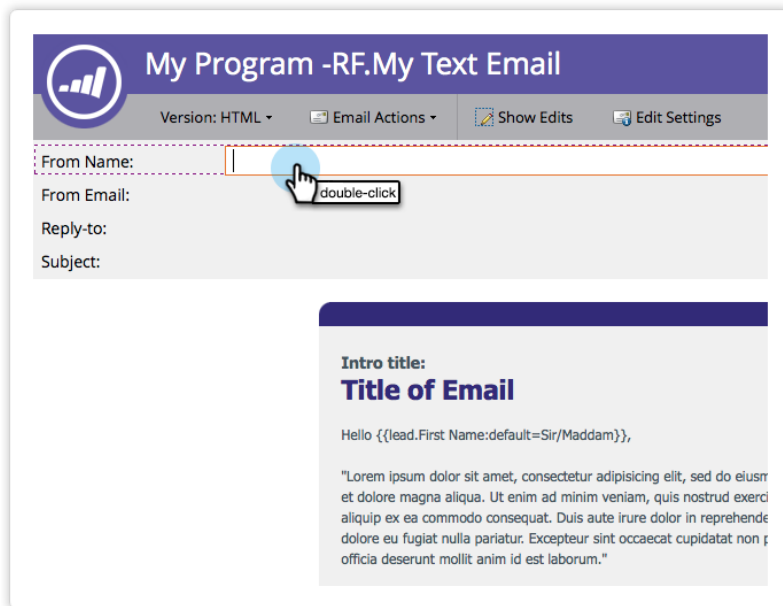


Edit the Email Header

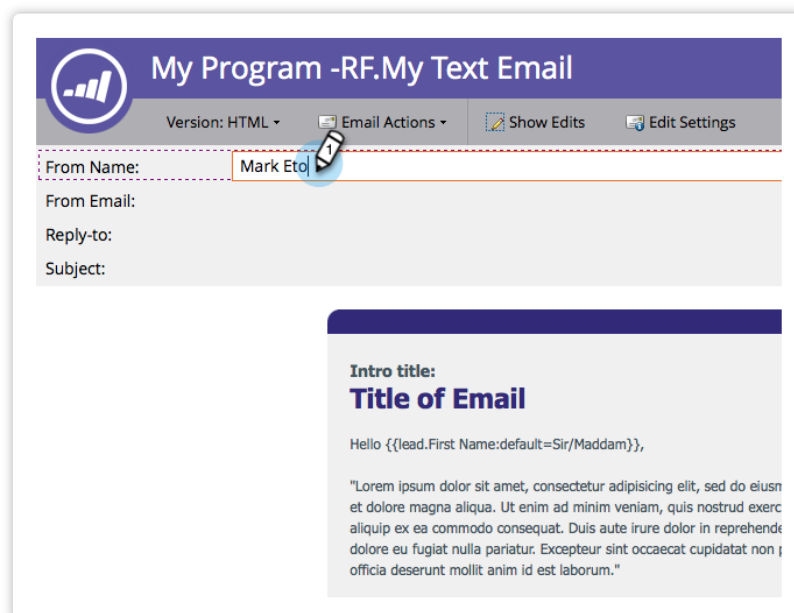
The email header in Marketo is fully customizable. It consists of several pieces:

- **From Name** - The name of the sender as you want it to appear (insert name of school or alumni group)
- **From Email** - The email address of the sender as you want it to appear (create and use a general email account for school or alumni group, e.g. RutgersClubDC@gmail.com)
- **Reply-to Email** - The email address replies to be sent (use same general account here)
- **Subject** - The email's subject line

1. To edit these values hover over a box and double-click it.



2. Enter the value you want to use and then press Enter.



3. Repeat the above step for the remaining three header items.