

# 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](http://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**?

Visit [www.afge.org/GetConnected](http://www.afge.org/GetConnected)



For more info visit: [www.afge.org/commstraining](http://www.afge.org/commstraining)

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