**How to use email to drive online donations**

**February 12, 2019**

**According to the 2018 M+R Benchmarks study of nonprofits, email messaging drove 28% of all online revenue for nonprofits in 2017.** Email is an important, effective and economical marketing channel, especially for small to midsize nonprofits.

Join Ronald Pruitt of 4aGoodCause on February 12 to learn how your nonprofit can effectively utilize email to engage donors and raise more money online.

 In this seminar Ronald will guide you through:

• Why email is essential to online fundraising

• How to build an email list and make subscribers feel welcome

• Core components of a great fundraising email

• Anatomy of a donation page that converts more online gifts

• How to retain donors with email

**Ronald Pruitt**

Ronald Pruitt is the President and Founder of [4aGoodCause](https://4agoodcause.com), an affordable and effective online fundraising platform for small to midsize nonprofits. Ronald has more than 20 years of experience helping nonprofit organizations create effective and results-driven e-commerce Web sites, sites that have raised millions of dollars for good causes from Maine to Hawaii. This extensive experience has made Ronald an expert in user-friendly online fundraising and understanding what drives donors to give online. Follow Ronald on Twitter at [@4aGC](https://twitter.com/4aGC).