# Email Tips, Tricks, and To-Dos

## Our Goal

<table>
<thead>
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<th>Idea Zone (to think about later)</th>
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## 3 Things We Can Do This Year

1. 

2. 

3. 

Notes:

<table>
<thead>
<tr>
<th>3 Things We Can Do Before Next Summer</th>
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## 3 Things We Can Do Before Next Summer

1. 

2. 

3. 

Notes:
Checklist

☐ Using a current member list
☐ Subject line relevant and engaging
☐ Personalized (when appropriate)
☐ For email: Clear Call to Action (no more than 2)
☐ For newsletter: Focused on goals
☐ On brand
☐ Pre-header - entice in the inbox
☐ Images reflect your communities - diversity, inclusion, equity
☐ Use of alt text on all images and banners
☐ Review and Edit

*Bonus: send a test to different email addresses, make changes if needed*

Content source ideas

- Newsletter content from each other
- Blog posts/web items from CEC HQ, Divisions, Units, and Chapters
- Any content from public side of CEC sites (or a teaser to a member only access piece)
- Repost Policy Insider or SET articles
- Reach out to me or Hannah (incoming marketing/comms manager)
- Templates for social and communications related to renewals and welcoming new members
  - Units: exceptionalchildren.org/engage/resources/units
  - Divisions: exceptionalchildren.org/engage/resources/divisions
  - Chapters: Coming Soon

References

**Steps 3 through 8 of Eight things you need to know before getting started with email:**
https://www.constantcontact.com/blog/what-is-email-marketing-2/

**More Than Clicks: Rethink Your Newsletter to Boost Engagement**
https://associationsnow.com/2023/02/more-than-clicks-rethink-your-newsletter-to-boost-engagement/

**Checklist for Creating Diverse and Inclusive Content:**
https://www.oho.com/blog/checklist-creating-diverse-and-inclusive-content