

Email Blasts Series: *Lead up to #GivingTuesday* For Donors and Prospects

CLIENT SUCCESS STORY EMAIL GUIDELINES

Objective:

1) Share the impact of your work through one personal client success story. Evoke emotion and connect with the audience. Tell a compelling story to inspire.

Audience:

2) Your audience is both donors and prospects. Consider segmenting your donors by gift level. Consider removing major high level donors for which you have an independent major gift strategy developed, so as not to cause confusion or receive a gift below the donor's capacity. All prospects can be included in the same segmentation, unless there is a tailored major gift strategy developed.

Segmentation:

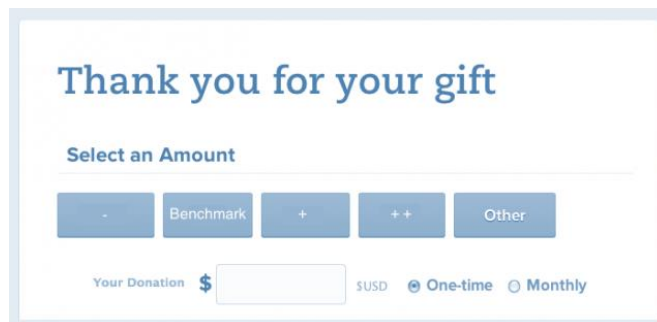
3) Consider segmenting donors into gift levels as appropriate for your affiliate.

For example: \$1-\$50, \$51-\$100, \$101-\$250, \$251-\$500, \$501+

For donors, be sure to express appreciation for past support and ensure the request is an appropriate level for each segmentation. (e.g. request should be at or above previous giving level). For prospects, encourage them to consider supporting at the average gift level for new gifts.

The Ask:

4) Once your segments are established, average the historic giving within each group. The average should be the request amount in your email to each segmentation. Your DONATE button should lead the donor to a giving page which includes the benchmark amount you included in the body of your email as the second to lowest request option. Offer two options above the benchmark, one below, and an OTHER option. Always be sure to include a monthly giving option. For prospects, determine your affiliate's average first time gift and follow the same instructions.



The screenshot shows a donation form with the following elements:

- Title: Thank you for your gift
- Section: Select an Amount
- Buttons: -, Benchmark, +, ++, Other
- Input field: Your Donation \$ []
- Currency: \$USD
- Frequency: One-time Monthly

SAMPLE CLIENT SUCCESS EMAIL DRAFT

Subject: Overcoming the odds.

Dear <Donor Name>:

“I can’t read,” explained seven year old Tasha, to her second grade teacher. Imagine the fear she felt, knowing that she was so far behind and so different from her classmates. After participating in <URBAN LEAGUE AFFILIATE> tutoring services, Tasha was able to read at grade level, began making 100’s on spelling tests, and successfully promoted to the next grade.

Unfortunately, Tasha’s story is not uncommon. It is just one story of thousands being helped by the <URBAN LEAGUE AFFILIATE> every day. Urban League clients are faced with finding employment in a shrinking job market, avoiding foreclosure, and maintaining the basic necessities of food, clothing, and shelter. Clients continue to be drawn to us because of our proven track record of pulling people out of poverty and putting them on the path to empowerment, such as:

- 100% of school age program students improved grades
- 50% of employment clients have been placed in gainful employment
- Over \$200,000 in loans secured for entrepreneurship clients
- The completion of two new affordable housing developments in northeast Oklahoma City that will contribute over \$2 million to the local economy

The League works to not only provide services to the individual, but to economically empower the family in an effort to create sustainability, while minimizing the potential of them having to come back through the door.

I urge you to consider a gift of at least \$<REQUEST AMOUNT or BENCHMARK AMOUNT> to help us change more lives like Tasha’s. All donations are greatly appreciated. Your generosity will go a long way in our efforts to ensure that every child is ready for college, work and life; every person has access to jobs with a living wage and good benefits; every family lives in safe, decent, affordable housing; and every person has access to quality, affordable health care solutions.

Thank you in advance for your support of the <URBAN LEAGUE AFFILIATE>.

Sincerely,
<AFFILIATE CEO SIGNATURE>



P.S. – Your contribution to the Urban League empowers people like Tasha every day. You can help change our community, one family at a time by making a gift.

Customize Client Story

SHARE GIFT IMPACT AND INCREASE GIFT LEVELS EMAIL GUIDELINES

Objective:

1) Share with your donors exactly what each gift amount is equivalent to in relation to mission and client impact. Donors want to know how their donation will impact your mission, so give them examples. By setting the gift amounts slightly higher (20%) than the benchmarks you developed in the email series above, you will be able to migrate giving levels up, while sharing donor impact.

Audience:

2) Your audience is both donors and prospects. Consider segmenting your donors by gift level. Consider removing major high level donors for which you have an independent major gift strategy developed, so as not to cause confusion or receive a gift below the donor's capacity. All prospects can be included in the same segmentation, unless there is a tailored major gift strategy developed.

Segment and Set Gift Levels:

3) Start by segmenting donors into gift levels as appropriate for your affiliate.

For example: \$1-\$50, \$51-\$100, \$101-\$250, \$251-\$500, \$500+

For prospects, determine the average first time gift (benchmark amount) for your affiliate. Then, add 20% to set the gift level amounts. Feel free to round up!

Add Gift Impact:

4) Now add a descriptive gift impact statement to each level. Descriptions should give prospective donors an idea about what outcome their gift can have, and outcomes that have a good chance of eliciting a personal connection or emotional response are best.

SAMPLE GIFT IMPACT AND INCREASE GIFT LEVELS EMAIL DRAFT

Dear <DONOR NAME>,

Every day, hundreds of men, women, and children are served by the <URBAN LEAGUE AFFILIATE> through our impactful programs in housing, workforce development, education, and health services. We would like to thank you for your generous contributions and ask you to renew your annual gift this #GivingTuesday, coming up on Tuesday, November 28th.

This #GivingTuesday, the <URBAN LEAGUE AFFILIATE> would like to share the impact of your support on the lives of the men, women, children, and families we serve every day.

- \$50 Can provide one child the literacy curriculum they need to advance one grade level, and feel accepted by peers and empowered in their education.
- \$100 Can help one young adult take a college entrance exam and advance one step closer to fulfilling his dream of becoming a first-generation college graduate.
- \$250 Can help one family learn the financial literacy skills needed to ensure their mortgage gets paid and they can start a savings fund for their children's future.
- \$500 Can provide life-saving routine medical and health services for one family for a year
- \$1,000 Can fund one classroom with STEM education courses and help support the next generation of engineers and scientists

This #GivingTuesday, consider the impact of your generosity. All donations given between now and #GivingTuesday will support our efforts.



Thank you in advance for your support of the <URBAN LEAGUE AFFILIATE>.

Sincerely,
<AFFILIATE CEO SIGNATURE>

GIVING TUESDAY PROMOTION EMAIL GUIDELINES

Objective:

1) Remind donors and prospects that #GivingTuesday is around the corner. Continue to build anticipation. Create excitement around the idea of participating in #GivingTuesday and remind about the importance of their involvement with Movement for executing an impactful mission.

Audience:

2) Your audience is both donors and prospects. Consider segmenting your donors by gift level. Consider removing major high level donors for which you have an independent major gift strategy developed, so as not to cause confusion or receive a gift below the donor's capacity. All prospects can be included in the same segmentation, unless there is a tailored major gift strategy developed.

Segmentation:

3) Once major gift donors and prospects are removed to ensure there is no conflict with the customized major gift requests strategies developed, no further segmentation is necessary for this email.

The Ask:

4) Your DONATE button should lead the donor to your affiliate's online giving page.



#GIVING
TUESDAY

SAMPLE GIVING TUESDAY PROMOTION EMAIL DRAFT

We have just <XX> days until #GivingTuesday, the day when people make donations to the causes they are most passionate about.

In the year ahead, we plan to continue our fight for equality in ensuring all Americans have:

- Access to quality education;
- Jobs with a living wage and good benefits;
- Safe, decent, affordable housing; and
- Access to quality and affordable health care solutions

Your #GivingTuesday gift will strengthen our community as we prepare to recommit to empowering communities and changing lives in the year to come.

Please also share the hashtags #Iamempowered (*or another hashtag of your affiliate's selection*) and #GivingTuesday with friends, family, and colleagues. Your support helps us spread the message about injustice and encourages others to join the Movement in the fight for equality and empowered communities.

Thank you for standing with the <URBAN LEAGUE AFFILIATE>.

Your gift matters. Please donate today.



GIVING TUESDAY EMAIL ASK GUIDELINES**Day-of #GivingTuesday**

Objective:

1) On #GivingTuesday, be sure to go big on social media. Keep your email simple and focus on 1) asking for the benchmark gift for each segmentation and include gift impact equivalents, and 2) asking for help sharing your message on social media. #GivingTuesday is about participation -- the more people who share, the more people will see your message, and the more people who may be inspired to give.

Audience:

2) Your audience is both donors and prospects. Consider segmenting your donors by gift level. Consider removing major high level donors for which you have an independent major gift strategy developed, so as not to cause confusion or receive a gift below the donor's capacity. All prospects can be included in the same segmentation, unless there is a tailored major gift strategy developed.

Consider a special message to volunteers, staff, Young Professionals, Guild members, and Board members, thanking them for being leaders of the Movement and asking for their assistance with sharing, tweeting, snapping, posting, etc., so that your #GivingTuesday message reaches as many people as possible. #GivingTuesday is about the volume of gifts and participation.

Segmentation:

3) Consider segmenting donors into gift levels as appropriate for your affiliate.

For example: \$1-\$50, \$51-\$100, \$101-\$250, \$251-\$500, \$501+

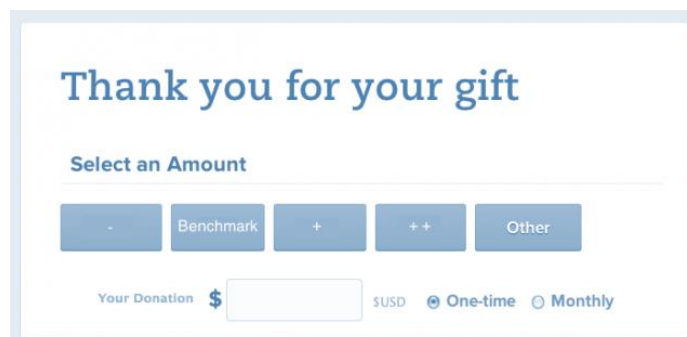
For donors, be sure to express appreciation for past support and ensure the request is an appropriate level for each segmentation. (e.g. request should be at or above previous giving level). For prospects, encourage them to consider supporting at the average gift level for new gifts.

Consider an additional segmentation for volunteers.

The Ask:

4) Once your segments are established, average the historic giving within each group. The average should be the request amount in your email. Your DONATE button should lead the donor to a giving page which includes the benchmark amount you included in the body of your email as the second to lowest request option. Offer two options above the benchmark, one below, and an OTHER option. Always be sure to include a monthly giving option. For prospects, determine your affiliate's average first time gift and follow the same instructions.

Ask volunteers to share, post, re-tweet, etc., your affiliate's #GivingTuesday message.



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- Input field: Your Donation \$ []
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- Frequency: One-time Monthly

SAMPLE GIVING TUESDAY EMAIL DRAFT

This #GivingTuesday, give the gift of opportunity. Help us reach our goal of \$XX,XXX and join the thousands of Urban League supporters who are dedicated to empowering communities and changing lives.

A gift of \$<REQUEST AMOUNT or BENCHMARK AMOUNT> can provide <GIFT IMPACT EQUIVALENT>.
For example: *A gift of \$50 can provide one child the literacy curriculum they need to advance one grade level, and feel accepted by peers and empowered in their education.*



Thank you for standing with the <URBAN LEAGUE AFFILIATE>.

[For volunteer segmentation]: Your leadership within the Movement is critical to the work we do every day. This #GivingTuesday, please share, tweet, and post our social media messages to let your friends, family, and colleagues know that you are dedicated to the work of the Urban League Movement. Use the hashtag #Iamempowered to show your support!

[Link the social media logos to your affiliate's pages]

