

## Chapter Email Best Practices

### **Subject Line**

- Should indicate what the email is about in five or fewer words
- Do not use the same subject in every email
  - For example: “Upcoming Events” should be changed out with something more specific every other week.
- Avoid using caps and “!” as these can often be reasons emails end up in a spam filter

### **Body**

- List most important information in the first two sections – most readers will not scroll through the entire email
  - In our survey, a majority of respondents in Texas and Globally said they normally “scan the email”
- Try to keep newsletters informational, not conversational
- Keep text 2-3 sentences per topic/section
- *Events:*
  - According to our survey, Events are of most interest to readers
  - Include a very brief description – remember date and location will be included in second column so these details do not need to be included in the body of details
  - List events in sequential calendar order
- If you want to include events that are two or more weeks away, create a “Save the Date” section to avoid making the email longer List the event date, title and a link to more information
- *Links:*
  - Only provide a link to a site once – adding more sentences with the same link will add to clutter
  - Include as much information, without overwhelming the email with text, from a link as possible so a recipient does not have to always leave the email
- *Photos:*
  - Provide pictures of people, as those are always more compelling than logos
    - Avoid using too many logos or attachments
    - When possible: Attachments should be recreated in HTML within the email
  - While this should be avoided at all costs -when a flyer must be included due to an approval process with sponsors and the text is too small to read, most


important information should be extracted and placed above the flyer/"click to enlarge"

Examples [Mock Ups, all photos have been borrowed]

Good:

### Chapter News

|                                     |   |
|-------------------------------------|---|
| <b>Event:</b><br>Monthly Happy Hour | <b>Date:</b><br>Thursday, June 17th<br>6 - 9 PM |
|-------------------------------------|---|



*sports.pizza.beer.spirits*


**Location:**  
Best Bar Ever  
123 Hook Em Avenue

Join us for drink specials and socializing!  
Email [Sally](#) with any questions.

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### Volunteers Needed

Volunteer to the upcoming fundraising ball by clicking [here](#). This ball will benefit the Awesome Chapter's scholarships for incoming freshmen.



Opportunities to sell food/drink, set-up, and clean-up are available.

- Small amount of text, important information about the event in the right column.
- Photos cut the text, more appealing to the eye

**Bad:**

## Chapter News

|  |   |
|--|---|
| <b>Event:</b><br><b>Monthly Happy Hour</b> | <b>Date:</b><br><b>Thursday, June 17th</b><br><b>6 - 9 PM</b> |
|--|---|

Come on, come all to the best happy hour in town! We'll be watching sports and chatting about our weeks while sipping champagne. We will be meeting at 6:30 pm at the Thirsty Bear on 661 Howard Street. We will be there until 8 pm.

**Location:**  
Best Bar Ever  
123 Hook Em Avenue

The Thirsty Bear has great drink specials that will please anyone's wallets and taste buds. Since there it is a bar everyone who comes must be 21 and up. There will also be a chance to pick music on the juke box so bring your dollars. If you want more information, email [Sally](#) with any questions.

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### Volunteers Needed

Our chapter is in desperate need of volunteers. Most events need at least 6-7 people and we have not had this many at any of them. If you would like to give your time you will be able to choose from a variety of positions at each event. We need people to clean up, set up, and organize shelves. You will not regret volunteering! This will be a great way to meet more members and learn about each person individually. We would also like to give some kind of incentive for people to volunteer so please let us know what would motivate you to do more with the chapter. Visit our [website](#) for more information on what you can do.

- Both have too much description – the blocks of text are likely to be skipped and important information missed
- No photos – pictures aren't always necessary but if you do need to include a lot of details then pictures help to break up the text