# 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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