

# Email Accessibility Checklist

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By making your emails accessible, you are demonstrating your commitment to inclusivity and ensuring that all your recipients have equal access to the information you are sharing. Using this checklist, you can ensure that your emails are accessible to all recipients, including those with disabilities.

- ☐ **The email body is simple and well-organized:** Your email should use clear headings, bullet points, and numbered lists to help organize the content of your email and make it easily digestible for your audience.
- ☐ **Use a simple and easy-to-read font:** Your email should use a font that is easy to read and at least 14-point size. Your paragraphs are well spaced from each other and the edges of the email.
- ☐ **You use clear and consistent language:** Your email is easy to understand and free from unnecessary complexity or ambiguity. To make the language more accessible, it is important to use simple and direct words and phrases, avoiding jargon & technical terms.
- ☐ **Email has sufficient contrast between text and background:** You use a high-contrast color scheme that makes it easy to distinguish between text and background.
- ☐ **All images have alt text:** All images that are giving context in your email (and are not just there for decoration) have alternative text, which helps visually impaired readers understand the content of the image.
- ☐ **All links use descriptive text:** All links in your email use descriptive link text that provides context for the link's destination. Avoid using generic text like "click here". Instead, use text that describes where the link will take the user, such as "Donate now" or "Learn more about our mission".
- ☐ **Email is responsive:** Your email looks good and is easy to read on desktop computers and on mobile phones, and everything in between. Emails that are difficult to read or navigate on a mobile device can be especially challenging for people with visual or motor disabilities.
- ☐ **Preview and test your email:** Your email has been tested across multiple devices, email clients, and browsers. There are many tools available that can help you test the accessibility of your emails. Here at Doing Good Digital, we use the Litmus Accessibility Checker, but you can also use the Accessibility Checker in Microsoft Outlook or the WAVE Web Accessibility Evaluation Tool. These tools will help you identify any accessibility issues in your emails and give you suggestions for how to fix them.

