Think *F A S T*

F - **From line** (who's name appears in the email)

A - **Action/ask** (what do I want people to do)

S - **Subject line** (what language do I use to get people to click on the email)

T - **TESTING!** (how do I get to know my audience)

Action Network

F - From line

Who is sending this email?

- Should be someone your activists know or are familiar with
- Can include the name of the person or organization
- If someone is in charge of fundraising, send fundraiing emails with their name
  - Likewise with events, actions, etc.
  - Let people get used to seeing your name in their inbox!

Action Network

A - Action item

What am I asking people to do?

- Your emails should always have an ask
- You should ask people take action, ask a send time, and finish off by asking again!
- Give people multiple opportunities to take action

Action Network

S - Subject line

What language can I use to get people to open my email?

- Subject lines should be clear and match subject of the email
- Refrain from fear-mongering or click baiting

Action Network

FAQs

Should I use emojis?

Do I include my name or my directors?

What color button do I use?

Should I use images?

T - TESTING!!!!

How can I learn what my audience likes?

- You can't know what your audience likes unless you test
- What your audience likes changes over time, so you need to test to keep up!
- Makes your emails more effective over time

Action Network

EDITOR MODE ?

Drag & Drop ◯ Visual/HTML

To: *You will select activists to target for this email in the next step*

Testing 2 SUBJECT lines to see what works best

Subject: Sign up Now! Join us next weekend at the Sister District Summit in Berkeley

ALTERNATE SUBJECT
Prepare to get inspired at next weekend's Sister District Summit! ⊕

Testing 2 FROM lines to see what works best

From: Sister District Project CA Peninsula

ALTERNATE FROM
Co-Captains of Sister District CA Peninsula ⊕

Reply To: reply@solidarity.com ?

Preview Text: Hidden text seen when previewing the email (optional) ?

Dear Obed,

You're in luck! It's not too late to sign up and join us as we kick off the 2023 election cycle and celebrate our 2022 impact at the Annual Sister District Summit being held in person at UC Berkeley next weekend, Sat Feb 25 & Sun Feb 26! We on the Peninsula are so fortunate to have the Summit in person and close by this year. (The last time the Summit was held in person three years ago, it was in Washington, D.C.)

Learn more and Register!

We'll also be joined by two powerhouse Sister District alum and elected officials, NC Rep. Deb Butler and AZ Rep. Lorena Austin. Sister District co-Founders will read us in on the State of Sister District and our 2023/2024 Strategy. Our own co-captains Lisa Diaz Nash and Catherine Grundmann will be speaking on some of the breakout panels. Lots of organizing breakout sessions will help us all connect, collaborate, and get ready to support candidates this year. You can see the full schedule of events here.

We'd so love for you to join our Peninsula team and be there with us this year -- **please register now!**

3 opportunities to take action

Engagement based targeting

- Safely test subject lines, from lines, content, etc. with audience that already likes you
- Improve your reputation with email providers like Gmail, Yahoo, etc.
- Typically don't want to do more than 365 days

ENGAGEMENT ①

✓ INCLUDE ?

Email Engagement ?

Target activists who subscribed, opened, clicked, or took action [90] days ago or less ...or target by date

Action Activity ?

Target activists who took at least [ ] actions in the last [ ] days ...or target by date

Email Open Activity ?

Target activists who opened at least [ ] emails in the last [ ] days ...or target by date

Email Click Activity ?

Target activists who clicked at least [ ] emails in the last [ ] days ...or target by date

Email Subscription Date ?

Target activists who subscribed (or whose subscription status was updated) [ ] days ago or less ...or target by date

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Action
Network