

# MASS (BROADCAST) EMAILS GUIDE

Follow this guide to write effective broadcast emails that make an impact!

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## VOLUNTEER PROCESS FOR SENDING BROADCAST EMAILS

**Timeframe:** The Alumni Relations team needs a minimum of three weeks to pull the data (the recipient list) for your email.

*Please submit your form **at least 3 weeks in advance** of the scheduled email date!*

### Number of emails:

- Volunteers can request to have two emails per event: an invite email and a reminder email
- Alumni Relations will send a standard day before email to registrants

**Step One:** Review this guide to make sure you are prepared and have covered the required details.

**Step Two:** Submit one of the following forms on the [Volunteer Hub](#):

- [Event Request Form](#) – if your email is to promote an event, there is a section for this in this form.
- [Email Request Form](#) – if your email is a general communication not specific to an event, or a news update, please use this form.

You do not need to complete both forms. Please pick the form that best suits your needs.

## EXAMPLE EMAIL:

*This is an example of a well-written email.*

*The yellow label blocks point out key components of the email, and are explained in detail beneath this example. Each block links to a description. Click on the numbers to easily navigate the document.*

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SUBJECT LINE: **INVESTING TODAY FOR TOMORROW**

1

LET'S TALK MONEY!

2

Hi Lisa,

Join the Toronto Alumni Chapter on February 3 for a virtual talk about investing. We will welcome Jessica Moorhouse, Accredited Financial Counsellor Canada® and award-winning personal finance blogger, who will walk us through how to get started with investing and how to better understand your current investments.

3

Jessica will spend an hour with us, sharing her expertise and knowledge about investing and answering your questions. We welcome questions submitted in advance through the registration form and we will be taking questions live during the event.

INVESTING TODAY FOR TOMORROW

4

**WHEN:** Wednesday, February 3, 2021  
6:30 p.m. to 7:30 p.m. ET

**WHERE:** Online (register to receive the link to join)

**COST:** Complimentary

Please join us, just in time for RRSP season, to learn more about how investing today can better shape your tomorrow. No matter if you're just

dipping your toe into the investment pool or have already jumped in, Jessica will have answers to your questions.

We hope to see you there!

Sincerely,  
Your Toronto Alumni Chapter

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[LEARN MORE](#)

5

[REGISTER](#)

*This email should not be forwarded; it contains links that are unique to you.*

6

## BEST PRACTICES FOR BROADCAST EMAILS

1	<p><b>USE A MEANINGFUL AND ACCURATE SUBJECT LINE</b></p> <ul style="list-style-type: none"><li>• The subject line should be meaningful to the recipient and to yourself</li><li>• Give the reader a reason to open the message – use words that describe the general purpose of the email</li></ul>
2	<p><b>CATCH THE READER'S ATTENTION</b></p> <ul style="list-style-type: none"><li>• The first seconds after an email is opened are important – add an engaging phrase at the top</li><li>• Give the reader a reason to keep reading!</li></ul>
3	<p><b>USE PROPER SPELLING, GRAMMAR, AND PUNCTUATION</b></p> <ul style="list-style-type: none"><li>• This will help convey the message properly</li><li>• Emails with no full stops or commas are difficult to read and can change the meaning of the text</li></ul> <p><b>KEEP A POLITE AND PROFESSIONAL TONE</b></p> <ul style="list-style-type: none"><li>• Choice of words, sentence length, punctuation, and capitalization can easily be misinterpreted in emails because there are no visual and auditory cues</li><li>• Avoid informal language, slang, jargon, and inappropriate abbreviations</li></ul> <p><b>BE CONCISE AND TO THE POINT</b></p> <ul style="list-style-type: none"><li>• Communicate the point of the message as soon as possible. What do you want the reader to do, and why should they do so?</li><li>• Keep sentences short and clear, using minimal words</li><li>• The body of the email should be direct and informative, and it should contain all pertinent information</li><li>• Ask yourself: “Is this really necessary?” – avoid listing additional things to do! Remember, the email is to get the audience’s attention and communicate the <b>main</b> details. Any extra info can be added to your event page.</li></ul> <p><b>IMPORTANT NOTES ON CONTENT</b></p> <ul style="list-style-type: none"><li>• Attachments are NOT an option. Please provide links to relevant websites that readers can visit for more details</li><li>• For pictures, please ensure your file is the correct dimensions:<ul style="list-style-type: none"><li>○ Image must be 600 pixels wide, and 250-300 pixels high</li><li>○ Image must be no larger than 250 kb</li></ul></li></ul>
4	<p><b>FOR EVENTS: INCLUDE PRIMARY EVENT LOGISTICS</b></p> <ul style="list-style-type: none"><li>• This is the most important information in the email</li><li>• Please include:<ul style="list-style-type: none"><li>○ Date &amp; time</li><li>○ Location / platform &amp; how to access</li><li>○ Cost</li></ul></li><li>• Communicate the <b>audience</b> – in the example, it is alumni in the Toronto area</li></ul>

<b>5</b>	<p><b>CALLS TO ACTION</b></p> <ul style="list-style-type: none"><li>• <b>For events:</b> “Learn more” and “Register” are clear, focused calls that communicate the desired action</li><li>• <b>For announcements:</b> use “Learn more” or “Connect with us”</li><li>• If no action or reply is necessary, communicate that</li></ul> <p>If your email is purely informational and does not have a call to action, ask yourself if you really need to send it. Reader’s time is valuable, and we already have a monthly alumni e-newsletter to communicate more “newsy” items to alumni.</p>
<b>6</b>	<p><b>DO NOT FORWARD BROADCAST EMAILS</b></p> <ul style="list-style-type: none"><li>• Broadcast emails are personalized and the registration button links to your personal information (home address, etc.)</li><li>• The formatting breaks down and becomes very messy</li></ul>