Designing for Impact

Email Template Structures For Non-Profits

Impact

Growth

Constant Contact

What Components Should You Include in Your Hero Section?

Include Your Logo
It's important to have your logo (or name) near the top of the email to create identity, trust and recognition.

Grab Attention with an Image
Try to relate it to the topic of your email.
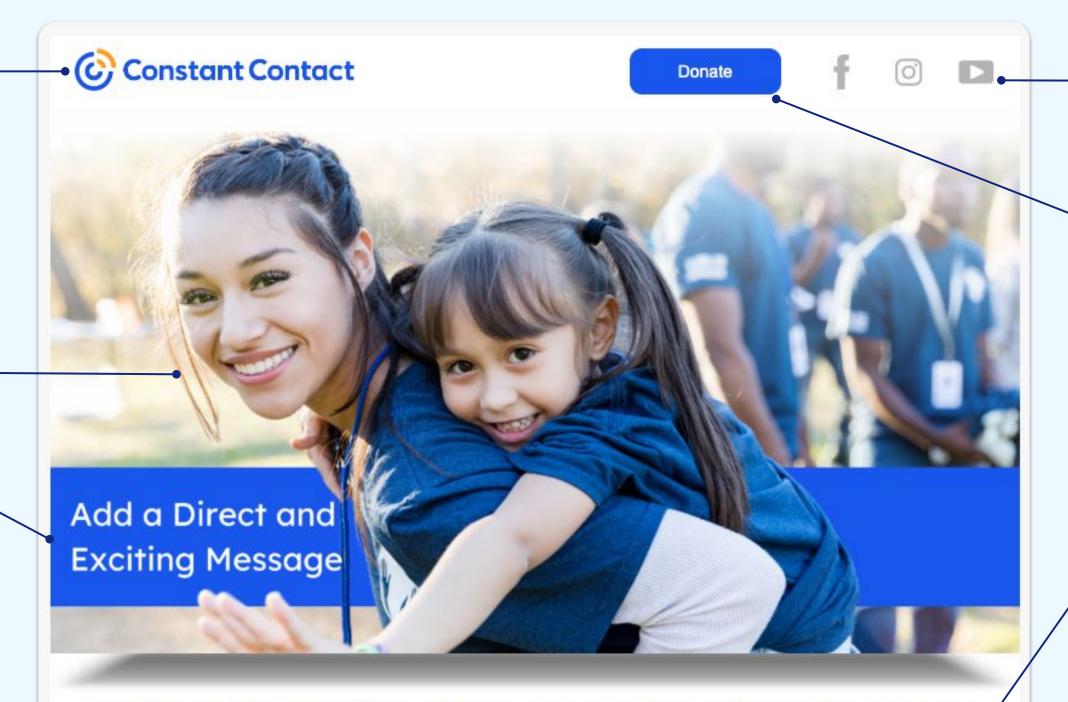
Add Text for Detail
You can use our photo editor to add text to an image to help deepen your message.

Use a Greeting Tag
Personalization is a great way to build trust and community

Emphasize with a Subheading
A bold persuasive statement can help encourage them to click below.

Build Community
Add Social Follow icons to drive people to your pages.

Your #1 Ask Button
Put your priority at the top to promote a quick action.

Headings Carry Weight
This bold text is the first place readers will look. You only have 3 sec to grab their attention.

Short and Sweet
It's an intro not a novel. Add more detail later. Get them hooked here.

Bold Button
Customize your call to action with our button editor to help it stand out.

Constant Contact

Donate

Add a Direct and Exciting Message

Follow Up on Your Direct and Exciting Message

Hello {First Name}

Add some details to follow up on your BOLD statement: volunteer opportunities and impacts, where donation funds are being used, and how they are impacting your mission. Keep this introduction short but attention-grabbing.

Add a Subheading that helps to Emphasize Your Call to Action

Short Action Here

Complete the Body and Footer

Elaborate on Your Focus
Keep it short and to the point to make sure people will read it, but give the "why" behind your ask.

Feature Additional Content
This is a great section for Upcoming or recent events, volunteer highlight, or other success stories. Add a button to drive people to read more.

Use Icons to Draw The Eye
Use icons to add additional ways people can engage with you that will catch their eye before they hit the delete button.

Remind People Who You Are
Make sure you incorporate your logo again to enforce your brand identity.

Give People a Way to Get in Touch with You
Add addresses, phone numbers, emails, contact links from your website, and/or social media links to encourage people to connect.

Encourage Spreading the Word to New Networks
Use a small heading text and Social Share icons to let people share your message easily.

Follow Up with a Little Detail

This section allows you to elaborate a little more on your reason for the email. Share some supporting information and give the "why" some people may need to take action. Keep your tone and images focused on your main point, and keep your brand in mind when designing. The closer you match your website and social media graphics, the more recognizable your content will become, and that builds trust.

[Ask for Action Again]

Need to Mention Something Else?

Try using a feature section to draw attention. We recommend keeping your words to just a few sentences, but if you have more to say, try adding a blog on your website or a longer post on social media.

[Link to Blog or Post Here]

You Can Add Some Secondary Actions Here to Encourage Engagement.

Volunteer   Shop   Donate

Constant Contact
1601 Trapelo Road
Loveland, CO 80538

[Contact Us]

Know Somone Who Shares Our Passion?

[Share This Email] [Share This Email] [Share This Email] [Share This Email]

Things to Keep in Mind as a NonProfit

We know as someone running or working for a Nonprofit you are passionate individuals. Sometimes that passion can get lost in large amounts of text. Email readers spend 3 seconds determining if they will read an email once they have opened it.

Keep it short to ensure your content is seen and allow people a chance to take action to read more details elsewhere. If you need help putting your thoughts together, try our new AI content generator to help create flow.

Blogs are a great place for longer content and can improve your SEO for your website. Encouraging people to learn more from a post or video on your social media can also help grow your audience on those platforms. You can even create posts from images, gifs, and videos through our Vimeo Integration to post directly from Constant Contact.

If you need help identifying your brand, try using our brand kit to find your logos and brand colors straight from your website. If you need help defining your brand or creating a logo, Our One-Time Professional Design Services can help work with you to create something that will bring your brand to life.

Keeping your emails short and on brand will build recognition and trust with your audience. If you are struggling to define your brand or need help getting started designing your emails, we have a wonderful team that can help you.

Just visit https://community.constantcontact.com/professional-services to explore our services and see how we can assist your organization in reaching more people.

Thank you for all you do!

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