



Community of Hope

Celebrating loved ones with Lou Gehrig's Disease

Sending Emails Using Your Fundraising Center

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UPLOADING YOUR CONTACTS

Before you send your first email message, upload your address book!

The screenshot shows a web interface for managing contacts. At the top, there are navigation tabs: MY HOME, SEND EMAILS (highlighted), ENABLE BLOG, PROGRESS, and FUND PAGE. Below these is a 'Contacts' section with a toolbar containing 'Compose Message', 'Add to Group', 'Delete', and 'Email All'. A search bar is present with the text 'Search contacts by name or email' and a 'Search' button. On the right side, there are social media share buttons for Facebook and Twitter, and a sidebar menu with 'Compose', 'Drafts', 'Sent', and 'Contacts' (highlighted). Below the sidebar, there are two buttons: '+ Import contacts' and '+ Add single contact'. The main content area features a table with columns for Name, Groups, Email (Sent, Opened), Page Visits, and Donations (Current). The table lists three contacts: Mickey Mouse, Jimmy Sample, and Kate Smith. At the bottom of the table, there is a pagination control showing 'Contacts/Page: 25' and '1-3 of 3'.

Name	Groups	Email		Page Visits	Donations Current
		Sent	Opened		
<input type="checkbox"/> Mickey Mouse mr.mouse@sample.co	Test	0	0	0	\$0.00
<input type="checkbox"/> Jimmy Sample jimmy.sample@sample.co	Test	0	0	0	\$0.00
<input type="checkbox"/> Kate Smith ksmith@sample.com		0	0	0	\$0.00

Step 1: Import Contacts

- Because this is the first time you are using your fundraising center, you will need to upload all of your contacts, as opposed to a single contact only.
- Choose “Contacts” from the list in the right sidebar of your email portal. On the next page, select the “Import contacts” button toward the middle of the page on the right hand side.
- Do you have a Gmail or Yahoo mail account? If so, it is easy to upload your contacts by selecting your email provider from the list. Then, you will be prompted to consent to email address retrieval and your contacts will automatically be uploaded into your address book.
- You can also upload contacts by exporting them from a Hotmail, Outlook, or other account into a .csv file. When you review your spreadsheet, be sure to use three columns with headings that read: First name, Last name, Email address. Capitalization of the first letter of the first word is important. Click the “Tell me more” link for further detail.

Step 2: Group Contacts

- You can group your contacts to target specific individuals for different email messages.
 - Click “Add to Group” near the top navigation of the Contacts page.
 - Select “Create a new group.”
 - Enter group name in field and click submit to save.

- Choose a contact or contacts, click “Add to Group,” and select a group name from the drop-down list.
 - You can search for your contacts by name or email address by using the field provided in the top right corner of the Contacts page.
- You may determine groups based on factors like:
 - Giving history – if a contact has already given to your page, you may want to add him/her into a group that you do not solicit for 6-12 months.
 - Email open/click rate – if a contact has opened your email or even clicked on a link you provided in the email, but has not given, you can add him/her to a group that you follow up with, personalizing your email to nudge the potential donor, since they showed some interest.
 - * See “Step 7: Analyze your email data” under the “II. Sending an Email Message” heading.
- Your fundraising center automatically places contacts into groups based on their status as: Donors, Non-Donors, Never Emailed, Needs follow-up, and Unthanked Donors.

SENDING AN EMAIL MESSAGE

After you have uploaded your contacts into your fundraising center, you can easily send emails to your network of friends and family to ask them to support your Community of Hope tribute fund.

The screenshot shows the 'Compose Message' interface. At the top, there are navigation tabs: MY HOME, SEND EMAILS (highlighted), ENABLE BLOG, PROGRESS, and FUND PAGE. Below the tabs is a green header with the text 'Compose Message'. To the right of the header is a 'Share' button with Facebook and Twitter icons. Below the header is a sidebar with a 'Compose' button (highlighted) and links for 'Drafts', 'Sent', and 'Contacts'. The main content area contains a form with the following elements: a 'Send' button and links for 'Save as draft', 'Preview', and 'Save as template'; a 'To:' field with a dropdown arrow and a prompt 'Enter your friends name, email address, or [choose from your contacts list](#)'; a 'Subject:' field; a 'Use a template' link with the text 'Use a suggested message to email your friends.'; a checkbox for 'Include personalized greeting (What's this?)'; a rich text editor with options for font family, font size, bold, italic, underline, and text color; a 'Current layout: Blank Stationery* (done selecting)' dropdown; and a preview of the 'Blank Stationery*' template, which includes the 'Community of Hope' logo and the text 'Community of Hope 2013-2014'.

Step 1: Click the "Send Emails" tab in the top navigation of your fundraising center.

Step 2: Decide whether to use an existing template or start from scratch.

- To use a suggested message, click the "Use a template" link toward the middle of the screen. Then, choose what type of message you'd like to send and personalize it accordingly.

- If you would like to write an original message, simply begin typing your email in the space provided.
- Customize each email you send by choosing the “Include a personalized greeting” selection box. (i.e., Dear John Smith)

Understanding Personalized Greetings for Email Messages

A personalized greeting includes a default salutation and the first name of each recipient listed in the To line of an email message (for example, Dear Pat). If the recipient is not already a contact within your address book, the word "Friend" will display with the salutation instead.

You can select to include this personalized greeting as the first line in messages that you compose and send from this Email area.

Note: If you select to include the personalized greeting in your message, do not manually type in a greeting as well. (That is, you do not want the message to start with two lines that say "Dear Pat" or a "Dear Pat" line followed immediately by a "Hey Pat" line.)

To view how the default personalized greeting will look in your message: Click the personalized greeting checkbox on your compose message page and then click **Preview**. Note that each recipient of this message will see their own name when they open this message.

Step 3: Create an email subject.

Step 4: Choose if you want to send your email on blank stationary or Community of Hope stationary.

Step 5: Preview your email message to make sure everything look sand sounds the way you intend it to.

Step 6: Decide whether to send your message now or save it for later.

- If you want to send your message now, populate the “To:” field by typing in email addresses or choosing from you list of contacts and click send.
- To save this email and send at a later time you should either:
 - “Save as draft” if you want to send this email to one specific audience at one specific time.
 - “Save as template” if you’d prefer to send this email to a specific audience at a later time, but may also want to send it to another group of people at a different time. (i.e., a Thank You message or a sample solicitation)

Step 7: Analyze your email data.*

- View statistics pertaining to each contact’s total dollars given to date, visits to your tribute fund page, number of emails that he/she has opened, number of emails you have sent him/her, and the names of the groups he/she is in.
- This information will help you segment your contacts into different groups and customize emails asking for support based on the information you are tracking.

TYPES OF EMAIL MESSAGES

When we communicate with our network of donors at various times of the year for various reasons, it can be tricky to keep everything straight! Here are a few different types of email messages you should send and ideas about when you should send them. To keep donors engaged and coming back to your tribute fund page, be sure to communicate effectively and systematically throughout the year.

Type 1: Introduction

After you create your Community of Hope tribute fund and have uploaded your address book into your fundraising center, you should send an introductory message to your friends and family, letting them know why you created a tribute fund and how they can be a part of our fight against ALS. If you need help getting started, use the "Sample Solicitation" template in your fundraising center.

Type 2: Awareness

Your Community of Hope tribute fund is an important tool to help raise financial support, but also serves as a medium to raise much needed ALS awareness. Send emails to your friends and colleagues explaining more about *what* ALS is, the urgency to join the fight, and the ways they can get involved. This type of message can be great to send in May, during ALS Awareness month, and can be utilized throughout the year as a "soft ask," or a solicitation that provides more information about the cause than it asks for money to support that cause. This will help cultivate your less familiar donor base and help motivate them to give. You can find an "ALS Awareness" template in your Community of Hope fundraising center.

Type 3: Holiday or special event themed

Birthdays, anniversaries, and holidays are all great times to be charitable! Send a message to your friends and loved ones around dates that are important to you. Keep an eye on the templates in your fundraising center for sample holiday messages you can send throughout the year.

Type 4: Thank-you!

Always remember to thank your donors! It's easy to keep track of donors you still need to thank by selecting the "Unthanked Donors" group in the Send Emails section of your fundraising center. A "Thank-you" template is also available in your fundraising center for your convenience.