

# EMAIL MARKETING

A group of people are sitting around a wooden table in a meeting. A woman on the left is smiling and looking at a tablet. A man in the center is smiling and gesturing with his hands. Another person is visible on the right, looking down. The table has papers, a glass of water, and a pair of glasses. The background is a brick wall.

ELEVATION



You want to update your entire supporter base about an awesome new initiative your nonprofit is launching. It's year-end fundraising season and you want to introduce an effective email component to your digital marketing strategy. What is your nonprofit to do? Email marketing is the answer!

## What is email marketing?

Email marketing is a highly effective digital marketing strategy that involves the sending of emails to prospects, customers and supporters. Effective email marketing can convert one-time donors to your nonprofit into loyal life-long supporters. This is because it allows you to connect with your community to promote your nonprofit's brand and increase engagement.

The most successful campaigns are made up of an engaged subscriber list, composed of people who want to receive your messages (and who opted in on purpose). It is an essential component of every digital marketing plan because of its effectiveness in driving conversions and building brand loyalty.

Email can be used to achieve a ton of different objectives - such as registrations to an event, subscribers & more. Not to mention that it is a fast and low cost way to develop relationships with donors around the world.



# Why should my nonprofit invest?

Email is the #1 communication channel and at least 91% of consumers check their email on a daily basis. We live on our emails and to not utilize this network for generating support is a huge miss for your nonprofit! In addition, you are the owner of your email lists. **Unlike Facebook or Twitter, your email marketing is completely your own and the lists that you build are under your control!**

This means that you can segment and deliver personalized messages to different portions of your community from donor to volunteer! How cool is that? Finally, email just works. People who buy products through email spend 138% more than those who do not receive offers.

Translate that into the nonprofit sector and that means more donations. In fact, email marketing has a return on investment of 3800%. That's huge! And if you are wondering if social media converts even better, think again: the average order value of an email is at least three times higher than that of social media.





## What can Elevation help my nonprofit with?

We love email marketing and how your nonprofit can use it to continue making the world a better place. Okay, but what specifically can we help you with? Basically everything, but some common examples include:



### 1. Event Invitations

If you're organizing an event that requires table or team hosts, we can help you target your attendees from last year's events and invite them to be hosts this year.



### 2. Newsletters

We will support your nonprofit in sending targeted newsletters based on events attended, campaigns donated to, or newsletter preferences.



### 3. Donations

We know how to make the biggest impact by sending specifically to supporters on your list that have shown interest in this type of campaign before.



### 4. Fundraising

We will help your nonprofit segment your email list based on interests, habits, preferences and level of engagement to help fundraise.



### 5. Thank You Emails

Using the data and info you have on your donors, we will craft specific and personalized thank you emails.

**Email marketing is an amazing tool that your nonprofit can utilize to raise more money and garner more support! The real question is, why haven't you invested yet?**