BENEFITS of a NONPROFIT EMAIL NEWSLETTER

Advantages of Email

Types of Content

MAINTAIN RELATIONSHIPS

DISTRIBUTE EDUCATIONAL CONTENT

PROMOTE EVENTS & VOLUNTEER OPPORTUNITIES

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EASILY **SHAREABLE**

SHARE ORGANIZATIONAL **SUCCESSES**

EASIER & **CHEAPER** THAN DIRECT MAIL

HIGHLIGHT WAYS TO **DONATE**

RECOGNIZE DONORS & SUPPORTERS

THANK YOU!

TYPES OF CONTENT	**DISTRIBUTE EDUCATIONAL CONTENT**	Educate readers about your cause. This encourages engagement, and establishes your authority.
	PROMOTE EVENTS & OPPORTUNITIES	Persuade readers to get involved with your organization through events and volunteering.
	SHARE ORGANIZATIONAL SUCCESSES	Supporters want to see examples of you fulfilling your mission in the community.
	RECOGNIZE DONORS & SUPPORTERS	Say *Thank You*. Letting supporters know you appreciate them is not only polite, but also encourages involvement with your organization in the future.
	HIGHLIGHT WAYS TO DONATE	Easily link readers to your online donation page and drive donations.
ADVANTAGES OF EMAIL	**EASIER & CHEAPER THAN DIRECT MAIL**	Since printing and postage are non-issues, an email is less expensive and time consuming than direct mail. Email can be sent more often and with less warning.
	EASILY SHAREABLE	With the tap of one button, subscribers can quickly share with friends, family, and colleagues.
	MAINTAIN RELATIONSHIPS	Connect with donors, volunteers, and advocates on an ongoing basis, increasing the likelihood they'll stay involved and become more invested in your cause.

NOTE: Don't send emails to people unless they have given you permission.

WIREDIMPACT

At Wired Impact, we build websites for nonprofits.

Here at Wired Impact we believe there's a huge need for nonprofit organizations to more effectively utilize the web. If you have any questions about building an awesome nonprofit website, or ways to maximze your web presence, please visit us at wiredimpact.com.

To learn more about email newsletters, head to wiredimpact.com/category/email-marketing.