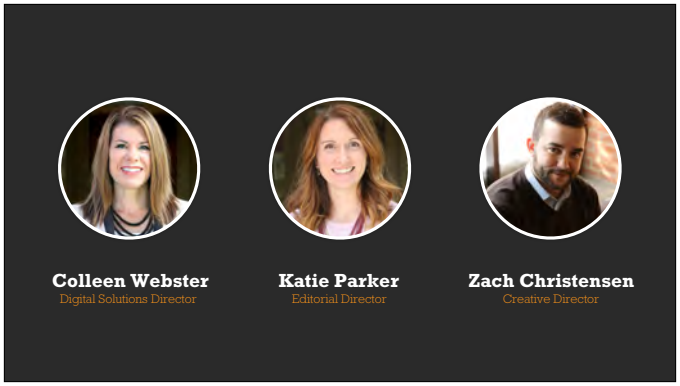
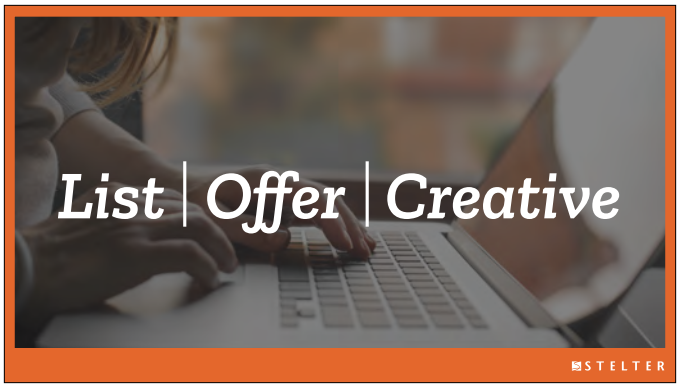
You've Got Mail!
Timely email insights & trends
STELTER

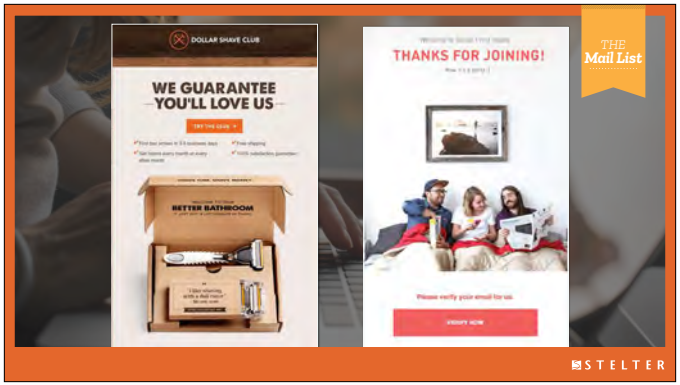

Colleen Webster
Digital Solutions Director
Katie Parker
Editorial Director
Zach Christensen
Creative Director

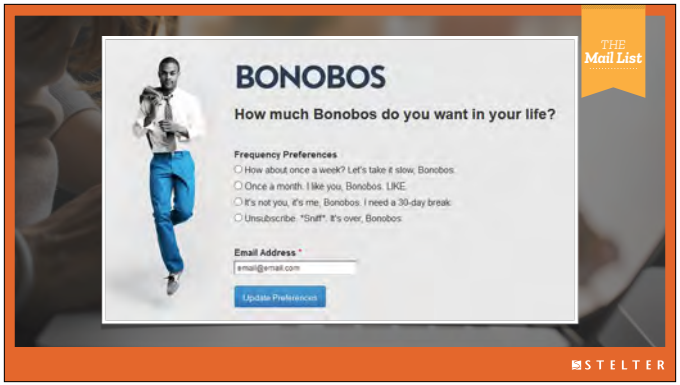

List | Offer | Creative
STELTER

Pop Quiz!
STELTER

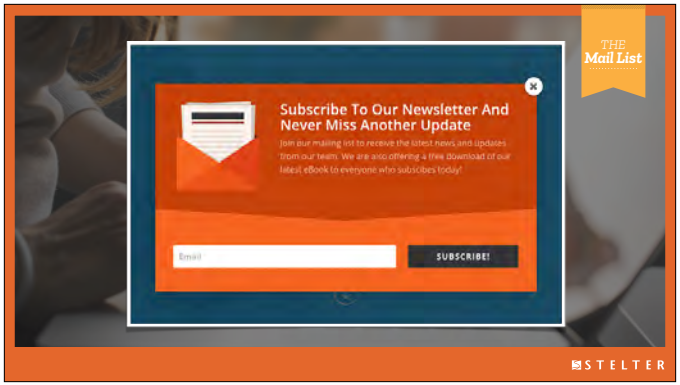
THE
Mail List
#1 Direct marketing rule: your list better be good, if not great!
STELTER

THE
Mail List
Give your donors
a way to opt-in
Be smart about how you ask.
STELTER


THE
Mail List
DOLLAR SHAVE CLUB
WE GUARANTEE
YOU'LL LOVE US
BETTER BATHROOM
THANKS FOR JOINING!
STELTER


THE
Mail List
BONOBOS
How much Bonobos do you want in your life?
Frequency Preferences
How about once a week? Let's take it slow, Bonobos.
Once a month. I like you, Bonobos. LIKE.
It's not you, it's me, Bonobos. I need a 30-day break.
Unsubscribe. *Sniff*. It's over, Bonobos.
Email Address *
email@email.com
Update Preferences
STELTER

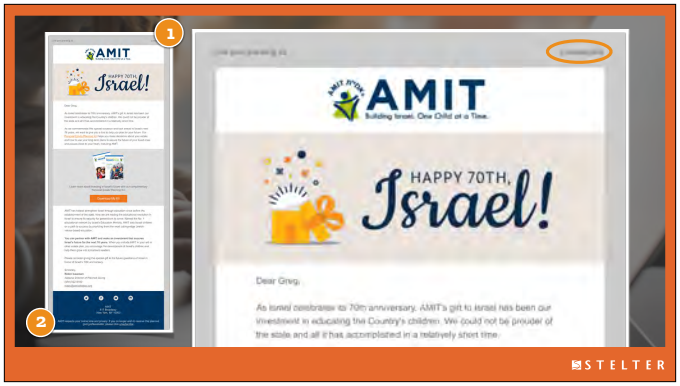
THE
Mail List
Organic
list growth
Consider off-line methods to organically grow your list.
STELTER

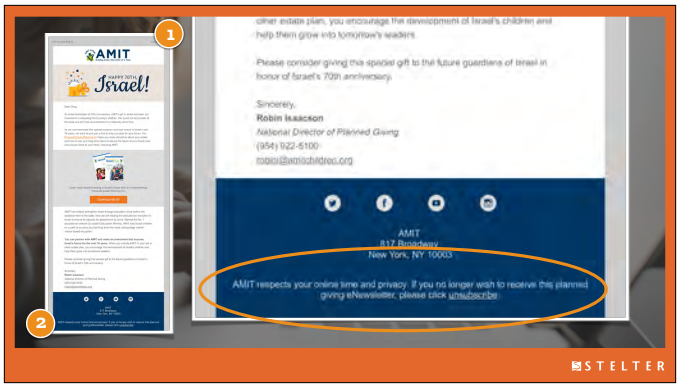

THE
Mail List
Subscribe To Our Newsletter And Never Miss Another Update
Email
SUBSCRIBE!
STELTER

THE
Mail List
Do not buy email lists
It's bad for everyone involved!
STELTER

THE
Mail List
Append information
Build out your donor profiles with relevant data.
STELTER

THE
Mail List
Make sure to keep your list clean
It's like brushing your teeth, just not as often!
STELTER

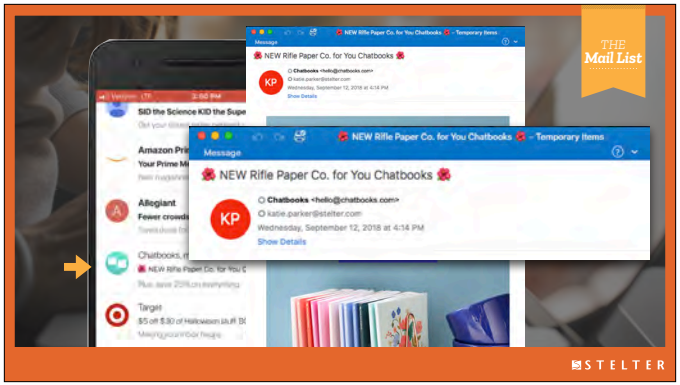

1
2
AMIT
Building Israel. One Child at a Time.
HAPPY 70TH,
Israel!
Dear Greg,
As Israel celebrates its 70th anniversary, AMIT's gift to Israel has been our investment in educating the Country's children. We could not be prouder of the state and all it has accomplished in a relatively short time.
STELTER


1
2
help them grow into tomorrow's leaders.
Please consider giving this special gift to the future guardians of Israel in honor of Israel's 70th anniversary.
Sincerely,
Robin Isaacson
National Director of Planned Giving
(954) 922-5100
robin@amitchildren.org
AMIT
817 Broadway
New York, NY 10003
AMIT respects your online time and privacy. If you no longer wish to receive this planned giving eNewsletter, please click unsubscribe.
STELTER

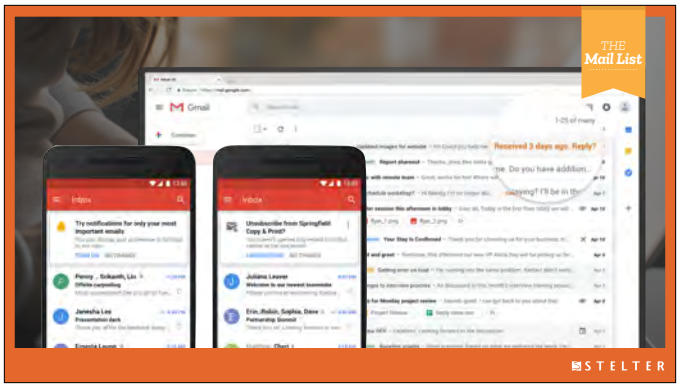
Pop Quiz!
STELTER

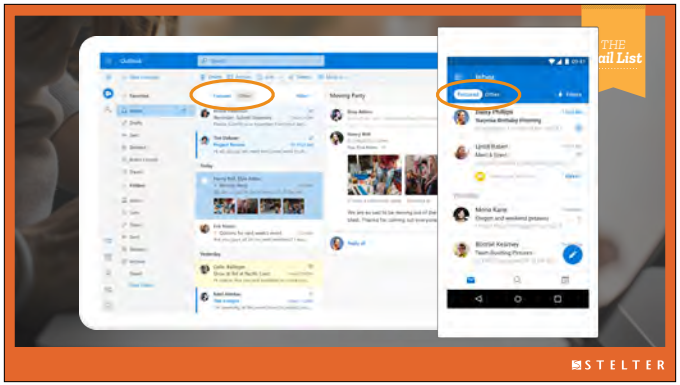
THE Mail List
Why the "from" matters
Who goes there?
STELTER

THE Mail List
The importance of your subject line
Should I open the door or hide behind the couch?
STELTER


THE Mail List
NEW Rifle Paper Co. for You Chatbooks
Message
Chatbooks <hello@chatbooks.com>
katie.parker@stelter.com
Wednesday, September 12, 2018 at 4:14 PM
Show Details
KP
Allegiant
Target
STELTER

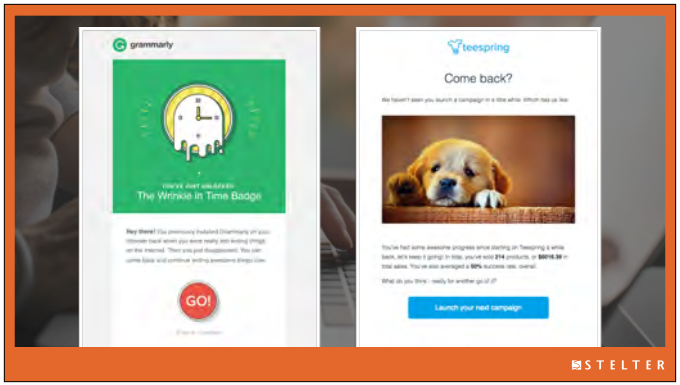
THE Mail List
Email providers are working to help users
AI is telling us what's what in our inbox.
STELTER


THE Mail List
Gmail
Inbox
STELTER


THE
ail List
STELTER

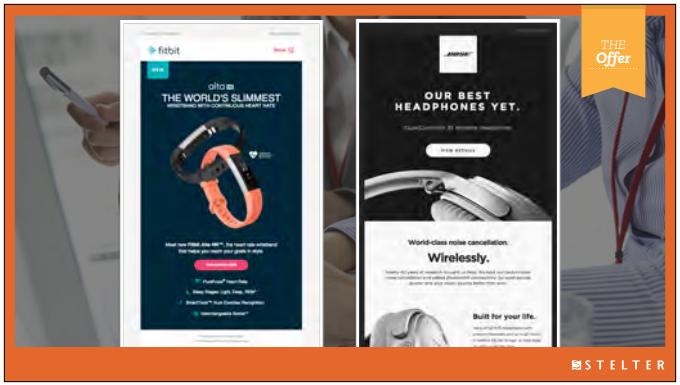
THE
Mail List
Not everyone needs everything
For real, how many times should I talk to my donors about CGAs?
STELTER

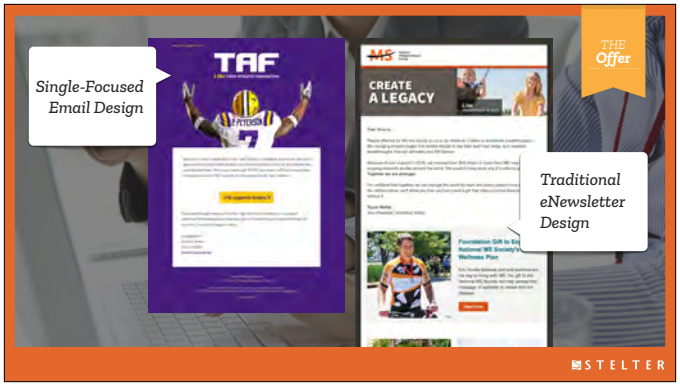
THE
Mail List
Donor Lifecycle
1 acquisition
2 onboarding
3 relationship
4 retention
STELTER


grammarly
The Wrinkle in Time Badge
GO!
teespring
Come back?
Launch your next campaign
STELTER

THE
Offer
#2 Direct marketing rule: compelling offers will always get traction.
STELTER

THE
Offer
#1
Single-focused
messages work
Keep it simple, keep it clean.
STELTER

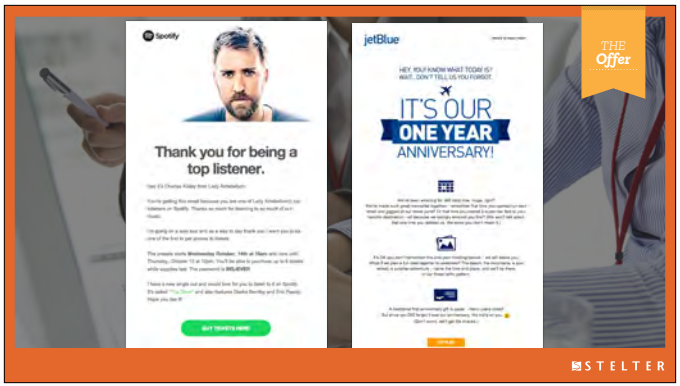

THE Offer
fitbit
alta
THE WORLD'S SLIMMEST
OUR BEST HEADPHONES YET.
World-class noise cancellation.
Wirelessly.
Built for your life.
STELTER


Single-Focused Email Design
TAF
CREATE A LEGACY
Traditional eNewsletter Design
THE Offer
STELTER

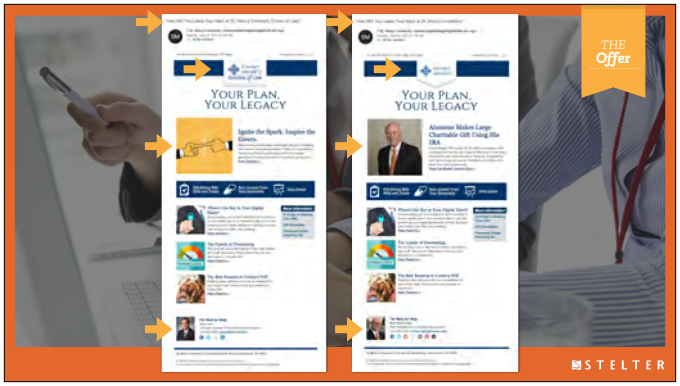
THE Offer
Emotional vs. intellectual offers
Pulling the right levers.
STELTER

THE Offer
WHAT TO DO IN THE FIRST 48 HOURS
When You Lose a Loved One
BROWN
Office of Planned Giving
A GUIDE TO
Making Your Will
BROWN
Office of Planned Giving
STELTER

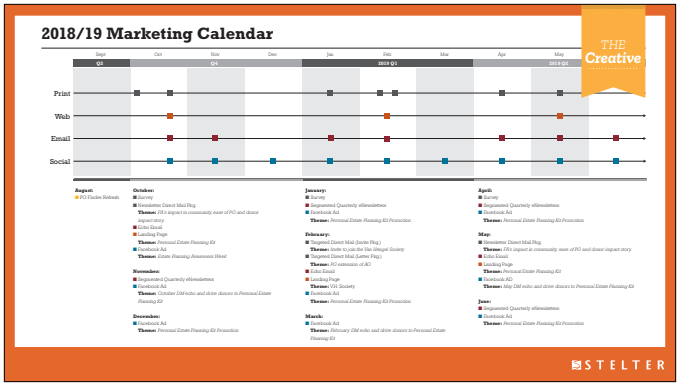
THE Offer
Hey listeners,
always personalize
Make it all about me!
STELTER


Spotify
Thank you for being a top listener.
jetBlue
IT'S OUR
ONE YEAR
ANNIVERSARY!
THE Offer
STELTER

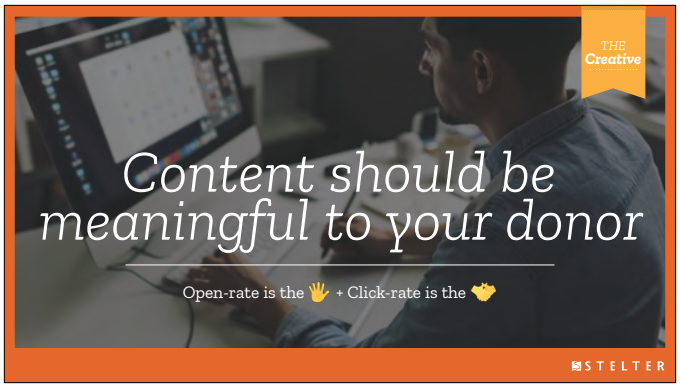
THE
Offer
MAY GIF COMMUNITY
ETHIOPIA
DRILLED WELL
STELTER

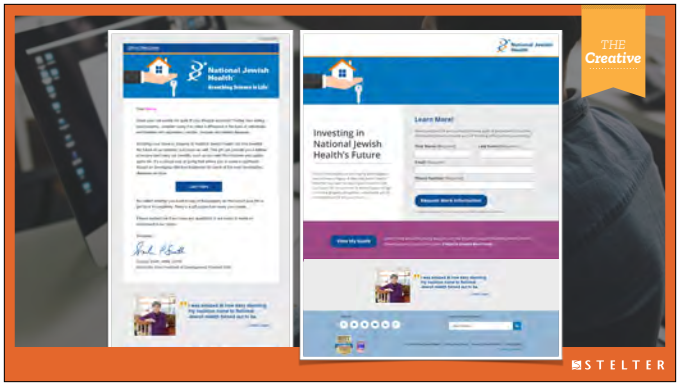

THE
Offer
YOUR PLAN,
YOUR LEGACY
YOUR PLAN,
YOUR LEGACY
STELTER

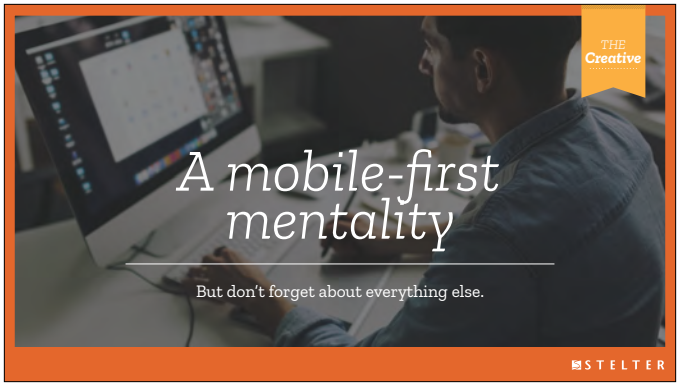
THE
Creative
#3 Direct marketing rule: the job of creative isn't to impress donors.
STELTER


2018/19 Marketing Calendar
THE Creative
Sept
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Q3
Q4
2019 Q1
2019 Q2
Print
Web
Email
Social
August:
PO Finder Refresh
October:
Survey
Newsletter Direct Mail Pkg.
Theme: PA's impact in community ease of PO and donor impact story
Echo Email
Landing Page
Theme: Personal Estate Planning Kit
Facebook Ad
Theme: Estate Planning Awareness Week
November:
Segmented Quarterly eNewsletters
Facebook Ad
Theme: October DM echo and drive donors to Personal Estate Planning Kit
December:
Facebook Ad
Theme: Personal Estate Planning Kit Promotion
January:
Survey
Segmented Quarterly eNewsletters
Facebook Ad
Theme: Personal Estate Planning Kit Promotion
February:
Targeted Direct Mail (Letter Pkg.)
Theme: Invite to join the Sun Mangal Society
Targeted Direct Mail (Letter Pkg.)
Theme: PO extension of AO
Echo Email
Landing Page
Theme: SM Society
Facebook Ad
Theme: Personal Estate Planning Kit Promotion
March:
Facebook Ad
Theme: February DM echo and drive donors to Personal Estate Planning Kit
April:
Survey
Segmented Quarterly eNewsletters
Facebook Ad
Theme: Personal Estate Planning Kit Promotion
May:
Newsletter Direct Mail Pkg.
Theme: PA's impact in community ease of PO and donor impact story
Echo Email
Landing Page
Theme: Personal Estate Planning Kit
Facebook AD
Theme: May DM echo and drive donors to Personal Estate Planning Kit
June:
Segmented Quarterly eNewsletters
Facebook Ad
Theme: Personal Estate Planning Kit Promotion
STELTER

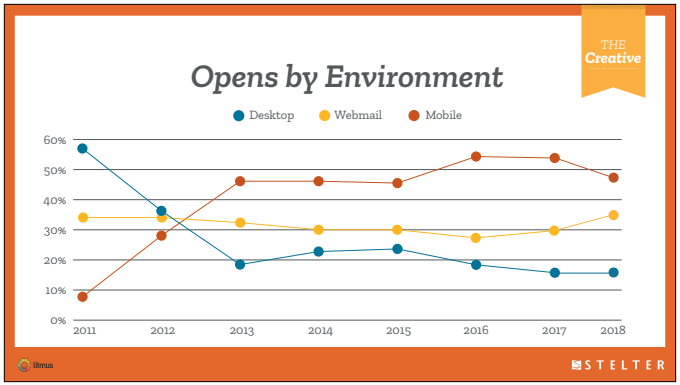
boden
THROW ON
THE CONFIDENCE
OF COLOUR
SHOP NEW IN
Boden
10% OFF
IT'S A
NEW
DAY
TOMORROW
THE Creative
STELTER


THE Creative
Content should be meaningful to your donor
Open-rate is the 🖐 + Click-rate is the 👐
STELTER

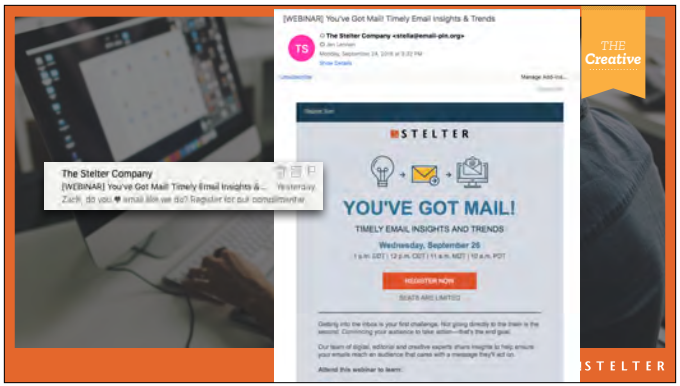

THE
Creative
National Jewish Health
Investing in National Jewish Health's Future
Learn More!
STELTER


THE
Creative
A mobile-first mentality
But don't forget about everything else.
STELTER

THE
Creative
TAF
I AM READY TO BECOME A LEGEND
YOU TOO CAN BECOME A LEGEND
LET'S GEAUX
STELTER


THE Creative
Opens by Environment
Desktop
Webmail
Mobile
60%
50%
40%
30%
20%
10%
0%
2011
2012
2013
2014
2015
2016
2017
2018
STELTER

Pop Quiz!
STELTER


THE Creative
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The Stelter Company <stella@email-pin.org>
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TIMELY EMAIL INSIGHTS AND TRENDS
Wednesday, September 26
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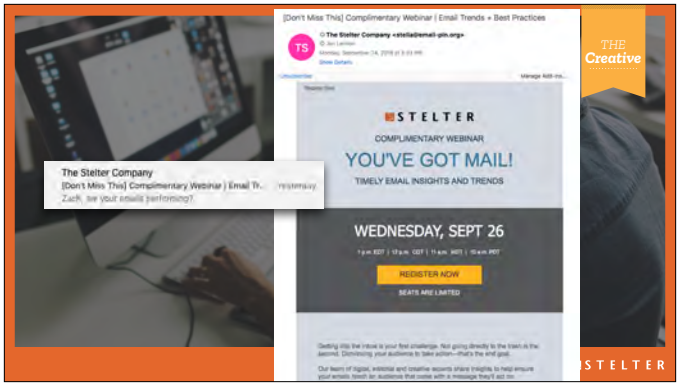
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The Stelter Company
[Don't Miss This] Complimentary Webinar | Email Tr...
Zach, are your emails performing?
THE Creative
STELTER
COMPLIMENTARY WEBINAR
YOU'VE GOT MAIL!
TIMELY EMAIL INSIGHTS AND TRENDS
WEDNESDAY, SEPT 26
REGISTER NOW
SEATS ARE LIMITED
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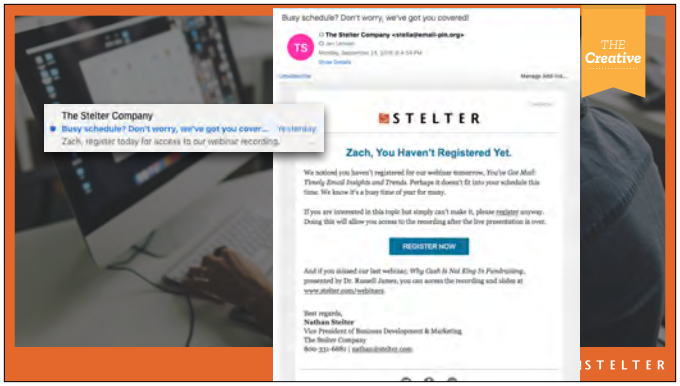
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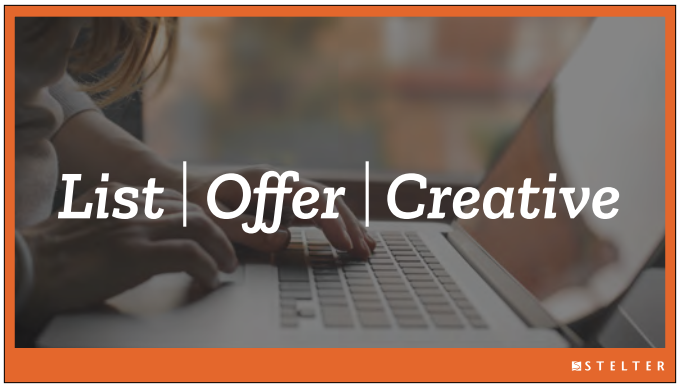
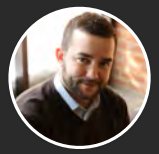
The Stelter Company
Busy schedule? Don't worry, we've got you cover...
Yesterday
Zach, register today for access to our webinar recording.
THE Creative
STELTER
Zach, You Haven't Registered Yet.
REGISTER NOW
STELTER


List | Offer | Creative
STELTER

Colleen Webster
Digital Solutions Director
colleen.webster@stelter.com

Katie Parker
Editorial Director
katie.parker@stelter.com



Zach Christensen
Creative Director
zach.christensen@stelter.com

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