# E-MAIL GUIDELINES

Fellowship Bible Church

MEDIA

- E-mails sent to a large number of recipients should ALWAYS either be sent or proofed and approved by Media.

- If you are not sure if your email is considered "large", "bulk" or an "e-blast" please reach out to them. They will be happy to guide you.

- You can put in a CRF here.

- If you are sending large emails, others may be sending them too. We don't want to overwhelm our congregation with tons of emails.

It is very important that we NEVER give out personal information including e-mail, address, or phone numbers of Fellowship attenders/members without their approval first.

DESIGN

- Emails can be customized in the Template Editor tool within Ministry Platform found under tools.

- Ministry Platform's best practice is to use the Template Editor tool instead of the Edit Record button for creation and changes for all templates.

- Drag and Drop or upload images. It is all there. You can even change the color of the buttons!

- Copy and pasting into your email sometimes causes problems within your message. You should always place your text manually.

**Once the Edit Record button is used, the Template Editor will no longer work to make changes.
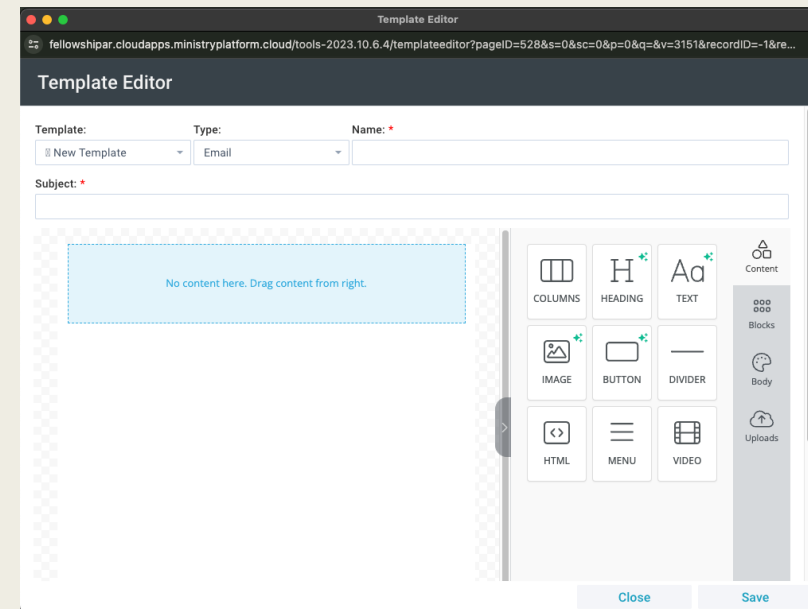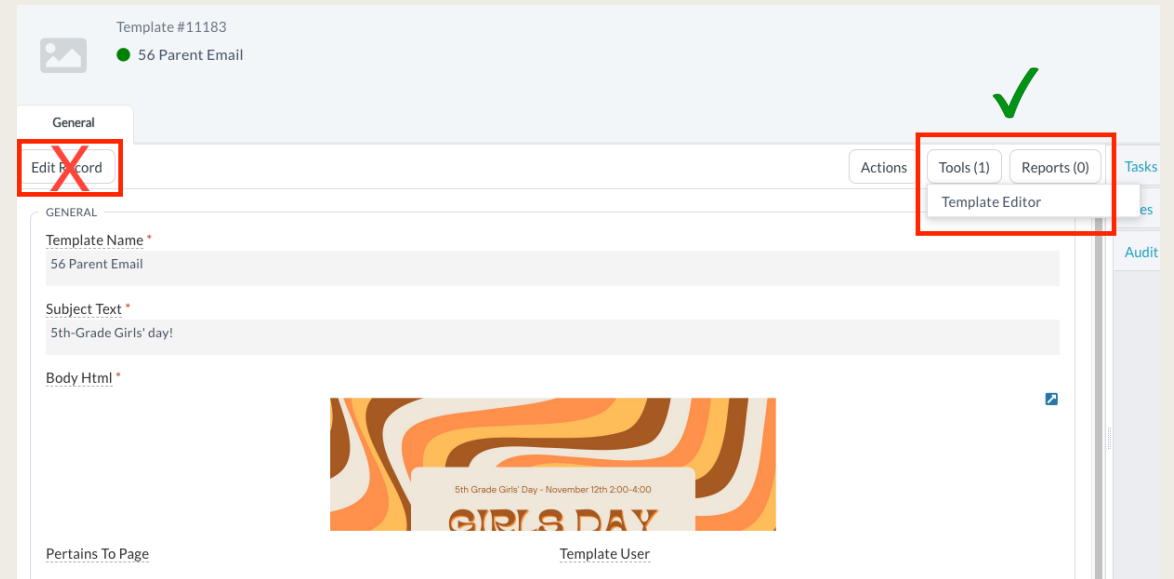
CONTENT

HEADER

- ALL ministry emails should have an email header.

- Use either a ministry brand header or a generic Fellowship header created by Media.

- Generic Fellowship headers can be found on the Staff Portal in the Branding Images folder under Media Center.
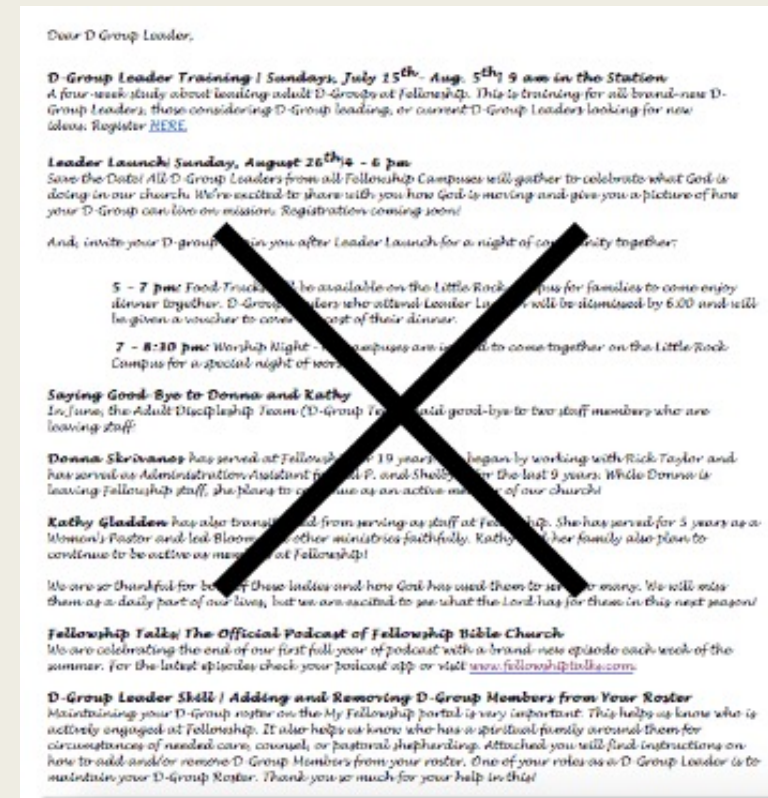

FELLOWSHIP BIBLE CHURCH — Making disciples who live by God's grace & for His glory at home & across the world.

- The header should be around the size of 800x120.

TEXT

- Avoid lengthy emails.

- Font should be legible.

CONTENT

PROOFING

- Always proof emails before sending them. Proof through the subject line, text, images, links and the overall design of your email. Proof the email by sending yourself a test email in Ministry Platform.

LET'S EAT GRANDMA.
LET'S EAT, GRANDMA.
COMMAS SAVE LIVES

FROM/REPLY TO FIELDS

- Ministry Platform allows you to send emails on behalf of someone else and replies can go to someone different than who sent the email. (Example: the email comes from the Pastor but when someone replies the email goes to the Coordinator or Assistant)

- Some campus-wide emails can be sent from Fellowship Bible Church (info@fellowshipar.com) and the replies will go back to a Coordinator or Assistant.

CONTENT

LINKS and ATTACHMENTS

- Hyperlink websites or use a link button. Do not post entire URLs in the email.

- Using an external link is a great alternative to sending large attachments (i.e. OneDrive)

- There is a 20MB file size restriction

- Receiving systems/servers may have smaller file size restrictions and, if so, these restrictions may prevent your email from being successfully delivered.

SIGNATURE

- All emails should have some form of signature indicating who the email is from.

- Acceptable signatures include a specific ministry (Adult Discipleship, Fellowship Kids, Care, etc.) or a specific person.

- If coming from a specific person, include job title and contact information.

- Please be sure all signatures stay updated and follow Fellowship's branding.

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RECIPIENTS

WHO and WHO NOT

- All ministry emails should be sent though Ministry Platform

- The recipient list needs to be specific to who should be receiving your ministry's emails. If you need help pulling a list, please put in a ticket for IT ahead of time.

- Trim out the Participant Type of Guest and only send to Members and Attendees.

- Trim out "bulk email opt out" using the Trim Tool in MP

- Trim out "missing email addresses" using the Trim Tool in MP

Trim Selection

Selected 107

Parameter/Metric	Count	
Contact Status	-	Remove
Marital Status	-	Remove
Gender	-	Remove
Bulk Email Opt Out	4	Remove
Do Not Text	5	Remove
Missing Email Address	11	Remove
Missing Mobile Phone	10	Remove
Age Range 0 - 150	83	Remove
Household Position	-	Remove

Close