



Engaging Networks Email Template Package

We'd like to hear from you!
mrss.com/contact

February 2024



We are M+R

We believe that the nonprofits we work for are essential to advancing the cause of justice, alleviating suffering, and solving the greatest challenges we face.

We bring experience, talent, and unshakeable dedication to our clients through fundraising and supporter engagement, movement building and issue advocacy, and message and brand development.

M+R is 156 people strong. We have served nonprofits and foundations exclusively for 30+ years. We're a full service agency always ready to bring together every element of communications for the causes we believe in.

OUR CREATIVE AND TECHNOLOGY SERVICES INCLUDE



Branding
& Logos



Content
Strategy



UX
Improvements



Web & Email
Design



Web & Email
Development



A/B
Testing

How M+R works with you to build your new template:



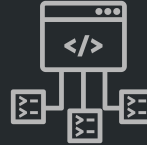
Discover

We review your current templates, and learn how you typically use them and what functionality you'll need. We'll also work with you to determine if there are occasional-use components that we should also build for you.



Design

We can often implement existing templates without redesigning and with minor design changes. But, now is also the time to consider a design refresh! Our in-house designers are here to help and have an eye for UX improvements, too.



Build

We'll build your template, or templates if you have similar variations. We'll review everything across common email platforms for quality assurance, mobile optimization, accessibility, and dark mode support.



Launch

We'll hand off the templates to you, but we're here to help you as well – we can bill additional support on an hourly basis, and we'd be happy to discuss ongoing production needs and opportunities with you as well!

What can M+R create?

Allow us to show you some examples →

Example #1: HIAS

Our records indicate that you haven't yet taken advantage of our matching gift offer. But there's still time: [Can you take a look below and confirm the information we have is correct, then make your tax-deductible year-end gift today? Every dollar you give right now will be matched 5X, multiplying the power of your donation to make a difference FIVE TIMES.](#)

HIAS 2023 Year-End Matching Gift Challenge

GOAL: \$300,000

GOAL MET?: **NOT YET**

Supporter: Anne

Email: apaschkopic+eventstest@mrss.com

Matching Gift Status: **OFFER UNCLAIMED**

Deadline: **MIDNIGHT DECEMBER 31**

[CLAIM YOUR 5X MATCHING GIFT OFFER →](#)

Anne, the UN estimates that 117.2 million people will be forcibly displaced by the time we close out 2023 — the largest displacement of people in history. So, we're counting on supporters like you to help provide refugee families with critical necessities like food, shelter, and blankets. There's no better time to stretch every dollar of your gift to help displaced people rebuild their lives after a crisis.

[Before our match offer from a generous donor expires on December 31, make a tax-deductible donation of \\$36 or more to support the vital work of helping refugees. Give before the clock strikes midnight and your gift will be matched 5X.](#)

Your kindness and support help ensure that those who flee violence and persecution are welcomed and protected. Thank you for all you do!

[RENEW NOW →](#)

Status call-out
box

Variable width
button

The screenshot shows the top portion of the email. At the top left is the HIAS logo. To its right is a pink button labeled 'RENEW NOW →'. Below the logo is a blue banner with white text: 'GOAL: \$75,000 | DEADLINE: 11:59 PM'. The main content area features a photo of a woman, Anne, with the text 'Donate now to DOUBLE your gift for refugees!' and a pink 'DONATE' button. Below the photo is a paragraph about Giving Tuesday and a paragraph about the impact of donations. At the bottom of the main content area is a progress bar showing '0' and 'GOAL: \$75,000'. Below the progress bar is a paragraph about HIAS's history and a pink 'DONATE NOW →' button. At the very bottom is a footer with the text 'Get Involved | Contact Us | Unsubscribe', '© 2023 HIAS. All rights reserved.', and '1300 Spring Street, Suite 500 Silver Spring, MD 20910'.

Thermometer

The screenshot shows the bottom portion of the email. It features a 2x2 grid of photos, each with a blue '5X MATCH' banner in the top left corner. The top-left photo shows people packing boxes, with the caption '\$36 becomes \$180'. The top-right photo shows a woman holding a map, with the caption '\$50 becomes \$250'. The bottom-left photo shows people sitting on a boat, with the caption '\$100 becomes \$500'. The bottom-right photo shows a woman holding a large pie, with the caption 'ALL GIFTS MATCHED 5X'. Below the grid is a paragraph about HIAS's legal services and a paragraph about the deadline: 'Please, make a donation right now to take advantage of our 5X matching gift offer. **Until midnight December 31, your gift will be matched FIVE TIMES, up to \$300,000.**'

Four-photo
layout

Example #2: Food Bank of the Rockies

With food prices continuing to rise, so many Coloradans like Lacy are struggling to keep their pantries filled this holiday season — can you help? [Right now every \\$1 you donate in honor of Colorado Gives Day will double to provide the equivalent of SIX meals for families in need, thanks to a matching gift offer from our friends at United Airlines.](#)



Volunteer packing fresh vegetables for distribution at a Food Bank of the Rockies mobile pantry location.

Lacy's family is in a tougher spot now than they were during the peak of the pandemic, but she says that [coming to the food bank helps them save](#) where they can amid increasing inflation. "Now we can put that money toward gas for getting to and from work and school," she told us.

Image with
raspberry
caption

[View this message](#)

**FOOD BANK
OF THE ROCKIES**

GIVE NOW

Help us meet the need for
nourishing food in 2024

MATCH MY GIFT

Anne,

This isn't a headline anyone wishes for. But unfortunately, it comes as no surprise. [The USDA recently reported that 44 million Americans faced hunger last year, an all-time high since 2014.](#)

Here in Colorado, we are seeing a similar spike in need — our Hunger Relief Partners are distributing more and more food while our mobile pantries are seeing lines weaving through parking lots.

[Can you help us meet the need for fresh, nourishing food and more in 2024? Right now, your tax-deductible gift will be matched, thanks to FAST Enterprises, up to \\$100,000, and every \\$1 will have the power of \\$2.](#)

\$10 becomes \$20

\$12 becomes \$24

\$15 becomes \$30

To meet this moment, we are distributing enough food every day for 181,500 meals. [But because of rising food costs, today we're spending TRIPLE what we have spent in the past.](#) It's critically important that we start 2024 reaching as many of our neighbors as possible.

Neighbors like Ekaterina, who emigrated from Russia with her two-year-old child and husband. Although they both work here in the Denver area, the cost of childcare is a significant financial struggle, and it is even more difficult for them to afford basic necessities like food.



"We don't have much money to get all of the food that we need. We emigrated from Russia because of the political issues [there]. It wasn't easy to move because Russia is our home. [With] the food we get [here], we feel the care of this society. We really appreciate this."
— Ekaterina, Mobile Pantry Food Recipient

Anne, we're counting on your support today. [Please, your gift before our December 31 deadline will make DOUBLE the impact and help us provide nourishing food to our Colorado neighbors.](#)

This year has been challenging with need rising across our community and relentlessly high food costs. [We are committed to meeting our neighbors where they are and answering the challenge of hunger now and in the new year.](#)

Thank you for being part of this journey with us.

Sincerely,



Erin Pulling, President & CEO
Food Bank of the Rockies

**FOOD BANK
OF THE ROCKIES**

GIVE NOW

© 2023 Food Bank of the Rockies
10700 E. 45th Ave., Denver, CO 80239 | 303-371-9250

Don't want to receive these messages? [Unsubscribe](#)



Image with
quote and
tinted
background

Example #3: World Food Program

View in browser

DONATE



United Nations World Food Programme (WFP) trucks carrying food assistance across the Rafah Border to Gaza City

Preventing famine and deadly disease outbreaks in Gaza requires faster, safer aid access and more supply routes

As the risk of famine grows, and more people are exposed to deadly disease outbreaks, a fundamental step change in the flow of humanitarian aid into Gaza is urgently needed. The United Nations, international aid agencies and non-governmental organizations have so far managed to deliver limited humanitarian assistance in Gaza, despite extraordinarily difficult conditions, but the quantities fall far short of what is needed to prevent a deadly combination of hunger, malnutrition, and disease.

WFP has been providing food to people inside Gaza every day since October 7 and reached more than 900,000 people with food assistance in December. This has required pivoting to new ways of operating with local partners, including finding safe sites for distributions, channeling wheat flour into bakeries so that they can resume production, and distributing special food supplements to help children fight off malnutrition.


[READ MORE >](#)

OUR FUTURE BEGINS WITH FOOD.

With the support of people like you, we can do good better.

DONATE **GIVE MONTHLY**

DONOR INQUIRIES (202) 627-3699 | GENERAL INQUIRIES (202) 627-3737
P.O. Box 96376 Washington, DC 20090-6376 | Fax (202) 530-1699



Did you find this email informative? 🙌👍

World Food Program USA is a nonprofit 501 (c)(3) public charity (tax ID# 13-384453)
Want hunger updates sent straight to your mobile device? Text "Join" to 97691

This email was sent to tom@watershedcompany.com. You can update your email preferences or unsubscribe here.

1

93% of funds we receive directly supports WFP's mission to end hunger. This ratio is far above standards set by third party evaluators.

In 2020, WFP was awarded the **Nobel Peace Prize** for its efforts to combat hunger, to improve conditions for peace in conflict zones and to prevent the use of hunger as a weapon of war.

2

WFP has a **60-year history** of doing exactly what it says it will: deliver life-changing food to children, women and men suffering from the most extreme forms of hunger. And when hunger subsides, WFP is there to help them recover and rebuild their lives.

3

WFP can respond within **72 hours** of an emergency and delivers lifesaving emergency relief and coordinates on-the-ground logistics operations. By air, land, and sea, WFP goes to the planet's most dangerous and difficult-to-reach places.

4

No gift is too small. \$15 becomes 60 school meals, \$32 covers malnutrition treatment for a child and 875 sends an emergency box of food to a family of five.

Image or text two-column layout (can also include captions)

YOUR YEAR-END DONATION STATUS:

Name: Tom Watershed

Email: tom@watershedcompany.com

DEADLINE: MIDNIGHT TONIGHT

MADE A MATCHED GIFT: PENDING

GIVE BEFORE MIDNIGHT

**If you've already made your matched gift by mail, we thank you for your support.*

Tom,

I wanted to reach out personally and emphasize how crucial your support is right now. There is less than a day left to have your first donation this year make twice the impact this year. Your gift today means that families grappling with severe hunger right now will **receive double the lifesaving meals** from the United Nations World Food Programme (WFP).

DOUBLE MY FIRST GIFT

Status call-out box

Side-by-side buttons

Services and Costs

Pricing Option A: Migrate Existing Block-Based Template

The pricing below reflects the cost to migrate email templates built with blocks ([the “new” 2017 editor](#)) to the new Marketing Tools template with minimal changes.

Area	Services Included	Fee
Discovery	<ul style="list-style-type: none">• Kick-off meeting• Review of all existing templates• Planning meeting to deliver full recommendations	\$1,000-2,000
Design	<ul style="list-style-type: none">• Minimal changes to existing design elements such as logos and icons	\$0-1,000
Build	<ul style="list-style-type: none">• Build template• Implement accessibility and dark mode support• Run cross-platform and cross-device quality assurance process	\$2,000-4,000 per template
Option A Total		\$3,000-7,000 per template

Have multiple similar templates? Contact us for a customized quote.

Pricing Option B: Migrate Existing Legacy Template

The pricing below reflects the cost to migrate email templates built without blocks and using only Rich Text or HTML ([the legacy editor](#)) to the new Marketing Tools template with minimal changes.

Area	Services Included	Fee
Discovery	<ul style="list-style-type: none">• Kick-off meeting• Review of all existing templates• Planning meeting to deliver full recommendations	\$1,000-2,000
Design	<ul style="list-style-type: none">• Minimal changes to existing design elements such as logos and icons	\$0-1,000
Build	<ul style="list-style-type: none">• Build template• Implement accessibility and dark mode support• Run cross-platform and cross-device quality assurance process	\$3,000-5,000 per template
Option B Total		\$4,000-8,000 per template

Have multiple similar templates? Contact us for a customized quote.

Pricing Option C: Complete Template Redesign and Build

The pricing below reflects the cost to design and build completely refreshed email templates.

Area	Services Included	Fee
Discovery	<ul style="list-style-type: none">• Kick-off meeting• In-depth interviews with up to 2 staff• Review of all background information and messaging• Planning meeting to deliver full recommendations	\$3,000-6,000
Design	<ul style="list-style-type: none">• Rough mockup with 2 rounds of review• High-definition design with 2 rounds of review• Final adjustments to live coded design	\$3,000-\$5,000 per template additional \$500 for newsletter template
Build	<ul style="list-style-type: none">• Build template• Implement accessibility and dark mode support• Run cross-platform and cross-device quality assurance process	\$3,000-5,000 per template
Option C Total		\$9,000-16,500 per template

Have multiple similar templates? Contact us for a customized quote.

About Our Pricing

M+R pricing is pretty straightforward: We primarily charge clients based on hours worked, using a rate sheet (see next page). At the end of a contract, we issue a credit for hours not worked or bill you for any overage. You'll know far in advance whether a final credit or charge is coming.

We are happy to price ongoing email production support and additional services as add-ons, using hours and hourly rates along with expenses to estimate costs. Actual and necessary out-of-pocket expenses (e.g., third party tech) are billed at-cost.

Note that the costs outlined on the previous pages are preliminary and can be modified based on your precise needs. We understand that costs are not just what you're paying a vendor — costs include how to best use your internal time and resources. As your internal needs and capabilities continue to evolve, our support will evolve, too.

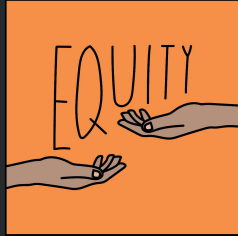


Hourly Rates

Staff hours are based on the following standard hourly rates:

Partner	\$400
Executive Vice President	\$375
Senior Vice President, Senior Creative Director	\$350
Director of Technology	\$325
Art Director, Creative Director, Director of Advertising Technology & Analytics, Director of Data Analytics, Managing Account Supervisor, Managing Associate Creative Director, Managing Data Analyst, Managing Media Director, Managing Production Specialist, Vice President	\$300
Associate Creative Director, Media Director, Principal Data Analyst, Principal Dev Project Manager, Principal Developer, Principal Digital Designer, Principal Message Research Manager, Principal Motion Graphics Designer, Principal Production Specialist, Principal Website Optimization Specialist, Senior Account Supervisor	\$290
Account Supervisor, Associate Media Director, Senior Copywriter, Senior Creative Producer, Senior Creative Project Manager, Senior Data Analyst, Senior Dev Project Manager, Senior Developer, Senior Digital Designer, Senior Message Research Manager, Senior Motion Graphics Designer, Senior Production Specialist	\$265
Copywriter, Creative Project Manager, Data Analyst, Dev Project Manager, Developer, Digital Designer, Production Specialist, Senior Account Executive, Senior Ad Operations Specialist, Senior Digital Ads Manager, Senior Facebook Ad Specialist	\$205
Account Executive, Ad Operations Specialist, Associate Copywriter, Associate Creative Producer, Associate Creative Project Manager, Associate Data Analyst, Associate Digital Designer, Associate Production Specialist, Digital Ads Manager, Facebook Ad Specialist	\$195
Associate	\$170

M+R Values



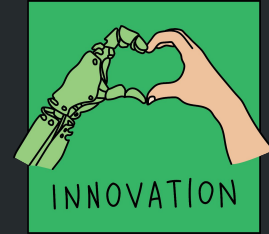
EQUITY in how we hire and treat staff.



HONESTY in our work and communications.



TRUST AND RESPECT in our relationships with clients and colleagues.



INNOVATION to continue to explore and grow.

M+R's Commitment to Achieving Racial Equity

At M+R, we are committed to achieving racial equity—the systemic fair treatment of people of all races that produces equitable opportunities and outcomes for everyone—and being an anti-racist, equitable, and inclusive organization where all staff feel welcomed, valued, and empowered. We envision being a workplace that ensures an inclusive employee experience, promotes equitable outcomes for staff, and supports clients to center accessibility and anti-racism in their programs. Over the last few years, we have done a lot of work to advance these efforts, including:

- Analyzing our hiring and retention metrics
- Conducting a pay equity study
- Training staff on implicit bias, anti-oppression, and inclusive decision making
- Expanding our anti-racist client work
- Hiring a Senior Vice President of Anti-Racism, Equity, and Inclusion

Some examples of our fidelity to racial equity in our client work and our commitment to communities include:

- The establishment of criteria and a framework for ensuring that we are only seeking to partner with organizations that align with our organizational values
- The creation of a Code of Conduct, a clause in our contracts that conveys our AEI commitment and expectations
- The development of a guide about effective and ethical creative
- The application of a racial equity lens to strategies, policies, processes, and decision-making

Recent Clients



There's more to M+R! Our other services include:



Campaign
Strategy



Digital
Fundraising
& Advocacy



Digital
Advertising



Digital
Organizing



Media
Relations



Social
Media



Reach out to us at:
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