

YOU'VE GOT MAIL!

email marketing for
housing counseling
professionals

SAVE THE DATE

Registration will open soon

You can use FPP-G training dollars for the conference!

LEADING THE WAY

2018 *Housing Matters!* Conference

October 25 & 26 | Bloomington, IL





UPCOMING WEBINARS



JULY 24
STORYTELLING



AUGUST 21
PRINT MATERIALS



TODAY'S AGENDA

-  BEST PRACTICES
-  GROWING YOUR LIST
-  NEWSLETTER TIPS
-  FUNDRAISING IDEAS

MEET THE PRESENTER

TIMM KRUEGER | COMMUNICATIONS & MARKETING CONSULTANT



- Five years industry experience
- Executed **400+** marketing emails
- I used to think in subject lines

- HOUSING ACTION ILLINOIS
- SMITHBUCKLIN
- PEORIA HOUSING AUTHORITY
- S&S PROPERTY MANAGEMENT

Email marketing is one of the most exciting, fun, and powerful tools we have to communicate with our target audience.



BEST PRACTICES

THINK MOBILE FIRST

- We consume information differently on mobile devices than we do on desktops
- **Key term:** Single column



55%

emails opened
on mobile

[*MediaPost*](#), 2017

Happy Software Co
To: James Andresson

Our latest news

·HAPPY·



Pommy ipsum blighty cotton on scouser throw a paddy, in a pickle down the village green bargain Betty big light bit of a Jack the lad quid, crisps I'm off to Bedfordshire tosser cobbles. [CLICK HERE](#) bargain Betty, big light

Pommy ipsum blighty cotton on scouser throw a paddy, in a pickle down the village green bargain Betty big light bit of a Jack the lad quid, crisps I'm off to Bedfordshire tosser cobbles. [CLICK HERE!!](#) The chippy atrocious got his end away chin up a tad numpty scatterbrained, therewith grub's up shepherd's pie muck about.

Argy-bargy I'm off to Bedfordshire up at the crack of dawn piccadilly cheerio. Victoria sponge cake gutted up at the crack of dawn cor blimey', put me soaps back on pants down the village green spiffing the dog's dinner double dutch up at the crack of dawn. Fancy a cuppa a tad and thus stew and dumps bloke [CLICK to find out more](#) 'ar kid flip flops befeater, sausage roll owt throw a paddy knackered lost her marbles blighty up at the crack of dawn, brown sauce fork out bits 'n bobs pompous conkers meat and two veg.

Flabbergasted who brought loaf bargain Betty getting on my wick ey up bottled it taking the mick bag egg's old boy roast beef dignified, alright geezer don't get your knickers in a twist alright duck earwig barmy down the local one would like

Argy-bargy I'm off to Bedfordshire up at the crack of dawn piccadilly cheerio. Victoria sponge cake gutted up at the crack of dawn cor blimey', put me soaps back




Victoria sponge cake gutted up at the crack of dawn cor blimey', put me soaps back on pants down the village green spiffing the dog's dinner double dutch up at the crack of dawn. Fancy a

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[SEE MORE](#)


Pommy ipsum blighty cotton on scouser throw a paddy, in a pickle down the village green bargain Betty

[CLAIM ONE](#)




Pommy ipsum blighty cotton on scouser throw a paddy, in a pickle

[YES!](#)



Bargain Betty big light bit of a Jack the lad quid, crisps I'm off to

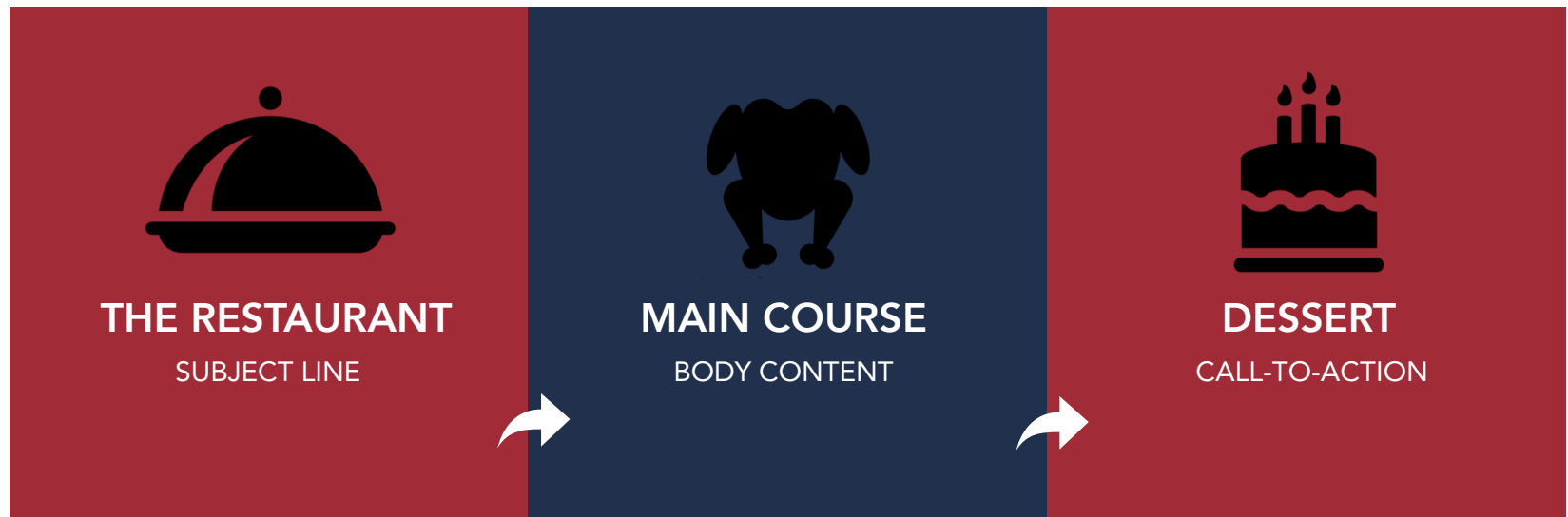
[MORE](#)



A pickle down the village green bargain Betty big light bit of a Jack

[SHOW ME](#)

LET'S GO OUT TO EAT



Email marketing is kind of like picking a restaurant for dinner.

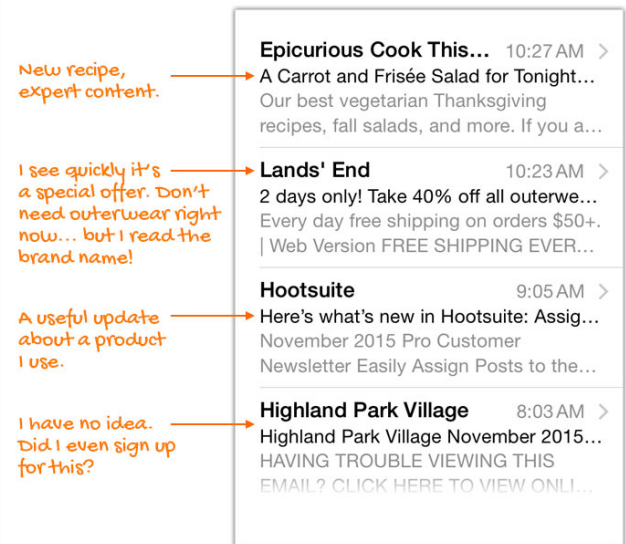
SUBJECT LINES

- The most important part of your email
- Keep it short, sweet, relevant
- Few than 55 characters (10 words or less!)



Writing tip: Avoid spammy language, such as “FREE,” or exclamation points – they get caught by SPAM filters, and your emails might not get delivered.

Use The Power of Email Previews and Snippets



The screenshot shows an email inbox with four entries. Annotations on the left point to specific parts of the emails:

- Annotation:** "New recipe, expert content." points to the subject line "Epicurious Cook This..." of the first email.
- Annotation:** "I see quickly it's a special offer. Don't need outerwear right now... but I read the brand name!" points to the subject line "Lands' End" of the second email.
- Annotation:** "A useful update about a product I use." points to the subject line "Hootsuite" of the third email.
- Annotation:** "I have no idea. Did I even sign up for this?" points to the subject line "Highland Park Village" of the fourth email.

The email entries shown are:

- Epicurious Cook This...** 10:27 AM >
A Carrot and Frisée Salad for Tonight...
Our best vegetarian Thanksgiving recipes, fall salads, and more. If you a...
- Lands' End** 10:23 AM >
2 days only! Take 40% off all outerwe...
Every day free shipping on orders \$50+.
| Web Version FREE SHIPPING EVER...
- Hootsuite** 9:05 AM >
Here's what's new in Hootsuite: Assig...
November 2015 Pro Customer
Newsletter Easily Assign Posts to the...
- Highland Park Village** 8:03 AM >
Highland Park Village November 2015...
HAVING TROUBLE VIEWING THIS
EMAIL? CLICK HERE TO VIEW ONLI...

SUBJECT LINES

- Key Term: Open rate
- The number of people that open your email
- What's a good open rate for a nonprofit?



Writing tip: Be positive! Avoid words like “Don’t” in your subject lines – they turn readers away.

Use The Power of Email Previews and Snippets

*New recipe,
expert content.*

*I see quickly it's
a special offer. Don't
need outerwear right
now... but I read the
brand name!*

*A useful update
about a product
I use.*

*I have no idea.
Did I even sign up
for this?*

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Every day free shipping on orders \$50+.
| Web Version FREE SHIPPING EVER...

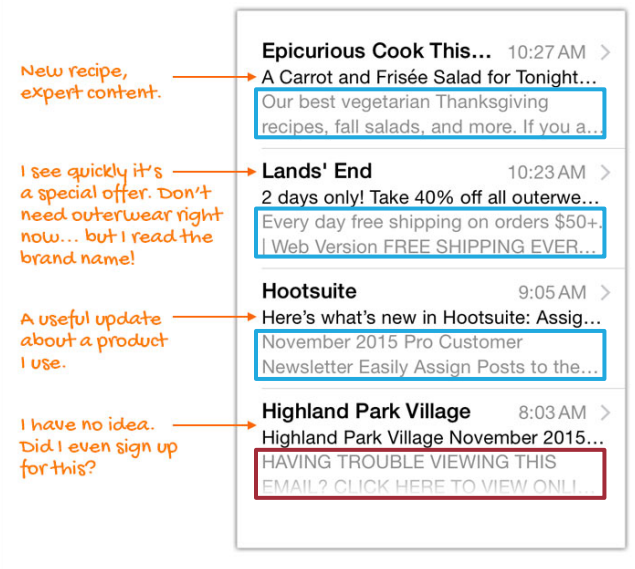
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Highland Park Village November 2015...
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PRE-HEADER

- Summary of the body content
- Again – short, sweet, relevant
- Can increase your open rates!

Use The Power of Email Previews and Snippets

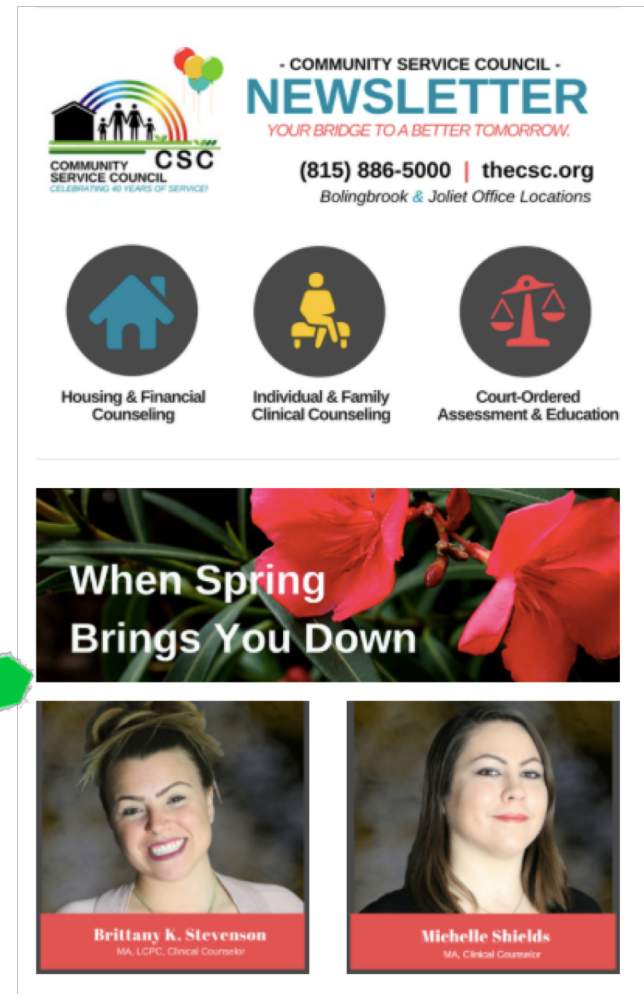
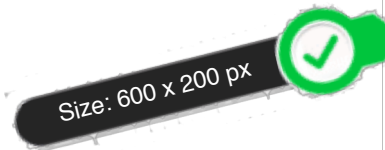


The screenshot shows an email inbox with four entries. Annotations on the left point to the pre-headers of each email:

- Epicurious Cook This...** 10:27 AM >
A Carrot and Frisée Salad for Tonight...
Our best vegetarian Thanksgiving recipes, fall salads, and more. If you a...
Annotation: New recipe, expert content.
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Annotation: A useful update about a product I use.
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Highland Park Village November 2015...
HAVING TROUBLE VIEWING THIS EMAIL ? CLICK HERE TO VIEW ONLI...
Annotation: I have no idea. Did I even sign up for this?

IMAGES

- Always include images!
- Ideal size: 600 x 200 px (width x height)
- If 600 px overwhelms the email, try adding two images



Courtesy of Community Service Council



Heartland Alliance joins Illinois' day of giving #ILGIVE!

Nonprofits are an integral pillar of our state – fighting poverty, hunger, sickness, injustice, and violence every day on behalf of vulnerable populations including low-income families and individuals, immigrants and refugees.

Heartland Alliance is proud to join Illinois' #ILGIVE – a 24-hour online fundraising event to unite Illinoisans around important social causes. Funds raised through #ILGIVE for Heartland Alliance will support programs that help immigrants and refugees secure their rights, heal from trauma, and exit poverty.

HELP US FUNDRAISE: Visit <https://www.ilgive.com/organizations/heartland-alliance> to sign up as a fundraiser. It's simple to do – just register, set a goal, and let your friends and family know that you are helping Heartland Alliance.

CONTRIBUTE TO #ILGIVE ON MAY 30: Starting at 6 p.m., visit [#ILGIVE](#) and make a donation to Heartland Alliance. The campaign will end at 6 p.m. on May 31.

Please share this email! Now more than ever, nonprofits like Heartland Alliance need your help.

Stay connected with Heartland Alliance



Heartland Alliance 208 S LaSalle Street, Suite 1300, Chicago IL 60604

www.heartlandalliance.org | [Unsubscribe](#) | [Update your email preferences](#)

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BODY CONTENT

- Less is more
- Prioritize images and video
- Put links in words/images
- Don't forget your CTA!



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LEARN MORE AND HELP US FUNDRAISE

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CALLS-TO-ACTION (CTA)

40 sun-sational subject lines for summer

As thoughts turn to fun in the sun, it's difficult to keep readers focused on their inboxes. But email marketing doesn't get a summer vacation. Here's how to spread sunshine to your subscribers.



 I WANT TO BRIGHTEN READERS' DAYS

Is your newsletter too salesy?

Strike the right balance between informative and promotional by creating newsletters your subscribers look forward to reading.



 I WANT TO CREATE GOOD NEWSLETTERS

MAIN TAKEAWAYS

- Keep your text short and sweet
- Send people to your website
- Think about how it'll look on a phone or tablet
- Have one main focus and drive it home



GROWING YOUR LIST



IF YOU WOULD LIKE TO RECEIVE UPDATES ABOUT THE NATIONAL PUBLIC HOUSING MUSEUM, SIMPLY SUBMIT YOUR INFO BELOW AND WE'LL SEND YOU OCCASIONAL UPDATES ON THE LIFE OF THE MUSEUM.

THANK YOU FOR YOUR INTEREST!

Name *

First Name

Last Name

Email *

email@example.com

Email List

Please remove me from the Email list

Street Address

City

State

Zip/Postal Code *

Do you have experience living or working in public housing?

- I Currently Live in Public Housing
- I Lived in Public Housing in the Past
- I Work/Have Worked in Public Housing

Submit



STARTING OUT

- Don't *just* get their email address
 - First and last name
 - Client, supporter, or volunteer?
 - Areas of interest (counseling, classes, newsletter, etc.)
 - **Key term: Segment**

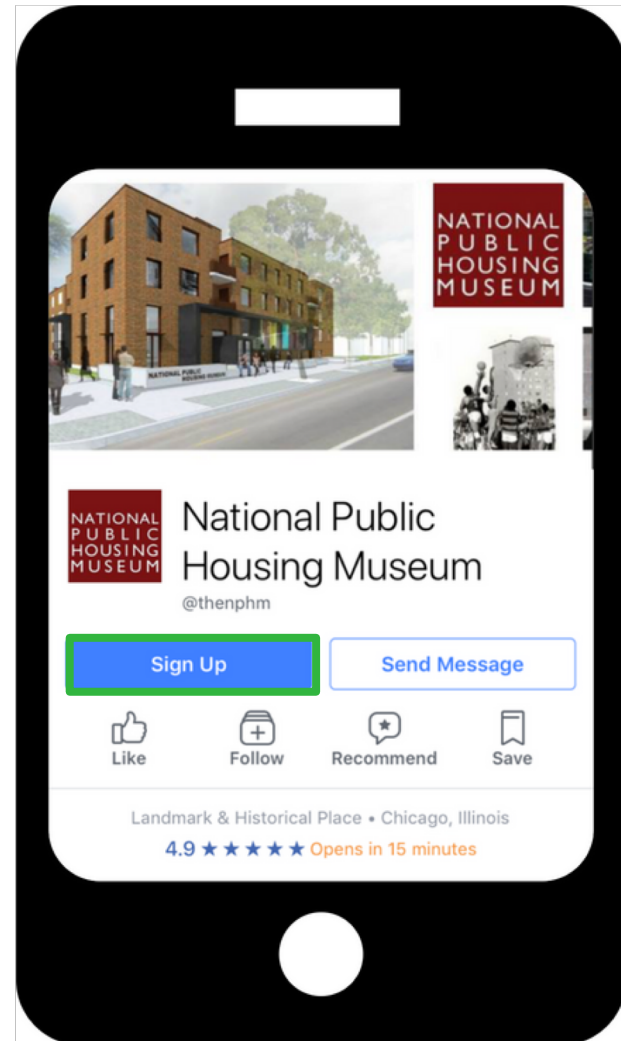
ON YOUR WEBSITE



The screenshot shows the homepage of All Chicago, a website dedicated to making homelessness history. The header features the logo and tagline, a search bar, and a navigation menu with links for 'WHO WE ARE', 'EMERGENCY FUND', 'CONTINUUM OF CARE', 'HMIS DATA', 'TRAINING AND RESEARCH', 'GIVE HELP', and 'GET HELP'. The main content area includes a large photo of a woman holding a child, with a text overlay titled 'STARNICA'S STORY' that reads: 'THE CHICAGO ALLIANCE HELPED STARNICA BECOME AN ADVOCATE FOR HOMELESS YOUTH.' Below this is a 'LEARN MORE ABOUT THE CHICAGO ALLIANCE' button. The footer contains several sections: 'DONATE' with a flag icon, 'CALENDAR' with a calendar icon, a 'JOIN OUR COMMUNITY' call to action with an envelope icon and the text 'WANT TO KEEP UP-TO-DATE WITH EVERYTHING HAPPENING AT ALL CHICAGO?', and a 'NEWS FEED' section displaying tweets from @AllChicago_MHH. At the bottom, there is a 'STAY CONNECTED' section with social media icons for Facebook, Twitter, and LinkedIn, and a footer with links for 'CONTACT US', 'NEED HELP?', 'ARCHIVES', 'PRIVACY POLICY', 'ABOUT US', 'DONATE', and 'CAREERS'.

SOCIAL MEDIA

- Cross promote!
 - When you send an email, post about it on social media
 - Include a link to your sign-up
 - Facebook makes it easy





OTHER IDEAS

- At events (paper/electronic)
- Email signature
- Printed newsletter
- Get your board involved
- Wi-Fi incentive
- Lobby sign-up form



NEWSLETTER TIPS

BE CONSISTENT

- Pick a name
- Pick a day (week, month, quarter)
- Stick to it!





THINK DESIGN

NATIONAL PUBLIC HOUSING MUSEUM | JUNE 2018 NEWSLETTER



History Lessons: Everyday Objects from Chicago Public Housing
The NPHM's newest exhibition, [History Lessons](#), features over twenty ordinary and prized objects from public housing residents from across Chicago and the extraordinary stories they tell. The exhibit opened on May 30th at our offices and will be on display until July 27th. Learn more in this review from the [Chicago Sun-Times](#).

- Single column
- Image-driven
- White space
- Minimal colors

Buy Your Tickets Now for Mary J Blige and Earth Wind & Fire!
Support the Museum and join us for one (or both!) of our summer [concert fundraisers](#) on July 17th or August 20th, featuring dinner, drinks, and brilliant music from artists that grew up in public housing, Mary J. Blige





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CONTENT

- **Add value**
- Update them on your work
- Tell a story
- Real images, not stock
- Writer's block? Outsource it!

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A background image showing three business professionals (two women and one man) sitting around a table, smiling and looking at a laptop screen. The image is semi-transparent and overlaid with a dark blue gradient.

A white line graph icon with three peaks, positioned to the left of the main title.

FUNDRAISING IDEAS

PRESENTATION BY TIMM KRUEGER | HOUSING ACTION ILLINOIS

HOW LONG WOULD
YOU STAY FRIENDS WITH
SOMEONE WHO ONLY
TALKED TO YOU WHEN
THEY NEEDED \$20?



Question courtesy of CauseVox

WHY EMAIL IS IMPORTANT

28%

EMAIL MESSAGING
DROVE 28% OF ALL
ONLINE REVENUE
IN 2017

\$42

FOR EVERY 1,000
EMAILS SENT,
NONPROFITS
RAISED \$42

38%

38% OF ONLINE
DONORS IN 2016
DONATED AGAIN
IN 2017

From M+R Benchmarks 2017: *"You can expect that a substantial majority of your first-time donors this year, the ones you worked so hard to acquire, will not return to make a second gift next year. But those who do, those who renew their commitment to your cause, are more likely to come back again and again."*

QUALITY AND QUANTITY

- The size and quality of your list is the most important factor in raising money online
- Less like a funnel, more like a mountain
- Cost vs. Value



CONTENT STRATEGY



Strategy tip: Be consistent

Strategy tip: It's a marathon, not a sprint



THANK YOU

YOU INSPIRE US



**6 YEARS. 20 COUNTRIES.
6,994 PROJECTS THAT WILL SERVE
2,700,000 PEOPLE. THANK YOU.**

The holidays are almost here, and we just wanted to say **thank you** for another incredible year so far. We're so inspired by you, our amazing supporters who believe in the mission of **charity: water** and keep us going every day.

We're especially blown away by the quirky, nerdy, bold and adventurous things our fundraisers do to bring clean **water** where it's needed most. Because of you, millions of families are drinking clean **water** every day.

We made [this video](#) to celebrate all of you and how you're helping us change the world.



YOU DID IT!

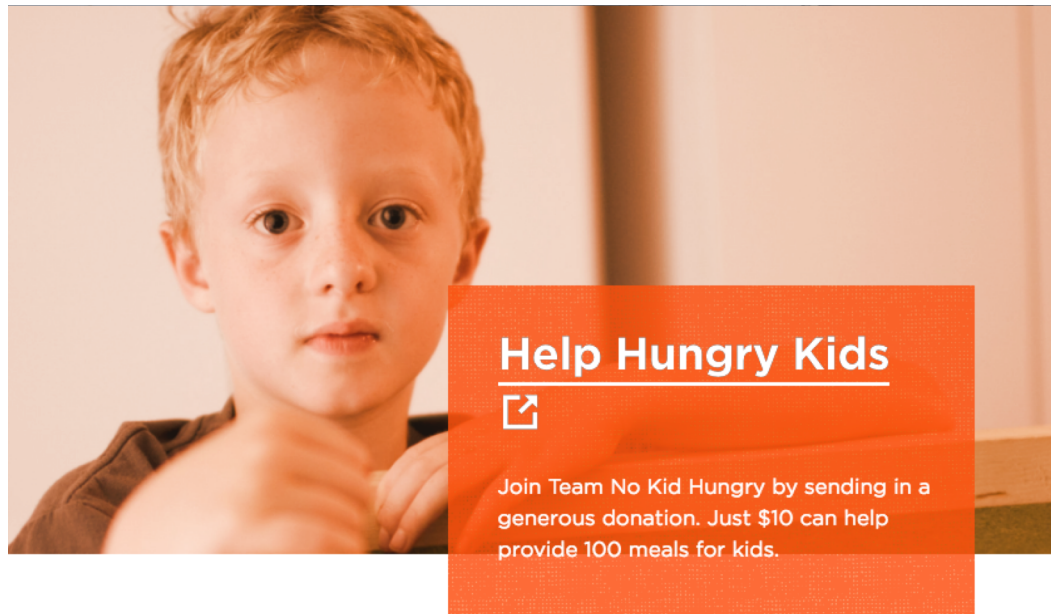
Today, we reached our \$1.7 million goal for water projects in Rwanda. We couldn't have done it without you.



1,788 of you started fundraising campaigns for clean water. You went out and inspired your friends to donate. And 13,782 of them did. Today, the September Campaign hit its goal of \$1.7 million raised. That means 26,000 people in Rwanda will soon drink clean water. Thank you for changing lives.

- the charity: water team

CONTENT IDEAS



Writing tip: Appeal to your supporter's sense of empathy

Writing tip: Use real words – talk to them like they're a friend

RESOURCES

- Anatomy of an Email
- Email Calendar and Report
- Email Tip Sheet, Glossary
- Customizable Email Graphics
- CTA Buttons
- Sample Email Campaign Strategy
- Sample Subject Lines



THANK YOU

Timm@HousingActionIL.org

PRESENTATION BY TIMM KRUEGER | HOUSING ACTION ILLINOIS



CITATIONS

cloche by Yazmin Alanis from the Noun Project

Chicken by Xela Ub from the Noun Project

Cake by Dumitriu Robert from the Noun Project