

nature masterclasses

Guidelines for sending your HTML email

Send the email to generate registrations for your *Nature Masterclasses* workshop.

Step 1

Download the HTML file from the *Nature Masterclasses* website.

Step 2

1. Upload the HTML into your email service provider (**recommended**). Alternatively copy and paste the HTML into your email service provider. [Mailchimp](#) is one example of an email service provider (ESP).

2. OR, copy and paste the HTML file into your desktop email client as an email message (**this way is not recommended**). [Outlook](#) is one example of a desktop email client.

Step 3

Insert customized information as required – such as the date and time of your workshop.

Step 4

Insert an unsubscribe link at the bottom of the email, add a subject line, and send your email.