

## 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.)

```
<!doctype html>
<head>
  <meta charset="UTF-8">
  <title>Welcome Back Beach Bash</title>
</head>
<body style="background-color:#ddefb;">
  <table width="550" align="center" >
    <tr>
      <td align="center">
        <p style="color:#2C6D99; font-family:Cambria, 'Hoefer Text', 'Liberation Serif', Times, 'Times New Roman', serif;">The beginning of the school year doesn't have to mean the end of summer.</p>
      </td>
    </tr>
    <tr>
      <td>
        
      </td>
    </tr>
    <tr>
      <td align="center" style="font-family:Cambria, 'Hoefer Text', 'Liberation Serif', Times, 'Times New Roman', serif;">
        <p style="color:#2C6D99; font-size:24px;">Cool down by the pool and heat up with the<br/><strong>Welcome Back Beach Bash!</strong></p>
        <p style="color:#49443E; font-size:16px;">Date: ****DATE****</p>
        <p style="color:#49443E; font-size:16px;">Time: ****TIME****</p>
        <p style="color:#49443E; font-size:16px;">Location: ****LOCATION****</p>
        <p style="color:#49443E; font-size:16px;">To welcome you back to ****CAMPUS****, ****STORE**** is hosting a pool party just for students. Stop by for food, fun and sun before classes start. While you're there, check out our sidewalk sale, with savings on all the spirit wear and textbooks you'll need and more.</p>
        <p style="color:#2C6D99; font-size:24px; font-weight:bold;">So come on out!</p>
        <p style="color:#49443E; font-size:16px;"><a href="****LINK****" target="_blank" style="color:#2C6D99;">Find out more and see who's going.</a></p>
      </td>
    </tr>
  </table>
</body>
</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 **\*\*\*DATE\*\*\*** to the date of the event.
2. Change **\*\*\*TIME\*\*\*** to include the time of the event.
3. Change **\*\*\*LOCATION\*\*\*** to include the location open to your students.
4. Change **\*\*\*CAMPUS\*\*\*** to your campus name.
5. Change **\*\*\*STORE\*\*\*** to your store name.
6. Change **\*\*\*LINK\*\*\*** to the link (url) of the Facebook 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 **July-MMP\_Beach-Bash\_Email.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**.

#### *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: Welcome Back Beach Bash!**
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.)