

OurChapter.org

Campaign Email/Text function.

This presentation will show you how to use "Campaigns" to send emails or texts (SMS Via Cell Phones) to your members.

- Email all members or create selected groups of members.
- Create your own customized templates for your emails.
 - Simple template script for your Logo, Chapter Name, Location, etc.
- View the finished email before you send it.
- See emails that are "Opened" and "Clicked on" by member name.
- See "Invalid addresses" and "Un-Subscribed" emails by member name.
- Copy an existing campaign email to create a new one.
- Attach pictures or files to your emails.
- Dues and Roster Update functions can be added to your campaigns.
- Automatic URL hot-links and tracking.
- Several reports are available after you send out the campaign.

Don White – Feb. 1, 2024

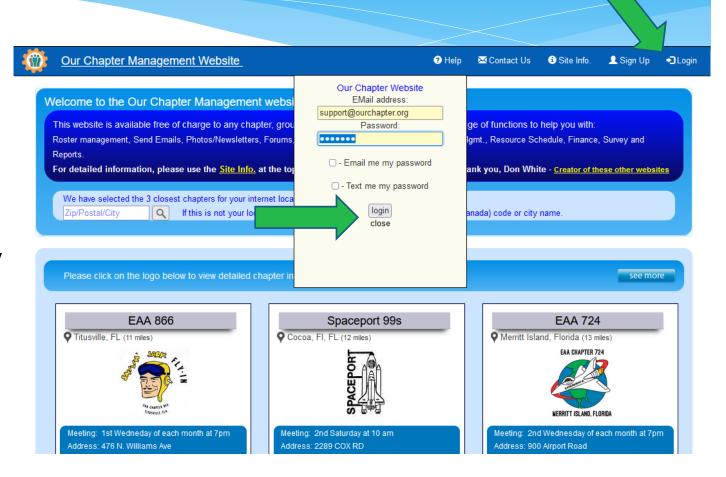
Designer and developer of YoungEaglesDay.org, EAABuildersLog.org and FlyingStart.org websites.

** We do not distribute, sell or use your information outside of this website. All member and chapter information is kept confidential to that chapter and organization.



Campaigns – Login First.

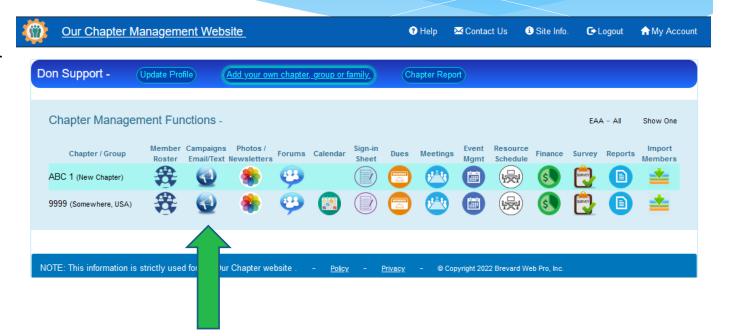
- 1. Use the "Login" link at the top right to Login into the website.
- **2.** Fill out your email and password and click the "Login" button in the window box.





Campaigns – Member Communications

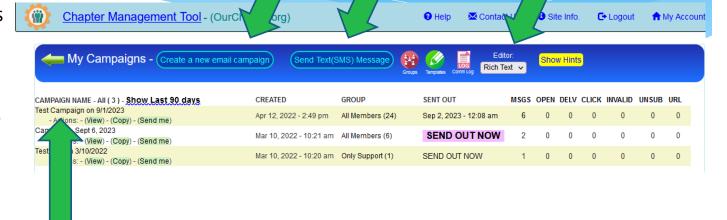
1. Campaigns by using either emails or text (SMS) via cell phones are a easy way to communicate to your members.





Campaigns – Introduction

- **1.** You have two ways to send messages to your members:
- Email Campaign
- Send Text Message
- **2.** All emails are sent via the "Email Campaign" option.
- 3. The "Text (SMS) Message" will send an immediate Text message to your members cells phones. This is used to get a quick response only. We limit the number of text's that are sent.



- **4.** To get started with a new email campaign, click that button. If you have an existing campaign, click on the Campaign Name.
- **5.** Select the type of editor that you want to use for your campaigns; Text Only or Rich Text. Rich text allows for formatting options like underlining, colors, background, etc.



Campaigns – Introduction

- 1. "Groups" can be managed the same way that are done in the "Member Roster" function.
- 2. "Templates" are used to create a custom look to your emails. Many standard templates are available or you can create your own.
- **3.** "Comm Logs" will show number of emails and Text's that you have sent out.



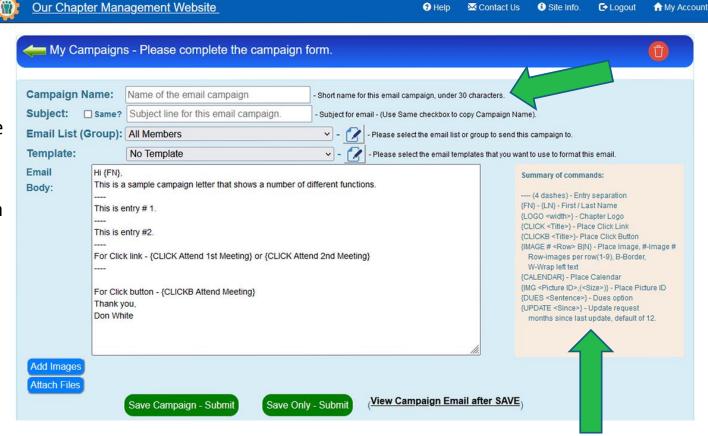
4. By default, only the last 3 months of Campaigns are displayed. You can click on the "Last Year" to display the last 12 months of Campaigns. You can also display all Campaigns for your chapter.

5. You can get detailed email status report by clicking on the number in the MSGS column. This report is only available 1 month after you send the campaign.



Campaign – Create one Text Only Editor

- **1.** To Start, just fill in the Campaign Name and Subject.
- **2.** Select your Group of members or create a group for just yourself for testing.
- **3.** Template selection is next. "No Template" will send the email as you see it.
- **4.** "Summary of commands" are on the next page.

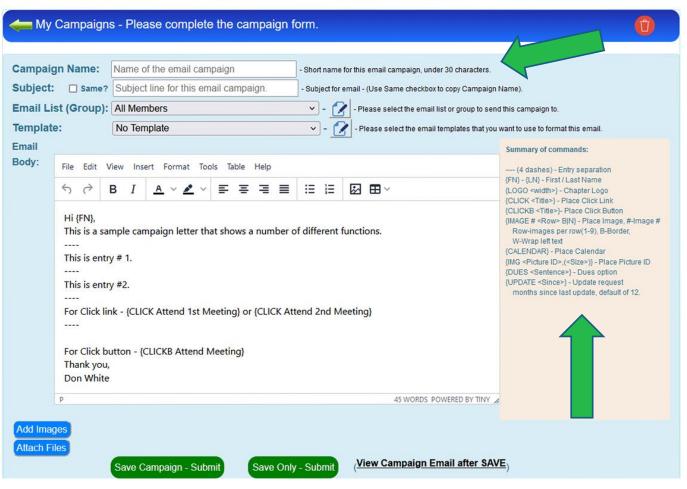




Campaign – Create one Rich Text Editor



- **1.** To Start, just fill in the Campaign Name and Subject.
- **2.** Select your Group of members or create a group for just yourself for testing.
- **3.** Template selection is next. "No Template" will send the email as you see it.
- **4.** "Summary of commands" are on the next page.





Campaign – Commands

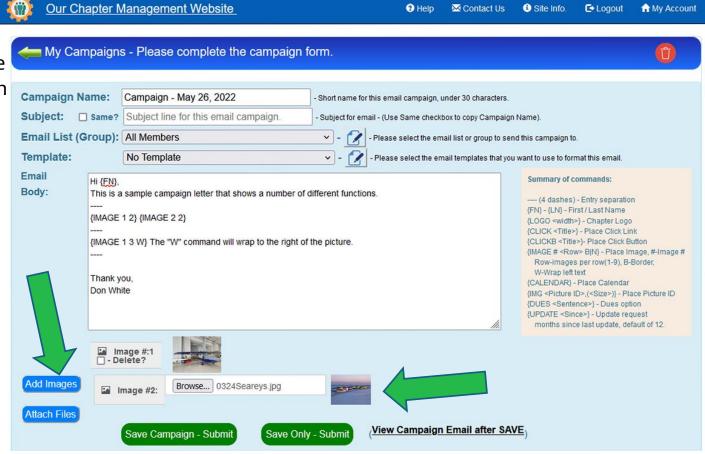
Summary of Commands – can be placed anywhere within the body of the Email

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- Used to separate paragraphs in your email.
{FN} – {LN} - Will include the members First or Last Name
           - Insert your chapter's Logo, if provided. You can select the width of that Logo.
{LOGO}
{CLICK <Title>} - Used to survey your members with a click on a link.
{CLICKB <Title>} - Used to survey your members with a click on a BUTTON, like CLICK above.
{IMAGE}
            - Will be discussed on the next page.
{CALENDAR} - Will place your active calendar of events in this email, using the "Calendar" function.
{IMG}
            - Will be discussed after the "IMAGE" command page.
{DUES <Sentence>} - Add the "Sentence" on this email if the member's Dues are not paid for.
{UPDATE <Since>} - Will add an "Update Membership" request button if not be updated in some
many months, the default is 12 months.
{NEXTMEETING} - Date/time of next meeting (ex: Nov 9th at 7pm)
{NEXTMEETINGL} - Date/time of next meeting (ex: November 9th at 7pm)
```



Campaign – IMAGE Cmd.

- 1. To use the IMAGE command, select the "Add Images" button at the bottom of the page.
- 2. Then select the "Browse" button to upload your picture(s). Repeat for as many pictures you want to include.
- **3.** Add the "IMAGE" command in email body. Format is IMAGE, image # and number of images per row.
- **4.** Click "Save Only" button.

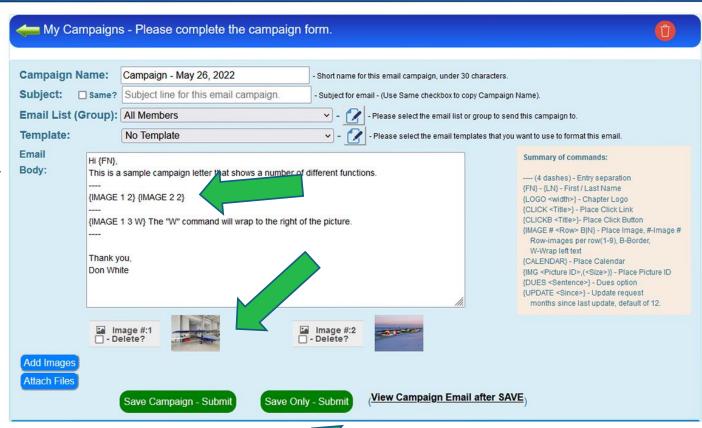




Campaign – IMAGE Cmd.

Our Chapter Management Website

- 1. The images will be uploaded and displayed at the bottom of the email body.
- **2.** The two IMAGE commands will display the 2 images on the same ROW.
- **3.** The "IMAGE 13 W" will display image #1, allowing 3 images per row and be able to wrap the text to the right of the picture.
- **4.** Click "View Campaign Email after SAVE" button.



M Contact Us

3 Site Info.

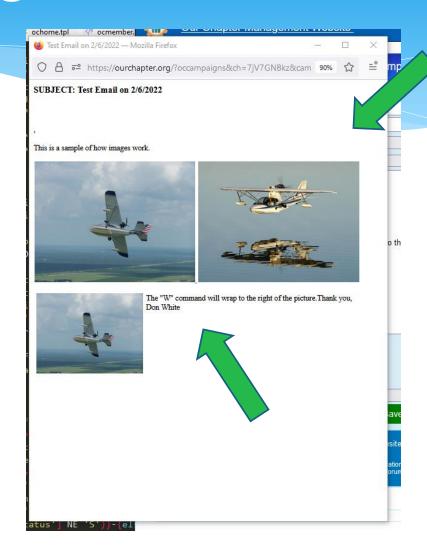
□ Logout

m My Account



Campaign – IMAGE Cmd.

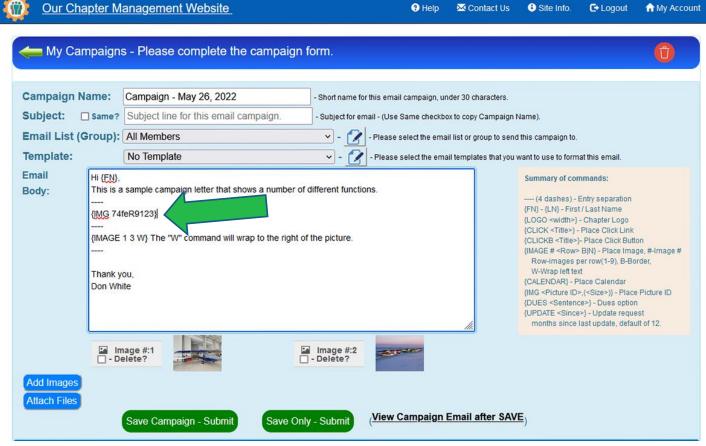
- 1. A Window will appear with the view of the email. You can change the email body and save to change this view dynamically with a Refresh window.
- **2.** After you review this, close up the window with the "X" at the top right corner.
- **3.** If any uploaded pictures are not in "IMAGE" commands, they will automatically be added to the end of the email.





Campaign – IMG Cmd.

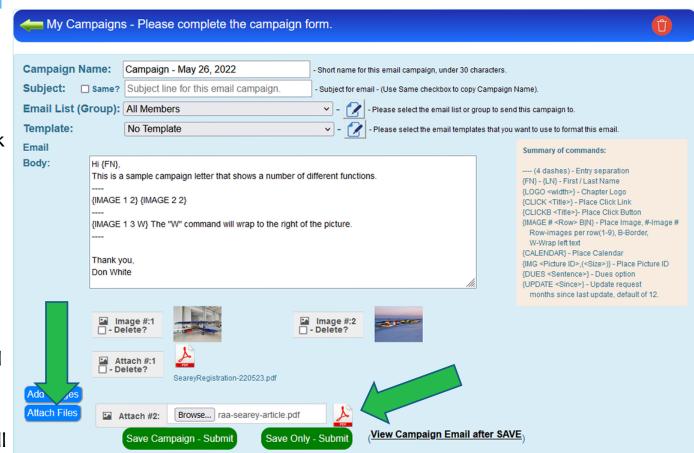
1. The IMG command will include a picture from the "Photos / Newsletters" function. You can get the Picture ID from that function.





Campaign – Attachments

- **1.** Any number of file attachments can be added to your campaign.
- **2.** To attach a file, click on the "Attach Files" button below.
- **3.** A "Browse" button will appear for you to select your file to upload.
- **4.** When the uploaded file is done, an icon will appear with the file type.
- **5.** The attach file(s) will automatically be added to your campaign email.





Campaign – Sending

- **1.** There are 5 columns to provide information about the Campaign after it's sent out.
- Msgs Email that are sent out.
- **Open** Emails that have been opened.
- **DELV** Emails that have been delivered.
- Click If a "Click" command, show the members that clicked
- **Invalid** Email that came back invalid. The Roster will be updated.
- **Unsub** Member that Unsubscribed.
- **URL** Members that clicked on any link within that email.

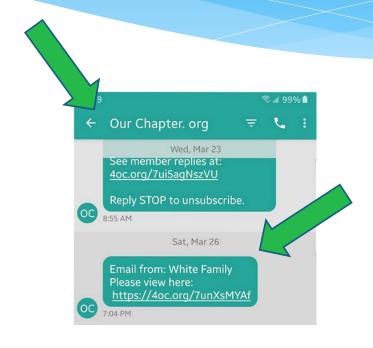






Campaign – Text receiving

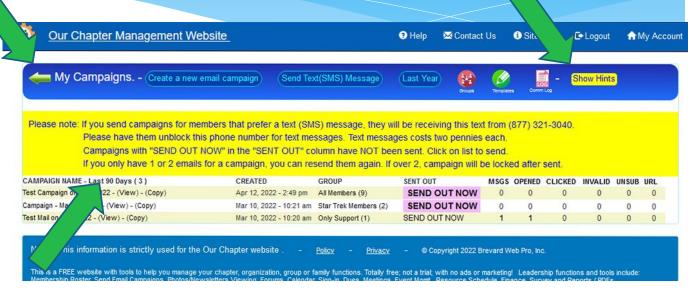
- 1. When a member requests that a campaign email be Text to a Cell Phone, they will get a text from:
- 1-877-321-3040
- **2.** Make sure your members know this number before sending out text messages.
- **3.** The link in the text message will display your campaign email. That email will have an "Unsubscribed" and other options.





Campaign – Show Hints

- **1.** Additional **Hints** can be displayed by clicking on the "Show Hints" button on the top right.
- **2.** Additional **Hints** will be added in the future.
- **3.** The green **Left Arrow** will always return you to the previous page, in this case the "My Account" page.





Campaign – Email Status Report



Chapter Management Tool - (OurChapter.org)



- **1.** When you click on the number in the "MSGS" column, this is an email status report.
- **2.** Last status total will show you how many emails made it out.
- **3.** When you click the "Name", additional information will be displayed about that member's email.
- **4.** If you want to resend that campaign to the member again, you have a choice of email or Text/SMS, if cell phone is on the Roster.

Campaign Status - TEST 2.0

Sent: Aug 26, 2023 08:44am, #=11, Page Refresh In: 11m 51s

Last status totals: Opened: 9, Delivered: 1, Processed: 0, Bounce:

* Name - Click on members name to display additional information about email's progress.

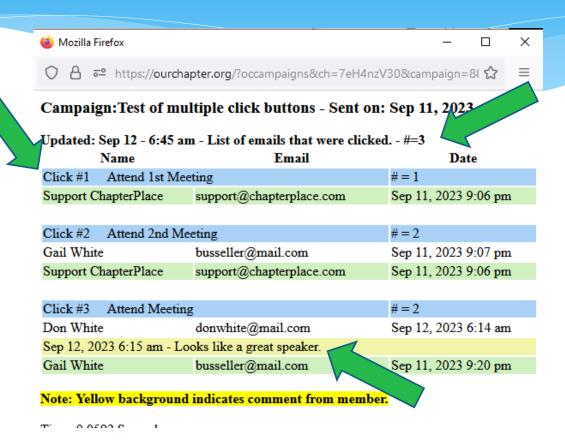
Name *	Last Status	Time (ET)	Resend campaign options
N/A - easyhouse@yahoo.com	Open	Aug 26 4:12pm	Resend via: Email or Text/SMS.
Time [ET]	Status	Comment -	easyhouse@yahoo.com
Aug 26 4:12:23pm	Open	YahooMailP	roxy; https://help
Aug 26 4:12:18pm	Processed		
Aug 26 4:12:17pm	Delivered	250 ok dirde	el
Benjami ggs	Delivered	Aug 26 10:49am	Resend via: Email or Text/SMS.
Blake M ald	Bounce	Aug 26 10:49am	Resend via: Email or Text/SMS.
Darren all hI	Open	Aug 26 10:26pm	Resend via: Email or Text/SMS.
David Als	Open	Aug 26 12:29pm	Resend via: Email or Text/SMS.
David Ga	Open	Aug 26 10:51am	Resend via: Email or Text/SMS.
Donald Mainski	Open	Aug 26 8:33pm	Resend via: Email or Text/SMS.
EAA Adı	Open	Aug 26 10:49am	Resend via: Email or Text/SMS.
George	Open	Aug 26 2:27pm	Resend via: Email or Text/SMS.
Kristi B	Open	Aug 26 11:08am	Resend via: Email or Text/SMS.
Tim Han F	Open	Aug 26 12:44pm	Resend via: Email or Text/SMS.

Status totals: Opened: 9, Delivered: 1, Processed: 0, Bounce:1,



Campaign – Click Status Report

- 1. When you include either the CLICK or CLICKB commands in your campaign, when members click on that link or button, you will see this Click Status report. To view this report, click on the number in the "Click" column.
- **2.** This example has 3 CLICKB commands in it with 3 people responding.
- **3.** Each of the CLICK commands will be highlighted in this report.
- **4.** If the member provides a commend, you will see that also in this click report.





1. You can also send a Text (SMS) message to your members cell phones and receive replies. We pay a service to do send out the messages. (See Comm Log).

2. Your member will receive this Text message

from this phone number:

- 1-800-321-3040

3. This is designed for immediate messages to your members and not to be used as normal communications.

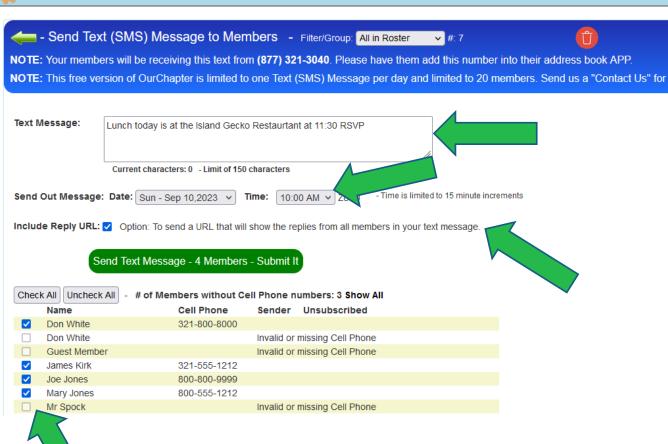




Campaign – Send Texts



- **1.** Enter your message (150 characters max.)
- **2.** Optionally, you can send this message at a different date and time.
- **3.** Select the "Include Reply URL" option.
- **4.** Check the members that you want to receive this text message.
- **5.** Click the "Send Text Message" button to immediately send the message to your members cell phones.

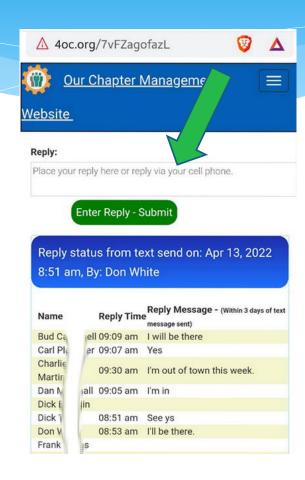




Campaign – Text Message

- **1.** Your members will receive a Text that looks like this.
- **2.** Click on the Replies link to view the right screen.
- **3.** Members can either reply to the text normally OR reply using the "Enter Reply" button. Pictures can also be sent via a text reply.
- **4.** You can refresh the right screen to get real-time replies from all of the members on your list. (Names blurred out).

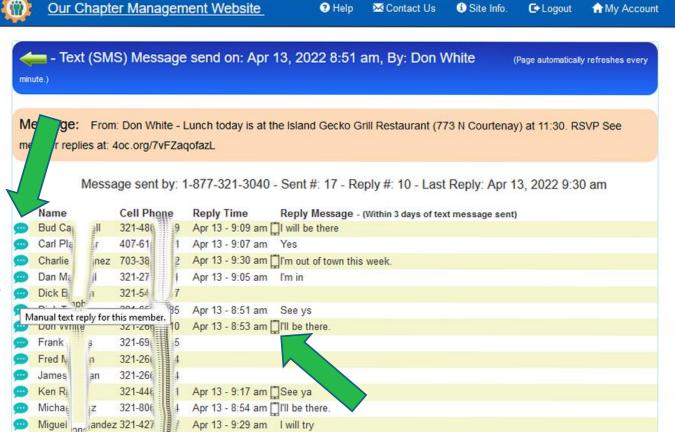






Campaign – Text Message

- **1.** You can view the status of your Text by clicking on title from the main Campaign page.
- **2.** This page will refresh automatically every minute.
- **3.** You can manually enter a reply using the light blue icon on the left of the members name.
- **4.** The Cell phone icon is used to show that this member used a normal reply from their phone.



Conclusion / Questions

- * Questions / Comments: Use the "Contact Us" link
- * Best free website for organizations to manage and grow memberships.