



DAVID SUZUKI
FOUNDATION

FUTURE
GROUND
NETWORK

How to...

Use email templates

PROCESS FOR WRITING, EDITING AND SENDING AN EMAIL

- 1) Draft your content [using a Google doc];
- 2) Include any necessary links in your document (Zoom RSVP, CRM action link, etc.);
- 3) Share with [specific person, Slack channel, etc.] for initial review;
- 4) Upload to [MailChimp, CRM, etc.]. Send a test email to yourself and one other person in the group. Ask them to review content and check links.
- 5) Once review has been done, hit send.

NEWSLETTERS

FROM: First Name, Group

TO: ?

SUBJECT:

BODY:

NAME,

Write a punchy first line or two about the latest news of your campaign.

Share a specific way people can take action right now, like signing a petition, RSVPing to an upcoming event, or sharing a post on social media.

CAMPAIGN(S) UPDATE

Give a more in-depth campaign or team update – what’s new since the last time you reached out? How did your past organizing work lead to this moment?

UPCOMING EVENTS AND ACTIONS

Describe what’s coming up in your campaign. Example: “In the months to come, we are going to build as much public awareness about X issues as we can.” Share a list of upcoming events and ways people can take action.

- Join us for a campaign rally at DATE, TIME, LOCATION. RSVP here.
- Tune in to X city council meeting on DATE, TIME, LOCATION. Link to the YouTube Channel here.

As always, thank you for supporting us and this issue.

NAME

Organization contact info

Social media account information

TAKE ACTION

FROM: First Name, Group

TO: our entire audience

SUBJECT: Example: Rally for Old Growth next Friday

BODY:

NAME,

Next Friday, join hundreds of people in our community at LOCATION to show POLITICAL TARGET that we're not backing down in our defense of old growth forests.

RSVP now for the Rally for Old Growth at LOCATION and TIME. (Include link)

Your support matters so much at this moment. If we show up in the hundreds, we can ensure that this issue is one that can't be ignored by POLITICAL TARGET and we'll send an important message to our community that when communities stand together, we can protect the places we love.

Don't miss out. RSVP for the Rally for Old Growth now.

Can't make it in person? Take a moment now to share this event on your social media and encourage others to join.

This rally is an important part of building momentum to protect old growth in our province. As PERSON said "QUOTE".

See you all next week,

NAME

Organization contact info

Social media account information