

Email Marketing for Chapter Leaders



January
2025

Why should Chapters use email marketing?

Consider this: How many times a day do you check your email? Around 78% of people check email before they leave for work, according to the email marketing platform Constant Contact. Whether your Chapter members spend their time in the field or in an office, they're probably checking email at least once or twice per day.

Email marketing is one of the most effective ways to reach people. Sending timely, relevant messages helps you grow your Chapter membership and gets people engaged in your events and courses. It can also build your revenue!

In this guide:

1. Understand global laws around sending emails (15-20 minutes)
2. Follow best practices when sending Chapter emails (30-45 minutes)
3. Create an engaging email—with templates! (1-2 hours)

Email marketing helps you encourage engagement, attract sponsors, and grow your membership and revenue.

Let's get started!



Important Tip

- ▶ You can use your Chapter's AMPP Microsoft 365 Outlook account or an email marketing platform like HubSpot, Mailchimp, or Sender to send emails. Most email marketing platforms have free or low-cost plans, and they offer many advanced tools and automations.



1 Understand global laws around sending emails

 15-20 minutes

Good news! This section is short, but it might be the most important step. Violating global email privacy laws can create legal problems for your Chapter and could lead to hefty fines.

Here's what you need to know:

- The CAN-SPAM Act (USA), Canada Anti-Spam Legislation (CASL) and the European Union's General Data Protection Regulation (GDPR) require you to **have consent** from a person before sending them email communications.
- These laws also require you to have an **opt-out footer** at the bottom of every email. (There's an example below!) It must include an **unsubscribe link** and a way to **manage preferences**.
- AMPP members that appear in a Chapter roster have already given consent to receive emails from AMPP. You can send them email without additional permission!
- Members that do not appear on the roster have opted out of email consent. They need to update their member profile and **opt in** to email communications if they want to start receiving emails.
- When you set up a web-based signup form to add new contacts or non-members to your email list, you need to meet CAN-SPAM Act, CASL, and GDPR requirements:
 - ▶ All countries require an opt-out footer in each email (example below).
 - ▶ Signup forms must include a privacy and consent statement.

Here's more good news: Email marketing platforms make all this easy! Compliance is built into their signup forms and email templates.

Example of a compliant opt-out footer:



- It includes a **physical address**.
- It includes an **unsubscribe link** and a link to **manage preferences**.

 **Important Tip**

▶ If you have questions about email laws or requirements, or you need help with the opt-out footer, please reach out to Cindy Tracy at members@ampp.org.

2 Use best practices when sending Chapter emails

 30-45 minutes

Did you know simple things can make a big difference in whether your emails are delivered or not? Keep your emails out of the junk folder with these best practices!

Avoid the spam filter:

- Always use a company or organization email address in the “From” field.
 - ▶ Send emails from your AMPP Chapter email account for the best deliverability.
 - ▶ Alternatively, open an email marketing account (e.g., HubSpot, Mailchimp) using your Chapter email or a .com, .org, .net, or .edu address. This helps you meet email authentication requirements.
- Periodically remove invalid email addresses from your contact list. Too many bounced-back emails can mark your future emails as spam.
- Stay away from trigger words! Any of these can flag your message as spam:
 - ▶ Using all caps in the subject or body (e.g., NOW, FREE)
 - ▶ Dollar signs or special characters like > or % in the subject line
- Think twice before picking emojis. One is fun, but more than two in the subject can trigger spam filters.
- Use punctuation sparingly. More than three punctuation characters in the subject can get your message sent to spam.

**Warning!**

- ▶ Sending email to many recipients from a Gmail or other free email account could get your message flagged as spam. It'll likely end up in the Junk folder.

Engage your audience:

- Be catchy and concise with your subject line! Many people read email on a phone, so keep the subject under nine words (about 60 characters) if you can.
- Send emails at the optimal time. People most often check their email mid-morning or early afternoon on Tuesdays, Wednesdays, and Thursdays.
- Provide value in every communication. Are you delivering useful information in every email? Make it clear why people should care.
- Use plenty of verbs and active voice to keep people engaged.

Here are some examples of using active voice vs. passive voice:

- ✗ Passive: Networking opportunities will be provided at this event.
- ✓ Active: This event offers networking opportunities.
- ✗ Passive: You are encouraged to register by next week.
- ✓ Active: Register by [Date] to secure your spot!

- ✗ Passive: These professional development courses can be accessed by members.
- ✓ Active: Members can access these professional development courses.
- ✗ Passive: Exclusive sponsorship opportunities are available to our event exhibitors.
- ✓ Active: We provide exclusive sponsorship opportunities to our event exhibitors.

**Be Careful!**

- ▶ AI can be a useful assistant, but make sure your subject lines and emails don't sound robotic! Keep things conversational so your audience doesn't tune out.

Finally, let's take a quick look at the call-to-action (CTAs). A solid CTA will motivate people to get involved and support the Chapter.

Here are some **CTAs** to help you drive action:

CTAs for events:

- Join Today
- Register Now
- Save Your Spot!
- Lend a Hand (for volunteer requests)

CTAs for workshops/courses:

- Elevate Your Career
- Explore the Details
- Build Your Skills

CTAs for sponsors/exhibitors:

- Explore Benefits
- Secure Your Space
- Make an Impact

How often should you send emails?

There's a fine line between sending a useful number of emails and bombarding your email list. Send too many, and people will rush to unsubscribe. But if you only send a few per year, your Chapter could be forgotten and have low engagement.

Best practices for email frequency include:

- A **monthly newsletter** for members and sponsors is an ideal frequency to keep them up to date on upcoming events, opportunities, and news.
 - ▶ Reuse the same email template each month to save time.
 - ▶ Invite readers to share news and provide feedback to increase engagement.
- For **events**: send 2-3 emails leading up to the event. Consider setting up a shared Chapter calendar to stay on top of upcoming events and email deadlines.
 - ▶ The **first email (optional)** should be an announcement or save the date notice. These are best timed a week before registration opens.
 - ▶ The **second email** lets them know how and when to register.
 - ▶ The **third email** is a “last call” to remind them to save their seat!
- Avoid sending more than two emails per week. Any more than that and fatigue sets in—they may ignore or unsubscribe.

One email per month is a good starting point, and it shouldn't take more than 30-45 minutes per month to update your template and send.

3 Create an engaging email—with templates!



You're almost ready to hit send! Let's briefly go over:

- Design templates
- Email copy

Design templates

AMPP has put together several design templates in Canva ([access them here](#)). Whether you're creating an email in Outlook or using an email marketing platform:

- Add your Chapter logo to the header image at the top of your email.
- Use the official AMPP color palette for headers, buttons, and accents:

- ▶ **Primary red for headers and buttons:** HEX EE2737
- ▶ Dark gray for link hovers: HEX 333535
- ▶ Light gray for accents: HEX E5E1E6
- Customize a premade email template in your email marketing platform, if you're using one.

Whether you design your first Chapter email in Outlook or in a marketing platform, save it as a Template. You can reuse the same template over and over again!

- ▶ In an **email marketing platform**, look for a “save as template” option in the design editor.
 - Once saved, you can choose it from your dashboard any time you create an email.
- ▶ In **Outlook**, design your email then go to **File > Save As**. Choose Outlook Template (*.oft) from the drop-down menu. Click **Save**.
 - Any time you want to use that template, go to **New Items > More Items > Choose Form** and select **Look In > User Templates**. Choose your saved template—that's it!



Important Tip

- ▶ Want to dig deeper into design? The **AMPP Style Guide** has all the details on brand fonts, colors, logos, and more. If you have any questions about design, templates, or any part of the process, please reach out to Cindy Tracy at members@ampp.org!



Important Tip

- ▶ Prioritize brevity in emails. Condense information, provide links to external pages, and link directly to events (or create a LinkedIn post for the event and link to the post!). This keeps emails clean, focused, and more engaging for recipients.

Writing engaging email copy

The main purpose of a Chapter communication is to provide value to members and supporters. Whether you're hosting an event or reaching out to sponsors with opportunities, use these examples as a jumping off point for your emails (or change the names and dates and use them as-is)!

Here's the anatomy of an email—each one should include these elements:

Subject line

- Grab the reader's attention
- Try to keep it around nine words or less
- Try to evoke emotion – a sense of urgency, excitement, etc.

Preview text

- This is a short sentence that displays beneath the subject line in an email reader
- Use it to add context to the subject line
- Keep in mind that the preview text does not always display for recipients (it is dependent upon their email platform)



Header:

- The headline of the email, it usually appears just below the logo or header image
- Keep it short (3-5 words) and impactful

The body of the mail should include:

1. An opening sentence that explains the purpose of the email (e.g., Join us for a new workshop on December 14....)
2. Specific details they need to know (e.g., deadline for signing up, dates and times, number of PDH they'll earn, etc.)
3. Optional: additional benefits if they take action (e.g., food and beverages will be provided by XYZ cafe!)
4. CTA button/link
5. Close out with a thank you!

Email examples/templates

Replace the red text and bracketed details in these examples with your own information or use them as inspiration to create your own emails.

- [Monthly newsletter template](#)
- [Event template](#)
- [Sponsorship template](#)

Grab their attention!

Here are some short, catchy subject lines to consider:

- Don't Miss [Event Name]: Register Today!
- Join Us on [Event Date]—Save Your Spot!
- Make an Impact: Sponsor [Event Name] on [Date]
- Volunteers Needed! Get Involved with AMPP on [Date]
- Showcase Your Brand at [Event Name]
- You're Invited! [Event Name]
- Level Up! Register for [Workshop Name] Today
- Elevate Your Career: Join the [Workshop Name] on [Date]

Monthly newsletter template

Subject: Here's your monthly AMPP Chapter update!

Preview text: Catch up on the latest news, events, and opportunities

Header: [month] Updates!

Thank you for being part of the AMPP XXXX Chapter community! Here's what's happening this month:

- Coming soon: [Event Name]
- Get involved: [highlight a sponsorship or volunteer opportunity]
- Spotlight: [highlight member news, a course/workshop, or a member profile]

Upcoming Events

- [Event Name]
- Location:
- [Brief description: e.g., Join us for a professional development workshop featuring (Speaker Name).]
- Register Now! [link to registration page]

Featured Opportunity

Want to get involved? Become a sponsor! Your support helps us meet our mission while giving your company visibility in the community.

[highlight a current sponsorship opportunity, e.g., sponsor an event, donate to a scholarship fund, etc.]

[alternatively, highlight a volunteer opportunity or encourage members to participate in the next board election, depending on the month]

Get Involved! [link to Chapter contact page or email address]

Spotlight!

- [Each month, highlight a member, sponsor, or post photos from a recent event. It only needs to be 1-2 sentences.]

Thank you for being part of the AMPP XXXX Chapter community! Your participation makes an impact and helps us all meet our mission to protect people and assets.

- AMPP XXXX Chapter

Event template

Subject: Join us for AMPP XXXX Chapter's Networking Night!

Preview text: Connect with other members over craft brews

Header: Grow Your Network with AMPP XXXX Chapter

Join us for an exciting night of food, drinks, and conversation on **March 10** at **St. Arnold's Brewery**! This is a great opportunity to connect with fellow materials protection professionals and learn more about trends we're seeing in our region.

When and where:

- **Date:** **March 10, 2025**
- **Time:** **6:00 p.m. - 9:00 p.m.**
- **Location:** **St. Arnold's Brewery, [street address]**

[Sponsor Name] will be sponsoring some delicious appetizers, and there's plenty of free parking. Please RSVP by **February 27**, so we can count you in!

[CTA button – mailto:email address]

Save Your Seat

We'll see you there!

- AMPP XXXX Chapter



Sponsorship template

Subject: Partner with AMPP: Sponsorships Now Open!

Preview text: Showcase your brand to Chapter members and leaders

Header: Support Our Community

The AMPP **XXXX** Chapter is excited to announce a unique opportunity to gain visibility with local materials protection leaders and professionals. By sponsoring our upcoming **[Event Name]**, you'll help support critical industry education while sharing your brand with our engaged members.

Event details:

- **[Event Name]**
- **Date:** **xxxx**
- **Location:** **xxxx**
- **Audience Reach:** **[approximate number of expected attendees]**

Sponsorship benefits include:

- Your logo featured in event promotions, emails, social media posts, and on our website.
- Recognition on the day of the event!
- Exclusive opportunities to connect with members when you sponsor a breakout session or combine sponsorship with an exhibition booth.

[CTA button – link to sponsorship page]

Become a Sponsor!

Thank you for supporting the AMPP **XXXX** Chapter! We can't wait to work with you at this event.

- AMPP **XXXX** Chapter