Basics & More™

Your Year-End Email Series Template

EMAIL #1

How will you segment? Are you tying in the overall theme/story from your direct mail appeal with your email ask? Have you run each email through the Hemingway Editor for clarity?

SEND DATE: December 26th or 27th

SUBJECT LINE A: 450 Email Subject Lines From End of Year Fundraising
SUBJECT LINE B: Try running your subject line through the Headline Analyzer tool.
SUBJECT LINE C:

BODY

Dear [first],

[100-300 words, 2-4 links, goal, deadline. Have you included a P.S.?]
Is this a followup to a direct mail piece? Reference it.
Have you considered going beyond the "donate" button? Download examples here.

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EMAIL #2

How will you segment? Use photographs and graphic enhancements that integrate with your year-end campaign.

SEND DATE: December 30th

SUBJECT LINE A:
SUBJECT LINE B:

From Basics & More Fundraising

SUBJECT LINE C:

BODY

Dear [first],
[100-300 words, 2-4 links, goal, deadline. Have you included a P.S.?]

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EMAIL #3

How will you segment?

SEND DATE: December 31st

SUBJECT LINE A:
SUBJECT LINE B:
SUBJECT LINE C:

LIFT NOTE: Consider reusing an email with a FW prefacing the subject line and a short note ("did you see this?")

BODY

Dear [first],
[100-300 words, 2-4 links, goal, deadline. Have you included a P.S.?]

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EMAIL #4

How will you segment?

SEND DATE: December 31st

SUBJECT LINE A:
SUBJECT LINE B:
SUBJECT LINE C:

BODY

Dear [first],
[100-300 words, 2-4 links, goal, deadline. Have you included a P.S.?]

Double check:
DONATION LANDING PAGE
PAGE TITLE
TEXT
DONATION CONFIRMATION PAGE
THANK YOU TEXT
EMAIL SHARE TEXT
FACEBOOK SHARE TEXT
TWITTER SHARE TEXT

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DONATION THANK YOU EMAIL

Consider having two thank you emails; one for first time donors and another for regular donors. For an example of the best email thank you I've received, click here.

SUBJECT LINE A:
SUBJECT LINE B:

Dear [first],
[100-200 words, thank, ask to help spread the word]
[automatic donation confirmation info at bottom if possible]