

Giving Day 2024

Email Toolkit

Giving Day 2024 is just around the corner and it's time to start building your email campaigns! In this toolkit, you will find helpful tips and tricks to boost engagement for marketing your individual campaigns.

WHAT MAKES A GOOD SUBJECT LINE?

Put time into developing a short and punchy subject line that grabs your readers attention! Oftentimes, it is the subject line that gets your reader's to take the VERY IMPORTANT step of opening your email!

TIPS TO CONSIDER:

- **Keep it short and sweet.** Subject lines with 21-40 characters tend to see higher open rates (Omnisend). Keeping it short will also ensure your audience can read your subject line on multiple devices.
- **Make it personal.** People are 22% more likely to read emails when their name is in the subject line.
- **Include key details.** Make the most of your subject line by putting key details at the front of the sentence.
- **Include an element of time.** Countdowns and dates create a sense of urgency with your readers, leading to higher open rates.
- **Proceed with caution when...** using emojis. Even the simple emojis do not translate consistently across email domains (Gmail, Yahoo, Hotmail, etc.). Your smiley face might be a square in some inboxes.
- **Don't forget to fill in your preheader.** This is the brief text that you see after the sender information and the subject line when you're looking at an email in your inbox. [Read more](#) about how preheaders impact open rates.

SUGGESTIONS:

- John, the countdown is on!
- 24 hours only, Oct 23-24!
- Sarah, will you be there?
- The power of ten is here!
- Oct. 23-24, you can make a difference!

Give your subject line a test at

<https://www.omnisend.com/subject-line-tester/>

WHEN IS A GOOD TIME TO SEND?

Timing is everything, especially when it comes to email! Identifying times when your readers are likely to be the most engaged in email is key to boosting click-through rates.

Research suggests the following send times to help boost engagement:

Days of the week: Emails sent Tuesday-Thursday tend to see higher engagement rates.

Time of day: 10 a.m. and between 3 p.m. and 4 p.m. tend to see higher engagement rates. Avoid sending emails outside of business hours.

WHAT SHOULD I CONSIDER WHEN CRAFTING MY MESSAGE?

- **Be simple, concise, and to the point** when it comes to writing your email content. Try to keep your email copy between 50-200 words.
- **Make your call to action clear.** Place it near the top of your email so that your readers know what is being asked of them right away.
- **Use photos to help engage your reader.** Using high resolution photos along with text helps your reader engage with your message on a more personalized level.

“Roughly 46 percent of all emails are now opened on mobile devices. Mobile users tend to have smaller screens and less interest in reading, so shorter, more concise emails are better. Desktop recipients can afford more time, so longer emails can be better.” (emailanalytics.com)



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WHAT MESSAGE SHOULD I SEND?

SAMPLE EMAILS:

Dear Friends,

I'm writing to thank you for all your amazing support through the years and to let you know of an exciting opportunity that's coming up. On our tenth Giving Day, I would like to invite you to join us in celebration and support of the departments and programs you love!

Oct. 23-24, noon to noon, is UW Giving Day, an annual celebration of philanthropy at the University of Wyoming. This year's theme is the Power of 10. The #UWGivingDay website (uwyo.edu/givingday) will go live at noon, Oct. 23, and go dark at noon, Oct. 24. All gifts between those times are counted towards the giving day total. The event will take place online and across social media, and there are matching and challenge funds available for donors to double their impact.

I would like to ask you to consider supporting our department on Oct. 23-24. Know that gifts of any size make an important impact, and we couldn't do it without you! Don't hesitate to email or call if you have questions.

P.S. If you can do 10 things to support the areas at UW you love or invite 10 friends to give gifts— even of just \$1—it will have a big impact!

Dear Friends,

Can you believe that UW is celebrating its tenth Giving Day? Its theme is the Power of 10, and by joining the effort you join tens of others who are supporting today's students and tomorrow's leaders. Tomorrow is the day, and we are going big!

As you know, UW Giving Day is an annual celebration of philanthropy—this year it's noon to noon, Oct. 23-24. Starting tomorrow, you can click over to uwyo.edu/givingday to make a difference!

From the bottom of our hearts, thank you!

P.S. Your efforts, no matter how big, will join others to have a tenfold impact.

Dear Friends,

Today's the day! After the noon kickoff of UW's tenth Giving Day, please consider clicking over to uwyo.edu/givingday to support the department. The Power of 10—you joining tens of others—ensures that your gift has a big impact. No gift is too small, and your support makes a huge difference to departmental priorities and today's students. Don't hesitate to email or call if you have questions, or you can contact X, our gift officer, at X or (307) 766-X.

P.S. Today's the day! You have the power to change the future!

To request a recipient data list, please complete this [form](#) facilitated through the UW Foundation's Information Services.

*Please submit your request at least two weeks prior to the date you wish to send your email.

For email specific questions, please contact:

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