

# Tips for Emailing Policy Makers ABOUT SCIENCE

This summary is based on [work](#) from the [Evidence-to-Impact Collaborative](#), using their SCOPE (Science Communication Optimizer for Policy Engagement) rapid-testing method. The infographic was created by the [HOPE Lab](#).

## 1. CUE RELEVANCE

- Make sure the information is personally relevant to them. For example, include their name in the subject line, reference the geographic area they represent, and/or ensure they can do something with the information you are sending.



## 2. KEEP THE EMAIL SHORT

- Policy makers are more likely to engage with short emails. Aim for 2-3 sentences if possible.



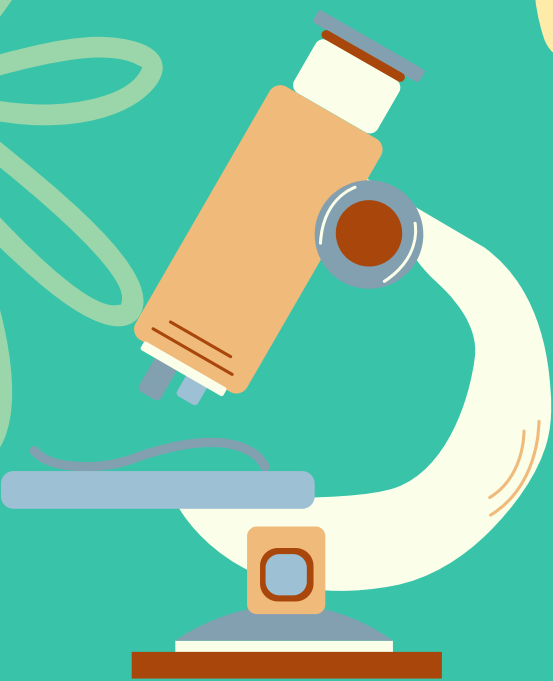
## 3. WRITE AUTHENTICALLY

- Address the email to a real person (public official), from a real person (you).
- Add a personal touch (i.e., a kind greeting, personal story) instead of just listing statistics.



## 4. "SCIENCE" IN THE SUBJECT LINE

- Having "science" in the subject line doesn't influence how often an email is opened.
- However, putting "science" or "research" in the subject line does let the reader know what to expect and *seems to increase the amount they engage with the material in the email.*



## 5. AVOID CLICKBAIT TACTICS

- Clickbait is a tactic that entices readers to click on links.
- Policy makers receive tons of emails and are familiar with clickbait tactics. Don't use those! Instead, write the email like a 'normal person'.



## 6. EMOTIONS

- Trying to elicit an emotional response is tricky. Emotions can increase engagement, but we want to evoke the right emotion, in the right context.
- Use authentic emotions if it seems appropriate, but if you are unsure about what emotion to use, avoid it.

## 7. FOCUS OF EMAIL

- Emphasizing a problem will grab the reader's attention.
- Solution focused emails propose a solution to the reader, which improves engagement.
- It *might* be beneficial to include both the problem and a proposed solution, but that has yet to be tested.



## 8. EMAIL ENGAGEMENT

- Around 20% of policy makers will open all their emails, but ~45% will open none.
- Be strategic when crafting emails, as targeting strategies are important to grab the attention of the 35% of policy makers who open emails sporadically.

## 9. CONTEXT MATTERS

- Outside influences (i.e., world events) affect the success of messaging tactics. Therefore, the strategies used should be timely, relevant, and personal.
- If there is a recent event (i.e., news) relevant to your research, send your email as close to the event as possible and reference the event in your email.



## 10. EVALUATION IS NECESSARY

- Constant evaluation of the strategies used to target policy makers is needed.
- Since contextual factors are unpredictable, constant evaluation ensures we are aware of what is working and what is not.
- Keep track of what works and what doesn't. Modify accordingly!

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