

Make sure to use the UMC Google Doc template as is. **Do not edit** any of the parts UMC has set up in terms of formatting.

UMC Slate Email Request

Click "USE TEMPLATE" in the upper right-hand corner to create a copy of the template in your personal Google Drive.

- If you plan to submit your template as a **Google Doc**, please select "Share" in the upper right-hand corner of your document and set the General Access to *Case Western Reserve University - Editor*.
- To complete your template in **Microsoft Word**, go to File > Download > .docx.

Resources

- [What is an email preheader?](#)
- [What is a call to action \(CTA\)?](#)
- [Character count tool](#) (You can also go to Tools > Word Count or use the shortcut Ctrl/⌘ + Shift + C.)

Submit your request to the [UMC Slate Request Form](#). Please note that all content (copy, images, etc.) and distribution factors (date, time, audience, etc.) are subject to review by UMC. Email umcslatereview@case.edu with any questions.

Do not use Open Sans and font 12 throughout the entire document. **Do not bold** any of the drafted email copy **unless** you truly intend for it to be bolded in the email body. If copy/pasting from another course, **strip formatting using Notepad or copy/paste only values.**

Email Request Information

Proposed send date/time	2/1/2024
Queries <i>Names of the queries in Slate. (Example: MED - GRE - Biotech Programs)</i>	Jason approved queries on XX.XX.XXXX: <ol style="list-style-type: none">1. MED - SOM Enrollment Seed Email2. MCAT Lists From March 2023 forward3. MED - GRE - Biotech Programs - New4. MED - TOEFL Import July 2023 Forward
Sender name	Shae Maresco

Follow this formatting for the 'Queries' Box

To correctly order your queries: Start with the "Seed" list links (if applicable), and then proceed to the other audiences.
-Remember that the **name of the audience** should **match exactly** the name of **the query**.
-Remember to also **hyperlink the query URL from Slate** you are proposing.

Sender email address	rgme@case.edu
Reply-to email address	rgme@case.edu
Header image <i>Minimum width: 600px. Paste your image or provide the link to a website, Google Drive or istockphoto.com option.</i>	https://applygrad.case.edu/www/images/Banners/Top/MED/med_bio_medical_buiding_badge.jpg https://applygrad.case.edu/www/images/Banners/Bottom/learn_more.jpg
Additional images <i>Optional. (Examples: Logos, headshots, etc.)</i>	
Subject line <i>Limit: 60 characters.</i>	Join a multidisciplinary field of scholars!
Preheader <i>Limit: 100 characters.</i>	Discover the CWRU Master of Science in Regenerative Medicine and Entrepreneurship
Body copy <i>If you would like to request copywriting assistance, please provide an outline or bullet point list of content.</i> <i>Please include a link to your school or program website, as well as a suggested call to action (CTA) button. Examples: Apply Now, Request More Information, Learn More, Visit Our Website, etc.</i>	<p>Hello, {{Preferred}}!</p> <p>2024 marks the 20th anniversary of the National Center for Regenerative Medicine being founded, right here at Case Western Reserve University!</p> <p>Throughout the last two decades, CWRU and the members of the NCRM have worked to pioneer new technologies and scientific practices that have put us on the cutting edge of regenerative medicine. From ground-breaking research in cell and gene therapy, to innovative therapeutics using cells and regenerative proteins- you can find it here at CWRU.</p> <p>The Master of Science in Regenerative Medicine and Entrepreneurship program trains students to work within and further develop this ever growing and changing field. Whether your future career interest involves bench science, business, innovation, or law and policy- the MS in Regenerative Medicine may be just the program you have been looking for!</p> <p>Interested in learning more? Click below to request further information!</p> <p style="text-align: right;">Learn More!</p>

Sender and reply email can be the same or different

	<p>Applications are currently being accepted for the fall 2024 start term.</p> <p>Best,</p>
<p>Signature</p>	<p>Shae Maresco Assistant Director of School of Medicine Case Western Reserve University shaelin.maresco@case.edu</p> <p>ent and Strategic Initiatives</p>

Fill in with the relevant information for whom the email will be in the voice of

Event Box Example

<p>BSTP Application Tips and Tricks Webinar</p>
<p>Wednesday, Sept. 21 4-5 p.m. EDT</p>
<p>Register Now</p>
<p><i>Register to receive a recording of the webinar.</i></p>

If scheduling a webinar, complete this box within the blank Slate Template. Hyperlinks should connect to the Slate registration page.