

the
4th annual emma[®]
twenty-five



Send some emails. Do some good.

Congratulations! We're so thrilled about this year's group of Emma 25 honorees, and we can't say thanks enough to you, nominator extraordinaire, for partnering with us to do some good. Now the fun begins! Here are the steps we'll need your help with to get your organization up and running with their new Emma account:

- > **Share the news.** Tell your charity they've been selected as one of this year's Emma 25 and let them know there's a short agreement to make things official. If you don't already have this agreement for your charity, just [email us](#) so we can send it to you.
- > **Create the account.** Once we receive the signed agreement from your charity, we'll get you the special link to help you and your organization create the account together. One quick tip: select the [invoice](#) option when you're filling out the billing section - we'll make sure that the account is set to gratis.
- > **Make the introduction.** Set up a time to show the charity your Emma account in person. They'll appreciate a brief tour and a quick summary of how you're using *your* Emma account. We'd suggest creating the account and taking care of the next two steps in person, as well.
- > **Collect design materials.** We'll be designing custom brand stationery for your honoree, but you can help with the preparations. Make sure they have a good quality logo file handy, and encourage them to start brainstorming about the look and feel of their brand stationery.
- > **Talk permission.** Like their fellow Emma community members, our honorees will be sending permission-based emails to folks they with whom they have a relationship (not a list of addresses they buy or find under the sofa cushions). In addition to walking them through our [permission policy](#), you can also help them assemble their email addresses - and any other information they want to store - in an Excel file.

If you have any questions at all, please email emmatwofive@myemma.com. Thanks again for your nomination - here's to sending some emails and doing some good in 2008!

Cheers,
Emma