

Sue Fidler

www.CharityMail.co.uk

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Cheap and Cheerful Communications: EMAIL MARKETING

Why?

More than 70% of UK population have email

Email is 99% unique

Why?

Great for fast communications,
- nearly all opens are within first 24rs

Good for repeat/follow up messages

Good reporting
– who and what

Good for calls to action
- campaigns and appeals

Forward to a friend

TRY IT NOW 

Sign up for a free trial and you can test all the features of the system.

FREE WEB DEMO?

Contact Us to arrange it

Sign up to our **newsletter**

and get 5 tips a month

First Name:

Last Name:

Org Name:

E-mail:

SUBSCRIBE

CharityeMail Costs

When you sign up for CharityeMail you get a package which includes:

- A template built for you to start your campaign
- Your existing email list loaded into an address book
- An email sign up form for your website to capture more emails
- Full training
- Full support

Price Bands

Emails Sent Per Month	One Off Set Up Fee	Monthly Charge
100	£50	£10
500	£50	£15
1,000	£100	£20
2,500	£150	£35
5,000	£200	£50
10,000	£250	£75
20,000	£500	£100

Why should you be using email?

eMail is cheap, easy to use and gives instant results. It allows you to send anything from a monthly newsletter to targeted campaigns.

Our White Papers:

- [Why eMail?](#)
- [Best Practice for Sending eMails](#)
- [Best Practice for Designing eMails](#)
- [Data Protection](#)

Member of the





We can stop climate chaos

Hello @Firstname@,

Finding more appealing people like you is about to get a whole lot easier.

A few clicks and you'll be on the I Count interactive map – our new irresistibly visible online community. You put *you* on the map, and say goodbye to that lone ranger feeling.

You, we ~ us. Sounds good, doesn't it? **At last you'll see who else is out there.** You'll see who's sticking their neck out. Putting on jumpers, changing leccy supplier, hassling their MP. Round the corner, on your street, in your town. Doing stuff!



Oh, and 10 of you will get a bundle of goodies from that nice bunch at Ecover (thanks you lot). So come on, get on. Let's have a look at you.

[I want on!](#)

See you there,
Lucy & the lovely map people

[Privacy Policy](#)

[Forward to a friend](#)

To unsubscribe or change your details [click here](#)»

Sue Fidler



Dear @NAME@

Burmese protestors who have taken part in the street demonstrations face a terrible future. For their sake please do two things.

1. Click the Forward button and pass this email to everyone you know.
2. Click the Donate button to help us support those who are in desperate need.

What you have seen on the news in recent days is only a fraction of what has been happening in Burma over many years. Those involved in protests can expect no mercy. We are dealing with some of those arrested and imprisoned after the 1988 uprising. Here are some examples of Burmese 'justice' that we know about.

- A man sentenced to SEVEN years in jail for shouting "Long Live Aung San Suu Kyi", in support of Burma's famous opposition leader.
- A woman sentenced to TEN years for taking part in a student protest.

Every Prisoners of Conscience grant goes to people who we know to be genuine, peaceful activists. Not a penny is wasted.

Even before the last government crackdown began, I had far more names than we could possibly help. Now, those numbers are rising inexorably.

Please help us to respond to as many people as we can.



[Find out more about our work and the situation in Burma.](#)

[Please forward this message to a friend.](#)

Sue Fidler

Dear @FIRSTNAME@,

Last month, Compassion in World Farming took the first steps towards a major new goal: the Global Warning campaign was launched through the BIG FOOD CHALLENGE...



This idea has not been universally popular - the National Farmers' Union clearly objected - whilst some committed supporters questioned the animal welfare aspect of the campaign.

The issue is the predicted doubling by 2050 of the number of animals we rear for meat and dairy, from the current level of 60 billion animals per year. This surge in volume could only be met through intensified factory farming and would result in a vast increase in animal suffering.

Much attention is given to the carbon footprint of cars and air travel but the meat and dairy industry globally is responsible for 18% of human-induced greenhouse gas emissions, compared with the *entire transport sector* at 14%.

We are asking consumers to buy less meat and dairy overall but choose organic or free-range products that will benefit both animal welfare and the environment.

Take action: [Click here to take the BIG FOOD CHALLENGE!](#)

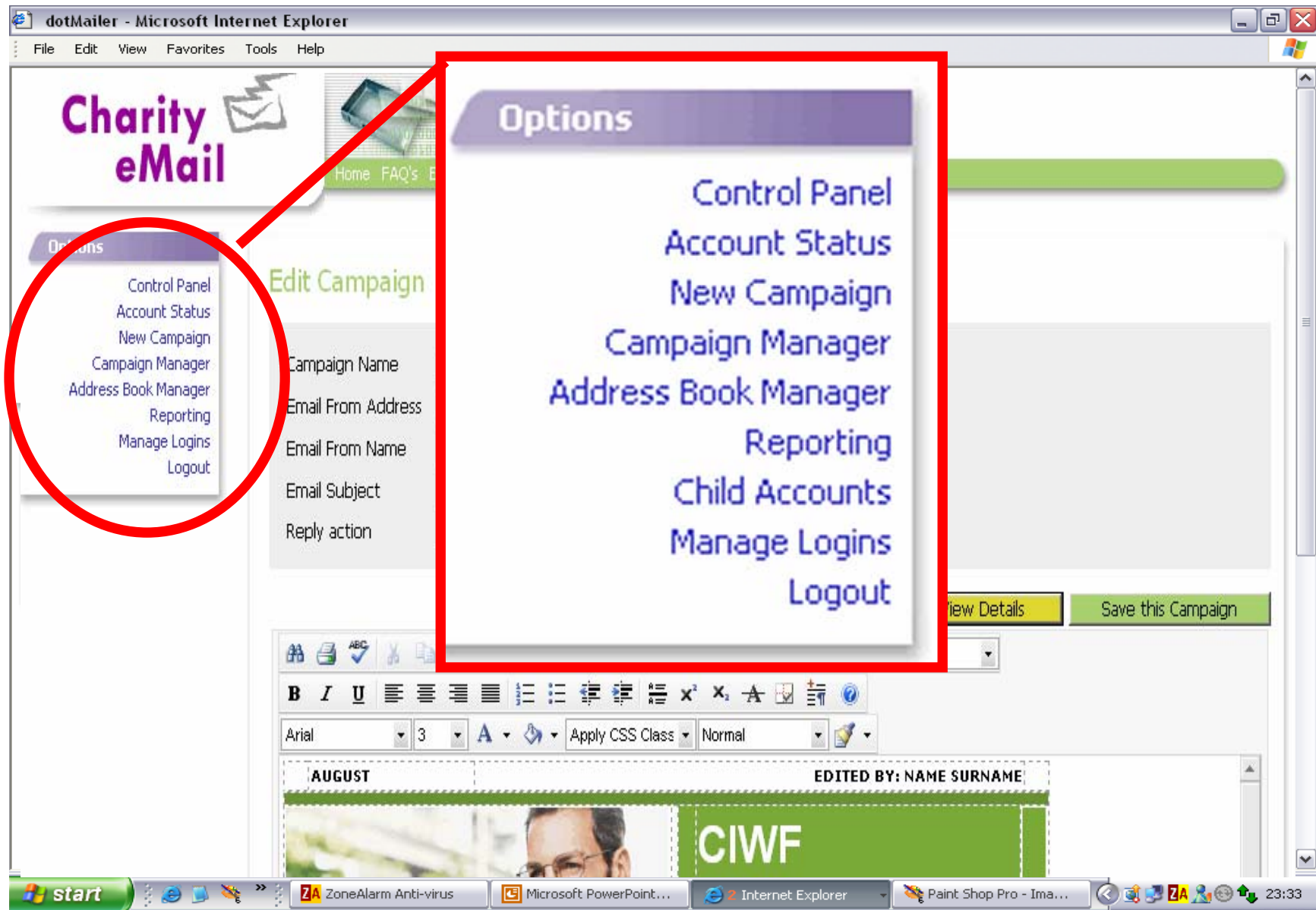
Delivery: The mechanism used to send and deliver bulk emails

Three methods:

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

Address Book	Address Management/history/export/import
Subscriptions	Subscribes and unsubscribes
Bounces	Hard (email not there) and Soft (unavailable)
2 part send	HTML and Text versions
Templates	Design, look and feel management
Reports	Open rate, Click throughs, bounces, unsubscribes
HTML	HTML email with WYSIWYG editor
SPAM	Being blocked
Bandwidth	Internet Pipe size
IT	Department

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



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Good Communications...

User Friendly

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

Frequency:

How often can you send?

- Enews – daily, weekly, monthly
- Viral – taster, reminder
- Campaigns – taster, reminder, updates

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**

- **Builing lists – don't without expert help**

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