

Strengthen Your Email Impact

You've already been sending strong email blasts that resonate with your audience and include clear calls to action. You've seen positive engagement—proof that your message is connecting—but you may still wonder if there are steps you can take to further increase effectiveness. The following are small but powerful ways to strengthen the long-term impact of your campaigns.

1. Keep your email list fresh and focused

A clean, targeted list is one of the biggest factors in email performance. To help maximize an email's reception, take the following steps:

- **Remove outdated addresses** and suppress repeated non-openers to improve deliverability.
- **Segment your list** by donor type (over age 65, consistent annual givers, etc.) or interest area. Tailored sends outperform general ones.
- **Track engagement over time** to identify recipients who click frequently. Consider adding these people to your list for follow-up or cultivation.

2. Consider timing and frequency

Consistency matters more than volume when it comes to staying visible.

- **Start with quarterly outreach.** For most audiences, this is the sweet spot to keep your organization familiar without feeling overbearing.
- **Optimize the send time.** The variation between open rates on different days of the week is minimal. However, for planned giving emails, our own data shows that donors and prospects are most active and receptive on Tuesday or Friday before noon. Emails to advisors or other allied professionals do best on a Friday.

3. Keep the focus on the donor

Even though our team crafts the copy, your contributions ground the message in real stories and measurable change.

- **Share recent impact or donor stories.** Real voices form the strongest connections.
- **Provide mission updates or milestones.** These help highlight how you use gifts to make a difference and why the donor's support matters.
- **Select compelling photos.** A picture is worth a thousand words, so choose an image that captures the spirit of your organization and lends authenticity to the message.
- **Consider personalizing the salutation.** This can increase engagement without feeling overly casual or intrusive (as can happen with a personalized subject line).

4. Think through the next step

The effectiveness of an inspiring or motivational email multiplies when you make it easy for donors to act.

- **Offer a response piece.** We include a free brochure with most email blasts, but how you provide it is up to you. A download button will get more responses, but requiring a name and email before downloading or receiving the response piece allows you to compile a useful list for future outreach.
- **Drive people to your website.** If you have created an online presence that lets your mission and voice shine, there is a real benefit to bringing people in. You can link to a related page, a place to download or request useful guides or other information, or a helpful calculator or other resource.

Consider cross-channel consistency

Multiply the impact of your email's message by coupling it with a postcard (with a QR code) or mailer (with a QR code or reply card—or both), a mention in a newsletter, or even an ad in an alumni magazine, on your website, or as part of your social media campaign.

5. Learn from each send

We will send you analytics after each email send, along with our thoughts on the results—how they line up with expectations and how they compare with your past emails.

- **Improve open rates** (percentage of recipients who open an email) by tinkering with the subject line and making sure your list is clean and targeted. We recommend keeping the subject line eye-catching and under 60 characters—although closer to 40 is even better.
- **Improve click-through rates** (percentage of recipients who click on one or more links within the email) by keeping your message interesting, inspiring, and informative and choosing a clear, visible, and compelling call to action (CTA).
- **Improve conversions** (actual downloads or inquiries) through experimentation, implementing small shifts in story placement or subject tone to gauge effectiveness over multiple sends.

A/B testing is a method of comparing two versions to determine which performs better. Using A/B testing on your subject line, CTA wording, CTA placement, or even photo selection can be helpful.

What now?

Your emails are already effective—and some of these small refinements have the potential to make them work even harder. We supply professionally crafted copy, powerful design, and mobile optimization. You can add organization-specific facts and stories, a strong photo, a clean list, and a carefully chosen send time to increase engagement and deepen relationships that make future giving possible.

