How to Ramp Up Your Emails

Does My Email Entice Readers to Open It?

☐ **Is my subject line compelling?**
These are the most important 8 to 10 words of your campaign. Make sure your subject line is a concise introduction that gets readers to take a look inside.

☐ **Does my email seem like it's from a real person?**
Your appeal should come from a real person or the full name of your organization. Acronyms and "do not reply" email addresses will make your message more likely to be deleted.

☐ **Am I making the most of the preview pane?**
At first glance, many of your recipients will see just the first few inches of your message, so make your point — and your brand — stand out.

Does My Message Encourage Donors to Act?

☐ **Is my email easy on the eyes?**
Simple, reader-friendly font and style choices will grab and keep your readers' attention.

☐ **Is there a clear call to action?**
Provide a clear call to action that tells donors exactly what you want them to do and how they can do it. Vague calls to action like "support us" are more likely to confuse than to motivate.

☐ **Does my email have a personal touch?**
Whether it's a personalized greeting, a warm tone, or tailored content, make your email feel like a friendly conversation.

☐ **Does the message come through, even if the images don't?**
Since many email clients don't automatically display images, balance your design with text and include "alt" text to make your message clear.

☐ **P.S. Did I remember a postscript?**
Many readers jump straight to the "P.S.," so include a special message that reinforces urgency.

Want more tips on how to ramp up your emails? Download the guide:
How to Write Amazing Fundraising Appeals

Network for Good