Paint it Pink Email Instructions

How to include your email as HTML

1. Open your favorite HTML editing program (such as Adobe Dreamweaver or Notepad).
2. In the menu, navigate to File > Open… then navigate through your documents and select the index.htm file included in this download. Click Open.
3. Select *everything* in the index.htm HTML document.
4. Copy the selected HTML.
5. Paste the selected HTML into the content section of the email program you will use to send this email. (Depending on how you plan to send the email to your students, the email program you choose could either be your standard email client (e.g. Outlook), or more sophisticated software to send mass emails.)
6. We recommend sending a test email *first* to ensure all content formats correctly.

*Note: If you are not familiar with HTML, then we suggest sending the email as plain text (please see the instructions on the next page).

How to customize your email

This template allows you to customize the text to make it specific for your store.

1. Change the text "INSERT STORE NAME" to include your store's name.
2. Change "INSERT DATE" to the date(s) you plan to host the event.
3. Change "INSERT TIME" to the time you plan to host the event.
4. Change "INSERT LOCATION" to the location where you plan to host the event.
5. Change "INSERT CHARITY/ORGANIZATION" to the name of the charity or organization.
6. Change "INSER DESCRIPTION OF ORGANIZATION" to a description of the charity or organization.
7. Again, change the text "INSERT STORE NAME" to include your store's name.

Hey Students,

In recognition of October as Breast Cancer Awareness month, the <insert store name> would like to invite you to participate in a *Paint it Pink* event to be held on <insert date> at <insert time> in <insert location>. In exchange for a nominal donation, you will be able to create your very own sign (some guidelines do apply) to be displayed at <insert location> to help raise awareness for this deadly disease. The money raised from our Paint it Pink event will benefit <insert charity/organization>, <insert description of organization>.

We hope to see you Paint it Pink!
<insert store name>

<u>How to include your email as text</u>

If you choose to send this email as text, you may still use the images included in this download. Different email clients will instruct you to add the images to your email in different ways. Note: The goal is to add your images as an inline image (within the content/body section of the email).

1. First, copy the following text into your email client:

    Hey Students,
    In recognition of October as Breast Cancer Awareness month, the <insert store name> would like to invite you to participate in a *Paint it Pink* event to be held on <insert date> at <insert time> in <insert location>. In exchange for a nominal donation, you will be able to create your very own sign (some guidelines do apply) to be displayed at <insert location> to help raise awareness for this deadly disease. The money raised from our Paint it Pink event will benefit <insert charity/organization>, <insert description of organization>.
    We hope to see you Paint it Pink!
    <insert store name>

2. Customize your text (refer to the *how to customize your email* section.)
3. Add the images to your email client. Below are instructions for some commonly used email clients:

Outlook
1. Compose a new message using HTML formatting.
2. Position the cursor where you want the image to appear.
3. In the menu, navigate to Insert > Picture.
4. Select the desired image.
5. Click Insert.

Lotus Notes
1. Compose a new message.
2. Position the cursor where you want the image to appear.
3. In the menu, navigate to Create > Picture.
4. Select the desired image and click Import.

Mozilla Thunderbird
1. Create a new message.
2. Position the cursor where you want the image to appear in the body of the email.
3. In the menu, navigate to Insert > Image.
4. Use the Choose File... selector to locate and open the desired image.
5. Type a short textual description of the image under Alternate text: **Paint it Pink – Help raise awareness about Breast Cancer**
6. Click OK.

Gmail
1. Compose a new message.
2. Ensure Rich Text Editing is turned on in the message window and that Insert images is enabled. (If you see a Rich formatting » link above your message's text editor, click it.)
3. Drag and drop the image from its folder to the desired position in the message. (A timer icon may appear if the image takes a few seconds to load.)