

Introduction

One of the biggest stressors during the High Holiday season is the financial one. Between membership dues and the annual appeal, you're hoping to not only hit your fiscal goals but surpass them.

Email plays a key role in your high holiday prep. Reminding people to renew membership, welcoming new members, sharing the programs and services available, annual appeal asks and more. Email is an excellent tool for one-to-one communications and allows you to keep people informed.

In my experience, two of the biggest pain points are:

1. How to prep all the emails you have to send
2. How often should you be emailing the people on your list

Below I share solutions to each of these challenges: A content calendar to keep track of everything and a sample calendar to demonstrate the cadence of emails you should be sending before Rosh Hashana, between Rosh Hashana and Yom Kippur and before, during and after Sukkot.

The suggestions I am proposing can be modified to fit the needs of your institution. But the goal remains the same: Be prepared now so that everything is ready on time. Better that than dealing with the craziness of crafting emails and getting them out at the last minute.

You have enough to worry about. Do the work now and stress less in October.

Content calendar

Some of you work in one person shops while others are part of a much larger team, with different departments. No matter how big or how small, it's crucial that in the time period before the High Holidays, everyone and everything is synced up.

Additionally, you're going to be sharing a lot of content via email with your subscriber list. You need to map all that out in one central place so everyone knows who's responsible for what and when emails will be sent.

I suggest creating a content calendar. Use any spreadsheet of your choice and consider using some or all of the following headers:

- Date
- Email title (e.g. Renew membership, babysitting services for kids)

- Who's responsible (Who's responsible for gathering the info and the copywriting)
- Content (1-3 bullet points describing what content has to be in this email- that can include any images or links that need to be added)
- Segment (Who is this email being sent to- new members? Families with small kids? Affiliate members?)
- Landing page/s (Where are you directing traffic? Are those pages on your website ready with the correct info?)
- Call To Action (What's the CTA for this email? Join and become a new member? Renew membership? Learn about programs? Donate?)
- Status (Composing, editing, awaiting final approval, published)
- Anticipated publish date (When should this email go out?)
- Actual publish date (When did it actually go out?)

I realize that's a lot of information to record. If you need to scale it down, go ahead. But keep in mind the goal:

Your High Holiday emails will be laid out so you can plan ahead and everyone knows when each email is meant to be going out. In a larger institution, this kind of calendar can avoid mix ups of multiple emails being sent out on the same day by different people.

You have a schedule. You know what content has to be included in each email. You know when it has to be sent.

Plan ahead.

Email cadence

You have a lot of emails to send between now and the end of Sukkot. If you're worried about sending too many emails, stop worrying. Consider how many emails people receive every day from political candidates. You're not gonna come close to that.

Additionally, if someone renews their membership in August, you won't be sending them those emails again. Less "clutter" in their inbox.

Although each institution is different, below is a suggested calendar of emails to send over the next three months. (Because I do not know when you'll be making your annual appeal, I am only scheduling fundraising asks for after Rosh Hashana. If the appeal begins before then, insert an email once a week leading up to Rosh Hashana that is a fundraising ask.)

The below may look like a lot of emails to be sending. It's important to remember:

- 1) People don't read every email you send.
- 2) Sending fewer emails means people will miss important announcements.
- 3) Personalization and segmentation: When you segment your list and personalize the emails (e.g. use the person's first name in the subject line), you have a better chance of the subscriber taking action. Once they do that, they don't need to receive any more emails on that particular topic.
- 4) You'll have people who want to pay membership and choose seats quickly. Again, you no longer have to send them those emails.

August

Monday August 5: Membership/choose seats

Wednesday August 7: Programs/services

Monday August 12: Membership/choose seats

Monday August 19: Membership/choose seats

Wednesday August 21: Programs/services

Monday August 26: Membership/choose seats

September

Monday September 2: Membership/choose seats

Wednesday September 4: Programs/services

Thursday September 5: Membership/choose seats

Monday September 9: Membership/choose seats

Tuesday September 10: Programs/services

Thursday September 12: Membership/choose seats

Monday September 16: Membership/choose seats

Wednesday September 18: Programs/services

Thursday September 19: Membership/choose seats

Sunday September 22: Programs/services

Monday September 23: Membership/choose seats

Wednesday September 25: Programs/services

Thursday September 26: Membership/choose seats

Sunday September 29: Membership/choose seats

Monday September 30: Membership/choose seats

October

Tuesday October 1: Membership/choose seats

Wednesday October 2: General email to everyone wishing them and their families a shana tova. Include a link to programs and services

Monday October 7: Annual appeal fundraising ask

Tuesday October 8: Annual appeal fundraising ask

Wednesday October 9: Annual appeal fundraising ask

Thursday October 10: Annual appeal fundraising ask

Friday October 11: Annual appeal fundraising ask

Tuesday October 15: Annual appeal fundraising ask

Monday October 28: Email to the entire congregation thanking them for taking part in services and announcing that the annual appeal goal has been met. This means that... share impact!!!

Shana Tova!

I wish you and your family shana tova- a year filled with good health, happiness and prosperity!



Ephraim Gopin, Principal at 1832 Communications

About Ephraim

Ephraim Gopin, a fundraising and marketing expert, is the founder of 1832 Communications, an agency which partners with nonprofits to help them build more relationships so they can raise more money, serve more people and have more impact in their community.

Ephraim has educated thousands of nonprofit professionals about email through webinars, presentations, trainings and his popular daily enewsletter Email 366.

His two plus decades of experience as a CEO, fundraiser, marketing and communications director, grant writer and more afforded Ephraim the unique position where he could learn not just broadly how an organization functions but see the intersecting parts under the nonprofit hood. Ephraim knows how nonprofits operate and intimately understands the fundraising and marketing pain points and challenges they face.

But it goes beyond awareness: He has a proven track record of solving them.

Ephraim crafts custom strategies focused on email, website, content, social media, video and more so organizations are in the best position possible to fundraise from their target audience.

The goal? Stabilize revenue and provide sustainability for programs.

The organizations Ephraim partners with move from survival to thrival mode and experience growth.

When fundraising and marketing work in tandem it's a beautiful thing!

Connect with Ephraim

If your institution needs help with its fundraising and/or marketing, feel free to reach out to me and we'll set up a time to chat.

My email: ephraim@1832comms.com

My website: <https://1832communications.com>

My email services: <https://1832communications.com/email-fundraising-and-marketing-services/>

My free daily email enewsletter: <https://1832communications.com/email-366/>

LinkedIn: <https://www.linkedin.com/in/ephraimgopin/>

Join the year-end WhatsApp community:

<https://1832communications.com/small-shop-success/>