

The Ultimate 2-Week (\$2K-\$10K) Email Fundraising Campaign Starter Kit

Imagine raising \$2,000 to \$10,000 in donations from a 2-week email campaign.

Not only will you generate thousands of dollars of additional support for your nonprofit, you'll be able to do so with less stress, in a shorter amount of time, and with little to no marketing budget needed.

Can you really imagine that? You'd be your nonprofit's marketing hero!

With a proven email marketing fundraising formula to follow you can escape the no-time or no-budget marketing trap, with the ability to power-up fundraising when time is limited and money is needed to move your mission forward.

Getting Started with Your Email Fundraising Campaign

To help you kickstart the development of your email marketing fundraising campaign there are three decisions you need to make. The good news? Once you have all the details (which I'm going to give you in this Starter Kit) they are pretty easy to make!

Decision #1: What Type of Email Fundraising Campaign Are You Going to Launch?

Decision #2: When Will Your Email Marketing Fundraising Campaign Take Place?

Decision #3: Who Are You Going To Send Your Fundraising Emails To?

DECISION #1:

What Type of Email Fundraising Campaign Are You Going to Launch?

There are many types of fundraising emails but, let me give you the three most popular types of fundraising emails that are most effective (meaning they typically generate the most donations); the **Themed Campaign**, the **Match Campaign** and the **End-of-Year Campaign**.

Here's a breakdown of each to help you decide which one is best for your nonprofit.

The Themed Campaign

A Themed Campaign is a good starting point, where you build a campaign around an important date, occasion or celebration for your nonprofit. Your messaging will be centered around the theme creating energy and excitement about this special occasion that motivates and inspires people to give.

The Match Campaign

A Match Campaign provides opportunities for marketing magic. This type of campaign quickly creates a sense of community around a goal or plan that seems all the more achievable because every donation up to the goal amount will be matched. Give one dollar, and you'll really be giving two is a powerful way to motivate people to give.

The End-of-Year Campaign

An End-of-Year Campaign positions your ask for support during prime donation time. It's the most anticipated and expected fundraising campaign that can be enhanced as a celebration of all the great work you've done in the past year. Specific and detailed, it can generate a very large portion of your nonprofit's annual support.

The Pros and Cons for The Themed Campaign

The anniversary of your nonprofit. A holiday that aligns well with your messaging. #GivingTuesday. These are examples of themes you can build a campaign around. Using language and imagery that tie to your theme, you'll create a sense of this being an event that your supporters want to be a part of.

PROS:

- There are lots of options to create a Themed Campaign around.
- A Themed Campaign can be added to your calendar any time of the year so you have lots of flexibility around the timing of this campaign.
- This type of campaign can add new energy and excitement that attracts new donors.

CONS:

- A Themed Campaign can fall flat fast if it's not relevant to your cause.
- This type of campaign may run the risk of being perceived as too far reaching or unrelatable.

Example of a Themed Campaign:

Nonprofit Spotlight: United Way of Northern Arizona

Themed Campaign: KinderCamp™

KinderCamp is one of the most popular programs offered by this local United Way.

It's a month long program that takes place during the summer designed to ensure that children about to head off to kindergarten in the fall have the academic, emotional and social skills so they are ready to succeed on that all-important first day of school.

It was launched 2-weeks prior to the start of KinderCamp with a \$5,000 fundraising goal specifically to provide classrooms with the supplies needed for hands-on learning. Things like crayons and markers, kinetic sand, construction paper and scissors.

\$5,600 in donations were collected, with an average contribution of \$25.

The Pros and Cons for The Match Campaign

Who doesn't like the idea of doubling or tripling your impact when you make a donation? That's the power behind matching campaigns - the give instant gratification to the donor, because his or her gift is now suddenly worth a great deal more. They also lend the campaign instant credibility because someone (even if that someone is anonymous) is making a large investment to motivate you to give.

PROS:

- A Match Campaign is a great way to incentivize donors. It typically doubles the value of their donations and makes them feel like they have given twice as much.
- This type of campaign allows you to build synergy around the effort that makes donors feel connected to a community of givers instead of giving just as an individual supporter.
- It's easier to get others to give when they see that someone has given a large amount towards the end goal.
- Often times Match Campaigns attract larger contributors like businesses and foundations interested in leveraging their investments.
- It takes less time to acquire one donation, that is doubled (or even more) with additional donor support that is less costly too.

CONS:

- Your audience might 'lose fundraising faith' if you don't hit the mark.
- Keeping track of donations and reporting real-time-status updates can be hard to manage if you don't have a sophisticated donor management system in place.

Example of a Match Campaign:

Nonprofit Spotlight: Paw Placement

Match Campaign: 5 Day Dollar-for-Dollar Match

A very kind and caring animal lover said she wanted to help Paw Placement with a 5-day dollar-for-dollar donation match, up to \$5,000.

The timing of the campaign was during St. Patrick's Day so a 'little luck of the Irish' and 'Pot of Gold' messaging was used solely through email, and of course using this formula.

More than \$14,000 in donations were collected! There was indeed a huge pot of gold at that end of that campaign rainbow.

The Pros and Cons for an End-of-Year Campaign

An End-of-Year Campaign positions your ask for support during prime-giving-time. It can be a recap of the great work you've done in the current year and/or a preview of programs and initiatives you plan to launch in the coming year. It can also dovetail with federal or state tax considerations, and you can appeal to your donor's desire to make a contribution that will be reflected in their upcoming tax return.

PROS:

- Because end-of-year is prime time for giving, you can expect more interest and engagement.

CONS:

- But it's also a busy time of year. People may be distracted, looking for holiday sales instead of thinking about giving when they are looking at their email.

Example of an End-of-Year Campaign:

Nonprofit Spotlight: Boys and Girls Club

End-of-Year Campaign: Open The Door To A Great Future

The Boys and Girls Club ran an end-of-year email campaign specifically for their Health and Wellness Programs. The emphasis was on helping kids set personal goals to nurture their well-being as the New Year was about to begin.

With a small email list of targeted donors who had expressed interest in the clubs Health and Wellness Programs, they secured \$6,400 in donations.



Now that you've been introduced to the three most popular and profitable types of email fundraising campaigns, I want you to think about which one, at this point in time would be best for your nonprofit to start with.

You can certainly do all three, but as part of this email fundraising starter kit process, which type of campaign is the best one for your organizations to begin with?

Write it down below.

#1. _____ (first email fundraising campaign)

Something to consider:

A themed campaign offers the most flexibility and is a good place to start. It will provide you with the opportunity to fine tune your process of developing, implementing and managing your campaign without the additional elements needed for match and end-of-year campaigns. There is always room for more email fundraising campaigns once you've launched your first one with success!

DECISION #2:

When will your email fundraising campaign take place?

Once you've decided what type of email fundraising campaign you're going to develop first, your next step is to decide when it will take place.

Declaring when your campaign will take place makes this whole thing real. It brings it to life. It makes it more exciting. It also gives you a way to reverse engineer your overall plan of action.

To kickstart the planning process, you'll want to gather a little intel.

There are two very important factors to first consider:

#1. When do you send your standard email communications?

Day: _____

Time: _____

Frequency: _____ (weekly, bi-weekly, monthly)

This is important for purposes of consistency in your communications. The frequency of your fundraising emails need to be aligned with your standard communications so that it doesn't interrupt the flow of your communications calendar and confuse those who regularly open, read and respond to your communications.

#2. What fundraising events are taking place and when?

Fundraising Event: _____

Date: _____

Fundraising Event: _____

Date: _____

Fundraising Event: _____

Date: _____

This is important so that you can define the best time to add an email fundraising campaign to your calendar.

With these details, you can strategically begin the reverse engineering planning process.

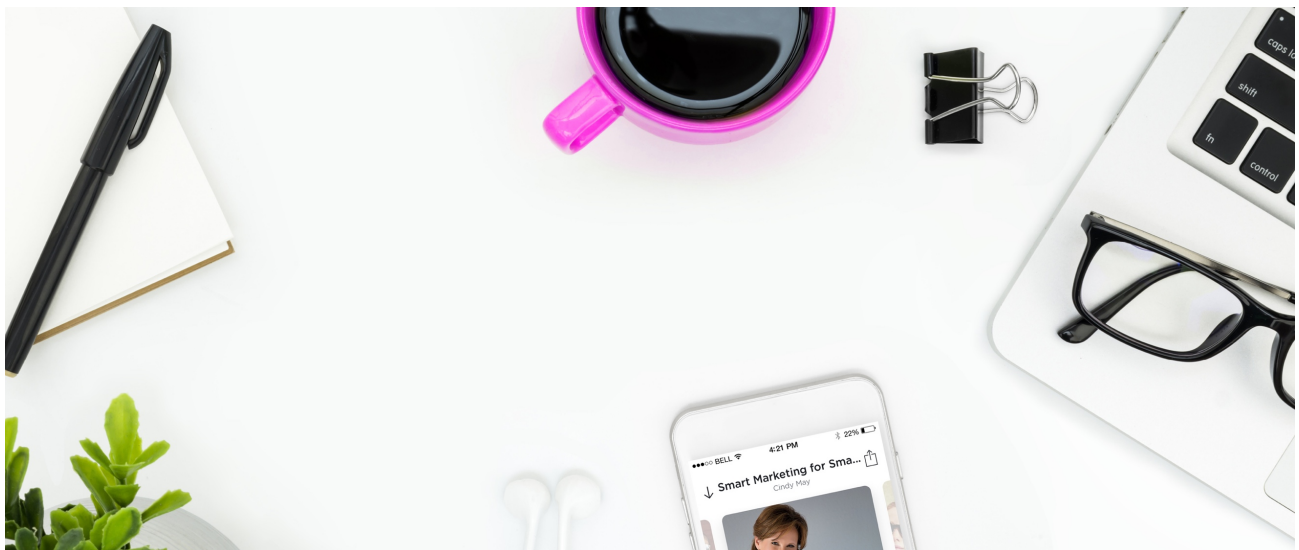
Looking at your quarterly event and fundraising calendar, or even better, your annual calendar, where would a 2-week email fundraising campaign fit in?

You don't want to run an email fundraising campaign that overlaps with a fundraising event unless it's part of the overall outreach plan (like an end-of-year campaign), and you don't want them to run too close together. Timing is critical to the success of your email fundraising campaign.

For clarity's sake, let's first talk about the difference between an email fundraising campaign and a fundraising event. Each is conducted differently, and clarity around the two is important before moving forward.

Your email fundraising campaign is a digital campaign that includes emails over the course of 2-weeks to those on your email list asking for support. Additional digital outreach might be included (website promotion, social media posts, text to donate, Facebook ads), but the overall effort is managed digitally, not in person. Donations are collected from your online donation page.

Your fundraising event is a gathering of people at a particular venue who will be asked to support your cause in person. Donations may be collected by check or mobile marketing at the event, or through direct outreach after the event.



Once you choose your run dates, run it through the ***4-Point Checklist*** below:

This checklist will ensure you don't choose a 2-week email fundraising campaign time frame that will interfere with other fundraising efforts. It will also help you avoid picking a time when donors are less likely to respond. When you've chosen your 2-week campaign run dates, ask yourself the following questions:

Best Time To Run An Email Fundraising Campaign 4-Point Checklist

1. Have I selected a 2-week window of time that doesn't overlap with any other fundraising event?
2. Is there a 2-4 week window of time between my chosen email fundraising campaign run dates and any fundraising event?
3. Does the timing align with any major holidays when my donor base (those on my email list) would be LESS likely to respond? (Christmas, Spring break....)
4. Does the email fundraising campaign include run dates that coincide with the frequency of my standard communications?

Here's a sample fundraising calendar that reflects good timing for an email fundraising campaign.

Nonprofit: Room to Read (childhood literacy organization)

Valentine's Day Themed Campaign: For The Love Of Reading

- 2-week email fundraising campaign **(EFC)** February 1-14
- 27-Day gap (almost 4-weeks) between EFC and Fundraising Event (Spring Gala) February 15-19
- No holiday interference (Spring Break when families with young kids are less likely to respond)
- Email Fundraising Campaign **(EFC)** run dates include two standard communications February 5th and 12th.
- Campaign Closes on Valentine's Day 2/14.

February:

SUN	MON	TUE	WED	THUR	FRI	SAT
	1 EFC LAUNCH	2 EFC	3 EFC	4 EFC	5 EFC Standard communications	6 EFC
7 EFC	8 EFC	9 EFC	10 EFC	11 EFC	12 EFC Standard communications	13 EFC
14 EFC CLOSE Valentines Day	15 27-day Fundraising Gap 2/15-3/19	16	17	18	19 Standard communications	20
21	22	23	24	25	26 Standard communications	27
28						

March:

SUN	MON	TUE	WED	THUR	FRI	SAT
	1	2	3	4	5 Standard communications	6
7	8	9	10	11	12 Standard communications	13
14	15	16	17	18	19 Standard communications	20 SPRING GALA
21	22	23	24	25	26 Standard communications	27
28	29 Spring Break	30 Spring Break	31 Spring Break	Spring Break	Standard Communications	

DECISION #3:

Who Are You Going To Send Your Fundraising Emails To?

One thing that is just as important as the timing of your email fundraising campaign is who you send your emails to. Don't make the mistake of thinking sending emails to more people (like your entire email list) will provide better results. The key to email marketing fundraising success is sending emails to the right people at the right time. It's a 'less-is-more' strategic approach that will generate the best results.

Determining who to send emails to depends on the behaviors and interests of each person on your email list. It's important to take the time to carefully consider who should and shouldn't receive your fundraising emails. If you don't, you run the risk of losing subscribers instead of gaining donors. When that happens, you've likely lost a potential donor for good.

Here's a starter guide to segmenting your email list to get the best response to your emails asking for support.

Who to send fundraising emails to:

Prospective Donors: those who have expressed interest in the initiative or program your email fundraising campaign is focused on.

- Event Attendees
- Volunteers

Past Donors: those who have supported the initiative or program your email fundraising campaign is focused on.

- 3-6 months ago
- Lapsed donors

Who not to send fundraising emails to:

New Donors: those who have given to your nonprofit within the last 3 months.

- Online
- At an event
- Through 1-on-1 outreach

Supporters of other initiatives and programs within your organization: those who have had a longtime affiliation and history of giving with any one particular program or initiative that is different from the one your email campaign is focusing on.

Consider this:

According to the 2018 M+R Benchmark Study (specifically for nonprofits) email revenue increased by 24% and accounted for 28% of all online giving.

What it's Like to Successfully Run Email Fundraising Campaigns that Generate Thousands of Dollars of Support for Your Nonprofit Over and Over Again

Being able to quickly, easily and inexpensively launch an email fundraising campaign time and time again is one of THE single most powerful and exciting strategies for nonprofits that combines the power of digital marketing and fundraising.

It's what's allowed me personally to help many nonprofits generate hundreds of thousands of dollars of support for their good causes with little investment and huge returns.

Unlike other types of marketing and fundraising strategies that are costly, complex and time-consuming..... an email marketing fundraising campaign can be simple to set up while still producing mission-critical revenue and impact.

It's the type of strategy that allows you to truly market your mission efficiently and effectively while knowing that you're serving your market and creating the impact you were meant to make.

- An email fundraising campaign is PERFECT for nonprofits who have limited resources, but need more funding support to sustain and grow their impact.
- It's also perfect for a nonprofit wanting and needing to reach more people in less time to nurture and grow more donor support based on people's interests, values and belief in their mission. In other words, those who want to use targeted marketing to foster long-term loyal giving.

With a proven email marketing fundraising formula to follow you get to finally escape the no-time or no-budget marketing trap, with the ability to power-up fundraising when time is limited, and money is needed to move your mission forward.



If you want a simple (but very profitable) marketing strategy that slashes up to 85% off the time, complexity and cost without sacrificing revenue potential --- an email marketing fundraising campaign is all you need.

It can serve as a backbone to your fundraising efforts and allow you to generate thousands of dollars of additional support for your nonprofit, when needed.

In short, it's an amazing time to use email marketing to support your cause.

Stick with me and I'll show you what it takes to move from feeling like email marketing isn't all that effective in raising funds, to moving into the use of email marketing as a power-house and priority fundraising toolone that you can count on to generate thousands of dollars of support time and time again.

Watch your inbox! I'll soon be sending you a personal invite to my free masterclass where I'll take you behind the scenes of my own nonprofit marketing business, giving you the secrets to what it takes to set-up, launch, and manage email fundraising campaigns that generate (\$2K-\$10K ...and sometimes more) in 2-short weeks...

without the constant marketing pressure of limited time, talent and resources.

I've got you covered.

- Cindy