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| **WORKBOOK: Email Content Production** |
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Today you will write an email in response to the scenario presented below. First, keep in mind that the structure of an email include:

* Greeting
* The Lede
* Above the fold (ATF)
* The Ask
* Naked URL
* Below the fold (BTF)
* Closing
* Subject Line

**SCENARIO:**

One of the world’s most important sentinel sites for measuring levels of carbon dioxide recently reported that levels had recently risen above the symbolically important figure of 400 parts per million. It has been millions of years since atmospheric levels of CO2 have risen so high. Even with all of this information, Climate Deniers in Congress still insist that we should not take any action.

Scientists overwhelmingly agree that acting to curb current global emissions can actually decrease global temperatures. Not acting could contribute to extreme weather, food and water shortage, and global instability.

Climate STRONG would like to deliver a petition to Climate Deniers urging them to act on climate. This email should come from Climate STRONG’s Policy Director, Ernesto Garcia and ask active supporters to sign the petition.

Resource: <https://www.barackobama.com/climate-change-deniers/#/>

**EXPERIENTIAL ACTIVITY #1:**

Write the Ask and then the Lede for your email, which should respond to the following scenario:

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**EXPERIENTIAL ACTIVITY #2:**

Follow the structure of an email to draft the rest of your email. Remember that an effective email delivers a message that is authentic, relevant, and inspires your reader to respond to your call to action.

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| GREETING: |
| LEDE: |
| ATF: |
| ASK: |
| NAKED URL (YOU CAN MAKE IT UP): |
| CLOSING: |

**PEER REVIEW:**

**How does the email draft follow ARE (Authenticity, Relevance, Efficacy)?**

**Authenticity-**

**Relevance-**

**Efficacy-**

**Suggest a Subject Line:**