ELEMENTS OF AN EMAIL: SUBJECT LINES ACTIVITY

Instructions: These emails need subject lines before they can be sent! Try to come up with a subject line for each of the following emails that is detailed, brief and direct.

Hello club members!

Here is a list of the positions that we have open for next year.

**Vice President:** Involved in aspects of planning, reaching out external sources (i.e. speakers and alumni), and shadowing president(s).

**Treasurer:** Responsible for collecting dues, depositing dues, and reimbursement for club expenditures.

**Social Coordinator:** The social coordinator will be responsible for regularly updating the PW Club Twitter and Facebook page, creating flyers to publicize PW Club events and activities, and getting students excited and involved in PW Club! This person should be very organized.

**Web Master:** The PW Club website needs a lot of work! We need someone to give our website a fresh, professional look. Duties of the web master include updating the layout and design of the existing website and writing/posting news, announcements, and content. This would be a great addition for your portfolio.

**Secretary:** The secretary will have the responsibility of record keeping for the club. This includes recording attendance at every meeting and writing meeting minutes. It also involves sending out email announcements and reminders to the listserv and updating the Boilerlink page.

Let me know if you have any questions!

Thanks,
Nisha
Hi Maria,

Below is a job description that Kristine wrote up. Would you be willing to share this with your mailing list this week?

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Position: Technical/Marketing Writer (work from home)
Company: SendTree
Reports to: Broc Selb, CEO

SendTree is a local company that connects businesses, clubs, teams, and other organizations with a service called group text messaging. Organizations can share group text messages with staff, customers, parents, students, volunteers, etc. It's a great service to have when you need to quickly and efficiently send important information to a large group of people (weather delays, special sales events, mobile coupons, schedule reminders, and more). SendTree provides a unique service that allows organizations to communicate with their contacts by sending messages straight to their mobile phones.

The Position:
SendTree is looking for someone who can write technical and marketing blogs on a weekly basis that will engage a variety of audiences on our Facebook and Blogger pages. This is a great opportunity for someone who is looking to develop their writing abilities in a professional setting. You'll receive plenty of guidance from Broc, but you'll also have the opportunity to come up with your own ideas for new ways to write about this service.

Your Primary Responsibilities Include:
- Creating weekly blog posts and posting those on our social media pages
- Preparing a schedule of posts (with Broc's help) that will engage various businesses
- Write instructional guides as new features of the service as they arise
- Design and create content for occasional e-newsletters
- Assist Broc with any other projects (data-mining, basic research)

Work Hours:
- Between 10-20 hours a week