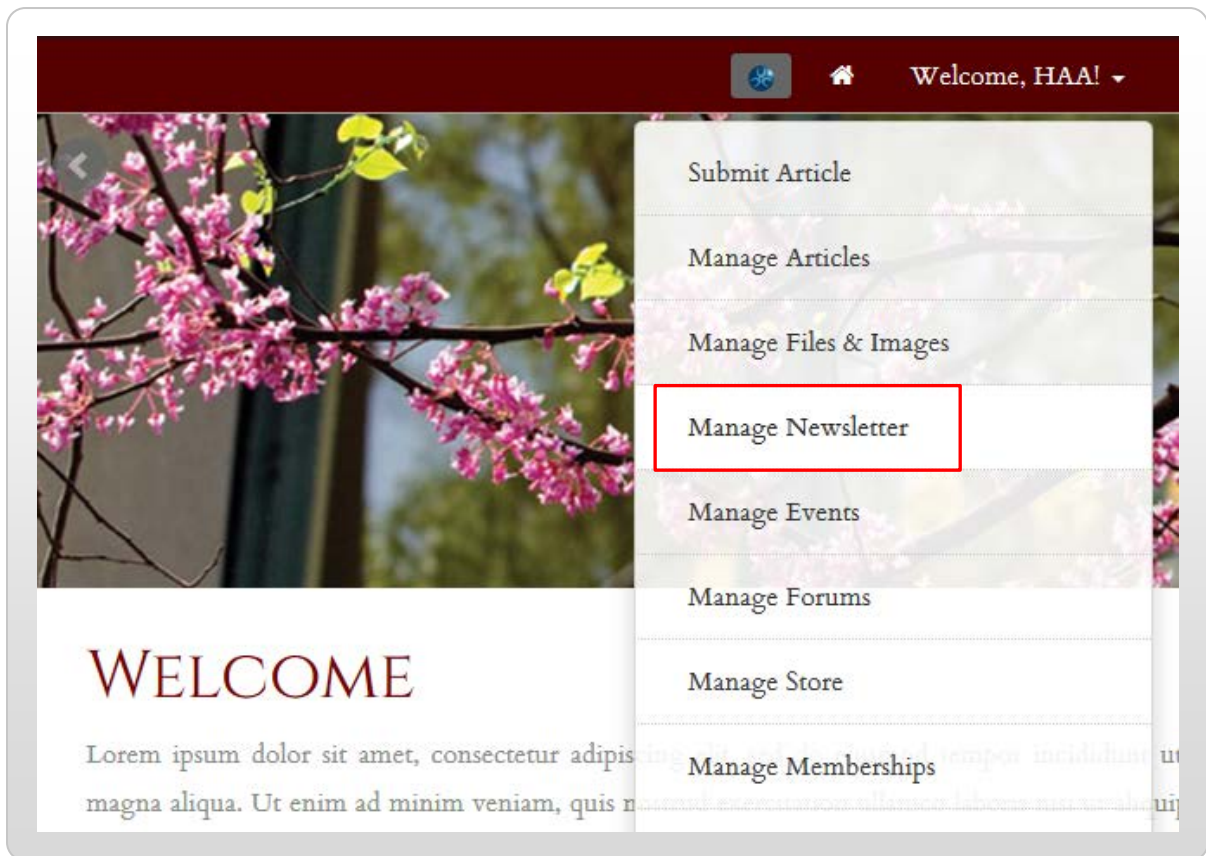


How to Send an eNewsletter

Whether you are communicating key information or advertising the latest event, eNewsletters offer a convenient way to broadcast important news and updates to members of your organization. To find out how to create and distribute newsletters to your site's email subscribers, refer to the sections that follow.

1. Click the admin menu button  and select **"Manage Newsletter."**



The **eNewsletter repository** appears. This screen provides an inventory of pending, queued, and sent newsletters, as well as available newsletter templates:

eNewsletter Repository...

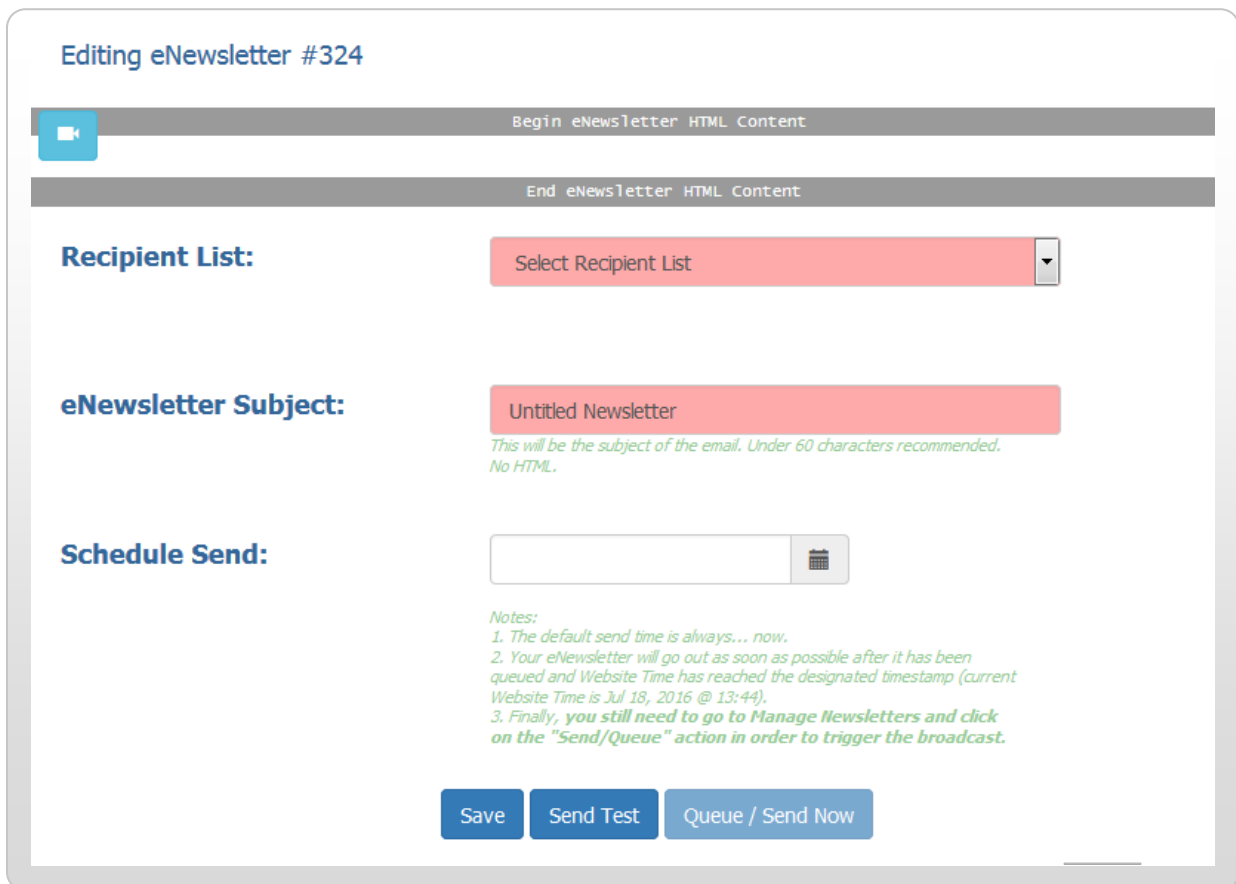
Pending **4** Sent Templates Queued None in queue 

ID	SUBJECT	RECIPIENTS	QUEUED	BY...	STATUS	
321	Commencement	Group 1000			pending	
320	Untitled Newsletter	nobody			pending	

2. To create a new newsletter, click the **plus sign button**  at the upper right of the repository screen:



The **eNewsletter editor** screen appears. Here, you can add content and select recipients for your newsletter, as well as specify additional settings, if needed:



The screenshot shows the 'Editing eNewsletter #324' screen. It has a header bar with 'Begin eNewsletter HTML Content' and a video icon. Below that is a bar for 'End eNewsletter HTML Content'. The main form has three sections: 'Recipient List:' with a dropdown menu showing 'Select Recipient List'; 'eNewsletter Subject:' with a text field containing 'Untitled Newsletter' and a note below it: 'This will be the subject of the email. Under 60 characters recommended. No HTML.'; and 'Schedule Send:' with a date/time picker. At the bottom, there are three buttons: 'Save', 'Send Test', and 'Queue / Send Now'. A 'Notes' section is also present, providing instructions on the default send time and the need to trigger the broadcast.

Recipient List: Select Recipient List

eNewsletter Subject: Untitled Newsletter
This will be the subject of the email. Under 60 characters recommended. No HTML.

Schedule Send: [Date/Time Picker]

Notes:
1. The default send time is always... now.
2. Your eNewsletter will go out as soon as possible after it has been queued and Website Time has reached the designated timestamp (current Website Time is Jul 18, 2016 @ 13:44).
3. Finally, you still need to go to **Manage Newsletters** and click on the "Send/Queue" action in order to trigger the broadcast.

Save Send Test Queue / Send Now

3. Use the **Recipient List dropdown** to select recipients for your newsletter. The list contains pre-created groups built into the system, as well as any additional, administrator-created groups:

The screenshot shows a form with three fields: "Recipient List:", "eNewsletter Subject:", and "Schedule Send:". The "Recipient List:" dropdown menu is open, displaying a list of groups. The groups are categorized into two sections: "Built-in/default groups" and "Admin-created groups".

Category	Group Name	Count
Built-in/default groups	All Who Opted In	
	Current Members	
	Expired Members	
	Never Been a Member	
	Non Member (Expired + Never Been)	
Admin-created groups	Admins	
	Billing Access	(4)
	Head Administrators	(6)
	Job Board Managers	(0)
	Job Board Premium Recruiters (Pend/Publish)	(0)
	Job Board Recruiters (Pend only)	(0)
	Membership Review Board	(0)
	New-User-Registration Notifications Recipients	(0)
	Store Updates Recipients	(0)
	Untitled Group	(0)



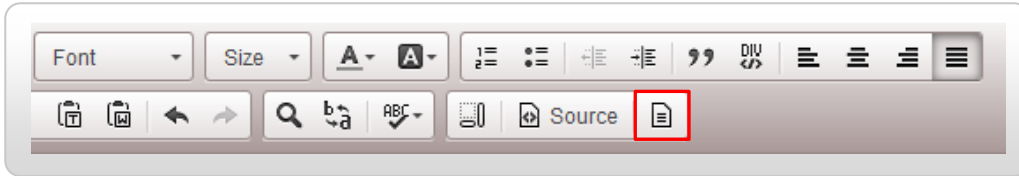
Note: Selecting “All Who Opted In” sends the newsletter to all users who have indicated they wish to receive email communications from your site. The “Expired Members” group comprises users whose membership expired prior to the current date.

4. Next, determine whether to use a **template** for your newsletter’s main content. To view available template options, first click in the **main content area** of the editor screen to display the **Content Editor Toolbar**:

The screenshot shows the Content Editor interface. At the top is the Content Editor Toolbar, which includes various formatting options like Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Font, Size, and more. Below the toolbar is a red line with the text "Click here to add content". Below this is a grey bar labeled "End eNewsletter HTML Content". The main content area contains two fields: "Recipient List:" with a dropdown menu showing "Select Recipient List", and "eNewsletter Subject:" with a text input field containing "Untitled Newsletter".

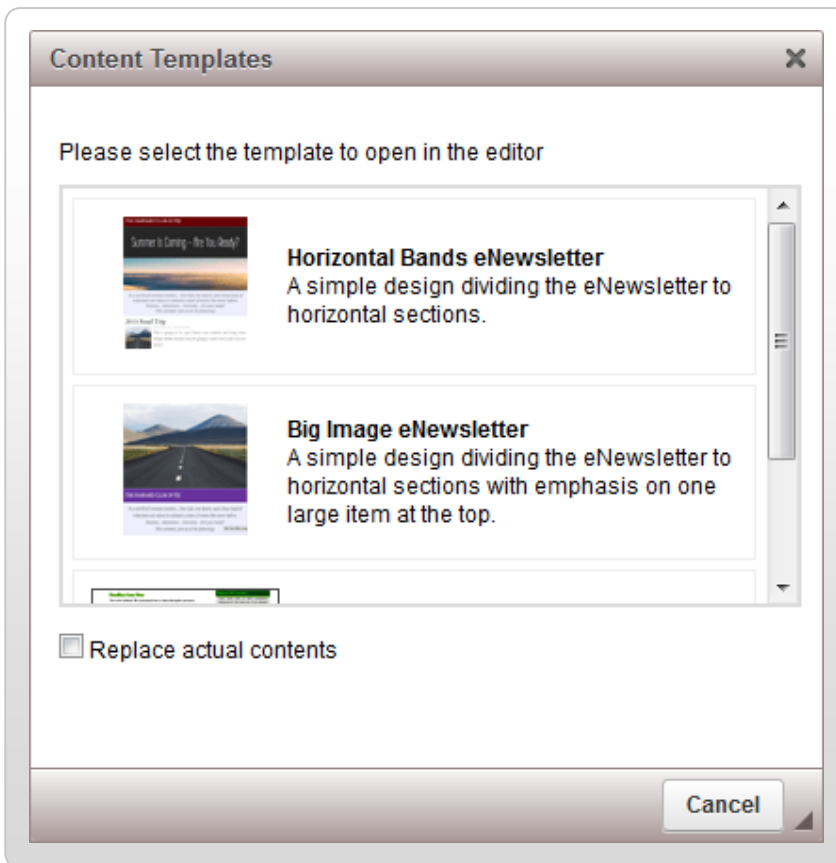
Important: if you begin adding text to your newsletter without first selecting a template, you won't be able to easily apply a template to it later. Instead, you will need to manually copy over your content into any template you may want to use in the future. Therefore, it is recommended to decide whether to use a template **before** you start adding text!

5. Review available template options by clicking the **templates button**  on the toolbar.



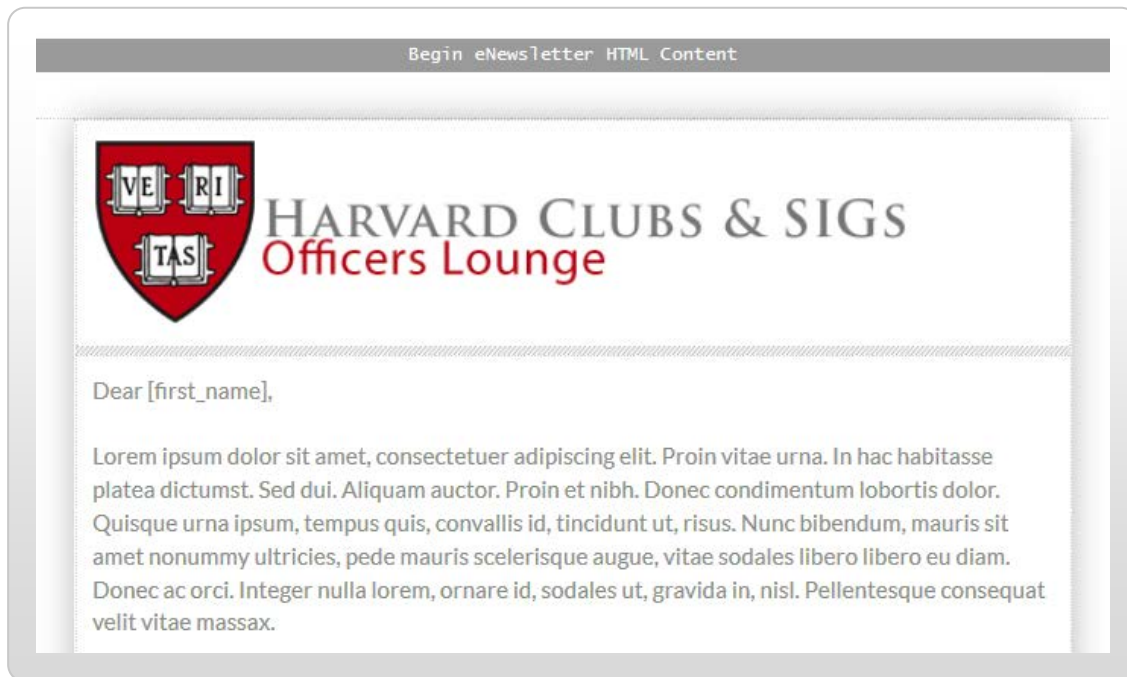
For a full description of the Content Editor Toolbar, including its key features and capabilities, see [The Content Editor Toolbar](#) training guide.

The template selector dialog appears:



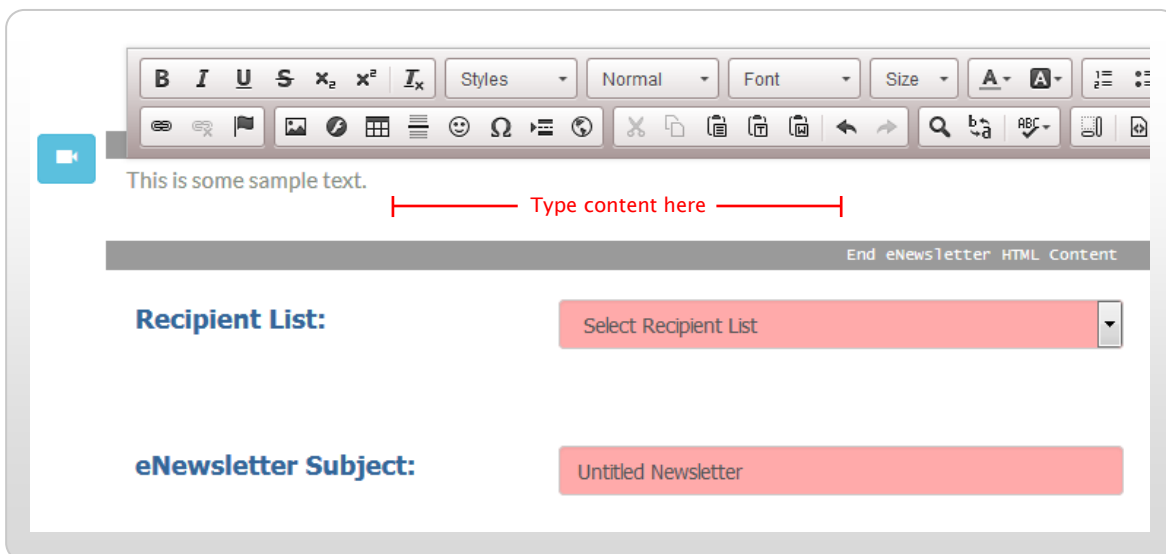
Click a template to apply it; your newsletter is formatted according to the selected template (see next page for example).


Sample template applied to main content area of newsletter:




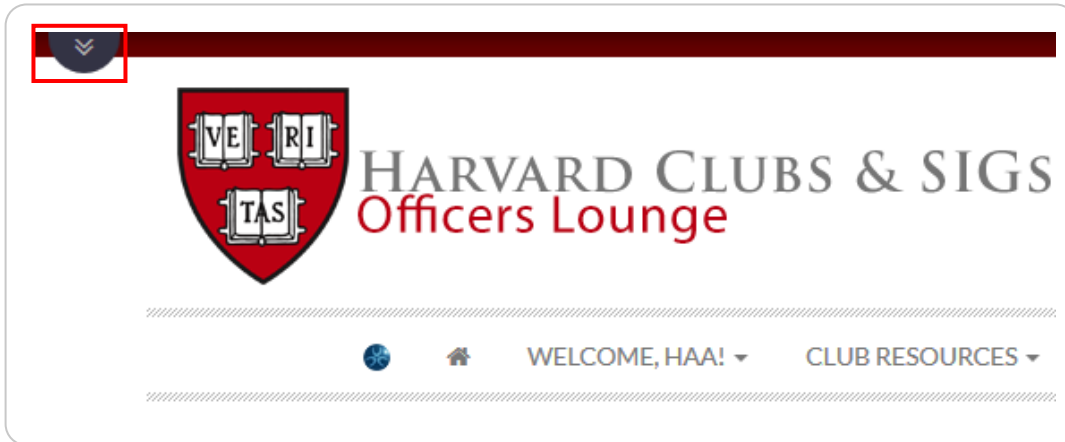
If you decide to keep the template, you can then replace its default/space holder text with your own content.

6. If you decide **not** to use a template with your newsletter, you can simply enter your descriptive content manually into the main content area of the editor screen:

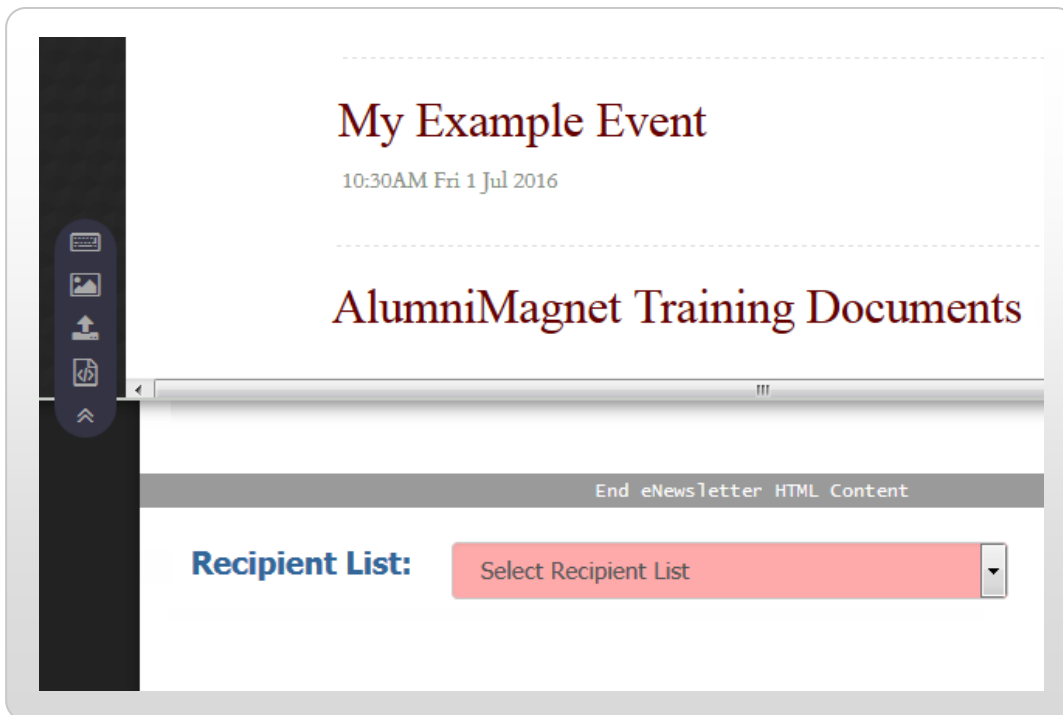


Already applied a template and need to remove it? Just use the “Undo” button  on the Content Editor Toolbar to delete any previously inserted templates.

7. If you have an upcoming event to publicize, you can do so by linking to its event page within your newsletter's text. To add a link to your newsletter, first access the **toolbox** by clicking the arrow-down button  at the upper left of your screen:

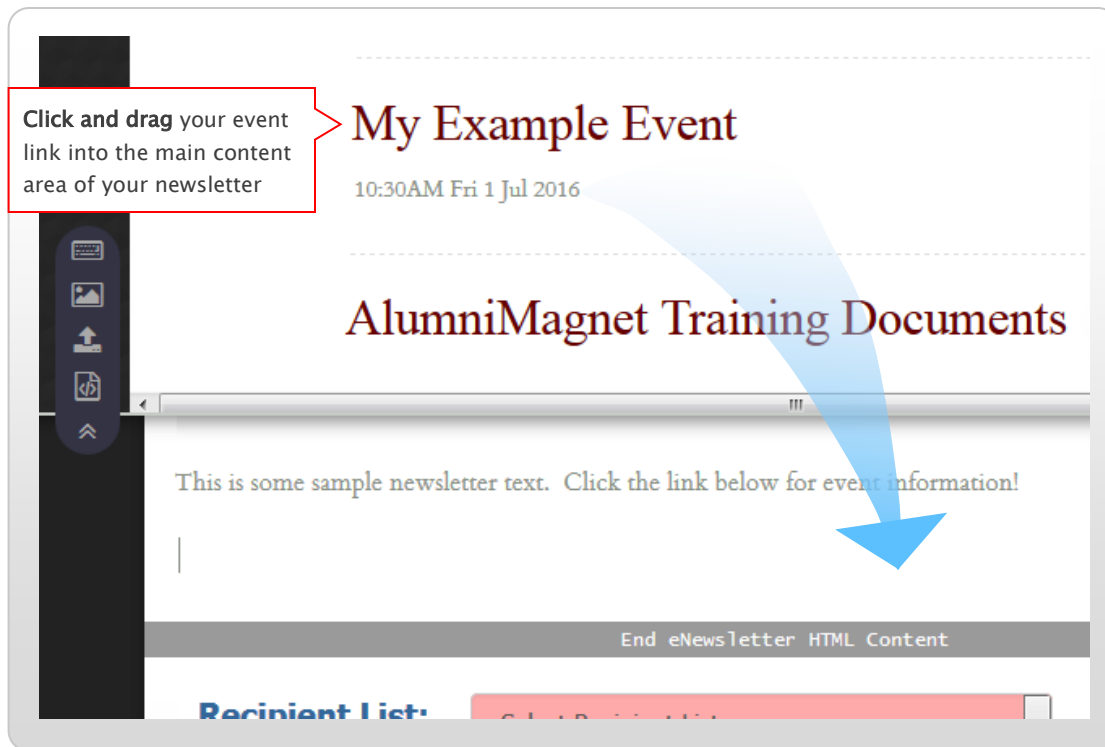


The **toolbox** appears. The toolbox contains additional features and components you can use with your newsletter, including links to events and other types of articles:

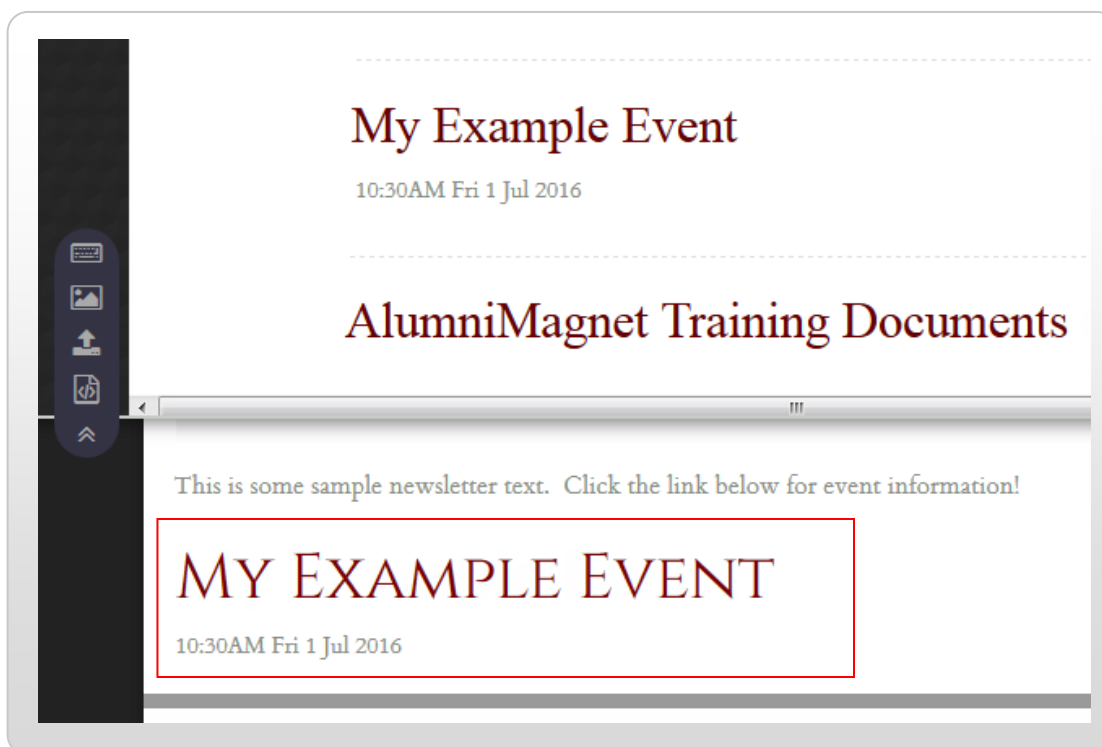



In addition to text components, the toolbox can also be used to insert **images** into your article. For more on adding images, see the separate [Working with Images](#) training guide, and/or step 11 on **page 9** of this guide.

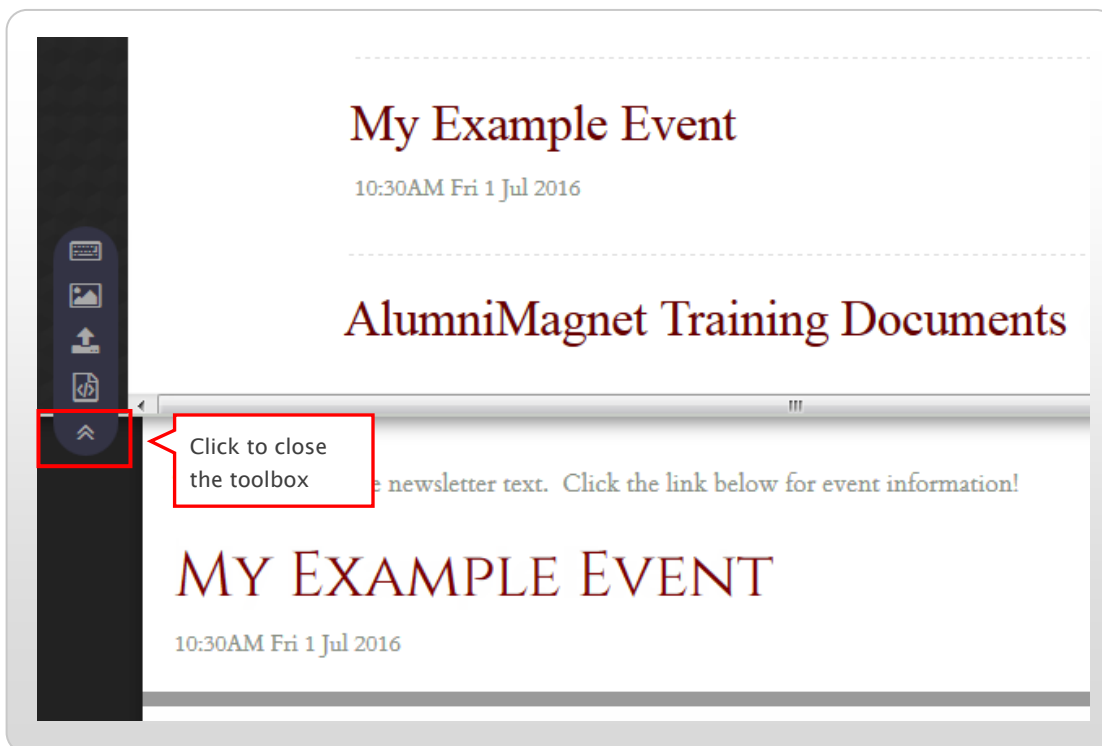
8. Scroll through the list of events and articles within the main toolbox window until you see the name of the event for which you would like to add a link. Once you've found your event, you can simply drag and drop it into the main content area of your newsletter to create your link:



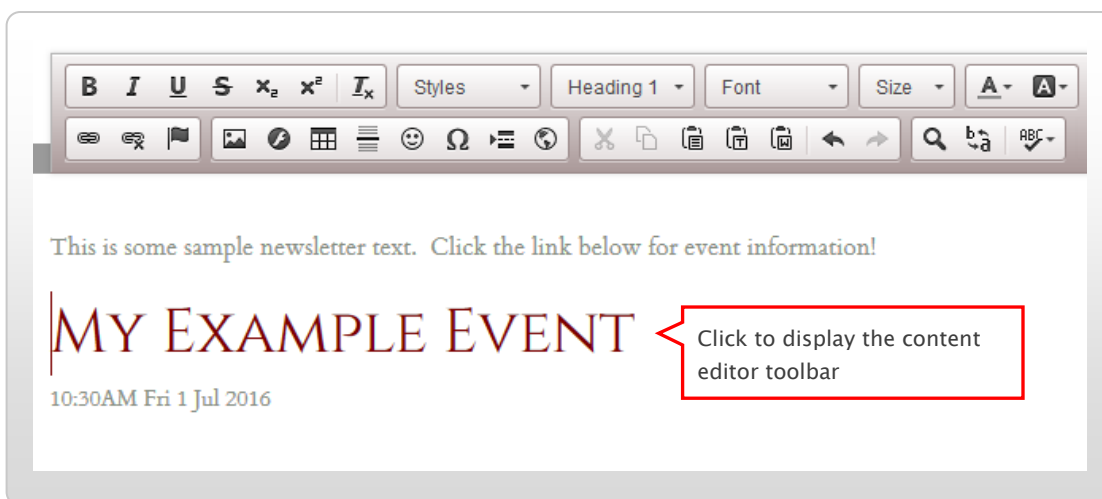
Your link appears in the position you specified; note that scheduled **date and time** of your event also appear below its name in your newsletter's text:



9. If desired, you can update your link's formatting and appearance using the **content editor toolbar**, as in steps 4 and 5 on the preceding pages. To begin editing, first close the toolbox by clicking the **arrow-up button**  within its menu tray:



10. Next, click anywhere within the text of your link to display the content editor toolbar:

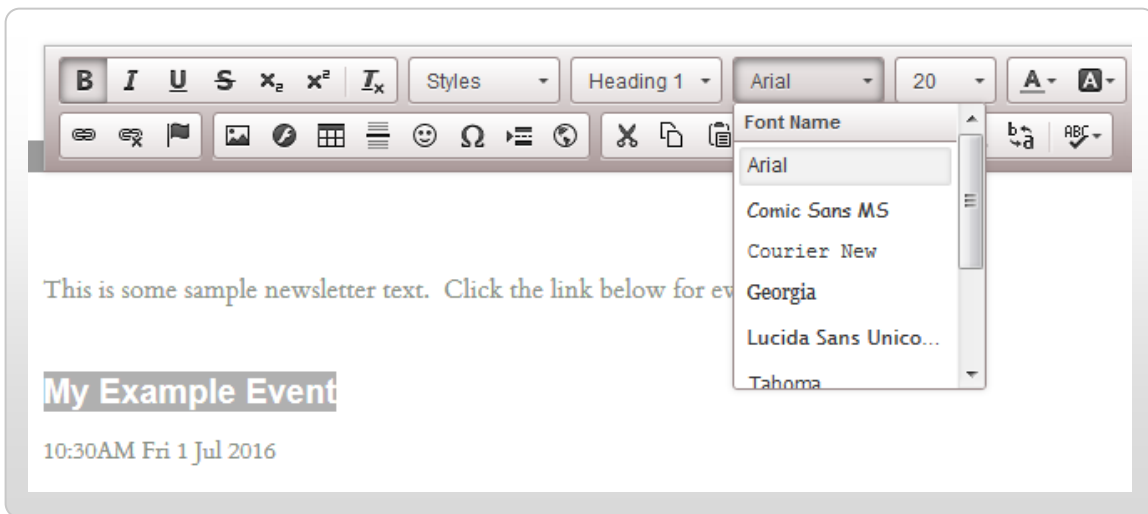


Select the text of your link, and use the options in the toolbar to update its format as needed; for example, you can change the font size, style, and color of your link (see next page).

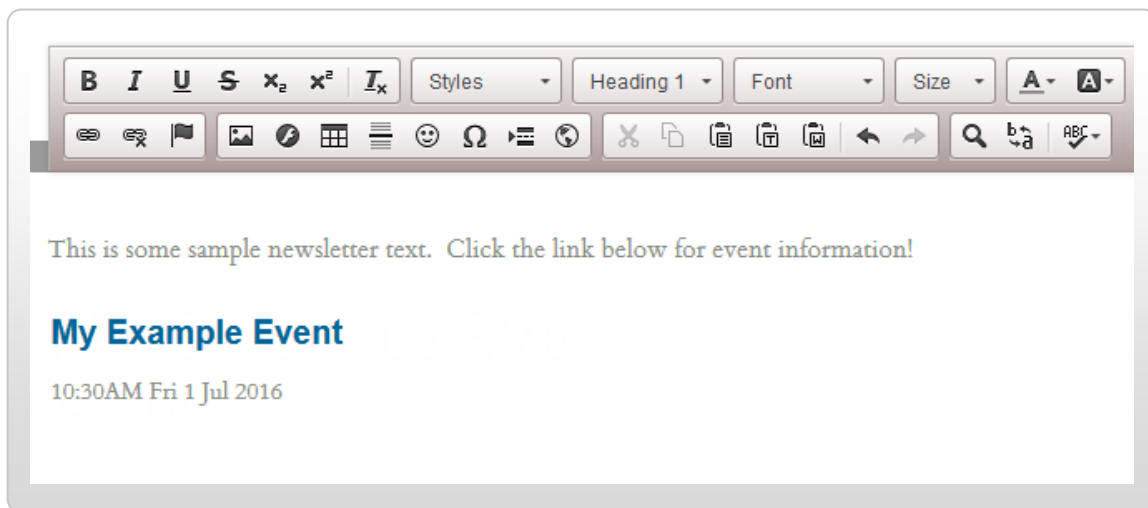


Note: You don't need to manually add a web page destination for your link; the web address of the site that will open when a user clicks the link is pre-set in the toolbox.

Use the content editor toolbar to format your link text as desired:




Your updates are applied to the specified text:



Your link is now set within the main content area of your newsletter—when your newsletter is distributed, users will be able to access the page for this event by clicking the link.

11. If desired, you can also add **images** to your newsletter—to insert an image, you can:

- **drag and drop** the image from the **toolbox** into your article's main content area; or
- use the "Insert image" button  from the content editor toolbar shown above.


For a detailed discussion of each of these methods, including visual examples and screen shots, please see the "Add an Image to an eNewsletter" section of the separate [Working with Images](#) training guide.

12. *NEW FEATURE*

13. If needed, you can use the **Mail Merge Dictionary** at the bottom of the editor screen to insert **smart tags** into your newsletter—smart tags are text variables that will auto-populate with user information once your newsletter is sent:

Mail-Merge Dictionary		
<i>Use these smart tags to make your eNewsletter more effective. The system will automatically fill in the correct value for each user when the eNewsletter is sent.</i>		
[first_name]	User's first name	John
[last_name]	User's last name	Smith
[salutation]	User's salutation	Mr.
[home_address]	User's home contact info	123 Streetville Ct., Beverly Hills, CA 90210
[work_address]	User's work contact info	123 Streetville Hwy., 2nd Floor, Beverly Hills, CA 90210
[tel_info]	User's phone number info	Home: (310)555-1212; Work: (310)555-1212 x122; Cell: (310)555-1213

For example, if you paste the smart tag “[first_name]” into your newsletter, this text will be replaced with the recipient’s actual first name when the newsletter is distributed:



HARVARD CLUBS & SIGS Officers Lounge

Dear [first_name],

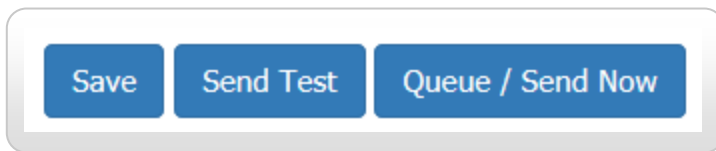
The smart tag “[first_name]” will be replaced with the recipient’s actual first name once the newsletter is sent.


Lorem ipsum dolor sit amet, consetetur sadipscid elitr, sed diam nonumy ultricies, pede mauris scelerisque augue, vitae sodales libero libero eu diam. In hac habitasse platea dictumst. Sed dui. Aliquam auctor. Proin et nibh. Donec condimentum lobortis dolor. Quisque urna ipsum, tempus quis, convallis id, tincidunt ut, risus. Nunc bibendum, mauris sit amet nonummy ultricies, pede mauris scelerisque augue, vitae sodales libero libero eu diam.

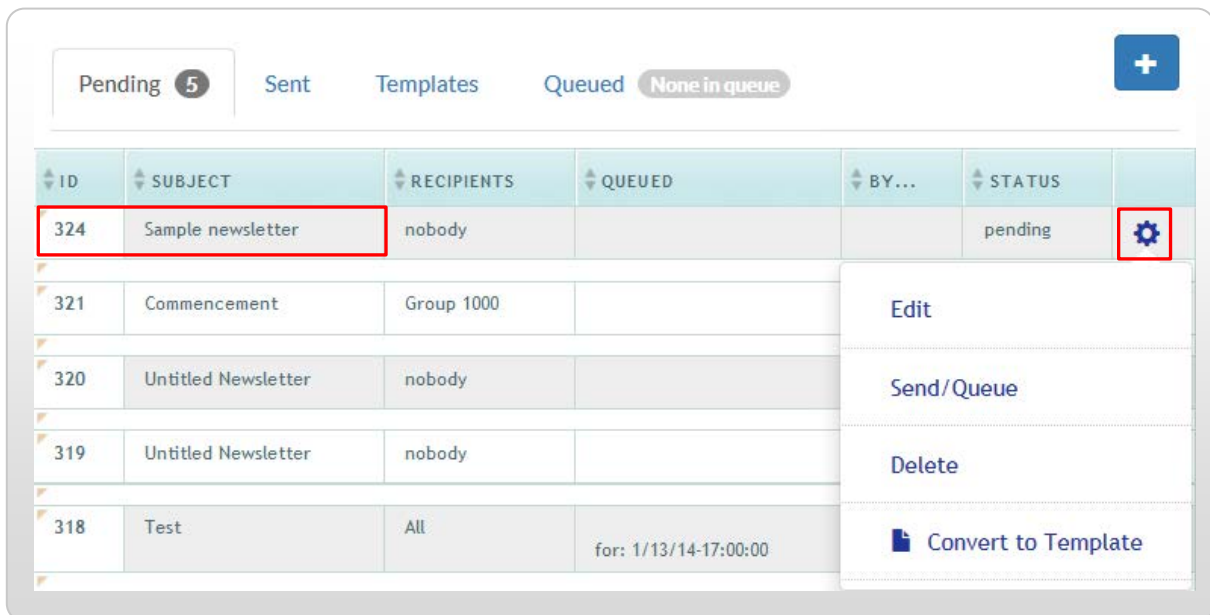


Note: if you include the [password] smart tag, your newsletter will only be sent to users who have not changed their default, system-generated password. In addition, those who use Single Sign On (Enterprise Clients only) to log into your site will not receive a newsletter if this smart tag is present.

14. Once you have finished creating content for your newsletter, you can save it, send a test version, or queue and send it immediately to your selected recipient list:



If you elect to **save** your newsletter, you can re-access it later by returning to the eNewsletter repository screen (see step 1 on page 1). From here, you can edit, send, or delete the newsletter by clicking the gear icon  to the right of its name:

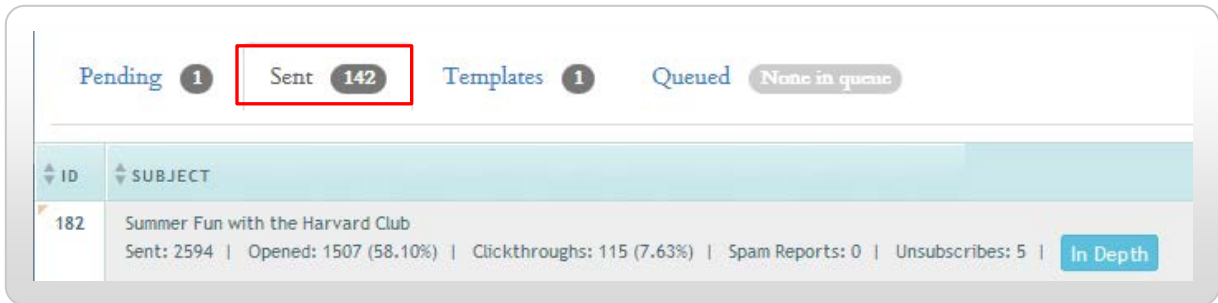


Selecting “**Send Test**” sends a test version of your newsletter to all users with access to newsletter editing capabilities, and also returns you to the repository screen shown above. If a user with editing privileges doesn’t receive the newsletter, check his/her profile to verify that he/she has opted to receive emails from your site.

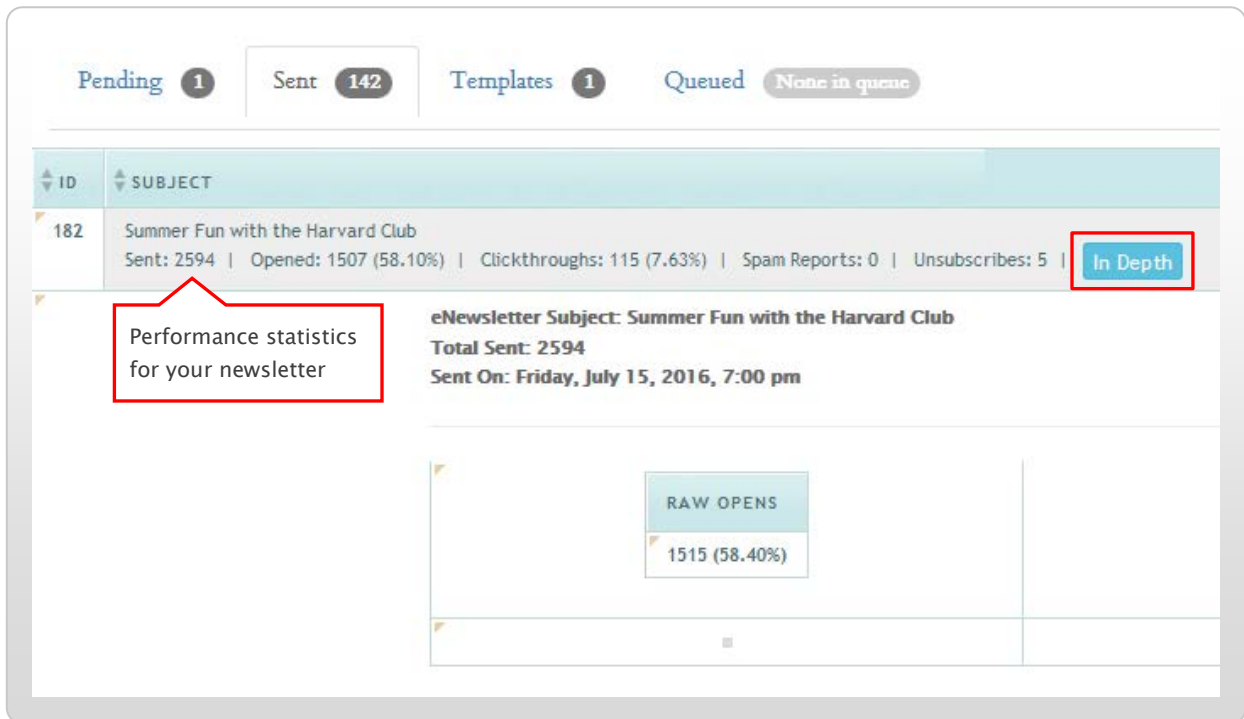


If the “**Queue/Send Now**” button is not accessible and appears to be “grayed out,” ensure that your “webmaster@” email address has been validated by the Webmaster and AlumniMagnet mailbot (this address needs to be re-verified every 6 months). Once the AlumniMagnet mailbot confirms receipt of the validation email, you will be able to send your newsletter.

15. When ready, click “**Queue/Send Now**”—if prompted by the system, confirm that the newsletter should be sent. **Important:** after the newsletter is distributed, it cannot be recalled! Once sent, you can view analytics about your newsletter (e.g., the number of users who have opened and viewed it, etc.) by clicking the “**Sent**” tab in the eNewsletter repository:



Data related to your newsletter’s usage appears below its subject line in the repository—to view a detailed performance summary for your newsletter, click the “**In Depth**” button.



Important: although the “**Schedule Send**” option on the eNewsletter editor screen allows you to select a specific distribution date for your newsletter, using this tool is not recommended. Due to time zone variability, **Schedule Send** will not release your newsletter at the exact time selected, and may delay distribution by 6 hours or more.



Questions on this guide? Please post any questions to [Support Tracker](#) and the AlumniMagnet team will respond as soon as possible.