Content and Design Tips for Email Messaging

To start: Think carefully about your goals and audience.

Sender / FROM: Make sure the sender is the best person to send the message – the person most likely to reach your audience. (e.g. Executive Director, Lead Organizer, etc.).

Subject Line: Give serious thought to your Subject. It needs to catch your audience's attention and make them want to read the email. It should be compelling, relevant, or personal without seeming cute or cheesy.

Content:

- Speak *to* the reader, *from* the signer. Uses the singular personal pronouns, "you" and "I."
- Picture your ideal recipient and write to that person. Be clear. Be conversational. Don't write only for the head; write for the heart.
- Don't mention anything in the message that is not relevant to your core message.
- Establish urgency—i.e., makes the case to take action *now*.
- Set a deadline to act and specify a goal.
- Use evocative language; create images.
- Keep it brief; link to more content on your website

Content Formatting

- Use short words, short sentences, short paragraphs
- Use bold headings
- Align text to the left, don't justify it
- Use bullet points
- Make sure it's easy to scan – that anyone can understand the main points from the headings and formatting, without reading the full email
- Have a "responsive design" – test that it reads well on mobile phones, different email clients, etc.