



Getting Started with Subject Lines

First things first...

What is so important about the subject line?

The subject line is the first thing your recipients see before opening your email. Your content could be amazing, but if they are turned off by the subject line your email will not even get read. People may also begin to open and look at your email, but get bored over time if the subject line is uninteresting and makes the email seem to provide no benefit to the reader.

The Do's...

- 🍄 Pick the most valuable content and make that a part of the subject line
- 🍄 Keep the subject line short
- 🍄 It is okay to include a Newsletter name but be sure to change the rest of the wording in the subject line for each issue to keep it fresh
- 🍄 Let readers know they are going to learn, see, or hear something new and appealing
- 🍄 Review subject line performance from the past
- 🍄 If you include the word 'tips' along with a number such as "10 Tips for Good Subject Lines" these are found to get higher open rates
- 🍄 Test your subject lines by selecting a segment of your list splitting it into two sending one subject line to one half and another suggested subject line to the other half and which ever gets the better result gets sent out to the rest of the list. (called A/B testing)

The Don'ts...

- 🍄 Do not put the issue or version numbers in the subject line
- 🍄 If your organizations name is in the 'from' line then there is no need to include it in the subject line
- 🍄 There is no need to include a date in the subject line
- 🍄 Do not let your creative, catchy subject line be confused as SPAM! This is a surefire way to get deleted
- 🍄 Try not to use the word "Donation" in your subject line. Even if you are speaking of donation results, many will only see the word and expect a call to action for donations instead of pertinent information about your organization
- 🍄 Do not use the word "You" in your subject line. This is a red flag for SPAM filters.
- 🍄 Do not mislead your reader into thinking your email is about something it is not
- 🍄 Avoid using words written in Caps and exclamation points- these also get filtered as SPAM

You are unique...

Every organization is different:

The subject line rules for one organization can be different from the rules of another. These are just some basic tips that have worked for others. Test your own subject lines to see which appeal most to your audience group.

For more information or help regarding subject lines email: RHowe@TheNonProfitPartnership.org