

# RECOMMENDED EMAIL PLATFORMS

## **MailerLite**

Includes both a free and paid version. Free features include basic automation, segmenting, embed forms for list growth, and basic analytics.

The paid feature delivers a big bang for your buck (just \$84 a year (save \$20 off using my link) and allows you to remove MailerLite branding, add auto-resend functionality, and incorporate innovative pop-ups easily on your website.

**MAILERLITE**

## **MailChimp**

Free and paid versions available. Free version includes most needed options for nonprofits (good design choices, tags and categories, etc.) and sign-up form flexibility. Automation is limited for free plans.

**MAILCHIMP**

## **Constant Contact**

Free for United Ways. Nonprofits can save 30% if they prepay. Includes all the bells and whistles you would need though templates are somewhat limited and the interface can be difficult to use on some menus.

**CONSTANT CONTACT**

## **Campaign Monitor**

Basic plans start at \$9/month. This platform is better for bigger organizations who need additional features.

**CAMPAIGN MONITOR**

# USE THESE AS A LAST RESORT

## **Outlook or desktop client**

Using your built-in email client on your desktop will work but will not help you navigate around potential spam issues or give you the automation features.

OUTLOOK

## **Gmail or G-Suite**

Gmail or G-Suite has some features to help avoid spam but will still limit what you are able to do in terms of campaign integration. G-Suite will allow you to customize your email with your website domain. Free for nonprofits!

EMAIL

## **Yahoo or other free service**

Using an email service that is not branded may hurt your credibility and results. I do not recommend using these services for email marketing.

YAHOO / ETC.