



Email Marketing for Non-Profits Process & Cost Analysis

Non-profits need to consistently stay in touch with their donor base and supporters. Printed correspondence - solicitations and/or newsletters - are expensive. That typically means minimal contact with a non-profit's (NP) lifelines and fewer donations. Electronic correspondence is cost effective, more environmentally friendly and, for most generations, the preferred communication channel.

There are 3 parts to creating and distributing an E-Letter or E-Newsletter: Setup, Production and Delivery. The Write Touch Inc. (TWTI) can provide any or all of these services. Here are the processes, cost estimates and explanation for each part.

1. Setup (one-time cost: \$500*) includes:

- Set up a secure account through Constant Contact.
- Create format templates for both solicitation letters and newsletter formats using the non-profit colors, logo, contact info, etc.
- Upload images (Logo and any company graphics provided by NP).
- Upload up to 3 databases from Excel spreadsheet (client provided). The database can be segmented for different mailings (e.g. donors, supporters, Board of Directors) and a contact can be in multiple lists. The database must comply with anti-spam rules.
- Run tests of templates revise and run 2nd test.
- Create auto response copy for subscriber signup, email forwarding and database change processes; and HTML code for website subscribe button. Client is responsible for putting subscribe button and links on their website.

* Services beyond those listed above - \$68/hour.

2. Production includes:

- Writing, editing/rewriting or proofreading copy.
- Adding graphics, pictures, links, etc.
- Test email, revise, retest.

The monthly contract fee depends on the amount of content and whether it's to be written, is already written and needs editing (with revisions) or just needs proofreading. Other factors: use of archive feature; help with headlines and subject lines; number of graphics, links and other non-static information that is to be included.

Based on content decisions and other variables, a fixed monthly fee can be established to include donor request letters and/or newsletters. A per-email cost can be arranged if the delivery of emails is variable (i.e. not a monthly scheduled event). The following estimated monthly fees are based on one newsletter per month plus quarterly donation request letters.

- Low end: \$200-\$350; all copy and graphics provided by NP; TWTI will proofread, insert in template, test and revise as needed.
- Mid-range: \$350-\$500; rough draft and graphics provided by NP; TWTI will rewrite, review/revise; assist with other content; proof, insert, test and revise as needed.
- High-end: \$500-\$750; Topic only provided by NP; TWTI will research and write article; assist with other content; proof, insert, test and revise as needed.

NOTE: there's a separate direct charge from Constant Contact (see chart below).

3. Delivery (launch emails)

Once an email is proofed and ready to be sent, the database lists (to be sent to) are assigned and the send is scheduled (immediate or based on date and time). The sending of an email is included in the production costs above.

Tracking statistics provided for number sent, opened, bounced, forward, and links clicked. The database is automatically updated for new subscribers and opt-outs (unsubscribe).

Additional Notes

- If NP client chooses to perform any of these functions, training can be provided at regular hourly rates. Minimum monthly fee of \$175 applies for proofing and general phone/email support. An additional hourly fee may apply depending on level of training and support required.
- Additional services requested by client and provided by TWTI are invoiced monthly at \$68/hour. Such services may include:
 - ▶ Database maintenance including additional lists beyond the 3 included in setup.
 - ▶ Document formatting and use of archive feature for linking to "rest of the article".
 - ▶ Additional image search and acquisition.
 - ▶ Delivery statistics analysis or report creation.
 - ▶ Building new template format.
 - ▶ Other services not defined above.

Constant Contact Costs:

TWTI uses Constant Contact, the leading online email marketing software company to host e-newsletters, other email and survey marketing and related databases. The software and hosting fee paid to Constant Contact varies according to the size of the database (i.e. number of email contacts). Other optional fees noted below may also apply. These fees are paid directly to Constant Contact through secure credit card processing on the client's private account. A 60-day free (limited use) trial is available.

The fees are as follows:

Email Contacts	Monthly	Prepay 6 mos.	Prepay 12 mos.
0 - 500	\$15.00	\$81.00	\$153.00
501 - 2,500	\$30.00	\$162.00	\$306.00
2,501 - 5,000	\$50.00	\$270.00	\$510.00

If you have more than 5,000 email contacts, please discuss this situation with TWTI.

NOTE: Non-profits get 20% off by prepaying for 6 months and a 30% discount by prepaying for a year.

The following optional features are recommended.

Premier Images option:

\$5/month; prepay 6 mos. \$27; prepay 12 mos. \$51. Base account only allows 5 images to be downloaded to your Constant Contact account. This feature allows an almost unlimited number of downloaded images, plus access to a gallery of Constant Contact images. You can also link to image URL's (the images website address).

Archive option:

\$5/month; prepay 6 mos. \$27; prepay 12 mos. \$51. This option is needed for linking to article content and archiving past emails if a website is not available.