

Hidden Gems

What you're missing in Engaging Networks

May 20, 2020

WHO AM I?

BEN CHILDERS - DIRECTOR OF ACCOUNT SERVICES, NORTH AMERICA

- Former math teacher
- Former Raiser's Edge Power User
- Former Salesforce System Admin
- Former Major Gifts Officer
- Current Director of Account Services

Next Suggested Gift & Highest Previous Contribution

Fundraising Tools



Highest Previous Contribution



Below are settings to manage the discovery of Highest Previous Contributions for supporters based on their previous giving history. Options include how 'HPC' should be found, how far back and which transaction types should be used to ascertain a supporters 'HPC'.

Single Giving HPC

Below 50 (NSG=HPC+10%)

1 NSG 2 NSG +20% 3 NSG +50%

Below 200 (NSG=HPC+20%)

1 NSG 2 NSG +25% 3 NSG +40% 4 NSG +75%

Recurring Giving HPC

Below 100 (NSG=HPC+25%) 1 NSG

Blueprinting Templates

The screenshot shows a 'Template' editor interface. At the top, the 'Template Name' is 'ICRC-test-666'. The 'Design' section includes:

- Background image:** A URL field with a 'Manage Images' button.
- Button colour:** A dropdown menu set to 'Red' with a note 'Colour of the buttons and toggles'.
- Form placement:** A dropdown menu set to 'Left'.
- Logo width:** A field set to '80' with a 'px' unit and a 'Manage Images' button.

The 'Admin' section at the bottom has an 'Edit HTML' link with a note '(I know what I'm doing)'. The main preview area shows a form with the ICRC logo and the following text:

- Copy block header 1
- Copy block header 2
- Copy block header 3
- Copy block text with a link included.
- First Name* (input field)
- Last Name* (input field)

List-Unsubscribe

Insert Unsubscribe Link

X

To follow best practices, allow your supporters to easily manage and/or unsubscribe from receiving future emails.

Landing page

Email Unsubscribe Test

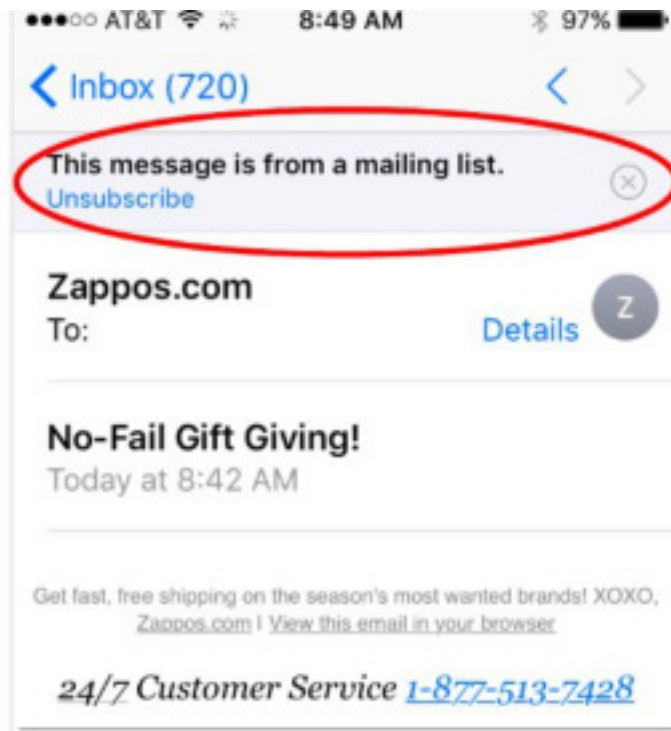
Opt-in question

AC-Optin-from-PB

Link colour

Ok

Cancel



Custom Notifications

Notification Settings

Save

Default Transaction Recipient: James (james@engagingnetworks.net) Manage Recipients



Name of Rule

Custom 1

Short Name

Custom 1

Priority

1

Max 20 characters

Rule Set

Message

Ecard Notice

Manage Message

Recipients

Sam. J.

Manage Recipients

Filters

Supporter Field



Supporter Field



If submitted value of

Country

Equals

CA-Canada

Origin Source

Page Settings

Save

Name: forests petition

Public Title: Enter a public title for this page...

Status: Live

Base URL: https://politicalnetworks.com

Notes:

Language: English (United States)

[I would like to enable additional languages for this campaign...](#)

Template: JOHN-test-template

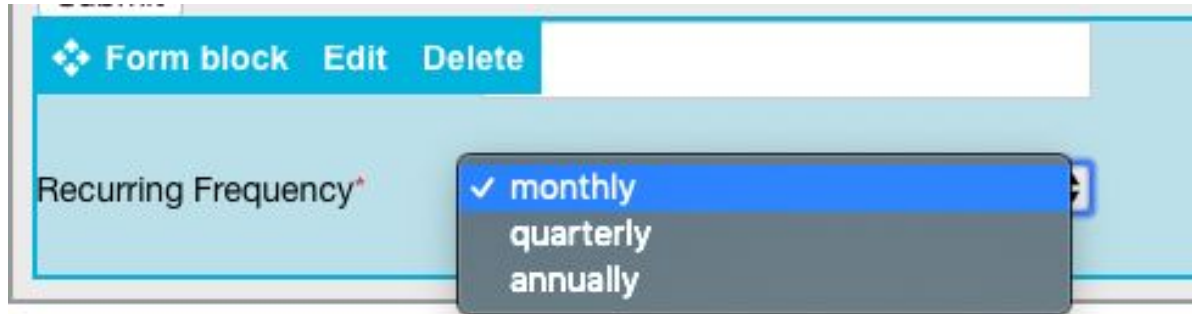
manage templates

Attributes: Select Some Options

Clear Data:

Origin Source: No Origin Source

Annual Recurring Gifts



Form block Edit Delete

Recurring Frequency*

- ✓ monthly
- quarterly
- annually

Email Suppression

Manage suppressed emails

The suppression list is comprised of suppressed e-mail addresses, which have been collected from the emails that have been sent from Engaging Networks. External email servers return 'bounce codes' which allow the software to determine if email addresses are valid or if there have been delivery errors.

There are three main reasons for a supporter to be suppressed :

1. An email sent to the user resulted in a hard bounce
2. A supporter's email successively returns a series of soft bounces, resulting in a conversion to a hard bounce
3. A supporter complains that an outgoing email was spam/junk

Over the last 30 days, there were



Hard Bounces

Email addresses that have returned a 'hard bounce' reply from external mail servers. For example : 'bad-mailbox'.

0

[View](#)

[Download](#)



Soft Bounces

Email addresses that have had successive 'delivery issue' replies returned from external mail servers. For example : 'over-quota' or 'no-answer-from-host'.

0

[View](#)

[Download](#)



Spam Complaints

For the email providers (Hotmail, AOL, Yahoo etc.) that send 'spam complaint' reports back, this number indicates the supporters who hit the 'Spam/Junk' button on receiving the email.

0

[View](#)

[Download](#)

Suppressed Emails

Below is the master suppression list. This group of supporters will receive no further email from the software.



Suppressed List

Email addresses that were suppressed due to hard/soft bounces and/or spam complaints that were received.

43

[View](#)

[Download](#)

Card Expiry and Recurring Transaction Activity Marketing Automations

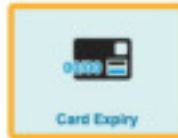
Create a new Marketing Automation

Choose the type of automation you would like to create:


Welcome Series



Engagement



Scheduled Data Reports

**Data Reports: Fundraising Summary** X

Settings Save

Notifications


Settings

Name: **Notes:**

Currency:

For this report, return the data

by Page:



Save

Domain Authentication



Domain authentication

Confirm below that domains used in outbound sending are correctly authenticating.

Sending domains

Below are the domains that are currently setup to send outbound email. Use the validate tool for each domain in order to confirm that SPF (mandatory) and custom DKIM (optional) are setup correctly

engagingnetworks.net

To validate correctly, SPF and DKIM will be checked. Updating both will allow outbound mail to appear from your organization and not from Engaging Networks

Validate

In order to full validate, the DNS record for `engagingnetworks.net` must include the following configuration

SPF: add or update the TXT record for `engagingnetworks.net` to include

```
include:_spf.e-activist.com
```

✓ **Good news!** The required SPF entry has been found on the DNS record. As a final step, we recommend confirming that the global SPF record is valid. Please see [this link](#) for more information.

DKIM: create the two following CNAME records for Custom Domain Authentication

`enkey1._domainkey.engagingnetworks.net` with the value

```
masterkey1.e-activist.com.
```

`enkey2._domainkey.engagingnetworks.net` with the value

```
masterkey2.e-activist.com.
```

✓ **Great!** Domain authentication for `engagingnetworks.net` appears to be set up and ready to be enabled.

I wish to enable DKIM for `engagingnetworks.net`

Welcome, Benjamin

Update Your Information



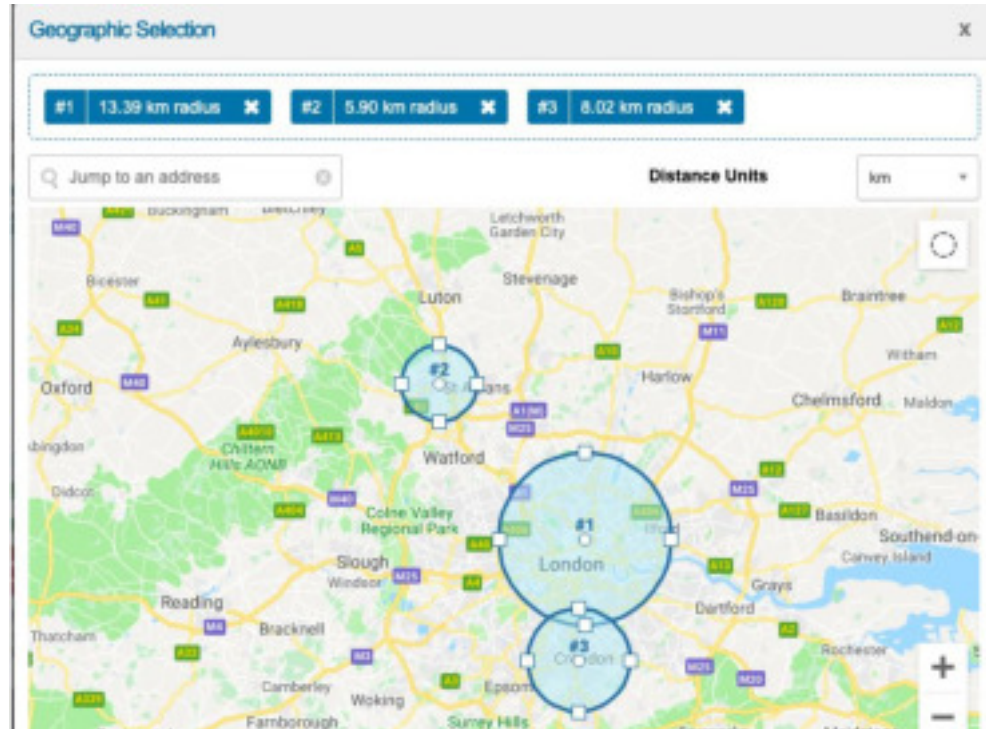
Moved, promoted, new email? Tell us about it.

Manage Subscriptions



Tell us what kind of email you want

Geo-targeting tool



Click-2-Call

GREENPEACE

TELL YOUR MP TO ENDORSE A GREEN NEW DEAL

Make the call. it's free!

The climate crisis is here. Arctic permafrost is melting, forests, towns, and Indigenous territories are burning. States of emergency — declared for once-in-a-century floods — are becoming commonplace, and millions around the world already face dislocation and starvation.

Many of us are struggling to find an affordable place to live, or a decent job to support our families. Hate crimes and racism are on the rise. And promises to Indigenous peoples have yet to be implemented.

We need an ambitious plan to deal with multiple crises at the same time. A bold and far reaching plan to cut emissions in half in 11 years in line with Indigenous knowledge and climate science, create more than a million good jobs you can support a family with, and build inclusive communities in the process.

Call your MP and ask him/her/them to take action that matches the climate emergency we're facing. We need a Green New Deal for everyone in Canada.

CALL YOUR MP

Step 1: fill your information

Email Address

First Name

Last Name

Phone Number

Postal code

Canada

NEXT

Account Data Overview

Account Summary



Active data records: Supporters who have taken an action in the last 18 months

New data records: New supporters into the account. This includes actions and imports

Opt in data records: Supporters who have any active "Opt in = Y" records in the account

Total data records: Total records of supporters in the account


Marketing Automation Smart Inserts

Condition

Conditional Options

 Email Response

 Supporter Information

 Donation Information

 Mobile Response

Conditional Options → Email Response

-  Recurring Donation complete
-  Donation Complete
-  Page Converted
-  Email Clicked
-  Email Opened
-  Email sent (including those who did not open the email)



Conditional Options → Supporter Information

-  Field Value
-  Has Mobile Number
-  No Mobile Number

Conditional Options → Donation Information

-  Last Single Donation Amount
-  Is a Donor (Single or Recurring)
-  Is a Donor (Single)
-  Is a Donor (Recurring)
-  Last Recurring Donation Amount

Conditional Options → Mobile Response

-  SMS was delivered
-  SMS was undelivered

Thank You.

Check out our Engaging Networks Foundations Series at www.engagingnetworks.net/resources/foundations

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