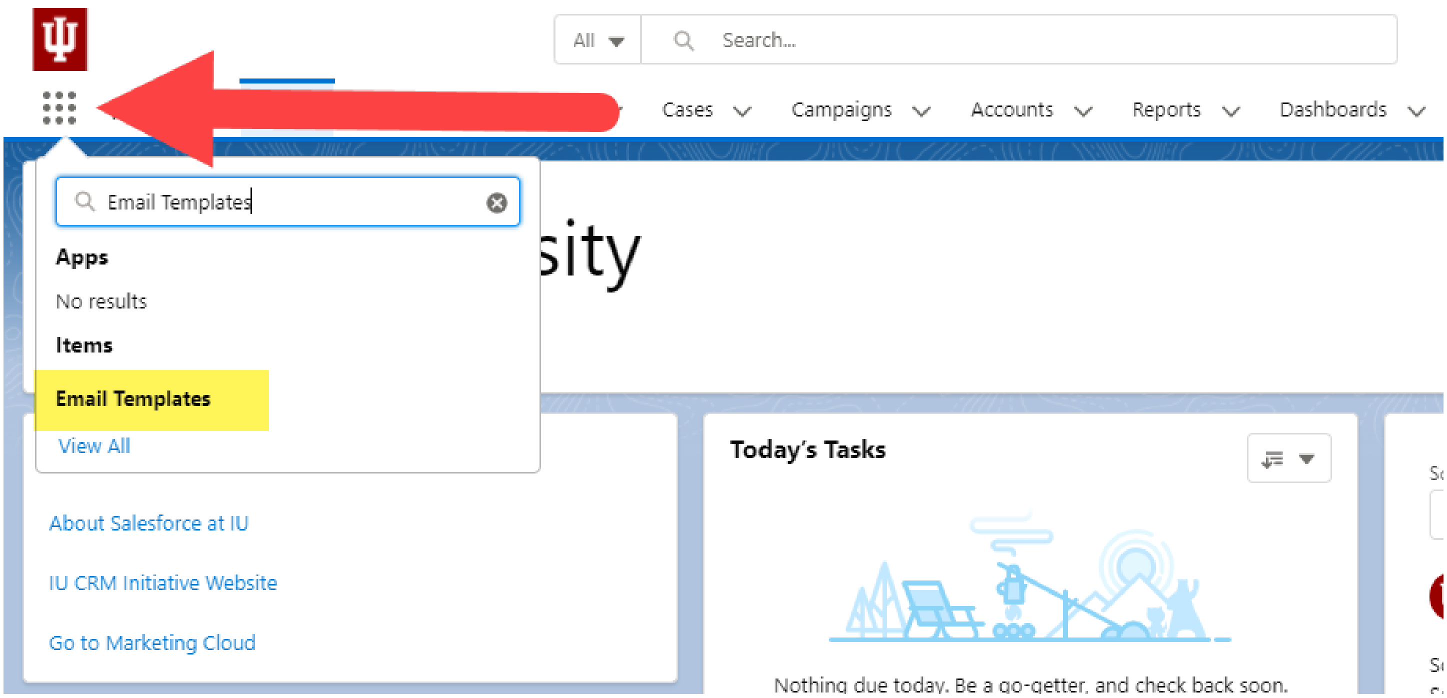
# Create and Share an Email Template

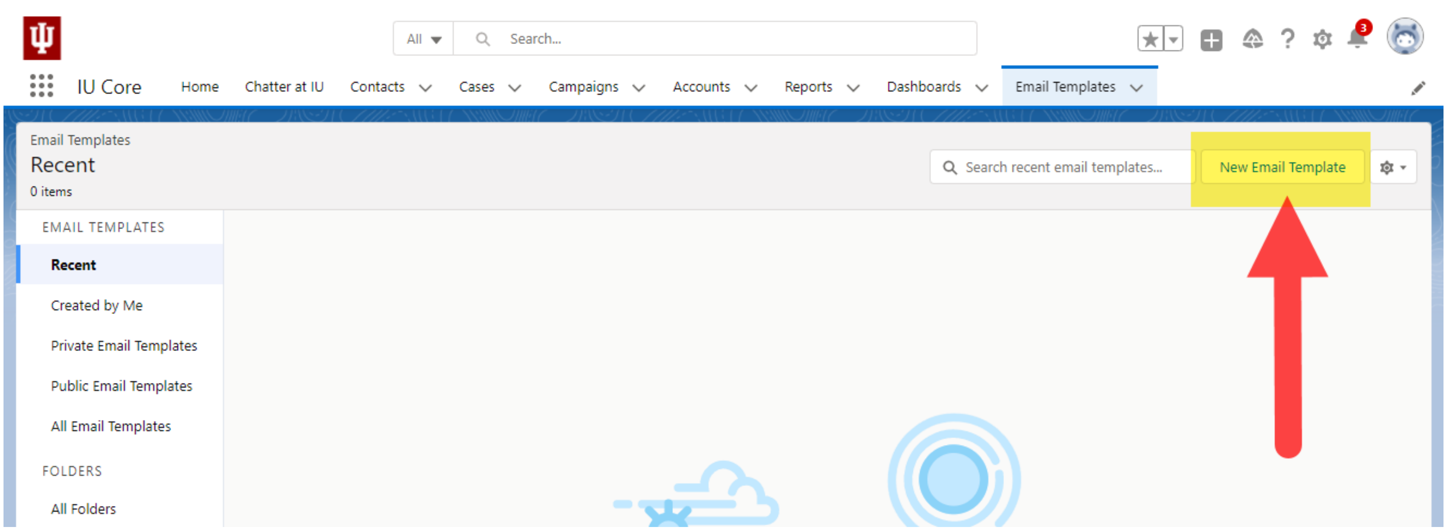
Salesforce Email templates are available to members of your business unit. Any user can create an email template, and you can create and share as many templates as you like.

Click here to learn how to copy a template and create a new one.

After logging into CRM, click the **9-dot menu** in the upper left-hand corner, then enter “Email Template” in the search field and **click on the search result**.

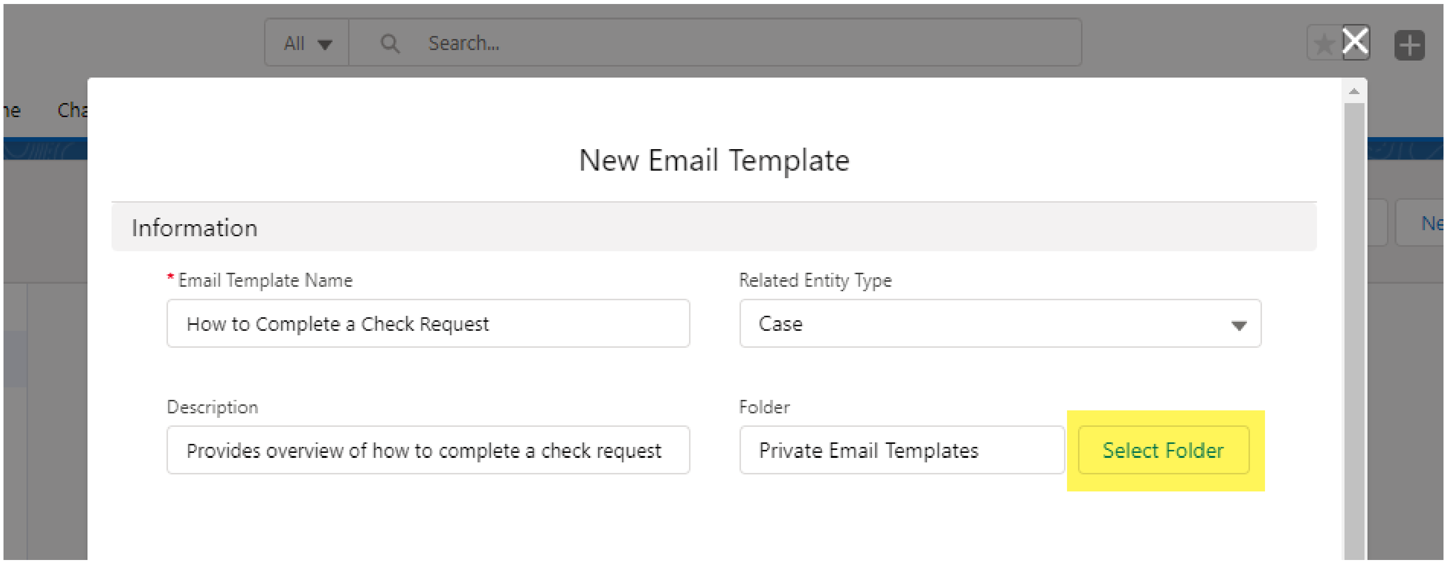



If you have any email templates, they’ll be displayed below. Create a new one by clicking **New Email Template** in the upper right-hand corner.

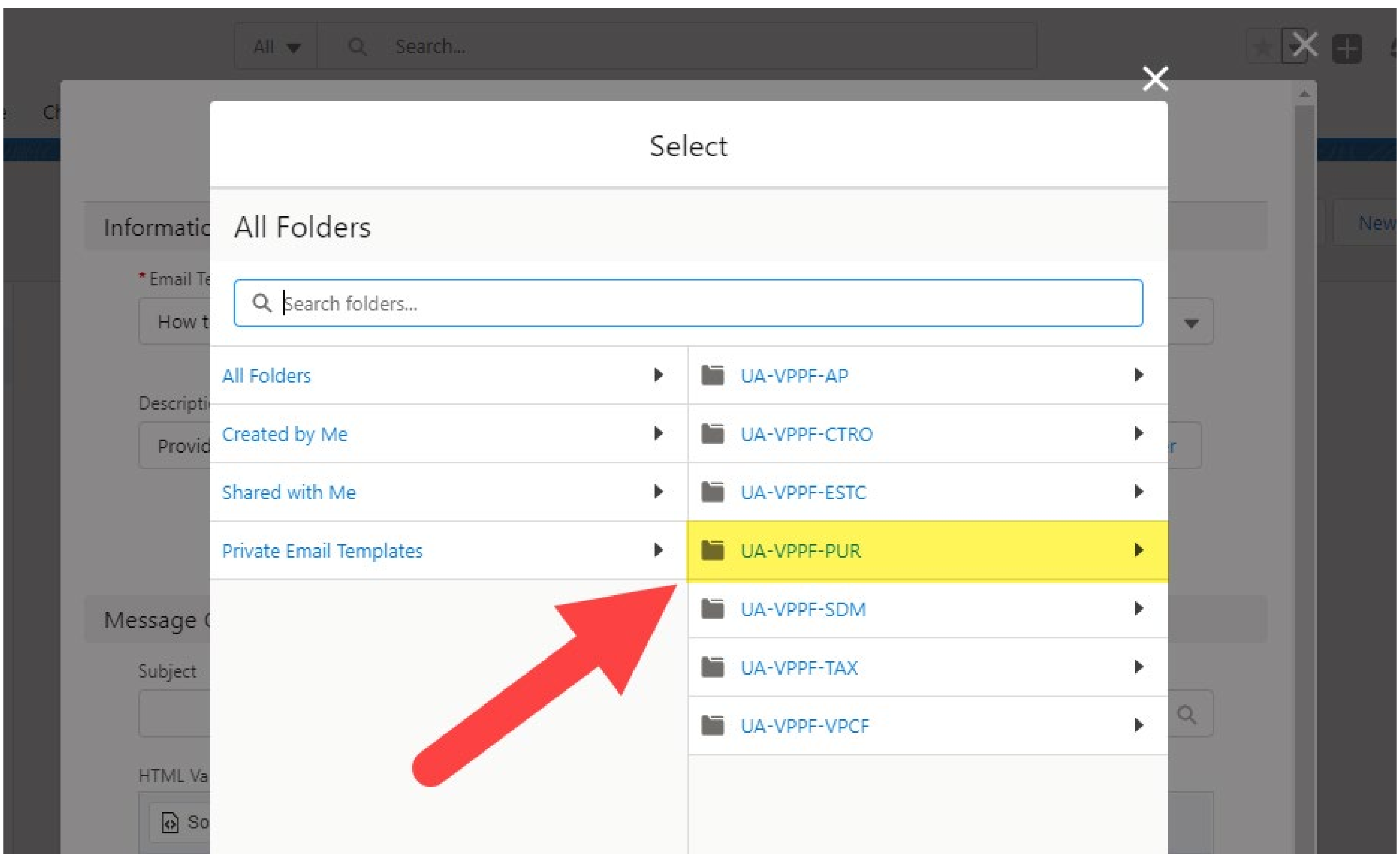


Enter an **Email Template Name** in the first field. This is the name that displays when a user is searching for a template or looking through the email template list. In the **Related Entity Type** drop-down menu, select Case. Enter a description of the template in the **Description** field if desired.

Finally, click **Select Folder** to determine where the template will be saved.



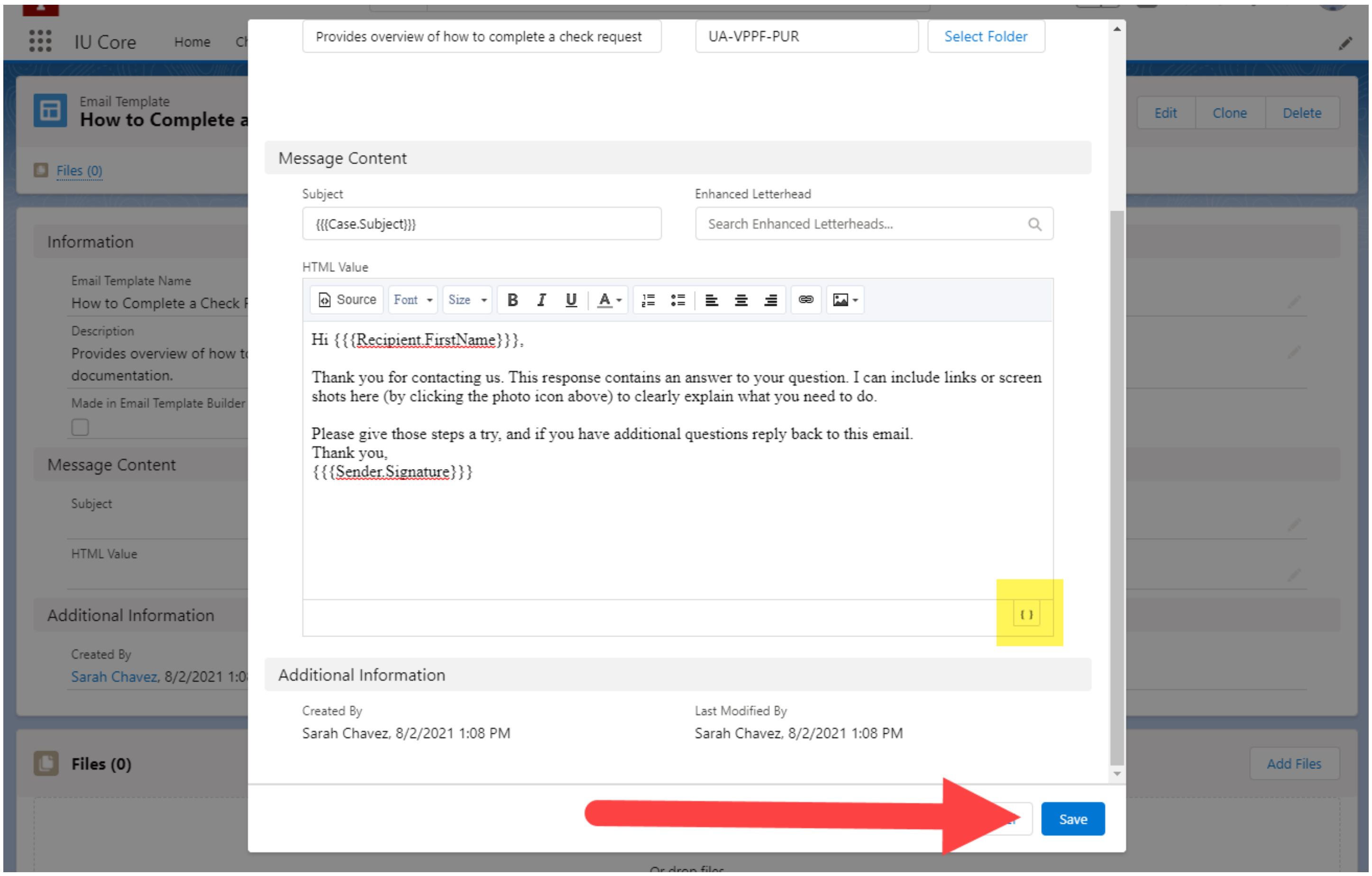

Select your **business unit folder**. In this example, we're creating a template for Purchasing so we'll select UA-VPPF-PUR. After selecting the folder, click **Select Folder** on the second screen.



Next, enter pat response text in the **HTML Value** text field. You can personalize these messages by using merged fields. These merged fields pull in information from the contact, case, etc. and automatically populate them in your response. Click the **{ } button** in the bottom right-hand corner of the HTML window to search for a merged field.

The example below will automatically insert the Case Subject in the Subject line of the email and the Contact's first name in the opening line of the email.

Click **Save** to save your template.




The saved template is now available in your Email Templates list. Copy and create a new template by clicking the **down arrow** next to a template and selecting **Clone**.