

## POLY LINK EMAIL PROCESS

1. Department drafts text and selects artwork for email.
2. Department emails text and artwork to [wmodiset@calpoly.edu](mailto:wmodiset@calpoly.edu) and notes who the target audience will be. (such as...all CM Alumni in Orange County).
3. Advancement Office designs email in I-Module Software and sends a test email for Department's approval.
4. Department replies to test email with either approval or additional changes.
5. Once the department has approved the email it will be submitted to the university public affairs office for approval.
6. They will either request edits or approval the email.
7. Once university public affairs approves the email it will be scheduled for mailing on OpenTime by the Advancement Office. The normal turn around is 5 business days.
8. Please remember we cannot solicit alumni or donors through Polylink.
9. It is not necessary to request an additional OR for a Polylink email as it is incorporated into the I-Module software.