

# 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

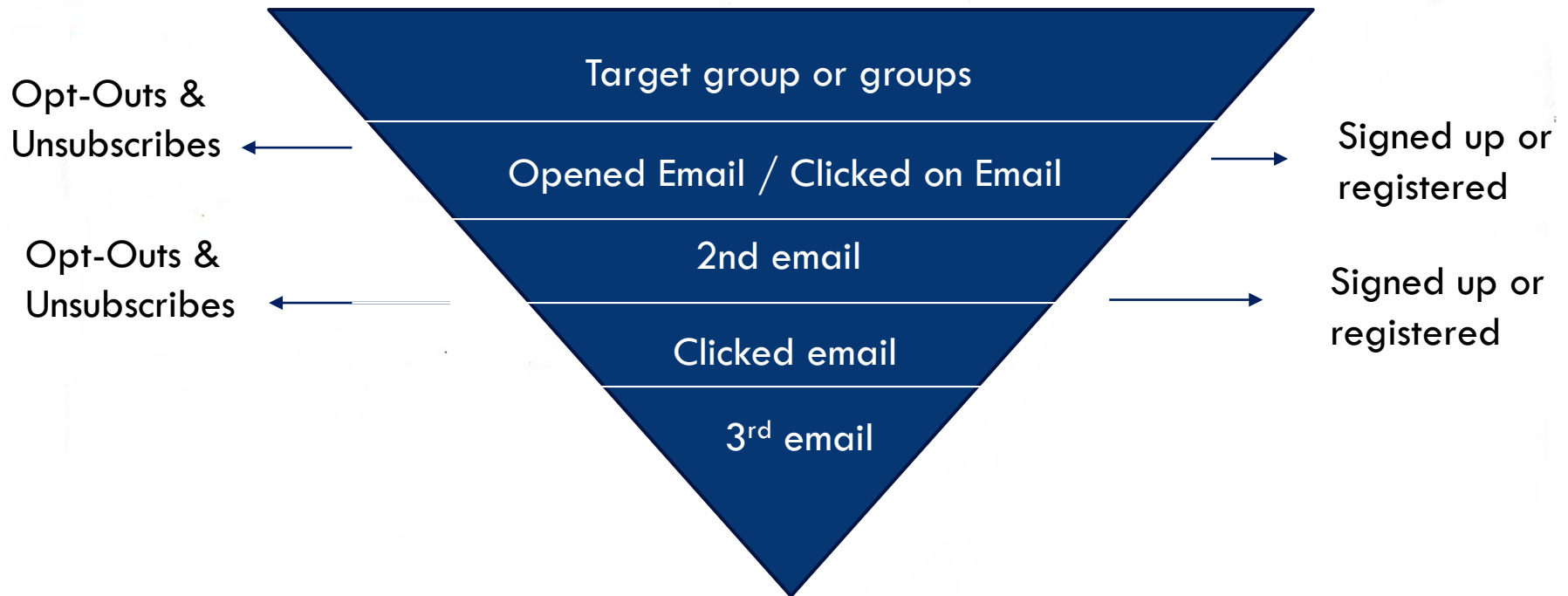
## 3

# Reaching Your Audience

1. Manage Your Lists
2. Target the “need to know”
3. Minimize to maximize

# Audience Messaging Funnel

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# Communicate with Purpose

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## 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

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- Need to embed image and link to this [Virginia CEC Newsletter | Smore Newsletters for Non-profit](#)



Division for  
Early  
Childhood  
of the Council for Exceptional Children

## 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.



#DECInclusionEquity2023  
#Inclusion #Equity #EarlyChildhood  
#EarlyIntervention #BePartOfIt  
#EarlyChildhoodSpecialEducation  
#BecauseItMatters

# Using Your Brand

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Council for  
Exceptional  
Children

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



**...Because it matters.**



Council for  
Exceptional  
Children

All Educators. Every Child. No Limits.  
[exceptionalchildren.org](http://exceptionalchildren.org)

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# Working Smarter, not Harder

Content from you

Content from each other

Content from CEC



# Content Sources

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- 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



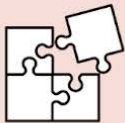
8. Call-to-action



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)

# Reminders Part 2

## 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

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- 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