

*Ashley in your inbox*

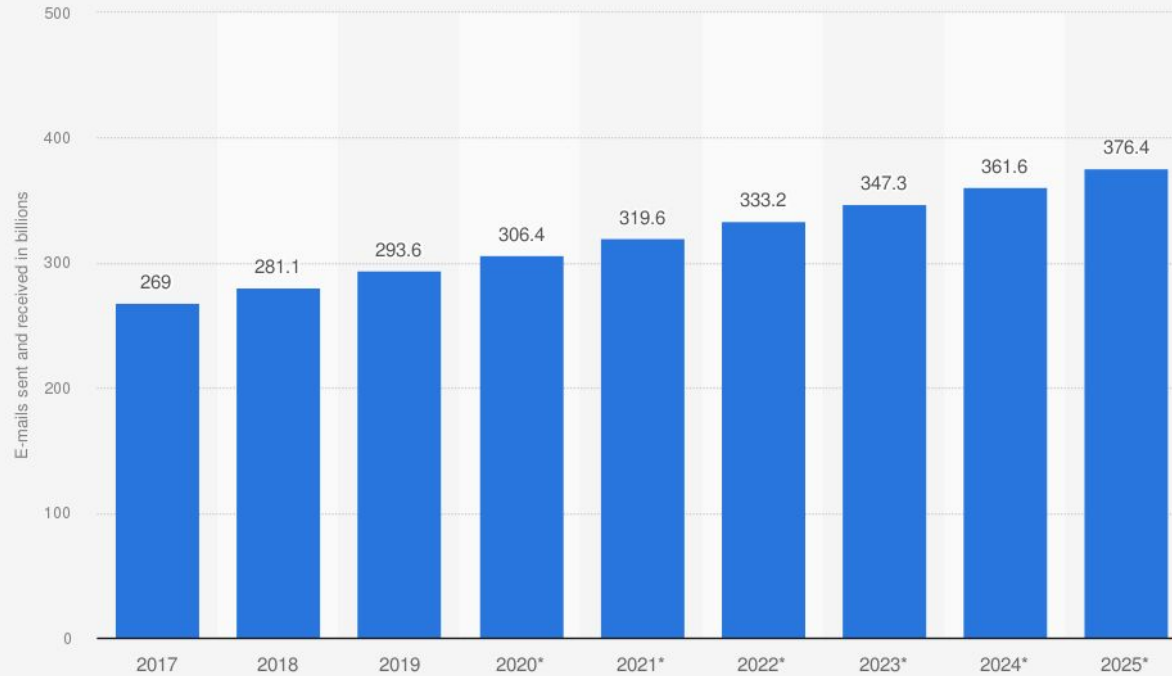
...

*Ashley Budd  
Cornell University  
Alumni Affairs and Development*

Hello! 🖐️

 Sli.do

## Number of sent and received e-mails per day worldwide from 2017 to 2025 (in billions)



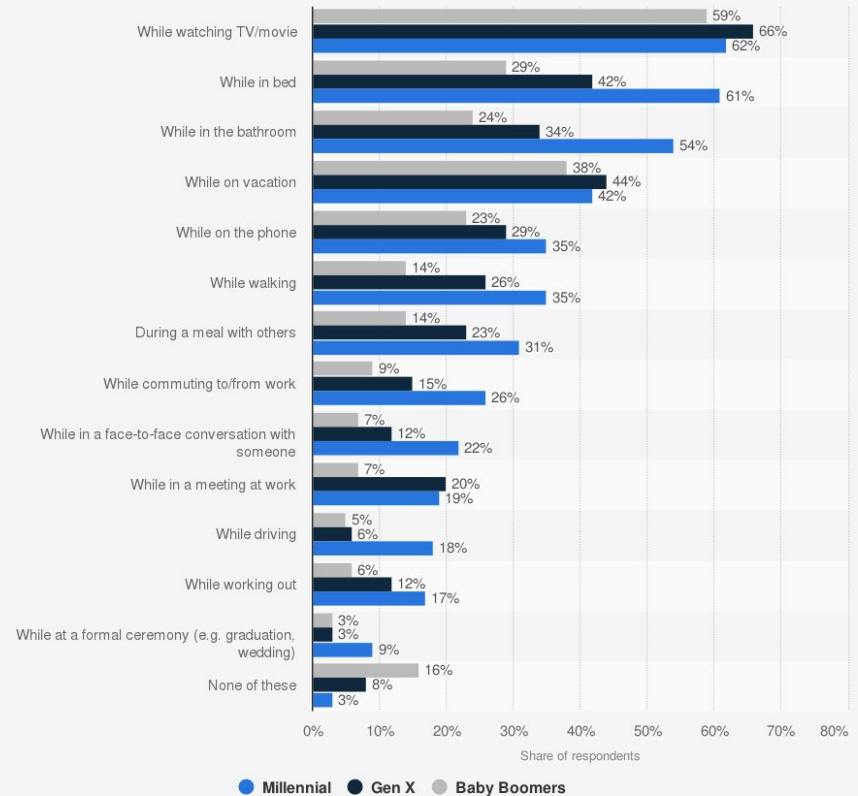
**Source**  
The Radicati Group  
© Statista 2021

**Additional Information:**  
Worldwide; 2017 to 2020; for both business and private purposes

# Email multitasking

- Watching TV
- In bed
- In the bathroom
- On vacation
- On the phone
- Walking
- Eating
- Commuting
- Talking

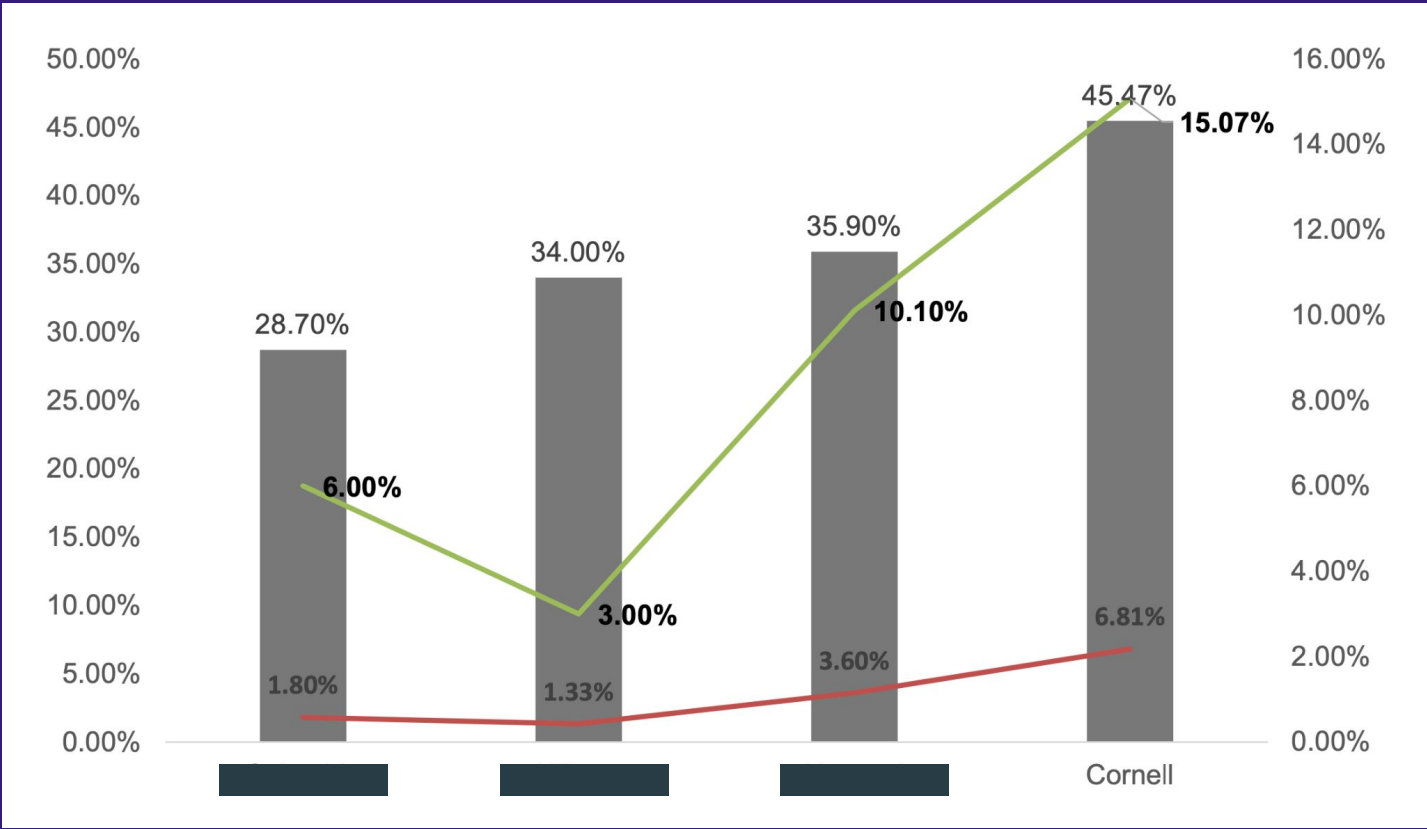
Situations in which workers in the United States have checked their personal e-mail in the past month as of July 2019, by generation



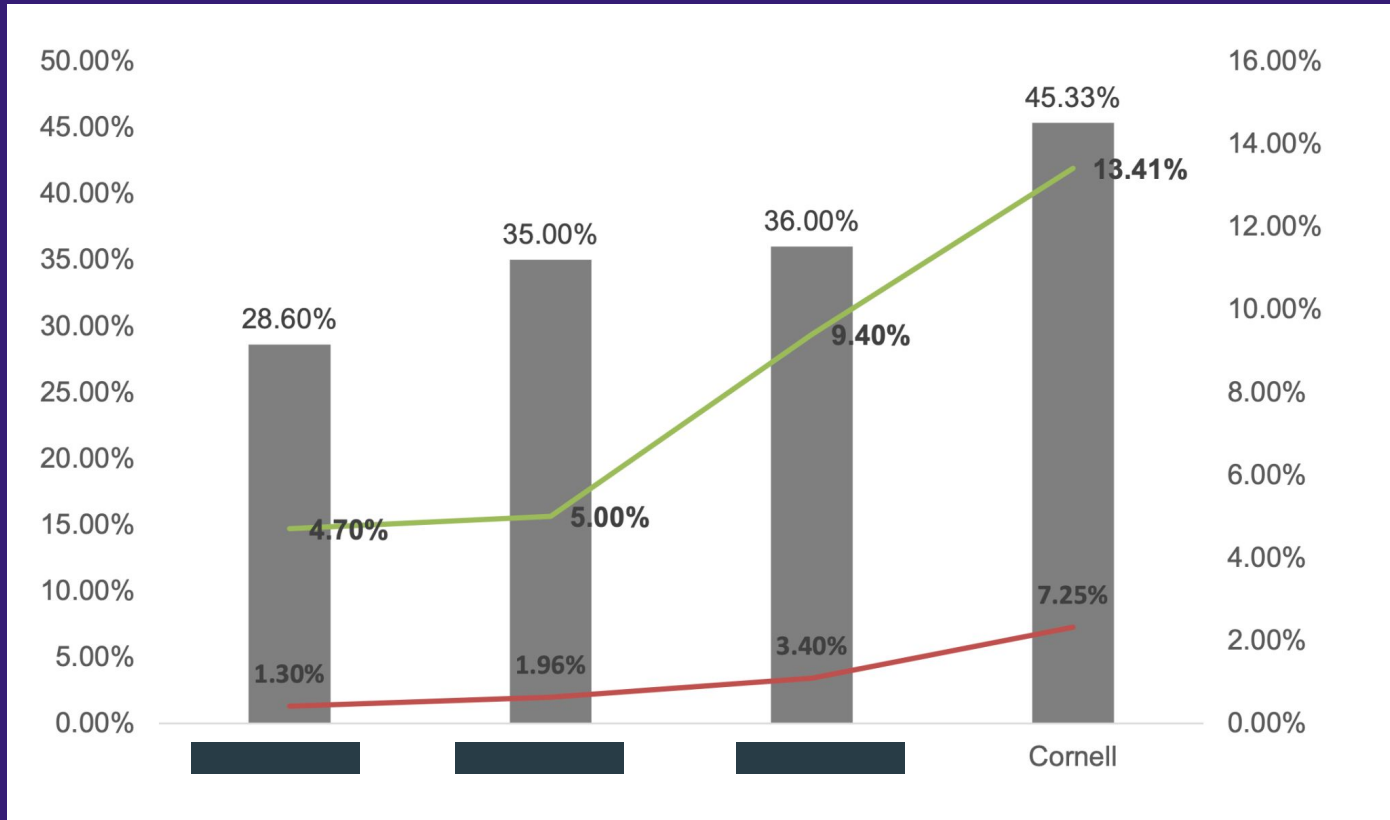
Source  
Adobe  
© Statista 2021

Additional Information:

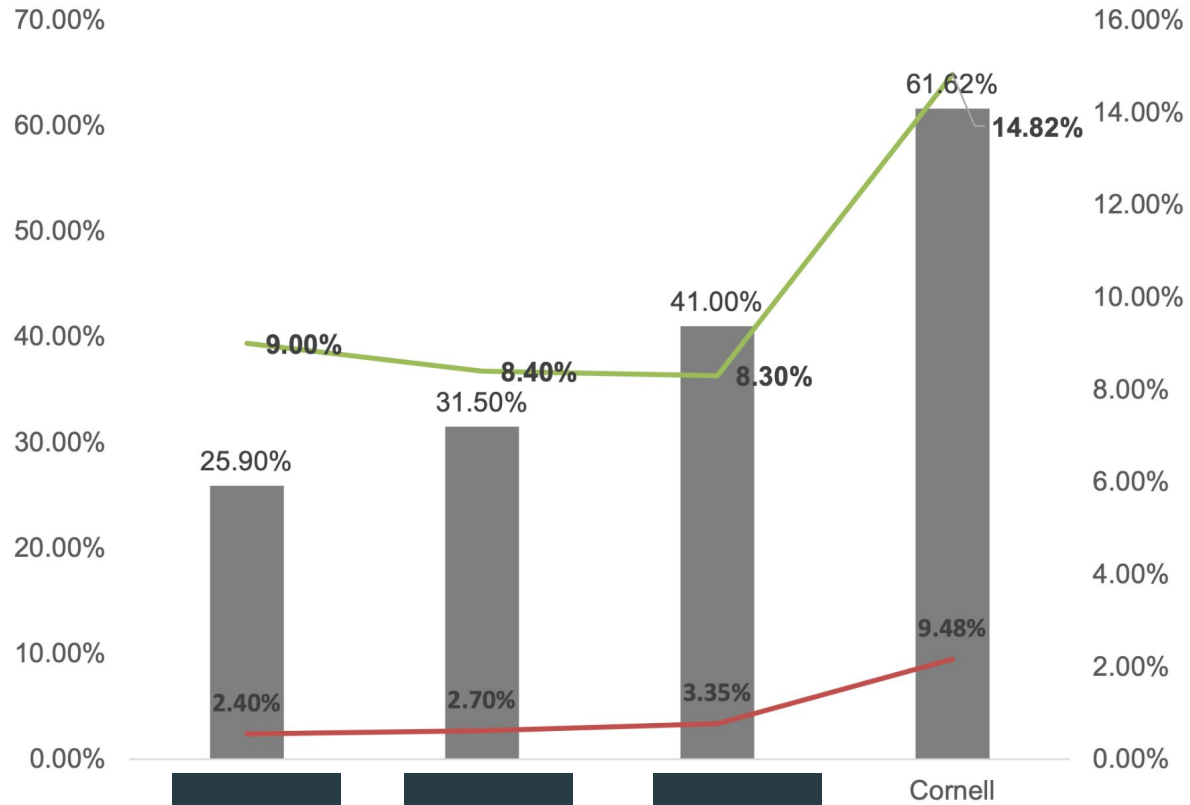
United States; Adobe; July 2019; 1,002 respondents; 18 years and older; white-collar workers in the United States who own a smartphone



# Ivy League Newsletter Open Rates and CTOR



# Ivy League Event Open Rates and CTOR

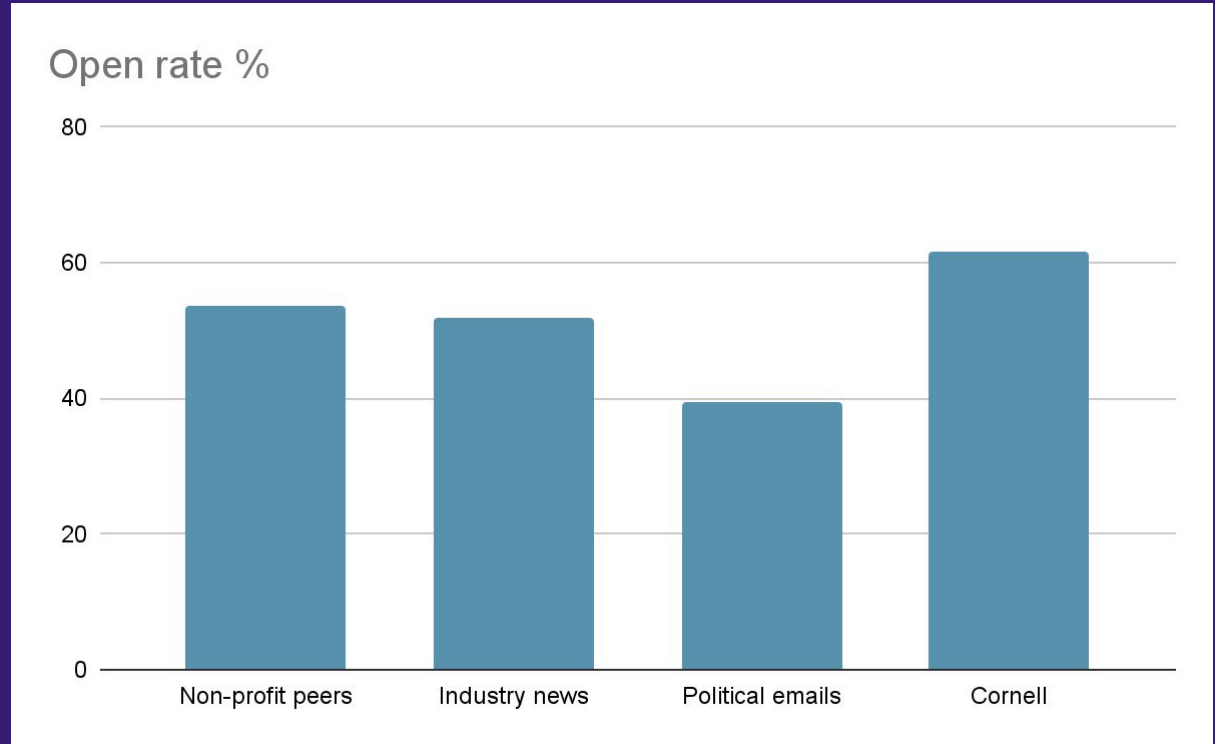


# Ivy League Engagement Open Rates and CTOR



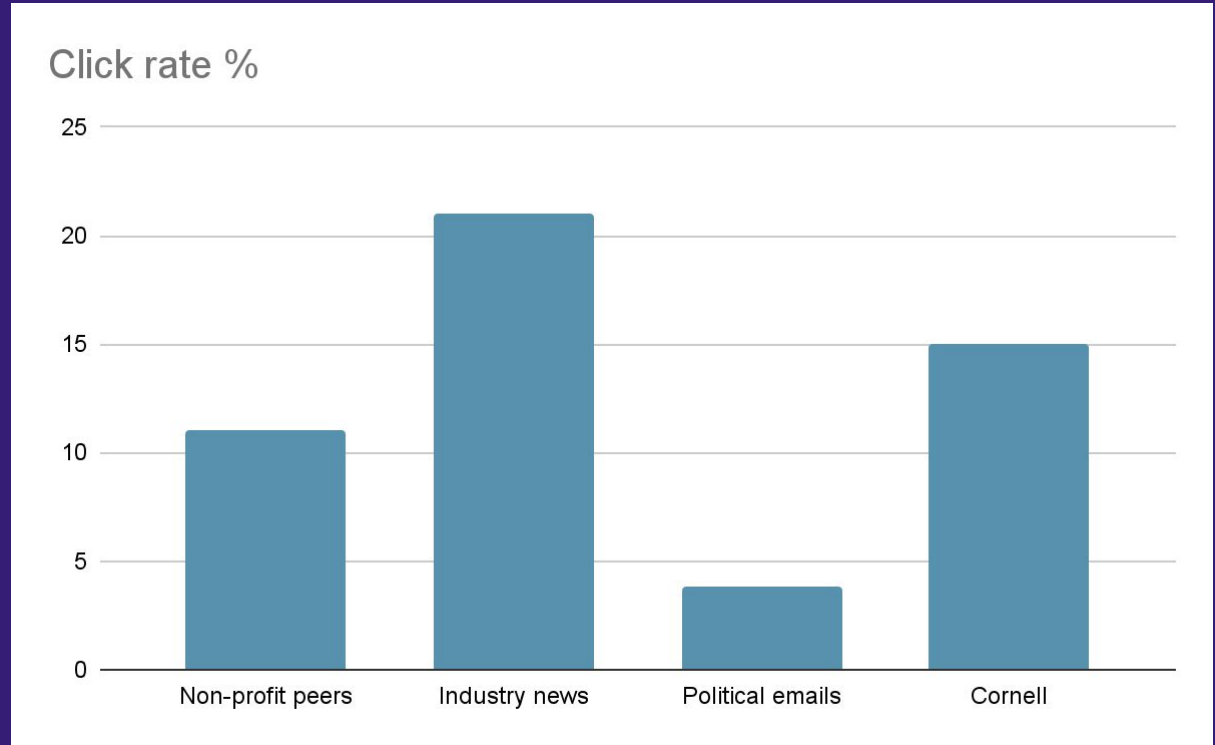
# Industry Benchmarking

Provided by iModules,  
Mailchimp, and consulting  
client data



# Industry Benchmarking

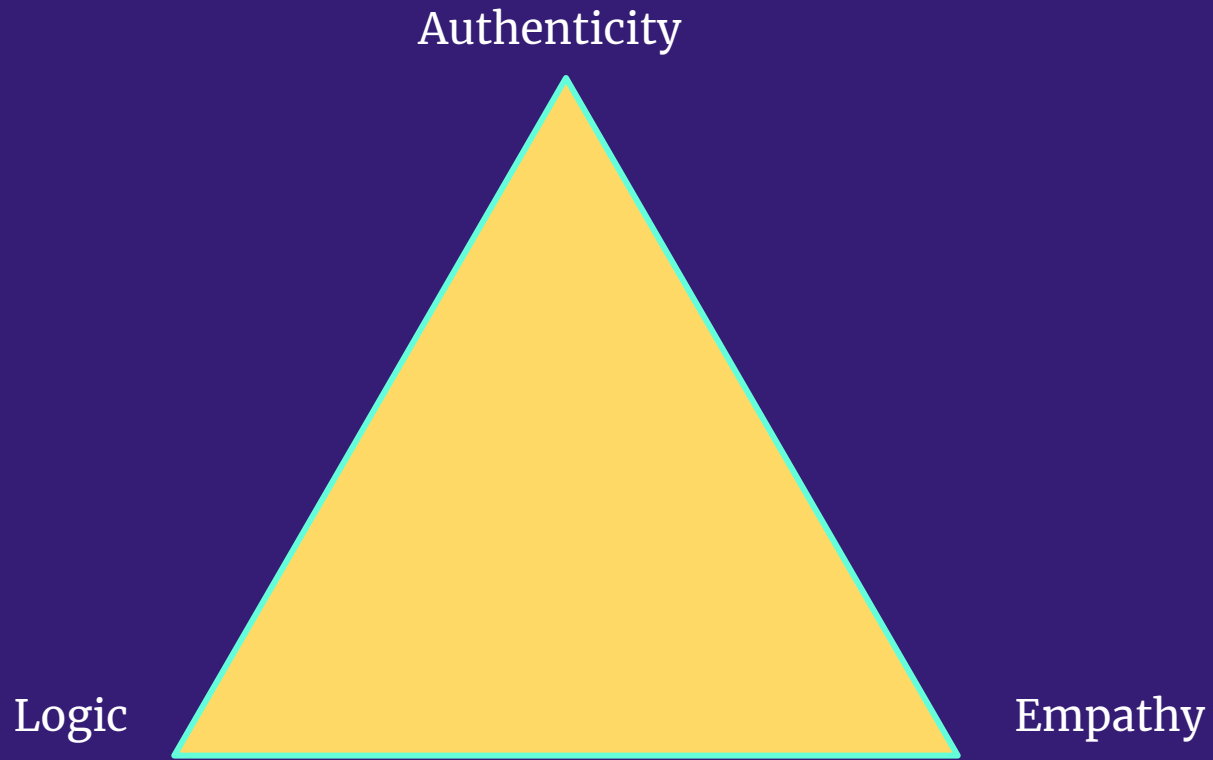
Provided by iModules,  
Mailchimp, and consulting  
client data



# The secret

- 1) Quality over quantity of content
- 2) Consistency + Frequency
- 3) Conversational voice





## Core drivers of TRUST

From: "Begin with Trust," by Frances Frei and Ann Morriss, May-June 2020, [HBR](#)

Authenticity

Have a voice  
Keep it real  
Show emotion ❤️

Be consistent  
Make information  
easy to follow

Logic

Anticipate needs  
Invest in their  
success

Empathy

# Cornell Trust Triangle

# Meet our newsletter

1. Serve people what they need
2. Every Tuesday
3. With emojis

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)



## A-peel-ing trivia 🍏🍏

Since 1880, how many apple varieties have been developed at Cornell?

20+

50+

70+

100+



## GET YOUR SUGAR FIX 🍁

Love the flavors of fall? Our friends at Cornell Maple will teach you how to properly tap a maple tree. For more information on tapping, consult their [Beginner's Notebook](#). Happy tapping!  
[Watch now →](#)

## 🍁 Fall career resources



# Call-to-action (CTA)

1. Segment audiences or keep broad-base outreach appealing and relevant
2. Every Thursday
3. Speak to them, not at them

## Sample



### Cornell is launching something big tomorrow.

Tomorrow, you get to be a part of Cornell history as President Martha E. Pollack shares the university's ambitious plans for the To Do the Greatest Good campaign. Join us at 8:00 p.m. EDT to celebrate this vision for the future of Cornell and the world.

[GET THE LIVESTREAM LINK](#)

The night will be filled with Cornell leaders, faculty, and students already making the world a better place. Tune in to be inspired, moved, and called to join Cornell's mission **to do the greatest good**. For our time... and for all time.

Cornell University, Division of Alumni Affairs and Development  
130 E. Seneca Street, Suite 400  
Ithaca, New York 14850-4353  
<http://alumni.cornell.edu>



# Solicitations

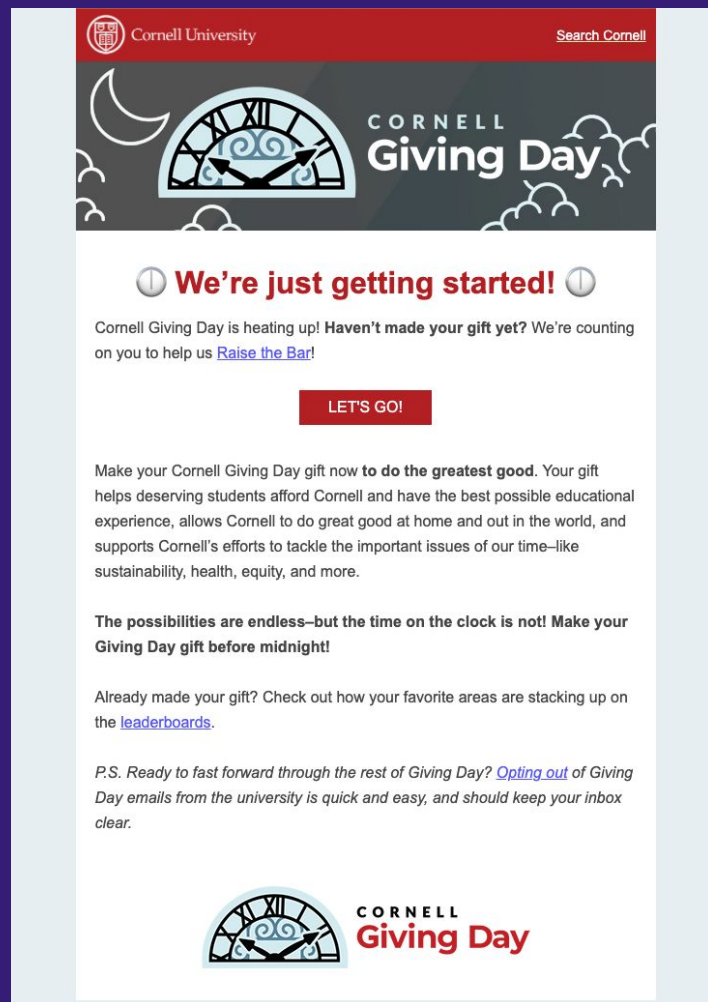
1. The same way  
✨ Inspire ✨

Sample 1

Sample 2

## Giving Day emails:

- 48–55% open rates
- 3.5–5.0% click rate
- 0.04% unsubscribe rate
- \$2.26M raised by email



Cornell University Search Cornell

**CORNELL Giving Day**

**We're just getting started!**

Cornell Giving Day is heating up! Haven't made your gift yet? We're counting on you to help us [Raise the Bar!](#)

**LET'S GO!**

Make your Cornell Giving Day gift now to **do the greatest good**. Your gift helps deserving students afford Cornell and have the best possible educational experience, allows Cornell to do great good at home and out in the world, and supports Cornell's efforts to tackle the important issues of our time—like sustainability, health, equity, and more.

**The possibilities are endless—but the time on the clock is not! Make your Giving Day gift before midnight!**

Already made your gift? Check out how your favorite areas are stacking up on the [leaderboards](#).

*P.S. Ready to fast forward through the rest of Giving Day? [Opting out](#) of Giving Day emails from the university is quick and easy, and should keep your inbox clear.*

**CORNELL Giving Day**



# Curating newsletter content

- **Brainstorm quarterly themes** 🧠 ⚡
  - a. Think about what your audience needs during that week or month
- **Select the most relevant news stories**
- **Share upcoming events**
- **Have a go-to source for digital downloads and stock photography**



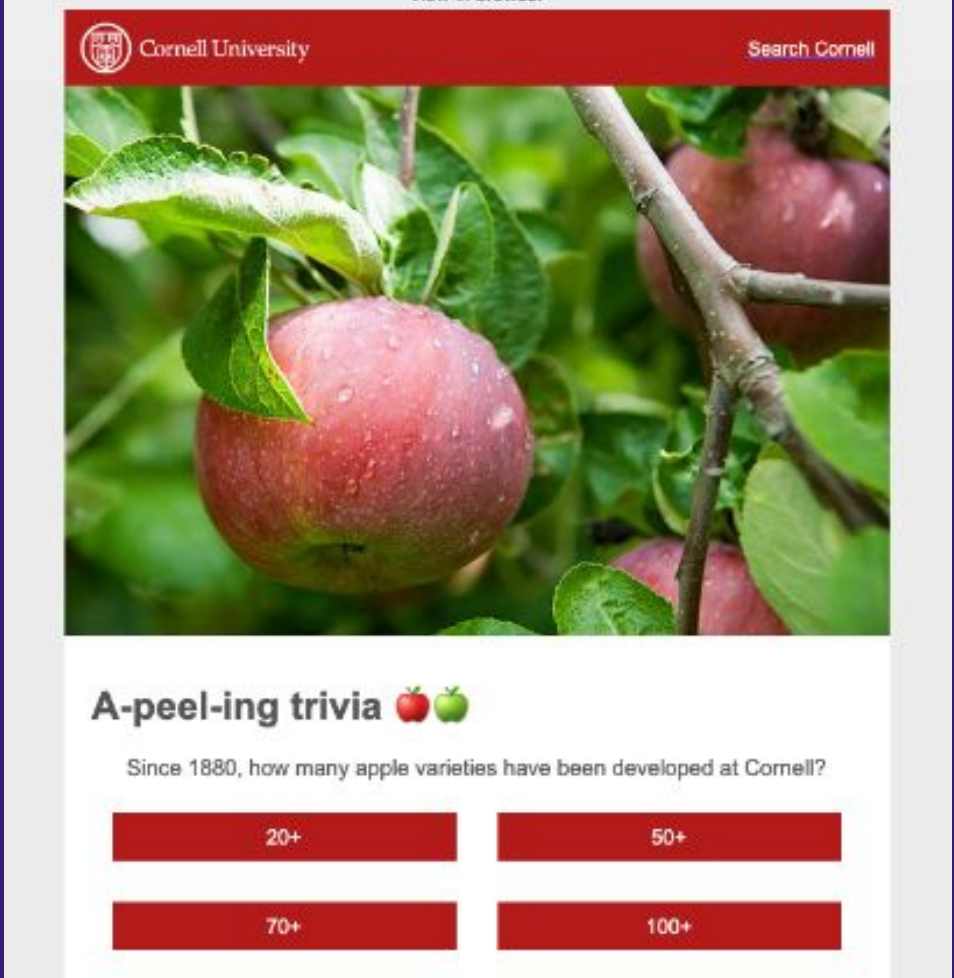
freepik



# Ways to clickbait

- Inline links
- Quizzes
- Digital downloads
- Instant feedback

Did you like this tip?



The image is a screenshot of a Cornell University website. At the top, there is a red header with the Cornell University logo and name on the left, and a search bar on the right. Below the header is a large, vibrant photograph of a red apple hanging from a branch with green leaves. Underneath the photo, the text reads 'A-peel-ing trivia' followed by two apple icons (one red, one green). Below this is a question: 'Since 1880, how many apple varieties have been developed at Cornell?'. There are four red buttons with white text for answers: '20+', '50+', '70+', and '100+'.

# Keys to conversational tone

- Be clear
- Be concise
- Be honest
- Be considerate
- Write how you speak

*Nicely Said, Writing Basics*

# How much content is too much?

- **Skimmable in 10 seconds**
- **Supporting details are web-only**
- **Pay attention to your metrics**
  - Is the content at the bottom of your email getting clicked?
  - Is your opt-out rate stable?

# Keep it real

- Give your audience an option to pause for now
  - (So they don't leave you forever 🥚)

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Contributing to Cornell is easy and can be done online by credit card or PayPal. Cornell can also take checks by mail. Print out your own donation form on the [Cornell giving website](#).

Are you unable to support Cornell financially at this time? We understand. [Opting out of giving emails](#) should minimize how much you hear from us. You can [opt out of these communications](#) at any time!

Cornell Atkinson Center for Sustainability  
200 Rice Hall  
Ithaca, New York 14853  
<http://alumni.cornell.edu>



Too much in your inbox? [Let us know here](#) that you'd like to get less email and we'll remove you from this newsletter until June 30.



*to do the  
greatest good*

The Campaign for  
Cornell University

P.S. Is Giving Day not your thing? That's OK too. [Opting out of Giving Day emails](#) from the university is quick and easy, and should keep your inbox clear.



CORNELL  
Giving Day

# Email with empathy

- Anticipate audience needs
- Provide content in multiple modes

## Counting down to Virtual Reunion 2021!



The countdown is on for Virtual Reunion 2021, June 10-13! If you haven't registered yet, now is the time to plan your agenda. Whether you're in for the full weekend or just the highlights, check out all the good vibes, timely topics, and Reunion nostalgia in store for you!

[See the schedule and register →](#)

A big part of Reunion is seeing your Big Red family. ❤️ Want to see who else is tuning in?

[See who's coming →](#)

## Coreen, 15,000 alumni have already voted in the 2022 Alumni Trustee Election. We just need YOU!

Here are the candidates on this year's alumni trustee ballot

- Dr. Deborah J. Arrindell '79 (CALs)
- Dr. Nathan Theodore Connell '01 (CALs)
- Kimberly Nicole Dowdell '06 (AAP)
- Reginald Fils-Aimé '83 (Dyson)

You can choose two candidates when casting your vote. Prepare to vote by [learning more about the candidates](#).

**I'M READY TO VOTE NOW**

👉 Psst! You'll need your NetID. It's clr254.




## CROSS-COLLEGE RESEARCHERS UNRAVEL MUMMY BIRD MYSTERY


[WATCH THE VIDEO →](#)

[READ THE FULL STORY →](#)

# Cornell's email operation

- Central calendar
- Email support team
- Intake forms and project management



 Cornell University

## Marketing request form

Complete this form to get your communication on the AAD communications calendar.

What is the name of this communication?

Your name \*

Your program area

[+ Add](#)

Let's discuss 🖐️