

Email Checklist

Project Information	
<input type="checkbox"/>	Target Send Date
<input type="checkbox"/>	Project Name
Versioning	
<input type="checkbox"/>	Number of Versions
<input type="checkbox"/>	Specifications for audiences for each version
Artwork	
<input type="checkbox"/>	Email template
<input type="checkbox"/>	Email images sized, captioned, credited, permissioned
Data	
<input type="checkbox"/>	Data file received & uploaded
<input type="checkbox"/>	Count confirmed
<input type="checkbox"/>	Data instructions (includes/excludes)
<input type="checkbox"/>	Email addresses of Tests/Seeds
Testing	
<input type="checkbox"/>	Device Tests
<input type="checkbox"/>	SPAM/Junk Folder Tests
<input type="checkbox"/>	Verify all messages link to designated pages
<input type="checkbox"/>	Check accuracy of source codes in the links
<input type="checkbox"/>	Check Bitly's
<input type="checkbox"/>	Check share links
<input type="checkbox"/>	Recheck sender count
<input type="checkbox"/>	All links are trackable
<input type="checkbox"/>	All links open as new window
<input type="checkbox"/>	Test standard header/footer links
<input type="checkbox"/>	Stationery/Wrapper/Format
<input type="checkbox"/>	From address
<input type="checkbox"/>	Reply to email address
<input type="checkbox"/>	Subject line(s)
<input type="checkbox"/>	Review for new email snippet
<input type="checkbox"/>	Banner art
<input type="checkbox"/>	Callout art
<input type="checkbox"/>	Copy edited for grammar and punctuation
<input type="checkbox"/>	Copy dates, email addresses, phone numbers confirmed and tested
<input type="checkbox"/>	Organization name, mailing address, phone
<input type="checkbox"/>	Review for special character formats
<input type="checkbox"/>	Review for font colors/link colors
<input type="checkbox"/>	Review for curly apostrophe/quotation mark changes
<input type="checkbox"/>	Review for use of <p> tags
<input type="checkbox"/>	Review for title set in the code
<input type="checkbox"/>	Review personalization (default, donor, seed)
<input type="checkbox"/>	Check for no placeholder copy or art
<input type="checkbox"/>	Check for exact match between html and text versions