

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. Edit the sections as indicated to customize the email for your store. (The image below highlights the editable sections in yellow. See also “*How to customize your HTML email*” below.)

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4   <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5   <meta name="viewport" content="width=device-width, initial-scale=1.0">
6   <title></title>
7 </head>
8
9 <body style="background-color:#fff;" bgcolor="#fff">
10
11   <table width="800" border="0" bgcolor="#fff" style="background-color:#fff;"><tbody>
12     <tr>
13       <td>
14         
16       </td>
17     </tr>
18     <tr>
19       <td style="color:#eb2f24; font-weight:bold; font-family: Georgia, 'Times New Roman', Times, serif;">
20         Come celebrate Dr. Seuss' birthday at ***insert store name***!<br/><br/>
21       </td>
22     </tr>
23     <tr>
24       <td style="font-family: Georgia, 'Times New Roman', Times, serif;">
25         Reconnect with your childhood at this one-of-a-kind event! Stop by for free refreshments, fun activities and
26         even a chance to win prizes at ***insert location*** on March 2 beginning at ***insert time***.<br/><br/>
27       </td>
28     </tr>
29     <tr>
30       <td style="font-family: Georgia, 'Times New Roman', Times, serif;">
31         Mark your calendars and keep an eye on our Facebook page for more details coming soon!
32       </td>
33     </tr>
34   </tbody></table>
35 </body>
36 </html>
```

4. Select everything between (and including) the open and close body tags:
<body>.....</body>
5. **Copy** the selected HTML.
6. **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.)

How to customize your HTML email

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

1. Change “**INSERT STORE NAME**” to the name of your store.
2. Change “**INSERT LOCATION**” to include the location open to your students.
3. Change “**INSERT TIME**” to include the date/time of the event.

***Note:** If you are not familiar with HTML, then we suggest sending the email as an image (please see the instructions below). If you choose to send this email as an image, you will not be able to customize the text as outlined above.

How to include your email as an image

If you choose to send this email as an image, use the file named **2013-02_FO-Seuss-Email_header.jpg** included in this download. Different email clients will instruct you to add the image to your email in different ways. Note: The goal is to add this as an **inline image** (within the content/body section of the email). 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**.

How to include your email as an image [continued]

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: Salute to Seuss Bash: We're having a party, a get-together of a kind, in celebration of great literary mind!**
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.)