



YOU'VE GOT MAIL!

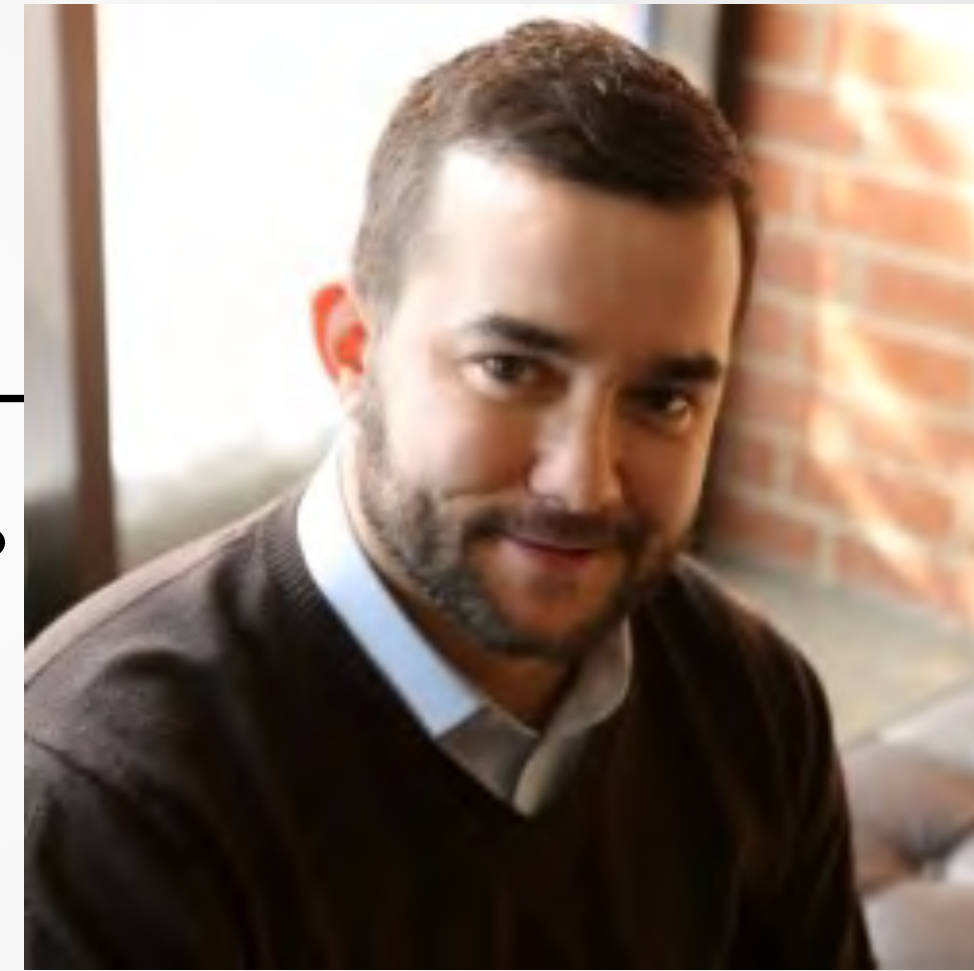
TIMELY EMAIL INSIGHTS & TRENDS



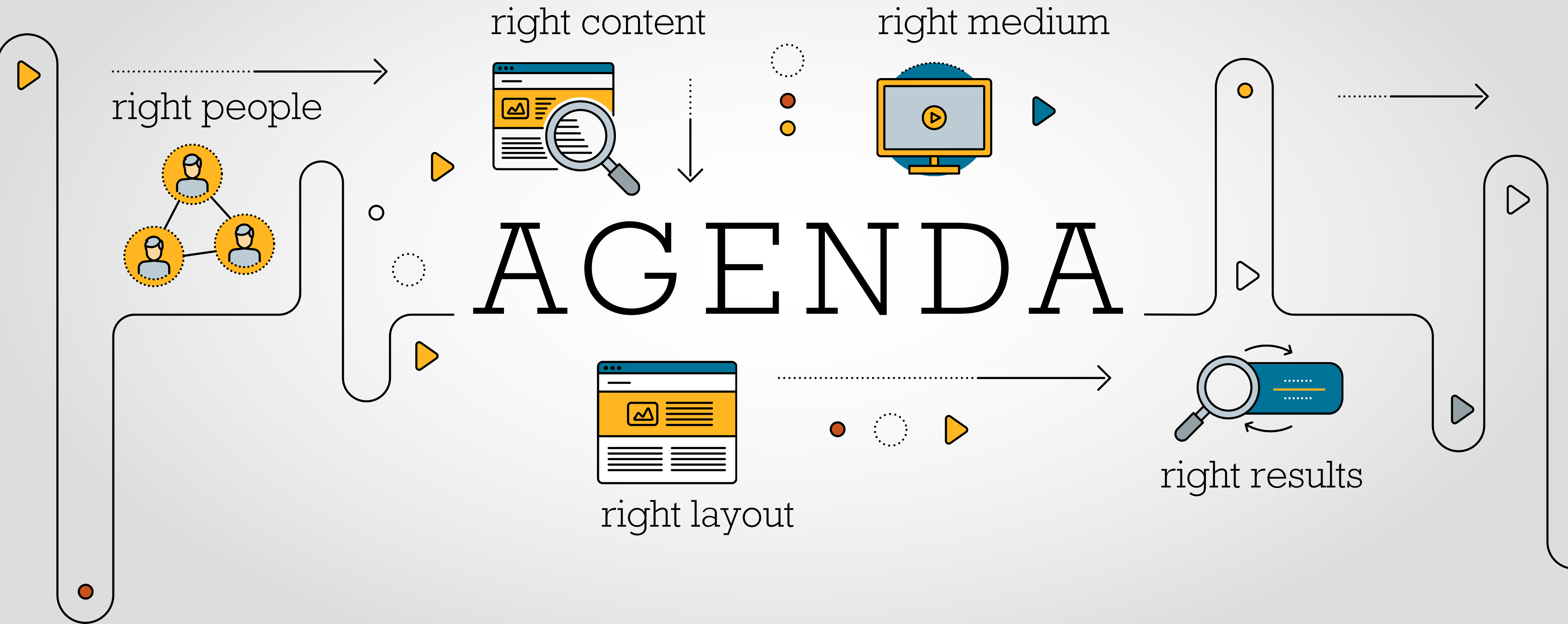
Colleen Webster
Digital Solutions Director



Katie Parker
Editorial Director



Zach Christensen
Creative Director



Millennials

Born 1977-1998

Ages 19-39

74% Surf the Internet on a regular basis

90% Comfortable using new technologies

"Why do I need a will?"

"I don't know what planned giving is."



Gen X

Born 1965-1976

Ages 40-51

*"How do I
create a will?"*

*"There's no money
for planned giving
right now."*

80%

Surf the Internet on
a regular basis

91%

Comfortable using
new technologies

Boomers

Born 1946-1964

Ages 52-70

"I'd like my money to go to my family."

"Where do I start with will planning?"

75% Surf the Internet on a regular basis

90% Comfortable using new technologies



Matures

Born 1900-1945

Ages 71+

67%

Surf the Internet on a regular basis

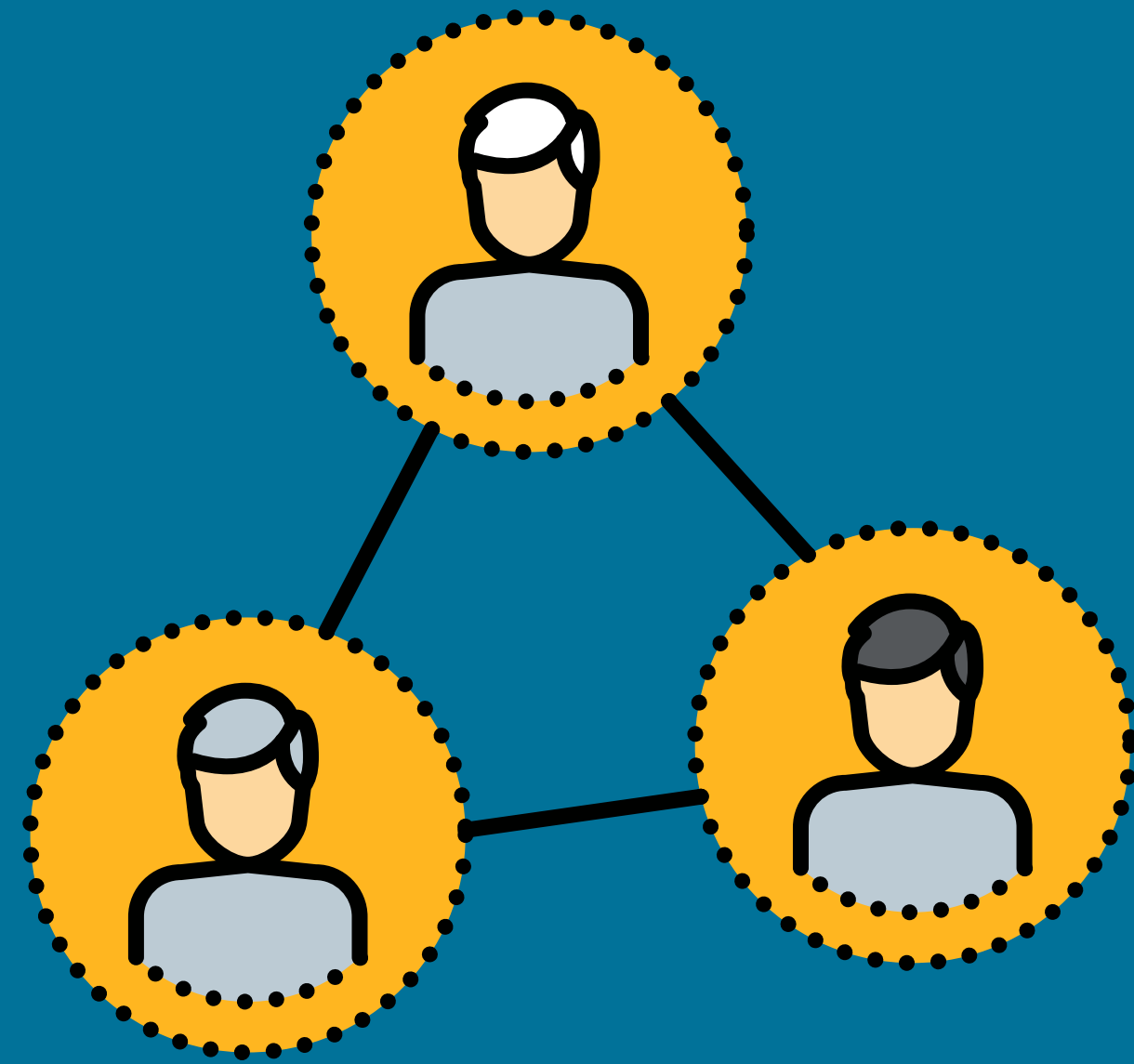
85%

Comfortable using new technologies

"What else should be in my will?"

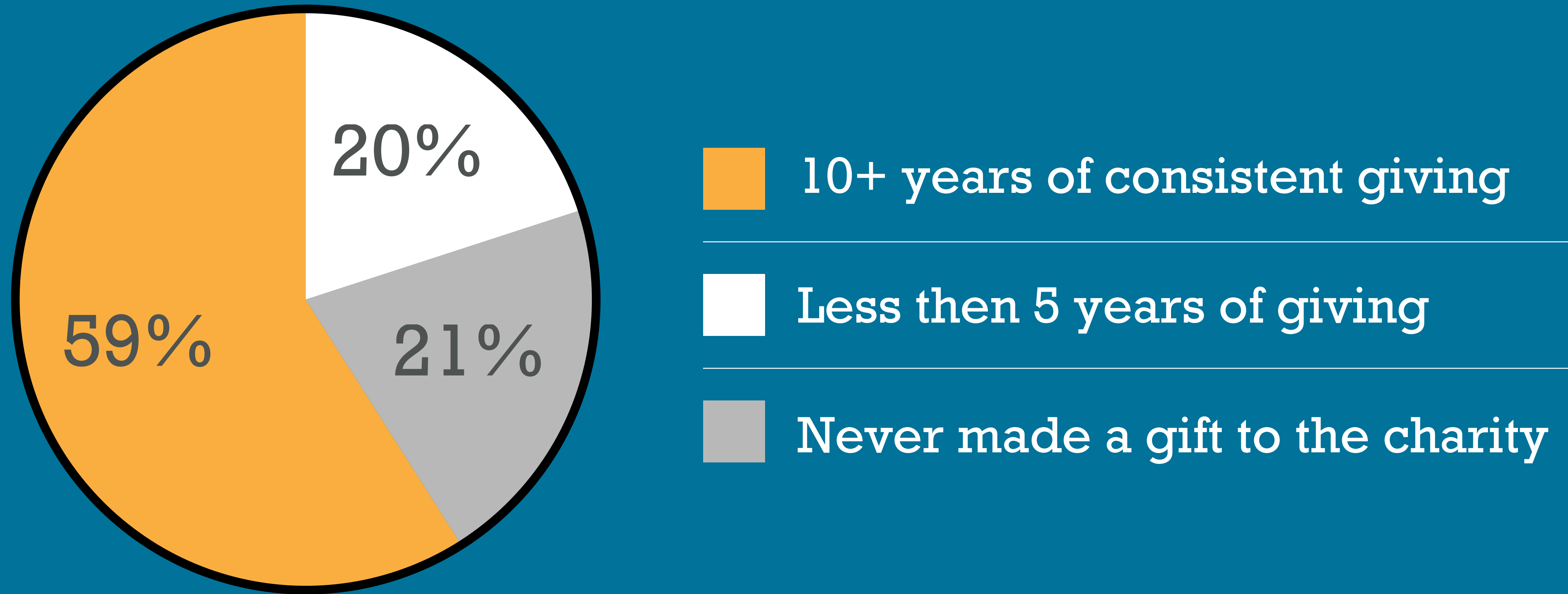
"I've already made beneficiary designations."

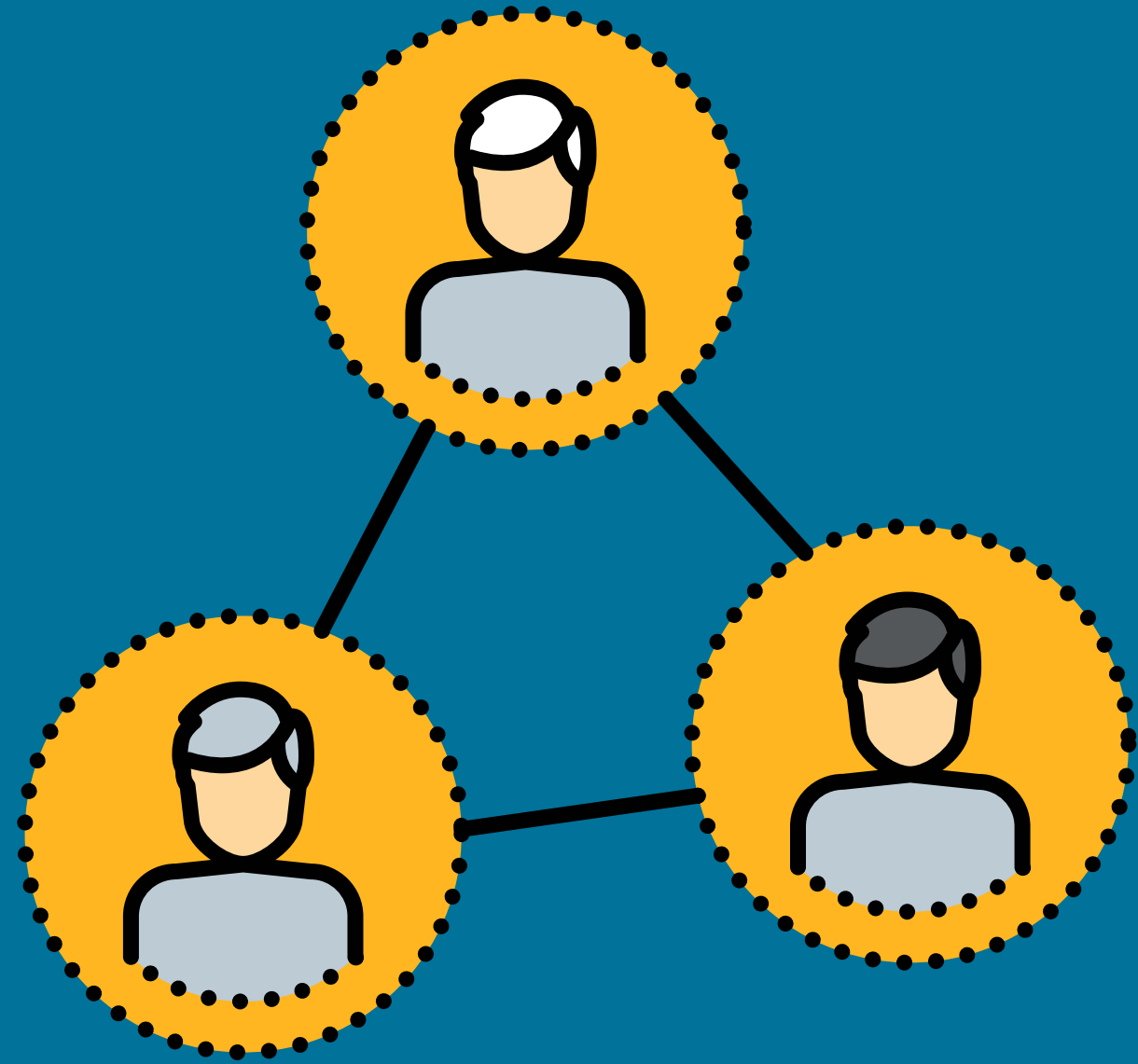




THE MAILING LIST

Know Who You're Sending To





THE MAILING LIST

Give Donors a Way to Opt-In



DOLLAR SHAVE CLUB

**WE GUARANTEE
— YOU'LL LOVE US —**

TRY THE CLUB ▶

- ✓ First box arrives in 3-5 business days
- ✓ Free shipping
- ✓ Get razors every month or every other month
- ✓ 100% satisfaction guarantee



You were SO close to trying the Club. You should go through with it. We deliver amazing razors for a few bucks a month. No membership fees. No nonsense. If you're not 100% happy, we'll refund your money. What do you have to lose?

Welcome to Social Print Studio

THANKS FOR JOINING!

Now it's a party :)



Please verify your email for us.

VERIFY NOW



We need to talk about our email relationship.
We can take a break or take it to the next level. The choice is yours.



Let's just be friends.
I feel like you're smothering me.

[Send Me Fewer Emails](#)



It's not you, it's me... Uh, it's actually you.
We had a good run, but now it's over.

[Unsubscribe From All Communication](#)



Just kidding, I'm head over heels.
You are the papier to my mâché.

[Keep The Emails Coming!](#)

For questions regarding these options, contact a customer care agent at 1-800-MICHAELS.

Secrets to Styling With Succulents boundary



Better Homes and Gardens – Weekly Update <WeeklyUpdate@mail.bhg.com>

Saturday, June 3, 2017 at 12:20 PM

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Better Homes & Gardens®

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GARDEN COCKTAIL RECIPES

CREATIVE CURB APPEAL



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Make Your Own Pinterest-Worthy Succulent Gardens

Bring the outdoors in with pretty potted succulents to freshen up your home.

[Everything You Need to Know About Succulents](#)

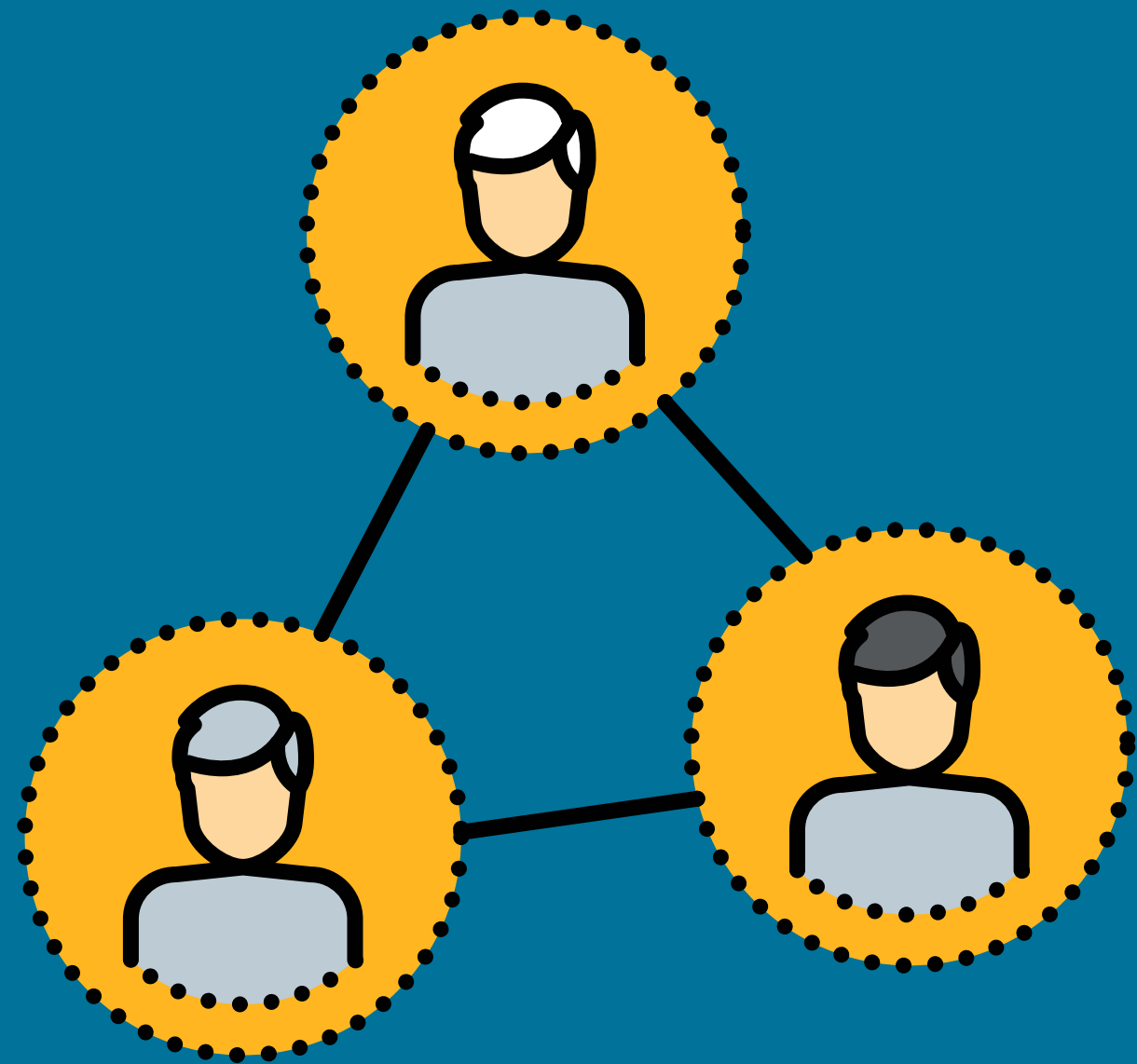
[Easy-Care Succulent Containers](#) ▶

[9 Stunning Succulent Cakes That Are Too Pretty to Eat](#)

[Home Accents to Make Your Room Pop](#) 🛒

CRAZY CUTE DECORATING WITH SUCCULENTS



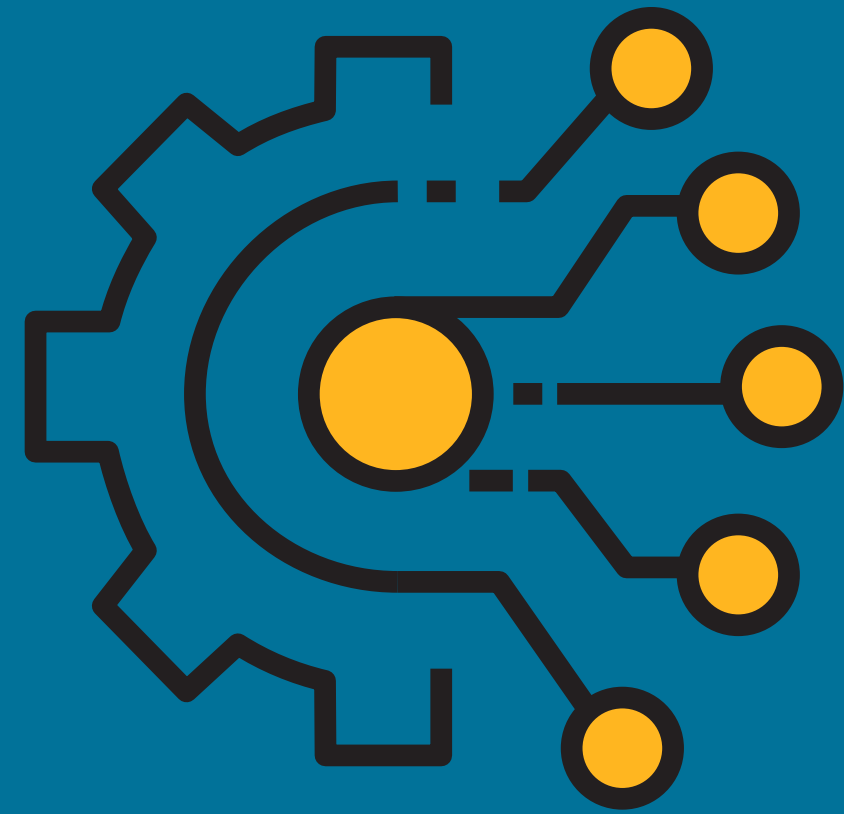


THE MAILING LIST

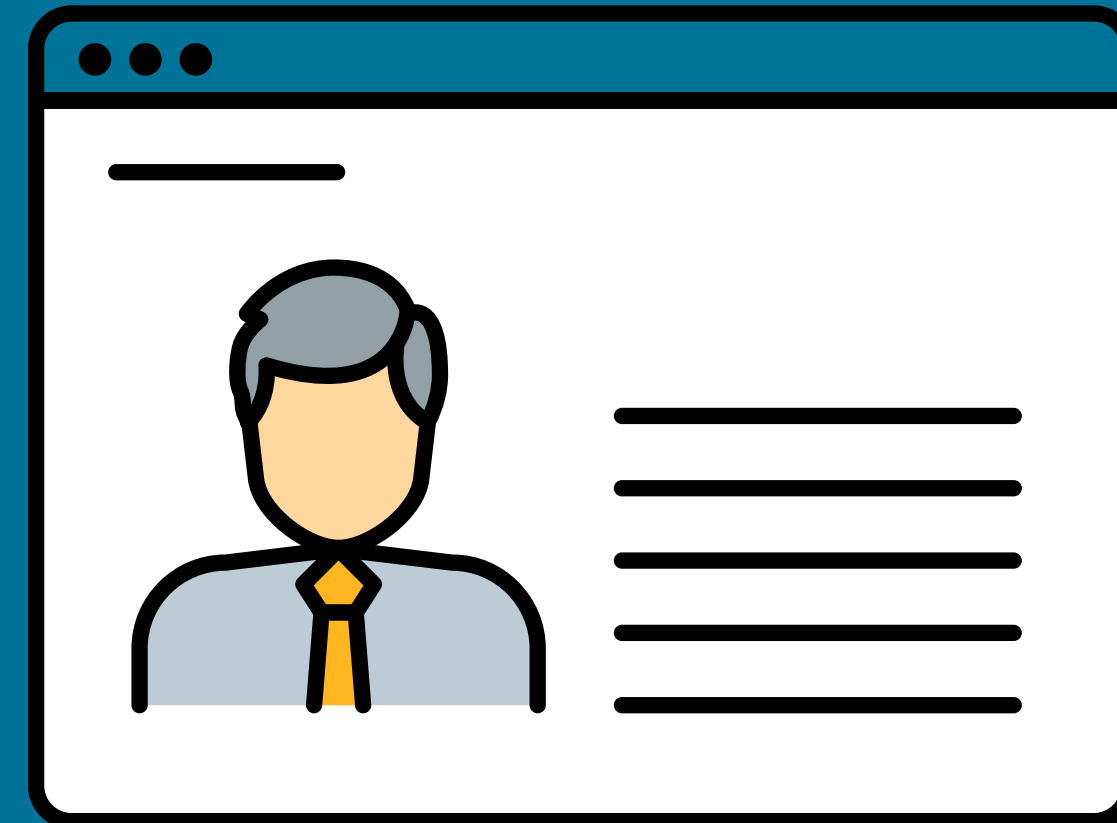
Make Sure To Keep
Your List Clean



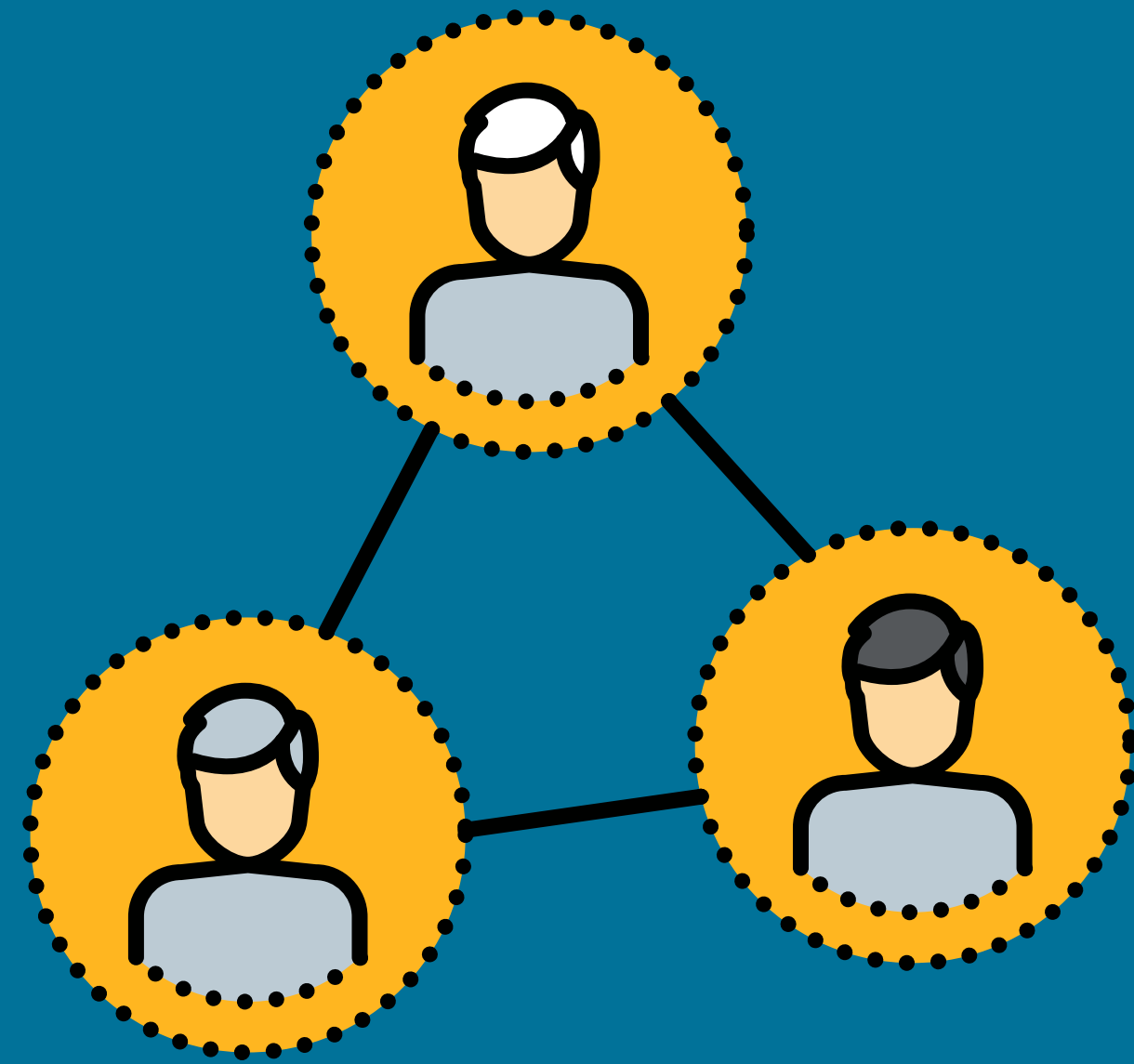
Do Not Buy
Email Lists



regular maintenance



unengaged



THE MAILING LIST

Not Everyone
Needs Everything

NEWSFLASH

Canadian Law

New law states that donors have to give organizations consent to be on email lists





THE CONTENT & DESIGN

Single-Focused Messages Work

Single-Focused
Email Design

Become a Legend at LSU

TAF
LSU TIGER ATHLETIC FOUNDATION

When you make a legacy gift to the Tiger Athletic Foundation, you ensure that future generations of LSU student-athletes have the same experiences as the legends who came before them. When you make a gift TODAY, your name will live among those of legends on a new TAF Legends Society plaque inside Tiger Stadium.

[TAF Legends Society >](#)



If you have already made a gift to the Tiger Athletic Foundation, or you need additional information about how your gift will benefit future student-athletes, let me know. I would be happy to help.

Contact me
Bunnie Cannon
225.578.0302
BunnieC@lsutaf.org

Tiger Athletic Foundation
P.O. Box 711 | Baton Rouge, LA 70821

The Tiger Athletic Foundation respects your online time and privacy. If you no longer wish to receive this planned giving eNewsletter, please click [unsubscribe](#).

[VIEW ONLINE](#)

CREATE A LEGACY

Lisa
DIAGNOSED IN 2007


Dear Shayna,

People affected by MS are relying on us to do whatever it takes to accelerate breakthroughs—life-changing breakthroughs that enable people to live their best lives today, and research breakthroughs that will ultimately end MS forever.

Because of your support in 2016, we invested over \$54 million in more than 380 new and ongoing research studies around the world. We couldn't have done any of it without you. **Together we are stronger.**

I'm confident that together we can change the world for each and every person living with MS. In the articles below, we'll show you how you can make a gift that helps us move toward a world without it.


Taylor Mallia
Vice President, Individual Giving




Foundation Gift to Expand National MS Society's Wellness Plan

Eric Hovde believes diet and exercise are the key to living with MS. His gift to the National MS Society will help spread this message of wellness to others with the disease.

[Read more](#)



Donna
DIAGNOSED IN 1989



Beth
DIAGNOSED IN 2009


Traditional
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Design

Single-Focused Email Design

Become a Legend at LSU

TAF

LSU TIGER ATHLETIC FOUNDATION



When you make a legacy gift to the Tiger Athletic Foundation, you ensure that future generations of LSU student-athletes have the same experiences as the legends who came before them. When you make a gift TODAY, your name will live among those of legends on a new TAF Legends Society plaque inside Tiger Stadium.

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Contact me
 Bunnie Cannon
 225.578.0302
BunnieC@lsutaf.org

Tiger Athletic Foundation
 P.O. Box 711 | Baton Rouge, LA 70821

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Foundation Gift to Expand National MS Society's Wellness Plan

Eric Hovde believes diet and exercise are the key to living with MS. His gift to the National MS Society will help spread this message of wellness to others with the disease.

[Read more](#)



Donna
DIAGNOSED IN 1989

4 Gifts That Make a Meaningful Difference All Year Long

Discover easy ways you can help others and make a difference at the National MS Society for years to come.

[Read more](#)



Beth
DIAGNOSED IN 2009

Wills vs. Trusts: 4 Factors to Help You Choose

Discover which one of these important estate planning documents is the best fit for your family's needs.

[Read more](#)



Change Lives With Life Insurance



Your Personal Estate Planning Kit



Research Updates

We're Here to Help

Do you have questions regarding planned giving or other ways to support our mission?

Our planned giving team is here to help.

National Multiple Sclerosis Society
 900 South Broadway, 2nd Floor
 Denver, CO 80209

800-923-7727

giftplanning@nmss.org

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Traditional eNewsletter Design



THE CONTENT & DESIGN

Content Should be
Clear to the Reader



NEW

alta HR

THE WORLD'S SLIMMEST WRISTBAND WITH CONTINUOUS HEART RATE



Meet new **Fitbit Alta HR™**, the heart rate wristband that helps you reach your goals in style.

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PurePulse® Heart Rate

Sleep Stages: Light, Deep, REM*

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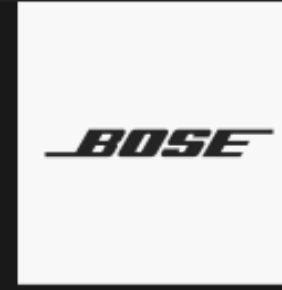
Interchangeable Bands**

*Coming soon with an app update.
**Interchangeable bands sold separately.

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Nearly 40 years of research brought us here. We took our best-in-class noise cancellation and added *Bluetooth®* connectivity. So quiet sounds quieter and your music sounds better than ever.



Built for your life.

We built QC@35 headphones with premium materials and up to 20 hours of battery life per charge, so they keep up with you all day long.

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NEW

alta HR
THE WORLD'S SLIMMEST
WRISTBAND WITH CONTINUOUS HEART RATE



Meet new Fitbit Alta HR™, the heart rate wristband that helps you reach your goals in style.

PRE-ORDER NOW

♥ PurePulse® Heart Rate

☾ Sleep Stages: Light, Deep, REM*

🏃 SmartTrack™ Auto Exercise Recognition

📏 Interchangeable Bands**

*Coming soon with an app update.
**Interchangeable bands sold separately.

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The free Bose® Connect app enhances your listening experience. Pair and switch between devices, access software updates and product tips and personalise settings right from your phone.



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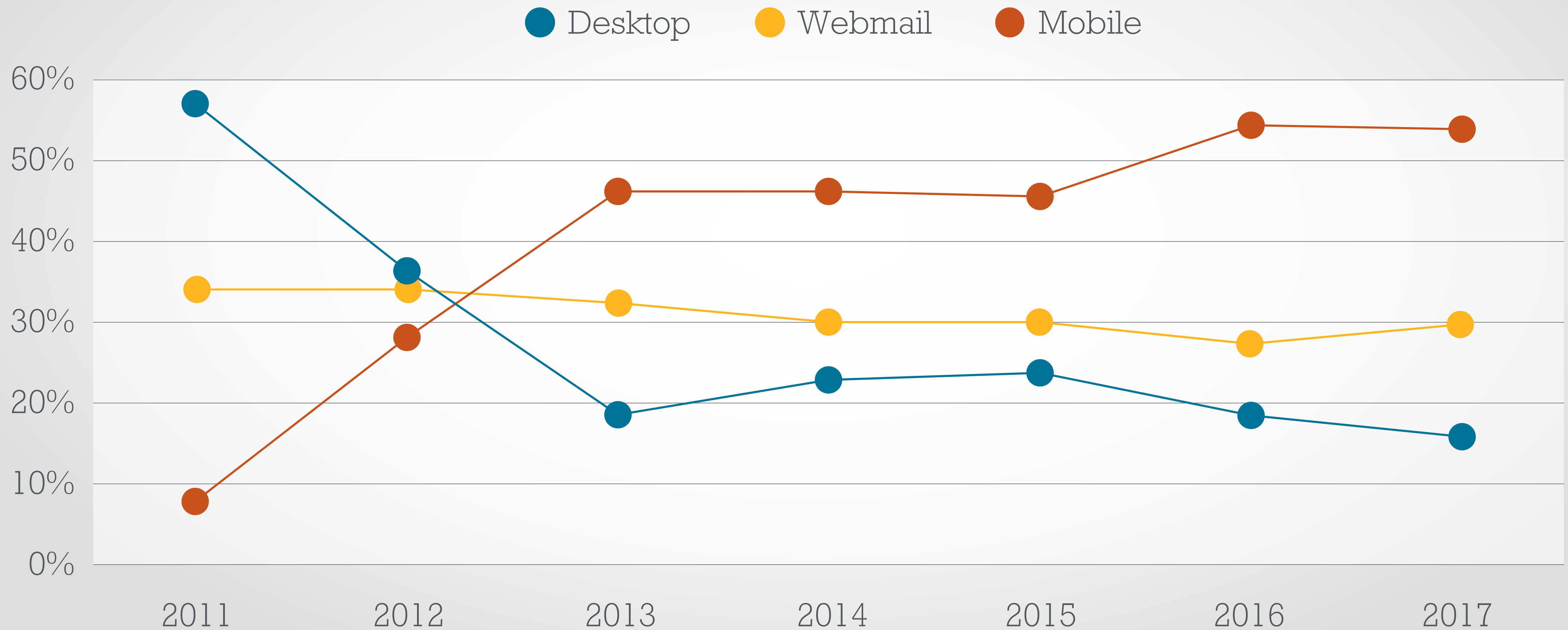
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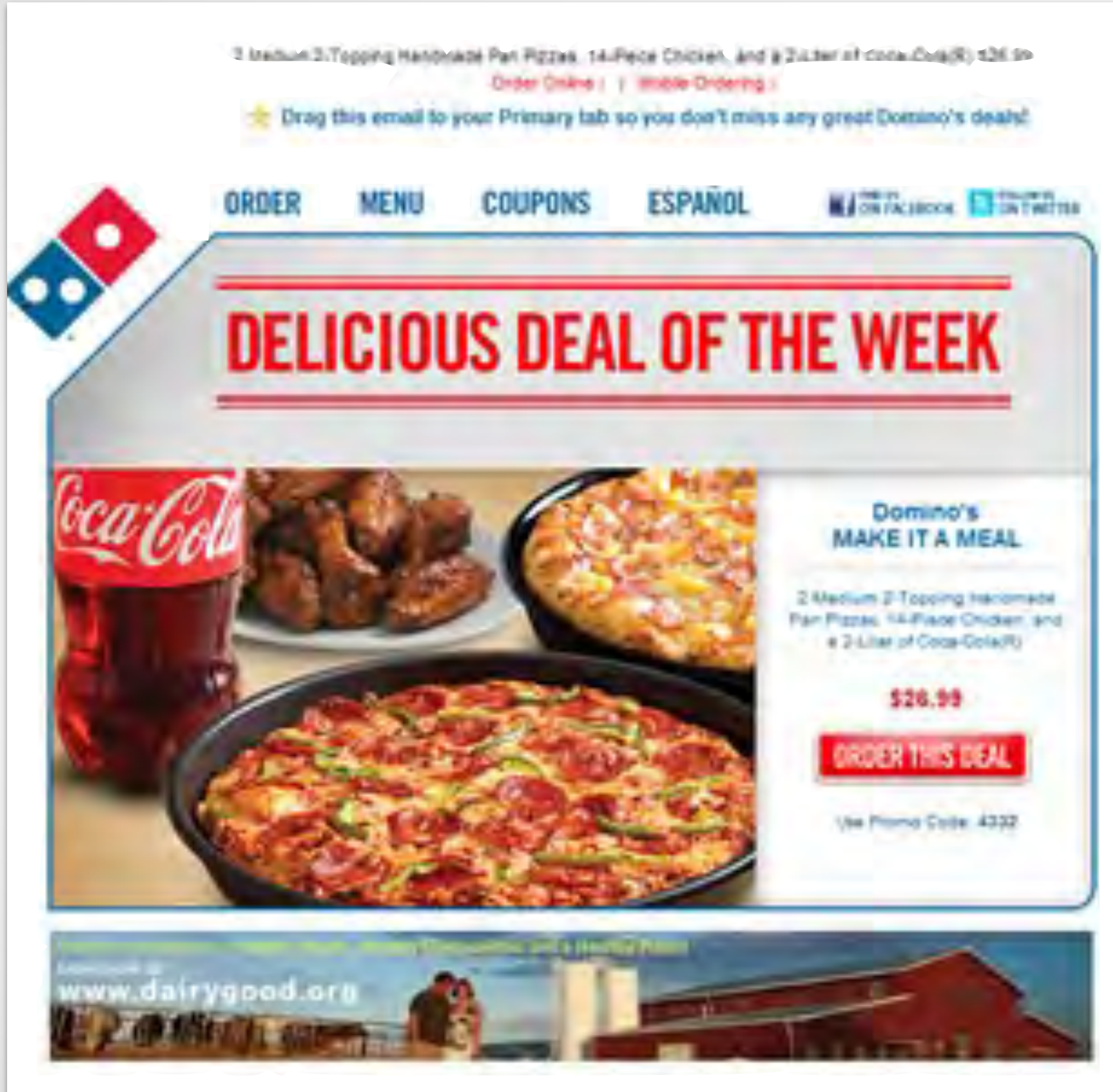


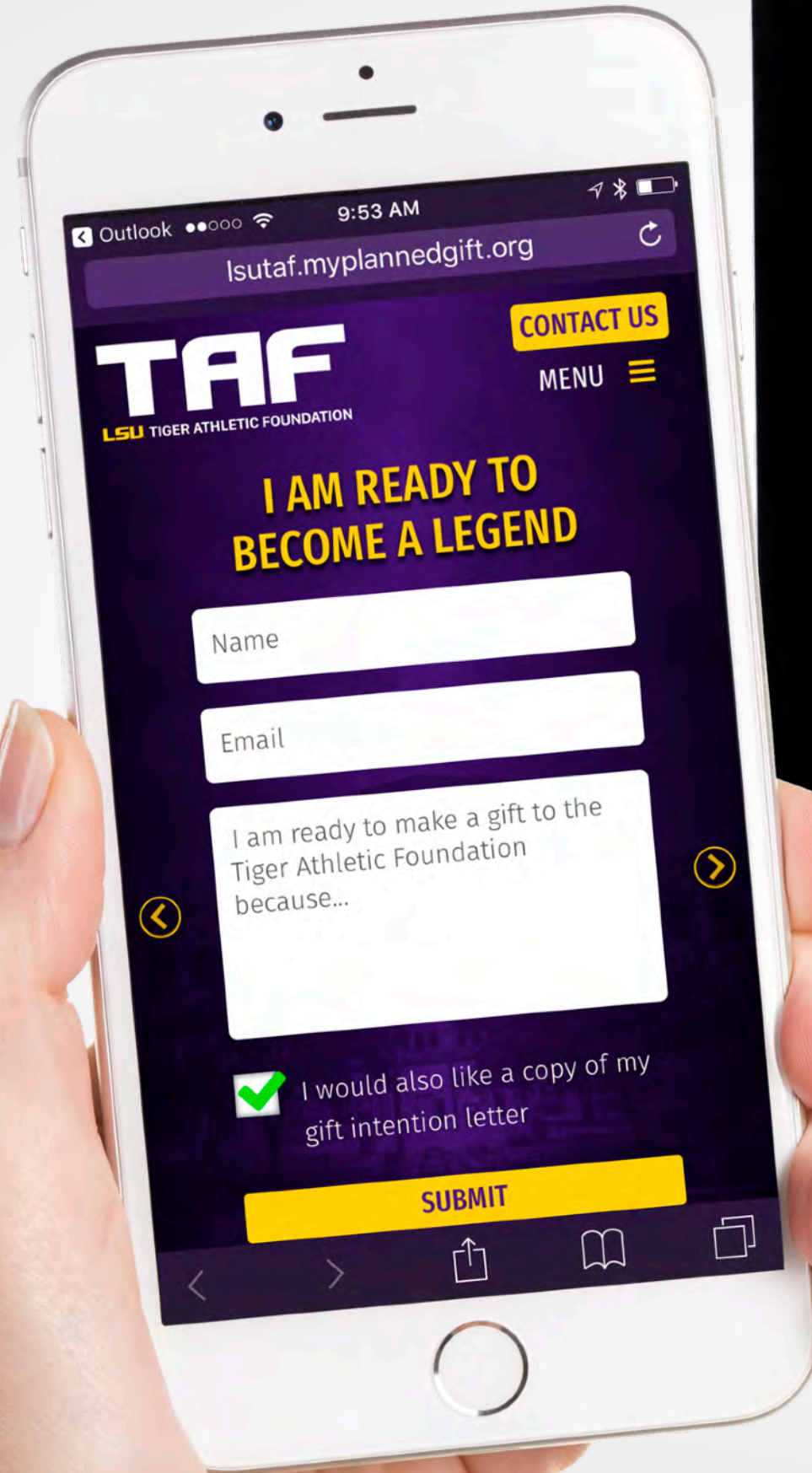
THE CONTENT & DESIGN

Always Think
Mobile First

Opens by Environment









THE CONTENT & DESIGN

Hey Listeners,
Always Personalize



Thank you for being a top listener.

Hey it's Charles Kelley from Lady Antebellum.

You're getting this email because you are one of Lady Antebellum's top listeners on Spotify. Thanks so much for listening to so much of our music.

I'm going on a solo tour and as a way to say thank you I want you to be one of the first to get access to tickets.

The presale starts **Wednesday October, 14th at 10am** and runs until Thursday, October 15 at 10pm. You'll be able to purchase up to 6 tickets while supplies last. The password is **BELIEVER**

I have a new single out and would love for you to listen to it on Spotify. It's called "[The Driver](#)" and also features Dierks Bentley and Eric Paslay. Hope you like it!

[BUY TICKETS HERE](#)



Here's to many more!

HEY, YOU! KNOW WHAT TODAY IS?
WAIT...DON'T TELL US YOU FORGOT.

IT'S OUR **ONE YEAR** ANNIVERSARY!



We've been emailing for 365 days now. Huge, right? We've made such great memories together – remember that time you opened our sale email and giggled at our travel puns? Or that time you scored a super-low fare to your favorite destination – all because we lovingly emailed you first? (We won't talk about that one time you deleted us. We know you didn't mean it.)



It's OK you didn't remember this one-year mile(high)stone – we still adore you. What if we plan a fun date together to celebrate? The beach, the mountains, a spa retreat, a surprise adventure – name the time and place, and we'll be there. In our finest tailfin pattern.



A traditional first anniversary gift is paper – hello, plane ticket! But since you DID forget it was our anniversary, this trip's on you. 😊 (Don't worry, we'll get the snacks.)


[LET'S GO](#)



BlueTales Blog



Same smart app. More smartphones. Download the JetBlue mobile app for iPhone and Android now!

 charity: water

Email not displaying correctly? [See it here](#)

Hannah,
The wait is over. Your proof is finally here!



You joined *mycharity: water* and made a decision to change lives.
Now, we'd like to report back to you on the following:

CAMPAIGN NAME	AMOUNT DONATED	WHERE YOUR MONEY WENT
Help <input type="text" value="Save"/> Save Lives	\$ <input type="text" value=".00"/> .00	Ethiopia

The wait is over.
We're excited to show you exactly where your money went!

YOUR PROJECTS



May Gif Community
250 people served

[VIEW >](#)

[SEE YOUR PROJECTS PAGE >](#)



8 · 1



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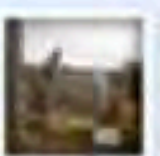


0

Like



MAY GIF COMMUNITY

COUNTRY (7)
ETHIOPIAPEOPLE SERVED (7)
250PROJECT TYPE (7)
DRILLED WELL

Google Maps

See This Project on a Map >

- **GPS:** [14.08488, 38.96143](#) (7)
- **Project Cost:** [\\$9,625.71](#) (7)
- **Local Partner:** [A Glimmer of Hope](#) (7)
- **Project ID:** [ET.GOH.Q3.12.124.031](#) (7)
- **Field Notes:**

Thanks to you, this village now has access to clean and safe drinking water. They've also been trained by our local partners on safe hygiene practices and basic maintenance of their water project. Each family using the new water source contributed toward their project's construction -- a small fee, but one that helps instill a sense of personal ownership for the project. Each family will continue to pay a small amount to use the water; the community will save this money for any necessary maintenance and repairs.

Note: We wanted to show you that this community is serious about keeping their project safe, clean and functioning for years to come. They built a fence on their own initiative, to prevent animals from contaminating the area and to show ownership of their new water source.

[See how we tied your Dollars to Projects](#)

source.

[See how we tied your Dollars to Projects](#)

CAMPAIGNS & DONORS WHO FUNDED THIS PROJECT

If you started a fundraising campaign or donated to one, find yourself here:

FIND

17 CAMPAIGNS

Tech for WATER for Life

CHIPOTTELABS - \$600.00

Coaching Project

HYUNG KYU KIM - \$100.00

Damaris' 28th Birthday Ca...

DAMARIS CASTILLO - \$308.00

Help

Save ...

- \$592.00

Water for 47 for my 47th

CAROL ENDO - \$193.00



DONATIONS TO [HELP MICHAEL DOWNEY SAVE LIVES](#)

DONOR	DONATION /
<input type="radio"/> [Redacted]	\$32.00
<input type="radio"/> Anonymous	\$15.00
<input type="radio"/> [Redacted]	\$10.00
<input type="radio"/> [Redacted]	\$50.00
<input type="radio"/> Anonymous	\$32.00
<input type="radio"/> [Redacted]	\$32.00
<input type="radio"/> Hannah Kleyu	[Redacted]
<input type="radio"/> Anonymous	\$5.00
<input type="radio"/> Anonymous	\$32.00
<input type="radio"/> [Redacted]	\$32.00

1 of 2



START YOUR OWN CAMPAIGN

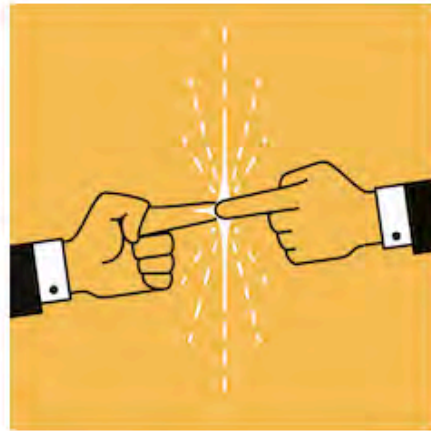
How Will You Leave Your Mark at St. Mary's University School of Law?

SM St. Mary's University <stmarytxplannedgiving@email-pln.org>
Tuesday, June 13, 2017 at 1:33 PM
To: Dan Acheson

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YOUR PLAN, YOUR LEGACY



Ignite the Spark. Inspire the Givers.

Many young people learn charitable giving by watching their parents and grandparents. Today, it's important to share your family's giving story with the younger generation to keep the spirit of charitable giving alive. [Keep Reading »](#)

- [Gift-Giving With Wills and Trusts](#)
- [Earn Income From Your Generosity](#)
- [Give Online](#)

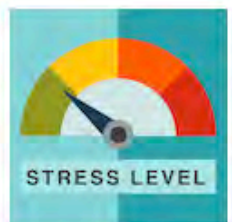


Where's the Key to Your Digital Diary?

Documenting your online footprint and including it in your estate plan is an important step in not only protecting your digital assets and identity, but also your loved ones after your passing. [Keep Reading »](#)

More Information

- [A Guide to Making Your Will](#)
- [Gift Illustrator](#)
- [Personal Estate Planning Kit](#)



The Upside of Downsizing

We could all use a little less at times—less stress, less stuff, less worry. Read about how you can downsize to a simpler life. [Keep Reading »](#)



The Best Reasons to Create a Will

Passing away without a will can be stressful for your loved ones. Here are the key reasons to have a will. [Keep Reading »](#)



I'm Here to Help

Joel Lauer
Executive Director of Law School Advancement
210-436-3660 | jlauer@stmarytx.edu



How Will You Leave Your Mark at St. Mary's University?

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Tuesday, June 13, 2017 at 1:30 PM
To: Dan Acheson

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YOUR PLAN, YOUR LEGACY



Alumnus Makes Large Charitable Gift Using His IRA

David Biegler '68 credits his St. Mary's education with showing him how he can make a difference in the world. His family's gift to the School of Science, Engineering and Technology will ensure that those who follow him have that same opportunity. [Read the Biegler Family's Story »](#)

- [Gift-Giving With Wills and Trusts](#)
- [Earn Income From Your Generosity](#)
- [Give Online](#)

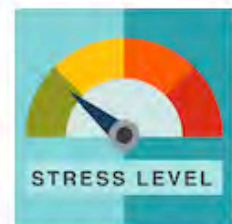


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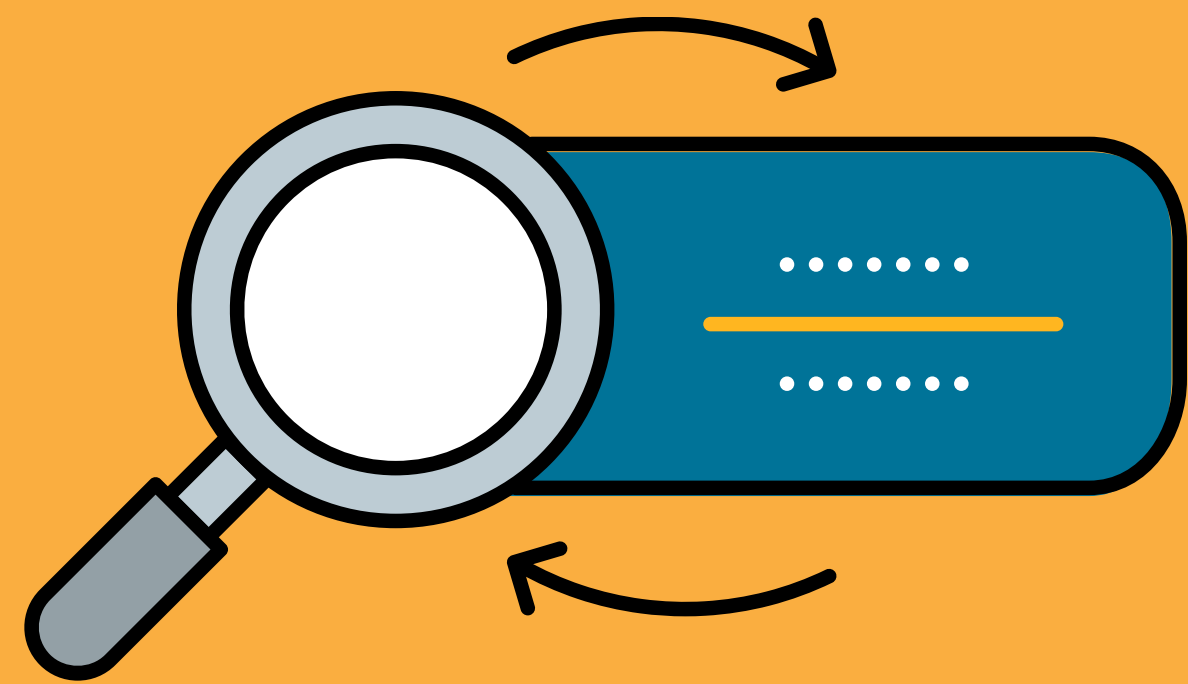


I'm Here to Help

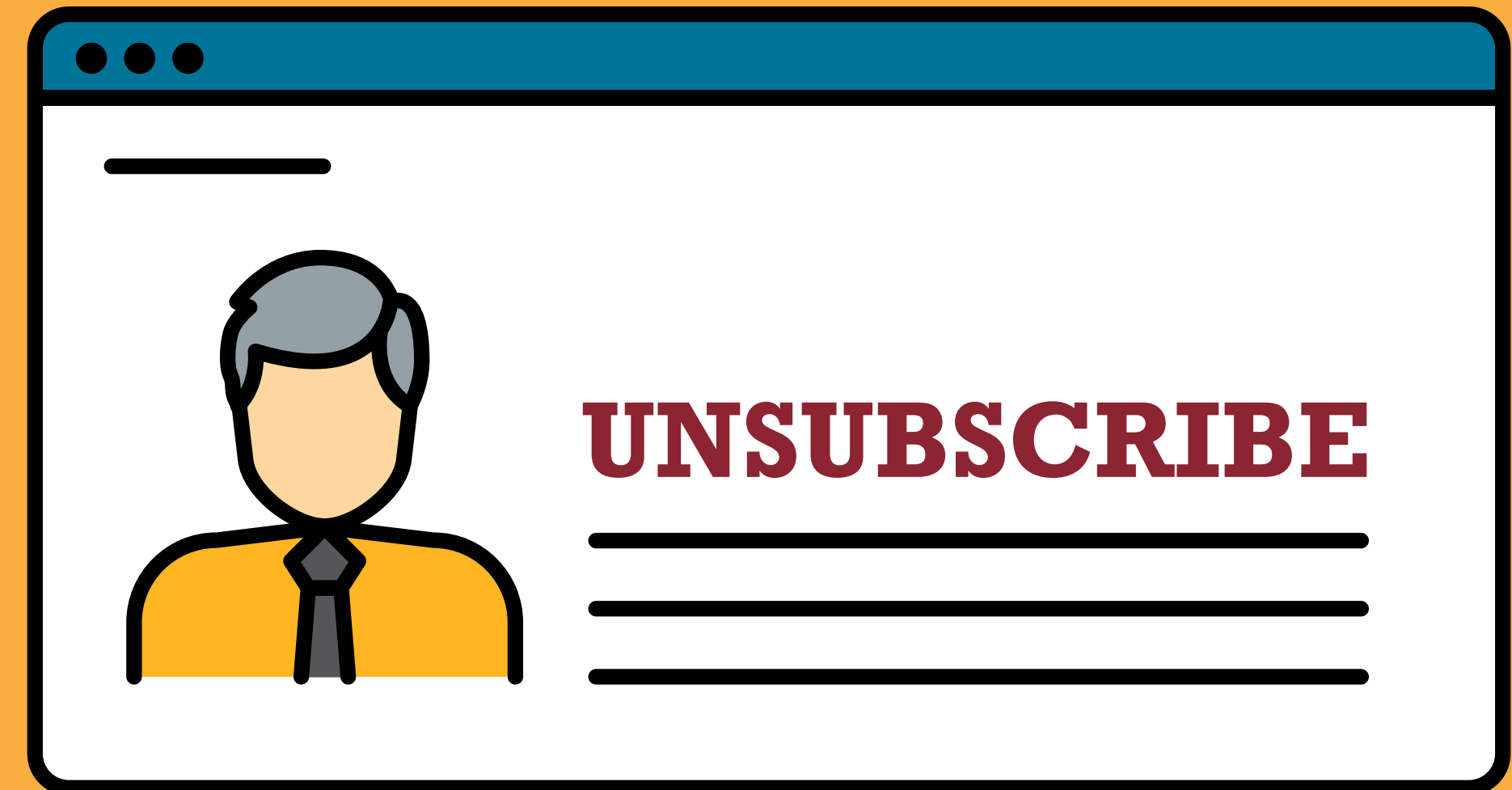
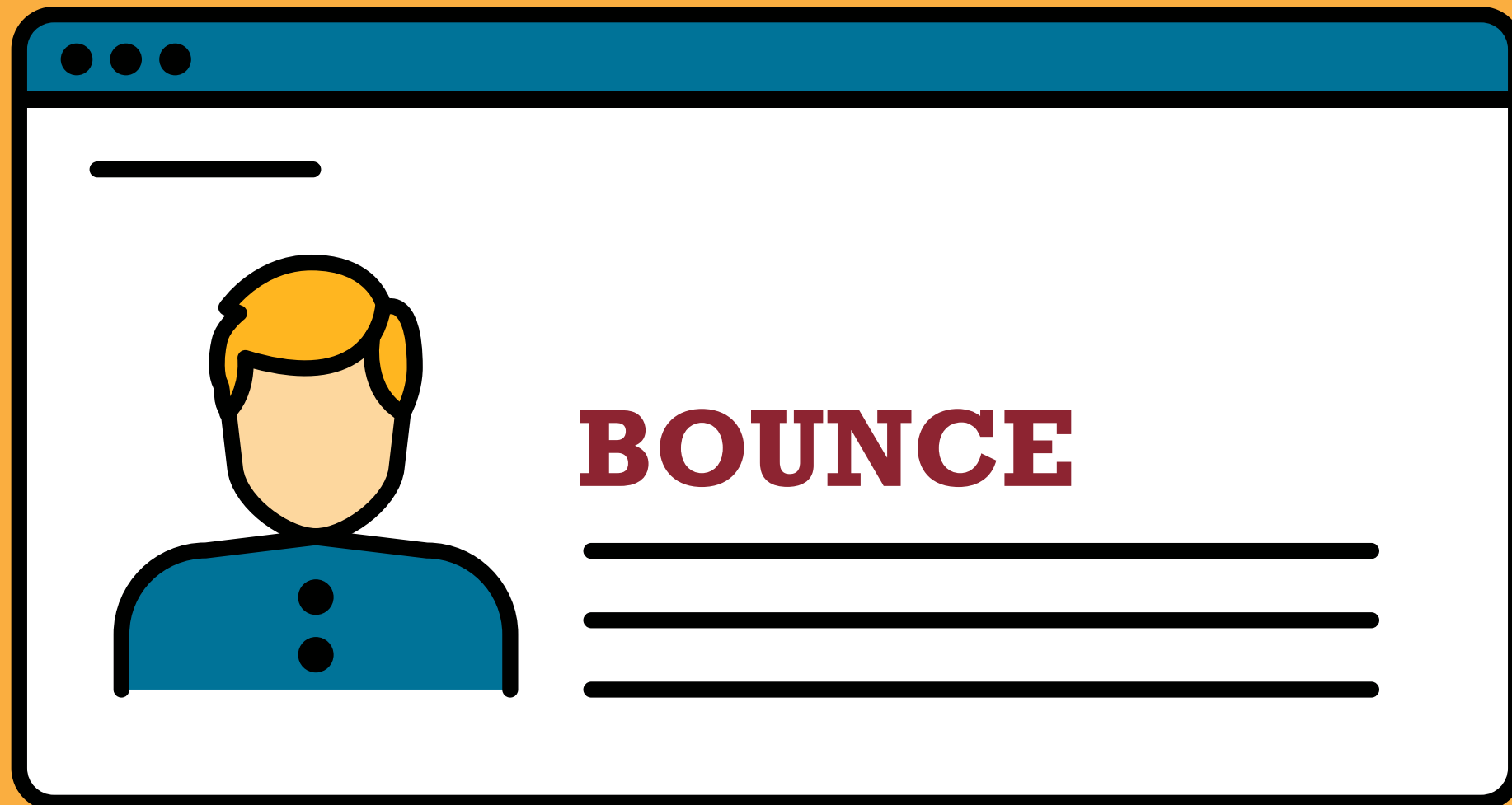
Rick Kimbrough
Vice President for University Advancement
210-436-3138 | rkimbrough@stmarytx.edu



EMAIL PERFORMANCE

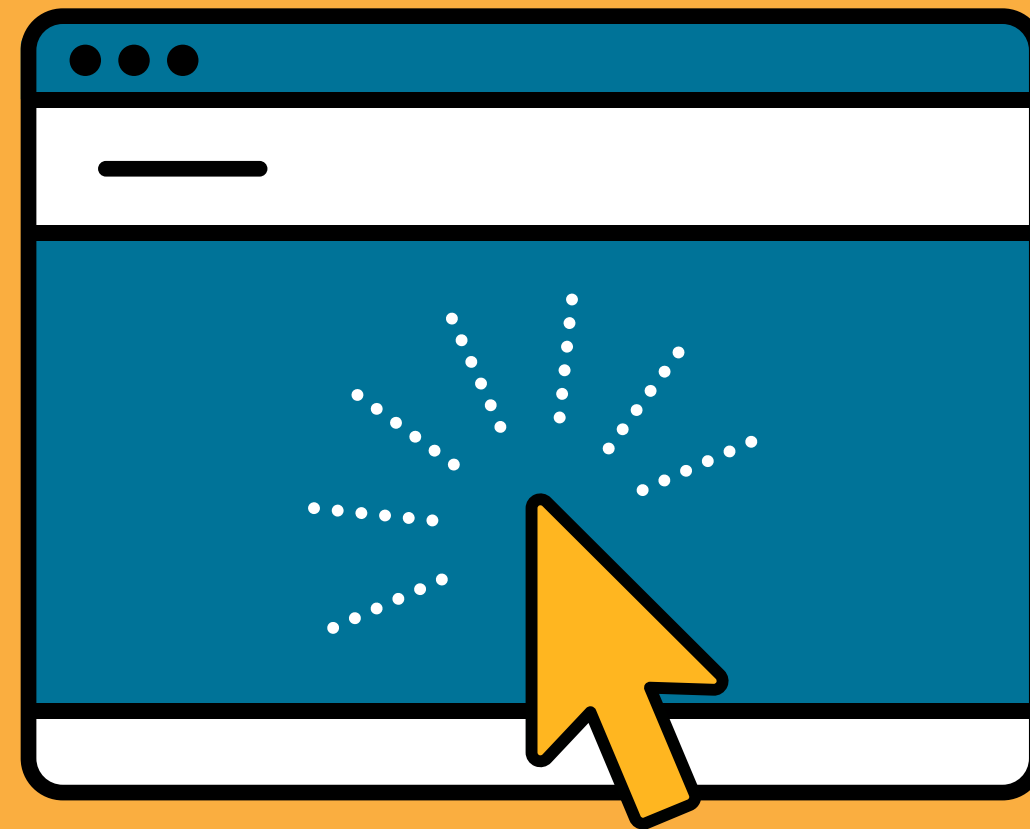


Finding The Data That Matters Most





open rate



click-through rate



engagement

[WEBINAR] You've Got Mail! Timely Email Insights & Trends



The Stelter Company <email@email-pln.org>

Thursday, June 15, 2017 at 3:24 PM

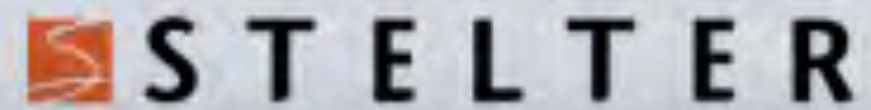
To: ● Zach Christensen

[Bing Maps](#)

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[Action Items](#)

[Manage Add-ins...](#)



The Stelter Company

[WEBINAR] You've Got Mail! Timely Email Insights & Trends 6/15/17

Zach, do you ♥ email like we do? Register for our complimentary webinar today!...

YOU'VE GOT MAIL!

TIMELY EMAIL INSIGHTS AND TRENDS

Wednesday, June 21

1 p.m. EDT | 12 p.m. CDT | 11 a.m. MDT | 10 a.m. PDT


[REGISTER NOW](#)

Limited to 1,000 participants



The Stelter Company <email@email-pln.org>

Thursday, June 15, 2017 at 3:24 PM

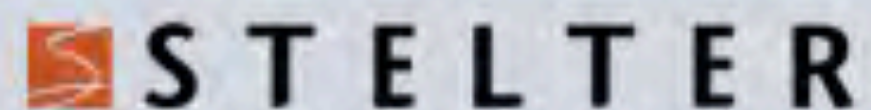
To:  Zach Christensen

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YOU'VE GOT MAIL!

TIMELY EMAIL INSIGHTS AND TRENDS

Wednesday, June 21

1 p.m. EDT | 12 p.m. CDT | 11 a.m. MDT | 10 a.m. PDT

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Limited to 1,000 participants

Manage your email list and send actionable, meaningful emails every time. Our digital, creative and innovation leaders share insights to help you stand out in your donor's inbox.

Attend this webinar to learn:

- + The hottest email design trends
- + Motivations behind why people open emails
- + The critical importance of list management
- + Segmentation strategies for your list

If you play a role in your nonprofit's email marketing program—whether writing content, designing layouts or managing lists—this webinar is for you!

[REGISTER NOW](#)



Colleen Webster

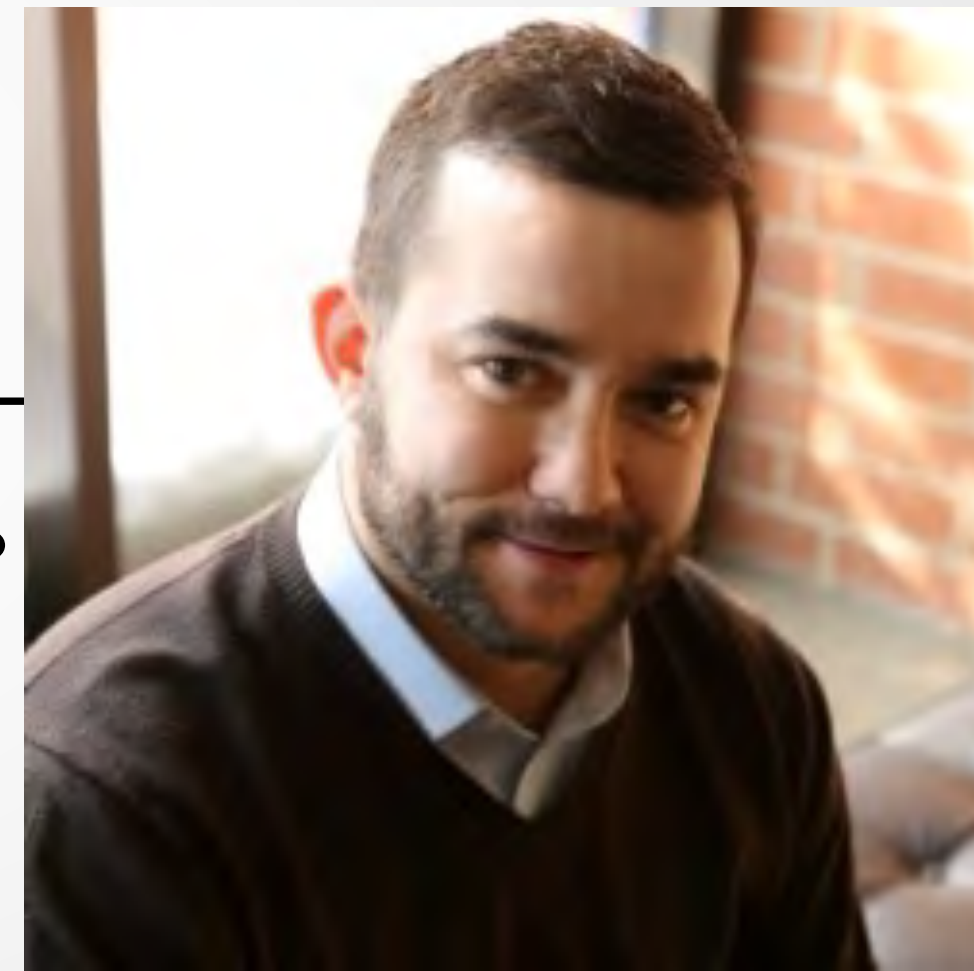
Questions?



Colleen Webster
colleen.webster@stelster.com



Katie Parker
katie.parker@stelster.com



Zach Christensen
zach.christensen@stelster.com

In a few days you will receive an email giving you instructions on how to access:

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2. The presentation slides

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Thank You For Attending!