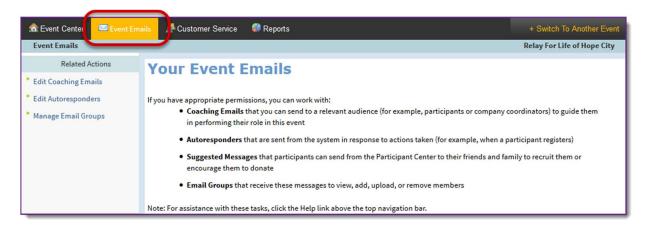
# Chapter 5: Event Emails

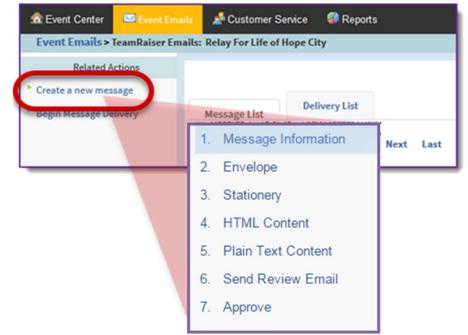
- <u>Create and Customize a local email</u>
- <u>Copy a National Email Template to Customize</u>
- <u>Customize your newly copied email message</u>
- Insert Documents and Photos
  - o Create a link to a document
- Insert an image
- Send your local email
  - o Send an Engagement Email to Current Event Participants
  - o Send a Recruitment Email to Prior Event Participants
- <u>Review sent and scheduled messages</u>

# **Create and Customize a New Email**

1. From the EMC, click **Event Emails**.



- 2. Under Related Actions, select Edit Coaching Emails.
- 3. Click **Create a new message** from the Related Actions (left hand side of the page).
- 4. A **Process Navigator** is displayed on the left to guide you through the 7 step process of customizing your local email message.



- a. **Step 1 Message Information**: Specify the following information for internal identification of your message. Your recipients will not see this information. *(screen shot on following page)* 
  - i. **Message Name**: Enter a message name that will help uniquely identify the email when browsing the messages list of the Event EMC. This field is required.
  - ii. **Description**: Enter a brief statement about the email purpose. This field is not required.
  - iii. **Select the message type**: If you wish to group similar messages together for organizational or reporting purposes, select a type of message from the drop down menu. This field is not required.
  - iv. Duplicate Suppression: Always leave duplication suppression marked as Yes.
  - v. Click Next.

🙃 Event Center 📴 Event Email	Customer Service 🚳 Reports <u>+ Switch To Another Event</u>
Event Emails > TeamRaiser	Emails: RFL CY15 EC PA Hope City": Messages > Create a new message
1. Message Information	* 1. Message Name:
2. Envelope	Enter a label to identify the message purpose in lists. This name appears internally to administrators.
3. Stationery	Relay For Life Welcome Message
4. HTML Content	2. Description:
5. Plain Text Content	Enter a phrase or statement to distinguish this message from others in lists. This description appears internally to administrators and
6. Send Review Email	
7. Approve	
	<ul> <li>3. Type:</li> <li>Select an existing message type or create a new one to group this message with similar ones. This type appears internally to admin <ul> <li>Email Messages</li> <li>Enter a new value</li> </ul> </li> <li>4. Duplicate Suppression: <ul> <li>Send this message to the recently registered constituent if multiple constituents with the same first name, last name, and email address are detected in the target audience groups.</li> <li>Yes</li> <li>No</li> </ul> </li> <li>Next or Cancel</li> </ul>

b. Step 2 – Envelope: Specify the following information.



- i. Enter the sender's name: Enter who the email is "from."
- ii. **Enter the sender's email address**: Enter the return email address to which the recipient can send reply emails. This must be an actual email address so questions will be delivered to the proper support.
- iii. **Enter the subject line of this message**: Enter the phrase that you want recipients to see as the email subject. Keep subject lines short and sweet!
- iv. Click Next.

- c. Step 3 Stationery: The stationary has already been selected for you. click Next.
- d. Step 4 HTML Content: Use the WYSIWYG toolbar to create the content of your email.

🔊 Event Center 🔤 Event Emails	📌 Customer Service	Reports	+ Switch To Another Event
Event Emails > TeamRaiser Em	ails: RFL CY15 EC I	PA Hope City*: Messages > Relay For Life Welcome Message	Relay For Life of Hope City
1 Message Information	Message Content:         Enter and format your         English       Spanish         B       Z       U       X       Q	message content in the editor window. Save the content before you can pre	view the message.
	Next Save or Pre	view or <u>undo changes</u> or <u>cancel</u>	

- i. Click the **Preview** button to review the message layout and to check for typos and test links.
- ii. Once you have previewed and saved your message, click Next.
- e. Step 5 Plain Text Content: Click the Convert to Plain Text button to update the message you wrote in HTML content into Plain Text formatting. All HTML code (like font changes and images) will be removed but link-specific code will remain. You do not have to edit this coding

1. Plain Text Content Conversion:
Click the button to remove HTML formatting in the message content and create the plain text formatted version.
Convert to Flam Text

- i. Determine if any changes need to be made to the Plain Text formatting. Some things to look for are inconsistent spacing and placement of hyperlinks. When converting HTML content to plain text, hyperlinks will be moved to the end of a paragraph. Adjust your text as necessary. For example, you may choose to insert something like "Use the link below..." if you have embedded a link behind some text.
- ii. Click the **Preview** button to review the message layout and to check for typos and test links.
- iii. Once you have previewed and saved your message, click Next.
- f. Step 6 Send Review Email: Send a test message to yourself or another person to proof read.
- g. Step 7 Approve: Click Approve to identify this message as ready to send.

🔊 Event Center 🔤 Event	Emails 🎤 Customer Service 🛛 🦚 Reports	+ Switch To Another Event
Event Emails > TeamRa	aiser Emails: RFL CY15 EC PA Hope City*: Messages > Relay For Life Welcome Message	Relay For Life of Hope City
1. Message Information	1. Message Approval:	
2. Envelope	If the message content is complete, reviewed, and ready for delivery scheduling, click Approve. If you are waiting fo	r test/review results or need to work on
3. Stationery	it, click Finish to leave this message in the Draft state. Click Next to leave the message in the Draft state and create	a variant of it to use in an A/B
4. HTML Content	Арргоче	
5. Plain Text Content		
6. Send Review Email	Finish or Cancel	
7. Approve		

h. Click Finish.

i. After approving the email for delivery, you'll be returned to the **Message List**.

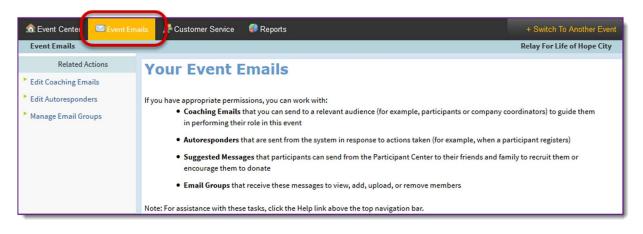
Relay For Life Welcome Message	Copy Delete Archive Preview Return to Draft Begin Delivery	Approved (never sent)	Email Messages	No Tentative Schedule	Dec 2, 2014 1:37:09 PM by Amy Delozier
--------------------------------	---	--------------------------	-------------------	-----------------------	---

- i. **Copy**: Copy the format of your message to create a new email with the same look and feel.
- ii. **Delete** or **Archive**: Deleting and/or archiving an email will provide you an opportunity to manage the list of emails as they appear in the EMC.
- iii. **Preview**: Preview the message in HTML and Plain text by clicking the Preview link.
- iv. **Return to Draft**: Once an email has been approved, you can no longer edit it. Unless you move it back to a draft.
- v. **Begin Delivery**: Choose Begin Delivery to begin the process of sending your message to the proper recipients. <u>More information about sending an email can be found later in this chapter.</u>

# **Copy a National Email Template to Customize**

There are a variety of pre-written email templates available to you in your Coaching Email Center. You can send 'as is' or modify and add custom content. The email template must be copied and approved before you can send it.

1. From the EMC, click **Event Emails**.



- 2. Under Related Actions, select Edit Coaching Emails.
- 3. A list of all available email messages will display.

🙃 Event Center 🛛 🖾 Even	tEmails 📓 Customer Service 🛛 🚳 Reports					<u>+ S</u>	witch To Another Eve
Event Emails > TeamRa	iser Emails: Relay For Life of Hope City : Messages					Rela	y For Life of Hope City
Related Actions           © Create a new message           > Begin Message Delivery	Message List         Delivery List           Records 1 - 10 of 37         Eirst   Previous   Next   Last           Search         Search	ch Show	All		F	Page 1 of To Page	
	Message 🗘	Action	Status	Туре 🗘	Tentative Sche	dule 🗘	Last Modified 🗘
	Engagement \$24 in 24 Hour Challenge Email - 01 Announcement Send at least 1 day prior to challenge start date to all currently registered participants.	Copy Preview	Draft	Challenge	No Tentative Sched	lule	Oct 14, 2014 3:28:11 PM by Paige McKinnon
	Engagement \$24 in 24 Hour Challenge Email - 02 Kickoff Send the day the challenge begins to all currently registered participants.	Copy Preview	Draft	Challenge	No Tentative Scheo	lule	Nov 18, 2014 11:19:12 AM by Paige McKinnon
	Engagement \$24 in 24 Hour Challenge Email - 03 Midway Send park way through the challenge to all currently registered participants. We recommend executing the email with 4-12 hours left in the challenge.	Copy Preview	Draft	Challenge	No Tentative Sched	lule	Oct 14, 2014 3:38:34 PM by Paige McKinnon
	Engagement \$24 in 24 Hour Challenge Email - 04 Winners Send at the conclusion of the challenge to all currently registered participants.	Copy Preview	Draft	Challenge	No Tentative Scheo	lule	Oct 14, 2014 3:44:13 PM by Paige McKinnon

4. Find the email you wish to send in the list, and click **Copy** next to the message name.

Message 🗘	Action	Status	Туре 🗘	Tentative Schedule 🗘	Last Modified 🗘
Engagement Email 1a - Early Registration Engagement email template. Send to current participants who registered early to encourage them not to wait time in team building and fundraising	Copy Preview	Draft	Engagement	No Tentative Schedule	Sep 29, 2014 8:38:04 PM by Paige McKinnon

5. Confirm your copy, and complete the action by clicking the green **Copy Message** button.

iser Emails: Messages > Engagement Email 1a Early Registration	Relay For Life of Hope City
* 1. Message Name: Uniquely identifies this message in the Message List Engagement Email 1a - Early Registration	
2. Message Purpose: Identifies the purpose of this message	
Engagement email template. Send to current participants who registered early to encourage them not to wait time in team building and fundraising	
2     Commitment and you warm has reate a copy of the selected message and any variants that were created	
Copy Message	
	Uniquely identifies this message in the Message List Engagement Email 1a - Early Registration   C Message Purpose: Identifies the purpose of this message Ingagement email template. Send to current participants who registered early to encourage them not to wait time in team building and fundraising   C Perform Copy: Commune treat a copy of the selected message and any variants that were created

6. Once your message has been copied, a new version will be available for editing.

Message 🗘	Action	Status	Type 🗘 1	Fentative Schedule 🌻	Last Modified
Engagement Email 1a - Early Registration Engagement email template. Send to current participants who registered early to encourage them not to wait time in team building and fundraising	Copy Preview	Draft	Engagement N	o Tentative Schedule	Sep 29, 2014 8:38:04 PM by Paige McKinnon
Engagement Email 1a - Early Registration	Edit	Draft	Engagement N	o Tentative Schedule	Jan 15, 2015
Engagement email template. Send to current participants who registered early to encourage them not to wait time in team	Сору				11:44:19 AM by Amy Delozier
building and fundraising	Delete				
	Archive				
	Preview				

## Customize your newly copied message

- 1. Find your newly copied email message in the list and click Edit next to the message name.
- 2. A **Process Navigator** is displayed on the left to guide you through the 7 step process of customizing your local email message.
  - a. Step 1 Message Information: Do not change. The email templates were all created with a specific naming convention, to allow for reporting on the success of the campaign.
     Click Next
    - i. Click **Next**.
  - b. Step 2 Envelope: Specify the following information:
    - i. Enter the sender's name: Enter who the email is "from."
    - ii. **Enter the sender's email address**: Enter the return email address to which the recipient can send reply emails. This must be an actual email address so questions will be delivered to the proper support.
    - iii. **Enter the subject line of this message**: The email templates already contain Subject Lines that match the email content. You can leave 'as is' or updated with your own.
    - iv. Click Next.



- c. **Step 3 Stationery:** Select a stationary which will give each email a look or theme. After selecting your stationary, click **Next**.
- d. Step 4 HTML Content: Use the WYSIWYG to add custom content to the email message.

1. Message Information	🙀 * 1. Message Content:
2. Envelope	Enter and format your message content in the editor window. Save the content before you can preview the message.
3. Stationery	English Spanish
4. HTML Content	B Z Y X N N N N N N N N N N N N N N N N N N
5. Plain Text Content	🗭 📄 🔄 📑 🔩 🔿 👎 📰 📰 📑 Format 🔹 Font family 🔹 Font size 🔹 🤱 if if if if.
6. Send Review Email	
7. Approve	Dear [[S1:first_name]],
	You have signed up early for the [[S47:66330:fr_info:1:event_title]] and showed that you are committed to fighting cancer everyday - and not just when we gather on [[S47:66330:fr_info:1:event_date]]. Thank you for your early registration and being a leader in our community.
	While our [[\$47:66330:fr_info:1:event_title]] is still [x] months away, you've shown that it's never too early to get started. Keep up the momentum of registering online with some extra cancer-fighting fundraising work with your team!
	Aim to join the Hope Club before the end of the year! The Hope Club is a nationwide army of Relay For Life participants that have raised the suggested minimum of \$100 and have earned their Relay For Life event t-shirts! Why wait to try and fulfill your Path:
	rau:
	Next Save or <u>Preview</u> or <u>Undo</u> Changes or <u>Cancel</u>

If you have any questions, please open an event support case

- i. Click **Save** often, so as not to lose your edits.
- ii. Click the **Preview** button to review the message layout and to check for typos and test links.
- iii. Once you have previewed and saved your message, click Next.
- e. **Step 5 Plain Text Content**: Click the **Convert to Plain Text** button to update the message you wrote in HTML content into Plain Text formatting. All HTML code (like font changes and images) will be removed but link-specific code will remain. You do not have to edit this coding



- i. Determine if any changes need to be made to the Plain Text formatting. Some things to look for are inconsistent spacing and placement of hyperlinks. When converting HTML content to plain text, hyperlinks will be moved to the end of a paragraph. Adjust your text as necessary. For example, you may choose to insert something like "Use the link below..." if you have embedded a link behind some text.
- ii. Click the **Preview** button to review the message layout and to check for typos and test links.
- iii. Once you have previewed and saved your message, click Next.
- f. Step 6 Send Review Email: Send a test message to yourself or another person to proof read.
- g. Step 7 Approve: Click Approve to identify this message as ready to send.



h. Click Finish.

Engagement Email 1a - Early Registration Engagement email template. Send to current participants who registered early to encourage them not to wait time in team building and fundraising	Copy Delete Archive Preview Return to Draft Begin Delivery	Approved (never sent)	Engagement No Tentative Schedule	Jan 15, 2015 11:55:05 AM by Amy Delozier
--	---	-----------------------------	----------------------------------	--

- i. After approving the email for delivery, you'll be returned to the **Message List**.
  - i. **Copy**: Copy the format of your message to create a new email with the same look and feel.
  - ii. **Delete** or **Archive**: Deleting and/or archiving an email will provide you an opportunity to manage the list of emails as they appear in the Event Manager Center.
  - iii. **Preview**: Preview the message in HTML and Plain text by clicking the Preview link.
  - iv. **Return to Draft**: Once an event has been approved, you can no longer edit it. However, by returning the email to a Draft state, you can edit the content of the email.
  - v. **Begin Delivery**: Choose Begin Delivery to begin the process of sending your message to the proper recipients. <u>More information about sending an email can be found later in this chapter.</u>

#### If you have any questions, please open an event support case

## **Insert Documents and Photos**

You can add local photos and documents to your event emails. Reference <u>Appendix C: Manage Event Library</u> for instructions for adding images and documents to your Event Library.

#### Insert a Document Link into an Email

Note: Document must be uploaded into the Event Library before you can create a link.

- 1. From the EMC, select the **Event Emails**.
- 2. Under Related Actions, choose Edit Coaching Emails.



- 3. Follow the necessary steps to create and edit the email you wish to add the document to.
- 4. On step 4. HTML Content, create your desired link text by typing directly onto the email (i.e. View the flyer here).
- 5. Highlight the text you'd like to be a link, then click the Insert/Edit Link button from the WYSIWYG tool bar.

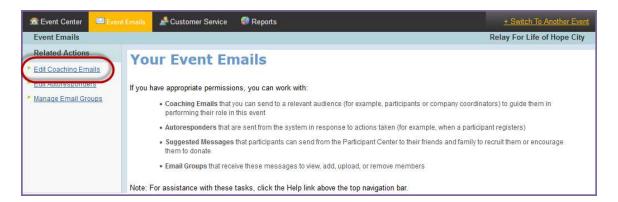
Enc	lish Spanish
B	/ 및   🔬 🌆 🌆   🤊 🕐   쮋 ②   三 三 三 三 三 三 準 律   🥺 ॐ ψ   💆 ─ 🔤   🗛 ▾ 🖄
	😑 💷   🚰 🛼 🔄   🖓 📷 🕂 +   🏭 🔠   Paragraph 🔹 Font family 🔹 Font size 🔹   🕹 if if
Rea	ching and exceeding your fundraising goal may seem like a daunting task. But we're here to cceed
and	have fun. Check out this fundraising flyer.
Here	are some surefire fundraising ideas!
	1. Raking For Relay: For a small donation, offer to do some garden or around the house work for your neighbors.
	2. Purple Lemonade Stand: Ask for \$1 donations for a glassful of refreshment. Make sure there's plenty of
	American Cancer Society Relay For Life signage at your booth so people know they're supporting a great
	cause and why the lemonade is purple.
	3. Car Wash: The tried and true car wash fundraiser lives on! Recruit your friends and family to host a car wash
	fundraiser. Find a place willing to offer you their space and then bring signs, buckets, sponges, towels, and
	soap. Advertise your car wash with flyers, ads on Craigslist, inserts in church bulletins, or by contacting your
Path	r p

- 6. From the link drop down menu at the bottom of that list, you'll find all the documents you have uploaded in your document library.
- 7. Change the **Target** to **Open link in a new window**.
- 8. Click Insert.
- 9. Once you save that email, the highlighted words will become a link to the document.

### Insert an Image into an Email

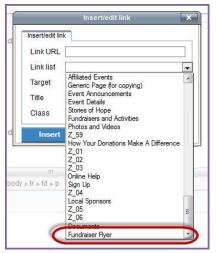
*Note:* Images must be uploaded into the Event Library before you can insert them.

- 1. From the EMC, select the **Event Emails**.
- 2. Under Related Actions, choose Edit Coaching Emails to find the email you wish to edit.



- 3. Follow the necessary steps to create and edit the email you wish to add the image to.
- 4. On step 4. HTML Content, place your curser at desired location in the email where you would like to add the picture.
  a. Choose the Insert/edit Image button from the WYSIWYG tool bar.

En	glish Spanish
в	/ 型   X 釉 逸 xác 髄 髄   り №   邈 2   三 三 三 汪 汪 津 津   ⇔ 炎 ↓   夏 ー 🔤   A • 🆄 •
	🐂 💷 📑 🔍 🚁 👫 🕂 🖞 🔚 📰 🛛 Paragraph 🔹 Font family 🔹 Font size 🔹 🕹 Insett/edit image
Rea	ching and exceeding your fundraising goal may seem like a daunting task. But we're here to help you succeed and have fun.
Her	e are some surefire fundraising ideas!
1	1. Raking For Relay: For a small donation, offer to do some garden or around the house work for your neighbors.
	2. Purple Lemonade Stand: Ask for \$1 donations for a glassful of refreshment. Make sure there's plenty of American Cancer Society
	Relay For Life signage at your booth so people know they're supporting a great cause and why the lemonade is purple.
	3. Car Wash: The tried and true car wash fundraiser lives on! Recruit your friends and family to host a car wash fundraiser. Find a
	place willing to offer you their space and then bring signs, buckets, sponges, towels, and soap. Advertise your car wash with flyer
	ads on Craigslist, inserts in church bulletins, or by contacting your local radio station or newspaper.
	4. {Insert your own favorite fundraisers}
-	5. And don't forget about all the great fundraising tools located in the My Relay dashboard.
Det	h: p



If you have any questions, please open an <u>event support case</u>

- b. From the Image List drop down menu, you'll find all the images you have uploaded in your image library.
- c. Select the image you wish to insert. Click Insert.
- d. The image will appear on the webpage. While still in the edit field, pull the corners of the image to resize the picture. Through the WYSIWYG features, position the image aligned center, right, or left as desired.
- e. Once you save that page, the image will appear on the website.

nsert/edit image	
Image URL	/images/cvupload/26/772/cv_6_6938999
Image list	Survivor photo V
Image description	Relay Photo
Alignment	Relay Photo Survivor photo
Dimensions	
Border	
Vertical space	
Horizontal space	

## Send your Local Message

After creating, customizing, and approving your local email, follow the necessary steps to see the message delivered to the appropriate individuals.

1. From the EMC select the **Event Emails**.



- 2. Under Related Actions, select Edit Coaching Emails.
- 3. Locate the customized and approved message you wish to send. Click Begin Delivery beside the email.

Engagement Email 1 - Three helpful tips	Сору	Approved (never	Engagement No Tentative Schedule	Dec 2, 2014 2:36:15 PM by Amy Delozier
Engagement email template, Send to current participants to encourage fundraising and team	Delete	sent)		T W Dy Any Delozier
building	Archive			
	Preview			
	Return to Draft Begin Delivery			

4. Select the **audience** to receive this email.

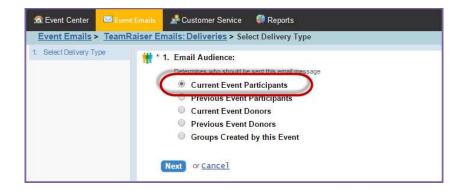
## Send an Engagement Email to Current Event Participants

An Engagement Email is used to 'engage' your currently registered participants.

1. Locate the customized and approved message you wish to send. Click Begin Delivery beside the email.

Engagement Email 1 - Three helpful tips	Сору	Approved	Engagement No Tentative Schedule	Dec 2, 2014 2:36:15
Engagement email template. Send to current participants to encourage fundraising and team	Delete	(never sent)		PM by Amy Delozie
building	Archive			
	Preview			
	Return to Draft	t		
	Begin Delivery			

- Select the audience to receive this email. When sending an Engagement Email Message, select Current Event Participants. (If you are sending a "Recruitment" email, <u>follow these step-by-step instructions</u>.)
  - Never select Current or Previous Event Donors for your email audience. Those contacts were 'recruited' by the family and friends they donated to, and we (ACS) cannot contact them. The participants should continue to maintain the relationship with donors.



- 3. Click Next.
- 4. Select Participation Types:
  - a. Highlight the group you wish to send the email to. Click the Add or Add All green buttons to select those groups.
  - b. To select multiple groups, hold **CTRL** as you select two or more groups.
  - c. Once all the appropriate groups have been added to the Your Selection box, click Next.

Event Emails > TeamR	aiser Emails: Deliveries > Select Participation Types		Relay For Life of Hope City
Select Delivery Type     Select Participation Types	* 1. Participation Types to Target With this Email Message: Select each Participation Type that has participants who should be sent this email message.		
3. Select Registration Filters			
4. Select Team Filters	All Selections		Your Selections - 10/
5. Review Delivery Details	RFL CY15 EC PA Hope City*/API Scannable Form RFL CY15 EC PA Hope City*/Caregiver walk Only (no fee) RFL CY15 EC PA Hope City*/Pay Registration by Credit Card RFL CY15 EC PA Hope City*/Placeholder 1 RFL CY15 EC PA Hope City*/Placeholder 2 RFL CY15 EC PA Hope City*/Placeholder 3 RFL CY15 EC PA Hope City*/Placeholder 4 RFL CY15 EC PA Hope City*/Yes, I want to sign up to fundrais	Add >> Add All >> << Remove << Remove All	RFL CY1S EC PA Hope City*/API Scannable Form RFL CY1S EC PA Hope City*/Caregiver walk only (no fee) RFL CY1S EC PA Hope City*/Pay Registration by Cash or Check RFL CY1S EC PA Hope City*/Pay Registration by Credit Card RFL CY1S EC PA Hope City*/Placeholder 1 RFL CY1S EC PA Hope City*/Placeholder 2 RFL CY1S EC PA Hope City*/Placeholder 3 RFL CY1S EC PA Hope City*/Placeholder 4 RFL CY1S EC PA Hope City*/Placeholder 4 RFL CY1S EC PA Hope City*/Placeholder 4 RFL CY1S EC PA Hope City*/Yes, I want to sign up to fundrais

5. Apply any optional filters on the recipient list. Filters allow you to narrow the email recipient list by a number of factors such as team captain status or registration date. See Appendix E for more information on the different filters

and how to use them!

- 6. Registration Filters:
  - a. No action is required in this step.
  - b. If you do wish to apply a registration filter, select from the available Registration Filter options:
    - i. **Previous Event Participation Filter:** Filter the currently registered participant recipients of the email to whether or not they participated in the past.
    - ii. **Online/Offline Registration Filter:** Allow the email to be sent to both online and offline registrants.
    - iii. Date Range: Choose to filter the email recipients based on when they registered.
  - c. Click Next
- 7. Team Filters:
  - a. No action is required in this step.
  - b. If you do wish to apply a team registration filter, select from the available Team Filter options:
    - i. **Team Membership Filter:** Identify if you wish to filter the currently registered participant email recipients by team captains, team members, or individual walkers.
    - ii. **Company Affiliation Filter:** Filter the email list further by the participants' corporate affiliation.
  - c. Click Next

**Tip:** if you wish to send a message to Team Captains Only (for example: meeting notices), make sure only the "Team captain" box is checked so that the message will be sent to Team Captains registered for your event.

Event Center	et Emails 🎤 Customer Service 🛛 🖗 Reports			+ Switch To Another Event	8.	Re	vie
Event Emails > Team	Raiser Emails: RFL CY15 EC PA Hope City*: Deliveries > Revi	ew Delivery Detai	ls	Relay For Life of Hope City	0.	ne	vic
1. Select Delivery Type	1. Delivery Details:					a.	C
2. Select Participation Types	Review the delivery details and use the Related Actions to o						
3. Select Registration Filters	number of projected recipients, use Calculate Audience. To List and click the Messages tab to locate the message and						a
4. Select Team Filters	Engagement Email 1 - Three helpful tips - "Duplicate Em			nano enanges.			n
5. Review Delivery Details	Schedule	an cappression i					
	Immediately (no schedule is set)					b.	Т
Related Actions	inititediately (no schedule is set)						
	Target Groups						a
Schedule     Manage Do Not Email Group	This message is targeted for the following audience groups:						1
THE MELLOW THE MUSIC MUSIC	Group	Last Rebuilt	Rebuild at Delivery			•	ь т
	RFL CY15 EC PA Hope City*/API Scannable Form	Group is not rebuildable	No			C.	I
	RFL CY15 EC PA Hope City*/Placeholder 3	Group is not rebuildable	No				
	RFL CY15 EC PA Hope City*/Yes, I want to sign up to fundraise online!	Group is not rebuildable	No		Afte		
	RFL CY15 EC PA Hope City*/Placeholder 1	Group is not rebuildable	No		be i	mm	nec
	RFL CY15 EC PA Hope City*/Caregiver Walk Only (no fee)	Group is not rebuildable	No	1	and	the	e e
	RFL CY15 EC PA Hope City*/Pay Registration by Cash or Check	Group is not rebuildable	No		(ski	o da	)w
	RFL CY15 EC PA Hope City*/Placeholder 2	Group is not rebuildable	No		ema	ail f	or
	RFL CY15 EC PA Hope City*/Survivor Lap Registration Only	Group is not rebuildable	No				
	RFL CY15 EC PA Hope City*/Placeholder 4	Group is not rebuildable	No				
	RFL CY15 EC PA Hope City*/Pay Registration by Credit Card	Group is not rebuildable	No				
	Help me with Rebuild at Delivery settings						
	Do Not Email Groups						
	This message will not be sent to anyone in the target audience Email groups:	who are members of	f the following Do Not				
	Group	Last Rebuilt	Rebuild at Delivery				
		Group is not rebuildable	No				
	Help me with Rebuild at Delivery settings						
	Filters Applied (About Email Filtering)						
	After applying the filter conditions, this message will be sent to t	he target audience r	nembers who:				
Sen	Idy to Send to Delivery Queue ti this email message to all of the members of the audience y werd a rulyer message are automatically excluded.			ot already received a copy. M	embers who	have al	ready
	end Immediately						
						-	-
	2. Ready to Send to Delivery Queue						
	Send this email message to all of the members of the audience you have received a given message are automatically excluded.	configured who have	not already received a co	opy. Members who have already			
	Send Immediately						
	cancel						

- 8. Review Delivery Details:
  - Confirm the target groups are the email addresses that you wish to send the message to.
  - b. The Unsubscribes or Opt Outs are automatically included in the **Do Not Mail** List.
  - c. The Final Step is to click Send Immediately.

After selecting Send Immediately, the message will be immediately delivered to the recipients' inboxes and the email process will have been completed. (skip down to d. if you would prefer to schedule your email for a future date/time)

- d. If you prefer to send the email at a later time, you can schedule the delivery of the message. Under Related Actions (left hand side of the page), click **Schedule**.
  - i. Select the **date** and **time** you would like the message to be sent. *Note:* All times are set to Central Standard Time.
  - ii. Click Finish.
  - iii. Finally, return to the email delivery page and click **Send At Scheduled Time**. This places the message in a gueue to be sent at scheduled date and time. This completes the email process.

**Related Actions** 

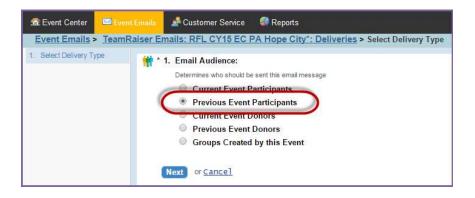
Schedule

## Send a Recruitment Email to Prior Event Participants

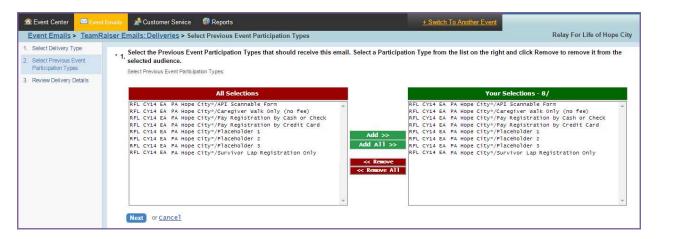
A Recruitment Email is used to 'recruit' your past participants and invite them back to your event for the current season.

Recruitment Email 1	Copy Delete Archive	Approved (never sent)	Recruitment No Tentative Schedule	Dec 2, 2014 3:18:30
Recruitment email template. Send to past participants and exclude current participants.				PM by Amy Delozier
partopants and exclude outent partopants.				
	Preview			
	Return to Draft Begin Delivery	)		

- 1. From the Message List tab, locate the customized and approved message you wish to send. Click **Begin Delivery** beside the email.
- 2. Select the **audience** who are to receive this email. When sending a Recruitment Email Message, select **Previous Event Participants**.
  - Never select Current or Previous Event Donors for your email audience. Those contacts were 'recruited' by the family and friends they donated to, and we (ACS) cannot contact them. The participants should continue to maintain the relationship with donors.



- 3. Click Next
- 4. Select Previous Event Participation Types:
  - a. Highlight the prior event participation types you wish to send the email to. Click the **Add** or **Add All** green buttons to select those groups.
  - b. To select multiple groups, hold CTRL as you select two or more groups.
  - c. Once all the appropriate groups have been added to the **Your Selection** box, click **Next**.



- 5. Review Delivery Details: *For Recruitment Emails, you MUST set up the current event participants as a 'Do Not Email' group since they are already registered, and we do not want to invite them again!* 
  - a. From the message review page, click the link **to Manage Do Not Email Groups** under Related Actions on the left.



6. Manage Do Not Email Groups: Select Current Event Participants



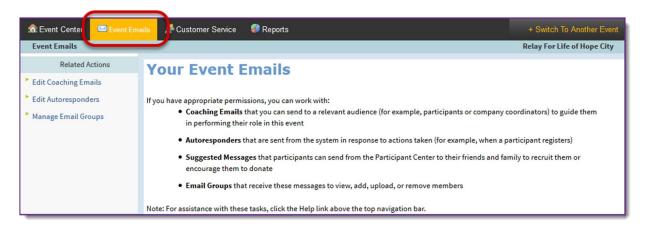
- 7. Click Next
- Select Do Not Email Groups: Click Exclude All >> This will ensure that everyone already registered for your event will not receive an email asking them to register again.
  - a. Click Exclude All>>
  - b. Click Finish

* 1. Do Not Email Audience: Determines which type of participants, donors, or group members will not receive this email	
All Email Groups RFL CY16 EC PA Hope City/API Scannable Form RFL CY16 EC PA Hope City/Pay Registration by Cash or Check RFL CY16 EC PA Hope City/Pay Registration by Credit Card RFL CY16 EC PA Hope City/Placeholder 1 RFL CY16 EC PA Hope City/Placeholder 2 RFL CY16 EC PA Hope City/Placeholder 3 RFL CY16 EC PA Hope City/	Excluded Email Groups         Exclude Sty/API Scannable Form         RFL CY16 EC PA Hope City/API Scannable Form         RFL CY16 EC PA Hope City/API Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check         RFL CY16 EC PA Hope City/Pay Registration by Cash or Check
Finish or Cancel	

- 9. Review Delivery Details:
  - a. Confirm the target groups are the email addresses that you wish to send the message to.
  - b. The Unsubscribes or Opt Outs are automatically included in the **Do Not Mail List**. Make sure that all your **current event participation types** are also included in the Do Not Mail List.
  - c. The Final Step is to click **Send Immediately**. After selecting Send Immediately, the message will be immediately delivered to the recipients' inboxes and the email process will have been completed.
  - d. If you prefer to send the email at a later time, you can schedule the delivery of the message. Under Related Actions (left hand side of the page), click **Schedule**.
    - i. Select the **date** and **time** you would like the message to be sent. *Note:* All times are set to Central Standard Time.
    - ii. Click Finish.
    - iii. Finally, return to the email delivery page and click **Send At Scheduled Time**. This places the message in a queue to be sent at scheduled date and time. This completes the email process.

# **Review Sent and Scheduled Messages**

1. From the EMC, click **Event Emails**.



- 2. Under Related Actions, select Edit Coaching Emails.
- 3. Select the Delivery List tab.

Event Emails		
Related Actions		
Edit Coaching Emails		
Edit Autoresponders		
Edit Suggested Messages		
Manage Email Gr Relate	ed Actions	This is a list of the Coaching Emails scheduled to be sent for this TeamRaiser.
Begin I	Message Delivery	
Refres	h this page	Message List Delivery List
		Records 1 - 10 of 16 First Previous Next Last
		Records 1 - 10 of 16 <u>First</u> <u>Previous</u> <u>Next</u> <u>Last</u>

- 4. From the Delivery List tab, you can:
  - a. Review the **Status** of your message as Sent or Schedule. The date of those deliveries or scheduled deliveries will appear in the **Schedule** and **Completed** columns.



- b. For Sent emails:
  - i. After the message has been sent, the **Open** and **Click Rates** of your message will allow you to monitor the success of each communication.
  - ii. Click **Review** to get further details on the delivery of the email.
- c. For Scheduled emails:
  - i. After the message has been scheduled, you may review when the message is set for delivery.
  - ii. Click **Cancel** to stop the message from being delivered or to change the delivery date/time.

🗟 Event Center	Emails 🎤 Customer Service 🛛 🗐 Reports			±	Switch To Another	Event
Event Emails > TeamRa	iser Emails: Deliveries			Relay	For Life of Hope	City
Related Actions	This is a list of the Coaching Emails scheduled to be sent for	this TeamRaiser.				
<ul> <li>Begin Message Delivery</li> <li>Refresh this page</li> </ul>	Message List Delivery List					_
	Records 1 - 4 of 4 First   Previous   Next   Last					
	Search Sho	W All		Page 1 o To Pag		
	Delivery	Action	Status	Schedule	Completed	٢
	Recruitment Email 1 Recruitment email template. Send to past participants and exclude current participants.	Review Resend	Sent	Immediate	Dec 3, 2014 11:53:59 AM	
	Number Sent	270 Archive				
	Engagement Email 1 - Three helpful tips Engagement email template. Send to current participants to encourage fundraising and team building Number Sent	Review Resend Archive	Sent	Immediate	Dec 2, 2014 3:10:42 PM	
	Recruitment Email 2 Recruitment email template. Send to past participants and exclude current participants.	Review Cancel	Scheduled	Dec 4, 2014 1:00:16 PM		
	Number Sent	0				
	Recruitment Email 1 Recruitment email template. Send to past participants and exclude current participants.	Begin Delivery Archive	Partially configured	Immediate		
	Number Sent	0				=
	Records 1 - 4 of 4 First   Previous   Next   Last					