

Advancement Email Guidelines

Get Started

- If you need a graphic created, contact FAU's Creative Services Department. View their guidelines and design process [here](#). Please note that the design and approval process generally takes 2-3 weeks.
- Submit your email list request to FAU's Advancement Services [here](#). Please note that the turnaround time is approximately 1-2 weeks.
- If FAU's Creative Services Department did not create the email graphic, you must get the written approval of your email graphic from FAU's Art Director Crystal Bacchus (cbacchus@fau.edu).

Email Requests

- Email requests must be submitted at least 10 business days before your requested send date.
- The Advancement email calendar is filled on a first come, first served basis.
- Submitting an email request does not guarantee that your requested send date is available.
- If your requested send date is unavailable, you will be notified and provided with an alternative date.
- Final text and/or graphics must be submitted with the email request.
- The Office of Internal Communications does not provide proofreading/editing services. You are responsible for checking all of the text (spelling, phone numbers, websites, etc.) and ensuring that it follows [FAU Editorial Standards](#).
- Approved graphics should be sent as a jpeg file under 300 KB (pdf files are not acceptable).

Final Approval and Distribution

- The designated contact person will receive a maximum of two test messages.
- Your written approval of the test message is required before an email can be sent out.
- Your email must be approved and scheduled in the system a minimum of 48 hours prior to your send date.