

Writing an Email

HOW TO CREATE ENGAGING AND COMPELLING EMAILS

Email Components

Urgency

Timeliness is key. State what the problem is, and why it is an issue that needs addressing right now.

Resonance

Why should the reader care about this issue? How does it personally affect them?

Solutions

What is the solution to this problem? How will it solve or address the problem you've highlighted?

Call to Action

What is it that you want folks to do? Be sure to explain why this action will help in achieving the solution.

Efficacy

Leave the reader feeling like their voice or action will make an impact. Acknowledge how personal action makes a difference, even with big and daunting problems.

Email Format

▶ Subject Line

Choose a clear, compelling subject line. This should be something that catches readers' attention and makes them open the email.

Ex: *You're Invited, Tell your Reps, Speak Up Today!*

▶ Introduction

Use urgency and timeliness to hook the reader in and lead them to your action. Make your email scannable by using short paragraphs with bolding and italics to emphasize key points.

▶ One Ask

Unless you're crafting a newsletter, your email should focus on one clear ask that's repeated throughout the email.

Example: *Donate today! Take Action! RSVP here!*

▶ Impact

This is where you include the Call to Action and explain how your One Ask will lead to achieving a solution or positive outcome.

Examples: *When you donate, you support 80+ community partners all around Seattle.*

▶ Conclusion

The conclusion is where you reiterate your One Ask and thank your reader for their time and consideration.



Donation Email Example

▶ **SUBJECT LINE: START THE SEASON OF GIVING WITH GREEN SPACES!**



Dear Friend:

- ▶ This #GivingTuesday, an SPF board member has generously offered to match all unrestricted donations received today, up to \$5,000.
- ▶ Will you help reach our goal so we can continue to advocate for and amplify the work being done by neighborhood leaders and community volunteers?

[Double Your Impact Now](#)

All week long we've shared with you how our community partners are making a difference in celebration of #GivingTuesday. They are working tirelessly to continue the growth of our parks and public spaces to maintain the natural beauty we are gifted in this region.

- ▶ When you give directly to Seattle Parks Foundation, you are supporting ALL 80+ efforts we provide administrative, marketing, communications, and advocacy support to throughout the year.

[Donate in Support of #GivingTuesday](#)

- ▶ Thank you for making this work possible. Together, we are making a difference.

With gratitude,

Rebecca Bear
President & CEO

P.S. No gift is too small to make an impact. Thanks to this match, your unrestricted donation will be **DOUBLED!**

Event Email Example

▶ **SUBJECT LINE: OUR MAYORAL FORUM ON THE ENVIRONMENT**



Dear Friend,

Parks are vital, unifying spaces.

- ▶ They are essential to health, civic engagement, and climate resilience. Over the last several years, funding for Seattle parks maintenance, capital projects, and recreation programs has dwindled while demand and need has only increased, particularly during the pandemic.

Layered on top of this, is a 100-year history of redlining that has perpetuated inequity in Seattle's communities of color. To right these wrongs and confront the climate crisis, our civic leaders need to come together and truly invest in open spaces as if our lives depend on it — because they do.

- ▶ Join us for a civic conversation with Seattle's mayoral candidates, Bruce Harrell and Lorena González, on climate change and environmental justice.
- ▶ Hear their views on how city policies can address future challenges. Engage with community groups and leaders actively working on these issues. This event is presented by Seattle Parks Foundation and Duwamish River Cleanup Coalition in partnership with Seattle-area environmental and climate justice organizations.
- ▶ Tune into our livestream and provide comments and reactions during the forum along with other voters and community members! Live attendees will have the chance to submit questions for the mayoral candidates

Date: Tuesday, Oct. 5th

Time: 5 pm - 6 pm

RSVP to Register for our Virtual Mayoral Forum
on Climate and Environmental Justice

RSVP

Partner Email Example

▶ **SUBJECT LINE:** ANNOUNCING THE COMMUNITY LAND CONSERVANCY!



community
land
conservancy

*We are the Community Land Conservancy,
BY and FOR people of color*

Nice to meet you.

Hello Friend,

- ▶ We are writing to you today because we thought you'd be interested in learning more about a new initiative we are a part of, the Community Land Conservancy. We are so excited about the CLC because this is an opportunity to create solutions that serve the needs of our communities.
- ▶ We are launching next month on Wed, Oct. 20 from 6-8 p.m.! We're kicking off with a virtual launch event and info session: "House or Parks? A False Dilemma." We've been planning this for a long time and we're so excited to finally share it. I hope you can join me at this event if you're free.
- ▶ The CLC is grassroots and POC-led. We're aiming to create a land conservancy led by people of color to rep our communities so that we can advocate for, own, and design our own public open spaces that serve the needs of communities of color. You can learn more about us [HERE](#).
- ▶ Please save the date and we'll follow up with a formal invite in the next couple weeks. Please let us know if you have any questions! Thank you!

Best,

The CLC Advisory Committee