POLITICAL CAMPAIGN EMAIL TEMPLATES

FOR POLITICAL CANDIDATES AND ORGANIZATIONS

An Online Candidate Guide

Political Campaign Email Templates

For Political Candidates and Organizations

An Online Candidate® Guide

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Thank you for purchasing Online Candidate® Email Templates. These templates are designed for easy editing and integration in your campaign correspondence. Modify, reword and expand the text to suit your needs.

Please note that these templates are licensed for a single user (campaign) only.

We welcome feedback on our products. Let us know what you think about this package and what we can do to improve it. Email us at contact@onlinecandidate.com

Your campaign is unique - as should your messaging. Use these templates to inspire your writing and help make your correspondence as effective as possible. Add, edit, reorder and piece together these samples as you see fit.

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Email Marketing Overview

Email is still one of the most effective ways for political campaigns to keep in contact with supporters. Sending messages through via email is faster and more cost effective than through print and traditional mail. Although social networking has grown and is getting a lot of attention these days, email is still the most the most popular means of contact.

Email is:

- **A way to communicate:** Email is one of the easiest ways to keep in contact with large numbers of people. Setting up an autoresponder (a series of messages that are periodically sent after a person has subscribed to a list through an email service provider) can help campaigns keep regular contact with supporters.
- **A way to enlist support:** As subscribers get to know and trust you, they become more likely to lend support to a candidate and campaign.
- **A way to solicit donations:** Recipients can be contacted repeatedly via email for contributions during a campaign.
- **A viral tool:** Email is an opportunity to provide subscribers with something that they may be motivated to forward on to others, thus increasing your visibility.
- **A way to segment your message:** With email marketing tools, you can segment messages based on the activity of the recipient. For example, you can send an email to only people who opened a particular email or clicked on a particular link through a previous message.
- **Part of a larger engagement:** Tie your blog to your email list so that each time you create a new post, your email list is automatically notified. With some email service providers, you can set up your email provider account to update your Facebook and Twitter accounts automatically when an email is sent. Automate your updates and reach more people faster and easier!

Sending bulk emails

Campaign emails and announcements can be sent through your own e-mail software, such as Microsoft Outlook or Eudora. If you use personal software, you will have to manually add and remove subscribers from your list. This can quickly become cumbersome.

For small campaigns, free or lower-cost solutions may be sufficient. For managing large numbers of email addresses, a higher end option may be necessary. If you plan to manage a large number of e-mail addresses, consider using an email service provider. Email service providers have relationships with internet service providers that will help ensure that your messages go through. Sending too many messages from a home e-mail account can trigger spam flags.

Any major email service provider is suitable for political campaign mailings. Generally, the overall features tend to be similar, though you may prefer specific functionality.

Some email service providers include, but are certainly not limited to:

- Aweber.com (we use this service, recommended, aff.)
- MailChimp.com (has a free version)
- VerticalResponse.com

Specific email vendors provide different features and options. If you can get a trial period, take advantage of the time and test the system. It can be painful to switch vendors in the middle of a campaign.

Building your subscriber list

The most effective way obtain a good email list is to build it yourself. Your subscriber list should be started as early as possible. Even if you don't have a website or formal email setup, use a signup sheet at your fundraisers and events. Have neighborhood-canvassing volunteers gather email addresses from interested people.

In addition to just gathering email addresses, try to get the person's name, address, email type preference (HTML or text) and perhaps information on the campaign issue that is most important to that person. This data can be saved in a

spreadsheet. The more information you have on your contacts, the more you can better personalize your messaging later.

Once you have a website, it will become your primary way of gathering emails. On your website signup forms, don't ask for too much information up front or you will frighten users away. Just a name and email address is all that is typically asked through web forms.

The wrong way to build your list is to purchase a list - unless you want to be reported as a spammer and have your messages blocked at the source.

Double opt-in your subscribers

Most legitimate email marketers use a 'double opt-in' method for adding email subscribers. When a new subscriber signs up, a confirmation email is sent to verify that they want to be added to the list. The recipient must authenticate himself or herself by clicking on or visiting a link in the message. Once this is done, the subscriber is added and they will receive future messages sent to the list.

Double opt-in ensures that no one receives emails that they have not affirmatively agreed to. This method is also referred to as a 'confirmed subscription' or 'closed-loop opt-in'.

Most paid email marketing systems either require or strongly encourage you to use confirmed opt-in for their lists.

Beware of paid email address lists. Many companies offering email lists for purchase are not scrupulous. Many addresses on their lists have likely been bought or stolen.

Your privacy policy

When gathering email addresses, your integrity is paramount. Create a clear privacy policy for your website that your subscribers' email addresses are protected and that you will not sell or rent them to anyone. Link to your privacy

policy from your email signup form and have a link to it from all your website pages.

It is recommended that you consult with an attorney when crafting your website policies.

Sample Campaign Website Privacy Policy

How we use your information: We will potentially use this information to send you news and information about the campaign. When you volunteer online, we may ask you to give us contact information and geographic information. We may use this information to send you material about the campaign or to contact you regarding your volunteer status.

Information on children: This website does not ask children 13 or under for any information that can be used to identify the child. We do not knowingly collect personally identifiable information from children 13 or under. Persons under the age of 18 and under are not permitted to contribute via the website.

Linking to other sites: Our site links to a limited number of other web sites. This site is not responsible for the content or the privacy policies of these web sites.

Protecting your information: This website has security measures in place to protect against the loss, misuse or alteration of the information under our control. Our server is located in a locked, secure environment.

Receiving campaign updates: We send e-mail subscribers periodic news updates about the campaign. If you do not wish to receive updates via e-mail or other communications from the campaign, you can remove your name from our mailing list at any time by unsubscribing through the unsubscribe

link in our messages or by contacting us at [email address].

Opting out and modifying information: If you need to change your e-mail address, you can unsubscribe from our mailing lists and sign up again using your new information.

Contacting us about privacy: If you are concerned about how your information is used, you should contact us directly. We may choose to update this online privacy policy in the future. Please check this page for any updates.

Spread the word

Within your messages, encourage your subscribers to forward your messages to their friends and neighbors. Another popular idea is to provide links in the message that allow recipients re-post content to their favorite social media sites. You cannot 'share' an email message, so you will either need have an HTML copy of the email on your website or a link to a static web copy set up through your email service provider.

Sending Your Emails

HTML, text - or both?

You'll need to choose between formatting your emails in HTML, plain text or both. HTML emails are designed like a web page, with images, colors and font selections. Marketers today generally use HTML over text for several reasons.

- HTML messages look better and are more attractive.
- HTML has a better click-through rate than text emails.
- You can track links better in HTML emails.

However, text emails offer advantages of their own, including universal readability, a consistency of look and a slightly better delivery rate.

Most email service providers allow you to send both an HTML and a text version of your email together (called a multi-part MIME). When doing this, you set up two versions of the messages. Recipients that are set up for text only will just see text emails, and users that prefer HTML messages will see your HTML version.

If you are not a fan of HTML, consider sending simple HTML messages using text with simple HTML formatting like bold, underline and italics.

Designing HTML email

The toughest part of coding email in HTML is that there so many different platforms available for reading email. They range from web-based email services such as Yahoo!, Hotmail, and Gmail to desktop software such as Eudora, Outlook and Thunderbird to even devices such as cell phones.

When creating HTML email, several standards should be followed.

1) Use HTML tables to control the basic layout and presentation. This means that for a two-column email, you would use a table with two cells, with separate tables above or below for a header and footer.

2) Use inline CSS (cascading style sheets) to control any other presentation elements. This means that all the style elements need to be built in. There is no separate style sheet.

3) No Javascript is allowed.

The easiest way to design an HTML email is to base it on an existing template and work from there. Email service providers provide ready-made templates that you can customize. Before any updated email template is used, it should be tested on several email clients to ensure that it looks right.

For more information, check out:

email-standards.org

A Plain Text User's Guide to HTML Email

Free HTML Email Template – "Welcome"

6 Common Email Marketing Mistakes

Contact information

Within every email, provide your campaign's full contact information, including a physical address and phone number. You should also include any necessary campaign disclaimers, as well.

Simple unsubscribe

A true but sad fact is that some people may want to unsubscribe from your email list. Maybe they're convinced already convinced to vote for you, or maybe they've gone for the other person. Whatever the reason, you'll want to make it easy for them to unsubscribe from your list. If you don't, then people could mark your messages as spam, which can affect the deliverability of your messages. Simple unsubscribe functionality is standard with most email service providers.

Personalizing your messages

One advantage to using an email service provider is that they can hold specific data about your subscribers. This can include name, email, address, interests, political party and more. When this information is included with your subscriber's data, you can do some interesting things with your messages.

Adding the user's name into the message is the most common form of personalization. To do this, an email service provider requires that you use a placeholder such as '{!name}' in the email copy or template. When the message is sent, the bracketed information is replaced with the recipient's name. Doing this with additional fields can further personalize the message and build a greater connection with the recipient.

Consider personalizing by the recipients:

- Name
- Town or location
- Voting district
- Issue

Sending issue-related messages to specific recipients may be tougher to personalize. That's where *list segmentation* comes in - where a message is sent only specific people meeting specific criteria. For example, if you want to send a message about the local traffic issue, you can segment users based on what issue or issues they have listed as important. Sending a targeted message will likely result in a higher email open rate and a better overall response.

Email Tips

A well-crafted email message is like laying out a web page. Put your most important information at the top of the message. The content of your email should interest and engage your audience. Some of your content will probably come from your press releases, but be sure that your email offers information that is not readily available elsewhere.

Typical email topics include:

- News about your campaign, including successes and setbacks.
- Information about upcoming events, such as fundraisers or rallies.
- Campaign staffing or supporter news.
- New additions to your website.
- Endorsements.
- Requests for volunteer and financial support.

Email subject lines

Subject lines are the first thing a reader sees, so they need to be good. You have just a few short words to provide a compelling reason to open the message. Trying to be too 'cute' with the subject line may get your newsletter ignored or, worse, eliminated by spam software. Users may delete a subject line that looks too much like spam (e.g., Important Information – Open Now!). Sometimes the best subject lines are the simplest, such as 'John Smith for Mayor – Second Debate Information'.

With your campaign name prominently displayed in the subject line, you have a better chance of the reader noticing the familiar name and reading your message. This also gives the reader an easy keyword to add to their spam filter's white list, ensuring that your future messages are sent directly to their inbox.

In addition, use a consistent 'From' name that identifies you as the sender of the message. Most politicians use their title and name. This helps identify your messages to recipients, making it more likely they will open your messages.

If you use an email vendor, track the 'open' rates of your messages. That measurement indicates the effectiveness of your subject lines.

Calls to action

In any broadcast, limit your request to a single, clear call to action. Asking for too many things will only dilute the message. Typical calls to action include asking people to donate, volunteer, watch a video, read a news article, follow on a social media website, or even request a forward of the message to friends.

Successful emails tend to stick to one topic per message. Even if you have a few things to talk about, it's better to send a few messages over a few days than to cram everything into a single message.

Weave into every message a reason why the reader should donate or otherwise support your campaign.

Don't be a broken record

People will donate time and money after they have established some level of affinity with a candidate or cause. Inform and enlighten your subscribers throughout the campaign. Turning your campaign emails into a constant barrage of "send money and volunteer your time" will not help. Specific requests for time and money during a campaign are great, but if these requests are all you use your emails for, then don't expect much success (or to keep many subscribers).

Political Spam

The CAN-SPAM Act, signed into law in December 2003, established the first national standards for sending commercial email. 'Political spam', such as email sent from or on behalf of a candidate for public office, or in support of a political issue or initiative, does not fall under the legal requirements of commercial email spam under CAN-SPAM.

So, does this mean that you can rent a list of voter email addresses and send messages to them?

Well, you could. As a political candidate, the law and the First Amendment may well protect you when your campaign sends unsolicited political email. But that

does not mean you can ignore all legal issues. For example, campaigns that accept federal funds may be required to comply with certain disclosure requirements. In addition, you could be liable for spreading false or misleading information via email – if that is your purpose.

Spam is generally associated with scams and offensive products. Unsolicited political spam is probably as just unwelcome to an average voter.

Make it easy to unsubscribe

A true but sad fact is that some people may want to unsubscribe from your email list. Maybe they are already convinced to vote for you, or maybe they've gone for the other guy. Whatever the reason, you'll want to make it easy for someone to unsubscribe from your list. If you don't, then people could mark your emails as spam, which can affect the overall deliverability of all your messages. Simple unsubscribe functionality is standard with vendor-hosted email systems.

Tracking email success

Web analytics are not limited to web pages and social media. Most email marketing vendors also provide analytic tools. Knowing what your subscribers are clicking on in your emails will enable you to refine your messaging.

These are your most important questions:

Which messages are being opened? How many emails are being read? Are the subject lines effective? Is material at the top of the message interesting enough that a person viewing the message in the email preview pane would be encouraged to open up the message to read it?

Which links are being clicked? Even if the messages are opened, are readers reacting by clicking through to your site, video or donation page?

How well are your messages converting? Are requests for volunteers, donations or clicks being answered? What messages are performing best?

Which pages of your site are they visiting? Once visitors are on your site, do they leave immediately or stick around? Where do they go? What can you do to keep them from leaving?

By appending your email links with a campaign ID (http://mysite.com?CID=eml001), you can track email visitor traffic within your website analytics program. Some services will convert email links for tracking automatically.

Keep your list

Don't shut down your list after the election. If you've won, keep in touch with your constituents. If you lost, you can still reach out to supporters and use your list if you decide to run again in the future. If you do not keep your email service provider, be sure to download the subscriber information and hang onto it. You never know what the future will bring!

Additional tips

- **Messages that are personal, informal and direct in tone tend to perform better than generic, form-like messages.** Campaign staff, volunteers or even relatives of the candidate can even send messages to subscribers. However, the sender should be identified within the message and voice of the message needs to be consistent with the sender.
- **Over time, casual supporters can be brought to higher levels of engagement.** This would include converting email list members to become donors, then recruiting donors as volunteers, and then promoting volunteers to greater authority as precinct leaders and organizers. Some people will volunteer right off the bat, while the majority will need to be prodded down the path.
- **Limit your request to a single, clear call to action**. Asking for too many things at one time dilutes your message.

- **Capitalize quickly on big events,** such as a campaign success or an opponent's mistake.
- **For contribution requests, make it clear where money is going.** Examples include specific television or radio ads or a final mailing before Election Day.
- **Where possible, target your mailings** to recipients by issue interests, location or even past actions (such as prior donors).
- **Ask supporters to link to and share your content with others.** At a minimum, a candidate can ask supporters to forward a recruitment or information email to others, visit and comment on new material such as videos or news articles.
- **Test your messaging** to see what headlines and copy works best. Some email vendor services include this functionality. If they do, take advantage of it.
- **Proofread** every message before it is sent!

Finally, never send attachments of any type. This often leads to entire messages being deleted by spam-blocking software. If necessary, upload the file to your website, and include a link in the message.

A final note

For any campaign email you send to a subscriber list, assume that your opposition will receive a copy. Never send critical or sensitive information to ANY mail list containing recipients that you cannot absolutely verify. For sensitive communications, use a private e-mail account to send messages to specific recipients. You'd be surprised how fast a wayward message can travel.

Email Autoresponders

*Autoresponder*s are a great tool for email marketing. They are a series of sequential messages that are sent to subscribers over a period of time. Autoresponders are designed to get your message to the same audience repeatedly. Most autoresponder packages are seven or so messages – based on the old seven-message marketing rule.

The length of your campaign will influence how many autoresponder messages you'll want to set up. Since you don't know when someone will sign up to your email list, you'll want the messages to not be time-related. As your campaign ends, you'll want to suspend your autoresponder messages so they don't keep going after the election.

Map out your email narrative ahead of time. Each message can be stand-alone, while forming part of a larger theme. Notice that none of the above messages are designated solely as fundraiser or volunteer solicitations. That's not to say that you won't mention that your campaign is looking for volunteer support or that if someone wants to contribute to the campaign, they can do so. In fact, you'll want to have that messaging somewhere in every message. Autoresponder messages are designed to build trust in the candidate and a relationship with the campaign.

Once you have these messages written, you can set up an automatic system that will periodically keep in touch with your subscribers, provide them with useful information, and make them more aware and receptive to the other messages you will send during the campaign.

Sample Autoresponder Sequence

Below is a sample autoresponder sequence that can be used for a political campaign. Each message should be customized to the specific campaign, candidate and issues. You may decide to have more or fewer messages in your autoresponder sequence. It is up to you.

The following sample autoresponder messages are just that – samples. They can be rewritten, reordered, sent as individual email broadcasts or eliminated altogether.

Autoresponder Confirmation/Introduction Letter

This is a brief thank-you for joining the list, along with some basic information about the campaign. This is normally sent immediately after the user has confirmed their subscription to your list.

Thank you for subscribing

Dear [Name],

Welcome to [mail list name]. [Your email address and interest preferences have been recorded in our database.] In the future, you will receive periodic emails with [updates and news about our campaign].

Privacy is important to us. Be assured that we will not sell, rent, or give your name or address to anyone. At any time, you can select the link at the bottom of every email to unsubscribe [or change your email preferences].

Thanks again for registering. If you have any questions or comments, feel free to contact us.

In the meantime, please 'Like' us on [Facebook + link] and follow us on [Twitter + link].

Sincerely,

[Sender]

Autoresponder Message: About the Candidate

This is a short message about the candidate, giving a bit of history and reasons why they are running for office. This could be set up to be sent a day or two after the introductory message.

Why I am running for [Position]

Dear [Name],

Having been involved in [name civic activities] since [time period], I have long worked for positive change in [location]. I've lived in [location] for [time period]. [Provide a sentence or two about yourself, family and profession.]

I want to bring [fresh ideas and positive solutions or other attribute] to the [appropriate government body] by running for [position]. I want to see [result of issue success]. [Add additional results you would like to see on this issue.]

[Optional paragraph] My opponent is [describe opponent without naming him or her. Provide background of how long in office, if unopposed in previous elections, etc.] It's for these reasons that I have decided offer the voters of [location] a real choice [in this election].

This campaign will also require a strong and organized [grassroots organization/operation]. I cannot do this alone. That is why I'm glad you have decided to join my campaign and help make a real difference [in Location].

Please visit us at [www.websitelink.com] to learn more.

I look forward to serving you as our next [Position].

Sincerely,

[Candidate]

Autoresponder Message: Position Statement

This message provides a rundown of the candidate's basic positions and philosophy.

How do you feel about [Policy]?

Dear [Name],

I entered this race so we could [describe change or position you want to change or maintain].

This issue is important to me because [list reason(s)]. Currently [we/legislative body] [what is currently being done that is wrong]. [Include an additional sentence or two to describe the issue]. We need to find ways to [describe result of solving the issue].

If you agree that [position you've taken] is important, then please help spread that word about our campaign by making a contribution of [$25, $50, $100, $250, or maximum amount]. Your contribution will help raise the funds needed to [get our message out to the public/replace legislative body with new leadership].

You may contribute [here – link to your online donation page].

Thank you in advance for your support.

Sincerely,

[Candidate]

Autoresponder Message: Online Presence

In this message, we focus on the features of the candidate's campaign website and invite the subscriber to follow the candidate through the site, Facebook, Twitter or other ways.

How to follow [Campaign]

or

Keep up with [Campaign/Candidate] online

Dear [Name],

There are many ways you can follow us online for the latest campaign updates. In addition to our website at [www.yourwebsite.com], we are also on [Facebook], [Twitter] [or you can follow us through our RSS feed]. [For text alerts, text NUMBER to TEXT KEYWORD.]

You can also help spread the word! There are a number of easy things you can do to help let others know about our [campaign/fight].

[Note: In these items, link to your social profiles and website where bracketed]

On [Facebook], 'like' our website, specific website pages or articles about our campaign.

[Tweet] or retweet information about the campaign.

[Forward] our email messages to friends.

Link to our [website] from your own website and social media pages.

Talk to your friends and neighbors about the campaign.

[Request a sign.]

[Volunteer to help.]

[Make a donation – link to online donation page.]

Whatever you can do to support the campaign is appreciated. Please help us grow this movement and convince voters that it's time to [elect Candidate/replace Opponent with Candidate] on [Election Date].

Sincerely,

[Sender]

Autoresponder Message: Position Statement

Again, we take a few of the most important issues and discuss the candidate's position. We also spell out the benefit of supporting the candidate and suggest the recipient get involved with the campaign if they agree and want to help.

[Candidate] [Supports/Opposes] [Issue]

Dear [Name],

As a candidate for [position], I want to bring the following to [location]:

[Position policy 1]

[Position policy 2]

[Position policy 3 … and so on]

It is time for [us/the people] to take action.

Our organizers and volunteers [have/will be] putt[ing] up signs, knocking on doors, and making calls to your friends and neighbors. Your support will help to fund these efforts.

Please donate [minimum amount] or more to help grow this movement before [election/primary date]. You may do this online at [www.websitelink.com]

Thanks, as always, for your support.

Sincerely,

[Candidate]

Autoresponder Message: Wrap-up and Reminder

Highlight the main points of your first few messages to reacquaint yourself with the subscriber. This is important for people who may have missed earlier messages.

Even Small Actions Make a Difference

Dear [Name],

Together, we'll make sure [location] never returns to [the failed policies of the past]. That means moving forward with our plan to win the [year] election.

I look forward to [list changes you will make when elected or mention opponent that you want to defeat].

Spread the Word

You can help let others know about [Candidate/Campaign].

Talk to your friends and neighbors about the campaign.

[Request a sign.]

[Volunteer to help.]

Follow us on [Facebook] and [Twitter]. [Link to profiles.]

Forward our email messages to friends.

Link to our website from your own website and social media pages.

Small Donations Make a Difference

I don't look to [name specific special interests or influencers] to help me in my [re-]election campaign; I look to you. Your donation of [$25, $50, $100, $250, or maximum amount] will help me win [re-]election and return to [legislative body] to fight for [the people/specific issue].

Thank you for all you do.

Sincerely,

[Sender]

Campaign Email Samples

With a little work, just about any campaign letter or press release can be formatted into an e-mail message. Generally, you want to make e-mail messages direct and to the point. E-mail today is read over a variety of platforms, including mobile phones, so brevity is important.

[Candidate] secures primary

Dear [Name],

We did it! Without your help, we couldn't have won the primary. When the votes were all counted on [Election Day], we had [percentage] of the vote and had carried [number] out of [number] precincts.

I'm writing to say thank you. You helped put our message to the voters of [Location].

[Best of all, it worked!]

Now we face our toughest challenge: [opponent name].

It's going to be a tough battle - but one we can win. Our message is the reason for our success. During this campaign, it's become clear to me that the people of [location] want a [legislative position] who will [describe campaign platform elements].

Despite our victory, we still need your help. We spent every dollar we had on the primary, and without more money to keep our message in front of the voters, we will lose everything we've gained so far!

Please make a donation today through our website at [www.websitelink.com]

Your support is crucial to our success. We need to raise [$ amount] in the next [number] weeks.

Thanks in advance for your continued support.

Sincerely,

[Sender's name]

Here's our advantage

[Name],

There's only one way to wake up the morning after an election -- and that's without regrets.

There's only one way to be sure that's how we wake up on [Election Day] - by giving everything [we've got/we have] in these last [number] days.

What we are doing is working. [I'm/We're] seeing positive signs everywhere. [List a sign or two, such as early voters, rising polls, new endorsements, etc.]

But we have less than [a week] left, and we need to [step it up/dig deep].

We can't let up now.

There are [list work to be done, such as volunteers ready to go canvass, flyers to be printed, phone banks to staff, etc.]

Please donate $[amount] or more today to help keep our advantage this election. [http://www.campaignwebsite.com]

Thanks for all you do.

Regards,

[Candidate]

Upcoming campaign events [for Candidate]

[Name],

We have [number] days until the [primary/election]. Let's make the most of them! There's an exciting series of opportunities lined up for the next few days. Please find one that fits your schedule and [lend a hand/join us].

Upcoming event[s]:

[Event 1 Title]

What:
When:
Where:

[Event 1 Title]

What:
When:
Where:

[Add further events as needed]

[Candidate] needs your help become [elected position]. Please plan to attend [one or more events] or donate today at [websitelink.com]

[Campaign Slogan]

Regards,

[Sender]

Get involved in changing [Location]

Dear [Name]:

[Location] is at a [historic] crossroads. Despite the mounting challenges facing our [town/city/state], [Opponent or opponent's party] [is/are] turning a deaf ear to the voices of the [people/residents]. Bent on [runaway spending/restrictive laws/overdevelopment/other issue(s)], it’s clear that [Opponent/opponent party's] priorities do not reflect those of the [public/voters].

Fortunately, you can do something about it.

It’s not too late for you to get involved. For more information on how you can help change [our government/location], visit us at [website link].

Thank you,

[Sender]

[Endorser] endorses [Candidate]

This is very similar to a press release. It can be used to let recipients know that the candidate's popularity is growing.

Dear [Name],

[Endorser Name] today announced their support of [Candidate] for [Position].

"Since [he/she], [Candidate] has been [list qualities] to help [name current issue]," said [Endorser Name], "[Description of Endorser's Job/Status or relationship to organization]. "[Add another reason why candidate has been endorsed.]"

Citing [Candidate's last name]'s [campaign platform plank], [Endorser's Last Name] said, "We believe [Candidate] is the [man/woman] who can best lead [location] in the right direction as we [cite current challenge]."

[Add a paragraph about what the candidate has done for this related organization or effort that has benefited the endorser and or the endorser's organization.]

"We're going to [support/help] [him/her] every step of the way," [Endorser's Last Name] said of [his or organization's] support for [Candidate].

"Through [his/her] experience and performance [list positions, service], [Full Candidate Name] has proven [to us] that [he/she] has the [qualities - such as integrity, vision, will] to be the next [position] of [location] [– and we want to help him achieve that goal]," [Endorser's Last Name] said.

We are [thrilled] to have this endorsement! [Add additional comment.]

Regards,

[Sender]

[Event name] reminder

[Name],

This is just a reminder of the [Event name] for [Campaign/Candidate].

[Include short description of the event.]

What:
When:
Where:

[Optional] We are still looking for [people to work the event]. If you are able to help, please contact [contact information].

We hope to see you [there/Event name]! [Don't forget to bring a friend.]

Regards,

[Sender]

The real [Opponent's Name]

Dear [Name],

If you follow [local] politics, you hear a lot of [crazy, radical, outlandish quotes] from people running for office.

But [Opponent], [opponent's elected position], [has gone/goes over] over the top.

Now, there's a new [web page/website] in which some of his most [outlandish/dangerous/offensive/rediculous] statements can be seen and heard, in [his/her] own words:

[http://www.yourlinkurl.com - web page or microsite designed to showcase opponent's statements or actions.]

It's critically important that you share this [site] with others[, whether they live inside the district or not]. The fact is that [Opponent] raised $[Amount] dollars last quarter, and about $[amount] this cycle.

This is a very close race, and we need to get the word out [locally/nationally] about who [Opponent] really is and his [extreme/radical/dangerous] agenda - before Election Day.

[Opponent]'s comments include:

[List several statements and positions that Opponent has recently made that are backed up by your web page or website.]

Please help stop [Opponent] today. Forward this email and if you can, contribute to the campaign against [Opponent] by [donating here].

Thanks for your [continued] support.

[Candidate]

Do you like [name of bad policy]?

Dear [Name],

[Opponent] is at it again.

[Last week/yesterday], [Opponent] was one of [number] members of [Elected Body] who voted to [name what person voted for, and why it hurts the local community].

[Optional paragraph] His [vote/policies] [was/were] so [outrageous] that [several upset groups] [took out ads somewhere/released press releases] criticizing [him/her].

We need members of [Legislative Body] who will work to [fix specific issue], not side with special interest [polluters/developers/etc.]. Help me protect [location/group/issue] by helping me defeat [Opponent].

One of the reasons why I'm running for [Legislative Body] is because we need to [fix issue]. That includes [doing what is different than Opponent].

Help me defeat this [anti-environment/anti-child/etc.] [Legislator]. Contribute to my campaign today at [include link].

My opponent will have [special interest polluters/developers/etc.] on his side this election, but I have you. Together, we can protect [our quality of life/location/other].

Sincerely,

[Candidate]

Check out our latest [brochure/mailing]

Many campaigns send email versions of print materials. Don't do this with every piece of material your campaign creates – share only your best stuff!

[Name],

Here's a preview of our new [mailer] [about issue] that is being sent [this week or specific date].

[Optional] Your donation right now will help us get this [brochure/mailing/message] to voters in [Location]. Visit [www.websiteurl.com] to contribute.

Regards,

[Candidate]

[Material goes here. Alternatively, you can include a link to a web page or file that contains the material.]

I need your help

This is primarily a fundraising push message.

[Name],

We all have a choice to make [this election/in the next X days].

It's not just a choice to vote, or a choice to knock on one more door, make one more call, or talk to one more voter.

Together, the choice we must make is to continue what we started.

The outcome of this election will determine not just who holds power in [location/institution]. The decision we make in this election is going to set the direction of [location] for years to come.

I need you fired up in [location].

Will you donate $[amount] today -- and fund the final push?

[I know this is a difficult election.] [Include optional paragraph about opponent and what they have done or not done while in office.]

[So] if you care about [major issue, such as better government], I need your [help/voice].

[Optional] If you care about [another major issue] -- I need your [help/voice].

[Optional] If you care about [another major issue] -- I need your [help/voice].

There is [number of days] to go -- what [all of] you do right now will decide this election.

Please donate $[amount] or more -- and let's finish strong in this [final stretch/number of days]:

[www.websitelink.com]

Thank you,

[Candidate]

[Number] things you didn't know about [Candidate/Opponent/Location]

Email headlines that contain numbers tend to have a higher open rate. This style of email can be used several times in a campaign, possibly in sequence if you make each of them about a different subject.

Dear [Name],

Here are a few facts about [Candidate/Opponent/Location] that you may not have known!

[List your facts as bullet points.]

[Optional] [Conclude with a paragraph that ties the points together, such as why a Candidate is fit to be elected or an Opponent fit to lose.]

[Optional] To learn more about [Candidate/Opponent/Location], visit [www.websiteurl.com].

Please pass this [message/web page] along to an interested friend or neighbor.

Sincerely,

[Sender]

What would make [Opponent] [do/say] this?

This is an attack message on an opponent. It can be modified for most any situation. It is best to send these types of messages as soon as possible after an incident in order to get the most response.

Dear [Name],

[First sentence or two should address Opponent and the fact that he or she likes to say or do things that play to a certain audience, or that he or she simply cannot keep from saying or doing offensive things.]

His latest: [List Opponent's offensive quote or action.]

We must put a stop to [Opponent], who has already raised over $[amount] with this [rhetoric/behavior]. Please contribute today.

[www.websitelink.com]

We must reject this kind of inflammatory, offensive [discourse/behavior]. It represents the worst in politics - regardless of our differences [on specific, isolated policies]. Our [town/state/country] deserves better.

Help reject [Opponent] and fight back against these outrageous [lies/distortions/actions]. Contribute today by visiting [www.websitelink.com]. [There are only [number] days left until the [election]!

[Candidate]

PS: Please pass this [message/web page] along to an interested friend or neighbor.

The [Number-Day] Blitz in action

This message can be used for short-term fundraising operations. It can be used to pay for a particular item, such as a mailer or ad or to raise money in general. Targeted fundraising goals tend to perform better.

Dear [Name],

[Optional] I'm the [sender's campaign position] in charge of [duty or role, optional].

[Describe current state of campaign. This can be a shift if polls, major event or new media coverage.]

This is the moment we've been working for. I want to encourage you to support our [Number-Day] Blitz. With your help, our action plan to ensure that our [describe goal, such as new ad or mailing to reach a certain number of voters. Be specific in describing your goal].

We need to raise $[amount] by [date] to fund this effort. Will you join us and sponsor our [Number]-Day Blitz?

Every dollar is critical if we are to keep the pressure on [Opponent]. Please consider donating today at [websitelink.com].

Thank you so much for your support and all that you do [that makes this campaign possible].

Sincerely,

[Sender]

[New] poll shows [Candidate] closing! Let's keep the momentum

This can be edited for if an opponent is closing, as well.

Dear [Name],

With only [weeks/days] away, [Candidate] has the momentum.

The new poll of [number] likely voters shows [Candidate] has closed the gap between [himself/herself] and [Opponent] to a mere [number] points ([%] for [Candidate] to [%] for [Opponent]). [Opponent], the [X-year incumbent], has lost ground as [undecided] voters have begun breaking to [the challenger/incumbent/challenger].

Please donate as much as you can to help us send [Opponent] packing on Election Day!

There's a reason [Opponent] is below 50%. [List specific reasons; perhaps mention how opponent has reacted to recent problems or issues.]

[Sentence how Candidate will be or is different from the Opponent.]

[Specific media outlets] has all reported the facts: [Opponent actions have hurt voters/cost money/lost jobs/etc.]

Please donate today and help us convince voters that it's time to [elect Candidate/replace Opponent with Candidate] on [Election Date].

Sincerely,

[Sender]

Emergency mobilization

This can be a standalone message or used as a reminder for a donation blitz campaign.

Dear [Name],

We need your help and I am going to keep this brief.

We are on the path to victory - but the race is still very, very close! [At this point, it's touch-and-go.]

What is certain is that our campaign [to bring change] is having an effect. At this pivotal moment, we are dramatically ramping up our outreach efforts to keep the pressure on.

Your [emergency] donation right now will help support [phone-banking/radio spots/neighbor-to-neighbor advocacy/literature mailings, etc.].

[www.websitelink.com]

This may very well be our last, best chance to [win this election].

Thanks in advance for your continued support.

Sincerely,

[Candidate Name]

Goal within reach!

Dear [Name],

[Date] is the deadline for [Campaign/Candidate] to raise money [this cycle/for specific goal, such as the Number-Day Blitz].

We are on pace to reach our initial [fundraising] goal. We need to raise just $[amount] more dollars to meet this milestone. Your support has been pivotal in helping to [spread the message throughout Location or other goal].

Your donation of [$100, $50, $25, $10], even [$5] will go a long way. You can donate [online 24/7] using any major credit card or check at [websitelink.com].

Sincerely,

[Sender]

Today is Election Day

This message can be used before a primary as well as a general election day.

Dear [Name],

Today is Election Day!

It's been a hard fought campaign and I want to thank all of you who have supported me with your efforts, words, contributors, and thoughts. I have been asking for your help for months but I have one final request:

If you live in this district, don't stay home - please come out and vote! [Might want to link to voting resources.]

[Optional paragraph.] If you're anywhere in range of the district, please come help volunteer in [Location][- or sign up to volunteer at [yourwebsite.com].]

[Optional paragraph.] For everyone else, please send good thoughts our way!

[Opponent]'s reign must end, and today, with your help, we will send shockwaves through the [town/state]. I can't tell you how proud I am of the [grassroots] campaign we have run. [Add additional positive comment about the campaign or how it has succeeded in changing the political landscape.]

Again, words can't describe how grateful I am for your support. Let's push it through.

Onward to victory!

[Candidate]

Thank you (won election)

This message can also be used to replace a campaign website's home page text so visitors know the results of the election.

Dear Friends & Supporters,

We won!

This victory is for all of us. It could not have been done without you. Thank you for your generous donations, for your phone banking, for your tireless precinct walking. We built a movement [to change location] - and we did it!.

Here are the results of [last night's/the] election - [Candidate]: [%]% ([number of votes]) to [Opponent]: [%]% ([number of votes])

I am particularly appreciative of our tireless campaign staff who kept our headquarters buzzing and catapulted the campaign into the [local/state/national] spotlight. I am also thankful for the work of our volunteers who helped in so many ways.

Many of you donated your hard-earned money. Without you, this would not have been a fight.

[Insert personal sentence or two detailing that candidate looks forward to moving on his/her agenda.]

Again, I thank you with all my heart for your support the whole way through.

Sincerely,

[Candidate]

Thank you (lost election)

This message can also be used to replace a campaign website's home page text so visitors know the results of the election.

Dear Friends & Supporters,

Thank you for everything - for your generous donations, for your phone banking, for your tireless precinct walking. We are building a movement - and change will come.

Though I am disappointed with the results of [last night's/the] election - [Candidate]: [%]% ([number of votes]) to [Opponent]: [%]% ([number of votes]) - I am comforted to know that so many hard-working [and visionary] people came together to mount a strong and vibrant campaign.

I ran to bring [reason(s) why you ran].

Unfortunately, the majority of voters chose to [maintain the status quo/to elect Opponent].

I am particularly appreciative of our [great/tireless] campaign staff that [kept our headquarters buzzing and] catapulted the campaign into the [local/state/national] spotlight. I am also thankful for the work of our volunteers resulting in over [number] calls and door knocks.

Many of you donated your hard-earned money. Without you, this would not have been a fight.

For me - the struggle does not end. I know this is true for you, as well.

Again, I thank you with all my heart for your support the whole way through.

Sincerely,

[Candidate]

The campaign is not over

A message like this can let supporters know that you are continuing your work and that they should stay involved.

Dear Friends & Supporters,

Although the election may be over, the work [and movement] of our campaign continues.

[May want to describe the previous campaign, and explain the problem still exists.] Because of this, the struggle does not end. We will be [describe the next step in what you will be doing.]

You will hear from [me/us] soon. In the meantime, [I/We] can be reached through [contact information] [and at www.websitelink.com].

Thank you for your support. [The best is yet to come!]

Sincerely,

[Candidate]

Email Checklists

Use the checklists below to help plan your email campaign strategy:

Campaign email setup

__ Begin contact/email list from volunteered information at in-person events.

__ Segment contacts to enhance reporting data.

__ Select your email system or vendor.

__ Create online signup forms for website.

__ Set up initial confirmation message.

__ Create follow-up autoresponder messages.

__ During the campaign, test send times and subject lines to improve open rates.

__ Segment messages to specific users based on interest or participation.

__ Track open and click rates for response.

__ Shut down autoresponders before the campaign ends so subscribers do not get messages post-election.

__ Maintain contact post-election with supporters.

Campaign email checklist

__ Has the message been proofread by several people?

__ Do all the links work?

__ Has the email been tested to be sure it appears right in multiple email readers?

__ Will the recipient's name appear in the salutation?

__ Is there a narrative behind the message?

__ Does the message appeal to emotion?

__ Does the narrative create urgency? Why does the reader need to act NOW?

__ Is this message different than others you've sent?

__ Are there file attachments with this message? If so, remove them, upload them to your website and include a link in the body of the message.

__ Is there an 'ask' (for a donation, to view a video, forward to a friend, etc.)?

__ Does the email landing page work? Is it effective?

__ Are any required disclaimers missing from the email or landing page?

__ Is your campaign information on the bottom of the email?

__ Is there a way for the recipient to unsubscribe?

About Online Candidate®

Online Candidate provides affordable campaign website packages. Domain registration, hosting, a built-in content management system and tools are included. Accept online donations, recruit supporters, add events, upload photos and more.

Visit us at https://www.onlinecandidate.com and https://www.onlinecandidatewp.com for WordPress solutions.

Follow us online:

https://www.facebook.com/onlinecandidate/

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