

Newsletter Pre-Send Checklist

Use this simplified checklist before every send to ensure clarity, engagement, and a smooth member experience.

- Compelling subject line (under 50 characters)
- Preview text optimized (first sentence hooks readers)
- Lead with value, not organizational news
- Clear section headers and scannable layout
- Mobile-friendly design
- All links work and go to correct destinations
- Images load properly with alt text
- Strong, clear call-to-action
- Personalization tokens working correctly
- Proofread for typos and errors
- Unsubscribe link present and functional
- Sent test email to yourself on multiple devices