

# Drip Campaign Title

This drip campaign is being used for.....

## *The Pitch*

Key talking points:

- What are the key messages you want to get across through this drip campaign? Map those points out here.

## *The Goal*

What is the goal of this drip campaign? What will make this a win?

## *Drip Campaign Cadence*

This is the engagement methodology we will send X emails over to XX days in order to ...

1	2	3	4	5	6	7
Email #1				Email #2		
8	9	10	11	12	13	14
	Email #3					
15	16	17	18	19	20	21
				Email #4		
22	23	24	25	26	27	28
29	30	31	32	33	34	35
		Email #3				

## *Outreach Templates*

### **Day 1 - Email #1 - Thanks for Signing up**

Subject: Thanks for signing up for 48in48!

Copy goes here.

### **Day 5 - Email #2 - Thanks for Signing up**

Subject: Thanks for signing up for 48in48!

Copy goes here.

### **Day 9 - Email #3 - Thanks for Signing up**

Subject: Thanks for signing up for 48in48!

Copy goes here.

### **Day 19 - Email #4 - Thanks for Signing up**

Subject: Thanks for signing up for 48in48!

Copy goes here.

### **Day 31 - Email #5 - Thanks for Signing up**

Subject: Thanks for signing up for 48in48!

Copy goes here.

Full example from 48in48.

## Engagement Guide for Volunteers

This is 48in48's plan for reaching out to volunteers to keep them engaged and excited to participate in a 48in48 event.

### *The Pitch*

We are mobilizing marketing and technology volunteers to serve nonprofits Worldwide. We do this by holding events to build 48 websites for 48 nonprofits in 48 hours. Volunteering with us is fun, challenging and a great way to use your professional skills for good.

Key talking points:

- We are backed by great sponsors like Delta Airlines and State Farm
- Volunteers come from the top global Agencies and Corporations - Publicis, Arnold Worldwide, IBM,
- Volunteers are helping to improve a nonprofit's ability to engage:
  - Fundraising
  - Volunteerism
  - Community engagement
- Participating on an event weekend is fun and challenging.

### *The Goal*

Push all volunteers to visit the volunteer portal for their specific event. The volunteer portal is a password protected page on 48in48.org that will provide up to date details on all of the things a volunteer may need to know. This page will be the single source of truth for volunteers before, during and after the event weekend.

## Drip Campaign Cadence Following Event Signup

This is the engagement methodology we will use over 9-days after the volunteer signs up to make them feel welcome and connect them with their local 48in48 community.

1	2	3	4	5	6	7
Email #1				Email #2		
8	9	10	11	12	13	14
	Email #3					

## Outreach Templates

### Day 1 - Email - Thanks for Signing up

Subject: Thanks for signing up for 48in48!

Hey {First\_Name}, thanks for signing up for 48in48. We are excited to have you as a part of the team. We would love to start out by engaging with you over social. Here are a few ways you can get engaged with the 48in48 community today!

- Like us and share our posts on Facebook: <https://www.facebook.com/48in48org/>
- Follow our Instagram feed: <https://instagram.com/48in48/>
- Tweet at us: [twitter.com/48in48org](https://twitter.com/48in48org)

And, here are a few common questions and answers about a 48in48 event:

- **Do I have to be there all 48 hours?** Nope, ideally you will be there as much as you can, but everyone needs rest and sometimes people have to duck out for prior obligations.
- **If I don't know WordPress or how to code, can I still be helpful?** Yep! If you know a thing or two about marketing or technology, we can use your skills to help nonprofits.
- **If I don't sign up with a team, what happens?** No problem, we will match you with a team that can use your help and you will get to make some new friends.

Lastly, here is how you can stay informed leading up to your event. Check out your event's volunteer portal at the link below. On there you will find the link to your event's Slack channel to

start chatting with people. You will also get access to the event Facebook group and other resources to get you started in the 48in48 community.

Thanks for signing up to be a part of 48in48, we can't wait!

The 48in48 team

## Day 5 – Email #2

Subject: Four weeks until 48in48!

It is time to start getting ready for the upcoming 48in48. Thank you so much for donating your weekend to use your unique professional skills for good! You are making a big impact on the nonprofit community and we can't wait to get started!

- Like us and share our posts on Facebook: <https://www.facebook.com/48in48org/>
- Follow our Instagram feed: <https://instagram.com/48in48/>
- Tweet at us: [twitter.com/48in48org](https://twitter.com/48in48org)
  
- Venue Address
- **Food:** We will have all your meals and drinks taken care of (including coffee 24/7) and we are pretty good about having lots of vegetarian options, but if you have any other special dietary needs, we recommend you bring some meals. We do have fridges for you to store your own food in. ***We also encourage volunteers to bring snacks to share!***
- **Program:**
  - Friday night kicks off with dinner, music and a fun speaker. Plan to arrive by 6pm.
  - Be sure to stick around the whole weekend to help your team! We will be doing chance drawings and dev team announcements throughout the weekend!
  - The closing program on Sunday evening will include an official judges panel of prominent names who will vote on best new websites, as well as some fun winners voted on by the volunteers.

### Volunteer Specific Details:

- **Build Teams:**
  - Arrive by 6:00PM
  - Check-in to receive your event gear and get your team assignment!
  - Please bring your own laptop/computer, charging cables and a power strip if you have one.

- **Event Experience Volunteers:**

- If you have not already selected your time slot and job, sign up [HERE](#). (link to Sign up Genius)

**Volunteers Still Needed:**

Tell your friends we can still use more help. Share this link:

<https://48in48.org/volunteer/>

**Day 9 – Email #3**

Subject: Are you ready for 48in48?

Copy here