NOTE: Do not approve your email message before requesting approval. We will approve your email when your program is approved. This will ensure any additional edits you may need to make will be captured correctly.

1. File structure
   - ☐ Program is in correct folder
   - ☐ Email follows correct naming convention (e.g. ENG-FY23-OIE-12345-SpringLetter)
   - ☐ Program ID is filled in unique Program Name
   - ☐ Folders for Assets, Reports and Smart Campaigns are nested in Program
   - ☐ Email is located within Assets folder

2. Tags
   - ☐ Channel, purpose and target audience appropriately reflect the email content and audience
   - ☐ Subscription name is correct and matches the subpref in your email list

3. Control Panel
   - ☐ Audience is attached and count matches your list or estimated count
   - ☐ Email is scheduled for a date and time *(at least two business days in the future to allow for review)*

4. Smart List *(if you don't have access to smart list, disregard or request confirmation of settings with marketo@engr.uw.edu)*
   - ☐ The subpref for "is not" "unsubscribed" matches your email tag
   - ☐ If applicable, the subpref for "is" "subscribed" matches your email tag (if including smart list subscriptions)
     - *Concerned about your list? Email marketo@engr.uw.edu to receive more information or to spot check that your members are accurate.*

5. Email settings
   - ☐ The preheader is selected and populated
   - ☐ If email is "Operational", make sure that is selected in Email Settings *(only for rare emails that do not have an opt-out!)*
   - ☐ "View as web page" is selected *(with the exception of text-only emails, like from the Allen School)*

6. From, reply-to and subject line
   - ☐ The "from" name matches the content of the email
   - ☐ The subject line is clear, concise and catchy
   - ☐ Reply-to email is correct

7. Message content
   - ☐ Text utilizes UW style guide standards and is grammatically correct
   - ☐ If copying and pasting text into your email, ensure it is either from a file with no formatting (such as an .rtf) or right-click and select "paste as plain text". *Do not copy and paste directly from Microsoft Word!*
   - ☐ The content is email-appropriate and concise
     - *We will request edits if text blocks are too long or if content is easily found on your website*
     - *Limit the number of story modules (for newsletters) - the suggested maximum is six*
     - *Limit CTA button text to 15 characters or less*
   - ☐ Links direct to correct URLs and begin with http:// or https://
   - ☐ All links have been tested via a test email (not in the preview window in Marketo)
   - ☐ Emails in the body are linked by "mailto:email" (note that this is only for emails in the body text - not for the Contact Us module.)
   - ☐ Any text over hero images is brief, legible and has appropriate level of contrast
   - ☐ All text is formatted correctly and consistently (headers, subheads, bullets, etc.)

8. Images
   - ☐ Images have meaningful alt-text populated (should not include "picture of" or "image of" in alt text)
   - ☐ If images are hyperlinked, ensure all images in the email are correctly linked (delete #ADDLINK from images that do not have a hyperlink)

9. Footer
   - ☐ Contact us email is populated
   - ☐ Social media icons direct to correct sites
   - ☐ Copyright year is correct
   - ☐ Footer includes current branding (BeBoundless was retired for all but donor emails in late 2022)
   - ☐ Full address or box number is included
   - ☐ Unsubscribe link is included

10. Text-only version
    - ☐ Text is readable
    - ☐ Links are formatted correctly
    - ☐ All footer links (including Privacy, Terms and Unsubscribe) are included.
      - *In long emails with lots of links, you may need to organize your text only email for accessibility. Email* marketo@engr.uw.edu *if you have concerns about the text only version.*