

# 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](https://www.rsc.org/FormsDocuments) and send it to [networks@rsc.org](mailto: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](#)

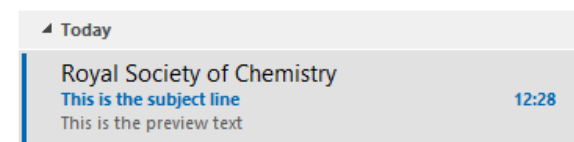
# How to fill in the e-alert request form

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

<b>Subject line</b>	Use your subject line to draw attention and encourage the reader to open your message.  <i>Things to remember:</i> <ul style="list-style-type: none"><li>• Shorter subjects have higher open rates</li><li>• Avoid all caps and words like "free" or "guarantee" to avoid spam filters</li></ul>
<b>Preview text</b>	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.  <i>The default text is "Upcoming Interest Group events" or "Upcoming events in your area".</i>
<b>Header</b>	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.  <i>Things to consider:</i> <ul style="list-style-type: none"><li>• Make things easy for your members and include the essentials: date, venue, how to register, and information about grants and accessibility.</li><li>• Longer messages are less successful; instead, direct your readers to a website for more information.</li></ul>

We've included tips in the form to help you get the most out of your e-alerts – email [networks@rsc.org](mailto:networks@rsc.org) for a report on your open and click rates.

This is what your message looks like in an inbox:



This is what your members see:

[Online Version](#)



**Your header should only contain the essential information like the title and date of your event**

Include the details of your event here.

**Do you have more than one event?**

Include a table at the top of your email for clarity:

Date 1	Event 1 and website/ registration link
Date 2	Event 2 and website/ registration link

Your members can either register immediately for the events they're interested in or scroll down to get more information.



# 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](mailto:networks@rsc.org)