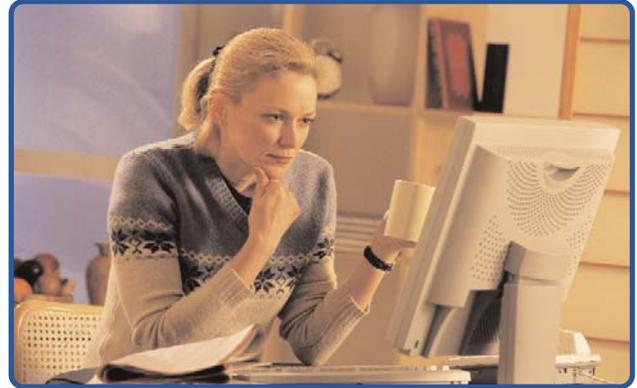# resultsplus!

HTML Email

When is an email better than a letter?

Each year, more and more donors request that non-profits communicate by email to reduce printing and postage costs, preferring their donations to go directly to the cause rather than to unnecessary overhead. Another driving force in today's fast-paced and technology-driven environment is the increasing need for timely information and efficiency.

But how can I personalize my email messages?

We know that nonprofit professionals still want to personalize their messages to donors, members, volunteers, Board members, alumni, and other constituents. Confidentiality is also a common concern. With the unique Mail Merge Wizard in results*plus!*, you can embed constituent data from your database directly into your email messages, just as you can do in printed merge letters. You can include a constituent's name and address in the message, but also recent giving information, pledge or membership data, virtually any data field.

You can efficiently send emails to individuals or groups and still maintain privacy and that personalized touch that's so important. Each recipient sees only their own email address, message, and merged data. Also, using HTML email lets you call attention to key information in your e-message with effective formatting of fonts and colors. Highlight information such as dates and events, alerts and reminders, you name it. Create and store your email templates with the same easy-to-use Wizard used for your letters.

Sounds good. How can I use this in our organization?

Here are just a few ways results*plus!* can help you use email to be responsive, efficient, and fiscally responsible in your communications:

- Email Board Members timely reports based on up-to-the-minute constituent data.

- Send electronic thank-yous to donors and send newsletters electronically, to reduce printing and postage costs.

- Email volunteers up-to-date event information, team lists, and meeting reminders.

- Contact select groups of constituents with important "calls to action" such as a "Get Out The Vote" program, a "Clean-Up Day" sign-up reminder, or a "Recruit-A-New-Volunteer" flyer.

- Add urgency to special time-sensitive appeals by using the email approach.

    ~ The possibilities are endless.

Save time and money. But keep the personal touch.