

Email Checklist v3.0

****To be filled out by FMCA employee requesting the e-blast****

- Requested by:
- Requested Deployment Date:
- Type of Email (*i.e. sponsored content, chapter recruitment, GB mailing, etc...*)
- Client:
- Client Contact & Email:
- Description (*What is the purpose for this campaign? Provide general background*)
- Target Audience (*who will receive this email*)
- List Creator & File Name (*who is pulling the list and what is the file name?*)
- Names to be seeded on TEST and final deployment (*list them all*)
- Sender (*is this from FMCA? A specific department or individual? on behalf of a 3rd party?*)
- Reply To address (*if recipients hit reply, who will this go to?*)

- Subject Lines (*provided by client or FMCA? Multiple subject lines for testing? List here.*)

- Preheader? (*List here*)

- Artwork (*list filename and location of artwork or URL. Artwork provided by client or created by FMCA?*)

- Copy (*who provided copy and where can it be found?*)

- Hyperlinks (*Are there hyperlinks within the body of the email? Where are they and where do they go to?*)

- Additional Notes or directions:

<p><u>CHECKLIST FOR PROJECT MANAGER</u></p> <p><input type="checkbox"/> All material is ready and sent to MCA</p> <p><input type="checkbox"/> Approved by client</p> <p><input type="checkbox"/> Approved by team member/department</p> <p>Date & Time of Deployment:</p>
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