



JULY 2026

**FORWARD
ACTION**

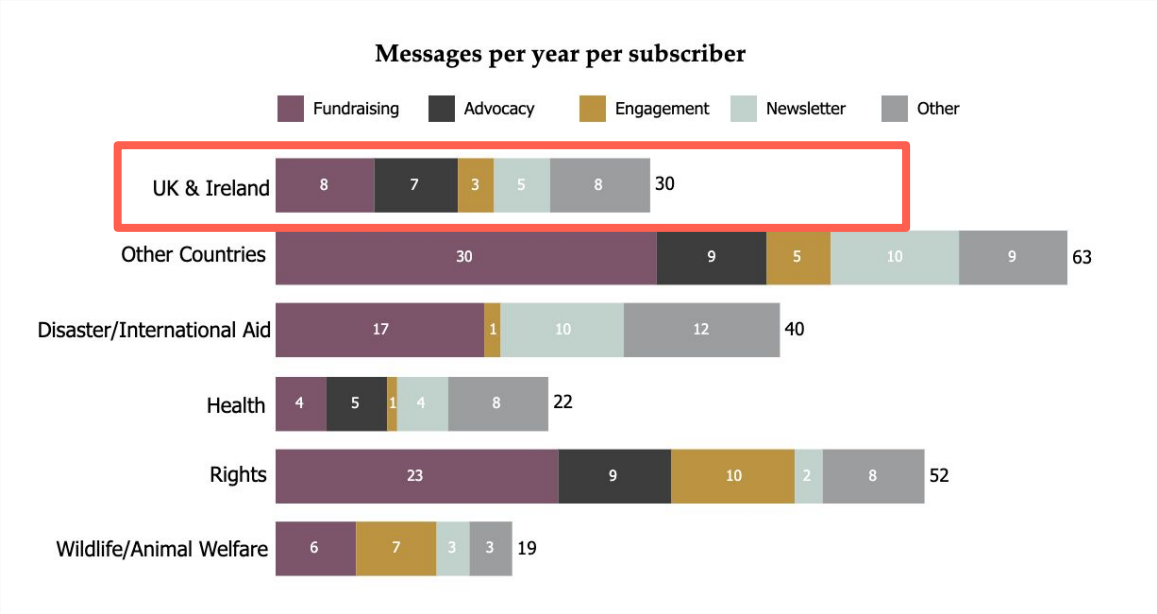
The 6 email tactics to make supporters fall in love with your cause

Anya Muir Wood, Head of Creative



Email is an
incredibly
powerful tool -
we **love** it







**SURFERS
AGAINST
SEWAGE**



£188,195 raised in 7 days for
the Big Give Appeal

We have just 7 days to raise a whopping £185k - funds we urgently need to help turn this public anger into relentless pressure on the government to overhaul our broken water system.

This is such a critical moment - not only are there new laws on the horizon this year that could actually force an END to **sewage** pollution, but for one week only, your donation will be DOUBLED.

Will you chip in today?

Donate £10 - doubled to £20

Donate £15 - doubled to £30

Donate £25 - doubled to £50



OXFAM

Regular giving month
achieved **212%** of the target





CAMPAIGN FOR DIGNITY IN DYING.

Membership drive recruited
over **700** new members

Anya, I'm not giving up - are you?

**First off: Do you feel hopeful that we can get the assisted dying bill passed
before the next election?**

Yes →

Maybe →

No →



12 month email programme saw a £30+ average gift

Anya, what do you see when you enter an Action Against Hunger clinic?

Nurses feeding acutely malnourished children with life-saving therapeutic milks. **Babies** being weighed. **Doctors** giving parents vital nutritional advice.

Our clinics are saving lives every single day. But with **hunger** rising and funding falling, **we urgently need your help** to keep them stocked with therapeutic milks, medicines and equipment to treat malnutrition, fast.

From Sudan to Ukraine, our emergency clinics can only keep running if we have the vital supplies we need. Will you donate to help fund a life-saving essential and help make sure our clinics are ready for the next child who needs them?

£42 could buy a Child Feeding Pack, filled with therapeutic milks and peanut paste >>

Q. What's your
relationship
status with email?





On a break - we haven't sent an email in a long time

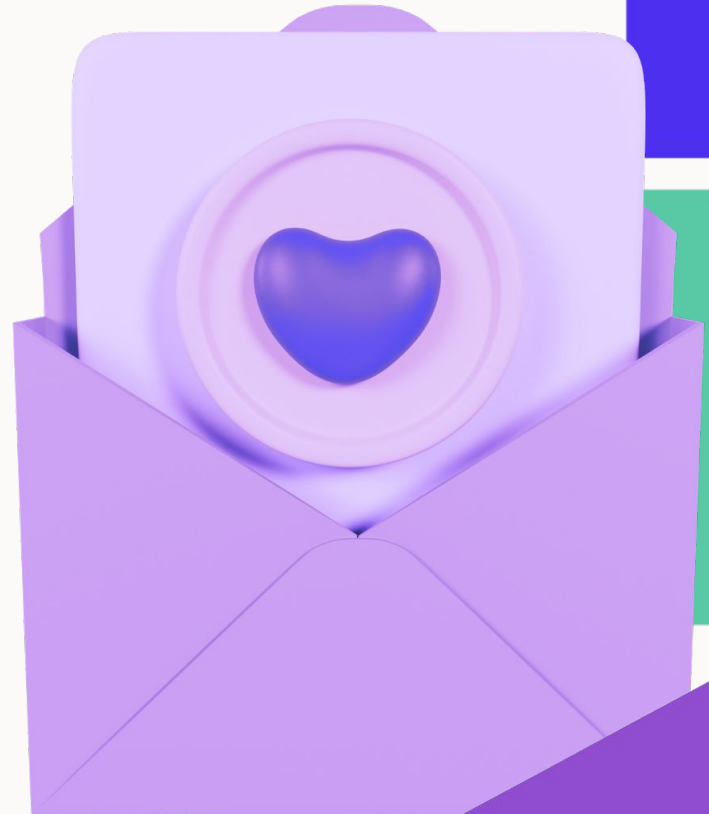
On-again off-again - we don't send many emails

In the honeymoon phase - sending weekly emails and we love it

Long-term relationship (but things are feeling a bit stale)



We've got **6 quick tactics** for you to fall in love with email, and for your supporters to fall in love with you



1. Every email should
only have (and
only needs)
one call to action



Read the blog

Follow us on socials

Sign up to the skydive

Read another blog

Meet our volunteer

Sign up to volunteer

Donate to our urgent appeal

6 TACTICS TO MAKE SUPPORTERS LOVE YOU

DOUBLE YOUR IMPACT

Get my free campaigner e-book

Pick an answer below – and we'll show you the truth.

£9.95 per week (under £1.50/day) – tap to check

£49.18 per week (under £7/day) – tap to check

Full Universal Credit (same as most citizens) – tap to check

SIGN WITH ONE CLICK

I'm not signing because...

- [£20 could provide 20 hot meals for families escaping conflict.](#) No one should go hungry for choosing safety.
- [£51 could keep four families warm with blankets](#) when they have nothing left.
- [£85 could deliver a complete survival package](#) including shelter, food, clean water and hygiene kits to a family with nowhere left to turn.

Register now and claim your FREE T-shirt

Are you concerned about the increase in huge data centres being built in the UK?

Yes

No

Not sure

YES, I'LL SHARE MY MESSAGE OF LOVE
AND **HOPE**

Write to your MP about corridor care

Sign our open letter

Share on Facebook

Nominate someone today

SEND A VOICE NOTE

♥ Click here for your messages of **hope** ♥

Download the wallpapers

P.S. Prefer to have this letter read aloud to you? Give it a listen below.



0:11/1:14



Press play to hear Catie's story:



I've listened

press Cmd ⌘ + Enter ↵



Thank you for listening. Now, will you help keep up the fight for everyone's right to die on their own terms, so that families like mine don't have to needlessly suffer?

Before you go: will you become a Dignity in Dying member for just £2 a month, and stand hand in hand with thousands of us who are fighting for our loved ones to have choice at the end of life?

It takes 2 minutes to join:

[Become A Member >>](#)

press Enter ↵

2. Your email lives and dies on the opening hook

6 TACTICS TO MAKE SUPPORTERS LOVE YOU



Olivia, Surfers Aga.	We've got BIG plans... - And we need your help!
Save the whales, Ekō	Blue whales are going silent - Time is running out to save these ocean giants. ...
Sarah Wootton - Dig.	Dignity in Dying Confidential Update · Dear Anya, Today's debate in Parliament has served as a po...
Edie Turner	🌳💣🧑 vs. 🏠🚗🚒 - BREAKING: I can't believe the Government wants to cut these. It would have...
Dementia UK	Support and advice for carers - This Carers Week. View in browser Hi Anya, If you're caring for som...
Shirly - Reprieve	We're doing it again - Together we helped 193 avoid the death penalty - will you help us do it again...
End the Hunt	Iceland's whale bloodbath - Let's stop the hunt before it starts Very soon, Iceland's waters will bec...
Lesly Lila - WeMove.	I'll be straight with you · There's a way we could turn things around. Anya, I'll be straight with you. L...
David, UK for UNHCR	Your compassion is making a difference - Read our 2025 Annual Report. Dear Anya, 2025 was anot...
Olivia, Surfers Aga.	How YOU can power our campaigns 🙌 - It's Members Week! ...



AHHGGRR!

No, I haven't leant on my keyboard. That's just the sound of the collective rage I'm hearing at SAS HQ right now **after Channel 4s *Dirty Business* aired**. Because this community is absolutely FURIOUS about the state of our waterways.

FROM: [REDACTED]@thames-ish-water.co.uk
TO: minister.for.managing.expectations@defra.gov-ish.uk
SUBJECT: RE: RE: RE: RE: Lunch

Hi [REDACTED],

Firstly — tremendous lunch. The **turbot** was extraordinary. Let's do it again soon.

Quick update on the latest disaster after Channel 4's antics and everyone's been on our bloody case:

Dear Anya,

Yesterday I watched the Private Members' Bill ballot, and I wanted to get straight to your inbox with the latest.

— A message from A&E —

Dear Beth,

As a front line A&E doctor in London, we're at the coal face of the NHS crisis, and I'm writing to you because we need your help.

[sample] Orangutans: extinct in 25 years Greenpeace x

Richard George, Greenpeace team.uk@greenpeace.org [via](mailto:team.uk@greenpeace.org) bounce.bluestatedigital.com
to me ▾

Mon, 14 Mar 2016, 17:58 ☆



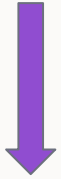
This is not the email I want to be writing to you, Alex — but the subject line says it all.

If deforestation in Indonesia continues to accelerate at the current rate, the orangutans' habitat could be completely wiped out in just 25 years with it, we'll lose these beautiful, intelligent creatures forever.

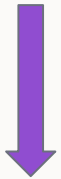
3. A clear, simple theory of change can change everything



If you do X...



...Y will happen...



...and we can have Z impact



We need every politician to engage on this issue. So if you haven't yet written to your MP, **please take two minutes to do so today** - it's vital that they hear from constituents whilst corridor care is in the headlines!

Write to your MP about corridor care

4. Let's be honest, radical honesty cuts through



Anya, I'll be straight with you.

Last month, **we hit our funding goals - but only barely.** And not without weeks of uncertainty, nervously checking our bank account and sending more fundraising emails than we would like.

ANya, I'm going to level with you: I'm worried we're not going to hit our Big Give Appeal target.

Over 2,000 of you have already generously donated (THANK YOU!). But with just 23 hours and 30 minutes left in our Sick of the System Appeal, we're still 28% short (we just can't stop refreshing the [totaliser](#)).



Dear Anya,

Last week, Norovirus hit our house. Hard.

My wife and I have three kids — ages 10, 8, and 1 — and a relentless stomach bug turned our home into a round-the-clock cleaning operation. Soiled sheets, endless laundry, and constant sanitising. Through it all, clean **water** was our lifeline.

At 3:00 a.m., rinsing out yet another bowl, I had this thought I couldn't shake: *What if we didn't have clean **water**?* For millions of people around the world, waterborne illnesses are a constant reality, but many don't have clean **water** to hydrate, bathe, or recover.

The cruel irony? The very **water** so many families depend on for daily life is often what makes them sick in the first place.

This December, we want to make sure parents just like my wife and I don't have to watch their children suffer through preventable illnesses. **charity: **water**** supporters around the world are on a mission to [bring clean **water** to 50,000 people](#) by the end of the month — and I want to personally invite you to join us.

Thanks to a generous family who recently visited our **water projects in Kenya, every dollar you give will be tripled, while funds remain.** That means:

- £30 gives clean **water** to *three* people
- £180 provides clean **water** for *three* families
- £8,500 transforms the future for *three* communities

As always, 100% of your gift funds clean **water** projects.

5. Make sure your supporters see their role and feel the love



Greenpeace is independent — everything, and I mean everything, we do is powered by people like you, from non-violent direct action and influencing decision-makers in politics and business to investigations and scientific research to uncover and expose environmental crimes. All of our work depends on the generosity of supporters like you.

But we need your support. Anya, I've checked the records and you're one of our most engaged supporters — will you please take the next step and contribute to our work with a monthly donation? Every pound you give will help fund our campaigns for a greener, safer future.

6 TACTICS TO MAKE SUPPORTERS LOVE YOU

It's time to pass the microphone to our members! 🎤

This Members Week, we wanted to turn the spotlight onto this incredible community and let them tell you what inspired them to join. 🗣️

Our members are the current beneath the waves of SAS. Their monthly support powers our campaigns that hold polluters and policy makers accountable.

Will you join them?

Join the fight. Become a member.



"Me and my husband swim all year round in UK waters, and it's heartbreaking that we have to check pollution levels before we can even think about getting in. **Joining SAS felt like the right way to stand up for the places we love and protect the waters that mean so much to us.**"

- Meg G



"I was born by the sea, and I'll die by the sea, and **I am so fed up with greedy capitalist water companies polluting our UK waters.**"

- Roy L



Anya,

This is a quick message just to say thank you. Nothing else.

By being part of our little Sense community – and by reading these emails – you're playing your part in making a difference.

At a time when every time I look at the news, there seems to be something else to worry about, it's nice to know that there are good people doing good things in the world – and that includes you.

So thank you.

Have a lovely weekend.

All the best,

Adam
Sense



6. Make it **timely** - today is the day to act



THE STORM OF THE CENTURY

Hi Anya,

I'm sure you'll have seen the news of Hurricane Melissa making landfall in Jamaica and Cuba over the last 24 hours. **As you'd expect from the most powerful storm of 2025 so far, its impact has been catastrophic.** Hundreds of thousands of people have been affected, and we're hearing that whole communities are under water right now.

The storm is ongoing, and we're yet to see the full extent of the damage. But we do know that **the humanitarian needs are serious and urgent.**

We're using money from our Disaster Fund to support the immediate relief efforts, so that our emergency responders can reach people in these critical first few hours. **If you're able to spare anything today, please do.**

**Donate to the Disaster
Fund**



Anya, this isn't an email I expected to be writing this week.

I'm in Belfast this week for long-arranged meetings with Act Now, 38 Degrees' sister organisation in Northern Ireland. But shortly after arriving on Tuesday, ugly anti-immigrant violence exploded on the streets of Belfast, following a horrific attack in North Belfast. [1]

I've seen first hand the burnt out buses, mums and babies fleeing a community creche, **and the way the city has been forced to shut down. But I've also heard the stories** of community leaders literally rescuing people from burning houses, and **volunteers working through the night** to find food, clothes and shelter for those affected. [2]



Dear Anya,

Over 2,000 of us have already signed a welcome card for the new Health Secretary, asking him to make end of life care a priority.

We're handing it in on 17 June - so **this is your last chance to add your name.**

It only takes a minute to get involved, but it could really help get our work on his agenda.

Will you be one of the 100, Anya?



Goal
100

Dear Anya,

We're so close.

When we launched this campaign, we hoped 50 supporters would step forward as monthly donors to **help power lasting change for hens.**



We learned today from Michael Gove at the Covid inquiry that he is not a fan of Good Law Project.



Summer in Calais isn't what you'd imagine

**CARE 4
CALAIS**

Anya, right now, temperatures across France are rising (even hitting the high 30s in places this week).

For most people that means wearing summer clothes, finding shade and keeping hydrated. **For refugees in Calais, living outside without adequate shelter**, it means something else entirely.



6 tactics for you to use in every email:





Thank you

anya@forwardaction.uk