

EMAIL MARKETING FOR NONPROFITS & CHARITIES



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You're committed to fighting for the good of mankind. Justice, peace, equality, clean water - whichever your specific focus, you're on a mission for change.

With email marketing campaigns, you can spread awareness about your mission and gather resources to make that change happen.

Here, you'll learn how to run your campaign. We'll show you how to plan your goals, ways to get subscribers to your emails, the different kinds of messages you can send, and steps you'll want to take in the future to keep improving on your original setup.

Along the way, you'll see examples showing how some notable organization have built solid supporting communities with email.

But first, let's take a bird's-eye look at email marketing so you can see what you'll be doing.

Email Marketing At a Glance

When you're looking for a way to get started with email, it's all too tempting to just send short news updates to the people in your address book. After all, you want to get the word out to your contacts

But in order to grow a solid email community that supports your cause, you'll need a more professional, consistent approach. Here are the steps to setting up your campaign:



Establishing your purpose.

What does your organization want to accomplish with an email campaign? Knowing your purpose will help you set things up properly and make decisions further down the road.



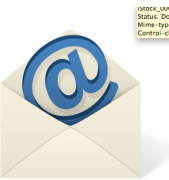
Setting up your campaign.

In your account, you'll create the foundation of your campaign. You'll get all the basics in place so you're ready when people start signing up.



Building a subscriber list.

You'll need to get out there and invite people to subscribe. They can automatically add themselves online, or you can collect their information in person.



Sending out emails.

You can use email to introduce people to your brand, send them regular updates or make time-sensitive announcements. The possibilities are endless.



Strengthening your campaign.

Over time, you can add things like donation tracking, segments and split tests. As you keep polishing the campaign, your results will get better and better.

Ready to put together your email campaign? Let's get started.

Establishing Your Purpose

Email is an extremely versatile tool. And with AWeber, you have endless customization options: you can send as often as you like, schedule your messages for whenever you want, use different templates for different types of content... the list goes on.

So it's possible to jump head first into emailing without a clear idea of what you're trying to accomplish, and end up with a messy set of messages.

Instead, take a moment to clarify the purpose of your organization's campaign. From there, you'll be able to figure out what to send, when to send it and who to send it to.

Which is the most important purpose of your campaign?

To raise awareness about your cause?

To collect money or other resources?

To attract volunteers?

To boost traffic to your site?

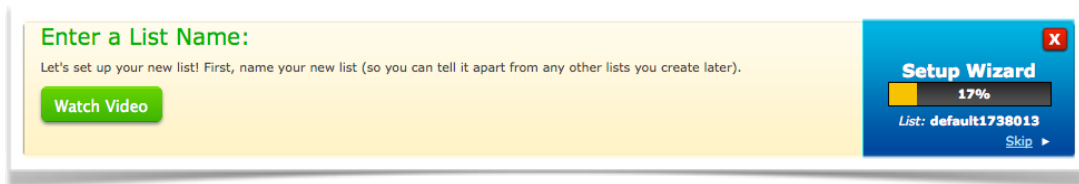
You may find that you have several different things you want to accomplish with email. You can certainly send different types of content to the same group of your subscribers, as long as you've told them what to expect.

Or, you can run several different campaigns geared toward different groups: your hard-core supporters, your staff, one-time donators.... the question to ask is, how many campaigns do you have the resources to pull together?

Setting Up Your Campaign

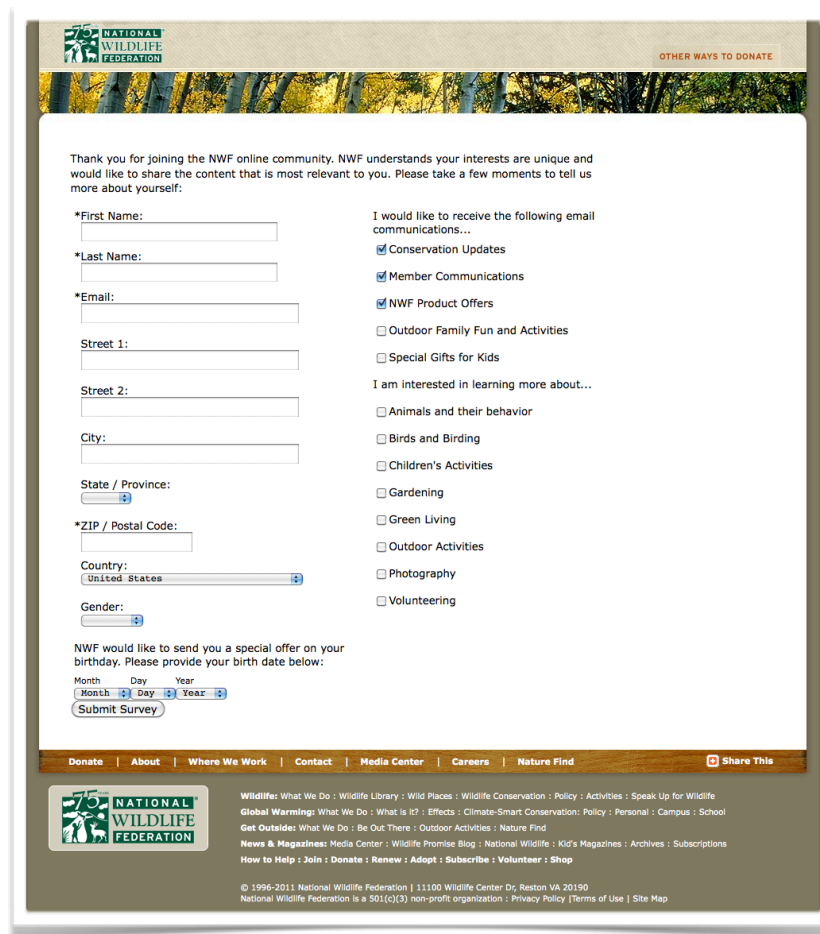
Once you've gotten your account set up, you'll want to lay the foundation for your organization's first campaign.

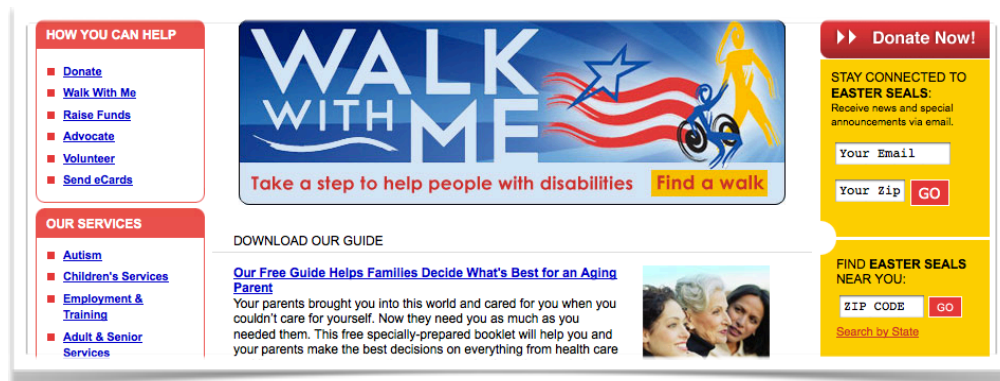
To start, you're going to add a new list. Right away, you'll see the setup wizard on the bottom of the page. Follow the wizard's instructions to get everything set up properly, using the "skip" option on the bottom right if you'd rather come back to something later



Creating a Web Form

One of the first things you'll need to do is create a web form - a sign up form you can use online to find subscribers, like these from Easter Seals and the National Wildlife Federation.





If you're using AWeber, you can create a form following [these instructions](#). When you're finished, you'll be given what you need to publish your form. Hold off on that for now - you'll want to have things set up before people start subscribing.

Note: If you don't have a web site, you can still use a web form to collect subscribers online. Just have it [hosted by AWeber](#).

What Happens After Sign Up?

When someone fills out your web form, they should be taken to a new page that lets them know their information was received, typically referred to as a thank-you page.

(AWeber provides a default thank you page, but we recommend creating your own. This keeps the sign-up experience consistently branded and lets you add any details you want to communicate.)

This is the thank-you page for Feed the Children:



What your thank you page will almost certainly have is a message of thanks for showing support for your cause by subscribing.

What it may or may not include is a request for subscribers to confirm their opt-in.



Confirmed Opt-In

Occasionally, computer scripts (or even people) may stumble across your web form and subscribe with someone else's email address.

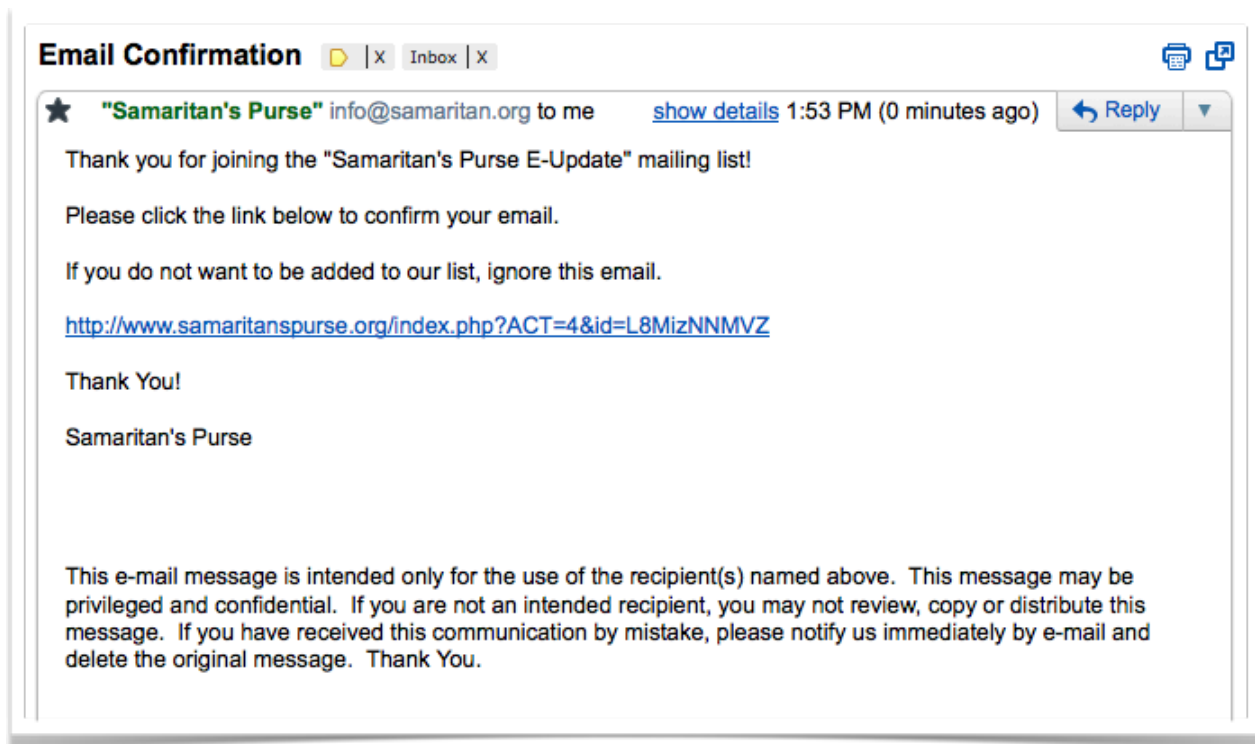
Other times, someone misspells their address, and you end up sending to the wrong person.

In these situations, the recipient thinks the messages are unrequested junk mail, otherwise known as spam. You're not likely to get much response from these people.

And if they click the "report spam" button, ISPs (Gmail, Hotmail and the like) notice. If enough people complain, they may stop delivering your messages.

To prevent this problem, the first thing that happens after sign up is confirmation.

This simply means new subscribers are sent a message asking them to confirm their choice to opt into your mailing list by clicking a link.



When the link is clicked, the address is added to your list. As a sender, you're assured the address is legitimate. And since your new subscribers have bothered to confirm their interest, they're likely to be engaged and responsive.

Your Confirmation Page

Once subscribers confirm their opt-in, they should be taken to your confirmation page.

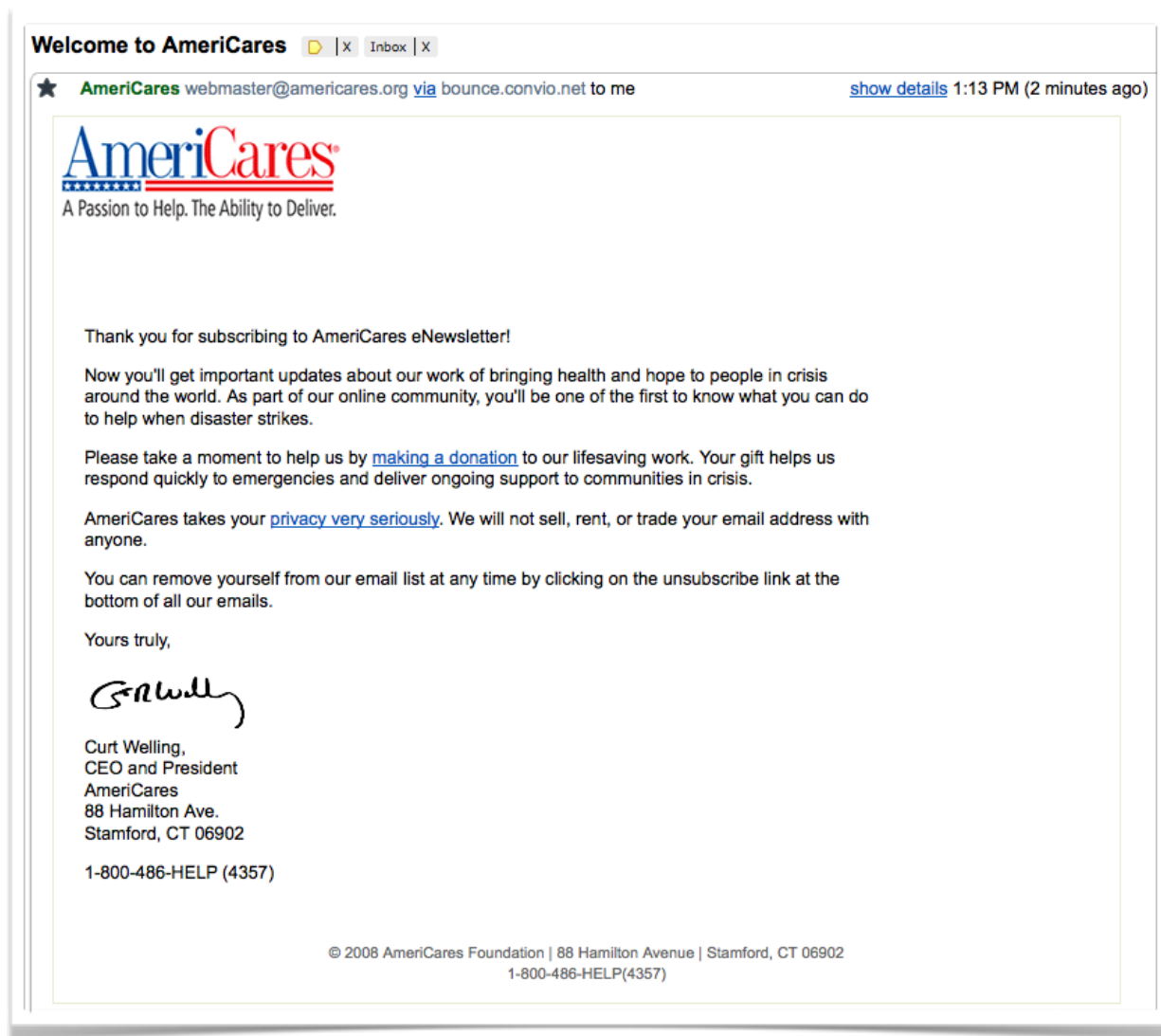
You can also use this page to tell your new subscribers:

- That they've successfully registered for your emails
- When they'll get your next message
- How often they can expect to hear from you
- Where they can find you on social networks
- How they can get involved in the meantime

Welcoming New Subscribers

Someone's interest is often at a high point when they first sign up for your email campaign. For prospective members, it's important to start emailing them right away, or their search may take them elsewhere.


So greet them with a welcome message. Let them know they've signed up successfully and tell them what they can expect from you, like AmeriCares does here:




Besides extending a welcome, your welcome message should:

- Thank your new subscribers (yes, again) for their interest and support
- Let them know what you'll be sending and how often, if you haven't already
- Be simple and to the point - you don't want new readers to feel overwhelmed
- Include your logo, or use an [email template](#) that you'll use throughout your campaign, so your emails are recognizable.
- Invite readers to respond to any email by hitting "reply" or calling you. (You'll want to make sure you're regularly checking the email address they'd be responding to!)

Take a look at Operation Smile's welcome email for a friendly example of how to engage subscribers:



[Your Profile](#) | [Tell a Friend](#) | [Volunteer](#) | [Store](#) [DONATE](#)



Welcome

Together, we can make the whole world SMILE

Dear Smile Supporter,


Welcome! My wife Kathy and I are deeply grateful that you've reached out to help give a beautiful smile to a hurting child. We hope you'll experience again and again the great joy that comes from knowing you've helped change a child's life forever.

Let me tell you how it all started. In 1982, Kathy and I went to the Philippines to provide surgeries for children born with cleft lip and cleft palate. About 300 girls and boys came for surgery, and we could help only 40 of them. It was heart-wrenching to turn the others away. So, we recruited a group of friends to go back and take care of those precious kids.




That was the first Operation Smile medical mission — our first team. Since then, we've changed over 160,000 lives in more than 60 countries. We've also trained thousands of local surgeons and other medical professionals to continue our work in their own countries.

Thanks to friends like you, children who have suffered far too long are getting new smiles and new lives.

Again, I'm thrilled that you've chosen to be part of our inspiring and fulfilling work. Thank you!




Bill Magee, D.D.S., M.D.
Co-founder & Chief Executive Officer



What makes Operation Smile different?

We provide the highest quality of care to every child, every time. We were the first cleft organization supporting the World Health Organization's "Safe Surgery Saves Lives" initiative, which strives to improve the safety of surgical care throughout the world.


Her dream came true because you care



[See Marceline's video](#)

Marceline once hid her face because people told her it made them sick. She dreamed of going to school, but that was impossible.

Then Operation Smile repaired her cleft lip. "I am so beautiful," she said when she saw her reflection.



Marceline now goes to school, has good friends and is thrilled with her new life. Thank you for making the dreams of children, like Marceline, come true.

[See Marceline's video](#)

How your Support is Changing Lives

Thanks to caring friends like you:


More than **16,000 children and young adults** were treated in 2010.

Since 1982, our medical volunteers have helped transform over **160,000 lives**.

Our **5,000 volunteers** have helped us provide surgeries in over 60 countries.

More Ways You Can Get Involved

Become a Monthly Smile Partner



Your monthly gift of \$20 or more will help provide a cleft lip surgery that can transform the life of a child. Each month you'll have the joy of knowing that you're supporting the work of Operation Smile's volunteer medical teams all over the world.

[Donate Now >](#)

Join Our Passionate Volunteers



[Learn More About Volunteering](#)

[Medical Volunteers](#)

[Student Youth Programs](#)

[Community Volunteering](#)

Collecting Subscribers

You'll likely have two main categories of subscribers: people who are familiar with your organization and attend your events, and people who aren't yet involved.

People who already attend your events will be easy to invite onto your email list. Just ask for subscriptions at your events, using some of the methods in the "building your list offline" section below. And of course, these subscribers can forward your emails on to whomever they think may be interested.

As for people who aren't involved with your cause yet, there are many ways to get them on your email list, both online and off.

Building Your List Online



You probably run into a few dozen people in a typical day. Most likely, there are thousands of others that you *don't* run into who live within a few miles of your church.

Many of them go online regularly. Meet them there, and invite them to subscribe with an online sign up form, called a **web form**.

With AWeber, you can create a web form in your account. Site visitors just enter their information, and they're automatically added to your subscriber list.

We even have a library of [web form templates](#) you can choose from. Pick one that matches your site or looks good with your logo, then customize it however you like with the [web form generator](#).

Once your form is ready, it's time to get it out there!

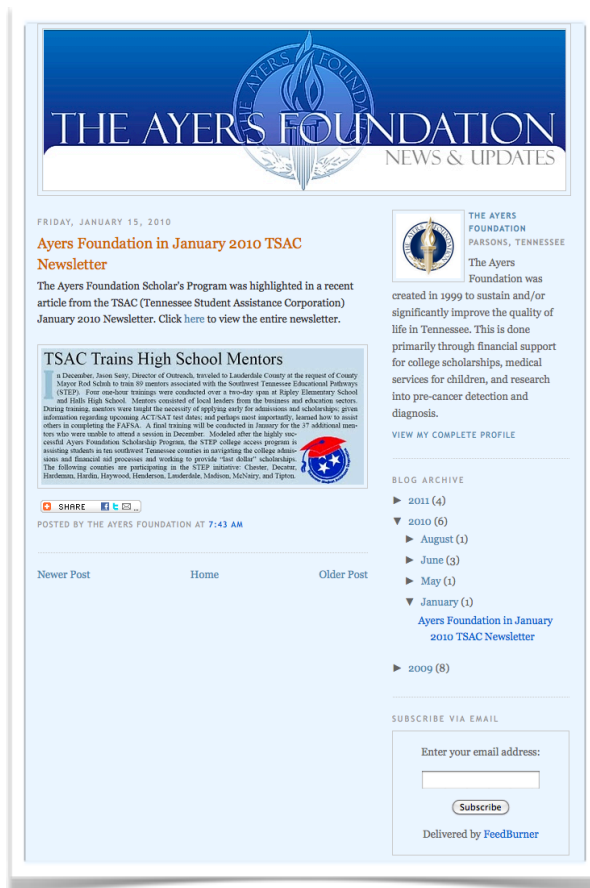
There are three places you can put your web form.

1.) Your organization's web site

Not only will frequent visitors know exactly where to go to sign up, but any new traffic coming in will be met with the invitation. You never know when someone might be ready to sign up, so display your web form (or an invitation to sign up elsewhere) on every page.

2.) Social media sites.

If your nonprofit has an account on a social network, it's only a few clicks away from millions of people. Direct those millions to a sign up form, and it's likely that a few will find you're just the right match.



Lupus Florida

If you would like to be on the email **newsletter** list for the Lupus Foundation of Florida, send me a regular email at editor@lupusflorida.org. If you send me a message via FB there is no way to add you to that distribution list.



CinciMornof4: Sign up for The Stroud Foundation's **newsletter** on our FB page <http://t.co/lhRGNOn>. Just hit the "join my list" tab on the left!

1 day ago via **web** · [Reply](#) · [View Tweet](#)

3.) A business blog

If your company has a blog, display your web form so people can opt in to get email updates whenever there's a new development. Then they don't have to remember to take time out of their day and check the blog.



Building Your List Offline

Just because emailing happens online doesn't mean you're limited to the Internet for finding subscribers. There are plenty of times your business may have contact with potential subscribers, and those are all opportunities to offer them an email subscription.

The key to collecting sign ups is in your approach. You don't want to be too reserved (you do need to ask for subscriptions), but you also don't want to be off-putting.

If your organization has a table or booth at a fair or other event, ask anyone you talk to if they'd like to sign up. Display a sign up sheet in a central location, along with a clear description of what people are signing up for.

If you hold a fundraiser, make sure that everyone who makes a purchase or donation gets a thank-you note. On the note, include an invitation to sign up on your web site.

Pass out [QR codes](#) on postcards, flyers or business cards. People with smartphones can scan these 2-d cousins to bar codes and be taken directly to your sign up page.

However you collect email addresses, make sure to include a clear explanation of what will happen next. People need to understand that they are signing up for regular email updates, so they aren't surprised when your messages start arriving.

What to Put In Your Emails

Emails can help you explain your cause, build relationships with supporters, announce goals met and get your subscribers involved in various ways.

Each email you send will have a different focus, but every one should include the following:

- A subject that accurately reflects the content inside. You want your subscribers to be able to trust you.
- Your organization's name. Put this in your [from line](#) so readers can see who the message is coming from.
- Your contact info – all of it. Web site, email address, postal address, phone number, Twitter handle – give subscribers every available option for contacting you.
- A call to action – ask your readers to respond in some way, whether it's clicking over to your site to see more photos, booking a session, following you on Facebook or just keeping you in mind.
- Pictures. Everyone loves looking at pictures. Besides, they can depict devastating need - and the relief that can be brought - far better than words can describe it.

The specific content of each email will be different depending on who you're sending it to and what you're trying to accomplish with it. You can choose to send that content in one of four ways:

1. As an autoresponder (or "follow up") to get new readers started
2. In a regularly scheduled newsletter
3. As an occasional update or time-sensitive announcement
4. As a report pulled directly from your blog

Let's take a look at the kinds of content you might send for each of these.

Follow Ups: Getting Readers Started

Current supporters will already be fairly familiar with your services, programs and members. But as others sign up to find out more about this group they've just joined, they're going to want to find out what you're all about.

You can introduce people to your organization with a [follow up series](#). This is a sequence of messages that are automatically sent to new subscribers. Each follows the other at a predetermined interval that you set. (You can even [choose windows of time](#) for these to go out.)

You can design your follow up series around whatever information you think would make a helpful introduction to your campaign, but here are a few suggestions:

Introduce your staff or supporters. Show their pictures, ask them for quotes, and explain why they're passionate about your cause. You may especially want to highlight people your subscribers will be hearing from.


Explain each program you run or are involved in. Who are you trying to help? What are the conditions you're trying to change? Where are you located, and how can someone local get involved?

Show off your successes. Share pictures and stories of people you've helped, neighborhoods you've improved, neighborhoods you've improved, other organizations you've teamed up with.





Over time, your new subscribers will grow familiar with your organization and look forward to hearing from you.

For example, the Special Olympics sends a follow up message to new subscribers that introduces some of the athletes the program helps, giving a face (or in this case, several) to the organization's name.

To ensure delivery, please add aweb@specialolympics.org to your address book.



Thank You




Dear Amanda,


Special Olympics' impact is about sports but it is also about so much more. For people with intellectual disabilities, Special Olympics is often the only place where they have an opportunity to participate in their communities and develop belief in themselves.

[Meet some of the athletes](#) - their stories are a testament to the difference people like you make.

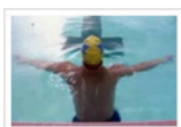
Thank you for all you do!



Brady Lum
President & Chief Operating Officer
Special Olympics




For Matt Special Olympics is about acceptance; for Jacque - confidence; for Kerry - an opportunity to be a community leader. [View slideshow and meet some of the athletes whose lives are made better because of your generosity.](#)



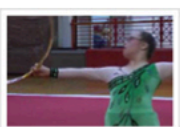
A Place to Belong

"I am a very happy person," says Special Olympics swimmer Andy Miyares. Andy started swimming as a baby to help improve his muscle tone and coordination. Today is ranked ninth in the nation in his age group (with or without disability). [Watch video](#)



Beyond Dreams

Lin Kornhauser's mom, Tali, does not sugarcoat her emotions, describing "mourning" when she first learned about her daughter's special needs. Special Olympics gave Lin confidence and independence -- and brought the whole family together. [Read their story](#)



Proving them Wrong

Doctors told Lani DeMello's mom "she was never going to achieve anything." Every day Lani defies their low expectations. Today she is a champion in rhythmic gymnast and leads by example, mentoring other athletes. [Watch video](#)

Sending A Regular Newsletter

Sent monthly, weekly, or even (with the right kind of content) daily, newsletters keep all of your members and attendees up to date on your goals.

Since newsletters usually include timely information, they're sent as [broadcasts](#). While follow up messages are sent in sequence to each subscriber, a broadcast is sent just once, to your entire list (or the [group of people](#) you specify), at the [date and time](#) that you specify.

With a newsletter, you can share the status of fundraising efforts, list upcoming events and let readers know where and when you may need volunteers.

The frequency of your newsletter will depend on how often you have time to put one together and how much you have to say. Make sure you establish a frequency that you can keep up with – your mailings will become something your subscribers count on as part of their experience with you.

You can even include a note such as “weekly update” or “July 2011” in your messages to help remind subscribers - and inform those who were forwarded the email - of the schedule.

If you send more often than monthly, you may want to include only an item or two in each message. This gives you room to go into specifics without overwhelming your readers. The less often you send, the more you can put into each message.

For example, the National Wildlife Federation's newsletter here focuses on tips for saving water when gardening and includes information on certifying land as a natural habitat. The narrow focus allows them to provide helpful details right in the email.

Four tips to save water in your garden



Dear Amanda,

During summer months, the typical American uses twice as much water than any other time of the year. And by some estimates, outdoor watering accounts for 50 to 70 percent of average household use!

It might seem like the only way to get a beautiful yard during warmer months is frequent watering. But, you can [create an eye-catching and healthy garden](#) while also being water-conscious.



By combining conservation practices with efficient landscape design, you can lower your water bill, lessen the amount of required maintenance and create a healthy, vibrant wildlife habitat.

Here are a few helpful tips:

- **Garden design:** Group plants with similar moisture requirements close together, matching them with appropriate yard conditions—sunny, shady, damp, dry. Then target watering only on the vegetation that needs it.
- **Plant selection:** Focus on plants that are native to your area. They survive with natural rainfall, are resistant to local plant diseases and pests, and provide the best food sources for wildlife.
- **Efficient irrigation:** Water infrequently, deeply and thoroughly. This prevents runoff and encourages deeper root growth. Plants with deep roots develop greater resistance to dry spells.
- **Maintenance:** Apply mulch, such as bark or leaves, to planting beds. This helps soil retain moisture, discourages thirsty weeds and provides plants with essential nutrients.

Another great way to make your garden thrive this summer (and year round) is to [certify it as an official Certified Wildlife Habitat™ site](#). We'll show you how to turn your yard into a haven for wildlife, a relaxing place for you to enjoy and the envy of the neighborhood. Plus when you certify for just \$20 today, you'll receive many other benefits too! (see sidebar to right)

Follow these few simple tips this summer to help save water AND money, then certify your water and wildlife-friendly habitat as a Certified Wildlife Habitat™ site today!

Sincerely,



David Mizejewski
NWF Naturalist, Media
Spokesperson, Author



Certify Today ▶

When you certify today, you'll be eligible to purchase a beautiful **Certified Wildlife Habitat** yard sign.

(Available for purchase on the certification checkout page.)



Benefits of Certification

- ✓ A personalized certificate, suitable for framing, that distinguishes your yard as an NWF Certified Wildlife Habitat™ site.
- ✓ Your name listed in NWF's National Registry of certified habitats to recognize all you've done for wildlife.
- ✓ Free NWF Membership*, which includes a full year's subscription to the award-winning *National Wildlife*® magazine, 10% off NWF catalog merchandise and more!
- ✓ Free subscription to our quarterly e-newsletter, *Wildlife Online - Habitats Edition*, which is full of wonderful tips on gardening and attracting wildlife.
- ✓ Eligibility to purchase the "wildly" popular yard signs that make it easy to identify your yard as wildlife-friendly.

Your \$20 application fee helps National Wildlife Federation continue its important conservation and education work. [Certify today.](#)

*For new members only.

Making One-Time Announcements

Occasionally, things may come up that you'd like to share with your subscribers without waiting for the next newsletter to go out.

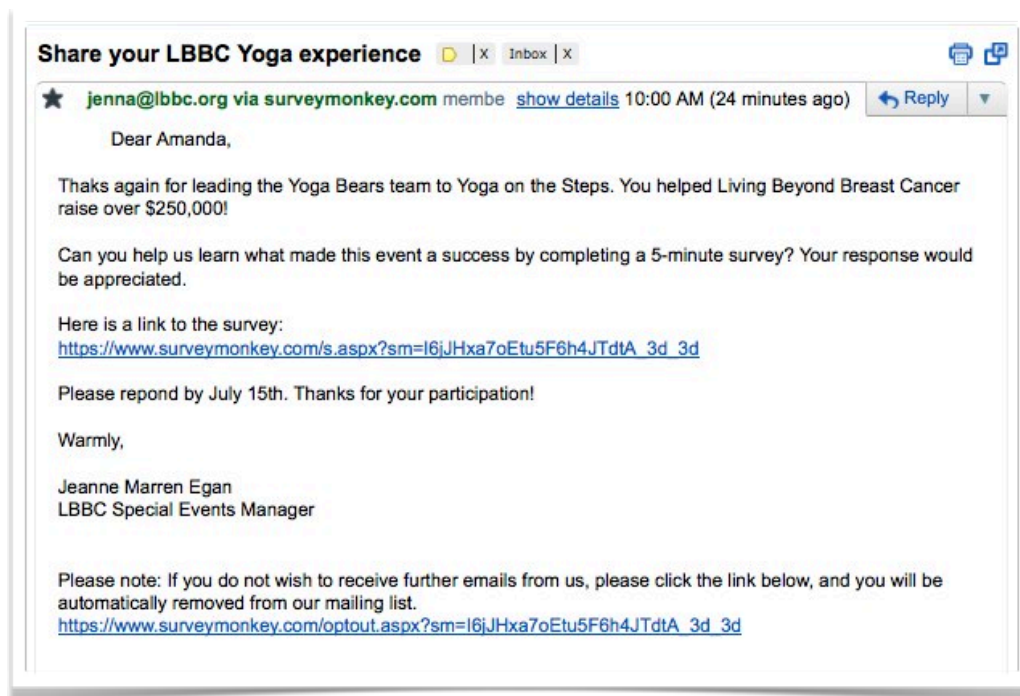
Or maybe you've chosen to avoid the pressure of a regularly scheduled mailing and instead, send a separate email whenever something important comes up.

Either way, you can use broadcasts for any time-sensitive announcements. As with newsletters, announcements can be sent to your entire list or to a particular [group of people](#) you specify, at whatever [date and time](#) you choose.

Each announcement should have its own, distinct subject. You can use them to let your subscribers know if:

- you're taking on a new, exciting project
- an urgent need suddenly comes up
- an event is cancelled or the time or location changes
- a fundraising goal is met midweek and you want to celebrate
- you need something from your readers

For example, Living Beyond Breast Cancer asked subscribers who'd attended one of their events for feedback on how to make future events even better.



Whatever you send, make sure it fulfills the expectations you set for subscribers when they signed up.

Broadcasting From Your Blog

A blog takes your email community to the next level. Posts on the latest happenings keep your members engaged.

But life is busy, and readers may not often remember to keep coming back on their own. So if you're blogging, you may want to set up a [blog broadcast](#). It will automatically convert your latest posts into email.

You set the preferences: how many articles, how often and who will receive them, and the rest is taken care of automatically.

Blog broadcasts are good for sharing much the same kind of information as regular broadcasts. You'd choose to use blog broadcasts instead if you already have a blog – it's just easier to make the updates in one place.

Alternatively, you could add a blog to your site and then set up blog broadcasting so people can get your information there or by email, whichever way they'd prefer.

Either way, once your blog is ready, it only takes a few minutes to [set up your blog broadcast](#) and start sharing your posts with your subscribers.

For example, every Wednesday, [Charity Focus](#) sends its “InnerNet Weekly” subscribers an entire post from its blog. The featured blog post changes every week, but the surrounding information is part of a template that stays the same from week to week in order to provide context.



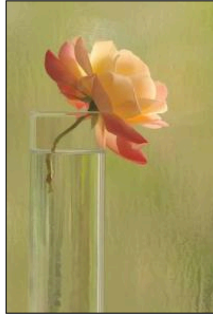
charityfocus.org

Make Death Your Ally

by Duane Elgin

[\[Listen to Audio!\]](#)

Death is an important ally for appreciating life. I am not referring to a morbid preoccupation with death. Rather, I mean the felt awareness of our finitude as physical beings -- an honest recognition of the short time we have to love and to learn on this earth. The knowledge that our bodies will inevitably die burns through our attachments to the dignified madness of our socially constructed existence. Death is a friend that helps us to release our clinging to social position and material possessions as a source of ultimate security and identity. An awareness of death forces us to confront the purpose and meaning of our existence, here and now.



Those who have had near-death experiences confirm that awareness of death can be an uncompromising friend, putting us back in touch with what is most important. A common sentiment expressed by many near-death survivors is a decreased emphasis on money and material things and a heightened appreciation for nature and loving other people. Dr. Kenneth Ring, a researcher of near-death experiences, quotes a young man who had a near-death experience after a serious automobile accident. As a result the young man found that he developed an "awareness that something more was going on in life than just the physical part of it... It was just a total awareness of not just the material and how much we can buy -- in the way of cars and stuff, or food or anything. There's more than just consuming life. There's a point where you have to give to it and that's real important."

Wednesday Meditation:

Many years ago, a couple friends got together to sit in silence for an hour, and share personal aha-moments. That birthed this newsletter, and later became "Wednesdays", which now ripple out to living rooms around the world. To join, [RSVP online](#).

[RSVP NOW >>](#)

Some Good News

- [7 Must-Read Books on Education](#)
- [The Science of Self-Control](#)
- [The Blind Man Who Taught Himself To See](#)

Video of the Week

- [Wind Powered Art!](#)

Kindness Stories

About

Back in 1997, [one person](#) started sending this simple "meditation reminder" to a few friends. Soon after, "Wednesdays" started, [CharityFocus](#) blossomed, and the humble experiments of service took a life of its own. If you'd like to start a [Wednesday](#) style meditation gathering in your area, we'd be happy to help you get started.

[Forward this issue to a Friend](#)

AWeber WordPress Plugin

Add web forms to your Wordpress blog with the click of a button! Just choose the form you want, and we'll do the rest. [...]

[Download It Now!](#) 



Scheduling Your Emails – When to Send?

Once you've got your email campaign set up, you'll develop a regular routine for creating and sending emails. But occasionally, you may have an extremely busy spell.

For example, if you hold special fundraisers around Christmas, you'll be busy taking care of last-minute details. Email marketing just might not happen that week.

Or will it?

If you ever know beforehand that you'll be running short on time, you can just create your emails beforehand – whenever you have the time and the inspiration. Then [schedule them](#), and they'll automatically be sent on the date and time you choose.

In the midst of the chaos, your emails will be already taken care of!

Getting The Right Message to The Right People

With all the different types of emails you can send, you might end up sending out more messages than your subscribers want to read.

Yes, they can just delete emails they don't want, but this could lead to them feeling annoyed and unsubscribing altogether. What's more, their lack of engagement could [affect your deliverability](#) negatively.

To keep your emails from overwhelming your readers, find out what kinds of emails each subscriber prefers, then target your messages to the right groups.

For example, the [Union Rescue Mission](#) sign up form offers subscribers three kinds of emails to choose from.

The screenshot shows the Union Rescue Mission website's 'Email Sign Up' form. The header includes the organization's logo, a search bar, and navigation links: 'DONATE', 'GET EMAIL UPDATES', 'Stories', 'Get Connected', 'Receive Help', and 'Contact Us'. The left sidebar features social media icons, a 'The Latest' section with links to 'In the News', 'Press Releases', 'Rev. Andy's Blog', 'The Difference You've Made', 'Event Calendar', and 'Newsletter Sign Up', and a 'Rev. Andy's Blog' section with a photo of the CEO. The main content area is titled 'Email Sign Up' and includes a note: '*required information'. The form fields are: 'Name' (First and Last), 'Email', 'Street 1', 'Street 2', 'City/State/ZIP' (with dropdowns for City, State, and ZIP), and 'Phone Number'. There are two checkboxes: 'Yes, I would like to receive e-mail from Union Rescue Mission' and 'Remember me. What's this?'. Below these are three checkboxes for email preferences: 'Andy's End of Month Updates', 'Stories from Skid Row - Videos of select skid row stories', and 'The Mission - eNewsletters'. A 'Submit' button is at the bottom. The footer contains five columns of links: 'BE INSPIRED' (Overview, Who We Are, Homelessness FAQs, Stories From Skid Row News, CEO Andy Bales Blog), 'GET CONNECTED' (Donate, Volunteer, Your Church), 'RECEIVE HELP' (General Services, Medical, Dental, Legal, Men's Programs, Women and Children's Programs), 'CONTACT US' (General Inquiries, Donor Relations, Staff Directory, Driving Directions), and 'ORGANIZATION INFO' (About Union Rescue Mission, Senior Leadership, Board of Directors, Employment, Annual Report, 545 S San Pedro St, Los Angeles, CA 90013).

They can get standard newsletters, end-of-month updates or stories of people the mission has helped. Once URM finds out what kinds of emails each subscriber wants, they can use that criteria to send each message to the right groups.

If your organization has more information to send than one general newsletter can handle, you may want to try something similar. To make sure everyone gets the information they requested, you can divide your list into segments.

First, you'd run a search to see who requested what information. Then, you'd put everyone who requested a certain type of information, such as monthly updates, into a segment called "monthly."

Whenever it's time to send out a monthly update, you'd just write up the message and send it to that segment.

You can also segment by:

- [survey results](#)
- [whether someone's volunteer, a prospective donor or a donor or member](#)
- [interests, location and other criteria](#)

By writing your messages with your target group in mind, you'll be able to provide content that specifically relates to their interests - always a good thing.

[How to segment in AWeber](#)

Keep Refining As You Go

Once you have your campaign set up, you're good to go. Over time, though, you may want to go through it and make improvements.

Split Testing Your Web Form

Your web form is your main tool for collecting subscribers across the Internet. So you'll want your form to be as attractive and effective as it possibly can.

But it can be difficult to tell just what color draws the most eyes, what testimonial resonates the most and how much information you can ask for before subscribers get tired of filling out your form.

It can be difficult, that is, unless you test various combinations to see which one attracts the most subscribers.

This is called split testing. In AWeber, it's easy to do right in your account. And if you need ideas for what to split test, here's a [collection of examples](#).

[How to split test your web form in AWeber](#)

Running a Reactivation Campaign

Eventually, you may find that some of your subscribers are mysteriously inactive. They don't open, they don't click, they don't respond no matter what you send.

This is a sign that it's probably a good time to run a reactivation campaign.

To reactivate their interest, you'd send the unresponsive subscribers your most appealing content, with your most carefully crafted subject lines. If they're still not opening your messages, it's time to ask straight out if they'd like to stop getting your messages.

For anyone who still doesn't respond, it's time to stop emailing them altogether.

When you're thinking it's time to reactivate your subscribers, you'll find step-by-step directions [in this guide](#).

About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

For marketing advice, examples and inspiration, please join us here:

