

Email For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Essential Message Elements

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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Learning Goals

- ▶ Identify essential message elements
- ▶ Understand the importance of including:
 - Organizational Links
 - Date and archive information
 - “Viral Messaging” hooks
 - Un-subscribe information and recipient address
 - Link to update preferences

Message Elements

► Organizational Links

- A link to your donation page
- A link to your organization's website
- Your organizational mission or tag line
- Organizational address, phone number or other contact information
- A link to your privacy policy

Message Elements

- ▶ Information about the email
 - In the message, include date the email was sent
 - Provide a link to the archive of past messages
 - For organization with multiple lists, make it clear to which list message is addressed

Message Elements

- ▶ The easiest way to grow your list and spread your message is to have your supporters forward your emails to their friends.
- ▶ Include “Viral Marketing Information”
 - “Tell a friend” link
 - “Forward this email” link
 - Information on how to subscribe, if you were not the recipient

Message Elements

- ▶ Quickest way to turn a supporter into an enemy is to make it difficult to get off your email list.
- ▶ Make it easy for supporters to manage how and what messages they receive

Message Elements

▶ Subscription Information

- An easy-to-find un-subscribe link
- The email address of the supporter
 - Some people have multiple addresses
- A link to update the supporter's preferences and subscription information
- Instructions for making the messages you send them spam-filter-proof

Summary

- ▶ Successful email campaigning depends on including essential elements in each message
- ▶ Understand the importance of including:
 - Organizational Links
 - Date and archive information
 - “Viral Messaging” hooks
 - Un-subscribe information and recipient address
 - Link to update preferences

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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