

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

Closing Summary

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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!

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