Email Policies and Tips

Requesting Emails:

- The email content should be emailed to Brian Ricter (brian.ricter@TexasExes.org) on Texas Exes staff.
- A proof will be sent to you before the email is sent.
- Please allow 2 business days for an email to be sent.
  - Ex. If email needs to go out on Friday, all content must be submitted by Wednesday morning.
- Network emails are sent out on **Mondays, Tuesdays, and Wednesdays** only.
- We suggest using the template or same format that we provide when sending content. See template attached. This helps our staff with a more efficient and effective email turnaround.

Email Tips:

- If more than one person is contributing to the email, have everyone proof it and give their okay before you send it to our staff. Only one person in the Network will be sent the proof. Keep in mind that having more than one person look at the proof can delay the process.
- If you want a reminder email sent out, tell staff the day you want the reminder sent.
- Send the email content to our staff **at least 2 business days** before you want the email sent.
- Create an enticing subject line that compels the reader to open the message.
- If the email contains several items, separate them into clear headings.
- Emails can include hyperlinks to a sponsor’s website but not the sponsor’s logo.
- If you want an image included in the email, send it as a separate jpeg attachment.
- Emails can be targeted to specific groups
  - Example: An email can be sent to alumni that graduated in a certain year range.
Email Content Template

Subject of Email: [Click here to enter text]

Event 1 Name: [Click here to enter text]
Date: [Click here to enter a date]
Time: [Click here to enter text]
Address: [Click here to enter text]
Content: [Click here to enter text]

Event 2 Name: [Click here to enter text]
Date: [Click here to enter a date]
Time: [Click here to enter text]
Address: [Click here to enter text]
Content: [Click here to enter text]