



Changing the world
of work for good

How to write effective emails for organising

Presented by Ali Torabi

3 ways to participate

- **Ask questions** and vote for your favourite – links below this presentation
- **Answer the polls** – link below this presentation
- **Comment and chat** – click on 'Say something nice' (bottom-right)

Setting the scene

- All of us send and receive loads of emails every day.
- Many get ignored.
- So what makes a great email?
- How can you make sure that your Campaign email is opened and read?

General principles

Before you write

- What's the goal?
- Do you have a clear Theory of Change (TOC)?
- Is there a clear target?
- Is there a clear ask?

Basic principles

- Write to a friend.
- Show, don't tell.
- Vivid Imagery
- One idea & one ask per email.
- Keep links focussed on the ask.
- Use legitimate urgency.
- Always test multiple subject lines.

Email ingredients – basic dish

- Consider 2 major content components for each action email.
- “The Moment Story” -- goes before the link
 - Crisistunity
 - Reader Focused Theory of Change
 - The Ask
- “The Movement Story” – generally goes after the link
 - What’s Going On
 - Who We Are
 - The Road We’re On

Email ingredients – the full recipe

- Grabby opening
- Problem
- Solution (TOC)
- Ask
- Moment
- Back up facts
- Heart of the issue
- Repeat ask
- Movement story
- Organisation story & shared values
- Thanks, or Sign-off
- Signature
- [P.S.]
- Sourcing

Subject lines

- **Always test**, But try different theories!
 - Deadlines
 - Intriguing quotes
 - Explicit Issue/Campaign signalling
 - Direct communication
- If you can reasonably customize, do.
- Don't forget the "Subject Narrative" for the 85%

Before You Send

- Subject lines
- Is it skimmable?
- Does it sound like it comes from a friend, to a friend?
- Would your mom understand it?
- Would you take action in response?
- Do you rely on rhetoric, or on facts? Does it have heart?
- Can you swap paragraphs for a more compelling read?
- What can you test?

Here are some pages that might be useful:

- **HemingwayApp.com** – a proofreading tool for writers
- **CoSchedule Headline Analyzer** – create better headlines
- **Thewriter.com** - how readable is your writing?

Next webinar

Sexual harassment in the workplace

Thursday, December 14th at 2:30pm

Kathryn Mackridge, TUC Women's
Equality Policy officer



The logo consists of the letters 'TUC' in a bold, sans-serif font. Each letter is rendered with a 3D effect, appearing to be made of a translucent material with a light purple-to-white gradient. The letters are slightly offset from each other, creating a sense of depth and movement.

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