

Manufacturing Day Emails to Schools Best Practice – MFG Day 2018

Streamline Your Subject Lines

You have just a couple seconds for your recipient to decide if they want to open or delete. Make the subject line matter.

- **Be brief, catchy, and make it memorable.** *Example: “Local industry wants to meet you”*
- **Avoid looking like spam.** Never type in all caps and avoid offering things free or a contest. *Example to not use: “Get a FREE tour for your classroom!”*
- **Consider ways to invoke curiosity – maybe through a question:** Is there something they can gain as knowledge, an experience or something else that gives them an advantage? *Example: “What does modern manufacturing in the classroom look like?”*
- **You can offer them something, just be careful in wording.** It’s okay to want to give them something and share that, but be cautious that it doesn’t sound too good to be true. *Example: “Travel grants to local industry available”*
- **Get your wordsmithing and creativity hat on – you can be witty, even creatively unusual to get their attention, but make sure it is not offensive or tacky.** People get tired of the boring same-old emails. Through creativity, you just might spark their interest with your funny quip. *Example: “Halloween isn’t the only thing you’ll want to celebrate this October!”*
- **What valuable asset do you provide that you should use as your opener?** People want knowledge that allows them to be better, more innovative, even more competitive in their position/role. With K-12 educators, they want something that helps their students, but also allows them a leg up in their profession. *Example: “Let’s give your manufacturing class a boost”*
- **Be a problem solver.** What is a common problem that educators have? What is something that they need to know about manufacturing to help them be effective? Focus the message to the issues of your audience: teachers, principals and superintendents to get their attention. *Example: “Real-world manufacturing examples for your classroom”*
- **Consider a local approach.** Administrators and educators may be more likely to open an email if it is about their community. *Example: “Opportunity to learn from Iowa manufacturers – travel grants available”*
- **Hey, I know you! Add your recipient’s name for a personalized approach to the subject line.** *Example: “Camille, come help us celebrate Manufacturing Day”*

Email “To” Tips:

- Clearly define who the email is for (teacher, administrator)
 - Make sure you write it for the audience intended. You might write something that is general enough to send it to multiple K-12 professionals. In each district or school there are multiple people who might be relevant to receive your message. While administrators and teachers each have their own roles and goals, you need to be mindful that you design the message so that it relates to the audience. If you are targeting teachers, write the email for them. If you want to get administrators onboard, then craft a slightly different version for those decision makers and share that you invited their educators. Each person is very busy and does not want to waste time on an email that is not intended for them.
- Carefully consider your email list by location, as well – you will want to send a separate email for each school and if time, each person. Personalization really helps people want to read something.
- Avoid mass emails, too many recipients will trigger spam filters

Tip: *If you want to invite lots of people to an event, consider tailoring the email and sending it in small batches to get better open rates. Also, always “bcc” your recipients if your recipients would not otherwise have access to each other’s email addresses.*

- **Your email should not be a sales pitch. It’s a conversation.** You are communicating with a professional colleague, make sure to write as such. Write in a personable way and work to drive them to more content online.
- **Use the KISS principle:** Keep it super simple. The entire email should take no longer than 20-30 seconds of their time. No need to put in every single piece of information. Again, drive them to the online information.
- **And Action!** Be clear, concise and action driven. Tell them what you want them to do, how to do it and be focused on action.

Example: “Register today for manufacturing tours” or “Schedule a meeting to discuss your manufacturing program goals”

- **Always focus on how you can help them.** You have amazing knowledge that would enhance their curriculum and engagement with students. Share what you have to offer.
- **Be a gracious professional.** Thank the email recipient for their time. Remember to always be sincere in your appreciation for them engaging.

Useful Content in 30 Seconds or Less

Choose your wording wisely, as verbosity is not helpful and the wording is very important to the result. Make things easy to read. No one likes reading confusing, convoluted emails that do not have an action, deadline or useful resources.

- **Bullet points:** So much easier to read than paragraphs. Arrange the bullets in most important to least important.
- **What is your call to action?** You aren’t there to sell yourself or your product. Clearly say what you hope to achieve through engaging with them.
- **End with what they are to do.** Are they to go to a website, email you back, sign up? Ask them to do that and give a timeframe (in the next two weeks, month, by a certain date).
- **Action words.** You will want to use words like *register* and *visit* to call them to action.
- **Modify your message depending on who you are sending it to.** Do you need to edit the action based on the position (teacher/administrator)?
- **Call in back up.** Ask a colleague to read your email on whether the content makes sense, has grammar or spelling errors or makes them want to engage with you. If they were getting the email – would they open it?

To everything there is a season – Timing of your Email Campaign

Avoid Monday and Friday emails to schools. To get the most return on your communication investment, send your email on a Tuesday or Thursday and during business hours, 7:30a-4p. If your target recipient list is a teacher, consider sending it around 3p so that it is at the top of their email inbox at the end of their school day or check for early out days on the school calendar and send it then, as they just might have time to read it! Also, consider that with mobile technologies many people check their email on their phone or tablet. Work to avoid large graphics embedded or file attachments in your original shout out. This will help open return rates, because large files often take too much time to download or might be marked as spam from the school’s spam filters.

You got this! People delete emails without reading them all the time, but with a few simple tweaks and considerations for the reader, you can ensure they know that you have value to add.

Source cited: <https://www.k12prospects.com/youre-missing-the-mark-how-to-supercharge-your-superintendent-and-principal-email-open-rate/>