



How to write great
CAMPAIGN EMAILS



crafted by www.more-onion.com

The importance of a
GREAT EMAIL

Despite the huge number of new channels and technologies that have emerged in recent years, email remains the most effective way of communicating with your supporters to drive action.

Whether you're asking your supporters to sign a petition, write to a politician, attend an event or help put pressure on a misbehaving corporation, email is still king. So it's important to get it right.

In this report we've included 12 tips to help you to clarify your message and increase the number of people clicking through to take action.

Happy writing!

CONTACT us

if you would like to discuss your campaign

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GET TO THE POINT

in the very first sentence

Your supporters will have a whole inbox full of emails, so you need to catch their attention immediately. Tell them right away why you're writing to them, or they might move on to the next email.

The first ten or so words need to briefly explain the problem/situation and what you want the reader to do. You can add the details later in the email.

2

Tell supporters
WHY THEY MATTER

It's often easy to explain why the campaign is important. But remember to also tell the supporter how their action will make a difference.

Make sure you've answered these questions:

Why this?
 Why me?
 Why now?

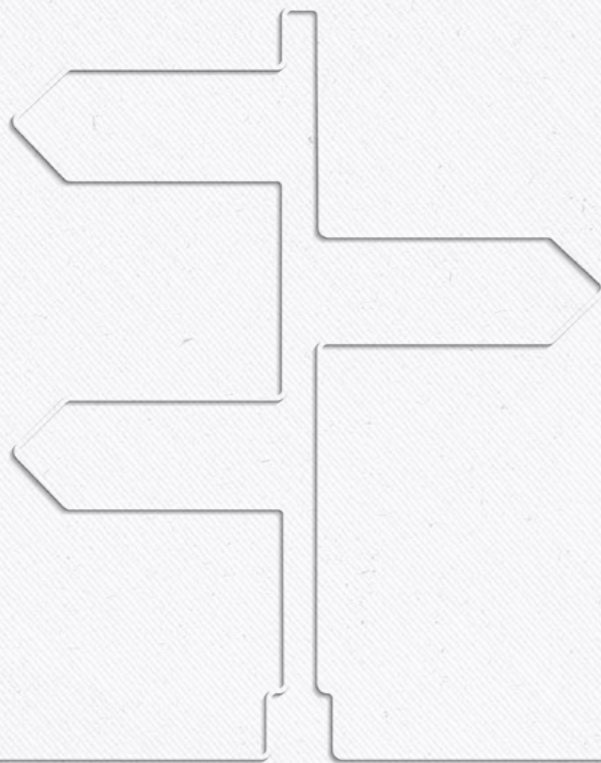
3

Only ask people to do
ONE THING

Make sure you're only asking people to do one thing. Avoid putting links in the body of the email to anything that isn't your action.

When presented with more than one option, people often choose to not choose, and do nothing. It's a strange psychological quirk that can dramatically affect click through rates.

Never rely on newsletters to mobilise your supporters; they're so content rich they can easily distract. The most effective campaign emails have only one topic, one ask and one landing page.



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Make it
PERSONAL

Make the email as personal to the supporter as possible. You must at the very least include their name, but great emails are also tailored to who the reader is and what they have already done with you.

Did they take a previous action for this campaign? Mention it. Did they donate to you recently? Thank them again. This builds a two-way relationship and reminds the supporter that they care about your issue.

You can read more about designing personalised (and automated) supporter journeys in our report:
www.more-onion.com/supporter-journeys

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Keep it simple and
FOCUS ON IMPACT

Write clearly, keep it simple, and focus on impact.

Don't assume that your supporters have detailed prior knowledge of the issue, even if they've signed a petition in the past. People live busy lives and support many causes.

Avoid acronyms and technical language. If your issue is really complex and a little confusing, try to focus on the 'so what', and explain who/what it will affect.

6

Use the
POST SCRIPT

There's a reason direct mail appeals almost always include a P.S. - they're very effective. The same works for email - when people scan text their eyes will skip to the end pretty quickly.

Use this as an opportunity to deliver a key fact, or a different framing for your ask. Try not to just repeat the content of the email in the same way, people will see through it and might stop looking at the P.S. in your emails.

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Think about how you can
GET SUPPORTERS TO OPEN

It doesn't matter how amazing your email is if people don't open it. Make sure you consider the subject, sender and preview.

Keep subject lines short and active e.g. "Foodbanks: sign the petition"

Make sure that the sender of your email is recognisable, which usually means including your organisation's name.

Many email services allow the user to see preview text before opening the email. Find out how to use this here: <http://bit.ly/Preview-Guide>

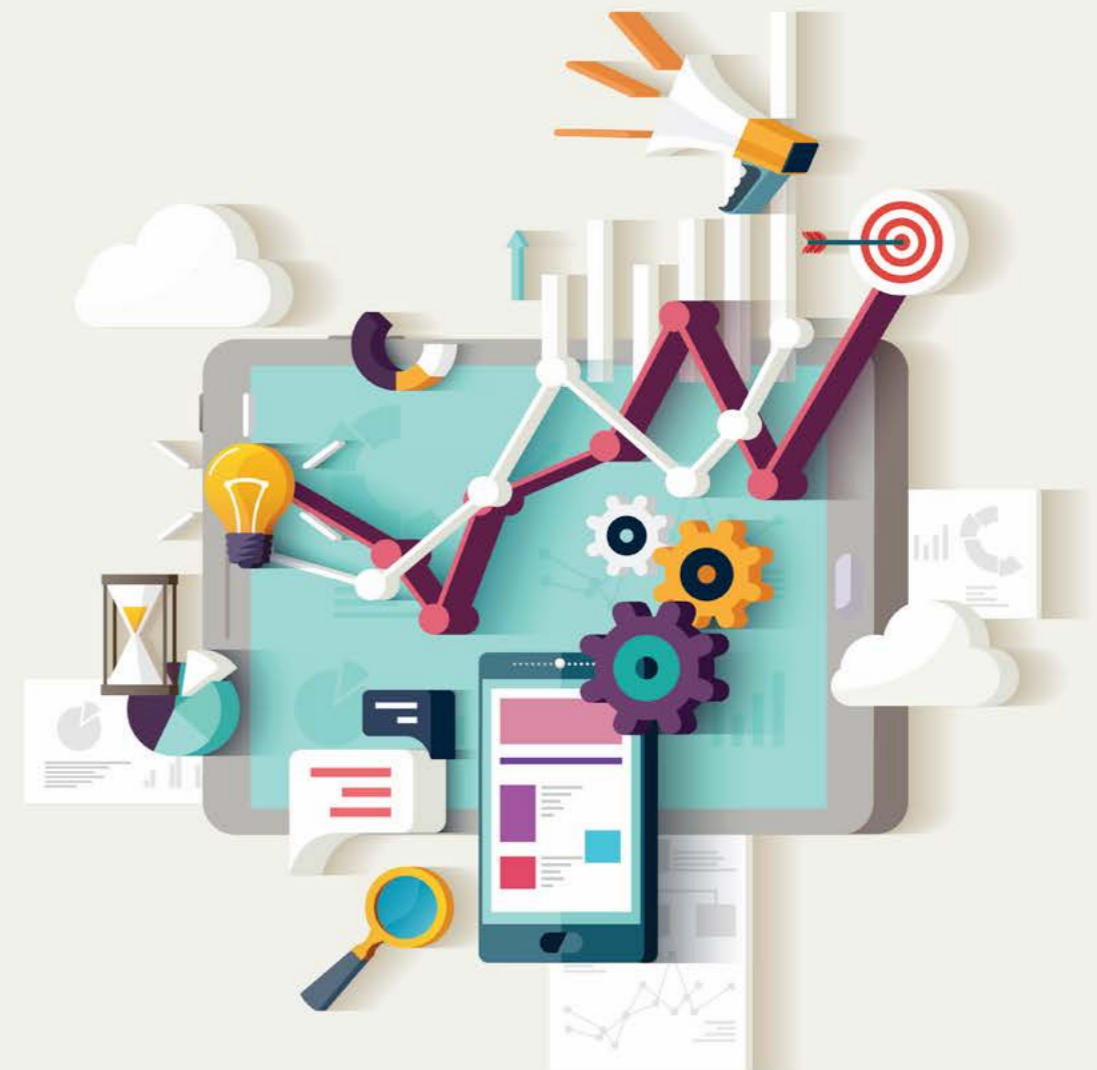
8

TEST EVERYTHING!

No two email lists are the same. What works for someone else's supporters might not work for yours. So try to test as often as possible.

Why not write two completely different versions of the email to see what people prefer? For example one super-short version, and one longer, more detailed version. Or you could write versions that focus on different aspects of your campaign issue. Try new subject lines too.

Don't assume that things that worked for you well 6 months ago are still the best approach now. Things change so keep testing!



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Don't be afraid to
REPEAT THE CALL TO ACTION

Different supporters will need a different amount of convincing to take an action, some might do it right away, but some might find your third paragraph the one that seals the deal. So include links throughout to make it easy for everyone.

Imagine you're reading the email on a small phone. There should be a link visible on the screen almost all of the time.

10

Use bold text to
ADD EMPHASIS

Using bolding to add emphasis on the key bits of your copy makes the email much **easier to scan-read**.

Some supporters will make a decision about your email in the first few seconds of glancing at it, so you need to quickly make it clear to them why your action is important.

11

BREAK THE RULES

Don't be afraid to be bold and try something different. It could help you stand out in busy inboxes.

But make sure to test it to see if it's working!



12

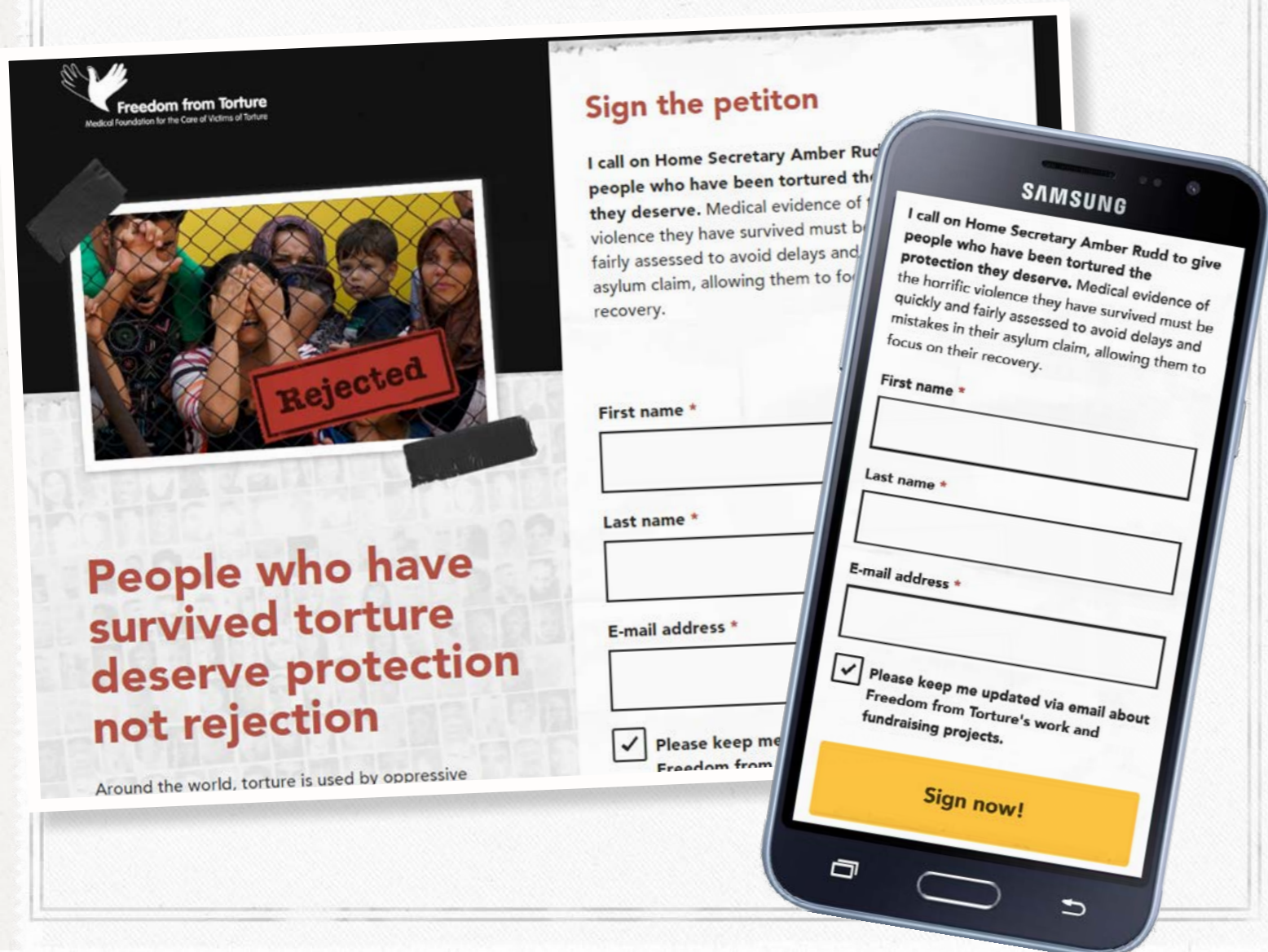
Make sure you've got great
LANDING PAGES

All your excellent work on your emails will be wasted if you're not sending people to compelling, easy to use action pages when they click. Make sure you create customised pages which match the messaging in your email. If the experience doesn't feel seamless, people will drop out.

Just like emails, landing pages should be focused on one thing and not have distracting links to other pages. Make sure your forms are really user-friendly too. You can read more in our other reports

Online actions: www.more-onion.com/online-actions

Online forms: www.more-onion.com/online-forms



Increase the impact of your landing pages with
IMPACT STACK

Impact Stack is a fantastic toolset for building your campaigning and fundraising landing pages. It's easy to use for you and your supporters and has loads of powerful features to increase the impact of your campaigns and donation asks. Impact Stack supports:

- Petitions
- Email protests
- Flexible forms
- Email to target actions (MPs, MLA, MSP, AMs and councillors)
- Share pages
- Static pages
- Single and recurring donations

“Impact Stack is so easy to use, and easy to teach. It's allowed us to spread out the skills within the organisation, save time and be much more reactive.”

Oriana Lauria, Global Justice Now



We hope this report was helpful

If you'd like to know more about Impact Stack or would like some support with your campaigns, please get in touch. Whether it's creative, strategy, or technology, we're here to help!

CONTACT us

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