

EMAIL MARKETING FOR

# ASSOCIATIONS & ORGANIZATIONS



*Benchmark*  
EMAIL

# ASSOCIATIONS & ORGANIZATIONS

## FOREWORD

*Association with human beings lures one into self-observation. - Franz Kafka*

The last decade's financial meltdown had powerful and lasting effects on associations and organizations across the country and internationally. Many previously well-funded and stable entities found themselves thrust into positions where their budgets had evaporated, sometimes overnight. Long established and prominent non-profit organizations simply vanished, or in order to survive were forced into collaborative efforts that in some cases violated the very essence of their advocacies.

Though the financial tempest has begun to subside, directors and managers of associations and organizations everywhere look to the future with wariness, keeping a close eye on financial macro-indicators to act as an early warning system.

This dire recession occurred at about the same time as an explosion in social networking, also in the use of mobile and tablet devices that freed the previously deskbound paradigm of email subscription. Subscribers to online communications, newsletters and other missives can read on the go or wherever they happen to be. These twin impacts of regrettable economy and mobile-oriented subscriber body have sparked a revolution in email marketing. In order to reach your prospects, your association or organization now has a clear and pressing need to integrate your content into an overall email and social media strategy that appeals to individuals using a wide array of mobile devices.

The research incorporated in this guide demonstrates that associations and organizations involved in fundraising activities need to truly step up their game in order to compete. The increased effort must also be shared by the entities that are involved in membership support, advocacy communications and other generally informational email campaigns that do not tie directly to the funding of organizational activities by solicitations of financial support. With associations and organizations taking more forceful steps to win over new members and keep current members motivated, the overall signal to noise ratio is reaching unparalleled levels.

Proper, effective social media awareness and relevant email marketing are the keys to having your association or organization heard clearly and forcefully above the prevailing din. This guide is intended to assist you in the task of restructuring your email outreach communications campaigns so that you may derive the maximum benefits in these frenetic times.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

The purpose of this guide, *Associations & Organizations: Empowering Your Membership through Email Marketing*, is to aid the vast number of associations and organizations in improving the efficiency and productiveness of their [email campaigns](#) in reaching their membership. This requires:

- An understanding of the various elements needed to maximize the efficiency of the online outreach program.
- Confronting the challenging regulatory environment to ensure that each aspect of the email campaign remains in strict adherence with federal, state, and regional legislation as well as association/organization self-regulatory standards.
- An overview of the statistics that allow association and organization managers and directors to determine what is being done in the sector, and to obtain insights on how to best ameliorate their own campaigns.
- Learning how email campaign results can be optimized via targeted and customized solutions to specific associations or organizations.

Associations and organizations located in the United States and Canada were asked to provide statistical information on an anonymous basis, but were informed that they could be identified in the study if they so desired. The data provided by the management of these entities has formed the basis for the *Associations & Organizations Email Marketing Survey* section.

This report was compiled to delineate a thorough set of questions that the managers and directors of any association or organization should be asking about the current state of their [email marketing strategies](#), and to propose an overall formula of effective solutions that can improve metrics and member satisfaction. Since many associations and organizations are set up as non-profit entities, they generally have to operate to an even higher ethical standard than most conventional businesses: therefore the onus of this guide will be on how to achieve the desired email marketing campaign results while strictly adhering to both the letter and the spirit of all applicable federal, state, and regional legislation pertaining to electronic communications.



The term “associations and organizations” encompasses a wide range of varied boards and alliances that break down into two general categories: Those that concern themselves with primarily charitable activities, and the ones that provide services to members while engaging in general advocacy. Many associations and organizations are involved in both categories of activities, making it difficult to establish a firm categorical delineation. Furthermore, not all of the entities who fall within the spectrum of associations and organizations are set up on a non-profit basis. For example, the Better Business Bureau and a number of agricultural trade associations seem indistinguishable from non-profit organizations, but are actually incorporated as any other for-profit company.

Here is a purely random list of some prominent charity based and membership & service based organizations.

### Charity Based

American Bird Conservancy  
American Enterprise Institute for Public Policy Research  
American Liver Foundation  
Brookings Institution  
Center for Biological Diversity  
Child Welfare League of America  
Common Cause Education Fund  
Ducks Unlimited  
Earth Island Institute  
Environmental Defense Fund  
Freedom from Hunger

Friends of the Earth  
Global Hunger Project  
Greenpeace Fund  
Hispanic Scholarship Fund  
Huntington's Disease Society of America  
Izaak Walton League of America  
Jane Goodall Institute  
Juvenile Diabetes Research Foundation International  
Marine Mammal Center  
Mercy Corps  
Michael J. Fox Foundation for Parkinson's Research  
National Arbor Day Foundation  
National Council on Aging  
National Federation of the Blind  
Operation USA  
Oxfam America  
Partners in Health  
Pearl S. Buck International  
Physicians for Social Responsibility  
Prevent Cancer Foundation  
Project Concern International  
Rainforest Action Network  
Rocky Mountain Elk Foundation  
Salk Institute for Biological Studies  
Save the Children  
Sierra Club Foundation  
William J. Clinton Foundation

### **Membership & Service Based**

Agribusiness Freedom Foundation  
Agrichemical Warehousing Standards Association  
American Chemistry Council  
Associated Builders and Contractors  
Association for Accounting Administration  
Association of Chartered Certified Accountants  
Association of Exhibition Organizers  
Association of Latino Professionals in Finance and Accounting  
Biotechnology Industry Organization  
Black Owned Beauty Supply Association  
Book Industry Study Group  
Commercial Development and Marketing Association  
Construction Financial Management Association  
Electric Power Supply Association  
Farmers' Legal Action Group  
Food Marketing Institute  
Grocery Manufacturers Association  
Insulation Contractors Association of America  
International Personnel Management Association  
International Textile and Apparel Association  
International Union of Property Owners  
Islamic Food and Nutrition Council of America  
Legal Marketing Association



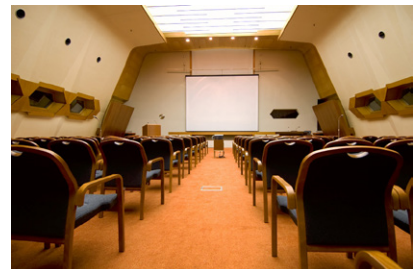
Metal Building Manufacturers Association  
National Association of Hispanic Real Estate Professionals  
National Association of Regulatory Commissioners  
National Council of Real Estate Investment Fiduciaries  
National Mining Association  
Publishers Marketing Association  
Rural Advancement Foundation International  
The Computing Technology Industry Association  
The World Association of Cooks Societies  
Toy Industry Association  
Women's Council of Realtors  
World Technology Network

## ► Background

Associations and organizations can be largely categorized as to whether they engage primarily in email campaigns for fundraising purposes or utilize email for communications to their far-flung membership, volunteers, sponsors, et al. The criteria to evaluate the effectiveness of an email outreach campaign are considerably different from commercial email marketing implemented by corporations that are sales-driven. A fully informational email campaign often makes no note whatsoever of fundraising, fee payment, paid membership, or any other form of financial contribution solicitation; while fundraising [email newsletters](#) are purely focused on incentivizing and encouraging the reader to make a financial donation.

Take note in the Associations & Organizations' Content Type section of this guide that almost half of all regularly scheduled email newsletters and missives studied consisted of a hybrid of the two approaches, combining informational content with a fundraising solicitation.

A summary of statistical data gathered in a variety of recent studies on the [email marketing metrics](#) of North American associations and organizations can lend perspective to the current state of affairs. The first study analyzed<sup>1</sup> shows that the weakened economy has dampened donations by supporters and compelled associations and organizations that are reliant on fundraising to work much harder than before the recession. Overall response rates for email fundraising that were conducted on generally unqualified new prospects were a fairly disheartening 0.13% while the response rates for email advocacy came in at 4.00%. The days when an impulse donation would average in the low three figures are apparently gone. The average value of a one time online donation in this 2010 study was \$81.33.



Associations and organizations with smaller email lists of less than 100,000 subscribers tended to have a higher open and click-through rate and were able to record a fundraising response rate that was double that of the larger list holders. The detraction was that the smaller email lists had a proportionately larger unsubscribe rate. The email file churn was above 17% in the statistical survey. Various associations and organizations reported that fully 28% of all email addresses became unreachable within a 12 month period, thus a great deal of effort in expanding subscription lists is required just to compensate for this elevated churn rate.

When associations and organizations are reviewed according to their sector, they average just under 4 emails per month to each subscriber. The lowest average frequency is found in Healthcare with only 2.1 emails per month, while Environmental concerns email their subscribers 5.2 times per month. It is important to note that these figures involve communications emails that cannot be termed “newsletters” as they often contain personalized content that deals with an individual’s membership or responses to particular queries. When only the “top-down” [email campaigns](#) are considered, it is discovered that they constitute a proportionately smaller number, as is seen in the Associations & Organizations' Sending Frequency section of this guide.

From a fundraising standpoint, Environmental associations and organizations raised 96% of all their online revenue from donations bestowed on a one time basis, a much higher percentage than any other category. This statistic supports the impression that high profile requests that resonate to the subscribers can yield considerable results, albeit short term impulse ones. The inability of the Environmental sector to secure permanent, long term funding sources is a factor that can be of considerable concern, since it ties these associations and organizations into what is an effectively endless cycle of fundraising effort and expenditures.

Health nonprofit associations and organizations are in far better fundraising shape than the Environmental sector as fully 50% of their online revenue is garnered from a variety of event, tribute, and other forms of gifts, which allows these entities to be able to spend less money and resources on constant fundraising.

International associations and organizations were the leading sector in regular monthly achievement of funding, as more than 25% of the online revenue was tracked to these types of sources.

Environmental nonprofits in our study raised 96% of their online revenue from one-time gifts. Health nonprofits, on the other hand, raised 50% of their online revenue from “other” gifts (including event giving) and tribute gifts. International groups lead the way through monthly giving, which made up more than 25% of their online revenue.

A second statistical study<sup>2</sup> found an array of insightful information on the state of the email campaigns conducted by associations and organizations. It discovered that the median yearly amount of funding raised online is \$362,485, and that the median rate of growth in online fundraising is 27%. In its associations and organizations research study (which was just one of the data sources correlated to arrive at the complete findings included in this guide) the researchers found that the median open rate for the entities reviewed was 22%. They also state that the median [click-through rate](#) (CTR) was a fairly low 4%, but that may be due to the fact that they were studying a specific type of organization and the sampling, stated as the one that was committed to regular email newsletter sends, was fairly small at only 23 associations or organizations. When larger sampling is examined, the CTR statistics are considerably higher. It must be noted that a CTR in the terms applied by associations and organizations is not necessarily financial conversions, but only requests from an email content link to view a landing page that in many cases is strictly informational in nature and makes no solicitation for financial contribution.

It was also found that associations and organizations with very large email subscription lists of more than 100,000 addresses raised approximately 250% more online than those with smaller subscriber lists. The median rate of growth in email subscriber lists was 47%, and associations and organizations with email subscription lists composed of less than 50,000 entries grew at approximately twice the average rate for all associations and organizations. It is important to note that in this particular study, the median subscription list size was 70,141, but that the fairly small sampling of 30 entities was somewhat skewed to larger and more national or international scope associations and organizations.

Another study reviewed<sup>3</sup> showed that individuals who tend to donate online have a younger median age and considerably higher household incomes than the donors who contribute via a direct postal mail campaign. The direct mail donors have a heavy concentration in the senior citizen 65 years of age and older demographic sector, and contribute 28% less than online supporters. In the three years covered by this study, it was found that the online donors' median cumulative growth was 110%, which dwarfs the comparative growth in the non-online donors sector of just 6%.



Yet another study<sup>4</sup> found that associations and organizations that were able to generate the most elevated levels of online advocacy actions shared a number of characteristics: they tended to have larger email subscription lists; their online advocacy programs had been established the longest; their online communications budgets were more sizeable; and they sent a greater volume of email missives focusing on their advocacy efforts.

A considerable number of studies have been correlated to arrive at the findings in this guide and have been combined with direct approaches to various directors and managers of associations and organizations around the United States and Canada. These findings seek to uncover as complete a picture as possible of the current state of email outreach

communications at the beginning of 2011. The information included on these pages has been meticulously collected and exhaustively cross-correlated to provide a considerably larger sampling than many of the source statistics incorporated in the utilized research studies.

A number of these studies had samplings that were below 100 associations and/or organizations and presented some skewed statistical conclusions which may not have been applicable across the entire spectrum of entities in this sector. This guide attempts to rectify this situation and provide a coherent and comprehensive bird's eye view of the current state of the email communications and online outreach programs being implemented by associations and organizations.

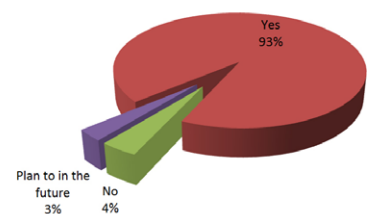
## ► Associations & Organizations Email Marketing Statistics

This aggregate of statistical information is based on a thorough review of the most recent statistical studies published by leading industry sources and surveying organizations. These collected results were then correlated with the results of a series of questions posed to association and organization managers and directors.

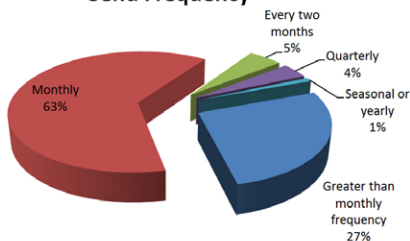
### Associations & Organizations that Engage in Email Marketing

Subsequent statistics are derived from responding associations and organizations directors and managers that are currently engaged in [email marketing campaigns](#) for both informational and fundraising purposes. This section constitutes the majority percentage of 93%, which is one of the highest engagement rates to be found in any industry, whether private sector, public sector, or non-profit. This statistic highlights the emphasis the vast majority of associations and organizations are placing on email marketing as a cornerstone of their outreach program, not only to inform their members and prospects but also to raise a healthy proportion of their needed funding. Only a scant 4% stated that they are not engaged in email marketing at all, although the statistics show that they may be presently involved in alternative online forms of outreach that are not technically email marketing. 3% state that they plan to engage in email campaigns in the future.

Engage In Email Campaigns



Send Frequency



### Associations & Organizations' Sending Frequency

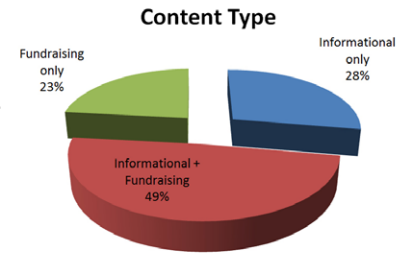
As in most industries and sectors, the monthly frequency of email sends is by far the most popular, with a total of 63% of the associations and organizations engaged in a 12 send a year program. Interestingly, the greater than monthly frequency, which indicates weekly, bi-weekly or alternative short periods between sends, is relatively high at 27%. This high frequency statistic addresses the typical structure of association and organization

communications that relies strongly on news related items and advocacy issues. Since these topics have a tendency to undergo new developments and ongoing change at a quickened pace, the online communications outreach programs to the membership and prospects needs to keep track with these swiftly changing situations.

The total number of associations and organizations that engage in [email newsletter](#) sends less frequent than monthly is only 10% (divided as 5% sending every two months, 4% sending quarterly, and 1% sending seasonally or annually). It is important to note that these statistics apply only to regularly scheduled email campaign missives and newsletters, and not personalized or individualized content sent to paid members or to reply to inquiries.

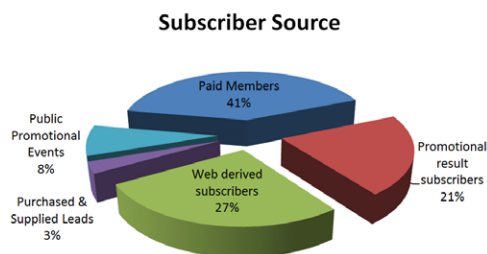
## Associations & Organizations' Content Type

The bulk of most associations and organizations' outreach communications is comprised of informative and fundraising content, and the way in which these two different types of information are conveyed provides an insight into the nature of associations and organizations in this decade. Fundraising is of course of paramount importance to most non-profit organizations as the struggle to keep the books balanced at the tail end of a deep recessionary period can be difficult at best. However, some associations and organizations have sources of funding that do not entail fundraising to the public and/or the membership per se, therefore have the luxury of maintaining their communications free of pleas for cash and are able to concentrate on promoting their various advocacy programs.



Fully 28% of all email marketing communications sent by associations and organizations were termed to be informational only, with 23% being targeted for fundraising purposes. Just under half of all associations and organizations (49%) reported that their email marketing contained elements of both. Since each association and organization differs from the next, the specific definition of what fundraising itself entails is not crystal clear. Many associations and organizations offer memberships that are paid through some form of monthly or annual dues and fees, and the solicitation of these funds is not technically termed fundraising, thus a significant portion of that 28% of email marketing communications, which is stated to be informational only, might well have included offers and promotions for new and/or renewal membership dues.

## How Associations & Organizations Obtain Email Subscribers

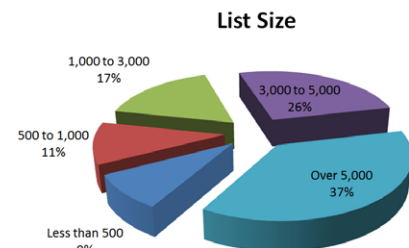


Given the status that email marketing communications is given by associations and organizations, it follows that the task of expanding the subscription list is a major undertaking that takes up considerable time, manpower, and resources. Associations and organizations that are more reliant on funding and critical mass need considerably larger lists, and the expansion ratio must be more pronounced than those that are paid member service oriented. With the understanding that these different types of associations and organizations are represented in this statistical summary, we find that their paid membership component makes up 41% of the total,

with second place going to web derived subscribers at 27%, followed by promotional result subscribers at 21%, and public promotional events subscribers at 8%. Purchased and supplied leads (3%) takes on a different definition with associations and organizations than it might for more commercial entities, as the purchased aspect can refer to individual email addresses obtained via a paid (non-volunteer) form of third party canvassing.

## Typical Associations & Organizations' Email Subscriber List Size

The list sizes maintained by associations and organizations also skews somewhat from the overall standard of industry sectors in that it represents numbers that are considerably larger than the average. These figures are further affected by the presence of a number of very large associations and organizations on the survey that have lists numbering in the several hundreds of thousands of valid and active email addresses. This factor is at least partly responsible for the considerable number of reporting entities (37%) stating that they had more than 5,000 individuals on their subscription lists. A slightly smaller 26% reported 3,000 to 5000 email addresses, 17% had 1,000 to 3,000, with 11% claiming 500 to 1,000, and only 9% being under 500 list entries.

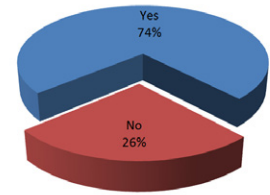




## Associations & Organizations' List Segments

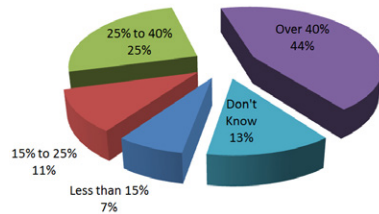
Even though the number of associations and organizations reporting that they did segment their list to some degree is significantly greater than it would be in many other industries, it is still of concern that more than one quarter of all reporting directors and managers (26%) stated that they still adhered to the inefficient practice of sending a single set of content to all subscribers.

Segmentation



## Email Open Rates for Associations & Organizations' Campaigns

Open Rates



At first glance these open rates seem stratospherically high, but given the composition of the associations and organizations that form the various surveys, it should not be as surprising as they first seem. Certainly to claim that just under half of all of the various associations and organizations' outgoing email marketing campaign missives and newsletters (44%) receive an open rate in excess of 40% is an eye-opening statistic and one that many commercial email marketers would only dream of, but the facts behind the statistics help us to comprehend these figures better: emails sent from an association or

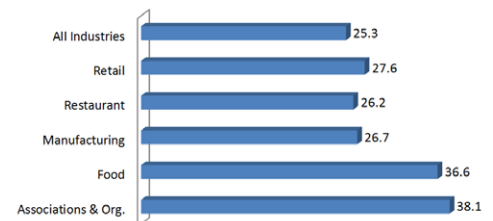
organization to a member who has paid an elevated fee for the privilege of being a part of that group likely have open rates approaching 100%. These emails are technically not strictly email marketing, but could be referred to as internal membership communications. Much of the value that a member seeks from the specific associations and organizations they have paid to belong to is in many cases wrapped up in their emails, thus the rest of the statistical skew to the high side seems justifiable.

The balance of the associations and organizations' open rates were 25% for 25% - 40% open, 11% for 15% - 25%, and only 7% stated that they had an open rate which did not reach 15%. Given that associations and organizations have shown themselves in this statistical survey to be fairly skilled in the art and science of email marketing, the 13% figure listed under Don't Know should not be interpreted as lack of sophistication or knowledge, but the inherent technological inability of emails that are sent in plain text format to report open rates.

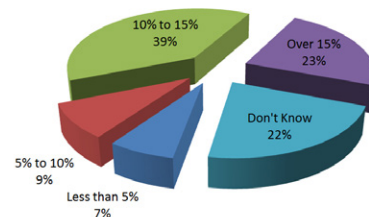
## Versus Industry Open Rates

As stated earlier, the open rates are considerably higher than the norm for other industries at 38.1% and above Food, a traditionally high level of open rate at 36.6%.

Industry Open Rates



Click-Through Rates

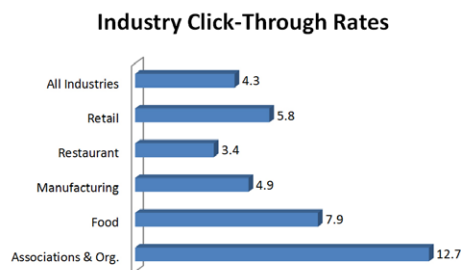


## Associations & Organizations' Subscriber Click-Through Rates

The hallmarks of successful email marketing campaigns are found in the statistical analysis of associations and organizations, with 23% reporting that they are achieving a dizzying level of over 15% CTR. These highly elevated figures are present throughout the data curve with 39% stating a CTR of 10% - 15%, 9% obtaining 5% - 10% CTR, and only 7% of all associations and organizations reporting that they fail to reach a CTR of 5%. The seemingly high

level of Don't Know reports can also be traced back to the open rate uncertainty that can be blamed on plain text email sends.

It is important to note that the action taken by a click in the conventional application by associations and organizations differs significantly from what is understood to be a click-through in commercial email marketing. While corporate entities generally define a click-through as a sale, in the definition of associations and organizations, it may only represent the arrival at a [landing page](#) with strictly informational content, without any request to proceed with a financial transaction, in many cases not even a fundraising donation or the payment of membership fees.



## Versus Industry Click-Through Rates

The CTR for the reporting associations and organizations listed in the statistical sampling is extremely high at 12.7%, which is nearly four times larger than the CTR for the lowest performing sector: the restaurant industry.

## ► Association & Organization Email Marketing Goals

Your association or organization may be involved in providing paid membership services or may be an advocacy entity that derives most if not all of its operating budget from fundraising efforts. In either case, your email based online outreach communications program needs to be devised and implemented in a strategically coherent manner to ensure maximum efficiency.

### Short Term Goals

A properly implemented email outreach strategy can provide immediate short term benefits to any association or organization:

- Immediate fundraising impetus
- Increased membership
- Improved interaction with current members
- Greater visibility to both online and major media
- Communication of positions on various advocacy topics
- Motivation of group actions

### Long Term Goals

Email campaigns are notably effective in assisting associations and organizations in reaching their long term objectives:

- Widespread member and supporter loyalty
- Media and public authoritative presence
- Recognition as a top tier advocate
- Overall growth and expansion
- Solicitation of collaborative agreements with other entities
- Governmental action and legislation based on your advocacy
- Attracting higher level financial supporters
- Establishing permanent fundraising levels

## Implementation

The actual implementation of an email outreach campaign is a complex task requiring extensive man-hours from trained personnel. It is imperative that all facets of the campaign are executed in such a manner that they meet ethical prerequisites and do not violate governmental legislation or sector self-regulation standards.

## Compliance

As a manager or director of an association or organization you are well aware of the necessity for strict compliance to every aspect of applicable legislation and regulation, both on the governmental and the industry's own self-compliance standards. The federal [CAN-SPAM Act](#) applies severe penalties to every single email that is sent in violation of the law.

There are countless aspects of email campaign compliance that must be properly addressed. Unsubscription must be facilitated to ensure the subscriber can readily and quickly remove their email address and personal information from your list at their request. A specifically written privacy policy must be in place. Soft and hard bounces need to be addressed in a manner that does not land the association or organization on a blacklist of spammers. There are many more aspects to be analyzed in order to bring them into adherence with legislation and regulation.

## Maximize Segmentation Efficiency

As the manager or director of an association or organization you are already well versed with the necessity for [email segmentation](#), yet nearly a quarter of all of the participants in this statistical compendium did not segment their lists at all, preferring to create a single content package sent out to all subscribers equally. This buckshot approach is not advisable for any association or organization, as it is counterproductive to send out the same missives to your major financial supporters as to an individual who has shown a casual interest by signing up at an event or expo. Gathering personal information from your subscribers is extremely important, as every single bit of data you can collect will assist you in your segmentation efforts. Another aspect demonstrating the necessity of thorough and comprehensive segmentation: If you do not segment your list properly, you cannot legitimately conduct A/B testing, and lose critical determinators for the approach of your email outreach campaign.



## ► Benchmark Email As Your Association & Organization's Email Marketing Solution

### Effective, Precise and Powerful For Both Fundraising and Communications

You can build synergistic efficiencies with Benchmark Email to reach out to your membership and prospects that easily fit into the most strapped association and organization budgets. Benchmark Email is one of the world's leading providers of email marketing services and is trusted by over 73,000 successful users. The seasoned experts at Benchmark Email have crafted an innovative and thoroughly effective system that is custom designed to fit the preferences and requirements of any association or organization director or manager. This special and fully proprietary Association & Organization Email Marketing Solution is a complete DIY process that provides the best email marketing features with a simple and straightforward interface to facilitate both the fundraising and communication types of email campaigns. By integrating email and social media approaches, Benchmark Email provides you with a tested and proven method to increase the efficiency of any association and organization campaign in just minutes.

### Or Apply The Hands-Off Option

Benchmark Email recognizes that your time is valuable and limited, and that you may want to subcontract out all of the lugubrious aspects of managing and directing every aspect of your email campaign. Serving all of your email and social media communications needs was the basis behind the creation of the comprehensive and encompassing [We Do It for You](#) full email marketing service. Our seasoned marketing concierges will handle the legwork. All you need to do is provide your prospect lists, define the parameters of the campaign, and then sit back while your email campaign is built to the highest professional standards in the industry. Best of all, this entire set of powerful facilitations is available at a price designed for even for the most overstretched association or organization budget.

The seasoned professionals at Benchmark Email harness the entire spectrum of email and social network technologies to maximize the impact of your fundraising or communications campaign. They will ensure that state of the art templates are customized to suit your preferred graphical style and approach and display well on every type of screen: from the postage stamp sized ones on the most basic mobile devices all the way to huge LCD computer monitors. Their duties even extend to uploading and archival tasks for all of your campaign's content, and the provision of Real Time Email Reports allows you to obtain a clear overview of your campaign's metrics to facilitate analysis of current and historical performance trends.

Consider the Benchmark Email concierges as your own association or organization's specialty online marketing team as they assure that each and every aspect of your campaign is managed and promulgated in the most professional and efficient manner possible. Ethics and good practice are first and foremost considerations in any of your association or organization's outreach programs. By implementing advanced technological methodologies, the Benchmark Email task force will ensure that your entire campaign is consistently maintained in meticulous adherence to the highest possible strata of self-regulatory and legislative standards.



This specialty communications squad will upload and segment your entire subscription list to your specifications; devise a landing page sign-up form to consistently build up that list; set up auto-responding mechanisms to provide your customer with timely replies 24 hours a day; and ensure that all details of the campaign meet with your approval prior to release. A further benefit of this unique proprietary solution is the creation of customer feedback channels, which include a detailed customer survey and custom-tailored polling. All aspects of your email campaign will be harmonized with a social media component that sees your newsletter links posted to your Twitter account on an ongoing basis as just one part of a pervasive and persuasive social networking strategy. Benchmark Email will implement up to two fully separate and thoroughly effective email and [social media marketing campaigns](#) entirely on your behalf. Should you wish additional concurrent campaigns, they can be implemented at a nominal additional cost.

The total monthly expenditure required to benefit from this proven effective cyclopedic service is under one hundred dollars which likely sets it as the best Return On Investment item on your entire association or organization budget!

## ► Industry Standard Features

Whether you choose the Benchmark Email Do It Yourself option or the We Do It for You service, your association or organization can benefit from these powerful features:

**Advanced Message Scheduling** - Your email missive can be scheduled far in advance to be sent out at the time and date that works best for your recipients. By utilizing the ability of advanced [autoresponders](#), you are also empowered to schedule countdown timers so that they coincide with a specific event such as the date a customer is added to a list, their birthday, renewal dates, or any other anniversary.

**Complete Video Integration** – Benchmark Email's unique [video email](#) process ensures that a broad scope of video productions of any length focusing on your organization or association's latest projects, events, or highlights can be delivered to your subscribers without clogging their inboxes with large files.

**Contact List Management** - As your list continues to grow, it becomes proportionately more difficult to keep every entry accurate and up to date. Benchmark Email's [list management tools](#) facilitate the tasks of building, segmenting and cleaning your multiple subscriber lists.

**Creating & Focusing Campaigns** - Promoting your association or organization's fundraising, philosophy, goals, and advocacy activities is of primary importance in order to build a responsive and engaged membership. Benchmark Email provides the flexible and capable resources required to structure any form or extent of email campaign.

**Delivery Assurance** - Benchmark Email has spent years nurturing superlative relationships with all the major ISPs, based on the strictest possible adherence to email marketing best practices and intensive anti-spam stance in order to ensure that our delivery rate is unsurpassed anywhere.

**Expertise & Technology** - Benchmark Email operates a technological infrastructure of elevated sophistication, therefore can exercise total control over every facet of your email campaign's transmission. This command ensures proven and efficient delivery of any form of email from video to HTML to plain text.

**Full Tracking Reports with Visual Graphs** - Benchmark Email's in-depth [email tracking reports](#) describe your campaign's results in simple straightforward language which is mercifully free from jargon. Each statistical grouping features alluring visual graphs to allow you to measure performance at just a single glance.

**High Volume Plans** - Even the smallest organization or association will receive our best and most advanced features and service, but should your requirements call for over 150,000 emails per month, our high volume plans present high performance capabilities that are uniquely suited to your heavy traffic needs.

**Polls & Surveys** - [Online polls and surveys](#) allow your readers, members, and prospects to divulge their preferences and requirements. Benchmark Email's polling and surveying methodologies are unmatched in the email marketing sector and easily allow you to customize a variety of subscriber participation processes designed to advance your association or organization's goals.

**Social Media Tools** – Many associations and organizations collect email addresses at face to face conferences, trade shows, expos, demonstrations, and other live events, but are failing to leverage the broad spectrum of social networking strategies that exist on popular sites such as Twitter and Facebook. The exclusive integration Benchmark Email can provide allows you to place your fundraising or communications message directly in front of your social media prospects.



**Templates** – Benchmark Email features over four-hundred highly specialized [email templates](#) to suit any promotional, communications, or fundraising requirement. Each of these templates is easily and thoroughly customizable and the graphics and programming experts at Benchmark Email can even create a specific template for the exclusive use of your association or organization.

## ► **Benchmark Email Understands Your Association Or Organization**

### **Discover How Your Association or Organization Can Benefit from Benchmark Email's Professional Service**

Benchmark Email offers both a full Do It Yourself package and an exclusive We Do It for You service to assist you in every aspect of your associations or organizations' requirements and preferences in managing your email and online communications outreach programs.

The specialized and fully bespoke We Do It for You email marketing service provides an elevated degree of value and efficiency through the administration of all of your campaign's minutiae by an expert concierge team. This solution allows your association or organization to reallocate the resources and manpower you currently devote to these tasks to other functions that could further assist your overall organizational goals.

When you are ready to take the next step, boost your advocacy goals, attract new prospective supporters, and better serve the needs of your current membership, Benchmark Email has the [email marketing solution](#). Our exclusive and market-leading features package can magnify your informational and fundraising efforts to achieve the highest online visibility possible for your association or organization.



## ► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason—or 100—that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ► Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)