# E-alert request for member networks

E-alerts will be sent out on the 1st and 3rd Thursday of each month. Please allow at least **five working days** prior to these dates for processing e-alerts to your members; please allow at least seven working days to process an e-alert to additional member networks. Please check the [Networks Newsletter](http://my.rsc.org/blogs/81) for upcoming deadlines.

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

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| Network requesting | Name of committee, International Representative, etc., requesting e-alert. |
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| 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.* |
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| 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*
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| 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 it must be less than 50 characters.*The default text is “Upcoming Interest Group events” or “Upcoming events in your area”.* |
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| 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.*
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| 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 on the 1st and 3rd Thursday of each month. Please check the [Networks Newsletter](http://my.rsc.org/blogs/81) for upcoming deadlines. 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 should be requested via the group Secretary. In the event that we receive requests from other group members we will contact the Secretary and ask for advice, which may cause delays.
* 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.