EMAIL COMMUNICATIONS
Tips, Tools and To-Dos
Essentials

- Reach Your Audiences
  - Target the “need to know”
  - Manage Your Lists
- Communicate with Purpose
  - Personalize
  - Good Subject line
  - 1 or 2 Call to Actions
- Use Your Brand
- Work Smarter, not Harder
1. Manage Your Lists
2. Target the “need to know”
3. Minimize to maximize
Audience Messaging Funnel

- Target group or groups
  - Opened Email / Clicked on Email
    - 2nd email
    - Clicked email
    - 3rd email

Opt-Outs & Unsubscribes

Signed up or registered
Communicate with Purpose

**Emails**

- What is Your Goal?
  - Focus your message
    - Personalize
    - Good Subject line
    - 1 or 2 Call to Actions

**Newsletters**

- What is Your Goal?
  - Focus your message
    - Your “Front Door”
    - Good Subject Line
Clear Call to Action

- Need to embed image and link to this Virginia CEC Newsletter | Smore Newsletters for Non-profit

INCLUSION = EQUITY
Virtual Summer Institute
Monday, June 12th - Friday, June 16th

Access 20 hours of professional development from experts in inclusion, early intervention, and early childhood special education!

Register for 1 Day or 1 Week!
Sessions will be recorded and available for 30 days following the event.

#DEClncusionEquity2023
#Inclusion #Equity #EarlyChildhood #EarlyIntervention #BePartOfIt
#EarlyChildhoodSpecialEducation #BecauseItMatters
Using Your Brand

All educators. Every child. No limits.
The Council for Exceptional Children

...Because it matters.
Working Smarter, not Harder

Content from you
Content from each other
Content from CEC
Content Sources

- Newsletter content from each other
- Blog posts from Units & Divisions
- Web Content CEC HQ/U/D sites
- Repost Policy Insider or SET articles
- Templates for social, and communications related to renewals and welcoming new members
Email Design Best Practices

1. Sender Name
2. Subject Line
3. Header
4. Pre-Header
5. Copy
6. Images
7. Colors
8. Call-to-action
9. Footer
10. Personalize
11. Layout
12. Responsive
13. A/B Testing
Reminders Part 1

- Footers: Address and “unsubscribe” or “updates” options language and links in footer
- Don’t buy lists; build your lists and ask others to share your messages
- Editing:
  - spell check
  - verify links
  - confirm dates
  - avoid using underlined font (should only use for linked items)
Email Design Dos:

- All emails feature 60% text and 40% visual content
- A maximum of two CTAs are used per email and are kept short and relevant
- All email design elements are mobile responsive
- Easy-to-read fonts are used in all emails designed
- Use alt text for images

Email Design Don'ts:

- Emails are either text-heavy or filled with too many images
- Multiple CTAs are used within an email
- All email elements are kept the same when designing emails
- Too many fonts are used within an email
Questions and Discussion

- What templates or other materials do you need/want from CEC HQ?
- What’s the best way to communicate and collaborate with each other?
- Other questions and feedback