

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.

Inbox (771)

From: Bader College (info@badercollege.edu)  
Subject: **Sign Up for 5K!**

**From email address** that professionally represents your organization.



## Bader College E-News Events Calendar



**Logo and brand colors** lets recipients quickly recognize the email is from a business or person they know and trust.

**Short copy** makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.

### Spring Arts & Crafts Show

Saturday, May 10  
10 AM - 5 PM  
Central Common

Don't miss our Annual Spring Arts & Crafts show, featuring artisans from our Fine Arts Department and from surrounding towns. Lots of activities for kids! Food and drinks will be available for purchase from local restaurants.



[Learn More](#)

### Bader College Spring 5K

Saturday, May 24  
2 PM  
Starting Point: Central Common

Please join us as we walk/run our 14th 5K race to benefit diabetes research. It's not too late to sign up!



[Sign Up](#)

One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.

The use of a **few small images** brings order and visual appeal to the page, making it easy to read.

### Friday Night Movies Under the Stars

Friday nights at 10 PM through August 22  
Outdoor Theater at the Quad  
*(In case of rain, movie night moved to Bader Auditorium)*

Relax under the stars while catching up on the movies you missed or films you wanted to see again. Visit our [website](#) to see our list of movies that are playing.



[Free Popcorn Coupon](#)

A **single column** ensures your email can be easily viewed on a mobile device.

[Forward this email](#)

STAY CONNECTED

