Promotional Email Templates and Logo

Jump start your Champions program with templates promoting the program and communicating updates/events to existing Champions.

Promotional emails

Email option 1 – Promote the program

Subject   *{{Theme topic}}* Introducing [COMPANY'S NAME} Data Champion program!

Body   Do you love data? Are you looking to improve your Tableau skills, network with other users, share your knowledge and help drive change in our organization? If so, the Data Champion program might be for you!

We're excited to announce the launch of our new Tableau program – Data Champions, a program dedicated to fostering Tableau users and to help individuals grow and foster their analytics capabilities.

To learn more about the program, register to attend a webinar on (insert date) where we'll share an overview of the program, requirements and the application process.

In the meantime, you can check out our resource page on (insert link to Champion intranet page).

{Register to attend the webinar}

Email option 2 – Get people to apply

Subject   *Apply to become a Data Champion today*

Body   Do you love data? Are you looking to improve your Tableau skills, network with other users, share your knowledge and help drive change in our organization? If so, the Data Champion program might be for you!

The Data Champion application process is open to all Tableau users who are interested in taking their data skills to the next level and sharing their knowledge with others. To apply, you must meet a few requirements, including:
- Requirement 1
- Requirement 2
- Requirement 3

If you're unsure if you meet these requirements but are still interested, we encourage you to apply and re will evaluate on an individual basis.
Optimize
To learn more about the program, visit the Champions page here [insert intranet page here].

To apply, start your application here [insert application link].

Brand Guidelines

Like with any recognizable program, creating your brand and a logo is key. We've created the Data Champion logo as an option for you to use, however, we encourage you to create your own logo and brand specific to your program. If you do decide to use this logo, below are some guidelines:

63A5B9

0F1E3C

FBAF3C

You're logo here

Using our image with your logo

Data Champion

Using our image without your logo

Data Champion