



WRITING AN EMAIL

HOW TO CREATE ENGAGING AND COMPELLING EMAILS

EMAIL COMPONENTS

Urgency

Timeliness is key. State what the problem is, and why it is an issue that needs addressing right now.

Resonance

Why should the reader care about this issue?
How does it personally affect them?

Solutions

What is the solution to this problem? How will it solve or address the problem you've highlighted?

Call to Action

What is it that you want folks to do?
Be sure to explain why this action will help in achieving the solution.

Efficacy

Leave the reader feeling like their voice or action will make an impact. Acknowledge how personal action makes a difference, even with big and daunting problems.

EMAIL FORMAT

▶ Subject Line

Choose a clear, compelling subject line. This should be something that catches readers' attention and makes them open the email.

Ex: *You're Invited, Tell your Reps, Speak Up Today!*

▶ Introduction

Use urgency and timeliness to hook the reader in and lead them to your action. Make your email scannable by using short paragraphs with bolding and italics to emphasize key points.

▶ One Ask

Unless you're crafting a newsletter, your email should focus on one clear ask that's repeated throughout the email.

Ex: *Donate today! Take Action! RSVP here!*

▶ Impact

This is where you include the Call to Action and explain how your One Ask will lead to achieving a solution or positive outcome.

Ex: *When you donate, you support 80+ community partners all around Seattle.*

▶ Conclusion

The conclusion is where you reiterate your One Ask and thank your reader for their time and consideration.