



YOUR MONTHLY DOSE OF DIGITAL DONE RIGHT:

Email Deliverability

Cut through inbox clutter armed with these helpful tips

With high email volume in everyone's inboxes and seemingly greater interest in the email content—as evidenced in 2020 by higher open and clickthrough rates during the COVID-19 pandemic—it's become increasingly more important (and more difficult) to find a way to stand out in the crowd. But the first challenge to contend with is making sure your email is even being seen. So, how do you make sure your emails consistently deliver to your supporters' inboxes?



The average number of email messages nonprofits sent per subscriber in 2019.

Source: 2020 NTEN/M+R Benchmark Study



1 out of every 6 email messages failed to reach subscribers in 2019.

Source: 2020 Return Path Deliverability Benchmark Report



Tips to remember:

What's your score?

- Email service providers use your sender reputation score to determine whether to deliver your email messages or block them. Check your score at <https://www.senderscore.org>.
- Authenticate your domain and email reputation—ask your IT department or eCRM provider if they have authentication protocols (e.g., DomainKeys Identified Mail (DKIM) or Sender Policy Framework (SPF)) in place.

How clean is your list?

- Remove undeliverable and bouncing email addresses.
- Suppress inactive subscribers so your messages only go to people who actively open and click through your emails.
- Implement an email validation tool or activate a CAPTCHA on sign up forms.

Are you engaging your list?

- Make it easy to unsubscribe from your list. An unsubscribe is better than a SPAM complaint in terms of sender reputation.
- Drive email opens and clicks with compelling subject lines and lots of opportunities to click through to relevant content.
- Deliver personalized and relevant content to keep subscribers engaged.