Leveraging Email Marketing
For Stakeholder Engagement

November 28, 2018

Agenda

- **Introductions**
- **Program**
    - Stakeholder engagement funnel
    - Why integrate email with your comms strategy
    - The anatomy of an email
    - Keeping your emails mobile-friendly
    - Managing a mailing list
    - Analytics
    - Planning and scheduling emails
    - Account setup considerations
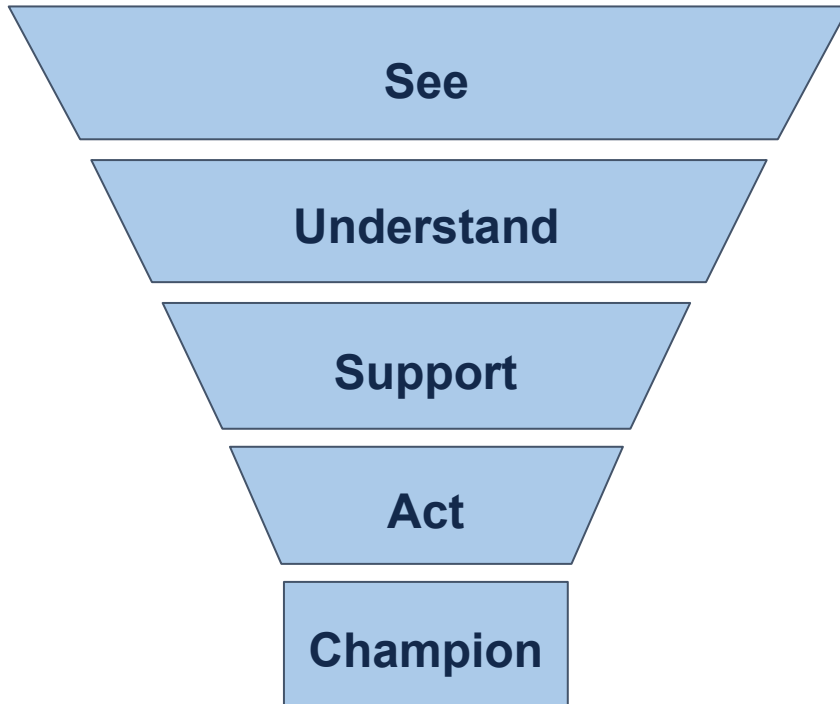   - Free & affordable email marketing resources
- **Questions**

Stakeholder engagement funnel

Stakeholder Engagement Funnel

Turn community members into collaborators

```
See
Understand
Support
Act
Champion
```
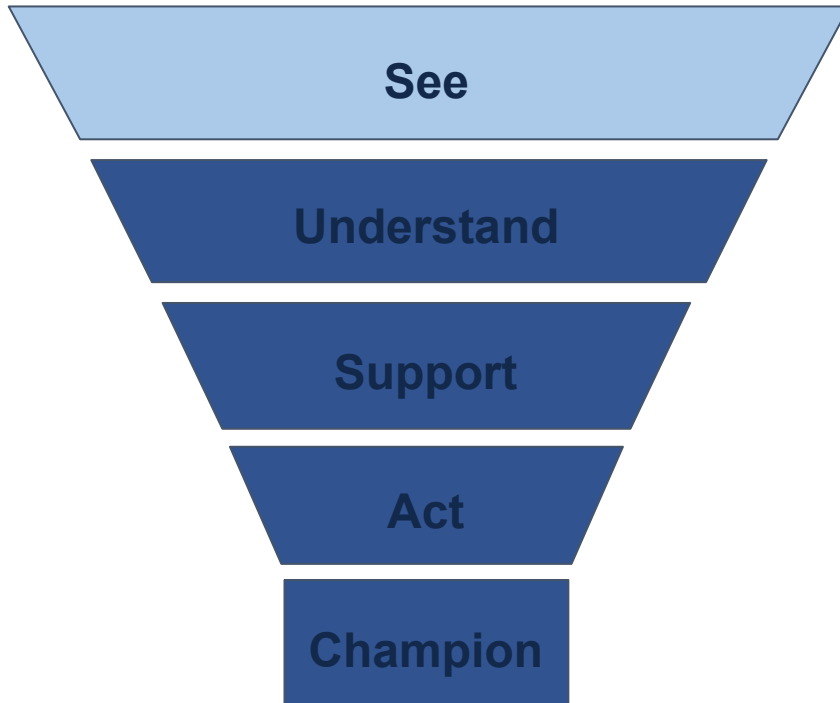
- Your comms help move stakeholders to action

- Stakeholders make a decision or take an action to move between levels

- You have to make the call to action clear & compelling

- Desired action will vary based on stakeholder
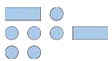
Stakeholder Engagement Funnel
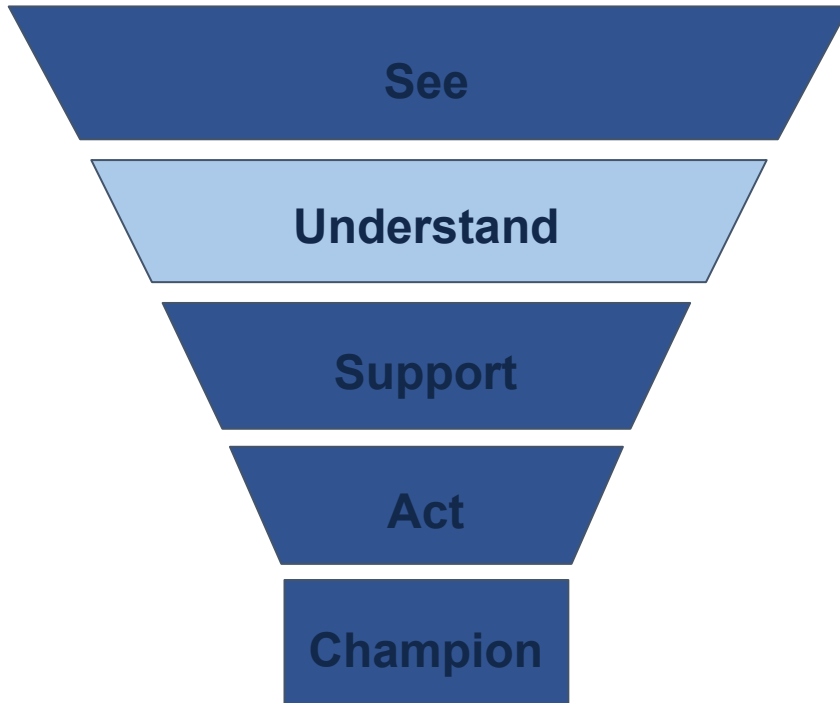
Stakeholders see you

- **GOAL:**
  Awareness (a.k.a. stakeholders see you)

- **HOW:**
  - Social media
  - Traditional media
  - Business cards
  - Outreach

- **CALL TO ACTION:**
  - "Learn more…"
  - "Get to know us…"
  - "See how we…"

Stakeholder Engagement Funnel
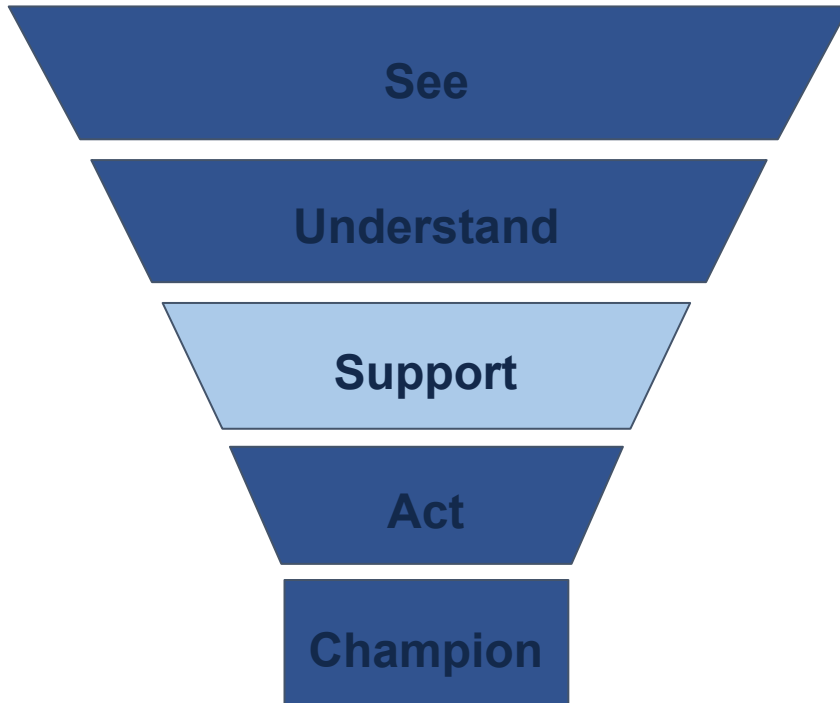
Stakeholders understand you

- **GOAL:**
  Stakeholders understand issues & your work, give permission to stay in touch

- **HOW:**
  - Website
  - Blogs
  - Outreach
  - Forwarded emails

- **CALL TO ACTION:**
  - "Keep in touch…"
  - "Like/Follow our page...
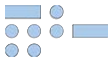 - "Share…"

Stakeholder Engagement Funnel

Stakeholder support you
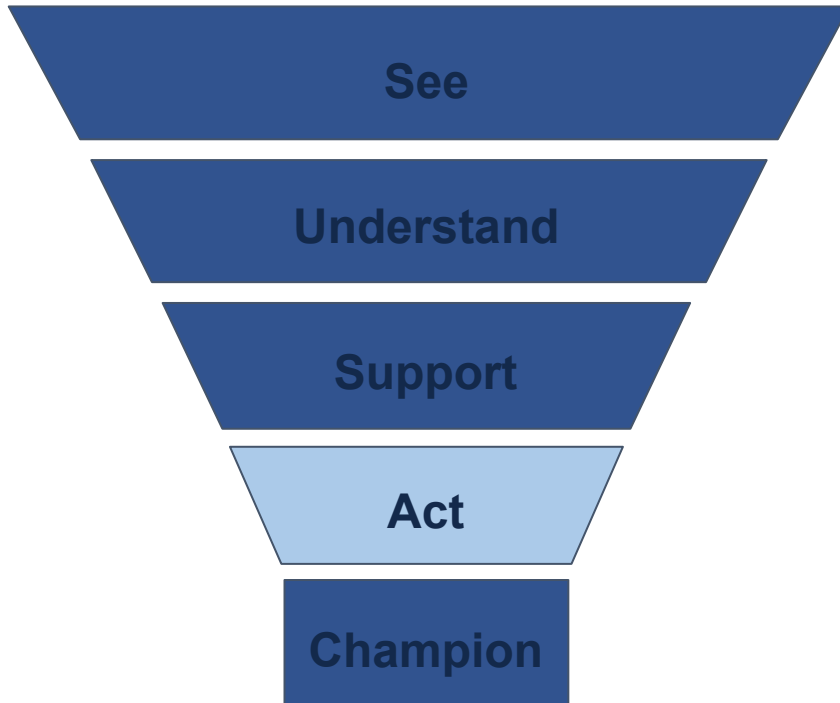
See

Understand

Support

Act

Champion

- **GOAL:**
  Build momentum from ideological support to action

- **HOW:**
  - Create engaging content
  - Engage with followers
  - Email opportunities & value-added content
  - Build community

- **CALL TO ACTION:**
  - "Volunteer…"
  - "Donate…"
  - "Join us…"

Stakeholder Engagement Funnel
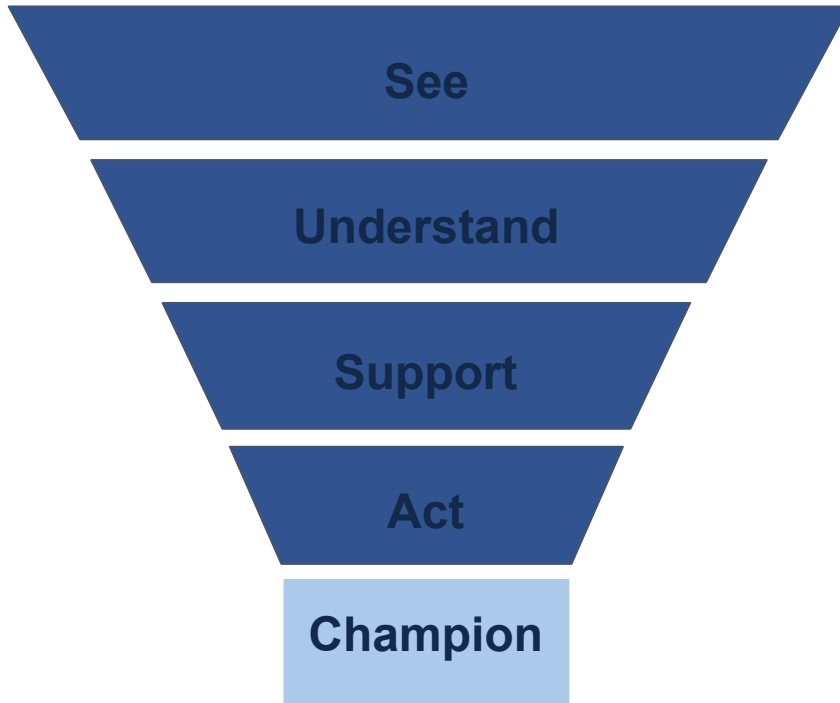
Stakeholders take action

- **GOAL:**
  Cultivate stakeholders into champions of collaboration

- **HOW:**
  - Email nurture campaigns that
    - Illustrate impact
    - Highlight potential
  - Thank you letters/certificates

- **CALL TO ACTION:**
  - "Collaborate with us…"
  - "Become a partner…"
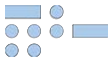
Stakeholder Engagement Funnel

Stakeholders champion your work

See

Understand

Support

Act

Champion

- **GOAL:**
  Champions build
  awareness in their network

- **HOW:**
  - Champions leverage
    influence via networking,
    email, social media
  - Champions contribute
    content for blog, email,
    social & traditional media

- **CALL TO ACTION:**
  - "Run for chairperson…"
  - "Lead a committee…"

Why integrate email with your comms strategy?

Why integrate email with your comms strategy?

- Meet stakeholders where they are
  - Over **75%** of US adults email
  - Over **90%** of US internet users email
  - Of US adults who email,
    - **82%** check daily
    - **44%** check 1-3 times/day
    - **31%** check 4+ times/day

Source: Statista.com

- Deliver personalized, timely messages
- Reach stakeholders on mobile
- It's free (or affordable)
- Track what's working, who is engaged

The anatomy of an email

The anatomy of an email
Sender

Good SENDERS are:
- Real human beings (not just org boxes)
- Known by the recipient
- Trusted representatives of your collaborative
- Saved to recipient "safe contacts"
- Verified & authenticated

By: Date Received ⌄ ↓

⌄ Today

Deirdre Armstrong | Director of Local Partn...
This week: Get smarter on fundraising...　3:42 PM
Register today: NAVSO's Success Formula Part 4...

⌄ Last Week

Rhiannon Guzelian, NVI Communications M...
NVI's News You Can Use　11/15/18
We're excited to provide this curated compilation...
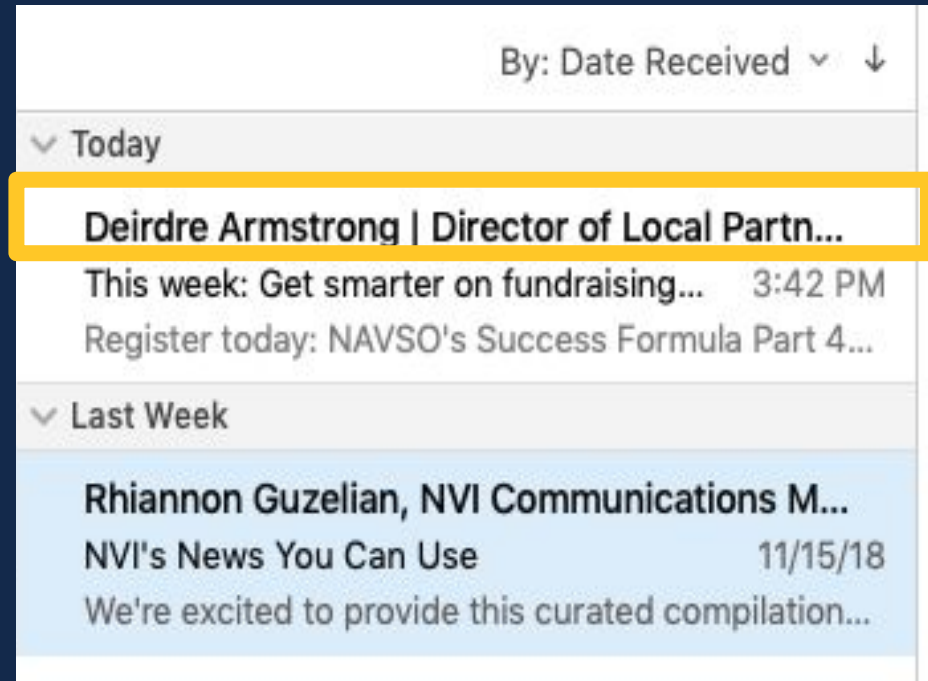
The anatomy of an email
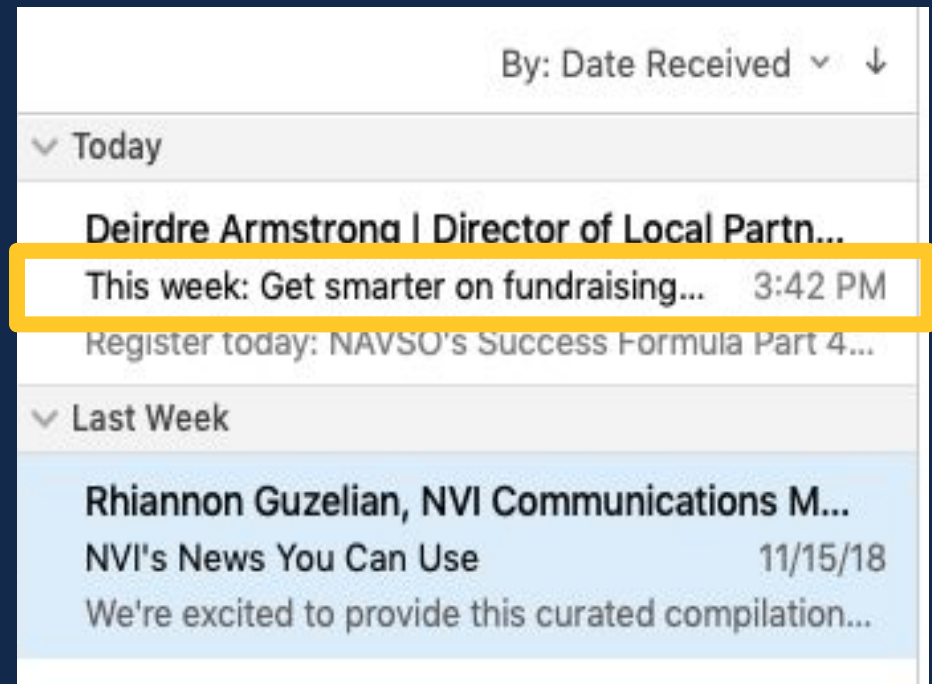## Subject line

Good SUBJECT LINES are:
- Honest (not tricky)
- Detailed
- To the point
- Up front about the value of opening the message
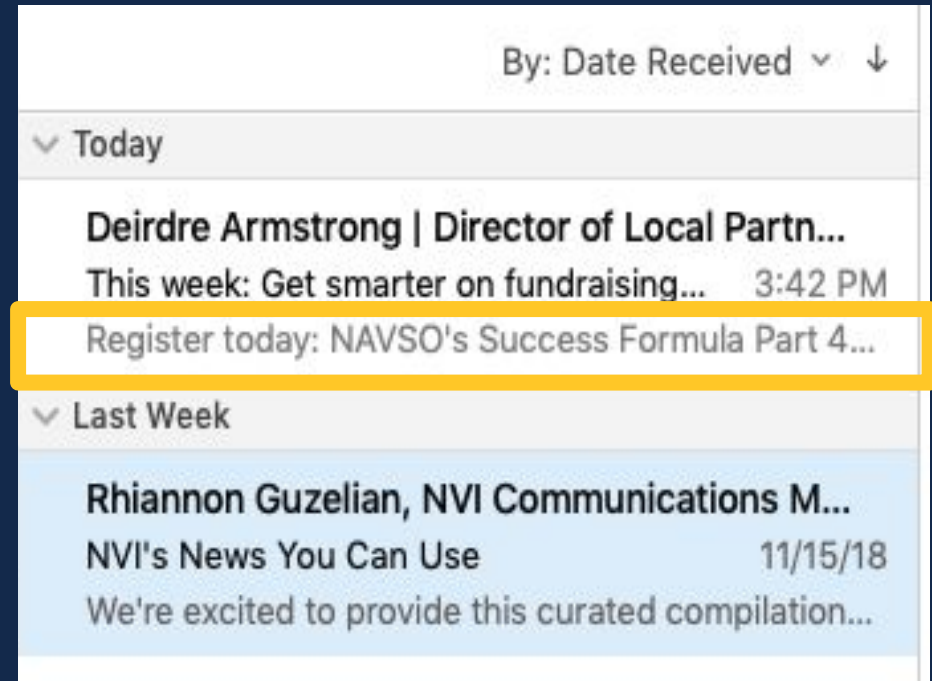- Free of sales-y language

The anatomy of an email
Preview

Good PRE-HEADERS, SNIPPETS, or PREVIEWS are:
- Detailed and concise
- Further convey the value of opening
- Share dates if time-sensitive
- Interesting

By: Date Received ⌄ ↓

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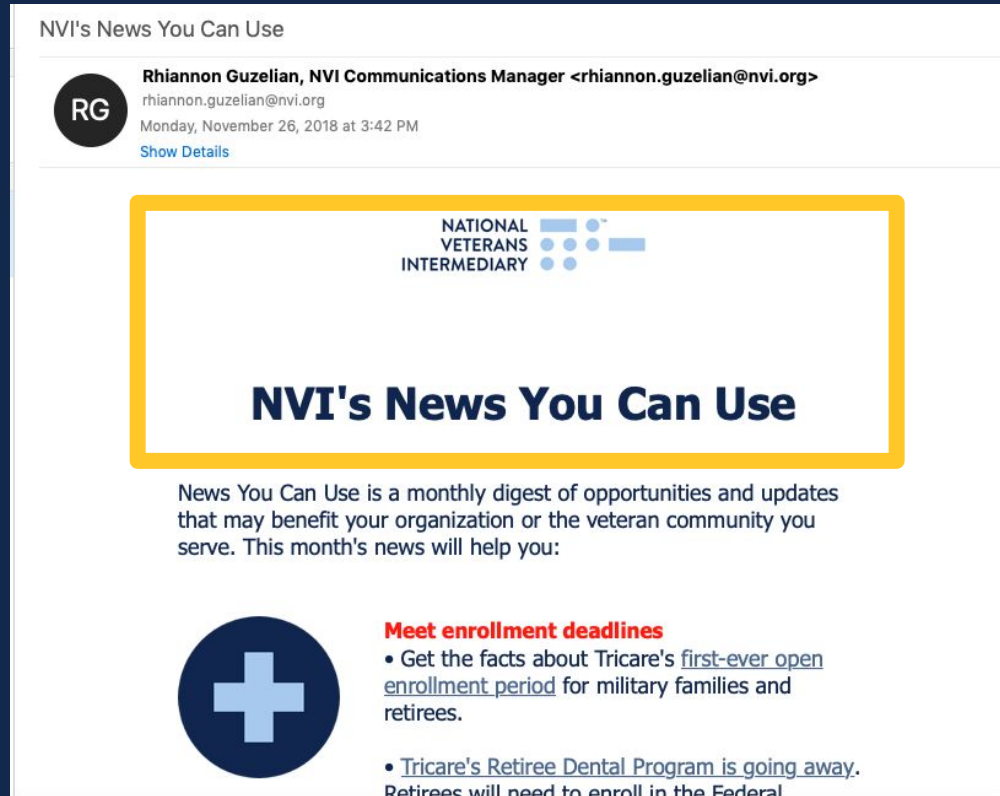We're excited to provide this curated compilation...

The anatomy of an email
Header

Good HEADERS are:
- Branded
- Matched to the central meaning of the email
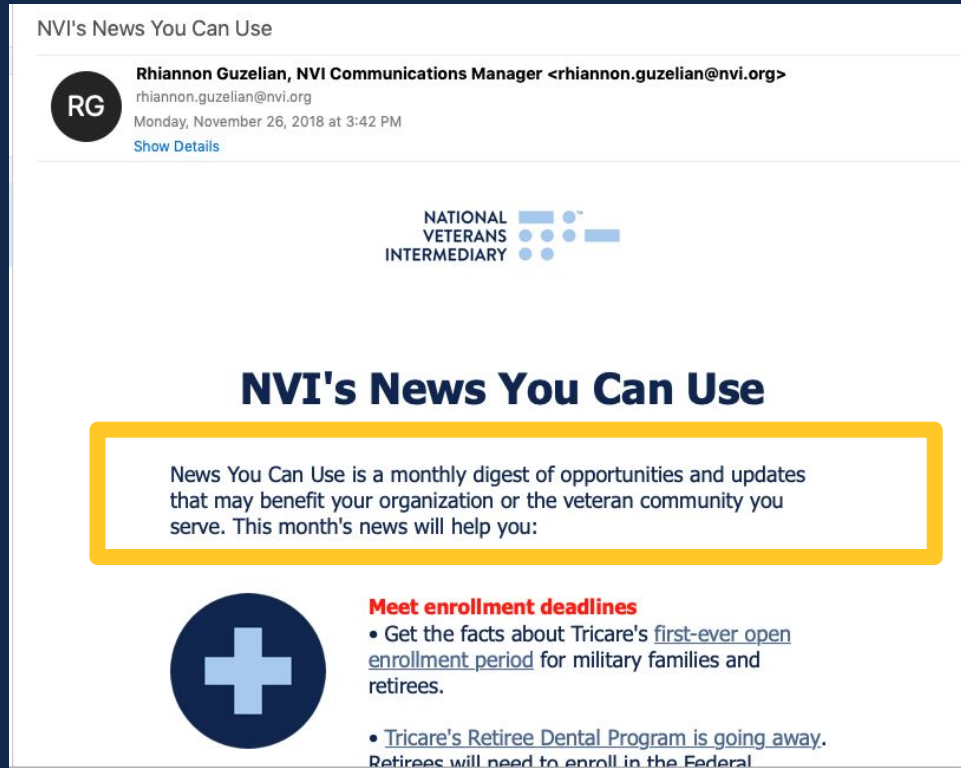- Short (aim for not more than 2 lines viewed on mobile)

NVI's News You Can Use

Rhiannon Guzelian, NVI Communications Manager <rhiannon.guzelian@nvi.org>
rhiannon.guzelian@nvi.org
Monday, November 26, 2018 at 3:42 PM
Show Details

NATIONAL VETERANS INTERMEDIARY

NVI's News You Can Use

News You Can Use is a monthly digest of opportunities and updates that may benefit your organization or the veteran community you serve. This month's news will help you:

Meet enrollment deadlines
• Get the facts about Tricare's first-ever open enrollment period for military families and retirees.

• Tricare's Retiree Dental Program is going away. Retirees will need to enroll in the Federal

The anatomy of an email
Intro

Good INTROS:
- Offer context for the content
- Share any timelines/actions required up front

NVI's News You Can Use

Rhiannon Guzelian, NVI Communications Manager <rhiannon.guzelian@nvi.org>
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The anatomy of an email
Body

Good BODY content:
- Is skimmable
- Consists of short paragraphs or bullets
- Uses subheaders, images, white space, and dividers to move the eye down the page

Apply for fellowship programs
• Camelback Ventures is accepting applications for their fellowship program until Nov 26. Camelback Ventures funds education-focused nonprofit and for-profit ventures.

• The George W. Bush Presidential Center is accepting applications for their Stand-To Veteran Leadership Program until Jan 15.

Share your story & skills
• Learn how Armed Services Arts Partnership's storytelling and comedy courses help veterans reintegrate.

• Veterans and survivors can apply to mentor youth with Travis Manion Foundation's Character Does Matter mentorship program.

The anatomy of an email
Copy

> **Apply for open grant cycles**
> • Bob Woodruff Foundation's Charitable Investment Fund is accepting grant proposals until December 21. Find out if a nonprofit in your community or collaborative might be eligible.

Good COPY:
- Is concise
- Is sentence case (avoiding all caps, italics, and bolding)
- Utilizes hyperlinked text for calls to action
- Is proofread
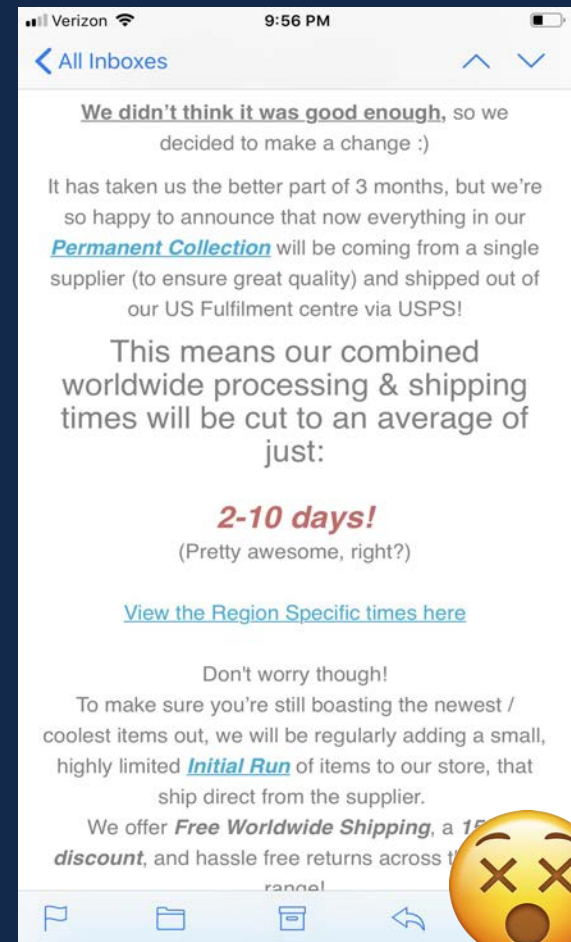
The anatomy of an email
Signoff

Good SIGN-OFFS:
- Are concise
- Reiterate the call to action
- Are signed by a real person
- Remind readers where you can be reached

Don't miss out on time-sensitive opportunities--for updates throughout the month, follow us on Facebook and LinkedIn!

Rhi

Rhiannon Guzelian | Communications Manager
Veteran, USAF

The anatomy of an email
Footer

Good FOOTERS:
- Comply with law and regulations (CAN-SPAM)
- Are branded (with any logos hyperlinked)
- Contain social cards
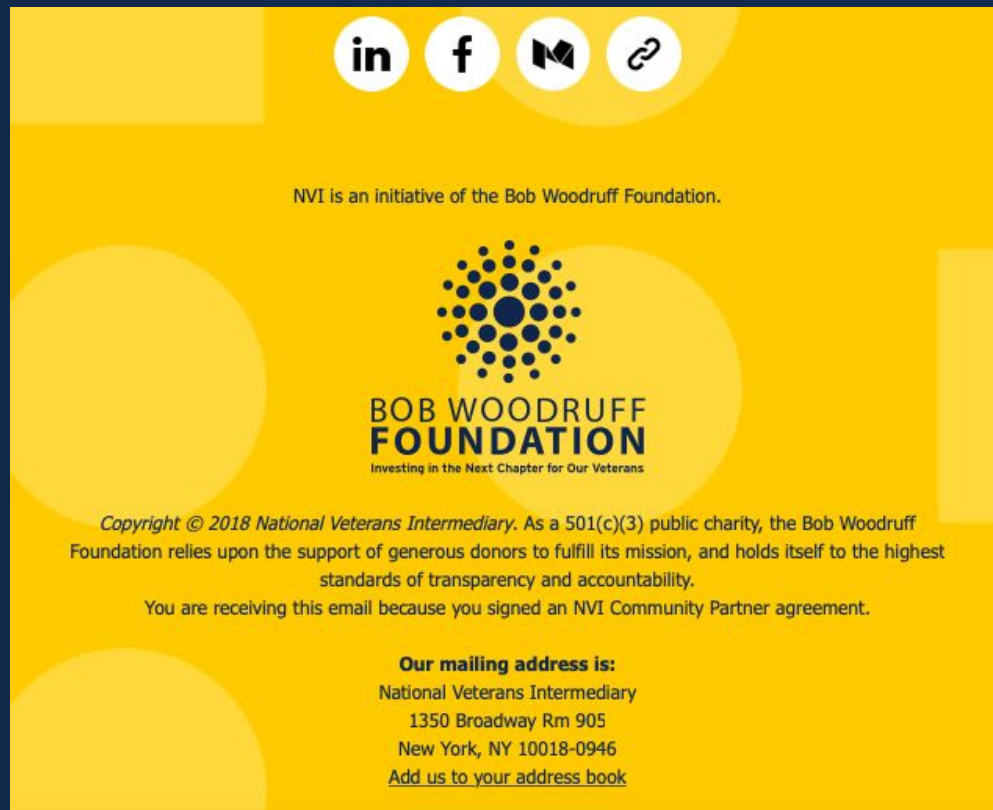
NVI is an initiative of the Bob Woodruff Foundation.

BOB WOODRUFF FOUNDATION
Investing in the Next Chapter for Our Veterans

Copyright © 2018 National Veterans Intermediary. As a 501(c)(3) public charity, the Bob Woodruff Foundation relies upon the support of generous donors to fulfill its mission, and holds itself to the highest standards of transparency and accountability.
You are receiving this email because you signed an NVI Community Partner agreement.

Our mailing address is:
National Veterans Intermediary
1350 Broadway Rm 905
New York, NY 10018-0946
Add us to your address book

Keeping emails mobile-friendly

Keeping your emails mobile-friendly
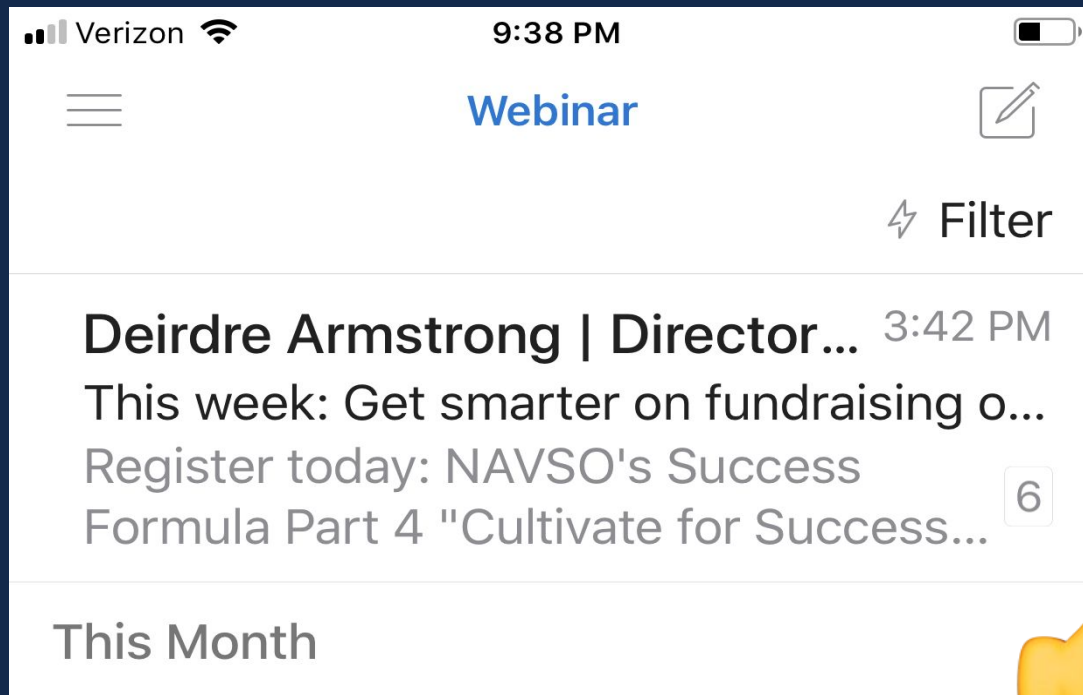
Make subject lines and preview text brief

Keeping your emails mobile-friendly
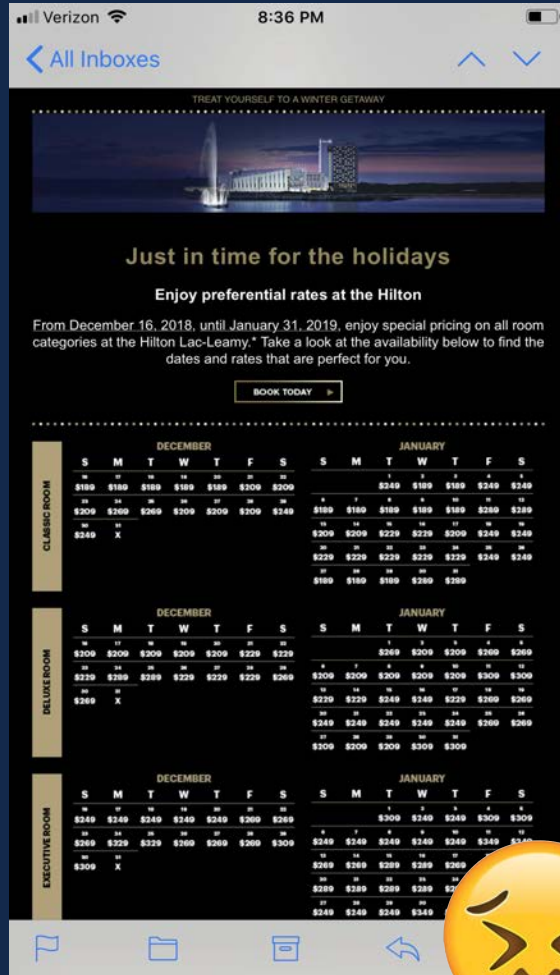
- Use a large enough font
  - 20-24 pt for headers
  - 13-14 pt for body
- Keep images small
- Avoid images that are too wide

Keeping your emails mobile-friendly

This Weekend at The Living
Room: Zap, Modern, Solstice!
June 14, 2018 at 7:59 AM

THE LIVING RO

- Use a template that's not more than 600 pixels wide
- Studies show that some people delete incorrectly displayed emails in just 3 seconds

Keeping your emails mobile-friendly

Mobile

Desktop

Use a single-column format

Keeping your emails mobile-friendly

Hathaway Mill Antiques
Holiday Open House
November 23, 2018 at 1:26 PM

Give a gift with meaning this holiday
season!
Hathaway Mill Antiques will be
hosting their holiday open house
Saturday December 8th from
10am–5pm!
Door prizes, refreshments and free
appraisals from 12pm to 3pm by
independent appraiser Andy Drolet
Saturday December 8th (Limit 3
items per person.)
This holiday season Enjoy up to 20%
off storewide savings the entire
month of December at Hathaway M
Antiques(Some restrictions apply

- Use white space to divide sections
- White space helps keep copy digestible

Managing your email list

Managing your list
Add contacts

- Manual
  - When you manually add contacts, you must attest that you have permission
    - Individual - enter contact info one field at a time
    - Batch - copy/paste or upload existing spreadsheet
- Webform
  - Single opt-in
    - Lowest-barrier
  - Double opt-in
    - Requires confirmation step
    - Minimizes spam / unauthorized signups

Managing your list
Scrub regularly

Know who is engaged and who isn't getting your messages
- Subscribed
    - Valid email address
    - Provided permission (or attested by uploader)
    - Receiving emails
- Unsubscribed
    - Opted out of emails
    - Not permitted to email them
    - Must re-subscribe to receive emails
- Cleaned
    - Hard bounced (email can't reach server)
    - Multiple soft bounces

Managing your list
Segment, segment, segment

To maximize content relevancy, segment your stakeholder list.
Ideas:
- Industry
- Partners/prospective partners
- Region
- Donor
- Volunteer
- Veteran/military family/caregiver/survivor
- Interest ("I want to" checkbox on webform)
- Elected officials

Analytics

Analytics
Glossary

Open Rate: % of emails opened out of total emails sent

Click Per Open: # of clicks / # email opens

Click Per Delivered: # of clicks / # of delivered emails

Click-Through Rate: % of unique clicks on given link

Bounce Rate: # of emails that could not be delivered

Conversion rate: % of readers who responded to call to action

Analytics
Big picture
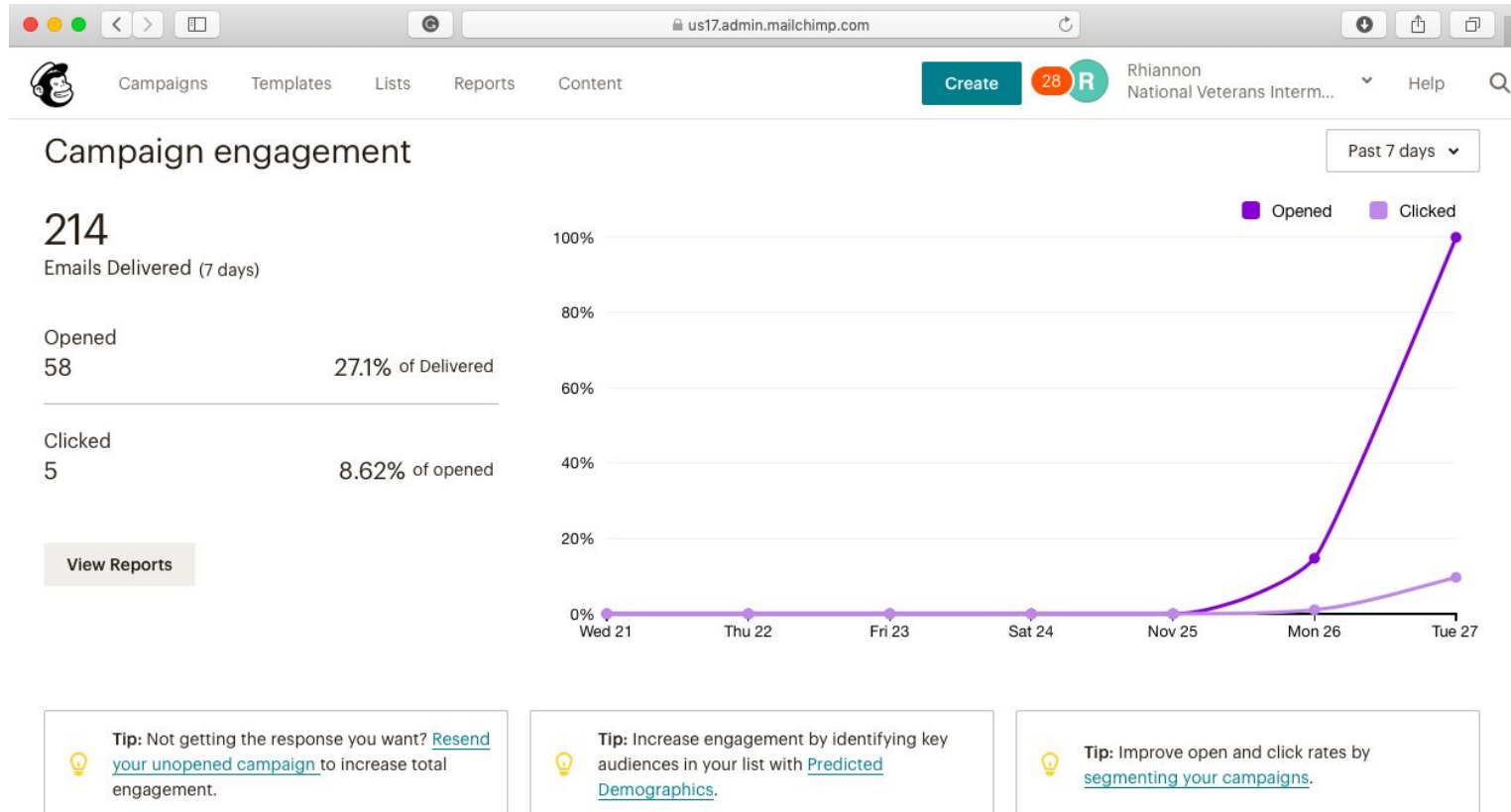
Analytics
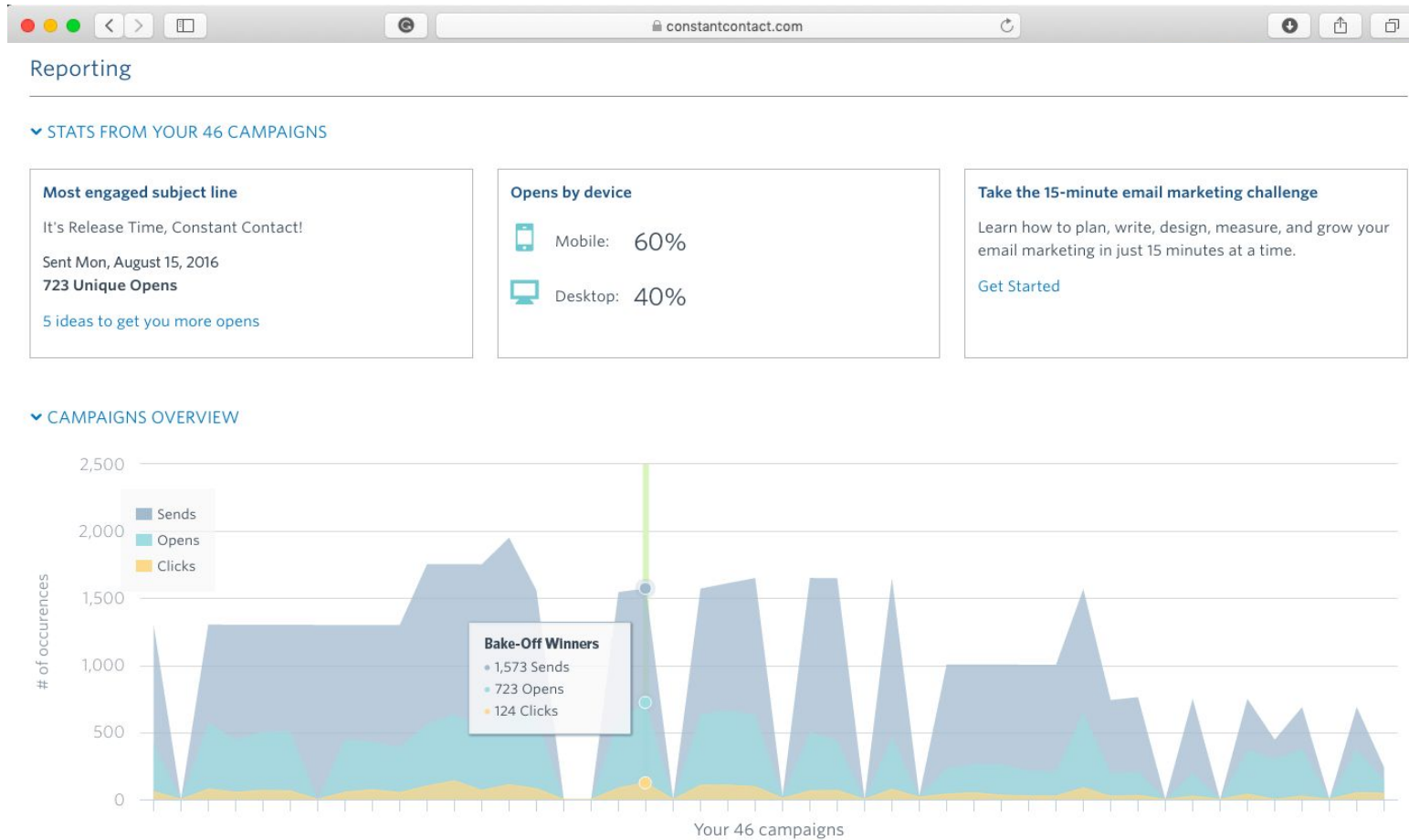
Big picture

Analytics

Big picture
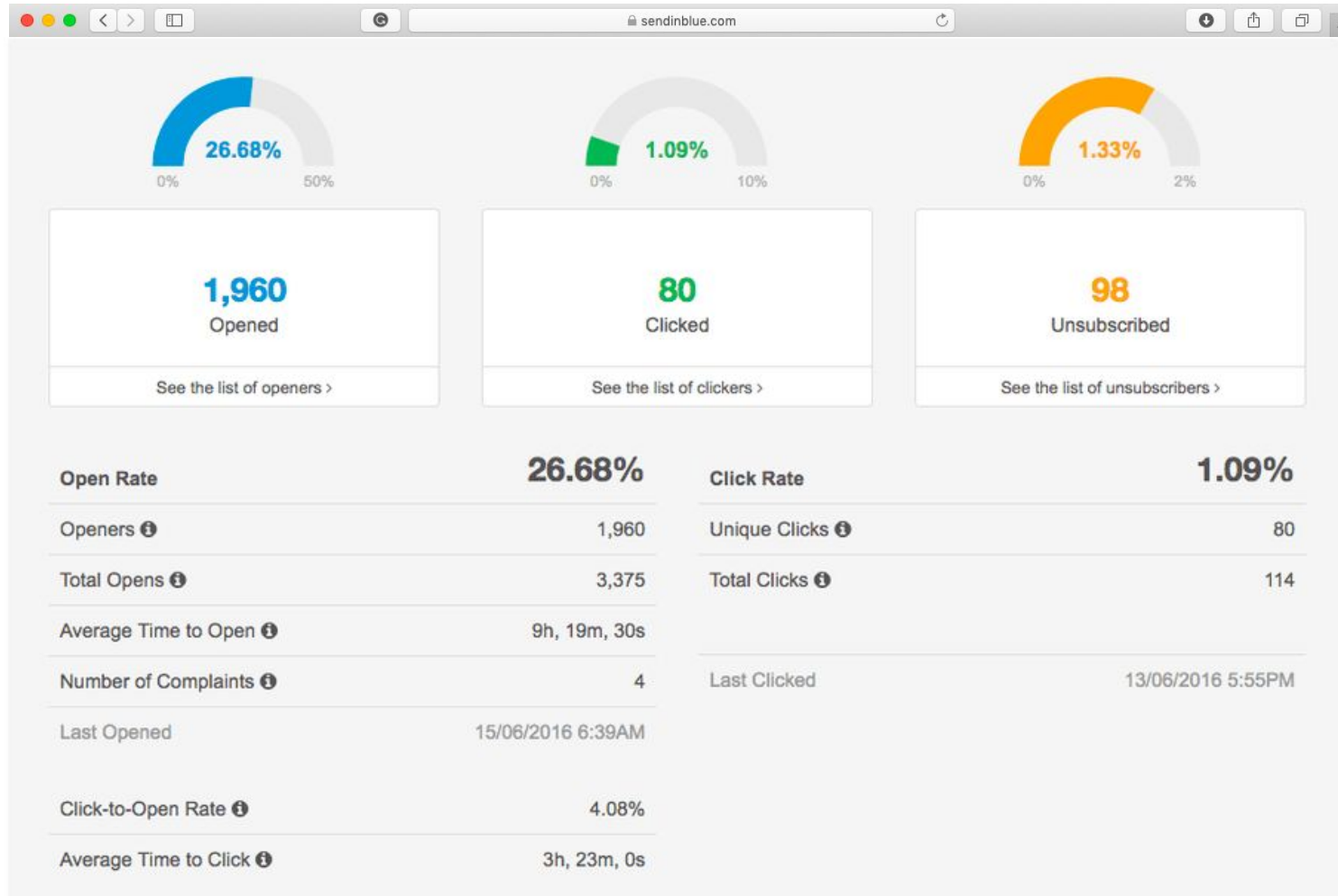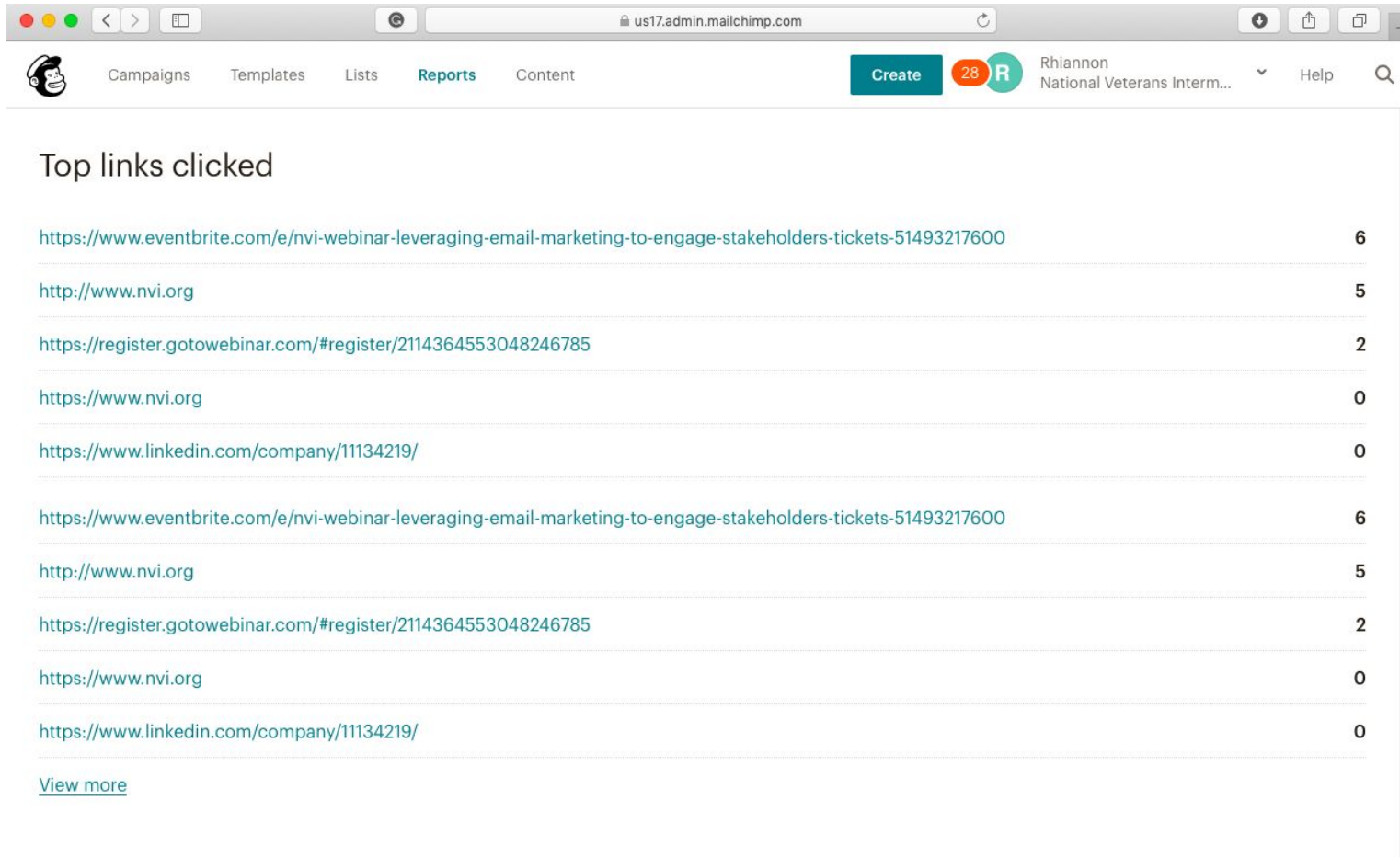
Analytics
Campaign-level

Analytics
Click rates

Analytics

Click map

Planning & scheduling emails

Planning emails

Use tools to plan ahead

Story	Audience	Sender	Call to Action	Date
Champions for Change Social	Scholarship Recipients	Deirdre	Mark your calendars	10/8/2018
Announcing Fall Webinars	Local Partners	Nancy	Register for webinar	10/9/18
Photo & Quote Request	Scholarship Recipients	Deirdre	Text photos to Rhi	10/16/18
VIVA	Open	Rhi	Learn more	10/18/18
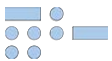
Scheduling emails

Best dates and times
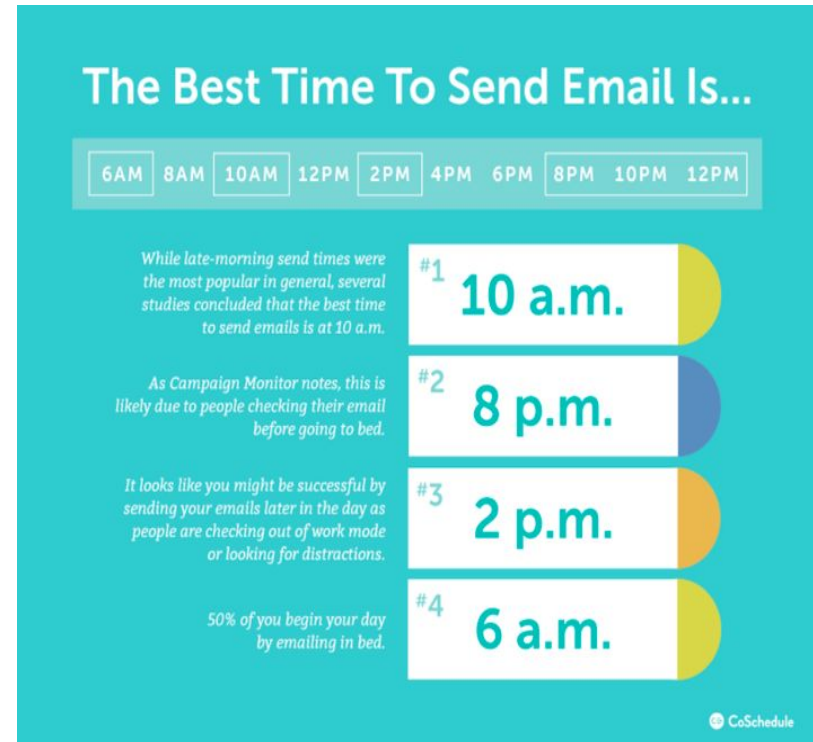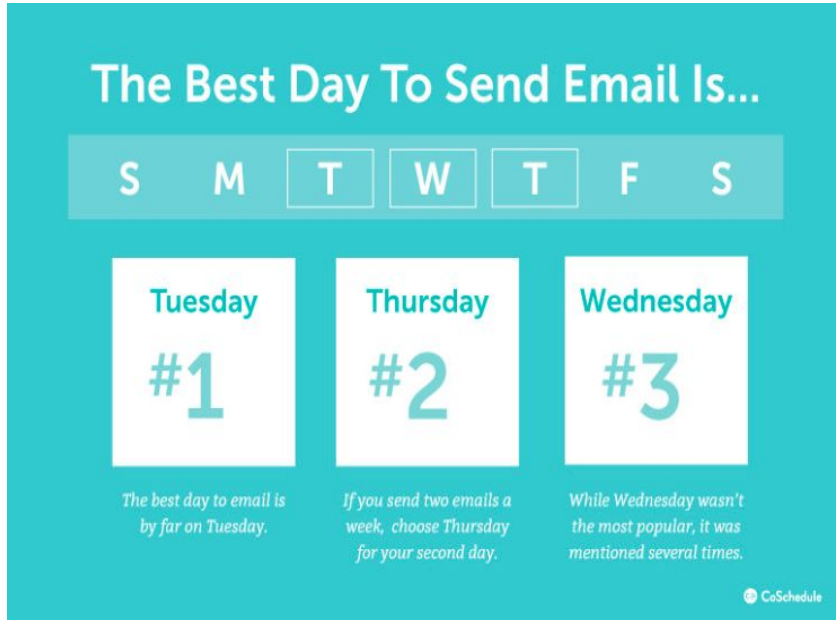
- Email services will allow you to schedule in advance
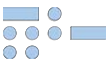- Some even optimize send time

Scheduling emails

Best dates and times

- Data can get you started
- Observe your list's behavior to customize

Account setup considerations

Account setup considerations
What you'll need

- Your email address from a purchased domain (rhiannon.guzelian@nvi.org, not rhiannon.guzelian@hotmail.com)
- An image file of your logo, if you have one
- A style guide (or a solid idea of colors & fonts that work with your brand)
- A website or Facebook page to house your mailing list signup
- Payment information if using a paid service

Account setup considerations
Once you've signed up

- Verify your domain (usually via email confirmation)
- Build a template
    - Include your logo in the header and branding in the footer
    - Set font sizes and colors
    - Upload a scanned, public version of your signature
- Authenticate your domain if you have a website
    - Send authentication information to your IT department or web person

Account setup considerations
Build your list

- It's better to have one list with many segments than many individual lists
- If you must have duplicate lists, avoid duplicating contacts
- Permission is king
  - Adding users without permission compromises your deliverability
  - When in doubt, ask first
- Name your mailing list & build a webform for people to join
  - Ask for only the info you **need**

Free & affordable resources

Free & affordable resources

	mailchimp	**sendinblue**	**verticalresponse** A DELUXE COMPANY	**Constant Contact**	**GetResponse** World's Easiest Email Marketing.
Free up to	2K contacts / 12,000 emails per month	Unlimited contacts / 300 emails per day	First 60 days (free trial)	First 60 days (free trial)	First 30 days (free trial)
Pricing starts at	$10/month for 500 contacts & unlimited emails	$25/month for 40,000 emails per month	$11/month for 500 contacts & unlimited emails	$20/month for 500 contacts, unlimited emails	$15/month for 1,000 contacts & unlimited emails

What questions do you have?