

Indoctrination Email Sequence - Review

Requirements:

100 Push-Ups:

<https://rumble.com/v4h2qqi-100x-push-up.html>

Context:

I'm writing an Indoctrination Email Sequence for a Non-Profit organization.

Email 1 and 2 for review

Tested?

Not Tested

Persona Overview:

- **Job:** Works in a high-demand corporate position.
- **Lifestyle:** Busy with work, enjoys yoga and cultural events on weekends.
- **Family:** Has grown children who live independently.
- **Feeling:** Wants more meaningful work outside her corporate job but doesn't know how to start.

Background & Demographics

- Emily is a creative professional working at a small but bustling design firm.
- She lives in an urban apartment with a roommate and enjoys city life.
- Emily is health-conscious, prefers eco-friendly products, and is always looking for ways to improve her well-being.

Current state:

- Never volunteered before. She doesn't know if there is a process, how to find places looking for volunteers, or any of that stuff.
- She heard people saying, "Let me tell you, volunteering changed my life and gave me purpose again. I would recommend it to anyone and everyone." and want to try
- She knows many seniors feel lonely. She finds that she cares and is empathetic for lonely elders and would like to see if she'd enjoy volunteering in that space
- She has extra time that she would like to dedicate to something more meaningful in her life than her job
- She did some research to see what was available in terms of volunteer work in her area

Dream State:

- Her dream state represents a blend of personal satisfaction, community impact, and a life enriched by the joy of giving back.
- She has an impact outside of her office job that impacts a community in meaningful ways
- She is an integral part of a volunteer organization that values her skills and time, offering her a chance to help combat elder loneliness.
- She finds a perfect balance between her professional responsibilities and volunteer work in her ideal world, feeling fulfilled and connected.
- Jane builds genuine relationships with the people she helps and other volunteers, creating a sense of belonging and community she currently lacks.

Roadblocks:

1. **Time:** She struggles to find time to volunteer due to her job.
2. **Opportunity Fit:** Uncertain where to find the right volunteer opportunities.

3. **Work-Volunteer Balance:** Worried about balancing volunteering with her corporate career.
4. **Skill Alignment:** Unsure if her corporate skills can be effectively transferred to a non-profit setting.
5. **Initial Steps:** She feels overwhelmed by the process of starting her volunteer journey and does not know the first steps to take.
6. **Fear of Commitment:** Worries about committing to a volunteer role and not being able to meet the expectations due to her job.

Solution/Mechanism:

- **IF SHE** is shown that thousands of other people are joining this cause, **THEN** she'll be able to trust that what she is about to join will give her a strong sense of making a difference and fulfillment.
- **IF SHE** sees that some roles don't require a log of time and engagement on her part, **THEN** she'll be able to trust that she can keep a good balance between her work and personal activities.
- **IF SHE** sees that there is clear instruction, training, and support, **THEN** she will find it easier to start and get involved.

Product:

The 'product' would be the involvement in the not-for-profit.

Becoming a volunteer, Donating, Organizing Events, attending events...

Value Equation:

- ☐ **Likelihood of Success:** Make sure Jane knows she can really make a difference with us. Show her stories of people just like her who've found joy and fulfillment in volunteering.
- ☐ **Quick Results:** Let Jane see that she won't have to wait long to feel she's having an impact. Offer roles where she can quickly get involved and see the benefits of her work.

- ☐ **Low Sacrifice:** Jane's busy, so we need to show her that volunteering with us won't take too much of her time. Highlight flexible options that fit her schedule.
- ☐ **Easy to Do:** Make starting as a volunteer as simple as possible. Provide clear instructions and support so it doesn't feel like a big effort to get involved.

Market Awareness:

- **Problem-aware:** Jane knows she wants more fulfillment and believes volunteering can help. She's looking for what makes volunteering with us special.

Market Sophistication:

- **Stage 2:** Jane knows she wants to volunteer (she's aware of her problem and the solution), but she needs to understand what makes volunteering with our organization unique and personally fulfilling.

What Are They Thinking?

- "I want to help and make a difference, but how can I find the time? Will my skills be of any use in a volunteer setting?"

Where Are They in a Funnel?

- Jane is at the interest stage of the funnel; she's considering volunteering and exploring her options but hasn't committed to any specific organization or program yet.

Where Are They Emotionally and Physically?

- **Emotionally:** Jane feels motivated yet uncertain, seeking clarity on how she can contribute effectively without compromising her professional life.
- **Physically:** She's in an urban setting, leading a fast-paced lifestyle, often indoors in an office environment, looking for ways to connect more with her community and the outside world.

Personal analysis:

- My roadblock is I'm not sure how to craft a compelling and simple Indoctrine Email Sequence. I choose to do this because I believe an indoctrination email sequence could be beneficial for the Non-for-Profit organization and would be a great opportunity to share what they are about, their mission, their community, the people who are already involved, and how new subscribers can get involved in the cause before they get bombarded with DONATE NOW emails.
- I have done research and subscribed to other non-profit organizations to have an idea of what other players do, I have find a lot don't do it and from the one that do it, some don't have an Indoctrination sequence and start off by asking for donation.

 **PLEASE GIVE YOUR INSIGHTS ON THIS** 

- Is an Indoctrination Sequence Email really valuable for a Non-Profit organization?

If yes, How can I make the most of it and have new subscribers feel like they want to get involved?

Also, since there are many ways to get involved in a non-for-profit organization

How do I structure my Indoctrination Sequence to fit all Personas for each of the ways?

AND Are my emails too long?! Should I do short-form PAS?

Indoctrination Emails

Email 1: Welcome and Introduction

Purpose of this email?

Brief welcome and introduction, making them feel welcomed and excited to learn more about the organization

Subject Line Options:

1. Welcome to Little Brothers
2. Together, We Can Make a Difference!
3. Thank You for Supporting Little Brothers: Let's Get to Know Each Other!
4. Little Brothers Welcomes You

Hi **[Name]**

Welcome to the Little Brothers family! We're excited to have you with us.

We understand that taking the first step towards combating loneliness among elders can feel unfamiliar. But You're not alone in this journey.

Like you, many of our members joined us because they want to make a real difference in the lives of those who feel forgotten.

Knowing that so many elders spend their days in solitude is heart-wrenching. That's why we exist—to bring warmth, companionship, and joy into their lives.

And it's people like you, with your kindness and willingness to help, who make this possible.

We believe in the power of community and the simple joy of giving. We're not just an organization; we're a family that laughs, shares, and sometimes cries together.

And we're so happy you've decided to join us.

So, what's next?

In the coming days, we'll share more about our mission, the incredible people engaged in our family, and how you can participate in ways that genuinely resonate with you.

And don't worry. We're here to support you every step of the way.

Thank you again for joining our cause, **[Name]**.

Email 2: Our Mission

Purpose of this email?

I want them to feel connected to the mission, and I want to strengthen their desire to want to help by engaging their motivations.

Subject Line Options:

1. A little bit about us!
2. Helping Elders since 1962

Hi [Name],

Imagine a world where we surround every elder with warmth, dignity, and respect—the way it's meant to be. A world where no elder is ever left feeling forgotten or alone. Founded in 1962 in Montreal, that's the future Little Brothers is dedicated to creating.

Our society often focuses on the young and those in the workforce. This leaves seniors to face loneliness and isolation. The population is aging fast. It will increase a lot in the coming years. Little Brothers is at the forefront of addressing this urgent challenge. We've seen the stories of change and hope our community brings to life every day. We saw them firsthand through our efforts.

Your decision to explore joining Little Brothers starts a transformative journey. It's for the seniors we serve and for you too. By 2030, we aim to help 10,000 isolated seniors in Québec. We will help them move from isolation to inclusion in the Little Brothers' family. This mission is grand. But it's deeply personal. It resonates with our core values: compassion, community, and the drive to make a difference.

Reflecting on our past is important. In 1987, during our 25th anniversary, we established the Québec City regional team. This reminds us of the growth and impact we've achieved together. It's these milestones that underscore the power of collective action and shared purpose.

Now, we want to hear from you. What drives your passion for supporting our elders?

Sharing your story with us by replying to this email will deepen our connection. It will also strengthen our mission by adding your unique voice to our cause.

P.S. Stay tuned for our following email. We'll share a few ways for you to join and help our cause.

Together, we can make a world of difference.