

Emails are such a great way of communicating with people, but the layout, tone, and content of your email can have an impact on how effective it is.

There are four parts to a good email:



1) SUBJECT LINE

2) GREETING

3) BODY

4) SIGN OFF

Each of these is important and help make your email flow, but also lend itself to getting what you're asking for, whether it's answers to your questions, meetings, or other resources.

This short guide will give you tips on how to write an effective email.

1) SUBJECT LINE

- Keep it concise and VERY to the point... it should not be more than 5-7 words
- Forgetting a subject line can send your email straight to the recipient's "Trash bin"

id like 2 have a mtg pls

VS

Hannah Smith- meeting request

2) GREETING

- It's important to match the intention and tone of the email. Is it a professional or casual email?
- How well do you know the person? All of these can guide the tone.

"Hi Ms. Singh" or "Hello Mr. MacTavish"

VS

"Hey Laura"

3) BODY

- In the body of a good email, there are three necessary parts. The Opening Sentence, the Critical Information, and the Ask. These are important for the reader to understand what you're asking of them, as well as having enough information to be able to follow up with you.

Opening Sentence

If you are "cold calling" (emailing with never having spoken to them before) you can say something like:

- "I'm reaching out to ask about..."
- "My name is _____ and I am working on a project designed to help me get my mandatory community service hours."
- "I got your contact info from Ms. Darbus at East High and was hoping you could help me with some questions I have."

If you've communicated with them in the past, always thank them first (people like to feel seen and appreciated.) You can say something like:

- "Thank you for taking the time to speak with us yesterday."
- "Thanks for your help with my project so far."



The Critical Information

In this part, you tell the person the what, why and when.

WHAT

What are you doing?

For example:

- a) "I am planning a project meant to help educate younger kids about the environment and how they can help!"
- b) "I'm organizing a litter pick up in my community."

WHY

Why are you doing this? Why do you need to reach out to them specifically

For example:

- a) "I'm doing this project to earn my mandatory community service hours for school, and I wanted to do something a little more creative than..."
- b) "When planning this project, I thought the park would be the perfect place to install these bird feeders because of the large amount of people that walk through it every day."

WHEN

When do you need to hear back from them? (Make sure you're nice) What is the date or timeline of your event?

For example:

- a) "The collection box would ideally spend 2-3 months at the library."
- b) "I am hoping to do my litter pickup sometime in March and was wondering if..."

The Ask

Make sure you are clear with what you need from this person and when you need an answer by.

For example:

- "Would it be possible for me to organize an event at the library focused on reducing plastic waste at home? If this is something that would be okay to do at the library, please let me know by (date)."
- "I'd like to be able to put my posters up before June 1st, which is when the bird migration starts. Please let me know by May 20th if there are any changes that need to be made."
- "Would you please be able to take a look at this letter I've written to my MP and proofread it? I'd like to send it out by July 12th."

4) SIGN OFF


Always thank them

- "Thanks for your help with this."
- "I appreciate your expertise in this topic."

Offer to answer questions

- "If you have any questions, please let me know!"
- "Please let me know if you need any more information."

Putting it all together

 **New message** — ↗ ✕

To Daniel Sutton

Subject Hosting a sustainable fashion show at the community centre

Hello Mr. Sutton,









My name is Cam and I am a student at Valleyfield High. I am working on a project designed to help me earn my community service hours.

My project is meant to help people make more sustainable choices when buying clothes, mainly highlighting the dangers of fast fashion, showing how investing in pieces is actually cheaper in the long run, and how mending can not only lengthen the life of your clothes, but make them unique and fun!

I'm in the process of planning the event, and thought the general meeting room in the Community Centre would be the perfect venue for the show. I was wondering if you could provide me with some dates within June or July that it are available to reserve. I need to finalize the date of my event by April 30th.

Thank you so much for your help with this. Please reach out if you have any questions!

Cam Xi

SEND         ⋮

FINAL TIPS:

- Make sure you sign your name at the end of the email
- Proofread, Proofread, Proofread
- Double-check spelling and grammar. If you're unsure, ask us or someone to read it over
- Always remember to be kind. It's easy to misinterpret what people say when they are writing, so do your best to be as clear and friendly as possible
- If you have any questions, don't hesitate to get in touch! Just send an email to erteens@earthrangers.com