

Writing That Moves People to Step Forward

STEP 1

Before you write your copy, write out five to ten lines that sum up what you want to say. Those lines are the “headlines” version of your email. They should more or less make sense on their own if you read through them.

Here’s this email’s subheads written ahead of writing the whole email:

- Right now, sea turtles are disappearing faster than we can save them
- [Your \\$25 can rescue a turtle trapped in fishing nets](#)
- Small actions create massive waves of change.
- Look at all the work that was funded last month!
- [Ready to join the fight for our oceans, donate today?](#)

STEP 2

Bold them.

Now you’ve got your subheadings..

STEP 3

Between the subheadings, add the rest of your writing. If the subheads don’t make sense once you’ve added more writing, no worries, you can change the subheadings. You can play with adding or taking away subheadings if needed.

Subject: Sea turtles are making a comeback - Thanks to You! 🐢

Dear Friend,

Right now, sea turtles are disappearing faster than we can save them. Plastic pollution, fishing nets, and beach development are pushing these ancient animals towards extinction. But there's hope, and it starts with people like you.

[Your \\$25 can rescue a turtle trapped in fishing nets.](#) Our marine rescue teams work around the clock, but they need boats, equipment, and veterinary care to save lives. Every donation directly funds these critical rescue operations.

Small actions create massive waves of change. When you support sea turtle conservation, you're not just saving one species. You're protecting entire ocean ecosystems that millions of marine animals call home.

Look at all the work that was funded last month!

- Remove 2,847 pounds of plastic from nesting beaches
- Rescue 34 injured turtles
- Protect 156 new turtle nests from predators

[Ready to join the fight for our oceans, donate today?](#) These gentle giants have survived since the age of dinosaurs. They won't survive without us. Your donation today means more rescued turtles, cleaner oceans, and protected nesting beaches.

With hope for our oceans,

Marine Conservation Alliance

P.S. [Donate in the next 48 hours and we'll send you a photo of a turtle your donation helped save.](#)