

52 Email marketing ideas for your charity

Regular, engaging email communications are a vital part of building a connection between your charity and your audience. Email marketing is about purposeful engagement and turning each email into a meaningful interaction with your subscribers.

By consistently reaching out with impactful stories and valuable updates, you can build a lasting relationship with your supporters and beneficiaries.

To help you with some email campaign ideas, we've put together 52 email prompts that you could use over the next twelve months to help kickstart your email strategy. By leveraging your database you can strengthen ties with your subscribers and transform your emails into engaging conversations that cultivate a stronger, more connected community.

1. Introduction

Share a personal story from someone your charity has helped.

2. Impact Stories

Highlight the positive outcomes of your charity's work.

3. Volunteer Spotlight

Feature a dedicated volunteer and their experience.

4. Monthly Recap

Summarise your key achievements and activities of the past month.

5. Upcoming Events

Promote any upcoming charity events or initiatives.

6. Local Success Stories

Share stories of how your charity has directly impacted individuals or projects within the local area.

7. Donor Appreciation

Express gratitude to donors and share how their contributions make a difference.

8. Volunteer Opportunities

Regularly update your audience on local volunteer opportunities, encouraging community members to get involved.

9. DIY Fundraising Ideas

Share creative and manageable ways for community members to fundraise on your charity's behalf.

10. Success Metrics

Share measurable successes and the impact of donations.

11. Behind the Scenes

Provide a glimpse into the daily operations of your charity.

12. Partnership Highlight

Showcase collaborations with other organisations or businesses.

13. Social Media Highlights

Share popular posts and engagement from your social media platforms.

14. Team Member Spotlight

Introduce a team member and their role within your charity.

15. Celebration of Milestones

Mark anniversaries or significant achievements in your charity's history.

16. Storytelling Through Local History

Incorporate elements of local history or anecdotes that resonate with the community.

17. Educational Content

Provide information about the cause you're addressing and its broader context.

18. Call to Action

Encourage recipients to share your emails or follow your social media channels.

19. Video Update

Include a video message from your charity's leadership or beneficiaries.

20. Q&A Session

Answer frequently asked questions from your audience.

21. Seasonal Appeal

Connect your cause with holidays or seasons to boost engagement.

22. Survey Participation

Ask for feedback or opinions on your charity's work.

23. Challenge Campaign

Launch a fundraising or awareness challenge for your supporters.

24. Donor Testimonials

Share positive testimonials from those who have benefited from your charity.

25. Interactive Content

Include quizzes, polls, or surveys to engage your audience.

26. Resource Roundup

Share relevant articles, books, or tools related to your cause.

27. Impact Infographics

Use visuals to showcase the impact of donations in a compelling way.

28. Profile a Beneficiary

Share a detailed story of someone directly impacted by your charity.

29. Highlight a Program

Detail one of your charity's programs and its success stories.

30. Funding Breakdown

Provide a transparent breakdown of how donations are used.

31. Progress Update

Show progress toward specific goals or projects.

32. Personal Reflection

Share a reflection from a team member on their experience working or volunteering for the charity.

33. Behind-the-Scenes at Events

Provide a glimpse behind the scenes during local events or activities organised by your charity.

34. Impact of Small Donations

Illustrate how even small donations can contribute to significant change.

35. Highlight a Local Chapter

If applicable, showcase the work of a specific local chapter or group.

36. Community Workshops

Organise or promote workshops that educate the community on relevant topics tied to your cause.

37. Participate in a Challenge

Challenge your supporters to undertake a small, impactful task.

38. Exclusive Content

Offer exclusive content or sneak peeks to email subscribers.

39. Collaborative Campaign

Partner with another charity or organisation for a joint campaign.

40. Recognise Supporters

Acknowledge and celebrate long-term supporters.

41. Inspirational Quotes

Include quotes that resonate with your charity's mission.

42. Virtual Tour

Provide a virtual tour of your charity's facilities or project sites.

43. Participate in Local Events

Be present at local events or gatherings to increase visibility and engagement.

44. Milestone Countdown

Countdown to a significant event or milestone.

45. Interactive Timeline

Create an interactive timeline of your charity's history.

46. Ask for Feedback

Seek input on new ideas or potential initiatives.

47. Social Media Takeover

Allow a team member or volunteer to do a takeover on your social media channels for a day.

48. Monthly Spotlight on a Donor

Recognise and appreciate a specific donor each month.

49. Impact of Regular Giving

Explain the importance of consistent, monthly donations.

50. Highlight a Local Business Supporter

Showcase businesses supporting your charity.

51. Grassroots Initiatives

Feature local, community-driven efforts aligned with your cause.

52. Year-End Recap

Summarise the year's achievements and express gratitude for support.