

Introduction to email marketing

Part of our Digital Foundations series



Today's goal

Explore the foundations of sending emails for a purpose to support your mission



Digital Foundations programme

There are many ways we can help small community organisations make sound choices about the digital tools and technology they use.



Communications made easy

Raise your profile using digital tools to engage supporters and fund your future

[Read more »](#)



Digital basics

Work and collaborate online using free and affordable digital tools and technology

[Read more »](#)



Websites for communities

Put your website at the heart of your charity or community organisation's story

[Read more »](#)

[Find out more about the Digital Foundations programme](#)



What we will cover today

1. The benefits of email marketing
2. How to build and manage an engaged email list
3. Write compelling content
4. Recognise what makes an eye-catching email
5. Consider ways to measure success and improve your email campaigns over time



What are the benefits of using email



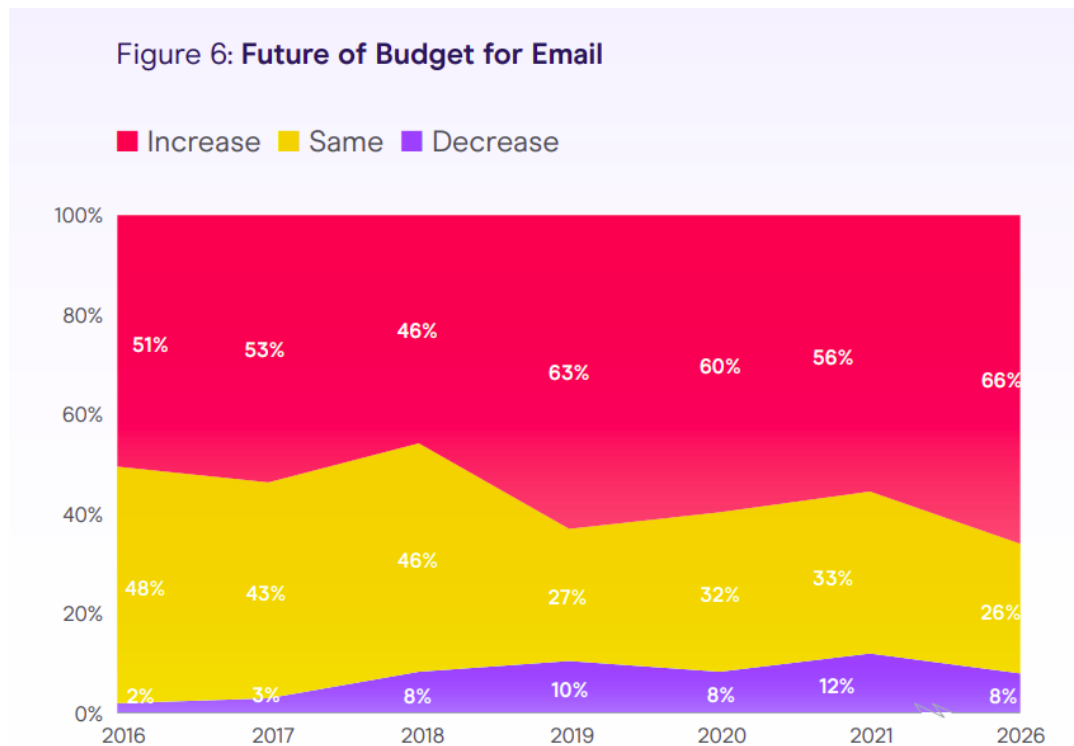
1. Has been blacklisted by Gmail (or others) for spamming	2. Newsletter attachment too big & gets blocked	3. Want more than one person to know how to do it	4. Colleague has left who used to do it
5. See if email marketing will work for us	6. Don't want to rely on volunteers to do it who may come & go	7. Want to send things out quickly	8. Want to look professional
9. Need to report on engagement with audience	10. Fed up of sending multiple emails via Outlook	11. Don't know if your email is being read	12. Don't think your emails achieve anything
13. Want to save money on printing newsletters	14. Want to send time-sensitive information	15. Want to target messages to specific groups of people	16. Something else

Is this you? What are your top 3



Is email marketing worth it?

Data & Marketing Association Marketer Email Tracker 2026,
Direct Marketing Institute



Looking forward, how would you expect your organisation's email marketing budget to change over the next 12 months?

- ✓ Email marketing is still lucrative
- ✓ Return on Investment for fundraising mails by charities is currently £58 for every 1,000 emails sent



Changes to 'soft opt in' for charities

New soft opt-in rules allows you to email people who have:

1. Given you their email address directly
2. Expressed an interest in, or offering or providing support for, your charitable purposes.

You must offer them the ability to:

1. Refuse or opt out when you collected their contact details.
2. An opportunity to refuse or opt out in every subsequent communication.

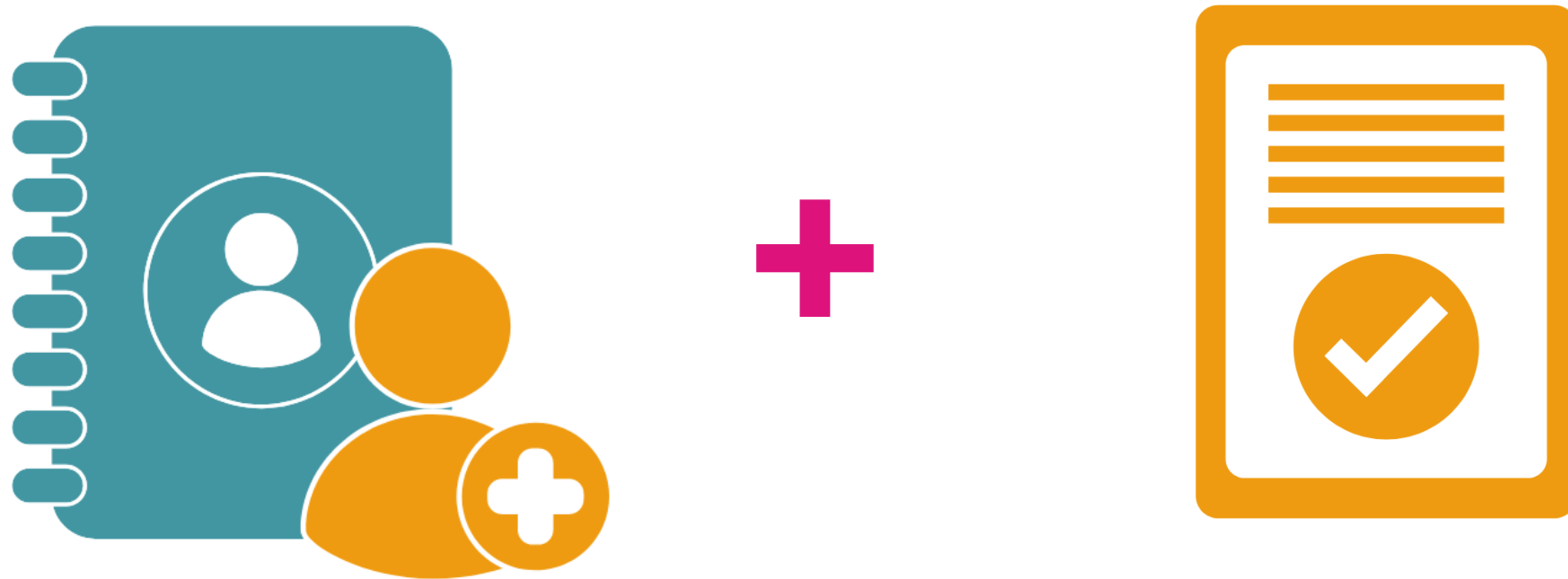
[ICO How do we comply with the PECR electronic mail marketing rules?](#)



**Who do you
want to reach
and what are
we sending
them?**



Building your audience well



The best emails are ones sent to the right people with the content they want to see





Who are you
hoping to
reach?

Write in chat some of
the stakeholder groups
you want to email?
e.g. parents, funders,
local authority officers.





**What content
would be
interesting for
them?**

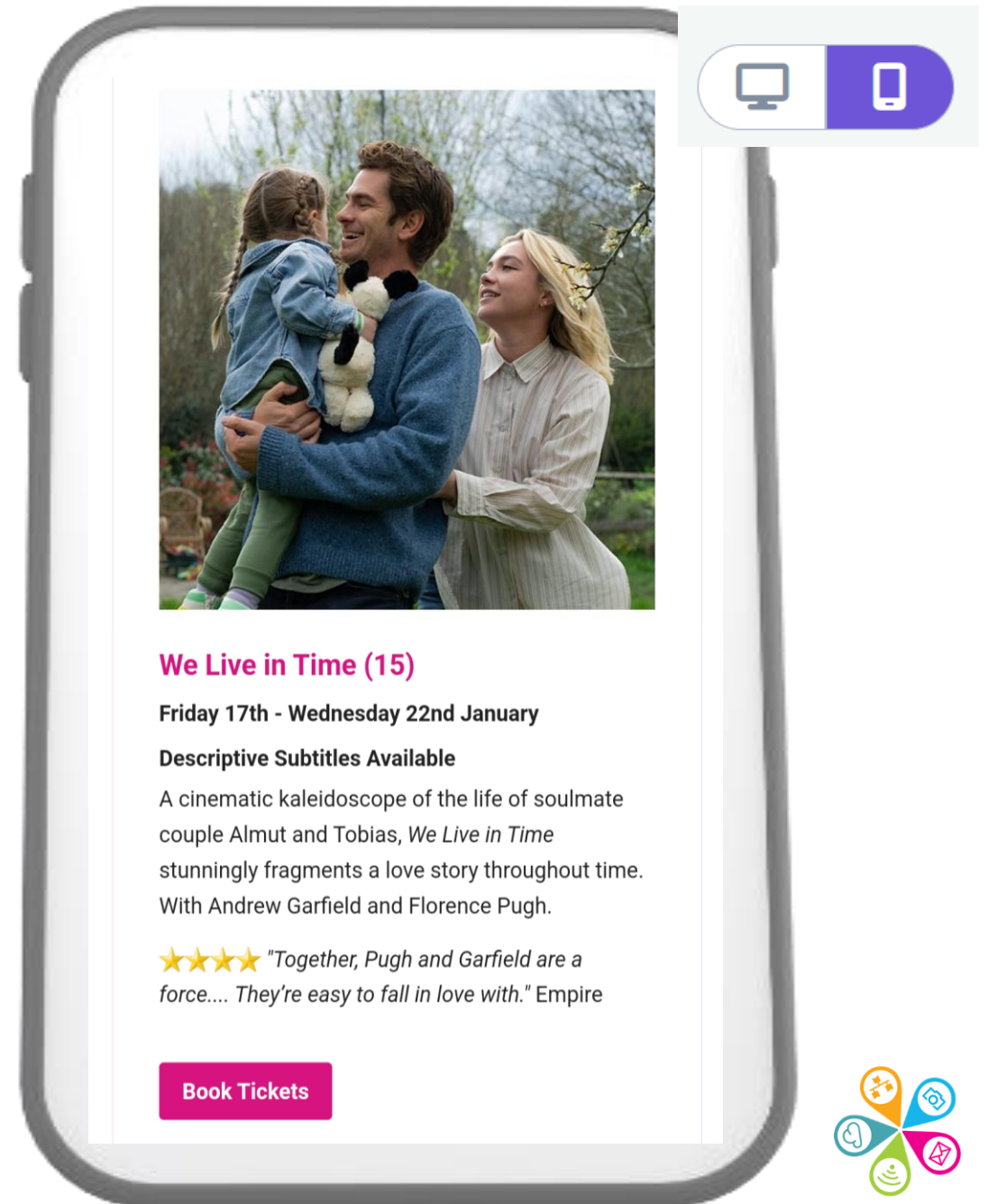
Write in chat the
content you think they'd
like to get in their inbox.

What will you be
sharing?



Event marketing

- ✓ Recommendations
- ✓ Sales
 - ✓ What's reduced?
 - ✓ Create urgency
- ✓ What's useful to know?



The image shows a smartphone screen with a movie advertisement. At the top right of the phone's interface, there are two toggle buttons: one for desktop view (a monitor icon) and one for mobile view (a smartphone icon), with the mobile view currently selected. The advertisement features a photograph of a man (Andrew Garfield) holding a young girl (Florence Pugh) and a woman (Almut) standing next to them in a garden. Below the photo, the text reads: **We Live in Time (15)**, **Friday 17th - Wednesday 22nd January**, **Descriptive Subtitles Available**, and a description: "A cinematic kaleidoscope of the life of soulmate couple Almut and Tobias, *We Live in Time* stunningly fragments a love story throughout time. With Andrew Garfield and Florence Pugh." Below this is a quote: "★★★★★ 'Together, Pugh and Garfield are a force.... They're easy to fall in love with.' Empire". At the bottom of the advertisement is a pink button that says "Book Tickets".



Newsletter pick and mix

- ✓ Split content into bite-sized chunks
- ✓ Lead to webpages



Practical ways Copilot is saving charities time

We explore how Microsoft 365 Copilot helped The Salvation Army UK and Ireland deliver more impact to their communities and provide their teams with more time

[Read more](#)



Social media trends for 2026

We explore the direction of social media in 2026 and how charities can grow their reach this year

[Read more](#)



Why your organisation needs an AI assistant

External chatbots are the go-to AI tools for many organisations. But the internal assistant provides tons of value in terms of automation, knowledge sharing, analysis, and more

[Read more](#)



What should charities look for in a mobile provider in 2026?

Mobile connectivity is an essential part of delivering services and collaboration for charities. Here are the seven things charities need to look for when choosing a mobile provider to make things happen

[Read more](#)



SWITCHBACK

During Big Give week **all donations will be match-funded**, making them worth double until we hit our target of £40,000.



PAINTING A DIFFERENT PICTURE OF PRISON RELEASE

Lenox's Story

"I was born and raised in Camden in a two-parent household with my two brothers and three sisters. The first music I ever listened to in my life was Congolese music. It was a typical African household with lots of music and dancing and a wedding every Saturday."

"In school I was always the class clown, but I made it all the way to my GCSEs. I wasn't the best, but I was alright. I liked PE, music, media and English. I'm a creative so those are the subjects that piqued my interest. Aside from school, I used to chill with my siblings a lot until I got old enough to hop off the porch and go outside. Then I had friends from my area. We weren't a gang, but that's how the police portrayed us. I had a lot of close-knit friends, and we just always used to hang out, whether in a park playing football or at youth clubs having fun."

"And then life happened. We started getting the negative influences, you know the story, you're watching what the older boys are doing, and you want to be known and have some sort of status. I ended up going to jail."

Donor relationship

- ✓ Storytelling
- ✓ Direct asks
- ✓ Thank you's
- ✓ Series

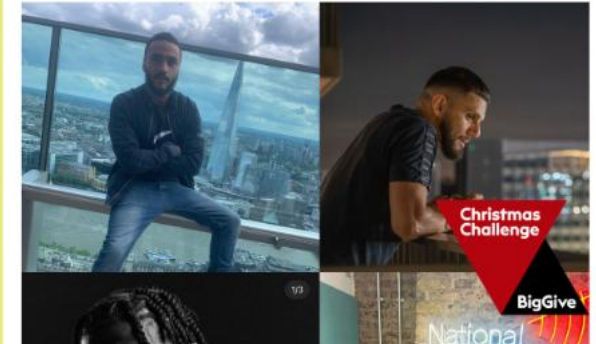
SWITCHBACK

With less than 24 hours to go and **£6,325** of match funds remaining, **we need your HELP** to get to the finish line and hit our **£40,000** target!

PAINTING A DIFFERENT PICTURE OF PRISON RELEASE - KAM'S STORY

SWITCHBACK

WE DID IT! THANK YOU FOR HELPING US REACH OUR BIG GIVE TARGET



Dear friends,

As you know, this year we took part in the Big Give Christmas Campaign where we set ourselves the goal of raising £40,000.

We are thrilled to shout it from the rooftops, WE DID IT!

Your dedication to our cause has been nothing short of remarkable. Whether you made a donation, shared our campaign on social media, or spread the word among your networks, each of you played a vital role in this achievement. The overwhelming response from our community has left our entire team humbled and inspired.

This success means so much more than just reaching a financial target. Every pound raised will directly impact the lives of hundreds of young men leaving prison who are seeking to build a brighter future.



Give back and be useful

- ✓ Give them resources, tools, ideas they can use.
- ✓ You're not always asking for something!

[View this email in your browser](#)



Hi there

Thanks for signing up to 'Learn design thinking'. Here's [Module 1 of the course](#).

[See Module 1](#)

Look out for Module 2 in a week's time.

Best wishes
Your friends at CAST

[Learn design thinking](#): a five-week, self-serve course from CAST



Personalise and consider plain text

Hi Sorrel,

I saw you completed our quiz "Which Coaching Course is right for me?" It's exciting to see you are thinking of training to be a coach. Would it be helpful to have a call to explore your options? I can talk you through our courses, answer any questions you have and also give you a demo of our learning platform?

If so you can [book a call here](#). I look forward to hearing from you.

Warmly

Heather



My amazing facts about Octopu...

✓ Setup > ✓ Design > ● Content > Send

Preview & test










Save & next

Content

Rows

Settings

Drag and drop content onto the page

 Title	 Text	 Logo
 Image	 Video	 Button
 Social follow	 Divider	 Code

Merge tag cheatsheet



Hello {{FirstName}},

A few things we've learned about OctopusEm
merge tags to personalise your content
send the right content to the right people

But first, here's a random video about OctopusEm

Merge tags

Use [merge tags](#) to add dynamic content to your email.

For more advanced options, see our full [customisation cheat sheet](#).

Contacts

{{ID}}	The subscriber's unique ID
{{EmailAddress}}	The subscriber's email address
{{FirstName}}	The subscriber's first name
{{LastName}}	The subscriber's last name
{{Jobrole}}	Custom field
{{Organisation}}	Custom field

All platforms offer 'merge tags': connecting your contact to your email e.g. first name



True plain text example

Hello colleague,

We're getting in touch to remind you that we have lots of support to help you with all things digital and data. This will help you to engage with and provide excellent services to the people you support in the local community.

Our training is fun and practical, take a look on our website to see what's on offer now <https://superhighways.org.uk/training-advice-and-technical/training/>

We're also doing a bit of housekeeping. Checking that we can reach as many of our readers as possible with our news. That's why we're testing a plain text email with you.

Also, don't forget to add us to your address book so that you receive our ebulletins! These keep you up-to-date with all the latest support and training we're providing, as well as tech tips, case studies and digital and data news relevant for small organisations.

Reply to this email or get in touch with us on communications@superhighways.org.uk if you need help. We have lots of opportunities coming up in September and beyond.

Hope you're having a lovely summer,
From The Superhighways Team

Superhighways
Tel 020 8255 8040
@SuperhighwaysUK

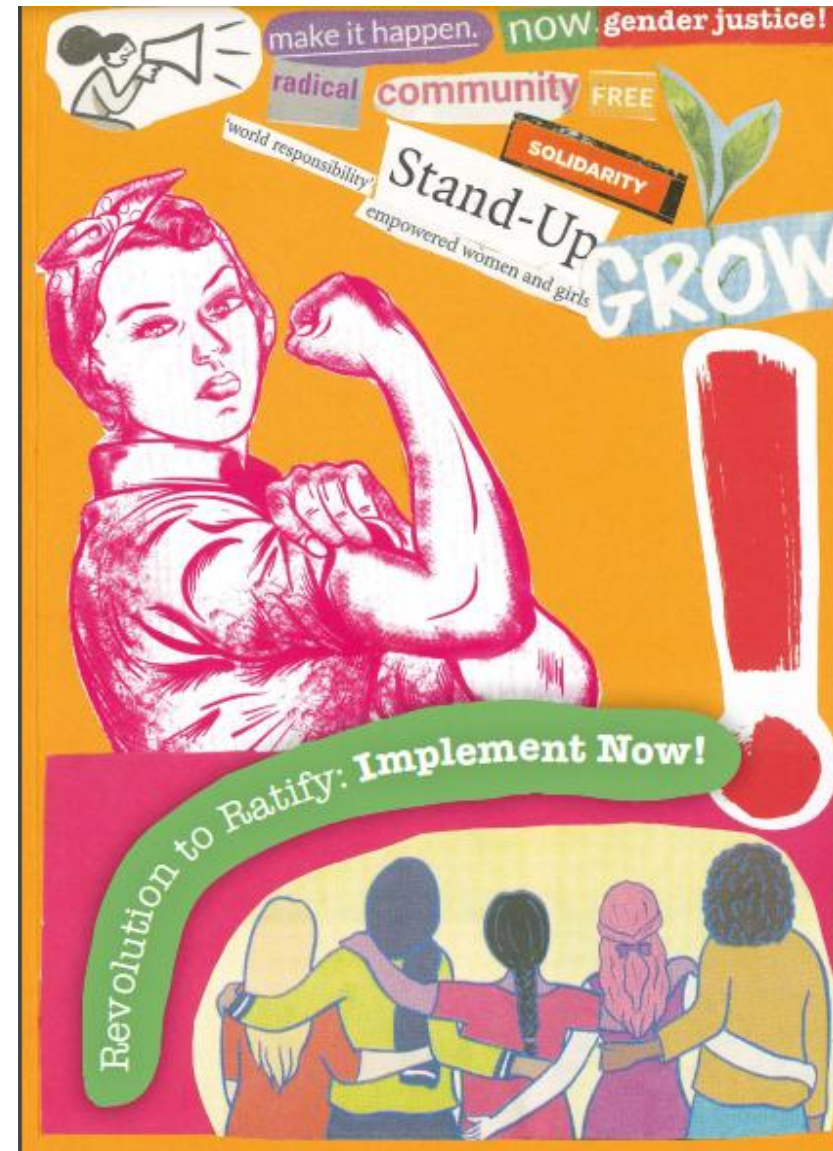
Unsubscribe &&Email Address>> from this list:
[https://superhighways.us4.list-manage.com/unsubscribe?u=221d87e1b7c850e1cbde22636&id=2c97670de7&t=b&e=\[UNIQID\]&c=b1e59c242a](https://superhighways.us4.list-manage.com/unsubscribe?u=221d87e1b7c850e1cbde22636&id=2c97670de7&t=b&e=[UNIQID]&c=b1e59c242a)



E-zine?



Kingston Voluntary Action [strategy document](#) using [Heyzine Flipbooks](#)



Action Aid's PDF [zine on workers rights](#) uploaded to their [website](#)



Individual subscriber (contact)



Kate White

Added Dec 11 2023 at 4:48 PM, manually

Tags Staff × +

Profile

Status

Subscribed

Email address

katewhite@superhighways.org.uk

First name

Kate

Last name

White

The unique identifier is
Email Address

First name and last name
are default fields.





The next question to ask yourself:
Do all your subscribers need to see the
same content?



Ways to categorise your contact list



list fields:
basic info

Tags

internally
organise
your
subscribers

Fields

*Extra
information
to collect
about
subscribers

Segment

filter your
subscribers
based core
data + tags
& fields

*You can use fields to add your own information or ask individuals to complete these on a sign-up form.



Check up on your audience

Waiting list confirmation

Please let us know that you are still interested in being on the waiting list for the Training Course by completing this form and ticking the checkbox below by 2025.

Your information

<input type="text" value="Sorrel"/>	<input type="text" value="Parsons"/>
<input type="text" value="sorrelparsons@superhighways.org.uk"/>	

Yes, I'm still interested! Keep me on the waiting list please.

Submit →

✓ This is a form. However, most platforms will give you options to check if people still want to be on your list.

✓ Just remember you need to do what they ask!



Exercise: Objectives

1. Download the email activity sheet.
2. Complete the **audience segment** and **email campaign objective** columns



superhighways
empowering technology for community leaders

Email marketing for beginners – Objectives, Content, Stats

Audience segment	Campaign	Email Campaign Objectives	Content Considerations	Key Reporting Stats to Review
Example... Donors	Fundraising event invite	Event bookings	Clear event details Clear call to action (repeat in email)	Opens Click throughs People who opened but didn't click



Compelling content



Let's look at some emails...

What can we learn about tactics for email content or design?

- ✓ School of Social Entrepreneurs (SSE) '[Have I got charity news for you](#)'
- ✓ Deen City Farm '[Half Term at Deen City Farm](#)'
- ✓ Headliner '[Welcome to Headliner](#)'
- ✓ Animoto '[See what's new in Animoto this month](#)'
- ✓ KCAH '[Impact News](#)'



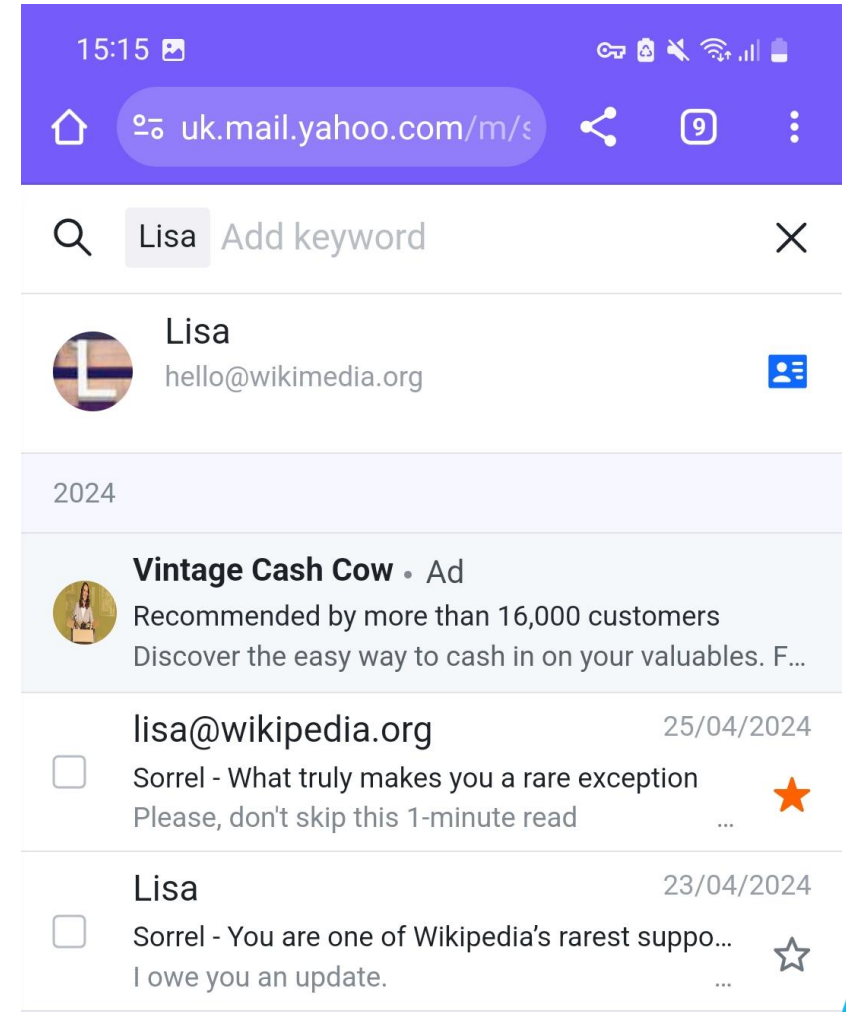
What email opening tactics are involved here?

Subject line

Sorrel – What truly makes you an exception

Preview text

Please, don't skip this 1 minute read



Sending from (name)

The name your emails will come from

Superhighways

Sending from (email address)

Send from and receive replies to this address

info@superhighways.org.uk

Subject

The email's subject line (merge tags are supported here)

{{FirstName|default("Colleague")}} My amazing facts about

Preview text

Typically displayed after the subject in a subscriber's inbox

Here's some insider knowledge for charities

Sending to

Training 25 Feb

All subscribers

Segment

Tag

CONTACTS

ID

Email address

First name

Last name

Organisation

Jobrole

Advanced

You can personalise the subject line in most platforms.



See how subject lines perform

- ✓ See what gets opened
- ✓ Timing – did this make a difference?
- ✓ What's new?

Recent subject line performance		✕
Superhighways e-news February 2025	39% opens	
Superhighways New Year Training Alert	62% opens	
Superhighways e-news December 2024	35% opens	
From Email to AI conference: workshop line-up	31% opens	
From Email to AI: in person digital, data and tech skills day	30% opens	

Was this useful for you? [Yes](#) | [No](#)



Over to you...

You're sending out a single topic email.

1. What's your subject line?
2. If you have time, what's your preview text?

In chat if you're happy to share



Tools to help you

Ai tools

- ✓ Canva – with Magic Write
- ✓ Co-pilot
- ✓ Chat GPT
- ✓ Gemini
- ✓ Perplexity (for some tips)

Platforms often offer tips on crafting better subject lines
e.g. [Mailchimp tips](#), [Mailerlite tips](#)



Over to you...



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✓ Complete the Content Considerations column



**Keep
building your
audience**



How can we get more people subscribing?

In chat




Get more people signed up...

- ✓ Link to your sign-up form for your list
- ✓ Embed it on your website
- ✓ Use the link in an email signature for all staff
- ✓ Social media sign ups
- ✓ Think about all your other contact points...




Manage your contacts well

 We can't verify that this email came from the sender so it might not be safe to respond to it. [Learn more](#)

Delete email

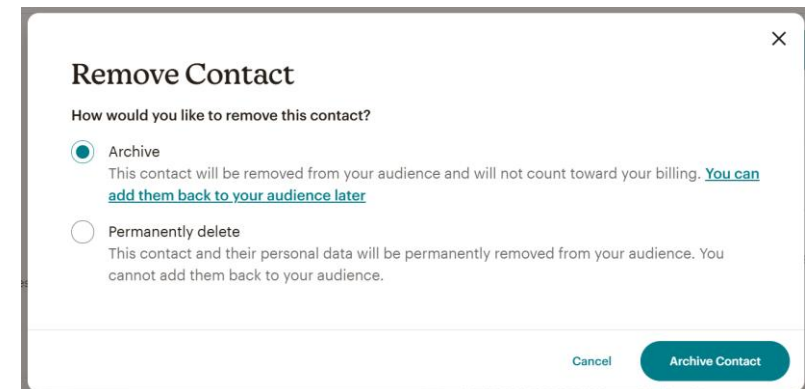
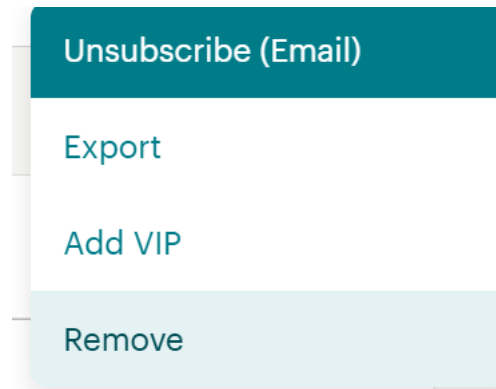


Manage your contacts well

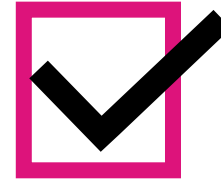
 We can't verify that this email came from the sender so it might not be safe to respond to it. [Learn more](#)

Delete email

- ✓ Verify your domain
- ✓ Authenticate users
- ✓ Allow unsubscribe on email
- ✓ Keep your lists clean




Permission to email?



1. Make a note of the decisions you make at your organisation about when and how you record consent.
2. Do you have any instances of emailing using a platform for legitimate business purposes?
3. How will you use soft opt-in?





Join our community
 Stay informed about refugees and asylum in the UK, what we're doing to help and how you can get involved.
 Photo by Ingrid Turner

Get our email updates

Sign up to receive email updates about how your support transforms the lives of refugees and asylum seekers, and how you can donate and support our work in other ways such as campaigns and events.

Subscribe

* Indicates required
 Email address *

First name

Surname

Marketing permissions
 Please confirm how you would like to hear from Refugee Council.

Email
 We'll keep you informed about how your gifts transform the lives of refugees and asylum seekers, and how you can donate and support our work in other ways such as campaigns and events. We'll only contact you in the ways you want, and we promise to keep your data safe. See our [privacy policy](#) for further details.
 We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)


Sign up forms

Refugee Council

Confirm Humanity

Before we subscribe you, we need to confirm you are a human.

I'm not a robot


 reCAPTCHA
 Privacy - Terms



Consider...

- ✓ What do I need the individual to complete?
- ✓ What don't I need because a platform collects it automatically
- ✓ What do I genuinely need?

What will be on your sign-up form?



Embed the form on your website

Don't forget to save!

Then add the form's code to your website:

`</>` Add to your website

Save

Add this form to your website ×

Place this line of HTML code wherever you want the form to appear.
Read our [our documentation](#) if you're unsure how.

```
<script async src="https://eocampaign1.com/
```

Copy

Copy the code.

On your website you will need to look for a HTML or Embed button `<>` to paste this code correctly.



Adding and importing contacts



- ✓ Do you need / have permission?
- ✓ Do you have data protection & data privacy policy?
- ✓ If not, review!



Measuring success



Typical reports available

All campaigns

Email report

Switch report ▾

Actions ▾

Email performance

Feb 4, 2025 - Feb 17, 2025 • Excludes Apple MPP



Open rate

31.1%

484 opened



Click rate

8.1%

126 clicked



Bounce rate

1.4%

22 bounced



Unsubscribe rate

0.06%

1 unsubscribed



Additional email details

Successful deliveries

1,556 (98.6%)

Clicks per unique opens

26.0%

Total opens

817

Total clicks

362

Last opened

17/2/25 4:07PM

Last clicked

17/2/25 4:09PM

Forwarded

0

Abuse reports

0

✓ What's important for you?

[About email reports](#), Mailchimp



Things I can see by each contact

Clicks	Opens	Organisation	Member Managers / Main Contacts	Borough	Rating
2	2	Enfield Voluntary Action		Other	★ ★ ☆ ☆ ☆
2	1	LEAH		Kingston	★ ★ ☆ ☆ ☆
4	7	Richmond Friendship Group		Richmond	★ ★ ☆ ☆ ☆
3	2	METRO Charity		Greenwich	★ ★ ☆ ☆ ☆

What actions do you think I could take?

In chat



Individual stats

✓ When your list is smaller manually looking at data is much easier!

Kate White

Originated from Mailchimp for Android on Oct 21, 2019 Greenwich Mean Time

✉

Email Subscribed

Opted in on Oct 21, 2019 Greenwich Mean Time

Contact Information [Edit](#)

Email Address	info@superhighways.org.uk
First Name	Kate
Last Name	White
Organisation	Kva
Member Managers / Main Contacts	—

Predicted Gender Unknown

Predicted Age Unknown

Tags

[Manage Tags](#)

You have not assigned any tags to this contact yet

[+ Add a tag](#)

Groups

[Edit Groups](#)

Borough	Kingston
---------	----------

[Overview](#) [Insights](#) [Notes](#) [Settings](#)

Activity

Filtered by All Activity [Date Last 30 days](#)

Feb 10, 2025 - 03:26 PM Greenwich Mean Time

✉ Opened the email [Superhighways February 2025 e-news](#)

Feb 4, 2025 - 11:47 AM Greenwich Mean Time

✉ Opened the email [Superhighways February 2025 e-news](#)

Feb 4, 2025 - 11:11 AM Greenwich Mean Time

✉ Was sent the email [Superhighways February 2025 e-news](#)



Over to you....

Complete your Key Reporting Stats to Review in your template



Email marketing for beginners – Objectives, Content, Stats

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<i>Example.... Donors</i>	<i>Fundraising event invite</i>	<i>Event bookings</i>	<i>Clear event details Clear call to action (repeat in email)</i>	<i>Opens Click throughs People who opened but didn't click</i>



Email marketing platforms and other resources



Possible platforms

Mailchimp

250 contacts

500 emails p/m

Mailer Lite

500 contacts free

1200 emails p/m

Charity Digital Mail

10,000 emails p/m

£199 (one-off charge)

Zoho Campaigns

2000 contacts

6,000 emails p/m

Sender

2,500 contacts

15,000 emails p/m

EmailOctopus

2,500 contacts

10,000 emails p/m



Email Octopus



EmailOctopus

- ✓ 2,500 subscribers
- ✓ 10,000 emails per month
- ✓ EmailOctopus branding on emails
- ✓ Reports available for 30 days
- ✓ Create up to 3 landing pages and forms
- ✓ Access for 1 user



Training and advice

Easy email marketing with EmailOctopus

Wednesday 17 June, 10am to 1pm

£60 including VAT

[Book your place](#)

Superhighways training

Free and affordable training

[Full training programme](#)

Superhighways support

Refugee community and equalities organisations can book a 1:1 to help you send your email campaigns sorreparsons@superhighways.org.uk



Are you getting our news?



Book some time with us or [sign up for our regular e-news](#) to find out about new opportunities and training.



Other resources

- ✓ [How to write compelling charity emails, Charity Wise](#)
- ✓ [15 Email Marketing Campaign Ideas to Boost Open Rates, Mailchimp](#)
- ✓ [Alzheimer's Society Share the 4 Emails that Helped Them Raise More in Great North Run 2024, Just Giving](#)



What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.



Thanks for taking part



superhighways
harnessing **technology** for **community** benefit

Sorrel Parsons

sorrelparsons@superhighways.org.uk

www.superhighways.org.uk

Superhighways is a programme of Kingston Voluntary Action, CIO, registered charity number 116040

