

✉ New message



To Fearless Fundraisers

Subject Pen it Perfectly

# 5 Steps

*to Drive Donations in  
a Crowded Inbox*

SEND



oncause®

Wed. March 2nd 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

# HOSTS



**Dawn Lego**  
Director of Channel &  
Partner Marketing  
OneCause



**Danielle Snelson**  
Event Creator + Nonprofit Educator,  
SonaEvents + ProfitableNonProfit.Co

# DANIELLE SNELSON

- Recovering Event Planner
- Fundraising Enthusiast
- NPO Educator
- Email Nerd



# Tell me in the chat...

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What is your biggest frustration when it comes to having a successful email fundraising campaign?



# Tell me in the chat...

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Do you think you need a marketing agency or person to run your email fundraising?



# Tell me in the chat...

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Are you ready for a steady  
stream of recurring donors?





# What You Will Learn Today:

1

Demystify how email can actually improve your relationships with your donors without hiring a marketing person or agency



# What You Will Learn Today:

2

How to use your tiny email list  
(even if it's oh so tiny!)

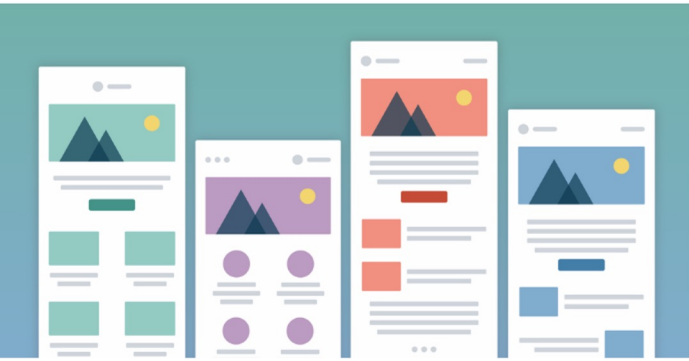
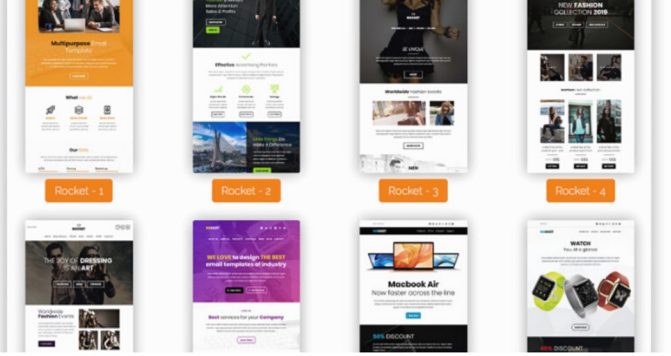




# What You Will Learn Today:

3

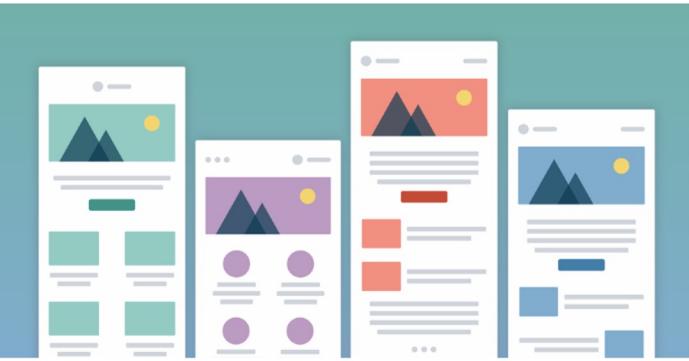
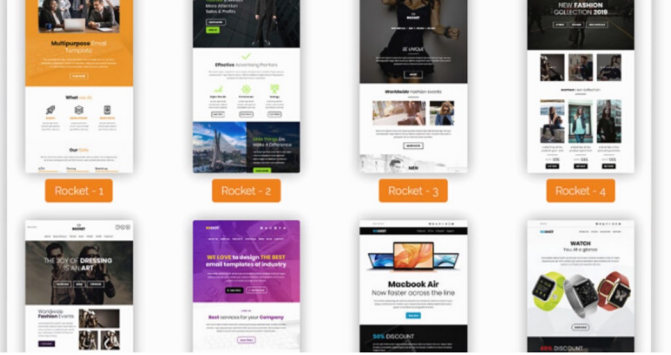
How to set up proven automation/funnels in less than 15 minutes.



# What You Will Learn Today:

4

## Email Content and New Subscribers



# What You Will Learn Today:

5

Make it easy to GIVE

**Before we dig**

**in...**

I want to share my story with you quickly so you know how I got here and learned all of this stuff!



# Email has been a long time strategy for me and my clients



One of my favorite clients is an email marketing company where I learned how to execute email for my clients more effectively.



Event Strategy vs. Long term sustainable fundraising (i.e. recurring revenue)



My own online business journey with building an online business

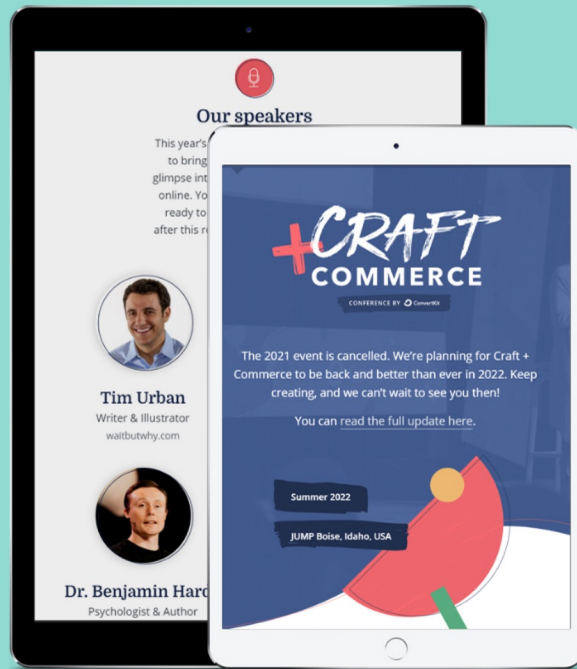


Email marketing for sold out nonprofit events



Email marketing for digital fundraising campaigns

4 years ago I  
was trying to  
sell tickets  
to an event



1

This event was completely new, but we had an email list and started to build out a campaign to inform our list of this new and upcoming event.

# We started to notice a few things

The discovery process drove sales and conversions

**C**

*CONTENT*

What content drove Click Rates  
vs Purchases and Conversion  
Rates

**T**

*TIMING*

The timing of when we sent  
emails when we asked for  
ticket purchases, and when we  
started and stopped the  
campaign made a difference

**A**

*AUTOMATION*

The sequence of content and  
what was delivered in what  
order made a difference in  
when attendees actually  
purchased a ticket

# Why focus on recurring revenue?

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## *Major Gifts (Big Five)*

1 - \$10,000 donor = 1 month of revenue

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## *Recurring Small Gifts (Little Five)*

500 - \$25 gifts = \$12,500 in monthly income



# After this discovery process

We tweaked and developed this process over years, and now have a solid plan in place... and the best part is, it is all automated!

We now sell out in half the time year after year.



# What does this mean for you?



## *Hosting Fundraising Events*

If you're trying to sell tickets via email, you need these strategies to host a SOLD OUT event.



## *Fundraising Campaigns*

When you're not doing "other" fundraising initiatives, your email fundraising campaigns can shine through your email content.



## *Relationship Building*

Long-term email strategies play a major role in how your donors feel about your organization. Consistent high-quality content and contact is key to keeping donations coming.

# Imagine that feeling

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Wouldn't that feel amazing to have your emails on autopilot building relationships with your donors and raising more money?



**So Where**

**Do We Start?**



# What You Will Learn Today:

1

Demystify how email can actually improve your relationships with your donors without hiring a marketing person or agency

# Did someone say that email is dead?

The people on your list actually signed up because they want to get updates from you.

And that alone makes email marketing such an effective strategy to reach your consumers. (Permission based marketing)

In fact, one study from Marketing Sherpa reports that 72% of consumers prefer to receive promotional messages through email.

# Did someone say that email is dead?

- Email has higher conversion rates at least 3x higher (landing pages and forms)
- Email allows you to connect, entertain and educate (broadcasting and automation)
- Email allows you to promote to different audiences (tagging and segmenting)

## VS. Social Media

- You don't own your audience
- Conversion rates are lower
- Not where consumers are looking to buy/donate

# Why start now?

As you begin to communicate to your tiny list, you're building systems for the next potential donor.

- When you set up nurture sequences that lead into automation, you're not only speaking to your current list but automating your next subscriber/donor
- Set your user flow and experience - map it out.

Donors are primed and ready for digital fundraising... don't miss out!





# What You Will Learn Today:

## 1 STRATEGY

How to use your tiny email list  
(even if it's oh so tiny!)

# Must haves in your email software

- Landing pages that are optimized for mobile
- Forms - to collect email addresses on your website
- Visual Automations and Sequences
- Broadcasts
- Products

Everything I teach can be used with any software, but the only software that does it all without having to duct tape your systems together is ConvertKit.



# What You Will Learn Today:

3

How to set up proven automation/funnels in less than 15 minutes.

# How it all works together

LANDING PAGE  
OPT-IN



TAG  
SUBSCRIBER



THANK YOU  
PAGE



DELIVER  
THE ASSET



# Welcome sequence

Triggers Nurture  
Sequence



Ask for  
Donation

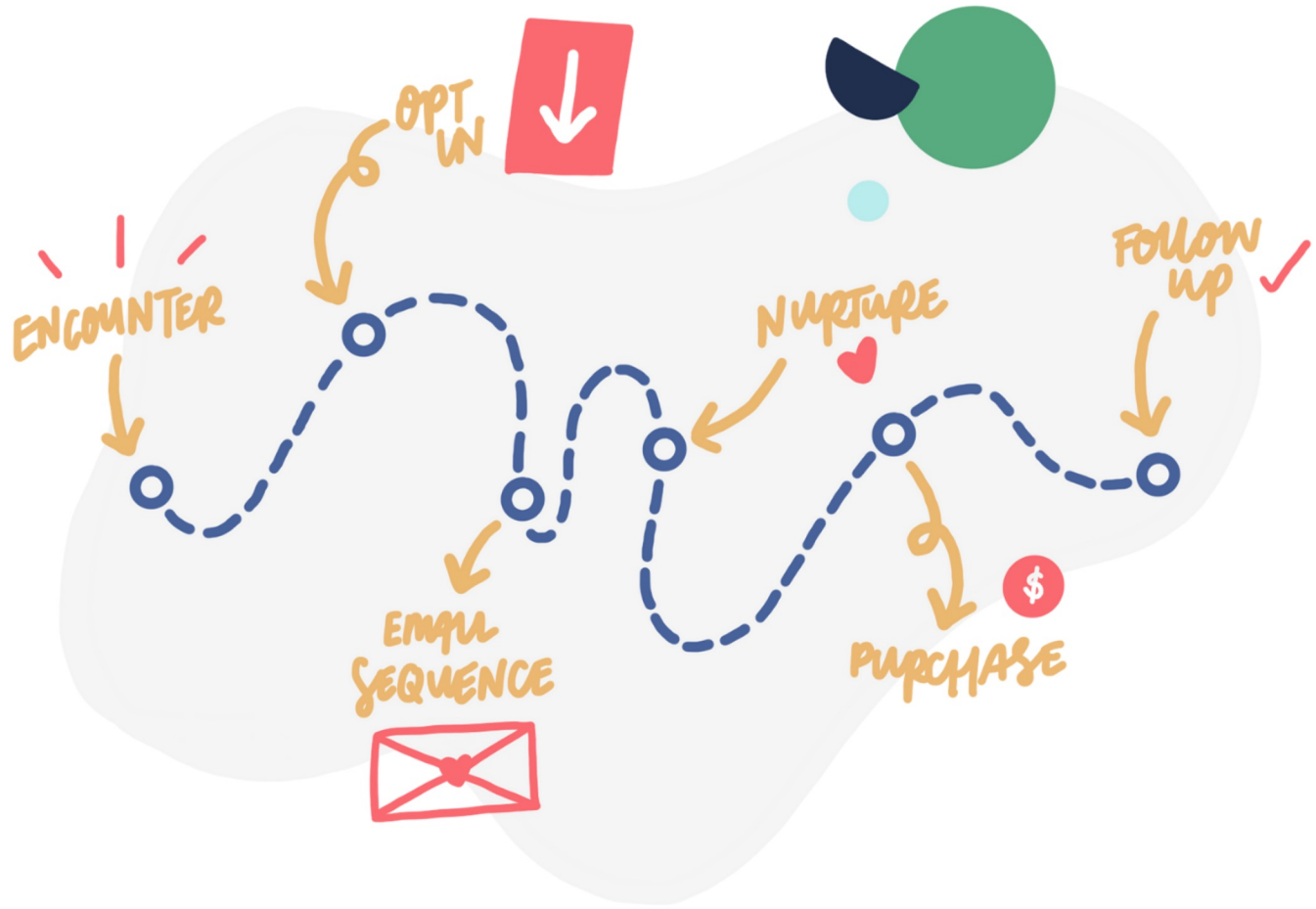


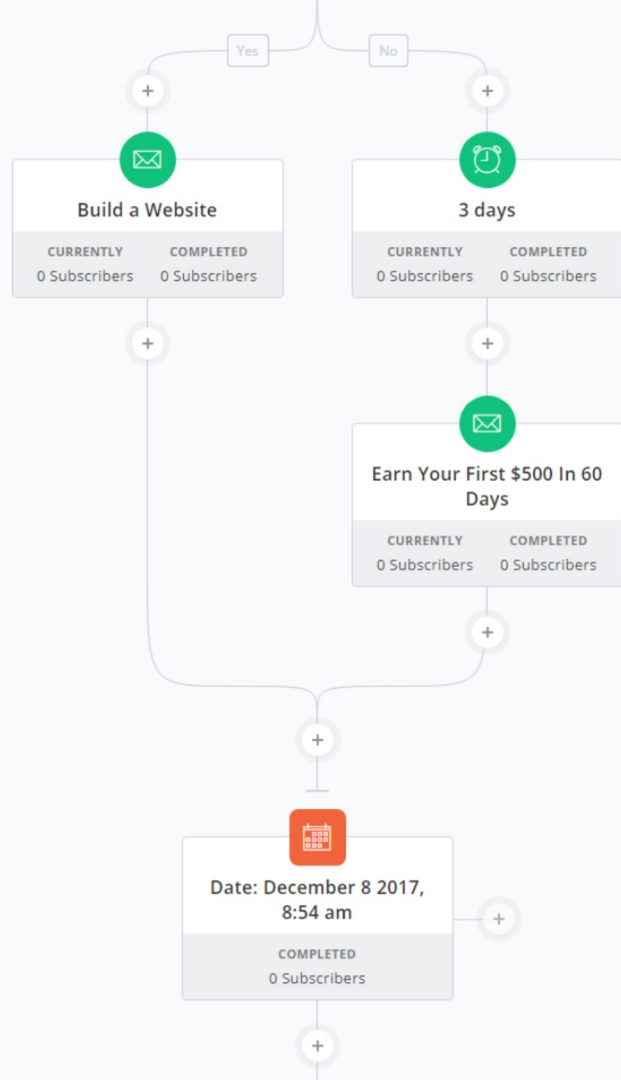
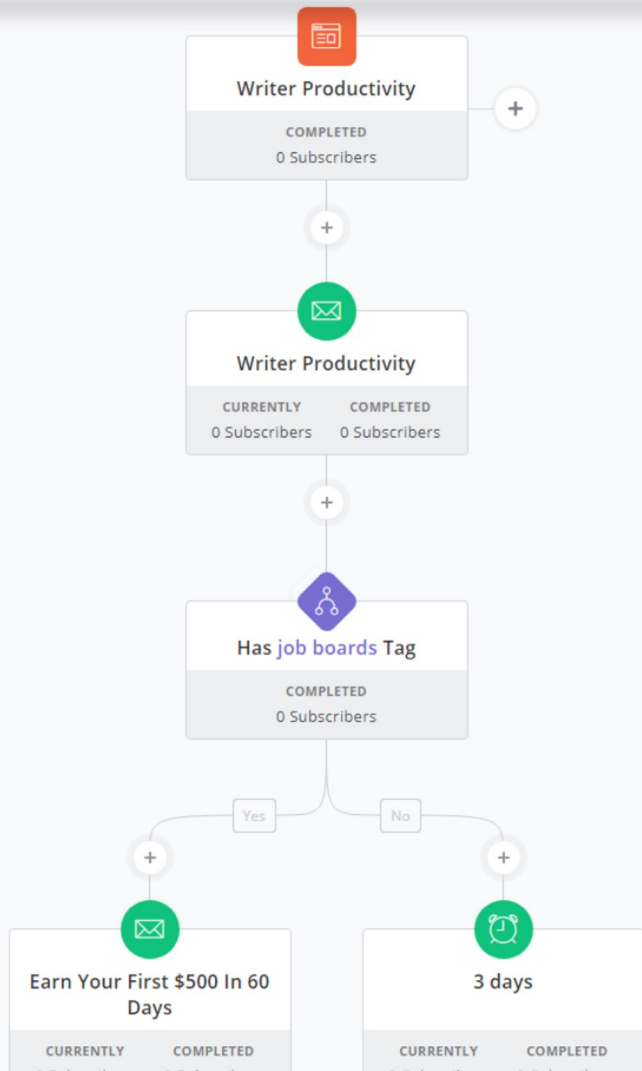
Tag for purchase or  
NO purchase



Follow Up  
Sequence

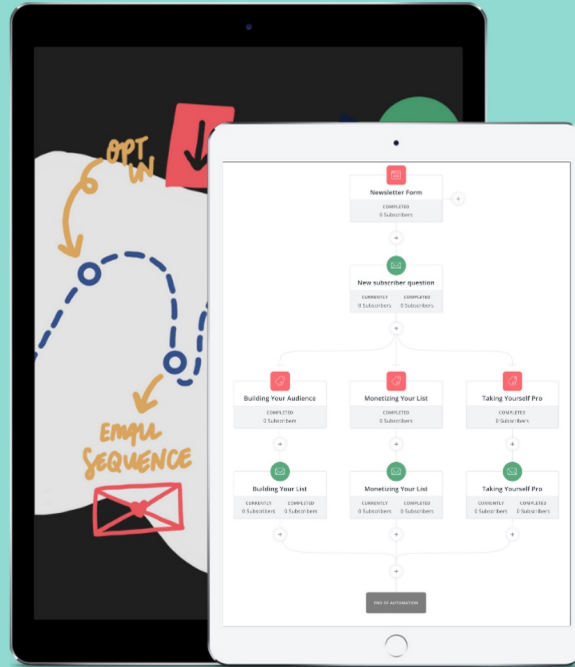






# Digital Automation

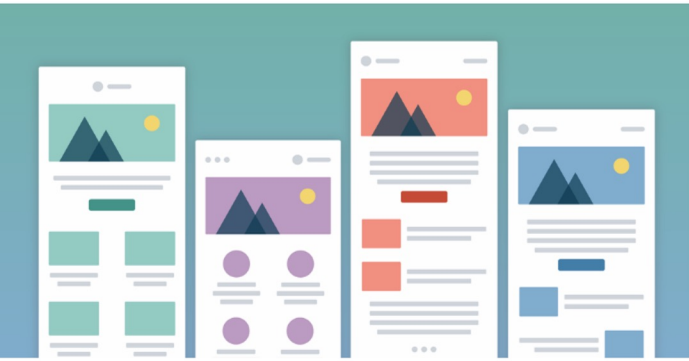
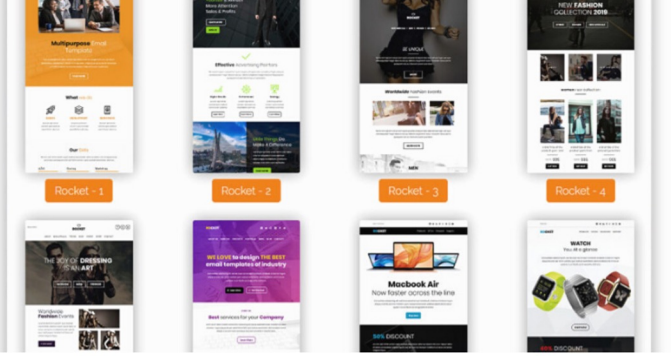
In order to exponentially grow you have to automate as much as possible, while still...



1

Keeping things personal, relevant, tell stories your audience will care about, share insightful tips, give them an opportunity to join the conversation.





# What You Will Learn Today:

4

## Email Content and New Subscribers

# Relationships = Growth

- Personalization with email is already a step ahead of the competition.
- Sequencing your emails allows your donor to go through a thoughtful journey, rather than receive random information or newsletters.



Hey [FIRST NAME GOES HERE]!

I know I haven't been the most consistent in writing my emails to ya'll lately. But the total honest truth is, I got so slammed with producing virtual events these past 12 months and my time and mental capacity was spread pretty thin - I'm sure you can relate!

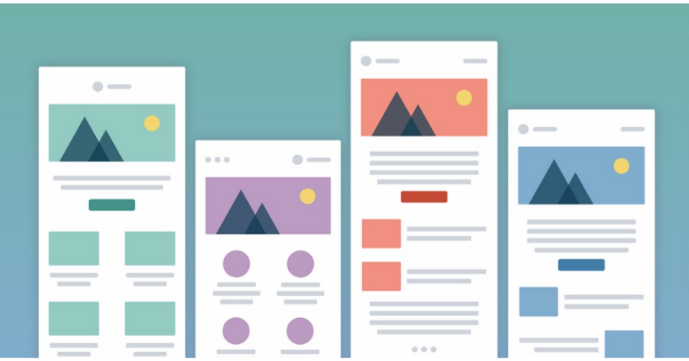
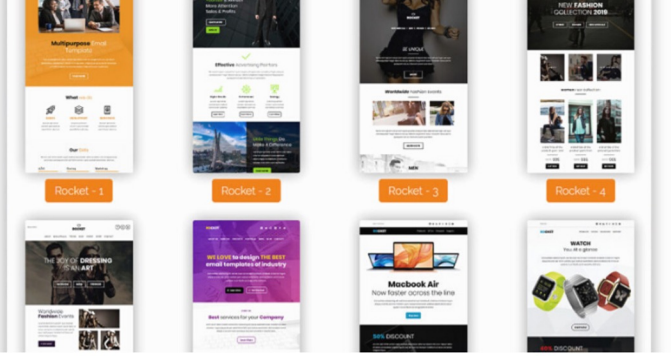
I know a lot happens in 12 months and before I start sending out all our new fundraising content starting May 1... I want to know if you're still interested in hearing from me.

#### **THE GOOD NEWS**

I learned a lot over the last 12 months about raising money and awareness virtually and I've packed a lot of experience into a new series of emails, tools and courses to share with you starting May 1.

#### **What to Expect**

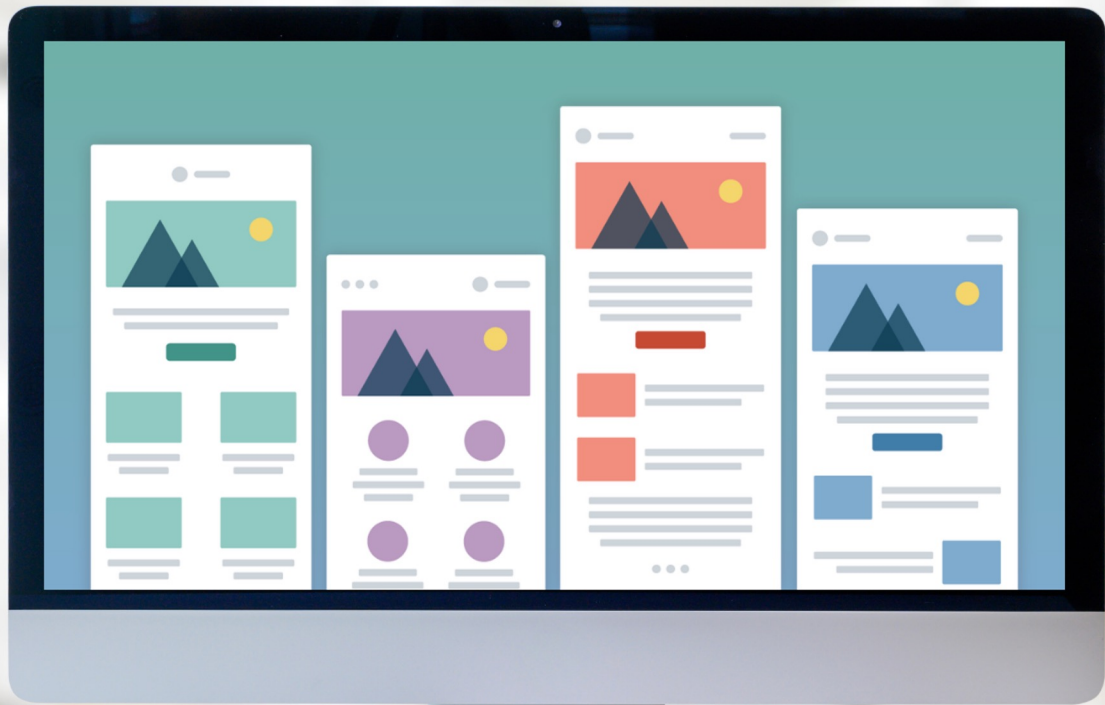
Don't worry, I'm not going to bombard you with everything at once so here's what you're gonna get from me starting May 1.



# What You Will Learn Today:

5

Make it easy to GIVE



# Remove Design

NextAfter states that after removing design, their research showed an increase by 80.3% in clicks and 112.5% in donations after removing the design elements.





# FREE 5 Day Challenge

Build and grow recurring  
revenue for your nonprofit





[info@onecause.com](mailto:info@onecause.com)

[www.onecause.com](http://www.onecause.com)

888.729.0399