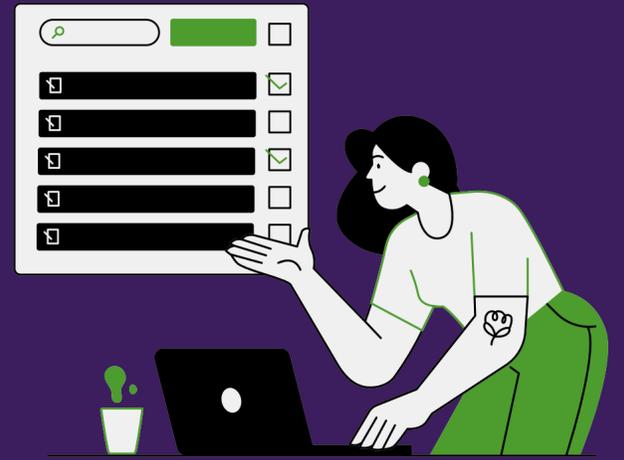# Effective Emails: A Flowchart

Organising to Win

UNISON

WHY ARE YOU SENDING THIS?

- What is the purpose of sending the email? Are you sure the recipients will find it useful or interesting?
- Only have one action for the recipient to take. Have more? Send a second email another day.

IS IT GOING TO THE RIGHT PEOPLE?

- Is the email interesting to everyone who'll receive it, or just to a small portion of them?
- Could it be sent to a smaller, more targeted audience?

INTRODUCTION

- Do you address the issue in the subject line?
- Do you immediately provoke emotion? (Remember: Anger- Hope- Action)

WHY WOULD YOU OPEN THIS EMAIL?

- Does your subject line intrigue recipients?
- Is it as relevant as possible to the audience?

CONTENT

- Is it structured for easy reading using short paragraphs?
- Is the language clear, concise and free of jargon?

CALL-TO-ACTION

- Is there a compelling reason to take the action?
- Is the action clearly sign-posted and easy to perform?

PROOF READING

- Have you proofread the email? Check for grammar, punctuation and third-partying.
- Are all links and resources correctly included?

SIGNATURE

- Is the e-mail personable and relatable - from one member to another?
- Is it clear how to reply or get in touch?

ANALYSIS

Track the open-rates and conversions:
- What style of subject lines work?
- What times of day are best?
- Is there a group of workers that are more or less engaged than others? Why is this the case?

IMPLEMENT BEST-PRACTICE

- Use your analysis to find out what works best for each group of workers.
- Use this to form a bespoke email strategy to best engage members across your branch.