Click the link below to open a video recording for this Webinar:

https://recordings.join.me/RGy663QFL02Mb9qPvKNpkw

toucantech

Sending Stellar Email Newsletters

ToucanTech

Hello!

I sit on the Marketing & Design team at ToucanTech,
A community software for schools & institutes – with a
sophisticated email builder, our focus topic for today's
webinar!

We'll cover the fundamentals of what to consider when
you're crafting your emails - to help you generate more
engagement and drive traffic to your website.

1. Keep it short, simple and pretty

Most people don't want to read a long, text heavy email. Keep your text brief, clear and broken in to digestible sections.

Throw in some imagery and graphics to make your message attractive to look at.

2014 LEAVERS DRINKS
East India Club, London

5 Year Reunion

Toucan Square, London W14
Thursday 20th February 2020
at 8.30pm

Dear [[first_name]],

Dont forget to sign up! Your 2014 Leavers Drinks Reunion is on Thursday 6th February.

This 5 year reunion is the first of many that the Tonbridge Society host for Old Tonbridgians, and we would love to see you there.

There is no charge for this event. The dress code is jacket and tie. RSVP's Please let us know whether or not you are attending by 1st February 2020. You can do this with just the click of a button, if you log-in you can also see who else is coming!

RSVP

2009 LEAVERS DRINKS
The Folly, London

10 Year Reunion

Toucan Square, London W14
Thursday 20th February 2020
at 8.30pm

Dear [[first_name]],

Message from the Head Mistress

Dear Alumnae,

These are indeed strange and challenging times, as the impact of the Coronavirus is felt around the world. I wanted to update you personally on how the LEH Community is responding.

We know that many of our alumnae are also involved in the fight against Covid-19, so please send us your photos and messages about what you've been up to, so we can share your news.

Read full message here

LEH Donates PPE to the NHS

Protective goggles and gloves, often worn during science lessons, have been donated to GP surgeries in South West London. **Read More**

LEH Pupils Raise Thousands for the NHS

THE HOOT

An Update on our New Pool & Sports Hall

Things are really starting to take shape with the new pool and sports hall! The pool has been filled and we are still on target for the completion in December 2017. If you would like to support us and the project please find out more **here**

Read More

2. Call to action

Now for the most important part: generating engagement and traffic. If your goal is to drive visitors to your website, you'll need to include prominent links or buttons for example, 'Read more' or 'Sign up' or 'Don't miss…'.

Be reasonable about how many links and buttons you include.

Welcome to TGS Connections

We are delighted to be launching our brand new community network for our alumni and whole school community

Connect with each other | Grow your networks | Inspire TGS students

Join TGS Connections here

Dates for your diary

Springtime Festival
9 April 2020

Friends of 1950
26 July 2020

Careers Fair
3 May 2020

Check out the Events pages

Latest News

Maria celebrates 105 years
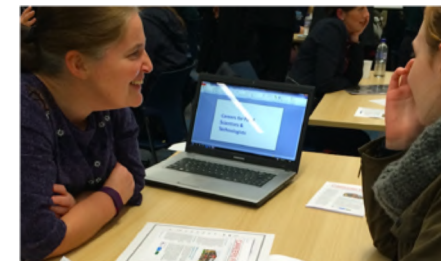Happy 105th Birthday to our most senior alumna

Read more

Image and text hyperlinked:

Friends of 1950
26 July 2020

Careers Fair
3 May 2020

3. Personalise your emails

People react positively if you address them by name – the email becomes more personal and less of a generic 'catch all' mass communication.

For many, a generic hello prompts them to close/ delete the email if they aren't familiar with what you do.

MY TOUCANTECH COMMUNITY

Admin Portal

Details   Template   Content   Preview   Recipients   Summary   Schedule

TEXT

Color

Open Sans   16px   **B**   *I*   U̲

Text Align

👤 Merge Tags ▾

Dear

Praesent eleifend augue lectus, varius posuere erat cursus eget. Alic
scelerisque felis. Nulla vitae nisl et lacus consequat interdum non eget
molestie, quam ut semper mattis, ligula ex accumsan massa, vel finil
dolor eget metus. Sed nec felis eu quam laoreet pharetra.

Toucan Development Office

Merge Tags ▾

Title

First Name

Last Name

Individual letter salutation

Address postcode

140%   +

More Options

All Sides

-    10   +

👤 Merge Tags ▾   Text Align

Title

First Name

Last Name

Individual letter salutation

Address postcode

4. Segment your target groups

Try to group your database in to individuals or organisations with similar interests or goals.

You'll have to put in some initial work to create your filtered database segments and then create tailored emails for each segment – but the effort will pay off.

Dear [[first_name]],

Concord Teachers Helen and Steve are on holiday in Hong Kong and would love to meet any alumni old and young (they don't mind if they don't know you!).

Calvin (2011-2016) has already said he is attending so an even better excuse for a mini reunion if you are from these years at Concord!

Read more and join this event

The venue is owned by Alumni Carvan and Chum. Support this local business by attending or using it in future.

Helen and Steve are planning a trip to Hong Kong...find out why we would love you to help them!

Read more   **Read more**

Advanced Filter:
(ALL) Hong Kong Alumni

User Group
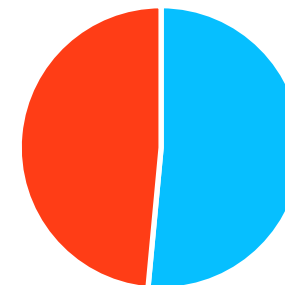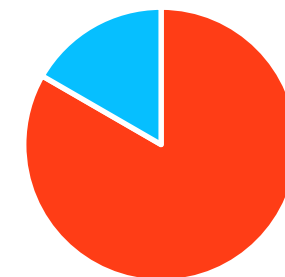Alumni Staff

OR

User Group
Alumni Student

AND

Country is:
Hong Kong (filter: current country)

197 records found matching your search criteria

Email Summary Stats:
Hong Kong Catch up email

51.8% of all recipients opened so far

12.3% clicked a link

5. Opting out/ Unsubscribing

If someone really is not interested in what you're doing, make opting out, unsubscribing and selective opt-outs easy for them.

They are not going to support you, or buy from you, so sending them newsletters or offers won't be beneficial and can risk your mails getting labelled as spam.

Create different 'types' of emails.

You are capturing consent for the following types of email

Email - News, Events, Careers

(Sub option: By email)

Toucan Fundrasing

(Main option: I'm happy to receive occasional fundraising updates by email)

Toucan Community email comms

(Main option: I am happy to receive email communications from the Toucan Community)

Toucan Community magazine

(Main option: I am happy to get the Toucan Magazine by email)

To edit the name of the type of email in the list above you must edit the corresponding consent option

CLOSE

Toucan Community

Consent Check

Please update your consent options or click submit to continue if you have no changes.

Click on the heart/s to opt in or out of the consent options below:

♡ I'm happy to receive occasional fundraising updates by email

♥ I am happy to receive email communications from the Toucan Community

♡ I am happy to get the Toucan Magazine by email

Update my consent options

6. Track your analytics/ email stats

Set up your analytics before sending out your first emails. Stats like open, bounce and unsubscribe rates and spam notifications

Bounce rates give you useful information about your email data.

Views across different parts of your email and clicks on different links, gives you useful insight in to what people find interesting and what they feel compelled to click!

Resend to non openers

Link Activity & Click Report:

50 People clicked	100 Total clicks	2 Clicks per person	20 People didn't click

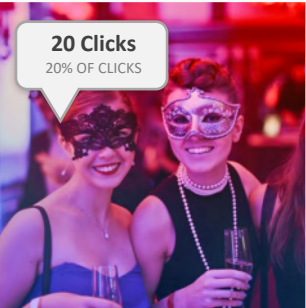

10 Clicks
10% OF CLICKS

TOUCAN SCHOOL

Dear [[first_name]],

Praesent eleifend augue lectus, varius posuere erat cursus eget. Aliquam nec scelerisque felis.

Nulla vitae nisl et lacus consequat interdum non eget dui.

10 Clicks
10% OF CLICKS

Join the Community Now

20 Clicks
20% OF CLICKS

10 Clicks
10% OF CLICKS

Morbi semper non
Curabitur auctor neque id ipsum consequat consequat. In scelerisq

Morbi semper non
Curabitur auctor neque id ipsum consequat consequat. In scelerisq

10 Clicks
10% OF CLICKS

10 Clicks
10% OF CLICKS

Read more

Read more

Snapshot:

● Opens   ● Clicks

24%

9%

67%
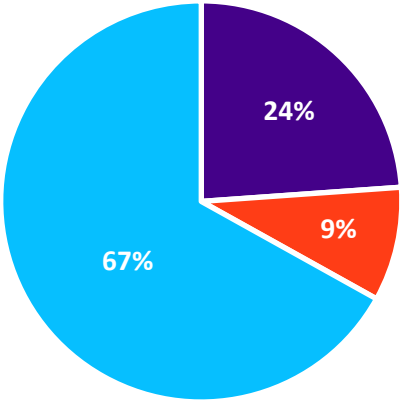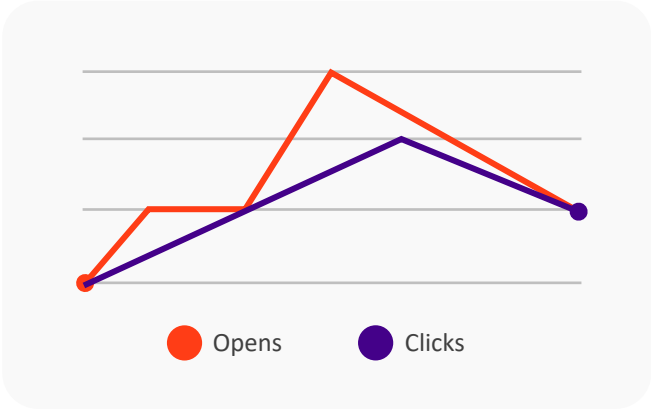
785 Unique Opens
280 Unopened
108 Hard Bounce

Recipient Activity:

Email	Name	Opens	Clicks
name@toucan.com	Toucan Tech	1	2
name@toucan.com	Michaela Smith	1	2
name@toucan.com	Maria Costa	1	2
name@toucan.com	William Dom	5	1
name@toucan.com	Kate Sian	1	2
name@toucan.com	Amy Duncan	1	2
name@toucan.com	Toucan Tech	7	1
name@toucan.com	Toucan Tech	1	2
name@toucan.com	Toucan Tech	4	1
name@toucan.com	Toucan Tech	1	2
name@toucan.com	Toucan Tech	1	2
name@toucan.com	Toucan Tech	1	2

7. Don't spam

Don't bombard subscribers with content, make sure it is always relevant or at least interesting.

Quality, rather than frequency or length, tends to be the golden rule for email campaigns – don't send out an email for the sake of it – you're better to skip a month than send a message that doesn't offer value for your audience.

8. Don't make promises you can't keep

If you promise content every month/ week, or a free/ discounted offer, make sure you deliver!

9. Don't forget to test

Don't forget to test your emails and check for errors.

Check for typos, check that personalisation tags - e.g. Hi {name} – are working correctly, check links and buttons are clicking to the right place and check that images load (and aren't too big) and that formatting appears properly.

10. Don't send your emails to all subscribers at the same time

Keep in mind the different time zones and work patterns of your recipients, to give your emails the best chance of being opened.

# Free email review

Email the team at:

marketing@toucantech.com

Any Questions?

Register/ Login to **forum.toucantech.com** to post questions relating to the webinar topic, access the webinar recording and slides and continue the discussion after the webinar!

ToucanTech

About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!
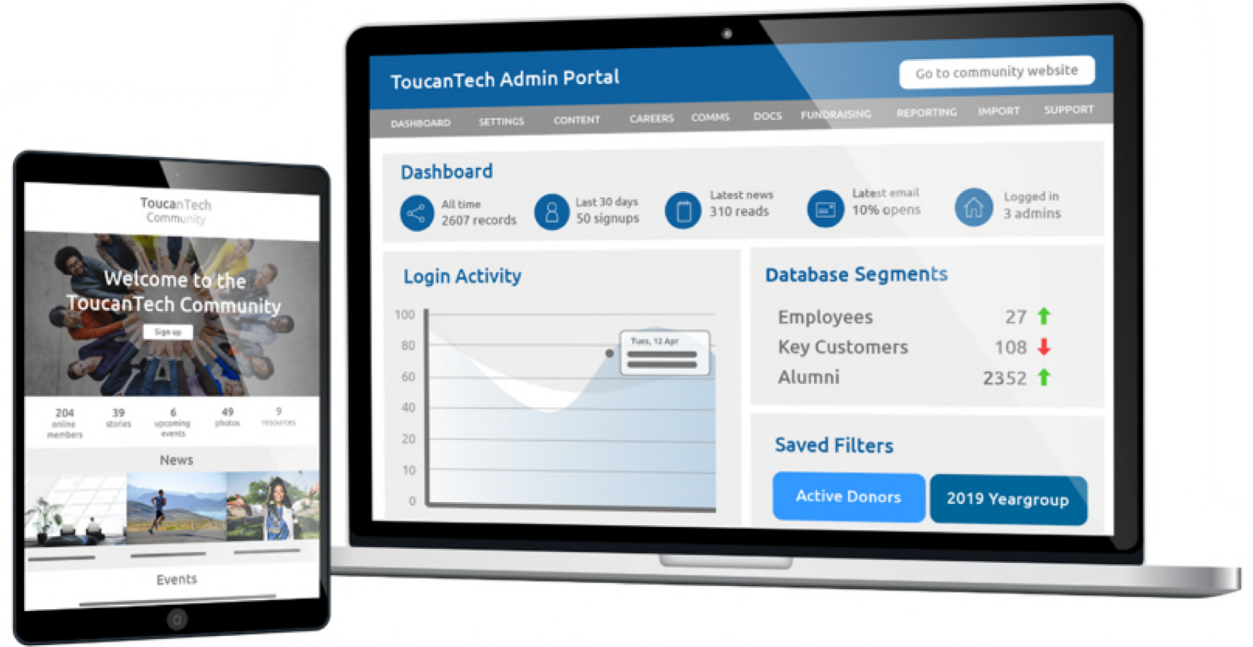
Any questions?
Please contact Amy - **amy@toucantech.com**
www.toucantech.com