



Friends: Email & More

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Big topic



People make a living doing this



They get degrees in it!



So relax and have fun!



Why use email?



Because using regular mail...



...gets you on a Progressive commercial!



Less expensive



Less expensive
More immediate



Less expensive

More immediate

More people “click” than write checks



Less expensive
More immediate
More people “click” than write checks
Easier to do surveys, etc.



Uses for Emails

Welcome new members



Uses for Emails

Welcome new members
Newsletter



Uses for Emails

Welcome new members

Newsletter

Dues/renewals



Uses for Emails

Welcome new members

Newsletter

Dues/renewals

Fundraising



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Promote Budget/Bond



Use Professional Tools

Email server: Constant Contact, Survey Monkey

Online Pay: Paypal, Square

Design Software: Canva

*501 c3/NYS Sales Tax Exempt



Tips:

Keeps you out of spam

Avoids duplication

Lots of support & tutorials

Lots of data: who opened, what they clicked, etc.

Use Professional Tools

Costs:


Constant Contact: \$9.99/ month up

Survey Monkey: Free and up

Paypal, etc: % of sales, credit card fee



Step 1:
Sign up for professional tools



Step 2: Collect emails

How to Collect? Online



How to Collect?

Online

Friends (real life!)



How to Collect?

Online

Friends (real life!)

Social media



How to Collect?

Online

Friends (real life!)

Social media

@ Library





How to Collect?

Online

Friends (real life!)

Social media

@ Library

Library email



How to Collect?

Online

Friends (real life!)

Social media

@ Library

Library email

Library website

How to Collect?

Online

Friends (real life!)

Social media

@ Library

Library email

Library website

FOL website

How to Collect?

Online

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Library email

Library website

FOL website

At events & programs



Tips

Always growing!

Lists/segments



Step 3:

Create an email template

Create an e-newsletter template



Tips:

Make subject line strong

Use actionable language

Only as long as it needs to be

Graphics and Images

Personalize

Write in second person





Step 4:
Plan
Schedule



Tips

Test, test, test!

Review stats

Target!

Experiment with days, times

Clear bounces

See if Library will share*

Use tutorials

Youtube!

Use Library resources

