

BEE TOOLKIT



EMAIL TIPS & TRICKS

elsa

The European Law Students' Association

BEE TOOLKIT

Email Tips & Tricks

Introduction

Often, in our work, we must approach potential partners that can support ELSA. In the next pages, you will see a step by step procedure of writing “the perfect email” to a potential partner, shown through examples of official emails that the International Board has written this year.

The title

Not preferred types of titles:

- “Cooperation”
- “Question”
- “Sponsorship Proposal”
- “ELSA Law School”
- “ELSA Moot Court Competition”

Preferred types of titles:

- “Largest law students’ network”
- “Partner of the Council of Europe”
- “Partnership Opportunity”
- “Experts in XXX law”

Comments:


The title has to be attractive to the potential partner, always reminding of the topic of the email or the quality and size of our association. It is important that we avoid acronyms of ELSA that externals are not familiar with. It is also crucial that the receiver gets a taste of our purposes through the email, hence it is preferable to avoid one-word titles.

Stressing out the vastness of the ELSA Network, the credible external supporters of ELSA and the specific field of law in which we want to work with the receiver, are fruitful tactics

The email structure

1. Greeting
2. Thank the recipient
3. The introduction
4. The purpose
5. Final Remarks
6. Closing

1. The greeting

 **President ELSA International** <president@elsa.org> Tue, 28 Jan, 18:56 ☆ ↶ ⋮
to LOBEY, ORKWISZEWSKA, MICHALAK, LIMAM, bcc: ▾

📄 📄 Opened – 50 times FIRST Jan 28 around 7:00 PM LAST Jan 28 around 7:00 PM


🖱️ Clicked – 0 times

Updates every 10 minutes. Not all opens will be tracked. [See here for more information.](#)

Dear Head of Public Relations and Publications Unit,
Dear Ms Lobey (if I may)

2. Thank the recipient

Recap from our Meeting: Brooklyn Law School and ELSA 📧 Inbox x Boomerang-Returned x Potential Partners/19/20/Brooklyn Law School x ⌵ 🖨️ 🔗

 **President ELSA International** <president@elsa.org> Tue, 1 Oct 2019, 23:20 ★ ↶ ⋮
to Desiree ▾

📄 📄 Opened – 2 times FIRST Oct 5 around 11:40 PM LAST Oct 5 around 11:40 PM

🖱️ Clicked – 29 times

11 https://www.linkedin.com/company/857493/admin/	FIRST Oct 29 around 1:20 PM	LAST Jan 14 around 6:10 PM
9 https://elsa.org/synergy-magazine/	FIRST Nov 15 around 8:10 AM	LAST Dec 9 around 12:50 PM
9 https://www.facebook.com/elsa.org/	FIRST Nov 15 around 8:10 AM	LAST Dec 9 around 12:50 PM



Updates every 10 minutes. Not all opens will be tracked. [See here for more information.](#)

Dear Desiree,

Thank you very much for our very productive meeting earlier today!

I really believe that Brooklyn Law School and ELSA can build on a very constructive collaboration.

3. The introduction

NYU Law and ELSA  



President ELSA International <president@elsa.org>
to lauren.goslin, danielle.flores, bcc: Vice ▾

Wed, 30 Oct 2019, 13:24   

Dear Lauren,

My name is Diomidis Afentoulis and I am the current President of the European Law Students' Association ([ELSA](#)). Supported by the biggest legal associations of the world, such as the International Lawyers' Association, the International Bar Association, as well as the Council of Europe, ELSA connects and bridges law students with the professional world, whilst being the voice of approximately 70.000 law students.

Our Education partners, BARBRI International, Queen Mary University of London, Catolica Global School of Law, IE Business School and College of Europe, give us the chance to provide our members with high-quality educational opportunities.

4. The purpose

More specifically, the reason why I am contacting you today is that I see great potential for synergy between ELSA and EIT Digital; from 2020 onward ELSA is launching a campaign on Law and Technology, organising all kinds of events around the impact of technology in the legal profession, the future of the lawyer, but also the education that needs to be established to develop a new generation of legal professionals.

I would be very happy to arrange a meeting and discuss the potential collaboration between our associations.

5. Final remarks

I remain at your disposal for any further information.

Kind wishes,

6. Closing

Kind wishes,

Diomidis Afentoulis

President
ELSA International 2019/2020

Tel: +32 2 646 2626

E-mail: president@elsa.org

My LinkedIn: [Diomidis Afentoulis](#)

My Twitter: [Diomidis Afentoulis](#)



The European Law Students' Association

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Tel: +32 2646 2626

E-mail: elsa@elsa.org

Website: elsa.org

The Council of Europe is ELSA's Human Rights Partner

The World Trade Organization is John H. Jackson Moot Court Competition's Technical Supporter

Final comments:

- The ABC of the fonts:
 - The font that is used by ELSA is Garamond, which you can set a pre-choice in the settings of your ELSA G-suite account:

Default text style:

(Use the 'Remove formatting' button on the toolbar to reset the default text style)

Garamond ▾ ▾ | ▾ |

This is what your body text will look like.

- The font should be adjusted to Large.
- Finally, there are two applications that can be useful and make your life a lot easier, when writing emails;
 - [Grammarly](#) advances your grammar and syntax skills, by checking every text you put down in words;

- [Boomerang for Gmail](#) allows you to plan and control the attitude and readability of your emails, while at the same time, gives you the chance to see if the recipient has opened/clicked on your email.
- Both of these applications can be downloaded for macOS and Windows software.

Contact:

For help or questions related to contacting potential partners please contact the BEE Team 2019/20 on coordinator.beetoolkit@elsa.org or president@elsa.org