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## Email Acquisition Techniques: Questions to Ask Yourself

1. Is email acquisition a priority within our organization?
2. What is our current email growth rate?
3. Compared with the number of contact records we have, how many email addresses do we have?
4. What is the "state" of our existing emails?
5. How many different ways do we have to capture email addresses?
6. Have we really thought about "What's in it for me?" from the constituent's viewpoint?
7. What content/programs do we have that could be modified to help capture email addresses?
8. Do we appropriately segment, or do we send "everything to everyone"?
9. How are we building relationships before we ask for the next level of engagement?
10. Are we always communicating with the idea of creating value for the constituent, or are we simply asking?

