# E-alert request for member networks

E-alerts will be sent every Thursday on a weekly basis. Please allow at least **five working days** prior to these dates for processing e-alerts to your members.

Please complete the fields below and send the form to networks@rsc.org.

|  |  |
| --- | --- |
| Network requesting | Name of committee, International Representative, etc., requesting e-alert. |
|  |  |
| Recipients | Please note that e-alerts should go to targeted audiences, e.g. retired members of Local Section, postgraduate members of Interest Group, etc. *Targeted messages have higher open rates and lower unsubscribe rates.* |
|  |  |
| Subject line | Use your subject line to draw attention and encourage the reader to open your message. *Things to remember:** *Shorter subjects have higher open rates*
* *Avoid all caps and words like “free” or “guarantee” to avoid spam filters*
 |
| Preview text | This is the text visible in an email client before the email is opened; use this text to explain why your message is relevant but keep it under 50 characters.*The default text is “Upcoming Interest Group events” or “Upcoming events in your area”.* |
|  |  |
| Header | This will be the text at the top of your message and should include a date and location, if possible. |
| Content | Include details here. Please note that we cannot include attachments or images. *Things to consider:** *Make things easy for your members and include the essentials: date, venue, how to register, and information about grants and accessibility.*
* *Longer messages are less successful; instead, direct your readers to a website for more information.*
* *Do you have more than one event to promote? Include a table at the top of your email for clarity so that readers can scroll to the relevant parts of your e-alert.*

*This email has been sent on behalf of the XXX to members who may be interested in this/these event/s* |
|  |  |
| Related link(s) to RSC Events Database | Please upload your event to the events database as this provides a place to direct people to and means that you do not need to include as much information in the e-alert: <http://www.rsc.org/events/submitevent>*Member network events that are included in the events database are promoted via the monthly Update and on the relevant member network Forthcoming Events page.*  |

## Guidance

* E-alerts will be sent out every Thursday on a weekly basis. Messages regarding ballots and election of new committee members are the exception and can be sent out any time.
* Each member network can send **one** e-alert per month. E-alerts can only be sent out to members of your own Network/Interest Group.
* E-alerts should be requested via the group Secretary.
* We recommend that if you have more than one event to promote in a month that you combine the messages in the template provided.

Please contact networks@rsc.org if you have any questions.