

MARKETING SUBJECT LINES

DO'S AND DON'TS

- **DO:** Keep it short and sweet! No more than 6-10 words, or around 55 characters
- **DON'T:** Go negative. Avoid words like “Don’t,” “No,” or “Forget.” Always find the positive spin
- **DO:** Be creative. You like it when organizations have new, interesting ideas, and so do your readers!
- **DON'T:** Be spammy. Avoid words like “Free” and excessive exclamation points; your email will go straight to spam.

Below you will find some sample subject lines for workshops, classes, fundraising appeals, and newsletters. You can use these as inspiration or simply swap in your own information!

WORKSHOPS & CLASSES

Financial Literacy

Subject Work on Your (Financial) Fitness with **[Your Acronym]**
Pre-header Register today for our upcoming financial literacy class

Foreclosure Prevention

Subject Fighting Foreclosure? We Can Help
Pre-header Learn more about our HUD-approved foreclosure prevention counseling.

Pre-purchase Counseling

Subject Homeownership Can Feel Like a Maze, But We Have a Map
Pre-header Sign-up today for pre-purchase counseling at **[Your Acronym]**

Rental Counseling

Subject Landlord Trouble? We’ve Got Your Back
Pre-header Join us on **[DATE]** to learn your rights as a tenant.

FUNDRAISING APPEALS

Using the right words is key in fundraising – choose the right one, and your open rates can jump, giving you a better chance of bringing in more money.

A study by MailChimp found that words like “Helping” and “Fundraising” perform significantly better than “Donate.” You might now always be able to avoid that word but keep it in mind!

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FUNDRAISING APPEALS (CONT.)

Remember: fundraising is a marathon, not a sprint. Check-in with your supporters multiple times a year, not just on Giving Tuesday or before a year-end appeal.

The following subject lines are a mix of thank you emails, check-ins, and donation asks.

Thank You

Subject We Can't Say This Enough: Thank You
Pre-header Thank you for supporting the [City/County] community

Thank You and Donation Ask

Subject You're an [Your Acronym] All-Star
Pre-header Your contribution has been busy. Click here to see how

Check-in

Subject Your Contribution Changed Lives – Here's How
Pre-header Take a look at what we've accomplished since you helped us.

Donation Ask – Sense of Urgency

Subject We Can See the Finish Line – Help Us Cross It
Pre-header Chip in \$5 to help us reach our goal

Donation Ask – Empathy

Subject [Client Name] Got a Second Chance
Pre-header You can help create more stories like [Client Name]'s by contributing today.