**Generic Email Template**

\*Highlighted fields should be completed by the Approver

Project name:

Send date:

Project Approver:

Audience:

Writer:

|  |  |  |
| --- | --- | --- |
|  | **Icon:** |  |
| **Icon color:** |  |
| **Subject line A:** |  |
| **Subject line B:**  *(If applicable)* |  |
| **Title:**  *The content should be short and concise, no more than seven words. Use sentence case (exception for two words with no exclamation point) and use end punctuation for full sentences.* |  |
| **Body content:**  *The content should be short and concise, no more than 4 sentences. Keep content to no more than one paragraph per section*. |  |
| **Call to action label:**  *The label cannot be more than three words and should be descriptive of the action. (ex: Explore Solutions)* |  |
| **Call to action link:** |  |
| **Disclaimer:**  *(If applicable)* |  |