DonorSnap
Donor Management Made Easy

Designing Emails 201

You can use DonorSnap's mass email tool and automated task manager to send out all of your email communications. This guide will help you use tables, fonts, images, and more to create more visually dynamic emails.

Before You Get Started

Build and Segment Your Mailing Lists

You want to be sure you have created your mailing list using DataMiner platinum. (Tip: It is important to segment your mailing lists, this will help you customize your messages to unique segments which will improve engagement and retention).

In today's example we are going to be creating an annual appeal email and the list has been created ahead of time in DataMiner platinum.

Plan

Any great email outreach strategy involves planning. This starts by mapping out your communications and deciding who will receive what. From here you can start to segment your mailing list. For example, do you do a monthly newsletter? Have that be one list. Your Annual Appeal mailing should be another list, depending on your organization this could look something like, everyone who has given in the last 5 years. You will probably also want a major donors list, or lists grouped based on giving levels.

Gather All of Your Content and Materials

It is easier to build in DonorSnap if you have everything organized ahead of time. Create a google doc or word document that contains the text of your email. Gather all of your images and upload them into DonorSnap.

DonorSnap's Image Manager: You can now host all the images for your emails in DonorSnap. To access the Image Manager go to Maintenance>Image Manager. **Note:** Make sure all of your images for your emails are sized exactly as you want them to appear in the email. This will prevent formatting issues in outlook. Also, keep the names of your files as all one word with no spaces or special characters.
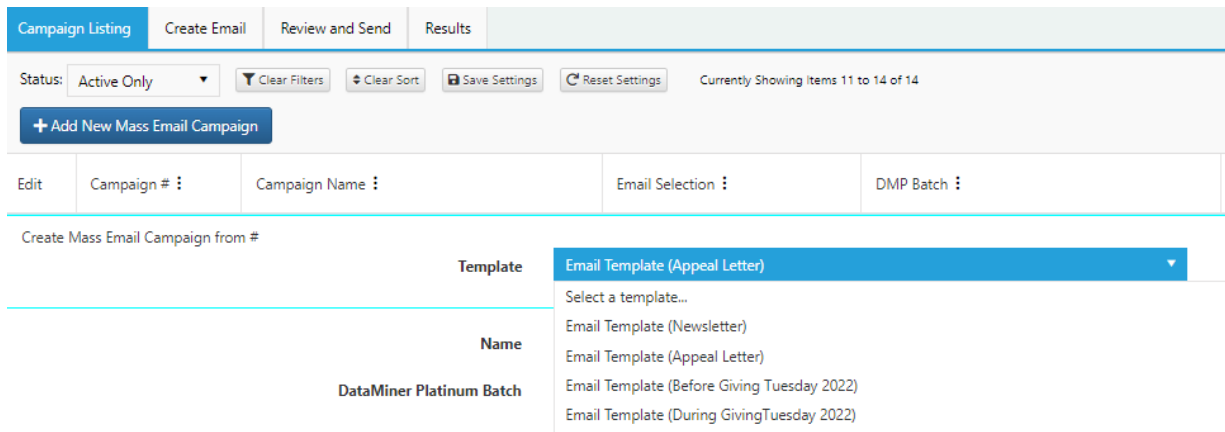
Designing Your Email

www.donorsnap.com
support@donorsnap.com

Option One (Easier): Use the Email Template

Step One: Access the Appeal Letter Email Template in DonorSnap's Mass Email Tool Under Templates>Email Template (Appeal Letter)


Step Two: Create a name for your campaign, your DataMiner Platinum Batch list (create ahead of time) and click Insert.

Step Three: Update Subject Line (very important! From Email and Name

- Click over to the create email tab

- Choose the from email and name of person email is coming from

- Update the email subject line **(if you don't do this the subject line will be the name of the template and this will hurt your emails send score)**

- Hit Save!!

Step Four: Add Your Header Image

- Click on the placeholder header image

- With the header image highlighted click the Insert Image button

- Paste the URL to your header image in the Image URL spot

- Update the Alt Text and delete the Width and Height, click OK

Step Five: Paste in your appeal letter text

- Delete the placeholder text from the body of the email

- Paste in your text

- If using a merge field, drag and drop from right side of screen

Step Six: Link to your Donate Page/Social Accounts

- Click on the Donate Now Button

- Click the Hyper Link Manager Button in your Edit Menu 🔗

- Paste the URL to your Donate Page and click OK

- Repeat the same step for each of the social icons on the bottom of the screen

Step Seven: Add Your Contact Info to the Bottom of the Template

- Access the white placeholder text at the bottom of the template and delete it

- Add in your address, website, etc.

SAVE TEST AND TEST AGAIN

- Click save at the top of the editor **(very important before next step of you will lose your work!)**

- Click over to the Review and Send Tab

- Click Preview Email (this will generate 10 copies of exactly how the email will look)

- Put your email in the "Send Test Message To" spot and click the send test email button

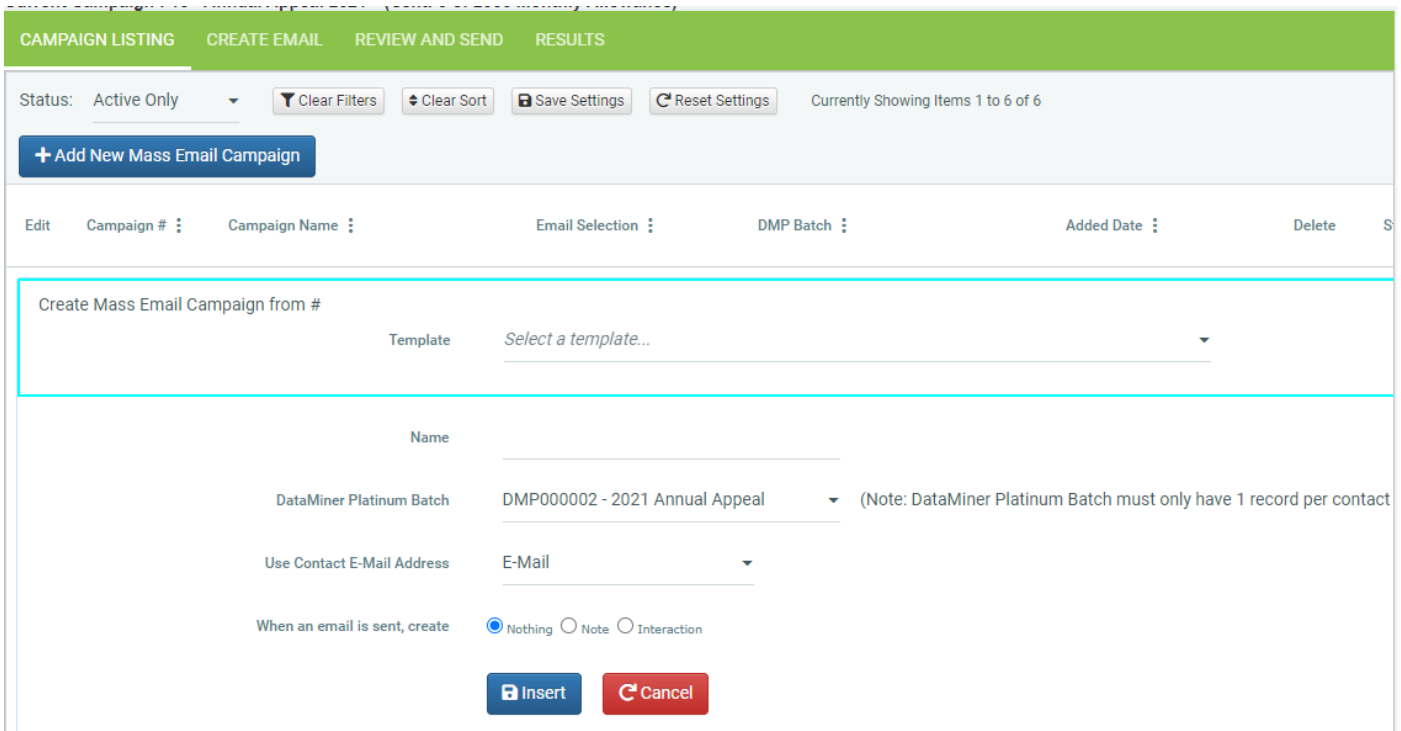- When testing check that all of your links are working!

Option Two: Build the Email Template from Scratch

Step One: Create Your Campaign

- Choose **+ Add New Mass Email** Campaign from the mass email tool

- Leave your template blank and name your campaign

- Choose your mailing list from the DataMiner Platinum Batch dropdown
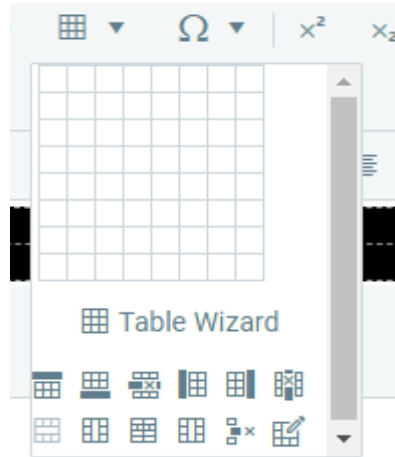
- Click Insert

Step Two: Set up your first table (for the background)

- Once you have created your campaign click over to the create email tab

- Add your first table by clicking the table icon and going to the table wizard

- Once you are in the table wizard create a table with one row and one column. You can adjust the number of rows and columns but clicking the + and – signs on the left of the screen. Make the width 600px (height can stay blank), make the alignment center, and the background color black. Click OK
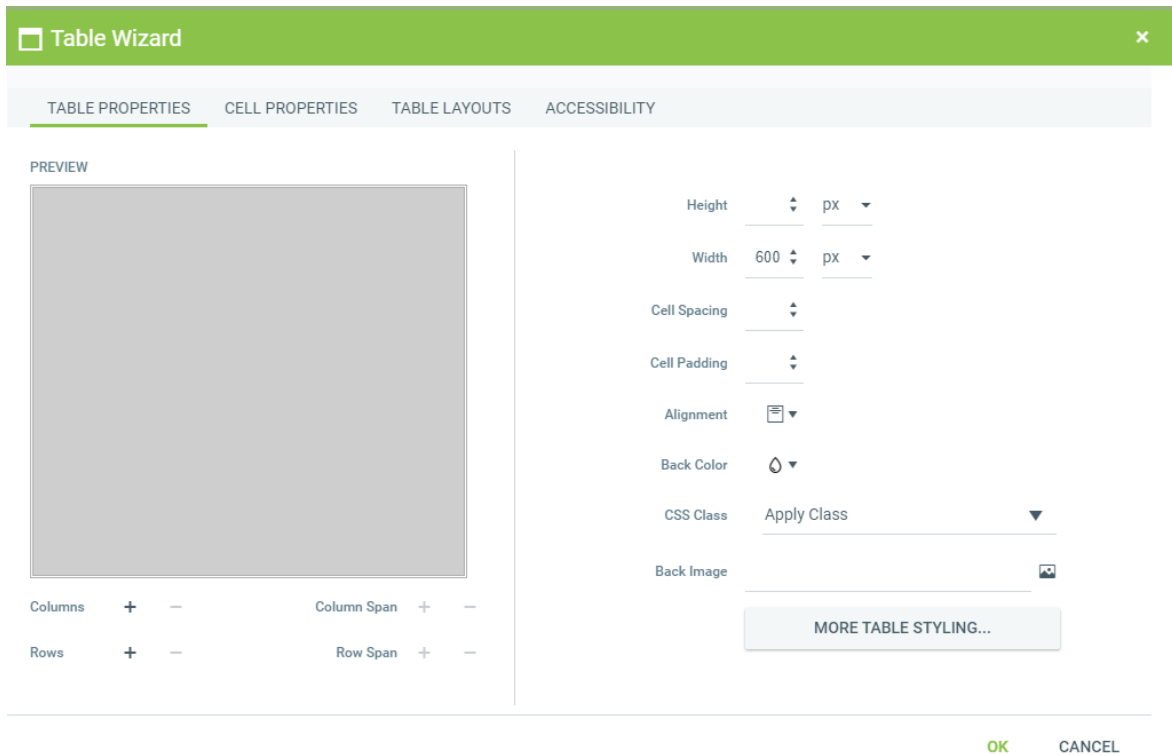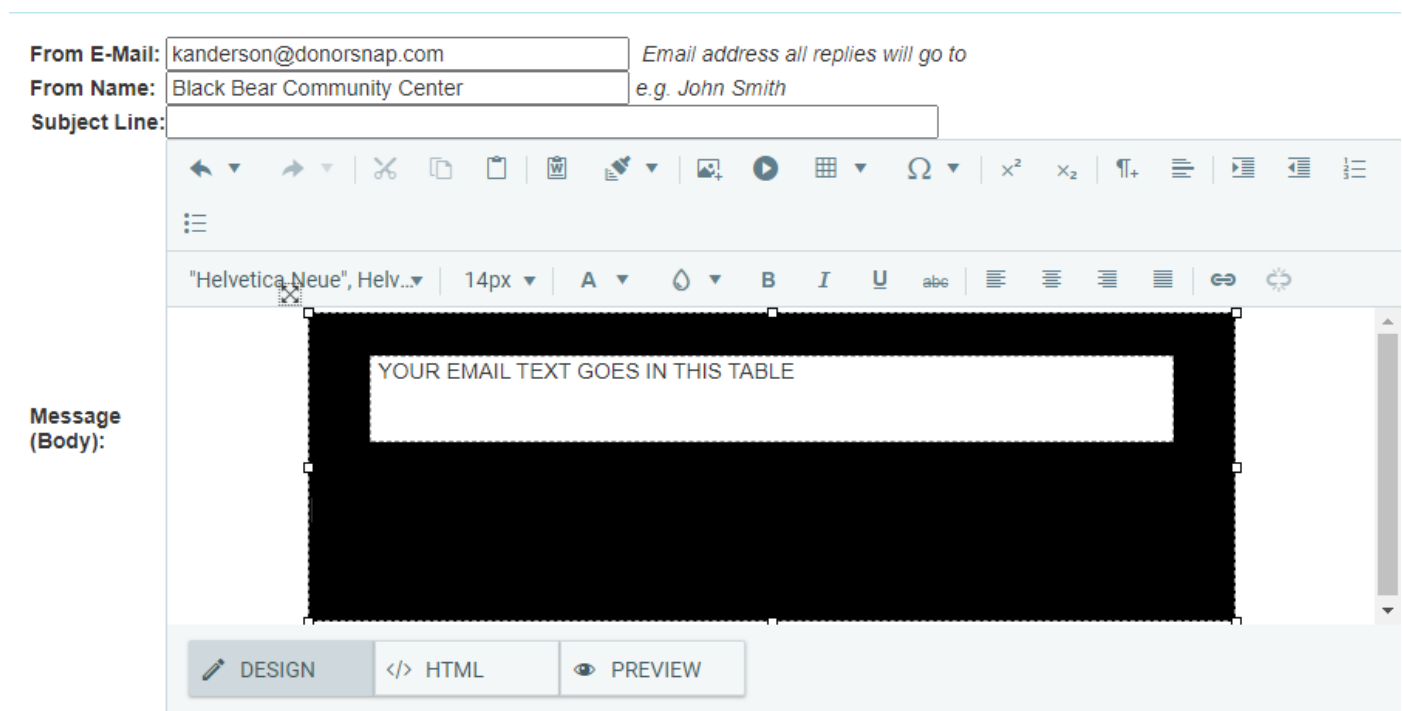
Step Three: Set up your second table (for the body text)

- With your cursor in your new table click the table icon again to add a new table

- Select the table wizard and create a table with one row and one column, 520 PX wide, alignment center with a background color of white. Click OK

- Now you have the table where your text will live, if you have your email copy you can paste it in the white table now

Step Four: Set up your third table (for the social icons)

- Click outside of the white table, into the black table, hit enter a few times to create some space on the bottom of the table below the text table

From E-Mail:	kanderson@donorsnap.com	Email address all replies will go to
From Name:	Black Bear Community Center	e.g. John Smith
Subject Line:		

Message (Body):

YOUR EMAIL TEXT GOES IN THIS TABLE

DESIGN   </> HTML   👁 PREVIEW

- With your cursor on the bottom part of the black table, add your last table using the table wizard. This table will have one row and four columns, 250px wide, alignment center, and background color none. (This is where the social icons will live)

- Click above your new table and click the center justify button. Type "Get Social With Us!", make the font white and bold

- Click below the new table and click the center justify button. Enter your web address and any other contact information you want to include. Make white and bold
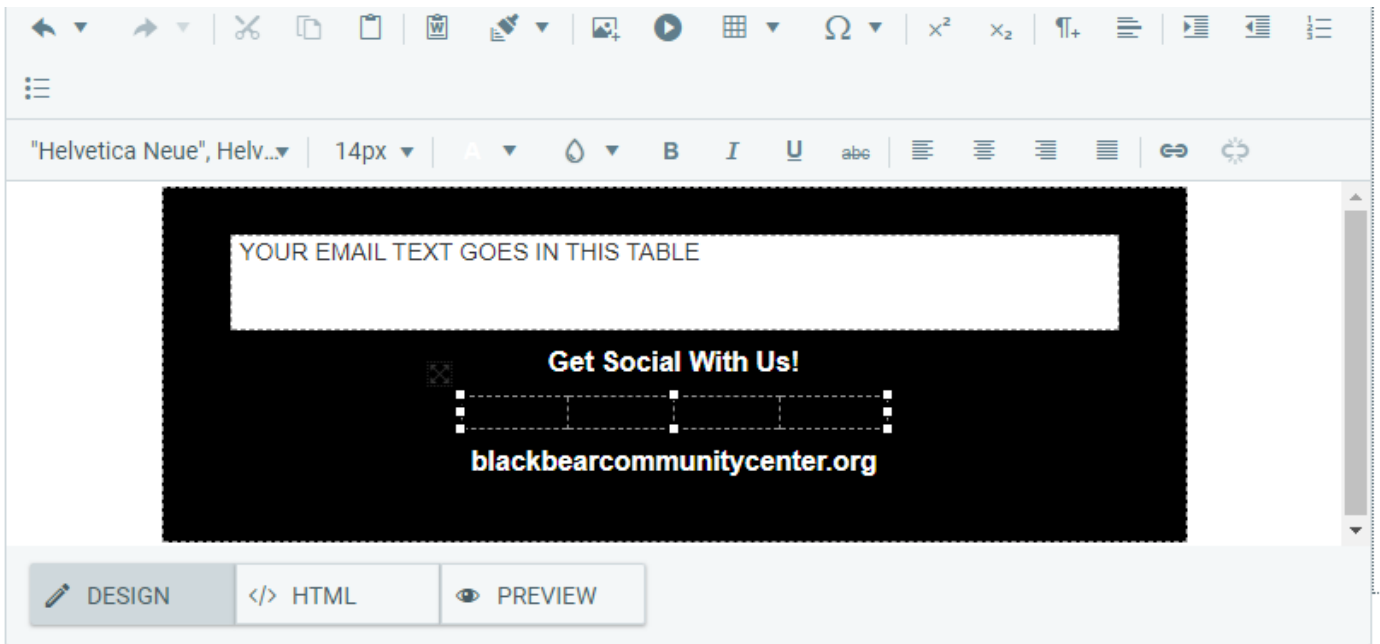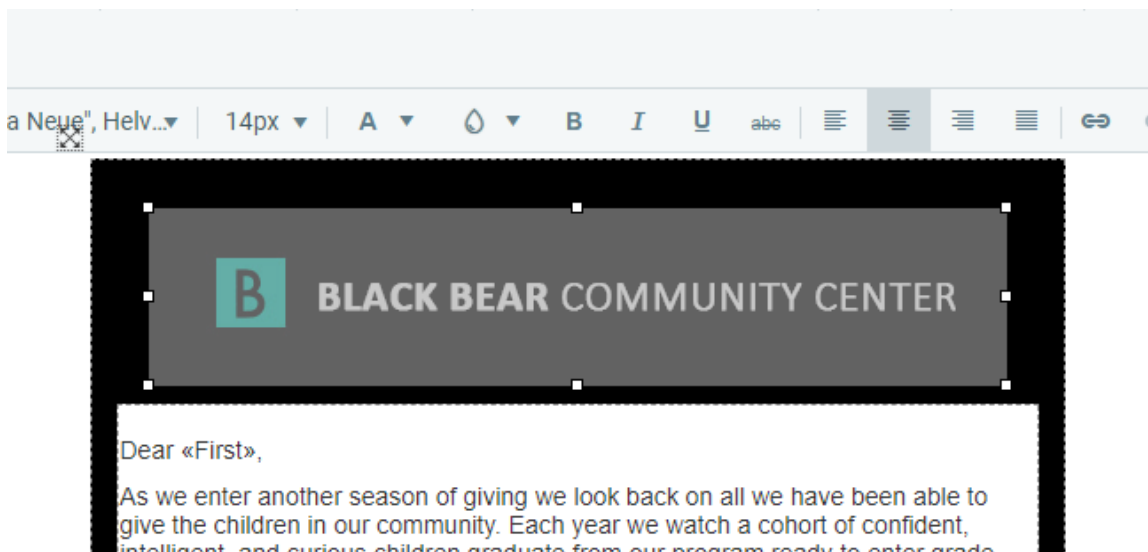

Step Five: Add Your Header Logo

- Now click in the very top of the black table at the very top of your email

- Click the insert image button to add your logo

- Paste the image URL to your logo in the image URL field (add Alt Text) and click OK
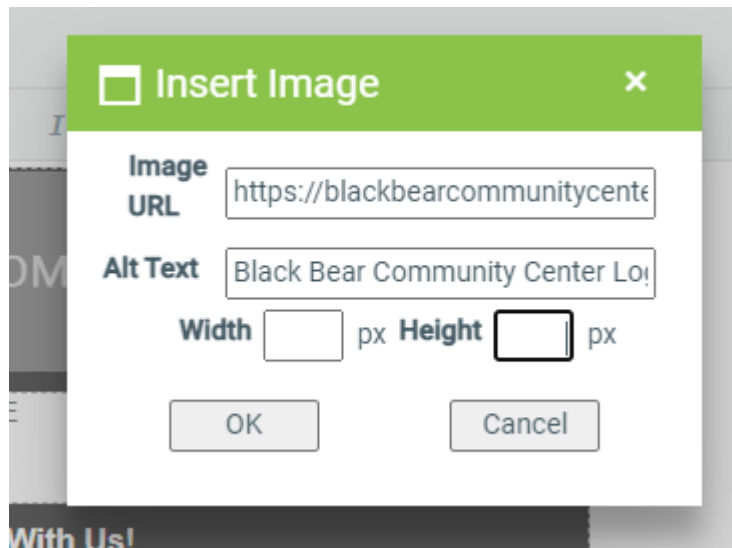
- Once your logo is inserted click on it and choose the center justify button

Step Six: Add Your Social Icons

- Click in the first cell of the social icon table and choose insert image. Paste the URL to the Instagram icon, add in the alt text, click OK

- Repeat this step to add all of the social media icons

- You can find social media icons here: https://www.iconfinder.com/social-media-icons

o   Download them and save them to your website and then use the weblinks from there
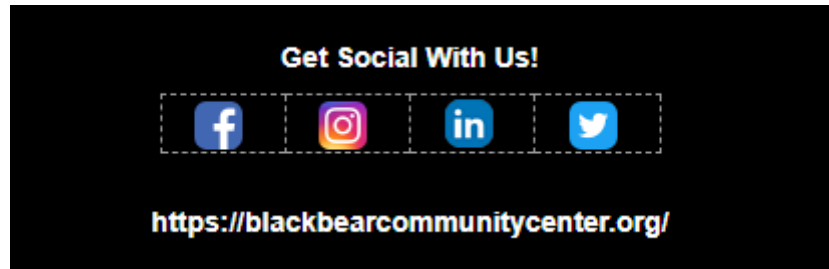
Step Seven: Link to Your Social Channels

- Click on the Instagram icon and then click the hyperlink manager button

- Insert the link to your Instagram page (ex: https://www.instagram.com/donorsnap/)

- Repeat for all of your social media icons

Step Eight: Add a Donate Now Button to Your Email

- Click below the body text of your email in the white table and choose the insert image button

- Add your donation button URL and hit okay

- Select the donate now button and choose the center justification button

- Click on the donate now button and choose the Hyper Link Manager button

- Link to your donation page

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Step Eight: Save Your Email!

Make sure you click the save button before you exit the create email tab or all of your design will be lost.

Email Metrics

Are you looking at the results after you send a mass email campaign? If you look under the results tab in the mass email, you will see the following metrics:

Sent: Number of emails successfully sent
Unique Opens: How many individuals opened the email

www.donorsnap.com
support@donorsnap.com

Unique Clicks: How many individuals clicked on something in your email
Bounce: How many bad emails didn't go through and 'bounced back'
Spam Report: How many people reported you as spam
Unsubscribe: How many people unsubscribed

It is important to also know the benchmarks of these metrics. According to Benchmark Email, the following are benchmarks for nonprofit emails:

- Open Rate: 27.82%
- Click Rate: 3.67%
- Bounce Rate: 3.08%
- Unsubscribe Rate: 0.14%
- Spam Reported: 0.09%

After you run a campaign hold up your results with the industry benchmarks. This will help you determine the success of the campaign and let you see what aspects of your campaign you may need to adjust.