GIVINGTUESDAY EMAIL CAMPAIGN CHECKLIST

GivingTuesday will be here before you know it. Is your nonprofit ready to launch email campaigns? Emails are one of the most effective ways to get people involved. Here is an easy checklist of best practices to help prepare you for the busy season ahead.

1 | Are you using your donor data to get personal?

> "The success of your nonprofit depends on your ability to engage with donor data." (Philanthropy News Digest)

Below are just a few donor segments and messaging ideas to get you started.

- **Volunteers** – Acknowledge their help and encourage your volunteers to recruit fundraising champions. Encourage them to share their experience with your organization over social media. Start a unique volunteer hashtag to help capture those moments.
- **Existing Donor Base and Newsletter Subscribers** – Generate awareness in your participation in GivingTuesday and inspire them to get others involved.
- **Major Donors** – Take the opportunity and thank them for their contributions and remind them that their donation made a difference. Share your most impactful stories and strengthen your connections!
- **Individuals who gave during last year's GivingTuesday** – Explain how their contribution helped your organization and what you were able to accomplish. Encourage them to continue their support.

2 | Have you perfected the subject line?

If your subject line doesn't spark interest, you risk your email making a beeline for the trash. Take note of subject lines that capture your attention to help fuel your creativity. Also, keep an eye on your open rates and click-through rates, so you can make adjustments as you go.

3 | Are you including the right message and images?

Personalize your emails and use images that are relevant to the content. Watch out for using images that are too large. Your images should complement your overall message. Don't forget to use descriptive image names and alt-text.

4 | Are you saying too much?

Time is valuable. Most people don't enjoy reading long emails. It's essential to keep in mind that a large portion of your audience is probably using their smartphones to read emails. So even though your email may look short on your desktop, it can quickly appear very lengthy from a mobile device.

5 | Is your call-to-action prompting a response?

The point of your campaign is to inspire people to give, to be your organization's cheerleaders, and to help raise awareness about your cause. The best way to do this is to encourage them in a clear and compelling call-to-action. Don't make anyone jump through hoops to give. It should be extremely easy and quick for your supporters to give and share your message.

Your call-to-action (CTA) should be bold, clear, relevant, and personal. For example, "You can donate by clicking here" or "We need your help."

6 | Do you have a "thank you plan" in place?

Two very simple words are incredibly powerful in showing your organization's appreciation - thank you. When it comes to showing your gratitude, your thank you message needs to be timely, personal, frequent, and meaningful. Have your "thank you" message nailed down ahead of time so it can be on auto-pilot.

Turn Data into Relationships

Are you ready to boost engagement, driving fundraising, and enrich the supporter experience? [Contact Omatic](#) to learn how we can help.