

# Nonprofit Nation Implementation Guide

April 2021, The Donor Email Journey: Donor Magnet Delivery Email and Donor Magnet Email Nurture Sequence

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## Video Guide

### Part 1: The Donor Journey

#### **What is the Donor Email Journey?**

The donor journey has five steps and helps the most with donor acquisition and retention. These steps are:

- Donor Magnet Delivery Email
- Donor Magnet Email Nurture Sequence
- Welcome Email Sequence
- Regular Emails
- Promotions/Ask Emails

#### **Where This Topic Fits into the Donor Journey**

We are tackling the first two parts of the Donor Email Journey with the delivery email and the nurture sequence for that donor magnet.

### Part 2: Donor Magnet Delivery Email

#### **What is a Donor Magnet Delivery Email?**

In short, the delivery email fulfills the promise to the subscriber by giving them your donor magnet. It builds trust and begins establishing authority.

#### **Why do you need a Donor Magnet Delivery Email?**

You can have a link available on the thank you page but I find that you will get bad email addresses. I like delivering the donor magnet in an email so they have to give you an email that they can access. It also gets the potential donor accustomed to opening your emails.

## Part 3: Donor Magnet Email Nurture Sequence

### **What is a Donor Magnet Email Nurture Sequence?**

A donor magnet email nurture sequence is a series of 1-5 emails that add value to the donor magnet. These emails will continue to establish your authority as the right organization with the right solution for your cause. The emails will be sent every day or every other day.

### **Why do we need a Donor Magnet Email Nurture Sequence?**

The donor magnet delivery email is written to build trust with your potential donor. The welcome sequence will help bring the potential donor into your world so the nurture sequence is your bridge.

### **What/How**

Step 1: Create Your Donor Magnet and Set it up. (March's Lesson)

Step 2: Create Your Donor Magnet Delivery Email

Step 3: Create Your Donor Magnet Email Nurture Sequence

The worksheets in the next section will walk you through creating these emails.

## Part 4: Where This Series Is Going

For 5 months, we will dive into email so you will have things working before the year-end giving season.

- Donor Magnet Delivery Email and Email Nurture Sequence (Donor Acquisition)- April
- Welcome Email Sequence (Donor Acquisition)- May
- Regular Emails (Donor Retention)- June
- Segmenting Your Email List (Donor Retention)- July
- Promotions/Ask Emails (Donor Ask)- August

# Worksheets

## Donor Magnet Delivery Email Worksheets

The delivery email has five parts:

1. Reinforce the good decision
2. Acknowledge the frustration
3. What This Tells Us About You
4. Why Your Organization Is THE Organization to Solve the Problem
5. Hook

### Part 1: Reinforce the Good Decision

1. We want to start out by reaffirming that they made a good decision by downloading our freebie. Some ways to do this:
  - Congratulations on [grabbing/downloading/registering for] our free [name of freebie]!
  - Cue the confetti! You've just [grabbed/downloaded/registered for] our free [name of freebie]!
  - Wow! You've made a great decision by [grabbing/downloading/registering for] our free [name of freebie]!
2. Let them know how and where to look for their freebie. Some ways to do this:
  - You'll be getting an email soon from us from [a third party]. [Usually if they've registered on another platform].
  - Here's your [name of freebie]! [Put the link in the email.]

### Part 2: Acknowledge the Frustration

Your donor magnet should have been one that solved a problem for your donor as it related to your cause. There was a frustration that your donor magnet helped solve.

1. Declare something that seems like an obvious truth.
2. Use a thought reversal related to the obvious truth.
3. Use good news to transition to the next section.

Here's an example:

I think we all agree no one should go hungry in America today.

But the truth is that there are hundreds of Our County residents that don't know where their next meal is coming from.

That's the bad news. But there's also some good news...

### **Part 3: Tells Us About You**

Here is where you let the potential donor know that you understand them. Describe how downloading the freebie sets everyone up for success.

We are destined to succeed...

- Reason one based on downloading the freebie.
- Reason two based on downloading the freebie.

What new outcome are they committing to?

What will they no longer stand for?

Here's an example:

Together, we are destined to feed our neighbors because...

- In one single click, you took a massive stand and declared that no one in Our County deserves to go without a meal.
- You showed you care about food insecurity and the people who suffer everyday.
- You are ready to learn more about the challenge Our Organization faces in feeding our neighbors.
- You are ready to say enough is enough.

### **Part 4: Credibility Boost**

This is where you explain why your organization is the perfect guide for their journey.

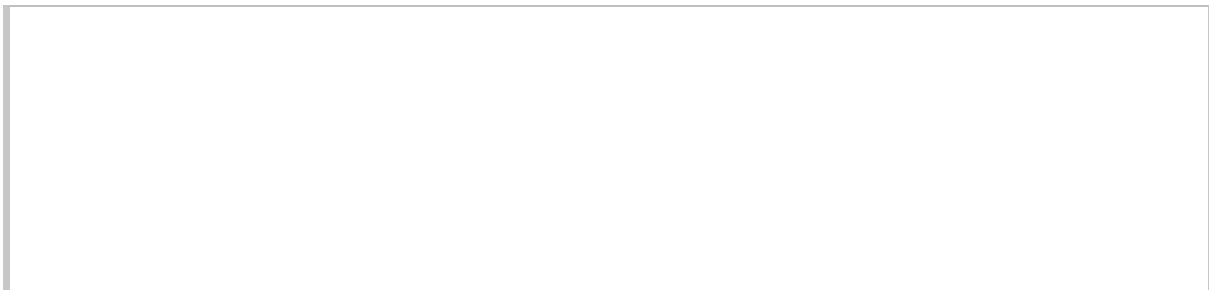
Luckily, you've found Our Organization, a leading food bank in the Our County area. [Tell awards, age of organization, etc in one sentence here].

You've found the organization who distributes 1,000 pounds of food a week-feeding 100 families in the Our County area. [Give outcomes in this sentence].

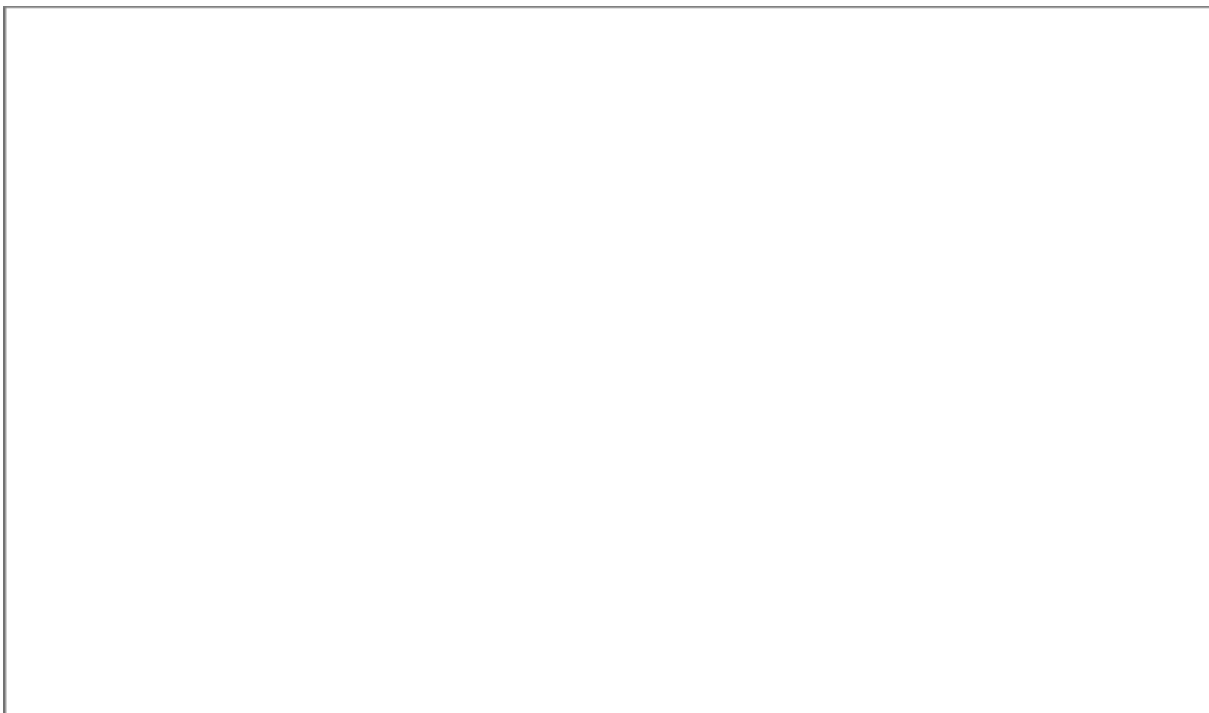
And together, we can stand up for those who won't get a meal today and say no more! [Reinforce your common objectives].

## Now It's Your Turn

### Part 1: Reinforce the Good Decision



### Part 2: Acknowledge the Frustration



**Part 3: Tells Us About You**

A large, empty rectangular box with a thin black border, intended for the user to write their responses to the survey question.



## Part 4: Credibility Boost

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to provide content for the 'Credibility Boost' section.

## Donor Magnet Nurture Email Worksheets

### How many emails do you send?

The number of emails depends on your Donor Magnet (freebie). Typically, you would send one email for a step in your freebie that will get people the win they are looking for and the reason they signed up. So, if it's a petition, then one take action email/ more information would be all you need. If it's a STEM activity, then you would send several emails to help them with the activity and do some further learning on the subject.

Here are some more ideas:

**Simple Freebies:** For a simple freebie, you can often use a one-email sequence that encourages them to take action.

**More Involved Freebies:** For a more involved written guide, include an email for each major thing the freebie tells them to do or for each major topic.

**Video Series Freebie:** If your freebie is a video series, you'll generally want one email per video (or per topic area if it's an involved series).

**Advanced Strategy:** If you have another freebie related to the one they downloaded... include an extra email that invites them to grab that too!

### How often do I send the emails?

You want them to take action right away so every day or every other day will be the frequency.

### How do I write the emails?

I use this formula.

1. **Subject Line or Hook-** I write this last. I usually take a line from the email that would get someone's attention. It may be a statement that is surprising or the climax of a story.
2. **Story or Analogy-** This is a story that would relate to the freebie. A petition might have a story of how the status quo is negatively affecting your clients.

A STEM activity freebie may have a funny story of how this activity went terribly wrong and how to avoid those mistakes when doing the activity.

3. **Call to Action-** These are often called micro conversions because you aren't asking for money but you are asking for them to *do something*. It could be to like your Facebook Page, reply to this email and tell me..., check out your website, schedule a tour, pray for your organization (if you are Faith based) or some small effort on their part.

Remember these emails are to build like and trust.

### Now it's your turn!

How many emails will you send? \_\_\_\_\_

#### Outline/ Map out these emails:

Email # \_\_\_\_\_

Summary of Email:

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Email # \_\_\_\_\_

Summary of Email:

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Email # \_\_\_\_\_

Summary of Email:

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Email # \_\_\_\_\_

Summary of Email:

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Email # \_\_\_\_\_

Summary of Email:

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**Email #1**

**Subject/ Hook**

**Story/ Analogy**

**Call to Action:**

**Email #1**

**Subject/ Hook**

**Story/ Analogy**

**Call to Action:**

**Email #1**

**Subject/ Hook**

**Story/ Analogy**

**Call to Action:**

**Email #1**

**Subject/ Hook**

**Story/ Analogy**

**Call to Action:**



**Email #1**

**Subject/ Hook**

**Story/ Analogy**

**Call to Action:**