

Procedure for Email Blasts

All email blast submissions go through Alyssa Nadin (anadin@holymartyrs.net). To ensure that we are not spamming the inboxes of our members, please use these carefully. Each group will be limited to 2 blasts per event/goal date within the month leading up to the date of the event.

Requirements for Email:

- No more than 2 Email Blasts per month leading up to an event/date (1 Major email, 1 brief reminder):
 - o Major email must be at **most** 3 short paragraphs (15 sentences or less)
 - o Reminder must be at **most** 5 sentences.
- Ministries with several events in a month should include all events and links in their email (*see below*).
- Email requests must be submitted at least 1 month prior to the event along with when you would like them sent.
- Text for both emails must be provided in the request.
- Include any links for sign-ups, registration, etc.
- Please provide a graphic (*use Canva to make graphic – Download as PNG file*)

Here is an example of what an email blast could look like:

The image shows two examples of email blast templates. The left template is for a Turkey Run event, featuring a green header with the text "Help those in Need This Holiday Season!" and two photos: one of hands holding a gift box and another of a Thanksgiving meal. The body text is addressed to "Dear Janet" and describes the opportunity to collect frozen turkeys and gift cards for a Thanksgiving meal. A red "Turkey Run Sign Up" button is at the bottom. The right template is for a Christmas Give-a-Gift Program, with a dark background and white text. It describes a partnership with Salvation Army and La Sagrada Familia to provide gifts for older adults. It includes a green "Give-a-Gift Sign Up" button, an orange "Friendship Meal Sign Up" button, and a red "Monetary Donation" button. The footer includes a thank you message and the text "Happy Holidays, HM Cares Ministry".