

## EMAIL ANNOUNCEMENT – TEMPLATE

### Launch Announcement

Subject Line Possibilities:     Local Discounts for Our Students  
   Great News-Student Discounts  
   Student Discounts Now Available

We have some good news. Several local businesses are offering discounts to our students through our Student Savings Club. The *[name of your organization]* is providing this program to our school and it doesn't cost you anything.

Most of the local discounts are redeemable by showing our college ID, although a few businesses require a downloadable coupon in addition to our college ID for you to print and bring in. The downloadable coupons and complete offer details are available on our Student Savings Club website. Online deals are also available!

Click on this link to see our participating businesses: *[insert the URL for your school's Student Savings Club page]*.

Student Savings Club has partnered with a phone app company called Vidappe which alerts you to local deals in real time as you travel around your campus/city. When this app is available for our program you will see a brief description appear on our SSC home page with links to download the app.

If you have any questions, suggestions or issues redeeming a promotion please contact the *[name of your organization]* immediately at *[555-5555]* or E-mail us at *[\_@\_ .edu]*.

We hope that Student Savings Club can help everyone in our school community **SAVE SOME MONEY!**

*[Sign off with individual's or organization's name]*