

五種能幫助你們協會增加會員的電子郵件

非營利組織被包夾在行銷戰術激烈的數位生態之中，放眼望去到處都是大手筆的企業廣告。想要觸及到目標群眾原本就不容易了，更別說要將他們成功招攬為會員。現今的電子郵件使用者平均每天收寄件就高達 122 封，那麼非營利組織又該如何在這種環境之下突顯自己、建立能見度並且推動會員參與度呢？

這個答案很簡單，就是繼續做你們最擅長的事，與社群和利益關係者建立起長遠的關係。突顯你們協會的核心價值，而且要跟目標群眾培養出情感上的默契。讓你們的理念激發出目標群眾的興趣，讓他們進一步付諸行動。當然你們也不能漏掉該做的事，就是不時的輕推他們一把，提醒一下是時候加入會員囉！

我們整理了幾個不錯的點子和範例，希望能夠提供靈感給你們。

5 Emails Your Association Should Send to Increase Memberships

Nonprofits operate in a crowded digital ecosystem with aggressive marketing tactics and massive advertising spends from the corporate world. It can be tough, as a result, to reach target audiences—especially for membership recruitment. How can nonprofits stand out, build visibility, and drive engagement in a landscape where the average email user sends and receives 122 messages a day?

The answer is simple: do what you already do best by building long-term relationships with the communities and stakeholders that you serve. Rely on your value proposition to stand out and build an emotional rapport with your audience. Communicate your organization's unique value proposition in a way that sparks interest and action. And of course, be practical: humans need friendly nudges and reminders from time to time.

For inspiration, we've compiled a few ideas and examples.

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1. 量身訂作的個人化邀請

在網站獲得越來越多訪客的同時，你們協會將慢慢的建立起一個資料庫。這個時候你們就能利用蒐集來的數據，編寫訊息向目標群眾說明加入的好處。你們可以參考以下幾種數據類型：

- 內容瀏覽行為模式
- 推薦連結及流量來源
- 網站上不同區塊的瀏覽時間
- 線上或與實體的互動經驗

除了善用這些數據之外，一定要讓你們的團隊成員親自發送訊息，千萬不要變成官腔官調的罐頭信。如此一來，這些目標群眾才能夠體會到，你們對於他們的時間精力和參與真的很重視。一定要記得，你們面對的不只是個螢幕，而是在另一端活生生的真人呢。我們先舉個非營利以外的例子，下面是[整合性行銷管理平台](#) HubSpot 所寄出的一封郵件。他們在參考特定使用者所造訪過的頁面及瀏覽內容後，量身打造了這一則客製化訊息，完全符合收件者的興趣所在。

5 Types of Emails Your Association Should Send to Increase Memberships

1) Tailored, Personalized, Human Invitations

As more visitors spend time on your website, your association will slowly build a repository of data. Using this information, you'll want to create focused messages around the benefits of joining your association. You can use the following types of data to guide you:

- Content consumption patterns
- Referral paths and traffic sources
- Time spent on different parts of your site
- Past engagement, online and in person, with your organization

In addition to using this data, make sure that you send your messages from a real person from your team—not a corporate-like mouthpiece. Your target audiences want to feel like you value their time, attention, and participation with your organization. Remember that you're connecting with a human being on the other side of the computer screen.

For an example from outside of the nonprofit space, take a look at the following message from HubSpot. It's customized around specific audience interests and tailored to specific actions that audiences have taken on the site (based on the webpages they've viewed and the content they've read).

2.多元的入會方式

毫無彈性的單一會員方案已經過時了！現今的消費者期待著高度個人化、完全能夠配合他們生活型態的方式，即使要加入的對象是非營利組織。除了向他們說明加入的好處之外，非營利組織更需要提供幾種不同的會員方案，才方便讓大型團體加入。你們應該要考慮下列幾點：

- 付費的週期
- 付費的金額
- 提供的價值
- 額外的好處

如果你們不確定該如何去安排這些選項，現有的會員其實是很棒的衡量依據。首先，將你的會員資料庫依照人口統計、心理變數這些跟你們協會有關的特點分類，比如說家庭收入、入會動機、教育利益等。利用問卷及質性訪談調查，你們就會觀察出一些模式，是在溝通訊息的時候可以利用的。

你們的目標群眾會對不同的激勵方式作出反應，你們要確認這些方式規則都訂得清清楚楚。

以能讓人發掘新產品的 ProductHunt 為例，這間公司所寄送出的電子報內容，都是依照訂閱者的偏好來策劃的，因此上頭出現的產品及服務資訊對於訂閱者來說都很有幫助。這間公司也會利用社交數據來組成訊息，裡面的內容，都是在訂閱者社交圈內受到矚目的產品。

2) Diverse Options for Joining

One-size-fits-all memberships are a thing of the past. Today's consumers are looking for highly personalized complements to their lifestyles—nonprofit affiliations are no different.

In addition to featuring clear benefits for joining, nonprofits need to offer several options for membership, to make joining easy for the largest group possible. You'll want to consider the following:

- Payment timings
- Payment amounts
- Value offered
- Perks available

If you're not sure how to structure these options, your current members are a great resource to leverage. Start by segmenting your member database by demographic and psychographic traits that are relevant to your organization (i.e. household income, cause affiliations, educational interests, etc.). Run a survey and conduct qualitative interviews: you'll see patterns that are relevant to your messaging.

Your audiences will respond to different incentives. Make sure that your organization's are fully defined.

As an example, take a look at ProductHunt. The company puts together a curated email newsletter with products and services that its subscribers will find helpful. The company uses social data to piece together its messaging, based on what its subscribers' connections are upvoting.

3.內容導向的電子報

時間是很重要的資產－你們的目標群眾也許對於你們協會的動機感到興趣，但卻還沒有準備好要一同參與。他們需要準備時間、需要有人來教導。你們應該要分次跟他們接觸，分享故事還有跟你們任務有關的教育資源。這樣聽起來好像有點違反直覺，但是千萬不要過於積極的去推銷會籍。你們要做的，應該是專注於和他們建立起和睦的關係。這裡有幾種內容，是你們可以分享的：

- 組織相關的新聞及進展
- 社區服務相關的成果報告及數據
- 受助者的故事

最重要的是，你們向目標群眾分享了他們會關心而且感受到價值的資訊。慢慢的，你可以在電子報讀者的內容瀏覽模式，還有能引起他們興趣的內容之間，建立起一個回饋循環。接下來你們就可以利用個人化的技術，比如說篩選出他們會有興趣的新聞內容，而不是直接分享過去一整個月或是一整季的大小事。以行銷社群平台 [Inbound.org](https://inbound.org) 的電子郵件為例，他們將特定的內容匯集到一封電子報內，所憑據的就是這位讀者的流覽模式及喜好。

3) Content-Driven Newsletters

Time is a valuable asset: audiences may be interested in the cause that you support, but they may not be ready to get involved just yet. Instead, they'll need a bit of warming up and nurturing. You'll need to engage with them at multiple touch points—to share stories and educational resources around your mission and vision. It may sound counterintuitive, but you won't want to push memberships too aggressively here. Instead, you'll want to focus on building a rapport with your audience. Here are some tips for types of content to share:

- News and regular updates about your organization
- Impact reports and stats surrounding the communities that you serve
- Stories about the people you've helped

What's most important is that you reach audiences with information that they'll care about and find personally valuable. Over time, you can build a feedback loop between your readers' content consumption patterns and messaging that they'll find compelling. You can use personalization technology, for instance, to share news and updates that they care about rather than communicating every last thing that has happened over the past month or quarter.

Take a look at the following email from [Inbound.org](https://inbound.org), which curates relevant content into a regular newsletter. Information comes tailored to specific audience browsing patterns and interests.

4.會籍延續提醒

現代人的生活忙碌，有一些會員可能因為這樣就不小心流失了。所以你們要讓自動化申請的流程變得非常簡易，也一定要提醒他們該採取行動了。讓這個程序變得更加容易的方法，就是利用電子郵件。

你們要在會籍快要到期的時候，發送提醒郵件給會員，並且讓會籍能夠順利銜接。你們可以先依照到期日篩選出名單，然後分別在到期日的前兩個月、前一個月和幾天前聯絡他們。

別忘了要體貼你們的會員，他們可是很忙碌的。「下一步」的指示操作，一定要能簡單明確。藉由自動化程序和提前通知，你們就不用擔心遺漏到任何會員了。

域名註冊網站就是個值得學習的範例。遠在到期日接近前，這些公司就會開始提醒他們的客戶，續約的時候到了。想要推動續約率，維持一致性、圓滑的堅持就是重要關鍵。

4) Renewal Notices

Life gets busy, and memberships can fall through the cracks as a result. You'll want to make it as easy as possible to automate membership sign-ups and to give your audience a friendly nudge to take action. Email makes this process easier.

Send follow-up reminders when memberships are about to expire, and make renewing as seamless as possible. You can start by filtering your list based on expiration date: contact your members two months out, one month out, and then within a few days.

Be attentive and sensitive to the fact that your audiences are busy. Make sure that 'next steps' are easy and clear. By automating the processes and reaching out to audiences ahead of time, you'll ensure that no member falls through the cracks.

A great example to follow comes from domain registrars. Well ahead of expiration day, these companies reach out to their customers for renewals. Consistency and tactful persistence are key for moving the needle.

5.退出原因調查

當會員流失的時候，你們需要查明其中的原因。電子郵件能協助你們找出問題所在，並且讓你們知道將來在傳遞訊息時，應該如何改善。先透過簡單的表單或是電子郵件問卷調查，詢問會員退出的理由。再利用蒐集到的資料，編寫出更加個人化的後續追蹤郵件，同時介紹最新產品功能，以吸引舊會員回流。

最後，同樣重要的是

永遠要記得跟你們的會員道謝，雖然只是個小小的動作，卻能有很大的幫助。當新會員加入時，記得要向他道謝，也預先提醒他成為會員的好處。運用你們的細心，讓會員有被重識的感覺，這將讓你們之間的連結更加緊密。

5) Opt-Out Surveys

If you're losing members, you need to figure out why. Email can help you identify pain points and identify improvements to make in your messaging, moving forward.

Start by running a simple form or email survey to ask members why they've decided to leave. You could then use that data to send more personalized follow up emails that ask your former members to come back, while telling them about new features that make them want to join again.

Last But Not Least

Always thank your members—this small gesture can go a long way. When someone new joins, thank him or her, and drop a reminder of the benefits of the memberships upfront. Find subtle ways to make your audience feel appreciated. Make connections stronger, as a result.

文章引用》[5 Emails Your Association Should Send to Increase Memberships](#)