

Email Marketing the Firefly Way

STRATEGY | DESIGN | DEVELOPMENT

Email remains an affordable and effective tool for nonprofit communications and fundraising. In fact, email-driven revenue increased by 24% in 2017 (M+R). With so many messages arriving to inboxes every day it's important to craft campaigns that grab attention and turn readers into loyal supporters. Firefly uses proven strategies and widely-tested methods to ensure our clients' email programs are growing engagement and increasing success.

1 Design Matters

Your emails need to look great no matter how many different service providers, operating systems, apps, screen sizes, and settings your supporters are using.

STAT: Every email that marketers send has approximately 15,000 potential renderings. (Litmus)

2 Going Mobile

Thanks to the presence of smartphones and tablets, people have more opportunity than ever to read email, making mobile responsive templates a must.

STAT: Mobile email opens have grown by 180% in the last three years. (Email Monday)

3 Face-to-Face

From subject lines to greetings, personalization is a simple way to turn a forgettable email into a memorable one.

STAT: Open rates for personalized emails average 18.8% as compared to 13.1% without. (MailerMailer)

4 Autopilot

Don't ignore autoresponders or welcome series. They can keep constituents engaged after the initial message is communicated or action is taken.

STAT: Automated emails generate 320% more revenue than non-automated emails. (Campaign Monitor)

TOOLS WE WORK WITH:

MailChimp

everyaction

CharityEngine
Powering the good to be great.

Classy

salsa

engaging
NETWORKS

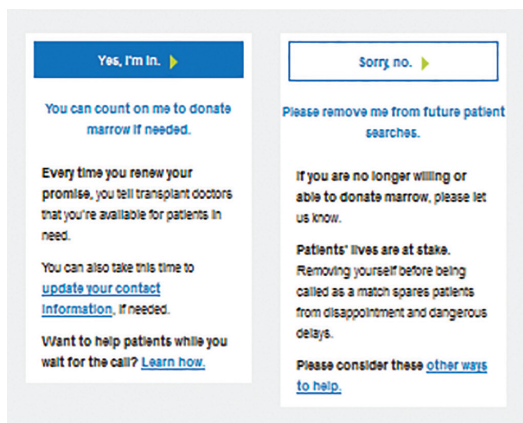
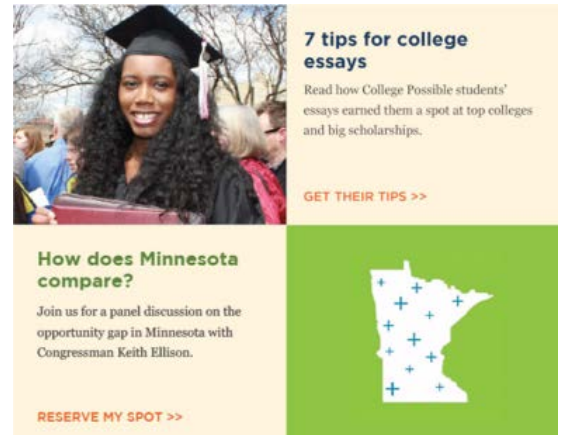
Blackbaud Luminate Online®

Case Studies

COLLEGE POSSIBLE

CONTENT

The new email template Firefly Partners built for College Possible allows them to promote their work using many different types of content. This way, recipients can access the information that is most useful to them in the easiest way possible. Content types include a call-to-action button just below the header, links to original content with associated images, and event details.



NATIONAL MARROW DONOR PROGRAM

STRUCTURE

Firefly worked with NMDP to test a unique two-column design against a single-column design. The results were clear. Whether supporters opened the message on their phone or desktop, the two-column layout resulted in a 15-percent increase in action taken.

HUNTSMAN CANCER FOUNDATION

DESIGN

In our work with the Huntsman Cancer Foundation we designed an email header that includes a 'Give Now' button. The persistent soft ask serves as an effective fundraising tool without taking away from the main content of the newsletter.



About Firefly

Firefly Partners specializes in creating tailored digital solutions for progressive nonprofits. We work in partnership to design beautiful websites, integrate platforms, create effective emails, and optimize digital tools to help organizations achieve their goals.

www.fireflypartners.com

