**A template for writing an effective email**Follow the steps for an email that will persuade people to take action. Get in touch on [community@foe.co.uk](mailto:community@foe.co.uk) if you need help.

|  |  |
| --- | --- |
| **Focus on one topic**  What is the topic of your email? |  |
| **Make it personal**  *Choose a person to write your email to. Imagine it’s someone who doesn’t know about the issue or might not care too deeply about it.* | *Pick a salutation e.g. Dear, Hi and write a name* |
| **Grab the reader’s attention**   * *Make your first words hit home* * *What’s the crisis? What’s the opportunity to fix it?* * *What’s the urgency?* * *Begin with your closing argument* | **30-50 words** |
| **Highlight the part they can play**   * *Show the reader what will happen if they take action.* * *Explain the part they can play and what difference it will make* | **30-50 words** |
| **Ask them to do something**   * Ask a question and use an active verb * Use a button to highlight your link. Consider CAPITALS e.g. YES, I’LL SIGN THE PETITION |  |
| **BUTTON TEXT GOES HERE** |
| **Reinforce your message**  *Come back to your story. Say a bit more about it.   Add in a few facts or figures. Reiterate why people taking action will make a difference.* | **30-50 words** |
| **Lead the way**  *People are more likely to take action when they realise they’re not on their own.*  *Talk about what’s happened so far, quote petition signatures or event sign-ups.* | **30-50 words** |
| **Ask them again**  *Repeat your call-to-action. Try another question. Use the same wording or try something different. Use CAPITALS. e.g. WILL YOU ADD YOUR NAME?* |  |
| **BUTTON TEXT GOES HERE** |
| **Wrap it up**  *Close your email with a few final words. Try and give people hope and stay positive*. | **20 words** |
| **Pick a subject line**  *Write down at least 3-4 ideas for subject lines. Then pick the one that sounds the best.*  *Ask friends or family for their thoughts. Which do they think works the best?* | Ideally, 10 words or less |
| **Remember...**   * *Write your email to one person* * *One idea per paragraph* * *Use contractions. I am* à *I’m* * *Vary sentence length – max 20 words* * *Avoid words of more 10 letters – 1 big word per sentence*   **Keep it brief.** *Aim for 200 – 250 words.* | |