How to write an e-alert

To send an e-alert to your members

Download the e-alert template from **rsc.org/FormsDocuments** and send it to networks@rsc.org. Each

Subject line	Use your subject line to draw attention and encourage the reader to open your message. *Things to remember:* - *Shorter subjects have higher open rates* - *Avoid all caps and words like "free" or "guarantee" to avoid spam filters*
Preview text	This is the text visible in an email client before the email is opened; use this text [illegible] [illegible]
[illegible]	[illegible] location, if possible.
Content	Include [illegible] Please note that we cannot include attachments or images. [illegible] ○ [illegible] ○ [illegible]

Other things to consider

E-alerts should only go to relevant audiences – we can filter the mailing list by things like membership type, employment type or career sector

Are you providing financial assistance for the event? Have you mentioned this? What about the RSC Grants for Carers?

Have you included accessibility information for the venue?

Final sense check…

Think about how you like to receive information

- Do you read loooooooooong emails?
- Do you like to see the important information first?

Are you promoting more than one event?

- Include a list or summary at the top with links and dates so that people can scroll to whichever events they might be interested in

You cannot include attachments in e-alerts

- Include a download link to the conference or event flyer

The e-alert templates have been designed to be inclusive and easy to read.

If you are going to use other mechanisms to contact your members, it’s worth considering that some effects used for emphasis make your email harder to read:

Choose a clear font: sans serif fonts are easier to read on screens

Be careful of coloured text: Red text is often blocked by SPAM filters

USE ALL CAPS SPARINGLY: TEXT IS HARDER TO READ AND ALL CAPS SUBJECT LINES ARE BLOCKED BY SPAM FILTERS

Blocks of centred text are harder to read as the eye must deal with a varied starting position for each line – use justified or left align for paragraphs of text

Download our quick guide to inclusive communications

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