

**Email Content Template**

**Campaign:** Name

**Title:** For internal reference; as clear and specific as possible

**Send date:** MM/DD/YYYY

**Send time:** Send time, specific to time zone

**Email type:**appeal/newsletter/cultivation

**Email template to use:** if applicable

**Test details (if applicable):** notify if subject line, sender, copy, link, etc. DO NOT include details here; include details in the appropriate sections below

**Source code**: *xxxxxxxxxx*

**Send/query set-up**

* **Versions:** Donors, Prospects, Lapsed, etc.
* **Targets:**actual audience/group setup for who you want this email to reach
* **Suppressions:**actual audience/group setup for who you **DO NOT** want this email to reach

**Does the landing page already exist or need to be created?**Exist/Create

**Landing page URL, if Exist:**

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**From**: Sender, exactly how you want to appear

**Reply-To:** Exactly how you want to appear

**Subject line 1**: Just one, unless testing

**Preview Text**:

**Email Body Text:** As formatted as possible (e.g. if you want bolded copy, please bold copy), If any particulars to the copy are difficult to convey or make clear within copy, please include as Comment. Bottom should include Signature Block information.

**Need help with your email program strategy, creative or deployment? Contact The Engage Group team at** hello@engageyourcause.com.