

# Tips for Effective Email Announcements

---

Email can be a very effective and FREE tool for promoting upcoming workshops or events to targeted communities or groups. Most recipients who are intrigued by your announcement (or who have heard of NVC before) will forward your message onto others. The potential number of recipients in this free promotion method can be very high. This sheet contains tips for making your email promotion as effective as possible. For ideas on creating effective promotional emails, see the "Sample Email Announcements," or the "Sample Personalized Email Announcements," documents included in your NVC Promotion Toolkit.

## **TIP #1: CREATE TARGETED EMAIL GROUP LISTS FOR DISTRIBUTION.**

- Create a "targeted organization database," that includes email address contacts for constituent and/or likeminded organizations in your community. Examples of organizations you may wish to put into your database include: community mediation centers, counselors, professional organizations (for communication trainers, counselors, peace groups, human resource managers, psychologists, mental health), faith-based organizations, activist groups, educators, violence prevention groups, etc.
- Using your targeted organization database as a starting point, develop email distribution group listings by audience (such as 1- mediation and counseling professionals, 2- professionals and organizations serving at-risk youth, 3- peace groups, 4- educators, etc.).
- Develop your group lists according to the workshop topics you will be presenting. Continue to add to your targeted organization database with other individuals and organization contacts that may be interested in your workshop topic.

## **TIP #2: HIGHLIGHT SOMETHING AT THE TOP OF THE EMAIL.**

- If you're promoting several workshops in the same email (i.e., if your trainer is offering several different workshops within a few days time), highlight one that you think is especially of interest to this audience at the top of your email.

## **TIP #3: REQUEST THE RECIPIENT TO FORWARD THE EMAIL TO OTHERS.**

- Request that the recipient help your promotion efforts by asking them to send the message to others. Make this request at the very top of the email – use bold or color to highlight.

## **TIP #4: USE A QUOTATION TO DRAW THE RECIPIENT INTO THE MESSAGE.**

- Consider using an NVC quote (from Marshall Rosenberg or others) included in your NVC Promotion Toolkit at the top of your email. Make the quote stand out by putting it a bit larger than the rest of the email text, using italics or bold, etc.

## **TIP #5: INTEGRATE WEB SITE AND EMAIL LINKS INTO THE BODY OF YOUR MESSAGE.**

- Make it easy for the recipient to act on the information you send. Include appropriate links in your email to relevant pages on your organization's web site (for more information or to register), or to the trainer's web site (for a trainer bio or other offerings).