






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: Waylon College Alumni Assn (alumni@wayloncollege.edu)

Subject: **It's Finally Here... Annual Alumni Summer Party**

     Like

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.

Annual Alumni Summer Party



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

Greetings Waylon College Alumni!

It's time for our annual Alumni Summer Party and Fundraiser! We had a remarkable turnout last summer and raised almost \$10,000 for our scholarship fund on this extraordinary day. Let's top it this year!

Date: Saturday, August 16th
Time: 5-10 pm
Location: Campus Center Common

Mark your calendar and get ready for some fun in the sun, reminiscing with old friends, making new friends, and raising money to give exceptional students the opportunity to continue their education!

Register today!
Call: (269) 555-7400
Email: alumni@wayloncollege.edu

- Join us!**
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alumni.wayloncollege.edu
www.wayloncollege.edu

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

