How to write an e-alert
Queries we receive

How can I send this information to my members?
How do I register for this event?
Do I need to book for this event?
Please advise what the cost is?
Is the venue wheelchair accessible?
Is the date correct?
Will there be a hearing loop?
Are there travel bursaries available?

We’ve put together some tips and tricks for writing e-alerts based on queries we’ve received from you and your members.
To send an e-alert to your members

Download the e-alert template from rsc.org/FormsDocuments and send it to networks@rsc.org. Each network can send one e-alert per month.

E-alerts go out on the first and third Thursdays of the month
• We need at least five working days to process an e-alert
• We need at least seven working days to process an e-alert to additional networks – we need to ask the Secretaries for permission

You can find upcoming deadlines in the Networks Newsletter
How to fill in the e-alert request form

We will use the information you provide to build your e-alert:

| **Subject line** | Use your subject line to draw attention and encourage the reader to open your message.  
Things to remember:
- Shorter subjects have higher open rates  
- Avoid all caps and words like “free” or “guaranteed” to avoid spam filters |
| **Preview text** | This is the text visible in an email client before the email is opened. Use this text to explain why your message is relevant but it must be less than 50 characters.  
The default text is “Upcoming Interest Group events” or “Upcoming events in your area”. |
| **Header** | This will be the text at the top of your message and should include a date and location, if possible.  
Include details here. Please note that we cannot include attachments or images.  
Things to consider:
- Make things easy for your members and include the essential information such as date, venue, how to register, and information about grants and accessibility.
- Longer messages are less successful; instead, direct your readers to a website for more information. |

This is what your message looks like in an inbox:

This is what your members see:

We’ve included tips in the form to help you get the most out of your e-alerts – email networks@rsc.org for a report on your open and click rates.
Checklist

- Have you included the essential information (i.e. date and venue)?
- Have you included a link to the event webpage?
- Have you checked that all of your links are correct?
- Have you included any relevant accessibility info?
- Has the event ALREADY HAPPENED?
  - Please check the date the e-alert will go out and remove events or registration deadlines that have already passed
- Is the message relevant or useful to the audience? Could it be targeted?
Other things to consider

E-alerts should only go to relevant audiences – we can filter the mailing list by things like membership type, employment type or career sector.

Are you providing financial assistance for the event? Have you mentioned this? What about the RSC Grants for Carers?

Have you included accessibility information for the venue?
Final sense check…

Think about how you like to receive information
  • Do you read loooooooooooooong emails?
  • Do you like to see the important information first?

Are you promoting more than one event?
  • Include a list or summary at the top with links and dates so that people can scroll to whichever events they might be interested in

You cannot include attachments in e-alerts
  • Include a download link to the conference or event flyer
General tips for inclusive communications

The e-alert templates have been designed to be inclusive and easy to read.
If you are going to use other mechanisms to contact your members, it’s worth considering that some effects used for emphasis make your email harder to read:

Choose a clear font: sans serif fonts are easier to read on screens

Be careful of coloured text: Red text is often blocked by SPAM filters

USE ALL CAPS SPARINGLY: TEXT IS HARDER TO READ AND ALL CAPS SUBJECT LINES ARE BLOCKED BY SPAM FILTERS

Blocks of centred text are harder to read as the eye must deal with a varied starting position for each line – use justified or left align for paragraphs of text

Download our quick guide to inclusive communications for member network committees for more tips.
Questions?

networks@rsc.org