

How to Best Edit a Chapter Email

Editing a chapter email from a counterpart? Use this checklist to ensure they're creating the best product possible!

- Does it contain all necessary chapter, regional/council, and international events and information?
 - Event title
 - Date and time
 - Location (including address)
 - Cost (with explanation of how to pay: pay at the door, register on b-linked, etc.)
 - Reminders or items to bring (wear special clothes, bring canned goods to donate, etc.)
 - Registration deadlines (early-bird deadline, RSVP by this date, etc.)
 - Engaging, informative description (to **inform** members of what it is and to **incite** them to want to attend)
 - Necessary links or attachments (Facebook event link, b-linked link, waiver form, etc.)
- Are all attachments included?
- Are all links included?
- Does it use proper spelling, grammar, and capitalization?
- Is it easy to read? (No big blocks of text, no weird fonts or formation, etc.)
- Is it fun to read?
 - If not, suggest adding: themes, fun facts, jokes, YouTube videos, feature members, songs of the week, birthdays
- Does it contain the contact information (phone and email) for the N'siah and chapter advisor, in case a member has questions?

How to deliver edits:

Respond using the “crap-sandwich” technique

- 1) Starting with a positive (“Great email,” “Super creative,” etc.)
- 2) Deliver the constructive feedback—be sure to be **as specific as possible**, pointing out specifically where and what needs to be fixed.
- 3) End on a positive note, thanking her for her efforts.

This method ensures that the wrong vibe isn't being sent to your counterpart (“OMG SHE HATED MY EMAIL!”) while giving her the feedback she deserves. Remember, specificity is key, because if she's doing something wrong, she probably doesn't understand the what/why/how of the error.



Is there a continual problem? Work **with** your counterpart to understand her point of view and then simplify the feedback as much as you can, helping her build the strongest email possible.

Remember chapter emails are crucial, so this is your opportunity to influence the quality of the communication chapter members are receiving!

Created for the Regional/Council M'GOSK Movement by the 68th International Mazkirah, Michaela Lang Brown

