

Non-Profit Cold Email Sequence

Email 1: {{Fname}}, I want to help

Hi {{Fname}}, as a non-profit organization with a compelling mission, I believe you deserve every support you get, so I'm offering mine.

My team collaborated with 5+ non-profits this year to try something different. And it helped them establish a credible online presence, an efficient donation system, and a marketing process that converts high-value donors.

Our partner, Empathy In Action recently saw a 3.9% conversion rate boost, a 215% increase in monthly donations. And I would like to help your organization get more.

If it makes sense, let's schedule a quick chat to assess your online presence, marketing strategy, to identify areas to capture more donations.

→ [You can schedule a call here](#) or just reply with "What's next".

Talk Soon,
Ameer, Co-Founder of Seen

Email 2: {{Fname}}, I didn't get your response

Hi {{Fname}}, I think you missed this as you didn't respond to my previous email.

This Free audit will help assess your online presence, marketing process, site, and donation systems.

It's almost the holiday season when we record the highest donations for our nonprofit partners.

And being adequately positioned for it would strongly help your organization against 2025.

The goal is to identify potential loopholes, improvement opportunities, and areas to convert and retain high-value donors.

→ [Let's schedule an audit here](#) or simply reply with "What's next".

Talk Soon,

Ameer, Co-Founder of Seen

Email 3: Taking donations? Let's talk

{{Fname}}, I tried searching non profit organizations in {{City}}, but couldn't find yours.

So I wondered how many potential donors may have tried but couldn't easily find your organization.

Your online visibility is crucial for the holiday season when donations are usually highest, let's fix that.

If it makes sense, let's schedule a quick chat to assess your online presence, marketing process, site, and donation systems.

The goal is to identify loopholes and areas where you can attract, convert, and retain high-value donors.

→ [Schedule a chat here](#) or simply reply with "What's next".

Talk Soon,
Ameer, Co-Founder of Seen

Email 4: {{Fname}}, you forgot our call

Hi {{Fname}},

Have you given up on reaching more donors this holiday season?

Would it be a waste of time If this FREE audit could help you...

Assess your current online presence, Identify potential marketing loopholes, and find areas to attract, convert, and retain high-value donors.

→ [You can schedule a call here](#) or simply reply with "What's next".

Talk Soon,
Ameer, Co-Founder of Seen

