

# Emails

## How to write impactful emails

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Using email in your campaigns is a valuable, but often overlooked, tool. It lets you contact all your supporters at once, and invite them to take further actions to support your campaign.

For example, you might email supporters asking them to sign petitions, donate to a fundraiser, volunteer their time, attend an event, lobby their MP, or share your latest social media content...

So it's important we get them right!

## When trying to engage supporters by email think of the structure, style, and setup:

### 1. Structure

When you start writing it's a great idea to draft out these four parts of an email:

- [Describe the problem](#): Supporters are more likely to take action when they understand who is affected, so talk about the people who are affected.
- [Explain why it matters to you](#): Supporters are more likely to sign and support your petition if it's clear why you personally care.
- [Describe your plan to fix the problem, if you've got one](#): Explain what needs to happen and who can make the change. Make it clear what happens if you win or lose.
- [Ask supporters to help solve the problem by doing one concrete thing!](#) Decide whether donating, signing a petition, or contacting a politician is the most helpful thing supporters can do. Describe why you chose that specific thing.

### 2. Style

Now it's time to edit your email to make it as powerful as possible:

- [Make it short](#): Supporters often spend less than ten seconds reading emails, and long text-heavy paragraphs can scare people from even starting to read!
- [Make it specific](#): Vague descriptions of problems — e.g. 'my local council is bad' — are harder for supporters to relate to. Specific descriptions make it clear — e.g. 'my local council is bad because it's cutting the childcare services that I use regularly'.
- [Make it emotional](#): Supporters decide to help as much with their heart as they do with their head, so write how the situation makes you feel, not just the facts of what is happening.

### 2. Setup

Finally, there's a couple of quick tips that can make it really easy for your supporters to help you:

- [Add a clear link](#) to where they can immediately support you (e.g. a crowdfunder, event page, or petition). The best place for this is where you ask supporters to do one concrete thing.
- [Use bold font to highlight a few key lines](#) in your email to make it faster for supporters to read your email. Most people just skim emails, so this really important
- [Find an image](#) to include in the email. Good ideas include an image of the problem, of your supporters from an event, or of the person who you're asking to fix the problem.

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# Writing Petitions

## Top Tips for writing effective petitions

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Petitions are a really popular campaign tactic, and a tried-and-tested way to make change. However, petitions often fail because they aren't specific enough or because people haven't got a strategy to go with it. Before writing your petition, ask yourself...

- [Have you written a strategy with a clear goal, objectives and tactics?](#) A petition is a tactic- an action you use to influence people. It is important to be strategic (doing actions because they will help your goal) rather than tactical (doing actions because they are easy, popular, or common)
- [What are you trying to achieve?](#) Does your goal make sense, and is it specific and achievable?
- [Who are you petitioning against?](#) Petitions need targets! Are you targeting the government, local council, a business, or a specific person?

### Here are some tips for writing a petition:

#### 1. Name the Campaign Target

Clearly naming the campaign target — the person who has the power to make change happen — helps focus supporters' attention and puts them on notice that your campaign is active! It's also normally a requirement of the online petition tools for these reasons.

#### 2. Write a good title

Your petition title is your first chance to engage supporters & make it clear what change you want.

- [Keep it short:](#) The petition title is often used on social media, so long titles will get cut off!
- [Highlight the solution or the problem:](#) People will decide quickly whether to read your petition based on the title, so focus on what you want to change.
- [Make your headline emotional and urgent:](#) We live in a busy world, and a great way to catch people's attention is to put your heart out there.

#### 3. Use stories and explain why they matter to you

- [Tell your story or the story of the people impacted by the campaign.](#) People empathise with other people more than issues, and telling your story or the story of the people impacted can form an invisible bond of support.
- [Explain why it matters to you personally and/or to the world.](#) Describe your hopes and fears for this campaign to raise the stakes, which can make a more powerful story.
- [Spell out your goal.](#) Make it clear what you and the people impacted by the campaign want for the future and the obstacles that stand in their way.

#### 4. Add an image

An image is worth a thousand words, and is one of the first things people will see. Images that show emotion can be really powerful- look for images that show the problem, the people impacted by the problem, or the people fighting to fix it (that's you!).

#### 5. Get sharing!

Sharing your petition is the best way to get support for it. Use your social media, ask allies / friends / like-minded organisations to share it, or email it to your supporters email list if you have one,

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# Crowdfunders

## Setting up campaign crowdfunders

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The two main ways to secure money for a campaign is through grants from foundations or by using online crowdfunders to gather donations from supporters.

### Where to start

To raise money online you need to sign up with an online fundraising platform like GoFundMe. They'll securely collect the donations from people — dealing with all the complicated elements like credit cards and bank transfers — and then send the funds to your bank account. That makes it easy for anyone to donate to your campaign, and it makes it easy for you to receive the money too.

### What do you need money for?

Fundraising is important because it can pay for the stuff that can help you win – and those details are what supporters want to hear about. Start by thinking what you could do if you had money.

- [What do you wish you could do?](#) Free your imagination and go back to your campaign plan to see if there are any tactics or ideas you haven't used because they were too expensive.
- [What are you already doing?](#) If you're already spending money as part of your campaign, supporters might be happy to donate to those activities.
- [What have you got planned?](#) If you've got an event or meeting coming up, you could ask supporters to donate to help make it amazing.

### Tips for setting up a Crowdfunding page

#### Writing your crowdfunder

Writing a great fundraiser is similar to writing a good email, so be sure to read that handout too! There are some things that are specific to making an impactful fundraiser however:

- [Talk about the money:](#) Supporters are more likely to donate if you explain what the money will allow you to do, and what specifically you'll spend it on.
- [Explain the financial situation:](#) If your campaign doesn't have any money and the fundraising will help you win, that can be important information to inspire supporters to donate.
- [What makes you special?](#) Is anyone else doing something similar? If not – say that! Explaining why your campaign is uniquely placed to achieve its goal can make a big difference

#### Maximising donations

There are a couple of things that can more than double the amount you can raise online – whether it's through an email, Facebook post or just on the online fundraising page.

- [Ask for specific amounts.](#) Asking for a specific amount can really improve your fundraising. You can raise even more if you explain what that £5 will go towards – e.g. £5 will fund 100 posters!
- [Ask for more than one specific amount.](#) Supporters will normally give exactly what you ask for, but some of your supporters may only be able to afford a fiver, while others will be happy to chip in £50. So ask for multiple amounts.
- [After people donate \(or if they can't afford to\) ask them to share!](#) Sharing your fundraiser on Facebook can increase donations by 350% – and every time one of your supporters shares why they've donated it can increase that even further by reaching new networks.

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