

Email Campaigns That Convert

Workshop

August 7, 2024



Today's Host



Pat Duffy

Co-Founder

The Giving Block

Agenda



- 01** Understanding the Donor Landscape
- 02** Key Components of an Effective Email Campaign
- 03** Peer Examples of Success
- 04** Your Email Templates & Assets
- 05** Q&A

Housekeeping



- Submit questions in “Q&A” as we go
- This session will be recorded, and you will have access to the recording and presentation deck following the webinar
- If you have any additional questions, please reach out to support@thegivingblock.com

Section One

Understanding the Donor Landscape



Crypto Donor Demographics



General Demographics of Crypto HODLers

- 70% male, 30% female
- 58% are aged under 34
- 82% have a Bachelor's degree or higher
- Average income of \$111K
- 83% of millennial millionaires own crypto

Crypto Donors

- Average Age: 30
- Average Gift Size: \$10,450
- Average Income: \$110k

**HODL - Slang term for "holding" onto a cryptocurrency rather than selling it. Derived from a misspelling of "hold."*

Stock Donor Demographics



A Gallup survey in May 2023 showed that 58% of Americans surveyed, reported they own stock – up from 56% in 2021 and 55% in 2020

84%

Adults in households
earning \$100,000 or
more

82%

Those with a
postgraduate
education

67%

Adults between the
ages of 30 and 64

[Source](#)

DAF Donor Demographics



1.2 M+

DAF accounts in
the US

\$182K

Average DAF
account size

\$45.7 B

Grants from
DAFs in 2021

Individuals, families, or groups can contribute to their DAF account and then advise the DAF provider how the money is invested & given out via **grants** to nonprofits.

Donor can indicate if gift is unrestricted or designated to a specific cause /program.

Why Does it Matter



WHY CRYPTO?

Millions of young, high net worth donors are incentivized to give crypto over cash. We created The Giving Block to help nonprofits fundraise crypto, and have raised over \$125,000,000 doing it.



WHY STOCKS?

Just like crypto, there are also millions of young, high net worth donors incentivized to give stocks over cash. But most nonprofits don't ask for stocks. In fact, there's often no feasible way for young donors to give stocks on nonprofit sites without emails, phone calls, etc. We're going to open your doors for young stock donors.



WHY DONOR ADVISED FUNDS (DAFs)?

Unfortunately, because nonprofits haven't made it easy to donate investments (crypto, stocks, etc.), donors have parked nearly \$250 Billion in Donor Advised Funds. That means 96% goes ungranted each year. We're going to help you actively tap into that \$250B while leveraging your direct crypto and stock giving options to ensure that less gets trapped in DAFs moving forward.

Section Two

Key Components of an Effective Email Campaign

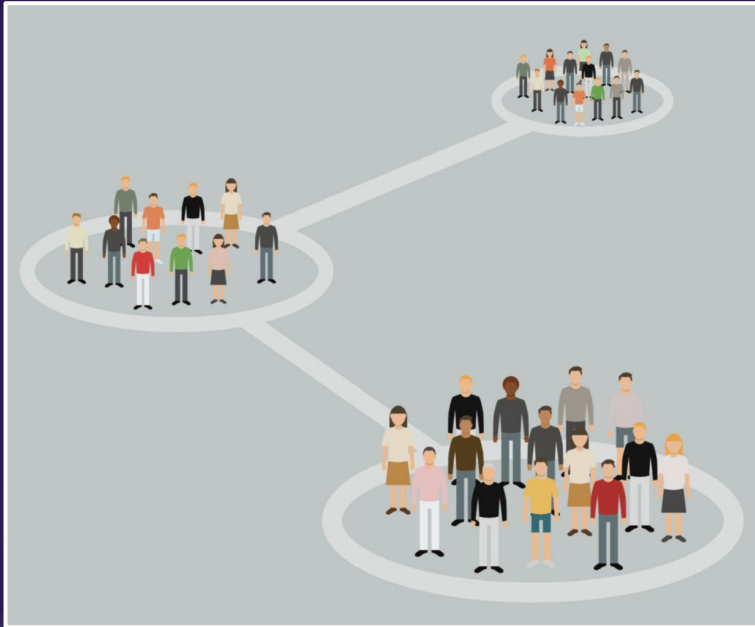
Choose Your Integration Path

Highlight Crypto, Stock & Donor-Advised Funds (DAFs) In An Existing Email Campaign

Create a New Dedicated Crypto, Stock & Donor-Advised Funds (DAFs) Email Campaign

But First.....

Always Begin With **Donor Segmentation**



Consider:

- Giving Patterns
 - Amounts
 - Frequency
- Major Donors
- Demographics
- Donor Motivation/Interests
- Goal of the Donor Communication

Highlighting Within An Existing Campaign

1

Identify the existing email and/or campaign for integration

- Capital campaign
- Major gifts
- Targeted young donor email
- Corporate sponsor engagement


2

Determine how you will highlight crypto, stock and/or DAFs

- Include a blurb in the body of your email
- Add a "P.S." in your footer
- Feature within the design components (header, footer, icons)

Crafting a New Dedicated Campaign

1	Donor Segmentation
2	Clear & Compelling Subject Lines
3	Persuasive Email Copy that Ties to Your Nonprofits Mission
4	Effective Call-to-Actions (CTA's)
5	Mission & Impact
6	Design for Maximum Engagement
7	Frequency, Timing, Metrics

 **Pro Tip:**
Leverage
A/B Testing
to find your
“right”
formula

Section Three

Peer Examples of Success



Denver Zoo Conservation Alliance



As a nonprofit wildlife conservation organization that never closes, the Denver Zoo relies on its guests, members, and donors to support all of its efforts.

WAYS TO ENTER INTO THE GREAT WILD OPEN

Join our devoted community of supporters.

- 🌿 Zoo Pride Membership: \$1,200–\$9,999
- 🌿 Corporate Membership or Partnership: \$3,000+
- 🌿 Major Gift: \$10,000+
- 🌿 Event Sponsorship or In-Kind Gift: \$5,000+
- 🌿 Give through your Donor Advised Fund, Foundation, IRA, or other asset—see How to Make a Gift examples
- 🌿 Legacy Giving: leave Denver Zoo in your will

HOW TO MAKE A GIFT

Choose how to make an impact that maximizes tax-efficient strategies that fit your goals.

- 🌿 Cash, Credit Card, Check, or Wire Transfer
- 🌿 *Tax Wise Gift with appreciated securities like Stock, Cryptocurrency or Other Security
- 🌿 Retirement Plan/IRA Distribution
- 🌿 Real Estate
- 🌿 Collectibles, such as Art and Jewelry
- 🌿 Will or other Estate Gift

THANK YOU FOR SUPPORTING DENVER ZOO!

With your help, we are building a **WILD** future to ensure our organization remains **Welcoming, Interactive, Long-Lasting**, and **Devoted** for many years to come!

Adding crypto, stock and DAFs as a “giving option”

Make-A-Wish International



BITCOIN HITS \$72,500 - AN ALL-TIME HIGH!

Help grant wishes and reduce your tax burden



When a child is diagnosed with critical illness, the joy of childhood is replaced with fear and anxiety. Help bring back pieces of that stolen childhood with a wish.

Last Friday, Bitcoin made history by soaring to a new all-time high, its first since Bitcoin's price peaked back in November 2021. By the middle of the day on Monday, Bitcoin's price was sitting around \$72,500. *

This emerging crypto bull market will return handsome profits for many investors like yourself. Now's the time to make a tax-efficient crypto donation and help us grant over 21,000 wishes this year!

**Source The Giving Block. Make-A-Wish International does not represent this as financial consultation and recommends you consult your investment professional when making tax related decisions.*

[DONATE CRYPTO](#)

Make-A-Wish International



RODRIGO'S WISH FOR A GAMING COMPUTER



I wish to have a gaming setup!

Rodrigo, 14, Portugal

Rodrigo is a 14-year-old boy who loves enjoying life outdoors on his family's farm in Azores, a Portuguese archipelago. He loves animals and taking care of them, both in real life and in the digital world, as his favourite game is Farming. During the visits, the volunteers realized that his wish was to have a gaming setup with a chair, steering wheel, and pedals to make the gaming experience even more real!

On the day of the wish, the volunteers prepared a visit to the Serra da Lousã Biological Park, where Rodrigo had the opportunity to ride a horse again, something he hadn't done for some time. He loved it!

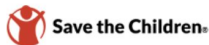
He was also feeding the animals in the park and was in love with Xico, the donkey, who generated a lot of laughter and giggles. During the snack, the volunteers surprised Rodrigo with the steering wheel and pedals he had asked for. He was speechless!

"He knew the computer was going to Azores, he just didn't know it was already there. So, when we showed him the video the family had made of the gaming setup in his room, he was thrilled, you could see the sparkle in his eyes. It was an unforgettable moment." - Make-A-Wish volunteers.

"Thank you, Make-A-Wish for making my son happy. Throughout this process you were very important for his recovery, as he said that the best thing about being ill was getting the computer of his dreams. Thank you to Mrs. Graça and Mrs. Manuela for this wonderful day. I also fell in love with Xico (donkey)!" - Rodrigo's mother.

You can help grant more wishes like Rodrigo's! [Donate crypto today.](#)

Save the Children



July 2024

Dear Juliet,

We are excited to attend Bitcoin 2024 in Nashville from July 23-27 and are a charitable partner. This event is a fantastic opportunity to connect with fellow bitcoiners, industry leaders, and innovators. We look forward to discussing our work, exploring new partnerships, and sharing our vision for a future where children and families can lift themselves out of poverty and ultimately shape their own financial futures with bitcoin. If you are attending, please reply to this email and let us know so that we can meet up.

Save the Children works in nearly 120 countries around the world including the United States. In fact, we began working in Tennessee in 1933 to provide support to school children during the Great Depression. Since 2004, we've implemented our current, evidence-based education and health programming in the state.

Save the Children is unique in that we work in the U.S. and around the world responding to humanitarian crises and stay for long-term development.

Here are our latest humanitarian updates:



In the wake of Hurricane Beryl, which made landfall in Texas a Category 1 hurricane, our team has been actively involved in providing relief and support to the affected communities in Venezuela and in the US. Our efforts have been focused on the hardest-hit areas, ensuring that the most vulnerable populations receive the essential items they require, including providing financial assistance to childcare and early learning centers.

Hospitals Are Not Targets 🏥

Ohmatdyt Children's Hospital - Ukraine's biggest pediatrics facility - sustained major damage during the July 8 bombing that caused significant casualties and damage. Our team on the ground has been working tirelessly to provide emergency relief, including medical care, shelter, and psychological support to the victims. We are coordinating with local authorities and international partners to ensure that aid reaches those who need it most.

Stop the War on Children 🏠

In Gaza, the tragic bombing of four schools used as shelters for millions of people over the past few days has resulted in the loss of many innocent lives. At present, Save the Children is operating screening and health programs in Gaza, including training of nutrition staff, screening children and adults, and the protection, promotion, and support of breastfeeding practices.



***Names have been changed to protect identities*

Save the Children



If you have gotten this far in the email, thank you for your time and attention to read it. We value your continued support and are honored to have you as part of our community.

Whatever you do today, please consider making a [bitcoin](#), [stock](#), or [DAF](#) donation to our Children's Emergency Fund.

With gratitude,

Ettore Rossetti

Head of Emerging Technology Innovation & Partnerships

Marketing/Communications/Fundraising



Save the Children

Donate Crypto, #HODL Hope



Save the Children.



#HODLHope

#DonateCrypto to @SaveTheChildren

Today children globally face unprecedented humanitarian crises. These are being exacerbated by worsening conflicts, climate disasters and the far-reaching impacts of the Covid-19 pandemic.

For over 100 years Save the Children's mission has been based on the simple principle that all children have the right to be healthy, educated and protected.

Your cryptocurrency donations have supported children fleeing conflicts like Ukraine and Afghanistan, families suffering from the hunger crisis in countries like Somalia and those impacted by climate disasters like Hurricane Ian in the United States.

\$7,933,251

DONATIONS RAISED FOR SAVE THE CHILDREN



79% of \$10,000,000 by 12/31/24, Last Updated July 15, 2024

Around the world children are being robbed of their futures by a global economy built on inequality and greed. With your continued support, Save the Children believes that blockchain technology and cryptocurrencies can be a force for good and a force for financial inclusion.

If you share our vision, join our global movement to HODL hope for children. Let's make poverty history and give children hope to hold onto. [Learn more.](#)

DONATE CRYPTO

Section Four

Your Email Templates & Assets



Email Fundraising Resources

[Brand](#) » Email Fundraising Resources

Get Started

Welcome to Your Email Fundraising Resources!

Unlock the full potential of your nonprofits email fundraising campaigns with our comprehensive materials designed to drive crypto, stock, and DAF donations. Announce to the world that you accept these innovative giving options and watch your fundraising from email donor communications soar. Inside, you'll find everything you need to create compelling email communications that captivate your donors and inspire them to give.

Take action today and elevate your fundraising game with resources that will set your organization apart!

What is Email Fundraising?

Email fundraising leverages targeted campaigns to connect with both current and prospective donors, effectively communicating your nonprofit's mission and goals. By crafting compelling, personalized emails, you can build strong donor relationships, raise funds, and spread awareness. This powerful digital tool enhances engagement, allowing you to effectively convey your cause and drive support.

Key components of an effective email campaign include:

**Your Email
Fundraising
Resources**

Sample Template Language

#1: Crypto Announcement

P.S. We're excited to announce that you can now support [Nonprofit Name] with cryptocurrency donations! This new option makes it easier for you to contribute in a way that's convenient and innovative. Make a gift today [Insert donation page URL]!

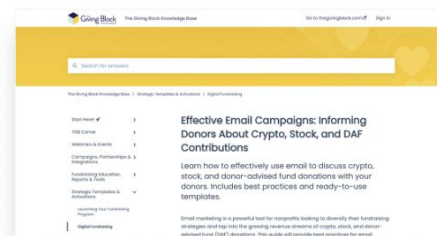
#2: End of Year Focus

P.S. As the year comes to a close, consider using cryptocurrency to support [nonprofit]. It's a fantastic way to contribute and help us finish the year strong! Help us make a difference [Insert donation page URL].

#3: Tax Advantages

[Nonprofit Name] now accepts crypto, stock, and donor-advised funds (DAFs) donations 🚀. These new ways to give offer exciting tax benefits while helping us continue our critical work. Donate today [Insert donation page URL]!

🔑 **Effective Email Campaigns: Informing Donors About Crypto, Stock, and DAF Contributions** – Check out this Knowledge Base article for full email templates and more!



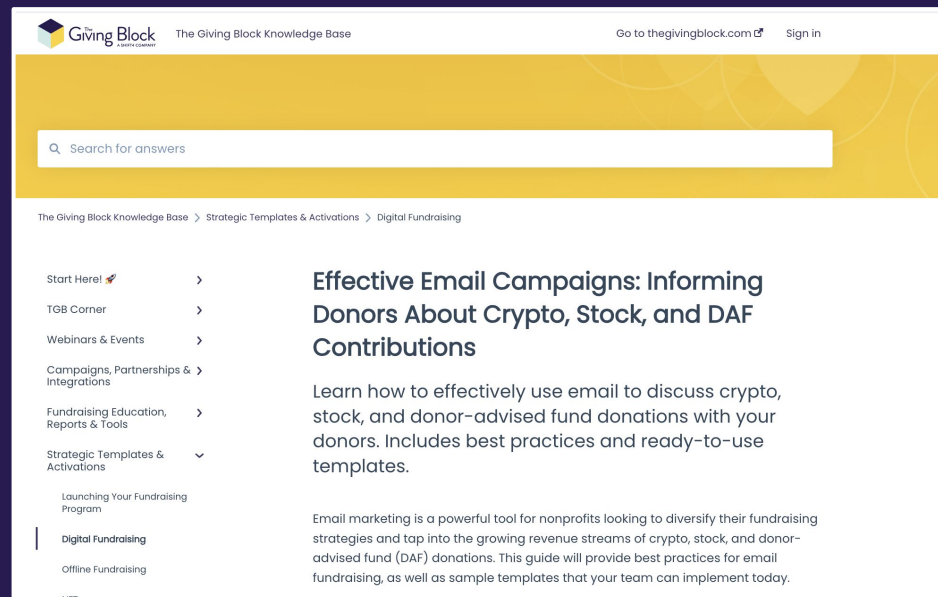
EFFECTIVE EMAIL CAMPAIGNS: INFORMING DONORS ABOUT CRYPTO, STOCK AND DAF

When to Use: Year-round in your donor email campaigns

How to Use: Use templates as a dedicated non-cash email or as an add-on to your existing communications

What's Included:

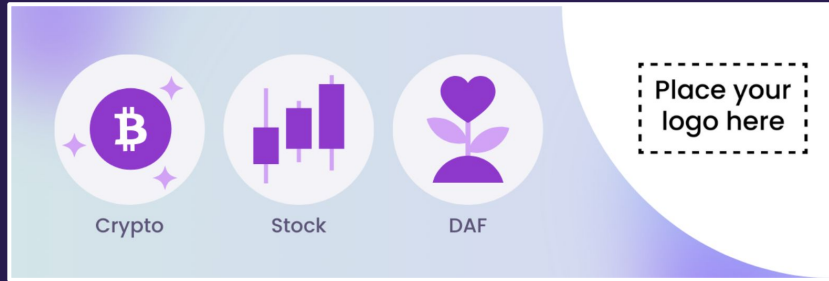
- Best practices
- Crypto, Stock and DAF email templates



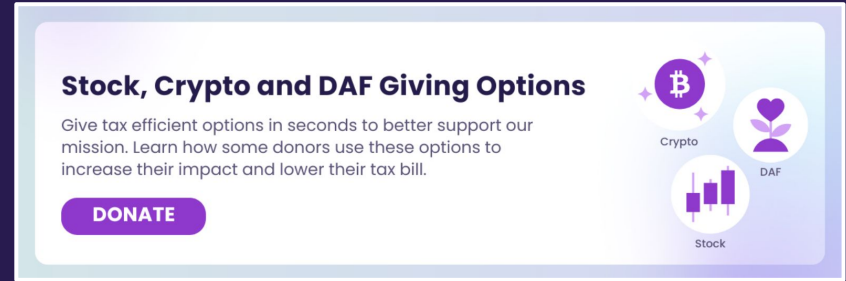
Find this resource in your Knowledge Base

Customizable Design Assets

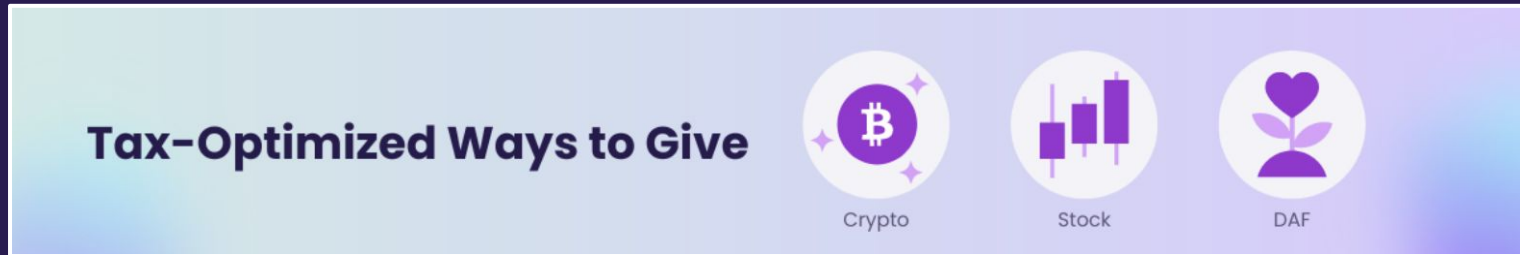
HEADER



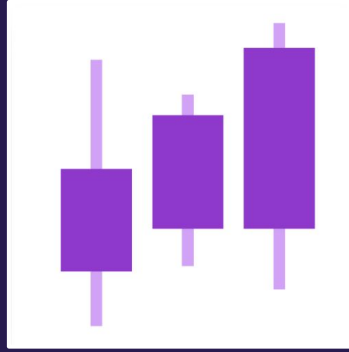
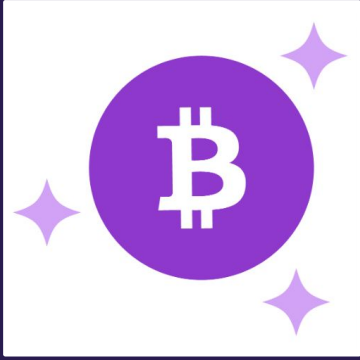
BANNER



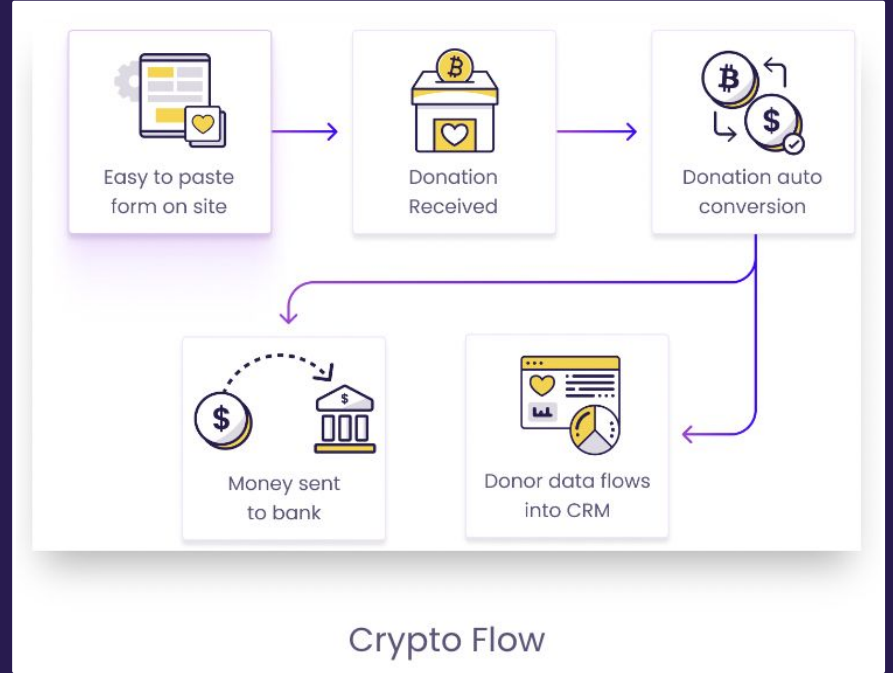
FOOTER



EMAIL ICONS



GIVING FLOWS



Closing Section

Q&A

