Email Blast - New Blast

- Click on the “Email” tab on the top
- Click on the “Create a New Email Blast” button
**Email Blast Wizard**

Create a new Email Blast

Our featured element, the standard Email Blast has many editing, targeting, and reporting capabilities.

Create a New Email Blast --->

Complete an existing email blast


Go!

Text Only Email Blast

- Useful for small quick messages, and for targeting people who discard or ignore HTML emails
- With Text Only Emails, there is no way to track email open rates and

Create a New Text Email Blast --->

Start a New Blast
Email Blast - Choose Type

- Select “Use an Email Template”
- Select the email.dwt template
- Click on the “Continue” button
Create a blank email

- Create your own email from scratch. This is the most common option people use for their first email.

OR Use Previous Blast:

- Use a previous email to create this email from. This does not resend the old email, it just copies the content over.

Select Blast

OR Use an Email template

Manage Templates

email.dwt

Create Email from Template

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<title>Sir No Sir Updates</title>
<style>
th,td,p{ font-family: Arial, Helvetica, sans-serif; font-size: 12px; font-weight: normal; color: #000000;}
</style>
```

Continue -->
Email Blast - HTML Email

► Start by adding your HTML content to the email blast
► Click on the edit link in the HTML template
► The WYSIWYG (What You See Is What You Get) HTML editor will appear
Title Goes Here

Text Here

Sample Image

Subtitle

Email Updates
http://www.yourwebsite.org
To unsubscribe, reply to this email with the subject unsubscribe
Email Blast - WYSIWYG

► Add and edit text inside the WYSIWYG editor
  ▪ Click on the chain icon to create a hyperlink
  ▪ Click on the tree icon to add or edit an image
  ▪ Use other standard icons for formatting

► When finished click the "Update Content" button
Click Update When Done

Click Tree for Images

Click Chain to make link
Email Blast - Edit Content

► Add a Reference Name that you will use to keep track of this blast
► Give the message a subject
► Fill out the plain text content of the email
► Click the “Save and Continue” Button under the text box
Email Subject: Take Action Now

Text Message: Dear Friend,
Now is the time to act. Tell your...
End Of Section

► Questions?
► Comments?

Thank You!

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

Funded by the Community Technology Foundation of California

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5