PROGRESSIVE TECHNOLOGY PROJECT

Sending a Mass Email

1. Narrow your audience

2. Create a Good Email

3. Test & Send

4. Clean list & repeat

- Make a group – don't send to EVERYONE

- "Do Not Email" & unsubscribers auto-excluded

- Click "Remove duplicate emails?"

- What's the difference between "do not email" and 'unsubscribe'?
  - Do Not Email = data entered by YOU
  - Unsubscribe = recipient opts out from email

- Unsubscribe from a group vs unsubscribe from ALL emails?

  – Unsubscribe from a group: {action.unsubscribeURL}
  – Unsubscribe from everything: {action.optOutUrl}

- Create message
  - Add images
  - Create templates
  - Ckeditor tips
  - Tokens
  - Footer/header
  - Attachments

- Include the essentials
  - physical address (which is a token known as {domain.address})
  - bulk opt out token
  - (optional but important) opt out of just this mailing list

- Send test message to yourself (& other staff)
  - Check the following:
  - Links – working?
  - Header/footer – contain correct links
  - Tokens – correct values? Are you confident you have that field filled in for all recipients?
  - Layout – looks like you expect?
  - Images – showing up?
  - Forward to a friend link included

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- Schedule/send immediately
  - What this really means

- Report
  - How many clicks/opens? (why opens isn't accurate)
  - Surprising number of bounces/unsubscribes?

Review mailing report

Delivery Summary

Intended Recipients	6203	Report	Advanced Search
Successful Deliveries	4096 (66.03%)	Report	Advanced Search
Tracked Opens	686	Report	Advanced Search
Click-throughs	149	Report	Advanced Search
Forwards	0	Report	Advanced Search
Replies	0	Report	Advanced Search
Bounces	2109 (34.00%)	Report	Advanced Search
Unsubscribe Requests	2 (0.03%)	Report	Advanced Search
Opt-out Requests	16 (0.26%)	Report	Advanced Search
Scheduled Date	July 9th, 2012 9:00 AM		
Status	Complete		
Start Date	July 9th, 2012 9:04 AM		
End Date	July 9th, 2012 9:08 AM		

Recipients

Included

- Bounce Types:

  Bad email
  - Invalid
  - Inactive

  Maybe not bad
  - Quota
  - Relay
  - Syntax
  - Host

- Search for bounced emails

- Clean up list & repeat
  - Unhold all "on hold" emails

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Live Demo

PROGRESSIVE TECHNOLOGY PROJECT

»1. Select Recipients	2. Track and Respond	3. Mailing Content	4. Test	5. Schedule or Send

Select Recipients (step 1 of 5)

Name Your Mailing * `RP_Biolab Rally & March Invite`

Campaign `– select –`

» Show past campaign(s) in this select list.

Remove duplicate emails? ☑

▼ Mailing Recipients

Include Group(s) *

Include list		Selected
MB Congregation Members	Add >>	ORG Leaders
MB Current Members in Congregations	<< Remove	ORG Most Active
NEW SMART GROUP TEST		
ORG Wide Net 4450%		
RP Phonebank Campaign group		
CM Website newsletter signup		

Exclude Group(s)

Exclude list		Selected
_Advanced Search IG – TEST	Add >>	
_Collecting Emails	<< Remove	
_Individuals in 44504		
_mark's email search test with advanced s		
CM Website newsletter signup		

PROGRESSIVE TECHNOLOGY PROJECT

New Mailing

| √1. Select Recipients | »2. Track and Respond | 3. Mailing Content | 4. Test | 5. Schedule or Send |

Track and Respond (step 2 of 5)

These settings control tracking and responses to recipient actions. The number of recipients selected to receive this mailing is shown in the box to the right. If this count doesn't match your expectations, click **Previous** to review your selection(s).

Tracking

Total Recipients: **90**

Track Click-throughs? ☑ Track the number of times recipients click each link in this mailing. NOTE: When this feature is enabled, all links in the message body will be automaticallly re-written to route through your CiviCRM server prior to redirecting to the target page.

Track Opens? ☑ Track the number of times recipients open this mailing in their email software.

Responding

Track Replies? ☑ Recipients' replies are sent to a CiviMail specific address instead of the sender's address so they can be stored within CiviCRM.

Forward Replies? ☐ If a recipient replies to this mailing, forward the reply to the FROM Email address specified for the mailing.

Auto-respond to Replies? ☐ [Auto-responder ▼] If a recipient replies to this mailing, send an automated reply using the selected message.

Online Publication

Mailing Visibility * [Public Pages ▼] 🗨

[<< Previous] [Next >>] [Save & Continue Later] [Cancel]

√1. Select Recipients | √2. Track and Respond | »3. Mailing Content | 4. Test | 5. Schedule or Send

Mailing Content (step 3 of 5)

You can either **upload** the mailing content from your computer OR **compose** the content on this screen.

From Email Address * | "Neighbors for Justice" <info@progressivetech.org> ▼

Total Recipients: 1,938

Use Template | – select – ▼

Mailing Subject * | {contact.first_name}, our community is in danger | Insert Token

I want to ○ Upload Content ◉ Compose On-screen

Compose On-screen

▼ HTML Format

Insert Tokens

B *I* U | Font ▼ | Size ▼ | A▾ **A**▾ | ... | Source | ... | ▲

PROGRESSIVE TECHNOLOGY PROJECT

Forward to a Friend

{contact.first_name},

We're writing to let you know about a danger to our community. As you may have heard, Boston University is trying to build a biolab for testing anthrax and other deadly substances in the middle of our neighborhood.

We've had a meeting with Councilmember Brown to discuss this, and we're holding a rally to protest the construction of this facility near our schools, our playgrounds, and our houses.

Want to support our work? Chip in here.

▸ Plain-Text Format

☐ Save As New Template

▾ Attachment(s)

Attach File [   ] Browse... (clear)
Browse to the file you want to upload. You can have a maximum of 3 attachment(s).

[   ] Browse... (clear)

[   ] Browse... (clear)

Header / Footer

Mailing Header [– none – ▾]
You may choose to include a pre-configured Header block above your message.

Mailing Footer [PowerBase Footer ▾]
You may choose to include a pre-configured Footer block below your message. This is a good place to include the required unsubscribe, opt-out and postal address tokens.

[<< Previous] [Next >>] [Save & Continue Later] [Cancel]

PROGRESSIVE TECHNOLOGY PROJECT

Compose (bottom of page)

New Mailing

| √1. Select Recipients | √2. Track and Respond | √3. Mailing Content | »4. Test | 5. Schedule or Send |

Test (step 4 of 5)

It's a good idea to test your mailing by sending it to yourself and/or a selected group of people in your organization. You can also view your content by clicking (+) Preview Mailing.

Test Mailing

Total Recipients: **1,254**

Send to This Address   bor.robyn@gmail.com (filled with your contact's token values)

nybor.robyn@g...

Send to This Group   None

Send a Test Mailing

▸ Preview Mailing

<< Previous   Next >>   Save & Continue Later   Cancel

Access Keys: