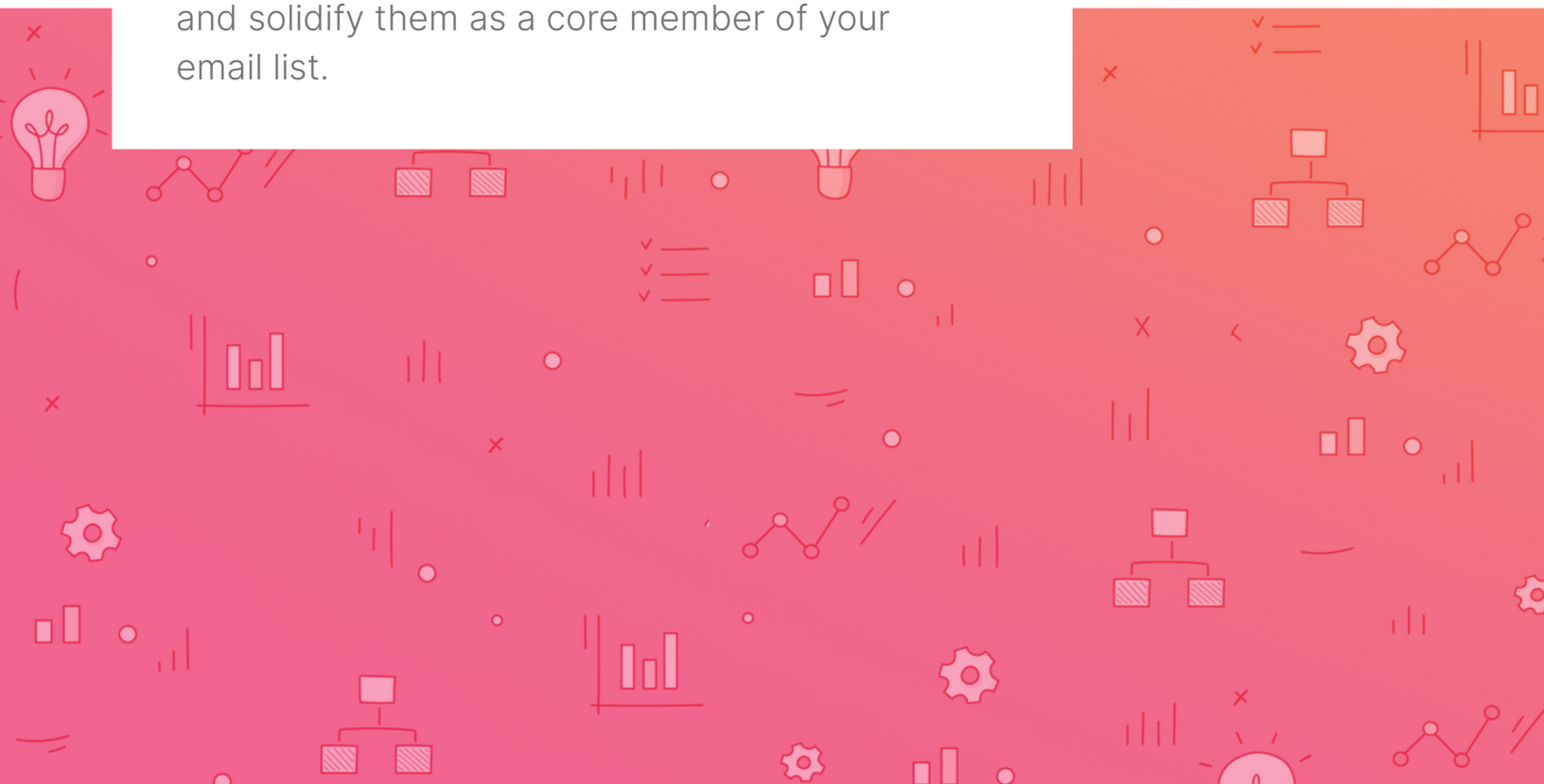




6 TIPS TO BUILD AN ENGAGING NURTURE SERIES

Tips for building a structure and nurture series for your new leads that will build excitement and solidify them as a core member of your email list.



Check out our 6 tips for building a structure and nurture series for your new leads that will build excitement and solidify them as a core member of your email list.

1. Define Your Goals

Before you start building your nurture series, it's important to define your goals. What do you want to achieve with your nurture series? Are you trying to generate donations, build relationships with supporters, or increase engagement with your organization's mission? Once you have a clear understanding of your goals, you can build a nurture series that is tailored to your organization's specific needs.

Keep in mind that the sends you include in the nurture series should be short, authentic, and actionable.

2. Segment Your Audience

Not all supporters are the same, and it's important to segment your audience based on their interests and engagement with your organization. By segmenting your audience, you can deliver personalized content that is more relevant to each group of supporters. For example, you might create a separate nurture series for volunteers, donors, and advocates. Or create a different nurture series based on the prompt that caused them to join your list.

Don't be afraid to ask for feedback from your users during the nurture series. Use the additional information you collect for further segmentation and optimizations.

3. Use a Multi-channel Approach

To generate long-term engagement, it's important to use a multi-channel approach that reaches supporters across multiple touchpoints. You might be thinking, wait! You told me I just needed to build an email series. Trust us, building engagement across channels will only help your email efforts and when they are new to your list it is the perfect time to make sure you can reach them other places! This might include email, social media, direct mail, and SMS. By using a multi-channel approach, you can deliver consistent messaging and increase the likelihood that supporters will engage with your organization.

4. Provide Value

Your nurture series should provide value to supporters by offering educational content, exclusive offers, or insights into your organization's impact. By providing value, you can build trust and strengthen relationships with supporters over time.

Don't try to accomplish too much with each email. Each email should focus on a specific topic that relates back to what the users originally signed up for. The "Call To Action" should be clear and help guide the user to take the action you want.

5. Incorporate Storytelling

Storytelling is a powerful way to engage supporters and create emotional connections with your organization's mission. Consider incorporating stories of impact, success stories of those who have been helped by your organization, or stories of volunteers who have made a difference. By incorporating storytelling, you can make your nurture series more compelling and engaging for new people.

6. Measure and Optimize

Finally, it's important to measure the success of your nurture series and optimize it over time. By tracking engagement rates, conversion rates, and other key metrics, you can identify areas for improvement and adjust your nurture series to better meet the needs of your audience.



Additional Things to Consider

- **Send Frequency** – How long will the nurture series last? What is the send cadence? Daily, every other day, weekly?
- **Send Time** – What time of the day are users most likely to open and engage with your email?
- **Write for your audience** – Provide valuable content related to what the user signed up for.
- **Exit Strategy** – What happens after a user finishes the nurture series?
- **TEST, TEST and TEST AGAIN** – Send time, subject line, offer copy and call to action copy are just a few variables that you should be testing at regular intervals to help optimize results.