Putting Your Patrons at the Center of Your Altru® and Email Marketing Strategy
Donors crave more authentic relationships with the nonprofits they support. They want to feel engaged and appreciated. Sounds easy enough, right? Well yes and no.

Email can be a great way to grow connections, but inboxes are overflowing with emails vying for attention. **Will your emails be ignored, deleted, or opened?** The answer depends on how well you know each of your patrons, and how relevant and timely your emails are.
The days of batch and blast are over.

The traditional method of using “batch and blast” emails won’t work. Your patrons should only be getting content that is meaningful to them. To get there, you need Altru and your email marketing system “talking” to one another. Otherwise, you are missing opportunities to engage patrons and turn them into donors. And, making matters worse, you may be doing more harm than good using one-to-many emails — to both your engagement and sender reputation.

Are we sending the same person multiples of the same email?

Can I segment our first-time donors or our event attendees?

Has this patron engaged in any of our email campaigns?

Are our emails landing in the spam folder?

Are we sending too many or too few emails?

How can I automate sending field trip reminder emails?
31% of North American donors say they are most inspired to give by email.

Segmentation is awesome

When your Altru database and email system integrate, you can drive donor acquisition, keep the donors you have, and engage lapsed donors by sending emails that are more in tune with your patrons’ interest — sending the right message, to the right person, at the right time.

right message
right person
right time
Gain a full picture of each of your patrons and email engagement all in one place. And the more you understand your patrons, the easier it is to make them feel like VIPs — encouraging them to stay committed to your cause.

Spark instant action

- **identify**
  Build stronger relationships through targeted segments

- **connect**
  Make your patrons feel like a VIP with relevant emails

- **engage**
  Drive engagement and see the impact of your email campaigns

- **inspire**
  Learn what messaging has inspired your donors

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56% of North American donors say they are most likely to give repeatedly to an organization if they receive regular communication.¹
Data that’s so fresh, so clean, so complete

Segmentation starts with data. And if you aren’t keeping your Altru and email marketing data fresh, clean, and complete, how can you send relevant messages to engage supporters?

72% of donors say poor content — whether too vague, irrelevant, dull, or inconvenient — affects whether or not they donate to a nonprofit.²

- **fresh**
  Imported quickly and efficiently

- **clean**
  Healthy, standardized, and without duplicate records

- **complete**
  Access the full picture of each supporter, no blind spots
Win your patrons over

Omatic’s Altru and Email Marketing Integration provides organizations with a total view of their patrons, optimizes resources, and keeps your data fresh, clean, and complete.

We empower you to turn data into relationships so you can deliver an excellent patron experience.

Leverage the richness of data in Altru to build targeted segments for use in your email marketing system

Maintain appropriate email subscriber and unsubscribed status automatically between systems

Gain a complete picture of your total communication strategy and impact within Altru

Ensure high-quality data by preventing inconsistencies (misspelled names, incorrect relationships, and duplicate records)
Turn data into relationships.

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