

## How to use email

**About:** This guide outlines how to use email as a tool to promote a particular event, service or your organisation or club.

**Who is this guide intended for:** Sports Development Teams, County Sports Partnerships and sports clubs

**How to use email:** Like direct mail, email allows you to personalise and target your communication to people who you think will be interested in the message. It also allows the recipient to easily reply, which is a source for valuable feedback.

## 1. The list

The quality of your list can make or break the effectiveness of your communication.

It should at least contain the name, address and whether your contact wishes to receive emails. If your not sure, include a question in your communication, giving your contact a chance to opt out.

The more information your list contains, the more precisely you can target your communication.

For more information on creating and managing a list, check out the **How to create a simple database using Excel** guide.

## 2. Define your recipients

As with direct mail, your email communication will be a lot more effective if it's sent to people who are interested in the subject.

Send it to recipients who participate in a particular sport or contacts from a particular type of organisation or club.

### 3. Subject Line

Keep the subject of your email straight forward. Don't try to deceive your recipient. As you have already defined who receives the communication, a subject line which relates to the message should be enough to encourage them to open the email.

## 4. Design your message

As earlier mentioned, the best email is when it is personalised and sent to a person who wants to receive it. Therefore start with **Dear <name>**, and finish with **Your Sincerely** or **Kind Regards <your name>**.

Include your company name, physical address, and depending on who the recipients are, a brief description of what your organisation does.

Try to build your email communication into your overall web campaign. Direct people to your website to find out more information, or to book online for a course or event.

## 5. Keep your list up-to-date

Make sure that your email communication is not part of the ever increasing Spam problem. Contact people on your list at least once a year to ensure their circumstances have not changed. Delete people whose email address has become inactive.

**Check List**

|          |  |  |
|----------|--|--|
| <b>1</b> | <b>Do you have an up-to-date list which discloses whether the contacts want to receive emails?</b> |  |
| <b>2</b> | <b>Who are your target recipients?</b>   |  |
| <b>3</b> | <b>Is the subject of your email straight forward and relevant to the message?</b>                  |  |
| <b>4</b> | <b>Is your email personalised?</b>   |  |
| <b>5</b> | <b>Does it contain your organisation/club name and address?</b>                                    |  |
| <b>6</b> | <b>Is the recipient directed to your website?</b>  |  |
| <b>7</b> | <b>Do you maintain your list and contact the people on your list at least once a year?</b>         |  |

## Further reading

For further information on managing databases check out the **How to create a simple database using Excel** guide.

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