**AGR 2019**

**March Email: Content Form**

**Inbox Content**

**From/Sender** Who your email is coming from

**Subject Line** 40-50 characters max. Establish relevance and pave the way for interest/intrigue. You may submit up to 2 subject lines and we will run a test to identify the one that drives the most opens (optional)

**Preheader Text** 75 characters or less. Use to amplify your subject line.

EXAMPLE:

****

|  |  |
| --- | --- |
| *From/Sender:* |  |
| *Subject Line A:* |  |
| *Subject Line B(optional):* |  |
| *Preheader:* |  |

**Email Copy**

**Hero Image** Appears at the very top of the email. 2:1 aspect ratio - preferably no smaller than 1000px wide.

 **Use compelling imagery**

* + Reinforces the message
	+ Establishes an emotional connection with recipients
	+ Preferably focuses in on primary subjects
	+ Renders well across devices (mobile, tablet, desktop)

|  |  |
| --- | --- |
| *Upload your image using the drag and drop widget on:* [*https://www.alumni.ucsb.edu/all-gaucho-reunion-departments*](https://www.alumni.ucsb.edu/all-gaucho-reunion-departments)*. Put your department/area name in the ‘Description’ field. Add the file name of the image to the right 🡪* |  |

**Email Content**

|  |  |
| --- | --- |
| *Headline Copy:* |  |
| *Body Copy:* |  |

**Personalized Closing** (Optional)

|  |  |
| --- | --- |
| *First & Last Name:* |  |
| *Title:* |  |
| *Department:* |  |

**Registration Button** (Only if you are managing your own event registrations)

|  |  |
| --- | --- |
| *Button URL**(link to the registration form):* |  |

**Event Highlights**

List 2 or 3 events you would like to highlight from this list: <https://www.alumni.ucsb.edu/events/all-gaucho-reunion/schedule-of-events>

|  |  |
| --- | --- |
| *Event 1 Name:* |  |
| Link to page with more info (if available): |  |
| *Event 2 Name:* |  |
| Link to page with more info (if available): |  |
| *Event 3 Name:* |  |
| Link to page with more info (if available): |  |

**Stay Connected**

List the social channels you would like to promote (if you don’t have any it will default to the UCSB Alumni channels)

|  |  |
| --- | --- |
| *Facebook:* |  |
| *Twitter:* |  |
| *Instagram:* |  |
| *LinkedIn:* |  |
| *Other:* |  |

**Contact Info** (your name & contact info in case we have questions)

|  |  |
| --- | --- |
| *Name:* |  |
| *Email & Phone Extn.* |  |