



Specific Ideas for Successful Emails from Nonprofits to Donors

Start now

- Include the SiouxlandBigGive.org website and event logo as well as other images to make your email eye-catching.
- Build up and organize your email list now so that you are ready to send out emails.

Become a storyteller

- Tell stories about how your organization is changing lives in the Siouxland Area.
- Use pictures. “A picture is worth a thousand words.” Try to include faces whenever possible in your pictures. **We know that we need to protect the privacy of our clients, but maybe take the picture from the perspective of looking over the client’s shoulder – it might show the back of a client’s head and the face of a staff person, your office, or the supplies or services they received.

Include action items

Use your emails to ask supporters to do the following:

- Donate to your cause.
- Tell/challenge five of their friends to go online and donate.
- “Like” your cause on Facebook. Have them “Share” your message.
- Retweet a link to donate on Twitter. Tweet thoughts using the hashtag #SiouxlandBigGive.

Use subject lines that catch attention

- Go for something engaging and eye-catching, and watch your email open rates soar.
- Be specific. Instead of saying “please donate” as your email subject (which will most likely get trashed) say something like “Why can’t more playgrounds look like this?” to entice your readers to open the message.

Make messages even more appealing

- Insert a great photo of your work or add a powerful first person account of someone whose life your work has touched (testimonial).
- The pictures that tend to engage donors are interesting action shots where you can see people’s faces.

Day of emails

- Plan to send out several emails asking your supporters to go online and give to your organization.
- Then also make sure to THANK them and provide updates throughout the day.