THE ULTIMATE NONPROFIT WELCOME SERIES TOOLKIT

A good first impression goes a long way...

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How To Use Your Care2 Nonprofit Email Welcome Series Kit

Why Use A Welcome Series

Congratulations, you've got new email subscribers who are passionate about your cause. Now it's time to properly introduce them to your nonprofit with an email welcome series.

Why use a welcome series? Because you only get one chance to make a first impression. Dumping a subscriber into your list with no explanation or recognition can be jarring, or worse, annoying. You do not want to annoy a new subscriber!

The welcome email may be the single most important email you send. Welcome emails are **four times more likely to be opened**, and **five times more likely to get click throughs**. A well-executed, well-timed welcome series can help you cultivate a healthier, more active email list, with more opens, more actions and fewer unsubscribes.

Sounds good, right! So, are you ready to make a great first impression and set the stage for high future engagement?

This **Email Welcome Series Kit** will help you give newcomers the special attention they need, gently welcome them to your work, and engage them more deeply in your mission.

Let's get started.

First, Let's Talk About Tone & Perspective

The most successful supporter communications put the supporter in the hero role, not the nonprofit. They flip perspective from "we" to "you," and consistently show supporters the impact of their actions.

They speak directly to supporters, not as a faceless list, but as a person. Try this: read your communications out loud to another person. Sound inspiring, personal and direct, or institutional, impersonal and vague? Go for the personal tone...it may take some practice but the impact it can have on your communications will be profound.

Practically speaking, here's what supporter-centric tone and perspective look like:

Example

[nonprofit -focused] In 2014, we rose up to defend nature's gifts – our wildlife, our waterways, our treasured lands – for now and for generations to come.

[supporter-focused] In 2014, friends like you joined together to defend nature's gifts – our wildlife, our waterways, our treasured lands – for now and for generations to come.

Example 2

[nonprofit-focused] Well, we've done it again. In the first few months of 2015, we've racked up impressive wins for moms and families. Our hard work and perseverance are paying off!

[supporter-focused] Well, you've done it again. In the first few months of 2015, members like you played a key role in many impressive wins for moms and families. Your hard work and perseverance are paying off!

See the difference? Feel the difference? Your supporters do.

For more on mastering the art of storytelling and donor-centric communications, check out Care2's free webinar "Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future" (care2services.com/care2-webinar-winning-story-wars).

When Should I Send These Welcome Emails?

Launch your Welcome Series within one week of receiving your Care2 acquisition file, within a day or two if you can. Some organizations prefer to send one email per week; others find that spacing welcome messages every two weeks works better.

Make sure to measure, to see what kind of timing and content is right for your organization.

How Many Welcome Emails Should I Send?

We recommend sending three welcome emails, organized as follows:

Email 1: The Offer

This first email warmly welcomes new subscribers, and gives them something useful or helpful, like:

- Top resources from your website
- Your best blog posts
- Downloadable white paper or ebook
- Mobile app
- Discount
- Video

*A sample **Welcome Email** is included in this kit.* (NOTE: In the Sample Welcome Email, we've included a "soft ask," a call for donations in the P.S. for people who may be inspired to give right away. Don't be afraid to use this soft ask...you might be pleasantly surprised!)

Email 2: The Engagement

This email warmly welcomes new subscribers into your movement or community, and gives them something useful or helpful, like:

- Sign a pledge or petition to help advance the values you care about
- Take a survey. Your input will help shape our agenda and make Org. X a more effective champion for the issues you care about.
- Take a quiz. Test your knowledge and learn interesting facts.
- Volunteer your time and become a special part of our front-line efforts to win this fight.
- Connect on social networks like Facebook, Twitter and Instagram to meet other caring people, get breaking news first and see moving images of the things we are fighting for.

*A sample **Survey Email** is included in this kit.*

Email 3: The Ask

This email asks new constituents to deepen their commitment with a donation. Feel free to adapt your most successful e-appeal language for these new constituents.

A sample ***E-appeal Email***, 2 copywriting lists — ***Go For It: 101 Ways to Ask for a Donation [p.13]***, and ***You Had Me At Hello: 55 Ideas for Strong Leads and Smooth Transitions [p.16]*** — and 2 real and successful e-appeals are included in this kit.

Feel free to mold and shape the sample copy for your specific nonprofit. You may want to mix things up, play with the order of the emails, or try an engagement technique not listed here.

Go for it! There's more than one path to success. **The five most important things to remember when deploying a welcome series:**

1. Deploy the Welcome Series as soon as possible.
2. Automate the series so you never forget an email.
3. Suppress new subscribers from your regular stream of communication until they have received all the emails in the Welcome Series.
4. Measure opens, clicks, conversions for each email, and make improvements to the series every few months... at least once a year.
5. Track your new acquisition segment in fundraising and advocacy campaigns. (Some nonprofits do this for years to help them gauge return-on-investment.)

Good Luck

Be sure to tell us what you think of the kit

findmypeople@care2team.com

For advocacy organizations, Care2 recommends sending another advocacy email (like a petition or pledge) early in the welcome series, as email 1 or email 2. Since advocacy emails vary so widely, we skipped sample email copy. Instead, use the helpful copywriting list, ***Action: 101 phrases to use in petitions, pledges and other advocacy emails [p.11]***

Email 1, "The Offer"

This is the first email in the Welcome Series. It should give subscribers something useful, helpful, even delightful! Suggestions include, but are not limited to:

- Top resources from your website
- Tips
- Downloadable white paper or ebook
- A mobile app
- Fan favorite blog posts or articles
- Discount
- Introductory video
- Ecards

Subject Lines *(choose 1)*

This first email warmly welcomes new subscribers, and gives them something useful or helpful, like:

- Welcome to [insert org name] – Getting Started
- Welcome to [insert org name] – Let's get started!
- Welcome to [insert org name] – Important information
- How to find what you need at [insert org name]
- Welcome! We're glad to have you with us
- Welcome to [insert org name] – We're glad you're here
- Welcome to the [insert org name] community!

Preheader *(keep short)*

- Thank you for taking action
- Friend and follow!
- Friend and follow!
- Join our community on Facebook and Twitter

Your "From Name"

To: Potential Donor

Headline

Welcome to [insert org name]!

Body

Hello,

Welcome to [insert org name]! It means a lot to us that you took the time to get involved in [insert your issue] on Care2.

We are excited to work with you to [insert simple mission phrase, e.g. "end hunger in our community" or "provide dignity, mobility and friendship to seniors in New York State."] We have so much to do!

Here are a few things to get you started [choose 1-3 "offers;"]:

- Watch Our Video: [insert short description]
- Download Our App: [insert short description]
- Explore: [insert short description]

Thanks again for joining us – we're looking forward to changing the world with you,

--The [insert org name] team

P.S. As you learn more about us, please remember that you make this work possible [link to a donation page]. Thank you!

Footer

Connect with us:

Note: underlined words represent hyperlinks

Dear Friend of WWF,

Our planet faces many big conservation challenges. Deforestation, overfishing, illegal wildlife trade, and climate change threaten animals and people all around the world.

No one person or organization can tackle these challenges alone, but together we can.

All of us—you, me and everyone else who stands with WWF—are solving the world's greatest environmental problems. **Together, we protect amazing places and species around the world.**

We can give a voice to all animals and be the heroes that nature needs.

Together, we are speaking up for rhinos, tigers, and elephants by committing to put an end to illegal wildlife trade. Pledge to do your part to ensure a future for people and vulnerable wildlife on our planet.

Make a commitment to come together with us and find lasting solutions to the most critical problems threatening the diversity of life. Sign the pledge today to speak up for the Earth.

St. Jude Children's Research Hospital

Find Out More

Thanks for signing up

Thank you for your interest in St. Jude Children's Research Hospital. By signing up with Care2 for email from St. Jude, you'll receive regular updates with patient stories, hospital discoveries and ways to help.

St. Jude is where doctors often send their toughest cases because St. Jude has the world's best survival rates for some of the most aggressive childhood cancers. And, families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

Thank you for joining the St. Jude family!

Find Out More

Email 2, "The Engagement"

Subject Lines ***(choose 1)***

- Tell us what you think
- Help guide our work with this survey
- Very Quick Survey
- Can we get your input?
- Your opinion matters to us
- We want your opinion
- SURVEY: What do you think?
- VERY SHORT SURVEY: Help guide our work

Preheader ***(keep short)***

Your feedback matters.

Your "From Name"

To: Potential Donor

Headline

What's important to you?

Body

Hello,

Supporters like you are the heart of [insert org name]. Your feedback is very important to us!

Please take this very short survey to help guide our work.

[Consider adding a sentence about on how you plan to use the information in the survey.]

The survey will take less than 5 minutes of your time. We value both your privacy and your candor, so responses are anonymous.

Thank you for your time and feedback.

Sincerely,

[insert name, title, org name]

Footer

Connect with us:

Note: underlined words represent hyperlinks

Survey Questions

1) Which of the following statements best describes why you support [insert org name]? (Choose all that apply)

[insert org name] is [leader in]

[insert org name] is [effective at]

[insert org name] is

All of the above

Other – please specify

2) Which of these topics are you most interested in hearing about?

List 5 or more topics

3) Which issue is the highest priority for you?

List 5 or more topics

Please share other comments and priorities you would like to see us focus on:

[Some nonprofits like to add demographic questions in their supporter surveys, such as age, gender, location, etc. Only add demographic questions if you intend to do something with the data.]

A better future for farm animals

COMPASSION in world farming

YOUR CHANCE TO CHOOSE

Dear Sharanya,

As Christmas approaches, your goodwill to farm animals fills me with hope. This year you've fought inhumane slaughter festivals, got more animals out of cages and successfully opposed farm animal cloning. You've proved – again and again – that when you act, you transform the lives of animals.

So, what will you change next? This Christmas you can choose which farm animal injustice you'll fight next by donating to one of the key Compassion campaigns below.

SPEAK OUT FOR FARM ANIMALS WHERE THEY NEED IT MOST

STOP CRUEL SLAUGHTER AND LONG DISTANCE LIVE TRANSPORT

PUT ANIMAL WELFARE AT THE HEART OF THE FOOD INDUSTRY

END THE CAGE AGE FOR EUROPE'S FARM ANIMALS

Will you choose to:

- **hold the world's most influential food companies to account?**
- **propel Europe towards the End of the Cage Age for ALL farm animals?**
- **put the brakes on cruel slaughter and long distance live transport?**

If you can't choose, or would prefer not to, let Compassion

CHRIS

As one of our most active members, we want to hear your thoughts on the Presidential Race ahead of tomorrow's Democratic Debate.

END CITIZENS UNITED

PRESIDENTIAL CAMPAIGN QUESTIONNAIRE

CHRIS BURLEY

PARTICIPANT: #2094842

REPLY REQUESTED

We're only inviting a few of our best supporters to participate -- so we need you to be one of them.

Please take 1 minute to complete our short questionnaire today:

Take the questionnaire >>

http://act.endcitizensunited.org/Questionnaire

Thank you!

-EndCitizensUnited.org

Email 3, "The Ask"

Subject Lines ***(choose 1)***

- You're invited to become a member
- Deepen your commitment
- Invest in this movement
- Join us. Become a member.
- You make our success possible
- You make our work possible
- We can't do this without you
- Bring good to the world
- Stand with us now
- Do your part
- Are you in?
- Together

Preheader ***(keep short)***

Will you help?

Your "From Name"

To: Potential Donor

Headline

Join us.

Body

Dear [first],

Thank you again for joining our community and for showing your support for [insert issue].

[Add 1-3 sentences that make the case for giving NOW.]

Will you make a difference for [insert beneficiary, i.e. "abused animals," "adults struggling with mental illness," or "families in your community"] with a donation to [insert org name]?

Your gifts [describe what the donor's gift will do, e.g. "give families at risk the help they need and deserve" or "protect our precious drinking water from industrial pollution"]

You can bring so much good to this world!

[first], will you help? Will you donate today?

Any support you can give is greatly appreciated.

With gratitude,

[insert name, title, org name]

DONATE NOW

Things are finally looking up for more than 160 dogs and cats from Wednesday's rescue.
Be a hero for animals like them with your special year-end gift today.

View this message on our website.

Celebrating 60 Years

THE HUMANE SOCIETY OF THE UNITED STATES

Dear Friend,

Last Wednesday our Animal Rescue Team was in Ohio, assisting with the rescue of more than 160 dogs and cats from a suspected neglect situation.

This was an especially horrific scene, according to our rescuers, who have through the years seen flashes of the worst of humanity.

Many of the dogs had been left to scavenge their meals from rotting deer carcasses. There were animals with severe eye and ear infections, flea and tick infestations, untreated wounds and mange. One of the dogs was missing an eye, another had a broken leg.

Please make more lifesaving work for animals possible by making your special holiday gift today -- because when we work together, animal cruelty cannot hide.

Our fight can often be an uphill battle. But we're always ready to take on the biggest challenges facing animals today.

We'll work to end cruelty on factory farms, support alternatives to testing on

USA for UNHCR
The UN Refugee Agency

DONATE

Dear Caroline,

Thank you for your loyal support as a dedicated monthly donor to USA for UNHCR.

This season, I want to invite you to incorporate USA for UNHCR into your holiday giving – it's a simple but powerful way to honor a loved one and make an even bigger difference for children and families in need.

Your gift in honor of a loved one can do so much. It can bring warm blankets, cookstoves and even a safe place to sleep to people who have little left. There's no greater gift to give than one that can bring hope for a brighter future to families and children in desperate need.

Here's how it works:

1. **Make a gift to USA for UNHCR through our special holiday giving page.**
2. Download and print one of our beautiful card designs to give to that special someone, letting them know a lifesaving gift has been made in their honor.
3. Your donation will go directly to help refugees most in need of lifesaving assistance this winter.

Now is a perfect time to show your loved ones how much they inspire you every day. **Show your appreciation for those who matter most to you by honoring them with an urgent gift that can help save a life.**

The holidays can be magical for children here in the United States, but for refugees from countries like Syria, Iraq and Lebanon, winter can be a frightening and dangerous time.

Now, children need warm clothes and heat in their homes. Sometimes, they live in makeshift shelters that can't even protect them from the freezing rain, and many times their parents don't know where their next meal will come from.

But, there's hope.

Gifts that seem so simple, **gifts you can give through USA for UNHCR right now – a warm fleece blanket and bedding ($50)...a stove to cook on ($100)...coats, sweaters, hats, and scarves for an entire family ($200) –** can comfort a frightened, traumatized child and protect him or her this winter.

Thank you for bringing hope and comfort this holiday season and throughout the year.

You Had Me At Hello: 55 Ideas For Strong Leads And Smooth Transitions

Leads

1. This is huge news.
2. No one wanted it to come to this.
3. I'm still in shock over...
4. This just actually happened.
5. I just got off the phone with...
6. It's not luck - XYZ happens because people come together and work their tails off.
7. It seems that we've ruffled some features.
8. You are among the first...
9. Let's face it...
10. I wish you could have been with me when...
11. I can't get this image out of my mind.
12. I've just returned from...
13. I want to tell you the story about...
14. You won't believe it.
15. I have exciting news for you!
16. I want to share a recent experience with you.
17. It's hard to believe, but...
18. I have a secret.
19. Let's be frank.
20. If you've seen the recent headlines, you're well aware...

Transitions

21. Really?
22. Here's why.
23. But that's not all.
24. Best of all,
25. Think about it.
26. The truth is,
27. One thing's for sure,
28. And there's more.
29. Enough is enough.
30. It's now or never.
31. But wait, that's not all.
32. Let me explain.
33. Seems hard to believe, right?
34. That's why...
35. That's what XX is all about.
36. Now is the time to...
37. Just imagine...
38. It's sad but true.
39. It's clear that...
40. The truth hurts.
41. I know this isn't pleasant...
42. Ask yourself...
43. Now that you know...
44. Here's why this matters.
45. The fact is...
46. That's right...
47. I won't mince words.
48. That's why we can't back down.
49. We can't stop now.
50. Here's what going on right now.
51. I'm sure you agree.
52. You're not alone.
53. Yes, you read that correctly.
54. The stakes couldn't be higher.
55. Does that seem fair to you?

Action: 101 Phrases to Use in Petitions, Pledges and Other Advocacy Emails

Subject Lines

1. Signature needed:
2. Sign the petition:
3. Sign now:
4. Sign this:
5. Sign please:
6. PETITION:
7. Add your name:
8. Please sign:
9. SEND THIS MESSAGE: TELL [X]:

Phrases

10. Amplify their message
11. As many as us as possible
12. Assault
13. Attack
14. Back down
15. Back off
16. Beef up
17. Before it's too late
18. Blatant
19. Blitz
20. Block
21. Boldly show
22. Catastrophic
23. Deeply cynical
24. Deeply undemocratic
25. Defend
26. Demand that X acts
27. Does this sound right to you?
28. Don't give up now
29. Dramatic
30. Drastic
31. End this
32. Even the odds
33. Expose
34. Fight back on every front
35. Final showdown
36. Fix this
37. Fundamental right
38. Hijacked
39. Hold them accountable
40. I have good news and bad news.
41. If we can get enough of us in support of xx, we can beat back any efforts to
42. If we don't act
43. If you believe
44. If you're fed up
45. Irreplaceable
46. Irreversible
47. It's hard to imagine
48. It's more important than ever
49. It's not over
50. It's time to push back
51. It's time to put a stop

Action: 101 Phrases to Use in Petitions, Pledges and Other Advocacy Emails *(cont'd)*

52. It's well past time
53. Last ditch effort
54. Let's make a massive push
55. Loophole
56. Now is the time
57. Outrageous
58. Pressure xx to do xx
59. Prevent
60. Protect
61. Push back now
62. Put an end to
63. Refuse
64. Rein in
65. Ripple effect
66. Running out of time
67. Sabotage
68. Safeguard
69. Seize the momentum
70. Show that we will not stop fighting for
71. Silence
72. Snuck in
73. Speak out against
74. Speak out in support of
75. Stand strong against
76. Stand with
77. Standing up for
78. Step in
79. Step up
80. Stop this
81. The math is simple
82. The truth is
83. Time to make some noise
84. Tomorrow is too late
85. Turn up the volume
86. Unacceptable
87. Unbelievable
88. Unimaginable
89. Unthinkable
90. Urge them to act
91. Use your power
92. We must act now
93. We must show XX that there is overwhelming support for
94. We need to orgnize a firewall
95. We need to speak loud and clear
96. We won't tolerate inaction any longer
97. We won't turn our backs on
98. What you can do to
99. Widespread
100. Write your letter right now

Go for it: 101 Ways To Ask For A Donation

1. Chip in immediately.
2. Your support will have the same effect.
3. There are people like you.
4. Together we are a powerful force.
5. So many people have a stake in your active support and participation.
6. What you do today is so very vital.
7. Don't wait another minute to act.
8. Act on your convictions today.
9. Make a gift of support to declare where you stand.
10. Reaffirm your commitment to...
11. Fortunately, there is something you can do about it.
12. We're knocking down the barriers to...
13. Please continue your strong support of our efforts.
14. There are X across the X right now who are counting on you.
15. Make our movement more powerful.
16. A strong will is not all it takes to survive.
17. To be able to X like this requires money.
18. Thousands have taken a stand. Now we need you.
19. Every X that we provide - with your help - is a powerful message that the world still cares.
20. Light the way.
21. This grassroots movement has always been funded by people chipping in what they can, when they can.
22. You can be that hero today.
23. Defend X.
24. Donate now to help save them.
25. Chip in $X or more.
26. Give the gift of the aquarium/museum.
27. Be part of this heroic history.
28. We've always relied on grassroots supporters to step up.
29. Help us reach our goal, person by person.
30. Support this lifesaving work.
31. With your gift we can take it to the next level.
32. Do your part.
33. Bring good to this world.
34. If you have been waiting for the right time to make your first gift to X, this is it.
35. It's a reminder of what we're up against, and why we urgently need your support.
36. If you believe that X, then invest in this movement.
37. Keep the momentum going.
38. Don't give up.
39. Become a X donor and give this movement the boost of energy it needs.
40. Keep fighting.
41. Make your move.
42. Don't sit in silence.

Go for it: 101 Ways To Ask For A Donation *(cont'd)*

43. Your gift will give us the resources we need to...
44. Step up right now.
45. Stand with us now.
46. Now is the time to stand up.
47. Can I count on you to step up to the plate?
48. Help us fight back.
49. Let's finish strong and make it count.
50. Won't you please help us put a stop to this insanity by making a generous donation right away?
51. Show them how hard you are willing to fight.
52. Donate now to help us do even more.
53. Be there for X in the final stretch.
54. Do this one thing right now.
55. Are you in?
56. It's not over.
57. Help us answer the call for X in need.
58. I urge you to meet this moment.
59. We still have so much more to accomplish.
60. These families need more help — your help.
61. We need every single one of you on board right now to reach our goal of X.
62. To unleash the extraordinary achievements of tomorrow, we need your investment in this movement today.
63. Your generosity makes X work.
64. Join the ranks of...
65. If X people join the campaign now we'll make our goal. I'm hoping you'll be one of those people.
66. You can help so many people with your gift.
67. I want you by my side at this critical time.
68. With you by our side, we can continue to X.
69. We need the full weight of this community behind us right now.
70. Ignite a moment of hope.
71. We can't let this happen again.
72. Fund the X.
73. Help us build a new future for X.
74. We need all hands on deck right now.
75. Change a life.
76. X needs a voice. Please make an urgent donation to X.
77. Let's keep up the momentum.
78. You, too, can be a part of this chain of generosity when you invest in X.
79. When you invest in X, you help fulfill a dream, a basic human desire for dignity.
80. Make more birthdays.
81. Help us get there.
82. Partner with us by giving a gift today.
83. Help us get out the facts to more people.
84. Rescue a life.
85. Join me and become a member.
86. Deepen your commitment to this cause.
87. Help us send a huge message with your gift.
88. We can't do this without your support.
89. Let's show X that we're not giving up.
90. Your gift will make sure we are there for you.

Go for it: 101 Ways To Ask For A Donation *(cont'd)*

91. Your gift will help us keep the pressure on.

92. Strike back and make it count.

93. Count me in.

94. We need your help to prepare for the tough road ahead.

95. Please support this urgent effort.

96. Help us be there wherever we're needed.

97. Together we defend one and all.

98. The gift you give right now.

99. We need to raise $X so we can hit the ground running in X.

100. Your generosity keeps our X strong.

101. Your gift can make the difference between X and X.