MailPoet & Fundraising & Subscribers & You.

Lauren Irizarry, assistant director of digital communication
UF Health Office of Development
How UF Health Development uses MailPoet

Fundraising Campaign Integration

Helpful Tips
UF Health Development + MailPoet
Newsletters

52 newsletters

Nine audience segments

Five publications

About 80 percent of our emails are newsletters.
Solicitations

Dance Marathon
At the University of Florida
Miscellaneous

College of Medicine scholarship surveys

Lapsed donor campaigns

Event reminders
Fundraising Campaign Integration
A Process

1. Goals
   - Segmentation

2. 
   - Customization

3. Deployment

4. 
   - Measurement
| 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 |
Using merge tags

Lauren, please join us again for Raising Hope at Work

organization and your willingness to contribute to our employee campaign is deeply appreciated.
Stats: If you could tell your doctor one thing...

- **Unsubscribed:** 0.56%
- **Sent:** 83.92%
- **Opened & Clicked:** 1.69%
- **Opened only:** 13.82%

**Google Analytics**
- **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**

<table>
<thead>
<tr>
<th>Link</th>
<th>Unique clicks</th>
<th>Total clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 <a href="http://giving.ufhealth.org/doctors-day-giving/">http://giving.ufhealth.org/doctors-day-giving/</a>?</td>
<td>14 - View subscribers</td>
<td>48</td>
</tr>
<tr>
<td>Unsubscribe link</td>
<td>4 - View subscribers</td>
<td>8</td>
</tr>
</tbody>
</table>

**All Sent:** (709) | **Unsubscribe:** (4) | **Clicked:** (12) | **Opened:** (98) | **Unopened:** (595)
Helpful Tips

Lifecycle of an E-Newsletter
Mobile First

HTML Source Editor

Good text-to-image ratio

Alt-text

Brief

825 dancers.
26.2 hours.

One cause.

A record $3,026,420.19 raised for the 45,000 kids treated every year at UF Health Shands Children’s Hospital.

Thank you!
The dancing might be over, but the need for pediatric support never ends. If you haven’t already, it’s not too late to make your gift to Dance Marathon at UF for 2018. Your gift today makes a serious impact tomorrow.

Thank you to each person who contributed to the cause this year.

For the kids,
Scott Rivkees, M.D.
Professor and Chairman
UF College of Medicine Department of Pediatrics

$25 = 💖

Give Life
Purchases a blood pressure cuff for a premature child.
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 Polychrateric Juvenile Idiopathic Arthritis when she was 18 months old, and arthritis is not just an “old

Read her story.
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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