

# Designing an Email Campaign



Presented By



# Rules

# Direct Mail

vs.

# Email

# Campaign Vs. Random Email



Your Email Base is ***Not***  
Someone Else's Email  
Base

Reaction ***Can Be*** Different

A blue decorative graphic at the bottom of the slide, featuring a dark blue background with lighter blue, wavy, abstract shapes that resemble stylized waves or a modern logo.

# Email Components

**Develop a  
Message that  
is Clear,  
Concise, and  
Specific**

**Incorporate  
the  
Organization  
Thinking,  
Themes, and  
Branding**

**Provide a  
Clear  
Solicitation  
Amount for  
Entry Level  
and Impulse/  
Reactionary  
Gifting**

**Tie in Overall  
Campaign –  
Story**

**Segmentation  
at Variable  
Ways**

# Email List Acquisition

How did I  
get on  
your list?

- Organization Website
  - Volunteer Opportunity
  - Donation
  - Social Media
- Acquisition Campaign
  - Advocacy Campaign
  - Newsletter Signup

# Steps



# Tie in Overall Campaign

What is the current strategy for the campaign and how are you going to raise money – the different vehicles:

**1. Direct Mail**

**2. Social Media**

**3. Email**


**What is the Story We Want to Share**  
**Email needs a compelling opening,**  
**story line, and reason to take**  
**action.**


**Coincides with Story of Overall Need**



## **Develop a Message that is Clear, Concise, and Specific**

The message should be clear and concise for email in order to solicit online.

- **Impact**
  - **Ask Amount**
  - **Opportunity**
  - **Donor Relationship**
- 




## **Provide a Clear Solicitation Amount for Entry Level and Impulse/Reactionary Gifting**

The amount is entry level and also provides a clear opportunity for those already gifting to react positively.

How much do you need to raise?





## Create Story Line - Incorporates Overall Thinking, Themes, and Brand

Banner Header- Donors Make a Difference- Now We Need You	
Content Story Line  Copy  Donation Links  Weblinks	Solicitation Message – Call to Action  Pics  Donate Button
Donor Testimonial	Video



# Segmentation

The email campaign concept will have many email/channel solicitations containing varying messages based on the individual's past response. The following email examples will be sent by segmented responses:

- **Non Donors – House List**
- **Lapsed Donors – Within the Last Year**
- **Non Donors – Earned Revenue and Gala/Ticket Purchaser**
  - **Existing Donors**
- **Social Media – Online Channel**

# Email Sends Ask Amounts

## Why Segmentation?

Segmentation of the emails will enable you to track performance, response, and react accordingly to future resends/solicitations.

Email	Non Donors (House List)	Lapsed Donors (One Year)	Non Donors Gala Attendance	Existing Donors	Social Media
Email Send 3, October 1, 2010	\$20	Previous Gifting Amount	\$10	Previous Amount + 10%	\$10
Email Send 2 October, 8 2010	\$25	Previous Gifting Amount	\$10	Previous Amount + 10%	\$20



## **Website Changes**

Your website should contain information about the email campaign – including a specific landing page, the impact of the gifts, and also the overarching need from the campaign.

## **Additional Opportunities**

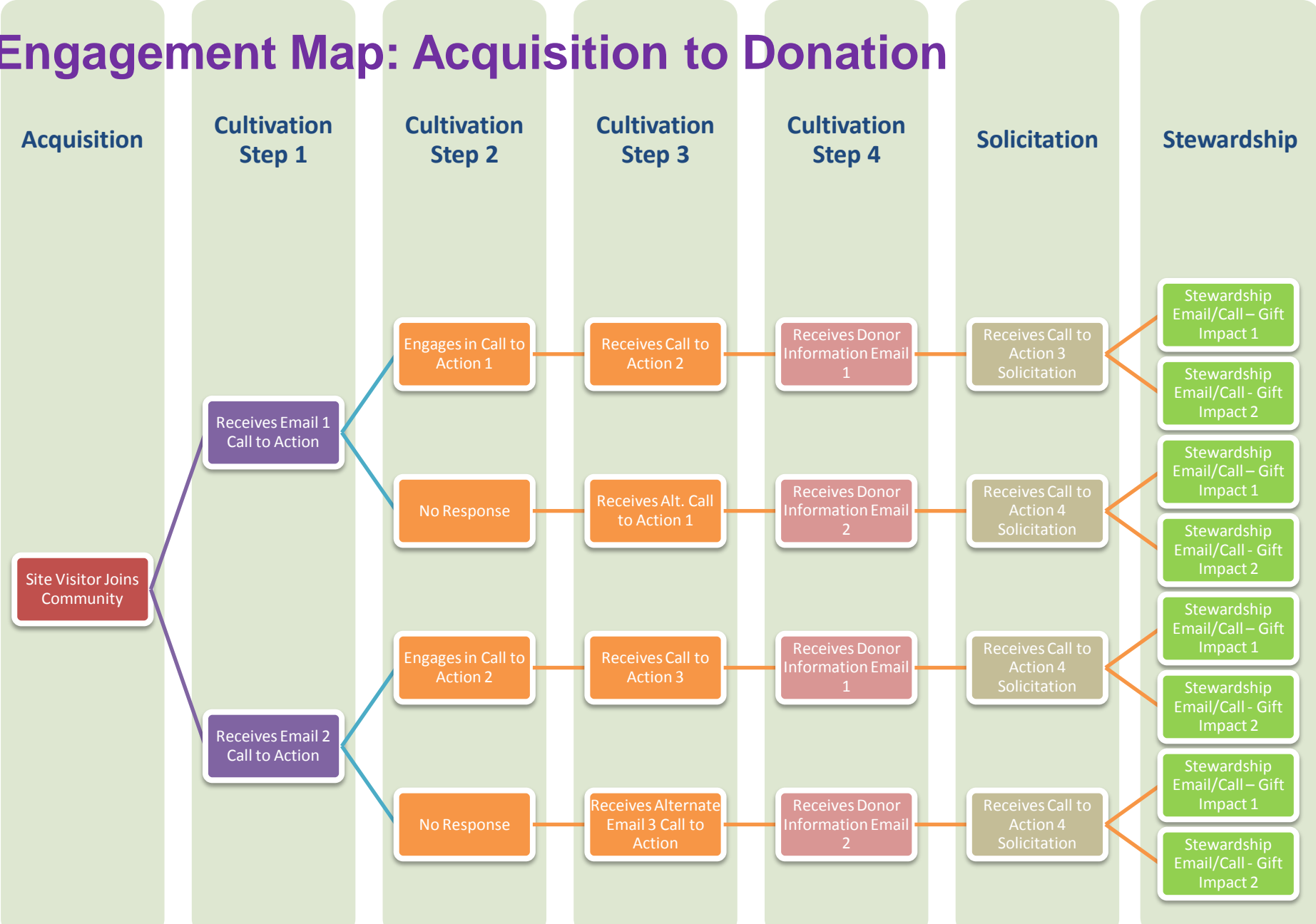
**Webinar Session**

**Submit Ideas**

**Voting**

**Donor Benefits**

# Engagement Map: Acquisition to Donation





# **Key Indicators/Opps.**

**Opens/Clicks**

**Forwards**

**Gifts**

**Opt Outs**

# Email Send 1

## One Film **AND** One Donor Can Make a Difference

We hope you had a delightful summer! This summer we not only premiered Truly Moving Picture Award winner [Flipped](#), but also launched [One Film Can](#), The Campaign for Heartland Truly Moving Pictures. The Campaign is designed to provide Heartland Truly Moving Pictures with the resources needed to be a **dynamic catalyst for inspiring, positive filmmaking.**

At the heart of our One Film Can philosophy is the [F.I.L.M. project](#). Truly Moving Picture Award-winning films serve as the inspiration for F.I.L.M. curriculum guides that engage young people through discussion and activities while encouraging community involvement.

**Before the end of the year, we plan to develop three new curriculum guides based on upcoming theatrically-released films. These new guides will provide teachers, mentors and families with the necessary tools to inspire youth to make positive contributions to their community.**

We believe one film **and** one individual can make a difference. We need your help to continue producing free F.I.L.M. curriculum guides. These guides cost \$3,000 per film. Our **goal is to raise \$9,000** to create the three remaining guides before the end of the year.

[Please donate \\$25](#) to help us reach our \$9,000 goal by October 1. With your support, we will be able to create three new guides and provide our network of youth organizations with this valuable curriculum.

### **Only for F.I.L.M. Donors**

As a F.I.L.M. donor, you will have the opportunity to participate in an

### F.I.L.M. Donor Opportunity



[See how F.I.L.M. is making an impact](#)

OUR GOAL IS  
**\$9,000**

TO CREATE  
**3** NEW F.I.L.M.  
CURRICULA

GIVE \$25 NOW



**We Need Your Support**

New and increased gifts may be eligible to be

# Use F.I.L.M. to Create a Special Movie Night at Home

Looking for something to do with the family this weekend? With football season underway, now is the perfect time to watch the Truly Moving Picture Award winner [The Blind Side](#). Make sure to use our [F.I.L.M. curriculum](#) to help your family have a meaningful conversation about the movie. To get you started, we have included sample questions from *The Blind Side* F.I.L.M. curriculum on the right.

## Support F.I.L.M.

Before the end of the year, we plan to develop three new curricula based on upcoming theatrically released films. These curricula cost \$3,000 per film. Our goal is to raise **\$9,000** to create three new curricula.

We believe one film *and* one individual can make a difference. We need your help to continue producing free F.I.L.M. curricula. [Please donate \\$25](#) to help us reach our goal by October 1.

With your support, we will be able to create three new curricula that will provide youth organizations, teachers, mentors and families with the necessary tools to inspire youth to positively contribute to their community.

## Only For F.I.L.M. Donors

As a F.I.L.M. donor, you will have the opportunity to participate in an interactive webinar on **November 8** that will demonstrate how to fully utilize F.I.L.M. curricula at home and in the classroom.

**Thank you for your support and look for new curricula soon.**



**DOWNLOAD**  
our free curriculum for  
*The Blind Side* as well as other  
F.I.L.M. curricula by [clicking here!](#)

## Here are sample questions from The Blind Side F.I.L.M. guide:

- *Who are some football players you admire? What about them do you appreciate? Is it their ability or their personal character? Why?*
- *How are your friends or your family like a team? What roles does each person play?*
- *How did stereotypes throughout the film impact the way people interacted with one another?*
- *What parts of Michael's personality and character do you believe helped lead him to the success he has become?*

GIVE \$25 NOW



# F.I.L.M. Campaign **Ends Today** – Help Us Reach Our Goal

Heartland Truly Moving Pictures is buzzing. We are just a few weeks away from the [2010 Heartland Film Festival](#), in the past two weeks we have announced two new Truly Moving Picture Award winners, ***Legend of the Guardians: The Owls of Ga'Hoole*** and ***Secretariat***, and we are in the midst of our [One Film Can](#) campaign. Wondering how you can be a part of the action?



## Help Us Reach Our F.I.L.M. Campaign Goal By Donating \$25

At the heart of our One Film Can philosophy is the [F.I.L.M. project](#). Truly Moving Picture Award winning films serve as the inspiration for F.I.L.M. curricula that engage young people through discussion and encourage community involvement. [Read our blog](#) to see how one teacher has found success utilizing the F.I.L.M. curricula in the classroom.

GIVE \$25 NOW >>

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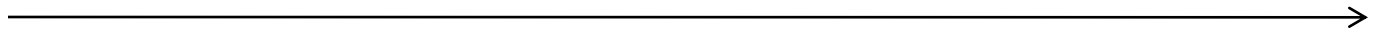
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As a F.I.L.M. donor, you will have the opportunity to participate in an

Email  
Send 3

# Closing Thoughts

- **Everyone is Different**
- **Be Specific and Clear**
- **Opportunities for Success Exist**
  - **Takes Some Changes and Culture Change**



**Derrick Feldmann**