



How to create an e-blast

Thank you for participating in ROC the Day. We've created a ready-to-use email blast and a pick-a-piece email option for you to inspire and motivate your own ROCstars. Please also feel free to use the "Thank You email copy" below to send to the people who choose to give to your not-for-profit during ROC the Day.

If you'd like to send the ready-to-use email

1. Download the "ROC the Day E-blast" banner from the toolkit on www.ROCtheDay.org.
2. Open a new email and paste or insert the JPEG into the email.
3. Select a subject line (see below for suggested options).
4. Enter the addresses or groups you'd like to reach out to, and SEND!

If you'd rather customize the email to your ROCstars...

1. Copy the "Awareness/promotional email" text below.
2. Paste it into a new email and edit or add information about your organization.
3. Send with text only, or download the ROC the Day logo in the online toolkit.
4. Insert the logo into your email and move the images around however you see fit. Make sure to format the picture with text wrapping as "tight" or "square" to ensure that all images and text boxes align smoothly.
5. Select a subject line (see below for suggested options).
6. Enter the addresses or groups you'd like to reach out to, and SEND!

If you'd like to customize a "Thank You" email, follow the steps for a customized email or just copy and paste the text below, using one of the suggested subject lines (or make up your own)!



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Awareness/promotional email copy

Subject line options

- ROC the Day on [DATE]
- We need you to ROC the Day on [DATE]
- ROC with us on [DATE]

Join us and make a difference.

On [DATE], the Rochester community will come together to **ROC the Day** and we need YOU to join us.

It's 24 hours of unprecedented community giving. And it's your chance to make a real difference right here in the Greater Rochester region.

[Add in information about your organization here.]

Join us in supporting our community and **ROC the Day on [DATE]**.

Find out more and get ready to ROC at [insert your organization's ROCtheDay.org web address here].

Thank You email copy

Subject line options

- Thank you for being a ROCstar!
- Thank you for ROCing the Day!
- We couldn't have ROC'd the Day without you

You really ROC! Thank you for supporting our community.

By giving during **ROC the Day**, you've allowed us to continue our vital work in the Greater Rochester area and matter in the lives of so many people.

Thank you for helping to prove how one day can make a tremendous difference.