

# Email Tips, Tricks, and To-Dos

**Our Goal**

**Idea Zone**  
(to think about later)

**3 Things We Can Do  
This Year**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**Notes:**

**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](https://exceptionalchildren.org/engage/resources/units)
  - Divisions: [exceptionalchildren.org/engage/resources/divisions](https://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>