

**\*\*\*\* Please click USE TEMPLATE in upper right corner \*\*\*\***  
 (then, if you want to fill out offline and upload, File>Download>.docx)

## Email Content Submission

Please include information for as many fields as possible, as they are all needed to properly send the email. If a field isn't completed, it may delay how quickly the email can be delivered.

**Note: All email content (text, photos, etc.) and distribution methods (date, time, audience, etc.) are subject to review and editing by University Marketing and Communications before distribution.**

- Email **Leon Bote** and/or **UMC alumni/development team** at [lx441@case.edu](mailto:lx441@case.edu) and/or [emailteam@case.edu](mailto:emailteam@case.edu) with any questions about emails for **alumni, donors, parents and friends of the university**.
- Email **Lindsey Lehuta** and/or **UMC Marketing Cloud team** at [lml122@case.edu](mailto:lml122@case.edu) and/or [umc-emails@case.edu](mailto:umc-emails@case.edu) for **all other external emails and select internal newsletters**.
- Email all of the above if in doubt!

The audience you are trying to reach will dictate who to email for help

**Important! For emails going to alumni, please include your devreq (support request) number(s) for your mailing list(s). If you do not have one yet, [please complete that form first](#).**

name your project for follow up with UMC

EMAIL DETAILS	
Project name *for reference	External school outreach for the MS RGME program
Date/time of first send *date must be agreed upon prior to submitting this form	1/22/2024
Resend dates *dates must be agreed upon prior to submitting this form	3/15/2024, 6/15/2024
Sender name *to show in recipients' inboxes	Shae Maresco
Sender email address *to show in recipients' inboxes	sxm1914@case.edu
Reply-to name *to show after recipient clicks reply	rgme@case.edu

Required for marketing cloud emails

When appropriate, Marketing Cloud emails can be resent

Sender and reply to name can, but do not have to be the same.

Reply-to email address *to receive recipients' replies	rgme@case.edu	Sender and Reply-to email can be the same or different
Contact name *to be included at end of email	Shae Maresco	
Contact email address *to be included at end of email	rgme@case.edu	Instead of providing a signature, you provide UMC with the details to create a signature
Contact phone number *to be included at end of email	(216) 368-4558	

AUDIENCE	
Audience list Devreq-assigned number	<a href="https://docs.google.com/spreadsheets/d/162jzVoQFpGRUpPIHnIMGaVc_Q6Wku1kl-48Aey7NG4Y/edit#gid=0">https://docs.google.com/spreadsheets/d/162jzVoQFpGRUpPIHnIMGaVc_Q6Wku1kl-48Aey7NG4Y/edit#gid=0</a>
-or-	
.xlsx or .csv file of email addresses to send to (share URL with permissions granted to <input type="text" value="Leon Bote"/> and/or <input type="text" value=""/> )	Instead of queries, Marketing Cloud emails require you to provide a spreadsheet of contact info for those you are trying to reach

CONTENT SUBMISSION	
* Banner/hero image (below logo header) Enter either the URL of the image or image folder (must be at least 600px wide by 300px high)	<a href="https://applygrad.case.edu/www/images/School%20of%20Medicine/Banners/RGME/06012020_SOM_RGME_RFI_640x313.jpg">https://applygrad.case.edu/www/images/School%20of%20Medicine/Banners/RGME/06012020_SOM_RGME_RFI_640x313.jpg</a>
-or-	
Search istockphoto.com and provide URL/stock photo ID number	
-and/or-	
Specify type of image you want to be used	

<p>Suggested subject line Maximum character count is 60; 40 is optimal</p>	<p>Greetings from Case Western Reserve University!</p>
<p>Suggested preheader Limit: 80 characters</p>	<p>Learn how the CWRU MS in Regenerative Medicine Program may be the right next step for your students.</p>
<p>Body copy Enter text here</p> <p>-or-</p> <p>Add hyperlink to Google Doc with permissions set to allow access for anyone at CWRU with the link, with the role defined as "Editor" (instead of "Viewer").</p> <p>Include prominent call to action (CTA) with link</p>	<p>Hello!</p> <p>I hope your new year is off to a great start and that 2024 has plenty of great things in store for you.</p> <p>My name is [REDACTED], and I am the Director for the CWRU Master of Science in Regenerative Medicine and Entrepreneurship program. This program is unique as it blends content from our world-renowned School of Medicine, School of Law, and the Weatherhead School of Management. Students graduate with a well-rounded approach and understanding of the rapidly growing field of Regenerative Medicine.</p> <p>I am reaching out to you today as I believe this program could be of interest to students in your undergraduate degree program(s). In addition to students interested in biological and medical sciences, our program is also seeking applicants with more diverse and unique backgrounds. We strive to incorporate those with a background in the humanities, political science, business and management, or healthcare regulation– just to name a few!</p> <p>While the name of our program may lead one to immediately picture working within a laboratory setting, the reality is, that is just one of the many career opportunities this degree can lead to!</p> <p>Let me highlight just a few key features of our program below:</p> <ul style="list-style-type: none"> <li>● Case Western Reserve University is a world leader and pioneer in regenerative medicine– The National Center for Regenerative Medicine was launched in 2004 at CWRU and remains housed here today!</li> <li>● World class faculty provide cutting-edge research and commercial internship opportunities that allow students to obtain skills for careers in both industry and academia.</li> <li>● Personalized career counseling aids students' passion for graduation success and future goals towards advanced education, business, law, innovation and entrepreneurship.</li> <li>● Students who choose to take their elective courses through the Case School of Law, have the opportunity to obtain a professional certificate in <a href="#">Law and Entrepreneurship Skills</a>.</li> </ul> <p>If you or your students are interested in learning more, my team and I are happy to assist! We are available to mail materials to you or present virtually or in-person to your students.</p> <p>Lastly, attached to this email you will find a hand-out on our program. Please feel free to distribute to interested students or post within your institution, as you see fit.</p> <p>I appreciate your time in reading this message and hope to connect with you</p>

soon!

Best,

**\* Optional additional image(s)**

Please also aim for at least 600px wide by 300px high; headshots may be square but must be at least 200px wide

Or search istockphoto.com and provide URL/stock photo ID number

(Please paste Google Drive URL for image(s)—pasting them in this Google Doc will resize them and make their resolution too low! You can use a folder for multiple images.)

If you have a flyer or additional images you would like included/attached-- ensure they are in an accessible Drive before submitting

**\*Do not submit designed images that were created for mailers or other media and/or not approved by UMC's design team. Please fill out the [main project request form](#) to have images designed for emails (be specific; the design team may contact you with questions). Do this as early as possible with *at least* one week's lead time.**

**NOTE 1: After you've filled out this template, please return to the form you accessed it from and click over to page 2 to submit it! (Follow the instructions outlined there.)**

**Helpful articles:**

- [How to write effective subject lines](#)
- [What is a preheader?](#)
- [What is a Call to Action \(CTA\)?](#)
- [Why secondary CTA links should not compete with or outnumber primary CTA links](#)

**Examples of different types of emails:**

*Please feel free to browse through these past emails from various schools and departments to get a sense of our [editorial style](#) and content requirements.*

***Alumni/donor/friends***

[Alumni event invite \(School of Law: 130th anniversary event invite\)](#)

[Alumni event invite \(The Alumni Association: Durham Bulls ballgame invite\)](#)

[Alumni event invite "Nancy Fink-style" letter \(The Alumni Association: Philly happy hour invite letter\)](#)

[Newsletter \(College of Arts and Sciences: art | sci update\)](#)

[Newsletter \(College of Arts and Sciences: International Studies\)](#)

[Newsletter \(Weatherhead School of Management: xLab\)](#)

[Newsletter \(School of Medicine: E-News\)](#)

[Update/letter \(School of Law: \*In Brief\*\)](#)

[Update/letter \(School of Nursing: New Year's greeting\)](#)

*New Branding*

Alumni event invite: [RSVP today! EMBA Alumni Reunion is Sept. 7](#)

Short newsletter: [The Composite, June 2023: Graduate receives Delta Dental award](#)

Longest newsletter: [Inside the Action, June 2023—a new initiative funded](#)

***All other external/select internal***

[Newsletter \(School of Medicine: MedEd Newsletter\)](#)

[Newsletter \(School of Law Beat\)](#)

[Newsletter \(Weatherhead School of Management: WeatherheadsUp\)](#)

[Newsletter \(External: Mandel School | NIMC\)](#)

[Event invite \(Weatherhead School of Management\)](#)

[Event invite \(School of Nursing\)](#)

**NOTE:** Do not make any edits to the Google Doc **after submission**. If you have additional edits after you've already submitted, please:

1. email [emailteam@case.edu](mailto:emailteam@case.edu) for alumni emails or [umc-emails@case.edu](mailto:umc-emails@case.edu) for other external emails with your suggested changes, and/or
2. turn on "suggesting" (in dropdown menu **below** Share button) **before** making changes and, in comments (Cmd+Opt+M on Mac; Ctrl+Alt+M on PC) on the document, tag (type @ first) the appropriate team/email address with (after hitting space bar) a few words about your changes (making sure to hit final "comment" button to post/send)

**For alumni event invites**, please be sure to also consider [submitting your event for the alumni events email](#). We'll be happy to include it so if someone misses your department/school emails, maybe they'll see it in the larger one. More coverage isn't a bad thing!