



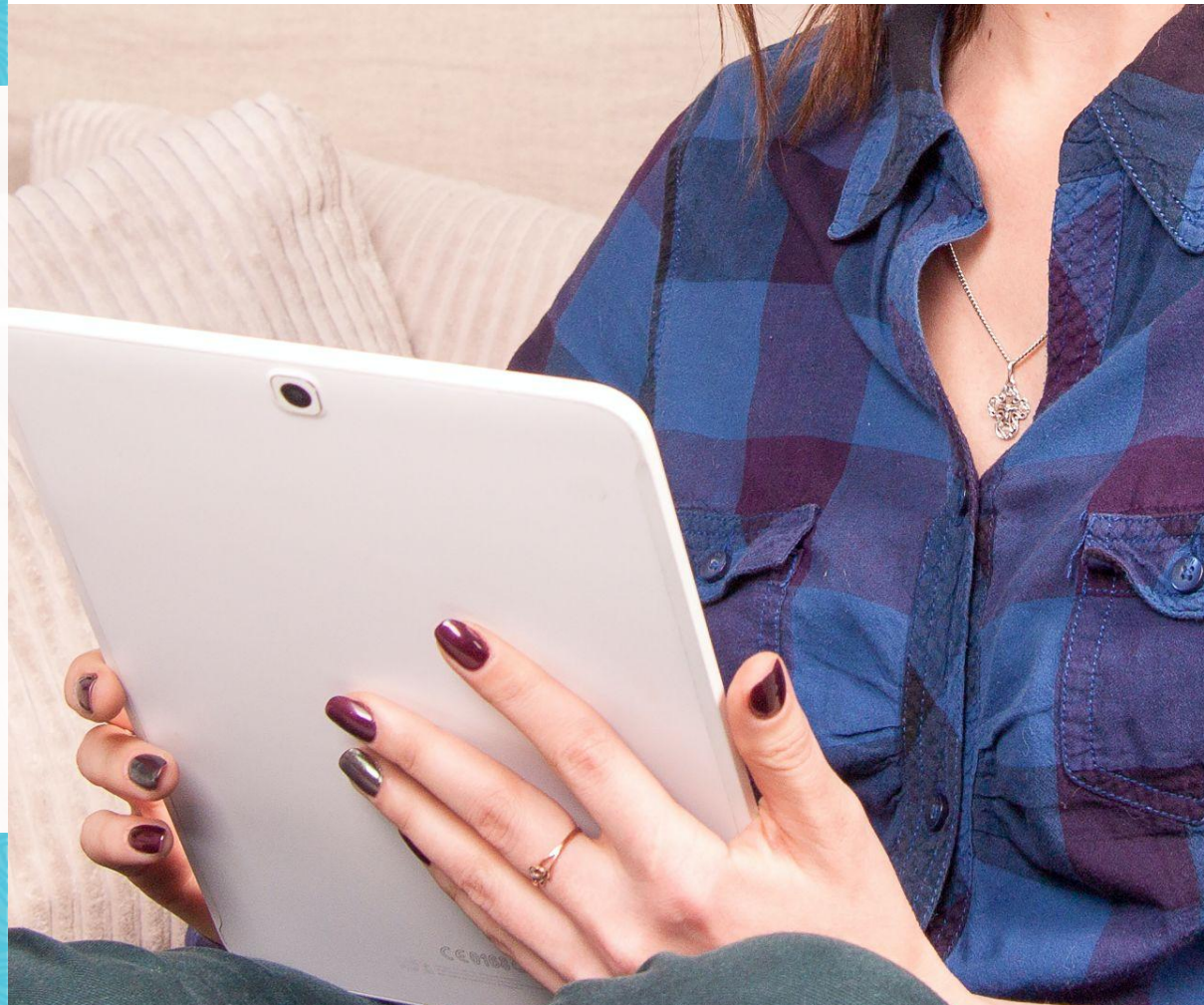
Maximizing Digital Donor Engagement for Year-End Fundraising

Presented by:
Vanessa Chase Lockshin



Your non-profit has an email list.

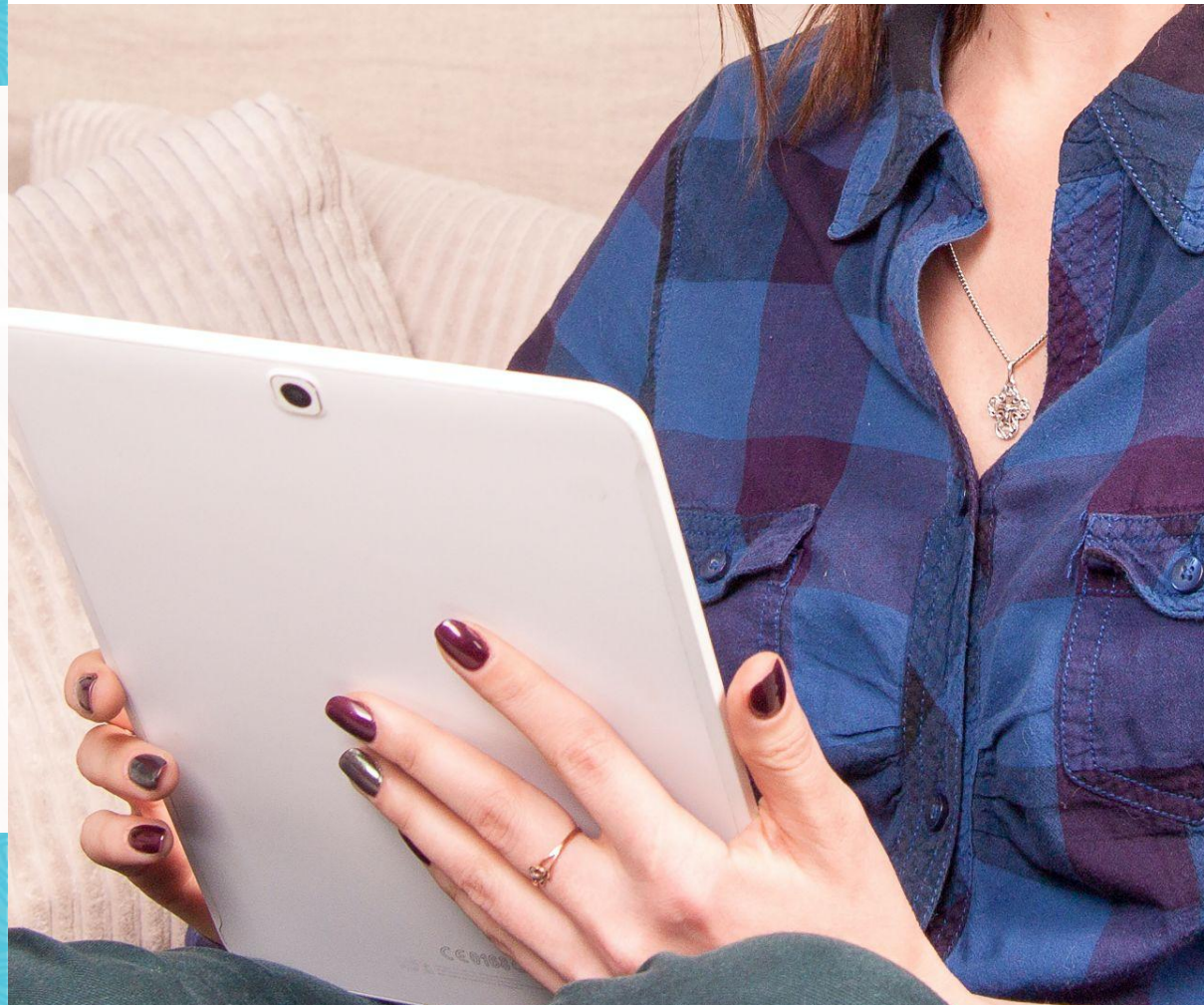
Let's say you have 2,000 subscribers.



Your probably have an email list.

Let's say you have 2,000 subscribers.

But how many *engaged* subscribers do you actually have?



Email List Health 101



A close-up photograph of a person's hands holding a dark blue smartphone. The person has long, light brown hair and is wearing a dark blue jacket. A silver ring is visible on the ring finger of the left hand. The background is a plain, light-colored wall.

Who makes up your list?

- Your total list size doesn't tell you nuanced information that's driving results
 - Engaged subscribers are the ones taking action
 - Disengaged subscribers are now re-acquisition targets. They can also impact your deliverability.
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- A decorative, light gray swirl pattern located at the bottom right of the slide, extending from the bottom edge and curving upwards and to the left.

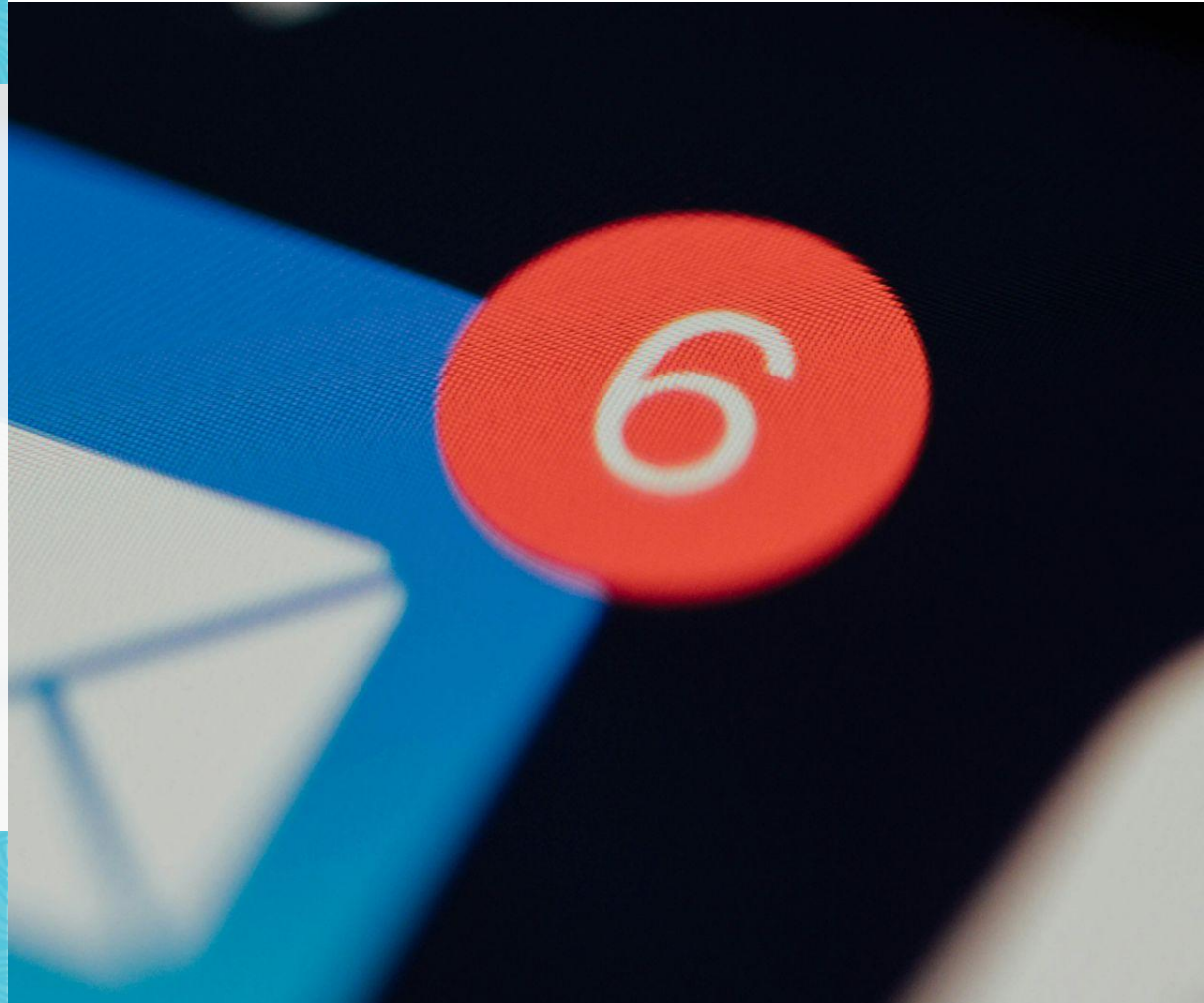
Identifying your email segments

- Engaged email subscriber = has opened, clicked or taken some other action within the last 90 days
- Disengaged email subscriber = have not opened, clicked or taken some other action in 90+ days



Email fundraising is largely a numbers game.

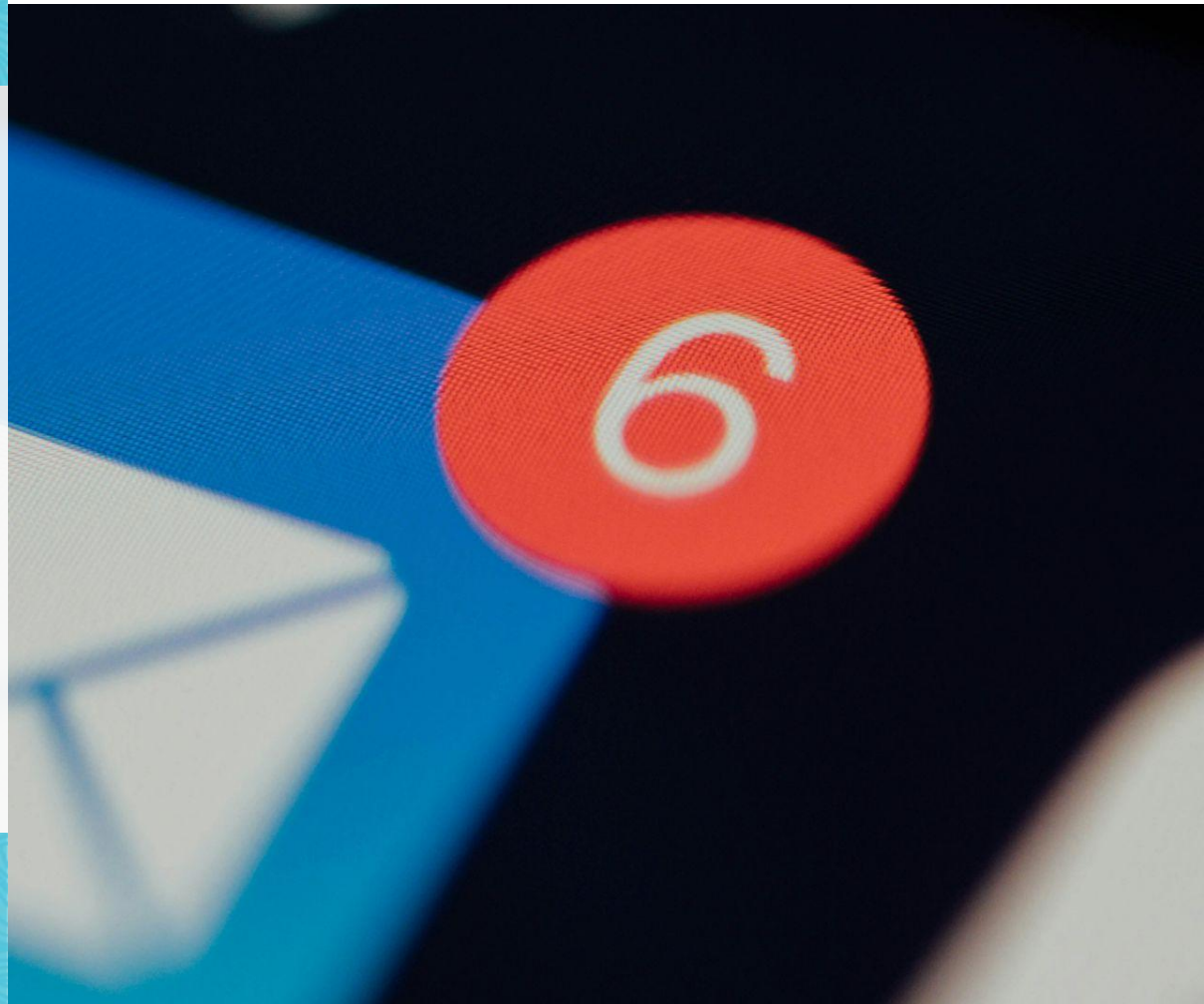
The more people you email, the more opens you have, the more clicks you have, the better.



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We want to go into YE with the most engaged subscribers possible



3 Strategies to Re-Engage Subscribers



#1 Resend Best Performing Emails

- Look at your analytics and identify your best performing, evergreen emails from the last 6-12 months
- Pick 3 to 5 of those emails to re-send to disengaged subscribers over 7-8 weeks
- With each send, track who has become re-engaged and remove them from the disengaged group





#2 Segment Out Donors and Focus on Stewardship

- Generally speaking, donor stewardship emails tend to have the highest engagement
- Build a series of 3-5 emails that focus on donor stewardship and storytelling to send to disengaged donors who are email subscribers
- With each send, track who has become re-engaged and remove them from the disengaged group

#3 Use a Survey

- Surveys are a great engagement tool, if done well
- Try polls or one-question surveys that can inform subsequent email content.
- Example: Which area of our work are you most interested in?



Tracking Re-Engagement Campaign Results

Email Name	Total Sends	Open Rate	Number of Opens	Click Through Rate	Number of Clicks	Unsubscribes	Number of subscribers re-engaged



What should you do with subscribers who don't re-engage?

- Consider removing them from your list
 - But keep their email address on file somewhere else
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What's 1 Tip You'll Implement From This Session?

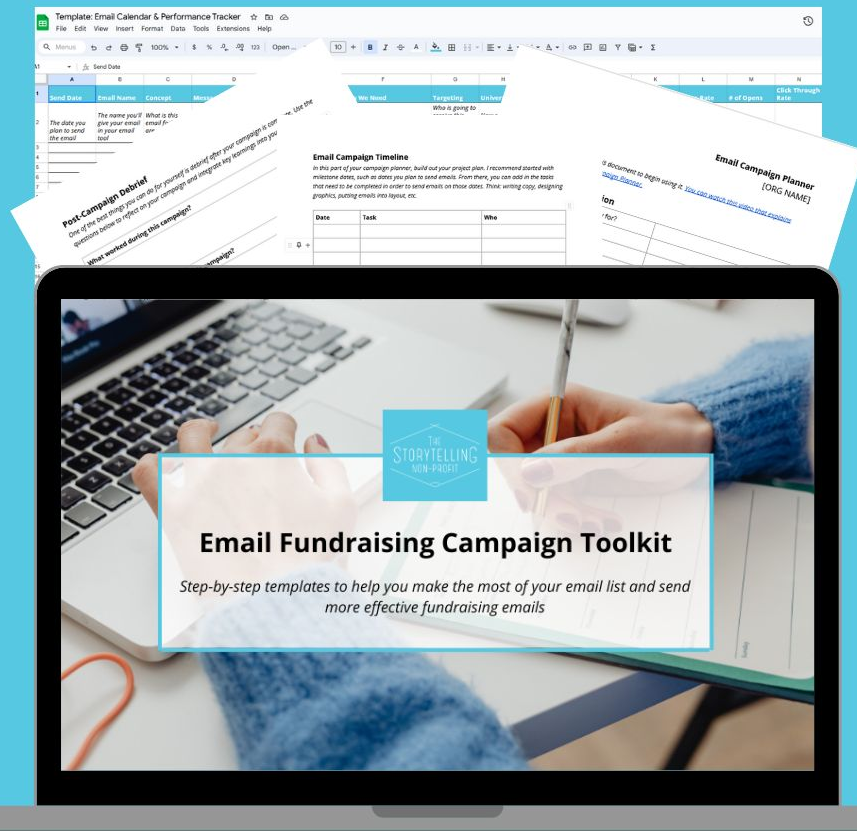


Grab the FREE templates inside the Email Fundraising Campaign Toolkit!

Get the **Email Campaign Planner** to map out your next campaign

Plus you'll get the **Email Calendar & Performance Tracker**

TheStorytellingNonprofit.com/toolkit/



The logo for The Storytelling Non-Profit is a teal circle containing a white diamond shape. Inside the diamond, the words "THE STORYTELLING NON-PROFIT" are written in a white, sans-serif font, with "THE" and "NON-PROFIT" on separate lines above and below "STORYTELLING".

THE
STORYTELLING
NON-PROFIT

Go Send Amazing Emails 😄



vanessa@thestorytellingnonprofit.com

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