Mailchimp

Apps & Integrations · https://connectionpoint.com/help/docs/connect-mailchimp/

Connect Mailchimp to seamlessly notify mailing lists and capture new supporter information.

Why is this helpful?

When you connect and enable your Mailchimp, supporters or fundraisers will be given the option to subscribe to updates from your organization.

This is incredibly beneficial for your email marketing initiatives:

1. Email Automation: Streamline your communication by effortlessly dispatching emails to your dedicated supporters. This includes disseminating new campaign updates and expressing gratitude. Automated email capabilities simplify donor engagement, making it an ideal companion during fundraising initiatives.
2. Targeted List Segmentation: Enhance your email outreach by categorizing your contact list based on a range of criteria, from supporter history and location to engagement levels. This segmentation empowers you to deliver personalized, laser-focused messages to diverse groups, significantly boosting retention rates.
3. Real-time Crowdfunding Progress: Keep your supporters in the loop regarding the latest developments in your fundraising journey, whether or not they can contribute at the moment. Regular updates ensure everyone stays informed and connected.

4. Ongoing Engagement with Drip Campaigns: Recognizing that campaigns can be long-term, maintaining ongoing donor support is paramount. Implement drip email campaigns to automatically dispatch a series of emails that nurture your donors and encourage sustained involvement.
5. Analytical Insights: Leverage Mailchimp's robust data analytics to gain invaluable insights into the performance of your email campaigns. Track open rates, click-through rates, and conversion rates to gain a deep understanding of your most effective messages and strategies. This data-driven approach allows you to fine-tune your email marketing strategy and maximize the effectiveness of your crowdfunding endeavours.

How to connect Mailchimp Account

Organizations click here.

Mailchimp integration is not available for personal campaigns.

petfundr

crowdfundr

cocopay