The Importance of E-mail in a Successful Online Campaign

Sending effective e-mails on a regular basis will help increase your registration numbers and donation dollars, drive traffic to your website, and build loyalty with your members. Here's how:

E-mail is free. With no production, materials or postage expenses, you can easily and affordably communicate more information, more often.

E-mail is fast. Time-sensitive information including updates pertaining to events and breaking news can be received within minutes, not days or weeks.

E-mail generates an immediate response. By providing links within your e-mail, you give potential supporters the opportunity to register or donate right then and there. You can see the results of your efforts instantly.

E-mail is targeted. You can easily segment your lists into groups so your promotions go to the individuals who are most likely to respond to that particular message.

E-mail is proactive. Instead of passively waiting for constituents to visit your Web site, e-mail enables you to aggressively communicate with and educate your existing members.

E-mail expands your reach. Grow your database by sending information to your constituents and encouraging them to forward the message onto their own friends and family.

E-mail allows you to foster long lasting relationships. Build a regular, ongoing dialogue with those supporters who appreciate the routine communication. Those who do not can easily opt-out.

Email will grow your organization. Maintaining and growing your e-mail database will allow you to fully utilize our services, including free Broadcast e-mails, and an upgraded version of HTML e-mails (fee applies) in order to reach more constituents.

Maintaining and growing a large e-mail database is a crucial factor in bringing your campaign online. Some tips on how to collect e-mail addresses:

► In your next direct mailing or newsletter, include an e-mail solicitation letter, along with a postcard or insert which can be easily filled out and mailed back to your organization. (Feel free to use our attached examples).

► Make e-mail address a mandatory field on all printed materials for events and/or pledge forms.

► At Galas and events, encourage attendees to offer their contact information.

► When you send e-mails with a call-to-action (such as a solicitation for donations or for event registration), ask recipients to forward the message to friends, relatives and co-workers so they, too, can get involved.

► Prominently place a contact list sign up on your homepage. You may also want to include this option on other pages, like "news" or "contact us"

Sample Postcard

Insert Your Logo Here

Name:		
Job Title:		
Company:		
Address:		
City:	State:	Zip:
Work Telephone:		
Home Telephone:		
Fax:		
E-Mail:		

Thank You