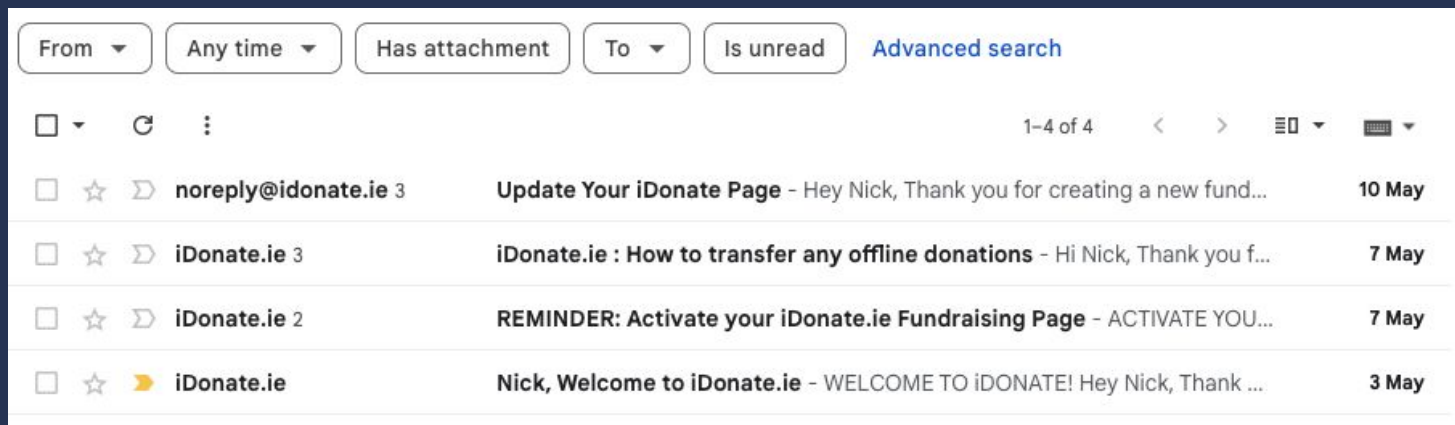


# Part 5 - Email journeys based on human connection that actually works

# Transactional platform emails



- Every fundraising platform has transaction emails. These are good as they will help increase the average raised per fundraiser.
- But they are not emails from your organization specifically about your campaign - so you will want to use **BOTH**

# Personal or branded emails?

The screenshot displays the Givepanel messaging interface. At the top, a navigation bar includes 'givepanel', 'Dashboard', 'Audience', 'Campaigns', 'Messaging', 'Reporting', and 'Integrations'. A notification bell icon with a red '1' is visible. Below the navigation, a breadcrumb trail shows 'Back to all emails journeys'. The main heading is 'Edit 100 Miles March 2024', with 'Settings' and 'Reports' buttons to the right. The interface is split into two columns. The left column lists five email journey steps, each with a title, timing, and condition. The right column offers two email style options: 'Personal' and 'Corporate', each with a list of features and a 'Create Email' button. A 'Add New Email' button is located at the bottom left of the journey list.

← [Back to all emails journeys](#)

## Edit 100 Miles March 2024

[Settings](#) [Reports](#)

- It's Almost Time! 100 Miles In March 🎉  
1 Day Before Event Start Date No Condition
- 100 Miles In March - Activate Your JustGiving Fundraiser 🎉  
3 Days Before Event Start Date If NOT Claimed JustGiving Page
- 100 Miles In March - Top Tips! 🎉❤️  
1 Day After Event Start Date If Claimed JustGiving Page
- 100 Miles In March - Top Tips! 🎉❤️  
1 Day After Event Start Date If NOT Claimed JustGiving Page
- New Email Subject  
1 Day After Registration No Condition

[Add New Email](#)

### Personal

Perfect for the more personal touch.

- ✓ No Branding
- ✓ Standard Links
- ✓ Merge Tags
- ✓ Images
- ✓ Emojis 🤗

[Create Email](#)

### Corporate

Ideal for marketing style emails

- ✓ Branded Theme
- ✓ Call to Action Buttons
- ✓ Merge Tags
- ✓ Images
- ✓ Emojis 🤗

[Create Email](#)

<https://staging.givepanel.com/messaging/journeys/list>

# Personal emails...

- Are from a real person with a real name - not from “**TeamCharity**”
- Very short and informal (how would you email a friend or your mum or dad?)
- Interactive - 2 ways - ask a question - it's also great research

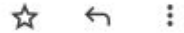
# Example

Checking in... 



**Amy Bloggs** <amy@awesomecharity.org>

09:27 (6 minutes ago)



to Nick 

Hey Nick,

Just checking in to say thanks for signing up to the Challenge and see if you have everything you need. Your t-shirt is on its way...

Any questions right now?

Thanks,

Amy

Events Fundraiser  
Awesome Charity

# Another Example

Your fundraiser link 



**Amy Blogss** <amy@awesomecharity.ie>

09:29 (0 minutes ago)



to Nick ▾

Hey Nick,

I just wanted to email you your fundraiser link so you have it on hand and can share it with friends and family to support you. Thanks a million for being part of this challenge!

Here it is: [link]

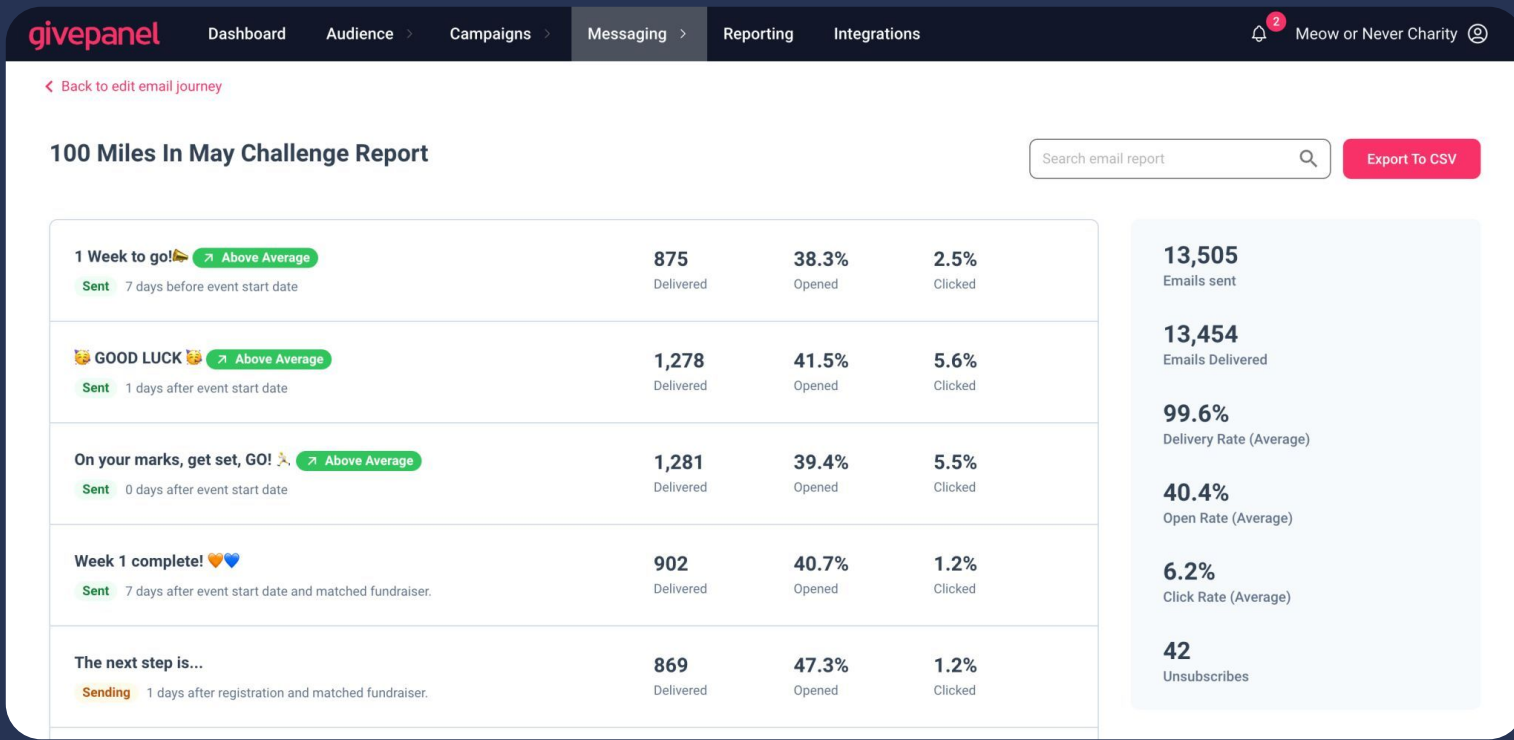
If you have any questions I'm always here, let me know!

Amy  
Events Fundraiser  
Awesome Charity

# Using GivePanel you can easily send emails based on...

- Fundraiser Created or not
- Amount raised
- Fixed or dynamic dates
- Personal or branded approach

# Measure impact with our new Email Reports





# Summary

1. You want to use both transaction platform emails AND your own email journeys from your charity
2. Use personal emails to drive deeper connection and response
3. Use more branded emails to tell a story about your organisation
4. Measure each email and see what works best!

