

# Digital Ministry Coaching

## Lesson: Emails That Engage



CONNECT, WEEK #9  
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### Writing Engaging Emails for Prospects & Members

You should be emailing your members and subscribers on a regular basis. However, you don't want to flood their inbox with just fluff. You want your emails to have a purpose--to educate, inform, or build rapport--and you want them to engage with your audience (i.e. include a call to action). Below are a couple more important tips when writing your email sequences, as well as some examples to get you started.

#### Keep Them Short

- Life is busy. Keeping your emails short will spare your prospects and members their precious time. Don't try to be flowery with your messaging; write clear and concise. (Keeping your emails short and sweet enables your subscribers to use those extra minutes to follow through with your call-to-action.)

#### Be Personable

- Think of your mailbox. Think of all the "junk mail" you skip over and how excited you get when you see a hand-written note. The same goes for emails. Writing emails (with personable subjects) in a friendly manner are more engaging than the generic messages.

- Including a picture or name in your email signature are additional ways to help your prospects and members see your email as a personal note especially for them.
- Subject Lines Examples:
  - Let us know how we can pray for you
  - Did you know we have a podcast?
  - Got plans this Sunday?
  - We're hosting an open house...

## Expect a Reply

- Be sure your email includes a call to action! That's the purpose of sending nurturing emails is the build a relationship. You open the door with the email; now it's their turn to step inside.

## Examples For Content

- For prospective or new members:
  - Hi [Contact.FirstName],  
We're hosting a "get to know your community" luncheon next Sunday. Would you like to join us? [Link RSVP form]
  - Hello [Contact.FirstName],  
Welcome to the community. We would love to keep in touch; follow us on Facebook or Twitter. [Link social sites]
  - Hi [Contact.FirstName],  
Join us this upcoming Sunday for our worship service. If you can't make it, please let us know how we can pray for you. [Link prayer request form]
  - Hi [Contact.FirstName],  
Thank you for expressing interest in [Church Name]. We'd love to help you explore if we're the right church for you. To do this, here's some information you may find helpful:
    - We're located at [Church Address].
    - You can find our worship hours here. [link to worship hour webpage]
    - If you have any questions, please reach out to us at [Church Contact Email].
 We're looking forward to getting to know you!

- For current/established members:
  - Hi [Contact.FirstName],  
The holidays are here! Help our community by donating canned or boxed food for our holiday food drive
  - Dear [Contact.FirstName],  
You are cordially invited to the Grace Lutheran Children's Mass. Our preschoolers have been preparing diligently; please come support the kids as they reenact the "reason for the season!" (Don't forget to like the Preschool's Facebook page to stay up-to-date on events.)