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 you 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
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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