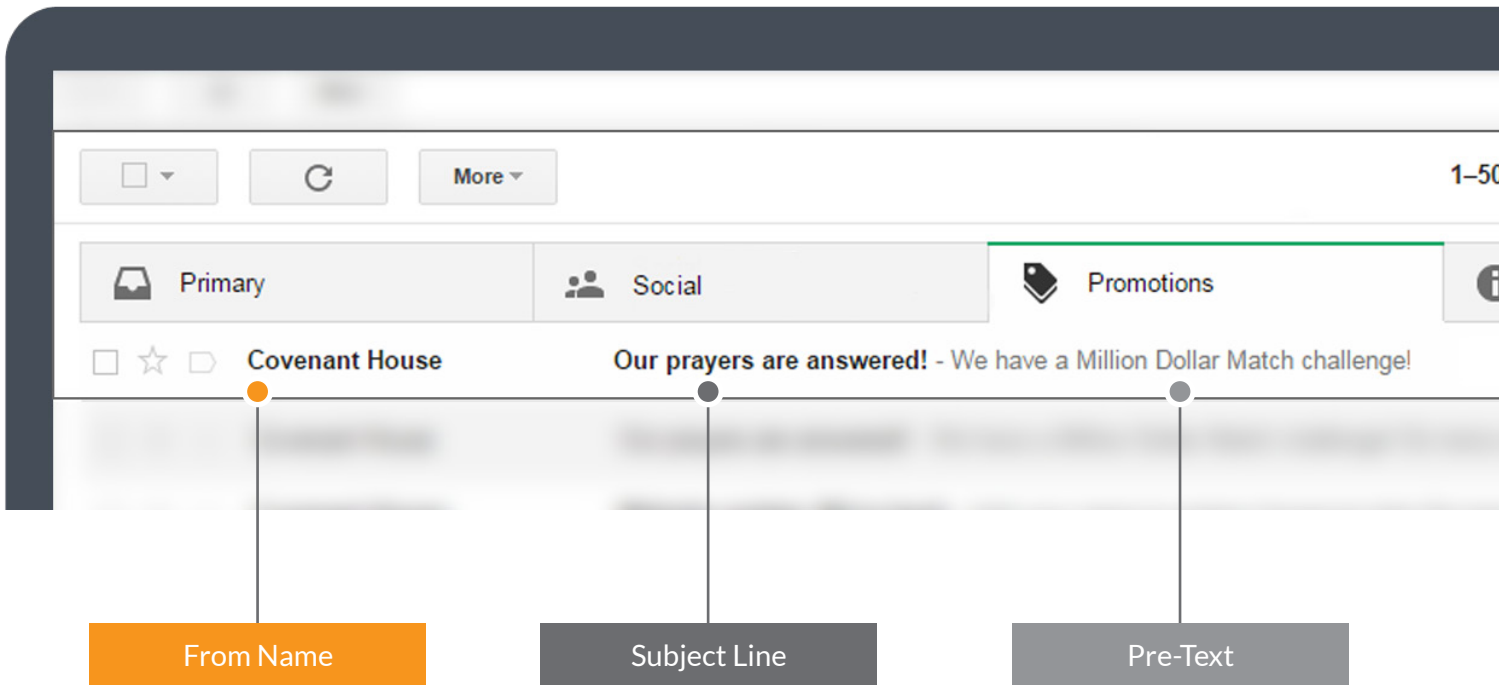




# The Basics of Marketing & Fundraising Email

Terminology and Tips for Nonprofit Email with a Focus on  
Best Practices for Fundraising

# First Impressions



## • From Name

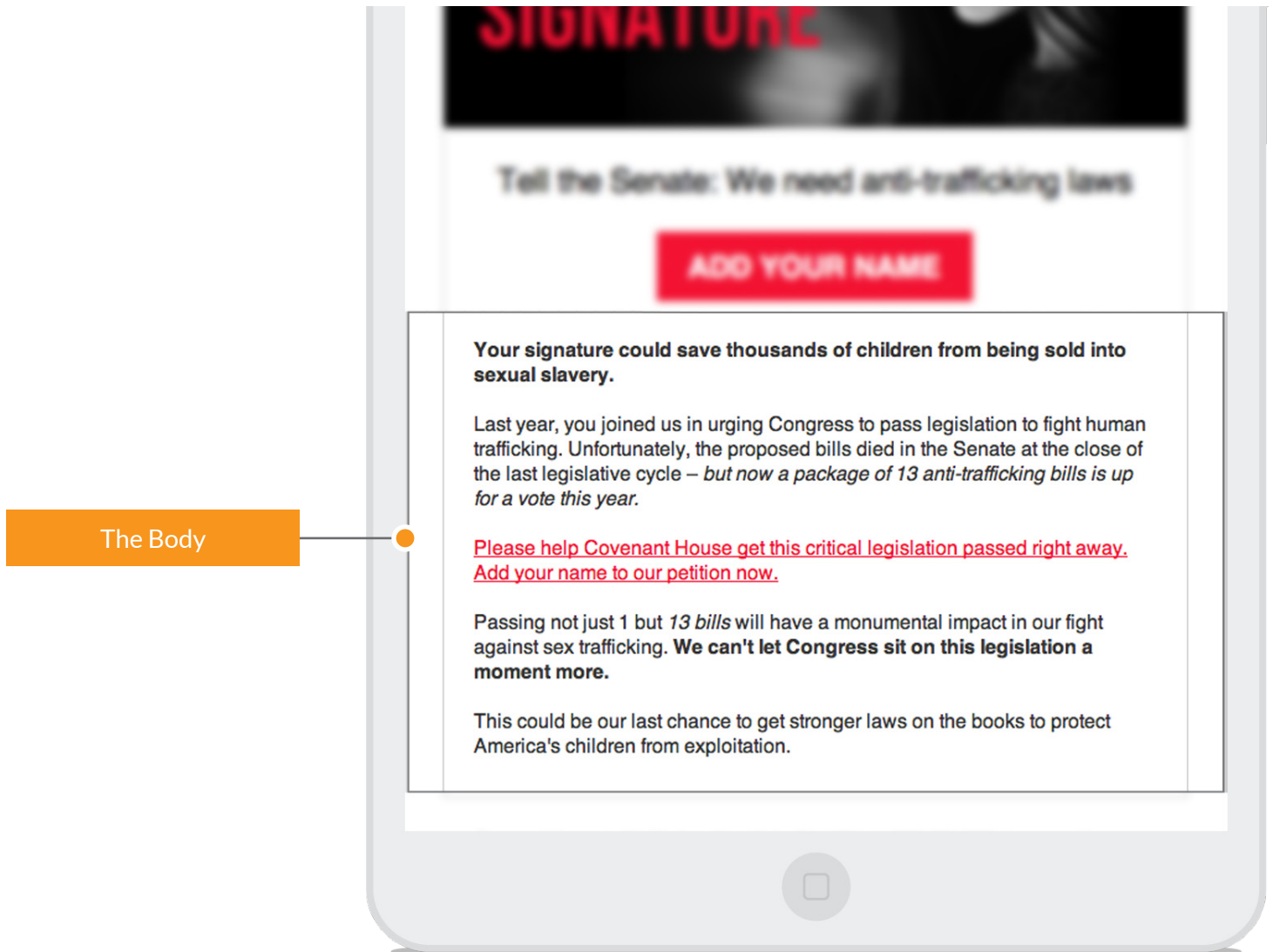
Consider varying the from name periodically (e.g. name of the organization, name of the CEO, etc).

## • The Subject Line

- This is your first impression, so don't leave it to the last minute
- Try to be short and sweet
- Don't be misleading
- Test subject lines, and try a few of the following styles to see what resonates with your audience:
  - o Be a tease (intrigue the recipient into opening your email)
  - o Be urgent (try all caps or words suggesting emergency, like "CODE BLUE ALERT: Record-breaking cold")
  - o Be personal (include the person's name or attention-grabbing trigger words like "you" in the subject line)

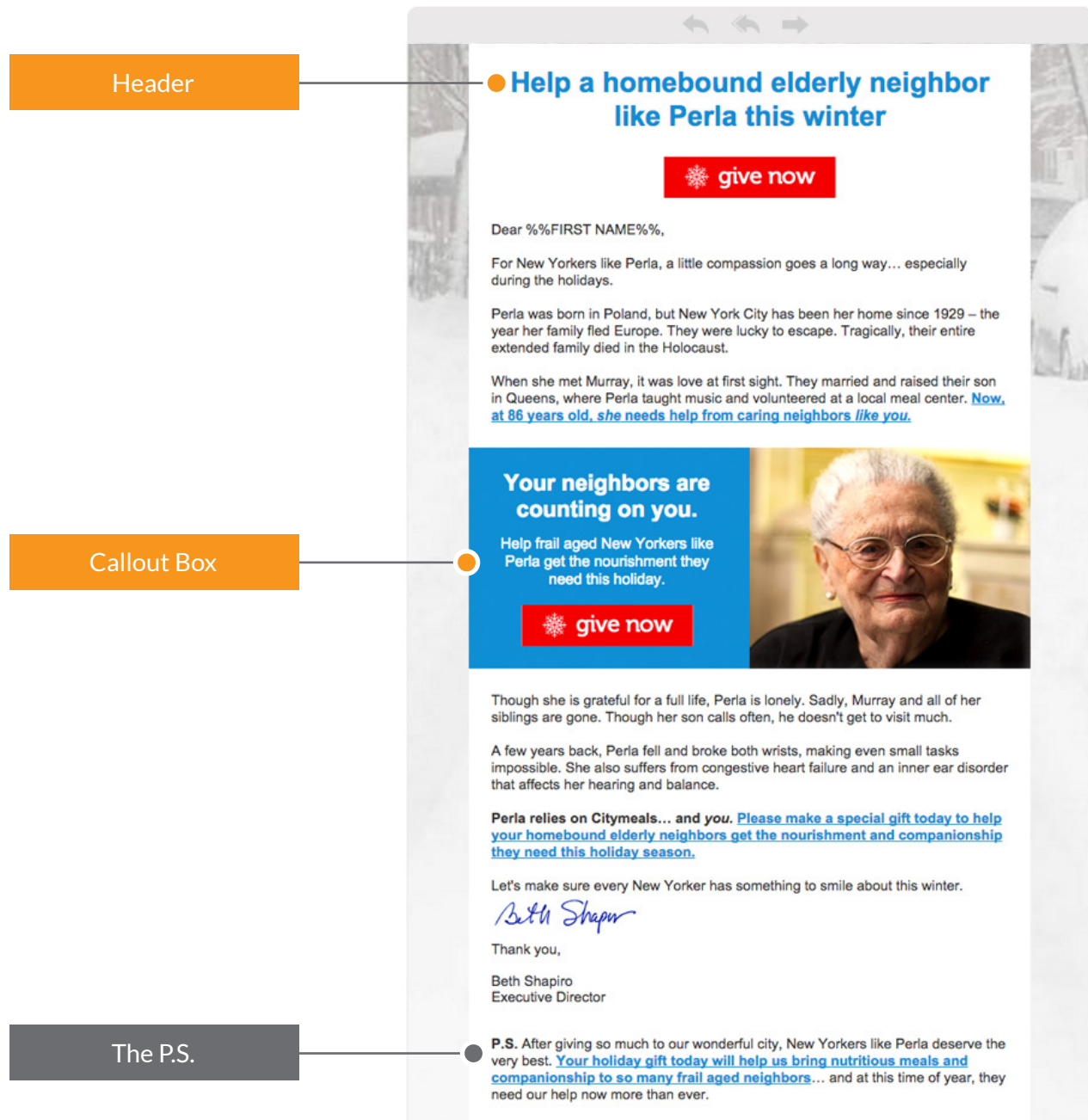
## • Pre-Text

- Consider the relationship between subject lines and pre-text; customized pre-text can improve open rates.



## • The Body

- Emails are read in a hurry, so remember they should be easy to scan (don't write a novel)
- Paragraphs should be short:
  - o One to three sentences at most
  - o Each sentence should have fewer than 150 characters (including spaces)
- Don't put important text in image form (you want people to be able to read your email and get it even if they don't download the images)

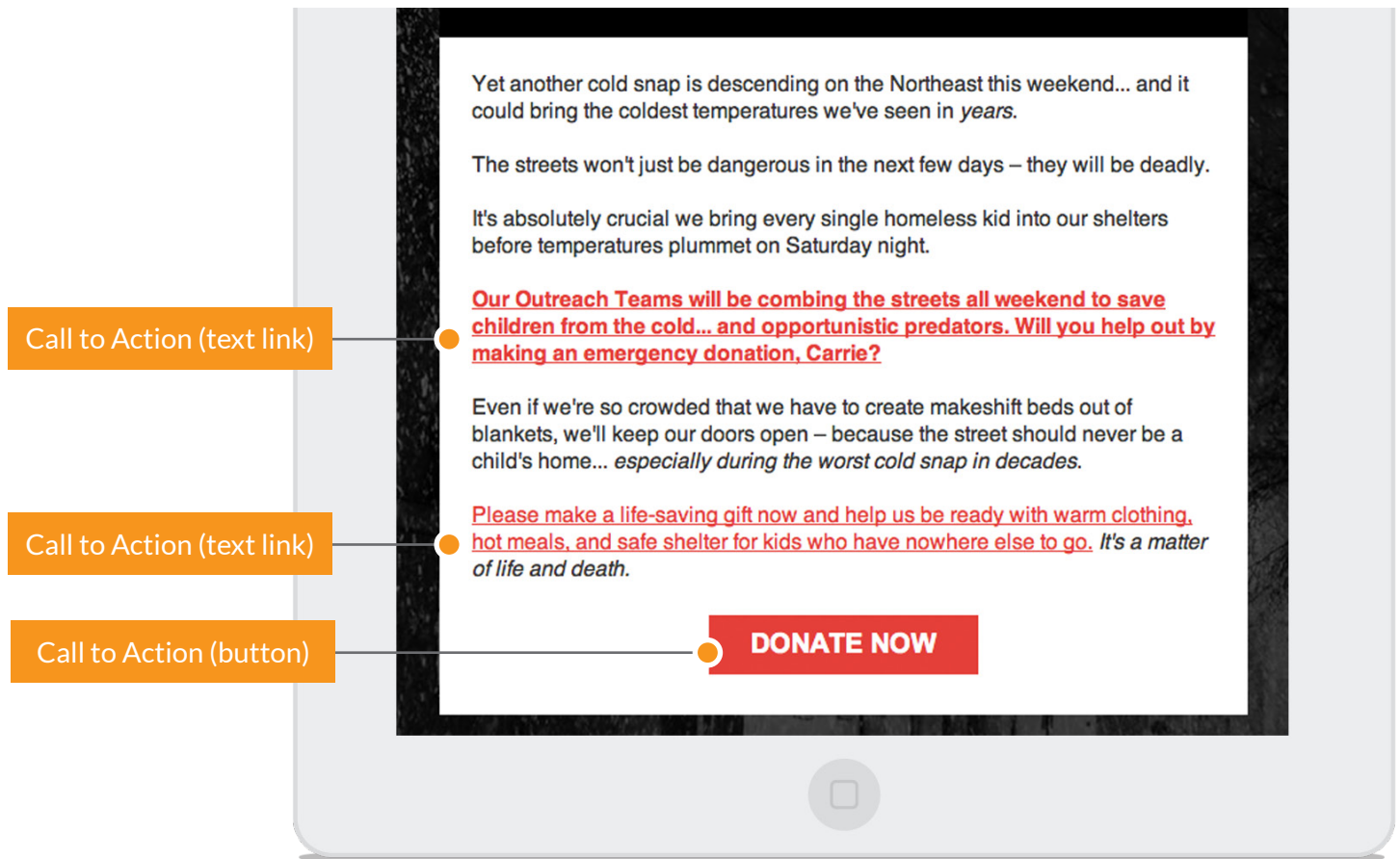


## • Header & Callout

- Use a strong, simple header—and for long emails, break up content with relevant callouts and graphics
- Consider the relationship between the copy and the design (think about your email holistically; it's more than just the words—how will it work with your design?)

## • The P.S.

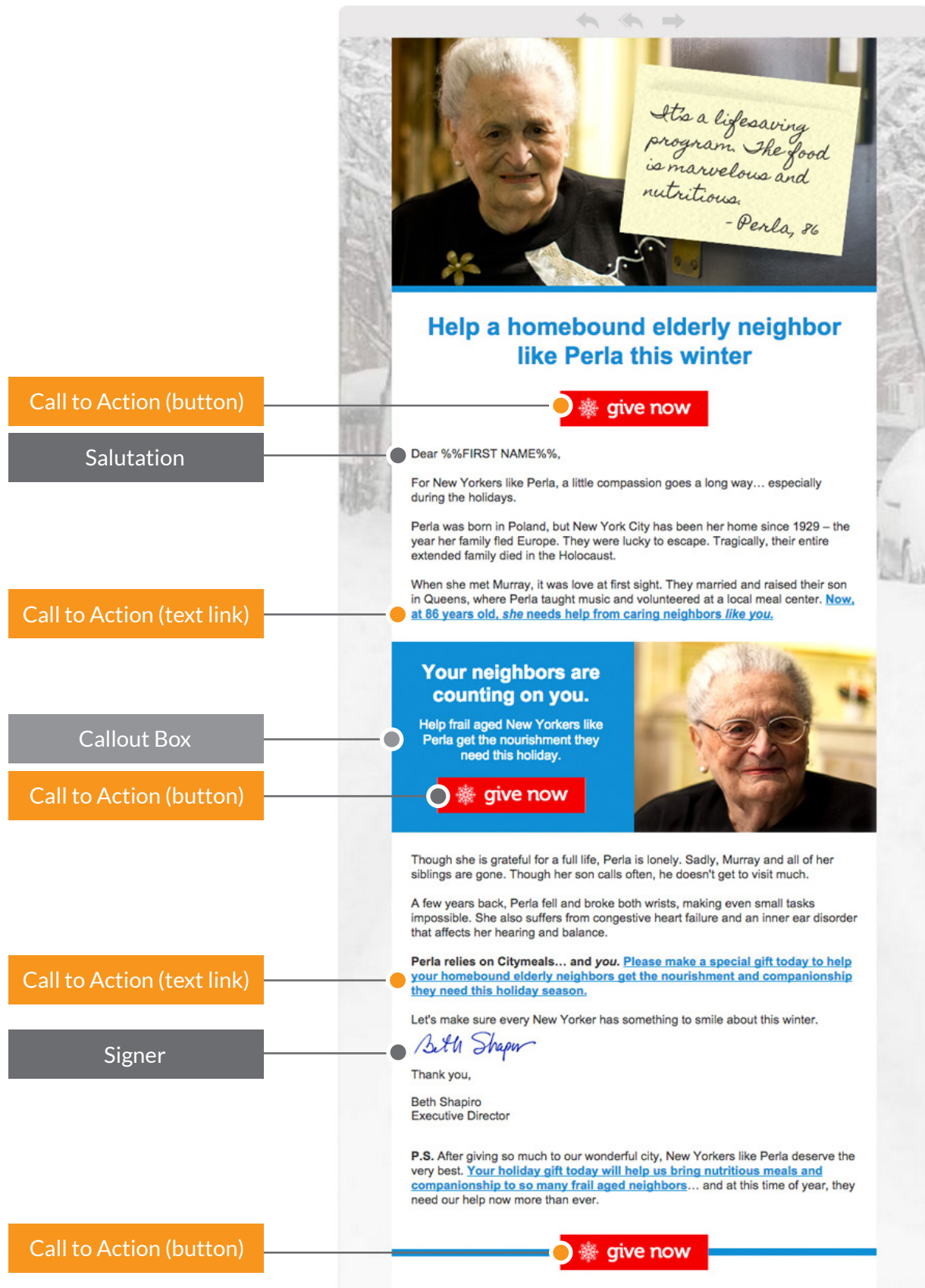
- If you're writing a longer or more formal email, don't forget the P.S. Users often scroll through your copy and may only hone in on the bottom—so it's advantageous to recap your call to action here with a text link and/or button.



## • The Call to Action

- Include a clear call to action that sums up the purpose of the email
- Reinforce and repeat the call to action in multiple places in the message (text links, button links, callouts)

# Anatomy of an Email



The diagram illustrates the structure of a fundraising email for the Citymeals program. It features a central email preview with various components labeled on the left and right. The email content includes a header image of an elderly woman (Perla) with a handwritten note, a main headline, a 'give now' button, a personalized salutation, a story about Perla's life, a call to action text link, a callout box with another 'give now' button, a section titled 'Your neighbors are counting on you' with a photo of Perla, another call to action text link, a signature block, and a final 'give now' button at the bottom.

**Call to Action (button)**

**Salutation**

**Call to Action (text link)**

**Callout Box**

**Call to Action (button)**

**Call to Action (text link)**

**Signer**

**Call to Action (button)**

**Header Image:** A photograph of an elderly woman, Perla, with a handwritten note that reads: "It's a lifesaving program. The food is marvelous and nutritious. - Perla, 86".

**Headline:** Help a homebound elderly neighbor like Perla this winter

**Buttons:** give now

**Salutation:** Dear %%FIRST NAME%%,

**Text:** For New Yorkers like Perla, a little compassion goes a long way... especially during the holidays.

**Text:** Perla was born in Poland, but New York City has been her home since 1929 – the year her family fled Europe. They were lucky to escape. Tragically, their entire extended family died in the Holocaust.

**Text:** When she met Murray, it was love at first sight. They married and raised their son in Queens, where Perla taught music and volunteered at a local meal center. [Now, at 86 years old, she needs help from caring neighbors like you.](#)

**Section Header:** Your neighbors are counting on you.

**Text:** Help frail aged New Yorkers like Perla get the nourishment they need this holiday.

**Buttons:** give now

**Text:** Though she is grateful for a full life, Perla is lonely. Sadly, Murray and all of her siblings are gone. Though her son calls often, he doesn't get to visit much.

**Text:** A few years back, Perla fell and broke both wrists, making even small tasks impossible. She also suffers from congestive heart failure and an inner ear disorder that affects her hearing and balance.

**Text:** Perla relies on Citymeals... and you. [Please make a special gift today to help your homebound elderly neighbors get the nourishment and companionship they need this holiday season.](#)

**Text:** Let's make sure every New Yorker has something to smile about this winter.

**Signature:** Beth Shapiro

**Text:** Thank you,  
Beth Shapiro  
Executive Director

**Text:** P.S. After giving so much to our wonderful city, New Yorkers like Perla deserve the very best. [Your holiday gift today will help us bring nutritious meals and companionship to so many frail aged neighbors...](#) and at this time of year, they need our help now more than ever.

**Buttons:** give now





**direct mail**



**online**



**integrated**

Since 1977, Sanky, Inc. has helped nonprofit organizations improve the world through strategic fundraising, marketing and communications.

Above all, our goal is furthering the mission of our clients, who are doing amazing work across the globe—whether it's helping homeless children or protecting civil rights.

One of the ways we do this is by executing effective email campaigns from start to finish. We're experts in all phases—from content creation and development to seamless delivery across platforms ranging from Luminate Online to Campaign Monitor.

Over the years, we have worked with more than 130 organizations, created thousands of online and direct mail fundraising campaigns, reached millions of people, raised tens of millions of dollars for worthy causes and earned numerous awards from organizations like the Direct Marketing Fundraisers Association and Web Marketing Association.