

The following is a list of best practices and items needed when completing a Email Communication request. Please make sure to include the items below when you submit your ticket to <http://helpdesk.nativity-cincinnati.org>.

Items in green indicate content changes made from the last version

Recipients (required)		
	Select the list(s) you would like to send it: <ul style="list-style-type: none"> ➤ Parish ➤ Alumni - can be broken down by class year or zip code if information is available. ➤ School Families – can be broken down by year of graduation ➤ Staff - 	
Subject Line (required)		
	The subject line should be as specific as possible. It should reference the event, activity etc. and clearly communicate the value proposition and purpose/or nature of the content in fewer than 45 characters	
	Use as few words as possible – less than 10 is good; less than 5 is better.	
	Does not use spam predictors such as exclamation points or the words: you, free, help, percent off, or reminder	
	Do use question marks, if doing so makes sense. Questions are much more engaging than statements	
	For more information on subject lines visit “ <i>What are some best practices in writing email subject lines?</i> ” http://eepurl.com/cviiL	
Template (required)		
	Select from one of the following templates <ul style="list-style-type: none"> ➤ Letter ➤ Postcard ➤ Newsletter ➤ Other Visit () for samples of each of the above templates	
Teaser (required)		
	Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.	

Content (required)		
	Total length is less then 250 words, newsletters are exceptions to this rule	
	Copy is a personalized as possible, using a recipient's name	
	Most important content is in the first paragraph, including the mail call to action so it immediately catches users attention and is more likely to be read	
	Tells the readers what you want them to do and include hyperlinks such as "Register", "RSVP", or "Give Online"	
	Use clear, direct language – active voice and short, concise sentences	
	Focus on the reader and their needs and less on Nativity	
	Include all vital information, such as address, date, time, and who to contact with questions	
	Content should be easy to scan	
Images		
	Attach any images to the form directly or if too large email to rudy.gruenke@nativity-cincinnati.org	
Target Send Date/Time (required)		
	We suggest sending emails on Wednesday and Thursday early morning when possible	
	We do not send any emails to school families on Tuesdays during the school year so as not to compete with the School Newsletter.	
Recommended Items		
From Name & Address		
	If nothing is indicated "Nativity of Our Lord" will be used	
	If using an individuals name, Nativity must be used in the subject line	
	If sending an ongoing series use the same address each time.	
	Use of an individuals name is preferred	
Reply Address		
	If nothing is indicated all replies will go to communications@nativity-cincinnati.org	



Email Communication Best Practices & Check List

Date	Version	Description	Author
11/12/13	1.0	Initial Version Created	Rudy Gruenke