Broadcast email

No easy days

No magic involved

You didn't have a project plan and it became a mess?



I'm shocked to hear it.

Pick a date

UNC Alumni and Friends Email Broadcast Calendar View the UNC Campus E-mail Broadcast Calendar Guidelines													
2012	<u>Jan</u>	<u>Feb</u>	Mar	Apr	May	<u>Jun</u>	<u>Jul</u>	Aug	Sep	Oct	Nov	Dec	2014
						May	2013						
Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
28 Apr		29		30		1 May		2		3		4	
KFBS Jim Dean MBA@UNC message. C Nichols Omega (GAA) Senior Reception (GAA)		CAF Heelraisers Donor Luncheon Reminder [students]		LA #2 KFBS - MHoelzer 2- 5476 San Francisco #2 KFBS - MHoelzer 2-5476 Seattle #2 KFBS - MHoelzer 2-5476 Think Fast Forum (GAA)		School of Law and NYC Rem Washington, D Club (GAA)	inders	Endeavors monthly newsletter (J. Smith 2-7765)		Carolina Clubs (GAA) May/June 2013 Carolina Alumni Review now online (GAA)		KFBS B	Reunion (GAA) usiness School e - MHoelzer 2-5476
5		6		7		8		9		10		11	
		KFBS Atlanta reminder. C N	Breafkast final fichols	Out of the Bh	ie newsletter -	School of Law Bulls Game Ro School of Law Reception	eminder	CAF Sprin 180K send	g Video - @	Alumni Ca	reer Fair		
12		13		14		15		16		17		18	
Morehead Planeta Science Center Fa		<u>2-5476</u>	#3 KFBS - 476	FYI Online		School of Law Luncheon UNC Global - Mailing Follow	Spring	School of I Breakfast	union (GAA) .aw - NCAJ	Invite. C N	id Career Mgt Fichols.	enewslett	lumni IMPACT ter
19		20		21		22		23		24		25	
BAR (GAA) The Quad (GAA)		SILS Spring A	Appeal	Carolina Clul	os (GAA)	Membership (C School of Law Newsletter		Roll Proof	Newsletter - @				
26		27		28		29		30		31		1	Jun
				Homecoming	(GAA)	Nursing Appea	al	The Gerald Undergradu Fellowship	late Travel	KFBS Tria Nichols	ad Reminder, C	Alumni (Career Fair reminder

Speaking of the web

Effective emails lead you to a web space.

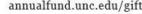
Students, view this email with images. | View the mobile friendly version.





See what YOU can do for Carolina!







Congratulations-you made it through your last day of classes!

The Heelraisers Council wants to thank you for being a student donor this academic year providing you with a study break. Come to the pit on Monday. April 29 from 12 pm to 1 pm to enjoy free food and music as well as receive your exam study pack. Rain site is Union Room 3409.

Your gift the year has helped Carolina to maintain its academic excellence, and for that we are truly grateful. If you are a senior, this is your last chance to pick up your decal and pin (for donors who gave \$20.13 or more).

Thank you again,

Bianca

Bianca Bell '11 Director of Student Giving 919.962.2012



UPDATE YOUR INFO





TWEET THIS I SHARE ON FACEBOOK









This email is for students of the University of North Carolina at Chapel Hill. Through this free service, the Office of University Development and the Carolina Annual Fund Student Programs provide opportunities for you to learn about people, events and other issues at Carolina. If you have comments or questions, contact Bianca Bell by emailing bianca.bell@unc.edu, telephoning 919.962.2012, or writing to the Office of University Development, Carolina Annual Fund Student Programs, PO Box 309, Chapel Hill, NC 27514-0309. If you do not wish to receive future messages, unsubscribe here.

Engagement

First click takes you to web home



Invest in Carolina



the class campaign before graduation, students of all class years are committed to Carolina. Take a look at your fellow students who have decided

In recognition of their commitment to Carolina, students who contribute to

the University during the fiscal year are listed in the Student Giving Honor

Roll. Click the class years below to see the honor rolls, and contact Student

to help build the tradition of excellence at Carolina.

GIVE NOW

Upcoming Events

Faculty and Staff Programs

School and Unit Programs

Parent Programs

Class of 2012

Class of 2013

Programs if your name is missing:

- Giving Programs
- Find Heelraisers on Facebook
- Check out our blog!
- Carolina Annual Fund Heelraisers brochure

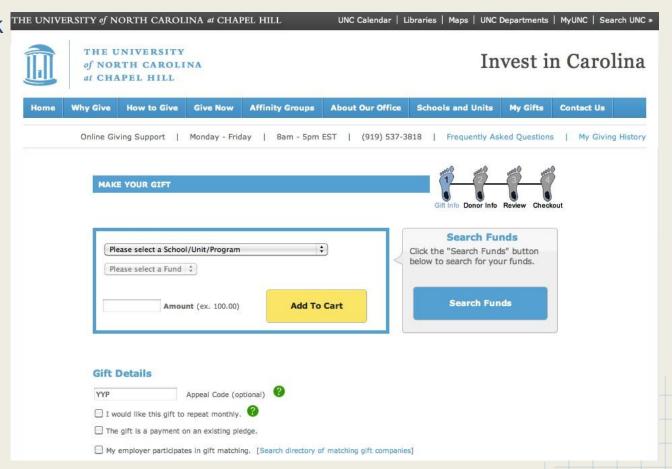
IN THE SPOTLIGHT



Senior

And the pitch

Second link brings up pre-pop gift page



Newsletter

Sent to 80k+ lucky recipients

Carolina Connections

Highlighting how private giving is making a difference at UNC

Vol. 5, Issue 1, Spring 2013

Greetings fellow alumni and friends of Carolina,

It's my pleasure to bring you our Spring 2013 issue of <u>Carolina Connections Online</u>. This is your source for news and updates about how private giving is making a difference in the lives of Carolina's students, faculty, staff and patients as well as in local communities, across the state and around the globe.

There's nothing quite like springtime in Chapel Hill and Carolina is exploding with renewed growth. The Class of 2013 is preparing for Commencement and to join the ranks of UNC alumni and global citizenry. We bid a fond farewell to Chancellor Holden Thorp and welcome Chancellor–Elect Carol Folt. Amidst all the activity, we want to take a few moments to thank you for all you do to make Carolina great, and to show you a few of the ways your gifts are working to make a Carolina education extraordinary.

Read the full issue online



Highlights from this issue



Though Chancellor Holden Thorp is heading west, he will forever be a Tar Heel—and grateful for your support.



Carolina parents Eric and Jill Becker help create LAUNCH-Chapel Hill in memory of daughter Cara.



Carolina seniors continue a tradition of giving back to the University while supporting causes near to their hearts through the Senior Class

Campaign.

Online content

Any click takes you to web



across the state and around the globe.

Carolina Connections Online is your source for news and updates about how private giving is making a difference in the lives of Carolina's students, faculty, staff and patients as well as in local communities,

Render unto Outlook

- 1. Keep it simple
- 2. Width less than 650 px
- 3. Inline CSS only
- 4. "P" tags cheerfully ignored

WHITE TEXT WITH BLACK OUTLINE CAN BE READ ON ANY COLOR

- 5. Background images also ignored, sometimes killing foreground images.
- 6. Absolute links, absolutely.

CAN-SPAM

- 1. False or misleading header info
- 2. Deceptive subject lines
- 3. Identify the message
- 4. Where you are located
- 5. Include opt-out and/or unsub info
- 6. Honor such requests promptly
- 7. You are responsible for email content, even if someone else sends it.

Now what?

1. Run your report after a week.

Total sent

Sent OK

Open Count

Errors

Bounces

Unsubs

2. Expect an open rate of around 15% for emails, 17-28% for newsletters, and around 25-30% for special interest items like newsletters.