

Email Fundraising Made Simple: Grow Your List, Keep Donors Engaged & Increase Giving

Presented by:
Vanessa Chase Lockshin



Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.



Source: #BeadYourProvince, Kooten Creations

About CanadaHelps

- CanadaHelps is a charitable foundation increasing giving in Canada through technology.
- For Canadians, CanadaHelps.org, provides a trusted one-stop destination for making donations, fundraising, or learning about any charity in Canada.
- For Canada's 86,000 charities, we develop affordable fundraising technology and provide free training and education for charities so that all charities have the capacity to increase their impact and succeed in the digital age.
- Since 2000, more than 3.5 million Canadians have donated over \$2.3 billion to charities using CanadaHelps.





Have A Question?

- A recording will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.
- You can hear us, but we can't hear you.
- Have questions or technical difficulties? Type them into the Questions Log at any time.



Speaker

Our speaker Vanessa Chase Lockshin, is the founder of The Storytelling Nonprofit and has helped non-profit organizations raise over \$16 million. As an author, trainer and consultant, she specializes in helping non-profits to grow their email fundraising programs and maximize their potential to build effective multi-channel fundraising strategies.



Ready to learn?

- ▶ Understand why email remains a powerful tool for all fundraising programs
 - ▶ Learn tactics to grow an email list on a regular basis
 - ▶ Discover how to keep an email list engaged over time
 - ▶ Get easy tips to increase giving from fundraising emails
 - ▶ Answers to your questions!
- 

**Does your non-profit
currently use email
fundraising?**

- a) Yes and it's great!**
- b) We do but it could
be going better**
- c) Not yet but we plan
to**



Why Email Fundraising Still Works



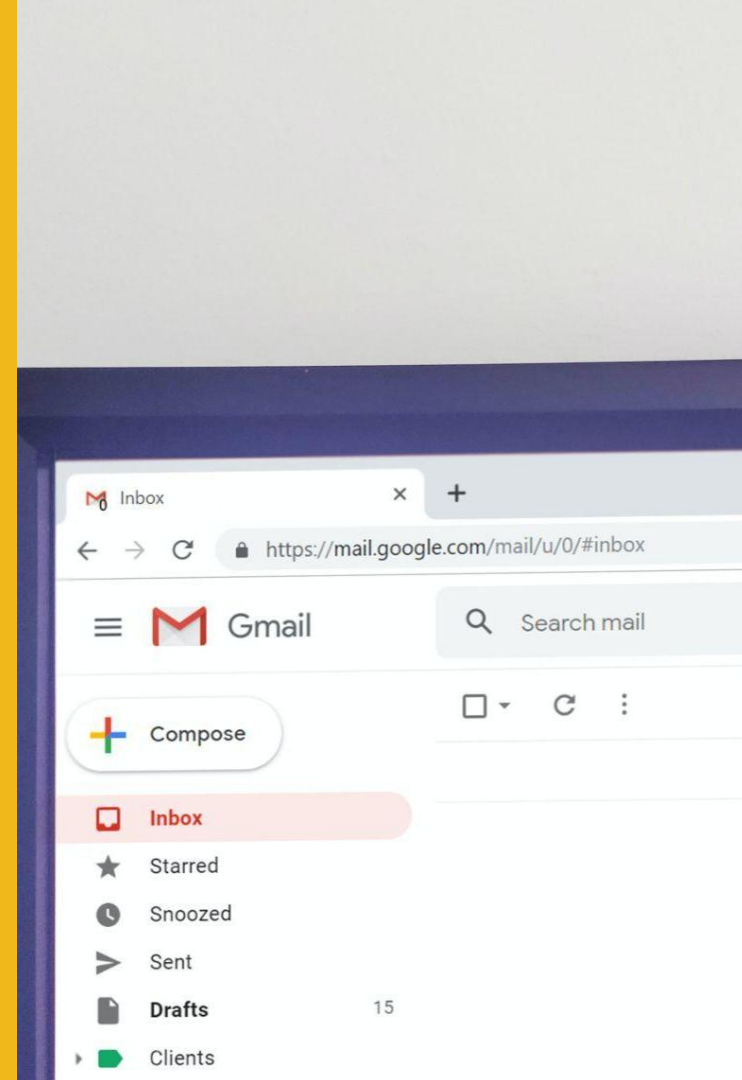
A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark blue blazer over a white V-neck shirt. A gold-toned watch with a black face is visible on their left wrist. The background is a solid yellow color with a subtle, light-colored floral or scrollwork pattern in the bottom right corner.

Email is still a great tool to use for fundraising

- The ZeroBounce Email Statistics Report shows that **93% of people check email every day**. Furthermore, 42% of consumers check their email three to five times a day
- **For every 1,000 fundraising messages sent, nonprofits raised \$58** according to M+R Benchmarks
- **Email can see a return on investment of 122%**, which Whole Whale says is four times more than social media, direct mail, and paid search.

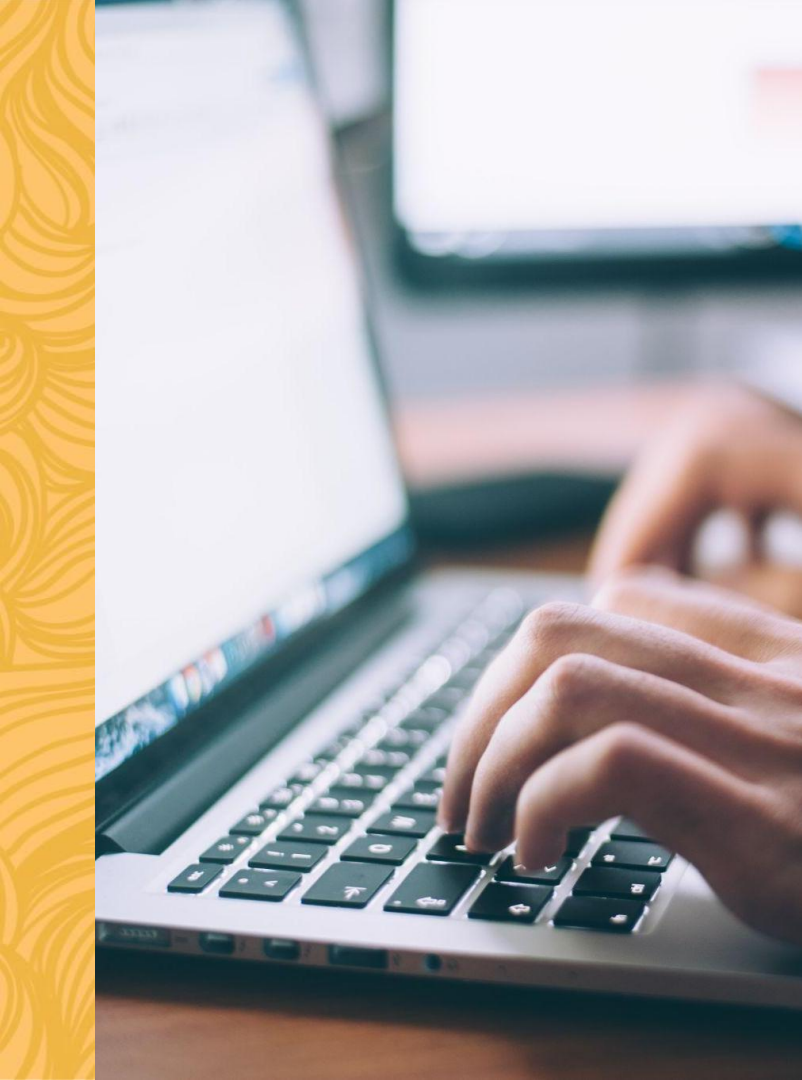
Email is personable, direct & scalable

- Email can feel extremely personal, even if it's sent to thousands of people
- There is a clear, direct CTA to a donation page
- Sending more emails is very cost effective



Grow Your Email List Consistently



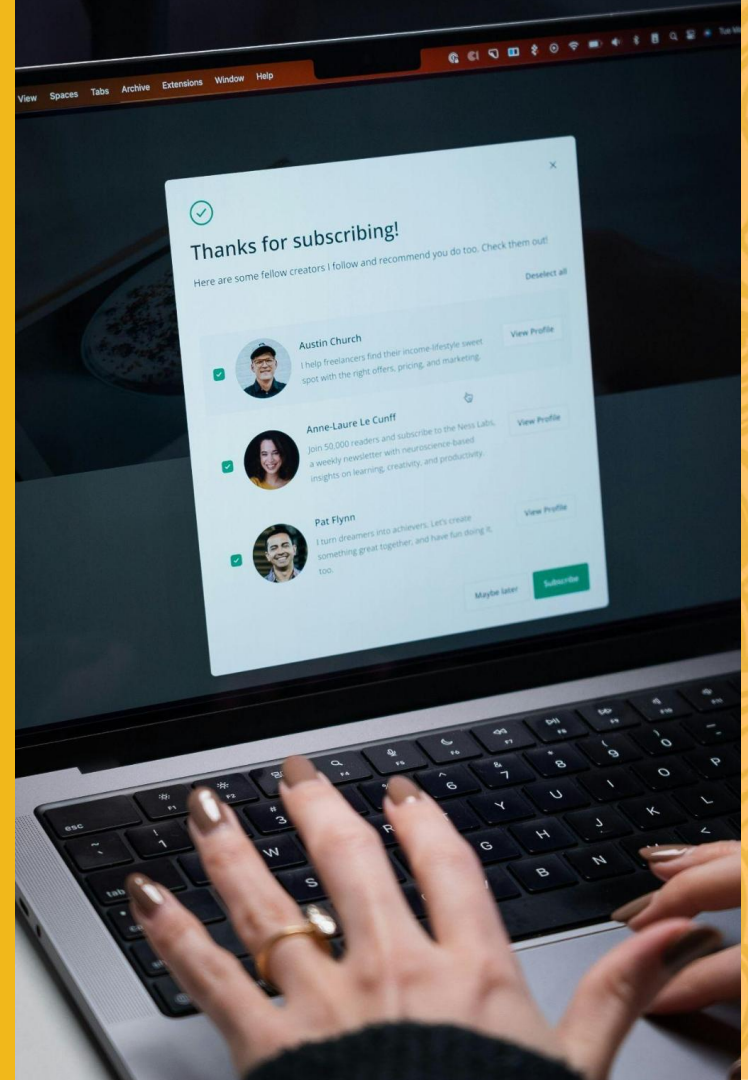


Why list growth is ongoing

- Email is a numbers game and having more people to email will improve your results
 - Email lists naturally shrink over time (unsubscribes, bounces)
 - Fresh leads = new donor potential
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Tactics to grow your list

- Add opt-in forms to your website
- Offer a high-value freebie (checklist, guide, etc.)
- “Send a message” campaigns to garner email sign ups
- Promote your email sign-up via social, events, and partners
- Don't forget: Always use consent-based opt-ins



List growth campaign example



Send a message to Mercy Corps team members



Brigitte (left) leads a cooking demonstration with the help of Mercy Corps team member Justine (right) in the Democratic Republic of Congo.

In 40+ countries around the world, Mercy Corps team members are building brighter futures with the communities where we live and work. We're committed to creating global change through local impact — 95% of our team members are from the countries where they work.

First name *

Vanessa

Last name *

Chase

Email *

vanessa@thetorytellingnonprofit.com



Your message

Send a message >

Keep Your List Engaged Over Time



**The top email
mistake:**

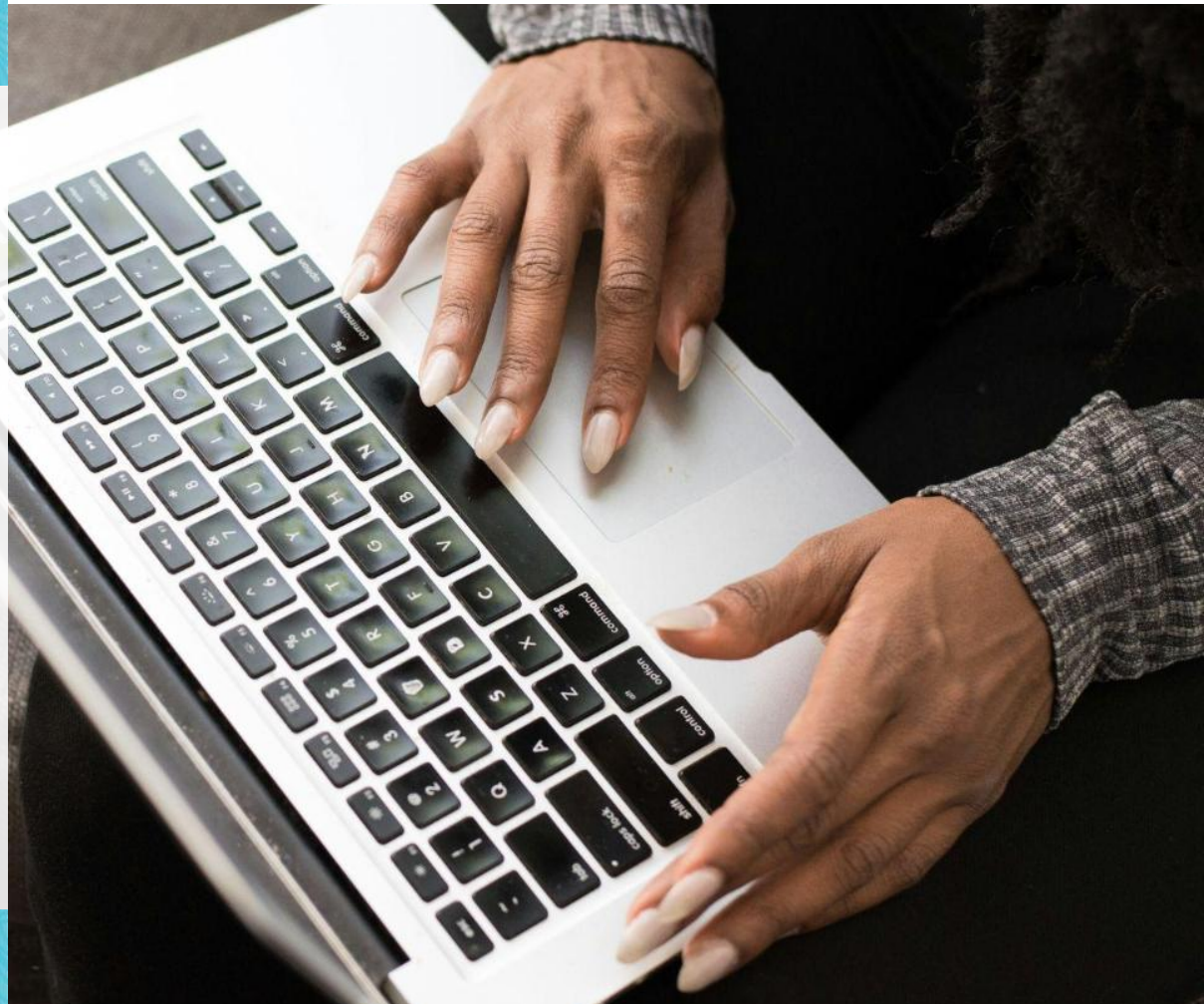
**Only asking for
money.**

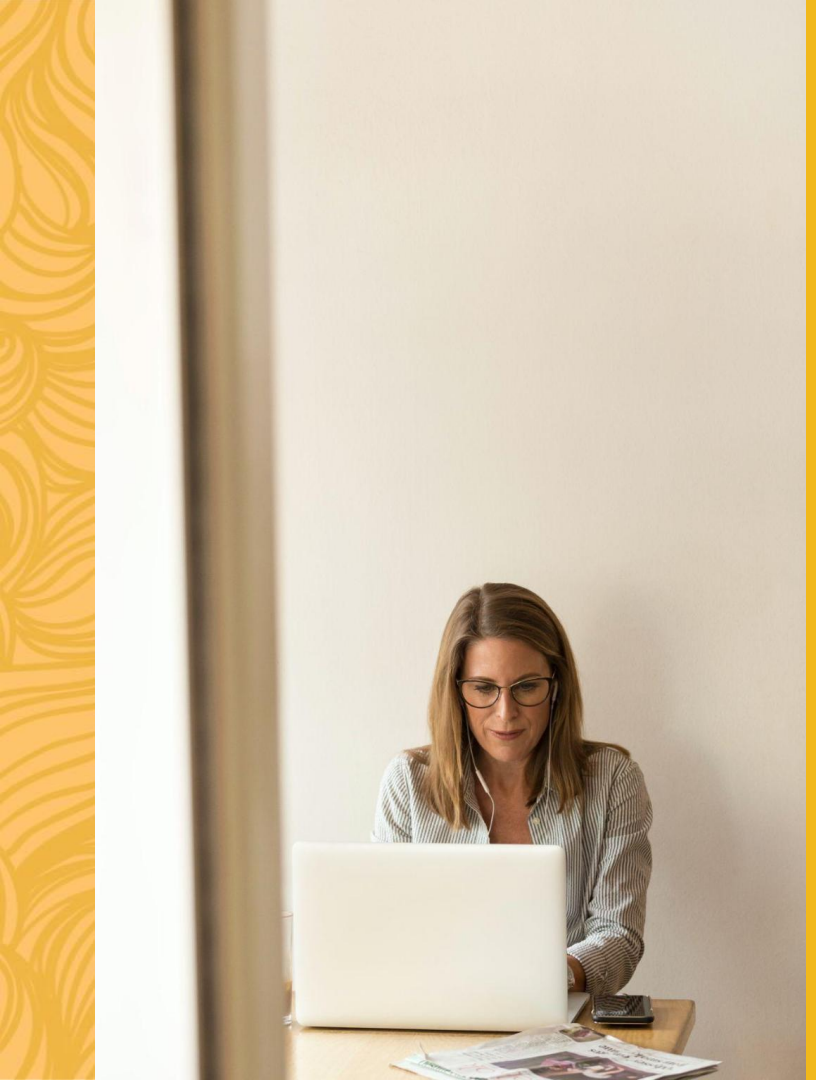


The top email
mistake:

Only asking for
money.

Your emails can
provide value and be
something people
look forward to.



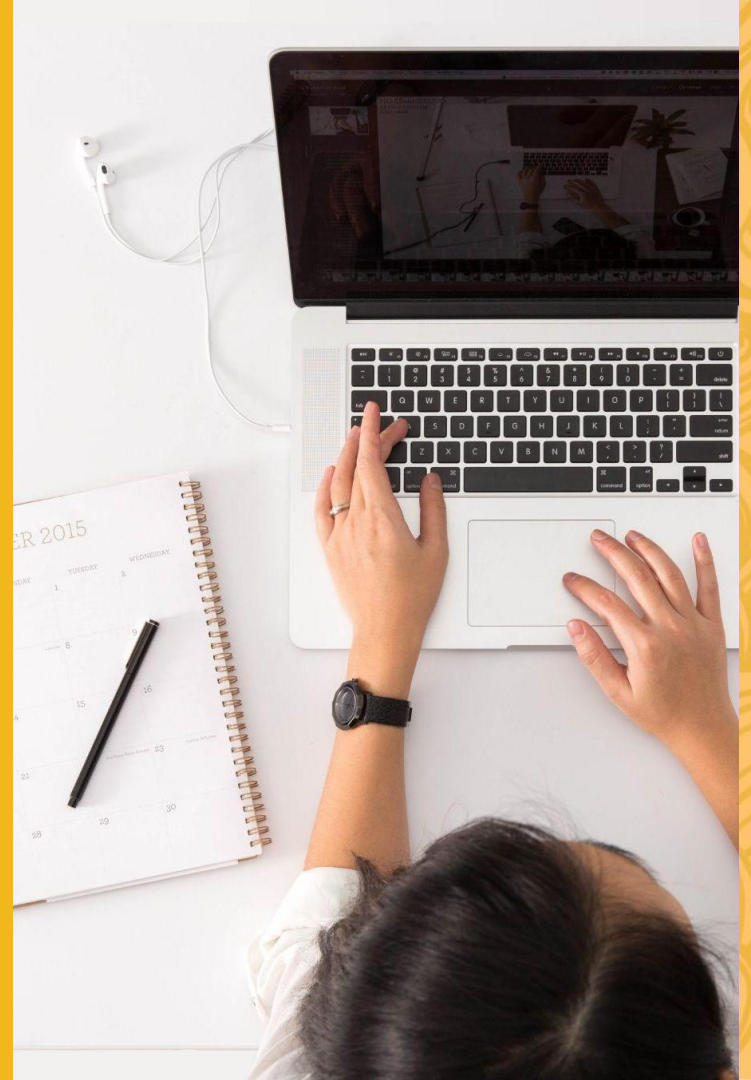


Types of emails you can send

- Mission/impact stories
 - Behind-the-scenes looks
 - Get to know staff members
 - Gratitude messages
 - Updates on programs
 - OpEd style content about your cause
- 

Build a simple email calendar

- Email is most effective when you have a plan and can build narrative over time
- Set a North Star for the next 90 days
- Build out a plan for emails that will help you get to that point
- Email at least 1 to 2 times per month

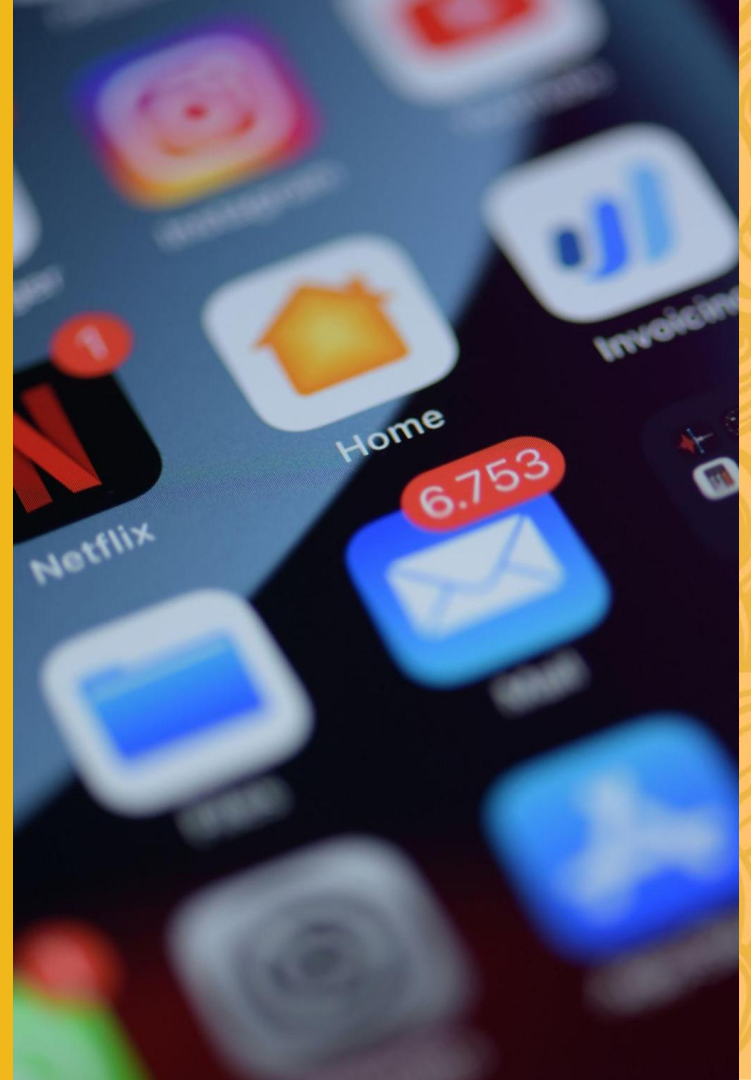


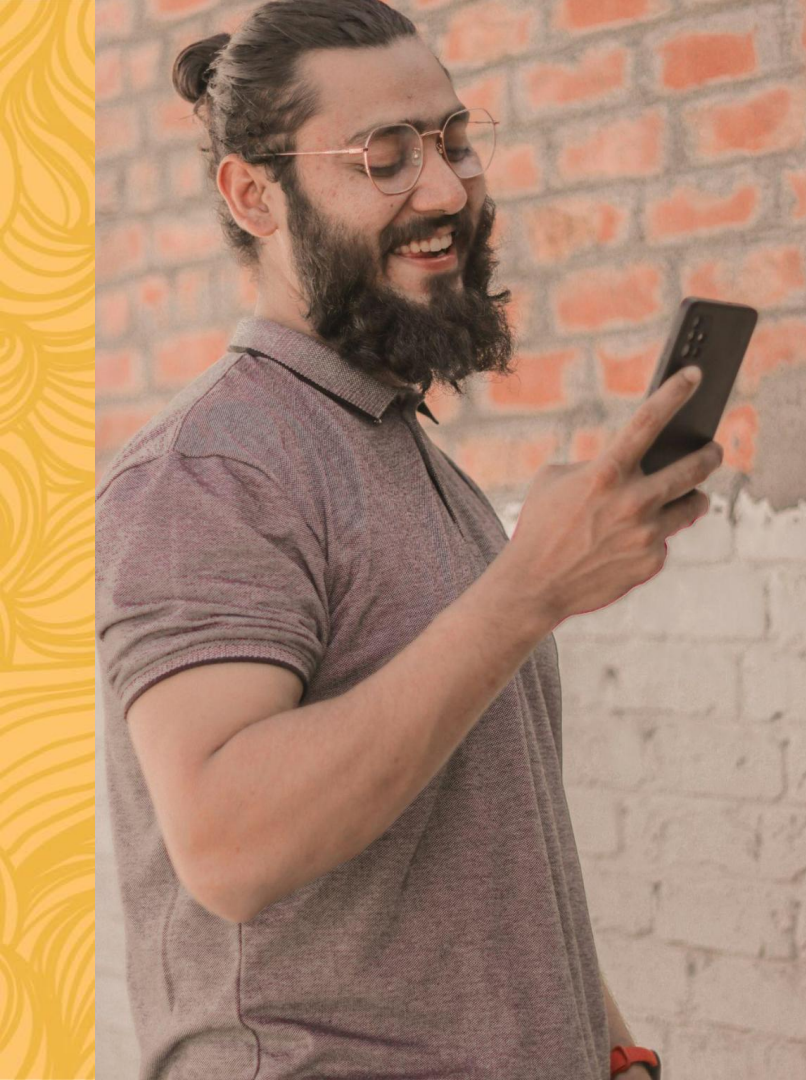
Increase Giving With Better Fundraising Emails



Elements of great email writing

- Context
- Core Problem
- Solution
- Ask
- Urgency



A man with a beard and glasses is smiling while looking at his smartphone. He is wearing a grey polo shirt. The background is a brick wall. The image is part of a presentation slide with a yellow decorative border on the left and a white background with a grey decorative swirl at the bottom right.

Structure of a great email

- Hook
- Explainer
- Ask
- Second Explainer or Story
- Ask

Structure of a great email

I was shocked when I learned that **a power wheelchair costs more than what I paid for my car**. Yet for a child with mobility issues, a power wheelchair can give them and their parents the gift of mobility. This is just one example of a bigger problem.

All too often what special needs children need to thrive isn't covered by health insurance, leaving their families scrambling to figure out how to come up with thousands (sometimes tens of thousands of dollars) they don't have.

We want to ensure that any family with a special needs child won't have to worry about how they're going to afford the resources or equipment their child needs.

This holiday season we have the opportunity to help more families than ever before. **With the support of a generous matching donor, all donations up to \$60,000 during our Variety Tree of Hearts campaign will be matched dollar for dollar. That means your donation will go twice as far to help families in BC.**

[By donating to the Variety Tree of Hearts campaign, you will fund essential equipment and resources for BC's special needs kids and their families. Make your donation today and double your impact!](#)

The Sender Name is Prime Real Estate

- People open emails from people
- 45.90% of emails are opened because of the sender's name
- Have 3 to 4 sender names that you rotate through





Mail

Subject Line + Preview Text

- 3 approaches that work: curiosity, urgency and relevance
- Don't bury the lead

Some subject lines I love

- Parents can't keep up with these costs
- The difference you can make right now
- New moms shouldn't have to go through this
- Vanessa, you can help us cross the finish line
- 1 wonderful thing you can do today



A photograph of a person with dark hair and glasses, wearing a brown jacket, sitting at a wooden desk in a modern office or cafe. They are looking at a laptop screen. The desk has a red mug and some papers. There are two brown pendant lights hanging above the desk. A large window is in the background, showing a view of trees and a building. The wall is white with a red lower section. A whiteboard is visible on the wall.

Strategic Formatting Inside Your Email

- Short paragraphs. No walls of text!
- Use bolding to keep the key moving
- One, clear CTA
- Hyperlink entire sentences, not just a few words



This year our community has come together to invest in Burnaby Hospital's redevelopment. Thanks to donor support we've been able to provide Burnaby Hospital with:

- The first in Western Canada Mako Robotic-Assisted Surgery System - used in hip and knee replacement surgery, which brings innovation to the process of total-joint replacement through the creation of pre-operative plans using CT scans and proprietary software to provide improved patient care
- 42 education grants for hospital staff to advance their knowledge
- 16 brand new stackable staxi® chairs, which are in constant demand at the hospital and are essential for moving patients

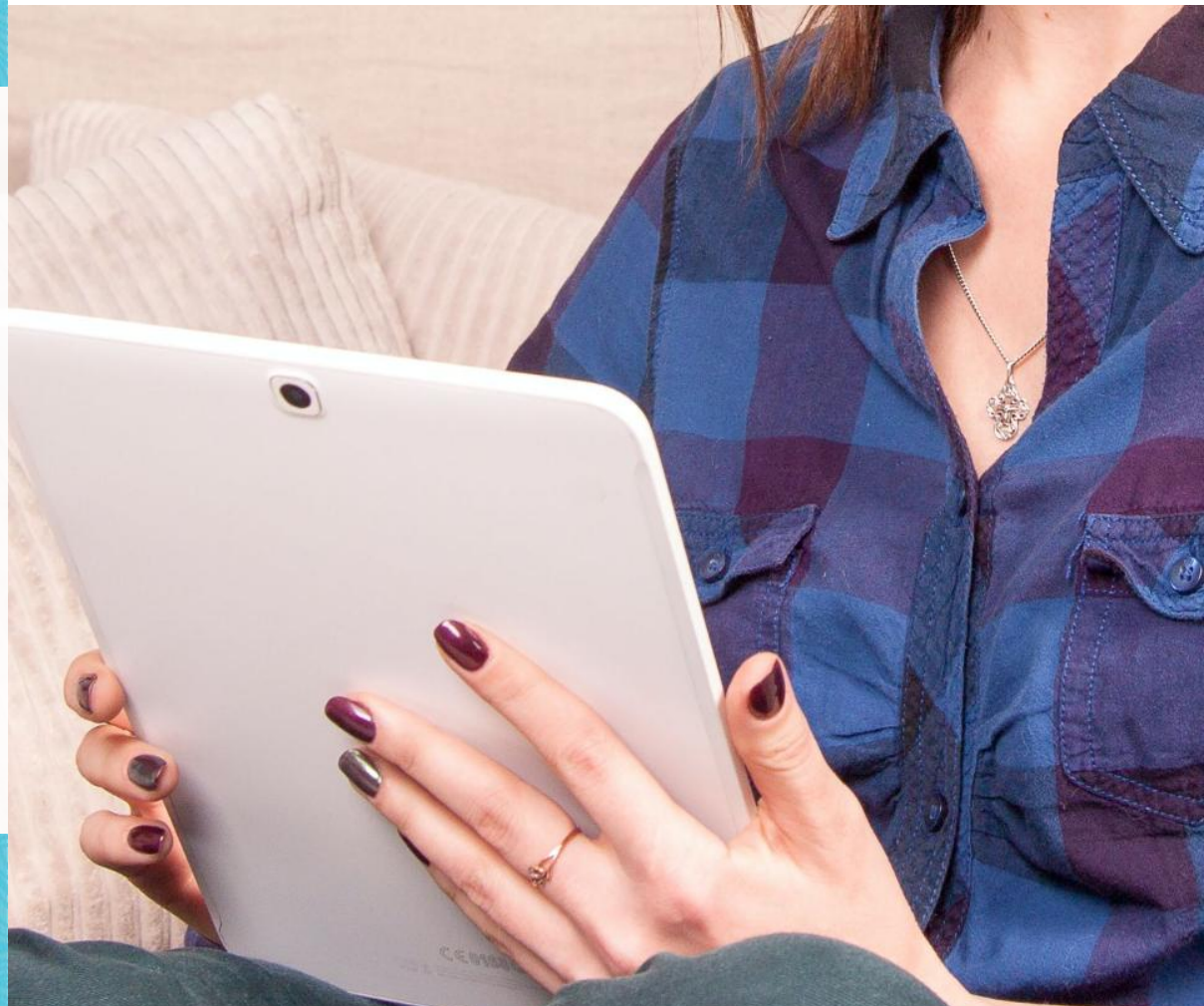
Donors like you make these improvements at Burnaby Hospital possible. [All donations made before midnight on December 31 will receive a 2024 tax receipt. Make your gift today.](#)

Thank you for supporting Burnaby Hospital Foundation! Wishing you and yours a very Happy New Year.

Burnaby Hospital Foundation

Donate today to receive your 2024 tax receipt

What's one takeaway you
plan to use from today's
webinar?

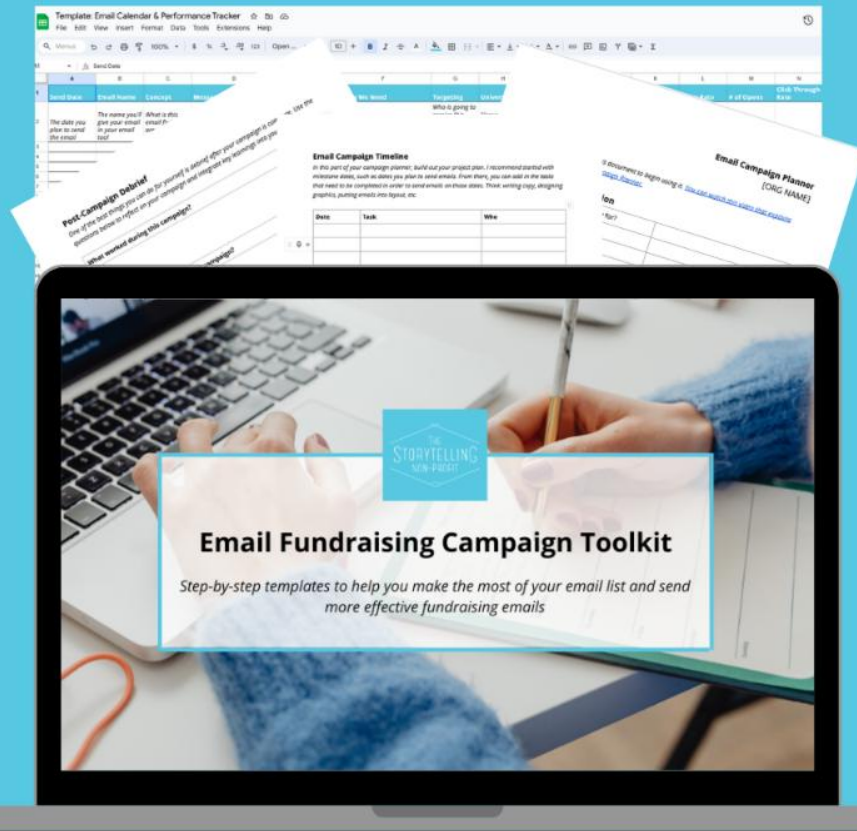


Grab the FREE templates inside the Email Fundraising Campaign Toolkit!

Get the **Email Campaign Planner** to
map out your next campaign

Plus you'll get the **Email Calendar & Performance Tracker**

TheStorytellingNonprofit.com/toolkit/





Go Send Amazing Emails



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kit](http://TheStorytellingNonprofit.com/Toolkit)**