

The 3 Critical Success Factors for Your Donor Email Program

Writing powerful email copy is one of the most important things when it comes to marketing your cause to past and potential donors. Email messaging allows for a great methodology in the distribution and collection of information from your network. However, people are growing ever weary of spam emails so your messaging needs to be outstanding to have your emails not land in the spam box.

There are an estimated 39 trillion emails sent out each year, 80% of which are considered “spam” emails. In order to maximize the impact and reach of your emails, developing well-crafted content and succinct headlines must be a priority.

Relationship marketing through email is at the heart of your email messaging strategy.

-Create a website and email strategy for mobile devices enabling your viewers to click, open and interact with your content. People are becoming increasingly dependent on mobile email platforms on smartphones and tablets. If you can't see certain pictures, words or logos, you will certainly have hit a snag. Make sure your emails go through by simply testing with another email account you have connected to a smartphone. Here's the catch: **Do Not** use the word *test* or *testing* in your email subject or body because this will get you flagged by Gmail/Yahoo/Etc.

-Maintain uniform content. People are creatures of habit and, thus, we read as such. Find a positive voice for your emails and stick with it.

-Engage skilled consultants or find an ideal platform for your organization. We know who we are and we know how we can help you. Reach out to us at **Uruut.com** to learn more about the tremendous benefits 2014 could have for your organization.

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Having trouble writing emails to your network? Break it down a step further. According to web marketing guru, Maria Velosa, in her book “Web Copy That Sells”, there are seven elements of email marketing that should be focused:

1. A Compelling Subject Line
2. The First Sentence
3. Staying on Point
4. Just One Message
5. Provide Value
6. The Benefit
7. A Call to Action

Remain focused on keeping your content concise and friendly. You want your emails to be a pleasant read for your audience so that your “Call to Action”, in most cases a donation, will be a logical response.

As a final note, here's a list of **subject** words that should be avoided because they will put you directly in the spam folder (of most email providers):

Amazing Congratulations Great Offer Amazing Stuff Credit Bureaus

Guarantee	Buy now	Dear Friend	"Hidden" Assets	Converter	Free
Investment	Cash Bonus	Free Grant Money	Maximize	Money	
Collect	Installation	Multilevel	Compare	Free investment	New
Compete	Free leads	Free preview	No investment	Opportunity	Removes "x"
Disclaimer	Order now	Reverses "x"	Stop "X"	Powerful	Sale
Profit	Listings	Promise	Serious "X"	Special Promotion	
Winner	you...!				