



***Jay
Wilkinson***

5 Secrets of Nonprofit Email Marketing Geniuses

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Exclusive Session: October 27, 2017



More for you to **love** Washington
Nonprofits + Firespring for.
firespring.org/washingtonnonprofits



Welcome!



Tom Lang

Washington Nonprofits
Program Manager

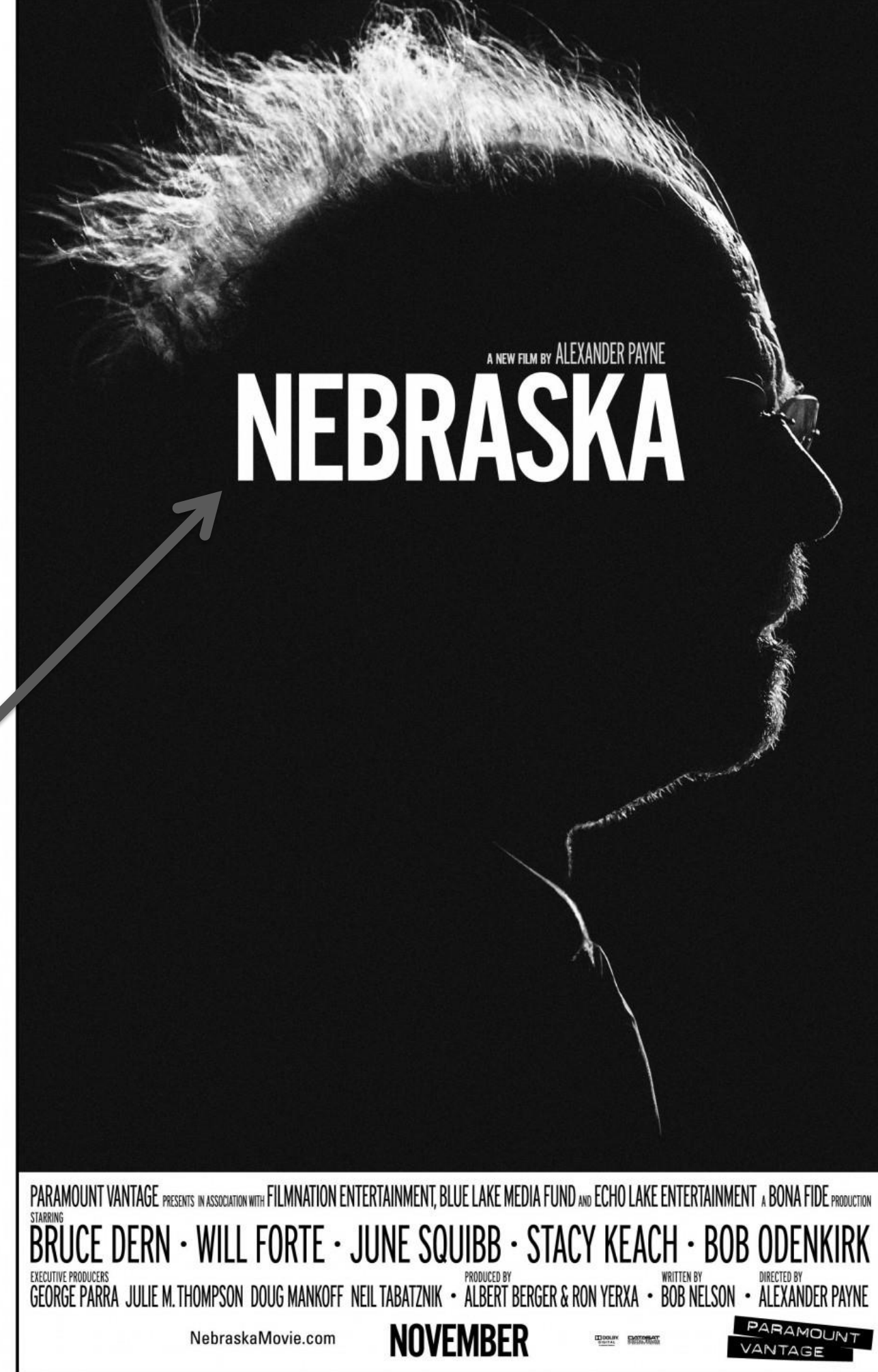
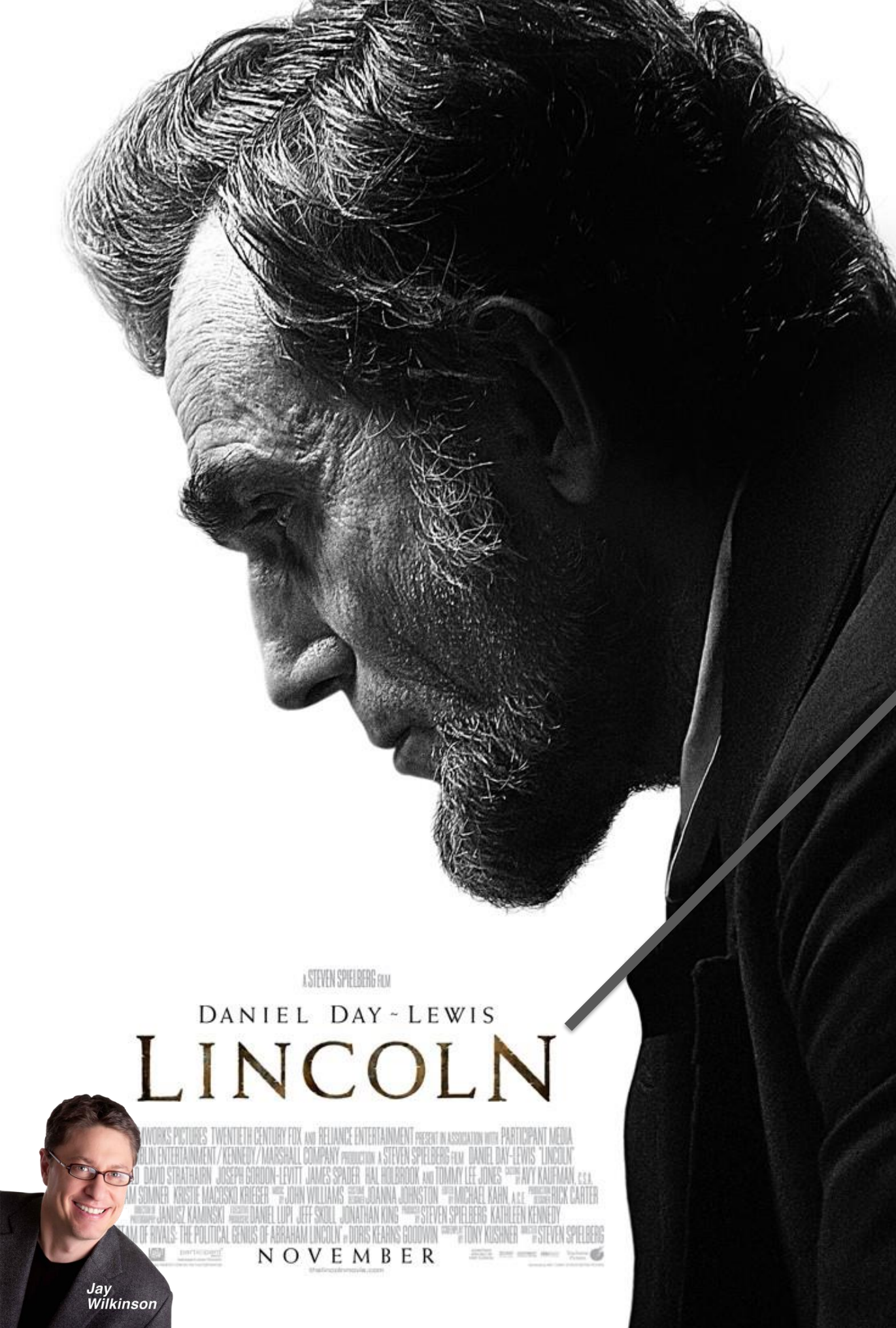


WASHINGTON NONPROFITS

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.

About: Washington Nonprofits makes sure that nonprofits have what they need to succeed. We help nonprofits learn, increase their influence, and connect to people and resources. We are Washington's state association for all nonprofits.

firespring.org/washingtonnonprofits





OUR PURPOSE

WE LEVERAGE OUR
PEOPLE,
PRODUCTS
& PROFIT
— AS A —
FORCE FOR
GOOD



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Firespring Power of 3



3% of our Products (free products & services)

3% of our Profit (cash donations)

3% of our People (volunteer 1 day per month)



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5 Secrets of Nonprofit Email Marketing Geniuses

- Your website: the foundation of your online presence.
- The 5 types of emails.
- The anatomy of an email marketing campaign.
- 6 email marketing mistakes to avoid.
- 5 secrets of email marketing geniuses.
- Action steps.
- Q&A.





Most nonprofits send visitors away to engage instead of keeping them on their website.



82% of donors visit
a nonprofit's website
before giving.  nonprofit **hub**

W^{your}ebbsite

THE FOUNDATION OF YOUR ONLINE PRESENCE

The 5 elements of a powerful and engaging website.



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The 5 elements of a powerful and engaging website.

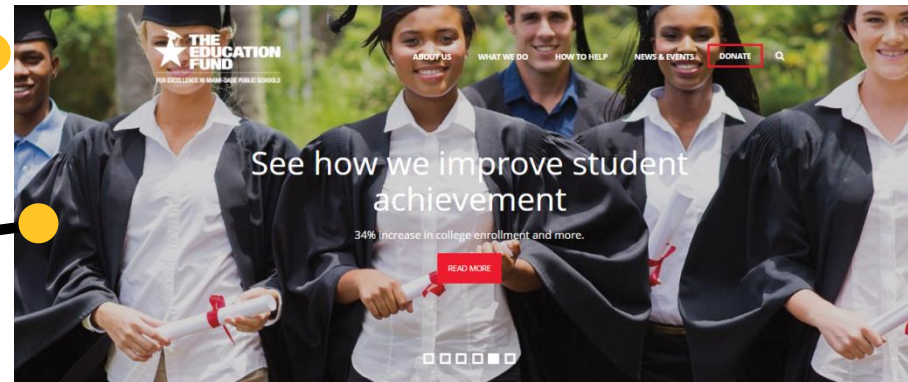
Navigation options

Images & headlines that tell your story

Deep, diverse content

Functional tools that engage visitors

Weekly updated news/events



The Education Fund's mission is to provide private sector leadership and support for innovation in public education. We design and implement initiatives that involve the entire community in improving our schools.



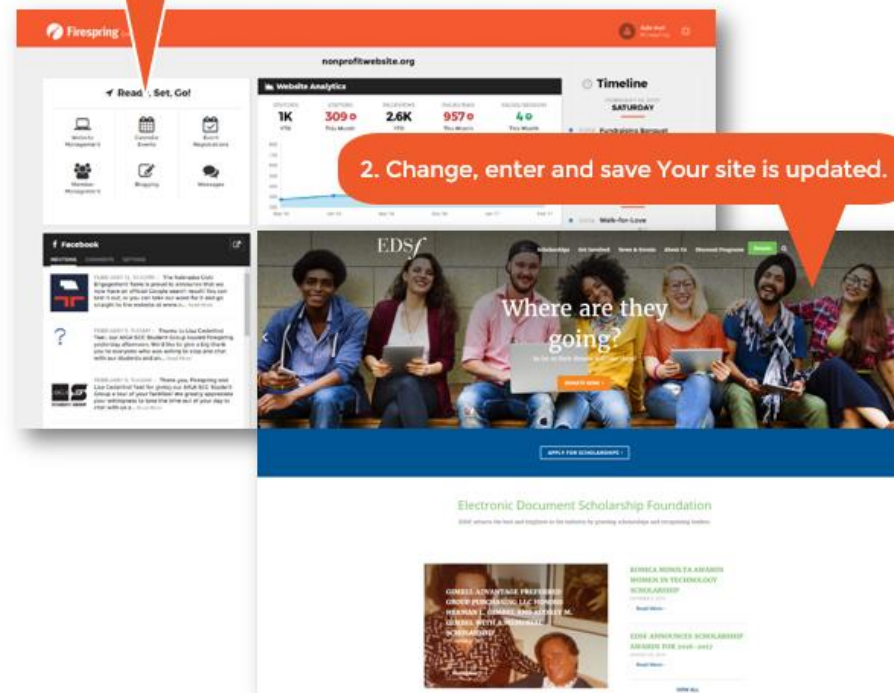
Programs
Our programs provide much needed services to students and educators in K-12 and higher education.

Events
Our fundraisers and events raise awareness and generate crucial resources for our programs.

Results
Improve our community by supporting The Education Fund. You will be making a difference in the lives of our students.

CONTENT MANAGEMENT SYSTEM

1. Select the content to update.



1. Structure
2. Design
3. Content
4. Functionality
5. Vitality

5 ELEMENTS OF
AN ENGAGING
WEBSITE



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**Your website can be beautiful,
affordable and mobile friendly.**

**You don't have
to choose.**

ROI > Cost



The Firespring webinar series.

firespring.org/webinars



How to Captivate and
Engage Constituents
with Your Website

EDUCATION
WITHOUT
EXPECTATION



Julie Hull

✉ hello@firespring.org

☎ 877.447.8941



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The Firespring webinar series.

firespring.org/webinars



**Convert Supporters with
Powerful Landing Pages**

**EDUCATION
WITHOUT
EXPECTATION**



Julie Hull

✉ hello@firespring.org

☎ 877.447.8941

 **Firespring.org**



**CONNECTING WITH YOUR
CONSTITUENTS USING
EMAIL MARKETING TOOLS**

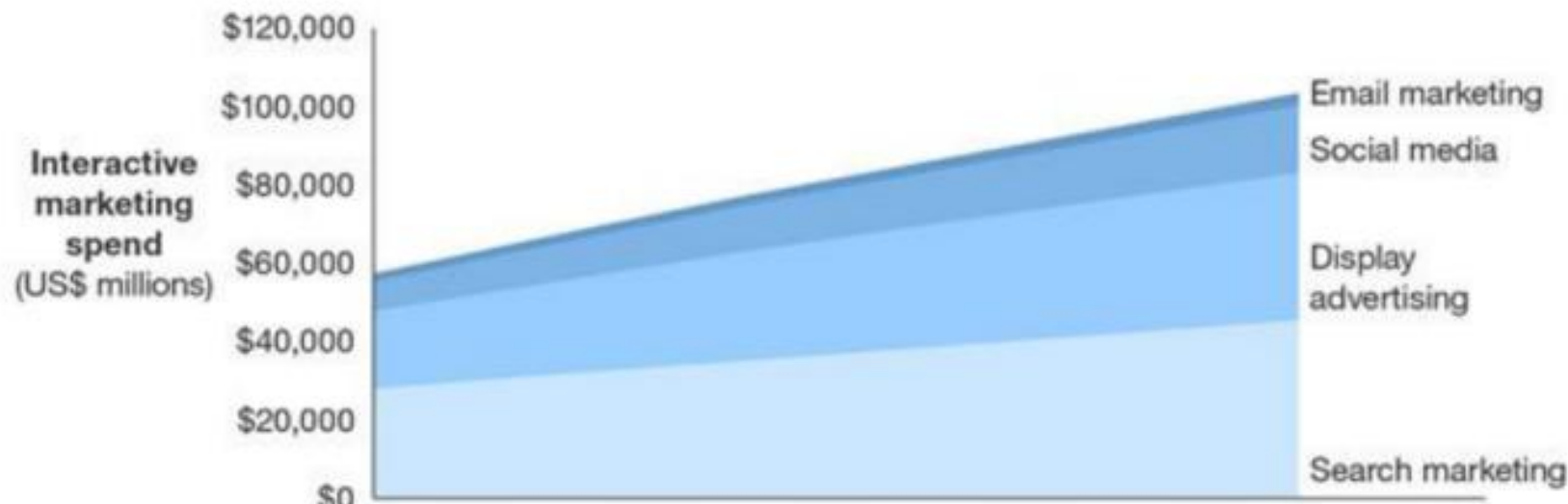


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**I would rather have 1 email subscriber
than 100 Twitter “followers” or 50 Facebook “likes.”**



Digital marketing spend will top \$100B



	2014	2015	2016	2017	2018	2019	CAGR
Email marketing	\$2,067	\$2,266	\$2,466	\$2,665	\$2,865	\$3,067	8%
Social media	\$7,518	\$9,736	\$11,724	\$13,511	\$15,359	\$17,342	18%
Display advertising	\$19,801	\$23,680	\$27,916	\$31,281	\$34,477	\$37,574	13%
Search marketing	\$27,899	\$31,622	\$34,995	\$38,470	\$41,890	\$45,386	10%
Total	\$57,285	\$67,305	\$77,101	\$85,928	\$94,593	\$103,370	12%
Percentage of all ad spend	24%	27%	30%	32%	33%	35%	

Source: Forrester Research Interactive Marketing Forecasts, 2014 To 2019 (US)



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5 Emails every nonprofit should consider sending

- 1) Dedicated Email
- 2) Automated Response Email
- 3) Digest Email
- 4) Drip Campaigns (Donor Prospects)





THE BASICS OF DRIP CAMPAIGNS

BENEFITS, EXAMPLES, AND BEST PRACTICES FOR NURTURING YOUR LEADS



Automated emails get 119% higher click rates than broadcast emails. (Epsilon)

TYPES OF DRIP CAMPAIGNS



TOP-OF-MIND DRIPS

Top-of-Mind drips help keep your leads engaged with your company throughout the sales process.



EDUCATIONAL DRIPS

Educational drips provide relevant product information to prospects to prepare them for purchase.



RE-ENGAGEMENT DRIPS

Re-engagement drips are designed to win back the interest of your colder leads.



COMPETITIVE DRIPS

Competitive drips target your competitor's customers with the benefits of switching to your product.



PROMOTIONAL DRIPS

Promotional drips entice prospects with limited-run promotions and special pricing offers.



TRAINING DRIPS

Training drips can be used for new clients or internally use to move readers through a training program.



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5 Emails every nonprofit should consider sending

- 1) Dedicated Email
- 2) Automated Response Email
- 3) Digest Email
- 4) Drip Campaigns (Donor Prospects)
- 5) Email Newsletter



THE ANATOMY

OF AN EMAIL MARKETING NEWSLETTER



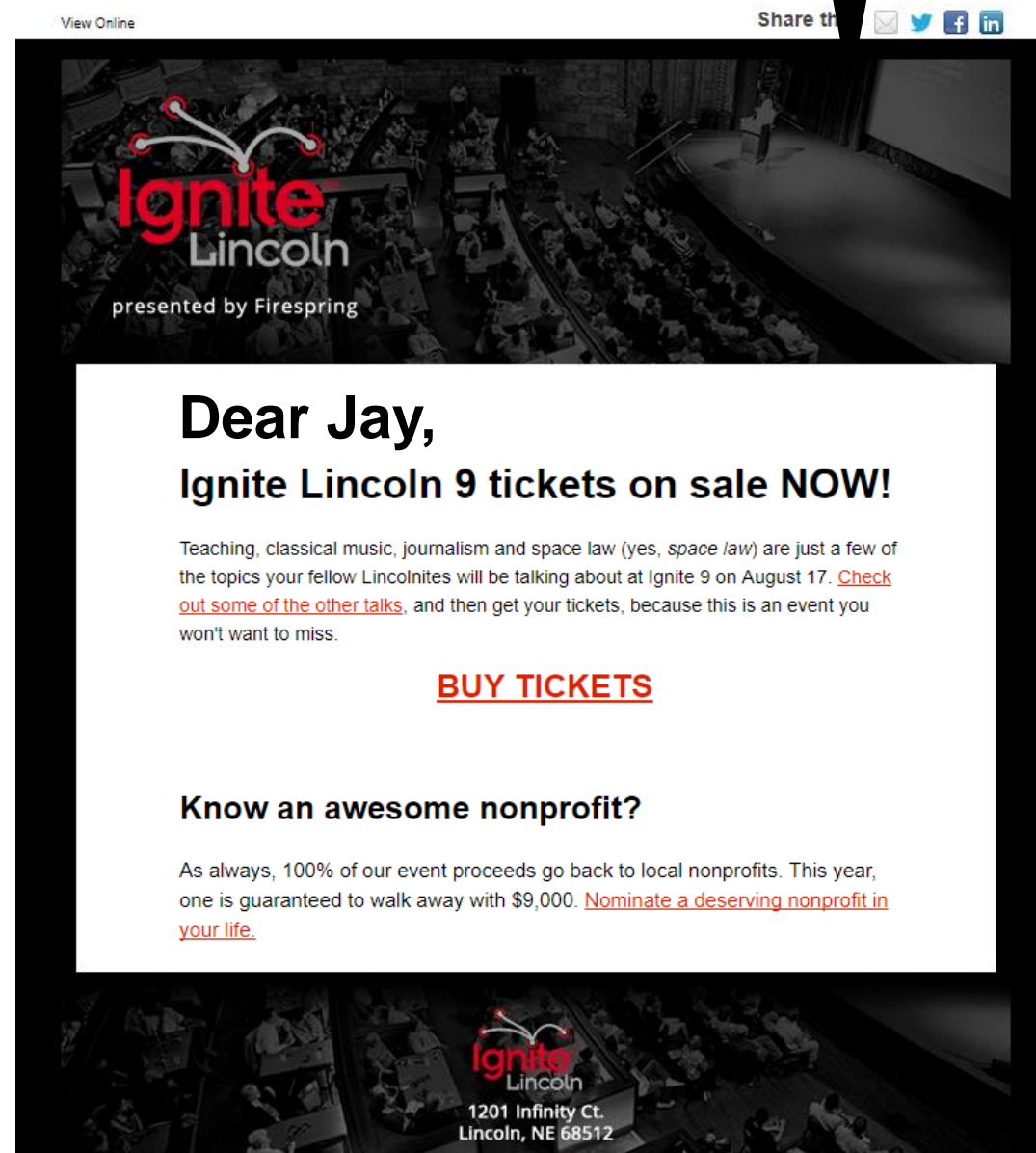
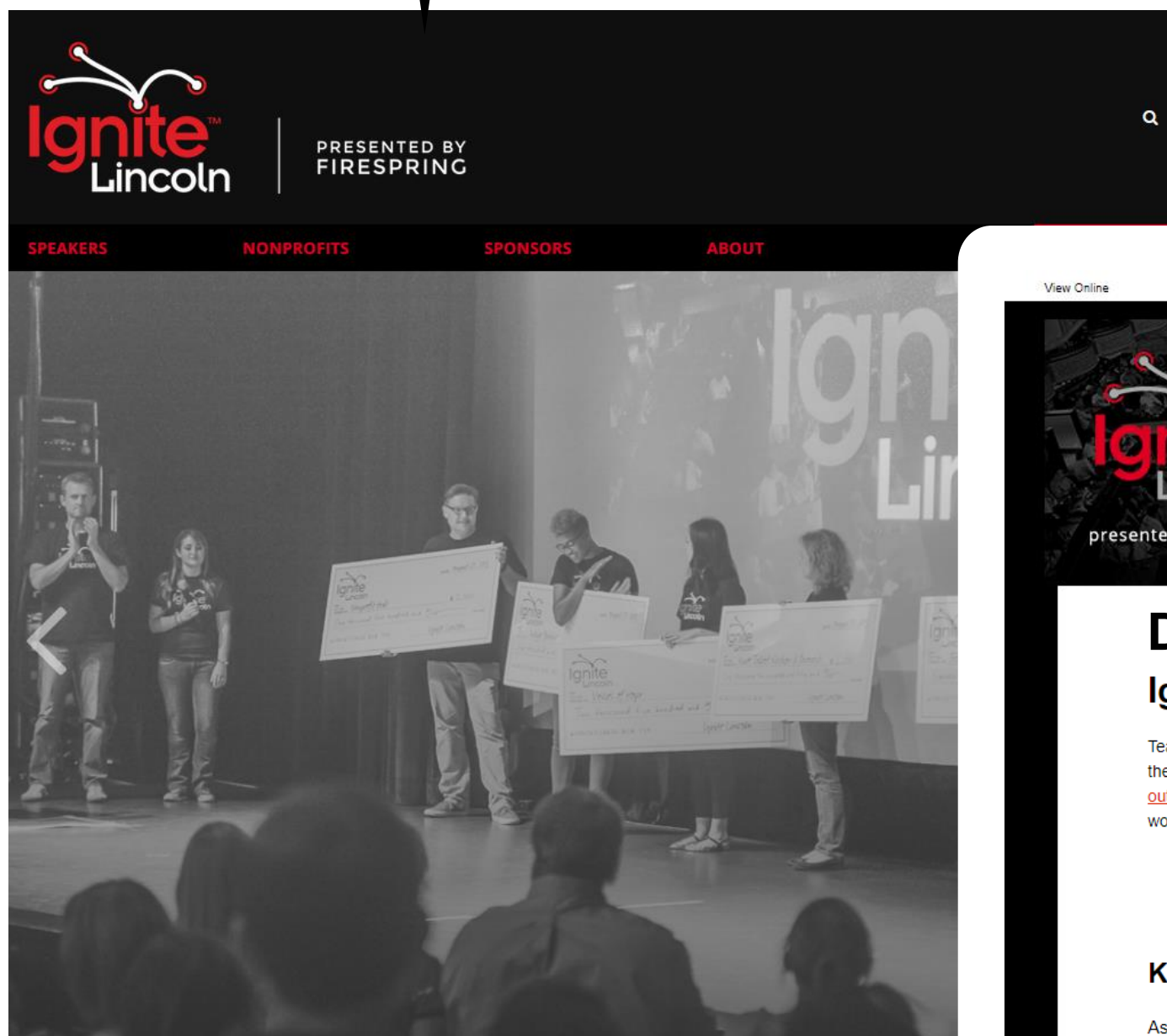
THE ANATOMY OF AN EMAIL MARKETING CAMPAIGN

Your website.



campaigns

Your email template.



So what's Ignite Lincoln all about?

In a word: Passion.





In more words: Ideas and interests. Pursuits and philanthropy. Stories and hobbies. Every year, Ignite Lincoln celebrates passion by giving 15 brave souls 5 minutes and 20 slides to talk about their passion. We also celebrate our passion for community by giving away the event's proceeds to five local nonprofits.



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THE ANATOMY OF AN EMAIL MARKETING CAMPAIGN

View Online

Share this:    

Ignite
Lincoln

presented by Firespring

Personalized emails generate 6x
higher revenue than non-
personalized emails. (Experian)

Dear Jay,

Ignite Lincoln 9 tickets on sale NOW!

Teaching, classical music, journalism and space law (yes, *space law*) are just a few of the topics your fellow Lincolnites will be talking about at Ignite 9 on August 17. [Check out some of the other talks](#), and then get your tickets, because this is an event you won't want to miss.

[BUY TICKETS](#)

Know an awesome nonprofit?

As always, 100% of our event proceeds go back to local nonprofits. This year, one is guaranteed to walk away with \$9,000. [Nominate a deserving nonprofit in your life](#).

Ignite
Lincoln

1201 Infinity Ct.
Lincoln, NE 68512


This email was sent to ptylerjm@gmail.com.

To ensure that you continue receiving our emails, please add us to your address book or safe list.
[manage your preferences](#) | [opt out](#)

Got this as a forward? [Sign up](#) to receive our future emails.

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THE ANATOMY
OF AN EMAIL
MARKETING
CAMPAIGN

 Firespring

HomeAudienceCampaignsResponseAutomation

HelpAccount

CONTACTS

GROUPS

SEGMENTS

CONTACT FIELDS

FORMS

IMPORTS

Groups

REGULARTEST

CREATE A GROUP

Group name ^	Active contacts	Opt-out contacts	Error contacts
<input type="checkbox"/> Board Members	3	0	1
<input type="checkbox"/> Volunteers	80	1	1
<input type="checkbox"/> Donors	618	33	203


Create groups.



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THE ANATOMY
OF AN EMAIL
MARKETING
CAMPAIGN

Import or add to your list.

 Firespring

HomeAudienceCampaignsResponseAutomation

HelpAccount

CONTACTS

GROUPS

SEGMENTS

CONTACT FIELDS

FORMS

IMPORTS

Groups / Donors: Local

ACTIVE (80)ERROR (1)OPT-OUT (1)

ACTIONS

Email

☐ jane.smith@firespring.org

☐ john.doe@firespring.org

☐ julie.hull@firespring.org

☐ j.wilk@firespring.org

☐ jenny.johnson@firespring.org

☐ matt.hopper@firespring.org

 Firespring

HomeAudienceCampaignsResponseAutomation

HelpAccount

Import new contacts

Step 1: Upload your list

Important!

Permission-based email is about keeping in touch with people who value your organization, not delivering unwelcome Inbox surprises.

Rented and purchased lists are not allowed. You can only upload a contact list if everyone on that list has either asked to receive emails from you or has had a clear relationship with your organization (as a customer, employee, or volunteer, for example) in the last 18 months. If you have contacts who were added earlier than that, you must have emailed them at some point within the last 18 months to keep them on your list.



Drag and drop to upload

.xls, .xlsx, and CSV formatted. [Additional import tips](#)

CHOOSE FILE

If this list includes contacts who are already in your audience, how should we handle them?

☒ Update their records with information from this Import (add and update)

☐ Leave them alone (add only)

Should we scan this import for contact updates that should trigger a field change workflow?

☐ Yes, trigger field change workflows from this Import when appropriate (Your Import may take longer to complete)

CANCEL

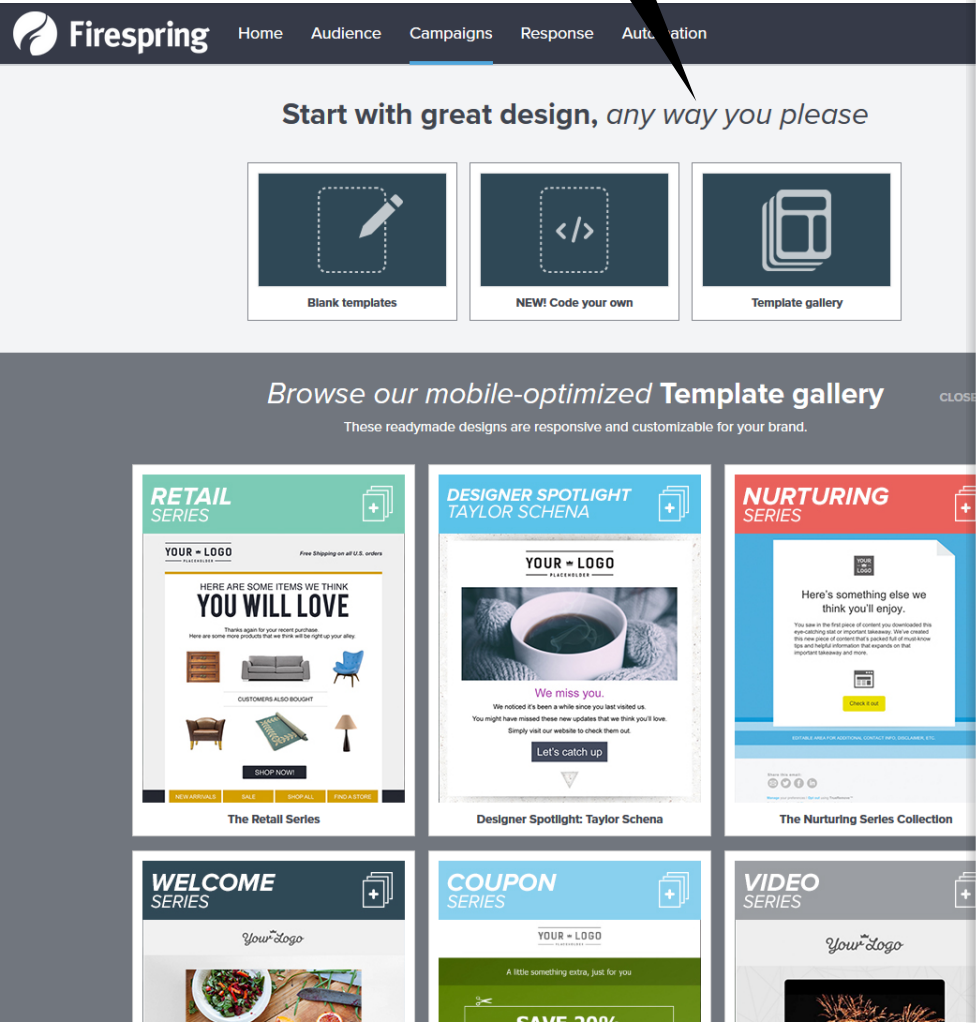
CONTINUE



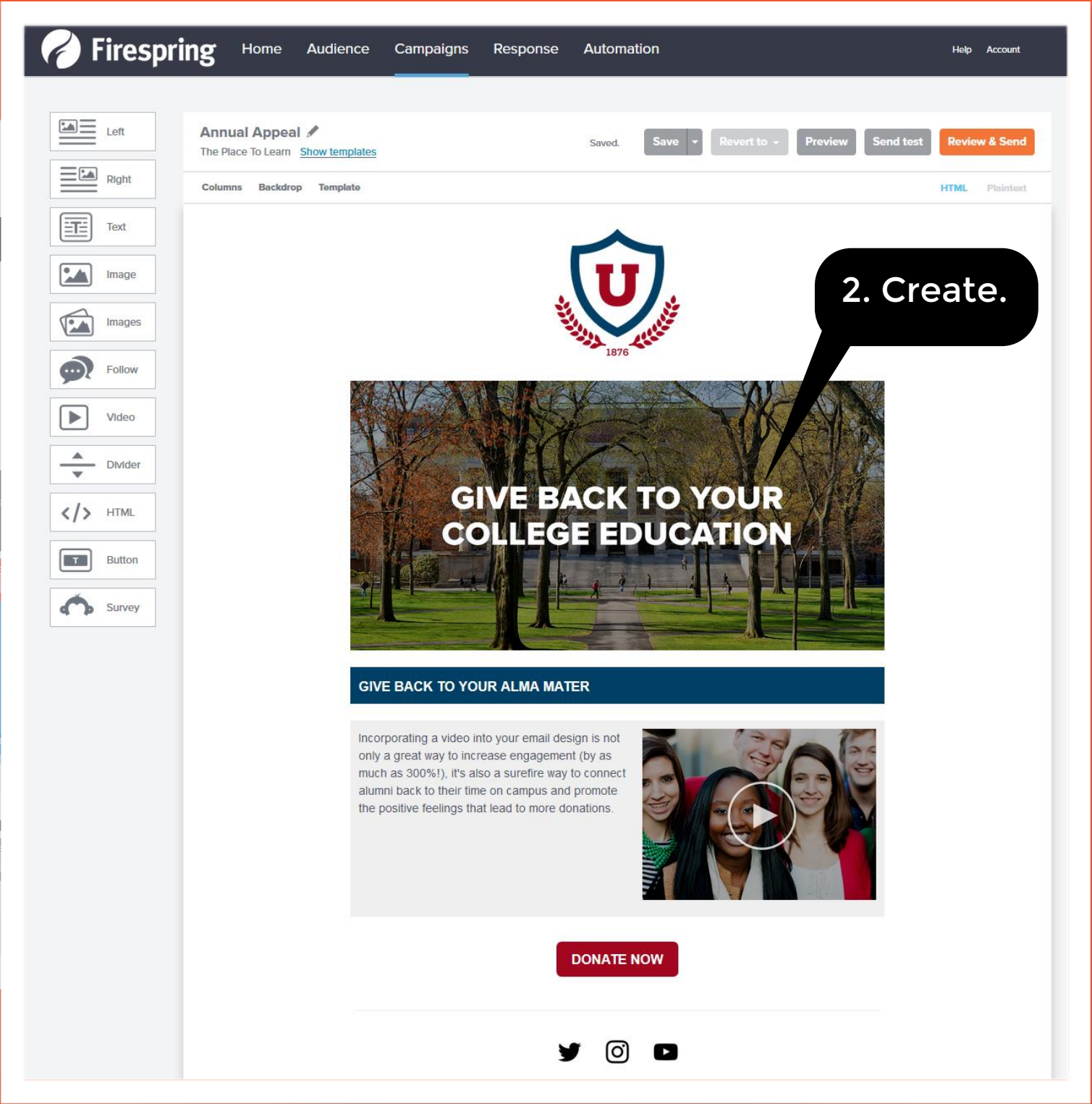
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THE ANATOMY OF AN EMAIL MARKETING CAMPAIGN

1. Select layout.




2. Create.




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THE ANATOMY OF AN EMAIL MARKETING CAMPAIGN

3. Proof and send.




Home Audience Campaigns Response AutomationHelp Account


Annual Appeal 
The Place To Learn

Save Preview Back to Editor



GIVE BACK TO YOUR COLLEGE EDUCATION

GIVE BACK TO YOUR ALMA MATER

Incorporating a video into your email design is not only a great way to increase engagement (by as much as 300%), it's also a smart way to connect alumni back to their time on campus and promote the positive feelings that lead to more donations.

Choose recipients 

Start typing to add a group, an individual, or a saved segment.

☐ Exclude an audience segment

Enter a subject line

Split testing is a great way to try variations of a subject line to determine which works best.

[Switch to Split test](#)

Enter preheader text 39

Add preheader text that will display for some recipients in their inbox preview. Use it to tease email content and encourage opens. Maximum of 75 characters.

Sender name

☐ Make this the default sender name

Sender email

☐ Make this the default sender email

Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.

☐ Set a separate reply-to email address. By default, we use your sender email address.

[Send now](#) or [Schedule for later](#)

FORMAT

SIGNUP FORM


GOOGLE ANALYTICS
[ADD GOOGLE ANALYTICS](#)



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THE ANATOMY
OF AN EMAIL
MARKETING
CAMPAIGN

1. The response.

 Home Audience Campaigns Response Automation Help Account


Annual Appeal

Response as of Aug 6, 2017 1:48 pm

Compare mailings Export responses

Your response Overview Opens Clicks Shares New sign-ups Opt-outs Split Test

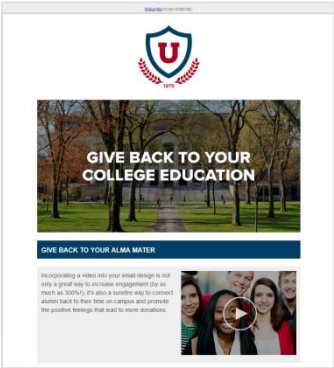
2. Drill down.

 Home Audience Campaigns Response Automation Help Account

Annual Appeal

Compare mailings Export responses

Your response Overview Opens Clicks Shares New sign-ups Opt-outs Split Test



34 Individuals clicked the links in your mailing.

Filtered by: All links (41 total clicks, 34 unique clicks)

Save this tab as a segment


First Name	Last Name	Email & Domain	When
Julie	Hull	julie.hull@firespring.org	Aug 1, 2017 12:17 pm
John	Doe	john.doe@firespring.org	Aug 2, 2017 3:09 pm
Jane	Smith	jane.smith@firespring.org	Aug 3, 2017 9:25 am


Aol. 0.1% AOL

Yahoo! 1.0% Yahoo! Mail

Outlook.com 0.0% Outlook.com

Unknown 39.3% Unknown



 Certified Corporation



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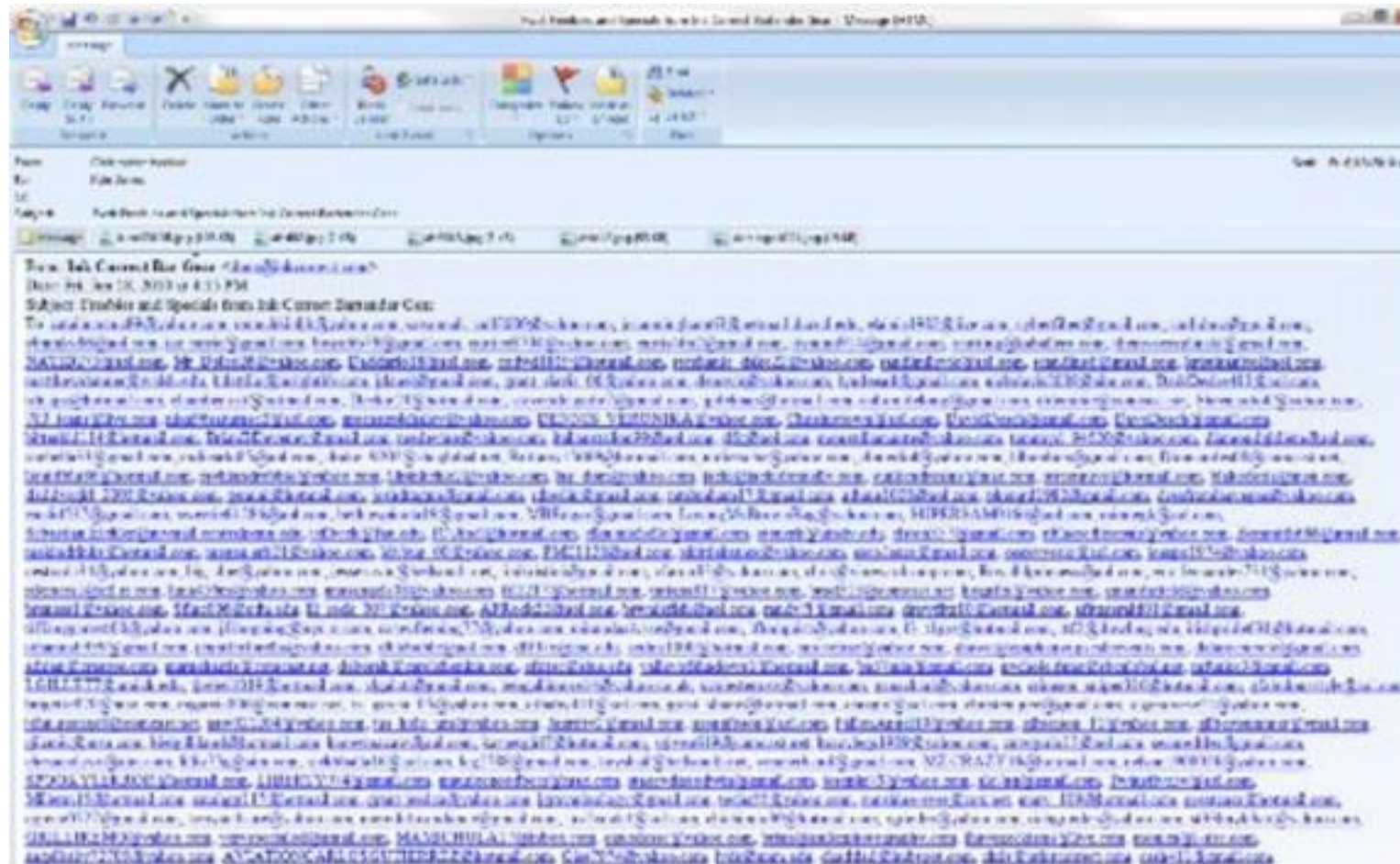
6 EMAIL NEWSLETTER MISTAKES TO AVOID



6 EMAIL NEWSLETTER MISTAKES TO AVOID

#6

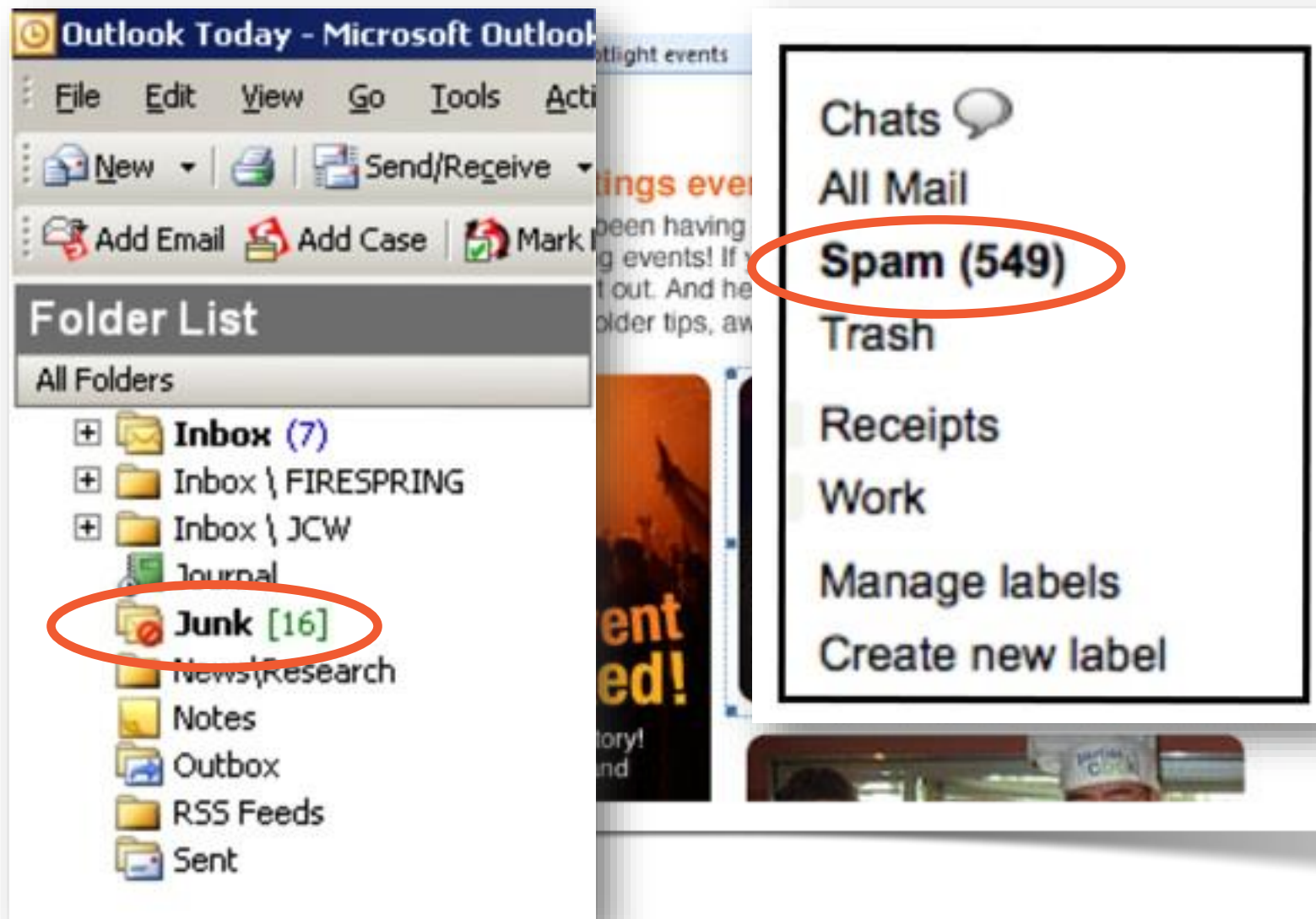
NOT USING AN ESP (email service provider)



#5 NOT KNOWING YOUR AUDIENCE



#4 TOO MANY GRAPHICS



#3 BLOATED CONTENT



6 EMAIL NEWSLETTER MISTAKES TO AVOID

#2 USING A SET SCHEDULE

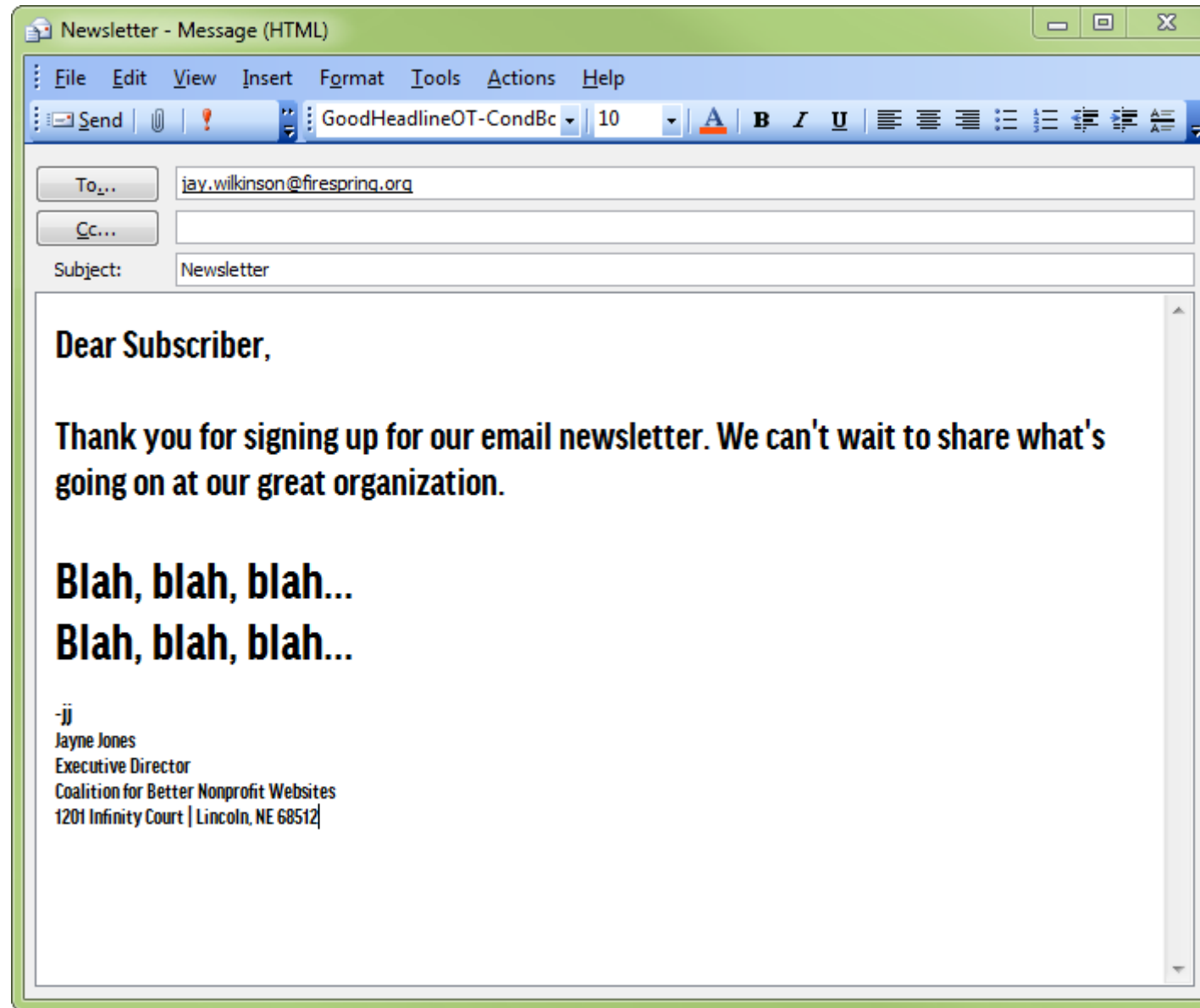
MY ONLINE MARKETING CONTENT PLANNING CALENDAR							
	Example	JAN	FEB	MAR	APR	MAY	
Email Campaigns							
#1 - Topic/Objective	1/3 - Announce free webinar						
#2 - Topic/Objective	1/10 - Registration deadline reminder, answer questions						
#3 - Topic/Objective	1/18 - Registration closing, last-chance incentive						
Blog Posts							
Post #1	1/7 - Why those who never stop learning stay ahead						
Post #2	1/14 - Justifying the cost of professional education						
Post #3	1/19 - When to learn on your own, when not to						
Post #4	1/28 - Training program FAQs, last day to sign-up						
Video Posts							
YouTube	1/10 - Video invite to tele-seminar and sneak peek						
Other							
Social Media Status Updates							
Twitter	Supporting new product launch						
Facebook	Helpful daily tips						
LinkedIn	Invite to free webinar						



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6 EMAIL NEWSLETTER MISTAKES TO AVOID

#1 HAVING A WEAK “WELCOME” LETTER



5 SECRETS OF EMAIL MARKETING GENIUSES



5

SECRETS OF
EMAIL
MARKETING
GENIUSES

#1

EVERY SUBJECT LINE IS RELEVANT & COMPELLING.

The Opening Line

Examples that generated 10x+ opens:

Subject: Giving back has never looked so good.

Subject: Take two minutes to change the world.

Subject: How to make _____ a better place.

Be specific • Be interesting • Be relevant • Be brief



#2 EVERY MESSAGE COMES FROM A REAL PERSON.

Monthly Email Marketing Newsletter



Inbox x



Jay Wilkinson <newsletter@myorganization.org>



to me ▾

Hello Jay Wilkinson,

Thank you for subscribing to our monthly email marketing newsletter. We send timely updates and information about our organization on the first and third **Wednesday** of every month. We are excited to keep you up to date on all of the exiting things going on and look forward to sharing all of the great ways we are changing the world one constituent at a time.

blah, blah, blah...

Click here to [Reply](#) or [Forward](#)



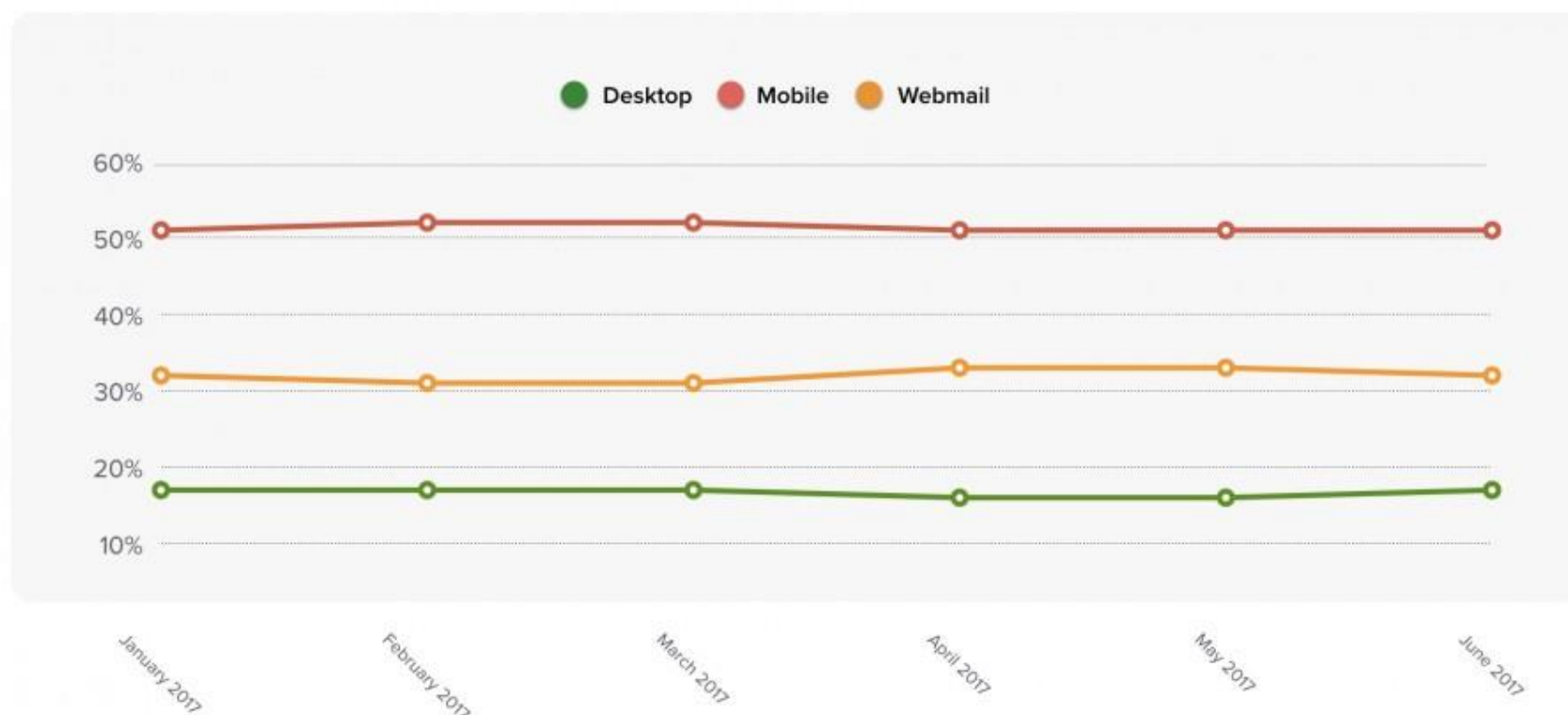
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5 SECRETS OF EMAIL MARKETING GENIUSES

#3

EVERY MESSAGE IS MOBILE-FRIENDLY.

MARKET SHARE: 2017

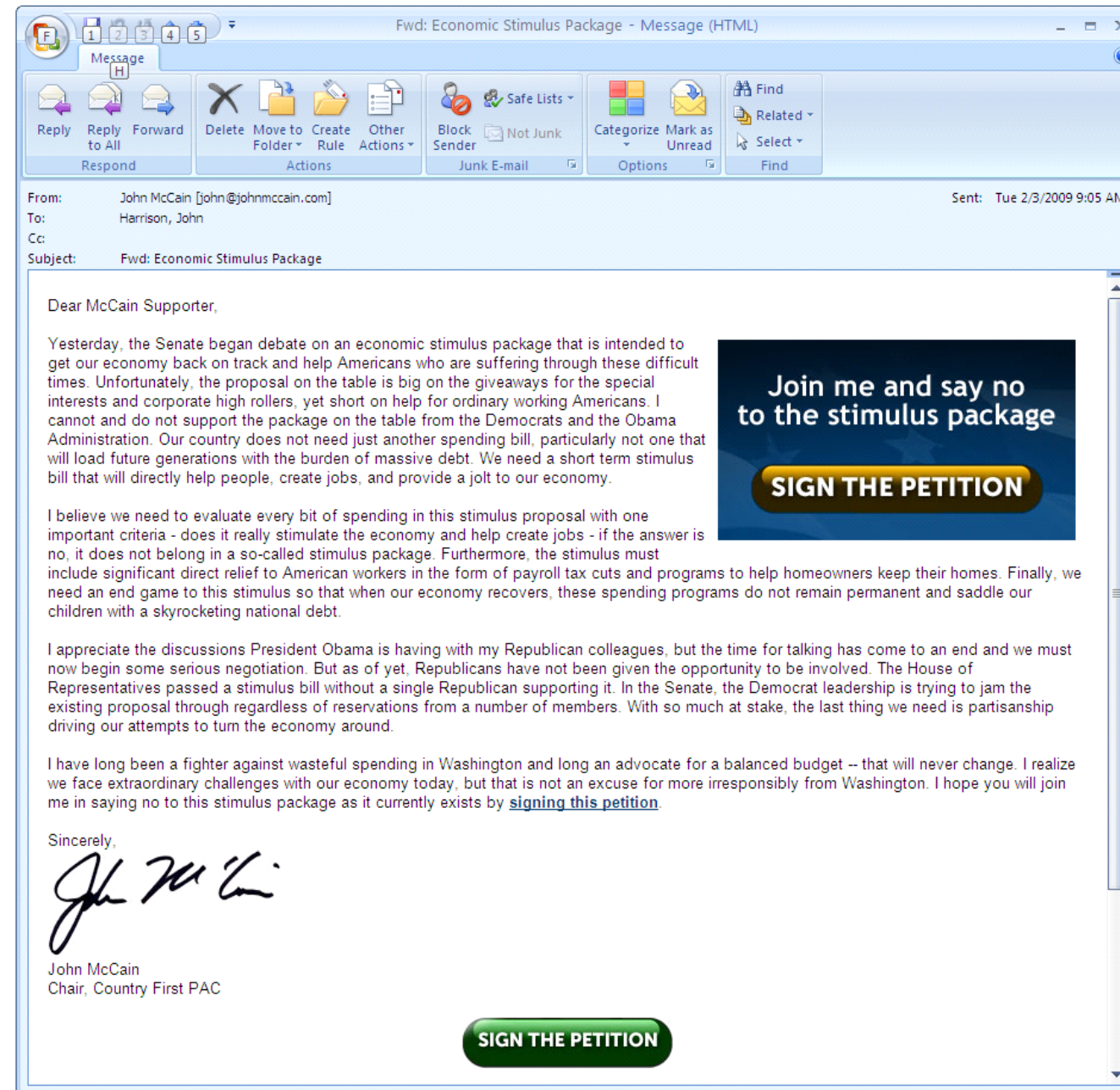


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5 SECRETS OF EMAIL MARKETING GENIUSES

#4

EVERY MESSAGE HAS A SPECIFIC AND SINGULAR CALL TO ACTION.



5 SECRETS OF EMAIL MARKETING GENIUSES

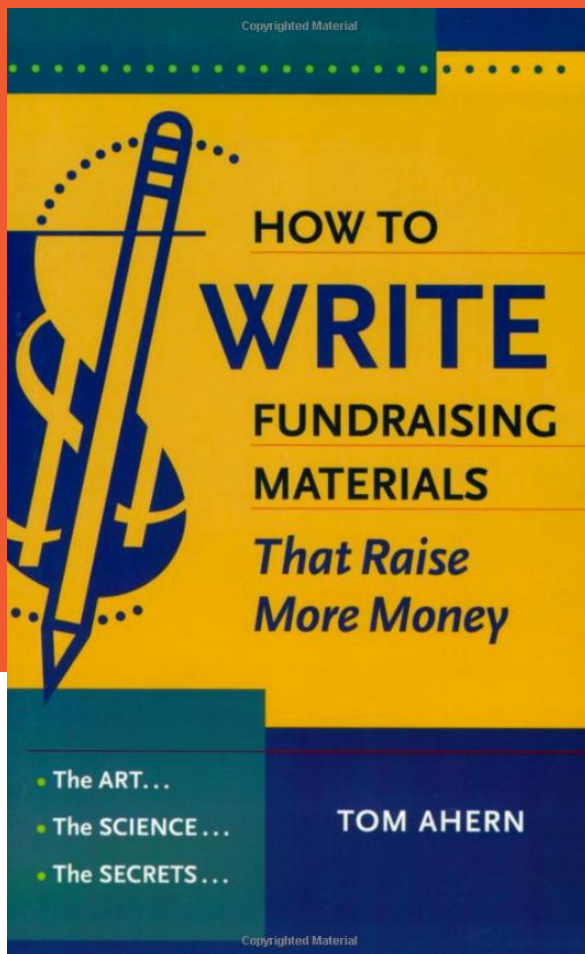
#5 EVERY MESSAGE IS MEANINGFUL, MAKING RECIPIENTS FEEL LIKE “INSIDERS”



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5 SECRETS OF EMAIL MARKETING GENIUSES

#5 EVERY MESSAGE IS MEANINGFUL, MAKING RECIPIENTS FEEL LIKE “INSIDERS”



“Your newsletter isn’t really about getting people to read your articles. Your newsletter is actually about delivering joy to your donors repeatedly.”

–Tom Ahern



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Action Steps

- ✓ Understand and apply the **5 ELEMENTS** of a powerful and engaging nonprofit website.
- ✓ Focus on **ROI** instead of **COST**.
- ✓ Use relevant and compelling **SUBJECT LINES**.
- ✓ Every **MESSAGE** should come from a real person.
- ✓ Make every message **MOBILE FRIENDLY**.
- ✓ Use a clear **CALL TO ACTION**.
- ✓ Make **EMAIL SUBSCRIBERS** feel like **INSIDERS**.
- ✓ Keep learning. Attend **FIRESPRING** webinars regularly.



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THANK YOU TO



WASHINGTON NONPROFITS

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.



Keep Learning With Us

Education without expectation • firespring.org/webinars



Online Fundraising
Best Practices for
Nonprofits



How to Avoid
Fundraising's Quiet
Killer: Donor Attrition



An Introduction to
Firespring's
Website Platform
for Nonprofits



Crowdfunding 101



How to Captivate
and Engage
Constituents with
Your Website



Convert Supporters
with Powerful
Landing Pages



Be Found: The Secrets
of SEO for Nonprofits



It's a New World—
How to Cultivate
Your Community
Online



5 Trends Shaping a
New Reality for
Nonprofits



5 Secrets of Email
Marketing Geniuses



Beyond the RSVP—
Crowdfunding for
Special Events



Advanced
Crowdfunding
Strategies



The Power of
Blogging & Thought
Leadership for
Nonprofits



Online Tools that Help
Nonprofits Learn,
Listen & Engage



Creating a Vibrant
Culture in Your
Nonprofit



Pave the Way to
a Successful
#GivingTuesday



Social Media 101
for Nonprofits



Boost Your
Fundraising with
Multi-Channel
Marketing



Julie Hull

✉ hello@firespring.org

☎ 877.447.8941



Introducing ...





More for you to **love** Washington
Nonprofits + Firespring for.
firespring.org/washingtonnonprofits



Firespring solves a problem

The result of
always trying
to “do more
with less”

The average nonprofit
rebuilds their website
every 2 to 2 ½ years.





**ONLINE
DONATIONS**

**FUNDRAISING
BOOTCAMP**

**CONTENT
MANAGEMENT
SYSTEM**

**SEARCH
ENGINE
OPTIMIZATION**

**LEGENDARY
SUPPORT
& TRAINING**

**EMAIL
MARKETING**

**LANDING PAGE
TEMPLATES**

**BLOG TOOLS
NEWSFEEDS**

**EVENT
REGISTRATION**

Special Offer for Members

firespring.org/washingtonnonprofits

Basic Plan

*Stunning responsive website
with fundraising tools.*

MONTHLY

\$89

INCLUDED SERVICES TO CUSTOMIZE YOUR SITE (\$550 VALUE)

Color Customization
Mission-Specific Stock Photography (5 Images)

INCLUDES

Event Calendar
Unlimited Fundraising Campaigns
Integrated Payment Processing*
Responsive Design Theme
Live Phone Support
Content Management
Expandable Website Structure
Landing Page Templates
SEO DIY Management Tools
Newsfeed
Site Analytics & Statistics
Site Hosting
Fundraising Bootcamp
NonprofitHub.org Premium Access

Premium Plan

*Essential nonprofit tools integrated into
a stunning responsive website.*

MONTHLY

\$129

INCLUDED SERVICES TO CUSTOMIZE YOUR SITE (\$950 VALUE)

Color Customization
Mission-Specific Stock Photography (5 Images)
Custom Email Stationery

— EVERYTHING IN THE BASIC PLAN PLUS —

Event Registration
Email Marketing
(5k subscribers & unlimited messages)
Integrated Shopping Cart
Group Management

Professional Add-On Services

\$1,599

~~\$1,899~~

Content Migration (30 Pages)
Site Structure Consultation

Reduced pricing made possible through grants provided by the Firespring Foundation.

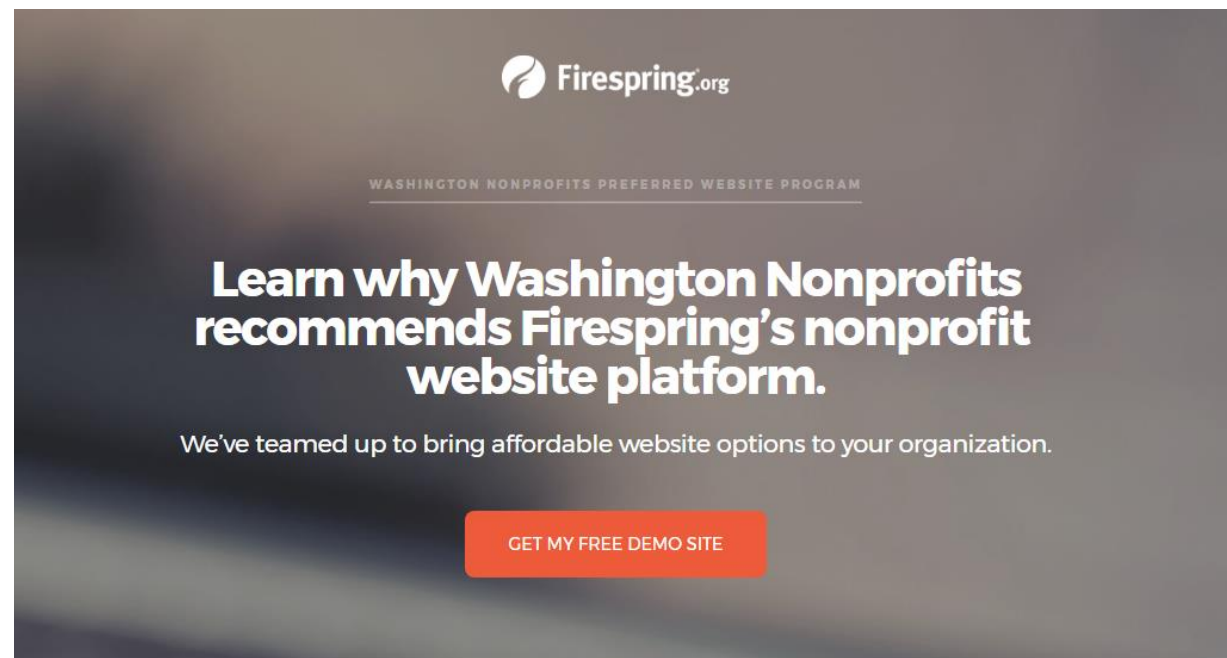
- ✓ Three months free service.
- ✓ 15% off list price for professional add-on services.
- ✓ Complimentary professional customization services (\$550 or \$950 value).
- ✓ Reduced fees on the Deposit a Gift by Firespring crowdfunding platform. (Members are automatically eligible for the lowest fees offered by Deposit a Gift).
- ✓ Subscription to Nonprofit Hub University.

It would cost more than \$50,000 plus a full time person year over year to build and maintain all of this yourself.



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firespring.org/washingtonnonprofits



Washington Nonprofits is thrilled to announce we've partnered with Firespring.org to provide state-of-the-art websites and online tools. In addition to significant savings and unlimited technical support, this partnership allows your organization to activate online promotions, enhance communications, increase registration and decrease administrative and communication costs.

Firespring.org offers Washington Nonprofits members:

- ✓ A branded responsive website that adapts to mobile devices.
- ✓ An easy-to-use web interface to make changes in minutes, not hours.
- ✓ Event management to support online registration for events.
- ✓ Enhanced fundraising pages and crowdfunding tools.
- ✓ Integrated payment processing and seamless online giving experience.
- ✓ Unlimited live support and a money-back guarantee.



"A website is a nonprofit's front door to its community, donors, volunteers and funders. Washington Nonprofits is partnering with Firespring to make sure that every nonprofit in Washington has access to an affordable, high quality website that supports its mission. We are excited to bring Firespring's deep knowledge and practical resources to you, our members."

Nancy Bacon
Washington Nonprofits Director of Learning & Engagement



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firespring.org/washingtonnonprofits

FREE
DEMO
SITE

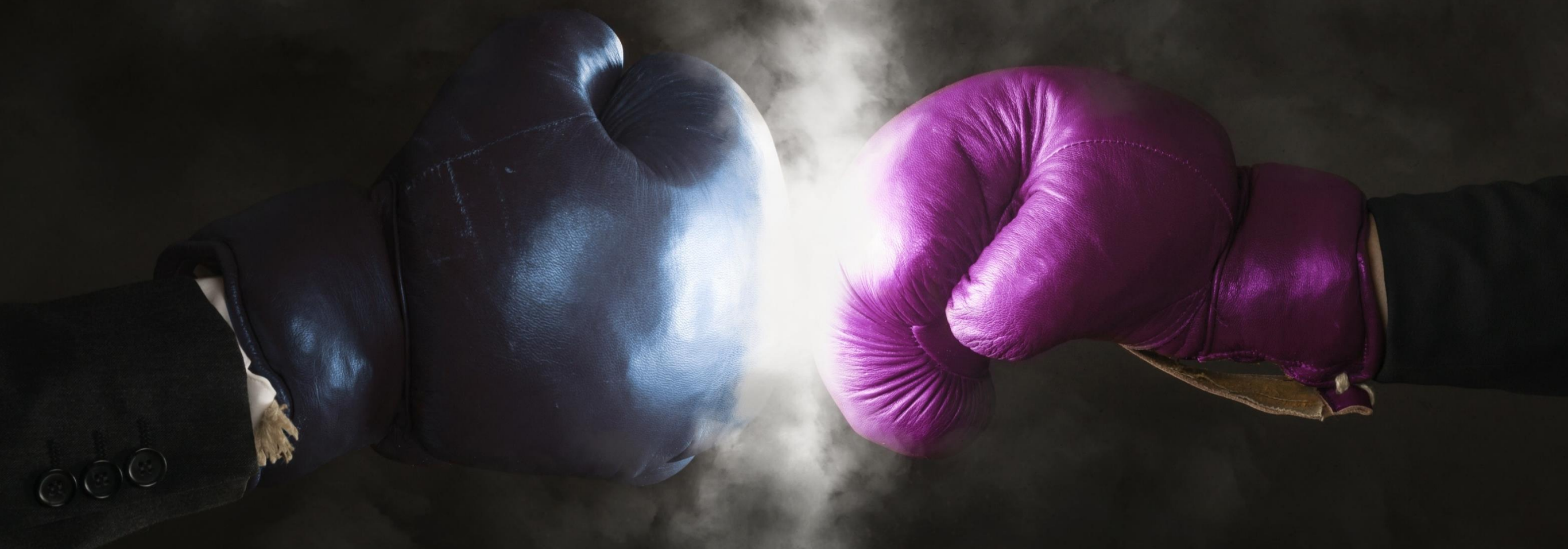
TRY US ON FOR
SIZE TODAY

Not a member?

Visit washingtonnonprofits.org/membership



**Firespring is here to help you
kick butt & take names
on #GI~~VE~~INGTUESDAY.™**

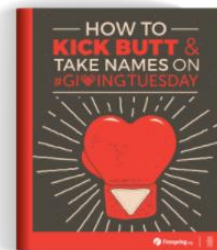


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Free #GIVINGTUESDAY™ eBook



Are you ready to knock out your most successful giving day ever?



In this free eBook, you'll learn how crowdfunding can help you run a rock solid #GivingTuesday campaign that:

- ✓ Mobilizes your community and creates brand ambassadors.
- ✓ Prepares you for a wildly successful #GivingTuesday.
- ✓ Sets you up to kick off your year-end appeal.
- ✓ Supports your ongoing fundraising strategy.

Done right and with thoughtful preparation, #GivingTuesday is a fundraising game-changer. **Let's win it.**

Yes!

I want to raise more money and expand my reach this #GivingTuesday.

KICK BUTT & TAKE NAMES

firespring.org/kickbutt



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#GIVINGTUESDAY™ Webinar Series

Education without expectation



Pave the Way to
a Successful
#GivingTuesday



Convert Supporters
on #GivingTuesday
with Powerful
Landing Pages



Social Media 101
for #GivingTuesday



#GivingTuesday
Before, During and
After—Your 9-Week
Success Plan!



How to Leverage
Blogging &
Thought
Leadership for
#GivingTuesday



Avoiding Donor
Attrition after
#GivingTuesday

VIEW THE RECORDINGS:
firespring.org/gt-2017-webinars



Julie Hull

Education Manager

✉ hello@firespring.org

☎ 877.447.8941

 **Firespring.org**



Let's connect on LinkedIn.

LinkedIn

Jay Wilkinson

Geek with social skills | Entrepreneur | Angel Investor | Author | Firespring CEO
Lincoln, Nebraska | Marketing and Advertising

500+
connections

Current	Firespring, Launch Leadership Foundation, Prosper Lincoln
Previous	PaymentSpring, Cornerstone Print & Marketing, AlphaGraphics of Nebraska
Education	Massachusetts Institute of Technology - Sloan School of Management
Recommendations	12 people have recommended Jay
Websites	Firespring Cornerstone Print & Marketing NE Angels

Jay's Posts & Activity



My personal story: Why I...
Jay Wilkinson on LinkedIn
October 12, 2016

This is Why Facebook Is Treating Us As Fools
Jay shared

How to Talk to Your Constituency - Nonprofit Hub
Jay shared

Why We Keep Doing Things That Are Bad for Us
Jay shared

[See 2 more posts](#)

[See all activity](#)

Summary

Early in life, Jay Wilkinson learned he was unemployable and committed to being an entrepreneur. Before graduating from college, he started 8 businesses, most of which failed miserably. He eventually caught on, and in 1986 helped launch Campus Connection magazine in NYC which ultimately expanded more than 350 campuses.

After selling the magazine in '92, Jay moved back to Nebraska to open an AlphaGraphics printshop which subsequently broke the record for the 350-store franchise as the fastest to reach \$1MM in annual sales. Today, the printing company is listed by Printing News magazine as the largest largest rapid-response printshop in America.

In 1996, Jay and his team launched a website design division which eventually landed the Backstreet Boys Band as a client. They knew from that point on, they'd always "Want it That Way" and in 2001, spun-off the division as a separate company.

Today, Firespring has more than 250 team members and thousands of clients all over the world. It became the first Certified B Corp in Nebraska in 2014 and was named by Inc. Magazine in 2016 as one of America's "50 Best Workplaces."



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