



eBook

What Your Email Marketing

IS LEAVING ON THE TABLE

3 ways to maximize your email fundraising strategy >



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only 5%
want to hear from brands
through social media



61%
of respondents want to hear
from brands via email

Page One

Introduction

Email marketing has never stopped being the primary avenue through which nonprofit organizations engage their audiences. While social strategies may generate buzz, **email is where real engagement happens.**

According to a 2017 Adobe survey, Americans spend an average of 5.4 hours each day checking email while watching TV, doing work, eating dinner and even working out.¹ **Sixty-one percent of respondents said they wanted to hear from brands through email**, while only 5 percent said the same for social media.

Email is an incredibly active channel, which makes it a valuable one for marketers. In 2017, **each usable email on a list was worth \$13.324 in annual revenue.**² This figure can help justify investments in organically growing your list and programs that nurture and grow relationships with existing supporters.

There's more value than ever in email, and nonprofits can do more to unlock it with innovative approaches to how they craft and send emails.



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What's email marketing worth TO A NONPROFIT?

Defining the value in email marketing isn't solely a matter of ascribing a dollar amount. There are a wealth of intangibles that place it above other channels:

- Email is **largely preferred** by consumers and donors.
- Email can provide a **highly personalized experience** that recipients appreciate.
- Email is easily **automated, tested and tracked** for valuable, low-touch insights.

Emails have a built-in audience, but social takes time to cultivate a following. Be aware, you're renting an audience with social, paying each time you want to re-engage a follower. People can read emails whenever they have the time. Social happens in the moment. And these benefits are rarely realized in other channels, including direct mail, news feeds, telephone fundraising and face-to-face canvassing.



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WHAT FACTORS GO INTO measuring the value OF AN EMAIL ADDRESS TO A NONPROFIT?



Before moving forward with a campaign, nonprofits must establish how valuable email is to them by asking a few questions:

Like any other organization, nonprofits work from a budget. Email has its costs, but its return on investment is what makes it so attractive. The definition of value, however, will vary between nonprofits.

- Is fundraising taking place exclusively through existing email lists? Or are other sources incorporated?
- Are there different email lists for advocacy and fundraising? Are they kept siloed, or are they integrated for the purposes of email marketing?
- Are we measuring the value of emails based on total donations raised through email marketing or by the cost per acquisition? Are we accounting for the value of actions taken, social shares and other engagement via email?



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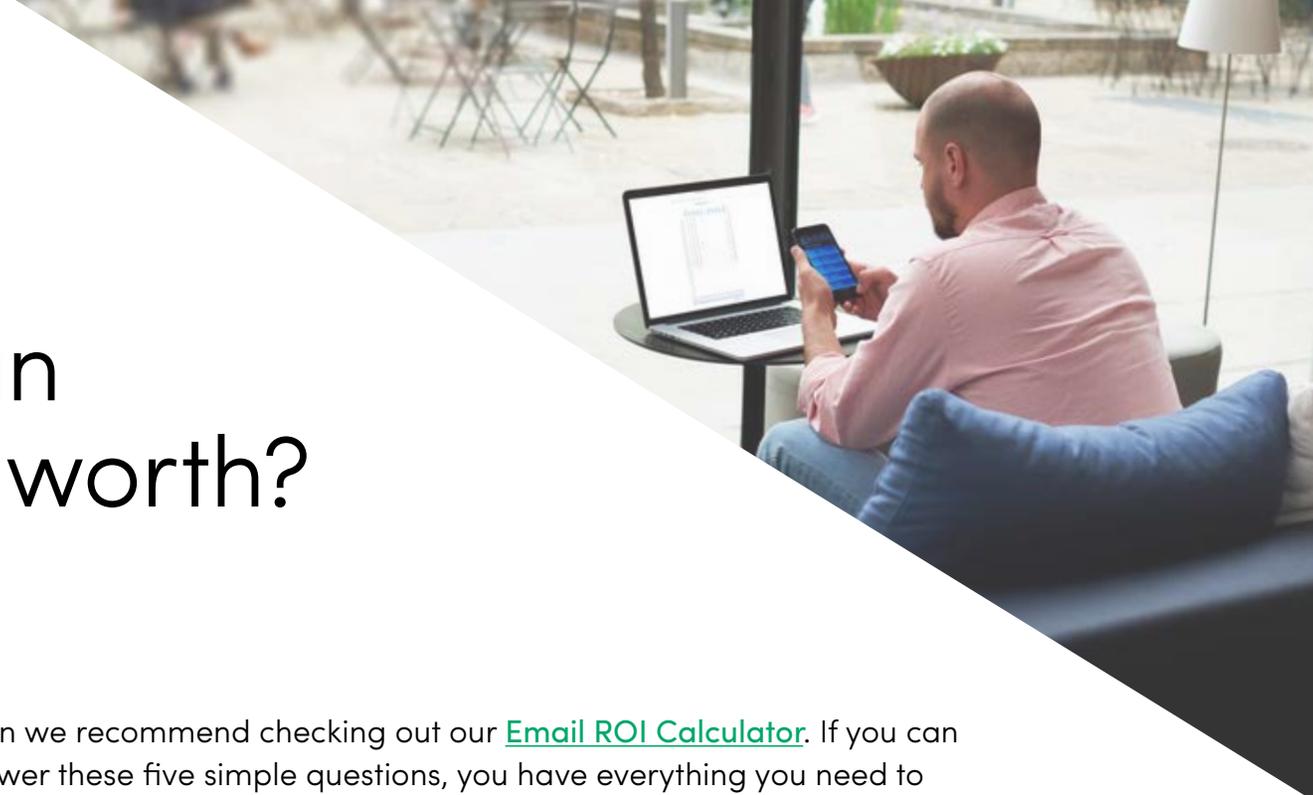
How much is an email address worth?

PART 1

Is your organization struggling to factor in the many variables at play when calculating the value of your email addresses?

Then we recommend checking out our [Email ROI Calculator](#). If you can answer these five simple questions, you have everything you need to calculate a clear dollar value per email address:

- How many email addresses are on your list?
- How many email appeals do you send each year?
- On average, how many donations do you receive per email appeal?
- What's your average donation size?
- What percent of your list goes inactive or unsubscribes each year?





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How much is an email address worth?

PART 2

Our [Email ROI Calculator](#) also helps you avoid many of the common mistakes that people fall into when tabulating ROI. For instance, forgetting to factor in the lifetime value of a subscriber can make cost per email address seem unjustifiable, whereas omitting drop-offs altogether may paint a rosier picture than what is real.

Each variable above is crucial to reaching the most accurate calculation of ROI. Inputting those values is important in itself, but just collecting them in the first place is beneficial. It may, for instance, demonstrate to nonprofits that they're not doing enough to get the full value out of their email lists.

Each variable above is crucial to reaching the most accurate calculation of ROI.



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What can you do to increase the value of your emails?

PART 1: EMAIL INNOVATION

After uncovering the value of the email addresses on your list, what can you do to increase that value?

Start by focusing on these three core components:

33%
email marketers
may be blocked or
marked as spam



Deliverability: Are you actually reaching your audience? Around one-third of email marketers face at least some challenge in being blocked or marked spam.³

Engagement: When you reach your audience, are you resonating with them? KPIs can show if your open rate is deceiving and readers are only scanning messages, not acting on them.

Hygiene: Are you protecting your campaign by maintaining your email list properly? Ridding lists of outdated, inaccurate and toxic addresses can make a world of difference in an email campaign.



While email marketing may be the most preferred and used channel, you should still combine email marketing with other channels to round out your campaign.



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PART 2: SOCIAL COLLABORATION

The clear opportunity for nonprofits is collaboration between social and email. Email is useful for conducting outreach and communication that may be out of place on social. You only have so many Twitter characters to work with, and a long-winded Facebook post is unlikely to draw much attention. But by blending the advantages of the two, nonprofits can concoct a comprehensive strategy.

Social ads, for instance, can be used to amplify the message delivered through email. They're not terribly effective when dropped into a huge audience, but sponsored messages aimed at target donors can push them further along toward action.



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PART 3: FIND A TRUSTED EMAIL SOURCE

A nonprofit can do everything right when it comes to email marketing, but if it's working from an email list that is limited, inaccurate or not representative of its audience, it can only go so far. At the same time, amassing a suitable number of addresses can take time, money and resources that not every nonprofit can commit to.

The best email acquisition sources offer fixed cost per lead and guarantee that all addresses work and are new

to file. While it's possible to acquire emails from Facebook and other online platforms, these sources do not offer such guarantees, meaning nonprofits have to do a lot more work and end up getting lower value at a higher cost.

By working with a partner who can deliver fresh, engaged and nontoxic email addresses, you can increase the value nonprofits derive from email marketing.

If you're looking for that partner, contact [Care2](#) today.



SOURCES

¹ <https://theblog.adobe.com/consumers-are-still-email-obsessed-but-theyre-finding-more-balance/>

² https://hello.blackbaud.com/rs/053-MXJ-131/images/2017-Luminate-Benchmark-Report.pdf?mkt_tok=eyJpIjoiT0R-BeU9UazBZemRoWWpFMClsluQl4Z-0FLNjl6ODMwQTZuQllrREgwek45N-VvwOHJmeGkwR3JBMUZielVURmt-mOHJYV2ZQNmFDR041bDhXTUxONGtqVG-grTUN0WmhlbERSaFRsVGhRZFh6TmJ6dE1j-dTUwUEV0cGRKZmOUeJYXC92dVNwRnd-VOGtRkXNmM3dZakhWNFcyln0%3D

³ <https://litmus.com/blog/the-best-of-the-2017-state-of-email-survey-research-series>



www.care2services.com/contact-our-nonprofit-services