How to use email data to guide your fundraising

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ToucanTech is a full-service email system embedded in your database

Send unlimited emails, processed on our APAC server with anti spam settings

Build newsletters with drag & drop content and schedule, test, re-send your emails easily

Send individual emails from a record or use our email sync to forward messages to the database

Set up automated/ system/ trigger emails to work whilst you're not working

Click from someone's record to view each specific email they have been sent

Rely on a robust consent management system with clever email types

Run engagement filters (including email) to pull out segments of potential donors

Using email data to drive fundraising should be easy

Capture engagement data in one streamlined system
email open, clicks, unsubscribes + other activities - downloads/ views/ sign-ups/ phone calls/ connections/ volunteering/ surveys/ donations etc

Segment your audience
using engagement + demographic/ profiling data

Choose your activity
add to a donor pipeline, create an email campaign, set up an event, send a letter, arrange a focus group etc

Tailor your message
customise, personalise, timing, call to action

Track engagement
tag email types and monitor sequence of activities etc

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Segment your recipients using powerful filters, save your segments and create dynamic filter groups

Advanced Filter:
(ALL) Hong Kong Alumni

User Group
Alumni Staff

OR

User Group
Alumni Student

AND

Country is:
Hong Kong (filter: current country)

197 records found matching your search criteria

Advanced Filter:
(ALL) Hong Kong Alumni

Donor made donation between
18/06/2019 to 18/06/2020

AND

Email Engagement
Email rate - 100% opened in past 3 months

AND

Consent check
"I'm happy to receive occasional fundraising updates by email" - Opt in

68 records found matching your search criteria

Dear [[first_name]],

Concord Teachers Helen and Steve are on holiday in Hong Kong and would love to meet any alumni old and young (they don't mind if they don't know you!).

Calvin (2011-2016) has already said he is attending so an even better excuse for a mini reunion if you are from these years at Concord!

Read more and join this event

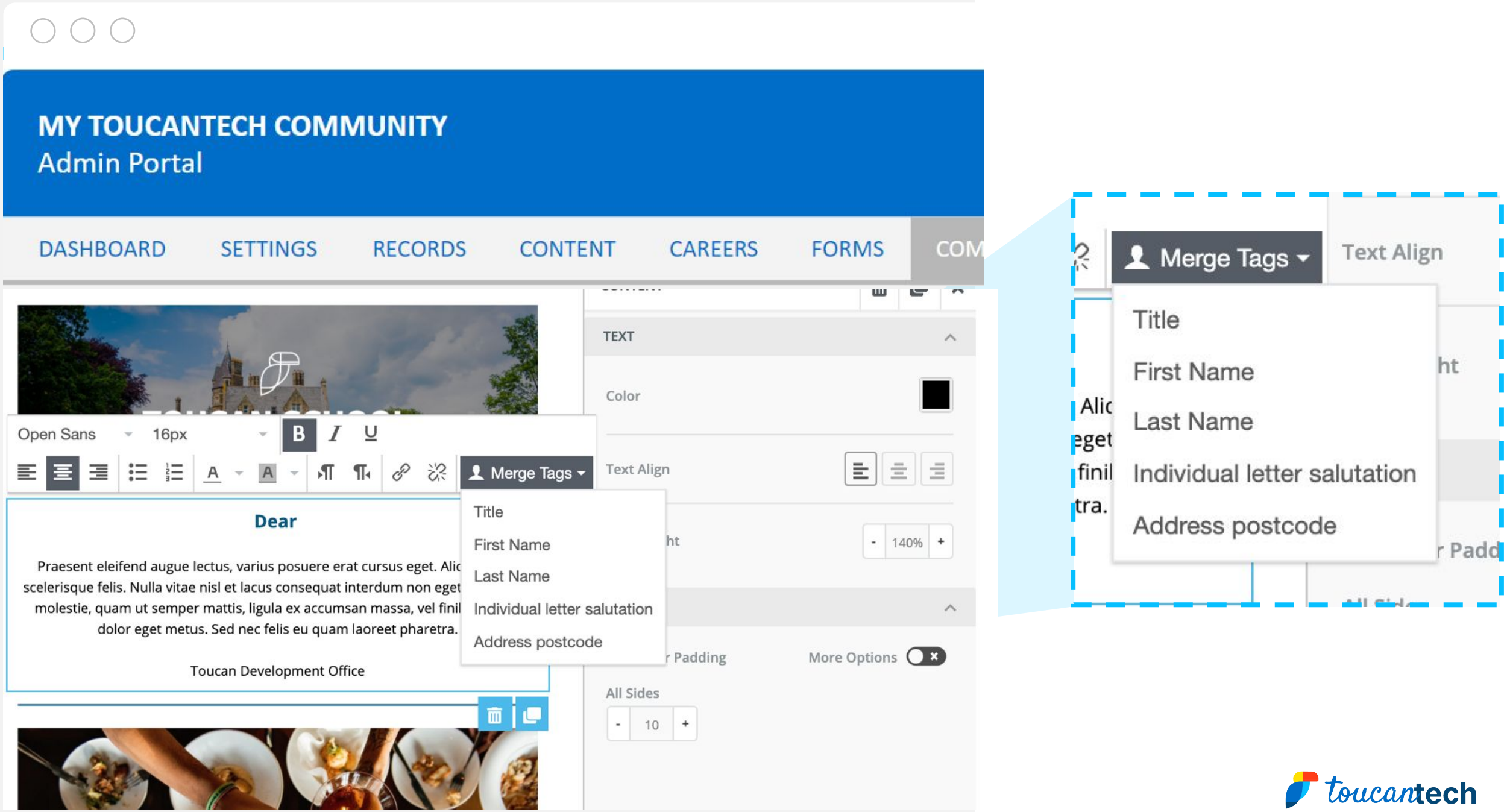
The venue is owned by Alumni Carvan and Chum. Support this local business by attending or using it in future.

Read more

Helen and Steve are planning a trip to Hong Kong...find out why we would love you to help them!

Read more

Personalise, design, schedule and replicate your communications


MY TOUCANTECH COMMUNITY
Admin Portal
DASHBOARD
SETTINGS
RECORDS
CONTENT
CAREERS
FORMS
COM
Open Sans
16px
Merge Tags
Title
First Name
Last Name
Individual letter salutation
Address postcode
Dear
Praesent eleifend augue lectus, varius posuere erat cursus eget. Alic
scelerisque felis. Nulla vitae nisl et lacus consequat interdum non eget
molestie, quam ut semper mattis, ligula ex accumsan massa, vel finil
dolor eget metus. Sed nec felis eu quam laoreet pharetra.
Toucan Development Office
TEXT
Color
Text Align
140%
More Options
All Sides
10
Merge Tags
Text Align
Title
First Name
Last Name
Individual letter salutation
Address postcode

Pull in news and events from your website to your newsletters and tailor the design in a few clicks

Welcome to the OJ Community

We are delighted to be launching our brand new community network for our school

Connect with each other | Grow your networks | Inspire Members

Join OJ Community here

Dates for your diary

Springtime Festival
9 April 2020

Member Registration
26 July 2020

Workshop
3 May 2020

Check out the Events pages

Latest News

Maria celebrates 105 years
Happy 105th Birthday to our alumna.

Read more

Image and text hyperlinked:

Member Registration
26 July 2020

Workshop
3 May 2020

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Embed videos, attachments, forms and donation buttons in to your emails

OXFORD FALLS GRAMMAR SCHOOL

A message from Dr. Peter Downey, Principal of Oxford Falls Grammar School

Dear Alumni,

These are indeed strange and challenging times, as the impact of the Coronavirus is felt around the world. I wanted to update you personally on how Oxford Falls Grammar School Community is responding.

We know that many of our alumni are also involved in the fight against Covid-19, so please send us your photos and messages about what you've been up to, so we can share your news.

Read full message here

Alex Sumsky & Jaden Harris (Class 2013), make the Forbes 30 under 30 list

Congratulations to Alex and Jaden on making the prestigious Forbes 30 Under 30 – Asia list within Media, Marketing & Advertising **Read More**

THE HOOT

Windlesham

An Update on our New Pool & Sports Hall

Things are really starting to take shape with the new pool and sports hall! The pool has been filled and we are still on target for the completion in December 2017. If you would like to support us and the project please find out more **here**

Read More

Track opens, views, clicks, bounces, unsubscribes and clean out hard bounces in minutes

Link Activity & Click Report:

50 People clicked | 100 Total clicks | 2 Clicks per person | 20 People didn't click

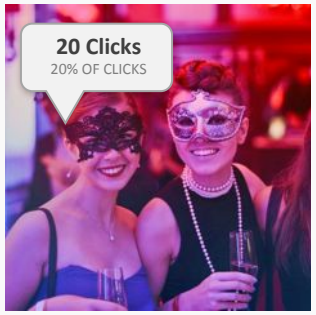
Dear [[first_name]],

Praesent eleifend augue lectus, varius posuere erat cursus eget. Aliquam nec scelerisque felis.

Nulla vitae nisl et lacus consequat interdum non eget dui.

10 Clicks
10% OF CLICKS

Join the Community Now



Morbi semper non

Curabitur auctor neque id ipsum consequat consequat. In scelerisq

10 Clicks
10% OF CLICKS

Read more

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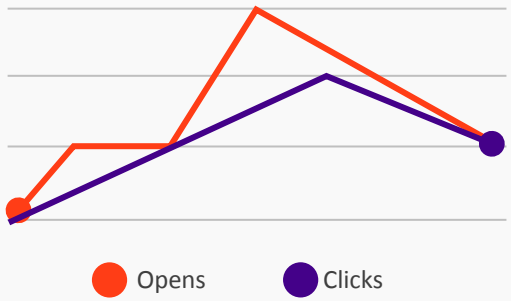
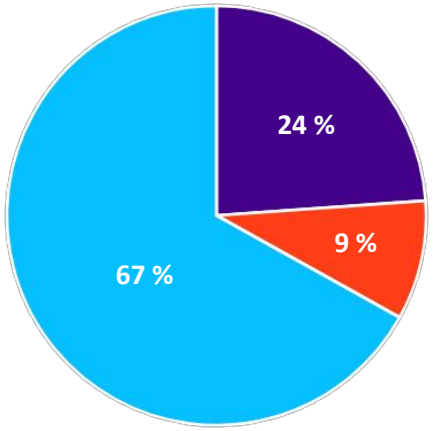
10 Clicks
10% OF CLICKS

Read more

Snapshot:





785 Unique Opens

280 Unopened

108 Hard Bounce

Recipient Activity:

Email Name	Opens	Clicks
name@toucan.com	Toucan Tech	1 2
name@toucan.com	Michaela Smith	1 2
name@toucan.com	Maria Costa	1 2
name@toucan.com	William Da	5 1
name@toucan.com	Kate Sian	1 2
name@toucan.com	Amy Duncan	1 2
name@toucan.com	Toucan Tech	7 1
name@toucan.com	Toucan Tech	1 2
name@toucan.com	Toucan Tech	4 1
name@toucan.com	Toucan Tech	1 2
name@toucan.com	Toucan Tech	1 2
name@toucan.com	Toucan Tech	1 2

Auto-log unsubscribes, categorise emails and capture consents for each type (avoid blanket opt-out for all emails)

You are capturing consent for the following types of email

Email - News, Events, Careers

(Sub option: By email)

Toucan Fundrasing

(Main option: I'm happy to receive occasional fundraising updates by email)

Toucan Community email comms

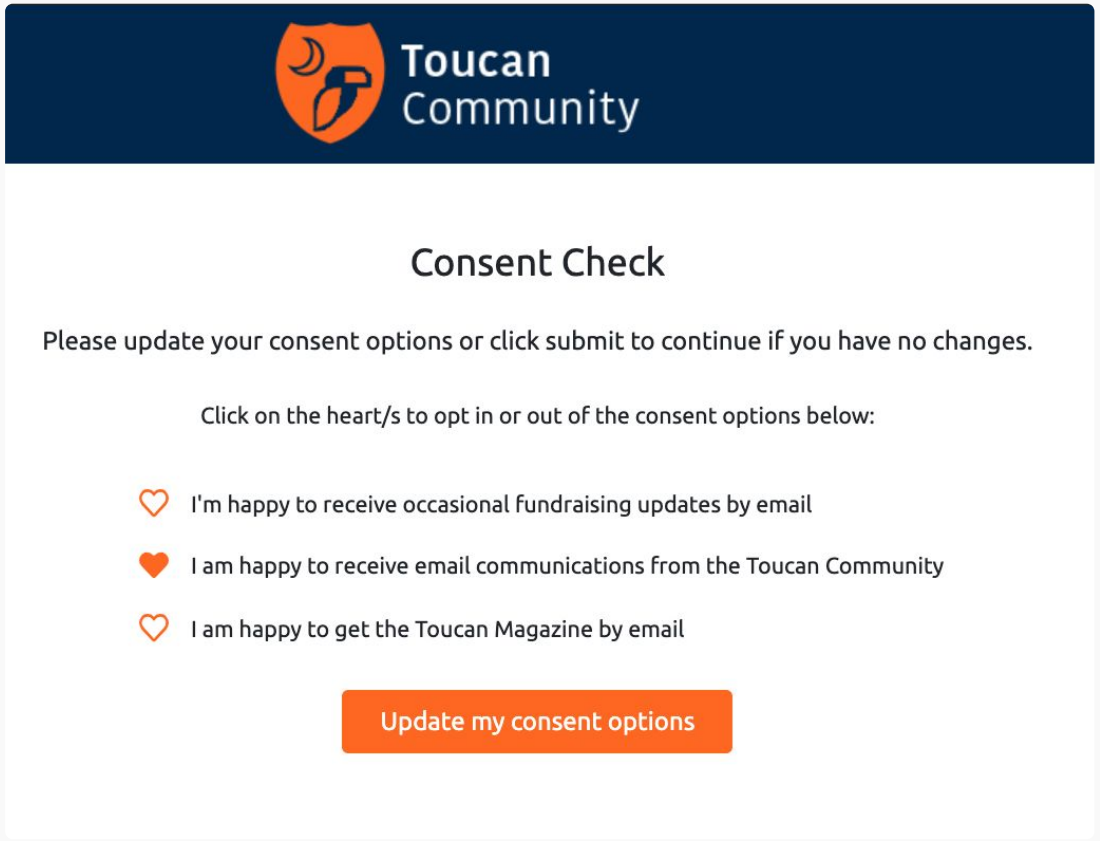
(Main option: I am happy to receive email communications from the Toucan Community)

Toucan Community magazine

(Main option: I am happy to get the Toucan Magazine by email)

To edit the name of the type of email in the list above you must edit the corresponding consent option

CLOSE



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Set up automated/ trigger responses, thank yous, payment receipts and other notifications to build continuous engagement and save you time

ACTIVITY TRACKER

EMAILS

EMAIL TEMPLATES

SYSTEM EMAILS TEMPLATES

TRIGGERED EMAILS

COMMUNITY MESSAGES

LETTER TEMPLATES

Details | Template | Content | Preview | Recipients | Summary | Schedule

+ ADD ATTACHMENT

UNDO | REDO | SAVE

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Keep a trail of major donor discussions by syncing emails from your Outlook/ Gmail etc directly in to your database records

Kate Jillings-Murray Online profile Class of 2010

D.O.B: 10 April 1980 (age 40)

Organisation(s): University of Oxford , GlaxoSmithKline

User groups: 3 - Affinity level (offline) | Former student | VIP Donor (offline)

Flexi groups: Former Students in London

SUMMARY | ONLINE/PROFILE | OFFLINE/RECORD | NOTES | FUNDRAISING | ACTIVITY TRACKER | CAREERS | RELATIONSHIPS | DOCS | ADMIN

DELETE

Sort by: Date - Most recent first

TYPE/RECIPIENT(S)	ACTIVITY NAME	DATE/ASSIGNED ADMIN	LINKED TO	DETAILS AND RESULTS
@ Email Sync 2 people	Sent: 23-01-2020 12:13:47; Subject: Test; From: pauline@toucantech.com; To:	23 Jan 2020 12:13		Hi Kate, thank you for booking an appointment with Mr Davies to discuss our plans for the new Science block. We look forward to meeting you next Friday - please come to the main reception and I'll meet you there before joining Mr Davies for lunch. -- *Pa…
@ Email Sync 2 people	Sent: 28-07-2019 16:53:36; Subject: Next steps - STEM campaign; From: kate@toucantech.com; To: kate@toucantech.com	28 Jul 2019 17:53 Kate Jillings-Murray		Hi Kate - thanks for the call earlier today - I'm just following-up to see if you might be free to meet on 12th October? Please let me know! -- *Kate Jillings* kate@toucantech.com toucantech.com *UK:* +44 (0) 203 189 1774 *US:* +1 (831) 226 8…

Identify potential donors based on the email data you store (combined with a myriad of other data points)

ToucanTech customer showcase

The JUDD School

Add new records

Email template is re-used for next set of Year 7 parents a year later

Capture engagement data in one streamlined system

Attendees for Year 7 Parents Social evening with Head

Segment your audience

Created filter for
Yr 7 Parents + non donors + attendees at event
= 166 individuals (excluded any opt-outs)

Choose your activity

Designed high-impact email from the Head summarising development plans

Tailor your message

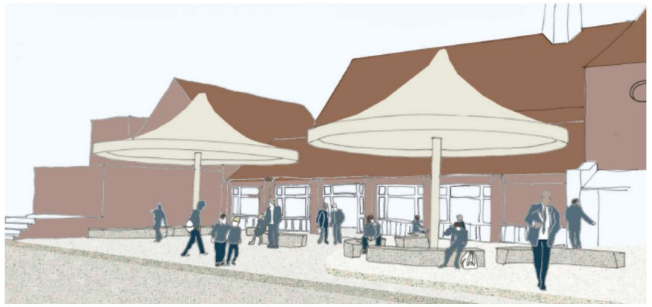
Personalised with Title + Last Name and added visuals, standing order and GiftAid forms

Track engagement

Monitored opens (**85%**), downloads, clicks and considered resend to non-openers

Track donations

$18,000 pledged from recipients of this email, who hadn't been donating before



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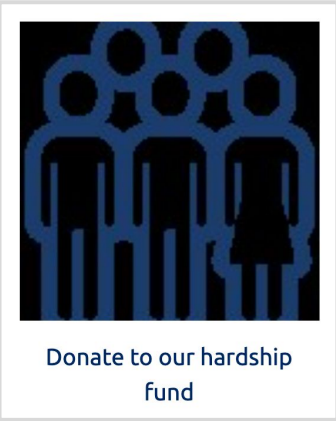
ToucanTech customer showcase

Lyonian Association

COVID-19 crisis

New Hardship Fund set up on Lyonian Association website



Segment your audience

Created filter for
Member + email address + opt-in for fundraising updates
= 782 individuals

Choose your activity

Email announcing new Hardship Fund sent on 1st May 2020

Tailor your message + add link for donations

Personalised with First Name and direct link to online donation form

Track engagement

Monitored opens (**75%**) and clicks (**10.5%**) and considered resend to non-openers

Track donations

$13,000 collected in May 2020 via online donation form on John Lyon's ToucanTech website

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We’re helping lots of charities to reach donors

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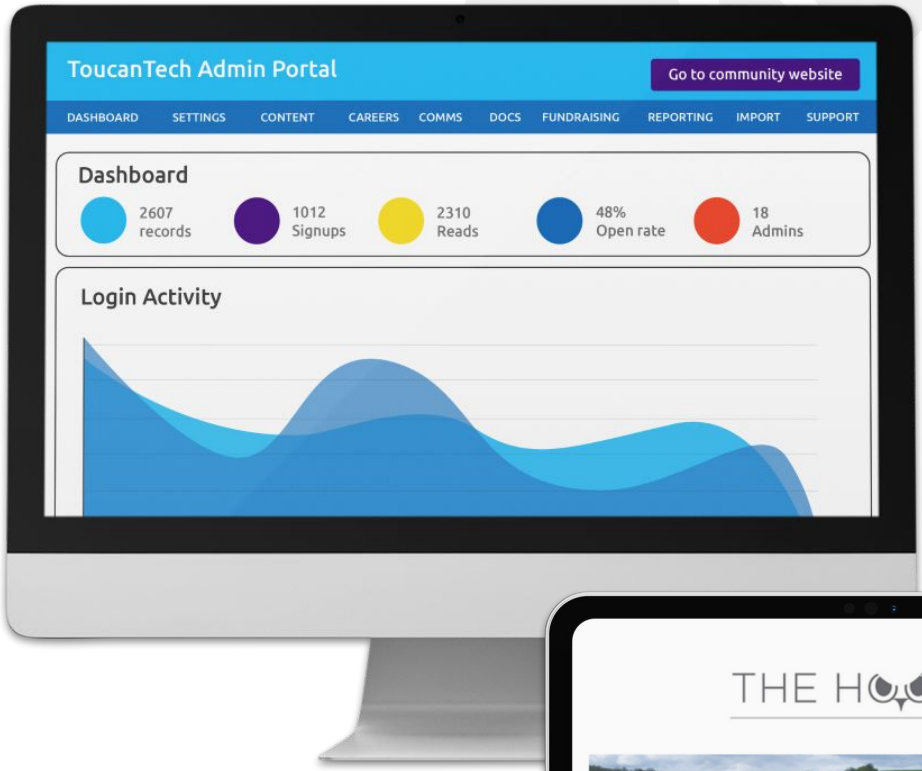
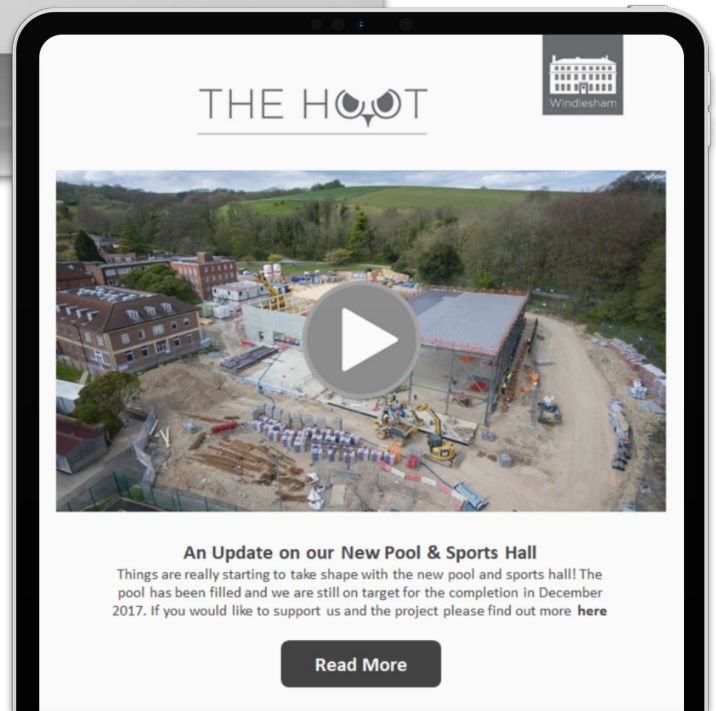
ToucanTech is a flexible software for fundraisers

Database



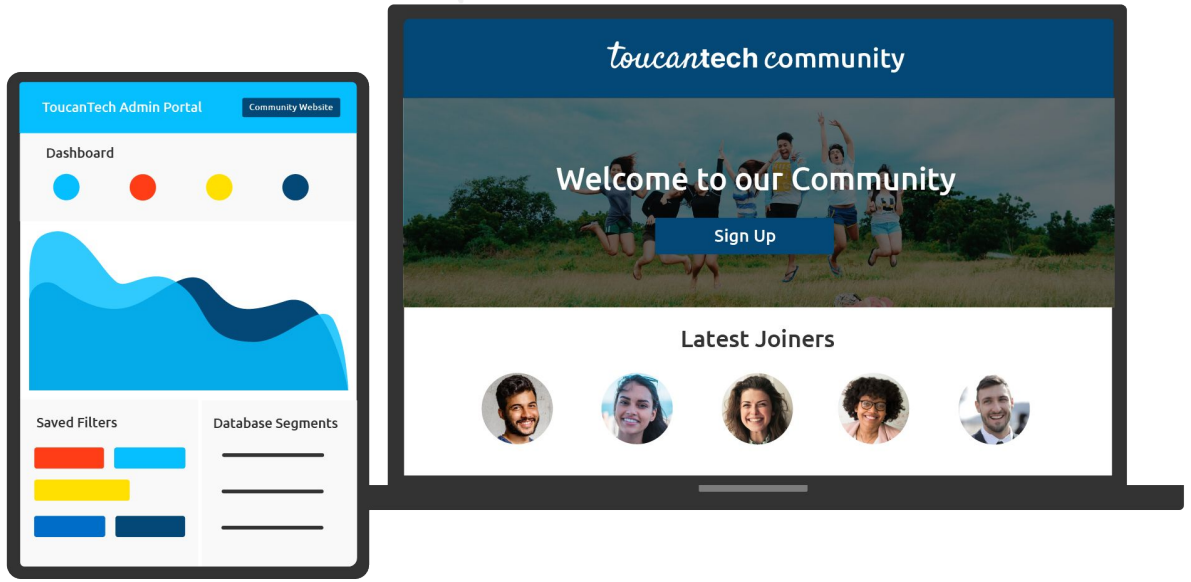
Website & member portal

CMS & comms



About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Please contact ToucanTech's Commercial Director:
duncan@toucantech.com

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