

Activity 4: Easy Emails and Tip-top Text Messages

Emails are so simple, easy and effective. They save hours of communication time and can reach a large audience. They've revolutionised marketing. Many schools also use text messaging these days; it's truly instantaneous.

Business Success Story

Blue Heron Books, an independent bookseller, was faced with the potentially devastating reality of eBooks sales eroding their business. Not phased however, the owners used the internet to their creative advantage and launched an email newsletter to all current and potential customers. Intriguing subject lines kept people guessing and wanting to read more. They're not a local success story: they're a national success story.

Success Criteria

Many of your audience will read emails and text messages sent to them. After all, they're keen to keep up to date with the information disseminated by their child's school. However, any email sent therefore needs to be clear, specific, short and meaningful. You may wish to include a few of these thoughts:

- The purpose of your 'Gadget Shop' sale: to raise awareness of science and its importance in the real world; to raise vital funds for educational equipment within your school; to give pupils the opportunity to experience practical activities.
- The date of your 'Gadget Shop' stall.
- The time you'll be running the stall. For example, will it be during your lunch break, morning break, before school or after school.
- The amount of money pupils are allowed to bring to school and how you would like pupils to bring this to school safely. For example, would you like any monies to come to school in a sealed envelope?

Of course, if time is critical, and you don't wish to write your own email or text message, please see the examples we've included below.

Follow Up

An email, sent a week before your event, will give most parents/ carers time to read your content and take action. But why not follow this with a text message the day before, reminding parents of your imminent sale.

Involving the Pupils

Although we have given examples below, pupils can write both their email and a text message.

Resources

Use our letter or text message templates, below.

Text message one:

School gadget sale, this Thurs at break, in Year Six.
Max spend £4. All monies raised go to school PTA.
Thank you for supporting our school fundraising.

Text message two:

Fundraising sale all next week. In library, at lunch.
Max spend £2. Amazing gadgets, gismos, toys and
experiments. Thank you for your support.

Text message three:

Exciting Science sale on Fri. Max spend £3. Bring
money in sealed envelope. Help us to fundraise.
Thank you for your support.