



Action Network: Sending a email

Sending emails is a 3- stage process, with options for how you design the email. If you're sending emails on behalf of your group you may also find these resources useful:

Write an effective email – a guide to crafting an impactful and engaging email
Keep your email list interested – tips to get the best from your emails

See actionnetwork.org/groups/friendsoftheearth for a video version of this guide.

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Getting started

If you want to **send an email to all your contacts** in Action Network, or a selection of them; select **Email** from the **Create a sponsored** action menu on the right-hand side of your group's main hub page.

If you want to send an **email to just those people who have done something** e.g. signed a petition; look for the **Create email** button on the relevant Manage page.

The process is the same, whether it's a petition, event, letter campaign or form.

On the next screen you can compose your email.



Stage 1: Creating your email

There are two ways to design your email in Action Network, we'll cover both here.

- The **Drag and Drop** design tool – allows you to create different layouts and templates. Easier to include images and buttons.
- The **Visual/HTML** design tool – limited design functionality and harder to incorporate images etc

Please spend some time looking at how the Drag and Drop design tool works, it will help you create much more engaging and attractive looking emails.

You need to complete a few fields before designing your email. Try to decide on your design tool before you start putting your email together. You can switch between design styles but any content you've added to your email won't be saved.

Administrative title

This is optional and only visible within Action Network. It can be useful to help you see your emails easily e.g. Update on plastics petition #1, or June Bulletin

A screenshot of the 'Create An Email' form in Action Network. The form has several fields: 'Administrative Title (Optional)', 'Subject' (with the text 'Are you free on Sunday?'), 'Alternate Subject', 'From' (with the text 'Tom, Brighton and Hove Friends of the Earth'), 'Alternate From', 'Reply To' (with the text 'tom.wright@foe.co.uk'), and 'Preview Text' (with the text 'Can you join us to hand in our recycling petition?'). There are also small icons for help and add options.

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Choose a subject line

Subject This is the subject line of your email. Usually you'll want to keep this short and to the point.

Alternate subject – this field is optional and in most cases we'd recommend not using it. You can use it to test a different subject line. It's unlikely the results of any test will be statistically significant, you'll need to send each subject line to at least 5000 people for that, but it's there if you want to play around with it.

Choosing a sender name

From – this is who you want your email to come from e.g. Tom, Brighton and Hove Friends of the Earth

Alternate from – again this field is optional and in most cases we'd recommend not using it.

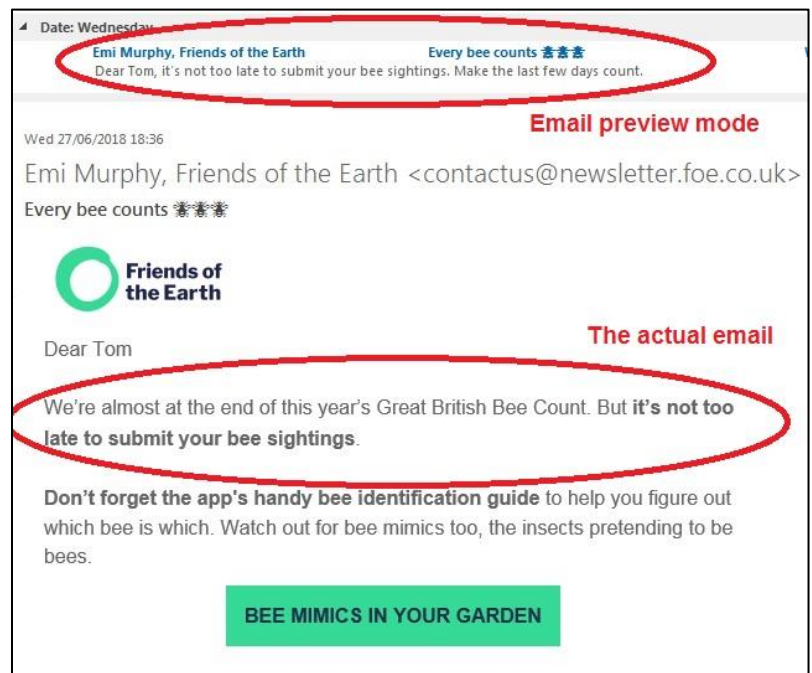
Choosing a reply to address

Reply to – the email address you want replies to come to e.g. your group's main email address. Make sure it's an account you have access to.

Choosing your preview text

Preview text – use this to dictate what recipients see in their email browser before they open your email. Try using the first line of your email or a short summary of the main ask in your email.

See the example over there →



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Writing your email

You now need to write the body of your email.

Watch the short tutorial on how to use the Drag and Drop design tool youtu.be/QYEyUHrgV9k

Watch the short tutorial on how to use the Visual/HTML design tool youtu.be/X66Qcd7YWrg

Highlight links with a button

Buttons are a great way to **increase the number of people who click on links** in your email. Learn how to add buttons to your email youtu.be/od_TfVBI05I

Include the recipient's name

Help people engage with your email and greet the recipient personally. See how to use clips to include the reader's name at the start youtu.be/gtFamP55UxM

Add links to your email

You'll probably want to include a link in your email e.g. to a webpage, Zoom meeting or petition page. Here's how to add a link youtu.be/Vv0hq7z759A

Add an image

Need to add an image to your email? Here's how to do it youtu.be/7YD7zOn9Yxs

Add social media sharing links

If you're asking your readers to share something on social media then it's best to include social media sharing link. Watch the tutorial at youtu.be/c3Nys2ldqUO or read the [written guide](#).

Creating templates using Layouts

The Drag and Drop design tool allows you to create reusable email templates. Find out how to create your own youtu.be/M_cZPrv0iA4

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Check your work

You can use the **Save and send test** option at the bottom to send yourself (or someone else) a copy of the email, to see what it looks like. We really recommend doing this. It means you can spot the typos before it ends up in people's inbox.

When your email is ready, click on **Save and target your email**. This will take you to a page where you can pick who from your lists you wish to target.

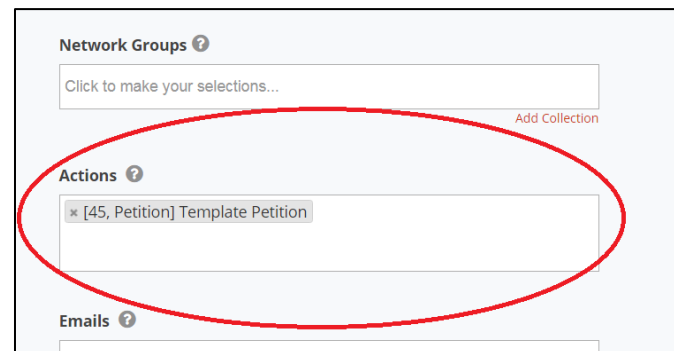
Stage 2: Targeting your email

This page may look complicated, but the good news is you usually won't need to do anything.

Here's a short video showing how the targeting stage works

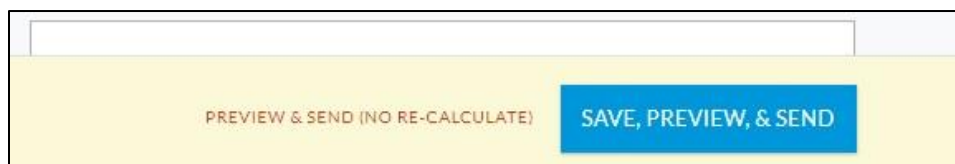
<https://youtu.be/qRXGW-HJ0JY>

- If you're sending your email to everyone on your email list, you can ignore this page and move on to the next stage.
- If you've set your email to go to people who've done something e.g. a petition, scroll down to the **Actions** field. On the left-hand (Include) side you should see the name of the relevant action already included.



- If you want to email a *selection* of people on your list e.g. People who signed a specific petition but did not attend a certain event, you'll need to tell Action Network who to include and exclude. The video above covers this but if you need any help please get in touch on actionnetwork@foe.co.uk

When you're ready, scroll to the bottom and then click on **Save, Preview and Send**.



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Stage 3: Sending your email

On the final page you'll have a chance to confirm everything's right and see how many people your email is being sent to. You can then schedule it to go at a time of your choosing, or send it immediately.

One note of caution on using the scheduling function. It's based on Eastern Pacific time in the US, which is usually 5-6 hours behind the UK. Use www.thetimezoneconverter.com and 'Washington' as a city reference, to help.