

07

Email Marketing, Newsletters & Direct Mail System

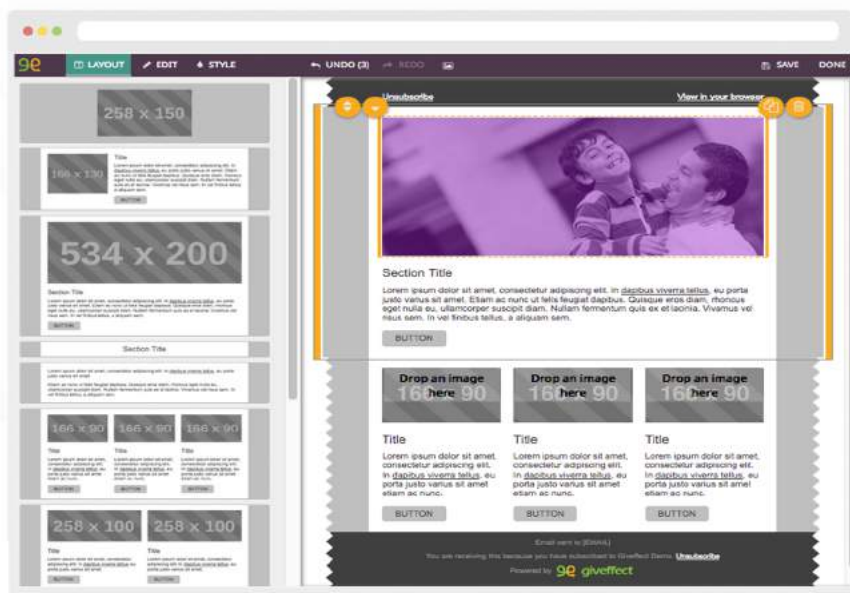
 giveeffect

www.giveeffect.com

Email Marketing, Newsletters, Direct Mail and Postcards

A marketing system with FULL access to your Contact database.

Build Email Newsletters Easily with Drag & Drop



Our powerful email newsletter editor allows users to simply drag and drop elements to their page and send off emails to contacts in their database. With a WYSIWYG interface, technical skills are not required. The seamless integration means you won't have to import and export email addresses between different systems.

- ✔ What you see is what you get (WYSIWYG) editor
- ✔ Mobile friendly and cross-browser compatible generated emails
- ✔ Seamless mailing list segmentation of your database
- ✔ Open rate, bounce rate, click rate, unsubscribe analytics
- ✔ Email activity logging

Open Rate, Bounce Rate, Click Rate, Unsubscribe and URL Tracking

Status	Sent at	Email Campaign	Opened Count	Links Clicked
Opened	Dec 07, 2016 4:00pm	Make a difference by donating \$10/month	3	0
Delivered	Dec 07, 2016 3:58pm	Church Group Volunteer Recruitment	0	0
Unsubscribed		Members Meeting - Agenda DD/MM/YYYY	0	0
Rejected		Newsletter	0	0
Bounced		Newsletter	0	0
Clicked		ala	1	1

Opened

Delivered

Unsubscribed

Rejected

Direct Mail Capabilities

The screenshot shows a CRM profile for Wendell Armstrong (ID: #246). The profile includes a photo, name, address, and contact information. A dropdown menu is open, showing options for direct mail: "Post Office", "Add Funds...", "Send Postcard", and "Send Letter". The "Send Postcard" option is highlighted. Below the profile, there are buttons for "View Giveffect Profile" and "demo@giveffect.com".

Send direct mail through the Giveffect system. Giveffect will print and mail customizable postcards directly to your constituents.

Mail merge using computed values such as annual giving summary or volunteer hours, is only possible in a connected system. Try that with third party email marketing tools.





"The main reason we chose Giveeffect is that it had all the different systems we were interested in all-in-one, we had looked at Raisers Edge, E-Tapestry and Bloomerang for the donor piece as well as Volunteer Hub and SignUp.com for the volunteer platform, but the fact that Giveeffect was integrated and the systems could all speak to each other was the main selling point for us."

Carrie Davis
Manager of Revenue Development & Strategy
Ruth Meiers

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