

BOOST YOUR RETURN NOV. 15TH



MAX-imize Donations

Give to the Max Day is November 15. Tips for effectively managing the campaign include:

- Register with GiveMN.
- Program your organization's donation page to accept and process all donations your organization receives. Nearly 7% of donations go to GiveMN if they process on your behalf.
- Consider setting up an account with PayPal to receive their non-profit rate for processing credit card donations.
- Make sure your donation/transaction process is easy and fast.

Visit our website for more information.

Crafting a Campaign

Effective email campaigns need to be cleverly written to get attention. Focus on these 3 things:

- Personalization and imagery
- Responsive design
- Call to action

Also consider the following:

- Do you have a funding gap? A specific program-related need, i.e. books, iPads, backpacks?
- Convey the impact of a donation. Make a specific ask and create a sense of need/urgency.
- Plan to incorporate your campaign across all media platforms.

Visit our website for examples & additional tips.

Your Eblast Schedule & Content

- Plan your email frequency and subject content. Visit our website to download a template.
- Create a schedule for eblasts (dates & times). How many eblasts will you send? What is the content of each email?
- Keep it fresh! Write a different subject line and update content for each blast.
- Incorporate your campaign theme in each message.
- Review contact, donor, and friend lists before you set your eblast schedule to ensure they are up-to-date.
- Ensure your messaging is error-free.
- Don't forget to thank donors!
- Offer the option for a recurring donation.

Contact JMA for eblast campaign services.

Responsive Design Tips for Eblasts

- Consider your brand: use consistent colors, fonts and images.
- Use a photo or graphic and add it to all messaging.
- Set-up design files (for the eblast) with 72dpi resolution and RGB coloring.
- Create hierarchy in your design to direct your reader's eye.
- Keep it simple: be copy light and keep your message focused.
- Keep it clean: don't use more than 3 font types/sizes and allow for plenty of white space.

Need help? Contact JMA for design and communications services. Call 612.746.4150 or visit jmurphyassociates.com.

2019 Planning

Are you ready for 2019? Are you celebrating a milestone this year or planning a fundraising event? Now is the time to think about your communications plan, website, brochures, logos, annual report, and social media goals.

Visit our website to download our 2019 Planning Tips.