

DIA- QuickTips Email Alerts

DIA- QuickTips provide easy and effective strategies and tactics to maximize DIA's online organizing tools to help you build awareness, mobilize your supporters and keep them engaged.

Email Alert: An email with one clear call to action.

DemocracyInAction provides tools that enable your organization to send professional looking, targeted, personalized campaign alerts and newsletters to any subset of your list. Email remains most efficient and effective way to communicate with your supporters, bring them back to your site, and get them to do something.

To best utilize this tool, your emails should be compelling and inspire supporters to act. Here are some QuickTips to keep in mind:

Three Keys to Success:

- **Contextualize**
- **Personalize**
- **Encourage Action**

- **The sign-up - Make it obvious and easy.** Offer as many chances to sign up for your list as possible with a simple window on your homepage for users to sign up. Be clear about exactly what you're offering and how regular the contact will be.

- **Keep your content brief and timely.** The most important thing is to write for your audience and get straight to the point. Don't overload on the details of the political process -- KEEP IT BRIEF -- with several links back to the site. Make all the information relevant, and synchronize the tone with that of your website.
- **Speak in a conversational tone.** Draft the alert as if you were sending an email to a good friend -someone whom you know well, but doesn't know your issue well, if at all.
- **Ask for one clear action.** No doubt there are at least six important things that everyone should do right now to support your cause. Pick one.
- **Urgency.** Let recipients know the issue is time sensitive, and that taking the action right now will move things faster. Setting goals is a great way to create urgency.

- **Empower your supporters.** Give recipients a sense that their actions will make a difference. Follow up with real results – good or bad.
- **Keep It Real.** Have your emails authored by a person not just your organization. A photo attached to the signature is a nice touch!
- **Be a Good Guy.** Please, don't spam. Everyone hates spammers. Only send emails to members who have explicitly opted-in to your list. Suggest to supporters that they include your address in their "whitelisted" contacts to avoid being labeled as junk.
- **Test.** Send the message to your staff and set up a test email addresses to view the email through different email providers. Then, sample your list. Send your email to 10% of your group to check open and click-through rates. This way you can see if your subject line and message is effective or needs some work.

From: EARTHWORKS [system@democracyinaction.org]
To: kelly@democracyinaction.org
Cc:
Subject: Act TODAY! Don't Let EPA Allow Mining Companies to Hide their Toxic Pollution

EXAMPLE:

Organizational branding header.

EXAMPLE:

Subject line reflects call to action.



**Don't Let the EPA Restrict Your
Right to Know about Toxic Mine Pollution**
Stop the 'Don't Ask, Don't Tell' Toxic Pollution Policy

Dear [[First_Name]],

The Environmental Protection Agency (EPA) recently announced plans to severely weaken the Toxics Release Inventory (TRI), our nation's premier tool for informing the public about industrial toxic pollution in and around their communities.

[Click here](#) to tell EPA not to weaken our right to know about toxic pollution in our communities

The Toxics Release Inventory is essential:

- It annually provides communities with details about the amount of toxic chemicals released into the air, land, and water by a variety of industries, including mining.
- It enables citizens to press companies to reduce their toxic releases, resulting in safer, healthier communities.



Ore roaster at Nevada's Gold Quarry Mine.
The TRI helped reduce mercury air

For example:

- The TRI alerted the public that the mining industry is the #1 toxic polluter in the United States (#1 every year since the mining industry began reporting its releases; over 1 billion pounds of toxics released in 2003).
- Without the TRI, we never would have discovered that 25% of all mercury air pollution west of Texas comes from gold mines in Nevada, or that citizens in Nevada, Idaho and Utah are downwind from it -- forcing the state of Nevada to act.

TAKE ACTION! [Tell EPA](#) that TRI isn't broken, so don't break it. [Let EPA know](#) that weakening TRI puts corporate interests ahead of the public's right to know about toxic pollution in and around their communities. **Please act today** -- the comment period closes today, Friday the 13th.

Sincerely,
Alan Septoff
EARTHWORKS

INSTRUCTIONS:

1. [Click here](#) to go to the action alert web page
2. Please amend the letter towards the bottom of the action page -- personalized comments have greater impact with decisionmakers
3. Click "send my message" at the bottom of the page to send your letter to:
 - EPA Administrator Stephen Johnson,
 - EPA Ass't Admin. for Ofc of Environ. Information Kim Nelson, and
 - the official TRI docket.

EXAMPLE:

Clear call-to-action. Supporters instantly understands what is asked of them, the target, and the issue.

EXAMPLE:

Graphics reinforce problem making a strong emotional appeal of problem.

EXAMPLE:

Bulleted easy-to-read explanation.
Repeated a strong call to action.