

STRATEGIES FOR EFFECTIVE EMAIL COMMUNICATION

Write a compelling subject line

35% of people choose to open an email based on subject line alone. Instead of something like "Note from the pastor," you might write: "Three reasons why you can't miss the fall ministry fair" or "New Mass times begin this month - check out the schedule." Does your subject line make the email seem like its worth the reader's time?

Create an attractive design, including more than just text

Add images, videos or polls. Use Canva to create a graphic. Divide your email into sections, rather than including all information in one section. Use just one simple font style.

Keep it brief

Most people skim emails and read them on the go - use bullet points, include only your most important information, and keep it short.

Make sure it reads well on mobile

47% of email is opened on a mobile device - make sure your message is pleasant and easy to read on mobile phones.

Create a communication schedule

Set clear expectations by sticking to a schedule. Telling people they'll hear from you "once a week" or "a couple times a month" makes your communication predictable and manageable.

Give more value, make fewer asks

People should feel as though your emails benefit them, whether they're looking for ways to get involved or just want to stay in the loop. Share stories about what's going on at your parish - use this opportunity to connect with parishioners. When you add more value to people's lives, people will respond more positively to requests.

Track your email's performance

Know what is working and what is not, and adjust accordingly.

