

WFYI is seeking a few motivated students to re-design an e-mail template used for marketing and promotional communications to our members (financial supporters). The current template has a responsive design, but doesn't render correctly in certain email client applications. You can see some examples of the rendering problems online here: <http://www.wfyi.org/epics-2017>

Based on input from the team, we'd like to fix the HTML/CSS that constitutes the current e-mail design so that it renders more consistently on as many email client applications as possible. Another options is to re-design the e-mail template if that is a more efficient route. In either case extensive testing is going to be involved.

Some possible steps for this project include:

1. Identifying the different email clients being used by our users
 - a. WFYI staff (Chris Bowman) can assist with this by sharing analytic data constituting the platform types used by our users to view emails
2. Testing the current e-mail HTML/CSS design on these platforms and identifying rendering differences and/or bugs
3. Researching e-mail design best practices and recommendations
 - a. Especially looking for cross-platform and client consistency in display of e-mail
4. Meeting with WFYI graphic design staff to develop the design for a new e-mail template
5. Creating several designs and choosing the best based on email client compatibility and WFYI preferences

Successful team members should have some familiarity with HTML and CSS web design, and be willing to take the time for testing in a wide array of e-mail clients and providers. WFYI will provide design guidance and input as possible, but given the limited staff resources we currently have, a successful team will need to work independently between meetings with WFYI.

Depending on project team bandwidth, WFYI would love to look at several e-mail templates we have in use for a few different programs and newsletters. The templates this would include are for: a twice weekly radio program No Limits, a weekly radio and TV program Indiana Week in Review, a weekly radio and TV program Indiana Lawmakers, WFYI's own twice monthly e-newsletter, and potentially a major donor newsletter that goes out monthly.

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<http://www.wfyi.org>