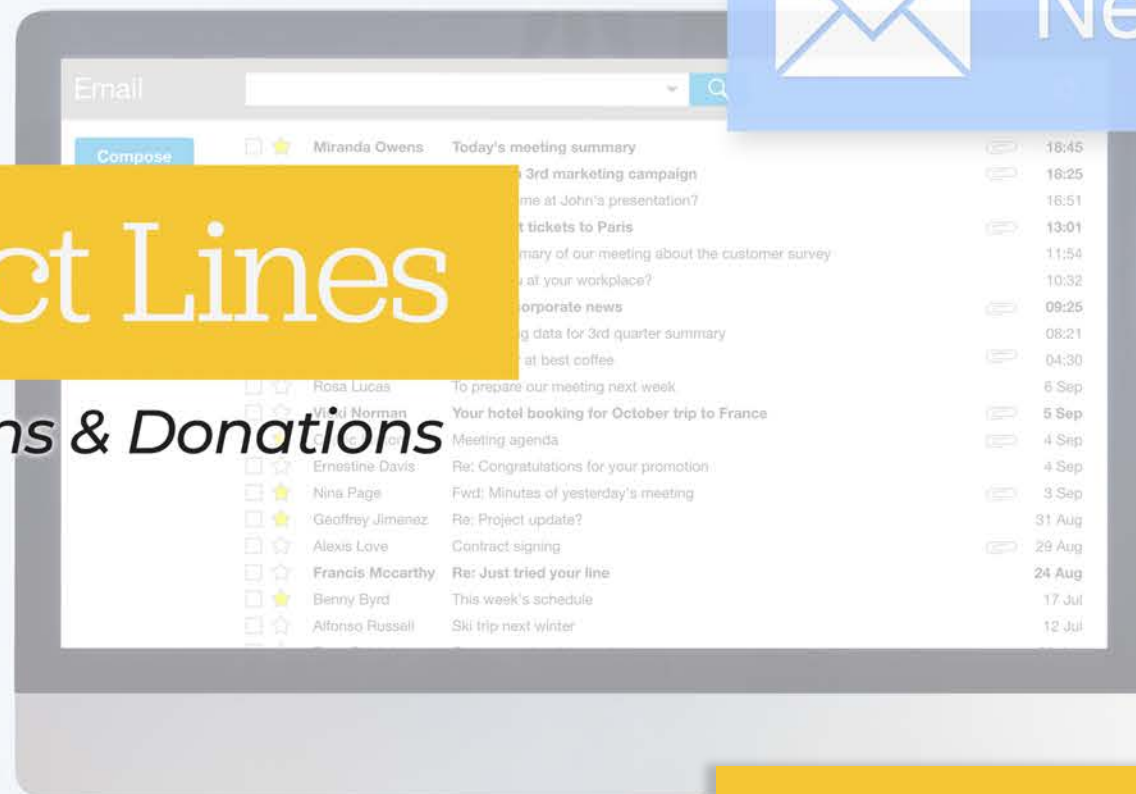


Email Subject Lines

5 Ways to Get More Opens & Donations



New mails



Starting at 1pm Central Time



DENVER, CO | SEPTEMBER 24-25, 2019

2018 NIO SUMMIT



Michael Aagaard
Optimization



Amy Harrison
Copywriting



Ross Simmonds
Content Marketing



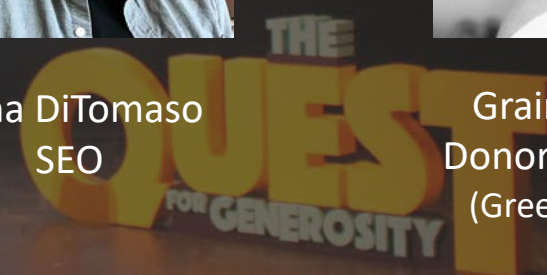
Adrian Sargeant
Donor Psychology



Dana DiTomaso
SEO



Grainne Callan
Donor Acquisition
(Greenpeace UK)





DENVER, CO | SEPTEMBER 24-25, 2019

LEARN MORE AND
GET YOUR TICKETS

[NIOSUMMIT.COM](https://niosummit.com)



THE
QUEST
FOR GENEROSITY

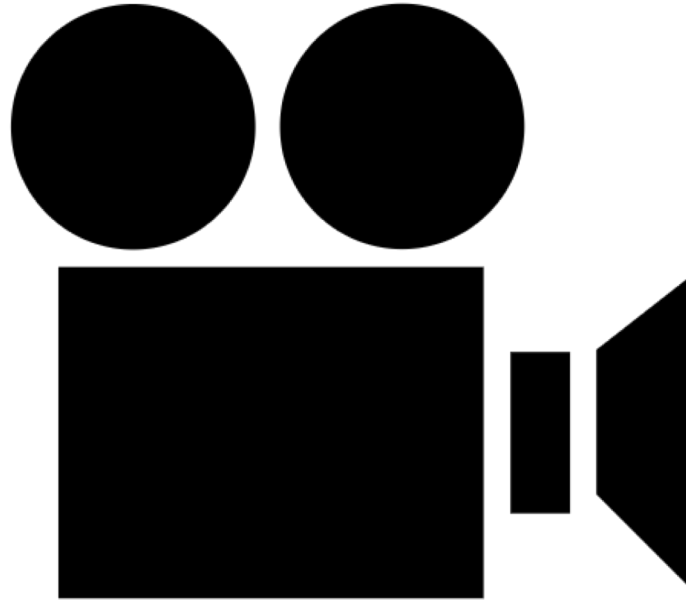
Email Fundraising Optimization Training

- @ The Studio Loft in Denver, CO
- Sept. 23rd, 2019
- Day before NIO Summit

[NIOSUMMIT.COM/WORKSHOP](https://niosummit.com/workshop)



A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for Q&A.

A Few Quick things...

Use the Chat window to ask a question or drop in a comment.

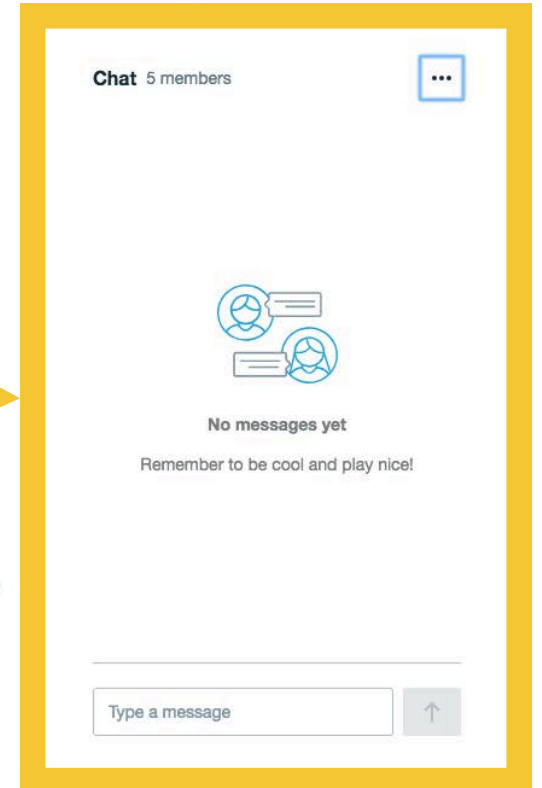
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Today's Speaker



Jon Powell

Senior Director of Research and
Education

jon@nextafter.com

@JonPowell31

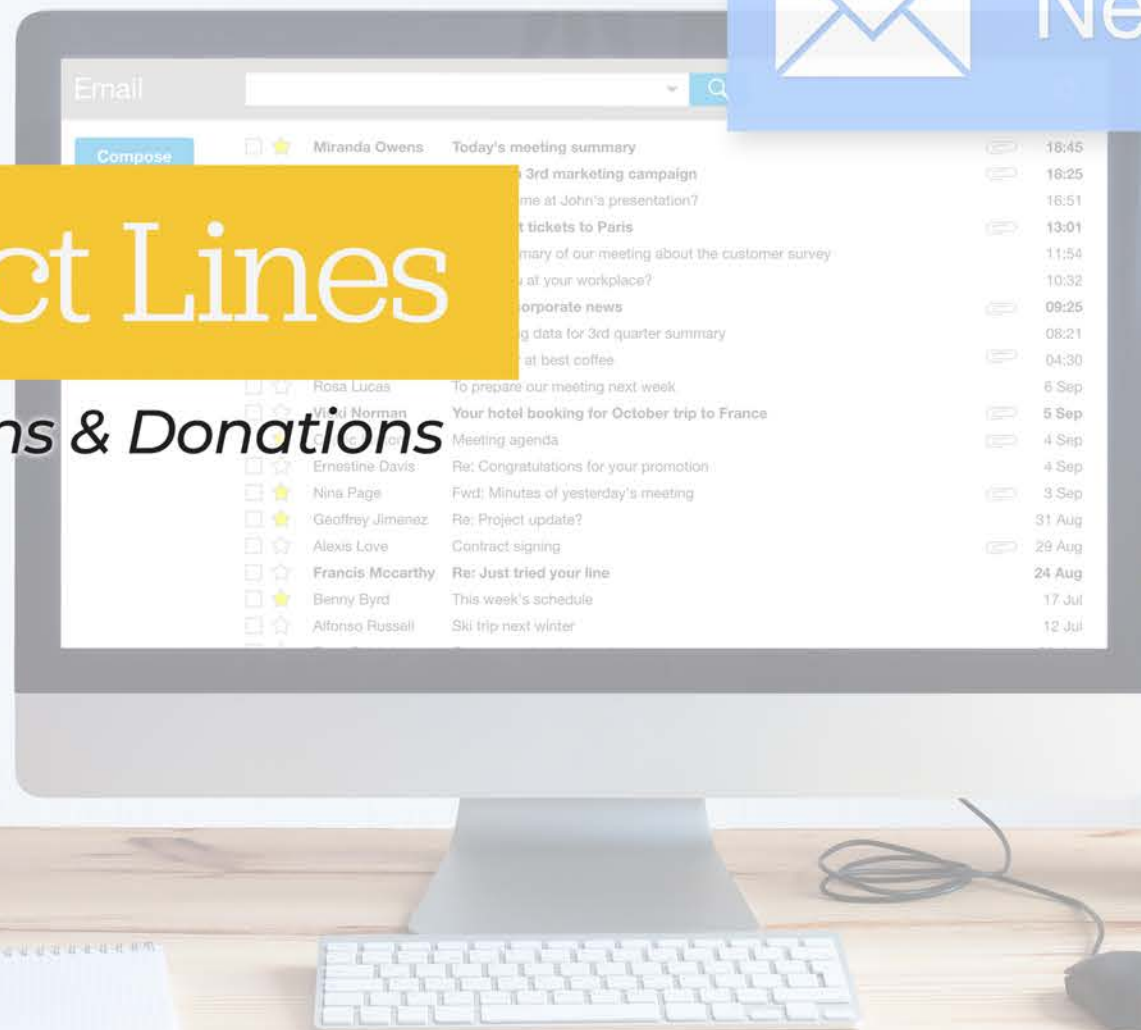


Email Subject Lines

5 Ways to Get More Opens & Donations



New mails



Just one part of the envelope

From: "Big Brothers Big Sisters" <donotreply@bbbs.org>

Date: July 15, 2015 at 4:53:09 PM CDT

To: "Jeff Giddens" <jeff@nextafter.com>

Subject: **Big Impacts: A Bond Nearly Three Decades Strong**

Reply-To: <donotreply@bbbs.org>

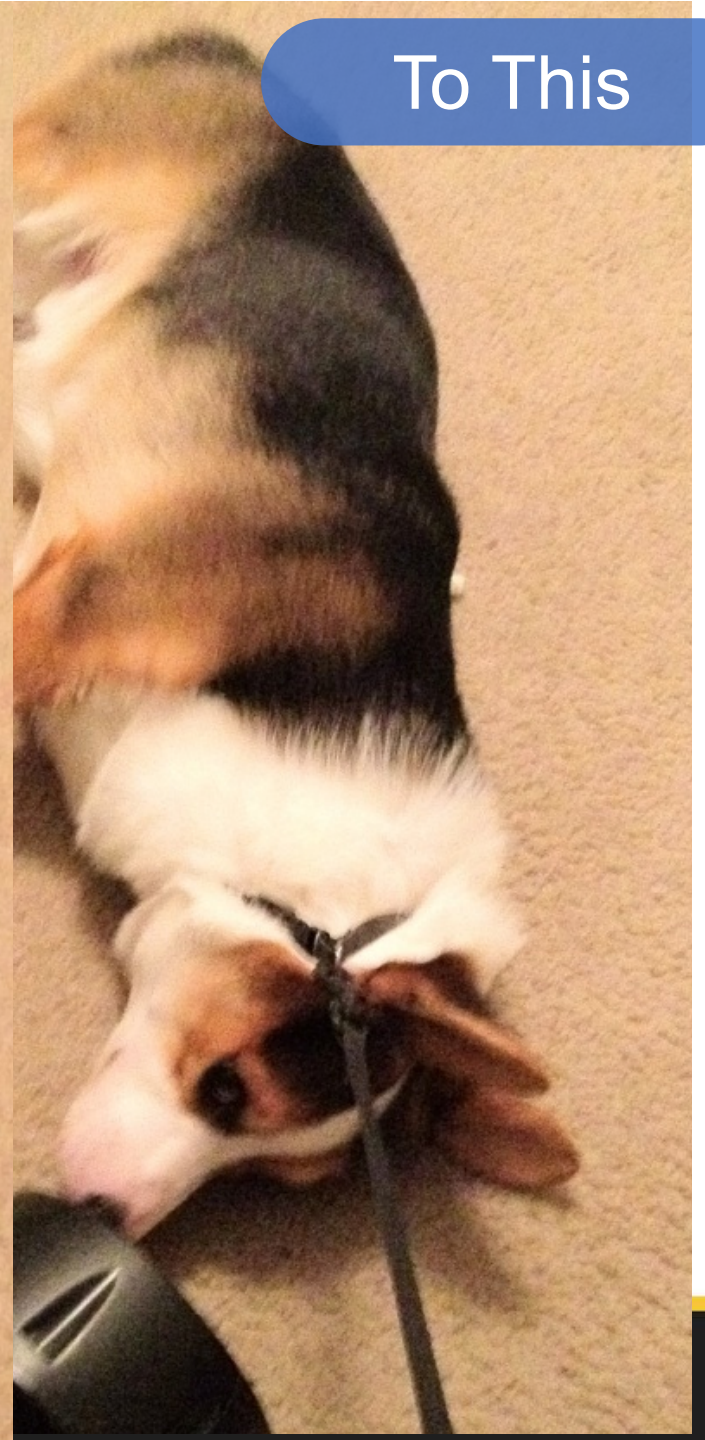




From This



To This





DAVID J. LIEBERMAN, Ph.D.

GET *NEW YORK TIMES*
BESTSELLING AUTHOR OF
NEVER BE LIED TO AGAIN

ANYONE

TO DO

PSYCHOLOGICAL
SECRETS TO
PREDICT, CONTROL,
AND INFLUENCE
EVERY SITUATION

ANYTHING

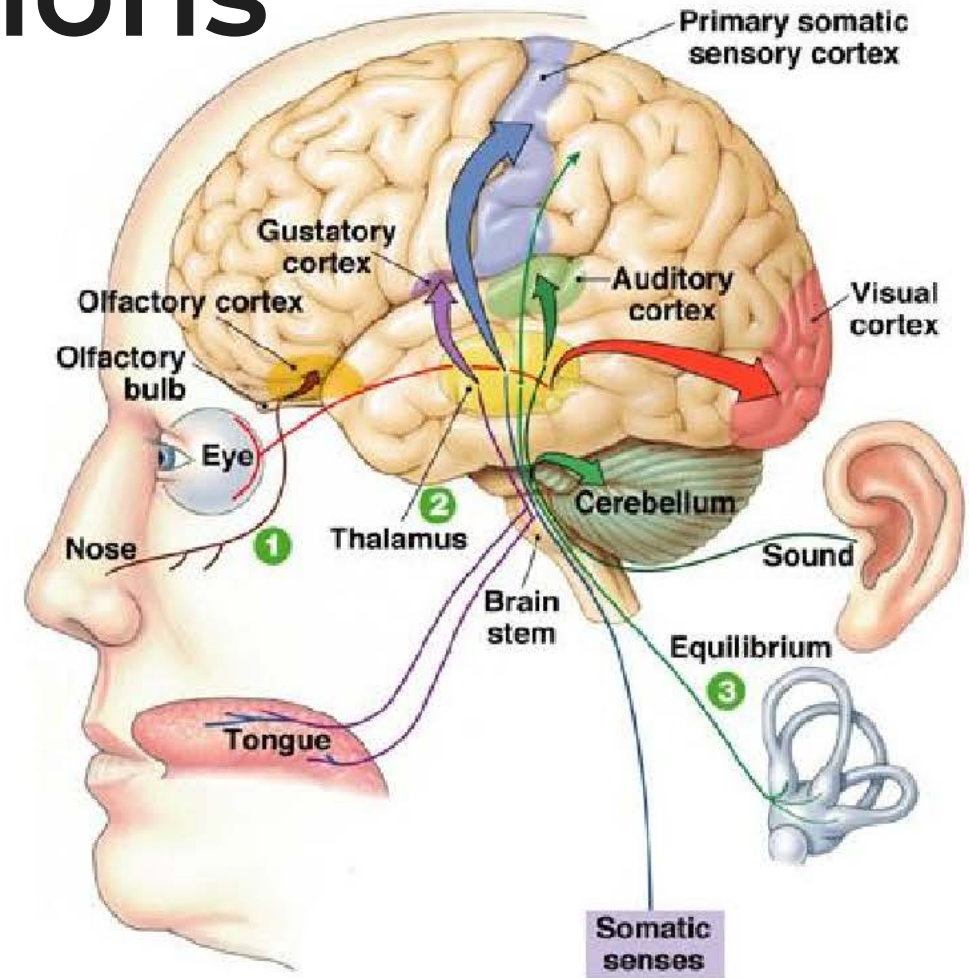
**AND NEVER FEEL
POWERLESS AGAIN**

READ BY SCOTT BRYCE WITH AN
INTRODUCTION READ BY THE AUTHOR



We Rely on Impressions

- The human sensory system sends the brain about 11,000,000 bits of information each second.
- The actual amount of information our conscious mind can handle has been estimated to be somewhere between 16 and 60 bits per second.



© 2007 Pearson Education, Inc., publishing as Benjamin Cummings.

Fig. 10-4

Source: Mlodinow, Leonard. (2012) Subliminal: How Your Unconscious Mind Rules Your Behavior. Pantheon Books.



Knowing this...

There are generally **two ways** to improve a subject line so that it leaves an **irresistible impression** on a person...



1

Appealing to the **topic angle**...





“Hey Jon, It’s Tim [K].... I
have a question about
taxes and enrollment.

Can you call me back?”







“Hey Jon, It’s Tim [K].... I have a question about your paycheck and health insurance. Can you call me back asap so I can get everything to you on time?”





Potentially powerful, right?



*The challenge: You have
to figure out the most
relevant, urgent and
important angle.*





*But wait! There's
another way!*



2

- ✓ You don't have to be an amazing writer.
- ✓ You don't have to be extremely knowledgeable



Appealing to the
conversation.





“Hey Jon, It’s Tim [K].... I have a question about taxes and enrollment.

Can you call me back?”





“Hey Jon, It’s Tim [K].... I
have **an important
question I need to ask
you.**

Can you call me back?”





It's about creating
expectation



What we Discovered

After examining our library of 1,000+ published experiments, we've analyzed 50+ subject line experiments to help us understand this phenomenon and how to leverage it to even the playing field.

How a more specific subject line increased clicks in a nurture email

↑ 26.0% lift



Date Added: April 16, 2018

Research Partner: NextAfter

Element tested: Email Subject Line

In this experiment, the email we were sending was a round up of fundraising content that Brady had read over the course of the previous week. The goal was to drive recipients to click and engage with other content as ongoing nurture of our house file. The original subject line was related to the content of the email and a specific reference made within the body copy.

We wondered if a subject line that was more specific to what kind of content the reader would find within the email would prime the reader and drive more clicks.

[View the experiment »](#)

How the type of subject line affects open rate in an appeal

↑ 19.2% lift

Date Added: February 6, 2018

Research Partner: National Breast Cancer Foundation

Element tested: Email Subject Line

NBCF was sending out an email appeal to their housefile for their Valentine's Day Hope Kit campaign. Their goal for the experiment was to get more eyes on the email and more opens. The hypothesis was that the subject line "720 women" would be more compelling than asking the reader a question or to do something, for example, "Will you help me do this?". The email itself remained the same

SEARCH THE LIBRARY

Keywords

[Show Advanced Options](#)

Search

FILTER BY AREA OF FOCUS

- Advertising (194)
- Emails (174)
- Email Acquisition Pages (162)
- Donation Pages (206)

GET THE LATEST RESEARCH IN YOUR INBOX TODAY

Subscribe today to receive the latest research from NextAfter. These tests offer new ideas for nonprofits to increase their names, donors, and dollars acquired.

Send me the latest research

The 5 key levers to
making it work.



5 key levers

For appealing to the conversation

1. Mystery



U N S O L V E D

mysteries

#2675

VERSION A

☐ ☆ Mark L. Bailey


Study the Gospel of John with DTS - For more than 92 years, Dallas Theological Sem

VERSION B

☐ ☆ Mark L. Bailey

A Special Gift from Dallas Theological Seminary - For more than 92 years, Dallas

57.5%



%



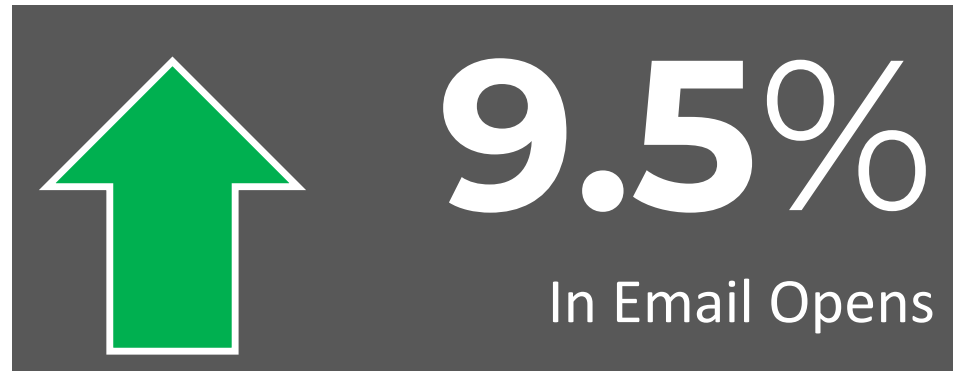
#1377

VERSION A

Mike Huckabee hosts LI's own

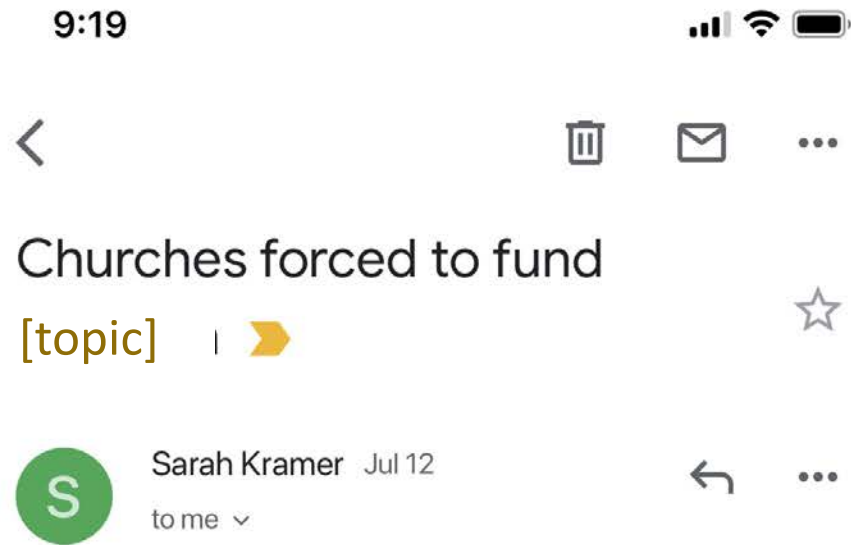
VERSION B

Students freeze up when they hear this

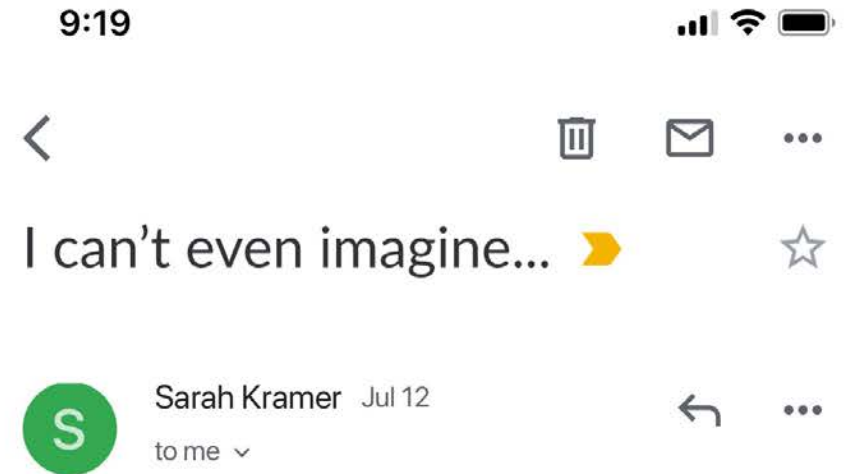


#2240

VERSION A



VERSION B



8%

In Email Opens

#1390

VERSION A

Your next course is ready

VERSION B

A new course for you: American Heritage



15.1%

In Email Clicks



What does this mean?



To activate the element of **mystery**, you need to leave *just* enough information out of the subject line concerning the topic.



5 key levers

For appealing to the conversation

~~1. Mystery~~

2. Utility



5 key levers

For appealing to the conversation

~~1. Mystery~~

2. Utility



*Do people always come to email
because they have to?*



Email can be just as much an
ESCAPE
as it is a
DUTY.





QUESTION

*Why would someone
want to “escape” to
email?*

People often
ESCAPE
to email looking for a
QUICK WIN.



STIMULANT



Welcome to iCloud Mail



STIMULANT



It's about utility-based fulfillment.



Welcome to iCloud Mail

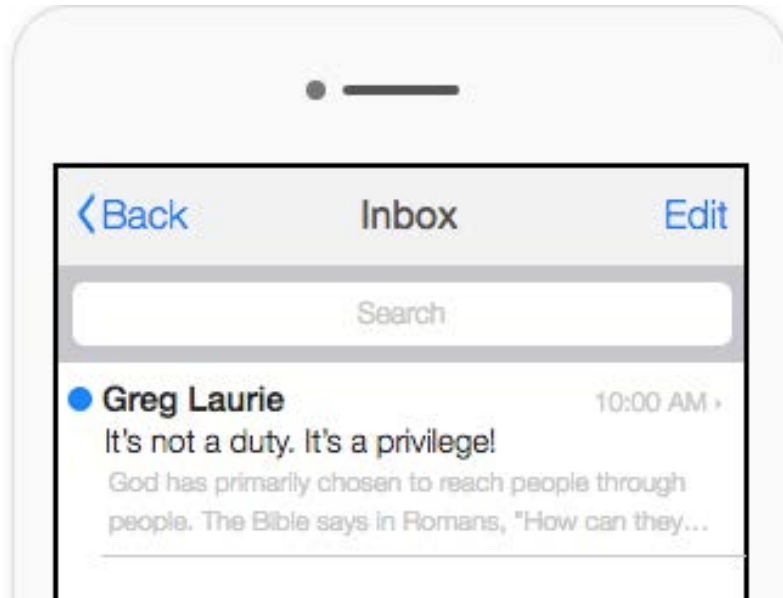


*Knowing this, how do we use this
to write better subject lines?*

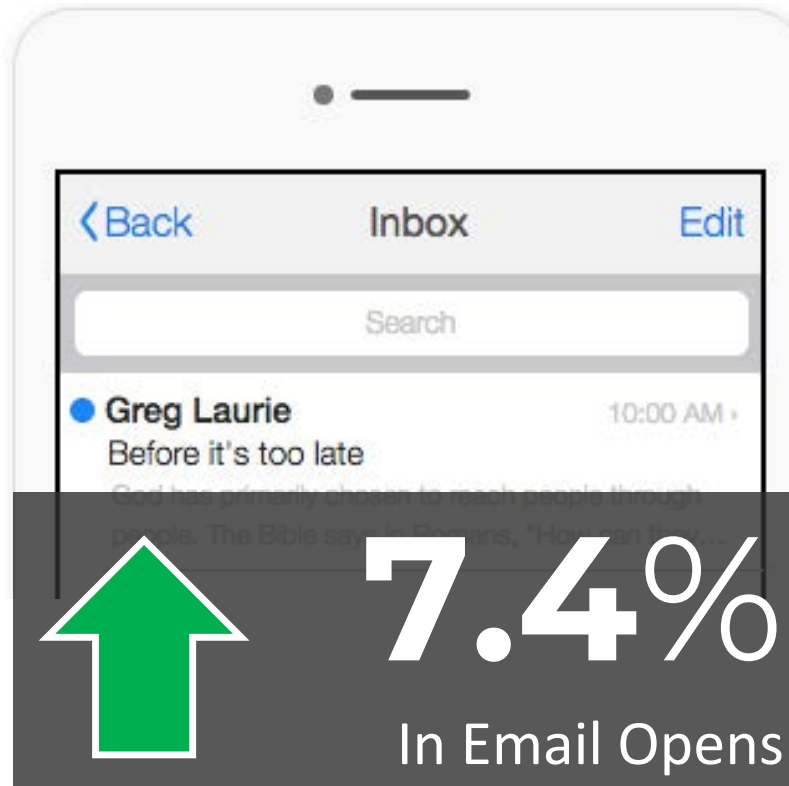


PERCEIVED UTILITY (giving) (#4715)

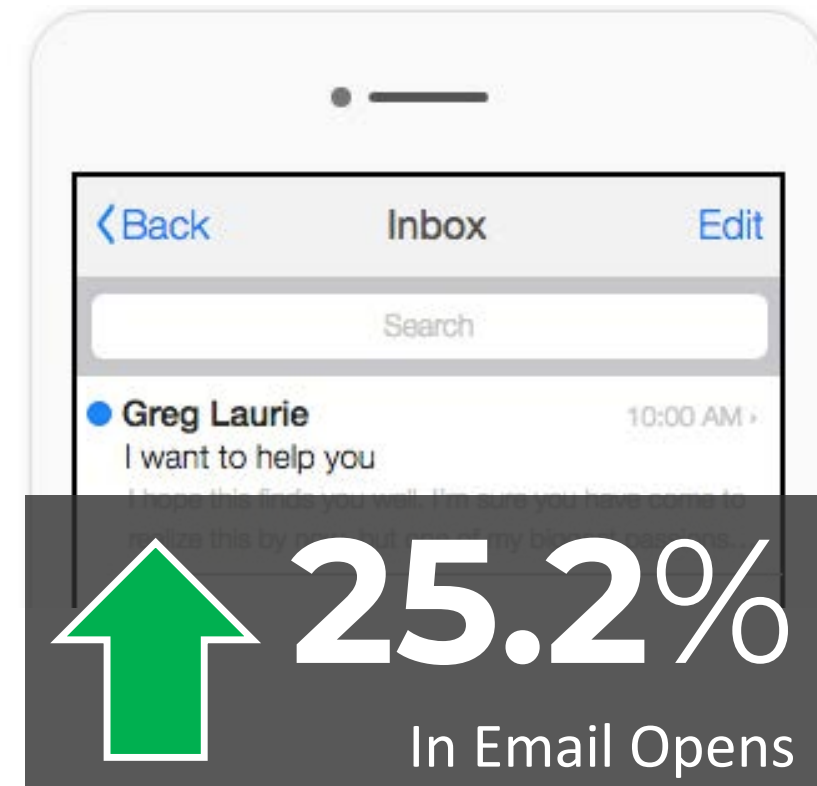
VERSION A



VERSION B

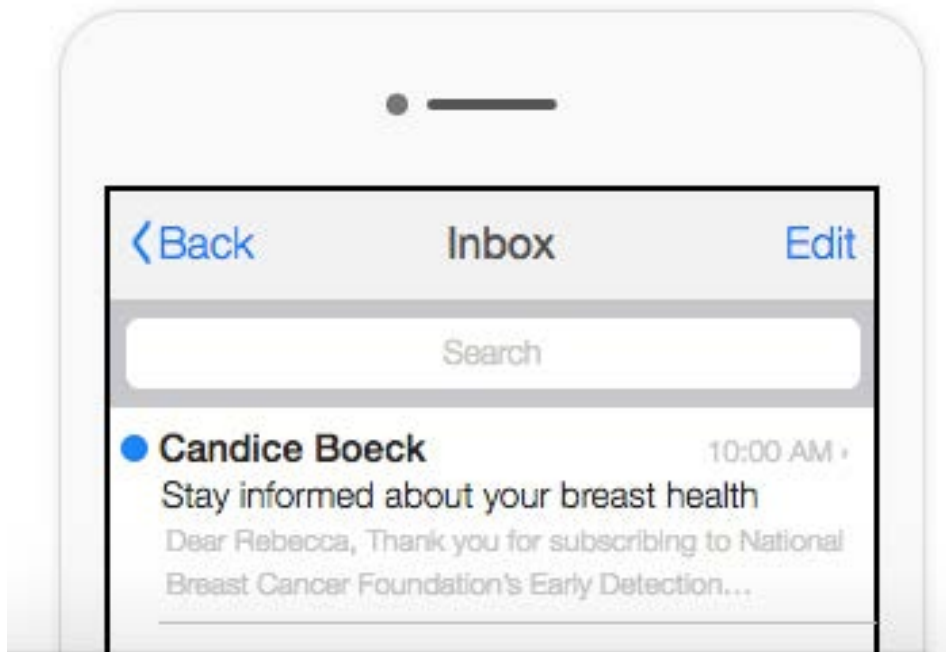


VERSION C

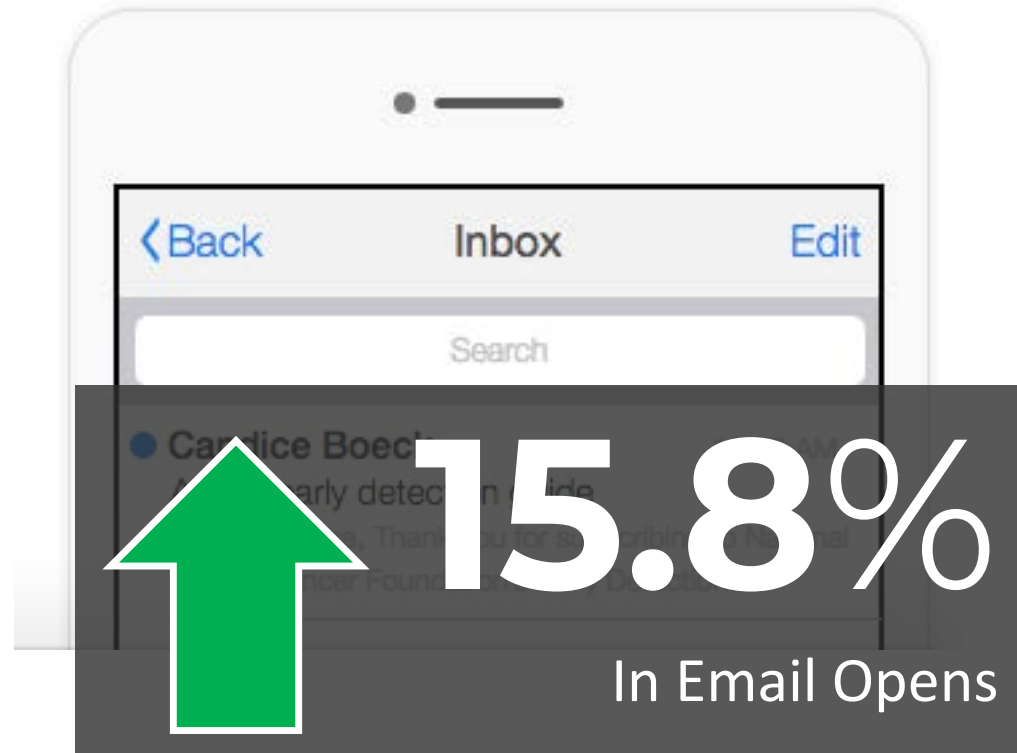


PERCEIVED UTILITY (free offer) (#5439)

VERSION A

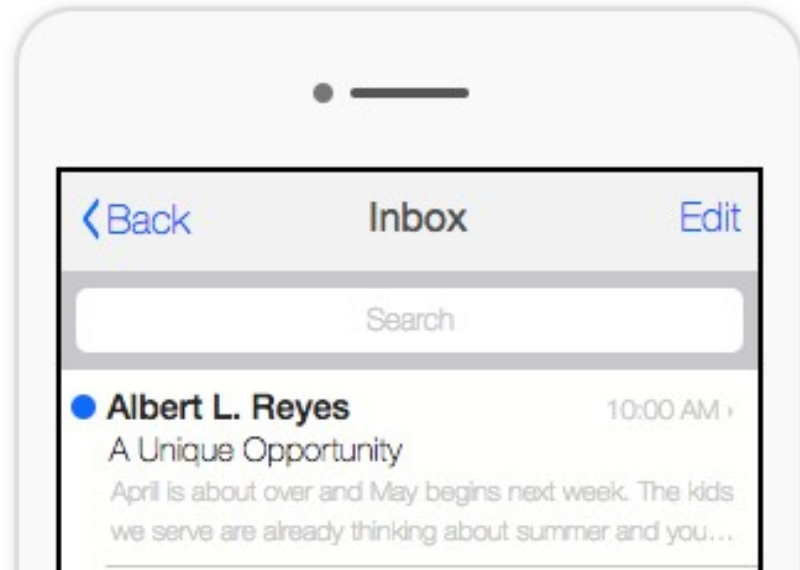


VERSION B

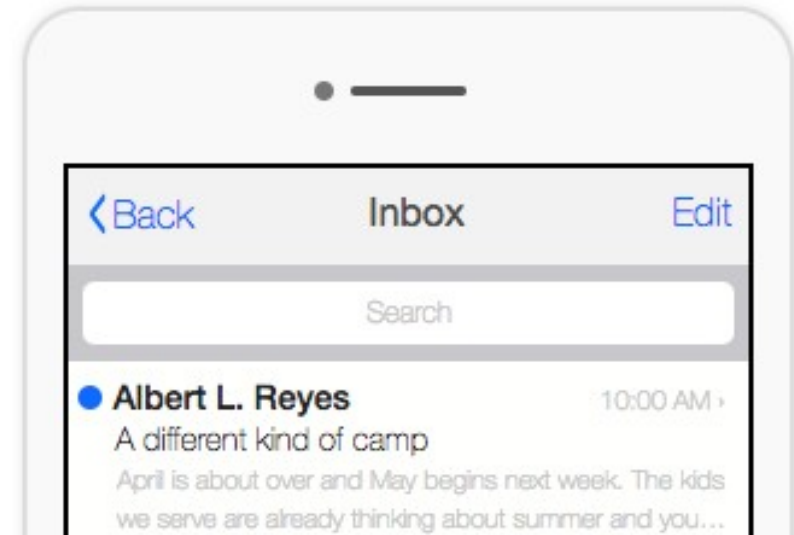


PERCEIVED UTILITY (#1296)

VERSION A



VERSION B



21%

In Email Opens



PERCEIVED UTILITY (#1622)

VERSION A

3 reasons to give a life-changing gift

VERSION B

Why do you give Christmas gifts?



84%

In Clicks



PERCEIVED UTILITY (#1048)

VERSION A

Offering life and hope

VERSION B

Do you like superheroes?



53%

In Opens



ANTI-UTILITY (#1055)

VERSION A

Will you help me share some love?

VERSION B

720 women



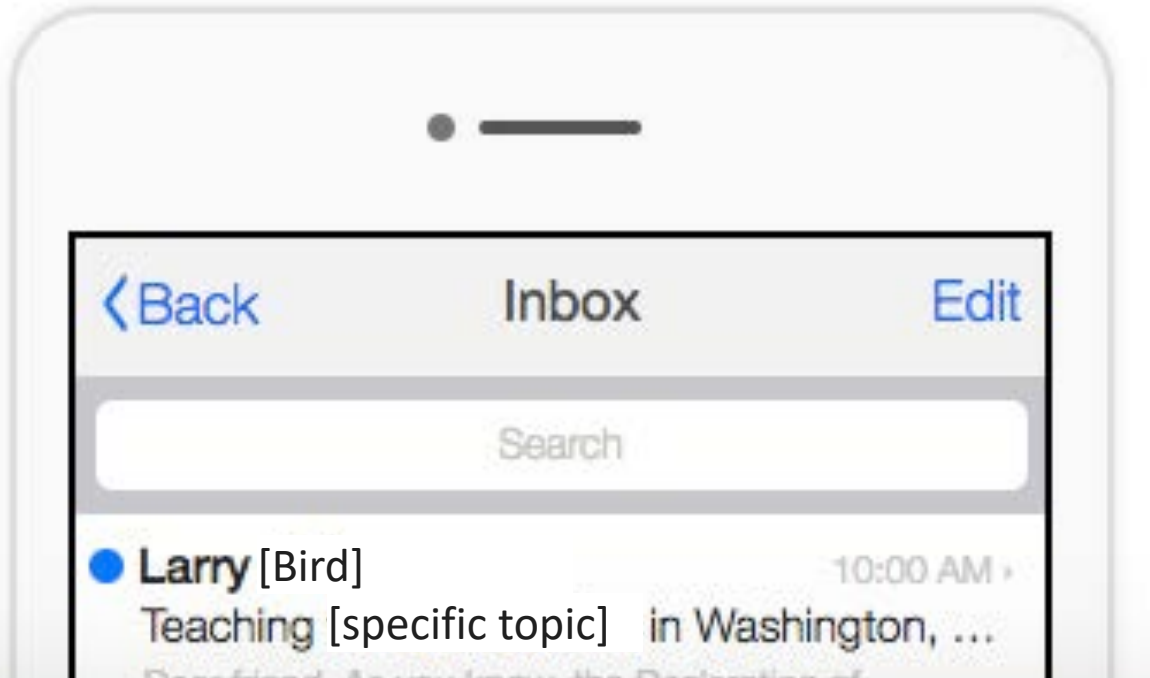
19%

In Email Opens

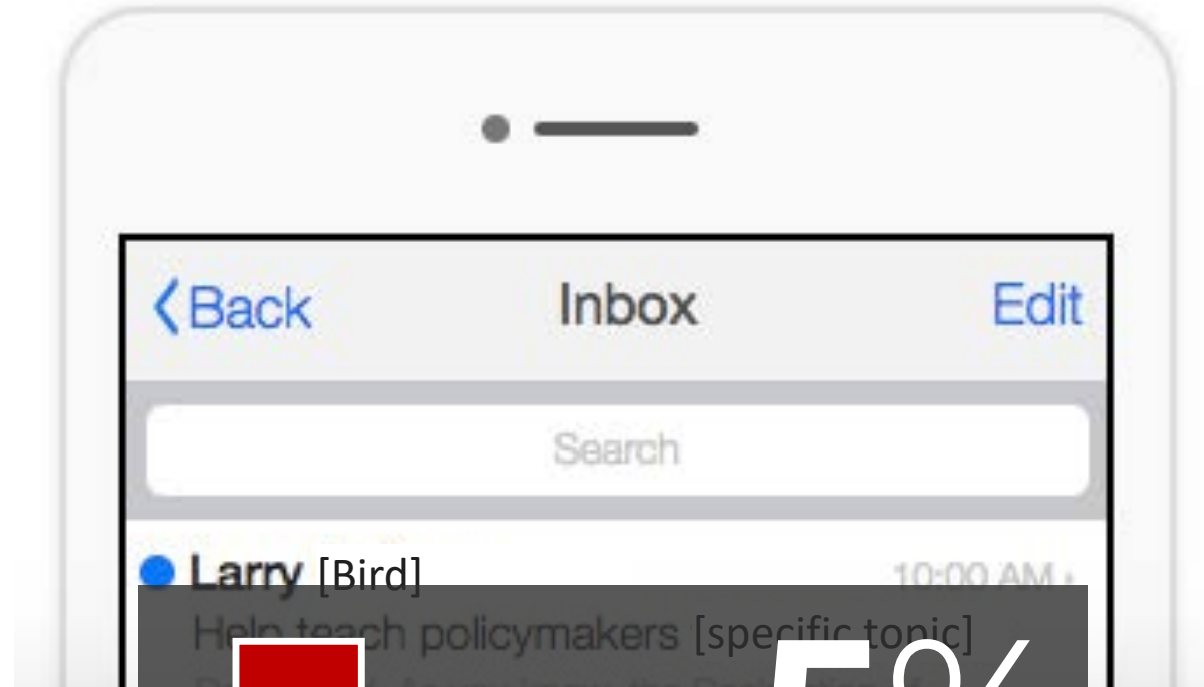


ANTI-UTILITY (#892)

VERSION A



VERSION B



5%

In Email Opens



But what if I am asking for money? How is that beneficial to them?



“The desire for a feeling of importance is one of the chief distinguishing differences between mankind and the animals.”

-Dale Carnegie



What does this mean?



To activate the element of **mystery**, you need to leave *just* enough information out of the subject line concerning the topic.



To activate the element of **utility**, you need to imply that there is something useful to them or their special interest – be it a **gift**, free **resource**, or **opportunity** to be part of something special.

5 key levers

For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

3. You



5 key levers

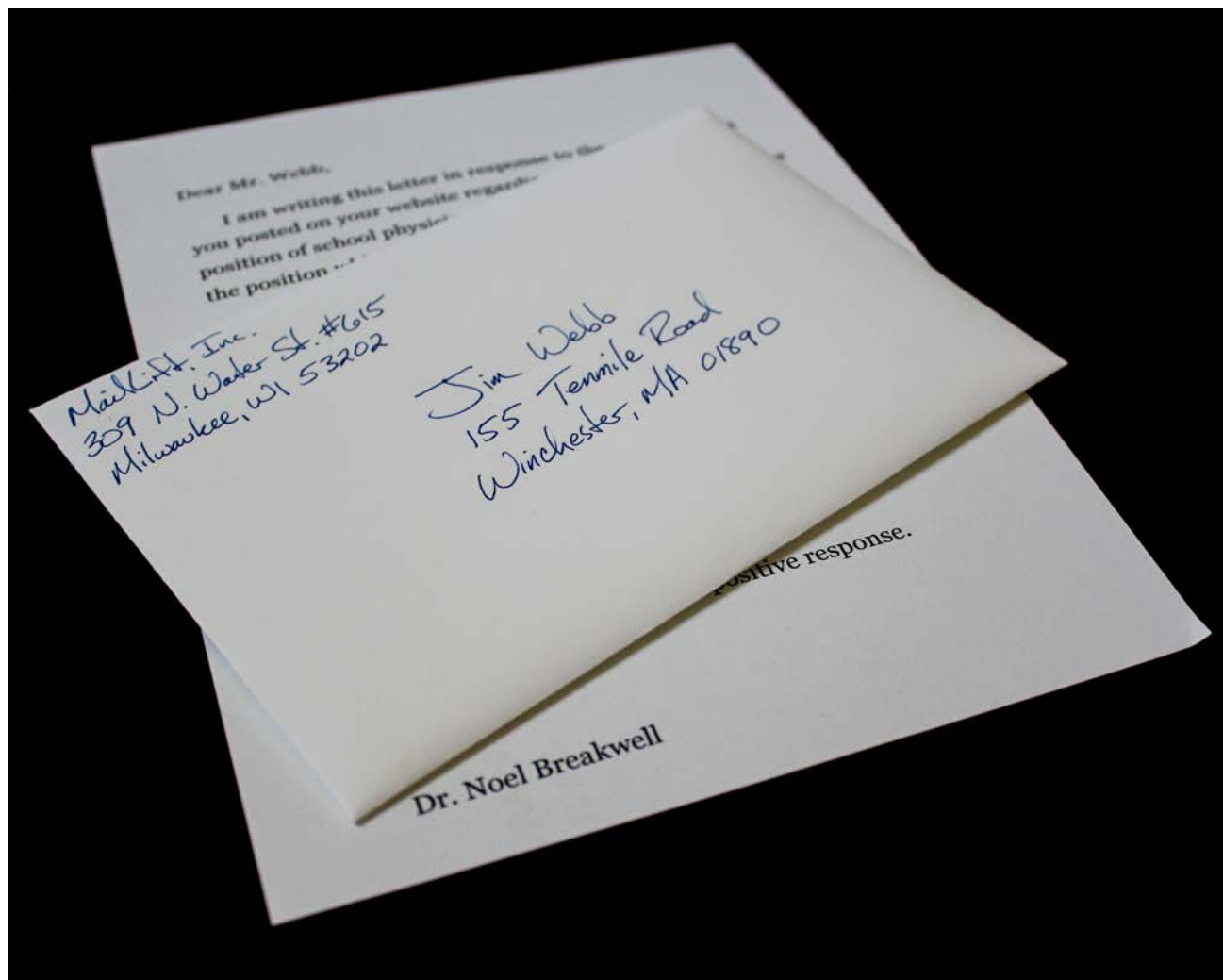
For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

3. You





How do we achieve this effect in a subject line?



Find a way to naturally add the
word “you.”



Focusing on You

VERSION A

One of 16

VERSION B

Issac has a message for you



108%

In Clicks



Focusing on You

VERSION A

We recorded this for you



14%

In Opens

VERSION B

What real [topical focus] looks like



Pay attention to how this
element can **naturally combine**
with the previous two elements...



Remember these winners??

LOSERS

3 reasons to give a life-changing gift

Offering life and hope

It's not a duty, it's a privilege!

WINNERS

Why do **you** give Christmas gifts?

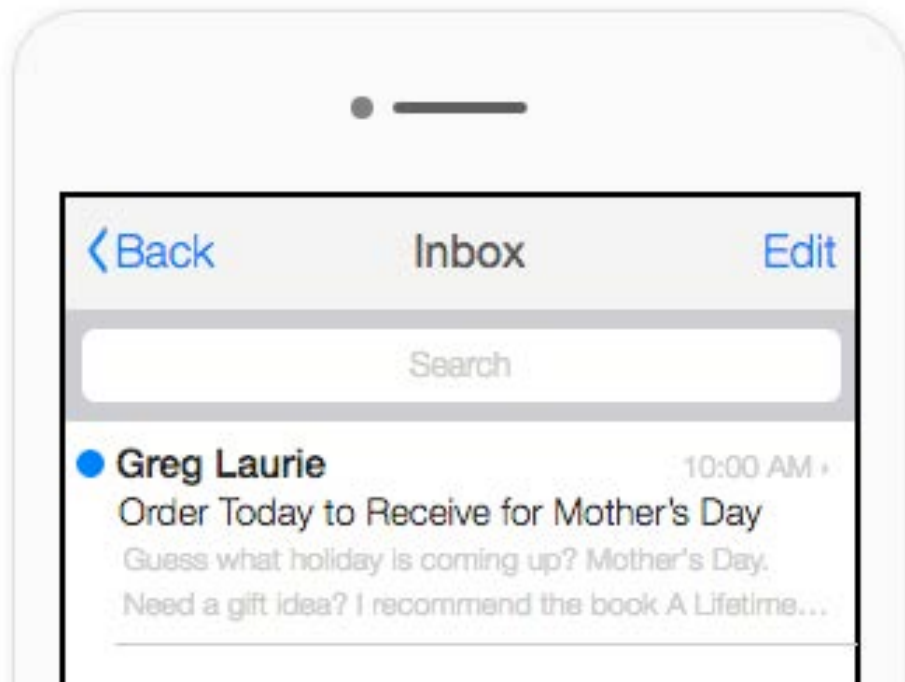
Do **you** like superheroes?

I want to help **you**

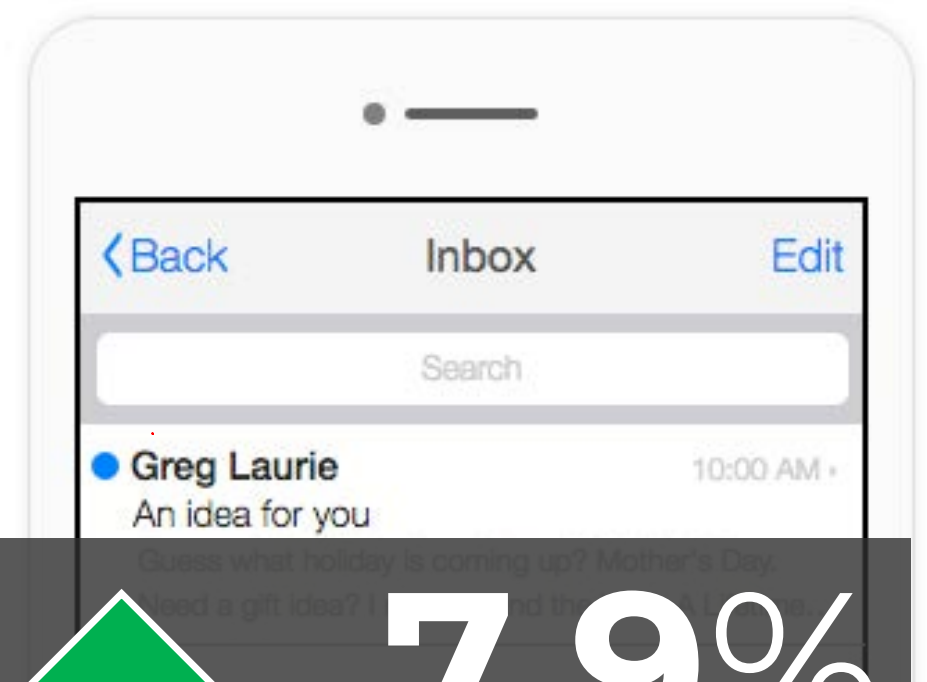


#3798 – See the other two elements?

VERSION A



VERSION B



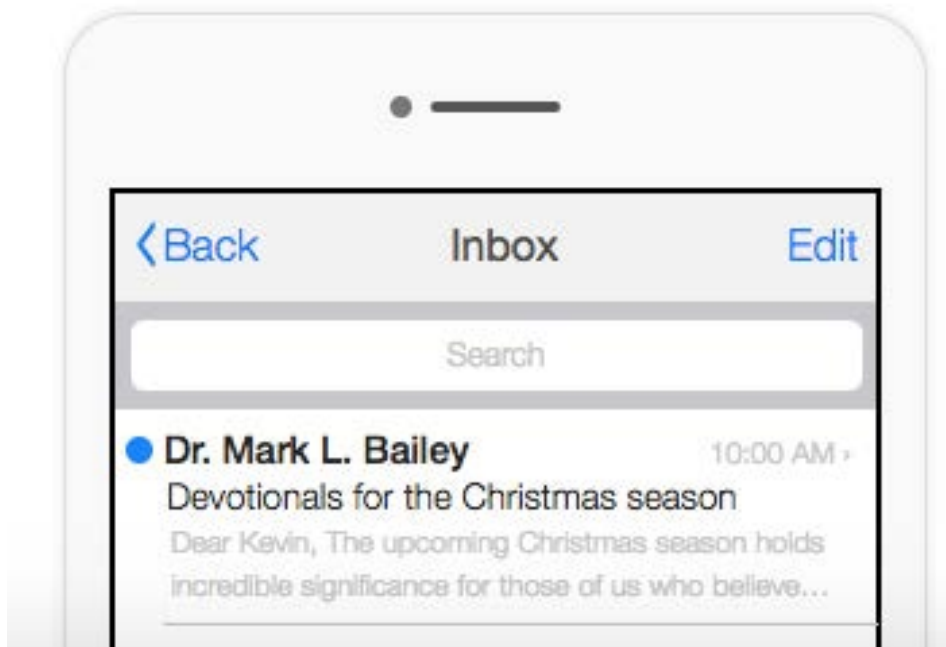
7.9%

In Email Opens

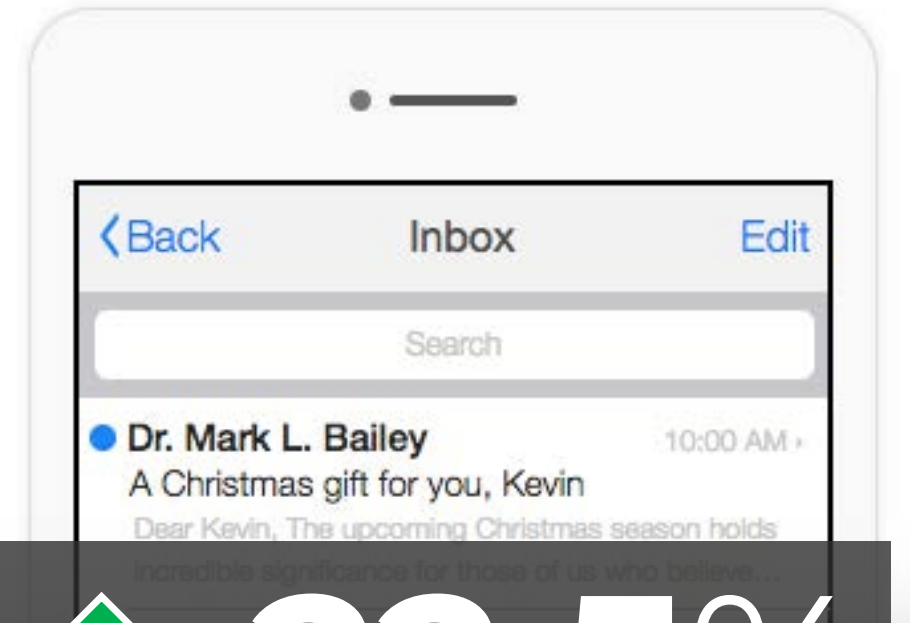


+MYSTERY + YOU (#5694)

VERSION A



VERSION B



22.5%

In Email Opens



+UTILITY + YOU (#3012)

VERSION A

☐ ☆ **Moody Radio**

Time Is Running Out To Get Your Free CD - Thank you for your t

VERSION B

☐ ☆ **Moody Radio**

Our Gift to Thank You - A Free CD - Thank you for your faithful g



49%

In Email Opens



Specifically using the word “you” isn’t
as important as making it feel like it
was written specifically to them.



Specific to [them] (#1800, #2242)

VERSION A

Do you want a free [content offer]?

VERSION B

[Name], get your complimentary [content offer]



27%

In Opens

What does this mean?



To activate the element of **mystery**, you need to leave *just* enough information out of the subject line concerning the topic.



To activate the element of **utility**, you need to imply that there is something useful: a benefit, a gift, or content that progresses them toward a goal



To activate the element of **you**, you need to imply that this email was made specifically for them, either by using the word “you,” using their name, or writing it so it feels personally addressed.



5 key levers

For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

~~3. You~~

4. Recency



5 key levers

For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

~~3. You~~

4. Recency



Activating
RECENCY
involves using
TIME RELEVANCE
indicators/words.

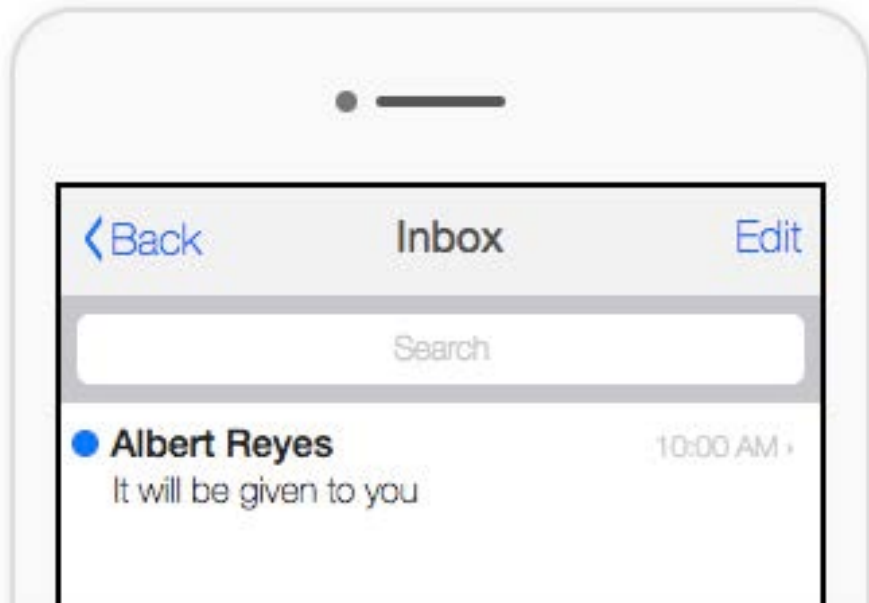


- ✓ Days of the week
- ✓ Yesterday, today, tonight, tomorrow
- ✓ Time of day salutations

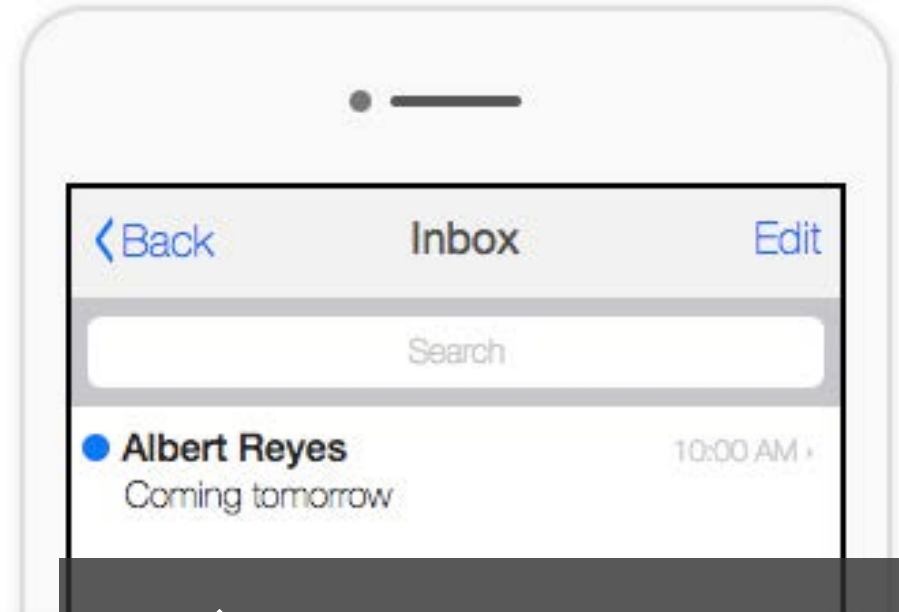


#8040

VERSION A



VERSION B



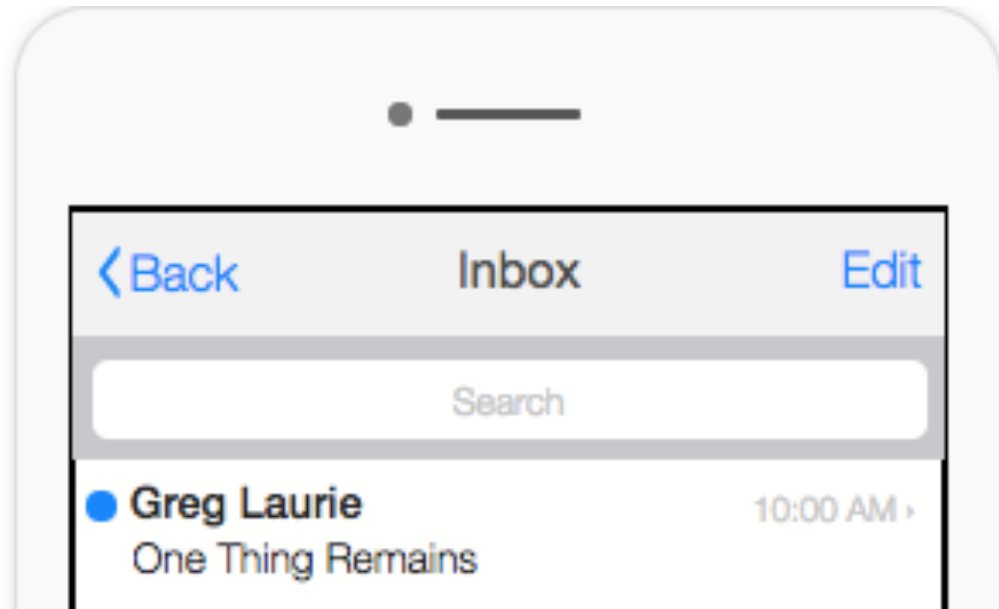
13.3%

In Email Opens

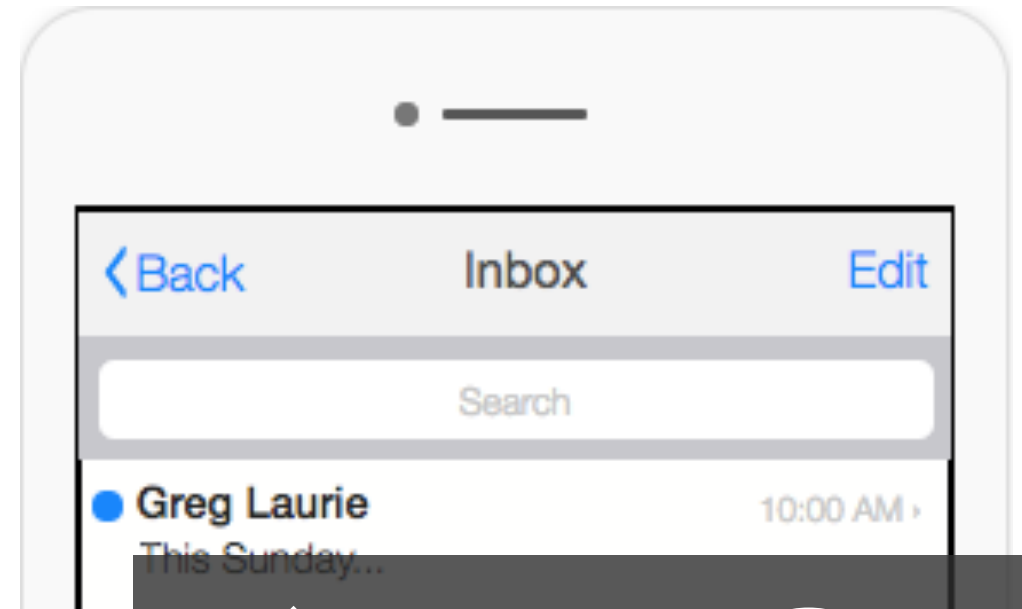


#6824

VERSION A



VERSION B



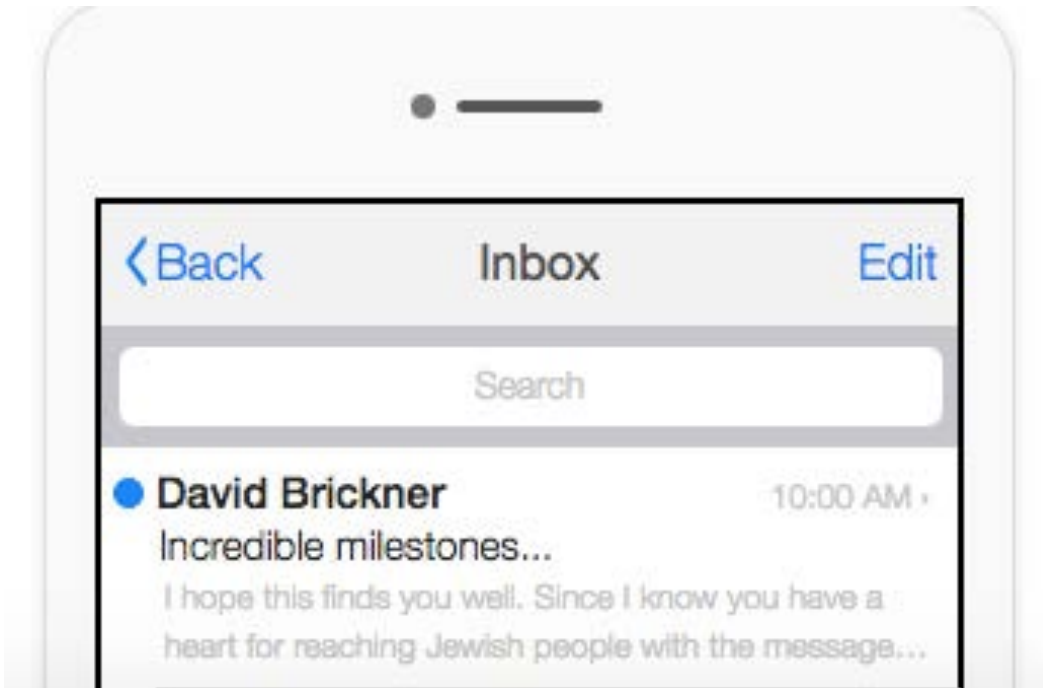
5.8%

In Email Opens

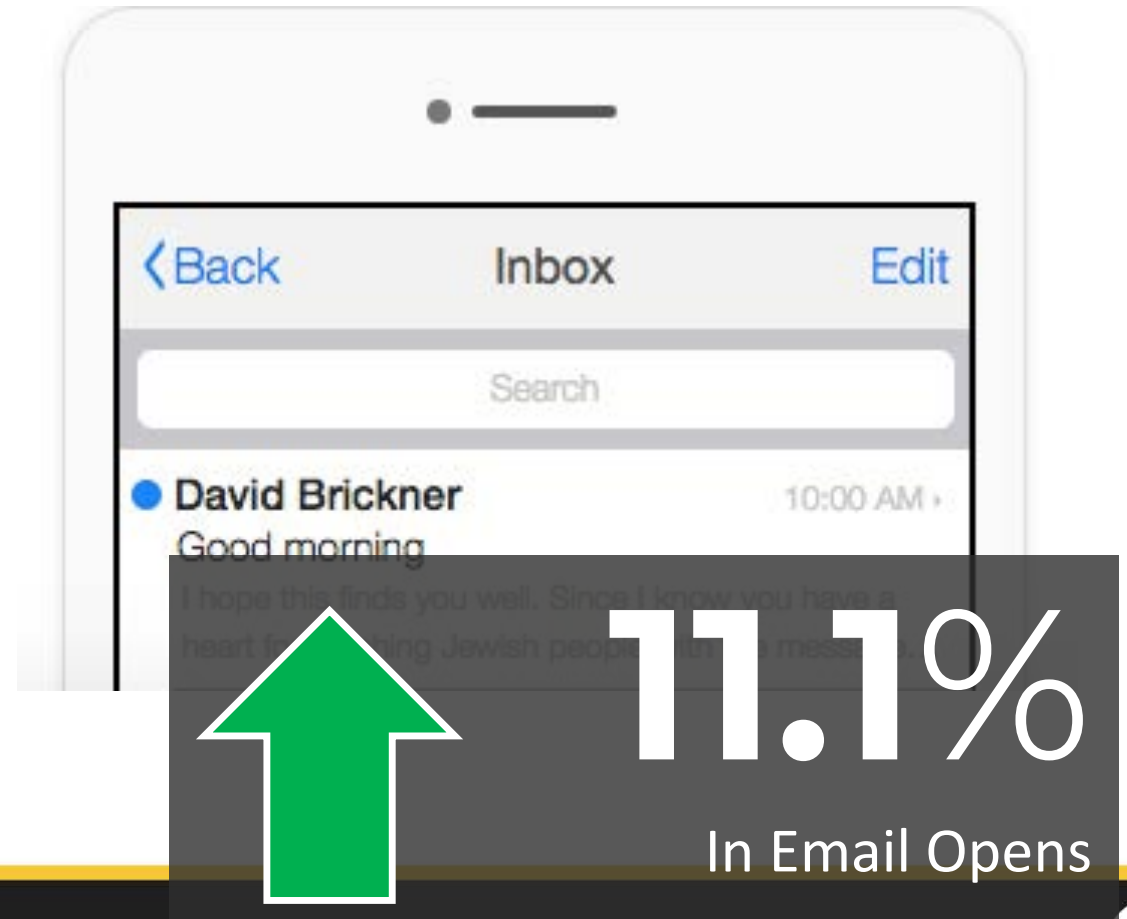


#5455

VERSION A



VERSION B



#2725

From This

☐ ☆ Greg Laurie

Did you eat too much last week? - I admit it: I ate a little too much last Thursday. I

To this

☐ ☆ Greg Laurie

What's special about today? - Happy Tuesday, December 1st. It might seem like



5.5%

In Email Opens



What does this mean?



To activate the element of **recency**, you need to use a word that implies your email covers something recent and/or newsworthy.

5 key levers

For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

~~3. You~~

~~4. Recency~~

5. Authenticity



5 key levers

For appealing to the conversation

~~1. Mystery~~

~~2. Utility~~

~~3. You~~

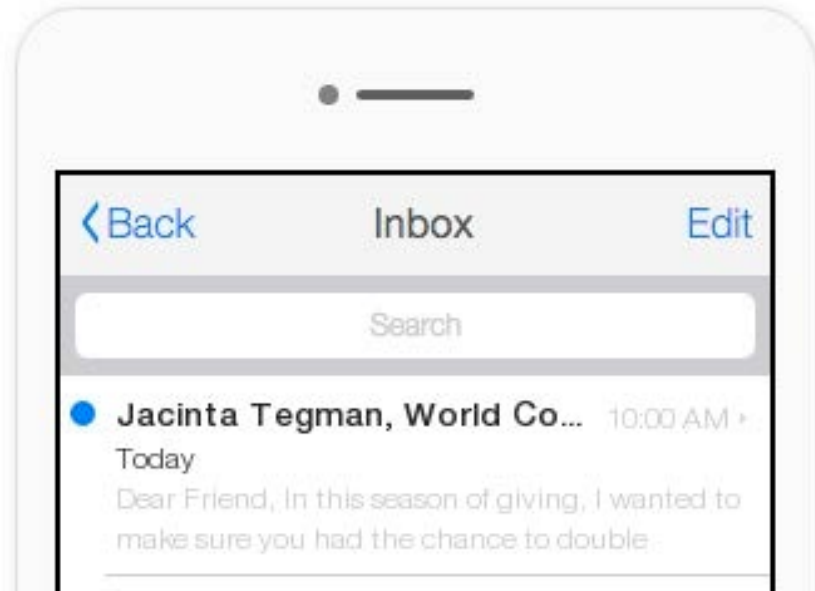
~~4. Recency~~

5. Authenticity

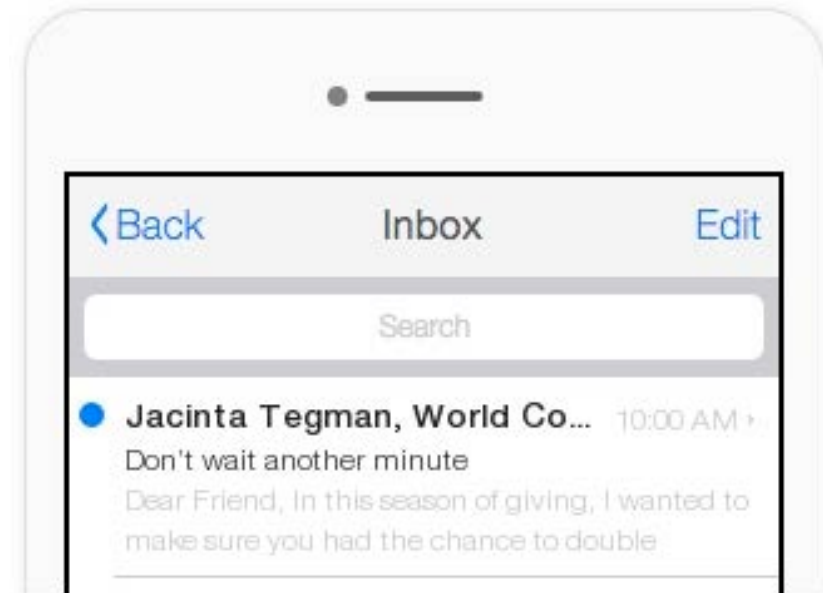


#5831

VERSION A



VERSION B



28%

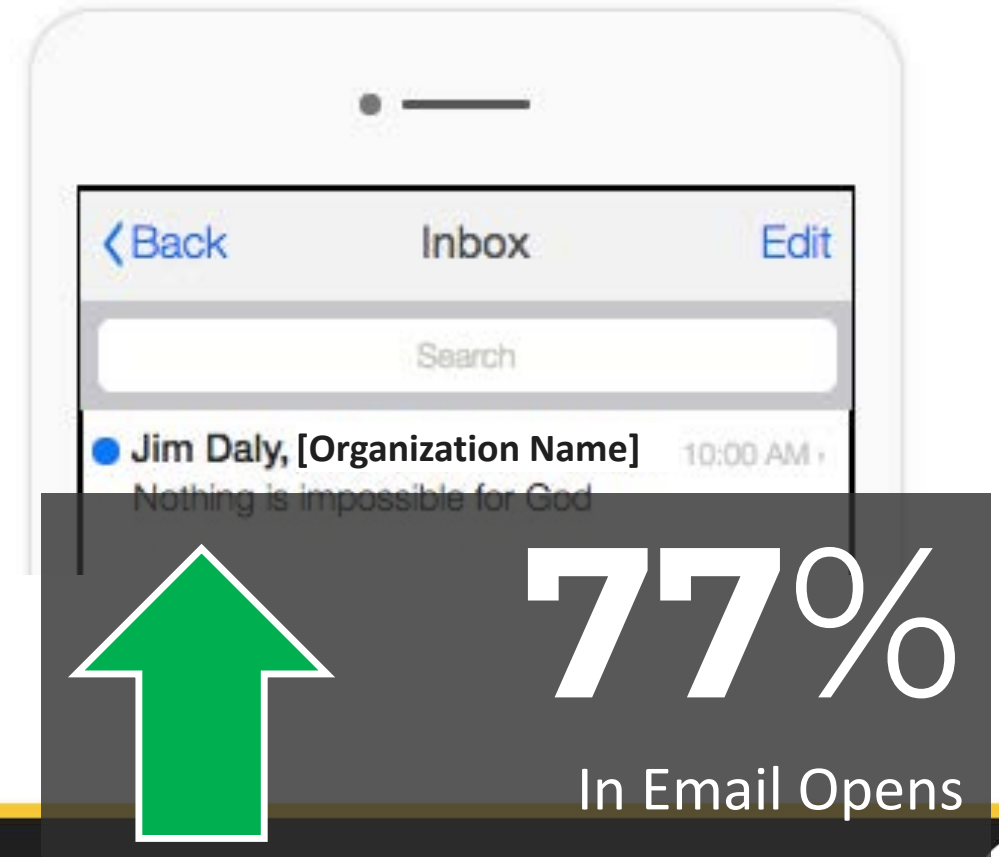
In Email Opens



#536

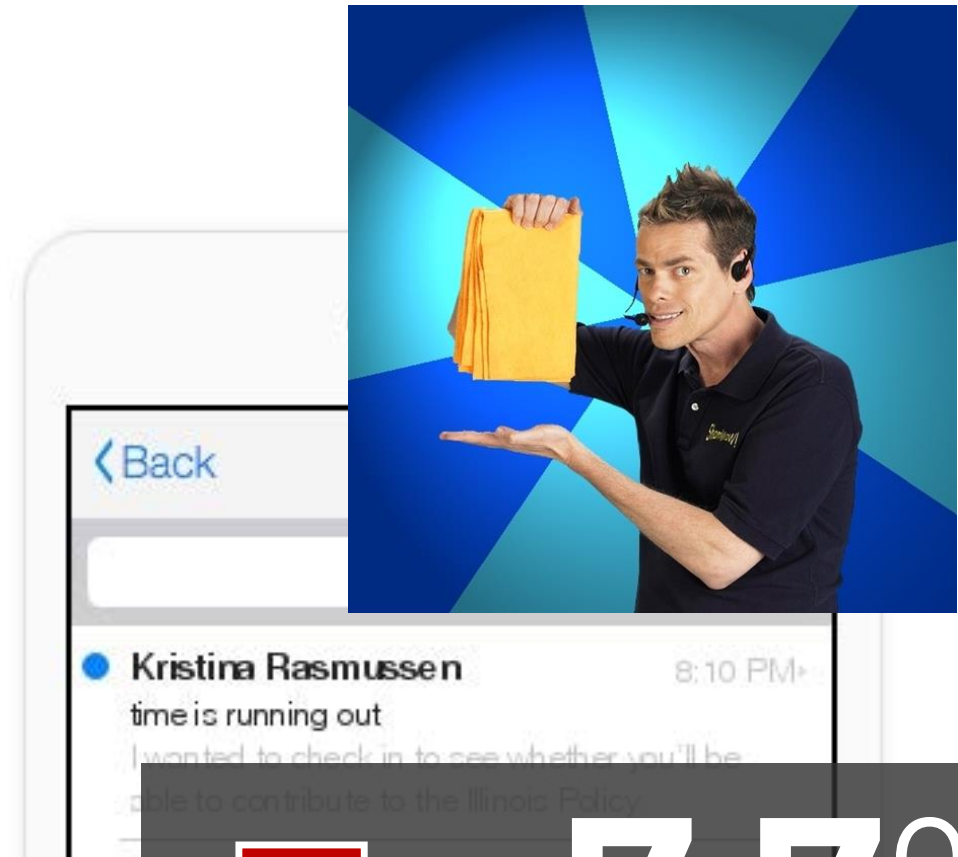
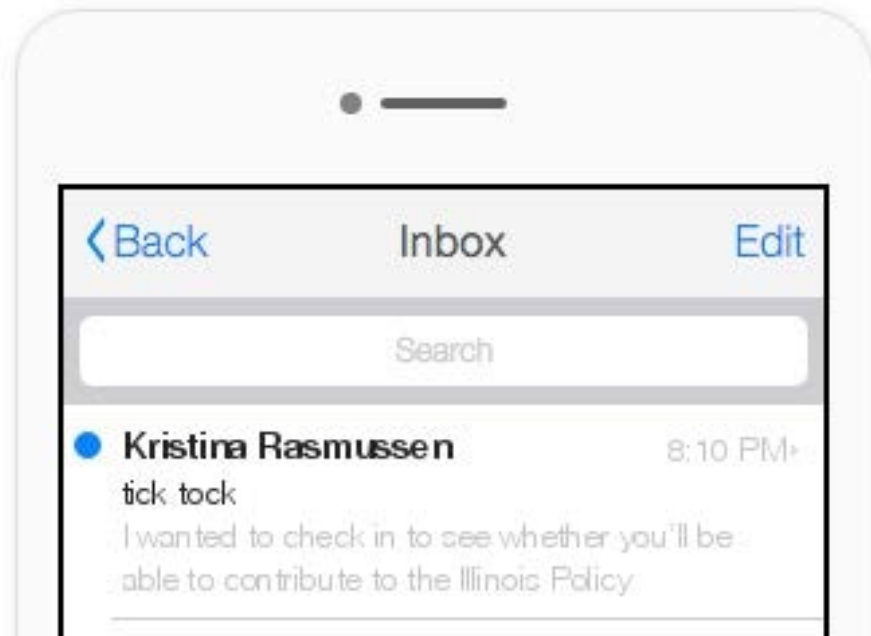


VERSION B



#6102

VERSION A

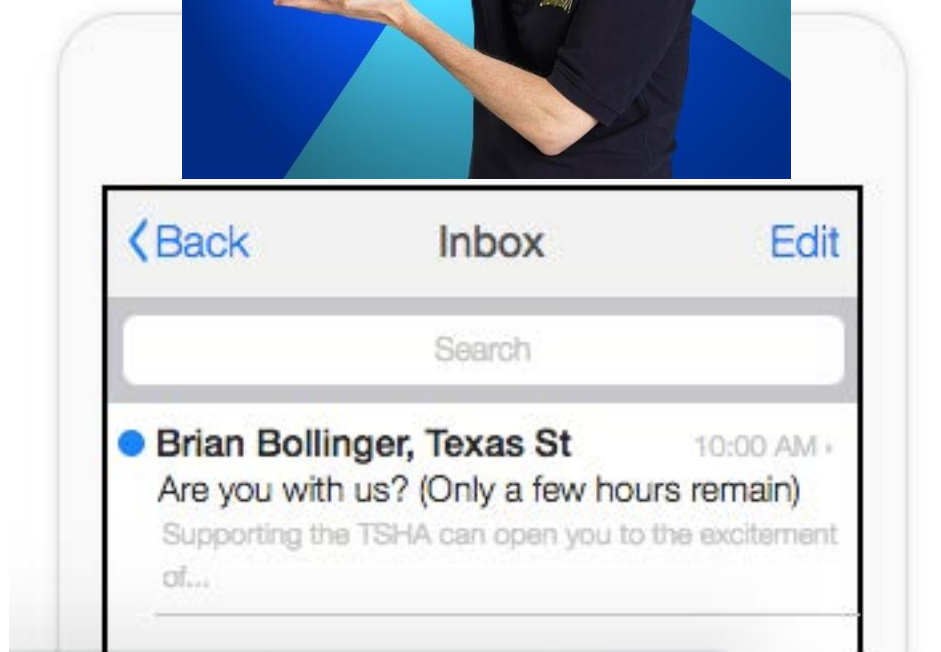


7.7%

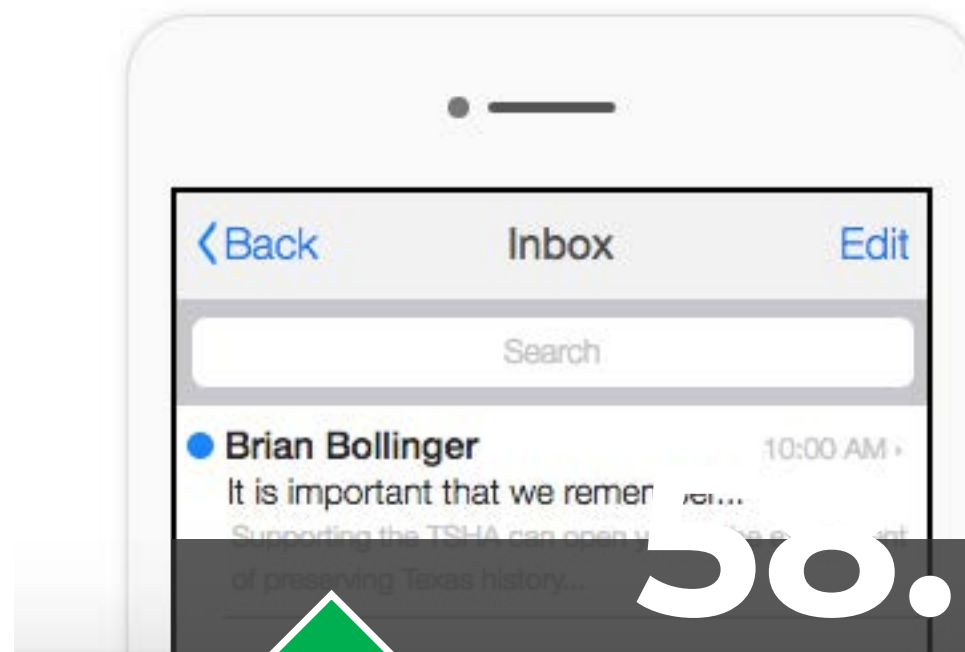
In Email Opens



#29



VERSION B



50.6%

A large green arrow with a white outline, pointing upwards, is positioned below the "50.6%" text.

In Email Opens



What does this mean?



To activate the element of **recency**, you need to use a word that implies your email covers something recent and/or newsworthy.



To activate the element of **authenticity**, you need to avoid phrases or word pairs that come off as opportunistic.

You know whose team were
experts at this approach?



the FACTS

Get the LATEST

Get INVOLVED

A photograph of Barack Obama speaking at a podium, seen from the side. He is wearing a white shirt and a blue tie. The background is a blurred crowd of people.

OUR OPPONENTS ARE OUTSPENDING US IN THE RACE *to* ELECTION DAY

IT'S NOT TOO LATE TO FIGHT BACK

Email

ZIP

DONATE NOW



Build this Campaign



<input type="checkbox"/>	5/10/11	☆ SUBJECT:	Fixing what's broken
<input type="checkbox"/>	6/15/11	☆ SUBJECT:	Dinner?
<input type="checkbox"/>	8/31/11	☆ SUBJECT:	Frustrated
<input type="checkbox"/>	9/14/11	☆ SUBJECT:	Let's meet
<input type="checkbox"/>	9/30/11	☆ SUBJECT:	Stronger for it
<input type="checkbox"/>	12/31/11	☆ SUBJECT:	Hey
<input type="checkbox"/>	3/27/12	☆ SUBJECT:	If you're ready
<input type="checkbox"/>	3/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	4/30	☆ SUBJECT:	Last call
<input type="checkbox"/>	5/11	☆ SUBJECT:	My best friend
<input type="checkbox"/>	5/22	☆ SUBJECT:	Wow
<input type="checkbox"/>	5/31	☆ SUBJECT:	Not going to happen
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey again
<input type="checkbox"/>	5/31	☆ SUBJECT:	Aloha
<input type="checkbox"/>	6/11	☆ SUBJECT:	I'm saving you a seat
<input type="checkbox"/>	6/11	☆ SUBJECT:	Meet me for dinner
<input type="checkbox"/>	6/15	☆ SUBJECT:	Rain check?
<input type="checkbox"/>	6/25	☆ SUBJECT:	I will never stop fighting
<input type="checkbox"/>	6/28	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	6/28	☆ SUBJECT:	Today
<input type="checkbox"/>	6/28	☆ SUBJECT:	Change is possible
<input type="checkbox"/>	6/30	☆ SUBJECT:	To be frank
<input type="checkbox"/>	6/30	☆ SUBJECT:	This is important
<input type="checkbox"/>	7/26	☆ SUBJECT:	Hey
<input type="checkbox"/>	7/26	☆ SUBJECT:	I don't get to tell you this enough
<input type="checkbox"/>	7/26	☆ SUBJECT:	How grateful I am
<input type="checkbox"/>	7/31	☆ SUBJECT:	So
<input type="checkbox"/>	7/31	☆ SUBJECT:	This is critical
<input type="checkbox"/>	8/2	☆ SUBJECT:	Are you in?
<input type="checkbox"/>	8/2	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	8/9	☆ SUBJECT:	This isn't going to stop



<input type="checkbox"/>	5/10/11	☆ SUBJECT:	Fixing what's broken
<input type="checkbox"/>	6/15/11	☆ SUBJECT:	Dinner?
<input type="checkbox"/>	8/31/11	☆ SUBJECT:	Frustrated
<input type="checkbox"/>	9/14/11	☆ SUBJECT:	Let's meet
<input type="checkbox"/>	9/30/11	☆ SUBJECT:	Stronger for it
<input type="checkbox"/>	12/31/11	☆ SUBJECT:	Hey
<input type="checkbox"/>	3/27/12	☆ SUBJECT:	If you're ready
<input type="checkbox"/>	3/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	4/30	☆ SUBJECT:	Last call
<input type="checkbox"/>	5/11	☆ SUBJECT:	My best friend
<input type="checkbox"/>	5/22	☆ SUBJECT:	Wow
<input type="checkbox"/>	5/31	☆ SUBJECT:	Not going to happen
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey again
<input type="checkbox"/>	5/31	☆ SUBJECT:	Aloha
<input type="checkbox"/>	6/11	☆ SUBJECT:	I'm saving you a seat
<input type="checkbox"/>	6/11	☆ SUBJECT:	Meet me for dinner
<input type="checkbox"/>	6/15	☆ SUBJECT:	Rain check?
<input type="checkbox"/>	6/25	☆ SUBJECT:	I will never stop fighting
<input type="checkbox"/>	6/28	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	6/28	☆ SUBJECT:	Today
<input type="checkbox"/>	6/28	☆ SUBJECT:	Change is possible
<input type="checkbox"/>	6/30	☆ SUBJECT:	To be frank
<input type="checkbox"/>	6/30	☆ SUBJECT:	This is important
<input type="checkbox"/>	7/26	☆ SUBJECT:	Hey
<input type="checkbox"/>	7/26	☆ SUBJECT:	I don't get to tell you this enough
<input type="checkbox"/>	7/26	☆ SUBJECT:	How grateful I am
<input type="checkbox"/>	7/31	☆ SUBJECT:	So
<input type="checkbox"/>	7/31	☆ SUBJECT:	This is critical
<input type="checkbox"/>	8/2	☆ SUBJECT:	Are you in?
<input type="checkbox"/>	8/2	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	8/9	☆ SUBJECT:	This isn't going to stop

My personal favorites?





<input type="checkbox"/>	5/10/11	☆ SUBJECT:	Fixing what's broken
<input type="checkbox"/>	6/15/11	☆ SUBJECT:	Dinner?
<input type="checkbox"/>	8/31/11	☆ SUBJECT:	Frustrated
<input type="checkbox"/>	9/14/11	☆ SUBJECT:	Let's meet
<input type="checkbox"/>	9/30/11	☆ SUBJECT:	Stronger for it
<input type="checkbox"/>	12/31/11	☆ SUBJECT:	Hey
<input type="checkbox"/>	3/27/12	☆ SUBJECT:	If you're ready
<input type="checkbox"/>	3/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	4/30	☆ SUBJECT:	Last call
<input type="checkbox"/>	5/11	☆ SUBJECT:	My best friend
<input type="checkbox"/>	5/22	☆ SUBJECT:	Wow
<input type="checkbox"/>	5/31	☆ SUBJECT:	Not going to happen
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey
<input type="checkbox"/>	5/31	☆ SUBJECT:	Hey again
<input type="checkbox"/>	5/31	☆ SUBJECT:	Aloha
<input type="checkbox"/>	6/11	☆ SUBJECT:	I'm saving you a seat
<input type="checkbox"/>	6/11	☆ SUBJECT:	Meet me for dinner
<input type="checkbox"/>	6/15	☆ SUBJECT:	Rain check?
<input type="checkbox"/>	6/25	☆ SUBJECT:	I will never stop fighting
<input type="checkbox"/>	6/28	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	6/28	☆ SUBJECT:	Today
<input type="checkbox"/>	6/28	☆ SUBJECT:	Change is possible
<input type="checkbox"/>	6/30	☆ SUBJECT:	To be frank
<input type="checkbox"/>	6/30	☆ SUBJECT:	This is important
<input type="checkbox"/>	7/26	☆ SUBJECT:	Hey
<input type="checkbox"/>	7/26	☆ SUBJECT:	I don't get to tell you this enough
<input type="checkbox"/>	7/26	☆ SUBJECT:	How grateful I am
<input type="checkbox"/>	7/31	☆ SUBJECT:	So
<input type="checkbox"/>	7/31	☆ SUBJECT:	This is critical
<input type="checkbox"/>	8/2	☆ SUBJECT:	Are you in?
<input type="checkbox"/>	8/2	☆ SUBJECT:	Say you're with me
<input type="checkbox"/>	8/9	☆ SUBJECT:	This isn't going to stop

My personal favorites?

“Hey”

“Hey again”

“Aloha”



Formula for Appealing to the Conversation

$$3(Ut + Mys) + 2Rc + You - 2uAu$$

Ut (utility)	= Implies something that will benefit/progress them
Mys (mystery)	= Leaves out info to completely determine what it is
You	= Includes “made for them” cue
Rc (recency)	= Includes recency cue
uAu (Unauthentic)	= Includes unnatural/unauthentic cues



Building your subject line

- This heuristic tells us to create our conversation appealing subject lines like this:
 - Write out a subject line with a primary focus on the reader's benefit/importance growth (utility)
 - Re-write the subject line to not completely give the topic away (mystery)
 - Then try to add a recency cue
 - Then try to add a “made for you” cue or short phrase
 - Finally, check to make sure it doesn't come off as opportunistic or self-centered



In Summary?



- ✓ You don't always have to be that expert writer...
- ✓ You don't always have to figure out that perfect subject line angle...



Instead...

Just give readers the
impression
that you have a conversation
worth having.



And sometimes that does
mean finding the best
TOPIC angle too!



Don't dismiss the topic angle...

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Hi Friend,

I hope you're having a great day.

How's your home life this week? Maybe you're dealing with a lost teen, or your kids haven't quite hit that stage yet. Or, they may be pushing your limits... and your patience! And you're not quite sure how to handle it.

Well, Friend... you're not alone. I hear from hundreds of parents who love their kids and want to enforce rules in their homes, but don't know what those boundaries should be, or how to react when rules are broken.

After over 40 years of helping families, I've learned that a little bit of structure goes a long way towards shaping capable, thriving young adults. Practicing just a few basic discipline principles can create remarkable change in the life of a family.

I want to share more of what I've learned with you in a new free guide called *Developing Rules and Consequences for Your Teen*. It includes helpful tips on creating healthy changes that will foster an environment of trust and respect in your home.

You can get your free copy of *Developing Rules and Consequences for your Teen* here:

<http://www.heartlightministries.org/developing-rules-and-consequences-offer/>

I hope you enjoy it!

Blessed,
Mark

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Questions?

