

	Link Code	Link Description		
			Go to Linked Record	
Corporation	EM	Employer	Go to Linked Record	
Foundation	TR	Trustee	Go to Linked Record	
	TR	Trustee	Go to Linked Record	
	FA	Fellow Alumni	Go to Linked Record	
	GT	Golf Teammate	Go to Linked Record	

Marketing_Test, E99999 | © 2016 SofterWare, Inc. Version 2016.11 | AWS-DPO-WEB2
 DonorPerfect | SofterWare, Inc. | Suggestions | Contact DP Sales | Follow Us On Twitter | Contact Support | Facebook



Improving Results with Your Constant Contact Account





Matthew Montoya

Channel Marketing and Enablement Manager
Constant Contact

 @matthewmontoya_



7 **village VOICE media**

4 **NACCE**
THE IMPACT OF ENTREPRENEURSHIP

8 **Constant Contact** 



Agenda

- MOBILE, MOBILE, MOBILE
- 7 essential tips to improve results
- Getting Your Email Opened
- 9 ideas to help you beyond the donation
- Overlooked new features
- Helpful guide
- Q+A

Constant Contact® 





A recent study says 38% of online donors are inspired to give from an email.

[Nonprofit Tech for Good]





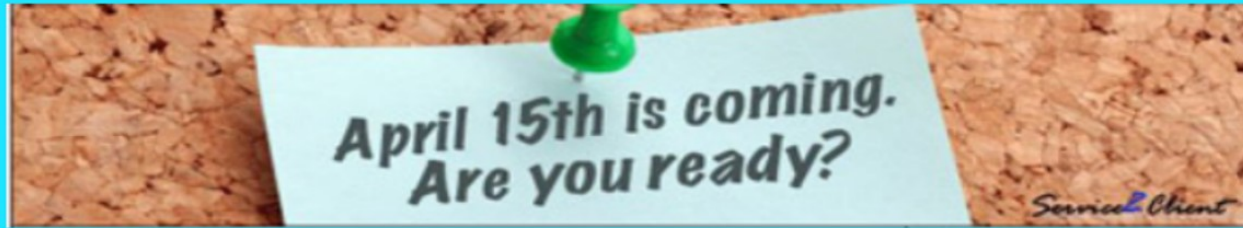
Constant Contact 

More than half of all emails are now read on a mobile device, and through the course of a day, readers spend an average of 6.3 hours reading around 88 emails.

[Source: Litmus, HuffPost & Text Request]



What's Wrong with this Email?



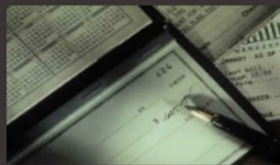
STAY IN TOUCH



413-313-3027

Top Tips to Ensure Clients Pay on Time and Increase Your Cash Flow

On paper your business is thriving. Sales are up and you really haven't increased your expenses. But, you're still having cash flow problems. This is a serious concern for businesses in all industries, of all sizes.

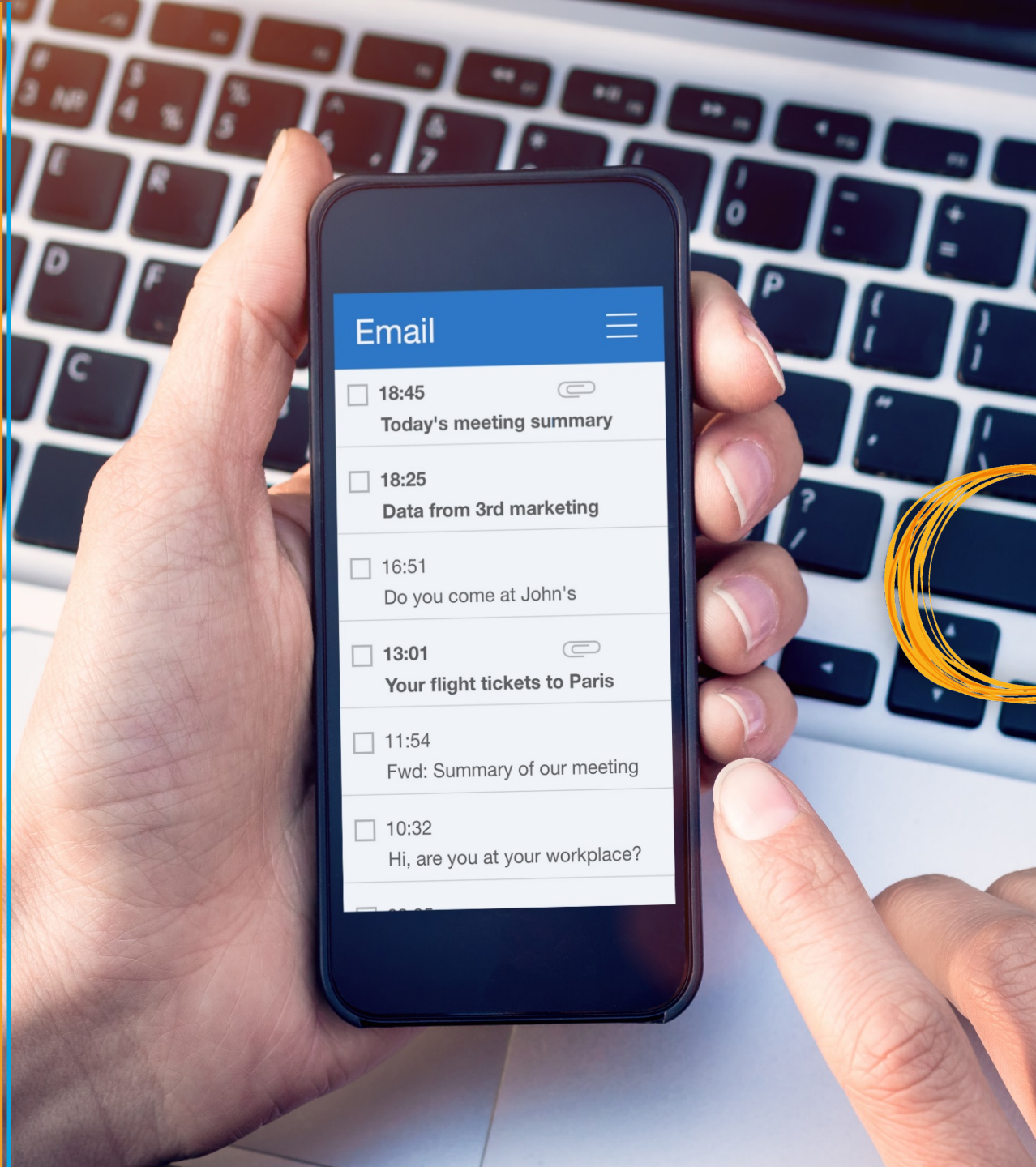


Why Small Business Owners Should Think About Taxes Year-Round



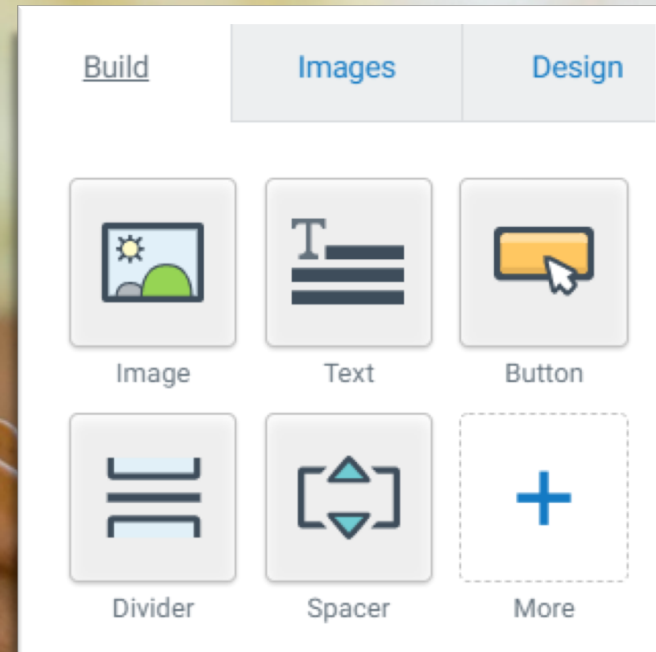
Average time spent reading an email is
11.1 seconds.

Source: Litmus, 2017



The best response comes from emails using new editor

- All email are mobile friendly / mobile responsive
- More features (added constantly)
- Easy to use
- Meant for today's audience



Use New Editor – If you copy old email you may not be in new editor



A row of dark paper cutouts of human figures holding hands, standing on a wooden boardwalk or pier. The background is a warm, golden sunset over the ocean. The figures are silhouetted against the bright light, and their shadows are cast long and dark on the wooden surface.

But how can we increase donations?
7 Essentials of mobile first email design

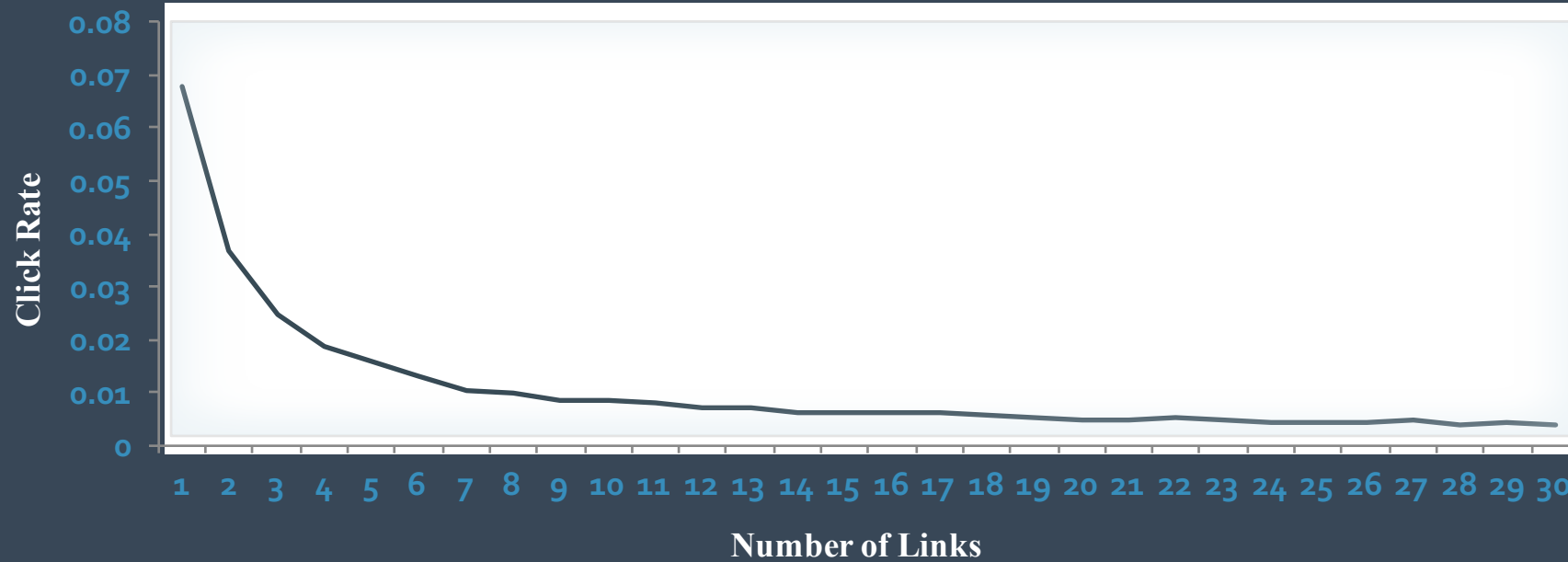
#1. Keep it succinct



20 lines of text or less
or a picture, a
paragraph and a call to
action should make up
the composition of
your email.

- ✓ Headlines: 22 pt font| Body Text: 14 pt font
- ✓ CTA: Less IS more! No more than goal requires!
- ✓ Attract, Engage and Redirect

Clicks per Link



Fewer links,
more clicks.



1
most clicks



2
okay



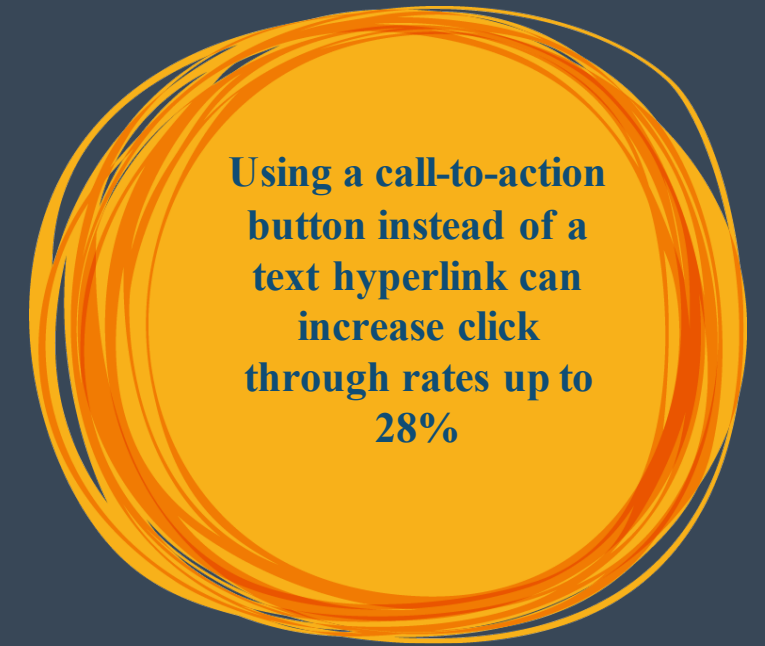
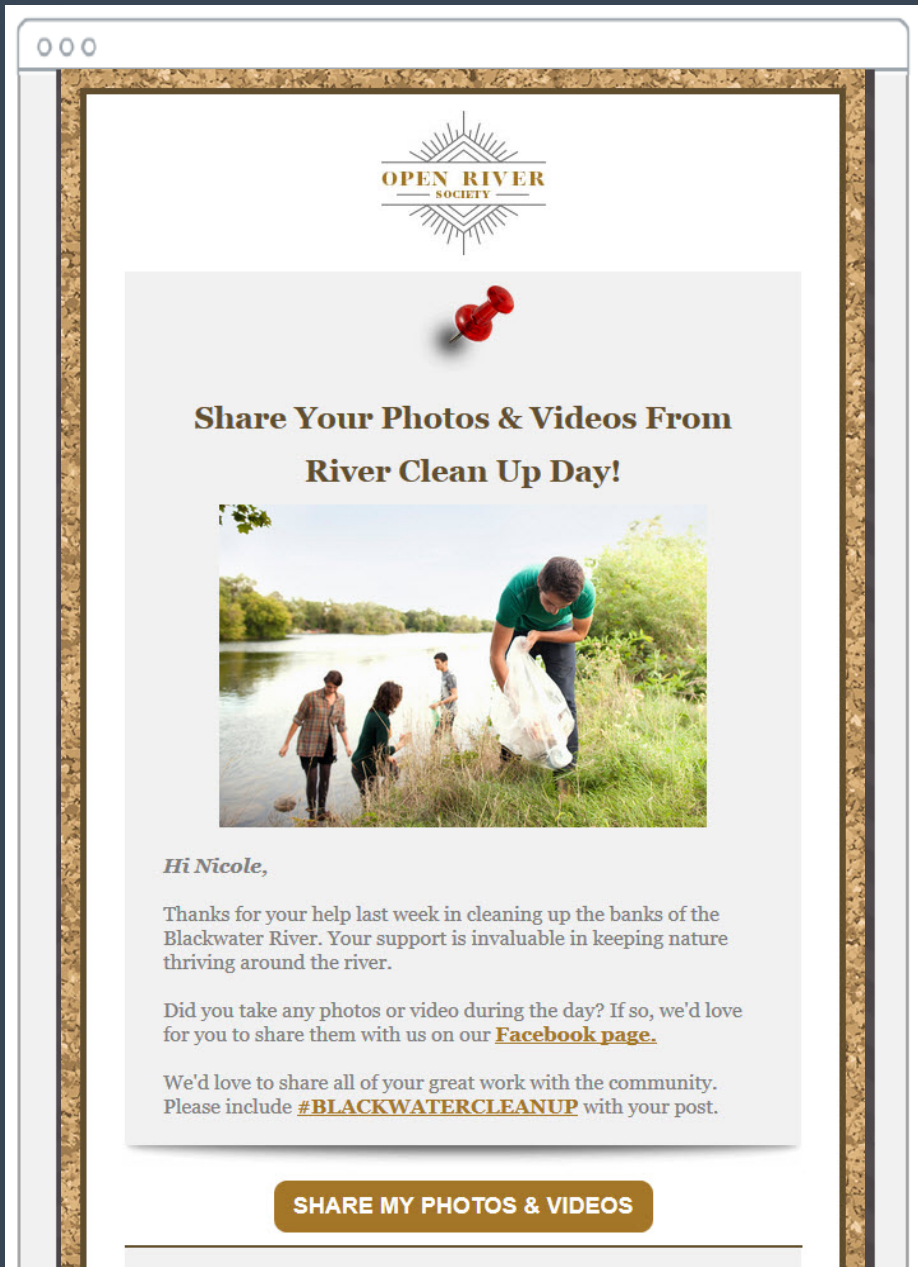
3+
decline



5+
less to no clicks

Source:
<http://news.constantcontact.com/research>

#2 Use Buttons



- ✓ Buttons are easy to click on
- ✓ Bullet-proof
- ✓ Eye catching

#3 Use Images



- ✓ Logo that reflects your brand.
- ✓ Link your images
- ✓ Should have the same destination as your CTA

**650% higher
engagement
rates for
posts/emails that
include images.**

#4 Keep your colors constant



Help us provide more forever homes!

Hi Nicole,

At Hearts & Tails Animal Rescue, we thrive on support from the community. With the help of donations and volunteers, we are able to provide more forever homes for pets in need.

Are you able to help? If so, please click the link below and fill out the interest form on our website. We'll follow-up with additional ways you can support the shelter.

Thank you!

- ✓ Keep colors the same even through holidays
- ✓ Color represents brand, quickly
- ✓ Celebrate holiday with content

Color increases
brand recognition by
80%

Constant Contact® 



#5 Segment

Income

Previous gifts

Location

Gender

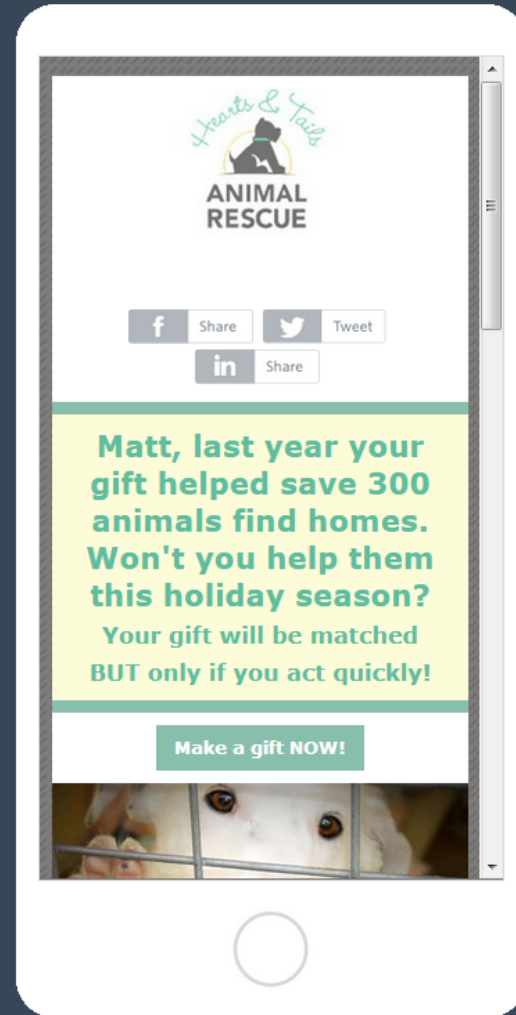
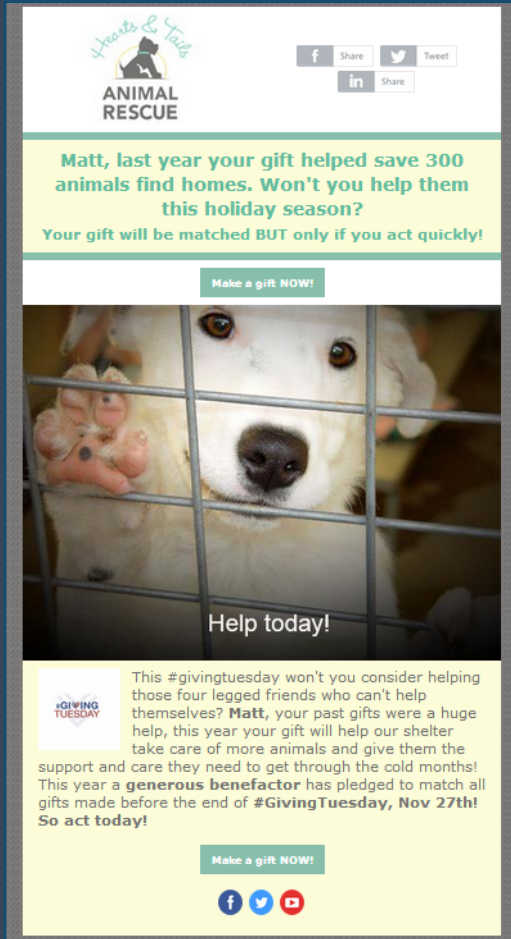
Impact on life

Involvement

- ✓ Each donor/subscriber is different
- ✓ Today's email reader expect unique asks
- ✓ Segmentation helps you cut through "noise"

**19% of email
marketers see a lift in
open rates just by
segmentation alone**

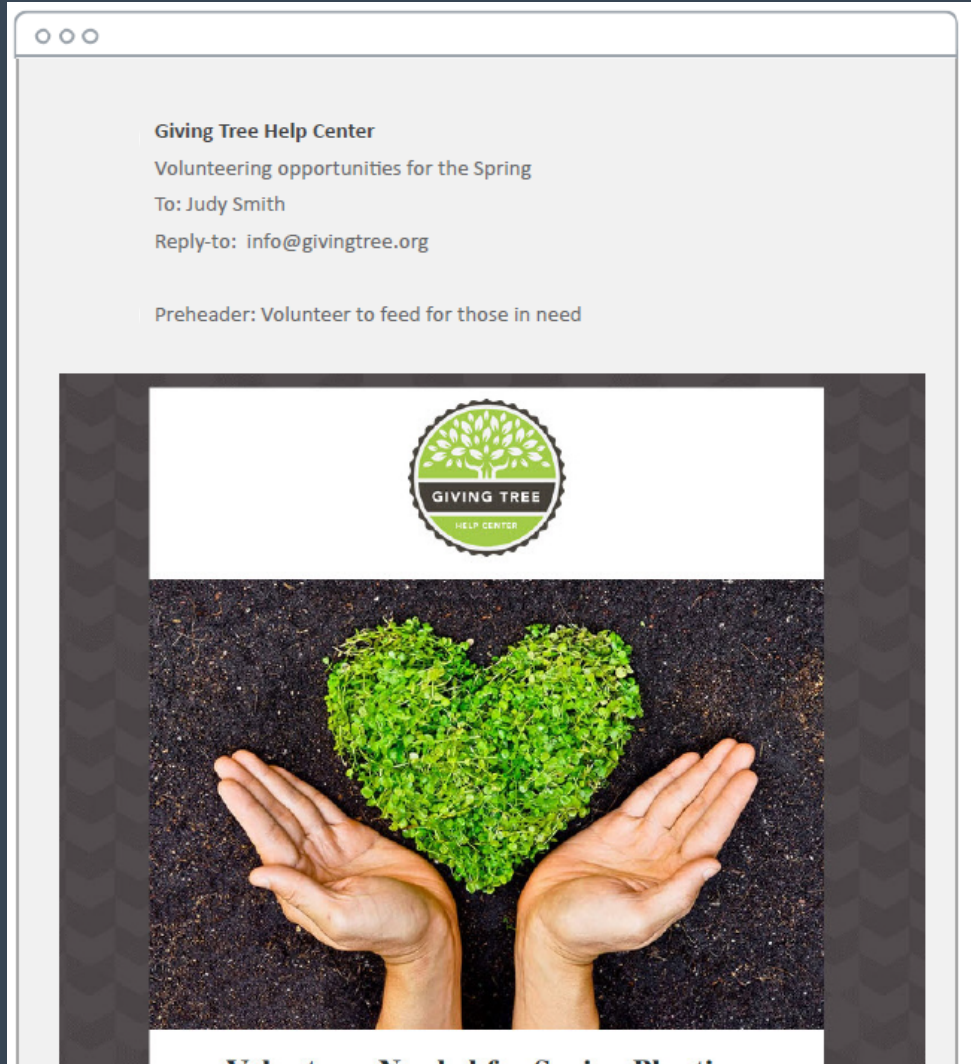
#6 Make sure it's mobile ready



- ✓ Make sure tools you use are mobile responsive
- ✓ Make sure to start with mobile first strategy
- ✓ Be sure to use mobile preview if available

**80% will delete and
30% will
unsubscribe to an
email that doesn't
look good on mobile**

#7 Pay attention to the “top”



What is it that makes people open email?

Getting Your Email Opened

- “From Name” is most critical
 - Get noticed & opened
- Subject Line assists “From Name”
- Teaser (Preheader) text helps

From name	→	Matco Foundation	12:27 PM	
Subject line	→	With A Little Help From Our Friends		▶
Teaser (Preheader) text	→	Your donation is needed now more than ever. If you		

64% of readers determine whether they will open their email based off of the header fields you provide.



Header Information

From information

Consistent & recognizable

Reply to email address

Who is
Jack Grant?

Subject line

Ideal length is 4-7 words

Preheader text

Hook them with 5-8 words

Avoid Repeats

Same subject line

- Gives no reason to open
- Gets tuned out

Matco Association

12:27 PM

● **Matco February Update**

Having trouble viewing this email? [Click here.](#)

Is your investment working for you? Be sure to check in with



Matco Association

12:27 PM

● **Matco March Update**

Having trouble viewing this email? [Click here.](#)

Is your investment working for you? Be sure to check in with





Keep it Short – Make it Personal

Be brief

- 5-8 words
- Less than 40 characters
- Use “You” or “Your”

Questions

Ask a question to cause curiosity

● Matco Foundation 12:27 PM
Can You Do More to Help? ▶
Christmas is almost upon us. So many are needing

● Matco Association 12:27 PM
Struggling To Find a Way to Help? ▶
With the recent event effecting our community, many need

● Matco Group 12:27 PM
Can We Help You Cut Time? ▶
Time is the most important asset in your lives. Lost time





Alliteration

Repeat same letter, eye look for patterns

● Matco Clubs 12:27 PM
Seven Simple Solutions Save Season ▶
We've got what you need this season. We are ready to

● First Matco Church 12:27 PM
Friday Fun For Families and Fellowship FMC ▶
has Some great activities for the whole family. From

● Matco Clothing Emporium 12:27 PM
Todays Top Terrific Tips ▶
Do you have all the steps you need to succeed? Here

Allusion

- Refer to pop culture or famous lines
- Lyrics and titles capture the eye
- Tie it to content

Matco World Group 12:27 PM

Let it Go, Let it Go

Drop those extra clothes off today. They are needed!

Matco Club 12:27 PM

Let Them Eat Cake, and Brownies

We've got a great breakfast meeting this month.

Matco Community Players 12:27 PM

May the Farce Be With You

Auditions are open for our next production.





Chunking

- Don't write a sentence
- Break the "rules" to stand out

● Matco Association 12:27 PM
You, Plus Us, Awesome ▶
When we work together we can change the world!

● Matco Financial Help Center 12:27 PM
Taxes, No Fun, We Love Them ▶
We can help you, cost free, overcome common tax issues

● Matco Club 12:27 PM
Help Others, Feel Amazing, Share ▶
Each New Year, people are always looking for a way to help.

Numbers/Lists

- Start with a number – it's like candy
- No more than 9-3 high results

Matco Light Foundation 12:27 PM

● **Three Mistakes All Ministries Make** ➤
We all make mistakes, but these can cost you. The most common

Matco Humane Society 12:27 PM

● **Seven Ways to Help Your Pet** ➤
We don't just offer adoption, we know a thing or two about pets!

Matco Community Theatre 12:27 PM

● **Five Must See Films Before Summer** ➤
Don't start summer without checking out these summer classics.



Emoji

56% of brands using emoji in their email subject lines had a higher unique open rate. Source: Experian

Matco Health Coalition 12:27 PM

☀️ **Spring is here, time to bike!**

Bikes are fun & a fantastic way to maintain your health

Matco Org 12:27 PM

Would You Miss Our Biggest Event?

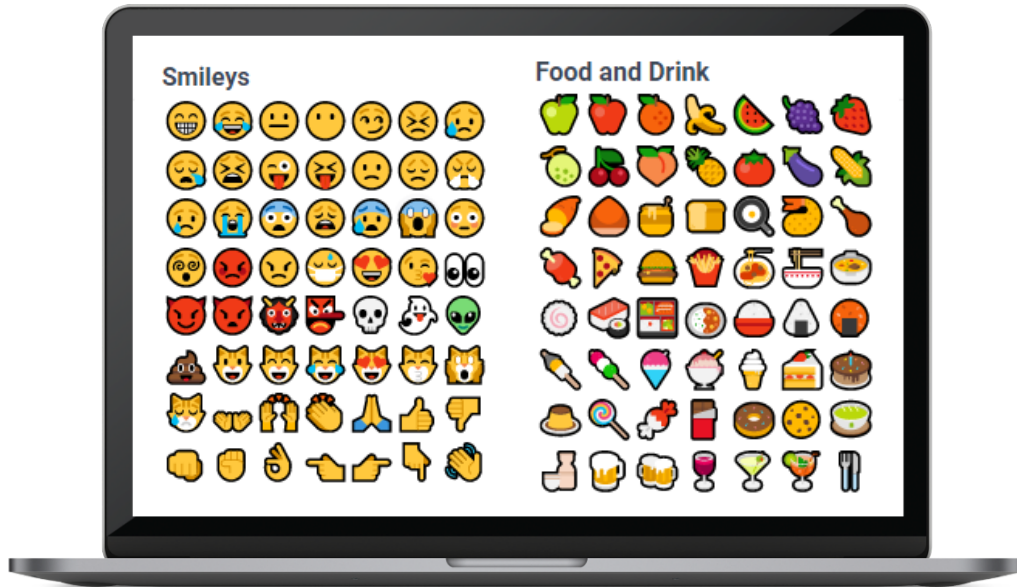
We only do it once a year, and it won't be the same without you

Matco Church Bookstore 12:27 PM

Read Along Tuesday!

Bring your little ones as we'll be reading together

Emoji best practices



- Start with a small sample of your list
- Don't use them all the time
- Support the message
- Emoji will render differently
- Use Emoji picker in Constant Contact, or if you need even more emojipedia.com

Source: Worldata Research, 2019, Retention Science Study 2014

Don't make the subscriber mark you as spam

Don't be misleading or deceptive

Example:

- “FWD:” or “RE:”
- “Urgent – take action now”
- “You called?”

Don't:

- Imply continuing conversation
- Imply untrue urgency
- Be deceptive about their actions



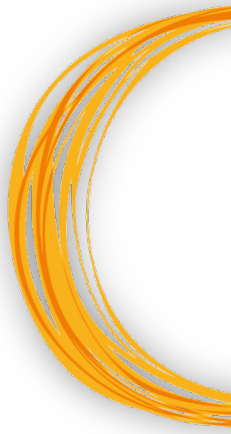
Common triggers for spam filters



- ALL CAPITAL LETTERS
- Excessive punctuation (???,..., !!!)
- Using symbols as letter\$



Check the language





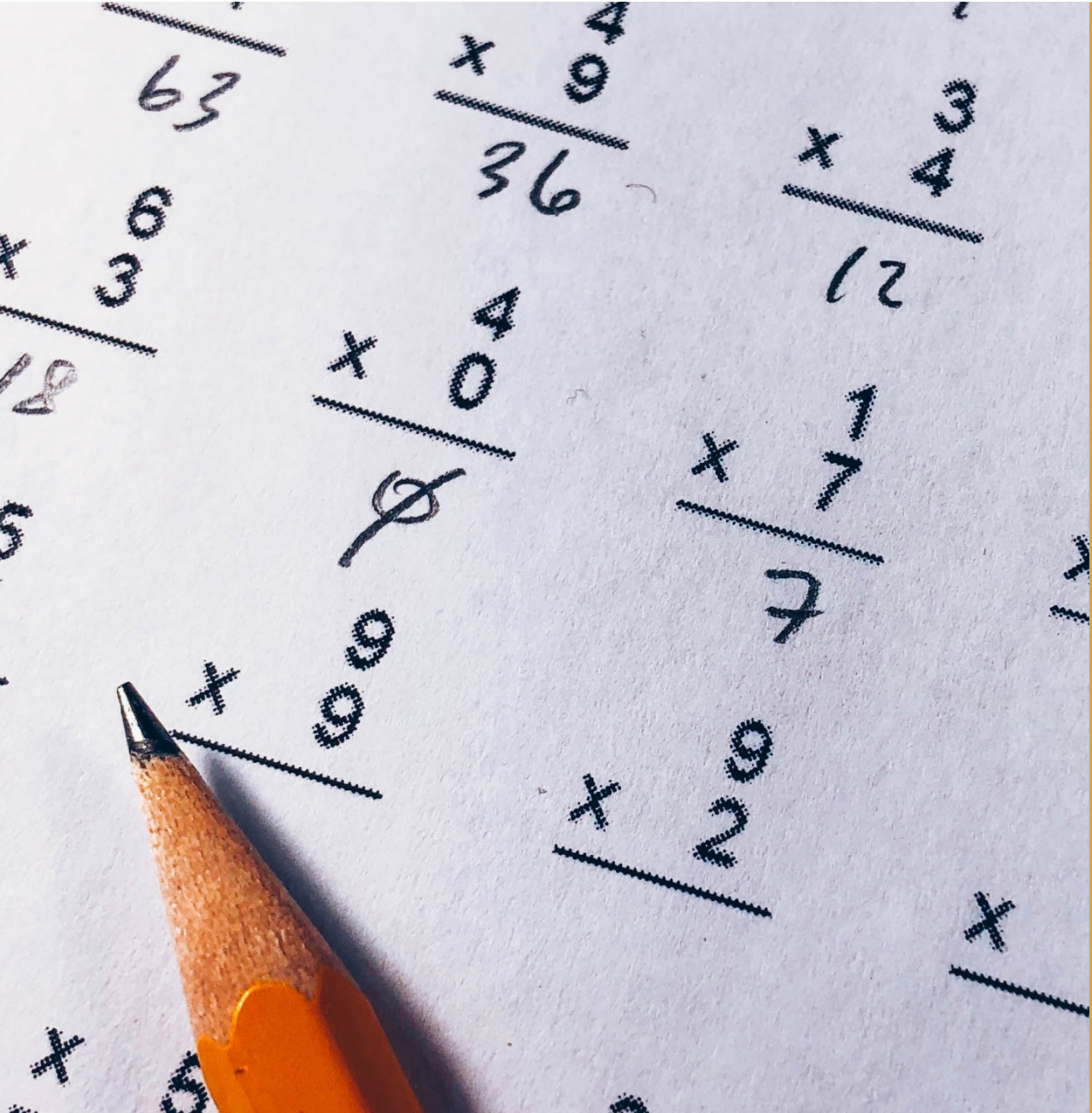
Think about how a spam filter might interpret your subject line

Original subject line:

- “Make Your Donation Last Longer, Enroll in Legacy Giving!”

Resend with much better deliverability:

- “An Incredible Way to Improve the Lives of Others”



Test Your Assumptions

Steps to writing a successful email

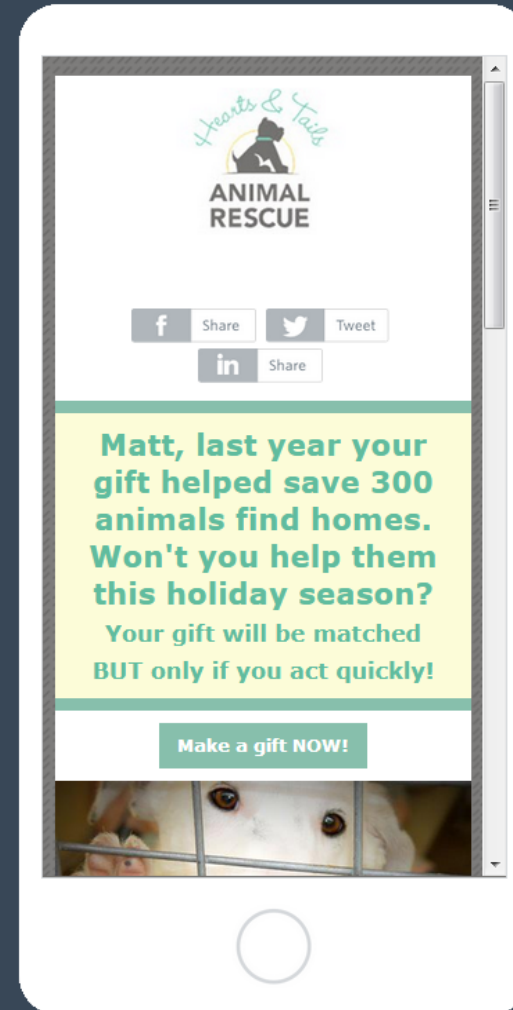
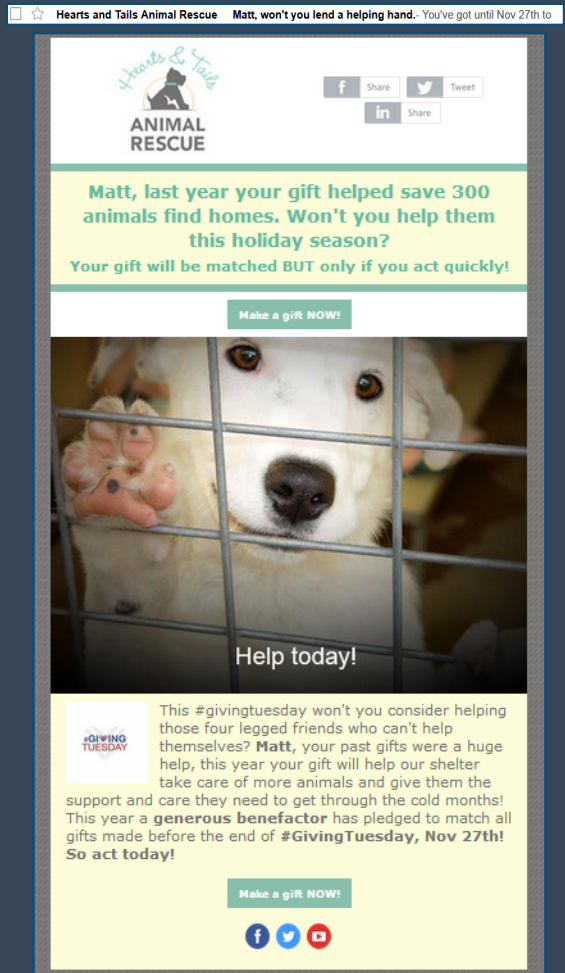
Be sure to personalize (if possible) the subject line, use “you” or “your” and use compelling teaser text

Make sure to use social sharing tools

Keep key call-to-action above the scroll line and optimize your **links**.

Use your brand colors

Hearts and Tails Animal Rescue Matt, won't you lend a helping hand.- You've got until Nov 27th to



Make call to action easy to click on. Use buttons.

USE AN MOBILE RESPONSIVE EMAIL TEMPLATE

Communicate through pictures and make them clickable. No more than 3 images


Make sure you have a clear timely ask. Personalize your content.

Less is more. Focus on relevant content. 20 lines of text have the **highest click-through rates**. Keep obvious calls to action to 3 or less.

Remember, not all emails
need to be about donations.

9 ideas to help you



- 
- A large, stylized orange brushstroke graphic that forms a large circle at the top right and tapers into a long, thin line extending downwards towards the bottom right corner of the page.
1. Send a thank you note
 2. Celebrate a milestone or anniversary
 3. Highlight one of your volunteers or partners
 4. Share a video
 5. Preview something you are looking forward to
 6. Feature one of your employees
 7. Share an interesting article related to your nonprofit's sector
 8. Highlight your social media accounts
 9. Let your readers know how they can get involved in the community

Branded template maker

Personalized subject line & emoji

New content blocks and block layouts

Click Segmentation

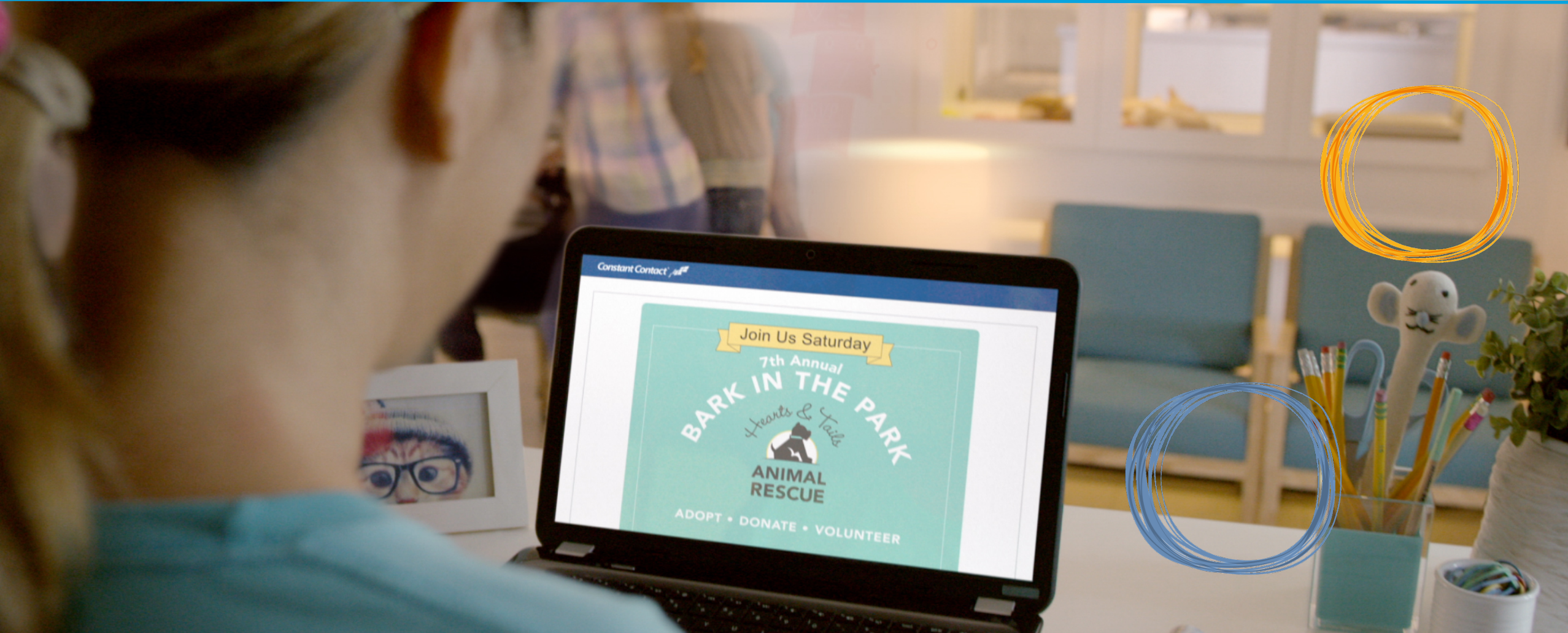
Check for errors

Segmentation reports

Resend to non-openers

**Overlooked
recent updates**

LET'S SEE IT IN ACTION!



Constant Contact® 

 | donorperfect

We've got you covered with our great tips guide!



<https://www.donorperfect.com/whitepapers/generic/email-best-practices/>



Thank You!

