**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):