

GURU CONFERENCE 2024

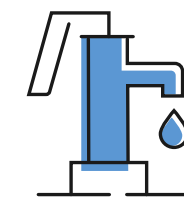
# Email Essentials for Nonprofits



# What You'll Take Away



WHY EMAIL IS SO  
VALUABLE FOR  
NONPROFITS



HOW CHARITY: WATER  
BUILDS STRONG  
DONOR CONNECTIONS



INSIGHTS TO BOOST  
ENGAGEMENT AND  
DRIVE DONATIONS



# Photo of Me in the '80s



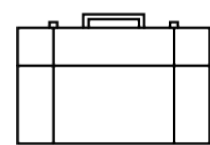
# Why is email a critical channel for nonprofits?

## COST EFFECTIVENESS

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According to Litmus\*, email ROI is \$36 for every \$1 spent.

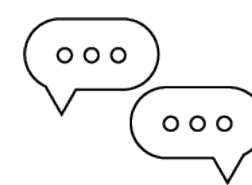
This makes email even more vital for nonprofits, where scrappiness with funds and resourcing *tends* to be a requirement.



## CONNECTION BUILDING

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Offers so much flexibility in terms of dynamic storytelling, segmentation and personalization, long-term relationship building approaches, and more.



## RETENTION IS AS IMPORTANT AS EVER

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As the paid media landscape continues to change — and in 2024, grow more expensive and crowded — retaining the donors you already have is paramount.





703 MILLION PEOPLE  
WORLDWIDE LACK ACCESS  
TO CLEAN AND SAFE  
DRINKING WATER.

We're on a  
mission to bring  
that number  
down to zero.





## OUR VISION

Through genuine transparency, an innovative 100% Model, and a brand built around hope instead of guilt, we're reinventing charity and building a community of generous world-changers.



CHARITY: WATER'S  
IMPACT TO DATE

29  
COUNTRIES

171,469  
PROJECTS FUNDED

19.1M+  
PEOPLE WILL  
BE SERVED

**NORTH &  
SOUTH AMERICA**

Guatemala  
Honduras  
Haiti  
Bolivia

**AFRICA**

Senegal  
Mali  
Sierra Leone  
Liberia  
Côte D'Ivoire  
Burkina Faso  
Niger  
Ethiopia  
CAR  
Uganda  
Kenya  
DRC  
Rwanda  
Tanzania  
Malawi  
Mozambique  
Madagascar  
Zimbabwe  
Zambia

**ASIA**

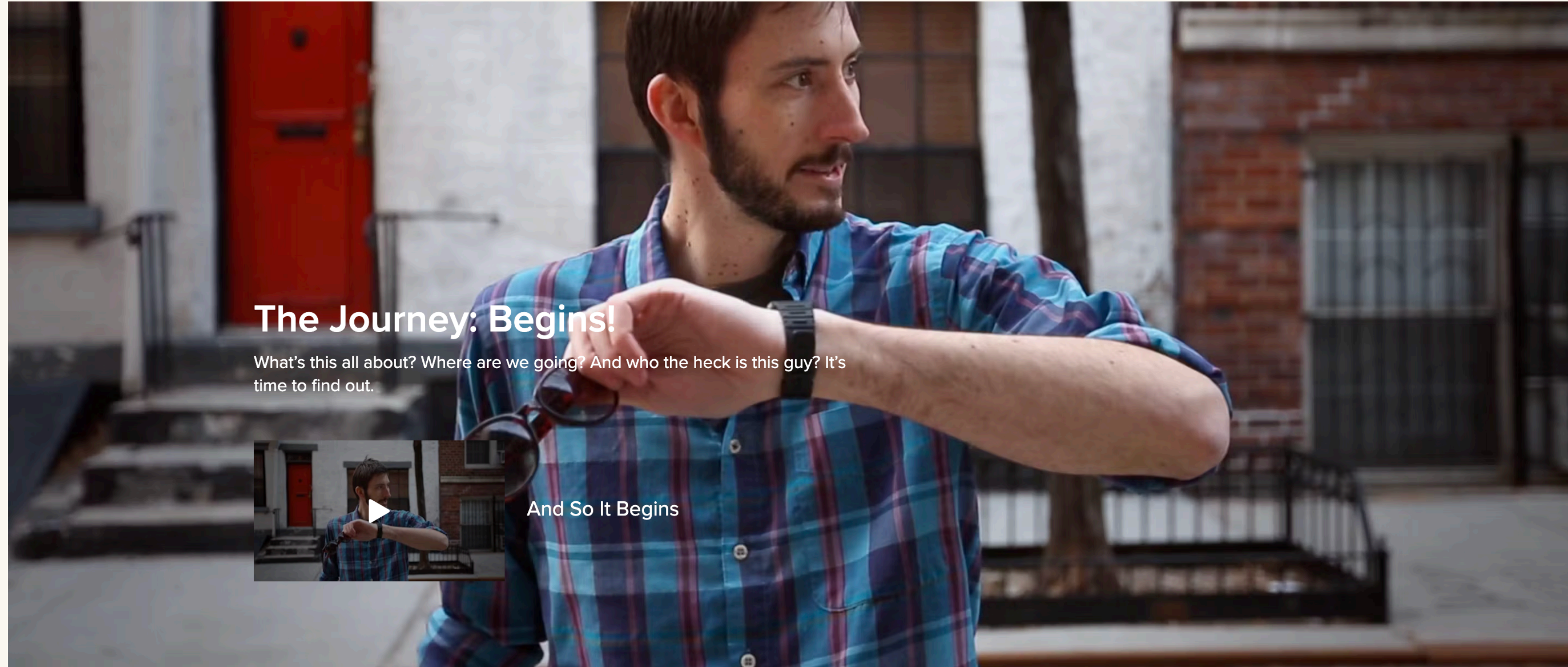
Pakistan  
India  
Nepal  
Bangladesh  
Cambodia  
Laos

\*Bold text indicates active country programs



# THE JOURNEY

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THE WORLD IS FULL OF  
**STUNNING COLORS**

But they're only beautiful if you don't have to  
drink them.



**YELLOW**

**GET YOUR COLOR STORY**





Hello,

Thank you for your support of charity: water. I am so pleased to contact you today with the latest update on your donations to the 2023 My Ten Nights Ramadan campaign.

When I emailed you in February, I shared that the project you have funded is being built in Sierra Leone. Our partners are building a piped water system in the Moyamba and Kenema Districts.

The work is underway! 51 of the 65 boreholes have been drilled, and local community members have been working hard to rehabilitate their roads so the heavy drilling rig vehicle can access their area. Find out more and see the work in progress below.

[VIEW YOUR REPORT UPDATE](#)

If you're interested in the work we do with our partner GOAL in Sierra Leone, I recommend you watch a video we made last year that shows [what's involved in bringing clean water to these communities](#).

I will email you around Ramadan 2025 with your final completion report. This will include the GPS coordinates of the projects you helped fund and show the water flowing.

Thank you for believing in a world where everyone deserves clean, safe water.

Gratefully,  
Ellie at charity: water



## Water Project Complete

The work is done. Now, it's time to celebrate. See the life-changing difference you've made for people who finally have access to the clean water they deserve.

[OPEN YOUR IMPACT REPORT](#)



Annalise, your \$10,000 donation is being put to work in Uganda.

We're thrilled to share that your generosity is at work on the ground. 100% of your donation will help bring clean water to an area of critical need in [COUNTRY].

[SEE THE LATEST FROM UGANDA](#)



Let's talk insights.



People respond to **people.**



## CONTROL



Hey Cara,

It means so much to us that you take the time to open these emails and follow along with our work. Thank you for caring about the water crisis and the people it affects.

As you know, the global water crisis is massive. 785 million people *still* have to travel more than 30 minutes each way just to collect water.

Before clean water came to her community in Kenya, Jane was one of those 785 million people. She spent years waking up at 2:30 each morning to travel nearly four miles over difficult terrain to reach the nearest river. The water she collected was salty and dirty, but it was her only option.

Today, Jane can collect clean water 500 meters from her home. She's even had enough time (and water!) to expand her garden, which is a source of income for her family. She estimates that her banana plants will yield at least 100 bunches this year.

The most efficient and impactful way to help more people like Jane gain access to clean water is to join The Spring, our community of monthly givers. As a member of The Spring, you'll make strides to end the water crisis with over 70,000 generous, kind, and big-hearted people like you.

Thanks to our generous friends at Vessi (the sneaker that made puddles popular all around the world), **if you decide to join The Spring, your first month's donation will be matched!** It takes about \$10 a week to bring clean water to one person each month (a \$40 monthly donation). But no matter how much you're able to give, 100% will always fund clean water projects.

[You can make your monthly donation \(and have your first one matched\) here.](#)

We completely understand that you may not be in a position to join The Spring right now—and that's ok! We just wanted to let you know about this opportunity. Either way, please know how grateful we are for you.

— your friends at charity: water

P.S. Please note that this match applies to the first month of all new monthly donations of \$500 or less, while the \$12,000 in total matching funds remain.

## TREATMENT



Hey Cara,

My name is Annalise and I lead the Supporter Experience team at charity: water. It means so much to us that you take the time to open these emails and follow along with our work. Thank you for caring about the water crisis and the people it affects.

In my time at charity: water, I've traveled to Cambodia and seen firsthand the difference clean water can make. But in my day-to-day work here alongside the charity: water community, I've also seen the difference our relentlessly passionate supporters can make.

As you know, the global water crisis is massive. 785 million people still have to travel more than 30 minutes each way just to collect water. But you can help change that.

The most efficient and impactful way to help is to join The Spring, our community of monthly givers. As a member of The Spring, you'll make strides to end the water crisis with over 70,000 generous, kind, and big-hearted people like you.

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[You can make your monthly donation \(and have your first one matched\) here.](#)

We completely understand that you may not be in a position to join The Spring right now—and that's ok! I just wanted to let you know about this opportunity. Either way, please know how grateful we are for you.

Warmly,  
— Annalise Bourgeois  
Supporter Experience Senior Manager

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**200.3%**  
Donation rate increase



## CONTROL



Hi Generous,

My name is Annalise, and I lead the Supporter Experience team. One of the best parts of my job is getting to honor the remarkable contributions of our more than one million supporters from over 100 countries around the world. So, as you can imagine, I'm thrilled to invite you to our [end-of-year celebration on Thursday, December 8th](#).

In our sixteen years, we've learned the work of ending the water crisis requires everyone — but not just anyone.

People who choose action over apathy. People who choose compassion over convenience. People who choose generosity and the joy it brings time and time again.

Our work simply wouldn't be possible without **remarkable people doing remarkable things. Especially you.**


This celebratory event will feature stories from all corners of the charity: water community. We'll have the opportunity to honor the hard work and sacrifice of remarkable people — from local partners, to fundraisers, to monthly donors, to rural community members.

I'd love for you to join us. You can [sign up right here](#).

Cheering you on as you accomplish the remarkable,



Annalise  
Supporter Experience Sr. Manager

 charity: water

## TREATMENT

Hi {{name}},

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I'd love for you to join us. You can [sign up right here](#).

Cheering you on as you accomplish the remarkable,

Annalise & the charity: water team

(P.S. If you no longer want to receive messages like this from us, you can unsubscribe [here](#).)



**50.1%**  
Click rate increase



Build connections by  
**relating** the problem to the  
lives of your donors.



## EMOTIONAL APPEAL



Hi there,





Every year, our work pushes deeper into the most remote corners of Africa, India, and Southeast Asia. This makes bringing clean water to those who need it most increasingly complex.

The materials we use to build water solutions—from non-corrosive pipes, to rainwater collection tanks, to BioSand Filters—are difficult to transport over long distances. For many rural communities, access to urban technology is limited. Therefore, water solutions must be built to last with appropriate plans for ongoing maintenance and repair.

**Still, we embrace the challenge. Because no matter how difficult, clean water is always worth the journey.**



**Increasing your monthly donation by \$1 will:**

-  Equip our local partners to invest in **sustainable solutions**, keeping water flowing even in the most remote environments
-  Help them build **gravity-fed piped systems** for mountain villages in Nepal that tower high above the clouds
-  Fund building materials for **rainwater collection** tanks in the deserts of India
-  Provide fuel for teams with **drilling rigs** as they dig into underground aquifers in Uganda

**GIVE AN EXTRA \$1 MONTHLY**

If you and the rest of The Spring community gave an extra \$1 each month, we could bring another 5,100 people clean water before the end of the year. That's an additional 20,400 lives changed annually! Just \$1 a month—about the tax on a Pumpkin Spice latte—to do the world a world of good.

**From Ethiopia to Bangladesh, your support today will empower families with the opportunities they need to go the distance—just not on the walk for dirty water.**

We won't get far alone. But together, we're unstoppable on our journey toward an end to the water crisis. Whether or not you're able to give, we're deeply grateful for your support of our mission.

## ECONOMIC UNCERTAINTY APPEAL



Hi there,

Times are tough. If you've visited a gas station, a grocery store, or your favorite local restaurant lately, you've noticed that prices are rising.

Our local partners aren't immune to inflation. The heightened cost of fuel makes traveling long distances to rural communities especially costly for drilling teams. And the materials we use to build sustainable water solutions—from non-corrosive pipes, to rainwater collection tanks, to BioSand Filters—are more expensive than ever.




The future of the global economy can feel uncertain, but this doesn't mean we're powerless. We have two choices in how we respond.

**We can clutch our pearls and our purses. Or, we can rise to the occasion.**

**Rise with us by giving an extra \$1 each month to clean water.**



**Increasing your monthly donation by \$1 will:**

-  Provide **economic stability** to our local partners so that they can continue investing in solutions that are built to last
-  Equip families with opportunities for entrepreneurship and education, **breaking generational cycles of underdevelopment**
-  **Strengthen rural economies:** every \$1 invested in clean water and sanitation produces \$4.30 in economic return<sup>1</sup>

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**Clean water could cost you an extra \$1 a month, but its impact will be priceless.**

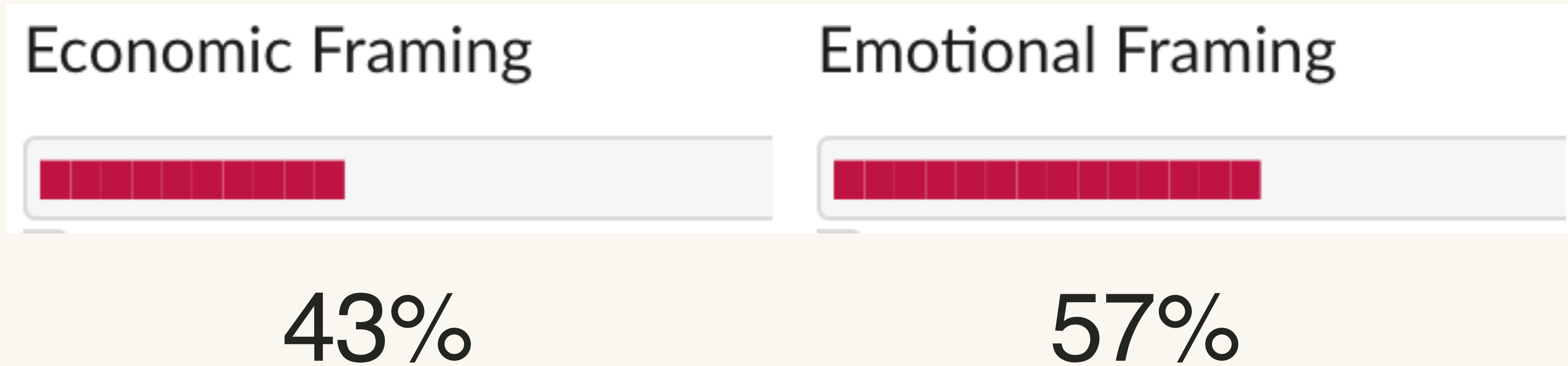
Thank you for reading. Whether or not you're able to give, we're deeply grateful for your support of our mission in the midst of economic uncertainty.





WE ASKED OUR TEAM...

# Which framing do you think will win?



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The materials we use to build water solutions—from non-corrosive pipes, to rainwater collection tanks, to BioSand Filters—are difficult to transport over long distances. For many rural communities, access to urban technology is limited. Therefore, water solutions must be built to last with appropriate plans for ongoing maintenance and repair.

**Still, we embrace the challenge. Because no matter how difficult, clean water is always worth the journey.**



Increasing your monthly donation by \$1 will:

- Fund clean water infrastructure, invest in sustainable solutions, and keep water flowing—even in the most remote environments
- Support communities with aging pipe systems for mountain villages in Nepal that tower high above the clouds
- Fund building materials for rainwater collection tanks in the deserts of India
- Provide fuel for teams with drilling rigs as they dig into underground aquifers in Uganda

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# Economic appeal increased monthly donation upgrades by 66.7%.



Make your asks **count.**



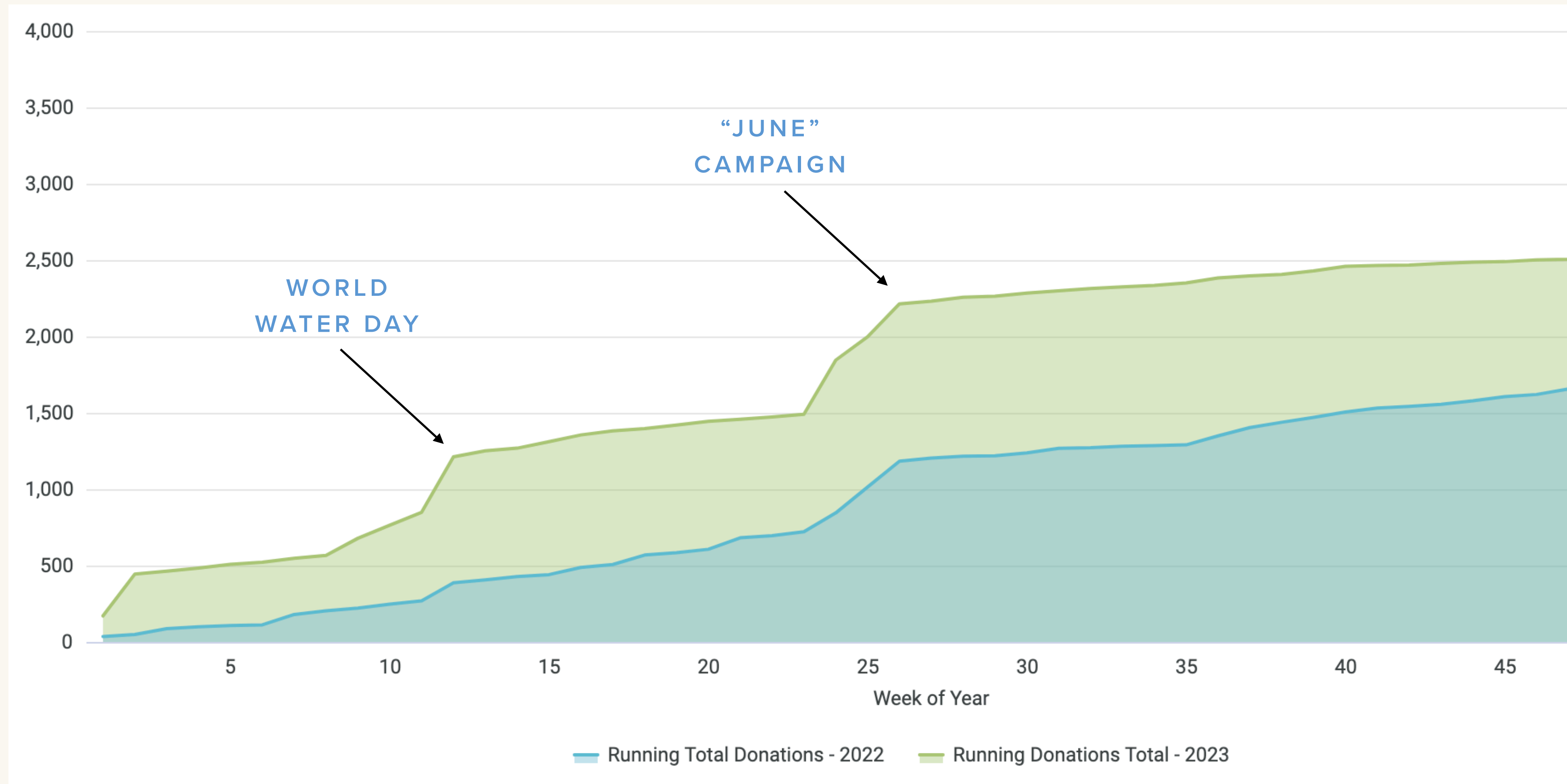
# Almost all email revenue coming from “tentpole” campaigns

In spite of much of our 2022 email calendar consisting of both a monthly newsletter and monthly “heat moment” communication (think Menstrual Hygiene Day, Mother’s Day, etc.) that often included an ask, **we found that ~90% of one-time revenue and ~75% of monthly recurring revenue came from our 3 major campaigns.**

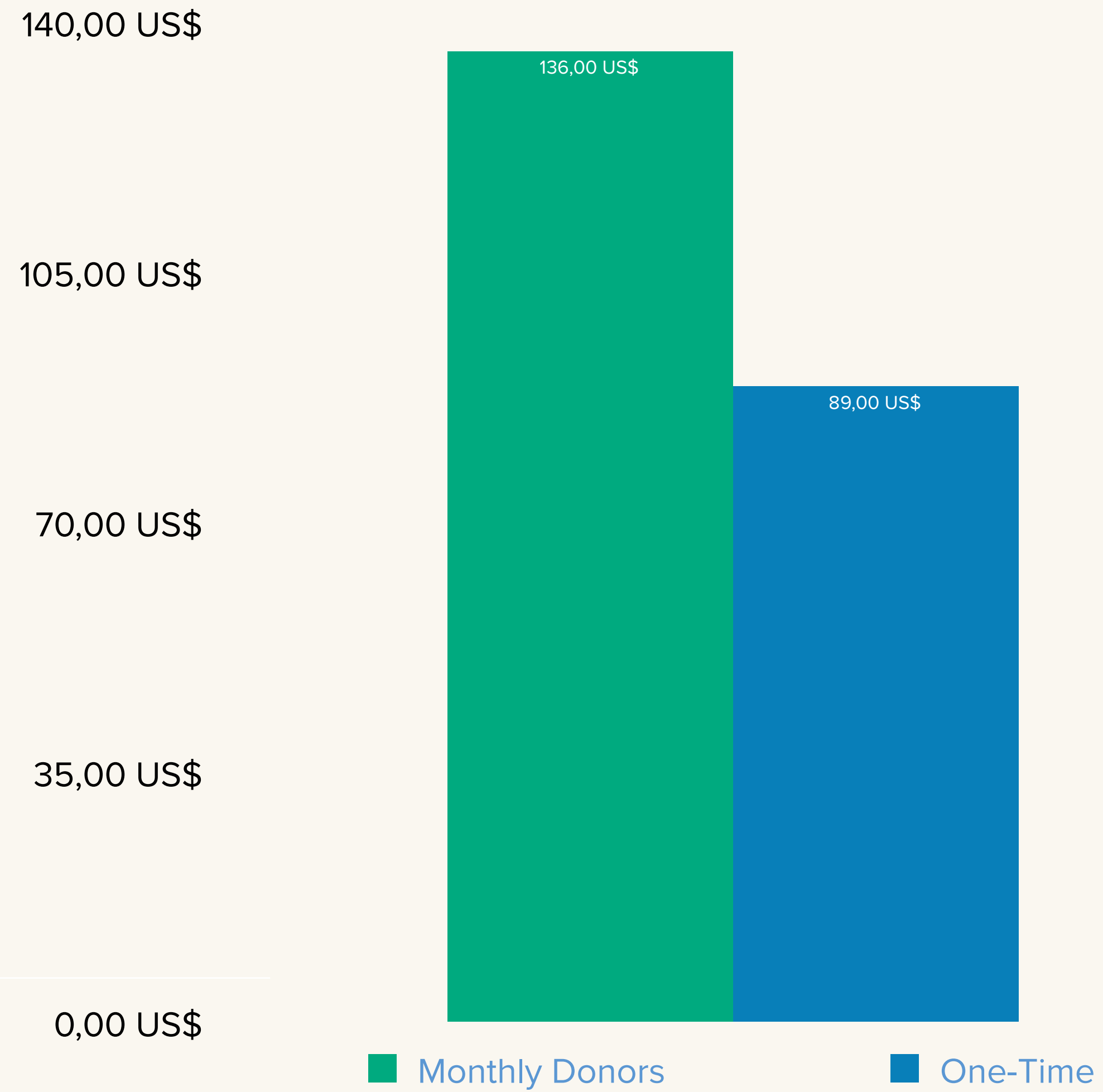
As such, we decided to stop asking at all during heat moments and instead went all-in on making strong asks during tentpole campaigns.



# 2023 One-Time Donation Pacing Through November



During end of year, monthly donors gave 53% more one-time per 1K emails.



happy  
Bday!



## charity: water began with a birthday party

When Scott Harrison turned 31, he threw a party and invited 2,000 of his closest friends. He asked them each to give to clean water, and charity: water was born. (That was 16 years ago, but he hasn't aged a day.)

The festivities haven't stopped since.



Unfortunately, we couldn't find a party venue that could fit all one million supporters and the 15,477,279 people we've brought clean water to over the course of our years together.

So instead, we thought we'd celebrate by doing the one thing time and distance can't hinder: **acting with compassion.**



Right now, 771 million people are waiting for clean water. [A \\$16 monthly donation as a member of The Spring is enough to change four lives for the better every year.](#)

A parent will be able to start their own business. A child will attend school. A community will flourish. People will live to see more birthdays, safe from waterborne diseases that threaten their future.

All because of you.

**JOIN THE PARTY WITH A PURPOSE**

— your friends at charity: water



## Clean water moves mountains

Help us bring clean water to  
**27,339 people** in rural Nepal



Hi Anthony,

Right now, how close are you to clean water? If you're living in the United States, probably only a couple of feet. The opposite is true for almost three million people living in Nepal.

The country is rich with natural springs, but they're often challenging to reach. Women and children journey hours up steep mountain trails to reach their nearest water source. It's a daunting task, and all for a universal human right that many of us have just steps away.

**For them, the water crisis is literally an uphill battle. You can help us move mountains.**

Since 2010, charity: water has supported NEWAH, one of our local partners, in their efforts to bring improved access to clean water to every person in the Sindhuli and Baglung Districts. They build gravity-fed, solar, and electric piped systems that transport water over mountainous terrain to health clinics, schools, and communities. Their support staff live and work in rural areas for an entire year to ensure that the community knows exactly how to use, maintain, and repair their new water source.

**NEWAH is going the extra mile so that people living in rural communities don't have to.**

**And they're not stopping there.**



We're on a mission to fund clean water for 27,339 people in Nepal. And we need your help.

Your generous donation today will help fund our next grant supporting NEWAH's work. Through this grant and your donation, together we'll help build 103 new water systems to deliver drinking water to almost 3,000 separate schools, health clinics, and homes. That's years of education, income, health, and hope!

It takes \$40 to bring one person clean water, or \$240 to transform an entire family. But whatever you choose to give today, 100% will help change lives in Nepal.

**GIVE TO CLEAN WATER NOW**

— your friends at charity: water

P.S. Every good party has an RSVP. To fund this grant for NEWAH in Nepal, all donations need to be made before 6:30 pm ET on June 30th, 2022.

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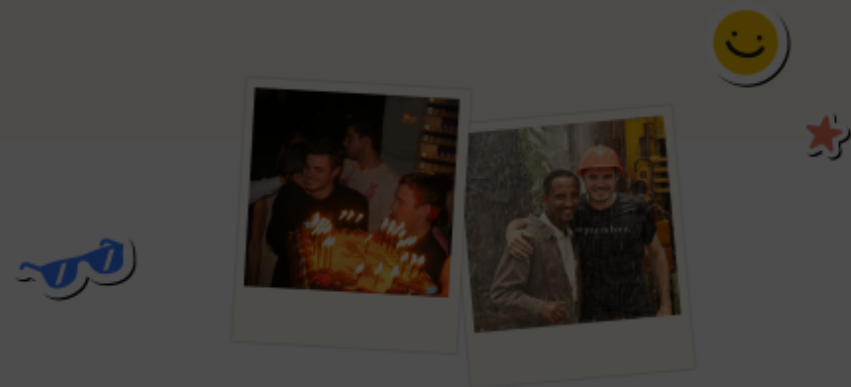
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The festivities haven't stopped since.



Unfortunately, we couldn't find a party venue that could fit all one million supporters and the 47.2 million people who need clean water every day. So instead, we thought we'd celebrate by doing the one thing time and distance can't hinder: **acting with compassion.**

Right now, 771 million people are waiting for clean water. [A \\$16 monthly donation as a member of The Spring is enough to change four lives for the better every year.](#)

A parent will be able to start their own business. A child will attend school. A community will flourish. People will live to see more birthdays, safe from waterborne diseases that threaten their future.

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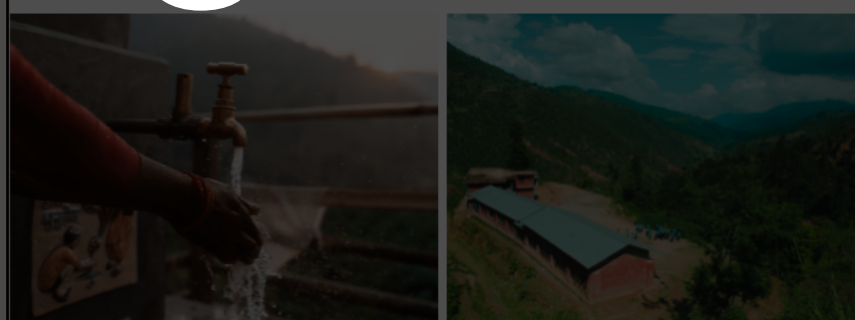
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**For them, the water crisis is literally an uphill battle. You can help us move mountains.**

Since 2010, NEWAH's partner has supported Nepal's most vulnerable communities in their efforts to bring approved access to clean water to every person in the Sindhuli and English Districts. They build gravity-fed, solar and electric piped systems that transport water over mountainous terrain to health clinics, schools, and communities. Their support staff live and work in rural areas for an entire year to ensure that the community knows exactly how to use, maintain, and repair their new water source.

NEWAH is going to help them, so they can live in rural communities that don't have to.

And they're still hoping there.



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# There must always be a reason not only to give, but to give now.





# Summary

## **PEOPLE RESPOND TO PEOPLE**

- Personal-feeling communication can often outperform “shinier” brand messaging, regardless of the purpose of the message.

## **RELATE THE PROBLEM TO YOUR DONORS’ LIVES**

- Making donors feel “seen” can sometimes be the best way to connect them to your mission.

## **MAKE YOUR ASKS COUNT**

- You can only ask your audience to give money so many times.
- There must always be a reason that someone should give *now*.



A close-up photograph of a hand holding a clear glass filled with water. The background is a soft, out-of-focus green. The lighting is warm, highlighting the texture of the hand and the clarity of the water.

Thank  
You

