# Welcome email planning – additional questions to consider

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| What’s the most important thing a new subscriber should know about your organisation? |
| You might want to emphasise things like your charitable work, your main activities, or your membership benefits. |
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| What’s the main action you’d like a new subscriber to take when they read your welcome email? |
| This could be things like – watch a video, read your latest news article, buy something from your shop. |
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| How does this action fit in with your wider audience journey? |
| Once they’ve completed your action, what’s their next step? What will your next interaction with them be? |
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| How do you entice people to sign up to your newsletter? |
| You might offer a discount code, access to exclusive content in your newsletter or the opportunity to hear first about new events. You can refer to this in your welcome email and add it to your sign-up page. |
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Once you’ve answered these questions, use the [welcome email planning template](https://digitalculturenetwork.org.uk/wp-content/uploads/2021/09/Email-planning-template-welcome-email.docx) to plan your content.