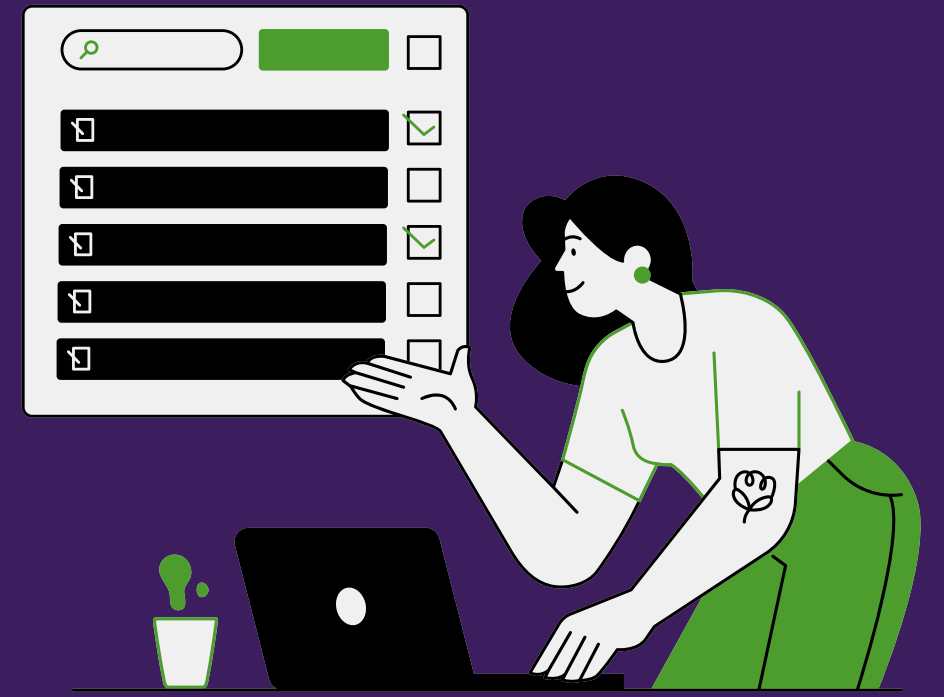
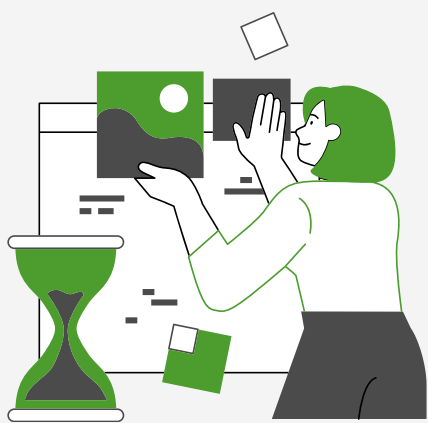


Effective Emails: A Flowchart

Organising to Win



WHY ARE YOU SENDING THIS?



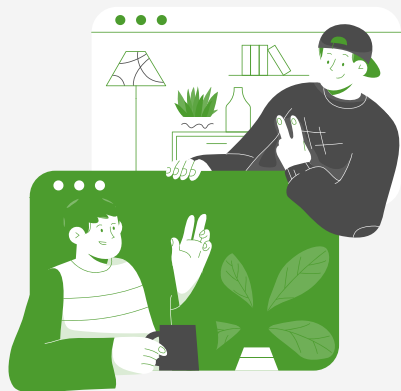
- What is the purpose of sending the email? Are you sure the recipients will find it useful or interesting?
- Only have one action for the recipient to take. Have more? Send a second email another day.

IS IT GOING TO THE RIGHT PEOPLE?



- Is the email interesting to everyone who'll receive it, or just to a small portion of them?
- Could it be sent to a smaller, more targeted audience?

INTRODUCTION



- Do you address the issue in the subject line?
- Do you immediately provoke emotion? (Remember: Anger- Hope- Action)

WHY WOULD YOU OPEN THIS EMAIL?



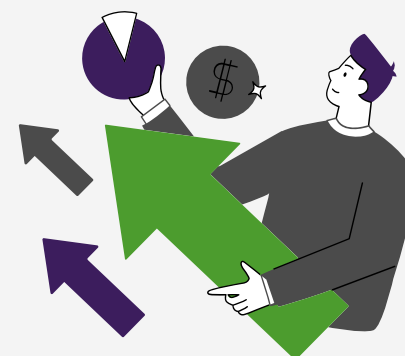
- Does your subject line intrigue recipients?
- Is it as relevant as possible to the audience?

CONTENT



- Is it structured for easy reading using short paragraphs?
- Is the language clear, concise and free of jargon?

CALL-TO-ACTION



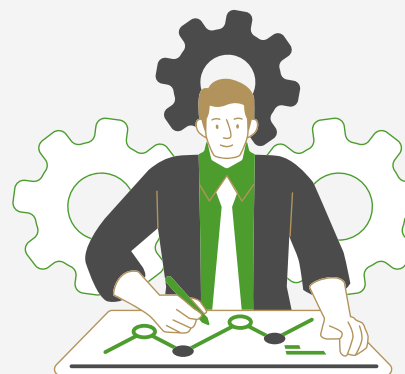
- Is there a compelling reason to take the action?
- Is the action clearly sign-posted and easy to perform?

PROOF READING



- Have you proofread the email? Check for grammar, punctuation and third-partying.
- Are all links and resources correctly included?

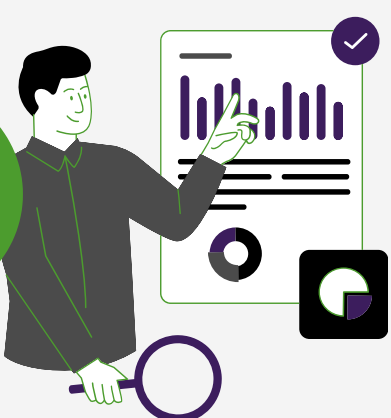
SIGNATURE



- Is the e-mail personable and relatable - from one member to another?
- Is it clear how to reply or get in touch?

ANALYSIS

Track the open-rates and conversions:



- What style of subject lines work?
- What times of day are best?
- Is there a group of workers that are more or less engaged than others? Why is this the case?

IMPLEMENT BEST-PRACTICE

- Use your analysis to find out what works best for each group of workers.
- Use this to form a bespoke email strategy to best engage members across your branch.

