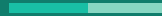


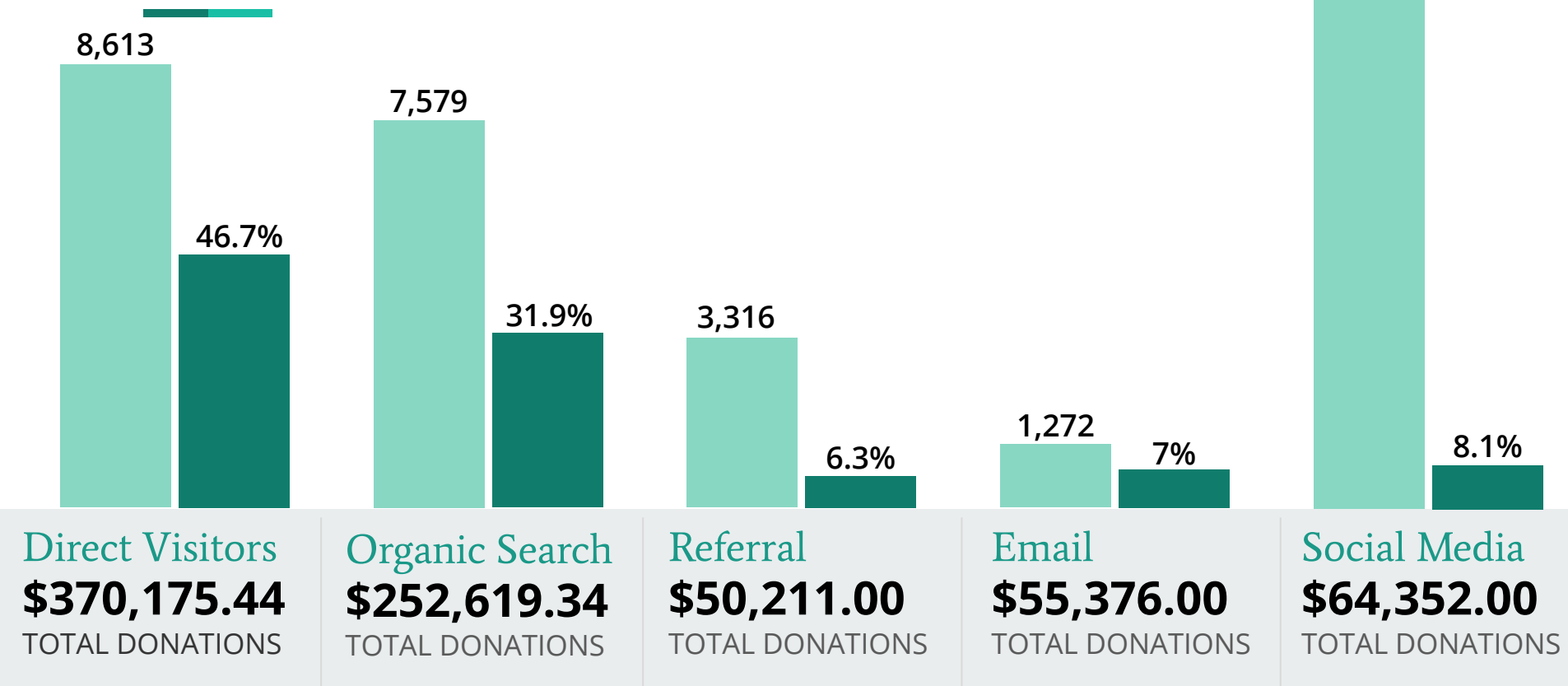


EMAIL Strategy

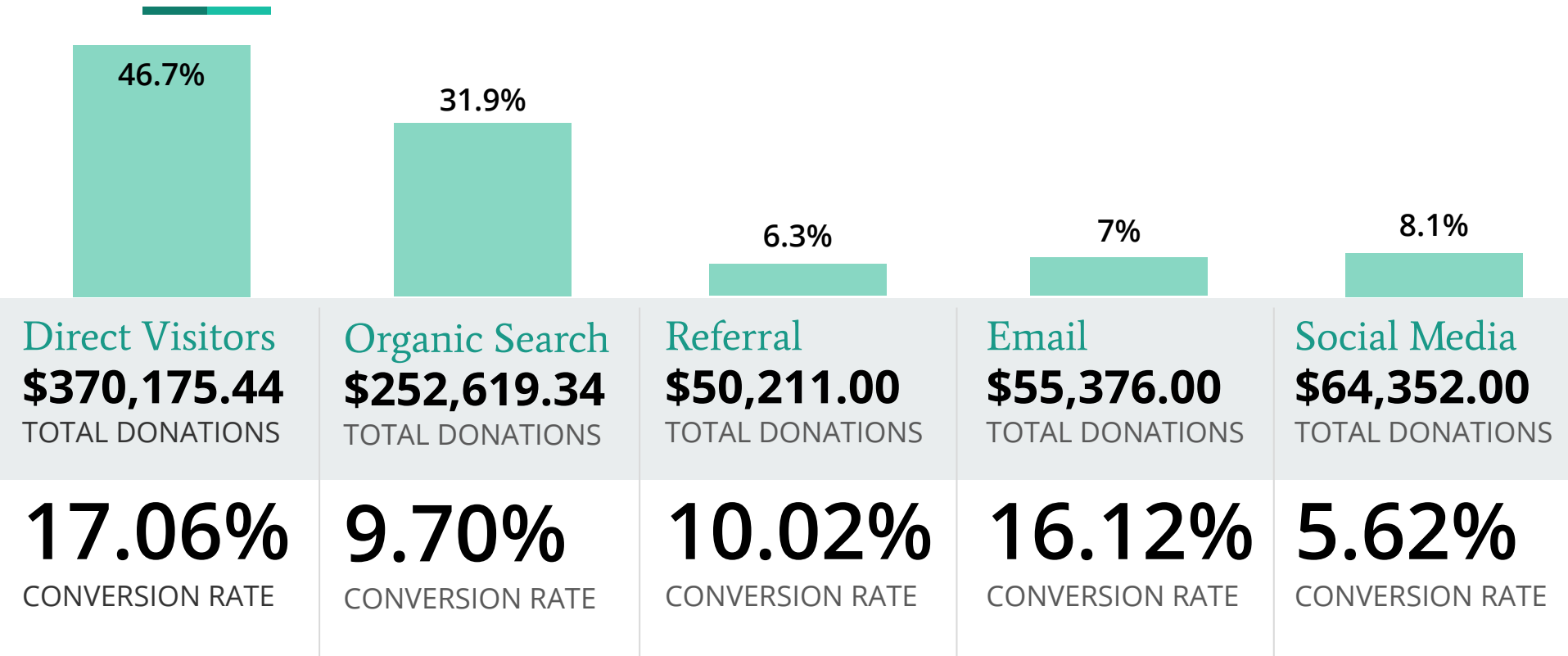


Why am I talking about email?

Donations by traffic type.

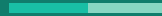


Donations by traffic type.





EMAIL Strategy



\$55,376.00

Total Email Donations
\$39,633 in 2017

205

Donations from Email
154 in 2017

\$270.12

Average Donation
\$257.36 in 2017

2018

 CoMoGives.com

EMAIL

STATS

1,272

Visits from Email

907 in 2017

3.7%

Of Total Website Visits

2.7% in 2017

6.97%

Of Donations

4.99% in 2017

16.1%

Conversion Rate

16.98% in 2017

2018



CoMoGives.com

EMAIL

STATS

66%

Email Revenue from CoMoGives Branded Emails

68% in 2017



66% = \$36,791

Email Revenue from CoMoGives Branded Emails

68% = \$26,910 in 2017



4

of CoMoGives Branded Emails Sent

3 in 2017



47%

Of the Email Website Traffic Comes from CoMoGives Branded Emails
43% in 2017



When will CoMoGives
send emails?

Email Schedule

Nov. 5 - Give T&T

Dec. 3 - Giving Tuesday

Dec. 20 - Give before you go!

Dec. 31 a.m. - Last Chance

What makes a *successful* email?

1. It arrives in your inbox.



Roadblock Alert: Auto-sorting inboxes!

Try this tool: <https://litmus.com/gmail-tabs>

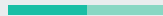
2. The reason for the email is
clear & relevant.



3. Someone you know sent it.



4. It greets you by name.



Dear [first_name],

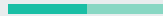
I'd like to take this opportunity to reach out and thank you personally for your [donation_amount] contribution to the [organization_name] fundraising push on CoMoGives last year. Your donation along with others helped fund the [describe_activity] which benefits [describe_beneficiaries].

This year the CoMoGives campaign funds will [describe_activity]. Would you be willing to contribute to help make this happen? [link_to_CoMoGives]

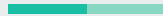
If not, I totally understand, it doesn't diminish our thanks for your 2018 generosity.

Thank you!
[your_name]

5. It's pretty and free of errors.



6. You can track it.



Method #1: Email from your inbox

- ★ Get personal! This will certainly yield awesome results!
- ★ Consider a thank you video.
- ★ To track opens in Gmail try MailTrack, Hubspot Sales or or Boomerang all have limited usage for free. For Outlook, try Hubspot Sales.
- ★ If you do batch send- do it in very small batches. Make sure to include a way to unsubscribe if you do this.

Method #2: Mail Merge

- ★ You can use a google sheet and your gmail to 'mail merge' an email complete with customized attachments.
Instruction video: <https://www.youtube.com/watch?v=F07Py7sraDg>
Directions: <https://bit.ly/2r8x2Tn>
- ★ No tracking here, folks.
- ★ If you do batch send- do it in very small batches. Make sure to include a way to unsubscribe if you do this.

Method #3: Use MailChimp

- ★ Lots of tracking here!
- ★ A/B testing
- ★ Make sure you send from people they know.

 CoMoGives.com

 @comogives

 @comogives

 @como.gives

 MayeCreate
DESIGN

 @mayecreate

 @mayecreate

 @mayecreate

Are you pumped about CoMoGives?
Volunteer to be in a video!

See you back here in 10 minutes
for our Peer-to-Peer Fundraising. (11:15)
