

# We build software that builds movements.



Dynamic  
CRM

Fundraising  
Suite



Ruth Jordan

PROSPECT

**Contact:** ruth@rjordan.co ✓ • Facebook message

**Point person:** Elizabeth Russell

**Recruiter:** David Hall

volunteer

office volunteer

homepage signup



Ruth Jordan donated **\$25.00**  
to **South Chapter**

5 days ago

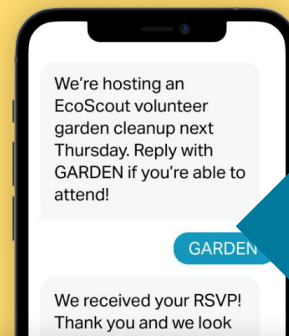


Ruth Jordan donated **\$50.00**  
to **East Chapter**

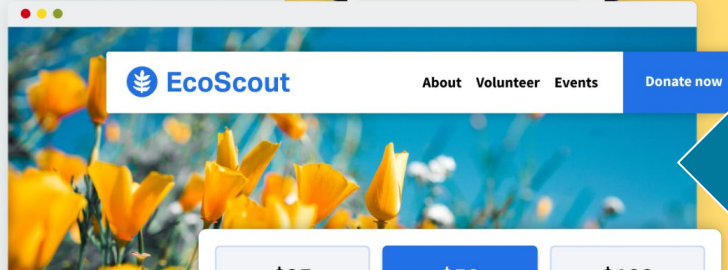
2 days ago



Ruth Jordan started the path



Communications  
Suite



CMS

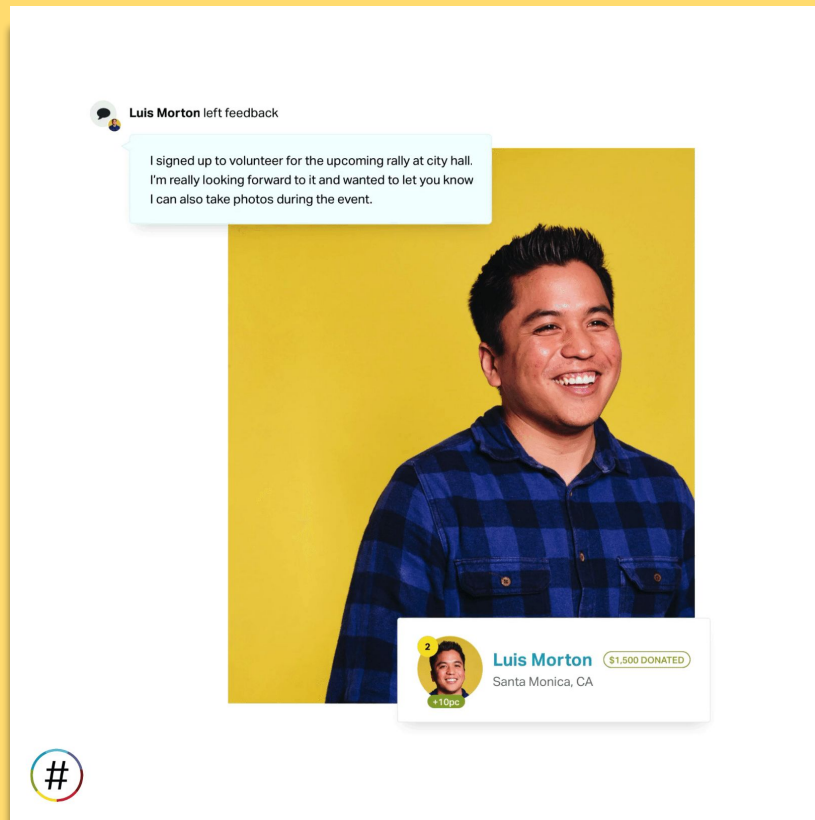
# Product Principles.

Own your data.

Put people at the center.

Move people to action.

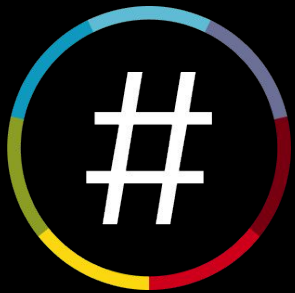
Distribute leadership.







# Email: How to increase your click through rate (CTR)



Email: How to increase your click through rate (CTR)

# **Intro to email deliverability**



Email Deliverability

## How to send great emails

**Right  
message**



**Right  
person**



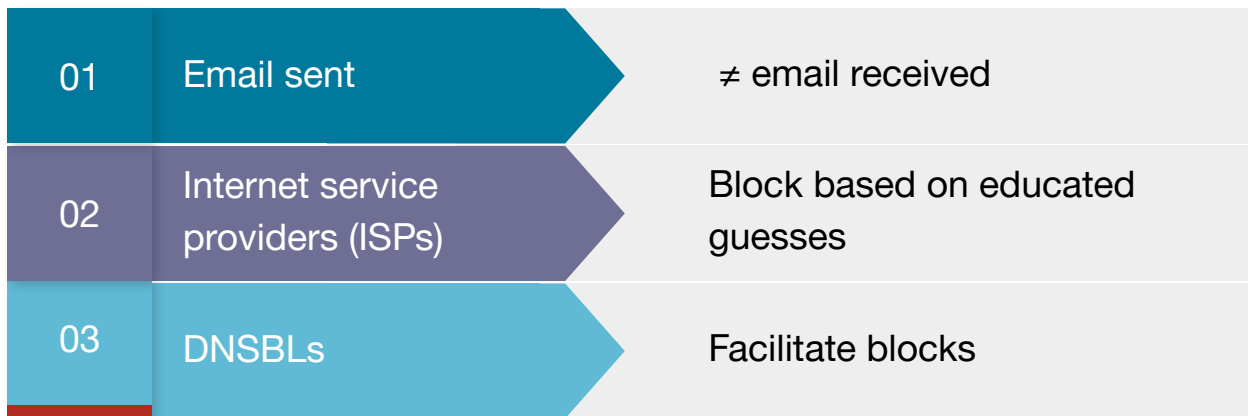
**Right time**

**Successful email programme**



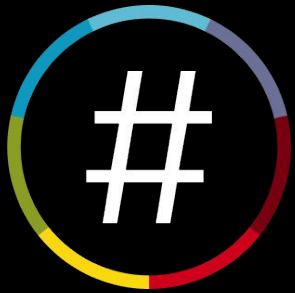
Email Deliverability

## But getting emails delivered is hard



Email service providers regulate sends

Success of future sends depend on historic performance



Email: How to increase your click through rate (CTR)

## **Best practices**





Best practice

## Get it delivered

### Domain authentication

Custom domains

### Build reputation over time

Send smaller targeted emails first to build your reputation with ISPs over time. By warming up your domain, you are showing to ISPs that you are not sending harmful emails or spam.

### Fresh, organic list

A smaller, engaged list is more responsive and will take more action than a large disengaged one.

### Don't purchase lists

They're filled with ghost emails and spam traps you'll get marked as spam.

### Content

Image ratio 60:40 rule

Subject line  
draft 30, pick one

Sender - who?



Best practice

## Get it opened

### Content

Add the person's name to the subject line with a call to action.

Send from a person rather than organisation.

### Honor the Opt In

Introduce yourself to prospects (workflow emails are great for this).

Never blast non-supporters.

Treat your supporters with respect.

### Target your emails

By use case, previous engagement, communication preference.

Let people tell you how often they want to hear from you and about what.



Best practice

## Get it engaged with

### Always have an ask

You must have something to click on to have a click through rate to measure

Make it clear and easy to find.

But also be specific about the impact their action will have.

[Sign here](#)

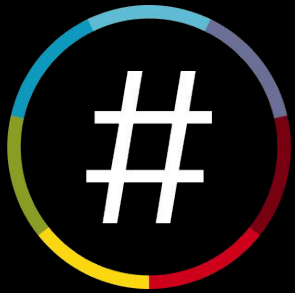
### Personalise asks based on previous engagement

Ask donors to donate more than they have in the past.

Volunteers to sign up for a special event.

### Always have a follow up plan

Thank those who take the action you requested;  
\*plan for replies.



Email: How to increase your click through rate (CTR)

# **Lifecycle of an email recipient**



Lifecycle of an email recipient

## Acquisition and warm-up

### **Know where your list came from**

Keep track of a recipient's origin and deliberate and forthcoming with your signup process. Tell recipients what to expect and include a consent form on your webpages.

### **Carefully introduce recipients to your community**

Have a “warm-up” series for new additions to your list. Tell recipients what to expect and ask what they want to hear about. Use a signup page and consents to collect this information.



Lifecycle of an email recipient

## Listening and adjusting

### Measure performance

Monitor email stats for both higher and lower than usual performance

### A/B testing

Subject lines and senders are key to test, and can make a huge difference



### Message testing

Are there certain messages that get a better response than others?

Use mail-tester.com or similar to test the spam score of each email prior to sending it out.

### Experiment based on engagement

Personalisation significantly increase donations. Drop in sentences to target people based on previous engagement, e.g. thanks for donating last time, please support ongoing effort



Lifecycle of an email recipient

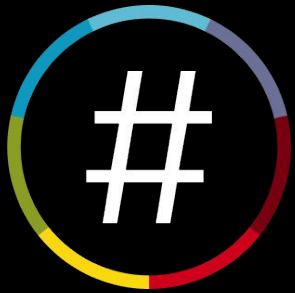
## Sunsetting and winback

### **Inactive recipients need attention, too.**

Emailing recipients who do not open is ineffective and hurts you in the long run. Identify inactive recipients.

### **Have an ongoing plan for list decay.**

22.5%\* of a given email list expires over the course of a year. Use a combination of winbacks and new acquisitions to maintain a healthy list.



Email: How to increase your click through rate (CTR)

# **The importance of personalisation**





THE IMPORTANCE OF PERSONALISATION

## Privacy by default

- Gain consent from your supporters
- Acknowledge all supporters are not equal
- Know who, how and when people want to be in conversation with you



PRIVATE



THE IMPORTANCE OF PERSONALISATION

## Say goodbye to big data

- Be smarter with the data you collect, don't just collect more of it
- Analyze and aggregate it to paint a picture of the people behind the data
- Identify your data goals
- What is their relationship to your organisation

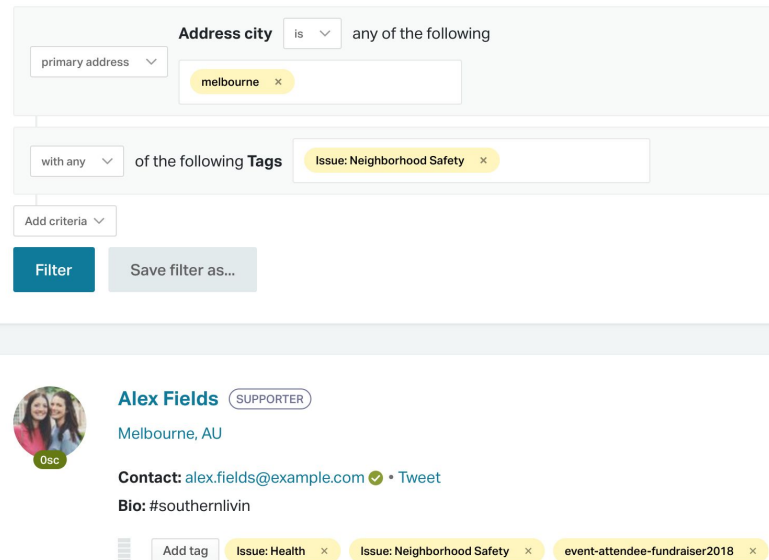
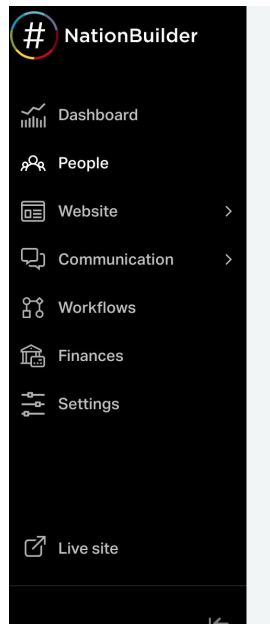
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THE IMPORTANCE OF PERSONALISATION

## Segment your list

- By persona
  - Issues that the person cares about
  - Geographic
  - Preferences
- By behaviour
  - Actions taken
  - Ex. major donors suppressed from small asks
- By life cycle
  - Are they new supporters
  - Have they opened emails recently?





THE IMPORTANCE OF PERSONALISATION

## Segment your list

Thanks for joining SumOfUs!



Inbox x

Advocacy x



**SumOfUs.org** <info@sumofus.org>

7/15/12



to me ▾

Hey Alex,

We are thrilled you've joined SumOfUs. So thrilled, in fact, that we're jumping up and down! Why? Because together, we are going to take on the biggest corporations in the world, and beat them!

Want to share your ideas for what we should be working on? [Click here to take a short survey.](#)

We'll be in touch soon!

- SumOfUs



SumOfUs is a world-wide movement of people like you, working together to hold corporations accountable for their actions and forge a new, sustainable path for our global economy. You can follow us on [Twitter](#), and like us on [Facebook](#).

Was this email forwarded to you? [Click here](#) to add yourself to SumOfUs.

If you don't want to receive emails from us anymore, you can remove yourself [alexwstevens@gmail.com](#) from our list by clicking [here](#). But just know, we'll miss you!



THE IMPORTANCE OF PERSONALISATION

**Think about timing your CTA**

**SIGN THE PLEDGE**  
I BELIEVE AUSTRALIA SHOULD PROVIDE VITAL SUPPORT TO VULNERABLE NATIONS

First Name \*

Last Name \*

Email \*

Contact Number

California is on the verge of 100%



Inbox x

Advocacy x



**Masada Disenhouse - 350.org** <350@350.org> [Unsubscribe](#)  
to me ▾

Sep 7 (7 days ago) ☆



Friends,

California is on the verge of committing to 100% clean energy. This is a big deal that would have repercussions across the globe.

There's a bill in the State Assembly right now, SB 100, that would speed up the transition to a clean energy economy, setting a new target of 60% clean energy by 2030 and 100% clean energy no later than 2045.

**[Help California get to 100% clean energy. Can you call your State Assembly Member today and ask them to vote yes on SB 100?](#)**

Because we take care of our neighbours.



THE IMPORTANCE OF PERSONALISATION

## Personalise the email

- Get your point across in three lines
- Bold these lines in your email
- Add the detail of each line below the bold
- Insert links or buttons throughout the email but definitely before the scroll line.

Dear Sorcha,

### **Making people read your emails isn't impossible...**

But it does require thinking about where a reader is when they're reading that email, about when they last heard from you.

### **But you must write for everyone.**

We don't all interact with an email in the same way. We're each individuals with different habits and strategies for understanding the concepts in an email and how we take that information in.

### **Not just the readers...but the scanners too!**

Some people like to read the whole email. They like detail and are at ease reading several paragraphs quickly.

### **Sign up to learn how here**

But others use their eyes to scan the overall content of the email picking up bits and pieces of information in order to put the full story together without having to focus on all the detail



THE IMPORTANCE OF PERSONALISATION

## Write in plain english

- Keep sentences short
- Use the active voice
- Be personal
- Use everyday words
- Leave out technical terms.  
instead link to content for those  
who may be interested

*It's become a fact that the reef is in trouble and has suffered significant bleaching in the last decade. It's the responsibility of everyone to take action.*

The reef that you know and love is in trouble.  
Take action to help save it.

*One of the most powerful things we can do as individuals is get in touch with our MPs – federal and state – to urge them to support better environmental laws. We've launched a tool that can help you do this.*

Are you tired of lousy environmental laws that don't protect nature? Ready to tell someone that can do something about it? Get in touch with your MP by clicking here.



# Questions?

For more info or to contact our team, meet us [here](#).