



CATALYSTS^x

E-mail Signatures

If you are the type of person who enjoys observing behaviour, notice the variation in the style and information provided in e-mail signatures. Some use logos, some use stylized fonts, some repeat their e-mail address, some exclude mailing addresses or fax numbers. Each organization needs to establish what information their primary constituents would value; the menu to choose from includes:

- Name (obviously)
- Title
- Organization
- Address
- Mailing address
- E-Mail address
- Phone number (general and/or direct)
- Fax number
- Cell number
- Assistant's coordinates

Often, e-signatures include “promotional” messages about upcoming events. By standardizing your e-signatures, recipients will more easily recognize correspondence from your organization.