

OPT-IN IDEAS FOR NONPROFITS

Let's be real, no one gets real excited about "Sign up now" or "Newsletter" boxes. But, we can get them excited for our email list with these opt-in ideas!

USE A NUMBER

7 WAYS TO GET YOUR COMPANY INVOLVED

Offer ideas on how companies can get employees involved in your work. Volunteer ideas, events, tangible-item drives, etc.

TEACH

TEACH YOUR KIDS HOW TO GIVE BACK

Most parents are very interested in helping their kids see the needs around them. Offer creative ideas on how kids can get involved and help your nonprofit.

BE RELEVANT

PLAY TO THE SEASONS

Publish a fall bucket list or winter-related theme and relate it back to your work. For example, "download a list of most needed winter items for the homeless."

PARTNER

PARTNER WITH COMPANIES TO BE HELPFUL

Have a good relationship with your local bank? Offer a free "financial tips for a fun fall" download and have the bank write the copy. Include their logo and then sneak in some stats about your work, too!

GET SPECIFIC

APPEAL TO YOUR SPECIFIC AUDIENCE

Serve kids? Offer a "kid-friendly recipe card" and have your kids write it! Serve seniors? Offer adult kids "tips on caring for aging parents."

Need help making your free download look great? I offer affordable design services for nonprofits! Visit my website at oneninedesign.net for more info!