



Tips on Effective Donor Engagement

Here are some quick tips to ensure that your campaign emails resonate with recipients:

- **Send From a Person, Not an Institution:** People donate to causes they feel connected to, and that connection often comes through personal relationships. When you send an email “from” a person rather than your organization’s name, donors feel that there is a real person behind the organization, which increases trust, confidence and engagement. This approach can increase your open and click through rate, allowing your message to reach more potential donors.
- **Subject Line:** This is your first impression! Keep it short (under 50 characters), intriguing, and relevant to your cause. Consider a question, a local reference, or a sense of urgency that will resonate with your audience.
- **Get Personal:** If possible, address your donors by their name. Segmentation tools in your email platform can help tailor your email messages as appropriate.
- **Highlight the Local Impact:** Showcase how you benefit the community by using local success stories, statistics, references, and/or quotes from your community members.
- **Include a Clear Call to Action:** Clearly state your call to action and make it easy for the recipient of your email message to complete that action (e.g., include a donation button).
- **Stay Mobile-Friendly:** Ensure your email messages display well on mobile devices, where many emails are opened. When possible, test messages on an Android and an iOS device.
- **Send Reminder Emails:** Keep a steady drumbeat of support for your campaign by sending reminder emails when appropriate. Depending on the length of your campaign, we recommend sending one reminder email per week.