
Email Guide



2024-2025



Introduction



We're all about teaming up smoothly and effectively with you, keeping your jam-packed schedule in mind. Our fingers are crossed that this guide will be your busy-day superhero when interacting with the marketing team.

Why is email etiquette important? Email etiquette is important because it reflects professionalism and respect for others. When composing an email, it's crucial to consider your tone, clarity, and grammar to ensure effective communication. Proper email etiquette includes using a clear subject line, addressing the recipient appropriately, keeping your message concise, and always proofreading before hitting send. By following these guidelines, you can convey your message clearly and respectfully, fostering positive and productive communication in both personal and professional settings.

Email Checklist

- **Write a clear and informative subject line** that accurately reflects the contents of the email and encourages them to read it.
- **Ensure the tone of your email is appropriate** for the recipient. We encourage a balance of friendly and professional.
- **Keep your email clear and to the point.** Don't use jargon that they wouldn't understand.
- **Ensure your message includes all necessary information.** Think of what questions you would have after reading the email for the first time and include that information.
- **Be strategic** when using bold, underline, highlight, and text colors. In most cases, less is more. Use these features sparingly to really highlight the most important information. Using all can convey an aggressive tone.
- **Proofread your message** before hitting send for any spelling or grammatical errors. This will greatly improve the professionalism of the message.
- **Double check** if you have attached all necessary documents.
- **Make sure you are using the correct signature** with your updated region, position, and contact information.



Email Examples

This example email shows what we would not do.

Vague subject line points to the subject line: **Training**

Whole email lacks necessary information points to the entire email content.

Child care is two words points to the phrase "childcare directors" in the text.

Save the Date is not attached points to the highlighted text "SEE THE ATTACHED SAVE THE DATE."

Whole email over uses bold, highlight, colored text, etc. points to the overall formatting of the email, including bold text, highlights, and colored text.

Signature is missing information points to the name "Hannah" at the bottom of the email.

Typo points to the word "trainng" in the text.

Emails tone is rushed and chaotic points to the overall tone of the email, characterized by multiple exclamation points and a lack of structure.

The email content is as follows:

Training

Hannah Smith
To: [redacted]

DEAR CENTER OWNERS,

I hope this email finds you well!!!

I wanted to inform you of an upcoming training session for childcare directors happening **NEXT week**. It will be a great training, and I think you should consider attending if you can!!! The details are still being **finalized**, but I'll send them over once I have them. **SEE THE ATTACHED SAVE THE DATE.**

Let me know if you're interested, and I'll keep you updated.

Hannah



Email Examples

This example email shows what we would do instead.

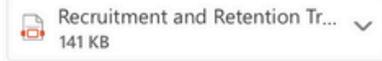
Clear and informative subject line

Central Training – Recruiting Staff and Retention



Hannah Smith

To:



Necessary documents are attached

Friendly and professional tone

Dear Central child care directors,

I hope this email brightens your day!

I'm thrilled to announce an upcoming training session tailored specifically for child care directors, scheduled for next month. This training will focus on recruiting staff and retention, and I encourage you to mark your calendars!

Details: Date: May 25, 2024 Time: 9:00 AM - 11:00 PM Location: Sunshine Conference Center, 123 Main Street, Anytown, USA

Breakfast will be provided!

Expect time to interact with our partners, an interactive training with resources, and connecting with other local directors! See the attached document for agenda and more information.

Please **RSVP by May 18, 2024**, to secure your spot. Use this link to RSVP: www.tnccrr.org/example.

Should you have any questions or require further information, feel free to reach out (*contact information in signature below*). Let's make this training session an unforgettable learning journey together!

Warmest regards,

Bold, underlining, and italics used strategically

No typos in email

Email is clear and to the point with all necessary info

Correct signature with necessary info

Hannah Smith

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