

Email Design Lookbook – Associations & Non-Profits

a collection of great emails from great organizations

Introduction

An inbox is a crowded place these days. Besides the general noise and deals, subscribers are inundated with asks of all kinds from brands.

Associations and Non-Profits have an even bigger task at gaining the subscriber's attention and conversion, so a solid strategy coupled with high performing creative is essential.

Here are ten examples of association/non-profit emails that we love at iPost.

Enjoy.

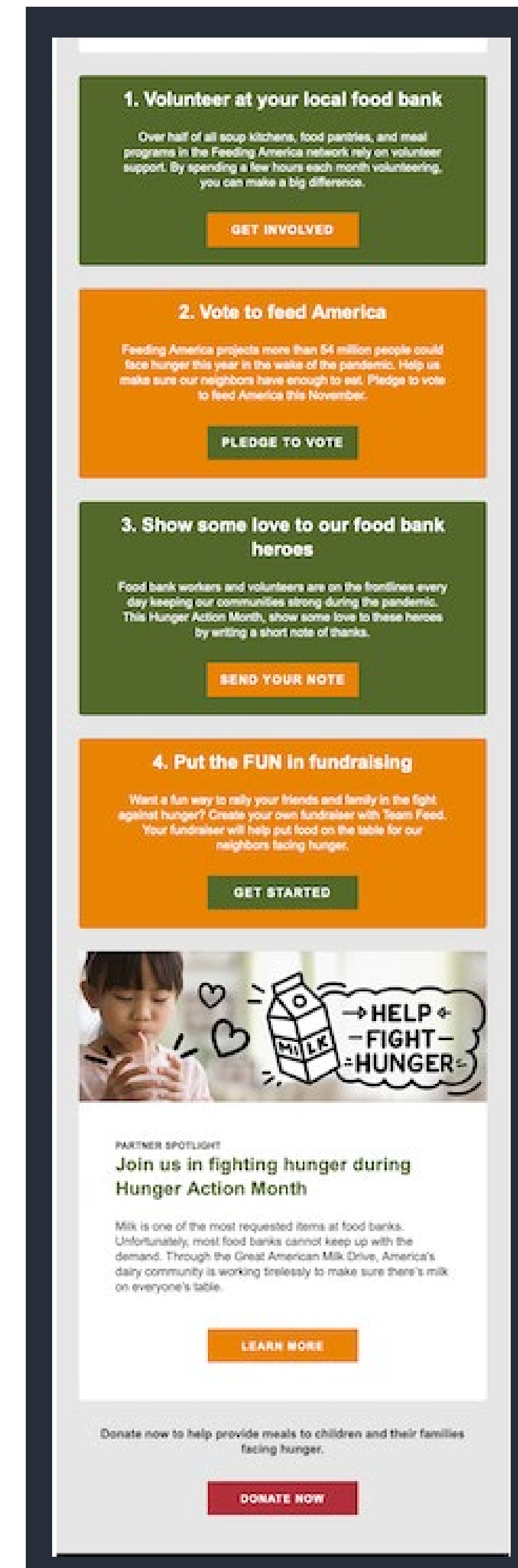
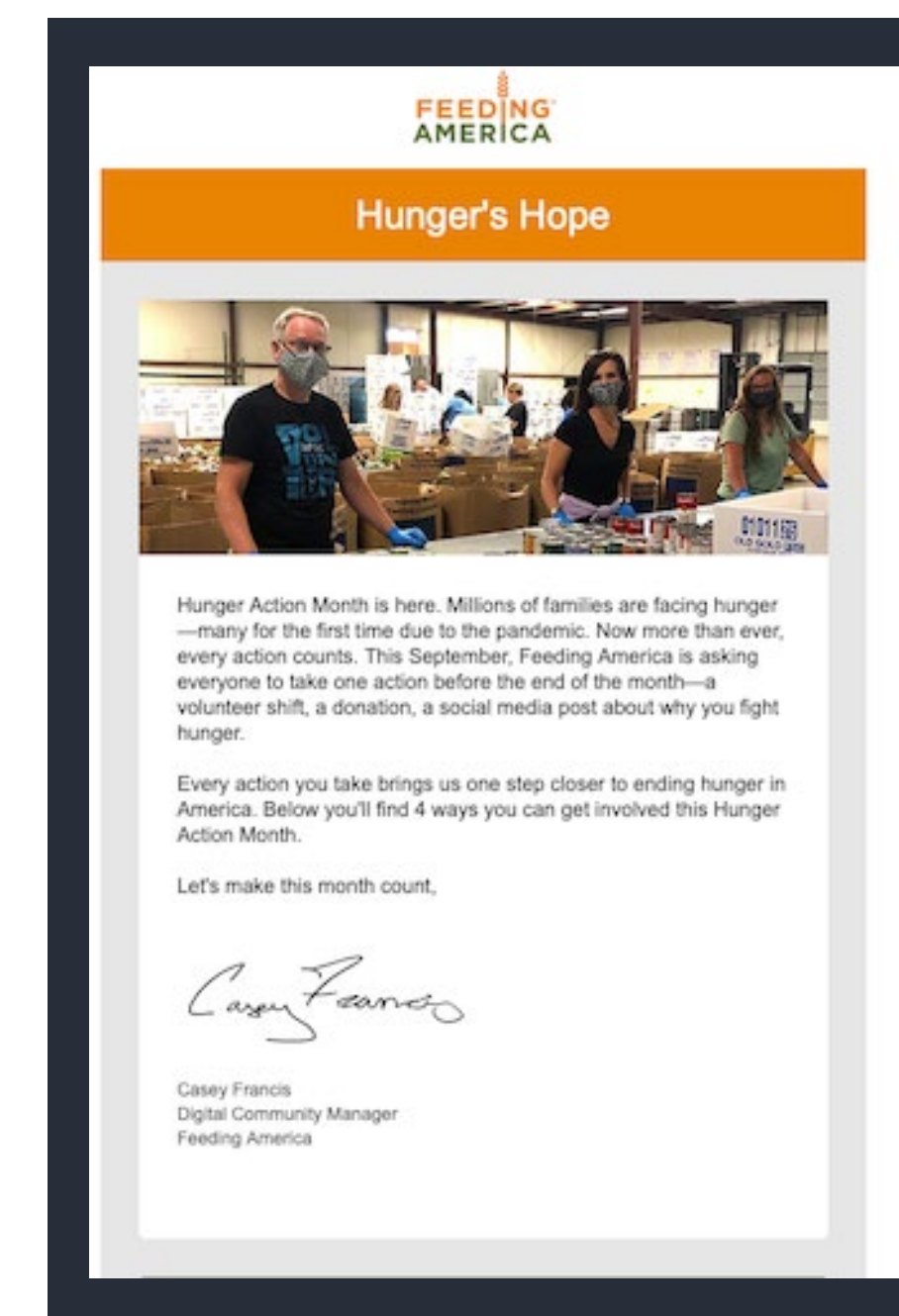
Take Action Email

FeedingAmerica

In America, 1 in 9 people struggle with hunger. The Feeding America network is the nations' largest domestic hunger-relief organization. When the Hunger Action Month arrived in our inbox, we immediately noticed their direct and very visual call-to-action in the email. The visual separation of each module, coupled with each CTA button's unique copy, was a unique and appealing way to articulate to the subscriber what they do next.

Best Practices Tip

Simplicity in your calls to action and clear separation allows readers to look at them differently and pick the activity based on what they are comfortable with. The copy and imagery inside the message carried a humanized tone that tends to perform within the association/non-profit vertical. Any time you can avoid stock photography and show your brand via your photos, it builds credibility.



[Donate Now](#)

WEEKLY NEWS

Featured patient story

Let's cure
childhood cancer.
Together.



Meet St. Jude patient Riku

After 4-year-old Riku was diagnosed with medulloblastoma, a type of brain cancer, his doctors determined he would need a ten-hour surgery to remove the brain tumor, chemotherapy and radiation therapy. Since St. Jude is home to the world's first proton beam therapy center dedicated solely to children — his doctors knew just where to send him. [Read his story.](#)

Inside St. Jude



St. Jude in one word

Donors often use 'hope' to describe St. Jude, but accomplished doctor and researcher offers another powerfully descriptive word. [Read more from ALSAC CEO Rick Shadyac.](#)



It takes a village

See how one community came together for a family whose teenage son, Warner, was undergoing chemotherapy at St. Jude. [Read more.](#)



Celebrating National Hispanic Heritage Month

St. Jude spotlights the contribution of Hispanic employees and graduate students who bring their talent and expertise to further the lifesaving mission of St. Jude. [Meet them now.](#)

Ways to get involved



Make a PAWSitive difference

Huckieberry and Puggle here — we are the official canine staff at St. Jude. Our tails are wagging hoping you will join us this year for PAWS for St. Jude. Grab your leash and [register today.](#)

Weekly Newsletter

St. Jude Children's Research Hospital

St. Jude Children's Research Hospital was founded over 58 years ago and focused on treating the most challenging childhood cancers and pediatric diseases at no cost to patients and families. Their weekly newsletter updates and educates subscribers on essential topics and inside happenings at St. Jude. The humanized copy of Riku and the story-based approach to the rest of the newsletter are a new and compelling messaging strategy to engage each subscriber.

Best Practices Tip

Associations and non-profits have amazing stories to tell, and email is the perfect place to do it. Messaging strategies that center around kindness, empathy, realism, benevolence, and humanization of the copy can reap long-tail rewards. Subscribers need to see a different side of your organization, so it's ok to show people the beauty rather than the business side.

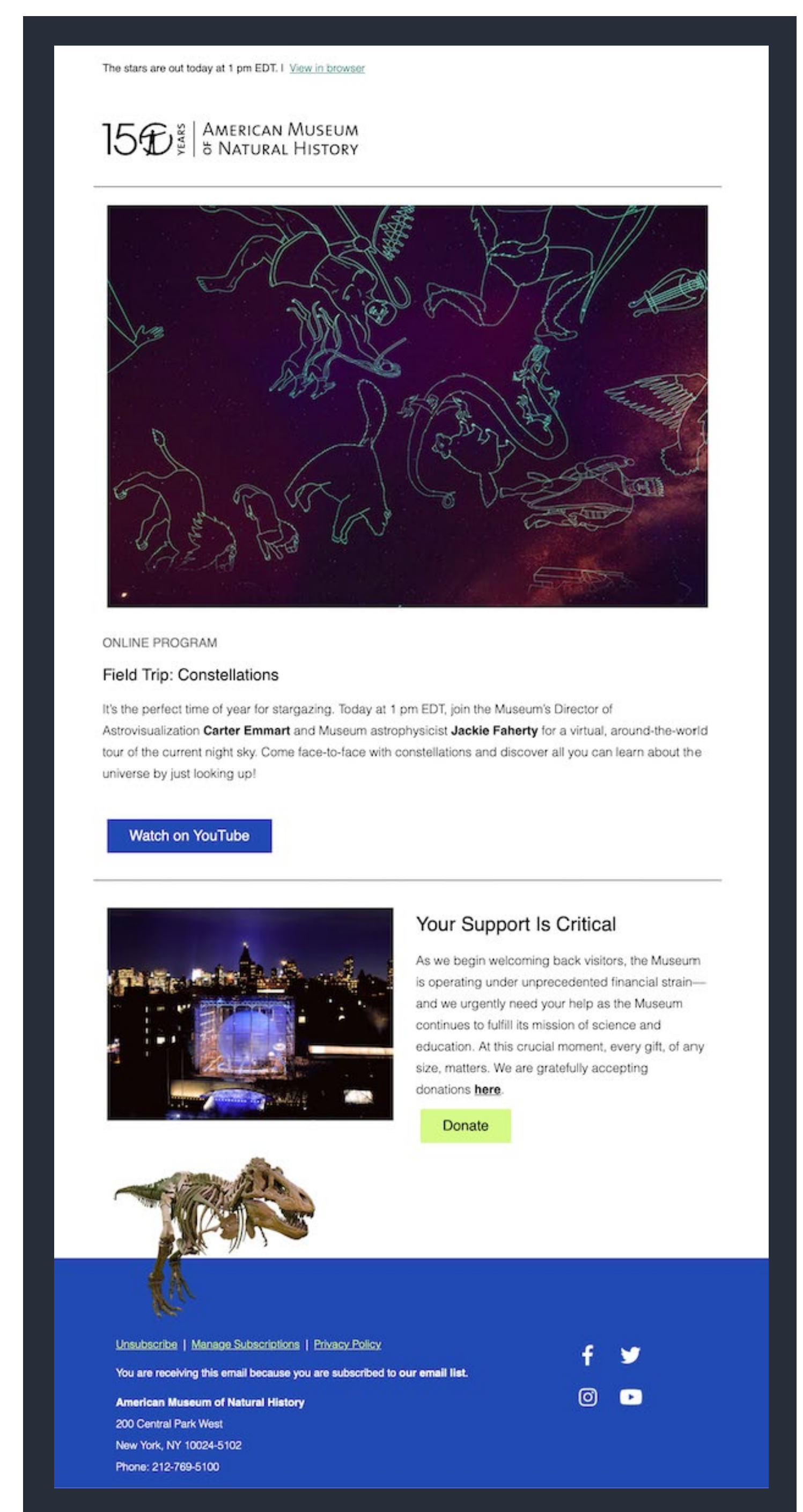
Virtual Event Email

American Museum of Natural History

The American Museum of Natural History has been in existence for over 151 years. It is one of the world's largest natural history museums globally, with over 26 interconnected buildings that house over 45 permanent exhibit halls. Covid-19 has put tremendous financial pressure on many organizations, but the ingenuity behind this email is something that all companies should embrace.

Best Practices Tip

Aligning the value proposition of your organization, both internally and externally, is critical to achieving relevancy. While all companies struggle during the pandemic, offering value to people over your primary value proposition of getting donations is essential to maintain trust. Offering an equal value exchange like this email from AMNH gives greater context to your brand promise, which might increase the likelihood of larger donations and sharing.



Survey Follow-Up

World Wildlife Fund

Founded in 1961, the World Wildlife Fund works in wilderness preservation and the reduction of human impact on the environment. At iPost and in our email accounts, our inboxes are flooded with survey requests and reminders. This email is a great way to remind people via personalization that we are not accustomed to it. The email has a great set-up and personalized way of asking a favor rather than the clinical/impersonal way most survey reminders tend to be.

Best Practices Tip

Surveys are a great way to learn about your subscriber audience, and people often love to give their opinion. Survey and survey reminder emails should explain the purpose of what you are looking to achieve in a way where everyone understands the impact of having a voice. While some surveys give incentives, many non-profit or associations do not have the budget to do so. This makes the email and the message all that more important. Create survey messages with the subscriber in mind and speak with them rather than test variants for greater engagement.



Andrew, you are at the heart of WWF's work to help protect nature. During this difficult time, I hope you have found ways to let nature help you.

Since you are such a dedicated supporter, we want to hear what you think.

We haven't heard from you yet. **Are you inspired by nature?**

Yes

No

If you have a minute, [please take our five-question survey](#)—let us know about how nature inspires you. We would love to hear from you.

Thank you for being part of WWF's community, Andrew.



All my best,

Jessica Sotelo
Senior Director, Membership
World Wildlife Fund

Subscriber Involvement – Voting Email




ASPCA

ASPCA (The American Society for the Prevention of Cruelty to Animals) was established in 1866 and was the first in North America. They are privately funded and have over 2 million supporters across the country.

When this email landed in our inbox asking us to vote on the calendar cover image, we couldn't help but think that this method to involve your subscriber base was brilliant. The vote count progress bars are a nice touch to show participation while encouraging recipients to engage.

Best Practices Tip


User-generated content (UGC) and UGC promotion is a great way to keep your subscriber base engaged in a fun and interactive way. Having the progress bars encourages users in a non-guilty way to participate and share the email and its content with others. Subscribers want to feel more connection and involvement beyond contributions to brands these days, so asking them to participate in something is an excellent way to feel as if their voice is heard. The humanization of content is extremely important in the long term success of programs like this one.



Help Choose Our Calendar Cover Photo

Cast Your Vote!

We need your help putting the final touches on the 2021 ASPCA Special Edition Calendar! Below you'll find four incredible images and animals from across the ASPCA that we've narrowed down as our final nominees for the calendar cover. Please cast your vote for your favorite image today!




Trevor & Tate

VOTE

58% (22826 votes)

Trevor and Tate are just two of the thousands of kittens that come to the ASPCA Kitten Nursery each year in need of care until they were old and strong enough to find loving homes.




Mini

VOTE

22% (13013 votes)

This mini horse was one of 10 to be transported by the ASPCA to Oklahoma to find loving homes. Though the ponies were unsure of people when they arrived, they blossomed with lots of TLC and help from our rescue partner, Nexus.

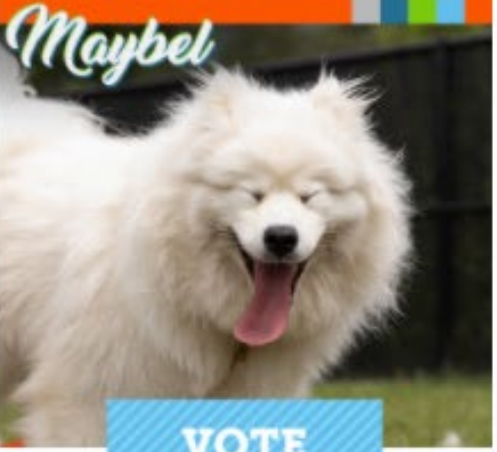


Madix

VOTE

19% (11330 votes)

We met Madix, and snapped this pic, when our National Field Response team was responding to Hurricane Dorian. Madix's pet parent was volunteering alongside us through another organization.



Maybel

VOTE

21% (12475 votes)

Maybel was one of nearly 160 Samoyed dogs rescued from a puppy mill in Iowa. With specialized care at the ASPCA Behavioral Rehabilitation Center, Maybel made a remarkable transformation from a severely fearful puppy mill victim, to a beloved pet.

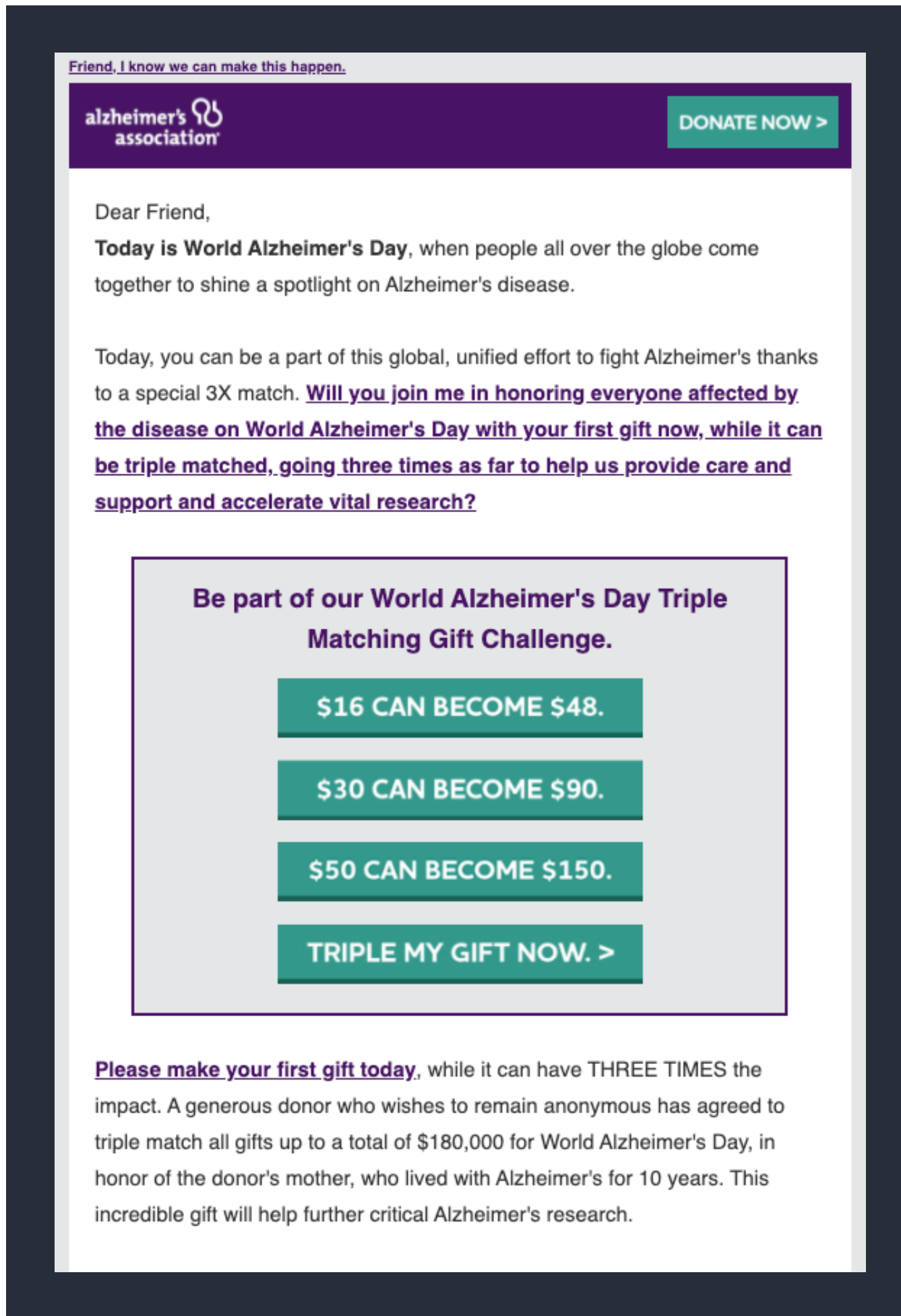
Donation Email

Alzheimer's Association

The Alzheimer's Association was founded in 1980 to unite caregivers and provide support to those facing Alzheimer's and advance research into the disease. Associations rely on generous donations, and email marketing is a great way to reach out and show people the value that donations bring to the organizations. This email is timely and highlights the importance of donating because of the generosity of the matching gift. The visual impact of each donation is compelling and gives the recipient the impression of genuinely making a difference.

Best Practices Tip

People do read emails, especially if there is an emotional tie to the call-to-action. It would be best if you never were hesitant to use the copy as a way to draw attention to something as impactful as asking for donations. People are visual, so illustrating the impact that a donation has is powerful and compelling in the CTA buttons. Lastly, being realistic with donation amounts and transparency around the primary CTA matching aspect increases authenticity.




Personalization Email

International Rescue Committee

The International Rescue Committee (IRC) is a global humanitarian aid, relief, and development nongovernmental organization. Founded in 1933, the IRC provides emergency aid and long-term assistance to refugees and those displaced by war, persecution, or natural disasters. The email we received has first name personalization not only in the greeting but throughout the email. While subtle in nature, emails that can read like personal letters, rather than a mass email will encourage recipients to engage longer and participate in the calls-to-action.

Best Practices Tip

Personalization in any form and at any scale should be used inside your email program assuming that you understand the levels of effort and long term return. Use the data you have to enrich your organization's experience, but always know that each subscriber has their limit. The use of analytics and insights to determine personalization success is as equally important as to the data you have on each subscriber.



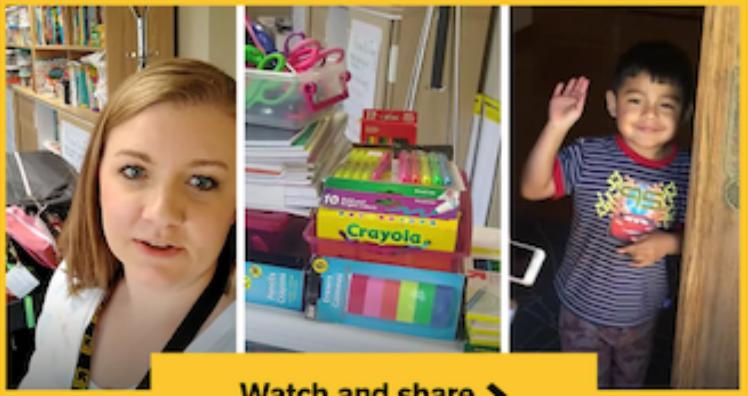
Andrew,

Like countless children across the country, refugee students are also getting ready to go back to school — not in classrooms, but in living rooms, kitchens, and bedrooms nationwide. And for many of them, it will be their first school year in the U.S.

While school is going to look a lot different this year, one thing will remain the same: Our commitment to refugee children and their families.

Andrew, I know you, a dedicated member of our IRC community, are right there with us, supporting refugees during this pandemic.

That's why I wanted to share this uplifting 1-minute video with you. I hope it will make you smile.



Watch and share >

Despite what is happening in the world today, and all that they've endured, the students in this video feel hopeful about the year ahead. We do too, Andrew, because we have you by our side helping to tackle the challenges refugee families are facing right now.

As you'll learn more about in the video, IRC teams have launched an unprecedented effort to keep kids engaged with their education during the pandemic. In Seattle, teams are **delivering remote learning kits** to families which include everything from crayons and notebooks to software.

And IRC tutors have continued **serving refugee students in our Ready to Read after-school program through virtual tutoring**, assigning reading-level appropriate books which are available online or in printed form for families without access to a computer or the internet.

These efforts, made possible by generous supporters like you, ensure students feel a sense of connection to their community and don't fall further behind.

WATCH AND SHARE »

We need as many supporters as possible to stand with refugee students during this challenging back-to-school season, and today it will take just 1 minute of your time to watch this video and share it with your friends. »

Thank you so much for showing your support for refugee students during this back-to-school season and throughout the year.

Andrea Kost
Senior Officer of Digital Stewardship
International Rescue Committee

Icons vs. Images

American Stroke Association

The American Stroke Association was founded in 1998 as a division of the American Heart Association. Stroke is the number 2 cause of death worldwide; the American Stroke Association teams with millions of volunteers to prevent, treat, and beat stroke by funding research and more robust public health policies. This email highlights the effective use of icons over imagery to impact and draw the reader's attention to the powerful copy. The copy on the call-to-action buttons is unique and complements the central message of each section.

Best Practices Tip

The use of icons over images can profoundly impact engagement in the email, which can be especially true if organizations consistently use stock photography. Associations and non-profits need to experiment, making a point without showing imagery, mostly when the icon can easily parallel the message. The use of icons also allows those that design your email to use their creative freedom and talents to showcase the brand via modern badging.



LEARN ABOUT LIFE AFTER STROKE

If you or a loved one has had a stroke, you may wonder about the path forward. There is life - and hope - after a stroke. Rehabilitation can help build your strength, capability and confidence. Use our Life After Stroke guide to help understand the effects of stroke and how to maximize rehabilitation and recovery.

PERSEVERE



LET'S ACHIEVE REHAB VICTORIES TOGETHER

Stroke can be beatable. Rehabilitation is key! We want to help you achieve and celebrate all the small victories along your way to recovery. While stroke recovery can seem overwhelming, rehab can help you regain your strength, your courage and your independence. Our tools and resources can help.

MOVE FORWARD



SHARE THESE SPANISH RESOURCES

It's Hispanic Heritage Month (Sept. 15 - Oct. 15), but we've got resources in Spanish to help you prevent, treat and beat stroke all year long. Celebrate health by learning the basics about stroke, including warning signs, stroke in children, treatment, risk and prevention. You may just save a life!

FIND NOW



HELPING PATIENTS SAFELY RECOVER FROM STROKE

Up to 70% of stroke patients fall within the first six months of discharge. Residual deficits from a stroke can include reduced mobility, cognitive impairment and emotional change, leading to a variety of comorbidities. Learn more about these and other possible effects - and what you can do about them.

LEARN MORE

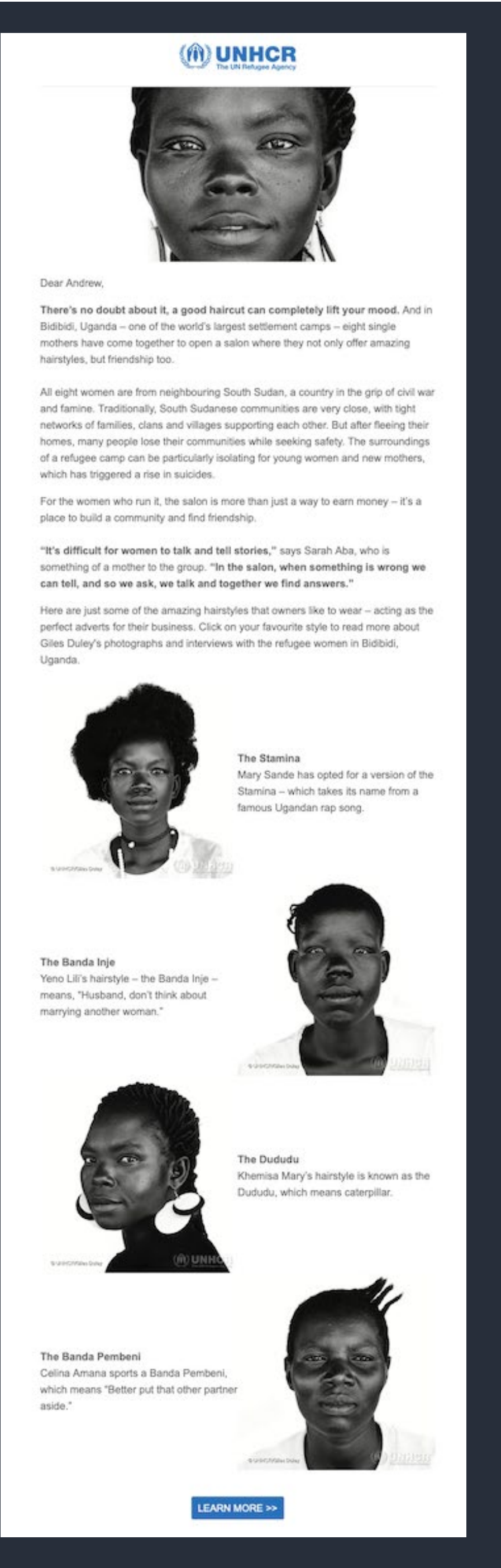
Humanization & Education

The UN Refugee Agency

Since 1950, The UN Refugee Agency, a global organization, has been dedicated to saving lives, protecting rights, and building a better future for refugees, forcibly displaced communities, and stateless people. The email that you see combines education and humanization around the organization's mission and integrity. This email tells a story and adds the element of connectedness to the cause they serve.

Best Practices Tip

Authenticity and humanization in email marketing are hard to come by these days. In 2021 and beyond, be prepared to share your organization's side that has never been shown in the past because the subscriber craves legitimacy in their inbox. The ability to blend education with storytelling and genuineness inside your email will only increase your downstream engagement chances.





Every day. Every hour. Every minute, someone somewhere in the United States gets help from the Red Cross.

Thank you for being a part of our team!

Andrew, we think you're amazing. Your support powers our mission to help families rebuild their lives in the wake of a disaster; train communities in first aid and CPR; provide pediatric cancer patients with lifesaving blood; work with our nation's military families; and much more.

Thanks to our generous volunteers and subscribers, like you, here are some ways we're able to serve our communities with honor, gratitude and love:



The generosity of our donors. The power of our volunteers.

The American Red Cross responds to an emergency every 8 minutes. From home fires to multi-state natural disasters, we go wherever we're needed, so people can have clean water, safe shelter and hot meals when they need them most. Our volunteers and supporters like you, make this possible. [Check out volunteer opportunities in your area.](#)



From the moment they sign up.

For over 130 years, the American Red Cross has served **our nation's military**. In the midst of emergency situations, we connect military families and provide support to our wounded warriors in hospitals around the country. Ours is a lifetime commitment to service members and their families.



The power to heal.

The American Red Cross is **the nation's largest blood collection organization**—about 40% of the blood supply in the U.S.! This endeavor is fueled entirely by volunteer donors who contribute blood, plasma and platelets in an effort to help save lives around the country. Learn more about how you can help save lives and schedule your blood donation appointment through our [website](#), our [Blood Donor App](#), or by calling **1-800-RED CROSS**.



Education for all.

Want to learn to save a life? School is always in session at the American Red Cross! We teach lifeguarding skills, babysitting, CPR, first aid and so much more. While our focus is on people of all ages, we don't forget about our furry friends. If you want to learn how to save your pet's life in case of emergency, we've got an online course for that too. [Check out our current list of classes.](#)

Welcome Email

American Red Cross

In 1881, the American Red Cross was formed to help provide emergency assistance, disaster relief, and disaster preparedness education. The first email is often the most critical because of the high engagement rates and its influence on the program in the future. This welcome email has a perfect blend of information and authenticity about the American Red Cross and its mission.

Best Practices Tip

Welcome emails should set the tone, educate, genuinely welcome, and create the expectations on what is to come. Organizations with a lot to convey can split the email into a series, but the first touch has to count. Invest your resources to ensure that this first touch is consistently being optimized year after year.

iPost is built for marketers by marketers.

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