

Email Marketing



The Board may want to consider moving to Email Marketing for email contacts in the future. Email Marketing is widely used by business, bloggers, and increasingly by nonprofits as a way to keep clientele informed of the latest news and upcoming events all within the span of a few minutes.

Email Marketing is relatively inexpensive and offers a variety services for sending information, creating online surveys, conducting fundraisers, announcing special events, and connecting w/social campaigns (connecting w/FB, Twitter, etc.-messages/reminders can automatically be attached to any social media site)

Email Marketing is cheaper than direct mailings and gives organizations greater exposure than direct mailing.

Separate mailing lists can be generated to target specific groups of people (organizations, donors, perspective members, etc.). Follow-up emails (auto-responders) can be automatically sent to recipients. A link can be added to the website for users to sign up to receive mailings. All emails contain an opt-out link so a recipient can unsubscribe at any time. Existing email addresses can be imported into any of the Email Marketing Plans. Managing large email data bases is a big plus for using an Email Marketing Company. Free email templates from Microsoft Publisher or Google Mail tend to be cumbersome and frustrating programs.

All companies provide a variety of data reports on how your email is being used. (Are people opening your emails? Do you have invalid email listings that are bouncing back?)

Nonprofits receive discount pricing from most companies. Pricing is based on the number of recipients on your email list. The three companies below offer free trial programs. No special web skills are needed to use or develop the templates. Free "how-to" information or videos for developing templates and managing your account are included w/all plans.



20% nonprofit discount, plus 15% discount on annual subscriptions. You can email up to six times your subscriber limit each month. For example, if you have a 500 recipients plan, you can send up to 3,000 contacts per month at no additional charge. Nonprofits have access to all services the company offers no matter what plan they purchase.

Yearly/nonprofits: \$102 up to 250 recipients, up to 1,500 email contacts per month at no additional cost

Yearly/nonprofits: \$114.24 up to 500 recipients/up to 3,000 email contacts per month at no additional cost

Yearly/nonprofits: \$155.04 up to 1,000 recipients/up to 6,000 email contacts a month at no additional cost



30% nonprofit discount. \$126/Year/nonprofits for up to 500 subscribers (There are additional charges for services like Event Promotion (robot generated registration/tracking))



15% nonprofit discount. If you have fewer than 2,000 subscribers, you can send up to 12,000 email contacts per month for free, but you do not have access to some features like auto-responder which automatically sends out emails on selected dates.

Paid Monthly plans (\$8.50/Month/nonprofits - \$102/Year (unlimited emails up to 1-500 recipients)

Pay-As-You-Go Plan for infrequent users (2,000 recipients \$30 for each event)

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