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| --- | --- | --- |
| **Subject** | **Description** | **Text** |
| **Registration Confirmation** | Email Validation when [username] first signs up | Hi [username], You have successfully registered to the Foxwordy site. Now you can... Click here [link] to confirm your registration. |
| **Welcome e-mail** | After [username] signs up. Introductory | Hi [username], Welcome to Foxwordy! The site that combines social networking and … for professionals. Let’s get started. Click on the link to direct you to the Foxwordy homepage [link]. From here we can help you set up your account and give you a tour of the site…. Add features --The Foxwordy Team |
| **Forgot Password e-mail** | user forgot password | Hi [username], Forgot your password? There was a recent request to change the password on your account. If you have requested this change follow the link on the bottom of the page to reset your password. If you have not sent the request ignore this message. [link] Thank you for being a Foxwordy member. --The Foxwordy Team |
| **Renew Account e-mail** | Notice to [username] to renew subscription. Upsell | Hi [username], This is an official notification that your Foxwordy subscription is about to expire. Your account will be deactivated and your documents deleted. To continue using this site and all of its features please follow the link to renew your account [link]. --The Foxwordy Team |
| **New Message Received** | user received new message in Foxwordy | Hi [username], You have received (x) new message(s) from (insert name) waiting to be answered. [message] Login to your Foxwordy account to view this message in its entirety and or reply [link to messages]. --The Foxwordy Team |
| **Alerts** | There are alerts in user's Foxwordy account | Hi [username], you have received (x) alerts in Foxwordy. [Alerts] Login to your Foxwordy account so you can address these alerts [link] --The Foxwordy Team |
| **New Follower** | A new person is now following the user | Hi [username], someone new is now following you in Foxwordy. You now have (x) followers. Keep uploading documents, commenting, etc. to increase your followers and better your Foxwordy reputation! --The Foxwordy Team |
| **Invite to connect?** | [other user] invites to connect with user | Hi [username], [other username] has invited you to connect. Login to your account to reply and/or accept the invitation so you can increase your Foxwordy social network. [add info about connect features]. --The Foxwordy Team |
| **Send File to Yourself** | [username] sending file they find on Foxwordy to themselves | Hi [username], Attached to this email is the file you have sent to yourself from Foxwordy. |
| **Send File to a Friend** | [username] sending file they found on Foxwordy to another email address or another person | Hi [username], Attached to this email is the file you have found on Foxwordy. Forward this email along with the attachment to the desired receiver. |
| **Reputation Score** | Reputation score reaches certain badge level | Hi [username], You have significantly increased your reputation score on Foxwordy. You are now at the [silver/gold/platinum] level! Keep [activities] to continue increasing your reputation score |
| **Notice of Account change** | Courtesy | Hi [username], You have recently made some changes to your Foxwordy account. To verify the changes please click on the link [link]. If you did not initiate the account changes then disregard this email. To ensure the safety and protection of your account please reset your password. If you want to review and update your security information follow this link [link]. --The Foxwordy Team |
| **Support/Help Request** | Help request receipt | Hi [username], We have received your help request and we are having a team work on the issue to help resolve the problem. In the meantime visit our support page [link]. --The Foxwordy Team |
| **Report email** | Reports for offensive comments, content | Hi [username], We have received your report of offensive material on the site. At this moment we are having a team remove this material to improve the site. We thank you for the report and for being a Foxwordy member. --The Foxwordy Team |
| **Response to Interest, careers inquiry** |  | Hi [username], We have received your inquiry about [interest]/[career] … --The Foxwordy Team |
| **Customer Support/Inquiry** |  | Hi [username], We have received your customer support inquiry. At this moment we are having a team work on the issue to help resolve the problem. In the meantime visit our support page [link]. --The Foxwordy Team |
| **News** | Response to press inquires | Thank you for your inquiry of [news inquiry]... regarding / concerning / in connection with … --The Foxwordy Team |
| **Copyright** | Email and response to copyright claims | Dear [sender of cease and desist letter], This email is in response to your [date of cease and desist letter] letter sent on behalf of [party claiming trademark infringement]. Denial of [opposing party]’s Claims Foxwordy denies all allegations set forth in your [date of cease and desist letter] letter, including: [Copy the various allegations] --The Foxwordy Team |
| **Payment Received e-mail** | User has successfully paid for their Foxwordy account. Receipt and welcome | Hi [username], This e-mail serves as a confirmation that we have received your payment for the [standard/premium] subscription to Foxwordy. Thank you for purchasing the [standard/premium] subscription. This [length of time] subscription will allow you… and will … Enjoy. -- The Foxwordy Team |