**Email best practices**

**Subject line – Short and action oriented.**

* Use strong verbs that convey emotion. Good: “Set Lobos Free to Roam”, “Victory for Greater Chaco!”
  + Bonus: The shorter your subject line, the more of it people will be able to see when they scroll through their emails on mobile.
  + We can use emojis now…we ❤that because they generate higher open rates when used appropriately.

**Body of email – 200 words max with one clear call to action.**

* Structure with three paragraphs. The first paragraph introduces your topic—why you’re writing the email in the first place. The second paragraph is the substance of the email; it explains the problem at-hand. The third email sums it up, telling your readers what action they should take and how that action will help solve the problem.
* Brevity, please. Email word count should be 200 words or fewer.
* One clear call to action (CTA). That CTA will appear in the buttons at the top and bottom of the email, and can also be linked in the email text.
  + If you want to give the audience background information (PRs, links to documents, etc.), this can now be included in the sidebar of an action alert. Look at the gray sidebar to the left of actions on guardiansinaction.org for examples.
* Try to keep language as public-facing as possible.

**Images**

* As high-resolution as possible
* Include photo credits
* Want to create a better emotional connection? Try a close-up of your subject, but try to stay true to the emotion of the email (if it’s a victory email about wolves, a close-up of a sad-looking wolf isn’t the emotion you’re going for).