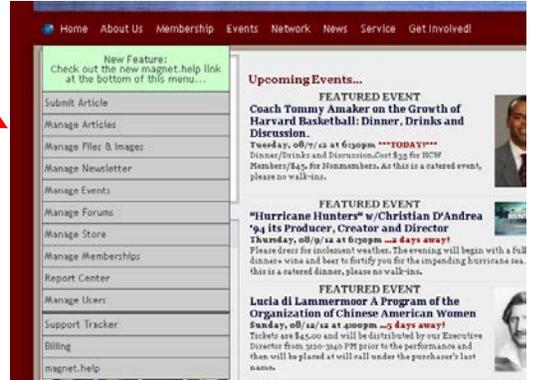




How to send an eNewsletter

1. Click “Manage Newsletters” from the admin menu.

2. The screen that appears will show all newsletters previously sent and in progress. To send a new email, select “New Newsletter”.



Newsletter Administration Tool...

ID	Subject	Recipients	Queued	By...	Status	Action
225	Untitled Newsletter	All			pending	Edit Send Delete
224	Untitled Newsletter	All			pending	Edit Send Delete
223	Untitled Newsletter	All			pending	Edit Send Delete
222	Untitled Newsletter	All			pending	Edit Send Delete
221	Untitled Newsletter	All			pending	Edit Send Delete
220	Untitled Newsletter	All			pending	Edit Send Delete
219	Untitled Newsletter	All			pending	Edit Send Delete
218	Untitled Newsletter	All			pending	Edit Send Delete
217	Untitled Newsletter	All			pending	Edit Send Delete
195	Join the Harvard Club on Facebook!	All			pending	Edit Send Delete
215	Join us on Thurs for Hurricane Hunters w/full dinner @ 3:00 on Din for Lucia at Strathmore +++ Sent: 1:66 Opened: 379 (32.50%) Clickthrough: 86 (22.69%) Spam Reports: 0 Unsubscribed: 0 Go Detail	CurMem	8/7/12-08:41:05	Garen	sent	View Duplicate Delete
229	Please join us for our featured events and throughout August for: Sent: 1:08 Opened: 429 (25.28%) Clickthrough: 765 (17.82%) Spam Reports: 0 Unsubscribed: 0 Go Detail	All	8/2/12-15:09:12	Garen	sent	View Duplicate Delete

3. From the “New Newsletters” page, you will see the “Preview eNewsletter” view.



Edit eNewsletter...

Click the button at the bottom to save changes to this newsletter.

Recipient List: All Who Opted In

Newsletter Subject
(This will be the subject of the email. Under 60 characters recommended.)
[Untitled Newsletter]
Hint: No html tags, 100 character max.

Newsletter Header
IMPORTANT: While copying and pasting from Microsoft Word is possible, we STRONGLY ADVISE AGAINST IT.
Reason: MS Word embeds unnecessary tags in the rich-text it creates which cause unpredictable formatting, undesirable artifacts, and multiple alignment problems in the HTML result.

Dear FIRSTNAMEHERE,

4. Scroll down to the “Edit eNewsletter” section to select a “Recipient List” and create your newsletter.

The “Recipient List” includes some pre-created groups as well as the groups you have created:

- *All Who Opted In: Every record in the node.*
- *Current Members: Current, paid members.*
- *Expired Members: Expiration dates before today.*
- *Never Been a Member: Users with no membership data.*
- *Non Member (Expired + Never Been).*
- *Admins: All administrators on the site.*
- *Additional Groups created within the node.*

5. Create your email in the “Newsletter Header” section.

If you are sending a notice about an event, you do not need to recreate the event notice within the newsletter. In the “Included Articles” field you can either put in the article numbers separated by a comma or select from the dropdown list of the last 50 edited articles. (You can include any article that you have created).



Include Article Helper: Shows last 50 Articles to be edited...

- Ivy Tennis Event at the Four Seasons Tennis Club
- The Book Club Selection is The Sojourn by Andrew Krivak
- Tour of Inventing a better Mousetrap: Patent Models from the Rothschild Collection
- 19th annual tour of the Bally Eluff Battlefield and 15th anniversary of The Harvard Regim
- September Ivy Singles Event at the American Foreign Service Association
- A Women's Event, Oct. 5-7, 2012 in Historic Easton MD
- 2012 Public Service Award Luncheon Honoring Al Kamen
- Tour of Dutch group: Portraits and the Willem Van Aelst still life show w/Dr. Danker
- Ivy Singles Event at Cafe Citron
- The Constitution and the War of 1812 at the National Archives FREE
- "Hurricane Hunters" w/Christian D'Andrea '94 its Producer, Creator and Director
- 300 performance of The Dining Room at the NCDA FREE
- Dinner and Discussion w/Architect Travis Price in his Spectacular Stunning Suspended Home in NW DC
- Drinks, Dinner, Discussion w/Rebecca Harrington '08 author of Penelope
- Matinee performance of In spite of Love by Agustin Moreto
- Ramon Saldana Concert Celebrating Hispanic Heritage Month FREE
- Tour of Anderson House FREE when the museum is closed to the public
- 40 under 40 tour of the Renwick FREE
- Beau Soir Ensemble in Concert at Anderson House FREE
- Include Article Helper: Shows last 50 Articles to be edited...

Hint: Simply enter article ids separated by commas in the order you would like them to appear. Example: 123,137,122,142

Newsletter Footer (optional)
IMPORTANT: While copying and pasting from Microsoft Word is possible, we **STRONGLY ADVISE AGAINST IT**. Reason: MS Word embeds unnecessary tags in the rich-text it creates which cause unpredictable formatting, undesirable artifacts, and multiple alignment problems in the HTML result.

6. There are also some dynamic merge fields that you can include in your newsletter (scroll to the bottom of the page). Do not use the password merge field. This field is will not assist with password retrieval for their alumni.harvard account. This merge field will cause the email to be flagged as spam.

2. Your eNewsletter will go out as soon as possible after it has been queued and Server Time has reached the designated timestamp.
 3. Finally, you still need to go to Manage Newsletters and click on the "Send/Queue" action in order to trigger the broadcast.

Send text > Preview/Save Newsletter >

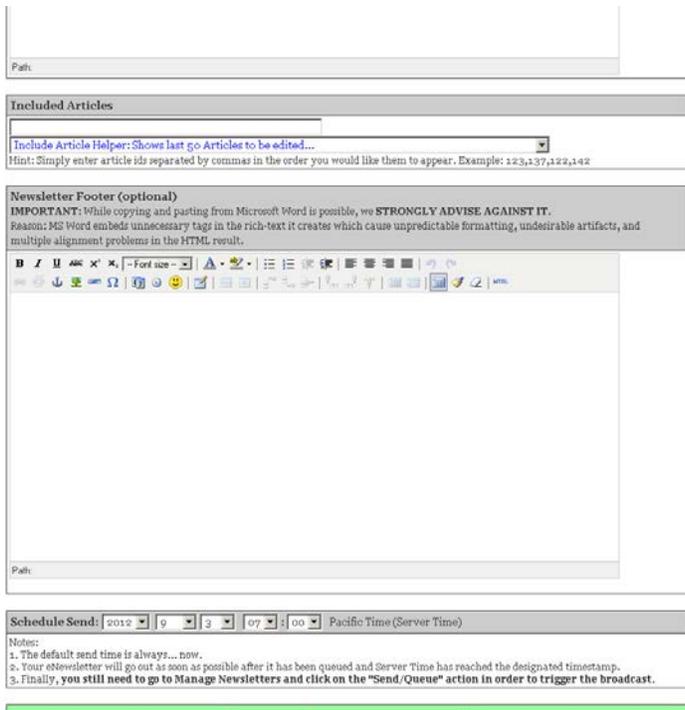
Mail-Merge Dictionary

Hint: 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:

[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; Cell: (310)555-1212
[membership_level]	User's current membership name	Regular 1-year Membership
[membership_exp]	Expiration date of membership	March 17, 2009
[email]	User's primary email address	michael.veston@email.com
[password]	User's system-generated temporary password*	wiehgkmbj5t

* Note: when using the [password] smart tag, emails will only be sent to folks whose system-generated temporary password has never been changed. In addition, users signing in via Single Sign On (Enterprise Clients only) will not be included since their passwords are handled by the Enterprise Licensees.

7. You can also include a footer if you would like text to go below the article thumbnails. Note: There is also standard required footer for all emails that has been customized by the HAA. If you need to change the mailing address in the standard footer, please let us know through the Support Tracker.



Path:

Included Articles

Include Article Helper: Shows last 50 Articles to be edited...

Hint: Simply enter article ids separated by commas in the order you would like them to appear. Example: 123,137,122,142

Newsletter Footer (optional)
IMPORTANT: While copying and pasting from Microsoft Word is possible, we **STRONGLY ADVISE AGAINST IT**. Reason: MS Word embeds unnecessary tags in the rich-text it creates which cause unpredictable formatting, undesirable artifacts, and multiple alignment problems in the HTML result.

Path:

Schedule Send: 2012 | 9 | 3 | 07 : 00 Pacific Time (Server Time)

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 Server Time has reached the designated timestamp.
 3. Finally, you still need to go to Manage Newsletters and click on the "Send/Queue" action in order to trigger the broadcast.

Now that the email is finished – you have two choices from the edit screen:



#1: **Send a test:** the test email will be sent to everyone with “Manage Newsletters” privileges.

The link will also return you to the “Manage Newsletters” page. If someone with “Manage Newsletters” permission doesn’t receive the newsletter – check their profile to make sure they are opted in to receive eNewsletters.

#2: **Preview/Save Newsletter:** This displays the created email at the top of the page in the “Preview eNewsletter...” section. If the preview looks OK, click “Manage Newsletters” to go back to the list of created and sent newsletters



8. From the “Manage Newsletters” page, you can either go back to *edit* the newsletter, *send* the newsletter or *delete* the newsletter.

9. **When you are ready – click “send.”**

You will get one last warning to review the newsletter before it is actually sent. Once the email is sent – it cannot be recalled.

Almost immediately the system will start to collect some email stats. After a day or two you will have a complete report on open rates. To view the details, click “in depth”.

ID	Subject	Recipients	Queued	By...	Status	Action
233	Untitled Newsletter	All			pending	Edit Send Delete
231	Untitled Newsletter	All			pending	Edit Send Delete
230	Untitled Newsletter	All			pending	Edit Send Delete
225	Untitled Newsletter	All			pending	Edit Send Delete
224	Untitled Newsletter	All			pending	Edit Send Delete
223	Untitled Newsletter	All			pending	Edit Send Delete
222	Untitled Newsletter	All			pending	Edit Send Delete
221	Untitled Newsletter	All			pending	Edit Send Delete
220	Untitled Newsletter	All			pending	Edit Send Delete
219	Untitled Newsletter	All			pending	Edit Send Delete
175	Join the Harvard Club on Facebook	All			pending	Edit Send Delete
218	Believe it or not, the September Happy Hour is tomorrow Sent: 1172 Opened: 599 (51.11%) Clickthrough: 150 (12.71%) Spam Reports: 0 Unsubscribed: 0 In Depth	CurMem	9/10/10-1903744	Carzen	sent	View Duplicate Delete
217	Thanks, anyone? Or are the Book Club and Happy Hour more to your liking? Sent: 1175 Opened: 653 (55.57%) Clickthrough: 111 (17.00%) Spam Reports: 0 Unsubscribed: 0 In Depth	CurMem	8/23/10-0923297	Carzen	sent	View Duplicate Delete
216	Escape the heat and rain and join us for Lucia at Strathmore on Sun. at 4:00 Sent: 1162 Opened: 590 (50.77%) Clickthrough: 45 (7.63%) Spam Reports: 0 Unsubscribed: 0 In Depth	CurMem	8/10/10-13049312	Carzen	sent	View Duplicate Delete
215	Join us on Thurs for Hurricane Hunters w/Pull dinner @ at 2:00 on Sun for Lucia at Strathmore *** Sent: 1160 Opened: 664 (56.95%) Clickthrough: 137 (10.43%) Spam Reports: 0 Unsubscribed: 0 In Depth	CurMem	8/10/10-08141205	Carzen	sent	View Duplicate Delete

10. If you decide to use the “schedule send” option from the “edit newsletter” page, please note that the email will not be sent at the exact time that you select. The scheduled time is server time (Pacific Time) and the email will be sent out in a queue with all other emails being sent by other AlumniMagnet clients. This can sometimes take 6 hours or more. We suggest not using the “scheduled send” option.

11. If the “send” option is grayed out and cannot be selected, check and make sure that your `webmaster@` address has been verified by the Webmaster and AlumniMagnet mailbot. It needs to be re-verified every 6 months. Once the AlumniMagnet mailbot verifies that they received the verification email, you will be all set to send your email.