

SUBJECT LINE FORMULAS

- **Question:** "Can you help us reach 100 families this month?"
- **Curiosity:** "Your neighbors are doing something amazing"
- **Personalized:** "[Name], look what you helped build"
- **Urgency:** "Last chance — gala tickets close Friday"
- **Benefit:** "Free lunch + see our impact firsthand"

Rule: Under 50 characters. One idea only.

COLD PROSPECT EMAIL STRUCTURE

1. **FROM:** A person's name, not the org
 2. **SUBJECT:** Curiosity or impact hook
 3. **OPEN:** Lead with impact (a real number or story)
 4. **BODY:** What you do + zero-pressure invite
 5. **CTA:** One specific, easy, generous ask
- X Never: history first, dues first, vague CTA

KNOWN PROSPECT EMAIL STRUCTURE

1. **FROM:** Same person every time (builds trust)
 2. **SUBJECT:** Personalized — use their name
 3. **OPEN:** "Because of you..." + specific result
 4. **BODY:** 3 short sections with bold headers
 5. **CTA:** One ask only — make it a button
- X Never: wall of text, multiple asks, "The Board"

EMAIL BENCHMARKS (NEON ONE, 2025)

- **Avg. Open Rate:** 28.59% → Fix subject if <20%
- **Avg. Click-Through:** 3.29% → Fix CTA if low
- **Mobile opens:** 53% → Design mobile-first
- **Best send days:** Tuesday & Thursday mornings
- **ROI:** \$36–\$42 per \$1 spent (Litmus/Omnisend, 2025)

PLATFORM QUICK GUIDE (PEW RESEARCH, 2025)

- **FACEBOOK** (71% of US adults): Events, groups, updates → #1 for 55+
- **INSTAGRAM** (50% adults; 80% ages 18–29): Photos, behind-the-scenes, impact visuals
- **NEXTDOOR** (hyper-local): Cold prospects in your zip code — free & underused
- **TIKTOK** (37% adults, ↑ from 21% in 2021): Short videos, younger donors, authentic moments

Rule: Pick 2. Do them well. Consistency beats frequency.

WEEKLY CONTENT CALENDAR

- **MON:** Impact story or member spotlight
- **WED:** Behind-the-scenes moment
- **FRI:** Event promo or fun post
- **SAT:** Poll, question, or partner share
- **DAILY:** Respond to all comments <24 hrs

Start with 3 posts/week minimum.

POST FORMULA (ANY PLATFORM)

X **BEFORE:** "We're having our gala June 15 at 6pm. Tickets \$75. Please support us. #charity #denton #gala #fundraiser #nonprofit #blessed #giving #love #community #texas"

✓ **AFTER:** "47 women got back on their feet last year. Help us reach 100. 🎆 Gala — ONE month away. Tickets → link in bio. #DentonGives #WomenRising"

THE AIDA FORMULA

- **A — ATTENTION:** Hook line 1. Fact, question, or bold claim.
- **I — INTEREST:** Why it matters to THEM (community, family, values).
- **D — DESIRE:** Real numbers + real stories = emotional pull.
- **A — ACTION:** ONE specific next step. Button, link, or date.

Use for: every email, post, flyer, and event page.

HASHTAG RULE

✓ 2–3 focused hashtags (#DentonGives #YourOrgName)

X Never 10+ hashtags — it signals spam, kills reach

FLYER CHECKLIST

- ☐ One bold headline (what is this for?)
 - ☐ One strong photo (real event, real people)
 - ☐ Three details only: Date | Time | Location
 - ☐ One large QR code (links to RSVP or event page)
 - ☐ Logo + website at the bottom, small
 - ☐ One font, one dominant color
 - ☐ Phone test: readable from 10 feet away?
- X Never: 5 fonts, clip art, wall of text, tiny phone number

EVENT PAGE CHECKLIST

- ☐ Compelling headline (not "Event Information")
 - ☐ Hero photo from a past event
 - ☐ Specific details: price, what to expect, who attends
 - ☐ Large, visible RSVP / Ticket button
 - ☐ Countdown timer for urgency
 - ☐ Mobile-tested (60%+ visitors are on phones)
- X Never: "Date TBD," "Coming soon," phone-only contact

MULTI-CHANNEL TIMELINE

- **6 Wks:** Save the Date email + social teaser
- **4 Wks:** Event page + flyers + Nextdoor post
- **2 Wks:** Full details email + social countdown
- **1 Wk:** Final push + Stories + personal texts
- **Day Of:** Morning post + reminder to RSVPs
- **After:** Thank-you email + recap + impact report

YOUR 30-DAY PLAN

- **Week 1 — AUDIT:** Review email list, social, website. Pick 2 channels.
- **Week 2 — QUICK WINS:** Improved email + 3 social posts + update website CTA.
- **Week 3 — MOMENTUM:** Event promo timeline + updated print piece.
- **Week 4 — MEASURE:** Open rates, engagement, set Month 2 goals.

KPI TRACKER (MONTHLY)

Email Open Rate: _____ (target: >20%)
Click-Through Rate: _____ (target: >3%)
Social Engagement: _____ (target: 3–6%)
Event Show Rate: _____ (target: 60–80%)

Source: Neon One 2025 | Rival IQ 2024