

RAISE MORE MONEY!



LEVERAGE EMAIL MESSAGES
TO YOUR SUPPORTERS

Maureen Wallbeoff: Firefly Partners

A BIT ABOUT FIREFLY...

Firefly Partners is a small & mighty consulting shop

- ⊙ We're virtual
- ⊙ We're savvy
- ⊙ We understand nonprofit business needs
- ⊙ We help you feel smart
- ⊙ We get results



TODAY'S AGENDA



- ① **Growing Your House File**
- ② **The Seven Deadly Sins of Email Messages**
- ③ **Building a Great Email Message**
- ④ **Key Email Metrics**
- ⑤ **Q & A**

LET'S TALK ABOUT EMAIL

As recipients: We hate it.

As senders: We hate it.



Email is most effective when it is used to:

- ① **personalize** communications
- ① **compliment** direct mail efforts
- ① **drive** people to take action on your website



GROW YOUR HOUSE FILE

- ① On your website
- ① 'Chaperoned' email to other lists
- ① In-person sign up
- ① List Buys
- ① In other electronic communications



SEVEN DEADLY SINS OF EMAIL

- ⦿ Bad formatting
- ⦿ Too many action items
- ⦿ Links that don't work
- ⦿ Typos
- ⦿ Long messages
- ⦿ Reading level too high
- ⦿ Boring content

Danger ,
Will Robinson!



BUILD A GREAT EMAIL MESSAGE

- ① Decide on the goal
- ① Brand your message
- ① Short, scannable paragraphs
- ① Personalize your content
- ① Make your 'ask' three times
- ① Test Test Test
- ① Report back on results



DON'T FORGET YOUR WEBSITE!

- ① Provide content on your website
- ① Link from top 10 pages
- ① Use images
- ① Report back on results



Children's Hospital Boston

life-changing care world-changing research

International Visitors

Request an Appointment

Directions

Search this site advanced search GO

ABOUT US FIND A SPECIALIST LOCATIONS CAREERS NEWS ROOM GIVING TO CHILDREN'S

Clinical Services

For Patients & Families

For Health Professionals

Research

My Child has: condition or treat GO
or find by letter: A-F G-L M-R S-Z



Small wonders

How Children's is rewriting what's possible in Advanced Fetal Care

Giving

GIVE NOW

Your gifts fund research and care that help children and families around the globe.

News & Events

H1N1 Information Center

Children's begins its H1N1 coverage. Check back often for updates.

"Outbreaks Near Me"

A free iPhone application from Children's lets you track and report disease outbreaks

Meet Our Patients



One mother's story

My son Aidan was born with a giant omphalocele, a defect in which the abdominal organs develop within the umbilical cord, outside of the abdomen.

Give to Children's Hospital Boston



Miles for Miracles

When you run, bike or swim, fundraise for Children's Hospital Boston in your next competition.

Did You Know?

Research

Breaking up a deadly duo

How HIV and TB pathogens partner to create a global health threat.

Study of galactosemia

The largest-ever study on this rare genetic disease has patients coming to Children's to help further research.

Just for Kids



KEY EMAIL METRICS

- ① Open rate
- ① Click-thru rate
- ① Forwards
- ① Forwarded opens
- ① Opt-outs
- ① Actions taken from your website vs. email



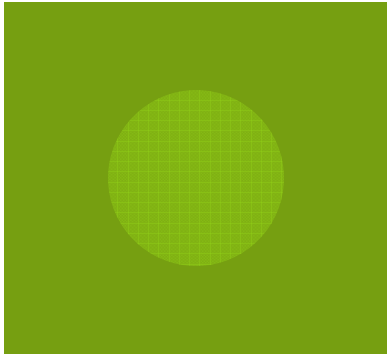
THIS SEEMS SO COMPLICATED!



CASE STUDY: CHILDREN'S HOSPITAL OF WISCONSIN

- ⊙ Matching Gift Challenge
- ⊙ Direct Mail Main Component
- ⊙ Technology Limitations
- ⊙ Client Eager to Test Online/Offline
- ⊙ Three Weeks From Concept To Launch





$\$1 = \2
Double Your Gift

Help children like Caitlin



[Learn more >>](#)

Your gift
saves lives.

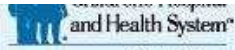
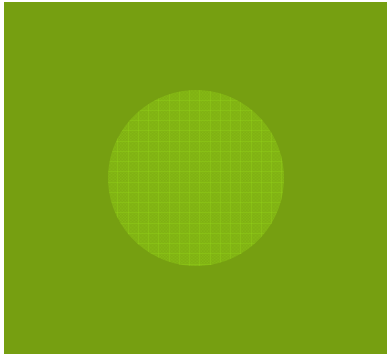


One of the busiest children's hospitals:

- 22,747 admissions
- 303,140 specialty outpatient or urgent care visits
- 59,984 Emergency Department/Trauma Center visits

Double Your Gift
Donate Now





About the foundation

Double Your Gift

Playroom of Hope

Donate online

Tribute recognition

Ways to give

Estate planning

Events

Shop to support us

Volunteer

Newsletters

Children's Miracle Network

*DONATE TODAY
to provide lifesaving
health care for children!*

**\$1 = \$2
Double Your Gift**



Double your impact - help save children's lives

Just imagine. Your donation of \$10 becomes \$20. A gift of \$40 becomes \$80.

There's no better way to show you care about keeping kids healthy and safe than donating today. Your generosity will be doubled to help twice as many children and families looking for answers and hope.

Thousands of children are turning to you to ask that you make a difference.

**Double Your Gift
Donate Now**

Our patients may be small, but their illnesses and diseases certainly are not. We need you more than ever to help prevent and treat children's illnesses and life-threatening conditions. Now your gifts to [Children's Hospital of Wisconsin](#) have twice the impact!

A generous friend of the hospital will match - dollar for dollar - every gift we receive by Saturday, Oct. 31, 2009, up to a total of \$50,000.

Please make a life-saving difference for ill or injured children and their families. **Donate today.**

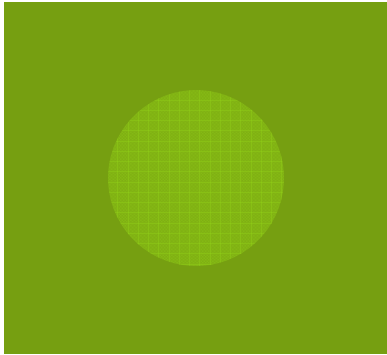


The aneurysm in Caitlin's brain was a ticking time bomb. A massive stroke - even death - were possible. **But thanks to caring friends like you, a skilled team of doctors, nurses and volunteers saved Caitlin's life.**

Your donation will go twice as far to help children such as Caitlin get back to playing, laughing and having fun ... back to just being kids! Please donate today!

[Find out more about how your gift will help.](#)





Dear <=<name>>

I'm so excited to share the news with you ...

A very generous friend has offered to match every gift we receive until October 31st! This means we can do twice as much to help children with serious illnesses and injuries.

You've been a good friend of Children's Hospital.
Today you can be a hero.
(DONATE BUTTON)

Our patients may be small, but their illnesses and diseases certainly aren't. You can help prevent and treat children's illnesses and life-threatening conditions. Your gift makes family-centered, loving care for children possible for Wisconsin's kids. Now your gifts to Children's Hospital can have twice the impact!

Imagine. Your gift of \$10 becomes \$20 ... a donation of \$40 becomes \$80 ... and so on. Your generosity will be doubled to help twice as many children and families looking for answers and hope. The need is urgent and we need to hear from you soon. Learn about the impact that you gift can have [link to "gift impact page"]

It only takes two minutes to help save children's lives, but this matching gift offer ends October 31st. Please help us make the most of it while we can!

[donation button]

Thank you so much for caring. And please share this email with your friends and family. You can help us do more for every child and family who needs us.

Thanks for your support,

[CHW person's name]



Q & A



CONNECT WITH FIREFLY

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THANK YOU!

