

# High Impact eAdvocacy

## Email Newsletters for Organizations

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# Why Use an Email Blaster?

## ▶ Legitimacy (vs. Spam)

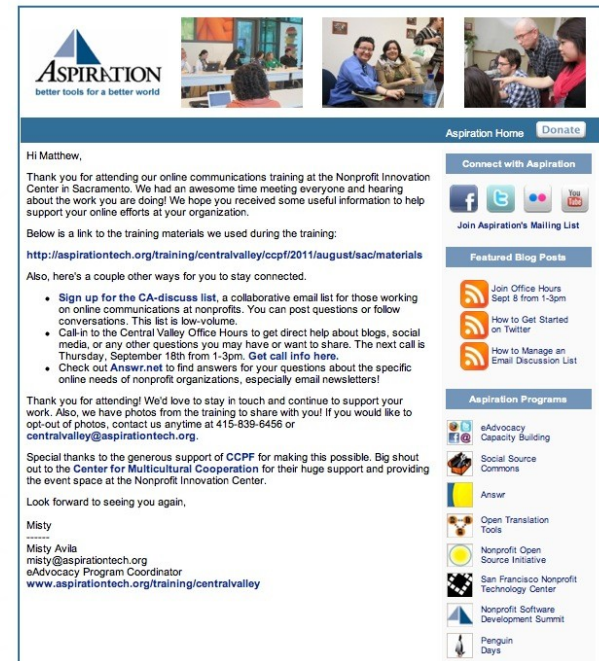
- BCCing more than a few dozen people = Spam

- Spam black-lists are hard to get off
- Spam black-lists affect the entire domain

## ▶ List Management

- Automatic subscribe and unsubscribe

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Hi Matthew,

Thank you for attending our online communications training at the Nonprofit Innovation Center in Sacramento. We had an awesome time meeting everyone and hearing about the work you are doing! We hope you received some useful information to help support your online efforts at your organization.

Below is a link to the training materials we used during the training:  
<http://aspirationtech.org/training/centralvalley/ccpf/2011/august/sac/materials>

Also, here's a couple other ways for you to stay connected.

- Sign up for the CA-discuss list, a collaborative email list for those working on online communications at nonprofits. You can post questions or follow conversations. This list is low-volume.
- Call-in to the Central Valley Office Hours to get direct help about blogs, social media, or any other questions you may have or want to share. The next call is Thursday, September 18th from 1-3pm. Get call info [here](#).
- Check out [Answer.net](#) to find answers for your questions about the specific online needs of nonprofit organizations, especially email newsletters!

Thank you for attending! We'd love to stay in touch and continue to support your work. Also, we have photos from the training to share with you! If you would like to opt-out of photos, contact us anytime at 415-839-6456 or [centralvalley@aspirationtech.org](mailto:centralvalley@aspirationtech.org).

Special thanks to the generous support of CCPF for making this possible. Big shout out to the [Center for Multicultural Cooperation](#) for their huge support and providing the event space at the Nonprofit Innovation Center.

Look forward to seeing you again.

Misty  
-----  
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- How to Get Started on Twitter
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- San Francisco Nonprofit Technology Center
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**BETTER  
TOOLS  
FOR A  
BETTER  
WORLD**

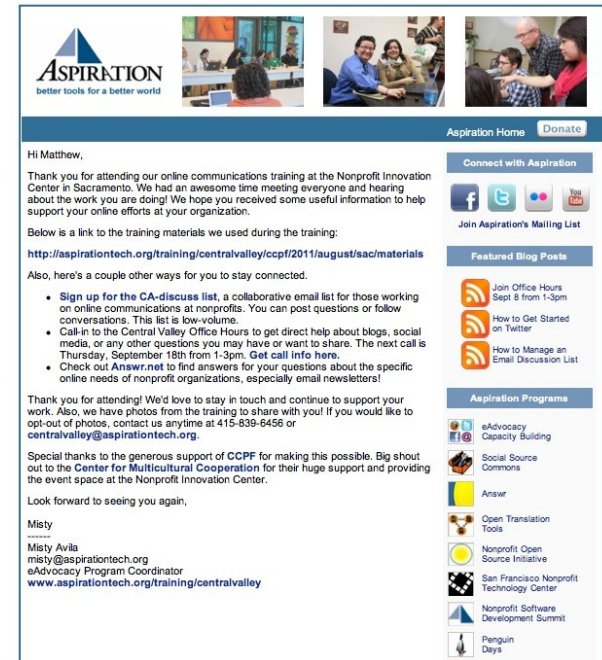
# Why Use an Email Blaster?

## ▶ Professional Appearance

- (Relatively) easy email design tools without needing to know HTML

## ▶ Analytics

- Information about what happened after you sent the email



### Overall Performance



Non-responders: 2040 Forwards: 4

[More overall stats...](#)

Total Emails Sent: 2,540

# Which Email Blasting Tool Should I use?

Blasting Service	Cost	Considerations
Vertical Response	Free for nonprofits. Cost staggered starting at \$8.50/month for 0-500 emails	Email editor can be quirky; Salesforce integration
Mail Chimp	Anyone: Free up to 2,000 list members & 12,000 emails/month	Beautiful User Interface; Sometimes tries to be smarter than you
Constant Contact	Cost: Staggered starting at \$12.75/month for 0-500 emails	Has highest spam rating; Drupal integration
EmailNow	For Nonprofits: Setup fee: \$49 Monthly fee: \$29.95 for 20,000 emails	Best value for larger lists

# Email Blasting Considerations

- ▶ Can take a large amount of time to construct
- ▶ Consistent pace is key
- ▶ 1998 HTML knowledge is very helpful
- ▶ Make sure that you have a goal to determine whether your rate of email blasting is worth the effort

# Email Composition

- ▶ Key premise: you have minimal time to engage reader
  - Key message should be stated up front
- ▶ Think in terms of Subject line and 3 main points
  - State the problem
  - State your solution
  - State ways to get involved

# Doing “The Ask”

- ▶ “The Ask” refers to what action you want your recipients to take
- ▶ Make it easy to see “The Ask”
  - Make The Ask specific
    - Repeat The Ask several times in different places
  - Use a sidebar and graphics to highlight The Ask
    - Give multiple options and methods for people to take action and participate

# Email Composition

- ▶ Design for Clear Messaging
  - Know what you want your user to learn and do
- ▶ Keep Tone Casual and Personal
  - Model as “friend talking with a friend”
- ▶ Design for Skimming
  - Subject line is critical
  - Information should be easily accessible
- ▶ Know The Art of “The Ask”





**RAINFOREST  
ACTION NETWORK**

**COAL  
RAPID RESPONDER**

Dear friend,

King Coal is planning to do big business overseas and doesn't care who gets hurt along the way.

Coal giant Ambre Energy is making a **major push to build America's first West Coast coal port** in Washington State. Ambre has chosen the breathtaking Columbia River as Ambre's main artery for **shipping millions of tons of coal each year to Asia.**

**Tell Washington to stop coal exports**



Ask  
Pulled  
Out

**Tell politicians in Washington State to protect the health of their people and waterways and block the Longview coal port.**

**TAKE ACTION**

The proposed coal port in Longview, WA is just the tip of the (rapidly melting) iceberg for the coal industry, which **plans to turn the Pacific Northwest into a major corridor for dirty and outdated fuels.**

Today in Salt Lake City, RAN has gathered together with climate activists, air quality advocates, and local labor organizations at Ambre's U.S. headquarters for a **peaceful protest to send the message that enough is enough.**

**We need your voice too.**

**Tell Washington State politicians to keep coal ports out, and push clean energy projects forward.**

If Ambre's plans are successful, **vital ecosystems in the Pacific Northwest and countless communities en route will be exposed to toxic coal dust.** It's time to say no to dirty coal and the

The Ask  
in the text

The Ask  
repeated

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WORLD**

Dear Friends of Verified Voting:

As another New Year approaches, we reflect on what a busy year 2005 has been, and how much more remains to do in order to achieve transparent, reliable and publicly verifiable elections in our nation.

Through both of our organizations, VerifiedVoting.org (501-c-4) and The Verified Voting Foundation (501-c-3), we work to help those interested in election transparency -- whether officials, lawmakers or concerned citizens -- with research, information, commentary, materials and key connections as needed. None of this would have been possible without your ongoing support, for which we're very grateful. Below are some of the highlights we'd like to share with you.

#### VerifiedVoting.org

This year we've seen **19 more states pass voter-verified paper record requirements** (*the most recent, Wisconsin, is awaiting the Governor's signature!*)

Our legislative analyst helped with wording and key concepts for some of those bills, and we generated action alerts so that concerned citizens in those states could write to their lawmakers about the bills, coordinating with state and national groups to try to leverage the greatest support possible. Our thanks go out to all those citizens, groups and national organizations for pulling together, over and over.

We submitted written testimony on state efforts, such as an Alaska provision requiring audits (it passed!), and California's audit legislation (passed!), and have helped activist groups write county-level resolutions calling for manual audits.

This year we published "Draft Model Legislation" for voter-verified paper records and manual audit provisions, assisting anyone working on developing such a bill for their state. We also published "States with Audit Provisions" -- a resource used by citizens, lawmakers and even other research agencies.

We supported federal voter-verified paper record legislation in both the House and Senate. As part of a coalition of organizations, we helped plan, train for and participate in citizen meetings with lawmakers both in Washington DC (June) and in your own districts (August) with the HR 550 Lobby Days, and our Democracy Days (June). We also sent out action alerts resulting in thousands of letters to members of Congress on voter-verified paper record legislation, and hired a political adviser in Washington DC to help keep this issue visible with lawmakers and their key staff, and to help build much-needed affiliations with conservatives on this issue.

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#### The Verified Voting Foundation

Some of our Foundation work is highly visible (public testimony), but much occurs behind-the-scenes, including providing links and connections to valued resources for those that need them, and more.

Verified Voting's founder Dr. David Dill testified about the urgent need for voter-verified paper records in several venues:

- the Carter-Baker Election Reform Commission (April),
- the Senate Rules Committee, at its first hearing on this matter (June), and
- the Election Assistance Commission in (July).

The Carter-Baker Commission heard the message: "Paperless electronic voting is hostile to election transparency..." In September they recommended voter-verified paper records for all voting systems.

We published charts showing the "Accessibility and Auditability" features offered by different voting systems (carefully researched by staff and interns), and the advantages of optical scan voting systems with ballot-marking devices, and greatly expanded the "Accessibility" section of our website.

This year we updated one of last year's important projects: the Election Incident Report System (EIRS). This infrastructure we helped develop and implement (with Computer Professionals for Social Responsibility, the National Coalition for Voting Integrity and our clients, the Election Protection Coalition) enabled the capture of 44,000 individual reports of problems encountered in the November 2004 election.

Some of that data is currently being used in legal actions to help prevent similar occurrences in future elections. The Foundation and several talented and dedicated volunteers updated the system and deployed it in 2005 elections in several states.

EIRS and the Verified Voting Foundation also provided information to, and were cited as a resource in, the recently-issued Government Accountability Office (GAO) critical report on Electronic Voting.

The Verified Voting Foundation sent written comments on the Draft Voluntary Voting System Guidelines (VVSG) issued by the Technical Guidelines Development Committee (TGDC) of the EAC this year, and provided a mechanism that assisted thousands of you to do the same.

Having a team member in our nation's capital also allowed us to do more this year on developing relationships with disability advocates, and representing our organizations and issues at EAC, NIST, TGDC and other election reform forums. (She also helped launch a non-partisan election reform think tank for area university students.)

For both organizations, there's more: interviews, public speaking, participation in election reform conferences and panels, serving as expert witnesses, updating the website, answering inquiries, letting folks know about hearings, etc.... If you would like to know more about any of these activities, please contact us at any time.

Your support is invaluable in making all of this reform possible. Please keep us in mind as you think about your year-end [charitable donations](#). Such contributions give us much-needed flexibility to devote the necessary time and resources to the most important election reform issues. (Unrestricted funds are especially crucial as they let us respond quickly to issues as they arise.) Thank you in advance for your consideration.\*

Happy Holidays to you and

Dr. David Dill, Founder



Action

# Message Composition

## ► Newsletter

- Keep it well-sectioned
  - Always include a table of contents
- Employ short introductions
  - With links to full articles
- Maintain regular delivery schedule
  - Create expectations on the part of recipients



In the past month we've seen a major wave of power shifts across the globe. From Sidi Bouzid to Cairo to Wisconsin, *The People* are taking power out of the hands of those who've proven unworthy to wield it. This is a rare and precious moment in time when people like you and me have both the inspiration and the momentum to command our future. What's it gonna be?

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6. [People Power Round-Up](#)

**Powershift 2011**



From April 15th-18th, over 10,000 young leaders will converge on Washington, DC to stand up for our future, to reclaim our democracy from big corporations and push our nation to move beyond dirty energy sources that are harming the health of people and the planet. Rainforest Action Network will be there in force. Join us.

**FOLLOW US**



**RAN RECOMMENDS**



[The Young Activist's Guide to Building a Green Movement and Changing the World](#)  
 by Sharon J. Smith

Sets Delivery Expectations

Social Media Links

Additional Content

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Full Content



*"Even though we came from many different places and we had many different cultures and many different home environments, in some ways we were very much unified because we had a common cause... we knew that we had taken a stand and that there was something better out there for us."*

- Glenda Gaither Davis, Freedom Rider

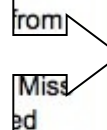
In 1961, a courageous band of Black and White Americans risked their lives to travel together on buses through the Deep South. They called themselves the Freedom Riders, and they managed to bring the President and the American public face-to-face with the civil rights inequities that plagued the nation.

After the rides were confronted with white mobs, members of the Student Nonviolent Coordinating Committee (SNCC) coordinated the Freedom Rides. Ella Jo Baker helped to coordinate the Freedom Rides and helped SNCC members to grow and strengthen as leaders during the Freedom Rides.

Ella Baker Center is proud to invite you to an exclusive preview of the [upcoming PBS documentary](#) on the **Freedom Rides** at the Oakland Museum of California in partnership with KQED. Following the film, a dynamic panel will discuss the history of civil rights in the Bay Area, where we are now, and how you can get involved with the ongoing movement for freedom and justice. Panelists include:

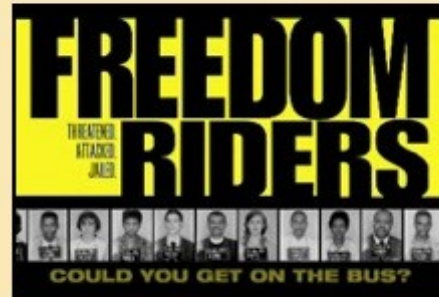
- Jakada Imani, Ella Baker Center
- Etta Simpson Ray, Freedom Riders
- James Rucker, Color of Change
- Michael Orange, Top Ten

Time & Location



### Remembering the Freedom Riders

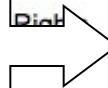
**WHAT:** Freedom Riders Documentary Screening  
**WHEN:** Wednesday, May 11, 2011  
 6:00 PM - 8:30 PM  
**WHERE:** Oakland Museum of California  
 1000 Oak Street  
 Oakland



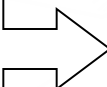
**RSVP Now**

[RSVP Now](#)

RSVP



Bolded Purpose



# Summary

- ▶ Use an email blaster for legitimacy
- ▶ Design for skimming
- ▶ The art of “The Ask” is central
- ▶ Email templates streamline and standardize

# End Of Section

- ▶ Questions?
- ▶ Comments?

These training materials have been prepared by Aspiration in partnership with Radical Designs

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