



Promoting an event email

Emails can be an effective way to engage with people in your post code area who are signed up to Living Streets to come to your event. Make sure the tone is friendly and that you keep it short with all the details needed for people to attend.

Remember to get a second pair of eyes to look over your copy before sending it through to us, - it is always helpful to get the perspective of someone who is reading your email for the first time!

Here is a guide to writing an event email:

Subject line:

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

- Join us for [insert title]
- You are invited to xx

Body:

Dear supporter,

I'm [insert your name] from the [insert name] Living Streets Group. We'd love you to join us at our [insert type of event] [insert this week, next week, this month, next month etc.].

When: [insert day, date and time e.g. Tuesday 21 May, 3.45 - 5.45pm]

Where: [insert address, including postcode, and if relevant, the nearest tube, train, bus station e.g. Love Lane Green, accessed via Love Lane, London SE25 4NG.

Nearest Public Transport: Norwood Junction Overground or Harrington Road Tram

Access: [describe accessibility provision of venue, led walk pace and terrain online event]

What: [describe the event e.g. [Norwood Big Play Date]

Provide a link to a blog, website etc. e.g. Read more on our blog (hyperlink if possible)

Brief description of the event, who's involved and why it's important. E.g Come and celebrate with us and explore how we can improve walking routes to school. Our very own Love Lane youngsters will be talking about why they think safe routes to school, like Love Lane Green, are so important.

What will happen during the event and what, if anything do people need to bring or wear.

Invite readers to come along to the event. Include the same link as above.

Get in touch with us:

Link to your Local Group page

Link to your Twitter/Facebook/Instagram Social Media Accounts

For example: Sounds good? Then come along with your friends and family. [**Find out more about the event and our work to make Croydon a better place for walking.**](#)

Happy Walking

Your name

Your Living Streets Group

To send emails to other Local Groups

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.

