



Church Emails 101

How to Ensure Your Church
Emails Get Read



The Problem

Your congregants are bombarded with hundreds of emails every day. You want your emails to be read because they contain important information about the life of your church.

Most churches are sending ineffective emails that get ignored or deleted. We created this guide to help you ensure your congregants don't miss another important message. Let's begin by looking at the three categories into which most emails fall.

3 Types of Emails



Transactional

Usually these are one-time, free touch emails. Examples:

- Event registration confirmation
- Giving receipts
- Manage volunteer commitments



Relationship

The sender has an established connection with the recipient. Examples:

- Leader emailing members of a group
- Church emailing all church members
- Information for event registrants

Subscribe



Subscription

A person opted in to receive communications based on interests or involvement.

Examples:

- Church newsletter
- Ministry-specific emails
 - Women's ministry
 - Men's ministry
 - Singles ministry
 - Mission trip updates



Transactional Emails

- What other messaging would be relevant or helpful for the recipient?

For example, in a giving receipt, include a link to: the recipient's giving history or statement, set up/manage recurring giving, or change their statement preferences.

- Are there other reminders you should share?
- Are there other things worth promoting?
- Are there Deep Links we could include?



Deep Links

These are links that take the user directly to an action within an application. This is a better user experience as it eliminates the need to search for the action.



Relationship-Based Emails

- **Personalize, personalize, personalize.**

Use email replacement codes to contextualize the email for the recipient.

- **The purpose of the email needs to be clear.**

This can usually be done in the opening line of the email.

- **Consider the timing and relevance.**

Avoid blasting large lists of people with information that is not timely or relevant to their interests. Segmenting your list into interest-based groups is a general best practice.

- **Use the footer to explain why the person received the email.**

For example, "You are receiving this email because you have a child that is currently enrolled in a Children's Ministry class."



Subscription-Based Emails

- They should be based on activities people opted in to.

People can be added to these lists when someone first gets involved or attends an event as long as the person can “manage their subscriptions” or “unsubscribe” from future communications as desired.

- Be careful not to SPAM people.

If you don’t have these lists set up, do so immediately so people have the option to opt in and out of future communication easily using a special link in the footer.

It could be appropriate to run a search to populate the list initially but be sure you are adding people that are current.

- Make it easy for people to manage their subscriptions.

There should be a link on your website and in your app for people to manage their subscription preferences as well as in the footer of all emails.



Email Best Practices

Mobile Responsiveness

More than half of all emails are opened on mobile devices. When crafting any email, design for mobile first!

Mobile Email Best Practices

1. Use a Single-Column Layout

This makes your email cross-device compatible and easier to read in different email clients.

2. Choose Easy-to-Read Fonts

Text should be no smaller than 13 to 14 pixels.

3. Think Hierarchy of Information

Place your most important information up top, “above the fold.” Most people reading email on mobile are skimming.

TouchPoint's Email Builder

Use TouchPoint's drag-and-drop email builder tool to craft mobile responsive emails.

Email Footer

All emails you send should have a footer that includes:

Why the person received the email

- Relationship-based emails: State what the relationship is. (i.e., This email was sent to all church members.)
- Subscription-based emails: Name the mailing list they are on. In lieu of unsubscribe links, make sure you let them know how they can get off this particular distribution list.

How the person can get off the list

- Subscription-based emails: Use a special link to allow them to manage their subscriptions or unsubscribe.
- Relationship-based emails: tell them who they should contact.

Organization name and physical mailing address

This is actually required by law for subscription-based emails. It is best to include in all emails sent from your church just to be safe and add legitimacy.

Branding

When someone opens an email, there should be clear branding that makes it easy to identify your church as the sender at-a-glance.



Use a Consistent Email and Sender Name

If you want to personalize, you can change the from name to first name @ church name.

Emails Should Never Be Just a Single Image

Email service providers can't search the content of images. Also, if the receiver doesn't have images set to preload, it will look like a blank email. These emails are very likely to end up in a SPAM folder, never make it the person at all, and/or hurt your email rating/deliverability.



Keep Fonts and Colors Consistent

This makes for a seamless and recognizable brand experience.



Email Opens and Link Tracking

Use replacement codes to track opens and link click throughs.



Deep Linking

Use deep links wherever possible to drive traffic to your mobile app and create a better user experience for the recipient.



Happy Emailing!

For a personalized review of your church's email practices, schedule time with one of our trainers or personalized consultants today.

www.touchpointsoftware.com/training



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