Email Guidelines

Let’s make it easier to understand each other and bring our knowledge forward!

1. Before writing the message
   • **Who** needs to know? (Send only CC and BCC when absolutely needed)
   • **Why** do they need this info? (Is it for information, discussion and/or decision?)
   • **What** do they need to know to take action?
   • **What** action does the reader need to take?
   • **When** shall the action be taken?
   • **How** will the action be followed up?

2. Writing the message
   a) **Subject**
      Use one subject per email. Make a new email with a new title in the subject box if you are introducing a new topic.
      Include the name Zonta, the purpose of the email and if known, the deadline for the response in the subject box. This practice facilitates the process of finding the email at any time, and for planning the work. For example:
      • Information about … e.g. Zonta Leadership Committee work in Copenhagen, your response needed no later than XX
      • Discussion on … e.g. how Zonta Leadership Committee will work together. Please send your response before XX
      • Decision base … e.g. on grid for Zonta Leadership Program
      • Agenda for … e.g. 11 Nov Zonta Leadership Skype meeting
      • Reply by … e.g. 19 Nov on Zonta email guideline

   b) **Content**
      • Start and end the email with a friendly sentence.
      • Be aware that once the email is sent, it is out of your control how, when and to whom it will be distributed.
      • If you have a lot of text, it is better to send it as an attached document. Date and sign the document. Make a note if the document must be saved for further references.
      • Use bullet points, figures, headlines and space to make it easy for the reader to read and find the needed information.
      • Reread your text at least one time, check spelling and delete repetitive information. Cut everything that is not necessary to the information you want to give.
      • Make sure that the actions to be taken by the reader of the email are explained in a short, sharp and clear way. Ask for questions if the message is not clearly understood.

3. After sending
   • Follow up as needed.