



Getting a foot in the door: How to successfully onboard subscribers to your nonprofit newsletter



Ephraim Gopin

Founder, 1832 Communications

Publisher, Your Daily Dose of Nonprofit enewsletter

Publisher, The Weekly SEND

What we'll cover

1. Strategy
2. Form location
3. CTA
4. Form fields
5. Donation form- yes or no?
6. Gratitude Attitude
7. Welcome email
8. #AlwaysBeTesting

The background of the image is a blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. The image is overlaid with several large, semi-transparent blue geometric shapes, including triangles and polygons, which create a modern, architectural feel. The text 'POLL TIME!' is centered in a large, white, sans-serif font.

POLL TIME!

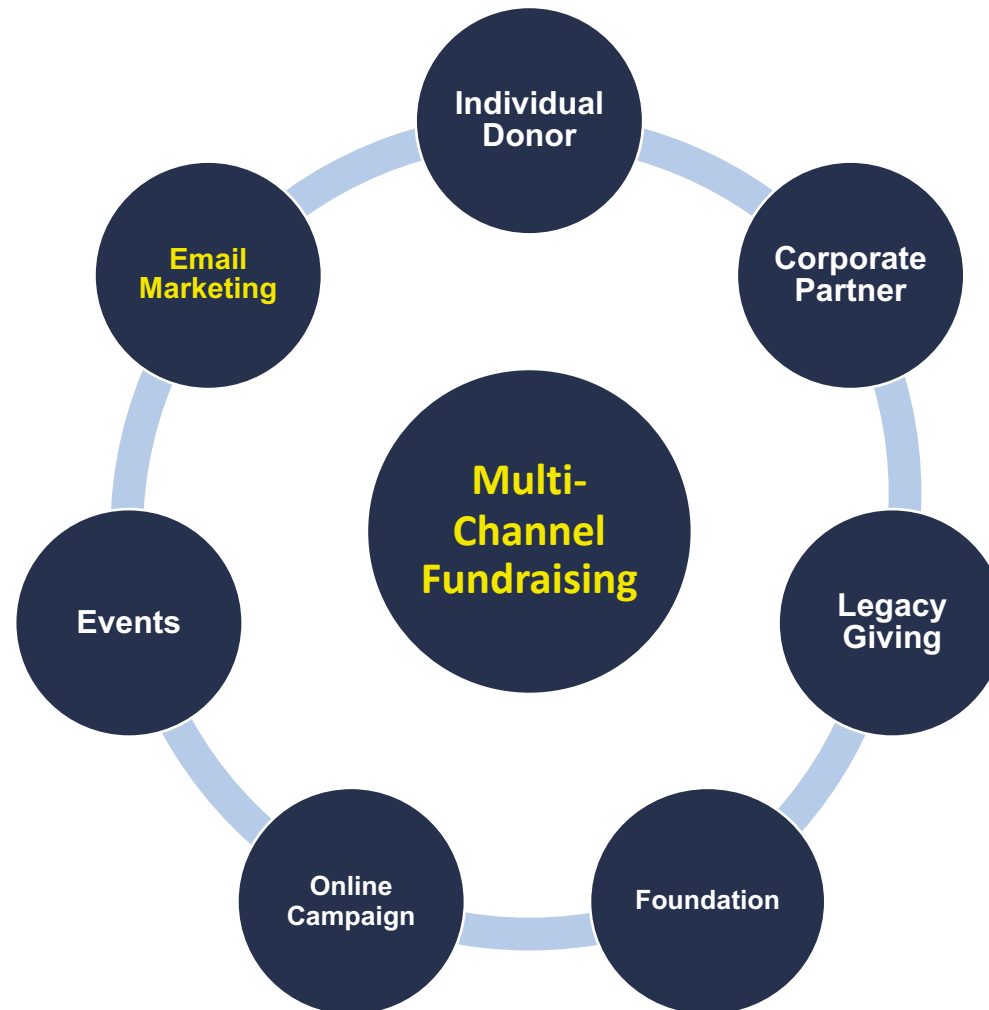
Raise[®]
2022

Strategy

Email facts to know



Diversify your fundraising portfolio



Email Marketing Atrategy

4 things to consider:

- The Rule of 7
- You vs. We
- Avg. CTR 2.66% (Campaign Monitor)
- 1 in 6 emails aren't delivered (Validity)

Form Location

Placement
matters



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POLL TIME!

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Location: The Dont's



 Search

 Need Help

 Sign Up

DONATE

HUNGER
IN AMERICA

OUR
WORK

TAKE
ACTION

FIND A
FOOD BANK

HUNGER
BLOG

Location: The Do's

Join Us: Get Updates & Get Involved

[SUBSCRIBE](#)

Our Partners

With the support of our generous partners, the Feeding America network is meeting the needs of families across the country helping them build a brighter future.

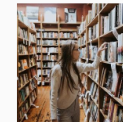
[Learn more about our partners >](#)



Hunger Blog



Why college students face hunger






For millions of college students, affording food and housing is harder than just living off of a budget. Read why millions of college students are struggling with hunger.







[Read more >](#)

Location: The Dont's

Connect with us:  800-525-2225  Locations




For Adult Patients	For Child & Teen Patients	For Healthcare Professionals	For Research Scientists
Overview	Overview	Overview	Overview
Adult Cancers	Learn About Pediatric Cancers	Departments & Divisions	Clinical Research & Trials
Clinical Trials	Life at MSK Kids	Find a Fellowship	PhD & MD/PhD Education
Integrative Medicine	Hear from our Patients	Continuing Medical Education	Sloan Kettering Institute
Patient & Caregiver Education	Educational Resources	Prediction Tools	Find a Researcher
Nutrition and Cancer	FAQs	Refer a Patient	Research Areas
Patient Login	Find a doctor	Find a Fellowship	Find a Research Position
Find a doctor	Make an Appointment		
Make an appointment	Insurance		
Insurance			

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Cancer Center

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Location: The Dont's

**FOR MORE INFORMATION,
SUBSCRIBE TO OUR NEWSLETTER**



Location: The Do's

Receive Alerts

Enter Email

SIGN UP



ABOUT

Contact
Careers
Support & FAQs

FINANCIALS

Annual Reports
Donation Policies
In-Kind Valuation

ACCREDITATION

Charity Rating
EIN: 95-1831116
Compliance & Licenses

GOVERNANCE

Leadership
Privacy Policy
Transparency

Location: Welllll....

ABOUT US

CORPORATE PARTNERS

GRANTS CENTRAL

KOMEN EN ESPAÑOL

FAQs

Newsroom

Contact Us

Site Map

Blog

ShopKomen.com

How to Help

Terms of Use

Privacy Policy

Legal and Disclosures

Careers

email address

JOIN



For breast health or breast cancer information,
please call the Breast Care Helpline: **1-877 GO
KOMEN (1-877- 465- 6636)** | helpline@komen.org

For clinical trial information, please call the Clinical
Trial Information Helpline: **1-877 GO KOMEN (1-
877- 465- 6636)** | clinicaltrialinfo@komen.org

Susan G. Komen

Komen.org uses cookies to ensure you get the best experience on our website. [Learn more](#)

Got it!

CTA

Make it
strong!



The Ask: Show Value

CONNECT WITH US

Stay connected to help end cancer. Sign up for email. Receive research updates, inspiring stories, healthy living tips and more.

The Ask: Active subscribers!



Be an Active Supporter

Be the first to know about UNICEF's humanitarian relief efforts in times of emergency.

The Ask: Who? What? How?

☐

Yes, I would like to receive communication from this organization.

Form Fields

Keep It Simple
Silly

First Name *

Email Address *

SUBSCRIBE NOW

Form Fields: Expert Opinion



“Every second of friction that’s thrown at somebody, the less signups you’ll get. Just requesting an email address gets you more signups. It is less personalized but if you give them more opportunities to engage (social media, follow up emails, etc.), you’ll get their first name, intrigue them, interest them. The goal is sign ups.”

TEVI HIRSCHHORN - UX CONSULTANT

Form Fields

Sign Up for Email Alerts

Join our network and be the first to take action in the fight to protect reproductive rights.

ZIP CODE*

EMAIL ADDRESS*

I agree to receive email updates from Planned Parenthood organizations. I may unsubscribe at any time.

SUBSCRIBE

Form Fields no no part 1

Connect With Us



STAY INFORMED WITH NEWS & UPDATES

 *email address*

SIGN UP

About Us

Careers

Find a Club

Our Mission

Contact Us

Get Involved

Alumni

Partners

Programs

Ways to Give

Resources

Child Safety

Club Impact

Annual Report

Shop Our Store

Form Fields no no part 2

Get the latest Club news!

Sign up to learn about Boys & Girls Clubs of America's innovative programs to create our next generation of leaders.

- Read inspirational stories
- See the difference supporters make
- Learn about exciting Club initiatives

You'll receive informative emails and our e-newsletter, Opening Doors, packed with stories, events and photos you'll enjoy.

Were you a member of a Club as a kid?

☐ Yes ☐ No

☐ Yes, please subscribe me to receive email messages from Boys & Girls Clubs of America.

SIGN UP

Form Fields

Register

Create an account to receive special ticket offers and information about events. If you already have an account with us, please [login here](#).

PREFIX Required
Mr. ▼

FIRST NAME Required
example: Jane

LAST NAME Required
example: Doe

WEB SALUTATION Required
example: Jane Doe

EMAIL Required
example: jane.doe@example.com

CREATE PASSWORD (MUST BE 6-16 CHARACTERS) Required

CONFIRM PASSWORD (MUST BE 6-16 CHARACTERS) Required

ADDRESS 1 Required
Street Address

ADDRESS 2 Optional
Apartment Number, Suite Number

CITY Required
example: New York

STATE / PROVINCE Required
New York ▼

POSTAL CODE Required
example: 10023

COUNTRY Required
USA ▼

PHONE Required
example: 555-555-5555

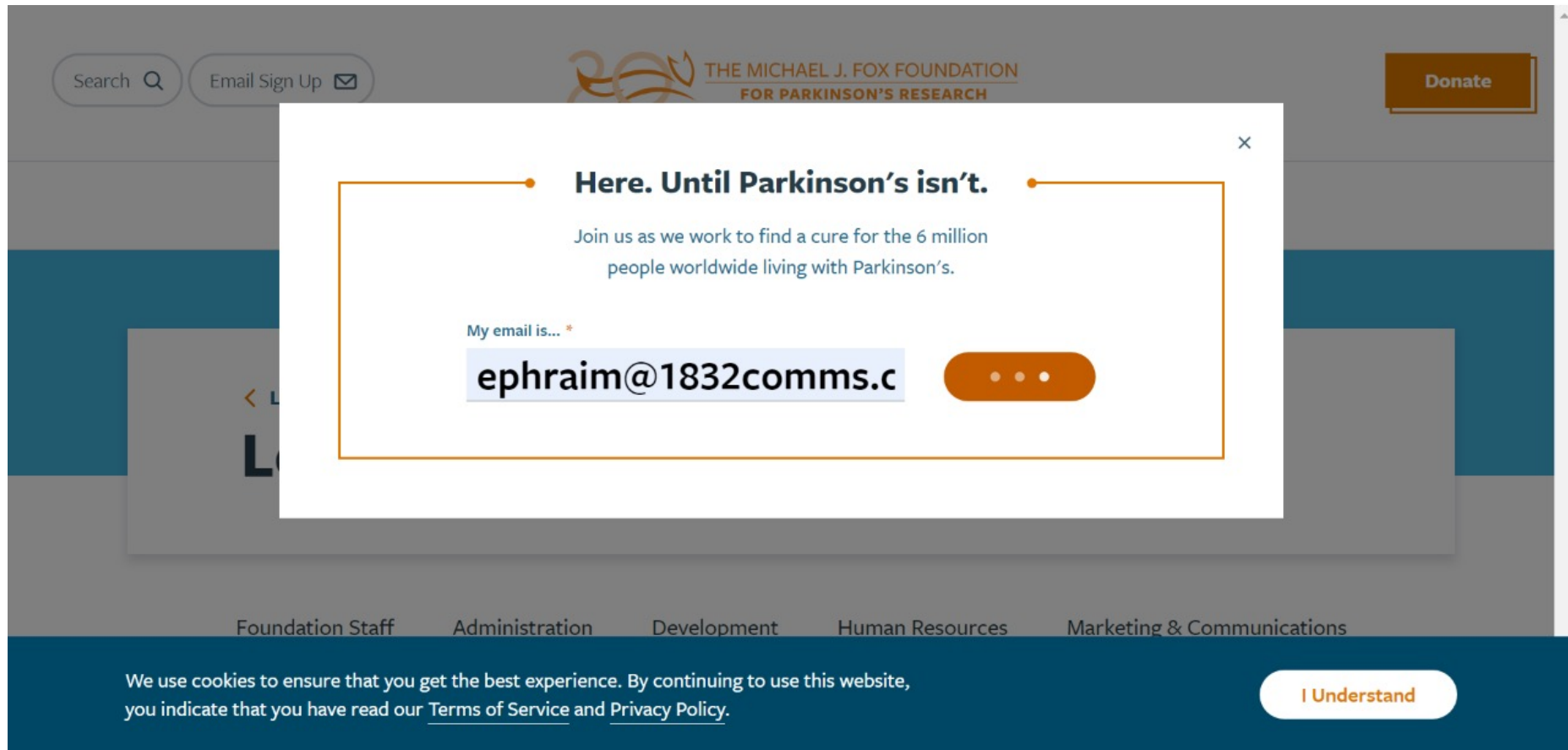
EMAIL PREFERENCES Optional
Please sign me up to receive Met Opera information.

- ☐ All Met Opera Communications
- ☐ Met Opera Tickets and Events
 - ☐ Email Newsletter
 - ☐ Support the Met
 - ☐ Member Benefits & Reminders
 - ☐ Met Opera Shop
 - ☐ The Met: Live in HD
 - ☐ Met Opera on Demand
 - ☐ Met Opera Guild Communications
 - ☐ American Ballet Theatre Info

[CREATE AN ACCOUNT](#)

Your privacy is extremely important to us. For details, please review our [Privacy Policy](#).

Form Fields: Off to a Good Start



The screenshot shows the website of The Michael J. Fox Foundation. At the top, there is a navigation bar with a search bar, an "Email Sign Up" button, the foundation's logo, and a "Donate" button. A central modal window is open, titled "Here. Until Parkinson's isn't." It contains the text "Join us as we work to find a cure for the 6 million people worldwide living with Parkinson's." Below this is a form field labeled "My email is..." with the email address "ephraim@1832comms.c" entered. To the right of the email field is a button with three dots. At the bottom of the page, there is a footer with links to "Foundation Staff", "Administration", "Development", "Human Resources", and "Marketing & Communications". A cookie consent banner is also visible at the bottom, stating "We use cookies to ensure that you get the best experience. By continuing to use this website, you indicate that you have read our [Terms of Service](#) and [Privacy Policy](#)." with an "I Understand" button.

Search 🔍 Email Sign Up ✉️

THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

Donate

Here. Until Parkinson's isn't.

Join us as we work to find a cure for the 6 million people worldwide living with Parkinson's.

My email is... *

ephraim@1832comms.c

Foundation Staff Administration Development Human Resources Marketing & Communications

We use cookies to ensure that you get the best experience. By continuing to use this website, you indicate that you have read our [Terms of Service](#) and [Privacy Policy](#).

I Understand

Form Fields: Not a Great Ending

Here. Until Parkinson's isn't.

Join us as we work to find a cure for the 6 million people worldwide living with Parkinson's.

First Name *

Last Name *

Zip Code *

Connection to Parkinson's *

Sign Up

Form fields: YES!

Want to Stay Informed?

Sign up for our monthly newsletter to get updates about our work.

If you are in the European Union, please sign up [here](#).

Your Email:

Subscribe Now

 [View Sample Newsletter](#)

**THE TASK
FORCE**
FOR
GLOBAL HEALTH

Quick Links

[Who We Are](#)

[What We Do](#)

[Where We Work](#)

Our Programs

[African Health Workforce Project](#)

[Brighton Collaboration](#)

[Children Without Worms](#)

[Coalition for Global Hepatitis Elimination](#)

[Focus Area for Compassion and Ethics in Global Health](#)

DONATE

Tweets by [@TFGH](#)



The Task Force
[@TFGH](#)



Donation Form

Distraction or
relationship
builder?

☐ I would like to receive emails from The Salvation Army.

☐ This donation is for a specific city, state OUTSIDE of my local community.

One-time donation

\$0.00 USD

☐ I'd like to cover the fees so more of my donation goes to The Salvation Army

Donate with your preferred payment method:

PayPal

venmo

CREDIT CARD

BANK TRANSFER

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POLL TIME!

Raise[®]
2022

Donation Page: Expert Ppinion



"Should there be a checkbox on the donation form? Yes, yes and always yes. Because you want to speak to them again. A donation is never a single transaction, it's an opportunity to ensure that you're starting and maintaining a good relationship with a key supporter. If they felt strongly enough to donate to the charity, checking a box that says "Yes, I'd like to receive your monthly newsletter" won't be much of a stretch. You should always give a donor an opportunity to better connect with the organization."

JEREME BIVINS

MANAGING DIRECTOR, GOOD DOG STRATEGIES

Donation Form: Opt-in

***Email**

Phone

☐

Join the fight and sign up to receive email updates from United Way Worldwide. You can unsubscribe at any time. For more information, see our [privacy policy](#).

Donation form: What?!



Double Your Impact Today

Every day at City of Hope, our researchers and clinicians work to find novel solutions to complex diseases like cancer and diabetes. Friends like you provide the resources they need to find new treatments and cures.

When you give to City of Hope, you are giving hope, second chances and the power to heal. And thanks to our generous friends at Scotch™ Brand, your gift today will be DOUBLED up to \$100,000.

Will you partner with City of Hope and make twice the impact today?

If you would like to donate to City of Hope in honor or in memory of a loved one, [please visit our Cards for Hope giving page.](#)



Your Most Generous Gift:

\$60	\$110	\$260
\$500	\$1,000	Other

☐ Make this a recurring gift

Use My Gift Where It's Most Needed 

Email Address*	Mobile Number
----------------	---------------

Provide your email and mobile number so we can send your gift confirmation, tax receipt and share updates with you about lifesaving breakthroughs and the impact of your generous donation.


Bad Form

Email Address*

msmith@gmail.com

Phone Number

555-555-5555

☐ I want to receive emails. ** 

Employer

☒ Billing Information is Same as Above


PAYMENT INFORMATION

Credit Card Number *

Expiration Date *

01 ▼

2020 ▼

CVV Number * 

GIFT INFORMATION

☐ My Employer Matches Gifts

☐ I have/am interested in naming Dana-Farber in my will, trust, or long-term plans

Tell Us Why You Give to Dana-Farber

YOUR TOTAL: \$100

SUBMIT

** Receive our email updates to learn ways to join us in the fight against cancer. You can unsubscribe at any time.

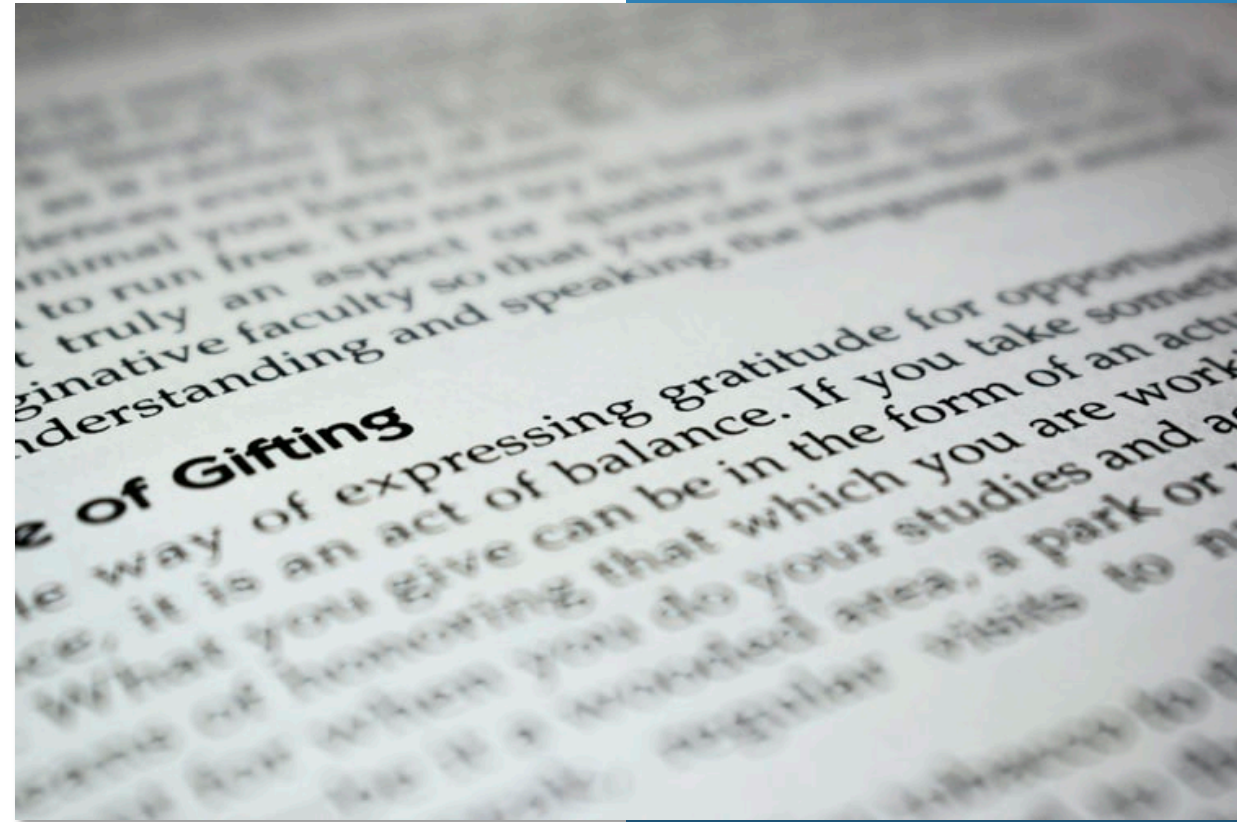
Bad Form



By taking action, you will be signed up for our monthly eNewsletter and communications about our work. You can unsubscribe at any time.

Gratitude Attitude

New
subscribers
rock!



Gratitude Checklist

- ✓ Immediacy
- ✓ Mobile friendly
- ✓ Good subject line
- ✓ Sent by a person
- ✓ Personalized
- ✓ Easy on the eye
- ✓ Warm and friendly
- ✓ Set expectation

Gratitude Attitude: On Site



Thanks for signing up!

You'll find great content in your inbox soon.

At Teach For America, we know lasting change can happen: All children will get the excellent education they deserve.

See how change happens.

[WATCH VIDEO](#)

Gratitude Attitude: On Site

it matters most


×

Thanks

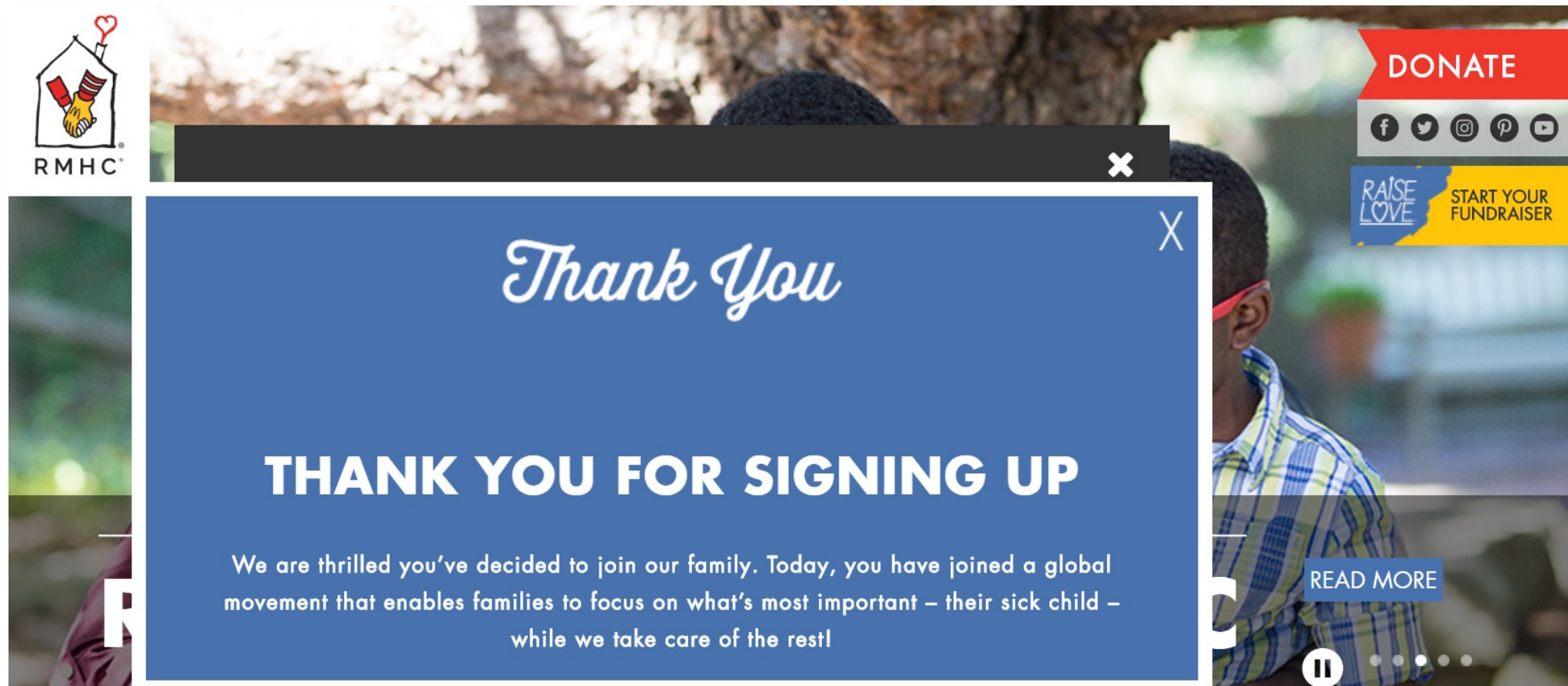
2 out of 3 people who sign up also add their local information here.

Make your voice stronger—connect with your own representatives. Help us send you state and local alerts.

[Read our privacy policy.](#)



Gratitude Attitude: On Site



The image is a screenshot of a video player. The background of the video is a blurred outdoor scene with a person's head and shoulders visible. Overlaid on the video is a large blue rectangular box with white text. In the top left corner of the video frame is the RMHC logo, which depicts a house with a heart and two hands holding a heart. In the top right corner of the video frame is a red 'DONATE' button, a row of social media icons (Facebook, Twitter, Instagram, Pinterest, YouTube), and a yellow 'RAISE LOVE START YOUR FUNDRAISER' button. The blue box contains the text 'Thank You' in a script font, followed by 'THANK YOU FOR SIGNING UP' in a bold sans-serif font, and a paragraph of text below. A 'READ MORE' button is located in the bottom right corner of the blue box. A pause button and a progress bar are visible at the bottom of the video player.

RMHC

DONATE

f t i p y

RAISE LOVE START YOUR FUNDRAISER

Thank You

THANK YOU FOR SIGNING UP

We are thrilled you've decided to join our family. Today, you have joined a global movement that enables families to focus on what's most important – their sick child – while we take care of the rest!

READ MORE

II

Welcome Email

Build the
relationship
from email
number one



POLL TIME!

Raise[®]
2022

Expert Opinion

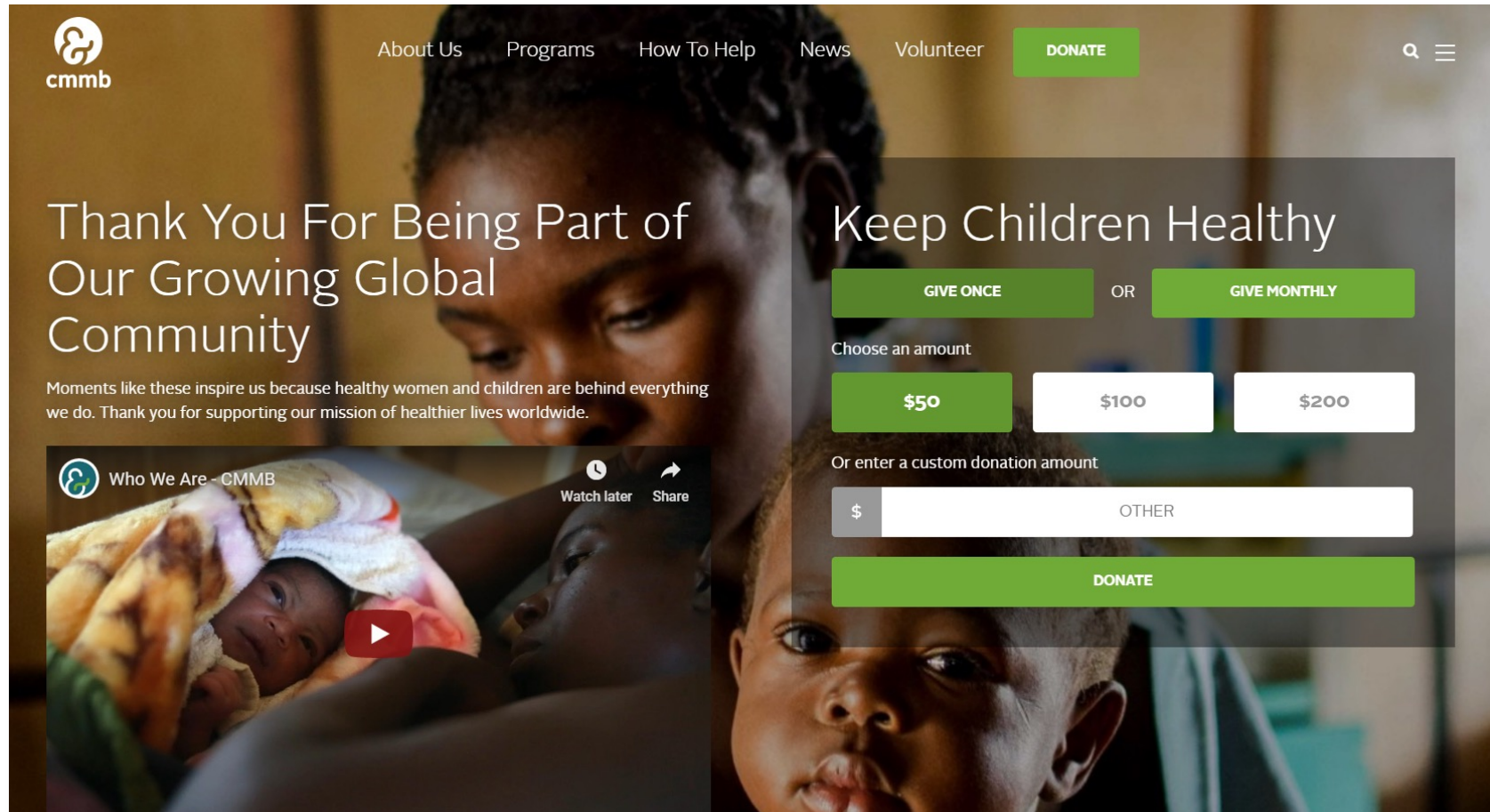


"Asking a new subscriber to donate - or do anything significant right away - is like asking you to marry them on the first date."

JULIE COOPER

FUNDRAISING COPYWRITER &
COMMUNICATIONS STRATEGIST,
JB COOPER LLC

No Thanks



Gratitude Attitude: Welcome Email



Gratitude Attitude: Welcome Email

Dear E,

Welcome to our Save the Children family! I couldn't be more grateful that you've joined our efforts to provide children around the world the best chance for the future they deserve.

Thanks to the commitment of compassionate people like you, Save the Children does whatever it takes to ensure children grow up healthy, educated and safe. **In fact, last year alone, Save the Children worked in 120 countries, including the United States, reaching more than 134 million children!**

Gratitude Attitude: Welcome Email



WATCH THE VIDEO TO LEARN MORE

Gratitude Attitude: Welcome Email

We're excited to share our latest news and stories with you via email to let you know about the different parts of our work, why it's so important and how you can be a part of it. If you'd like to learn more right now, I hope you can watch this video about how Save the Children is working to transform the lives of children around the world.

On behalf of the children, I thank you for taking this step to create change that lasts a lifetime.

Sincerely,

A handwritten signature in blue ink that reads "Carolyn Miles". To the right of the signature is a blue outline of an arrow pointing to the left.

CEO, Save the Children

P.S. If you'd like to make a gift now, please click here to help Save the Children do whatever it takes to provide more children with a better life and a brighter future.

No Thanks



New HealthWell Foundation Fund Offers Financial Assistance to People Living with Lambert-Eaton Myasthenic Syndrome (LEMS)

Fund Provides Copayment and Premium Assistance

GERMANTOWN, Md. - December 27, 2019 - The HealthWell Foundation®, an independent non-profit that provides a financial lifeline for inadequately insured Americans, has opened a new fund to provide copayment and premium assistance to people living with Lambert-Eaton Myasthenic Syndrome (LEMS). Under the new fund, HealthWell will provide up to \$12,000 in financial assistance for a 12-month grant to eligible patients who have annual household incomes up to 500 percent of the federal poverty level.

According to the Muscular Dystrophy Association (MDA), LEMS is a rare neuromuscular disorder that weakens and fatigues the body's voluntary muscles, usually causing weakness in the upper legs and hips. As the legs are particularly affected, it may be difficult to climb stairs, run, walk or get out of a chair. Approximately 50 to 60 percent of LEMS cases are associated with an underlying disease, particularly small cell lung cancer. While the trigger for LEMS is unknown in people without cancer, it is estimated that about half of those with LEMS have or will develop

No Thanks



BEATING CANCER IS IN OUR BLOOD.

Dear Supporter

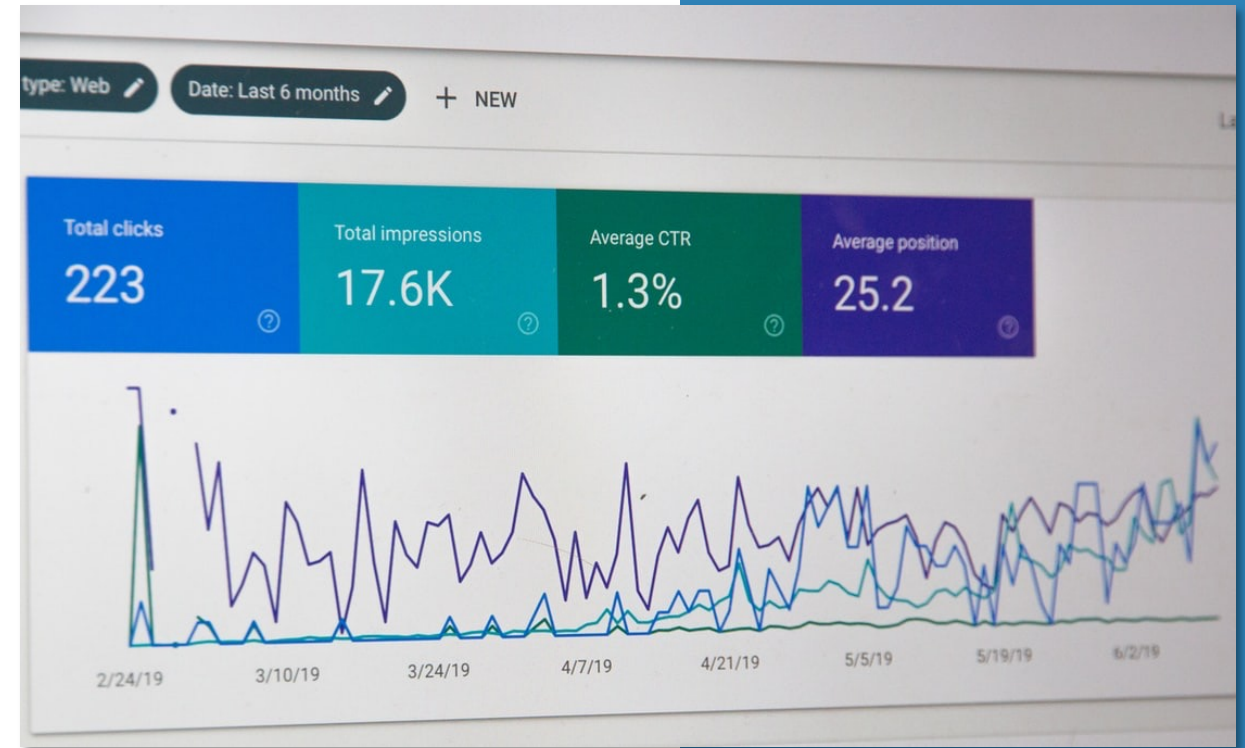
Within The **Leukemia** and Lymphoma Society's (LLS) Team In Training (TNT) program, we believe Curing Cancer is a Team Sport. TNT and LLS continue to innovate a program for fundraisers to change lives – both theirs and those impacted by blood cancer. TNT delivers an experience that inspires and supports “teammates” through camaraderie, coaching and personal discovery.

LLS's own Chief Medical Officer, Dr. Gwen Nichols, will have this experience herself by officially joining the team and taking on the Lavaman Waikola Triathlon with her son this year. An active tennis player and kayaker, Dr. Gwen is shifting gears for her Hawaiian

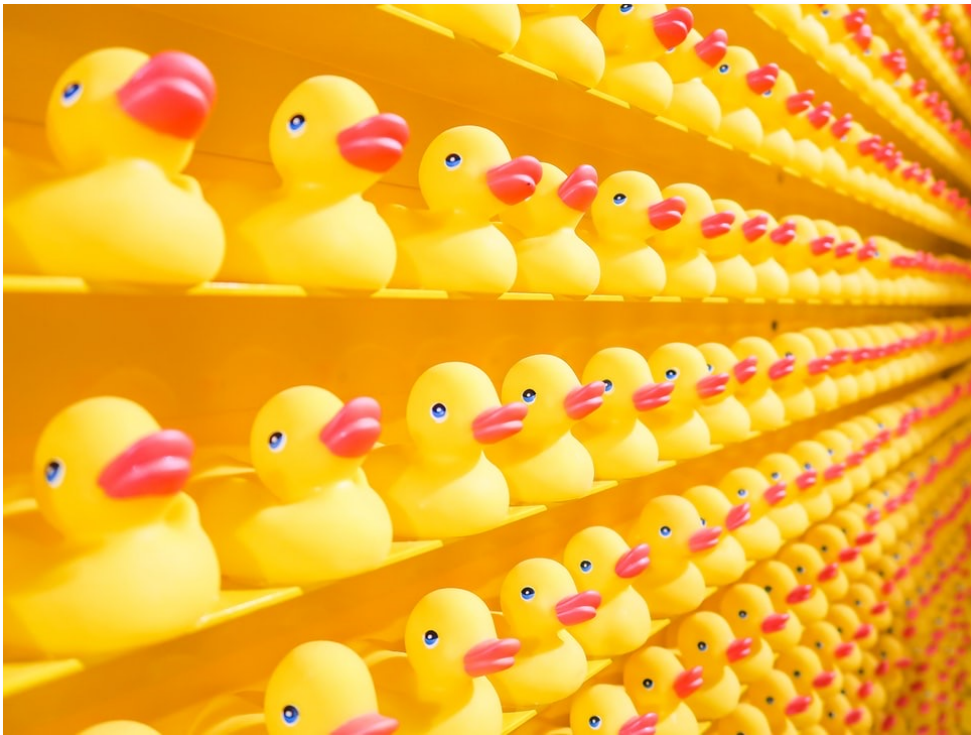


#AlwaysBeTesting

Know what
works and
what doesn't



What to Test and Analyze



- Form CTA
- Subject line
- CTR and conversions
- Content

Email Onboarding Checklist

- ☐ Form location: Bottom of every page
- ☐ The ask: Gimme a reason!
- ☐ Form fields: Email (and first name)
- ☐ Donation page mention: Yes, opt-in
- ☐ Gratitude: Pop-up message + welcome email
- ☐ Always be testing!



Q U E S T I O N S ?

Now's my time to
hear from you!

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2022

A blue-tinted photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with many sailboats in the water in the foreground.

Raise[®] 2022

FOLLOW US ON SOCIAL

#2022RAISE



fb.com/onecause



[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://www.instagram.com/onecauseteam)



linkedin.com/company/onecause

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2022

