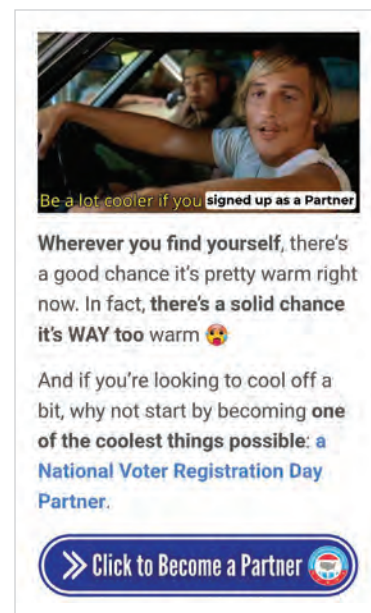# EMAIL OUTREACH

Email campaigns can live and die by the subject line. This is your one shot to grab someone's attention or pique their interest long enough to get them to take that gigantic step of actually opening the email. In general, the more concise the subject line, the more likely it is to get opened. Hard numbers, declarative statements, or short, quirky questions do well— anything to make the reader do a double take.

The times you send can be just as important as the subject line itself. In general there are three sweet spots around 10:00 a.m., 1:00 p.m., and 6:00 p.m. Think of these as after breakfast, after lunch, and just before dinner is ready, when a person is more likely to be free and using their phone/other mobile devices.

Strive to sound human to stand out from the over-polished marketing noise cluttering inboxes everywhere. That being said, there is a fine line between strategy and manipulation and most folks have a built-in gut sense of that creepy uncanny valley wherein a mass email is being a bit too cute by half to feel personal.

Have a clear call to action. You've gotten your recipient to open your email, that's the hard part. Now it's your job not to mess it up. At this point, the biggest enemy of email success is mission creep and too many asks—you want one specific, actionable goal or call to action in your email, and you want it prominently placed as close to the top as possible: This might be a sign-up form or some sort of button the reader can click to take them to a specific link. The more steps you add to the process, the higher the bar you set for your reader, resulting in higher drop off before taking action.

Hyperlink and Button

Be a lot cooler if you **signed up as a Partner**

Wherever you find yourself, there's a good chance it's pretty warm right now. In fact, **there's a solid chance it's WAY too** warm 🥵

And if you're looking to cool off a bit, why not start by becoming **one of the coolest things possible: a National Voter Registration Day Partner**.

» Click to Become a Partner

Keep things as pithy and concise as possible, with the general recommendation being no more than 50 to 125 words in your email.

Other helpful tips to keep in mind:

★ **Break up big daunting blocks of text** in favor of short paragraphs composed of no more than about two to three sentences. (Keep in mind the various devices on which people read emails, resulting in scrolling even for these two to three sentences.) Bolding some of the text periodically also helps to break up the paragraphs themselves.

★ **Make the email read as conversationally as possible.** The more you can pull the reader in with humor, quirks, or just plain good writing, the better chance you have of taking them through your entire email.

★ **GIFs and Images are your friends.** Not just because of the humor and levity they inject but also because they're a chance to break up the text and entice the reader to keep scrolling. But there is such a thing as too much of a good thing: overloading on images or GIFs can be dizzying, drown out your message and, in the very worst cases, cause the email to be inadvertently chucked into the spam folder.

★ **Be mindful of the makeup and diversity of your audience** in order to make sure your content can be appreciated and understood by folks from every walk of life.

SAMPLE EMAILS FOR AFFILIATES OR SUPPORTERS

Sample Email for Supporters and Affiliates to be Sent About a Month Prior to National Voter Registration Day

Sender:

Name, Organizational Name (Should read "Samantha, Organization.com" for example) Suggested Subject lines:

★ Celebrating Democracy in America – Register to Vote!

★ [ORGANIZATION NAME] and National Voter Registration Day: Let's Get #VoteReady!

★ Mark your calendar: September 19 is National Voter Registration Day!

Suggested Body Text:

Dear [SUPPORTER'S NAME],

We're excited to be part of a national effort to strengthen our democracy by registering voters on this year's National Voter Registration Day, which will take place on September 19, 2023!

First celebrated in 2012, National Voter Registration Day is a nonpartisan holiday that's helped more than 5 million Americans register to vote! With the help of thousands of organizations and volunteers working together across the country, the holiday serves as a pre-election-season springboard that gets communities of every stripe #VoteReady to hit the polls in their next election.

No matter what party you support or what issues matter most to you, National Voter Registration Day is the perfect time to contribute to our shared American democracy.

Today, we invite you to register to vote and make use of voting resources at NationalVoterRegistrationDay. org and use #NationalVoterRegistrationDay and #VoteReady on social media to spread the word!

Once you're registered to vote, there are many other ways you can get involved:

★ Join [ORGANIZATION NAME] at one of our National Voter Registration Day events, either in-person or online [INSERT DETAILS OF EVENT]

★ Step up to host your own local in-person or online event with your family, friends and neighbors to make sure everyone you know is registered. Learn more about becoming a National Voter Registration Day partner at NationalVoterRegistrationDay.org

★ Follow us on social media to get reminders that September 19 is the big day!

★ We're really excited to be able to join thousands of groups across America for this important national holiday. Thanks so much for your support!

Sincerely,

[NAME] [ORGANIZATION]

Sender:

Name, Organization Name (Should be like "Samantha, Tumblr.com" for example):

Whatever you broke on September 19?

★ National Voter Registration Day events near you—or online!
★ [ORGANIZATION NAME] is registering voters in [YOUR TOWN]!
★ Celebrate #NationalVoterRegistrationDay on September 19!

Suggested Body Text:

Dear [SUPPORTER'S NAME],

We're committed to sustaining and strengthening our democracy by getting voters registered on National Voter Registration Day this September 19. This will be the last big opportunity to get Americans registered to vote before the 2024 primary elections!

Come join us in this vital celebration of our shared democracy! On September 19, come out to a voter registration event we're hosting near you *[INSERT EVENT DETAILS, LINK TO EVENTS MAP ON OUR WEBSITE, AND/OR SHARE ONLINE EVENT DETAILS]*.

There are state and local elections of importance all across the country this year, to say nothing of the presidential primary elections and 2024 general election coming quickly down the pike. RSVP now to an event in your area, then ask a friend to join you:

[EVENT NAME 1]
[EVENT LOCATION OR URL]

[TIME]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

[EVENT NAME 2]
[EVENT LOCATION OR URL]

[TIME]
[LINK TO NATIONAL VOTER REGISTRATION DAY EVENT RSVP PAGE]

These events will be staffed by members of [ORGANIZATION] and by committed volunteers who, like you, value civic participation and are willing to take a few hours for one day to help make the bonds of our communities stronger.

Visit NationalVoterRegistrationDay.org/events to RSVP and invite a friend! See you on September 19!

[NAME]
[ORGANIZATION]

P.S. If events aren't your thing, no big deal. Just don't miss out on the most important part of National Voter Registration Day—take 30 seconds to make sure you're registered to vote at your current address.

Sender:
[ORGANIZATION]

Subject Line:
It's National Voter Registration Day!

Suggested Body Text:
Dear *[SUPPORTER'S NAME] / Supporter*,

While this is a democracy, ensuring that our electoral outcomes reflect the will of the American people requires making sure that as many of those people as possible are able to participate at the ballot box as registered voters.

That's why *[ORGANIZATION NAME]* is a proud partner and supporter of National Voter Registration Day, the nation's largest civic holiday with more than 5 million voter registrations to its name since 2012.

Here's how YOU can celebrate democracy today:

★ **Register to vote or check your registration online** using *National Voter Registration Day's Online Voter Registration Portal*. It's simple, it's free, and it's secure. Even if online voter registration is not available in your state, you can easily start the process online no matter where you live.

★ **Attend a National Voter Registration Day event:** Find one near you using our *Event Map* or search for an online event.

★ **Spread the word:** Once you make sure you're registered to vote, forward this email, text a friend, and/or post to social, asking your network to join you in getting #VoteReady. Be sure to use and use #NationalVoterRegistrationDay and #VoteReady in all of your social media posts. Check out this library of great social media content from our friends at National Voter Registration Day.

★ **Get #VoteReady:** Already registered? Even better! If you want to learn more about elections in your community, check out our ***#VoteReady resources*** on the National Voter Registration Day website.

Thanks for taking a few moments to strengthen our community—and our country— with your voice.

Sincerely,
[ORGANIZATION NAME]