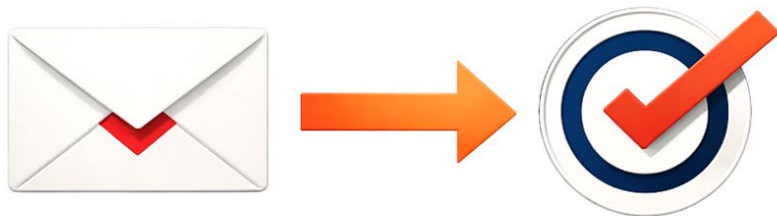


# EMAIL THAT DRIVES ACTION

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From inbox to impact



**Mary Catherine Moffett,**  
**VP, Policy & Advocacy**  
Hemophilia Federation of  
America

**Ray Riordan,**  
**Director of Advocacy**  
Hemophilia Federation of  
America



**MORE NOISE**

**MORE FILTERING**

**LESS ATTENTION**



# Why Email Still Matters



**Direct**

---



**Scalable**

---



**Actionable**

---

# The Real Goal



**Not opens**

---



**Not clicks**

---



**Action**

---



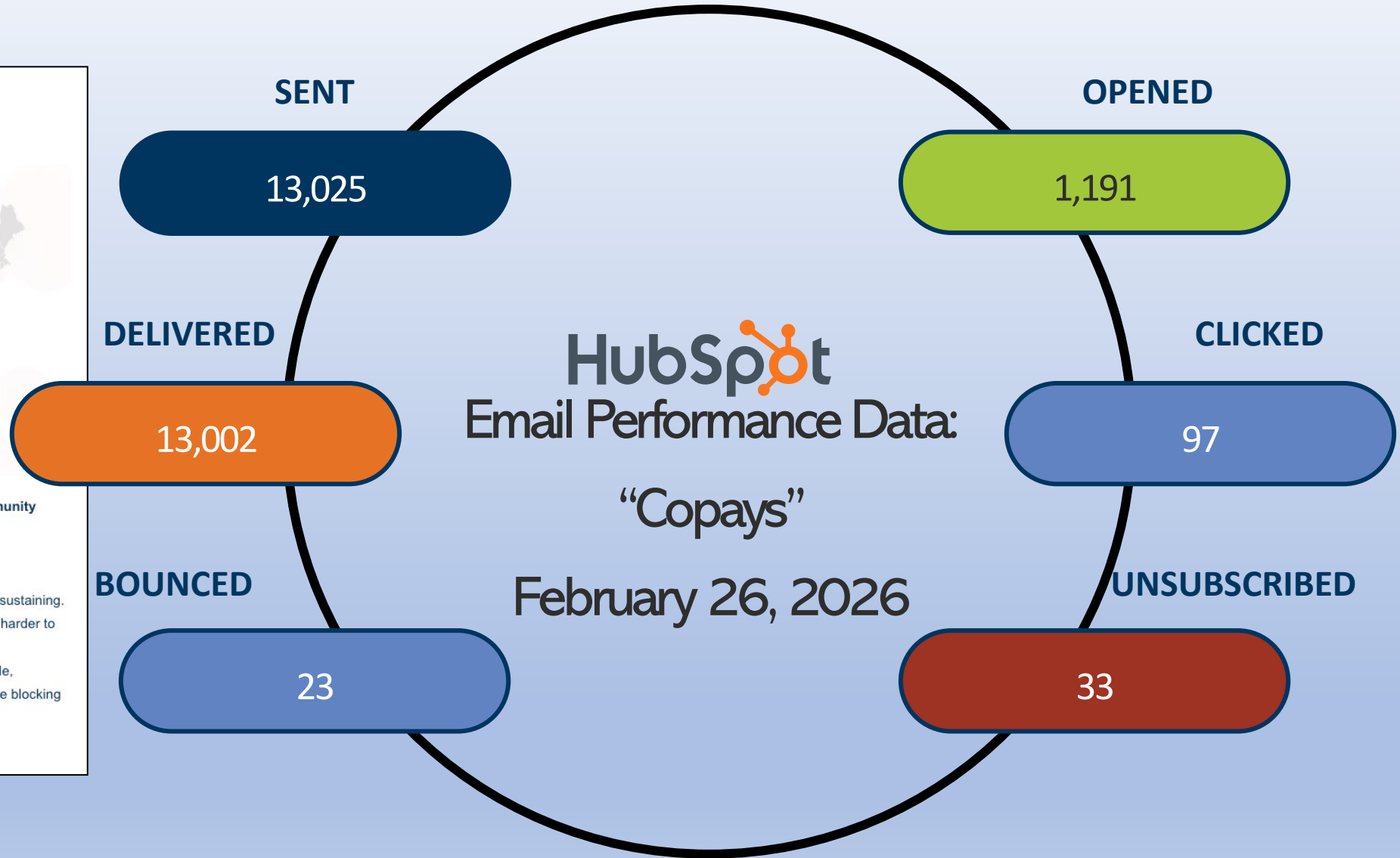
Why Copay Fairness Matters for the Bleeding Disorders Community

Dear Community Member,

For people living with bleeding disorders, treatment isn't optional; it's life-sustaining. Yet too many families are navigating a system that makes essential care harder to afford and harder to sustain.

At HFA, we believe in clear pathways to care, systems that are predictable, transparent, and centered on patients. But copay accumulator policies are blocking those pathways.

[Protect Clear Pathways to Care](#)



# Action Analytics:

Advocates  
**109**

Targets  
**533**

Sent  
**223**

Sponsor the HELP Copays Bill

HFA [Return to Action](#) [Help Center](#)

## Overview

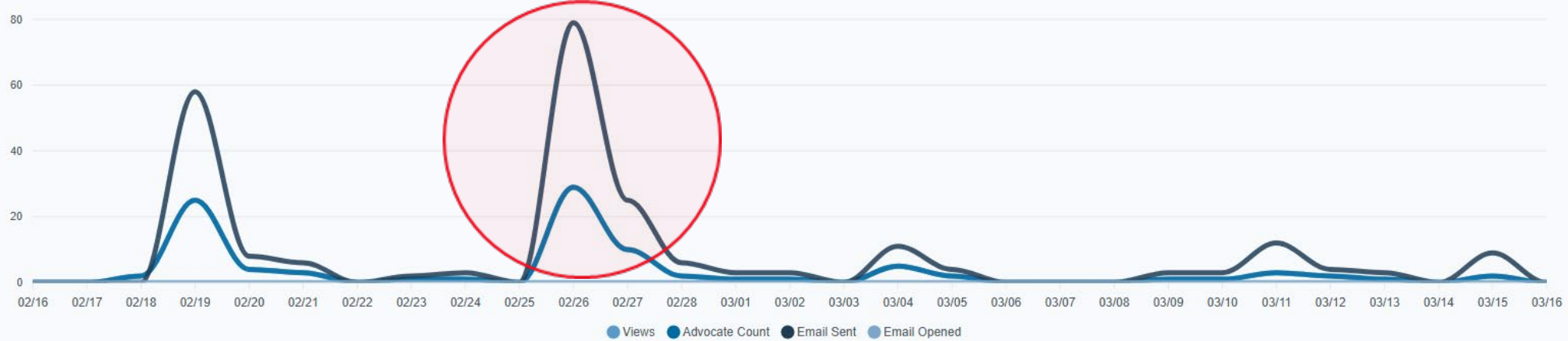
Total Page Views  
**646**

Total Action Rate  
**9.70%**

Total Conversion Rate  
**89.50%**

## Email Views, Actions, and Sends, and Opens

Description ▼



# Think Like an Advocate



**Busy**

---



**Selective**

---



**Human**

---

# The Advocacy Email Mix



**Action**

---



**Gratitude**

---



**Update**

---

# Recommended Cadence



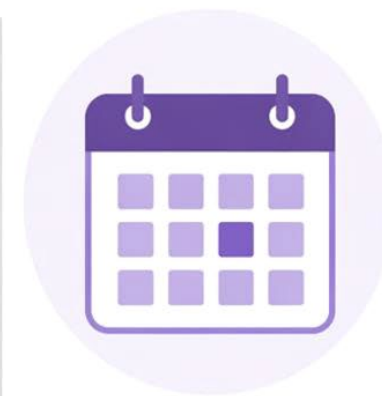
**When needed**



**More when  
urgent**



**Less when  
quiet**



**A steady  
rhythm**



# Policy Detail: How Much is Too Much

**Clarity** > **Complexity**





# Capitol Hill Needs to Hear Your Voice STAT



This week, nearly 500 people with bleeding disorders are walking the halls of Congress for Washington Days to fight for healthcare protections that keep our community alive and thriving. They are sharing personal stories of how Medicaid and Marketplace subsidies aren't just policies—they're lifelines.

[Tell Congress – No Healthcare Cuts](#)

HFA

Keep the Momentum Going – Watch the Recording & Take Action 5/1/2025  
Thank you to everyone who joined our Urgent Advocacy Network Organizin...

HFA

Next Steps Advocacy Call April 30: Protecting Healthcare for the ... 4/25/2025  
It's Time to Keep the Momentum Going. We're inviting you to participate in t...

HFA

Word From Washington: Too Close For Comfort - Massive Layoffs... 4/17/2025  
Today, on World Hemophilia Day, we come together to recognize the streng...

HFA

Over 275 Advocates Rally to Respond to CDC Cuts: Watch the Rec... 4/8/2025  
COMMUNITY UNITES TO ADDRESS SUDDEN ELIMINATION OF CDC BLOOD ...



# Recruitment vs Activation

## Recruit



Bring new people into your advocacy network.

## Activate



Mobilize and engage your existing advocates.

## Grow



Strengthen your community and expand your impact.



# Your Advocate Journey



# Subject Lines Matter



**Clear**

---



**Relevant**

---

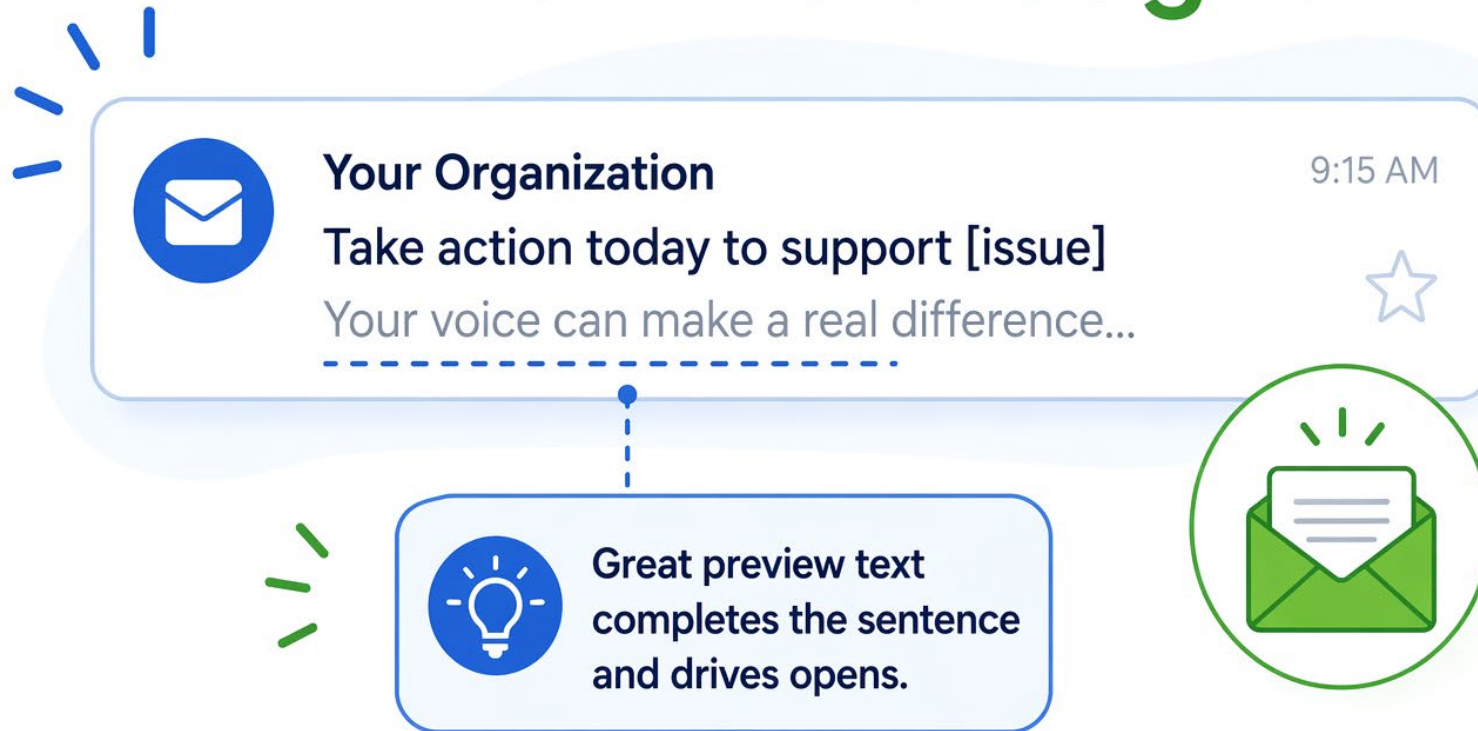


**Immediate**

---

# Preview Text

## Finish the thought



HFA

When Copays Don't Count, Families Pay the Price  
Ask Congress to support the HELP Copays Act.



## Why Copay Fairness Matters for the Bleeding Disorders Community

Dear Community Member,

For people living with bleeding disorders, treatment isn't optional; it's life-sustaining. Yet too many families are navigating a system that makes essential care harder to afford and harder to sustain.

At HFA, we believe in clear pathways to care, systems that are predictable, transparent, and centered on patients. But copay accumulator policies are blocking those pathways.

### Protect Clear Pathways to Care

Here's what that means:

When financial assistance helps pay for medication, insurers accept the payment but refuse to count it toward a patient's deductible or out-of-pocket maximum. When that assistance runs out, families can suddenly owe thousands of dollars, not because they didn't plan, but because their payments didn't "count."

That kind of financial shock creates stress, uncertainty, and a real risk of treatment interruption. For a community that depends on consistent, preventive care, that instability is dangerous.

[Learn More & Take Action](#)

# PERSONALIZATION

Context over tokens



Took  
action?



Lives in  
key district?



Engaged on  
this issue?



# Segmentation



Location



Engagement



Role



Political party  
affiliation

# A/B Testing



# Follow up



**Confirm what  
they did**

---



**Explain why  
it matters**

---



**Show what  
happened**

---

**76%**

**TAKE ACTION**



**80%**

**SEEK MORE INFO**



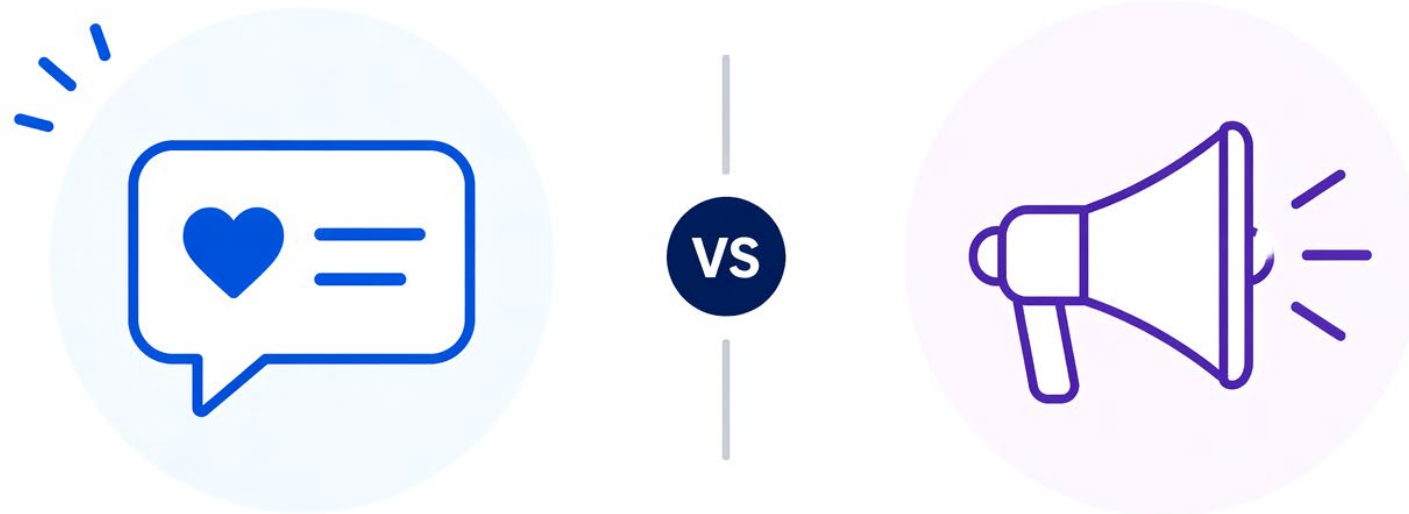
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**MOST PROGRAMS STOP THERE**



# Trust the Messenger

Personal beats performative

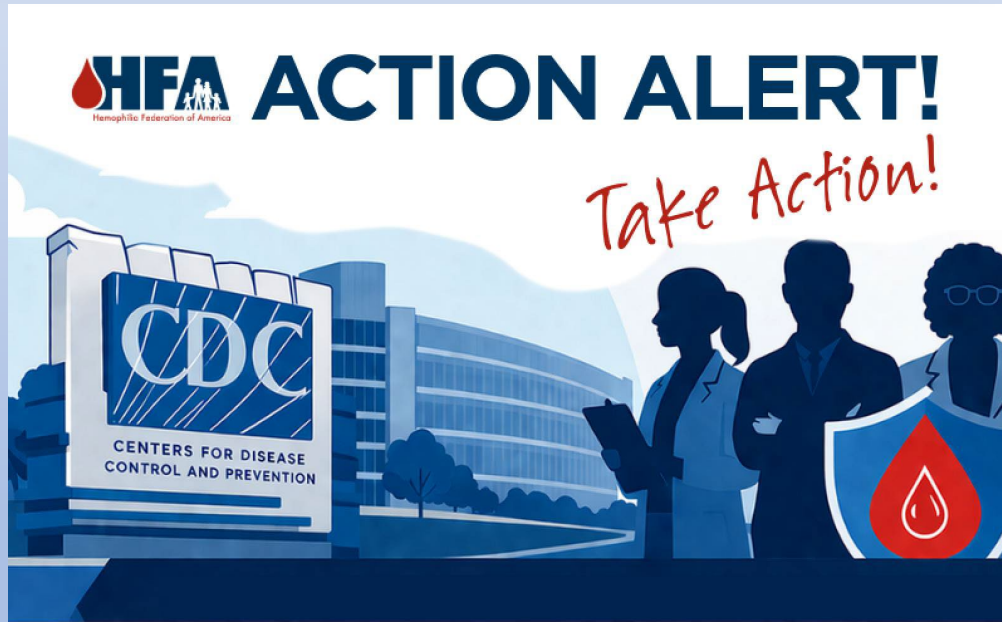


Ray Riordan

For our community

This work protects our community. We need your voice. . Help protect critica...

→  
Wed 4/8



## Help protect critical CDC programs

Hi Mary Catherine,

I'm reaching out with a quick, important ask.

Right now, there is uncertainty around whether key programs at the CDC's Division of Blood Disorders are continuing as they should.

This work tracks patient outcomes, supports treatment decisions, and helps keep people safe.

Last year, most of the experts who ran these programs were removed from their roles. Since then, we have not had clear answers about what is still operating.

We need to act.

[Take Action Now](#)

We are asking you to contact your Members of Congress and request:

**Restore the CDC Division of Blood Disorders to full operability, with the staff and resources needed to do this work effectively.**

It only takes a couple of minutes.

[Take Action Now](#)

Thank you for being part of this community and for continuing to show up when it matters.

Best,  
Ray Riordan, Advocacy Director, HFA

999 N Capitol St. NE, Washington, DC 20002  
Hemophilia Federation of America



Status  
**Active**

Advocates  
**151**

Targets  
**539**

Emails Sent  
**389**

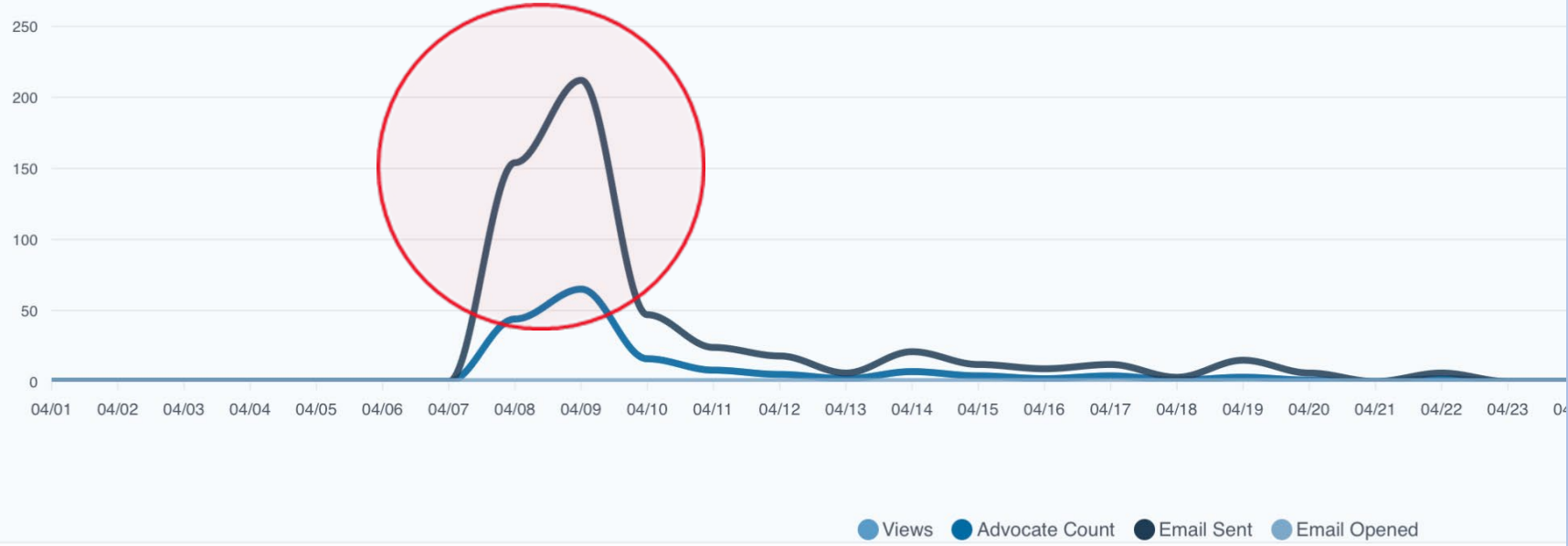
Open Rate  
**0.00%**

Total Page Views  
**1,052**

Total Action Rate  
**9.40%**

Total Conversion Rate  
**95.20%**

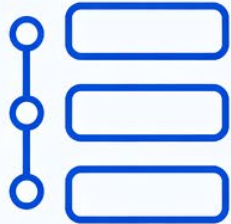
### Email Views, Actions, and Sends, and Opens



# Best Practices



**ONE  
ACTION RULE**



**SIMPLE  
STRUCTURE**



**REDUCE  
FRICTION**



**STRONG  
CTA**

# Bringing It Together



Strategy

+



Tactics

=



Action

# FINAL TAKEAWAYS



RELEVANCE



CLARITY



TRUST



FOLLOW-THROUGH



PEOPLE  
MOVE POLICY

# QUESTIONS?

