culture of
Philanthropy**



June

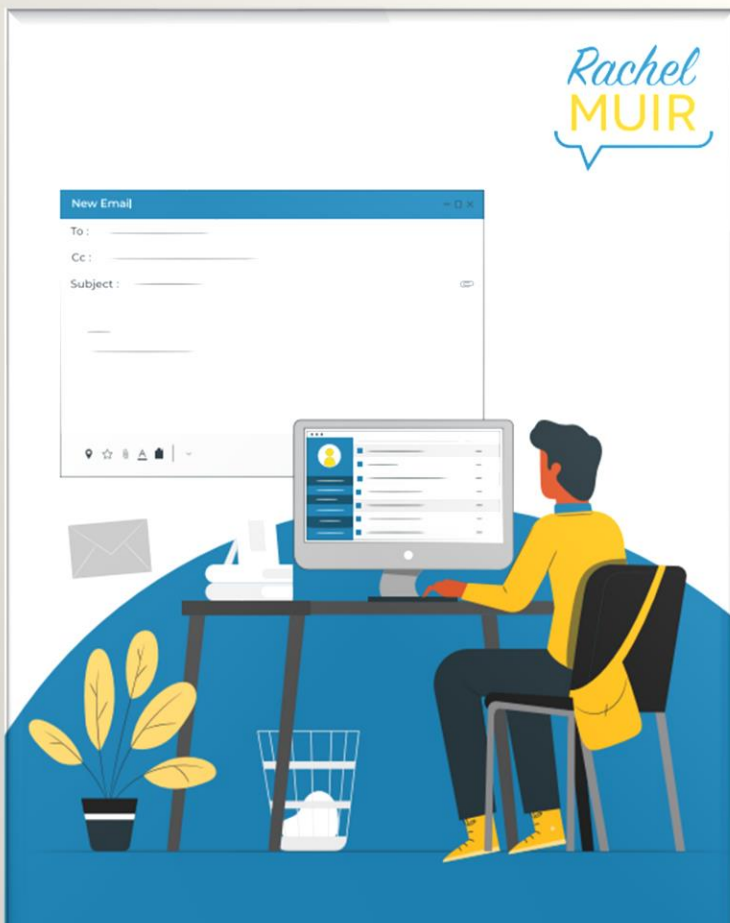
**Makeover
My Board**



July

www.LeagueofExtraordinaryFundraisers.com

Download guide -> rachelmuir.com/email



Rachel
MUIR

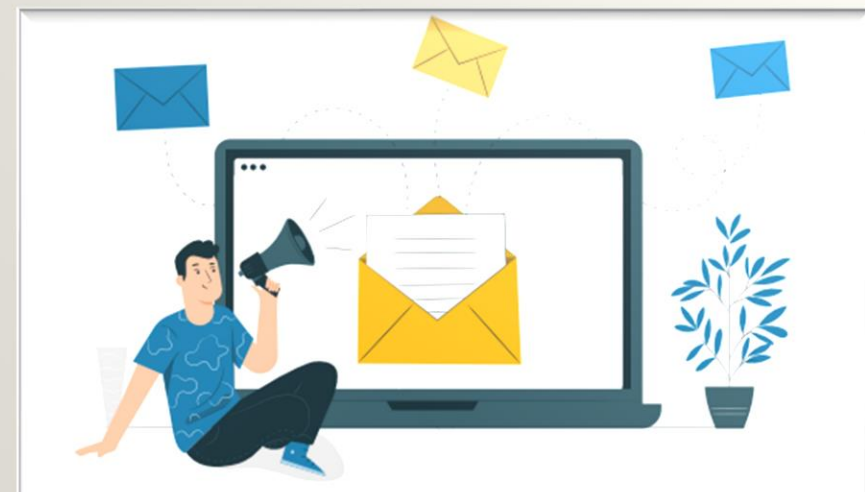
New Email

To: _____

Cc: _____

Subject: _____

EMAIL SURVIVAL Guide



Time Saving Tools to Create Subject lines, Test Deliverability & More

Quick! Save these free tools to your bookmarks toolbar.

- **Active Campaign's Subject Line Generator**
- **Sender Score** - Free email IP reputation evaluation service from Validity
- **Preview how your email looks across 90 different email clients with Litmus (one week trial)**
- **See which gmail tab your email message will land in with Litmus**
- **Test your domain reputation using Google Postmaster tools**

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How to write clickworthy emails & a pep talk to send them

Download the email guide-> rachelmuir.com/email

That carrot is your subject line



You have one goal – get it opened

Ask yourself: Would someone open this?

WELL, OPEN IT.
OPEN IT. OPEN IT.



The harsh reality of an email inbox





WHAT SUBJECT LINES

WORK BEST?

Subject line strategies


Strategies

- Personalized: “How’d we do %firstname%?”
- Flattery: “We love %firstname%!”
- Anger: “This can’t keep happening to dogs!”
- Urgency: “[48 hours left] Make TWICE the difference”
- Curiosity: “This doesn't happen often...”
- Brevity: i.e. A single word “Panic”
- Scarcity: “Don’t miss out!”

Tips

- Keep a “best of” subject lines doc
- Don’t make it *all* about you
- Get inspired by other senders
- Don’t end w/ a period
- 15-50 characters or 5-7 words
- Use conversational tone
- Test A/B subject lines
- Pay attention to the preview text
- Personalize
- Ask yourself: would you open this?

Your inbox = subject line inspiration


From: "Forever 21" <Forever21@i.forever21.com>
Date: July 12, 2019 at 11:39:53 AM EDT
To: <rachelmmuir@gmail.com>
Subject: We're total mind readers, we know! 

new hand soaps. (you know what that means...)



Bath & Body Works <bathandbodyworks@e2.bathandbodyworks.com>
to RACHEL ▾

Surprise!!   Inbox x

Green Chef  Yes, we do that!

 **Felt**

Brighten your BFF's day. DOOOOO IT. SAY "THANK YOU" LIKE A PRO!'

Pro tip: Keep a spreadsheet of your favorite subject lines

Girlstart 2

Summer is here -- and so are these Girlstart events!

Dem Redistricting H.

Brett Kavanaugh's going to hate this:

Wayfair

Yesss! New toilet seats have arrived -



Write like you talk. Be warm, relatable & caring
AND a real person.

Download today's slides: rachelmuir.com/handouts

Tips for the sender

Do this

Write in 1st person

Sign it from a recognizable person (not “the org”)

Use warm & caring sign-off

Use handwritten signature image + thumbnail, smiling image of your signer try

www.wisestamp.com

NOT this

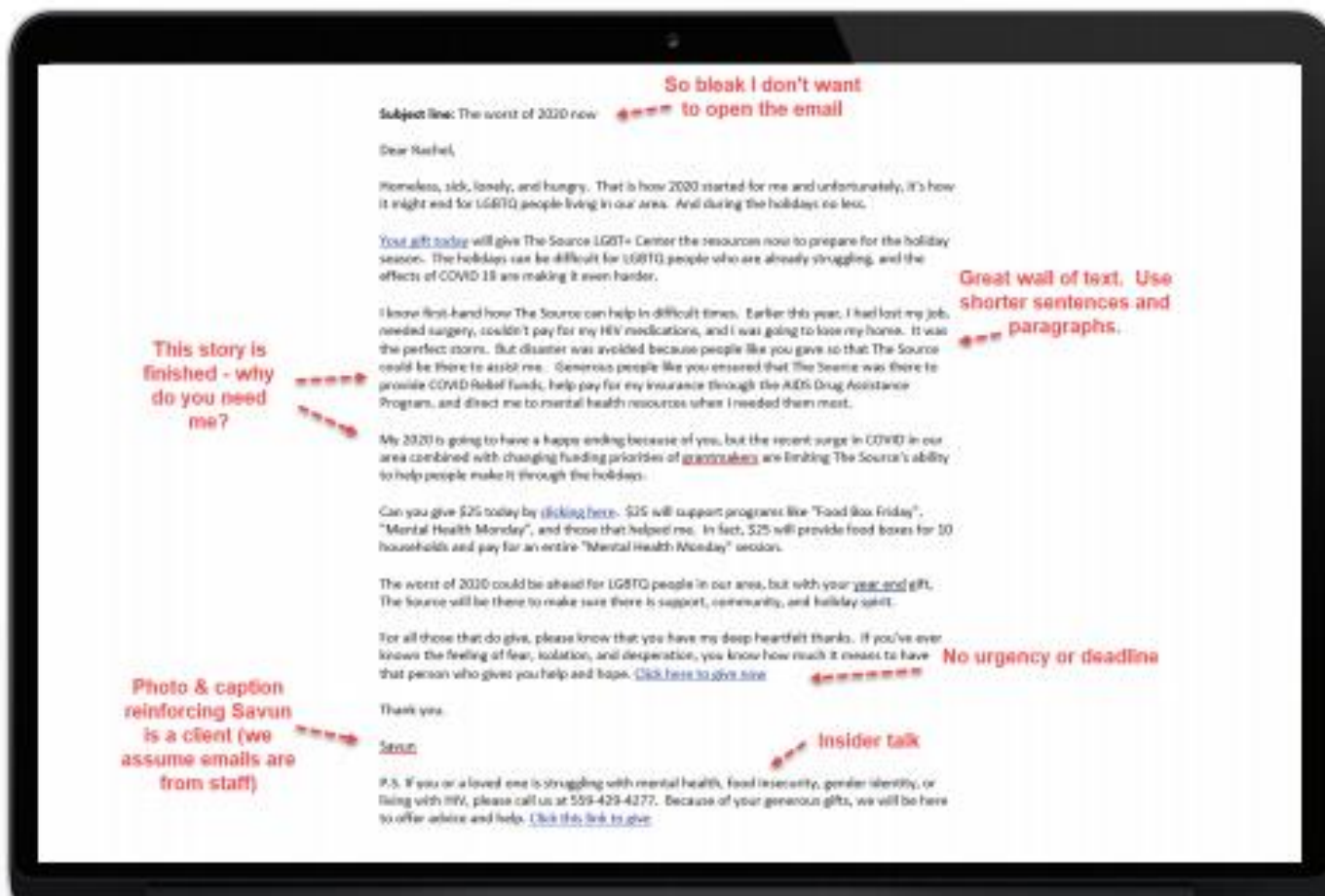
From: "Big Brothers Big Sisters" <donotreply@bbbs.org>
Date: July 15, 2015 at 4:53:09 PM CDT
To: "Jeff Giddens" <jeff@nextafter.com>
Subject: Big Impacts: A Bond Nearly Three Decades Strong
Reply-To: <donotreply@bbbs.org>

69% of people open email based on the sender

Before and After Email Appeal Makeover

In your guide!
Rachelmuir.com/email

The Before





2 Visual + Caption. Makes the Case!

"This second chance allows me to look forward instead of always looking over my shoulder."

Dear Claire and Mark,

This holiday season, you can give the gift of a second chance!

Most Americans believe that people deserve a second chance – that a simple mistake shouldn't be allowed to ruin our lives.

When Jim's dad died in the 90's, Jim turned to drugs to cope. Despite 20 years of sobriety, Jim's past still haunts him on every job and housing application. In October, that all changed. By attending a Justice Bus clinic in Stockton, CA, Jim was finally able to get the second chance he should have been given decades ago.

This December, Jim – freshly hired – is returning this gift by buying his daughter the soccer cleats she needs to follow her dreams of being on the US women's national team.

Your donation today will make sure that hundreds more are given the second chance they deserve.

Give the Gift of a SECOND CHANCE

3 Clear problem. Clear solution.

4 Clear what action donor should take.

1 Emotional, Resonant Subject Line.

OneJustice: We all make mistakes

Many thanks and happy holidays,



Julia R. Wilson
CEO

5 Urgency. Leverage.

P.S. It's easy to donate online on our secure donation page. Your donation before December 31st will be matched by a group of committed supporters. Don't give up this chance to have double the impact. Thank you!

Our Contact Information
OneJustice
433 California Street, Suite 815
San Francisco, CA 94104
(415) 834-0100
www.onejustice.org



**The #1 thing you can do to
BOOST deliverability is....**

**Have a*great* email
reputation.**

How do I get one?

**Get people to open as
many of your emails as
possible!**

Personalize salutation with 1st name

Control

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

Treatment

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

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Thanks for joining us!

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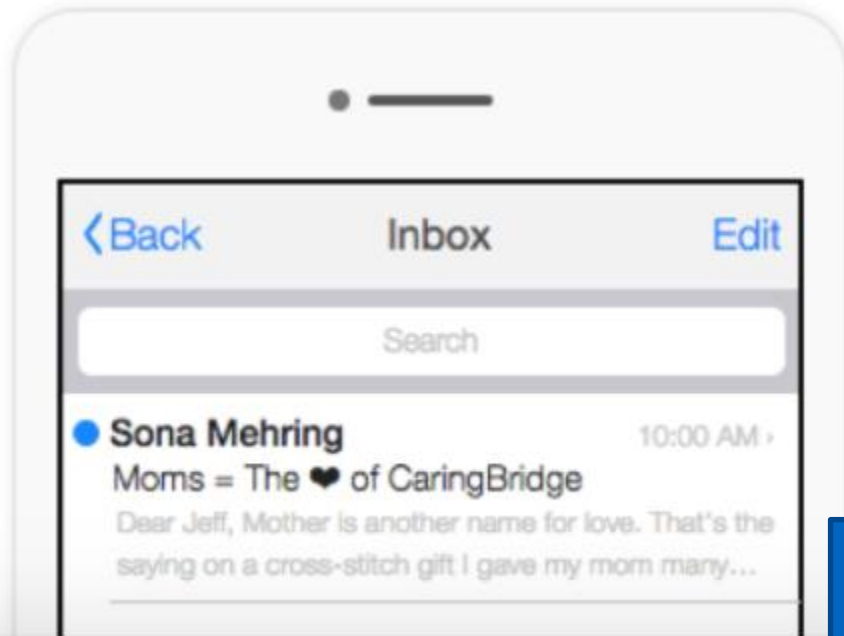


270% increase in clicks

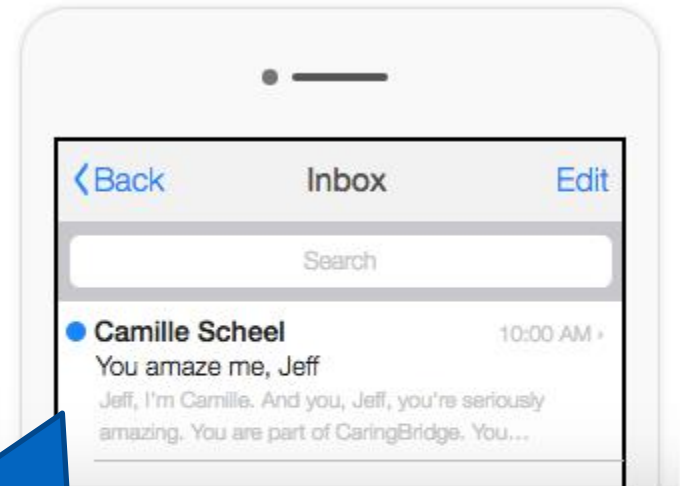
Source: Next After

Use personalization in subject line

Control



Treatment



137% increase in opens

Source: Next After

Type

List

Design

Summary

Send

Campaign Summary

Subject

"I'm in love with %FIRSTNAME%!"

Edit

Preheader text ⓘ

Quick, %FIRSTNAME%-

Think of someone whose business you like. Someone you follow and admire.

Now, think of what you really like about them.

Why them, and not someone else who does the same thing?

Personalize if you know their name

Download today's slides: rachelmuir.com/handouts

Email appeal tips

Be ready w/thanks (landing page, autoresponder)

Clear Call to Action (CTA) & Ask OFTEN (3x)

Tie ask to something tangible

Keep it skimmable (1-2 sentence paragraphs)

Need to come from a human with real email

Personalize subject line w/first name if can

Extra attention to subject line & P.S.

Write like you talk



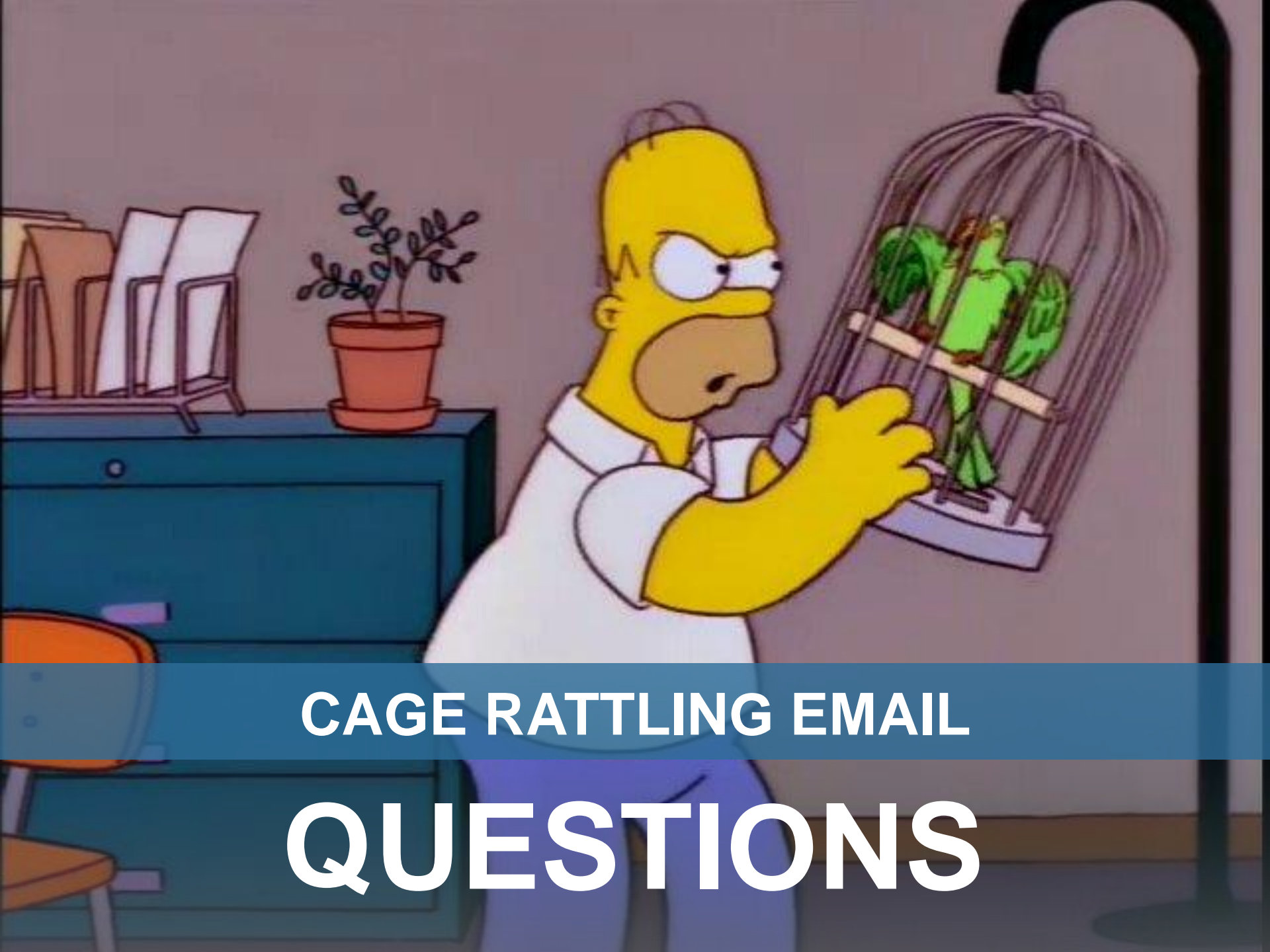
Which call to action works best?

1. "Please, make your year-end gift to Save the Penguins today."

2. Please, stand with penguins today.

3. Please, stand up for your values today.





CAGE RATTLING EMAIL

QUESTIONS

How do I get out of
the spam filter
(promotions tab)?

How much
email is too
much?



Quiz: 2 magic words for email deliverability



GOOD REPUTATION

Want better email deliverability?

Write
clickworthy
emails

Send more
of them



Myths & Truths About Email





**MYTH: NOT SENDING OFTEN WILL HELP
MY OPEN RATE**



FACT:

Sending less frequently actually hurts your reputation.

Providers penalize senders whose mail is opened at a low rate.

Translation: Sending LESS email means people are LESS likely to open your emails.

Download the email guide-> rachelmuir.com/email

HOW MUCH EMAIL
IS TOO MUCH
EMAIL?



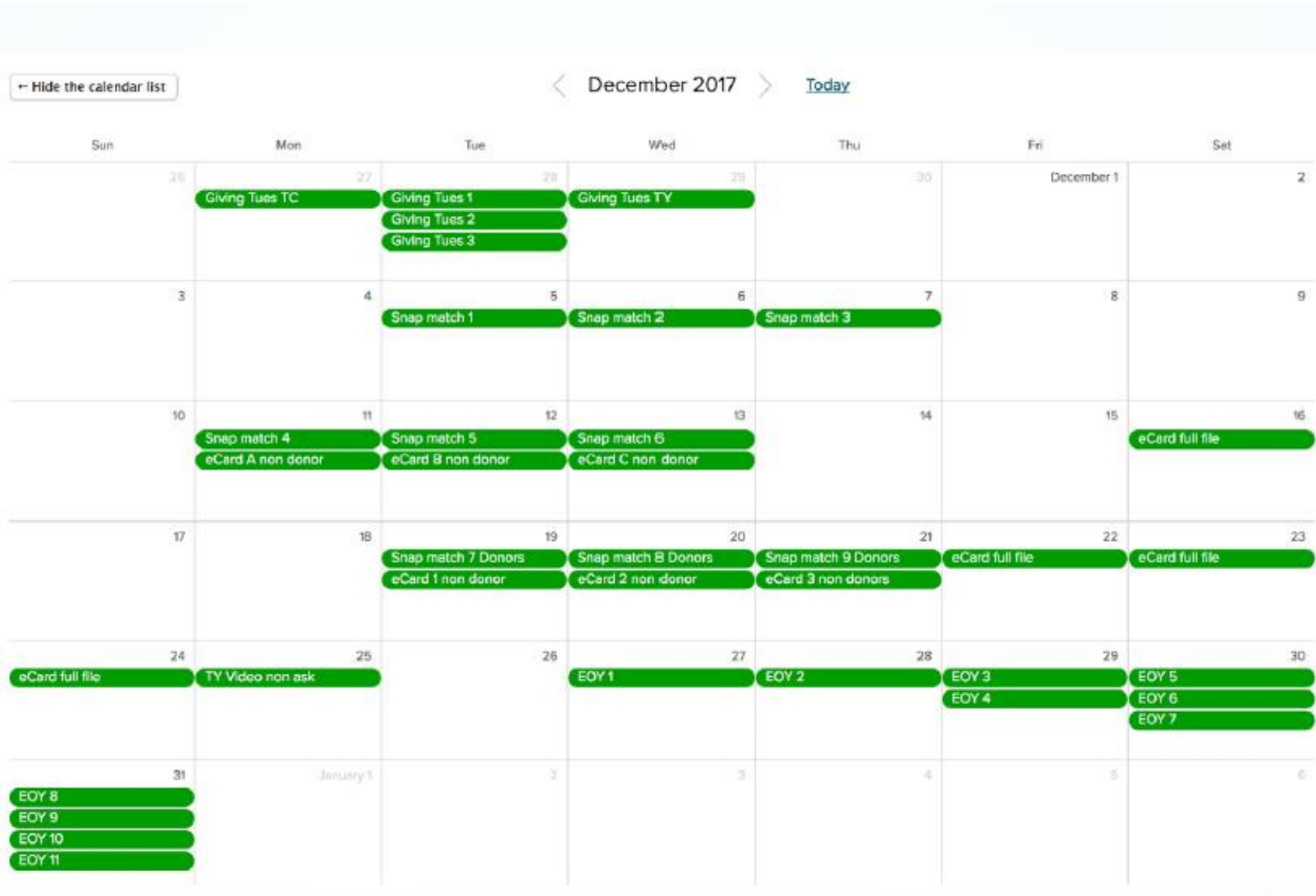
Think you send too much email?

The Minimum

Today < > December 2017 Day Week Month 4 Weeks Agenda More ▾ ⚙

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28 #GivingTuesday AM #GivingTuesday PM	29 #GivingTuesday Thank You	30	Dec 1	2
3	4	5	6	7	8	9
10	11	12 Ask 1	13	14 Ask 2	15	16
17	18	19	20	21	22	23 CULTIVATION
24	25	26	27 Ask 3	28	29 Ask 4	30 Ask 5
31 Ask 6 [AM] Ask 7 [PM]	Jan 1 THANK YOU	2	3	4	5	6

Think again!



Source: Jay Schwedelson, World Data

BtoC: Number of Email Sends Per Month vs. Open Rate Average



How many emails
do they send a
month?




30x's a Month - Everyday???

MAGNOLIA:

Magnolia	Inbox	Free shipping on rugs, pillows & throws - The makings of a cozy space	...	Mar 5
Magnolia	Inbox	The year you plant that garden - With tools to help along the way	Imag...	Mar 4
Magnolia	Inbox	See the new rug collections - Plus, free shipping!	It's textiles week! Fre...	Mar 3
Magnolia	Inbox	Book your summer getaway - Summer 2021 dates are now available	B...	Mar 2
Magnolia	Inbox	[Video] Chip's new book (and his surprise) - 10 copies include a prize from Chip	...	Mar 1

Download the email guide-> rachelmuir.com/email



**Lesson: write value
rich great email &
send more of it**

I might offend
someone!



Download the email guide-> rachelmuir.com/email

You can PLEASE
SOME OF THE PEOPLE
— **ALL OF THE TIME,** —

You can PLEASE
ALL OF THE PEOPLE
— **SOME OF THE TIME,** —

But you can't PLEASE
ALL OF THE PEOPLE
— **ALL OF THE TIME.** —



WHAT IF I MAKE A
MISTAKE?

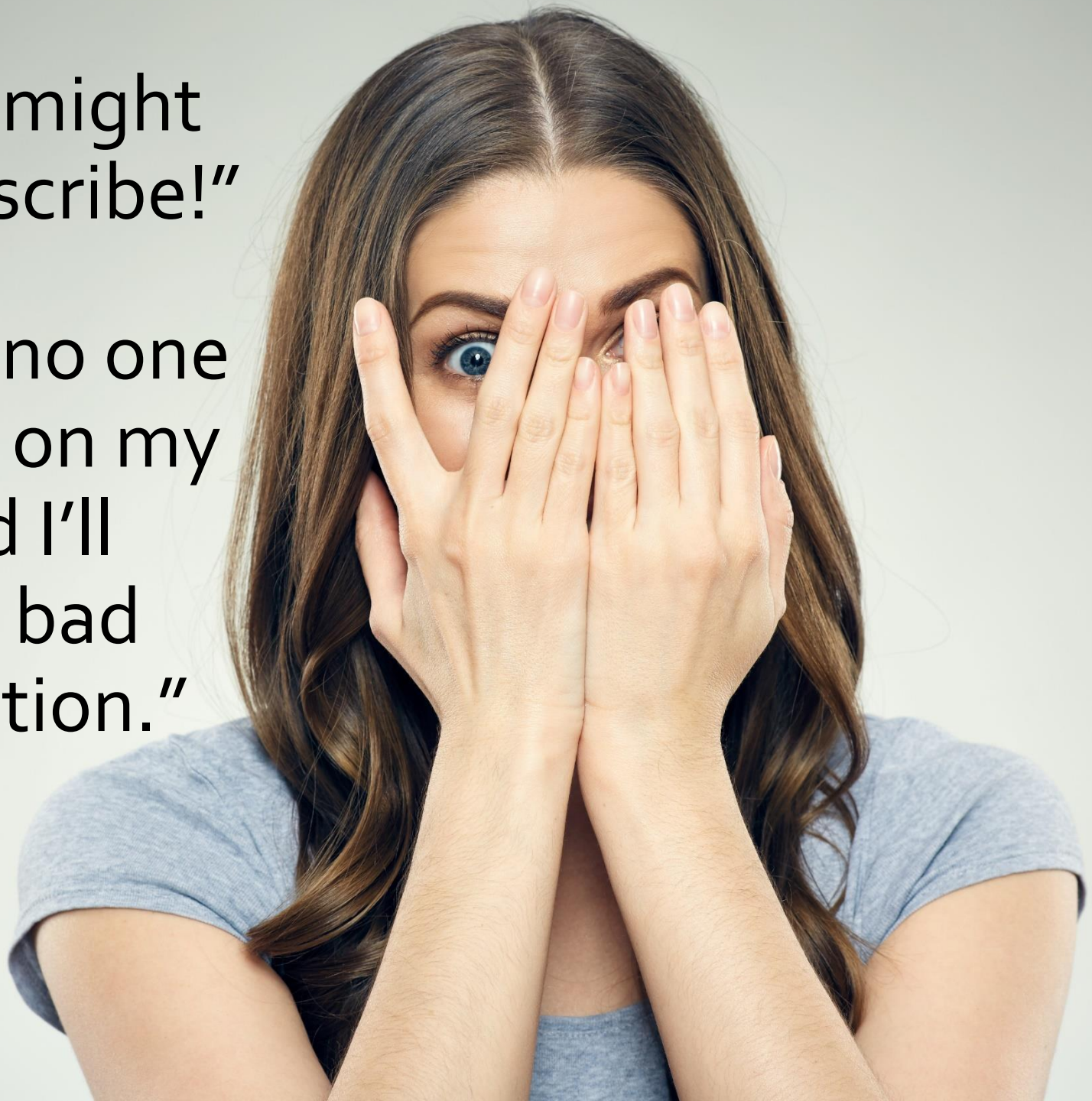


YOU WILL MAKE MISTAKES

EMBRACE IT

“They might
unsubscribe!”

“Then no one
will be on my
list and I’ll
have a bad
reputation.”



Fact: Unsubscribes from your email link have no effect on reputation or deliverability.



Fact: Unsubscribes make your list cleaner (and cheaper!).

Sobering vanity email myths



Myth: The value
is in the numbers





Fact:

The value is in the engagement.

Having hundreds (or thousands) of people on your list you don't open your emails will hurt your deliverability.

Download the email guide-> rachelmuir.com/email



Pro-tip: Regularly
SCRUB your list!


How?

Build an email
re-engagement
sequence

Tools to make it easy

- ✓ Zapier
- ✓ Litmus
- ✓ Subject line generators
- ✓ Subjectline.com
- ✓ Senderscore.org





Get these tools & more
in your email
survival guide:
rachelmuir.com/email

Active Campaign's subject line generator

English ▾



Contact

Login

ActiveCampaign >

Solutions ▾ Platform ▾ Pricing Request demo

Email Address

Try it free ▶

Email Subject Line Generator

Choose a keyword category (*Benefit, Topic, or Pain-Point*), then enter your keyword. Then click "generate subject lines" to get a list of ideas for your next great subject line!

Keyword category *

Keyword *

Choose keyword category ▾

Reset

Generate subject lines ▶

SUGGESTED SUBJECT LINES



—

Download the email guide-> rachelmuir.com/email

Test your subject line sendchecheckit.com



Send Check It

Embed API

Slack App

Sponsor



Email Subject Line Tester

How can you stand out in the inbox? Get more opens?
Compare it to **100,000+** other emails sent by marketers like you.

Love/hate relationship with Facebook? I feel ya

Test Subject Now

“ Love/hate relationship with Facebook? I feel ya



91 Points



Very solid subject line that should perform well for you.

Feeling spammy? Test at mail-tester.com

Newsletters spam test by mail-te x +

https://www.mail-tester.com/?lang=en

Test the Spammyness of your Emails

First, send your email to:

test-14z0dak1k@srv1.mail-tester.com

Then check your score

FAQ Give Feedback SPF Guides SPF & DKIM check API Log in

mailtester

Download the email guide-> rachelmuir.com/email

What helps/hurts email deliverability?

Helps

- People opening your emails
- Regularly removing unengaged contacts (cleaning your list)
- Sending email from a human (not DoNotReply@savewhales.org)
- Sending from same person/platform
Consider recruitment events
or a small targeted mailing
- Making it EASY to unsubscribe
- Personalization
- Encouraging recipients to forward & reply to your emails & add you to their contacts

Hurts

- Sending email to unengaged contacts
- Sending email to people without any opt in
- Constantly changing providers
- Using link shorteners in email like bitly
- Resending to unopens without changing the subject line
- Using emoji's *instead* of a word (substituting an emoji for a word)
- Not cleaning your list
- Not segmenting your list



MIND BLOWING

EMAIL FACTS

Q: What is the most opened email you will ever send?


A: The welcome email.

Q: What is the average open rate for a welcome email?

A: 50%

(that's 86% higher than a newsletter email)



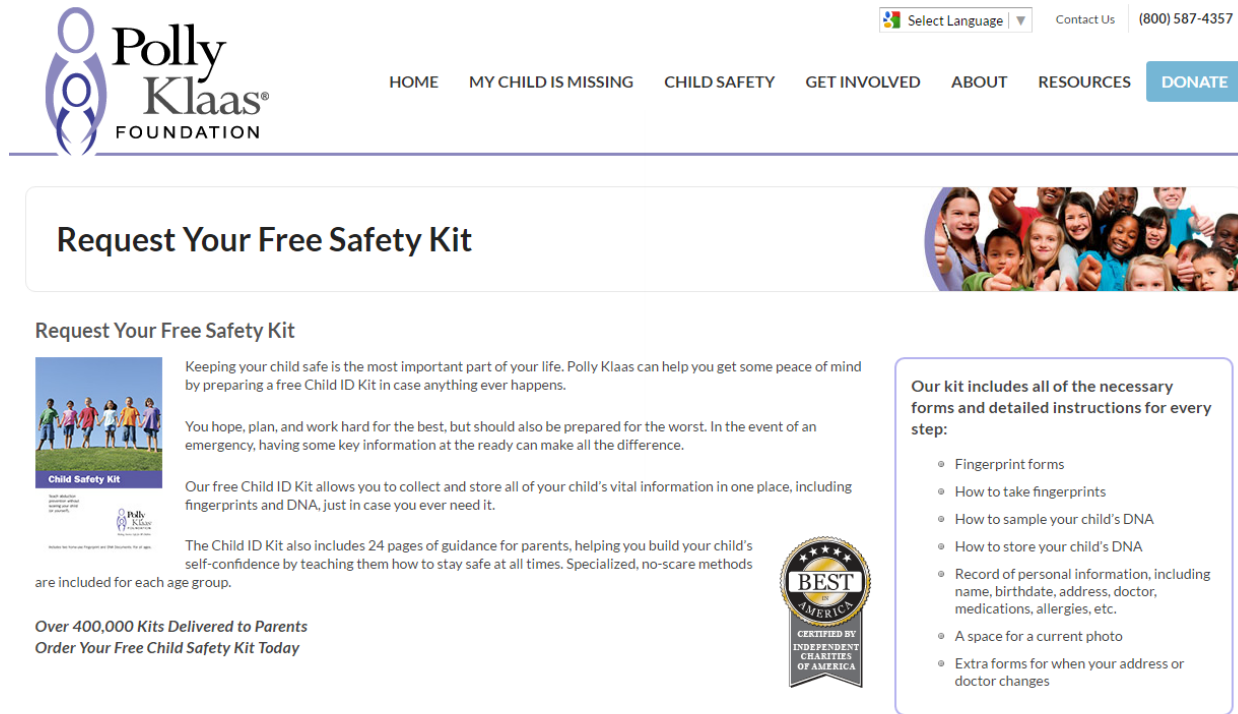


**Sign up strategies to
grow your list &
boost deliverability**

Sign up Strategies to Grow Your List

Have a Compelling Offer

- Is there content I am currently giving away that someone would give me their email address to get?



The screenshot shows the Polly Klaas Foundation website. At the top, there is a navigation bar with the following links: HOME, MY CHILD IS MISSING, CHILD SAFETY, GET INVOLVED, ABOUT, RESOURCES, and a blue DONATE button. To the right of the navigation bar are links for 'Select Language' and 'Contact Us (800) 587-4357'. The main content area features a large banner with the text 'Request Your Free Safety Kit' and a photo of a diverse group of children. Below the banner, there is a section titled 'Request Your Free Safety Kit' with a sub-image of a family and text explaining the kit's purpose. A 'Child Safety Kit' image is also shown. To the right, a box lists the contents of the kit, including fingerprint forms, DNA sampling instructions, and personal information records. At the bottom left, there is a 'Your Information' section with a 'First Name' field and a 'Required fields' note. At the bottom right, there is a 'BEST AMERICA' seal and a note about the kit's availability.

Request Your Free Safety Kit

Keeping your child safe is the most important part of your life. Polly Klaas can help you get some peace of mind by preparing a free Child ID Kit in case anything ever happens.

You hope, plan, and work hard for the best, but should also be prepared for the worst. In the event of an emergency, having some key information at the ready can make all the difference.

Our free Child ID Kit allows you to collect and store all of your child's vital information in one place, including fingerprints and DNA, just in case you ever need it.

The Child ID Kit also includes 24 pages of guidance for parents, helping you build your child's self-confidence by teaching them how to stay safe at all times. Specialized, no-scare methods are included for each age group.

Over 400,000 Kits Delivered to Parents
Order Your Free Child Safety Kit Today

Our kit includes all of the necessary forms and detailed instructions for every step:

- Fingerprint forms
- How to take fingerprints
- How to sample your child's DNA
- How to store your child's DNA
- Record of personal information, including name, birthdate, address, doctor, medications, allergies, etc.
- A space for a current photo
- Extra forms for when your address or doctor changes

YOUR INFORMATION

- Required fields
- First Name:

Let's each work together to keep children safe.

* Please fill out the form.

* Click the purple "Download Your FREE SAFETY KIT" button.

Thank you for your dedication to keeping children safe.



4 FUN WEEKS TO YOUR

■ Happier Home ■

Just by reaching this page, you've shown you're committed to a happier, more godly home. We are so excited to take this journey with you!

Growing Together is a 4-week adventure for couples and families to actively explore biblical precepts of communication, kindness, service, and gratitude day by day.

HERE'S WHAT YOU CAN EXPECT WHEN YOU SIGN UP:

- A reminder email each Saturday to get you started
- A downloadable, printable page with each week's devotional, prayer, memory verse, and activities (goes right on the fridge!)
- Daily activities that help the message sink in—and don't take hours of prep
- Easy access to any week you missed
- Easy sharing on social media to see what others are doing
- And most of all, a fun, simple, growing experience for you

HERE'S ALL WE NEED FROM YOU:



Email opt in examples



IMPACT IN YOUR INBOX

Meet the people we're empowering through service and education and help break the cycle of poverty, illiteracy and low expectations.

Enter your email address here...

JOIN THE MOVEMENT



Prevent Bird Deaths from Building Collisions >

Take Action

Hungry to Help?

Your free guide is here!



Get tips on easy ways to fight hunger!

This guide is full of fun activities for all ages to discuss hunger in your community.

Email Address

GET THE GUIDE

You'll receive news and email updates from Feeding America. You can unsubscribe at any time.

Plan the email journey





Questions?

Want training from me? RachelMuir.com



Live workshop + workbook monthly

**Doing Donor
Surveys**



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www.LeagueofExtraordinaryFundraisers.com

Thank you!



 @rachelmuir



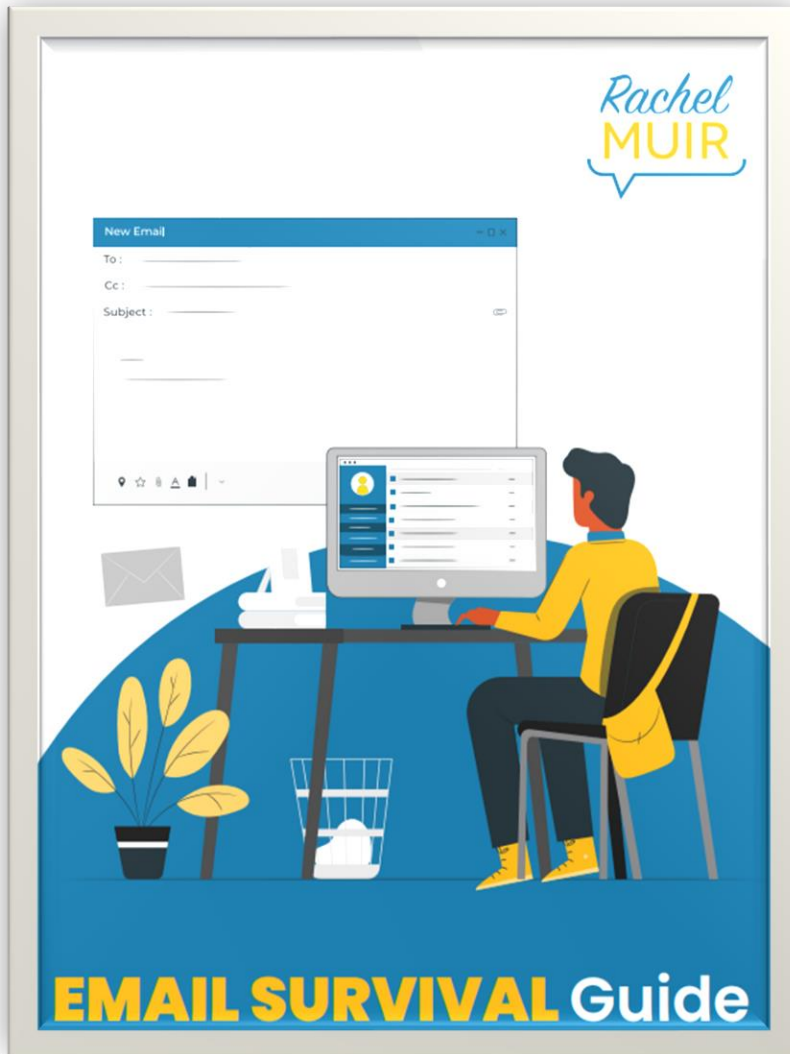
Facebook.com/RachelMuirFundraising

Slides: rachelmuir.com/handouts

rachel@rachelmuir.com
www.rachelmuir.com

Want me to help you rock your fundraising?
Check out -> LeagueofExtraordinaryFundraisers.com

Download guide -> rachelmuir.com/email



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- **See which gmail tab your email message will land in with Litmus**
- **Test your domain reputation using Google Postmaster tools**

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