**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 if you need help.

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| **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*
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| **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.* |