

EMAIL ENGINE FRAMEWORK



Yes, here's a lot happening in this email. That's because it contains everything you need to persuade readers to click that Donate Now button. Persuasion elements are identified by their first letters (in parentheses) below: Authority (A), Liking (L), Consistency (C), Social Validation (SV), Scarcity (S) and Reciprocity (R).

- Use a logo to identify yourself as "legit." (A)

- Make your case in **one sentence**. End with a call to action.(S,L)

- Opening is your "hook," must be **personalized** & capture attention! (L,A)

- Use short paragraphs in your email of just a sentence or two. This helps readers skim the email, get the idea and **move onto donating faster**. (SV,L,S)

- Additional link to donation page in narrative supports the call to action. (C)

- Your tone should be warm but urgent. **Don't forget to ASK for the gift**. We have not because we ask not! Make it personal & give options. (C,L,R)

- "Real" signature & title (preferably from someone they know) is more personal and friendly. (A,L)

- People are **8 times more likely to read the P.S. than the actual email**. Offer your free donor magnet! (R,C)

- Trust icons (Charity Navigator, Guidestar) create transparency & trust. (A,SV)

SUBJECT: Short, catchy, personal or provocative title or question? ←



Thousands of people are in need right now.
Will you help?

Dear Dolor,

Lorem ipsum dolor sit amet, elit. adipiscing consectetur.

Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

Fusce est, vivamus a tellus. vitae. pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla. Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien.

Donec ut nisi in lectus consequat consequat. Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique. Proin nec augue.

Quisque aliquam tempor magna.

Sincerely,

Jim Beam

Jim Beam
Board Chair

P.S. Magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.



Forward | Subscribe | Contact Us | Privacy Policy | Unsubscribe
Nonprofit Name | Exact Address | City, State, 00000 (800) 555-5555



Nunc viverra imperdiet enim dolor.

DONATE NOW >



- **Most important text item.**

Dangle compelling information ("The future is in your hands"), add some mystery ("Strange question for you") or a personalized subject line ("Hunter Sullivan suggested I contact you"). (S)

- Use a provocative or heartwarming photo of actual clients or program participants. This creates a strong emotional connection. (A,L)

- Create a sense of urgency by describing **why** it is important to give **now**. (S)

- The main call to action is highlighted with a large button. It is prominent and visually attaches to photo. (C,R)

- Thank the reader for taking the time to read the email in advance of donating. Show your appreciation and gratitude for their generosity, and **they'll be more inclined to give**. (L)

- Social media links let the prospective donor "check you out" in advance. (L,SV)

- Allow people to forward the email, contact you or even unsubscribe. This shows that you trust the donor the way you want to be trusted. (L)

BEST EMAIL SUBJECT LINES



These email subject lines have been proven time and time again to get high open rates. Consider how you might incorporate some of them –or better yet, your own variations - into your email cultivations, solicitations and follow-ups.

- *Don't Open This Email*
- The broke girl's guide to helping a charity
- What Can You Afford?
- As You Wish
- What are our clients saying?
- Where to get a drink right now
- Found your profile on Facebook
- You're missing out on ...
- Not cool, dude
- DO NOT Commit This Atrocity
- 10 Tips to Gobble Over Thanksgiving
- XYZ got hacked - here is what's going on
- !
- P.S. I forgot
- Steve Smith suggested I contact you
- Listen up! (awesome news inside)
- All I want is some truth
- This is it
- One quick question
- One last thing
- Uh-oh, your membership is expiring
- [Best of] The things that make me proud (Unlike my nephew, Steve)
- Happy Birthday Lindsay - Surprise Inside!“
- Hey
- When journalism is a crime
- Drumroll please...
- Are you the right person?
- Be a hero like Albert!
- Be the light
- Sometime soon, I want to meet you
- You'll like this new approach
- Can you come to the president's birthday?
- [NEEDED] Warm Hearts, Warm Homes
- Think outside the (gift) box
- Double your impact
- Greetings from the sea
- How Debbie changed the world
- Risk of severe hunger (please read)
- Find out what we have planned for...
- This is WHY it works instantly!
- Please Touch Me! (Our Museum is Waiting)
- Baby Got (Feed)Back - Putting the Lean in Learn
- Everyone is gay: Social media as social action
- Why your 5-year-old knows more than you do!
- Panic
- Bad Decision Time!
- Your new title
- Give the gift of the ocean
- Save the rainforest. Save tigers.
- Puppy Left to Suffer with Broken Legs
- Don't Miss Out- It's Almost Over
- Be a Hero for Trees
- Can't argue with the math
- We need you to continue the fight
- Let's go! Free Download
- Today is the Day!
- Be the light
- Deadline extended!
- You made these new discoveries possible
- TODAY ONLY: All donations matched 2 to 1!
- This is huge!
- Where did you spend your Thanksgiving?
- Our gift to you this holiday season
- Go behind the scenes at XYZ
- Back up my boasting
- Me again
- Yes, this is a fundraising email
- Are You Ready?
- Life is hard for a ...
- How safe is your child?
- Were we boring you?
- Threatened and scared, she turned to an angel
- Steve, where are you?
- Which option do you prefer?
- Could this be possible?

TOP 5 PERSUASION WORDS:

You | Free | Because | Instantly | New

YOUR EMAIL ENGINE LAUNCH PLAN



The purpose of this exercise is to help you form a clear vision of how your solicitation email should function and save time by listing the key elements to be included in your design. A little up front planning goes a long way!

How should your visitors *feel* when they read your email?

Write down your key programs or services (offerings) here:

Which client(s) will you feature in your email(s)?

Which 3 trust icons will you use?

What will your Magic Donor Magnet be?

Which 3-4 persuasion elements will you use?

TO DO LIST:

- ✓ Theme
- ✓ Story
- ✓ Email Provider
- ✓ Mission Results
- ✓ Donor Magnet
- ✓ Persuasion Elements
- ✓ Donor Landing Pages
- ✓ Launch Content
- ✓ Transparency / Trust

Find out exactly what you should be doing right now to grow your nonprofit:
DonorFinderSystem.com/Workshop