



Reach Leadership Communication Tips

How to write an effective email

<https://www.mindtools.com/CommSkill/EmailCommunication.htm>

- Make good use of subject lines
 - function- grabs your attention
 - blank subjects line will be overlooked or rejected as spam
 - include dates if you are communicating a deadline or event
 - Subject: "Reach Leadership Meeting January 20, 2021"
- Keep messages as clear, organized, and brief as possible
 - Should contain all pertinent information
 - If you are communicating several topics or events, consider sending a separate email
 - find the balance- don't send too many emails, but stay organized!
- Be polite
 - The messages you send reflect your professionalism, values, and integrity of Reach Leadership and Family Reach
 - Avoid using slang, inappropriate abbreviations, emojis
 - Close your message with phrases such as "Regards," "All the best," or a simple "Thank you,".
- Check your tone
 - Your choice of words, sentence length, punctuation, and capitalization can be misinterpreted
 - Poor example: "I need your report by 5 pm today or I'll miss my deadline."
 - Good example: "Thank you for all of your hard work on that report. Could you please get your version over to me by 5 pm, so I don't miss my deadline?"
 - Think about how your email *feels* emotionally, and if your intentions could be misunderstood, try to rephrase your words
- Proofread
 - Review your email for spelling, grammar, and punctuation mistakes before pressing send.

See next page for Camille's Advice for Reach Leadership Communication



Camille's Advice for Reach Leadership Communication:

- Always 'cc board members, faculty advisors, and other important individuals in communications with Family Reach, companies that could provide donations, and venues.
 - This prevents miscommunication or misinformation about the progress of tasks that need to be done
- Have a group message or email thread with your board members to communicate plans