

Email Marketing Opportunities

Write the important dates and special events for your organization in the spaces below. You can use these entries to plan out your email marketing for the year.

January _____

February _____

March _____

April _____

May _____

June _____

July _____

August _____

September _____

October _____

November _____

December _____

2018 - 2019 Email Marketing Calendar Worksheets

March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2018 - 2019 Email Marketing Calendar Worksheets

September 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

1. Header

- Did you use a recognizable "From" name?
- Is your reply address correct?
- Is your subject line 4-7 words?

2. Preheader

- Does your preheader further entice the reader to open your email?
- Is your preheader 5 - 8 words?

3. Logo & Colors

- Does the logo link to your website?
- Do the colors of your background, headline, buttons, and dividers match your brand?

4. Image

- Does your image support the message of your email?

5. Text

- Have you used at least 22pt text for your headline and at least 14pt text for your message body?

6. Call-to-Action

- Do you have a call-to-action button with a compelling command?

7. Footer

- Does your footer include the correct company information?
- Did you add your social buttons (and double check the links)?

From: Giving Tree Help Center
 Reply: info@givingtree.org
 Subject: Volunteering opportunities for the Spring
 Preheader: Volunteer to feed those in need



Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area and we can't do it without you.

Volunteers are needed to help with spring planting and maintenance throughout the growing season.

**Spring planting starts:
 March 15th at 9:00 am**

Can you help?
 Click the link below to signup as a volunteer.

Volunteer for the growing season!

1234 Main Street, Loveland, CO | (970) 123-4567 | [Email Us](#) | [Website](#)

CONNECT WITH US



Want to Donate?

Measure the Impact of Your Informational Emails

Worksheet for an informational email

Email Name _____

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

Bounce Rate: _____% Unsubscribes: _____% (_____)

Results: _____

Notes:

Measure the Impact of Your Informational Emails

What is the goal of your email?

How will you measure your success?

What were your total results? _____

Did you meet your goal?

What will you do differently next time?

Measure the Impact of Your Time-Based Emails

Worksheet for a time-based email

Promotion Name _____

1. Announcement

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

Bounce Rate: _____% Unsubscribes: _____% (_____)

Result: _____

2. Reminder

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

Bounce Rate: _____% Unsubscribes: _____% (_____)

Result: _____

3. Last Chance

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

Bounce Rate: _____% Unsubscribes: _____% (_____)

Result: _____

Measure the Impact of Your Time-Based Emails

What is the goal of your promotion?

How will you measure your success?

What were your total results? _____

Did you meet your goal?

What will you do differently next time?

Email Marketing List Growth Checklist

Are you set up to gather email addresses in every situation?
Use this checklist to make sure your nonprofit is ready.

Face-to-Face Interactions

- Have you focused on what contacts receive in exchange for their email address?
- Have you trained your staff to ask for email addresses?
- Do you have something at events to collect email addresses?

Print

- Have you set up a Text-to-Join keyword to use at event?
- Have you added your Text-to-Join keyword to direct mail pieces?
- Have you added your Text-to-Join keyword to business cards?

Online

- Do you have a sign-up form on every page of your website?
- Do you link to your sign-up form in your social media posts and profiles?
- Do you link to your sign-up form in your email signature?