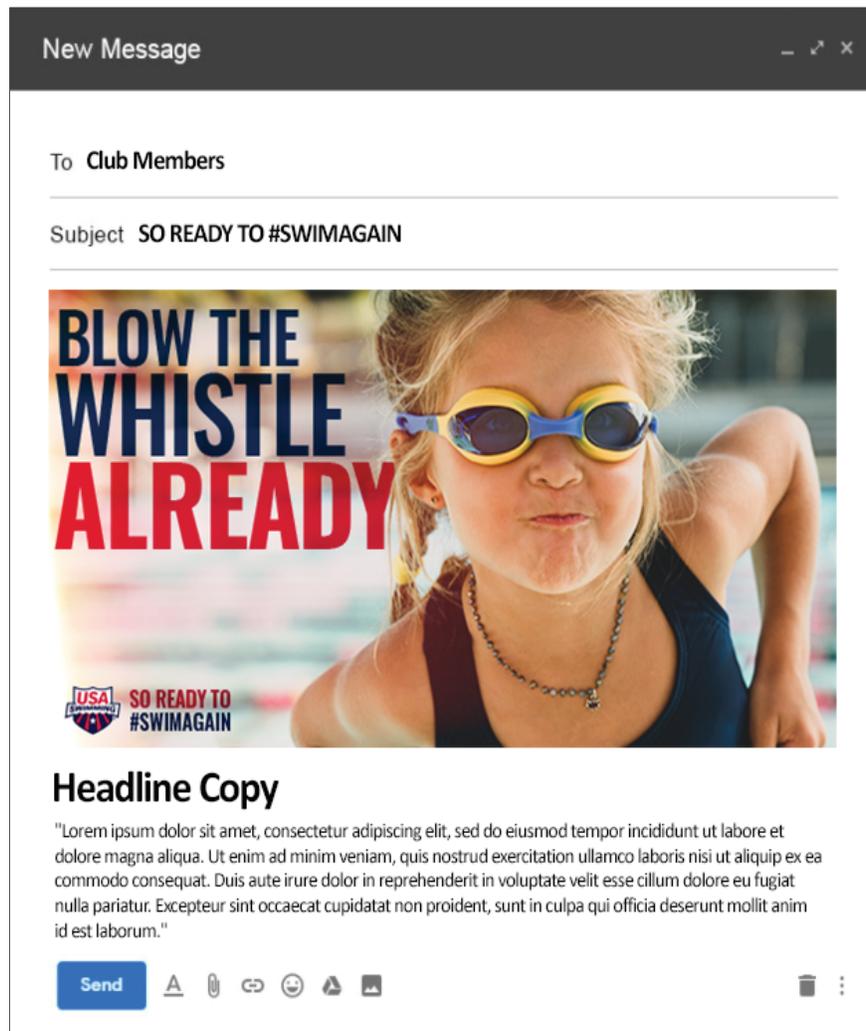




Email Guidelines



1. **SUBJECT** – Enter your email subject in the subject line. For the Phase 1 emails, we suggest “So Ready to #SwimAgain.”
2. **IMAGE** – Place your image into the email by dragging it from your desktop to the body of the email. Do NOT send as an attachment. If you use the attachment button, it will attach the file rather than insert it into the body of the email.
3. **HEADLINE COPY** – We suggest a variation of #SwimAgain to continue to bring awareness to the campaign. You may use the same copy as the subject.
4. **BODY COPY** – Include any important information such as dates, times and next steps for your club members.