

Webinar

Email Best Practices for a Great End of Year



Eve Davies-Greenwald
Ecommerce Manager,
CanadaHelps



Philip Manzano
Senior Client Marketing
Manager,
CanadaHelps

December 15th, 2021 | CanadaHelps



Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the **Coast Salish People**, the Montreal offices are located on **Kanien'kehà:ka (Mohawk)** territory, and the land on which we operate in Toronto is the traditional territory of the **Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation**.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

About CanadaHelps

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

TRUSTED SINCE
2000

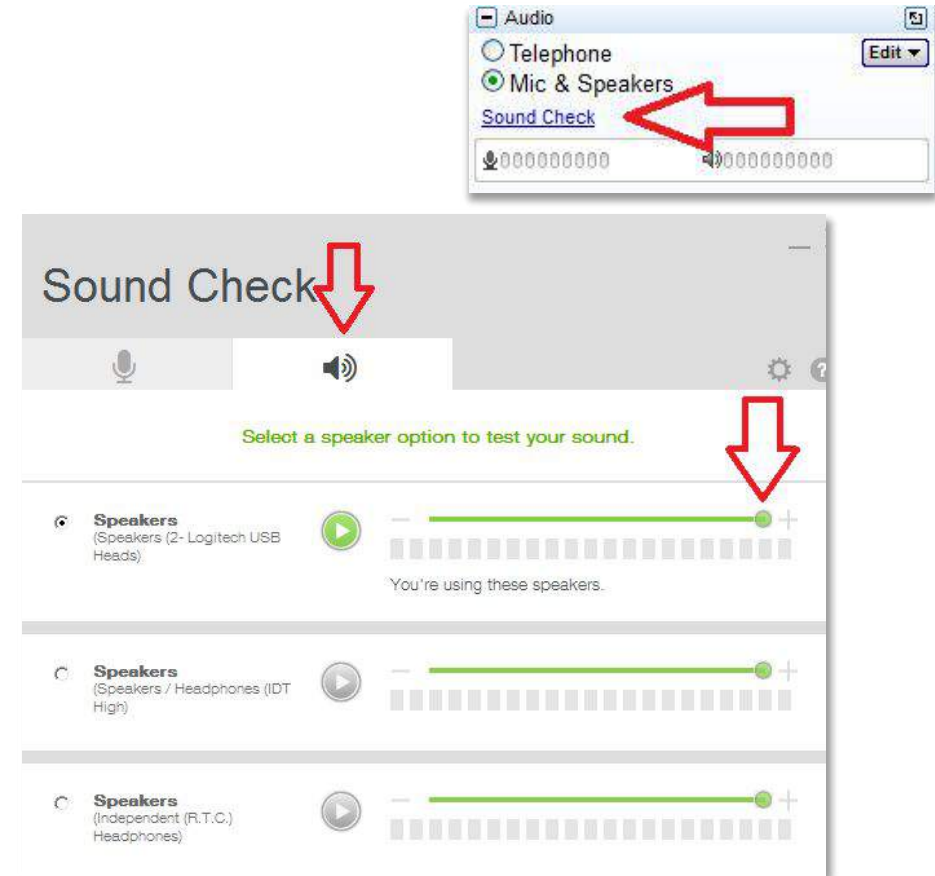
\$1.6 BILLION
RAISED

2.6 MILLION
DONORS

24,000 CHARITY
PARTNERS

Trouble hearing us?

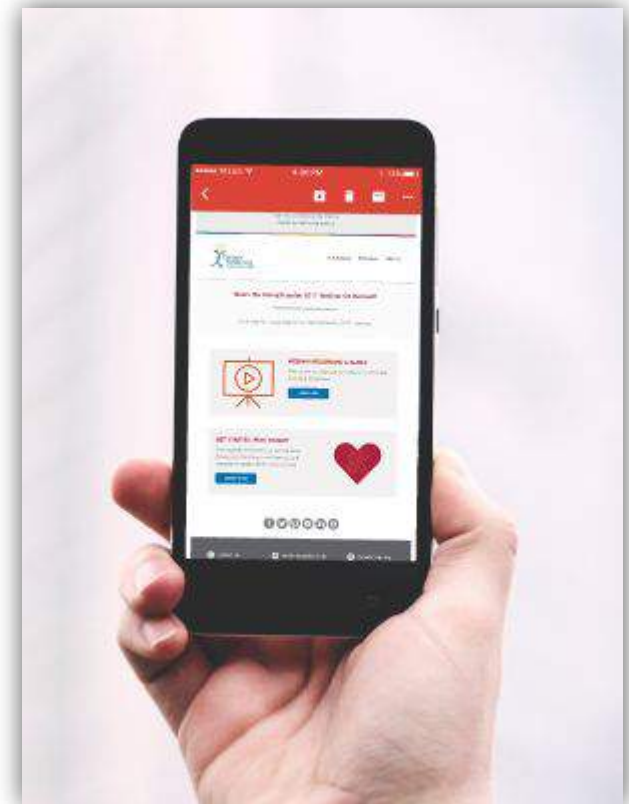
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

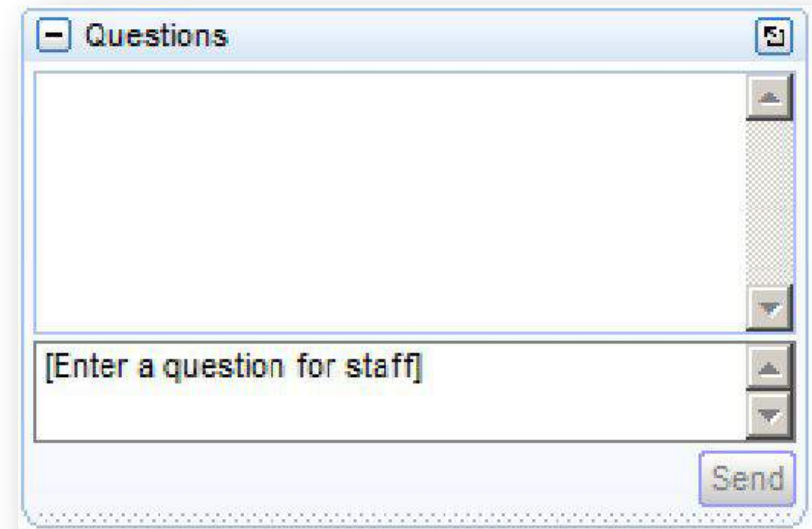
Yes!

The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



You can hear us, we can't hear you.

Have questions?
Type them into the
Questions Log at anytime.

A screenshot of a web-based interface titled "Questions". It features a large, empty text area for input. Below the text area is a smaller input field containing the placeholder text "[Enter a question for staff]". To the right of the input fields are vertical scrollbars. At the bottom right of the interface is a button labeled "Send".

Agenda

1. Email Best Practices
2. What Content to Send During Your EOY Push
3. Road Map of End of Year Emails

Email Best Practices



Tip #1: Personalize Your Messages

Tip #2: Monitor Performance

Monitor Performance

A few terms to understand:

- Open Rates
- Click-Through Rate (CTR)
- Conversions
- Unsubs
- Donations

Tip #3: Build Email Lists the Right Way

Building Email Lists

Steps to building a great list:

- Get permission
- Aim for quality over quantity
- Keep your signup forms short

Tip #4: Think About Mobile

Tip #5: A-B-C (Always Be CASL-Compliant!)

CASL Compliance

What Emails Can I Send?

- Fundraising Messages
- Day-To-Day Communications
- Organizational Inquiries

CASL Compliance

Best Practice Tips

- Always seek out express consent
- Make it easy for people to unsubscribe
- Segment your mailing lists
- Honour communication preferences
- User personal email for personal communications
- Continually educate yourself on CASL compliance

What To Send

GivingTuesday Thank You ❤️

Email Template

Subject: Thank you for an amazing GivingTuesday!

Body: Hello [name],

We hope you had a wonderful GivingTuesday and we wanted to thank you again for your generous donation. We were so pleased with the response and can't wait to see how much we raise in total! If you haven't seen our GivingTuesday page, go check it out now: [URL]

It would be great to see your name on the leaderboard and we hope you'll make another gift today.

Thank you again for your support,

Your Charity Name Here



End of Year Overview



Email Template

Subject: Thank you for another year of support!

Body: Hi there,

We just wanted to take a moment to thank you again for your incredible support this year. As we enter into the last month of 2021, please know that all your efforts have not gone unnoticed, and we can't wait to continue working together in the years ahead.

Thank you,

Your Charity Name Here

P.S. - If you're looking to make a tax-deductible donation before the end of the year, [click here!](#) (insert link to donation page)



Mid-December Email 🙌

Email Template

Body: Hi there,

As the end of 2021 approaches, it's important to remember that your contributions are still tax-deductible and will continue to help support our efforts in the new year. (insert link for donations)

Thank you for standing with us in 2021, we're excited for what 2022 holds!

Thank you,

Your Charity Name Here



Your Biggest Supporters 🙏

Email Template

Subject: Name, thank you!

Body: Hi there!

Two things:

1) We wanted to send a more personal thank you to the biggest fans of our organization for your incredible support in 2021. (insert line thanking them here, like "Thank you for believing in us")

2) On this cold winter day, it's important to remember that there are people out there who are in need. Your support helps us reach more people and make a bigger impact - we couldn't do it without you.

Thank you for being the amazing person that you are,

Your Name Here

P.S. - Want to make an even bigger impact? Click here to see how you can (insert link to donating page)



Our Biggest Milestones

Email Template

Subject: Thank you for helping us reach our greatest milestones yet!

Body: Hi there,

2021 has been an incredible year for us and we couldn't have done it without your continuous support. (insert milestone)

You were a crucial part of getting us here, and as we head into 2022 - we hope that you'll continue to stand with us.

Thank you for being our greatest supporter,

Your Charity Name Here

P.S. - [Click here to see how you can support us in 2022!](#) (link)



Only a Few Days Left

Email Template

Subject: Thank you for helping us reach our greatest milestones yet!

Body: Hi there,

2021 has been an incredible year for us and we couldn't have done it without your continuous support. (insert milestone)

You were a crucial part of getting us here, and as we head into 2022 - we hope that you'll continue to stand with us.

Thank you for being our greatest supporter,

Your Charity Name Here

P.S. - [Click here to see how you can support us in 2022!](#) (link)



December 30th Email



Email Template

Subject: Donation deadline reminder!

Body: Hi there,

We just wanted to remind you that we close our doors to donations on December 31st and encourage you to make your last contribution of 2021. (insert link for donation page)

Thank you for helping us reach our greatest milestones yet,

Your Charity Name Here

P.S. - Get a tax deduction by donating before the end of the year! (link)



December 31st Email



Email Template

Subject: Donation deadline reminder!

Body: Hi there,

We just wanted to remind you that today is the last day to take advantage of your tax-deductible donations and we hope that you'll consider making one before the new year. (link)

Thank you for helping us reach our greatest milestones yet,

Your Charity Name Here

P.S. - Get a tax deduction by donating before the end of the year! (link)



Happy New Year Email 🎉

Email Template

Subject: Wishing you a happy new year!

Body: Hello,

As we close the door on 2021 we want to take a moment and thank you for your support throughout the year. Your donations have helped us reach our greatest milestones yet and we can't wait to see what 2022 has in store for us.

We hope that you have a happy and safe new year,

Your Charity Name Here

P.S. - [Click here to see how you can support us in 2022!](#) (link)



Celebration Email

Email Template

Subject: Thank you for helping us reach our goals!

Body: Hello,

We just wanted to take a moment and thank you for making 2021 our best year yet! You were there by our side through it all, helping us reach our greatest milestones. We hope that you'll continue with us in 2022, but if not we'd still like to take this opportunity to say thank you!

Best wishes for a happy new year,

Your Charity Name Here

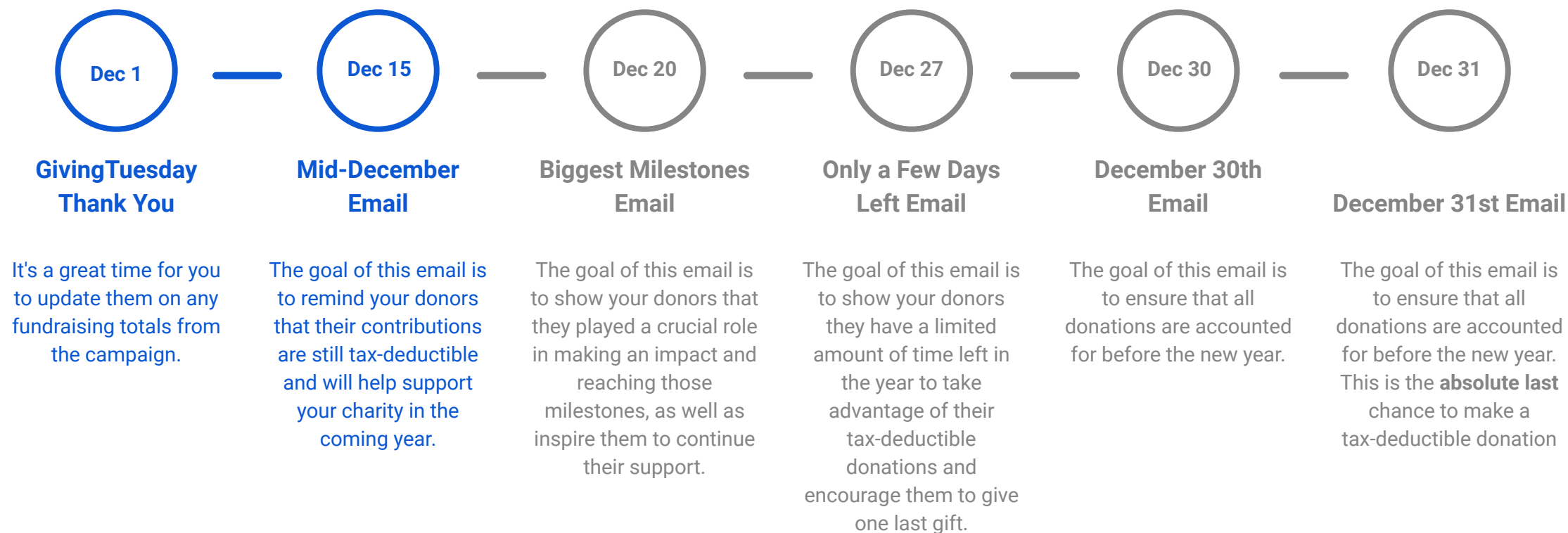
P.S. - [Click here to see how you can support us in 2022!](#) (link)



Your End of Year Email Roadmap



End of Year Email Roadmap



Questions?



REGISTER NOW

DMS Live Group Demo

Giving Season Edition

THURS, DEC 16th | 1:00pm EST / 10:00am PST



DEMO LED BY:

TAMARA RAHMANI & LUCAS FROESE

Senior Sales Managers @ CanadaHelps

Thank you!



