

Diagnostic: Email Appeals

Read each of the following statements and rate your program according to the scale below. Don't spend too much time thinking about each statement; your first instinct is usually the best one. If you're not certain, make your best guess or go with your gut instinct. If you don't think it applies, or if you feel neutral about it, rate it as 3.

Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly disagree = 1

1	Email is a core aspect of our annual giving strategy and is frequently used to solicit donations, acknowledge gifts, or communicate the impact of support.	
2	Our team has access to email expertise either within or outside of our organization.	
3	Email campaigns are planned and deployed by the appropriate staff/departments in order to best support annual giving efforts.	
4	Email campaigns have clear and realistic goals.	
5	There is sufficient technology in place to support our email efforts.	
6	More than half of the records in our database have active solicitable email addresses and there are systems in place to research and maintain good emails on all constituents.	
7	There is a documented calendar of email appeals that is updated regularly and shared with relevant staff and volunteers throughout the year.	
8	Email campaigns are well-coordinated with other solicitation and communication channels (e.g., direct mail, phone, social media, personal outreach).	
9	Detailed production schedules outlining key steps in the production process are used to manage all email campaigns.	
10	Email campaigns are segmented and personalized based on giving history, constituency, and special interest.	
11	Email subject lines are carefully developed and are usually compelling and relevant.	
12	Email senders are carefully selected and relevant to each audience segment.	
13	The visual design of emails is high in quality and consistent with institutional branding.	
14	Written email content is high in quality, well-structured, clear, and concise.	
15	Email appeals include a compelling case for support and a clear ask.	
16	Links to online giving forms are included in all email appeals and are easy to find.	
17	Email campaigns are kept fresh/current and include a variety of designs and messages.	

Diagnostic: Email Appeals (con't)

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| 18 | Email results are carefully analyzed and shared regularly. | |
| 19 | Tests are conducted regularly and results are used to inform future email strategies. | |
| 20 | Peer networks play an important role in helping our team stay on top of best practices in email marketing. | |

Total: _____