

# A Check List for Your Email Appeal

- Is there an attention-grabbing subject line?
- Is it from a specific person at your organization?
- Is there a problem to solve?
- Is there a solution?
- Is there a sense of urgency?
- Is the call to action clear?
- Did you tell an emotional story?
- Does the donor know what you want them to do?
- Do you pass the YOU test?
- Is it easy to read?
  - 14 – 15-point serif font
  - Short sentences and paragraphs
  - Vary line length
  - Strategic bold face, underline or italics
  - No reverse text (light text on dark background, except for buttons, bits of copy or headlines)
- Are you asking often and clearly enough?
- Did you avoid jargon?
- Is it personalized?
- Is it conversational in tone?
- Is there a P.S.?
- Did you use a photo(s) that shows need? Direct eye contact?
- Did you proofread it?
- Did you test it? Multiple times?
  - For readability and formatting across all devices?
  - For broken links?