How do I set email reminders for a curation?

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This article explains how to schedule follow-up emails for a curation, so you can keep learners engaged after it's published or assigned — without having to manually re-share the link.

What are email reminders?

When you publish or assign a curation, you have the option to send one email to learners letting them know it's ready. **Reminders** let you schedule additional emails after that — on your own timeline, with your own message — to bring learners back to the curation.

Use reminders to:

- Nudge learners who haven't started yet
- Re-engage people partway through a multi-week program
- Spotlight a specific lesson or expert class as the next step
- Keep a leadership development initiative visible over several weeks without you having to remember to follow up

Where do I find it?

1. Go to the **Edit Curation** page for a curation you've ***already*** published or assigned.
2. Look for the **Set reminders** button next to Share.
    - If you've already scheduled reminders for this curation, the button will say **Edit reminders** instead.
    - The button will only show up once a curation is published or assigned.
3. You can also get there right after publishing or assigning — the confirmation screen now includes a **Set reminders** shortcut, so you can set one up before you even leave the page.

If you don't see the button, reach out to our support team at ***partnerservices@bigthink.com*** *to get the feature turned on.*

How do I schedule a reminder?

Click **Set reminders** (or **Edit reminders**) to open the panel. At the top, you'll see exactly who this will reach — for example, "Everyone at Acme Corp" for a published curation, or "Everyone in Sales Onboarding" for an assigned group.

For each reminder, fill in:

Subject line	The email subject learners will see
Note	The main message of the email
Send date	Must be a future date — you can't schedule for today or the past
Featured content *(optional)*	Highlight one specific piece of content from the curation. Skip this and the email will feature the curation itself.

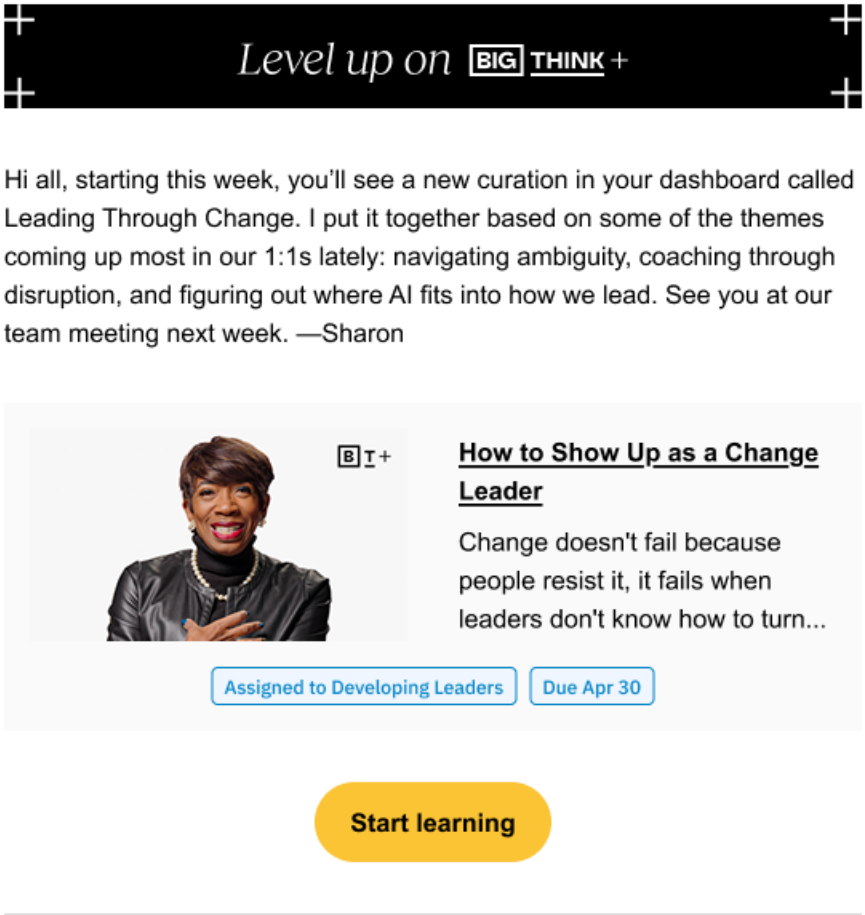
Example: If you're running a 4-week leadership program, you might schedule:

- Week 1: *"Kick off your leadership development journey"* — featuring the intro lesson
- Week 2: *"Halfway there — here's what's next"* — featuring a mid-program expert class
- Week 4: *"Last call to finish strong"* — no featured content, just the curation itself

Click **+ Add reminder** to add as many of these as you want — there's no cap. When you're happy with the schedule, hit **Save**.

What will learners receive?

- Emails are sent at **10 am Eastern** on the date you chose from ***hello@app.bigthink.com.***
- The email uses your subject and note, plus whichever content you featured (or the curation itself), with a **Start learning** button linking straight there.
- **Recipients are based on real-time membership**, not who was in the group when you scheduled it. If someone joins your organization or group between scheduling and sending, they'll get any reminders that are still upcoming — but not ones that went out before they joined.
- Here's a sample for an assigned curation. Note that the published version doesn't have an assigned date or group.



How do I make changes after I've scheduled?

You can edit an active reminder campaign any time with the **Edit reminders** button on the **Edit Curation page**:

- **Add** new reminders
- **Edit** subject, note, date, or featured content on ones that haven't sent yet
- **Remove** a reminder you no longer want

Changes only affect what hasn't gone out yet — anything already sent stays in your history exactly as it was, so you always have a record of what learners received and when.

What happens if I unpublish or unassign the curation?

Unpublishing or unassigning immediately cancels anything still scheduled — nothing further

goes out. In the panel, those show as **"Cancelled: Not sent"** so you can see what didn't go out.

If you republish or reassign later, your history (including cancelled reminders) remains, but cancelled reminders don't automatically restart — you'll need to schedule new ones for the relaunch.