

The Key to a Great Direct Email

Personalise & Quantify a Ticket Purchase in your Raffle

The Cerebral Palsy Alliance attributed a \$200,000 rise in their event proceeds to email engagement.

They found that engaging their audience prior to the event with a series of emails which brought the children's stories to life via embedded videos achieved an open rate of 58-69%.

At the event, the CPA literally quantified and personalised the monetary side of the evening. Eg. \$500 for this item will help provide access to switch toys to build my motor skills. Ben"

TEMPLATE

From: Belinda – The Smith Family

Subject Line: What would you do/ Thanks for stopping by/Just one more thing/We need you/Story sharing time /Story time

Hi There/Welcome

Start with a personalised story of 3-4 short sentences

[Juliana's family was struggling after her father passed away when she was just six years old. A bright and eager student, she was ready to take on the world despite her circumstances. For Juliana, having a sponsor to support her education was just the boost she needed to pursue her dreams, "I'm so glad that I had someone, who believed in me."]

Add a video or picture



Quantify the ticket purchase

Join the wonderful people who helped Juliana and be rewarded in many ways.



BUY A TICKET

- 1 ticket will help us receive 5 phone calls from people in need.
- 5 tickets will provide a reading lesson for a struggling student.
- 10 tickets will provide a sponsor for someone like Juliana

Add a Button hyperlinked to your raffle page

Thank them in advance

Thank you for your caring contribution and we wish you well in winning the fantastic 1st Prize.

The prize teaser will entice them to click on the raffle button

Warm Regards