



Email Best Practices Guide

How to send email at Traders Point

Sender Information

Who is the email from?

To show unity and consistency, bulk emails should always come from a ministry, campus or department, never an individual.

For example: "Traders Point Kids" or "Traders Point Students" or "Traders Point Groups," etc.

Subject Lines

How long should a subject line be?

Keep subject lines short (5-6 words, maximum) and to the point.

For example: "Kids Promotion Happens Sunday!"

Headers

What should the heading say?

When someone opens your email, help them understand right away what the email is about. Keep headers to 50 characters, maximum.

For example: "Midtown Campus Launch Team"

Body Copy

How can you make it easy for people to read your email?

People will only skim your email, so make it easy for them.

For example:

- Don't give giant blocks of text.
- Break up copy after 3 sentences.
- Break text into bullet point lists.
- Keep your emails to 200 words, maximum.

Style

How should the reader feel?

At Traders Point, we write in a way that's accessible to anyone reading it, no matter their background or education level.

Our style is informal.

Calls to Action

What do you want the reader to do?

People tend to skim emails and pick out the essential things they need to know.

- Make calls to action front and center—don't make people search for them.
- Always put a call to action at the bottom, using a button (not hyperlinked text).
- Keep text within buttons to 2 words.

For example: Sign Up! or Learn More

Visuals

What images should I include?

Images can serve an email well by engaging the reader more. If you use images, please review them first with the visual manager.

Sending Email

What is the process?

It's important that we give people a great experience with our communications. And, we want to enable you with great tools and best practices so that people will engage more with your communications.

Because of this, the communications department will continue to review, edit and equip email sends that are sent via the Rock.*

Please note:

- Follow these best practices.
- We suggest: creating a calendar of when you'll need to email (or communicate with) people.**
- Send your emails through at least 24 hours in advance of when they need to be distributed.
- After noon on Thursday, your email will be sent Monday morning by 9 a.m. if there are no significant changes***
- You can review any significant changes made by comms prior to email send.
- Know that comms may edit your email for consistency in language and to follow these best practices.

* Comms is happy to help you with emails outside the Rock as well.

** Comms can help create a plan with a calendar of when and what you'll email, post on social, etc.

*** If it's an emergency situation, contact comms over the weekend so we can support!