

# Letter Format E-mail Planner

Send a memo style e-mail to a target audience.

Please submit your completed form, images and recipient list to [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com).

Your Name and E-mail:

Campaign Name:

Client (Department or Office):

Sender Name:

Sender E-mail:

Subject:

Send Date:

**Please Note:** A letter format e-mail may not be the best way to engage your recipients. Letter-format e-mails are good for expressing a complete communication.

If your goal is to encourage visitors to take a specific action — such as registering for an event or making a donation — consider using a **promotional e-mail**.

## Seton Hall University

Message:

Contact Phone:

Contact E-mail:

Home Page URL:

### Rich Text Formatting:

You can use some rich text formatting in the message field.

**Bold:**

Ctrl + B (Win)

Cmd + B (Mac)

*Italics:*

Ctrl + I (Win)

Cmd + I (Mac)

Alternatively you can draft text in Microsoft Word and paste it into this form. Most formatting will be preserved.

### Generate Coremetrics Encoded URLs

Obfuscate URLs  
(Recommended)

Encode

Clear

Link Title	URL	Encoded URL

**Notes or Special Instructions:** Use this field to name specific images for the e-mail or provide other instructions to the Web team.

## Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com) along with any artwork or photography and your recipient list. Do not e-mail the files.

## Limitations

1. The vast majority of e-mails are posted within 3 business day. If this e-mail is part of a broader marketing campaign, it will likely take longer to produce all the components of your campaign.
2. Even if you are only considering an e-mail at this point, please submit your request as soon as possible so that the Web team can reserve production time for your campaign. The earlier you submit the request, the more likely the Web team can accept your campaign.

## Required Field Descriptions

- **Sender Name:** the full name of the person the e-mail should appear to come from, e.g., Joe Pirate.
- **Sender E-mail:** the e-mail address the e-mail should be sent from, e.g., info@shu.edu.
- **Subject:** the subject line of the e-mail. Try to keep your subject to 25 characters (including spaces and punctuation) and certainly less than 45. Start your subject line with an active verb, e.g., Learn about... or Register for..., or with an imperative, e.g., Last Chance...
- **Send Date:** when you would like the e-mail to be sent.
- **Message:** the full content of your e-mail.
- **Link 1 and Link 2:** links to pages on the University Web site.
- **Contact Phone:** an phone number should recipients have questions regarding the content of your communicaiton.
- **Contact E-mail:** an e-mail address should recipients have questions regarding the content of your communicaiton.

## Frequently Asked Questions and Common Scenarios

### How do I put links in the message field of my e-mail?

To include a hyperlink, quote the text you want linked and type or paste in a URL after it. Example:

'Seton Hall University' <http://www.shu.edu> is 14 miles from New York City.

This statement would appear in final form as: "[Seton Hall University](http://www.shu.edu) is only 14 miles from New York City." Note that only the **Message** field can display links.

### How do I create a landing page or a multi-channel campaign?

If you want your e-mail to link to a special landing page, or to include this e-mail as part of a broader, multi-channel campaign, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

When you create a ticket for your e-mail (at [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com)), specify that you would like to create a landing page or a multi-channel campaign.

### How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.

**Please submit your completed form,  
any images and your recipient list to  
[setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com).**