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