

High Impact eAdvocacy

The Art of the “Ask” Email Newsletters

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Get in the Loop

Hi, I'm Misty with Aspiration! Here's a few things to keep in mind today

- 1) This webinar will be recorded and available
- 2) Chat with Jessica or “raise your hand” to ask questions
- 3) Thank you for the pre-webinar feedback! Please give feedback to our evolving webinars at the end of today

What We Are Covering

1) Why Use an Email Blaster?

- Email Composition
- Email Design

2) Doing “The Ask”

- Fundraising Asks
- Building Your Email List
- Evaluating Email

3) Answer Your Questions

Why Use an Email Blaster?

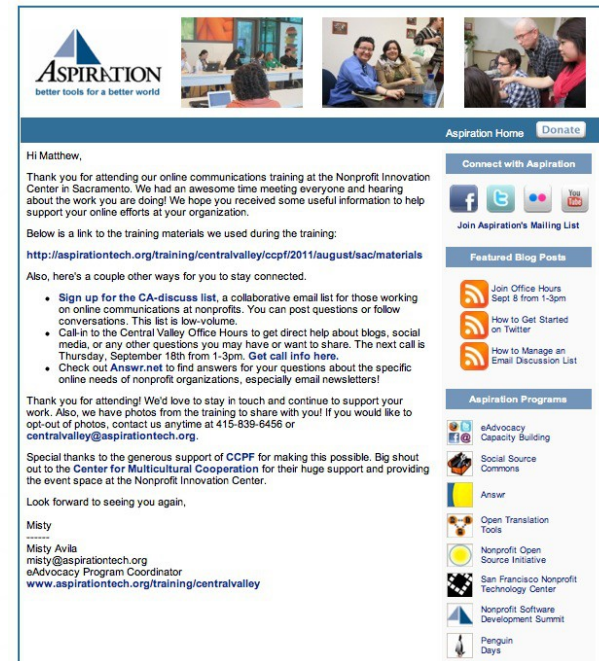
▶ Legitimacy (vs. Spam)

- 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



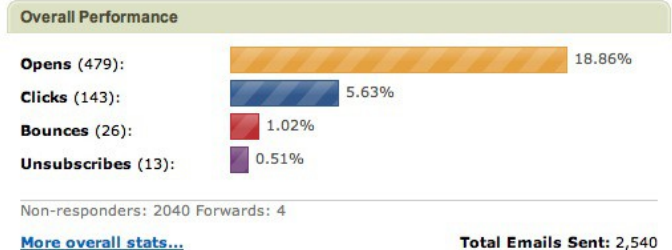
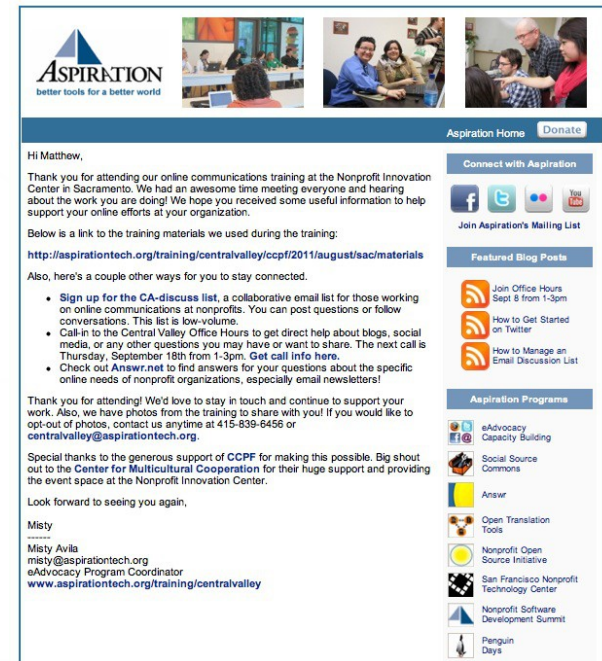
Why Use an Email Blaster?

▶ Professional Appearance

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

▶ Analytics

- Information about what happened after you sent the email



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

Email Composition

- ▶ Design for Clear Messaging
 - Know what you want your user to learn and do
 - Subject Line is Critical
- ▶ Keep Tone Casual and Personal
 - Model as “friend talking with a friend”
- ▶ Design for Skimming
 - Include a Table of Contents
 - Information should be easily accessible

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

Index of Content

Full Content

Email Design Tips

- ▶ **Simplicity is Golden**
 - Max 3-4 colors
 - Use 1 to 2 font styles
- ▶ **REFRAIN FROM ALL CAPS**
- ▶ **Use space and headers to break up paragraphs**

Email Design Tips

- ▶ Graphics and Images
 - Make sure images have defined width and height
- ▶ Don't rely on images for message
 - Many people don't load images
- ▶ Add a meaningful ALT tag to your image
 - What appears when image doesn't load?

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



**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

radicalDESIGNS

ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
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.

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

Doing “The Ask”

- ▶ Make your Fundraising ask Early and Often
- ▶ Set goals early and give updates to how you are achieving those goals
 - Communicate how \$\$\$ will translate into results
 - Personalize from “someone”
 - Create and emphasize a sense of community
 - Join Us
 - Stand in Solidarity
 - If everyone can give \$5.00 we can...

We love you and want to move our relationship to the next level

MR. POCHO and [all the Pochodores](#) love you. We love you all night long.

We **love you so much** we built this joint and wrote these articles and created these toons and videos and stuff. For you. POCHO has no “pay walls” or user registration to stop you from playing along and our pinche funny original content is turning [traditional thinking about Latino media upside down](#).

And what do you give us back? You give us love and LULz, and that’s cool. But we want to take this relationship to the next level with more and better stuff for you, but, you see, there is this problem.

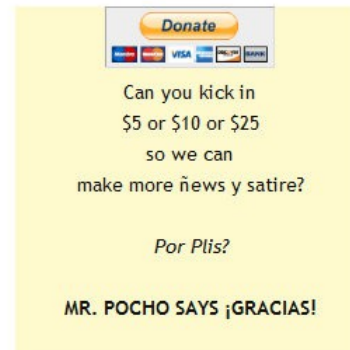
We **don’t get paid**. Huh? That’s right. **No money for the “staff.” No money for our contributors.**

MISSION STATEMENT:

[POCHO is an independent satirical voice](#), not owned by big money interests or uber-corporate media lords – a place that won’t censor [@MexicanMitt Romney](#) or [delete a Lalo Alcaraz cartoon](#).

So. Love and fun and right intention don’t keep the lights on. We need money.

We **need money** to keep the servers running, **money** to keep our peeps connected, **money** for postage and legal and corporate governance and the list goes on. Some day we hope to have the podcast and video production budgets we need, and newer computers and better mics and cameras and esmart phones, too. **And people. We want to pay people for their creative work.** But right now we’re trying



Donate

Can you kick in \$5 or \$10 or \$25 so we can make more ñews y satire?

Por Plis?

MR. POCHO SAYS ¡GRACIAS!



Stand with me, work with me, let's finish what we've started

Final FEC Deadline: Midnight

We're facing the final FEC fundraising deadline of this campaign, one of the last chances we get to build the organization we need to win.

Get President Obama's back and make an impact right now— donate today.

Stand with me, work with me,
let's finish what we've started.



Amount Name Payment Submit

1 — 2 — 3 — 4

Secure

Select an amount

\$15	\$35	\$50
\$100	\$250	\$500
\$1,000	Other amount	

Email Design Tips

- ▶ Graphics and Images
 - Make sure images have defined width and height
- ▶ Don't rely on images for message
 - Many people don't load images
- ▶ Add a meaningful ALT tag to your image
 - What appears when image doesn't load?

Small Donation Ask

WE LOVE YOU SO!
CAN YOU SPARE SOME CASH?

[Donate](#)



Your \$5 or \$10 or \$25
will help us make
make more news y satire

[Donate Now](#)

MR. POCHO SAYS ¡GRACIAS!

[Our Love Letter to You](#)

Larger Donation Ask



Join or Renew Your Membership

What would you like to contribute?

\$2,500 Super Major Donor

\$1,000 Major Donor

\$500 Rare Earths Member

\$250 Titanium Member

\$100 Gold Member

\$65 Copper Member

\$25 Silicon/Student Member

Amount \$

I want to donate this amount every month.

Yes, keep me updated by email.

Become an EFF Member

I would like to become a card carrying member and get a gift.
[What are the benefits of membership?](#)

Choose Your Membership Gift

No thanks, I don't want a gift



"Nobody does more lasting good for the Internet with less. Every penny you donate makes change for the better."

— Cory Doctorow

What We Do:

Defend free speech for bloggers, journalists, dissidents and ordinary people online.

Protect your privacy by fighting warrantless electronic searches and surveillance.

Advocate for copyright and patent laws that **promote rather than chill innovation.**

Where Your Money Goes:

- Program Expenses (73%)
- Administrative Expenses (16%)
- Fundraising Expenses (11%)



Follow Up with Donors



ELECTRONIC FRONTIER FOUNDATION

Dear Misty,

Thank you for donating to the Electronic Frontier Foundation (EFF)! Your contribution of \$25.00 means a great deal to EFF and enables EFF attorneys, technologists, and activists to continue to protect free speech, fair use, innovation and privacy in the online world.

If you have made a recurring monthly donation and would like to update your credit card information, please contact us at [\(415\)436-9333 x120](tel:4154369333x120) Monday through Friday, 9-6 PM Pacific Time.

Help EFF Without Spending a Dime!

You could **double** the impact of your donation at no additional charge! [Use our matching donation search tool](#) to see if your employer matches your charitable gifts, or inquire with your human resources department. Learn even more ways to help preserve our digital rights [on our site](#).

On behalf of our Board, staff, and volunteers, thank you for your contribution and for helping to protect digital freedom.

Sincerely,
Aaron Jue
Membership Coordinator
Electronic Frontier Foundation

Delivery Frequency

- ▶ Fundraising campaigns can be more frequent
 - Some campaigns do every day a week
- ▶ BUT remove folks who already donated
- ▶ General Rule: 3 times a year + special occasions
 - Piggy back and connect to events/other causes
 - Try crafting two messages: existing supporters vs other

Build Your List

- ▶ **Examine ways that you can grow your list**
 - Are there allies or campaigns with whom you can send joint emails or campaign with?
- ▶ **Find ways to get your supporters to forward your email newsletter**
- ▶ **Have sign up sheets at offline events**
 - Actively consider the sign up process for folks at events, coming to your website, or seeing your email

Build Your List



Want to join my email list? I send out updates about 6 times per year and wait until there's something interesting to share. You can also follow me on Twitter, [click here](#).

* indicates required

Email Address

 *

First Name

Last Name

Region Preference (for event notices)

What's on your mind? (skip this if you prefer)

Build Your List

CANFIT
Communities · Adolescents · Nutrition · Fitness

JOIN OUR NETWORK
Enter your e-mail address

Home | About Us | News | Our Work | Services | Publications | Scholarships & Internships

Training Youth Providers

CANFIT on twitter

Cool vid about why we need more PE from @SPARK_Programs. After School PA too! <http://t.co/dbfPPUMO>
2 days ago

CA Central Valley is our greatest food resource. So why are we treating it so badly? <http://t.co/PLQb17u> MT @RootNCommunity
2 days ago

SHARE | RSS FEED

Events | News | Quick Poll

YPAR Youth Forum with I-SEED, Los Angeles, CA - Sept 28-29
Encouraging youth to assess and transform their communities so that they can stay and thrive in them!

New to CANFIT?
CANFIT's innovative work improves food and fitness policies and practices for low income communities of color.
[learn more](#)

Health & Policy Advocates
Read about CANFIT's policy work on food and fitness related issues.
[read more](#)

After School & Community
Learn how to serve healthy food and increase physical activity in your youth program today!
[explore](#)

Youth MO PROJECT
See our new CANFIT Teenz site. Play games, watch videos and more!
[check it out](#)

19 YEARS & COUNTING!
Since 1993, CANFIT has been at the heart of the movement to improve healthy eating and

News Story - CANFIT's MO Project in Richmond, CA

Build Your List

BRADY CAMPAIGN *to* PREVENT GUN VIOLENCE



Last Night, Your Voice Was Heard! Stand with us and Nina Gonzalez!

Dear Friend,

Your voice was heard! It took a concerned citizen at last night's town hall debate to finally ask the presidential candidates for solutions to gun violence. A fellow American, someone just like you and me, spoke up.

And in response, President Obama reasserted his commitment to ban assault weapons and affirmed the need for stronger background checks to keep guns out of the hands of criminals and the mentally ill.

Through questions like Nina's we are making progress. But it will be everyday, concerned Americans like you who will keep this conversation going by inviting more people to become a part of it. Tell your friends and family to join us!

**Recruit ONE person to sign the petition!
Make your voice heard! We ARE better than
this!**

President Obama and the overwhelming majority of Americans, including gun owners, understand that assault weapons don't belong on our streets and in our communities, and that stronger background checks don't have anything to do with the Second Amendment.

We will continue to press Gov. Romney and President Obama to detail their plans about reducing gun injuries and deaths in this country.

Stand with us against the gun lobby and assault weapons that put our police officers, families and communities in jeopardy. Please call, text, Facebook or e-mail someone you know and get them to **take action** now!



Sincerely,



[Stand with Nina Gonzalez and continue to make your voice heard!](#)

RECRUIT ONE PERSON »

FACEBOOK IT »

Email Evaluation

- ▶ Determine Metrics for Success
 - “Look at Online Movie”
 - “Donated Money”
- ▶ Look at
 - The **trend of open rates** for sent emails
 - **Click through** rates: Did people click?
 - **Subscription** rates: Are people signing up?
 - **Unsubscription** rates: Are people leaving?

Summary

- ▶ Use an email blaster for legitimacy
- ▶ Email can only help a well-defined campaign, it can't fix a poorly designed one
- ▶ Design for skimming. Less is More.
- ▶ Sending is only the beginning. It's all about building networks.

End Of Section

- ▶ Questions?
- ▶ Comments?

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

Funded by the ZeroDivide Foundation

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