Direct emails to membership



Activity description

Send regular emails to your members to build a positive relationship and encourage on-going dialogue

Target audiences

Your members

Key considerations

- Keep your members database up-to-date at all times and invite all new members to provide email details
- Keep your emails brief and to-the-point include links to additional information on the website rather than overloading recipients with information and give recipients the option to unsubscribe



Key steps

Draw up a list of potential topics for the next 12 months.

These could include...

Summary of the IPCS results

Request for members (patients and carers) who are willing to take part in media activities Reminder of availability of
Time to Talk materials (with link to
materials on website) and
request for feedback from those
who have used the materials

Request for ways in which your website could be improved/additional information to be included

Annual update regarding
World Pulmonary Hypertension Day
(with link to further information) –
local activities, opportunities to
participate etc.

News updates and copies of/links to relevant media coverage

Draft a short, concise email on your chosen topic and distribute to membership

Monitor responses and act on any feedback

Top tips

Don't provide too many updates to your members: email every 4–6 weeks

Vary the format: simple updates/ announcements or invite feedback/comment