

# Sue Fidler

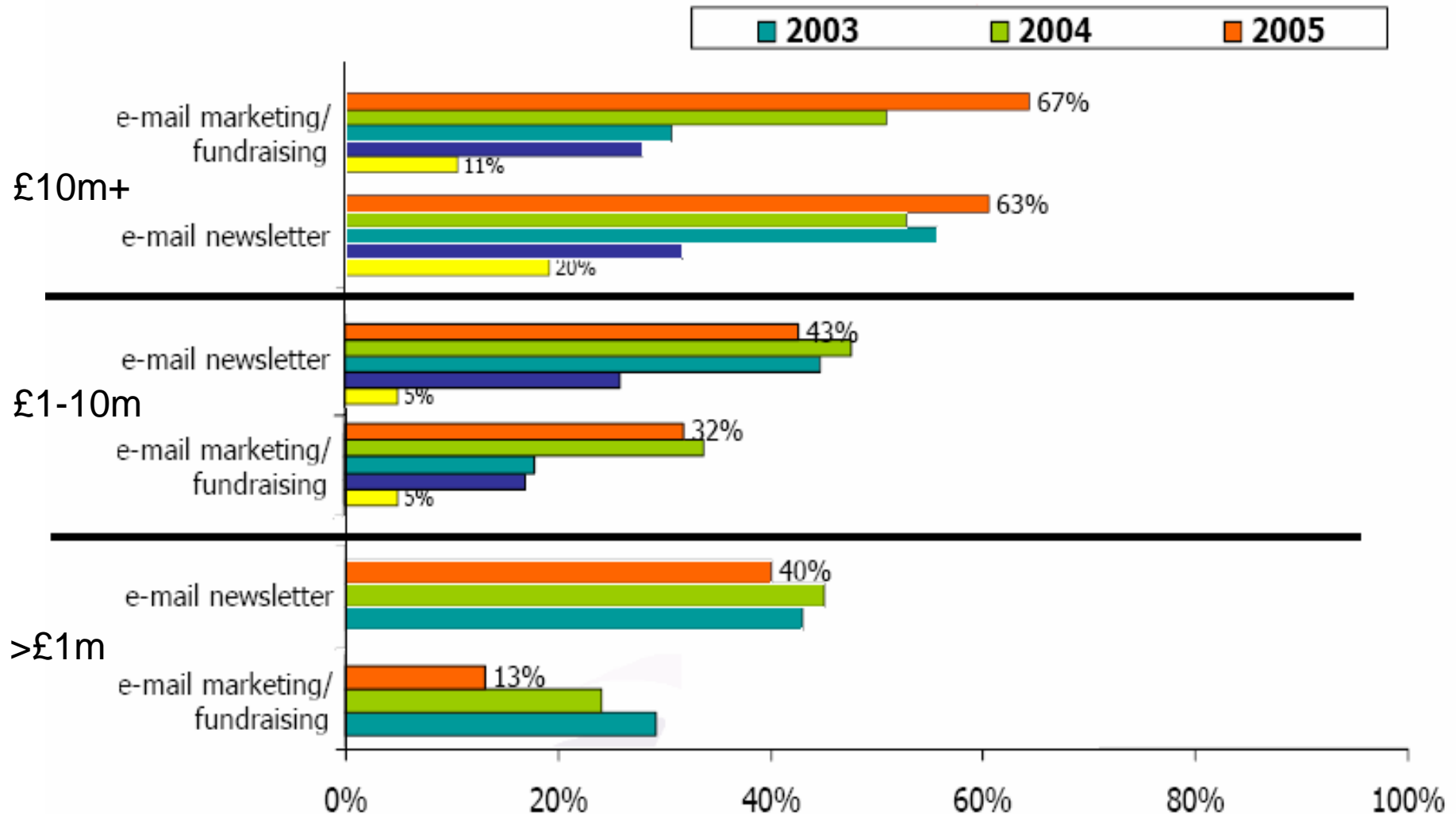
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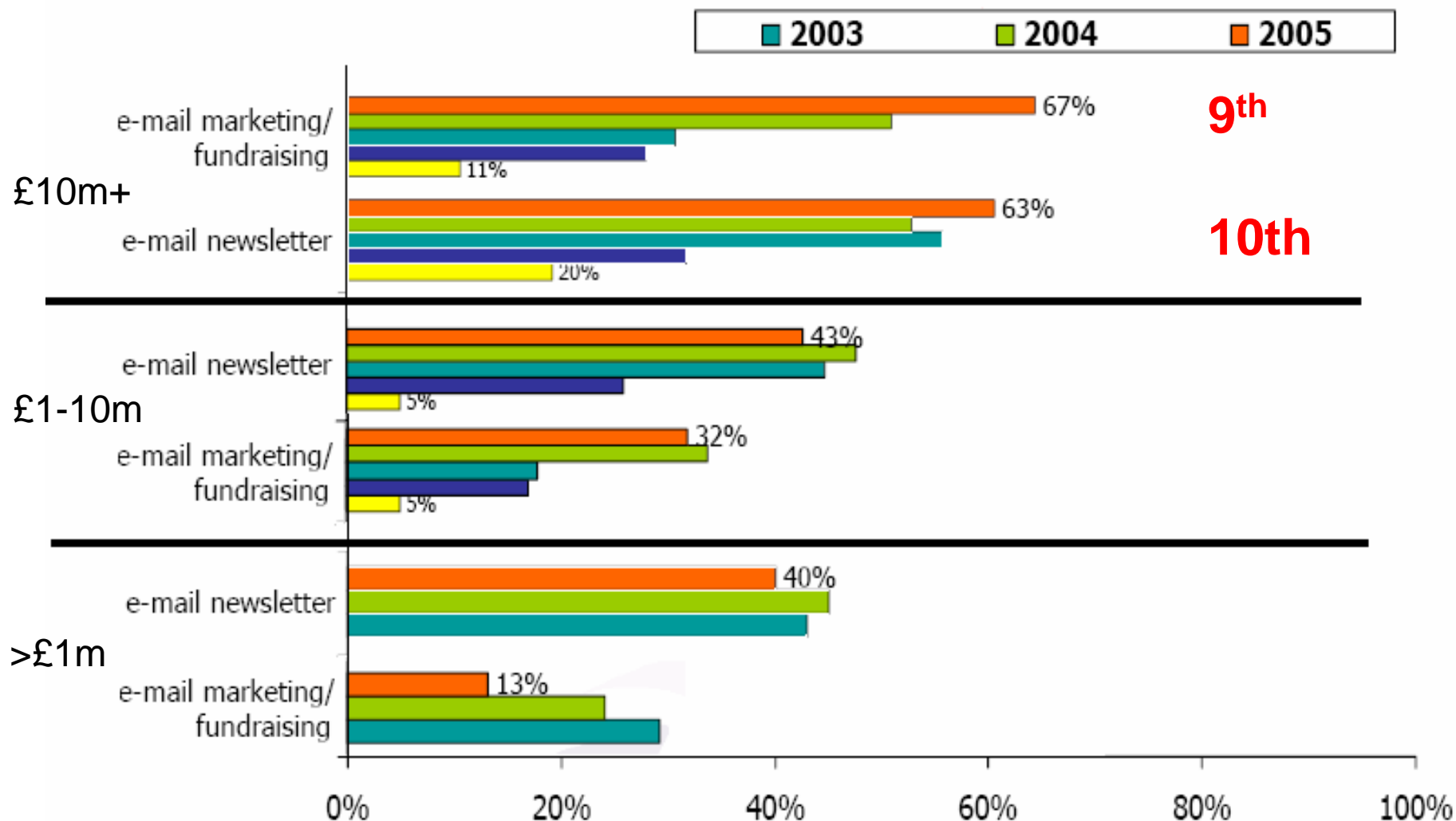
# **Email Marketing and Campaigning**

# Charity Email Use

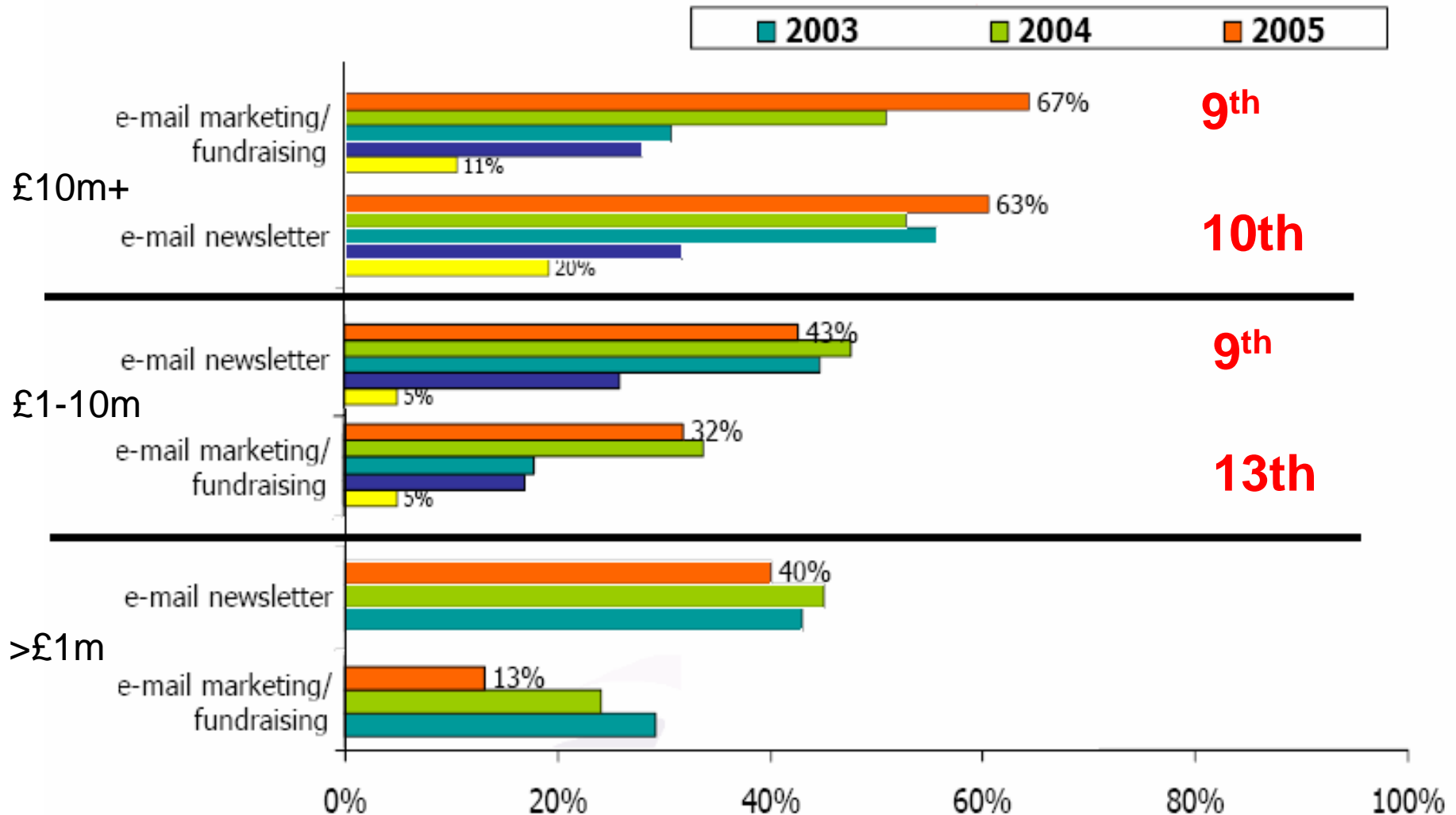
# What facilities/functions do you **currently** have on your website?



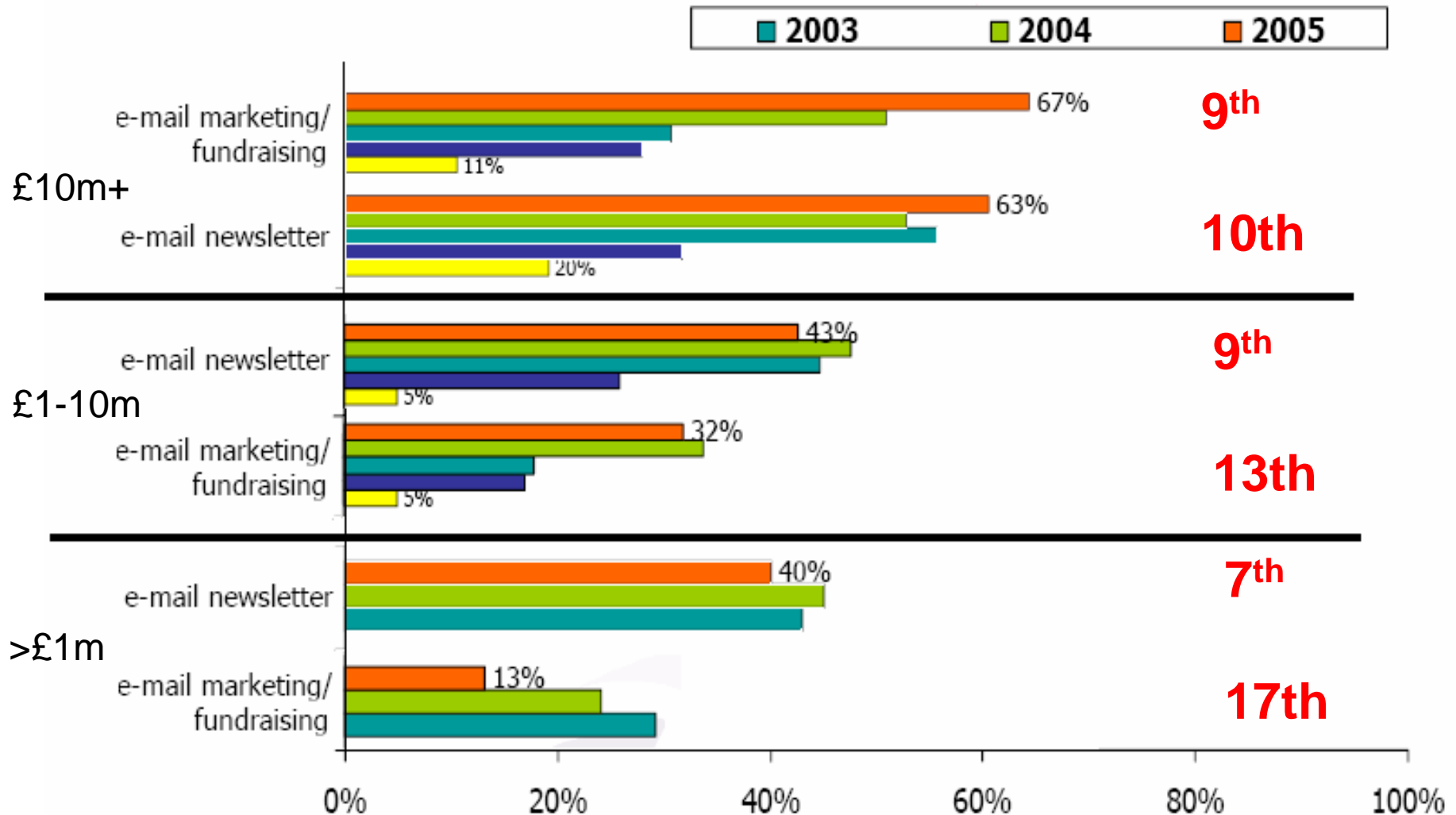
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# Email Strategy

**why  
who, what, when, and how**



# Why

- cheap
- easy
- instant delivery
- instant response/reporting
- drives traffic to website
- builds relationships
- Donor development
- offers donor choice

# Why

Possibly the solution to the DM dream of cheap, segmented, personalized and instant communication with full, instant reporting

# How

**Delivery:** The mechanism used to send and deliver bulk emails

**Three methods:**

- Outlook/Eudora/Lotus/other PC/pop3 based email system
- In-House bulk email broadcast software
- ASP bulk email broadcast software

	<b>OUTLOOK</b>
Purpose	<b>X</b>
Address Book	<b>X</b>
Subscriptions	<b>X</b>
Bounces	<b>X</b>
2 part send	<b>X</b>
Templates	<b>X</b>
Reports	<b>X</b>
HTML	<b>X</b>
SPAM	<b>X</b>
Bandwidth	<b>X</b>
IT	<b>X</b>
Fit for purpose	<b>X</b>

	<b>OUTLOOK</b>	<b>In-House s/w</b>
Purpose	<b>X</b>	✓
Address Book	<b>X</b>	✓
Subscriptions	<b>X</b>	✓
Bounces	<b>X</b>	✓
2 part send	<b>X</b>	✓
Templates	<b>X</b>	✓
Reports	<b>X</b>	✓
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	<b>OUTLOOK</b>	<b>In-House s/w</b>	<b>ASP s/w</b>
Purpose	<b>X</b>	✓	✓
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IT	<b>X</b>	<b>X</b>	✓
Fit for purpose	<b>X</b>	<b>X</b>	✓

# What

## Content:

- **start with enews**

**build content for**

- **peers/staff/trustees**
- **donors/regular donors/HNWI**
- **volunteers/speakers**
- **teachers, groups, young people**
- **campaigners**

# What

- **stories**
- **case studies**
- **beneficiary voices**
- **news / PR**
- **events / what's on**
- **campaigns**
- **appeals**



# What

- stories
  - case studies
  - beneficiary voices
  - news / PR
  - events / what's on
  - campaigns
  - appeals
- 
- personal stories – staff and volunteers
  - internal events – make staff real

# **Compliance:**

## **User Friendly**

- **Clear layout and branding**
- **Regular FROM address**
- **Regular Subject Line**
- **Links all work**

# Making your email legal and acceptable

## Data Protection Act (DPA)

- Opt in
- Unsubscribe
- Who can get to the data –  
**What might they use it for?**
- Are all copies of the address book kept up to date –  
**Update the unsubscribes on all databases**

**Who is sending what and when and to whom?**

**Step 1 – e-comms strategy**

**Step 2 – comms strategy**

# **Compliance:**

## **Frequency**

- **How often can you send?**

# Compliance:

## Frequency

- How often can you send?

**ASK THE AUDIENCE**

# When

## Frequency

- **How often can you send?**
  - **Enews – daily, weekly, monthly**
  - **Viral – taster, reminder**
  - **Campaigns – taster, reminder, updates**

# Who

## Audiences:

- **start with general enews**

**build content for**

- **peers/staff/trustees**
- **donors/regular donors/HNWI**
- **volunteers/speakers**
- **teachers, groups, young people**
- **campaigners**

# Who

## Audiences:

**Ask / offer emails**

- **permission based**
- **opt in/unsubscribe**
- **allow users to chose what content**
- **personalize**



# **Names: where do you get them?**

- **Online sign up**
- **Offer email URL on every piece of paper/poster/leaflet**
- **Offer email opt in via EVERY response mechanism; mail, web, phone**
- **Existing paper-based newsletter**
  
- **Swap names with peers**
- **Get article in press or other newsletters**
  
- **Buy lists...**

# **Names: Lists, to buy or not to buy?**

- **Very specific reason – campaign/ask**
- **Very clear target audience**
- **Very good profile**
- **What to look for and ask**
  - **Reputable owner**
  - **Clean list**
  - **DPA opt in to reselling/swapping**
  - **When last used**
  - **What they have been sent**
  - **Open rates**
  - **Click through rates**

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**GET PROFESIONAL HELP**

# E-campaigning

# Why:

- **web, email and SMS are**
  - **cost effective**
  - **mass marketing**
  - **cheap data capture**
  - **very good reporting**

# **What:**

- **sending**
  - **petitions**
  - **questionnaires**
  - **email you MP**
  - **calls to action**
  - **community building**

# Critical issues:

- have you got the audience?  
**or can you build it**
- is there are real cause
- stimulating cause and call to action
- data capture
- post launch communications  
**campaign strategy is critical**

# **Viral Emails**

## **to viral or not?**



# **What works:**

- **short, hard and direct**
- **clever, funny, competitive**

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