

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

Email “Pre-Send” Check List

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

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Learning Goals

- ▶ Understand how to avoid embarrassment, errors, & loss of member trust when sending
- ▶ Learn to send test messages and review the following points:
 - Layout and graphics
 - Content
 - Sending “envelope”
 - Target audience and timing

Pre-Send Check List

- ▶ Review your email layout for essential links:
 - Does your message have an un-subscribe link?
 - Is there an easy-to-forward link with instructions on how to subscribe to your list?
 - Is there a link to your organizational website?
 - Is there a simple donate link?

Pre-Send Check List

- ▶ Review your email layout: images & graphics
 - Are all the images in your email displaying?
 - Do you have "ALT" tags for images?
 - Are there text and HTML versions of the email?
 - Have you looked at HTML emails in several different email programs?
 - Webmail, Outlook, Thunderbird, Hotmail, etc

Pre-Send Check List

► Review your content

- Verify that all the links go where you intend
- Run spell check on the email, look for typos
- For events, verify you have:
 - Date, time, location, directions, map
- For action items, have a link to the action or complete instructions on how to take action
- Have you run a “spam report” on the email?

Pre-Send Check List

- ▶ Review your email sending “envelope”
 - Does your email have a subject?
 - Are the “from” address and sender name set?
 - Is there a bounce address set?
- ▶ If possible, have you previewed recipients' emails?
 - Verify how all of the above look when received

Pre-Send Check List

► Review Your Sending

- Are you sending it to the right list or group of people?
- Have you scheduled a good delivery time?
- Bad times include:
 - Friday afternoons
 - Holidays and weekends
 - In competition with other messaging campaigns

Summary

- ▶ You can avoid embarrassment, errors, and loss of member trust before sending
- ▶ Send test messages and review the following points:
 - Layout and graphics
 - Content
 - Sending envelope
 - Target audience and timing

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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