



Writing a campaign email

Emails can be a strong campaigning tool, because they are a quick and easy way to grab the attention of your current and potential supporters. If you are running a campaign or there is consultation you want people to take part in, then write an email for us to send to Living Streets contacts in your area.

Make sure the tone is friendly and that you keep it short but sweet – people are often too busy to read a long email. Remember to get a second pair of eyes to look over your copy before sending it to us- it is always helpful to get the perspective of someone who is reading your email for the first time!

You can use the following structure to write an email for a Living Streets campaign.

Subject:

The best subject lines are short, crisp, and to-the-point. Here are some examples that you can use:

- Make streets in [name of area] safer for everyone
- Join your neighbours in campaigning for the children of [name of area]
- Together we can change the streets of [name of area]

Body:

Dear supporter,

Introduce yourself and your group: one sentence about who you are and why you are getting in touch.

Describe the campaign/ consultation/ petition in two sentences: what is it, who is organising it and why?

e.g The London Borough of Richmond-upon-Thames is currently running a consultation about introducing a borough-wide 20mph speed limit.

Link to a website or blog (use a hyperlink if possible) with a call to action.

A call to action is that specific part of your email's copy that focuses on getting the reader to do something. It is often hyperlinked. Our brand colour is pink, therefore Living Streets uses that instead of the more commonly seen blue for this purpose, e.g.

As someone who lives in South West London we are asking you to show your support. **Will you take a moment to have your say?**

Use facts and figures to highlight the importance of the campaign or the impact of taking part will have if it is successful. Try to keep to one short paragraph.

e.g If someone is struck by a vehicle at 20mph they have a 97% chance of survival. As well as improving road safety, lower speed limits and a culture of slower traffic on the road encourages more people to walk and cycle and to be active. Call to action. Ask people to join a mailing list, write to their MP or respond to a consultation.

Link to the same website blog above e.g.

Please spare a few minutes to take part in the Council's consultation.

Happy walking,

Your name

Your Living Streets Group

If you want to send emails to the wider list of Living Streets supporters in your postcode area, you can send the Local Group team copy with the information above. Please note we need 10 days' notice to create the email and send it out. Please also include the postcode prefix for the areas you'd like the email to go to.