

## 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 do?
- 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 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

### 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 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