

Checklist: Writing Church Emails that get Opened

Writing

- ☐ The Subject line is attractive and has the reader in mind
- ☐ I have written with the goal of showing them "What's in it for them." What will be the benefit to them if they do what I want them to?
- ☐ It is less than 300-500 words (300 preferable)
- ☐ I have used storytelling to tell them the benefits of attending events instead the consequences like "don't miss it."
- ☐ I have written with the voice of the church

Format

- ☐ I have properly divided it with h2 (or bold) headings that are easily scannable
- ☐ I have broken paragraphs into 2-3 sentences each, allowing for white space
- ☐ I have a clear Call to Action that is obvious what I want them to do after reading this email
- ☐ I have personalized it with Merge Tags or the equivalent
- ☐ I have not overloaded them with graphics
- ☐ I have prominently placed social media follow buttons
- ☐ I have provided links to our website for detailed information
- ☐ I have hyperlinked words or phrases with links, instead of leaving the long, ugly link in view within the email

Finalizing

- ☐ I have checked for spelling errors
- ☐ I have sent a test email to myself and one other person to proofread
- ☐ I have checked that it is responsive and looks good on mobile (it adjusts fonts and photos to fit on mobile, since most will read your email on a mobile device)
- ☐ I have checked for broken links and tested that each link goes to the right place
- ☐ I have checked that the preview text is correct (that top left sentence in Mailchimp)
- ☐ I have approval from my boss to send it
- ☐ I have scheduled the email with the correct date and time

Things I DIDN'T Do

- ☐ I DIDN'T Forget to break up large text sections into paragraphs of 2-3 sentences
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- ☐ I DIDN'T Overuse Bold, Italics, or Underline to make sections stand out
- ☐ I DIDN'T Highlight any text
- ☐ I DIDN'T Throw everyone's email in a visible cc: section instead of a bcc: (if I'm not using a mail client like Mailchimp)
- ☐ I DIDN'T Use colored text or multiple sections of different colored text
- ☐ I DIDN'T Dump an image of my bulletin designed in Microsoft Publisher into the email and send it
- ☐ I DIDN'T Design this email with Microsoft Publisher or use cheesy clip art that would make it seem that I did
- ☐ I DIDN'T say "Don't Miss it!" anywhere.

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