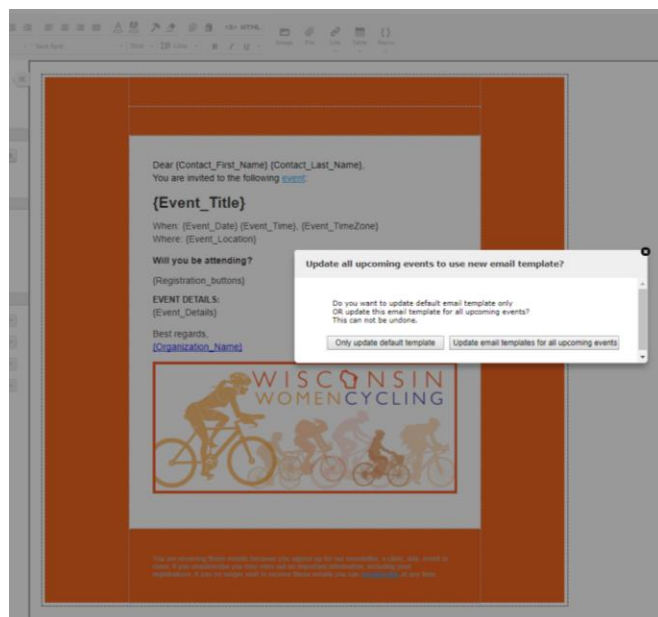


2/8/18 from Cindy Petted, Wisconsin Women Cycling



## Email Footer

Suggestion: Since the information in a footer is usually universal, making the email's footer a separate macro or gadget would be a time-saver, allowing the change in one place to update all.

I can image 3 different footer characteristics/macros/gadgets. They would be...

**Custom** – optional [customized text]

**Contact Info** – optional, defaults to organization information but can be customized

**Unsubscribe** – mandatory, with the statement of "You are receiving these emails because [ default or customized ], such as mind... *You are receiving these emails because you signed up for our newsletter, a clinic, ride, event or class. If you unsubscribe you may miss out on important information, including information regarding your registrations.*