

CREATING AN EMAIL SERIES FOR NEW DONORS

A large percentage of donations come from new, small donors, especially when you're running a peer-to-peer fundraising campaign. The exciting next step is nudging those small donors and first-time donors to be part of your base. One strategy is a new donor welcome series.

Email 1 - Thanks for Making a Commitment



Thank your donor for their recent contribution. Reference the amount your donor gave and state how that money will impact the people or cause your organization supports. Make a small ask to maximize impact, such as following you on social media or subscribing to your blog.

Email 2 - Engagement



Ask supporters what might motivate them to interact with or give to your organization again. Typically, this email will include a few buttons that you think are likely to be motivators, and then include more options and information on a more extensive preferences page.

Email 3 - The Issue



Focus on the issue that inspired your supporter to give. Use your email platform to write the content for each issue, then send it to those who've selected that issue as their motivator. Focusing on motivators is one way you can start to build a relationship with each donor that is relevant and personal.

Email 4 - Call to Action



Specifically talk about how donors' money will help the cause. For example, "every donation of \$50 will provide 53 meals." Your call to action should be simple. Give a suggested amount or a donate button. Giving multiple amounts to choose from is okay, but don't give multiple calls to action (e.g. Volunteer Now & Donate Now).

Tips courtesy of Daniel Eskrig at Klaviyo