

Creating Effective Action Alerts: A Checklist

Follow this checklist to make sure that your action alert has all of the necessary components to create an effective change.

- Summarize the reason your supporters need to take action. Make sure you incorporate who, what, when, where and why. You need to give the recipient a compelling reason to read on and take action.
- Describe the action you want your supporters to take. Give them details and step by step directions. The more barriers to taking action you break down, the more likely they are to follow through.
- Create a sense of urgency and explain why it is important that your supporters take action NOW. Use descriptive, emotional language to describe how important the issue is.
- Provide resources for your supporters. They need to feel confident enough with their knowledge of the issue to get involved. Providing fact sheets and talking points is appropriate. Having a uniform message helps to create the most amount of change.
- Provide easy ways for your supporters to help. Supply accurate information and triple check to make sure your information about the issue is accurate and all phone numbers/emails work before putting this information in your action alert.
- Emphasize exactly what their action will cause to happen. Have a tangible goal and describe it. Action alerts are meant to be motivational, not guilt laden or negative.



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