WELCOME EMAIL WORKSHEET

secrets to emails that convert…

Check it ✓

- ✓ My welcome email is focused on my new subscriber and makes this person feel super-appreciated
- ___ I've asked the most important questions (and I'll listen to the answers!)
- ___ I've shared what "value" to expect as well as frequency and content of emails to expect
- ___ I'm making a memorable first-impression by tossing in an extra bonus – an extra special exclusive value for new subscribers

Make your new subscriber, donor, or customer feel welcome

Welcome to the family! I'm so thrilled you've joined. I'm going to earn your trust. So glad you're here. You're one of us now!

Ask your subscriber 3 important questions

You want to know what inspires or triggers your new subscriber so you can segment your email and send personalized content. Some examples: Just hit "reply" to this email and let me know what your biggest email marketing challenge is. What inspired you to give this first gift? What's your single most important question about XXX? How are you affected by diabetes?

Tell your new leads "what to expect"

Share the "value" your reader will get along with the frequency and content. "You'll receive weekly tips and updates to boost your email performance." "You'll get advance notice of breaking news when it happens." "You'll get flash sale and early bird discounts." "You'll get easy family recipes that are health and don't break the bank."

Throw in a "signing bonus"

Surprise and delight your new subscriber by going "above and beyond" with extra insider tips, an extra special discount coupon, a video interview of a program beneficiary, a personal thank-you or welcome from the President.

Swipe copy (feel free to swipe any of my copy)

Hi {!firstname_fix}!

Mandy here and I wanted to personally welcome you!

I'm going to work very hard to knock your socks off every week with great content because I'm so thrilled you subscribed.

Click here to download **27 Hot Ideas to Grow Your Email List With Highly Qualified Leads Super-Fast**:

http://www.connectednonprofit.com/wp-content/uploads/2014/07/27-Hot-Ideas-Super-Fast.pdf:

Bonus: As my way of letting you know how much I appreciate you, here's my next most popular cheat-sheet, **8 Secrets to Emails Your Readers Will Love**:

http://www.connectednonprofit.com/wp-content/uploads/2014/04/8SecretstoEmails.pdf

These tips will make your email marketing much easier and more profitable.

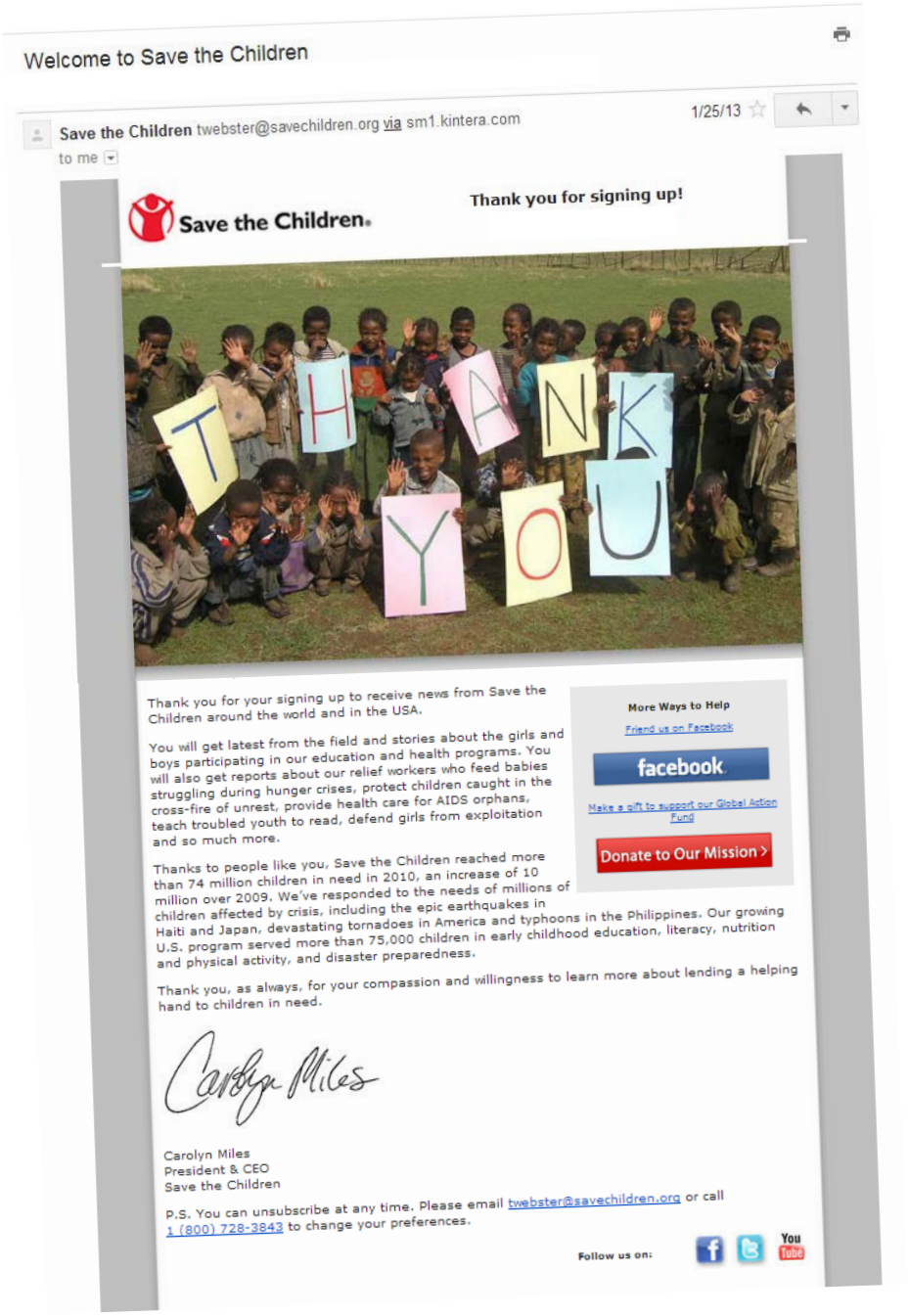
My best blog content ideas comes from my readers' questions, so I'd love to hear from you.

Just hit "reply" to this email and let me know what your biggest email marketing challenge is.

ALL my best, and I've got to say it just one more time, I AM SO HAPPY YOU'RE HERE!

- Mandy

Excellent Nonprofit Example



Welcome to Save the Children

Save the Children twebster@savechildren.org via sm1.kintera.com 1/25/13

to me

Save the Children.

Thank you for signing up!

Thank you for your signing up to receive news from Save the Children around the world and in the USA.

You will get latest from the field and stories about the girls and boys participating in our education and health programs. You will also get reports about our relief workers who feed babies struggling during hunger crises, protect children caught in the cross-fire of unrest, provide health care for AIDS orphans, teach troubled youth to read, defend girls from exploitation and so much more.

More Ways to Help

Friend us on Facebook

facebook

Make a gift to support our Global Action Fund

Donate to Our Mission ›

Thanks to people like you, Save the Children reached more than 74 million children in need in 2010, an increase of 10 million over 2009. We've responded to the needs of millions of children affected by crisis, including the epic earthquakes in Haiti and Japan, devastating tornadoes in America and typhoons in the Philippines. Our growing U.S. program served more than 75,000 children in early childhood education, literacy, nutrition and physical activity, and disaster preparedness.

Thank you, as always, for your compassion and willingness to learn more about lending a helping hand to children in need.

Carolyn Miles

Carolyn Miles
President & CEO
Save the Children

P.S. You can unsubscribe at any time. Please email twebster@savechildren.org or call 1 (800) 728-3843 to change your preferences.

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