

# High Impact eAdvocacy: Email Newsletter Tune-Up

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# Training Facilitators

- ▶ Jessica Steimer

- [jessica@aspirationtech.org](mailto:jessica@aspirationtech.org)

- ▶ Jordan Ramos

- [jordan@aspirationtech.org](mailto:jordan@aspirationtech.org)

- ▶ [www.aspirationtech.org/training/eadvocacy](http://www.aspirationtech.org/training/eadvocacy)

# First Things

- ▶ Introductions: Who are you?
  - Name
  - Organization
  - Email Blasting tool, if any
  - What do you want to get out of today?

# First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
  - Especially if and when we use technical jargon, terminology and concepts you don't know

# End Of Section

- ▶ Questions?
- ▶ Comments?

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# High Impact eAdvocacy

## The Art of The Ask Email Newsletters

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# Today's Agenda

- ▶ Review effective email newsletter composition
- ▶ Discuss the art of the “ask” in email newsletters
  - How do you get folks engaged?
- ▶ Most importantly, answer your questions

# Email Composition

- ▶ Design for Clear Messaging
  - Know what you want your user to learn and do
- ▶ Keep Tone Casual and Personal
  - Model as friend talking with a friend
- ▶ Design for Skimming
  - Subject line is critical
  - Information should be easily accessible
- ▶ Know The Art of “The Ask”



# Email Process

## ► Process, Process, Process

- Content Curation
- Content Creation
- Template Selection
- Add Content
- Images (Select/Resize)
- Testing, Testing, Testing
- (Premailer/Browser/EmailClients)
- Revise
- Edits from Team
- Text Version
- Test Schedule Send

# Create the Ask

## BRADY CAMPAIGN *to* PREVENT GUN VIOLENCE



### Last Night, Your Voice Was Heard! Stand with us and Nina Gonzalez!

Dear Friend,

Your voice was heard! It took a concerned citizen at last night's town hall debate to finally ask the presidential candidates for solutions to gun violence. A fellow American, someone just like you and me, spoke up.

And in response, President Obama reasserted his commitment to ban assault weapons and affirmed the need for stronger background checks to keep guns out of the hands of criminals and the mentally ill.

Through questions like Nina's we are making progress. But it will be everyday, concerned Americans like you who will keep this conversation going by inviting more people to become a part of it. Tell your friends and family to join us!

**Recruit ONE person to sign the petition!**  
**Make your voice heard! We ARE better than this!**

President Obama and the overwhelming majority of Americans, including gun owners, understand that assault weapons don't belong on our streets and in our communities, and that stronger background checks don't have anything to do with the Second Amendment.

We will continue to press Gov. Romney and President Obama to detail their plans about reducing gun injuries and deaths in this country.

Stand with us against the gun lobby and assault weapons that put our police officers, families and communities in jeopardy. Please call, text, Facebook or e-mail someone you know and get them to **take action** now!



Sincerely,



**Stand with Nina Gonzalez and continue to make your voice heard!**

**RECRUIT ONE PERSON »**

**FACEBOOK IT »**

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