**Communication plan:**
**Deliverable:** HTML email
**“From” address:**
**Audience:**
**Variable data:**
**Goal:**
**Call to action:**
**Send date:**
**Completed email due to client:**

**Subject Line:
Pre-Header Text**:

**Photo Link/Filename:
Photo alt text:**

**Message:**

**Call to action:**

**Sender contact info** (name, address, phone, email, website):