

Look Great in the Inbox for Nonprofits

The 7 Don'ts of Email Design





BE A MARKETER

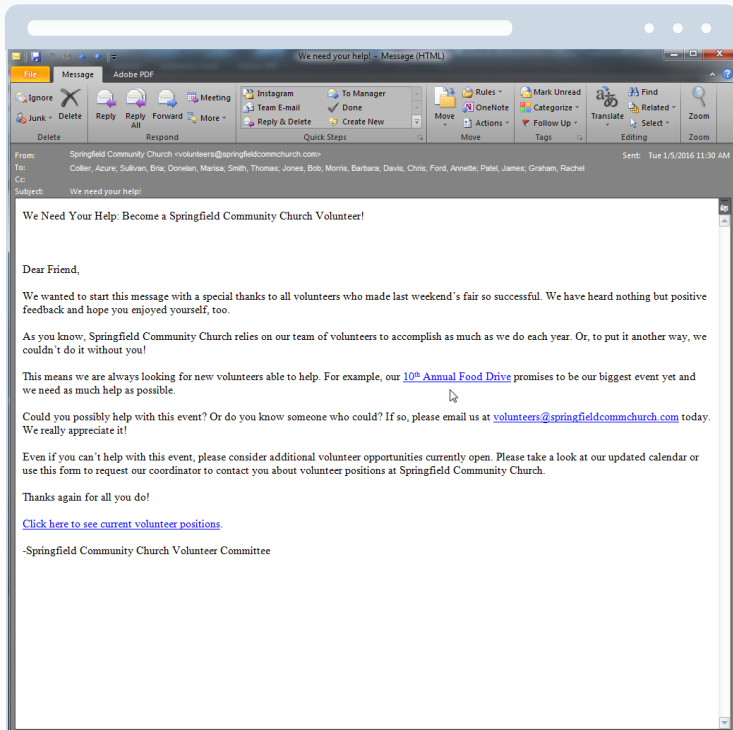
All it takes is Constant Contact®

#BeaMarketer

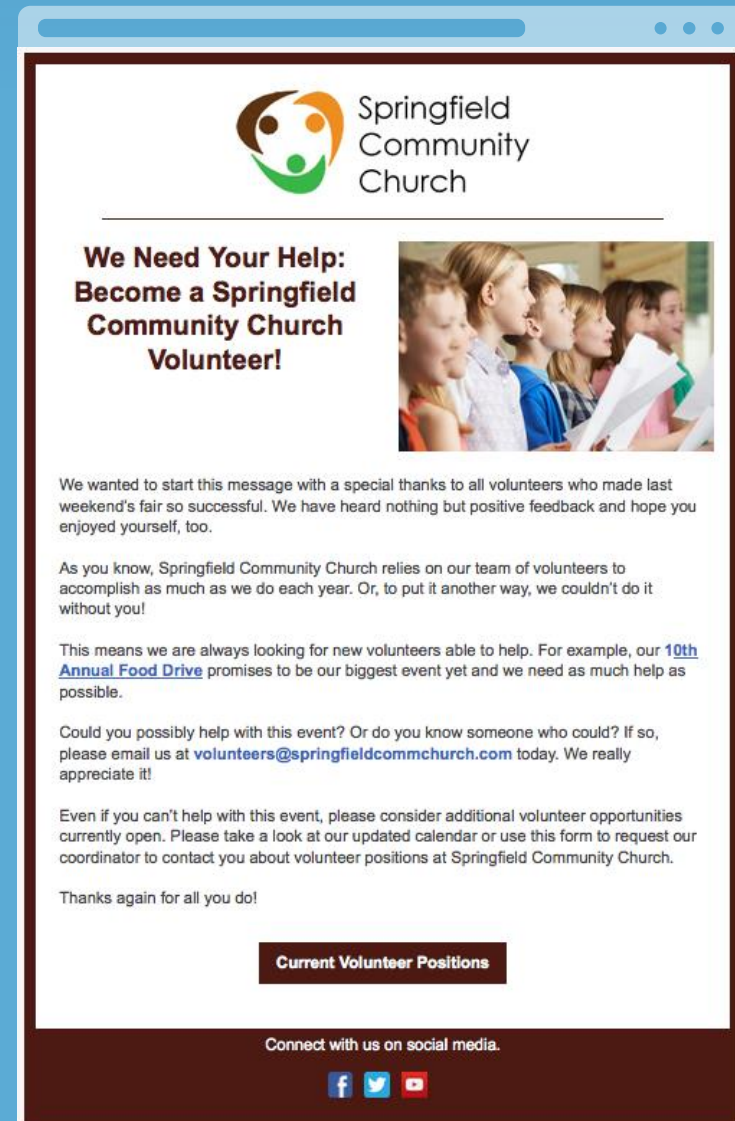


First impressions
matter.

Should your first impression be this:



Or this?





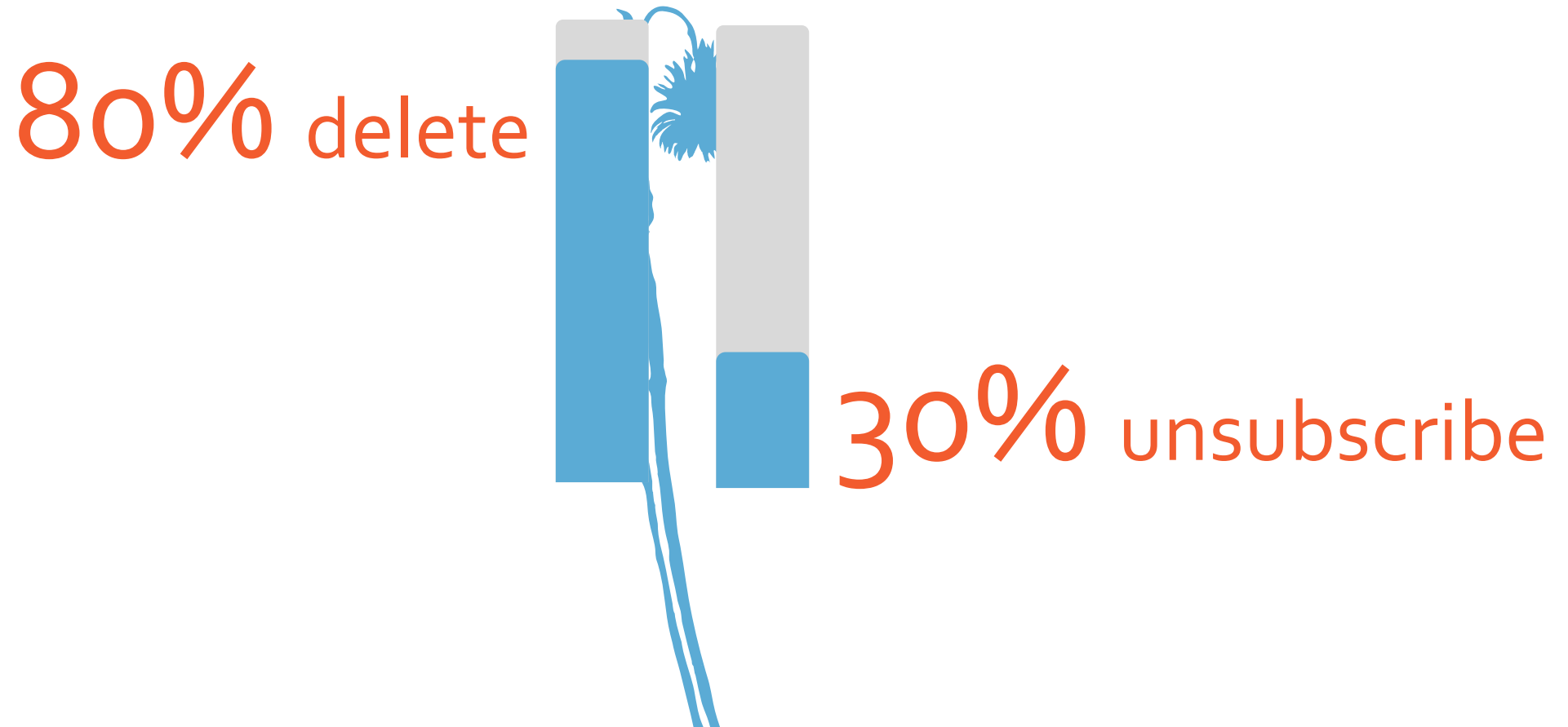
The impact of mobile on email

51%
of emails are opened
on a mobile device





When email doesn't look good on mobile



Agenda

The 7 Don'ts of Email Design:

1. Don't forget your branding
2. Don't use hard-to-read fonts
3. Don't use the wrong colors
4. Don't be disorganized
5. Don't forget images
6. Don't forget to make it shareable
7. Don't ignore mobile



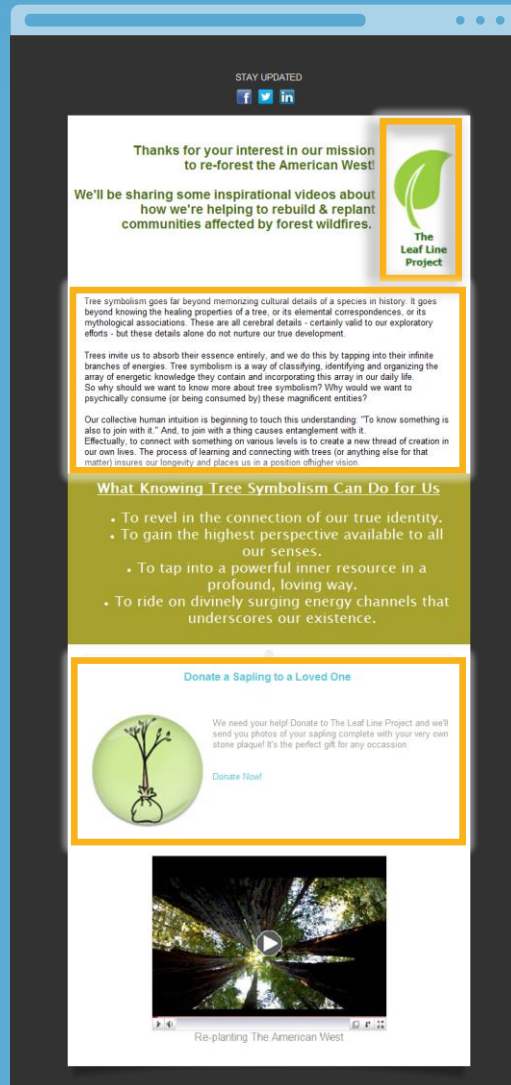
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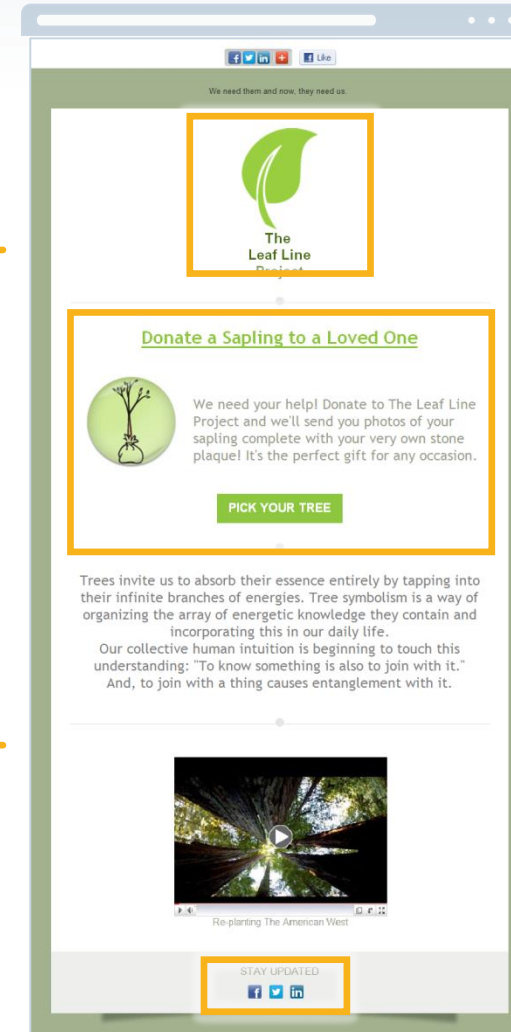
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What not to do.



That's better.





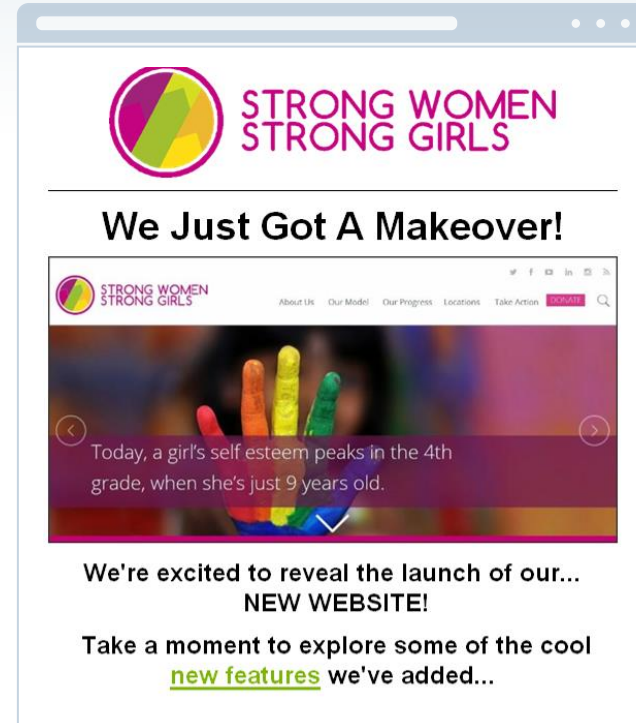
How will you be most recognizable?



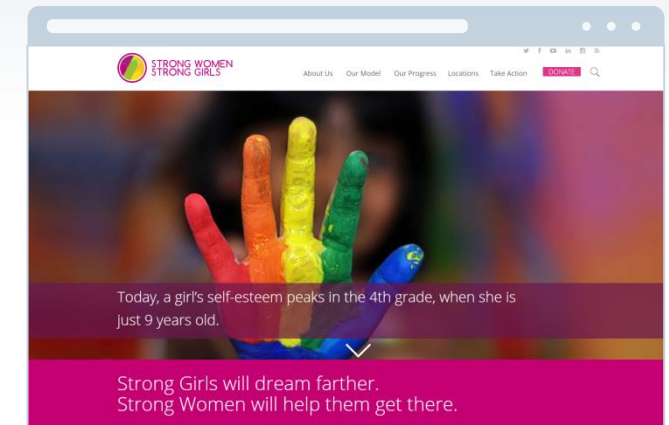


- Be consistent with logo & branding colors
- Use images of your business, products & people
- Use consistent language

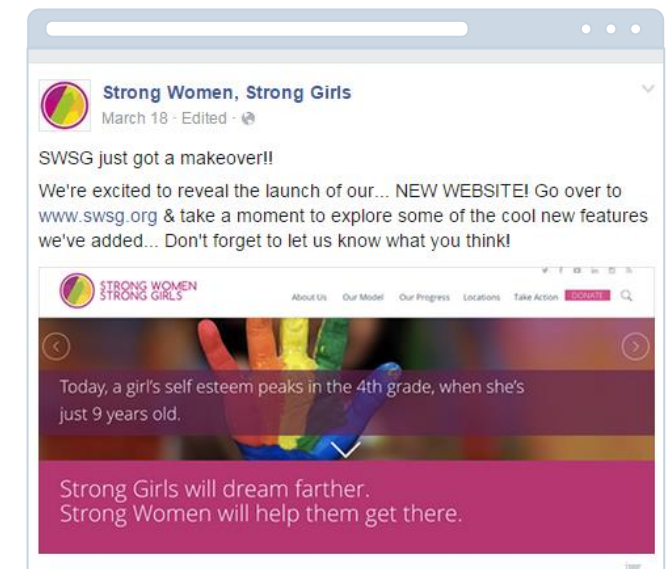
Email



Website



Facebook





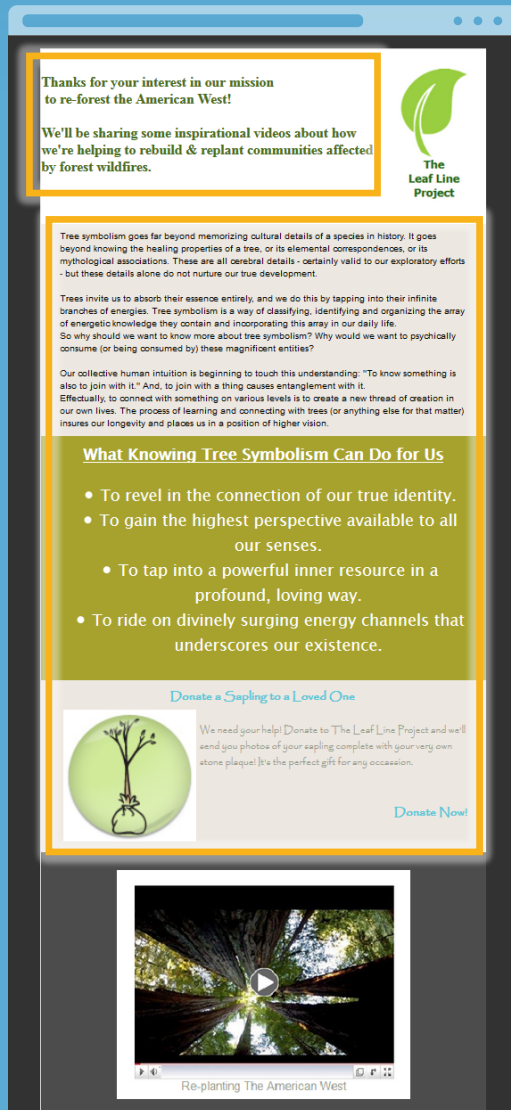
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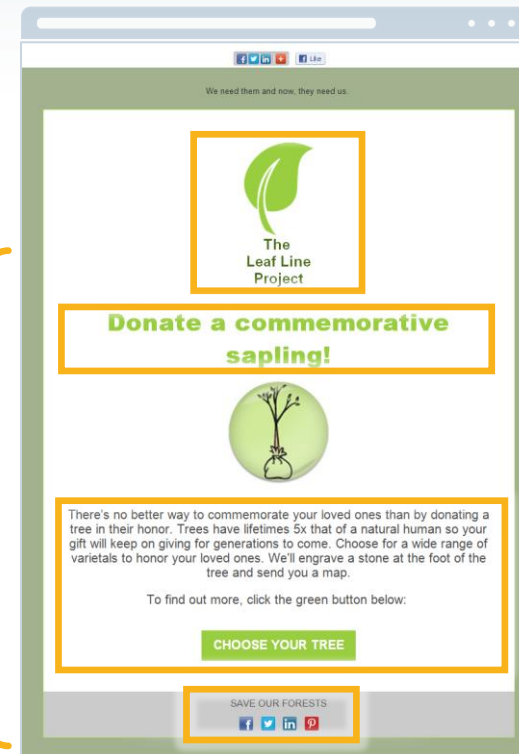
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What not to do.



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Aa Ää *Aä* Aa



- Best for printed material
- Harder to read online
- Popular serif fonts are Baskerville, Georgia & Times New Roman



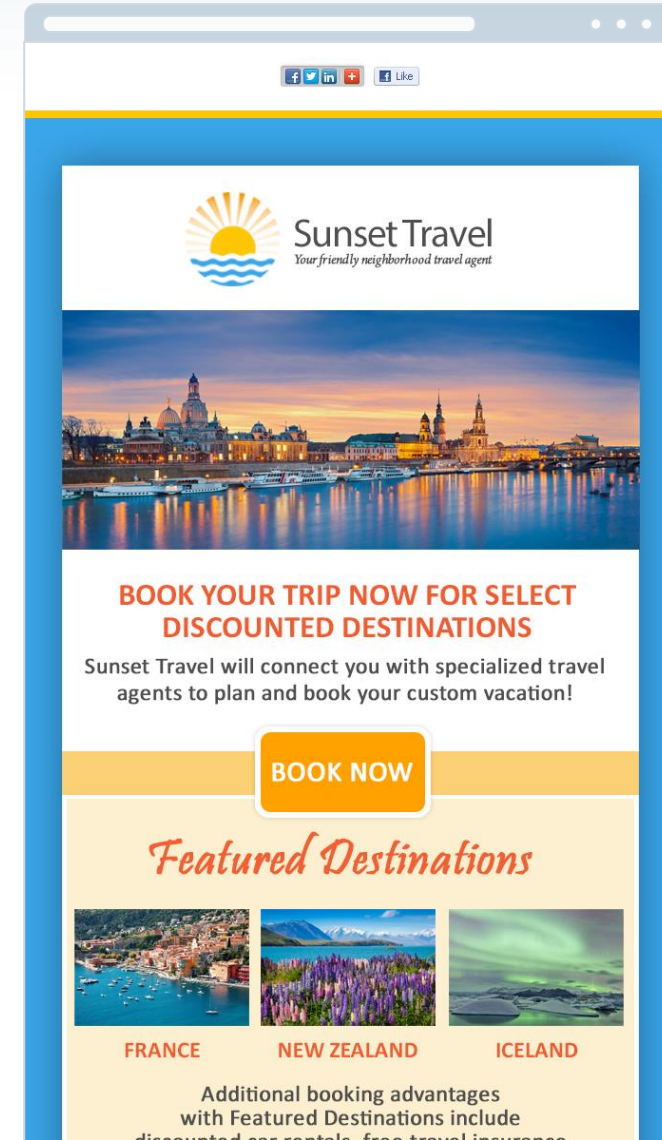
- Easier to read on the web
- Used on websites & for small text
- Popular sans serif fonts are Arial, Helvetica & Verdana



What not to do. Really.



Give them something they can read.





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What not to do.



Thanks for your interest in our mission to re-forest the American West!

We'll be sharing some inspirational videos about how we're helping to rebuild & replant communities affected by forest wildfires.



Tree symbolism goes far beyond memorizing cultural details of a species in history. It goes beyond knowing the healing properties of a tree, or its elemental correspondences, or its mythological associations. These are all cerebral details - certainly valid to our exploratory efforts - but these details alone do not nurture our true development.

Trees invite us to absorb their essence entirely, and we do this by tapping into their infinite branches of energies. Tree symbolism is a way of classifying, identifying and organizing the array of energetic knowledge they contain and incorporating this array in our daily life.

So why should we want to know more about tree symbolism? Why would we want to psychically consume (or being consumed by) these magnificent entities?


Our collective human intuition is beginning to touch this understanding: "To know something is also to join with it." And, to join with a thing causes entanglement with it.

Entirely, to connect with something on various levels is to create a new thread of creation in our own lives. The process of learning and connecting with trees (or anything else for that matter) insures our longevity and places us in a position of higher vision.

What Knowing Tree Symbolism Can Do for Us

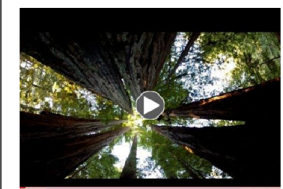
- To revel in the connection of our true identity.
- To gain the highest perspective available to all our senses.
- To tap into a powerful inner resource in a profound, loving way.
- To ride on divinely surging energy channels that underscores our existence.

Donate a Sapling to a Loved One



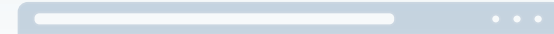
We need your help! Donate to The Leaf Line Project and we'll send you photos of your sapling complete with your very own stone plaque! It's the perfect gift for any occasion.

[Donate Now!](#)




Re-planting The American West

That's better.




We need them and now, they need us.



The Leaf Line Project

Donate a Sapling to a Loved One




We need your help! Donate to The Leaf Line Project and we'll send you photos of your sapling complete with your very own stone plaque! It's the perfect gift for any occasion.

PICK YOUR TREE


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Re-planting The American West

STAY UPDATED





85%

of those who make purchases
are influenced by color



Color increases
brand recognition by
80%



40%

of people in the world say
blue is their favorite color



Yellow

Optimistic & Youthful



Gets attention of window shoppers

Red

Energy



Increases heart rate, creates urgency

Blue

Trust & Security



Associated with banks and businesses

Green

Wealth & Relaxation



Easiest color for the eyes to process

Orange

Aggressive



Call to action: Subscribe, buy or sell

Black

Powerful & Sleek



Luxury product marketing

Pink

Romantic & Feminine



Product marketing to women and girls

Purple

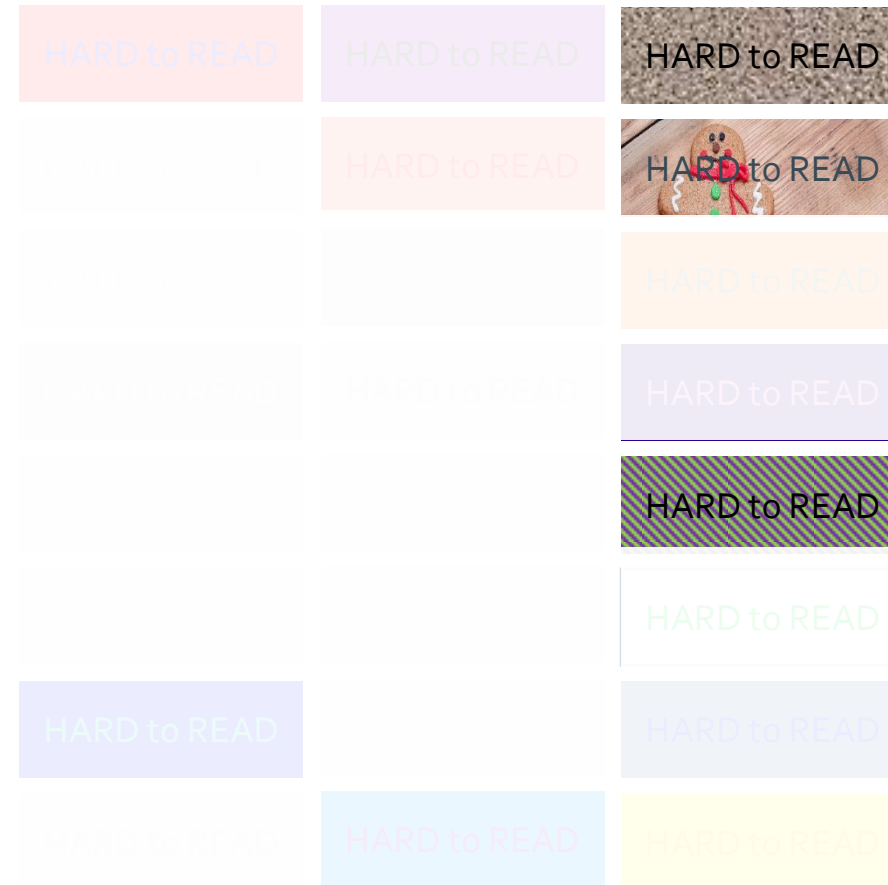
Soothe & Calm



Beauty product marketing



If you can't read it, neither will your customers.



Avoid:
Bright, textured
backgrounds



If you can't read it, neither will your customers.



Avoid:
Too many colors



If you can't read it, neither will your customers.

HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ

Avoid:
Matching light text
with a light
background, or
dark text with a
dark background



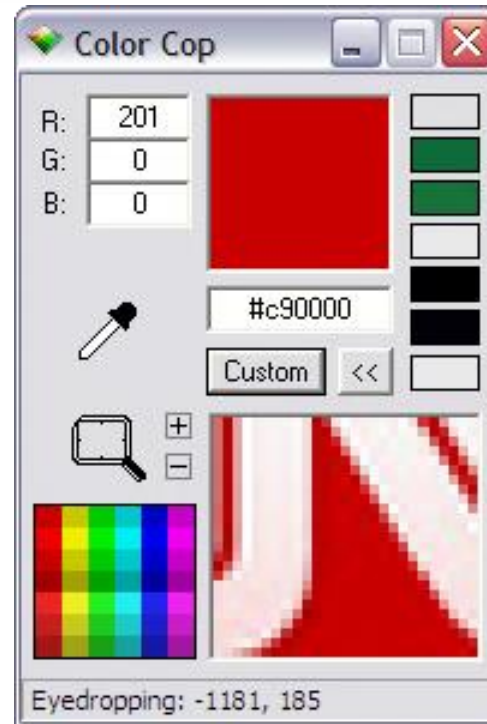
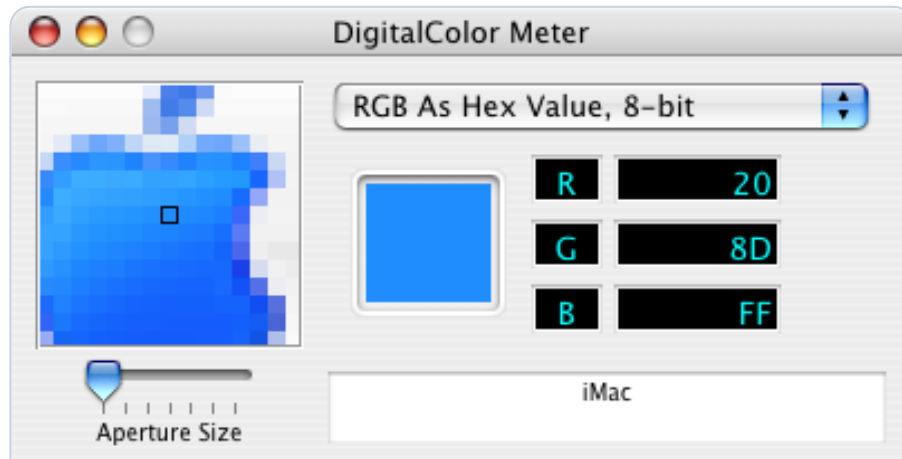
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EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ

Always:
Choose colors that
have good contrast



Digital Color Meter (ships with the Mac)



Color Cop
(for the PC-
colorcop.net/download)



Color Schemer (colorschemer.com/online.html)

COLOR SCHEMER ONLINE v2
Enter an RGB or HEX value, or click on the Color Palette below

Current Color

R: 51
G: 102
B: 255
Set RGB
3366FF
Set HEX
Lighten Scheme
Darken Scheme

51.102.255 #3366FF	102.51.255 #6633FF	204.51.255 #CC33FF	255.51.204 #FF33CC
51.204.255 #33CCFF	0.61.245 #003DF5	0.46.184 #002EB8	255.51.102 #FF3366
51.255.204 #33FFCC	184.138.0 #B88A00	245.184.0 #F5B800	255.102.51 #FF6633
51.255.102 #33FF66	102.255.51 #66FF33	204.255.51 #CCFF33	255.204.51 #FFCC33

Download for your PC
Download for your Mac

Free Design Resources
Go beyond color!
Download free fonts, themes, graphics & more →

Adobe Color CC (color.adobe.com)

Adobe Color CC
Create Explore My Themes

Adobe Kuler is now Adobe Color CC. Learn more

Color Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom

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What not to do.

Thanks for your interest in our mission to re-forest the American West!

We need the trees and they need us. Together we can leave the earth better than we found it.

The Leaf Line Project

Tree symbolism goes far beyond memorizing cultural details of a species in history. It goes beyond knowing the healing properties of a tree, or its elemental correspondences, or its mythological associations. These are all cerebral details - certainly valid to our exploratory efforts - but these details alone do not nurture our true development.

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Symbolic Celtic Tree Meanings

The oak is considered a cosmic storehouse of wisdom embodied within its towering strength. Ancient Celts observed the oak's massive growth and impressive expanse. They took this as a clear sign that the oak was to be honored for its endurance, and noble presence.

Indeed, wearing oak leaves was a sign of special status among the Celts (as well as ancient Greeks and Romans). Today we see artistic renditions of the "Leafman" in which a man's face is covered in leaves. This is an evolution of lore that dates back to earth-based spirituality in which the regal power of the oak was recognized and honored.

There are accounts that trace the

What Knowing Tree Symbolism Can Do for Us

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That's better.

The Leaf Line Project

You can help us by volunteering to help us plant trees or by purchasing saplings that we can re-forest our beautiful natural forests. Click the button below to find out how you can help now.

[DONATE A TREE](#)

STAY UPDATED

[f](#) [t](#) [in](#)



Types of Campaigns

Newsletter

.....

Announcement

.....

Product promotion

.....

Fundraiser

.....

Sale

.....

Event

.....

Seasonal

.....

Letter



- Pick the right template, modify to fit your needs

Event Fundraiser

Springfield Community Church **SAVE THE DATE!**

BBQ & Food Drive
Thank you for your donation!

Please Join Us!

Member BBQ and Annual Food Drive

Sunday, August 10th
Starts at 1:00 PM

SPRINGFIELD COMMUNITY CHURCH
770 Salisbury Street
Springfield, MA 01119

We're serving burgers, hot dogs, and chicken. Please bring a side dish or a dessert, and either canned or dry goods! Click [here](#) to see the list of goods most needed.

Can't make it to the event? [Click here to donate money.](#)

Forward this email STAY CONNECTED [f](#) [t](#) [in](#) [p](#)

Newsletter

GORILLA DOCTORS
Mountain Gorilla Veterinary Project & UC Davis Wildlife Health Center

[f](#) [t](#) [in](#) [p](#) [YouTube](#) [G+](#)

[Donate](#)

January 2015 Newsletter

Between successful mountain gorilla orphan exams, the hiring of a new field veterinarian in Uganda, donations of crucial equipment and supplies for our laboratories, and training workshops in surgical techniques for our field vets, 2015 is off to a great start for the Gorilla Doctors! The excitement of the New Year is tempered, however, as we say farewell to Regional Manager Dr. Jan Ramer, who returned to the US this month after a year in Africa managing field operations in each country.

[Back to Top](#)

Farewell to Regional Manager Dr. Jan Ramer

After a year in Africa overseeing all aspects of Gorilla Doctors activities on the ground in the region, Dr. Jan Ramer returned to the US on January 22 to her family and to continue her work as a wildlife veterinarian at The Wilds in Ohio. The Gorilla Doctors team is very sad to see her go, but grateful for all of her hard work over the last year to keep the programs in all three countries running smoothly. Dr. Jan discussed highlights and special moments throughout the last year on this month's blog.

[Click to Read More](#)

[Back to Top](#)

Update or Donation Request

fruitlandsMUSEUM

You DID it!
Thanks to You We Met Our Giving Challenge in Time!
But WAIT... There's More!

Thanks to our generous donors we'll receive our challenge gift of \$10,000!

80 donors have participated in our Giving Challenge and we have raised \$29,135 as of today! THANK YOU to everyone who helped us reach our goal. Your donations allow us to care for our collections and land and continue to inspire and educate our visitors.

But we're not done yet – **another donor has offered us a second challenge!** This donor will match every gift between now and the end of the year, **dollar-for-dollar, up to \$5,000!** If you haven't given yet, now is your chance to do so and double your impact!

Thank you for your support!

Fruitlands Museum is a 501c3 and your donations are fully tax-deductible.

[MAKE YOUR GIFT](#)

STAY CONNECTED: [f](#) [t](#) [p](#)



Newsletters

Frequency:
Monthly / quarterly

Content:
Educational (often non-promotional)



Announcements

Frequency:
Event / date driven

Content:
Promotional or educational with targeted message

Surveys, breaking news, special events

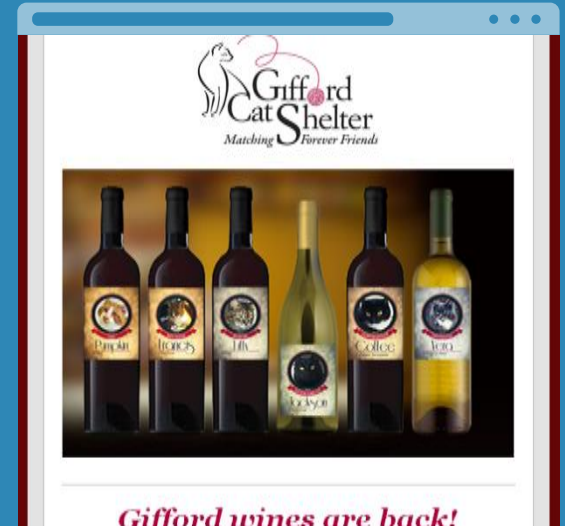


Promotions

Frequency:
Bi-weekly / monthly

Content:
Promotional / limited content

Fundraising or campaign promotions





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The Leaf Line Project

Donate a commemorative sapling!



There's no better way to commemorate your loved ones than by donating a tree in their honor. Trees have lifetimes 5x that of a natural human so your gift will keep on giving for generations to come. Choose for a wide range of varieties to honor your loved ones. We'll engrave a stone at the foot of the tree and send you a map.

To find out more, click the green button below:

CHOOSE YOUR TREE

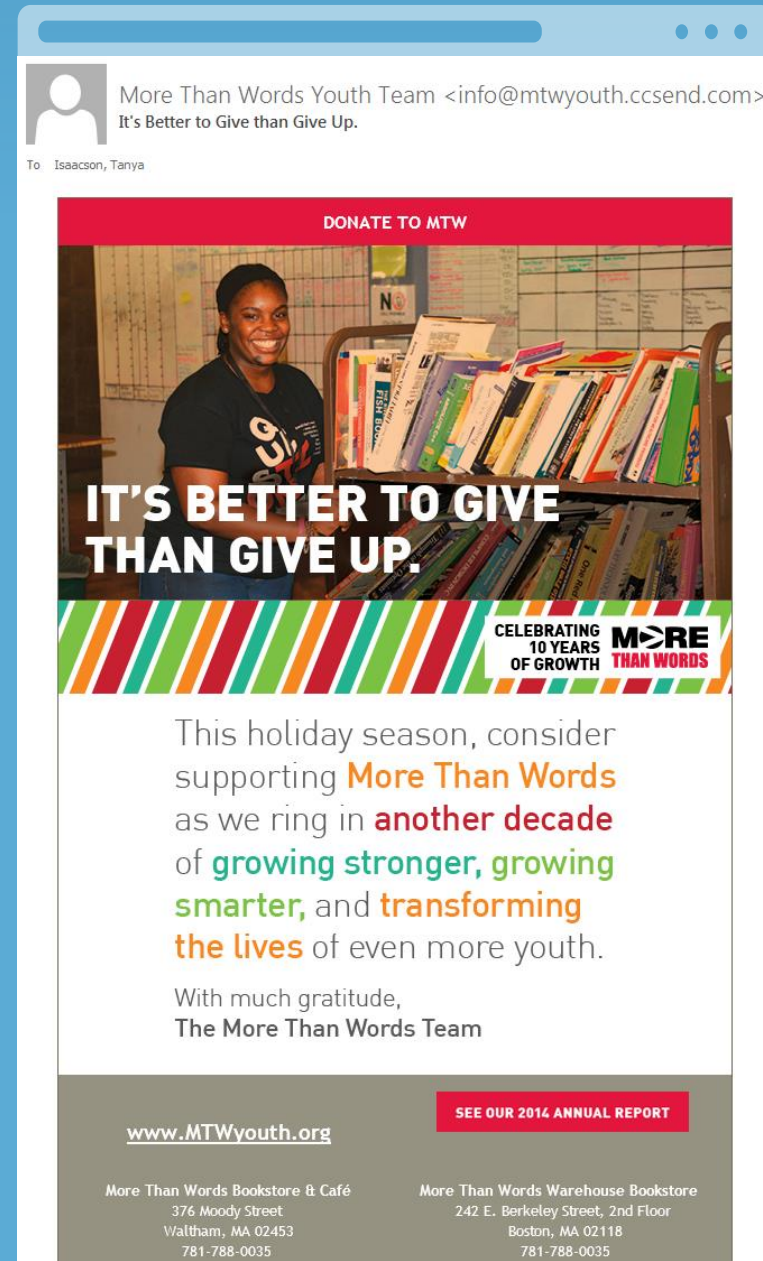
SAVE OUR FORESTS



Make it engaging with photos

- 82% of people pay more attention to emails with pictures
- Use alt text and preheader text: email readers may not see images by default
- 3 or fewer images for highest click through
- Spotlight your products, services, employees and customers
- Don't use images of your content

Source: ContentLEAD, Infographic: Anatomy of the Email Marketing Message, 2015
 Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015





Make it engaging with videos

- Mention your video in the email subject line
- Consumers are 50% more likely to read emails that include video
- Keep videos under 90 seconds
- Use video for product demos, testimonials, promotions





Working with photos

Choose the right size:

600 x 200 px for header images

600 px wide (height scales) for others

Avoid copyright issues

Use your own photos
or stock images

Stock photo sites

FreeDigitalPhotos.net

<http://www.freedigitalphotos.net>

StockVault.net

<http://www.stockvault.net>

FreeImages.com

<http://www.freeimages.com>

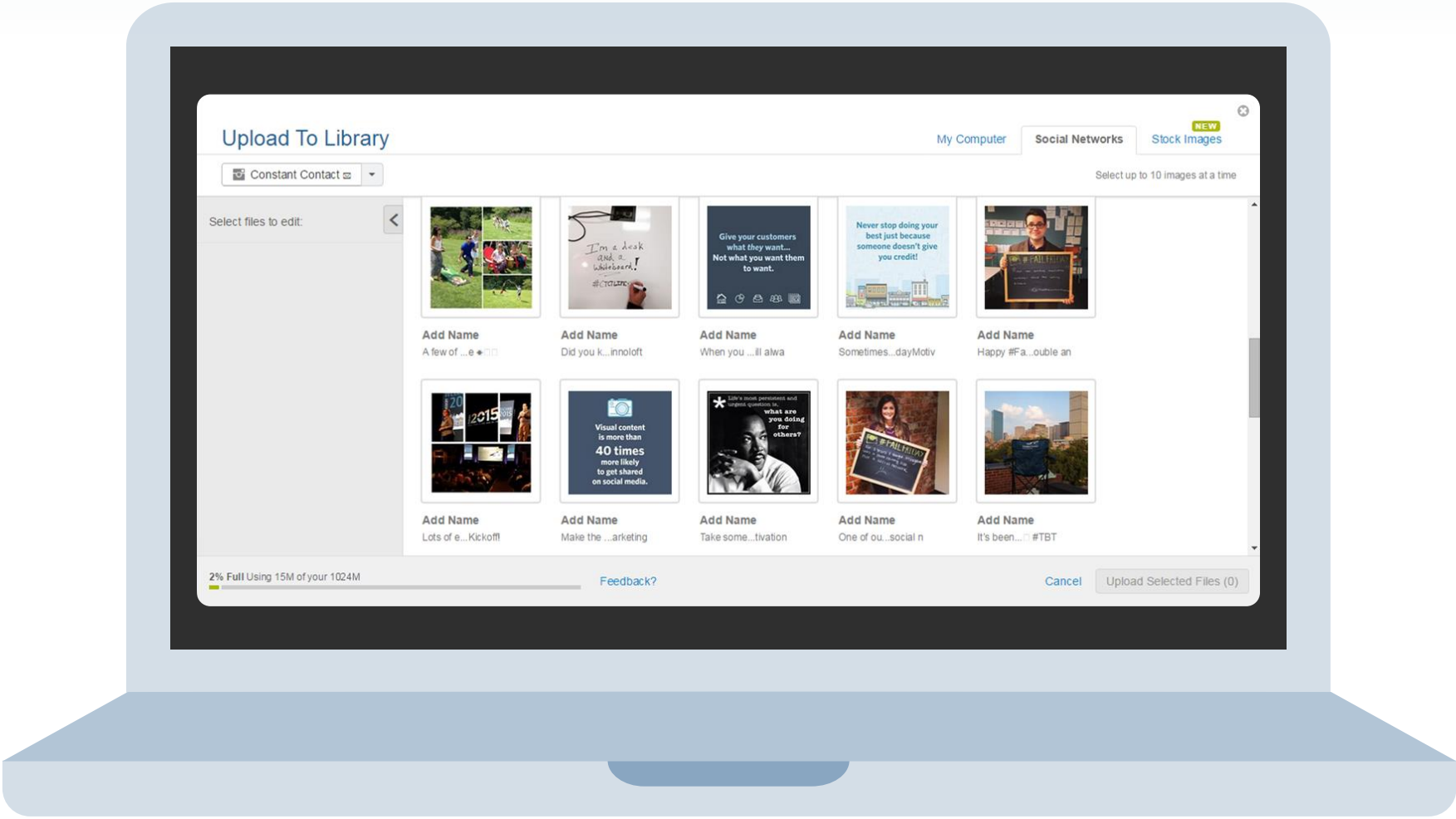


Stock photos in Constant Contact





You can upload your own photos *or...* use your Facebook and Instagram photos.





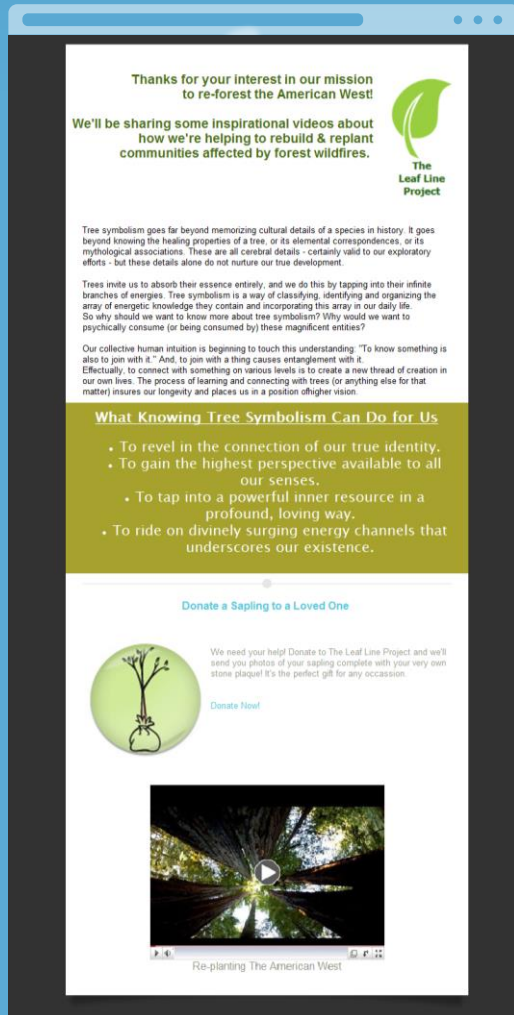
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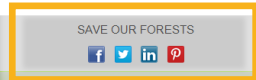
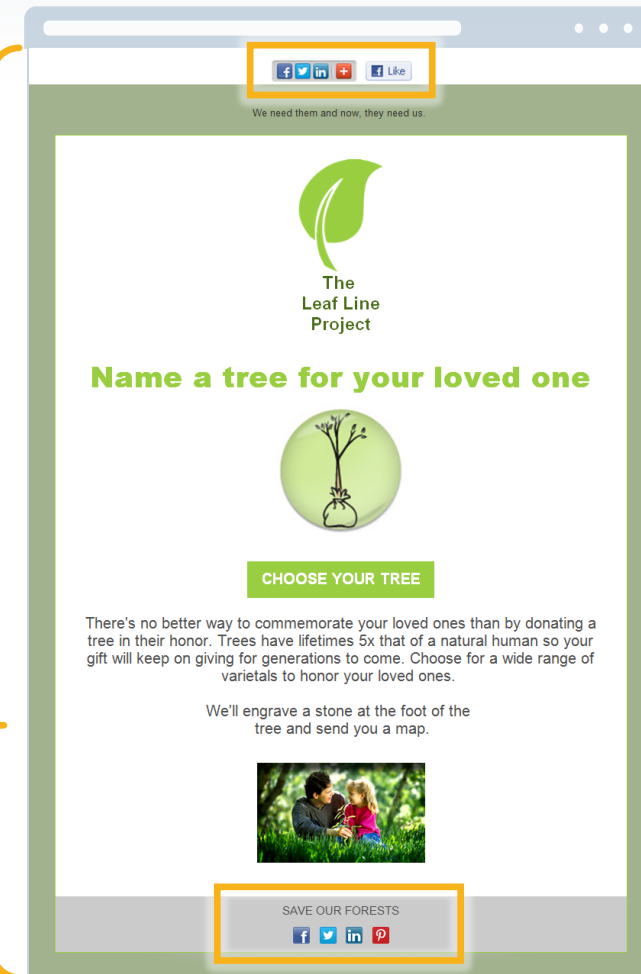
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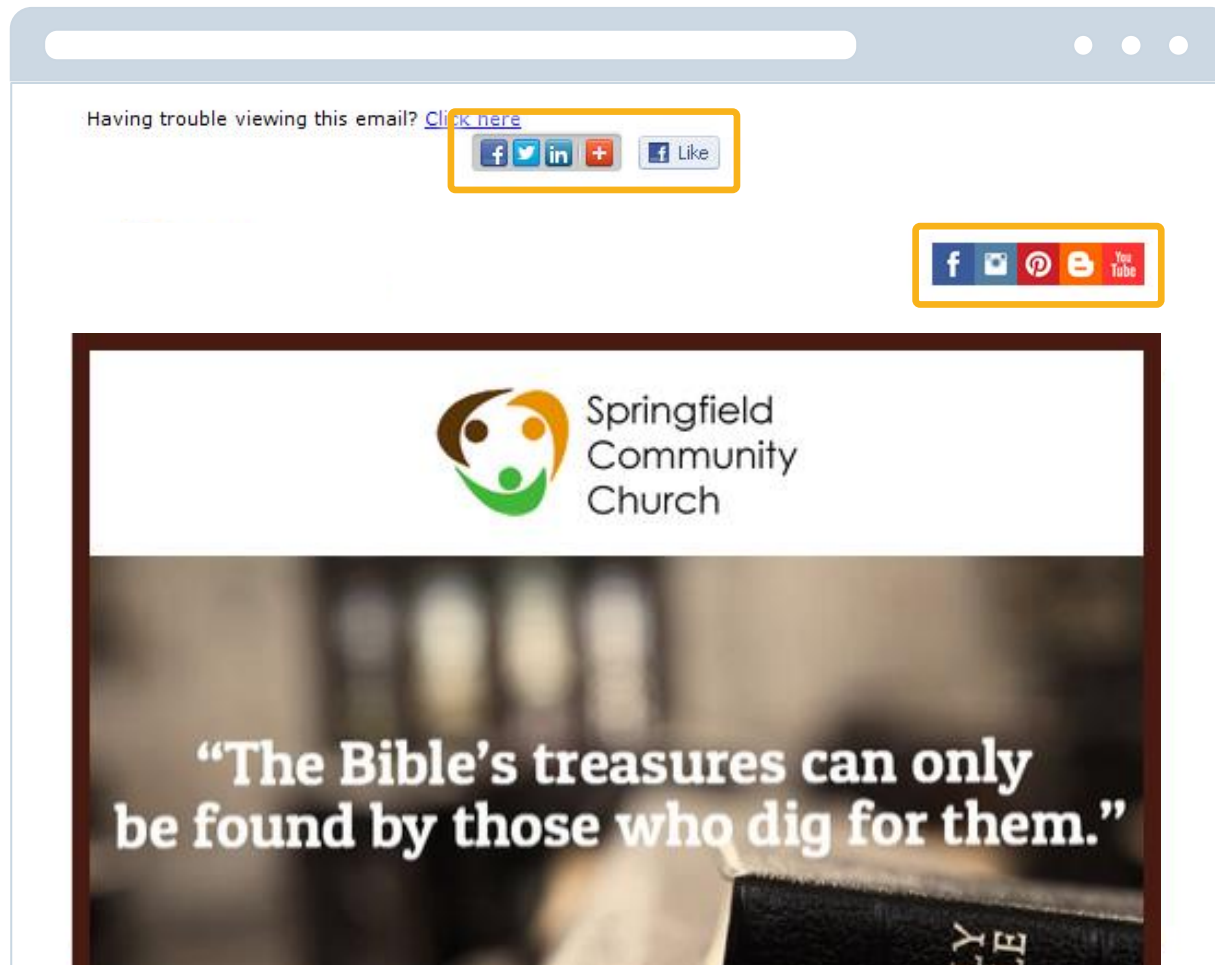


That's better.





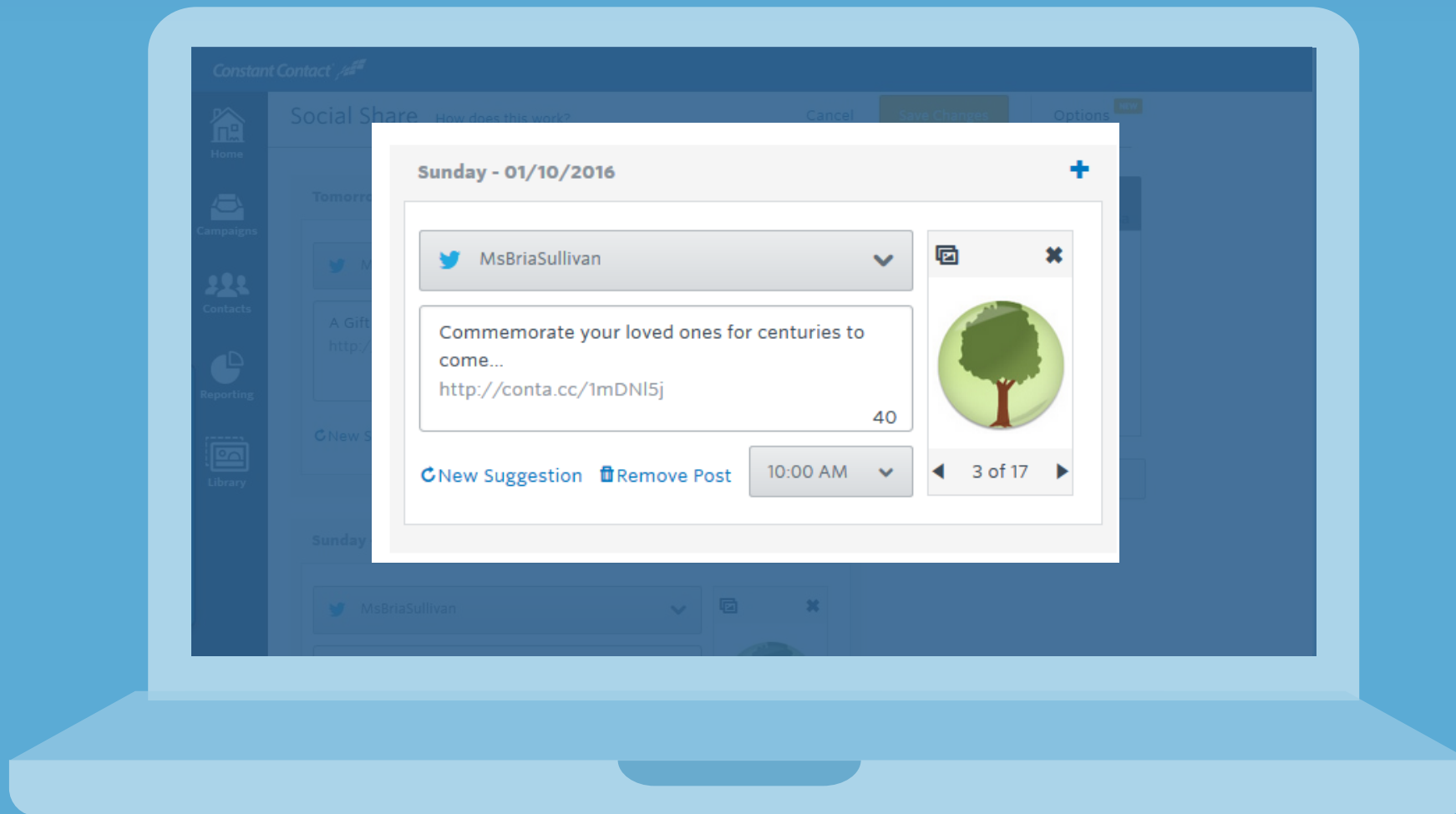
Emails with social sharing buttons increase click-through rates by **158%**



- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons



Expand your reach with the Social Share tool.





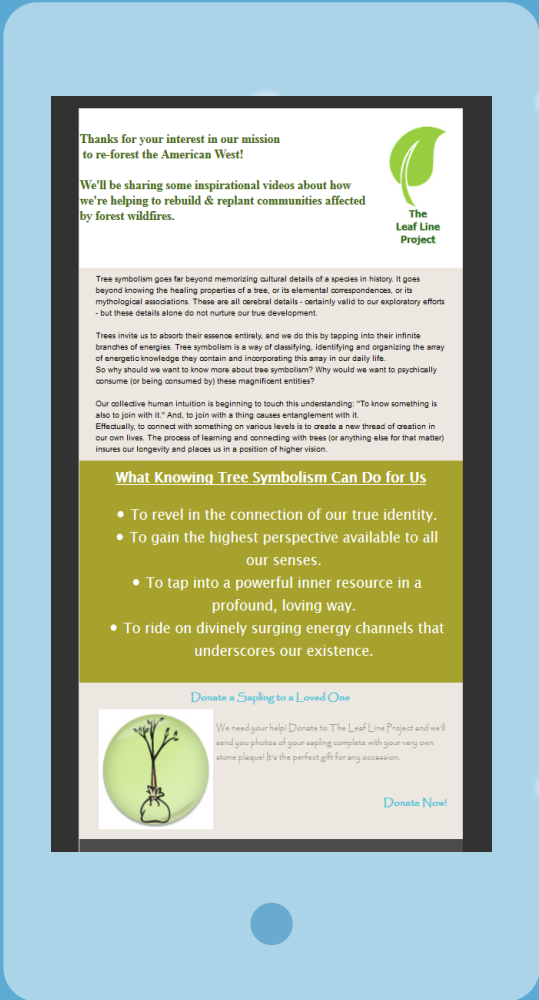
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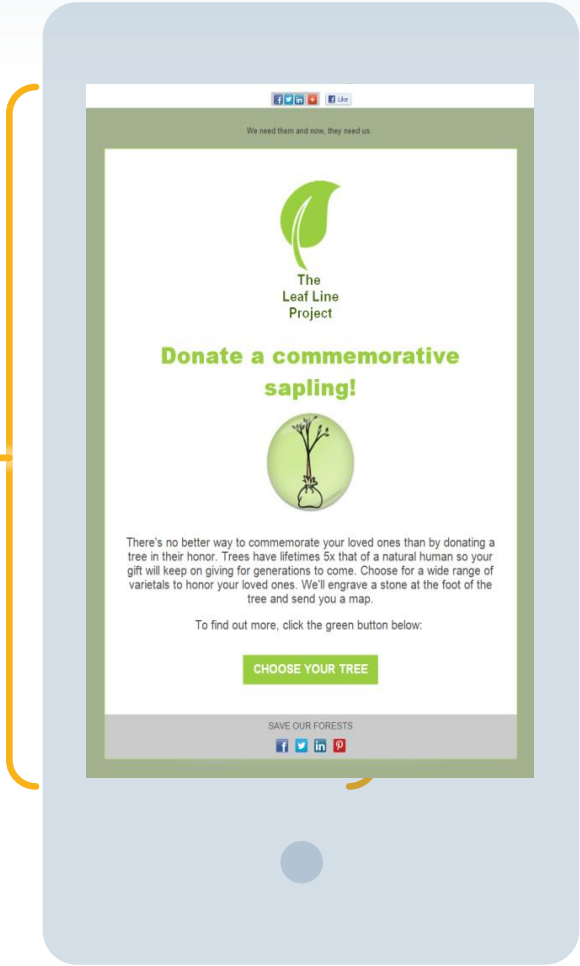
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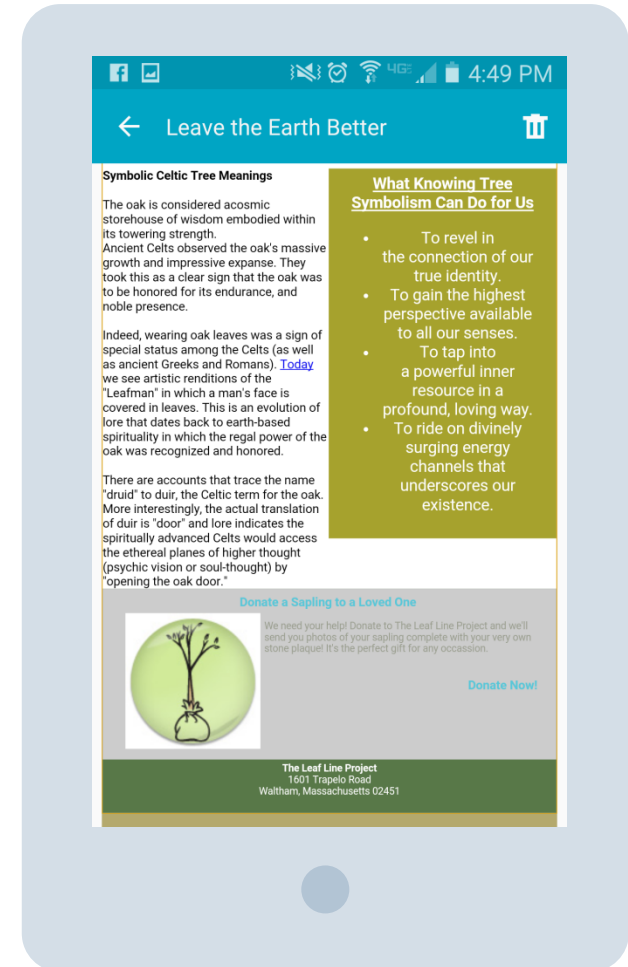


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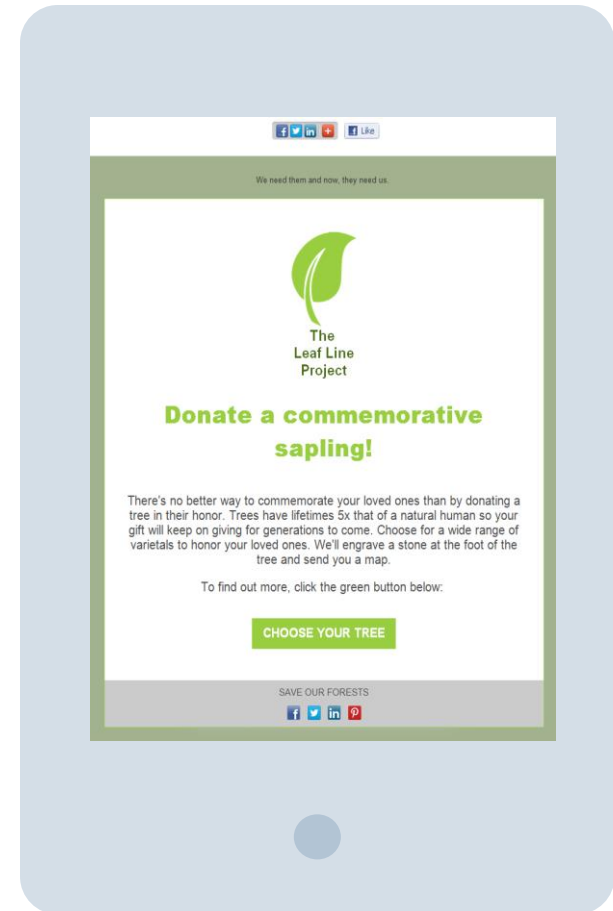
Avoid these mistakes...

- Lengthy text
- Tiny fonts
- Multiple columns



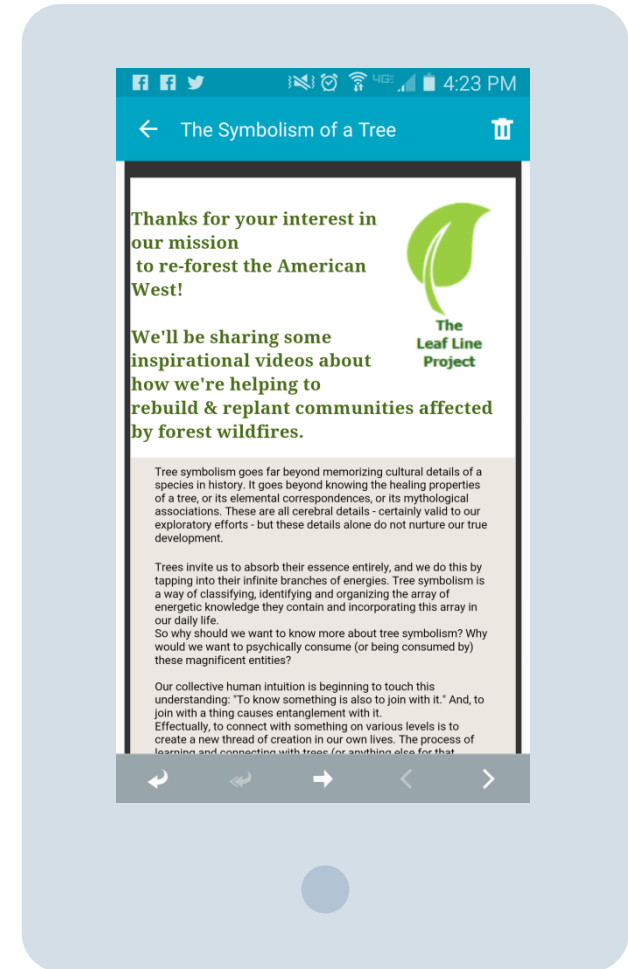
Instead, keep it simple...

- Less text is more
- Large fonts are legible
- One column only



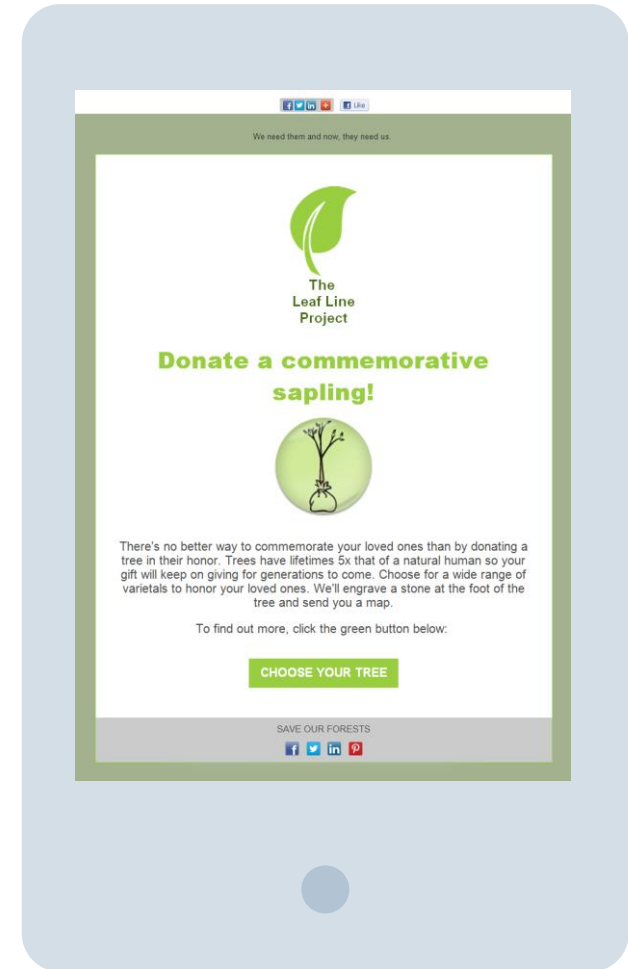
Avoid these mistakes...

- Large, off-screen images & text
- Hard-to-find or hard-to-read calls-to-action



Instead, keep it easy...

- Size images to fit
- Use clear and obvious calls-to-action





Create an email campaign that looks great on mobile. There's an app for that!

Build your email on your smartphone,
send it to your list, check your results.





Let's put this all together ...



Anatomy of an email. And your email checklist.



Include nonprofit name in text

Choose the right template for your message & design for mobile

Keep key call-to-action above the scroll line and optimize your links.

Use your brand colors

Use social media buttons

Use the Share Bar

Keep the preview pane in mind, maximize the top 2-4 inches

Place your logo left or center, never on the right

Less is more. Focus. 3 or fewer images & 20 lines of text have highest click-through rates.

Communicate through clickable images.



Resources

Learn more...

Local and online seminars

www.constantcontact.com

Scroll down to Seminars & Training

Get started today...

60-day free trial

www.constantcontact.com

Find help...

Constant Contact Marketing Resources

blogs.constantcontact.com/library

Check out blog posts, guides, videos, infographics, recorded webinars and more!