



## CHAPTER EMAIL POLICY

### Requesting Emails:

- All email content information should be emailed to [emailrequests@texasexes.org](mailto:emailrequests@texasexes.org) in the required Email Request Template (see below)
  - If you have questions about submitting an email request, please contact Catherine Flores at [catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)
- **The deadline to submit an email request is Wednesday, 12 pm (CST) each week.** You must submit your request **at least 2 business days** before the email send date; this gives us enough time to create the email and send a proof.
  - Ex. If you'd like an email sent on Friday, all content must be submitted by Wednesday morning.
  - Chapter emails are sent out on **Wednesdays, Thursdays, and Fridays** only.
  - Send date is contingent on proof/edit approval timeline from the Chapter leader who submits the form.
- A request must be submitted for every email you'd like to send, even if the email has repeat content; this allows for your email allotment based on your \* status to be tracked accurately
  - Chapters are allotted **12, 20, 30, or 52 emails per charter year based on their \*status**
- If more than one person is contributing to the email, have everyone proof it and give their approval before sending to our staff.
  - **Only one person in the Chapter will be sent the proof.** Keep in mind that having more than one person look at the proof can delay the process.
- If you want an image included in the email, send it as a JPEG/PNG attachment with your email request to [emailrequests@texasexes.org](mailto:emailrequests@texasexes.org)

### General Timeline:

1. Chapter leader requests an email using the required template to [emailrequests@texasexes.org](mailto:emailrequests@texasexes.org)
2. Email preview is created by a staff member in our Communications Team and sent to a chapter leader within 1-2 business days by a staff member in the Chapters and Networks Department
3. Email is edited/proofed by chapter leader and then approved to send out (~1 business day)
4. Staff member from Chapters and Networks Department Sends out the email to alumni



**Email Request Required Information:**

Email your request to [emailrequests@texasexes.org](mailto:emailrequests@texasexes.org); you must include all of the information listed below.

Subject Line of Email: "CHAPTER NAME- SUBMISSION DATE Email Request"

Body of Email:

1. Preferred date to send email to chapter members
  - a. *Remember that emails are sent on Wednesdays-Friday **only** and you must request an email 48 hrs in advance*
2. Suggested Email Subject Line
3. Event Name/Title
  - a. Date
  - b. Time
  - c. Venue Name
  - d. Venue Address
  - e. Event Description/Content
  - f. RSVP Details or link to RSVP (if applicable)
  - g. Social Media Event URLs/Registration URLs
  - h. *Include all information someone would need to attend the event or be well-informed about*
4. Additional Events/Content Blocks
  - a. *Include all information someone would need to attend the event or be well-informed about*
5. Social Media Account Links/URLs you would like to include in your email

*You can list as many events/content blocks as you would like.*



## Email Request Sample Template:

Dallas Chapter - 10/14/19 Email Request - Message (HTML)

File

Message

Insert

Options

Format Text

Review

Help

Tell me what you want to do

Paste

10.5

A<sup>^</sup>

A<sup>v</sup>

B

I

U

Basic Text

Address Book

Check Names

Attach File

Attach Item

Signature

Assign Policy

Dictate

Customer Manager

Insights

View

View Templates

Clipboard

Send

To

emailrequests@texasexes.org

Cc

Subject

Dallas Chapter - 10/14/19 Email Request

Date to send: 10/16/19

Email Subject: Join Dallas Texas Exes at Dallas Stars Game

**Dallas Stars' College Spirit Night**

Tuesday, October 29; 7:30 pm

American Airlines Center- 2500 Victory Ave, Dallas, TX 75219

Come out and show your Longhorn pride at the Dallas Stars' College Spirit Night at American Airlines Center! Tickets start as low as \$25. The first 750 tickets purchased will come with a limited-edition UT and Dallas Stars co-branded hat! To sit with the Longhorn group and receive the hat, you MUST purchase your tickets through our special link.

Buy Tickets ([www.dallasstars.com/texasexes](http://www.dallasstars.com/texasexes))

**Dallas Chapter Meeting**

Wednesday, October 30; 6:30 pm

The Madison, 15851 Dallas Parkway, Addison, TX 75001

Join the Dallas Texas Exes for our monthly meeting. We gather to plan upcoming events and hear from our committees on activities in scholarship, member engagement, events, and Texas-OU Weekend. Come out and learn how you can get active with the chapter and volunteer. Reconnect with other Longhorns as we support the University and students. Food and drinks available during meeting.

**Texas vs. Kansas Gamewatch**

Saturday, October 19; 6 PM Kickoff

2 Locations:

HQ Prime, 9810 N. Central Expressway, Dallas TX 75231

Dallas TNT Uptown, 2800 Routh St, Dallas TX 75044

The Longhorns return to DKR to play the Kansas Jayhawks. Dallas Texas Exes hosts gamewatches with great food and beverage specials. We gather at two locations convenient from most areas of the Metroplex. Come early! Be loud! Wear orange!

**Follow us online!**

Facebook (<https://www.facebook.com/DallasTexasEx/>)

Instagram (<https://www.instagram.com/dallastexasexes/?hl=en>)

To: [emailrequests@texasexes.org](mailto:emailrequests@texasexes.org)

Subject: Dallas Chapter – 10/14/19 Email Request

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Date to send: 10/16/19

Suggested Email Subject: Join Dallas Texas Exes at Dallas Stars Game

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### **Follow us online!**

Facebook (<https://www.facebook.com/DallasTexasEx/>)

Instagram (<https://www.instagram.com/dallastexasexes/?hl=en>)