

<input type="checkbox"/>	★ Rick - Public Citizen	Inbox	Blue	An insidious lie - ... not weakened. Presid
<input type="checkbox"/>	★ Pat Mullins, RPV Chairman	Inbox	Red	RPV Round-Up - ... to work the Obama M
<input type="checkbox"/>	★ Chairman Cox	Inbox	Red	The 9th District - ... has championed the C
<input type="checkbox"/>	★ Nicole Ciandella	Inbox	Red	CEI Weekly: A Ten-Point Plan to Create
<input type="checkbox"/>	★ Ben Jealous, NAACP	Inbox	Blue	The President's "Both/And" Agenda - ...
<input type="checkbox"/>	★ U.S. Rep. Tom Graves	Inbox	Red	More of the same - ... Congress where Pr
<input type="checkbox"/>	★ Barack Obama (46)	Inbox	Blue	Obama Before I head to the Capitol - ...
<input type="checkbox"/>	★ Michele Bachmann	Inbox	Red	BREAKING NEWS: 4th Circuit Obamaca
<input type="checkbox"/>	★ Gary Bauer	Inbox	Red	End of Day -- 9/8/2011 - ... bankruptcy. La

# How to Run a Successful Email Campaign

Gregor Poynton; Political Director, UK



# Blue State Digital's Approach

# What can email do for you?

- **Enhance what you're doing offline**
- **Quickly and cheaply allow people to communicate with supporters**
- **Provide rapid response to breaking news**
- **Activate and empower members**
- **Build communities**
- **Raise money**

# A Few Key Principles

- **Email is part of a larger communications strategy (online and offline)**
- **Every email is part of a larger narrative**
- **Don't just send boring newsletters**
- **Write action-oriented copy that empowers people to take action**
- **Use data, not anecdotal evidence, to make strategic decisions**

DESIGN - Retro/campaign - GR  
- hip/modern  
- clean, crisp  
- not too cool

CHARACTERS  
- email (team concept/idea)  
- M Lopez = Mary  
- Marty = grassroots/local/MA stuff  
- Senator = vision, rare  
- K = Humanizer  
- states, you're part of our  
- Marty = nat'l call to action  
- Tom = practical, tactical

Goals

- proposal
- numbers  
- email  
- \$
- grassroots  
- local  
- campaign
- outreach

Methods

- Email  
→ build: petition, partnership, PR, online  
→ manage take relationship to next level  
- initiate actions - \$, petition, campaign, etc.

Narrative Elements

- humanization — photos, personality, tone, action w/ people  
- humor  
- family (Mrs.)  
- reason why in politics: service
- legacy — record in human terms  
- he's earned it / - device record in present-day circumstances  
→ link generation
- agenda — witness to local sys  
- timeline: past, present, where we're going  
→ service → main agenda  
direction of society → [Bobby law]

But before you write your first email...

NO-NO'S

- tired old, been there too long
- aloof, aristocrat, out of touch
- clichés - angry
- paleo-democracy
- out of mainstream

# ...Write a Calendar

**An email isn't a standalone communication.**

**It's part of a longer story.**


- Use the real-life schedule of the campaign to define the story your emails tell
- Use different personalities to tell different parts of that story as email senders



# ...Write a Calendar

## It's also a conversation.

- Plan your communications around what you need people to do, not what you want to say
- Plan what you'll say when people do what you ask
- Plan what you'll say when they don't



**FREEDOM TO MARRY**

Steve,

On March 8, Ron Wallen lost his husband and partner of 58 years, Tom Carrollo, to leukemia.

Even as he grieves, Ron also faces the loss of the home he and Tom shared. Unfairly denied the Social Security coverage his husband earned -- payments he would receive were it not for the so-called Defense of Marriage Act's "gay exception" -- Ron cannot afford to keep his home.


The sad truth is that Ron's story of discrimination isn't unique. Doug Gentry, married to a Venezuelan citizen named Alex Benshimol, faces the possibility of being torn apart from his husband because DOMA treats their marriage with contempt. If Doug and Alex weren't gay, Doug could sponsor Alex for American citizenship but, because of DOMA, they are treated as strangers under federal law. "It's gut-wrenching," Doug says.

Couples send us stories like these -- each heartbreaking, each infuriatingly unjust -- and the remedy is clear: We must overturn DOMA now.

<http://freedomtomarry.org/OverturnDOMA>

Many have worked closely with members of Congress on a bill to repeal this discriminatory law, which...

**SUPPORT THE RESPECT FOR MARRIAGE ACT**



**SPEAKOUT**

# ...Write a Calendar

**And email doesn't exist in a vacuum.**



**Coordinate your emails with everything else you do online.**

# Never send an email without an action

**All people can do is unsubscribe.**

- Sign a petition
- Attend an event
- Make a donation
- Tell a friend
- Watch a video
- Share your story

# Never send an email without an action

**...But try not to have more than one action per email.**

- Multiple actions/links overwhelm people
- Diminishes the returns of each action
- Better solution: daisy chain your actions
- Exception: the N.B. link

Thanks.  
Questions?