Gift Anniversary Stewardship Email

Best Email Content, Individual

eHealthcare Leadership Awards Entry | Sanford Health Foundation

SANFORD HEALTH FOUNDATION

CAMPAIGN OVERVIEW

OVERVIEW

- The gift anniversary stewardship email is an automated email that is deployed to donors to celebrate the anniversary of their first gift to the Foundation.

PURPOSE:

- It serves as a stewardship touch with donors to emphasize the impact of philanthropy at Sanford Health and connection to support future giving while thanking donors for their gifts.

FREQUENCY:

- Anniversary: automatically deploys on the date of the anniversary of their first gift in Raiser's Edge (CRM/database)

GIFT ANNIVERSARY EMAIL

CRITERIA

- Any donor who has given $100 or more to the Foundation.

CONTENT

- Tone is celebratory and provides links to patient stories with website CTAs to drive further engagement.

SUBJECT: Happy Gift-iversary!

PREVIEW TEXT: Thanks for joining a very special community of people committed to the greater good.



Link to Email

GIFT ANNIVERSARY EMAIL

Analytics

- This automation has had **21,010** successful deliveries with an open rate of **43.15%**
- The email totaled in 312 link clicks leading to a **2.16% CTR**
- **75% of viewers** have opened and viewed the email for eight or more seconds

DELIVERED	21,010
OPEN RATE	43.15%
CTR	2.16%