EMAIL COMMUNICATION & COMMUNITY BUILDING

BUILD A STRONG NONPROFIT EMAIL

Choose one real communication need from your organization and turn it into a strong email. The goal is to practice making deliberate choices about audience, relevance, message, and next steps.

CHOOSE ONE REAL EMAIL NEED

- ○ Event invitation
- ○ Newsletter section
- ○ Volunteer recruitment
- ○ Membership renewal
- ○ Donation appeal
- ○ Welcome email
- ○ Post-event follow-up

Use a real example whenever possible. You can revise an email you already send or draft a new one.

WORKSHEET

1. DEFINE THE AUDIENCE

Who is this email really for? Be more specific than "our mailing list." Think about the person's relationship with your organization, what they may care about, and what they already know.

EXAMPLE

Instead of: Our mailing list

Try: People who attended one of our events in the past six months

MY AUDIENCE

A useful check:
Would everyone on your list need this email - or only a specific group?

2. DEFINE THE MAIN GOAL

What is the one most important thing you want this email to achieve? If the reader remembers only one message or takes only one action, what should it be?

- **Register for an event**
- **Renew a membership**
- **Volunteer**
- **Read an update**
- **Reply**
- **Donate**
- **Stay connected**

MY MAIN GOAL

3. DRAFT THE EMAIL

Now turn the strategy into an actuale mail. Keep it focused, human, and easy to act on.

SUBJECT LINE Give people a clear, honest reason to open.

PREHEADER Add context or reinforce the value - do not simply repeat the subject line.

OPENING Start with the most relevant or human angle.

MAIN MESSAGE What does the reader actually need to know?

CALL TO ACTION Make the next step specific and easy to understand.

4. CHECK THE VALUE

Before you finish, look at the email from the recipient's point of view. Why should this person care? What do they get from opening it?

- ○ Useful information Access
- ○ Connection
- ○ Recognition
- ○ A meaningful opportunity
- ○ Practical help

THE VALUE FOR MY READER

5. THINK ABOUT WHAT HAPPENS NEXT

Good communication does not always end with the click.What should happen after the person takes action?

EXAMPLES

Registers -> confirmation -> reminder -> follow-up

Donates -> thank-you -> later impact update

MY NEXT STEP

BONUS: COULD THIS BE SEGMENTED?

Would this email be more relevant if you sent it only to a specific group? If yes, who? _____