

# Direct emails to membership

Time to **Talk**



## Activity description

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

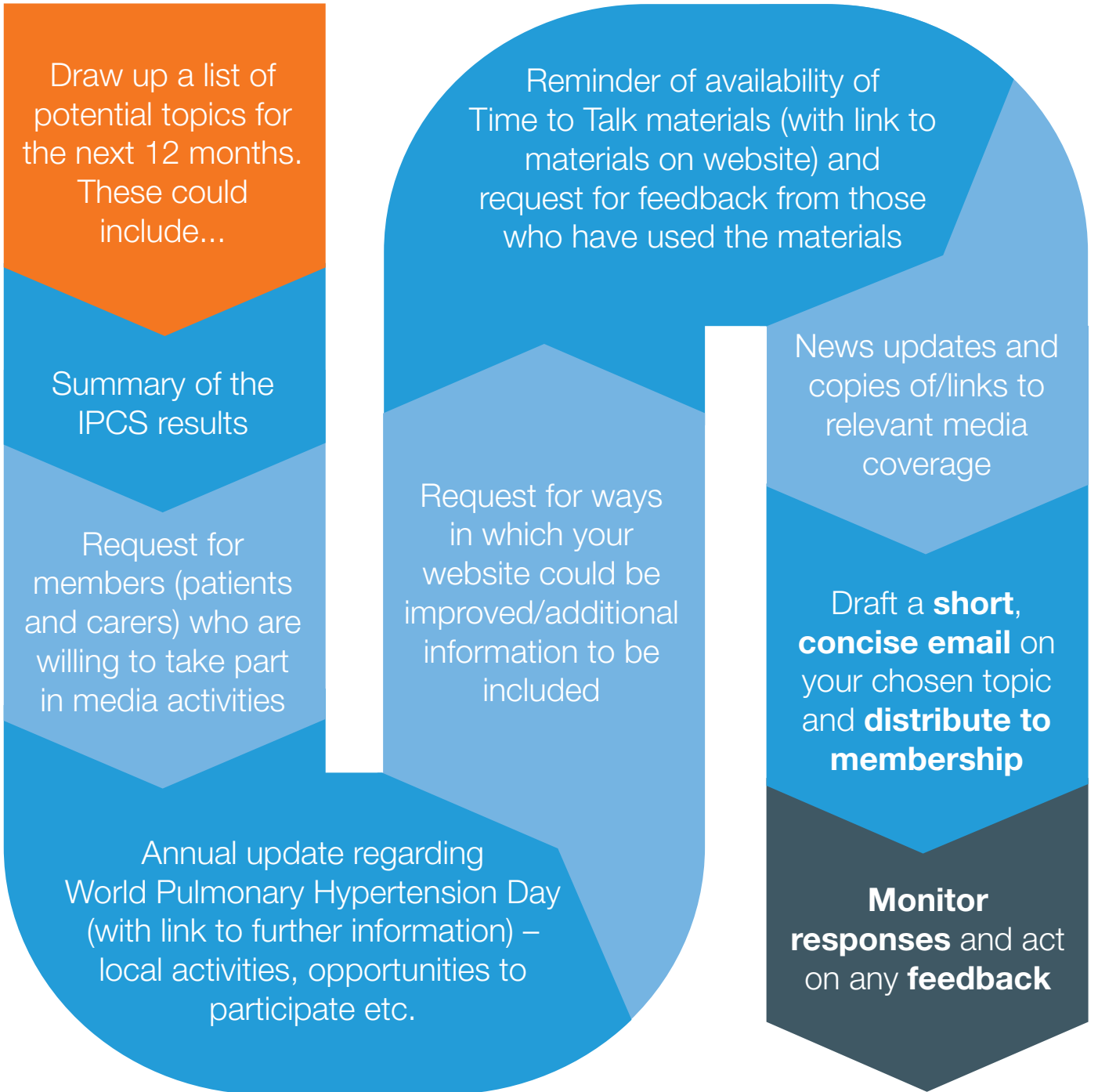
## Target audiences

- 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



# 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