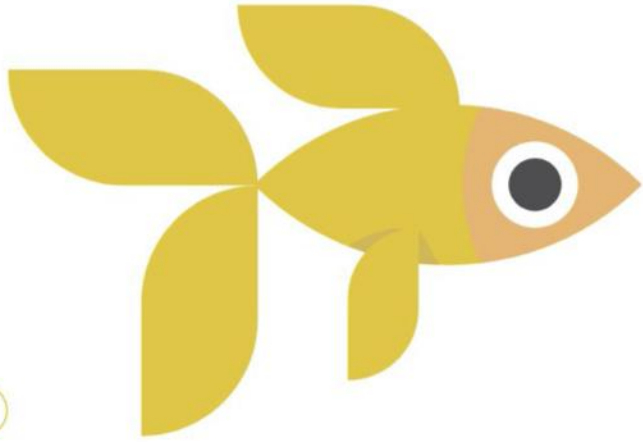


Best Practices With Keela

Fundraising Appeal





EIGHT SECONDS

Why should you
care about
email
marketing?



\$45 earned for every
1000 messages
sent.

X4

Nonprofit emails are
X4 times more likely
to be opened

And their click through rate is **25%**
compared to say, Facebook which
is **7%**



Quickly and effectively capture your readers' interest

Make sure it's the best 8 seconds of their lives.



Did you send a
fundraising
appeal recently?

Were you happy with
the results?



So, how do create a
great fundraising
email?



Tip #1

Segmentation



71%

of consumers say a personalized experience would influence their decision to open and read brand emails. - Dynamic Yield

760%

is the reported increase in email revenue from personalized and segmented campaigns. - Campaign Monitor

202%

better conversion from personalized calls to action than default or standard calls to action. - HubSpot

HOW TO SEGMENT YOUR LIST



- Demographics
- Age
- Level of Engagement
- Donation size
- Donation frequency
- Communication Frequency

Let's look at three common segments
Keela Customers most use include:



Lifetime Donation Value

Donor Score Category

Contains any of

Needs Love x

Donations by Campaign

Campaign Recommendations

Summer Call to Action

Recurring Donors

Is Recurring

Is empty

Frequency

Is between

3

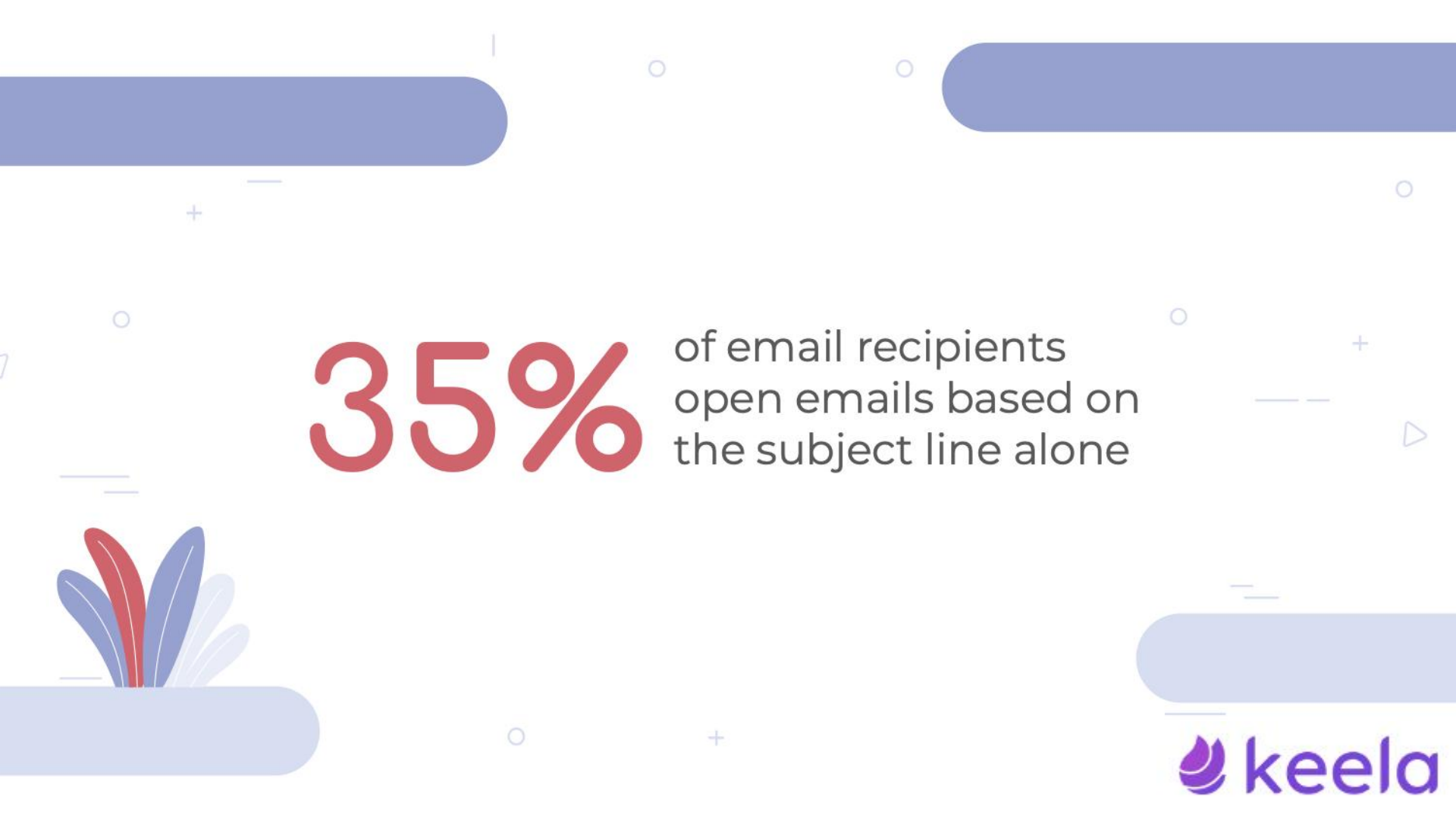
5





Tip #2

Write a really good
subject line



35% of email recipients
open emails based on
the subject line alone





Make it descriptive

Be clear about what you're offering

Coronavirus and the wildlife trade ▷ Inbox x

Make it short

Shorter subject lines typically perform better

Today only: Your support doubled! Σ Inbox x



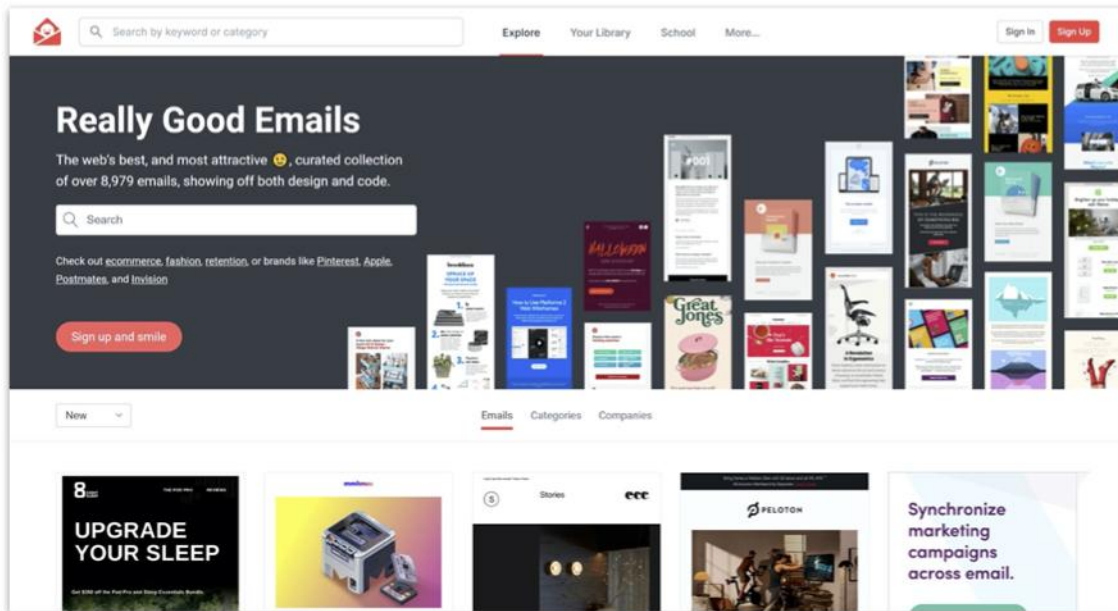
Make it urgent

Encourage your audience to act right away

This is your last chance to help transform lives ▷ [Inbox x](#)



RESOURCE

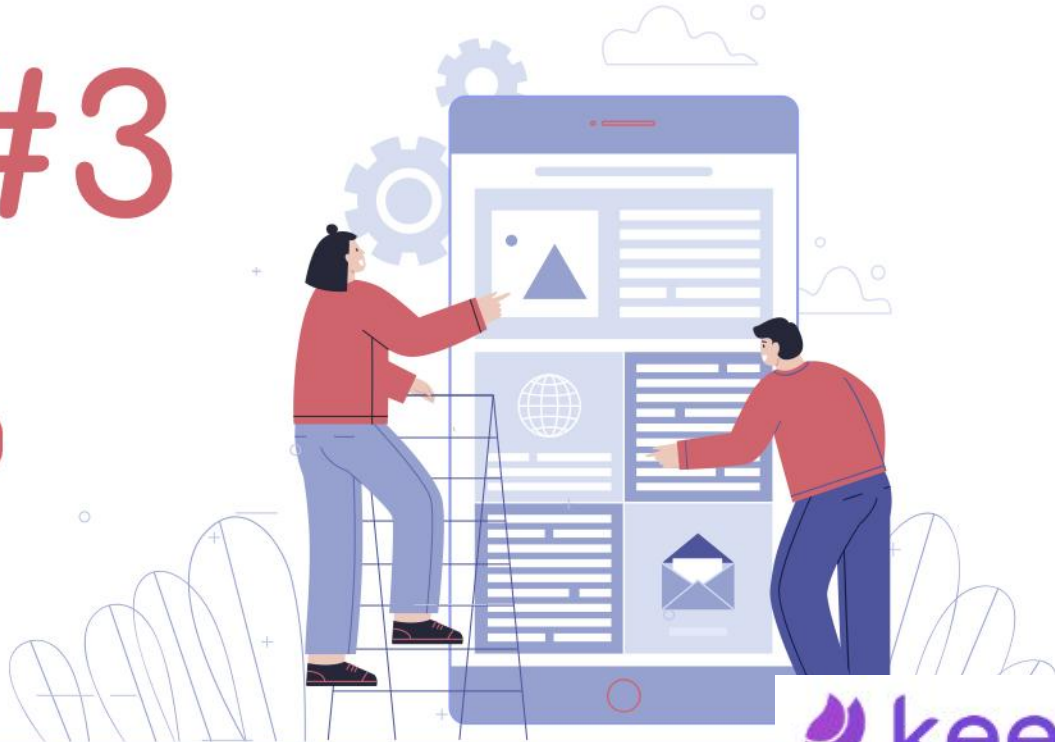


https://bit.ly/avoid_spam_words

<https://reallygoodemails.com/>

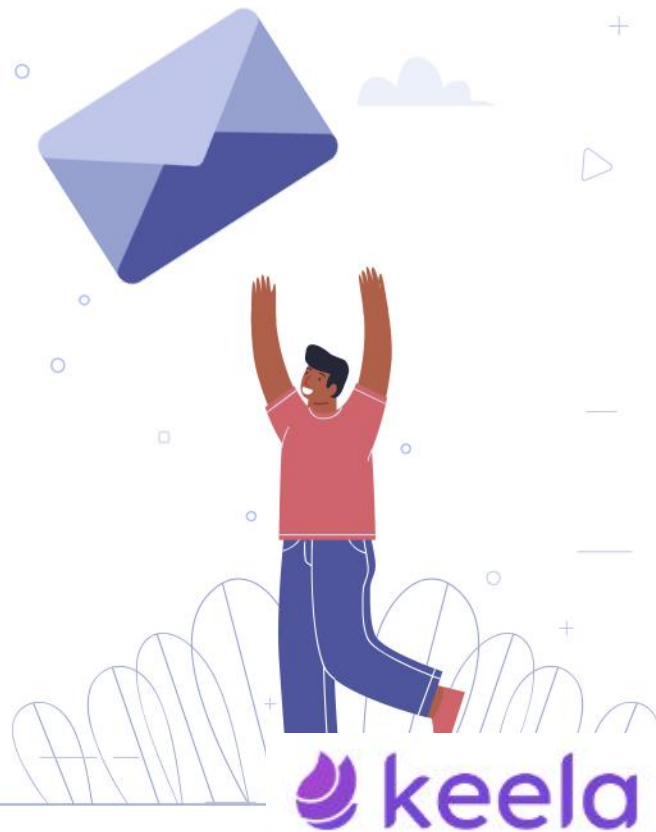
Tip #3

Embrace
Storytelling



PRO TIP

Don't just ask for donations –
forge a human connection with
your contacts along the way.



SOME IDEAS ON HOW TO DO IT RIGHT



- Tell the stories of people you are helping
- Share firsthand accounts from your staff
- List exciting facts about your organization

HELP FAMILIES BEFORE IT'S TOO LATE CHARI



Mobina sits in the tent that her husband Bashir made from bamboo and tarpaulin in Cox's Bazar.

She clutches her newborn baby – she gave birth in her tent just 8 days ago.

A breeze drifts through the gap between the roof and the walls, as Mobina and Bashir recollect the journey that they were forced to take from their home in Myanmar, six months earlier.

"It makes me so sad, so upset. We lost our home, our neighbours. We faced so much pain, it was very difficult."

The young family managed to flee the armed men that torched their homes, but now they face a new danger: monsoon season.

Their tent is on a hill, and they are worried that the imminent rains and possibility of landslides might destroy everything that they have left.

In another part of the camp, Rahma shares a story that most of us could not even bear to imagine.

"I came here six months ago. I had three children with me on the way, now I have only one child.


"One of my children was killed crossing the border, she was only 11. My other child was only seven. When we crossed it was very cold and raining, we didn't have enough food so my child got sick and was taken by disease.


"When I lost my two children, I wanted to climb into the hole with them and lay there. We faced so much pain just to reach here."


Although she has reached the camp, the imminent monsoon season means that she and her remaining daughter are not yet safe. The area is prone to flooding and landslides, and families are left exposed.

But Rahma is not giving in.

How you can help

 £25 can buy hygiene packs for two families [£25 >](#)

 £46 can buy a shelter kit for a family facing the monsoon [£46 >](#)

 £100 can buy kitchen sets for five families [£100 >](#)

She has been working with the Red Cross to protect her community, and is one of the tens of thousands of people that we have trained in hygiene safety. Thanks to her training, she is able to help others in the camp make sure that they are drinking clean water.

The Red Cross and Red Crescent are on the ground in Cox's Bazar helping people to prepare for the monsoon, but we urgently need your help.


When I visited these families in April, I was in awe of their strength, courage and determination. They are fighting to survive, but they need your help.


Anything that you can give will help to protect Mobina, Rahma and families across Cox's Bazar this monsoon season.


With heartfelt thanks,

Teresa Gonçalves
Senior Media Officer

How you can help

 £25 can buy hygiene packs for two families [£25 >](#)

 £46 can buy a shelter kit for a family facing the monsoon [£46 >](#)

 £100 can buy kitchen sets for five families [£100 >](#)

Tip #4

Focus on your
fundraising offer



A fundraising offer is a brief
description of what a
donation will accomplish.



SOME EXAMPLES



- “\$500 help cover the costs for an entire busload of community members willing to leave their homes and families to mobilize against destructive projects” – Amazon Watch
- “Your \$80.00 monthly donation can give 24 people clean water every year. 100% funds water projects.” – Charity: water
- “\$50 Per month can purchase chlorination equipment to provide 690 people with clean drinking water for one week in an emergency”. – Doctors without borders



This month, we raised \$500 and were able to feed many hungry children



This month, your donation helped to feed many hungry children. It's thanks to donors like you that we are able to continue putting food on tables for many impoverished families.



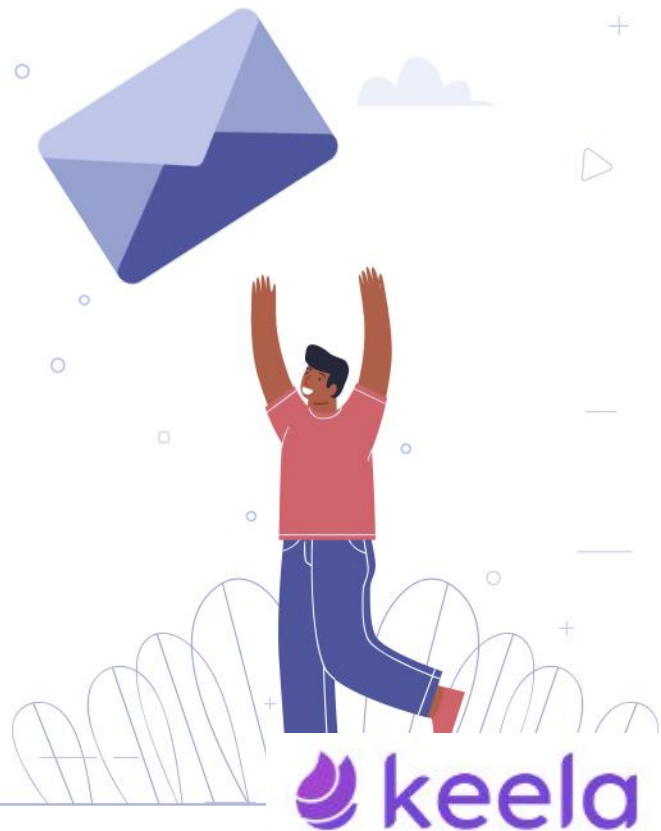


Tip #5

Include a call to action

Make a clear ask

Don't tiptoe around the fact that you're asking for a donation.
Make it simple!





The image shows the Keela email editor interface. On the left is a preview of an email with the following content:

- Image:** A person holding a stack of folded clothes.
- Section Header:** **Winter is coming!**
- Text:** We now accept clothing donations for the coming winter season. At the Warmth Project, we believe that clothing is much more than a warm coat or a comfortable pair of boots. It's a basic necessity that creates the foundation for an adequate living standard.
- Call-to-Action Button:** A purple button with the text "Donate your clothes to the Warmth Winter Program." A green box highlights this button, and a green arrow points from the "Button" block in the sidebar to it.
- Section Header:** **SPREAD THE WORD**
- Text:** Did you know that every year 10.5 million tons of clothing is sent to landfills? Recycling used clothes doesn't only help people in need, it's also good for the environment.
- Image:** A pile of colorful, crumpled fabric.

On the right is the content block sidebar, titled "Layout Style". It has two sections:

- Add a row to the header, body or footer section:** Five icons representing different row layouts (1, 2, 3, 4, 5 columns).
- Then, drop content blocks into the row:** A grid of content blocks including Text, Boxed Text, Image, Image Card, Image Caption, Websites, Footer, Divider, Button (highlighted with a green box), Video, and Code.

MAKE IT VISIBLE

Keela allows you to easily drop call-to-action buttons in all your emails so you heighten your chances of that sweet, sweet email conversion.



Try getting creative

See which messaging better captivates your audience.



Today is Global Tiger Day. Sadly, tigers face many threats to their survival. Their greatest threat in Southeast Asia is cruel snare traps, which are wiping out wildlife across the region.

Will you help me protect tigers and other wildlife? **Make your Global Tiger Day gift now to end the snaring crisis**, stop other threats to nature, and power WWF's conservation programs worldwide.

I want to protect tigers + other wildlife



Snares: the #1 threat to tigers in SE Asia
You can help protect wildlife ▶

I've seen animals caught in cruel snares. It's just heartbreaking.

Set to capture wildlife to be sold in urban markets, these cheap and brutal traps simply wait for an animal—any animal—to step into them. They're easy to set, and many are never checked again. Others, animals are caught, die of starvation, dehydration, injury, or infection from the wound, and rot.

Millions of snare traps (like the one pictured above) are causing an extinction crisis. They are emptying forests across Southeast Asia and killing wildlife from more than 700 species. And they are the main threat to tigers in this region.

Today on Global Tiger Day, will you help me protect tigers and other wildlife?

Your gift right now will help end the devastating snaring crisis. When you support WWF, you'll protect vulnerable wildlife from threats like snares and habitat loss, make WWF's critical global conservation work possible, and build a safer future for people and the planet.

Yes, I will help end the extinction crisis



Rangers have removed hundreds of thousands of snares in Southeast Asia, but millions remain.

With your support this Global Tiger Day, we can end the crisis by:

- Reducing demand for wildlife meat, seen as a delicacy in many countries
- Providing more resources to support national protected areas
- Strengthening anti-snarling laws
- Engaging local communities to help solve the snaring crisis and protect ecosystems

Stand up for tigers and other wildlife today. Your support will help protect tigers and other endangered species, end the snaring crisis, and do so much more. You'll conserve habitats around the globe, from rain forests to the Arctic; reduce plastic pollution; and protect the planet for future generations. **Every single dollar will make a difference.**

Donate now and make a difference for wildlife

I'm so glad you care about wildlife and are part of the WWF community. The future of nature depends on people like you.



You're in conservation.

Daphne Dorig
Senior Director, Asian Wildlife Program
World Wildlife Fund

P.S. Please hurry. Global Tiger Day will be over by midnight tonight. **Build your gift to help end the cruel and tragic snaring crisis... and do as much more for nature.** Thank you for protecting the wild places and their creatures with which we share the planet.

Today is Global Tiger Day. Sadly, tigers face many threats to their survival. Their greatest threat in Southeast Asia is cruel snare traps, which are wiping out wildlife across the region.

Will you help me protect tigers and other wildlife? **Make your Global Tiger Day gift now to end the snaring crisis**, stop other threats to nature, and power WWF's conservation programs worldwide.

I want to protect tigers + other wildlife

Your gift right now will help end the devastating snaring crisis. When you support WWF, you'll protect vulnerable wildlife from threats like snares and habitat loss, make WWF's critical global conservation work possible, and build a safer future for people and the planet.

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Donate now and make a difference for wildlife

Tip #6

Get personal





Send the newsletter from
a person, not a generic
email



What fields are compatible with Smart Codes?

- Full Name
- Preferred Name
- First Name
- Middle Name
- Last Name
- Name Title
- Name Suffix
- Company
- Position
- Primary Email
- Primary Phone
- Primary Address*
- Receipt Password ([learn more here](#))

Use personalization
smart codes to tailor
your message





Hey {{FirstName}},

I hope your work as {{Position}} at {{Company}} is keeping you fulfilled. If you want to chat about how you can improve your {{Location}}-centric campaigns, reach out and let me know.

Cheers,

ALWAYS WATCHING YOU



WHEN YOU LEAST EXPECT IT

Increase click
rates by up to

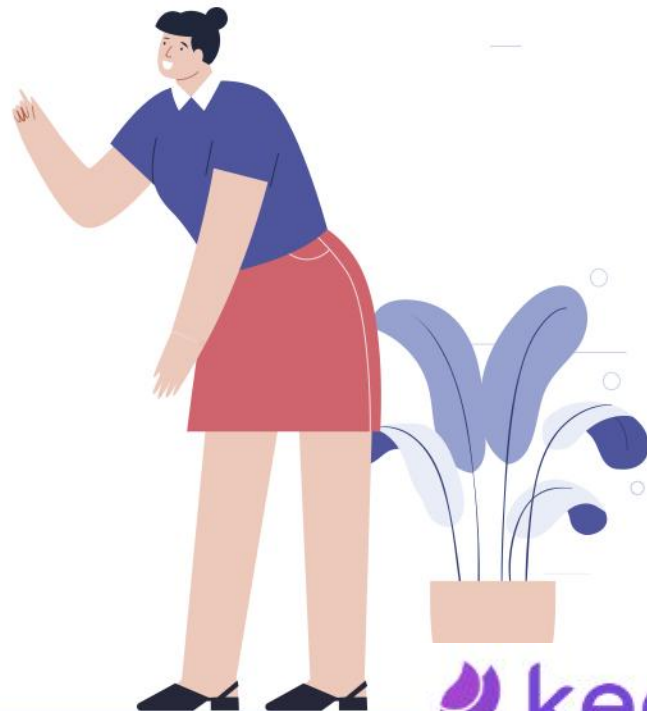
41%

X6

times higher donations
than generalized ones

WORD OF CAUTION

Smart codes are awesome only if your database is clean.





Weekly Alert

Howdy Does "participating nonprofit" simply mean that we have registered for Giving Tuesday and have an approved registration? I'm trying to determine if "participating" has anything to do with actual donations received.,





Want to let us know about a change to your Contact Info? Sure thing!

[Update Contact Info](#)

Tip #7

Keep it simple

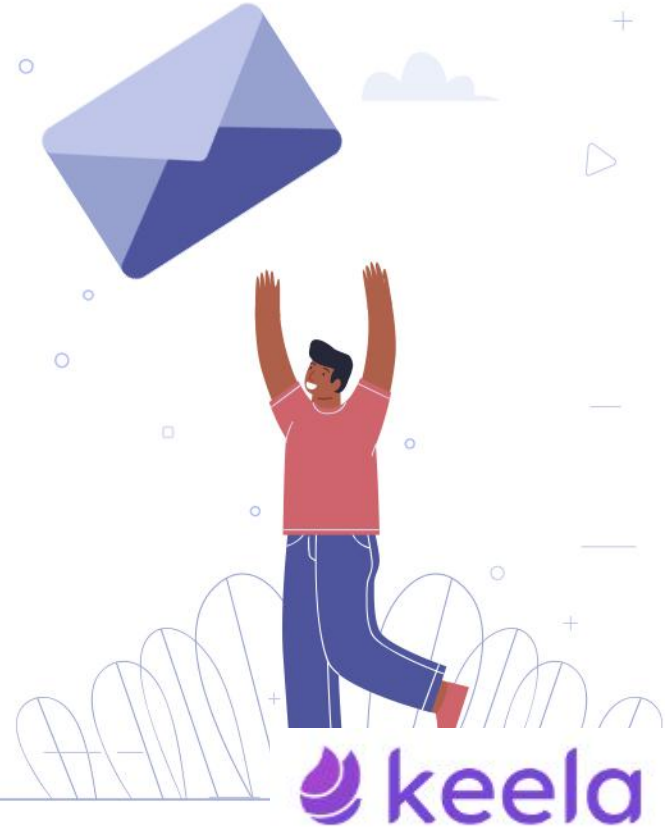


The removal of graphical elements on a fundraising email led to a **145.5% increase in donations.**

- NextAfter



TEST, TEST AND
TEST AGAIN





Tip #8

Track your results



On average, fundraising emails result in a **17% open rate** and a **0.56% click-through rate**.

Sector	Open Rate	Click-Through Rate	Unsubscribe Rate
All	17%	0.56%	0.19%
Cultural	18%	0.50%	0.25%
Environmental	17%	0.54%	0.18%
Health	0.85%	0.85%	0.20%
Hunger/Poverty	20%	0.62%	0.23%
International	15%	0.49%	0.20%
Public Media	17%	0.47%	0.17%
Rights	0.39%	0.39%	0.18%
Wildlife/Animal Welfare	13%	0.84%	0.14%

Key Performance Indicators (KPIs) powered by KIT

Benchmark

Add KPIs

Email Marketing Second Open Rate

CURRENT
0%

BENCHMARK ⓘ
13%

Smart Benchmark



More

Email Marketing Click Rate

CURRENT
5%

BENCHMARK ⓘ
5%

Smart Benchmark



More

Recurring Donor Acquisition Rate (Monthly)

CURRENT
0%

BENCHMARK ⓘ
N/A



More

Email Marketing Open Rate

CURRENT
3%

BENCHMARK ⓘ
27%

Smart Benchmark



More

Donor Lifetime Value

CURRENT
\$0

BENCHMARK ⓘ
\$366

Smart Benchmark



More

Donor Acquisition Rate (Monthly)

CURRENT
17%

BENCHMARK ⓘ
8%

Smart Benchmark



More



Four Key Email Marketing Metrics

OPEN RATE



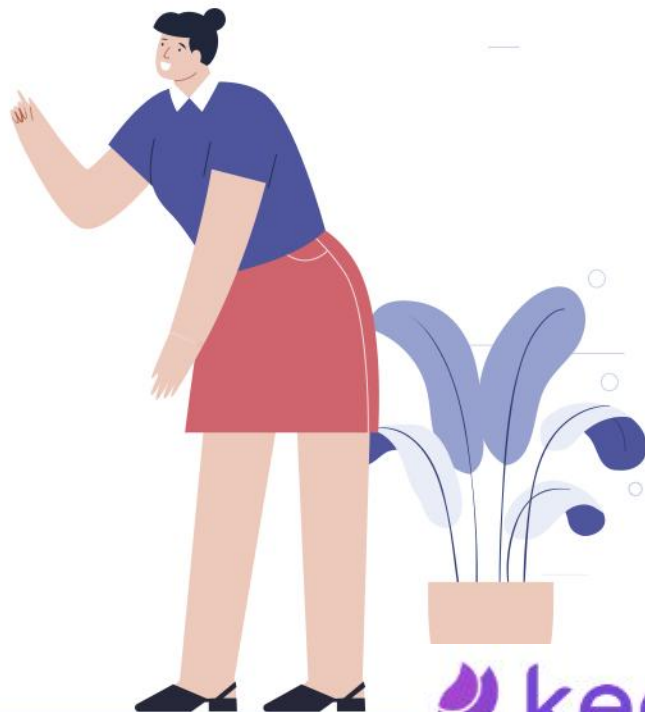
OPEN RATE is the percentage of email recipients who open your email.

How to Calculate Email Open Rate:

(Number of contacts who opened your emails ÷
Number of contacts who received your emails) x 100

Best Practices to Improve Your Email Open Rate

- ✓ Segment your list to send better, more targeted emails
- ✓ Improve your subject lines to better your chances of conversions
- ✓ Send emails at optimal times

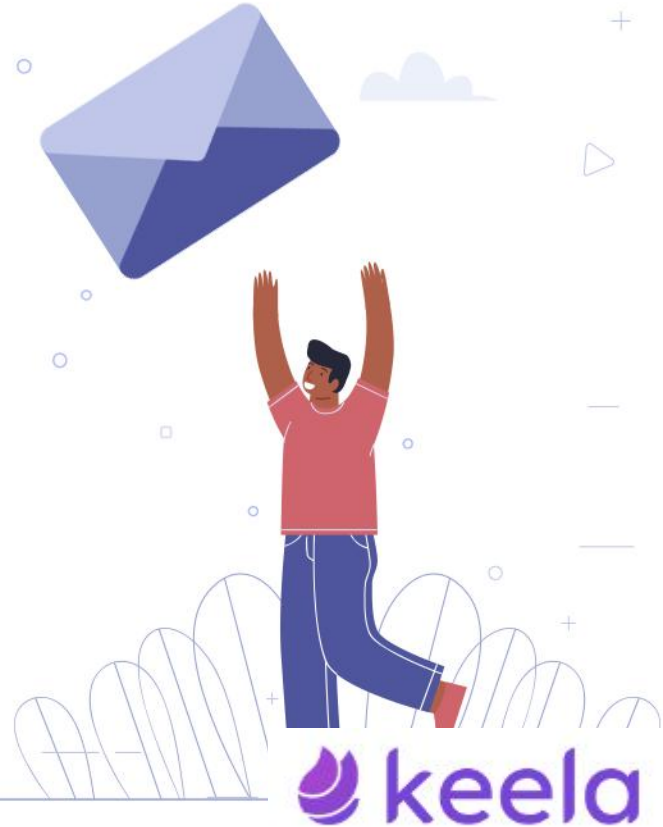


Click-through Rate

CLICK-THROUGH RATE (CTR) is the number of contacts who opened your email, then clicked on your call to action (CTA).

How to Calculate Click-Through Rate:

$(\text{unique email clicks} \div \text{total emails delivered}) \times 100$





Best Practices to Improve Your Click-through Rate

- ✓ Improve your email preview text to give more context to your readers
- ✓ Make sure you're using your segments to send relevant calls to action
- ✓ A/B test your emails to see which elements are working best.



Conversion Rate

Conversion rate: The percentage of recipients who clicked on a link and completed your desired action, like a donation.

How to Calculate Conversion Rate:

$(\text{unique email clicks} \div \text{total emails delivered}) \times 100$

Best Practices to Improve Your Conversion Rate



- ✓ Write compelling CTAs and email copy
- ✓ Design your emails for conversion
- ✓ A/B test your emails to see which parts of your strategy are working and which ones are killing your numbers

Bounce Rate

BOUNCE RATE is the percentage of emails sent that don't get delivered to an inbox, and can be categorized into two types.

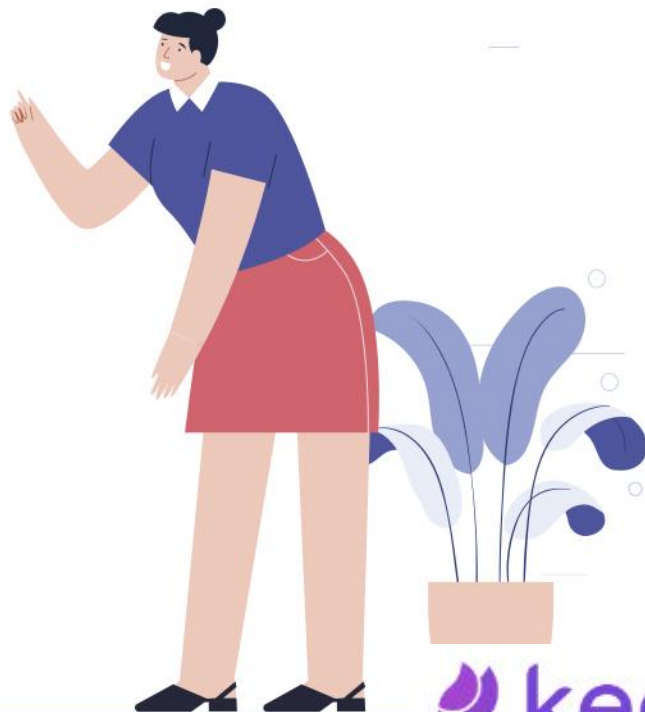
How to Calculate Bounce Rate:

$(\text{total undelivered emails} \div \text{total emails sent}) \times 100$



Best Practices to Reduce Bounce Rate

- ✓ Use Keela Automation to update contact information automatically
- ✓ Use reCAPTCHA to cut down on spam email addresses
- ✓ Increase your Sending Authority to better your email deliverability





How to Automate your Email Marketing

Are you ready to
automate your next
email campaign?



THANK
YOU!

