

READ THIS FIRST: make a copy of this Google Doc (File > Make a Copy), Rename it and Move it to a relevant Google Folder. Do NOT over-write this template doc.

PLEASE FILL OUT ALL INFORMATION HIGHLIGHTED IN YELLOW

EMAIL TO THIRD ACT SUPPORTERS

Email Subject Line: Keep subject lines to fewer than 50 characters—20 is even better so at least front load the information there.

Think in terms of specific, concrete, emotional words.

Try to brainstorm multiple possibilities. It helps tap into your creativity. The subject line is your foot in the door. If the supporter never opens the email, all your work is for naught.

WHO IS THIS EMAIL GOING TO: everyone in your state? people a certain radius around a city?

SUBJECT LINE:

WHO IS THIS EMAIL FROM: a person's name? name of your Working Group?

Reply-To EMAIL ADDRESS: likely your Working Group's general email address

BODY OF EMAIL

PROMPTS - please erase this:

What is this email about?

What are you asking people to do?

What makes this timely/urgent?

If this email includes a digital action (a petition, send email to a legislator, etc) then please also include a link to the action that you created in Action Network, or a link/URL for an action that your Working Group is co-sponsoring (i.e. an action from a partner where you've gotten a Third Act specific "source code" or "referrer code").

Dear {Name/Friend} -

your content here.....

Related Links for “Learn More” Resources:	
Add hyperlinks to Third Act blogs, Bill McKibben blogs, other resources/information	