



## CHAPTER AND NETWORK EMAIL POLICY

### Requesting Emails

- All email content information should be submitted through our online [Email Request Form](#) **at least 3 business days before** your preferred email send date.
  - Chapters and Networks are allotted **12, 20, 30, or 52** emails per charter year based on their \*status and engagement activity levels.
  - If you have questions about submitting an email request, please contact the Chapters and Networks Department staff.
- All emails **MUST** be approved at least one business day prior to your preferred send date.
  - **If email approval is not provided by the chapter/network leader the day before the preferred email send date, the send date will be pushed back 1 day.**
- If more than one person is contributing to the email, have everyone proof it and give their approval *before* sending your edits to our staff.
  - **Only one person in the chapter/network will be sent the proof.** Keep in mind that having more than one person look at the proof can delay the process.
  - **Multiple rounds of edits will push your send date back.** Our 3-day timeline is based on 1 round of email edits.
- The information in an email newsletter should promote chapter/network engagement **and must include at least one piece of content that is unique to the chapter/network.**
- If you want an image included in the email, include a JPEG/PNG attachment in your email request submission form.

### General timeline once an email request is submitted:

- **Same or Next Business Day** - email content will be reviewed and edited for style and clarity by Texas Exes staff.
- **1-2 Business Days** - An email preview will be built and sent to the chapter/network leader who requested an email.
- **1-3 Business Days** - Chapter/Network leader is responsible to review the email and submit any necessary changes or approval.
- **2-3 Business Days** – Once edits are complete and Texas Exes staff receives approval to send an email, the email is scheduled to send the next day.
  - **REMEMBER:** All emails **MUST** be approved at least one day prior to your preferred send date. If email approval is not provided by the chapter/network leader the day prior to the preferred email send date, the send date will be pushed back 1 day.



### Email Guidelines and Tips:

- Emails from the chapter/network should:
  - Include a creative and informative subject line
  - Have informative and educational content that is chapter/network focused
    - Ex. Chapter/network event announcement, alumni/student spotlight, letter from the board, chapter/network fundraising opportunity, call for volunteers, etc.
  - University, community, and other information can be included if it is paired with information specific to the Chapter/Network
  - Provide all information alumni would need to attend an event such as venue name, address, time of event, parking, where to purchase tickets, etc.
  - Include links to social media event pages, external ticket sales, etc.
  - Include Chapter/Network contact information (social media accounts, c/n @texasexes.org email address, name and email of BOD member(s), etc.)
  - **Above all else, your newsletter should match Texas Exes branding and content!**
- Emails can include hyperlinks to a sponsor's website but not the sponsor's logo.
- Emails can and should be targeted to specific groups when appropriate
  - Example:
    - An email can be sent to alumni with specific graduations years.
      - This would be helpful for a class reunion event or an event targeted at a specific age range/graduation year.
    - An email can be sent to a specific zip codes/cities/etc.
      - This is helpful for Texas Exes Alumni Network satellite events.
- Texas Exes can create a "standalone" email that is different than a weekly email newsletter. These emails use a graphic design benefit and have a different timeline than standard email newsletters. Please contact a Texas Exes Chapters and Networks staff member to learn more.



## **Email Request Required Information:**

1. Preferred date to send email to members
  - a. *Remember that you must request an email at least 3 business days in advance.*
  
2. Preferred Email Subject Line
  
3. Event Name/Title of Content Block #1
  - 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

***Note: You can list as many events/content blocks as you would like. You will also have the option to request repeat emails and upload your email request as a word document.***



## Email Request Form Example:

Name \*

Email Address \*

Chapter/Network Name \*

Suggested Email Subject Line

Preferred Email Send Date \*

Allow for 2 business dates upon completing this submission for the preferred email send date. Please keep in mind that approval is needed one day before the email sends.

Item #1 \*

Please provide all item/event details here:

- Event Date
- Event Time
- Event Address
- Parking Information
- Attire
- RSVP Links/URLS \*Note: When providing a link in this form, please do not hyperlink your copy. Please provide the FULL link.

Item #1 Attachment

Attach any corresponding images/attachments for your Item #1.

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## Example Content to include in the required fields:

Date to send: 10/16/19

Preferred 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))

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### **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.

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### **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!

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### **Follow us online!**

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

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