

# Template Instructions

## *Halloween Template*

- 1.** Log in to your Scratch-it account and begin a new scratch-it.
- 2.** Name your scratch-it and create your subject line. Choose whatever you think will work best for your brand, but keep in mind that using "scratch-it" in the subject line will let your customers know right away that they will be experiencing a Scratch-it.
- 3.** In the design section under "header," upload your logo (see design template for specifications). Then choose your header bar color. For this template, we chose a plain white header for this design with a slight transparency to overlay the background texture nicely.
- 4.** Under "Scratch Image", upload the file in the images folder called "Pumpkin-Scratch-Image.png" Then set your hand color to a color that goes well with the image. We chose gray with a transparency because it worked nicely with the colors in the photo. Next, choose your border color. We left our border color as white to help the photo pop from the background.
- 5.** If you wish to edit the text of either the scratch image or offer image, you can do so by opening either PSD file in the images folder. We chose a grungy free font called Headliner which you can install in the fonts folder. You may need to adjust the font size according to your text. When you are done editing the text and/or photo, Go to File --> Save As and save it as a PNG.
- 6.** Under "Deal Details" in the Scratch-it platform, upload the offer image you just saved. Choose your text for the Redeem button and under "Advanced Options" you can change the color of the button. We chose the orange color of our logo because it matches the logo and also goes with the pumpkins.
- 7.** Under "Set Page Background" in the Scratch-it platform, upload the background image in the images folder called burlap-background.png." You can also choose a background color or upload another image of your choice.
- 8.** Customize your email details under "Email Generator" and then go to "Review and Publish" to publish your scratch-it and obtain your email HTML.