
EMAIL MARKETING TIPS & TRICKS

GET AHEAD

WITH TECHNOLOGY

There are many providers offering email solutions, but only a few have designed tools with nonprofits in mind. When you evaluate email solutions, keep this checklist handy to ensure that your technology choice gives you the advantages you need.

10 Tips For Evaluating Email Solutions

1. **Easy Email Composition**

Anybody in your organization, regardless of their technical ability or office location, should be able to create attractive HTML email newsletters, invitations, and appeals with custom calls-to-action.

2. **Branded Templates**

Email messages and donation pages need to have the same look and feel as your website and other branded marketing materials. Be sure that your software allows you to easily set up and use templates.

3. **List Management**

In addition to having the ability to easily segment and target your list based on different parameters (e.g., geography, interests, past interactions), you should expect full automation of “unsubscribe” handling as well as new mailing list sign-ups.

4. **Welcome Series**

New subscribers should be able to receive automated messages that have a warm, educational tone that encourages long-term involvement; email appeals should be suppressed for a specified period of time.

5. **Superior Email Deliverability**

Choose a provider who works with Internet Service Providers to maintain white-list (exemptions from volume filters) status, so that your emails reach the intended recipients. And, be sure to choose a reputable email vendor; some commercial services lump nonprofit messages with those of for-profit companies and spammers.

6. **Robust Reporting**

Be sure that you can track overall metrics such as open and “click-through” rates as well as see which links generated the most interest.

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7. Donor Profiling

You should have the ability to track and tag donors who click on specific content so you can understand individuals' motivations over time. This will help nurture long-term relationships and secure larger gifts from dedicated supporters who may become contacts for major gifts, foundations, planned giving or sponsorships.

8. Conditional Content

The ability to tailor email content (e.g., a paragraph or an image) based on a supporter's interests, past actions or preferences will improve click-through and giving rates.

9. Forward-To-Friend / "Viral" Functionality

It should be easy for email recipients to forward a particularly compelling email message to any friend or colleague. This gets your message from one inbox to many.

10. Ability To Scale

Make sure your email processing can scale when it counts. In this age of rapid information flow, you don't want to be constrained if a disaster or even a tremendous publicity opportunity arises with little notice.

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