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

Funded by the Community Technology Foundation of California

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5
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
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!

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven
Funded by the Community Technology Foundation of California
These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5