



PowerBase allows users to send mass emails to groups of contacts.

- "pretty" html emails
- open rates and click thru's
- bounced emails



The three templates we recommend are:

Newsletter

News Announcement

Take Action

# Org Newsletter Title

## In This Issue

[Newsletter Article 1](#)

[Newsletter Article 2](#)

[Newsletter Article 3](#)

## Featured Article

The links in this column, above, are just internal links. When someone clicks on them it takes them to different places within this page. Each link is going to a different section, which is identified by the name tag. "#1" in the first link above will take you to the section that has been identified by the name="1" anchor tag.

## Upcoming Event

## Hello and Welcome

Dear PowerBase user,  
This is a generic email template being offered by the PowerBase program. You may edit this template in many different ways and can update this template or save it as another template. If you wish, you can also create a brand new template. Our recommendation is to search for free html email templates online and then adapt them to your needs in here. Please remember, before you paste in the html code you need to click on the Source button, so that this system can properly format your template. Another thing to note is links. Your links need a full url: <http://www.website.org> in order for them to work properly. If you are in "Source" mode, it is easier to see what this means. The user interface, though, will allow you to right-click on a link and edit the link very easily. [read more>](#)



## Newsletter Article 1



120x90 px

We also need to address images. Images add a lot to an email. Your email also needs to look good without the images, as there are many people who view their email without images. In order to use an image in this template, it needs to be online somewhere. You can use the user

interface to place an image on the server that hosts your

Having trouble viewing this email? [Click here](#)



**NAKASEC**  
미주한인봉사교육단체협의회  
NATIONAL KOREAN AMERICAN  
SERVICE & EDUCATION CONSORTIUM

Dear friend & advocate,

Congress is considering plans to keep families apart indefinitely. We need your help reminding them that families matter too.

**Take a moment to sign our petition to protect the family visa program and eliminate immigration backlogs! <http://bit.ly/NAKASECfamilyunitycir>**

Congress should be focused on working on a comprehensive immigration reform bill that strengthens the family immigration system, eliminates backlogs and ensures a path to citizenship for undocumented immigrants. This is what our communities have been working toward for years. Immigration is about families and families include brothers, sisters and children, even when they turn 21 years of age. The ability for an American citizen to sponsor their siblings and their adult children should not be taken away.



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From "Anna Galland, MoveOn.org Civic Action" <moveon-help@list.moveon.org>★

Subject **What going on offense looks like**

3/15/13 4:29 PM

To Josue Guillen <abc@mayfirst.org>★

[Other Actions](#)

Dear MoveOn member,

It was a big week—both good and bad—in the fight for a fair economy.

**Here's the bad stuff:** President Obama again put devastating cuts to Social Security benefits on the negotiating table. Attorney General Eric Holder admitted that banks may be "too big to prosecute." And Paul Ryan released his latest outlandish budget plan—full of giant tax breaks for corporations, a plan to voucherize Medicare, and attempts to slash millions from Medicaid.

**But here's the inspiring part. Nearly 8 million MoveOn members are doing really terrific work, together with our allies, to hold both Democrats and Republicans accountable and put an end to austerity economics.**

Just in the past few days:

Watch Robert Reich explain why raising the minimum wage is one of the smartest things we can do for our economy:



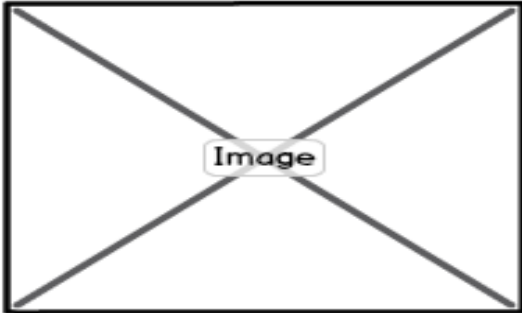
[Watch the video](#)



IN LARGER TYPE,  
TELL THEM WHY  
THIS IS SO IMPORTANT

- Reasons for doing this:
1. AAAAAAAAA
  2. BBBB BBBB
  3. CCCCCC

ACT NOW!



Give more details about why this is so important

This is where the nitty gritty details about this issue would go!

The main content area is a large rectangle with a black border. It is divided into three sections. On the left is a square placeholder with a black border and an 'X' formed by two diagonal lines, with the word "Image" centered in a small box. To the right of this is a rectangular box with a black border containing the text "Give more details about why this is so important". Below these two sections is a wide, shallow rectangular box with a black border containing the text "This is where the nitty gritty details about this issue would go!".



These templates should look good in most email clients and should be designed so that they look good on smart phones as well.

<http://putsmail.com> - free resource to test the quality of your email html code

<http://www.email-standards.org> - if you want to totally geek out on this issue



PTP's recommendation is to hire a professional to create 3 templates for you. One key deliverable needs to be that the templates work on all email platforms, including smartphones.

Your web designer may be able to help.  
<https://www.elance.com> is another option.

\$500 for 3 templates that work on all email platforms is reasonable.





**SPAM**



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Spam filters look at a long list of criteria to decide whether your email is junk. They might look for spammy phrases like “CLICK HERE!” or “FREE! BUY NOW!” They’ll assign points every time they see one of those phrases. Certain criteria get more points than others. Here’s a sample of criteria from [Spam Assassin](#) :

- Talks about lots of money (.193 points)
- Describes some sort of breakthrough (.232 points)
- Looks like mortgage pitch (.297 points)
- Contains urgent matter (.288 points)
- Money back guarantee (2.051 points)

If your campaign’s total “spam score” exceeds a certain threshold, then your email goes to the junk folder. You’re probably thinking, “What’s the threshold I need to stay under?” Sorry, but the number is different for every server.



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- Using spammy phrases, like “Click here!” or “Once in a lifetime opportunity!”
- Going crazy with exclamation points!!!!!!!!!!!!!!
- USING ALL CAPS, WHICH IS LIKE SCREAMING AT THE TOP OF YOUR LUNGS VIA EMAIL (especially in the subject line)
- Coloring fonts bright red or green
- Coding sloppy HTML, usually from converting a Microsoft Word file to HTML
- Creating an HTML email that’s nothing but one big image, with little or no text (since spam filters can’t read images, they assume you’re a spammer that’s trying to trick them)
- Using the word “test” in the subject line (agencies run into this when sending drafts to clients for approval)
- Sending a test to multiple recipients within the same company (that company’s email firewall can only assume it’s a spam attack)
- Designing HTML email in Word and exporting the code to HTML (That code is sloppy, and spam filters hate it.)



## Stressing some tips

- \* Unsubscribe link – make it easy to see
- \* Ask people to add you to their contacts - "Ensure that you continue to receive the quality information from us that you enjoy by adding us to your contact list."
- \* Don't use one big image
- \* Don't sound like a spammer - If you've seen it used in a spam message that you received, don't use it in your own email message!



## Resources

[http://www.emailonacid.com/blog/details/C13/  
emailology\\_a\\_free\\_responsive\\_email\\_template\\_using\\_media\\_queries\\_-\\_part\\_i](http://www.emailonacid.com/blog/details/C13/emailology_a_free_responsive_email_template_using_media_queries_-_part_i)

<http://forumone.com/blogs/post/designing-e-newsletters-mobile-users>

[http://www.campaignmonitor.com/blog/post/3163/  
optimizing-your-emails-for-mobile-devices-with-media/](http://www.campaignmonitor.com/blog/post/3163/optimizing-your-emails-for-mobile-devices-with-media/)

[http://2012.tcdrupal.org/sites/2012.tcdrupal.org/files/slides/  
DrupalCamp-2012-presentation.pdf](http://2012.tcdrupal.org/sites/2012.tcdrupal.org/files/slides/DrupalCamp-2012-presentation.pdf)

[http://www.reachcustomeronline.com/how-to-code-html-email-newsletters-all-new-version/  
?doing\\_wp\\_cron=1364403202.0299170017242431640625](http://www.reachcustomeronline.com/how-to-code-html-email-newsletters-all-new-version/?doing_wp_cron=1364403202.0299170017242431640625)



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