

E-Mail Solicitation

- Advantages
 - Cheap
 - Can be personalised
 - Informal
 - Immediacy
 - A communication medium which many of our alumni are familiar with

E-Mail Solicitation

- Disadvantages
 - Informal
 - Easy to delete
 - Technical: html vs. plain text

E-Mail Solicitation

- Choose data
- Write text
 - Text can be personalised: anything you can do in a Word mail-merge you can also do in e-mail
- Set up associated web page
 - E-Mail should not be too long: it's difficult to read long e-mails
 - Set up opportunities to “click through”

E-Mail Solicitation

- Set up response mechanism
 - Has to be “secure”
 - Full service companies accepted instant credit card payments on line
 - Locally based or outsourced “part” service. Credit card payment detailed entered into secure server then interrogated by office staff and processed as normal

E-Mail Solicitation

- Responses are quick
- UCL experience better than Direct Mail but not as good as the phone
- Durham experience; almost instant response to Gift Aid declaration

E-Mail Solicitation

- Summary
 - Reasonably easy
 - Quick
 - Culturally acceptable
 - People want to give on line!