

Week Two: Getting down to basics

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Introduction

Did you print out last week?

If so good! What do you think you should do with this week?

Right.

PRINT IT OUT.

What did you think of week one? Did you learn anything? Was there anything surprising? Is there any way I could do it better? Let me know.

I'm so excited to share this week with you. Mobile technology is growing by leaps and bounds, and yep, studies show people are looking at their phones when they read your nonprofit e-newsletters. About 40% of people are doing this. And of course, you're supposed to be up on this too, right? Luckily, this week, I'll be sharing with you exactly how to find out what your website and e-newsletter look like on any size mobile device.

Here's what we'll be covering in Week 2:

- Choosing Your best E-newsletter platform- Beyond pricing
- Designing your e-newsletter, including formatting for html & text based emails
- Get it Read! How to test how your e-news will look on a mobile device
- The 5 reasons people share your e-news

As you read through the class materials and bonus guides, if you have any questions about what you are learning or how it applies at your nonprofit, please don't hesitate to email me at info@wildwomanfundraising.com and I will get back to you with answers and ideas as soon as I can. Now, let's start with the pros and cons of different e-newsletter platforms.

Choosing Your Best E-newsletter Platform: Beyond Pricing

There are tons of different e-newsletter platforms. What I've noticed is that many small nonprofits use Constant Contact because it was there when they got there. Or they use MailChimp because it's free for up to 2,000 names.

One nonprofit I know even has a system where they try to keep their names under 2,000 in Mailchimp so that they stay on the free plan.

As you know, your list, and how often you talk to them, and how big it is, can make or break your nonprofit fundraising. It is so important. And trying to keep names under a certain amount just because you like that something is free is a waste of your time and actually counter productive for your fundraising efforts.

If you can't afford a paid newsletter platform, I do understand. But some of these platforms only cost \$19 a month. Which is pretty reasonable, even for a small nonprofit. For the price of a large pizza every month, you can be keeping in better touch with your supporters, and not worrying about “going over” a certain amount of subscribers.

You have better things to worry about. We're going to go beyond pricing today to talk about which platforms are actually good for you to use for your nonprofit.

Here's the platform I used to use.

Aweber.com

Pros

\$19/month for up to 1,000 subscribers (Cheap!)

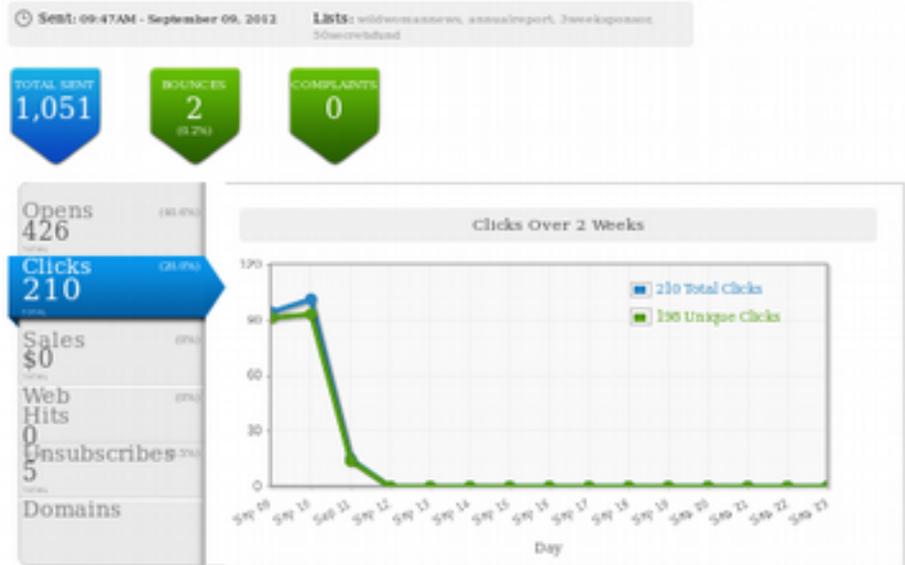
Can create many e-newsletter signup forms easily

Easy to segment list (see picture)

Easy to see data about list

Best deliverability rates because of double opt-ins (hardly ever marked as spam)

{!firstname} here's where I answer your questions.



And Cons: It's double opt in, which means it adds another speed bump in terms of allowing people to get on your list. This double opt in really ended up not working for me, which is why I dropped Aweber as a solution.

Clicks Make segments based on who clicked your messages.

40 People clicked on: <http://www.wildwomanfundraising.com/reader-questions-businesses-give-donations/> [Send Directly to These Subscribers](#)

37 People clicked on: <http://nonprofit.about.com/od/causerelatedmarketing/ss/How-To-Get-Sponsors-For-Your-Event.htm> [Send Directly to These Subscribers](#)

What do I use instead now?

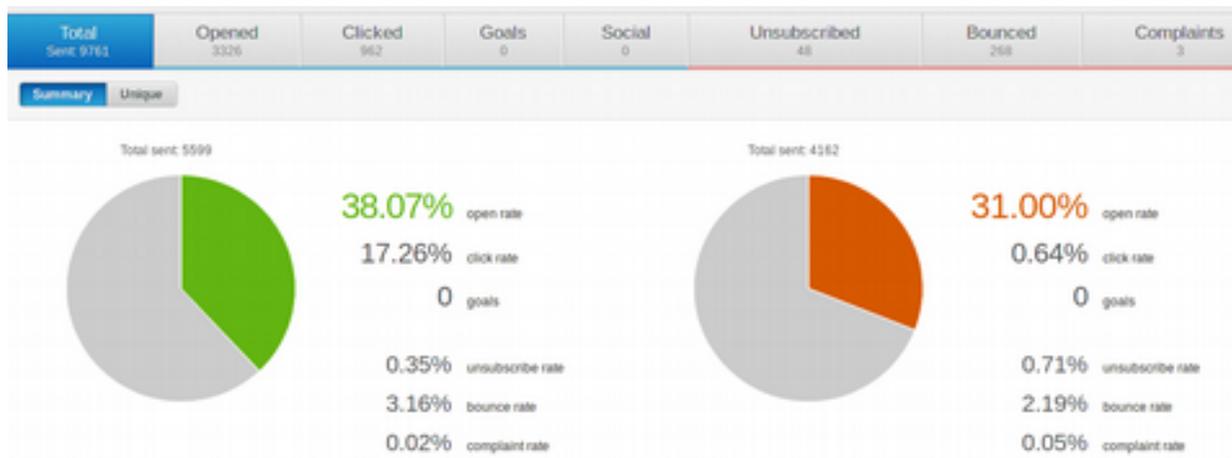
Get Response.com

I use **GetResponse.com**. Here's why I like GetResponse.

- You can make as many email signup forms as you want
- You can make tons of autoresponders
- You can segment your list easily and send directly to people who are interested in volunteering, in-kind donations, or certain issues in your nonprofit's mission.
- It's comparable in cost to Aweber.

It has all of the plusses of Aweber, but it's single opt in. That means if you do a speaking engagement for your nonprofit and get the names of people who signed up to your list there, you can add them without hassle to your list, instead of making them jump through a hoop to get on your list.

Here's what GetResponse's analytics looks like:



MailChimp.com

Pros

Free for up to 2,000 subscribers

Easy to edit the format of the e-newsletter

Democracy Now uses MailChimp, must be working for them!

Cons

You have to pay for it after 2,000 subscribers.

Hard to make custom e-newsletter signups. At least, when i tried to do it, I got so frustrated. You have to know how to code HTML. And I don't really want to take the time to learn. So unless you can get someone who knows HTML to do this for you, it's a trickier system.

Free version doesn't include spam testing & email version testing (like hotmail vs yahoo vs gmail)

MyEmma

Pros (they'll create custom templates for you (for a price))

Cons: You have to pay \$30 after 1,000 subscribers, more expensive than Aweber.

You have to pay \$45 after 2,500 subscribers, more expensive again.

Hard to make custom e-newsletter signups

A lot of people don't use images in their emails, and as we know, if people check email on their phone, a fancy design can hurt more than it helps.

iContact

Pros

I've heard good things about iContact from colleagues.

You pay \$29 up to 2,500 subscribers, same as Aweber

They have good analytics.

Cons

Hard to make custom e-newsletter signups

Not double opt-in, more likely to be marked as spam.

Constant Contact

Pros:

You may already be used to this, and like the system.

Also, you can tie clicks and opens to donor records if you have the

Donorperfect database.

Cons:

It looks different in each email client, which can be frustrating

More expensive than other options, \$30 for over 500 emails

Hard to make custom e-newsletter signups

You're more likely to be marked as spam.

Data you get is not actionable

Infusionsoft

Pros: I have heard good things about this platform from some of my coaching clients and colleagues. You can do a lot with different autoresponders to test which ones work best for donor retention. Imagine if someone gave to you and then after a series of 2-3 emails, gave again. That second gift is really hard to get! But imagine now that you have a process where you help a donor feel engaged and connected to your cause. Wouldn't you want to replicate that process again and again to get that second donation? One nonprofit I know is doing this with excellent results. And this program allows you to do it.

Cons: As of this writing, it costs \$300 a month plus a \$2,000 set up fee.

As an aside, if you are looking to switch or create your donor database, I highly recommend the NTEN database report which lists the pros and cons of different kinds of databases.

http://www.nten.org/2013_low_cost_donor_management

Making a switch

If you're using ConstantContact now and want to switch, YES you can get your email data out of ConstantContact and into Aweber or GetResponse or Mailchimp.

Designing your e-newsletter, including formatting for html and text based emails

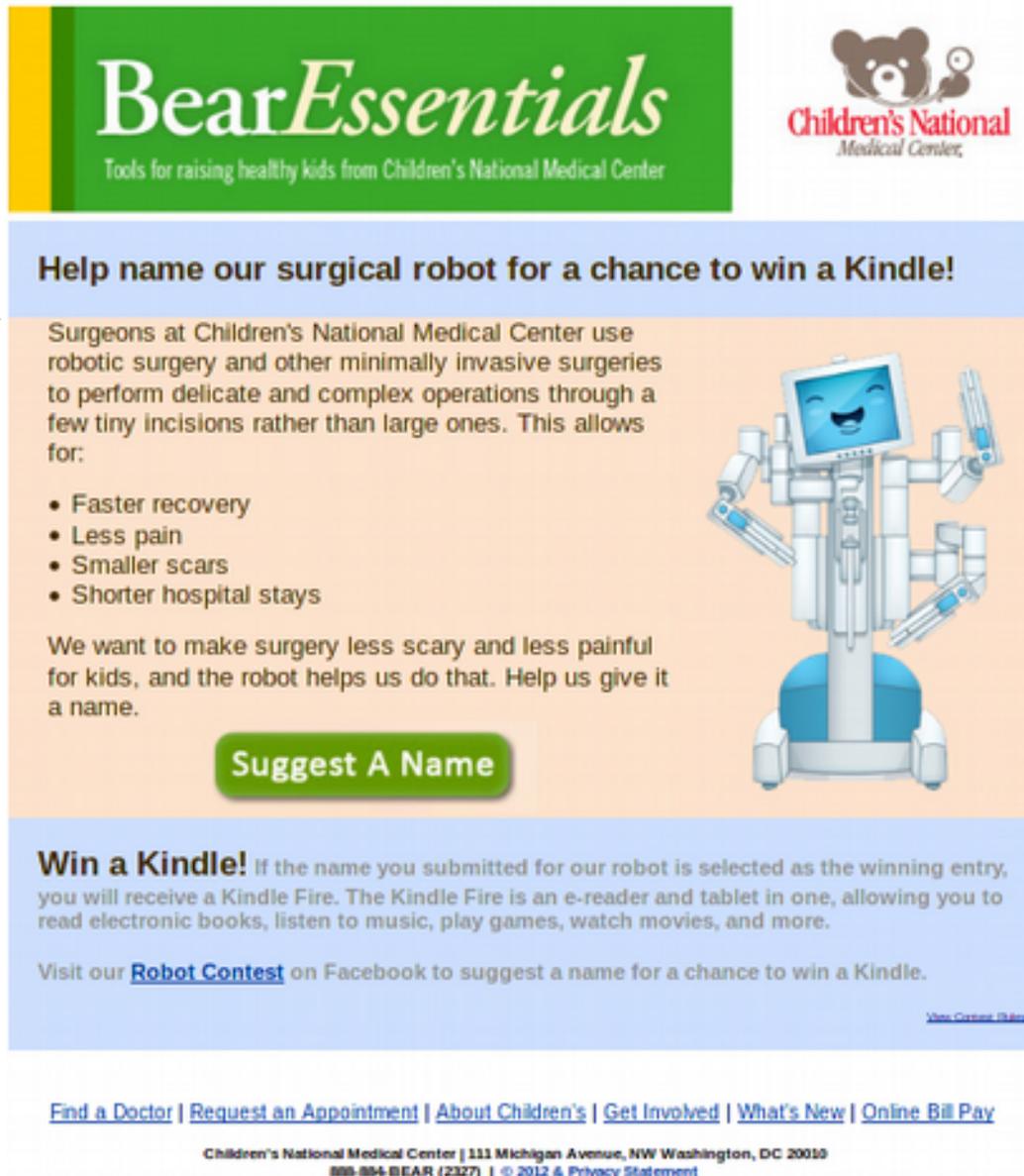
What are some formatting rules?

Remember a big header with a real headline. Not “From the Development Department” or “News”

Before you send the email, think, “What is the point of this email? What's the one action I want a reader to take?”

With this example from The Children's National Medical Center, they are giving one easy call to action to help get people more engaged in why the Center needs money to buy a robot to do its work.

Always have a caption with your picture. Some nonprofits, like Pesticide Action Network, include a donate button with their caption.



BearEssentials
Tools for raising healthy kids from Children's National Medical Center



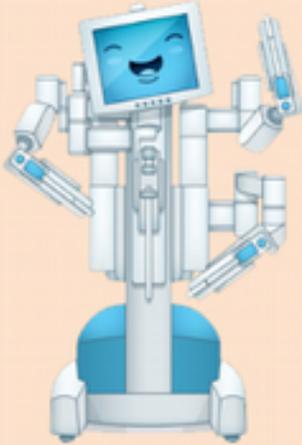
Help name our surgical robot for a chance to win a Kindle!

Surgeons at Children's National Medical Center use robotic surgery and other minimally invasive surgeries to perform delicate and complex operations through a few tiny incisions rather than large ones. This allows for:

- Faster recovery
- Less pain
- Smaller scars
- Shorter hospital stays

We want to make surgery less scary and less painful for kids, and the robot helps us do that. Help us give it a name.

[Suggest A Name](#)



Win a Kindle! If the name you submitted for our robot is selected as the winning entry, you will receive a Kindle Fire. The Kindle Fire is an e-reader and tablet in one, allowing you to read electronic books, listen to music, play games, watch movies, and more.

Visit our [Robot Contest](#) on Facebook to suggest a name for a chance to win a Kindle.

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Make a difference

Building a healthier future, today

Dear Mazarine,

This spring, we're setting things in motion to create a healthier world for our children — and future generations.

This is no small task. It means creating a healthy food system from field to fork, protecting our honey bees and learning to control pests without chemicals that put our kids in harm's way. With your help, we're making it happen.

Be part of the solution!» It's challenging work, and your involvement and support mean the world to us. **Will you make a donation today to help create a healthier future?**

We're rolling up our sleeves and getting it done. Here's the kind of momentum we're building toward a healthier future:

- Concerned parents and farmers in the Midwest are measuring pesticides drifting into their neighborhoods and schools, then calling — loudly — for less harmful ways to control pests and weeds.
- Beekeepers are demanding swift action on pesticides that are harming their honey bees and threatening their livelihood.
- Members of Congress and federal agencies — prompted by tough questions from you — are finally asking themselves: "How can we better protect kids from harmful chemicals?"

The bottom line? When we aren't protecting the most vulnerable among us it, the system needs fixing. Now.

Help build a healthier future» We can't do it without you. Your support, and your willingness to roll up your sleeves too, makes positive change possible. Together, we can do this — and we must. Thank you so very much for being part of this important, exciting work!

Judy Hatcher, Executive Director
Pesticide Action Network

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It's time

Our kids need a healthier world. You can help make it happen by supporting PAN today!

DONATE TODAY >>

People read the headline, the caption, look at the picture, and skip the articles entirely.

Give us a big picture of what you're doing, what actions you're taking, then make the donor the hero in that. That means putting in the word YOU, as you can see here in the caption in the Pesticide Action Network e-newsletter.

This email from Judy Hatcher of the Pesticide Action Network has one goal. Everything in this email is geared towards getting the donor to give.

I will say that PAN should be more careful about how they space their emails, as you can see above, it's hard to read things all squished up like that.

But that example just brings home the message that you should test how your email looks in as many different email software services as possible. And it's so nice that GetResponse does this for you. You don't need to send this to anyone! It's all in their program.

Top tips for your e-newsletter design:

- Black writing on a white background is easiest to read.
- Sans serif fonts are easier to read than serif fonts.
- Make your headline POP!
- Make sure you have a text only version that can stand alone, without pictures
- Having an archive of newsletters, or even a sample newsletter on your website allows people to understand what they're signing up for, and feel more comfortable giving you their contact information. If you look at the examples listed in the resources, many successful nonprofits allow you to see not only a sample, but email and print newsletter archives on the website (in PDF format).

How should your email look in a text version?

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This is the end of our preview of the [Getting more Donations in your Nonprofit Newsletter e-course!](#)

If you'd like to read more, check out the e-course [here!](#)

OR you can join us in the [Fundraising Mastermind Elite](#) program, where you can get this course, and 10+ other e-courses, and 60+ webinars with

nonprofit experts, for one low yearly price! It's like getting a \$3,000 coupon to my store!