

EMAIL IDEAS

Jerry Henn, KARSP Executive, and I recently attended an AARP/NRTA (National Retired Teacher Association) conference virtually. One of the presentations was on effective emails. I found it personally very helpful. I am sharing it with you because I believed it would be very helpful to you as well, but also because the emphasis on brevity may relieve some of your communication fear with your representative in Topeka. This information is very compatible with my comments, "Remember a dissertation is not necessary!"

The Subject Line

- A. A subject line should be limited to about **30 characters**.
- B. Make it time sensitive/urgent if possible.
- C. "Will you please vote [or take some other action] for _____."
- a. "Will you please voice your support for a COLA now!"
- b. Hopefully, you will be able to use this suggestion later! "Please vote for Bill _____ which provides the KPERS retired with a COLA."

Email Body

- A. Make the first sentence and certainly the first paragraph a summary of the rest of the body of the email.
- B. Remainder of the email body:
 - a.** Second Level: In some more detail, **3 to 5** sentences explain in more detail (IF NECESSARY). If possible, communicate to the recipient what the problem is, the solution and the action needed.
 - b.** Third Level: An option might be to enclose a link to something you want them to look at in greater detail. One example might be: List our website, www.ksretirees.org and what you want them to read on the site.

Three Cautions:

- 1. Do not try to prove your knowledge of the vocabulary of the English language.
- 2. Keep the statistics to a minimum!
- 3. Be brief and concise!!

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Rationale for a COLA are as follows:

- a. It has been 24 years since a COLA.
- b. It takes \$170.00 to buy today what it cost \$100.00 to buy at the last COLA in 1997.
- c. The excuse that there was no COLA built into KPERS is an insult. This excuse has resurfaced now that there appears to be money available. (The excuse that we can't afford it is no longer valid.)
- d. 90% of the 107,850 KPERS Retirees and Beneficiaries have never received a COLA.
- e. 85% of the KPERS Retirees and Beneficiaries have Kansas Addresses.
- f. In the retiree's behalf, KCPR has been formally asking for a benefit increase of some type since 2015.

Prepared by Ernie Claudel, KARSP Legislative Chair and KCPR and KARSP Lobbyist