## Email Campaign Instructions

NOTE: This new process was implemented to ensure that you are promoting our partnership and student loan products accurately and in accordance with the Sallie Mae Compliance and Legal guidelines. Please do not change the content within these templates or any formatting. The only content needing to be changed is specifically called out within the template. Please adhere to the following steps for all email campaigns that are conducted.

1. Using the email template provided, please send a live test email to the following email addresses:
    a. Your Relationship Manager (listed on the portal) as well as the following: Partner.Assist@salliemae.com.
    b. This live test email **MUST** be the actual email that will be sent out to customers and not a Word or PDF attachment to an email.
    c. The email must also contain the MKT number that is within the email template provided.

2. The Relationship Manager (RM) will review the live email to ensure that the content is correct and that all of the Can-SPA M and opt out information is correct and is functioning properly. The RM will work with you to resolve any discrepancies and will provide final approval once corrected.

3. Once you receive an approval from the RM and confirm the delivery date, the email may be sent to customers.
    a. Please add the following emails to the SEED list for the emails: Your RM, Partner.Assist@salliemae.com and complianceseedmail@salliemae.com.

4. Please provide population data from the email campaign to the RM (i.e., open rate, number of recipients, target group, etc).