

Welcome your new email subscribers

WITH AN EMAIL NURTURE SEQUENCE

on autopilot!

with Julie Cooper FundraisingWriting.com



WELCOME

New subscribers to your organization





What typically happens when someone subscribes?



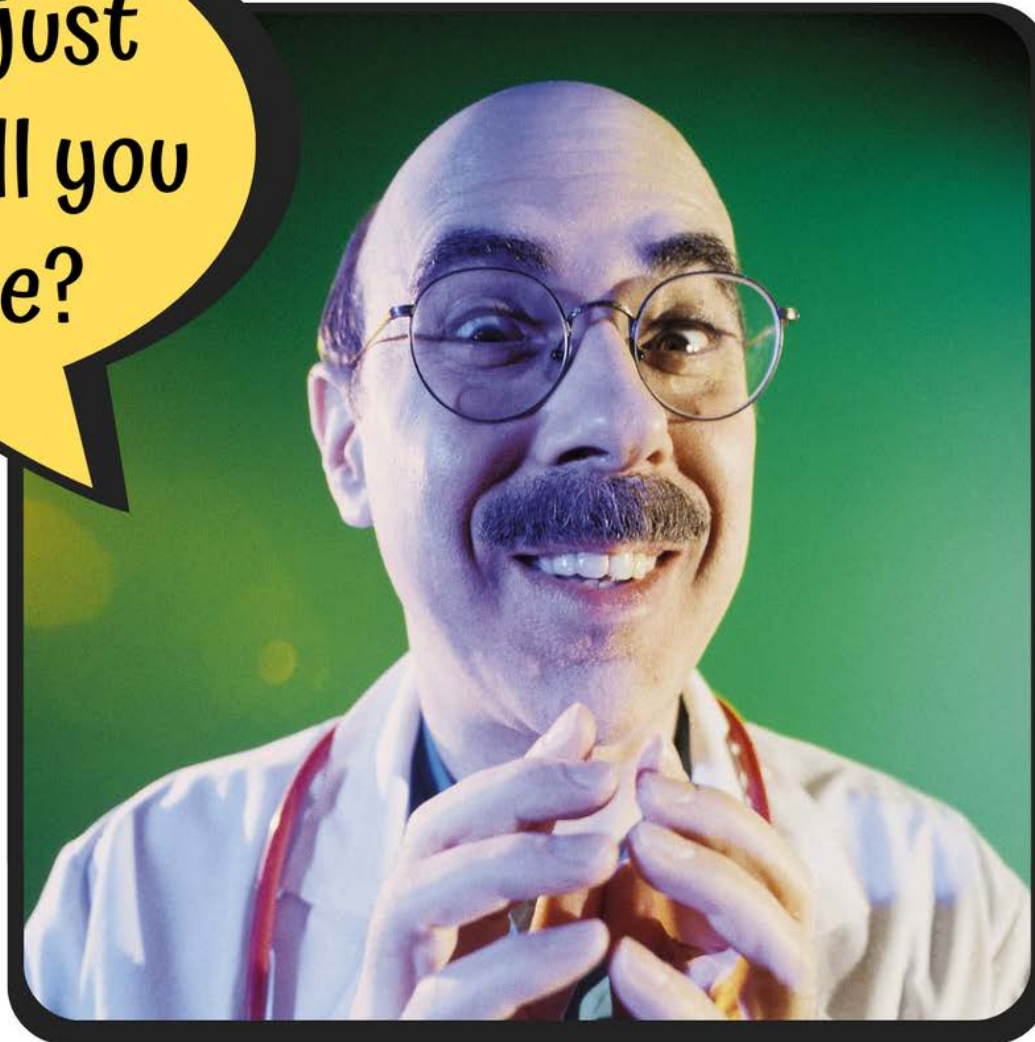
What is an email nurture sequence?

- Automated series of emails someone receives after taking an action on a website
- Welcomes, informs, and builds trust
- Helps move the subscriber to take the natural next steps



An Email Nurture Sequence helps with the getting-to-know-you phase of the relationship.

I know we just
met, but will you
marry me?



*Princess-cut
diamonds are my
favorite.*







Each email in the
sequence nurtures
the relationship...

ONE STEP AT A TIME

Most Email Marketing Providers Offer Automated Email Sequences

WELCOME AUTOMATION



mailchimp

Make a great first
impression

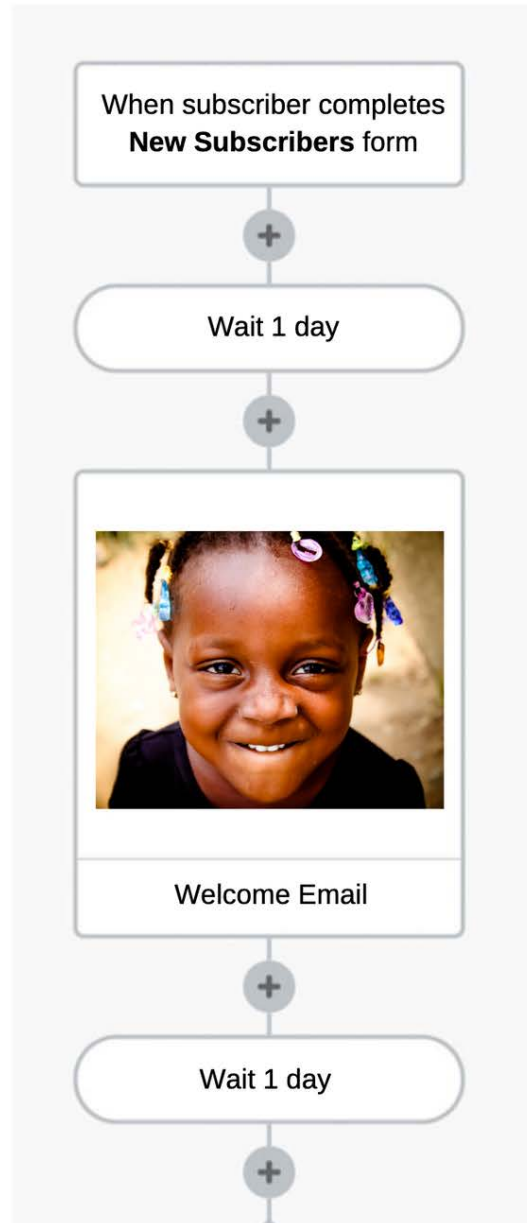
mailer  lite

Constant Contact 

Active
Campaign 

SO MANY OPTIONS!

Easy to Map out the Email Sequence





How many emails should be in the sequence?

- Between 3 to 7 emails
- Depends on info you need to convey...
- ...and the goals of your sequence
(what's the end game?)



What is the frequency of the emails?

- One email every day or every other day
- Don't lose momentum



Afraid of unsubscribers?



The Welcome Email
is the first email
in the sequence.



The Welcome Email

Your 9-Step Template

- 1 Open with a warm welcome.
- 2 Thank the person for subscribing.
- 3 Tease the lead magnet (if one is used).
- 4 Set expectations and preview the upcoming emails.
- 5 Acknowledge your shared values and the person's role.
- 6 Set expectations for after the sequence.
- 7 Call to action (a small favor).
- 8 Deliver lead magnet (if one is used).
- 9 Close with gratitude.

Lead Magnets

A lead magnet is an irresistible piece of free content you give to prospects in exchange for their name and email address. Lead magnets usually offer a downloadable PDF guide, checklist, cheat sheet, report, white paper, or video.



Welcome New Supporters with an Email Nurture Sequence

Use this guide & template to welcome supporters to your nonprofit. You'll also get fundraising tips from me. Opt out at any time.

How a lead magnet with sign-up form looks on my website.

Lead Magnets

Examples



How to Recognize Signs of Bullying on Social Media



How to Introduce Your Rescue Cat to Other Pets



9 Tips for Planning Your Next Trip to the Symphony



Your Ultimate Checklist for Going Green at Work



21 Surprising Ways to Avoid the Flu



11 Ways You Can Support Someone with Lymphoma



Parent's Checklist to Help Their Anxious Teen



7 Simple Ways You Can Advocate for Social Change



The Welcome Email

Your 9-Step Template

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- 4 Set expectations and preview the upcoming emails.
- 5 Acknowledge your shared values and the person's role.
- 6 Set expectations for after the sequence.
- 7 Call to action (a small favor).
- 8 Deliver lead magnet.
- 9 Close with gratitude.

Let's zoom in on an email example using the 9-step template

Email Sample: The Welcome Email
The welcome email is the first in an email nurture sequence.

Subject: Welcome to the family!
From: Charlie Jackson
To: Evelyn Weil
Date: August 10, 2019

Hi Evelyn,

Charlie Jackson here, and I am the Executive Director at Fairview Resource Center. I want to welcome you to the FRC family!

Thank you for joining as a new subscriber. I am so grateful you want to stay connected with us.

When you signed up, I promised to send you 10 Surprising Ways FRC Supporters Change Lives Every Day. I will provide you the link in just a minute, but first I want to go over a few things.

Over the next couple of weeks, I will be sending you emails every day or two. Here's a taste of what you will learn...

- **How FRC neighbors -- and a local celebrity -- helped feed hundreds of families during the annual Stuff-A-Truck Food Drive.** You'll especially love Gabe and Anna's story!
- **What our annual Share the Spirit project means to more than 300 families.** Not to mention how it nourishes the spirit of volunteers and donors!
- **Why literacy volunteers say tutoring GED students is life-changing... not only for the students earning the credentials but for themselves.** Volunteers share their heart-warming stories!
- **How our new Clothes Closet builds confidence in job-seekers.** Hear how business attire from the Clothes Closet helped Maya feel great and land a well-paying full-time job!
- **What donors need to know about the hope they give to hundreds of families each year.** You'll need some tissue for this email!

I'm honored to share this exciting content with you. As you can see, the FRC's work is so important. The people served are our inspiration. And you -- one of our loyal supporters -- are with us every step of the way. You change people's lives with your generosity and steadfastness.

Here's what you can expect from being a member of the FRC family:

My wonderful staff and I publish valuable info on our blog a couple of times a month. Sometimes we will write a post and sometimes we will record a video for you.

Once it's published, I will send you an email to let you know it's live.

From time to time, I will let you know about an opportunity for you to make a big impact on the lives of your FRC neighbors.

I'm thrilled you decided to journey with us!

Now, I have one small favor to ask.

Could you please hit "reply" and let me know the #1 reason you have an interest in Fairview Resource Center? It could be a few words or a long story. I promise I'll read your answer.

First, your answer helps me understand you better so that I can send you relevant information. And second, sending me a reply helps with email deliverability... so you'll never miss our best content!

Now -- as promised -- [click here for 10 Surprising Ways FRC Supporters Change Lives Every Day](#). You will find this article both informative and heartwarming.

Thanks again for staying in touch with us.

See you soon,
Charlie

P.S. In the coming days, I'm going to be sharing inspirational stories of neighbors helping neighbors. I can't wait to share success stories and opportunities with you.

1. OPEN WITH A WARM WELCOME

2. THANK THE PERSON FOR SUBSCRIBING

3. TRASS THE LEAD MAGNET (IF ONE IS USED)

4. SET EXPECTATIONS FOR THE UPCOMING EMAILS

5. PREVIEW THE CONTENT FOR THE UPCOMING EMAILS

6. PREVIEW THE CONTENT FOR THE UPCOMING EMAILS

6. ACKNOWLEDGE YOUR GRABED VALUES THE A PERSON'S ROLE

7. SET EXPECTATIONS FOR AFTER THE EMAIL NURTURE SEQUENCE

8. CALL TO ACTION (A SMALL FAVOR)

9. DELIVER THE LEAD MAGNET (IF ONE IS USED)

10. CLOSE WITH GRATITUDE AND A REMINDER OF WHAT'S COMING NEXT

Email Sample: The Welcome Email

The welcome email is the first in an email nurture sequence.

Subject: Welcome to the family, Evelyn!

From: Charlie Jackson

To: Evelyn Weil

Date: March 9, 2020

Hi Evelyn,

Charlie Jackson here, and I am the Executive Director at Fairview Resource Center. I want to welcome you to the FRC family!

Thank you for joining as a new subscriber. I am so grateful you want to stay connected with us.

When you signed up, I promised to send you *10 Surprising Ways FRC Supporters Change Lives Every Day*. I will provide you the link in just a minute, but first I want to go over a few things.

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- **Why literacy volunteers say tutoring GED students is life-changing... not only for the students earning the credentials but for themselves.** Volunteers share their heart-warming stories!

4. SET
EXPECTATIONS
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CONTENT FOR THE
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- **How our new Clothes Closet builds confidence in job-seekers.** Hear how business attire from the Clothes Closet helped Maya feel great and land a well-paying full-time job!
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Here's what you can expect from being a member of the FRC family:

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7. SET
EXPECTATIONS
FOR AFTER THE
EMAIL NURTURE
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See you soon,
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9. DELIVER THE
LEAD MAGNET (IF
ONE IS USED)

10. CLOSE WITH
GRATITUDE AND A
REMINDER OF
WHAT'S COMING
NEXT

The first email
(the Welcome email)
in the sequence is
complete

LET'S TALK ABOUT
THE FORMULA
FOR THE REST OF
THE SEQUENCE

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8. CALL TO ACTION (A SMALL FAVOR)
9. DELIVER THE LEAD MAGNET (IF ONE IS USED)
10. CLOSE WITH GRATITUDE AND A REMINDER OF WHAT'S COMING NEXT

How to Format the Subsequent Emails in the Nurture Sequence

For each subsequent email:

1 SINGLE IDEA + 1 SMALL ACTION



EXAMPLES

For each email → 1 Single Idea + 1 Small Action



1 SINGLE IDEA

1 SMALL ACTION



EMAIL #1 is the Welcome Email

EMAIL #2

- **How FRC neighbors -- and a local celebrity -- helped feed hundreds of families during the annual Stuff-A-Truck Food Drive.** You'll especially love Gabe and Anna's story!

The email tells some of the success story of the most recent Stuff-A-Truck food drive. Then the subscriber is encouraged to click the link to **read a blog post** with more of the story.

EMAIL #3

- **What our annual Share the Spirit project means to more than 300 families.** Not to mention how it nourishes the spirit of volunteers and donors!

The email contains a feel-good story of the annual Share the Spirit giving project. Then the subscriber is encourage to **join the Facebook group** to be in the inner circle of supporters to learn of future opportunities and hear stories.

EMAIL #4

- **Why literacy volunteers say tutoring GED students is life-changing... not only for the students earning the credentials but for themselves.** Volunteers share their heart-warming stories!

The email relays one volunteer's heart-warming story of tutoring a GED student. Then the subscriber is encouraged to **visit the website** to read more first-hand stories of impact.

EMAIL #5

- **How our new Clothes Closet builds confidence in job-seekers.** Hear how business attire from the Clothes Closet helped Maya feel great and land a well-paying full-time job!

The email describes Maya's life prior to using the FRC's Clothes Closet. Then the subscriber is encouraged to click the link to **watch a video** of Maya telling her story of getting a good job thanks to the Clothes Closet program.

each email
asks for
a small
commitment
(little Yeses)

EXAMPLES

For each email → 1 Single Idea + 1 Small Action



1 SINGLE IDEA

1 SMALL ACTION



Idea

EMAIL #1 is the Welcome Email

Action

EMAIL #2

- **How FRC neighbors -- and a local celebrity -- helped feed hundreds of families during the annual Stuff-A-Truck Food Drive.** You'll especially love Gabe and Anna's story!

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read a
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watch
a video

EMAIL #6

- **What donors need to know about the hope they give to hundreds of families each year.** You'll need some tissue for this email!

This is the point in the email sequence when you **ask for a small donation**. The email first tells the subscriber about the meaningful difference they can make in the life of a person served. Then they are encouraged to make a small gift.

final email in the sequence asks for a small gift

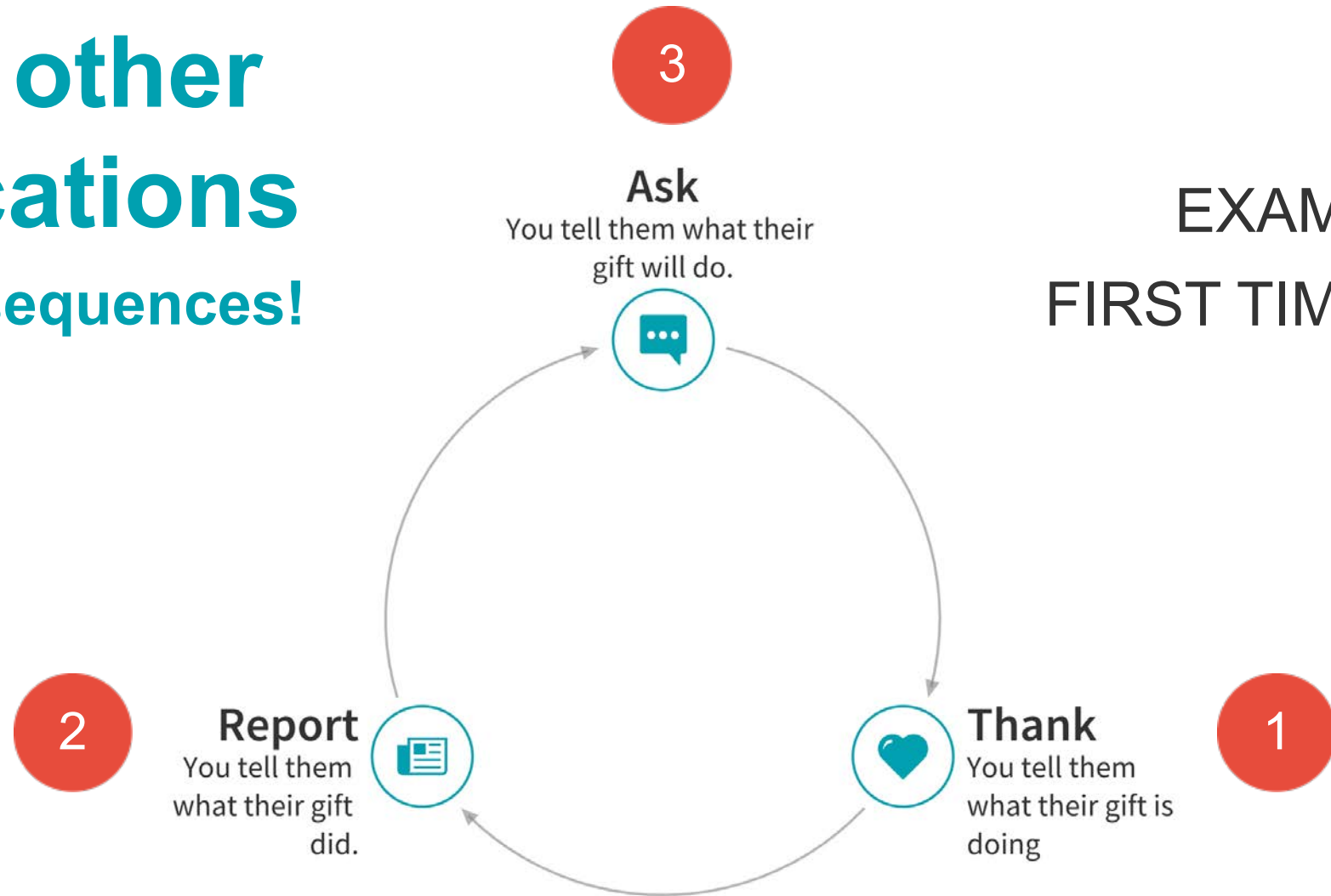


TO REVIEW

The Steps:

1. Write the welcome email: the first email in the sequence using the template.
2. Write each subsequent email in the sequence...
 - 1 single idea + 1 small action
 - leading to the last email: asking for a donation
3. Every so often, review your analytics to see the success of each email in the series. Tweak and refresh the emails as needed. Other than that... leave the sequence on AUTOPILOT! 😊

Many other applications for email sequences!



EXAMPLE:
FIRST TIME DONOR

EXAMPLES:

FIRST TIME DONOR

NEW MONTHLY DONOR

NEW VOLUNTEER

THE LIST IS ENDLESS...



Thank you!

Julie Cooper

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Twitter @GoCooper

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julie@fundraisingwriting.com

Julie is a copywriter specializing in direct-response fundraising writing.

She teams with her clients to write and consult on their donor communications... so they can stop worrying about every little fundraising detail and focus on their good work.