

# Write effective emails & e-newsletters

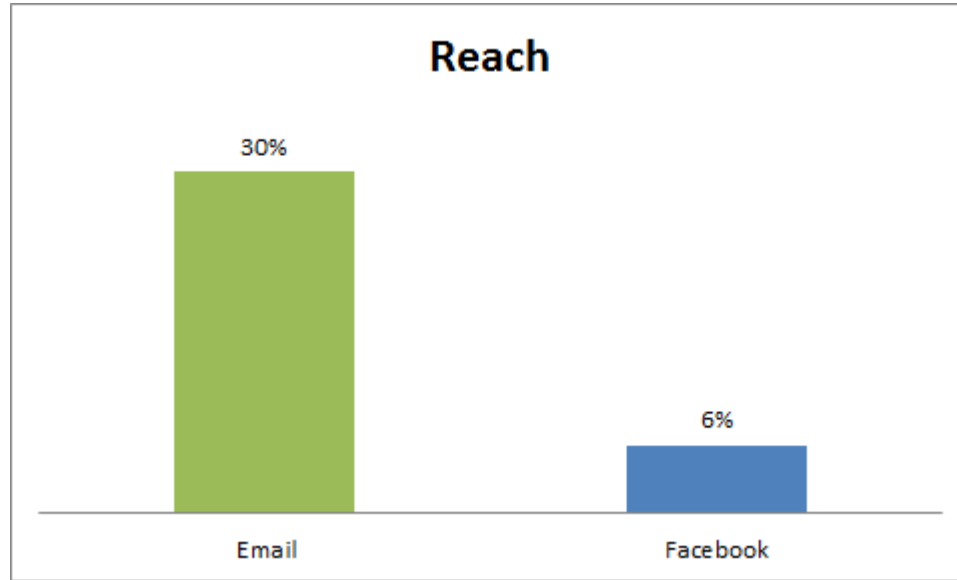
Fran Swaine  
Platypus Digital  
#charitywritecomms



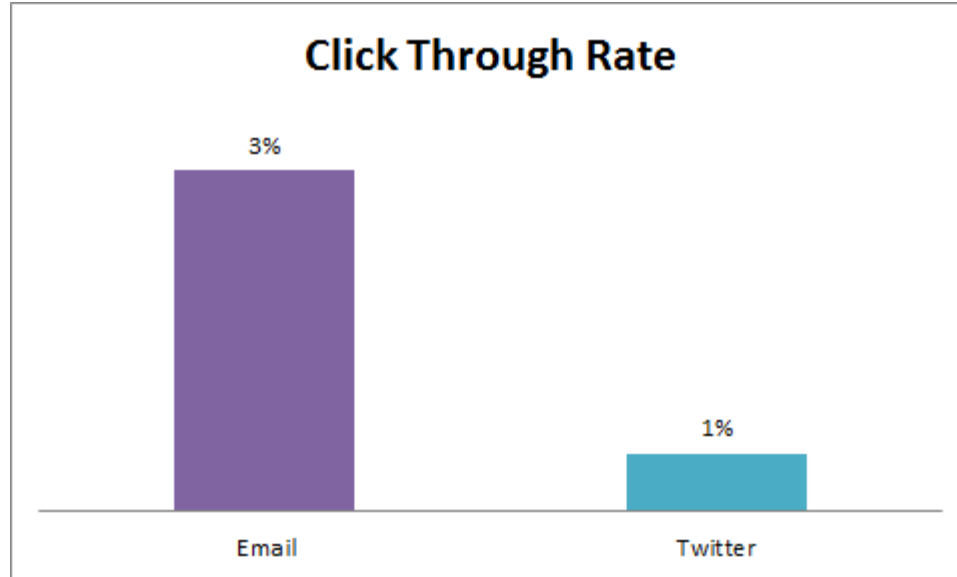
# Why bother sending emails to your supporters?



# Why email marketing?



# Why email marketing?



**So...how do you stand out?**



# Know your audience



- Who are you sending to?
- What do they want to know?
- Do you have different messages to send to different people?



# What not to do





# What you should do instead...



# Information Service for Parents

Unable to see this email? [Click here](#)

Translate to: [Arabic](#) | [Bengali](#) | [Chinese](#) | [French](#) | [Gujarati](#) | [Polish](#) | [Portuguese](#) | [Punjabi](#) | [Spanish](#) | [Tamil](#) | [Turkish](#) | [Urdu](#)

Hello Matt

22 weeks old

## Starting solids

You can start to introduce your baby to solid foods when they're around six months old. It's an exciting time – there are so many new flavours and textures to discover! Watch a video on how to tell when your baby is ready for solid food and read about tasty first foods to offer them.



Weaning advice



## Coping with lack of sleep

Lack of sleep and fatigue can be the hardest things to cope with when you have a young baby. So how do you care for your baby and look after yourself too? Watch other dads and mums share ideas on how to get enough sleep with a baby in the house and read essential tips for getting your baby to sleep.



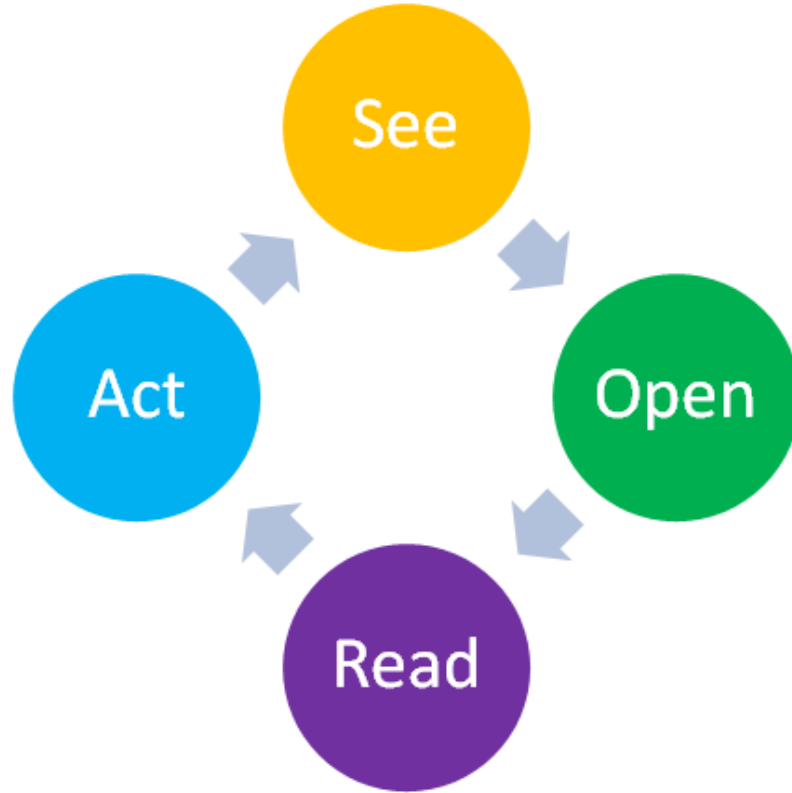
Watch the video



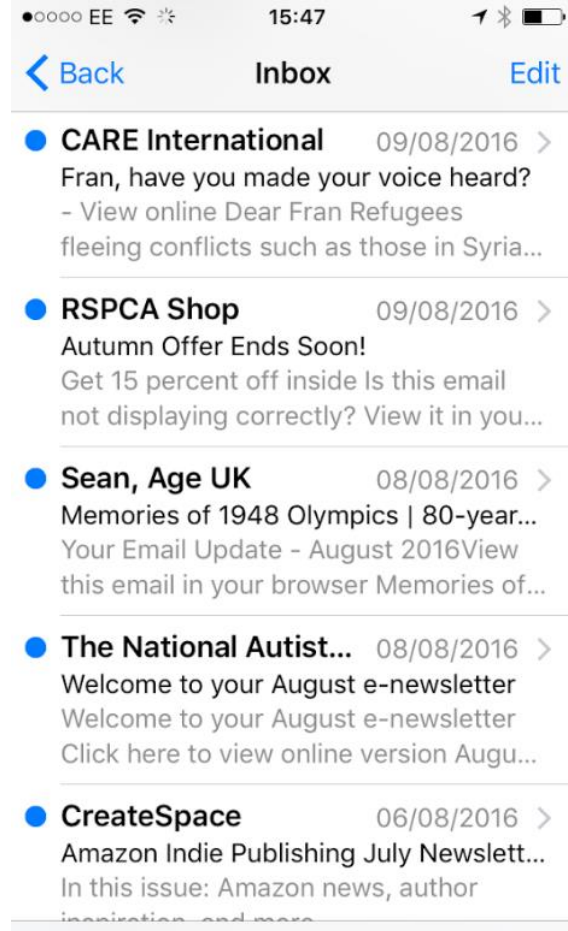
Sleep tips



# The lifecycle of an email



# Subject lines



# Subject lines

Sean, Age UK

What is it like living with dementia?

CARE International

**Will you stand up for UK Aid?** - - View online care full width body img5 Dear Fran On June 13 this year, MPs will debate in Parliament

blood.co.uk

Inbox

Wh\_t's g\_ing \_n? - that represent blood groups – and, from the Gi\_nt's C\_usew\_y' to the Sydney \_per\_ H\_use, they're going missing

Great Ormond Street Hosp.

**Run, Jog, Walk or Scoot for us, Fran** - Don't miss out! Click here to view in browser It's your last chance to sign up! Hi Fran, RBC

RSPCA

**We've gone hopping mad this May** - We've gone hopping mad this May We've worked really hard to make our newsletter fabulous. Can

**Platypus**  
Digital



@platypusdigi



**This August, get ready to dodge, duck, dip, dive and donate!**

Nimble-toed with a cracking costume up your sleeve? Our all-new [Dodgeballdayer](#) is made for you.

Dodgeballdayer, the UK's largest fancy dress knock-out dodgeball tournament, is taking place on **Saturday 6 August** in **Wimbledon**, south London. It'll be a corker, guaranteed.

[Grab a ticket to our Dodgeballdayer](#)

It doesn't matter if you've never played dodgeball before, no training or experience is necessary. Just bring a team of friends, family or colleagues, don your costumes and **get ready to dodge all day!**

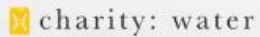
As well as a day full of dodging, there will be live **DJs**, a **raffle** and an **auction** with some top-notch goodies. There will also be **food** and **drink** stalls to keep you going throughout the day.

So what are you waiting for? Practice your aim and **get dodging!**

P.S. If you'd like to come but don't fancy getting pelted with balls, you can grab a [spectator ticket](#), or join us as a [volunteer](#)!

Join in!





Thank you for being a part of our story.

As we celebrate our tenth anniversary, we're looking back on all the incredible things supporters like you have helped us accomplish over the past decade, and we want to say thank you.

Your support to charity: water has helped bring clean and safe water to more than 6.3 million people.

This Monday, we're celebrating by launching the biggest film in charity: water history.

Our founder, Scott, wanted to tell you about it personally.



## Short, concise copy

Change lives. **For good.**

**act:onaid**

Hi Fran,

This week, thousands of people from all around the globe will descend on Rio de Janeiro for the Olympic Games. But for sport-mad kids growing up in the poorest parts of Rio, playing their favourite games can be a struggle.

By joining our **Royal Parks Half Marathon team** (for free!) you can help transform the lives of children living in Rio, giving them a safe place play.

[Find out more](#)





# What makes great copy in an email?

- Scannable
- Front-loaded
- Clear call to actions
- Cut out any unnecessary words
- Headlines to break up text
- Use active and actionable language

Change lives. **For good.**

**act:onaid**

Hi Fran,

This summer, thousands of girls in Kenya are at risk of female genital mutilation (FGM). They're especially vulnerable during the school holidays - also known as the 'cutting season', which is happening right now.

So we urgently need to raise £30,000 to build a new safe house for girls at risk; a place that they can escape to over the summer.

Could you give £55 to help us protect girls from FGM?

[Donate now](#)



Girls who have endured the brutal ordeal of FGM are often forced into marriage soon afterwards. Then they become pregnant and never return to school. This is a cycle that must be broken.

# Clear call to action



Butterfly Conservation

Dear Fran

**Everyone should have the chance to experience the wonders of nature.**

Sadly, studies show fewer people are spending time outdoors, with many children lacking a connection to our environment.

Help us change this



AMANDA CUFF

HIGH BROWN FRITILLARY - IAIN H LEACH



Butterfly Conservation has developed an ambitious new project that will encourage more people to enjoy and protect our precious butterflies and moths.

**Thanks to you we have reached our initial target of £5,000 to support this vital scheme with one week of our appeal left.** The support we have received in such a short time is overwhelming and we couldn't have anticipated such a wonderful response.

**But there is still more we can do.** Every penny raised will help us save threatened species on Dartmoor, Bodmin and Exmoor, whilst offering children and vulnerable adults the chance to get up close to nature.

Please consider donating today to help us reach our new target.

Pledge your support



## Clear call to action



Dear Mrs Reynolds,

Have you heard about our Oakfield Old Dogs Home? It's a cosy old cottage that older dogs like Angus, struggling to settle into kennel life, can call home. Most of our residents have spent years living with an owner they love who can no longer care for them. So Oakfield is designed to feel like the home they've always known.

**There's nowhere quite like Oakfield – and no dogs quite like our Oakfield Oldies.**

At Oakfield, we make sure dogs like Angus are welcomed, comforted and cared for until they find their next home – even if it takes years. We never put down a healthy dog and we'll do everything we can to keep them healthy, happy and settled.

**Will you help more dogs like Angus start a new chapter here?**

**START SPONSORING NOW >**

With your support we'll keep welcoming and caring for dogs like Angus at

## Stand out

I N T E R N A T I O N A L  
M I S S I N G T Y P E  
# M I S S I N G T Y P E



Can you imagine a world without  
A, B, or O?

Dear Fran,

Donor ID: P13802655

You may have noticed something strange happening over the last few days... All over the world, the letters A, B and O have once again been going missing.

These are, of course, the letters that represent blood groups – and, from the Gi\_nt's C\_usew\_y' to the Sydney \_per\_ H\_use, they're going missing to highlight the global importance of blood donation.

**Spread the word.**

This year we need to recruit 200,000 new blood donors to replace those who can no longer donate. By **dropping the letters from your name** on social media in the ways outlined below, and by **sharing our video from the box below**, you'll be helping your friends and family to appreciate your contribution and hopefully join you as blood donors.

Thank you so much for your support,

Mike Stredder  
Director of Blood Donation

Platypus  
Digital

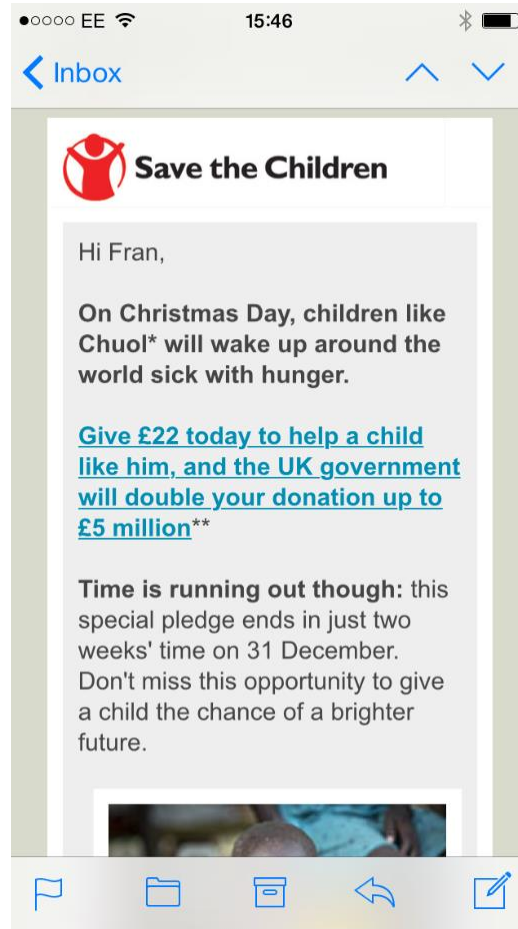


@platypusdigi

# Mobile optimised



# Mobile optimised



# Personalisation

The  
Children's  
Society



**We need your help this Christmas Fran.**

Thousands of runaway children will sleep rough over the festive period, some as young as 11 years old. Running from unimaginable abuse at home, they'll be scared, cold and alone.

It doesn't have to be this way





# Personalisation

Ruth Maguire

Inbox

Who can an abused child turn to for help? -

Ruth Maguire

Inbox

Fran, Will you show a vulnerable child that someone cares?



# Elements of a great email

Strong subject line	✓
Short, concise copy	✓
Clear call to action (only one)	✓
Make your email stand out	✓
Mobile friendly	✓
Personalisation	✓



## What makes a great email?

Shelter  
at 50

Until we all have a place to call home

Hello Fran, I want to say a very big thank you. Without the help of Shelter supporters like you, I might not be here to share my story.

I suffer from depression. It can be tough, and after years of intimidation from my landlord I was served with an eviction notice. I knew it would be incredibly hard to find somewhere that took pets. My dog Charlie is the only constant in my life. If I had to give her up I wouldn't cope.



It's no exaggeration that people like you helped save my life.




Platypus  
Digital



@platypusdigi

# How often should you email?



 Dogs Trust	<span>Inbox</span> May Madness – Blooming great bargains inside! - Dogs Trust Half price P&P on all your orders until	20 May
 Dogs Trust	<span>Inbox</span> Behind-the-scenes at Dogs Trust Manchester - Dogs Trust Look ay what you've done With your incredible	13 May
 Dogs Trust (2)	Last chance to win £7,500 - Dogs Trust It's nearly time to close our spring	1 May



# How often should you email?

1) Create benchmarks

1) Think about conversions



# When's the best time of day to send an email?



# General consensus

- 1) Avoid Mondays and weekends
- 1) Go for Tuesdays and Thursdays
- 3) Timings: 9am-11am and 12pm-3pm



**Now ignore all of that...**



# The importance of testing



We need your help today Fran.

Homeless children as young as 11 will sleep rough again tonight – knowing that if they ever go home they'll face more violence, neglect or sexual abuse.

**We can't let this continue and we don't have to.**

**[Donate now - because no child should be homeless this Christmas.](#)**

With your help, The Children's Society will act. We offer young runaways the urgent care and protection they need – before it's too late.

**DONATE**

**Ruth Maguire**  
Service Coordinator, The Children's Society



# Learn to love your reports



# Data, data, data

- 1) What links are people clicking?
- 2) Split-test subject lines, copy
- 3) When are people opening your email?
- 4) What types of content is engaging?



# Q&A



**Stay in touch!**

**platypusdigital.com**  
**@platypusdigi**  
**@franswaine**

