



ISUAA CLUBS- EMAIL COMMUNICATION REQUEST FORM

Send requests to: alumcomm@iastate.edu

Submit email requests AT LEAST 72 business hours before you would like it sent out.

- Allows 48 hours for ISUAA to put the communication together
- Allows 24 hours for your approval. You will receive a “preview” of the email to review for accuracy at least 24 hours before the requested sent date to approve.

Include only one communication request per form. You may include multiple events in one communication, but only one email will be created to publicize all of those events. If you would like separate emails, use a communication form for each request.

As a best practice, no more than two emails per event should be sent out. One initial email and if necessary, one reminder email a few days before the event/RSVP deadline.

NOTE: Avoid scheduling emails on Fridays as ISUAA News Flash goes out on Fridays.

Initial E-mail, Date you'd like to see sent _____

Reminder E-mail, Date you'd like to see sent _____

E-mail Subject Line: _____

THE PROCESS TO SEND YOUR CLUB COMMUNICATION

- 1.) Complete the necessary text in this document with your event information
- 2.) If you are promoting multiple events in one communication, feel free to copy and paste the information listed below and separate the multiple events with numbers, or *****, or ()()()()()()
- 3.) Save a copy for your files and send to alumcomm@iastate.edu

(Delete this text. Type your event name. Example: Iowa State Football Gamewatch vs. Nebraska or ISU Summer Picnic)

(Delete this text. Place introduction here if applicable. Tell the purpose of the event to your area alumni; keep it short — we don't want to lose the audience.)

WHO'S INVITED:

(Delete this text. Example: All area ISU alumni, family, and friends)

WHEN:

(Delete this text. Example: Saturday, October 20 at 2:30 p.m.)

WHERE:

(Delete this text. Example: Cy's Family Center, 2058 Cardinal Lane, Ames, phone: (515) 866-0000 List simple directions, if necessary.)

COST:

(Delete this text. Example: ISUAA Members \$10, Non-Members \$15. Free to all area Cyclones or other. Please keep at least a \$5 difference in member and non-member price. If you have a more expensive event, a great member benefit may be an expanded price range. Delete this entire section if not needed)

RSVP DEADLINE:

(Delete this text. Example: Deadline is October 15. Call the ISUAA at (877) ISU-ALUM to reserve your spot today! If there is no RSVPs needed for your event, please delete this entire section.)

(Delete this text. This can be your closing text, if needed. Please give any encouraging words on attending the event, past event successes, and links to your club's Web site and to past event photo galleries always helps boost attendance.)

(Delete this text and add your closing. Example: GO STATE!, SEE YOU THERE! or SINCERELY,)

(Finally, our e-mail readers will want to know who you are and how to contact you. Please delete this text and fill in your appropriate information listed below:)

John/Jane Doe, President/Gamewatch Coordinator/Events Coordinator/Etc.
ISUAA Club of XYZ
cy@isualum.com