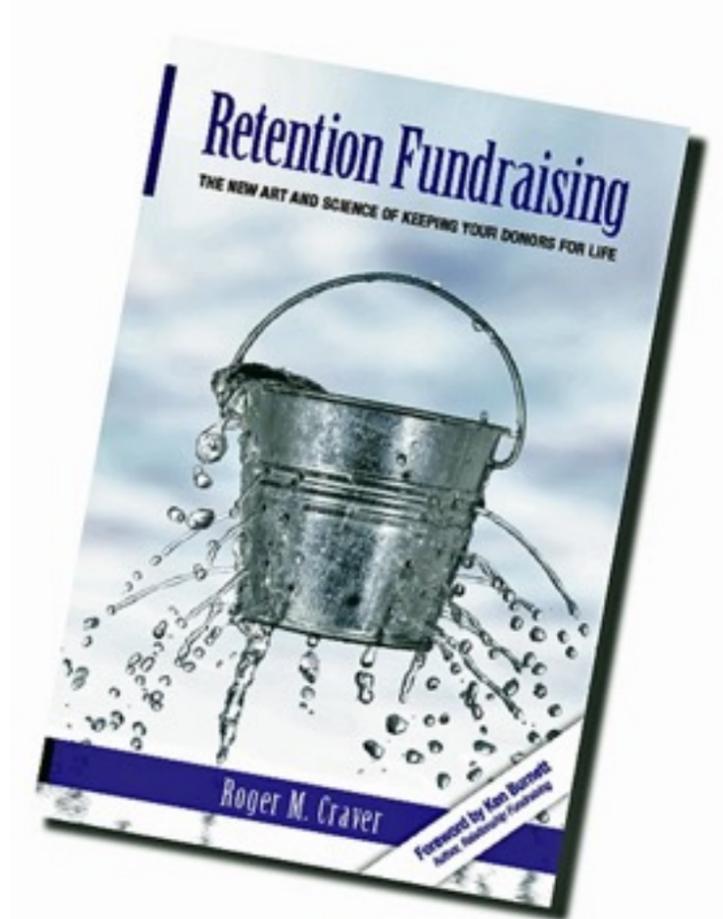




# Welcoming donors with email

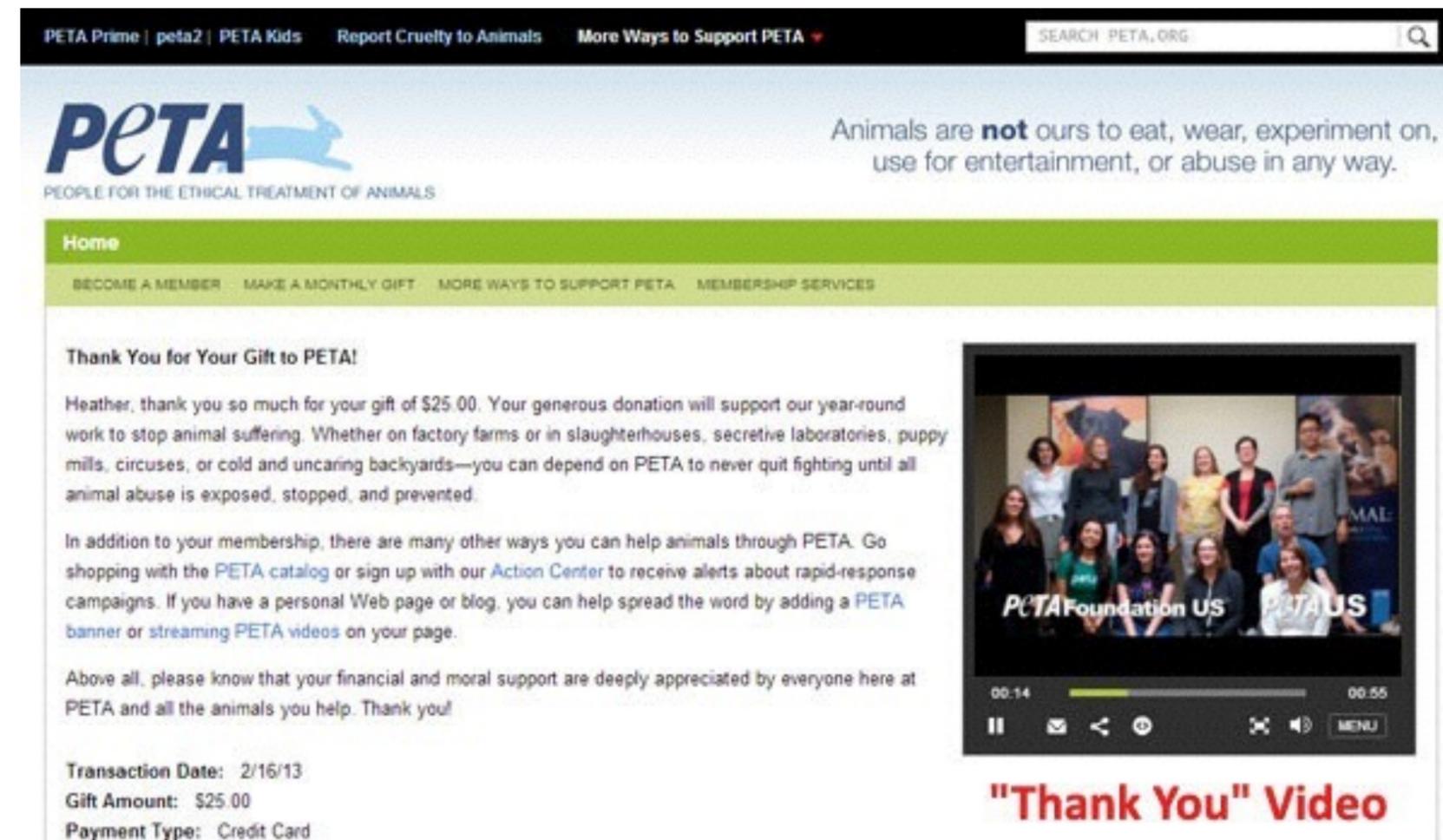
# 7 factors that influence donor retention

1. Donor feels that she is important.
2. Donor feels appreciated.
3. Donor gets updates about their impact.
4. Donor feels your org is effective in achieving its mission.
5. Donor knows what to expect with each interaction.
6. Donor receives sincere and timely thank yous.
7. Donor has opportunities to make her views known.



# On-boarding email #1) Say thanks

- A) **Message tone:** Thank them with no strings attached. Be encouraging and express appreciation.
- B) **Timing:** Immediately after donation.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach.



The screenshot shows the PETA website's 'Thank You' page for a \$25.00 donation. The page features the PETA logo, a navigation bar with links like 'PETA Prime', 'PETA Kids', and 'Report Cruelty to Animals', and a search bar. The main content area includes a 'Thank You for Your Gift to PETA!' message, a video player for a 'Thank You' video, and transaction details.

**Thank You for Your Gift to PETA!**

Heather, thank you so much for your gift of \$25.00. Your generous donation will support our year-round work to stop animal suffering. Whether on factory farms or in slaughterhouses, secretive laboratories, puppy mills, circuses, or cold and uncaring backyards—you can depend on PETA to never quit fighting until all animal abuse is exposed, stopped, and prevented.

In addition to your membership, there are many other ways you can help animals through PETA. Go shopping with the [PETA catalog](#) or sign up with our [Action Center](#) to receive alerts about rapid-response campaigns. If you have a personal Web page or blog, you can help spread the word by adding a [PETA banner](#) or [streaming PETA videos](#) on your page.

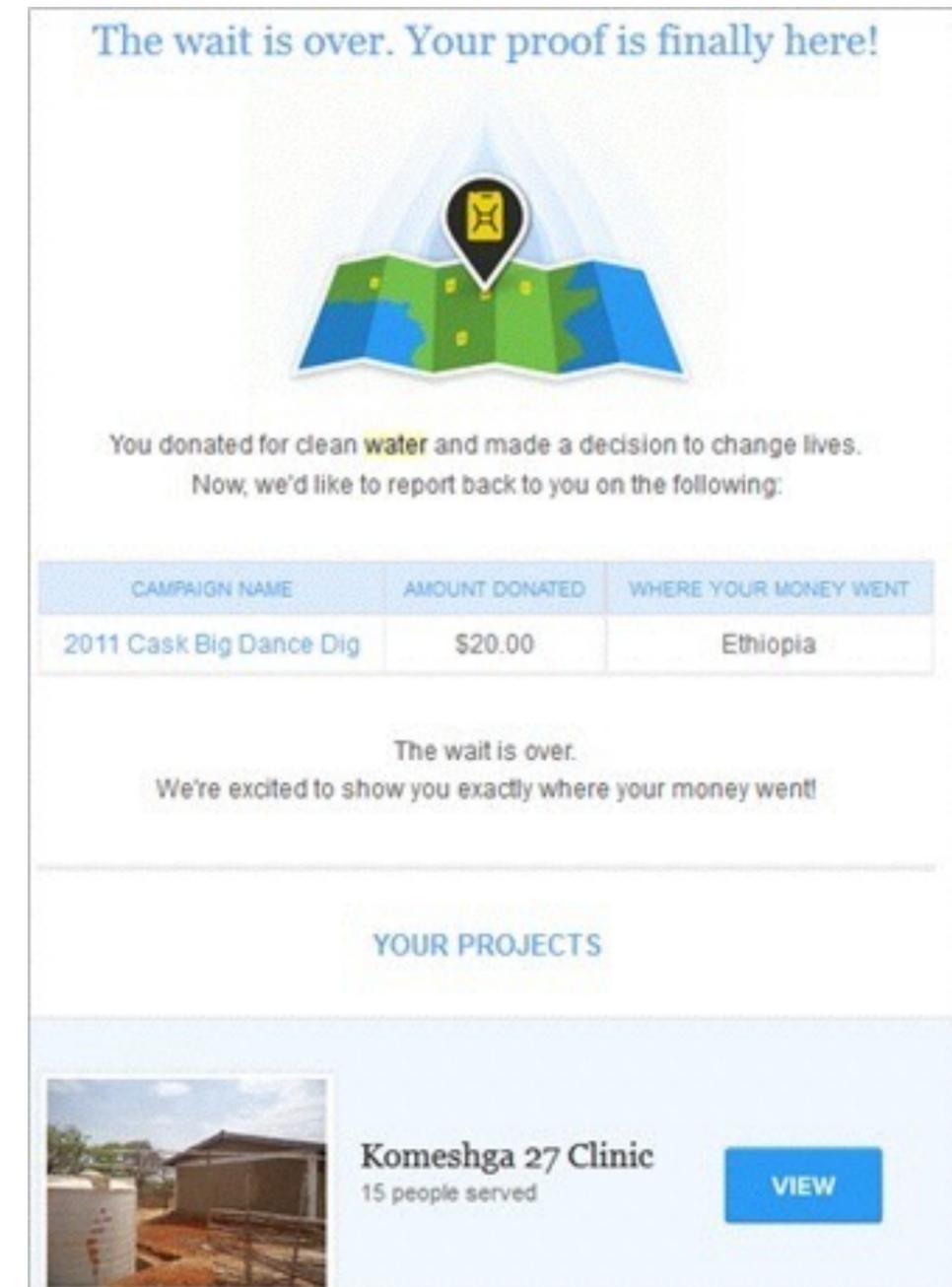
Above all, please know that your financial and moral support are deeply appreciated by everyone here at PETA and all the animals you help. Thank you!

Transaction Date: 2/16/13  
Gift Amount: \$25.00  
Payment Type: Credit Card

**"Thank You" Video**

## On-boarding email #2) Report back about their gift

- A) **Message tone:** Talk about what their donation did, not what your organization did. Be encouraging and express appreciation.
- B) **Timing:** If your donor system allows, create a rule to automatically sends these messages 30 and 90 days after the gift was made.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach. Also test timing (30 and 90 days).



## On-boarding email #3) Invite donors to give again

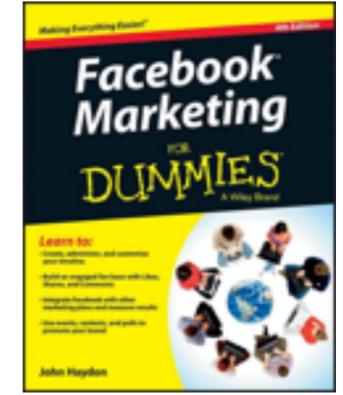
- A) **Message tone:** Thank them for their support, here's a new challenge.
- B) **Timing:** Within the first 90 days increases retention.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach. Test variations with 10% of the list, then use winning elements for 90%.



Did you know? This year, Strut Your Mutt is taking place in 12 cities around the U.S.! But even if you don't live near a live event or can't attend the one in your area, you can still make a difference for animals around the country by taking the Strut Challenge.

[Take the Strut Challenge!](#)

**Thank you!**



**Consultant, Trainer, Coach** - Helping nonprofits get more from their digital marketing and online fundraising. Consultancy based in Cambridge, MA.

**Instructor** at Marketing Profs University, regular contributor at Social Media Examiner

**Author:** Facebook Marketing for Dummies, 3rd and 4th Editions

**Speaker:** The Nonprofit Technology Conference, Social Media 4 Nonprofits, Blackbaud's BBCon, New Media Expo, AFP New Jersey, TechSoup, GrantSpace, Chronicle of Philanthropy, NetworkForGood and various local Chamber of Commerce.

**Clients include:** Habitat for Humanity, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Boston Medical Center, Community TechKnowledge, Scholastic, TechSoup, WaterAid America, University of Massachusetts, Community Music Center of Boston, National Wildlife Federation, Razoo Foundation.