



## OUR **TOP 3** NONPROFIT EMAIL TEMPLATES THAT GENERATE **SUPPORT AND ENGAGEMENT**

Now that you have decided to add or enhance your email marketing outreach, let's be sure you get the results you want and need.

Like every other marketing strategy, there is a right way, and many wrong ways to accomplish this. Not to worry! That's why I'm sharing our tried-and-true email templates here. Follow the strategic flow of each of our proven email templates below, and you'll be on the right track!


Nº 1

### **TELL ME A STORY** *(personalizing your mission)*

This email template is used to maintain interest and understanding of your mission and impact through storytelling. It briefly tells the story of your organization through the results experienced by someone served by the work you do and/or the support you offer. You can craft the message in written or video form. The goal is to create an

emotional connection to the work you do through the words of someone else. This provides a powerful third-party endorsement that is reflective of your impact and helps build trust.

By the way, don't be afraid of video. If you don't have the budget to hire a videographer, you can take a simple video using a smartphone and still be very effective. It doesn't need to be overly polished; no one is expecting you or your staff to become the next Steven Spielberg. If you want to dress it up a little, there are numerous inexpensive and easy-to-use software programs for basic edits like splicing, cutting or even adding a little background music.



# Goodwill

## Good BUSINESS

### The Fresh Start Re-Entry Program

Dear Cindy,



The process of leaving jail or prison can be difficult - particularly for those who have completed a lengthy sentence.

They face challenges in obtaining a job, a place to live, or even the documents or photo ID you need to reintegrate into the community.


Four years ago, the Goodwill Team and the Coconino County Sheriff's Office began a partnership to make this transition back into the community more successful. Goodwill made presentations in the jails once a month as part of the Exodus program, offering guidance on services available to those being released from incarceration and giving practical advice on how to find and keep a job.

We saw results immediately as individuals we met in jail came to Goodwill upon release and we were able to connect them with resources, including obtaining their identification documents, bus passes, clothing for job interviews, and helping them secure employment.

The success of the program prompted more discussion on how [... read more here](#)


### Fresh Start Re-Entry Program: Alan Reed




Learn how Alan turned his life around after incarceration through the Fresh Start Re-Entry Program, a partnership between Goodwill Industries of Northern Arizona and Coconino County.


#### Goodwill Now Part of Local First AZ


Goodwill Industries of Northern Arizona is a member of Local First Arizona. When you donate to Goodwill or shop at our stores, your money stays local, funding programs that help put northern Arizonans to work.





Goodwill is proud to be recognized by GUIDE STAR with its Gold Seal of Approval, its highest rating for charities. Goodwill is CARF accredited and maintains the highest level of accreditation through CARF.





**Thank you for reading GOOD BUSINESS!**  
Goodwill of Northern Arizona  
4308 E. Route 66 : Flagstaff, AZ : 86004

[Visit Our Website](#)

STAY CONNECTED:  
[Like us on Facebook](#)

Learn how **Alan turned his**

**life around** after incarceration


through the Fresh Start Re-Entry Program, a partnership between Goodwill Industries of Northern Arizona and Coconino County.

THIS PROVIDES A POWERFUL THIRD-PARTY ENDORSEMENT... AND HELPS BUILD TRUST.

BY THE WAY...

DON'T BE AFRAID OF

**VIDEO.** IF YOU DON'T HAVE THE BUDGET TO HIRE A VIDEOGRAPHER, YOU CAN TAKE A SIMPLE VIDEO USING A SMARTPHONE AND STILL BE VERY **EFFECTIVE.**



United Way  
of Northern Arizona

United Way

The United Way of Northern Arizona improves lives by mobilizing communities to make lasting changes in community conditions. Great things happen when we #LiveUnited.


### UNITED WAY SUMMIT SOCIETY: THE PINNACLE OF GIVING

American anthropologist Margaret Mead once famously remarked that we should "never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has."

We agree wholeheartedly, but would note that in the case of our region, that group of thoughtful and committed citizens is not so small.

Indeed, we are fortunate enough to have hundreds of individuals who make up the ranks of the **Summit Society**, United Way of Northern Arizona's group of donors who pledge \$500 or more annually.

While these donors have many different specific reasons for giving, a common thread is their confidence that United Way can leverage their generosity, transforming it into lasting positive change.



"I am very passionate about giving back to my community," says Kimberly Chen, a member of the Humphreys level in the Summit Society. "There are so many areas of need throughout Flagstaff and I appreciate United Way's commitment to education, health and income."


Chen noted that as a health provider, she was particularly invested in the Weekend Backpack program that provides food for chronically hungry school-aged children.

For others like Corey and Sandy Dietrich, members at the Doyle level, it is about supporting local efforts, including funding to the United Way's partner agencies.


"Sandy and I know that the financial commitment we make to the United Way of Northern Arizona is used to assist the community that we live in," Corey Dietrich said.


The United Way recently published its annual "yearbook" of Summit Society members who have committed anywhere from \$500 to more than \$10,000. You can see it [here](#).

The magazine not only celebrates the generous individuals who are part of the Summit Society, it also has a Top 10 list of local businesses that have produced the most Summit Society members.



Corey & Sandy Dietrich





# JOIN US

VISIT OUR WEBSITE

United Way of Northern Arizona  
1515 E. Cedar Ave. | Suite D-1 | Flagstaff, AZ 86004  
928-773-9813 nazunitedway.org

## Nº 2 TESTIMONIALS

*(why others support you)*

This email template gives validation through quotes and photos of those who support your mission as financial contributors. People can relate, connect to the message, and be inspired to give. Testimonials help them feel connected and part of a group of like-minded, caring and thoughtful contributors. It also usually includes a soft and kind call to action to contribute that is inspiring and inviting.

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# Goodwill

## 'We Put People To Work'

### Keeping Our IMPACT Going

Dear Cindy,

Goodwill brings IMPACT to the northern Arizona region.

We recently held our 2nd Annual Community IMPACT Awards Luncheon where we honored several award recipients from a variety of categories (see details below).

Our recipients included one partner that maximizes economic and workforce impact throughout our region; an employer who hires graduates of our programs who then make an impact on its business; a prominent community leader who spreads the word about Goodwill's impact; and those who have been positively impacted by Goodwill's programs and services and who inspire all of us as they achieve their dreams.



David L. Hirsch  
President & CEO

Our keynote presenter, former Army Ranger Staff Sergeant Joseph Girvan spoke about how the "Hire Our Heroes" partnership between the United States Chamber of Commerce and Goodwill helped him successfully navigate deployment to employment.

While the IMPACT luncheon was an event, the IMPACT that Goodwill has each and every day for those who pass through our doors is what we do and who we are.

Goodwill's impact throughout the northern Arizona region last year resulted in nearly a thousand of our friends and neighbors earning a paycheck on the payroll of local employers in our region, and of that number over three hundred of those were our beloved veterans.

We employed over two hundred team members on our payroll, the majority who are full-time with benefits. Of the two hundred team members, 22% are team members with disabilities and many of the others have other challenges or barriers.

Despite last year's substantial impact throughout our region, we have struggled financially over the past two years with retail sales dipping . . . [read more here](#).

### 2nd Annual Community IMPACT Awards



Thank you all for a spectacular celebration.  
See videos of the Goodwill Community  
IMPACT Award recipients [here](#).

### THANK YOU for your support



DONATE



SHOP



JOBS

89 cents of every dollar earned by Goodwill funds our  
Mission of Putting People to Work.

Nº 3

## CELEBRATION

*(recognizing others)*

This email template gives people the opportunity to link mission to impact through recognition of others. It includes a celebratory event recap that highlights faces and names of those involved, impacted, and recognized. It shows community involvement and support, adding credibility to your organization.

IT SHOWS  
**COMMUNITY  
INVOLVEMENT  
AND SUPPORT,**  
ADDING **CREDIBILITY**  
TO YOUR  
ORGANIZATION.

Now it's your turn to create an email template that will support your message, inform your audience of your amazing impact and inspire them to engage, give and share your good news with others. Remember, it's your job as a nonprofit organization to make sure people know about you and the impact you're making. Personalize one (or more) of these proven email templates with your mission message, consistently reach out to your audience and you'll begin to see the results you want and need.

Before you go, I also wanted to share a few important things to avoid as you dive into email marketing so your efforts aren't stalled by a few marketing mishaps I learned early on – the hard way!

## QUICK TIPS

- ☐ **Don't make emails long and detailed.**
- ☐ **Don't send out emails with email addresses displayed.**
- ☐ **Don't make promises you can't keep.**
- ☐ **Stick to the topic. Don't send messages that are irrelevant or unrelated to your business. You want to stick to the topic that prompted your audience to join your email list in the first place.**
- ☐ **Don't include too many links that drive people away from your core message**
- ☐ **Don't add people to your email list without their permission – a standard opt-in message on your website is best**
- ☐ **Don't crowd inboxes with too many messages too often. They'll opt-out and you'll be back at square one.**

The bottom line is, respect and honor their interest in you and don't lead them to things that they did not sign up for. It takes much more time and effort to get people on your list than it does to keep them and that's the goal.

Build and nurture your email list and it will become your most efficient and effective marketing tool!

All the best,

*Cindy May*