



Mass Email Worksheet

Campaign: _____ Date: _____

Sender: _____

Describe the Audience (admins, everyone, lapsed users, etc)

Message Summary (about 140 chars)

Action Desired (concise description of call to action)

Landing Page (where are we sending them)

Final Checklist

<input type="checkbox"/>	Signed out landing page verified
<input type="checkbox"/>	Signed in landing page verified
<input type="checkbox"/>	Message Proofread
<input type="checkbox"/>	Test Email verified by two team members
<input type="checkbox"/>	Recipient list verified by two team members