

# Fundraising Email Checklist

## DESCRIPTION

NAME \_\_\_\_\_

PART OF SEQUENCE? \_\_\_\_\_

SEND DATE..... \_\_\_\_\_

LIST \_\_\_\_\_

ONLY HIGH ENGAGEMENT?

TRANSACTIONAL **OR**  MARKETING

## SENDING METHOD

My computer

Mail merge?

With tracking?

Email Service Provider

## DELIVERABILITY

Mail-tester.com score \_\_\_\_\_/10

## AUTOMATION

Follow up?

Condition \_\_\_\_\_

## TESTING

Subject line

Content

## TRACKING

Test conversion tracking

Update URLs with tracking parameters

## CONVERSION

"From:" field is someone donor respects

Subject line optimized for mobile

Highly personalized

Includes past giving

Multiple calls to action

Additional contact info in footer

Unsubscribe from this specific campaign