

EMAIL TYPES & TIPS

EMAIL TYPE COMPARISON

Aspect	Thank-You Email	Detailed Follow-Up Email
Timing	Within 24–48 hours	7--14 days later
Length	Short and to the point	More detailed
Focus	Gratitude, restating key ask	Supplemental info, resources, continued dialogue
Tone	Appreciative and positive	Informative and supportive
Attachments	Rarely	Yes (stories, data, fact sheets, etc.)
Focus	Relationship focused	information/action-focused

TEN QUICK TIPS

- ❖ Use Formal Titles
- ❖ Personalize the Message
- ❖ Express Enthusiasm For Next Steps
- ❖ Include Contact Information
- ❖ Proofread Before Sending
- ❖ Be Timely
- ❖ Be Original
- ❖ Be Brief
- ❖ Be Informative and Factual
- ❖ Be Respectful & Civil

PROPER SALUTATIONS

Member of the Senate:

Dear Senator [Senator's Name]

Members of the U.S. House of Representatives:

Dear Congresswoman/Congressman [Last Name] or Representative [Last Name]

Legislative Staffer:

Dear Mr./Ms./Mrs. [Last Name]

These should not be the only two emails sent if you are trying to build a relationship with your lawmaker