# Email structure

Below is a recommended email structure for all your outgoing communications related to the GCWCC. For further guidance, connect with your [GCWCC Local Manager](https://gcwcc-ccmtgc.org/en/local-manager-contact-sheet/).

## SUBJECT: [Engaging or Urgent Call to Action]

[Personalized greeting]

[Introduction: summarize the email subject in a compelling way to capture attention]

[Explain the campaign and its impact via the Named Recipients, including why it is important]

[Urgent and clear call to action with instructions on how to get involved]

[Highlight benefits, include any incentives or challenges]

[Reminder of deadline and any goals]

[Closing and appreciation]

**NOTES:**

* Be sure to add any specific campaign goal numbers, updates, or incentives for additional engagement.
* Provide links to donate and Commonly Asked Questions.
* Personalizing the emails with the recipient's name and your sign-off helps increase the connection with the reader.
* The tone can vary based on the audience—more formal for senior staff and a slightly more casual tone for broader employee groups.