

# 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!

# MARKETING SUBJECT LINES

## 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.