

LUMINATE COMMUNITY MONTHLY WEBINAR SERIES

FEBRUARY 25, 2014

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➤ HOUSEKEEPING

- To keep noise down we will mute all phones.
- Please chat your questions in, we have people in chat who will monitor and respond.
- Slides, recording and resources will be posted on the CCC Webinars page for downloading, you will also receive a follow up email if you registered for today's webinar.
- There will be a thread in the Community where you can post questions following the webinar. Simply search "February Webinar" in the Community to find the thread or visit here: http://community.convio.com/t5/Webinars-Kits-Downloads/Luminate-Community-Monthly-Webinar-Series-February-2014-Email-In/tdp/74421 (we'll post in chat)

➤ EMAIL IN A SOCIAL MEDIA/ MOBILE DEVICE WORLD

PRESENTED BY SCOTT GILMAN

Presented Feb. 25, 2013



> INTRODUCTIONS



Scott Gilman,
Senior Consultant, Donor Engagement Services

Scott assists non-profits with their online fundraising and marketing. He has worked on strategy development and online campaign management with organizations such as the United Negro College Fund, the Cleveland Clinic, the Carter Center, Duke Cancer Institute, Nature Canada and many more.

Prior to joining Blackbaud, Scott was Director of Online Communications at the National Center for Learning Disabilities and Assistant Director of Internet Initiatives at the Jewish Federations of North America.

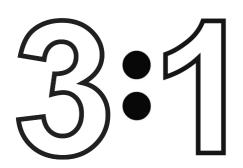
▶ OUR STRATEGIC SERVICES

We can help you build, grow, and sustain relationships with constituents – to get the most out of every interaction.

- Strategic planning based on landscape analysis, research, existing resources
- Comprehensive online fundraising programs
- Digital outreach strategies for supporter acquisition, cultivation and stewardship
- Constituent-centric campaign performance optimization

 including segments, messaging, timing & cadence,
 form and conversion optimization
- Continuous program performance analysis
- Interactive design for campaigns, websites and mobile devices
- Testing and adoption of emerging industry trends

OUR CLIENTS
OUTPERFORM
THE ONLINE
FUNDRAISING
INDUSTRY
BENCHMARK



> TODAY'S TOPICS

- Is email still relevant?
- How to drive engagement
- A look at mobile and responsive email (yes they're different)
- How to test your email
- A look into the future of email

➤ HOW MANY TIMES HAVE YOU...

Checked your email today? Checked your email in the last half hour? Checked your email since you called in? (Are you looking at it right now?)

On any given day, the average customer will be exposed to 2,904 media messages, will pay attention to 52 and will positively remember only four.

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Source: Marketo, Definitive Guide to Email Marketing

➤ E-MAIL HABITS AND TRENDS

- 72% of respondents read email when they are bored. 67.1% check it at their desk, and 57% when they are at lunch.*
- 38% of respondents have two personal email accounts, whereas 21% have three accounts. 57% have one business email account.*
- Nearly 49% have email accounts for messages they rarely intend to open. That most likely includes marketing messages from senders they don't trust or care much about.*
- Email volume rose by 5.4 percent in Q4 2012 compared to Q4 2011.

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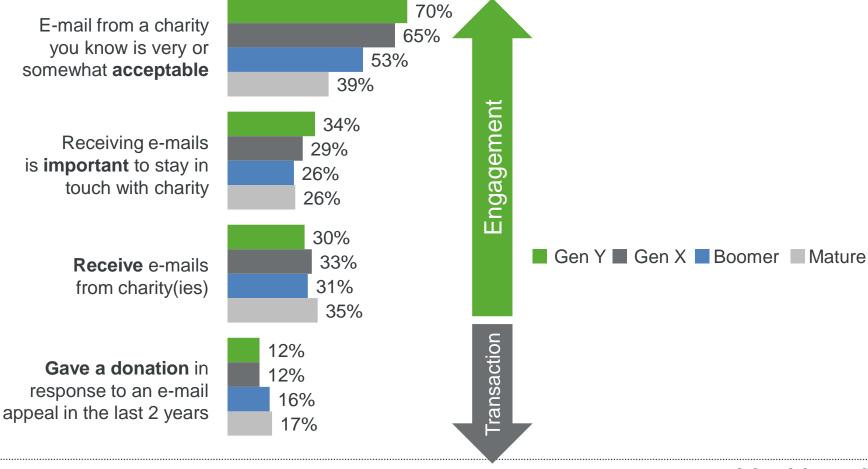
^{*}Acxiom "Email Marketing and Mobile Devices: A Survey of Consumer Habits and Perceptions" (2013)

[^]Ascend2 "Marketing Strategy Report" (2013)

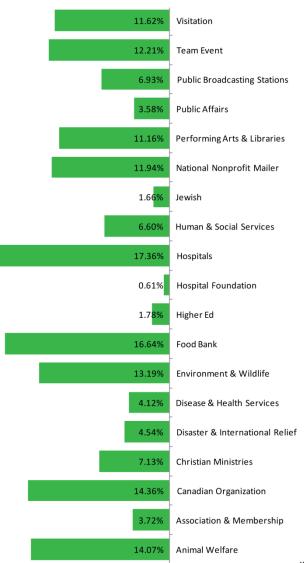
⁺Experian "Q4 2012 Quarterly Benchmark Study" (2013)

▶ WHY SEND EMAIL?

E-mail is an acceptable and important way to engage with supporters. This channel is less effective for donation appeals and transactions. Gen X and Y view social media as just as important as e-mail for staying in touch.



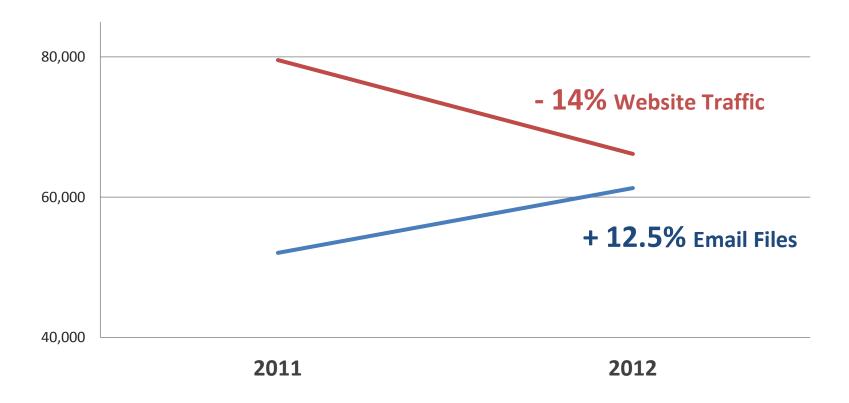
▶ USABLE EMAIL FILE GROWTH



- The median change for all organizations usable file is 7.33 percent, which is lower than the growth in all email addresses.
- List fatigue continues to diminish the total number of usable email addresses, which puts more emphasis on attracting high-quality constituents and building email campaigns that keep them interested and active.

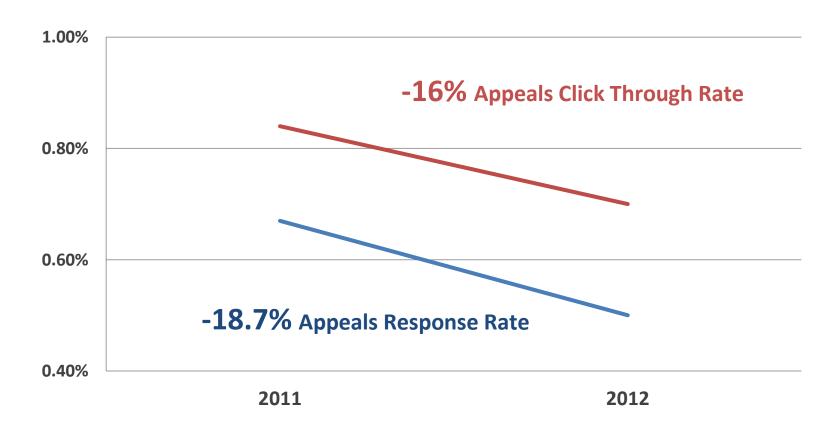
➤ 2012 KEY BENCHMARKS: EMAIL & TRAFFIC

Despite double digit decline in website traffic and minimal change in website conversion rates, email files grew 12.45%.



➤ 2012 KEY BENCHMARKS: EMAIL & TRAFFIC

Email opens sees minimal change from previous year, but double digit decline in CTRs. Response rates for appeals also declined 18.7%.



> DRIVING ENGAGEMENT

▶ KEY ATTRIBUTES OF ENGAGING EMAIL

Trustworthy

- Set expectations
- Keep your house-file clean
- Be consistent

Relevant

- Segment your messages
- Personalize messages
- Offer good content

Strategic

- Test, test, test
- Utilize analytics tools
- Make sure your email is readable

> CONFIRMATION EMAIL BEST PRACTICES



Thanks for joining us online

Red Cross

Dear Friend.

Welcome to the American Red Cross online community - we're thrilled to have your support!

You're part of a worldwide community of supporters actively committed to bringing relief to millions of people in need, whether it's a family rebuilding their home after a destructive tornado or a hospital patient in need of a critical blood transfusion.

As a Red Cross email subscriber, you'll receive breaking news on major disasters around the world, useful health and safety tips, and opportunities to get involved with Red Cross.

To say thanks, we want to share a special offer of 10% off your entire Red Cross Store order. Use discount code WELCOME at checkout through the next month. (Does not include shipping)

Thank you again for joining the Red Cross online community. I can't wait to see what great things we'll accomplish together.

Sincerely,

Gail McGovern President and CEO. American Red Cross



Your first email to const. Make it perfect!

4. Engage **Further**

Want to do more right now?

- · Follow us on Facebook and Twitter
- · Donate funds to support our work
- Make a lifesaving blood donation
- · Take a First Aid or CPR class
- · Volunteer to help disaster victims in your community



1. Connect to

Mission

2. Set

Expectations

3. Added

Value

> SEGMENTED CONTENT

E-mails and appeals need to be customized in any way possible. Donors should be recognized and thanked for past giving and have their support acknowledged. It is the most basic way of segmenting appeals.

Having trouble? View this message on our website.





Dear Friend.

Happy Holidays!

These are the top ten reasons why a <u>gift to UNCF would be a great</u> way to celebrate the holidays this year.

10. History supports our work

UNCF has 66 years of history in helping deserving students get to and through college.

9. Over 350,000 and counting

So far over 350,000 students have been able graduate college because of UNCF's help.

8. Creating professionals

25% of all African American professionals graduate from HBCUs (historically black colleges and universities).

7. Helping 60,000 students

UNCF supports 60,000 students at its colleges and at over 900 other colleges across the nation.

6. 400 scholarship and internship programs

UNCF administers 400 scholarship and internship programs, so students from low- and moderate- income families can afford

In 2010, gifts from our loyal donors helped thousands of students stay in school and graduate.



Donate Today!

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Having trouble? View this message on our website.





Dear Supporter,

Happy Holidays!

I just wanted to thank you again for the gifts you sent to support UNCF, it students and colleges, this past year. Your commitment to UNCF's mission is deeply appreciated and your gifts have helped us to support talented students at colleges across our nation. If you would like to make a special holiday qift, you can send your qift today.

- · Award approximately 10,000 academic scholarships,
- Pay the final costs for over 4,000 seniors at risk of not graduating last spring,
- Assign an average scholarship of approximately \$3,600 (awards range from \$250 to a full ride),
- Maintain a cost ratio of only 9 cents on the dollar. That
 means that of every dollar we receive, we spend 91 cents
 on scholarships and college support, and only 9 cents on
 fundraising and administration.

Your support has made a difference to our students in 2010... a great difference. Donors and friends like you have continued to

In 2010, your gift made the difference in a talented student's life.

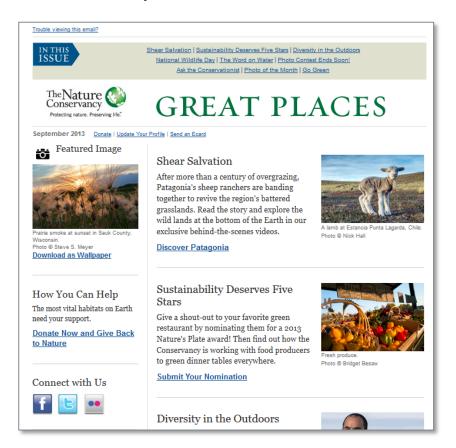


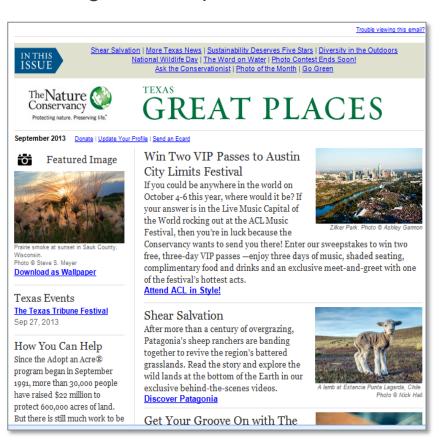
Donate Today!

blackbaud

▶ GEO-BASED COMMUNICATION

Find ways to make an e-mail more relevant and meaningful to the recipient; the more personal the communication, the stronger the response.



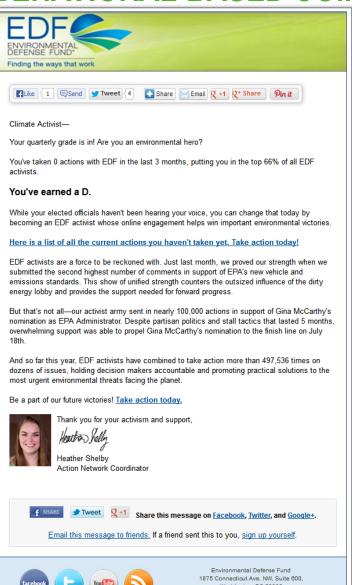


▶ BEHAVIORAL-BASED COMMUNICATION



- Personalization should go beyond first name and geographic location.
- It should reference and acknowledge the relationship between the organization and constituent.
- Most important, it should reference past behavior and actions taken on behalf of or as part of the organization's community.

▶ BEHAVIORAL-BASED COMMUNICATION



- References past activity and engagement with organization
- Educates constituent on advocacy program
- Creates opportunity to engage on a variety of issues and topics
- Received "passionate" response

Regardless of results / feedback, this is proof that making communications personal is more likely to capture attention.







Washington, DC 20009 (800) 684-3322

➤ QUICK SURVEY COMMUNICATION

Hi there.

You received our last email but didn't click, so I'd love to get your quick feedback to see how we can provide content you'll enjoy. Will you take a few seconds to answer 1 quick question for me?

When I don't click on emails from HubSpot, it's primarily because:

- 1. The content is not interesting or useful.
- 2. The content is not relevant to me or my needs.
- 3. I do not have time to read the content.
- 4. I receive content too frequently to read it all.
- I do not know what HubSpot does.

Simply click on your response, and we'll record your feedback automatically.

Thank you. I appreciate your feedback.

Best.

Sarah

© HubSpot

25 First St, Second FL

Cambridge, MA 02141

USA

- A quick way measure interest.
- A way to create further segmentation.

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> SINGLE-THEME MESSAGING

forwarded? not formatting properly? see it here >

Send an e-card this Valentine's Day and give a person clean water. Each \$20 e-card can give a person clean water for 20 years.



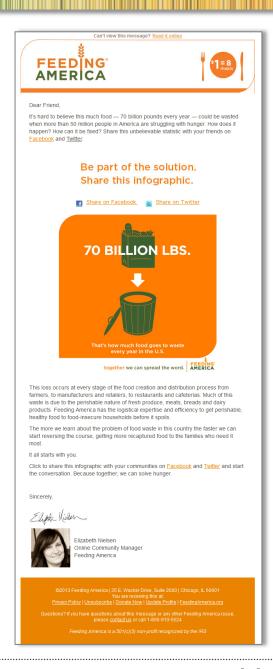
This Valentine's Day, send a charity: water e-card that will last long after the flowers are gone. Each \$20 gift can give one person clean, safe drinking water for 20 years. The person who recieves your card will be able to choose one of three countries where they'd like the money to go.

Send an e-card now >

- Single message
 e-mails draw special
 attention to
 campaigns and
 highlight/emphasize
 targeted asks
- Make sure to include alt-text and text copy that explains ask (for those who block images)
- Greater chance entire message will be seen and read by user

> SINGLE CALL TO ACTION

- Multiple links to a single call to action
- Brief messaging
- Mobile-friendly
- Emphasizes brevity of the action the recipient is asked to take
- Both visual and textual prompts to call to action



> LAPSED RESPONSE COMMUNICATION

- References past e-mail / advocacy action
- Offers me a way to control my e-mail preferences
- Good overall tactic for housefile maintenance

We are working hard to end genocide and still need your help. If this message is not displaying properly, <u>click here</u> to launch your browser.

SAVE DARFUR COALITION and GENOCIDE INTERVENTION NETWORK are down

UNITED TO END GENOCIDE

Dear Supporter,

We couldn't help but notice that you haven't been involved with the United to End Genocide community lately and we miss you. The scariest thing about distances is that you don't know whether they'll miss you or forget you.

- Nicholas Sparks

We've been working hard to make positive changes for the people in Sudan, Burma, Syria and anywhere people are under attack. We'd

love to keep you as part of our community of 600,000 and continue sending you critical news and alerts, but we need to know you're still committed.

- Yes, I'm standing with the movement
- No, I need a break

Either way there are no hard feelings. We work on tough issues and we are extremely grateful for the support you have given the movement.

Sincerely,

Tom Andrews

President

United to End Genocide



Like us on Facebook



ABOUT UNITED TO END GENOCIDE

We are United to End Genocide, the largest activist organization in America dedicated to preventing and ending genocide and mass atrocities worldwide. We are faith leaders, students, artists, investors and genocide survivors, and all those who believe we must fulfill the promise the world made following the Holocaust — "Never Again!"

About Us | Donate | Change Your E-Mail | Communication Preferences | Unsubscribe | Contact Us

> VIDEO HELPS DRIVE CONVERSION



Dear friends

I am thrilled to share the news that our Follow the Frog video has been named one of the top ten "TED Ads Worth Spreading" of 2012! Selected from a batch of 300 nominees, the short film was recognized for "going beyond the creative brief to create a meaningful connection with the audience."

More than 1 million people have already watched the video. If you're not one of them, take three minutes to enjoy a good laugh (and support our work, too)! The film is a simple reminder that you don't have to go to the ends of the Earth to save the planet - you just have to Follow the Frog.

A special thanks to Max Joseph and Aaron Weber of Wander Films for creating this gem.

Enjoy.

Tensie Whelan

President

Share a laugh (and an important message) with your friends and family:



2/25/20





©2013 Rainforest Alliance 233 Broadway 28th Floor New York, NY 10012 development@ra.org 888-MY EARTH



- Including the word 'video' in an e-mail subject line can improve the open rate of that e-mail between 7% and 13%,
- Video in an e-mail drives an average 21% higher conversion rate.
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions.

➤ MOBILE IS HERE... AND THEN SOME.

▶ EMAIL ENGAGEMENT HAS EVOLVED

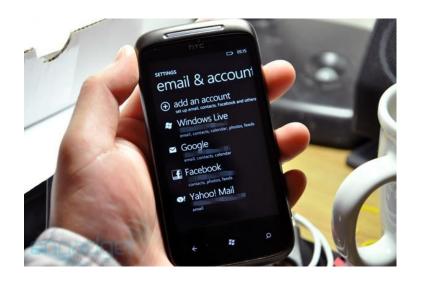
People are using multiple devices to read their email at different times. In a day, a person can check their email in a number of ways:

- Their mobile device first thing in the morning
- Desktop or laptop computer at work
- A mobile device while waiting in line at the store
- A tablet while sitting on the couch relaxing after dinner



➤ MOBILE TRENDS IN E-MAIL

- 75% of consumers are 'highly likely' to delete an email that doesn't render correctly on a mobile device.
- 88% of Millennials (ages 18-30) open email via mobile, 50% say a smartphone is their 'primary' email device
- 85% of those aged 30-39 say they read emails on mobile, 52% say smartphones are their primary email device
- 79% say they'll reopen emails on PC that they've already opened on mobile
- 49% say they'll click mobile links



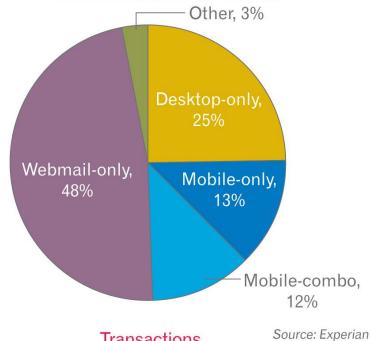
Source: "Make or Break Mobile E-mail", Constant Contact and Chadwick Martin Bailey, August 2013.

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➤ MOBILE TRENDS IN E-MAIL

- Mobile devices account for 50% of opens, and 40% of clicks.
- Yet, mobile devices account for only 13% of transactions.

Almost half of transactions occurred on webmail, with another 25% on desktop



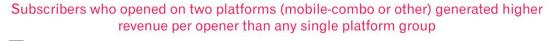
Transactions

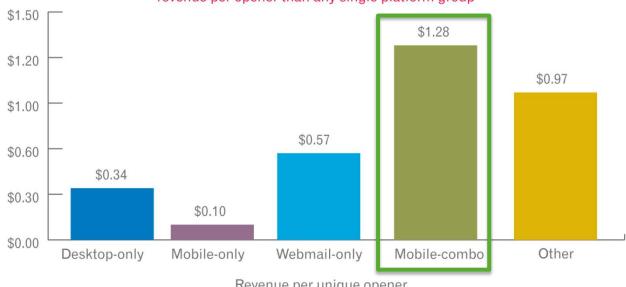
Source: Experian Marketing Services

Source: Quarterly Email Benchmark Study, Experian Marketing Services.

➤ MOBILE TRENDS IN E-MAIL

In addition to having the highest click-to-open rates, mobile-combo and other categories had higher revenues per opener than any of the single platform groups.





Revenue per unique opener

Source: Experian Marketing Services

Source: Quarterly Email Benchmark Study, Experian Marketing Services.

➤ INCLUDE TWO KINDS OF EMAIL IN YOUR TOOLBOX

Mobile & Responsive

> SCALABLE VS. RESPONSIVE

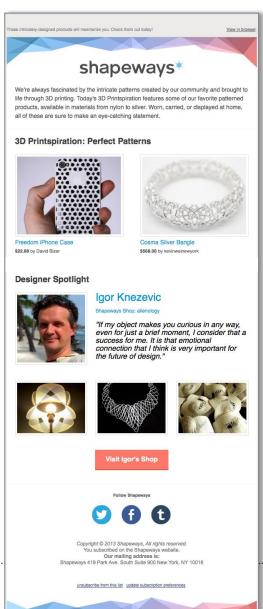
Mobile (Mobile Friendly)

Pros	Cons
Works everywhere	Not a "true" mobile design
Single design	Limited layout
Easy to code	
Readable & clickable	

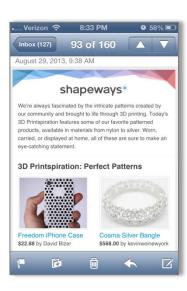
Responsive

Pros	Cons
True mobile-first design	Doesn't work perfectly everywhere
Becoming more universally accepted	Coding is complex

> WHAT MAKES AN EMAIL SCALABLE



- Single column design
- Larger font sizes (body copy: 15-20px; headlines: 22px+)
- Touch-friendly links and buttons
- Includes a clear call-to-action
- Uses short, direct copy
- Key information at top of email.





> WHAT MAKES AN EMAIL RESPONSIVE



▶ MEDIA QUERY DEVICES



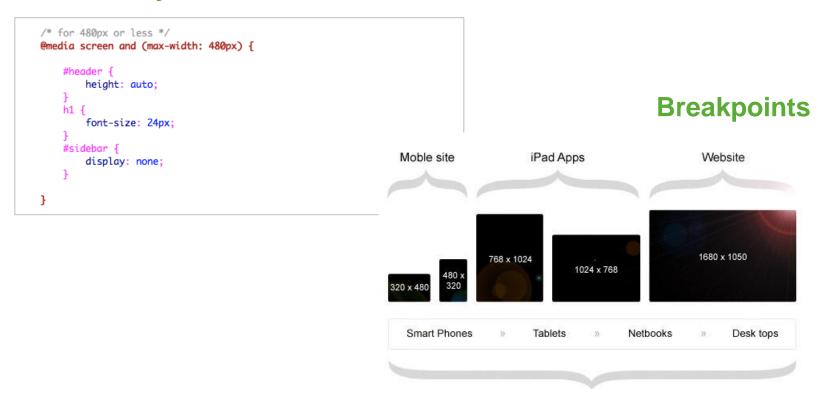
The good news: your responsive email will look great on devices that support media queries.

The bad news: not all mobile devices support media queries.

▶ WHAT ARE MEDIA QUERIES

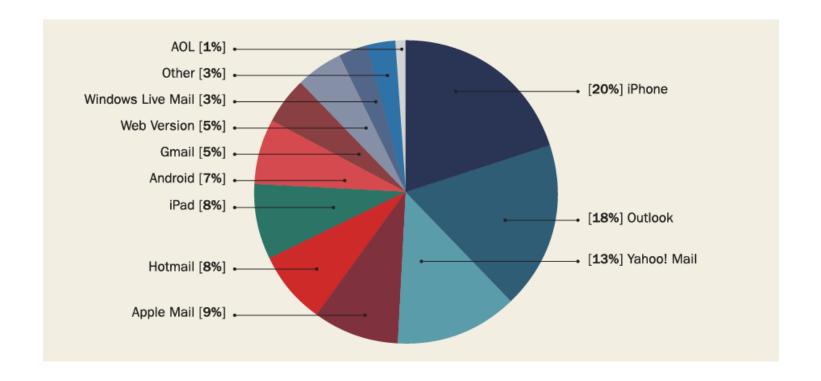
Responsive design uses CSS media queries to present different layouts based on screen sizes or types of screens.

Media Query



▶ EMAIL READER MARKET SHARE

You're not going to be perfect in every reader, but you can be really good in a lot of readers. Focus on the top readers and do your best with the ones used less often.



Source: Litmus

➤ MARKET SHARE GROWING & SHRINKING

Comparing the average usage between 2011 and 2012, these are the email readers whose share is growing and shrinking.

Android	•	90.02%
iOS Devices	•	74.25%
Windows Live Desktop	•	26.44%
Outlook.com / Hotmail	•	11.09%

Lotus Notes	↓ -54.44%
AOL	-42.48%
Outlook (Desktop)	-32.42%
Yahoo! Mail	↓ -25.01%

Source: Campaignmonitor.com

> YOU WORKED HARD ON YOUR EMAIL, TEST IT TO MAKE SURE YOUR IT LOOKS RIGHT

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> TESTING WILL HELP YOU GET IT RIGHT

There are third party tools available that help you test for all kinds of readers and devices and can also supplement your email reports. They work with your current email service provider tools.

- Emailonacid.com (testing analysis included in Luminate Tool) and available for all ESPs as a paid service.
- Litmus.com a paid service available for all ESPs.

➤ EMAIL TESTING TOOLS

Desktop Email Clients









Mobile Email Clients









Outlook.com (Android)









Web-based Email Clients







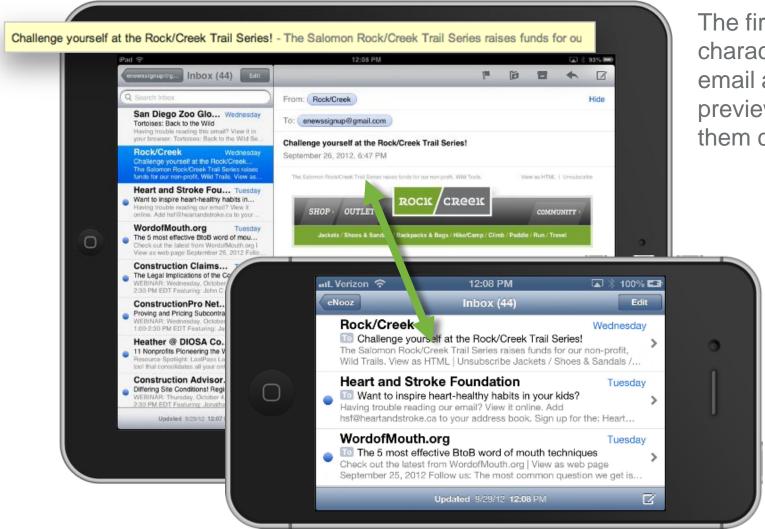


Email on Acid (built into the Luminate tool), or Litmus.

 Check emails in all readers and in different mobile devices.

➤ EMAIL IS MORE THAN JUST AN EMAIL

➤ PRE-HEADER TEXT AFFECTS OPEN RATE



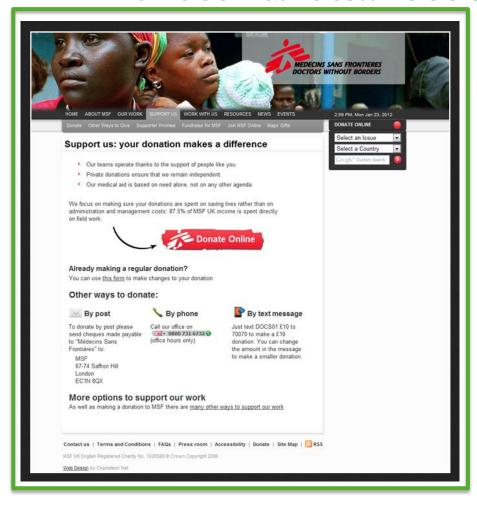
The first 120 characters of your email appear as a preview. Make them count.

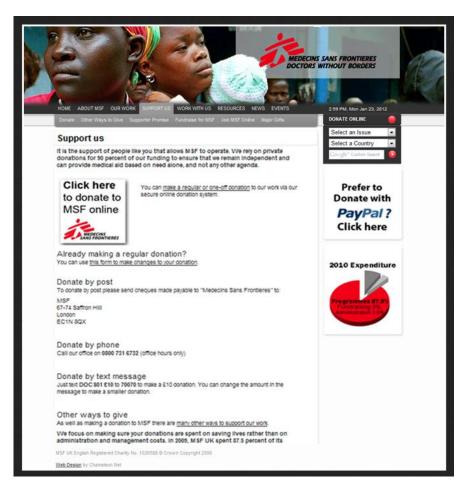
➤ FINALLY... DON'T BECOME COMPLACENT! TEST YOUR CONTENT... TEST! TEST! TEST!

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> TESTING CALL-TO-ACTION

Which version had 26.88% more clicks on the 'donate' button?





Source: whichtestwon.com

> PROJECTIONS FOR THE FUTURE



Video in email will finally take off: HTML5 video will finally deliver on the video in email experience.



Inbox organizers will change subscribers' view of email: Organizers automatically organize & display content based on default rules and detection.



Symbols in subject lines are here to stay: Hearts, stars, airplanes, and snowmen were one of the biggest trends in 2012 and continue to be popular.



 Visualization will reign supreme: Content that incorporates graphics, images, and videos will continue to add visual impact and share-worthiness to emails.



Marketers will continue to invest in email: The 2013 Marketing Trends Survey by Strongmail.com says that 56% of marketers plan to increase their email marketing budgets in 2013, making email the leading source of marketing investment this year.

Source: Litmus

> Q&A

Thank you for attending!

If you registered for today's webinar then you will receive an email with links to the recording, kits and slide when the video is ready to publish. If you didn't register, you can still get to the slides and recording by visiting our Community Monthly Webinars page at www.convio.com/communitywebinars.

To discuss this webinar or anything in the kit please visit our **Community thread at:**

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