Engaging, Effective Emails

Dominique Antarakis
The Copy Collective
The Email Dating Game
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How to seduce, bed, and marry your donors using cracking email copy …

Because none of us are looking for a one-night stand.
How well do you know your audience?

- Blind date
- Friend of a friend
- Old flame
ONLINE FUNDRAISING DESIGNED FOR CHARITIES
“Have we met before?”
“Have we met before?”

Why your opening line has to be a winner
- Good subject lines are critical
- Can determine whether your email gets read
- Be aware of spam triggers – free, urgent, act now (but test)
- Personalise – location, name, donor type etc
- Keep it short: 50 characters or less is ideal
- Show who’s sending it, what’s in it, and why
- Try asking questions, and/or including the CTA
- Don’t forget the pre-header text
- Test, test, test
• 5,199 metres to go!
• Safe?
• Medicare
• Weekly FX Commentary
• “People are so scared”
• URGENT: 528 men sentenced to death in mass trial
“You wouldn’t believe…”
“You wouldn’t believe…”

Softening your audience with a back story
• Dear Dominique

• In a few weeks, to help kick off our 10th Anniversary activities (and my own 10 years heading up Australia for UNHCR), I am climbing Mt Kenya as a personal fundraising challenge.

• Why Mt Kenya? Over the past 10 years we have really made ‘a world of difference’. And while the situations refugees face are often dire, such as the conditions in Dadaab refugee camp I saw last year, we know that if enough people care there is also hope.

• Mt Kenya - which at 5,199 metres is the Africa’s second highest mountain, towering above the clouds - is a symbol for me of that hope for Africa.

- Tell a great story
- Something donors can connect with emotionally
- Sincere
- Heartfelt
- Personal if possible
The all-business eDM

- Hi Dominique,

- The Dash is back for the third year. And this year it’s set to be bigger and better than ever.

- At 1pm, 14th June, Barangaroo is the place to be for Sydney’s fastest lunchtime race. But it’s not all about competing it’s also about raising funds to support the 1 in 2 Australian’s who will be diagnosed with cancer in their lifetime.

- Register your team of 4 or run it alone as you challenge your friends, colleagues or even your boss to conquer the mile.

- Register before 30 April to take advantage of the earlybird bird price of $29 and save $21 off the registration fee.

The personal touch eDM

- Hi Dominique,

- Last year I took part in the City Mile Dash for Cancer Council NSW and had a ball. Today, I’m writing to invite you to take part as well.

- It was a great day – the celebs, the stalls, the freebies, the atmosphere, and a beautiful spot to dash around – it all added up to a really fun and fabulous festive event.

- But of course there’s a serious side to it. Just as I was about to register, I received the sad news of two very close friends diagnosed with cancer – so the disease was very much in my mind. And I know I’m not the only one – 1 in 2 Australians will be touched by cancer in their lifetime.

- I was glad that there was something I could do about it – raise funds for Cancer Council NSW by taking part in City Mile Dash. You can too and it all happens on your lunch break.
“My wife doesn’t understand me…”
“My wife doesn’t understand me…”

Building your case for support
- What is the need?
- Who will benefit?
- What impact will their involvement have?

- Funds raised from the climb will support our Safe Mother and Baby Appeal. The Appeal is a great example of how, with the support of Australian donors, we have been able to drastically reduce the mortality rate of mothers and babies around the world. That's why this year we will again be funding Safe Mother and Baby programs in Africa.
Email fail #1

- We haven't yet reached our target of $173,000 that we need for our Tax Appeal.
Email fail #2

Our Early Childhood Language & Literacy Program provides literacy instruction to pre-school and early year's teachers, parents and community members. This program will provide the kids with the basics of English language development that are essential building blocks for learning to read, spell, write and comprehend English.

Accompanying this program will be the First Language Literacy program, which aims at revitalising Indigenous First Languages by converting a number of oral languages into teaching and learning workshop strategies and literacy resources. Making this connection between Indigenous First Language and English is vital in the development of personal and community health, welfare and education.
“So, can I buy you a drink?”

Propositioning your audience
I will keep you posted in the coming weeks with ways you can support this appeal. In the meantime, if you could spare a few dollars to support me up the mountain, I would really appreciate your personal encouragement and generous support!

Please visit [www.everydayhero.com.au/climbmtkenya](http://www.everydayhero.com.au/climbmtkenya) and make a difference today - no donation is too small. You can also keep checking in, and I'll be updating you directly from Mt Kenya along my journey.
Dear XXX,

Yesterday we revealed in the press that the Associated British Foods group, owners of household brands Silverspoon and Kingsmill have dodged a whopping $27 million in taxes owed to Zambia since 2007.

**Act now: Call on the company to pay their taxes.**

In a country where 45% of the children are malnourished, this is scandalous. These are vital funds that could go towards tackling hunger. If big companies paid their taxes in poor countries we could wipe out hunger for good.

Lena is a young mother who lives near the company’s sugar plantation, 2 hours’ drive from the capital Lusaka. She told us her daughter Silvia frequently becomes sick and “cries a lot mostly complaining of hunger.”

Since 2007 Associated British Foods has made profits of $123 million in Zambia, but admitted to us that it has paid “virtually no corporate tax.” The money they avoid paying could be invested to help people like Lena make a better future.

Now we need to turn this media story into real change. But this will only happen if we all tell the company enough is enough - it’s not fair, it’s not right; they must pay their fair share.

Our tax justice campaigning has made amazing progress over the last 4 years. The tide is turning.

**Act now: Call on the company to pay their taxes.**

Thanks as always for your support.

Chris Jordan
Tax Justice Campaign Manager
ActionAid UK
“I’ll call you.”

The follow up
- Nothing worse than leaving people in the lurch
- Take the opportunity to follow up and let them know what happened

• **P.S.** I'll be sending photos through directly from Mt Kenya, so be sure to [keep checking in on our Facebook page](https://www.facebook.com/yourcharitypage) for the latest updates!
GetUp!

- I get a thank you email EVERY MONTH
- They set targets and deadlines then report back on what my support helped them achieve
- Website backs up eDM communications
- Regular donor care videos and emails
- Opportunities to be involved – sign a petition, spread the word, set direction
Do looks matter?
The George Clooney
TILLY IS ONE OF 600 AUSTRALIAN CHILDREN DIAGNOSED WITH CANCER EVERY YEAR.

Chantal and her husband Marco had been leading happy lives with their daughters, Lucy, Ruby and baby Tilly, when their world fell apart.

Tilly was diagnosed with leukaemia at just nine months old.

"We were a normal family and we were hit so hard, so suddenly with such devastation. I wouldn't wish it on anyone," said Chantal.

"Because she was under one year old, it put her in a higher risk category. Her odds of survival were less than 50%.”

Because Tilly was in such grave danger, her doctors at Sydney Children's Hospital, Randwick immediately put her on an aggressive regime of chemotherapy to try to destroy as much of the cancer as possible.
Amnesty International UK

B’s story – what it’s like to seek sanctuary at the edge of Europe

It’s the middle of the night. You’re crowded in a dinghy with 41 others, many fleeing the horrors of conflict in Syria. You abandoned your home in Afghanistan after a bomb killed your parents and left you, a teenager, with five young children to care for. You’re leaving Turkey and heading for the distant lights of a Greek island, to seek sanctuary in Europe. But then the Greek police find you. They beat and rob you and your fellow passengers, slash the dinghy with a knife, take the motor, push you back in the direction of Turkey – and leave you at sea.

It shouldn’t be like this – sign our petition to stop the ‘pushbacks’
The George Castanza
Blackbaud Heroix

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• 0845 680 9720 • HEROIX.CO.UK
Hi

Did you see the news? The International Union for the Conservation of Nature just told UNESCO’s World Heritage Committee they should reject Tony Abbott’s outrageous bid to delist Tasmania’s World Heritage forests.

It's great, but we haven’t won yet.

The committee’s final decision is due in a month. Sources tell us the government
is aggressively lobbying members of the committee to win votes. So even with the IUCN backing, the forest isn’t safe.

I used be a Tasmanian park ranger. I was proud to wear the khaki uniform with the Tassie devil patch on my shoulder. This place inspired my life’s work as an environmental advocate. I’m on this campaign now and I need you with me until the final vote is cast.

What’s happened lately:
31,226 ACF supporters signed our petition to the World Heritage Committee. You haven't signed yet! Will you add your name?

In today’s media, I explain why the government must withdraw this shameful, unprecedented request.
environmental protections – even on the world stage – and opening national parks for logging, mining and grazing.

It's about an ideology that can’t accept that nature is our life support system.

I'll be in touch,

Jess

Jess Abrahams
Healthy Ecosystems Campaigner
PS. I'd love you to sign our petition here.

This email was sent to d_antarakis@hotmail.com because you took action and subscribed to ACF’s email list. Please review our privacy statement or unsubscribe at any time. The ACF...
QUESTIONS?
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