

## AAUW-Eau Claire Email Style Sheet

*Branch emails may be forwarded to friends and acquaintances of members. Following these guidelines will help ensure the message is clear, professional, and attributed to AAUW-Eau Claire*

### General

- Avoid sending out more than two branch emails a week, maximum
  - Community events and opportunities may be forwarded to members if they are mission related
  - No ALLCAPS
  - Replace long URLs with hyperlinked descriptive text: [AAUW Issues](#)
- Always include AAUW-Eau Claire Footer:

**AAUW-Eau Claire** | <http://eauclaire-wi.aauw.net/> | Find us on [Facebook](#)  
Advancing equity for women and girls | advocacy / education / philanthropy / research

### Subject Line

- Identify branch: AAUW-Eau Claire:
- Creative is good, but make purpose clear
- Important words should be at the front of the subject line:  
AAUW-Eau Claire: Debate Watch Party a success!
- Including date of event in the subject can be helpful

### Pictures

- Always choose an alignment that doesn't interfere with email text
- Pictures should not contain important content – some members' email may turn pictures off. **Message should be evident from text.**

### Body

- Use **bold** for emphasis in your text, *italics* for emphasis in quotes.
- Avoid or use color text judiciously – never use red.
- Avoid linking to partisan material
- Use paragraphs to chunk text
- Avoid emails longer than a single screen (use attachments or links)
- When including addresses, it is helpful to link to the Google Map of the location.

Created by Kate Hinnant, 2012