



**FUTURE
IN SIGHT**

Guidance for Crafting and Responding to Emails

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The 2 most important things to consider when crafting an email:

1. WHO you're sending it to
2. Subject line



This will be determined by
**YOUR PURPOSE FOR
SENDING THE EMAIL**

*What are the results you're looking for?
Are you sharing information
OR do you need information?*

Tips for Crafting Emails

- Stick to ONE topic when possible
 - Use subheaders within the email body to signal a topic shift
- Avoid using large blocks of text – the impermeable wall affect
- Formatting is your friend
 - **Highlight**, **bold**, underline or **change font color**
 - Hyperlink URLs within text instead of copying & pasting a nasty link
 - Present information as a bulleted list
- Proofread, proofread, proofread and check all links
- Attach any relevant documents (or link to a shared doc or doc location) instead of sending separate emails containing each document
 - Attachments can include other emails on the subject – just drag and drop
- If you need a response, say that – and ask for a response by a certain date/time
 - Bonus points if you include this info IN your subject line!
 - Be sure to give people as much lead time as possible without giving *too* much
- If you DON'T need a response, say that too



Email Signatures

For external emails:

- Keep your signature intact once but delete from subsequent replies to the chain – recipient(s) can scroll down to get your contact info

For internal emails:

- Delete your signature from quick notes and keep when you initiate a more formal message – then delete from subsequent replies to the chain

This is an email, not a handwritten letter – you do not need to “sign” your emails

Responding to Emails

Things to consider:

- Who still needs be included in the chain? AND is anyone missing?
 - If you add someone, note that in your response to the group and why
 - If you remove someone, also note this to the group + send a private note to that person telling them that no action is needed from them and you're relieving them of this email clutter ****should really only be decided by highest ranking "lead" on the email chain**
 - If you're on a chain you really don't need to be on, reply (politely) and ask to be removed
- Have I provided all the information requested of me/answered all the questions?
- Was there an attachment on the original message that is no longer attached in the reply chain?
 - Don't make recipients have to dig - reattach!
- Has the topic changed?
 - If so, adjust the subject line or start a new chain
- Do I need to say "thank you/got it"?
 - Only confirm receipt when you are specifically asked to

Other Hot Tips

- Try to reply to emails within 24-48 hours – if you can't, let the sender know
- Craft your email BEFORE adding the recipients – this prevents an accidental send
- Use your out of office (OOO) only if you are truly NOT going to be responding to email
 - If there's a possibility you might, then don't bother - the recipient may seek someone else out when they get your OOO but then get a response from you
- Attaching a bunch of documents? Try numbering your attachments and including a coordinating numbered list in the email
- Use Outlook folders to sort the emails you want to keep – do NOT keep everything in your inbox
 - Use the search function to help find important emails – works best if the subject line maps!
- Leverage the power of Outlook invites
 - Update invites with information pertinent to the meeting/documents to discuss instead of sending separate emails that attendees then have to dig for during the meeting
- Have a spreadsheet of people you want to send the same email message to? Try a mail merge
 - You can Google instructions on how to do this



Other Hot Tips

- You can accept an invite without sending a response
 - Rule of thumb: send response for 1:1s and small groups, do not send for larger meetings
- Watch what you name files – make them easy to find for recipients who save them
- You can drag & drop attachments from one email to another – you do not have to save the doc then attach!
- Consider other forms of communication that may be better suited to YOUR PURPOSE – this helps eliminate email clutter
 - Phone call
 - Text message
 - Teams message
 - The dreaded pop-in