# NEW Booking Confirmation email (OWNER & SITTER)

## TEMPLATE (OWNER)

Email Subject: Your pet care request is confirmed!

Hi, Owner name

Great news! Pet name’s service type (walk, overnight stay, house visit, etc.) with sitter name has been confirmed!

**Pet name’s itinerary:**

**Date (s):** mm/dd/yyyy

**Service Type:**

**Pet Care Provider:**

**Price:**

Please click **here** to access your account. We will notify you when sitter first name posts activities and photos of your pal.

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## EXAMPLE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | https://ci5.googleusercontent.com/proxy/Xr6tIZkBhUb8lyxBWqcAKkZlLyEk3CE_BSoansT7lTAcV3HsJwxEEHx5baaWly7K8PmkTA1Y8krKBl7VeA=s0-d-e1-ft#https://www.palcura.com/images/logo.png | | Your Pet care request is confirmed! | | |  | | --- | | Hi Barry, | | Great News! Aden’s overnight stay with Narinder has been confirmed.  **Aden’s Itinerary:**  **Date(s):** 1/18/18-1/20/18  **Service Type:** Overnight Stay  **Pet Care Provider:** Narinder Singh  **Price:** $33.49    Please click here to access your account. We will notify you when Narinder posts activities and photos of your pal.  -Your friends at PalCura  Share the care…Multiply the love! Image result for paw print  *Always book through PalCura to earn member discounts, points, coupons and connection to a large pet care community around you.* | | | |



## TEMPLATE (SITTER), On accepting a service

Email Subject: You have accepted a service request!

Hi, Narinder

Thank you for accepting service type request for pet name. We appreciate you taking care of Pet name and we are sure you are going to have a great time!

**Pet name’s itinerary**

**Date (s):**

**Service Type:**

**Your Earnings: This will be net of Palcura service fee**

Please click **here** to access your account. Remember to post activities, upload pictures and videos for pet name

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# Booking ACCEPTANCE (OWNER & PET BORROWER)

## TEMPLATE – FOR OWNER

Email Subject: You have accepted a borrowing request!

Hi pet owner’s first name

Thank you for accepting borrowing request for your Pal, pet name. We are sure pet name and borrower first name are going to have a great time!

**Pet name’s itinerary**

**Date (s):**

**Service Type:**

**Your Earnings: This will be net of Palcura service fee**

Please click **here** to access your account. We will notify you when borrower first name posts activities and photos of your pal.

-Your friends at PalCura

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## TEMPLATE – FOR BORROWER

Email Subject: Your borrowing request is confirmed!

Hi pet borrower’s first name

Thank you for sharing the care of pet name. We are sure you and pet name are going to have a great time!

**Pet name’s itinerary**

**Date (s):**

**Service Type:**

**Price: net of points if used**

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Please click **here** to access your account. Remember to post activities, upload pictures and videos for pet name.

-Your friends at PalCura

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# New Booking Request (OWNER & sitters)

## TEMPLATE – FOR sitter

Email Subject: You have received a new service request.

Hi pet sitter first name

Great news! You just received a new service request from pet owner’s first name for pet’s name.

**Date (s):**

**Service Type:**

**Potential Earnings: This will be net of PalCura service fee**

Thank you for sharing the

Accept/Decline or View this request **here**

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# New Booking Request (OWNER & PET BORROWER)

## TEMPLATE – FOR OWNER

Email Subject: You have received a new borrowing request

Hi pet owner’s first name

Great news! You just received a new borrowing request from pet borrower’s first name for pet’s name.

**Date (s):**

**Service Type:**

**Potential Earnings: This will be net of Palcura service fee**

Thank you for sharing the

Accept/Decline or View this request **here**

-Your friends at PalCura

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# email after website LAUNCH FOR folks who signed up for $5 credit

Email Subject: We just launched! Welcome aboard!

Hi, user first name!

Palcura is live! Thank you for patiently waiting as we ironed out the paw-prints ☺

Don’t forget to avail your $5 credit! Follow the below 3 easy steps to use your credit:

1. ‘Sign in’ at www.palcura.com
2. Fill out some additional details
3. Reserve or accept a reservation and you will be able to use your $5 credit

We cannot wait to go on this journey with you!

-Your friends at PalCura

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# New Message Received

## TEMPLATE (MESSAGES BETWEEN USERS)

Email Subject: New message received from person sending message

Name of person sending message says

“Content of message”

*Respond to* name of person sending message *by replying directly to this email or access your PalCura inbox* ***here****.*

# New activity/photo/video update

## TEMPLATE (new pet activity REGISTERED by sitter or borrower)

Email Subject: Sitter name/borrower name (first name) has updated pet name’s activity

Hi Pet owners First name,

You have a new activity update for your pal. Access your account **here** and go to dashboard to see pet name’s activity.

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## TEMPLATE (new photo/video uploaded by sitter or borrower)

Email Subject: You have a new photo/video of pet name

Hi Pet owners First name,

Pet sitter/borrower name has uploaded new photo/video for your pal. Access your account **here** and go to ‘Dashboard’ to see the new updates.

-Your friends at PalCura

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# REVIEWS

## TEMPLATE (REMINDING OWNER to review)

Email Subject: Review pet name’s stay with sitter first name

Hi Pet owners First name,

Hope your pal had a great time. Please review pet name’s stay with pet sitter’s first name. **Reviews help sitters** improve as well as other **owners** in your community to find **best care for their pal**.

We personally read all feedback and look forward to hearing your thoughts!

-Your friends at PalCura

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## TEMPLATE (Notifying sitter that a review has been posted)

Email Subject: You have a new review from pet owner’s first name

Hi Pet sitter’s First name,

You have a new review! Access your account **here** and go to ‘Reviews’ to see the new updates.

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# Coupon received

## TEMPLATE

Email Subject: Congratulations! You have received a coupon from name of company providing coupon

**Owners deserve a lot more and points are good, but not enough**. Being Pet owners ourselves, we understand!

Below are details of a coupon from one of our amazing partners! Use it before it expires.

**Coupon code:**

**Discount details: (could be %, $ value)**

**Website:**

**Expiration:**

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# Password Reset

## password reset request TEMPLATE

Email Subject: Password reset for PalCura

Hello Name

We received a request to reset your PalCura password. Click the link below to reset:

**Reset Your Password**

If you did not make this request or need assistance, you can send us a woof at **hello@palcura.com**

-Your friends at PalCura

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## password reset confirmation

Email Subject: Your password has been successfully reset

Hello Name

You have successfully reset your password.

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# NEW USER REGISTRATION (First sign up)

## OWNER

Email Subject: Welcome to PalCura!

Hi owner first name!

We are stoked to have you as a part of PalCura! When you are ready, follow the below 3 easy steps to reserve loving care for your pal from our network of verified pet care providers

1. Sign in at [www.palcura.com](http://www.palcura.com) and search for nearby pet care providers
2. Send a message, set up a video conference or in person meet & greet with the care provider
3. Reserve, sit back, and relax!

Feel free to share the love and spread the message.

Thank you and welcome aboard!

-Your friends at PalCura

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## sitter (**after manual verification is done**)

Email Subject: Welcome to PalCura!

Hi Sitter first name!

We are stoked to have you as a part of PalCura! We will notify you once you get a booking request or message.

Feel free to share the love and spread the message.

Thank you and welcome aboard!

-Your friends at PalCura

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## BORROWER (**after manual verification is done**)

Email Subject: Welcome to PalCura!

Hi Borrower first name!

We are stoked to have you as a part of PalCura! When you are ready, follow the below 3 easy steps to borrow from our network of loving pet owners:

1. Sign in at [www.palcura.com](http://www.palcura.com) and search for nearby pet owners
2. Send a message, set up a video conference or in person meet & greet with the owner
3. Reserve and welcome a bundle of love into your life!

Thank you and welcome aboard!

-Your friends at PalCura

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## User registration email to Palcura admin

No changes needed. Can stay the same as the template provided by the team

Notes for the team:

1. Please use the date in USA format EVERYWHERE
2. When the date is displayed in the email for booking request, etc..please display the date range that the request is for. Not just the date that the booking was requested or the booking will start on.
3. Need to make sure that the people who have already signed up for 5$ credit do not need to verify their email again.
4. If we have to create new types of email template in the future, how would we do that?