

Neon CRM's New Email Tools

Neon CRM Product Team
April 1, 2021



Housekeeping

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This is being recorded. Our webinars are all recorded for future reference and placed into our Resources section of the Neon One website. It'll be there tomorrow!

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We will be taking questions. We want this to be an actionable resource for your organization, so please use the Q&A!

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We'll focus on what we have built to help you with email. This isn't going to be a product training (we got you covered though!), it'll be a showcase of the new builder within Neon CRM.

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There's more to come. Expect to see some further improvements in the coming months that are already in progress - things always need to evolve!

Rollo May (author / existential philosopher)

Communication leads to community, that is, to understanding, intimacy and mutual valuing.

1. Learning Objectives
2. Why did we focus on our email builder?
3. How did we approach this project?
4. Meet Neon CRM's New Email Builder!
5. Grow Together - Question Time

Overview

Target Audience: Neon CRM clients and prospective users who are looking for excellent in-product email marketing tools.

What You Will Learn:

- How the Neon CRM product team learns about what projects to focus on
- How our team worked with clients and partners to build out this project
- The major upgrades to the email builder that will be released on **April 10**
- A few further improvements that are being worked on that you should see in the coming months

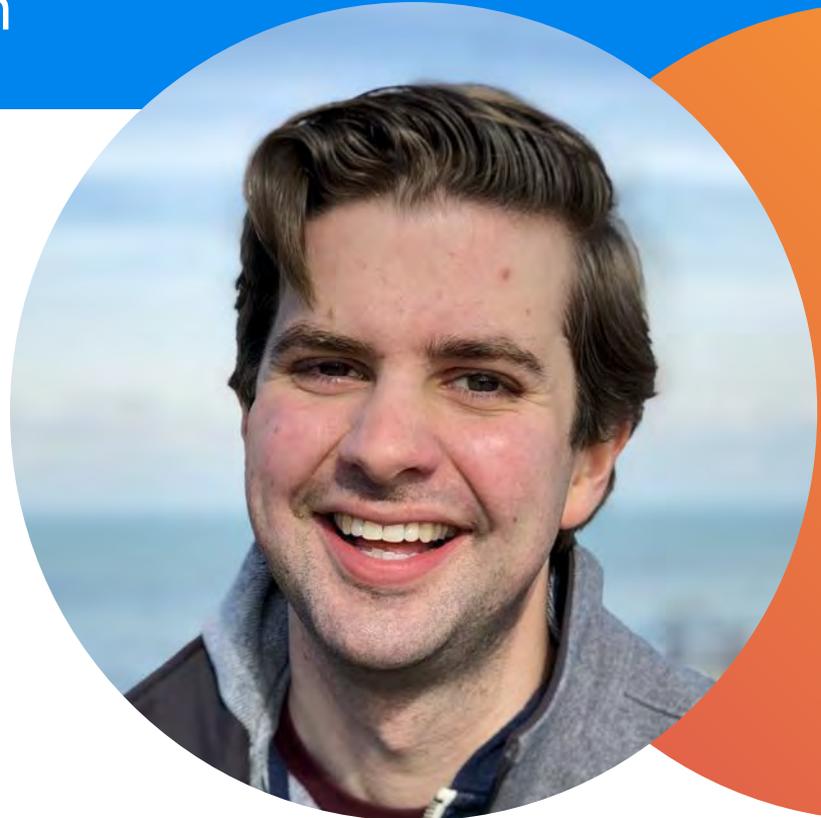
What You Won't Learn:

- Product training itself - we will be doing a tour of the builder to showcase the key features but Neon One Academy and our support center will have appropriate training materials
- Email marketing strategy and tactics. We'll be focusing on the enhancement of our own builder but have other resources coming up that focus on how to apply these to your own work.

Adam Stevenson

Neon CRM Product Team

- Has been with Neon CRM's product team since 2018 and with Neon One since 2015
- Product manager for Neon CRM and its roadmap; researches & writes the requirements for new Neon CRM features
- In a previous job with an education nonprofit, Adam lived in Mailchimp, segmenting audiences in spreadsheets and formatting email campaigns. He sort of loved and hated it at the same time.



Alaa Tellat

Neon CRM Product Team

- Has been with Neon CRM's product team since 2019.
- UI/UX Designer; drives the design process from user research and ideation, through design iteration and user testing, resulting in a final design.
- Alaa used to work as an architect (with a focus on the user experience of physical spaces) before transitioning to designing digital spaces.
- She has lived on 3 continents and is fluent in 3 languages.



Poll Time

Why focus on email?

Why focus on email?

Email is still one of the primary drivers of channel communications related revenue for nonprofits.

Yet email technology has evolved while nonprofits still struggle with it:

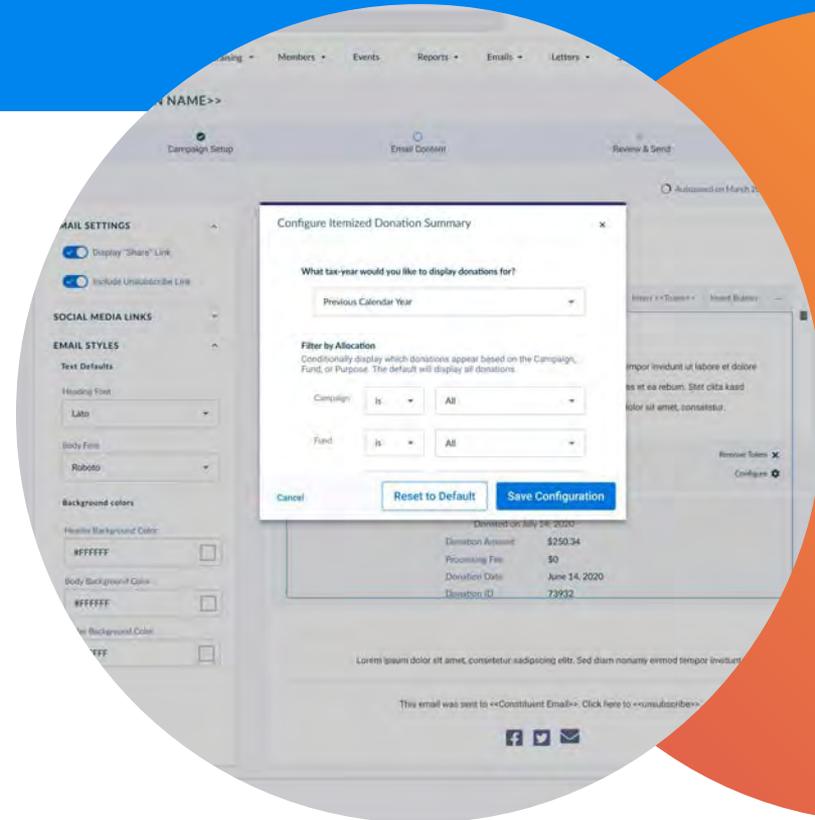
- 46% of users are checking email on their mobile devices
- 41% of nonprofits say they don't have the ability to segment email



Product Team Interview

What's next for Neon CRM email?

- Improved itemized donation summary
- Support for email Preview Text
- Custom field tokens in email campaigns
- New preview mode for previewing mobile and tablet versions of emails



Resources

Next Webinar: Where You Live Changes How You Give

- April 7 @ 3:30pm ET
 - Suhailah Waheed
- [RSVP Here](#)



Neon One Resources

Neon CRM Email Builder

A collection of resources that will help your organization with capital campaign planning.



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Support Center Guide

Neon One put together this step by step guide on creating a capital campaign. Take the lessons from today's webinar and fold them into this larger resource. [Read it here.](#)

Neon One Academy

Are you using [Neon One Academy](#), our free learning center on all things Neon CRM and beyond? You totally should check out the updated Email courses for the new builder.



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TechSoup NPO Digital Marketing Benchmark Report

Check out this fresh look at digital benchmarks from Tapp Network and TechSoup that focuses on email and beyond. [Review and download here.](#)



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Built for Good.