



## Marketing & Communications EMAIL MARKETING REQUEST FORM

DATE \_\_\_\_\_

<b>Department/ Program</b>	Enter the name of your department or program here
<b>What is the email you need to send?</b>	
<b>Who is the audience of this email?</b>	Please be specific as we will potentially need to use this information to request your email list from Alumni Association. An example of this is "All Isenberg Accounting Alumni and Current Students" or "Isenberg HTM alumni who graduated in 2005 and later."
<b>What is the objective of the email?</b>	Why are you sending this email? Is it to invite people to an event? Is it for fundraising purposes? Is it to share some news?
<b>Date you would like the email sent.</b>	Preferably at least 4 weeks from now or more. Requesting a list from Alumni Association can take up to 2 weeks and we need to give TSS at least 2 weeks to create your email in HTML format. Simpler email requests can take as little as 2 weeks but it's always better to put in a request as far in advance as you can.
<b>Do you need a follow-up email?</b>	If so, please provide a date.
<b>Who is the email coming from?</b>	Which email address from your program should this come from? Please provide. Note that the provided email address will receive any bounce backs from faulty emails and may also receive "Reply to" emails from email recipients.
<b>Desired Email Subject Line</b>	
<b>Links</b>	Do you have a registration link for this email or another link to give your audience a call to action? Please include if you have it or give the estimate of when you will have the link.
<b>Text of the email</b>	You need to attach the text of your desired email to the ticket as well as this form. Our department can help with copy editing but we need a place to start.
<b>Point Person</b>	Please include the name of the person we should work with for this project