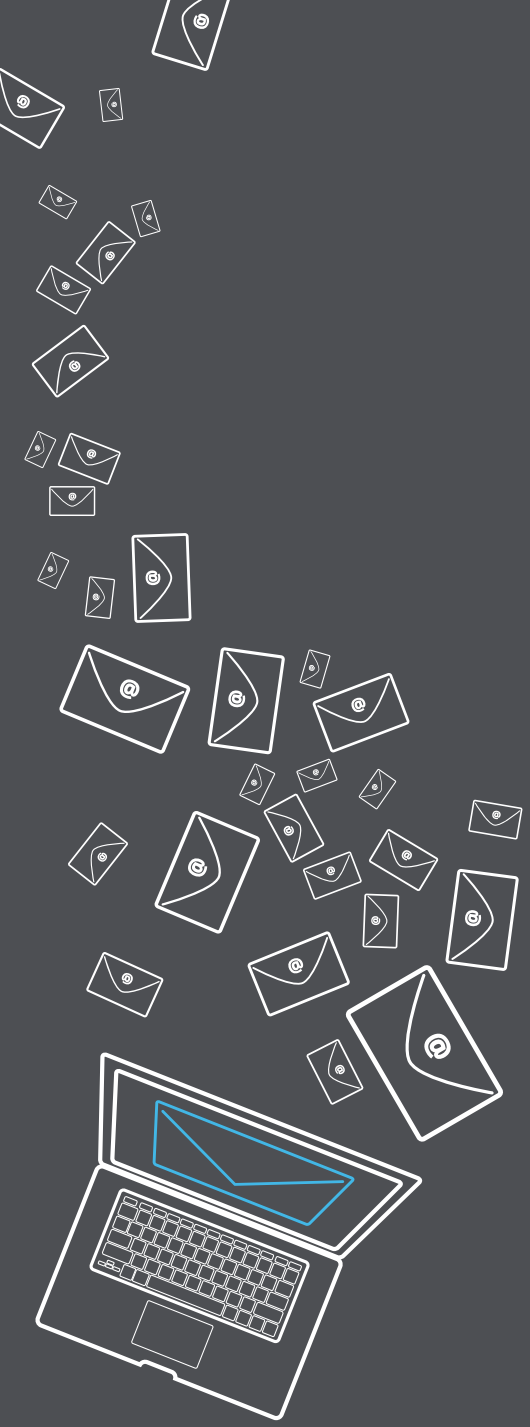

omatic

Putting Your Supporters at the Center of **Your Email Marketing Strategy**

SHOW DONOR LOVE

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 supporters, 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 supporters should only be getting content that is meaningful to them. To get there, you need your donor contact database and your email marketing system “talking” to one another. Otherwise, you are missing opportunities to engage supporters and turn them into life-long 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 supporter engaged with 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 welcome emails?

Segmentation is awesome

When your contact 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 supporters' interest — sending the right message, to the right person, at the right time.

31%

of North American donors say they are most inspired to give by email.[1]

right message

right person

right time

56%

of North American donors say they are most likely to give repeatedly to an organization if they receive regular communication.[1]

Spark instant action

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

identify
Build stronger relationships through targeted segments

connect
Make your supporters 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

72%

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

Data that's so fresh, so clean, so complete

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

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 supporters over

Omatic's Email Marketing Integration tool connects your donor database and email platform to provide a total view of your supporters, optimizes resources, and keeps your data fresh, clean, and complete.

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

Leverage the richness of your donor data 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 your donor database.

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

Turn data into relationships.

LEARN MORE

Contact us:
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[1]2018 Global Trends in Giving Report - https://givingreport.ngo/wp-content/uploads/2018-GivingReport-English.pdf)
[2]Donor Loyalty Study (http://www.thenonprofittimes.com/wp-content/uploads/2016/04/Donor-Loyalty-Study.pdf)