

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) ^ v



From: Kids Inc. (info@kidsinc.org)
 Subject: **What Are Your Kids Doing This Summer?**

From email address that professionally represents your organization.



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

Kids Inc.

WHAT ARE YOUR KIDS DOING THIS SUMMER?



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

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

Spend the summer with us at Kids Inc!

Kids Inc. is designed for fun! Whether your kids love sports, games, arts & crafts, nature, or all of it. Your neighborhood center for all things summer, Kids Inc. is staffed by dedicated men and women, all CPR-certified, who specialize in different areas. We open early and close late to accommodate the needs of working parents.

You can learn more about Kids Inc. and download an [application](#) at our website.

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

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

LEARN MORE

Have questions? Call us at 508-555-5555 or email us at info@kidsinc.org.

Have your children experienced the wonder of Kids Inc.? Please help us maintain the quality of our programs. We depend on support from parents like you.

DONATE TO KIDS INC.

STAY CONNECTED



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