In-pERSON event copy



UW Medicine Advancement

step 1: SAVE THE DATE AND/OR INVITE (PRINT AND DIGITAL)

This form will give us the data to create your STD (if applicable) and/or your invite, whether print or digital. **The STD and the invite will use the same text** (only the email subject lines will be slightly different). Please check the boxes below to choose which messages and formats you would like.

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| Style (see thumbnail sheet for sample styles): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Image choice, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] STD, print\* [ ] Invite, print  [ ] STD, digital\* [ ] Invite, digital  \*Note: STDs are usually only for large/signature events.  [ ] Check if your list includes patients who are not in Advance (i.e., patients who have not taken a  qualifying action). |

Invite send date: Tuesday, April 30, 2019

From: The host or organization’s name here ([medevent@uw.edu](mailto:medevent@uw.edu))

Subject: You’re Invited: Event Title, MM/DD [event date] (50-character limit suggested)

Preheader: [Comms will write an enticing 80-character email preview line]

Please join us [or FACULTY NAME, MD – we can use this to highlight a big-name speaker] for

**TITLE OF EVENT**

**Subtitle, if it has one**

Thursday, June 6

12–2 p.m.

Venue Name

Venue address, preferably in one line [we don’t include a map link because most phones will automatically do it, using their preferred map app. But you can add directions in the registration confirmation.]

[RSVP BUTTON: Text will say **RSVP by DATE**. Link will direct to online registration page.]

Choose your meal service/dress code option (modify if needed) and delete the others:

* Lunch, coffee and tea will be served. Business casual attire.
* Breakfast, coffee and tea will be served. Casual attire.
* Substantial hors d’oeuvres will be served. Semi-formal attire.
* Cocktails and appetizers will be served.
* Beer, wine and appetizers will be served.
* Cocktail reception, dinner, wine and conversation.
* Hors d’oeuvres, drinks and dessert.

Event description (about 40 words)

Nice words here about what the event is about. One paragraph or a little more. Be brief. Please make the language direct, focused toward the recipient, and warm and engaging. What are we doing, and why does it matter to the reader? Why will the event be fun or interesting? Avoid speaker bios in emails – if we absolutely *must* have them, they can go on the online registration page.

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| **Example copy**  “From groundbreaking research to promising new treatments, the multidisciplinary UW Medicine Diabetes Institute is a game-changer for adolescents and adults with diabetes. Join us for a behind-the-scenes look at the innovative research happening here — including an exclusive lab tour.” |

**Speakers** [only for folded print invitations]

Speaker 1 Name: Mary Garcia, MD

Speaker 1 Title: Professor of Diagnostic Medicine, UW School of Medicine

Speaker 2 Name: John Smythe, PhD (or leave blank if only one speaker)

Speaker 2 Title: UW Medicine Oncologist, UW Medical Center

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| **Doing titles differently**  SMC would like the titles of faculty and clinicians to include “UW Medicine” or “University of Washington School of Medicine.” Dr. Garcia’s example uses her academic title of professor. Smythe’s uses his occupation, oncologist. Either is OK. Use what will be most effective for the audience. |

Questions about the event? Contact Name Here at 206.xxx.xxxx or email name@uw.edu.

We look forward to seeing you!

[Do not include signature]

Logo: Standard footer with appropriate UW Medicine branding and contact info

step 2: LANDING PAGE

If your registration/landing page is different from the invitation (e.g., more details or a faculty list), please send this copy to Comms for review, too.

step 3: CONFIRMATION AND “SEE YOU SOON” REMINDER EMAIL

The confirmation and “see you soon” reminder will use the same text and subject line.

Confirmation send date: Automatically sent upon registration

Reminder send date: Tuesday, April 30, 2019 (typically sent one week prior to event date)

We look forward to seeing you at

**TITLE OF EVENT**

**Subtitle, if it has one**

Thursday, June 6

12–2 p.m.

Venue Name

Venue address, preferably in one line [no custom map link here]

Repeat meal service/dress code option here

**Directions and Parking Information**

Add directions or parking information here, only if needed (e.g., parking instructions for SLU or main campus with gatehouse/tickets, ferry directions, weird driveway)

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| **Example directions**  **From I-5 North or South** Take Exit 169. Head east on NE 45th St. Turn right on 15th Ave. Cross NE Pacific St. Continue south, following the road as it veers left. Stop at the gate and mention event code 201110 for complimentary parking in the S-1 lot. |

If you have questions about the event or you can no longer attend, contact Name Here at 206.xxx.xxxx or email name@uw.edu.

We look forward to seeing you!

[Do not include signature]

CALL-DOWN/OUTREACH

Rather than sending additional reminder emails through Marketo, we recommend that the events team and the FLF work together on call-downs or personalized email outreach.

* If the FLF, faculty and/or hosts want to send emails to their personal networks, we can provide them with a PDF version of the invitation that they can attach to an email and send directly to their guest list.
* These outreach emails should include the same information from the STD/invite copy and perhaps some additional messaging specific to the donor, for example, “I wanted to reach out personally because I know you’re a strong supporter of prostate cancer research.”

CANCELLATION/POSTPONEMENT EMAILS

In case of event cancellation or postponement, the comms and events teams will work with the FLF to develop a customized message based on the circumstances.

THANKING/POST-EVENT EMAIL

We recommend that the FLF send out post-event thank-you emails directly to their guest list, as it’s an opportunity for connection and relationship-building. It will feel more genuine and personal if it comes from the FLF rather than UW Medicine.

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| **Example copy**  Subject: Thank You for Joining Us at Research Day!  Dear Name:  Thank you for joining us to celebrate Karalis Johnson Retina Center Research Day last week. As you know, you were among the first to tour the new center, and I hope you enjoyed hearing from Drs. Russell Van Gelder, Jennifer Chao and Ramkumar Sabesan about their innovative research in vision restoration.  If you have any questions about the Karalis Johnson Retina Center, or if you’d like to have a conversation with any of the faculty, please don’t hesitate to contact me at [email@uw.edu](mailto:email@uw.edu) or 206.xxx.xxxx. Thank you very much for your interest in vision care and research!    Warmly,  FLF |