



PWI

How To Engage With Your Supporters Through Email

Have you ever wondered how to avoid making your organization's email campaigns just another one of many messages that people discard in a day? For most nonprofits, the answer lies in making your email marketing more efficient, direct, and concise.

One of the most important parts of creating attractive email content is formatting. It's easy to accidentally blend email marketing with newsletter communication by creating lengthy, wordy email campaigns. In reality, if someone comes across an email with dense paragraphs of text, they'll usually ignore it altogether rather than searching for the exact information they're looking for.

BAD EXAMPLE

We decided to devote this newsletter to a simple conversation about difference and indifference. The beauty of what each human or group is in variance to others. The beauty of our best as humans when we actively appreciate the value of someone else. There will always be voices of charlatans masquerading as leaders in the face of [so much work yet left to do](#). But among us we will always have the sheltering voices of proven friends. And we thought we'd let some of those friends do the talking now:

**"Love cannot endure indifference. It needs to be wanted.
Like a lamp, it needs to be fed out of the oil of another's heart,
or its flame burns low."** *Henry Ward Beecher*

**"Darkness cannot drive out darkness: only light can do that.
Hate cannot drive out hate: only love can do that."** *Martin Luther King Jr.*

What I know most is that the difference between us is what makes us interesting
and attractive and problematic and exciting and vital to each other.
Give me difference over indifference any day." *Ali Smith*

**"Love and compassion are necessities, not luxuries.
Without them humanity cannot survive."**
Dalai Lama

**"Our task must be to free ourselves by widening
our circle of compassion to embrace all living creatures
and the whole of nature and its beauty."** *Albert Einstein*

"No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite." *Nelson Mandela*

"Prejudice is sinful. All blood flows red." *Jewell Parker Rhodes*

**"As I have loved you, so you must love one another.
By this everyone will know that you are my disciples,
if you love one another."** *Jesus the Christ*

"If we love our country, we should also love our countrymen." *Ronald Reagan*

"The opposite of love is not hate, it's indifference. The opposite of art is not ugliness, it's indifference. The opposite of faith is not heresy, it's indifference. And the opposite of life is not death, it's indifference."
Ellie Wiesel

**"America will never be destroyed from the outside.
If we falter and lose our freedoms, it will be because we destroyed ourselves."**
Abraham Lincoln

"Geography has made us neighbors. History has made us friends. Economics has made us partners, and necessity has made us allies. Those whom God has so joined together, let no man put asunder."
John F. Kennedy

OFFERING CARE AND SUPPORT

Caring for Kids is a ministry specifically created to bring hope and healing to children whose families have experienced loss through divorce or death.

[Sign up now](#)

MONDAY NIGHT CARE GROUPS

DivorceCare, GriefShare, and Single Parenting groups start a new session on Monday, September 11. The evening begins with a family meal at 6:00 pm.

[Learn more](#)



REGISTER NOW!

Women, our Bible studies are a great way to grow in your faith as you learn together with other women! Join us for solid teaching and great discussion.

[Learn more](#)



MEN'S BIBLE STUDIES

Whatever your schedule, our Men's Bible studies are a great place you can join with other men to grow in your faith. Thursday and Saturday mornings.


GOOD EXAMPLE

Use headlines, formatted photos, and concise sentences to get your point across. Don't put all your information in one email - use embedded links to direct people to another platform if they want to learn more. Offer small amounts of information about a variety of topics and let people choose which content they want to read by clicking a "Learn more" button.

GOOD EXAMPLE

PROJECTWORLDIMPACT
WELCOME!

Thank you for registering Chris's Organization with Project World Impact! Your organization's account has been successfully created. You can log in to your account using the email address and password below.




PWI SWIPE

Thank you for registering Chris's Organization with Project World Impact! Your organization's account has been successfully created. You can log in to your account using the email address and password below.

DONATION LIST	
Trauma Recovery, EMDR Humanitarian Assistance Programs (HAP)	50%
Health Guides	


PWI FUND

Thank you for registering Chris's Organization with Project World Impact! Your organization's account has been successfully created. You can log in to your account using the email address and password below.



PWI STORYTELLER

Thank you for registering Chris's Organization with Project World Impact! Your organization's account has been successfully created. You can log in to your account using the email address and password below.



PROJECTWORLDIMPACT

www.projectworldimpact.com



Embedding links can also be helpful for creating custom content based on a user's clicks. Allow them to dictate the content they receive by clicking on certain programs or categories they're interested in. Then, by tracking clicks, you can send future emails to specific users based on material they've been interested in previously.

This will allow your supporters to meet you halfway. Once someone has clicked your content, they are more likely to take the time to read about it on your website than if you had put all of the content directly in the email.

**When it comes to email marketing content, less is more.
Create engaging content that leaves your audience wanting
to find more rather than wishing you sent less.**

PROJECTWORLDIMPACT

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WANT TO LEARN MORE ABOUT PROJECT WORLD IMPACT?

marketing.projectworldimpact.com