



Re-engagement Campaigns help you connect with subscribers who aren't opening your emails. Here's how to plan one.

DETERMINE INACTIVITY

Inactive might mean anyone who has not opened an email in a year, or those who have stopped donating or participating in action alerts. Whatever your criteria are, break your subscribers into two groups: at-risk (inactive for 7-12 months), and lapsed (inactive for 12+ months). Target each group with its own campaign.

DESIGN YOUR CAMPAIGN

Begin with a re-introduction to your nonprofit highlighting success stories. Your second email can offer an easy option for lapsed subscribers to update their profile and change email preferences. In a third email provide the option to connect with you in a different way, such as following you on social media.

SEND AND REMOVE

Set the wait time between emails. Depending on your groups and messages this could be anywhere from three days to a week. As you remove subscribers who remain inactive, remind yourself that sending future emails to supporters who are more engaged will help your open and click rates go up and improve your deliverability score.

RENEW RELATIONSHIPS

After each email in your campaign, return those who reconnect to your active list. Deepen these relationships with a 'welcome back' email and other automations. Offer them the option to select subscription preferences, ask former advocates to take a new action, or ask lapsed donors to renew their contributions.

READY TO PLAN A RE-ENGAGEMENT CAMPAIGN? Our team of digital marketing experts is standing by to help you.

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IDENTIFY AND SEGMENT
INACTIVE SUBSCRIBERS



EMAIL 1: WE'VE MISSED YOU



WAIT



EMAIL 2: UPDATE PREFERENCES



WAIT



EMAIL 3: CONNECT ON SOCIAL



WAIT



REMOVE
FROM LIST



OPEN/CLICK



SEND 'WELCOME
BACK' EMAIL