

# Unlock the potential of soft opt-in for charity email marketing

## Email marketing soft opt-in coming soon for charities

In January 2025, the Data & Marketing Association UK (DMA UK) announced the government's acceptance of soft opt-in for charity email marketing in the Data (Use & Access) Bill, giving the UK charity sector the potential to earn an additional £290m annually.

As a DMA UK member, Wood for Trees, part of Salocin Group, provided data analysis in support of their lobbying.

## Wood for Trees data analysis

Based on insights from 13.1m supporters across more than 20 UK charities:

- Emailable supporters generate **£35** more over a seven-year average lifetime compared to non-emailable supporters
- Enabling the soft opt-in could increase annual charity revenue by **3%**, equating to **£252m** per year in England and Wales (when considering donations)
- Including Scotland and Northern Ireland, this figure rises to **£290m** annually
- In the next 10-15 years, improved supporter journeys via email could drive an additional **£840m** in income (including legacy giving)

## New legislation incoming

With new legislation expected as soon as mid-2025, is your charity ready to maximise the soft opt-in opportunity?

- **Compliance check:** Have you checked your email marketing strategy aligns with the incoming soft opt-in regulation?
- **Legitimate Interest Assessment (LIA):** Have you performed a balance test to assess whether your supporters would expect to receive email marketing from you?
- **Data and consent management:** Is your CRM system and data foundation robust? Do you have the mechanisms in place to collect consent based on legitimate interest?
- **Engaging content:** Is your email marketing content personalised and targeted to your donors?

## Want to learn more? Join our webinar

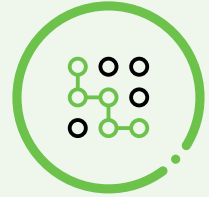
Scan the QR code to register your interest for an upcoming DMA + Wood for Trees charity soft opt-in webinar:



Wood for Trees provides expert guidance to help charities navigate this change. We can help you:

### Compliance and strategy

- Conduct Legitimate Interest Assessments (LIAs)
- Ensure your data and email marketing strategy align
- Develop a soft opt-in compliant framework



### CRM and data optimisation

- Establish a robust data foundation
- Implement effective consent and preference mechanisms
- Enhance your CRM and supporter segmentation

### Maximising engagement

- Craft high-impact email campaigns, with AI-powered personalisation
- Improve supporter journey mapping for connected experiences
- Increase email marketing ROI, with data-driven insights



**Contact Wood for Trees to start preparing your charity for the soft opt-in era.**

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