

Supporter Email Checklist

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Does your email address the following?

- Why is the issue urgent?
- How does this subject connect to your reader's life?
- What's the problem?
- What's the solution?
- What simple action can help solve the problem?

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Does your email address the following?

- Compelling subject line
- Link to more information
- Request to share with links/buttons
- Short, well-formatted paragraphs

Does your email do the following?

- Know your audience
- Connect with your reader
- Make it urgent
- Have one clear ask
- Get to the point
- Use everyday language