

## MUNI ASSOCIATION PARTNER KIT

## Plug-and-Play Email Package

Three pre-written emails covering the full promotional arc — announcement, reminder, and last call — each in short and long HTML versions plus a plain-text fallback.

### WHAT'S IN THIS FOLDER

FILE	DESCRIPTION	USE WHEN
<code>01_Initial_Announcement_Short.html</code>	Email 1 — short version (~150 words)	Lower-engagement lists; brief send
<code>02_Initial_Announcement_Long.html</code>	Email 1 — long version (~300 words)	Warm/engaged member lists
<code>03_Reminder_Short.html</code>	Email 2 — short version	~2–3 weeks after announcement
<code>04_Reminder_Long.html</code>	Email 2 — long version	~2–3 weeks after announcement
<code>05_Last_Call_Short.html</code>	Email 3 — short version	Week of May 8, 2026
<code>06_Last_Call_Long.html</code>	Email 3 — long version	Week of May 8, 2026
<code>Plain_Text_All_Emails.txt</code>	All 6 emails in plain text	Basic platforms; plain-text field

### QUICK START — 3 STEPS

- Open the HTML file in your email platform**  
 In Mailchimp, Constant Contact, or HubSpot: create a new campaign → choose "Code your own" or "HTML" template → paste the entire file contents. In Outlook: save the .html file and import via "Insert → Attach File" or use a mail-merge tool.
- Replace `[Association Name]` with your organization's name**  
 This placeholder appears in the opening paragraph and the footer. Use your platform's find-and-replace, or do a global replace before pasting. It appears twice per email.
- Pick a subject line and send**  
 Open the HTML file in a text editor or browser. The three A/B subject line options are in a comment block at the very top of the file (lines 13–17). Copy your preferred line into your platform's subject field.

### CHOOSING SHORT VS. LONG

Both versions contain identical CTAs, placeholders, and disclaimers. Choose based on your list's typical engagement level:

VERSION	WORD COUNT	BEST FOR
Short	~150 words	General member lists; monthly digest style communications; lower open-rate lists
Long	~300 words	Engaged HR/CAO audiences; associations with a research-focused readership

## PLAIN TEXT VERSION

`Plain_Text_All_Emails.txt` contains all six emails in one file, clearly labeled. Use it when your platform requires a plain-text alternative alongside the HTML (most major platforms do this automatically). Paste each labeled block into your platform's "plain text" field — do not send the whole file as a single email.

## WHAT'S ALREADY IN THE EMAILS

**CTA:** All emails direct to Sean Fitzpatrick — [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com) — as the single point of contact. Do not change this address.

**Legal disclaimer:** Each email footer includes: "Research conducted independently by TalentMap. Participation is voluntary, fully confidential, and carries no sales obligation." This satisfies the brief's credibility and non-sales requirement.

**Unsubscribe placeholder:** Each footer contains `[Association unsubscribe & legal footer]` — replace this with your association's standard unsubscribe block before sending.

## PLATFORM COMPATIBILITY

Mailchimp	Constant Contact
HubSpot	Campaign Monitor
Outlook (HTML)	Salesforce Marketing Cloud

*Emails use table-based HTML layout for maximum client compatibility. Open Sans loads via Google Fonts with Arial as a fallback. Mobile-responsive via @media queries at 600px breakpoint.*

Questions about study content or copy? Contact **Sean Fitzpatrick**, TalentMap — [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com)