



# Nonprofit Nation Implementation Guide

July 2021, Ideal Donor

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## Video Transcript

### Introduction

Hi and welcome to July's lesson: Build the Know, Like, and Trust that gets Donations with Regular Email Content. This month we are learning about the next step in The Donor Email Journey- Regular emails.

To refresh your memory:

### The Donor Journey

The donor journey is the steps that your donor takes to get to know, like, and trust you. These factors will ultimately have donations coming in. The Donor Email 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

### What is Regular Email Content?

I once saw where a consultant told a nonprofit that they should be putting out weekly emails as their regular content. The nonprofit employee was at her wit's end. I completely understood where the employee was coming from since I had worked in nonprofits before. So, let me reassure you that weekly emails will not be a recommendation. If you would like to write weekly emails, be my guest but it's not necessary.

Regular emails simply need to be consistent. They can be once a month or once a quarter. I wouldn't recommend semiannually or annually. Your donors do need to hear from you more often than that. The key is that it is consistent.

## Why do we need Regular Email Content?

Regular content emails help potential donors get to know the organization. They help donors understand the impact their donation made and regular content gives you an excuse to thank your donors often.

When you show up in their inbox, they get to know, like, and trust you.

## What/How

I find having content pillars or categories makes writing so much easier. It helps you focus on content that works for your organization. Each of these pillars falls into the larger purpose of email marketing- attract your ideal donor, connect with your audience, and convert the subscriber to a donor.

Content Pillars for Nonprofits. Here are some examples.

1. Values (connect)- express your organization's values and how your organization lives out these values. This content will help you connect with your supporters on a deeper level.
2. Promised Impact (attract)- What is your organization doing to impact individuals and your community? Your mission is your promised impact so this content will center around your mission. The best way to express your impact is to tell stories from your organization that illustrates how you fulfilled your mission. They don't always have to be client stories but there will always be a direct connection to your mission.
3. Uniqueness (attract)- What makes your solution to the problem unique? What makes your organization unique? Do you have fun or unusual customs, habits, programs, etc? An example is from an organization that cares for children mainly in foster care. The CEO had started a custom of presenting a quilt to each child that came to stay at The Home. This custom has a 30 year history and is something that no other residential home facility in the area does. It makes the

organization unique. Sharing stories from time to time attracts people who resonate on some level with these stories.

4. Take a Stand (connect)- Your organization exists to solve a problem. Stand against the problem and the root causes. This helps your supporters bond on a deeper level. This will also repel those that don't believe the same. I know for nonprofits this is scary. No one wants to make a potential donor mad. The thing is those that stand with you on the issues will be much more loyal and dedicated to your nonprofit. Those that don't like it really aren't your people.
5. Promotions (convert)- It's okay to put a short promotion from time to time in your regular content as a call to action. These can be donation solicitations, notices of fundraising activities, or calls to action to join your social media. It's good to plan these out so you don't overwhelm your email subscribers.

Emails don't have to contain something from each category. There are times when you may want to center your entire email on one particular pillar.

These emails can be more structured like a traditional newsletter. A template can be created in your email service provider. Be aware though that these emails often have lower deliverability rates or get put into the promotions tab in Gmail.

Another option is to put your email in the format of a letter. Make the letter skimmable and include your pillar or pillars for that email.

No matter what structure you decide, writing the content can be the hardest part. Here are some strategies to help you implement faster.

## **Content Strategies**

### **Monthly Emails**

Take time to batch the content. If you decide on a monthly email, you need 12 emails. Decide on your format of your regular email- traditional or letter.

Brainstorm your content. If you choose to concentrate on one pillar, you need three topics per pillar so you can have some options. If you want to mix the pillars up, you will want to end up with extra topics to choose from. I like to brainstorm twice as many topics as I will need.

Narrow down your topics. Not every idea will be a good one. Take a look at your ideas. What can you write about right now? Keep them. What would be a little more difficult to write about or may need a little more information/research? These are the next ones you keep. The rest of the ideas you probably want to either strike or put on an idea sheet for a later date.

Write as many emails or sections at one time as you can. Batching as far ahead as possible makes writing content easier and gives you the space you need to get it right.

### **Weekly Emails**

Another technique that works well for weekly content is to think of a theme.

1. Write it down.
2. Write down 4 big points you want to make about your theme.
3. For each big point, write 3-4 more detailed points you want to make.
4. Use your big points and more detailed points as content each week.

### **Quarterly Emails**

This strategy can be modified for quarterly emails too. You would theme each quarter and only need three big points. You would do the same process 4 times for an entire year.

That's all for this lesson! This month's implementation guide has the transcript for this video and worksheets to help you think through your regular content.

Next month we finish the Donor Email Journey where we talk about Promotions and Ask emails.

# Worksheets

## Step 1: Define Your Content Pillars Worksheet

### 1. Brainstorm Pillars for Your Emails.

What are your ideas for attract pillars? In the video, Uniqueness and Promised Impact were suggested attract pillars. Other ideas are awareness (of what you do and how you do it) and authority (why are you the organization to support).

What are your ideas for connection pillars? In the video, Values and Take a Stand were suggested connection pillars. Other ideas are advocate (for your cause and/or your ideal donor), and avatar (let your ideal donor know you understand them or share their beliefs).



What are your ideas for convert pillars? In the video, the Promotions pillar was suggested. Another suggestion is the Action pillar. These would be simple actions that would move the potential donor into donor status. Some examples are volunteer opportunities, book a tour, or in kind donations.

- 2. Narrow Your Pillars to No More Than 10.** Have at least 1 pillar from each category (attract, connect, and convert). If you can think of three ideas for the pillar right now, put it at the top of your list.

1. \_\_\_\_\_

6. \_\_\_\_\_

2. \_\_\_\_\_

7. \_\_\_\_\_

3. \_\_\_\_\_

8. \_\_\_\_\_

4. \_\_\_\_\_

9. \_\_\_\_\_

5. \_\_\_\_\_

10. \_\_\_\_\_

## Step 2: Finalize Your Pillars

**Now take your pillars and add 3-5 topics to the pillar.** The topics are to help you narrow your scope of each pillar and help you focus. Note: if values is one of your pillars, you can list all of them or list the top 3-5 if you have more than 5.

**Pillar 1:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 2:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 3:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 4:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 5:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 6:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 7:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 8:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 9:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Pillar 10:** \_\_\_\_\_

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Topic 5:** \_\_\_\_\_

### Step 3: Plan Your Content

**Determine how frequently you want your regular content to go out.** Examples: If it's weekly content, then you will need 50 weeks of content which gives you two weeks off. If it's monthly content, then you will need 12 pieces of content.

How often will you provide regular email content? \_\_\_\_\_

**Now, drill down even further by filling out the “buckets” below with your big idea or headline that fits the pillar and topics.** If you need 50 pieces of content, you will need 10 pillars and 5 topics with 1 content big idea each. If you are doing monthly content, you will need to cover 6 Pillars and 2 topics with 1 content big idea each. The next pages have these two scenarios.

## Weekly Content Drilldown

### Bucket 1- Pillar 1

Topic 1: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

### Bucket 2- Pillar 2

Topic 1: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:

\_\_\_\_\_

**Bucket 3- Pillar 3**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_**Bucket 4- Pillar 4**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

**Bucket 5- Pillar 5**

**Topic 1:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Bucket 6- Pillar 6**

**Topic 1:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 3:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 4:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

**Topic 5:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_



**Bucket 7- Pillar 7**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_**Bucket 8- Pillar 8**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

**Bucket 9- Pillar 9**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_**Bucket 10- Pillar 10**

Topic 1: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 2: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 3: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 4: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

Topic 5: \_\_\_\_\_

Content Big Idea 1:  
\_\_\_\_\_

## Weekly Content Plan Alternative Instructions

On the next page, is an alternative to the weekly content described previously. This plan can save you time since you would only have to repeat the process 12 times-one for each month. It goes with monthly themes instead of weekly stand alone content.

### **Instructions:**

1. Label the month this content is for.
2. Take a bucket and find the topic and big idea you want to write about.
3. Break the Content Big Idea down into 4 big points you want to cover.
4. These big points become your content each week.
5. For each week, create 3-4 more detailed points about that week's point. This becomes the weekly email. (This method can be used for any content creation!)

## Weekly Content Plan Alternative Worksheet

THEME:

[MONTH]

POINTS I WANT TO MAKE ABOUT THIS TOPIC:

1.	3.
2.	4.

Week One: Point 1

- Point 1
- Point 2
- Point 3
- Point 4

Week Two: Point 2

- Point 1
- Point 2
- Point 3
- Point 4

Week Three: Point 3

- Point 1
- Point 2
- Point 3
- Point 4

Week Four: Point 4

- Point 1
- Point 2
- Point 3
- Point 4

## Monthly Content Drilldown

### Bucket 1- Pillar 1

**Topic 1:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

### Bucket 2- Pillar 2

**Topic 1:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

**Content Big Idea 1:**

\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Bucket 3- Pillar 3****Topic 1:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Bucket 4- Pillar 4****Topic 1:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Bucket 5- Pillar 5****Topic 1:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Bucket 6- Pillar 6****Topic 1:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

**Topic 2:** \_\_\_\_\_**Content Big Idea 1:**  
\_\_\_\_\_

Point 1: \_\_\_\_\_

Point 2: \_\_\_\_\_

Point 3: \_\_\_\_\_

## Monthly Content Plan Alternative

THEME:

---

[MONTH]

---

BUCKETS I WANT TO USE	
1.	3.
2.	4.

### Section 1: [Bucket 1]

- Point I want to make
- Point I want to make
- Point I want to make

### Section 2: [Bucket 2]

- Point I want to make
- Point I want to make
- Point I want to make

### Section 3: [Bucket 3]

- Point I want to make
- Point I want to make
- Point I want to make

### Section 4: [Bucket 4]

- Point I want to make
- Point I want to make
- Point I want to make



## Monthly Content Plan Alternative (Example)

THEME:

JULY

OUR VALUES INFLUENCE OUR MISSION

BUCKETS I WANT TO USE	
1. Authority	3. Action
2. Values	4. Promotion

### Section 1: Authority: Our Mission Comes from Our Values

- Roots of our values (Founding story)
- Why our values create a better solution
- How we make a difference with our values

### Section 2: Value: Security

- We believe everyone deserves to go to bed without a growling stomach.
- Client story that reflects value
- Impact of value

### Section 3: Action

- Like us on Facebook
- Want to Visit Us?
- We need these inkind items

### Section 4: Promotion

- Register for our Chilli Cookoff
- Have you signed up for Amazon Smile?
- Watch for our \$5 Friday Facebook Fundraisers. Donate and Share with Friends