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| **WORKBOOK: Email Campaign Strategy** |

**BACKGROUND INFORMATION:**

Your Digital Director and senior leadership at Climate STRONG have asked the digital team to brainstorm a campaign to call out climate deniers. The Finance Team sees this as a great opportunity to raise funds. Based on similar campaigns the organization has ran in the past, the Finance Team projects a goal of $50,000. The Grassroots Team sees this as an opportunity to bring in 100 new volunteers in the key states of Ohio, Kentucky and Florida. Your campaign should target different audiences – from strong supporters like monthly donors and active volunteers to potential new donors and supporters who care about climate change. The Digital Director has asked the entire digital team to be available to help with the project.

Climate STRONG, along with 97& of scientists, believes that climate change is real and man-made, and it is affecting communities in every part of the country. Yet too many our elected officials deny the science of climate change. Along with their allies, they are blocking progress in the fight against climate change. The campaign should focus on one or more of these Climate Deniers https://www.barackobama.com/climate-change-deniers/#/

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| **STEP 1: BRAINSTORM GOALS** |

Become familiar with the digital campaign we have been running at Climate STRONG. Then brainstorm your vision for your email campaign by answering the following questions:

What is the goal of your email campaign?

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Who is your audience?

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What do you want your members to do?

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Why should your members donate to the goal?

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| **STEP 2: CRAFT YOUR ASKS** |

No that you have your campaign goals, determine your asks. Come up with three asks you would like to make in chronological order. To complete your work, consider the following:

* What are you asking your audience to do?
* Where are you linking them to?
* Which ask comes first?

**ASK #1: 1st email**

Description:

Link Description:

**ASK #2: 2nd email**

Description:

Link Description:

**ASK #3: 3rd email**

Description:

Link Description:

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| **STEP 3: DESIGN YOUR ANGLES** |

Come up with three angles for your three asks. Keep in mind that your angle provides a different viewpoint for why someone should respond to your ask.

**ASK #1 ANGLE:**

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| **Don’t miss out on activities in your area.** |

**ASK #2 ANGLE:**

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| **Do climate deniers speak for you? If not, let them know today.** |

**ASK #3 ANGLE:**

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| **You and I cannot do this alone. Let’s grow the movement and unite against climate deniers.**  |