## Convio e-Blast Guide for American Lung Association

## Your Information

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| **Charter** | **[Insert your organization’s full name]** |
| **center name** | **[The name of your Center in Convio]** |

Submission Instructions

**Send this completed form to** **getready@convio.com**

Your subject line should contain your organization’s Convio short name, the word “eNews Guide”, and your content submission date. For example: AHS – eBlast Guide – 4/13/2011. **Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission is not clear, production could be delayed or canceled.**

You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, please check in with us. You should receive a test message that contains your content within five business days.

Sender’s Information

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| **Sender’s email** | **[insert your organization’s general email address]***(HINT: Constituent replies and out-of-office notifications go here, so a general address is preferred)* |
| **sender’s name****Subject Lines Best Practice:** Think of your online e-Blast as a short, urgent message…something that you want your constituents to really notice. If a constituent only reads the subject line, what would you want him or her to know? Use the subject line to convey the urgency, importance, or time-sensitive nature of this message. **subject line** | **[insert your Executive Director, CEO, or just the name of your organization]***(HINT: Your sender should be generic or the same name as the signature.)***[enter your subject line here]***Requirements -* 60 Characters or less (approximately 4-5 words) |

## Create your message

E-Blasts are your opportunity to send your constituents a focused message about one important thing that is happening in your organization. Make it count! Your content should be concise, poignant, and immediately relevant. You can bring special focus to an event, an upcoming deadline, an emergency situation, or any other special news. And, unlike your eNewsletter that contains many different types of stories, your e-Blast topic will be the only focus of the message.

Keep in mind that we cannot make substantial changes to this template – what we build for you may not be an exact match of your work. Don’t forget to include your article links in the content!

**Organization Banner**

Your logo/branding and image will go here, with a link to your homepage, tell-a-friend and donate as well as a Facebook share link/icon.

**Banner Dimensions: 595 px wide by 100 px tall**

**\*If you choose to provide your own banner, it must meet the dimension requirements**

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| **Org Name | Month 2011****[Add your Headline Here]** [Add your message content and links here:Lorem ipsum dolor sit amet, consectetur adipiscing elit. In facilisis vehicula risus. Cras vel enim. Fusce nec turpis. Aliquam sollicitudin, nisi non sodales semper, est ante facilisis nibh, at tincidunt nunc dolor quis velit. Curabitur suscipit felis id magna. Nulla adipiscing. Phasellus tellus. Pellentesque ac quam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In facilisis vehicula risus. Curabitur suscipit felis id magna. Nulla adipiscing. Phasellus tellus. Pellentesque ac quam. Mauris lacinia, odio accumsan tempor luctus, velit nulla tempor enim, vitae faucibus nulla lectus eu mauris. Cras pharetra justo. Nulla quam. **Get the full story here.** ] |  **Your image here**Attach your resized image to your submission.Should be no more than 160 px wide buttons_for_guides.png**Sidebar Headline #1**Aliquam sollicitudin, nisi non sodales semper, est ante facilisis nibh, at tincidunt nunc dolor quis velit. [**Learn more** [**»**](http://www.payh.org/site/MessageViewer?em_id=5061.0&printer_friendly=1)](http://www.link.org) |
|  Unsubscribe  | Forward to a Friend   | Visit our web site | Donate[Your mailing address here] |

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| **SEGMENTS TO SUPPRESS** | *Requirements – pre-existing group segmentation defined in your Constituent360 database* The Convio group names you provide here must match the groups/segments that you defined in your Convio Go! Data Management Guide. Alternatively, you may manually create and populate groups in your Constituent360 database and provide the names of those groups here.**[Enter group/segment names here]** |
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| **Other Instructions** | If you have additional information or instructions, please describe them here. While we cannot accommodate all requests, we will do our best to meet your needs. If this is your first time submitting eNews content and you would like your online communication to compliment an offline newsletter program, please attach a recent offline newsletter (or include a link) and provide any related instructions here.**[Enter comments here]** |
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## Groups & Special Instructions

**Segmentation Best Practice:**  Most organizations with small (under 10K) email lists have 5 or fewer key segments initially. This often includes segments like donors, major donors, volunteers, board members, event participants, etc. Most of your supporters should receive your eNewsletter.

If, however, you intentionally do not want to send this message to certain segments and you have already identified these segments as groups in Convio, please list those groups here.