

# The New Donor Welcome Series

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## **Email Template Kit**





[www.donorperfect.com](http://www.donorperfect.com)



# Hi There.

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A first-time gift from a new donor can be the start of a long-term relationship that grows over time and can even blossom into new relationships with that donor's friends, family, and colleagues. Or, like many first-time gifts, that donor could give once and immediately turn their attention elsewhere.

The key to ensuring that the first gift is just one of many is to communicate to your donors just how wonderful they are, along with how much their gift will impact your mission. Not just once, but multiple times after they give for the first time. This series of touchpoints will serve as your organization's New Donor Welcome Series.

Your New Donor Welcome Series should include various types of engagement, from an immediate and heartfelt thank you to invitations to upcoming events. That's why this guide includes templates that empower you to design your New Donor Welcome Series so donors can stay connected with your organization in various ways.

Remember, there's so much you can share with new donors about your mission and the amazing impact you're having in the world. And you should communicate these things. That's why donors give to you, after all! But no matter the occasion, always take care to engage your donors in a way that makes them feel good about themselves because they support your mission. We hope these templates can help you do just that.





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# Email #1

Thank You Email Templates by Donor Type



# The Thank You: Make Your Best First Impression

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“Thank You” is the most important message in the nonprofit world. The first email a new donor receives should always be a personal and meaningful thank you message. According to GuideStar, a donor who is thanked within 48 hours of giving is 4 times more likely to give again. That’s why it’s critical to invest in an email marketing tool that integrates with your donor management software so personalization and speedy delivery of thank yous are seamless and efficient.

If you’re in the market for these kinds of tools and integrations or looking to upgrade, consider [registering for a demo](#) of DonorPerfect fundraising software, a top-rated CRM that’s integrated with [Constant Contact email marketing](#).

In addition to personalizing donor thank-yous with their name, you should also segment this first email by how the donor gave to your organization. For example, a donor who gave their first gift at your event should be thanked differently than a new donor who joined your monthly giving program. Creating separate emails for different donor scenarios can seem like a heavy lift, but we’ve made it easier for you by providing four kinds of thank-you templates below.

While some organizations have found success in including asks in their thank you emails, others fear that treating new donors like an ATM immediately after they gave their first gift won’t make for a good first impression. The thank-you email templates below do not include an immediate ask, but you can easily add one into the content.

Remember that what you do is entirely up to you, but no matter how you choose to make these templates your own, be sure to check out your email campaign’s success so you can continuously update its content in a way that best engages and retains your donors.

Once you’ve created these emails, check out page 38 to learn about email segmentation and best practices to ensure you’re sending the right messages to the right people every time you engage.

# Thank You Email to a First-Time Donor Who Gave to a Generic Campaign

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**SUBJECT LINE:** [FIRST NAME], thank you. Your gift means the world to [WHO/WHAT YOU'RE HELPING].

**HEADER COPY:**

We're So Grateful for the Gift of You

**BODY COPY:**

Hi [FIRST NAME],

Thank you so much for championing [ORGANIZATION NAME]'s mission of [MISSION] through your generous donation.

Your gift will go directly to [THE IMPACT THE GIFT IS FUNDING]. To see your gift in action, watch this short video about how we turn your donations into the difference we all can make together.

[VIDEO]

Thank you again for joining us in helping [WHO/WHAT YOU'RE HELPING] [DESIRED OUTCOME]. We're honored to welcome you into the [ORGANIZATION NAME] Community.

Best,

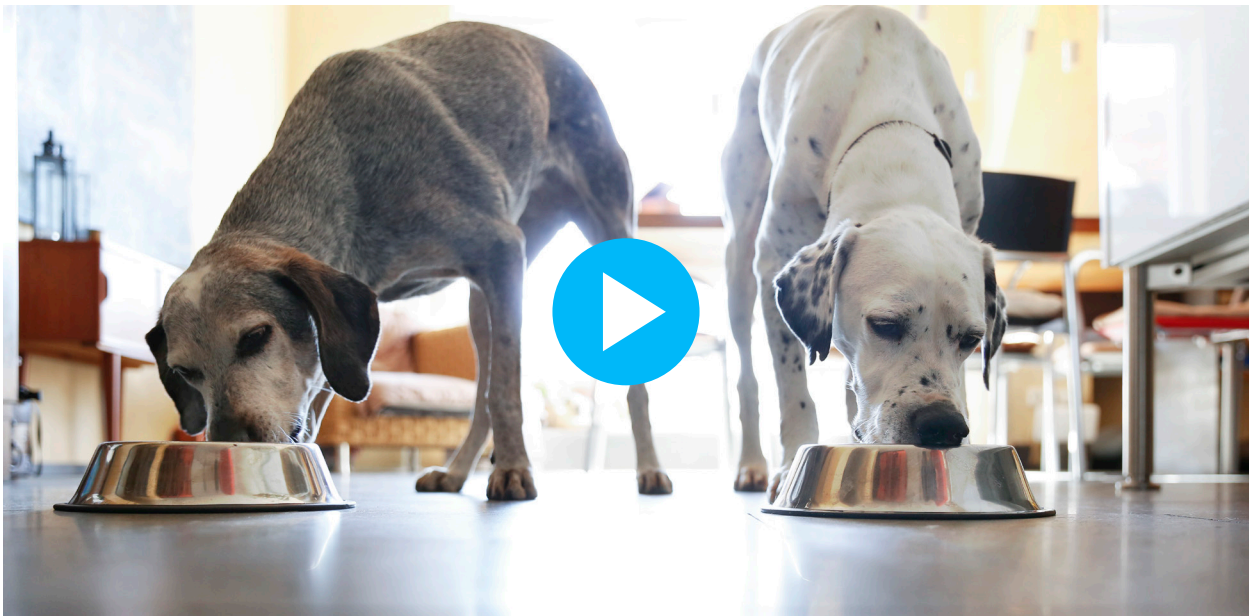
[STAFF NAME, TITLE at ORGANIZATION NAME]

# We're So Grateful for the Gift of You

Hi Wendy,

Thank you so much for championing Paws + Claws Animal Rescue's mission of rescuing and finding forever families for homeless pets through your generous donation.

Your gift will go directly to our kibble and treat fund which provides every pet in our care with the nutrition they need and snacks they love throughout each day. To see your gift in action, watch this short video about how we turn your donations into the difference we all can make together.



Thank you again for joining us in helping precious dogs and cats receive second chances and lead happy, healthy lives. We're honored to welcome you into the Paws + Claws Animal Rescue Community.

Best,

Jenn Day, Executive Director at Paws + Claws Animal Rescue

# Thank You Email to a First-Time Donor Who Gave to a Crowdfunding Campaign

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**SUBJECT LINE:** [FIRST NAME], thanks for supporting the [CAMPAIGN NAME] Fundraiser

**HEADER COPY:**

The [CAMPAIGN NAME] Fundraiser Will Succeed Because of You

**BODY COPY:**

Hi [FIRST NAME],

Thank you for joining the [ORGANIZATION NAME] Community in support of the [CROWDFUNDING CAMPAIGN NAME] Fundraiser.

[PHOTO OF WHO/WHAT THE CAMPAIGN WILL HELP]

Your gift will ensure that [CROWDFUNDING CAMPAIGN GOAL].

On behalf of [ORGANIZATION NAME] and [INDIVIDUAL CROWDFUNDER'S NAME], we appreciate your generosity and look forward to providing you with positive and inspiring updates that your gift makes possible.

Best,

[STAFF NAME, TITLE at ORGANIZATION NAME]



# The Save Chewy Fundraiser Will Succeed Because of You

Hi Mike,

Thank you for joining the Paws + Claws Animal Rescue Community in support of the Save Chewy Fundraiser.

Your gift will ensure that Chewy can receive the surgery he needs so he can get back to playing with his furry siblings and seeking out his forever family.



On behalf of Paws + Claws Animal Rescue and Chewy, we appreciate your generosity and look forward to providing you with positive and inspiring updates that your gift makes possible.

Best,

Shawna Hume, Development Director at Paws + Claws Animal Rescue

# Thank You Email to a First-Time Donor Who Attended Your Event

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**SUBJECT LINE:** [FIRST NAME], check out the fun we had at [EVENT NAME]!

**HEADER COPY:**

Thank You for Making [EVENT NAME] Extra Special!

**BODY COPY:**

Hi [FIRST NAME],

Thank you for attending [EVENT NAME]. We're honored to have hosted you as part of the [ORGANIZATION NAME] Community, and we hope you enjoyed your time with us as much as we did with you.

Because of you and all of our wonderful guests, we raised an incredible [\$XXXX] to benefit [WHAT THE FUNDS WILL IMPACT].

[IMAGE FROM EVENT]

In addition to the funds, we also had lots of fun. Check out the [EVENT NAME] photo gallery on Facebook here [LINK TO FACEBOOK ALBUM]. Feel free to tag yourself in photos and share them with your family and friends.

We also encourage you to "Like" us on Facebook so you can see updates on how the money we raised together at [EVENT NAME] makes a big difference in [WHO/WHAT YOU'RE HELPING].

From all of us at [ORGANIZATION NAME], thank you for attending, and we hope to see you soon!

Best,

[STAFF NAME, TITLE at ORGANIZATION NAME]

# Thank You for Making Wine and Whiskers Yappy Hour Extra Special!

Hi Jody,

Thank you for attending Wine and Whiskers Yappy Hour. We're honored to have hosted you as part of the Paws + Claws Animal Rescue Community, and we hope you enjoyed your time with us as much as we did with you.



Because of you and all of our wonderful guests, we raised an incredible \$8,835 to benefit the extensive renovation of Paws + Claws Animal Rescue's play yard.

In addition to the funds, we also had lots of fun. Check out the Wine and Whiskers Yappy Hour photo gallery on Facebook [here](#). Feel free to tag yourself in photos and share them with your family and friends.

We also encourage you to "Like" us on Facebook [here](#) so you can see updates on how the money we raised together at Wine and Whiskers Yappy Hour makes a big difference in the daily lives of the dogs we care for until they're ready for their forever families.

From all of us at Paws + Claws Animal Rescue, thank you for attending, and we hope to see you soon!

Best,

Brooke Melly, Communications Director at Paws + Claws Animal Rescue

# Thank You Email to a New Monthly Donor

---

**SUBJECT LINE:** [FIRST NAME], welcome to the [MONTHLY GIVING PROGRAM NAME] Community.

**HEADER COPY:**

Thank You for Becoming a [MONTHLY GIVING PROGRAM MEMBER NAME] of [MONTHLY GIVING PROGRAM NAME]

**BODY COPY:**

Hi [FIRST NAME],

Your commitment to [MISSION] inspires and equips all of us here at [ORGANIZATION NAME] to do our very best work every day.

Through your monthly gift of [\$XX], we'll be able to [WHAT THE FUNDS WILL HELP ACCOMPLISH] together.

[PHOTO OF WHO/WHAT THE CAMPAIGN WILL HELP]

We look forward to updating you on all we accomplish as a team. Thank you for choosing to channel your care and generosity into helping our mission happen on a continuous basis as a treasured member of our [MONTHLY GIVING PROGRAM] Community.

Best,

The Team at [ORGANIZATION NAME]

## Thank You for Becoming a Sustainer of Project Furever Home

Hi Rob,

Your commitment to rescuing and rehoming pets in need inspires and equips all of us here at Paws + Claws Animal Rescue to do our very best work every day.

Through your monthly gift of \$25, we'll be able to feed and care for pets like Percy together.



We look forward to updating you on all we accomplish as a team. Thank you for choosing to channel your care and generosity into helping our mission happen on a continuous basis as a treasured member of our Project Furever Home Community.

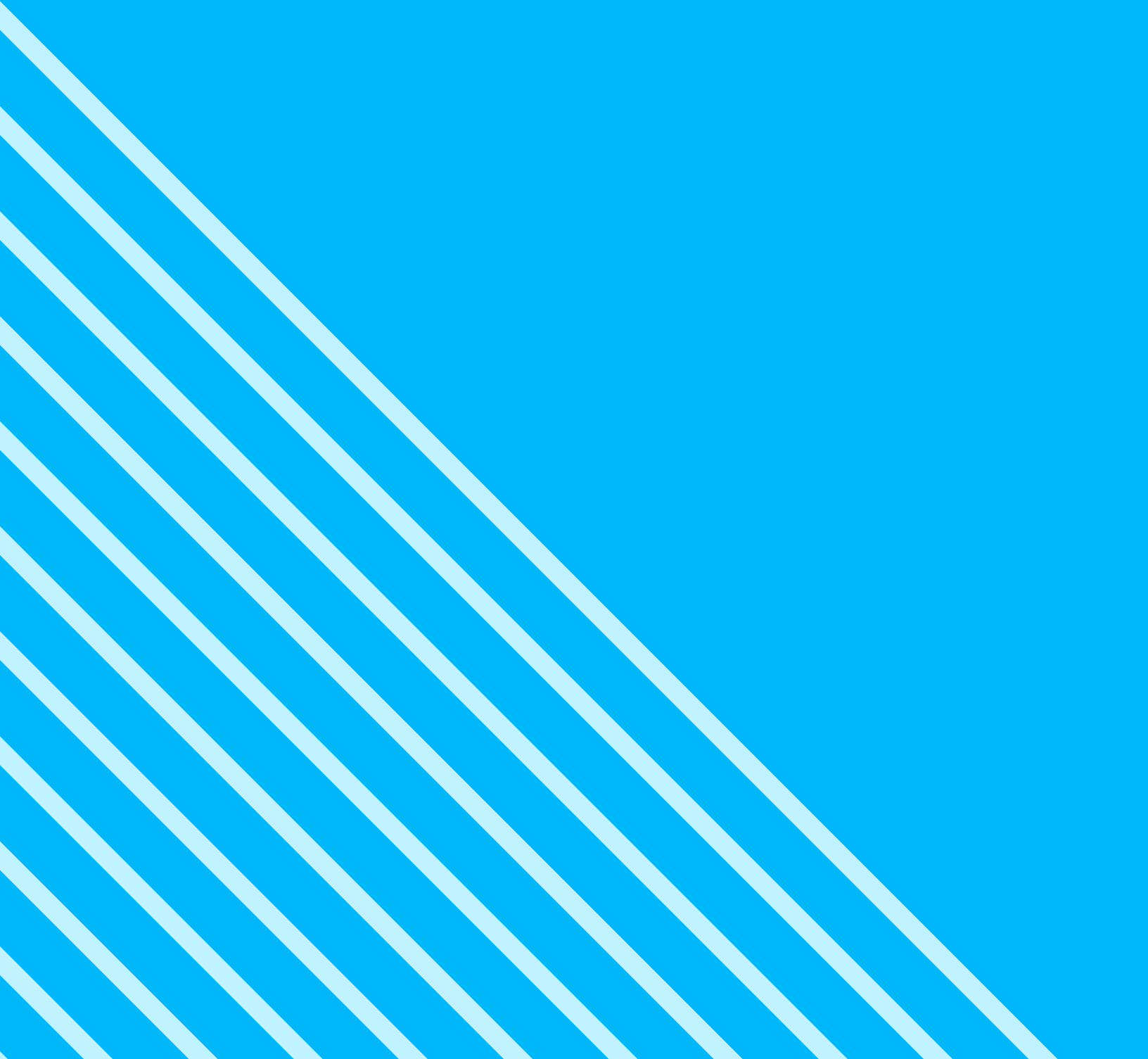
Best,

The Team at Paws + Claws Animal Rescue



# Email #2

———— Social Media Invitation Email Template ————





## **The Friend Request: Offer Effortless Ways to Stay Engaged via Social Media**

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The easiest way for donors to keep tabs on all of your organization's fundraisers, impact stories, and events they care about is by connecting with your nonprofit on social media. Once a new donor becomes a social media follower, your organization can meet them where they are daily with photos and updates that make them feel connected to you.

# Social Media Invitation Email to a New Donor

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**SUBJECT LINE:** [FIRST NAME], keep tabs on the impact of your gift by following us on social media.

**HEADER COPY:**

Let's Stay in Touch! Friend + Follow Us

**BODY COPY:**

Hi [FIRST NAME],

From updates on [WHO/WHAT YOU'RE HELPING] you're supporting to fun and festive event announcements, everything that's happening at [ORGANIZATION NAME] is shared first on social media.

Click the profiles below to friend and follow us on:

Facebook [LINK TO ORGANIZATION'S PROFILE]

Instagram [LINK TO ORGANIZATION'S PROFILE]

Twitter [LINK TO ORGANIZATION'S PROFILE]

And don't forget that we love to see and hear how people in the [ORGANIZATION NAME] Community contribute to our mission of [MISSION] on their own. We love resharing your posts and photos so everyone can band together and support and celebrate the change we're creating each day.

[SOCIAL MEDIA POST IMAGE FROM ORGANIZATION]

[SOCIAL MEDIA POST IMAGE FROM DONOR]

Thank you for being a part of all the good we can share!

Best,

Your Friends at [ORGANIZATION NAME]

## Let's Stay in Touch! Friend + Follow Us

Hi Colleen,

From updates on the pets in need you're supporting to fun and festive event announcements, everything that's happening at Paws + Claws Animal Rescue is shared first on social media.

Click the profiles below to friend and follow us on:



And don't forget that we love to see and hear how people in the Paws + Claws Animal Rescue Community contribute to our mission of caring for homeless cats and dogs on their own. We love resharing your posts and photos so everyone can band together and support and celebrate the change we're creating each day.



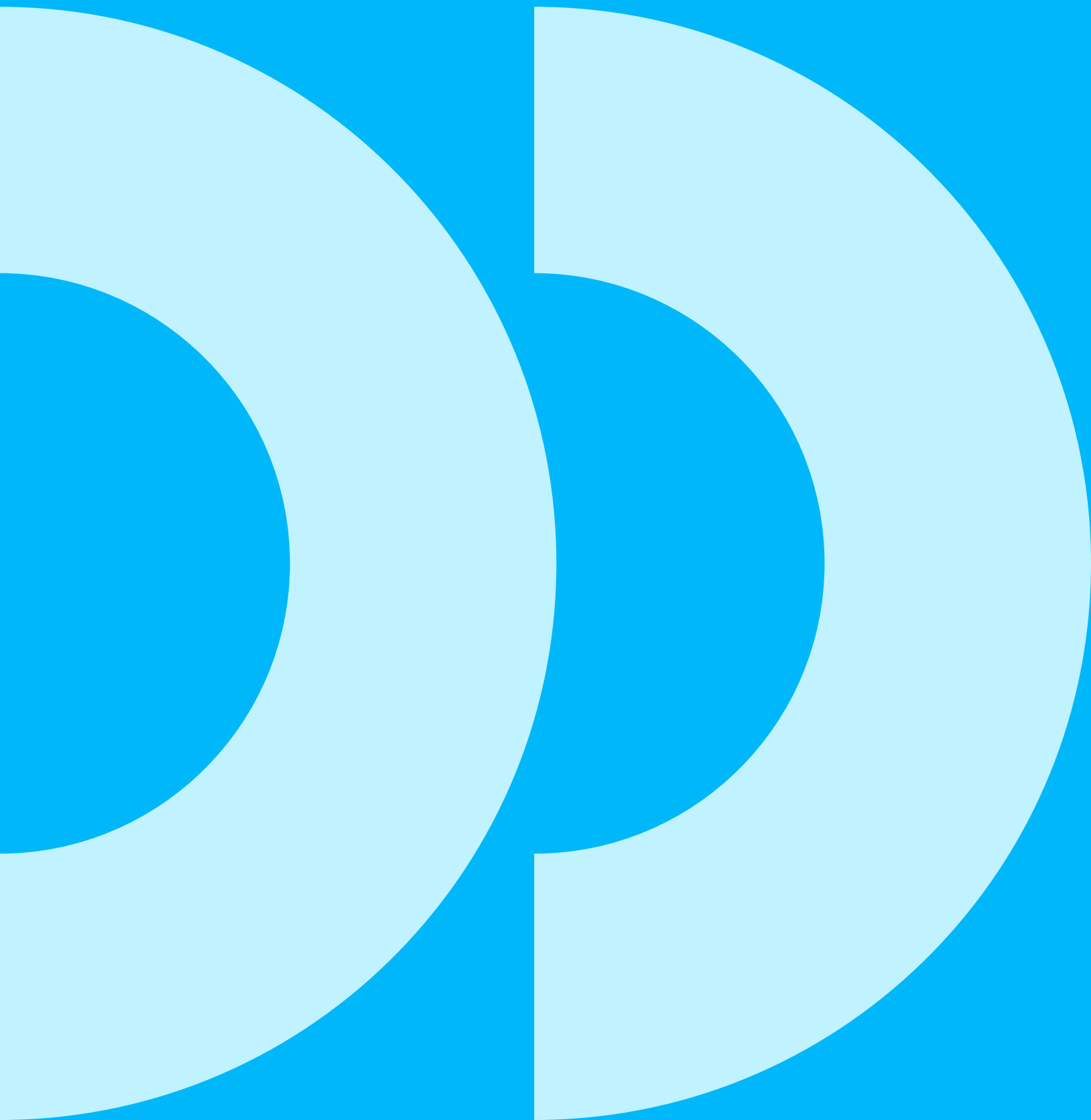
Thank you for being a part of all the good we can share!

Best,

Your Friends at Paws + Claws Animal Rescue

# Email #3

Volunteer + Event Invitation Email Template





# The Invitation: Share About Volunteer Opportunities + Upcoming Events

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Gaining valuable face time with new donors is a great way to start off your relationship. This newsletter-style email is designed to introduce your donors to the gatherings that turn first gifts into new friendships.

To ease the burden of event registration and volunteer management, opt for an online forms solution that integrates with your fundraising CRM and offers an unlimited amount of forms. This will enable you to use separate registration forms that you can style to match your event and add the specific details your donors will want to know.



# Volunteer + Event Invitation Email

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**SUBJECT LINE:** [FIRST NAME], everyone's invited, especially YOU! Check out [ORGANIZATION NAME]'s upcoming events and volunteer days.

**HEADER COPY:**

We'd Love It If You'd Join Us!

**BODY COPY:**

Hi [FIRST NAME],

Here at [ORGANIZATION NAME], we love spending time with members of our community like you. That's why we'd like to invite you to all the gatherings we've planned.

**Get Your Tickets to the [EVENT NAME]**

[DATE AND TIME] [EVENT DESCRIPTION]

[BUTTON LINKING TO BUY TICKETS]

[PHOTO RELATED TO THE EVENT]

**Bring the Whole Gang to [EVENT NAME]**

[DATE, TIME] [EVENT DESCRIPTION]

[BUTTON LINKING TO EVENT REGISTRATION PAGE]

[PHOTO RELATED TO THE EVENT]

**Not Around But Want to Help?** Create a Fundraising Page for [WHO/WHAT THE CROWDFUNDING CAMPAIGN IS HELPING]

[CROWDFUNDING CAMPAIGN DESCRIPTION]

[BUTTON LINKING TO CROWDFUNDING PAGE]

[PHOTO OF CAMPAIGN BENEFICIARY]

# We'd Love It If You'd Join Us!

Hi Eleanor,

Here at Paws + Claws Animal Rescue, we love spending time with members of our community like you. That's why we'd like to invite you to all the gatherings we've planned.



## **Get Your Tickets to the Furever Spring Music Festival**

May 16, 2020, 12 PM to 10 PM

Come to Rollins Park to enjoy an awesome lineup of musicians and bands of all genres and barbecue and brews from Smoke and Beers.

**BUY TICKETS**



## **Bring the Whole Gang to Families Give Back Together Day**

Every Saturday in May from 11 AM to 1 PM

We're so grateful for families who can help us take the dogs out on our paved trail for an early afternoon walk together.

**REGISTER NOW**



## **Not Around But Want to Help?**

Darla was found hungry and abandoned on the side of the road. Please consider creating a fundraising page to share via social media and email to help us cover her medical bills.

**CREATE A PAGE**

# Email #4

Impact Update Email Templates





## Give the Updates That Matter More Than Anything

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One of the top reasons donors stop giving after their first gift is because after they gave, they had no update regarding the impact of their gift. Incorporating a touch base email that shows and tells the good that came of a donor's generosity will inspire them to stay tuned to what's ahead and even invest in your future initiatives.

Just like your initial thank-you email, your update email should tie back to the donor's specific journey. For example, if your donor gave their first gift at an event, your update email should talk about the impact created by the funds raised at the event they attended.

Because donors will feel so good about seeing the outcome of their generosity, your impact emails offer the perfect opportunity to ask for another gift. Link to your donation form in the text or add a button.

To learn more about email segmentation, skip to page 38. To begin crafting your tailored update emails, copy and paste the templates below.



# Impact Email to a First-Time Donor Who Gave to a Generic Campaign

---

**SUBJECT LINE:** [FIRST NAME], see the difference you made through your generous donation.

**HEADER COPY:**

Because of YOU

**BODY COPY:**

Hi [FIRSTNAME],

Because of your [AMOUNT] donation, [IMPACT OF THE GIFT].

[PHOTOS]

From all of us at [ORGANIZATION NAME], thank you for your care and generosity.

Sincerely,

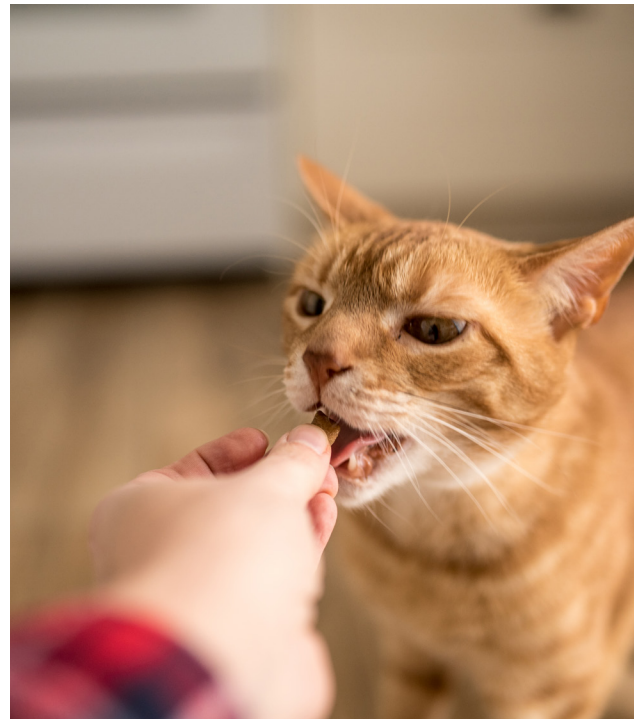
[STAFF NAME, TITLE at ORGANIZATION NAME]

P.S. If you'd like to continue creating outcomes like this, we invite you to join our [MONTHLY GIVING PROGRAM NAME & LINK TO SIGNUP FORM]

## Because of **YOU**

Hi Sam,

Because of your \$25 donation, the dogs and cats of Paws + Claws enjoyed the healthy food and tasty snacks they need and love.



From all of us at Paws + Claws Animal Rescue, thank you for your care and generosity.

Sincerely,

Shawna Hume, Development Director at Paws + Claws Animal Rescue

P.S. If you'd like to continue creating outcomes like this, we invite you to join our Project Furever Home. [Learn more about it here.](#)

# Impact Email to a First-Time Donor Who Gave to a Crowdfunding Campaign

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**SUBJECT LINE:** [FIRST NAME], here's a special update on the [CAMPAIGN NAME] Fundraiser

**HEADER COPY:**

YOU Are a Special Part of [WHO/WHAT THEY FUNDED]'s Happy Ending!

**BODY COPY:**

Hi [FIRST NAME],

We're happy to report that the [CAMPAIGN NAME] Fundraiser was a success! Thank you for funding [WHAT THE CAMPAIGN FUNDED]. [CAMPAIGN OUTCOME].

[PHOTO OF WHO/WHAT THE CAMPAIGN HELPED]

They say a picture is worth a thousand words so we hope this photo of [WHO/WHAT THE CAMPAIGN HELPED] shows you just how big of a difference your thoughtfulness and generosity made possible.

Thank you, [FIRST NAME].

Sincerely,

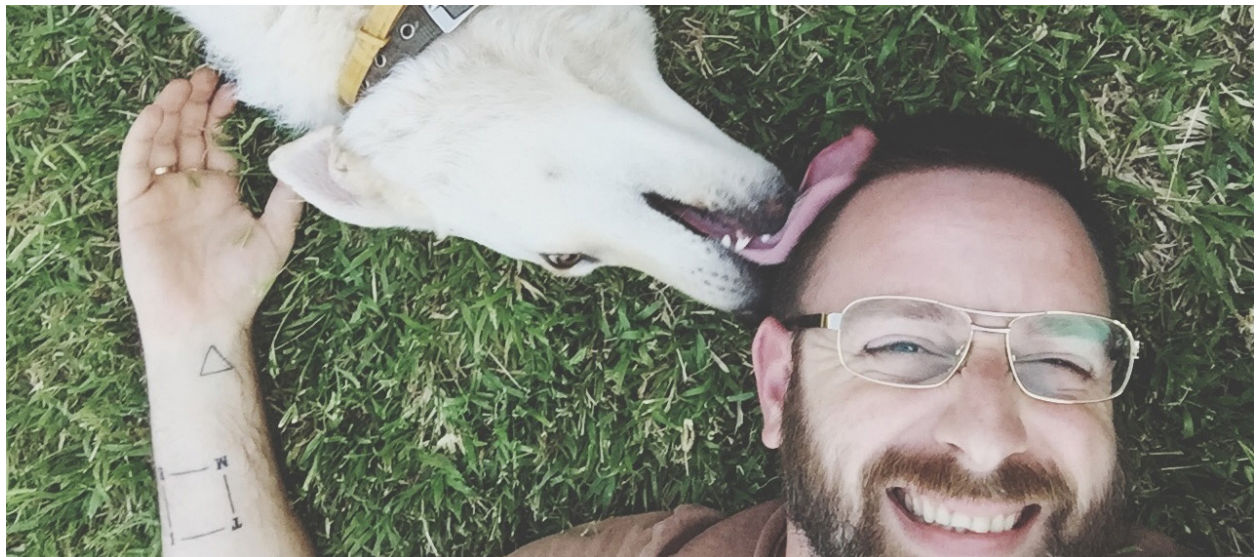
The Team at [ORGANIZATION NAME] and [WHO/WHAT THE CAMPAIGN HELPED]

P.S. If you'd like to make stories like this happen more often, consider joining [MONTHLY GIVING PROGRAM NAME]. Learn more about it here. [LINK TO YOUR MONTHLY GIVING PROGRAM SIGN UP FORM]

## **YOU** Are a Special Part of Chewy's Happy Ending!

Hi Mike,

We're happy to report that the Save Chewy Fundraiser was a success! Thank you for funding Chewy's surgery. Chewy is healing just fine and wishes he had room on his cast for everyone who pitched in to sign it.



They say a picture is worth a thousand words so we hope this photo of Chewy shows you just how big of a difference your thoughtfulness and generosity made possible.

Thank you, Mike.

Sincerely,

The Team at Paws + Claws Animal Rescue and Chewy

P.S. If you'd like to make stories like this happen more often, consider joining Project Furever Home. Learn more about it [here](#).

# Impact Email to a First-Time Donor Who Attended Your Recent Event

---

**SUBJECT LINE:** [FIRST NAME], here's what we accomplished together with the funds raised at [EVENT NAME]

**HEADER COPY:**

Thanks to YOU

**BODY COPY:**

Hi [FIRST NAME],

We're so happy you joined us at [EVENT NAME] and we're excited to share this special update with you about what the [AMOUNT] we raised together was able to help us accomplish.

Check out these photos of [THE OUTCOME OF THE EVENT FUNDS].

[PHOTOS OF THE OUTCOME OF THE EVENT FUNDS]

To see even more photos, check out this album on our Facebook Page. [LINK TO ALBUM]. If you'd like to support [PROJECT RELATED TO THIS OUTCOME], we'd be so grateful if you considered donating to our upkeep fund.

[A BUTTON LINKED TO YOUR DONATION FORM]

Thank you, as always, for being a part of our community.

Sincerely,

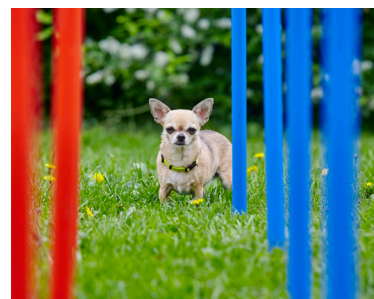
Your Friends at [ORGANIZATION NAME]

## Thanks to **YOU**

Hi Jody,

We're so happy you joined us at Wine and Whiskers Yappy Hour and we're excited to share this special update with you about what the \$8,835 we raised together was able to help us accomplish.

Check out these photos of our beautifully renovated play yard, packed with toys and activities the dogs at Paws + Claws Animal Rescue are loving and enjoying each day.



To see even more photos, check out this album on our [\*\*Facebook Page\*\*](#). If you'd like to support the continued maintenance of the play yard, we'd be so grateful if you considered donating to our upkeep fund.

**DONATE NOW**

Thank you, as always, for being a part of our community.

Sincerely,

Your Friends at Paws + Claws

# Impact Email to a New Monthly Donor

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**SUBJECT LINE:** [FIRST NAME], see what your gift from [MONTH] made happen.

**BODY COPY:**

Hi [FIRST NAME],

Your monthly gift makes an enormous difference in the lives of [WHO/WHAT YOU HELP].

Thanks to your generosity and dedication to championing our mission of [YOUR MISSION], we were able to [SPECIFIC ACHIEVEMENT].

Along with our gratitude, we'd like to share this [PHOTO/VIDEO] with you to show your gift in action:

[ADD PHOTO/LINK HERE]

From all of us here at [YOUR ORGANIZATION NAME], thank you for being a part of our monthly donor community.

Sincerely,

[STAFF NAME, TITLE at ORGANIZATION NAME]



Hi Rob,

Your monthly gift makes an enormous difference in the lives of countless homeless animals in our area.

Thanks to your generosity and dedication to championing our mission of finding forever homes for pets in need, we were able to rehome 8 dogs and 6 cats who were happy, healthy, and fed.

Along with our gratitude, we'd like to share this photo with you to show your gift in action:



From all of us here at Paws + Claws, thank you for being a part of our monthly donor community.

Sincerely,

Jenn Day, Executive Director at Paws + Claws Animal Rescue

# Email #5

Donor Survey Email Template



# Treat Donors Like The Stakeholders They Are

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Giving new donors a seat at the table allows them to feel connected to your organization in the same way that a stakeholder is invested in the success of their company. After they've had time to become acclimated with your mission and the unique ways you're working toward it, have a purposeful check-in with your new donors and ask them about topics that will garner their interest.

Remember, your donors are busy, so keep your survey short and sweet. Not sure what to ask? We've provided sample questions you can choose from [in this link](#).



# Donor Survey Email

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**SUBJECT LINE:** [FIRST NAME], tell us what you think in a short survey!

**HEADER COPY:**

We Want to Hear from You!

**BODY COPY:**

Hi [FIRST NAME],

As a new member of the [ORGANIZATION NAME] Community, we'd like to learn more about you and hear how you think we can best achieve our mission of [MISSION].

If you have a minute or two, please consider taking this quick survey.

[BUTTON THAT LINKS TO SURVEY]

Thank you for being a part of the [ORGANIZATION NAME] Community.

Best,

Your Friends at [ORGANIZATION NAME]



## We Want to Hear from You!

Hi Mike,

As a new member of the Paws + Claws Animal Rescue Community, we'd like to learn more about you and hear how you think we can best achieve our mission of rescuing and finding forever families for homeless pets in our area.



If you have a minute or two, please consider taking this quick survey.

**START NOW**

Thank you for being a part of the Paws + Claws Animal Rescue Community.

Best,

Your Friends at Paws + Claws Animal Rescue

# Email #6

———— Sneak Peek Email Template ————



## Give a Preview of What's Ahead

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By letting your donors know what's coming, you give them an opportunity to pitch in to the success of your goals by donating money, volunteering their time and skills, spreading the word about your events, and launching crowdfunding campaigns on your behalf. Share your plans for the future and invite your donors to join in whatever way is best for them.



# Sneak Peek Email

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**SUBJECT LINE:** [FIRST NAME], see what's coming up at [ORGANIZATION NAME]!

**HEADER COPY:**

Here's What's Ahead, and We'd Love for You to Join Us!

**BODY COPY:**

Hi [FIRST NAME],

Since you're a valued stakeholder in our community, we want to make sure you know what's ahead so you can continue to influence our mission in a positive way. Here are some of the projects and events ahead at [ORGANIZATION NAME].

[LARGE-SCALE PLANNED PROJECT TITLE]

[PROJECT DESCRIPTION AND ASK]

[BUTTON LINKING TO DONATION FORM]

[PLANNED EVENT/VOLUNTEER OPPORTUNITY]

[EVENT DESCRIPTION AND ASK]

[BUTTON LINKING TO VOLUNTEER FORM]

[PLANNED FUNDRAISER]

[FUNDRAISER DESCRIPTION AND ASK]

[BUTTON LINKING TO FACEBOOK PAGE]

# Here's What's Ahead, and We'd Love for You to Join Us!

Hi Wendy,

Since you're a valued stakeholder in our community, we want to make sure you know what's ahead so you can continue to influence our mission in a positive way. Here are some of the projects and events ahead at Paws + Claws Animal Rescue.

## **Operation: Second Chance**

This fall, Paws + Claws has committed to saving 25 cats and dogs from euthanization by taking these pets into our shelter and training, grooming, and creating eye-catching listings for them to facilitate adoptions in and beyond our area. We'd be so grateful if you'd support Operation: Second Chance by donating or spreading the word to your network on social media.

**DONATE NOW**

## **Sunday Walks in the Boro**

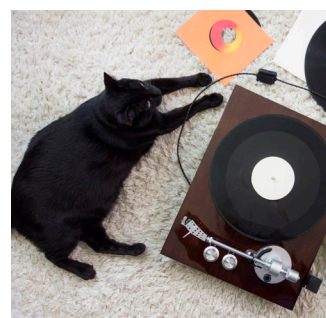
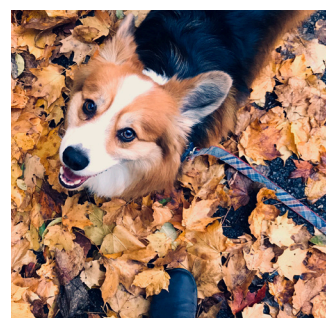
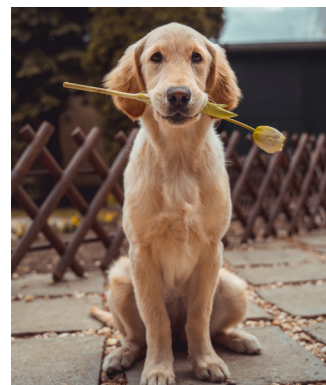
We'll be posting up around town on Sundays in September so our adoptable dogs can get some serious face time with potential forever families. We expect to get lots of interest, so sign up to be a boro walker ASAP!

**SIGN UP**

## **Shop for Good Fall Fundraiser at Vinyl Daze Records**

Vinyl Daze Record Store is hosting a Shop for Good event to benefit Paws + Claws on October 10, 2020. We want to clue you in ahead of time so you'll know where to go for the music lover on your holiday shopping list. Keep tabs on this special event on Facebook!

**FOLLOW US**



# When to Send: Your New Donor Welcome Series Timeline

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If you follow the sequence and send times suggested below, you'll give new donors some breathing room between asks, while introducing them to your buzzing social media feeds, special volunteer opportunities, and the lively culture surrounding your mission that makes your community unique.

Best of all, this schedule may even allow enough time to elapse so that your impact update email contains photos or a video that directly show what their first gift made possible.

## **Email #1. The Thank You**

Send Time: 48 hours or less after their first gift

## **Email #2. The Social Media Invitation**

Send Time: 1-2 weeks after their first gift

## **Email #3. The Events + Volunteer Opportunities Newsletter**

Send Time: 2-3 weeks after their first gift

## **Email #4. The Impact Update**

Send Time: 3-4 weeks after their first gift

## **Email #5. The Donor Survey**

Send Time: 4-5 weeks after their first gift

## **Email #6. The “What’s Ahead” Preview**

Send Time: 5-6 weeks after their first gift

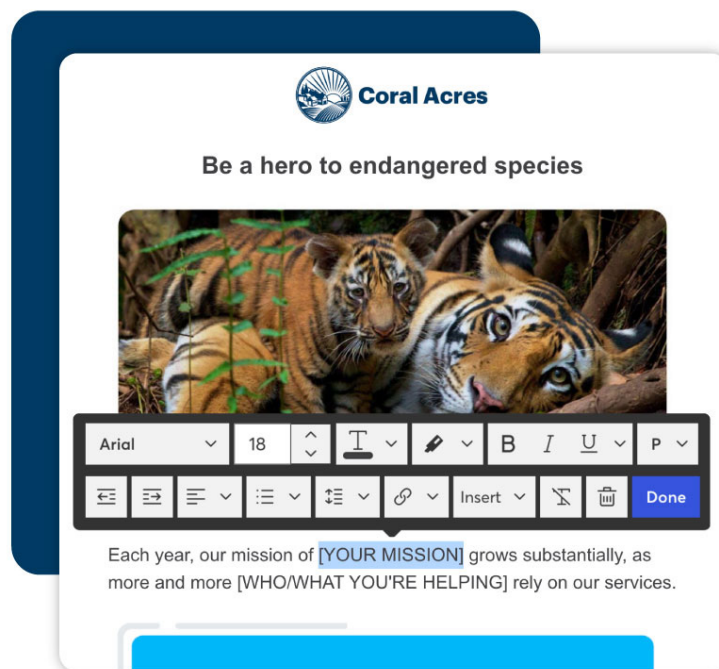
# How to Segment Your New Donor Welcome Emails

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By adopting segmentation as a pillar of your email strategy, your organization's communications will be much more effective.

Segmentation is all about creating groups from your donor community and crafting messages that best pertain to them. You'll notice in the targeted thank-you emails on pages 3-10 that there are different ways you should acknowledge a monthly gift and a gift made at an event if you want your donor emails to feel truly personal.

To see how segmentation works in an email marketing tool, [check out this helpful article from Constant Contact](#).



Like what you see? The fundraising experts at DonorPerfect partner with the email gurus at Constant Contact to continuously enhance and deliver easy-to-use features that connect your donor database with your email marketing application. This pairing results in more targeted communications, better insights on email performance, and ultimately, more meaningful touchpoints throughout the donor journey. To learn more about this partnership as well as the other donor-connecting benefits of DonorPerfect, [sign up for a group demo](#).

# 3 Ways to Keep Your New Donor Welcome Series Fresh

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## #1. Set calendar reminders to update content that changes over time.

With all that's going on at your organization, it's important to set up safeguards to ensure that your content doesn't go stale. Emails that contain timely and relevant information like your events and volunteer opportunities newsletter should be updated to reflect the latest and greatest invitations that your donors can respond to.

To ensure your new donor welcome series always delivers up-to-date information, set a calendar reminder a week before content in an email will expire so you'll have plenty of time to replace that content with something new.

## #2. Recruit digital-savvy students to enhance your high-touch campaigns.

Many students at local colleges would appreciate the opportunity to volunteer, intern, or gain employment through your organization. Post job opportunities for part-time web or graphic designers and writers who can lend their skills and education to elevating your campaigns.

## #3. Swap out subject lines and content that aren't converting.

An [effective email marketing tool](#) makes it easy to analyze your new donor welcome series so you can continuously tweak it to best engage your supporters. Constant Contact's split testing tool makes it super simple to test subject lines. Once you've created your email campaign, click the A/B Test button and add two options as your variables.

Every month (or quarter if you don't have time to look at your metrics monthly), check to see which subject lines and content are performing best. Once you've gathered some positive takeaways, leverage them to update underperforming emails so they garner the same or greater levels of engagement.

# Create an Engaging Donor Journey with Software Designed to Nurture Your Most Valuable Relationships

Your new donor welcome series is just the first step in many interactions centered around transforming your organization's mission into a flourishing reality. See how DonorPerfect donor management platform can help your organization deliver experiences your supporters cherish well beyond their first gift.



Register for a demo at a time that's best  
for you.

**visit [donorperfect.com/demos](https://donorperfect.com/demos)**

