

# Go! Air!

## Best Practices: Writing for the Web



# Today's Topics

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- Program Goals
- The BIG Picture (Story-telling)
- Best Practices: Writing for the Web
- Putting It Into Action
- Next Steps

## Go! Program Key Goals

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1. Increase online fundraising activity and results, ultimately increasing net new revenue.
2. Improve the experience of users engaging with ALA online.★
3. Enhance the relationship between constituents and the ALA via meaningful communication and relationship pathways.★
4. Equip all ALA staff with the training and tools needed to efficiently and effectively achieve the above.

[illegible]

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*Story is Present*

*In your reader's experience*



# The Structure of Story

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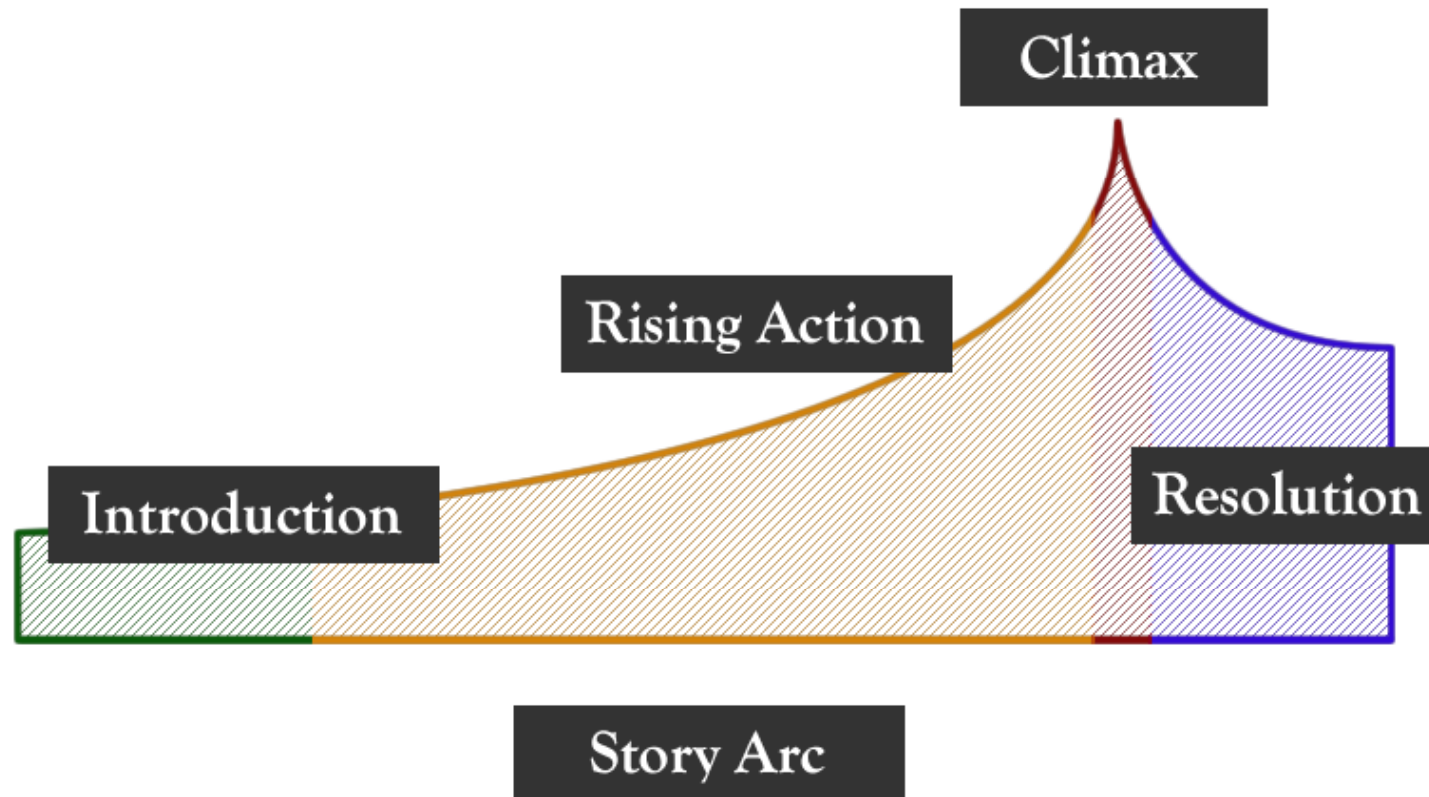
Act 1

Act 2

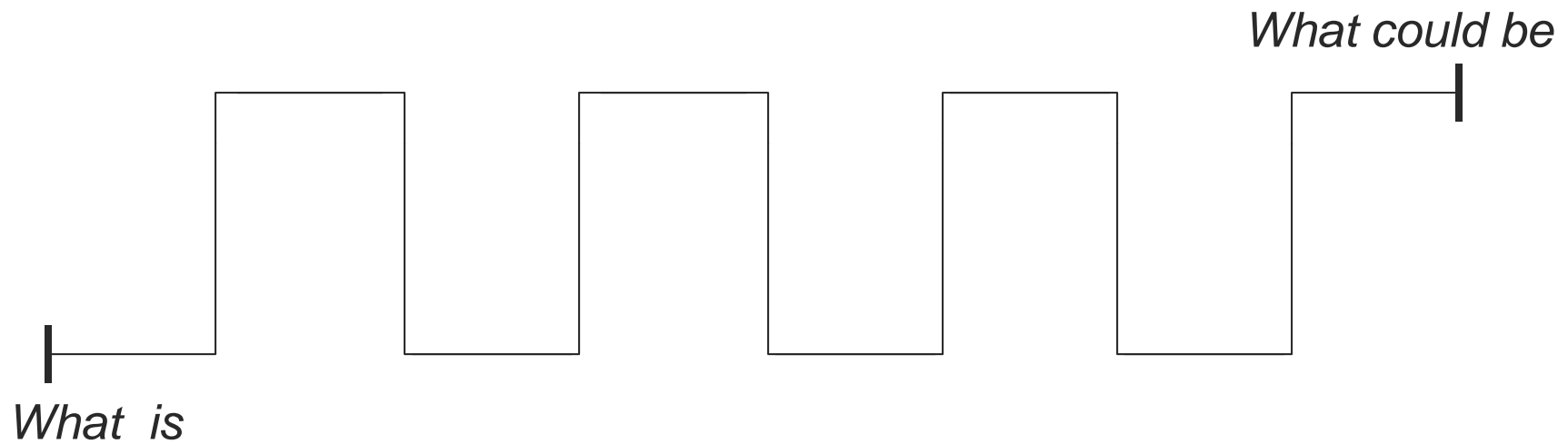
Act 3



# The Structure of Story



# The Structure of Story

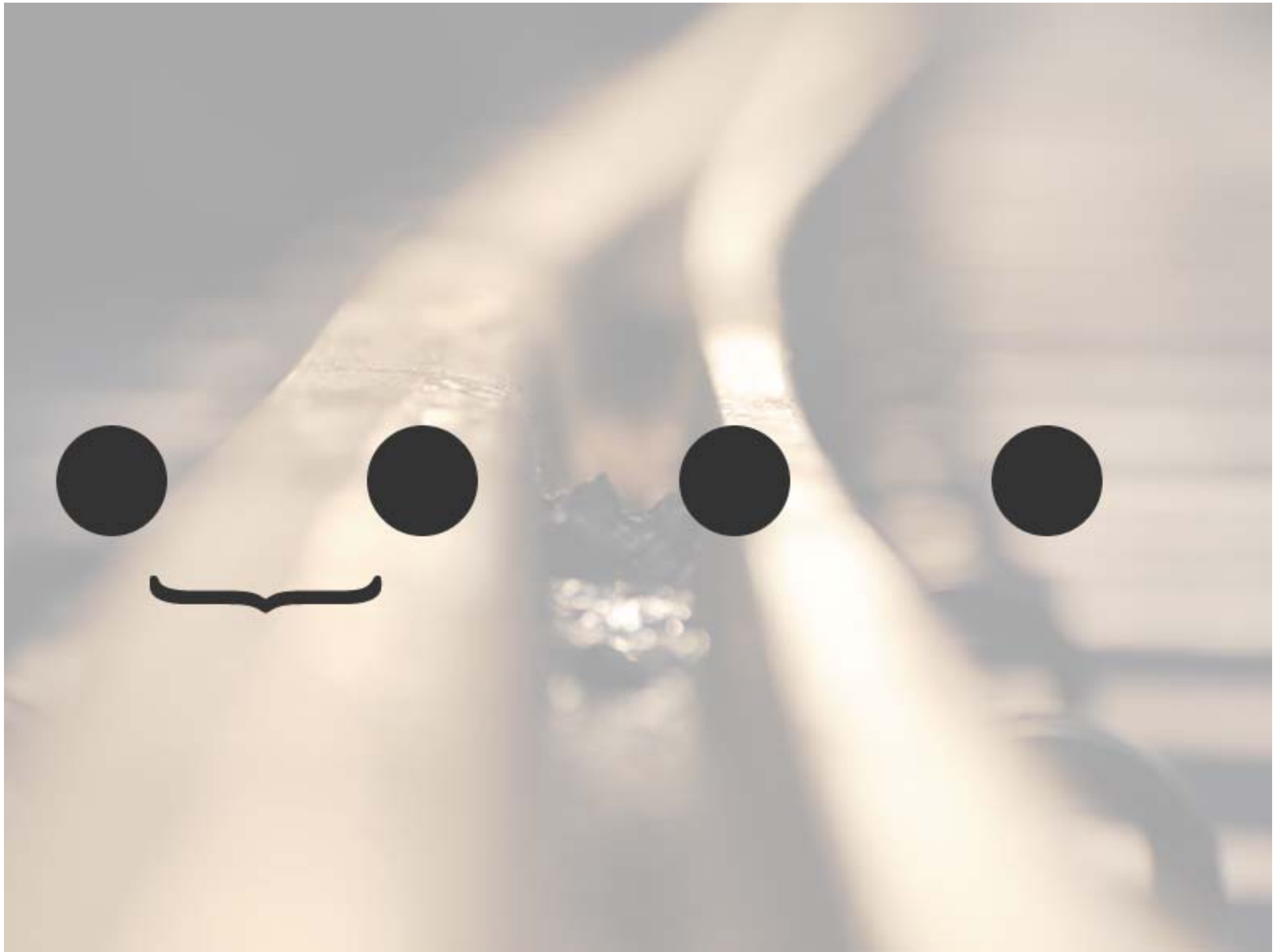


*“The Hero’s Journey” – Joseph Campbell*  
*Resonate – Nancy Duarte*

*Story is Present*

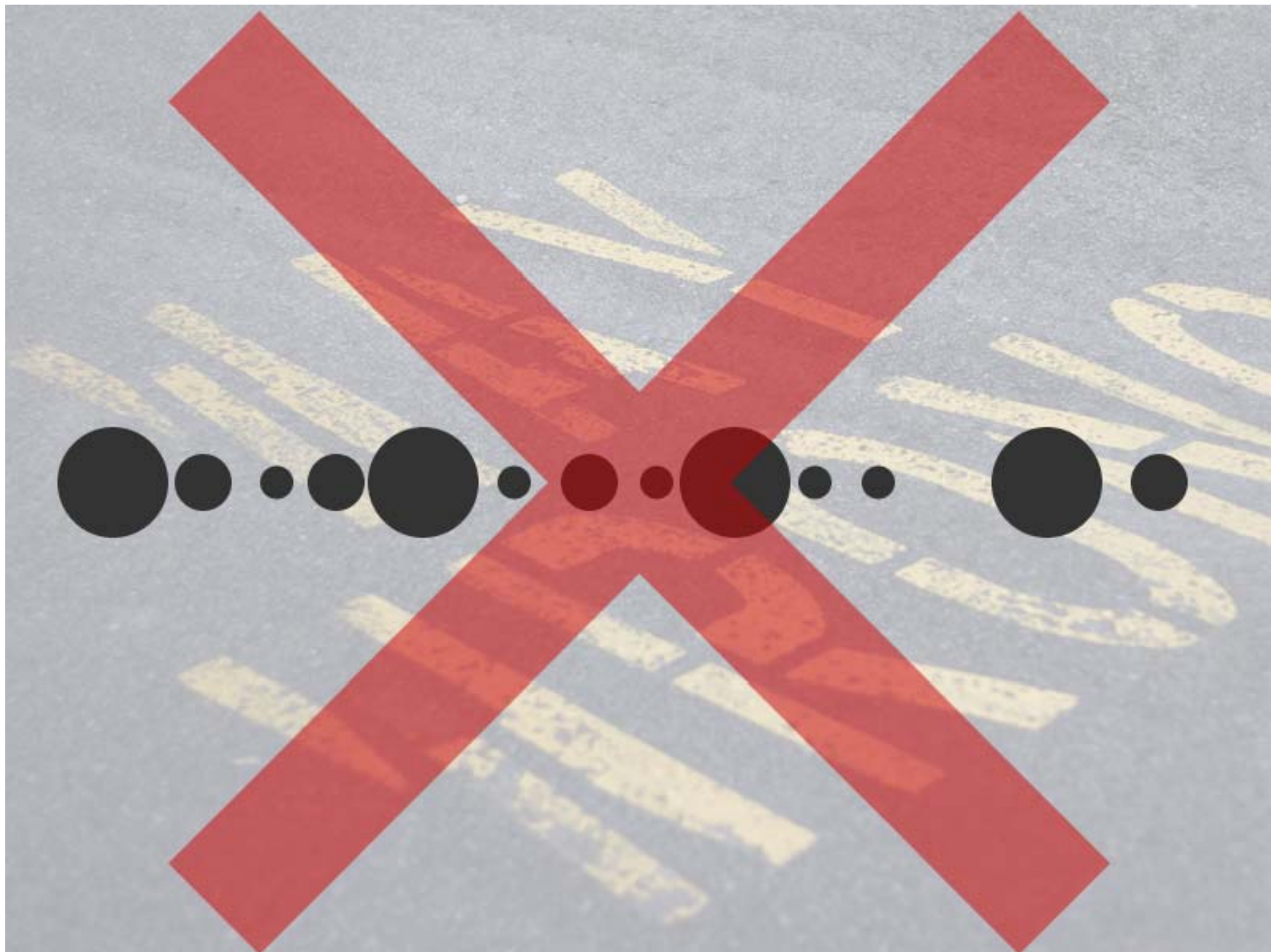
*In your reader's experience*





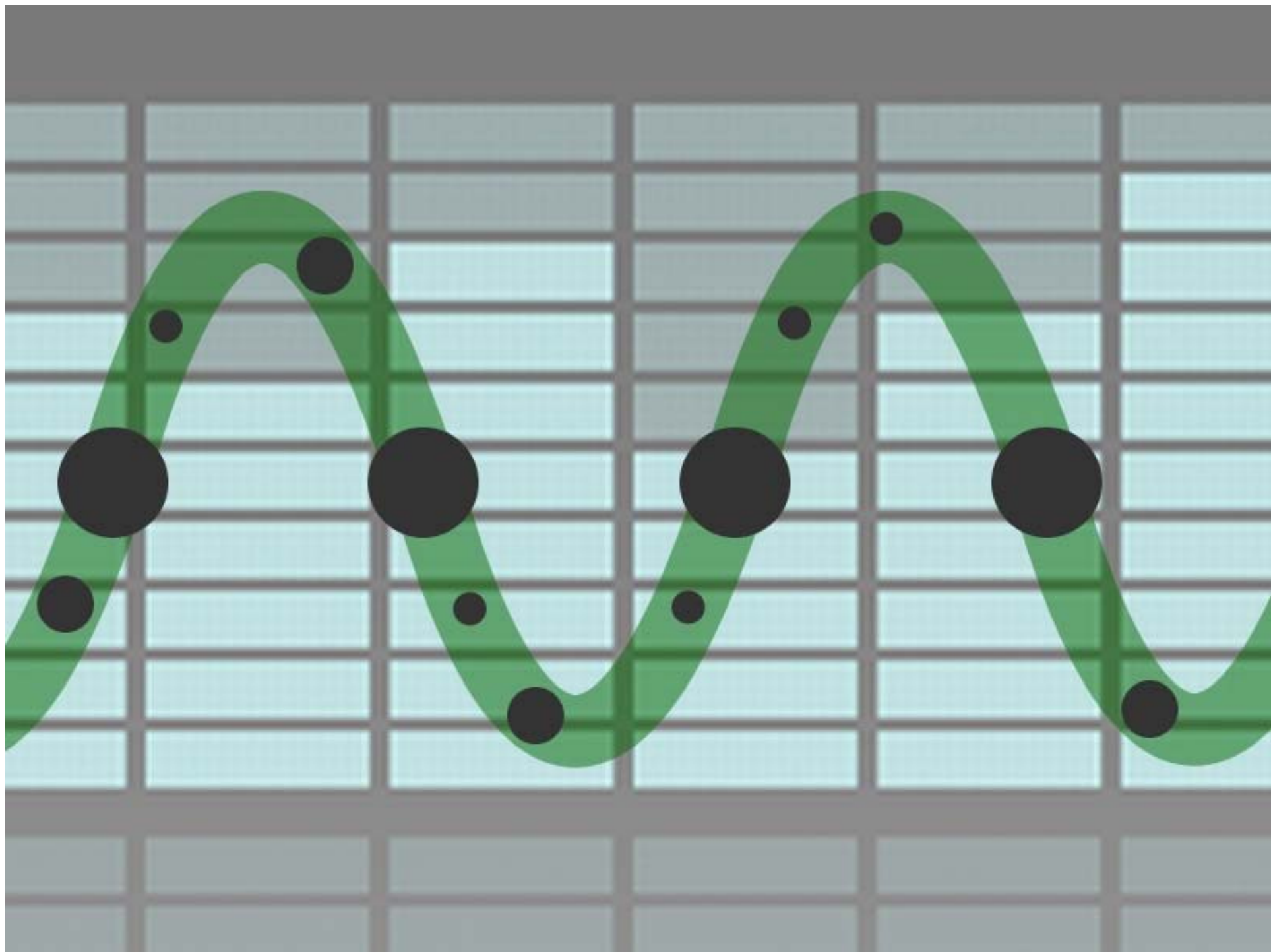








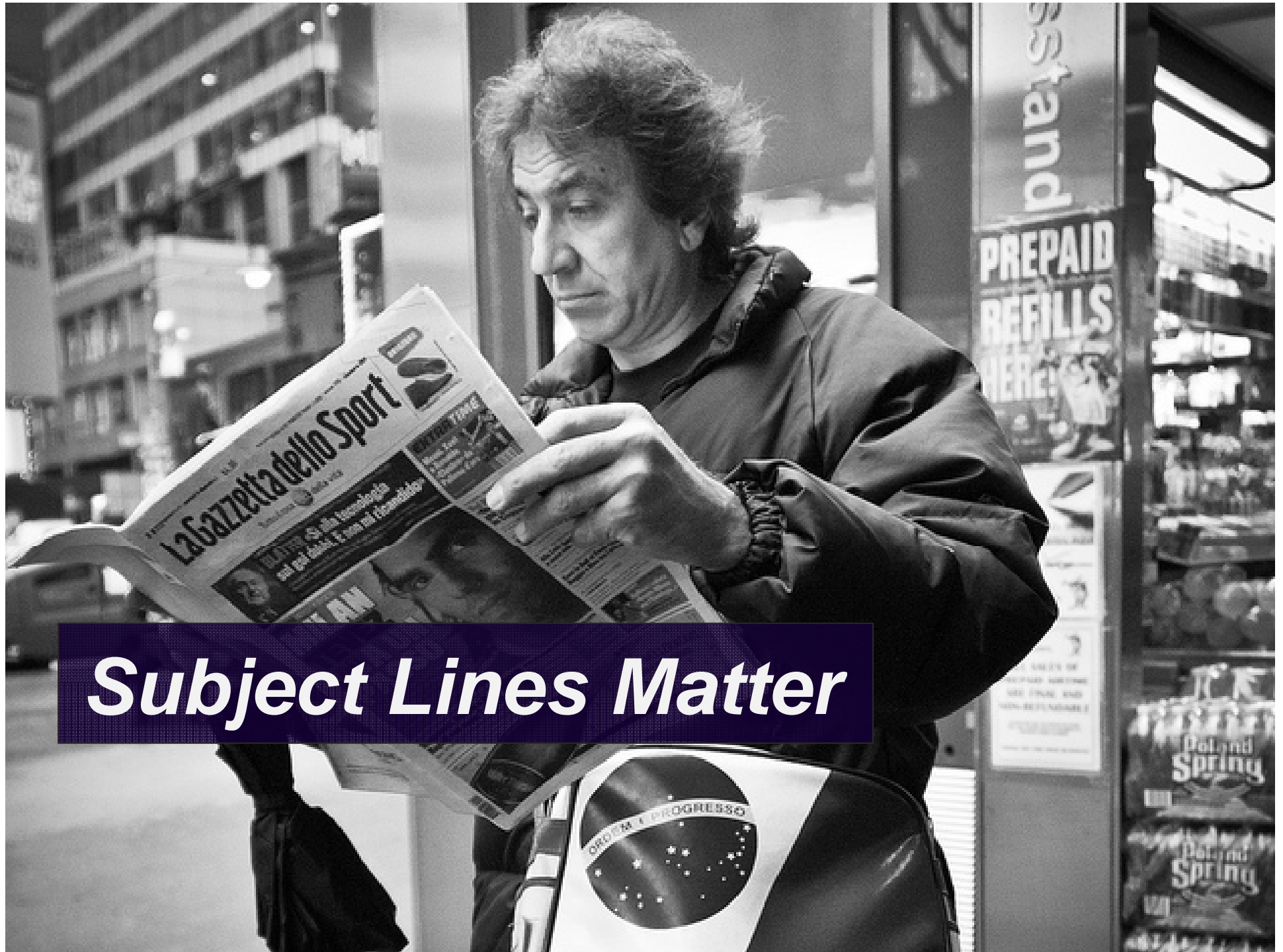




# Today's Topics

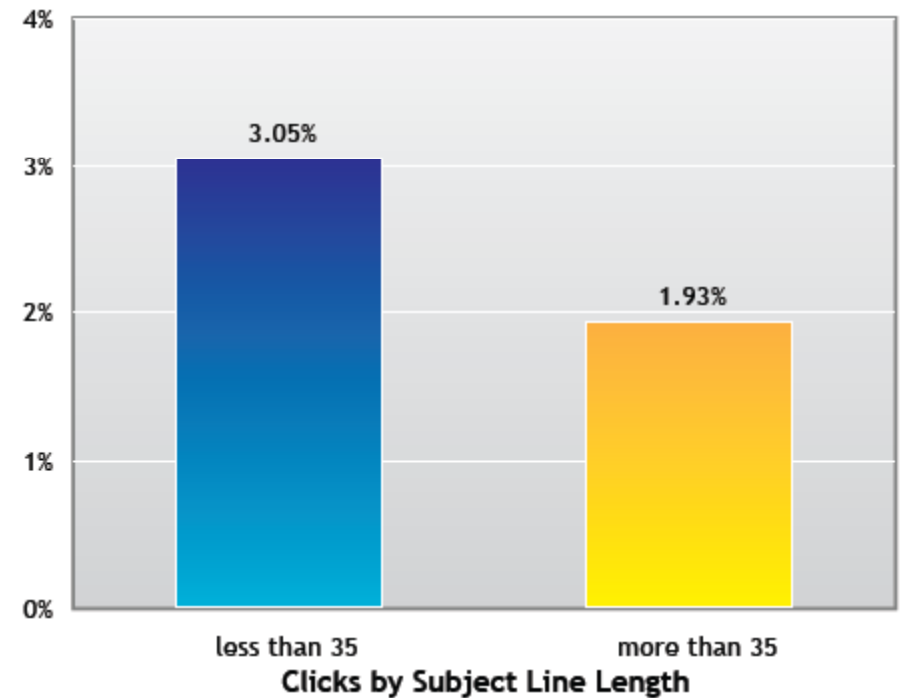
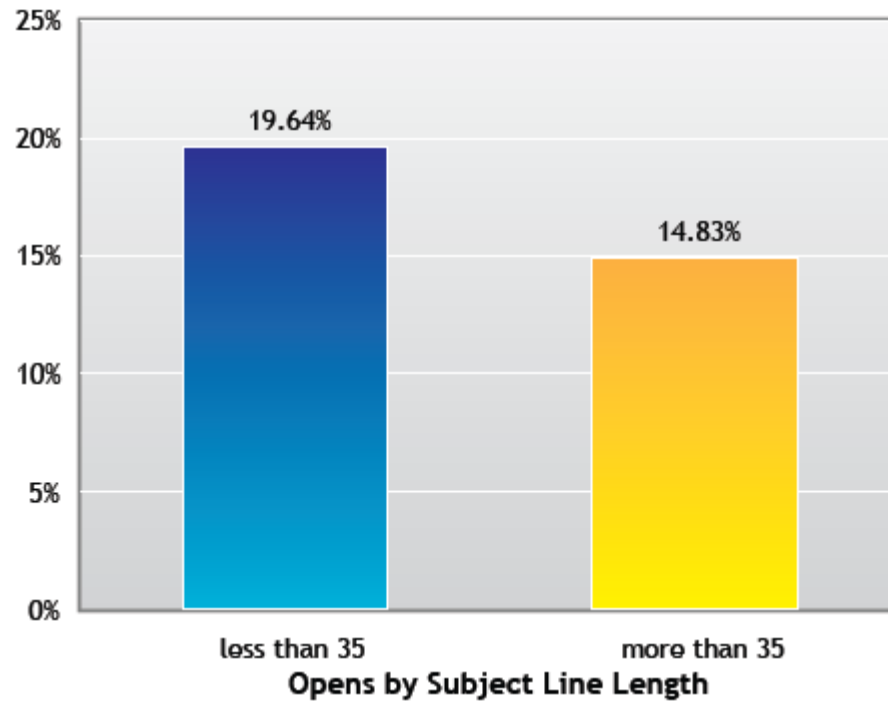
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***Subject Lines Matter***

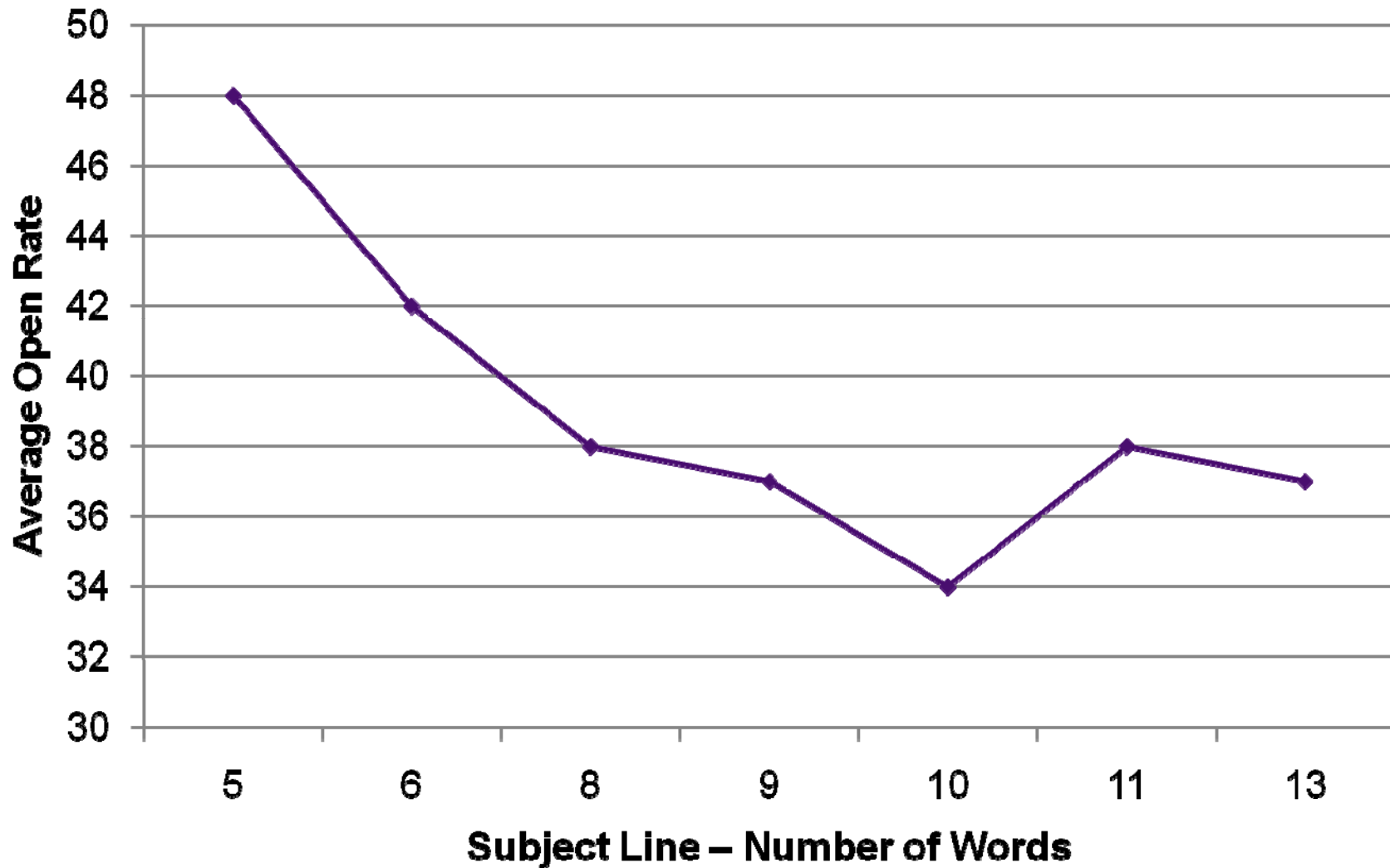
# Subject Lines Matter



- Short subject lines outperform long subject lines

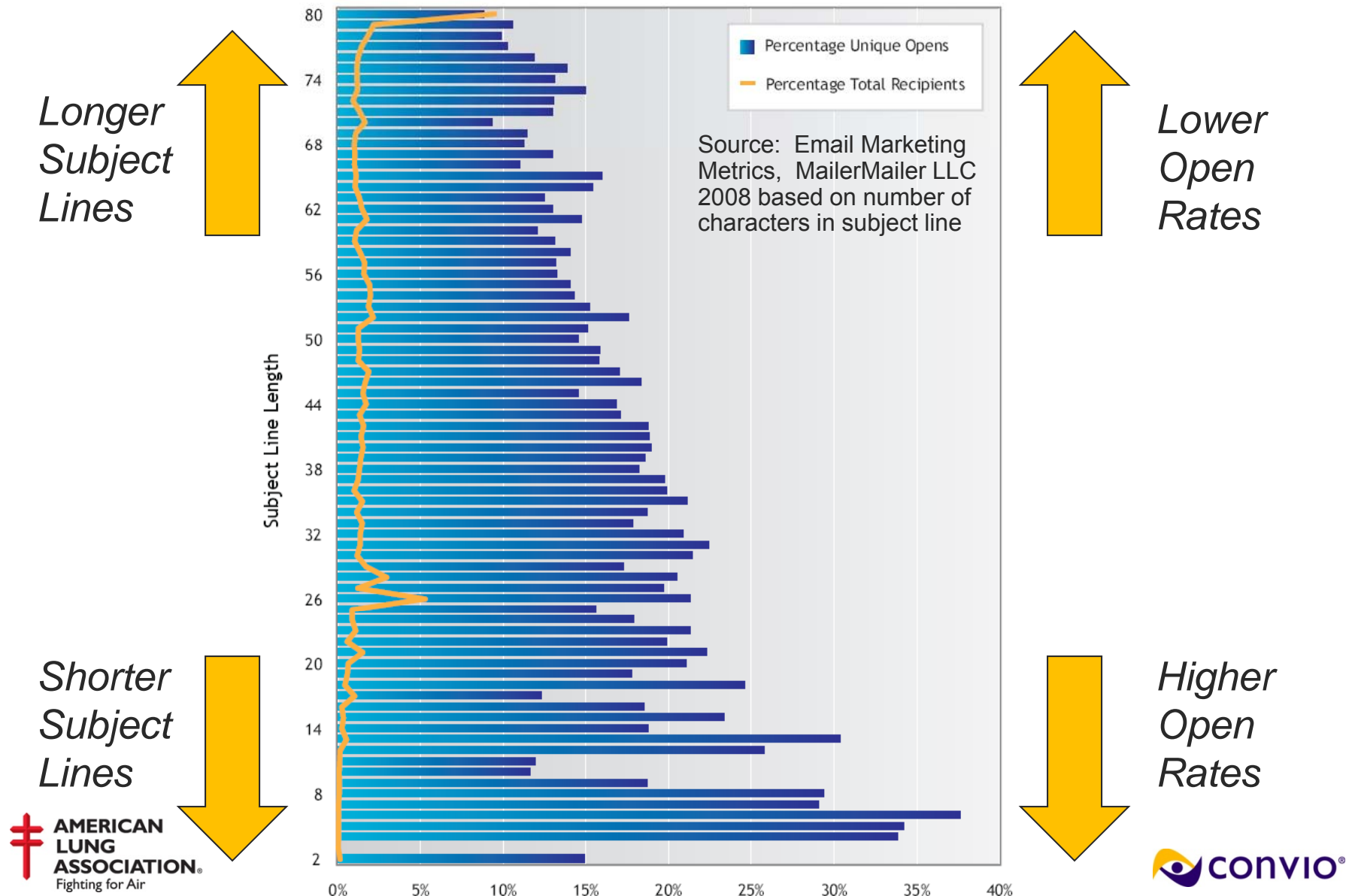
\*Email Marketing Metrics – MailerMailer LLC 2008,  
based on number of characters in subject line

# Open Rate vs. Subject Line Length





# Where are you on this chart?



# Where are you in their inbox?

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Windows Live Hotmail - Windows Internet Explorer

http://sn130w.snt130.mail.live.com/default.aspx?wa=wsignin1.0

File Edit View Favorites Tools Help

★ Favorites | ★ Suggested Sites | Austin American-Statesman ... | Bejeweled | Free Hotmail | NetBlitz\_ Tools for the Dart... | TexasSports.com | The University of Texas at ...

Windows Live Hotmail

Windows Live™ Home Profile People Mail Photos More ▾ MSN Search the web bing

Patrick sign out

Hotmail New | Delete Junk | Mark as ▾ Move to ▾ | Search your e-mail

greenmtgringo@hotmail.com

Inbox (4671)

Junk (19)

Drafts

Sent

Deleted

Manage folders

Add an e-mail account

Related places

Today

Contact list

Calendar

Hotmail® Search the Web from your inbox ▶

<input type="checkbox"/>	Sort by ▾			
<input type="checkbox"/>		windsorpark@yahooo...	[windsorpark] Digest Number 2494	10:28 AM
<input type="checkbox"/>		Breakthrough Urban ...	Community Builders Change Lives Every Day	10:00 AM
<input type="checkbox"/>		FairTax.org	Tell Congress: You're Not Fooling Us!	9:52 AM
<input type="checkbox"/>		Amazon.com	Amazon.com: Up to 25% Off Bike Ra	13 AM
<input type="checkbox"/>		Jeremy Bird, BarackO...	"Because of you"	terday
<input type="checkbox"/>		Kat Barr, MoveOn.org ...	Pelosi's leadership	terday
<input type="checkbox"/>		Breakthrough Urban ...	Defending the Cause - Mar eNews	Yesterday
<input type="checkbox"/>		FairTax.org	Tell Congress: You're Not Fooling Us!	Yesterday
<input type="checkbox"/>		Mavis, Latin America ...	Contribute to a Just Foreign Policy	Yesterday
<input type="checkbox"/>		windsorpark@yahooo...	[windsorpark] Digest Number 2493	Yesterday
<input type="checkbox"/>		Harvest for Hunger	Don't forget to stop by for CANquest!	Yesterday
<input type="checkbox"/>		service@paypal.com	Bank Account Transfer Complete	3/30/10
<input type="checkbox"/>		Joyce Oberdorf, CEO	Announcing the New & Improved P	3/30/10
<input type="checkbox"/>		Sarah Lyons	Talk / Talk	3/30/10
<input type="checkbox"/>		Mitch Stewart, Barack...	Another victory: Student loan reform	3/30/10
<input type="checkbox"/>		Drew Hudson, TrueM...	The thing about moms	3/30/10
<input type="checkbox"/>		Adam Ruben, MoveO...	Bill Halter vs. Blanche Lincoln	3/30/10
<input type="checkbox"/>		Colorado Ski Country ...	Rent Now for The Holiday Weekend	3/30/10
<input type="checkbox"/>		Design.Schools	Find the right design school...	3/30/10
<input type="checkbox"/>		Design.Schools	Find the right design school...	3/30/10
<input type="checkbox"/>		Nature Canada	eNewsletter: Nature Canada Protests Proposed Enbridge Pipeline	3/30/10
<input type="checkbox"/>		windsorpark@yahooo...	[windsorpark] Digest Number 2492	3/30/10
<input type="checkbox"/>		L.A. Center	Open Bar TONIGHT for Rock for Equality	3/29/10
<input type="checkbox"/>		FairTax.org	Health Care: Taxes, Spending, and Deficits	3/29/10
<input type="checkbox"/>		John Opdycke	Important Open Primaries Development	3/29/10
<input type="checkbox"/>		windsorpark@yahooo...	[windsorpark] Digest Number 2491	3/29/10
<input type="checkbox"/>		Reading Is Fundamental	Action Alert: PTE Funding Needs Support in Senate	3/29/10

"Because of you"  
16 characters

Talk / Talk  
11 characters

Free\* new phones

- Samsung a777
- LG CF360
- Motorola MOTO™ EM330

Free shipping  
Online only

Get It Now

at&t

\*Two-year contract required. Other restrictions apply.

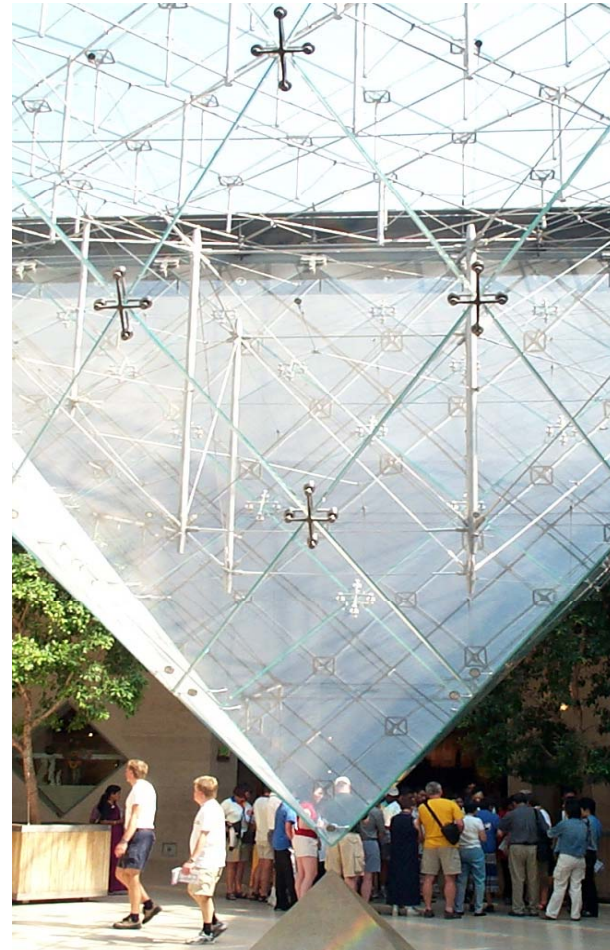
Internet 100%

# Copy Writing: Online vs. Offline

Offline	Online
Formal, polished tone	Informal, conversational “voice”
Longer copy, builds a “case”, can be explanatory	Short, to-the-point, uses “hooks” to quickly grab attention, highly condensed
One-way	Two-way
Solicitation-oriented	Relationship-oriented
4-6 sentences/paragraph	1-2 sentences/paragraph

# Inverted Pyramid: Important Info First

- “Inverted Pyramid”
  - Enables visitors to get information quickly
  - Key information up front
- Start with the conclusion
- Follow with important supporting information
- Conclude with background information



# Email Reading Habits



- Recipients fully read only 19% of an eNewsletter, often not scanning the entire newsletter.
- 35% of readers scanned only a small part of the newsletter.
- 67% of readers completely skipped introductory text at the top of the newsletter.
- Average amount of time readers spend on an eNewsletter after opening it: 51 seconds
- Notice the emphasis on reading the **first two words of the headlines.**

"Email Marketing Snapshot", David Daniels, Jupiter Research, Email Newsletters: Surviving Inbox Congestion. Jakob Nielsen.  
<http://www.useit.com/alertbox/newsletters.html>.



# Email Reading Habits



## Approach to Headline Writing

- Be **useful** to the reader
- Provide him with a sense of **urgency**
- Convey the idea that the main benefit is somehow **unique**. Make it something people just can't ignore.
- Do all of the above in an **specific** way

Top Ten Techniques for Writing Headlines that Rock!, Lisa Barone, Outspoken Media

<http://outspokenmedia.com/internet-marketing-conferences/top-headline-techniques/>

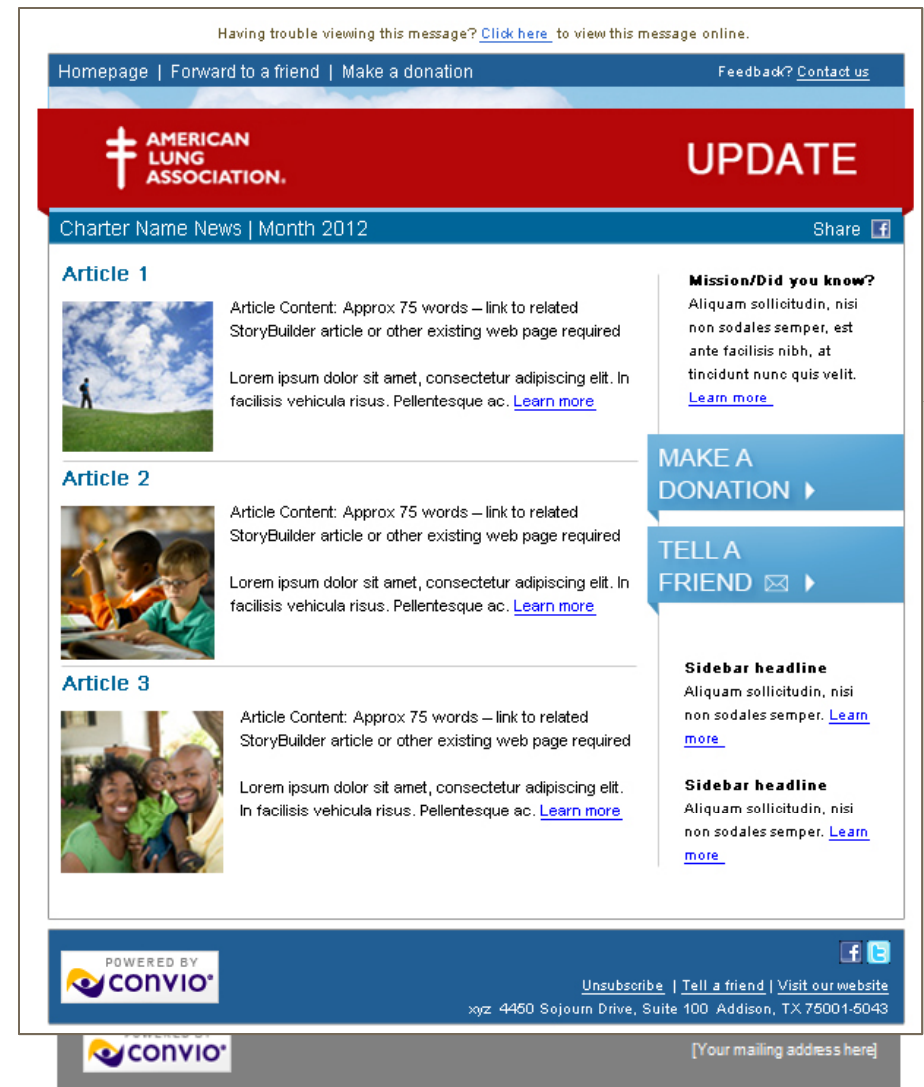
# Improving Scannability

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- Whitespace
- Lists
- Informational headings

# eNewsletter Template

- Concise, excerpt-style
- Look remains consistent from issue to issue
- Allows readers to easily scan
- Allows you to feature varied content and track click through on specific topics
- Allows you to communicate to a broad audience



## Banner

TAF | Donate | home.org

### Intro

20% Article #1

16% Article #2

17% Article #3

• Profile

• Donate

• Feature  
#1

• Feature  
#2

• Feature  
#3

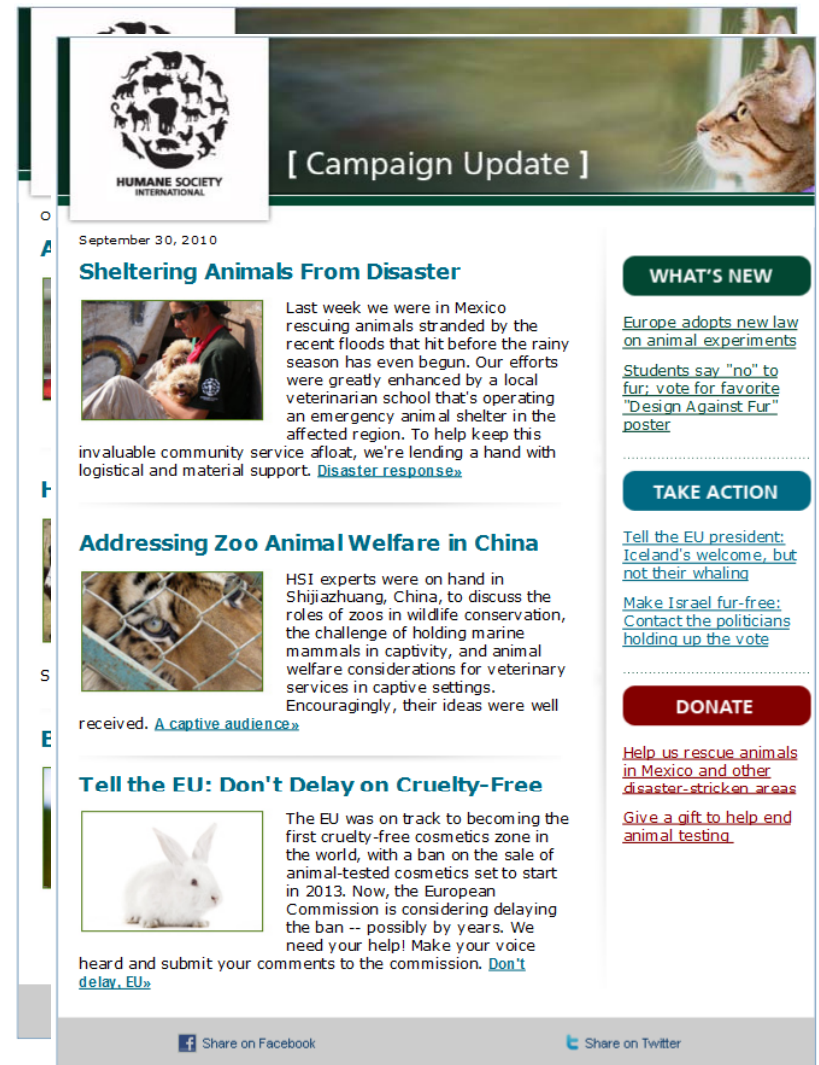
## Footer

Powered By

Unsub | TAF | home.org

# HSI eNewsletter

- Format is similar to Convio Standard eNewsletter Guide
- Excerpt format
- Blend of information and interaction
- Includes multi-media content (Picasa photo gallery) & timely events



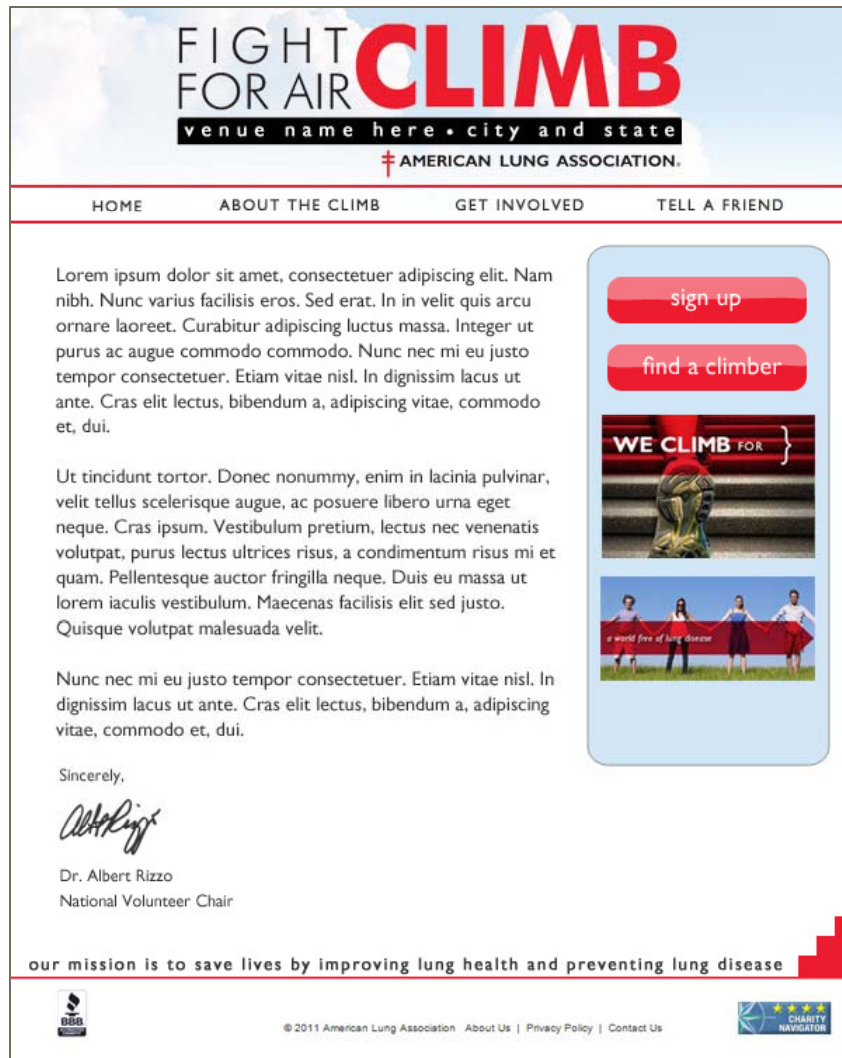
# eNews Shortened Template

- Larger feature image
- Allows more space for details on an important feature story
- Secondary headline gives space for additional item
- Useful when you don't have as much content to highlight OR useful when you have a feature story that deserves more attention





# Event Message Template



- Convio Shortened eNewsletter Guide
- Copy is concise
- Timely, valuable stewardship content

# Your eCard Templates

Images are customizable to your event type

Having trouble viewing this message? [Click](#)

Having trouble viewing this message? [Click here](#) to view this message online.

Charter Name | HEADLINE



Donate

POWERED BY  
convio®

Standard



Placeholder Image

Suggested  
message  
headline here



Suggested message text here:  
You have very little space for content so  
make it count.

Word count is around 70, character  
count is around 450 with spaces.  
This message should be written from  
the perspective of a supporter telling  
their friend about your organization and  
this campaign opportunity.

donate | learn more | share



our mission is to save lives by improving lung health and preventing lung disease



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Event



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Event

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# *NARRATIVE*

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***Know your Audience***





# Donors

# Volunteers

*When you join the American Lung Association in the fight for healthy lungs and healthy air, you help save lives today and keep America healthy tomorrow.*

# Event Participants

# Leveraging Go! program templates

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- **Conscious Patience**
- National communication strategy unfolding as we speak
- Your charter's communications
  - Maintaining regular communication is critical
  - Leverage Go! program templates

# Interests based communication timelines

## *National Interest 1*



## *National Interest 2*



## *Center Interest 1*



## *Center Interest 2*



# Questions to ask yourself

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- How can I shorten my subject lines?
- Can I make my content more concise?
- Can I consolidate some of this content with our regular communications?
- Is this Timely?
- Is this Relevant to my audience?
- Does my audience Anticipate hearing from me?







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# Next Steps

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- HFB campaigns will begin to launch
  - Each Charter should coordinate a message schedule based on your event's date
- Next call: Product training (walk-thru)  
**Using (copying) Go! templates for your Charter**
  - Wednesday, March 28 at 11am CT (12pm ET)
- Start Planning your next communication
  - Leverage the Go! message templates
- Self audit / Self evaluate your current online communications