

Email Marketing Best Practices

Email offers one of the most direct and personal ways to reach your audience, and has the potential to help your coalition's impact boom. But to make the most of it, your emails need to be intentional and engaging. Here are some ways you can do that effectively:

Build and Maintain a Quality List: Your contact list is the backbone of your email marketing efforts. Build a quality list by providing ample opportunities for potential interested parties to sign up, whether that's through digital forms on your website or physical forms at in-person events. Many email marketing platforms will also help you segment your audience to ensure the right people are getting the right communications from your coalition. Want to let active volunteers know about an upcoming opportunity? Create a "volunteer" segment of active volunteers in your community and email them directly!

Craft Compelling Subject Lines: Your subject line will often be the first thing someone sees, and can determine whether your email gets opened or not. Make it concise, relevant, and compelling:

- Aim for under 50 characters in your subject line.
- Use actionable language.
- Create curiosity or urgency.

Keep your Design Simple and Mobile-Friendly: Many of your readers will be viewing the email on their mobile phone. Having a clean, simple design can make that a much more enjoyable experience:

- Stick to one column.
- Use large, clickable buttons.
- Use only 1-2 font types.

Optimize Send Time and Frequency: The day and time you send your emails, and the frequency you send them, can significantly impact the engagement they get. Here are some general guidelines:

- Midweek mornings tend to perform well.
- Avoid sending your emails late at night, or on holidays.
- Avoid oversending emails—monthly newsletters/updates are a good cadence without overwhelming your audience.

Test and Track Your Performance: Your email marketing platform should provide you with statistics like open rate and click rate. Experiment with different subject lines and A/B test to see what performs best with your audience. You can dive into what specific pieces of content in your email recipients are engaging with to help guide your content strategy for your emails going forward.