

Email For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Democracy In Action: Sending an Email Blast

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

Funded by the Community Technology Foundation of California

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Email Blast - Targeting

- ▶ Click on Email tab on top
- ▶ Select your blast form the "Complete and existing blast" dropdown menu
- ▶ Review your text and then click "Save and Continue"
- ▶ Click on the button "I wish to send to my entire list"

Your List | Email | Reports | Website | Templates | Configuration

Successfully updated Email blast information



Step 1:
Choose Type



Step 2:
Edit Content



Step 3:
Targeting



Step 4:
Options



Step 5:
Preview
and Send

Select Targets

You have no predefined queries.

OR

Send to your entire list

I wish to send to my entire list -->



OR

Targeting options

Query Options

*Query Name: Specify if you wish to save this query

- ▶ States
- ▶ Cities
- ▶ Districts
- ▶ Zip codes
- ▶ Zip Region
- ▶ Sources
- ▶ Groups
- ▶ Interest
- ▶ Campaign
- ▶ Letter
- ▶ Petition
- ▶ Email blast
- ▶ Event
- ▶ Donations
- ▶ Supporter Data Fields
- ▶ Sign up date
- ▶ Supporter Tracking Code
- ▶ Target a percentage of your supporters
- ▶ Advanced email
- ▶ Volunteers

Save query options and Continue -->

Email Blast - Email Options

- ▶ Set the "From" field to the name that you want the emails to appear to come from
- ▶ Set the "From Email" to the email address you want the emails to appear to come from
- ▶ Do not change the Reply To Email or the DIA bounce and reply management features will not work
- ▶ Click "Save and Preview Email Blast"

- Your List
- Email
- Reports
- Website
- Templates
- Configuration

- Step 1: Choose Type
- Step 2: Edit Content
- Step 3: Targeting
- Step 4: Options
- Step 5: Preview and Send

Email Options

Source Information

The defaults in this section are reasonable values. Emails will be returned back to your Reply Manager, for handling

From:

This name will show up in the email 'From' field

From Email:

This is the Email address the message will come from. It MUST be an email address.

Reply-To Email:

Replies to this email (AND all bounced messages) will go the this address

Scheduled Blasts

If you wish, you can schedule a time for this blast to go out. If you do not set a time, it will go out immediately.
Currently Scheduled for: Mar 10, 2006 11:00

Enter a desired time to send out your email blast. Enter nothing to send as soon as possible.

yyyy-mm-dd

Tracking options

By default we track open rates and click through rates using special code added to your message. If you wish, you can disable this option, although you will lose the ability to track the effectiveness of your message.

- Do Not Track URL Clickthroughs
- Do Not Track Email Open Rates

[Save and Preview Blast](#)

Email Blast - Send

- ▶ Send yourself a test message
 - Enter your email address in the “Test Email Address” field and click submit
 - After the popup window has opened with a success message close that window
 - Wait a few minutes and check the email on your computer

When you are ready to send click the “Submit Blast Now” icon

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Take Action Now

Running query to calculate the number of targets. Please wait.....
Total number of emails that will be sent:2

Test Email Address:



Retrieve a spam report on this blast content.

No schedule specified. It will be sent out as soon as you click the button below.



Retrieving the first 50 recipients

Spot Check

- If you wish, you can spot check the supporters that this email will be sent to (*Note: Only up to 50 shown*)
david@riseup.net gunner@aspirationtech.org

[HTML Content](#)

Email Blast

- ▶ Wait a few minutes and then refresh the reports page to see sending the status of the email blast

- Your List
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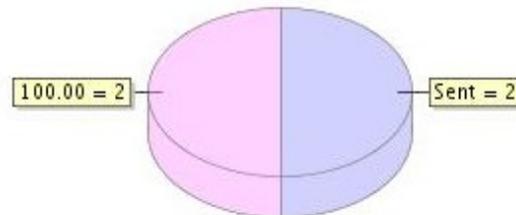
- Reports**
- ◆ Reports and Statistics
 - ◆ Email Summary
 - ◆ Detailed Email Reports
 - ◆ Field Distribution Report
 - ◆ Written Letters to Editors
 - ◆ Written Campaign Letters
 - ◆ Campaign Similarity Report
 - ◆ Cascading Microtargeting

- Last Modified**
- ◆ Email blast:17
 - ◆ Email blast:17
 - ◆ Email blast:17
 - ◆ Email blast:17
 - ◆ Email blast:16
 - ◆ Supporter:31
 - ◆ Email blast:16

Email Blast Report

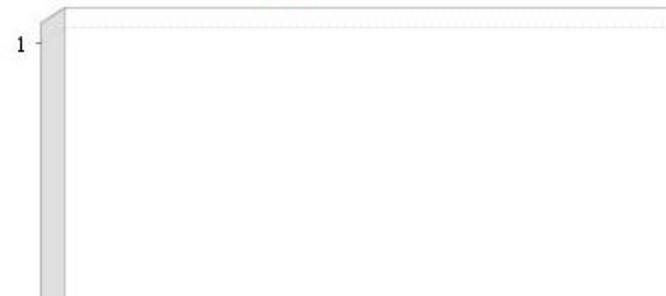
Reference Name: **My First Blast**
 Subject: **Take Action Now**
 Date Requested: 2006-05-15

Email distribution



Status	Count	Percent
Unread(or not known)	2	100.00%
Total Sent	2	100.0%

Total Click throughs



See emails that were:
 Unread(or not available)
[Read](#)
[Read and not Clicked](#)
[Read and Clicked](#)
[Send Failed](#)

Tab delimited Export Email Status

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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