

Email marketing

It's easy.

First, a disclaimer

- The work I do is comparatively impersonal to yours.
- I communicate with strangers
- And thus: my best practices will not always be your best practices.

With that said ... PIH email!
Let's start with **advocacy**.



**Partners
In Health**

TELL CONGRESS: Fight TB Now!

President Donald J. Trump is now working to push through his proposed budget for 2019, and if it passes, people will die.

This dangerous proposal aims to slash the crucial Global Fund, which helps to treat tuberculosis, HIV, and malaria in some of the world's poorest communities.

Your leaders in the Senate are considering this budget **RIGHT** now, and they must hear from you immediately.

You can start by entering your address on the right >>

Let's get started

Street Address 1 *

City *

State *

-Select State-

Zip Code *

Email Address *

Email!

To:

 Katherine Clark Representative ✕

 Ed Markey Senator ✕

 Elizabeth Warren Senator ✕

Please fill out the information below in order to send your email.

Prefix *

First Name *

Last Name *

Subject: Defend the lifesaving Global Fund

President Donald J. Trump's proposed 2019 budget aims to gut key global health initiatives, and if it passes, people will die.

I'm writing today concerning proposed cuts to the lifesaving Global Fund, which has been instrumental in reducing deaths from tuberculosis, HIV, and malaria -- three of the world's most deadly infectious diseases in low-income settings.

Tweet!

 Tweet at Congress!



Katherine Clark
Representative

“

@RepKClark The Global Fund saves lives.
Stand with **@PIH** to support critical health
funding for those in need. <http://bit.ly/2lwzPvu>

TWEET THIS

SKIP

Sneak fundraiser. Works better than it should.



Make your lifesaving gift today

Thank you so much for signing our petition to National Security Advisor John Bolton.

Now, take the next step with a gift that brings hope and health care to the world's poorest people—no matter *what* happens in Washington, D.C.

Make your crucial gift now >>



Donate with PayPal

Amount

1

Name

2

Payment

3

\$50

\$100

\$350

\$1,000

\$1,200

\$3,500

Anatomy of a GOOD advocacy message

(1) Keep it simple, & cut to the chase.

(2) Establish the urgency.

(3) Be specific, maybe even a little wonky.

Example -- Rescission



Sarah: The Trump Administration is moving to rescind \$252,000,000 from the budget for International Disaster Assistance—just as Ebola is spreading in the Democratic Republic of Congo.

This fund is instrumental in building the comprehensive health care systems that stop diseases like Ebola in their tracks. And we cannot shirk our global responsibilities.

John Bolton, National Security Advisor, controls the future of this lifesaving fund. Sarah, do not hesitate. Join us to tell Mr. Bolton: Protect pandemic control in the federal budget.

DON'T RAID THE EBOLA FUND
Email National Security Advisor John Bolton

A partial view of a photograph showing people in white protective suits, likely healthcare workers or victims, in a clinical setting.

NEW PIH campaign: CHRs in Navajo Nation

- **The problem:** President Trump proposed eliminating CHRs in Native American nations.
- **The urgency:** CHRs are the linchpin of our work in Navajo Nation, where ½ of all kids could develop diabetes.
- **The action:** Email your members of Congress. Urge them to maintain crucial funding this year and for years to come.
- **The timeliness:** The House is coming back into session, and our members of congress will soon be talking about this key issue.

Now, about fundraising.

Most important: Urgency

You must make the case that your issue is where people should give their money. Because they have a *lot* of options.

Anatomy of a fundraising message (familiar?)

(1) Keep it simple & specific.

(2) Cut to the chase.

(3) Urgency heaped on urgency heaped on urgency.

(4) Villains? Deadlines? Matching gifts? Use 'em!

Example: Monthly giving fundraiser.



Fri 2/9/2018 10:06 AM

PIH.org <info@pih.org>

[sample] One way to stand with "s***hole" countries

To  Sarah Dunlap

 If there are problems with how this message is displayed, click here to view it in a web browser.



Twelve months. That's how long it's been since President Donald Trump took office. And Sarah, every month since has seen new challenges thrown in our path.

Proposed foreign aid cuts. A tax law that is expected to slash charitable giving. Alleged statements labeling African nations and Haiti "s***hole" countries. And yet, our clinicians remain optimistic. Our patients remain hopeful. **But we need you by our side in 2018.**

We need to recruit 100 new members of Paul's Partners—our monthly giving circle—to get this year off to a strong start.

Don't hesitate, we only have ONE week to hit our goal. Join Paul's Partners with a monthly gift today, and we'll send you an exclusive water bottle as a token of our thanks!

Example: Matching gift message



TRIPLE-MATCH DEADLINE: Your gift is tripled through MIDNIGHT

Sarah, this is a crucial moment: **For just a few more hours**, your Giving Tuesday gift will be TRIPLED. We need your help immediately.

Make your gift of \$37 by 11:59 p.m. TONIGHT and send 3x the vaccinations, cancer care, safe births, and *more* to people in need everywhere from Haiti to Malawi and beyond!

But please, *don't wait*—the clock is ticking on this rare triple-match opportunity, and lives are on the line.



Finally: fundraising pages

Anatomy of a good donate page

- Keep it snappy. *Really* snappy. 3-4 sentences at the most, at least in my line of work.
- Keep it specific.
- End on a call to action (CTA).
- And remember: Resist telling your life story in this very small space. You make your case in the email, in the conversation, etc. – assume that people who land on your page just need a lil' nudge.

Example – Haiti match donate page

Your gift is **MATCHED** for Haiti

Your gift will be **DOUBLED** up to a grand total of \$150,000 to bring hope and health care to women across Haiti—but only through 3/31.

That means right now, your donation of \$21 could provide **TWO** women's health visits—but don't hesitate, this rare spring match ends soon.

Make your MATCHED gift today.



Patients wait outside Klinik Extern at University Hospital in Mirebalais, Haiti.

Contributor

Country

United States ▾

First Name

Hannah

Last Name

White

Billing Address

pih

City

Hull

State/Region/Province

MA ▾

Postal Code

02045

Email Address

hwhite@pih.org

Phone Number

Amount

Resources

- M + R sends out periodic emails with advice for effective digital marketing. (ft. gifs!)
- Blue State Digital blog.
- Join a bunch of email lists. Make a “steal” folder in your inbox.

