

# A Tip Sheet for Writing Effective Event Announcements



According to a study by Mail Chimp<sup>1</sup>, email subject lines phrased as questions perform better than subject lines phrased as statements. Try to incorporate questions into your headlines to grab the reader's attention.



**Include a call to action in your announcement:** *Register, Learn More, Contact Us, Visit the Website Here, Visit our Table at Coffee Hour, and Volunteer* are all examples of CTA language.



**Be brief! Aim to keep your announcement copy under 50 words.** The target word count for e-news announcements is **45 or fewer words**. Sunday bulletin announcements are generally much shorter than e-news announcements.



**Be specific.** Copy should include specific information about your event. Avoid using embellishments and writing with flowery language. Touch on the “Who, What, When, Where, and Why” elements of your announcement.



**Timing is everything!** Generally, two weeks is the best timeframe for promoting your event. Running an announcement for longer than two weeks runs the risk of your announcement being “unseen” by waning attention spans.

1. <http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines>