

Librarian toolkit email templates: RSC Gold

Use these email templates to build awareness about the support you offer.

Feel free to edit to suit your requirements, or simply copy and paste the text into a new email message, fill in the [*missing information*] and send.

Emails that promote your RSC Gold subscription

Email 1 of 3

Email subject line: Accelerate your work with high impact chemistry journals and eBooks

Template message:

Dear [*Name*]

Are you interested in reading and downloading the latest journal articles from an internationally respected, high quality chemical sciences publisher?

You can.

We subscribe to the Royal Society of Chemistry's comprehensive collection of high impact, multidisciplinary content. You can access exciting and innovative scientific research from leading international industry peers dating back over 175 years to the present day.

- **High profile, chemistry-led journals, full of knowledge** – 12 different subject areas across chemistry and related fields support you during the breadth of your career. With 40 leading journals to choose from, you'll always find high impact research available
- **Handpicked significant scientific research** – five literature updating services publishing the latest significant research picked out by specialist editors
- **International perspective** – established international forum with authors and editorial boards from over 100 countries

If you are interested in high impact scientific research, ask your [*name of team*] team for the details.

[*Sign off name*]

Email 2 of 3

Subject line: Advance your research with access to leading multidisciplinary scientific content

Template message:

Dear [Name]

Do you know where to look for the latest high impact research in your field of the chemical sciences?

We subscribe to the Royal Society of Chemistry's comprehensive collection of high quality multidisciplinary content. Our RSC Gold subscription includes:

- 12 different subject areas across chemistry and related fields to support you at every stage of your career. With 40 leading journals to choose from, you'll always find high impact research
- five literature updating services publishing the latest significant research picked out by specialist editors
- established international forum with authors and editorial boards from over 100 countries

If you are interested in high impact scientific research, ask your [Team name] team for the details.

[Sign off name]

Email 3 of 3

Subject line: Save time finding relevant scientific research content

Template message:

Dear [Name]

Your research time is precious. You should not have to spend it on searching for information you need to progress with a product idea.

The good news is, you don't have to.

We subscribe to the Royal Society of Chemistry's comprehensive collection of high impact multidisciplinary content. Our RSC Gold subscription includes:

- 12 different subject areas across chemistry and related fields and 40 leading journals
- Five literature updating services publishing the latest significant research

If you are interested in high impact scientific research, ask your [name of team] team for the details.

[Sign off name]