

# How to Write a Great Email

Digital Fundraising Best Practices

*Presented by Lauren McElmeel*



FOR SKILLS ASSESSMENT PURPOSES ONLY



# Current Landscape

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**Katie Porter**

11/20/22 >

Reaching out to introduce myself  
I'm the single mom with the whiteboard in Congress!

**Your Gift TRIPLED!**

10/20/22 >

These must-win races...  
Donate NOW before the match expires >>

**Membership Status**

10/20/22 >

Defend our Senate majority  
We URGENTLY need your help, Lauren!

**Erika Bartlett**

11/29/22 >

**3** **3** to 2023

Hi Lauren, it's your friendly neighborhood Finance  
Director here! We're getting down to the end of this y...

**Team Cindy**

11/6/22 >

We're almost out of gas  
ONLY TWO DAYS remain until Election Day! Rush in an  
URGENTLY needed \$20 contribution to help raise the...

**Liz's iPhone**

11/1/22 >

If there was ever a time to help our campaign, that ti...  
1 week until Election Day

...



*After being bombarded by messaging for  
several knock-down-drag-out election cycles,*

**VOTERS ARE TIRED  
OF “POLITICS”**

**But we can  
change that!**

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# The Basics

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# Terms to know

<b>Email client</b>	The program or service you use to send your emails (NGP, ActionKit, Action Network, Gmail)
<b>Deliverability</b>	The likelihood of your email landing in your audience's inbox
<b>Open rate</b>	Percentage of your audience that has opened your email
<b>Click rate</b>	Percentage of your audience that has clicked on your email
<b>Segmentation</b>	Tailoring your content to a specific target audience
<b>EOM, EOQ, EOY</b>	“End of month,” “End of quarter,” “End of year”

# Let's break down a fundraising email...

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## SENDER

*Name of the person or the organization sending the email*

Gabby Giffords

10/20/22

To: Lauren McElmeel >

**Living with Aphasia**

## SUBJECT

*One of your first chances to hook the reader*

**MARK KELLY**  
U . S . S E N A T E



# Establish Your Narrative

Lauren —

11 years ago, I was shot.

The bullet damaged the left hemisphere of my brain, where the language function sits. Ever since, Aphasia has been a part of my life. When I speak, the words are there. It's just hard for me to get them out.

Aphasia makes it harder for me to speak. But I have not lost my voice.

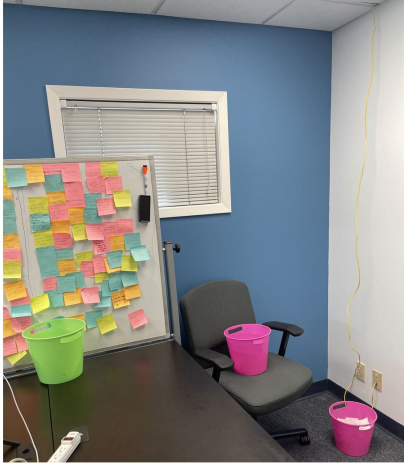
With a lot of practice, I have found new ways to communicate. Through it all, Mark has been my rock. At every step of my journey, he has been there — pushing me, supporting me, and making me laugh. Now, it's my turn to help him.

I know a thing or two about tough campaigns. And I can tell you one thing for sure: This one is going to be close.



A lot of people think that working in politics is glamorous and full of intrigue.

But here's the reality, Lauren:



As a Mexican-American and first-generation college student at the University of Iowa, I've had a front-row seat to the issues my generation will inherit if we don't make a change now.

My friends and I have been dealing with the fallout from our leaders' inaction on gun violence since we were children.

As the granddaughter of immigrants, I have seen the discrimination and difficulty that many new Americans face when they arrive in this country.



Ever since my team found out that the Honorable Marty Walsh would be joining us for our Hall of Fame Celebration, they've been perfecting their Boston accents and drinking lots of Dunkin' coffee in preparation for his visit. (Fun fact: Mr. Walsh's first job was as a doughnut finisher.)

I'm Eric Van Lancker and I'm running alongside Deidre DeJear to flip Iowa's governor's seat blue this fall.

Some of you may know me from my other roles — from Clinton County Auditor to rabid UNI fan or even “that guy that always wears bow ties.”

**But today, I'm introducing myself as the candidate for Lieutenant Governor of Iowa.**



**We know you're sick of politics as usual, {{FirstName or 'friend'}} – and to be honest, so are we.**

The stump speeches get stale, the e-mails are overwhelming, and the news from the Iowa Legislature is enough to make you want to throw your phone across the room.



# Your Ask

Super PACs and National Republicans are spending millions of dollars to help Mark's opponent take back Arizona's seat. And on top of that, early voting is already underway in Arizona. So, I'm asking:

[Can you chip in \\$3 – or anything you can afford – to Mark's re-election campaign? Your support will go a long way towards helping Mark reach voters and win re-election so he can continue fighting for the issues we care about most in the Senate.](#)



But I know that our state is worth fighting for and that taking the moments of joy when we find them in these difficult times is the fuel we need to carry on.

**I do have an ask – consider it a birthday gift – \$28 for 28. (You knew it was coming, {{FirstName or 'friend'}}.)**

While a \$25 donation doesn't seem like a lot, combine that with the hundreds and thousands of lowans donating \$25. It adds up! And every donation funds a tank of gas, snacks and drinks for canvassers, and toilet paper for field offices.

**Can I count on you to chip in \$24.30 today and show your support for folks putting people over politics?**



Kim Reynolds has shown again and again that she'll sell out lowans to the highest bidder if it helps her corporate donors. We deserve better than her failed leadership – can we count on you to become a \$7 monthly donor to help us defeat her this fall?





If you're not in the position to donate, that's okay. There are plenty of other ways to get involved – from making calls, writing postcards, and talking to your neighbors.

P.S. Not the right time to donate but still want to get involved? No problem! [Sign up for the Demo Memo to see volunteer opportunities, posts to share, and catch up on the work we've done.](#)



# An Easy Way for Folks to Donate

*If you've stored your info with ActBlue, we'll process your contribution instantly:*

**DONATE \$3**

**DONATE \$25**

**DONATE \$50**

**DONATE \$100**

**DONATE \$250**

**OTHER AMOUNT**

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# Always Say Thank You

My drive to improve things for the people of Arizona and our country has never been stronger. Mark is working so hard in the Senate to do that, and your support for him means the world to me.

Thank you,

Gabby



I'm glad you're on our team, {{FirstName or 'friend'}} – your support means the world to all of us here at the Iowa Democratic Party.

Drink some water, get some sunlight, and take care of yourself – we need you in this fight.




I know that making this future a reality is a tall order – but nothing worth doing has ever been easy. And when Iowa Democrats come together, there is nothing we can't accomplish.



# Disclaimers

Paid For By Mark Kelly for Senate



# Unsubscribe Option

This email was sent to laurenmcclmeel@gmail.com. Email is a very important way we communicate with supporters like you, but if you want to, you can [unsubscribe here](#).

# Let's discuss:

Think of an email from a candidate or an organization that resonated with you and persuaded you to donate.

- Why did you open the email?
- How did their narrative keep you interested?
- What about their ask persuaded you to donate?