# Email planning template – news round-up

## Planning the email

A round-up email will contain a range of stories that you think will be of interest to your readers. Some might be stories about your own organisation, and some might be from other organisations. As long as you are filling your newsletter with interesting content for your readers people should look forward to receiving your emails.

Here are some things to consider when planning your email:

* Are some stories more important than others? If so, you should make sure these stories go higher up in the email.
* Are the stories in there for information or for action? If you want people to take an action, make sure you add clear call to action text or a button.
* Do you have a regular set of content ‘types’ that you include every month? If so, you might like to create a template that includes these sections. For example, at the Digital Culture Network we have a template that includes sections for our news, our events and updates from the sector.

## Planning your sections

Add as many of these sections as you need for your newsletter – copy and paste the table if you need more. Once you’ve written all your sections, put them in order from the most to least important.

### Section 1

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| Section header Give each section a header that stands out in your email design. This will make it easy for people to scan through to find what they’re interested in |
|  |
| Section purpose Is there an action associated with this section, or is it for information only? |
| Action / information (select as appropriate) |
| CTA text (if appropriate) If you want the reader to take an action, write a clear, active CTA |
|  |
| Section body text If you have lots of sections and you want to encourage traffic to your website, you can add a summary of your story with a link to your website or blog for the full story. This makes it easier for people to scan through the email to find what’s interesting to them. If you have only a few sections, you can add the full story. |
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### Section 2

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| --- |
| Section header |
|  |
| Section purpose |
| Action / information |
| CTA text (if appropriate) |
|  |
| Section body text |
|  |

### Section 3

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| --- |
| Section header |
|  |
| Section purpose |
| Action / information |
| CTA text (if appropriate) |
|  |
| Section body text |
|  |

## Other sections

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| Introduction A round-up email can benefit from an introduction to let people know what’s coming up in the rest of the email. Once you’ve written all the copy for each section, write an introduction. |
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| Subject line Make your subject line and preheader text different for each email you send and make it specific to what’s contained in the email. Come up with several options and choose the best one.  [Best practice for subject lines | Mailchimp](https://mailchimp.com/help/best-practices-for-email-subject-lines/)  [How to Write Subject Lines that Get Opened | Whole Whale](https://www.wholewhale.com/tips/subject-lines-that-get-opened/)  [How to Write Effective Email Subject Lines | Email Mastery (deep dive)](https://emailmastery.org/articles/how-to-write-effective-email-subject-lines/) |
|  |
| Preheader / preview text Make sure you use the preview text as it can make a big difference to open rates. This is the snippet of text that appears under the subject line in the inbox.  [5 Preheader Text Examples that Will Increase Your Email Open Rates | Email on Acid](https://www.emailonacid.com/blog/article/email-marketing/5-preheader-text-ideas-to-increase-your-email-effectiveness/) |
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If you’d like to go into even more detail when planning your emails, check out this resource from Litmus: [Litmus Resource Center: Email Marketing Brief & Planning Worksheet](https://www.litmus.com/resources/email-brief-planning-worksheet/)