Marketing Hero: Email Marketing Campaign

Criteria	Description	Points (Max 6 for each)
Subject	Clear and concise content on the subject	
Target Audience	Clearly defined; aligns with subject	
Persuasiveness	Clearly persuasive; strongly motivates audience toward desired action	
Call to Action	Motivates audience towards helping	
Professionalism & Structure	Professional formatting, stays within the word limit (300 words or less)	
	Total Points (30 possible)	