# Email drafting worksheet

## Getting ready to write

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| **Moment** Why are you writing this email? |  |
| **Audience**Who are you sending it to? What do they care about? |  |
| **Challenge**What is the problem or issue? |  |
| **Hopeful outcome**What’s our dream or ultimate goal? |  |
| **Connection/hook**Given what you know about the audience, why do you think the reader will care? |  |
| **Ask**What specific thing are you asking the reader to do? |  |
| **Theory of change**How will the reader doing what you ask help change something the reader cares about? |  |
| **Tone**Thinking about the moment and your audience, how should this email make the reader feel? |  |

## Drafting the copy

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| **Sender**E.g. Jane Smith, ACF Community Bondi |  |
| **Subject line**Try to come up with more than one! |  |
| **Hook\***One sentence which will grab attention |  |
| **Why you’re receiving this email\***Is this an urgent moment in our campaign to change the world? A story about something moving? A critical issue that really matters? |  |
| **Theory of change\***This paragraph explains how together we can make a difference. What’s our opportunity? The choice we need to make? |  |
| **Ask**Ask the reader to do the specific thing you’ve chosen as the most impactful |  |
| **Details** | **Where:****When:****What:** |
| **Provide any additional info or inspiration**Here you can explain why the ask will make such a difference, or provide examples or further information |  |
| **Ask again** |  |
| **Sign off** |  |

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