



Email: An Invitation Strategy

Email is the quickest, easiest and least expensive way to communicate your message. If email is used effectively, people will be informed about upcoming events and might even forward the information to friends.

People receive many emails each day. So how will your email be noticed and considered?

- When constructing emails, keep in mind the following suggestions.
 - Keep emails short and to the point. The most important part of the message should come first.
 - Include a subject heading that answers a need.
 - Write as though you are having a friendly conversation with the recipient.
 - Focus on the use of “you” instead of “we.”
For example:
You are invited to this once in a lifetime opportunity ...
rather than
We at St. Mary’s invite all parishioners ...
- Highlight the benefits of the **ARISE** process and what each person can gain from being a part of it.
- Include a clear and compelling “call to action” so that the recipient knows how to respond to the email.
- From what you say about **ARISE** the recipient should know quickly and clearly:
 - what you are offering
 - where and how people sign up or join
 - what the deadline is for signing-up or joining
- Send emails regularly to keep your audience informed, but maintain the balance between informing and inundating. Too many emails can be considered an infringement on personal space.
- Protect your list. Do not share it or pass it on to anyone. Use the blind copy (BCC) feature to protect your email list from being copied and reused by others. Respect users who “opt in” or “opt out” of receiving emails. If people ask to be removed from the list, remove them promptly.