

Email Newsletters

The Art of the Ask



These training materials have been prepared by Aspiration.



Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ www.aspirationtech.org/services

Today's Agenda

- ▶ Review effective email newsletter composition
- ▶ Discuss the art of the “ask” in email newsletters
 - ▶ How do you get folks engaged?
- ▶ Most importantly, answer your questions

Email Composition

- ▶ Design for Clear Messaging
 - ▶ Know what you want your user to learn and do
- ▶ Keep Tone Casual and Personal
 - ▶ Model as friend talking with a friend
- ▶ Design for Skimming
 - ▶ Subject line is critical
 - ▶ Information should be easily accessible
- ▶ Know The Art of “The Ask”

Email Process

- ▶ Process, Process, Process
 - ▶ Content Curation
 - ▶ Content Creation
 - ▶ Template Selection
 - ▶ Add Content
 - ▶ Images (Select/Resize)
- ▶ Testing, Testing, Testing
 - ▶ (Premailer/Browser/EmailClients)
 - ▶ Revise
 - ▶ Edits from Team
 - ▶ Text Version
 - ▶ Test Schedule Send

Message Composition

► Newsletter

- Keep it well-sectioned
 - Always include a table of contents
- Employ short introductions
 - With links to full articles
- Maintain regular delivery schedule
 - Create expectations on the part of recipients

Get Their Digits

Meta

- > [Log in](#)
- > [Entries RSS](#)
- > [Comments RSS](#)
- > [WordPress.org](#)

Sign up for our newsletter!

Email Address*

First Name

Last Name

Identify As

Youth Adult

* = required field

Preferred Format

HTML Text Mobile

powered by [MailChimp!](#)

Recent Posts

- > [Join Us! Central California GO GREEN Summit this Saturday, April 28th](#)
- > [Keeping busy at the Youth Empowerment Studios](#)
- > [LOCAL TEENS TO PREMIERE FILM SERIES INSPIRING COMMUNITY CHANGE](#)

Email Asks

► Why would anyone read that?



Sign-up for the Building Healthy Communities: Long Beach Newsletter!

This bi-monthly newsletter will keep you updated on:

- **BHCLB Hub happenings**
- **Community Announcements & Resources**
- **BHC resources**
- **Job Announcements**
- **Programs**
- **Funding Opportunities**
- **and more!**

We are...
Building Healthy Communities....
.....because that's where health happens
.....and where change begins!

(Required fields are **bold**)

Email Address *

Create the Ask

BRADY CAMPAIGN *to* PREVENT GUN VIOLENCE



Last Night, Your Voice Was Heard! Stand with us and Nina Gonzalez!

Dear Friend,

Your voice was heard! It took a concerned citizen at last night's town hall debate to finally ask the presidential candidates for solutions to gun violence. A fellow American, someone just like you and me, spoke up.

And in response, President Obama reasserted his commitment to ban assault weapons and affirmed the need for stronger background checks to keep guns out of the hands of criminals and the mentally ill.

Through questions like Nina's we are making progress. But it will be everyday, concerned Americans like you who will keep this conversation going by inviting more people to become a part of it. Tell your friends and family to join us!

**Recruit ONE person to sign the petition!
Make your voice heard! We ARE better than this!**

President Obama and the overwhelming majority of Americans, including gun owners, understand that assault weapons don't belong on our streets and in our communities, and that stronger background checks don't have anything to do with the Second Amendment.

We will continue to press Gov. Romney and President Obama to detail their plans about reducing gun injuries and deaths in this country.

Stand with us against the gun lobby and assault weapons that put our police officers, families and communities in jeopardy. Please call, text, Facebook or e-mail someone you know and get them to **take action** now!



Sincerely,




[Stand with Nina Gonzalez and continue to make your voice heard!](#)

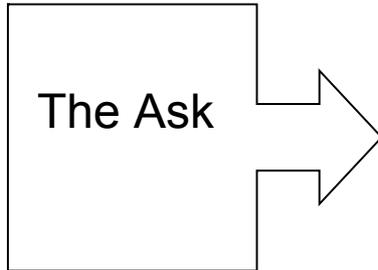
RECRUIT ONE PERSON >>

FACEBOOK IT >>

Ask
Pulled
Out

The Ask

Be Specific with Your Ask



Empowering Women and Underrepresented Communities To Code, Create and Innovate

Featuring a conversation between Reset San Francisco Founder Phil Ting, Black Girls Code Founder Kimberly Bryant & Guest Panelists

Where: The HUB
901 Mission St, Suite 105, San Francisco, CA 94103 ([map](#))

When: Tuesday, February 28, 6:30-8:30pm

Questions? Comments? Email us at info@resetsanfrancisco.org

Please RSVP below and with your friends on Facebook to join us on Feb. 28!

First Name: *

Last Name:

Email Address: *

Zip Code:

Phone Number:

Yes, I'd like to get more involved!:

- I will invite 5 friends.
- I will volunteer to phonebank for the event.
- I will help set up on February 28.
- Please contact me if there are more opportunities to get involved!

Keep it Creative

The Ask



WE LOVE YOU SO!
CAN YOU SPARE SOME CASH?

Donate

AMERICAN EXPRESS MASTERCARD VISA DISCOVER BANK OF AMERICA

Your \$5 or \$10 or \$25
will help us make
make more news y satire
Donate Now
MR. POCHO SAYS ¡GRACIAS!
Our Love Letter to You

The Ask

Dear Friends of Verified Voting:

As another New Year approaches, we reflect on what a busy year 2005 has been, and how much more remains to do in order to achieve transparent, reliable and publicly verifiable elections in our nation.

Through both of our organizations, VerifiedVoting.org (501-c-4) and The Verified Voting Foundation (501-c-3), we work to help those interested in election transparency -- whether officials, lawmakers or concerned citizens -- with research, information, commentary, materials and key connections as needed. None of this would have been possible without your ongoing support, for which we're very grateful. Below are some of the highlights we'd like to share with you.

VerifiedVoting.org

This year we've seen **19 more states pass voter-verified paper record requirements** (*the most recent, Wisconsin, is awaiting the Governor's signature!*)

Our legislative analyst helped with wording and key concepts for some of those bills, and we generated action alerts so that concerned citizens in those states could write to their lawmakers about the bills, coordinating with state and national groups to try to leverage the greatest support possible. Our thanks go out to all those citizens, groups and national organizations for pulling together, over and over.

We submitted written testimony on state efforts, such as an Alaska provision requiring audits (it passed!), and California's audit legislation (passed!), and have helped activist groups write county-level resolutions calling for manual audits.

This year we published "Draft Model Legislation" for voter-verified paper records and manual audit provisions, assisting anyone working on developing such a bill for their state. We also published "States with Audit Provisions" -- a resource used by citizens, lawmakers and even other research agencies.

We supported federal voter-verified paper record legislation in both the House and Senate. As part of a coalition of organizations, we helped plan, train for and participate in citizen meetings with lawmakers both in Washington DC (June) and in your own districts (August) with the HR 550 Lobby Days, and our Democracy Days (June). We also sent out action alerts resulting in thousands of letters to members of Congress on voter-verified paper record legislation, and hired a political adviser in Washington DC to help keep this issue visible with lawmakers and their key staff, and to help build much-needed affiliations with conservatives on this issue.

The Verified Voting Foundation

Some of our Foundation work is highly visible (public testimony), but much occurs behind-the-scenes, including providing links and connections to valued resources for those that need them, and more.

Verified Voting's founder Dr. David Dill testified about the urgent need for voter-verified paper records in several venues:

- the Carter-Baker Election Reform Commission (April),
- the Senate Rules Committee, at its first hearing on this matter (June), and
- the Election Assistance Commission in (July).

The Carter-Baker Commission heard the message: "Paperless electronic voting is hostile to election transparency..." In September they recommended voter-verified paper records for all voting systems.

We published charts showing the "Accessibility and Auditability" features offered by different voting systems (carefully researched by staff and interns), and the advantages of optical scan voting systems with ballot-marking devices, and greatly expanded the "Accessibility" section of our website.

This year we updated one of last year's important projects: the Election Incident Report System (EIRS). This infrastructure we helped develop and implement (with Computer Professionals for Social Responsibility, the National Coalition for Voting Integrity and our clients, the Election Protection Coalition) enabled the capture of 44,000 individual reports of problems encountered in the November 2004 election.

Some of that data is currently being used in legal actions to help prevent similar occurrences in future elections. The Foundation and several talented and dedicated volunteers updated the system and deployed it in 2005 elections in several states.

EIRS and the Verified Voting Foundation also provided information to, and were cited as a resource in, the recently-issued Government Accountability Office (GAO) critical report on Electronic Voting.

The Verified Voting Foundation sent written comments on the Draft Voluntary Voting System Guidelines (VVSG) issued by the Technical Guidelines Development Committee (TGDC) of the EAC this year, and provided a mechanism that assisted thousands of you to do the same.

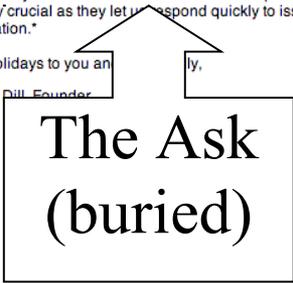
Having a team member in our nation's capital also allowed us to do more this year on developing relationships with disability advocates, and representing our organizations and issues at EAC, NIST, TGDC and other election reform forums. (She also helped launch a non-partisan election reform think tank for area university students.)

For both organizations, there's more: interviews, public speaking, participation in election reform conferences and panels, serving as expert witnesses, updating the website, answering inquiries, letting folks know about hearings, etc.... If you would like to know more about any of these activities, please contact us at any time.

Your support is invaluable in making all of this reform possible. Please keep us in mind as you think about your year-end [charitable donations](#). Such contributions give us much-needed flexibility to devote the necessary time and resources to the most important election reform issues. (Unrestricted funds are especially crucial as they let us respond quickly to issues as they arise.) Thank you in advance for your consideration.*

Happy Holidays to you and yours,

Dr. David Dill, Founder



The Ask
(buried)



COAL
RAPID RESPONDER



Dear friend,

King Coal is planning to do big business overseas and doesn't care who gets hurt along the way.

Coal giant Ambre Energy is making a **major push to build America's first West Coast coal port** in Washington State. Ambre has chosen the breathtaking Columbia River as Ambre's main artery for **shipping millions of tons of coal each year to Asia.**

Tell Washington to stop coal exports



Tell politicians in Washington State to protect the health of their people and waterways and block the Longview coal port.

TAKE ACTION

The proposed coal port in Longview, WA is just the tip of the (rapidly melting) iceberg for the coal industry, which **plans to turn the Pacific Northwest into a major corridor for dirty and outdated fuels.**

Today in Salt Lake City, RAN has gathered together with climate activists, air quality advocates, and local labor organizations at Ambre's U.S. headquarters for a **peaceful protest to send the message that enough is enough.**

We need your voice too.

Tell Washington State politicians to keep coal ports out, and push clean energy projects forward.

If Ambre's plans are successful, **vital ecosystems in the Pacific Northwest and countless communities en route will be exposed to toxic coal dust.** It's time to say no to dirty coal and the



**RAINFOREST
ACTION NETWORK**

**RAPID RESPONDER
COAL**

ASPIRATION

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**Ask
Pulled
Out**

**The Ask
in the text**

**The Ask
repeated**

Brainstorm: The Art of the Ask

- ▶ What are your “Asks”? How can people get involved?
- ▶ Define how you want your supporters to easily plug into what you are doing
- ▶ Build Your List
 - ▶ Model as “friend asking friend
 - ▶ Create BIG and Small Asks

Brainstorm: The Art of the Ask

▶ Example Asks

- ▶ Tell your Facebook friends about the Gala
- ▶ Download the new curriculum for your classroom
- ▶ Donate to the student fund to bring restorative justice to our school
- ▶ Submit poetry for the annual youth contest
- ▶ Help pass our flyers for the upcoming campaign
- ▶ Sign the petition for the city council meeting

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We all want some ocean armor.

Tide Report

from Upwell 

Happy Friday to you. We're simultaneously frazzled and inspired by our time at the Blue Ocean Film festival and the Oceans in a High CO2 World Conference. Sometime today, we'll be bundling ourselves into the Scoobymobile and heading back to SFO, but before we do, please enjoy our latest Tide Reporting of the week.

IN THIS ISSUE

1. Google Takes a Tour of Ocean Acidification
2. Martha Stewart Makes the Case for Little Fish
3. How Safeway Began Selling Responsibly-Caught Tuna
4. Ocean Armor: Because They Can't Protect Themselves

Google Takes a Tour of Ocean Acidification

In the past month we've seen a major wave of power shifts across the globe. From Sidi Bouzid to Cairo to Wisconsin, *The People* are taking power out of the hands of those who've proven unworthy to wield it. This is a rare and precious moment in time when people like you and me have both the inspiration and the momentum to command our future. What's it gonna be?

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1. [Powershift 2011](#)
2. [Keep the Pacific Northwest Beautiful](#)
3. [Girl Scouts Fight for What's Right](#)
4. [Disney Destroys Magic Kingdom](#)
5. [Chevron Found Guilty](#)
6. [People Power Round-Up](#)

Powershift 2011



From April 15th-18th, over 10,000 young leaders will converge on Washington, DC to stand up for our future, to reclaim our democracy from big corporations and push our nation to move beyond dirty energy sources that are harming the health of people and the planet. Rainforest Action Network will be there in force. Join us.

FOLLOW US



RAN RECOMMENDS



[*The Young Activist's
Guide to Building a
Green Movement and
Changing the World*](#)
by Sharon J. Smith

News Archive

Website Subscribers

Email Campaign Archive

from Upwell

[join our mailing list](#)

04/19/2013 - [Tide Report: In which we encourage you to NOT get any attention today.](#)

03/28/2013 - [Tide Report: A high-tech solution for plastic pollution? Also: Meet the Mermaid Death Squad.](#)

03/21/2013 - [Tide Report: Ocean acidification music video, Grocers reject GMO Salmon, and more](#)

03/14/2013 - [Tide Report: CITES does the right thing, penguin bloopers, minimum viable campaigns](#)

03/13/2013 - [Tide Report: Crunch time for sharks, the lifecycle of an Upwell campaign, and news of our fledging.](#)

03/05/2013 - [Tide Report: Upwell lessons to share, a hot OA video, NYT sustainable fish debate, and more.](#)

02/14/2013 - [Reminder: Help us by finishing our short survey! Deadline: Friday](#)

02/14/2013 - [Reminder: Help us by filling out our short survey! Deadline: Friday](#)

02/07/2013 - [Not a Tide Report](#)

01/28/2013 - [Tide Report: A time of transition](#)

01/09/2013 - [High Tide Alert: Save the bluefin; suspend the fishery](#)

01/08/2013 - [Tide Report: We still Oyster NY, up close and personal with a polar bear, and sharks in 2012](#)



Appreciate Your People



ELECTRONIC FRONTIER FOUNDATION

Dear Misty,

Thank you for donating to the Electronic Frontier Foundation (EFF)! Your contribution of \$25.00 means a great deal to EFF and enables EFF attorneys, technologists, and activists to continue to protect free speech, fair use, innovation and privacy in the online world.

If you have made a recurring monthly donation and would like to update your credit card information, please contact us at [\(415\)436-9333 x120](tel:4154369333x120) Monday through Friday, 9-6 PM Pacific Time.

Help EFF Without Spending a Dime!

You could **double** the impact of your donation at no additional charge! [Use our matching donation search tool](#) to see if your employer matches your charitable gifts, or inquire with your human resources department. Learn even more ways to help preserve our digital rights [on our site](#).

On behalf of our Board, staff, and volunteers, thank you for your contribution and for helping to protect digital freedom.

Sincerely,
Aaron Jue
Membership Coordinator
Electronic Frontier Foundation

Magic Subject Lines?

★ @ ∞	Subject	From	Date
☆	• Thanks for participating in our E-Newsletter Seminar	jessica@aspirationtech.org	• 12/7/2012 11:09 AM
☆	• It all just starts with you-Support YLI this holiday season	Youth Leadership Institute	• 12/11/2012 11:07 AM
☆	• BHC Eastern Coachella Valley E-Newsletter Vol. 16	Building Healthy Communities Eastern Coac...	• 1/2/2013 8:40 PM
☆	• BHC Merced News	Building Healthy Communities - Merced	• 1/15/2013 5:37 AM
☆	• Race, Ethnicity, and the Fiscal Cliff: Do We all Fall off Together?	Central Valley Health Policy Institute	• 1/17/2013 11:36 AM
☆	• Webmaker Digest, Vol 8, Issue 31	webmaker-request@lists.mozilla.org	• 1/22/2013 3:51 PM
☆	• (Update) Race, Ethnicity, and the Fiscal Cliff: Do We all Fall off Together?	Central Valley Health Policy Institute	• 1/23/2013 1:11 PM
☆	• The Hue Music And Arts Festival 3	Building Healthy Communities Eastern Coac...	• 1/23/2013 3:15 PM
☆	• NTEN Connect: Use Social Media to Recruit Donors and Volunteers (and More from the 2013 NTC)	Brett Meyer, NTEN	• 1/24/2013 10:36 AM
☆	• Community Action News	Building Healthy Communities - Merced	• 1/28/2013 8:48 AM
☆	• Webmaker Digest, Vol 8, Issue 39	webmaker-request@lists.mozilla.org	• 1/28/2013 12:00 PM
☆	• California WIC Association Flash	California WIC Association	• 1/29/2013 3:18 PM
☆	• ➔ The Hue Music And Arts Festival 3	Building Healthy Communities Eastern Coac...	• 2/1/2013 1:46 PM
☆	• San Joaquin Valley Environmental Justice News	Voices from the Valley	• 2/3/2013 5:00 AM
☆	• Community Action News	Building Healthy Communities - Merced	• 2/4/2013 12:13 PM
☆	• Attend Confronting the Consequences of Gun Violence: Healing and Public Health	Central Valley Health Policy Institute	• 2/6/2013 7:01 PM
☆	• ⬅ San Joaquin Valley Environmental Justice News	Voices from the Valley	• 2/7/2013 5:00 AM
☆	• Idealware Training: The Email Fundraiser's Toolkit, Email Communications Month and Fundraising ...	Andrea Berry, Idealware	• 2/7/2013 8:09 AM
☆	• CRLA Fights for Sewer Services	California Rural Legal Assistance	• 2/11/2013 3:45 PM
☆	• Attend Lunch Reception for Confronting the Consequences of Gun Violence: Healing and Public He...	Central Valley Health Policy Institute	• 2/11/2013 6:30 PM
☆	• CANFIT's	CANFIT	• 2/12/2013 2:57 PM
☆	• What's Happening, BHC Merced?!	Building Healthy Communities - Merced	• 2/13/2013 10:21 AM
☆	• Recruiting for Health Literacy Project - Ten Participants Needed (\$50 Stipend)	Central Valley Health Policy Institute	• 2/14/2013 2:41 PM
☆	• Congressman tells 18-year-old: "I hate illegals"	Rev. Michael-Ray Mathews, PICO National N...	• 2/14/2013 2:49 PM

Watch "The Fold"



Rainforest Action Network
Tough Love for Corporate America

5 Million Acres Protected



PHOTO BY: BRUCE HILL

Dear David,



"Even though we came from many different places and we had many different cultures and many different home environments, in some ways we were very much unified because we had a common cause... we knew that we had taken a stand and that there was something better out there for us."

- Glenda Gaither Davis, Freedom Rider

In 1961, a courageous band of Black and White Americans risked their lives to travel together on buses through the Deep South. They called themselves the Freedom Riders, and they managed to bring the President and the American public face-to-face with the civil rights inequities that plagued the nation.

After the rides were confronted with violent reactions from white mobs, members of the Student Nonviolent Coordinating Committee (SNCC) continued the rides. Miss Ella Jo Baker helped to coordinate the rides and guided SNCC members to grow and strengthen as leaders during the Freedom Rides.

Ella Baker Center is proud to invite you to an exclusive preview of the [upcoming PBS documentary](#) on the **Freedom Rides at the Oakland Museum of California in partnership with KQED. Following the film, a dynamic panel will discuss the history of civil rights in the Bay Area, where we are now, and how you can get involved with the ongoing movement for freedom and justice. Panelists include:**

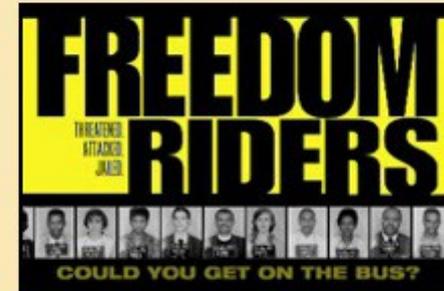
- Jakada Imani, Ella Baker Center for Human Rights
- Etta Simpson Ray, Freedom Rider
- James Rucker, Color of Change
- Michael Orange, Top Ten Social

Remembering the Freedom Riders

WHAT: Freedom Riders Documentary Screening

WHEN: Wednesday, May 11, 2011
6:00 PM - 8:30 PM

WHERE: Oakland Museum of California
1000 Oak Street
Oakland

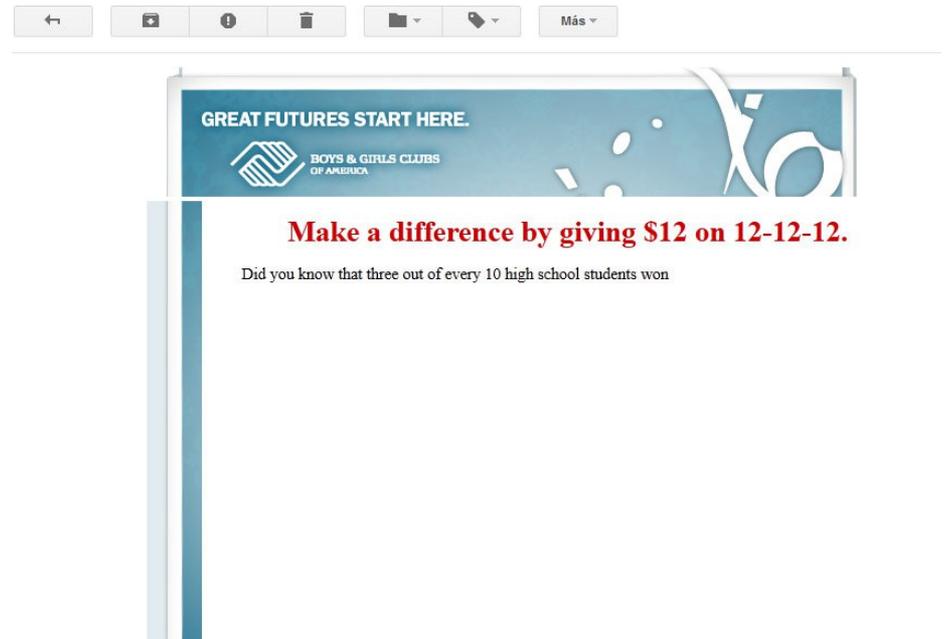


RSVP Now

[RSVP Now](#)

Images

- ▶ Be careful with how you use images
 - ▶ Many of your subscribers will not load images



GREAT FUTURES START HERE.



BOYS & GIRLS CLUBS
OF AMERICA

Make a difference by giving \$12 on 12-12-12.

Did you know that three out of every 10 high school students won't graduate on time, three out of 10 kids are overweight or obese, and 20 percent of kids live in poverty?

With over 4,000 Clubs across the country, BGCA is making a difference and helping some 4 million youth each year. We are putting a stop to these alarming trends through our proven programs and activities, but we can't do it alone! We need your help.

Please consider making a \$12 gift today!

Select our monthly giving option to have an impact all year long!



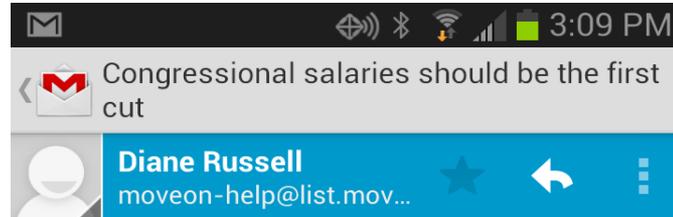
Give a Gift»

Share with
your friends.



Check out our
partner promotions.»

Mobile



...ing information anyone to start their own
*online campaign. If you have concerns or feedback
 about this petition, [click here](#).*

Dear MoveOn
 member,

Congress is about to impose furloughs amounting to a 20% across-the-board pay cut for 800,000 federal employees, more than 44 percent of whom are veterans.¹

[Pay cuts for federal workers should not exempt Congress or the President.](#)

[Sign the petition](#)

And yet, where is the same 20% cut for Congress and the president? Are they not federal employees? Aren't these the people who keep telling us that everyone must share the burden?

The across-the-board cuts set to go into effect at the end of the week will hurt the economy and they should be stopped.

But if Congress insists on cutting anyone's salary, they should cut their own paychecks first. We pay their salaries. That's why I created petition on

1 of 27080

Older





BECAUSE FREEDOM CAN'T PROTECT ITSELF

Dear Misty,

My job here at our national office is to respond to the calls that come in from our 53 state offices when they encounter a serious attack on civil liberties. And I can tell you that the phones are ringing off the hook right now.

I work with national and affiliate staff to determine how best to defend civil liberties in the face of this onslaught. And that involves making decisions about allocating our resources so we can be there to respond to each new attack.

In three days, the ACLU will begin its new fiscal year. In the next 12 months, **we'll be facing unprecedented attacks from forces that are working in state after state and at the national level to break down the wall between church and state, perpetuate LGBT discrimination, defend racial profiling, and undermine reproductive rights all across the country.**

We will meet this assault on freedom head-on. But, we need your support to ensure that our attorneys and advocates can stay in the fight — case by case, issue by issue, and community by community — until we win.

[Please make a donation to help us reach our goal of raising \\$500,000 before the end of our fiscal year on Thursday, March 31.](#)

Right now, we're facing some of the most draconian legislation we've seen in years. Here are just a few

Help us raise \$500,000 to keep our unwavering pursuit of freedom on track.



\$125,000 | \$250,000 | \$375,000 | **\$500,000** |

Donate Now >>

Personal Appeal

Dear Misty,

My job here at our national office is to respond to the calls that come in from our 53 state offices when they encounter a serious attack on civil liberties. I work with national and affiliated attorneys to defend civil liberties in the courts. And that involves making decisions about allocating our resources so we can be there to respond to each new attack.

Clear Ask

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Help us raise \$500,000 to keep our unwavering pursuit of freedom on track.



\$125,000 | \$250,000 | \$375,000 | \$500,000

Donate Now >>

Ask Repeated

In Summary

- ▶ Why Would Anyone Read That?
- ▶ Know the Art of the “Ask”
 - ▶ How are you engaging your community?
 - ▶ Keep it friendly and personal
- ▶ Design for Skimming
 - ▶ Use a table of contents
 - ▶ Pull out asks and headers
 - ▶ Check your images

Thank You!

- ▶ Questions?
- ▶ Comments?



Use, Modify & Attribute

www.aspirationtech.org/attribute

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We encourage re-use, modification, and re-distribution in any situation where they may be useful.

We love to hear about how you are improving and remixing what we've done.

Questions? Email us info@aspirationtech.org



Contact Us

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