**Goodwin University Email Guidelines and Template**

When requesting an email communication, Goodwin’s Marketing and Communications team asks that you provide specific details. Use the following prompt as a checklist – that way, we can be as timely, thorough, and accurate as possible.

**IMPORTANT:** Please include your email information as a document attachment so we can maintain your formatting and track changes. Fillable template included on page 2.

**When:** When would you like your email communication sent to the Goodwin community? ***Please allow a minimum of 48 hours to process your request.***

**Test Email:** Indicate in your request if you would like to receive a test email to approve.

**To:** Specify whether your email should go out to Goodwin students, staff, faculty, or all the above. If you have a more targeted list, please provide it in excel document format.

**From:** Unless otherwise specified, “Communications” will appear as the sender.

**Subject Line:** This is your opportunity to highlight what your email is about, catch your readers’ attention, and encourage them to open your email. ***Please include what you would like your subject line to say when submitting an email request.***

***Body of the email:*** We recommend keeping your email short and succinct.

Email best practices:

* Indicate if you would like to include links, images, and/or clickable buttons
* Keep your paragraphs short with lots of white space
* Make your email easy to skim – use bulleted lists when possible

**Note that not all requests for community emails can be executed.** When requesting an email communication, consider turnaround time and the message’s intended audience. Events, information, and/or announcements within a 48-hour time period may be superseded by earlier requests. Those relevant only to a segment of student/faculty populations (specific class years, majors, etc.) should typically be sent via regular email – we do not have access to targeted email lists, so any such requests will require an attached excel document with all intended recipients. Messages with attachments are not able to be sent via Constant Contact.

Marketing may suggest alternative communications platforms in lieu of an email blast, including social media and/or digital signage.

Please review [Goodwin’s style guide](https://www.goodwin.edu/marketing-communications/style-guide) for more specific details about our standards for written copy.

**EMAIL TEMPLATE INCLUDED ON NEXT PAGE**

**Please fill in the template below and attach as a Word document with your project request:**

**When:**

**Would you like a test email for review? (if applicable):**

**To:**

**From:**

**Subject Line:**

***Body of the email:***