**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 Email.htm file included in this download. Click Open.
3. Edit the sections as indicated to customize the email for your store
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 locations open to your students.
3. Change “INSERT TIME” to include time information.
4. Change “INSERT DATE” to include date information.
5. Edit “INSERT CALL TO ACTION HERE” with the text of your choosing.

**\*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. Make sure to type the missing text below the image in the body of the email.

How to include your email as an image

If you choose to send this email as an image, use the file named 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). SinceBelow 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: **Build-a-Sundae Bookstore Tour at Your College Store!**
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.)