Non Profit Dynamics

Creating and Sending Emails
February, 2017

The Email App included with your website is designed to make it easy to create and send emails. This app allows you to re-use email already created. It also helps you to measure the effectiveness of your emails by recording the number of emails "opened" and "clicked".

> **Section A: Creating Emails**
> **Section B: Sending Emails**
> **Section C: Monitoring Email Activity**
> **Section D: Creating links within your email copy**

A. Creating a New Email.

1. Begin by clicking the "Expand Main Menus" on your main admin menu bar.

2. Next, click "Email Program" in the Active Data menu bar.

3. The Email Home Page shows a list of recently sent emails and their respective results.

On the left margin, click "Create a New Email".

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4. You can create "Text" or "HTML" emails. Text emails are just that, and include limited formatting and content tools. HTML emails include a full color graphic layout that looks like a webpage. Creating HTML emails requires additional instruction, which will be covered in another help document.

Click "Create a Text Message"

emails
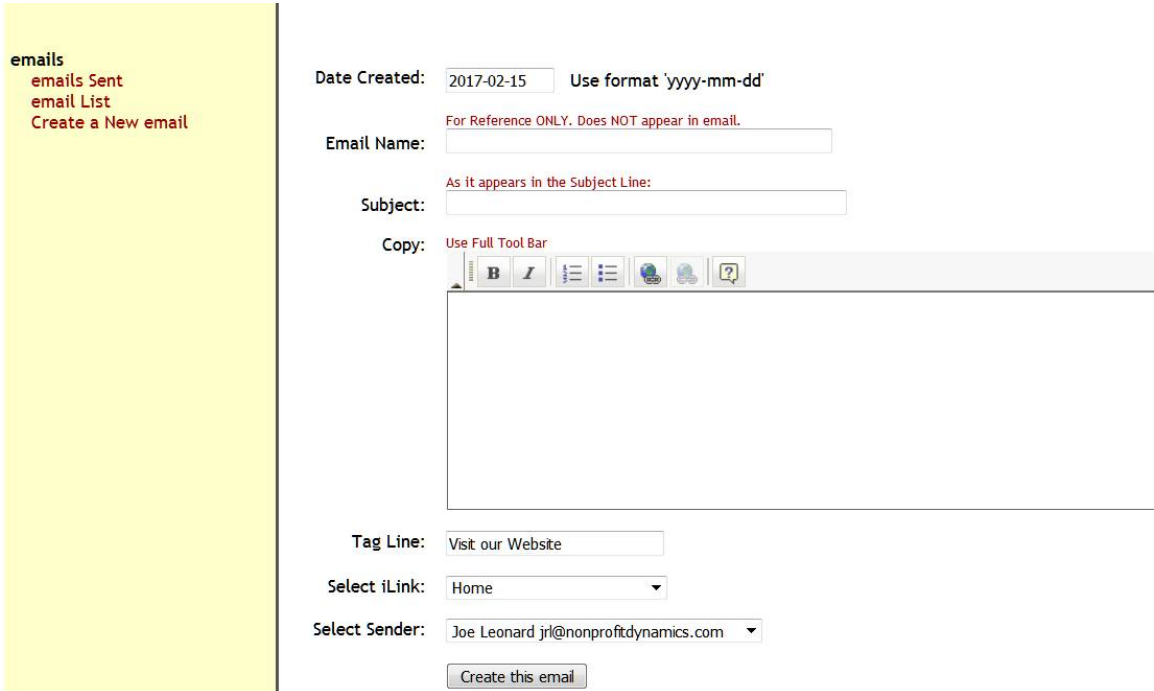emails Sent
email List
Create a New email

Create a Text Message

Create an HTML Message

5. Next, complete the required fields show on this page.

emails
emails Sent
email List
Create a New email

Date Created: 2017-02-15   Use format 'yyyy-mm-dd'

For Reference ONLY. Does NOT appear in email.
Email Name:

As it appears in the Subject Line:
Subject:

Copy: Use Full Tool Bar

B *I*

Tag Line: Visit our Website

Select iLink: Home

Select Sender: Joe Leonard jrl@nonprofitdynamics.com

Create this email

The "Email Name" is a reference name for this email.

The "Subject" is what the readers will see in the subject line on their email program.

Normally, you should use plain text in creating copy for your email. However, if you wish to modify your copy with special html tags (colors, bold, formatting, etc.) you can select "use full tool bar".
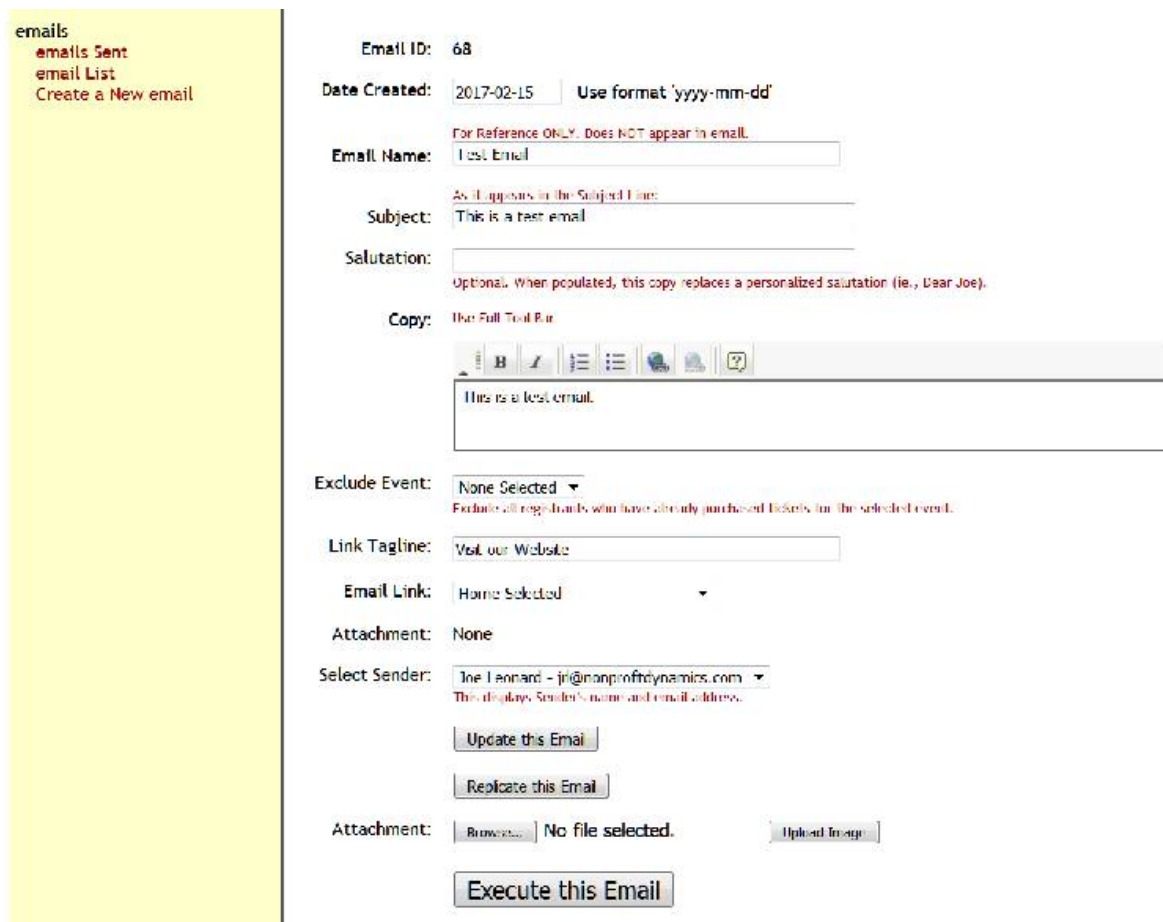
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The "Tag Line" and iLink (internal link) are set by default to your website home page. If you want to direct readers to a specific webpage, you would select it from the iLink drop-down list and create a tag line describing that page.

The "Sender" is set to the person currently logged in to the admin. However, you can select an alternate sender from the drop-down list. This list includes only those individuals given admin access.

When finished, click the "Create this Email" link.

B. Sending your New Email.

1. Your completed email is re-displayed and ready to be delivered.

If you wish to include an attachment to your email, "Browse" your computer for the attachment.
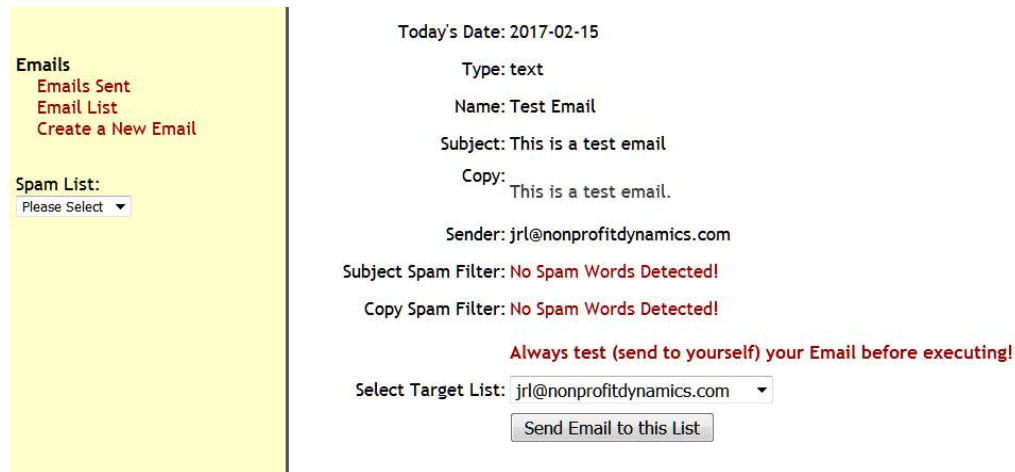
Otherwise, click "Execute this Email"

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2. If activated, the "Spam Filter" will compare your email copy with known spam words. Depending on the recipients' email program spam words can prevent your email from being delivered. If any spam words are detected, you should amend your copy, replacing the affecte words with alternatives. For a full list of the suspect spam words, see the drop-down list on the left menu panel.

If you're content with your email, you're ready to test is.

YOU SHOULD ALWAYS SEND THE EMAIL TO YOURSELF TO CHECK FOR ERRORS!

Today's Date: 2017-02-15

Emails
Emails Sent
Email List
Create a New Email

Spam List:
Please Select

Type: text
Name: Test Email
Subject: This is a test email
Copy: This is a test email.
Sender: jrl@nonprofitdynamics.com
Subject Spam Filter: No Spam Words Detected!
Copy Spam Filter: No Spam Words Detected!

Always test (send to yourself) your Email before executing!

Select Target List: jrl@nonprofitdynamics.com

Send Email to this List

Retrieve your test email from your email program and review for errors or omissions. Make any necessary changes.

NOTE: Emails to single recipients, such as test emails, are viewed from separate page. To view these emails, click "Show Individual Emails" appearing on the top left corner of the email summary page:

REFRESH THIS PAGE

Show Individual Emails

Run Date:	Campaign Name/Send List:	# Sent:	# Opened:
2018-12-16	Logid: 20 Title: "Board Test email" Sent to: Officers EDIT	12	7

Now you are ready to send your email. Begin by selecting a "Target List". The target list includes all defined sublists of your registration table.

If any of these defined sublists include any emails, you will see a count. For example, in this list, the "MOAA Adm List" includes 31 emails.

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Select Target List: jrl@nonprofitdynamics.com ▾
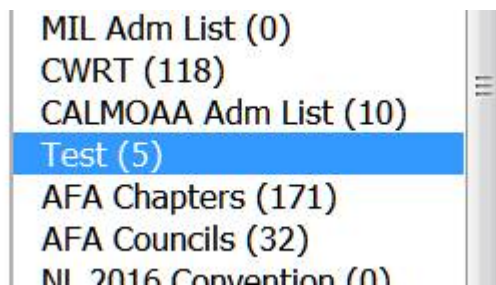
> Donations (0)
> NL Email (0)
> NL Snailmail (773)
> Notify (0)
> DNS (14)
> User Defined Lists
> MOAA Adm List (31)
> Navy Adm List (0)
> AFA Adm List (0)
> MIL Adm List (0)
> CWRT (118)
> CALMOAA Adm List (10)
> Test (5)
> AFA Chapters (171)
> AFA Councils (32)
> NL 2016 Convention (0)
> NL Chapters (3)
> MOAA Councils 2016 (26)
> MOAA Chapters 2016 (390)
> Select All
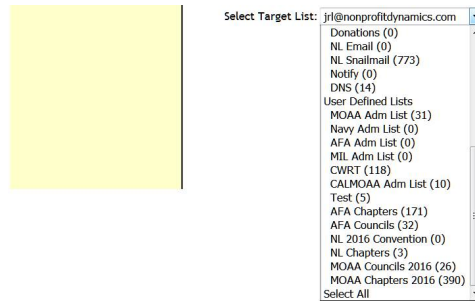
Select the list you wish to address with your email. If you want to send to all registrations, scroll to the bottom of this drop-down list and select "Select All".

For this illustration, I am selecting a Test List.

> MIL Adm List (0)
> CWRT (118)
> CALMOAA Adm List (10)
> **Test (5)**
> AFA Chapters (171)
> AFA Councils (32)
> NL 2016 Convention (0)

3. After sending your email, the email home page displays with your email listed at the top.

	REFRESH THIS PAGE				
Show Individual Emails					
Emails	**Run Date:**	**Campaign Name/Send List:**	**# Sent:**	**# Opened:**	**# Clicked:**	**Actions:**
Emails Sent	2017-02-15	Logid: 130 Title: "Test Email"	5	0	0	Details
Email List	06:50	Sent to: **Test** EDIT				
Create a New Email						

This is what your email looks like when received:

> From info@nonprofitdynamics.com
> Subject **This is a test email**
> To Me <jrl@nonprofitdynamics.com>
>
> Dear Joe,
>
> This is a test email.
>
> **Joe Leonard**
> **Non Profit Dynamics**
> **Visit our Website**
> Forward to a Friend
> Remove from Mailing List
> Update your Registration with Us
>
> Powered by:
> Non Profit Dynamics
>
> This email has images! Please set your email program to show images.

Note that the sender is as defined as well as the default link. There are also three hard-coded links included with every email. These include:

"Forward to a Friend" – Allows the recipient to forward email to another person.
"Remove from Mailing List" – Allows the recipient to be deleted from your registration table.
"Update your Registration" – Allows the recipient to make changes to their personal profile.

You will also notice an image displayed under "powered by". By default, this will be an image identifying your website. It is this image, when displayed, that records the receipt of this email.

Section C: Monitoring Email Activity

1. After a period of time, you can refresh this page to see who has opened your email.

Click "Details" to show individuals emails who have opened and/or clicked a link within your email.

Over time, this list will grow as people open your email. "Date Clicked" refers to active links in defined in your email.

Section D: Creating links within your email copy

Refer to this help doc:

http://www.nonprofitdynamics.com/upload/NPD_embedding_email_links.pdf