



TOP EMAIL TIPS FOR EOY FUNDRAISING SUCCESS

Our essential tips for email appeals that garner increased gifts during your end-of-year campaign.

ESTABLISH YOUR TIMELINE

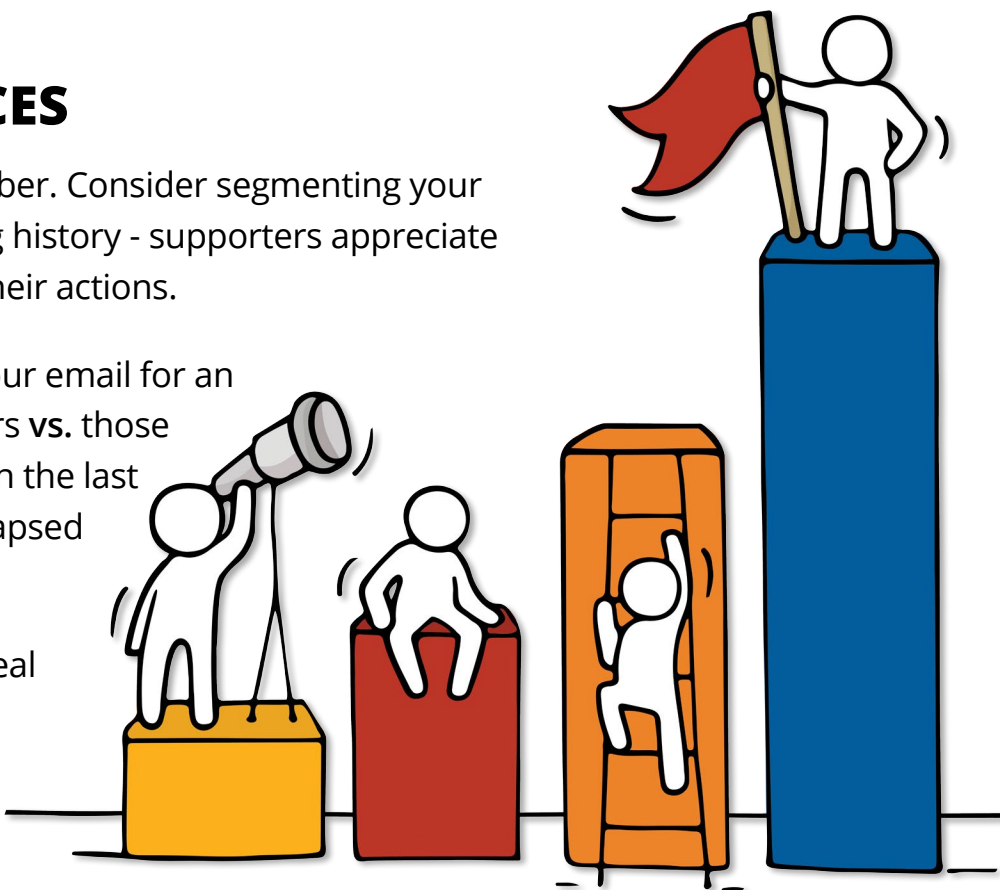
- When does your EOY campaign officially begin and when does it end?
- Make this clear to your staff, board members and volunteers, too - they are all part of the effort.
- Is there a matching gift opportunity during the campaign? If so, is it for a limited time or the full duration? Clarify all dates and times in your email appeals!

GET EVERYONE INVOLVED

- Give early notice of your campaign to your staff, board members, volunteers, and your most dedicated supporters.
- This is a team effort, so some of your appeal emails can be written from the perspective of a board member, a long-time donor, or a volunteer. There are no limits! It's about getting supporters to see why YOUR mission matters and why they should give to your organization this giving season.
- Encourage your board members, staff and volunteers to share their love of your mission with their friends and family on social media!

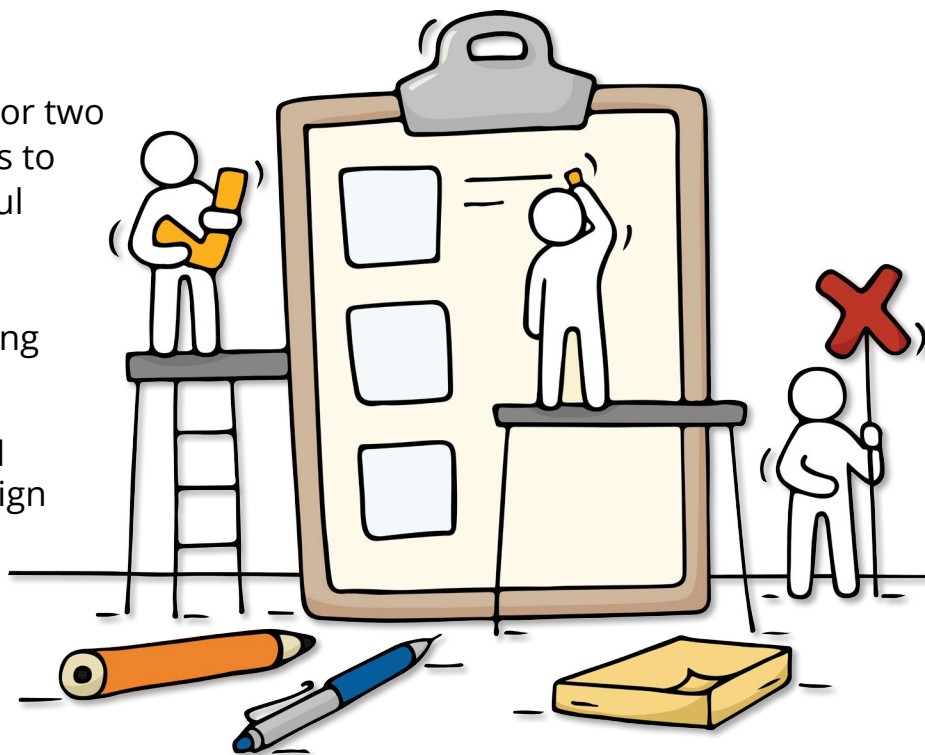
TARGETED AUDIENCES

- No one likes to feel like a number. Consider segmenting your audience based on their giving history - supporters appreciate it when you pay attention to their actions.
- You'll want to slightly tweak your email for an audience of prospective donors **vs.** those who gave a one-time gift within the last year **vs.** recurring donors **vs.** lapsed donors.
- Create one version of the appeal email in Salsa Engage, clone it, and make subtle changes based on each audience!



TIMING MATTERS

- We know that sending just one or two emails won't cut it, so the goal is to message supporters in a mindful yet assertive way.
- Consider the following scheduling approach for your e-blasts:
 - ▶ Keep them a week apart until the **last 2 weeks** of the campaign
 - ▶ In the second-to-last week, consider sending **2 messages**
 - ▶ In the final week of the campaign, consider sending a reminder at **72 hours, 48 hours and 24 hours before** the final chance to give (*do at least 2 out of 3 of these!*)
 - ▶ Some like to send an email when there are a **few hours left**, but this is optional



A POWERFUL ASK

- Quantify your impact whenever possible!
- Provide suggested giving amounts on your Fundraising Form as well as in your email outreach, telling supporters how much a given dollar amount will achieve.
- Explain how you plan to allocate the total dollars raised.
- Combine facts and research-based arguments with storytelling! Use the power of both logic and emotion to persuade supporters to act.



Sign up for Smart Start Today!

Looking for more tips on email appeals for EOY fundraising or any campaign? Check out Salsa Labs' [Smart Start Fundraising Program](#), where we offer "*Appealing with Feeling: Multi-Part Email Appeals for Increased Gifts.*"

SIGN UP HERE!



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