

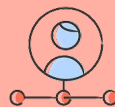
Email marketing built for your ecosystem

Engage donors. Empower chapters. Grow your mission.

Emma helps nonprofits deepen relationships with donors, increase volunteer numbers and engagement, and make every marketing dollar more impactful with easy-to-use tools that your organization can get up and running quickly.

How nonprofits succeed with Emma**Fundraising & donor campaigns**

Build automated campaigns for annual giving, donor outreach, and event invites. Segment your lists by event attendance, engagement level, or giving history to ensure you're sending the right ask to the right donor.

**Volunteer & event coordination**

Promote volunteer opportunities, drive event registration, and send follow-up sequences, all from pre-approved templates. Anyone on your team can personalize and send emails while staying on brand.

**Multi-chapter communication**

Give every chapter, affiliate, or regional group its own subaccount with dedicated contacts and reporting, while national HQ retains brand control, the ability to remotely provide final approval, and helpful dashboards.

The benefits of partnering with Emma**Grow donor lifetime value**

Automated welcome emails, re-engagement sequences, and personalized messaging deepen donor relationships and help create recurring supporters.

Strengthen alignment

National and local teams work from the same playbook, while HQ sets brand standards and approval workflows, allowing chapters to focus on donor connections.

Advocate for your cause

Board-ready reporting connects email engagement with donations, registrations, and volunteer numbers, easily demonstrating the value of your email sends.

Do more with less

AI-assisted writing, professionally designed templates, and an intuitive email editor mean your staff spend more time on work that makes an impact and less time writing.



"We've been able to grow [our newsletter] more than 95% over the past year. Email marketing is our primary channel for engaging with our subscribers, sharing stories from the field, and connecting them to their impact."

— Senior Manager of Digital Marketing, charity: water

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How Emma delivers real outcomes for nonprofits

**Raise more with every send**

Too many nonprofits send out mass emails and hope for the best. Emma's Smart Segmentation targets supporters by giving history, engagement, and event attendance for maximum effectiveness.

**Keep your brand consistent**

When every chapter improvises their own emails, your brand takes the hit. Locked templates and default brand colors ensure everyone sends polished, on-brand emails that enhance your brand voice and convey professionalism.

**Give teams independence**

Waiting on HQ to build and send every email creates bottlenecks that delay campaigns by days or weeks. Subaccount permissions mean that every chapter can manage their own contracts and campaigns using approved templates and designs.

**Show your organization's impact**

When leadership asks what email is doing for the organization, many teams scramble to pull numbers from multiple tools. Emma's dashboard and reporting capabilities mean open rates, click-through rates, and conversions can be seen in a single view.

**Connect your tech stack**

Donor data scattered across various spreadsheets and your CRM lead to missed segments and duplicated effort. Emma's native integrations ensure your data is being used to its fullest potential.

**Stay secure and compliant**

Compliance certifications (SOC 2, HITRUST, TX-RAMP), campaign approval workflows, and role-based permissions help support secure, thoughtful communication while reducing organizational risk.

Ready to increase your organization's impact?

See how Emma helps nonprofits engage supporters, empower teams, and grow their mission.

[Get a Demo](#)[Learn More](#)