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

Closing Summary

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.
Email Campaigning Summary

► Email can only help a well-defined campaign, it can't fix a poorly designed one

► Distinguish your constituents, your audience(s) and your target(s), message accordingly

► Follow best practices when framing message and designing email
  ▪ Less is more, simplicity rules

► Sending is only the beginning
  ▪ Manage replies, measure success
  ▪ It's all about building networks
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