

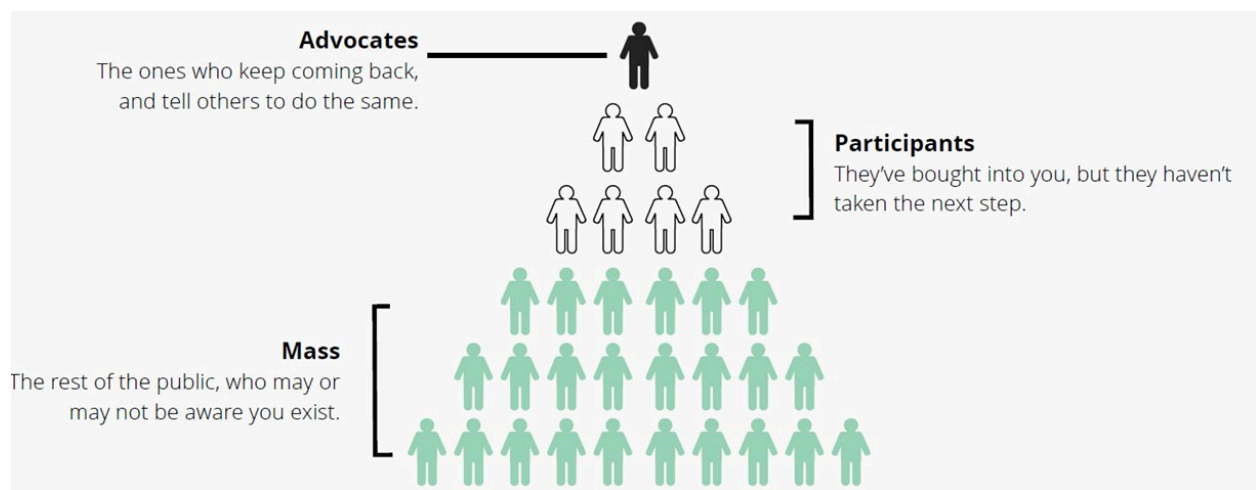


Keeping Your Community Engaged Using Email Marketing

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Moving Your People To Action

To move our audience to action, we need to understand who they are, give them permission to get involved. Every time we get into a community, this is how people naturally organize themselves.



People at the Top: The folks who are at mission- Every time you have an event, they show up, every time you offer an opportunity to help, they are there.

Then you have the people on the periphery: In terms of your digital lists, these are the people who followed you accidentally.

Then you have the people who have no idea what's happening.

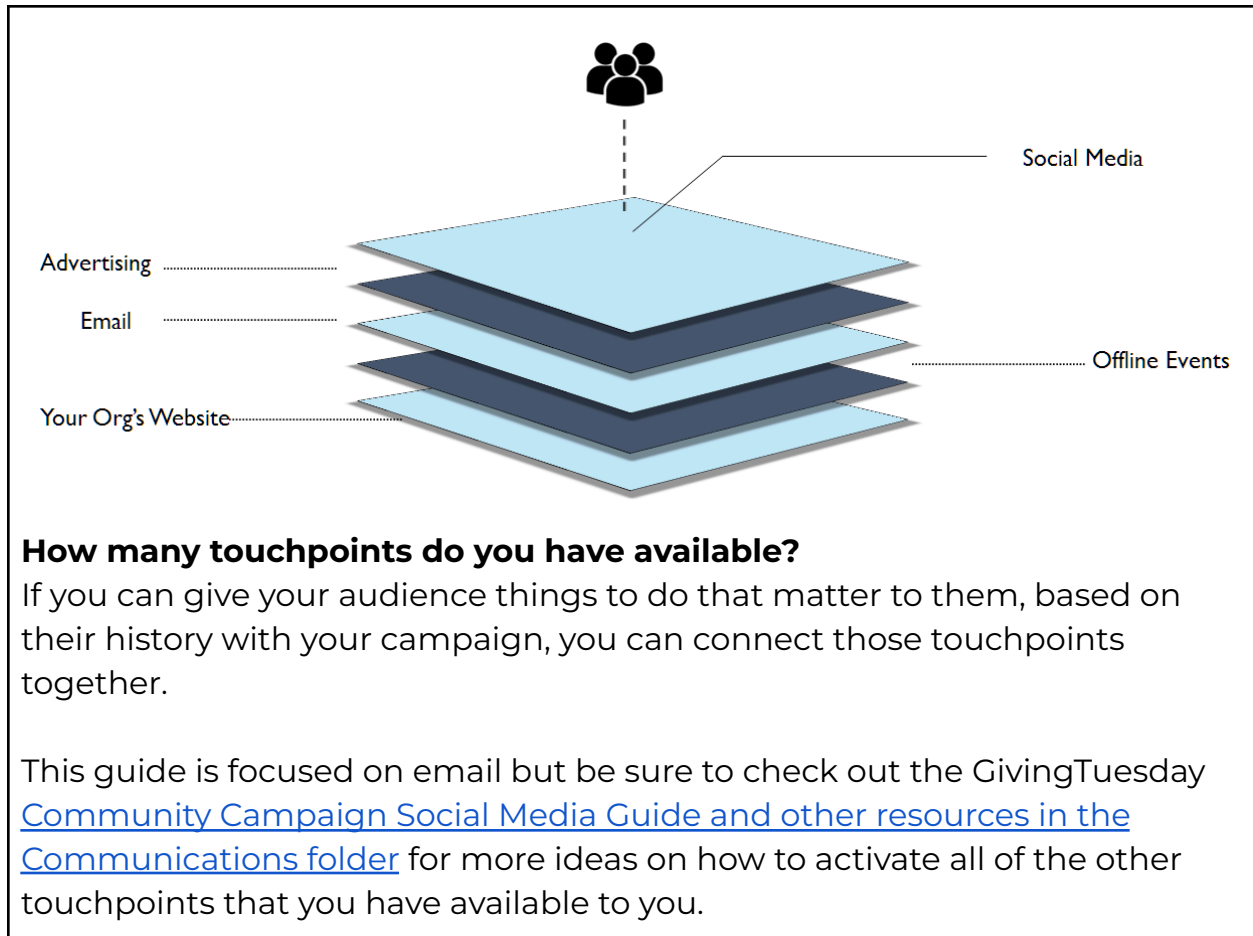
@givingtuesday





Are you talking to these people differently?

Effective digital strategy requires that we connect the dots between how someone first heard about us, how they engage with us now, and how to move them to engage the way we want them to engage. We want those people on the periphery to become advocates.



How many touchpoints do you have available?

If you can give your audience things to do that matter to them, based on their history with your campaign, you can connect those touchpoints together.

This guide is focused on email but be sure to check out the GivingTuesday [Community Campaign Social Media Guide and other resources in the Communications folder](#) for more ideas on how to activate all of the other touchpoints that you have available to you.

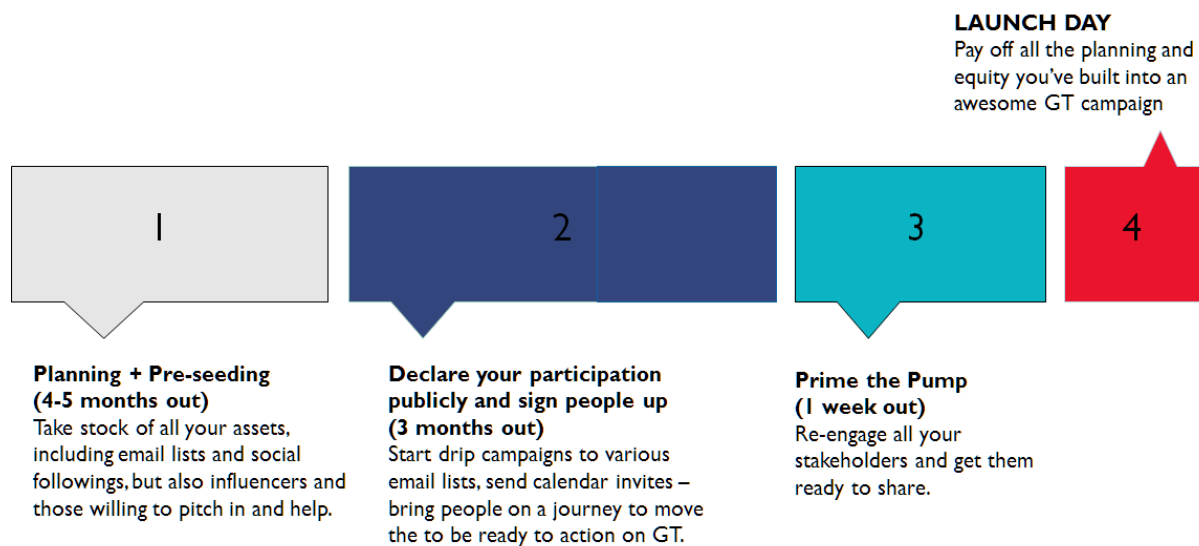


Planting Seeds Early

To build success for GivingTuesday we have to start planting seeds with people well in advance.

The saying used to be that you used to have to repeat something to someone 7 times before it sticks - these days, between shorter attention spans, noise, etc. it's more like 20.

A Smart Communications Cadence for a GivingTuesday Community Campaign



Months 4-5

Think about what you can do now to start seeding with your audiences that GivingTuesday is coming. Especially for that top layer of your audience that's gonna be there.

- What are the touchpoints that are really going to matter?
- What toolkits do you need to make and send out? A new toolkit is a great reason to start emailing your various lists to urge them to start thinking about planning their participation
- Send out save the date emails
- Ask folks to volunteer for planning committees or otherwise raise their hands to help



Month 2

Start sending communications progressively more frequently.

- What touchpoints can you give to people who haven't raised their hand yet? Give them an opportunity to raise their hand.
- Get those calendar invites out.
- Start email drip campaigns for new hand raisers to onboard them to participation (keep reading for more info on this!)
- Start sending news about how others in your community are planning to participate.

1 week out

Prime the pump, remind people it's coming.

- What reminders can you give?
- Any new news, challenges, user generated content campaigns your audiences should be aware of

On launch day, all of a sudden you've built up equity with people, all you have to do is pay it off. People are out there being your advocates because you've primed them to do so.

Segmenting Your Audiences

[Consider your campaign goals](#) when deciding who your various audiences are.

If one of your goals is to increase nonprofit participation, you'll want to develop a list so you can communicate with nonprofits. If your goal is to organize an "adopt a family" campaign, you're more likely to be talking to a different audience.

Why Segment? Personalization is key in moving people to action. As mentioned earlier, you have to give folks action steps that matter to them - clear calls to action that they can do *right now*, to put them on the path toward participation + successful follow through.

Common Audience Segments for GivingTuesday Community Campaigns:

- Nonprofits, non-501c3 community orgs, local activists
- Foundations



- Corporate sponsors (existing or potential) + companies
- Individuals in the community who want to give
- Small businesses + restaurants
- Schools + Universities
- Mayor's office and civic sector
- Influencers, local ambassadors
- Media, Newspapers, TV stations, Radio, Bloggers

Use groups or tags within your email system to personalize your communications to each category of audiences. [Here's how to do it in Mailchimp.](#)

Automating Your Communications With Drip Campaigns

For certain situations, drip campaigns rock. [Automated drip campaigns](#) are set up so that every time a member of a certain audience subscribes, they're automatically sent a series of emails to welcome them into your campaign. It's a great way to introduce them to what GivingTuesday is, your role as a global leader, and the specifics of participation in your campaign, how to get set up, and prompts to start participating.

Audiences that could benefit from a drip campaign:

- Nonprofits, Community Organizers, Grassroots Orgs
- Foundations + Sponsors
- Business Community
- Donors

Other audiences to pay attention to that you'll want to keep apprised but not necessarily needing a drip-campaign

- Influencers and campaign ambassadors ([check out our guides for Influencers here](#))
- Mayor's office + Media (will probably need more personal touches and will be too small an audience for a drip campaign anyway)



How to Grow Your Subscribers to Your Drip Campaign

Share the link to your drip campaign to increase your subscribers

To build the audience of a:	Share the link with:
Small business owners, entrepreneurs	Chamber of commerce, biz owner Facebook groups, restaurant associations, co-working spaces, post the link on your website and run social media posts about it
Nonprofits, community orgs, activists	AFP chapter, local nonprofit associations, ask local foundations to share with grantees, DM on social to local activists or nonprofit pages
Potential donors	Run Facebook or IG ads in advance of GT, ask businesses to help get the word out to their customers, post the link on your website and run social media posts about it, nonprofit participants can suggest to their supporters to get on your list to receive first notification of opportunities with your campaign, local Nextdoor group, canvass the neighborhood

Sample Content for Your Drip Campaigns

Note: pay attention to the timing as your drip campaign progresses. In September, it's probably ok to send each of these emails every two weeks but come November, you'll probably need to tighten it so folks get an email every few days.



Drip-Campaign Content Ideas for Nonprofit Participants

Email 1: Welcome to CAMPAIGN name! *Explain GivingTuesday and your local leadership, provide some history of your local campaign, share your goals for this year, provide a list of emails to expect and how often the subscriber will get them. Point them to any other available resources like your campaign's Facebook group, resource page or listing of upcoming webinars.*

Email 2: Setting Your Goal for CAMPAIGN *Remind nonprofits that fundraising isn't their only option - share some ideas of how others have participated in GT in your community without fundraising. Share the [GT Workbook for Nonprofits](#) which talks about goal setting.*

Email 3: How to Get Set Up on CAMPAIGN platform *If your campaign offers either a listing of nonprofits, a full giving day platform (eg. Civicore, Mightycause, GiveGab), share the steps nonprofits need to take to get setup*

Email 4: Creative Ideas for Participating in GivingTuesday *Show off a variety of ways to participate in GT from low lift ways to higher capacity. Remind folks that there are other ways to participate outside of fundraising too. For ideas, check out our [ideas for nonprofits page](#). Make sure to highlight local activations too.*

Email 5: Creating a Communications Strategy *Remind nonprofits to segment their email lists, send a calendar invite to their various email segments, set up recurring social media to build anticipation and include their GT campaign in their regular email outreach. [Share the GT social media toolkit](#) too.*

Email 6: Host an Event on the Big Day *Present some ideas for events, in person or virtual that an organization might consider hosting. Whether it's an open house, a volunteer event, a goods drive, virtual tour of their office, Facebook livestream series with interviews with clients or staff - these events take planning.*

Email 7: Get Your Board Involved *Remind your participants about ways to leverage their board's networks on GivingTuesday.*



Email 8: Last Minute Steps for Procrastinators *Change your social media cover images, set up social media throughout the next few days that tell the story of your org to newcomers (pro-tip pin an Instagram highlight Story post), send at least one email and schedule several for throughout the day on GT, reminders about opportunities within your local Campaign*

Drip-Campaign Content Ideas for Small Businesses and Entrepreneurs

Email 1: Welcome to CAMPAIGN name! *Explain GivingTuesday and your local leadership, provide some history of your local campaign, share your goals for this year, provide a list of emails to expect and how often the subscriber will get them. Point them to any other available resources like your campaign's Facebook group, resource page.*

Email 2: Ideas for Activating *Share some examples of how businesses in your community have participated in GivingTuesday in the past (or borrow from your fellow community leaders' campaigns). [Here are some ideas.](#)*

Email 3: Resources for Small Businesses *Share any resources you have available for local businesses. This could be [printable flyers](#) they can post on their storefront to announce the day or check inserts for restaurants. If you have a social media toolkit or sample emails you'd like them to send to their customers, you can share that too.*

Email 4: Hype it up! *Offer suggestions for how small businesses might pitch their activity to local media, opportunities to share on your own social channels, web pages, and press releases. Other suggestions to use their own channels to help amplify their efforts.*

Email 5: Tomorrow is the big day! ** Note you might have to schedule this one outside of the drip campaign to make sure it actually arrives on the right day - Share a reminder that tomorrow is the big day, share how other small businesses are participating, remind them to share their success stories with your campaign and to tag you so you can repost.*



Drip-Campaign Content Ideas for Givers + Supporters

Email 1: Welcome to CAMPAIGN name! Explain GivingTuesday and your local leadership, provide some history of your local campaign, share your goals for this year, provide a list of emails to expect and how often the subscriber will get them. Point them to any other available resources like your campaign's Facebook group, resource page

Email 2: How to Give on GivingTuesday Present a variety of ideas for how a person might participate in GivingTuesday. Try to help dispel the notion that giving dollars to charity is the only way. [Here are a whole bunch of ideas](#) but make sure you share local ideas too!

Email 3: Give Local Highlight some of the opportunities available in your local campaign. This might include info about matches or prizes, info about virtual or in person events, how to "log" your volunteer hours or put a pin in a map to share their pledge for how they're going to give. A user-generated content campaign you might run. Point to blog posts on your website that feature nonprofit participants' and how they're participating in GT.

Email 4: Share! Reminder to share GT with their family and friends! The impact of GT is that we all come together to give collectively. If they're doing a p2p campaign for a nonprofit: share with friends and family. Or [organize a giving circle](#). Or share on social media about why and how they give (remind them to use your hashtag so you can repost!)

Email 5: Tomorrow is the big day! ** Note you might have to schedule this one outside of the drip campaign to make sure it actually arrives on the right day* A compelling call to action to give tomorrow, remind them what they pledged to do (if possible), remind them to share on social media so they can inspire others, talk about the impact of their giving in advance, reminders about opportunities with your local campaign

Email 6: Thank you! ** Note you might have to schedule this one outside of the drip campaign to make sure it actually arrives on the right day* Thank your supporters for participating! Offer a recap of the day (OK to not have any results yet!), a simple slideshow of some of your favorite posts from your



hashtag, remind them that any official results and a survey will be coming in the next weeks and remind them to keep sharing their giving stories throughout the year.

Don't Forget to Send Regular Updates to the Whole Group or Dedicated Emails to Segments

Remember there will be times that you'll want to e-blast your entire email list, especially when you have an announcement to make that pertains to the whole group or to one segment. You can't throw the ENTIRE thing on autopilot ;-) We noted a few of these instances above (the day before and thank you emails for example) but in addition, here are some other times you may want to send an e-blast outside of your drip campaigns

- You have an announcement about a foundation that's providing a match
- There is an upcoming webinar for nonprofits
- An important local company or ambassador has announced they're coming on board
- Updates about how various constituents have been sharing with you that they're participating (so it gives others ideas on how they might participate)
- To share news or media coverage links
- A Thunderclap-style social campaign where you ask everyone on your email list to [tweet out](#) a certain message or save the date.
- To ask for user-generated content (like the [I'm Giving For "contest"](#)) the GivingTuesday Team ran last year.