



Beekeeper Group

Email Best Practices for Public Affairs

Building better emails to maximize engagement.



Beekeeper Group



Bee-Mail Rules

Sorry, I had to...

347 bn

More than 347 billion emails are **sent and received each day.**

40

An average business person sends 40 **emails per day.**

46

Of email opens happen **on a mobile device.**

121%

An average person receives 121 **business emails per day.**

5

People spend an average of five **hours per day** in their work and personal email.

49

Roughly half of all emails are **reported as SPAM.**

%

What We're Up Against

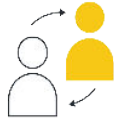
- Today's newscycle
- Consumer marketers
- Social media
- Inbox overload
- Spam filters
- Employee chat



NORDSTROM
ANNIVERSARY
S A L E



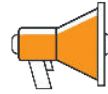
**Direct Access
to Supporters**



**Cost-Effective
Tactic**



**Engages &
Converts**



**Personalization
Builds Trust**



**Gives You Good
Data**



**Versatile
Content**



**Longevity &
Adaptability**



**Email
Is *Still* Important!**

What Kind of Emails Should I Be Building for Public Affairs Programs?

- Newsletters
- Clips
- Community Engagement
- Activations
- Invitations

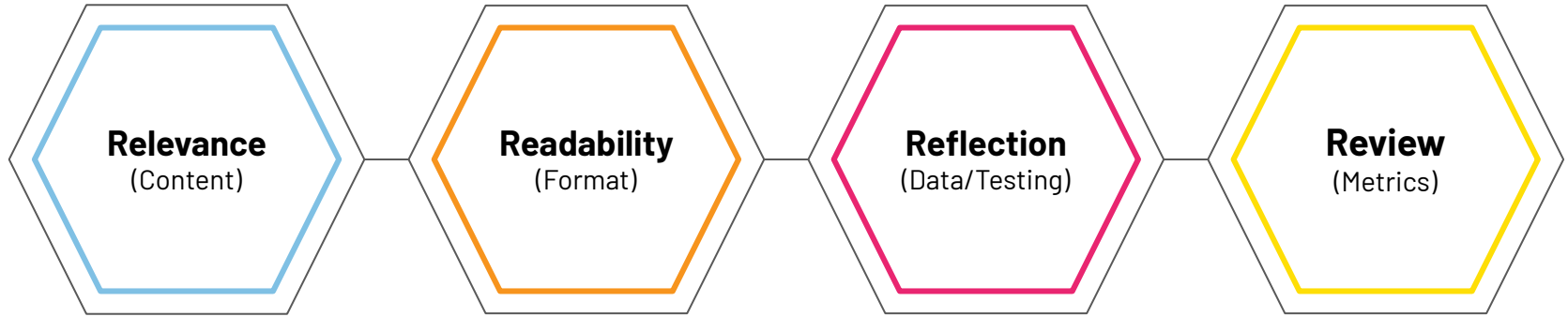


10 Best Practices to Build Better Emails

1. Craft compelling subject lines
2. Prioritize clarity and conciseness
3. Use a single, focused call to action
4. Personalize where possible
5. Maintain a consistent brand tone
6. Incorporate visual hierarchy and design best practices
7. Focus on value for the reader
8. Test and optimize continuously
9. Segment your audience
10. Ensure accessibility and inclusivity



Best Practices Broken Down



Best Practices Broken Down



- Voice
- Timeliness
- Value
- Community
- Connection

- Simplicity
- Scannability
- Mobile-First
- Action
- Accessibility

- Insights
- Data-Driven
- Tone Matches
- Targeted
- Optimizing

- Testing
- Deliverability
- Benchmarking
- Feedback
- Trendy

Relevance Best Practices

- Tailor content to your audience's needs and interests.
- Relevant content isn't just about what you say, but when you say it.
- Every email should answer “What’s in it for me?” for the recipient.
- Highlight clear benefits, such as learning opportunities, timely updates, or exclusive content.
- Beyond just using first names, tap into recipient data to craft messages that speak to their specific interests, concerns, and past behaviors.
- Create a sense of belonging by framing emails within a narrative that connects to a shared mission or common goal.



Case Study: Center for Audit Quality

AUDIT INSIDER with Dennis McGowan



Welcome back, Audit Insiders. With the passage of the 4th of July holiday, summer is more than underway, and I hope everyone is getting time to enjoy summer vacations (and staying in the air conditioning).

It certainly has been an active summer for regulators and standard-setters, with the Public Company Accounting Oversight Board (PCAOB) particularly busy with standard-setting activities. At the CAQ, my colleagues have been equally active, writing comment letters, sharing publications on restatement trends, conducting institutional investor surveys, and developing resources to support the ongoing fight against fraud in the capital markets.

BOLD AMBITION QUARTERLY THE LATEST ON DEI IN ACCOUNTING with Liz Barentzen



Welcome to June, the official first month of summer. For me, this month marks a major (and bittersweet) milestone - my oldest son's graduation from high school. And while he is planning on majoring in environmental science at the University of Oregon this fall, he has also committed to at least taking an introductory course in accounting. I can only hope this first step might ultimately result in him double majoring in Accounting *and* Environmental Science. I am proud of his achievements and am pleased that the work we do every day at the CAQ - in sharing the value of accounting as a career option with high schoolers across the country, has had a direct impact closer to home.



Case Study: Relevance

Challenges & Opportunities

- New website - what's next?
- Huge list, minimal segmentation
- CRM integration opportunities
- Thought leadership opportunities

Solutions

- Revamp format & content
- Smart segmentation & tagging
- Re-engagement series & regular campaigns

CAQ

Email Optimization 2023: Proposed Recommendations

As we look ahead to the launch of the new CAQ website, we have a unique opportunity to enhance the CAQ's email program by customizing content experiences to our audience and implementing email marketing best practices. The capabilities of the new website, including greater Salesforce/Pardot integration, will allow us to re-vamp the CAQ email program to better utilize our email marketing tools.

Our current email approach has three major gaps that this recommendation is designed to address:

- Current CAQ email lists are very large, without a good idea of who our email audiences are and what content they're interested in. This has resulted in low engagement because our emails currently cover a wide range of topics and our irregular schedule sometimes results in the content no longer being as relevant to our audience.
- There is minimal segmentation to identify contacts by profession or issue area that may help match them with the email content they would be most interested in.
- Finally, we are missing an opportunity to further elevate the CAQ's thought leadership and senior leaders.

This memo outlines key recommendations to help us improve our email program and achieve these objectives:

- Develop a better relationship with our CAQ contacts and re-engage inactive contacts so that they're receiving the content they want and view CAQ emails as a reliable source for updates on their issue areas
- Provide additional opportunities to drive thought leadership
- Drive additional site viewership, interest, and awareness of CAQ resources, events, and priorities
- Gain additional information about who our email contacts are and what content they're interested in so they we may engage them for higher touch-point activities, if/when needed

Recommendations

Key recommendations are outlined below and are further explored in sections later in the memo:

- **Revamp the CAQ's email newsletters and email content.** Many of the CAQ's current email offerings are seeing decreased engagement with both open and click rates steadily declining. We're proposing phasing out the CAQ Snapshot and General Communications sends and replacing them with new regular email newsletters for Julie Bell Lindsay, Dennis McGowan, and Liz Barentzen in addition to utilizing more ad-hoc email alerts to specific segments. Humanizing our email newsletters and providing a more curated approach can vastly improve our email engagement and



Planning

- Built thought leadership strategy
 - ◆ Voices, Tone, Cadence
- Redesigned newsletter assets
- *Re-engagement survey*
- Implemented new sign-up
- Built a welcome series
- Set plan for measurement
- Prepared for growth!

Future-Proofing

- List Cleaning
 - ◆ Annual Re Engagement Campaign
 - ◆ Monitoring Bounces
 - ◆ Preference Center
- List Growth
 - ◆ Organic social
 - ◆ Events
 - ◆ Content gating
- Editorial Planning

Case Study: CAQ - Survey Engagement

Three-Question Survey

- What best describes you?
- Which of these topics interests you?
- Would you like to hear updates about the following?

Survey Categories	Recommended Email List
Audience - Auditor, Audit Committee, Investor, Policymaker, Academic, Media, Other	Dennis Newsletter Audit Committee Insights JBL Newsletter Liz Newsletter AFC Newsletter
Topics - Audit Quality, Auditor Independence, ESG, Anti-Fraud, DEI	
Activities - In-Person Events, Webinars, Updates, Resources, Public Policy	



Case Study: CAQ - Connecting Data

Newsletter Recommendation	Tags
Dennis Newsletter	Auditor
Audit Committee Insights	Audit Committee/Board Member
JBL Newsletter and Dennis Newsletter	Investor
JBL Newsletter and Dennis Newsletter	Policymaker
Dennis Newsletter and Liz Newsletter	Academic
JBL Newsletter	Media
JBL Newsletter and Dennis Newsletter	Other



Readability Best Practices

- Keep layouts clean, use white space effectively, and avoid overwhelming the reader with dense blocks of text.
- Use bullet points, short paragraphs, and bold headings to make content easy to skim. Readers should be able to grasp key points within seconds.
- Ensure emails are optimized for mobile, considering most recipients will view emails on their phones. Use responsive design, legible fonts, and touch-friendly buttons.
- Every email should have a single, clear CTA. Whether it's "Take Action Today," "Donate \$5," or "Learn Why We Advocate," guide the reader toward a focused next step.
- **Accessibility!**



Accessibility

Alt Text: Ensure all images include descriptive alt text for users relying on screen readers.





Contrast and Readability: Use high-contrast color schemes and readable font sizes to accommodate people with visual impairments.

Descriptive Links: Avoid vague link text like “Click Here.” Instead, use descriptive phrases like “Read More About Our Campaign” to enhance usability for screen reader users.

Structure and Headings: Use proper heading tags and logical content structures so screen readers can easily navigate the email.



To Emoji or Not?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marketing Brew	 Very Demure? - Our summit agenda is anything but! - Check it out. Mar
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nonprofit Profiles	Get ready for Giving Season - Update your profile to boost your fundraising
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	POLITICO Playbook PM	Harris tries to build a big tent - Presented by USAFacts: POLITICO's must-re
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Marketing Brew	 Child's play - How toy brands are advertising to pint-sized viewers. August
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sara Fischer	Axios Media Trends:  Paramount deal scoop - Plus:  Fox in the Dem Ho

EXAMPLE:

- Axios Media Trends: TV Set Paramount deal scoop, Plus: Fox Fox in the Dem House

Structure

Header


Personalized Greeting

1. Lede (BLUF) - 1-3 sentences
2. Education/Persuasion
3. Direct Ask
4. IMAGE or a BUTTON (before or after)
5. Restate your case
6. End with ask again

Sign off

Postscript



From: **Dr. Meredith Anderson** <information@uncf.org>
Date: Thu, May 9, 2024 at 8:52 AM
Subject: Celebrate Teacher Appreciation Week with UNCF 



Hear Us, Believe Us

Centering African American Parent
Voices in K-12 Education

Dear Advocate,

Our latest report in the UNCF Perceptions Research Series: "Hear Us, Believe Us: Centering African American Parent Voices in K-12 Education" validates what we at UNCF have always known: Black voices matter in education.

KEY FINDING

While Black parents rate their child's school and personnel favorably, racial inequities are apparent. **Parents report more favorable schooling experiences when there are more Black teachers at school.**

Nearly half of Black parents felt that schools did a very good job of making them feel welcomed and informing them of their child's progress. When parents are engaged with teachers and administrators, children thrive in the classroom.



During Teacher Appreciation Week, we encourage educators of all backgrounds to read and share the report with their networks. These [latest findings challenge assumptions](#) about African American apathy and engagement as we lay the foundation for a better educational landscape rooted in equity and justice.

GET THE REPORT

We appreciate your support as we prepare the next generation of Black students for a promising future in higher education and beyond.

Meredith B.L. Anderson, Ph.D.

Reflection Best Practices

- Regularly review which topics, formats, and send times lead to higher open and click-through rates.
- Use engagement data to inform decisions on subject lines, email timing, and content types.
- Reflect your organization's brand consistently while adapting your voice to resonate with your audience. Are you aiming for formal and authoritative, or more conversational and relatable?
- Break down your list based on engagement levels, previous actions, and demographics. Tailored messaging increases relevance and engagement.
- Regularly assess past performance to inform future strategies. Adapt and refine based on what resonates most.



A Word About Good Subject Lines

- Grammatically correct
- Personalized
- Not too short, not too long
- Keep words to under 8 characters
- Incorporate subtle urgency
- Add in a dose of fun
- ... or suspense
- Avoid SPAM words

And Some Words You Should Avoid (or Test!)

- Credit
- Act now
- Apply now
- Urgent
- Congratulations
- You have been selected
- Debt
- Billion



CTAs in Email

- Clarity over cleverness
- Avoid “Click Here” or “Learn More” when possible
- Use verbs that clearly describe the action you’re asking
- Aim for 3-4 words max
- Make sure your button looks good
- *It’s okay to add some of those spam words into your buttons*





Dear {{Firstname or KP Voice Advocate}},

Every year, millions of Americans don't vote because they miss a registration deadline, don't update their registration, or aren't sure how to register.

At Kaiser Permanente, we are committed to promoting nonpartisan civic engagement and highlighting the strong correlation between healthy communities and a thriving democracy. That's why we are joining thousands of leading companies, non-profits and community partners today on National Voter Registration Day to ensure our employees, physicians, and the communities we serve have the tools they need to [check their voter registration](#) and [participate in this year's election](#).

National Voter Registration Day is Tuesday, September 20

"Ensuring everyone has a voice and that that voice is heard is fundamental to our organization, our mission, and the quality, leading, affordable, high-quality health care and leading our communities health systems. Full and equal representation of the people and families we serve. We need work together to ensure every eligible American is registered in their ability to register and to vote. Ensuring this right is our responsibility to each build a stronger, more diverse, and inclusive democracy that protects and serves us all equally."

Greg A. Adams, Chair and CEO, Kaiser Permanente



{{Firstname or KP Voice Advocate}}, you joined KP Voice because you understand how policy at all levels of government affects health care and our mission to provide high quality, affordable health care and improve the health of our members and communities. That's why we're reaching out to ask you to join us in encouraging your family, friends, and colleagues to check their registration and get ready to vote. The button below will allow you to send a registration reminder directly to their email addresses.

Share KP Voice

Every voice is important in this upcoming election. Thank you for being a KP Voice Advocate and for using your voice to increase participation in the electoral process to help build healthier communities.

Sincerely,

Anthony Barreto
Senior Vice President, Government Relations



At Kaiser Permanente, we are committed to promoting civic engagement and highlighting the strong correlation between healthy communities and a thriving democracy. KP Voice is a non-partisan program that gives you the tools and information you need to get involved this election season. Visit our [KP Votes Resource Center](#) to check your voter registration status, find important election deadlines, and learn about initiatives of importance to Kaiser Permanente.

Get Ready to Vote

One Kaiser Plaza Oakland, CA 94612 | [If it is Securely Targeted \(Email\)](#) | [Unsubscribing is not supported in previews](#) | [Privacy Policy](#)
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Dear {{Firstname or KP Voice Advocate}},

Elections are the cornerstone of our democracy and present the one your voice to better your community. As the people of Kaiser we hold diverse beliefs, but we stand united in our commitment to communities we serve.

Civic engagement practices such as voting are essential to a thriving voice of all — especially the most impacted and underserved. Together help build a stronger, more inclusive democracy, by exercising our and encouraging and helping others to do so as well. With Election approaching on Tuesday November 5th, it's time to make a plan.

{{Firstname or KP Voice Advocate}}, if you already have a plan encourage your family, friends, and colleagues to also vote in this election. The button below will allow you to send a reminder email their email addresses.

Spread the Word

Whether going to your polling location on election day, send ballot, or voting early, there are plenty of ways to cast your vote. Visit our [KP Votes Resource Center](#), where you can check your registration, request an absentee ballot, and find other important deadlines and voting information.

Thank you for being a KP Voice advocate and for setting a great participation in the electoral process that is core to building a healthy democracy and thriving communities.

Sincerely,

Anthony Barreto
Senior Vice President, Government Relations



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Dear {{Firstname or KP Voice Advocate}},

I recently wrote to you about the importance of voting in this year's election. With Election Day next Tuesday, it's time to make sure you've voted or are ready to vote by November 5.



Locked, have you? This is another reminder to make sure you and your family, friends and colleagues vote in this year's election. Everyone's voice is important in this upcoming election. As a KP Voice advocate, you have access to our Voter Resource Center which has all the resources you need to get informed and ready to vote.

{{Firstname or KP Voice Advocate}}, take a moment to share that you voted. The button below will allow you to post a message on your social media.

I Voted

Thank you for engaging with Kaiser Permanente and helping to encourage participation in this year's election. Together we can build a stronger, more inclusive democracy.

Sincerely,

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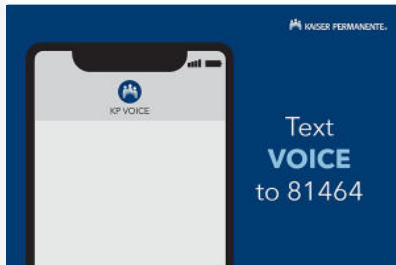
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KP Voice Advocate,

At Kaiser Permanente, we want to make it easy for you to advocate for policies that impact our members and the communities we serve — that's why we launched a new and improved mobile messaging program earlier this year!

We wanted to remind you to [text VOICE to 81464 to opt-in to mobile messaging so you never miss an opportunity to advocate with KP Voice](#).



Thank you for your continued support of KP Voice.

Cristina M Numberger
Director, Public Affairs & Advocacy
(On behalf of the KP Voice Team)



KP Voice is Kaiser Permanente's nonpartisan grassroots advocacy community that gives you the tools and information you need to influence policies at all levels of the government. We want to make an even greater impact in 2024, and [by opting in to mobile messaging](#) you will have the power within seconds to influence policies that affect Kaiser Permanente, our members, and the communities we serve.

Learn More

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Review Best Practices

- Test variables like subject lines, CTAs, or visuals to identify what drives better performance. Use these insights to optimize future campaigns.
- Ensure emails land in inboxes by maintaining list hygiene, avoiding spam triggers, and using reputable sending domains.
- Compare your metrics to industry standards, like open rates and click-through rates, to gauge success and set realistic goals.
- Create mechanisms for audience feedback. Consider including quick surveys or rating scales to understand how your audience perceives the content.
- Get on a regular schedule of data performance review.

Let's Talk Testing

A/B testing is a method of comparing two versions of an email element (such as subject lines or CTAs) by sending each version to a small, randomized segment of your list to determine which one performs better before rolling out the winning version to your full audience.

50k+ Subscribers	10 - 50k Subscribers	Under 10k Subscribers
5% - A 5% - B	10% - A 10% - B	CONSIDER: 30-50% of list for test
Winner goes to remaining 90% of list.	Winner goes to remaining 80% of list.	Winner gets remaining 70% - 50%.



Alex's 8 Testing Best Practices

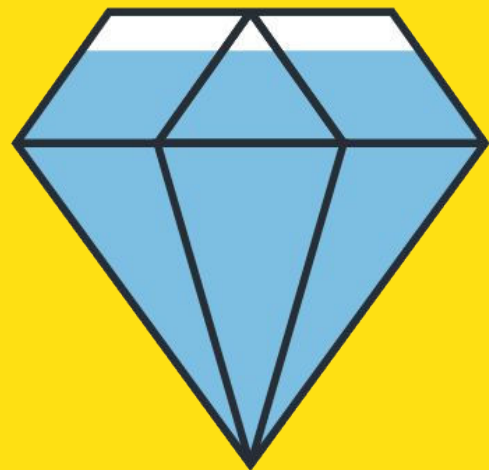
1. Start with high-impact elements (subject line, CTA, layout)
2. Test one variable at a time
3. Segment audience by engagement level or past action before testing
4. Time-of-Day and Day-of-Week
5. Measure beyond opens and clicks
6. Analyze long term trends
7. Document and apply learnings
8. For smaller lists run more frequent tests across multiple campaigns (insights/performance)

Hygiene

Regular List Cleansing: Regularly remove inactive subscribers, bounced addresses, and outdated contacts.

Engagement-Based Segmentation: Segment based on activity levels—frequent openers, occasional engagers, or dormant contacts.

Preference Centers: Allow subscribers to manage their email preferences, including topics of interest and frequency.



GOVERNMENT RELATIONS UPDATE

With the support of our members, we continue to work on the legislative and policy issues that impact our members and the food distribution system.

[NEWS/ISSUES](#) [RESULTS](#) [WEBINARS/EVENTS](#)

August 15, 2024

Top Action

Reply to Survey on FDIPIR and CSFP Disruption
As many of you know, there is ongoing disruption to deliveries for the Food Distribution Program on Indian Reservations (FDPIR) and the Commodity Supplemental Food Program (CSFP). USDA sent a letter to TEFAP state agencies with details on declining a "situation of distress" to support impacted program participants. USDA requested TEFAP state agencies reply by Aug. 12 if they intend to pursue this option. As part of that declaration, state agencies will reach out to food banks that distribute TEFAP to confirm food banks' available TEFAP inventories. Identify USDA foods that could support FDIPIR and CSFP participants, and coordinate on distribution methods.

[TAKE THE SURVEY](#)

Policy Priority Updates and Actions

USDA announced a \$250 million increase in funding for the Food Distribution Program on Indian Reservations (FDPIR) and the Commodity Supplemental Food Program (CSFP) for fiscal year 2025. This funding increase is a significant step towards addressing the ongoing challenges faced by these programs.

News
The House of Representatives passed a bill to increase funding for the Food Distribution Program on Indian Reservations (FDPIR) and the Commodity Supplemental Food Program (CSFP) for fiscal year 2025. The bill also includes provisions to streamline the application process for these programs.

Senate
The Senate passed a bill to increase funding for the Food Distribution Program on Indian Reservations (FDPIR) and the Commodity Supplemental Food Program (CSFP) for fiscal year 2025. The bill also includes provisions to streamline the application process for these programs.

SNAP
The USDA announced a new initiative to support SNAP recipients during the summer months. This initiative includes providing additional funding for food banks and community organizations to ensure that SNAP recipients have access to fresh produce and other nutritious foods.

Tools, Tips and Other Quick Updates

Check out our new **Policy Priorities** page, which provides a comprehensive overview of our legislative and policy goals for the 2024-2025 session. This page is a valuable resource for our members and the public alike.

Monthly Government Relations Webinar

September GR Webinar | Wednesday, Sept. 4 at 3 p.m. ET

Join us for the latest legislative, policy and advocacy updates. Did you miss a past GR webinar? Watch the recording or download the slide deck.

Additional Webinars and Events

All Network SNAP Webinar | Wednesday, Aug. 28 at 2 p.m. ET
Learn about best and emerging practices regarding SNAP application assistance across the network. We will be discussing learnings from our fiscal year 2023-24 grants. This will include a presentation on low- and no-cost digital tools and a grantee panel discussion.

[REGISTER NOW](#)

Key Dates and Deadlines

August congressional recess (state/district work period):
• House: Thursday, July 25 – Friday, Sept. 6
• Senate: Monday, Aug. 5 – Friday, Sept. 6

GR Question of the Week

Yammer Question of the Week: "The California Association of Food Banks is hoping to add a widget to our website where people can take actions like easily emailing a congress member. Does anyone have experience creating something like this? We use WordPress."

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GOVERNMENT RELATIONS UPDATE

In this week's update: We have the latest on the disruptions to FDIPIR and CSFP deliveries as well as two toolkits your organization can use to keep preparing for Hunger Action Month.

[POLICY PRIORITIES](#)

[RESOURCES](#)

[WEBINARS/EVENTS](#)

August 15, 2024

Top Action

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To help us understand network members' experiences with the FDIPIR and CSFP disruption, please take our brief survey on whether your organization is impacted. This information will inform our active engagement with Congress and senior USDA leadership on the need for immediate assistance in securing food resources to address this critical issue. USDA has indicated it now expects FDIPIR and CSFP delays will continue at least into September.

[TAKE THE SURVEY](#)

Policy Priority Updates and Actions

Feeding America's 2024 policy priorities include a bipartisan farm bill that strengthens federal nutrition programs, full funding for nutrition programs in fiscal year 2025 appropriations legislation, and additional USDA food purchases for TEFAP and other programs. [Learn more about our policy priorities here.](#)

 [Farm Bill](#)

includes resources to support your planning of media and digital content along with embargoed talking points.

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[WEBINARS/EVENTS](#)

Key Dates and Deadlines

August congressional recess (state/district work period):

- House: Thursday, July 25 – Friday, Sept. 6
- Senate: Monday, Aug. 5 – Friday, Sept. 6

Hunger Action Month: September

Hunger Action Day: Sept. 10

Congressional recess (state/district work period): Monday, Sept. 30 – Monday, Nov. 11

Current farm bill expires: Monday, Sept. 30

Federal fiscal year 2025 begins: Tuesday, Oct. 1

GR Question of the Week

Yammer

Gabriela asks: "The California Association of Food Banks is hoping to add a widget to our website where people can take actions like easily emailing a congress member. Does anyone have experience creating something like this? We use WordPress."

Reply now!



You are receiving this because you are connected to Feeding America's policy and advocacy work. Not on our email list? [Sign up here.](#)

1627 J Street NW, Suite 1000 Washington, DC 20006
www.feedingamerica.org | policy@feedingamerica.org

Future Proofing

- **Automated triggers** - event sign-ups, clicks, content downloads
- **Omnichannel strategy** - coordinate your email campaigns with social, paid, and web content
- **Tracking and attribution** - UTM codes, CRM integration, custom page
- **Lead Magnets** - Offer valuable content (e.g., whitepapers, guides, toolkits) in exchange for email addresses.
- **Opt-in Mechanisms** - Include prominent sign-up forms or pop-ups with clear value propositions (e.g., “Stay informed with our latest policy updates”)

1

The Hive Five!

The latest buzz from Beekeeper Group

Welcome to the Hive Five, Beekeeper Group's new newsletter. We hope to help you with better ideas from our recent work, share in easy-to-read trends and events, and help you get to know our team and what makes us buzz. Let's get started!

2

ASK BEE ANYTHING!

Our Beekeeper Group Q&A Series

3

ACCESS THE VOTE WITH MDA

Access the Vote with the Muscular Dystrophy Association

4

45th Annual Telly Awards

We're proud to announce that Beekeeper Group and our clients were the recipients of four bronze Telly Awards:

- National Recreation and Parks Association: Outdoors to All, General Advocacy & Causes
- Liberty Mutual: Advocacy Toolkit, General Advocacy & Causes
- DC Coalition Against Domestic Violence: A Survivor's Journey to Safety, General Public Service & Activism
- DC Coalition Against Domestic Violence: A Survivor's Journey to Safety, General Social Impact

The Telly Awards were founded in 1979 to honor excellence in video and television but have evolved to feature all forms of immersive digital content, including advocacy and social impact. We are honored to be recognized and look forward to another year of award-winning collaboration!

5

Don't live in DC but still want to connect?

We're planning to host some in-person events throughout the country in 2025. Respond to this email to let us know where you'd like to meet!

That's all for now. Follow us on social media if you want to see the highlights from our recent Buzz Advocacy Summit.

Talk soon,
Beekeeper Group

1

The Hive Five!

The latest buzz from Beekeeper Group

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2

ASK BEE ANYTHING!

Our Beekeeper Group Q&A Series

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ACCESS THE VOTE WITH MDA

Access the Vote with the Muscular Dystrophy Association

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45th Annual Telly Awards

We're proud to announce that Beekeeper Group and our clients were the recipients of four bronze Telly Awards:

- National Recreation and Parks Association: Outdoors to All, General Advocacy & Causes
- Liberty Mutual: Advocacy Toolkit, General Advocacy & Causes
- DC Coalition Against Domestic Violence: A Survivor's Journey to Safety, General Public Service & Activism
- DC Coalition Against Domestic Violence: A Survivor's Journey to Safety, General Social Impact

The Telly Awards were founded in 1979 to honor excellence in video and television but have evolved to feature all forms of immersive digital content, including advocacy and social impact. We are honored to be recognized and look forward to another year of award-winning collaboration!

5

Don't live in DC but still want to connect?

We're planning to host some in-person events throughout the country in 2025. Respond to this email to let us know where you'd like to meet!

That's all for now. Follow us on social media if you want to see the highlights from our recent Buzz Advocacy Summit.

Talk soon,
Beekeeper Group

3

ACCESS THE VOTE WITH MDA

Access the Vote with the Muscular Dystrophy Association

In April, we partnered with the Muscular Dystrophy Association (MDA) to launch their latest MDA Advocacy Initiative, the Access the Vote campaign. This cross-sector effort empowers the neuromuscular disease community and the broader disability community to exercise their fundamental right to vote in our upcoming November elections.

At MDA.org/Vote you'll find essential information and frequently asked questions on polling place accessibility, voting options, and voter rights for people living with disabilities. Watch the video to learn more about the core messages of this important campaign.

4

ASK BEE ANYTHING!

Our Beekeeper Group Q&A Series

Ask 'Bee' Anything with Quorum

We've had an incredible time this summer hosting virtual attendees during our inaugural Ask 'Bee' Anything learning series. As part of our season finale, we're partnering with our friends at Quorum to answer our audience's most-asked questions about the best practices for advocacy software. Join us to explore Impactful advocacy storytelling:

- How can I build an organized database of advocate stories (and manage it effectively)?
- How can I effectively empower my advocates to share story content?
- What tools can help me with managing my storybank?

Join us on **August 14 at 2pm ET** and bring your FAC! [Register here.](#)

5

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A Few of My Favorite Things

- Beekeeper One-Pager with Bee-Mail Cheat Sheets
- Beekeeper Email Send Checklist
- Email on Acid - <https://www.emailonacid.com/>
- <https://subjectline.com/>
- <https://mailmeteor.com/>
- <https://sendcheckit.com/email-subject-line-tester>
- <https://politicalemails.org/> ***
- <https://www.clickminded.com/button-generator/>





Beekeeper Group

Thank you!

Got other questions? Reach out!

Alex Dickinson

alexandrad@beekeepergroup.com