
MailPoet & Fundraising & Subscribers & You.

*Lauren Irizarry, assistant director of digital communication
UF Health Office of Development*

- 1** How UF Health Development uses MailPoet
- 2** Fundraising Campaign Integration
- 3** Helpful Tips

UF Health Development + MailPoet



About **80** percent of
our emails are
newsletters.

Newsletters

52 newsletters

Nine audience segments

Five publications

Solicitations

The logo features the words "DANCE MARATHON" in large, white, outlined, sans-serif capital letters. The word "DANCE" is on the top line and "MARATHON" is on the bottom line. The letters are set against a white rectangular background. To the left and right of this white box are orange rectangular blocks. The word "UNIVERSITY" is partially visible in teal, outlined letters behind the white box. Below the white box, the words "AT THE UNIVERSITY OF FLORIDA" are written in white, solid, sans-serif capital letters.

**DANCE
MARATHON**
AT THE UNIVERSITY OF FLORIDA

Miscellaneous

College of Medicine
scholarship surveys

Lapsed donor campaigns

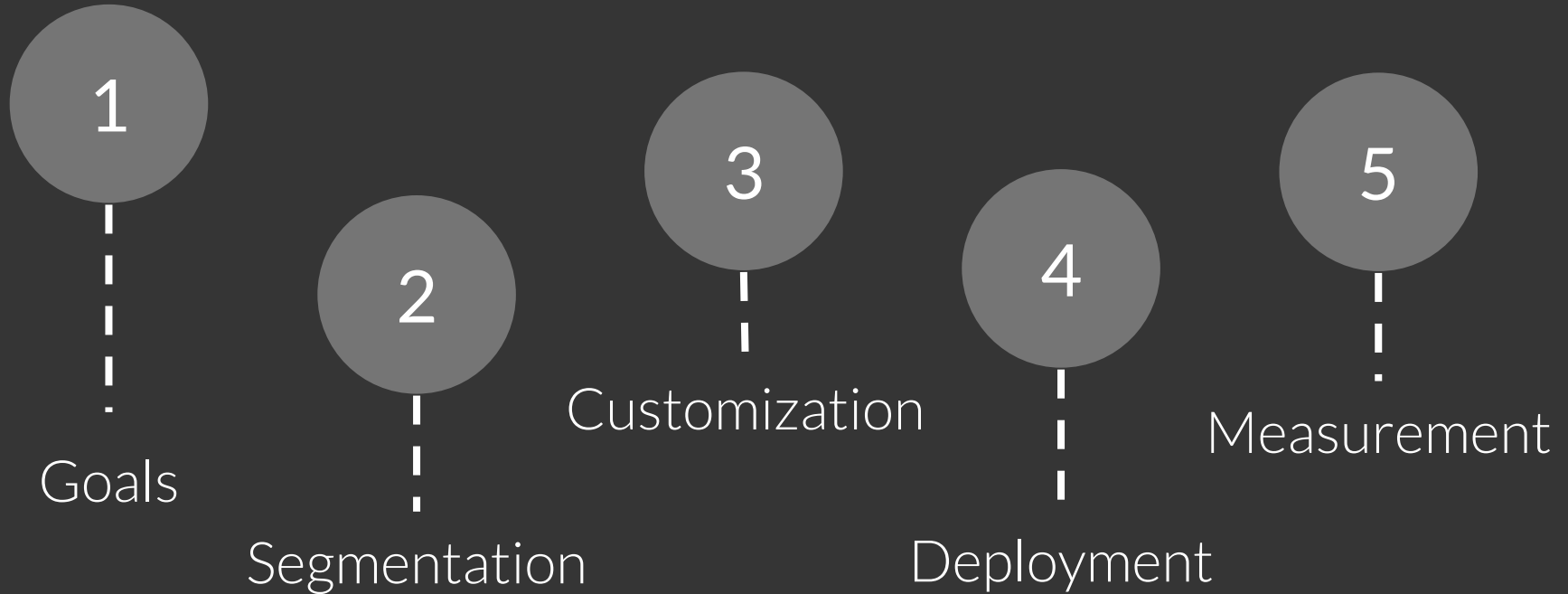
Event reminders

Fundraising Campaign Integration

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A Process



Help me celebrate Doctors' Day	Sent to 3967 out of 3967	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_Grateful Patients Q4F17
Help me celebrate Doctors' Day	Sent to 3692 out of 3692	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_Grateful Patients Q3F18
Help me celebrate Doctors' Day	Sent to 3474 out of 3474	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_Grateful Patients Q2F18
Help me celebrate Doctors' Day	Sent to 2782 out of 2782	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_Grateful Patients Q1F18
Help me celebrate Doctors' Day	Sent to 84 out of 84	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_DM Referrals
Help me celebrate Doctors' Day	Sent to 15065 out of 15065	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_Patients 1 Year Out
Help me celebrate Doctors' Day	Sent to 705 out of 705	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_UFHAG




Segmentation

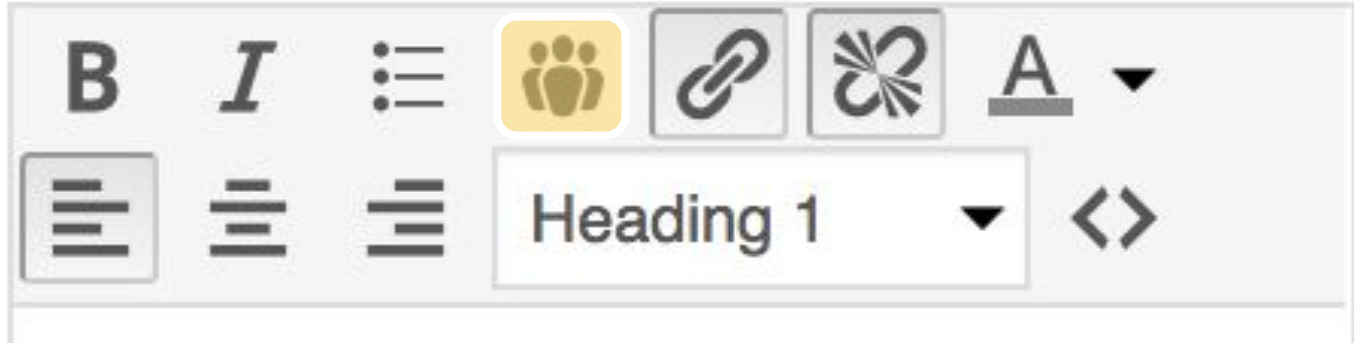
Using merge tags

3

Customization

Lauren, please join us again for Raising Hope at Work

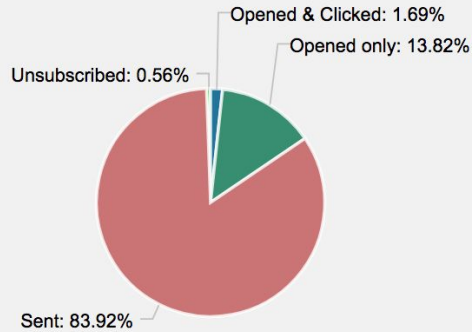
 **Raising Hope at Work <no-reply@ahc.ufl.edu>**
Irizarry, Lauren L.
Thursday, April 26, 2018 at 12:10 AM
[Show](#)



organization and your willingness to contribute to our employee campaign is deeply appreciated.

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Stats : If you could tell your doctor one thing...


[View](#)
[Duplicate](#)

Google Analytics	DD18
Sent on	March 1, 2018, 6:31 pm
Lists	TEST_Lauren Irizarry, AG_FY18 Doctors' Day_UFHAG
From	Parker Gibbs, M.D., UF Health Shands Chief Medical Officer <no-reply@ufhealth.org>
Reply-to	Lauren Irizarry <irizel@shands.ufl.edu>
Bounce	ahc-bounce@ahc.ufl.edu

Top links

	Link	Unique clicks	Total clicks
1	http://giving.ufhealth.org/doctors-day-giving/?AppealCode=GISERA11	14 - View subscribers	48
2	Unsubscribe link	4 - View subscribers	8

 All Sent (709) | [Unsubscribe](#) (4) | [Clicked](#) (12) | [Opened](#) (98) | [Unopened](#) (595)

With this segment



1 of 8



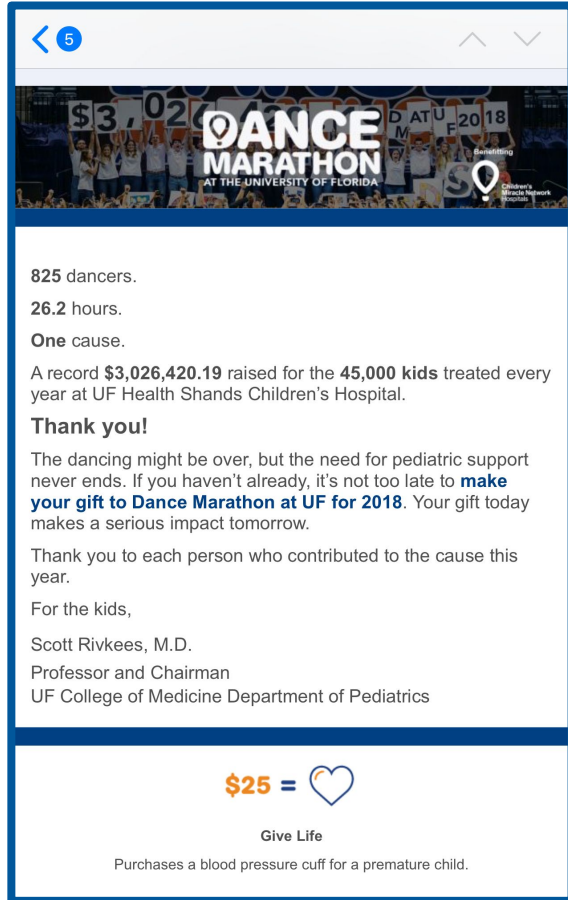
Helpful Tips

GREEN WAYS

landscapeleadership.com



Lifecycle of an E-Newsletter



Mobile First

HTML Source Editor
Good text-to-image ratio
Alt-text
Brief



Ambassador Highlight: Meet Willa

If you have a chance to talk to 10-year-old **Willa Ambrosius**, she will tell you a lot about herself. One, she wants to be a veterinarian and save all animals. Two, her favorite activities are singing in the school chorus, playing with her pets and playing 'Let's Dance' on the Nintendo Wii. Three, she was diagnosed with Polyarticular Juvenile Idiopathic Arthritis when she was 18 months old, and arthritis is not just an "old

people" disease.

[Read her story.](#)

Outside



Blank fields as spacer
Custom header images
Custom layouts

Data Management

Clean those lists
Develop standard naming conventions
Upload lists only using **need-to-know** data

Subscribers

If in doubt, don't

Subscribers **must be** opted-in

Ensure "Unsubscribe" option is enabled

Unsubscribe > marked as spam

Test like everyone's watching

Send previews early and often
View on multiple devices, browsers and readers
Test links

Write like no one's reading

Concise messaging

Clear tone

Avoid jargon

Reflect goals

Proofread

Thank you!

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352-273-9044

giving.ufhealth.org
