Extend the Reach of Your Donation Campaigns Using Email

Simple Marketing Strategies for Nonprofits



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Welcome



Anna Maria Soriano

Training & Marketing Manager, Constant Contact Email: amsoriano@constantcontact.com



Agenda

Marketing for today
 Campaigns that drive action
 How to get started
 Demonstration - Integration



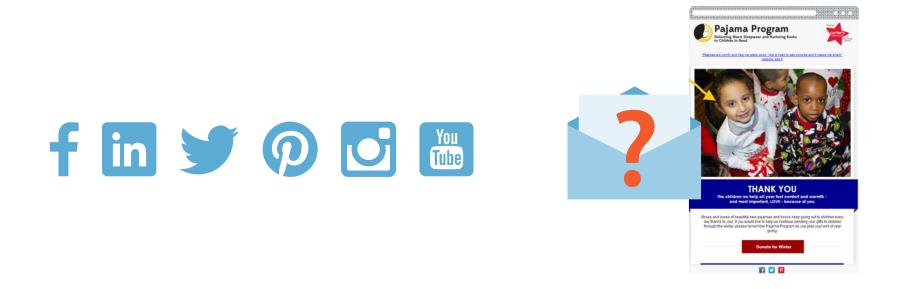
Agenda

1. Marketing for today

2. Campaigns that drive action
3. How to get started
4. Demonstration- Integration



Where are you today?



Q: What is the #1 app on cell phones?

A: Email

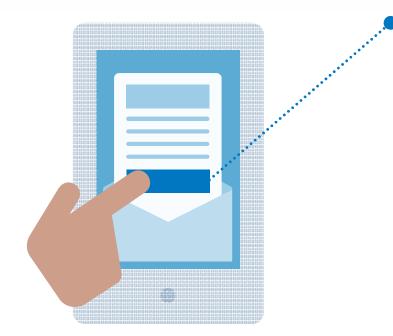
More than half of all emails are opened on a mobile device





Source: Litmus

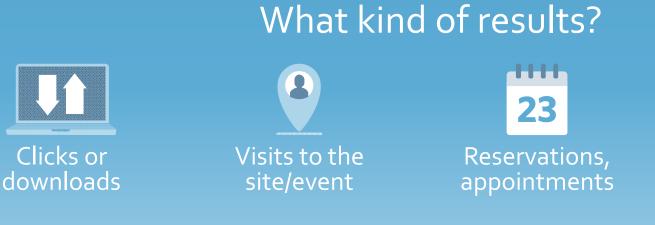
1. Marketing for today



At its core, marketing is about getting **results**.



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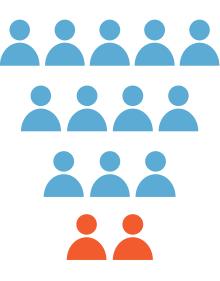


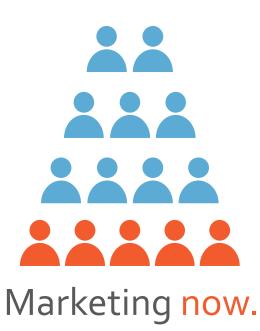


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Flipping the funnel

Marketing then.







Engagement is the new word of mouth

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"Forward" and "Share" are your new best friends





You have an advantage. Your supporters love you!



Agenda

Marketing for today Campaigns that drive action How to get started

4. Demonstration-Integration



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An email campaign





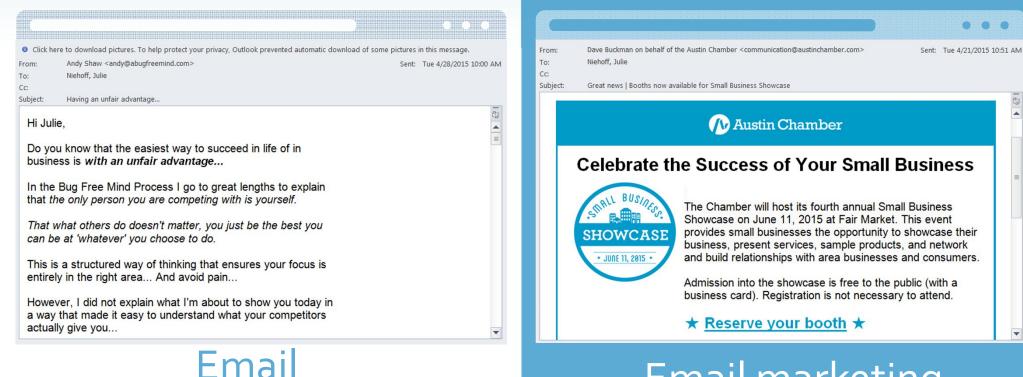
3. Campaigns that drive action

and...



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The difference between...



Email marketing



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Email is hard to beat.

Why

- Lots of physical, measurable response
- Easy to brand with colors & logos
- Low cost with high ROI
- Connect with *your* audience
- Reaches people wherever they are (mobile)
- Drives donations!

How

- Announce your latest campaigns
- Requests for volunteers
- Alert to upcoming events
- Offer discount attendance to VIPs
- Deliver tips to your new clients



Your competitors are social





At

Benchmark Report

It influences decisions





rely on social networks to guide purchase decisions



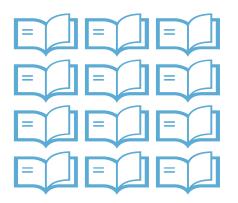




share purchases on social networks



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learn more about a charity if they see a friend posting about it



Source: Fedelta

Source: Fedelta

3. Campaigns that drive action





You can do this... ...*and* you can start with a small list.

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Make it easier on yourself

Repurpose Everything

BOYS & GIRLS CLUBS OF AUSTIN CELEBRATE PLAY WITH NATIONAL DAY FOR KIDS

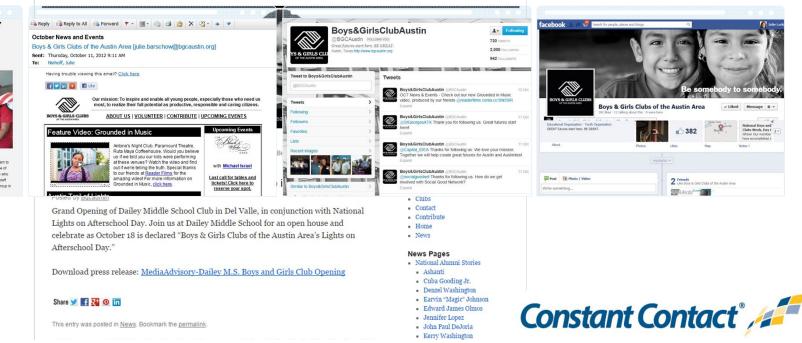
Posted by Regent Property Group on Wednesday, September 28th, 2011 at 10:59am.

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- Add "Join My List" to your website
- Add a link to email signature
- Set up Text To Join
- Get them on Facebook
- Create a paper form (don't just rely on technology)

Prepare your "pitch" and ask. Just ask.

Get your contact list together, even if it's just five people.

Join our Mailing List

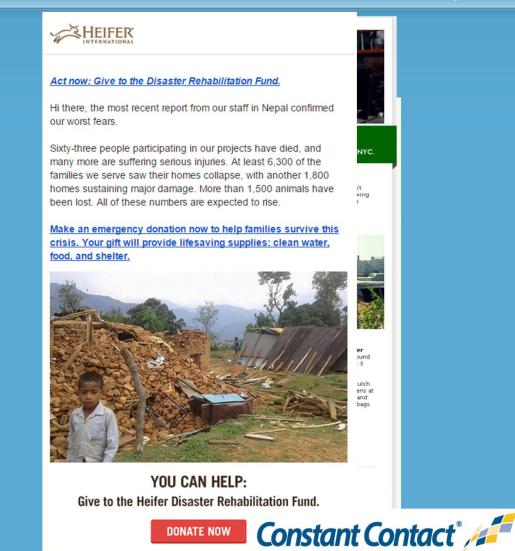
Sign-up to receive our e-mail communications Please print clearly

Your information will be kept confidential and used solely for our communications

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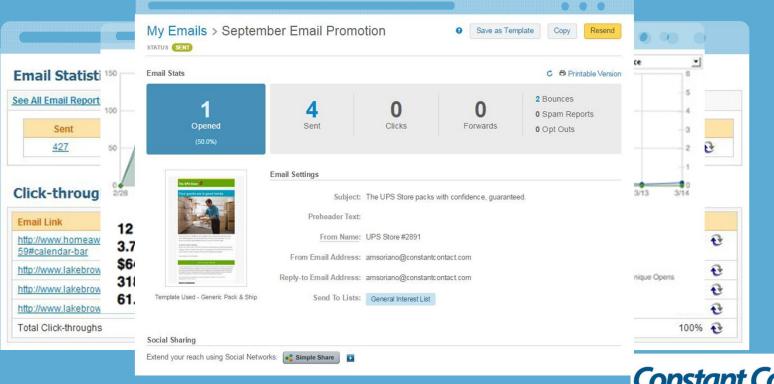
Try something simple first...

- "Thank You" or "Welcome"
 - Special offer or piece of relevant content
 - Picture, paragraph and a call-to-action
- Post your newsletter to your social channel.



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Watch what happens. Do **more** of what works.





DEMONSTRATION

, ALE



Nonprofit marketing is...

Nurturing relationships. Delivering on your promise. Getting measurable results.





You really can do this!



• Non Profit Discounted Pricing

Email Marketing

Tier	Contacts	Monthly (Approx. 1 Month)	Prepay for 20% Off (Approx. 6 Months)	Prepay for 30% Off (Approx. 12 Months)
1	0 - 500	\$15.00	\$72.00	\$126.00
2	501 - 2500	\$35.00	\$168.00	\$294.00
3	2501 - 5000	\$55.00	\$264.00	\$462.00
4	5001 - 10000	\$85.00	\$408.00	\$714.00
5	10001 - 25000	\$175.00	\$840.00	\$1,470.00
6	25001 - 50000	\$275.00	\$1,320.00	\$2,310.00



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Questions?

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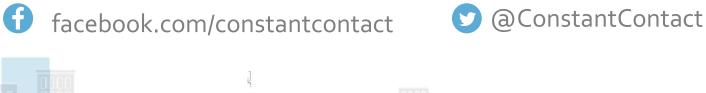
Thank you



Anna Maria Soriano

Training & Marketing Manager, Constant Contact Email: amsoriano@constantcontact.com

Questions during and after the event?





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