

Online Fundraising Email Reporting Guide

What can be measured can be improved



Have questions? Reach us at info@onlinefundraisingstrategy.com.

	Mailing #1	Mailing #2	Mailing #3	Mailing #4	Mailing #5
Amount of Emails Sent					
Total Emails Opened					
Unique Opens					
Link Clicks					
Amount of Bounces					
Amount of Unsubscribes					
Amount of Complaints					
Amount of transactions					
Total \$ Amount processed					
Amount of conversions					
Spam rate					
Time sent					
Day of Week Sent					
# of daily emails to segment					
Characters in subject line					

 CHECKLIST

Questions to Consider

- Were there more unsubscriptions or complaints than you generally see?
- Were there any issues or complaints about spam?
- Was there any issues with how the mailing showed up on different email clients?
- Were there any suggestions for improvement
- Was there a clear call to action?
- What devices were being used? Desktop or mobile email client?
- Did all links work?



- Which links were clicked the most?
- Did daily website page views increase?
- How is the email list health? Quality emails?
Primary emails?
- Did you notice more engagement than usual on social media?
- Did you use personalization in your email?
Subject line?
- Did you use segmentation?
- Was your message relevant to your segment?
- Is there an email sequence following this email?
- Is there a retargeting strategy in place for non-conversions?
- Is there a thank you sequence in place for conversions with more opportunities for further support and involvement?
- Was video used in the email?
- Was the email live text or a large image containing text?
- Were motion graphics used?
- Were emojis used in the subject line?

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Your Online Fundraising Strategy

Hi there! The one BIG thing we hear from fundraisers, marketers and community professionals is that their fundraising efforts aren't producing results or that they have no idea where to start!

That's exactly why we are offering you the opportunity to make a major difference in your fundraising online.

Schedule a free strategy assessment today and we will review your website and Facebook fundraising strategy.

Naomi and Jared

Schedule an Assessment



onlinefundraisingstrategy.com/schedule