

# EMAIL CONTENT IDEAS FOR HEALTH & SOCIAL SERVICES

Engage existing members, expand your reach and increase community awareness.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share upcoming organization or community events to drive awareness, participation and email sharing.	<ul style="list-style-type: none"> <li>See full event details</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Member Event</li> </ul>
Share an overview of your services to remind the community of your offerings and drive participation.	<ul style="list-style-type: none"> <li>See full description</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Member News</li> <li>Supporter Newsletter</li> <li>Product/Service Showcase</li> </ul>
Share news headlines that relate to your organization along with your commentary to keep the community informed and connected to your organization.	<ul style="list-style-type: none"> <li>Learn More</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Member Newsletter</li> <li>Supporter Newsletter</li> <li>Client Newsletter</li> <li>Volunteer Newsletter</li> </ul>
Share upcoming volunteer opportunities including the success of a past volunteer event or spotlight of a current volunteer sharing their experience.	<ul style="list-style-type: none"> <li>Volunteer</li> <li>See more event details</li> <li>Share with friends and family</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer Newsletter</li> <li>Supporter Newsletter</li> <li>Volunteer</li> </ul>
Announce a fundraising event (i.e., auction) with highlights of the success of your last one to drive participation.	<ul style="list-style-type: none"> <li>Register</li> <li>See full event details</li> <li>Donate if you can't make it</li> <li>Share with family and friends</li> </ul>	<ul style="list-style-type: none"> <li>Upcoming Events</li> </ul>

# Take advantage of the upcoming holidays by announcing services, news or events related to:

WINTER	SPRING	SUMMER	FALL
<p><b>December</b></p> <ul style="list-style-type: none"> <li>• Safe Toys and Gifts Month</li> <li>• Universal Human Rights Month</li> <li>• Hanukkah</li> <li>• Christmas</li> <li>• Make Up Your Mind Day</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>• New Year's Day</li> <li>• National Thank You Month</li> <li>• I'm Not Going To Take It Anymore Day</li> <li>• Get to Know Your Customers Day</li> <li>• Street Children Day</li> <li>• Make Your Dream Come True Day</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>• Madly in Love with Me Day</li> <li>• Valentine's Day</li> <li>• Give Kids A Smile Day</li> <li>• Random Acts of Kindness Day</li> <li>• Relationship Wellness Month</li> <li>• Love Makes the World Go Round; But, Laughter Keeps Us From Getting Dizzy Week</li> <li>• Brotherhood / Sisterhood Week</li> </ul>	<p><b>March</b></p> <ul style="list-style-type: none"> <li>• National Social Work Month</li> <li>• World Compliment Day</li> <li>• Be Heard Day</li> <li>• Dream Day</li> <li>• I want you to be happy day</li> <li>• Child Life Month</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>• Earth Awareness Month</li> <li>• Fair Housing Month</li> <li>• Easter</li> <li>• National Public Health Week</li> <li>• Community Spirit Days</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>• Military Appreciation Month</li> <li>• Mother's Day</li> <li>• Family wellness Month</li> <li>• National Family Week</li> <li>• Child Care Provider Day</li> <li>• Heal the Children Month</li> <li>• Memorial Day</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>• World Environment Day</li> <li>• Father's day</li> <li>• Children's Sunday</li> <li>• Family History Day</li> <li>• America's Kids Day</li> <li>• Worldwide Day of Giving</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>• 4th of July</li> <li>• National Make a Difference to Children Month</li> <li>• All or Nothing Day</li> <li>• Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15)</li> <li>• Parent's Day</li> <li>• Made in the USA Day</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>• Just Because Day</li> <li>• Friendship Day</li> <li>• World Humanitarian Day</li> <li>• Back-to-school</li> <li>• Happiness Happens Month</li> <li>• Be Kind to Humankind week</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>• Labor Day</li> <li>• National Courtesy Month</li> <li>• National Grandparent's Day</li> <li>• Boys' and Girls' Club Day for Kids</li> <li>• Good Neighbor Day</li> <li>• National Child Awareness Month</li> <li>• National Women's Friendship Day</li> <li>• National Keep Kids Creative Week</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>• Breast Cancer Awareness Month</li> <li>• Do Something Nice Day</li> <li>• Child Health Day</li> <li>• National Food Bank Week</li> <li>• Make A Difference Day</li> <li>• National Medicine Abuse Awareness Month</li> <li>• Halloween</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>• Celebrate Your Unique Talent Day</li> <li>• National Adoption Month</li> <li>• Thanksgiving</li> <li>• Black Friday</li> <li>• National Native American Heritage Month</li> <li>• Electronic Greetings Day</li> <li>• National Hunger &amp; Homeless Awareness Week</li> <li>• Small Business Saturday</li> </ul>

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> <li>• Valentine Hearts</li> <li>• Valentine Roses</li> <li>• Boxing Day - Canada</li> <li>• Christmas Card</li> <li>• Family Day</li> <li>• Holiday Berry</li> <li>• Holiday Card</li> <li>• Holiday Elegant</li> <li>• Holiday Snowman</li> </ul>	<ul style="list-style-type: none"> <li>• Happy Victoria Day</li> <li>• Easter</li> <li>• St. Patrick's Day Card II</li> <li>• Earth Day</li> </ul>	<ul style="list-style-type: none"> <li>• Happy July 4th</li> <li>• Happy Independence Day</li> </ul>	<ul style="list-style-type: none"> <li>• Happy Halloween</li> <li>• Happy Labor Day</li> <li>• Labour Day - Canada</li> <li>• Thanksgiving</li> <li>• Thanksgiving - Canada</li> </ul>