



eBook

7 Data-Driven Reasons to

CHOOSE EMAIL FOR YOUR
NONPROFIT OUTREACH



Your nonprofit needs a reliable way to reach supporters. Whether you're sending donation appeals, sharing your newest blog post, or explaining the impact of your latest fundraiser, an engaging marketing strategy is essential to keep donors excited about your cause and ready to give. But first, you'll need a strong foundation to power your communications.

Email can help your nonprofit lead a powerful marketing strategy that inspires donations and retains donors' support over time.

While email is less flashy than newer tech developments like social media algorithms and digital ads, this platform stands the test of time. Email remains the strongest platform in a crowded digital landscape by driving the highest ROI. In fact, email marketing delivers an average **ROI of 4200%**, or \$42 for every \$1 spent.

With data that proves its advantages, it's clear that **email has always been the best choice** for nonprofits looking to expand their reach and take their fundraising strategy to the next level.

While creating a strong email strategy takes time and experimentation, it's well worth the effort to help your organization achieve its fundraising goals.

Email has vast potential to engage donors and drive revenue, but most nonprofits are only scratching the surface of what they can achieve. How can your nonprofit optimize its marketing strategy?

With engaging, informative, and branded emails, your nonprofit can steward relationships over time and create a thriving giving community.

Email offers nonprofits a long list of benefits, from boosting online visibility to keeping donors informed about your latest fundraising efforts. Research shows that email can deepen your organization's impact and take your mission to the next level, all while skyrocketing your fundraising results.

This guide will cover data-driven reasons explaining why your nonprofit should use email as a primary marketing channel:

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Reason #1: Email is Cost-Effective

Your nonprofit understands the importance of budgeting. Between hosting fundraising events and providing invaluable services to the community, your organization uses its budget to the fullest to drive change. As a result, you'll need a cost-effective way to market your mission and rally support around your cause.

Email marketing is well worth the time, energy, and investment to reach supporters and encourage donations. For every \$1 spent, your nonprofit can expect a **\$42 return on investment**, or an average ROI of 4200%. This is higher than any other platform, including direct mail and phone, digital advertisements, and social media.

In fact, social media marketing had a significant decline in reach due to the complexities and business priorities of these platforms. Recently, Facebook rolled out an update to their algorithm that reduced pages' organic reach by **44% on average**, with some brand pages experiencing declines as high as 88%.

Unlike social media and other platforms, email reliably gets in front of your constituents and drives donations. In fact, **60% of consumers** say they've made a purchase directly from a marketing email, as opposed to only 12.5% of customers who said they'd consider clicking 'buy' on a social media advertisement.

With results you can count on, email has the inherent functionality to take your fundraising to the next level. Running effective email campaigns at scale is easy once you have the right email strategy, tech foundation, and contact list of passionate supporters. With these resources, you can motivate hundreds to thousands of donors to support your ongoing campaigns to make the world a better place.



Reason #2: Donors Prefer Email

Donors prefer hearing from their favorite nonprofits by email, making it your best choice to communicate with supporters and encourage them to increase their involvement in your nonprofit's journey.

Even with social media's flashy innovations, **61% of consumers** want brands to communicate with them over email because of its high degree of personalization and convenience. Regardless of the age group your nonprofit is targeting, email is the safest bet to reach donors with your messaging. **77% of people** from all age groups prefer email marketing over seeing promotional content on other platforms like Instagram or YouTube.

Emails are sent directly to your supporters' inboxes, making it simple for them to check your message on their own time. Plus, with people relying on email for work communications, your supporters are spending more time than ever refreshing their inboxes for new messages. It's estimated that the average person checks their inbox **15 times** per day, making it highly likely that donors will take note of your communications.

Donors are also more likely to act on email communications and donate. Overall online giving has **grown by 12.1% since 2021**, with email accounting for **15% of all online revenue**.

A strong donation appeal and well-written email can effectively turn casual readers into avid supporters of your organization, resulting in significant funds to power your nonprofit's mission.



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Reason #3: Email Helps You Reach Donors Quickly

When your organization is hosting time-constrained fundraising campaigns, you need a reliable way to communicate with donors quickly and ensure they see your messages. Out of all channels, email is the most effective way to reach donors shortly after sending your messages. In fact, **21% of emails** are opened within the first hour they're sent.

Plus, you can feel confident that recipients will receive your messages in their inbox within seconds of sending. This isn't the case with social media ads, which may or may not randomly appear on users' feeds due to unpredictable algorithms. Instead of waiting to be opened in a central location like email inboxes, social media ads may appear only once on potential supporters' feeds, and they'll often be scrolled past and never read.

Even if your busiest supporters don't get a chance to read your email immediately, it's more than likely that they'll take a look at it the very next morning. Studies show that **50% of people check their email** as their very first online activity of the day. Compare this to only 14.8% of users who check social media as their first online activity, demonstrating that email stands strong as the most popular and relevant communication tool for supporters.

Reason #4: Email is Used Worldwide

Email is a universally used platform, allowing you to expand your audience to people all over the world. The number of worldwide email users is expected to grow to **over 4.4 billion** by the end of 2024. With so many of your supporters using email, it makes sense to take advantage of the user convenience of this platform and reach donors where they already are.

Whether you're trying to reach donors nationally or abroad, email is the most effective way to communicate with supporters within and beyond your nonprofit's local community. **92% of the digital population** in the United States reported using email as a form of communication. Email's long-standing prevalence in digital society means that this number will likely grow, making it easier than ever to connect with donors.

Plus, you won't have to navigate through any complicated international rates, like with text messaging, to reach supporters around the world. With email, you can reliably reach anyone, anywhere—as long as they have Internet connection.

Finding these global supporters doesn't have to be difficult. By working with a consent-based acquisition source like [Care2](#), you can easily source email addresses of potential supporters with a proven interest in your cause. This will give you the stable foundation you need to accelerate your organization's growth and drive revenue.

Reason #5: Email Can Be Highly Personalized



Through the power of email segmentation, your nonprofit can create unique, one-on-one communication experiences with minimal effort. Whether you have hundreds or millions of supporters, you can easily group your supporters based on similar factors to craft highly relevant messages that are likely to resonate and prompt action.

For instance, you can segment donors based on the following criteria:

- **Donation frequency.** Target donors based on how often they give to your organization. For instance, if you have recurring donors that give an average of \$20 each month, consider sending them a targeted donation request to increase their monthly donation to \$30 a month. Or, create an email segment for donors that give just once a year requesting that they increase the frequency of their donations.
- **Donation recency.** Your organization may have donors that have been supporting your cause since the beginning, or donors that have just recently learned about your organization and gave for the first time. Consider creating a welcome journey for new donors so they can become more familiar with your nonprofit and how donations power your mission.
- **Donation amount.** Send targeted emails to donors based on how much they give to your organization. Specifically, group your donors by small donors, mid-level donors, major donors, and planned donors. This will help you create donation appeals that are highly specific to your different donors' giving capacities.

Segmented email campaigns produce **30% more opens** and 50% more click-throughs than untargeted email campaigns. As a result of personalizing your emails, you'll be able to more effectively relate to donors and motivate them to give to your mission, allowing your nonprofit to establish a reliable donation pipeline.



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Reason #6: Email Helps You Reach Mobile Users

Donors are spending more time on their phones than ever. In fact, it's estimated that the average American checks their phone **once every ten minutes**. Because email is inherently mobile-friendly, users can easily access and read your messages anywhere—as long as they have their phone in hand.

Catering to your mobile users has immense benefits and will deliver a higher ROI for your efforts. It's estimated that mobile devices account for about **60% of email opens**, meaning that more supporters will see your content and act on its messaging. Mobile emails also have a **65% higher likelihood** of bringing donors to your website, motivating them to donate and explore other ways to get involved in your mission.



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To optimize your email content for mobile users, keep the following qualities in mind:

- **Use eye catching and brief subject lines.** Mobile users will only be able to see a few words in the subject line, so avoid creating lengthy statements that will get cut off. Instead, create an engaging glimpse into your email's content that is accurate and encourages donors to open your message. It's recommended to include the most important information **within the first 30 characters** of your subject line so mobile users understand what they'll be reading.
- **Make the copy concise.** Lengthy emails can cause mobile users to lose interest in your messaging and click away. Ensure that your content is straightforward and focused on its main idea so donors can quickly understand its purpose and the next action they should take.
- **Format your images for mobile.** Your images should format to the size of the screen so users don't have to do too much pinching or scrolling to engage with your visual content. Plus, impactful images are more likely to grab mobile users' attention and help them emotionally connect with your mission.
- **Center your CTAs.** In your emails, you'll likely want to direct users to your online donation page, an event registration link, or another resource to encourage further engagement. Create bold call to action buttons and place them front and center in your emails so donors know what's being asked of them and can quickly take action.

Email's mobile responsiveness makes it easy for readers to engage with your content and become more involved in your organization's mission. As a result, you'll be able to drive higher click and open rates and get the most out of your email marketing efforts.

Reason #7: Email Lists are Easy to Grow

Building your email list over time is easy when you partner with the right provider. Backed by a consent-based acquisition source like Care2, you can expand your reach to passionate supporters all around the world. **Care2** can help your organization build a quality contact list with active users, ensuring that your emails are seen, read, and acted on.

Many organizations are quick to assume that social media is the easiest way to reach the largest audiences. However, because of social media's unpredictable algorithms and slow growth, your nonprofit may end up losing money on social media investments over the long term.

For example, Instagram accounts with fewer than 1,000 followers grow about **9.4% over a six-month period** on average, while accounts with 10,000 to 1 million followers grow at a rate of 16%. It can take a very long time to see tangible results with social media, and with complicated algorithms that are constantly changing, you can never feel confident that your content will be seen at scale, let alone convert meaningful portions of its viewers. Plus, it's impossible to guarantee the

quality or mission affinity of your follower lists since they're acquired organically over time.

Compare these challenges to email: It's possible to acquire large, clean, affinity-proven email lists that allow you to hit the ground running with highly targeted messaging.

This is where partnering with a consent-based acquisition source like **Care2** is an invaluable move. The experts at Care2 can deliver you fresh email lists carefully tailored to your mission so you can boost your ROI in no time.

Most nonprofits also work to collect email addresses organically through lead capture forms on their websites, creating a steady stream of incoming contacts for future outreach.



Email's Role in Your Marketing Strategy

Now that you understand the value of a strong email strategy, let's explore the different ways your nonprofit can use email marketing to advance its mission:

- **Create welcome email journeys.** A welcome email journey is a series of email communications sent over time to new donors or contacts. These emails help supporters learn more about your nonprofit's history, mission, and the projects you're currently working on to improve the community. As a result, you'll be able to retain new contacts' support and encourage engagement for the long run.
- **Solicit donations.** Email can be incredibly effective in demonstrating your nonprofit's need for donations and how these funds go back to power your mission. For example, you can use email to bring awareness to an upcoming project that needs donor support to take place. Utilize email to highlight your annual fundraising campaign, fundraising events throughout the year, and different ways supporters can give to create change.
- **Raise awareness.** Use email to bring awareness to the problem your organization is trying to solve. This will help supporters feel more passionate about your nonprofit and eager to get involved. For instance, consider sending links to educational resources explaining your cause and providing updates about your nonprofit's efforts to solve this issue.

Because of email's flexibility, you can use this platform in a variety of ways to meet your nonprofit's specific needs and audience's interests. As you begin sending emails, pay close attention to metrics like open rate, clickthrough rate, conversion rate, and unsubscribe rate. This will help you create a robust and continually evolving email marketing strategy bound to increase engagement and boost ROI.



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The Value of a Strong Email Strategy

A strong email strategy can drive your mission forward so you can hit milestone accomplishments. Email is pivotal in helping your nonprofit:

- › **Foster loyal relationships** with supporters so you can increase your donor lifetime value and establish a reliable donation pipeline
- › **Drive targeted action** from specific segments of your donor base to increase your donors' impact and fuel your fundraising strategy
- › **Keep donors consistently engaged** to rally support around your cause and increase momentum towards making your mission a reality

Your organization relies on the support of its donors. With a powerful email strategy and consent-based acquisition source on your side, you can create high-performing marketing campaigns that will inspire supporters and deepen your impact.

*Are you missing out on increased email revenue?
Try [Care2's Email ROI Calculator](#) to measure the current value of your email list!*

Wrapping Up:

Email as an Invaluable Asset

If your nonprofit is ready to gear up its marketing strategy, you'll need to prioritize email.

Email is the best way to quickly energize support and drive donations so you can meet your goals. Backed by data, email stands out in a crowded fundraising landscape for its universality, reliable ability to drive fundraising results, and flexibility to meet your needs.

To add email to your marketing toolkit, you'll need a quality contact list. The email marketing experts at **Care2** can give your email strategy the foundation it needs to succeed. With fresh email addresses from people interested in your cause, you can mobilize support in no time.

Contact us today to learn more about Care2's offerings and how you can take your ROI to the next level.



Effective emails can quickly rally support and maximize your ROI — but only if you're working with a high-quality contact list!

We can help.

**LEARN MORE ABOUT
CARE2'S SERVICES**