

Tips for Creating Effective Emails

When Writing an **Email** think about your:

- **Audience** – Who are you sending this message to?
- **Goal** – What are you trying to accomplish?
- **Tools** – Which would be best to accomplish your goal?
- **Tone** – What motivates your audience, and what will they respond to?
- **Story** – What story are you trying to tell? Will your story motivate them to act?
- **Style** – Is your message short and to the point? Is it tailored to your audience and their needs?

AFGE



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Have you **updated** your email?

AFGE has hundreds of opportunities for you to get involved and act to strengthen our government workforce – but to do that, we need to have your **most current e-mail address!**

Go to www.afge.org and make sure to update your contact information, so you can be the first to know what action you can take in your community to stand up for federal workers.

Have you **signed up** for our **text alerts**?

Want to stay in touch on-the-go? Text "**AFGE**" to "**225568**" from your personal cell phone (**never your government phone**) so we can keep you up to date on news and opportunities.



For more info visit: www.afge.org/commstraining

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