



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 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2014



May 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Apr KFBS Jim Dean MBA@UNC message. C Nichols Omega (GAA) Senior Reception (GAA)	29 CAF Heelraisers Donor Luncheon Reminder [students] School alumni newsletter The Fountain (graduate school alumni)	30 LA #2 KFBS - MHoelzer 2- 5476 San Francisco #2 KFBS - MHoelzer 2-5476 Seattle #2 KFBS - MHoelzer 2-5476 Think Fast Forum (GAA)	1 May School of Law - Wilmington and NYC Reminders Washington, DC, Carolina Club (GAA)	2 Endeavors monthly newsletter (J. Smith 2-7765)	3 Carolina Clubs (GAA) May/June 2013 Carolina Alumni Review now online (GAA)	4 Honors Reunion (GAA) KFBS Business School Magazine - MHoelzer 2-5476
5	6 KFBS Atlanta Breakfast final reminder. C Nichols	7 Out of the Blue newsletter - GAA	8 School of Law - Durham Bulls Game Reminder School of Law - NC Bar Reception	9 CAF Spring Video - @ 180K sends	10 Alumni Career Fair	11
12 Morehead Planetarium & Science Center Fall Appeal	13 LA #3 KFBS - MHoelzer 2- 5476 San Francisco #3 KFBS - MHoelzer 2-5476 School of Education E- Newsletter Seattle #3 KFBS - MHoelzer 2-5476	14 FYI Online	15 School of Law - NCADA Luncheon UNC Global - Spring Mailing Followup Appeal	16 Honors Reunion (GAA) School of Law - NCAJ Breakfast	17 KFBS Triad Career Mgt Invite. C Nichols.	18 KFBS Alumni IMPACT newsletter
19 BAR (GAA) The Quad (GAA)	20 SILS Spring Appeal	21 Carolina Clubs (GAA)	22 Membership (GAA) School of Law - Alumni Newsletter	23 CAF Bell Ringers Honor Roll Proof - @ 40K sends NC Botanical Garden Monthly E-Newsletter - @ 6,000 sends	24	25
26	27	28 Homecoming (GAA)	29 Nursing Appeal	30 The Gerald Unks Undergraduate Travel Fellowship Appeal	31 KFBS Triad Reminder. C Nichols	1 Jun 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!

HEELRAISERS

annualfund.unc.edu/gift



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** by 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 this 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

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Find Us On...   [YouTube](#) [flickr](#)

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



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Search this site

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Student Giving Honor Roll

[Share](#)

Text:

Carolina's student donors are all around you on campus and are recognized in the Student Giving Honor Roll. From the Class of 2015 just starting their experience at Carolina to the Senior Class of 2012 creating their legacy with the class campaign before graduation, students of all class years are committed to Carolina. Take a look at your fellow students who have decided to help build the tradition of excellence at Carolina.

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 Programs](#) if your name is missing:

- [Class of 2012](#)
- [Class of 2013](#)

RELATED LINKS

- [Contact Student 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

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL UNC Calendar | Libraries | Maps | UNC Departments | MyUNC | Search UNC »

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MAKE YOUR GIFT 

Please select a School/Unit/Program


Please select a Fund


Amount (ex. 100.00)

Search Funds

Click the "Search Funds" button below to search for your funds.

Gift Details

YYP Appeal Code (optional) 

I would like this gift to repeat monthly. 

The gift is a payment on an existing pledge.

My employer participates in gift matching. [\[Search directory of matching gift companies\]](#)

Newsletter

Sent to 80k+
lucky
recipients

Carolina Connections

Highlighting how private giving is making a difference at UNC

Vol. 5, Issue 1, Spring 2013

Read the full issue online ▶

Greetings fellow alumni and friends of Carolina,

It's my pleasure to bring you our Spring 2013 issue of [Carolina Connections Online](#). 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.

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

The screenshot shows the homepage of 'Carolina Connections', a publication from The University of North Carolina at Chapel Hill. The header features the university's logo and the title 'Carolina Connections' with the tagline 'Highlighting how private giving is making a difference at UNC'. A navigation bar includes links for 'Front Page', 'Chancellor's Message', 'Stories', 'Giving News and Notes', 'Snapshot', 'Giving Totals', and 'Archives'. Below the navigation is a search bar and a 'Front Page' label. The main content area is divided into two columns. The left column contains a sidebar with a blue header for 'Volume 5 | Issue 1 Spring 2013' and links for 'About', 'Subscribe', 'Contact Us', 'Make a Gift', and 'Carolina Development'. The right column features a large article titled 'Chancellor's Message' with a sub-headline 'The Carolina ties that bind' and a photo of Chancellor Holden Thorp. Below the article is a 'Read More' link and a carousel of smaller images. At the bottom, there is a 'Welcome' section with a 'Share' button and social media icons, followed by a paragraph of introductory text.

THE UNIVERSITY
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Carolina Connections

Highlighting how private giving is making a difference at UNC

Front Page | Chancellor's Message | Stories | Giving News and Notes | Snapshot | Giving Totals | Archives

Front Page | Search Carolina Connections | Search

**Volume 5 | Issue 1
Spring 2013**

About

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Carolina Development

Chancellor's Message

The Carolina ties that bind

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

[Read More »](#)

Welcome

Share | Text: - + | Print

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, across the state and around the globe.

Render unto Outlook

1. Keep it simple

2. Width less than 650 px

3. Inline CSS only

4. "P" tags cheerfully ignored

5. Background images also ignored, sometimes killing foreground images.

6. Absolute links, absolutely.



**WHITE TEXT WITH BLACK
OUTLINE CAN BE READ ON ANY
COLOR**

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.