

The good, the bad, the ugly of email

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AGENDA

- Introduction
- Creating a loyal audience
- The technical stuff: Basic best practices
- Gathering data
- Resources
- Q&A

Hopefully, you're all here to learn about email! It's one of our most powerful ways to communicate with people, but it's also something we can frustrate people with if we don't do it fairly. Everyone in this room probably has a different way of connecting with current and prospective members. How many of you use a program like MailChimp to send emails to your club? How many of you send just from a personal account with a saved list? We'll talk about best practices for both, and I'll share some free or inexpensive options you might want to try. And some of these tips will also help with one-on-one emails too, and can be used for your job and other email comms.



Introduction

Sarah Moreland Byrne

Digital Media Specialist

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Let me introduce myself: I'm Sarah Moreland Byrne, Kiwanis' digital media specialist for the last 4 ½ years. My role is to manage the Kiwanis family's email communications, as well as lead our social media team and the creation of the Kiwanis and Key Club convention mobile apps, including the one you've been using this week.



INTRODUCTION

Did you know that...

- Email is still the most effective way for organizations to communicate value to members?



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- Experts predict that 10 years from now, email will still be valuable?



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Did you know that...

- Email is still the most effective way for organizations to communicate value to members?
- Experts predict that 10 years from now, email will still be valuable?
- Readers decide an email's value in 3-5 seconds?



INTRODUCTION

Email is a great way to connect ...

Email marketing is one of the most effective marketing channels for groups of all sizes with a reported ROI of up to 40:1, according to Marketing Profs.

<https://mailchimp.com/pricing/>

<https://www.campaignmonitor.com/pricing/> (15% off for nonprofits)



INTRODUCTION

Email is a great way to connect ... if we do it right.

This is the key. By a show of hands, how many of you would say your email inbox is crazy? OK, for those of you who raised your hands, how do you determine whether to open an email or not? [allow for answers]



INTRODUCTION

Spammy email is the No. 1 most frustrating experience from an organization.

Did you know this stat? According to a survey released by Adobe this year, spam emails are the most frustrating experience for consumers of any online communications with organizations, even more than website loading issues, content that's missing or irrelevant, or not being able to find what they're looking for.

CREATING A LOYAL AUDIENCE

Data from Jackie Huba



We don't want people to think we're spammy. So let's kick off this workshop with some lessons about creating loyal audiences. The great news: This doesn't apply only to email. You can use these tips for any communications, digital or in person, and use them to grow your club.

All of this info is from Jackie Huba, who has spent the better part of a decade studying how celebrities create faithful audiences, including 5 years researching Lady Gaga's fans, and figuring out how organizations and businesses can use the same ideas.



LOYAL AUDIENCES

What is loyalty, exactly?



LOYAL AUDIENCES

What is loyalty, exactly?

LADDER OF LOYALTY:



LOYAL AUDIENCES

What is loyalty, exactly?

LADDER OF LOYALTY:


Satisfaction



LOYAL AUDIENCES

What is loyalty, exactly?

LADDER OF LOYALTY:


Retention 
Satisfaction



LOYAL AUDIENCES

What is loyalty, exactly?

LADDER OF LOYALTY:


Referrals 
Retention
Satisfaction



LOYAL AUDIENCES

What is loyalty, exactly?

LADDER OF LOYALTY:

Ownership 
Referrals
Retention
Satisfaction



LOYAL AUDIENCES

So, how do we reach that top loyalty stage?



LOYAL AUDIENCES

So, how do we reach that top loyalty stage?

Focus on our "1-percenters"



LOYAL AUDIENCES

So, how do we reach that top loyalty stage?

Focus on our "1-percenters"

Lead with values



LOYAL AUDIENCES

So, how do we reach that top loyalty stage?

Focus on our "1-percenters"

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Build community



LOYAL AUDIENCES

So, how do we reach that top loyalty stage?

Focus on our "1-percenters"

Lead with values

Build community

Generate something to talk about

THE TECHNICAL STUFF: BASIC BEST PRACTICES



We know now what we need to do to create an audience that wants to communicate with us. How do we communicate – specifically via email – in a way that doesn't annoy people but gets our important info across?



BEST PRACTICES

What should we focus on?

- Subject lines and how readers first view our emails
- Being transparent
- The most meaningful metrics



BEST PRACTICES

WHAT DO PEOPLE SEE?

Focused Other Filter ▾

Next: Check in with Sarah • ... in 49 min

Kiwanis Children's Fund
Urgent needs in the fight against Sat 6/22
June 22, 2019 MONTHLY NEWSLETTER U...

Ragan Communicatio...
It's time to overcome communici Fri 6/21
Get up to speed with help from the expe...

Michelle Gerson
How impatient are your custome Fri 6/21
Most people only want to travel 15 minut...

MarketingProfs Events
Last day to save \$400 on Marketi Fri 6/21
Register by 11:59pm ET tonight to save \$...

IBM Watson Media
[Webinar] Look under the hood Thu 6/20
Advanced Live Encoding, Transcoding an...

This is an example of my crazy work inbox, and you can see that we get 3 key pieces of information when we look at emails:



BEST PRACTICES

WHAT DO PEOPLE SEE?

- A “Friendly From”

Focused Other Filter ▾

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First is the “Friendly From.”



BEST PRACTICES

WHAT DO PEOPLE SEE?

- A “Friendly From”
- The first part of a subject line

Focused Other Filter ▾

Next: Check in with Sarah • ... in 49 min 📅

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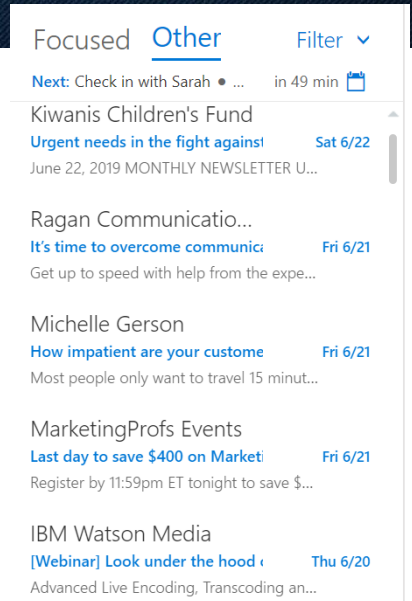
Second is the subject line, which may be cut off if it's long. Especially on mobile devices, it's important to keep these under 30 characters – or to at least keep the most important part within the first 30. [use example of \$100 gift card email from Sprout]



BEST PRACTICES

WHAT DO PEOPLE SEE?

- A “Friendly From”
- The first part of a subject line
- Preview copy of the email



And thirdly, you may see some preview copy of the email, usually the first several words of the copy. So looking at this, we have maybe 60 characters to make sure our recipients trust us and entice them to open our email. No bright visuals or photos, and our email looks the same as everyone else's. This is why this copy is important: If the subject line isn't exciting enough to stand out in the crowd, they won't open it.



BEST PRACTICES

SUBJECT LINES

- Keep under 30 characters



BEST PRACTICES

SUBJECT LINES

- Keep under 30 characters
- Avoid repeating “Friendly From”



BEST PRACTICES

SUBJECT LINES

- Keep under 30 characters
- Avoid repeating “Friendly From”
- Include personalization



BEST PRACTICES

SUBJECT LINES

- Keep under 30 characters
- Avoid repeating “Friendly From”
- Include personalization
- Think, “Would I open this?”



BEST PRACTICES

Let's see some in action:

Kiwanis Club of Mickey Mouse Town

“We're raising money for 3 charities”

Email about 3 upcoming fundraisers

What's good about this subject line? (length is short, seems accurate for what it's describing, doesn't repeat Kiwanis in the subject line)

What's not great about it? (boring, doesn't get people excited)



BEST PRACTICES

Let's see some in action:

Kiwanis Club of Mickey Mouse Town

“3 chances to help kids get an education”

OR

“3 ways you can help kids this month”

Let's try these instead:



BEST PRACTICES

Let's see some in action:

Kiwanis Club of Magic Kingdom

“Join the Kiwanis Club of Magic Kingdom for its next meeting!”

Email to prospective members about upcoming event

How about this one? What could be improved? [length, don't need to repeat name, is this actually exciting?]



BEST PRACTICES

Let's see some in action:

Kiwanis Club of Magic Kingdom

“You're invited!”

OR

“_____, will we see you on Tuesday?”

Let's turn these around and make them more conversational. And if you have the personalization feature in your program, you can include their name in the subject line to catch their attention. These subject lines also remove the need to say “meeting,” which isn't exciting.



BEST PRACTICES

What kinds of emails should we send?



BEST PRACTICES

What kinds of emails should we send?

Let's go back to our 4 ways to create loyal audiences



BEST PRACTICES

Focus on our '1-percenters'



BEST PRACTICES

Focus on our '1-percenters'

- Sneak peeks

Give your top donors a peek into something new, or send an email with a "Something big's coming!" to tease an announcement. (Just make sure the announcement is worth the anticipation.)



BEST PRACTICES

Focus on our '1-percenters'

- Sneak peeks
- Thank-you messages

People love feeling appreciated. Send thank-you messages, even “just because,” so members know you’re thankful for what they do.



BEST PRACTICES

Focus on our '1-percenters'

- Sneak peeks
- Thank-you messages
- Public recognition

Member of the Month? Shout out to a member who's done an excellent job the previous month. (Just keep in mind that recognition should be available to all members, regardless of leadership position.)



BEST PRACTICES

Lead with our values



BEST PRACTICES

Lead with our values

- Always positive and helpful



BEST PRACTICES

Lead with our values

- Always positive and helpful
- Focus on kids

After a project, send a thank-you message to volunteers who helped, and include a group photo of the kids, or a heartfelt story from someone in the community who was helped.



BEST PRACTICES

Lead with our values

- Always positive and helpful
- Focus on kids
- Share what we do – and why we do it – with prospective members

When in doubt, connect people to why we love Kiwanis in the first place: kids.



BEST PRACTICES

Build community



BEST PRACTICES

Build community

- Invite members (or prospective members) to share feedback

The best emails aren't a one-way street. Make sure recipients have a way to share ideas with you, like in a survey.



BEST PRACTICES

Build community

- Invite members (or prospective members) to share feedback
- Include links at the bottom of your email to your social media accounts

Make sure people know where they can connect with you to learn more and stay updated, like on social media or your website.



BEST PRACTICES

Build community

- Invite members (or prospective members) to share feedback
- Include links at the bottom of your email to your social media accounts
- Add upcoming events calendar

Remind people of upcoming events and make sure they feel welcome to join.



BEST PRACTICES

Generate something to talk about



BEST PRACTICES

Generate something to talk about

- Provide current members with resources to promote upcoming events

Flyers, talking points, etc.



BEST PRACTICES

Generate something to talk about

- Provide current members with resources to promote upcoming events
- Share Kiwanis videos and social media posts from [Kiwaniis.org/brand](https://www.kiwanis.org/brand)

Slow week or month? You can always share resources from [Kiwaniis.org/brand](https://www.kiwanis.org/brand).



BEST PRACTICES

Generate something to talk about

- Provide current members with resources to promote upcoming events
- Share Kiwanis videos and social media posts from [Kiwaniis.org/brand](https://www.kiwanis.org/brand)
- Use content from Kiwanis International

And you can also use anything you see in emails or social media from Kiwanis International, no need to even credit us! That content is free for you to use.



BEST PRACTICES

TRANSPARENCY

- Why are people receiving it?

Has anyone ever gotten an email and you're like, "What? Why am I getting this?"



BEST PRACTICES

TRANSPARENCY

- Why are people receiving it?
- Always create onboard campaign for new communications

If you're just starting a newsletter, or sending an email to a new or prospective member, include a paragraph at the very top explaining why they're receiving it and establishing expectations on frequency. For example, "Hello! You're receiving this monthly email newsletter because you recently joined the Kiwanis Club of Magic Kingdom. Welcome!"



BEST PRACTICES

TRANSPARENCY

- Why are people receiving it?
- Always create onboard campaign for new communications
- Be clear about unsubscribe options

Regardless of how you send your emails, people always have an opportunity to unsubscribe. (In many countries, it's the law!) And if someone hasn't opened an email from you in awhile (say, a month or two), feel free to reach out to them individually and let them know they're missed. If they reply that they can no longer be part of Kiwanis or no longer want the emails, promptly remove them from your list.



BEST PRACTICES

MEANINGFUL METRICS

- Open rates

So, for those of you using a program that tracks email data, what should you be looking for?

These 4 metrics:

First, open rates. This is the percentage of people who received the email who opened it.

This is where those subject lines are important!



BEST PRACTICES

MEANINGFUL METRICS

- Open rates
- Click-through rates

Second: Click-through rates, which refers to the percentage of people who opened the email AND also clicked on a link.

These two metrics often work together to give us an idea of where to improve: If open rates are low, that means our subject lines weren't strong enough, or that people weren't familiar with or trusting of the "Friendly From" name. (If they don't know Kiwanis, they might not open it.) If clicks are low in an email that has items to click on, that means people weren't interested in what we shared in the email.



BEST PRACTICES

MEANINGFUL METRICS

- Open rates
- Click-through rates
- Popular content

See what people are clicking on to learn more about what they're interested in.



BEST PRACTICES

MEANINGFUL METRICS

- Open rates
- Click-through rates
- Popular content
- Unsubscribes

Keep an eye on these to make sure they don't get too high. But what IS too high, exactly?
Well...



BEST PRACTICES

MEANINGFUL METRICS

- Open rates
- Click-through rates
- Popular content
- Unsubscribes

What's our industry benchmark?

Each industry has its own set of averages for these metrics, which gives us an idea of what our goals should be. For membership organizations and nonprofits, our benchmarks are:



BEST PRACTICES

MEANINGFUL METRICS

- Open rates: **>37%**
- Click-through rates: **>17%**
- Popular content
- Unsubscribes **<0.1%**

What's our industry benchmark?



GATHERING DATA

Biggest mistake we can make:



GATHERING DATA

Biggest mistake we can make:

Thinking vs. knowing



GATHERING DATA

Where can we find data?



GATHERING DATA

Where can we find data?

- Surveys
- Website analytics
- Social media
- In-person conversations

Resources





RESOURCES

Programs for mass emailing

- Best for sending to 100+ people, or when you want data on people's behaviors

If you're interested in using more sophisticated tools for your club emails, there are a bunch of programs out there you can try. Most have free trial periods, so you can see if it meets your club's needs, and some are cheap.



RESOURCES

Programs for mass emailing

- Best for sending to 100+ people, or when you want data on people's behaviors

Mailchimp (free version)

Campaign Monitor (15% discount for nonprofits, starts at \$9/month)

Here are two popular examples you may have heard of.



RESOURCES

Places to study the latest trends

- [HubSpot.com](https://www.hubspot.com)
- [FastCompany.com](https://www.fastcompany.com)
- [TechCrunch.com](https://www.techcrunch.com)
- [MarketingProfs.com](https://www.marketingprofs.com)

Looking for places to read more? These websites update daily with news about all sorts of digital trends, including emails.



RESOURCES

FASTCOMPANY f t @ v in

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EMAIL MARKETING



Why Inbox Inundation May Be The Best Fundraising Tactic For Nonprofits

- 06.24.19 | 11:01 AM
Women want to work for these 10 CEOs
- 06.24.19 | 10:51 AM
You can live-stream a stage adaptation of the Mueller Report tonight
- 06.24.19 | 8:00 AM
Bitcoin's comeback: At \$11,000, the cryptocurrency is up 170% this year
- 06.24.19 | 4:45 AM
Ravelry, a popular social network for knitters, places ban on Trump supporters
- 06.24.19 | 6:19 AM
This is Bill Gates's "greatest mistake ever"

In fact, if you go to FastCompany.com and search for "email marketing," the featured story is currently about email marketing for nonprofits!

Q&A



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