EMAIL BEST PRACTICES //

HOW TO SEND EMAILS AT TRADERS POINT
PRESENTED BY: MARCOMM

SENDER INFORMATION

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

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

This should be reflected in the From Name and the From Address. To receive email replies to a specific individual, click show additional fields and enter the individual's email.

SUBJECT LINES & ATTACHMENTS

Keep subject lines short (5-6 words, maximum) and to the point. For example: "Kids Promotion Happens Sunday!" Make sure to provide enough information on the reason of the email, however. Notice the difference between the two email subjects below:

- Kids Ministry Update

- New Check-In Option Starting this Sunday!

Because Traders Point Kids is the "From Name" it is not needed in the Subject.

Any PDFs should be uploaded through the attachment file, not necessarily linked in the body of the email.

LETTER STYLE vs HEADER STYLE

You will most likely be structuring two types of communication: letter or header (newsletter/content blocks) style.

When structuring a letter type, make sure to highlight the auto-populated headings and format them to "p". This will allow the font to be all one size and for you to easily format your content.
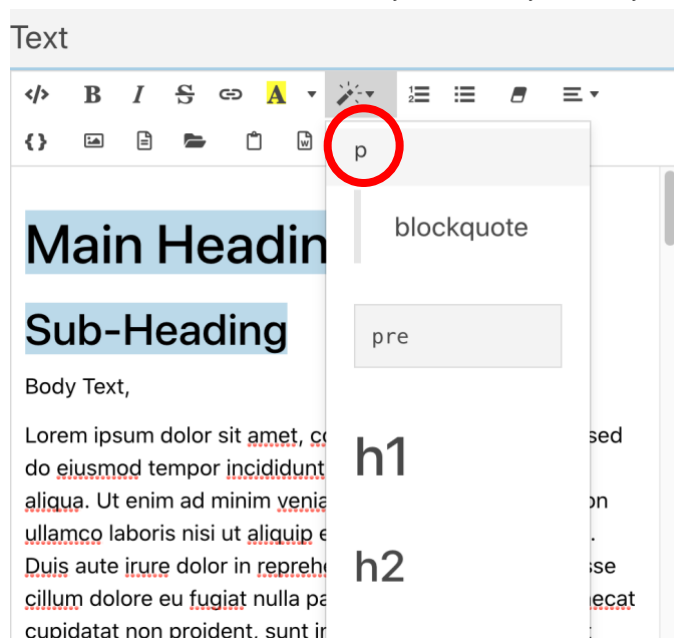
LETTER STYLE vs HEADER STYLE

When utilizing headers, make them scannable, so when someone opens your email, it helps them understand right away what the email is about. Keep headers to 50 characters, maximum. If you are using the content blocks, we recommend always accompanying them with a header.

COPYING/PASTING APPROVED CONTENT

Use the "Paste from Word" Icon to paste the approved/proofed content into Rock.

Once the content is pasted from Word, you can finalize the formatting in the Text Editor. Always test the links and make sure any unused CTA buttons and photos are deleted prior to completing.

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:

- Don't give giant blocks of text.

- Start a new paragraph 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.

VISUALS

What images should I include?
Images can serve an email well by engaging the reader more. If you need help finding an appropriate photo, let MarComm or Creative know.

CALLS TO ACTION

What do you want the reader to do? Examples: Sign-up for an event, visit a webpage

- 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.

- Consider hyperlinking additional text and photos to support the CTA

- Use the call-to-action button and make sure to delete it if there is no CTA

EMAIL SUBMISSION PROCESS //

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.

The communications department will continue to review, edit and equip email sends that are sent via Rock.

Please keep in mind:

- Following best practices will prevent delays in your email going out.

- Send emails through Rock at least 24 hours in advance of when they need to be distributed. Please try to avoid sending an email for approval day-of.

- For an email to be sent on Fridays, Saturdays, or Sundays – please submit by noon on Thursday.

- After noon on Thursday, your email will be sent on Sunday morning if there are no significant changes needed.

Please remember:

- MarComm may edit your email for consistency in language and to follow Best Practices

- You can review any significant changes made by MarComm prior to email send. Just ask to receive a test prior to final distribution.

- We encourage you to utilize and send all communication through Rock.

- In an emergency, contact MarComm (Call/Text Jill) over the weekend and we will support.