



## E-Campaigns – Tips and Tricks

Things to consider when running a successful e-campaign:

1. Create a sense of urgency. Setting a deadline for your colleagues tends to boost giving and gives them an increased sense of purpose.
2. Email frequency. Send more than one email. Multiple emails tend to have a higher response rate and a higher average gift.
3. Crafting email messages.
  - Don't ask your colleagues to solve huge problems; ask them to solve solvable problems.
  - Don't overdo it. Be too dramatic. Too emotional. Too strong. It's a lot easier to tone it down than it is to pump up weak and underdone copy.
  - "If you want my money, touch my heart. Learn what I struggle with and what makes me move. Walk a mile in my shoes."
4. Don't crowd your email with content. Send one email with one "ask."
5. Get their attention.
  - **Use short, catchy subject lines:** Hook your coworkers right off the bat with a short and catchy subject line
  - **Example of a bad subject line:** Renew Your Commitment to End Dog Homelessness
    - a. **What's wrong with it?** Aside from this subject line being BORING, you are also intimidating your colleagues to shoulder a very big issue – that they alone are responsible for saving all dogs. Bad idea!
  - **Example of a good subject line:** Help Keep a Puppy Safe in Seattle's Windstorm!
    - a. **Why is this better?** This is a good subject line because it's focused, local, timely and a bit emotional. Who doesn't want to keep a puppy safe from a terrible windstorm in their hometown?
6. Tell a story.
  - **So you've hooked your members with a short and catchy subject line.**  
Now continue to engage them in the body of the text with a *brief*, straight forward appeal that tells a story. You don't have to be the world's greatest storyteller to tell a compelling story to your members. Why? Because you have access to CFD member charities and THEY have hundreds of stories to share. Get their stories and SHARE them. Tell your coworkers how their \$20 donation is going to help X, Y, and Z. And be as specific as you can. For example: "Your \$20 donation will help feed five puppies in a shelter for an entire month."

### How often should I send an email?

It can be helpful to set a schedule in advance and plan for content/ideas/messages. You can deviate from the schedule, but it makes the process easier if you have a plan in place before the campaign starts. Pick a day of the week to be your email day. If you have an internal newsletter, you can use that, too.

It is nice to start the email with a personal note from you – it makes the email harder to ignore if it comes from a real person. Consider including a short charity profile and possibly a video. Below is an example of an email outreach schedule:

Date	Topics
10/4	Welcome, intro self and first week to give info
10/11	Personal note, charity profile and event info
10/18	Personal note, charity profile and event info
10/25	Personal note, charity profile and event info
11/1	Personal note, charity profile and event info
11/8	Personal note, Veterans Day and event info
11/15	Personal note, National Philanthropy Day and event info
11/22	Personal note, charity profile and event info
11/29	Personal note, upcoming Last Week to Give announcement and event info
12/4 week	Personal note, Last Week to Give contest and event info Last week to give – send daily emails reminding people to give and promote any last week to give contests/opportunities